

2013 年資訊科技
在工商業的使用情況和
普及程度統計調查報告

Report of the Survey on Information
Technology Usage and Penetration
in the Business Sector for 2013



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

2013 年資訊科技 在工商業的使用情況和 普及程度統計調查報告

Report of the Survey on Information Technology Usage and Penetration in the Business Sector for 2013

有關本刊物的查詢，請聯絡：

政府統計處 北角城中心分處 科技統計組

地址：香港北角英皇道 250 號北角城中心 6 樓

電話：(852) 2887 9634 圖文傳真：(852) 2887 5117

電郵：itsurvey@censtatd.gov.hk

Enquiries about this publication can be directed to :

Science and Technology Statistics Section

Fortress Tower Sub-office

Census and Statistics Department

Address : 6/F Fortress Tower, 250 King's Road, North Point, Hong Kong.

Tel. : (852) 2887 9634 Fax : (852) 2887 5117

E-mail : itsurvey@censtatd.gov.hk

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

www.censtatd.gov.hk

2014年3月出版

Published in March 2014

本刊物只備有下載版

This publication is available in download version only

		頁數	Page
	2013 年工商業使用資訊科技的主要指標		Key Indicators of Business Use of Information Technology in 2013 v
I	緒言		Introduction 1-6
	背景	Background	1
	統計調查目的	Survey objective	1
	有關法例	Legislation	1
	統計調查的範圍	Survey coverage	2
	統計期	Survey reference period	2
	抽樣設計	Sampling design	3
	資料搜集	Data collection	3
	資料處理	Data processing	3
	估值的可靠性	Reliability of the estimates	4
	統計表註釋	Notes to statistical tables	6
II	統計調查的主要結果		Major Survey Findings 7-16
	工商業使用電腦、互聯網及具有網絡存在的情況	Business use of computers and the Internet and web presence	7
	電子商貿及電子商業	Electronic commerce and electronic business	11
	資訊科技保安	Information technology security	13
	工商業採用資訊及通訊科技的情況	Business adoption of information and communication technology	16
III	統計表		Statistical Tables 17-75
	工商業使用電腦、互聯網及具有網絡存在的情況	Business use of computers and the Internet and web presence	17-33
表 1.1	工商業使用電腦、互聯網及具有網絡存在的情況	Table 1.1 Business use of computers and the Internet and web presence	17
表 1.2	工商業使用電腦應用軟件／系統的主要類別	Table 1.2 Major types of computer software application/system used by business	18
表 1.3	工商業沒有使用電腦的主要原因	Table 1.3 Major reasons of business for not using computers	19
表 1.4	工商業接入互聯網的主要方式類別	Table 1.4 Major types of access to the Internet by business	20
表 1.5	工商業使用互聯網的主要用途	Table 1.5 Major types of usage of the Internet by business	21-25
表 1.6	工商業沒有使用互聯網的主要原因	Table 1.6 Major reasons of business for not using the Internet	26
表 1.7	工商業使用電腦網絡的主要類別	Table 1.7 Major types of computer network used by business	27

表 1.8	經常使用電腦／互聯網的僱員比例	Table 1.8	Proportion of persons employed routinely using computers/the Internet	28
表 1.9	工商業的網站／網頁的模式	Table 1.9	Mode of website/webpage of business	29
表 1.10	工商業的網站／網頁所提供的主要功能	Table 1.10	Major features of website/webpage of business	30-32
表 1.11	工商業沒有網絡存在的主要原因	Table 1.11	Major reasons of business for not having a web presence	33
電子商貿及電子商業		Electronic commerce and electronic business		34-52
表 2.1	工商業採用電子商貿及電子商業的情況	Table 2.1	Business adoption of electronic commerce and electronic business	34
表 2.2	工商業進行電子商貿銷售所採用的主要網絡類別	Table 2.2	Major types of network adopted by business for e-commerce sales	35
表 2.3	2012 年電子商貿銷售額按網絡平台及客戶類別的分析	Table 2.3	Value of e-commerce sales analysed by platform of placing orders and type of customers in 2012	36
表 2.4	採用電子商貿銷售的機構單位按網上收取款項的分布情況	Table 2.4	Distribution of establishments adopting e-commerce sales by payment settled online	37
表 2.5	工商業進行電子商貿銷售為客戶提供身份認證及／或保密接達服務所採用的主要方法	Table 2.5	Major methods of providing authentication and/or secure access for clients adopted by business for e-commerce sales	38
表 2.6	工商業採用電子商貿銷售的主要好處	Table 2.6	Major benefits for e-commerce sales by business	39
表 2.7	工商業沒有採用電子商貿銷售的主要原因	Table 2.7	Major reasons of business for not adopting e-commerce sales	40
表 2.8	工商業進行電子商貿採購所採用的主要網絡類別	Table 2.8	Major types of network adopted by business for e-commerce purchases	41
表 2.9	工商業採用電子商貿採購的主要好處	Table 2.9	Major benefits for e-commerce purchases by business	42
表 2.10	工商業進行電子商貿採購的主要種類	Table 2.10	Major types of e-commerce purchases by business	43
表 2.11	採用電子商貿採購的機構單位按相對購買總值的百分比的分布情況	Table 2.11	Distribution of establishments adopting e-commerce purchases by percentage of the total value of purchases	44
表 2.12	採用電子商貿採購的機構單位按網上支付款項的分布情況	Table 2.12	Distribution of establishments adopting e-commerce purchases by payment made online	45
表 2.13	工商業沒有採用電子商貿採購的主要原因	Table 2.13	Major reasons of business for not adopting e-commerce purchases	46

表 2.14	工商業透過電腦網絡遞送貨品、服務或資料所採用的主要網絡類別	Table 2.14	Major types of network adopted by business for delivery of goods, services or information online	47
表 2.15	工商業透過電腦網絡所遞送貨品、服務或資料的主要種類	Table 2.15	Major types of goods, services or information delivered online by business	48
表 2.16	工商業沒有透過電腦網絡遞送貨品、服務或資料的主要原因	Table 2.16	Major reasons of business for not delivering goods, services or information online	49
表 2.17	工商業透過電腦網絡獲取貨品、服務或資料所採用的主要網絡類別	Table 2.17	Major types of network adopted by business for receipt of goods, services or information online	50
表 2.18	工商業透過電腦網絡所獲取貨品、服務或資料的主要種類	Table 2.18	Major types of goods, services or information received online by business	51
表 2.19	工商業沒有透過電腦網絡獲取貨品、服務或資料的主要原因	Table 2.19	Major reasons of business for not receiving goods, services or information online	52
資訊科技保安		Information technology security		53-63
表 3.1	工商業採用資訊科技保安技術的主要類別	Table 3.1	Major types of information technology (IT) security measures adopted by business	53-55
表 3.2	工商業面對的主要阻礙因素以致未能透過資訊科技保安措施減低資訊科技保安風險	Table 3.2	Major hampering factors for business to mitigate IT security risk through putting in place IT security measures	56
表 3.3	工商業遭遇的主要資訊保安事故的類別	Table 3.3	Major types of information security incidents experienced by business	57
表 3.4	工商業遭遇資訊保安事故的次數	Table 3.4	Number of information security incidents experienced by business	58
表 3.5	工商業制定持續業務計劃的主要類別	Table 3.5	Major types of business continuity plan adopted by business	59-60
表 3.6	工商業使用數碼證書的數目	Table 3.6	Number of digital certificates used by business	61
表 3.7	工商業使用數碼證書的主要用途	Table 3.7	Major types of usage of digital certificates by business	62
表 3.8	工商業沒有使用數碼證書的主要原因	Table 3.8	Major reasons for not using digital certificates by business	63
工商業採用資訊及通訊科技的情況		Business adoption of information and communication technology		64-75
表 4.1	工商業採用資訊及通訊科技的情況	Table 4.1	Business adoption of information and communication technology (ICT)	64
表 4.2	工商業使用雲端運算的情況	Table 4.2	Business use of cloud computing	65

表 4.3	驅使工商業採用雲端運算的主要因素	Table 4.3	Major factors of driving cloud computing adoption by business	66
表 4.4	工商業採用雲端運算的主要應用領域	Table 4.4	Major areas of application of cloud computing by business	67
表 4.5	工商業分配予雲端運算的資訊科技開支預算	Table 4.5	IT budget allocated to cloud computing by business	68
表 4.6	工商業評估雲端運算供應商或科技的主要考慮因素	Table 4.6	Major considerations of business for evaluation of cloud computing vendors or technologies	69
表 4.7	工商業沒有使用雲端運算的主要原因	Table 4.7	Major reasons for not adopting cloud computing of business	70
表 4.8	工商業預計 2014 年資訊科技開支預算與 2013 年比較的變動情況	Table 4.8	Business expected change in IT budget for 2014 compared with 2013	71
表 4.9	工商業在業務上使用智能手機的主要用途	Table 4.9	Major types of usage of smartphones for business purposes	72
表 4.10	工商業提供流動服務的主要類別	Table 4.10	Major types of mobile services provided by business	73
表 4.11	工商業提供流動應用程式的主要類別	Table 4.11	Major types of mobile application provided by business	74
表 4.12	工商業使用社交媒體帳戶的主要用途	Table 4.12	Major types of usage of business adoption of social media account	75

IV 統計圖

Statistical Charts

圖 2.1	按行業類別劃分的電腦普及率	Chart 2.1	Penetration rate of computer by industry sector	7
圖 2.2	按行業類別劃分的互聯網普及率	Chart 2.2	Penetration rate of Internet by industry sector	8
圖 2.3	按行業類別劃分的網絡存在普及率	Chart 2.3	Penetration rate of web presence by industry sector	9
圖 2.4	工商業使用電腦網絡的主要類別	Chart 2.4	Major types of computer network used by business	10
圖 2.5	工商業所採用資訊科技保安技術的主要類別	Chart 2.5	Major types of information technology (IT) security measures adopted by business	14
圖 2.6	工商業遭遇的主要資訊保安事故的類別	Chart 2.6	Major types of information security incidents experienced by business	15

附錄

Appendices

甲.	用語及定義	A.	Terms and definitions	76
乙.	獲取政府統計處刊物的方法	B.	Means of obtaining publications of the Census and Statistics Department	80

2013 年工商業使用資訊科技的主要指標

Key Indicators of Business Use of Information Technology in 2013

主要指標	Key indicator	統計調查結果 Survey finding
(1) 使用電腦的機構單位比例	Proportion of establishments using computers	75.2%
(2) 經常使用電腦的僱員比例	Proportion of persons employed routinely using computers	62.9%
(3) 使用互聯網的機構單位比例	Proportion of establishments using the Internet	74.8%
(4) 經常使用互聯網的僱員比例	Proportion of persons employed routinely using the Internet	59.4%
(5) 具有網絡存在的機構單位比例	Proportion of establishments with a web presence	26.4%
(6) 具有內聯網的機構單位比例	Proportion of establishments with an intranet	16.1%
(7) 透過電腦網絡獲取訂單(電子商貿銷售)的機構單位比例	Proportion of establishments receiving orders online (e-commerce sales)	4.3%
(8) 透過電腦網絡提交訂單(電子商貿採購)的機構單位比例	Proportion of establishments placing orders online (e-commerce purchases)	14.9%
(9) 使用互聯網的機構單位比例，按接入類型劃分：	Proportion of establishments using the Internet by type of access:	
(甲) 固網寬頻	(a) Fixed broadband	92.2%
(乙) 流動寬頻	(b) Mobile broadband	43.2%
(丙) 窄頻	(c) Narrowband	0.6%
(10) 具有局部區域網絡的機構單位比例	Proportion of establishments with a local area network	26.8%
(11) 具有外聯網的機構單位比例	Proportion of establishments with an extranet	4.9%

2013 年工商業使用資訊科技的主要指標 (續)

Key Indicators of Business Use of Information Technology in 2013 (cont'd)

主要指標	Key indicator	統計調查結果 Survey finding
(12) 使用互聯網的機構單位比例，按主要活動類型劃分： (甲) 收發電子郵件 (乙) 獲取貨品或服務的資訊 (丙) 獲取政府機構的資訊	Proportion of establishments using the Internet by major type of activity: (a) Sending and receiving e-mail (b) Getting information about goods or services (c) Getting information from government organisations	94.2% 45.6% 44.2%
(13) 2012 年電子商貿銷售額佔業務收益的比例	Value of e-commerce sales as percentage of business receipts in 2012	3.7%
(14) 透過電腦網絡遞送貨品、服務或資料的機構單位比例	Proportion of establishments with delivery of goods, services or information online	55.9%
(15) 透過電腦網絡獲取貨品、服務或資料的機構單位比例	Proportion of establishments with receipt of goods, services or information online	58.3%
(16) 曾遭遇資訊保安事故的機構單位比例	Proportion of establishments which experienced information security incident(s)	12.1%
(17) 使用智能手機作業務用途的機構單位比例	Proportion of establishments using smartphones for business purposes	45.5%
(18) 使用雲端運算的機構單位比例	Proportion of establishments using cloud computing services	7.0%

I 緒言

背景

1.1 政府資訊科技總監辦公室委託政府統計處，於2013年7月至12月期間進行了「2013年資訊科技在工商業的使用情況和普及程度統計調查」。對上一輪的統計調查在2009年進行。

1.2 本報告發布2013年統計調查的主要結果。過往進行的統計調查報告可以在政府統計處網站免費下載，詳情請參閱附錄乙。

統計調查目的

1.3 這項統計調查的目的是搜集有關資訊科技在工商業的使用情況和普及程度的資料。統計調查的結果對制定香港資訊科技發展策略提供有用的參考。

有關法例

1.4 這項統計調查是根據《普查及統計條例》〈第316章〉第III A部進行，屬自願參與性質，並於2013年4月19日在香港特別行政區政府憲報所刊登的第2099號政府公告上宣佈進行。條例規定，政府統計處對個別機構單位所搜集的資料必須嚴加保密，日後只發表整體的數據，並不會顯示個別機構單位的資料。

I Introduction

Background

1.1 The Office of the Government Chief Information Officer commissioned the Census and Statistics Department (C&SD) to conduct the "Survey on Information Technology Usage and Penetration in the Business Sector for 2013" during July to December 2013. The last round of the survey was conducted in 2009.

1.2 This report releases the main findings of the 2013 survey. Reports on previous rounds of the survey can be downloaded free of charge from the website of C&SD. For details, please refer to Appendix B.

Survey objective

1.3 The survey aims to collect information relating to information technology (IT) usage and penetration in the business sector. The survey results provide useful reference to the development of IT strategy in Hong Kong.

Legislation

1.4 The survey is conducted under Part IIIA of the Census and Statistics Ordinance (Chapter 316). It is a voluntary survey as notified in the Government Notice No. 2099 in the Government of the Hong Kong Special Administrative Region Gazette of 19 April 2013. The Ordinance stipulates that the collected information relating to individual establishments must be kept in strict confidence. Only aggregate information, which does not reveal details of individual establishments, would be released.

統計調查的範圍

1.5 這是一項經濟整體的統計調查，涵蓋所有主要行業，而在香港不太顯著的農業、林業及漁業，以及採礦及採石業則不包括在內。這項統計調查以政府統計處備存的機構單位記錄庫為抽樣框。此記錄庫是根據稅務局商業登記署的資料而進行更新。這項統計調查是採用《香港標準行業分類2.0版》，按行業分類進行資料搜集和分析統計調查結果。

統計期

1.6 為了獲得資訊科技在工商業的使用情況和普及程度的最新資料，除特別註明外，2013年統計調查所搜集的有關資料均以2013年進行訪問數據搜集時的情況為依據。

1.7 在2013年統計調查中，就業人數是指在2013年6月底的情況，而業務收益則指2012公曆年或在2012年1月1日至2013年3月31日期間任何連續12個月的資料，視乎個別機構單位的會計慣例而定。至於在上述期間開業或停業的機構單位，所搜集的資料是指在有關會計年度內有經營業務期間的數據。

Survey coverage

1.5 This is an economy-wide survey, covering all major economic sectors except the agriculture, forestry and fishing, and mining and quarrying sectors which are negligible in Hong Kong. C&SD adopts the Central Register of Establishments, which is a comprehensive register maintained by the C&SD and updated according to the records of the Business Registration Office of the Inland Revenue Department, as the sampling frame for this survey. The survey adopts *Hong Kong Standard Industrial Classification (HSIC) Version 2.0* for classification of industries in the data collection and presentation of survey findings.

Survey reference period

1.6 In order to obtain the latest information on IT usage and penetration in the business sector, data collected in the 2013 survey refer to the position of enumeration in 2013, unless otherwise specified.

1.7 In the 2013 survey, the number of persons engaged refers to the position as at end-June 2013. Information on business receipts refers to the calendar year 2012, or a 12-month period between 1 January 2012 and 31 March 2013, according to the accounting practices of individual establishments. For establishments which commenced or ceased operation within their respective accounting periods defined above, data collected cover the months within this accounting period during which the establishments were in operation.

抽樣設計

1.8 這項統計調查的抽樣框是先以行業類別分層，然後再按就業人數分層。2013年統計調查一共抽選了5 469間機構單位進行訪問。根據統計調查的結果，涵蓋於這項統計調查範圍內的機構單位總數約為297 400間。

資料搜集

1.9 問卷於2013年7月初郵寄予獲抽選的機構單位。訪問員到訪或致電受訪者以核實已填妥問卷內的資料，並在有需要時協助受訪者完成問卷。截至資料搜集期完結時，成功受訪的機構單位有4 073間，而未能接觸到負責人或在統計期內沒有營業的有1 372間。未有作出回應的機構單位數目為24間。統計調查的整體回應率約99%。

資料處理

1.10 填妥交回的問卷經統計員詳細審核及電腦驗證後，方進行製表工作。審核程序包括查核填報的資料是否完整、各項數據的一致性及其可信性。遇有含糊或前後不一致的數據，負責人員會致電或到訪有關機構單位以進行查證。

Sampling design

1.8 The sampling frame for the survey was stratified by industry group, and within each industry group, by employment size. A total of 5 469 establishments were selected for enumeration in the 2013 survey. The total number of establishments falling within the scope of the survey was estimated to be around 297 400 based on the results of the survey.

Data collection

1.9 Questionnaires were mailed to the selected establishments in early-July 2013. Interviewers visited/telephoned respondents to verify the information in the completed questionnaires and assisted them in completing the questionnaires if necessary. By the end of the data collection period, 4 073 establishments were successfully enumerated, whereas 1 372 could not be located or were found to be inactive in the survey reference period. The number of establishments that failed to respond was 24. The overall response rate of the survey was around 99%.

Data processing

1.10 Completed questionnaires received were subject to thorough checking by statistical staff and detailed validation checks by computer before tabulation. Such checking covered completeness of entries, consistencies among data items and credibility of reported data. For dubious entries or inconsistencies in the reported data, clarifications were made with respondents by phone or by field verification visits.

估值的可靠性

1.11 這項統計調查的結果受抽樣誤差和非抽樣誤差的影響。本報告所刊載的估價是根據從抽樣框抽選一個特定樣本所得的資料而編製。就統計方法而言，抽樣框透過同樣的抽樣方式，可以產生眾多的樣本。由於每次所抽選的樣本都會略有不同，因此不同樣本得出的估價亦互有差異。抽樣誤差是計算該類差異的統計方法，可用以量度從一個特定樣本所得的估價，對估計整體數據的精確程度。

1.12 統計變數的95%置信區間的上下限分別在樣本估價之上及之下相距兩個標準差。若以同樣方法抽取同樣大小的樣本，每個樣本計算其置信區間，可預期當中有百分之九十五個置信區間將包含變數的實際值。

Reliability of the estimates

1.11 Results of the survey are subject to sampling and non-sampling errors. The estimates contained in this report are based on information obtained from a particular sample, drawn from the sampling frame. In statistics, a number of samples could be generated from the sampling frame using the same sampling design. Estimates derived from different samples may differ from each other. Sampling error is a measure of these variations and is thus a measure of the precision of an estimate derived from the particular sample in estimating the population parameter to be measured.

1.12 A 95% confidence interval (CI) for a statistical variable is bounded by upper and lower limits which are two standard errors respectively above and below the sample estimate. If similar confidence intervals are constructed for different samples of the same size selected using the same sampling method, one would expect that 95% of them will cover the true value of the variable.

I 緒言 (續)

I Introduction (cont'd)

1.13 本報告所載列的主要變數估值的95%置信區間上、下限如下：

1.13 The upper limit and lower limit corresponding to the 95% CI of the estimates of key variables in this report are given below :

主要變數 Key Variable	估值 Estimate	95% 置信區間 95% Confidence interval	
		下限 Lower limit	上限 Upper limit
使用電腦的機構單位比例 Proportion of establishments using computers	75.2%	72.2%	78.1%
使用互聯網的機構單位比例 Proportion of establishments using the Internet	74.8%	71.7%	77.9%
具有網絡存在的機構單位比例 Proportion of establishments with a web presence	26.4%	23.7%	29.1%
透過電腦網絡獲取訂單的機構單位比例 (e-commerce sales) Proportion of establishments receiving orders online	4.3%	3.3%	5.3%
透過電腦網絡提交訂單的機構單位比例 (e-commerce purchases) Proportion of establishments placing orders online	14.9%	12.8%	17.0%
透過電腦網絡遞送貨品、服務或資料的機構單位比例 Proportion of establishments with delivery of goods, services or information online	55.9%	52.7%	59.1%
透過電腦網絡獲取貨品、服務或資料的機構單位比例 Proportion of establishments with receipt of goods, services or information online	58.3%	55.0%	61.6%

I 緒言 (續)

I Introduction (cont'd)

統計表註釋

1.14 機構單位按其就業人數分類為小型、中型及大型機構單位三個類別，詳情如下：

行業類別 Industry Sector	機構單位規模 Size of establishment	就業人數 No. of persons engaged		
		小型 Small	中型 Medium	大型 Large
製造業 Manufacturing		< 10	10 – 99	≥ 100
非製造業 Non-manufacturing		< 10	10 – 49	≥ 50

1.15 本報告的統計表內各代號的含意如下：

- 不適用
- § 少於0.05%

1.16 由於四捨五入關係，個別數字或百分比之和可能不等於其總數。

Notes to statistical tables

1.14 Establishments are categorised into small, medium and large establishments according to their number of persons engaged as follows:

1.15 The following symbols are used in tables throughout this report:

- not applicable
- § less than 0.05%

1.16 Figures or percentages of components may not add up to the respective totals owing to rounding.

II 統計調查的主要結果

II Major Survey Findings

工商業使用電腦、互聯網及具有網絡存在的情況

Business use of computers and the Internet and web presence

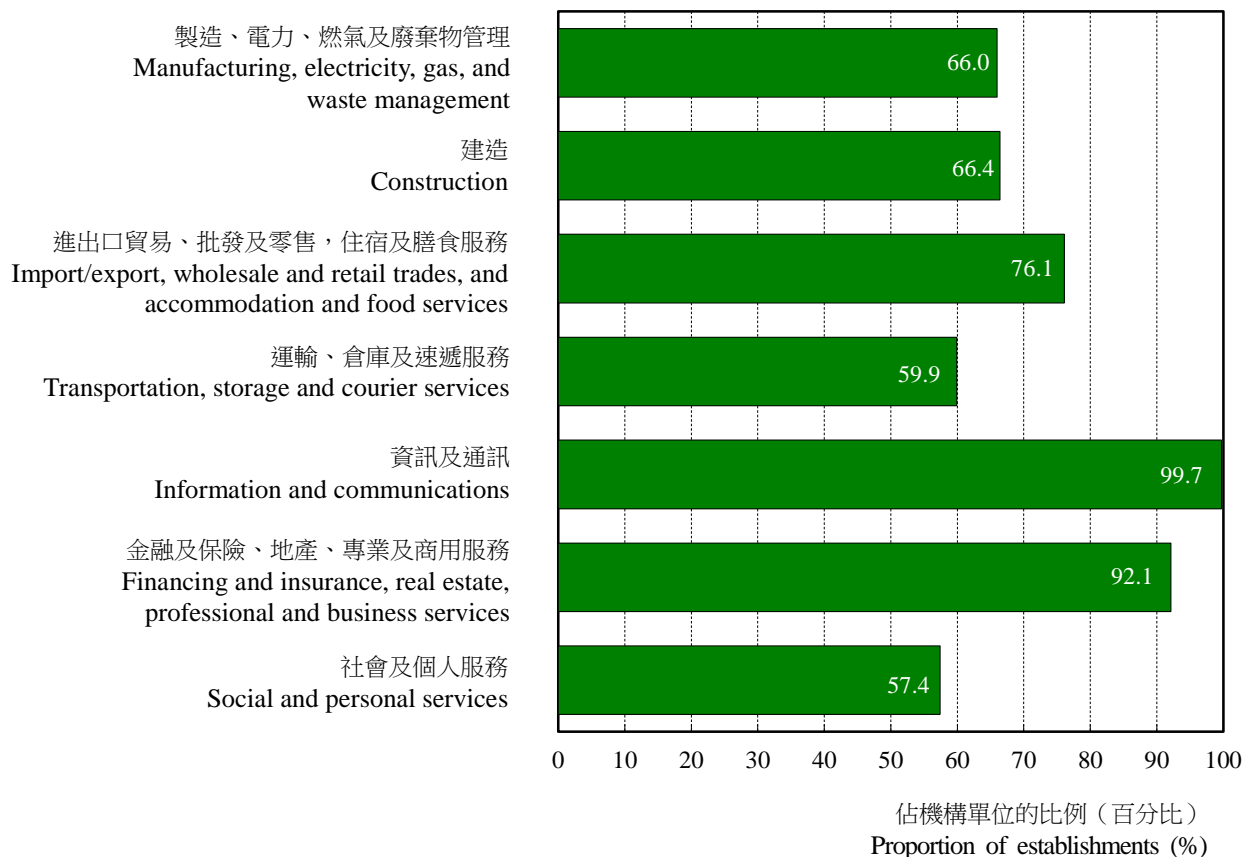
2.1 根據2013年統計調查所搜集的資料，估計總數約297 400間機構單位屬於這項統計調查的範圍內。

2.1 Based on data collected through the 2013 survey, it was estimated that a total of around 297 400 establishments fell within the scope of the survey.

2.2 在2013年，75%的工商機構單位有使用電腦。按行業類別分析，使用電腦的比例較高的行業包括資訊及通訊業（100%），與及金融及保險、地產、專業及商用服務業（92%），而社會及個人服務業使用電腦的比例則較低（57%）。（表1.1及圖2.1）

2.2 In 2013, 75% of the establishments in the business sector used computers. Analysed by industry sector, the proportion of establishments using computers was higher in the information and communications (100%), financing and insurance, real estate, professional and business services sector (92%) and was lower in the social and personal services sector (57%). (Table 1.1 and Chart 2.1)

圖 2.1 : 按行業類別劃分的電腦普及率
Chart 2.1 : Penetration rate of computer by industry sector



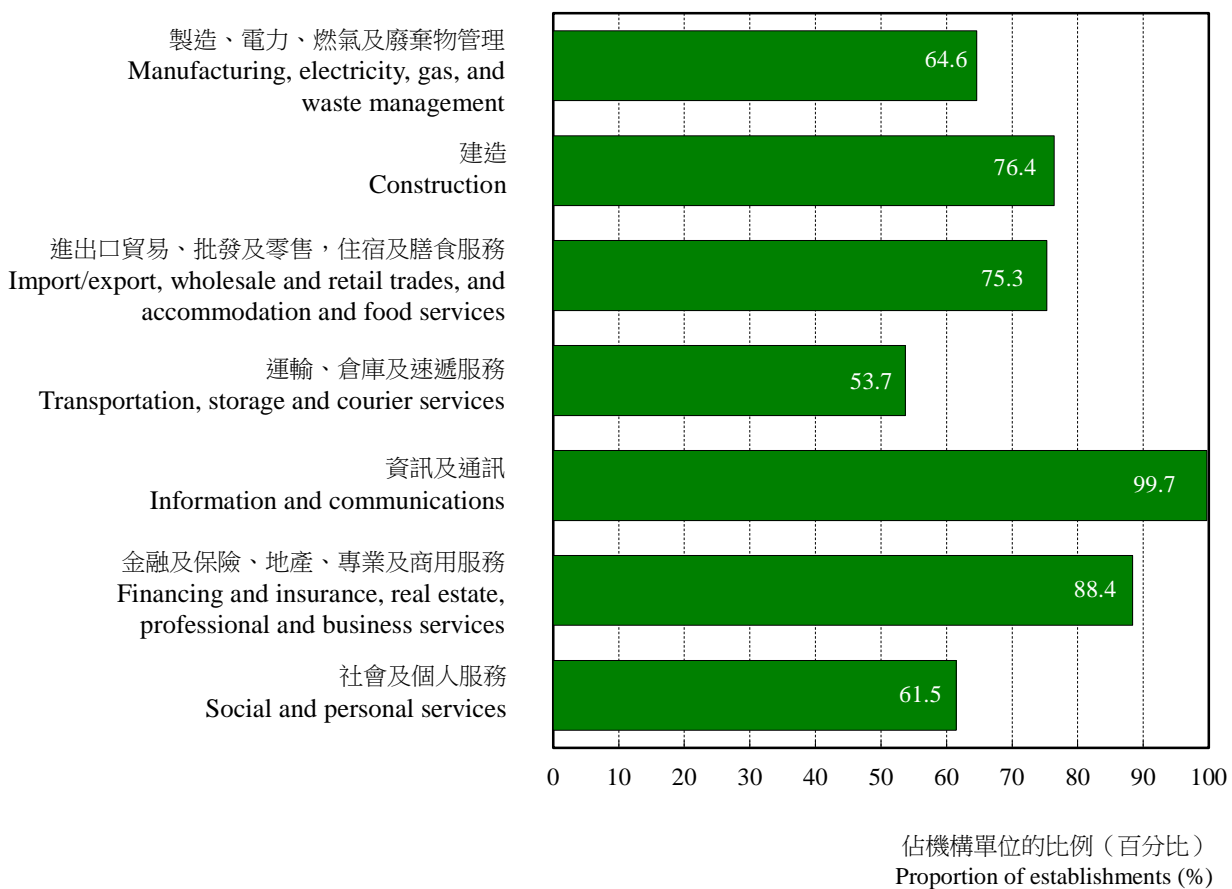
2.3 按機構單位的就業人數類別分析，幾乎所有大型機構單位均使用電腦。中型機構單位使用電腦的比例亦較高（94%）。另一方面，約72%的小型機構單位使用電腦。（表1.1）

2.3 Analysed by employment size of establishments, almost all large establishments used computers. The proportion of establishments using computers was also high for medium-sized establishments (94%). On the other hand, around 72% of small establishments used computers. (Table 1.1)

2.4 本港的工商業廣泛地使用互聯網。約75%的機構單位使用互聯網。按行業類別分析，資訊及通訊業使用互聯網的比例較高（100%），而運輸、倉庫及速遞服務業的比例則較低（54%）。（表1.1及圖2.2）

2.4 Internet is widely used in the business sector of Hong Kong. Around 75% of all establishments used the Internet. Analysed by industry sector, the proportion of establishments using the Internet was higher in the information and communications sector (100%) and was lower in the transportation, storage and courier services sector (54%). (Table 1.1 and Chart 2.2)

圖 2.2 : 按行業類別劃分的互聯網普及率
Chart 2.2 : Penetration rate of Internet by industry sector



2.5 按機構單位的就業人數類別分析，大型機構單位使用互聯網的比例（99%）高於中型機構單位（90%）及小型機構單位（72%），有關數字反映互聯網已成為工商業重要的通訊途徑，尤其是大型及中型機構單位。（表1.1）

2.5 Analysed by employment size of establishments, the proportion of establishments using the Internet was higher for large establishments (99%) than medium establishments (90%) and small establishments (72%). This reflected that the Internet had become an important means of communication, particularly in large and medium establishments. (Table 1.1)

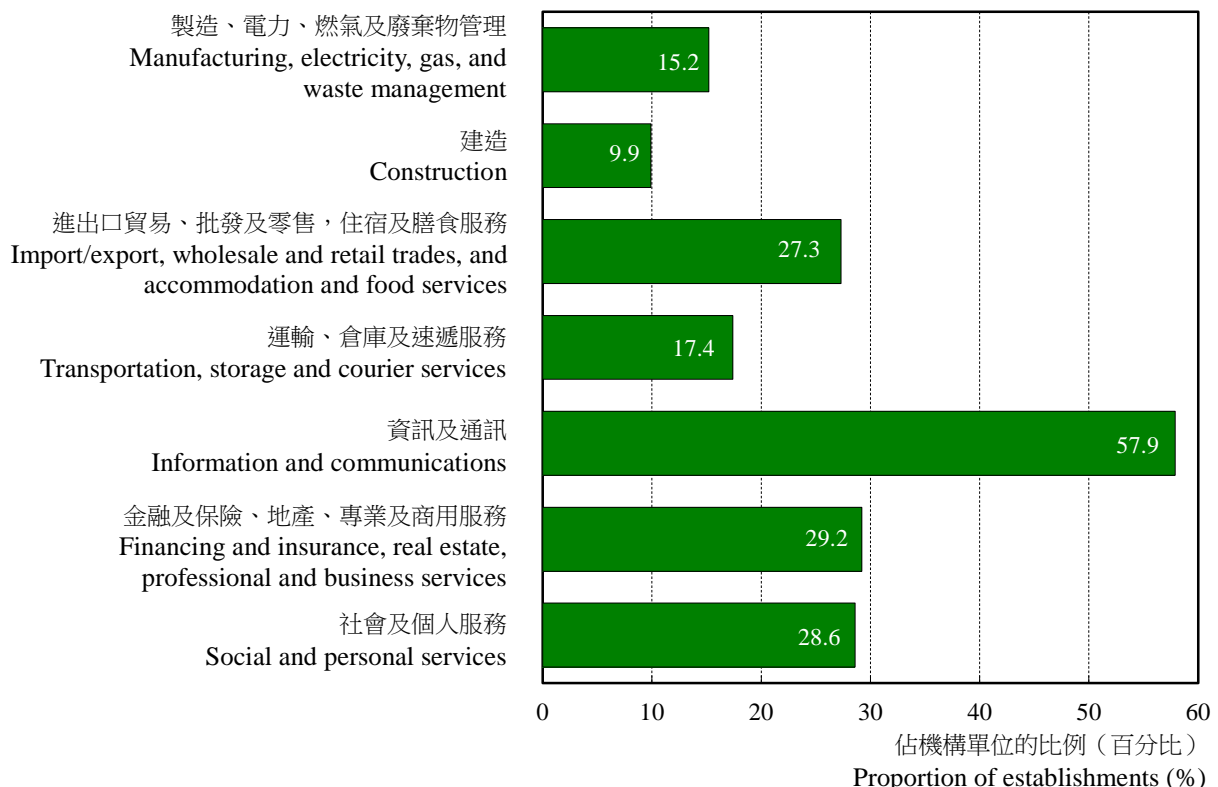
2.6 具有網絡存在的工商業是指機構具有本身的網站／網頁或顯示在另一個實體網站（包括相關業務的網站）。但並不包括列載於其他網上目錄或機構對網頁內容並沒有主導控制的其他網頁。

2.6 Business web presence refers to having a website/webpage or presence on another entity's website (including a related business). It excludes inclusion in an online directory and any other web pages where the business does not have substantial control over the content of the webpage.

2.7 約26%的機構單位具有網絡存在。在各主要行業類別中，資訊及通訊業的比例較高（58%），而建造業的比例則較低（10%）。（表1.1及圖2.3）

2.7 About 26% of the establishments had a web presence. Among the major industry sectors, the proportion of establishments with a web presence was higher in the information and communications sector (58%) and was lower in the construction sector (10%). (Table 1.1 and Chart 2.3)

圖 2.3 : 按行業類別劃分的網絡存在普及率
Chart 2.3 : Penetration rate of web presence by industry sector



2.8 按機構單位的就業人數類別分析，大型機構單位具有網絡存在的比例（87%），明顯較中型機構單位（60%）及小型機構單位（21%）的比例為高。（表1.1）

2.8 Analysed by employment size of establishments, the proportion of establishments with a web presence was much higher for large establishments (87%) than medium establishments (60%) and small establishments (21%). (Table 1.1)

2.9 在2013年，約27%的機構單位具有局部區域網絡作資源共用。比例較高的行業是資訊及通訊業（57%）。具有局部區域網絡的機構單位亦以大型機構單位為主（71%），普及程度高於中型機構單位（61%）和小型機構單位（21%）。（表1.7及圖2.4）

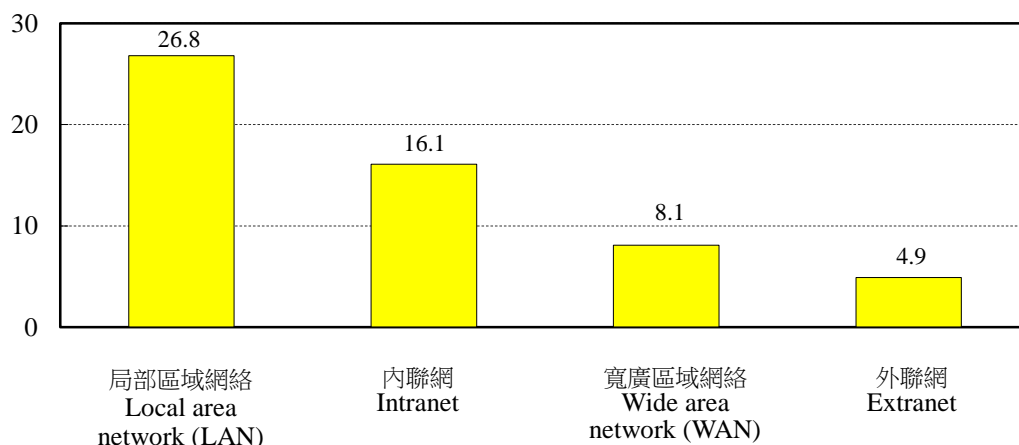
2.9 In 2013, there were 27% of the establishments with a local area network (LAN) for sharing resources. The proportion was higher in the information and communications sector (57%). Having LAN connection was also more prevalent in large establishments (71%) than in medium establishments (61%) and small establishments (21%). (Table 1.7 and Chart 2.4)

2.10 約16%的機構單位具有內聯網，作企業內部的通訊網絡。大型機構單位具有內聯網的比例（68%）較中型機構單位（39%）和小型機構單位（12%）為高。（表1.7及圖2.4）

2.10 There were around 16% of the establishments with intranet for intra-company network communication. The proportion was higher in large establishments (68%) than medium establishments (39%) and small establishments (12%). (Table 1.7 and Chart 2.4)

圖 2.4 : 工商業使用電腦網絡的主要類別⁽¹⁾
Chart 2.4 : Major types of computer network⁽¹⁾ used by business

佔機構單位的比例（百分比）
 Proportion of establishments (%)



(1) 某一機構單位可同時採用多於一個類型的電腦網絡。
 An establishment may adopt more than one type of computer network at the same time.

2.11 工商業採用外聯網與外界互通信息的情況仍不甚普遍，只有5%的機構單位具有外聯網。大型機構單位採用外聯網相對較為普遍，普及率為30%。除了成本因素外，將網絡延伸至機構單位以外的機構、顧客及供應商等也牽涉複雜的技術，因而限制了外聯網的採用。

(表1.7及圖2.4)

2.11 The adoption of extranet for sharing business information with external parties was still rather limited. There were only 5% of the establishments with an extranet. The adoption of extranet was relatively more common in large establishments, with a penetration rate of 30%. Apart from the cost considerations, technical complexity involved in extending the network to external organisations, customers and suppliers etc. was also a limiting factor of adoption of extranet. (Table 1.7 and Chart 2.4)

電子商貿及電子商業

Electronic commerce and electronic business

(a) 電子商貿銷售：工商機構透過電腦網絡獲取訂單

(a) E-commerce sales: establishments receiving orders online

2.12 在本報告中，電子商貿銷售交易是指機構透過電腦中介網絡，例如透過互聯網（包括流動網絡）、外聯網及電子數據聯通，獲取貨品及服務的銷售訂單。銷售訂單透過電腦網絡獲取，然而有關貨品及服務的支付及遞送則可透過在線或離線的方式進行。另一方面，電子商貿銷售並不包括已被取消及未完成的訂單和透過手動輸入電子郵件、電話或傳真的訂單。

2.12 In this report, e-commerce sales transaction refers to sales of goods or services through orders received online by establishments via computer-mediated networks, such as Internet (including mobile networks), extranet and electronic data interchange (EDI). The goods or services are ordered over those networks, but the payment and ultimate delivery of the goods and services may be conducted online or offline. On the other hand, orders which are cancelled and not completed, and orders made by manually typed e-mail, telephone calls or facsimile are not regarded as e-commerce sales.

2.13 約4%的機構單位在被訪問前的12個月內曾透過電腦網絡獲取銷售訂單。其中，以資訊及通訊業的比例相對較高（18%）。（表2.1）

2.13 Around 4% of the establishments had received sales orders online in the 12 months before enumeration. The proportion for the information and communications sector was higher at 18%. (Table 2.1)

II 統計調查的主要結果 (續)

II Major Survey Findings (cont'd)

(b) 電子商貿採購：工商機構透過電腦網絡提交訂單

2.14 電子商貿採購交易是指機構透過電腦中介網絡，例如透過互聯網（包括流動網絡）、外聯網及電子數據聯通，提交貨品或服務的採購訂單。採購訂單透過電腦網絡提交，然而有關貨品及服務之支付及遞送則可透過在線或離線的方式進行。另一方面，電子商貿採購並不包括已被取消及未完成的訂單和透過手動輸入電子郵件、電話或傳真的訂單。

2.15 約15%的機構單位在訪問前的12個月內曾透過電腦網絡提交採購訂單，當中，以大型機構單位較普遍（31%）。（表2.1）

(c) 工商機構透過電腦網絡遞送貨品、服務或資料

2.16 在本報告中，機構單位進行以下活動，會被視為透過電腦網絡遞送貨品、服務或資料：

- 透過電腦網絡或電子郵件獲取訂單
- 透過電子郵件通知或網絡存在提供顧客服務，包括提供價格及產品資訊、可用的帳戶信用額資訊及產品配置等
- 網上遞送數碼方式的內容或服務，例如報告、軟件、音樂、視像、電腦遊戲及網上服務，例如電腦相關的服務或資訊的服務
- 透過電腦網絡向政府及有關機構遞交表格／資料

(b) E-commerce purchases: establishments placing orders online

2.14 E-commerce purchases transaction refers to purchases of goods or services through orders placed online by establishments via computer-mediated networks, such as Internet (including mobile networks), extranet and electronic data interchange (EDI). The goods or services are ordered over those networks, but the payment and ultimate delivery of the goods and services may be conducted online or offline. On the other hand, orders which are cancelled and not completed, and orders made by manually typed e-mail, telephone calls or facsimile are not regarded as e-commerce purchases.

2.15 Around 15% of the establishments had placed purchase orders online in the 12 months before enumeration. E-commerce purchases were more prevalent in large establishments (31%). (Table 2.1)

(c) Establishments with delivery of goods, services or information online

2.16 In this report, an establishment is regarded as engaged in delivery of goods, services or information online through:

- Receiving orders online or through e-mails
- Providing customer services through e-mail notification or web presence, including offering price and product information, information on available account credit, product configuration, etc.
- Online delivering content or services in digitised form, e.g. reports, software, music, videos, computer games, as well as online services, such as computer-related services, or information services
- Submitting forms or information online to the Government and related organisations

II 統計調查的主要結果 (續)

II Major Survey Findings (cont'd)

2.17 約56%的機構單位在訪問前的12個月內曾透過電腦網絡遞送貨品、服務或資料。其中以資訊及通訊業的比例較高(87%)。(表2.1)

(d) 工商機構透過電腦網絡獲取貨品、服務或資料

2.18 機構單位進行以下活動，會被視為透過電腦網絡獲取貨品、服務或資料：

- 透過電腦網絡或電子郵件獲取貨品或服務的資訊
- 透過電腦網絡獲取政府及有關機構的資訊(包括從網站下載表格)
- 網上獲取數碼方式的内容或服務

2.19 約58%的機構單位在訪問前的12個月內曾透過電腦網絡獲取貨品、服務或資料。按行業類別分析，資訊及通訊業的比例較高(93%)。(表2.1)

資訊科技保安

2.20 在有實施資訊科技保安技術的機構單位中，89%採用「定期更新病毒檢查／防病毒軟件」。83%建立「防火牆」，而76%實施「定期備份業務運作的重要數據」。(表3.1及圖2.5)

2.17 About 56% of the establishments had delivered goods, services or information online in the 12 months before enumeration. The proportion was higher in the information and communications sector (87%). (Table 2.1)

(d) Establishments with receipt of goods, services or information online

2.18 An establishment is regarded as engaged in receipt of goods, services or information online through:

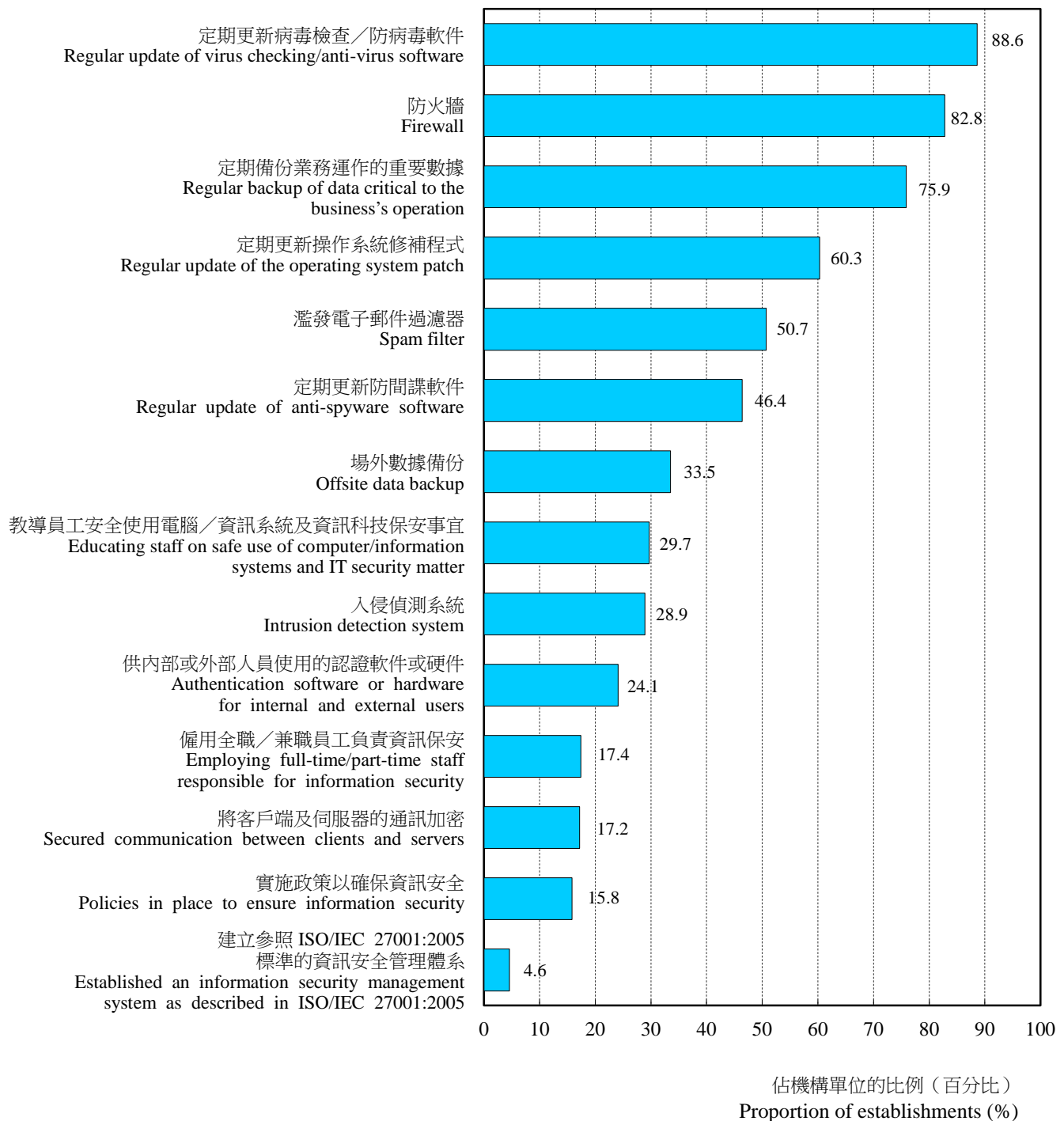
- Getting information about goods or services online or through e-mails
- Getting information online from the Government and related organisations (including downloading forms from websites)
- Online receiving content or services in digitised form

2.19 Some 58% of the establishments had received goods, services or information online in the 12 months before enumeration. Analysed by industry sector, the proportion was higher in the information and communications sector (93%). (Table 2.1)

Information technology security

2.20 Among those establishments which had implemented IT security measures, 89% of them had introduced "regular update of virus checking/anti-virus software", 83% had built "firewall", and 76% had put in place "regular backup of data critical to the business's operation". (Table 3.1 and Chart 2.5)

圖 2.5 : 工商業所採用資訊科技保安技術的主要類別⁽¹⁾
 Chart 2.5 : Major types of information technology (IT) security measures⁽¹⁾ adopted by business



(1) 某一機構單位可同時採用多於一種資訊科技保安技術。
 An establishment may implement more than one type of IT security measure at the same time.

II 統計調查的主要結果 (續)

II Major Survey Findings (cont'd)

2.21 資訊保安事故包括電腦病毒入侵、阻斷服務、黑客侵入、資料被竊及資料外洩等。

2.21 Information security incidents include computer virus attack, denial of service, hacking, theft of information, leakage of information, etc.

2.22 約12%的機構單位在被訪問前的12個月內曾遭遇資訊保安事故。(表3.3)

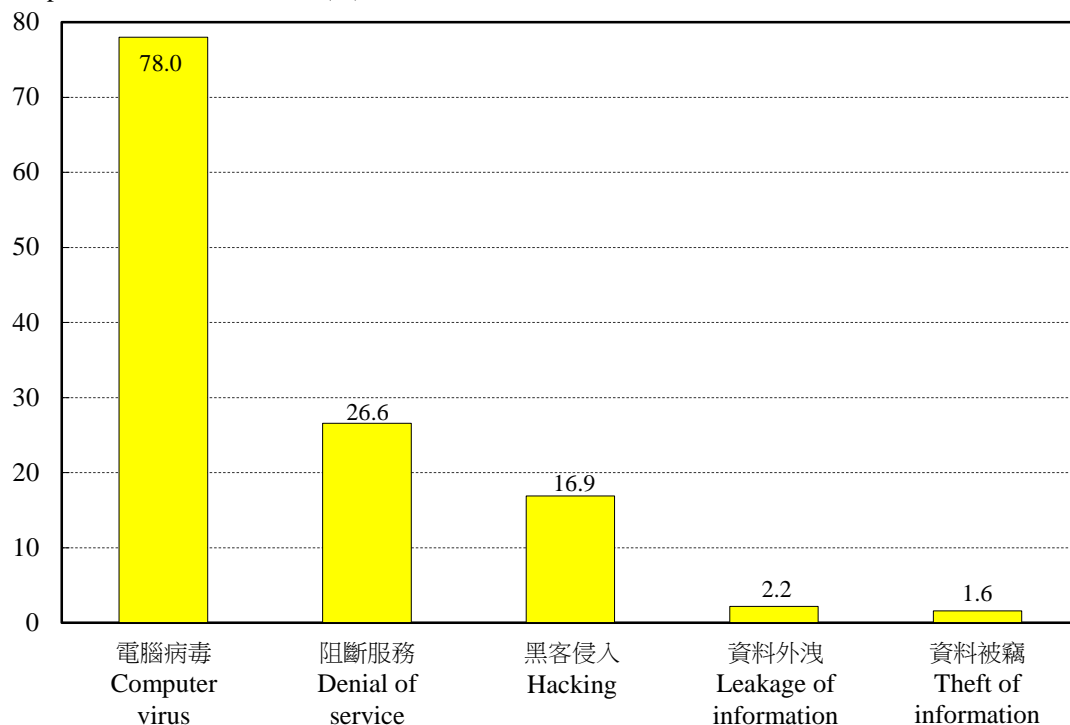
2.22 Around 12% of the establishments had experienced information security incident(s) in the 12 months before enumeration. (Table 3.3)

2.23 按資訊保安事故的種類分析，約78%的機構單位曾受到「電腦病毒」入侵，其次是「阻斷服務」(27%)及「黑客侵入」(17%)。(表3.3及圖2.6)

2.23 Analysed by type of information security incident, around 78% of the establishments had encountered "computer virus" attacks. This was followed by "denial of service" (27%) and "hacking" (17%). (Table 3.3 and Chart 2.6)

圖 2.6 : 工商業遭遇的主要資訊保安事故的類別⁽¹⁾
Chart 2.6 : Major types of information security incidents⁽¹⁾ experienced by business

佔機構單位的比例 (百分比)
Proportion of establishments (%)



(1) 某一機構單位可同期間遭遇多於一種資訊保安事故。

An establishment may experience more than one type of information security incident during the period.

工商業採用資訊及通訊科技的情況

2.24 雲端運算是一方(服務供應商)透過互聯網向用戶交付電腦資源(硬件和軟件)。統計調查的結果顯示,約7%的機構單位有使用雲端運算。(表4.1)

2.25 按行業類別分析,使用雲端運算的比例較高的是資訊及通訊業(30%),其次是金融及保險、地產、專業及商用服務業(15%)。(表4.1)

2.26 按機構單位的就業人數類別分析,大型機構單位使用雲端運算的比例(18%)較中型機構單位(12%)及小型機構單位(6%)為高。(表4.1)

2.27 在2013年,約45%的機構單位有在業務上使用智能手機。在智能手機的各種用途中,91%有在業務上使用智能手機的機構單位通常透過智能手機作「電話通話」,其次是「收發電子郵件」(74%)。(表4.9)

Business adoption of information and communication technology

2.24 Cloud computing is the delivery of computing resources (hardware and software) by a party (the service provider) over the Internet to a user. The survey results showed that around 7% of the establishments used cloud computing services. (Table 4.1)

2.25 Analysed by industry sector, the proportion of establishments using cloud computing was higher in the information and communications sector (30%), followed by the financing and insurance, real estate, professional and business services sector (15%). (Table 4.1)

2.26 Analysed by employment size of establishments, a higher proportion of large establishments (18%) than medium establishments (12%) and small establishments (6%) had used cloud computing. (Table 4.1)

2.27 In 2013, around 45% of the establishments used smartphones for business purposes. Among the various types of smartphone usage, 91% of the establishments using smartphones for business purposes usually used smartphones for "making phone calls", followed by "sending or receiving e-mail" (74%). (Table 4.9)

表 1.1 工商業使用電腦、互聯網及具有網絡存在的情況
Table 1.1 Business use of computers and the Internet and web presence

	機構單位數目 No. of establishments	佔機構單位總數的比例（百分比） Proportion of all establishments (%)		
		使用電腦 Using computers	使用互聯網 Using the Internet	具有網絡存在 With a web presence
按主要行業組別劃分 By major industry grouping				
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	9 193	66.0	64.6	15.2
建造 Construction	20 382	66.4	76.4	9.9
進出口貿易、批發及零售，住宿及膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	143 467	76.1	75.3	27.3
運輸、倉庫及速遞服務 Transportation, storage and courier services	22 202	59.9	53.7	17.4
資訊及通訊 Information and communications	8 699	99.7	99.7	57.9
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	55 080	92.1	88.4	29.2
社會及個人服務 Social and personal services	38 422	57.4	61.5	28.6
按就業人數組別劃分 By employment size				
大型 Large	6 186	99.0	98.9	86.9
中型 Medium	32 540	93.9	90.3	60.4
小型 Small	258 718	72.2	72.2	20.7
總計 Total	297 444	75.2	74.8	26.4

表 1.2 工商業使用電腦應用軟件／系統的主要類別
Table 1.2 Major types of computer software application/system used by business

電腦應用軟件／系統的類別 ⁽¹⁾ Type of computer software application/system ⁽¹⁾	佔有使用電腦的 機構單位的比例 ⁽²⁾ (百分比) Proportion of establishments using computers ⁽²⁾ (%)
電腦保安及防毒 Computer security and anti-virus	84.4
會計及金融 Accounting and finance	32.9
行業專用軟件（例如銷售點軟件） Industry specific software (e.g. point of sale software)	15.1
電腦輔助設計／電腦輔助製造 Computer-aided design/computer-aided manufacturing (CAD/CAM)	10.9
客戶關係管理 Customer relationship management (CRM)	8.0
供應鏈管理（例如存貨、倉庫及／或 運輸管理系統） Supply chain management (e.g. inventory, warehouse and/or transport management system)	7.6
計劃管理工具 Project management tools	4.4
人力資源管理／培訓 Human resources management/training	4.3
企業資源計劃 Enterprise resource planning (ERP)	3.5

- (1) 某一機構單位可採用多於一個類別的電腦應用軟件／系統。
 An establishment may use more than one type of computer software application/system.
- (2) 2013年有使用電腦的機構單位的總數估計為223 535。
 The total number of establishments using computers was estimated at 223 535 in 2013.

表 1.3 工商業沒有使用電腦的主要原因⁽¹⁾
Table 1.3 Major reasons ⁽¹⁾ of business for not using computers

	佔沒有使用電腦的機構單位的比例 ⁽²⁾ (百分比)			
	Proportion of establishments not using computers ⁽²⁾ (%)			
	沒有實際用途 以支持在業務 上應用電腦 Lack of practical use for a sound business case of adoption of computers	缺乏對應用 電腦有認識 的員工 Lack of personnel who are familiar with using computers	電腦硬件及 軟件的購置 成本高昂 Costly in procuring computer hardware and software	不了解該如何善 用／添置電腦令 現有業務獲益 Lack of know-how for beneficial adoption/ acquisition of computers
按主要行業組別劃分				
By major industry grouping				
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	87.7	30.9	2.9	2.4
建造 Construction	95.8	26.9	0.0	0.0
進出口貿易、批發及零售，住宿及 膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	83.3	32.9	11.9	3.0
運輸、倉庫及速遞服務 Transportation, storage and courier services	90.0	29.8	9.6	0.0
資訊及通訊 Information and communications	100.0	0.0	0.0	0.0
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	75.3	25.4	7.5	0.0
社會及個人服務 Social and personal services	86.2	25.9	4.1	3.7
按就業人數組別劃分				
By employment size				
大型 Large	20.6	5.4	3.6	0.0
中型 Medium	100.0	4.6	0.2	0.0
小型 Small	85.3	30.6	8.4	2.4
總計 Total	85.6	29.9	8.1	2.3

(1) 某一機構單位可以有多於一個原因而不使用電腦。
An establishment may have more than one reason for not using computers.

(2) 2013年沒有使用電腦的機構單位的總數估計為73 909。
The total number of establishments not using computers was estimated at 73 909 in 2013.

表 1.4 工商業接入互聯網的主要方式類別⁽¹⁾
Table 1.4 Major types of access ⁽¹⁾ to the Internet by business

	使用互聯網 的機構單位數目 No. of establishments using the Internet	佔使用互聯網的機構單位的比例（百分比） Proportion of establishments using the Internet (%)				
		固網寬頻 Fixed broadband	第三代 流動服務 3G	第四代 流動服務 4G	其他流動 服務連接 Other mobile connection	窄頻 Narrowband
按主要行業組別劃分 By major industry grouping						
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	5 939	89.6	25.1	8.2	0.2	0.0
建造 Construction	15 581	85.0	61.4	12.5	0.1	0.0
進出口貿易、批發及零售，住宿及 膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	107 974	93.6	31.4	14.2	0.6	0.4
運輸、倉庫及速遞服務 Transportation, storage and courier services	11 914	94.2	33.1	11.2	5.1	§
資訊及通訊 Information and communications	8 676	95.4	41.7	22.7	1.7	0.6
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	48 669	95.9	28.9	22.4	0.3	1.5
社會及個人服務 Social and personal services	23 645	81.4	25.5	20.4	1.2	§
按就業人數組別劃分 By employment size						
大型 Large	6 121	98.3	37.7	17.3	1.5	1.1
中型 Medium	29 394	98.2	25.8	12.9	0.7	0.3
小型 Small	186 884	91.1	33.6	17.1	0.8	0.6
總計 Total	222 399	92.2	32.7	16.6	0.8	0.6

(1) 某一使用互聯網的機構單位可採用多於一種接入方式。
An establishment using the Internet may select more than one type of access.

表 1.5 工商業使用互聯網的主要用途⁽¹⁾
Table 1.5 Major types of usage ⁽¹⁾ of the Internet by business

	佔使用互聯網的機構單位的比例（百分比） Proportion of establishments using the Internet (%)				
	通訊 Communications				
	收發電 子郵件 <i>Sending or receiving e-mail</i>	互聯網電話通 訊／網絡語音 <i>Telephoning over the Internet/VoIP</i>	發佈資訊或 即時通訊 <i>Posting information or instant messaging</i>	視像會議 <i>Video conferencing</i>	虛擬私人網 絡穿隧技術 或遠端接達 <i>Virtual private network tunnelling or remote access</i>
按主要行業組別劃分 By major industry grouping					
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	93.1	23.1	20.8	8.0	0.3
建造 Construction	95.0	23.6	15.7	7.7	0.3
進出口貿易、批發及零售，住宿及 膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	95.3	25.9	18.7	9.8	1.4
運輸、倉庫及速遞服務 Transportation, storage and courier services	80.8	24.4	10.5	2.8	2.4
資訊及通訊 Information and communications	98.3	49.6	43.6	27.8	6.5
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	94.0	25.1	21.7	12.1	1.7
社會及個人服務 Social and personal services	94.5	18.9	27.2	4.4	1.2
按就業人數組別劃分 By employment size					
大型 Large	91.9	29.1	39.4	33.1	16.5
中型 Medium	97.7	29.4	27.7	13.2	4.3
小型 Small	93.7	24.9	18.9	8.6	0.7
總計 Total	94.2	25.6	20.7	9.9	1.6

(1) 某一使用互聯網的機構單位可選擇多於一項用途。
An establishment using the Internet may select more than one type of usage.

表 1.5 工商業使用互聯網的主要用途⁽¹⁾ (續)
 Table 1.5 Major types of usage ⁽¹⁾ of the Internet by business (cont'd)

	佔使用互聯網的機構單位的比例 (百分比) Proportion of establishments using the Internet (%)		
	查詢及進行金融交易 Enquiries and financial transactions		
	獲取貨品或 服務的資訊 Getting information about goods or services	網上銀行 Internet banking	使用其他 金融服務 Accessing other financial services
按主要行業組別劃分 By major industry grouping			
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	41.3	39.7	4.4
建造 Construction	29.9	25.3	0.5
進出口貿易、批發及零售，住宿及 膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	45.1	46.9	4.5
運輸、倉庫及速遞服務 Transportation, storage and courier services	59.7	39.5	5.8
資訊及通訊 Information and communications	59.9	56.3	8.9
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	51.2	49.5	12.0
社會及個人服務 Social and personal services	35.7	26.7	0.4
按就業人數組別劃分 By employment size			
大型 Large	53.4	53.0	7.8
中型 Medium	51.1	47.7	7.2
小型 Small	44.5	42.6	5.4
總計 Total	45.6	43.6	5.7

(1) 某一使用互聯網的機構單位可選擇多於一項用途。
 An establishment using the Internet may select more than one type of usage.

表 1.5 工商業使用互聯網的主要用途⁽¹⁾ (續)
Table 1.5 Major types of usage ⁽¹⁾ of the Internet by business (cont'd)

	佔使用互聯網的機構單位的比例 (百分比) Proportion of establishments using the Internet (%)					
	市場推廣／銷售及購買活動 Marketing/sales and purchasing activities					
	提供顧 客服務 Providing customer services	提交貨品／ 服務的訂單 Placing orders for goods/ services	獲取貨品／ 服務的訂單 Receiving orders for goods/ services	繳交貨品／ 服務的付款 Making payments of goods/ services	網上遞 送產品 Delivering products online	獲取貨品／ 服務的付款 Receiving payments of goods/ services
按主要行業組別劃分 By major industry grouping						
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	32.3	43.9	34.4	13.2	5.2	3.5
建造 Construction	37.0	36.8	19.6	12.3	23.0	0.0
進出口貿易、批發及零售，住宿及 膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	47.7	43.7	43.9	15.5	10.6	9.2
運輸、倉庫及速遞服務 Transportation, storage and courier services	41.4	29.8	25.7	2.8	2.8	9.9
資訊及通訊 Information and communications	66.8	64.4	48.8	50.4	28.7	20.3
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	32.7	32.3	22.0	18.7	13.4	2.8
社會及個人服務 Social and personal services	31.8	29.6	17.9	17.6	18.5	6.0
按就業人數組別劃分 By employment size						
大型 Large	53.2	43.0	31.3	24.0	25.2	13.0
中型 Medium	55.8	46.5	36.4	24.8	17.3	9.9
小型 Small	39.4	38.1	33.2	15.3	12.0	6.5
總計 Total	42.0	39.3	33.6	16.8	13.1	7.1

(1) 某一使用互聯網的機構單位可選擇多於一項用途。
An establishment using the Internet may select more than one type of usage.

表 1.5 工商業使用互聯網的主要用途⁽¹⁾ (續)
Table 1.5 Major types of usage ⁽¹⁾ of the Internet by business (cont'd)

	佔使用互聯網的機構單位的比例 (百分比) Proportion of establishments using the Internet (%)			
	與政府機構的互動 Interacting with government organisations			
	獲取政府 機構的資訊 <i>Getting information from government organisations</i>	下載或索 取政府表格 <i>Downloading or requesting government forms</i>	網上填寫或 遞交政府表格 <i>Completing or lodging government forms online</i>	向政府機構 網上繳交付款 <i>Making online payment to government organisations</i>
按主要行業組別劃分 By major industry grouping				
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	44.1	44.7	17.3	7.2
建造 Construction	40.9	31.9	7.7	3.8
進出口貿易、批發及零售，住宿及 膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	41.9	38.2	23.2	8.3
運輸、倉庫及速遞服務 Transportation, storage and courier services	62.5	53.5	30.9	2.5
資訊及通訊 Information and communications	55.8	48.3	27.0	18.6
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	43.2	41.6	20.9	10.1
社會及個人服務 Social and personal services	45.0	42.0	21.7	9.7
按就業人數組別劃分 By employment size				
大型 Large	60.0	55.5	36.9	8.4
中型 Medium	61.9	59.2	34.2	10.2
小型 Small	40.9	36.8	19.4	8.3
總計 Total	44.2	40.3	21.9	8.6

(1) 某一使用互聯網的機構單位可選擇多於一項用途。
An establishment using the Internet may select more than one type of usage.

表 1.5 工商業使用互聯網的主要用途⁽¹⁾ (續)
 Table 1.5 Major types of usage⁽¹⁾ of the Internet by business (cont'd)

	佔使用互聯網的機構單位的比例 (百分比)	
	Proportion of establishments using the Internet (%)	
	其他業務活動	
	員工招聘	員工培訓
	Recruitment of employees	Staff training
按主要行業組別劃分		
By major industry grouping		
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	15.7	0.9
建造 Construction	14.8	0.8
進出口貿易、批發及零售，住宿及膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	21.4	3.8
運輸、倉庫及速遞服務 Transportation, storage and courier services	13.7	1.6
資訊及通訊 Information and communications	30.1	11.3
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	24.0	5.9
社會及個人服務 Social and personal services	30.9	5.3
按就業人數組別劃分		
By employment size		
大型 Large	59.3	22.8
中型 Medium	47.5	12.3
小型 Small	17.1	2.4
總計 Total	22.3	4.3

(1) 某一使用互聯網的機構單位可選擇多於一項用途。
 An establishment using the Internet may select more than one type of usage.

表 1.6 工商業沒有使用互聯網的主要原因⁽¹⁾
Table 1.6 Major reasons ⁽¹⁾ of business for not using the Internet

	佔沒有使用互聯網的機構單位的比例 ⁽²⁾ (百分比)			
	沒有實際用途 以支持在業務上 應用互聯網服務 Lack of practical use for a sound business case of adoption of Internet services	缺乏熟悉互 聯網的員工 Lack of personnel who are familiar with the Internet	使用互聯網 服務的成本高昂 Costly in using Internet services	不了解該如何 善用互聯網服務 令現有業務獲益 Lack of know-how for beneficial adoption of Internet services
按主要行業組別劃分				
By major industry grouping				
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	83.5	26.2	0.0	4.9
建造 Construction	100.0	0.0	0.0	0.0
進出口貿易、批發及零售，住宿及 膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	87.2	26.4	5.6	5.0
運輸、倉庫及速遞服務 Transportation, storage and courier services	99.2	25.8	0.0	0.0
資訊及通訊 Information and communications	100.0	0.0	0.0	0.0
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	96.4	25.8	5.1	4.7
社會及個人服務 Social and personal services	92.4	29.1	4.8	4.1
按就業人數組別劃分				
By employment size				
大型 Large	96.7	5.1	3.3	0.0
中型 Medium	94.9	12.7	0.1	2.0
小型 Small	91.1	25.6	4.2	3.9
總計 Total	91.3	25.1	4.0	3.8

(1) 某一機構單位可選擇多於一個原因而不使用互聯網。
An establishment may select more than one reason for not using the Internet.

(2) 2013年沒有使用互聯網的機構單位的總數估計為75 046。
The total number of establishments not using the Internet was estimated at 75 046 in 2013.

表 1.7 工商業使用電腦網絡的主要類別⁽¹⁾
Table 1.7 Major types of computer network ⁽¹⁾ used by business

	佔機構單位總數的比例（百分比） Proportion of all establishments (%)			
	具有局部區域網絡 With a local area network (LAN)	具有內聯網 With an intranet	具有寬廣區域網絡 With a wide area network (WAN)	具有外聯網 With an extranet
按主要行業組別劃分 By major industry grouping				
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	19.8	13.7	3.6	5.7
建造 Construction	27.6	6.4	9.6	6.7
進出口貿易、批發及零售，住宿及 膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	25.8	15.3	6.6	4.0
運輸、倉庫及速遞服務 Transportation, storage and courier services	26.3	6.0	3.0	2.7
資訊及通訊 Information and communications	57.3	34.0	21.2	16.6
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	31.6	24.6	14.2	5.8
社會及個人服務 Social and personal services	18.1	14.5	5.0	4.6
按就業人數組別劃分 By employment size				
大型 Large	71.1	67.5	44.1	29.8
中型 Medium	61.3	38.8	16.0	15.5
小型 Small	21.4	12.0	6.2	3.0
總計 Total	26.8	16.1	8.1	4.9

(1) 某一機構單位可選擇多於一種電腦網絡。
 An establishment may select more than one type of computer network.

表 1.8 經常使用電腦／互聯網的僱員比例

Table 1.8 Proportion of persons employed routinely using computers/the Internet

	經常使用電腦／互聯網的僱員比例（百分比）	
	電腦 Computers	互聯網 the Internet
按主要行業組別劃分		
By major industry grouping		
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	44.8	38.6
建造 Construction	47.2	54.4
進出口貿易、批發及零售，住宿及膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	60.0	54.7
運輸、倉庫及速遞服務 Transportation, storage and courier services	55.4	53.1
資訊及通訊 Information and communications	92.0	88.4
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	70.0	65.1
社會及個人服務 Social and personal services	67.9	67.4
按就業人數組別劃分		
By employment size		
大型 Large	62.1	56.9
中型 Medium	63.8	60.8
小型 Small	63.5	63.4
總計 Total	62.9	59.4

表 1.9 工商業的網站／網頁的模式
Table 1.9 Mode of website/webpage of business

	具有網絡存在的 機構單位數目 No. of establishments with a web presence	佔具有網絡存在的機構單位的比例（百分比） Proportion of establishments with a web presence (%)	
		機構擁有本身 的網站／網頁 Website/webpage owned by firm	顯示在另一個 實體網站 Presence on another entity's website
按主要行業組別劃分 By major industry grouping			
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	1 399	97.7	2.3
建造 Construction	2 011	99.4	0.6
進出口貿易、批發及零售，住宿及 膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	39 176	91.6	8.4
運輸、倉庫及速遞服務 Transportation, storage and courier services	3 858	85.7	14.3
資訊及通訊 Information and communications	5 040	97.8	2.2
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	16 072	98.9	1.1
社會及個人服務 Social and personal services	10 983	88.4	11.6
按就業人數組別劃分 By employment size			
大型 Large	5 373	94.0	6.0
中型 Medium	19 665	93.8	6.2
小型 Small	53 501	92.7	7.3
總計 Total	78 539	93.0	7.0

表 1.10 工商業的網站／網頁所提供的主要功能⁽¹⁾
Table 1.10 Major features ⁽¹⁾ of website/webpage of business

	佔具有網絡存在的機構單位的比例（百分比）		
	Proportion of establishments with a web presence (%)		
	提供機構和其貨品及服務的資訊（對象包括顧客及員工） Providing information on the firm and goods/services offered (both for use by customers and staff)	設有網上收集顧客資訊 Facility for collecting customers' information online	整合社交媒體 Integration with social media
按主要行業組別劃分			
By major industry grouping			
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	99.2	45.9	3.3
建造 Construction	100.0	7.8	3.9
進出口貿易、批發及零售，住宿及膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	99.9	41.2	21.6
運輸、倉庫及速遞服務 Transportation, storage and courier services	100.0	35.5	17.4
資訊及通訊 Information and communications	99.8	32.1	42.1
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	99.6	43.0	14.2
社會及個人服務 Social and personal services	100.0	30.2	25.8
按就業人數組別劃分			
By employment size			
大型 Large	99.7	45.8	30.8
中型 Medium	99.8	35.2	20.0
小型 Small	99.8	38.8	20.4
總計 Total	99.8	38.4	21.0

(1) 某一機構單位可選擇多於一個特徵。
 An establishment may select more than one feature.

表 1.10 工商業的網站／網頁所提供的主要功能⁽¹⁾ (續)
Table 1.10 Major features ⁽¹⁾ of website/webpage of business (cont'd)

	佔具有網絡存在的機構單位的比例 (百分比)			
	Proportion of establishments with a web presence (%)			
	提供關於私隱 或保安資訊 Providing information about privacy or security	設有網上訂購 ／預留／預約 Facility for online ordering/reservation /booking	設有遞送機構 的貨品或服務 Facility for delivery of goods or services offered by firm	提供網上售後支援 Provision of online after-sale support
按主要行業組別劃分				
By major industry grouping				
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	5.6	10.9	2.2	8.4
建造 Construction	1.4	37.6	17.6	0.1
進出口貿易、批發及零售，住宿及 膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	19.6	19.6	12.7	17.5
運輸、倉庫及速遞服務 Transportation, storage and courier services	19.1	6.4	11.1	18.1
資訊及通訊 Information and communications	34.8	36.2	14.6	37.5
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	13.8	6.1	20.6	7.1
社會及個人服務 Social and personal services	15.3	10.0	23.7	10.0
按就業人數組別劃分				
By employment size				
大型 Large	32.3	18.1	34.3	17.5
中型 Medium	21.0	18.3	12.8	17.0
小型 Small	15.5	15.3	15.1	14.0
總計 Total	18.0	16.2	15.8	15.0

(1) 某一機構單位可選擇多於一個特徵。
An establishment may select more than one feature.

表 1.10 工商業的網站／網頁所提供的主要功能⁽¹⁾ (續)
Table 1.10 Major features ⁽¹⁾ of website/webpage of business (cont'd)

	佔具有網絡存在的機構單位的比例 (百分比) Proportion of establishments with a web presence (%)		
	設有網上付款 Facility for online payment	設有為相熟顧客提供的貼身網頁或資訊 Facility for customising webpage or information provided for repeated customers	經無線流動裝置接達 Access via wireless mobile devices
按主要行業組別劃分 By major industry grouping			
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	8.3	2.4	0.1
建造 Construction	0.0	0.8	0.7
進出口貿易、批發及零售，住宿及膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	15.5	9.7	1.3
運輸、倉庫及速遞服務 Transportation, storage and courier services	2.6	8.7	1.0
資訊及通訊 Information and communications	21.3	13.0	8.8
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	4.2	6.6	1.8
社會及個人服務 Social and personal services	3.6	8.7	3.7
按就業人數組別劃分 By employment size			
大型 Large	14.1	15.4	6.2
中型 Medium	12.8	15.0	3.1
小型 Small	9.6	5.8	1.4
總計 Total	10.7	8.8	2.2

(1) 某一機構單位可選擇多於一個特徵。
An establishment may select more than one feature.

表 1.11 工商業沒有網絡存在的主要原因⁽¹⁾

Table 1.11 Major reasons ⁽¹⁾ of business for not having a web presence

	佔沒有網絡存在的機構單位的比例 ⁽²⁾ (百分比)			
	Proportion of establishments without web presence ⁽²⁾ (%)			
	沒有實際用途 以支持為業務 設立網頁或網站 Lack of practical use for a sound business case to set up a webpage or website	缺乏熟悉建立/ 保養網頁或網站 的員工 Lack of personnel familiar with developing/maintaining a webpage or website	設立網頁或網 站的成本高昂 Costly in setting up a webpage or website	不了解該如何善 用網頁或網站令 現有業務獲益 Lack of know-how for beneficial adoption of webpage or website
按主要行業組別劃分				
By major industry grouping				
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	74.0	25.4	14.3	8.6
建造 Construction	74.3	36.1	9.8	4.5
進出口貿易、批發及零售，住宿及 膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	74.6	25.2	8.2	4.2
運輸、倉庫及速遞服務 Transportation, storage and courier services	77.5	22.2	7.9	4.7
資訊及通訊 Information and communications	67.9	11.0	6.7	0.0
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	78.3	16.3	10.2	2.4
社會及個人服務 Social and personal services	72.2	27.4	14.4	1.0
按就業人數組別劃分				
By employment size				
大型 Large	80.1	10.5	10.3	0.4
中型 Medium	74.2	17.4	9.2	1.7
小型 Small	75.1	24.8	9.7	3.8
總計 Total	75.0	24.3	9.7	3.6

(1) 某一機構單位可選擇多於一個原因而沒有網絡存在。

An establishment may select more than one reason for not having a web presence.

(2) 2013年沒有網絡存在的機構單位的總數估計為218 905。

The total number of establishments without web presence was estimated at 218 905 in 2013.

表 2.1 工商業採用電子商貿及電子商業的情況

Table 2.1 Business adoption of electronic commerce and electronic business

	佔機構單位總數的比例（百分比） Proportion of all establishments (%)			
	透過電腦網絡 獲取訂單 Receiving orders online (e-commerce sales)	透過電腦網絡 提交訂單 Placing orders online (e-commerce purchases)	透過電腦網絡 遞送貨品、服 務或資料 With delivery of goods, services or information online	透過電腦網絡 獲取貨品、服 務或資料 With receipt of goods, services or information online
按主要行業組別劃分 By major industry grouping				
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	2.1	11.4	44.0	46.7
建造 Construction	1.4	14.4	54.4	59.6
進出口貿易、批發及零售，住宿及膳食 服務 Import/export, wholesale and retail trades, and accommodation and food services	6.2	11.9	58.6	58.4
運輸、倉庫及速遞服務 Transportation, storage and courier services	0.5	8.0	35.3	42.7
資訊及通訊 Information and communications	18.2	61.1	86.5	93.1
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	1.5	18.1	64.5	68.5
社會及個人服務 Social and personal services	2.5	16.4	42.2	46.8
按就業人數組別劃分 By employment size				
大型 Large	18.7	30.8	85.0	86.9
中型 Medium	7.0	21.6	75.6	76.2
小型 Small	3.6	13.7	52.7	55.4
總計 Total	4.3	14.9	55.9	58.3

表 2.2 工商業進行電子商貿銷售所採用的主要網絡類別
Table 2.2 Major types of network adopted by business for e-commerce sales

使用的網絡類別 ⁽¹⁾ Type of networks used ⁽¹⁾	佔有採用電子商貿銷售的機構單位的比例 ⁽²⁾ (百分比) Proportion of establishments adopting e-commerce sales ⁽²⁾ (%)
固網寬頻 Fixed broadband	91.9
網站內的網上訂購設施（例如購物車） Online ordering facility on the website (e.g. shopping cart)	65.3
第三者的網站（例如專門的互聯網交易市場或代理網站） Third party's website (e.g. specialised Internet marketplace or an agent's site)	37.4
專用私人網絡（例如外聯網及電子數據聯通） Designated private network (e.g. extranet, EDI)	11.5
流動寬頻 Mobile broadband	8.9
流動網站內的網上訂購設施（例如購物車） Online ordering facility on the mobile website (e.g. shopping cart)	4.9
第三者的流動網站 （例如專門的互聯網交易市場或代理網站） Third party's mobile website (e.g. specialised Internet marketplace or an agent's site)	4.6

(1) 某一機構單位可選擇多於一種網絡。

An establishment may select more than one type of network.

(2) 2013年有採用電子商貿銷售的機構單位的總數估計為12 852。

The total number of establishments adopting e-commerce sales was estimated at 12 852 in 2013.

表 2.3 2012年電子商貿銷售額按網絡平台及客戶類別的分析

Table 2.3 Value of e-commerce sales analysed by platform of placing orders and type of customers in 2012

	2012年電子商貿 銷售額（百萬港元） Value of e-commerce sales in 2012 (HK\$Mn.)	佔電子商貿銷 售總額的比例 （百分比） Proportion of the total value of e-commerce sales (%)
按網絡平台類別劃分		
By type of network platform of placing orders		
專用私人網絡（例如外聯網及電子數據聯通） Designated private network (e.g. extranet, EDI)	152,949	53.7
經機構網站的網上訂購設施 Via online ordering facility on establishments' website	109,814	38.6
透過另一個網站（例如專門的互聯網交易市場或代理網站） Through another website (e.g. specialised Internet marketplace or an agent's site)	21,934	7.7
按客戶類別劃分		
By type of customers		
商業機構 Business firms	146,622	51.5
個別消費者 Individual consumers	135,600	47.6
政府及非商業機構 Government and non-business organisations	2,476	0.9
總計 Total	284,697	100.0
2012年電子商貿銷售額佔業務收益的比例 Value of e-commerce sales as % of total business receipts in 2012		3.7

表 2.4 採用電子商貿銷售的機構單位按網上收取款項的分布情況

Table 2.4 Distribution of establishments adopting e-commerce sales by payment settled online

網上收取款項相對電子商貿銷售額的百分比 Payment settled online as percentage of the total value of e-commerce sales	佔有採用電子商貿銷售的機構單位的比例 (百分比) Proportion of establishments adopting e-commerce sales (%)
0%	38.9
< 1%	5.5
1-5%	12.6
6-10%	4.3
11-15%	2.0
> 15%	36.7
總計 Total	100.0

表 2.5 工商業進行電子商貿銷售為客戶提供身份認證及／或保密接達服務所採用的主要方法
 Table 2.5 Major methods of providing authentication and/or secure access for clients adopted by business for e-commerce sales

為客戶提供身份認證及／或保密接達服務 ⁽¹⁾ Method of providing authentication and/or secure access for clients ⁽¹⁾	佔有採用電子商貿銷售的機構單位的比例 (百分比) Proportion of establishments adopting e-commerce sales (%)
用戶名稱及密碼／個人辨認密碼 User name and password/personal identity number	62.1
保密插口層 Secure sockets layer	9.4
用戶名稱及保安權標 User name and security token	3.2
數碼證書 Digital certificate	2.2
沒有核實客戶身份／為客戶提供保密接達服務 No provision for authentication/secure access for clients	30.7

(1) 某一機構單位可選擇多於一種方法。
 An establishment may select more than one method.

表 2.6 工商業採用電子商貿銷售的主要好處
Table 2.6 Major benefits for e-commerce sales by business

電子商貿銷售的好處 ⁽¹⁾ Benefit of e-commerce sales ⁽¹⁾	佔有採用電子商貿銷售的機構單位的比例 (百分比) Proportion of establishments adopting e-commerce sales (%)
增加銷售量及顧客數目 Increased sale volume and number of customers	75.1
提高業務靈活性及增強競爭力 Increased business agility and enhanced competitiveness	59.1
改善效率及流程 Improved efficiency and streamlining workflow	58.4
改善生產力及減低成本 Improved productivity and reducing cost	46.3
與競爭者保持步伐 Keeping pace with competitors	37.3
能夠更好地照顧個別客戶 Able to better target customers individually	34.9
改善顧客服務的質素 Improved quality of customer services	29.6

(1) 某一機構單位可選擇多於一個好處。
 An establishment may select more than one benefit.

表 2.7 工商業沒有採用電子商貿銷售的主要原因
Table 2.7 Major reasons of business for not adopting e-commerce sales

沒有採用電子商貿銷售的原因 ⁽¹⁾ Reason of not adopting e-commerce sales ⁽¹⁾	佔沒有採用電子商貿銷售的機構單位的比例 ⁽²⁾ (百分比) Proportion of establishments not adopting e-commerce sales ⁽²⁾ (%)
傾向維持現有的業務模式（例如面對面互動方式） Incline to maintain current business model (e.g. face-to-face interaction)	74.7
貨品或服務不適合透過互聯網銷售 Goods or services are not suitable for sale online	28.8
顧客經電腦網絡購買的需求不足 Insufficient level of customer demand for E-sales	14.6
缺乏建立、保養或使用所需科技的技術熟練的僱員 Lack of skilled employees to develop, maintain or use the technology required	9.7
建立及／或保養成本高昂 Cost of development and/or maintenance is too high	3.3
擔心經互聯網銷售貨品或服務的資訊保安事宜 Concern about information security issue in selling goods or services online	2.0
擔心經互聯網收集顧客資訊的私隱事宜 Concern about privacy issue in collecting information from customer online	1.4
擔心互聯網上銷售的法律／監管框架不明確 Uncertainty concerning legal/regulatory framework for selling online	1.4
顧客及供應商的電腦系統與機構的不相容 Customers' and suppliers' computer systems are incompatible with the establishments'	0.9

- (1) 某一機構單位可選擇多於一個原因而沒有採用電子商貿銷售。
An establishment may select more than one reason for not adopting e-commerce sales.
- (2) 2013年沒有採用亦無計劃在不久的將來採用電子商貿銷售的機構單位的總數估計為278 366。
The total number of establishments not adopting and not planning to adopt e-commerce sales in the near future was estimated at 278 366 in 2013.

表 2.8 工商業進行電子商貿採購所採用的主要網絡類別
Table 2.8 Major types of network adopted by business for e-commerce purchases

使用的網絡種別 ⁽¹⁾ Type of networks used ⁽¹⁾	佔有採用電子商貿採購的機構單位的比例 ⁽²⁾ (百分比) Proportion of establishments adopting e-commerce purchases ⁽²⁾ (%)
固網寬頻 Fixed broadband	93.5
網站內的網上訂購設施（例如購物車） Online ordering facility on the website (e.g. shopping cart)	71.4
第三者的網站（例如專門的互聯網交易市場或代理網站） Third party's website (e.g. specialised Internet marketplace or an agent's site)	33.6
流動寬頻 Mobile broadband	11.6
流動網站內的網上訂購設施（例如購物車） Online ordering facility on the mobile website (e.g. shopping cart)	9.7
第三者的流動網站 （例如專門的互聯網交易市場或代理網站） Third party's mobile website (e.g. specialised Internet marketplace or an agent's site)	4.4
專用私人網絡（例如外聯網及電子數據聯通） Designated private network (e.g. extranet, EDI)	1.7

(1) 某一機構單位可選擇多於一種網絡。
An establishment may select more than one type of network.

(2) 2013年有採用電子商貿採購的機構單位的總數估計為44 342。
The total number of establishments adopting e-commerce purchases was estimated at 44 342 in 2013.

表 2.9 工商業採用電子商貿採購的主要好處
Table 2.9 Major benefits for e-commerce purchases by business

電子商貿採購的好處 ⁽¹⁾ Benefit of e-commerce purchases (1)	佔有採用電子商貿採購的機構單位的比例 (百分比) Proportion of establishments adopting e-commerce purchases (%)
更加方便 More convenient	82.5
節省時間 Less processing time	66.4
更多選擇 More choices	39.6
價格／成本更低 Lower price/cost	37.9
提供更全面的貨品／服務資訊 Provision of more comprehensive information on goods/services	33.4
沒有其他途徑 Unavailability of alternative channel	9.6

(1) 某一機構單位可選擇多於一個好處。
An establishment may select more than one benefit.

表 2.10 工商業進行電子商貿採購的主要種類
Table 2.10 Major types of e-commerce purchases by business

電子商貿採購的種類 ⁽¹⁾ Type of e-commerce purchases ⁽¹⁾	佔有採用電子商貿採購的機構單位的比例 (百分比) Proportion of establishments adopting e-commerce purchases (%)
補充貨品／原料存貨 Goods/materials for replenishment of inventory	59.2
電腦硬件／軟件及相關消耗用品 Computer hardware/software and their consumables	31.1
申請政府服務（例如發出牌照／證書） Application for Government services (e.g. issue of license/certificate)	19.3
金融產品或服務（例如保險、投資基金及股票） Financial instruments or services (e.g. insurance, investment fund, securities)	15.9

(1) 某一機構單位可選擇多於一個種類。
 An establishment may select more than one type.

表 2.11 採用電子商貿採購的機構單位按相對購買總值的百分比的分布情況

Table 2.11 Distribution of establishments adopting e-commerce purchases by percentage of the total value of purchases

電子商貿採購相對購買總值的百分比 E-commerce purchases as percentage of the total value of purchases of goods and services	佔有採用電子商貿採購的機構單位的比例 (百分比) Proportion of establishments adopting e-commerce purchases (%)
< 1%	24.8
1-5%	34.0
6-10%	18.6
11-15%	8.3
>15%	14.4
總計 Total	100.0

表 2.12 採用電子商貿採購的機構單位按網上支付款項的分布情況

Table 2.12 Distribution of establishments adopting e-commerce purchases by payment made online

網上支付款項相對電子商貿採購額的百分比 Payment made online as percentage of the total value of e-commerce purchases	佔有採用電子商貿採購的機構單位的比例 (百分比) Proportion of establishments adopting e-commerce purchases (%)
0%	21.3
< 1%	16.4
1-20%	26.0
21-40%	3.2
41-60%	4.1
61-80%	5.3
81-100%	23.7
總計 Total	100.0

表 2.13 工商業沒有採用電子商貿採購的主要原因

Table 2.13 Major reasons of business for not adopting e-commerce purchases

沒有採用電子商貿採購的原因 ⁽¹⁾ Reason for not adopting e-commerce purchases ⁽¹⁾	佔沒有採用電子商貿採購的機構單位的比例 ⁽²⁾ (百分比) Proportion of establishments not adopting e-commerce purchases ⁽²⁾ (%)
經電腦網絡預訂貨品或服務沒有裨益 No business benefit for making E-purchase	60.8
沒有實際用途以支持在業務上經電腦網絡預訂貨品或服務 Lack of practical use for a sound business case of making E-purchases	60.4
不了解該如何善用電腦網絡預訂貨品或服務令業務獲益 Lack of know-how for beneficial use of Internet for making E-purchases	1.2
業內並不普遍 Not popular in the industry	29.2
所需的貨品或服務沒有經電腦網絡銷售 Goods or services required not available for E-purchases	18.8
缺乏熟悉經電腦網絡預訂貨品或服務的員工 Lack of personnel who are familiar with making E-purchases	9.4
擔心經電腦網絡預訂貨品或服務的資訊保安事宜 Concern about information security issue in making E-purchases	3.0

(1) 某一機構單位可選擇多於一個原因而沒有採用電子商貿採購。
An establishment may select more than one reason for not adopting e-commerce purchases.

(2) 2013年沒有採用電子商貿採購的機構單位的總數估計為253 103。
The total number of establishments not adopting e-commerce purchases was estimated at 253 103 in 2013.

表 2.14 工商業透過電腦網絡遞送貨品、服務或資料所採用的主要網絡類別

Table 2.14 Major types of network adopted by business for delivery of goods, services or information online

使用的網絡種類 ⁽¹⁾	佔有透過電腦網絡遞送貨品、服務或資料的機構單位的比例 ⁽²⁾ (百分比)
Type of networks used ⁽¹⁾	Proportion of establishments with delivery of goods, services or information online ⁽²⁾ (%)
固網寬頻 Fixed broadband	94.8
流動寬頻 Mobile broadband	26.4
專用私人網絡（例如外聯網及電子數據聯通） Designated private network (e.g. extranet, EDI)	1.0

(1) 某一機構單位可選擇多於一種網絡。

An establishment may select more than one type of network.

(2) 2013年有透過電腦網絡遞送貨品、服務或資料的機構單位的總數估計為166 321。

The total number of establishments with delivery of goods, services or information online was estimated at 166 321 in 2013.

表 2.15 工商業透過電腦網絡所遞送貨品、服務或資料的主要種類
 Table 2.15 Major types of goods, services or information delivered online by business

遞送貨品、服務或資料的種類 ⁽¹⁾ Type of goods, services or information delivered ⁽¹⁾	佔有透過電腦網絡 遞送貨品、服務或資 料的機構單位的比例 (百分比) Proportion of establishments with delivery of goods, services or information online (%)
遞送其他資訊 Delivery of other information	53.4
在網站提供機構或貨品／服務的資訊 Provision of information on firm or goods/services on the website	36.8
以數碼方式遞送貨品或服務 Delivery of goods or services in digitised form	35.1

(1) 某一機構單位可選擇多於一個種類。
 An establishment may select more than one type.

表 2.16 工商業沒有透過電腦網絡遞送貨品、服務或資料的主要原因
 Table 2.16 Major reasons of business for not delivering goods, services or information online

沒有透過電腦網絡遞送貨品、 服務或資料的原因 ⁽¹⁾ Reason for not delivering goods, services or information online ⁽¹⁾	佔沒有透過電腦網絡 遞送貨品、服務或資 料的機構單位的比例 ⁽²⁾ (百分比) Proportion of establishments without delivery of goods, services or information online ⁽²⁾ (%)
經互聯網遞送貨品、服務或資料對業務沒有裨益 No business benefit to deliver goods, services or information online	61.3
沒有實際用途以支持在業務上經互聯網遞送貨品、服務或資料 Lack of practical use for a sound business case to deliver goods, services or information online	59.7
不了解該如何善用互聯網遞送貨品、服務或資料令業務獲益 Lack of know-how for beneficial use of delivering goods, services or information online	2.9
業內並不普遍 Not popular in the industry	27.8
有關的貨品、服務或資料不能經互聯網遞送 Goods, services or information could not be delivered online	20.0
缺乏熟悉經互聯網遞送貨品、服務或資料的員工 Lack of personnel familiar with delivering goods, services or information online	13.4
擔心經互聯網遞送貨品、服務或資料時的資訊保安事宜 Concern about information security issue in delivering goods, services or information online	0.4

- (1) 某一機構單位可選擇多於一個原因而沒有透過電腦網絡遞送貨品、服務或資料。
 An establishment may select more than one reason for not delivering goods, services or information online.
- (2) 2013年沒有透過電腦網絡遞送貨品、服務或資料的機構單位的總數估計為131 123。
 The total number of establishments without delivery of goods, services or information online was estimated at 131 123 in 2013.

表 2.17 工商業透過電腦網絡獲取貨品、服務或資料所採用的主要網絡類別

Table 2.17 Major types of network adopted by business for receipt of goods, services or information online

使用的網絡種類 ⁽¹⁾	佔有透過電腦網絡 獲取貨品、服務或資 料的機構單位的比例 ⁽²⁾ (百分比)
Type of networks used ⁽¹⁾	Proportion of establishments with receipt of goods, services or information online ⁽²⁾ (%)
固網寬頻 Fixed broadband	93.9
流動寬頻 Mobile broadband	27.4
專用私人網絡（例如外聯網及電子數據聯通） Designated private network (e.g. extranet, EDI)	1.7

(1) 某一機構單位可選擇多於一種網絡。

An establishment may select more than one type of network.

(2) 2013年有透過電腦網絡獲取貨品、服務或資料的機構單位的總數估計為173 476。

The total number of establishments with receipt of goods, services or information online was estimated at 173 476 in 2013.

表 2.18 工商業透過電腦網絡所獲取貨品、服務或資料的主要種類
 Table 2.18 Major types of goods, services or information received online by business

獲取貨品、服務或資料的種類 ⁽¹⁾ Type of goods, services or information received ⁽¹⁾	佔有透過電腦網絡 獲取貨品、服務或資 料的機構單位的比例 (百分比) Proportion of establishments with receipt of goods, services or information online (%)
從其他商業機構獲取、瀏覽或尋找貨品或服務資訊 Receipt of, browsing or searching for information on goods or services provided by other business organisations	75.8
從政府及有關機構獲取、瀏覽或尋找貨品或服務資訊 Receipt of, browsing or searching for information on goods or services provided by the Government and related organisations	53.0
從商業機構以數碼方式獲取貨品或服務 Receipt of goods or services in digitised form from business organisations	31.4
從政府及有關機構以數碼方式獲取貨品或服務 Receipt of goods or services in digitised form from the Government and related organisations	30.3

(1) 某一機構單位可選擇多於一個種類。
 An establishment may select more than one type.

表 2.19 工商業沒有透過電腦網絡獲取貨品、服務或資料的主要原因
Table 2.19 Major reasons of business for not receiving goods, services or information online

沒有透過電腦網絡獲取貨品、服務或資料的原因 ⁽¹⁾ Reason for not receiving goods, services or information online ⁽¹⁾	佔沒有透過電腦網絡獲取貨品、服務或資料的機構單位的比例 ⁽²⁾ (百分比) Proportion of establishments without receipt of goods, services or information online ⁽²⁾ (%)
經互聯網獲取貨品、服務或資料對業務沒有裨益 No business benefit to receive goods, services or information online	65.9
沒有實際用途以支持在業務上經互聯網獲取貨品、服務或資料 Lack of practical use for a sound business case to receive goods, services or information online	65.0
不了解該如何善用互聯網獲取貨品、服務或資料令業務獲益 Lack of know-how for beneficial use of receiving goods, services or information online	2.0
業內並不普遍 Not popular in the industry	26.2
有關的貨品、服務或資料不能經互聯網獲取 Goods, services or information could not be received online	14.9
缺乏熟悉經互聯網獲取貨品、服務或資料的員工 Lack of personnel familiar with receiving goods, services or information online	12.6
擔心經互聯網獲取貨品、服務或資料時的資訊保安事宜 Concern about information security issue in receiving goods, services or information online	0.5

(1) 某一機構單位可選擇多於一個原因而沒有透過電腦網絡獲取貨品、服務或資料。

An establishment may select more than one reason for not receiving goods, services or information online.

(2) 2013年沒有透過電腦網絡獲取貨品、服務或資料的機構單位的總數估計為123 969。

The total number of establishments without receipt of goods, services or information online was estimated at 123 969 in 2013.

表 3.1 工商業採用資訊科技保安技術的主要類別⁽¹⁾Table 3.1 Major types of information technology (IT) security measures ⁽¹⁾ adopted by business

	有實施資訊保安技術的機構單位數目 No. of establishments having put in place IT security measure(s)	佔有實施資訊保安技術的機構單位的比例（百分比） Proportion of establishments having put in place IT security measures (%)			
		定期更新病毒檢查／防病毒軟件 Regular update of virus checking/ anti-virus software	防火牆 Firewall	定期備份業務運作的重要數據 Regular backup of data critical to the business's operation	定期更新操作系統修補程式 Regular update of the operating system patch
按主要行業組別劃分 By major industry grouping					
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	5 899	90.0	86.5	78.9	62.8
建造 Construction	14 262	72.4	85.5	71.8	41.4
進出口貿易、批發及零售，住宿及膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	103 303	90.1	81.2	72.4	61.2
運輸、倉庫及速遞服務 Transportation, storage and courier services	11 790	90.9	87.8	72.8	58.3
資訊及通訊 Information and communications	8 223	91.2	91.5	87.9	76.6
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	48 842	89.8	82.7	81.7	62.8
社會及個人服務 Social and personal services	19 583	87.4	82.3	78.5	56.6
按就業人數組別劃分 By employment size					
大型 Large	5 908	98.9	91.4	90.8	80.5
中型 Medium	29 519	89.3	82.2	86.7	65.6
小型 Small	176 474	88.2	82.7	73.5	58.7
總計 Total	211 901	88.6	82.8	75.9	60.3

(1) 某一機構單位可選擇多於一種資訊科技保安技術。
An establishment may select more than one type of IT security measure.

表 3.1 工商業採用資訊科技保安技術的主要類別⁽¹⁾ (續)

Table 3.1 Major types of information technology (IT) security measures ⁽¹⁾ adopted by business (cont'd)

佔有實施資訊保安技術的機構單位的比例 (百分比)					
Proportion of establishments having put in place IT security measures (%)					
	濫發電子 郵件過濾器 Spam filter	定期更新 防間諜軟件 Regular update of anti-spyware software	場外數 據備份 Offsite data backup	教導員工安全使用電 腦／資訊系統及資訊 科技保安事宜 Educating staff on safe use of computer/ information systems and IT security matter	入侵偵 測系統 Intrusion detection system
按主要行業組別劃分					
By major industry grouping					
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	32.8	42.6	26.5	12.5	22.0
建造 Construction	30.3	37.2	28.2	21.0	24.0
進出口貿易、批發及零售，住宿及 膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	50.1	44.5	34.8	26.5	26.9
運輸、倉庫及速遞服務 Transportation, storage and courier services	54.3	56.3	35.0	41.5	36.5
資訊及通訊 Information and communications	67.8	65.9	53.4	46.9	41.9
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	58.0	49.3	31.8	34.4	28.3
社會及個人服務 Social and personal services	46.3	42.4	27.7	32.1	36.3
按就業人數組別劃分					
By employment size					
大型 Large	70.0	72.8	53.6	73.7	52.0
中型 Medium	57.2	53.9	42.4	51.6	35.4
小型 Small	48.9	44.3	31.4	24.5	27.0
總計 Total	50.7	46.4	33.5	29.7	28.9

(1) 某一機構單位可選擇多於一種資訊科技保安技術。
An establishment may select more than one type of IT security measure.

表 3.1 工商業採用資訊科技保安技術的主要類別⁽¹⁾ (續)

Table 3.1 Major types of information technology (IT) security measures ⁽¹⁾ adopted by business (cont'd)

佔有實施資訊保安技術的機構單位的比例 (百分比)					
Proportion of establishments having put in place IT security measures (%)					
供內部或外部人員使用的認證軟件或硬件 Authentication software or hardware for internal and external users	僱用全職／兼職員工負責資訊保安 Employing full-time/part-time staff responsible for information security	將客戶端及伺服器的通訊加密 Secured communication between clients and servers	實施政策以確保資訊安全 Policies in place to ensure information security	建立參照 ISO/IEC 27001:2005 標準的資訊安全管理體系 Established an information security management system as described in ISO/IEC 27001:2005	
按主要行業組別劃分					
By major industry grouping					
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	18.1	27.0	8.9	7.1	2.3
建造 Construction	7.6	11.8	7.6	13.1	0.3
進出口貿易、批發及零售，住宿及膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	28.7	15.1	15.9	12.7	3.3
運輸、倉庫及速遞服務 Transportation, storage and courier services	31.1	35.8	12.0	17.9	2.2
資訊及通訊 Information and communications	31.5	30.5	48.7	35.8	13.7
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	18.7	11.7	19.3	17.1	5.8
社會及個人服務 Social and personal services	19.2	29.0	18.0	23.6	9.5
按就業人數組別劃分					
By employment size					
大型 Large	44.0	62.6	51.4	59.9	16.4
中型 Medium	38.4	38.3	30.6	32.8	8.1
小型 Small	21.0	12.4	13.8	11.5	3.6
總計 Total	24.1	17.4	17.2	15.8	4.6

(1) 某一機構單位可選擇多於一種資訊科技保安技術。

An establishment may select more than one type of IT security measure.

表 3.2 工商業面對的主要阻礙因素⁽¹⁾以致未能透過資訊科技保安措施減低資訊科技保安風險
 Table 3.2 Major hampering factors ⁽¹⁾ for business to mitigate IT security risk through putting in place IT security measures

	表示有困難執行資訊科技保安措施的機構單位數目 No. of establishments expressing difficulty in putting in place IT security measures	佔表示有困難執行資訊科技保安措施的機構單位的比例（百分比） Proportion of establishments expressing difficulty in putting in place IT security measures (%)			
		缺乏有關範疇的知識 Lack of expertise in the relevant field	財政限制 Budget constraint	缺乏有關資訊科技保安的策略及指引 Lack of policy and guidelines on IT security	僱員缺乏資訊保安的意識 Employees' unawareness of information security matters
按主要行業組別劃分 By major industry grouping					
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	2 755	63.6	40.2	50.9	27.6
建造 Construction	7 409	77.1	42.4	42.0	25.8
進出口貿易、批發及零售，住宿及膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	44 667	66.4	51.0	22.7	21.5
運輸、倉庫及速遞服務 Transportation, storage and courier services	4 167	33.2	79.3	31.8	13.8
資訊及通訊 Information and communications	3 383	43.4	76.9	19.0	20.8
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	20 823	64.9	52.7	39.7	19.4
社會及個人服務 Social and personal services	9 435	57.7	76.0	26.9	40.0
按就業人數組別劃分 By employment size					
大型 Large	2 682	41.0	66.5	29.9	53.1
中型 Medium	13 515	49.5	51.7	26.5	34.1
小型 Small	76 443	67.0	55.3	30.1	20.1
總計 Total	92 640	63.6	55.1	29.6	23.1

(1) 某一機構單位可選擇多於一個因素。
 An establishment may select more than one factor.

表 3.3 工商業遭遇的主要資訊保安事故的類別⁽¹⁾Table 3.3 Major types of information security incidents ⁽¹⁾ experienced by business

	曾遭遇資訊保安事故的機構 單位數目 No. of establishments having experienced information security incidents	佔曾遭遇資訊保安事故 的機構單位的比例（百分比） Proportion of establishments having experienced information security incidents (%)				
		電腦病毒 Computer virus	阻斷服務 Denial of service	黑客侵入 Hacking	資料外洩 Leakage of information	資料被竊 Theft of information
按主要行業組別劃分 By major industry grouping						
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	886	45.2	35.0	20.3	0.2	0.0
建造 Construction	1 748	52.4	19.7	41.6	0.0	0.0
進出口貿易、批發及零售，住宿及 膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	17 098	75.2	28.5	17.2	3.6	2.5
運輸、倉庫及速遞服務 Transportation, storage and courier services	1 560	95.3	4.8	9.3	0.1	0.0
資訊及通訊 Information and communications	1 077	85.9	14.5	8.4	0.0	0.0
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	5 217	95.7	34.1	10.9	0.2	0.4
社會及個人服務 Social and personal services	1 363	72.3	12.2	17.4	0.9	0.2
按就業人數組別劃分 By employment size						
大型 Large	1 208	75.5	7.0	26.7	3.1	2.8
中型 Medium	4 571	88.3	16.3	13.7	1.0	0.8
小型 Small	23 170	76.0	29.7	17.0	2.4	1.7
總計 Total	28 950	78.0	26.6	16.9	2.2	1.6

(1) 某一機構單位可選擇多於一種資訊保安事故。
An establishment may select more than one type of information security incident.

表 3.4 工商業遭遇資訊保安事故的次數⁽¹⁾

Table 3.4 Number of information security incidents ⁽¹⁾ experienced by business

	佔曾遭遇該種資訊保安事故的機構單位的比例（百分比） Proportion of establishments having experienced that type of information security incident (%)				
	1-10	11-20	21-30	31-50	> 50
資訊保安事故的種類 Type of information security incidents					
電腦病毒 Computer virus	94.7	4.3	0.4	0.5	0.2
阻斷服務 Denial of service	95.6	3.2	0.0	1.2	0.0
黑客侵入 Hacking	99.9	0.1	§	§	0.0
資料外洩 Leakage of information	100.0	0.0	0.0	0.0	0.0
資料被竊 Theft of information	100.0	0.0	0.0	0.0	0.0
以上種類的任何組合 Any combinations of the above types	93.2	3.9	1.9	0.9	0.1

(1) 某一機構單位可選擇多於一種資訊保安事故。

An establishment may select more than one type of information security incident.

表 3.5 工商業制定持續業務計劃⁽¹⁾的主要類別⁽²⁾
Table 3.5 Major types of business continuity plan ⁽¹⁾ ⁽²⁾ adopted by business

	有制定持續業務計劃的機構單位數目 No. of establishments having business continuity plan	佔有制定持續業務計劃的機構單位的比例（百分比） Proportion of establishments having business continuity plan (%)		
		尋求互聯網服務供應商的協助 Seek advice from Internet Service Provider	改用人手操作 Use manual operation instead	尋求資訊科技顧問的意見 Seek advice from IT consultant
按主要行業組別劃分 By major industry grouping				
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	4 635	50.7	30.5	27.2
建造 Construction	12 901	44.2	43.6	9.6
進出口貿易、批發及零售，住宿及膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	94 087	52.8	35.8	28.8
運輸、倉庫及速遞服務 Transportation, storage and courier services	10 403	52.3	56.2	23.4
資訊及通訊 Information and communications	7 826	53.4	25.4	28.5
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	39 807	42.6	24.5	32.4
社會及個人服務 Social and personal services	20 201	48.2	29.4	34.2
按就業人數組別劃分 By employment size				
大型 Large	5 825	46.1	38.1	48.3
中型 Medium	26 713	47.6	37.1	48.3
小型 Small	157 322	50.0	33.1	24.4
總計 Total	189 860	49.5	33.8	28.5

(1) 持續業務運作計劃是指在互聯網服務不能使用及／或機構網站或社交媒體帳戶無法進入的突發情況時會採取的應變措施。
Business continuity plan refers to action to be taken when the Internet service is not available and/or website/social media account is inaccessible.

(2) 某一機構單位可選擇多於一種措施。
An establishment may select more than one action.

表 3.5 工商業制定持續業務計劃的主要類別⁽¹⁾ (續)Table 3.5 Major types of business continuity plan ⁽¹⁾ adopted by business (cont'd)

	佔有制定持續業務計劃的機構單位的比例 (百分比)	
	尋求對互聯網熟悉的人士的協助 Seek help from personnel familiar with Internet	使用備份系統 Use backup system
按主要行業組別劃分 By major industry grouping		
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	20.2	18.1
建造 Construction	12.2	17.9
進出口貿易、批發及零售，住宿及膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	27.9	14.5
運輸、倉庫及速遞服務 Transportation, storage and courier services	22.8	16.5
資訊及通訊 Information and communications	15.7	35.2
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	18.7	27.0
社會及個人服務 Social and personal services	29.9	16.3
按就業人數組別劃分 By employment size		
大型 Large	13.2	47.0
中型 Medium	29.3	26.1
小型 Small	23.7	16.3
總計 Total	24.1	18.6

(1) 某一機構單位可選擇多於一種措施。
An establishment may select more than one action.

表 3.6 工商業使用數碼證書的數目
Table 3.6 Number of digital certificates used by business

	有使用數碼證書 的機構單位數目 No. of establishments using digital certificates	使用的數碼證書數目 No. of digital certificates used
按主要行業組別劃分		
By major industry grouping		
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	673	1 496
建造 Construction	980	2 191
進出口貿易、批發及零售，住宿及 膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	20 393	36 062
運輸、倉庫及速遞服務 Transportation, storage and courier services	3 266	5 053
資訊及通訊 Information and communications	829	2 668
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	3 612	8 450
社會及個人服務 Social and personal services	762	2 904
按就業人數組別劃分		
By employment size		
大型 Large	1 760	10 599
中型 Medium	7 535	19 712
小型 Small	21 222	28 513
總計 Total	30 517	58 824

表 3.7 工商業使用數碼證書的主要用途⁽¹⁾
Table 3.7 Major types of usage ⁽¹⁾ of digital certificates by business

	佔使用數碼證書的機構單位的比例（百分比） Proportion of establishments using digital certificates (%)			
	對外與政府及 有關機構進行 交易／交換資料 Business transaction/ Exchange of information with Government and	對外與其他貿 易伙伴進行交 易／交換資料 Business transaction/ Exchange of information with other business partners	對外與顧客進行 交易／交換資料 Business transaction/ Exchange of information with customers	內部運作 In-house operation
按主要行業組別劃分 By major industry grouping				
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	93.4	20.6	11.6	1.8
建造 Construction	4.0	87.4	10.7	3.3
進出口貿易、批發及零售，住宿及 膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	78.0	16.5	8.2	4.8
運輸、倉庫及速遞服務 Transportation, storage and courier services	84.8	13.9	1.5	0.8
資訊及通訊 Information and communications	23.6	40.0	47.1	47.6
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	55.2	20.5	36.3	6.1
社會及個人服務 Social and personal services	4.2	28.7	40.9	65.3
按就業人數組別劃分 By employment size				
大型 Large	34.7	39.5	42.7	27.5
中型 Medium	78.5	19.4	8.8	4.0
小型 Small	70.9	18.6	11.8	6.5
總計 Total	70.7	20.0	12.8	7.1

(1) 某一機構單位可選擇多於一項用途。
An establishment may select more than one type of usage.

表 3.8 工商業沒有使用數碼證書的主要原因⁽¹⁾

Table 3.8 Major reasons ⁽¹⁾ for not using digital certificates by business

	佔沒有使用數碼證書的機構單位的比例 ⁽²⁾ (百分比)			
	Proportion of establishments not having used digital certificates ⁽²⁾ (%)			
	沒有提供數碼簽署的需要 No need to provide digital signature	沒有透過電子途徑進行商業交易 Not involved in electronic means for making business transaction	對數碼證書的應用沒有認識 Lack of knowledge about the use of digital certificate	沒有使用數碼證書加強資訊科技保安的需要 No need to enhance IT security with use of digital certificate
按主要行業組別劃分				
By major industry grouping				
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	45.2	28.2	23.7	4.3
建造 Construction	67.8	27.4	14.2	4.9
進出口貿易、批發及零售，住宿及膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	49.8	26.6	15.9	9.0
運輸、倉庫及速遞服務 Transportation, storage and courier services	46.3	32.6	11.8	2.2
資訊及通訊 Information and communications	69.7	24.1	9.9	16.5
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	67.0	26.9	17.9	18.1
社會及個人服務 Social and personal services	52.0	25.6	16.3	8.9
按就業人數組別劃分				
By employment size				
大型 Large	76.0	33.6	9.7	14.9
中型 Medium	63.3	33.6	14.9	11.7
小型 Small	53.7	26.2	16.3	9.7
總計 Total	54.9	27.0	16.0	10.0

(1) 某一機構單位可選擇多於一個原因而沒有使用數碼證書。
An establishment may select more than one reason for not using digital certificates.

(2) 2013年沒有使用數碼證書的機構單位的總數估計為266 928。
The total number of establishments not using digital certificates was estimated at 266 928 in 2013.

表 4.1 工商業採用資訊及通訊科技⁽¹⁾的情況Table 4.1 Business adoption of information and communication technology (ICT) ⁽¹⁾

	佔機構單位總數的比例（百分比） Proportion of all establishments (%)			
	二維條碼／ 快速回應碼 2D barcode/ QR code	藍芽技術 Bluetooth	雲端運算 ⁽²⁾ Cloud computing ⁽²⁾	射頻識別技術 Radio frequency identification
按主要行業組別劃分 By major industry grouping				
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	4.9	9.3	0.8	0.7
建造 Construction	0.3	20.1	1.9	2.9
進出口貿易、批發及零售，住宿及 膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	10.9	5.4	4.7	2.2
運輸、倉庫及速遞服務 Transportation, storage and courier services	5.2	3.1	3.0	0.4
資訊及通訊 Information and communications	25.1	14.6	30.1	4.0
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	4.7	12.3	14.9	2.3
社會及個人服務 Social and personal services	3.9	2.7	5.7	0.9
按就業人數組別劃分 By employment size				
大型 Large	36.0	8.7	17.9	15.4
中型 Medium	18.1	7.3	12.3	6.2
小型 Small	6.0	7.6	6.1	1.1
總計 Total	7.9	7.6	7.0	2.0

(1) 某一機構單位可選擇多於一項科技。
An establishment may select more than one technology.

(2) 雲端運算是由服務供應商透過互聯網向用戶交付電腦資源。
Cloud computing is the delivery of computing resources by a service provider over the Internet to a user.

表 4.2 工商業使用雲端運算的情況
Table 4.2 Business use of cloud computing

雲端運算的類型 ⁽¹⁾ Type of cloud computing ⁽¹⁾	佔有使用雲端運算 的機構單位的比例 ⁽²⁾ (百分比) Proportion of establishments using cloud computing ⁽²⁾ (%)
私有雲 Private cloud	54.5
公共雲 Public cloud	35.3
社群雲 Community cloud	12.5
混合雲 Hybrid cloud	3.0

(1) 某一機構單位可選擇多於一種類型。
 An establishment may select more than one type.

(2) 2013年有使用雲端運算的機構單位的總數估計為20 795。
 The total number of establishments using cloud computing was estimated at 20 795 in 2013.

表 4.3 驅使工商業採用雲端運算的主要因素
Table 4.3 Major factors of driving cloud computing adoption by business

採用雲端運算的動機 ⁽¹⁾	佔有使用或計劃 使用雲端運算的 機構單位的比例 ⁽²⁾ (百分比)
Drivers for adopting cloud computing ⁽¹⁾	Proportion of establishments using or planning to use cloud computing ⁽²⁾ (%)
業務靈活性（例如更快推出市場及提高用戶滿意度） Business agility (e.g. faster time to market, increase user satisfaction)	52.1
災難恢復／持續業務運作 Disaster recovery/business continuity	39.8
提高潛力／可用性（例如數據中心及儲存器等） Increasing capacity/availability (e.g. data center, storage etc.)	36.4
減低對資訊科技的管理及保養所需要的資源 Reducing IT management and maintenance resources	32.8
減低對資訊科技基本設施的投資 Reducing IT infrastructure investment	32.6
擴展性 Scalability	23.4
創新 Innovation	17.6
提高資訊科技的生產力 Increasing productivity of IT	15.7
彈性的成本分配（例如資本支出到營運成本） Flexible cost allocation (e.g. CAPEX to OPEX)	11.6
改善資訊科技的管制 Improving IT control	6.9
顧客的需求 Customer demand	5.1

(1) 某一機構單位可選擇多於一個動機。
An establishment may select more than one driver.

(2) 2013年有使用或計劃使用雲端運算的機構單位的總數估計為25 291。
The total number of establishments using or planning to use cloud computing was estimated at 25 291 in 2013.

表 4.4 工商業採用雲端運算的主要應用領域
Table 4.4 Major areas of application of cloud computing by business

使用雲端運算的應用領域 ⁽¹⁾ Application area to utilise cloud computing ⁽¹⁾	佔有使用或計劃 使用雲端運算的 機構單位的比例 (百分比) Proportion of establishments using or planning to use cloud computing (%)
電子郵件／通訊 E-mail/Communications	57.6
協作（如線上會議及共用的工作區） Collaboration (such as online meetings and shared workspaces)	35.0
辦公室自動化 Office automation	23.9
網站／內容管理 Website/Content management	19.4
企業資源計劃 Enterprise resource planning	12.4
電子貿易 Electronic commerce	11.9
客戶關係管理 Customer relationship management	10.6
銷售支援 Sales support	9.2
人力資源管理 Human resources management	7.4
建立流動應用程式 Mobile application development	6.8
供應鏈 Supply chain	5.9
廣告 Advertising	4.8

(1) 某一機構單位可選擇多於一個應用領域。
 An establishment may select more than one application area.

表 4.5 工商業分配予雲端運算的資訊科技開支預算
 Table 4.5 IT budget allocated to cloud computing by business

分配予雲端運算計劃的資源佔 資訊科技財政預算的百分比 Percent of IT budget to be allocated to cloud computing initiatives	佔有使用或計劃 使用雲端運算的 機構單位的比例 (百分比) Proportion of establishments using or planning to use cloud computing (%)
0%	24.6
1-25%	55.6
26-50%	15.9
51-75%	1.9
> 75%	1.9
總計 Total	100.0

表 4.6 工商業評估雲端運算供應商或科技的主要考慮因素

Table 4.6 Major considerations of business for evaluation of cloud computing vendors or technologies

評估雲端運算廠商或科技的考慮因素 ⁽¹⁾ Consideration in evaluating cloud computing vendors or technologies ⁽¹⁾	佔有使用或計劃 使用雲端運算的 機構單位的比例 (百分比) Proportion of establishments using or planning to use cloud computing (%)
可靠性及可用性 Reliability and availability	73.1
使用方便 Easy to use	67.4
高性能（例如速度） High performance (e.g. speed)	48.0
資訊保安 Information security	46.6
節省整體成本 Overall cost savings	30.7
可攜帶性（例如從一個廠商轉換到另一個） Portability (e.g. switch from one vendor to another)	25.6
廠商的聲譽及市場佔有率 Vendor's reputation and market share	16.3
本地技術支援 Local technical support	10.3
支援多國語言 Support for multiple languages	6.1

(1) 某一機構單位可選擇多於一個考慮因素。
An establishment may select more than one consideration.

表 4.7 工商業沒有使用雲端運算的主要原因
Table 4.7 Major reasons for not adopting cloud computing of business

沒有使用雲端運算的原因 ⁽¹⁾ Reason for not having used cloud computing ⁽¹⁾	佔沒有使用雲端運算 的機構單位的比例 ⁽²⁾ (百分比) Proportion of establishments not using cloud computing ⁽²⁾ (%)
應用雲端運算對業務沒有裨益 No business benefit to use cloud computing	63.9
沒有實際用途以支持在業務上使用雲端運算 Lack of practical use for a sound business case to use cloud computing	58.6
不了解該如何使用雲端運算令業務獲益 Lack of know-how for beneficial use of cloud computing	10.5
業內並不普遍 Not popular in the industry	28.3
缺乏熟悉雲端運算的員工 Lack of personnel familiar with cloud computing	18.4
擔心資訊保安及可靠性事宜 Concern about information security and reliability issues	6.7
投資成本高昂 High investment cost	5.9
運作費用高昂 High operating cost	4.1
回報率沒有保證 Uncertain Return-On-Investment	2.7

(1) 某一機構單位可選擇多於一個原因而沒有使用雲端運算。
 An establishment may select more than one reason for not using cloud computing.

(2) 2013年沒有使用雲端運算的機構單位的總數估計為276 650。
 The total number of establishments not using cloud computing was estimated at 276 650 in 2013.

表 4.8 工商業預計2014年資訊科技開支預算與2013年比較的變動情況
Table 4.8 Business expected change in IT budget for 2014 compared with 2013

	有為2014年預定資訊科技開支預算的機構單位數目 No. of establishments with IT budget for 2014	2014年與2013年比較資訊科技開支預算的變動 Change of IT budget for year 2014 over that for 2013			
		增加 Increased	不變 Same	減少 Decreased	不肯定 Uncertain
按主要行業組別劃分 By major industry grouping					
製造、電力、燃氣及廢棄物管理 Manufacturing, electricity, gas, and waste management	562	15.2	33.2	3.2	48.5
建造 Construction	2 677	28.2	29.9	0.7	41.2
進出口貿易、批發及零售，住宿及膳食服務 Import/export, wholesale and retail trades, and accommodation and food services	18 953	27.0	29.6	2.9	40.6
運輸、倉庫及速遞服務 Transportation, storage and courier services	983	69.0	11.4	0.2	19.3
資訊及通訊 Information and communications	2 552	39.9	19.9	1.6	38.6
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	8 084	26.0	38.8	7.3	27.9
社會及個人服務 Social and personal services	6 302	39.7	29.8	6.5	23.9
按就業人數組別劃分 By employment size					
大型 Large	3 453	43.8	21.8	7.5	26.9
中型 Medium	10 616	34.5	23.4	2.7	39.4
小型 Small	26 043	27.2	34.5	4.1	34.1
總計 Total	40 112	30.6	30.5	4.1	34.9

表 4.9 工商業在業務上使用智能手機的主要用途
Table 4.9 Major types of usage of smartphones for business purposes

在業務上使用智能手機的用途類別 ⁽¹⁾ Type of usage of smartphones for business purposes ⁽¹⁾	佔有在業務上使用智能 手機的機構單位的比例 ⁽²⁾ (百分比) Proportion of establishments using smartphones for business purposes ⁽²⁾ (%)
電話通話 Making phone calls	91.3
連接互聯網 Connecting to the Internet	81.9
收發電子郵件 Sending or receiving e-mail	73.6
瀏覽網站 Browsing website	50.0
透過社交媒體工具與客戶溝通 Communicating with clients with social media tools	41.1
下載或使用流動應用程式 Downloading or using mobile applications	28.2
從事市場推廣／銷售 Performing marketing/sales activities	11.5
發短訊 Messaging	68.4

(1) 某一機構單位可選擇多於一項用途。
 An establishment may select more than one type of usage.

(2) 2013年有在業務上使用智能手機的機構單位的總數估計為135 323。
 The total number of establishments using smartphones for business purposes was estimated at 135 323 in 2013.

表 4.10 工商業提供流動服務的主要類別
Table 4.10 Major types of mobile services provided by business

流動服務的類別 ⁽¹⁾ Type of mobile services ⁽¹⁾	佔有提供流動服務的 機構單位的比例 ⁽²⁾ (百分比) Proportion of establishments providing mobile services ⁽²⁾ (%)
短訊服務／多媒體訊息服務 Short message services (SMS)/Multimedia messaging service (MMS)	85.3
流動應用程式 Mobile applications	15.7
流動網站 Mobile website	11.9

(1) 某一機構單位可選擇多於一個類別。
 An establishment may select more than one type.

(2) 2013年有提供流動服務的機構單位的總數估計為28 863。
 The total number of establishments providing mobile services was estimated at 28 863 in 2013.

表 4.11 工商業提供流動應用程式的主要類別
Table 4.11 Major types of mobile application provided by business

流動應用程式的類別 ⁽¹⁾ Type of mobile application ⁽¹⁾	佔有提供流動應用程式 的機構單位的比例 ⁽²⁾ (百分比) Proportion of establishments providing mobile application ⁽²⁾ (%)
向顧客發送產品及推廣的資訊 Sending product and promotional information to customers	91.7
使顧客可進行預約／預留 Enabling customers to make booking/reservation	28.8
協助顧客提交貨品或服務的訂單 Facilitating customers to place orders for goods or services	21.5
流動付款 Mobile payment	9.9

(1) 某一機構單位可選擇多於一個類別。

An establishment may select more than one type.

(2) 2013年有提供流動應用程式的機構單位的總數估計為4 544。

The total number of establishments providing mobile services was estimated at 4 544 in 2013.

表 4.12 工商業使用社交媒體帳戶的主要用途

Table 4.12 Major types of usage of business adoption of social media account

社交媒體帳戶的用途類別 ⁽¹⁾ Type of usage of social media account ⁽¹⁾	佔有使用社交媒體帳戶的機構單位的比例 ⁽²⁾ (百分比) Proportion of establishments adopting social media account ⁽²⁾ (%)
提供機構和其貨品及服務的資訊 Providing information on the firm and goods/services offered	98.5
設有網上收集顧客資訊 Facility for collecting customers' information online	39.9
提供網上售後支援 Provision of online after-sale support	18.6
設有網上訂購／預留／預約 Facility for online ordering/reservation/booking	7.6

(1) 某一機構單位可選擇多於一項用途。
 An establishment may select more than one type of usage.

(2) 2013年有使用社交媒體帳戶的機構單位的總數估計為33 859。
 The total number of establishments adopting social media account was estimated at 33 859 in 2013.

用語及定義

Terms and definitions

持續業務運作計劃是指制定詳盡的應變計劃，以確保在發生緊急情況時可及時恢復其正常運作。持續業務運作計劃包括如何減低緊急事故或危機對業務正常運作的影響，例如對客戶提供貨品或服務的能力，財務損失及在發生緊急情況後盡快恢復關鍵性的運作。

Business continuity plan involves devising a plan that guards against business disruption in case of unforeseen events. The objectives of business continuity plan include minimising interruptions to the business's ability to provide its products and/or services, minimising financial loss, and being able to resume critical operations within a specified time after a significant disruption.

雲端運算是一方（服務供應商）透過互聯網向用戶交付電腦資源（硬件和軟件）。由於用戶只是「租用」而非真正購買電腦資源，因此這種交付或提供的方式可稱為一種「服務」。雲端運算就像公共設施（如電力網絡）般提供共用的電腦資源，以發揮規模經濟效益。

Cloud computing is the delivery of computing resources (hardware and software) by a party (the service provider) over the Internet to a user. This delivery or provision is described as a “service” because the user merely “rent” the computing resources rather than actually acquiring them. It provides shared computing resources to achieve economies of scale similar to a public utility (like the electricity grid).

電腦包括主機、小型電腦、桌面電腦及便攜式電腦（包括筆記簿型電腦、小筆電及平板），但不包括一些嵌入了電腦功能的設備，例如流動電話、個人數碼助理、電視機或由電腦操控的機器及電子錢箱。

Computer includes mainframe, minicomputer, desktop computer and portable computer including notebook, netbook and tablet, but excludes equipment with some embedded computing abilities such as mobile phone, personal digital assistant (PDA), TV sets, or computer-controlled machinery and electronic tills.

數碼證書可用作生產數碼簽署，以核實證書持有人的身份及承認證書持有人透過電子途徑傳送的資訊。數碼證書普遍用於某些電子政府服務、電子銀行、網上股票買賣及以電子資料聯通方式透過貿易通遞交貿易文件。

Digital certificate can be used to generate a digital signature for the purpose of authenticating the holder of the certificate and approving information communicated electronically by the holder. Digital certificates are commonly used in certain e-Government services, e-banking, online stock trading and submission of trade-related documents through the Electronic Data Interchange (EDI) services of Tradelink Electronic Commerce Limited.

電子貿易交易是專門為獲取或提交訂單而設計的貨品或服務在電腦網絡上銷售或購買的方法。縱使以這種方法預訂貨品或服務，但付款及最終遞送的貨品或服務則可以無須在網上進行。電子貿易交易可以是與企業、住戶、個人、政府及其他公共或私人機構進行。

Electronic commerce transaction is the sale or purchase of goods or services, conducted over computer networks by methods specifically designed for the purpose of receiving, or placing orders. The goods or services are ordered by those methods, but the payment and the ultimate delivery of the goods or services do not have to be conducted online. An electronic commerce transaction can be between enterprises, households, individuals, governments, and other public or private organisations.

外聯網是指一間公司的內聯網對特定的外部機構、顧客、供應商和行動工作者等網絡的延伸，使他們可以獲得該公司的內部資料和使用其應用系統。

Extranet is the extension of Intranet of one organisation to the networks of selected external organisations, customers, suppliers and mobile workers etc. in order for these parties to access the organisation's private data and applications.

固網寬頻是固定網絡營辦商提供予住宅和商業樓宇的高速互聯網接入服務。

Fixed broadband is a high speed Internet access service to homes and commercial premises provided by fixed network operators.

資訊及通訊科技 (ICT)，經常被用來作為一個擴展的資訊科技 (IT) 的代名詞，強調通訊及電信 (電話線路和無線信號的整合)。

Information and Communications Technology (ICT), is often used as an extended synonym for information technology (IT), but is a more specific term that stresses the role of unified communications and the integration of telecommunications.

資訊科技是應用電腦及遙距通訊設備，用作數據的儲存、提取、傳輸和操控。

Information technology (IT) is the application of computers and telecommunications equipment to store, retrieve, transmit and manipulate data.

內聯網是一種在機構內提供與互聯網服務相同服務 (如：萬維網 (WWW)、檔案傳送規約 (FTP) 及電子郵件等) 的私有網絡。它並不一定須要與互聯網連接。

Intranet is a private network that provides services similar to Internet services, such as World Wide Web (WWW), File Transfer Protocol (FTP) and e-mail etc., within an organisation. It is not necessarily connected to the Internet.

局部區域網絡是一個在有限範圍內（半徑少於1公里，如一座建築物或一所學校）連接個人電腦、工作站及其他設備的數據通訊網絡（通常速度為每秒10/100個百萬位元至每秒1個十億位元，而1個十億位元=1000個百萬位元）。

流動應用程式是一種軟件應用程式，運作於智能手機、平板電腦和其他流動裝置上。它們通常可從流動作業系統開發商營運之應用程式分發平台下載，並在流動裝置上執行。

流動寬頻是流動網絡營辦商所提供的高速無線互聯網接入服務。

窄頻包括撥號式調解器、綜合服務數碼網絡、數碼用戶線、流動電話及其他下載速度少於每秒256千位元的接達方式。

就業人數包括在職東主、在職合夥人、無酬家屬幫工、短期合約員工、臨時員工及所有在一間機構一天工作不少於一小時的僱員。

互聯網是一個全球性公眾電腦網絡。它可提供多項通訊服務，包括萬維網、附有電子郵件、新聞、娛樂及數據檔案等服務。

網絡存在是指機構具有本身的網站／網頁或顯示在另一個實體網站（包括相關業務的網站）。但並不包括列載於其他網上目錄或機構對網頁內容並沒有主導控制的其他網頁。

Local area network (LAN) is a data communication network (usually 10/100 Mbps or 1 Gbps, and 1 Gbps = 1000 Mbps) that connects personal computers, workstations and other devices into a limited area (such as a single building or campus within 1 km radius).

Mobile application (or mobile app) is a software application designed to run on smartphones, tablet computers and other mobile devices. They are usually available through application distribution platforms, which are typically operated by the owner of the mobile operating system, and are downloaded from the platform to a target device for execution.

Mobile broadband is a high speed wireless Internet access service provided by mobile network operators.

Narrowband includes dial-up modem, ISDN, Digital Subscriber Line (DSL), mobile phone and other forms of access which can achieve a download speed of less than 256 kbit/s.

Persons engaged include working proprietors, active partners, unpaid family workers, short-term employees, casual employees and all employees of a firm who worked at least for one hour a day in the firm.

The Internet is a worldwide public computer network. It provides access to a number of communication services including the World Wide Web and carries e-mail, news, entertainment, data files etc.

Web presence refers to having a website/webpage or presence on another entity's website (including a related business). It excludes inclusion in an online directory and any other web pages where the business does not have substantial control over the content of the webpage.

網頁是一種可在互聯網上開啟的電子文件，提供文字、圖像或多媒體形式的資訊。

Webpage is an electronic document accessible on the Internet, which provides information in a textual, graphical or multimedia format.

網站是一組以本頁為首頁的相關網頁。每一網站通常都有一個獨一無二的網上地址，以供用戶尋找所需的首網頁。

Website is a related collection of webpages that includes a beginning page called a home page. A website has an address (often unique) to facilitate the users to get their intended home page.

寬廣區域網絡是一個在廣闊的地理範圍內連接多部電腦及相關設備的網絡，例如一個地區或國家。

Wide area network (WAN) is a network that connects computers and associated devices within a wide geographic area, such as a region or country.

獲取政府統計處刊物的方法 Means of Obtaining Publications of the Census and Statistics Department

網站

用戶可以在政府統計處網站 (www.censtatd.gov.hk/hkstat/quicklink/index_tc.jsp) 免費下載統計刊物。

Website

Users may download statistical publications free of charge from the Census and Statistics Department (C&SD) Website (www.censtatd.gov.hk/hkstat/quicklink/index.jsp).

政府統計處刊物出版組

政府統計處部分刊物備有印刷版，市民可親臨政府統計處刊物出版組購買刊物的印刷版，並即時提取。該組並設有閱讀區，陳列政府統計處各類刊物的最新期號，供讀者查閱。閱讀區也備有統計處編製的宣傳／教育單張和小冊子，歡迎索閱。

Publications Unit of C&SD

Some publications of C&SD are available in print versions. These print versions are available for purchase and collection on the spot at the Publications Unit of C&SD. The Unit also provides a reading area where users may browse through the latest issue of various publications of the Department on display. Publicity/educational leaflets and pamphlets of the Department are also available for collection.

刊物出版組的地址是：
香港灣仔港灣道 12 號
灣仔政府大樓 19 樓
電話：(852) 2582 3025
圖文傳真：(852) 2827 1708

The address of the Publications Unit is :
19/F, Wanchai Tower,
12 Harbour Road, Wan Chai, Hong Kong.
Tel. : (852) 2582 3025
Fax : (852) 2827 1708

訂購服務

政府統計處部分刊物備有印刷版，於政府新聞處的政府書店網站 (www.bookstore.gov.hk) 有售。市民亦可在政府統計處網站 (www.censtatd.gov.hk/service_desk/list/mail/index_tc.jsp) 下載郵購表格，並將填妥的郵購表格，連同所需費用的支票或匯票寄回辦理。

Order service

Some publications of C&SD are available in print versions and are offered for sale online at the Government Bookstore of the Information Services Department (www.bookstore.gov.hk). A mail order form for ordering print versions of publications is also available for downloading on the website of the Department (www.censtatd.gov.hk/service_desk/list/mail/index.jsp). Completed form should be sent back together with a cheque or bank draft covering all necessary cost.