



THE WEEKLY NEWSLETTER • OCTOBER 18, 2026

A Step Back

The S&P 500 lost **2.0%** while Consumer Staples led the sectors and Technology brought up the rear. The week of Oct 12-16, and what to watch Oct 19-23.

S&P 500

-2.0%

SPY 763.25



NASDAQ 100

-5.5%

QQQ 709.80



DOW JONES

+0.6%

DIA 519.10



RUSSELL 2000

-3.0%

IWM 270.44



10-YEAR YIELD

-15 bp

5.09%

BITCOIN

-1.3%

\$81,500

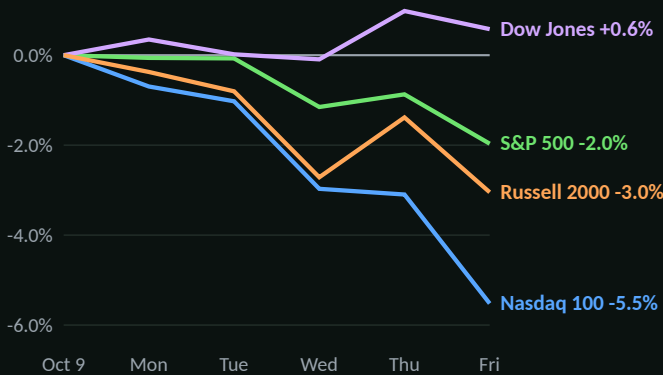
1 What happened last week

OCT 12-16

The week in one line: The S&P 500 fell 2.0%, the Dow Jones led the major indexes at +0.6%, Consumer Staples led the sectors (+5.0%) while Technology lagged (-7.7%), and Large Value was the strongest corner of the 9-box.

THE RACE: THE INDEX FUNDS' WEEK

Oct 9 close = 0%



MARKET INDEXES AND ASSETS

MARKET	CLOSE	WEEK
S&P 500 (SPY)	763.25	-2.0%
Nasdaq 100 (QQQ)	709.80	-5.5%
Dow Jones (DIA)	519.10	+0.6%
Russell 2000 (IWM)	270.44	-3.0%
10-Year Treasury	5.09%	-15 bp
Gold (GLD)	382.01	-0.7%
Oil (USO)	161.76	+9.1%
US Dollar (UUP)	28.92	-0.3%
Bitcoin	81,500	-1.3%

Every change is Friday close to Friday close, Oct 9 to Oct 16. The four indexes are measured on the funds that track them (SPY, QQQ, DIA, IWM), so closes are fund prices; the 10-year moves in basis points (1 bp = 0.01%).

Inside this issue

Page 2. Sectors, the 9-box, breadth, the biggest movers, the economy and the 10-year yield.

Page 3. The week's major stories, the alerts we closed, and the week ahead at a glance.

Page 4. Earnings, the calendar, seasonality, the levels to watch and our fact check.

SECTOR SCOREBOARD

the sector SPDR funds

Consumer Staples	+5.0%
Energy	+4.9%
Health Care	+3.5%
Materials	+3.0%
Utilities	+1.9%
Financials	+1.4%
Real Estate	+1.3%
Communication	-0.1%
Consumer Discretionary	-0.3%
Industrials	-0.9%
Technology	-7.7%

DESK NOTE Consumer Staples led the sectors, which is the market's way of putting on a cardigan.

THE 9-BOX: SIZE AND STYLE

	VALUE	CORE	GROWTH
LARGE	+3.0%	-2.4%	-4.1%
MID	+2.9%	+1.2%	-4.0%
SMALL	+1.2%	+1.1%	-4.7%

Cap-weighted week return of each size and style group of US stocks.

DESK NOTE Large Value was the strongest corner, and mid caps had the best row. The middle child finally got the attention.

UNDER THE SURFACE

S&P 500 members up and down over the week

349 up

151 down

NEW 52-WEEK...

19

set on Friday

NEW 52-WEEK...

1

set on Friday

ABOVE 50-DAY...

45%

of members, Friday

DESK NOTE More than two S&P 500 stocks rose for every one that fell. The generals had company.

BIGGEST MOVERS (\$10B+ COMPANIES)

UP		DOWN	
FICO	+15.5%	VICR	-28.0%
TRU	+13.1%	SMTG	-27.0%
CTSH	+11.5%	DOCN	-26.8%
EFX	+10.6%	CIEN	-26.0%
BRO	+10.4%	COHR	-25.5%

DESK NOTE The week's best \$10B+ company gained 15.5%, the worst lost 28.0%. Same market, very different weekends.

ECONOMIC READINGS

READING	LATEST	PRIOR
Initial jobless claims week to Oct 10	199K	198K
30-year mortgage rate Oct 15	7.40%	7.40%
Unemployment rate Sep 2026	4.2%	4.1%
CPI inflation (YoY) Sep 2026	3.7%	3.4%

The latest official figures, read from FRED, against the reading before.

THE 10-YEAR TREASURY YIELD

three months, daily





MAJOR STORIES

- 1 September CPI rises to 3.7% as Fed signals it will hold rates in October**
Headline CPI inflation rose to 3.7% from 3.4%, and core CPI rose to 2.6% from 2.4%. The Fed signaled an October pause anyway, and 10-year Treasury yields ended the week about 15 basis points lower at 5.1%.
Source: [Chartstopper: October 16, 2026](#)
- 2 Nasdaq 100 has its worst week since April 2025 as chip stocks fall for eight straight days**
Chipmakers fell for an eighth straight day, the longest slide since 2008, on doubts that AI infrastructure spending can earn a return. The Nasdaq lost 4.5% for the week and the S&P 500 lost 1.9%, while the Dow gained 0.7%.
Source: [Stock Market Today: Dow, S&P Live Updates for October 16 - Bloomberg](#)
- 3 CoreWeave shares tumble twice in three days on worries about its debt**
CRWV -25.2% on the week
Shares of Nvidia-backed CoreWeave fell more than 15% Wednesday on concerns about its debt, rose 6% Thursday, then fell 12% Friday. The swings added to the pressure on AI-linked stocks during the week.
Source: [Markets News, Oct. 16, 2026: Nasdaq, S&P 500 End Lower, Post Weekly Losses; AI Stocks Fall; Dow Logs Weekly Gain](#)

BIGGEST ALERTS CLOSED

TICKER	RETURN	HELD	CLOSED
JBDI	+96.9%	1 days	Oct 13
NCPL	+80.6%	1 days	Oct 12
YMAT	+33.3%	1 days	Oct 12
DCX	+26.6%	1 days	Oct 13
JZ	+22.5%	1 days	Oct 14

Realized return from the alert's entry to its exit, before costs.

OUR SCORECARD

CLOSED

40

AT A GAIN

36

AVERAGE

+9.2%

Every alert closed in the week is counted, gains and losses alike. Across all 144 closed alerts on record, 85% closed at a gain.

2 Looking ahead to this week

OCT 19-23

THE WEEK AT A GLANCE

Mon Oct 19

Earnings: AXP

Tue Oct 20

Housing Starts
(September)

Earnings: NFLX, PM, GE

Wed Oct 21

Earnings: TSLA, IBM, T

Thu Oct 22

Initial Jobless Claims
Earnings: TMUS, HON,
UNP

Fri Oct 23

Consumer Sentiment
Earnings: PG



EARNINGS TO WATCH

DAY	TICKER	COMPANY	WHEN
Mon	AXP	American Express	Expected...
Tue	NFLX	Netflix	After close...
Tue	PM	Philip Morris International	Before open...
Tue	GE	GE Aerospace	Before open...
Tue	ISRG	Intuitive Surgical	Expected...
Tue	TXN	Texas Instruments	After close...
Tue	RTX	RTX	Expected...
Wed	TSLA	Tesla	After close...
Wed	IBM	IBM	Expected...
Wed	T	AT&T	Expected...
Wed	TMO	Thermo Fisher Scientific	Before open...
Fri	PG	Procter & Gamble	Expected...

The twelve largest companies reporting. Green: date confirmed by the company or two published sources. Grey: projected from the company's reporting pattern.

ECONOMIC CALENDAR

selected releases

DAY	RELEASE	ET
Tue	Housing Starts (September)	8:30 AM
Thu	Initial Jobless Claims	8:30 AM
Fri	Consumer Sentiment	10:00 AM

● high impact. Scheduled release times.

CALENDAR QUIRKS

A full five-day week with no holidays or expiries.

POTENTIAL CATALYSTS: PAST EARNINGS REACTIONS

TSLA Wed		-15.6%
LMT Tue		+13.3%
ISRG Tue		-11.2%
APH Wed		+11.1%
DHR Tue		-10.9%

Reporting this week, with the move the session after each company's last report. A big past reaction says the event matters, not which way the stock goes next.

SEASONALITY

SPY, Oct 19-23 each year



Up in 12 of the last 20 years over these dates, averaging **+0.01%** (the dashed line).

DESK NOTE History is a guide, not a guarantee: these same dates gave +3.4% in 2014 and -3.0% in 2012.

LEVELS TO WATCH

SPY, one year of daily closes



MAD ACADEMY LESSON OF THE WEEK

Earnings Per Share

Earnings season is busy this week. This lesson explains what EPS measures and how to read a beat or a miss.

Free to read at madstockalerts.com/academy.

FACT CHECK

28 of 28 price figures matched a second data source; 3 of 3 headline figures matched published reports (2 not published as a weekly figure); 0 of 12 earnings dates were confirmed by the company or two published sources.