

## Card Expenditure Statistics [CES] – July 2009

Seasonally-adjusted

### At a glance key figures for July

	Total spending £ billions		Annual growth rates for spending		Number of purchases millions	
	2009	2008	2009	2008	2009	2008
<b>All plastic cards</b>	<b>32.0</b>	30.9	<b>4.2%</b>	8.9%	<b>660</b>	615
<b>Debit cards</b>	<b>21.5</b>	20.3	<b>7.1%</b>	11.7%	<b>492</b>	452
<b>Credit cards</b>	<b>10.5</b>	10.6	<b>-1.2%</b>	4.0%	<b>168</b>	164

Although **plastic card spending** in July fell by 2.6% compared to June's stronger figure, it was 3.4% higher than in the month of July 2008. This corresponds closely with yesterday's Retail Sales data for July showing a 3.3% rise compared to June 2008. The plastic card share of total retail sales<sup>1</sup> in July was 64.5%, and has increased from 62.3% over the past 12 months.

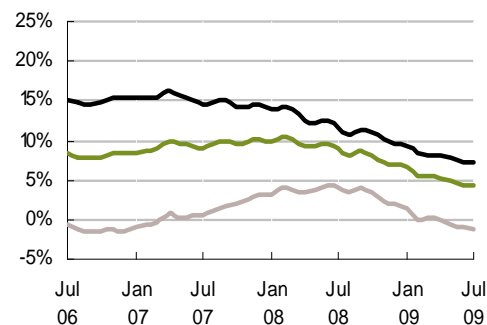
**Annual growth rates** for spending continued to decline, with credit card spending moving further into negative growth.

There were 660 million **card purchases** in July, 20 million fewer than in June but 45 million more than in July 2008. Annual growth in the number of card purchases was 6.4% in July, and has been close to this rate for most of this year. A faster growth rate in the number of purchases compared with their value is indicative of lower prices, including consumers switching to cheaper brands. The all cards **average transaction value** fell to £48.44 in July, the lowest since December 2005. Credit card purchases averaged £62.49, and those on debit cards £43.69. The average value of a card purchase in a supermarket fell below £30 (to £29.93) for the first time since these data were collected in January 2003.

<sup>1</sup>CES 3-month moving average spending for July of £15.5 billion expressed as a percentage of a similar 3-month moving average for National Statistics 'All retailing' (EAQV) based on the value of Retail Sales at current prices (SA) that gives a figure of £24.0 billion.

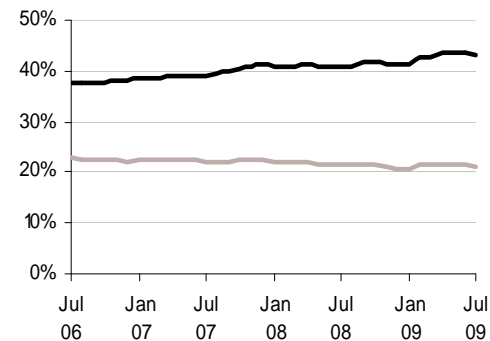
**Chart 1**

Spending on plastic cards  
Annual growth rates



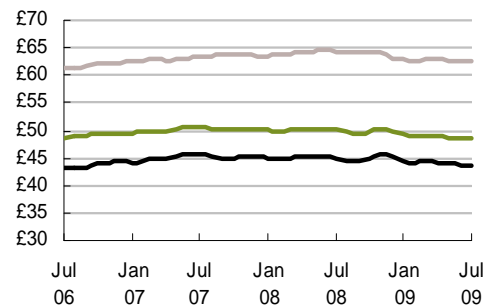
**Chart 2**

Percent of retail sales made on plastic cards  
Three-month moving average



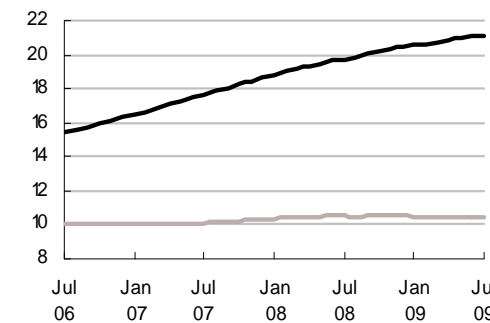
**Chart 3**

Average transaction values  
Three-month moving average



**Chart 4**

Average monthly expenditure  
£ billions



— Debit cards  
— Credit cards  
— All plastic cards