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# *Report on Monthly Survey of Retail Sales*

*November 1983*

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According to the provisional survey results, the value of retail sales for the retail trade sector in November 1983 was estimated to be \$5,089 million. At 150, the overall retail sales value index increased by 1 point or 1% when compared with October 1983, and by 18 points or 14% when compared with November 1982. The overall retail sales volume index, at 106, was the same as those for October 1983 and November 1982 respectively.

2. Compared with October 1983, retail sales of clothing, footwear and allied products increased by 6% in value terms, and those of other consumer goods by 2%. The value of retail sales of foodstuffs, alcoholic drinks and tobacco; fuels; and consumer durables, however, decreased by 1%, 3% and 3% respectively. In volume terms, retail sales of foodstuffs, alcoholic drinks and tobacco; and clothing, footwear and allied products increased, each by 2%, while those of other consumer goods remained the same. The volume of retail sales of fuels and consumer durables dropped by 2% and 3% respectively.

3. Compared with November 1982, retail sales of fuels rose by 20% in value terms and 4% in volume terms, while those of other consumer goods increased by 16% and 2%, and of foodstuffs, alcoholic drinks and tobacco by 14% and 1% respectively. Retail sales of consumer durables, although showing an increase of 10% in value terms, dropped by 4% in volume terms. Retail sales of clothing, footwear and allied products went up by 5% in value terms but declined by 3% in volume terms.

4. Analysed by selected trades, retail sales of department stores increased in both value and volume terms when compared with October 1983. Retail sales of supermarkets and motor vehicles, on the other hand, declined in both value and volume terms. When compared with November 1982, however, retail sales of supermarkets increased significantly in value terms though only slightly in volume terms. Department stores showed a large increase in sales value but only a marginal rise in sales volume. Retail sales of motor vehicles dropped significantly in both value and volume terms.

5. Table 1 presents the revised figures for October 1983 and the provisional figures for November 1983 of total retail sales. Table 2 shows the value and volume indexes of retail sales by major trade groups and selected trades (which form part of the relevant major trade groups), with average monthly retail sales in 1980 taken as 100. Comparisons of the November results with those of the preceding month and the corresponding month in 1982 are also given.

**TABLE 1 : TOTAL RETAIL SALES**

Total Retail Sales for November 1983 (Provisional Figure) = HK\$5,089 million  
 for October 1983 (Revised Figure) = HK\$5,057 million

**TABLE 2 : VALUE AND VOLUME INDEXES OF RETAIL SALES FOR OCTOBER AND NOVEMBER 1983**

(Monthly average of 1980 = 100)

Item	Index of Retail Sales	October 1983	November 1983	November 1983 compared with October 1983		November 1983 compared with November 1982	
		(Revised figures)	(Provisional figures)	Points	%	Points	%
<b>(A) FOR ALL RETAIL TRADES</b>							
	Value	149	150	1	1	18	14
	Volume	106	106	same	same	same	same
<b>(B) BY MAJOR TRADE GROUPS</b>							
Foodstuffs, alcoholic drinks and tobacco	Value	150	148	-2	-1	18	14
	Volume	97	99	2	2	1	1
Fuels	Value	198	192	-6	-3	32	20
	Volume	125	122	-3	-2	5	4
Clothing, footwear and allied products	Value	158	168	10	6	8	5
	Volume	115	117	2	2	-4	-3
Consumer durables	Value	126	122	-4	-3	11	10
	Volume	96	93	-3	-3	-4	-4
Other consumer goods	Value	152	155	3	2	21	16
	Volume	112	112	same	same	2	2
<b>(C) BY SELECTED TRADES</b>							
Supermarkets	Value	229	214	-15	-7	43	25
	Volume	147	135	-12	-8	4	3
Motor vehicles	Value	59	53	-6	-10	-10	-16
	Volume	38	33	-5	-13	-13	-28
Department stores	Value	145	152	7	5	19	14
	Volume	107	110	3	3	1	1

- Notes :**
1. "Foodstuffs, alcoholic drinks and tobacco" includes "supermarkets".
  2. "Consumer durables" includes "motor vehicles".
  3. "Other consumer goods" includes "department stores".