



RETAIL SALES ROSE 7.2 PER CENT

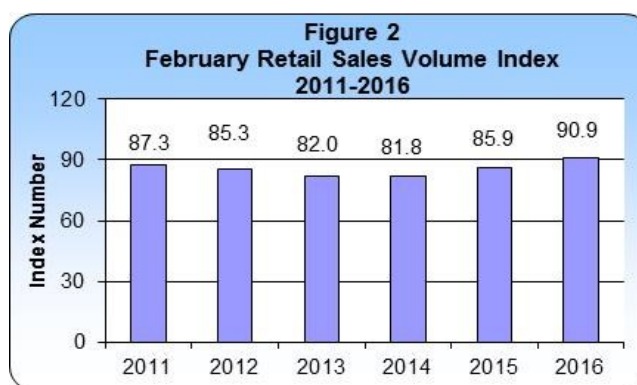
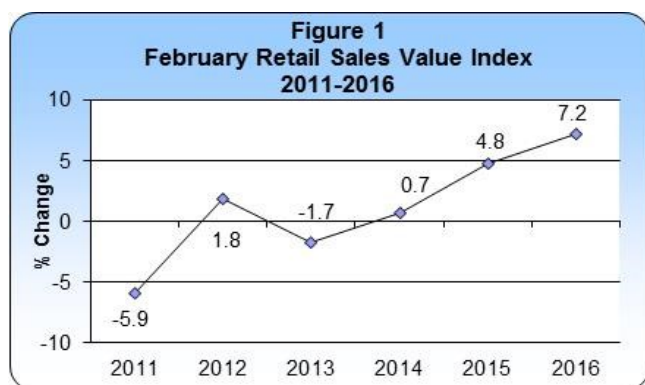
Retail sales in February 2016 increased 7.2 per cent above the 79.2 million recorded in February 2015. Each of the seven sectors experienced increases in sales revenue. Motor vehicle retailers registered the largest gain in sales receipts of 23.2 per cent. Apparel stores recorded the smallest increase in sales of 1.6 per cent.

Returning residents declared overseas purchases

valued at \$3.2 million, which was 6.7 per cent higher than February 2015. This contributed to a combined local and overseas spending of \$88.1 million.

After adjusting for the annual retail sales rate of inflation, measured at 1.3 per cent in February, the volume of retail sales increased 5.8 per cent.

Excluding Sundays, there were 25 shopping days during the month, one more than February 2015.



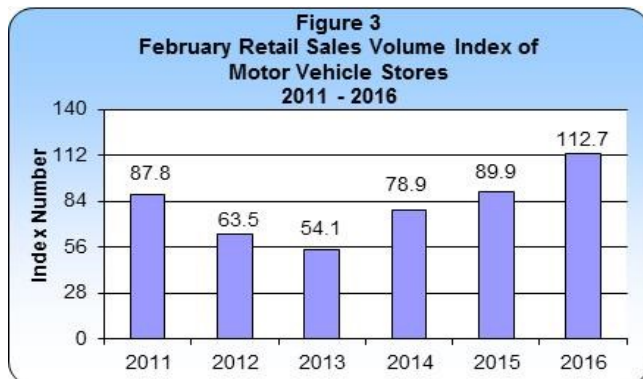
The Retail Sales Index (RSI) is currently based on a matched sample of reporting retail stores. The sales data are collected from these stores through a monthly mail survey. The Department of Statistics wishes to acknowledge the continuous support of the business community in supplying the required sales data.

SUMMARY STATISTICS

Period	Total Retail Sales Value Index	Annual % Change in Retail Sales		Total Retail Sales Estimate (\$M)	Overseas Purchases Declared by Returning Residents		Combined Retail Sales (Local + Overseas)	
		Value	Volume		Value (\$M)	% Change	Value (\$M)	% Change
2015								
Feb	84.9	+4.8	+5.0	79.2	3.0	0.0	82.2	+4.7
Mar	94.9	+2.8	+3.4	88.6	3.7	+5.7	92.3	+2.9
Apr	96.2	+4.9	+5.2	89.8	5.0	+2.0	94.8	+4.8
May	106.2	+1.8	+0.9	99.1	5.6	+12.0	104.7	+2.3
Jun	107.9	+7.8	+6.6	100.7	4.3	0.0	105.0	+7.4
Jul	108.8	+2.4	+1.4	101.5	4.6	+2.2	106.1	+2.3
Aug	98.4	+6.6	+6.3	91.8	6.7	+1.5	98.5	+6.2
Sep	97.0	+5.4	+5.4	90.5	4.6	+4.5	95.1	+5.4
Oct	102.7	+7.0	+6.9	95.8	4.2	-2.3	100.0	+6.6
Nov	98.3	+2.1	+1.8	91.7	6.5	+8.3	98.2	+2.5
Dec	119.1	+3.0	+0.7	111.1	6.8	-9.3	117.9	+2.2
2016								
Jan	91.1	+4.4	+2.3	85.0	4.4	0.0	89.4	+4.1
Feb	91.0	+7.2	+5.8	84.9	3.2	+6.7	88.1	+7.2

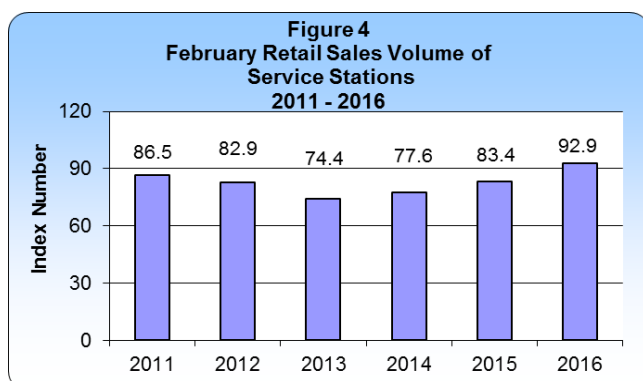
Motor Vehicle Stores

Retail sales of motor vehicles were 23.2 per cent higher than the level reached during February 2015. The number of vehicles sold increased 25.4 per cent.



Service Stations

During February 2016, sales receipts for service stations rose 10.5 per cent. The rise in revenue was due mostly to an 11.4 per cent increase in the volume of fuel sold.



Food and Liquor Stores

Receipts from food sales strengthened 5.7 per cent while sales revenue for liquor stores increased 4.4 per cent year-over-year. The sales volume of food stores increased 2.8 per cent. Liquor store volume sales advanced 2.1 per cent year-over-year.

All Other Store Types

Sales receipts for the all other store types sector rose 4.7 per cent when compared to February 2015. Gross receipts for marine and boat

suppliers increased 9.3 per cent. Furniture, appliances and electronics sales rose 6.7 per cent due to increased sales of high-end items and large appliances. Gross receipts of other store types and pharmacies increased 5.6 per cent and 3.7 per cent, respectively. In contrast, receipts for tourist-related stores fell 2.3 per cent. After adjusting for inflation, the sales volume of the all other store types category increased 4.1 per cent.

Building Material Stores

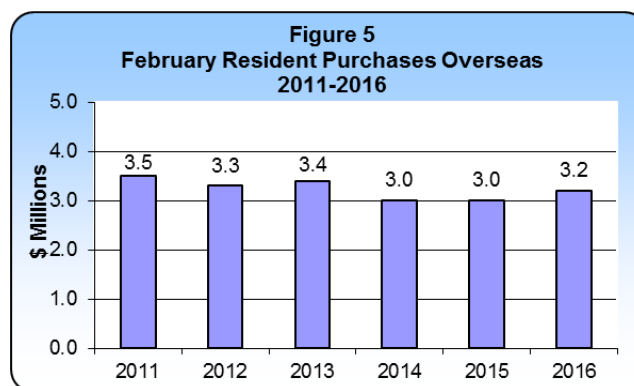
Receipts from the sale of building materials increased 2.8 per cent year-over-year. The rise in sales was linked to several large purchases related to on-going projects. When adjusted for inflation, the sales volume grew 1.1 per cent.

Apparel Stores

Sales revenue for apparel stores expanded 1.6 per cent. The sales volume increased 1.4 per cent, benefitting from an increase in demand as well as the extra shopping day compared to the previous year.

Resident Purchases Overseas

Residents declared \$3.2 million in overseas purchases during the month. This value exceeded the \$3.0 million in declarations during February 2015.



BERMUDA RETAIL SALES INDEX — FEBRUARY 2016

**Table 1
Average Monthly Sales Value (1)
2015=100**

Period	Total		Food		Liquor		Motor		Service		Building		Apparel		All Other	
	Retail	Stores	Stores	(2)	Stores	(3)	Stores	Stores	Stations	Stations	Stores	Stores	Stores	Stores	Store	Types
2015																
Feb ^R	84.9	+4.8	94.9	+11.2	76.1	+0.8	90.4	+13.2	76.9	-10.4	95.4	-5.6	56.7	+4.3	80.8	+2.1
Mar	94.9	+2.8	97.4	+1.1	86.8	-2.8	98.5	+20.7	94.3	-5.6	124.6	+14.4	82.1	+0.4	90.0	+3.2
Apr	96.2	+4.9	96.7	+2.9	90.7	-5.2	120.7	+43.9	94.1	-4.0	107.8	+6.5	71.7	-4.5	95.6	+4.5
May	106.2	+1.8	105.8	+5.3	112.1	-3.2	88.9	-4.7	103.6	-5.9	123.4	+12.9	113.0	+2.9	107.4	+0.5
Jun	107.9	+7.8	101.8	+5.2	108.6	+1.8	106.9	+33.1	113.4	-1.0	99.6	+21.9	125.7	+6.2	110.6	+9.1
Jul	108.8	+2.4	107.9	+3.1	128.9	-0.6	114.4	+33.3	124.4	-3.3	76.6	-7.5	94.9	-4.1	109.6	-0.1
Aug	98.4	+6.6	98.8	+4.9	104.8	+0.1	89.9	+31.4	110.9	+4.5	80.7	+10.7	97.4	+6.6	98.0	+5.0
Sep	97.0	+5.4	98.8	+7.0	95.6	+3.0	91.3	+6.5	100.4	-4.5	90.4	-7.1	94.6	+4.6	96.8	+10.9
Oct	102.7	+7.0	103.6	+2.9	104.0	+0.3	108.2	+28.7	110.1	-2.7	97.8	-3.1	99.9	+43.1	97.8	+5.8
Nov	98.3	+2.1	96.0	-0.3	91.7	-1.5	93.4	+15.7	93.5	+0.9	99.0	+2.7	116.3	-1.4	99.9	+4.3
Dec	119.1	+3.0	108.4	+4.2	125.5	-0.4	109.8	+28.9	96.4	+7.1	88.9	-9.7	184.2	-2.9	130.3	-0.4
2016																
Jan	91.1	+4.4	99.4	+3.4	74.3	-1.3	110.3	+26.2	87.1	+6.2	88.2	-10.9	62.0	-3.1	86.4	+3.7
Feb	91.0	+7.2	100.3	+5.7	79.4	+4.4	111.4	+23.2	85.0	+10.5	98.1	+2.8	57.6	+1.6	84.6	+4.7

**Table 2
Average Monthly Sales Volume (1)
2015=100**

Period	Total		Food		Liquor		Motor		Service		Building		Apparel		All Other	
	Retail	Stores	Stores	(2)	Stores	(3)	Stores	Stores	Stations	Stations	Stores	Stores	Stores	Stores	Store	Types
2015																
Feb ^R	85.9	+5.0	95.6	+7.4	76.4	-0.2	89.9	+13.9	83.4	+7.5	97.7	-6.0	56.7	+3.6	81.0	+1.1
Mar	95.8	+3.5	97.7	-1.5	87.1	-3.7	98.2	+21.7	99.9	+10.6	125.8	+13.9	82.1	-0.2	90.2	+2.2
Apr	96.7	+5.2	97.0	-0.2	90.8	-6.1	120.3	+44.9	97.1	+10.5	108.8	+6.1	71.7	-5.5	95.7	+3.9
May	106.1	+1.0	105.5	+1.2	112.2	-4.0	88.6	-4.0	102.4	+2.7	123.4	+11.4	113.0	+1.9	107.7	+0.2
Jun	107.0	+6.6	101.7	+1.2	108.7	+0.9	107.1	+35.6	105.1	+2.6	99.6	+20.3	125.7	+5.1	110.6	+9.0
Jul	107.7	+1.4	107.7	0.0	129.1	-1.3	114.0	+35.1	116.5	+0.8	76.6	-8.7	94.9	-4.8	109.5	-0.2
Aug	98.0	+6.3	98.2	+1.9	104.9	-0.7	90.1	+33.9	110.2	+13.0	79.9	+8.1	97.4	+5.8	97.9	+4.8
Sep	96.6	+5.5	98.3	+4.4	95.4	+1.9	91.4	+8.4	99.7	+3.3	89.5	-9.2	94.6	+3.8	96.8	+10.9
Oct	102.2	+6.9	102.8	+0.3	103.7	-0.9	108.4	+31.1	109.4	+2.1	96.8	-5.3	99.9	+42.9	97.8	+6.1
Nov	98.2	+1.8	95.9	-2.1	91.5	-2.5	94.4	+17.6	92.9	+1.2	98.0	+0.3	116.3	-1.5	99.8	+4.6
Dec	118.6	+0.7	108.7	+1.6	124.6	-1.8	111.1	+31.0	94.3	-3.4	88.0	-11.7	184.2	-3.1	129.9	-0.2
2016																
Jan	90.3	+2.3	97.7	+0.6	73.4	-2.9	111.8	+29.0	85.2	-4.5	88.5	-13.0	61.9	-3.3	86.1	+3.9
Feb	90.9	+5.8	98.3	+2.8	78.0	+2.1	112.7	+25.4	92.9	+11.4	98.8	+1.1	57.5	+1.4	84.3	+4.1

(1) Index numbers are subject to revisions

(R) represents revised

(2) Includes household supplies but excludes alcoholic beverages

*The yearly series reflect annual changes.

(3) Does not include sales to bars, clubs, hotels and restaurants

EXPLANATORY NOTES

The **Retail Sales Index (RSI)** was first developed in 1982. It is a key economic indicator used to assess the current performance of sales activity in the retail sector of the economy.

The RSI is a self-weighting index. This means that stores reporting a large value of sales have a greater impact on the movement of the index than stores reporting a low level of sales activity.

The RSI serves to:

- 1) measure monthly and annual movements of retail sales
- 2) provide an estimated gross turnover of sales in the local retail sector
- 3) act as a barometer of change in the level of demand for both the domestic and tourist markets

The index is structured into seven broad sectors:

- Food Stores
- Liquor Stores
- Motor Vehicle Dealers
- Service Stations
- Building Materials
- Apparel Stores
- All Other Store Types

Total retail stores across the seven sectors represent roughly 70% of all retail activity on the Island. The base period 2015 recorded a gross turnover in retail sales of \$1.1 billion.

Retail outlets that participate in the retail sales survey and trade in similar types of goods are grouped into these seven sectors. It is important to note that sector classifications are not interchangeable with commodity classifications. This is because most retail outlets sell several kinds of commodities. The sector classification reflects generally the individual commodity or the commodity group, which is the primary source of the establishment's receipts, or some mixture of commodities, which characterizes the establishment's business.

CONCEPTS AND DEFINITIONS

Retail Trade

Retail trade is the sector of the economy that includes establishments that are engaged in the sale of merchandise for personal or household consumption

and in the rendering of services that are incidental to the sale of the merchandise.

Retail Establishment

A retail establishment is one that operates at a fixed place of business and is engaged in sales activities to attract the general public to buy merchandise.

Value Sales

The dollar value of a quantity of goods and services sold for cash or credit. Sales include the amounts received from customers for: immediate and layaway purchases; rentals; installations; maintenance; repairs and alterations.

Gross Sales

Gross sales are sales for which no deductions have been made for the return of merchandise, allowances and discounts.

Volume Sales

The dollar value of a quantity of goods and services sold at current retail market prices adjusted to eliminate the effect of price change.

Estimated Gross Turnover

Estimated gross turnover is the total value of retail sales generated in the retail sector. It is calculated by applying the all-items index number for the current month to the average monthly sales figure determined in the base year.

Base Period

This is the time period used as a reference point for measuring the shift in the value of retail sales. The base period for the Bermuda RSI is 2015.

Overseas Purchases

Overseas purchases reflect the value of goods declared by residents through HM Customs while travelling on vacation or business trips.

Published by the Government of Bermuda
April 2016

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