



RETAIL SALES INDEX

August 2015

RETAIL SALES ROSE 4.5 PER CENT

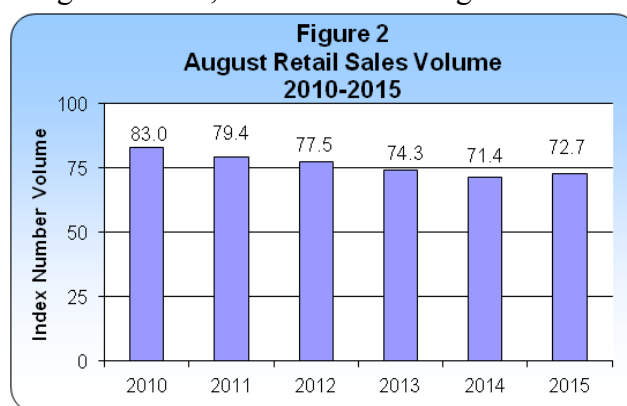
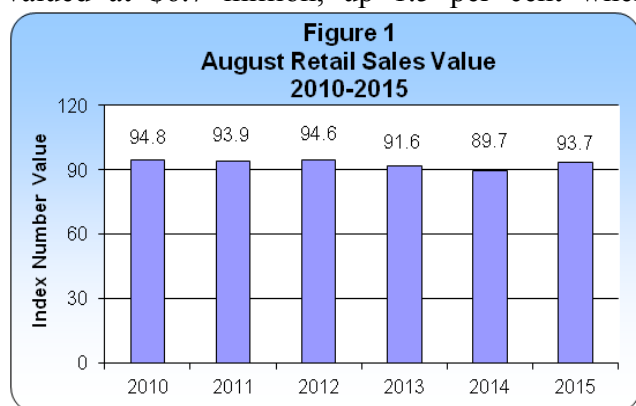
The total retail sales index was 4.5 per cent higher than the level reached in August 2014. All retail sectors registered increases with the exception of liquor stores which recorded a decrease of 1.6 per cent. Motor vehicle retailers recorded the largest increase in sales, jumping 31.1 per cent.

Returning residents declared overseas purchases valued at \$6.7 million, up 1.5 per cent when

compared to August 2014. This contributed to a combined local and overseas spending of \$90.6 million.

After adjusting for the annual retail sales rate of inflation, measured at 2.6 per cent in August, the volume of retail sales increased 1.8 per cent.

Excluding Sundays, there were 26 shopping days during the month, one more than August 2014.



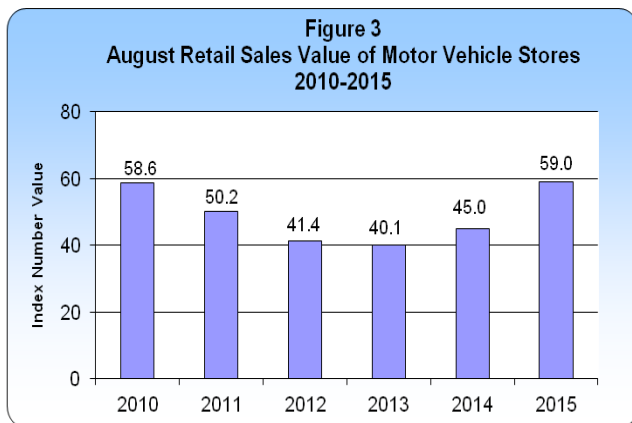
The RSI is currently based on a matched sample of reporting retail stores. The sales data are collected from these stores through a monthly mail survey. The Department of Statistics wishes to acknowledge the continuous support of the business community in supplying the required sales data.

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
2014								
Aug	89.7 ^R	-2.1	-3.9	80.3 ^R	6.6	+1.5	86.9 ^R	-1.8
Sep	92.1	+4.7	+3.2	82.5	4.4	-10.2	86.9	+3.8
Oct	95.7	+4.6	+2.2	85.7	4.3	+4.9	90.0	+4.6
Nov	97.1	+1.4	-0.8	87.0	6.0	-1.6	93.0	+1.2
Dec	120.8	+6.9	+5.8	108.1	7.5	0.0	115.6	+6.4
2015								
Jan	86.5	+2.9	+2.2	77.4	4.4	+4.8	81.8	+3.0
Feb	81.5	+3.0	+2.7	73.0	3.0	0.0	76.0	+2.9
Mar	94.4	+2.5	+2.7	84.5	3.7	+5.7	88.2	+2.6
Apr	99.6	+4.2	+3.7	89.2	5.0	+2.0	94.2	+4.1
May	99.7	+1.6	+0.1	89.3	5.6	+12.0	94.9	+2.2
Jun	105.8	+7.1	+5.3	94.7	4.3	0.0	99.0	+6.7
Jul	109.0	+2.7	+1.3	97.6	4.6	+2.2	102.2	+2.7
Aug	93.7	+4.5	+1.8	83.9	6.7	+1.5	90.6	+4.3

Motor Vehicle Stores

During August 2015, retail sales of motor vehicles jumped 31.1 per cent year-over-year. The increase in sales was due to a 33.6 per cent rise in the number of vehicles sold.



Food and Liquor Stores

Receipts from food sales increased 4.9 per cent, while sales revenue for liquor stores contracted 1.6 per cent during August 2015. The sales volume of food stores increased 1.9 per cent. In contrast, liquor store volume sales decreased 2.4 per cent.

Building Material Stores

Gross receipts of building material stores rose 4.4 per cent. The increase in sales was attributed to higher demand for residential projects as well as projects related to the America's Cup. When adjusted for inflation, the sales volume increased 2.6 per cent.

All Other Store Types

Sales receipts for the all other store types sector strengthened 1.7 per cent. Gross receipts earned by boat and marine suppliers slipped 0.8 per cent. Sales at tourist-related stores declined 5.5 per cent, while sales of furniture, appliances and

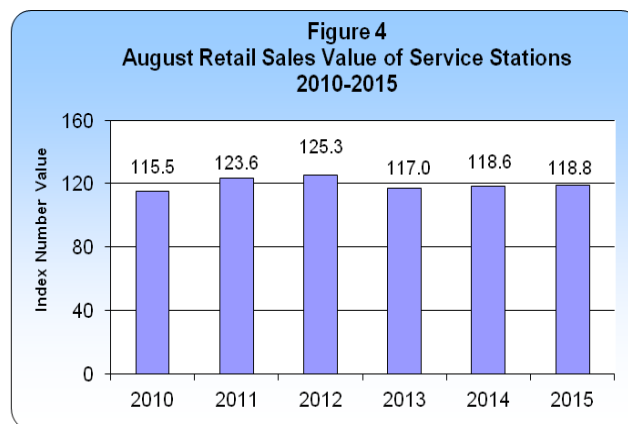
electronics rose 2.4 per cent. Gross receipts of pharmacies also increased 2.4 per cent. After adjusting for inflation, the sales volume for the all other store types category increased 1.5 per cent.

Apparel Stores

Sales revenue for apparel stores marginally increased 0.5 per cent when compared to August 2014. In contrast, the sales volume decreased 0.8 per cent due primarily to increases in the prices of clothing, footwear and accessories.

Service Stations

Sales receipts for service stations were 0.2 per cent higher than the level reached during August 2014, while the volume of sales increased 8.3 per cent. The increases in the value and volume of fuel sales were attributed to an additional gas station opening for business on Sundays as well as a 1.9 percent decrease in the price of fuel.



Resident Purchases Overseas

Returning residents declared overseas purchases of goods valued at \$6.7 million in August 2015. This is 1.5 per cent higher than what was declared in August 2014.

BERMUDA RETAIL SALES INDEX — AUGUST 2015

**Table 1
Average Monthly Sales Value (1)**

Period	Total Retail Stores		Food Stores (2)		Liquor Stores (3)		Motor Vehicle Stores		Service Stations		Building Material Stores		Apparel Stores		All Other Store Types	
2014																
Aug	89.7 ^R	-2.1	122.5 ^R	-2.1	152.5 ^R	+0.7	45.0	+12.1	118.6	+1.4	34.2 ^R	-23.6	78.4 ^R	-3.1	84.8 ^R	-2.2
Sep	92.1	+4.7	126.4	+1.9	139.6	+8.6	57.6	+19.3	112.9	+2.9	47.4	+15.6	77.8	+1.2	82.4	+5.1
Oct	95.7	+4.6	142.5	+8.2	126.2	+16.3	55.8	-6.5	122.9	+10.2	46.1	+2.4	59.9	-19.7	85.6	+7.7
Nov	97.1	+1.4	130.3	+2.5	138.6	+3.4	51.3	+11.3	104.0	-4.0	47.6	+2.8	100.9	+3.9	91.3	-2.8
Dec	120.8	+6.9	149.9	+4.2	171.4	+6.8	57.8	+59.2	100.5	-6.5	47.7	+34.0	164.2	+3.9	124.9	+4.6
2015																
Jan	86.5	+2.9	131.0	+5.8	111.9	+3.9	53.5	-5.3	90.9	-12.4	46.0	+16.8	55.4	+1.7	75.6	+2.2
Feb	81.5	+3.0	119.8	+3.9	109.5	-0.1	62.0	+18.1	84.5	-13.3	45.5	+15.5	48.6	+3.4	70.8	-1.0
Mar	94.4	+2.5	131.2	+1.1	123.4	-4.0	68.9	+26.4	105.7	-7.1	54.7	+18.1	59.6	+0.4	81.1	-0.5
Apr	99.6	+4.2	137.1	+2.9	133.1	-6.2	88.0	+51.5	105.5	-6.8	50.7	+2.8	72.0	-7.1	87.4	+2.2
May	99.7	+1.6	141.3	+5.3	120.1	-0.5	58.2	-5.4	114.3	-5.2	54.5	+13.5	97.7	+3.0	93.1	-2.7
Jun	105.8	+7.1	139.1	+5.1	131.3	+0.1	70.0	+36.7	117.6	+0.1	43.7	+12.6	108.4	+6.2	100.5	+5.6
Jul	109.0	+2.7	156.4	+3.1	162.6	-1.8	78.7	+36.6	120.5	+1.0	35.3	+3.5	83.2	-4.7	101.7	-2.5
Aug	93.7	+4.5	128.5	+4.9	150.0	-1.6	59.0	+31.1	118.8	+0.2	35.7	+4.4	78.8	+0.5	86.2	+1.7

**Table 2
Average Monthly Sales Volume (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	
2014																
Aug	71.4 ^R	-3.9	87.6 ^R	-5.0	116.3 ^R	-0.6	41.1	+12.8	92.3 ^R	+2.5	26.7 ^R	-24.4	63.9 ^R	-1.9	72.4 ^R	-4.1
Sep	73.3	+3.2	90.2	-1.3	106.5	+6.9	52.6	+19.8	87.8	+1.1	37.0	-14.6	63.4	+2.4	70.2	+2.8
Oct	75.8	+2.2	101.4	+4.5	96.2	+14.4	51.0	-6.0	98.7	+13.1	35.9	+1.1	48.5	-18.2	72.8	+5.3
Nov	77.2	-0.8	92.7	-1.6	105.6	+2.2	47.4	+12.7	87.2	-1.1	37.1	+1.6	81.8	+6.1	77.5	-5.0
Dec	97.3	+5.8	107.9	+0.1	130.6	+5.6	53.4	+61.1	92.4	+7.1	37.2	+32.4	133.0	+6.2	106.0	+2.3
2015																
Jan	69.4	+2.2	92.6	+2.0	84.9	+3.0	49.3	-5.0	83.8	+2.8	35.9	+15.4	44.8	+4.5	64.2	+0.2
Feb	65.3	+2.7	84.4	+0.3	83.1	-1.1	57.2	+18.8	77.7	+4.0	35.3	+15.0	39.3	+6.2	60.5	-2.0
Mar	75.5	+2.7	92.0	-1.6	93.6	-4.9	63.8	+27.4	94.9	+8.8	42.5	+17.7	48.2	+3.0	69.3	-1.4
Apr	79.1	+3.7	96.2	-0.2	100.8	-7.1	81.5	+52.7	92.2	+7.2	39.4	+2.6	58.0	-5.5	74.6	+1.6
May	78.9	+0.1	98.5	+1.2	90.9	-1.4	53.9	-4.6	95.7	+3.5	41.9	+12.0	78.7	+4.7	79.6	-2.9
Jun	83.2	+5.3	97.2	+1.2	99.4	-0.7	65.1	+39.1	92.4	+3.6	33.6	+11.3	87.3	+8.0	85.7	+5.4
Jul	85.6	+1.3	109.2	0.0	123.1	-2.5	72.9	+38.3	95.6	+5.3	27.2	+2.3	67.0	-2.8	86.6	-2.7
Aug	72.7	+1.8	89.3	+1.9	113.5	-2.4	54.9	+33.6	100.0	+8.3	27.4	+2.6	63.4	-0.8	73.5	+1.5

(1) Index numbers are subject to revisions

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

(2) Includes household supplies but excludes alcoholic beverages

(4) (R) represents revised

*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

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