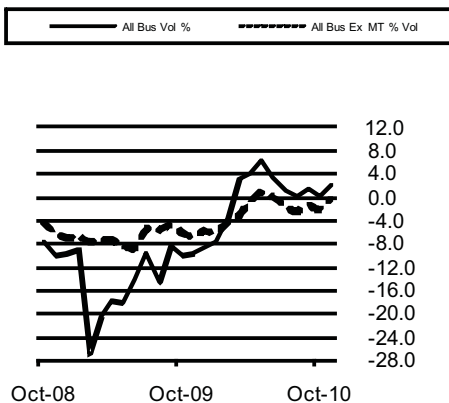




**An Phríomh-Oifig Staidrimh**  
Central Statistics Office

26 November 2010

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



**Retail Sales Index**  
October 2010 (First Estimates)  
September 2010 (Final Figures)

**Seasonally Adjusted Retail Sales Index – All Businesses**

(Base year 2005 = 100)

|                 | Volume Index | Value Index |
|-----------------|--------------|-------------|
| October 2009    | 94.1         | 91.2        |
| September 2010  | 95.5         | 90.5        |
| October 2010    | 96.0         | 91.1        |
| Monthly% change | +0.5%        | +0.7%       |
| Annual % change | +2.0%        | -0.1%       |

**Retail Sales volume increased by 2.0% in October 2010 compared with October 2009**

The volume of retail sales (i.e. excluding price effects) increased by 2.0% in October 2010 when compared with October 2009 and there was a monthly increase of 0.5%. If Motor Trades are excluded, the volume of retail sales decreased by 0.5% in October 2010 when compared with October 2009, while there was a monthly increase of 0.1%.

Motors (+20.4%), Non-Specialised Stores (+1.4%) and Clothing, Footwear & Textiles (+7.3%) were amongst the five categories that showed year-on-year increases in the volume of retail of retail sales this month. Furniture and Lighting (-14.1%), Other Retail (-5.7%) and Bars (-5.9%) were amongst the eight categories that showed annual declines. Month-on-month declines in the volume of retail sales were evident in eight of the categories while only five categories showed monthly increases in October 2010.

The value of retail sales decreased by 0.1% in October 2010 when compared with October 2009 and there was a month-on-month change of +0.7%. If Motor Trades are excluded, there was an annual decrease of 1.6% in the value of retail sales and a monthly decrease of 0.1%.

Motors (+14.5%), Non-Specialised Stores (+0.1%) and Clothing, Footwear & Textiles (+0.2%) were amongst the five categories that showed year-on-year increases in the value of retail of retail sales. The eight other categories showed year on year declines in the value of retail sales.

*For more information contact Patrick Foley on 021 453 5012, Alan Finlay on 021 453 5211 or Sinéad Leyden on 021 453 5523.*

Published by the Central Statistics Office, Ireland.

Ardee Road  
Dublin 6  
Ireland

Skehard Road  
Cork  
Ireland

LoCall: 1890 313 414 (ROI)  
0870 876 0256 (UK/NL)

Tel: +353 1 498 4000  
Fax: +353 1 498 4229

Tel: +353 21 453 5000  
Fax: +353 21 453 5555

Both offices may be contacted through any of these telephone numbers.

CSO on the Web: [www.cso.ie](http://www.cso.ie)

and go to

Business Sectors: Services

Director General: Gerard O'Hanlon

Enquiries:

Short Term Statistics      Results, Analysis and  
Publication Section, ext 5012  
sts\_rap@cso.ie  
Queries and Sales      Information Section, ext 5021  
information@cso.ie

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**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<br>on previous<br>period | Annual %<br>change | Index           | % change<br>on previous<br>period | Annual %<br>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                               | 88.4           | -16.4                             | -23.5              | 88.1            | -15.1                             | -21.4              |
| 2nd quarter                                    | 90.6           | 2.5                               | -18.2              | 92.2            | 4.7                               | -13.8              |
| 3rd quarter                                    | 92.7           | 2.3                               | -15.5              | 95.2            | 3.3                               | -10.9              |
| 4th quarter                                    | 91.8           | -1.0                              | -13.2              | 95.0            | -0.2                              | -8.5               |
| 2010 1st quarter                               | 85.6           | -6.8                              | -3.2               | 89.2            | -6.1                              | 1.2                |
| 2nd quarter                                    | 90.4           | 5.6                               | -0.2               | 95.2            | 6.7                               | 3.3                |
| 3rd quarter                                    | 90.5           | 0.2                               | -2.3               | 95.5            | 0.3                               | 0.3                |
| 2009 May                                       | 90.8           | 3.5                               | -18.1              | 92.4            | 3.0                               | -14.2              |
| June                                           | 92.8           | 2.1                               | -14.5              | 94.0            | 1.7                               | -9.8               |
| July                                           | 92.8           | 0.0                               | -19.0              | 94.9            | 0.9                               | -14.4              |
| August                                         | 92.9           | 0.2                               | -13.3              | 95.1            | 0.2                               | -8.5               |
| September                                      | 92.4           | -0.6                              | -14.5              | 95.4            | 0.3                               | -9.9               |
| October                                        | 91.2           | -1.3                              | -14.4              | 94.1            | -1.3                              | -9.6               |
| November                                       | 91.9           | 0.7                               | -13.2              | 95.1            | 1.0                               | -8.6               |
| December                                       | 92.1           | 0.2                               | -12.5              | 95.6            | 0.6                               | -7.6               |
| 2010 January                                   | 78.3           | -14.9                             | -7.7               | 80.3            | -16.0                             | -3.8               |
| February                                       | 87.8           | 12.1                              | -1.7               | 92.0            | 14.6                              | 2.8                |
| March                                          | 89.6           | 2.1                               | -1.0               | 94.0            | 2.2                               | 3.8                |
| April                                          | 90.3           | 0.7                               | 2.9                | 95.4            | 1.4                               | 6.3                |
| May                                            | 90.7           | 0.4                               | -0.2               | 95.2            | -0.1                              | 3.1                |
| June                                           | 90.3           | -0.4                              | -2.6               | 95.0            | -0.2                              | 1.1                |
| July                                           | 89.9           | -0.5                              | -3.1               | 94.8            | -0.3                              | -0.1               |
| August                                         | 91.2           | 1.5                               | -1.8               | 96.2            | 1.5                               | 1.2                |
| September                                      | 90.5           | -0.8                              | -2.1               | 95.5            | -0.7                              | 0.1                |
| October <sup>2</sup>                           | 91.1           | 0.7                               | -0.1               | 96.0            | 0.5                               | 2.0                |

<sup>1</sup> Based on Seasonal Patterns up to October 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**

| Total Retail Sales for all Businesses Combined (Excl Motor Trades) |                |                                   |                    |                 |                                   |                    |
|--------------------------------------------------------------------|----------------|-----------------------------------|--------------------|-----------------|-----------------------------------|--------------------|
| Period                                                             | Value of Sales |                                   |                    | Volume of Sales |                                   |                    |
|                                                                    | Index          | % change<br>on previous<br>period | Annual %<br>change | Index           | % change<br>on previous<br>period | Annual %<br>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                                                   | 105.9          | -3.9                              | -10.1              | 105.9           | -2.8                              | -7.6               |
| 2nd quarter                                                        | 103.0          | -2.7                              | -12.0              | 104.0           | -1.8                              | -7.6               |
| 3rd quarter                                                        | 101.3          | -1.7                              | -11.1              | 104.0           | 0.0                               | -5.7               |
| 4th quarter                                                        | 97.5           | -3.8                              | -11.5              | 102.0           | -1.9                              | -6.3               |
| 2010 1st quarter                                                   | 98.9           | 1.4                               | -6.6               | 103.0           | 1.0                               | -2.7               |
| 2nd quarter                                                        | 99.0           | 0.1                               | -3.9               | 103.7           | 0.7                               | -0.3               |
| 3rd quarter                                                        | 97.1           | -1.9                              | -4.2               | 101.8           | -1.8                              | -2.1               |
| 2009 May                                                           | 102.3          | -1.4                              | -13.2              | 103.4           | -1.0                              | -8.8               |
| June                                                               | 103.0          | 0.6                               | -10.7              | 104.2           | 0.8                               | -5.6               |
| July                                                               | 102.2          | -0.7                              | -11.3              | 104.6           | 0.4                               | -5.8               |
| August                                                             | 101.3          | -0.9                              | -10.2              | 103.9           | -0.7                              | -4.9               |
| September                                                          | 100.5          | -0.7                              | -11.6              | 103.7           | -0.2                              | -6.1               |
| October                                                            | 98.3           | -2.2                              | -12.2              | 102.1           | -1.6                              | -6.9               |
| November                                                           | 97.0           | -1.3                              | -11.3              | 102.1           | 0.0                               | -5.9               |
| December                                                           | 97.2           | 0.2                               | -11.2              | 101.8           | -0.3                              | -6.3               |
| 2010 January                                                       | 98.8           | 1.7                               | -8.1               | 102.3           | 0.5                               | -4.5               |
| February                                                           | 98.2           | -0.7                              | -7.6               | 102.4           | 0.1                               | -3.4               |
| March                                                              | 99.6           | 1.4                               | -4.7               | 104.1           | 1.7                               | -0.6               |
| April                                                              | 100.6          | 1.0                               | -3.0               | 105.4           | 1.2                               | 0.8                |
| May                                                                | 98.8           | -1.8                              | -3.5               | 103.4           | -1.8                              | 0.0                |
| June                                                               | 97.8           | -1.0                              | -5.0               | 102.7           | -0.7                              | -1.5               |
| July                                                               | 97.2           | -0.6                              | -4.9               | 102.0           | -0.7                              | -2.6               |
| August                                                             | 97.3           | 0.1                               | -3.9               | 102.1           | 0.2                               | -1.7               |
| September                                                          | 96.8           | -0.6                              | -3.8               | 101.5           | -0.6                              | -2.1               |
| October <sup>2</sup>                                               | 96.7           | -0.1                              | -1.6               | 101.5           | 0.1                               | -0.5               |

<sup>1</sup> Based on Seasonal Patterns up to October 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                            | October 2010   |                                     |                    |                 |                                     |                    |
|---------------------------------------------------------|----------------|-------------------------------------|--------------------|-----------------|-------------------------------------|--------------------|
|                                                         | Value of Sales |                                     |                    | Volume of Sales |                                     |                    |
|                                                         | Index          | % change<br>on<br>previous<br>month | Annual %<br>change | Index           | % change<br>on<br>previous<br>month | Annual %<br>change |
| Motor Trades                                            | 67.3           | 3.0                                 | 14.5               | 71.7            | 3.3                                 | 20.4               |
| Non-Specialised Stores<br>(excluding Department Stores) | 115.1          | 0.6                                 | 0.1                | 114.5           | 0.4                                 | 1.4                |
| Department Stores                                       | 88.5           | -0.3                                | 3.9                | 115.3           | -0.2                                | 9.9                |
| Food beverages & Tobacco                                | 89.6           | -1.0                                | -5.1               | 88.5            | -1.1                                | -2.6               |
| Fuel                                                    | 105.6          | -0.4                                | 3.3                | 85.1            | -1.3                                | -4.6               |
| Pharmaceuticals Medical & Cosmetic Articles             | 107.6          | -3.4                                | -3.9               | 116.0           | -4.4                                | -1.9               |
| Clothing, Footwear & Textiles                           | 86.6           | 0.4                                 | 0.2                | 119.9           | 1.2                                 | 7.3                |
| Furniture and Lighting                                  | 55.3           | -6.3                                | -18.8              | 71.7            | -6.0                                | -14.1              |
| Hardware, Paints & Glass                                | 80.9           | 3.8                                 | -4.4               | 83.9            | 3.3                                 | -2.6               |
| Electrical Goods                                        | 72.3           | -4.3                                | -7.3               | 119.2           | -3.8                                | 0.5                |
| Books, Newspapers and Stationery                        | 78.0           | 1.5                                 | -6.4               | 72.1            | -0.6                                | -5.1               |
| Other Retail Sales                                      | 79.9           | -0.4                                | -5.4               | 96.3            | -0.2                                | -5.7               |
| Bars                                                    | 80.4           | 1.1                                 | -8.1               | 74.0            | 1.3                                 | -5.9               |
| All Businesses excl. Motor Trades                       | 96.7           | -0.1                                | -1.6               | 101.5           | 0.1                                 | -0.5               |
| <b>All Businesses</b>                                   | <b>91.1</b>    | <b>0.7</b>                          | <b>-0.1</b>        | <b>96.0</b>     | <b>0.5</b>                          | <b>2.0</b>         |
| Of which:-<br><u>Combined Groups</u>                    |                |                                     |                    |                 |                                     |                    |
| <b>All Businesses excl Motor Trades &amp; Bars</b>      | <b>98.9</b>    | <b>0.1</b>                          | <b>-0.8</b>        | <b>105.1</b>    | <b>-0.3</b>                         | <b>0.0</b>         |
| Motors & Fuel                                           | 75.6           | 2.0                                 | 11.1               | 75.6            | 1.9                                 | 12.4               |
| All Bus. Excl. Motor Trades, Fuel & Bars                | 98.8           | 0.3                                 | -1.6               | 108.6           | 0.0                                 | 0.8                |
| Food Businesses                                         | 113.1          | 0.3                                 | -0.3               | 112.3           | 0.4                                 | 1.2                |
| Non-Food (Excl Motor Trades, Fuel & Bars)               | 84.0           | -0.8                                | -3.4               | 104.7           | -0.3                                | 0.1                |
| Household Equipment                                     | 73.0           | -0.7                                | -7.9               | 93.5            | -1.1                                | -3.5               |
| Books, Newspapers, Stationery & Other Goods             | 79.1           | -1.9                                | -5.1               | 90.2            | -2.1                                | -5.5               |

<sup>1</sup> Based on Seasonal Patterns up to October 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                         | September 2010 |                            |                 |                 |                            |                 |
|------------------------------------------------------|----------------|----------------------------|-----------------|-----------------|----------------------------|-----------------|
|                                                      | Value of Sales |                            |                 | Volume of Sales |                            |                 |
|                                                      | Index          | % change on previous month | Annual % change | Index           | % change on previous month | Annual % change |
| Motor Trades                                         | 65.3           | -0.7                       | 7.9             | 69.5            | -0.1                       | 13.7            |
| Non-Specialised Stores (excluding Department Stores) | 114.5          | -0.3                       | -1.2            | 114.1           | -0.3                       | 0.8             |
| Department Stores                                    | 88.8           | 1.1                        | 1.8             | 115.5           | 1.4                        | 8.3             |
| Food beverages & Tobacco                             | 90.5           | -1.1                       | -7.2            | 89.5            | -0.9                       | -4.3            |
| Fuel                                                 | 106.1          | -1.0                       | 1.7             | 86.2            | -2.4                       | -8.0            |
| Pharmaceuticals Medical & Cosmetic Articles          | 111.4          | -0.1                       | 0.2             | 121.3           | 1.0                        | 5.4             |
| Clothing, Footwear & Textiles                        | 86.2           | 0.7                        | -3.0            | 118.5           | 1.0                        | 4.0             |
| Furniture and Lighting                               | 59.0           | -1.9                       | -14.3           | 76.3            | -1.4                       | -8.8            |
| Hardware, Paints & Glass                             | 77.9           | -5.4                       | -9.8            | 81.3            | -4.6                       | -7.6            |
| Electrical Goods                                     | 75.6           | 3.5                        | -3.3            | 123.9           | 4.4                        | 5.1             |
| Books, Newspapers and Stationery                     | 76.8           | -8.5                       | -10.9           | 72.5            | -3.1                       | -8.7            |
| Other Retail Sales                                   | 80.2           | -2.2                       | -12.6           | 96.6            | -3.5                       | -12.7           |
| Bars                                                 | 79.5           | -0.6                       | -11.8           | 73.1            | -0.7                       | -9.5            |
| All Businesses excl. Motor Trades                    | 96.8           | -0.6                       | -3.8            | 101.5           | -0.6                       | -2.1            |
| <b>All Businesses</b>                                | 90.5           | -0.8                       | -2.1            | 95.5            | -0.7                       | 0.1             |
| Of which:-<br><u>Combined Groups</u>                 |                |                            |                 |                 |                            |                 |
| <b>All Businesses excl Motor Trades &amp; Bars</b>   | <b>98.8</b>    | <b>-0.7</b>                | <b>-2.8</b>     | <b>105.5</b>    | <b>-0.7</b>                | <b>-1.3</b>     |
| Motors & Fuel                                        | 74.1           | -0.7                       | 5.4             | 74.2            | -0.6                       | 7.0             |
| All Bus. Excl. Motor Trades, Fuel & Bars             | 98.5           | -0.6                       | -3.2            | 108.5           | -0.5                       | -0.3            |
| Food Businesses                                      | 112.7          | -0.6                       | -1.6            | 111.9           | -0.4                       | 0.4             |
| Non-Food (Excl Motor Trades, Fuel & Bars)            | 84.7           | -1.7                       | -5.2            | 104.9           | -0.7                       | -1.1            |
| Household Equipment                                  | 73.5           | -1.0                       | -7.6            | 94.6            | -0.9                       | -2.8            |
| Books, Newspapers, Stationery & Other Goods          | 80.6           | -1.6                       | -12.2           | 92.1            | -1.8                       | -12.3           |

<sup>1</sup> Based on Seasonal Patterns up to October 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                            | August-October 2010 |                             |                 |                 |                             |                 |
|---------------------------------------------------------|---------------------|-----------------------------|-----------------|-----------------|-----------------------------|-----------------|
|                                                         | Value of Sales      |                             |                 | Volume of Sales |                             |                 |
|                                                         | Index               | % change on previous period | Annual % change | Index           | % change on previous period | Annual % change |
| Motor Trades                                            | 66.1                | 5.8                         | 12.0            | 70.2            | 7.2                         | 17.8            |
| Non-Specialised Stores<br>(excluding Department Stores) | 114.8               | -0.4                        | -0.9            | 114.3           | -0.7                        | 1.0             |
| Department Stores                                       | 88.4                | 1.7                         | 1.0             | 114.9           | 2.3                         | 7.6             |
| Food beverages & Tobacco                                | 90.6                | 0.6                         | -5.5            | 89.5            | 0.3                         | -2.5            |
| Fuel                                                    | 106.3               | -0.9                        | 3.9             | 86.5            | -1.8                        | -5.6            |
| Pharmaceuticals Medical & Cosmetic Articles             | 110.3               | 1.7                         | -2.4            | 119.3           | 1.2                         | 1.8             |
| Clothing, Footwear & Textiles                           | 86.1                | -0.7                        | -3.1            | 118.6           | 0.1                         | 4.3             |
| Furniture and Lighting                                  | 58.2                | -8.1                        | -16.3           | 75.2            | -6.8                        | -11.0           |
| Hardware, Paints & Glass                                | 80.2                | -3.3                        | -6.7            | 83.3            | -2.8                        | -4.5            |
| Electrical Goods                                        | 73.8                | -2.6                        | -5.6            | 120.9           | -1.1                        | 2.8             |
| Books, Newspapers and Stationery                        | 79.4                | 0.9                         | -7.6            | 73.1            | -0.1                        | -6.5            |
| Other Retail Sales                                      | 80.7                | -5.4                        | -9.1            | 97.6            | -5.1                        | -9.1            |
| Bars                                                    | 79.9                | -1.2                        | -10.9           | 73.5            | -1.2                        | -8.6            |
| All Businesses excl. Motor Trades                       | 96.9                | -1.0                        | -3.2            | 101.7           | -1.0                        | -1.5            |
| <b>All Businesses</b>                                   | 90.9                | 0.7                         | -1.4            | 95.9            | 0.9                         | 1.1             |
| Of which:-<br><u>Combined Groups</u>                    |                     |                             |                 |                 |                             |                 |
| All Businesses excl Motor Trades & Bars                 | 99.0                | -1.1                        | -2.3            | 105.6           | -1.6                        | -0.8            |
| Motors & Fuel                                           | 74.7                | 4.2                         | 9.1             | 74.8            | 4.9                         | 10.5            |
| All Bus. Excl. Motor Trades, Fuel & Bars                | 98.8                | -0.6                        | -2.9            | 108.7           | -1.0                        | 0.1             |
| Food Businesses                                         | 113.0               | -0.9                        | -1.3            | 112.1           | -0.7                        | 0.7             |
| Non-Food (Excl Motor Trades, Fuel & Bars)               | 84.9                | -2.3                        | -5.0            | 105.1           | -0.9                        | -0.8            |
| Household Equipment                                     | 73.6                | -2.9                        | -7.8            | 94.5            | -3.0                        | -3.0            |
| Books, Newspapers, Stationery & Other Goods             | 80.5                | -4.6                        | -8.6            | 92.0            | -4.6                        | -8.7            |

<sup>1</sup> Based on Seasonal Patterns up to October 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**

|                | Apr-10      | May-10     | Jun-10      | Jul-10      | Aug-10      | Sep-10 <sup>2</sup> |
|----------------|-------------|------------|-------------|-------------|-------------|---------------------|
| Austria        | 0.5         | 0.7        | 2.0         | 4.3         | 1.3         | 2.0                 |
| Belgium        | -3.1        | -5.5       | 5.0         | -2.1        | -3.3        | 8.5                 |
| Finland        | -0.6        | 2.6        | 4.9         | 3.2         | 5.5         | 5.9                 |
| France         | 3.4         | 4.8        | 0.9         | 6.5         | 5.0         | 4.4                 |
| Germany        | -1.3        | 2.2        | 2.9         | 2.4         | 3.0         | 0.4                 |
| Greece         | -5.8        | -7.0       | -4.5        | -9.3        | -11.8       | c                   |
| <b>Ireland</b> | <b>2.7</b>  | <b>1.7</b> | <b>-0.6</b> | <b>-1.6</b> | <b>-0.7</b> | <b>-1.3</b>         |
| Italy          | -1.0        | -0.6       | 1.3         | 0.4         | 1.6         | c                   |
| Luxembourg     | 7.7         | 7.6        | 9.9         | 7.9         | :           | :                   |
| Netherlands    | -1.9        | -0.9       | 0.0         | -1.6        | 0.7         | c                   |
| Portugal       | -0.7        | 1.9        | -0.7        | -0.7        | -0.9        | -0.8                |
| Slovenia       | -1.3        | -1.7       | 3.9         | 3.3         | 0.4         | 2.4                 |
| Slovakia       | -5.5        | -3.0       | 1.0         | -1.6        | -1.8        | -1.8                |
| Spain          | -2.9        | -2.3       | 0.2         | -4.3        | -4.7        | -4.9                |
| Cyprus         | -4.0        | 1.0        | 4.0         | 1.8         | 1.1         | c                   |
| Malta          | 13.8        | 0.0        | -3.0        | 0.6         | -0.6        | -1.3                |
| <b>EA16</b>    | <b>-0.5</b> | <b>0.9</b> | <b>1.4</b>  | <b>1.4</b>  | <b>1.3</b>  | <b>1.1</b>          |
| Denmark        | -8.4        | -1.5       | -1.0        | -2.6        | -2.0        | -1.6                |
| Sweden         | -2.0        | 2.2        | 2.8         | 1.6         | 3.4         | 4.5                 |
| United Kingdom | -0.6        | 1.9        | 0.6         | 1.7         | 0.9         | 0.4                 |
| Czech Republic | -3.7        | -3.2       | 1.5         | 0.3         | -1.8        | c                   |
| Estonia        | -5.8        | -2.0       | -3.2        | 2.0         | 2.6         | 4.0                 |
| Latvia         | -6.2        | -5.7       | -2.6        | -2.1        | 2.9         | 6.1                 |
| Lithuania      | -12.8       | -10.5      | -8.1        | -8.8        | -6.6        | -0.7                |
| Hungary        | -5.0        | -4.8       | -4.6        | 1.7         | 0.0         | c                   |
| Poland         | -2.2        | 3.5        | 6.7         | 5.2         | 6.7         | 9.9                 |
| Bulgaria       | -11.6       | -8.6       | -6.8        | -4.7        | -4.3        | -4.7                |
| Romania        | -5.5        | -3.2       | 4.1         | -7.7        | -2.5        | -1.6                |
| <b>EU27</b>    | <b>-0.9</b> | <b>0.9</b> | <b>1.4</b>  | <b>1.3</b>  | <b>1.3</b>  | <b>1.3</b>          |

: Data not available,

<sup>1</sup> Data NACE 47 : All Business excluding Motor Trades & Bars

<sup>2</sup> Data for Ireland is September 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 September 2010 period covers the 5 weeks from 29/08/10 to 02/10/10 and the October 2010 period covers the 4 weeks from 03/10/10 to 30/10/10.</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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |