



**Table 1 Seasonally Adjusted Indices of Total Retail Sales <sup>1</sup>****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
2009 Year	90.9	-18.0	-18.0	92.6	-14.0	-14.0
2009 1st quarter	88.5	-16.6	-23.4	88.1	-15.3	-21.4
2nd quarter	90.5	2.3	-18.2	92.2	4.7	-13.8
3rd quarter	92.4	2.1	-15.6	94.9	2.9	-11.0
4th quarter	92.2	-0.2	-13.1	95.2	0.3	-8.5
2010 1st quarter	85.7	-7.0	-3.2	89.2	-6.3	1.2
2nd quarter	90.3	5.4	-0.2	95.1	6.6	3.1
2009 March	90.7	1.6	-20.1	90.6	1.2	-17.7
April	87.8	-3.2	-22.6	89.8	-0.9	-18.0
May	90.7	3.4	-18.2	92.4	2.9	-14.2
June	92.5	1.9	-14.5	93.9	1.7	-9.8
July	92.5	0.0	-19.1	94.7	0.8	-14.5
August	92.3	-0.2	-13.5	94.2	-0.5	-8.8
September	92.4	0.2	-14.5	95.5	1.3	-9.9
October	92.1	-0.4	-14.0	94.7	-0.8	-9.3
November	92.1	0.0	-13.2	95.2	0.6	-8.5
December	92.3	0.2	-12.4	95.7	0.5	-7.5
2010 January	78.4	-15.0	-7.7	80.4	-16.0	-3.8
February	87.8	12.0	-1.7	92.1	14.5	2.8
March	89.8	2.3	-1.0	94.0	2.1	3.7
April	90.2	0.5	2.8	95.4	1.5	6.2
May	90.5	0.3	-0.2	95.2	-0.2	3.0
June	90.1	-0.5	-2.6	94.9	-0.3	1.0
July	89.5	-0.7	-3.3	94.5	-0.4	-0.2
August <sup>2</sup>	90.7	1.3	-1.7	95.5	1.1	1.3

<sup>1</sup> Based on Seasonal Patterns up to August 2010<sup>2</sup> 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)<sup>1</sup>****Base Year: 2005=100**

Period	Total Retail Sales for all Businesses Combined (Excl Motor Trades)					
	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
2009 Year	102.1	-11.1	-11.1	104.2	-6.8	-6.8
2009 1st quarter	106.0	-4.1	-10.1	106.3	-2.5	-7.3
2nd quarter	102.9	-2.9	-12.0	103.7	-2.4	-7.9
3rd quarter	101.0	-1.8	-11.1	103.8	0.1	-5.7
4th quarter	97.8	-3.2	-11.5	102.1	-1.6	-6.3
2010 1st quarter	99.0	1.2	-6.6	103.3	1.2	-2.8
2nd quarter	98.8	-0.2	-4.0	103.5	0.2	-0.2
2009 March	104.5	-1.8	-10.8	105.3	-1.2	-6.9
April	103.7	-0.7	-12.2	102.5	-2.6	-9.5
May	102.2	-1.4	-13.2	103.9	1.3	-8.8
June	102.8	0.6	-10.8	104.5	0.6	-5.6
July	101.9	-0.8	-11.4	104.5	0.0	-5.8
August	100.6	-1.3	-10.3	103.5	-1.0	-5.0
September	100.6	-0.1	-11.6	103.6	0.1	-6.1
October	99.1	-1.5	-12.0	102.3	-1.2	-6.9
November	97.1	-2.0	-11.3	102.2	-0.2	-5.9
December	97.3	0.2	-11.2	101.9	-0.3	-6.3
2010 January	98.9	1.7	-8.1	102.4	0.5	-4.5
February	98.3	-0.7	-7.6	103.1	0.7	-3.3
March	99.6	1.4	-4.7	104.2	1.0	-1.1
April	100.5	0.9	-3.1	103.9	-0.3	1.3
May	98.6	-1.9	-3.5	103.9	0.0	0.0
June	97.6	-1.0	-5.0	102.9	-0.9	-1.5
July	96.9	-0.7	-4.9	101.9	-1.0	-2.5
August <sup>2</sup>	97.0	0.0	-3.6	102.1	0.2	-1.4

<sup>1</sup> Based on Seasonal Patterns up to August 2010<sup>2</sup> Provisional value and volume of sales indices based on early returns from sample retailers

**Table 3 Seasonally Adjusted<sup>1</sup> Value and Volume Indices of Retail Sales for 13 Retail Businesses  
(Preliminary Estimates) Base Year: 2005=100**

Retail Business - NACE REV 2	August 2010					
	Value of Sales			Volume of Sales		
	Index	% change on previous month	Annual % change	Index	% change on previous month	Annual % change
Motor Trades	66.0	5.1	14.7	69.6	5.5	20.4
Non-Specialised Stores (excluding Department Stores)	114.9	-0.9	-1.4	114.6	-0.5	1.2
Department Stores	86.8	3.1	-3.3	112.7	4.6	3.9
Food beverages & Tobacco	91.1	2.3	-4.2	89.9	2.3	-0.5
Fuel	108.2	4.5	9.0	89.1	3.4	-2.0
Pharmaceuticals Medical & Cosmetic Articles	110.8	3.5	-4.8	119.1	3.2	0.6
Clothing, Footwear & Textiles	84.6	-0.2	-6.5	116.3	-0.1	1.4
Furniture and Lighting	61.0	-1.0	-16.0	78.4	-0.7	-10.4
Hardware, Paints & Glass	83.0	2.3	-4.7	85.8	2.1	-2.0
Electrical Goods	73.0	-3.2	-6.4	119.4	-2.5	2.9
Books, Newspapers and Stationery	81.8	4.7	-6.2	74.6	3.1	-6.3
Other Retail Sales	83.5	-0.9	-5.8	101.5	-0.9	-5.6
Bars	79.5	-0.7	-12.7	73.1	-0.6	-10.3
All Businesses excl. Motor Trades	97.0	0.0	-3.6	102.1	0.2	-1.4
<b>All Businesses</b>	90.7	1.3	-1.7	95.5	1.1	1.3
Of which:- <u>Combined Groups</u>						
All Businesses excl Motor Trades & Bars	99.2	0.2	-2.5	106.3	0.3	-0.3
Motors & Fuel	75.2	4.4	12.2	75.2	4.7	13.5
All Bus. Excl. Motor Trades, Fuel & Bars	98.1	-0.1	-3.6	108.9	0.0	0.3
Food Businesses	113.4	-1.4	-1.6	112.5	-0.5	1.1
Non-Food (Excl Motor Trades, Fuel & Bars)	85.5	0.5	-6.2	105.2	1.1	-1.2
Household Equipment	73.9	-0.7	-7.6	96.0	-0.1	-2.1
Books, Newspapers Stationery & Other Goods	82.7	-0.6	-5.9	95.0	-0.9	-5.7

<sup>1</sup> Based on Seasonal Patterns up to August 2010, individual series are independently adjusted

**Table 4 Seasonally Adjusted<sup>1</sup> Value and Volume Indices of Retail Sales for 13 Retail Businesses**  
**Base Year: 2005=100**

Retail Business - NACE REV 2	July 2010					
	Value of Sales			Volume of Sales		
	Index	% change on previous month	Annual % change	Index	% change on previous month	Annual % change
Motor Trades	62.8	0.2	9.6	66.0	0.5	14.5
Non-Specialised Stores (excluding Department Stores)	116.0	1.3	-1.7	115.3	0.5	1.4
Department Stores	84.1	-4.8	-7.2	107.7	-6.0	0.1
Food beverages & Tobacco	89.0	-1.8	-7.8	87.9	-2.0	-3.9
Fuel	103.5	-5.6	3.9	86.1	-3.4	-7.9
Pharmaceuticals Medical & Cosmetic Articles	107.0	-1.0	-10.8	115.4	-1.5	-4.4
Clothing, Footwear & Textiles	84.7	-0.9	-6.1	116.4	-1.2	1.9
Furniture and Lighting	61.6	0.4	3.4	79.0	0.8	9.6
Hardware, Paints & Glass	81.1	-2.9	-8.3	84.0	-3.7	-6.1
Electrical Goods	75.4	0.7	-7.0	122.4	1.6	3.0
Books, Newspapers and Stationery	78.1	-3.5	-12.0	72.4	-2.5	-11.4
Other Retail Sales	84.3	-2.4	-8.7	102.4	-2.1	-8.6
Bars	80.1	-1.9	-13.1	73.6	-2.0	-10.7
All Businesses excl. Motor Trades	96.9	-0.7	-4.9	101.9	-1.0	-2.5
<b>All Businesses</b>	<b>89.5</b>	<b>-0.7</b>	<b>-3.3</b>	<b>94.5</b>	<b>-0.4</b>	<b>-0.2</b>
Of which:-						
<u>Combined Groups</u>						
All Businesses excl Motor Trades & Bars	<b>99.1</b>	<b>-0.7</b>	<b>-3.9</b>	<b>106.0</b>	<b>-1.0</b>	<b>-1.6</b>
Motors & Fuel	72.0	0.1	7.7	71.8	0.2	8.2
All Bus. Excl. Motor Trades, Fuel & Bars	98.2	-0.5	-4.8	109.0	-0.5	-0.6
Food Businesses	115.0	2.3	-2.0	113.1	0.7	1.2
Non-Food (Excl Motor Trades, Fuel & Bars)	85.1	-2.1	-7.7	104.0	-2.2	-2.9
Household Equipment	74.4	-0.9	-6.3	96.1	-0.8	-0.6
Books, Newspapers Stationery & Other Goods	83.2	-2.6	-9.4	95.9	-2.0	-9.2

<sup>1</sup> Based on Seasonal Patterns up to August 2010, individual series are independently adjusted

**Table 5 Seasonally Adjusted<sup>1</sup> Value and Volume Indices of Retail Sales for 13 Retail Businesses  
(Preliminary Estimates) Base Year: 2005=100**

Retail Business - NACE REV 2	June-August 2010					
	Value of Sales			Volume of Sales		
	Index	% change on previous period	Annual % change	Index	% change on previous period	Annual % change
Motor Trades	63.7	3.2	12.0	67.0	4.4	17.1
Non-Specialised Stores (excluding Department Stores)	115.1	-0.9	-2.3	114.9	-1.0	1.4
Department Stores	86.6	-1.0	-4.2	111.9	-0.3	4.1
Food beverages & Tobacco	90.3	-0.9	-6.8	89.2	-1.2	-2.6
Fuel	107.3	0.2	5.8	88.2	-0.5	-5.6
Pharmaceuticals Medical & Cosmetic Articles	108.6	-0.7	-9.7	117.2	-1.8	-3.4
Clothing, Footwear & Textiles	84.9	-3.3	-6.8	116.9	-3.7	2.3
Furniture and Lighting	61.3	-10.5	-5.4	78.6	-9.7	1.0
Hardware, Paints & Glass	82.6	-4.2	-6.7	85.8	-3.6	-4.1
Electrical Goods	74.5	-5.2	-6.5	120.8	-3.4	3.2
Books, Newspapers and Stationery	80.3	-2.0	-7.2	73.8	-2.8	-6.7
Other Retail Sales	84.8	-6.5	-6.8	103.0	-4.7	-6.4
Bars	80.5	-1.6	-12.2	74.0	-1.6	-9.8
All Businesses excl. Motor Trades	97.2	-2.4	-4.5	102.3	-1.6	-1.8
<b>All Businesses</b>	90.1	0.0	-2.5	95.0	0.2	0.8
Of which:- <u>Combined Groups</u>						
All Businesses excl Motor Trades & Bars	99.4	-2.5	-3.6	106.5	-2.7	-0.8
Motors & Fuel	73.0	3.4	9.8	72.8	4.3	10.3
All Bus. Excl. Motor Trades, Fuel & Bars	98.4	-2.9	-4.6	109.2	-2.3	0.0
Food Businesses	113.5	-0.4	-2.6	112.6	-1.2	1.1
Non-Food (Excl Motor Trades, Fuel & Bars)	85.9	-3.9	-7.0	105.3	-3.7	-1.6
Household Equipment	74.5	-5.1	-6.8	96.4	-3.7	-0.9
Books, Newspapers Stationery & Other Goods	83.9	-5.9	-6.8	96.4	-4.6	-6.3

<sup>1</sup> Based on Seasonal Patterns up to August 2010, individual series are independently adjusted

**Table 6****Volume of retail trade in the euro-zone, the EU27 and Member States<sup>1</sup>  
Annual % change compared with the same month of the previous year**

	Feb -10	Mar -10	Apr-10	May-10	Jun-10	July-10 <sup>2</sup>
Austria	3.5	2.3	0.5	0.7	2.0	3.7
Belgium	-5.4	-5.0	-3.1	-5.5	5.0	0.8
Finland	0.1	6.5	-0.6	2.9	4.1	4.5
France	2.3	3.4	3.4	4.7	0.6	6.1
Germany	0.9	0.9	-0.7	2.5	2.7	0.8
Greece	1.9	9.8	-5.8	-7.0	-4.4	c
<b>Ireland</b>	<b>-1.7</b>	<b>0.8</b>	<b>2.7</b>	<b>1.7</b>	<b>-0.6</b>	<b>-1.6</b>
Italy	0.8	2.6	-1.0	-0.6	1.1	c
Luxembourg	9.3	9.7	7.7	6.9	:	:
Netherlands	-4.2	-1.9	-2.2	-1.0	0.0	c
Portugal	0.7	1.7	-0.7	1.9	-0.8	-0.3
Slovenia	-4.2	-1.6	-1.3	-1.7	3.9	2.9
Slovakia	-2.9	0.2	-5.5	-3.0	1.0	-1.6
Spain	-1.5	1.8	-2.9	-2.3	0.2	-4.2
Cyprus	-4.2	12.0	-4.7	0.0	c	c
Malta	1.5	-1.5	12.6	-1.0	-2.4	0.9
<b>EA16</b>	<b>0.4</b>	<b>2.0</b>	<b>-0.3</b>	<b>0.9</b>	<b>1.2</b>	<b>1.1</b>
Denmark	-2.1	6.6	-8.4	-1.5	-1.0	-2.7
Sweden	0.7	2.7	-2.0	2.2	2.6	1.5
United Kingdom	1.1	1.3	-0.9	1.5	0.3	1.0
Czech Republic	-2.5	-0.7	-3.7	-3.4	1.4	c
Estonia	-8.0	-7.1	-5.8	-2.0	-3.2	2.5
Latvia	-13.5	-7.1	-6.8	-6.5	-2.0	-2.0
Lithuania	-16.5	-10.1	-12.8	-10.5	-8.1	-8.8
Hungary	-4.1	-3.9	-5.0	-4.8	-4.6	c
Poland	-2.1	4.1	-2.2	3.5	6.7	5.2
Bulgaria	-11.9	-11.6	-11.6	-8.6	-6.8	-4.8
Romania	-8.2	-4.1	-5.5	-3.2	4.1	-8.0
<b>EU27</b>	<b>0.1</b>	<b>1.7</b>	<b>-0.9</b>	<b>0.9</b>	<b>1.2</b>	<b>1.0</b>

: Data not available,

<sup>1</sup> Data NACE 47 : All Business excluding Motor Trades & Bars<sup>2</sup> Data for Ireland is July 2010 final data

c Confidential

Source: Eurostat

## Background Notes

<b>Retail Sales Index</b>	<p><b>Introduction of updated series with base year 2005 = 100.</b></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>
<b>Reference Period</b>	<p>The July 2010 period covers the 4 weeks from 04/07/10 to 31/07/10 and the August 2010 period covers the 4 weeks from 01/08/10 to 28/08/10.</p>
<b>New Base Year</b>	<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>
<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 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 (<a href="http://www.cso.ie">www.cso.ie</a>).</p>
<b>Seasonal Adjustment</b>	<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"> <li>• Calendar effects, e.g. the timing of Easter,</li> <li>• The phase shift effect, i.e. the fact the reporting period of the RSI does not coincide with the calendar month and</li> <li>• Outliers, temporary changes and level shifts in the series.</li> </ul> <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 &amp; Economic Statistics</i>, 16, pp. 127-177.) and <a href="http://www.census.gov/srd/www/x12a/">www.census.gov/srd/www/x12a/</a>.</p>
<b>References</b>	<p>A detailed description of the Retail Sales Index is available on the CSO website <a href="http://www.cso.ie">www.cso.ie</a>. Retrospective details for the current and previous series are also available on the CSO website.</p>