資訊及通訊業的
業務表現及營運特色的主要統計數字

Key Statistics on
Business Performance and Operating Characteristics of
the Information and Communications Sector

統計調查方法
Survey Methodology

統計調查方法

行業分類

這項統計調查採用「香港標準行業分類2.0版」作抽選樣本、數據搜集及發布統計調查結果。這個行業分類是以聯合國的「國際標準產業分類」為藍本，配合本地情況作出編訂，從而反映本港經濟結構。

統計調查範圍

這項統計調查涵蓋「香港標準行業分類 2.0版」內下列主要經濟活動的機構單位：

(a) 工業；

(b) 屋宇建築、建造及地產業；

(c) 進出口貿易、批發及零售業以及膳食及住宿服務業；

(d) 運輸、倉庫及速遞服務業；

(e) 資訊及通訊、金融及保險、專業及商用服務業；以及

(f) 社會及個人服務業。

本報告涵蓋的資訊及通訊業包括歸類到下列「香港標準行業分類 2.0版」編碼的機構單位：

Survey Methodology

Classification of industries

The Hong Kong Standard Industrial Classification (HSIC) Version 2.0 has been adopted in the survey for sample selection, data collection and dissemination of survey results. The HSIC is devised by using the United Nations' International Standard Industrial Classification as the framework, with local adaptation to reflect the structure of the Hong Kong economy.

Survey coverage

The survey covers establishments engaging in the following major economic activities under HSIC Version 2.0:

(a) industrial sector;

(b) building, construction and real estate sectors;

(c) import / export, wholesale and retail trades, and food and accommodation services sectors;

(d) transportation, storage and courier services sector;

(e) information and communications, financing and insurance, professional and business services sectors; and

(f) social and personal services sectors.

For the information and communications sector covered in this report, establishments classified under the following HSIC Version 2.0 codes are included:

行業名稱	Industry title	香港標準行業分類2.0版編碼
		HSIC Version 2.0 code

資訊及通訊	**Information and communications**	**58 - 63**
• 出版活動；電影、錄像及電視節目製作活動、錄音及音樂出版活動；及節目編製及廣播活動	• Publishing activities; motion picture, video and television programme production, sound recording and music publishing activities; and programming and broadcasting activities	58 - 60
• 電訊	• Telecommunications	61
• 資訊科技服務活動及資訊服務活動	• Information technology service activities and information service activities	62 - 63

抽樣框及樣本設計

這項統計調查中不同經濟行業的抽樣框及樣本設計大致相同。然而，由於一些行業的運作模式較特殊，故就這些經濟活動使用了特設的抽樣框及樣本設計。這章節只詳述本報告所涵蓋的資訊及通訊業的情況。

資訊及通訊業的抽樣框主要是以政府統計處備存的機構單位記錄庫為基礎。此記錄庫根據商業登記署的資料進行更新。這些行業的抽樣框是先以行業分層，然後在每個行業分層內，再按機構單位的就業人數劃分成多個行業／就業人數的分層。每個行業／就業人數分層所抽選的樣本規模是依照內曼配置方式，按個別行業估計行業增加價值的期望精確程度而決定。經隨機選出一間機構單位作開端後，個別機構單位便有系統地以等距方式被抽選。

Sampling frame and survey design

The sampling frame and sample design for different economic sectors are generally similar in the survey. Nevertheless, owing to specific trade practices in some cases, customised sampling frame and sample design are adopted for some economic activities. This section provides only the details in respect of the information and communications sector which is covered by this report.

The sampling frame for information and communications sector was mainly based on the Central Register of Establishments maintained by the Census and Statistics Department (C&SD) and updated with reference to records of the Business Registration Office. The sampling frame for these industries was first stratified by industry and, within each industry stratum, by employment size of establishments to form a number of industry / employment size strata. The sample size for each industry / employment size stratum was determined by Neyman's allocation according to a desired level of precision for the estimated industry value added for individual industries. Individual establishments were systematically selected at a uniform interval after an establishment was randomly selected as a start.

統計期

這項統計調查的統計期是指某特定日曆年或由該統計年的1月1日至下年度的3月31日期間任何連續12個月所搜集的資料，視乎個別機構單位的會計慣例而定。至於在上述界定的會計期間開業或停業的機構單位，只會搜集其經營業務期間的數據。

資料搜集

統計調查問卷包括兩部分：主要部分搜集基本資料，而補充部分搜集有關特定課題的較詳細資料。統計調查問卷每年大約由2月起以郵件及／或電郵方式寄予選定的機構單位，要求他們於5月底前交回填妥的問卷，本處職員於3月開始以電話聯絡或造訪個別機構單位，協助受訪者填報問卷，或收回填妥的問卷。本處在統計調查的不同階段發出備忘提示函件，促請受訪者及早交回問卷。

資料處理

填妥交回的問卷，須由統計員詳細審核及電腦確證後才製表。審核程序包括查核填報的資料是否完整無缺、前後一致以及確實可信。如填報的數據含糊或前後不一致，統計員會致電或造訪有關機構單位進行查證。錯誤填報的數據會盡可能根據有關機構單位其後提供的資料作出更正。

Survey reference period

Data collected for the survey reference period referred to a particular calendar year, or any consecutive 12-month period between 1 January of the reference year and 31 March of the following year according to the accounting practice of individual establishments. For establishments which commenced or ceased operation within their respective accounting periods defined above, data collected were for that part of the period during which the establishments were in operation.

Data collection

The survey questionnaire comprised two parts: the main part collected basic data and the supplementary part collected more detailed data on specific topics. Each year, survey questionnaires were sent out by post and / or via electronic mails starting from around February to the selected establishments requesting them to return the completed questionnaires by the end of May. In March, staff of the C&SD started to make telephone contacts with or visit individual establishments to assist respondents in completing questionnaires or to collect completed ones. Reminder letters were issued during different stages of the survey to urge respondents to respond early.

Data processing

Completed questionnaires received were subject to thorough checking by statistical staff and detailed computer-based validation checks before tabulation. Such checking covered completeness of entries, consistency among data items and credibility of reported data. Where there seemed to be dubious entries or inconsistencies in the reported data, clarification was made with respondents by telephone or field verification visits. Reporting errors were rectified with information provided by respondents as far as possible.

統計報告

根據統計調查的結果編製了一系列的統計報告載列下列主要經濟行業的業務表現及營運特色的主要統計數字：

(a) 工業；

(b) 屋宇建築、建造及地產業；

(c) 進出口貿易、批發及零售業；

(d) 膳食及住宿服務業；

(e) 運輸、倉庫及速遞服務業；

(f) 資訊及通訊業；以及

(g) 金融及保險、專業及商用服務業。

Survey reports

The survey results in respect of the following major economic sectors are published in the series of reports on key statistics on business performance and operating characteristics of different major economic sectors:

(a) industrial sector;

(b) building, construction and real estate sectors;

(c) import / export, wholesale and retail trades sectors;

(d) food and accommodation services sectors;

(e) transportation, storage and courier services sector;

(f) information and communications sector; and

(g) financing and insurance, professional and business services sectors.