

Table Title: Table 1 Value index and value of retail sales by type of retail outlet for December 2010 and January 2011

Value index of total retail sales for the month December 2010 was 207.4.

Value index of total retail sales for the month January 2011 was 223.4.

Value of retail sales for total retail sales for the month December 2010 was HK\$ 34872 million.

Value of retail sales for total retail sales for the month January 2011 was HK\$ 37566 million.

Year-on-year % change of value of retail sales for total retail sales for the month December 2010 was +18.6%.

Year-on-year % change of value of retail sales for total retail sales for the month January 2011 was +28.2%.

Value index of retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month December 2010 was 163.6.

Value index of retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month January 2011 was 192.4.

Value of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month December 2010 was HK\$ 2896 million.

Value of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month January 2011 was HK\$ 3406 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 December 2010 was +8.6%.

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 2011 was +20.3%.

Value index of retail outlets of fish, livestock and poultry, fresh or frozen for the month December 2010 was 164.4.

Value index of retail outlets of fish, livestock and poultry, fresh or frozen for the month January 2011 was 199.6.

Value of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month December 2010 was HK\$ 864 million.

Value of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month January 2011 was HK\$ 1048 million.

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

Year-on-year % change of value of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month January 2011 was +11.9%.

Value index of retail outlets of fruits and vegetables, fresh for the month December 2010 was 91.9.

Value index of retail outlets of fruits and vegetables, fresh for the month January 2011 was 102.0.

Value of retail sales for retail outlets of fruits and vegetables, fresh for the month December 2010 was HK\$ 153 million.

Value of retail sales for retail outlets of fruits and vegetables, fresh for the month January 2011 was HK\$ 170 million.

Year-on-year % change of value of retail sales for retail outlets of fruits and vegetables, fresh for the month December 2010 was +2.7%.

Year-on-year % change of value of retail sales for retail outlets of fruits and vegetables, fresh for the month January 2011 was +2.3%.

Value index of retail outlets of bread, pastry, confectionery and biscuits for the month December 2010 was 151.4.

Value index of retail outlets of bread, pastry, confectionery and biscuits for the month January 2011 was 161.3.

Value of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month December 2010 was HK\$ 615 million.

Value of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month January 2011 was HK\$ 655 million.

Year-on-year % change of value of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month December 2010 was +14.2%.

Year-on-year % change of value of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month January 2011 was +33.5%.

Value index of retail outlets of alcoholic drinks and tobacco for the month December 2010 was 278.2.

Value index of retail outlets of alcoholic drinks and tobacco for the month January 2011 was 326.7.

Value of retail sales for retail outlets of alcoholic drinks and tobacco for the month December 2010 was HK\$ 510 million.

Value of retail sales for retail outlets of alcoholic drinks and tobacco for the month January 2011 was HK\$ 599 million.

Year-on-year % change of value of retail sales for retail outlets of alcoholic drinks and tobacco for the month December 2010 was +21.4%.

Year-on-year % change of value of retail sales for retail outlets of alcoholic drinks and tobacco for the month January 2011 was +34.1%.

Value index of retail outlets of other foodstuffs for the month December 2010 was 154.2.

Value index of retail outlets of other foodstuffs for the month January 2011 was 190.9.

Value of retail sales for retail outlets of other foodstuffs for the month December 2010 was HK\$ 754 million.

Value of retail sales for retail outlets of other foodstuffs for the month January 2011 was HK\$ 933 million.

Year-on-year % change of value of retail sales for retail outlets of other foodstuffs for the month December 2010 was +2.4%.

Year-on-year % change of value of retail sales for retail outlets of other foodstuffs for the month January 2011 was +18.1%.

Value index of supermarkets for the month December 2010 was 146.1.

Value index of supermarkets for the month January 2011 was 161.3.

Value of retail sales for supermarkets for the month December 2010 was HK\$ 3321 million.

Value of retail sales for supermarkets for the month January 2011 was HK\$ 3667 million.

Year-on-year % change of value of retail sales for supermarkets for the month December 2010 was +12.5%.

Year-on-year % change of value of retail sales for supermarkets for the month January 2011 was +20.0%.

Value index of retail outlets of fuels for the month December 2010 was 152.3.

Value index of retail outlets of fuels for the month January 2011 was 157.4.

Value of retail sales for retail outlets of fuels for the month December 2010 was HK\$ 762 million.

Value of retail sales for retail outlets of fuels for the month January 2011 was HK\$ 788 million.

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

Year-on-year % change of value of retail sales for retail outlets of fuels for the month January 2011 was +14.7%.

Value index of retail outlets of clothing, footwear and allied products for the month December 2010 was 226.9.

Value index of retail outlets of clothing, footwear and allied products for the month January 2011 was 248.3.

Value of retail sales for retail outlets of clothing, footwear and allied products for the month December 2010 was HK\$ 5089 million.

Value of retail sales for retail outlets of clothing, footwear and allied products for the month January 2011 was HK\$ 5569 million.

Year-on-year % change of value of retail sales for retail outlets of clothing, footwear and allied products for the month December 2010 was +20.4%.

Year-on-year % change of value of retail sales for retail outlets of clothing, footwear and allied products for the month January 2011 was +35.0%.

Value index of retail outlets of wearing apparel for the month December 2010 was 226.3.

Value index of retail outlets of wearing apparel for the month January 2011 was 233.8.

Value of retail sales for retail outlets of wearing apparel for the month December 2010 was HK\$ 4353 million.

Value of retail sales for retail outlets of wearing apparel for the month January 2011 was HK\$ 4498

million.

Year-on-year % change of value of retail sales for retail outlets of wearing apparel for the month December 2010 was +18.8%.

Year-on-year % change of value of retail sales for retail outlets of wearing apparel for the month January 2011 was +31.9%.

Value index of retail outlets of footwear, allied products and other clothing accessories for the month December 2010 was 230.3.

Value index of retail outlets of footwear, allied products and other clothing accessories for the month January 2011 was 335.3.

Value of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month December 2010 was HK\$ 736 million.

Value of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month January 2011 was HK\$ 1071 million.

Year-on-year % change of value of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month December 2010 was +31.4%.

Year-on-year % change of value of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month January 2011 was +50.0%.

Value index of retail outlets of consumer durable goods for the month December 2010 was 183.8.

Value index of retail outlets of consumer durable goods for the month January 2011 was 182.9.

Value of retail sales for retail outlets of consumer durable goods for the month December 2010 was HK\$ 5165 million.

Value of retail sales for retail outlets of consumer durable goods for the month January 2011 was HK\$ 5140 million.

Year-on-year % change of value of retail sales for retail outlets of consumer durable goods for the month December 2010 was +23.8%.

Year-on-year % change of value of retail sales for retail outlets of consumer durable goods for the month January 2011 was +25.2%.

Value index of retail outlets of motor vehicles and parts for the month December 2010 was 168.9.

Value index of retail outlets of motor vehicles and parts for the month January 2011 was 177.6.

Value of retail sales for retail outlets of motor vehicles and parts for the month December 2010 was HK\$ 1231 million.

Value of retail sales for retail outlets of motor vehicles and parts for the month January 2011 was HK\$ 1294 million.

Year-on-year % change of value of retail sales for retail outlets of motor vehicles and parts for the month December 2010 was +15.4%.

Year-on-year % change of value of retail sales for retail outlets of motor vehicles and parts for the month January 2011 was +23.4%.

Value index of retail outlets of electrical goods and photographic equipment for the month December 2010 was 199.0.

Value index of retail outlets of electrical goods and photographic equipment for the month January 2011 was 182.9.

Value of retail sales for retail outlets of electrical goods and photographic equipment for the month December 2010 was HK\$ 2708 million.

Value of retail sales for retail outlets of electrical goods and photographic equipment for the month January 2011 was HK\$ 2489 million.

Year-on-year % change of value of retail sales for retail outlets of electrical goods and photographic equipment for the month December 2010 was +21.0%.

Year-on-year % change of value of retail sales for retail outlets of electrical goods and photographic equipment for the month January 2011 was +21.7%.

Value index of retail outlets of furniture and fixtures for the month December 2010 was 161.2.

Value index of retail outlets of furniture and fixtures for the month January 2011 was 199.0.

Value of retail sales for retail outlets of furniture and fixtures for the month December 2010 was HK\$ 670 million.

Value of retail sales for retail outlets of furniture and fixtures for the month January 2011 was HK\$ 827

million.

Year-on-year % change of value of retail sales for retail outlets of furniture and fixtures for the month December 2010 was +17.8%.

Year-on-year % change of value of retail sales for retail outlets of furniture and fixtures for the month January 2011 was +17.2%.

Value index of retail outlets of other consumer durable goods, not elsewhere classified for the month December 2010 was 182.1.

Value index of retail outlets of other consumer durable goods, not elsewhere classified for the month January 2011 was 173.4.

Value of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month December 2010 was HK\$ 556 million.

Value of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month January 2011 was HK\$ 530 million.

Year-on-year % change of value of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month December 2010 was +87.0%.

Year-on-year % change of value of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month January 2011 was +72.2%.

Value index of department stores for the month December 2010 was 236.8.

Value index of department stores for the month January 2011 was 223.1.

Value of retail sales for department stores for the month December 2010 was HK\$ 4084 million.

Value of retail sales for department stores for the month January 2011 was HK\$ 3847 million.

Year-on-year % change of value of retail sales for department stores for the month December 2010 was +14.4%.

Year-on-year % change of value of retail sales for department stores for the month January 2011 was +29.6%.

Value index of retail outlets of jewellery, watches and clocks, and valuable gifts for the month December 2010 was 340.0.

Value index of retail outlets of jewellery, watches and clocks, and valuable gifts for the month January 2011 was 363.6.

Value of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month December 2010 was HK\$ 7358 million.

Value of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month January 2011 was HK\$ 7868 million.

Year-on-year % change of value of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month December 2010 was +28.9%.

Year-on-year % change of value of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month January 2011 was +41.9%.

Value index of retail outlets of other consumer goods for the month December 2010 was 186.3.

Value index of retail outlets of other consumer goods for the month January 2011 was 218.9.

Value of retail sales for retail outlets of other consumer goods for the month December 2010 was HK\$ 6197 million.

Value of retail sales for retail outlets of other consumer goods for the month January 2011 was HK\$ 7281 million.

Year-on-year % change of value of retail sales for retail outlets of other consumer goods for the month December 2010 was +14.1%.

Year-on-year % change of value of retail sales for retail outlets of other consumer goods for the month January 2011 was +21.5%.

Value index of retail outlets of books, newspapers, stationery and gifts for the month December 2010 was 119.4.

Value index of retail outlets of books, newspapers, stationery and gifts for the month January 2011 was 139.5.

Value of retail sales for retail outlets of books, newspapers, stationery and gifts for the month December 2010 was HK\$ 559 million.

Value of retail sales for retail outlets of books, newspapers, stationery and gifts for the month January

2011 was HK\$ 652 million.

Year-on-year % change of value of retail sales for retail outlets of books, newspapers, stationery and gifts for the month December 2010 was +7.1%.

Year-on-year % change of value of retail sales for retail outlets of books, newspapers, stationery and gifts for the month January 2011 was +3.3%.

Value index of retail outlets of chinese drugs and herbs for the month December 2010 was 185.5.

Value index of retail outlets of chinese drugs and herbs for the month January 2011 was 207.1.

Value of retail sales for retail outlets of chinese drugs and herbs for the month December 2010 was HK\$ 451 million.

Value of retail sales for retail outlets of chinese drugs and herbs for the month January 2011 was HK\$ 503 million.

Year-on-year % change of value of retail sales for retail outlets of chinese drugs and herbs for the month December 2010 was +11.9%.

Year-on-year % change of value of retail sales for retail outlets of chinese drugs and herbs for the month January 2011 was +29.1%.

Value index of optical shops for the month December 2010 was 139.8.

Value index of optical shops for the month January 2011 was 151.4.

Value of retail sales for optical shops for the month December 2010 was HK\$ 183 million.

Value of retail sales for optical shops for the month January 2011 was HK\$ 199 million.

Year-on-year % change of value of retail sales for optical shops for the month December 2010 was +8.5%.

Year-on-year % change of value of retail sales for optical shops for the month January 2011 was +13.8%.

Value index of retail outlets of medicines and cosmetics for the month December 2010 was 206.4.

Value index of retail outlets of medicines and cosmetics for the month January 2011 was 246.6.

Value of retail sales for retail outlets of medicines and cosmetics for the month December 2010 was HK\$ 2534 million.

Value of retail sales for retail outlets of medicines and cosmetics for the month January 2011 was HK\$ 3027 million.

Year-on-year % change of value of retail sales for retail outlets of medicines and cosmetics for the month December 2010 was +22.1%.

Year-on-year % change of value of retail sales for retail outlets of medicines and cosmetics for the month January 2011 was +28.2%.

Value index of retail outlets of other consumer goods, not elsewhere classified for the month December 2010 was 196.4.

Value index of retail outlets of other consumer goods, not elsewhere classified for the month January 2011 was 230.6.

Value of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month December 2010 was HK\$ 2470 million.

Value of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month January 2011 was HK\$ 2900 million.

Year-on-year % change of value of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month December 2010 was +9.2%.

Year-on-year % change of value of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month January 2011 was +19.1%.

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 December 2010 was 151.0.

Value index of retail outlets of supermarkets and supermarket sections of department stores for the month January 2011 was 164.3.

Value of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month December 2010 was HK\$ 3737 million.

Value of retail sales for retail outlets of supermarkets and supermarket sections of department stores for

the month January 2011 was HK\$ 4066 million.

Year-on-year % change of value of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month December 2010 was +12.6%.

Year-on-year % change of value of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month January 2011 was +21.7%.

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

3. Figures for the month January 2011 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 December 2010 and January 2011

Volume index of total retail sales for the month December 2010 was 178.0.

Volume index of total retail sales for the month January 2011 was 190.7.

Year-on-year % change of volume of retail sales for total retail sales for the month December 2010 was +16.0%.

Year-on-year % change of volume of retail sales for total retail sales for the month January 2011 was +23.6%.

Volume index of retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month December 2010 was 123.0.

Volume index of retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month January 2011 was 142.0.

Year-on-year % change of volume of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month December 2010 was +3.1%.

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 2011 was +13.6%.

Volume index of retail outlets of fish, livestock and poultry, fresh or frozen for the month December 2010 was 109.2.

Volume index of retail outlets of fish, livestock and poultry, fresh or frozen for the month January 2011 was 128.2.

Year-on-year % change of volume of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month December 2010 was -1.9%.

Year-on-year % change of volume of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month January 2011 was +2.3%.

Volume index of retail outlets of fruits and vegetables, fresh for the month December 2010 was 61.9.

Volume index of retail outlets of fruits and vegetables, fresh for the month January 2011 was 63.9.

Year-on-year % change of volume of retail sales for retail outlets of fruits and vegetables, fresh for the month December 2010 was -7.5%.

Year-on-year % change of volume of retail sales for retail outlets of fruits and vegetables, fresh for the month January 2011 was -11.9%.

Volume index of retail outlets of bread, pastry, confectionery and biscuits for the month December 2010 was 122.5.

Volume index of retail outlets of bread, pastry, confectionery and biscuits for the month January 2011 was 128.7.

Year-on-year % change of volume of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month December 2010 was +7.8%.

Year-on-year % change of volume of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month January 2011 was +24.4%.

Volume index of retail outlets of alcoholic drinks and tobacco for the month December 2010 was 232.2.

Volume index of retail outlets of alcoholic drinks and tobacco for the month January 2011 was 272.5.

Year-on-year % change of volume of retail sales for retail outlets of alcoholic drinks and tobacco for the month December 2010 was +19.8%.

Year-on-year % change of volume of retail sales for retail outlets of alcoholic drinks and tobacco for the month January 2011 was +32.3%.

Volume index of retail outlets of other foodstuffs for the month December 2010 was 118.0.

Volume index of retail outlets of other foodstuffs for the month January 2011 was 145.5.

Year-on-year % change of volume of retail sales for retail outlets of other foodstuffs for the month December 2010 was -3.5%.

Year-on-year % change of volume of retail sales for retail outlets of other foodstuffs for the month January 2011 was +11.7%.

Volume index of supermarkets for the month December 2010 was 119.7.

Volume index of supermarkets for the month January 2011 was 131.5.

Year-on-year % change of volume of retail sales for supermarkets for the month December 2010 was +9.4%.

Year-on-year % change of volume of retail sales for supermarkets for the month January 2011 was +16.5%.

Volume index of retail outlets of fuels for the month December 2010 was 128.1.

Volume index of retail outlets of fuels for the month January 2011 was 130.2.

Year-on-year % change of volume of retail sales for retail outlets of fuels for the month December 2010 was -3.2%.

Year-on-year % change of volume of retail sales for retail outlets of fuels for the month January 2011 was +4.9%.

Volume index of retail outlets of clothing, footwear and allied products for the month December 2010 was 190.2.

Volume index of retail outlets of clothing, footwear and allied products for the month January 2011 was 218.7.

Year-on-year % change of volume of retail sales for retail outlets of clothing, footwear and allied products for the month December 2010 was +16.9%.

Year-on-year % change of volume of retail sales for retail outlets of clothing, footwear and allied products for the month January 2011 was +29.6%.

Volume index of retail outlets of wearing apparel for the month December 2010 was 182.4.

Volume index of retail outlets of wearing apparel for the month January 2011 was 198.4.

Year-on-year % change of volume of retail sales for retail outlets of wearing apparel for the month December 2010 was +14.4%.

Year-on-year % change of volume of retail sales for retail outlets of wearing apparel for the month January 2011 was +25.6%.

Volume index of retail outlets of footwear, allied products and other clothing accessories for the month December 2010 was 237.0.

Volume index of retail outlets of footwear, allied products and other clothing accessories for the month January 2011 was 341.2.

Year-on-year % change of volume of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month December 2010 was +29.8%.

Year-on-year % change of volume of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month January 2011 was +46.1%.

Volume index of retail outlets of consumer durable goods for the month December 2010 was 230.3.

Volume index of retail outlets of consumer durable goods for the month January 2011 was 226.3.

Year-on-year % change of volume of retail sales for retail outlets of consumer durable goods for the month December 2010 was +27.4%.

Year-on-year % change of volume of retail sales for retail outlets of consumer durable goods for the month January 2011 was +28.2%.

Volume index of retail outlets of motor vehicles and parts for the month December 2010 was 160.4.

Volume index of retail outlets of motor vehicles and parts for the month January 2011 was 168.0.

Year-on-year % change of volume of retail sales for retail outlets of motor vehicles and parts for the month December 2010 was +7.5%.

Year-on-year % change of volume of retail sales for retail outlets of motor vehicles and parts for the month January 2011 was +15.7%.

Volume index of retail outlets of electrical goods and photographic equipment for the month December 2010 was 290.5.

Volume index of retail outlets of electrical goods and photographic equipment for the month January 2011 was 270.7.

Year-on-year % change of volume of retail sales for retail outlets of electrical goods and photographic equipment for the month December 2010 was +27.8%.

Year-on-year % change of volume of retail sales for retail outlets of electrical goods and photographic equipment for the month January 2011 was +28.5%.

Volume index of retail outlets of furniture and fixtures for the month December 2010 was 144.0.

Volume index of retail outlets of furniture and fixtures for the month January 2011 was 176.2.

Year-on-year % change of volume of retail sales for retail outlets of furniture and fixtures for the month December 2010 was +13.0%.



Year-on-year % change of volume of retail sales for retail outlets of furniture and fixtures for the month January 2011 was +12.8%.

Volume index of retail outlets of other consumer durable goods, not elsewhere classified for the month December 2010 was 246.1.

Volume index of retail outlets of other consumer durable goods, not elsewhere classified for the month January 2011 was 235.6.

Year-on-year % change of volume of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month December 2010 was +103.9%.

Year-on-year % change of volume of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month January 2011 was +85.9%.

Volume index of department stores for the month December 2010 was 206.7.

Volume index of department stores for the month January 2011 was 194.8.

Year-on-year % change of volume of retail sales for department stores for the month December 2010 was +7.2%.

Year-on-year % change of volume of retail sales for department stores for the month January 2011 was +19.2%.

Volume index of retail outlets of jewellery, watches and clocks, and valuable gifts for the month December 2010 was 214.8.

Volume index of retail outlets of jewellery, watches and clocks, and valuable gifts for the month January 2011 was 227.0.

Year-on-year % change of volume of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month December 2010 was +24.7%.

Year-on-year % change of volume of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month January 2011 was +33.3%.

Volume index of retail outlets of other consumer goods for the month December 2010 was 163.6.

Volume index of retail outlets of other consumer goods for the month January 2011 was 191.3.

Year-on-year % change of volume of retail sales for retail outlets of other consumer goods for the month December 2010 was +14.3%.

Year-on-year % change of volume of retail sales for retail outlets of other consumer goods for the month January 2011 was +20.5%.

Volume index of retail outlets of books, newspapers, stationery and gifts for the month December 2010 was 106.1.

Volume index of retail outlets of books, newspapers, stationery and gifts for the month January 2011 was 123.9.

Year-on-year % change of volume of retail sales for retail outlets of books, newspapers, stationery and gifts for the month December 2010 was +6.5%.

Year-on-year % change of volume of retail sales for retail outlets of books, newspapers, stationery and gifts for the month January 2011 was +2.8%.

Volume index of retail outlets of chinese drugs and herbs for the month December 2010 was 143.4.

Volume index of retail outlets of chinese drugs and herbs for the month January 2011 was 159.1.

Year-on-year % change of volume of retail sales for retail outlets of chinese drugs and herbs for the month December 2010 was +4.1%.

Year-on-year % change of volume of retail sales for retail outlets of chinese drugs and herbs for the month January 2011 was +20.6%.

Volume index of optical shops for the month December 2010 was 118.6.

Volume index of optical shops for the month January 2011 was 128.5.

Year-on-year % change of volume of retail sales for optical shops for the month December 2010 was +5.1%.

Year-on-year % change of volume of retail sales for optical shops for the month January 2011 was +10.2%.

Volume index of retail outlets of medicines and cosmetics for the month December 2010 was 174.1.

Volume index of retail outlets of medicines and cosmetics for the month January 2011 was 206.8.

Year-on-year % change of volume of retail sales for retail outlets of medicines and cosmetics for the month December 2010 was +18.2%.

Year-on-year % change of volume of retail sales for retail outlets of medicines and cosmetics for the month January 2011 was +23.5%.

Volume index of retail outlets of other consumer goods, not elsewhere classified for the month December 2010 was 183.3.

Volume index of retail outlets of other consumer goods, not elsewhere classified for the month January 2011 was 214.0.

Year-on-year % change of volume of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month December 2010 was +15.0%.

Year-on-year % change of volume of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month January 2011 was +23.0%.

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 December 2010 was 124.7.

Volume index of retail outlets of supermarkets and supermarket sections of department stores for the month January 2011 was 134.9.

Year-on-year % change of volume of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month December 2010 was +8.9%.

Year-on-year % change of volume of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month January 2011 was +17.6%.

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

3. Figures for the month January 2011 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, November 2009 to January 2011

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 +5.0%.

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 +5.3%.

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 +5.4%.

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 +5.1%.

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 +4.2%.

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 +2.4%.

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 +1.4%.

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 +0.4%.

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 +1.9%.

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 +2.7%.

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 +5.2%.

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 +6.2%.

Year-on-year % change of volume of total retail sales for November 2010 was +15.4%.

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 +6.7%.

Year-on-year % change of volume of total retail sales for December 2010 was +16.0%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending December 2010 compared with the 3 months ending September 2010 was +5.8%.

Year-on-year % change of volume of total retail sales for January 2011 was +23.6%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending January 2011 compared with the 3 months ending October 2010 was +3.5%.

Notes:

1. Figures for the month December 2010 are revised figures.
2. Figures for the month January 2011 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.