



FRACTIONAL RISE IN RETAIL SALES

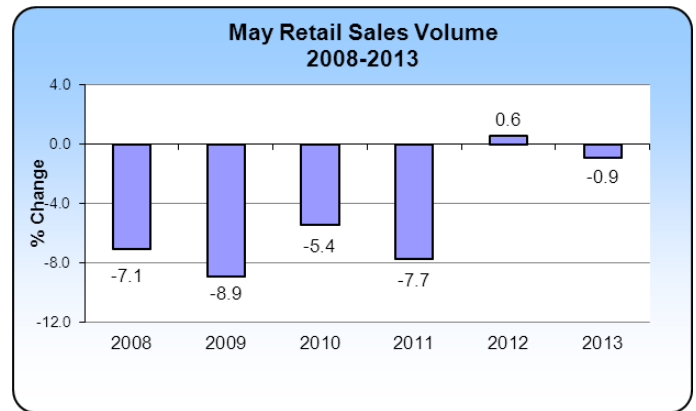
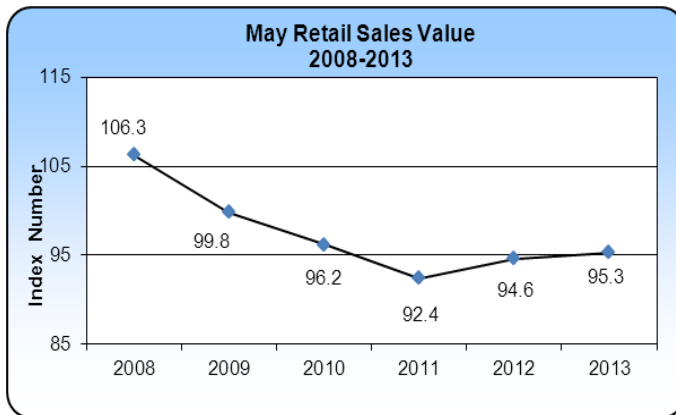
Total retail sales in May 2013 increased 0.8 per cent. Consumers spent an estimated \$85.3 million on retail goods during the month. Food store retailers experienced the largest increase in sales of 7.8 per cent. In contrast, retailers of building materials reported the strongest decline of 20.7 per cent year-over-year.

Residents returning to the Island declared overseas purchases valued at \$5.4 million during

May 2013. This contributed to a combined local and overseas spending total of \$90.7 million.

After adjusting for the annual retail sales rate of inflation, measured at 0.8 per cent in May 2013, the volume of retail sales fell by 0.9 per cent.

There were 26 shopping days during the month, the same as in May 2012.



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
2012								
May ^R	94.6 ^R	+2.4 ^R	+0.6 ^R	84.6 ^R	5.6	-11.1	90.2 ^R	+2.4 ^R
Jun	101.8	+0.5	-1.1	91.1	5.0	+2.0	96.1	+0.5
Jul	106.5	+6.2	+4.3	95.3	5.2	-1.9	100.5	+5.7
Aug	94.3	+0.5	-2.5	84.4	7.1	-5.3	91.5	0.0
Sep	92.2	+0.8	-1.1	82.5	5.4	-5.3	87.9	+0.4
Oct	91.5	+0.7	-1.0	81.9	5.3	-7.0	87.2	+0.2
Nov	91.7	+1.3	-1.8	82.1	6.7	+13.6	88.8	+2.1
Dec	116.1	-1.6	-4.2	103.9	7.4	+21.3	111.3	-0.3
2013								
Jan	83.0	+3.1	-0.9	74.3	4.4	-2.2	78.7	+2.8
Feb	78.4	-1.8	-5.6	70.2	3.4	+3.0	73.6	-1.6
Mar	94.7	-1.0	-4.7	84.8	3.7	+2.8	88.5	-0.9
Apr	91.7	-1.2	-3.9	82.1	5.4	-10.0	87.5	-1.8
May	95.3	+0.8	-0.9	85.3	5.4	-3.6	90.7	+0.6

Food and Liquor Stores

During May 2013, gross receipts for food stores surpassed the previous year’s level rising by 7.8 per cent. Sales revenue for liquor stores increased 4.7 per cent during the same period. The higher sales levels partly reflected price increases measured for both food (2.4 per cent) and alcohol (4.1 per cent) during the month.

Apparel Stores

Aggregate sales for apparel stores rose for the first time since January. Gross sales revenue increased 5.2 per cent compared to last year. Retailers partly attributed this gain to continued sales events and additional merchandise made available to the consumer.



Motor Vehicle Stores

Sales revenue for motor vehicle stores slipped 2.1 per cent year-over-year. Motor vehicle dealers sold more cars during the month of May but the volume of motorcycles sold was lower.

All Other Store Types

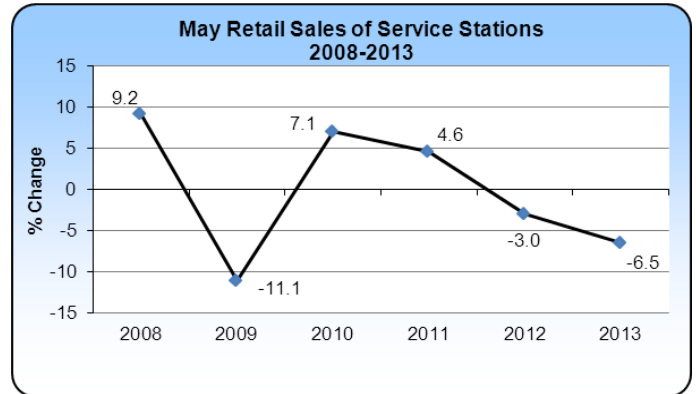
Sales within the all other store types sector declined by 3.5 per cent. Sales receipts for boat and marine supplies stores dipped 17.1 per cent, while gross receipts for tourist-related stores dropped 6.6 per cent. Additionally, consumer demand weakened for furniture, appliances and electronics as sales for these type of goods contracted 6.0 per cent. In contrast, pharmaceutical sales increased 1.7 per cent.

Building Material Stores

Building and hardware outlets experienced a double-digit dip in sales activity of 20.7 per cent. This decline was due to weaker demand for building supplies as a result of a reduction in both residential and commercial construction activity.

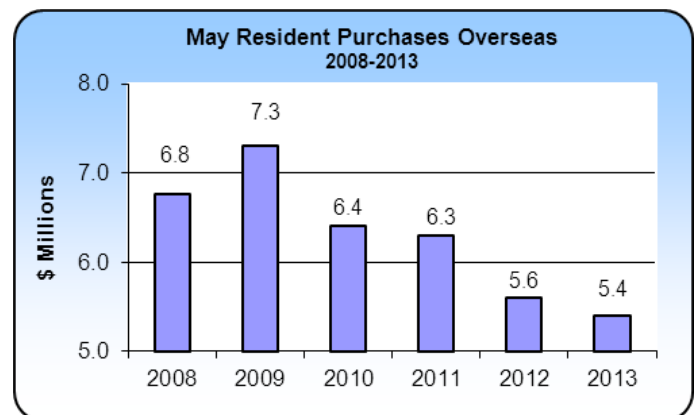
Service Stations

Sales receipts for service stations decreased 6.5 per cent reflecting the impact of lower fuel prices during the month.



Resident Purchases Overseas*

Residents declared \$5.4 million or 3.6 per cent less in overseas purchases. Lower outlays on clothing & footwear and electronic & photographic equipment were the main contributors to the decline in the total value of declarations.



*Changes to overseas spending levels may have been partly due to the HM Customs Green/Red channel system for declaring goods at the airport introduced in November 2012.

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	94.2	-3.1	119.9	-0.4	113.4	-1.9	48.8	-27.8	116.2	+4.2	63.1	-1.9	89.0	+1.6	92.5	-3.3
*2012	94.8	+0.6	127.5	+6.3	123.6	+9.1	45.3	-7.3	115.6	-0.5	57.2	-9.3	85.1	-4.3	90.6	-2.0
2011																
May	92.4	-4.0	115.2	-4.6	90.7	-7.4	63.2	-2.0	125.0	+4.6	66.4	-8.4	93.0	-3.5	91.8	-4.6
Jun	101.4	-2.6	123.0	-1.6	111.7	-1.2	52.0	-26.4	127.2	+7.1	64.5	-0.4	111.8	+4.2	101.0	-2.8
Jul	100.3	-5.1	135.4	-1.7	141.6	-5.7	38.3	-44.7	128.9	+9.4	65.3	-1.6	86.5	+5.8	97.4	-6.6
Aug	93.9	-1.0	116.8	+0.4	122.8	+1.5	50.2	-14.2	123.6	+7.0	62.1	-13.4	85.0	+2.5	93.2	+0.3
Sep	91.5	-1.0	116.3	-3.2	116.6	-4.3	42.1	-25.3	117.6	+7.1	68.2	+11.2	83.8	+13.1	88.6	-0.8
Oct	90.8	-3.4	123.5	-0.7	96.1	-2.8	38.1	-47.9	112.3	+0.3	71.3	+25.3	78.7	+3.2	84.4	-2.1
Nov	90.5	-3.3	114.0	+3.4	110.6	-0.5	32.9	-47.4	108.8	+2.8	66.7	+10.0	86.9	-7.1	93.4	-3.1
Dec	117.9	-1.0	137.1	+3.2	170.0	+4.7	30.9	-41.9	110.9	+1.6	55.5	+26.9	185.2	+2.7	126.7	-3.3
2012																
Jan	80.5	-3.6	114.1	+1.8	89.6	+4.5	35.1	-38.7	105.2	+1.7	61.9	+10.7	55.7	-2.2	74.1	-6.8
Feb	79.8	+1.9	111.1	+6.0	97.8	+8.3	43.8	-26.2	101.7	+2.8	55.3	+9.9	50.7	-2.9	75.1	+3.0
Mar	95.7	+1.9	126.3	+8.5	117.9	+15.4	49.9	-28.6	116.8	0.0	66.1	+4.5	65.4	+1.0	90.7	+1.3
Apr	92.8	-3.6	123.6	-0.9	124.6	+2.1	46.9	-9.7	116.2	-4.0	67.6	+0.7	78.3	-5.6	85.0	-7.0
May	94.6 ^R	+2.4	124.0 ^R	+7.6	98.0 ^R	+8.1	47.0 ^R	-25.6	121.2	-3.0	69.7 ^R	+5.0	88.9	-4.4	97.3 ^R	+6.1
Jun	101.8	+0.5	133.8	+8.7	122.2	+9.5	42.3	-18.7	120.5	-5.2	53.7	-16.8	104.3	-6.7	102.3	+1.4
Jul	106.5	+6.2	142.2	+5.0	145.1	+2.4	62.8	+64.2	121.6	-5.6	69.9	+7.0	87.6	+1.3	101.1	+3.8
Aug	94.3	+0.5	127.8	+9.4	146.9	+19.6	41.4	-17.5	120.8	-2.2	54.2	-12.7	82.2	-3.3	88.7	-4.8
Sep	92.2	+0.8	129.0	+10.9	146.3	+25.5	40.9	-2.8	118.7	+0.9	49.6	-27.3	76.8	-8.3	84.8	-4.4
Oct	91.5	+0.7	131.1	+6.2	103.3	+7.5	54.6	+43.3	114.1	+1.6	53.9	-24.4	72.3	-8.1	79.2	-6.2
Nov	91.7	+1.3	122.4	+7.4	121.8	+10.1	36.1	+9.6	117.2	+7.7	47.6	-28.7	87.9	+1.1	90.7	-2.9
Dec	116.1	-1.6	145.2	+5.9	170.2	+0.1	42.6	+37.9	113.7	+2.5	36.9	-33.5	171.3	-7.5	118.3	-6.6
2013																
Jan	83.0	+3.1	122.3	+7.2	91.7	+2.4	46.2	+31.6	107.3	+2.0	43.2	-30.2	59.2	+6.1	73.7	-0.5
Feb	78.4	-1.8	115.4	+3.9	95.2	-2.7	36.9	-15.6	97.5	-4.1	44.7	-19.2	49.9	-1.7	73.6	-1.9
Mar	94.7	-1.0	135.1	+7.0	123.4	+4.7	41.0	-18.0	118.9	+1.8	59.7	-9.8	61.8	-5.4	84.1	-7.3
Apr	91.7	-1.2	126.6	+2.5	112.4	-9.8	49.0	+4.4	113.1	-2.7	53.7	-20.6	76.1	-2.8	84.1	-1.0
May	95.3	+0.8	133.6	+7.8	102.6	+4.7	46.0	-2.1	113.3	-6.5	55.3	-20.7	93.5	+5.2	93.9	-3.5

(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 2013

The Cabinet Office
Department of Statistics
Cedar Park Centre,
48 Cedar Avenue, Hamilton HM 11
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