

OCTOBER RETAIL SALES

Brian S. Wesbury **Chief Economist**

- 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 reported 0.4% originally 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

-15.0 -2.52.1 15.0 0 02 oэ 04 00 01 02 03 Source: Census Bureau /Haver Analytics 04 05 06 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	Oct-2006	Sep-2006	Aug-2006	3-mo % Ch.	6-mo % Ch.	Yr over Yr
All data seasonally adjusted		-	-	annualized	annualized	% Ch
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%
Building Materials and Supply	-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%
Clothing 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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