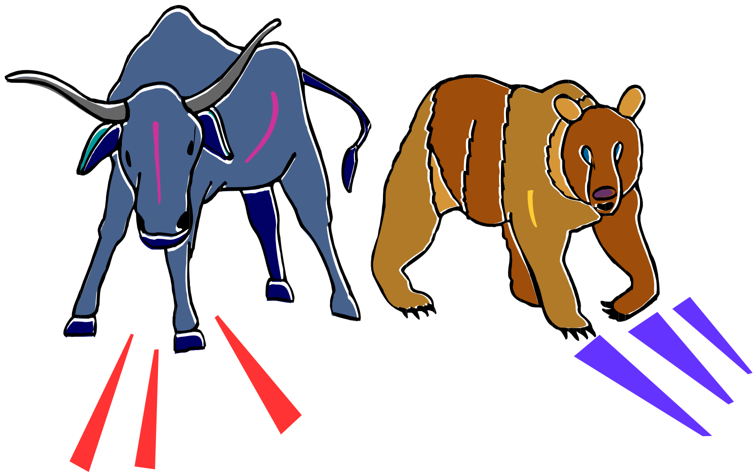
Bull vs. Bear Markets



A **bull market** is a prolonged period of time when prices are rising in a financial market. When stocks keep going up they say it's a bull market. Bulls are fast-moving and spirited, and their horns point up.

A **bear market** is a prolonged period of time when prices are falling. Bears are sluggish and slow and when they swipe at something, their claws point down, like the direction of the stock prices.

Why Invest?

- Some people save and invest so they will have extra money in case of an emergency such as an accident, illness, or unemployment.
- Some people save and invest so they will have money to use when they retire.
- Some people save and invest so they will have extra money to help them meet financial goals such as a new car, a college education, a trip, a down payment on a house, or to start a business.
- Some people save and invest to earn more money. This comes with risk, however.

Which kind of market are we in right now?

Both! ~ A little Bull, a little Bear

Following the United States economic recession in 2008, the stock market significantly decreased from a high of 14,000 points. Many people and companies lost hundreds of thousands, even millions, of dollars in the stock market. After a rocky 2011 with stocks both increasing and decreasing, the 2012 stock market has been more confident than the previous year, with stronger gains.

Why Does the Stock Market Fluctuate?

UP:

- Simply put, if a stock goes UP, more people are buying it than are selling it.
- An industry is HOT. This means people expect new products or services.

DOWN:

- Profits & sales are slipping
- The product is no longer very important