

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

二零一一年第一季  
1st Quarter 2011



中華人民共和國  
香港特別行政區 政府統計處  
Census and Statistics Department  
Hong Kong Special Administrative Region  
People's Republic of China



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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五個主要類別，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. 政府統計處在二零零八年十月推行新的「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。由二零零九年第一季起，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，本刊物由二零一零年第一季期號開始，發布有關季度內個別月份的食肆收益及購貨額統計數字。

## 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 five 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 published as from this issue of the report.

## 概況

5. 根據「食肆的收入及購貨額按季統計調查」，二零一一年第一季的**食肆總收益價值**的臨時估計為 221 億元，較二零一零年第一季上升 5.8%。同時，**食肆總購貨價值**的臨時估計為 81 億元，按年上升 11.8%。

6. 扣除價格變動的影響後，二零一一年第一季與二零一零年同期比較，食肆的總收益以數量計上升 1.7%。所用的物價平減指數是從消費物價指數內相關的項目選取。

7. 按食肆類別分析，**中式餐館**於二零一一年第一季的總收益以價值計較二零一零年同期上升 7.0%，以數量計則上升 3.1%。

8. 同期間，**雜類飲食場所**的總收益以價值計上升 6.4%，以數量計則上升 0.4%。**酒吧**的總收益以價值計上升 5.5%，以數量計則上升 3.3%。

9. 與二零一零年同期比較，二零一一年第一季**非中式餐館**的總收益以價值計上升 4.7%，以數量計則微升 0.1%。至於**快餐店**的總收益以價值計上升 4.3%，以數量計則上升 1.0%。

10. 二零一一年第一季與二零一零年第四季比較，經季節性調整的食肆總收益數量輕微下跌 0.3%。

## General observations

5. According to the QSR, the *value of total receipts of the restaurants sector* was provisionally estimated at \$22.1 billion in the first quarter of 2011, up by 5.8% over the first quarter of 2010. Over the same period, the *value of total purchases by restaurants* was provisionally estimated at \$8.1 billion, increased by 11.8%.

6. After discounting the effect of price changes, total restaurant receipts rose by 1.7% in volume in the first quarter of 2011 as compared to a year earlier. The relevant components of the Consumer Price Index are used as deflators.

7. Analysed by type of restaurant, total receipts of *Chinese restaurants* increased by 7.0% in value or 3.1% in volume in the first quarter of 2011 as compared to a year earlier.

8. Over the same period, total receipts of *miscellaneous eating and drinking places* increased by 6.4% in value or 0.4% in volume, while total receipts of *bars* increased by 5.5% in value or 3.3% in volume.

9. Total receipts of *non-Chinese restaurants* increased by 4.7% in value or edged up by 0.1% in volume in the first quarter of 2011 as compared to a year earlier. As for *fast food shops*, total receipts increased by 4.3% in value or 1.0% in volume.

10. On a seasonally adjusted quarter-to-quarter comparison, the volume of total restaurant receipts decreased slightly by 0.3% in the first quarter of 2011 as compared to the fourth quarter of 2010.

11. 按月份分析，二零一一年一月、二月及三月的食肆總收益價值的臨時估計分別為 77 億元、71 億元及 73 億元。二零一一年一月、二月及三月的食肆購貨總額的臨時估計則分別為 29 億元、25 億元及 27 億元。

12. 扣除價格變動的影響後，二零一一年一月及三月與二零一零年同月比較，食肆的總收益以數量計分別上升 4.3% 及 1.2%，而二零一一年二月的相應數字則輕微下跌 0.3%。

13. 但應注意的是，由於今年農曆新年在二月三日，但上年則在二月十四日，因此上述的按年比較可能會受到某程度的影響。

14. 表一列出二零一零年第一季度至二零一一年第一季度所有食肆及各食肆類別的食肆收益及食肆總購貨價值。同時亦列出按月劃分的分項數字。

15. 表二列出二零一零年第一季度至二零一一年第一季度所有食肆及各食肆類別的食肆收益價值指數，其中食肆收益價值指數是以二零零四年十月至二零零五年九月期內的平均食肆收益價值指數定為一百。同時亦列出按月劃分的分項數字。

11. Analysed by month, the value of total receipts of the restaurants sector was provisionally estimated at \$7.7 billion, \$7.1 billion and \$7.3 billion respectively in January, February and March 2011. The provisional value of total purchases by restaurants was \$2.9 billion, \$2.5 billion and \$2.7 billion respectively in January, February and March 2011.

12. After discounting the effect of price changes, total restaurant receipts increased by 4.3% and 1.2% in volume respectively in January and March 2011, but slightly decreased by 0.3% in February 2011 as compared to a year earlier.

13. It should be noted that as the Lunar New Year fell on February 3 this year but on February 14 last year, the above year-on-year comparison might have been affected by this factor to a certain extent.

14. Table 1 presents the figures of restaurant receipts for all restaurants and by type of restaurant and total restaurant purchases from Q1 2010 to Q1 2011. Breakdowns of the figures by month are also presented.

15. Table 2 presents the value indices of restaurant receipts for all restaurants and by type of restaurant from Q1 2010 to Q1 2011. The value indices are compiled with the average value index of restaurant receipts from October 2004 to September 2005 taken as 100. Breakdowns of the figures by month are also presented.

16. 表三列出二零一零年第一季度至二零一一年第一季所有食肆及各食肆類別的食肆收益數量指數，其中食肆收益數量指數是以二零零四年十月至二零零五年九月期內的平均食肆收益數量指數定為一百。同時亦列出按月劃分的分項數字。

17. 表四展示食肆總收益數量指數的變動情況。它列出以原來數列計算某季度與上年同季比較的按年變動百分率，及以經季節性調整數列計算的某季度與上一季度比較的變動百分率。

18. 圖一顯示由二零零八年第二季至二零一一年第一季的按季食肆總收益價值指數的變動，及其經季節性調整指數。

19. 圖二顯示由二零零八年第二季至二零一一年第一季的按季食肆總收益數量指數的變動，及其經季節性調整指數。

20. 圖三顯示由二零一零年一月至二零一一年三月的按月食肆總收益價值和數量指數的變動。

16. Table 3 presents the volume indices of restaurant receipts for all restaurants and by type of restaurant from Q1 2010 to Q1 2011. The volume indices are compiled with the average volume index of restaurant receipts from October 2004 to September 2005 taken as 100. Breakdowns of the figures by month are also presented.

17. Table 4 shows the movement of the volume of total restaurant receipts in terms of the year-on-year rate of change for a quarter compared with the same quarter in the preceding year based on the original series, and in terms of the rate of change of a quarter compared with the preceding quarter based on the seasonally adjusted series.

18. Chart 1 depicts the movement of the quarterly value index of total restaurant receipts and its seasonally adjusted index from Q2 2008 to Q1 2011.

19. Chart 2 depicts the movement of the quarterly volume index of total restaurant receipts and its seasonally adjusted index from Q2 2008 to Q1 2011.

20. Chart 3 depicts the movement of the monthly value and volume indices of total restaurant receipts from January 2010 to March 2011.

表一：二零一零年第一季度至二零一一年第一季的食肆收益及食肆購貨價值

Table 1 : Value of restaurant receipts and restaurant purchases, 1st quarter 2010 to 1st quarter 2011

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		
2010 第一季 Q1	10,049	5,895	3,504	335	1,100	<b>20,883</b>	<b>7,232</b>
第二季 Q2	9,559	5,586	3,479	354	1,069	<b>20,047</b>	<b>7,017</b>
第三季 Q3	10,219	5,795	3,609	328	1,067	<b>21,018</b>	<b>7,327</b>
第四季 Q4	11,064	5,867	3,595	367	1,116	<b>22,009</b>	<b>7,887</b>
2011 第一季 Q1*	10,755	6,169	3,656	353	1,170	<b>22,104</b>	<b>8,086</b>
2010 一月 Jan	3,411	2,039	1,187	110	377	<b>7,124</b>	<b>2,456</b>
二月 Feb	3,426	1,824	1,131	105	346	<b>6,832</b>	<b>2,378</b>
三月 Mar	3,212	2,032	1,186	120	377	<b>6,928</b>	<b>2,398</b>
四月 Apr	3,066	1,794	1,131	116	354	<b>6,461</b>	<b>2,281</b>
五月 May	3,322	1,916	1,179	117	363	<b>6,897</b>	<b>2,384</b>
六月 Jun	3,171	1,876	1,168	121	352	<b>6,688</b>	<b>2,352</b>
七月 Jul	3,368	1,950	1,238	112	357	<b>7,025</b>	<b>2,422</b>
八月 Aug	3,390	1,969	1,234	105	357	<b>7,056</b>	<b>2,446</b>
九月 Sep	3,461	1,876	1,137	110	353	<b>6,937</b>	<b>2,459</b>
十月 Oct	3,549	1,914	1,203	126	368	<b>7,160</b>	<b>2,536</b>
十一月 Nov	3,577	1,848	1,149	115	362	<b>7,052</b>	<b>2,553</b>
十二月 Dec	3,938	2,104	1,243	126	386	<b>7,797</b>	<b>2,799</b>
2011 一月 Jan*	3,797	2,118	1,256	117	400	<b>7,688</b>	<b>2,882</b>
二月 Feb*	3,480	1,966	1,162	110	361	<b>7,080</b>	<b>2,513</b>
三月 Mar*	3,478	2,086	1,239	126	408	<b>7,337</b>	<b>2,692</b>

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上表所示的相應總數略有出入。

(1) The sum of individual items might not exactly tally with the respective total shown above because of rounding.

(2) 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。

(2) All the restaurant receipts and purchases statistics are compiled based on the HSIC Version 2.0.

表二：二零一零年第一季度至二零一一年第一季度按食肆類別劃分的食肆收益價值指數（二零零四年十月至二零零五年九月期內的平均指數= 100）

Table 2 : Value index of restaurant receipts by type of restaurant, 1st quarter 2010 to 1st quarter 2011 (Average index from Oct. 2004 to Sep. 2005 = 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
2010 第一季 Q1	152.6	+6.7	157.6	+2.8	140.6	+5.5	130.6	+4.8	135.8	+2.0	<b>150.4</b>	<b>+5.1</b>
第二季 Q2	145.1	+6.1	149.4	+1.5	139.7	+5.6	138.0	+5.4	132.0	+2.1	<b>144.4</b>	<b>+4.4</b>
第三季 Q3	155.2	+6.5	155.0	+2.5	144.9	+6.3	128.0	+6.0	131.8	+3.6	<b>151.4</b>	<b>+5.2</b>
第四季 Q4	168.0	+6.3	156.9	+4.2	144.3	+5.8	143.3	+6.2	137.8	+6.0	<b>158.5</b>	<b>+5.6</b>
2011 第一季 Q1*	163.3	+7.0	165.0	+4.7	146.8	+4.3	137.8	+5.5	144.4	+6.4	<b>159.2</b>	<b>+5.8</b>
2010 一月 Jan	155.4	-8.2	163.6	+3.1	142.9	+2.3	128.9	+2.0	139.5	-2.6	<b>153.9</b>	<b>-3.0</b>
二月 Feb	156.1	+19.9	146.3	-1.1	136.1	+8.7	123.0	+2.3	128.3	+2.8	<b>147.6</b>	<b>+10.5</b>
三月 Mar	146.3	+12.8	163.0	+6.3	142.9	+5.7	139.9	+10.0	139.6	+6.4	<b>149.7</b>	<b>+9.2</b>
四月 Apr	139.7	+5.6	143.9	#	136.2	+5.3	135.9	+5.2	131.1	+1.2	<b>139.6</b>	<b>+3.7</b>
五月 May	151.3	+4.2	153.7	+3.1	142.0	+6.0	136.6	+1.6	134.6	+2.8	<b>149.0</b>	<b>+4.1</b>
六月 Jun	144.5	+8.7	150.5	+1.2	140.7	+5.4	141.6	+9.5	130.2	+2.2	<b>144.5</b>	<b>+5.6</b>
七月 Jul	153.4	+6.7	156.4	+1.1	149.1	+7.7	131.6	+8.3	132.3	+4.0	<b>151.8</b>	<b>+5.1</b>
八月 Aug	154.4	+3.4	158.0	+2.0	148.6	+6.0	123.2	+1.4	132.4	+2.4	<b>152.5</b>	<b>+3.4</b>
九月 Sep	157.7	+9.5	150.5	+4.5	136.9	+5.2	129.2	+8.2	130.6	+4.4	<b>149.9</b>	<b>+7.1</b>
十月 Oct	161.7	+4.7	153.6	+2.0	144.9	+6.9	147.2	+5.9	136.2	+4.7	<b>154.7</b>	<b>+4.3</b>
十一月 Nov	163.0	+6.3	148.3	+5.2	138.4	+4.8	135.1	+4.5	134.0	+5.9	<b>152.4</b>	<b>+5.7</b>
十二月 Dec	179.4	+7.8	168.8	+5.6	149.7	+5.8	147.6	+8.2	143.1	+7.4	<b>168.5</b>	<b>+6.9</b>
2011 一月 Jan*	173.0	+11.3	169.9	+3.8	151.2	+5.8	136.4	+5.8	148.3	+6.3	<b>166.1</b>	<b>+7.9</b>
二月 Feb*	158.5	+1.6	157.7	+7.8	139.9	+2.7	128.9	+4.8	133.8	+4.3	<b>153.0</b>	<b>+3.6</b>
三月 Mar*	158.4	+8.3	167.3	+2.6	149.2	+4.4	148.0	+5.8	151.1	+8.3	<b>158.5</b>	<b>+5.9</b>

註釋： \* 臨時數字。

# 表示變動在±0.05 之間。

(1) 所有食肆收益統計數字均按「香港標準行業分類 2.0 版」編製。

Notes : \* Provisional figures.

# Denotes change within ±0.05.

(1) All the restaurant receipts statistics are compiled based on the HSIC Version 2.0.



表三 : 二零一零年第一季度至二零一一年第一季度按食肆類別劃分的食肆收益數量指數 (二零零四年十月至二零零五年九月期內的平均指數= 100)  
 Table 3 : Volume index of restaurant receipts by type of restaurant, 1st quarter 2010 to 1st quarter 2011 (Average index from Oct. 2004 to Sep. 2005 = 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		
2010 第一季 Q1	133.6	+5.7	142.6	+2.3	124.3	+4.8	115.2	+4.7	120.9	+1.1	<b>133.3</b>	<b>+4.3</b>
第二季 Q2	126.6	+4.4	134.4	+0.2	122.9	+4.7	120.6	+4.1	116.9	+1.0	<b>127.3</b>	<b>+3.0</b>
第三季 Q3	134.7	+4.4	138.3	+0.3	127.0	+5.1	111.5	+3.5	116.0	+2.1	<b>132.8</b>	<b>+3.2</b>
第四季 Q4	144.8	+3.8	138.7	+1.7	125.4	+4.1	124.3	+3.3	119.5	+2.9	<b>137.9</b>	<b>+3.2</b>
2011 第一季 Q1*	137.8	+3.1	142.8	+0.1	125.5	+1.0	119.1	+3.3	121.4	+0.4	<b>135.6</b>	<b>+1.7</b>
2010 一月 Jan	137.0	-8.5	148.3	+3.2	126.5	+1.6	115.2	+3.3	124.6	-3.4	<b>137.1</b>	<b>-3.3</b>
二月 Feb	135.9	+18.2	132.3	-1.8	120.4	+8.2	107.9	+1.4	114.3	+2.1	<b>130.4</b>	<b>+9.3</b>
三月 Mar	127.9	+11.5	147.2	+5.4	126.0	+4.9	122.6	+9.1	123.8	+5.1	<b>132.4</b>	<b>+8.1</b>
四月 Apr	122.0	+4.2	129.7	-1.2	120.1	+4.5	119.1	+4.4	116.2	+0.1	<b>123.3</b>	<b>+2.4</b>
五月 May	131.9	+2.5	138.3	+1.8	125.1	+5.1	119.7	+0.7	119.3	+1.7	<b>131.4</b>	<b>+2.7</b>
六月 Jun	125.7	+6.6	135.2	-0.3	123.6	+4.4	123.0	+7.3	115.4	+1.2	<b>127.2</b>	<b>+3.9</b>
七月 Jul	133.3	+4.6	140.2	-0.8	130.9	+6.5	114.4	+6.1	116.9	+2.9	<b>133.4</b>	<b>+3.3</b>
八月 Aug	134.1	+1.5	140.8	-0.2	130.3	+4.8	107.4	-1.0	116.5	+0.7	<b>133.7</b>	<b>+1.5</b>
九月 Sep	136.7	+7.3	133.9	+2.1	119.8	+3.9	112.7	+5.5	114.7	+2.6	<b>131.1</b>	<b>+5.0</b>
十月 Oct	139.9	+2.6	136.4	#	126.3	+5.4	127.9	+3.5	119.2	+2.6	<b>135.1</b>	<b>+2.4</b>
十一月 Nov	140.6	+3.9	131.5	+2.8	120.6	+3.4	117.2	+1.6	116.1	+2.5	<b>132.7</b>	<b>+3.4</b>
十二月 Dec	154.0	+4.9	148.3	+2.3	129.4	+3.5	127.8	+4.7	123.3	+3.4	<b>145.7</b>	<b>+3.9</b>
2011 一月 Jan*	147.7	+7.8	148.4	#	130.1	+2.9	118.1	+2.5	126.6	+1.6	<b>143.0</b>	<b>+4.3</b>
二月 Feb*	133.2	-2.0	136.5	+3.2	119.3	-0.9	111.3	+3.2	111.9	-2.1	<b>130.0</b>	<b>-0.3</b>
三月 Mar*	132.4	+3.5	143.6	-2.5	127.1	+0.9	127.8	+4.3	125.6	+1.5	<b>134.0</b>	<b>+1.2</b>

註釋: \* 臨時數字。

# 表示變動在±0.05 之間。

(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。計算所用的物價平減指數, 是從二零零四至二零零五年為基期的消費物價指數內相關的項目選取。

(2) 所有食肆收益統計數字均按「香港標準行業分類 2.0 版」編製。

Notes: \* Provisional figures.

# Denotes change within ±0.05.

(1) The volume index of restaurant receipts is compiled by adjusting the value of restaurant receipts for price changes. The relevant components of the 2004/05-based Consumer Price Index are used as deflators.

(2) All the restaurant receipts statistics are compiled based on the HSIC Version 2.0.

表四 : 二零零八年第二季至二零一一年第一季的食肆總收益數量變動情況

**Table 4 : Movement of the volume of total restaurant receipts,  
2nd quarter 2008 to 1st quarter 2011**

年 / 季 Year / Quarter	原來數列： 按年變動百分率 <sup>(1)</sup> (%)  Original Series : year-on-year rate of change <sup>(1)</sup> (%)	經季節性調整數列 <sup>(2)</sup> ： 按季變動百分率 <sup>(1)</sup> (%)  Seasonally Adjusted Series <sup>(2)</sup> : quarter-to-quarter rate of change <sup>(1)</sup> (%)
2008 Q2	+8.8	+1.3
Q3	+6.4	-0.1
Q4	+2.4	-1.2
2009 Q1	-1.9	-1.8
Q2	-2.3	+0.9
Q3	-1.0	+1.1
Q4	+1.4	+1.1
2010 Q1	+4.3	+1.1
Q2	+3.0	-0.2
Q3	+3.2	+1.2
Q4	+3.2	+1.1
2011 Q1*	+1.7	-0.3

註釋 : \* 臨時數字。

Notes : Provisional figures.

(1) 數字是由未進位的數字計算。

Figures are derived from unrounded figures.

(2) 經季節性調整的按季食肆總收益數量指數是由「X-12 自迴歸－求和－移動平均」方法編製，該方法是現時很多國家/地區的統計機構用作編製經季節性調整的統計數列的標準方法。至於按月食肆總收益數量指數，將於有較長數列時才會進行季節性調整。

Seasonal adjustment of the quarterly volume index of total restaurant receipts is performed using the X-12 ARIMA method, which has now become a standard method used by statistical offices for performing seasonal adjustment of statistical series in many countries/territories. For the monthly volume index of total restaurant receipts, seasonal adjustment will be performed when a longer data series is available in future.

經季節性調整的按季數列隨着資料更新而可能會作出修訂。在按季食肆總收益數量指數方面，當每年第一季的數字發表時，會一併修訂對上三年的經季節性調整數列。

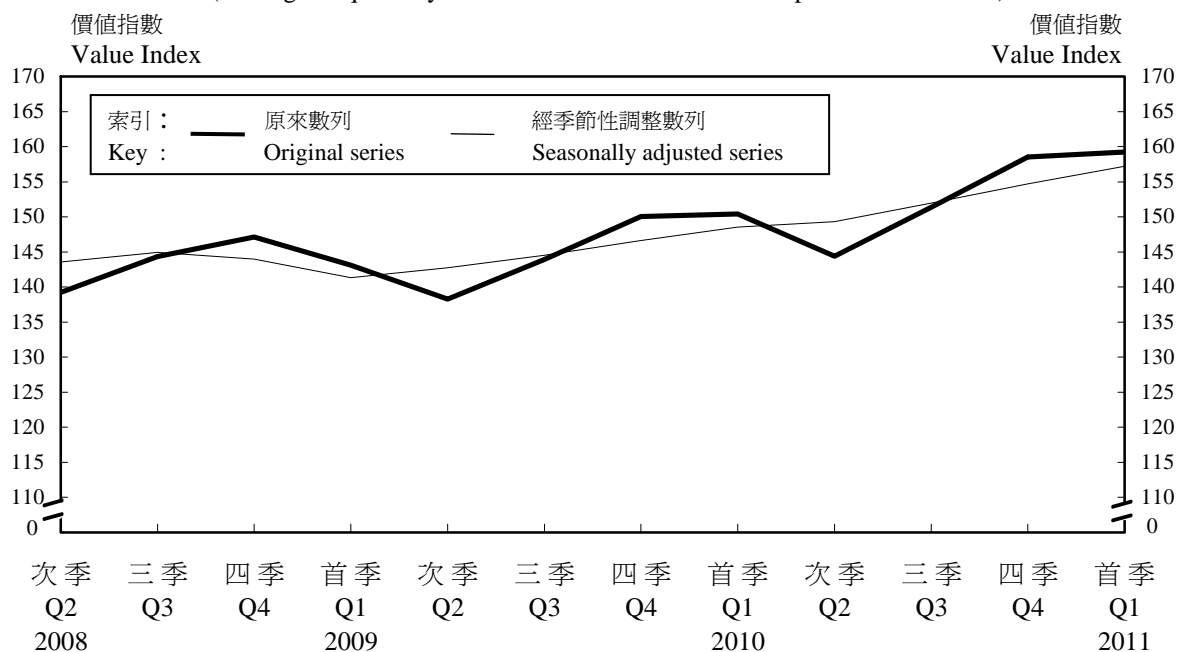
Seasonally adjusted quarterly series may be revised as more data become available. For the quarterly volume index of total restaurant receipts, its seasonally adjusted series for the preceding three years is revised each year when the figures for the first quarter of the current year become available.

(3) 所有食肆收益統計數字均按「香港標準行業分類2.0版」編製。

All the restaurant receipts statistics are compiled based on the HSIC Version 2.0.

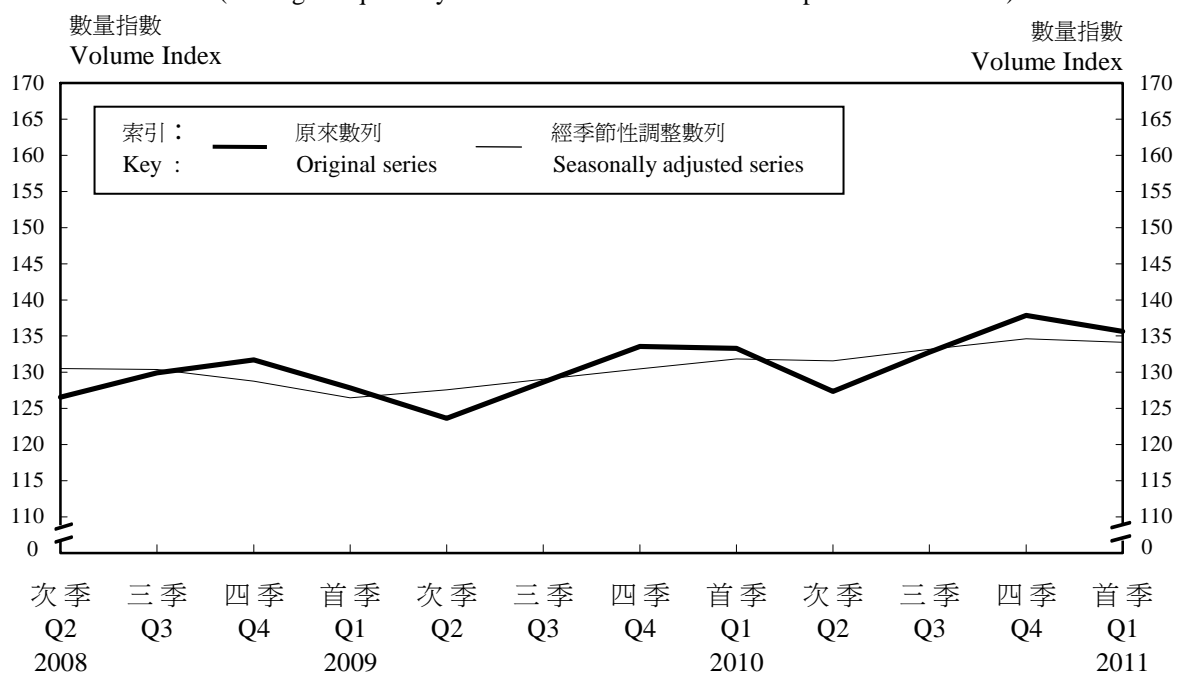
圖一：按季的食肆總收益價值指數  
**Chart 1 : Quarterly value index of total restaurant receipts**

(二零零四年十月至二零零五年九月期內的季度平均指數 = 100)  
 (Average of quarterly indices from October 2004 to September 2005=100)



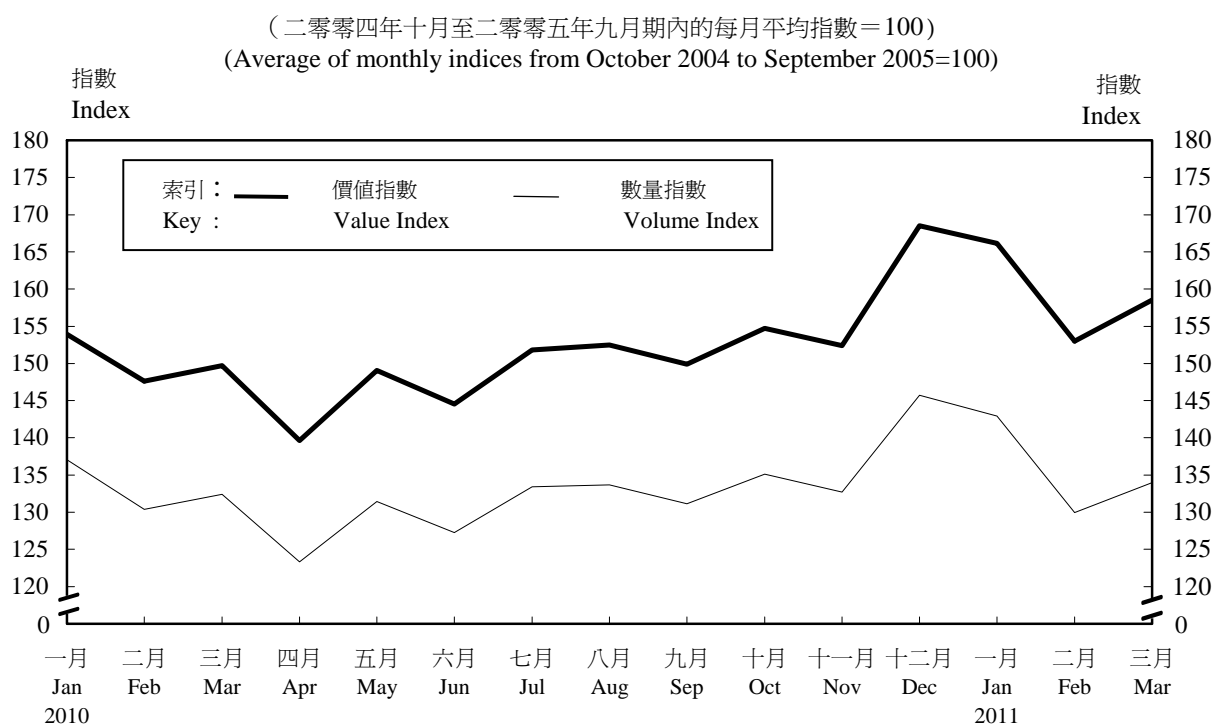
圖二：按季的食肆總收益數量指數  
**Chart 2 : Quarterly volume index of total restaurant receipts**

(二零零四年十月至二零零五年九月期內的季度平均指數 = 100)  
 (Average of quarterly indices from October 2004 to September 2005=100)



圖三：按月的食肆總收益價值及數量指數

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



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。由二零零九年第一季起，「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，讀者可參閱附錄甲及附錄乙分別載述的「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。在每季的六個複樣本當中，會換出三個舊複樣本，由另外三個新複樣本取代。每季共選出約一千一百間食肆作統計調查樣本。

### 資料搜集

統計調查問卷以郵遞方式寄予獲選的機構單位。數據主要經郵遞方式收取，如有需要，則會安排造訪，以搜集及核實有關資料。

## 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 A and B 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 mainly collected by post, and supplemented by face-to-face enumeration and verification as necessary.

為方便加深了解飲食業的短期業務表現，由二零零八年第一季開始，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，並由本刊物的二零零一年第一季期號開始，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

自一九九零年，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」於二零零一年推行，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」在二零零八年已全面作出修訂。已修訂的「香港標準行業分類」（即「香港標準行業分類 2.0 版」）於二零零八年十月公布。由二零零九年開始，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》二零零八年十一月號的「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.

由二零零九年第一季起，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

政府統計處就二零零八年統計年度進行的「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二零零八年調查數據，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基期(即二零零四年十月至二零零五年九月)。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一個月提供。二零一一年第一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)，將於二零一一年六月二十日開始在政府統計處 [網 站 \(http://www.censtatd.gov.hk/hong\\_kong\\_statistics/index\\_tc.jsp\)](http://www.censtatd.gov.hk/hong_kong_statistics/index_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 V2.0.

## 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 base period (i.e. October 2004 to September 2005). 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 breakdowns 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 first quarter of 2011 (with breakdowns of the figures for that quarter by month) will be released at the website of the C&SD ([www.censtatd.gov.hk/hong\\_kong\\_statistics/index.jsp](http://www.censtatd.gov.hk/hong_kong_statistics/index.jsp)) and relevant publications of the Department starting from June 20, 2011.

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

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、供應烤製肉類的餐館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, shops serving roasted meat 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 <sup>(1)</sup> Old classification <sup>(1)</sup>	新分類 <sup>(2)</sup> New classification <sup>(2)</sup>
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 <sup>(3)</sup> Bars <sup>(3)</sup>	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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