

食肆的收入及購貨額 按季統計調查報告

Report on Quarterly Survey of Restaurant Receipts and Purchases

2014 年第 4 季
4th Quarter 2014



香港特別行政區 政府統計處
Census and Statistics Department
Hong Kong Special Administrative Region

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有關本刊物的查詢，請聯絡：

政府統計處 經銷服務統計組

地址：香港新界葵芳興芳路223號新都會廣場1座11樓

電話：(852) 2123 1040 圖文傳真：(852) 2123 1036

電郵：qsr@censtatd.gov.hk

Enquiries about this publication can be directed to :

Distribution Services Statistics Section, Census and Statistics Department

Address : 11/F Metroplaza Tower 1, 223 Hing Fong Road, Kwai Fong,
New Territories, Hong Kong.

Tel. : (852) 2123 1040 Fax : (852) 2123 1036

E-mail : qsr@censtatd.gov.hk

政府統計處網站 Website of the Census and Statistics Department

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引言

1. 食肆收益及購貨額統計數字是從「食肆的收入及購貨額按季統計調查」搜集的數據編製，用來量度消費者在香港餐飲服務的消費水平及趨勢。

2. 食肆的分類是採用「香港標準行業分類」。該行業分類用於各經濟統計調查，把經濟單位撥歸不同的行業類別。本報告內把香港所有食肆歸納為 5 個主要類別，包括：

- (i) 中式餐館；
- (ii) 非中式餐館；
- (iii) 快餐店；
- (iv) 酒吧；以及
- (v) 其他飲食場所。

3. 政府統計處在 2008 年 10 月推行新的「香港標準行業分類 2.0 版」後，「食肆的收入及購貨額按季統計調查」已作出改變，採用新行業分類編製食肆收益及購貨額統計數字。由 2009 年第 1 季起，所有食肆收益及購貨額統計數字均按「香港標準行業分類 2.0 版」編製。

4. 為方便加深了解飲食業的短期業務表現，本刊物亦發布有關季度內個別月份的食肆收益及購貨額統計數字。

Introduction

1. The Quarterly Survey of Restaurant Receipts and Purchases (QSR) collects data for compiling restaurant receipts and purchases statistics, for gauging the level and trend of consumer spending on catering services in Hong Kong.

2. The classification of restaurants follows the Hong Kong Standard Industrial Classification (HSIC), which is used in various economic surveys for classifying economic units into different industry classes. In this report, all restaurants in Hong Kong have been grouped into 5 broad types, including :

- (i) Chinese restaurants;
- (ii) non-Chinese restaurants;
- (iii) fast food shops;
- (iv) bars; and
- (v) other eating and drinking places.

3. Upon the implementation of the new HSIC Version 2.0 by the Census and Statistics Department in October 2008, the QSR has been enhanced to adopt the new classification in compiling the restaurant receipts and purchases statistics. Starting from the reference quarter of Q1 2009, all the restaurant receipts and purchases statistics are compiled based on the HSIC Version 2.0.

4. To facilitate better understanding of the short-term business performance of the restaurants sector, statistics in respect of the restaurant receipts and purchases in individual months of the reference quarter are also published.

概況

5. 根據「食肆的收入及購貨額按季統計調查」，2014年第4季的**食肆總收益價值**臨時估計為258億元，按年上升1.7%。同期間，**食肆購貨總額**臨時估計為88億元，按年下跌1.2%。

6. 扣除期間價格變動的影響後，2014年第4季的食肆總收益以數量計比去年同期下跌2.8%。

7. 按食肆類別分析，2014年第4季與2013年第4季比較，**中式餐館**的總收益以價值計及數量計分別下跌0.5%及5.0%。**非中式餐館**的總收益以價值計上升3.1%，但以數量計則下跌1.0%。**快餐店**的總收益以價值計上升3.4%，但以數量計則下跌1.4%。**雜類飲食場所**的總收益以價值計及數量計分別上升9.3%及4.2%。而**酒吧**的總收益以價值計及數量計分別下跌4.1%及6.8%。

8. 2014年第4季與上季比較，經季節性調整的食肆總收益以價值計下跌2.6%，以數量計則下跌3.6%。

9. 2014年全年的食肆總收益價值臨時估計為1,004億元。與2013年全年比較，以價值計上升3.5%，但以數量計則下跌1.0%。同期間，食肆購貨總額臨時估計為344億元，按年上升2.2%。

General observations

5. According to the QSR, the **value of total receipts of the restaurants sector** in the fourth quarter of 2014, provisionally estimated at \$25.8 billion, increased by 1.7% over a year earlier. Over the same period, the provisional **value of total purchases by restaurants** decreased by 1.2% to \$8.8 billion.

6. After netting out the effect of price changes over the same period, the volume of total restaurant receipts fell by 2.8% in the fourth quarter of 2014 compared with a year earlier.

7. Analysed by type of restaurant and comparing the fourth quarter of 2014 with the fourth quarter of 2013, total receipts of **Chinese restaurants** decreased by 0.5% in value and 5.0% in volume. Total receipts of **non-Chinese restaurants** increased by 3.1% in value but decreased by 1.0% in volume. Total receipts of **fast food shops** increased by 3.4% in value but decreased by 1.4% in volume. Total receipts of **miscellaneous eating and drinking places** increased by 9.3% in value and 4.2% in volume. As for **bars**, total receipts decreased by 4.1% in value and 6.8% in volume.

8. Based on the seasonally adjusted series, the value of total restaurant receipts decreased by 2.6% in the fourth quarter of 2014 compared with the preceding quarter, while the volume of total restaurant receipts decreased by 3.6%.

9. For 2014 as a whole, the value of total receipts of the restaurants sector was provisionally estimated at \$100.4 billion, representing an increase of 3.5% in value but a decrease of 1.0% in volume compared with the whole year of 2013. Over the same period, the provisional value of total purchases by restaurants increased by 2.2% to \$34.4 billion.

10. 按食肆類別分析，2014 年全年與 2013 年全年比較，**中式餐館**的總收益以價值計上升 1.8%，但以數量計則下跌 2.8%。**非中式餐館**的總收益以價值計及數量計分別上升 5.0%及 1.3%。**快餐店**的總收益以價值計上升 4.0%，但以數量計則下跌 0.9%。**雜類飲食場所**的總收益以價值計及數量計分別上升 8.2%及 3.1%。而**酒吧**的總收益以價值計上升 2.3%，但以數量計則下跌 2.4%。

11. 按月份分析，2014 年 10 月、11 月及 12 月的食肆總收益價值臨時估計分別為 82 億元、84 億元及 92 億元。2014 年 10 月、11 月及 12 月的食肆購貨總額臨時估計則分別為 28 億元、28 億元及 31 億元。

12. 扣除價格變動的影響後，2014 年 10 月、11 月及 12 月與 2013 年同月比較，食肆的總收益以數量計分別下跌 4.2%、2.7%及 1.5%。

13. 表 1 列出 2013 年第 4 季至 2014 年第 4 季按食肆類別劃分的食肆收益價值及食肆購貨總額。

14. 表 2 列出 2013 年第 4 季至 2014 年第 4 季按食肆類別劃分的食肆收益價值指數。價值指數以 2009 年 10 月至 2010 年 9 月期內的平均食肆收益價值指數定為 100。

10. Analysed by type of restaurant and comparing the whole year of 2014 with the whole year of 2013, total receipts of **Chinese restaurants** increased by 1.8% in value but decreased by 2.8% in volume. Total receipts of **non-Chinese restaurants** increased by 5.0% in value and 1.3% in volume. Total receipts of **fast food shops** increased by 4.0% in value but decreased by 0.9% in volume. Total receipts of **miscellaneous eating and drinking places** increased by 8.2% in value and 3.1% in volume. As for **bars**, total receipts increased by 2.3% in value but decreased by 2.4% in volume.

11. Analysed by month, the value of total receipts of the restaurants sector was provisionally estimated at \$8.2 billion, \$8.4 billion and \$9.2 billion respectively in October, November and December 2014. The provisional value of total purchases by restaurants was \$2.8 billion, \$2.8 billion and \$3.1 billion respectively in October, November and December 2014.

12. After discounting the effect of price changes, total restaurant receipts decreased by 4.2%, 2.7% and 1.5% in volume respectively in October, November and December 2014 compared with a year earlier.

13. Table 1 presents the figures of restaurant receipts by type of restaurant and total restaurant purchases by the restaurants sector from Q4 2013 to Q4 2014.

14. Table 2 presents the value indices of restaurant receipts by type of restaurant from Q4 2013 to Q4 2014, with the average value index of restaurant receipts from October 2009 to September 2010 taken as 100.

15. 表 3 列出 2013 年第 4 季至 2014 年第 4 季按食肆類別劃分的食肆收益數量指數。數量指數以 2009 年 10 月至 2010 年 9 月期內的平均食肆收益數量指數定為 100。

16. 表 4 列出 2012 第 1 季至 2014 年第 4 季食肆總收益價值及數量以原來季度數列計算的按年變動百分率，及以經季節性調整數列計算的按季變動百分率。

17. 圖 1 顯示由 2012 年第 1 季至 2014 年第 4 季按季食肆總收益價值指數的變動，及其經季節性調整指數。

18. 圖 2 顯示由 2012 第 1 季至 2014 年第 4 季按季食肆總收益數量指數的變動，及其經季節性調整指數。

19. 圖 3 顯示由 2013 年 10 月至 2014 年 12 月按月食肆總收益價值和數量指數的變動。

15. Table 3 presents the volume indices of restaurant receipts by type of restaurant from Q4 2013 to Q4 2014, with the average volume index of restaurant receipts from October 2009 to September 2010 taken as 100.

16. Table 4 presents the year-on-year rate of change in total restaurant receipts in value and volume terms based on the original quarterly series, as well as the quarter-to-quarter rate of change based on the seasonally adjusted series from Q1 2012 to Q4 2014.

17. Chart 1 depicts the movement of the quarterly value index of total restaurant receipts and its seasonally adjusted index from Q1 2012 to Q4 2014.

18. Chart 2 depicts the movement of the quarterly volume index of total restaurant receipts and its seasonally adjusted index from Q1 2012 to Q4 2014.

19. Chart 3 depicts the movement of the monthly value and volume indices of total restaurant receipts from October 2013 to December 2014.

表 1 : 2013年第4季至2014年第4季的食肆收益及食肆購貨價值

Table 1 : Value of restaurant receipts and restaurant purchases, 4th quarter of 2013 to 4th quarter of 2014

百萬港元

HK\$ million

期間 Period	按食肆類別劃分的食肆收益 Restaurant receipts by type of restaurant					食肆總收益 Total restaurant receipts	食肆購貨總額 Total restaurant purchases
	中式餐館 Chinese restaurants	非中式餐館 Non-Chinese restaurants	快餐店 Fast food shops	酒吧 Bars	其他飲食場所 Other eating and drinking places		
2013 第 4 季 Q4	12,119	6,986	4,350	429	1,464	25,348	8,873
2014 第 1 季 Q1	11,611	7,261	4,443	352	1,544	25,211	8,636
第 2 季 Q2	10,882	6,788	4,438	412	1,510	24,030	8,298
第 3 季 Q3	11,963	7,158	4,320	394	1,542	25,377	8,711
第 4 季 Q4 *	12,057	7,201	4,499	411	1,600	25,769	8,765
2013 10 月 Oct	3,833	2,291	1,466	147	478	8,215	2,877
11 月 Nov	3,920	2,246	1,418	142	475	8,202	2,894
12 月 Dec	4,365	2,449	1,466	140	511	8,931	3,102
2014 1 月 Jan	4,321	2,511	1,551	117	533	9,032	3,172
2 月 Feb	3,675	2,255	1,386	109	474	7,899	2,616
3 月 Mar	3,615	2,495	1,506	126	538	8,280	2,848
4 月 Apr	3,387	2,208	1,443	131	504	7,673	2,675
5 月 May	3,791	2,290	1,513	144	510	8,248	2,851
6 月 Jun	3,704	2,290	1,482	137	495	8,109	2,772
7 月 Jul	3,906	2,402	1,489	130	514	8,443	2,891
8 月 Aug	4,114	2,472	1,418	133	525	8,663	2,945
9 月 Sep	3,943	2,283	1,412	130	502	8,271	2,875
10 月 Oct *	3,740	2,320	1,507	137	520	8,225	2,802
11 月 Nov *	3,918	2,326	1,464	135	516	8,360	2,832
12 月 Dec *	4,399	2,554	1,529	139	563	9,184	3,132
2014 全年 Q1-4 *	46,513	28,408	17,700	1,569	6,196	100,386	34,409

註釋 : * 臨時數字。

Notes : * Provisional figures.

(1) 由於進位關係，個別項目的數字加起來可能與相應總數略有出入。

(1) The sum of individual items might not add up to the respective total because of rounding.

表 2 : 2013年第4季至2014年第4季按食肆類別劃分的食肆收益價值指數（2009年10月至2010年9月期內的平均指數 = 100）

Table 2 : Value index of restaurant receipts by type of restaurant, 4th quarter of 2013 to 4th quarter of 2014 (Average index from Oct. 2009 to Sep. 2010 = 100)

期間 Period	食肆類別 Type of restaurant										所有食肆 All restaurants	
	中式餐館 Chinese restaurants		非中式餐館 Non-Chinese restaurants		快餐店 Fast food shops		酒吧 Bars		其他飲食場所 Other eating and drinking places			
	價值指數 Value Index	按年變動 百分率 Year-on-year % change	價值指數 Value Index	按年變動 百分率 Year-on-year % change	價值指數 Value Index	按年變動 百分率 Year-on-year % change	價值指數 Value Index	按年變動 百分率 Year-on-year % change	價值指數 Value Index	按年變動 百分率 Year-on-year % change	價值指數 Value Index	按年變動 百分率 Year-on-year % change
2013 第 4 季 Q4	120.5	-2.2	122.0	+6.2	124.4	+4.6	125.8	+8.6	136.6	+9.9	122.5	+2.0
2014 第 1 季 Q1	115.4	+1.4	126.8	+4.5	127.0	+6.1	103.3	-1.2	144.1	+10.3	121.8	+3.6
第 2 季 Q2	108.2	+1.7	118.5	+5.0	126.9	+4.9	120.8	+9.8	140.8	+9.1	116.1	+3.8
第 3 季 Q3	118.9	+4.7	125.0	+7.6	123.5	+1.5	115.7	+5.3	143.8	+4.5	122.6	+4.9
第 4 季 Q4 *	119.9	-0.5	125.8	+3.1	128.7	+3.4	120.7	-4.1	149.2	+9.3	124.5	+1.7
2013 10月 Oct	114.3	-2.1	120.0	+7.7	125.8	+5.5	129.2	+14.8	133.7	+10.9	119.1	+2.8
11月 Nov	116.9	-1.5	117.7	+7.6	121.7	+5.0	125.1	+10.4	132.9	+9.8	118.9	+2.8
12月 Dec	130.2	-2.8	128.3	+3.7	125.7	+3.4	123.2	+1.1	143.1	+9.2	129.5	+0.6
2014 1月 Jan	128.9	+10.5	131.5	+7.7	133.0	+9.2	103.0	+1.5	149.0	+12.0	130.9	+9.4
2月 Feb	109.6	-4.7	118.2	+4.1	118.9	+2.9	95.7	+2.3	132.6	+8.2	114.5	-0.2
3月 Mar	107.8	-1.8	130.7	+1.9	129.2	+6.1	111.2	-6.3	150.5	+10.6	120.0	+1.4
4月 Apr	101.0	+0.1	115.7	+5.9	123.8	+5.1	115.0	+4.8	141.1	+11.1	111.2	+3.4
5月 May	113.1	+3.5	120.0	+4.6	129.8	+5.5	126.5	+14.5	142.8	+8.2	119.6	+4.6
6月 Jun	110.5	+1.5	120.0	+4.6	127.2	+4.1	121.0	+9.9	138.4	+8.1	117.5	+3.3
7月 Jul	116.5	+3.5	125.9	+8.1	127.8	+4.0	114.7	+7.0	143.9	+4.8	122.4	+5.0
8月 Aug	122.7	+7.1	129.5	+8.2	121.7	-0.6	117.4	+2.2	146.9	+4.3	125.6	+5.8
9月 Sep	117.6	+3.4	119.6	+6.5	121.1	+1.0	114.9	+6.9	140.6	+4.3	119.9	+3.9
10月 Oct *	111.5	-2.4	121.6	+1.3	129.3	+2.8	120.6	-6.7	145.6	+8.9	119.2	+0.1
11月 Nov *	116.9	-0.1	121.9	+3.6	125.6	+3.2	118.8	-5.1	144.5	+8.7	121.2	+1.9
12月 Dec *	131.2	+0.8	133.8	+4.3	131.1	+4.3	122.8	-0.3	157.6	+10.1	133.1	+2.8
2014 全年 Q1-4 *	115.6	+1.8	124.0	+5.0	126.5	+4.0	115.1	+2.3	144.5	+8.2	121.3	+3.5

註釋：* 臨時數字。

Note : * Provisional figures.

表 3 : 2013年第4季至2014年第4季按食肆類別劃分的食肆收益數量指數（2009年10月至2010年9月期內的平均指數 = 100）

Table 3 : Volume index of restaurant receipts by type of restaurant, 4th quarter of 2013 to 4th quarter of 2014 (Average index from Oct. 2009 to Sep. 2010 = 100)

期間 Period	食肆類別 Type of restaurant										所有食肆 All restaurants	
	中式餐館 Chinese restaurants		非中式餐館 Non-Chinese restaurants		快餐店 Fast food shops		酒吧 Bars		其他飲食場所 Other eating and drinking places			
	數量指數 Volume Index	按年變動 百分率 Year-on-year % change	數量指數 Volume Index	按年變動 百分率 Year-on-year % change	數量指數 Volume Index	按年變動 百分率 Year-on-year % change	數量指數 Volume Index	按年變動 百分率 Year-on-year % change	數量指數 Volume Index	按年變動 百分率 Year-on-year % change	數量指數 Volume Index	按年變動 百分率 Year-on-year % change
2013 第 4 季 Q4	101.5	-6.4	103.7	+2.8	107.4	-0.3	107.6	+2.3	111.3	+3.7	103.7	-2.3
2014 第 1 季 Q1	95.5	-3.0	106.3	+1.1	107.3	+1.3	87.9	-6.8	114.9	+4.8	101.3	-0.7
第 2 季 Q2	88.4	-3.1	98.3	+1.4	105.8	-0.2	101.4	+3.5	111.2	+4.1	95.5	-0.8
第 3 季 Q3	96.4	-0.1	103.2	+3.8	102.2	-3.3	97.3	+1.0	112.8	-0.6	100.2	+0.4
第 4 季 Q4 *	96.5	-5.0	102.7	-1.0	105.8	-1.4	100.3	-6.8	116.0	+4.2	100.9	-2.8
2013 10月 Oct	96.6	-6.3	102.4	+4.4	108.8	+0.6	111.2	+8.9	109.2	+4.5	101.2	-1.4
11月 Nov	98.7	-5.6	100.3	+4.3	105.1	+0.2	105.8	+2.8	108.5	+3.7	100.9	-1.4
12月 Dec	109.3	-7.3	108.4	+0.1	108.2	-1.6	105.9	-4.3	116.2	+3.1	109.2	-3.8
2014 1月 Jan	107.4	+5.0	110.8	+4.1	113.5	+4.5	88.6	-3.5	120.3	+6.6	109.7	+4.6
2月 Feb	90.3	-8.4	98.9	+0.7	99.9	-2.0	81.6	-3.2	105.3	+2.4	94.9	-4.2
3月 Mar	88.8	-6.0	109.1	-1.6	108.5	+1.3	93.6	-12.4	119.3	+5.2	99.4	-2.8
4月 Apr	82.9	-4.7	96.2	+2.1	103.4	+0.1	96.7	-1.0	111.6	+5.9	91.7	-1.2
5月 May	92.4	-1.3	99.5	+1.0	108.2	+0.4	106.0	+7.8	112.8	+3.3	98.3	+0.1
6月 Jun	90.1	-3.3	99.2	+1.0	105.8	-1.0	101.4	+3.4	109.3	+3.2	96.4	-1.2
7月 Jul	94.9	-1.1	104.3	+5.0	105.9	-1.0	97.0	+1.6	112.9	-0.4	100.3	+0.7
8月 Aug	99.4	+2.0	106.9	+4.0	100.8	-5.1	98.6	-2.3	115.3	-0.8	102.5	+1.1
9月 Sep	95.0	-1.2	98.5	+2.5	100.0	-3.8	96.4	+4.0	110.0	-0.6	97.7	-0.6
10月 Oct *	90.0	-6.9	99.9	-2.5	106.4	-2.2	100.8	-9.4	113.9	+4.3	96.9	-4.2
11月 Nov *	94.1	-4.6	99.4	-0.9	103.3	-1.7	98.6	-6.8	112.2	+3.5	98.2	-2.7
12月 Dec *	105.5	-3.5	108.7	+0.3	107.7	-0.4	101.6	-4.0	121.9	+4.9	107.5	-1.5
2014 全年 Q1-4 *	94.2	-2.8	102.6	+1.3	105.3	-0.9	96.7	-2.4	113.7	+3.1	99.5	-1.0

註釋 : * 臨時數字。

Notes : * Provisional figures.

(1) 食肆收益數量指數是將食肆收益價值內的物價變動因素扣除後所得。

(1) The volume index of restaurant receipts is compiled by adjusting the value of restaurant receipts for price changes.

表 4 : 2012 年第 1 季至 2014 年第 4 季食肆總收益價值及數量變動情況

Table 4 : Movement of the value and volume of total restaurant receipts, 1st quarter of 2012 to 4th quarter of 2014

年 / 季 Year / Quarter	原來數列： 按年變動百分率 ⁽¹⁾ (%) Original series： Year-on-year rate of change ⁽¹⁾ (%)		經季節性調整數列 ⁽²⁾ ： 按季變動百分率 ⁽³⁾ (%) Seasonally adjusted series ⁽²⁾ ： Quarter-to-quarter rate of change ⁽³⁾ (%)	
	價值 Value	數量 Volume	價值 Value	數量 Volume
2012 第 1 季 Q1	+6.1	-0.1	+0.9	-0.7
第 2 季 Q2	+4.2	-1.4	#	-1.0
第 3 季 Q3	+4.4	-0.9	+1.7	+0.5
第 4 季 Q4	+5.2	+0.5	+2.3	+1.4
2013 第 1 季 Q1	+3.7	-0.8	-0.3	-1.7
第 2 季 Q2	+4.6	+0.2	+0.9	+0.1
第 3 季 Q3	+3.8	-0.4	+0.9	-0.2
第 4 季 Q4	+2.0	-2.3	+0.5	-0.5
2014 第 1 季 Q1	+3.6	-0.7	+1.4	#
第 2 季 Q2	+3.8	-0.8	+1.0	#
第 3 季 Q3	+4.9	+0.4	+1.9	+0.9
第 4 季 Q4*	+1.7	-2.8	-2.6	-3.6

註釋 : * 臨時數字。

Notes : Provisional figures.

表示變動在±0.05 之間。
Denotes change within ±0.05.

(1) 數字表示與上年同季比較的變動百分率。

Figures refer to percentage changes over the same quarter in the preceding year.

(2) 經季節性調整數列是由「X-12 自迴歸—求和—移動平均(X-12 ARIMA)」方法編製，該方法是用作編製經季節性調整的統計數列的標準方法。在按季食肆總收益指數方面，當每年第 1 季的數字發表時，會一併修訂對上 3 年的經季節性調整數列。至於按月食肆總收益指數，將於有較長數列時才會進行季節性調整。

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 the quarterly indices of total restaurant receipts, the seasonally adjusted series for the preceding 3 years is revised each year when the figures for the first quarter are published. For the monthly indices of total restaurant receipts, seasonal adjustment will be performed when a longer data series is available in the future.

(3) 數字表示與上 1 季度比較的變動百分率。

Figures refer to percentage changes over the preceding quarter.

圖 1：按季食肆總收益價值指數

Chart 1：Quarterly value index of total restaurant receipts

(2009年10月至2010年9月期內的季度平均指數=100)
(Average of quarterly indices from October 2009 to September 2010=100)

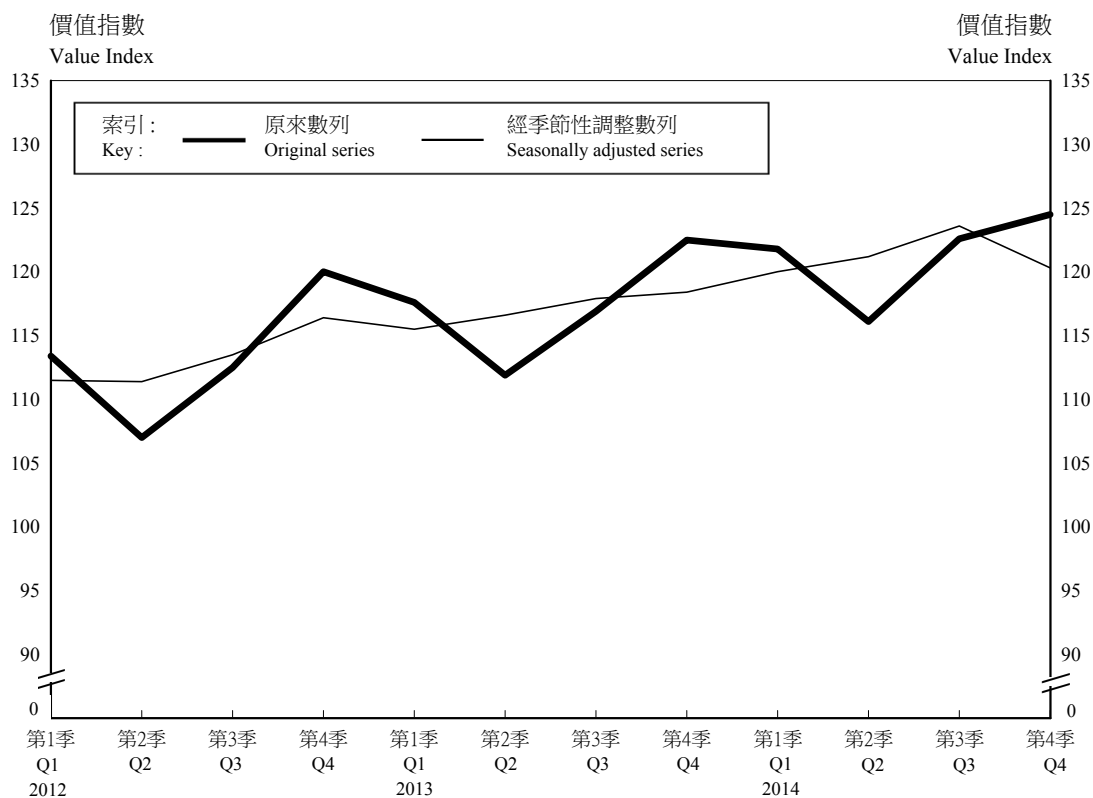


圖 2：按季食肆總收益數量指數

Chart 2：Quarterly volume index of total restaurant receipts

(2009年10月至2010年9月期內的季度平均指數=100)
(Average of quarterly indices from October 2009 to September 2010=100)

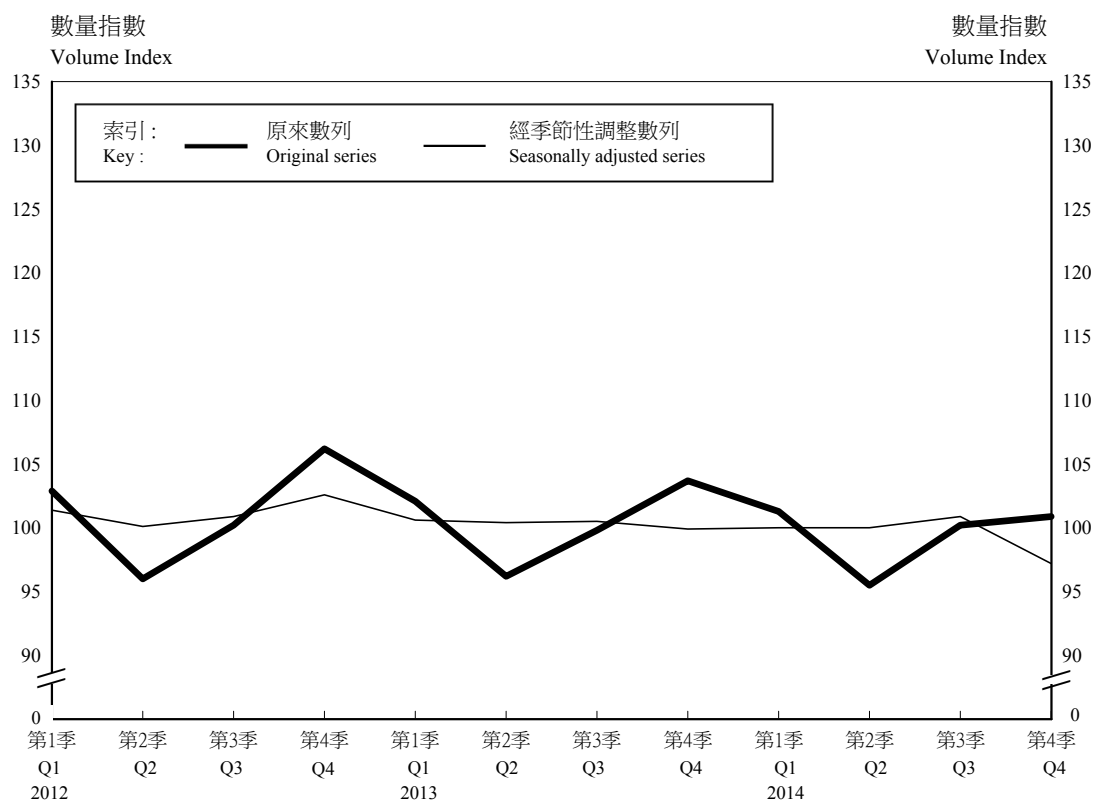
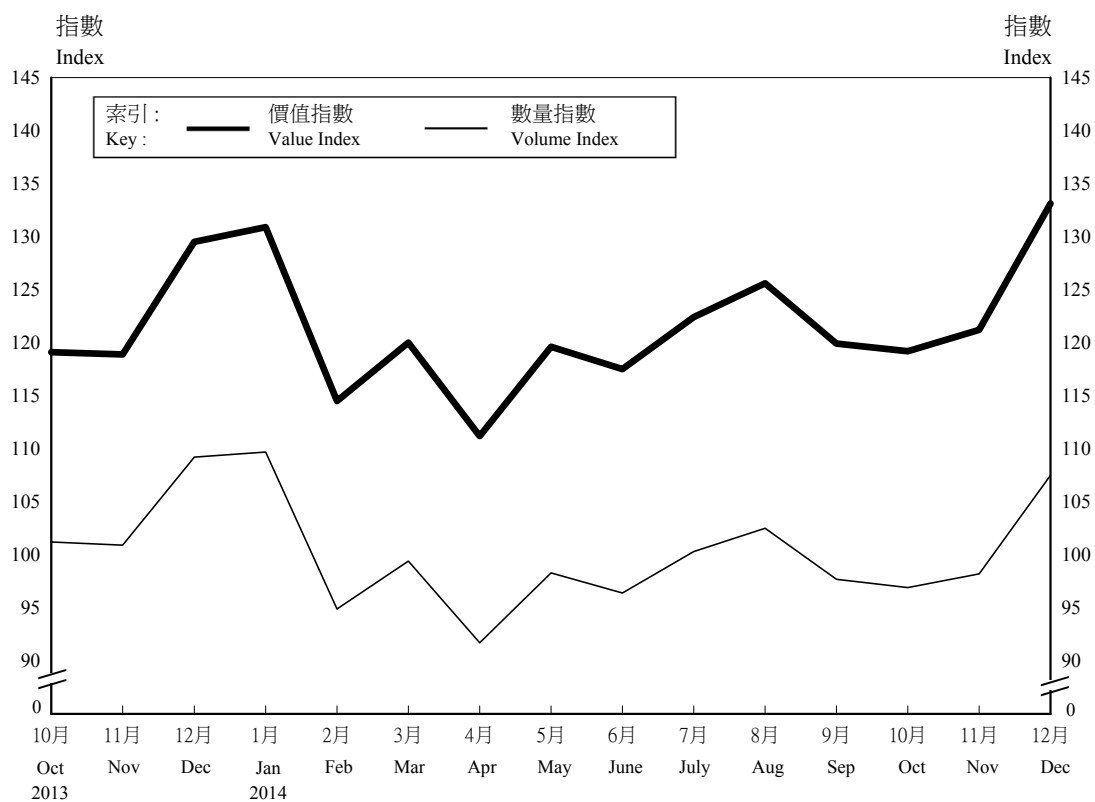


圖3：按月食肆總收益價值及數量指數

Chart 3: Monthly value and volume indices of total restaurant receipts

(2009年10月至2010年9月期內的每月平均指數=100)

(Average of monthly indices from October 2009 to September 2010=100)



註釋：當獲得更多數據時，按月數列將作出季節性調整。

Note: Seasonal adjustment of the monthly series will be performed when more data become available.

統計調查方法

統計調查的涵蓋範圍

「食肆的收入及購貨額按季統計調查」涵蓋香港所有食肆。由 2009 年第 1 季起，「香港標準行業分類 2.0 版」已取代「香港標準行業分類 1.1 版」作為食肆的經濟活動的分類。

在採用「香港標準行業分類 2.0 版」後，一些原先在舊行業分類下歸納為食肆的機構單位，可能會重新歸納於其他食肆類別，或甚至已不再歸類為食肆。有關各食肆類別涵蓋範圍的轉變詳情，讀者可參閱附錄 1 及附錄 2 分別載述的「各食肆類別的修訂涵蓋範圍」及「食肆類別按新舊分類對照表」。

樣本設計

這項統計調查是使用分層輪換複樣本抽樣設計。

抽樣框是先以食肆類別分層，然後在每個食肆類別分層內，再以就業人數分層。最後在每一分層中，抽取指定數目的複樣本。每個分層所抽取的複樣本規模是依照內曼配置方式，按各食肆類別的估計食肆收益的期望精確程度而決定。在每季的 6 個複樣本當中，會換出 3 個舊複樣本，由另外 3 個新複樣本取代。每季共選出約 1 100 間食肆作統計調查樣本。

資料搜集

每一輪的統計調查問卷會郵寄予獲選的機構單位。數據經郵遞方式收取，如有需要，則輔以電話或面談訪問，以搜集及核實有關資料。亦製備問卷的電子版本供機構單位填報及以電郵方式提交問卷。

Survey methodology

Survey coverage

The Quarterly Survey of Restaurant Receipts and Purchases (QSR) covers all restaurants in Hong Kong. Starting from the first quarter of 2009, the Hong Kong Standard Industrial Classification (HSIC) Version 2.0 has been adopted in place of HSIC Version 1.1 for classifying the economic activities of restaurants.

It should be noted that some establishments originally classified as restaurants under the old version of HSIC may be re-classified into other restaurant types or may even no longer be classified as restaurants after the implementation of HSIC Version 2.0. For details of the changes in coverage of each restaurant type, readers may refer to Appendices 1 and 2 which present the revised coverage of each restaurant type and a concordance table for types of restaurants under the old and new classifications respectively.

Sample design

A stratified rotational replicate sample design is adopted for the survey.

Restaurants are first stratified by type and then by employment size. Within each stratum, a given number of replicates are created. Sample size in each replicate is determined by Neyman's Allocation according to the desired level of precision for the estimated restaurant receipts for various restaurant types. For each quarter, six replicates are used, with three new replicates rotated in and three old replicates rotated out. A total of around 1 100 restaurants are selected for enumeration for each reference quarter.

Data collection

For each survey round, questionnaires are mailed to sampled establishments. Data are collected by post, supplemented by telephone or face-to-face enumeration and verification as necessary. An electronic template of the questionnaire is also available upon request to facilitate completion and submission of the questionnaire by email.

為方便加深了解飲食業的短期業務表現，由 2008 年第 1 季開始，亦同時按季搜集有關季度內個別月份的食肆收益及購貨額數據，並由本刊物的 2010 年第 1 季期號開始，發布有關季度內個別月份的食肆收益及購貨額統計數字。

食肆的分類

自 1990 年，本處已採納「香港標準行業分類」，用作劃分香港的機構單位的經濟活動。「香港標準行業分類」是以「所有經濟活動的國際標準產業分類（國際標準產業分類）修訂本第 2 版」為藍本，加以編訂，使其切合本地環境，從而反映本港經濟結構。「香港標準行業分類」是一套統計分類架構，按照主要經濟活動把經濟單位撥歸行業類別。這個分類架構不僅是在不同的統計調查中作為抽選經濟單位樣本的基本分層，也是用以編製、分析和發布按經濟活動劃分的統計數字的標準行業分類。

政府統計處就「香港標準行業分類」不時予以檢討，以反映香港經濟產業結構的變化和新興的經濟活動。「香港標準行業分類 1.1 版」於 2001 年推行，為了使「香港標準行業分類」更能反映本地經濟活動的最新情況，並改善官方統計數字的國際可比性，以便利不同的使用者，「香港標準行業分類」在 2008 年已全面作出修訂。已修訂的「香港標準行業分類」（即「香港標準行業分類 2.0 版」）於 2008 年 10 月公布。由 2009 年開始，政府統計處在不同的統計調查相繼採用「香港標準行業分類 2.0 版」。有關修訂「香港標準行業分類」的詳情，讀者可參閱刊載於《香港統計月刊》2008 年 11 月號的「修訂「香港標準行業分類」」的專題文章。

To facilitate better understanding of the short-term business performance of the restaurants sector, data on restaurant receipts and purchases for individual months of a reference quarter are also collected at quarterly intervals as from the reference quarter of Q1 2008. Statistics in respect of the restaurant receipts and purchases in individual months of the reference quarter are published as from the Q1 2010 issue of this report.

Classification of restaurants

Since 1990, the HSIC has been adopted for classifying the economic activities of establishments in Hong Kong. The HSIC is devised using the International Standard Industrial Classification of All Economic Activities Revision 2 (ISIC Rev. 2) as a framework with local adaptation to reflect the structure of the Hong Kong economy. It is a statistical classification framework for classifying economic units into industry classes based on their major economic activities. This framework not only provides a basic stratification for sample selection of economic units in various surveys, but also serves as a standard industrial classification in Hong Kong for compilation, analysis and dissemination of statistics by economic activities.

The HSIC has been reviewed from time to time to reflect significant changes in the structure of the Hong Kong economy and the emergence of new economic activities. HSIC Version 1.1 was implemented in 2001 and in order to bring HSIC more up-to-date on local economic activities as well as to foster international comparability of official statistics for different users, a full-scale revision exercise was completed in 2008. The revised HSIC, i.e. HSIC Version 2.0, was released in October 2008. HSIC Version 2.0 is being used progressively in different surveys by the Census and Statistics Department (C&SD) starting from 2009. Readers may refer to the feature article “Revision of the Hong Kong Standard Industrial Classification” published in the November 2008 issue of the *Hong Kong Monthly Digest of Statistics* for more details on the revision of HSIC.

由 2009 年第 1 季起，食肆收益及購貨額統計數字的編製是以「香港標準行業分類 2.0 版」為基礎。

新食肆收益及購貨額統計數字的後向估計數列

政府統計處就 2008 統計年度進行的「食肆的收入及購貨額按季統計調查」所涵蓋的食肆，按其行業組別採用並行編碼(即一套編碼按「香港標準行業分類 1.1 版」，而另一套則按「香港標準行業分類 2.0 版」)。根據新舊系統並行分類的 2008 年調查數據，以「香港標準行業分類 2.0 版」為基礎的一系列按季食肆收益及購貨額統計數字已作出後向估計至 2004 年第 4 季。讀者如對後向估計的統計數列或統計調查結果有任何查詢，請與政府統計處經銷服務統計組聯絡，電話：(852) 2123 1040 或電郵：qsr@censtatd.gov.hk。

數字的發布

臨時數字(包括有關季度的數字及其按月劃分的分項數字)於統計季度後約 1.1 個月後以新聞稿形式發布。這些臨時數字是根據外勤工作截止日期前所搜集的統計調查數據而編製。在截止日期後所收到的數據(通常佔很小部分)，會用作修訂臨時數字。修訂數字會於臨時數字發布後約 1 個月提供。2014 年第 4 季食肆收益及購貨額的修訂數字(以及該季按月劃分的分項數字)，將於 2015 年 3 月 20 日開始在政府統計處網站(www.censtatd.gov.hk/hkstat/sub/bbs_tc.jsp)及有關刊物發布。

Starting from the first quarter of 2009, the restaurant receipts and purchases statistics are compiled based on the HSIC Version 2.0.

Backcasted series of new restaurant receipts and purchases statistics

Parallel coding of the industry classes of restaurants covered in the QSR, one under the HSIC Version 1.1 and the other under the HSIC Version 2.0, was undertaken in different rounds of survey in the reference year of 2008. Based on the 2008 survey data with dual classifications, the series of quarterly restaurant receipts and purchases statistics under HSIC Version 2.0 has been backcasted to the fourth quarter of 2004. Readers who are interested in the backcasted series or have enquiries about the survey results may contact the Distribution Services Statistics Section of the C&SD (Tel : (852) 2123 1040 or E-mail : qsr@censtatd.gov.hk).

Data dissemination

Provisional figures (including the figures for the reference quarter and their breakdown by month) are published around 1.1 months after the reference quarter in the form of a press release. These provisional figures are compiled based on survey data collected up to the fieldwork cut off date. Late returns (usually involving only a very small proportion) are used to revise the provisional figures. The revised figures are available about one month after the release of provisional figures. The revised figures on restaurant receipts and purchases for the fourth quarter of 2014 (with breakdown of the figures for that quarter by month) will be released through the website of the C&SD (www.censtatd.gov.hk/hkstat/sub/bbs.jsp) and relevant publications of the Department starting from 20 March 2015.

各食肆類別的修訂涵蓋範圍⁽¹⁾
Revised coverage of different types of restaurants⁽¹⁾

食肆類別 Type of restaurant	涵蓋範圍 Coverage
中式餐館 Chinese restaurants	港式茶餐廳、粵式酒樓菜館、京、川、滬式酒樓菜館、素食店及其他中菜的中式酒樓菜館。 Hong Kong style tea cafes, Guangdong cuisine restaurants, Beijing, Sichuan, Shanghai cuisine restaurants, vegetarian food shops and Chinese restaurants serving other Chinese cuisines.
非中式餐館 Non-Chinese restaurants	西式餐館、日式餐館、韓式餐館、泰式餐館、越式餐館、粥麵店及其他餐館。 Western cuisine restaurants, Japanese cuisine restaurants, Korean cuisine restaurants, Thai cuisine restaurants, Vietnamese cuisine restaurants, noodle and congee and other restaurants.
快餐店 Fast food shops	自助式餐廳、小食店及美食廣場內的小店。 Cafeterias, snack shops and stalls at food court.
酒吧 Bars	供應小食及飲品的酒吧及酒廊。 Bars and lounges serving snacks and drinks.
其他飲食場所 Other eating and drinking places	甜品店、雪糕屋、涼茶鋪、果汁店、豆漿及豆腐花店、咖啡店、外賣店及其他飲食場所。亦包括聚會餐飲及其他膳食服務。 Desserts shops, ice cream houses, herb tea shops, fruit juice shops, bean milk/bean curd jelly shops, coffee shops, takeaway shops and other eating and drinking places. Event catering and other food services activities are also included.

註釋： (1) 修訂後的涵蓋範圍，是根據「香港標準行業分類 2.0 版」所劃分的。

Note: Revised coverage is in accordance with the HSIC Version 2.0.

食肆類別按新舊分類對照表

Concordance table for types of restaurants under old and new classifications

舊分類 ⁽¹⁾ Old classification ⁽¹⁾	新分類 ⁽²⁾ New classification ⁽²⁾
中式餐館 Chinese restaurants	中式餐館 (P) Chinese restaurants (P)
	非中式餐館 (P) Non-Chinese restaurants (P)
	其他飲食場所 (P) Other eating and drinking places (P)
非中式餐館 Non-Chinese restaurants	中式餐館 (P) Chinese restaurants (P)
	非中式餐館 (P) Non-Chinese restaurants (P)
	其他飲食場所 (P) Other eating and drinking places (P)
快餐店 Fast food shops	快餐店 Fast food shops
	其他飲食場所 (P) Other eating and drinking places (P)
酒吧 ⁽³⁾ Bars ⁽³⁾	酒吧 Bars
其他飲食場所 Other eating and drinking places	其他飲食場所 (P) Other eating and drinking places (P)

註釋： (P) 部分行業。
Notes: Part of industry.

- (1) 舊分類是根據「香港標準行業分類 1.1 版」所劃分的。
Old classification is in accordance with the HSIC Version 1.1.
- (2) 新分類是根據「香港標準行業分類 2.0 版」所劃分的。
New classification is in accordance with the HSIC Version 2.0.
- (3) 根據新分類，有關類別中的部分行業已不歸納為食肆。
Part of industry in the respective group is no longer classified as restaurants under the new classification.

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