



WEEKEND READING

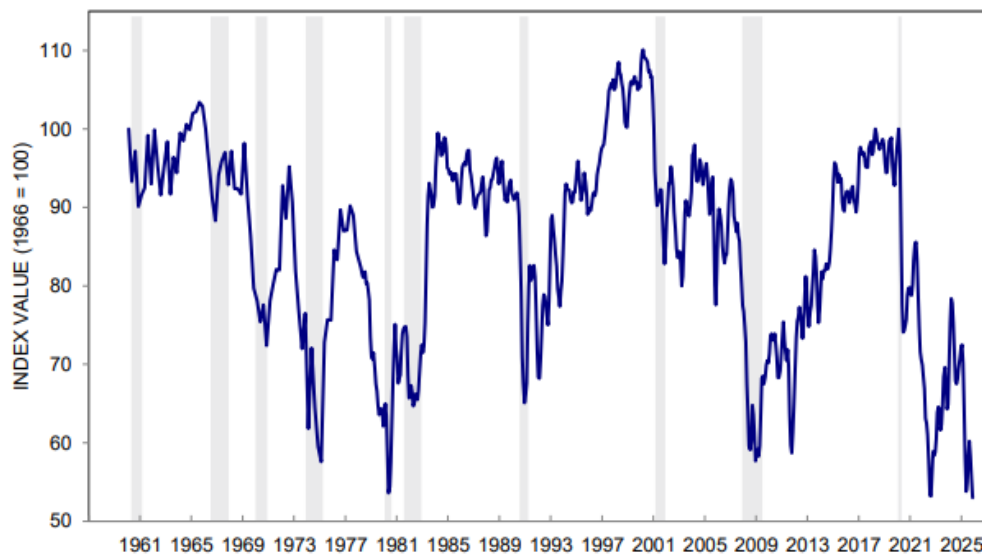
Shedding the light on what's happening - our world - our finances - our times

Hang Ten?

US Consumer Sentiment Survey Index is at 50.3.

This is the lowest level since the U-Michigan began the survey in 1966.

THE INDEX OF CONSUMER SENTIMENT



<https://www.sca.isr.umich.edu/charts.html>



Hilberry's Take:

- Consumer Sentiment tends to bottom during recessions.
 - The data confirming a recession follows months after the fact.
 - We're probably in the early stages of some kind of slowdown.
- Consumer Sentiment has been a lagging indicator.
 - The low reading confirms our increasing cash over the summer.
 - Past dips have been a contrarian buying signal for stocks
 - Our next major move should be buying.
- The U-of-M Consumer Sentiment Survey commentary details that consumers holding stocks are 11% (20%) more optimistic due to market performance. That may prove ethereal.
 - Retail investors have yet to feel the pain.
 - Tesla's (TSLA-US-\$384.83) shareholder base is over 40% retail. Typical is under 20%. That's a LOT of potential selling
 - [Retail Investors Buy Tesla - Barrons](#)
 - Tesla is down 19% from the Dec, 2024 \$488.54 all-time high.
 - The Forward P/E is still 240 (!!)
- Politics: Sagging consumer sentiment is a leading indicator for elections. A record low reading does not bode well for the political party in power. We continue to believe the election of Donald Trump was a (mostly) a protest vote against the Joe Biden inflation spike. We expect a similar treatment for the GOP in the Nov, 2026 mid-term elections. A lot can happen in 12 months!

The not so Magnificent Seven.

Roundhill Magnificent Seven ETF (MAGS-NSDQ-\$63.29) 15 min intervals



Source: LSEG, NBF, Hilberry Market close Nov 20, 2025

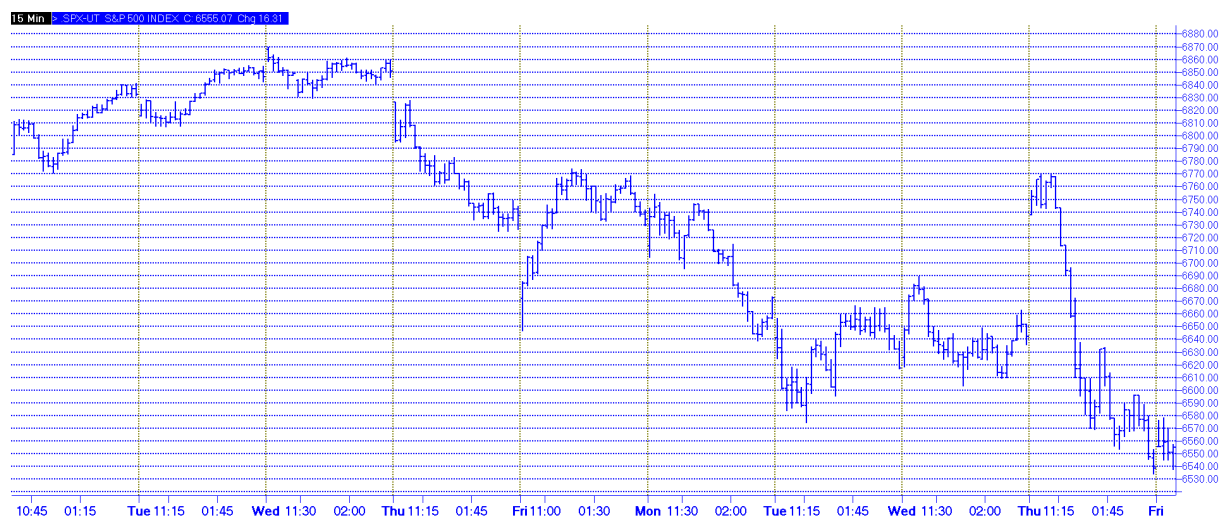


Hanging ten...?



After the close on Wednesday, Nvidia reported earnings that beat (posted) analyst expectations. The market rallied hard out of the open on Thursday...then gave it all back. Apparently it wasn't good enough. We suspect retail chased the Nvidia story, then the Pro's let 'em have it. Downside volume was much heavier. Thursday's sell-off continued into Friday.

S&P500 15 min intervals 2 weeks

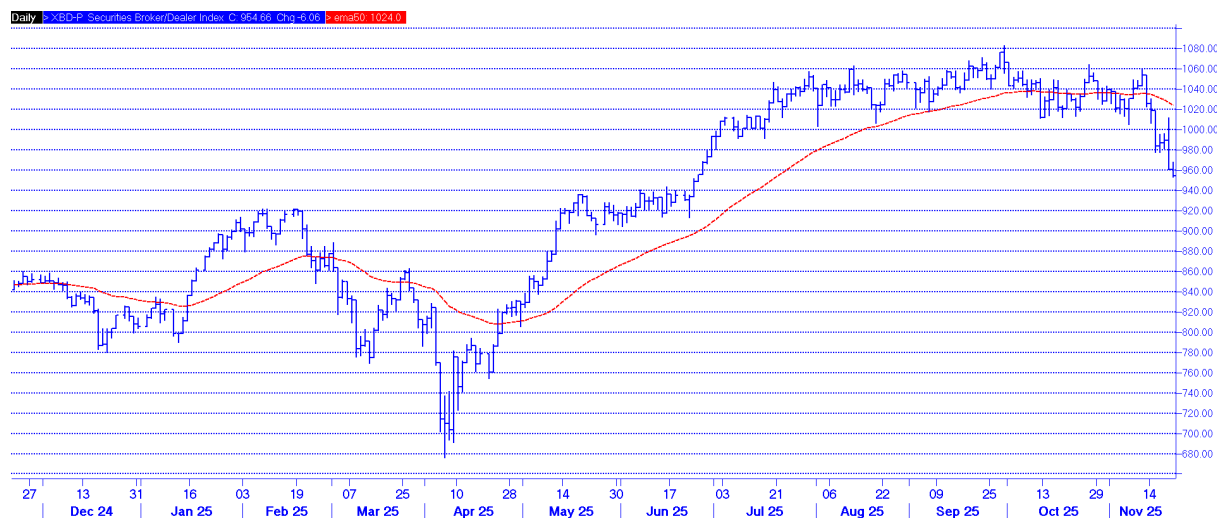


Source: LSEG, NBF, Hilberry Market mid-session Nov 21, 2025

The Broker Dealer's have rolled over.

We've drawn attention to the strength in the Broker Dealers. Rising dealer prices predict rising markets. Given our elevated cash holdings, we found it frustrating. That changed this month.

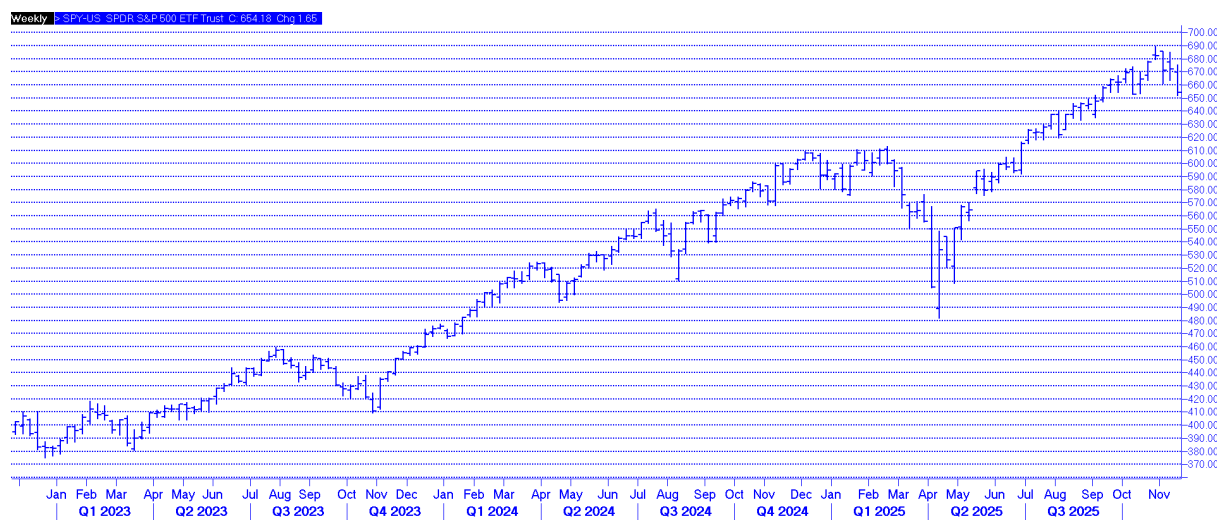
US Securities Broker/Dealer Index (XBD-953.16)



Source: LSEG, NBF, Hilberry Market mid-session Nov 21, 2025

The Securities Dealer shares are now pricing for lower earnings. Note the Feb-to-April 2025 sag. Selling at today's decline % in that period missed the subsequent rebound. Maintain perspective. Frankly, it's about time.

S&P500 Total Return Index weekly ranges – three years.



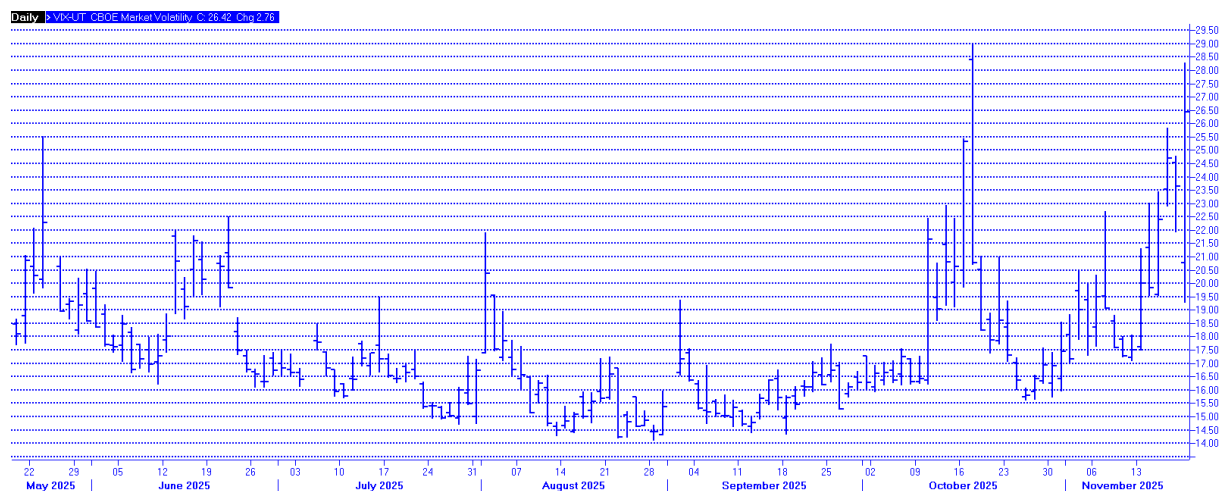
Source: LSEG, NBF, Hilberry Market mid-session Nov 21, 2025

The market needs to take a breather to test downside pricing.



Surf's up?

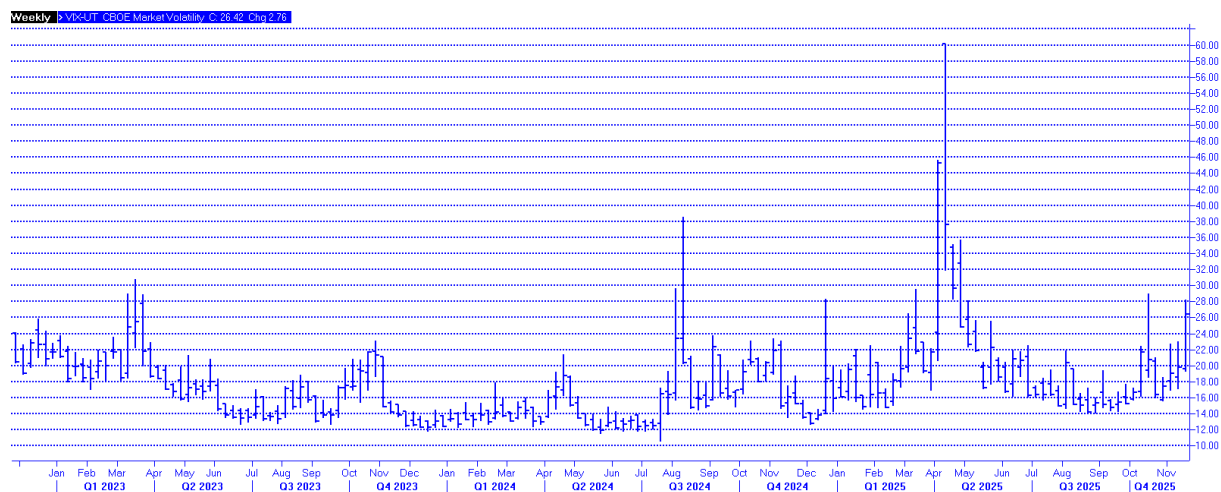
CBOE Market Volatility Index (VIX-\$26.42) 6 months



Source: LSEG, NBF, Hilberry Market mid-session Nov 21, 2025

... not really.

CBOE Market Volatility Index (VIX-\$26.42) 3 years

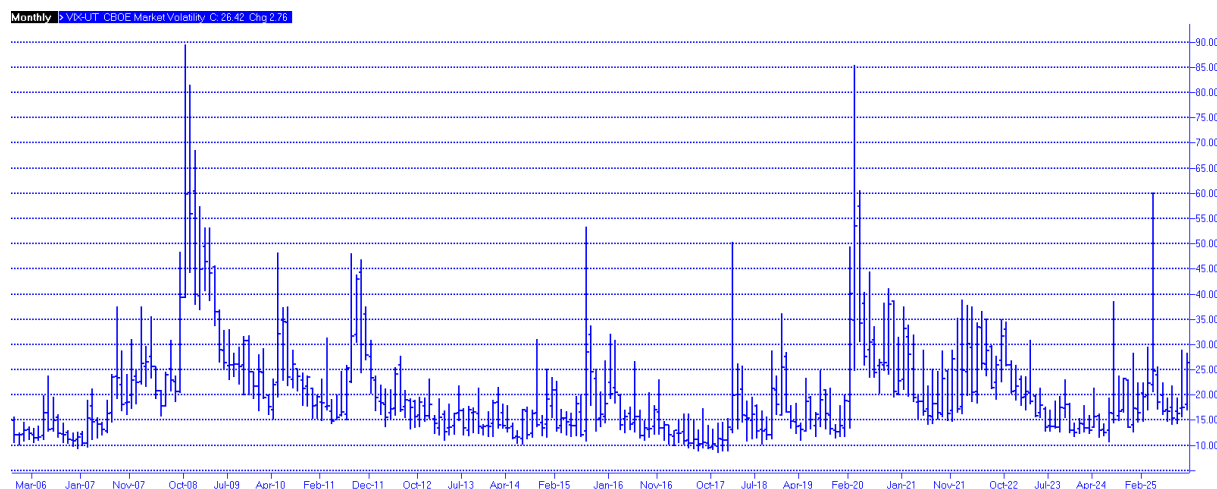


Source: LSEG, NBF, Hilberry Market mid-session Nov 21, 2025

The volatility spike to 60 to the right is the April 2025 'Liberation Day' panic. Even April's spike, while nerve wracking, wasn't a biggiey...



CBOE Market Volatility Index (VIX-\$26.42) monthly ranges 20 years.



Source: LSEG, NBF, Hilberry Market mid-session Nov 21, 2025

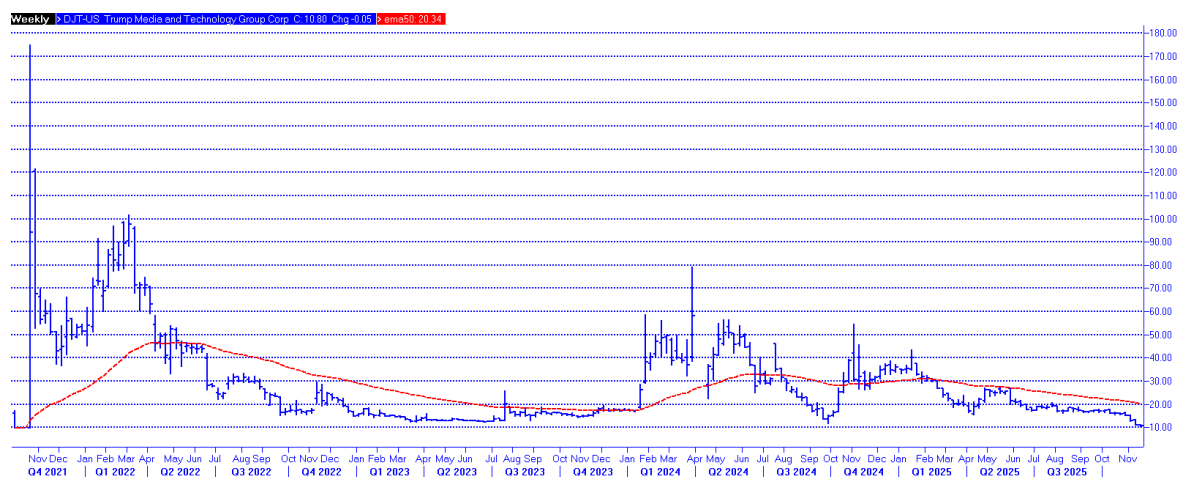
The left-hand volatility spans 2008 that saw monthly volatility maintain in the 60's. Now THAT was a freak out. Investors should keep their big kid pants on. Yes, prices are down and yes, volatility is up...a bit We're seeing prices for companies we admire finally falling to something approaching reality. The next chart isn't one of them

Trump Media isn't Hyuge any more.

DJT Craters - wiping out \$5 billion Trump Family Wealth

Donald Trump created **Trump Media and Technology Group (DJT-\$10.77)** via a SPAC merger announced in Oct, 2021. Enthusiasm for Mr. Trump's money-making prowess saw the shares trade at \$175 that month, marking the Bigley high (left hand margin spike on the chart). Since then it's been a disappointment. Money-making for whom?

Trump Media and TechnologyGroup Co. (DJT-NYSE-\$10.77)



Source: LSEG, NBF, Hilberry Market close Nov 18, 2025



DISCLOSURE: We have no positions in Trump Media. We have not traded in the security.

With Trump in mind...what about EV's?

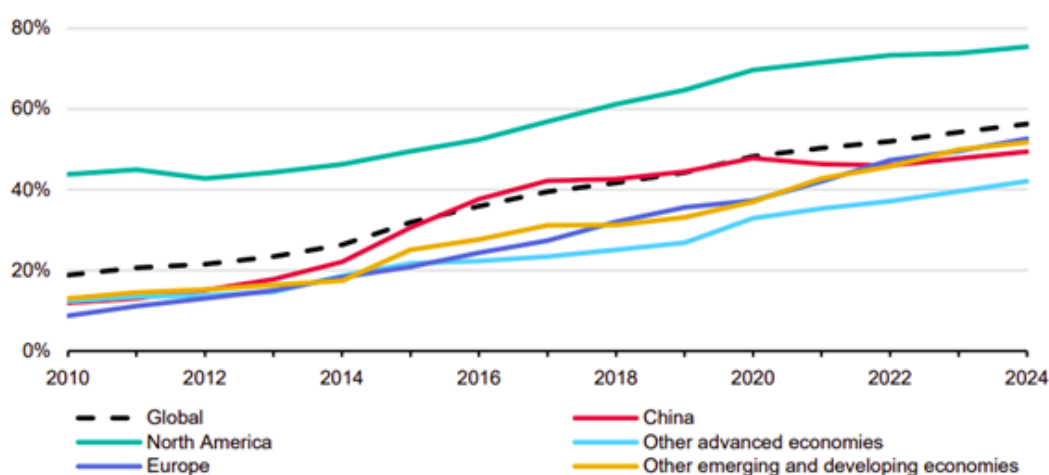
NBF's Josh Ochman writes the Energy Desk 'Before the Bell' daily note. This excerpt is from are his opening comments for the Tuesday Nov 18, 2025 edition.

Morning,

The IEA released a report this morning on the global car industry further framing the ongoing evolution within the EV market. **However, this evolution (or transition) is not uniform. As we've seen (per recent manufacturer headlines), while EV sales are set to grow in some advanced economies, ICE sales may persist or even rise in other regions. The IEA points out that in 2024 SUV & pickup trucks accounted for 50% of global car sales. And per the chart below, this percentage has been on a steady trajectory higher. This preference for larger vehicles is most pronounced in North America (shocker).** Also recognizing that what classifies as an SUV these days isn't necessarily the same large sized SUV that once may have been more dominant in the category (look no further than when ordering an Uber XL only to see a Honda CRV pull up). And appreciating even these larger SUVs have also made huge strides in fuel efficiency. The IEA points out the underlying momentum within the EV market, at the moment, remains anchored in China which has also become the world's largest exporter of EVs, with 70% of global EVs sold worldwide being manufactured in China. The country's cost advantage, especially in battery production (which is over 30% cheaper than in Europe), stems from economies of scale, vertical integration, and technological advancement in battery chemistry. To upend China's dominance in EVs the IEA suggests manufacturers outside of the country require greater scale, manufacturing efficiency, securing critical mineral supply chains, and prioritizing cost-competitive battery chemistries. However, for the time being, both European and North American manufacturing capacity is roughly sufficient for current domestic EV demand (which is feeling a little stagnant?). For now it would appear that, at least in North America, the enthusiasm for EVs (and associated growth) has waned (with manufacturers recalibrating EV plans accordingly)...not exactly the future policy markers here in Canada and the US foretold of several years back.

[What next for the Global Car Industry - IEA Nov 18, 2025](#)

Figure 1.2 Sales share of SUVs and pick-up trucks by market, 2010-2024



IEA. CC BY 4.0.

Notes: Sales share includes segments SUV-A to SUV-E and pick-up trucks.

Source: IEA analysis based on Marklines.

Source: IEA



Just a few years ago, the transition to a market full of electric vehicles seemed inevitable, with the vast majority of automakers proclaiming that their lineups would become fully electrified over the next decade. But EV adoption, at least in the United States, didn't take off quite as quickly as many companies expected. Along with less enthusiastic demand for electric cars, the Trump administration's elimination of the \$7500 federal EV tax credit, which ended at the conclusion of September, set the transition to EVs back even further.

The headwinds against EVs have led to a dramatic shift in most automakers' plans, with several models taken off the market after a short period and many more prematurely canceled. Several EVs never saw the light of day, including a three-row SUV from Ford, the electric Maserati MC20 Folgore sports car, a pair of sedans from Nissan and Infiniti, and a flagship electric SUV from Porsche, codenamed K1 and now set to launch with internal-combustion and plug-in hybrid powertrains instead.

[Source: Car and Driver \(Nov 7, 2025\)](#)

Turning to Canada

'Alimentation Couche-Tard Inc' - NBF, Nov 17, 2025

'Q2 F2026 Preview: Slight EBITDA growth anticipated; LatAm expansion in sight?'

[Alimentation Couche-Tard Inc NBF: Outperform Target \\$83](#)

'Canadian Banks: Q4/25 Preview' - NBF Nov 16, 2025

The Canadian banks begin reporting Q4/25 results on December 2, 2025.

Key Takeaways:

Bank stocks have outperformed the market materially in 2025, and we believe most investors anticipate a strong end to the year with Q4/25 results. While we believe Capital Markets and Wealth segments will help to generate this outcome, we believe that earnings growth could be constrained by an uptick in performing provisions and a spike in year-end expense growth. In addition to our quarterly preview, we are also 1) introducing our 2027E estimates, which imply 11% EPS growth and 6% PTPP growth; 2) upgrading RY to Outperform; and 3) downgrading BMO to Sector Perform.

[Canadian Banks Q4/2025 Earnings Preview NBF](#)

Bank of Montreal – NBF Nov 16, 2025

Downgrading to Sector Perform: Credit stock tailwind has faded, U.S. loan growth stalled

[Bank of Montreal NBF: Sector Perform Target \\$181](#)

Royal Bank of Canada – NBF Nov 16, 2025

Upgrading to Outperform: Upside potential, but downside risk is also a consideration.

[Royal Bank NBF: Outperform Target \\$231](#)

DISCLOSURE: We hold Bank of Montreal, Bank of Nova Scotia, CIBC, Royal Bank, National Bank and TD Bank personally, for family members and for client accounts over which we have trading authority. We have traded in the securities within the past 60-days.

'Canada: Home prices continue their upward trend in October' National Bank Teranet House Price Index update: Nov 19, 2025

[Teranet Price Index - Canada: Home prices continue their upward trend in October](#)

National Bank Economic Update Nov 12, 2025

[Economic Impact - Ottawa delivers a structuring budget](#)

'Gas-for-wine': South Africa seeks deal to boost trade, investment with Canada: BOE Report Nov 18, 2025

As Prime Minister Mark Carney heads to Johannesburg for the G20 summit, Canada and South Africa are talking about a deal to boost bilateral trade and investment that could see more South African wine on Canadian shelves in exchange for gas exports

['Gas-for-wine': South Africa seeks deal to boost trade, investment with Canada | BOE Report](#)

Canada debt levels are the worst on earth...except for all the others.

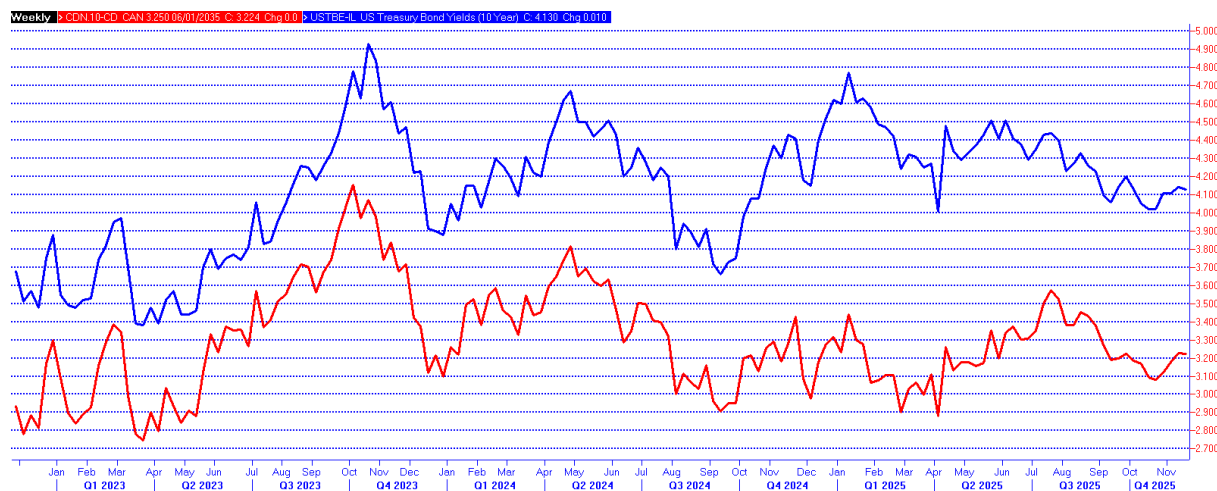
With apologies for mangling Churchill, we've regularly warned readers about Canada's growing government debt levels. Canada's Debt-to-GDP is now 114%. We've grumbled about the trajectory, opining these debt levels are unsustainable. National Bank's Chief economist Stefan Marion has provided in depth comments on the trajectory. You can find Stefane's YouTube feed on National Bank's YouTube channel: [National Bank of Canada: YouTube Channel](#) We hope Mr. Carney's government will deliver some sort of fiscal prudence...some day...maybe.

With all the red ink, clients ask how can Canada's borrowing rates remain lower than many of our major trading partners, particularly the US? Here's the spread.



Compare 10-year yields 2022-2025

Federal Govt Canada (red 3.22%) | US Fed T-Bond (blue -4.13%)



Source: LSEG, NBF, Hilberry data as of Nov 20, 2025 close

Some perspective: 'Debt to GDP' calculates the gross government debt at all levels **before subtracting assets**. A rich country with a high per-capita wealth, like Canada has greater borrowing power than a poor country. So yes, we're worried. No we're not panicked. Visual Capitalist shows the averages.

'The State of World Debt in 2025' Visual Capitalist

[Visualizing the State of World Debt in 2025](#)

CONCLUSION:

We remain cautious on market 'Darlings'. Paying over \$100 for \$1 earnings seems a recipe for disappointment. Lately this caution has proved sound. We look elsewhere. Canada's economy is doing okay. Our national finances need attention but aren't in tatters. Canadian stocks have outperformed the US peers. Our Canadian tilt has worked. We've seen stocks we've long admired finally priced closer to what we're willing to pay. We've been buying this week.

Have a Great Weekend

Steve & Anna Hilberry



FOR THE RECORD Nov. 20, 2025 close

DOW INDUSTRIALS:	45,752
S&P 500:	6,538
S&P/TSX COMP:	29.906
WTI:	\$57.70
LOONIE IN \$USD:	\$0.7094 \$US

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