



Don Akridge Presents

In this week's recap: households buy more but feel less upbeat about the near future, the Dow rises, and homebuilders start more projects.

Weekly Economic Update

MID-SUMMER MEANT BUYING FOR CONSUMERS

According to new Census Bureau data, retail sales were 0.5% improved in July. Core retail sales (all categories except car and truck buying) rose 0.6% last month. The only sour note was the revision the Bureau made to June's headline and core retail sales advances. The overall June retail sales gain was reduced to 0.2% from 0.5%; the core gain, to 0.2% from 0.4%.^{1,2}

HOUSEHOLD SENTIMENT GAUGE DISAPPOINTS

In its initial August edition, the University of Michigan's index of consumer sentiment fell 2.6 points to 95.3. That was a miss: analysts polled by Briefing.com expected a reading of 97.8. This preliminary August reading was also an 11-month low for the index.^{1,2}

A MINOR JULY GAIN FOR HOUSING STARTS

A new federal government report showed residential construction activity up 0.9% last month. Building permits increased 1.5% after three months of retreats.³

DOW LEADS THE WAY ON WALL STREET

Ascending 1.41% over five market days, the Dow Jones Industrial Average closed Friday's trading session at 25,669.32. The S&P 500 also had a positive week, advancing 0.59% to 2,850.13. The same was not true for the Nasdaq Composite. The tech-heavy benchmark lost 0.29% last week

to finish at 7,816.33, Friday. Also notable: gold's weekly loss of 2.9%. A strong dollar has put pressure on the yellow metal of late, and this past week was gold's worst on the COMEX in 15 months.^{2,4}

TIP OF THE WEEK



*Many people plan for retirement without giving much thought to **life expectancy**. What if you **live much longer** than you think you will? As you near retirement, take this possibility into account.*

THIS WEEK

On Monday, Estee Lauder presents second-quarter results. | Tuesday's earnings roll call includes announcements from Coty, Kohl's, La-Z-Boy, Medtronic, J.M. Smucker, and Urban Outfitters. | Analog Devices, Lowe's, Stein Mart, and Target offer earnings on Wednesday; in addition, investors will consider minutes from the most recent Federal Reserve policy meeting and July existing home sales figures. | July new home sales data is out Thursday, plus the latest initial claims report and earnings from Alibaba Group, Gap, Hormel Foods, HP, Intuit, and Toro. | Federal Reserve Chairman Jerome Powell gives a speech on monetary policy Friday morning at the Kansas City Fed's annual Jackson Hole economic policy symposium; away from Jackson Hole, Foot Locker announces quarterly earnings and data on July hard goods orders arrives.

QUOTE OF THE WEEK



“Nature does nothing uselessly.”

ARISTOTLE

| % CHANGE | Y-T-D | 1-YR CHG | 5-YR AVG | 10-YR AVG |
|----------|-------|----------|----------|-----------|
| DJIA | 3.84 | 18.02 | 14.04 | 12.36 |
| NASDAQ | 13.22 | 25.63 | 23.39 | 22.34 |
| S&P 500 | 6.60 | 17.30 | 14.43 | 12.29 |

| REAL YIELD | 8/17 RATE | 1 YR AGO | 5 YRS AGO | 10 YRS AGO |
|------------|-----------|----------|-----------|------------|
| 10 YR TIPS | 0.79 | 0.42 | 0.68 | 1.67 |

Sources: wsj.com, bigcharts.com, treasury.gov - 8/17/18^{4,5,6,7}

Indices are unmanaged, do not incur fees or expenses, and cannot be invested into directly. These returns do not include dividends.
10-year TIPS real yield = projected return at maturity given expected inflation.

THE WEEKLY RIDDLE



What is *ready* when you *add a letter* at its end?

LAST WEEK'S RIDDLE: A cargo truck hauling a load of lumber can carry 2 tons. It approaches a bridge with a sign, which notes that the bridge can support up to 2 tons of weight. The driver sees the sign and reckons that the bridge should hold up under the weight of the truck. Is the driver right?

ANSWER: No, the driver is wrong. If the truck carries no load, it might make it across. The lumber the truck is carrying, however, will push the weight above 2 tons.

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- 3 - [reuters.com/article/us-usa-economy-housingstarts/us-housing-starts-rise-less-than-expected-in-july-idUSKBN1L11FI](https://www.reuters.com/article/us-usa-economy-housingstarts/us-housing-starts-rise-less-than-expected-in-july-idUSKBN1L11FI) [8/16/18]
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