

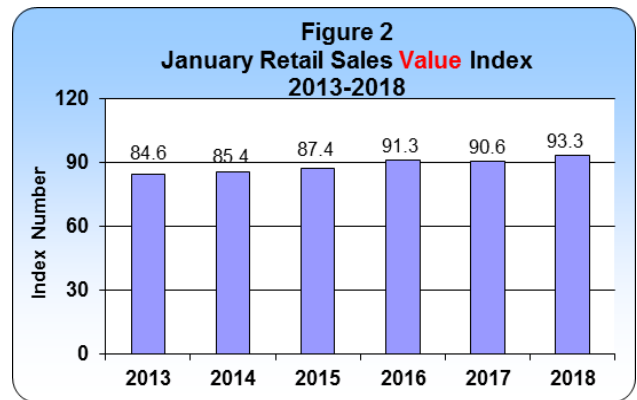
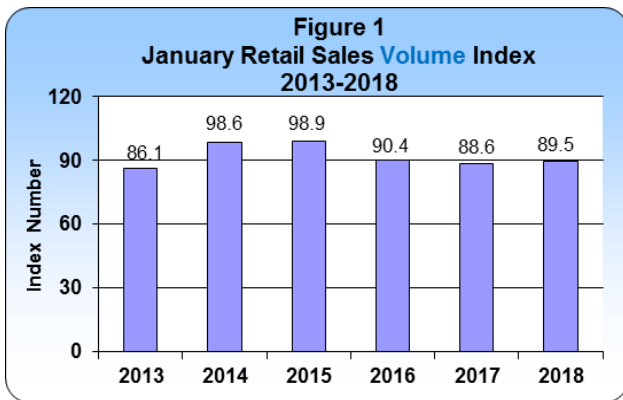


SALES VOLUME UP 1.0 PER CENT

After adjusting for the retail sales rate of inflation, measured at 2.0 per cent in January, the overall volume of retail sales increased 1.0 per cent. Three of the seven retail sectors recorded increases in sales volume with apparel stores recording the largest increase of 16.4 per cent. The next largest sales volume increase was for building material store sales which increased by 3.8 per cent.

In value terms, retail sales increased 3.0 per cent to an estimated \$87.1 million. Returning residents declared overseas purchases valued at \$4.4 million, which was the same as in January 2017. This contributed to a combined local and overseas spending of \$91.5 million.

Excluding Sundays, there were 26 shopping days during the month, one more than in January 2017.



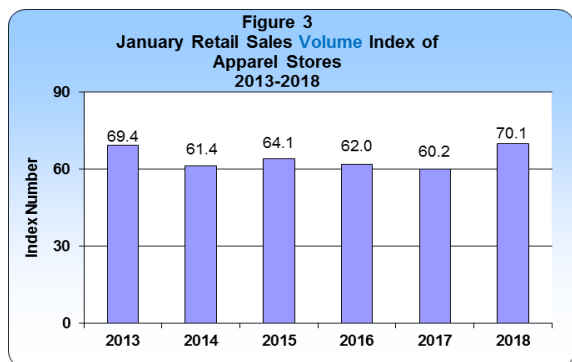
The Retail Sales Index (RSI) is currently based on a matched sample of reporting retail stores. The sales data are collected from these stores through a monthly mail survey. The Department of Statistics wishes to acknowledge the continuous support of the business community in supplying the required sales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

SUMMARY STATISTICS

Period	Total Retail Sales Volume Index	Annual % Change in Retail Sales		Total Retail Sales Estimate Value (\$M)	Overseas Purchases Declared by Returning Residents		Combined Retail Sales (Local + Overseas)	
		Volume	Value		Value (\$M)	% Change	Value (\$M)	% Change
2017								
Jan	88.6 ^R	-2.0 ^R	-0.7 ^R	84.5 ^R	4.4	0.0	88.9 ^R	-0.7 ^R
Feb	83.9	-4.6	-2.7	80.0	3.1	-3.1	83.1	-2.7
Mar	101.3	+3.3	+5.3	96.5	3.7	+8.7	100.2	+5.4
Apr	99.3	+1.4	+2.2	94.8	4.8	+1.0	99.6	+2.2
May	111.2	+8.3	+9.8	106.8	5.0	-7.4	111.8	+8.9
Jun	117.0	+7.6	+9.1	112.2	3.8	-7.3	116.0	+8.5
Jul	110.8	+0.7	+2.2	106.3	3.4	-22.7	109.7	+1.2
Aug	102.2	+2.5	+4.7	98.5	6.6	+3.1	105.1	+4.6
Sep	99.1	-0.8	+1.9	96.3	4.8	+4.3	101.1	+2.0
Oct	96.2	-0.2	+1.4	92.9	5.1	+21.4	98.0	+2.3
Nov	99.0	-3.1	-0.7	95.9	6.4	+3.3	102.3	-0.4
Dec	115.8 ^R	-0.3	+2.7 ^R	111.8 ^R	7.3	+17.2 ^R	119.1 ^R	+3.2 ^R
2018								
Jan	89.5	+1.0	+3.0	87.1	4.4	0.0	91.5	+2.9

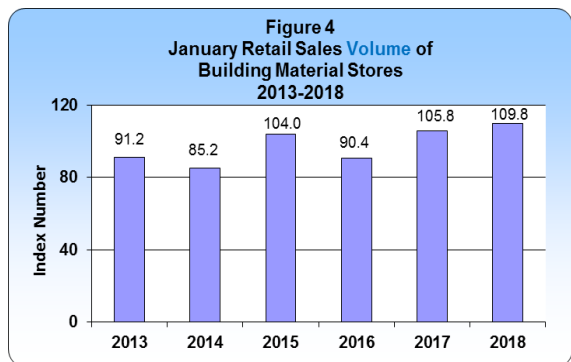
Apparel Stores

The sales volume of apparel stores jumped 16.4 per cent when compared to January 2017. In value terms, year-over-year sales revenue for apparel stores rose 16.8 per cent. This increase was due largely to extra sales incentives offered throughout the month.



Building Material Stores

Receipts from the sale of building materials increased 3.8 per cent in volume terms and 3.7 per cent in value terms. The increased sales receipts were a result of greater demand for supplies and materials offered.



All Other Store Types

In volume terms, sales for the all other store types sector increased 0.5 per cent. In value terms, sales receipts for the all other store types sector rose 2.0 per cent. The sales value of pharmacies strengthened 5.2 per cent while furniture, appliances and electronics strengthened

3.5 per cent. Gross receipts for other miscellaneous sales increased by 3.4 per cent. Conversely, marine and boat suppliers reported a 57.6 per cent decrease in revenue for January 2018 when compared to last year.

Food and Liquor Stores

The volume of sales for food stores weakened 0.1 per cent while the volume of liquor store sales slipped 5.3 per cent. In value terms, receipts for food and liquor sales increased 3.4 per cent and 0.7 per cent, respectively.

Service Stations

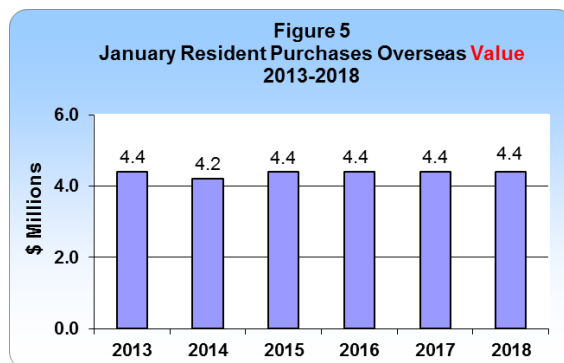
After adjusting for inflation, the volume of fuel sales for service stations declined 3.1 per cent during January 2018. The year-over-year value of fuel sales increased 2.5 per cent due primarily to the 5.9 per cent rise in the price of fuel.

Motor Vehicle Stores

Fewer motor vehicles sold during the month led to a 6.8 per cent decrease in sales volume for retailers of motor vehicles. In value terms, sales receipts were 6.3 per cent lower than January 2017.

Resident Purchases Overseas (value)

Residents declared 4.4 million in overseas purchases during the month, the same as in January 2017.



BERMUDA RETAIL SALES INDEX — January 2018

**Table 1
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	
2017																
Jan	88.6 ^R	-2.0 ^R	94.2	-3.6	68.2 ^R	-7.1 ^R	99.0 ^R	-11.5 ^R	89.8	+6.6	105.8	+17.0	60.2	-2.8 ^R	85.3 ^R	-1.3 ^R
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
Aug	102.2	+2.5	98.1	-0.9	102.2	+4.6	118.3	+28.0	107.5	-0.7	124.7	+29.0	89.2	-4.5	98.7	-3.5
Sep	99.1	-0.8	100.7	+1.0	92.9	-4.0	102.8	-10.1	96.8	-3.3	117.4	+12.6	94.0	+2.3	93.0	-4.7
Oct	96.2	-0.2	97.3	-5.4	86.9	-13.6	101.6	+15.8	101.0	+1.6	110.2	+10.0	76.5	-1.9	93.7	+0.6
Nov	99.0	-3.1	96.5	-1.8	85.1	-3.1	94.6	-14.2	95.2	-2.2	116.0	-4.1	106.3	-7.2	98.7	-2.8
Dec	115.8 ^R	+0.3 ^R	105.2	-2.3	114.0	-3.5	88.8 ^R	+12.0 ^R	94.2 ^R	-0.3 ^R	106.6 ^R	+13.7 ^R	179.5	-3.8	126.9 ^R	+1.4 ^R
2018																
Jan	89.5	+1.0	94.1	-0.1	64.6	-5.3	92.3	-6.8	87.0	-3.1	109.8	+3.8	70.1	+16.4	85.7	+0.5

**Table 2
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	
2017																
Jan	90.6 ^R	-0.7 ^R	97.2 ^R	-2.3 ^R	72.6 ^R	-2.3 ^R	98.1 ^R	-11.1 ^R	94.3 ^R	+9.1 ^R	107.2 ^R	+17.4 ^R	61.2 ^R	-1.4 ^R	86.4 ^R	-0.4 ^R
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
Aug	105.5	+4.7	103.7	+3.1	114.5	+10.7	117.6	+28.4	116.8	+7.0	126.3	+29.0	90.9	-2.3	99.9	-3.5
Sep	103.2	+1.9	106.3	+4.5	104.2	+1.7	102.0	-10.0	112.2	+9.8	118.9	+12.6	95.7	+4.5	94.3	-4.6
Oct	99.5	+1.4	102.9	-2.0	97.7	-8.3	101.3	+16.7	110.0	+5.8	111.6	+10.0	78.1	+1.6	94.9	+0.7
Nov	102.8	-0.7	102.3	+2.1	95.8	+2.9	94.3	-13.6	105.4	+7.0	117.5	-4.2	108.4	-5.5	101.5	-1.4
Dec	119.8 ^R	+2.7 ^R	110.2 ^R	+2.5 ^R	128.5 ^R	+3.1 ^R	88.4 ^R	+6.7 ^R	102.9 ^R	+4.2 ^R	108.0 ^R	+13.7 ^R	183.1 ^R	-1.9 ^R	130.7 ^R	+2.5 ^R
2018																
Jan	93.3	+3.0	100.5	+3.4	73.1	+0.7	91.9	-6.3	96.7	+2.5	111.2	+3.7	71.5	+16.8	88.1	+2.0

(1) Index numbers are subject to revisions

(3) Does not include sales to bars, clubs, hotels and restaurants

(2) Includes household supplies but excludes alcoholic beverages

(R) represents revised

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.

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