



## RETAIL SALES ROSE 4.4 PER CENT

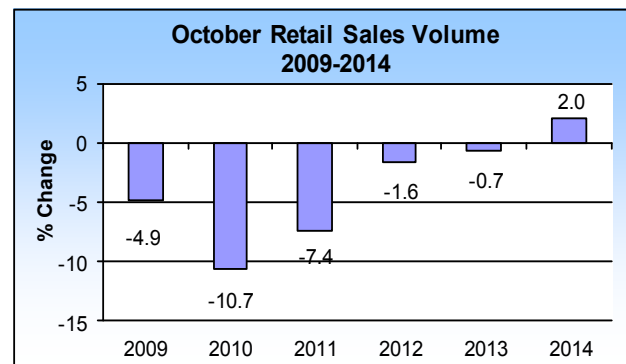
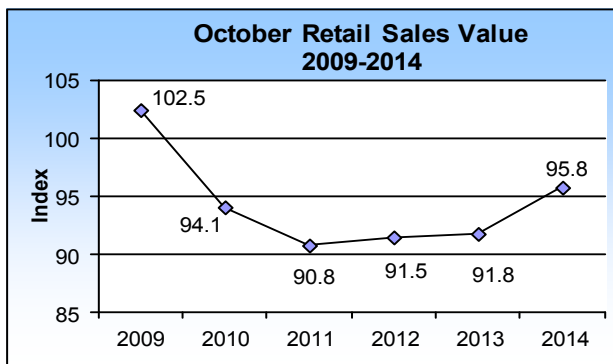
Retail sales in October 2014 were 4.4 per cent higher than the \$82.2 million recorded in October 2013. Five out of the seven retail sectors experienced increases. Higher sales levels were due primarily to increased demand as consumers prepared for Hurricanes Fay and Gonzalo.

Liquor stores recorded the strongest increase in sales of 16.3 per cent. In contrast, apparel stores registered the largest decrease in sales of 19.6 per cent.

Returning residents declared overseas purchases valued at \$4.3 million, 4.9 per cent higher than in October 2013. This contributed to a combined local and overseas spending total of \$90.0 million.

After adjusting for the annual retail sales rate of inflation, measured at 2.2 per cent in October, the volume of retail sales increased by 2.0 per cent.

There were 27 shopping days during the month, the same as in October 2013.



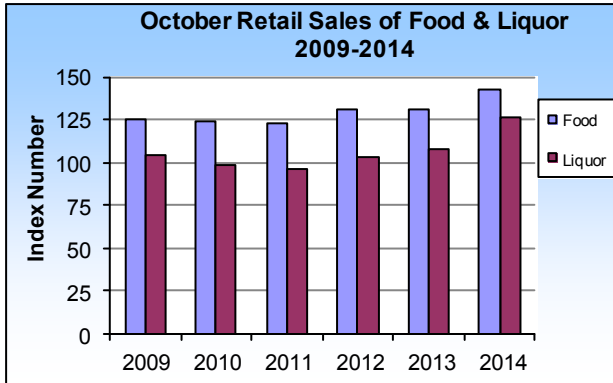
The RSI is currently based on a matched sample of reporting retail stores. The sales data are collected from these stores through a monthly mail survey. The Department of Statistics wishes to acknowledge the continuous support of the business community in supplying the required sales data.

### 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>2013</b>								
Oct <sup>R</sup>	91.8	+0.4	-0.7	82.2	4.1	-22.6	86.3	-1.0
Nov	95.8	+4.7	+3.7	85.7	6.1	-9.0	91.8	+3.6
Dec	113.4	-2.2	-3.4	101.5	7.5	+1.4	109.0	-2.0
<b>2014</b>								
Jan	84.1	+1.1	+0.3	75.3	4.2	-4.5	79.5	+0.8
Feb	79.6	+1.4	+0.3	71.2	3.0	-11.8	74.2	+0.8
Mar	92.3	-2.3	-4.1	82.6	3.5	-5.4	86.1	-2.4
Apr	96.3	+5.2	+3.5	86.2	4.9	-9.3	91.1	+4.3
May	97.7	+1.8	+0.2	87.4	5.0	-7.4	92.4	+1.3
Jun	99.0	-1.7	-3.3	88.6	4.3	-4.4	92.9	-1.8
Jul	108.5	-2.0	-3.7	97.1	4.5	0.0	101.6	-1.9
Aug	91.8	+0.2	-1.6	82.2	6.6	+1.5	88.8	+0.3
Sep <sup>R</sup>	91.7	+4.2	+2.8	82.1	4.4	-10.2	86.5	+3.4
<b>Oct</b>	<b>95.8</b>	<b>+4.4</b>	<b>+2.0</b>	<b>85.7</b>	<b>4.3</b>	<b>+4.9</b>	<b>90.0</b>	<b>+4.3</b>

### Food and Liquor Stores

Receipts from food sales rose 8.2 per cent compared to October 2013. Retailers attributed the boost in sales to purchases of emergency supplies and non-perishable goods prior to and in the aftermath of Hurricanes Fay and Gonzalo. In addition, sales revenue for liquor stores increased 16.3 per cent during the month.



### Service Stations

Sales receipts for service stations climbed 9.1 per cent year-over-year. The growth in sales was due to an increase in demand for fuel for vehicles and generators during the month.

### All Other Store Types

Sales receipts for the all other store types sector strengthened 7.7 per cent in October 2014. Sales for pharmaceuticals climbed 16.2 per cent while sales of furniture, appliances and electronics were 10.1 per cent higher than October 2013. Sales of boat and marine supplies fractionally increased 0.8 per cent. In contrast, gross receipts of tourist-related stores fell 25.8 per cent year-over-year.

### Building Material Stores

Gross receipts earned by retailers of building materials rose 2.1 per cent, marking the second consecutive month of increased sales revenue. The rise in sales was a result of the increased consumer demand for hurricane supplies.

### Motor Vehicle Stores

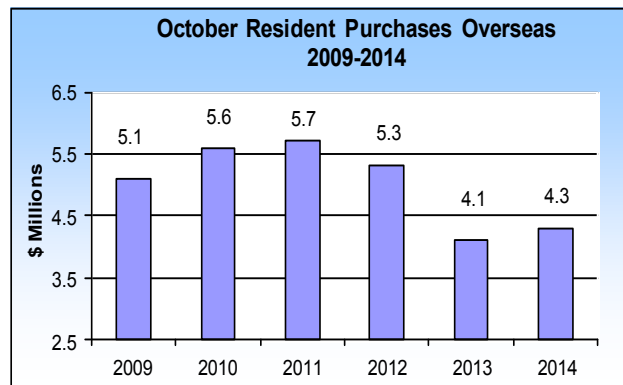
Retail sales of motor vehicle stores contracted 6.5 per cent year-over-year. The volume of motorcycles sold increased while fewer cars were sold during October 2014.

### Apparel Stores

Sales revenue for apparel stores dropped 19.6 per cent during October 2014. This decline in sales was attributed partly to the loss of business days as a result of the passing of Hurricanes Fay and Gonzalo.

### Resident Purchases Overseas

Residents declared \$4.3 million in overseas purchases, representing a 4.9 per cent increase. Higher outlays on electronics, photographic equipment, toys and sporting goods contributed to the overall rise in the total value of declarations.



**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	94.7	+0.5	127.6	+6.4	123.7	+9.1	45.3	-7.3	114.9	-1.1	57.2	-9.4	85.0	-4.5	90.6	-2.0
*2013	94.6	-0.1	131.2	+2.8	127.0	+2.7	45.8	+1.1	113.3	-1.4	48.6	-15.1	84.7	-0.2	89.5	-1.2
2012																
Oct	91.5	+0.7	131.1	+6.2	103.3	+7.5	54.6	+43.3	113.3	+0.9	54.0	-24.2	71.9	-8.6	79.6	-5.7
Nov	91.5	+1.1	123.1	+8.0	121.9	+10.3	36.1	+9.6	116.5	+7.0	47.6	-28.7	87.9	+1.1	89.5	-4.2
Dec	116.0	-1.6	145.2	+5.9	170.2	+0.1	42.6	+37.9	113.0	+1.9	36.9	-33.5	170.7	-7.8	118.2	-6.7
2013																
Jan	83.2	+3.4	122.1	+7.0	97.5	+8.8	46.2	+31.6	106.7	+1.4	43.2	-30.2	59.2	+6.3	74.6	+0.7
Feb	78.5	-1.7	114.9	+3.4	101.5	+3.8	36.9	-15.6	97.1	-4.5	44.8	-19.0	49.9	-1.7	74.0	-1.4
Mar	94.5	-1.3	133.9	+6.0	129.1	+9.5	41.0	-18.0	118.0	+1.0	59.7	-9.8	61.8	-5.4	84.2	-7.2
Apr	91.5	-1.3	126.6	+2.5	112.3	-9.8	49.0	+4.4	109.0	-4.2	53.6	-20.6	76.1	-2.8	84.4	-0.7
May	95.9	+1.6	133.1	+7.3	114.7	+17.0	46.0	-2.0	119.5	+0.6	55.3	-20.7	93.5	+5.2	94.1	-3.3
Jun	100.7	-1.0	135.4	+1.2	132.3	+8.2	38.8	-8.2	123.0	+4.0	46.7	-13.0	104.7	+0.4	98.6	-3.8
Jul	110.7	+4.1	155.5	+9.4	166.1	+14.5	59.1	-5.9	123.8	+4.1	61.3	-11.5	83.8	-4.3	106.1	+4.5
Aug	91.6	-3.2	125.1	-2.1	151.4	+3.1	40.1	-3.2	117.0	-6.6	44.8	-17.5	80.9	-0.4	86.7	-2.8
Sep <sup>R</sup>	88.0	-4.5	124.1	-3.8	128.5	-12.2	48.3	+18.1	109.7	-7.0	41.0	-17.3	76.9	+0.1	78.4	-7.2
Oct <sup>R</sup>	91.8	+0.4	131.7	+0.5	108.5	+5.0	59.7	+9.4	111.5	-1.6	46.8	-13.3	74.6	+3.7	79.5	-0.2
Nov	95.8	+4.7	127.5	+3.5	121.5	-0.4	46.1	+27.6	108.2	-7.1	47.7	+0.2	97.3	+10.7	93.9	+4.9
Dec	113.4	-2.2	143.9	-0.9	160.5	-5.7	38.0	-10.8	107.5	-4.8	37.8	+2.4	158.0	-7.5	119.2	+0.9
2014																
Jan	84.1	+1.1	123.8	+1.4	107.6	+10.4	55.7	+20.6	104.5	-2.1	40.0	-7.4	54.6	-7.8	74.1	-0.7
Feb	79.6	+1.4	115.0	+0.1	109.8	+8.2	52.5	+42.3	97.1	0.0	44.9	+0.2	47.4	-5.0	71.4	-3.5
Mar	92.3	-2.3	129.8	-3.0	128.6	-0.4	54.6	+33.3	112.6	-4.6	48.2	-19.2	59.8	-3.3	81.7	-3.0
Apr	96.3	+5.2	133.3	+5.3	141.9	+26.4	58.1	+18.6	111.2	+2.0	49.3	-8.0	83.0	+9.1	86.0	+1.9
May	97.7	+1.8	134.2	+0.8	120.7	+5.2	60.4	+31.1	119.9	+0.3	45.9	-17.0	95.2	+1.8	95.2	+1.2
Jun	99.0	-1.7	132.0	-2.5	134.7	+1.8	51.2	+32.0	118.8	-3.4	41.8	-10.5	102.1	-2.5	94.5	-4.2
Jul	108.5	-2.0	152.8	-1.7	165.1	-0.6	57.6	-2.5	119.7	-9.9	56.0	-8.6	85.3	+1.8	104.1	-1.9
Aug	91.8	+0.2	129.6	+3.6	152.2	+0.5	45.0	+12.2	113.4	-3.1	40.3	-10.0	78.5	-3.0	83.7	-3.5
Sep <sup>R</sup>	91.7	+4.2	126.4	+1.9	139.6	+8.6	57.6	+19.3	112.9	+2.9	43.3	+5.6	77.8	+1.2	82.4	+5.1
Oct	95.8	+4.4	142.5	+8.2	126.2	+16.3	55.8	-6.5	121.6	+9.1	47.8	+2.1	60.0	-19.6	85.6	+7.7

(1) Index numbers are subject to revisions

\*The yearly series reflect annual changes

(2) Includes household supplies but excludes alcoholic beverages

\* Revisions are also reflected in the Summary Statistics on Page 1

(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 mer-

chandise 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.

---

Published by the Government of Bermuda  
December 2014

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