The S&P 500 rose 2.3% to 5,712, and the Dow 30 gained 1.9% to 41,208 as a late-week rebound erased Tuesday's sell-off. Small caps outperformed, with the Russell 2000 up 3.1%, while the Nasdaq Composite lagged, climbing just 1.8% as tech names paused. Volume was above average, with 12.4 billion shares traded on the NYSE. The VIX fell 11% to 14.2, signaling reduced near-term fear. Treasury yields edged lower, with the 10-year at 4.31% and the 2-year at 4.72%. The dollar index slipped 0.4%, and gold held steady above $2,340 an ounce. Crude oil rose 1.5% to $78.60 a barrel. Overall, the week ended with broad participation and a constructive tone, though leadership remained narrow.

Tuesday's drop was driven by a single, stark data point: Verizon Communications (VZ) reported that it lost 1.2 million postpaid phone customers in the second quarter, its worst quarterly loss since 2004. The company blamed a combination of aggressive competitor promotions, a slowdown in new device upgrades, and a pullback in consumer spending on discretionary services. CEO Hans Vestberg told analysts on the earnings call that the company would "not chase unprofitable subscribers" and would instead focus on margin and free cash flow. The stock fell 8.4% on the day, its largest single-session decline since October 2022, and dragged the Dow Jones Utility Average down 2.1% as investors reassessed the entire telecom sector.

The Verizon miss reverberated across the market because it touched on a question that has been quietly nagging investors for months: how much longer can the consumer keep powering the economy? Retail sales have been flat for three consecutive months, credit card delinquencies are rising, and the personal savings rate has fallen to 3.4%, its lowest level since 2022. Verizon's customers are not abandoning the company because they love a competitor's network; they are leaving because they can no longer afford the bill. That is a very different kind of problem than a supply-chain bottleneck or a chip shortage, and it is one that the Federal Reserve can't solve with a press release.

Wednesday's rebound suggested that the market initially overreacted, but the damage was done. The S&P 500 Consumer Discretionary sector, which had been leading the rally, gave back nearly all of its gains for the week. Amazon (AMZ) fell 3.1%, Home Depot (HD) dropped 2.6%, and even McDonald's (MCD) slipped 1.4%. The message from Verizon's management was clear: the consumer is tapped out, and any company that depends on discretionary spending is vulnerable. The Consumer Staples Select Sector SPDR Fund (XLP) outperformed, rising 0.9% for the week, as investors rotated toward companies that sell toothpaste and toilet paper rather than streaming subscriptions and new cars.

Thursday's session brought a welcome dose of perspective. Initial jobless claims came in at 218,000, well below the 230,000 consensus, and the Philadelphia Fed Manufacturing Index surprised to the upside at 12.4. Bond yields stabilized, and the S&P 500 clawed back 1.1% on the day. Friday's PCE inflation report, the Fed's preferred gauge, showed core prices rising 0.2% in August, in line with expectations and down from 0.3% in July. That was enough to keep the rally intact, but not enough to declare victory. The S&P 500 finished the week up 0.6%, the Dow 0.4%, and the Nasdaq 0.9%. Small caps, which had been the week's leaders, ended down 0.3% as the Verizon shock reverberated through the broader economy.

The bigger question is whether Verizon is an outlier or a canary. Other telecom names, including AT&T (T) and T-Mobile (TMUS), will report in October, and their results will tell us whether the pain is spreading. Retail earnings season kicks off in mid-October with Walmart (WMT) and Target (TGT), two companies that will have a clear view of how the lower-income consumer is holding up. If those reports echo Verizon's warning, the Fed will have a much harder decision to make at its November meeting. If they don't, the market's recovery may have legs. For now, the Verizon miss has done its job: it has reminded investors that the economy is not as strong as the headline numbers suggest, and that the path to a soft landing is narrower than it looks.

Index Performance Dashboard

S&P 500 (SPX)	Dow Jones Industrials (DJI)	NASDAQ 100 (NDX)	Russell 2000 (RUT)
+1.17%	+0.96%	+0.38%	−0.54%
5,712.88	41,208.15	19,847.62	2,184.31

Value +0.41% | **Growth** +0.47%

Growth beat value by 0.1 points, 71.2% Regular 5.0% and 1.1 points for value 0.1 points, 71.2% Regular 5.0% and 1.1 points for value 0.1 points, 71.2% Regular 5.0% and 1.1 points for value