Market Data Insight for Actionable Strategy

First Word

January 27, 2025

Jan FOMC rate decision (Wed) likely highlights dovish Fed (vs consensus). January 31 close key = 6th reason 2025 tracking better



Tom Lee, CFA AC HEAD OF RESEARCH

VIDEO: We are watching 3 things closely this week: 4Q24 EPS as insurance and MAG7 report; Jan FOMC Wed and January 31 price close

Please click below to view our Macro Minute (duration: 4:43).







This is the final week of January and so far so good for 2025 with S&P 500 up +3.5% YTD. This is an important week for equity markets with several important events, highlighted below. Overall, we are constructive on markets near-term and expect positive catalysts to support stocks this week:

As noted, this is a data heavy week and this is what we are watching this week:

Busy week for 4Q24 Earnings

- 1/27 Mon 8:30 AM ET: Dec Chicago Fed Nat Activity Index
 -0.06e
- 1/27 Mon 10:00 AM ET: Dec New Home Sales 672ke
- 1/27 Mon 10:30 AM ET: Jan Dallas Fed Manuf. Activity Survey -3.0e
- 1/28 Tue 9:00 AM ET: Nov S&P CS home price 20-City MoM **0.30%e**
- 1/28 Tue 10:00 AM ET: Jan Conference Board Consumer Confidence

105.6e

- 1/29 Wed 2:00 PM ET: Jan FOMC Decision Hold

- 1/30 Thu 8:30 AM ET: 4Q A 2024 GDP QoQ **2.5%e**
- 1/31 Fri 8:30 AM ET: Dec Core PCE MoM **0.19%e**
- 1/31 Fri 8:30 AM ET: 40 ECI 0o0 **0.9%e**

- Friday 1/31 is last trading day of January

- Regarding earnings, two things are our focus:
 - Insurance EPS from Chubb \$CB and Progressive \$PGR
 - due to Hurricane Helene and wildfires in CA
 - as well as auto insurance rate rise cooling
 - and EPS from Mag7/FAANG
 - \$TSLA \$META \$MSFT \$AAPL
 - report this week starting Wed afternoon
- We think this coming January FOMC rate decision (Wed) will act as a positive catalyst for stocks.
 - markets became hawkish after Dec FOMC meeting
 - odds of a Fed hike in 2025 surged to 30%
 - down to 25% now
 - but that seems too high





- Why? We wrote about this extensively, but the key is we expect Core CPI to cool in 2025 as the shelter CPI is facing easier comparisons and also the "new tenant rent" index is negative. This points to downside pressure. We realize the CA wildfires and Hurricane Helene might put upward pressure on CPI short-term.
- Finally, we are watching the January 31 close for S&P 500 (Friday) and the key is a positive close for the month. This is the January barometer "as January goes, so goes the year":
 - and The January barometer is as follows:
 - If January positive:
 - Median FY +19%, 89% win-ratio
 - If January negative:
 - Median FY +0%, 50% win-ratio
- The Dec 31 closing level was 5,881.31, so closing above that is key.
- If we get that positive close, this is a 6th reason 2025 tracking better than expected. There are six reasons (if Jan 31 close positive) that show 2025 tracking better than our base case:
 - Barometer "first 5 days" positive = 82% win-ratio
 - Sentiment capitulation on Dec to Jan chop = good
 - Inflation tracking "softer" than consensus view
 - Fears of "day 1 tariffs" overblown = USD weaker
 - Cyclicals leading YTD = risk-on signal
 - January barometer "positive" = 89% win-ratio

Bottom line: We see 2025 tracking better than our base case.

Bottom line, 2025 is tracking better than our base case. We remain constructive and now see 2025 as less turbulent than we expected. The top sector ideas remain:

- Bitcoin
- Small-caps
- Financials





- Industrials
- Technology

Week of 1/26-1/31:		
Thomas Lee, CFA Head of Research	First Word Report	Macro Minute Video
Sunday	·	Di _{em} .
Monday	= AM	
Tuesday	_	
Wednesday	E ALL	PM
Thursday		
Friday		





Jan 24, 2025 Inclusion data... Performance... **fund**strat Current Inclusion Rel vs Absolute S&P 500 Ticker (s) price Date added price # Days **Tactical Overweights** 1 Long Homebuilders October to April ITB 108.8 10/18/24 129.3 98 -16% -20% Rationale: Since 1999, homebuilders gained 18.7% on average from late October to April next year, outperforming by 1,226bp 2025 Overweights 228.7 236.7 Small-caps **IWM** 12/10/24 45 -3% -4% 50.9 45 2% 1% Financials XLF 12/10/24 49.7 - Regional Banks 63.3 -3% -4% KRE 12/10/24 65.5 45 7% Bitcoin/Bitcoin-Related BTC 105,074 12/10/24 45 8% 96,911 1% 0% 2 Industrials XLI 141.1 12/10/24 45 139.0 3 Technology XLK 239.3 0% 12/10/24 236.0 45 1% **NYFANG+** 7% 5% FAANG stocks 13,836 12/10/24 12,983 45 Communication Services XLC 12/10/24 45 0% -1% 100.4 100.3 -2% Consumer Discretionary XLY 230.0 12/10/24 232.4 45 -1% Real Estate/REITs **XLRE** 41.6 12/10/24 43.2 45 -4% -5% 2025 Underweights XLP 1 Consumer Staples 77.9 12/10/24 82.6 45 -6% -7% * Market cap figures for IBP, KRE, and sectors are the respective ETF market caps. Source: Fundstrat and Bloomberg





S fundstrat		Jan 24, 2	025		Inclusion da	ata	Performance		
	unustrat	Tisters	Market Con	D/E V-14		Price When	Current	Abaaluta	Rel vs
		Ticker	Market Cap	P/E Yr+1	Date added	Added	Priœ	Absolute	S&P 500
To	p 5 Ideas								
1	NVIDIA Corp	NVDA	3,492,764	32.1x	1/14/2025	131.76	142.62	8.2%	3.8%
2	Meta Platforms Inc	META	1,635,167	23.8x	9/24/2024	563.33	647.49	14.9%	8.5%
3	JPMorgan Chase & Co	JPM	745,615	13.5x	11/25/2024	250.29	264.84	5.8%	3.9%
4	Amazon.com Inc	AMZN	2,469,450	33x	1/14/2025	217.76	234.85	7.8%	3.4%
5	Alphabet Inc	GOOGL	2,460,853	21.8x	1/14/2025	189.66	200.21	5.6%	1.1%
Bot	ttom 5 Ideas								
1	Intel Corp	INTC	89,840	22.8x	1/14/2025	19.20	20.83	8.5%	4.1%
2	Airbnb Inc	ABNB	81,544	29.5x	1/14/2025	127.60	127.09	-0.4%	-4.8%
3	Alibaba Group Holding Lt	BABA	212,039	9.1x	11/25/2024	85.58	89.14	4.2%	2.3%
4	NIKE Inc	NKE	108,819	28.9x	9/24/2024	87.46	73.57	-15.9%	-22.3%
5	Verizon Communications	VZ	166,449	8.2x	1/14/2025	38.28	39.54	3.3%	-1.1%

f	G undstrat	Jan 24, 2	2025		Inclusion d	ata		Performar	nce Rel vs
						Price When	Current		Russell
		Ticker	Market Cap	P/E Yr+1	Date added	Added	Price	Absolute	2500
SIV	IID Super Grannies 🏇								
1	Hims & Hers Health Inc	HIMS	6,744	28.2x	11/25/2024	31.35	30.87	-1.5%	2.4%
2	Applied Industrial Technologie	AIT	10,021	24.5x	11/25/2024	278.55	260.66	-6.4%	-2.5%
3	Comfort Systems USA Inc	FIX	19,368	31.9x	1/14/2025	466.43	544.16	16.7%	12.7%
4	Williams-Sonoma Inc	WSM	26,294	25x	1/14/2025	192.60	213.60	10.9%	6.9%
5	Twilio Inc	TWLO	20,895	32.1x	1/14/2025	108.69	136.23	25.3%	21.4%
SN	IID Sleeper Grannies 👚								
1	lonQ Inc	IONQ	8,820	-	1/14/2025	29.51	40.76	38.1%	34.2%
2	Metrocity Bankshares Inc	MCBS	792	11.3x	1/14/2025	31.24	31.27	0.1%	-3.9%
3	Mercury General Corp	MCY	2,734	14.3x	1/14/2025	48.95	49.38	0.9%	-3.1%
4	ePlus Inc	PLUS	2,180	14.9x	11/25/2024	83.21	81.32	-2.3%	1.7%
5	Impinj Inc	PI	3,853	50.2x	11/25/2024	193.63	136.21	-29.7%	-25.7%

44 <u>SMID</u> GRANNY SHOTS: Updated list is below

SMID grannies are small and mid-cap stocks that appear in at least 2 of our 7 investment strategies.



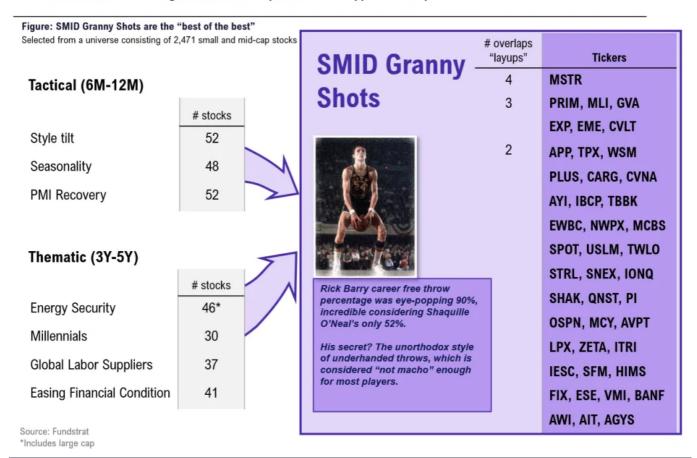


 We believe the SMID granny shots could benefit from the multiple themes and secular tailwinds.

STRATEGY: SMID Granny represents the "best of the best" from Thematics

The SMID granny shots represent the best of the best small and mid-cap constituents from the thematic portfolios

. This is derived from looking at small or mid-cap stocks which appear in multiple themes.



The Current Portfolio as of 11/25 is as follows (new additions in **Bold**):

Comm. Services: CARG, QNST, SPOT Discretionary: CVNA, SHAK, TPX, WSM

Financials: BANF, EWBC, IBCP, MCBS, MCY, SNEX, TBBK

Healthcare: HIMS

Industrials: AIT, AWI, AYI, EME, ESE, FIX, GVA, IESC, MLI, NWPX, PRIM, STRL, VMI

Materials: EXP, LPX, USLM

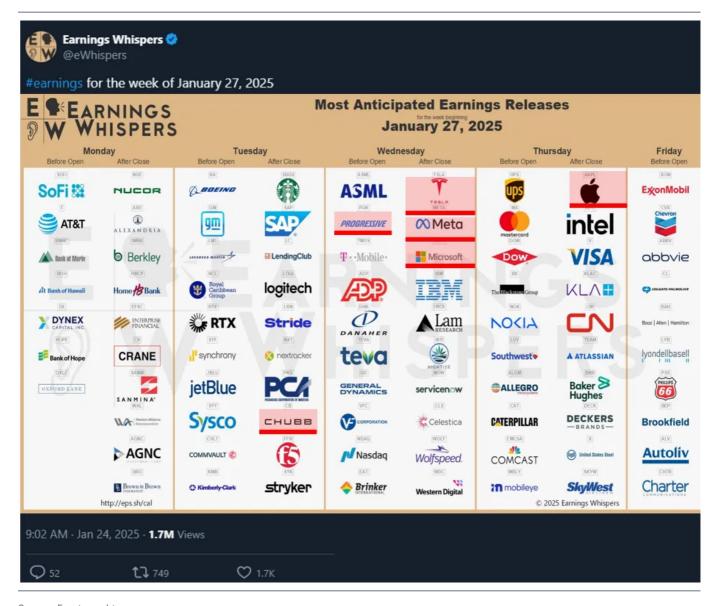
Staples: SFM

Technology: AGYS, APP, AVPT, CVLT, IONQ, ITRI, MSTR, OSPN, PI, PLUS, TWLO,

ZETA







Source: Earningswhispers.com

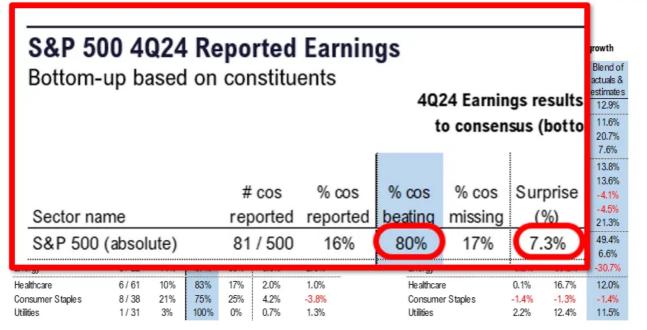




S&P 500 Earnings Analysis

4024 Street Consensus EPS
As of 12/31/24 \$61.52
Current \$62.18
% change 1.1%

Blended Y/Y growth includes actuals for companies that have reported and estimates for companies that have yet to report.



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).

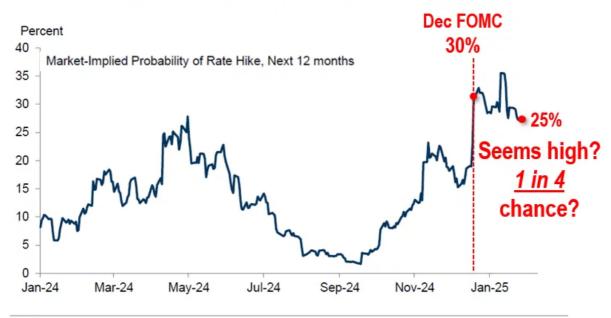






TOO HAWKISH: Fed futures pricing in 27% chance of a Fed hike

Exhibit 7: The Market-Implied Odds of Rate Hikes Are Too High; Markets Risk Exaggerating the Inflation Impact of the New Administration's Policies and Forgetting the Lesson of the Fed's 2019 "Insurance Cuts"



Source: Goldman Sachs Global Investment Research

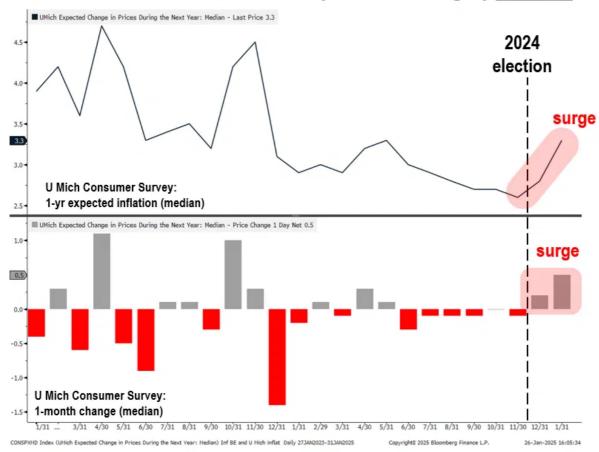
David Mericle







U MICH: Sudden rise inflation expectations largely political



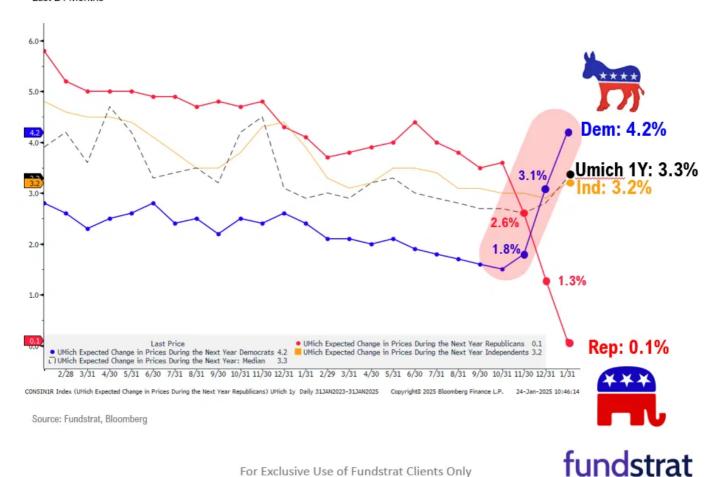






INFLATION: Primarily "problem" for opposing voters

Median 1-year inflation by party Last 24 Months







KEY EVENTS: January 27th to January 31st

- Busy week for 4Q24 Earnings
- 1/27 Mon 8:30 AM ET: Dec Chicago Fed Nat Activity Index -0.06e
- 1/27 Mon 10:00 AM ET: Dec New Home Sales 672ke
- 1/27 Mon 10:30 AM ET: Jan Dallas Fed Manuf. Activity Survey
- 1/28 Tue 9:00 AM ET: Nov S&P CS home price 20-City MoM 0.30%e
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 105.6e
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- 1/30 Thu 8:30 AM ET: 4Q A 2024 GDP QoQ
 2.5%e
- 1/31 Fri 8:30 AM ET: Dec Core PCE MoM 0.19%e
- 1/31 Fri 8:30 AM ET: 4Q ECI QoQ 0.9%e
- Friday 1/31 is last trading day of January

Source: Fundstrat, Bloomberg

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JANUARY BAROMETER: As January goes, so goes the year

- If January positive:
 Median FY +19%, 89% win-ratio
- If January negative:
 Median FY +0%, 50% win-ratio

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S&P 500 Performance By Jan Return & Prior Year Performance

Since 1950

Median Monthly Performance

	N =	Jan	Feb	Mar	1H Return	2H Return	FY Return	
Jan Return >0%	45	4.0%	0.7%	1.9%	10%	7%	19%	+19%
All Years (1950 - 2024)	75	1.6%	0.4%	1.5%	5%	6%	12%	11370
Jan Return <0%	30	-3.7%	-1.8%	0.9%	-4%	2%	-0%	+0%

Win Ratio

					1H	2H	FY	
		Jan	Feb	Mar	Return	Return	Return	_
Jan Return >0%	45	100%	64%	69%	91%	80%	89%	89%
All Years (1950 - 2024)	75	60%	55%	65%	69%	72%	73%	
Jan Return <0%	30	0%	40%	60%	37%	60%	50%	50%

Source: Fundstrat, Bloomberg







S&P 500: Change in Outperformers moving into 2025

2025 YTD Relative to S&P 500



Cyclicals leading

Source: Fundstrat, Bloomberg

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Key incoming data January:

- 1/2 9:45 AM ET: Dec F S&P Global Manufacturing PMI Tame
- 1/3 10:00 AM ET: Dec ISM Manufacturing PMI Tame
- 1/6 9:45 AM ET: Dec F S&P Global Services PMI Tame
- 1/6 10:00 AM ET: Nov F Durable Goods Orders
- 1/7 8:30 AM ET: Nov Trade Balance Tame
- 1/7 10:00 AM ET: Dec ISM Services PMI Tame
- 1/7 10:00 AM ET: Nov JOLTS Job Openings Tame
- 1/8 9:00 AM ET: Dec F Manheim Used vehicle index Tame





- 1/8 2:00 PM ET: Dec FOMC Meeting Minutes Tame
- 1/10 8:30 AM ET: Dec Non-Farm Payrolls Hot
- 1/10 10:00 AM ET: Jan P U. Mich. Sentiment and Inflation Expectation Hot
- 1/13 11:00 AM ET: Dec NY Fed 1yr Inf Exp Tame
- 1/14 6:00 AM ET: Dec Small Business Optimism Survey Tame
- 1/14 8:30 AM ET: Dec PPI Tame
- 1/15 8:30 AM ET: Dec CPI Tame
- 1/15 8:30 AM ET: Jan Empire Manufacturing Survey Tame
- 1/15 2:00 PM ET: Jan Fed Releases Beige Book Tame
- 1/16 8:30 AM ET: Dec Retail Sales Data Tame
- 1/16 8:30 AM ET: Jan Philly Fed Business Outlook Mixed
- 1/16 10:00 AM ET: Jan NAHB Housing Market Index Tame
- 1/17 9:00 AM ET: Jan M Manheim Used vehicle index Tame
- 1/17 4:00 PM ET: Nov Net TIC Flows Tame
- 1/24 9:45 AM ET: Jan P S&P Global Manufacturing PMI Tame
- 1/24 9:45 AM ET: Jan P S&P Global Services PMI Tame
- 1/24 10:00 AM ET: Jan F U. Mich. Sentiment and Inflation Expectation Hot
- 1/24 10:00 AM ET: Dec Existing Home Sales Tame
- 1/27 8:30 AM ET: Dec Chicago Fed Nat Activity Index
- 1/27 10:00 AM ET: Dec New Home Sales
- 1/27 10:30 AM ET: Jan Dallas Fed Manuf. Activity Survey
- 1/28 9:00 AM ET: Nov S&P CoreLogic CS home price
- 1/28 10:00 AM ET: Jan Conference Board Consumer Confidence
- 1/28 10:00 AM ET: Dec P Durable Goods Orders
- 1/29 2:00 PM ET: Jan FOMC Decision





■ 1/30 8:30 AM ET: 4Q A 2024 GDP

■ 1/31 8:30 AM ET: Dec PCE Deflator

■ 1/31 8:30 AM ET: 4Q Employment Cost Index

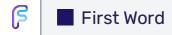
Economic Data Performance Tracker 2025:

	2025											
Data item	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	De
S&P Global Manufacturing PMI	Tame											
ISM Manufacturing PMI												
JOLTS Job Openings												
Durable Goods Orders												
S&P Global Services PMI	Tame											
ISM Services PMI												
Trade Balance												
Non-Farm Payrolls												
Manheim Used Vehicle Index	Tame											
NYFed 1yr Inf Exp												
Small Business Optimism Survey												
CPI												
PPI												
FOMC Rate Decision												
FOMC Meeting Minutes												
Fed Releases Beige Book	Tame											
U. Mich.1-yr inflation Expectation	Hot											
Empire Manufacturing Survey	Tame											
Retail Sales Data												
Net TIC Flows												
NAHB Housing Market Index	Tame											
Philly Fed Business Outlook	Mixed											
Existing Home Sales												
Dallas Fed Manuf. Activity Survey												
Chicago Fed Nat Activity Index												
S&P CoreLogic CS home price												
Conference Board Consumer Confidence	e											
Existing Home Sales												
New Home Sales												
PCE Deflator												
	2025				_							
Data item	1Q	2Q	3Q	4Q	-							
Treasury QRA Announcement												
Non-Farm Productivity												
Unit Labor Costs												
GDP												
Employment Cost Index					-							

Source: Fundstrat, Bloomberg

Economic Data Performance Tracker 2024:





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

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

Source: Fundstrat, Bloomberg

Economic Data Performance Tracker 2023:





	2023											
Data item	Jan	Feb	Mar	Арг	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	-							
				- '-								

Tame

Tame

Tame

Mixed

Source: Fundstrat, Bloomberg

Treasury QRA Announcement

Non-Farm Productivity

Employment Cost Index

Unit Labor Costs GDP





Disclosures

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