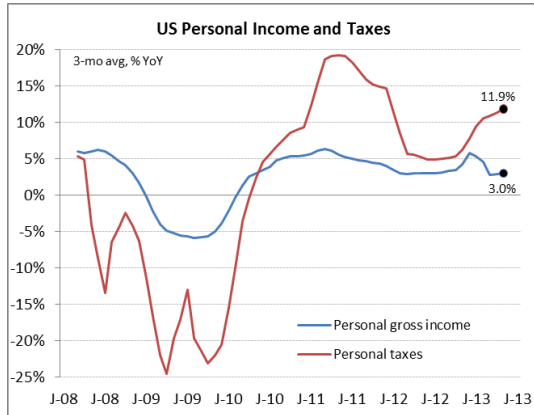
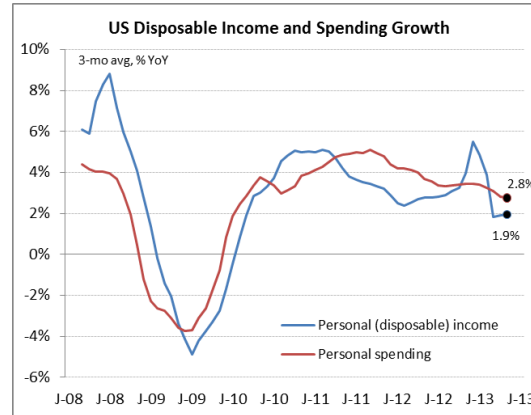


### iii. Consumer and Retail

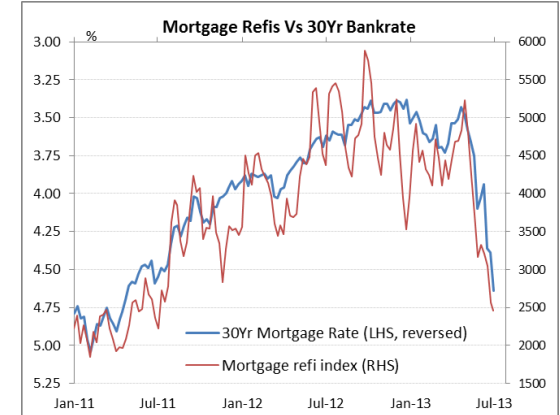
- Private sector wages and salaries now growing 4%+, but there are drags from gov't workers, reduced benefits and higher taxes.



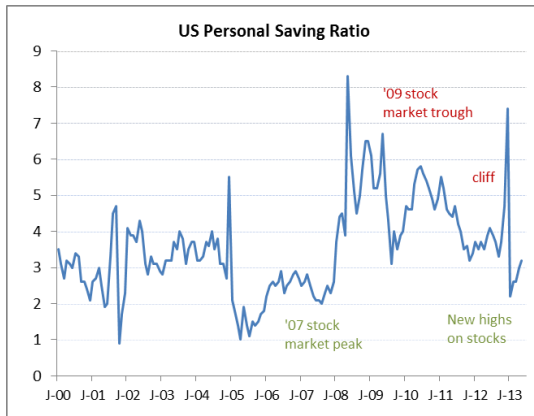
- Disposable income growing only 2% as fiscal drag hits. This has modestly suppressed spending growth to below 3%.



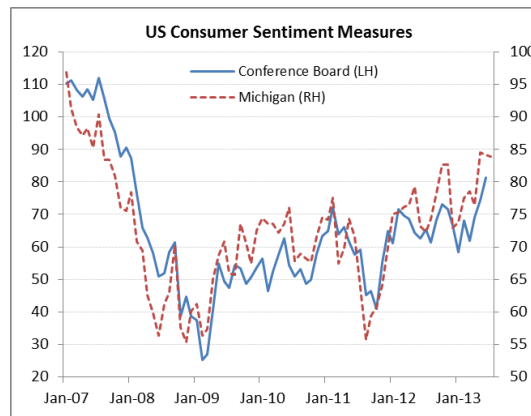
- Higher mortgage rates mean that less new households are getting the benefits of refinancing their mortgages.



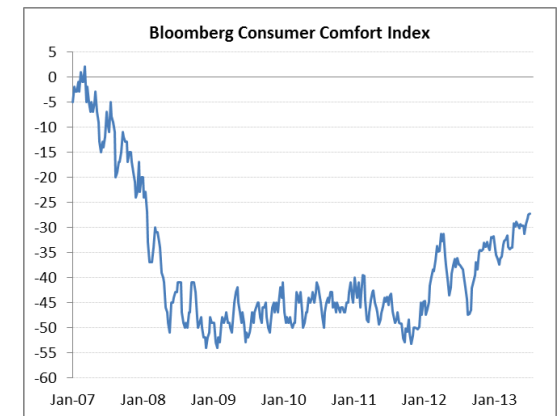
- Personal savings rate is up 1pts this year, showing that households are not frittering away their wealth gains.



- Consumers are less worried about Fed 'tapering' than are the markets



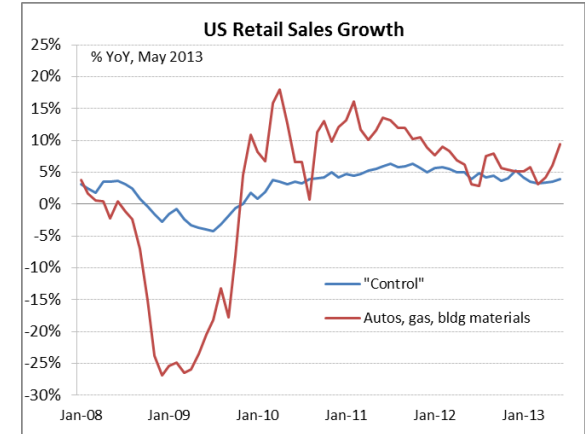
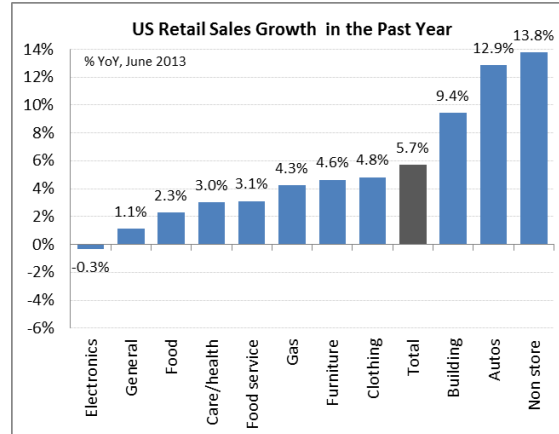
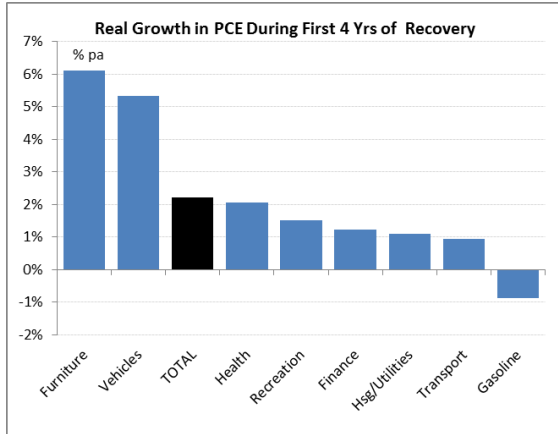
- Bloomberg's weekly consumer comfort measure also makes new cycle high



- From the GDP report: Consumer spending recovery slow as households economize: energy, finance and healthcare

- Retail sales growth improved to 5.7% YoY in June, partly on base effects. Quite divergent yearly growth between components.

- Despite a softer than expected June retail sales the nominal growth in the qtr was OK (2.4% saar for core, 4.6% for non-core).

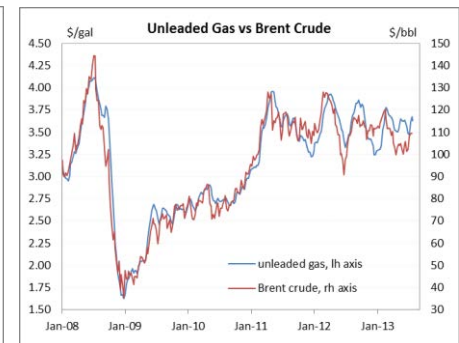
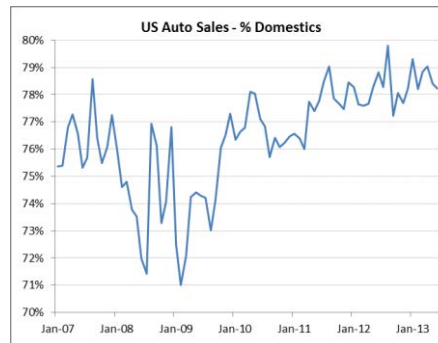
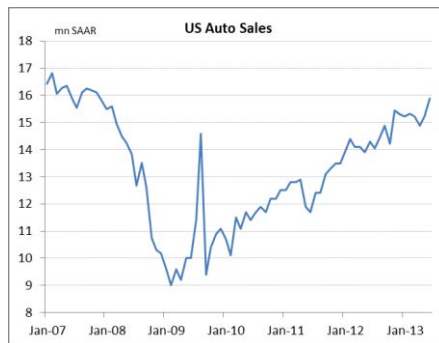


- Chain stores sales growing 2.2% YoY, a little below average

- Car unit sales jump at end 2Q

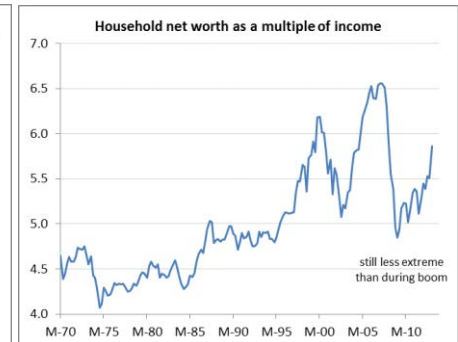
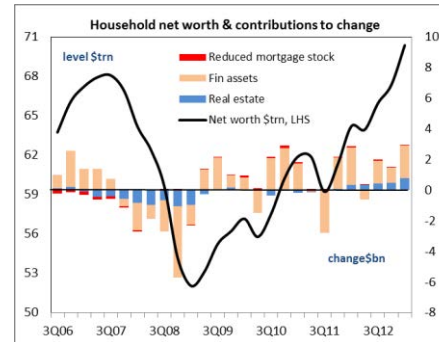
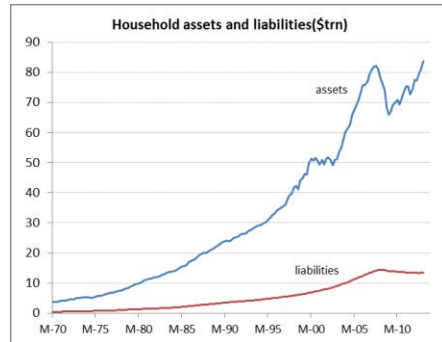
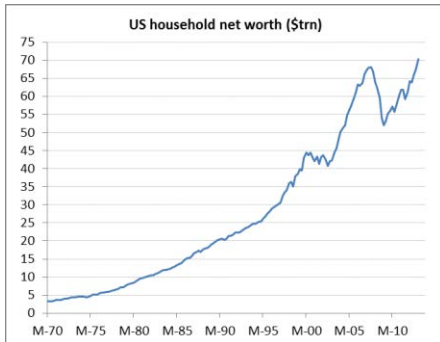
- Domestics' share stabilizes

- Gas prices steady.

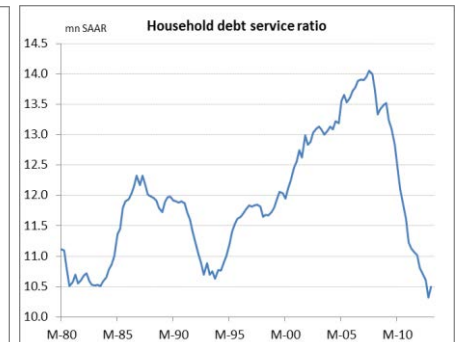
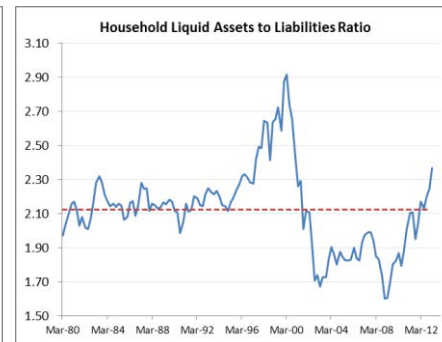
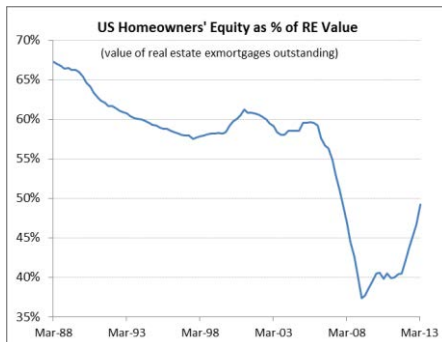
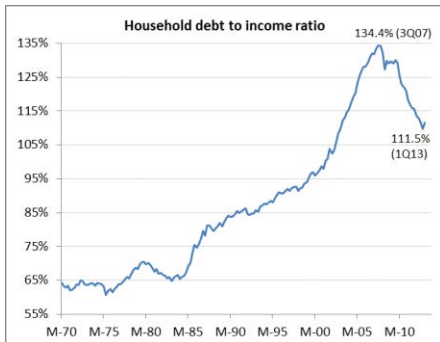


- While consumers have been cautious during this recovery, their flexibility to respond to stronger economic conditions has improved.

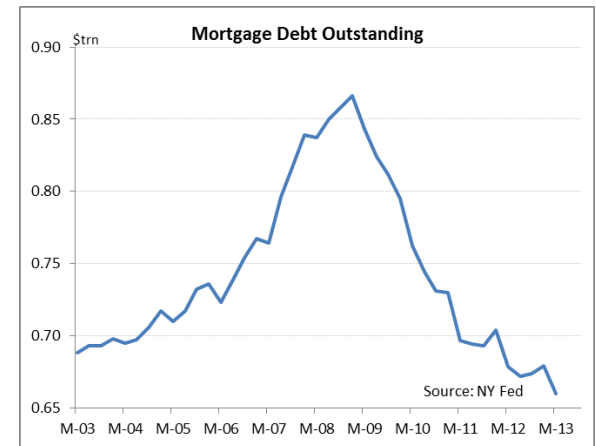
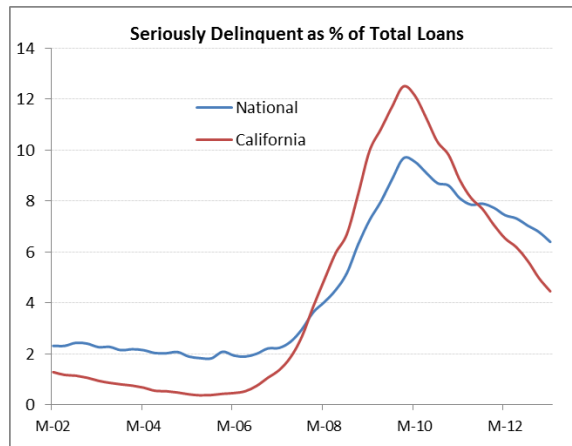
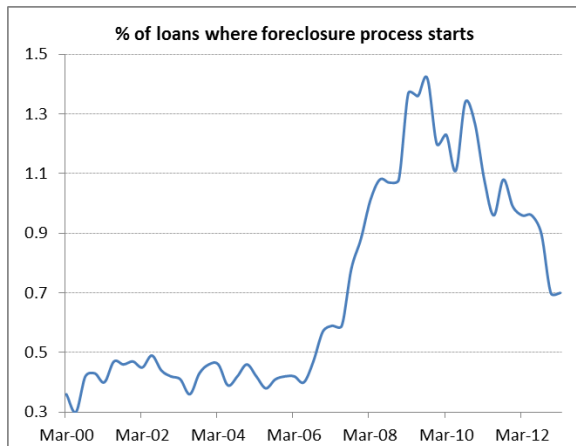
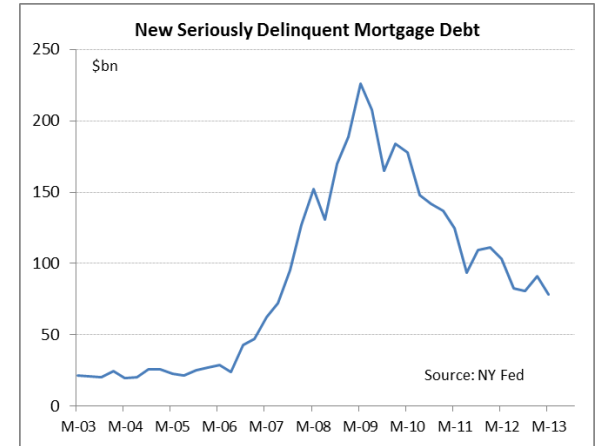
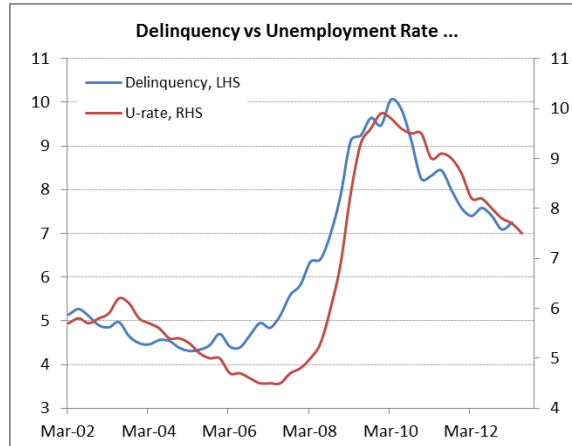
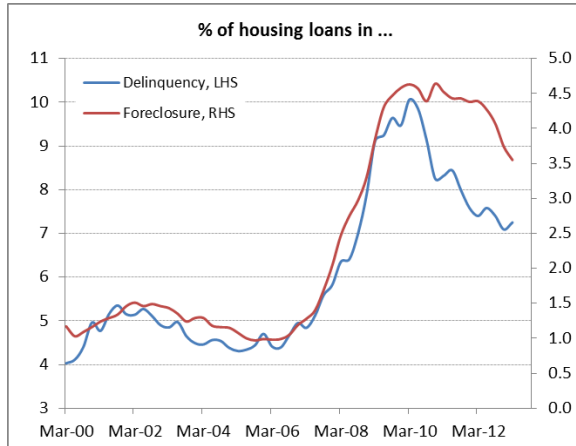
- Another strong gain in net worth
- Rising assets and stagnant liabilities
- Both financial assets and housing
- Rebound still not extreme



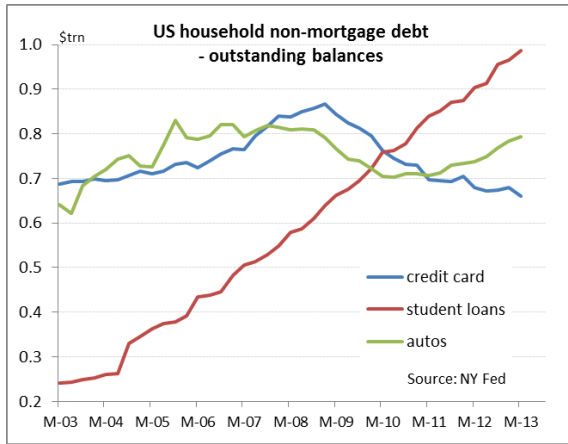
- W/1Q tax hike, debt/income rose
- Further rebound in home equity
- Householders more liquid
- And debt servicing burden low



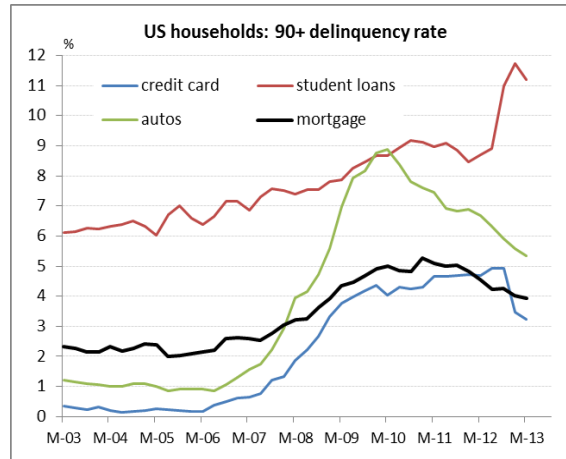
- Higher prices and a stronger jobs market have dissipated part of this problem.



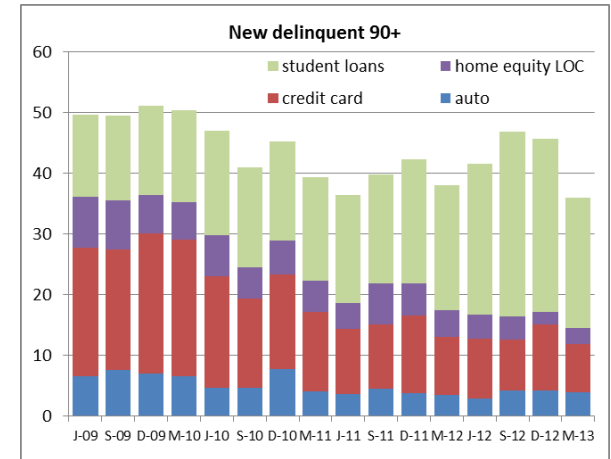
- Student debt approaches \$1trn



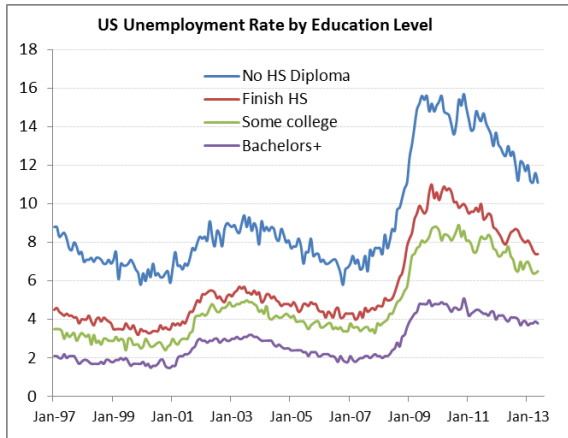
- delinquency rate has eased a little



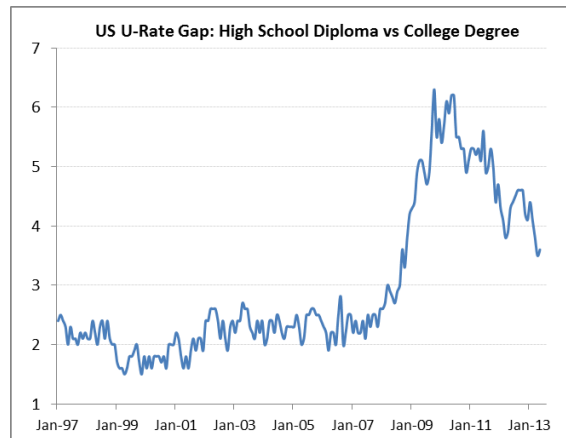
- ... but still -disproportionate share



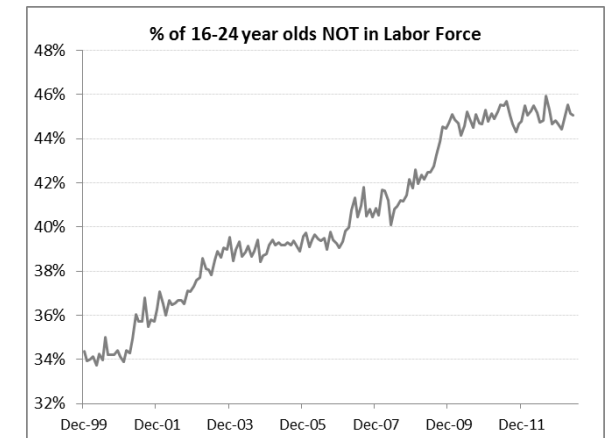
- Education surge motivated by much better job prospects for degree earners.



- Although the gap has narrowed recently

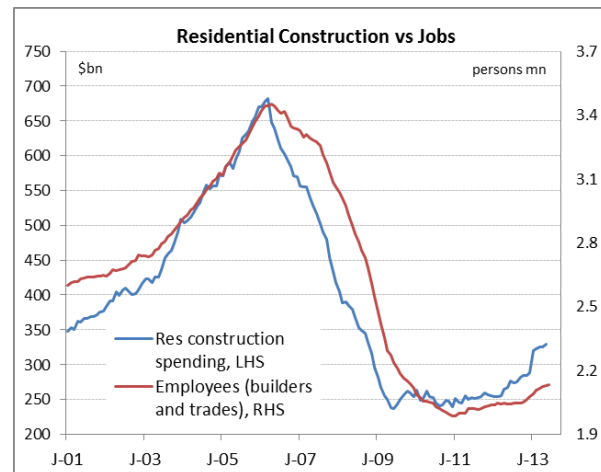
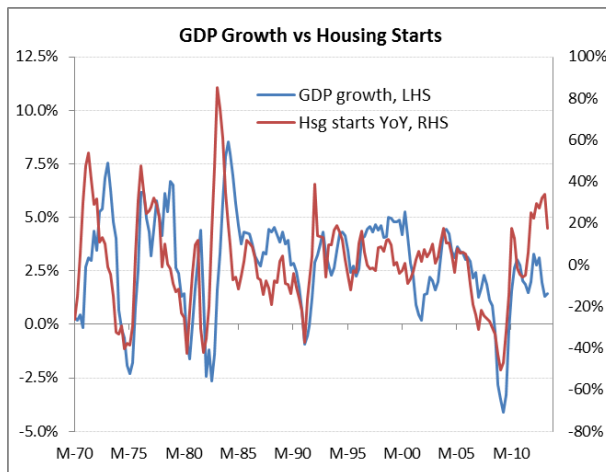
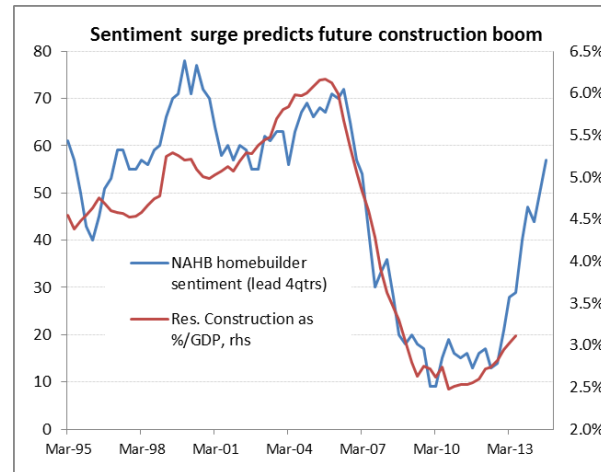
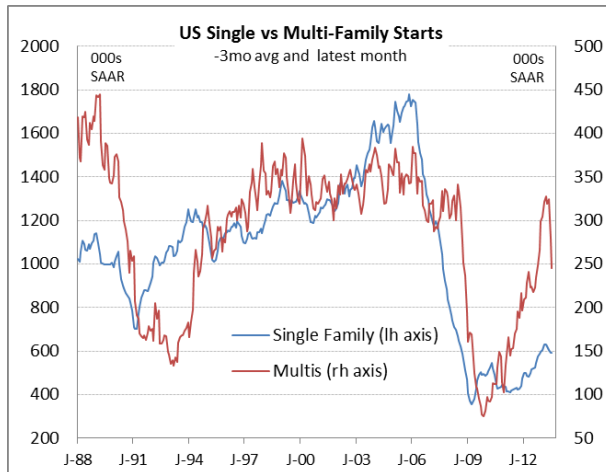


- ... and % of 16-24 year olds not opting to enter the workforce has leveled out



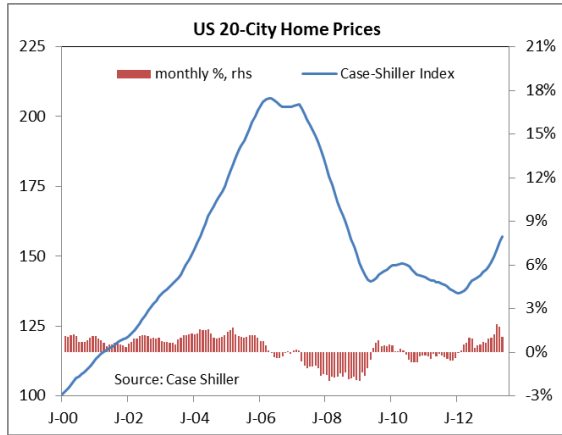
## iv. US housing market

- Starts growth remains mostly in multi unit dwellings.
- Strength in housing has a good read-through for jobs and GDP in past cycles, although residential construction/GDP (3.1%) remains muted at only half its GDP contribution vs the end of the last boom.

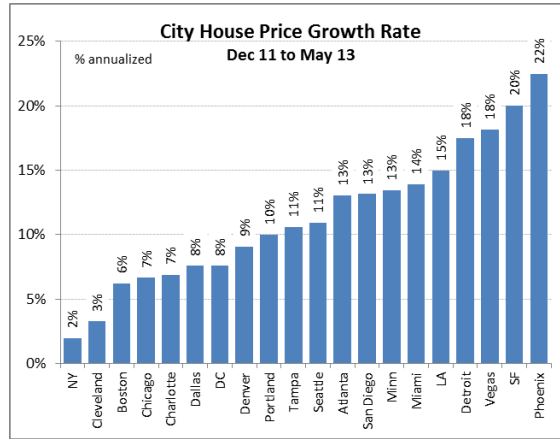




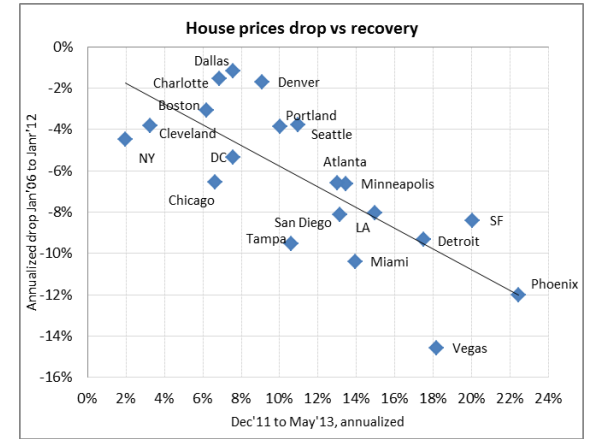
- The Case-Shiller 'repeat sales' house price measure is +15% since end 2011



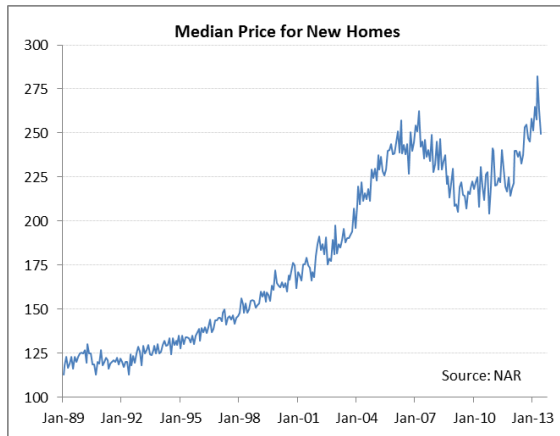
- Phoenix and SF have been the strongest markets.



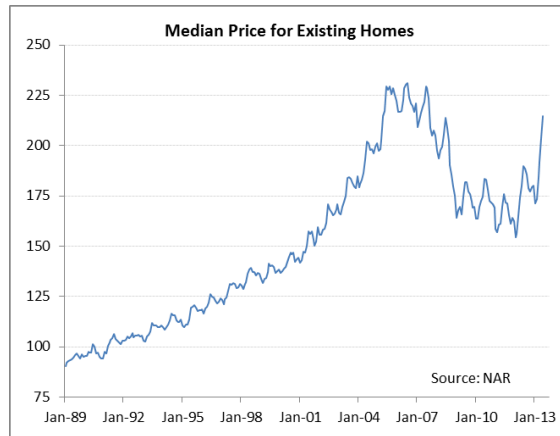
- Depth of decline correlated with subsequent recovery.



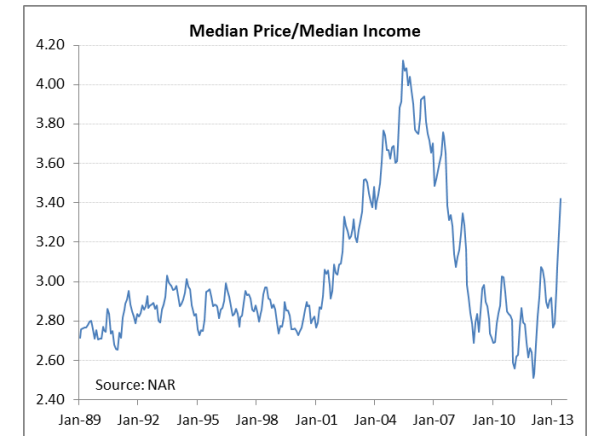
- Slow supply response reflected in higher new home prices than last peak



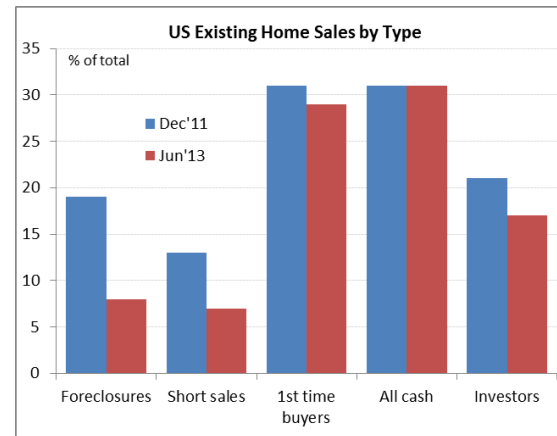
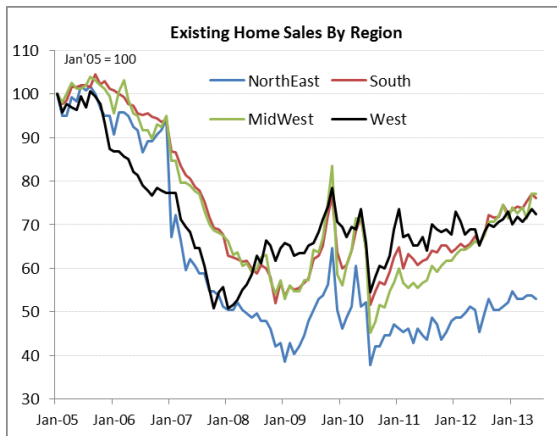
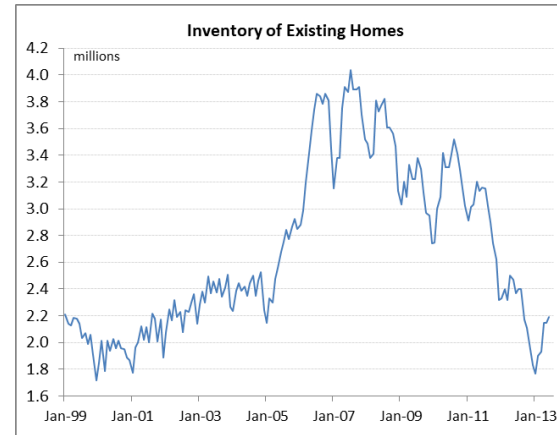
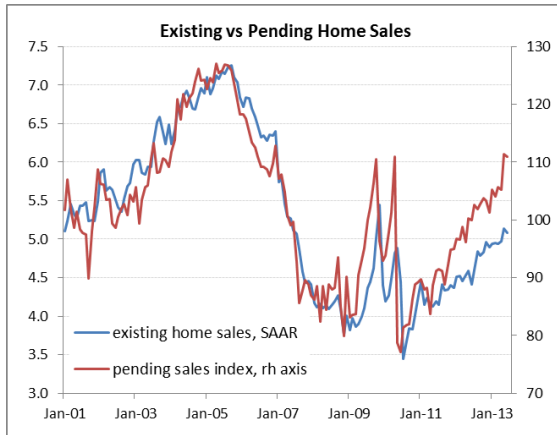
- NAR measure of existing home median sales price has recovered 79% of drop.



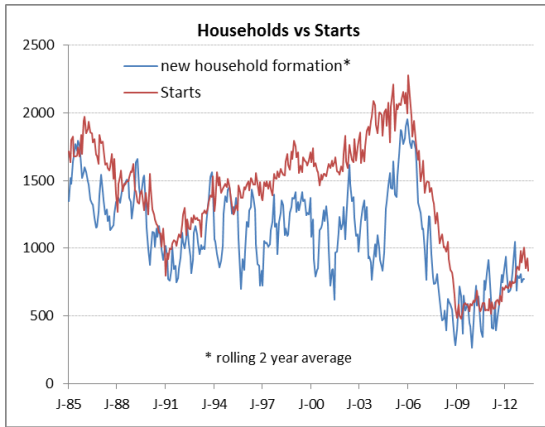
- Price to income more difficult to sustain as mortgage rates rise.



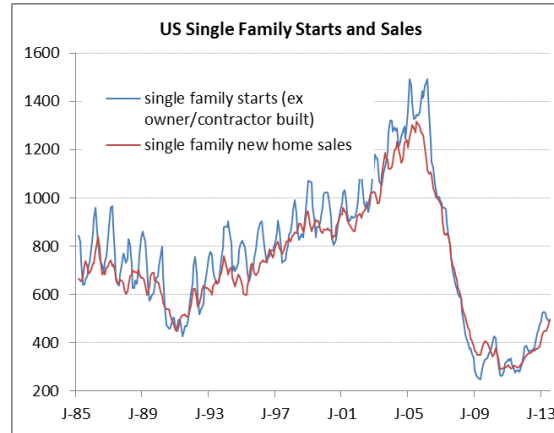
- There are 1.7mn less homes underwater than a year ago, some of which will come to market. Pending sales surged in May.
- In the 18 months of housing market improvement foreclosure and short sales have dropped sharply as %/sales.



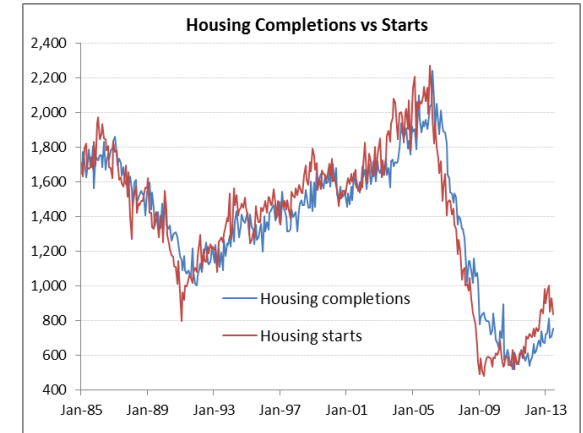
- Starts running a little ahead of household formation, partly as vacancies are restored.



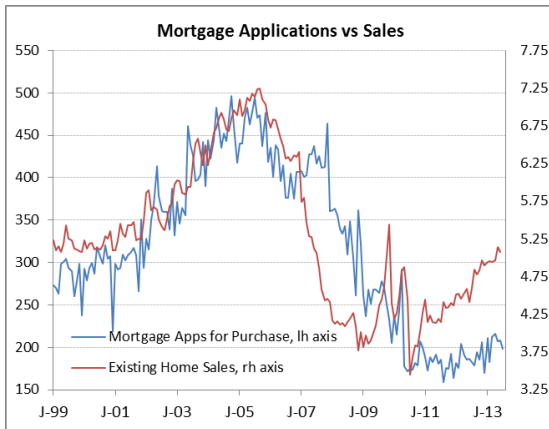
- Activity in single family sector remains low, with shift to renting, larger family sizes



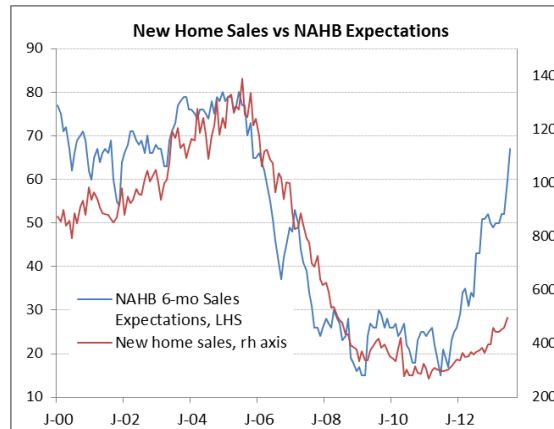
- Starts-to-completion lag has normalized at 6.5 to 11 months (singles vs multis).



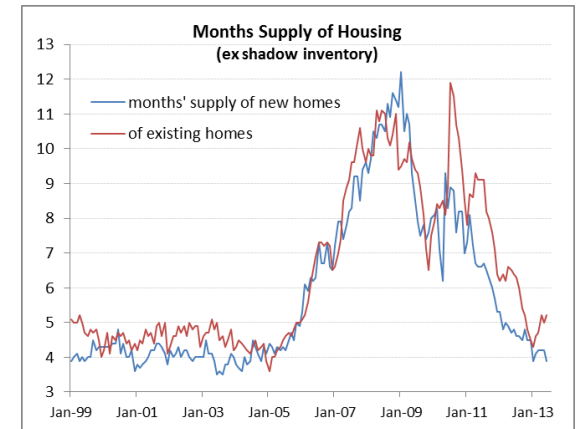
- Mortgage apps for purchase remain low relative to sales



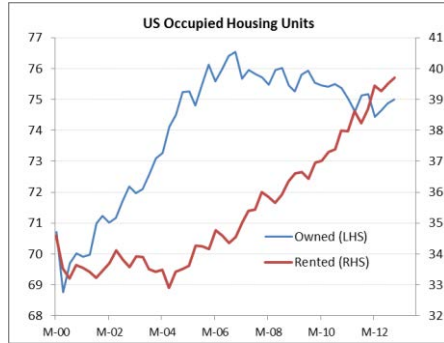
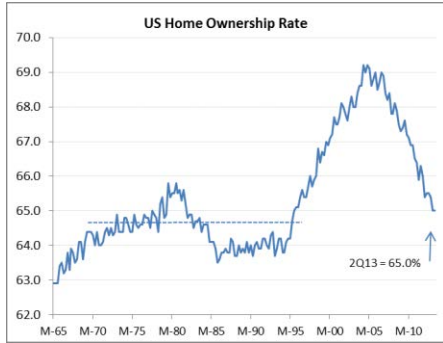
- Builder expectations well ahead of actual sales.



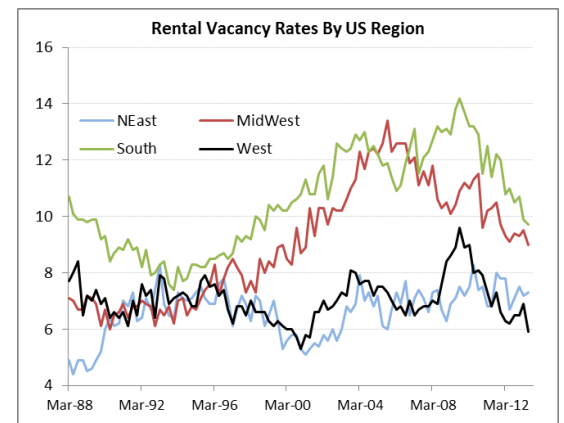
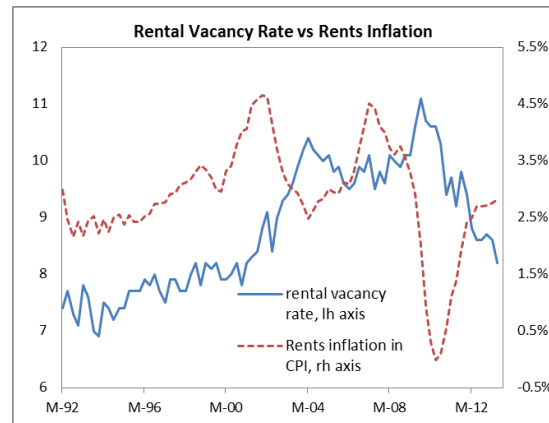
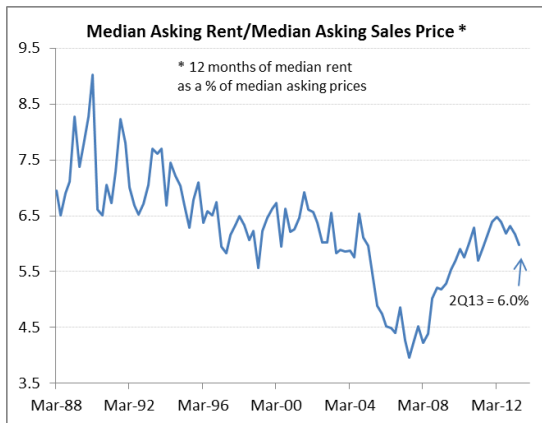
- We might see inventory start to pick up for existing homes.



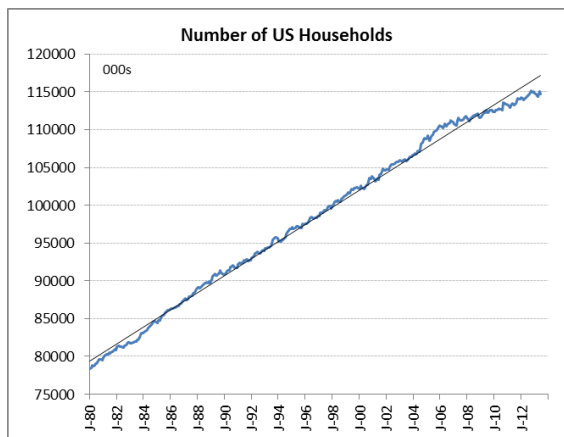
- Ownership gravitates back toward pre-bubble rate.
- Occupied rentals growing 2.2% per annum for the past nine years.
- Rents +7.5% during the past 2yrs but not as aggressive as past spurts.
- More affordable to purchase but constraints and tastes have changed.



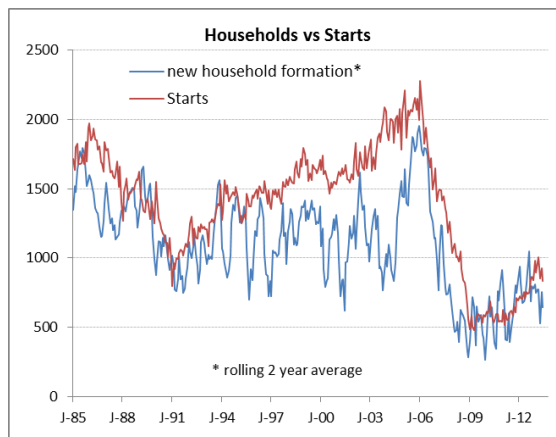
- The median rents to sales price ratio is back in its pre-cycle range
- Rents inflation (in CPI) nudges a little higher in 2Q 2013, to 2.8%.
- Rental vacancies are especially tight in the West.



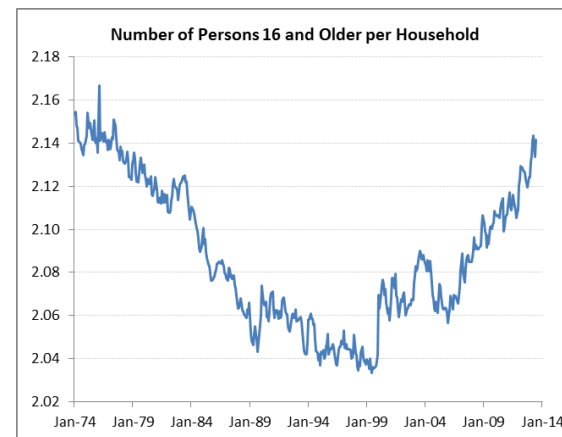
- Household formation is still below trend line



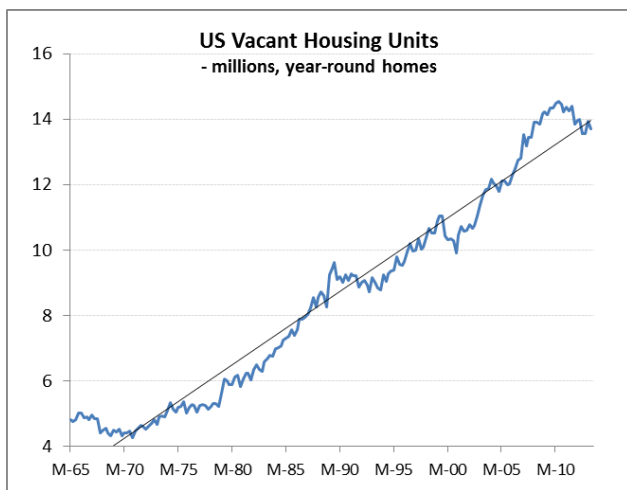
- ... as the recovery in starts is still in its infancy



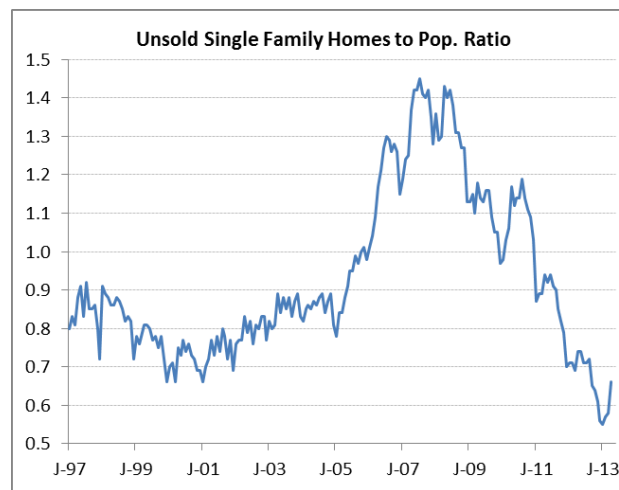
- Rise in # of adults per household is partly cyclical/reversible.



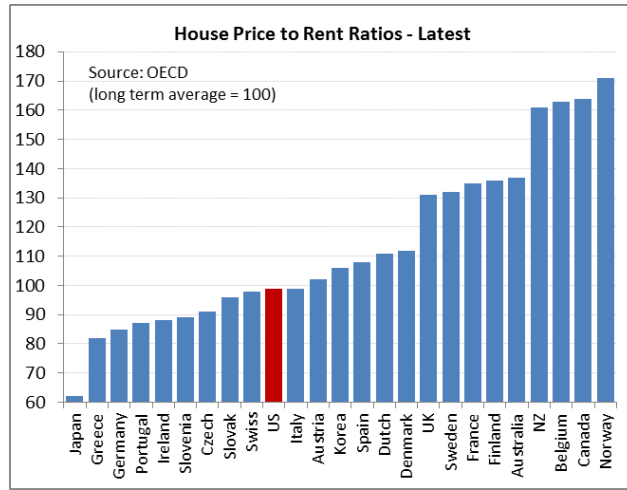
- Vacant year round homes back to trend line



- Slightly more homes coming to market



- House prices in the US are relatively low by international standards when measured against rents and income.



- Changes in house prices since the 1990s have been relatively slow in the US.

