



**Retail Sales Index -
Volume
Annual % Change**



	Volume Index	Value Index
November 2008	105.0	106.2
November 2009	96.4	92.5
% change	-8.2%	-12.9%

The volume of retail sales (i.e. excluding price effects) decreased by 8.2% in November 2009 compared to November 2008. There was a monthly increase of 1.1%. If Motor Trades are excluded the volume of retail sales decreased by 5.4% in November 2009 compared to November 2008 and the monthly change was +0.3%.

- Motor Trades down 24.5%
- Non-Specialised Stores (includes supermarkets) down 2.1%
- Clothing Footwear and Textiles down 2.3%
- Bars down 12.0%
- Household Equipment down 10.8%

The value of retail sales decreased by 12.9% in November 2009 compared to November 2008 and there was no change in the month. However, if Motor Trades are excluded, the annual decrease was 10.6% and the monthly change was -0.3%.

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Table 1 Seasonally Adjusted Indices of Total Retail Sales ¹**Base Year: 2005=100**

Total Retail Sales for all Businesses Combined						
Period	Value of Sales			Volume of Sales		
	Index	% change on previous period	Annual % change	Index	% change on previous period	Annual % change
2006 Year	108.1	8.1	8.1	107.3	7.3	7.3
2007 Year	116.0	7.3	7.3	114.7	6.9	6.9
2008 Year	110.8	-4.5	-4.5	107.7	-6.1	-6.1
2008 1st quarter	114.8	-2.3	0.9	112.0	-2.9	-1.2
2nd quarter	110.6	-3.7	-5.0	106.4	-5.0	-7.6
3rd quarter	110.2	-0.4	-5.5	106.5	0.1	-7.5
4th quarter	106.5	-3.4	-9.4	104.9	-1.5	-9.0
2009 1st quarter	87.2	-18.1	-24.0	87.8	-16.3	-21.6
2nd quarter	90.8	4.1	-17.9	91.6	4.3	-13.9
3rd quarter	93.1	2.5	-15.5	94.7	3.4	-11.1
2008 June	108.2	-2.4	-6.9	103.4	-3.2	-9.9
July	115.2	6.4	-2.4	110.5	6.9	-4.9
August	106.6	-7.4	-8.0	103.0	-6.8	-10.0
September	109.2	2.4	-6.0	106.0	2.9	-7.6
October	107.5	-1.6	-8.8	104.9	-1.0	-9.6
November	106.2	-1.2	-9.7	105.0	0.1	-9.3
December	106.0	-0.2	-9.4	104.8	-0.2	-8.4
2009 January	84.7	-20.1	-27.7	84.1	-19.7	-26.6
February	88.4	4.4	-23.4	89.4	6.3	-20.7
March	88.2	-0.2	-21.5	89.5	0.0	-18.1
April	89.0	0.9	-21.5	90.0	0.7	-18.0
May	90.7	1.9	-18.2	91.4	1.5	-14.4
June	92.3	1.8	-14.7	93.0	1.8	-10.1
July	93.5	1.3	-18.8	94.6	1.7	-14.4
August	92.3	-1.3	-13.4	93.8	-0.8	-9.0
September	93.3	1.0	-14.6	95.6	2.0	-9.8
October	92.6	-0.8	-13.9	95.3	-0.3	-9.1
November ²	92.5	0.0	-12.9	96.4	1.1	-8.2

¹ Based on Seasonal Patterns up to November 2009² Provisional value and volume of sales indices based on early returns from sample retailers

Table 2 Seasonally Adjusted Indices of Total Retail Sales (Excluding Motor Trades)¹**Base Year: 2005=100**

Total Retail Sales for all Businesses Combined (Excl Motor Trades)						
Period	Value of Sales			Volume of Sales		
	Index	% change on previous period	Annual % change	Index	% change on previous period	Annual % change
2006 Year	108.1	8.1	8.1	107.6	7.6	7.6
2007 Year	115.8	7.1	7.1	115.0	6.9	6.9
2008 Year	114.9	-0.8	-0.8	111.8	-2.8	-2.8
2008 1st quarter	118.3	0.1	5.8	115.0	-1.5	2.9
2nd quarter	117.1	-1.0	1.9	112.4	-2.3	-1.4
3rd quarter	113.7	-2.9	-1.8	110.1	-2.0	-4.4
4th quarter	110.2	-3.1	-6.8	109.2	-0.8	-6.5
2009 1st quarter	106.8	-3.1	-9.7	106.9	-2.1	-7.0
2nd quarter	103.0	-3.6	-12.0	103.4	-3.3	-8.0
3rd quarter	101.0	-1.9	-11.2	103.9	0.5	-5.6
2008 June	115.5	-2.0	1.2	110.4	-2.7	-2.8
July	115.3	-0.2	-0.6	111.1	0.7	-3.4
August	112.2	-2.7	-2.9	108.6	-2.3	-5.5
September	113.5	1.1	-2.2	110.6	1.8	-4.3
October	112.2	-1.1	-5.0	110.1	-0.4	-5.9
November	109.9	-2.0	-7.0	109.0	-1.0	-6.8
December	108.9	-1.0	-8.0	108.6	-0.4	-6.9
2009 January	107.5	-1.3	-9.4	107.1	-1.4	-7.7
February	107.2	-0.2	-9.6	107.3	0.2	-7.2
March	105.8	-1.3	-10.3	106.3	-1.0	-6.5
April	103.6	-2.1	-12.6	102.8	-3.3	-9.7
May	102.3	-1.2	-13.2	103.5	0.7	-8.8
June	103.2	0.9	-10.7	103.8	0.3	-5.9
July	102.2	-1.0	-11.3	104.8	0.9	-5.7
August	100.6	-1.6	-10.4	102.9	-1.8	-5.2
September	100.3	-0.3	-11.6	104.0	1.0	-6.0
October	98.6	-1.7	-12.2	102.8	-1.2	-6.7
November ²	98.3	-0.3	-10.6	103.1	0.3	-5.4

¹ Based on Seasonal Patterns up to November 2009² Provisional value and volume of sales indices based on early returns from sample retailers

**Table 3 Seasonally Adjusted¹ Value and Volume Indices of Retail Sales for 13 Retail Businesses
(Preliminary Estimates) Base Year: 2005=100**

Retail Business - NACE REV 2	November 2009					
	Value of Sales			Volume of Sales		
	Index	% change on previous month	Annual % change	Index	% change on previous month	Annual % change
Motor Trades	62.0	3.0	-27.5	63.1	3.5	-24.5
Non-Specialised Stores (excluding Department Stores)	114.5	-0.7	-7.5	112.8	0.0	-2.1
Department Stores	80.7	-4.0	-21.7	100.3	-3.3	-11.0
Food beverages & Tobacco	97.5	-0.4	-9.4	91.8	0.4	-4.4
Fuel	99.4	-3.7	-1.3	87.1	-6.0	-4.7
Pharmaceuticals Medical & Cosmetic Articles	113.7	-0.2	-6.3	118.6	0.4	-0.6
Clothing, Footwear & Textiles	88.1	0.2	-14.6	113.3	0.8	-2.3
Furniture and Lighting	69.4	-0.9	-19.8	77.2	-4.3	-14.8
Hardware, Paints & Glass	82.1	-2.6	-18.6	83.6	-2.5	-15.7
Electrical Goods	81.7	7.4	-13.3	125.2	8.4	-3.0
Books, Newspapers and Stationery	80.1	-0.4	-14.9	74.8	-0.1	-13.4
Other Retail Sales	84.0	-1.9	-16.3	102.9	-1.1	-7.8
Bars	86.7	-1.5	-12.9	77.8	-1.5	-12.0
All Businesses excl. Motor Trades	98.3	-0.3	-10.6	103.1	0.3	-5.4
All Businesses	92.5	0.0	-12.9	96.4	1.1	-8.2
Of which:- <u>Combined Groups</u>						
All Businesses excl Motor Trades & Bars	98.7	-1.8	-10.6	106.4	1.3	-4.5
Motors & Fuel	73.4	3.3	-19.4	72.6	3.3	-17.2
All Bus. Excl. Motor Trades, Fuel & Bars	99.2	-0.6	-11.2	110.3	4.4	-3.5
Food Businesses	112.9	-0.6	-7.6	111.2	-0.1	-2.2
Non-Food (Excl Motor Trades, Fuel & Bars)	86.6	-0.5	-15.3	103.8	0.5	-7.1
Household Equipment	77.9	1.1	-17.0	96.2	1.5	-10.8
Books, Newspapers Stationery & Other Goods	83.4	-1.8	-16.1	96.9	-0.6	-9.1

¹ Based on Seasonal Patterns up to November 2009, individual series are independently adjusted

Table 4 Seasonally Adjusted¹ Value and Volume Indices of Retail Sales for 13 Retail Businesses
Base Year: 2005=100

Retail Business - NACE REV 2	October 2009					
	Value of Sales			Volume of Sales		
	Index	% change on previous month	Annual % change	Index	% change on previous month	Annual % change
Motor Trades	60.2	0.8	-27.3	60.9	1.0	-24.5
Non-Specialised Stores (excluding Department Stores)	115.2	-0.1	-7.4	112.8	0.2	-3.4
Department Stores	84.1	-3.2	-16.4	103.7	-2.2	-5.6
Food beverages & Tobacco	97.9	-1.5	-9.5	91.4	-2.7	-5.9
Fuel	103.3	-2.3	-15.9	92.7	-1.4	-12.0
Pharmaceuticals Medical & Cosmetic Articles	113.9	0.9	-6.3	118.1	0.3	-2.1
Clothing, Footwear & Textiles	88.0	-1.6	-17.7	112.3	-1.3	-6.4
Furniture and Lighting	70.1	-1.1	-18.4	80.7	-2.8	-12.1
Hardware, Paints & Glass	84.2	-0.7	-16.9	85.7	-0.5	-13.6
Electrical Goods	76.0	-2.9	-20.4	115.4	-2.1	-11.1
Books, Newspapers and Stationery	80.4	-12.2	-17.1	74.9	-2.9	-16.2
Other Retail Sales	85.6	-3.5	-22.7	104.0	-3.8	-12.9
Bars	88.0	-2.3	-8.9	78.9	-1.4	-8.8
All Businesses excl. Motor Trades	98.6	-1.7	-12.2	102.8	-1.2	-6.7
All Businesses	92.6	-0.8	-13.9	95.3	-0.3	-9.1
Of which:- <u>Combined Groups</u>						
All Businesses excl Motor Trades & Bars	100.5	-1.5	-12.4	105.0	-2.3	-6.7
Motors & Fuel	71.0	1.8	-23.3	70.2	1.5	-19.7
All Bus. Excl. Motor Trades, Fuel & Bars	99.8	-1.6	-12.0	105.6	-3.4	-6.6
Food Businesses	113.6	-0.4	-7.7	111.3	0.8	-3.5
Non-Food (Excl Motor Trades, Fuel & Bars)	87.1	-2.2	-17.0	103.2	-2.2	-9.2
Household Equipment	77.1	-2.1	-18.8	94.8	-1.5	-12.6
Books, Newspapers Stationery & Other Goods	84.9	-3.6	-21.7	97.5	-3.7	-13.9

¹ Based on Seasonal Patterns up to November 2009, individual series are independently adjusted

Table 5 Seasonally Adjusted¹ Value and Volume Indices of Retail Sales for 13 Retail Businesses
Base Year: 2005=100

Retail Business - NACE REV 2	August-October 2009					
	Value of Sales			Volume of Sales		
	Index	% change on previous period	Annual % change	Index	% change on previous period	Annual % change
Motor Trades	59.0	8.1	-29.7	59.5	8.4	-27.1
Non-Specialised Stores (excluding Department Stores)	115.6	-2.9	-7.0	112.8	-0.8	-3.0
Department Stores	87.0	-3.9	-15.3	105.9	-0.5	-4.5
Food beverages & Tobacco	97.7	-0.2	-7.8	92.2	0.3	-4.2
Fuel	102.2	0.8	-15.1	92.2	-2.0	-8.1
Pharmaceuticals Medical & Cosmetic Articles	113.9	-5.1	-5.2	118.0	-3.2	-1.3
Clothing, Footwear & Textiles	89.5	0.2	-17.0	113.7	4.0	-5.4
Furniture and Lighting	72.2	22.4	-18.6	83.9	14.6	-12.3
Hardware, Paints & Glass	85.4	-1.8	-17.4	86.8	-1.7	-14.3
Electrical Goods	76.7	-6.0	-20.9	115.3	-3.1	-11.6
Books, Newspapers and Stationery	87.6	3.2	-14.5	78.1	-0.1	-14.4
Other Retail Sales	87.6	-4.3	-19.3	106.5	-3.0	-7.3
Bars	89.4	-3.5	-10.3	80.0	-3.3	-10.6
All Businesses excl. Motor Trades	99.9	-2.6	-11.4	103.3	-0.7	-5.9
All Businesses	92.8	0.7	-14.0	95.0	2.2	-9.3
Of which:-						
<u>Combined Groups</u>						
All Businesses excl Motor Trades & Bars	101.5	-1.9	-11.5	106.5	-1.2	-5.3
Motors & Fuel	69.0	6.2	-24.8	68.2	8.4	-21.2
All Bus. Excl. Motor Trades, Fuel & Bars	101.2	-3.0	-11.2	107.8	-1.2	-5.3
Food Businesses	114.1	-2.7	-7.0	110.7	-1.2	-3.1
Non-Food (Excl Motor Trades, Fuel & Bars)	89.4	-2.9	-15.7	105.0	-1.1	-7.6
Household Equipment	78.7	-2.2	-19.1	96.2	-0.3	-13.0
Books, Newspapers Stationery & Other Goods	87.1	-3.9	-18.4	99.8	-1.5	-8.9

¹ Based on Seasonal Patterns up to November 2009, individual series are independently adjusted

Table 6

Volume of retail trade in the euro-zone, the EU27 and Member States¹
Annual % change compared with the same month of the previous year

	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Ncv-09 ²
Austria	2.9	3.7	1.1	3.4	4.3	:
Belgium	-3.6	5.4	-1.8	-5.8	4.5	3.7
Finland	-1.2	-1.3	-3.5	-1.8	-1.8	0.0
France	1.0	-1.3	0.5	-1.7	0.8	-4.4
Germany	-1.6	0.2	-2.6	-2.6	-1.6	-2.8
Greece	-14.2	-10.2	-4.5	-8.9	-15.3	c
Ireland	-4.6	-5.0	-3.8	-5.3	-6.5	-4.5
Italy	-1.8	-1.1	-2.3	-1.6	0.2	:
Luxembourg	:	:	:	:	:	:
Netherlands	-5.6	-3.4	-5.1	-5.3	-5.2	c
Portugal	-0.5	-0.4	-1.8	-1.3	-1.2	-2.6
Slovenia	-10.2	-12.1	-13.6	-17.2	-13.4	-13.9
Slovakia	-11.0	-10.6	-9.7	-9.2	-10.3	-9.8
Spain	-3.9	-4.6	-4.1	-3.4	-2.8	-5.5
Cyprus	-3.3	-2.2	-3.1	-5.8	-2.5	c
Malta	-20.1	-10.8	-16.9	-19.6	:	:
EA16	-2.1	-1.5	-2.1	-2.8	-1.3	-4.0
Denmark	-4.0	-3.2	-2.0	-5.5	-1.6	-3.6
Sweden	1.2	4.1	0.4	1.3	3.9	2.7
United Kingdom	2.1	1.6	1.2	1.8	3.3	2.5
Czech Republic	-3.0	0.9	-0.7	-2.5	-1.6	c
Estonia	-14.3	-20.4	-20.5	-21.3	-18.6	-21.2
Latvia	-28.5	-28.9	-29.2	-30.5	-28.5	-30.2
Lithuania	-19.9	-19.0	-19.9	-25.6	-24.5	-27.8
Hungary	-2.3	-6.6	c	-7.4	-7.6	c
Poland	2.8	3.8	2.7	0.2	3.9	4.6
Bulgaria	-10.5	-9.2	-9.7	-8.3	-8.8	-10.1
Romania	-17.9	-12.8	-11.4	-12.8	-9.5	-9.2
EU27	-1.5	-1.0	-1.6	-2.2	-0.5	-2.1

: Data not available,

¹ Data NACE 47 : All Business excluding Motor Trades & Bars

² Data for Ireland is November 2009 provisional data

c Confidential

Source: Eurostat

Background Notes

Retail Sales Index	<p>Introduction of updated series with base year 2005 = 100.</p> <p>An updated Retail Sales Index (RSI) was introduced in the February 2009 release. 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 updates.</p>
Reference Period	<p>The October 2009 period covers the 4 weeks from 27/09/09 to 24/10/09 and the November 2009 period covers the 4 weeks from 25/10/09 to 21/11/09.</p>
New Base Year	<p>The set of new monthly retail sales indices has been compiled with reference to base year 2005 = 100. The underlying structural weighting system is mainly based on the 2005 Annual Services Inquiry. Weights are updated from year to year using ratios of average weekly turnover by size class within business type.</p>
Scope and Coverage	<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>
Methodology	<p>The business categories are based mainly on the Statistical Classification of Economic Activities in the European Community (NACE Rev. 2). The index system is structured on the retailing enterprises covered in the 2005 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 2005 retail turnover (including VAT) of these enterprises in these cells using the monthly retail sales data provided by the enterprise respondent panel from 2005 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). A copy of the Retail Sales Index methodology is available on our website (www.cso.ie).</p>
Seasonal Adjustment	<p><i>All Retail Sales “unadjusted” series are trading day adjusted as they are based on either a standardised four or five week reporting period (see reference period note above). Seasonal adjustment is conducted using the direct seasonal adjustment approach. Under this approach each individual series is independently adjusted, e.g. aggregate series are adjusted without reference to the component series. Each individual seasonally adjusted series is calculated based on unadjusted data spanning from January 2000 to the current period.</i></p> <p>The adjustments are completed by applying the X-12-ARIMA model, developed by the U.S. Census Bureau to the unadjusted data. This methodology estimates seasonal factors while also taking into consideration factors that impact on the quality of the seasonal adjustment such as:</p> <ul style="list-style-type: none"> • Calendar effects, e.g. the timing of Easter, • The phase shift effect, i.e. the fact the reporting period of the RSI does not coincide with the calendar month and • Outliers, temporary changes and level shifts in the series. <p>For additional information on the use of X-12-ARIMA see (Findley, D.F., B.C. Monsell, W.R. Bell, M.C. Otto, and B. Chen (1998), “New Capabilities and Methods of the X-12-Arima Seasonal Adjustment Program”, <i>Journal of Business & Economic Statistics</i>, 16, pp. 127-177.) and www.census.gov/srd/www/x12a/.</p>
References	<p>A detailed description of the Retail Sales Index is available on the CSO website www.cso.ie. Retrospective details for the current and previous series are also available on the CSO website.</p>