



RETAIL SALES ROSE 2.2 PER CENT

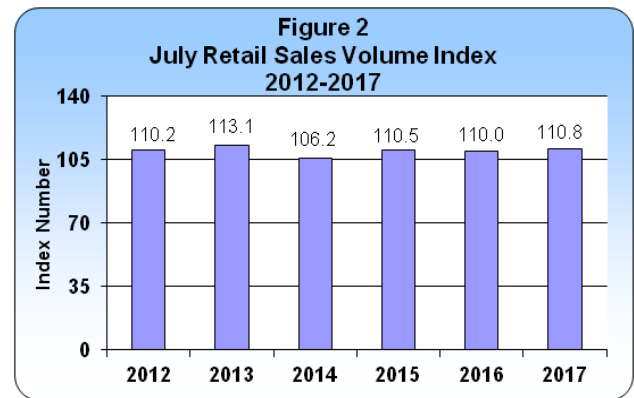
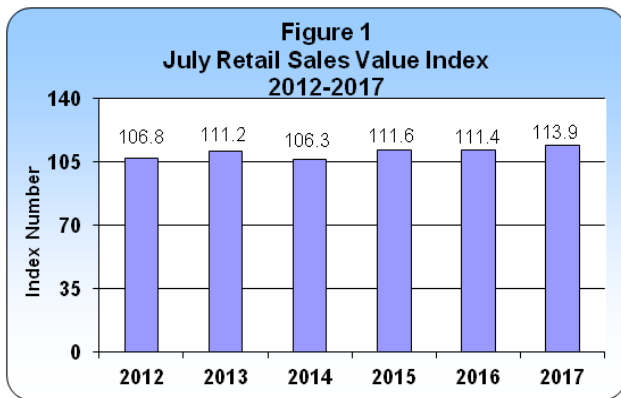
Retail sales in July 2017 increased 2.2 per cent above the \$104.0 million recorded in July 2016. Five of the seven sectors experienced increases in sales revenue with retailers of motor vehicles recording the largest increase in sales receipts of 14.9 per cent. In contrast, liquor stores registered the largest decline in sales of 9.5 per cent.

Returning residents declared overseas purchases

valued at \$3.4 million, which was 22.7 per cent lower than July 2016. This contributed to a combined local and overseas spending of \$109.7 million.

After adjusting for the annual retail sales rate of inflation, measured at 1.5 per cent in July, the volume of retail sales increased 0.7 per cent.

Excluding Sundays, there were 26 shopping days during the month, two more than July 2016.



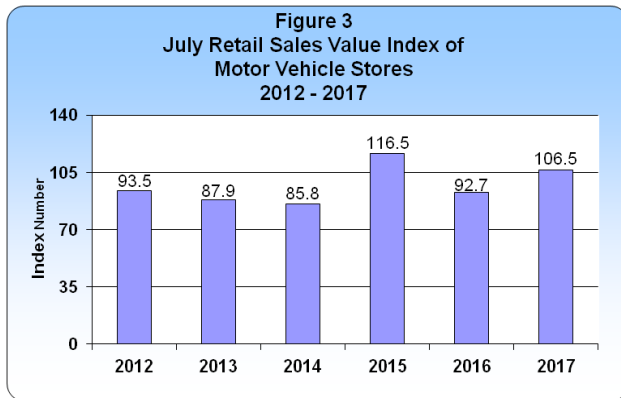
The Retail Sales Index (RSI) is currently based on a matched sample of reporting retail stores. The sales data are collected from these stores through a monthly mail survey. The Department of Statistics wishes to acknowledge the continuous support of the business community in supplying the required sales 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 |
| 2016 | | | | | | | | |
| Jul | 111.4 ^R | -0.2 ^R | -0.4 ^R | 104.0 ^R | 4.4 | -4.5 | 108.4 ^R | -0.3 ^R |
| Aug | 100.8 | +2.9 | +2.3 | 94.1 | 6.4 | -4.7 | 100.5 | +2.4 |
| Sep | 102.2 | +5.7 | +4.7 | 95.4 | 4.6 | -0.4 | 100.0 | +5.4 |
| Oct | 98.6 | -3.7 | -4.9 | 92.0 | 4.2 | 0.0 | 96.2 | -3.6 |
| Nov | 103.3 | +4.9 | +4.0 | 96.4 | 6.2 | -4.8 | 102.6 | +4.2 |
| Dec | 116.7 | -2.4 | -3.0 | 108.9 | 6.5 | -4.1 | 115.4 | -2.5 |
| 2017 | | | | | | | | |
| Jan | 90.3 | -1.0 | -2.1 | 84.3 | 4.4 | 0.0 | 88.7 | -0.9 |
| Feb | 85.7 | -2.7 | -4.6 | 80.0 | 3.1 | -3.1 | 83.1 | -2.7 |
| Mar | 103.4 | +5.3 | +3.3 | 96.5 | 3.7 | +8.7 | 100.2 | +5.4 |
| Apr | 101.6 | +2.2 | +1.4 | 94.8 | 4.8 | +1.0 | 99.6 | +2.2 |
| May | 114.4 | +9.8 | +8.3 | 106.8 | 5.0 | -7.4 | 111.8 | +8.9 |
| Jun | 120.2 | +9.1 | +7.6 | 112.2 | 3.8 | -7.3 | 116.0 | +8.5 |
| Jul | 113.9 | +2.2 | +0.7 | 106.3 | 3.4 | -22.7 | 109.7 | +1.2 |

Motor Vehicle Stores

Motor vehicle retailers registered a 14.9 per cent growth in sales receipts. New inventory for sale and price incentives during the month contributed to a 14.4 per cent rise in the sales volume.



Service Stations

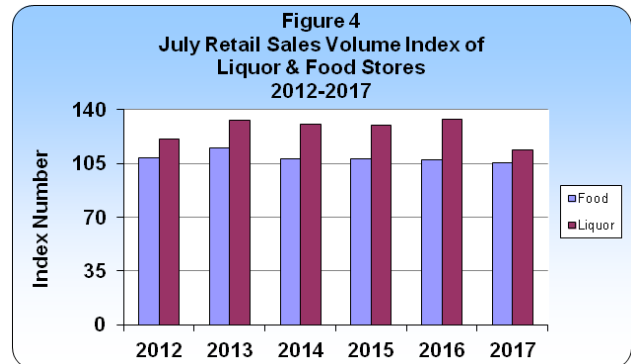
The value of sales for service stations increased 6.1 per cent when compared to July 2016. The increase in revenue was attributed partly to a 3.9 per cent increase in the price of fuel. After adjusting for inflation, the sales volume of fuel rose 2.2 per cent.

Apparel Stores

Sales revenue for apparel stores was 2.0 per cent higher during July 2017. This growth reflected greater tourist demand for sale items. After adjusting for inflation, the sales volume for apparel stores declined 0.2 per cent.

Food and Liquor Stores

Receipts for food sales rose 2.0 per cent while liquor sales declined 9.5 per cent. Retailers attributed the decrease in liquor sales to increased pricing due to the newly imposed import tariff. In volume terms, sales of food and liquor stores were 1.7 and 14.5 per cent lower, respectively.



All Other Store Types

Sales receipts for the all other store types sector were 0.2 per cent higher year-over-year. As a result of the sales of large ticket items, marine and boat suppliers reported 13.2 per cent higher sales revenue. Receipts for the sale of furniture, appliances and electronics increased 9.6 per cent. In contrast, pharmacies reported 6.3 per cent lower sales revenue, while gross receipts for other miscellaneous sales fell 10.0 per cent. After factoring for inflation, the sales volume of the all other store types category remained unchanged.

Building Material Stores

Receipts from the sale of building materials decreased 3.3 per cent in both value and volume terms. The dip in sales receipts was a result of lower demand for supplies required for building projects.

Resident Purchases Overseas

Residents declared \$3.4 million in overseas purchases during the month, 22.7 per cent less than July 2016.

BERMUDA RETAIL SALES INDEX — July 2017

**Table 1
Average Monthly Sales Value (1)
2015=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 | |
|-------------|---------------------|-------------------|-----------------|-------|-------------------|-------|----------------------|-------|--------------------|-------------------|--------------------------|--------------------|----------------|-------|-----------------------|-------------------|
| | | | | | | | | | | | | | | | | |
| 2016 | | | | | | | | | | | | | | | | |
| Jul | 111.4 ^R | -0.2 ^R | 108.8 | +0.8 | 141.1 | +8.6 | 92.7 | -20.4 | 131.3 ^R | +0.8 ^R | 113.7 | +15.0 ^R | 99.7 | +5.9 | 113.3 ^R | -0.4 ^R |
| Aug | 100.8 | +2.9 | 100.6 | +1.1 | 106.8 | +2.1 | 85.8 | -2.0 | 109.9 | -1.2 | 100.5 | +19.0 | 93.0 | +1.9 | 104.3 | +7.6 |
| Sep | 102.2 | +5.7 | 104.0 | +5.2 | 105.5 | +9.1 | 112.8 | +23.7 | 101.3 | +3.1 | 104.4 | +12.7 | 91.4 | -2.4 | 99.2 | +2.8 |
| Oct | 98.6 | -3.7 | 105.3 | +1.3 | 109.3 | +5.3 | 86.6 | -20.2 | 104.0 | -1.2 | 102.3 | -0.1 | 76.8 | -22.9 | 95.3 | -2.0 |
| Nov | 103.3 | +4.9 | 99.6 | +3.7 | 95.6 | +4.4 | 108.0 | +15.1 | 99.2 | +4.9 | 122.8 | +20.9 | 114.7 | -0.9 | 102.8 | +3.2 |
| Dec | 116.7 | -2.4 | 107.5 | -0.9 | 127.1 | +1.4 | 82.9 | -25.4 | 99.2 | +1.0 | 95.0 | +1.8 | 186.8 | +1.7 | 127.1 | -1.9 |
| 2017 | | | | | | | | | | | | | | | | |
| Jan | 90.3 | -1.0 | 97.2 | -2.3 | 73.6 | -1.0 | 97.4 | -11.8 | 93.5 | +8.2 | 107.2 | +17.4 | 61.2 | -1.4 | 85.5 | -1.4 |
| Feb | 85.7 | -2.7 | 92.4 | -0.9 | 81.4 | +2.6 | 90.2 | -19.1 | 89.1 | +4.6 | 101.2 | +9.0 | 50.9 | -11.6 | 82.6 | -2.3 |
| Mar | 103.4 | +5.3 | 104.1 | +0.6 | 94.3 | +1.4 | 129.2 | +23.4 | 104.6 | +12.9 | 142.5 | +22.9 | 77.9 | -0.9 | 96.5 | +2.1 |
| Apr | 101.6 | +2.2 | 103.2 | +2.6 | 106.0 | +9.0 | 91.1 | -21.6 | 106.6 | +9.9 | 114.2 | -3.9 | 86.4 | +3.6 | 103.1 | +8.0 |
| May | 114.4 | +9.8 | 111.1 | +7.4 | 120.6 | +8.6 | 90.1 | -10.1 | 130.6 | +15.2 | 130.2 | +12.0 | 113.9 | +14.8 | 117.5 | +15.7 |
| Jun | 120.2 | +9.1 | 114.8 | +10.4 | 139.2 | +19.4 | 82.8 | -25.4 | 133.7 | +16.7 | 113.5 | +6.0 | 163.3 | +33.6 | 118.4 | +4.7 |
| Jul | 113.9 | +2.2 | 111.0 | +2.0 | 127.7 | -9.5 | 106.5 | +14.9 | 139.3 | +6.1 | 110.0 | -3.3 | 101.7 | +2.0 | 113.5 | +0.2 |

**Table 2
Average Monthly Sales Volume (1)
2015=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 | |
|-------------|---------------------|-------------------|-----------------|-------------------|--------------------|-------|----------------------|--------------------|--------------------|-------------------|--------------------------|--------------------|----------------|-------------------|-----------------------|-------|
| | | | | | | | | | | | | | | | | |
| 2016 | | | | | | | | | | | | | | | | |
| Jul | 110.0 ^R | -0.5 ^R | 107.0 | -0.7 ^R | 133.4 ^R | +2.5 | 93.7 ^R | -19.3 ^R | 129.4 ^R | +6.1 ^R | 112.3 ^R | +13.4 ^R | 100.1 | +6.3 ^R | 112.0 ^R | -1.6 |
| Aug | 99.7 | +2.3 | 99.0 | +0.2 | 100.9 | -2.9 | 86.5 | -1.8 | 109.0 | +0.3 | 99.2 | +16.6 | 93.3 | +2.3 | 103.1 | +6.5 |
| Sep | 100.8 | +4.7 | 101.9 | +3.7 | 99.6 | +3.3 | 114.0 | +24.6 | 99.2 | +2.0 | 103.0 | +12.3 | 91.7 | -2.1 | 98.0 | +1.9 |
| 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 |
| Nov | 102.3 | +4.0 | 97.7 | +1.8 | 90.2 | -1.3 | 109.2 | +15.1 | 98.0 | +4.4 | 121.2 | +20.5 | 114.6 | -0.9 | 101.4 | +2.2 |
| Dec | 115.5 | -3.0 | 107.7 | -1.0 | 120.5 | -3.2 | 79.3 | -29.4 | 94.9 | -2.4 | 93.8 | +1.5 | 186.7 | +1.6 | 125.4 | -3.0 |
| 2017 | | | | | | | | | | | | | | | | |
| Jan | 88.5 | -2.1 | 94.2 | -3.6 | 69.1 | -5.8 | 98.2 | -12.2 | 89.1 | +5.8 | 105.8 | +17.0 | 60.2 | -2.9 | 84.4 | -2.3 |
| Feb | 83.9 | -4.6 | 89.5 | -2.1 | 76.6 | -1.8 | 90.5 | -19.8 | 84.6 | -8.9 | 99.9 | +8.6 | 50.1 | -12.9 | 81.4 | -3.2 |
| Mar | 101.3 | +3.3 | 100.3 | -1.3 | 88.6 | -3.2 | 130.2 | +22.9 | 100.1 | -0.9 | 140.7 | +22.5 | 76.7 | -2.3 | 95.6 | +1.8 |
| Apr | 99.3 | +1.4 | 101.2 | +3.0 | 98.4 | +4.9 | 91.7 | -22.0 | 97.4 | +2.4 | 112.7 | -4.2 | 85.0 | +1.4 | 102.0 | +7.6 |
| May | 111.2 | +8.3 | 105.9 | +4.3 | 108.9 | +2.6 | 90.7 | -10.5 | 118.6 | +6.8 | 128.6 | +12.0 | 112.1 | +12.5 | 116.2 | +16.4 |
| Jun | 117.0 | +7.6 | 109.2 | +6.6 | 125.7 | +14.2 | 83.3 | -25.8 | 125.8 | +13.7 | 112.0 | +6.0 | 160.7 | +30.9 | 116.9 | +4.6 |
| Jul | 110.8 | +0.7 | 105.2 | -1.7 | 114.0 | -14.5 | 107.2 | +14.4 | 132.2 | +2.2 | 108.6 | -3.3 | 99.9 | -0.2 | 112.0 | 0.0 |

(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
September 2017

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.gov.bm/department/statistics