

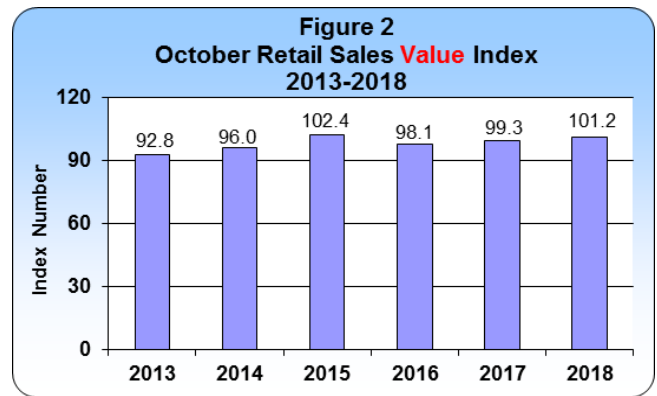
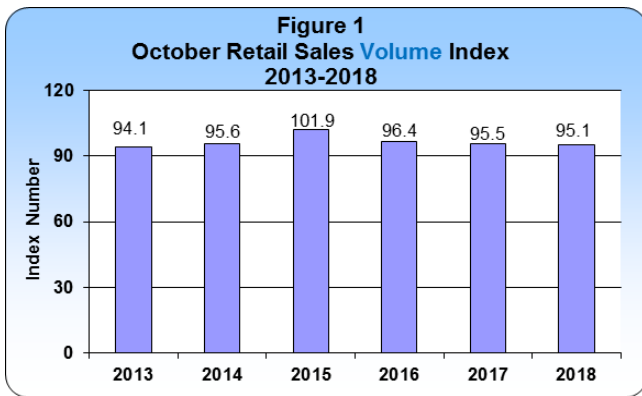


SALES VOLUME FELL 0.4 PER CENT

After adjusting for the retail sales rate of inflation, measured at 2.3 per cent in October, the overall volume of retail sales decreased 0.4 per cent. Three of the seven retail sectors recorded declines in sales volume with apparel stores recording the largest volume decrease of 7.8 per cent. In contrast, retailers of building material stores recorded the largest increase in sales volume of 9.1 per cent.

In value terms, retail sales increased 1.9 per cent to an estimated \$94.4 million. Returning residents declared overseas purchases valued at \$5.4 million, which was 5.9 per cent higher than October 2017. This contributed to a combined local and overseas spending of \$99.8 million.

Excluding Sundays, there were 27 shopping days during the month, one more than October 2017.



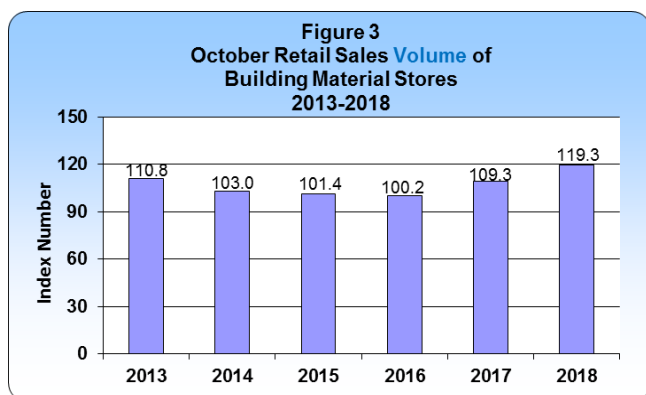
The Retail Sales Index (RSI) is currently based on a matched sample of reporting retail stores. The sales data are collected from these stores through a monthly mail survey. The Department of Statistics wishes to acknowledge the continuous support of the business community in supplying the required sales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

SUMMARY STATISTICS

Period	Total Retail Sales Volume Index	Annual % Change in Retail Sales		Total Retail Sales Estimate Value (\$M)	Overseas Purchases Declared by Returning Residents		Combined Retail Sales (Local + Overseas)	
		Volume	Value		Value (\$M)	% Change	Value (\$M)	% Change
2017								
Oct ^R	95.5 ^R	-0.9 ^R	+1.2 ^R	92.6 ^R	5.1	+21.4	97.7 ^R	+2.1 ^R
Nov ^R	98.5 ^R	-3.5 ^R	-0.7	95.9	6.4	+3.2 ^R	102.3	-0.4
Dec ^R	115.3 ^R	0.0 ^R	+2.7	111.8	7.3	+12.3	119.1	+3.2
2018								
Jan ^R	89.2 ^R	+0.7 ^R	+2.9 ^R	87.1	4.4	0.0	91.5	+2.8
Feb ^R	84.0 ^R	+0.7 ^R	+2.8 ^R	81.8	3.3	+6.5	85.1	+2.9
Mar ^R	95.5 ^R	-5.1 ^R	-3.2	93.0	3.4	-8.1	96.4	-3.4
Apr ^R	91.9 ^R	-7.6 ^R	-5.4	90.0	5.2	+8.3	95.2	-4.8
May ^R	105.5 ^R	-3.8 ^R	-1.9	104.0	5.3	+6.0	109.3	-1.5
Jun ^R	105.1 ^R	-9.6 ^R	-7.2	104.0	4.2	+10.5	108.2	-6.6
Jul ^R	105.5 ^R	-4.4 ^R	-1.8	104.6	4.6	+35.3	109.2	-0.6
Aug ^R	98.7 ^R	-3.5 ^R	-1.4	97.7	6.4	-3.0	104.1	-1.5
Sep ^R	93.0 ^R	-6.2 ^R	-4.7	92.2	4.7	-2.1	96.9	-4.6
Oct	95.1	-0.4	+1.9	94.4	5.4	+5.9	99.8	+2.1

Building Material Stores

Receipts from the sale of building materials increased 9.1 per cent. The rise in sales receipts was due to higher demand for supplies and materials for major construction contracts. Sales receipts increased 9.2 per cent in value terms.



All Other Store Types

The volume of sales for the all other stores sector increased 0.7 per cent. In value terms, the sector recorded a 3.8 per cent rise in sales. Revenue for marine and boat suppliers and retailers of miscellaneous goods both rose 7.3 per cent while sales at pharmacies increased 5.9 per cent. Sales of furniture, appliances and electronics grew 0.1 per cent when compared to October 2017.

Food and Liquor Stores

The volume of sales for food increased marginally by 0.4 per cent. In contrast, the volume of liquor sales declined 1.3 per cent. In value terms, sales at food stores was 2.4 per cent higher while liquor sales increased 1.3 per cent. The rise in the value of sales was attributed partly to the increase in the prices of food and liquor of 2.1 per cent and 2.7 per cent, respectively.

Motor Vehicle Stores

The sales volume for retailers of motor vehicles remained unchanged. In value terms, sales receipts declined 0.9 per cent year-over-year.

Service Stations

During October 2018, the volume of fuel sales for service stations contracted 6.2 per cent. The value of fuel sales slipped 0.3 per cent.

Apparel Stores

The sales volume of apparel stores declined 7.8 per cent due to lower demand as a result of fewer discounts and sales events. In value terms, revenue for apparel stores decreased 5.0 per cent.

Resident Purchases Overseas (Value)

Residents declared \$5.4 million in overseas purchases during the month, 5.9 per cent higher than October 2017. The increase in declarations was attributed primarily to higher outlays in electronics and photographic equipment, and miscellaneous items.

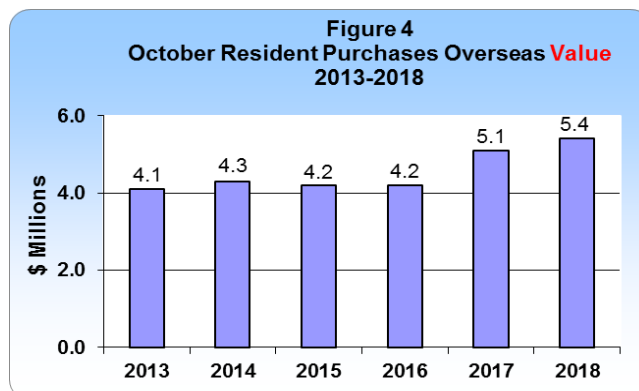


Table 1
Average Monthly Sales Volume (1)
2015=100

Period	Total Retail Stores		Food Stores (2)		Liquor Stores (3)		Motor Vehicle Stores		Service Stations		Building Material Stores		Apparel Stores		All Other Store Types	
2017																
Oct ^R	95.5 ^R	-0.9 ^R	97.3	-5.4	86.5 ^R	-14.0 ^R	99.7 ^R	+13.7 ^R	101.7 ^R	+2.3 ^R	109.3 ^R	+9.1 ^R	76.5	-1.9	93.4 ^R	+0.3 ^R
Nov	98.5 ^R	-3.5 ^R	96.5	-1.8	85.1	-3.1	94.6	-14.2	95.2	-2.2	116.0	-4.1	106.3	-7.2	98.7	-2.8
Dec	115.3 ^R	0.0 ^R	105.2	-2.3	114.0	-3.5	88.8	+12.0	94.2	-0.3	106.6	+13.7	179.5	-3.8	126.9	+1.0 ^R
2018																
Jan	89.2 ^R	+0.7 ^R	94.1	-0.1	64.6	-5.3	92.3	-6.8	87.0	-3.1	109.8	+3.8	70.1	+16.4	85.7	+0.5
Feb	84.0 ^R	+0.7 ^R	88.1	-1.6	70.7	-4.8	84.8	-3.6	84.2	+1.1	115.6	+15.8	51.3	+2.4	83.6	+2.3
Mar	95.5 ^R	-5.1 ^R	103.9	+3.6	88.1	+2.8	70.7	-44.7	94.8	-4.0	113.9	-19.0	73.9	-3.7	93.6	-2.0
Apr	91.9 ^R	-7.6 ^R	90.9	-10.2	77.1	-19.4	95.9	+3.2	91.4	-6.4	124.0	+2.7	76.0	-10.6	91.8	-9.9
May	105.5 ^R	-3.8 ^R	102.5	-3.2	100.5	-5.2	88.2	-3.5	104.7	-5.8	122.9	-4.4	100.2	-10.6	113.4	-2.4
Jun	105.1 ^R	-9.6 ^R	103.6	-5.0	112.2	-8.3	80.8	-4.5	111.2	-12.2	109.8	-2.3	115.4	-28.6	105.6	-9.0
Jul	105.5 ^R	-4.4 ^R	104.5	-0.7	110.4	-0.7	82.2	-20.8	118.3	-10.6	117.8	+11.7	84.1	-16.3	108.0	-6.1
Aug	98.7 ^R	-3.5 ^R	102.1	+1.5	103.6	+1.5	82.1	-29.0	107.5	+0.5	118.1	-5.3	81.6	-8.5	95.4	-3.0
Sep	93.0 ^R	-6.2 ^R	99.4	-1.3	88.8	-4.4	71.5	-31.3	97.3	-1.2	114.6	-5.2	77.5	-17.6	84.9	-9.0
Oct	95.1	-0.4	97.7	+0.4	85.4	-1.3	99.7	0.0	95.4	-6.2	119.3	+9.1	70.5	-7.8	94.1	+0.7

Table 2
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	
2017																
Oct	99.3 ^R	+1.2	102.9	-2.0	97.3 ^R	-8.6 ^R	99.4 ^R	+14.5 ^R	110.7 ^R	+6.4 ^R	110.7 ^R	+9.1 ^R	78.1	+1.6	94.6 ^R	+0.3 ^R
Nov	102.8	-0.7	102.3	+2.1	95.8	+2.9	94.3	-13.6	105.4	+7.0	117.5	-4.2	108.4	-5.5	101.5	-1.4
Dec	119.8	+2.7	110.2	+2.5	128.5	+3.1	88.4	+6.7	102.9	+4.2	108.0	+13.7	183.1	-1.9	130.7	+2.5
2018																
Jan	93.3	+2.9 ^R	100.5	+3.4	73.1	+0.7	91.9	-6.3	96.7	+2.5	111.2	+3.7	71.5	+16.8	88.1	+2.0
Feb	87.7	+2.8 ^R	92.9	+0.5	80.0	+1.3	85.3	-2.7	92.7	+5.8	117.2	+15.9	52.4	+2.9	86.4	+4.2
Mar	99.6	-3.2	110.1	+5.8	99.8	+9.3	71.0	-44.0	104.6	+1.4	112.1	-21.4	75.4	-3.2	96.9	+0.5
Apr	96.5	-5.4	96.8	-6.2	87.8	-14.8	95.9	+3.9	103.6	-3.1	125.7	+2.8	77.7	-10.1	95.9	-6.9
May	111.4	-1.9	109.8	-1.2	114.7	-2.2	88.1	-3.0	120.7	-1.5	124.5	-4.5	102.3	-10.2	118.4	+0.8
Jun	111.4	-7.2	110.7 ^R	-3.4 ^R	129.6	-4.4	80.9	-3.8	128.1	-4.8	111.3	-2.3	117.9	-28.2	110.7	-5.8
Jul	112.1	-1.8	111.7	+0.6	127.4	+2.3	95.7	-7.2	136.6	-2.0	119.4	+11.8	88.5	-13.5	113.2	-2.8
Aug	104.7	-1.4	108.7	+2.2	119.6	+4.6	81.6	-29.0	123.0	+5.8	119.7	-5.2	86.0	-5.4	100.3	+0.7
Sep	98.8	-4.7	106.4	+0.1	102.7	-1.4	83.3	-19.4	111.2	-2.6	116.2	-5.1	81.6	-14.7	89.1	-5.7
Oct	101.2	+1.9	105.4	+2.4	98.6	+1.3	98.5	-0.9	110.4	-0.3	120.9	+9.2	74.2	-5.0	98.2	+3.8

(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 **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
January 2019

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