Malehorn, Jack

The Journal of Business Forecasting Methods & Systems; Spring 2003; 22, 1; ABI/INFORM Global pg. 39

## THE NATION'S ECONOMIC OUTLOOK

By Jack Malehorn, Ph. D

#### SHORT TERM MARKET JITTERS DEFY BULLISH CONSENSUS OUTLOOK

the psychological espite devastating effects of war, tumultuous and nervous markets, and growing concern over a global virus of unknown effects (SARS), the Consensus remains steadfast in its belief that the economy is posed to perform admirably in the second half of the year and into 2004. Granted, the existence of conditional scenarios is as ubiquitous as hotdogs on opening day in baseball; there does exist fundamental reasons for thinking optimistically. Most forecasts in the Consensus remain essentially unchanged from last quarter's. Real growth is forecast to run at a 2.7% rate. In juxtaposition, Richard DeKaser from National City Corp., explains, "we subscribe heavily to the view that war-related uncertainties are the principal impediment to superior economic performance. Further, we are still expecting a relatively a brief war, minimal damage to oil supplies, and a better post-war outcome than seems to be generally accepted. If these developments play out in the next month, as we believe, financial markets and economic activity will respond with alacrity." Nicholas Perna from Perna Associates believes, "war with Iraq is brief with no major complications." In addition, the threat of terrorism is subdued and kept far away from the world's major economies. Doug Duncan from Mortgage Bankers Association adds, "war is concluded

relatively soon and the full Bush Tax Plan is implemented before the August recess."

### **CONSUMER MARKETS**

Despite consumer confidence being rattled of late, Real Personal Disposable Income and Real Personal Consumption Expenditures are predicted to grow at a healthy 3.9% and 4.0% rate, respectively. Undoubtedly, the public sector plays a prominent role in this outlook. Both aggressive fiscal spending-spurred in part by increased defense spending associated with the conflict in Iraq and the threat of terrorism and an accommodative Monetary Policy will impact the economic outlook in a positive way. When you consider that household expenditures account for roughly \$2 of every \$3 of economic activity; it is hard to imagine a solid growth scenario without their active participation. And since 9-11, consumers have been anxiously awaiting a reason to celebrate. Total Light Vehicle sales are predicted at a 16.8 million rate in concert with Housing Starts holding their own at a respectable 1.6 million run rate.

### LABOR MARKETS

Job growth and unemployment are called to strengthen as the year unfolds. The Nation's unemployment rate is

anticipated to improve slowly during the year, inching down 1 or 2 tenths of a point each quarter.

#### **INFLATION**

War and inflation generally go hand and hand. The Consensus, however, predicts relatively mild price pressures as the year unfolds at a run rate of less than 2%. Probably the greatest threat of inflationary pressures rests with disruptions in the Middle East oil supply chain. Needless to say, this will be a closely watched variable as the war is orchestrated.

### INDUSTRIAL SECTOR

The Industrial Sector exhibits a tremendous sensitivity to the psychology of markets. Still, the Consensus expects the Capacity Utilization rate to continue to improve throughout the year. Real Non-Residential Fixed Investment is predicted to run at a 6.1% rate, unchanged from the previous quarter. Ray Perryman from the Perryman Group offers the following rationale: "The onset of war should remove some uncertainty and assuming a quick and successful conclusion, restored investment activity. Combined with low interest rates, this situation should generate substantial momentum. Technology advances are key to resurgence in many

The information appearing in this forecast is gathered by The Journal from sources it considers reliable. Neither The Journal nor the individual institutions providing the data guarantee accuracy; nor do any of them warrant in any way that use of the data appearing herein will enhance the business or investment performance of companies or individuals who use them.

Dr. Jack Malehorn teaches statistics and quantitative methods in the Management Department at Valdosta State University in southern Georgia. His areas of expertise include forecasting and planning. He is on the Editorial Review Board to the Journal of Business Forecasting. He has worked as President and CEO of The Black Hill Manufacturing Co., and COO of NorCom Advanced Technologies. He

has also worked as Chief Economist for United Telephone Company of Pennsylvania and New Jersey, an operating company of Sprint. He has taught as an Adjunct Professor at Johns-Hopkins University, Graduate School of Business.

For any comments and suggestions, contact him at e-mail, Jmalehorn@yahoo.com.

THE JOURNAL OF BUSINESS FORECASTING, SPRING 2003

#### FINANCIAL MARKETS

For the most part, credit markets are poised to contribute significantly to the economy. Growth in the money supply (M2) will run at roughly a 2.1% rate while down from last quarter, the economy appears flush with available cash and alternative financing options.

This is further supported by the forecast for the Fed Funds Rate, which is expected to inch up slowly over the forecast period but, nonetheless in a historically palatable range. Only small increases are expected in the AAA Corporate Bond Rate along a narrow range of 30 basis points.



### **UPCOMING EVENTS**



June 19 & 20, 2003

Supply Chain Forecasting Conference Europe Amsterdam, Netherlands

August 21& 22, 2003

Business Forecasting: A Tutorial Boston, MA U.S.A.

October 2003

Business Forecasting Best Practices Conference Orlando, FL U.S.A.

February 2004

Supply Chain Forecasting Conference Phoenix, AZ U.S.A. 2004

For further information Write/Call:

**Institute of Business Forecasting** 

350 Northern Blvd., Suite 203 Great Neck, N.Y. 11021 516.504.7576 • 800.440.0499

Email: IBF@ibf.org • Website: www.ibf.org

### MACROECONOMIC FORECASTS - TABLE I

GROSS DOMESTIC PRODUCT (GDP) Bil. of Chained (1996) Dollars, Level							(Based on	SPOSABLE IN GDP Conce \$, Level (SA/	pt)	PERSONAL CONSUMPTION EXPENDITURE (Based on GDP Concept) Cur. Bil. of \$, Level (SAAR)				
Quarter		03-3	03-4	04-1	04-2	03-3	03-4	04-1	04-2	03-3	03-4	04-1	04-2	
Bank One	Diane Swonk	9707.5	9793.1	9877.2	9947.3	N.A	N.A	N.A	N.A	7676.1	7745.9	7820.5	7906.4	
Bk Of Tokyo	Michael Niemira	9691.4	9742.5	9818.5	9894.0	8429.1	8486.8	8562.2	8643.0	N.A	N.A	N.A	N.A	
Conf Board	Ken Goldstein	9750.4	9865.2	9946.6	10028.1	8402.1	8496.4	8745.6	8739.9	7686.2	7801.4	7921.7	8004.3	
Fannie Mae	David Berson	9695.5	9793.1	9885.2	9980.8	8328.2	8401.3	8584.8	8650.3	7660.9	7739.7	7832.0	7929.6	
Kellner Eco	Irwin Kellner	9712.0	9789.0	9873.0	9961.0	8239.0	8346.0	8465.0	8579.0	7656.0	7756.0	7864.0	7970.0	
Moody's	John Puchalla	9726.6	9794.0	9840.2	9927.5	8204.4	8310.6	8383.6	8520.4	7748.3	7889.7	7977.4	8140.0	
Morgan Stanle	yRichard Berner	9653.8	9758.1	9865.7	9965.9	8350.2	8468.2	8606.7	8724.4	7692.0	7797.1	7908.5	8007.6	
Mortgage	David Duncan	9673.0	9769.0	9854.0	9939.0	8234.0	8357.0	8533.0	8579.0	7636.0	7720.0	7815.0	7903.0	
Natl City Ctr	Richard DeKaser	9720.0	9827.0	9961.0	10071.0	8304.0	8373.0	8607.0	8686.0	7665.0	7756.0	7887.0	8007.0	
Nomura	David Resler	9667.5	9746.3	9820.5	9892.1	8224.0	8304.1	8413.3	8487.0	7594.5	7673.9	7754.0	7824.9	
Northern Tr	Paul Kasriel	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	
Paine Webber	Maury Harris	9743.6	9827.3	9876.5	9955.9	8295.4	8407.2	8522.5	8631.6	N.A	N.A	N.A	N.A	
Perna Asso	Nicolas Perna	9662.0	9734.0	9805.0	9886.0	8324.0	8398.0	8498.0	8612.0	7627.0	7731.0	7835.0	7941.0	
Perryman Gp	Ray Perryman	9769.3	9896.5	10039.4	10106.3	8407.1	8495.5	8768.6	8819.7	7675.7	7797.6	7951.3	8052.4	
S & P DRI	David Wyss	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	
US Chamber	Martin Regalia	9693.5	9773.0	9855.7	9940.3	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	
US Trust	Robert T. McGee	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	
WEFA	Andrew Hodge	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	
Consensus		9704.7	9793.4	9879.9	9963.9	8311.8	8403.7	8557.5	8639.4	7665.2	7764.4	7869.7	7971.5	

#### PARTICIPATING INSTITUTIONS

Bk of Tokyo = Bank of Tokyo, New York, New York; Bank One=Bank One, Chicago; Conf Board = Conference Board, New York, New York.; Fannie Mae = Fannie Mae, Washington, DC; Kellner Eco = Kellner Economic Advisory, Port Washington, New York; Moody = Moody's Investors Service, New York, New York; Morgan Stanley=Morgan Stanley Dean Witter & Co, N.Y.; Mortgage = Mortgage Bankers Association, Washington, DC; Natl City Ctr = National City Bank, Cleveland, Ohio; Nomura = Nomura Securities, New York, New York;

Northern Tr = Northern Trust Company; Chicago, IL; Northern Tr = Northern Trust Company; Chicago, IL; Paine Webber = Paine Webber, Inc., New York, New York; Perna Asso = Perna Associates, Richfield, Con.,; Perryman Gp = The Perryman Group, Waco, Tx; S&P DRI = Standard & Poors DRI, New York, New York; Scudder = Zuric Scudder Investments, New York, New York; US Chamber = U.S. Chamber of Commerce, Washington, D.C.; US Trust = US Trust, New York, New York; WEFA = WEFA, Inc., PA.

THE JOURNAL OF BUSINESS FORECASTING, SPRING 2003

# MACROECONOMIC FORECASTS - TABLE II

	UNEMPL	OYMENT (C (SAAR)	IVILIAN —%	)		TOTAL LIGHT VEHICLE SALES (FOR. & DOM.) Mil. of Units (SAAR)				CHAINED (1996) PRICE INDEX (Level)				
Quarter		03-3	03-4	04-1	04-2	03-3	03-4	04-1	04-2	03-3	03-4	04-1	04-2	
Bank One	Diane Swonk	6.0	5.8	5.8	5.8	15.8	16.0	16.0	15.7	112.0	112.1	112.3	112.7	
Bk Of Tokyo	Michael Niemira	5.7	5.5	5.5	5.5	16.0	16.0	16.1	16.1	112.7	113.1	113.7	114.3	
Conf Board	Ken Goldstein	6.1	5.6	5.6	5.6	15.6	16.3	16.3	16.4	113.0	113.4	114.0	114.6	
Fannie Mae	David Berson	5.8	5.7	5.5	5.4	N.A	N.A	N.A	N.A	112.7	113.1	113.6	114.1	
Kellner Eco	Irwin Kellner	6.0	5.9	5.8	5.8	15.7	16.0	16.2	16.4	112.8	113.3	114.0	114.6	
Moody's	John Puchalla	5.7	5.6	5.5	5.4	16.3	16.4	16.4	16.6	112.9	113.5	114.2	114.8	
Morgan Stanley	Richard Berner	6.3	6.1	6.0	5.9	16.0	16.2	16.3	16.2	112.6	113.1	113.7	114.1	
Mortgage	David Duncan	6.1	6.0	5.9	5.9	16.5	16.5	16.5	16.7	112.6	112.9	113.4	113.8	
Natl City Ctr	Richard DeKaser	6.0	5.8	5.6	5.5	16.4	16.9	17.0	17.2	112.9	113.3	113.8	114.3	
Nomura	David Resler	6.2	6.2	6.2	6.2	16.3	16.4	16.5	16.4	113.1	113.7	114.4	115.2	
Northern Tr	Paul Kasriel	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	
Paine Webber	Maury Harris	6.1	6.0	6.0	5.9	N.A	N.A	N.A	N.A	112.6	113.1	113.5	113.9	
Perna Asso	Nicolas Perna	5.7	5.7	5.7	5.6	16.4	16.2	16.5	16.8	112.6	113.2	113.7	114.3	
Perryman Gp	Ray Perryman	6.1	5.8	5.7	5.5	16.6	17.2	17.6	17.6	112.9	113.4	113.9	114.5	
S&P	David Wyss	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	
US Chamber	Martin Regalia	5.8	5.7	5.6	5.5	N.A	N.A	N.A	N.A	112.6	113.1	113.7	114.3	
US Trust	Robert T. McGee	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	
WEFA	Andrew Hodge	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	
Consensus		6.0	5.8	5.7	5.7	16.1	16.4	16.5	16.6	112.7	113.2	113.7	114.2	

# MACROECONOMIC FORECASTS - TABLE III

		SUMER PRIO 1996=100), L				INDU	STRIAL CAP	ACITY UTILIZ AAR)	ZATION	NON-RESIDENTIAL FIXED INVESTMENT (Bil. of Chained 1996 Dollars)				
Quarter		03-3	03-4	04-1	04-2	03-3	03-4	04-1	04-2	03-3	03-4	04-1	04-2	
Bank One	Diane Swonk	184.8	185.5	186.2	187.2	N.A	N.A	N.A	N.A	1227.5	1245.1	1266.4	1291.6	
Bk Of Tokyo	Michael Niemira	184.0	184.5	185.5	186.5	76.3	76.7	77.0	77.3	1217.9	1228.3	1243.9	1259.6	
Conf Board	Ken Goldstein	185.2	186.5	187.8	189.1	76.3	77.3	78.5	78.6	1234.9	1259.4	1281.3	1301.7	
Fannie Mae	David Berson	184.9	185.8	186.7	187.7	74.5	75.1	75.6	76.2	1207.6	1238.3	1270.9	1308.3	
Kellner Eco	Irwin Kellner	185.1	186.1	187.3	188.3	75.8	75.9	76.0	76.1	1160.0	1100.0	N.A	1220.0	
Moody's	John Puchalla	185.3	186.5	187.4	188.8	76.2	76.8	77.4	77.8	1215.0	1226.0	1227.8	1248.0	
Morgan Stanley	Richard Berner	185.0	185.8	187.0	188.2	74.0	75.0	74.2	77.1	1190.5	1210.9	1243.8	1280.8	
Mortgage	David Duncan	185.1	185.4	186.1	186.7	74.2	75.0	75.7	76.2	1217.0	1249.0	1272.0	1305.0	
Natl City Ctr	Richard DeKaser	184.9	185.7	186.4	187.2	74.2	75.6	77.1	77.8	1225.0	1253.0	1288.0	1330.0	
Nomura	David Resler	186.1	187.5	188.8	190.4	75.5	76.0	76.5	77.0	1184.8	1205.8	1227.0	1249.6	
Northern Tr	Paul Kasriel	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	
Paine Webber	Maury Harris	184.4	185.4	186.5	187.6	77.4	78.0	78.0	78.8	1223.6	1253.3	1280.1	1307.6	
Perna Asso	Nicolas Perna	185.1	186.4	187.8	189.2	76.0	76.3	76.5	76.3	1224.0	1244.0	1266.0	1289.0	
Perryman Gp	Ray Perryman	183.9	184.5	185.5	186.4	75.9	76.5	77.3	78.0	1234.5	1268.0	1305.8	1338.2	
S & P DRI	David Wyss	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	
US Chamber	Martin Regalia	184.3	185.3	186.4	187.5	N.A	N.A	N.A	N.A	1230.9	1250.7	1272.9	1295.6	
US Trust	Robert T. McGee	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	
WEFA	Andrew Hodge	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	
Consensus		184.9	185.8	186.8	187.9	75.5	76.2	76.7	77.3	1213.8	1230.8	1265.1	1287.5	

### MACROECONOMIC FORECASTS - TABLE IV

FEDERAL FUNDS RATE %						AAA CORPORATE BOND RATE %			MONEY SUPPLY M2-BIL. OF \$ (LEVEL, SAAR)				PRIVATE HOUSING START TOTAL (Mil. Units) (SAAR)				
Quarter		03-3	03-4	04-1	04-2	03-3	03-4	04-1	04-2	03-3	03-4	04-1	04-2	03-3	03-4	04-1	04-2
Bank One	Diane Swonk	1.3	1.6	1.9	2.6	6.0	6.5	6.6	6.8	6080.8	6211.8	6303.0	6395.5	1.6	1.6	1.5	1.5
Bk Of Tokyo	Michael Niemira	1.5	1.8	2.5	2.5	6.5	6.7	7.1	6.6	5921.4	6041.0	5914.0	6031.0	1.7	1.7	1.7	1.7
Conf Board	Ken Goldstein	1.7	2.0	2.2	2.5	6.5	6.7	6.8	6.8	6008.0	6067.3	6111.9	6135.2	1.7	1.6	1.6	1.6
Fannie Mae	David Berson	1.3	1.5	2.0	2.4	5.8	6.0	6.0	6.1	N.A	N.A	N.A	N.A	1.7	1.7	1.7	1.7
Kellner Eco	Irwin Kellner	1.3	1.4	1.5	1.8	6.2	6.3	6.4	6.5	N.A	N.A	N.A	N.A	1.6	1.6	1.7	1.7
Moody's	John Puchalla	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A
Morgan Stanle	yRichard Berner	1.3	1.3	1.8	2.5	N.A	N.A	N.A	N.A	5895.2	5888.6	5869.6	5635.1	1.5	1.6	1.6	1.6
Mortgage	David Duncan	1.3	1.2	1.4	2.0	6.3	6.5	6.3	6.2	N.A	N.A	N.A	N.A	1.6	1.6	1.6	1.6
Natl City Ctr	Richard DeKaser	1.3	1.5	2.0	2.4	6.4	6.3	6.3	6.4	5995.0	6062.0	6138.0	6188.0	1.6	1.6	1.6	1.6
Nomura	David Resler	1.3	1.3	1.3	1.3	6.1	6.0	6.2	6.2	N.A	N.A	N.A	N.A	1.7	1.7	1.6	1.7
Northern Tr	Paul Kasriel	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A
Paine Webber	Maury Harris	1.3	1.8	2.3	2.5	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	1.6	1.5	1.5	1.5
Perna Asso	Nicolas Perna	1.3	1.4	1.8	2.3	6.4	6.6	6.7	6.6	N.A	N.A	N.A	N.A	1.5	1.5	1.5	1.5
Perryman Gp	Ray Perryman	1.6	2.2	2.5	3.0	6.0	6.4	6.8	7.0	6007.6	6065.7	6147.7	6179.1	1.7	1.6	1.6	1.7
S & P DRI	David Wyss	1.3	1.5	2.0	2.3	6.1	6.2	6.4	6.7	6064.0	6137.1	6238.3	6302.0	1.7	1.7	1.6	1.6
US Chamber	Martin Regalia	1.5	2.3	3.3	3.3	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	1.6	1.6	1.6	1.6
US Trust	Robert T. McGee	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A
WEFA	Andrew Hodge	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A
Consensus		1.3	1.6	2.0	2.4	6.2	6.4	6.5	6.5	5996.0	6067.6	6103.2	6123.7	1.6	1.6	1.6	1.6



### **SUBSCRIBE TO** brecasting THE JOURNAL OF BUSINESS FORECASTING Each issue will give you:

- A host of jargon-free articles on how to obtain, recognize, and use good forecasts written in an easy-to-understand style for business executives and managers. Plus, it will give new, practical forecasting ideas to help you make vital decisions affecting sales, capital outlays, credit, plant expansion, financial planning, budgeting, inventory control, production scheduling, marketing strategies and financial planning.
- The Consensus Forecasts consists of 18 separate forecasts of 13 key business and economic indicators plus a consensus. The list of

participants in the forecasts reads like Who's Who of financial markets.

■ International Economic Outlook gives one year ahead forecasts of real GNP/GDP growth rate, inflation and current account of the balance of payments of 47 different countries around the world. Plus, it gives quarterly forecasts of interest rates of five major markets and quarterly exchange rate forecasts of 8 major countries - Japan, Germany, England, Switzerland, France, Italy, Canada and Australia.

### **Subscription Form**

(Published four times a year)

Subscription (hard copy): \$85 Domestic, \$110 Foreign including Canada.

Subscription (hard copy and PDF file): \$100 Domestic, \$125 Foreign.

Subscription (PDF file):\$55 Both Domestic and Foreign

The Journal of Business Forecasting, 350 Northern Blvd., Suite 203, Great Neck, N. Y. 11021 516.504.7576 • 800.440.0499 • Fax No. 516.498.2029 • Email: ibf@ibf.org • www.ibf.org

NAME	TITLE	COM	IPANY	DE	PT.	
ADDRESS		CITY	STATE	ZIP	COUNTRY	
TEL	FAX	E-MAIL	SIGNATURE			
Mark the copy you want: Please check:	<ul><li>Hard copy</li><li>Payment Enclosed</li></ul>	□ Digital □ Bill Co	copy (PDF file) ompany	<ul><li>☐ Hard copy and Digital copy (PDF</li><li>☐ Credit Card</li></ul>		
Fraud Protection Casts VISA Moderated Click Here (1988)						
VISA/MASTERCARD/AMEX		E	XP.			

THE JOURNAL OF BUSINESS FORECASTING, SPRING 2003