



Economics & Strategy

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THE WEEK AHEAD

April 13-17, 2009

Googling a Recovery

by Avery Shenfeld

The labour market news from both the US and Canada remains horrific, with the latter showing three-times the percentage decline in employment than at the equivalent stage of recessions in the early 1980s and early 1990s. Contrary to conventional wisdom, employment is not a lagging indicator. Indeed, the first month of job losses is often used to benchmark the start of a US recession in the "official" dating by the National Bureau of Economic Research, just as the first month in a trend of net hiring is typically deemed to mark the start of an expansion. It's the unemployment rate that can often lag behind, as a turn to positive, but still tepid economic growth doesn't create enough net hiring to match population gains.

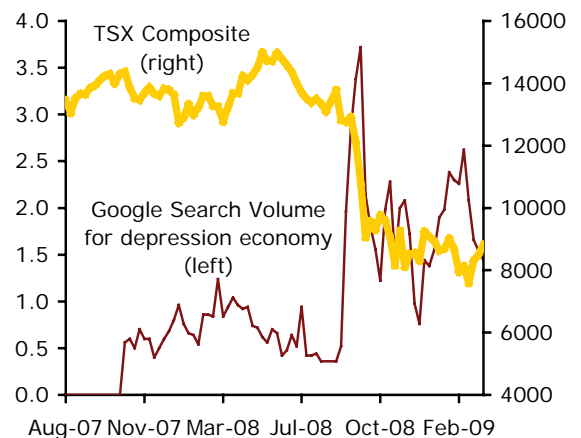
While employment is therefore the best single signpost for a turnaround, there's a long list of other candidates worth watching. Most of the "leading indicators" don't really lead, as like other reports, they are based on data a month or two old. But like employment, they are reasonable current indicators.

Our favourite of these for the US is the Chicago Fed's National Activity Index, a measure that combines a large number of monthly tracking variables into a single index that has historically performed very well in signalling when growth had commenced. It showed an encouraging uptick using data for February, but was still well in recession territory. At best, it seems to signal that the pace of decline may be less extreme in the second quarter, but it's miles away from the levels typical for an expansion.

For those addicted to the internet, there's a new player in town, one that seems to provide a useful indicator for sentiment changes that, in these troubled times, are key drivers for equity markets. Google Trends lets one track the number of searches done worldwide for any given words. These days, markets are vacillating between concerns over the recession to greater fears of an outright depression. And Google Trends reveals that the number of searches for the terms "economy" and "depression" has a tight fit with the equity market. The stock market's dives have come when depression was most on internet users' minds, with corrective rallies or stability as those searches become less frequent (Chart).

We're concerned the "depression" talk could come back in vogue on weak economic reports in the coming quarter. But if, as we expect, those fears are overdone, there's room for a renewed upleg to give equities a healthy return on even mild growth in 2010.

Depression Concerns Matched TSX Dives



<http://research.cibcwm.com/res/Eco/EcoResearch.html>



Week Ahead Calendar And Forecast

		CANADA		UNITED STATES			
		CIBC World Markets	Consensus	Prior	CIBC World Markets	Consensus	Prior
Monday April 13							
	10:30 AM BUSINESS OUTLOOK SURVEY AND SENIOR LOAN OFFICER SURVEY						
Tuesday April 14							
	AUCTION: 3-M BILLS \$9.8B, 6-M BILLS \$3.6B, 1-YR BILLS \$3.6B CASH MANAGEMENT BUYBACK (Jun '09 - Dec '09) - \$500MM						
	8:30 AM RETAIL SALES M/M RETAIL SALES (X-AUTOS) M/M PPI M/M PPI M/M (core) PPI Y/Y PPI Y/Y (core)	(Mar) (Mar) (Mar) (Mar) (Mar) (Mar)	0.3% 0.1% 0.0% 0.1% 0.2% -2.0%	-0.1% 0.7% 0.1% 0.1% -1.3% 4.0%			
	10:00 AM BUSINESS INVENTORIES M/M	(Feb)	-1.1%	-1.3%			
	Speaker(s): 10:30 AM Charles Evans (Chicago) 4:45 PM Gary H. Stern (Minneapolis)						
Wednesday April 15							
	AUCTION: 5-YR CANADAS \$3B, Dec-01-2014 MHA/MBS AUCTION						
	8:30 AM NEW MOTOR VEHICLE SALES M/M	(Feb)	(L)	5.5%			
	7:00 AM MBA-APPLICATIONS	Apr-10	(L)	4.7%			
	8:30 AM CPI M/M CPI M/M (core) CPI Y/Y CPI Y/Y (core) NEW YORK FED (EMPIRE)	(Mar) (Mar) (Mar) (Mar) (Mar) (Apr)	0.2% 0.1% -0.3% 1.7% -35.0	0.4% 0.2% 0.2% 1.8% -38.2			
	9:00 AM NET CAPITAL INFLOWS (TTICS)	(Feb)	(L)	-\$43.0B			
	9:15 AM INDUSTRIAL PRODUCTION M/M CAPACITY UTILIZATION	(Mar) (Mar)	(H) (M)	-1.5% 70.2%			
	1:00 PM NAHB HOUSING INDEX	(Apr)	(L)	10			
	2:00 PM FED'S BEIGE BOOK						
Thursday April 16							
	8:30 AM MANUFACTURING SHIPMENTS M/M	(Feb)	(H)	3.0%			
	CONTINUING CLAIMS INITIAL CLAIMS HOUSING STARTS SAAR BUILDING PERMITS SAAR	Apr-04 Apr-11 (Mar) (Mar)	(H) (H) (M) (M)	5800K 660K 500K 525K	5840K 654K 583K 564K		
	10:00 AM PHILADELPHIA FED	(Apr)	(M)	-32.0			
	Speaker(s): 1:00 PM Dennis P. Lockhart (Atlanta) 8:00 PM Janet Yellen (San Fran)						
Friday April 17							
	7:00 AM CPI M/M CPI M/M (Bank of Canada core) CPI Y/Y CPI Y/Y (Bank of Canada core)	(Mar) (Mar) (Mar) (Mar)	(H) (H) (H) (H)	0.7% 0.5% 1.4% 1.9%	0.3% 0.2% 1.4% 1.9%	58.5	57.3
	10:00 AM MICHIGAN CONSUMER SENTIMENT	(Apr)	(H)	58.5			
	Speaker(s): 8:30 AM Thomas M. Hoenig (Kansas City) 12:00 PM Ben Bernanke (Chairman)						

H, M, L = High, Medium or Low Significance

SAAR = Seasonally Adjusted Annual Rate

Consensus Source: Reuters (Canada), Bloomberg (US)

Week Ahead's Market Call

by Peter Buchanan

In the US, the data on retail sales (Tue) and industrial production (Wed) will both be scrutinized for hints that the economy is emerging from its glacial deep freeze. Optimists may not find the signs they hope for. While March's uptick in auto sales will lift headline retail sales by 0.4% month-over-month, core sales are unlikely to show any more than a flat reading, as households worry about mounting job losses and repay debt. An expected 0.5% drop in industrial production, though not quite as dreary as the consensus, should mark the fifth straight giveback, leaving that part of the economy still looking distressed. PPI (Tue) along with CPI (Wed) and the Beige Book (also Wed) round out the calendar. Earnings from five more Dow components will draw attention on the equity side.

In Canada, February manufacturing shipments (Thu) and March CPI (Fri) round out a not particularly heavy data calendar. February's return to a trade surplus points to a potential upside surprise for shipments, although that will likely reverse only a small part of the precipitous declines of the previous six months. Headline CPI could tick up further to 1.5%, but any increase is likely to be temporary, as gasoline and other fuel prices fall increasingly behind record year-ago levels.

Week Ahead's Key Canadian Number:**Consumer Price Index—March**

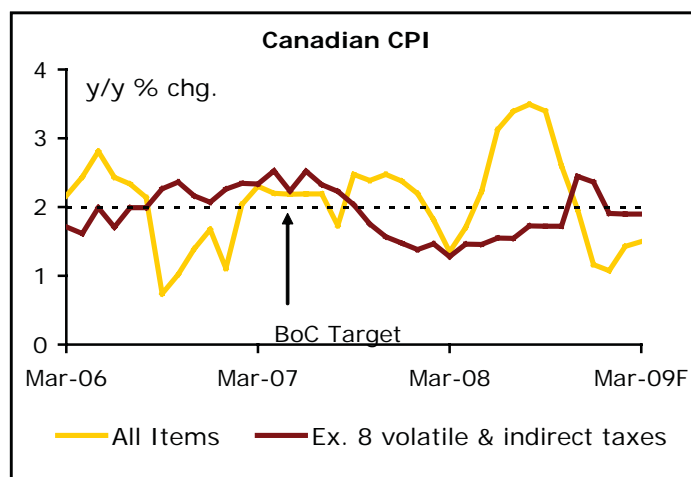
(Friday, 7:00 a.m.)

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	CIBC WM	Mkt	Prior
CPI m/m NSA	0.4%	0.3%	0.7%
CPI yr/yr	1.5%	1.4%	1.4%
Ex 8 volatile items m/m NSA	0.2%	0.2%	0.5%
Ex 8 volatile items yr/yr	1.9%	1.9%	1.9%

March's CPI report will likely provide yet another blow to the Canadian deflation myth. A gasoline-induced 0.2% seasonally adjusted increase in the headline (or +0.4% NSA) will cause an uptick in the annual inflation rate. Besides gasoline, there were likely upward price pressures from imported items, given the weak loonie. Food prices, running at a 7% annualized pace over the previous half-year period, are set to continue to rise, albeit at a slower pace, in line with milder food prices stateside.

After dropping precipitously in January, retail and vehicle prices not surprisingly bounced back in February, supporting the core rate in the month. After such a bounce, we expect retail prices, including autos, to remain subdued in March, in line with sluggish sales and a weak economy. Another item restraining the core is the homeowners replacement cost, which continues to trend lower, in sync with new home prices. A flat seasonally adjusted core (or +0.2% NSA) should leave the year-on-year core inflation rate unchanged at 1.9%.



Forecast Implications — The ramp-up in the year-on-year headline inflation rate is temporary. As we hit the one-year anniversary of the mid-2008 energy price spike, expect the year-on-year headline rate to plunge towards zero, although that would *not* mean that Canada is heading for deflation, given that the weak loonie should shield us from a sustained period of monthly price declines. Still, with a recession in full flight, expect core inflation to also remain subdued over the coming months. That would give the Bank of Canada some encouragement to experiment with credit easing and keep overnight rates low through 2010.

Market Impact — Expect little reaction to the CPI data, as inflation is a non-issue at this point. The Bank of Canada will eschew another quarter-point cut in overnight rates for technical reasons, rather than out of fear of inflation.

Other Canadian Releases:**Manufacturing Shipments—February**

(Thursday, 8:30 a.m.)

The latest merchandise trade report suggests that the slide in manufacturing shipments got interrupted in February. There were trade gains in most manufacturing categories, including increases in exports of petroleum & coal products, machinery & equipment and even autos. Those should boost February shipments by about 3.0%. Looking ahead, shipments will likely remain subdued

over much of the year as the US and Canadian recessions keep volumes near 11-year lows. A positive for nominal shipments, however, is the apparent stabilization in industrial product prices which will make the sizable monthly declines seen in Q4, less likely to occur in 2009.

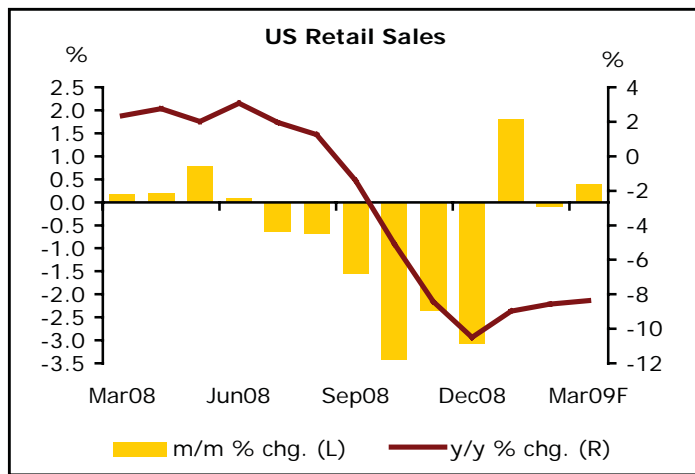
Week Ahead’s Key US Number:

Retail Sales—March

(Tuesday, 8:30 a.m.)

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	CIBC WM	Mkt	Prior
Retail Sales	0.4%	0.3%	-0.1%
Retail Sales (x-autos)	0.0%	0.1%	0.7%



Despite a horrendous holiday shopping season, US consumer spending has shown increasing signs of life in early 2009. Mounting job losses suggest that retail sales will remain subdued over the coming months, but the steep declines seen at the end of 2008 are unlikely to repeat themselves as federal transfers work to support incomes. Retail sales declined by 0.1% m/m in February due a plunge in autos, but this result was preceded by a 1.8% m/m gain to kick off the year. Looking to March, the outlook is mixed. An 8% increase in car sales will boost the headline figure, but weakness in other categories, after two months of consistent increases, will help to flatten the core number.

Forecast Implications —The current recession is shaping up to be both the longest and deepest downturn in the post-war period. So far, the economic contraction has been driven by plunging consumer spending, but that is changing. Real personal consumption growth will likely end the first quarter slightly above water, but a steep drop in private investment along with a very large drop in inventories should push the drop in first-quarter real GDP to within a hair of the steep 6.3% decline seen in Q4.

Market Impact — Our above-consensus retail sales call is too small to make a big market impact, but will feed into the general improvement in investor confidence seen over the past few weeks. While the market has chosen to see signs of a nascent economic recovery in a select number of better-than-expected data releases, the overall economic outlook remains fraught with downside risks.

Other US Releases:

Consumer Price Index—March

(Wednesday, 8:30 a.m.)

Despite February’s small uptick in year-on-year CPI inflation, a global economic slowdown, coupled with a collapse in commodity prices is moderating overall US consumer prices. Much weaker energy prices than a year ago should begin to hit in March when we expect a flat monthly reading to put the 12-month rate at -0.3%. However, falling prices are largely a function of the extreme year-on-year volatility in the energy market, and should not lead to a broader all-out contraction in prices

or wages. If anything, Washington’s massive and growing fiscal deficit, along with the Fed’s large quantitative easing measures pose huge inflationary risks down the road. For the time being, grim economic realities suggest that concern over the future path of the CPI, either up or down, will remain a non-issue, but this will become a much more relevant subject as economic growth gets back on track.

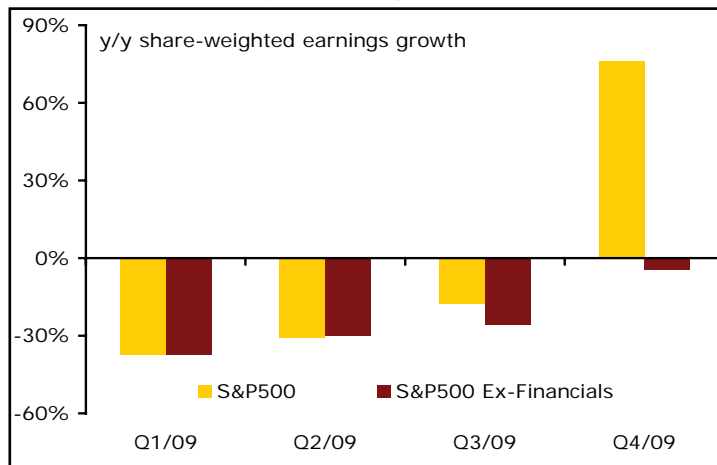
Equity Insights

Meny Grauman and Peter Buchanan

In Financials We Trust

Despite expectations for a very weak Q1 earnings season in the US, analysts remain optimistic that corporate earnings will get back on track by the fourth quarter. The latest “bottoms-up” call for the S&P 500 has earnings down over 37% year-over-year on a share-weighted basis for the first quarter of 2009, but up 76% in Q4. Unfortunately, the Q4 figure stands and falls on the performance of the US financial sector, since excluding financials, earnings are expected to drop 4.5%. Admittedly, the year-over-year comparison works in favour of the US banking sector because of the steep plunge in profits during the same time last year. Nevertheless, with so much uncertainty still surrounding these firms’ future profitability, investors may be putting too much stock in the odds of a steady road to a happy ending for equity markets in 2009.

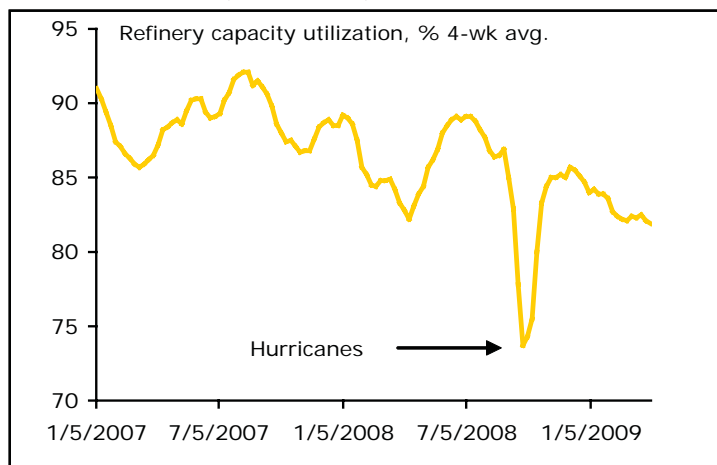
S&P 500 Quarterly Earnings Expectations



No Spring Bump Expected for Gasoline Prices

Spring is typically a bad time for motorists, as the peak refinery maintenance season bumps up against rising gasoline demand, pushing pump prices higher. However, this year falling petroleum demand, along with high gasoline import availability and increased usage of ethanol in gasoline, have reduced US refinery output and capacity utilization. With lower total product demand predicted to continue throughout 2009, refinery outages (both planned and unplanned) are not expected to have much impact on prices between now and June. This is a symptom of the weak economy, but may actually act as an additional support for the modest recovery in consumer spending that we have seen early in 2009.

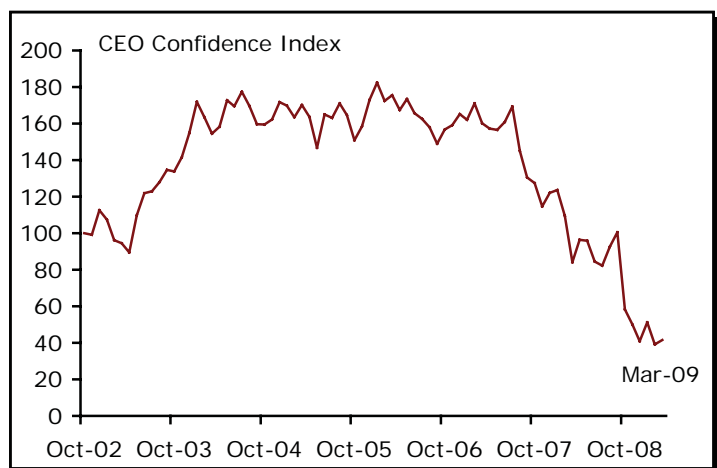
Ample Refinery Capacity Will Limit Pump Prices



CEO Pessimism Bodes ill for Capex, Equipment Demand

Investors may be feeling a bit better judging from some of the recent surveys but one group isn’t—CEOs. Confidence among CEOs surveyed by Chief Executive Magazine was effectively unchanged in March from February’s all-time low. An indicator from another organization’s poll of expectations six months ahead is in negative territory for the first time ever. The continuing deep funk in boardrooms is another sign that private capital spending in coming quarters is likely to remain depressed, constraining revenues prospects for equipment and other capital goods suppliers.

CEOs Remain in a Retrenchment Mode



Source: Chief Executive Magazine

Currency Currents will return next week.

CANADIAN RELEASE AND EVENT DATES

April/May 2009



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>6</p> <p>BUILDING PERMITS (\$) 8:30 AM M M (RES) (NON-RES) DEC -4.3 -2.7 JAN -19.8 12.1 FEB -0.3 -30.5</p> <p>IVEY PURCHASING MANAGERS' INDEX 10:00 AM</p>	<p>7</p> <p>Alberta Budget</p>	<p>8</p> <p>HOUSING STARTS 8:15 AM 000's (AR) TOTAL SINGLES JAN 152 51 FEB 136 46 MAR 155 46</p>	<p>9</p> <p>LABOUR FORCE SURVEY 7:00 AM AVG EMPLOY UNEMP HRLY (HOUSE) RATE EARN M Y % Y JAN -0.8 -0.5 7.2 4.7 FEB -0.5 -1.2 7.7 3.9 MAR -0.4 -1.5 8.0 4.1</p> <p>MERCHANDISE TRADE 8:30 AM \$MN 12 MO. BALANCE DEC -387 46,698 JAN -1,152 42,502 FEB 125 38,144</p> <p>NEW HOUSING PRICE INDEX 8:30 AM</p>	<p>10</p> <p>GOOD FRIDAY (HOLIDAY) (MARKETS CLOSED)</p>
<p>13</p> <p>Bank of Canada Business Outlook Survey</p>	<p>14</p>	<p>15</p> <p>CAR & TRUCK SALES 8:30 AM 000's (AR) TOTAL DOM.BUILT CAR SALES DEC 1,356 416 JAN 1,431 431 FEB</p> <p>WAGE SETTLEMENTS 10:00 AM (%) PVT. PUB. TOT. DEC 2.5 3.4 3.2 JAN 2.3 2.1 2.1 FEB</p>	<p>16</p> <p>SURVEY OF MANUFACTURING SHIPMENTS 8:30 AM M Y DEC -8.2 -9.3 JAN -5.4 -15.0 FEB</p>	<p>17</p> <p>CONSUMER PRICE INDEX 7:00 AM M (NSA) Y JAN -0.3 1.1 FEB 0.7 1.4 MAR</p>
<p>20</p> <p>INT'L TRANSACTIONS IN SECURITIES C\$BN, NET 8:30 AM BONDS MONEY STOCKS TOT MARKET DEC -8.4 4.9 1.0 -2.4 JAN 6.5 4.2 -0.3 10.4 FEB</p>	<p>21</p> <p>WHOLESALE TRADE 8:30 AM</p> <p>Bank of Canada Interest Rate Announcement</p>	<p>22</p> <p>LEADING INDICATOR 8:30 AM</p>	<p>23</p> <p>RETAIL TRADE 8:30 AM (Current\$) M Y DEC -5.2 -6.3 JAN 1.9 -5.8 FEB</p> <p>Bank of Canada Monetary Policy Report</p>	<p>24</p>
<p>27</p>	<p>28</p>	<p>29</p>	<p>30</p> <p>INDUSTRIAL PRICES 8:30 AM M (NSA) Y JAN 0.0 1.4 FEB 0.4 1.6 MAR</p> <p>GDP BY INDUSTRY 8:30 AM (2002\$) GDP IND.PROD. M M DEC -1.0 -2.0 JAN -0.7 -1.8 FEB</p>	<p>1</p>
<p>4</p>	<p>5</p> <p>INTERNATIONAL RESERVES 8:15 AM \$BN \$BN CHANGE LEVEL FEB 0.464 43.2 MAR 0.331 43.2 APR</p>	<p>6</p> <p>BUILDING PERMITS (\$) 8:30 AM M M (RES) (NON-RES) JAN -19.8 12.1 FEB -0.3 -30.5 MAR</p> <p>IVEY PURCHASING MANAGERS' INDEX 10:00 AM</p>	<p>7</p>	<p>8</p> <p>LABOUR FORCE SURVEY 7:00 AM AVG EMPLOY UNEMP HRLY (HOUSE) RATE EARN M Y % Y FEB -0.5 -1.2 7.7 3.9 MAR -0.4 -1.5 8.0 4.1 APR</p> <p>HOUSING STARTS 8:15 AM 000's (AR) TOTAL SINGLES FEB 136 46 MAR 155 46 APR</p>

All data seasonally adjusted except where noted "NSA". M: per cent change from previous month. Q: per cent change from previous quarter at annual rates. Y: per cent change from year earlier. AR: Annual Rate. YTD: Year to date. Release dates are provided by sources outside CIBC World Markets. Dates are subject to change. Sources for historical data: Statistics Canada, CMHC, Human Resources Development Canada and the Bank of Canada.

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