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Report on Monthly Survey of Retail Sales

June 1996

Census & Statistics Department, Hong Kong

According to the provisional survey results, the value of total retail sales in June 1996, estimated at $17.5 billion, increased by 6% when compared with June 1995. After discounting the effect of price changes over the period, total retail sales increased by 1% in volume.

2. Compared with a year ago, sales in department stores increased by 12% in value and 7% in volume. Sales in supermarkets also went up by 9% in value and 3% in volume.

3. Concurrently, sales of some other commodities also recorded increases in both value and volume terms. These included motor vehicles (3% in both value and volume); consumer durable goods other than motor vehicles (4% in value and 3% in volume); miscellaneous consumer goods (8% in value and 2% in volume); clothing and footwear (9% in value and 2% in volume); and food, alcoholic drinks and tobacco (6% in value and 1% in volume).
4. On the other hand, sales of jewellery, watches and clocks and valuable gifts registered 1% increase in value but 2% decline in volume. Sales of fuels decreased by 6% in value and 13% in volume.

5. Compared with May 1996 (but bearing in mind that this comparison is affected by seasonal factors), total retail sales in June 1996 decreased by 2% in both value and volume.

6. Comparing the period from January to June 1996 with the same period in 1995, total retail sales rose by 5% in value and 0.4% in volume.

7. The volume of retail sales is derived from the value of retail sales after adjusting for price changes. The relevant components of the Consumer Price Index are used as deflators.

8. It should be noted that the retail sales statistics shown in this report are outlet statistics and not commodity statistics. Hence, for example, statistics on "clothing, footwear and allied products" do not relate to the total sales of clothing, footwear and allied products, but to the total sales in those shops selling such commodities either as the principal items or the only items. Sales figures for those outlets may therefore include other commodities. Conversely, some sales of clothing, footwear and allied products may have been subsumed in the sales figures for other outlets (such as supermarkets, where some minor clothing and footwear items are also available).

9. With the existing outlet classification, the overlapping of commodity coverage among the different outlet types should not be considerable in most cases. However, in the case of department stores, because of the very nature of their operating characteristics, there is a much greater overlapping with the other outlet types, in terms of commodity coverage. Care should be taken about this fact when interpreting the sales statistics shown in this report.

10. Table 1 presents the revised total retail sales figure for May 1996 and the provisional figure for June 1996. Table 2 shows the value and volume indices of retail sales in June 1995, May 1996 and June 1996 for all retail outlets and by type of retail outlets, with average retail sales from October 1994 to September 1995 taken as 100. Comparisons of the June 1996 results with those for May 1996 and those for June 1995, as well as comparison of retail sales in the period from January to June of 1996 with the same period in 1995 are also given. Graphs 1 and 2 depict, respectively, the movements of the value and volume indices of total retail sales from October 1994 to June 1996 and the seasonally adjusted indices and trends from October 1994 to June 1996.
根據統計調查的臨時結果顯示，九六年六月份零售業總零售價值，估計為一百七十五億元，與九五年同月比較上升百分之六。扣除期間價格升幅後，九六年六月份總零售量，與去年同月比較上升百分之一。

2．與上年比較，百貨公司貨品的零售價值和零售量分別上升百分之十二和百分之七。超級市場貨品的零售價值和零售量亦分別上升百分之九和百分之三。

3．同時，一些其他商品的銷售額及數量亦錄得升幅，包括汽車（零售價值和零售量均上升百分之三）、除汽車外的其他耐用消費品（零售價值和零售量分別上升百分之四和百分之三）、雜項消費品（零售價值和零售量分別上升百分之八和百分之二）、衣物鞋類（零售價值和零售量分別上升百分之九和百分之二）及食品和煙酒類（零售價值和零售量分別上升百分之六和百分之一）。

4．另一方面，珠寶首飾和鐘錶的零售價值則錄得百分之一的升幅，但零售量卻下跌百分之二。此外，燃料的零售價值和零售量分別下跌百分之六和百分之十三。

5．與九六年五月比較（但要注意，這比較是受季節性因素影響），九六年六月份總零售價值及零售量均下跌百分之二。

6．與九五年同期比較，九六年一月至六月期間總零售價值和零售量分別上升百分之五和百分之零點四。

7．零售量是將零售價值內的物價變動因素扣除後所得，所用的物價平減指數是從消費者物價指數內相關的項目選取。

8．本報告書內所顯示的零售統計數字，為各類商店的銷售統計而不是各類商品的統計。舉例來說，以「衣物、鞋類及有關製品」而言，其數字並非指衣物鞋類及有關製品的總銷售額，而是指專營這種類商品或以這種類商品為主要貨品的商店之總銷售額。故此，這些商店的銷售數字是可能包括其他商品。反過來說，亦有部份衣物、鞋類及有關製品的銷售額可能已包括在其他商店類別的銷售數字內（例如超級市場內也有少量的衣物、鞋類等製品出售）。

9．根據現時的商店分類法，不同類別的商店所銷售的商品種類範圍，重疊程度多數不大。然而，百貨公司的情況不同，基於其經營方式，所售的商品種類，亦會同時包括在其他類別的商店所銷售的商品範圍內，重疊程度較大。在闡析本報告書內的銷售數字時要特別留意這點。
10. 附表一列出九六年五月份的修訂總零售數字和九六年六月份的臨時數字。附表二列出九五年六月、九六年五月及九六年六月份所有零售商及各零售商類別的零售價值和零售量指數，其中以一九九四年十月至九五年九月期內的每月平均指數定為一百。同時該表亦列出九六年六月份，分別與九六年五月份和九五年六月份數字的比較，以及九六年一月至六月和九五年同期的零售數字比較。圖一及圖二分別顯示由一九九四年十月至一九九六年六月的總零售價值和零售量指數的變動，及由一九九四年十月至一九九六年六月的經季節性調整指數和趨勢線。
### TABLE 1: TOTAL RETAIL SALES

<table>
<thead>
<tr>
<th></th>
<th>六月估值</th>
<th>六月修正</th>
<th>五月估值</th>
<th>五月修正</th>
<th>百萬港元</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail Sales for June 1996</td>
<td>17,514.5</td>
<td>HK$ million</td>
<td>Total Retail Sales for May 1996</td>
<td>17,833.2</td>
<td>百萬港元</td>
</tr>
</tbody>
</table>

### TABLE 2: VALUE AND VOLUME INDICES OF RETAIL SALES FOR JUNE 1995, MAY AND JUNE 1996

<table>
<thead>
<tr>
<th>Type of Outlet</th>
<th>商場類別</th>
<th>Value</th>
<th>Volume</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A) FOR ALL RETAIL OUTLETS</td>
<td>所有零售商</td>
<td>HK$ million</td>
<td>HK$ million</td>
<td>HK$ million</td>
</tr>
<tr>
<td>Food, alcoholic drinks and tobacco</td>
<td>食品、酒類飲品</td>
<td>Value</td>
<td>Volume</td>
<td>HK$ million</td>
</tr>
<tr>
<td>(other than supermarkets)</td>
<td>(其他市場外)</td>
<td>HK$ million</td>
<td>HK$ million</td>
<td>HK$ million</td>
</tr>
<tr>
<td>Supermarkets</td>
<td>超級市場</td>
<td>HK$ million</td>
<td>HK$ million</td>
<td>HK$ million</td>
</tr>
<tr>
<td>Fuels</td>
<td>燃料</td>
<td>HK$ million</td>
<td>HK$ million</td>
<td>HK$ million</td>
</tr>
<tr>
<td>Clothing, footwear and allied products</td>
<td>衣物、鞋類及</td>
<td>HK$ million</td>
<td>HK$ million</td>
<td>HK$ million</td>
</tr>
<tr>
<td>Consumer durable goods</td>
<td>耐用消費品</td>
<td>HK$ million</td>
<td>HK$ million</td>
<td>HK$ million</td>
</tr>
<tr>
<td>- Motor vehicles and parts</td>
<td>汽車及汽車零件</td>
<td>HK$ million</td>
<td>HK$ million</td>
<td>HK$ million</td>
</tr>
<tr>
<td>- Consumer durable goods other than motor vehicles and parts</td>
<td>汽車及汽車外之耐用消費品</td>
<td>HK$ million</td>
<td>HK$ million</td>
<td>HK$ million</td>
</tr>
<tr>
<td>Department stores</td>
<td>百貨公司</td>
<td>HK$ million</td>
<td>HK$ million</td>
<td>HK$ million</td>
</tr>
<tr>
<td>Jewellery, watches and clocks, and valuable gifts</td>
<td>珠寶首飾、鐘錶和名貴禮品</td>
<td>HK$ million</td>
<td>HK$ million</td>
<td>HK$ million</td>
</tr>
<tr>
<td>Other consumer goods not elsewhere classified</td>
<td>其他未分類</td>
<td>HK$ million</td>
<td>HK$ million</td>
<td>HK$ million</td>
</tr>
</tbody>
</table>

**Notes:**
- **(%)** Not including supermarkets operating in department stores. See paragraph 8 of the report.
- The underlined figures were rounded up to 5.

**注意:**
- **(%)** 不包括百貨公司內超級市場。見報告第八段。
- 字下有橫線者乃由四舍而來。
(1) Value Indices of Total Retail Sales
總零售價值指數
(Monthly average of Oct.94-Sept.95=100)
(九四年至九五年九月內每月平均指數 = 100)

(2) Volume Indices of Total Retail Sales
總零售量指數
(Monthly average of Oct.94-Sept.95=100)
(九四年至九五年九月內每月平均指數 = 100)

Note: The seasonally adjusted value and volume indices and Henderson trends are compiled using the X-11 variant seasonal adjustment program of the U.S. Bureau of the Census.
備註：經季節性調整後的零售價值和零售量指數及Henderson趨勢線是根據美國商務部普查局的X-11變量季節性
調整程式編製而成。