

[<Back](#)[Print](#)

Volume 06-09-01 **Q'S News Bulletin- Less Bad**

**Dear Debra,**

## Less Bad-- When Does That Mean Good ?

What spaghetti tells you about the economy...

The phrase "**less bad**" has been gaining in popularity as economic reports trickle in that are not as dire as we expected it to be.

The media is quick to caution that less bad certainly does not mean good- few would come out and say a quick recovery is imminent. Fair enough.

What is bothersome though, is the nay-sayers that pounce on any published optimism--as if we needed people to sensationalize our economic crisis further in case we were not suitably impressed.

It seems that a lot of anecdotal testimonies are emerging to support the idea of *less bad* and that perhaps soon, it may even become *good*.

Dan Kadlec -  
Time Magazine



***We say anecdotal optimism is just as promising as facts, because a recession is as subject to the confidence and attitudes of the consumers, as it is the sheer data of economic indicators.***

**Here is Kadlec's top 10 list of indicators to show when the economy turns up.**

- 1) **Home Sales**- *hard data from where the troubles began, it will be a key indicator of when and how fast, we can rise.*
- 2) **Jobs**-*at this point we are looking for the downward trend to stabilize.*
- 3) **Jobs ( again)**. *Monthly temporary employment numbers will pick up before full time hiring gets on track.*
- 4) **Car Sales**. *vehicles are the big ticket items consumers purchase when they start to feel good again, and want to take advantage of historic incentives*
- 5) **Retail Sales**- *discount retailers have fared better than higher end retailers in the past 2 years, watch for the discrepancies to even out to show consumer confidence.*
- 6) **Interest Rates Spreads**. *The credit freeze is thawing but rate spreads are still out of line and a narrowing will show a market on more solid ground.*
- 7) **The Pasta Indicator**-- *sales rose in 2008 22% in the US because it is a cheap meal. When pasta sales slow we'll know we are on the mend Kadlec says.*
- 8) **The Cardboard Indicator**- *the demand for packaging rises when people start*

*buying things again..*

**9) Sweet-Talking Bill Collectors.** *Kaldec says "you'll know the economy is righting itself when credit card companies stop negotiating with debtors." And finally*

**10) Movie Madness.** *movie-goers are a group that tends to signal economic trends, so watch for a sustained rise in ticket sales as a beacon for better times.*

**[For more details Kadlec's full article.](#)**

**Ezio Traunero**

email: [traunero@questorfinancial.com](mailto:traunero@questorfinancial.com)

phone: 905 695 0955 x 24

web: <http://www.questorfinancial.com>

**Join our mailing list!**

 

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to dsilas@questorfinancial.com by [traunero@questorfinancial.com](mailto:traunero@questorfinancial.com).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Questor Financial Corp | 2180 Steeles Ave West Ste 222 | Concord | Ontario | L4K2Z5 | Canada