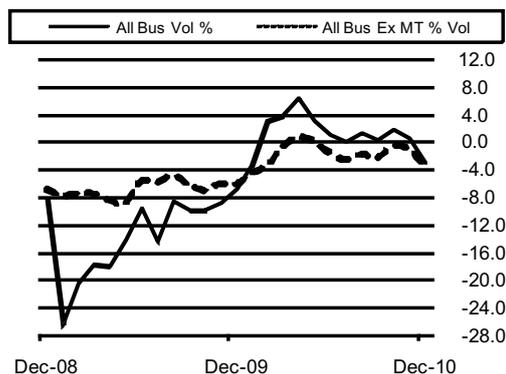


**Retail Sales Index -
Volume
Annual % Change**



Retail Sales Index

December 2010 (First Estimates)

November 2010 (Final Figures)

Seasonally Adjusted Retail Sales Index – All Businesses

(Base year 2005 = 100)

	Volume Index	Value Index
December 2009	97.0	93.1
November 2010	95.0	90.1
December 2010	94.0	89.3
Monthly% change	-1.1%	-0.9%
Annual % change	-3.1%	-4.1%

Retail Sales volume decreased by 3.1% in December 2010 compared with December 2009

The volume of retail sales (i.e. excluding price effects) decreased by 3.1% in December 2010 when compared with December 2009 and there was a monthly decrease of 1.1%. If Motor Trades are excluded, the volume of retail sales decreased by 3.6% in December 2010 when compared with December 2009, while there was a monthly decrease of 2.5%.

Motor Trades (-8.0%), Fuel (-21.7%), Furniture and Lighting (-21.5) and Bars (-9.9%) were amongst the ten categories that showed year-on-year decreases in the volume of retail of retail sales this month. Non-Specialised Stores (+2.2%), Department Stores (+5.3%) and Electrical Goods (+5.1%) were the only categories that showed year-on-year increases in the volume of retail of retail sales this month.

The value of retail sales decreased by 4.1% in December 2010 when compared with December 2009 and there was a month-on-month change of -0.9%. If Motor Trades are excluded, there was an annual decrease of 3.3% in the value of retail sales and a monthly decrease of 1.3%.

Provisional estimates are now available for the final quarter of 2010 and these figures show that the volume of retail sales decreased by 0.6% year on year in the fourth quarter, with the value decreasing by 2.1%. If Motor Trades are excluded the volume of retail sales decreased by 1.8% year on year in the final quarter of 2010 and the value of retail sales decreased by 2.4%.

Annual estimates show that the volume of retail sales increased by 0.9% in 2010 compared to 2009 and the value of retail sales decreased by 2.0% in 2010 compared to 2009. If Motor Trades are excluded, the volume of sales decreases by 1.8% in 2010 compared to 2009 and the value decreased by 4.3% in 2010 compared to 2009.

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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
2009 Year	90.9	-18.0	-18.0	92.6	-14.0	-14.0
2010 Year ²	89.0	-2.0	-2.0	93.4	0.9	0.9
2009 1st quarter	88.4	-16.5	-23.5	88.1	-15.2	-21.5
2nd quarter	90.8	2.7	-18.1	92.2	4.7	-13.8
3rd quarter	92.5	1.9	-15.6	94.8	2.8	-11.0
4th quarter	91.8	-0.8	-13.3	95.2	0.4	-8.4
2010 1st quarter	85.6	-6.8	-3.2	89.3	-6.2	1.4
2nd quarter	90.6	5.8	-0.2	95.2	6.6	3.3
3rd quarter	90.3	-0.3	-2.4	95.1	-0.1	0.3
4th quarter ²	89.9	-0.5	-2.1	94.6	-0.5	-0.6
2009 July	92.7	-0.3	-19.0	94.7	0.7	-14.4
August	92.8	0.1	-13.3	94.8	0.1	-8.6
September	92.1	-0.7	-14.5	94.8	0.0	-10.0
October	90.7	-1.5	-14.6	93.4	-1.5	-9.9
November	91.4	0.8	-13.5	94.6	1.3	-8.9
December	93.1	1.9	-12.0	97.0	2.6	-6.9
2010 January	78.3	-15.9	-7.7	80.5	-17.0	-3.7
February	87.8	12.2	-1.6	92.2	14.5	2.9
March	89.6	2.0	-1.1	94.0	2.0	3.7
April	90.4	1.0	2.9	95.4	1.5	6.3
May	90.8	0.4	-0.1	95.3	-0.2	3.0
June	90.5	-0.3	-2.6	95.0	-0.3	1.0
July	89.8	-0.8	-3.1	94.6	-0.4	-0.1
August	91.0	1.3	-1.9	95.8	1.4	1.1
September	90.1	-1.0	-2.2	94.9	-1.0	0.1
October	90.3	0.3	-0.4	94.9	0.1	1.7
November	90.1	-0.2	-1.4	95.0	0.1	0.5
December ²	89.3	-0.9	-4.1	94.0	-1.1	-3.1

¹ Based on Seasonal Patterns up to December 2010² 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**

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
2010 Year ²	97.7	-4.3	-4.3	102.4	-1.8	-1.8
2009 1st quarter	105.9	-4.1	-10.2	105.9	-2.7	-7.6
2nd quarter	102.9	-2.8	-12.0	104.2	-1.6	-7.5
3rd quarter	101.1	-1.7	-11.1	104.0	-0.2	-5.6
4th quarter	97.7	-3.4	-11.5	101.8	-2.1	-6.4
2010 1st quarter	98.9	1.2	-6.6	103.2	1.4	-2.5
2nd quarter	98.8	-0.1	-4.0	103.9	0.7	-0.3
3rd quarter	96.9	-1.9	-4.2	101.7	-2.1	-2.2
4th quarter ²	95.4	-1.5	-2.4	99.9	-1.7	-1.8
2009 July	102.0	-0.8	-11.4	104.6	0.0	-5.8
August	101.1	-0.9	-10.2	103.8	-0.7	-4.9
September	100.3	-0.8	-11.6	103.6	-0.2	-6.1
October	97.9	-2.4	-12.3	101.7	-1.8	-7.0
November	97.6	-0.4	-11.1	101.8	0.1	-6.0
December	97.7	0.2	-11.1	102.0	0.1	-6.2
2010 January	98.8	1.1	-8.1	102.4	0.4	-4.5
February	98.1	-0.7	-7.7	102.6	0.2	-3.4
March	99.5	1.4	-4.7	104.2	1.6	-0.6
April	100.5	1.0	-3.1	105.4	1.1	0.8
May	98.7	-1.8	-3.5	103.5	-1.8	0.0
June	97.6	-1.0	-5.0	102.9	-0.5	-1.6
July	97.1	-0.6	-4.9	101.9	-1.0	-2.6
August	97.1	0.1	-3.9	102.0	0.1	-1.7
September	96.5	-0.7	-3.8	101.3	-0.7	-2.2
October	96.2	-0.3	-1.8	101.1	-0.2	-0.6
November	95.7	-0.5	-1.9	100.8	-0.3	-1.0
December ²	94.5	-1.3	-3.3	98.3	-2.5	-3.6

¹ Based on Seasonal Patterns up to December 2010² 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	December 2010					
	Value of Sales			Volume of Sales		
	Index	% change on previous month	Annual % change	Index	% change on previous month	Annual % change
Motor Trades	60.1	-4.7	-11.8	64.8	-4.2	-8.0
Non-Specialised Stores (excluding Department Stores)	114.1	-0.2	2.0	113.9	-0.4	2.2
Department Stores	88.1	1.3	2.3	114.4	1.0	5.3
Food beverages & Tobacco	87.9	-1.5	-6.4	87.4	-1.3	-4.6
Fuel	96.2	-0.6	-9.1	70.8	-14.0	-21.7
Pharmaceuticals Medical & Cosmetic Articles	105.6	0.0	-2.8	115.0	0.3	-0.4
Clothing, Footwear & Textiles	85.2	-1.3	-4.2	114.4	-1.3	-0.8
Furniture and Lighting	47.6	-9.2	-25.8	62.6	-8.0	-21.5
Hardware, Paints & Glass	78.2	-2.2	-9.0	81.9	-1.6	-7.4
Electrical Goods	76.4	0.1	-2.3	127.2	0.6	5.1
Books, Newspapers and Stationery	74.4	0.4	-9.3	68.2	0.2	-10.7
Other Retail Sales	78.8	-3.4	-8.3	93.4	-5.4	-10.0
Bars	77.3	2.0	-11.7	71.3	2.1	-9.9
All Businesses excl. Motor Trades	94.5	-1.3	-3.3	98.3	-2.5	-3.6
All Businesses	89.3	-0.9	-4.1	94.0	-1.1	-3.1
Of which:- <u>Combined Groups</u>						
All Businesses excl Motor Trades & Bars	96.6	-1.8	-2.3	102.1	-3.1	-3.1
Motors & Fuel	70.0	-2.9	-11.2	72.6	-2.3	-10.5
All Bus. Excl. Motor Trades, Fuel & Bars	97.7	-0.5	-1.5	106.4	-1.8	-0.8
Food Businesses	110.9	-0.8	1.2	111.9	-0.2	1.7
Non-Food (Excl Motor Trades, Fuel & Bars)	81.8	-2.1	-5.1	100.9	-2.1	-2.9
Household Equipment	73.2	-0.3	-7.2	94.5	-0.3	-3.3
Books, Newspapers Stationery & Other Goods	77.9	-3.0	-8.5	87.7	-3.9	-10.1

¹ Based on Seasonal Patterns up to December 2010, 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	November 2010					
	Value of Sales			Volume of Sales		
	Index	% change on previous month	Annual % change	Index	% change on previous month	Annual % change
Motor Trades	63.1	-0.3	6.3	67.6	0.3	12.0
Non-Specialised Stores (excluding Department Stores)	114.4	-0.5	0.3	114.4	0.0	1.3
Department Stores	87.0	-2.0	7.7	113.3	-1.7	12.6
Food beverages & Tobacco	89.3	0.3	-4.6	88.6	0.7	-2.2
Fuel	96.7	-5.1	-6.4	82.4	-2.5	-9.7
Pharmaceuticals Medical & Cosmetic Articles	105.6	-1.0	-6.3	114.7	-0.4	-3.7
Clothing, Footwear & Textiles	86.4	0.0	-0.6	116.0	-0.4	4.4
Furniture and Lighting	52.4	-4.1	-15.1	68.1	-3.8	-10.1
Hardware, Paints & Glass	79.9	-1.5	-3.2	83.2	-1.3	-1.3
Electrical Goods	76.3	2.1	-2.2	126.4	2.6	5.5
Books, Newspapers and Stationery	74.1	-2.4	-10.3	68.1	-2.2	-11.1
Other Retail Sales	81.5	1.0	-2.6	98.8	1.9	-2.4
Bars	75.8	-5.0	-13.5	69.8	-4.8	-11.4
All Businesses excl. Motor Trades	95.7	-0.5	-1.9	100.8	-0.3	-1.0
All Businesses	90.1	-0.2	-1.4	95.0	0.1	0.5
Of which:-						
<u>Combined Groups</u>						
All Businesses excl Motor Trades & Bars	98.4	-0.3	-0.7	105.3	-0.1	0.0
Motors & Fuel	72.1	0.1	3.2	74.4	0.4	5.6
All Bus. Excl. Motor Trades, Fuel & Bars	98.2	-0.4	-0.8	108.4	0.0	1.1
Food Businesses	111.8	-0.8	-0.1	112.0	0.0	1.1
Non-Food (Excl Motor Trades, Fuel & Bars)	83.6	-0.1	-2.0	103.1	0.3	1.0
Household Equipment	73.5	-0.7	-4.5	94.8	0.0	-0.1
Books, Newspapers Stationery & Other Goods	80.3	0.7	-3.4	91.3	0.7	-3.5

¹ Based on Seasonal Patterns up to December 2010, individual series are independently adjusted

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

Retail Business - NACE REV 2	October-December 2010					
	Value of Sales			Volume of Sales		
	Index	% change on previous period	Annual % change	Index	% change on previous period	Annual % change
Motor Trades	62.0	-2.2	0.3	66.5	-0.9	5.2
Non-Specialised Stores (excluding Department Stores)	114.5	-0.4	0.9	114.2	-0.2	1.7
Department Stores	87.9	1.0	4.3	114.3	1.6	8.9
Food beverages & Tobacco	88.7	-1.9	-5.7	87.9	-1.5	-3.6
Fuel	98.1	-5.9	-5.4	78.6	-9.1	-12.9
Pharmaceuticals Medical & Cosmetic Articles	105.9	-4.0	-4.4	114.9	-3.8	-2.1
Clothing, Footwear & Textiles	85.9	0.0	-1.9	115.5	-1.0	2.9
Furniture and Lighting	51.2	-14.5	-20.4	66.8	-13.2	-15.8
Hardware, Paints & Glass	79.6	-0.7	-5.8	83.0	-0.2	-3.9
Electrical Goods	75.8	0.8	-2.8	125.7	2.4	4.8
Books, Newspapers and Stationery	74.8	-5.2	-9.4	68.6	-5.4	-10.0
Other Retail Sales	80.2	-2.8	-5.6	96.1	-3.3	-6.3
Bars	77.6	-2.6	-11.3	71.5	-2.3	-9.3
All Businesses excl. Motor Trades	95.4	-1.5	-2.4	99.9	-1.7	-1.8
All Businesses	89.9	-0.5	-2.1	94.6	-0.5	-0.6
Of which:- <u>Combined Groups</u>						
All Businesses excl Motor Trades & Bars	97.8	-1.3	-1.4	104.1	-1.8	-1.2
Motors & Fuel	71.3	-1.7	-1.1	73.6	1.4	0.3
All Bus. Excl. Motor Trades, Fuel & Bars	98.1	-0.5	-1.3	107.6	-1.0	0.3
Food Businesses	111.7	-1.6	0.3	112.0	-0.2	1.4
Non-Food (Excl Motor Trades, Fuel & Bars)	82.9	-2.8	-3.7	102.2	-2.4	-0.8
Household Equipment	73.5	-1.3	-6.3	94.7	-0.8	-1.9
Books, Newspapers Stationery & Other Goods	79.2	-3.3	-6.0	89.7	-4.1	-6.9

¹ Based on Seasonal Patterns up to December 2010, 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-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10 ²
Austria	1.9	4.3	1.3	2.5	1.8	3.7
Belgium	5.0	-2.2	1.7	9.5	6.9	3.5
Finland	4.4	2.6	4.9	5.5	2.6	4.9
France	0.9	6.5	4.7	5.2	3.3	4.2
Germany	3.3	2.5	3.2	2.1	1.1	c
Greece	-4.5	-9.3	-11.6	-10.5	-8.1	c
Ireland	-0.7	-1.6	-0.7	-1.3	0.1	0.0
Italy	1.2	0.6	2.1	1.3	1.7	c
Luxembourg	9.8	6.9	11.7	12.0	:	:
Netherlands	0.0	-1.5	0.9	0.7	-0.3	c
Portugal	-0.7	-0.7	-0.6	-0.9	-1.2	-4.7
Slovenia	3.9	3.3	0.4	3.5	2.8	3.5
Slovakia	1.0	-1.6	-1.8	-1.8	-3.7	:
Spain	0.2	-4.3	-4.7	-5.0	-2.3	-2.6
Cyprus	2.9	1.5	1.1	0.3	c	c
Malta	1.9	0.5	-0.3	-0.4	-8.4	1.0
EA16	1.5	1.4	1.6	1.7	1.2	0.1
EA17	1.4	1.4	1.6	1.7	1.2	0.1
Denmark	-1.0	-2.6	-2.0	-1.2	-2.3	:
Sweden	2.9	1.8	3.5	4.1	4.2	5.2
United Kingdom	0.5	1.2	1.1	0.3	0.5	1.4
Czech Republic	1.5	-0.1	-1.2	1.6	-1.0	c
Estonia	-3.6	2.1	2.9	4.9	3.6	7.5
Latvia	-2.6	-2.1	2.9	6.3	5.5	8.1
Lithuania	-8.1	-8.8	-6.6	-0.2	-0.2	4.0
Hungary	-4.6	1.7	0.0	0.8	-0.7	c
Poland	6.7	8.3	10.0	12.1	12.8	11.8
Bulgaria	-6.8	-4.7	-4.3	-4.7	-4.8	-5.2
Romania	4.1	-7.7	-2.5	-1.7	-7.1	-8.9
EU27	1.4	1.4	1.7	1.8	1.4	0.8

: Data not available,

¹ Data NACE 47 : All Business excluding Motor Trades & Bars² Data for Ireland is November 2010 final 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 November 2010 period covers the 4 weeks from 31/10/10 to 27/11/10 and the December 2010 period covers the 5 weeks from 28/11/10 to 01/01/11.</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>