



Credit and Debit Card Statistics: September 2016

Key Developments

- In September 2016, **total transactions on debit cards amounted to €4.2 billion**. Debit card transactions have broadly trended upward since the post-Christmas low of €3.4 billion in January 2016. In September 2016 just under €2.6 billion of debit card spending was attributable to Point of Sale (PoS) activity, while the remaining €1.6 billion was accounted for by ATM transactions (Chart 1). **For credit cards, PoS spending amounted to circa €894 million in the month.**
- Debit card e-commerce¹ expenditure has generally trended upward since February 2015 to stand at **over €798 million at end-September 2016**. Over 30 per cent of new PoS transactions were attributable to e-commerce at end September 2016. Similarly, **total credit card e-commerce** has increased by 30 per cent over the past year to stand at €409 million at end-September 2016.
- Slightly under €1.2 billion of outstanding credit card balances included an accrued interest component. Chart 3 provides a breakdown of interest-bearing balances as a percentage of credit card limits. This shows that **8 per cent of cards have exceeded their credit limit while 36 per cent had balances between 76 and 100 per cent of their credit limit**. These proportions have remained virtually unchanged over the past year.

Chart 1: Gross New PoS Spending On All Cards

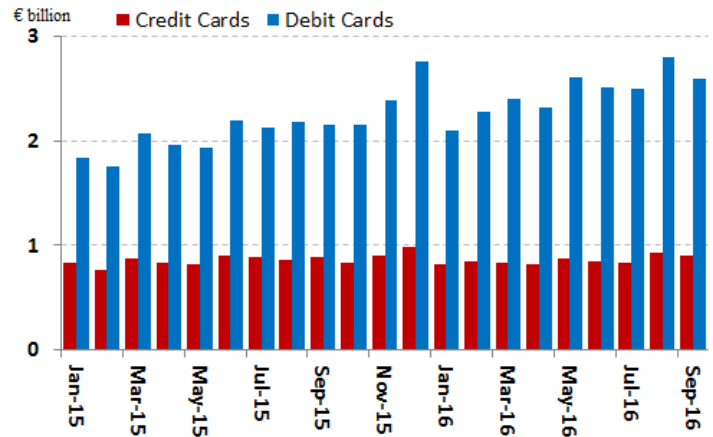


Chart 2: E-Commerce Spending

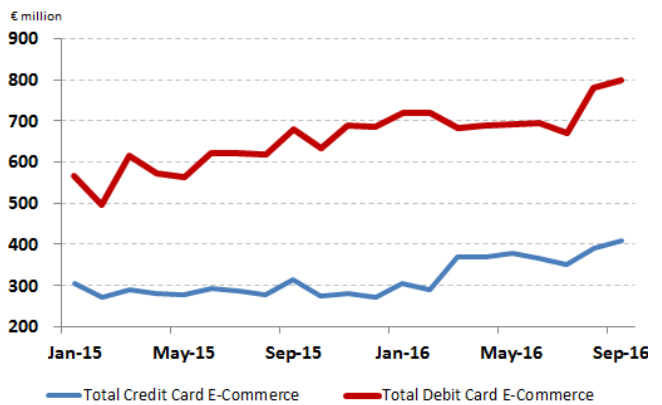
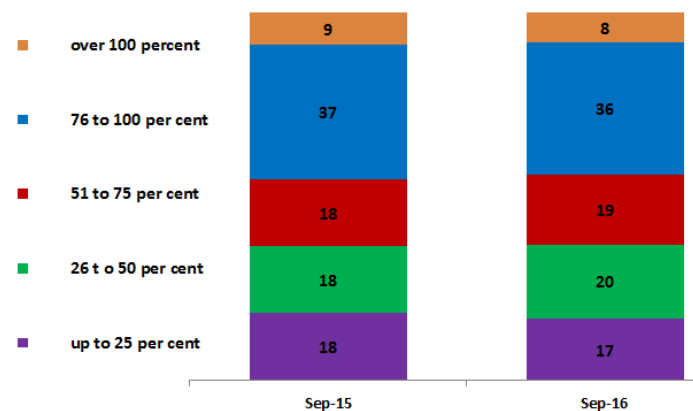


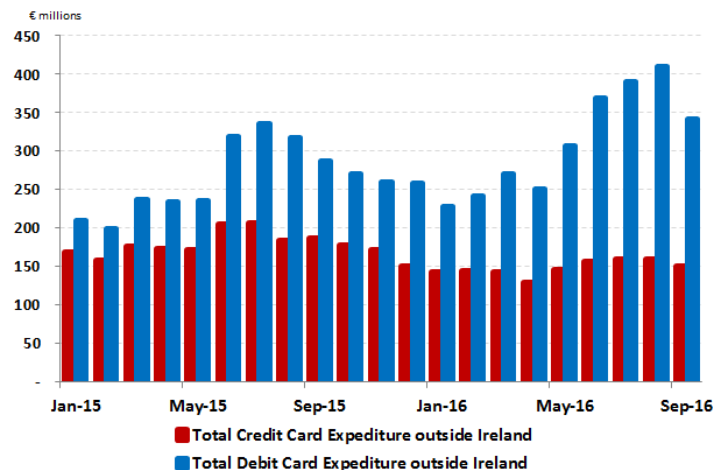
Chart 3: Credit Cards' Outstanding Balance as a Percentage of the Credit Limit (Distribution)



¹ Expenditure where the physical credit or debit card is not present provides a proxy for e-commerce.

- Total debit card expenditure outside Ireland averaged €312 million in the first nine months of 2016, compared with €264 million in same period in 2015** (Chart 4). Credit or debit card expenditure outside Ireland (when the physical card is present), provides an indication of expenditure abroad by Irish tourists. Debit card expenditure abroad peaked at €410 million in August 2016, an increase of 29 per cent on the same month a year earlier. This jump was not reflected in credit card expenditure outside Ireland which has declined year-on-year for each month in 2016. The total value of debit card expenditure outside Ireland (including ATM transactions) is more than double the value of equivalent credit card expenditure.

Chart 4: Expenditure Outside Ireland (Including both PoS and ATM Transactions)



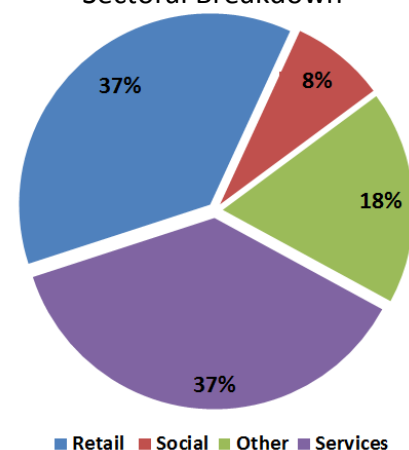
- The value of **new PoS debit card spending per month was almost three times greater for debit cards than for credit cards** at end-September 2016. Credit card expenditure remained stable, averaging €869 million over the year ending September 2016. **PoS spending on debit cards increased by circa €434 million from same month a year earlier**, to stand at just under €2.6 billion (Table 1). The majority of debit card expenditure occurs in the retail sector, where transactions valued over €1.2 billion were recorded in September 2016. In the services sector there has been a noticeable increase in expenditure on Health and Utilities over the past year.

Table 1: Debit Card Sectoral Spending (€000's)

	Sep-15	Sep-16
Total Debit Card PoS Spending	2,152,051	2,586,366
<i>of which:</i>		
Total Retail	1,057,199	1,248,969
Groceries/Perishables	558,382	586,757
Clothing	135,502	144,950
Electrical Goods	48,906	59,037
Hardware	148,544	156,390
Total Services	525,327	601,177
Transport	190,648	150,059
Accommodation	69,394	84,164
Education	97,351	92,310
Health	32,264	59,537
Utilities	52,185	90,626
Professional Services	81,354	119,958
Total Social	200,162	226,343
Restaurants/Dining	105,055	131,082
Entertainment	88,842	84,809

- Just over **74 per cent of all personal credit card expenditure at end-September 2016 was split between both the retail and services sectors** (Chart 5). Debit card expenditure in the retail sector accounted for just under half of all new debit card PoS transactions.

Chart 5: New Spending on Personal Credit Cards – Sectoral Breakdown



Note:

The primary aim of the data collected in the CDR (Credit/Debit Card Return) return is to inform national and euro-area policy making, and to enhance understanding of the role of credit/debit cards in the domestic financial system. Only euro-denominated credit/debit cards issued to Irish residents are included in the compilation of the CDR data. Monthly CDR data is derived from a sample of reporting entities heavily engaged in the provision of credit/debit services to Irish residents.

The CDR sectoral breakdown is compiled referencing the MCC code system for credit/debit card transactions. A merchant category code (MCC) is generally a four-digit number assigned to a business by credit card companies (e.g. American Express, MasterCard or Visa) when an entity first begins to accept one of these cards as a form of payment. The MCC is used to classify the business by the type of goods or services it typically provides.

Table A.13 Credit and Debit Card Statistics - Card Values ¹												
Gross New Transactions on all Cards (€ thousands)	Credit Cards						Debit Cards ²					
	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16
1. New Transactions during the Month on all Cards	814,539	876,456	851,536	836,946	923,563	893,754	3,858,020	4,217,160	4,157,643	4,149,757	4,497,325	4,213,778
1.1 ATM Transactions							1,546,804	1,614,774	1,650,468	1,652,733	1,703,569	1,627,412
1.2 POS Transactions ³							2,311,216	2,602,386	2,507,175	2,497,024	2,793,756	2,586,366
2. New Spending during the Month on all Personal Credit Cards	634,330	688,690	672,546	672,733	747,898	702,927						
2.1 Total Retail	242,062	271,509	260,408	252,240	282,010	259,275	1,149,787	1,311,198	1,247,681	1,213,262	1,347,875	1,248,969
of which:												
2.1.1 Groceries/Perishables	69,940	81,065	76,684	73,436	81,833	75,140	545,340	623,103	586,797	565,669	624,062	586,757
2.1.2 Clothing	43,074	49,946	49,556	45,559	50,446	45,470	131,699	157,681	155,037	150,191	165,657	144,950
2.1.3 Electrical Goods	15,137	15,641	15,812	16,100	17,985	18,519	50,100	53,978	54,193	53,660	59,126	59,037
2.1.4 Hardware	44,397	49,128	45,480	45,405	50,735	45,472	145,403	166,317	157,437	156,785	170,944	156,390
2.2 Total Services	215,245	233,819	229,162	237,160	265,007	260,618	500,576	547,502	537,839	547,835	617,344	601,177
of which:												
2.2.1 Transport	94,848	99,530	95,066	94,914	90,710	83,378	173,208	186,870	180,383	177,431	170,063	150,059
2.2.2 Accommodation	45,020	55,057	58,783	66,355	75,446	56,812	66,671	82,243	85,576	97,348	121,077	84,164
2.2.3 Education	6,160	6,501	5,568	5,755	22,353	47,167	15,651	15,372	15,006	14,906	44,746	92,310
2.2.4 Health	20,743	21,294	20,454	19,764	20,959	21,465	56,183	57,780	55,771	54,444	58,061	59,537
2.2.5 Utilities	14,518	15,372	14,383	14,775	15,708	14,542	83,086	91,385	90,211	88,880	97,740	90,626
2.2.6 Professional Services	32,972	34,925	33,852	34,474	38,061	35,379	103,480	110,694	107,686	111,842	121,575	119,958
2.3 Total Social	50,744	56,393	54,573	57,032	63,321	56,059	204,093	237,048	225,692	230,658	263,640	226,343
of which:												
2.3.1 Restaurants/Dining	23,875	28,687	28,570	31,352	34,818	26,635	116,074	143,852	135,739	139,638	162,953	131,082
2.3.2 Entertainment	22,062	22,567	21,633	21,894	24,171	24,982	78,039	82,607	80,495	82,386	90,577	84,809
2.4 Other	126,279	126,969	128,403	126,301	137,560	126,975	456,760	506,638	495,963	505,269	564,897	509,877
3. New Spending during the Month on all Business Cards	180,209	187,767	178,991	164,213	175,665	190,828						
3.1 Total Retail	60,155	63,381	60,363	56,612	61,825	63,714						
of which:												
3.1.1 Clothing	3,744	4,041	3,497	3,196	3,799	4,068						
3.1.2 Electronics/Phones/Laptops/Tablets	9,507	9,614	9,081	8,938	9,713	10,493						
3.2 Total Services	80,060	83,486	79,047	71,233	75,761	86,523						
of which:												
3.2.1 Transport	33,649	34,958	33,354	29,618	31,241	34,764						
3.2.2 Accommodation	19,041	20,823	19,234	17,867	17,720	21,572						
3.2.3 Professional Services	17,648	18,033	17,476	15,886	17,358	18,537						
3.3 Total Social	13,853	14,394	13,306	12,768	13,031	14,369						
of which:												
3.3.1 Restaurants/Dining	9,981	10,416	9,831	9,339	9,243	10,467						
3.3.2 Entertainment	2,734	2,748	2,453	2,474	2,664	2,844						
3.4 Other	26,141	26,506	26,275	23,600	25,048	26,222						
Total E-Commerce Expenditure during the Month⁴	369,328	378,675	364,738	350,209	391,032	409,258	688,774	690,780	695,862	671,282	779,671	798,738
Personal Credit Cards	271,722	278,422	268,788	262,593	295,686	305,506						
Business Credit Cards	97,606	100,253	95,950	87,616	95,346	103,752						
Total Expenditure outside Ireland during the Month⁵	128,057	145,011	155,266	159,340	158,935	149,310	251,047	307,055	369,226	391,369	409,684	342,378
ATM Transactions							67,620	88,701	121,765	131,782	133,891	104,850
POS Transactions							183,427	218,354	247,461	259,587	275,793	237,528
Personal Cards	94,520	110,193	122,489	131,487	130,353	115,755						
Business Cards	33,537	34,818	32,777	27,853	28,582	33,555						
Indebtedness (€ thousands)												
1. Outstanding Indebtedness on Credit Cards	1,911,282	1,887,077	1,875,943	1,867,081	1,878,641	1,899,963						
1.1 Personal Cards	1,741,963	1,723,258	1,721,433	1,718,562	1,730,019	1,731,740						
1.2 Business Cards	169,319	163,819	154,510	148,519	148,622	168,223						
2. Interest Bearing Balance on Credit Cards at the End of the Payment Cycle	1,178,432	1,202,957	1,159,856	1,163,287	1,169,779	1,178,182						
2.1 Personal Cards	1,178,093	1,201,713	1,159,129	1,162,686	1,169,176	1,177,551						
2.2 Business Cards	339	1,244	727	601	603	631						
Credit Cards (percentage share)												
Value of Accounts⁶ with an Outstanding Balance to Credit Limit Percentage of:												
up to 25 per cent	18	18	17	18	17	17						
26 to 50 per cent	20	20	20	20	20	20						
51 to 75 per cent	19	19	19	19	19	19						
76 to 100 per cent	35	36	36	36	36	36						
over 100 per cent	9	8	8	8	8	8						

¹ A number of reporting entities submitting credit/debit card data to the Central Bank of Ireland are conducting ongoing IT development in order to further enhance the accuracy of their credit/debit card reporting systems. Accordingly, the data presented are subject to revision.

² Debit card sectoral figures are presented as totals, the personal/business card breakdown does not apply to debit card values.

³ Debit Card PoS transactions correspond to the sum of the sectoral totals: '2.1 Total Retail', '2.2 Total Services', '2.3 Total Social' and '2.4 Other'. The sum of debit card categories '1.1 ATM transactions' and '1.2 POS Transactions' equal the instrument category '1. New Transactions During the Month on all Cards'.

⁴ E-commerce reflects transactions where the physical credit or debit card is not present during payment.

⁵ Expenditure Outside Ireland reflects transactions outside the Republic of Ireland, where the physical Credit or Debit card is present during payment. Expenditure outside the state items may also be included in the sectoral figures for both Credit and Debit cards.

⁶ The value of accounts refers to interest bearing balances at the end of the payment cycle.

Table A.13 Credit and Debit Card Statistics - Card Numbers

	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16
Credit Cards (units)						
Total Number of Cards in Issue	1,917,419	1,915,369	1,916,086	1,917,225	1,916,253	1,881,668
Active Use	1,568,448	1,572,388	1,571,643	1,572,060	1,575,201	1,544,964
Non-Active Use	348,971	342,981	344,443	345,165	341,052	336,704
Number of Personal Cards in Issue	1,751,488	1,749,932	1,750,346	1,750,705	1,749,948	1,714,695
Active Use	1,436,287	1,440,320	1,439,211	1,439,581	1,442,895	1,411,263
Non-Active Use	315,201	309,612	311,135	311,124	307,053	303,432
Number of Business Cards in Issue	165,931	165,437	165,740	166,520	166,305	166,973
Active Use	132,161	132,068	132,432	132,479	132,306	133,701
Non-Active Use	33,770	33,369	33,308	34,041	33,999	33,272
Total Number of Accounts	1,406,892	1,421,349	1,426,101	1,427,659	1,426,580	1,427,249
One active card on the account	1,015,562	1,028,617	1,027,841	1,029,347	1,033,351	1,033,680
More than one active card on the account	272,941	278,609	284,395	284,947	280,624	281,675
Total Number of Transactions during the Month	9,444,762	10,434,148	10,153,828	9,901,299	10,879,404	10,075,164
Personal Cards	8,116,670	9,046,688	8,838,748	8,703,101	9,587,200	8,690,295
Business Cards	1,328,092	1,387,460	1,315,080	1,198,198	1,292,204	1,384,869
Credit Cards (percentage share)						
Number of Accounts with an Outstanding Balance to Credit Limit Percentage of:						
up to 25 per cent	55	54	54	53	53	52
26 to 50 per cent	15	15	15	16	16	16
51 to 75 per cent	10	11	11	11	11	11
76 to 100 per cent	15	16	16	16	17	17
Over 100 per cent	4	4	4	4	4	4
Debit Cards (units)						
Total Number of Cards in Issue	4,560,453	4,572,392	4,589,381	4,600,789	4,623,317	4,651,914
Active Use	3,917,955	3,931,583	3,943,380	3,952,015	3,981,270	4,005,205
Non-Active Use	642,498	640,809	646,001	648,774	642,047	646,709
Total Number of Transactions during the Month	59,261,224	66,379,236	63,794,473	63,209,322	69,992,659	65,105,320
ATM Transactions	12,798,843	13,358,558	13,283,643	13,125,031	13,730,049	13,174,143
Point of Sale Transactions	46,462,381	53,020,678	50,510,830	50,084,291	56,262,610	51,931,177