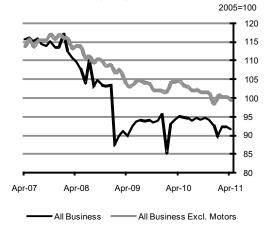


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### Retail Sales Index - Seasonally Adjusted Volume



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## Retail Sales Index

April 2011 (First Estimates) March 2011 (Final Figures)

### Seasonally Adjusted Retail Sales Index - All Businesses

(Base year 2005 = 100)

	Volume Index	Value Index
April 2010	95.2	90.6
March 2011	92.2	88.1
April 2011	91.5	87.5
Monthly% change	-0.8%	-0.7%
Annual % change	-3.9%	-3.5%

# Retail Sales volume decreased by 3.9% in April 2011 compared with April 2010

The volume of retail sales (i.e. excluding price effects) decreased by 3.9% in April 2011 when compared with April 2010 and there was a monthly decrease of 0.8%. If Motor Trades are excluded, the volume of retail sales decreased by 5.0% in April 2011 when compared with April 2010, while there was a monthly decrease of 1.0%.

Non-Specialised stores (0.1%), Department Stores (1.4%) and Clothing, Footwear & Textiles (1.6%) were the only categories that showed year-on-year increases in the volume of retail sales this month. Fuel (-11.9), Pharmaceuticals Medical and Cosmetic Articles (-7.4%) and Furniture & Lighting (-16.2%) were among the ten categories that showed year-on-year decreases in the volume of retail sales this month.

The value of retail sales decreased by 3.5% in April 2011 when compared with April 2010 and there was a month-on-month change of -0.7%. If Motor Trades are excluded, there was an annual decrease of 2.4% in the value of retail sales and a monthly decrease of 0.3%.

For more information contact Patrick Foley on 021 453 5012, Alan Finlay on 021 453 5211 or Stephanie Collins on 021 453 5123.

Table 1 Seasonally Adjusted Indices of Total Retail Sales 1

Total Retail Sales for all Businesses Combined

Base Year: 2005=100

riod	\	/alue of Sales		\	olume 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	89.1	-2.0	-2.0	93.5	1.0	1.0		
2010	1st quarter	87.2	-4.3	-2.5	90.9	-3.5	1.8		
	2nd quarter	89.9	3.1	-0.8	94.8	4.3	3.2		
	3rd quarter	89.3	-0.7	-2.5	94.1	-0.7	0.2		
	4th quarter	89.1	-0.2	-2.2	93.5	-0.6	-0.7		
2011	1st quarter	87.8	-1.5	0.7	91.3	-2.3	0.5		
2009	November	90.7	0.4	-13.6	93.7	0.7	-9.1		
	December	92.0	1.4	-12.5	95.6	2.0	-7.5		
2010	January	83.5	-9.2	-6.5	85.1	-11.0	-2.2		
	February	88.3	5.7	-0.8	92.7	9.0	3.4		
	March	89.3	1.1	-0.5	94.0	1.3	3.4		
	April	90.6	1.5	1.7	95.2	1.3	6.1		
	May	89.8	-0.9	-0.7	94.8	-0.5	2.9		
	June	89.4	-0.4	-2.7	94.5	-0.3	1.0		
	July	89.0	-0.4	-3.0	93.8	-0.7	-0.2		
	August	89.6	0.7	-2.0	94.5	0.7	0.8		
	September	89.3	-0.4	-2.5	94.1	-0.5	0.0		
	October	89.8	0.7	-0.6	94.4	0.4	1.4		
	November	89.3	-0.6	-1.6	94.0	-0.5	0.2		
	December	88.3	-1.1	-4.0	92.5	-1.5	-3.2		
2011	January	87.1	-1.3	4.3	89.4	-3.4	5.1		
	February	88.0	1.0	-0.3	92.2	3.1	-0.6		
	March	88.1	0.0	-1.3	92.2	0.0	-1.9		
	April <sup>2</sup>	87.5	-0.7	-3.5	91.5	-0.8	-3.9		

<sup>&</sup>lt;sup>1</sup> Based on Seasonal Patterns up to April 2011

 $<sup>^{\</sup>rm 2}$  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)

od	\	/alue of Sales		\	olume 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	97.8	-4.2	-4.2	102.4	-1.7	-1.7
2010 1st quarter	99.1	1.1	-6.7	103.3	1.4	-2.8
2nd quarter	98.3	-0.8	-4.0	103.5	0.2	-0.2
3rd quarter	96.8	-1.5	-4.3	101.8	-1.6	-2.1
4th quarter	95.9	-0.9	-2.1	100.2	-1.6	-1.7
2011 1st quarter	97.2	1.4	-1.9	100.3	0.1	-2.9
2009 November	97.8	-0.6	-11.0	102.0	0.0	-6.0
December	97.8	0.0	-11.1	101.8	-0.2	-6.3
2010 January	98.5	0.7	-8.3	101.6	-0.2	-4.7
February	98.9	0.5	-7.6	104.0	2.4	-3.1
March	99.8	0.9	-4.7	104.2	0.2	-1.0
April	99.3	-0.6	-3.3	104.4	0.2	1.3
May	98.2	-1.0	-3.5	103.3	-1.1	-0.1
June	97.6	-0.6	-5.0	102.9	-0.4	-1.6
July	97.0	-0.6	-4.9	101.9	-1.0	-2.5
August	97.0	0.0	-3.9	102.1	0.2	-1.7
September	96.6	-0.5	-3.8	101.4	-0.7	-2.1
October	96.8	0.2	-1.7	101.5	0.0	-0.5
November	96.0	-0.9	-1.9	101.1	-0.4	-0.9
December	95.0	-1.0	-2.9	98.4	-2.6	-3.3
2011 January	97.8	2.9	-0.7	100.6	2.2	-1.0
February	96.7	-1.2	-2.3	100.3	-0.3	-3.6
March	97.2	0.6	-2.6	100.2	0.0	-3.8
April <sup>2</sup>	96.9	-0.3	-2.4	99.3	-1.0	-5.0

<sup>&</sup>lt;sup>1</sup> Based on Seasonal Patterns up to April 2011

 $<sup>^{\</sup>rm 2}$  Provisional value and volume of sales indices based on early returns from sample retailers

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

	(FIEIIIIIIIa	y LStilliate	<del>,</del> 5)	Dase Teal	. 2003-100		
Retail Business - NACE REV 2		alue of Sales	April	ril 2011 Volume of Sales			
TICIAII BUSINGSS TVACETIEV 2	Index	% change on previous month	Annual % change	Index	% change on previous month	Annual % change	
Motor Trades	60.2	-2.1	-4.7	64.9	-1.6	-1.3	
Non-Specialised Stores (excluding Department Stores)	117.8	0.5	1.4	116.8	0.9	0.1	
Department Stores	87.5	-0.6	0.5	113.5	-0.9	1.4	
Food beverages & Tobacco	86.4	-2.4	-5.2	85.5	-2.5	-5.7	
Fuel	105.4	-1.0	-0.7	77.6	-0.2	-11.9	
Pharmaceuticals Medical & Cosmetic Articles	104.1	0.5	-6.2	112.2	0.7	-7.4	
Clothing, Footwear & Textiles	86.6	-1.1	-0.9	119.9	-1.6	1.6	
Furniture and Lighting	54.4	-4.7	-19.0	71.3	-5.2	-16.2	
Hardware, Paints & Glass	84.9	2.4	-1.2	88.2	2.3	-0.6	
Electrical Goods	71.9	-0.3	-8.5	121.5	0.6	-3.0	
Books, Newspapers and Stationery	74.3	3.3	-14.4	67.3	1.5	-14.9	
Other Retail Sales	79.0	-2.2	-13.5	93.1	-2.4	-14.3	
Bars	77.5	1.6	-4.7	70.7	1.5	-6.0	
All Businesses excl. Motor Trades	96.9	-0.3	-2.4	99.3	-1.0	-5.0	
All Businesses	87.5	-0.7	-3.5	91.5	-0.8	-3.9	
Of which:- Combined Groups							
All Businesses excl Motor Trades & Bars	99.4	-0.3	-2.9	104.1	-0.4	-4.7	
Motors & Fuel	69.2	-1.5	-3.9	69.1	-1.1	-3.2	
All Bus. Excl. Motor Trades, Fuel & Bars	98.3	-0.2	-3.5	108.5	0.0	-3.9	
Food Businesses	115.2	0.4	1.1	114.4	0.9	0.0	
Non-Food (Excl Motor Trades, Fuel & Bars)	84.5	0.2	-5.2	103.3	0.1	-5.1	
Household Equipment	73.7	0.4	-6.2	96.1	0.5	-3.5	
Books, Newspapers Stationery & Other Goods	77.6	-2.0	-14.0	87.1	-1.4	-14.8	

<sup>&</sup>lt;sup>1</sup> Based on Seasonal Patterns up to April 2011, 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

	March 2011						
Retail Business - NACE REV 2	V	alue of Sales	March	Volume of Sales			
	Index	% change on previous month	Annual % change	Index	% change on previous month	Annual % change	
Motor Trades	61.5	0.1	3.2	66.0	-0.2	7.1	
Non-Specialised Stores (excluding Department Stores)	117.2	0.7	1.8	115.7	1.0	0.5	
Department Stores	88.1	2.1	0.7	114.5	1.5	1.9	
Food beverages & Tobacco	88.5	0.8	-3.4	87.6	1.1	-3.7	
Fuel	106.4	-0.4	0.0	77.7	-2.2	-12.9	
Pharmaceuticals Medical & Cosmetic Articles	103.5	-0.2	-5.4	111.5	-0.3	-7.0	
Clothing, Footwear & Textiles	87.6	1.0	-0.8	121.9	1.8	2.5	
Furniture and Lighting	57.1	-1.0	-17.9	75.2	-0.6	-14.7	
Hardware, Paints & Glass	82.8	5.3	-2.1	86.3	5.4	-1.2	
Electrical Goods	72.1	-2.7	-11.1	120.8	-1.4	-5.7	
Books, Newspapers and Stationery	71.9	-0.5	-10.7	66.3	-1.0	-12.1	
Other Retail Sales	80.7	-6.1	-13.5	95.3	-4.5	-16.7	
Bars	76.3	-1.4	-8.3	69.7	-1.4	-8.8	
All Businesses excl. Motor Trades	97.2	0.6	-2.6	100.2	0.0	-3.8	
All Businesses	88.1	0.0	-1.3	92.2	0.0	-1.9	
Of which:- Combined Groups							
All Businesses excl Motor Trades & Bars	99.7	0.6	-1.9	104.6	0.4	-3.9	
Motors & Fuel	70.3	-0.1	2.7	69.9	0.1	2.5	
All Bus. Excl. Motor Trades, Fuel & Bars	98.5	0.4	-2.2	108.5	0.8	-2.4	
Food Businesses	114.7	0.7	1.4	113.4	1.1	0.3	
Non-Food (Excl Motor Trades, Fuel & Bars)	84.3	-0.2	-6.8	103.3	-0.5	-6.6	
Household Equipment	73.4	1.3	-8.5	95.6	1.3	-5.6	
Books, Newspapers Stationery & Other Goods	79.2	-3.4	-13.0	88.4	-4.1	-15.6	

<sup>&</sup>lt;sup>1</sup> Based on Seasonal Patterns up to April 2011, 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

Potoil Puoinese NACE PEVO		John of Cala	February-A		duma of Color	me of Sales	
Retail Business - NACE REV 2	Index	alue of Sales % change on previous period	Annual % change	Index	olume of Sales % change on previous period	Annual % change	
Motor Trades	61.1	1.8	0.2	65.7	1.2	3.8	
Non-Specialised Stores (excluding Department Stores)	117.1	1.1	1.6	115.7	1.0	0.3	
Department Stores	87.4	3.2	-0.3	113.6	3.7	1.3	
Food beverages & Tobacco	87.6	-1.0	-3.9	86.7	-1.0	-4.2	
Fuel	106.2	6.3	1.1	78.2	-0.4	-11.0	
Pharmaceuticals Medical & Cosmetic Articles	103.7	-1.6	-5.6	111.8	-2.4	-6.9	
Clothing, Footwear & Textiles	87.0	0.2	-1.7	120.6	2.0	1.4	
Furniture and Lighting	56.5	6.2	-17.5	74.1	6.6	-14.2	
Hardware, Paints & Glass	82.2	3.4	-3.0	85.5	3.1	-2.1	
Electrical Goods	72.7	-4.2	-10.2	121.6	-3.6	-4.7	
Books, Newspapers and Stationery	72.7	-4.1	-11.3	66.8	-2.9	-12.3	
Other Retail Sales	81.8	-0.6	-12.0	96.0	-1.2	-14.5	
Bars	77.0	-1.3	-6.6	70.3	-1.7	-7.3	
All Businesses excl. Motor Trades	97.0	0.8	-2.4	100.0	0.1	-4.0	
All Businesses	87.9	-0.3	-1.7	92.0	0.0	-2.1	
Of which:- Combined Groups							
All Businesses excl Motor Trades & Bars	99.4	1.0	-2.2	104.3	0.1	-4.0	
Motors & Fuel	70.0	0.4	0.7	69.6	-0.4	0.6	
All Bus. Excl. Motor Trades, Fuel & Bars	98.3	-0.1	-2.8	108.3	0.5	-2.9	
Food Businesses	114.6	1.1	1.2	113.3	1.0	0.0	
Non-Food (Excl Motor Trades, Fuel & Bars)	84.4	1.2	-6.2	103.4	0.8	-5.8	
Household Equipment	73.2	-0.3	-8.3	95.4	0.4	-5.2	
Books, Newspapers Stationery & Other Goods	79.6	-1.5	-12.0	89.1	-2.3	-14.1	

<sup>&</sup>lt;sup>1</sup> Based on Seasonal Patterns up to April 2011, 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

	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11 <sup>2</sup>
Austria	1.7	4.2	0.9	-0.2	-1.0	-1.1
Belgium	8.0	4.1	1.6	0.3	3.0	1.9
Finland	5.0	3.3	2.0	3.9	3.7	2.1
France	3.1	6.0	4.2	5.1	7.7	3.6
Germany	1.2	0.1	0.4	3.1	1.5	-0.6
Greece	-8.1	-11.7	-19.4	-16.0	-10.6	С
Ireland	0.1	0.0	-2.7	-0.4	-3.4	-3.9
Italy	1.4	-1.1	-0.2	0.0	-0.1	С
Luxembourg	7.4	13.1	5.1	24.6	7.8	5.7
Netherlands	0.0	1.3	-2.8	0.7	0.8	С
Portugal	-1.3	-4.6	-1.2	-6.7	-3.5	-6.8
Slovenia	2.5	3.6	-0.9	3.3	5.9	0.1
Slovakia	-3.7	-3.1	-2.3	0.0	0.1	-3.4
Spain	-2.5	-2.6	-5.0	-6.1	-5.4	-9.6
Cyprus	1.4	1.8	3.5	2.3	С	С
Malta	-1.7	0.6	-5.6	-7.6	-3.7	-6.6
EA17	0.9	1.1	-0.1	0.6	1.3	-1.7
Denmark	-2.3	0.9	-1.5	-1.3	-2.0	-8.7
Sweden	4.3	4.5	2.9	2.6	2.8	0.9
United Kingdom	0.2	1.0	0.3	5.3	1.2	0.3
Czech Republic	-1.0	0.0	-3.9	1.8	2.4	С
Estonia	4.2	8.3	7.5	-3.8	1.5	4.2
Latvia	5.7	7.9	8.1	0.3	3.6	1.4
Lithuania	-0.2	4.1	1.9	3.6	6.7	5.2
Hungary	-0.7	-0.4	-1.7	0.1	0.1	С
Poland	13.8	10.2	13.3	13.1	12.6	6.9
Bulgaria	-4.5	-4.8	-3.7	-0.2	-0.1	1.4
Romania	-7.9	-8.5	-9.8	-7.1	-4.6	-5.0
EU27	1.1	1.3	0.3	1.8	1.6	-1.0
Norway	1.4	4.7	1.3	1.4	2.4	:
Switzerland	2.9	1.6	-1.5	-2.4	1.8	-0.2

<sup>:</sup> Data not available,

c Confidential Source: Eurostat

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

<sup>&</sup>lt;sup>2</sup> Data for Ireland is March 2011 final data

Central Statistics Office Retail Sales Index

## **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 March 2011 period covers the 5 weeks from 27/02/11 to 02/04/11 and the April 2011 period covers the 4 weeks from 03/04/11 to 30/04/11.

**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

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.

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", *Journal of Business & Economic Statistics*, 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 <a href="www.cso.ie">www.cso.ie</a>. Retrospective details for the current and previous series are also available on the CSO website.