Data Watch

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JULY RETAIL SALES

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22.5

15.0

7.5

0.0

-7.5

-15.0

- Retail sales rose a more-thanexpected 1.4% in July, versus consensus estimates of a 0.8% gain. Revisions subtracted 0.2% from prior months (June -0.4%, not -0.1%, May +0.2%, not +0.1%), so July was 1.2% above the original June level. Sales are up just 4.8% from year-ago levels which were boosted by big gains in auto sales.
- Auto sales jumped 3.1% in July but remain 9.4% below employeediscount-for-everyone boosted levels from one year ago. Excluding autos, retail sales rose 1.0% last month and are up 9.2% in the past year.
- Gasoline service station sales jumped 2.5% in July and 19.2% in the past year. Sales excluding autos and gas surged 0.7% in July and 7.8% in the past year.

Implications: Consumer spending



continued to defy consensus expectations of a slow-down, jumping 1.4% in July and 1.0% when auto sales are removed. Robust sales at building materials, electronics and appliances, and online retailers led the way. The Fed staff is forecasting a significant slowdown in the second half of this year (below 2.5% real GDP growth), largely based on the assumption that consumer spending will slow. Today's surge blows a hole in this assumption and suggests that the weakness in retail activity during Q2 was temporary. Non-auto retail sales are up 9.2% in the past year – a clear sign that past Fed ease has lifted the demand-side of the economy. Even after excluding both autos and gasoline, retail sales rose 0.7% in July and are up 7.8% in the past year. A common misperception is to believe that higher energy prices will slow consumer spending and hurt the economy – but, spending on gasoline is still a retail sale and still boosts GDP. The bottom line is that consumer spending is still robust. While real GDP growth slowed in the second quarter to 2.5%, we expect revisions to increase that to roughly 2.8%. Moreover, July sales data suggest that real GDP will grow 3.5% in the third quarter. This is likely to cause the Fed to restart rate hikes sooner, rather than later.

Retail Sales All data seasonally adjusted	Jul-06	Jun-06	May-06	3-mo % Ch. <i>annualized</i>		Yr over Yr % Ch
Retail Sales and Food Services	1.4%	-0.4%	0.2%	4.8%	3.5%	4.8%
Ex Autos	1.0%	0.1%	0.8%	7.9%	6.1%	9.2%
Ex Autos and Gasoline	0.7%	0.0%	0.6%	5.8%	4.0%	7.8%
Motor Vehicle and Parts Dealers	3.1%	-2.5%	-2.1%	-6.2%	-5.9%	-9.4%
Building Materials and Supply	1.8%	-1.5%	-0.3%	-0.2%	-2.9%	10.9%
Furniture, Home Furnishings, and Electronics	1.2%	0.8%	0.6%	10.9%	0.4%	8.9%
General Merchandise	0.3%	0.2%	0.2%	2.9%	2.1%	5.1%
Food and Beverage	0.6%	-0.2%	0.4%	3.2%	1.0%	7.6%
Gas Service Stations	2.5%	0.8%	2.0%	23.4%	21.8%	19.2%
Health and Personal Care	0.6%	0.9%	1.4%	12.1%	9.0%	8.4%
Clothing and Accessories	0.7%	0.5%	0.7%	7.7%	3.6%	7.6%
Internet and Mail Order	2.1%	-0.4%	3.6%	23.1%	21.6%	15.6%

Source: Bureau of Census

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