

**Table 1 : Value index and value of retail sales by broad type of retail outlet
for September and October 2011**

Broad type of retail outlet	Value Index of Retail Sales (Points) (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100)		Value of Retail Sales ⁽²⁾ (HK\$ million)		Percentage Change (%)		
	Sep 2011 (Revised figures)	Oct 2011 (Provisional figures)	Sep 2011 (Revised figures)	Oct 2011 (Provisional figures)	Sep 2011 over Sep 2010	Oct 2011 over Oct 2010	Jan - Oct 2011 over Jan - Oct 2010
<u>All retail outlets</u>	120.5	132.3	31,177	34,214	+24.0	+23.1	+25.2
<u>By broad type of retail outlet</u>							
Food, alcoholic drinks and tobacco (other than supermarkets)	117.7	117.5	3,021	3,013	+2.8	+9.9	+6.9
• Fish, livestock and poultry, fresh or frozen	94.6	103.9	735	807	+4.7	+5.7	+3.6
• Fruits and vegetables, fresh	106.1	110.2	188	195	+0.5	+0.6	+2.1
• Bread, pastry, confectionery and biscuits	193.4	129.4	1,046	700	-1.8	+14.1	+11.7
• Other food, not elsewhere classified	78.4	114.6	534	781	-8.8	+0.6	-0.8
• Alcoholic drinks and tobacco	132.9	136.3	518	531	+30.2	+34.3	+21.9
Supermarkets⁽¹⁾	120.2	120.0	3,627	3,620	+15.5	+13.1	+12.3
Fuels	122.9	121.6	851	842	+15.0	+14.0	+15.4
Clothing, footwear and allied products	111.2	140.9	3,719	4,714	+32.9	+26.3	+29.2
• Wearing apparel	112.9	144.9	3,251	4,172	+35.7	+27.7	+29.8
• Footwear, allied products and other clothing accessories	100.6	116.6	468	542	+16.4	+16.1	+25.2
Consumer durable goods	135.7	135.3	5,442	5,426	+19.7	+20.2	+27.1
• Motor vehicles and parts	123.1	118.9	1,348	1,303	+22.1	+12.8	+12.6
• Electrical goods and photographic equipment	140.8	132.4	2,820	2,651	+25.8	+12.7	+31.4
• Furniture and fixtures	112.1	92.2	642	528	-2.2	-3.4	+8.3
• Other consumer durable goods, not elsewhere classified	186.1	277.8	633	944	+15.6	+104.9	+77.0
Department stores	105.9	123.9	2,782	3,256	+21.6	+17.4	+21.0
Jewellery, watches and clocks, and valuable gifts	146.8	164.8	6,907	7,752	+50.6	+47.5	+50.5
Other consumer goods	98.5	114.0	4,827	5,590	+17.9	+15.4	+17.3
• Books, newspapers, stationery and gifts	83.4	102.2	444	545	+0.8	+5.3	+4.8
• Chinese drugs and herbs	100.4	110.1	346	379	+6.3	+9.5	+14.6
• Optical shops	95.7	95.1	167	166	+15.3	+14.0	+15.7
• Medicines and cosmetics	104.9	119.1	2,036	2,311	+19.0	+16.5	+21.5
• Other consumer goods, not elsewhere classified	96.0	114.6	1,834	2,188	+24.5	+18.4	+17.2

(1) These figures do not include retail sales in supermarket sections of department stores. Supplementary statistics that include such sales are shown below :

<i>Supermarkets and supermarket sections of department stores</i>	<i>120.0</i>	<i>119.5</i>	<i>3,965</i>	<i>3,948</i>	<i>+15.4</i>	<i>+13.2</i>	<i>+12.3</i>
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(2) The sum of individual items might not add up to the respective total because of rounding.

Table 2 : Volume index of retail sales by broad type of retail outlet for September and October 2011

Broad type of retail outlet	Volume Index of Retail Sales (Points) (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100)		Percentage Change (%)		
	Sep 2011 (Revised figures)	Oct 2011 (Provisional figures)	Sep 2011 over Sep 2010	Oct 2011 over Oct 2010	Jan - Oct 2011 over Jan - Oct 2010
<u>All retail outlets</u>	111.7	121.7	+15.1	+15.0	+18.8
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	101.0	99.8	-9.6	-4.0	-4.5
• Fish, livestock and poultry, fresh or frozen	77.5	83.9	-12.7	-13.1	-10.1
• Fruits and vegetables, fresh	96.5	101.3	-4.1	-0.6	-3.4
• Bread, pastry, confectionery and biscuits	173.1	115.7	-9.3	+6.1	+3.5
• Other food, not elsewhere classified	68.0	99.4	-19.0	-10.3	-9.4
• Alcoholic drinks and tobacco	107.5	109.2	+6.2	+8.6	+3.1
Supermarkets⁽¹⁾	110.7	109.1	+7.4	+4.7	+5.0
Fuels	103.7	103.3	-0.9	+0.9	+1.4
Clothing, footwear and allied products	104.8	125.9	+21.1	+14.2	+20.2
• Wearing apparel	106.0	128.4	+23.0	+14.6	+20.2
• Footwear, allied products and other clothing accessories	97.0	110.5	+9.7	+11.3	+19.6
Consumer durable goods	141.2	142.0	+22.5	+23.5	+30.6
• Motor vehicles and parts	116.2	112.1	+16.1	+7.0	+8.0
• Electrical goods and photographic equipment	153.4	145.6	+33.1	+19.6	+39.2
• Furniture and fixtures	108.6	87.6	-4.4	-7.9	+5.7
• Other consumer durable goods, not elsewhere classified	204.1	309.2	+22.1	+117.5	+88.9
Department stores	100.8	115.0	+14.6	+10.9	+15.3
Jewellery, watches and clocks, and valuable gifts	122.3	139.5	+28.5	+31.0	+35.6
Other consumer goods	95.3	110.7	+14.4	+12.7	+16.3
• Books, newspapers, stationery and gifts	80.4	99.5	-2.3	+3.2	+3.0
• Chinese drugs and herbs	90.5	98.8	-1.9	+1.3	+6.5
• Optical shops	91.8	90.9	+11.1	+10.7	+12.5
• Medicines and cosmetics	100.8	115.5	+15.7	+14.9	+18.0
• Other consumer goods, not elsewhere classified	95.0	112.9	+21.7	+15.2	+20.3

(1) These figures do not include retail sales in supermarket sections of department stores. Supplementary statistics that include such sales are shown below :

<i>Supermarkets and supermarket sections of department stores</i>	<i>110.9</i>	<i>108.9</i>	<i>+7.4</i>	<i>+5.0</i>	<i>+5.3</i>
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Table 3 : Movement of the volume of total retail sales, August 2010 to October 2011

Original Series		Seasonally Adjusted Series		
Year / Month	Year-on-year rate of change (%)	3 months ending Year / Month	Compared with the 3 months ending Year / Month	Rate of change ⁽¹⁾⁽²⁾ (%)
2010 Aug	+14.9	2010 Aug	2010 May	+3.0
Sep	+15.8	Sep	Jun	+4.9
Oct	+19.2	Oct	Jul	+5.7
Nov	+15.1	Nov	Aug	+6.3
Dec	+16.0	Dec	Sep	+5.9
2011 Jan	+24.2	2011 Jan	Oct	+4.1
Feb	+4.8	Feb	Nov	+3.3
Mar	+20.6	Mar	Dec	+4.0
Apr	+21.9	Apr	2011 Jan	+5.4
May	+21.1	May	Feb	+7.4
Jun	+22.2	Jun	Mar	+5.6
Jul	+22.4	Jul	Apr	+5.3
Aug	+20.7	Aug	May	+3.5
Sep	+15.1	Sep	Jun	+2.8
Oct	+15.0*	Oct	Jul	+1.2*

* Provisional figures.

- (1) The rate of change is calculated by comparing the monthly average index for the 3-month period ending the month in question with that for the preceding 3-month period, e.g. the rate for the 3 months ending Jun. 2011 is the percentage change of the average monthly index for Apr., May and Jun. 2011 compared with the average monthly index for Jan., Feb. and Mar. 2011.
- (2) The seasonally adjusted series is compiled using the X-12 ARIMA method, which is a standard method applied in compiling seasonally adjusted statistical data series. For retail sales index, the seasonally adjusted series for the preceding three years are revised each year when the figures for January are published.