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Report on Monthly Survey of Retail Sales

August 1996

Census and Statistics Department
Hong Kong

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According to the provisional survey results, the value of total retail sales in August 1996, estimated at $19.1 billion, increased by 5% when compared with August 1995. After discounting the effect of price changes over the period, total retail sales increased by 1.5% in volume.
2. Compared with a year ago, sales of consumer durable goods other than motor vehicles went up by 9% in value and 8% in volume. Sales of motor vehicles also increased by 8% in value and 7% in volume, albeit at decelerated rates compared with those recorded in July 1996.

3. Concurrently, sales of most other commodities also recorded increases of various magnitudes in both value and volume terms. These included miscellaneous consumer goods (12% in value and 6% in volume); jewellery, watches and clocks and valuable gifts (4% in value and 2% in volume); and clothing and footwear (9% in value and 1% in volume). Sales in department stores also rose by 5% in value and 1% in volume.

4. On the other hand, sales in supermarkets went up by 5% in value, but decreased by 1% in volume.

5. Besides, sales of food, alcoholic drinks and tobacco decreased by 8% in value and 6% in volume. These were partly attributable to less sales of mooncakes in August 1996, as the Mid-Autumn Festival took place in late September this year but early September last year. Sales of fuels continued to show a decline, by 13% in value and 18% in volume, as a result of shift in consumers' preference towards direct purchase from major fuels suppliers.

6. Compared with July 1996 (but bearing in mind that this comparison is affected by seasonal factors), total retail sales in August 1996 increased by 1% in both value and volume.

7. Comparing the period from January to August 1996 with the same period in 1995, total retail sales rose by 6% in value and 1% in volume.

2. 與上年比較，除汽車外的耐用消費品的零售價值和零售量分別上升百分之九和百分之八。汽車的零售價值和零售量亦分別上升百分之八和百分之七，但較今年七月份所錄得的升幅緩慢。

3. 同時，大部份其他商品的銷售額及數量亦錄得不同程度的升幅，包括雜項消費品（零售價值和零售量分別上升百分之十二和百分之六），珠寶首飾和鐘錶（零售價值和零售量分別上升百分之四和百分之二）及衣物鞋類（零售價值和零售量分別上升百分之九和百分之二）。百貨公司貨品的零售價值和零售量亦分別上升百分之五和百分之三。

4. 另一方面，超級市場貨品的零售價值上升百分之五，但零售量則下跌百分之二。

5. 此外，食品和煙酒類的零售價值和零售量則分別下跌百分之八和百分之六。部份原因是由於今年中秋節在九月底而去年則在九月初，故今年八月份的月餅銷售較去年少。燃料的銷售則受到消費者轉向主要燃料供應商直接購買氣體燃料的趨勢影響，持續下降，零售價值和零售量分別下跌百分之十三和百分之十八。

6. 與九六年七月比較（但要注意，這比較是受季節性因素影響），九六年八月份總零售價值及零售量均上升百分之三。

7. 與九五年同期比較，九六年一月至八月期間總零售價值和零售量分別上升百分之六和百分之五。
8. 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.

9. 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).

10. 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.
11. Table 1 presents the revised total retail sales figure for July 1996 and the provisional figure for August 1996. Table 2 shows the value and volume indices of retail sales in August 1995, July 1996 and August 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 August 1996 results with those for July 1996 and those for August 1995, as well as comparison of retail sales in the period from January to August 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 August 1996 and the seasonally adjusted indices and trends from October 1994 to August 1996.
### TABLE 1: TOTAL RETAIL SALES

<table>
<thead>
<tr>
<th></th>
<th>HK$ million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail Sales for August 1996 (Provisional Figure)</td>
<td>19,148.2</td>
</tr>
<tr>
<td>Total Retail Sales for July 1996 (Revised Figure)</td>
<td>19,049.5</td>
</tr>
</tbody>
</table>

### TABLE 2: VALUE AND VOLUME INDICES OF RETAIL SALES FOR AUGUST 1995, JULY AND AUGUST 1996

<table>
<thead>
<tr>
<th>Type of Index</th>
<th>Type of Outlets</th>
<th>August 1995 (Revised Figures)</th>
<th>July 1996 (Revised Figures)</th>
<th>August 1996 (Provisional Figures)</th>
<th>% Change Compared with</th>
<th>% Change Compared with</th>
<th>% Change Compared with</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>（食品類別）</td>
<td>104.8</td>
<td>109.7</td>
<td>110.3</td>
<td>+0.5</td>
<td>+5.2</td>
<td>+5.7</td>
</tr>
<tr>
<td>Volume</td>
<td>（超級市場除外）</td>
<td>103.2</td>
<td>103.9</td>
<td>104.8</td>
<td>+0.9</td>
<td>+1.5</td>
<td>+0.9</td>
</tr>
</tbody>
</table>

### Notes:
1. Not including supermarkets operating in department stores. See paragraph 9 of the report.
2. The underlined figures were rounded up to 5.

### 註
1. 不包括百貨公司內超級市場。參考報告書內第九段。
2. 字下有標線者乃由位數而來。

- 5 -
Chart 1: Value Indices of Total Retail Sales

( Monthly average of October 1994-September 1995 = 100)

Chart 2: Volume Indices of Total Retail Sales

( Monthly average of October 1994-September 1995 = 100)

Note: The seasonally adjusted value and volume indices and Henderson trends are compiled using the X-11 variant seasonal adjustment program of the Bureau of the Census, U.S. Department of Commerce.

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變量季節性調整程序編製而成。