



## RETAIL SALES FELL 3.8 PER CENT

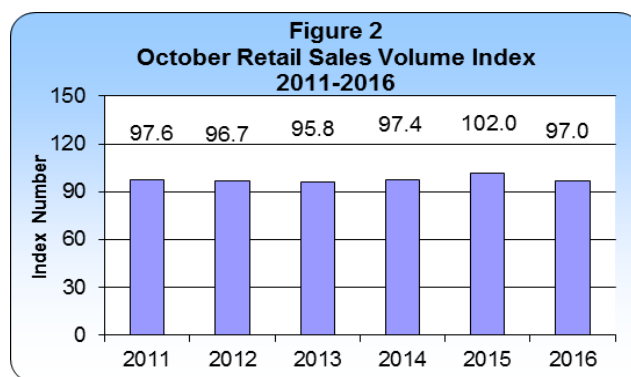
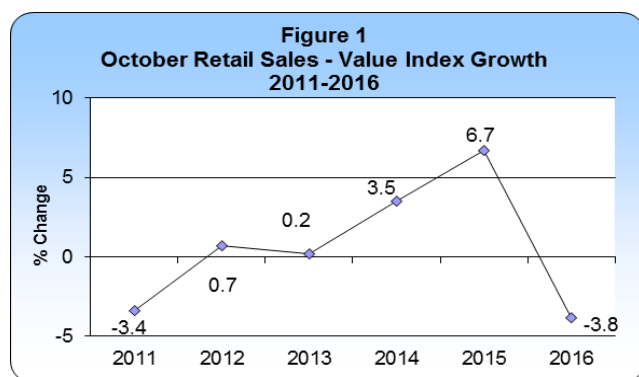
Retail sales in October 2016 decreased 3.8 per cent below the \$95.6 million recorded in October 2015. Five of the seven sectors experienced decreases in sales revenue. Apparel stores registered the largest drop in sales receipts of 22.8 per cent. Liquor stores recorded a gain in sales of 5.2 per cent.

Returning residents declared overseas purchases

valued at \$4.2 million, unchanged from October 2015. This contributed to a combined local and overseas spending of \$96.2 million.

After adjusting for the annual retail sales rate of inflation, measured at 1.2 per cent in October, the volume of retail sales decreased 4.9 per cent.

Excluding Sundays, there were 26 shopping days during the month, the same as in October 2015.



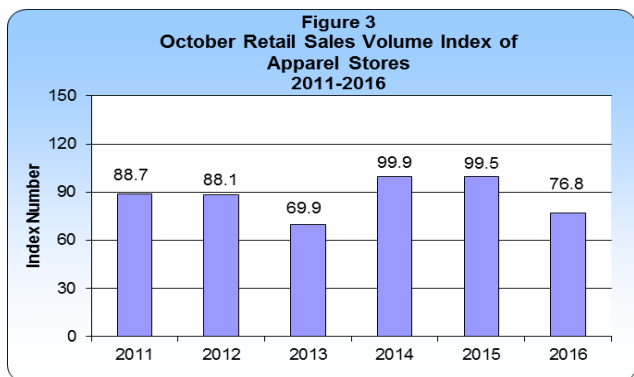
The Retail Sales Index (RSI) is currently based on a matched sample of reporting retail stores. The sales data are collected from these stores through a monthly mail survey. The Department of Statistics wishes to acknowledge the continuous support of the business community in supplying the required sales 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
<b>2015</b>								
Oct <sup>R</sup>	102.5	+6.7	+6.6	95.6	4.2	-2.3	99.8	+6.3
Nov	98.3	+2.1	+1.8	91.7	6.5	+8.3	98.2	+2.5
Dec	119.1	+3.0	+0.7	111.1	6.8	-9.3	117.9	+2.2
<b>2016</b>								
Jan	91.3	+4.5	+2.3	85.2	4.4	0.0	89.6	+4.2
Feb	88.1	+6.8	+5.3	82.2	3.2	+6.7	85.4	+6.8
Mar	98.6	+4.9	+3.6	92.0	3.4	-8.1	95.4	+4.4
Apr	98.9	+2.3	+0.4	92.2	4.7	-6.0	97.0	+1.9
May	103.4	-1.4	-3.0	96.5	5.4	-3.6	101.9	-1.5
Jun	110.4	+2.1	+1.4	103.0	4.1	-4.9	107.1	+1.8
Jul	112.7	+1.0	+0.7	105.2	4.4	-4.3	109.6	+0.8
Aug	100.8	+2.9	+2.3	94.1	6.4	-4.5	100.5	+2.4
Sep <sup>R</sup>	102.2	+5.7	+4.6	95.4	4.6	-0.4	99.9	+5.4
<b>Oct</b>	<b>98.6</b>	<b>-3.8</b>	<b>-4.9</b>	<b>92.0</b>	<b>4.2</b>	<b>0.0</b>	<b>96.2</b>	<b>-3.6</b>

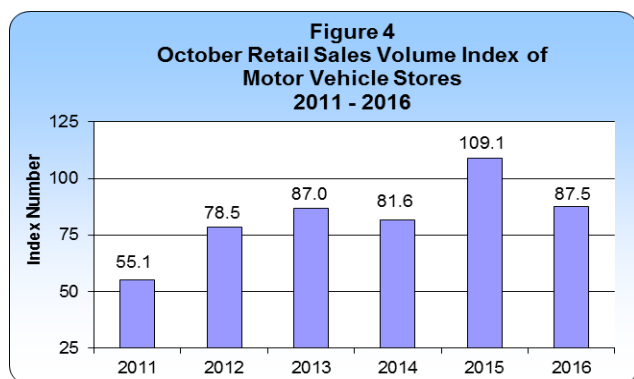
### Apparel Stores

Sales revenue for apparel stores decreased 22.8 per cent in both value and volume terms. The America’s Cup event held in 2015 boosted sales compared to 2016, while the arrival of Hurricane Nicole further depressed this year’s sales.



### Motor Vehicle Stores

Retail sales of motor vehicles were 20.1 per cent lower than the level reached in October 2015. The number of vehicles sold decreased 19.8 per cent. This decline was due in part to a lower number of vehicles available for sale.



### All Other Store Types

Sales receipts for the all other store types sector fell 2.4 per cent year-over-year. Other miscellaneous sales fell 16.0 per cent. Higher sales related to the 2015 America’s Cup event was a major factor in 2016’s year-over-year decrease in sales. Gross receipts for marine and boat suppliers decreased 6.9 per cent. Receipts for the sale of fur-

niture, appliances and electronics decreased 2.7 per cent. In contrast, pharmacies reported a 1.1 per cent gain in gross receipts. After factoring for inflation, the sales volume of the all other store types category fell 3.3 per cent.

### Building Material Stores

Receipts from the sale of building materials dipped 0.1 per cent year-over-year. When adjusted for inflation, the sales volume decreased 1.0 per cent.

### Service Stations

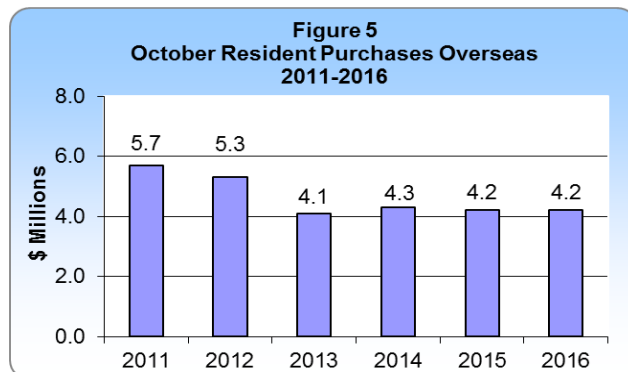
The value of fuel sales for service stations decreased 0.9 per cent. The drop in revenue reflected lower demand for fuel which experienced a price increase of 3.7 per cent. After adjusting for inflation, the sales volume of fuel dropped 4.9 per cent.

### Food and Liquor Stores

Receipts from food and liquor sales strengthened 1.2 and 5.2 per cent, respectively, year-over-year. The sales volume of food and liquor stores decreased 0.1 and 0.3 per cent, respectively.

### Resident Purchases Overseas

Residents declared \$4.2 million in overseas purchases during the month, unchanged from a year ago.



**BERMUDA RETAIL SALES INDEX — OCTOBER 2016**

**Table 1  
Average Monthly Sales Value (1)  
2015=100**

Period	Total		Food		Liquor		Motor		Service		Building		Apparel		All Other	
	Retail Stores		Stores (2)		Stores (3)		Vehicle Stores		Stations		Material Stores		Stores		Store Types	
<b>2015</b>																
Oct <sup>R</sup>	102.5	+6.7	104.1	+3.4	103.9	+0.2	108.4	+28.9	105.0	-7.2	102.4	+1.5	99.5	+42.5	97.6	+5.7
Nov	98.3	+2.1	96.0	-0.3	91.7	-1.5	93.4	+15.7	93.5	+0.9	99.0	+2.7	116.3	-1.4	99.9	+4.3
Dec	119.1	+3.0	108.4	+4.2	125.5	-0.4	109.8	+28.9	96.4	+7.1	88.9	-9.7	184.2	-2.9	130.3	-0.4
<b>2016</b>																
Jan	91.3	+4.5	99.4	+3.4	74.3	-1.3	110.4	+26.3	87.3	+6.2	91.3	-10.9	62.0	-3.1	86.4	+3.8
Feb	88.1	+6.8	93.2	+5.7	79.4	+4.4	111.5	+23.4	85.0	+10.5	94.9	-3.9	57.5	+1.4	84.6	+4.8
Mar	98.6	+4.9	103.5	+5.6	93.0	+6.9	104.8	+6.8	92.5	+0.8	118.1	+13.3	78.6	-4.3	96.0	+6.2
Apr	98.9	+2.3	100.6	+4.7	97.2	+7.0	115.2	-3.8	96.4	+4.4	113.4	+15.1	82.6	-3.7	95.5	-0.7
May	103.4	-1.4	103.5	-1.5	110.9	-1.2	100.2	+13.0	107.0	+3.3	116.8	+4.2	99.2	-7.3	100.9	-6.1
Jun	110.4	+2.1	104.0	+2.8	116.6	+9.1	110.8	+4.9	115.7	+1.3	103.5	-9.1	122.2	-1.8	114.2	+3.3
Jul	112.7	+1.0	108.8	+0.7	141.1	+8.5	108.3	-6.9	132.1	+1.7	113.7	+15.0	99.7	+6.1	113.1	-1.0
Aug	100.8	+2.9	100.6	+1.1	106.8	+2.0	85.5	-2.2	109.9	-0.8	100.5	+17.5	93.0	+2.2	104.3	+7.6
Sep <sup>R</sup>	102.2	+5.7	104.0	+5.1	105.5	+8.7	112.8	+27.4	101.3	+3.6	104.4	+12.7	91.4	-2.3	99.2	+2.0
Oct	98.6	-3.8	105.3	+1.2	109.3	+5.2	86.6	-20.1	104.0	-0.9	102.3	-0.1	76.8	-22.8	95.3	-2.4

**Table 2  
Average Monthly Sales Volume (1)  
2015=100**

Period	Total		Food		Liquor		Motor		Service		Building		Apparel		All Other	
	Retail Stores		Stores (2)		Stores (3)		Vehicle Stores		Stations		Material Stores		Stores		Store Types	
<b>2015</b>																
Oct <sup>R</sup>	102.0	+6.6	103.2	+0.7	103.5	-0.9	109.1	+31.2	104.5	-2.7	102.0	-0.9	99.5	+42.2	97.3	+6.0
Nov	98.2	+1.8	95.9	-2.1	91.5	-2.5	94.4	+17.6	92.9	+1.2	100.6	+0.3	116.3	-1.5	99.8	+4.6
Dec	118.6	+0.7	108.7	+1.6	124.6	-1.8	111.1	+31.0	94.3	-3.4	90.3	-11.7	184.2	-3.1	129.9	-0.2
<b>2016</b>																
Jan	90.5	+2.3	97.7	+0.6	73.4	-2.9	111.9	+28.9	85.1	-4.7	90.4	-15.2	61.9	-3.3	86.1	+4.0
Feb	88.0	+5.3	91.4	+2.8	78.0	+2.2	112.8	+25.5	92.6	+11.2	94.0	-8.2	57.4	+1.3	84.3	+4.1
Mar	98.4	+3.6	101.6	+3.4	91.5	+4.9	106.1	+8.2	100.8	+3.8	117.0	+8.3	78.5	-4.3	95.3	+5.2
Apr	97.5	+0.4	98.2	+1.9	93.8	+3.2	116.4	-2.3	94.5	-0.4	112.3	+12.8	83.0	-3.3	94.8	-1.7
May	101.9	-3.0	101.5	-3.8	106.0	-5.6	101.3	+14.5	104.9	+2.3	115.3	-1.9	99.6	-6.1	99.2	-7.8
Jun	108.9	+1.4	102.3	+1.1	110.1	+2.9	112.0	+5.6	111.6	+5.5	102.2	-13.4	122.8	-0.7	112.9	+2.2
Jul	111.3	+0.7	107.0	-0.9	133.3	+2.5	109.5	-5.6	130.2	+7.5	112.2	+11.6	100.1	+7.1	111.8	-1.7
Aug	99.7	+2.3	99.0	+0.1	100.9	-3.6	86.5	-1.6	109.0	-0.6	99.2	+17.3	93.3	+2.5	103.1	+6.5
Sep <sup>R</sup>	100.8	+4.6	101.9	+3.6	99.6	+3.0	114.0	+27.9	99.2	+2.0	103.0	+11.7	91.7	-2.0	98.0	+1.2
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

(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  
December 2016

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