



RETAIL SALES ROSE 0.7 PER CENT

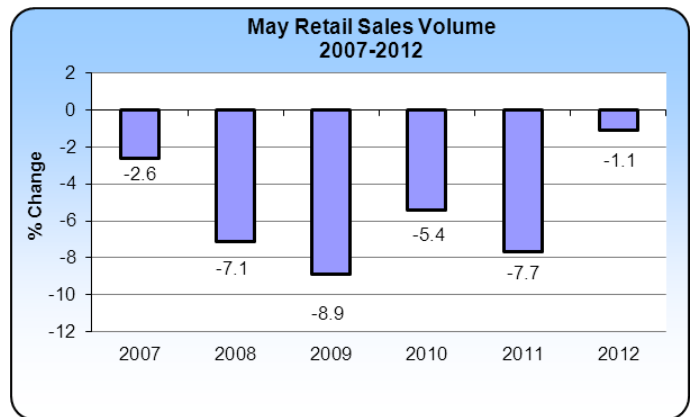
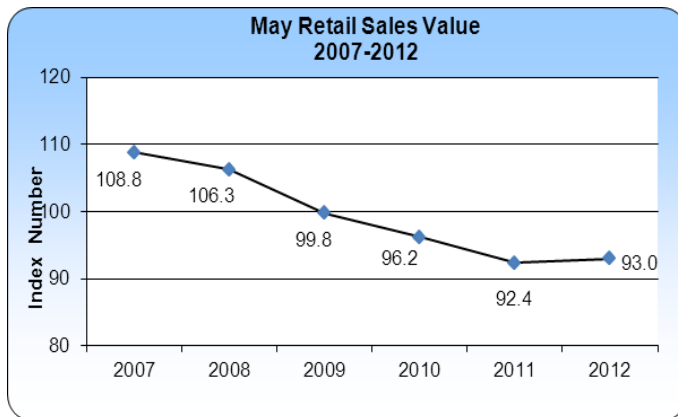
Total retail sales in May 2012 rose 0.7 per cent. Consumers spent \$83.2 million on retail goods representing an increase of \$0.5 million year-over-year. Liquor stores, all other store types, and building material stores all registered increases in sales. In contrast, motor vehicle dealers, apparel stores, service stations and food stores reported lower sales activity during the month.

purchases of goods valued at \$5.6 million during May 2012. This was 11.1 per cent lower than the \$6.3 million declared in May 2011. Combined local and overseas spending totalled \$88.8 million.

After adjusting for the annual retail sales rate of inflation, measured at 3.4 per cent in May 2012, the volume of retail sales fell by 1.1 per cent.

Residents returning to the Island declared overseas

There were 26 shopping days in May 2012, one more than in May 2011.

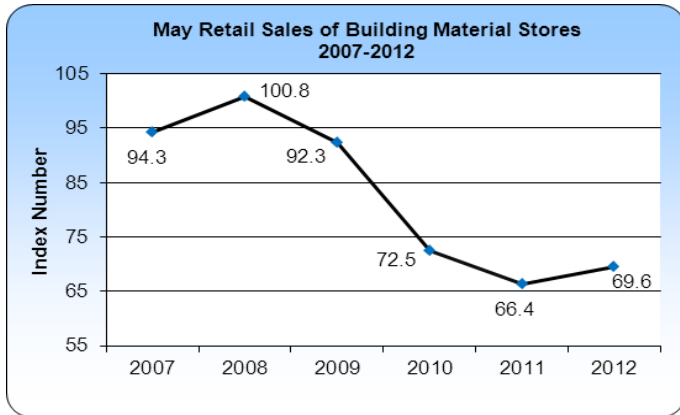


The RSI is currently based on a matched sample of reporting retail stores. The sales data are collected from these stores through a monthly mail survey. The Department of Statistics wishes to acknowledge the continuous support of the business community in supplying the required sales data.

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
2011								
May	92.4 ^R	-4.0 ^R	-7.7 ^R	82.7 ^R	6.3	-1.6	89.0 ^R	-3.8 ^R
Jun	101.3	-2.7	-6.3	90.6	4.9	-14.0	95.5	-3.3
Jul	100.4	-5.0	-8.5	90.0	5.3	-1.9	95.2	-4.8
Aug	94.8	0.0	-2.3	85.0	7.5	-3.8	92.3	-0.4
Sep	92.3	-0.1	-3.2	82.6	5.7	+5.6	88.3	+0.2
Oct	91.2	-3.0	-6.5	81.7	5.7	+1.8	87.4	-2.7
Nov	91.1	-2.7	-5.4	81.5	5.9	-25.3	87.4	-4.6
Dec	118.2	-0.7	-3.8	105.8	6.1	-23.8	111.9	-2.3
2012								
Jan	81.6	-2.3	-4.9	73.0	4.5	-11.8	77.5	-2.9
Feb	81.2	+3.6	+1.3	72.7	3.3	-5.7	76.0	+3.2
Mar	96.1 ^R	+2.4 ^R	+0.3 ^R	86.0 ^R	3.6	-16.3	89.6 ^R	+1.5 ^R
Apr	92.4 ^R	-4.0 ^R	-6.4 ^R	82.7 ^R	6.0	-1.6	88.7 ^R	-3.9 ^R
May	93.0	+0.7	-1.3	83.2	5.6	-11.1	88.8	-0.2

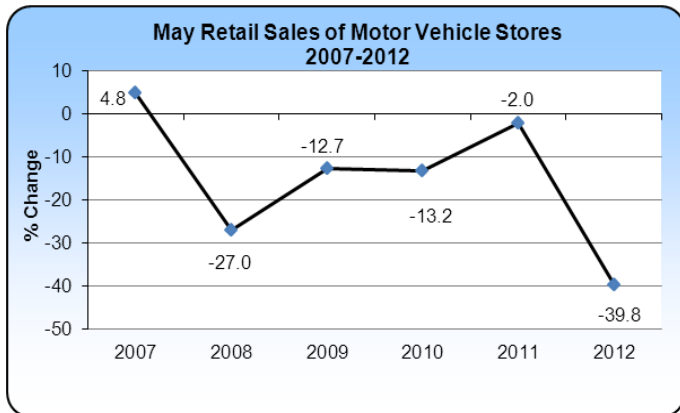
Building Material Stores

Sales receipts for building material stores rose 4.8 per cent higher than May 2011. This increase was driven by continued demand for structural supplies for commercial construction projects such as the KEMH and the Waterloo House building sites. Sales of building supplies of finishing products for on-going residential projects also grew during the month.



Motor Vehicle Stores

Sales revenue for motor vehicle stores plummeted 39.8 per cent year-over-year on account of weak car sales. There were 38 fewer cars sold during the month. In contrast, 68 more motorcycles were sold.



Service Stations

Service station sales fell 3.0 per cent when compared to the sales level reached in May 2011. This decline was partly attributed to lower fuel sales per liter and a 2.2 per cent drop in fuel prices.

Apparel Stores

Aggregate sales for apparel stores declined for the second consecutive month. Gross sales revenue fell 4.4 per cent when compared to last year.

Food and Liquor Stores

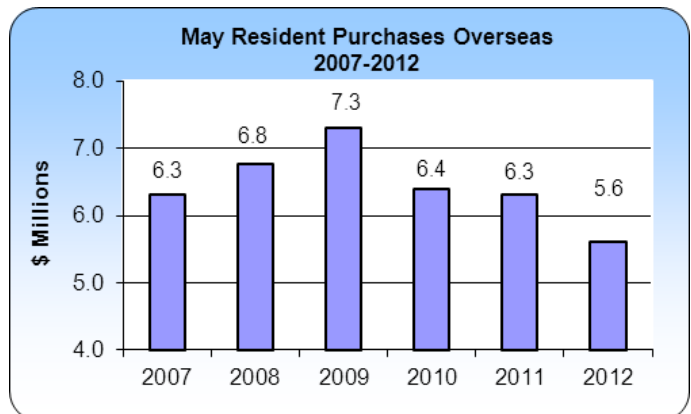
Sales revenue for liquor stores rose 7.6 per cent during the month. Sales were positively affected by an additional discount-shopping day that occurred prior to the Bermuda Day holiday. In contrast, gross receipts for food stores slipped 2.0 per cent year-over-year.

All Other Store Types

During May 2012, retailers in the all other store types sector recorded a 5.2 per cent rise in sales revenue. All sub-sectors experienced year-over-year increases, with retailers of boat and marine supplies recording the largest increase of 30.3 per cent. Revenue from sales of pharmaceutical products grew 6.3 per cent while gross receipts for tourist-related stores rose 4.8 per cent. Sales of furniture, appliances and electronics were also higher and increased 2.7 per cent.

Resident Purchases Overseas

Overseas purchases declared by travelling residents fell 11.1 per cent to \$5.6 million. Of the total spending, outlays on clothing and footwear decreased by \$0.5 million. Expenditure on duty free items, and jewellery and watches both contracted by \$60,000.



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	94.5	-2.9	119.9	-0.5	113.6	-1.7	51.3	-24.3	116.1	+4.1	63.5	-1.2	88.8	+1.5	92.3	-3.5
2010																
Apr	97.0	-6.6	116.9	-3.4	115.7	+16.3	63.3	-36.9	115.8	+14.8	73.9	-28.0	83.1	-0.8	97.2	+2.0
May	96.2	-3.6	120.8	-0.4	97.9	-13.0	64.5	-13.2	119.5	+7.1	72.5	-21.5	96.4	+7.2	96.2	-4.9
Jun	104.0	-2.4	125.1	+2.9	113.0	+2.1	70.7	-8.2	118.8	+2.6	64.8	-28.5	107.2	+2.1	103.9	-2.5
Jul	105.7	-6.1	137.8	+1.0	150.2	+3.3	69.2	-33.0	117.8	+1.6	66.4	-27.8	81.7	-1.0	104.3	-1.7
Aug	94.8	-9.3	116.4	-4.3	120.9	-11.7	58.6	-30.9	115.5	-0.8	71.7	-22.6	82.9	-1.4	93.0	-8.4
Sep	92.4	-5.9	120.2	+2.3	121.8	+2.2	56.3	-24.4	109.8	+1.3	61.4	-32.4	74.1	-13.3	89.4	-1.4
Oct	94.1	-8.2	124.4	-0.9	98.9	-5.4	73.2	-18.6	112.0	+1.8	56.9	-29.8	76.2	-12.5	86.3	-9.1
Nov	93.6	-2.6	110.2	-0.4	111.1	-1.5	62.6	-6.6	105.9	+0.5	60.7	-26.3	93.6	+2.5	96.4	+0.5
Dec	119.1	-3.2	132.8	+0.6	162.4	-3.0	59.2	-24.3	109.2	+2.4	43.7	-24.3	180.3	+0.2	131.0	-3.8
2011																
Jan	83.5	-5.6	112.1	-2.2	85.8	-7.7	57.2	-19.2	103.4	+1.4	55.9	-13.6	57.0	-5.3	79.5	-5.2
Feb	78.4	-5.9	104.8	-1.7	90.3	-4.4	59.3	-26.8	98.9	+1.2	50.4	-15.8	52.3	+1.3	72.7	-4.0
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	89.4	-1.6
Apr	96.3	-0.7	124.7	+6.7	122.0	+5.4	51.9	-18.0	121.0	+4.6	67.1	-9.2	83.0	-0.2	91.5	-5.9
May	92.4 ^R	-4.0	115.2	-4.6	90.7	-7.4	63.2 ^R	-2.0	125.0 ^R	+4.6	66.4 ^R	-8.4	93.0	-3.5	91.8 ^R	-4.6
Jun	101.3	-2.7	123.0	-1.6	111.7	-1.2	53.1	-24.9	127.1	+7.0	64.5	-0.4	110.8	+3.3	100.5	-3.2
Jul	100.4	-5.0	135.2	-1.9	145.0	-3.4	38.3	-44.7	128.2	+8.8	66.7	+0.4	86.5	+5.8	97.4	-6.6
Aug	94.8	0.0	116.8	+0.4	122.8	+1.5	55.7	-4.9	123.6	+7.0	64.4	-10.2	85.0	+2.5	93.3	+0.3
Sep	92.3	-0.1	116.3	-3.2	116.6	-4.3	48.4	-14.1	116.9	+6.5	70.2	+14.4	83.8	+13.1	88.2	-1.3
Oct	91.2	-3.0	123.5	-0.7	96.0	-2.9	43.4	-40.6	112.7	+0.6	71.3	+25.3	78.7	+3.3	83.5	-3.2
Nov	91.1	-2.7	114.0	+3.4	110.7	-0.4	38.3	-38.8	108.8	+2.7	66.8	+10.0	86.9	-7.1	93.2	-3.3
Dec	118.2	-0.7	136.4	+2.7	170.0	+4.7	36.4	-31.6	110.9	+1.6	55.4	+26.7	184.5	+2.4	126.5	-3.4
2012																
Jan	81.6	-2.3	114.0	+1.7	89.6	+4.5	40.5	-29.3	104.3	+0.8	61.9	+10.7	55.7	-2.4	75.8	-4.7
Feb	81.2	+3.6	113.8	+8.6	98.9	+9.5	48.9	-17.5	102.3	+3.4	55.3	+9.9	50.3	-3.7	74.8	+2.9
Mar	96.1 ^R	+2.4	126.3	+8.5	117.9	+15.4	54.7	-21.7	116.6	-0.2	66.1	+4.5	65.3	+0.9	90.3 ^R	+0.9
Apr	92.4 ^R	-4.0	123.3	-1.1	115.8	-5.1	46.9	-9.7	115.6	-4.5	67.6	+0.7	78.1	-5.8	84.8 ^R	-7.4
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

(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.

Published by the Government of Bermuda
July 2012

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