



RETAIL SALES ROSE 0.5 PER CENT

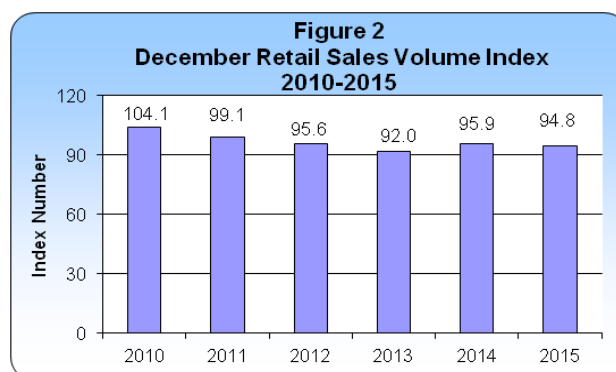
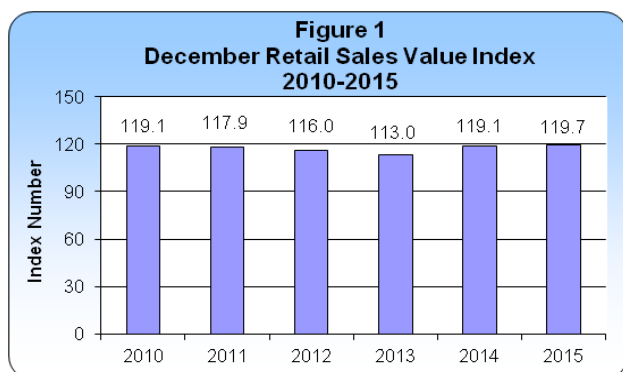
Retail sales in December 2015 increased 0.5 per cent above the \$106.6 million recorded in December 2014. Three out of the seven sectors experienced increases in sales revenue. Motor vehicle retailers registered the largest increase in sales of 30.8 per cent. In contrast, building material stores recorded the largest decrease in sales of 13.5 per cent.

Returning residents declared overseas purchases

valued at \$6.8 million, down 9.3 per cent when compared to December 2014. This contributed to a combined local and overseas spending of \$114.0 million.

After adjusting for the annual retail sales rate of inflation, measured at 1.6 per cent in December, the volume of retail sales decreased 1.1 per cent.

Excluding Sundays, there were 24 shopping days during the month, one less than December 2014.



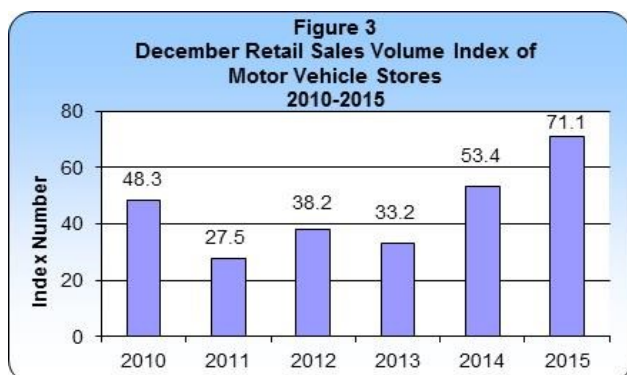
The RSI is currently based on a matched sample of reporting retail stores. The sales data are collected from these stores through a monthly mail survey. The Department of Statistics wishes to acknowledge the continuous support of the business community in supplying the required sales data.

SUMMARY STATISTICS

| Period | Total Retail Sales 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 |
| 2014 Dec | 119.1 ^R | +5.4 ^R | +4.2 ^R | 106.6 ^R | 7.5 | 0.0 | 114.1 ^R | +5.0 ^R |
| 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 | 100.1 | +4.1 | +3.5 | 89.6 | 5.0 | +2.0 | 94.6 | +4.0 |
| 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 | 108.7 | +2.7 | +1.2 | 97.3 | 4.6 | +2.2 | 101.9 | +2.7 |
| Aug | 94.5 | +5.4 | +4.5 | 84.6 | 6.7 | +1.5 | 91.3 | +5.1 |
| Sep | 95.4 | +3.1 | +2.4 | 85.4 | 4.6 | +4.5 | 90.0 | +3.3 |
| Oct | 99.6 | +5.1 | +4.8 | 89.1 | 4.2 | -2.3 | 93.3 | +4.7 |
| Nov | 95.5 | -0.6 | -0.9 | 85.5 | 6.5 | +8.3 | 92.0 | 0.0 |
| Dec | 119.7 | +0.5 | -1.1 | 107.2 | 6.8 | -9.3 | 114.0 | -0.1 |

Motor Vehicle Stores

Retail sales of motor vehicles were 30.8 per cent higher than the level reached during December 2014. The number of vehicles sold increased 33.1 per cent.



Service Stations

During December 2015, sales receipts for service stations rose 7.3 per cent. The rise in sales was due to a 10.9 per cent increase in the price of fuel. In contrast, the volume of fuel sold fell 3.3 per cent.

Food and Liquor Stores

Receipts from food sales strengthened 4.3 per cent while sales revenue for liquor stores decreased 0.6 per cent year-over-year. The sales volume of food stores increased 1.6 per cent. In contrast, liquor store volume sales slipped 2.1 per cent.

Apparel Stores

Sales revenue for apparel stores contracted 2.9 per cent. This reflected a 4.2 per cent decrease in sales volume which was due partly to lower demand.

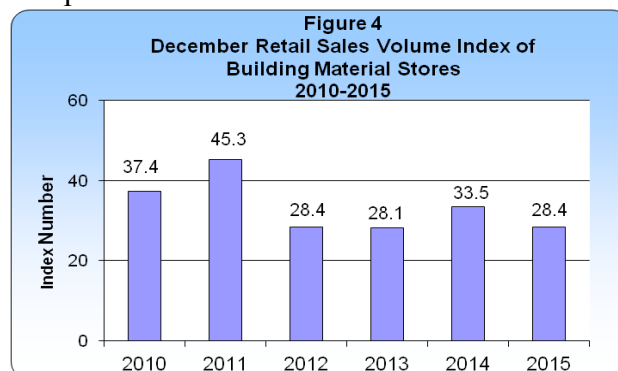
All Other Store Types

Sales receipts for the all other store types sector weakened 8.0 per cent when compared to December 2014. Gross receipts for marine and

boat suppliers dropped 40.1 per cent as a result of fewer boat sales. Furniture, appliances and electronics sales decreased 17.0 per cent. Receipts for tourist-related stores declined 5.7 per cent. In contrast, the gross receipts of pharmacies fractionally increased 0.8 per cent. After adjusting for inflation, the sales volume of the all other store types category dropped 7.9 per cent.

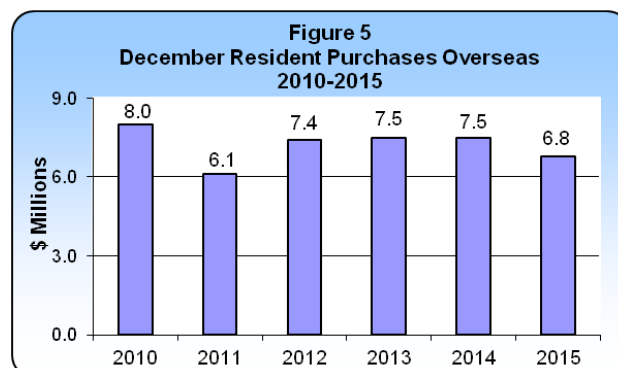
Building Material Stores

Receipts from the sale of building materials decreased 13.5 per cent year-over-year. The decline in sales was linked to fewer purchases related to residential-construction projects. When adjusted for inflation, the sales volume fell 15.2 per cent.



Resident Purchases Overseas

Returning residents declared overseas purchases of goods valued at \$6.8 million in December 2015. This value was 9.3 per cent lower than



BERMUDA RETAIL SALES INDEX — DECEMBER 2015

**Table 1
Average Monthly Sales Value (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 | | | | | | | | | | | | | | | | |
| Dec | 119.1 ^R | +5.4 ^R | 147.8 ^R | +2.7 ^R | 171.9 ^R | +7.1 ^R | 57.8 ^R | +59.2 ^R | 100.4 ^R | -6.6 ^R | 43.1 ^R | +21.1 ^R | 163.9 ^R | +3.7 ^R | 123.2 ^R | +3.2 ^R |
| 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 | 100.1 | +4.1 | 137.1 | +2.9 | 133.1 | -6.2 | 88.0 | +51.5 | 105.5 | -6.8 | 50.7 | +2.8 | 76.3 | -7.9 | 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 | 107.9 | +6.2 | 100.5 | +5.6 |
| Jul | 108.7 | +2.7 | 156.4 | +3.1 | 162.6 | -1.8 | 78.7 | +36.6 | 119.9 | +0.5 | 35.3 | +3.5 | 81.4 | -4.1 | 101.7 | -2.5 |
| Aug | 94.5 | +5.4 | 128.5 | +4.9 | 150.0 | -1.6 | 61.5 | +37.0 | 118.0 | -0.5 | 35.7 | +4.4 | 83.6 | +6.6 | 86.2 | +1.7 |
| Sep | 95.4 | +3.1 | 136.5 | +7.1 | 145.1 | +3.8 | 62.7 | +8.9 | 106.5 | -5.7 | 41.9 | -11.6 | 81.2 | +4.6 | 82.3 | -0.2 |
| Oct | 99.6 | +5.1 | 144.9 | +2.9 | 125.5 | -0.9 | 72.5 | +30.2 | 118.4 | -3.6 | 40.8 | -3.5 | 85.9 | +43.2 | 82.5 | -3.4 |
| Nov | 95.5 | -0.6 | 129.0 | -0.4 | 135.3 | -2.7 | 61.9 | +20.7 | 102.6 | +0.1 | 41.4 | +1.2 | 100.0 | -1.3 | 85.4 | -6.2 |
| Dec | 119.7 | +0.5 | 154.2 | +4.3 | 170.8 | -0.6 | 75.6 | +30.8 | 107.7 | +7.3 | 37.3 | -13.5 | 159.1 | -2.9 | 113.3 | -8.0 |

**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 | | | | | | | | | | | | | | | | |
| Dec | 95.9 ^R | +4.2 ^R | 106.3 ^R | -1.3 ^R | 131.0 ^R | +5.9 ^R | 53.4 ^R | +61.1 ^R | 92.2 ^R | +6.8 ^R | 33.5 ^R | +19.2 ^R | 132.8 ^R | +6.0 ^R | 104.6 ^R | +0.9 ^R |
| 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 | 57.3 | +18.9 | 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 | 79.5 | +3.5 | 96.2 | -0.2 | 100.8 | -7.1 | 81.5 | +52.7 | 92.2 | +7.2 | 39.4 | +2.6 | 61.4 | -6.3 | 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 | 86.8 | +8.0 | 85.7 | +5.4 |
| Jul | 85.3 | +1.2 | 109.2 | 0.0 | 123.1 | -2.5 | 72.9 | +38.3 | 95.1 | +4.7 | 27.2 | +2.3 | 65.6 | -2.1 | 86.6 | -2.7 |
| Aug | 74.6 | +4.5 | 89.3 | +1.9 | 113.5 | -2.4 | 57.2 | +39.2 | 99.3 | +7.6 | 27.4 | +2.6 | 67.3 | +5.3 | 73.5 | +1.5 |
| Sep | 75.3 | +2.4 | 95.0 | +4.4 | 109.5 | +2.7 | 58.4 | +11.0 | 89.7 | +2.2 | 31.9 | -13.8 | 65.4 | +3.2 | 70.1 | -0.3 |
| Oct | 78.6 | +4.8 | 100.5 | +0.3 | 94.7 | -1.9 | 67.5 | +32.7 | 99.6 | +1.0 | 31.1 | -5.8 | 68.7 | +41.4 | 70.4 | -3.1 |
| Nov | 75.7 | -0.9 | 90.2 | -2.2 | 102.1 | -3.6 | 58.1 | +22.6 | 86.4 | +0.5 | 31.5 | -1.3 | 79.9 | -2.7 | 72.7 | -6.0 |
| Dec | 94.8 | -1.1 | 108.0 | +1.6 | 128.2 | -2.1 | 71.1 | +33.1 | 89.2 | -3.3 | 28.4 | -15.2 | 127.2 | -4.2 | 96.3 | -7.9 |

(1) Index numbers are subject to revisions

(R) represents revised

(2) Includes household supplies but excludes alcoholic beverages

(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 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
February 2016

The Cabinet Office
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.statistics.gov.bm