



RETAIL SALES ROSE 4.7 PER CENT

Retail sales in August 2017 increased 4.7 per cent above the \$94.1 million recorded in August 2016.

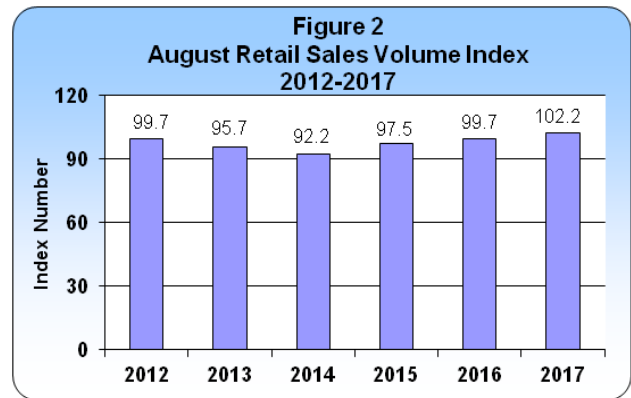
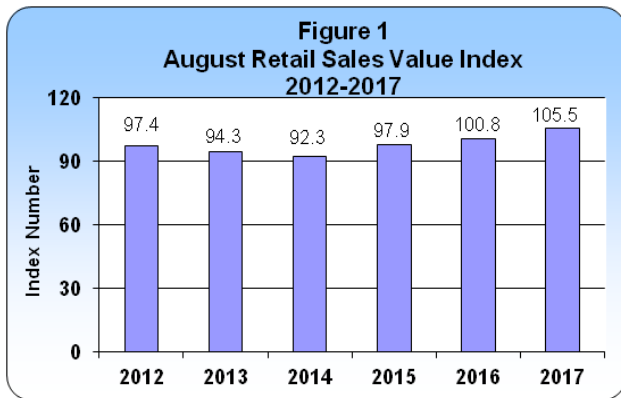
Building materials and hardware stores recorded the largest gain in sales of 29.0 per cent. In contrast, the all other stores sector registered the largest decline in sales of 3.5 per cent.

Returning residents declared overseas purchases valued at \$6.6 million, which was 3.1 per cent

higher than August 2016. This contributed to a combined local and overseas spending of \$105.1 million.

After adjusting for the annual retail sales rate of inflation, measured at 2.2 per cent in August, the volume of retail sales increased 2.5 per cent.

Excluding Sundays, there were 25 shopping days during the month, two less than August 2016.



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
2016								
Aug	100.8	+2.9	+2.3	94.1	6.4	-4.7	100.5	+2.4
Sep	102.2	+5.7	+4.7	95.4	4.6	-0.4	100.0	+5.4
Oct	98.6	-3.7	-4.9	92.0	4.2	0.0	96.2	-3.6
Nov	103.3	+4.9	+4.0	96.4	6.2	-4.8	102.6	+4.2
Dec	116.7	-2.4	-3.0	108.9	6.5	-4.1	115.4	-2.5
2017								
Jan	90.3	-1.0	-2.1	84.3	4.4	0.0	88.7	-0.9
Feb	85.7	-2.7	-4.6	80.0	3.1	-3.1	83.1	-2.7
Mar	103.4	+5.3	+3.3	96.5	3.7	+8.7	100.2	+5.4
Apr	101.6	+2.2	+1.4	94.8	4.8	+1.0	99.6	+2.2
May	114.4	+9.8	+8.3	106.8	5.0	-7.4	111.8	+8.9
Jun	120.2	+9.1	+7.6	112.2	3.8	-7.3	116.0	+8.5
Jul	113.9	+2.2	+0.7	106.3	3.4	-22.7	109.7	+1.2
Aug	105.5	+4.7	+2.5	98.5	6.6	+3.1	105.1	+4.6

Building Material Stores

Receipts from the sale of building materials increased 29.0 per cent in both value and volume terms. The rise in sales receipts was a result of higher demand for supplies required for residential projects.



Motor Vehicle Stores

Retailers of motor vehicles recorded a 28.4 per cent growth in sales receipts. The sales volume increased 28.0 per cent as a result of new inventory for sale and price incentives during the month.

Food and Liquor Stores

Receipts for food sales rose 3.1 per cent and liquor sales increased 10.7 per cent. Retailers attributed the increase of food and liquor sales to the Cup Match Holiday. In volume terms, sales of food stores were 0.9 per cent lower, while liquor store sales increased 4.6 per cent.

Service Stations

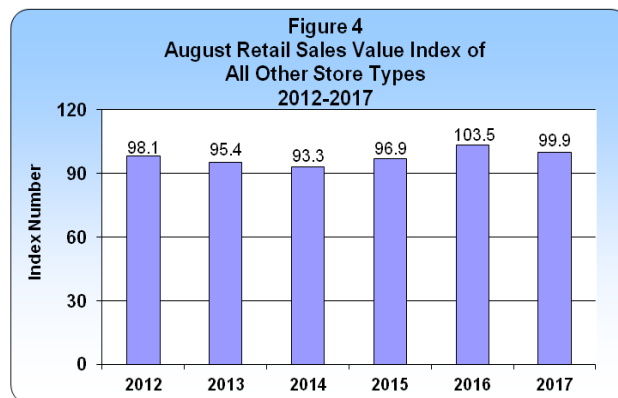
The value of sales for service stations increased 7.0 per cent when compared to August 2016. The increase in revenue was attributed partly to a 7.8 per cent increase in the price of fuel. After adjusting for inflation, the sales volume of fuel slipped 0.7 per cent.

Apparel Stores

Sales revenue for apparel stores decreased 2.3 per cent year-over-year. Retailers attributed the decline in sales partly to fewer shopping days during the month. After adjusting for inflation, the sales volume for apparel stores declined 4.5 per cent.

All Other Store Types

When compared to August 2016, sales receipts for the all other store types sector were 3.5 per cent lower in both value and volume terms. Marine and boat suppliers reported a 27.8 per cent drop in sales revenue, due to fewer high-ticket items sold year-over-year. Receipts for the sale of furniture, appliances and electronics fell 4.8 per cent while gross receipts for other miscellaneous sales declined marginally by 0.4 per cent. The sales revenue of pharmacies remained unchanged.



Resident Purchases Overseas

Residents declared \$6.6 million in overseas purchases during the month, 3.1 per cent more than August 2016.

BERMUDA RETAIL SALES INDEX — August 2017

**Table 1
Average Monthly Sales Value (1)
2015=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	
2016																
Aug	100.8	+2.9	100.6	+1.1	103.4 ^R	-1.1 ^R	91.6 ^R	+4.6 ^R	109.2 ^R	-1.9 ^R	97.9 ^R	+15.9 ^R	93.0	+2.0 ^R	103.5 ^R	+6.8 ^R
Sep	102.2	+5.7	104.0	+5.2	105.5	+9.1	112.8	+23.7	101.3	+3.1	104.4	+12.7	91.4	-2.4	99.2	+2.8
Oct	98.6	-3.7	105.3	+1.3	109.3	+5.3	86.6	-20.2	104.0	-1.2	102.3	-0.1	76.8	-22.9	95.3	-2.0
Nov	103.3	+4.9	99.6	+3.7	95.6	+4.4	108.0	+15.1	99.2	+4.9	122.8	+20.9	114.7	-0.9	102.8	+3.2
Dec	116.7	-2.4	107.5	-0.9	127.1	+1.4	82.9	-25.4	99.2	+1.0	95.0	+1.8	186.8	+1.7	127.1	-1.9
2017																
Jan	90.3	-1.0	97.2	-2.3	73.6	-1.0	97.4	-11.8	93.5	+8.2	107.2	+17.4	61.2	-1.4	85.5	-1.4
Feb	85.7	-2.7	92.4	-0.9	81.4	+2.6	90.2	-19.1	89.1	+4.6	101.2	+9.0	50.9	-11.6	82.6	-2.3
Mar	103.4	+5.3	104.1	+0.6	94.3	+1.4	129.2	+23.4	104.6	+12.9	142.5	+22.9	77.9	-0.9	96.5	+2.1
Apr	101.6	+2.2	103.2	+2.6	106.0	+9.0	91.1	-21.6	106.6	+9.9	114.2	-3.9	86.4	+3.6	103.1	+8.0
May	114.4	+9.8	111.1	+7.4	120.6	+8.6	90.1	-10.1	130.6	+15.2	130.2	+12.0	113.9	+14.8	117.5	+15.7
Jun	120.2	+9.1	114.8	+10.4	139.2	+19.4	82.8	-25.4	133.7	+16.7	113.5	+6.0	163.3	+33.6	118.4	+4.7
Jul	113.9	+2.2	111.0	+2.0	127.7	-9.5	106.5	+14.9	139.3	+6.1	110.0	-3.3	101.7	+2.0	113.5	+0.2
Aug	105.5	+4.7	103.7	+3.1	114.5	+10.7	117.6	+28.4	116.8	+7.0	126.3	+29.0	90.9	-2.3	99.9	-3.5

**Table 2
Average Monthly Sales Volume (1)
2015=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	
2016																
Aug	99.7	+2.2 ^R	99.0	+0.2	97.7 ^R	-6.7 ^R	92.4 ^R	+5.2 ^R	108.3 ^R	-2.0 ^R	96.7 ^R	+15.6 ^R	93.4 ^R	+2.4 ^R	102.3 ^R	+5.6 ^R
Sep	100.8	+4.7	101.9	+3.7	99.6	+3.3	114.0	+24.6	99.2	+2.0	103.0	+12.3	91.7	-2.1	98.0	+1.9
Oct	97.0	-4.9	103.1	-0.1	103.2	-0.3	87.5	-19.8	99.4	-4.9	100.9	-1.0	76.8	-22.8	94.1	-3.3
Nov	102.3	+4.0	97.7	+1.8	90.2	-1.3	109.2	+15.1	98.0	+4.4	121.2	+20.5	114.6	-0.9	101.4	+2.2
Dec	115.5	-3.0	107.7	-1.0	120.5	-3.2	79.3	-29.4	94.9	-2.4	93.8	+1.5	186.7	+1.6	125.4	-3.0
2017																
Jan	88.5	-2.1	94.2	-3.6	69.1	-5.8	98.2	-12.2	89.1	+5.8	105.8	+17.0	60.2	-2.9	84.4	-2.3
Feb	83.9	-4.6	89.5	-2.1	76.6	-1.8	90.5	-19.8	84.6	-8.9	99.9	+8.6	50.1	-12.9	81.4	-3.2
Mar	101.3	+3.3	100.3	-1.3	88.6	-3.2	130.2	+22.9	100.1	-0.9	140.7	+22.5	76.7	-2.3	95.6	+1.8
Apr	99.3	+1.4	101.2	+3.0	98.4	+4.9	91.7	-22.0	97.4	+2.4	112.7	-4.2	85.0	+1.4	102.0	+7.6
May	111.2	+8.3	105.9	+4.3	108.9	+2.6	90.7	-10.5	118.6	+6.8	128.6	+12.0	112.1	+12.5	116.2	+16.4
Jun	117.0	+7.6	109.2	+6.6	125.7	+14.2	83.3	-25.8	125.8	+13.7	112.0	+6.0	160.7	+30.9	116.9	+4.6
Jul	110.8	+0.7	105.2	-1.7	114.0	-14.5	107.2	+14.4	132.2	+2.2	108.6	-3.3	99.9	-0.2	112.0	0.0
Aug	102.2	+2.5	98.1	-0.9	102.2	+4.6	118.3	+28.0	107.5	-0.7	124.7	+29.0	89.2	-4.5	98.7	-3.5

(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
October 2017

Department of Statistics
Cedar Park Centre,
48 Cedar Avenue, Hamilton HM 11, Bermuda

P.O. Box HM 3015
Hamilton HM MX, Bermuda

Tel: (441) 297-7761, Fax: (441) 295-8390

E-mail: statistics@gov.bm

Website: www.gov.bm/department/statistics