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Report on Monthly Survey of Retail Sales

April 1984

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According to the provisional survey results, the value of sales for the retail trade sector in April 1984 was estimated to be \$5,402 million. At 159, the overall retail sales value index increased by 2 points or 1% when compared with March 1984, and by 27 points or 20% when compared with April 1983. The overall retail sales volume index, however, remained unchanged at 111 when compared with March 1984, but rose by 9 points or 9% when compared with April 1983.

2. Compared with March 1984, retail sales of clothing, footwear and allied products recorded the largest increase in both value and volume terms, at 6% and 3% respectively. Retail sales of consumer durables rose by 4% in value terms or by 2% in volume terms, while those of foodstuffs, alcoholic drinks and tobacco increased by 2% in value terms or by 1% in volume terms. On the other hand, retail sales of fuels decreased by 1% in value terms or by 2% in volume terms. Those of other consumer goods also went down by 2% in both value and volume terms.

3. Compared with April 1983, both clothing, footwear and allied products, and consumer durables recorded the largest increases in sales value, each at 30%. In terms of sales volume, clothing, footwear and allied products rose by 16% and consumer durables by 11%. Retail sales of other consumer goods increased by 19% in value terms or by 8% in volume terms. Those of foodstuffs, alcoholic drinks and tobacco rose by 16% in value terms or by 7% in volume terms. Fuels showed an increase of 8% in value terms but a decline of 1% in volume terms.

4. Analysed by selected trades, retail sales of motor vehicles increased substantially in both value and volume terms when compared with March 1984, while supermarkets and department stores recorded slight increases. Retail sales of consumer durables other than motor vehicles, however, dropped slightly in both value and volume terms. When compared with April 1983, retail sales of motor vehicles rose substantially in value terms and moderately in volume terms. Supermarkets, department stores and consumer durables other than motor vehicles also recorded large increases in value terms but smaller increases in volume terms.

5. The revised figure for March 1984 and the provisional figure for April 1984 of total sales are presented overleaf, and 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, are also tabulated. Comparisons of April 1984 results with those of March 1984 and April 1983 are also given.

Total Retail Sales for April 1984 (Provisional Figure) = HK\$5,402 million
for March 1984 (Revised Figure) = HK\$5,346 million

VALUE AND VOLUME INDEXES OF RETAIL SALES
FOR March and April 1984

(Monthly average of 1980 = 100)

Item	Index of Retail Sales	March 1984	April 1984	April 1984 compared with March 1984		April 1984 compared with April 1983	
		(Revised figures)	(Provisional figures)	Points	%	Points	%
(A) <u>FOR ALL RETAIL TRADES</u>							
	Value	157	159	2	1	27	20
	Volume	111	111	*	*	9	9
(B) <u>BY MAJOR TRADE GROUPS</u>							
Foodstuffs, alcoholic drinks and tobacco	Value	168	171	3	2	23	16
	Volume	109	110	1	1	7	7
Fuels	Value	190	187	-3	-1	15	8
	Volume	122	120	-2	-2	-1	-1
Clothing, footwear and allied products	Value	175	186	11	6	43	30
	Volume	121	125	4	3	17	16
Consumer durables	Value	142	148	6	4	34	30
	Volume	108	110	2	2	11	11
Other consumer goods	Value	153	150	-3	-2	24	19
	Volume	110	108	-2	-2	8	8
(C) <u>BY SELECTED TRADES</u>							
Supermarkets	Value	260	265	5	2	67	34
	Volume	160	162	2	1	23	16
Motor vehicles	Value	45	67	22	48	23	53
	Volume	28	41	13	47	11	35
Consumer durables other than motor vehicles	Value	208	204	-4	-2	41	25
	Volume	164	158	-6	-3	11	8
Department stores	Value	138	139	1	1	31	29
	Volume	99	100	1	1	15	17

- Notes :
1. "Foodstuffs, alcoholic drinks and tobacco" includes "supermarkets".
 2. "Consumer durables" includes "motor vehicles".
 3. "Other consumer goods" includes "department stores".
 4. Figures denoting changes are derived from the unrounded index figures.
 5. * denotes no change.