



## RETAIL SALES DROP 1.0 PER CENT

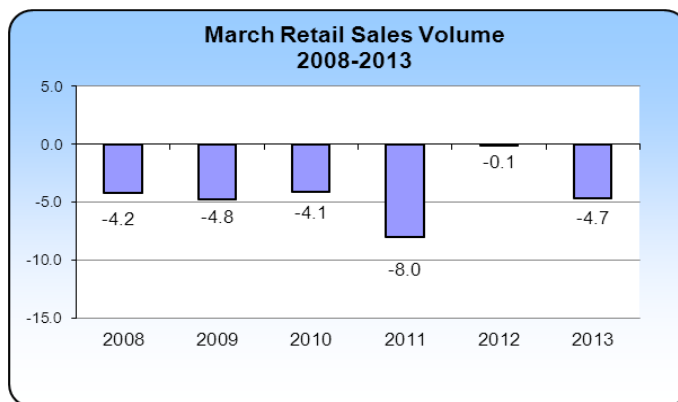
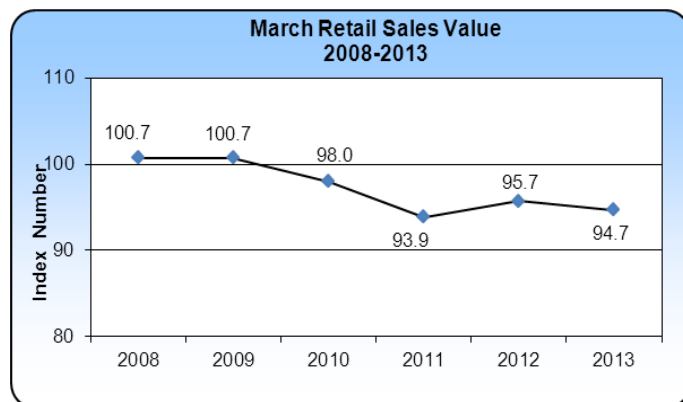
Total retail sales in March 2013 fell 1.0 per cent. Consumers spent \$84.8 million on retail goods representing a decrease of \$0.8 million year-over-year. Among the broad retail sectors, motor vehicle dealers reported the largest decline in sales of 18.0 per cent. In contrast, sales from food stores registered the largest gain, increasing 7.0 per cent.

Residents returning to the Island declared overseas purchases valued at \$3.7 million during

March 2013. This was 2.8 per cent more than the \$3.6 million declared in March 2012. Combined local and overseas spending totalled \$88.5 million.

After adjusting for the annual retail sales rate of inflation, measured at 1.8 per cent in March 2013, the volume of retail sales fell by 4.7 per cent.

There were 25 shopping days during the month, two less than in March 2012.



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>2012</b>								
Mar <sup>R</sup>	95.7 <sup>R</sup>	+1.9 <sup>R</sup>	-0.1 <sup>R</sup>	85.6 <sup>R</sup>	3.6	-16.3	89.2 <sup>R</sup>	+1.0 <sup>R</sup>
Apr	91.9	-4.5	-6.9	82.2	6.0	-1.6	88.2	-4.3
May	93.0	+0.7	-1.1	83.2	5.6	-11.1	88.8	-0.2
Jun	101.8	+0.5	-1.1	91.1	5.0	+2.0	96.1	+0.5
Jul	106.5	+6.2	+4.3	95.3	5.2	-1.9	100.5	+5.7
Aug	94.3	+0.5	-2.5	84.4	7.1	-5.3	91.5	0.0
Sep	92.2	+0.8	-1.1	82.5	5.4	-5.3	87.9	+0.4
Oct	91.5	+0.7	-1.0	81.9	5.3	-7.0	87.2	+0.2
Nov	91.7	+1.3	-1.8	82.1	6.7	+13.6	88.8	+2.1
Dec	116.1	-1.6	-4.2	103.9	7.4	+21.3	111.3	-0.3
<b>2013</b>								
Jan	83.0	+3.1	-0.9	74.3	4.4	-2.2	78.7	+2.8
Feb	78.4	-1.8	-5.6	70.2	3.4	+3.0	73.6	-1.6
<b>Mar</b>	<b>94.7</b>	<b>-1.0</b>	<b>-4.7</b>	<b>84.8</b>	<b>3.7</b>	<b>+2.8</b>	<b>88.5</b>	<b>-0.8</b>

### Food and Liquor Stores

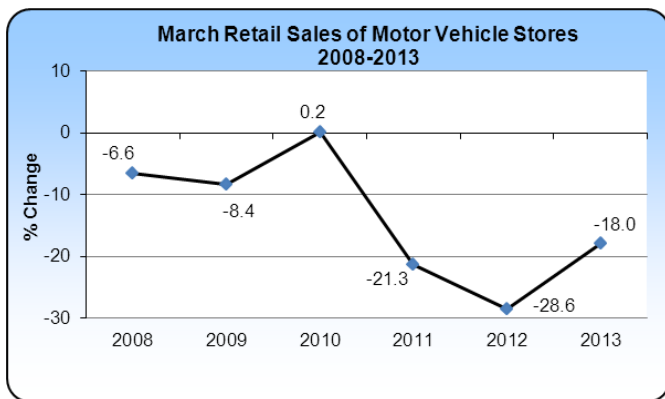
Receipts from food sales rose 7.0 per cent compared to March 2012. In addition, sales revenue for liquor stores increased 4.7 per cent during the month. Sales were positively affected by the Easter holiday being celebrated in March this year versus April in 2012.

### Service Stations

Sales receipts for service stations increased 1.8 per cent year-over-year. This marginal gain was mostly due to consumers purchasing a higher volume of gasoline during the month, as the price of fuel dropped 0.3 per cent during the period.

### Motor Vehicle Stores

Motor vehicle retailers recorded an 18.0 per cent decrease in sales revenue. This marked the second consecutive month of decline following the positive sales growth experience during the four months prior. There were 13 fewer cars and 8 more motorcycles sold in March 2013 compared to March 2012.



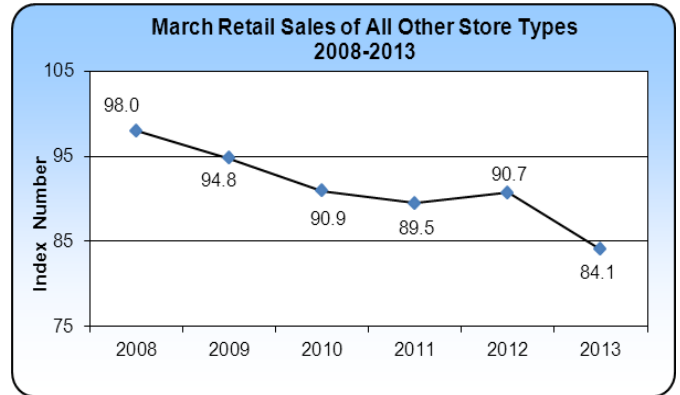
### Building Material Stores

Retailers of building materials registered a decline in gross receipts of 9.8 per cent during March 2013. This reduction was driven by the decreased demand for building supplies for home improvements and major commercial construction projects.

### All Other Store Types

Sales within the all other store types sector dipped 7.3 per cent. Sales receipts from boat and marine supplies stores plummeted 36.5 per cent.

Similarly, gross receipts for tourist-related stores abated 14.9 per cent, while sales of furniture, appliances and electronics declined 10.5 per cent. In contrast, sales of pharmaceutical products registered a fractional increase of 0.3 per cent.

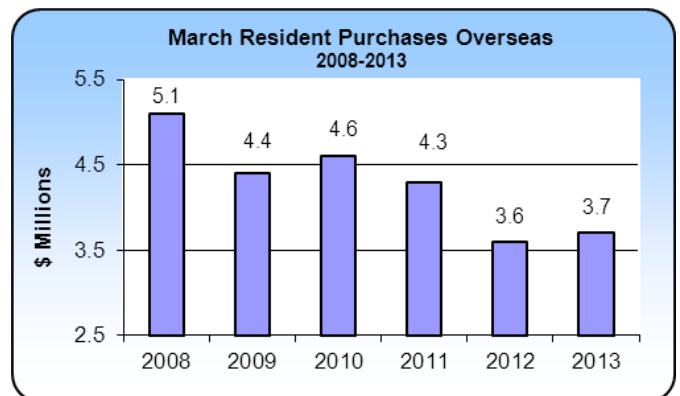


### Apparel Stores

Sales revenue for apparel stores fell 5.4 per cent during the month. Retailers attributed this decline to two less shopping days during the month.

### Resident Purchases Overseas

Residents declared 3.7 million or 2.8 per cent more in overseas purchases than in March 2012. Increased outlays on clothing and footwear contributed to the rise in the total value of declarations in March 2013. However, this outcome may have been partly due to the new HM Customs Green/Red channel system for declaring goods at the airport introduced in November 2012.



**BERMUDA RETAIL SALES INDEX**

**Average Monthly Sales (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	
2006	100.0	+4.0	100.0	+6.1	100.0	+3.6	100.0	-1.5	100.0	+11.7	100.0	+7.0	100.0	-9.0	100.0	+7.6
2007	104.3	+4.2	106.5	+6.5	104.4	+4.4	95.1	-5.1	106.0	+6.0	96.4	-3.6	109.3	+9.3	106.2	+6.1
2008	106.0	+1.6	114.9	+7.8	105.2	+0.8	90.7	-4.6	116.9	+10.3	93.0	-3.5	104.3	-4.6	106.8	+0.6
2009	102.1	-3.6	119.9	+4.4	112.7	+7.1	82.0	-9.6	106.0	-9.3	86.1	-7.4	89.7	-14.0	100.3	-6.1
2010	97.3	-4.7	120.5	+0.5	115.6	+2.5	67.7	-17.5	111.5	+5.2	64.3	-25.3	87.6	-2.4	95.7	-4.6
2011	94.2	-3.1	119.9	-0.4	113.4	-1.9	48.8	-27.8	116.2	+4.2	63.1	-1.9	89.0	+1.6	92.5	-3.3
*2012	94.6	+0.4	126.6	+5.5	122.9	+8.4	44.5	-8.8	115.6	-0.5	57.2	-9.3	85.1	-4.4	90.4	-2.3
2011																
Mar	93.9	-4.9	116.3	-3.0	102.2	-4.7	69.9	-21.3	116.8	+2.0	63.3	-15.9	64.7	+1.6	89.5	-1.5
Apr	96.3	-0.8	124.7	+6.7	122.0	+5.4	51.9	-18.0	121.0	+4.6	67.1	-9.2	83.0	-0.2	91.3	-6.0
May	92.4	-4.0	115.2	-4.6	90.7	-7.4	63.2	-2.0	125.0	+4.6	66.4	-8.4	93.0	-3.5	91.8	-4.6
Jun	101.4	-2.6	123.0	-1.6	111.7	-1.2	52.0	-26.4	127.2	+7.1	64.5	-0.4	111.8	+4.2	101.0	-2.8
Jul	100.3	-5.1	135.4	-1.7	141.6	-5.7	38.3	-44.7	128.9	+9.4	65.3	-1.6	86.5	+5.8	97.4	-6.6
Aug	93.9	-1.0	116.8	+0.4	122.8	+1.5	50.2	-14.2	123.6	+7.0	62.1	-13.4	85.0	+2.5	93.2	+0.3
Sep	91.5	-1.0	116.3	-3.2	116.6	-4.3	42.1	-25.3	117.6	+7.1	68.2	+11.2	83.8	+13.1	88.6	-0.8
Oct	90.8	-3.4	123.5	-0.7	96.1	-2.8	38.1	-47.9	112.3	+0.3	71.3	+25.3	78.7	+3.2	84.4	-2.1
Nov	90.5	-3.3	114.0	+3.4	110.6	-0.5	32.9	-47.4	108.8	+2.8	66.7	+10.0	86.9	-7.1	93.4	-3.1
Dec	117.9	-1.0	137.1	+3.2	170.0	+4.7	30.9	-41.9	110.9	+1.6	55.5	+26.9	185.2	+2.7	126.7	-3.3
2012																
Jan	80.5	-3.6	114.1	+1.8	89.6	+4.5	35.1	-38.7	105.2	+1.7	61.9	+10.7	55.7	-2.2	74.1	-6.8
Feb	79.8	+1.9	111.1	+6.0	97.8	+8.3	43.8	-26.2	101.7	+2.8	55.3	+9.9	50.7	-2.9	75.1	+3.0
Mar	95.7 <sup>R</sup>	+1.9	126.3	+8.5	117.9	+15.4	49.9 <sup>R</sup>	-28.6	116.8 <sup>R</sup>	0.0	66.1	+4.5	65.4 <sup>R</sup>	+1.0	90.7 <sup>R</sup>	+1.3
Apr	91.9	-4.5	123.3	-1.1	115.8	-5.1	46.9	-9.7	115.6	-4.5	67.6	+0.7	78.1	-5.8	82.9	-9.3
May	93.0	+0.7	112.9	-2.0	97.5	+7.6	38.0	-39.8	121.2	-3.0	69.6	+4.8	88.9	-4.4	96.5	+5.2
Jun	101.8	+0.5	133.8	+8.7	122.2	+9.5	42.3	-18.7	120.5	-5.2	53.7	-16.8	104.3	-6.7	102.3	+1.4
Jul	106.5	+6.2	142.2	+5.0	145.1	+2.4	62.8	+64.2	121.6	-5.6	69.9	+7.0	87.6	+1.3	101.1	+3.8
Aug	94.3	+0.5	127.8	+9.4	146.9	+19.6	41.4	-17.5	120.8	-2.2	54.2	-12.7	82.2	-3.3	88.7	-4.8
Sep	92.2	+0.8	129.0	+10.9	146.3	+25.5	40.9	-2.8	118.7	+0.9	49.6	-27.3	76.8	-8.3	84.8	-4.4
Oct	91.5	+0.7	131.1	+6.2	103.3	+7.5	54.6	+43.3	114.1	+1.6	53.9	-24.4	72.3	-8.1	79.2	-6.2
Nov	91.7	+1.3	122.4	+7.4	121.8	+10.1	36.1	+9.6	117.2	+7.7	47.6	-28.7	87.9	+1.1	90.7	-2.9
Dec	116.1	-1.6	145.2	+5.9	170.2	+0.1	42.6	+37.9	113.7	+2.5	36.9	-33.5	171.3	-7.5	118.3	-6.6
2013																
Jan	83.0	+3.1	122.3	+7.2	91.7	+2.4	46.2	+31.6	107.3	+2.0	43.2	-30.2	59.2	+6.1	73.7	-0.5
Feb	78.4	-1.8	115.4	+3.9	95.2	-2.7	36.9	-15.6	97.5	-4.1	44.7	-19.2	49.9	-1.7	73.6	-1.9
Mar	94.7	-1.0	135.1	+7.0	123.4	+4.7	41.0	-18.0	118.9	+1.8	59.7	-9.8	61.8	-5.4	84.1	-7.3

(1) Index numbers are subject to revisions

(2) Includes household supplies but excludes alcoholic beverages

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

\*The yearly series reflect annual changes

## 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

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

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