

**Table 1 : Value index and value of retail sales by broad type of retail outlet
for October and November 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 (%)		
	Oct 2011 (Revised figures)	Nov 2011 (Provisional figures)	Oct 2011 (Revised figures)	Nov 2011 (Provisional figures)	Oct 2011 over Oct 2010	Nov 2011 over Nov 2010	Jan - Nov 2011 over Jan - Nov 2010
<u>All retail outlets</u>	132.2	129.1	34,207	33,384	+23.0	+23.5	+25.0
<u>By broad type of retail outlet</u>							
Food, alcoholic drinks and tobacco (other than supermarkets)	117.5	107.8	3,013	2,766	+9.9	+5.6	+6.8
• Fish, livestock and poultry, fresh or frozen	103.9	95.4	807	741	+5.7	+2.1	+3.5
• Fruits and vegetables, fresh	110.2	77.1	195	136	+0.6	-0.8	+1.9
• Bread, pastry, confectionery and biscuits	129.4	105.1	700	569	+14.1	+5.7	+11.2
• Other food, not elsewhere classified	114.5	116.5	780	794	+0.6	-2.2	-1.0
• Alcoholic drinks and tobacco	136.3	135.1	531	526	+34.3	+29.5	+22.6
Supermarkets⁽¹⁾	120.0	113.3	3,620	3,420	+13.1	+12.6	+12.3
Fuels	121.6	119.7	842	830	+14.0	+13.5	+15.2
Clothing, footwear and allied products	140.5	129.6	4,701	4,336	+25.9	+23.0	+28.5
• Wearing apparel	144.4	129.5	4,159	3,730	+27.3	+23.9	+29.2
• Footwear, allied products and other clothing accessories	116.6	130.3	542	606	+16.1	+18.0	+24.5
Consumer durable goods	135.4	142.0	5,431	5,695	+20.3	+32.1	+27.6
• Motor vehicles and parts	118.9	125.3	1,303	1,372	+12.8	+16.4	+13.0
• Electrical goods and photographic equipment	132.6	133.1	2,656	2,666	+12.9	+26.7	+31.0
• Furniture and fixtures	92.2	112.6	528	644	-3.4	+8.1	+8.2
• Other consumer durable goods, not elsewhere classified	278.0	297.9	945	1,013	+105.1	+134.2	+83.0
Department stores	123.9	151.0	3,256	3,969	+17.4	+24.9	+21.4
Jewellery, watches and clocks, and valuable gifts	164.7	147.3	7,751	6,930	+47.5	+35.2	+49.0
Other consumer goods	114.1	110.9	5,592	5,439	+15.5	+20.7	+17.6
• Books, newspapers, stationery and gifts	102.2	94.4	545	503	+5.3	+7.7	+5.0
• Chinese drugs and herbs	110.2	101.3	380	349	+9.6	+9.8	+14.2
• Optical shops	95.1	97.7	166	171	+14.0	+14.9	+15.7
• Medicines and cosmetics	119.1	123.2	2,312	2,390	+16.5	+22.4	+21.6
• Other consumer goods, not elsewhere classified	114.6	106.1	2,190	2,026	+18.5	+24.9	+17.8

(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>119.5</i>	<i>114.5</i>	<i>3,948</i>	<i>3,781</i>	<i>+13.2</i>	<i>+13.4</i>	<i>+12.4</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 October and November 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 (%)		
	Oct 2011 (Revised figures)	Nov 2011 (Provisional figures)	Oct 2011 over Oct 2010	Nov 2011 over Nov 2010	Jan - Nov 2011 over Jan - Nov 2010
<u>All retail outlets</u>	121.7	118.7	+15.0	+16.9	+18.6
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	99.8	91.4	-4.0	-7.7	-4.8
• Fish, livestock and poultry, fresh or frozen	83.9	77.2	-13.1	-14.6	-10.4
• Fruits and vegetables, fresh	101.3	71.5	-0.6	-7.0	-3.7
• Bread, pastry, confectionery and biscuits	115.7	93.7	+6.1	-1.9	+3.1
• Other food, not elsewhere classified	99.3	101.1	-10.4	-11.9	-9.6
• Alcoholic drinks and tobacco	109.2	108.3	+8.6	+4.8	+3.2
Supermarkets⁽¹⁾	109.1	103.7	+4.7	+4.5	+5.0
Fuels	103.2	103.2	+0.9	+3.7	+1.6
Clothing, footwear and allied products	125.6	111.0	+13.9	+14.7	+19.6
• Wearing apparel	128.0	109.0	+14.2	+14.9	+19.7
• Footwear, allied products and other clothing accessories	110.6	123.7	+11.3	+13.4	+19.0
Consumer durable goods	142.2	149.5	+23.6	+36.4	+31.2
• Motor vehicles and parts	112.1	117.8	+7.0	+10.7	+8.2
• Electrical goods and photographic equipment	145.8	147.9	+19.8	+35.6	+38.9
• Furniture and fixtures	87.6	106.2	-7.9	+3.4	+5.5
• Other consumer durable goods, not elsewhere classified	309.5	333.8	+117.7	+149.1	+95.4
Department stores	115.0	138.3	+10.9	+19.1	+15.7
Jewellery, watches and clocks, and valuable gifts	139.5	125.0	+31.0	+21.3	+34.3
Other consumer goods	110.7	107.6	+12.7	+17.5	+16.4
• Books, newspapers, stationery and gifts	99.5	91.3	+3.2	+4.5	+3.1
• Chinese drugs and herbs	98.9	91.0	+1.3	+2.7	+6.2
• Optical shops	90.9	93.3	+10.7	+11.9	+12.5
• Medicines and cosmetics	115.5	120.0	+14.9	+21.7	+18.3
• Other consumer goods, not elsewhere classified	112.9	103.9	+15.3	+19.5	+20.2

(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>	108.9	104.8	+5.0	+5.5	+5.3
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Table 3 : Movement of the volume of total retail sales, September 2010 to November 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 Sep	+15.8	2010 Sep	2010 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
Nov	+16.9*	Nov	Aug	+0.7*

* 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.