

Card Expenditure Statistics [CES] – October 2009

Seasonally-adjusted

At a glance key figures for October

	Total spending £ billions		Annual growth rates for spending		Number of purchases millions	
	2009	2008	2009	2008	2009	2008
All plastic cards	32.2	32.0	3.3%	8.2%	655	626
Debit cards	21.9	21.6	5.9%	11.0%	489	462
Credit cards	10.4	10.4	-1.7%	3.3%	166	164

Plastic card spending in October was 1.5% higher than the average spend over the preceding 12 months with all of this increase on debit cards. Annual growth rates continue to slacken (see Chart 1) with more weakness evident in the Services sectors (+2.6%) than in Retail sales (+4.1%). Retail sales are being buoyed by strong spending in the Food & drink (+7.5%) and Clothing (+8.8%) sectors, but growth in the other Retail sectors (Mixed business, Household and Other retailers) has remained at or lower than 1% for all of 2009. Within Services, spending on Entertainment is continuing to grow faster than the all plastic cards average with an October annual growth rate of 6.0%. This may reflect an element of 'stay at home' leisure spending as Travel is showing negative growth of -2.1%.

There is evidence in the card spending figures of continued price cutting by supermarkets with October's **average transaction value [ATV]** falling to a new low of £29.69. Across all sectors, plastic card ATVs have fallen by 2.6% over the past 12 months. This includes Service stations where a fall of 3.0% since October 2008 reflects both a lower average petrol price (unleaded 95^o is down by 1.2%) and consumers' cutting back. Recent petrol and diesel price rises will show through in next month's CES.

The **plastic card share of total retail sales**¹ in October was 65.1%.

¹CES 3-month moving average spending for October of £15.7 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 £24.1 billion.

Chart 1

Spending on plastic cards
Annual growth rates

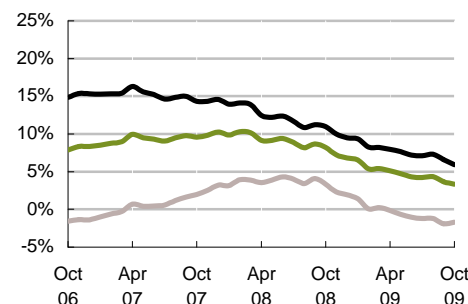


Chart 2

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

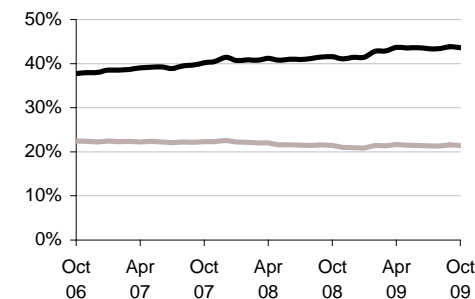


Chart 3

Average transaction values
Three-month moving average

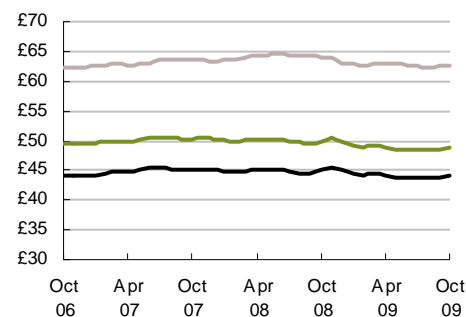
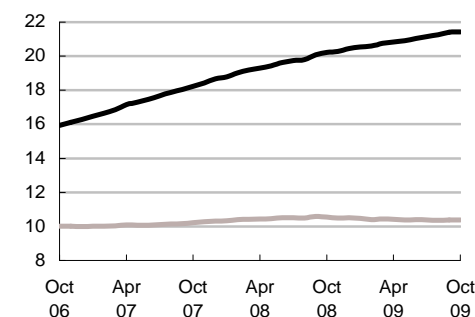


Chart 4

Average monthly expenditure
£ billions



— Debit cards
— Credit cards
— All plastic cards