



## RETAIL SALES GAINED 0.7 PER CENT

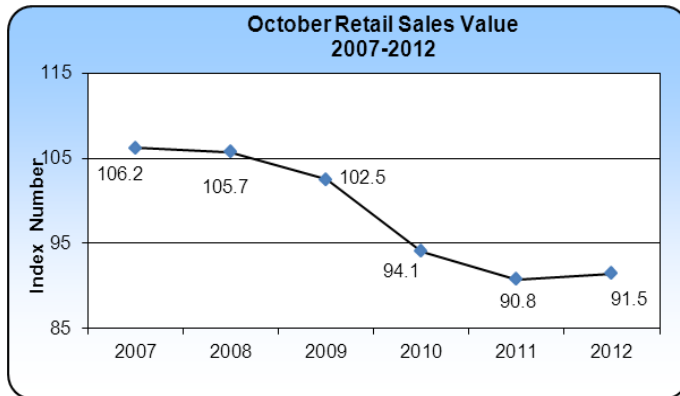
Retail sales in October 2012 edged up a fractional 0.7 per cent or by \$0.2 million. Among the broad retail sectors, motor vehicle stores posted the strongest sales activity of 43.3 per cent. In contrast, retailers of building materials experienced a dip in sales receipts of 24.4 per cent.

Residents returning to the Island declared overseas purchases of goods valued at \$5.3 million during

October 2012. This was 7.0 per cent or \$400,000 less than the \$5.7 million declared in October 2011. Combined local and overseas spending totalled \$87.2 million.

After adjusting for the annual retail sales rate of inflation, measured at 2.2 per cent in October 2012, the volume of retail sales fell by 1.0 per cent.

There were 27 shopping days during the month, one more than in October 2011.

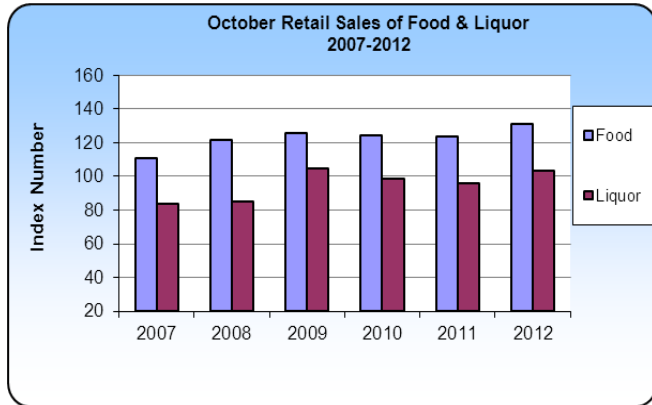


The RSI is currently based on a matched sample of reporting retail stores. The sales data are collected from these stores through a monthly mail survey. The Department of Statistics wishes to acknowledge the continuous support of the business community in supplying the required sales data.

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
<b>2011</b>								
Oct	90.8 <sup>R</sup>	-3.4 <sup>R</sup>	-6.9 <sup>R</sup>	81.3 <sup>R</sup>	5.7	+1.8	87.0 <sup>R</sup>	-3.1 <sup>R</sup>
Nov	91.1	-2.7	-5.4	81.5	5.9	-25.3	87.4	-4.6
Dec	118.2	-0.7	-3.8	105.8	6.1	-23.8	111.9	-2.3
<b>2012</b>								
Jan	81.6	-2.3	-4.9	73.0	4.5	-11.8	77.5	-2.9
Feb	81.3	+3.7	+1.3	72.7	3.3	-5.7	76.0	+3.2
Mar	96.1	+2.4	+0.3	86.0	3.6	-16.3	89.6	+1.5
Apr	91.9	-4.5	-6.9	82.2	6.0	-1.6	88.2	-4.3
May	93.0	+0.7	-1.1	83.2	5.6	-11.1	88.8	-0.2
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
<b>Oct</b>	<b>91.5</b>	<b>+0.7</b>	<b>-1.0</b>	<b>81.9</b>	<b>5.3</b>	<b>-7.0</b>	<b>87.2</b>	<b>+0.2</b>

### Food and Liquor Stores

Liquor stores reported a 7.5 per cent rise in gross receipts compared to October 2011. Receipts from food sales rose 6.2 per cent during the same period. Increased demand for alcohol and tobacco products boosted sales for both sectors.



### Building Material Stores

Sales of building materials dropped 24.4 per cent during October 2012. The decrease in sales was due to fewer contracts for new projects coming on line, and the near completion of major commercial construction projects.

### Apparel Stores

Aggregate sales for apparel stores fell 8.1 per cent during October 2012. Retailers attributed this decline to weak consumer demand as sales activity eased during the month of October.



### All Other Store Types

The all other store types sector experienced a 6.2 per cent decline in sales receipts during October 2012. Within this sector were varied sales performances. Boat and marine retailers recorded the strongest increase of 6.5 per cent in sales activity. Gross receipts for big-ticket items such as furniture, appliances and electronics fell by 10.2 per cent. Sales from tourist-related stores dropped 6.8 per cent, while the sale of pharmaceutical products dipped 2.4 per cent year-over-year.

### Motor Vehicle Stores

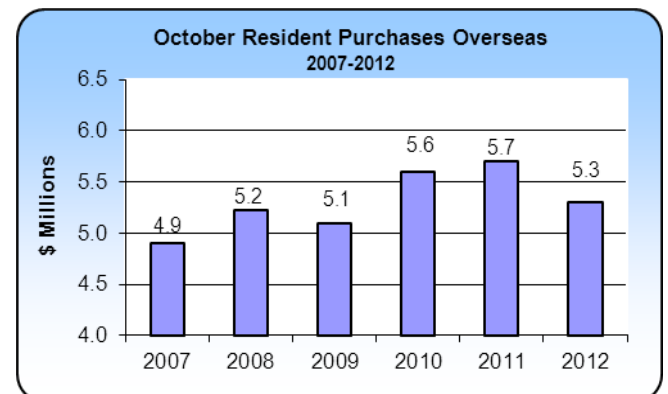
Retail sales of motor vehicles advanced a strong 43.3 per cent in October 2012. Although the number of motorcycles sold during the month decreased by 38 units, the total volume of cars sold increased by 20 units, boosting aggregate sales for this sector.

### Service Stations

Sales receipts for service stations increased 1.6 per cent during October 2012. This marginal growth was attributed to the combined effect of higher fuel prices and extended opening hours for some service stations.

### Resident Purchases Overseas

Resident declarations of overseas purchases declined 7.0 per cent to \$5.3 million. Diminishing expenditure outlays on consumer electronics and recording media contributed to the overall reduction in the total value of declarations in October 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	
	Index	Change	Index	Change	Index	Change	Index	Change	Index	Change	Index	Change	Index	Change	Index	Change
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	94.3	-3.1	119.9	-0.5	113.4	-1.9	49.7	-26.5	116.2	+4.2	63.1	-1.9	88.9	+1.5	92.5	-3.4
2010																
Sep	92.4	-5.9	120.2	+2.3	121.8	+2.2	56.3	-24.4	109.8	+1.3	61.4	-32.4	74.1	-13.3	89.4	-1.4
Oct	94.1	-8.2	124.4	-0.9	98.9	-5.4	73.2	-18.6	112.0	+1.8	56.9	-29.8	76.2	-12.5	86.3	-9.1
Nov	93.6	-2.6	110.2	-0.4	111.1	-1.5	62.6	-6.6	105.9	+0.5	60.7	-26.3	93.6	+2.5	96.4	+0.5
Dec	119.1	-3.2	132.8	+0.6	162.4	-3.0	59.2	-24.3	109.2	+2.4	43.7	-24.3	180.3	+0.2	131.0	-3.8
2011																
Jan	83.5	-5.6	112.1	-2.2	85.8	-7.7	57.2	-19.2	103.4	+1.4	55.9	-13.6	57.0	-5.3	79.6	-5.2
Feb	78.4	-5.9	104.8	-1.7	90.3	-4.4	59.3	-26.8	98.9	+1.2	50.4	-15.8	52.3	+1.3	72.9	-3.8
Mar	93.9	-4.9	116.3	-3.0	102.2	-4.7	69.9	-21.3	116.8	+2.0	63.3	-15.9	64.7	+1.6	89.5	-1.5
Apr	96.3	-0.8	124.7	+6.7	122.0	+5.4	51.9	-18.0	121.0	+4.6	67.1	-9.2	83.0	-0.2	91.3	-6.0
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 <sup>R</sup>	90.8	-3.4	123.5	-0.7	96.1 <sup>R</sup>	-2.8	38.1 <sup>R</sup>	-47.9	112.3 <sup>R</sup>	+0.3	71.3	+25.3	78.7	+3.2	84.4 <sup>R</sup>	-2.1
Nov	91.1	-2.7	114.0	+3.4	110.7	-0.4	38.3	-38.8	108.8	+2.7	66.8	+10.0	86.9	-7.1	93.2	-3.3
Dec	118.2	-0.7	136.4	+2.7	170.0	+4.7	36.4	-31.6	110.9	+1.6	55.4	+26.7	184.5	+2.4	126.5	-3.4
2012																
Jan	81.6	-2.3	114.0	+1.7	89.6	+4.5	40.5	-29.3	104.3	+0.8	61.9	+10.7	55.7	-2.4	75.8	-4.7
Feb	81.3	+3.7	113.8	+8.6	98.9	+9.5	48.9	-17.5	102.3	+3.4	55.3	+9.9	50.3	-3.7	74.9	+2.8
Mar	96.1	+2.4	126.3	+8.5	117.9	+15.4	54.7	-21.7	116.6	-0.2	66.1	+4.5	65.3	+0.9	90.3	+0.9
Apr	91.9	-4.5	123.3	-1.1	115.8	-5.1	46.9	-9.7	115.6	-4.5	67.6	+0.7	78.1	-5.8	82.9	-9.3
May	93.0	+0.7	112.9	-2.0	97.5	+7.6	38.0	-39.8	121.2	-3.0	69.6	+4.8	88.9	-4.4	96.5	+5.2
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

(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.

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