Market Data Insight for Actionable Strategy

First Word

October 21, 2024

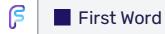
Light macro week, but heavy 3Q24 EPS season. 112 cos report (>20% index) with 25 being Industrials. Stay on target.



Tom Lee, CFA AC HEAD OF RESEARCH

Week of 10/20-10/25:		
Thomas Lee, CFA Head of Research	First Word Report	Macro Minute Video
Sunday		PM
Monday		SKIP (travel transit)
Tuesday		PM
Wednesday		SKIP (travel transit)
Thursday		PM
Friday		



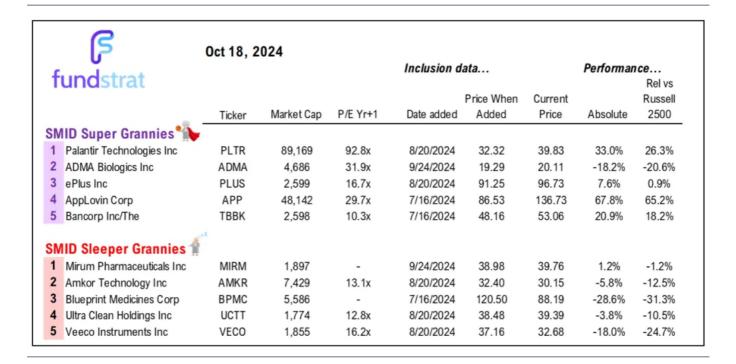


	P				Inclusion da	ata		Performan	ce
	fundstrat	Ticker (s)	Current	Mkt Cap (\$ mils)*	Date added	Inclusion price	# Days	Absolute	Rel v
Tac	tical Overweights								
1	Long Industrials on bottoming PMIs	XLI	139.3	20,776	5/1/23	100.5	536	39%	-29
	Rationale: Historically, bottoming of ISM and when it is below 47 and bottoms, leads to outperformance of Industrials								
202	4 Overweights								
1	Small-caps	IWM	225.7	71,125	12/7/23	185.4	316	22%	-69
1	Financials	XLF	47.6	45,567	12/7/23	35.9	316	32%	5
	- Regional Banks	KRE	59.7	3,910	12/7/23	48.5	316	23%	-5
2	Industrials	XLI	139.3	20,776	12/7/23	108.6	316	28%	0
3	Technology/FAANG	XLK	230.9	71,953	12/7/23	185.1	316	25%	-3
	- FAANG stocks	NYFANG+	11,846	-1	12/7/23	8,230	316	44%	16
202	4 Underweights								
1	Utilities	XLU	82.0	18,949	12/7/23	63.5	316	29%	1
2	Consumer Staples	XLP	82.2	17,334	12/7/23	70.6	316	16%	-11

1	S undstrat	Oct 18, 2	024		Inclusion d	ata		Performa	nce
		Ticker	Market Cap	P/E Yr+1	Date added	Price When Added	Current Price	Absolute	Rel vs S&P 500
To	p 5 Ideas								
1	NVIDIA Corp	NVDA	3,026,264	30.5x	8/20/2024	127.25	123.37	8.4%	3.7%
2	Meta Platforms Inc	META	1,475,377	23.7x	9/24/2024	563.33	583.13	2.3%	0.0%
3	Uber Technologies Inc	UBER	154,398	29.1x	9/24/2024	77.44	73.49	2.2%	-0.1%
4	Eli Lilly & Co	LLY	834,403	39.3x	9/24/2024	924.43	877.93	-0.7%	-3.0%
5	Tesla Inc	TSLA	797,526	80.3x	9/24/2024	254.27	249.65	-13.2%	-15.5%
В	ottom 5 Ideas								
1	Boeing Co/The	BA	93,463	41.9x	9/24/2024	155.81	151.69	-0.5%	-2.8%
2	Ford Motor Co	F	41,706	5.7x	9/24/2024	10.87	10.49	2.1%	-0.2%
3	NIKE Inc	NKE	123,690	25x	9/24/2024	87.46	82.50	-5.2%	-7.5%
4	Pfizer Inc	PFE	160,792	10.1x	9/24/2024	29.50	28.38	-0.9%	-3.2%
5	Intel Corp	INTC	96,424	20.6x	9/24/2024	22.81	22.55	-0.2%	-2.5%







VIDEO: We are entering the "heart" of earning season with 112 cos reporting this week, or >20% of S&P 500. So far, this has been a good quality 3Q24 EPS season.

Please click below to view our Macro Minute (duration: 5:03).







We are entering the "heart" of 3Q24 EPS season this week, with 112 S&P 500 set to report, or >20% of the index. There are little major macro events this week, so the same macro issues linger (war, election, jobs).

- This week, 25 of the 112 reports are Industrials (last week was financials) so this is probably the market's focus. Industrials broadly. And the largest company to report this week is Tesla \$TSLA on Wed (after the close).
- We have the summary of key earnings from EarningsWhispers.com below but the key highlights are:
 - Monday: Technology & Materials: <u>\$SAP</u>, <u>\$NUE</u>
 - Tuesday: Communications & Industrials: <u>\$VZ</u>, <u>\$GM</u>, <u>\$GE</u> Diversified:
 <u>\$MMM</u> Aerospace & Defense: <u>\$RTX</u>, <u>\$LMT</u> Mining: <u>\$FCX</u> Energy & Semiconductors: <u>\$PM</u>, <u>\$ENPH</u>, <u>\$TXN</u>
 - Wednesday: Automotive & Tech: <u>\$TSLA</u>, <u>\$IBM</u> Semiconductors &
 Services: <u>\$LRCX</u>, <u>\$NOW</u> Aerospace & Consumer Goods: <u>\$BA</u>, <u>\$KO</u> Telecom
 Financials: <u>\$T</u>, <u>\$VRT</u> Mining: <u>\$NEM</u>
 - Thursday: Airlines: <u>\$AAL</u>, <u>\$LUV</u> Shipping & Industrials: <u>\$UPS</u>, <u>\$HON</u> Apparel & Tech: <u>\$DECK</u> Data Storage & Medical Devices: <u>\$WDC</u>, <u>\$DXCM</u>
 Friday: Banking & Energy: <u>\$NYCB</u> Consumer Products: <u>\$CL</u>
- This remains a solid earnings season so far with 81% beating and the overall EPS delivered coming 6% above consensus. This is impressive but only 72 cos so far (14%), but still a strong start. And as we noted previously, the key is "real revenue" growth (post inflation) is accelerating to 2%, meaning that the quality of growth is rising.





- As for macro, this is not a heavy week:
 - 10/23 Wed 10:00 AM ET: Sep Existing Home Sales 3.9me
 - 10/23 Wed 2:00 PM ET: Fed Releases Beige Book
 - 10/24 Thu 8:30 AM ET: Sep Chicago Fed Nat Activity Index
 - 10/24 Thu 9:45 AM ET: Oct P S&P Global Manufacturing PMI 47.5e
 - 10/24 Thu 9:45 AM ET: Oct P S&P Global Services PMI 55.0e
 - 10/24 Thu 10:00 AM ET: Sep New Home Sales **720ke**
 - 10/25 Fri 8:30 AM ET: Sep P Durable Goods Orders -1.0%e
 - 10/25 Fri 10:00 AM ET: Oct F U. Mich. 1yr Inf Exp
- Of these, we are most closely watching new home sales (+720k) because this
 is the data most sensitive to Fed easing.
- There is not a ton of Fed speak, and Powell is not speaking:
 - 10/21 Mon 8:55 AM ET: Logan Speaks at SIFMA Annual Meeting
 - 10/21 Mon 1:00 PM ET: Kashkari Participates in Townhall Event
 - 10/21 Mon 5:05 PM ET: Schmid Speaks on Economic and Monetary Policy Outlook
 - 10/21 Mon 6:40 PM ET: Daly Speaks in Moderated Discussion
 - 10/22 Tue 10:00 AM ET: Harker Speaks at Fintech Conference
 - 10/23 Wed 9:00 AM ET: **Bowman** Gives Opening Remarks
 - 10/23 Wed 12:00 PM ET: **Barkin** Speaks About Community Colleges
 - 10/24 Thu 8:45 AM ET: Hammack Gives Welcome Remarks
- There remains a steady bit to stocks, something we alluded to last week and tells us that investors are probably under-allocated to stocks. This is understandable given many got cautious ahead of the elections. This seasonally also fooled us.
- An interview by Stan Druckenmiller, of Duquesne, might explain why stocks are getting a better bid. He notes that he now expects a Republican sweep, and at least Republicans taking the Senate. This would be positive for stocks, in his view, because this would trigger/ ignite animal spirits. That is, deregulation, etc would boost economic activity, and thus stocks.





- To me, this is as good an explanation as any for why stocks have been performing strongly recently. And as we wrote about extensively, we think equity markets do well under either Trump or Harris. But there are wide sectoral differences. With cyclicals outperforming if Trump wins.
 - in fact, Bitcoin is the most important to watch
 - as Trump is running on a pro-Bitcoin platform
 - and has suggested Bitcoin could become a Treasury reserve asset

Bottom line: We are still in the "tricky" period, but in the context of a very strong market

2024 has proven the S&P 500 to be very strong. Thus, we expect dip buyers to emerge if we get any pullback. 3Q24 EPS season is supportive of fundamentals.

- the new tactical idea
- Buy homebuilders
- Homebuilder ETF: \$XHB \$ITB \$PKB

Given the movement in polls, there are sectoral implications. And as we noted, the following are positively leveraged to a Trump victory:

- Small-caps: \$IWM \$IJR

- Cyclicals: \$XLF \$KRE \$XLI

- Bitcoin: \$BTC \$MSTR \$SMLR

42 SMID Granny Shot Ideas: We performed our quarterly rebalance on 7/16. Full stock list here -> <u>Click here</u>

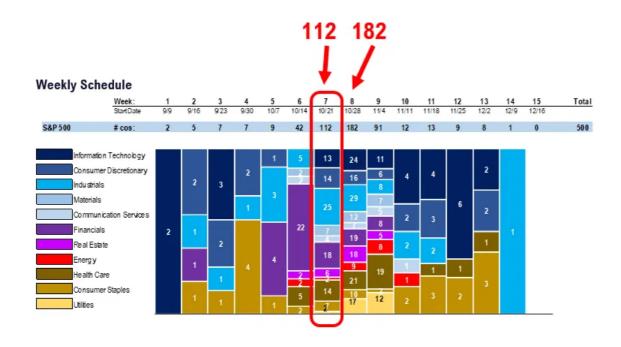
PS: if you are enjoying our service and its evidence-based approach, please leave us a positive 5-star review on Google reviews -> Click here.







S&P 500 Earnings Calendar

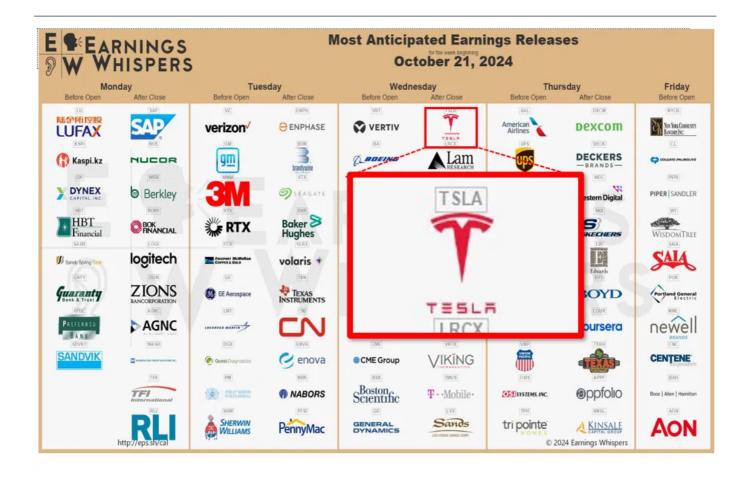


Source: Fundstrat, FactSet















S&P 500 Earnings Analysis

3024 Street Conse As of 9/30/24 Current % change	\$60.4 \$59.7 -1.2	6 2	31	%	-	-6 %
S&P 500 3Q24 Re Bottom-up based on			30	24 Earnin to consen		s relative om up)
Sector name	# cos reported	% cos reported	cos Beating	% cos missing	Surpris	Relative return since 9/30/24
S&P 500 (absolute)	72 / 500	14%	81%	19%	6.1%	1.8%
Cyclicals	27 / 244	11%	70%	30%	3.1%	0.0%
Near-Cydicals	31 / 125	25%	87%	13%	9.4%	2.2%
Defensives	14 / 131	11%	86%	14%	2.5%	-2.2%
Technology	5/69	7%	100%	0%	3.4%	1.0%
Consumer Discretionary	7 / 50	14%	57%	43%	9.3%	-2.4%
Industrials	11 / 78	14%	64%	36%	-2.4%	0.9%
Basic Materials	2 / 28	7%	50%	50%	0.8%	-0.2%
Communication Services	2 / 19	11%	100%	0%	4.8%	-1.4%
Financials	27 / 72	38%	89%	11%	10.0%	3.3%
Re al Estate	2/31	6%	100%	0%	3.5%	-1.7%
Energy	2/22	9%	50%	50%	-1.7%	1.0%
He althcare	5 / 62	8%	80%	20%	2.6%	-2.4%
Consumer Staples	9/38	24%	89%	11%	2.3%	-2.5%
Utilities	0/31	0%	_	-	_	-0.3%

Source: Fundstrat, FactSet

Note: "Surprise %" is a weighted average based on fiscal quarter actual results vs. estimated results. The earnings results of REITs are based on Funds from Operations (FFO). To adjust for fiscal quarter-end differences, the Y/Y growth calculation is based on calendarized Net Income. Y/Y growth is weighted based on Net Income. The Y/Y growth of REIT earnings is based on Funds from Operations (FFO).







S&P 500 Constituents Reported So Far (Price Reactions Rel. S&P 500) EPS Result Aggregates

	EPS	1D Price	5D Price
All Beats (N=42)	Surprise	Reaction	Reaction
Average	11.4%	2.3%	1.9%
Median	7.5%	2.7%	1.9%
Win Ratio		69%	69%
All In-Line* (N=13)			
Average	0.6%	2.1%	2.1%
Median	0.7%	1.0%	1.5%
Win Ratio		85%	77%
All Misses (N=12)			
Average	-32.0%	-4.4%	-4.2%
Median	-10.6%	-3.4%	-4.4%
Win Ratio		17%	42%

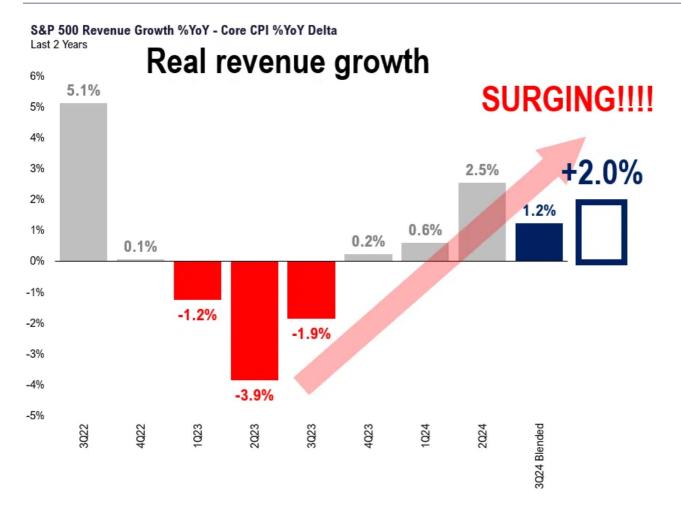
BEATS: 69% gain +3% gain

Source: Fundstrat, FactSet *EPS Surpise Within +-2%

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Source: Fundstrat, BLS, FactSet







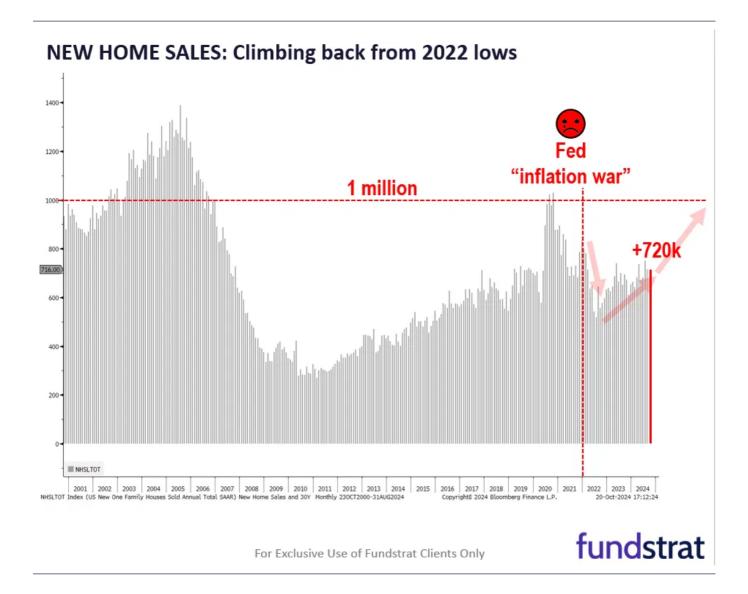
KEY EVENTS: October 21st to October 25th

- 10/23 Wed 10:00 AM ET: Sep Existing Home Sales 3.9me
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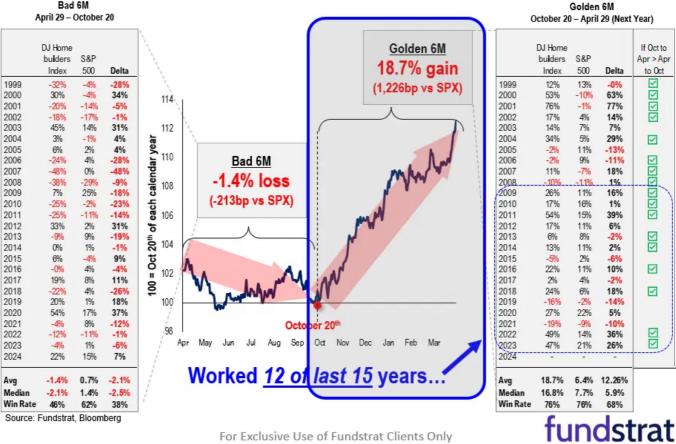


Golden 6M: Oct 20-April 29, homebuilders 1,226bp outperformance

Since 1999 (25 years), homebuilders gained 18.7% on average from late October to April next year, outperforming by 1,226bp.

Homebuilders relative performance vs S&P 500

Each calendar year. Since 1999.







HOMEBUILDERS: "Golden 6 months" for homebuilders

- Oct 20th to Apr 28th = Good 6M
 Apr 29th to Oct 19th = Bad 6M
- Since 1999:
 Oct 20 to Apr 28th = +18.7%
 Apr 29th to Oct 19th = -1.4%
- Housing fundamentals: Fed cutting rates
- ETF: \$ITB \$XHB \$PKB

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FED SPEAK: October 21st to October 25th

2024 FOMC voters in Blue VOTE

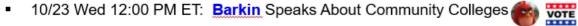
- 10/21 Mon 8:55 AM ET: Logan Speaks at SIFMA Annual Meeting
- 10/21 Mon 1:00 PM ET: Kashkari Participates in Townhall Event



















DRUCKENMILLER: Suggest equity rally if Republicans win Senate

A Democratic sweep would likely be bad for stocks, putting the market under pressure for three to six months, said Druckenmiller, who heads his Duquesne Family Office.

"The math of taxes, [lower] business confidence, lack of animal spirits in the business industry, no change on the regulation front, you would have a rough time for equities."

But he thinks that scenario is highly unlikely, with Republicans favored to win the Senate.

A Republican sweep is more possible. If it happens, "you get animal spirits, deregulation, so the economy could be stronger for three to six months," he said.

But, "you would probably get a bad response in the fixed income markets, which could snuff out the equity rally."

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MARKETS & FINANCE

A Mystery \$30 Million Wave of Pro-Trump Bets Has Moved a Popular Prediction Market

Four Polymarket accounts have systematically placed frequent wagers on a Trump election victory

By Alexander Osipovich Follow

Updated Oct. 18, 2024 4:24 pm ET

Gift unlocked article

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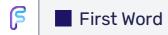


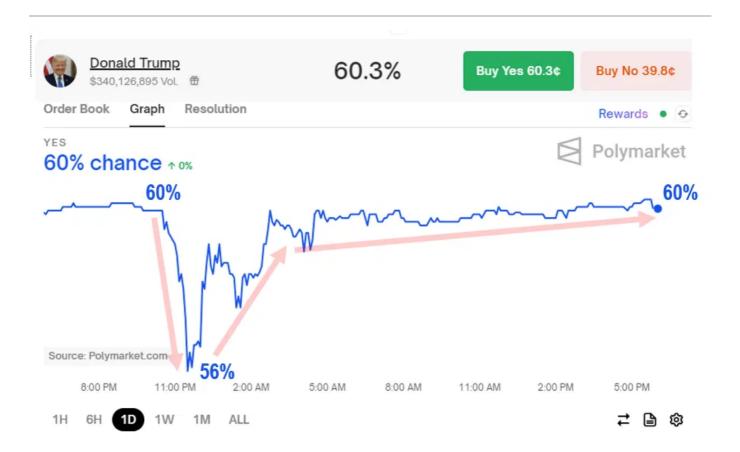












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Betting Odds - 2024 U.S. President

BETTING ODDS	TRUMP	HARRIS
RCP Average	57.9 58%	41.0
BetOnline	58	41
Betsson	58	43
Bovada	59	41
Bwin	59	42
Points Bet	59	42
Polymarket	57 57 %	38
Smarkets	55	40

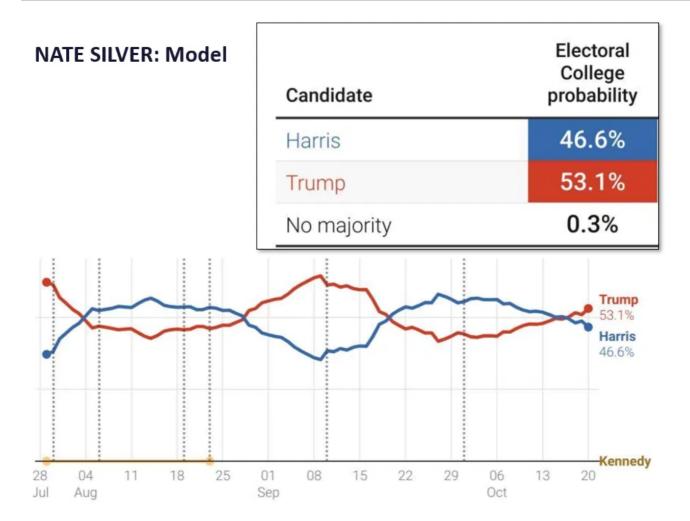




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56% (vs 44%) (betting markets)

TRUMP

Positive Bitcoin

- Positive Small-caps
 - Positive regional banks
 - Positive CRE
 - Positive de-regulation
 - Docitive M&A

100%

(Sept rate)



dovish

- Positive Bitcoin
- Positive Small-caps
 - Positive regional banks
 - Positive CRE
 - Positive M&A

PoSmall-caps: \$IWMV\$IJR

Cyclicals: \$XLF \$KRE \$XLI

Bitcoin: \$BTC \$MSTR \$SMLR

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Key incoming data October:

- 10/1 9:45 AM ET: Sep F S&P Global Manufacturing PMI Tame
- 10/1 10:00 AM ET: Sep ISM Manufacturing PMI Tame
- 10/1 10:00 AM ET: Aug JOLTS Job Openings Tame
- 10/3 9:45 AM ET: Sep F S&P Global Services PMI Tame
- 10/3 10:00 AM ET: Sep ISM Services PMI Mixed
- 10/3 10:00 AM ET: Aug F Durable Goods Orders Tame
- 10/4 8:30 AM ET: Sep Non-Farm Payrolls Hot
- 10/7 9:00 AM ET: Aug F Manheim Used Vehicle Index Tame





- 10/8 6:00 AM ET: Sep Small Business Optimism Survey Tame
- 10/8 8:30 AM ET: Aug Trade Balance Tame
- 10/9 2:00 PM ET: Sep 18 FOMC Meeting Minutes Dovish
- 10/10 8:30 AM ET: Sep CPI Hot
- 10/11 8:30 AM ET: Sep PPI Tame
- 10/11 10:00 AM ET: Oct P U. Mich. Sentiment and Inflation Expectation Tame
- 10/15 8:30 AM ET: Oct Empire Manufacturing Survey Tame
- 10/15 11:00 AM ET: Sep NY Fed 1yr Inf Exp Tame
- 10/17 8:30 AM ET: Sep Retail Sales Data Tame
- 10/17 8:30 AM ET: Oct Philly Fed Business Outlook Tame
- 10/17 9:00 AM ET: Sep M Manheim Used Vehicle Index Tame
- 10/17 10:00 AM ET: Oct NAHB Housing Market Index Tame
- 10/17 4:00 PM ET: Aug Net TIC Flows Tame
- 10/23 10:00 AM ET: Sep Existing Home Sales
- 10/23 2:00 PM ET: Oct Fed Releases Beige Book
- 10/24 8:30 AM ET: Sep Chicago Fed Nat Activity Index
- 10/24 9:45 AM ET: Oct P S&P Global Manufacturing PMI
- 10/24 9:45 AM ET: Oct P S&P Global Services PMI
- 10/24 10:00 AM ET: Sep New Home Sales
- 10/25 10:00 AM ET: Oct F U. Mich. Sentiment and Inflation Expectation
- 10/25 10:00 AM ET: Aug F Durable Goods Orders
- 10/28 10:30 AM ET: Oct Dallas Fed Manuf. Activity Survey
- 10/29 9:00 AM ET: Aug S&P CoreLogic CS home price
- 10/29 10:00 AM ET: Oct Conference Board Consumer Confidence
- 10/29 10:00 AM ET: Sep JOLTS Job Openings





■ 10/30 8:30 AM ET: 3Q A 2024 GDP

■ 10/30 10:00 AM ET: 3Q24 Treasury Quarterly Refunding Press Conference

■ 10/31 8:30 AM ET: Sep PCE Deflator

■ 10/31 8:30 AM ET: 3Q Employment Cost Index

Economic Data Performance Tracker 2024:

	2024											
Data item	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
S&P Global Manufacturing PMI	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame			
ISM Manufacturing PMI	Mixed	Tame	Mixed	Tame	Tame	Tame	Tame	Tame	Tame			
JOLTS Job Openings	Tame	Tame	Tame	Tame	Tame		Tame	Tame				
Durable Goods Orders			Tame	Tame	Tame	Tame	Tame	Tame				
S&P Global Services PMI	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame			
ISM Services PMI	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Mixed			
Trade Balance			Tame	Tame	Tame	Tame	Tame	Tame				
Non-Farm Payrolls	Hot	Mixed	Hot	Tame	Hot	Tame	Tame	Tame	Hot			
Manheim Used Vehicle Index	Mixed	Tame	Tame	Tame	Tame	Tame	Mixed	Tame	Tame			
NYFed 1yr Inf Exp	Tame		Tame	Tame	Tame	Tame	Tame	Tame	Tame			
Small Business Optimism Survey				Tame	Tame	Tame	Tame	Tame	Tame			
CPI	Mixed	Mixed	Hot	Tame	Tame	Tame	Tame	Tame	Hot			
PPI	Mixed	Mixed	Tame	Mixed	Tame	Mixed	Tame	Tame	Tame			
FOMC Rate Decision	Dovish		Dovish		Dovish	Dovish	Dovish		Dovish			
FOMC Meeting Minutes	Dovish		Dovish		Dovish	Dovish	Dovish					
Fed Releases Beige Book			Tame	Tame	Tame		Tame		Tame			
U. Mich.1-yr inflation Expectation	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame		
Empire Manufacturing Survey	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame		
Retail Sales Data	Tame	Tame	Mixed	Tame	Tame	Tame	Tame	Tame	Tame			
Net TIC Flows			Tame	Tame	Tame	Tame	Tame					
NAHB Housing Market Index	Mixed	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame		
Philly Fed Business Outlook	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame		
Existing Home Sales				Tame	Tame	Tame	Tame	Tame				
Dallas Fed Manuf. Activity Survey	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame			
Chicago Fed Nat Activity Index			Tame	Tame	Tame	Tame	Tame	Tame				
S&P CoreLogic CS home price	Tame	Tame	Tame	Tame	Tame	Tame	Tame					
Conference Board Consumer Confidence	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame			
Existing Home Sales				Tame	Tame	Tame	Tame	Tame				
New Home Sales				Tame	Tame	Tame	Tame	Tame				
PCE Deflator	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame				

	2024			
Data item	1Q	2Q	3Q	4Q
Treasury QRA Announcement		Tame		
Non-Farm Productivity	Tame	Tame		
Unit Labor Costs	Tame	Tame		
GDP	Tame	Tame		
Employment Cost Index	Mixed	Tame		

Source: Fundstrat, Bloomberg

Economic Data Performance Tracker 2023:





Data item	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
S&P Global Manufacturing PMI								Mixed		Tame	Tame	Mixed
ISM Manufacturing PMI					Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame
JOLTS Job Openings					Tame	Tame	Tame	Hot	Mixed	Tame	Tame	Mixed
Durable Goods Orders												
S&P Global Services PMI											Tame	Tame
ISM Services PMI				Tame	Tame	Tame	Tame	Mixed	Tame	Mixed	Tame	Tame
Trade Balance												
Non-Farm Payrolls				Tame	Tame	Mixed	Tame	Tame	Mixed	Tame	Tame	Mixed
Manheim Used Vehicle Index				Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame	Tame
NYFed 1yr Inf Exp							Tame	Tame	Mixed	Tame	Tame	Tame
Small Business Optimism Survey												
CPI				Tame	Tame	Tame	Tame	Mixed	Mixed	Tame	Tame	Tame
PPI				Tame	Tame	Tame	Tame	Tame	Mixed	Tame	Tame	Tame
FOMC Rate Decision				Dovish	Dovish		Dovish		Hawkish		Dovish	Dovis
FOMC Meeting Minutes					Dovish			Mixed	Dovish		Dovish	Dovis
Fed Releases Beige Book									Tame	Tame	Tame	
U. Mich.1-yr inflation Expectation				Tame	Tame	Tame	Tame	Mixed	Tame	Tame	Tame	Tame
Empire Manufacturing Survey								Mixed	Tame	Tame	Tame	Tame
Retail Sales Data									Hot	Tame	Tame	Tame
Net TIC Flows												
NAHB Housing Market Index							Tame	Tame	Tame	Tame	Tame	Tame
Philly Fed Business Outlook								Tame	Mixed	Tame	Tame	Mixed
Existing Home Sales									Tame			
Dallas Fed Manuf. Activity Survey										Tame	Tame	Tame
Chicago Fed Nat Activity Index												
S&P CoreLogic CS home price				Tame	Tame	Tame		Mixed	Tame	Tame	Tame	Tame
Conference Board Consumer Confidence						Tame	Tame	Tame		Tame	Tame	Tame
Existing Home Sales									Tame			
New Home Sales												
PCE Deflator				Tame	Tame	Tame	Tame		Tame	Tame	Tame	Tame

	2023			
Data item	1Q	2Q	3Q	4Q
Treasury QRA Announcement				Tame
Non-Farm Productivity			Tame	Tame
Unit Labor Costs				
GDP			Mixed	Tame
Employment Cost Index		Tame	Mixed	

Source: Fundstrat, Bloomberg





Disclosures

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