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Sample design

6. Catering establishments in the main sampling frame were stratified by type of restaurant, and within each type, by employment size. For newly opened restaurants in the supplementary sampling frame, they were stratified by type of restaurant only.

7. The sample size for each type of restaurant and employment size stratum in the main frame was determined by Neyman's allocation by reference to a desired level of precision for estimated total restaurant receipts in each type of restaurant. The same sampling fraction for each type of restaurant was also applied to new restaurants in the supplementary sampling frame.

8. In order to reduce respondent burden, rotational replicated sampling was used. At the start of the survey, 6 replicates within each type of restaurant and employment size stratum were each systematically selected after a random start, and 3 replicates were used in the first quarter. In each subsequent quarter, 1 of the 3 replicates was rotated out and replaced. Under this procedure, some 750 restaurants were sampled for each quarterly survey, out of a total of some 5 600 restaurants in the entire sampling frame.

Data collection

9. Bilingual survey forms for quarterly data on total restaurant receipts and purchases were used. Questionnaires for a survey reference quarter were mailed to sampled establishments early in the month immediately following the quarter. Respondents were required to complete and return the questionnaires within three weeks. Where necessary, Census and Survey Officers visited sampled establishments to assist respondents in completing questionnaires or to collect completed ones.

10. Collected questionnaires were edited by office staff. Dubious entries were clarified with respondents by telephone enquiries or by personal visits.

Estimation method

11. The data collected from sampled establishments were grossed up according to the inverse of the sampling fraction for each type of restaurant and employment size stratum. They were then added to form estimates for each type of restaurant and for the entire restaurant sector.

Price deflator

12. In order to remove the effects of price changes, nominal estimates of total restaurant receipts were deflated at each type of restaurant level by price indexes obtained from the CPI Statistics Section. The deflated total estimate of the entire restaurant sector was obtained by summing up the deflated estimates for each type.

13. In view of the technical problems involved in collecting price data on total restaurant purchases, no price deflator for restaurant purchases has been compiled.

Value and volume indexes

14. Value and volume indexes of total restaurant receipts are obtained by comparing the nominal and deflated estimates for each type of restaurant and the entire restaurant sector with the corresponding estimates in the base period. The quarterly averages in 1982 are used as the base.

15. Since sampled establishments may be accumulating or running down stocks in a survey reference quarter, the estimates on total restaurant purchases without adjustment for stock changes may not be indicative of the current economic conditions. Hence, value and volume indexes of total restaurant purchases are not compiled.

Sampling errors

16. The relative standard errors for total restaurant receipts and total purchases of the entire restaurant sector were estimated to be in the region of 3 to 4%. However, the sampling errors of the estimates for each type of restaurant are slightly larger.

Overall review

17. The survey results indicated that the estimated total restaurant receipts and total purchases of the entire restaurant sector in 1983 were \$16,029 million and \$7,025 million respectively, representing increases of 7% and 9% respectively over 1982. When adjusted for changes in the price level, overall total restaurant receipts declined by 1% in volume terms.

18. In 1983, fast food shops recorded the largest increase in the value of total restaurant receipts (16%) when compared with 1982. These were followed by non-Chinese restaurants (10%), Chinese restaurants (5%), and other eating and drinking places (2%). The value of total receipts of bars, however, dropped by 3%.

19. In volume terms, total restaurant receipts of fast food shops rose by 8% and those of non-Chinese restaurants by 2%. On the other hand, the volume of total receipts of bars decreased by 14%. Those of Chinese restaurants and other eating and drinking places also dropped by 2% and 3% respectively.

20. Analyzed by quarter in 1983, both Chinese restaurants and bars recorded the largest volume of receipts in the fourth quarter. At 99 in the first quarter, the volume index (with the quarterly average of 1982 = 100) of receipts of Chinese restaurants dropped to 85 in the second quarter, but rose to 99 in the third and finally to 109 in the fourth quarter. More or less the same pattern was observed for bars. Starting at 91 in the first quarter, the volume index of receipts of bars dropped to 77 in the second, but increased to 80 in the third and to 96 in the fourth quarter.

21. On the other hand, total receipts of other eating and drinking places (comprising herb tea shops, creameries and catering outlets selling bean curd jelly, etc.) were found to peak around the middle of 1983, with volume indexes standing at 104 in both the second and third quarters. Its volume indexes for the first and fourth quarters were 87 and 90 respectively.

22. Non-Chinese restaurants and fast food shops recorded the smallest volume indexes in the first quarter (being 96 and 98 respectively), and the highest volume indexes in the third (being 106 and 119 respectively). The respective volume indexes of receipts of non-Chinese restaurants in the second and fourth quarters were 101 and 103. The corresponding indexes of fast food shops were 109 and 108.

23. Table 1 presents the 1982 and 1983 figures for total restaurant receipts and total purchases of the entire restaurant sector. Table 2 shows the value and volume indexes of total restaurant receipts for each type of restaurant and the entire restaurant sector respectively. Enquiries on the published statistics may be directed to the Wholesale/Retail Trade Statistics Section of the Census and Statistics Department, Tel. no. : 3-7216024.

Table 1 : Total restaurant receipts and total purchases of the entire restaurant sector in 1982 and 1983

Period	Entire restaurant sector	
	Total receipts (\$'m)	Total purchases (\$'m)
Annual 1982	15,028	6,468
Annual 1983	16,029	7,025
Q1 1983	3,853	1,655
Q2 1983	3,601	1,535
Q3 1983	4,085	1,807
Q4 1983	4,490	2,028

Table 2 : Value and volume indexes of total restaurant receipts for Q1 to Q4 1983

(Quarterly average of 1982 = 100)

Type of restaurant	Index of total restaurant receipts	1983				
		Q1	Q2	Q3	Q4	Average
Chinese restaurants	Value	103	91	106	121	105
	Volume	99	85	99	109	98
Non-Chinese restaurants	Value	101	109	115	115	110
	Volume	96	101	106	103	102
Fast food shops	Value	101	114	127	122	116
	Volume	98	109	119	108	108
Bars	Value	101	89	91	108	97
	Volume	91	77	80	96	86
Other eating and drinking places	Value	91	110	110	98	102
	Volume	87	104	104	90	97
Entire restaurant sector	Value	103	96	109	120	107
	Volume	98	90	101	107	99

Note : The average 1983 indexes may not equal the arithmetic mean of the quarterly 1983 indexes due to rounding.