

## Summary

### On an annual basis:

- the **seasonally adjusted total volume** of retail sales in Jersey in Q4 2014 was **2% higher than in the corresponding quarter of 2013**, representing the second consecutive quarter seeing an increase in the total volume of retail sales on an annual basis;
- the volume of retail sales in the predominantly **food** sector was 3% higher than in the corresponding quarter of 2013;
- the volume of retail sales in the predominantly **non-food** sector was:
  - marginally higher (by less than 1%) than in the corresponding quarter of 2013;
  - 15% lower than the peak volume recorded in mid-2008.

### On a quarterly basis:

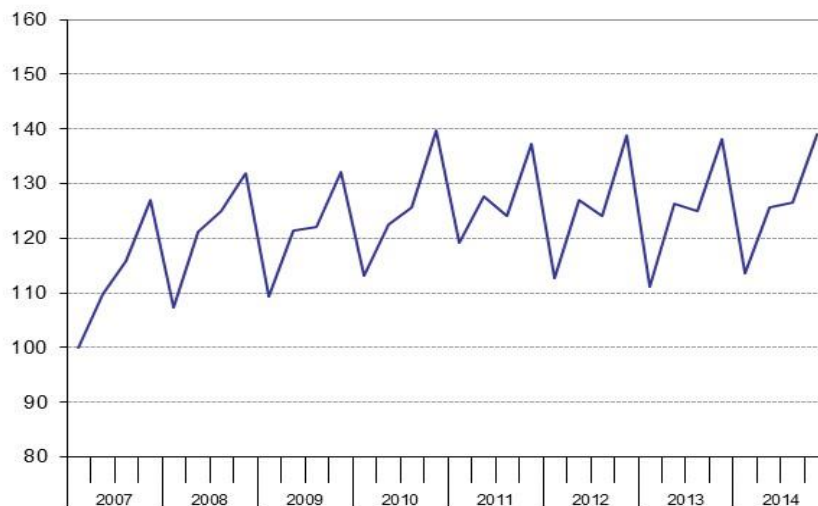
- the seasonally adjusted **total volume** of retail sales in Q4 2014 was marginally higher (by less than 1%) than in the previous quarter (Q3 2014);
- the volume of retail sales in the predominantly **food** sector was essentially at the same level as in the previous quarter (Q3 2014);
- the volume of retail sales in the predominantly **non-food** sector was marginally higher (by less than 1%) than in the previous quarter (Q3 2014).

## All retailers

### Value of retail sales, all retailers

Figure 1 shows the total value of retail sales for the period from 2007 to 2014. The clear seasonality is apparent, with retail turnover tending to be largest in the fourth quarter of each calendar year.

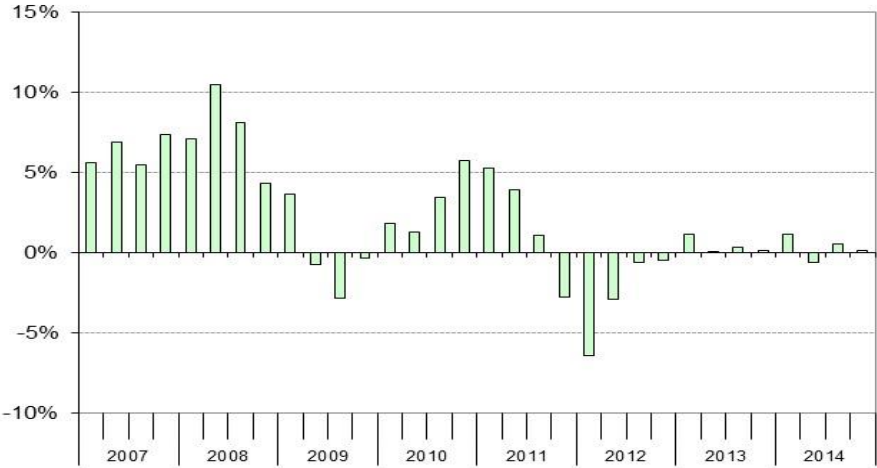
**Figure 1 – Total value** (Q1 2007 = 100); *non-seasonally adjusted*



Comparing the value of retail sales in a given quarter with that of the corresponding quarter in the previous year, for each quarter since mid-2012 the total value of retail sales has been essentially flat on an annual basis, with annual percentage changes of between -1% and +1% (see Figure 2).

The seasonally adjusted total value of retail sales in the latest quarter (Q4 2014) was at essentially the same level as in the corresponding quarter of 2013.

**Figure 2 – Total Value: annual percentage change; seasonally adjusted**



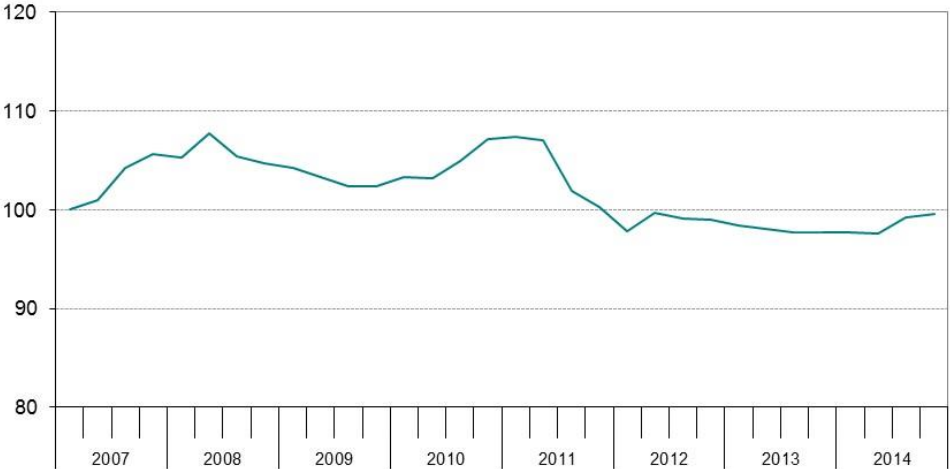
The total value of retail sales in Jersey in calendar year 2014 (excluding the motor trades - see Notes) was approximately £720 million.

**Volume of retail sales, all retailers**

The volume index series<sup>1</sup> is derived from the value series by use of deflators<sup>2</sup> which remove the effect of price changes. The seasonally adjusted total volume index (from which seasonal and calendar effects are removed) is shown in Figure 3a.

For a two-year period from Q2 2012 to Q2 2014 the seasonally adjusted total volume of retail sales underwent a downward trend at a rate of approximately -1% per annum (see Figure 3a).

**Figure 3a – Total Volume; (Q1 2007 = 100); seasonally adjusted**

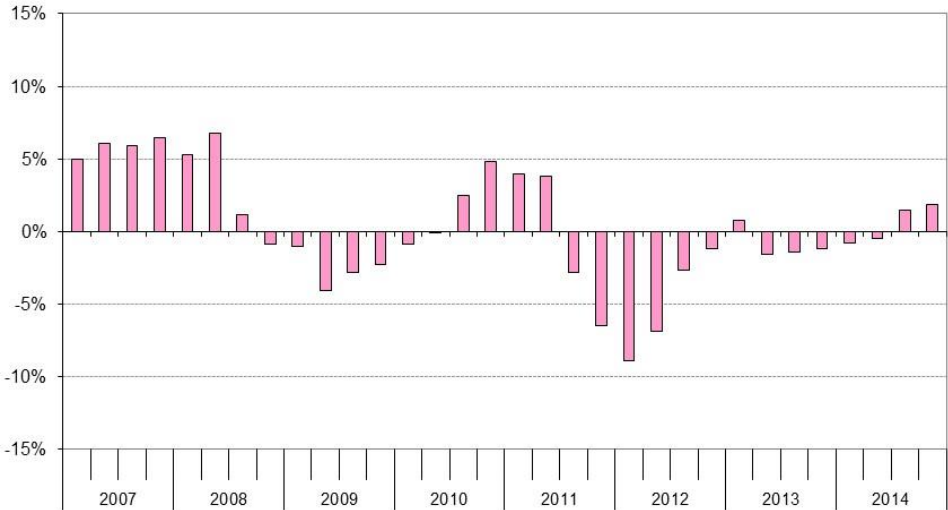


<sup>1</sup> A volume index is an average of the proportionate changes in the quantities of a specified set of goods between two periods of time.

<sup>2</sup> The deflators used are a weighted combination of the relevant section level indices of the Retail Prices Index (RPI). Following the recent methodological changes incorporated in the Retail Sales publication produced by the UK Office for National Statistics, the price deflators applied are harmonic means of the corresponding RPI section indices.

On an annual basis, the total volume of retail sales in the latest quarter (Q4 2014) was 2% higher than in the corresponding quarter of 2013 (see Figure 3b), representing the second consecutive quarter seeing an increase in the total volume of retail sales on an annual basis.

**Figure 3b – Total Volume: annual percentage change; *seasonally adjusted***



On a quarterly basis, the total volume of retail sales in the latest quarter was marginally higher (by less than 1%) than in the previous quarter (Q3 2014) - see Appendix Table A1.

**Sector summaries**

The “Predominantly food” sector is comprised of supermarkets, convenience stores and other small food stores. The “Predominantly non-food” sector is comprised of three sub-categories: Household goods; Textiles, clothing and footwear; and Non-food specialised stores. The survey returns within each sub-category are analysed separately and then aggregated to produce value and volume estimates for each sector.

**Value of retail sales (seasonally adjusted)**

The total value of retail sales in predominantly **food** stores saw annual rates of increase of between 3% and 10% during the four-year period from mid-2007 to mid-2011, whilst the subsequent three-year period to mid-2014 recorded smaller annual rates of increase (see Figure 4a). The total value of retail sales in this sector in the latest quarter, Q4 2014, was 4% higher than a year earlier, Q4 2013.

**Figure 4 – Value of retail sales in predominantly food and non-food stores; annual percentage change; *seasonally adjusted***

Figure 4a - Predominantly food: Annual % change in Value (s.a.)

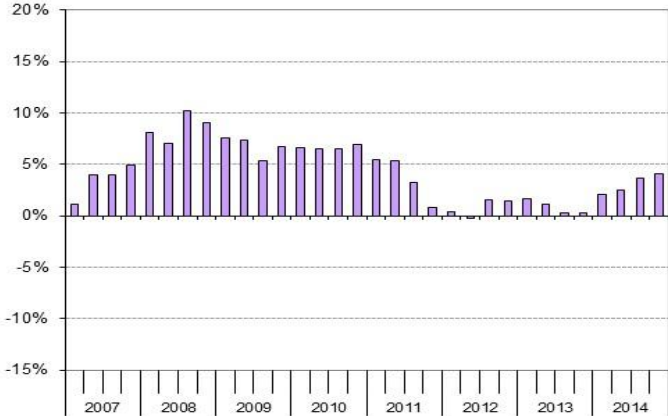
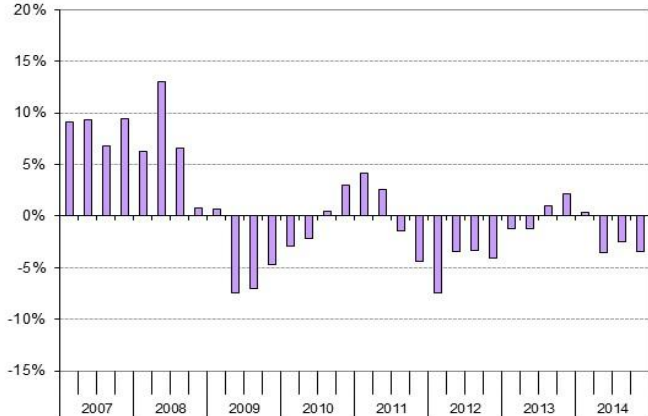


Figure 4b - Predominantly non-food: Annual % change in Value (s.a.)



s.a. = seasonally adjusted

The predominantly **non-food** sector recorded falls in the total value of retail sales on an annual basis during the two-year period from mid-2011 to mid-2013; this period was followed by three quarters of small annual increases. The total value of retail sales in this sector in each of the three latest quarters (Q2 2014 to Q4 2014) has been around 3% to 4% lower than in the corresponding quarters of 2013.

**Volume of retail sales (seasonally adjusted)**

On a quarterly basis, the total volume of retail sales in predominantly **food** stores in Q4 2014 was essentially at the same level as in the previous quarter, Q3 2014 (Figure 5a and Appendix Table A1). On an annual basis, the total volume of retail sales in predominantly **food** stores was 3% higher than in the corresponding quarter of 2013 (see Figure 6a).

**Figure 5 – Volume indices of retail sales in predominantly food and non-food stores; seasonally adjusted**

Figure 5a - Predominantly food: Volume (s.a.; Q1 2007 = 100)

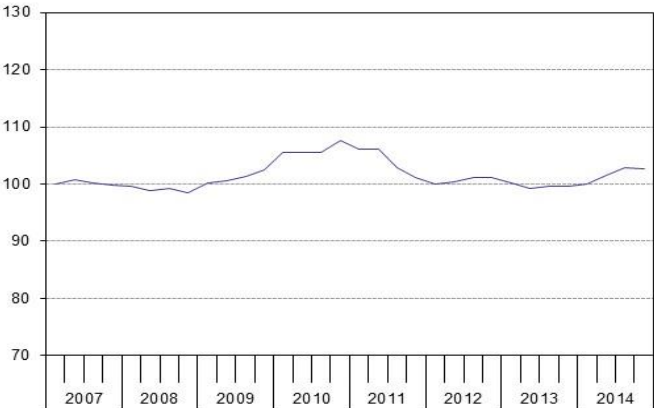
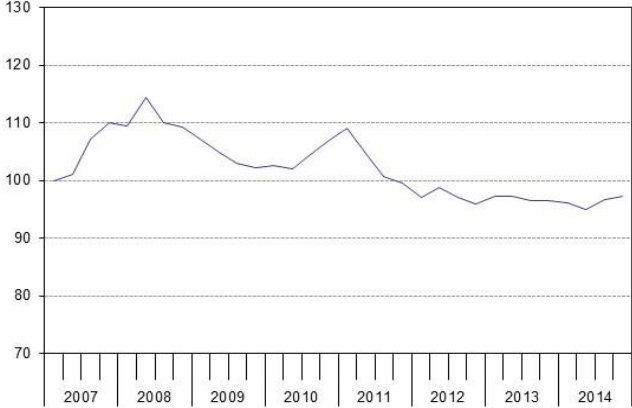


Figure 5b - Predominantly non-food: Volume (s.a.; Q1 2007 = 100)



On a quarterly basis, the total volume of retail sales in predominantly **non-food** stores in Q4 2014 was marginally higher (by less than 1%) than in the previous quarter, Q3 2014 (see Figure 5b).

**Figure 6 – Volume of retail sales in predominantly food and non-food stores; annual percentage change; seasonally adjusted**

Figure 6a - Predominantly food: Annual % change in Volume (s.a.)

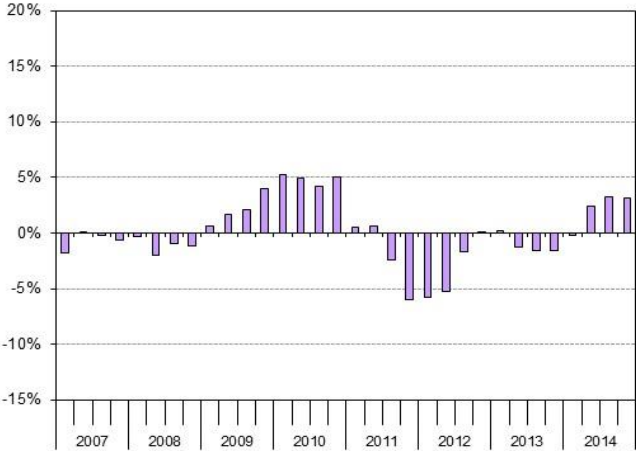
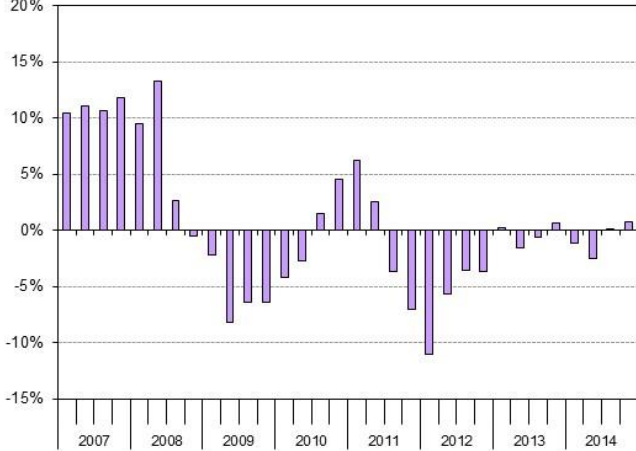


Figure 6b - Predominantly non-food: Annual % change in Volume (s.a.)



s.a. = seasonally adjusted

On an annual basis, the total volume of retail sales in predominantly **non-food** stores in Q4 2014 was marginally higher (by less than 1%) than a year earlier (see Figure 6b). The total volume of retail sales in this sector in the latest quarter was 15% lower than the peak volume recorded more than six years previously, in Q2 2008 (see Figure 5b).

**Table A1: Value: Non-seasonally adjusted and seasonally adjusted (Q1 2007 = 100)**  
**Volume: Seasonally adjusted (Q1 2007 = 100)**

	Value Non-Seasonally Adjusted			Value Seasonally Adjusted			Volume Seasonally Adjusted		
	All Retail	Predominantly Food	Predominantly Non-Food	All Retail	Predominantly Food	Predominantly Non-Food	All Retail	Predominantly Food	Predominantly Non-Food
Q1 2006	94.5	98.3	91.6	94.7	98.9	91.6	95.3	101.8	90.5
Q2 2006	102.8	105.4	100.9	94.4	98.5	91.4	95.1	100.7	90.9
Q3 2006	109.8	106.5	112.2	98.2	99.1	97.5	98.4	100.4	96.9
Q4 2006	117.9	105.8	127.0	99.1	99.8	98.5	99.2	100.3	98.3
<b>Q1 2007</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Q2 2007	109.8	109.3	110.2	100.9	102.4	99.9	100.9	100.8	101.0
Q3 2007	115.8	110.4	119.8	103.6	103.0	104.1	104.2	100.2	107.2
Q4 2007	127.0	111.1	138.8	106.4	104.7	107.8	105.6	99.7	109.9
Q1 2008	107.3	108.7	106.2	107.1	108.1	106.3	105.3	99.7	109.5
Q2 2008	121.1	116.4	124.6	111.5	109.6	112.9	107.7	98.8	114.4
Q3 2008	124.9	121.2	127.7	112.0	113.5	111.0	105.4	99.2	110.0
Q4 2008	131.9	120.3	140.5	111.0	114.2	108.6	104.7	98.5	109.3
Q1 2009	109.2	118.6	102.3	111.0	116.3	107.0	104.2	100.3	107.1
Q2 2009	121.3	124.1	119.2	110.7	117.7	104.5	103.3	100.5	105.0
Q3 2009	122.1	128.1	117.6	108.8	119.5	103.2	102.4	101.3	103.0
Q4 2009	132.2	128.2	135.1	110.6	121.9	103.5	102.3	102.4	102.3
Q1 2010	113.0	127.1	102.6	113.0	124.0	103.9	103.3	105.6	102.6
Q2 2010	122.5	132.6	115.0	112.1	125.3	102.2	103.2	105.5	102.1
Q3 2010	125.6	134.4	119.1	112.6	127.3	103.7	104.9	105.5	104.5
Q4 2010	139.7	139.7	139.7	117.0	130.4	106.6	107.2	107.6	107.0
Q1 2011	119.2	132.6	109.3	119.0	130.7	108.2	107.4	106.1	109.0
Q2 2011	127.7	141.2	117.7	116.5	132.0	104.8	107.1	106.1	104.7
Q3 2011	124.1	137.5	114.1	113.8	131.4	102.2	101.9	102.9	100.7
Q4 2011	137.3	140.9	134.6	113.8	131.5	101.9	100.2	101.1	99.5
Q1 2012	112.7	129.0	100.6	111.4	131.2	100.1	97.8	100.0	97.0
Q2 2012	127.0	141.0	116.6	113.1	131.6	101.2	99.7	100.5	98.8
Q3 2012	124.1	138.8	113.1	113.1	133.4	98.8	99.2	101.2	97.1
Q4 2012	138.8	148.8	131.4	113.3	133.4	97.8	99.0	101.2	95.9
Q1 2013	111.2	129.8	97.4	112.7	133.3	98.9	98.5	100.2	97.2
Q2 2013	126.4	139.0	117.0	113.2	133.0	100.0	98.1	99.2	97.3
Q3 2013	125.1	139.8	114.1	113.5	133.8	99.8	97.8	99.6	96.5
Q4 2013	138.1	147.3	131.2	113.5	133.8	99.9	97.8	99.6	96.5
Q1 2014	113.6	134.1	98.3	114.0	136.1	99.3	97.7	100.0	96.1
Q2 2014	125.6	142.4	113.1	112.5	136.3	96.5	97.6	101.6	94.9
Q3 2014(r)	126.5	145.3	112.5	114.1	138.7	97.3	99.2	102.8	96.6
Q4 2014	139.1	151.5	129.9	113.7	139.2	96.5	99.6	102.7	97.2

(r) revised

## Notes

1. Overview: Sampled businesses for Jersey Retail Sales Survey report total **retail turnover** on a quarterly basis. The main results of the survey are **total value** and **total volume** estimates in **seasonally adjusted** form:

- **value** estimates reflect the total turnover that businesses have recorded in a given quarter.
- **volume** estimates adjust the value estimates to remove the effect of price changes.

2. Retail: "Retail" is defined as the sales of goods to the general public for personal or household consumption, excluding motor trades.

3. Sample: A representative sample of retail businesses are sampled each quarter, stratified by size. The sample is reviewed twice yearly so that new or expanding businesses can be introduced; in this way, the sample remains representative of the retail trade sub-sector in Jersey.

4. Response rate: the response of businesses to the survey in Q4 2014 was 66% and represented coverage, in terms of employment, of 47% of Jersey's retail sub-sector.

5. Turnover: is defined as the net value of sales for all outlets under the business name within Jersey. Turnover includes all discounted, credit and deferred payments allowed to customers but not allowances for goods taken in part-exchange.

Total turnover includes:

- Turnover from services (e.g. repairs) as well as those from sales
- All charges for credit given as well as cash prices of credit sales
- Retail sales from outlets to all customers off-Island
- Sales of mobile phones but excluding rental and mobile phone cards
- Sales against gift tokens, when token is redeemed not the face value of tokens sold
- Sales against money-off promotion coupons.

Total turnover excludes:

- Sales or commission on lottery tickets
- Receipts from credit card sales not made in the specified quarter
- Any health exemption receipts
- Sales of motor vehicles, parts, accessories and petrol
- Sales from catering facilities to customers
- Sales from other businesses trading on premises and any commission received on such sales
- Any non retail activity (e.g. manufacturing).

6. Classification:

**a) Predominantly Food** – Supermarkets, convenience stores and other stores which sell mainly food, beverages or tobacco

**b) Household goods** – furniture, electrical appliances, DIY, gardening tools, floor covering, lighting equipment, haberdashery, crockery

**c) Textile, Clothing and Footwear** – clothes, shoes, accessories

**d) Non-Food Specialised goods** – e.g. sports goods, jewellery, craft goods, photographic, music, books, newspapers, office supplies, children's toys, second-hand goods, chemists, health goods, flowers, seeds, fertilizer, pets, medical goods, audio visual/home computing equipment, mobile phones, optical and precision equipment.

7. Methodology:

- Retail turnover for each sub-sector is calculated from the respondent businesses. A ratio estimator approach is applied to estimate the total retail turnover separately for each sub-sector, using the appropriate full-time equivalent (FTE) employment data compiled by the Jersey Manpower Survey;
- Volume data for each sub-sector are derived from value data using price deflators which are base-weighted harmonic means of the corresponding section level indices of the Retail Prices Index;
- Seasonal adjustment is conducted using the Eurostat Demetra software package;
- The revision of seasonally adjusted series is based on that of the UK Office of National Statistics revision policy for the Retail Sales Index.