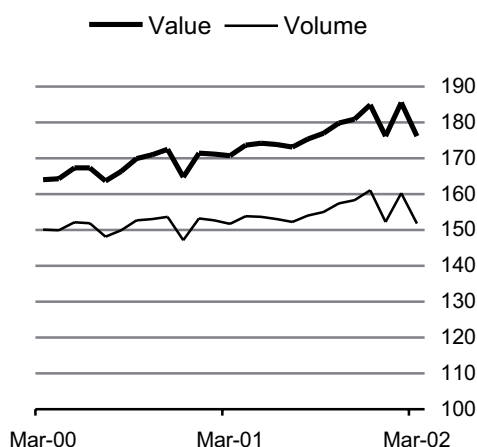




**Central Statistics Office**  
An Phríomh-Oifig Staidrimh

24 May 2002

**Retail Sales Index**  
*Seasonally adjusted*



## Retail Sales Index

March 2002 (First Estimates)  
February 2002 (Final)

**Retail Sales Index – All Businesses**  
(Base year 1995 = 100)

|            | Value Index | Volume Index |
|------------|-------------|--------------|
| March 2001 | 170.7       | 151.7        |
| March 2002 | 176.2       | 151.8        |
| % change   | +3.2%       | +0.1%        |

### Retail Sales up 3.2%

The value of retail sales rose by 3.2% in March 2002 compared to March 2001. The March 2002 index was 5.0% lower than the February 2002 index. However, if Motor Trades are excluded, the annual increase is 9.5%.

The volume of retail sales (i.e. excluding price effects) increased by 0.1% in March 2002 compared to March 2001. If Motor Trades are excluded the annual increase in volume is 5.6%.

On a three month basis, which gives a more stable indication of recent underlying trends, the January-March 2002 volume figures show a 2.9% decrease compared with the three months ending February 2001.

February is the latest month for which final detailed sectoral figures are available. The three month December 2001-February 2002 volume figures show that, compared with the three months ending November 2001:

- ◆ The largest increase in the volume of sales was in the Pharmaceutical Medical & Cosmetic Articles sector (+5.4%).
- ◆ The largest decrease was in the Footwear & Leather (-3.3%).

All figures provided in this release are seasonally adjusted based on patterns up to December 2001.

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**Table 1 Seasonally Adjusted Indices of Total Retail Sales<sup>1</sup>****Base Year: 1995 = 100**

| Period                                 | Total Retail Sales for all Businesses Combined |                                   |                    |                 |                                   |                    | Total Retail Sales<br>excluding Motor Trades |                 |
|----------------------------------------|------------------------------------------------|-----------------------------------|--------------------|-----------------|-----------------------------------|--------------------|----------------------------------------------|-----------------|
|                                        | Value of Sales                                 |                                   |                    | Volume of Sales |                                   |                    | Value<br>Index                               | Volume<br>Index |
|                                        | Index                                          | % change<br>on previous<br>period | Annual %<br>change | Index           | % change<br>on previous<br>period | Annual %<br>change |                                              |                 |
| 1999 Year                              | 142.8                                          | 11.4                              | 11.4               | 134.3           | 9.5                               | 9.5                | 137.6                                        | 130.0           |
| 2000 Year                              | 166.1                                          | 16.3                              | 16.3               | 150.3           | 11.9                              | 11.9               | 154.8                                        | 141.6           |
| 2001 Year                              | 175.9                                          | 5.9                               | 5.9                | 155.0           | 3.1                               | 3.1                | 172.6                                        | 152.2           |
| 2000 1st quarter                       | 161.4                                          | 8.1                               | 17.6               | 148.1           | 6.5                               | 13.7               | 146.4                                        | 136.0           |
| 2nd quarter                            | 166.4                                          | 3.1                               | 20.1               | 151.3           | 2.2                               | 15.5               | 151.4                                        | 139.3           |
| 3rd quarter                            | 166.9                                          | 0.3                               | 14.9               | 150.4           | -0.6                              | 10.1               | 155.9                                        | 142.0           |
| 4th quarter                            | 169.0                                          | 1.3                               | 13.2               | 150.9           | 0.3                               | 8.5                | 160.8                                        | 145.3           |
| 2001 1st quarter                       | 171.1                                          | 1.2                               | 6.0                | 152.5           | 1.1                               | 3.0                | 165.9                                        | 148.9           |
| 2nd quarter                            | 173.9                                          | 1.6                               | 4.5                | 153.5           | 0.7                               | 1.5                | 169.7                                        | 150.4           |
| 3rd quarter                            | 175.3                                          | 0.8                               | 5.0                | 153.8           | 0.2                               | 2.3                | 171.9                                        | 150.7           |
| 4th quarter                            | 182.1                                          | 3.9                               | 7.8                | 159.1           | 3.4                               | 5.4                | 177.8                                        | 154.8           |
| 2002 1st quarter <sup>2</sup>          | 179.1                                          | -1.7                              | 4.7                | 154.5           | -2.9                              | 1.4                | 179.2                                        | 154.7           |
| 2001 January                           | 171.4                                          | 4.1                               | 7.7                | 153.2           | 4.1                               | 4.6                | 165.7                                        | 149.6           |
| February                               | 171.2                                          | -0.1                              | 6.7                | 152.7           | -0.3                              | 3.6                | 165.4                                        | 148.2           |
| March                                  | 170.7                                          | -0.3                              | 4.1                | 151.7           | -0.7                              | 1.1                | 166.5                                        | 148.8           |
| April                                  | 173.7                                          | 1.8                               | 5.7                | 153.8           | 1.4                               | 2.6                | 167.7                                        | 149.0           |
| May                                    | 174.2                                          | 0.3                               | 4.1                | 153.7           | -0.1                              | 1.1                | 169.8                                        | 150.7           |
| June                                   | 173.8                                          | -0.2                              | 3.9                | 153.0           | -0.5                              | 0.7                | 171.1                                        | 151.3           |
| July                                   | 173.1                                          | -0.4                              | 5.7                | 152.2           | -0.5                              | 2.8                | 170.3                                        | 149.9           |
| August                                 | 175.4                                          | 1.3                               | 5.5                | 154.0           | 1.2                               | 2.7                | 171.0                                        | 150.1           |
| September                              | 177.0                                          | 0.9                               | 4.2                | 155.0           | 0.6                               | 1.5                | 173.8                                        | 151.8           |
| October                                | 179.8                                          | 1.6                               | 5.1                | 157.4           | 1.5                               | 2.9                | 175.9                                        | 153.6           |
| November                               | 180.9                                          | 0.6                               | 4.9                | 158.3           | 0.6                               | 3.0                | 176.6                                        | 153.7           |
| December                               | 184.9                                          | 2.2                               | 12.3               | 161.1           | 1.8                               | 9.5                | 180.3                                        | 156.7           |
| 2002 January                           | 176.2                                          | -4.7                              | 2.8                | 152.2           | -5.5                              | -0.7               | 174.5                                        | 150.9           |
| February                               | 185.5                                          | 5.3                               | 8.4                | 160.3           | 5.3                               | 5.0                | 179.9                                        | 155.3           |
| March <sup>2</sup>                     | 176.2                                          | -5.0                              | 3.2                | 151.8           | -5.3                              | 0.1                | 182.4                                        | 157.2           |
| 12 months ending Feb 2002              | 177.1                                          | 5.6                               | 5.6                | 155.2           | 2.7                               | 2.7                | 173.1                                        | 151.8           |
| 12 months ending Mar 2002 <sup>2</sup> | 177.6                                          | 5.5                               | 5.5                | 155.2           | 2.6                               | 2.6                | 174.6                                        | 152.7           |
| 3 months ending Feb 2002               | 182.4                                          | 1.9                               | 8.1                | 158.1           | 0.9                               | 4.9                | 178.4                                        | 154.5           |
| 3 months ending Mar 2002 <sup>2</sup>  | 179.1                                          | -1.7                              | 4.7                | 154.5           | -2.9                              | 1.4                | 179.2                                        | 154.7           |

<sup>1</sup> Based on Seasonal Values up to December 2001<sup>2</sup> Provisional value and volume of sales indices based on early returns from sample retailers

**Table 2 Seasonally Adjusted Value and Volume Indices of Retail Sales for 13 Retail Businesses, February 2002 (1)****Base Year: 1995 = 100**

| Retail Business - NACE REV 1                                         | February 2002  |            |            |                 |            |            | December 2001- February 2002 |            |            |                 |            |            |
|----------------------------------------------------------------------|----------------|------------|------------|-----------------|------------|------------|------------------------------|------------|------------|-----------------|------------|------------|
|                                                                      | Value of Sales |            |            | Volume of Sales |            |            | Value of Sales               |            |            | Volume of Sales |            |            |
|                                                                      | Index          | % change   | Annual %   | Index           | % change   | Annual %   | Index                        | % change   | Annual %   | Index           | % change   | Annual %   |
|                                                                      |                | on         | change     |                 | on         | change     |                              | on         | change     |                 | on         | change     |
|                                                                      |                | previous   |            |                 | previous   |            |                              | previous   |            |                 | previous   |            |
|                                                                      |                | month      |            |                 | month      |            |                              | 3          |            |                 | 3          |            |
|                                                                      |                |            |            |                 |            |            |                              | months     |            |                 | months     |            |
| Motor Trades - NACE 50                                               | 206.7          | 9.2        | 7.6        | 177.7           | 9.6        | 5.7        | 192.5                        | 2.7        | 1.7        | 166.6           | 1.2        | 1.3        |
| Non-Specialised Stores<br>(excluding Department Stores) - NACE 52.11 | 169.3          | 3.2        | 9.9        | 134.8           | 3.2        | 5.3        | 165.9                        | 2.0        | 9.6        | 132.3           | 1.5        | 4.8        |
| Department Stores - NACE 52.12                                       | 217.1          | 9.7        | 13.1       | 225.4           | 8.8        | 11.7       | 204.6                        | 5.2        | 12.7       | 214.0           | 4.6        | 10.9       |
| of which:-                                                           |                |            |            |                 |            |            |                              |            |            |                 |            |            |
| Clothing and Footwear                                                | 237.0          | 21.2       | 7.4        |                 |            |            | 211.4                        | 5.0        | 7.4        |                 |            |            |
| Furniture, Soft Furnishing, etc.                                     | 170.8          | -10.6      | 22.8       |                 |            |            | 201.5                        | 10.5       | 22.0       |                 |            |            |
| Other Goods and Services                                             | 213.0          | 8.1        | 18.5       |                 |            |            | 199.4                        | 4.5        | 17.8       |                 |            |            |
| <u>Specialised Stores - NACE 52 (remainder)</u>                      |                |            |            |                 |            |            |                              |            |            |                 |            |            |
| Food, Beverages and Tobacco                                          | 122.8          | -2.2       | 5.8        | 99.8            | -2.2       | -0.8       | 124.6                        | 3.7        | 8.4        | 101.4           | 2.3        | 1.2        |
| Pharmaceutical, Medical & Cosmetic Articles                          | 260.1          | 4.2        | 21.5       | 218.7           | 5.7        | 16.3       | 253.8                        | 6.7        | 19.0       | 212.9           | 5.4        | 14.0       |
| Textiles and Clothing                                                | 185.3          | 8.7        | 6.6        | 248.9           | 6.9        | 9.6        | 182.6                        | -1.2       | 8.0        | 247.6           | -0.8       | 10.6       |
| Footwear and Leather                                                 | 160.8          | 2.7        | 1.0        | 195.1           | 4.0        | 4.8        | 163.4                        | -4.7       | 4.9        | 196.4           | -3.3       | 7.4        |
| Furniture and Lighting                                               | 193.0          | 23.7       | 1.8        | 166.2           | 24.2       | -1.6       | 178.6                        | -0.6       | 5.9        | 153.7           | -1.7       | 1.8        |
| Electrical Goods                                                     | 228.1          | -2.3       | 16.4       | 242.4           | -2.3       | 16.0       | 233.5                        | 4.1        | 20.4       | 248.5           | 4.1        | 20.1       |
| Hardware, Paints and Glass                                           | 184.0          | -6.5       | 6.4        | 159.1           | -6.3       | 3.2        | 194.3                        | 1.4        | 14.0       | 168.3           | 0.0        | 10.3       |
| Books, Newspapers and Stationery                                     | 166.8          | 7.9        | 8.2        | 128.7           | 7.2        | 2.6        | 165.0                        | -0.5       | 8.6        | 127.8           | -1.2       | 3.0        |
| Other Retail Sales                                                   | 234.7          | 6.1        | 6.6        | 214.0           | 3.3        | 4.2        | 231.4                        | -1.2       | 5.0        | 216.0           | -1.7       | 3.2        |
| Bars - NACE 55.4                                                     | 150.6          | 0.9        | 2.2        | 115.8           | 1.3        | -3.3       | 150.1                        | 0.9        | 3.4        | 115.7           | -0.7       | -2.4       |
| All Businesses excl. Motor Trades                                    | 179.9          | 3.1        | 8.8        | 155.3           | 2.9        | 4.8        | 178.4                        | 1.8        | 9.6        | 154.5           | 1.0        | 5.4        |
| <b>All Businesses</b>                                                | <b>185.5</b>   | <b>5.3</b> | <b>8.4</b> | <b>160.3</b>    | <b>5.3</b> | <b>5.0</b> | <b>182.4</b>                 | <b>1.9</b> | <b>8.1</b> | <b>158.1</b>    | <b>0.9</b> | <b>4.9</b> |

<sup>1</sup> Based on Seasonal Values up to December 2001, individual series are independently adjusted

## Background Notes

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Retail Sales Index</b>          | <p><b>Introduction of updated series with a new business classification and with base year 1995 = 100.</b></p> <p>An updated Retail Sales Index (RSI) was introduced in the December 1999 release. A detailed description of the new series was published in the March 2000 issue of the <i>Statistical Bulletin</i>. The underlying methodology remains unchanged. The index is primarily intended to measure short-term trends. For long term analysis allowance must be made for the fact that the series does not reflect changes in retail structures between updatings.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>New Business Classification</b> | <p>Commencing with October 1999 the set of monthly indices of retail sales have been compiled according to the Statistical Classification of Economic Activities in the European Community (NACE Rev. 1). The business categories are based mainly on the classification of enterprises in the 1995 Annual Services Inquiry (ASI). There are some fairly substantial discontinuities in the classification of enterprises compared with the former series.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>New Base Year</b>               | <p>The set of new monthly retail sales indices has been compiled with reference to base year 1995 = 100. The underlying structural weighting system is mainly based on the 1995 Annual Services Inquiry. Weights are updated from year to year using ratios of average weekly turnover by size class within business type.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Scope and Coverage</b>          | <p>The Retail Sales Index covers, on a sample basis, the retail sales of retail businesses, wholesale businesses with sizeable retailing activity and the separate sales establishments of non-distribution enterprises. Excluded from the index coverage are the direct retail sales from non-distribution establishments together with the incidental retail sales of wholesale businesses. Also excluded are sales by hawkers, street stalls and other retailing activities not conducted from permanent business premises. The statistical unit used for reporting sales figures in this inquiry is the enterprise (i.e. Complete business covering all branches).</p>                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Methodology</b>                 | <p>The business categories and the underlying structural weighting of the Retail Sales Index is based mainly on the Statistical Classification of Economic Activities in the European Community (NACE Rev. 1). The index system is structured on the retailing enterprises covered in the 1995 Annual Services Inquiry classified by 13 retail business categories and four turnover (excluding VAT) ranges*.</p> <p>The value indices are calculated by updating the aggregate 1995 retail turnover (including VAT) of these enterprises in these fifty one cells using the monthly retail sales data provided by the enterprise respondent panel from 1995 onwards.</p> <p>The compilation of the index for a current month is based on the percentage change in average weekly sales in these cells over the corresponding monthly period of the previous year. The monthly volume indices are calculated by deflating the seasonally unadjusted value indices by specially constructed retail price indices derived from the Consumer Price Index (CPI).</p> |
| <b>Seasonal Adjustment</b>         | <p>The seasonally adjusted series are updated twice yearly using patterns up to and including the preceding month. The present seasonally adjusted monthly value and volume series are based on seasonal patterns from January 1995 to December 2001. The adjustment is completed by applying the X-11 Variant of the US Bureau of the Census Method 11 Seasonal Adjustment program based on a multiplicative model. The unadjusted series, from which trading day variations have been eliminated, are available on our website (<a href="http://www.cso.ie">www.cso.ie</a>).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>References</b>                  | <p>A detailed description of the Retail Sales Index is provided in the March 2000 issue of the <i>Statistical Bulletin</i>. Retrospective details covering three years are provided for all series on both a seasonally adjusted and an unadjusted basis in each issue of the <i>Statistical Bulletin</i>.</p> <p>* The Department Stores business category is not classified by annual turnover but is sub-divided into three retail activity categories.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |