

Table Title: Table 1 Value index and value of retail sales by type of retail outlet for October and November 2010

Value index of total retail sales for the month October 2010 was 165.3.

Value index of total retail sales for the month November 2010 was 160.5.

Value of retail sales for total retail sales for the month October 2010 was HK\$ 27801 million.

Value of retail sales for total retail sales for the month November 2010 was HK\$ 26991 million.

Year-on-year % change of value of retail sales for total retail sales for the month October 2010 was +21.8%.

Year-on-year % change of value of retail sales for total retail sales for the month November 2010 was +17.9%.

Year-on-year % change of value of retail sales for total retail sales for the month January to November 2010 was +18.2%.

Value index of retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month October 2010 was 154.9.

Value index of retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month November 2010 was 147.8.

Value of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month October 2010 was HK\$ 2742 million.

Value of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month November 2010 was HK\$ 2617 million.

Year-on-year % change of value of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month October 2010 was +6.4%.

Year-on-year % change of value of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month November 2010 was +6.7%.

Year-on-year % change of value of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month January to November 2010 was +9.7%.

Value index of retail outlets of fish, livestock and poultry, fresh or frozen for the month October 2010 was 145.4.

Value index of retail outlets of fish, livestock and poultry, fresh or frozen for the month November 2010 was 138.1.

Value of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month October 2010 was HK\$ 764 million.

Value of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month November 2010 was HK\$ 726 million.

Year-on-year % change of value of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month October 2010 was +3.3%.

Year-on-year % change of value of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month November 2010 was +0.2%.

Year-on-year % change of value of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month January to November 2010 was +5.2%.

Value index of retail outlets of fruits and vegetables, fresh for the month October 2010 was 116.2.

Value index of retail outlets of fruits and vegetables, fresh for the month November 2010 was 82.4.

Value of retail sales for retail outlets of fruits and vegetables, fresh for the month October 2010 was HK\$ 194 million.

Value of retail sales for retail outlets of fruits and vegetables, fresh for the month November 2010 was HK\$ 137 million.

Year-on-year % change of value of retail sales for retail outlets of fruits and vegetables, fresh for the month October 2010 was +7.0%.

Year-on-year % change of value of retail sales for retail outlets of fruits and vegetables, fresh for the month November 2010 was +3.8%.

Year-on-year % change of value of retail sales for retail outlets of fruits and vegetables, fresh for the month January to November 2010 was +3.1%.

Value index of retail outlets of bread, pastry, confectionery and biscuits for the month October 2010 was 150.9.

Value index of retail outlets of bread, pastry, confectionery and biscuits for the month November 2010 was 132.2.

Value of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month October 2010 was HK\$ 613 million.

Value of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month November 2010 was HK\$ 537 million.

Year-on-year % change of value of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month October 2010 was +10.5%.

Year-on-year % change of value of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month November 2010 was +14.7%.

Year-on-year % change of value of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month January to November 2010 was +12.9%.

Value index of retail outlets of alcoholic drinks and tobacco for the month October 2010 was 215.7.

Value index of retail outlets of alcoholic drinks and tobacco for the month November 2010 was 221.7.

Value of retail sales for retail outlets of alcoholic drinks and tobacco for the month October 2010 was HK\$ 395 million.

Value of retail sales for retail outlets of alcoholic drinks and tobacco for the month November 2010 was HK\$ 407 million.

Year-on-year % change of value of retail sales for retail outlets of alcoholic drinks and tobacco for the month October 2010 was +11.7%.

Year-on-year % change of value of retail sales for retail outlets of alcoholic drinks and tobacco for the month November 2010 was +17.0%.

Year-on-year % change of value of retail sales for retail outlets of alcoholic drinks and tobacco for the month January to November 2010 was +21.1%.

Value index of retail outlets of other foodstuffs for the month October 2010 was 158.8.

Value index of retail outlets of other foodstuffs for the month November 2010 was 165.8.

Value of retail sales for retail outlets of other foodstuffs for the month October 2010 was HK\$ 776 million.

Value of retail sales for retail outlets of other foodstuffs for the month November 2010 was HK\$ 811 million.

Year-on-year % change of value of retail sales for retail outlets of other foodstuffs for the month October 2010 was +3.9%.

Year-on-year % change of value of retail sales for retail outlets of other foodstuffs for the month November 2010 was +3.7%.

Year-on-year % change of value of retail sales for retail outlets of other foodstuffs for the month January to November 2010 was +8.3%.

Value index of supermarkets for the month October 2010 was 140.8.

Value index of supermarkets for the month November 2010 was 133.3.

Value of retail sales for supermarkets for the month October 2010 was HK\$ 3201 million.

Value of retail sales for supermarkets for the month November 2010 was HK\$ 3030 million.

Year-on-year % change of value of retail sales for supermarkets for the month October 2010 was +8.0%.

Year-on-year % change of value of retail sales for supermarkets for the month November 2010 was +9.9%.

Year-on-year % change of value of retail sales for supermarkets for the month January to November 2010 was +4.9%.

Value index of retail outlets of fuels for the month October 2010 was 147.6.

Value index of retail outlets of fuels for the month November 2010 was 146.1.

Value of retail sales for retail outlets of fuels for the month October 2010 was HK\$ 739 million.

Value of retail sales for retail outlets of fuels for the month November 2010 was HK\$ 731 million.

Year-on-year % change of value of retail sales for retail outlets of fuels for the month October 2010 was +10.6%.

Year-on-year % change of value of retail sales for retail outlets of fuels for the month November 2010 was +13.0%.

Year-on-year % change of value of retail sales for retail outlets of fuels for the month January to

November 2010 was +9.8%.

Value index of retail outlets of clothing, footwear and allied products for the month October 2010 was 166.4.

Value index of retail outlets of clothing, footwear and allied products for the month November 2010 was 156.4.

Value of retail sales for retail outlets of clothing, footwear and allied products for the month October 2010 was HK\$ 3733 million.

Value of retail sales for retail outlets of clothing, footwear and allied products for the month November 2010 was HK\$ 3508 million.

Year-on-year % change of value of retail sales for retail outlets of clothing, footwear and allied products for the month October 2010 was +24.3%.

Year-on-year % change of value of retail sales for retail outlets of clothing, footwear and allied products for the month November 2010 was +13.6%.

Year-on-year % change of value of retail sales for retail outlets of clothing, footwear and allied products for the month January to November 2010 was +16.8%.

Value index of retail outlets of wearing apparel for the month October 2010 was 169.8.

Value index of retail outlets of wearing apparel for the month November 2010 was 155.6.

Value of retail sales for retail outlets of wearing apparel for the month October 2010 was HK\$ 3266 million.

Value of retail sales for retail outlets of wearing apparel for the month November 2010 was HK\$ 2995 million.

Year-on-year % change of value of retail sales for retail outlets of wearing apparel for the month October 2010 was +23.2%.

Year-on-year % change of value of retail sales for retail outlets of wearing apparel for the month November 2010 was +12.0%.

Year-on-year % change of value of retail sales for retail outlets of wearing apparel for the month January to November 2010 was +16.9%.

Value index of retail outlets of footwear, allied products and other clothing accessories for the month October 2010 was 146.2.

Value index of retail outlets of footwear, allied products and other clothing accessories for the month November 2010 was 160.8.

Value of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month October 2010 was HK\$ 467 million.

Value of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month November 2010 was HK\$ 514 million.

Year-on-year % change of value of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month October 2010 was +31.8%.

Year-on-year % change of value of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month November 2010 was +23.7%.

Year-on-year % change of value of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month January to November 2010 was +16.6%.

Value index of retail outlets of consumer durable goods for the month October 2010 was 160.6.

Value index of retail outlets of consumer durable goods for the month November 2010 was 153.4.

Value of retail sales for retail outlets of consumer durable goods for the month October 2010 was HK\$ 4514 million.

Value of retail sales for retail outlets of consumer durable goods for the month November 2010 was HK\$ 4312 million.

Year-on-year % change of value of retail sales for retail outlets of consumer durable goods for the month October 2010 was +33.4%.

Year-on-year % change of value of retail sales for retail outlets of consumer durable goods for the month November 2010 was +24.8%.

Year-on-year % change of value of retail sales for retail outlets of consumer durable goods for the month January to November 2010 was +27.2%.

Value index of retail outlets of motor vehicles and parts for the month October 2010 was 158.5.

Value index of retail outlets of motor vehicles and parts for the month November 2010 was 161.8.  
Value of retail sales for retail outlets of motor vehicles and parts for the month October 2010 was HK\$ 1155 million.  
Value of retail sales for retail outlets of motor vehicles and parts for the month November 2010 was HK\$ 1179 million.  
Year-on-year % change of value of retail sales for retail outlets of motor vehicles and parts for the month October 2010 was +29.8%.  
Year-on-year % change of value of retail sales for retail outlets of motor vehicles and parts for the month November 2010 was +15.1%.  
Year-on-year % change of value of retail sales for retail outlets of motor vehicles and parts for the month January to November 2010 was +43.5%.  
Value index of retail outlets of electrical goods and photographic equipment for the month October 2010 was 172.8.  
Value index of retail outlets of electrical goods and photographic equipment for the month November 2010 was 154.7.  
Value of retail sales for retail outlets of electrical goods and photographic equipment for the month October 2010 was HK\$ 2352 million.  
Value of retail sales for retail outlets of electrical goods and photographic equipment for the month November 2010 was HK\$ 2106 million.  
Year-on-year % change of value of retail sales for retail outlets of electrical goods and photographic equipment for the month October 2010 was +32.5%.  
Year-on-year % change of value of retail sales for retail outlets of electrical goods and photographic equipment for the month November 2010 was +28.9%.  
Year-on-year % change of value of retail sales for retail outlets of electrical goods and photographic equipment for the month January to November 2010 was +22.2%.  
Value index of retail outlets of furniture and fixtures for the month October 2010 was 131.5.  
Value index of retail outlets of furniture and fixtures for the month November 2010 was 143.1.  
Value of retail sales for retail outlets of furniture and fixtures for the month October 2010 was HK\$ 546 million.  
Value of retail sales for retail outlets of furniture and fixtures for the month November 2010 was HK\$ 595 million.  
Year-on-year % change of value of retail sales for retail outlets of furniture and fixtures for the month October 2010 was +20.5%.  
Year-on-year % change of value of retail sales for retail outlets of furniture and fixtures for the month November 2010 was +10.0%.  
Year-on-year % change of value of retail sales for retail outlets of furniture and fixtures for the month January to November 2010 was +13.7%.  
Value index of retail outlets of other consumer durable goods, not elsewhere classified for the month October 2010 was 150.9.  
Value index of retail outlets of other consumer durable goods, not elsewhere classified for the month November 2010 was 141.5.  
Value of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month October 2010 was HK\$ 461 million.  
Value of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month November 2010 was HK\$ 432 million.  
Year-on-year % change of value of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month October 2010 was +73.7%.  
Year-on-year % change of value of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month November 2010 was +68.8%.  
Year-on-year % change of value of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month January to November 2010 was +36.8%.  
Value index of department stores for the month October 2010 was 160.8.  
Value index of department stores for the month November 2010 was 184.3.  
Value of retail sales for department stores for the month October 2010 was HK\$ 2773 million.

Value of retail sales for department stores for the month November 2010 was HK\$ 3178 million.

Year-on-year % change of value of retail sales for department stores for the month October 2010 was +18.1%.

Year-on-year % change of value of retail sales for department stores for the month November 2010 was +12.7%.

Year-on-year % change of value of retail sales for department stores for the month January to November 2010 was +16.7%.

Value index of retail outlets of jewellery, watches and clocks, and valuable gifts for the month October 2010 was 242.9.

Value index of retail outlets of jewellery, watches and clocks, and valuable gifts for the month November 2010 was 236.1.

Value of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month October 2010 was HK\$ 5255 million.

Value of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month November 2010 was HK\$ 5108 million.

Year-on-year % change of value of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month October 2010 was +40.3%.

Year-on-year % change of value of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month November 2010 was +34.9%.

Year-on-year % change of value of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month January to November 2010 was +37.1%.

Value index of retail outlets of other consumer goods for the month October 2010 was 145.6.

Value index of retail outlets of other consumer goods for the month November 2010 was 135.5.

Value of retail sales for retail outlets of other consumer goods for the month October 2010 was HK\$ 4843 million.

Value of retail sales for retail outlets of other consumer goods for the month November 2010 was HK\$ 4507 million.

Year-on-year % change of value of retail sales for retail outlets of other consumer goods for the month October 2010 was +16.9%.

Year-on-year % change of value of retail sales for retail outlets of other consumer goods for the month November 2010 was +15.7%.

Year-on-year % change of value of retail sales for retail outlets of other consumer goods for the month January to November 2010 was +12.7%.

Value index of retail outlets of books, newspapers, stationery and gifts for the month October 2010 was 110.7.

Value index of retail outlets of books, newspapers, stationery and gifts for the month November 2010 was 99.9.

Value of retail sales for retail outlets of books, newspapers, stationery and gifts for the month October 2010 was HK\$ 518 million.

Value of retail sales for retail outlets of books, newspapers, stationery and gifts for the month November 2010 was HK\$ 467 million.

Year-on-year % change of value of retail sales for retail outlets of books, newspapers, stationery and gifts for the month October 2010 was +3.0%.

Year-on-year % change of value of retail sales for retail outlets of books, newspapers, stationery and gifts for the month November 2010 was +8.4%.

Year-on-year % change of value of retail sales for retail outlets of books, newspapers, stationery and gifts for the month January to November 2010 was +5.0%.

Value index of retail outlets of chinese drugs and herbs for the month October 2010 was 142.6.

Value index of retail outlets of chinese drugs and herbs for the month November 2010 was 130.8.

Value of retail sales for retail outlets of chinese drugs and herbs for the month October 2010 was HK\$ 347 million.

Value of retail sales for retail outlets of chinese drugs and herbs for the month November 2010 was HK\$ 318 million.

Year-on-year % change of value of retail sales for retail outlets of chinese drugs and herbs for the month

October 2010 was +14.3%.

Year-on-year % change of value of retail sales for retail outlets of chinese drugs and herbs for the month November 2010 was +8.5%.

Year-on-year % change of value of retail sales for retail outlets of chinese drugs and herbs for the month January to November 2010 was +10.1%.

Value index of optical shops for the month October 2010 was 111.1.

Value index of optical shops for the month November 2010 was 113.2.

Value of retail sales for optical shops for the month October 2010 was HK\$ 146 million.

Value of retail sales for optical shops for the month November 2010 was HK\$ 149 million.

Year-on-year % change of value of retail sales for optical shops for the month October 2010 was +8.4%.

Year-on-year % change of value of retail sales for optical shops for the month November 2010 was +9.7%.

Year-on-year % change of value of retail sales for optical shops for the month January to November 2010 was +9.1%.

Value index of retail outlets of medicines and cosmetics for the month October 2010 was 161.7.

Value index of retail outlets of medicines and cosmetics for the month November 2010 was 158.9.

Value of retail sales for retail outlets of medicines and cosmetics for the month October 2010 was HK\$ 1985 million.

Value of retail sales for retail outlets of medicines and cosmetics for the month November 2010 was HK\$ 1950 million.

Year-on-year % change of value of retail sales for retail outlets of medicines and cosmetics for the month October 2010 was +24.4%.

Year-on-year % change of value of retail sales for retail outlets of medicines and cosmetics for the month November 2010 was +22.2%.

Year-on-year % change of value of retail sales for retail outlets of medicines and cosmetics for the month January to November 2010 was +17.4%.

Value index of retail outlets of other consumer goods, not elsewhere classified for the month October 2010 was 147.0.

Value index of retail outlets of other consumer goods, not elsewhere classified for the month November 2010 was 129.1.

Value of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month October 2010 was HK\$ 1848 million.

Value of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month November 2010 was HK\$ 1623 million.

Year-on-year % change of value of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month October 2010 was +15.1%.

Year-on-year % change of value of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month November 2010 was +12.9%.

Year-on-year % change of value of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month January to November 2010 was +11.1%.

Notes:

1. The figures for supermarkets above do not include sales in supermarket sections of department stores. Supplementary statistics that included such sales are shown below.

Value index of retail outlets of supermarkets and supermarket sections of department stores for the month October 2010 was 141.0.

Value index of retail outlets of supermarkets and supermarket sections of department stores for the month November 2010 was 134.5.

Value of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month October 2010 was HK\$ 3488 million.

Value of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month November 2010 was HK\$ 3327 million.

Year-on-year % change of value of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month October 2010 was +8.3%.

Year-on-year % change of value of retail sales for retail outlets of supermarkets and supermarket sections

of department stores for the month November 2010 was +9.2%.

Year-on-year % change of value of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month January to November 2010 was +5.0%.

2. Figures for the month October 2010 are revised figures.

3. Figures for the month November 2010 are provisional figures.

4. The sum of individual items might not exactly tally with the respective total shown above because of rounding.

5. Value index is based on average of monthly indices from Oct. 2004 to Sep. 2005=100.

6. All the retail sales statistics are compiled based on the Hong Kong Standard Industrial Classification Version 2.0.

Table Title: Table 2 Volume index of retail sales by type of retail outlet for October and November 2010

Volume index of total retail sales for the month October 2010 was 144.7.

Volume index of total retail sales for the month November 2010 was 138.2.

Year-on-year % change of volume of retail sales for total retail sales for the month October 2010 was +19.7%.

Year-on-year % change of volume of retail sales for total retail sales for the month November 2010 was +15.2%.

Year-on-year % change of volume of retail sales for total retail sales for the month January to November 2010 was +15.5%.

Volume index of retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month October 2010 was 117.6.

Volume index of retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month November 2010 was 112.0.

Year-on-year % change of volume of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month October 2010 was +1.9%.

Year-on-year % change of volume of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month November 2010 was +1.2%.

Year-on-year % change of volume of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month January to November 2010 was +6.5%.

Volume index of retail outlets of fish, livestock and poultry, fresh or frozen for the month October 2010 was 99.4.

Volume index of retail outlets of fish, livestock and poultry, fresh or frozen for the month November 2010 was 93.2.

Year-on-year % change of volume of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month October 2010 was -0.4%.

Year-on-year % change of volume of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month November 2010 was -6.8%.

Year-on-year % change of volume of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month January to November 2010 was +3.6%.

Volume index of retail outlets of fruits and vegetables, fresh for the month October 2010 was 75.9.

Volume index of retail outlets of fruits and vegetables, fresh for the month November 2010 was 56.4.

Year-on-year % change of volume of retail sales for retail outlets of fruits and vegetables, fresh for the month October 2010 was -6.7%.

Year-on-year % change of volume of retail sales for retail outlets of fruits and vegetables, fresh for the month November 2010 was -4.7%.

Year-on-year % change of volume of retail sales for retail outlets of fruits and vegetables, fresh for the month January to November 2010 was -6.6%.

Volume index of retail outlets of bread, pastry, confectionery and biscuits for the month October 2010 was 122.6.

Volume index of retail outlets of bread, pastry, confectionery and biscuits for the month November 2010 was 107.2.

Year-on-year % change of volume of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month October 2010 was +5.5%.

Year-on-year % change of volume of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month November 2010 was +8.7%.

Year-on-year % change of volume of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month January to November 2010 was +10.2%.

Volume index of retail outlets of alcoholic drinks and tobacco for the month October 2010 was 180.1.

Volume index of retail outlets of alcoholic drinks and tobacco for the month November 2010 was 185.1.

Year-on-year % change of volume of retail sales for retail outlets of alcoholic drinks and tobacco for the month October 2010 was +10.2%.

Year-on-year % change of volume of retail sales for retail outlets of alcoholic drinks and tobacco for the month November 2010 was +15.5%.

Year-on-year % change of volume of retail sales for retail outlets of alcoholic drinks and tobacco for the



month January to November 2010 was +16.3%.

Volume index of retail outlets of other foodstuffs for the month October 2010 was 123.7.

Volume index of retail outlets of other foodstuffs for the month November 2010 was 127.6.

Year-on-year % change of volume of retail sales for retail outlets of other foodstuffs for the month October 2010 was -1.0%.

Year-on-year % change of volume of retail sales for retail outlets of other foodstuffs for the month November 2010 was -2.4%.

Year-on-year % change of volume of retail sales for retail outlets of other foodstuffs for the month January to November 2010 was +4.5%.

Volume index of supermarkets for the month October 2010 was 115.7.

Volume index of supermarkets for the month November 2010 was 109.9.

Year-on-year % change of volume of retail sales for supermarkets for the month October 2010 was +4.8%.

Year-on-year % change of volume of retail sales for supermarkets for the month November 2010 was +7.7%.

Year-on-year % change of volume of retail sales for supermarkets for the month January to November 2010 was +2.9%.

Volume index of retail outlets of fuels for the month October 2010 was 129.2.

Volume index of retail outlets of fuels for the month November 2010 was 125.7.

Year-on-year % change of volume of retail sales for retail outlets of fuels for the month October 2010 was +0.2%.

Year-on-year % change of volume of retail sales for retail outlets of fuels for the month November 2010 was +0.6%.

Year-on-year % change of volume of retail sales for retail outlets of fuels for the month January to November 2010 was +2.0%.

Volume index of retail outlets of clothing, footwear and allied products for the month October 2010 was 146.0.

Volume index of retail outlets of clothing, footwear and allied products for the month November 2010 was 128.2.

Year-on-year % change of volume of retail sales for retail outlets of clothing, footwear and allied products for the month October 2010 was +25.4%.

Year-on-year % change of volume of retail sales for retail outlets of clothing, footwear and allied products for the month November 2010 was +12.8%.

Year-on-year % change of volume of retail sales for retail outlets of clothing, footwear and allied products for the month January to November 2010 was +15.6%.

Volume index of retail outlets of wearing apparel for the month October 2010 was 145.5.

Volume index of retail outlets of wearing apparel for the month November 2010 was 122.2.

Year-on-year % change of volume of retail sales for retail outlets of wearing apparel for the month October 2010 was +24.1%.

Year-on-year % change of volume of retail sales for retail outlets of wearing apparel for the month November 2010 was +10.4%.

Year-on-year % change of volume of retail sales for retail outlets of wearing apparel for the month January to November 2010 was +15.4%.

Volume index of retail outlets of footwear, allied products and other clothing accessories for the month October 2010 was 149.0.

Volume index of retail outlets of footwear, allied products and other clothing accessories for the month November 2010 was 164.6.

Year-on-year % change of volume of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month October 2010 was +33.9%.

Year-on-year % change of volume of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month November 2010 was +24.9%.

Year-on-year % change of volume of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month January to November 2010 was +16.8%.

Volume index of retail outlets of consumer durable goods for the month October 2010 was 203.0.

Volume index of retail outlets of consumer durable goods for the month November 2010 was 190.7.  
Year-on-year % change of volume of retail sales for retail outlets of consumer durable goods for the month October 2010 was +38.0%.  
Year-on-year % change of volume of retail sales for retail outlets of consumer durable goods for the month November 2010 was +29.2%.  
Year-on-year % change of volume of retail sales for retail outlets of consumer durable goods for the month January to November 2010 was +30.4%.  
Volume index of retail outlets of motor vehicles and parts for the month October 2010 was 154.9.  
Volume index of retail outlets of motor vehicles and parts for the month November 2010 was 153.7.  
Year-on-year % change of volume of retail sales for retail outlets of motor vehicles and parts for the month October 2010 was +24.3%.  
Year-on-year % change of volume of retail sales for retail outlets of motor vehicles and parts for the month November 2010 was +8.3%.  
Year-on-year % change of volume of retail sales for retail outlets of motor vehicles and parts for the month January to November 2010 was +40.3%.  
Volume index of retail outlets of electrical goods and photographic equipment for the month October 2010 was 254.6.  
Volume index of retail outlets of electrical goods and photographic equipment for the month November 2010 was 229.8.  
Year-on-year % change of volume of retail sales for retail outlets of electrical goods and photographic equipment for the month October 2010 was +39.3%.  
Year-on-year % change of volume of retail sales for retail outlets of electrical goods and photographic equipment for the month November 2010 was +35.9%.  
Year-on-year % change of volume of retail sales for retail outlets of electrical goods and photographic equipment for the month January to November 2010 was +28.7%.  
Volume index of retail outlets of furniture and fixtures for the month October 2010 was 119.7.  
Volume index of retail outlets of furniture and fixtures for the month November 2010 was 127.4.  
Year-on-year % change of volume of retail sales for retail outlets of furniture and fixtures for the month October 2010 was +19.8%.  
Year-on-year % change of volume of retail sales for retail outlets of furniture and fixtures for the month November 2010 was +7.3%.  
Year-on-year % change of volume of retail sales for retail outlets of furniture and fixtures for the month January to November 2010 was +11.7%.  
Volume index of retail outlets of other consumer durable goods, not elsewhere classified for the month October 2010 was 201.4.  
Volume index of retail outlets of other consumer durable goods, not elsewhere classified for the month November 2010 was 191.3.  
Year-on-year % change of volume of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month October 2010 was +89.3%.  
Year-on-year % change of volume of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month November 2010 was +82.6%.  
Year-on-year % change of volume of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month January to November 2010 was +44.5%.  
Volume index of department stores for the month October 2010 was 143.6.  
Volume index of department stores for the month November 2010 was 160.7.  
Year-on-year % change of volume of retail sales for department stores for the month October 2010 was +13.6%.  
Year-on-year % change of volume of retail sales for department stores for the month November 2010 was +7.1%.  
Year-on-year % change of volume of retail sales for department stores for the month January to November 2010 was +13.3%.  
Volume index of retail outlets of jewellery, watches and clocks, and valuable gifts for the month October 2010 was 153.1.  
Volume index of retail outlets of jewellery, watches and clocks, and valuable gifts for the month

November 2010 was 148.2.

Year-on-year % change of volume of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month October 2010 was +30.6%.

Year-on-year % change of volume of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month November 2010 was +26.1%.

Year-on-year % change of volume of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month January to November 2010 was +26.1%.

Volume index of retail outlets of other consumer goods for the month October 2010 was 126.4.

Volume index of retail outlets of other consumer goods for the month November 2010 was 117.4.

Year-on-year % change of volume of retail sales for retail outlets of other consumer goods for the month October 2010 was +14.8%.

Year-on-year % change of volume of retail sales for retail outlets of other consumer goods for the month November 2010 was +13.7%.

Year-on-year % change of volume of retail sales for retail outlets of other consumer goods for the month January to November 2010 was +9.0%.

Volume index of retail outlets of books, newspapers, stationery and gifts for the month October 2010 was 98.3.

Volume index of retail outlets of books, newspapers, stationery and gifts for the month November 2010 was 88.9.

Year-on-year % change of volume of retail sales for retail outlets of books, newspapers, stationery and gifts for the month October 2010 was +2.3%.

Year-on-year % change of volume of retail sales for retail outlets of books, newspapers, stationery and gifts for the month November 2010 was +7.8%.

Year-on-year % change of volume of retail sales for retail outlets of books, newspapers, stationery and gifts for the month January to November 2010 was +4.0%.

Volume index of retail outlets of chinese drugs and herbs for the month October 2010 was 111.9.

Volume index of retail outlets of chinese drugs and herbs for the month November 2010 was 101.6.

Year-on-year % change of volume of retail sales for retail outlets of chinese drugs and herbs for the month October 2010 was +6.1%.

Year-on-year % change of volume of retail sales for retail outlets of chinese drugs and herbs for the month November 2010 was +0.3%.

Year-on-year % change of volume of retail sales for retail outlets of chinese drugs and herbs for the month January to November 2010 was +3.7%.

Volume index of optical shops for the month October 2010 was 94.3.

Volume index of optical shops for the month November 2010 was 95.8.

Year-on-year % change of volume of retail sales for optical shops for the month October 2010 was +5.0%.

Year-on-year % change of volume of retail sales for optical shops for the month November 2010 was +5.9%.

Year-on-year % change of volume of retail sales for optical shops for the month January to November 2010 was +6.5%.

Volume index of retail outlets of medicines and cosmetics for the month October 2010 was 137.0.

Volume index of retail outlets of medicines and cosmetics for the month November 2010 was 133.8.

Year-on-year % change of volume of retail sales for retail outlets of medicines and cosmetics for the month October 2010 was +19.4%.

Year-on-year % change of volume of retail sales for retail outlets of medicines and cosmetics for the month November 2010 was +16.6%.

Year-on-year % change of volume of retail sales for retail outlets of medicines and cosmetics for the month January to November 2010 was +13.6%.

Volume index of retail outlets of other consumer goods, not elsewhere classified for the month October 2010 was 132.6.

Volume index of retail outlets of other consumer goods, not elsewhere classified for the month November 2010 was 117.3.

Year-on-year % change of volume of retail sales for retail outlets of other consumer goods, not elsewhere

classified for the month October 2010 was +16.7%.

Year-on-year % change of volume of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month November 2010 was +15.5%.

Year-on-year % change of volume of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month January to November 2010 was +7.2%.

Notes:

1. The figures for supermarkets above do not include sales in supermarket sections of department stores. Supplementary statistics that included such sales are shown below.

Volume index of retail outlets of supermarkets and supermarket sections of department stores for the month October 2010 was 116.7.

Volume index of retail outlets of supermarkets and supermarket sections of department stores for the month November 2010 was 111.5.

Year-on-year % change of volume of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month October 2010 was +5.0%.

Year-on-year % change of volume of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month November 2010 was +6.7%.

Year-on-year % change of volume of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month January to November 2010 was +2.9%.

2. Figures for the month October 2010 are revised figures.

3. Figures for the month November 2010 are provisional figures.

4. Volume index is based on average of monthly indices from Oct. 2004 to Sep. 2005=100.

5. All the retail sales statistics are compiled based on the Hong Kong Standard Industrial Classification Version 2.0.

Table Title: Table 3 Movement of the volume of total retail sales, September 2009 - November 2010

Year-on-year % change of volume of total retail sales for September 2009 was +1.2%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending September 2009 compared with the 3 months ending June 2009 was +3.8%.

Year-on-year % change of volume of total retail sales for October 2009 was +8.3%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending October 2009 compared with the 3 months ending July 2009 was +5.6%.

Year-on-year % change of volume of total retail sales for November 2009 was +10.0%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending November 2009 compared with the 3 months ending August 2009 was +6.1%.

Year-on-year % change of volume of total retail sales for December 2009 was +11.4%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending December 2009 compared with the 3 months ending September 2009 was +6.8%.

Year-on-year % change of volume of total retail sales for January 2010 was +3.2%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending January 2010 compared with the 3 months ending October 2009 was +8.0%.

Year-on-year % change of volume of total retail sales for February 2010 was +31.5%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending February 2010 compared with the 3 months ending November 2009 was +7.3%.

Year-on-year % change of volume of total retail sales for March 2010 was +17.3%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending March 2010 compared with the 3 months ending December 2009 was +5.3%.

Year-on-year % change of volume of total retail sales for April 2010 was +12.4%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending April 2010 compared with the 3 months ending January 2010 was +0.1%.

Year-on-year % change of volume of total retail sales for May 2010 was +16.3%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending May 2010 compared with the 3 months ending February 2010 was -1.7%.

Year-on-year % change of volume of total retail sales for June 2010 was +11.9%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending June 2010 compared with the 3 months ending March 2010 was -2.6%.

Year-on-year % change of volume of total retail sales for July 2010 was +16.2%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending July 2010 compared with the 3 months ending April 2010 was +0.6%.

Year-on-year % change of volume of total retail sales for August 2010 was +14.9%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending August 2010 compared with the 3 months ending May 2010 was +2.2%.

Year-on-year % change of volume of total retail sales for September 2010 was +15.8%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending September 2010 compared with the 3 months ending June 2010 was +5.5%.

Year-on-year % change of volume of total retail sales for October 2010 was +19.7%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending October 2010 compared with the 3 months ending July 2010 was +7.4%.

Year-on-year % change of volume of total retail sales for November 2010 was +15.2%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending November 2010 compared with the 3 months ending August 2010 was +8.4%.

Notes:

1. Figures for the month October 2010 are revised figures.
2. Figures for the month November 2010 are provisional figures.
3. Seasonally adjusted series may be revised as more data become available. For retail sales index, the seasonally adjusted series for the preceding three years are revised each year when the figures for January become available.
4. Starting from January 2009, seasonal adjustment of the volume index of total retail sales is performed using the X-12 ARIMA method to replace the previous X-11 ARIMA method. Seasonally adjusted

figures for past months have also been revised using the X-12 ARIMA method. The X-12 ARIMA method is an update to the X-11 ARIMA method with enhanced modelling and diagnostic capabilities. The X-12 ARIMA method has now become a standard method used by statistical offices for performing seasonal adjustment of statistical series in many countries/territories.

5. All the retail sales statistics are compiled based on the Hong Kong Standard Industrial Classification Version 2.0.