

Morning Comments

A Cliff Seems Scarier Viewed Up Close: Bus Investment “Shrugs”

- Business capital investment seems poised to contract through the second half of 2012. Decline rates do not appear severe, but the drop contrasts acutely with rising end-consumer demand and financial incentives to expand.
- A chorus of policymakers privately and publicly notes a willingness to act to avoid hitting the fiscal cliff. But as the year-end deadline for action approaches, businesses feel increasing pressure to hedge recovery strategies. Capital spending has diverged meaningfully from high profit margins (including 3Q trends), as well as borrowing costs, depreciation requirements, and end demand.
- Unlike the timing of sales to customers, the timing of capacity-expanding investment is somewhat discretionary. Consumer confidence measures have been breaking out to new expansion highs, and discretionary spending has accelerated. A deal that averts “cliff effects” should result in pent-up demand for capital equipment and related construction, but may differ little for consumers. Consumer demand should be hit harder, relatively speaking, if the fiscal cliff is hit early in the new year.

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Shrug and Stand or Shrug and Fall

Another month of weak data and negative revisions to capital equipment orders and shipments is making the case clearer: The business sector is hedging its bets on continued U.S. recovery as powerful decisions on taxes and spending are in the hands of politicians.

Conversations with corporate managers and investors have taken an interesting turn in recent weeks. While we and others warned about a year-end fiscal cliff on day one of 2012, as that year-end grows closer, the cliff gets scarier. Discussions of the fiscal cliff have begun to completely dominate meetings even as the cliff has long been quantifiably in place.

Greater fear of the consequences of the fiscal cliff mingled with greater confidence that something is likely to be done.

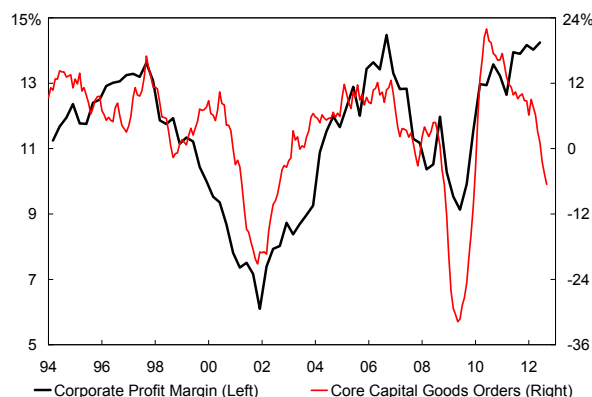
Also of interest, the same meetings typically feature *rising* comfort that something will be done. Citi clients cite numerous relevant statements from politicians, including President Obama, who said in the final Presidential debate that the defense spending sequester “will not happen.” However, the size of the cliff impact, potentially 5 percentage points of fiscal contraction away from any debt ceiling considerations, is too large a risk for responsible managers to ignore.¹

Meanwhile, the September report on durable goods and August revisions showed orders and shipments flat to lower after sharp declines in prior months, a weaker result than expected. For the full 3Q period, core orders fell at a 23.5% annualized pace (see figure 1).

Shipments fell a less troubling 4.9% and in Friday’s 3Q report on real GDP, equipment investment was flat (with total business fixed investment off 1.3%). But shipments follow orders, and order backlogs have fallen for four consecutive months. With shipments at quarter-end 2.4% annualized below the 3Q average, total business investment will likely fall modestly for the entirety of 2H 2012. Less timely data on non-residential construction outlays confirm that the weak business spending trend is wider than just equipment (see figure 2).

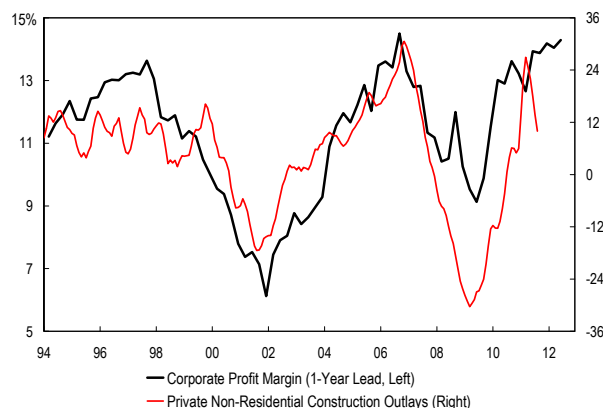
What’s unusual about the decline is the contrast between capex and inputs used to forecast it. These include profits, margins, capital costs and the spending pace relative to depreciation and sales. The drop also contrasts unusually with a stable growth rate in end U.S. consumer demand (see figures 3-5).

Figure 1. Non-Financial Corporate Profit Margins and Core Capital Goods Orders (Y/Y% Change in 3-Month Average)



Sources: BEA, Census. Note profit margins shown through 2Q, orders 3Q

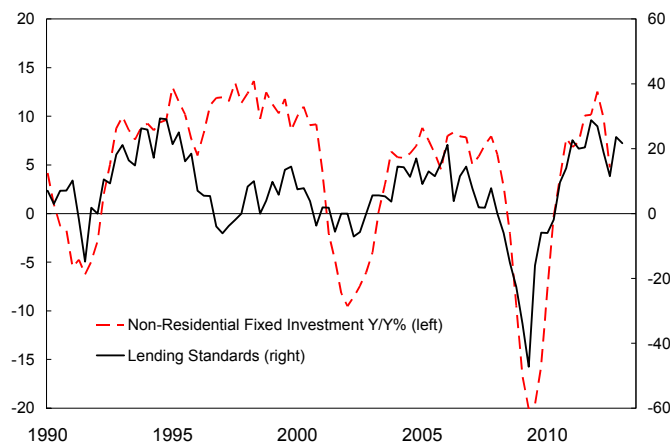
Figure 2. Non-Financial Corporate Profit Margins (1-Year Lead) and Private Non-Residential Construction Spending (Y/Y% Change in 3-Month Average)



Sources: BEA, Census. Note profit margins shown through 2Q, construction August

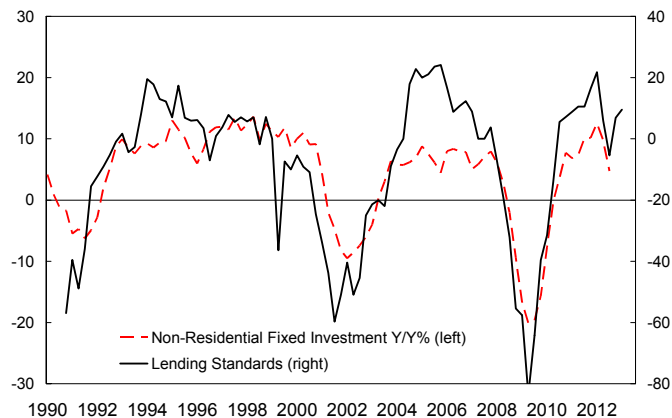
¹ Please see the *U.S. Macro Focus* of September 21 for detailed discussion.

Figure 3. Net Easing/Tightening of Bank Lending Standards for Consumer Loans (2-Quarter lead) vs Non-Residential Fixed Investment Y/Y%



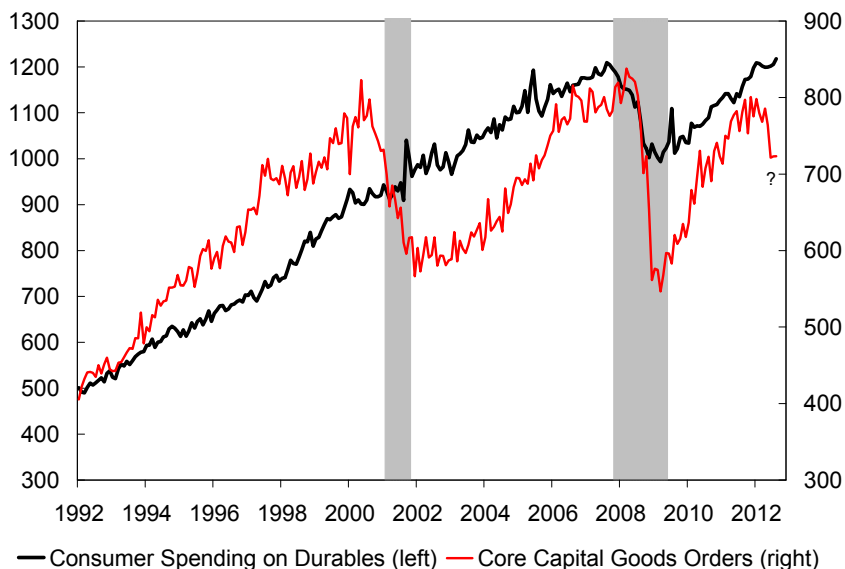
Sources: BEA, FRB. Note last data points are 3Q releases

Figure 4. Net Easing/Tightening of Bank Lending Standards for C&I Loans to Large Firms (2-Quarter lead) vs Non-Residential Fixed Investment Y/Y%



Sources: BEA, FRB. Note last data points are 3Q releases

Figure 5. Core Capital Goods Orders and Consumer Durable Spending (Billions \$, SAAR)



Source: BEA, Census. Note: last observation for durable spending is quarterly average, other data monthly

As figure 5 suggests, the drop in capex orders is not unprecedented or so large as to be irreversible in a few quarters. But the mismatch with relevant domestic demand measures looks too large for an *expansion*.

EPS in 3Q and guidance for 4Q appears to match our own expectation.

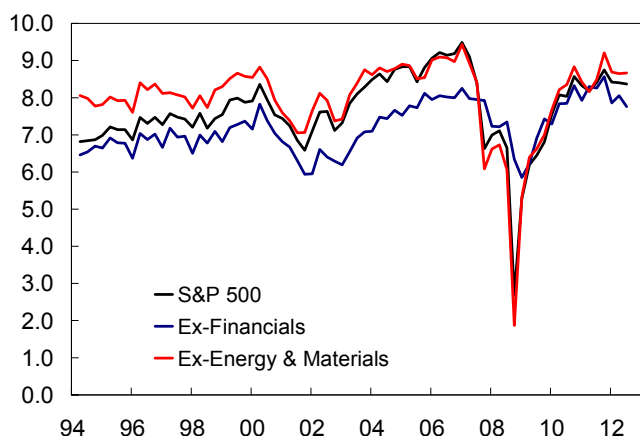
What about the latest softening in profits? As anticipated, analyst estimates for the quarter past have proved too low for 63% of S&P 500 firms that have reported so far. We anticipate hitting our \$25.90 estimate and +1.0% year/year growth rate for the quarter. But with a consensus expectations of +10% for 4Q EPS — the fastest

rate growth rate in more than a year, and double our 5% forecast — markets have instead focused in on downward guidance and slow growing revenues.²

Margin contractions have previously provided meaningful lead times ahead of capital spending declines.

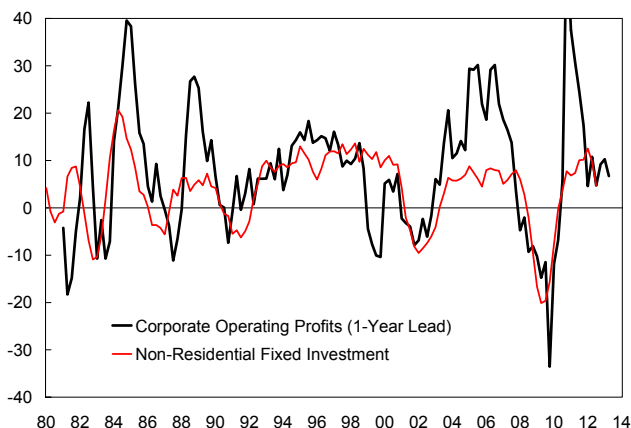
The revenues include large gains for financials and big declines for the commodity sectors, but overall profit margins have not sunk significantly as indicated by the firms that have reported thus far (see figure 6). More meaningfully, capex is a lagging indicator that responds to profits after as long as a year. Profits in recent quarters wouldn't point to immediate and severe cuts in business investment (see figure 7 and again figure 1).

Figure 6. S&P 500 Margin (Operating Profit as % of Sales)



Sources: S&P, Thomson Financial, Factset, and Citi Research. Note: includes partial estimates for 3Q (current consensus and available reports).

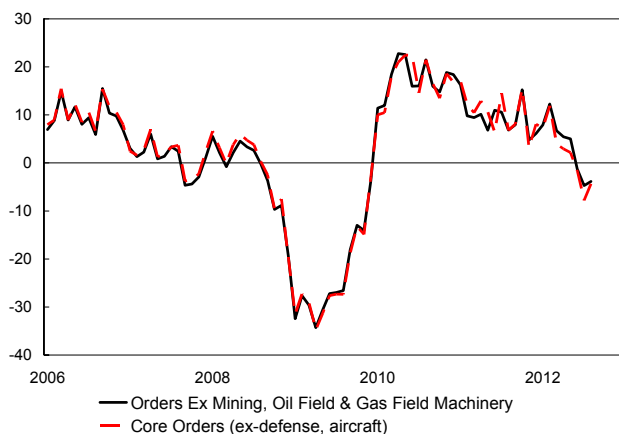
Figure 7. Corporate Operating Profits (National Accounts, 1-Year Lead) and Non-Residential Fixed Investment, Y/Y%



Sources: BEA and Citi Research.

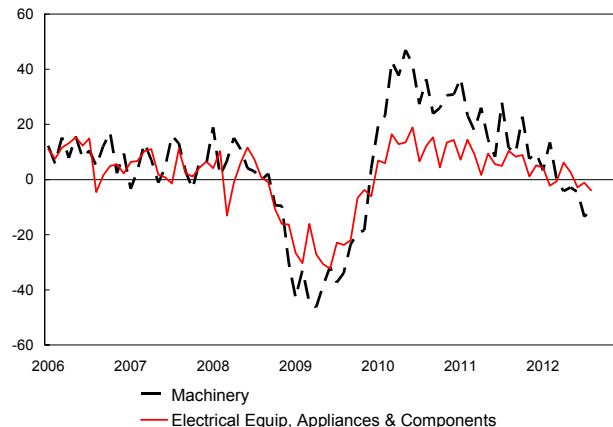
The sector distribution of profits, with Energy expected to post an 18% EPS decline in 3Q following a 17% drop in 2Q, led by weakness in oil and gas pricing, might suggest a budding capex downturn. However, relevant capital spending data from the sector haven't contributed very much to the overall swoon. Instead, a generalized softening in industrial equipment has been evident (see figures 8-9).

Figure 8. Core Capital Goods Orders (total) and Ex-Energy Related Equipment Y/Y%



Sources: Census Note: data shown through August

Figure 9. Orders for Machinery, Electrical Equipment, Appliances and Components Y/Y%



Sources: Census Note: data shown through August

² See "Inside the S&P 500: Profits Approaching Wall After V-Shaped Rebound," August 13, 2012.

Neither exports nor depreciation considerations appear to be large drivers of the latest business spending weakness.

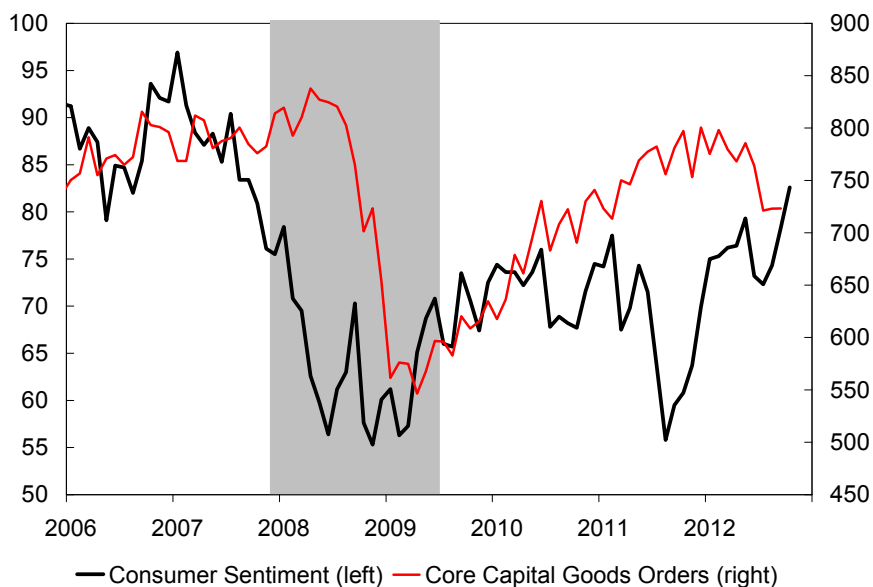
Of course, the slow revenue gains for the Industrials sector – expected to be near 2% year/year in 3Q and -17% for energy — reflect more than just U.S. developments. Yet exports of capital goods were nearly 5% above a year ago in August compared with a 4% increase in similar imports.³ The U.S. trade surplus in capital goods has increased in preliminary 3Q data.

Finally, an element of the fiscal cliff includes a final loss of “bonus depreciation” that allows firms to expense half their capital investment immediately. But with the initial partial expiration at the start of 2012 as a guide, we would note that the timing of capex weakness this year appeared too early for this to be the explanation. In 2011, spending was particularly strong in 3Q as the soon-to-expire benefit pulled forward sales activity. So far, 2012 contrasts sharply with this pattern.

Conclusion: No single explanation for the business spending weakness in 2012 has seemed entirely satisfying. However, with each month that passes, the disconnect between rising consumer confidence and weakening investment seems to make the case clearer (see figure 10). Managers are bracing for some *chance* of a downturn if the U.S. fiscal cliff isn’t avoided. This sets up the U.S. economy for either further deceleration in 2013 on fiscal tightening or for a reacceleration in business spending if their caution proves excessive.

Rising consumer confidence and increasing business caution. Fiscal policymakers will determine who is right.

Figure 10. University of Michigan Consumer Sentiment Index and Core Capital Goods Orders (billions of \$ SAAR)



Source: University of Michigan, Census

³ This aggregation of capital goods excludes both civilian aircraft and autos.

Appendix A-1

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