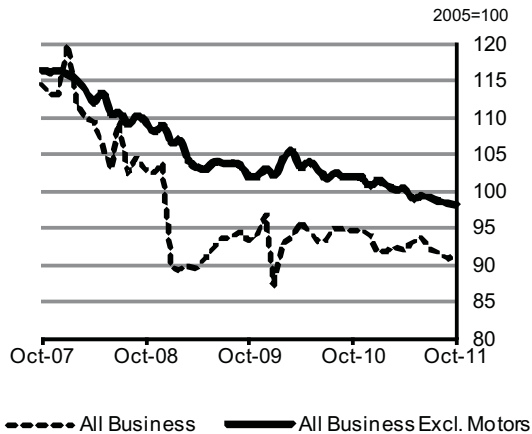




An Phríomh-Oifig Staidrimh
Central Statistics Office

28 November 2011

**Retail Sales Index -
Seasonally Adjusted Volume**



Retail Sales Index

October 2011 (First Estimates)

September 2011 (Final Figures)

Seasonally Adjusted Retail Sales Index – All Businesses

(Base year 2005 = 100)

	Volume Index	Value Index
October 2010	94.8	89.8
September 2011	91.0	86.5
October 2011	91.1	86.5
Monthly% change	0.1%	0.0%
Annual % change	-3.8%	-3.7%

Monthly Retail Sales volume increased by 0.1% in October 2011

The volume of retail sales (i.e. excluding price effects) increased by 0.1% in October 2011 when compared with September 2011 and there was an annual decrease of 3.8%. If Motor Trades are excluded, the volume of retail sales decreased by 0.2% in October 2011 when compared with September 2011, while there was an annual decrease of 3.6%.

Fuel (+1.7%), Furniture & Lighting (+1.3%) and Motor Trades (+0.9%) were amongst the categories that showed month-on-month increases in the volume of retail sales. Books, Newspapers & Stationery (-2.8%), Department Stores (-1.9%) and Electrical Goods (-1.7%) were amongst the categories that showed month-on-month decreases in the volume of retail sales.

There was no change in the value of retail sales on a monthly basis, however the annual change was -3.7%. If Motor Trades are excluded, there was a monthly decrease of 0.1% in the value of retail sales and an annual decrease of 2.8%.

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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	106.6	6.6	6.6
2007 Year	116.0	7.3	7.3	114.2	7.1	7.1
2008 Year	110.8	-4.5	-4.5	107.4	-6.0	-6.0
2009 Year	90.9	-18.0	-18.0	92.6	-13.8	-13.8
2010 Year	89.1	-2.0	-2.0	93.9	1.4	1.4
2010 1st quarter	87.4	-4.1	-2.3	91.5	-3.5	2.1
2nd quarter	89.7	2.6	-0.9	94.3	3.1	3.6
3rd quarter	89.3	-0.4	-2.4	94.4	0.1	0.4
4th quarter	89.1	-0.2	-2.2	94.4	0.0	-0.4
2011 1st quarter	88.0	-1.2	0.7	92.1	-2.4	0.7
2nd quarter	88.3	0.3	-1.6	92.9	0.9	-1.5
3rd quarter	87.0	-1.4	-2.5	91.6	-1.4	-3.0
2010 May	89.6	-1.4	-0.8	94.4	-1.4	3.7
June	88.7	-1.1	-3.1	93.2	-1.2	1.0
July	88.7	0.0	-3.2	93.4	0.2	-0.1
August	89.7	1.2	-1.9	95.1	1.7	1.3
September	89.4	-0.4	-2.4	94.6	-0.5	0.3
October	89.8	0.4	-0.7	94.8	0.1	1.7
November	89.4	-0.5	-1.6	94.6	-0.1	0.7
December	88.3	-1.2	-3.9	93.9	-0.8	-3.1
2011 January	87.3	-1.1	4.4	91.6	-2.4	4.8
February	88.3	1.0	-0.2	92.0	0.5	-0.9
March	88.4	0.2	-1.2	92.5	0.5	-1.4
April	87.8	-0.8	-3.4	91.9	-0.7	-4.0
May	88.4	0.7	-1.4	92.8	1.0	-1.7
June	88.7	0.4	0.0	93.7	0.9	0.4
July	87.7	-1.1	-1.1	92.2	-1.6	-1.4
August	87.0	-0.9	-3.1	91.7	-0.5	-3.6
September	86.5	-0.5	-3.2	91.0	-0.7	-3.8
October ²	86.5	0.0	-3.7	91.1	0.1	-3.8

¹ Based on Seasonal Patterns up to October 2011² 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	106.7	6.7	6.7
2007 Year	115.8	7.1	7.1	114.4	7.2	7.2
2008 Year	114.9	-0.8	-0.8	111.5	-2.5	-2.5
2009 Year	102.1	-11.1	-11.1	104.1	-6.6	-6.6
2010 Year	97.8	-4.2	-4.2	103.0	-1.1	-1.1
2010 1st quarter	99.0	0.9	-6.7	104.0	1.6	-1.6
2nd quarter	98.4	-0.6	-4.0	103.3	-0.7	-0.1
3rd quarter	96.8	-1.6	-4.2	102.0	-1.3	-1.5
4th quarter	96.0	-0.8	-2.1	101.4	-0.6	-1.0
2011 1st quarter	97.0	1.0	-2.0	100.7	-0.7	-3.2
2nd quarter	95.4	-1.6	-3.0	99.5	-1.2	-3.7
3rd quarter	94.6	-0.8	-2.3	98.7	-0.8	-3.3
2010 May	98.6	-0.3	-3.4	103.9	0.7	0.9
June	97.9	-0.7	-5.0	102.9	-0.9	-1.0
July	96.7	-1.2	-5.1	101.7	-1.2	-2.1
August	97.2	0.5	-3.9	102.4	0.7	-1.2
September	96.6	-0.5	-3.8	101.9	-0.5	-1.6
October	97.0	0.3	-1.6	101.9	0.0	0.0
November	96.2	-0.8	-1.8	101.9	0.0	-0.1
December	95.1	-1.1	-2.8	100.7	-1.2	-2.3
2011 January	97.8	2.8	-0.7	101.5	0.9	-0.6
February	96.5	-1.4	-2.3	100.7	-0.8	-3.5
March	96.7	0.3	-2.7	100.1	-0.6	-5.1
April	96.2	-0.5	-2.7	100.3	0.2	-2.8
May	95.2	-1.1	-3.5	99.0	-1.3	-4.7
June	94.8	-0.4	-3.1	99.3	0.4	-3.5
July	95.2	0.5	-1.5	99.1	-0.2	-2.6
August	94.4	-0.9	-2.9	98.6	-0.5	-3.7
September	94.3	-0.1	-2.4	98.4	-0.2	-3.4
October ²	94.2	-0.1	-2.8	98.2	-0.2	-3.6

¹ Based on Seasonal Patterns up to October 2011² 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	October 2011					
	Value of Sales			Volume of Sales		
	Index	% change on previous month	Annual % change	Index	% change on previous month	Annual % change
Motor Trades	59.0	0.8	-6.9	65.0	0.9	-3.9
Non-Specialised Stores (excluding Department Stores)	116.2	0.4	0.7	114.5	0.5	0.0
Department Stores	82.3	-1.9	-7.9	106.5	-1.9	-8.0
Food beverages & Tobacco	84.8	-1.4	-4.8	83.7	-1.2	-5.2
Fuel	107.9	1.0	4.6	78.5	1.7	-4.4
Pharmaceuticals Medical & Cosmetic Articles	99.8	-0.7	-5.8	109.4	0.3	-3.6
Clothing, Footwear & Textiles	81.4	-1.1	-8.0	111.5	-1.2	-8.1
Furniture and Lighting	50.9	1.2	-8.7	68.3	1.3	-5.5
Hardware, Paints & Glass	74.5	-0.1	-8.1	77.9	-0.2	-7.8
Electrical Goods	72.1	-2.0	-3.3	127.4	-1.7	3.6
Books, Newspapers and Stationery	66.5	-2.6	-13.6	60.9	-2.8	-14.4
Other Retail Sales	77.7	-0.1	-4.1	92.1	-0.5	-6.0
Bars	71.9	-3.2	-10.4	66.3	-3.0	-10.3
All Businesses excl. Motor Trades	94.2	-0.1	-2.8	98.2	-0.2	-3.6
All Businesses	86.5	0.0	-3.7	91.1	0.1	-3.8
Of which:- <u>Combined Groups</u>						
All Businesses excl Motor Trades & Bars	97.2	0.3	-1.9	102.4	0.1	-3.0
Motors & Fuel	69.5	0.6	-2.4	66.9	0.2	-4.9
All Bus. Excl. Motor Trades, Fuel & Bars	96.1	-0.1	-2.7	104.7	-0.1	-2.8
Food Businesses	113.5	0.4	0.3	111.8	0.5	-0.4
Non-Food (Excl Motor Trades, Fuel & Bars)	78.9	-1.0	-6.6	98.1	-0.8	-5.3
Household Equipment	69.0	-0.6	-6.2	96.7	-0.8	-1.5
Books, Newspapers Stationery & Other Goods	76.1	-0.4	-5.7	86.2	-0.5	-6.8

¹ Based on Seasonal Patterns up to October 2011, 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	September 2011					
	Value of Sales			Volume of Sales		
	Index	% change on previous month	Annual % change	Index	% change on previous month	Annual % change
Motor Trades	58.6	-3.4	-7.7	64.4	-3.0	-4.7
Non-Specialised Stores (excluding Department Stores)	115.8	0.4	0.7	113.9	0.2	-0.2
Department Stores	83.9	0.0	-5.2	108.6	-0.5	-5.6
Food beverages & Tobacco	85.9	-4.8	-6.5	84.7	-4.1	-7.1
Fuel	106.9	-1.1	1.3	77.2	-2.2	-9.9
Pharmaceuticals Medical & Cosmetic Articles	100.5	-0.9	-8.9	109.2	0.2	-8.9
Clothing, Footwear & Textiles	82.4	-1.3	-5.1	112.9	-1.7	-5.3
Furniture and Lighting	50.3	-5.3	-16.2	67.4	-5.0	-12.9
Hardware, Paints & Glass	74.6	-2.2	-4.9	78.0	-2.3	-4.4
Electrical Goods	73.6	3.3	-2.5	129.6	3.8	4.9
Books, Newspapers and Stationery	68.3	-3.6	-10.8	62.6	-2.1	-10.6
Other Retail Sales	77.8	0.4	-2.1	92.6	0.5	-3.9
Bars	74.3	0.4	-6.0	68.3	0.3	-5.9
All Businesses excl. Motor Trades	94.3	-0.1	-2.4	98.4	-0.2	-3.4
All Businesses	86.5	-0.5	-3.2	91.0	-0.7	-3.8
Of which:- <u>Combined Groups</u>						
All Businesses excl Motor Trades & Bars	97.0	-0.1	-2.0	102.3	-0.3	-3.2
Motors & Fuel	69.1	-2.3	-4.6	66.8	-2.8	-6.0
All Bus. Excl. Motor Trades, Fuel & Bars	96.2	0.0	-2.3	104.8	-0.1	-2.6
Food Businesses	113.1	0.1	0.3	111.2	-0.1	-0.7
Non-Food (Excl Motor Trades, Fuel & Bars)	79.7	-0.5	-5.7	98.9	-0.2	-4.6
Household Equipment	69.4	-0.1	-5.7	97.5	1.2	-0.8
Books, Newspapers Stationery & Other Goods	76.4	0.1	-4.0	86.6	0.2	-5.2

¹ Based on Seasonal Patterns up to October 2011, 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	August-October 2011					
	Value of Sales			Volume of Sales		
	Index	% change on previous period	Annual % change	Index	% change on previous period	Annual % change
Motor Trades	59.3	-10.4	-6.9	65.2	-9.1	-3.7
Non-Specialised Stores (excluding Department Stores)	115.8	0.9	0.5	114.0	0.2	-0.3
Department Stores	83.4	-0.6	-5.7	108.1	-1.5	-5.8
Food beverages & Tobacco	86.9	-0.5	-4.2	85.5	-0.8	-4.7
Fuel	107.6	-0.1	2.6	78.1	-1.4	-8.0
Pharmaceuticals Medical & Cosmetic Articles	100.6	-1.7	-8.0	109.2	-0.8	-7.5
Clothing, Footwear & Textiles	82.4	-0.4	-5.2	113.1	-0.6	-5.0
Furniture and Lighting	51.3	-9.5	-12.8	68.8	-8.9	-9.4
Hardware, Paints & Glass	75.1	0.1	-6.4	78.6	0.5	-5.9
Electrical Goods	72.4	0.8	-3.3	127.4	3.0	3.7
Books, Newspapers and Stationery	68.5	-5.4	-12.2	62.5	-4.9	-12.5
Other Retail Sales	77.6	-2.8	-4.2	92.3	-1.8	-5.9
Bars	73.5	-3.9	-7.9	67.6	-3.8	-7.8
All Businesses excl. Motor Trades	94.3	-0.7	-2.7	98.4	-0.7	-3.6
All Businesses	86.7	-1.8	-3.2	91.2	-1.9	-3.8
Of which:- <u>Combined Groups</u>						
All Businesses excl Motor Trades & Bars	97.1	-0.6	-2.0	102.5	-0.8	-3.1
Motors & Fuel	69.7	-5.7	-3.5	67.4	-6.8	-5.2
All Bus. Excl. Motor Trades, Fuel & Bars	96.2	-0.4	-2.5	104.8	-0.7	-2.8
Food Businesses	113.2	0.6	0.2	111.4	0.0	-0.6
Non-Food (Excl Motor Trades, Fuel & Bars)	79.6	-2.2	-6.1	98.7	-1.4	-4.9
Household Equipment	69.3	-1.6	-6.2	96.9	0.3	-1.5
Books, Newspapers Stationery & Other Goods	76.3	-3.3	-5.7	86.4	-3.1	-6.8

¹ Based on Seasonal Patterns up to October 2011, 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

	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11 ²
Austria	-0.2	-2.7	0.0	-2.3	0.2	-1.6
Belgium	5.5	5.5	-4.6	3.2	0.2	-2.1
Finland	3.9	4.5	2.7	3.9	1.9	1.7
France	4.4	0.4	4.2	0.3	3.4	2.0
Germany	1.9	-2.2	1.2	1.4	-0.8	0.2
Greece	-8.5	-10.8	-11.5	-3.9	-1.5	c
Ireland	-4.4	-4.5	-3.3	-2.6	-3.3	-3.2
Italy	-0.1	-1.6	-1.4	-0.5	-0.7	c
Luxembourg	7.8	7.2	7.0	7.7	10.5	8.3
Netherlands	-0.6	-0.6	-3.2	-0.7	-2.7	c
Portugal	-4.7	-7.5	-5.6	-5.0	-4.4	-6.2
Slovenia	1.4	1.8	-2.0	-0.1	6.1	1.7
Slovakia	-0.3	-3.5	-4.2	-4.3	-3.8	-3.7
Spain	-3.1	-7.9	-8.4	-4.0	-4.4	-5.8
Cyprus	7.5	-1.1	3.6	-2.3	1.8	c
Malta	-4.9	3.6	1.5	-12.0	-8.0	-7.5
EA17	1.1	-1.9	-0.8	-0.3	-0.1	-1.5
Denmark	6.2	-3.4	-2.8	-5.0	-0.9	-1.9
Sweden	4.8	-1.2	2.4	0.3	-0.1	-1.2
United Kingdom	4.2	0.2	0.6	0.2	-0.3	1.5
Czech Republic	3.2	0.5	-0.8	-1.9	-0.6	c
Estonia	3.9	2.6	4.7	5.4	4.7	4.4
Latvia	-1.1	1.2	4.0	6.5	8.0	8.1
Lithuania	7.8	6.2	7.1	8.0	10.5	10.6
Hungary	-1.2	0.7	-0.4	-1.4	0.4	c
Poland	5.9	0.6	-2.0	-1.4	-2.0	0.3
Bulgaria	0.5	1.7	-0.8	-2.8	-2.9	-3.0
Romania	-5.9	-5.0	-7.8	1.4	-6.2	-4.9
EU27	1.9	-1.4	-0.6	-0.3	-0.3	-0.8
Norway	2.1	4.6	3.6	0.9	4.1	1.2
Switzerland	7.8	-3.9	7.9	2.8	-0.8	-0.9

: Data not available,

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

² Data for Ireland is September 2011 final data

c Confidential

Source: Eurostat

Monthly % change data available on Eurostat website:

<http://epp.eurostat.ec.europa.eu/portal/page/portal/euroindicators/peeis/>

Background Notes

Retail Sales Index	Introduction of updated series with base year 2005 = 100. 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.
Reference Period	The September 2011 period covers the 5 weeks from 28/08/11 to 01/10/11 and the October 2011 period covers the 4 weeks from 02/10/11 to 29/10/11.
New Base Year	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.
Scope and Coverage	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).
Methodology	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. 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. 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).
Seasonal Adjustment	<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> 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: • 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. 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/
References	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.