



# RETAIL SALES INDEX

July 2015

## RETAIL SALES ROSE 2.7 PER CENT

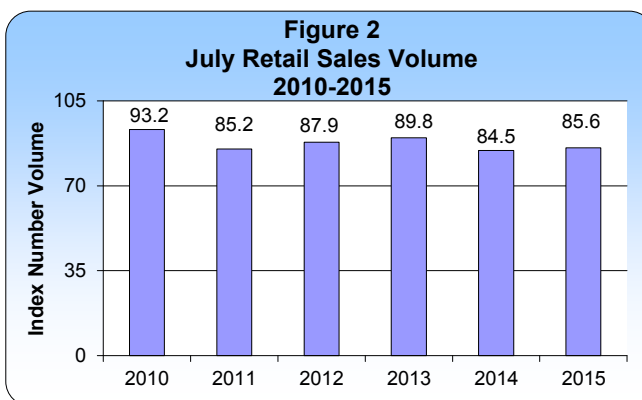
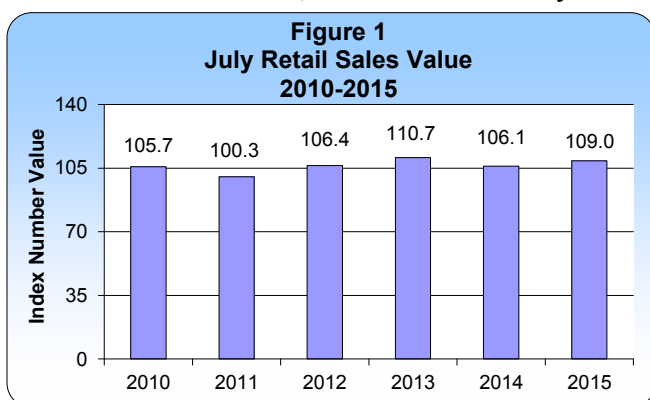
The total retail sales index was 2.7 per cent higher than the level reached in July 2014. Motor vehicle retailers recorded the largest growth in sales, increasing 36.6 per cent. In contrast, apparel stores registered the largest decrease in sales of 4.7 per cent.

Returning residents declared overseas purchases valued at \$4.5 million, the same as in July 2014.

This contributed to a combined local and overseas spending of \$102.1 million.

After adjusting for the annual retail sales rate of inflation, measured at 1.4 per cent in July, the volume of retail sales increased 1.3 per cent.

Excluding Sundays, there were 25 shopping days during the month, one less than July 2014.



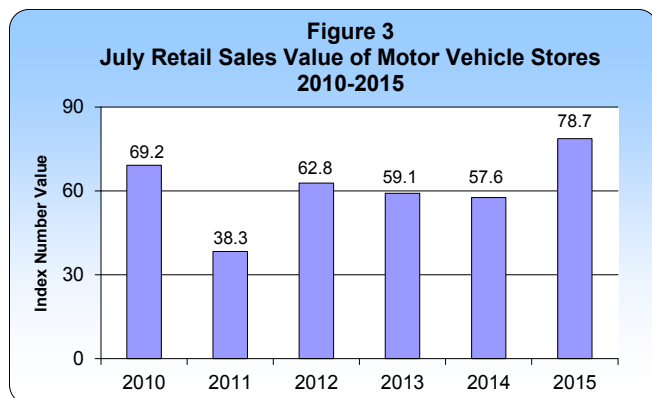
The RSI is currently based on a matched sample of reporting retail stores. The sales data are collected from these stores through a monthly mail survey. The Department of Statistics wishes to acknowledge the continuous support of the business community in supplying the required sales data.

### SUMMARY STATISTICS

Period	Total Retail Sales 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
<b>2014</b>								
Jul	106.1 <sup>R</sup>	-4.2 <sup>R</sup>	-5.9 <sup>R</sup>	95.0 <sup>R</sup>	4.5	0.0	99.5 <sup>R</sup>	-4.0 <sup>R</sup>
Aug	91.9	+0.3	-1.5	82.3	6.6	+1.5	88.9	+0.4
Sep	92.1	+4.7	+2.1	82.5	4.4	-10.2	86.9	+3.8
Oct	95.7	+4.6	+2.2	85.7	4.3	+4.9	90.0	+4.6
Nov	97.1	+1.4	-0.8	87.0	6.0	-1.6	93.0	+1.2
Dec	120.8	+6.9	+5.8	108.1	7.5	0.0	115.6	+6.4
<b>2015</b>								
Jan	86.5	+2.9	+2.2	77.4	4.4	+4.8	81.8	+3.0
Feb	81.5	+3.0	+2.7	73.0	3.0	0.0	76.0	+2.9
Mar	94.4	+2.5	+2.7	84.5	3.7	+5.7	88.2	+2.6
Apr	99.6	+4.2	+3.7	89.2	5.0	+2.0	94.2	+4.1
May	99.7	+1.6	+0.1	89.3	5.6	+12.0	94.9	+2.2
Jun	105.8	+7.1	+5.3	94.7	4.3	0.0	99.0	+6.7
<b>Jul</b>	<b>109.0</b>	<b>+2.7</b>	<b>+1.3</b>	<b>97.6</b>	<b>4.5</b>	<b>0.0</b>	<b>102.1</b>	<b>+2.6</b>

### Motor Vehicle Stores

During July 2015, retail sales of motor vehicles jumped 36.6 per cent year-over-year. The increase in sales was due to a 38.3 per cent rise in the number of vehicles sold.

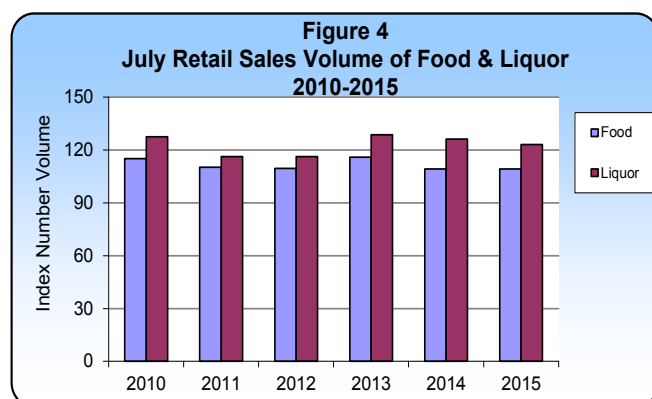


### Building Material Stores

Gross receipts of building material stores rose 3.5 per cent. The increase in sales was attributed to higher demand for residential projects. When adjusted for inflation, the sales volume increased 2.3 per cent.

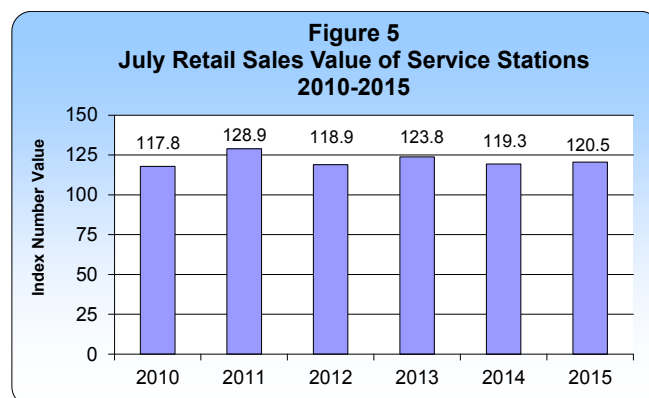
### Food and Liquor Stores

Receipts from food sales increased 3.1 per cent, while sales revenue for liquor stores contracted 1.8 per cent during July 2015. The sales volume of food stores remained unchanged. In contrast, liquor store volume sales decreased 2.5 per cent.



### Service Stations

Sales receipts for service stations were 1.0 per cent higher than the levels reached during July 2014. The 5.3 per cent increase in the volume of sales was offset by a 4.1 per cent drop in the price of fuel.



### All Other Store Types

Sales receipts for the all other store types sector weakened 2.5 per cent. Gross receipts earned by boat and marine suppliers fell 24.6 per cent. Sales at tourist-related stores declined 6.8 per cent, while sales of furniture, appliances and electronics slipped 1.3 per cent. In contrast, gross receipts of pharmacies increased 1.5 per cent. After adjusting for inflation, the sales volume for the all other store types category contracted 2.7 per cent.

### Apparel Stores

Sales revenue for apparel stores was 4.7 per cent lower than the levels reached in July 2014, due to decreased consumer demand. The 2.8 per cent decrease in the volume of sales was offset by a 1.9 per cent rise in the price of clothing.

### Resident Purchases Overseas

Returning residents declared overseas purchases of goods valued at \$4.5 million in July 2015. The same level was declared in July 2014.

**BERMUDA RETAIL SALES INDEX — JULY 2015**

**Table 1  
Average Monthly Sales Value (1)  
2006=100**

Period	Total Retail Stores		Food Stores (2)		Liquor Stores (3)		Motor Vehicle Stores		Service Stations		Building Material Stores		Apparel Stores		All Other Store Types	
<b>2014</b>																
Jul	106.1 <sup>R</sup>	-4.2	151.7 <sup>R</sup>	-2.4	165.6 <sup>R</sup>	-0.3	57.6	-2.5	119.3 <sup>R</sup>	-3.6	34.1 <sup>R</sup>	-44.4	87.3 <sup>R</sup>	+4.2	104.3 <sup>R</sup>	-1.8
Aug	91.9	+0.3	129.6	+3.6	152.2	+0.5	45.0	+12.2	113.4	-3.1	41.3	-7.8	78.5	-3.0	83.7	-3.5
Sep	92.1	+4.7	126.4	+1.9	139.6	+8.6	57.6	+19.3	112.9	+2.9	47.4	+15.6	77.8	+1.2	82.4	+5.1
Oct	95.7	+4.6	142.5	+8.2	126.2	+16.3	55.8	-6.5	122.9	+10.2	46.1	+2.4	59.9	19.7	85.6	+7.7
Nov	97.1	+1.4	130.3	+2.5	138.6	+3.4	51.3	+11.3	104.0	-4.0	47.6	+2.8	100.9	+3.9	91.3	-2.8
Dec	120.8	+6.9	149.9	+4.2	171.4	+6.8	57.8	+59.2	100.5	-6.5	47.7	+34.0	164.2	+3.9	124.9	+4.6
<b>2015</b>																
Jan	86.5	+2.9	131.0	+5.8	111.9	+3.9	53.5	-5.3	90.9	-12.4	46.0	+16.8	55.4	+1.7	75.6	+2.2
Feb	81.5	+3.0	119.8	+3.9	109.5	-0.1	62.0	+18.1	84.5	-13.3	45.5	+15.5	48.6	+3.4	70.8	-1.0
Mar	94.4	+2.5	131.2	+1.1	123.4	-4.0	68.9	+26.4	105.7	-7.1	54.7	+18.1	59.6	+0.4	81.1	-0.5
Apr	99.6	+4.2	137.1	+2.9	133.1	-6.2	88.0	+51.5	105.5	-6.8	50.7	+2.8	72.0	-7.1	87.4	+2.2
May	99.7	+1.6	141.3	+5.3	120.1	-0.5	58.2	-5.4	114.3	-5.2	54.5	+13.5	97.7	+3.0	93.1	-2.7
Jun	105.8	+7.1	139.1	+5.1	131.3	+0.1	70.0	+36.7	117.6	+0.1	43.7	+12.6	108.4	+6.2	100.5	+5.6
Jul	109.0	+2.7	156.4	+3.1	162.6	-1.8	78.7	+36.6	120.5	+1.0	35.3	+3.5	83.2	-4.7	101.7	-2.5

**Table 2  
Average Monthly Sales Volume (1)  
2006=100**

Period	Total Retail Stores		Food Stores (2)		Liquor Stores (3)		Motor Vehicle Stores		Service Stations		Building Material Stores		Apparel Stores		All Other Store Types	
<b>2014</b>																
Jul	84.5 <sup>R</sup>	-5.9	109.2 <sup>R</sup>	-5.9	126.3 <sup>R</sup>	-1.8	52.7	-1.9	90.8 <sup>R</sup>	-3.4	26.6 <sup>R</sup>	-45.0	68.9 <sup>R</sup>	-2.1	89.0 <sup>R</sup>	-3.7
Aug	73.2	-1.5	92.7	+0.4	116.1	-0.8	41.1	+12.7	88.3	-2.0	32.2	-8.8	62.0	-4.8	71.4	-5.4
Sep	72.6	+2.1	90.2	-1.3	106.5	+6.9	52.6	+19.8	87.8	+1.1	37.0	-14.6	63.4	+2.4	70.2	+2.8
Oct	75.8	+2.2	101.4	+4.5	96.2	+14.4	51.0	-6.0	98.7	+13.1	35.9	+1.1	48.6	-18.4	72.8	+5.3
Nov	77.2	-0.8	92.7	-1.6	105.6	+2.2	47.4	+12.7	87.2	-1.1	37.1	+1.6	81.8	+6.1	77.5	-5.0
Dec	97.3	+5.8	107.9	+0.1	130.6	+5.6	53.4	+61.1	92.4	+7.1	37.2	+32.4	133.0	+6.2	106.0	+2.3
<b>2015</b>																
Jan	69.4	+2.2	92.6	+2.0	84.9	+3.0	49.3	-5.0	83.8	+2.8	35.9	+15.4	44.8	+4.5	64.2	+0.2
Feb	65.3	+2.7	84.4	+0.3	83.1	-1.1	57.2	+18.8	77.7	+4.0	35.3	+15.0	39.3	+6.2	60.5	-2.0
Mar	75.5	+2.7	92.0	-1.6	93.6	-4.9	63.8	+27.4	94.9	+8.8	42.5	+17.7	48.2	+3.0	69.3	-1.4
Apr	79.1	+3.7	96.2	-0.2	100.8	-7.1	81.5	+52.7	92.2	+7.2	39.4	+2.6	58.0	-5.5	74.6	+1.6
May	78.9	+0.1	98.5	+1.2	90.9	-1.4	53.9	-4.6	95.7	+3.5	41.9	+12.0	78.7	+4.7	79.6	-2.9
Jun	83.2	+5.3	97.2	+1.2	99.4	-0.7	65.1	+39.1	92.4	+3.6	33.6	+11.3	87.3	+8.0	85.7	+5.4
Jul	85.6	+1.3	109.2	0.0	123.1	-2.5	72.9	+38.3	95.6	+5.3	27.2	+2.3	67.0	-2.8	86.6	-2.7

(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 2006 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 generally reflects 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 2006.

### Overseas Purchases

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