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## October Retail Sales

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- Retail sales fell by a less than expected $0.2 \%$ in October, but were revised significantly in September to show a drop of $0.8 \%$ instead of the originally reported $0.4 \%$ decline. Retail sales are up a weak $4.5 \%$ in the past 12 months.
- Falling gasoline prices continue to play havoc with the data. Gasoline service station sales plunged $6.0 \%$ in October, after an $11.1 \%$ decline in September - the largest two month decline on record. Excluding gas stations, retail sales increased $0.4 \%$ in October, and are up $6.5 \%$ in the past year.
- While health and personal care sales were up $1.3 \%$ in


Retail Sales Excluding Autos and Gasoline Stations \% Change - Year to Year


Retail Sales Excluding Gasoline \% Change - Year to Year millions


Internet and Mail Order Sales
\% Change - Year to Year


October, building materials sales fell $0.3 \%$.
Implications: Overall retail sales fell $0.2 \%$ in October, a slightly stronger report than expected. However, both August and September were revised lower. For September, instead of an originally reported decline of $0.4 \%$, sales are now reported to have declined by $0.8 \%$. Excluding autos, sales fell $1.2 \%$ in September, not the originally reported $0.5 \%$. These were disappointing data and in the past three months, overall retail sales are down $4.0 \%$ at an annual rate. However, much of this weakness is due to rapidly declining gasoline prices. The price of regular gasoline fell $13.5 \%$ in September and $12.1 \%$ in October. This means that after adjusting for deflation in gasoline prices, real gas station sales were very strong. Non-energy retail sales were up $0.4 \%$ in October, and $3.6 \%$ at an annualized rate in the past three months. One other thing to remember about these statistics is that they do not include spending on services. With unemployment at $4.4 \%$ and wages and salaries up $7.6 \%$ in the past year, the consumer is not tapped out.

| Retail Sales <br> All data seasonally adjusted | Oct-2006 | Sep-200¢ | Aug-2006 | 3-mo \% Ch. annualized | 6-mo \% Ch. annualized | $\begin{gathered} \text { Yr over Yr } \\ \% \text { Ch } \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Retail Sales and Food Services | -0.2\% | -0.8\% | 0.0\% | -4.0\% | 0.0\% | 4.5\% |
| Ex Autos | -0.4\% | -1.2\% | 0.0\% | -6.2\% | -0.3\% | 3.1\% |
| Ex Autos and Gasoline | 0.3\% | 0.3\% | 0.2\% | 3.3\% | 4.0\% | 5.4\% |
| Motor Vehicle and Parts Dealers | 0.6\% | 0.7\% | -0.2\% | 4.6\% | 1.2\% | 10.1\% |
| Buildina Materials and Supplv | -0.3\% | -1.8\% | -0.7\% | -10.6\% | -7.9\% | 1.8\% |
| Furniture, Home Furnishings, and Electronics | -0.4\% | -0.1\% | 0.2\% | -1.1\% | 1.8\% | 4.0\% |
| General Merchandise | -0.3\% | 0.9\% | 0.1\% | 3.2\% | 3.1\% | 3.2\% |
| Food and Beverage | 0.3\% | 1.1\% | 1.4\% | 11.4\% | 6.7\% | 7.8\% |
| Gas Service Stations | -6.0\% | -11.1\% | -1.2\% | -53.7\% | -26.9\% | -12.5\% |
| Health and Personal Care | 1.3\% | -0.1\% | 1.1\% | 10.0\% | 9.7\% | 8.5\% |
| Clothina and Accessories | 0.1\% | 2.9\% | -0.2\% | 11.8\% | 10.9\% | 7.6\% |
| Internet and Mail Order | -0.1\% | -0.3\% | -0.6\% | -3.8\% | 8.0\% | 8.6\% |

## Source: Bureau of Census

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