

## Card Expenditure Statistics [CES] – November 2009

Seasonally-adjusted

### At a glance key figures for November

	Total spending £ billions		Annual growth rates for spending		Number of purchases millions	
	2009	2008	2009	2008	2009	2008
<b>All plastic cards</b>	<b>33.6</b>	29.8	<b>4.3%</b>	7.3%	<b>671</b>	596
<b>Debit cards</b>	<b>23.3</b>	19.8	<b>7.1 %</b>	10.0%	<b>504</b>	440
<b>Credit cards</b>	<b>10.3</b>	10.0	<b>-0.9%</b>	2.3%	<b>167</b>	156

November was the strongest month so far this year for **plastic card spending**, showing an increase of 5.0% over the average monthly spend for all other months of the year. All of this increase was on debit cards which increased their share of plastic card spending to 69% by value and 75% by volume. A key influence on this increase was the inflow into National Savings & Investment bonds where somewhere in the region of £1 billion more than the recent typical monthly average was paid using debit cards.

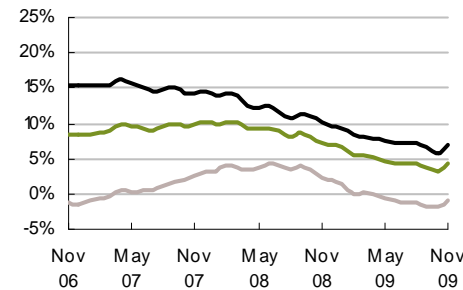
Previous months' reports have drawn attention to the effects of price cutting by supermarkets over the past couple of years as the **average transaction value [ATV]** fell from £31.62 in 2006 to a new low of £29.69 in October 2009. But in November, the ATV in supermarkets increased to £31.08. There was a strong rise in the ATV at service stations with November's figure of £30.16 up by £2.56 from October reflecting the petrol and diesel price rises during the month. There was also record or near-record spending in the entertainment and household sectors. This stronger spending, coupled with the inflows into NS&I bonds paid for using debit cards, has led to a reversal in the prolonged recent slide in **annual growth rates** (see Chart 1) and these may continue to strengthen into 2010 due to the low base figures of 2009.

The **plastic card share of total retail sales**<sup>1</sup> in November was 66.3%.

<sup>1</sup>CES 3-month moving average spending for November of £16.0 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 £24.2 billion.

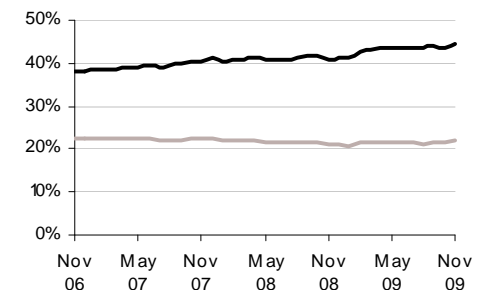
**Chart 1**

Spending on plastic cards  
Annual growth rates



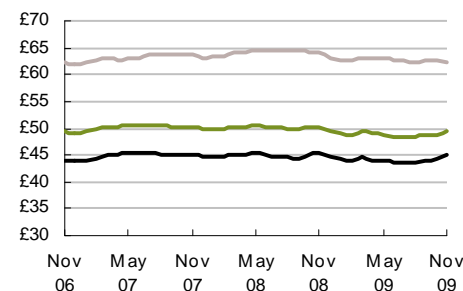
**Chart 2**

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



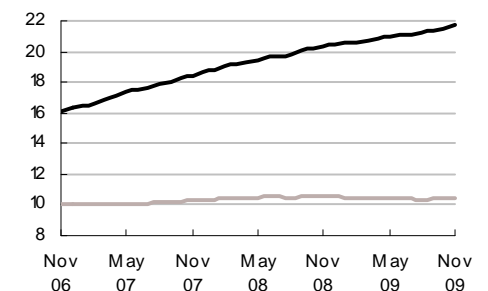
**Chart 3**

Average transaction values  
Three-month moving average



**Chart 4**

Average monthly expenditure  
£ billions



— Debit cards  
— Credit cards  
— All plastic cards