

**Data used for the production of the following chart is sourced from KPMG and Scottish Retail Consortium monthly publication 'Scottish Retail Sales Monitor'.**

Please note the following extract from the publication:

The SRC/KPMG Retail Sales Monitor is based on responses from a large sample of retailers with outlets in Scotland. The retailers contributing to the survey complete monthly sales returns, which are collated and analysed by the University of Edinburgh, Department of Business Studies and KPMG. The months used are either four or five week periods which correspond to the periods used for Offices for National Statistics and British Retail Consortium national sales data. The figures compare sales with the equivalent month last year, therefore a seasonal adjustment is not normally needed. However, changes in the timing of Bank Holidays and Easter can create distortions, which should be considered in the interpretation of the data. The sample is composed of Scottish-based and UK national retail chains with outlets in Scotland.

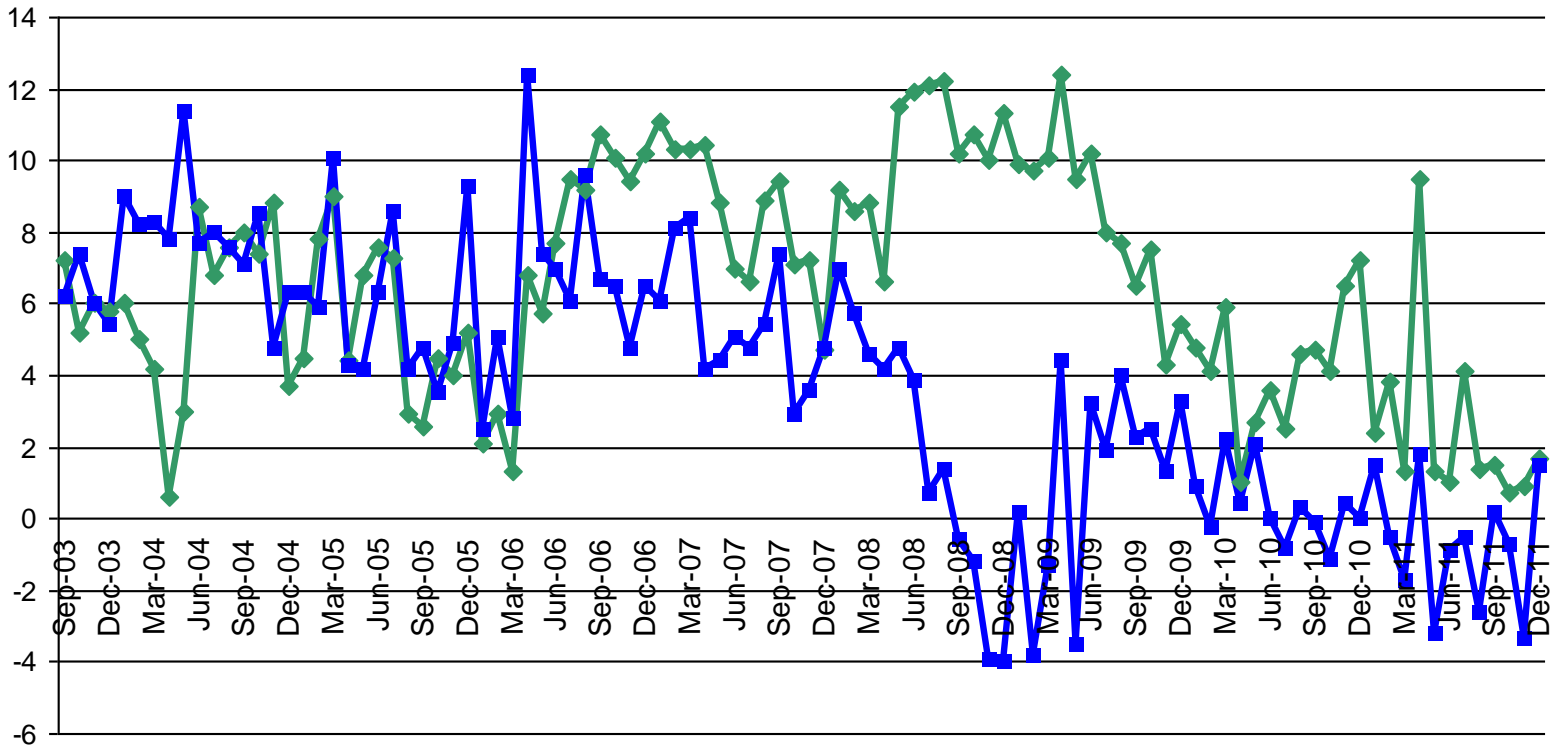
KPMG is responsible for the aggregation of the retail sales data provided by the retailers on a monthly basis. This data consists of the relevant current month's sales and comparative sales figures for the same period in the prior year. The aggregation has been performed by KPMG on data for months following, and including, April 2000 and equivalent prior periods. The accuracy of the data is entirely the responsibility of the retailers providing it. The aggregation role has been performed by KPMG since May 2000 and save for the aggregation of comparative sales figures for the period from April 2000 it is not responsible for the aggregation of any data included in this Monitor for any period prior to April 2000. KPMG will accept no responsibility or liability in connection with its aggregation work to any party other than the BRC.

# Scottish Retail Sales Growth

Sep 2003 to Dec 2011

◆ Scotland Food    ■ Scotland Non-Food

Retail  
Sales  
Growth  
%



Month