

2015 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 on the Survey on Information
Technology Usage and Penetration
in the Business Sector for 2015



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

2015 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 on the Survey on Information Technology Usage and Penetration in the Business Sector for 2015

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2015 年工商業使用資訊科技的主要指標

Key Indicators of Business Use of Information Technology in 2015

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	76.3%
(2) 經常使用電腦的僱員比例	Proportion of persons employed using computers routinely	67.7%
(3) 使用互聯網的機構單位比例	Proportion of establishments using the Internet	79.9%
(4) 經常使用互聯網的僱員比例	Proportion of persons employed using the Internet routinely	68.9%
(5) 具有網絡存在的機構單位比例	Proportion of establishments with a web presence	32.6%
(6) 具有內聯網的機構單位比例	Proportion of establishments with an intranet	16.4%
(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)	6.8%
(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)	15.6%
(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	93.0%
(乙) 流動寬頻	(b) Mobile broadband	73.9%
(丙) 窄頻	(c) Narrowband	0.2%
(10) 具有局部區域網絡的機構單位比例	Proportion of establishments with a local area network	57.8%
(11) 具有無線局部區域網絡的機構單位比例	Proportion of establishments with a wireless local area network	45.5%
(12) 具有外聯網的機構單位比例	Proportion of establishments with an extranet	6.6%

2015 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 2015 (cont'd)

主要指標	Key indicator	統計調查結果 Survey finding
(13) 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) 提供客戶服務	Proportion of establishments using the Internet by major type of activity: (a) Sending or receiving e-mails (b) Getting information about goods or services (c) Providing customer services	92.4% 72.9% 53.6%
(14) 2014 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 2014	4.7%
(15) 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	79.1%
(16) 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	79.2%
(17) 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)	15.6%
(18) 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	63.7%
(19) 使用雲端運算服務的機構單位比例	Proportion of establishments using cloud computing services	49.1%

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2015年3月至12月期間進行了「2015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2013年進行。

1.2 本報告發布2015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2015年1月30日在香港特別行政區政府憲報所刊登的第1220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 2015" during March to December 2015. The last round of the survey was conducted in 2013.

1.2 This report releases the main findings of the 2015 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. 1220 in the Government of the Hong Kong Special Administrative Region Gazette of 30 January 2015. 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，2015年統計調查所搜集的有關資料均以2015年進行訪問數據搜集時的情況為依據。

1.7 在2015年統計調查中，就業人數是指在2015年2月底的情況，而業務收益則指2014公曆年或在2014年1月1日至2015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 2015 survey refer to the position of enumeration in 2015, unless otherwise specified.

1.7 In the 2015 survey, the number of persons engaged refers to the position as at end February 2015. Information on business receipts refers to the calendar year 2014, or any consecutive 12-month period between 1 January 2014 and 31 March 2015, 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。2015年統計調查一共抽選了5 505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324 700間。

資料搜集

1.9 問卷於2015年3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，成功訪問的機構有 4 503 間，未有回應的有26間，未能接觸或在統計期內沒有營業的有 976 間。

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 5 505 establishments were selected for enumeration in the 2015 survey. The total number of establishments falling within the scope of the survey was estimated to be around 324 700 based on the results of the survey.

Data collection

1.9 Questionnaires were mailed to the selected establishments in early March 2015. 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, 4 503 establishments were successfully enumerated, 26 failed to respond, and 976 could not be located or were found to be inactive in the survey reference period.

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	76.3%	73.5%	79.0%
使用互聯網的機構單位比例 Proportion of establishments using the Internet	79.9%	77.4%	82.4%
具有網絡存在的機構單位比例 Proportion of establishments with a web presence	32.6%	27.7%	37.5%
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	6.8%	4.9%	8.6%
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	15.6%	11.0%	20.1%
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	79.1%	76.6%	81.7%
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	79.2%	76.6%	81.8%

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 of business

2.1 根據2015年統計調查所搜集的資料，估計總數約324 700間機構單位屬於這項統計調查的範圍內。

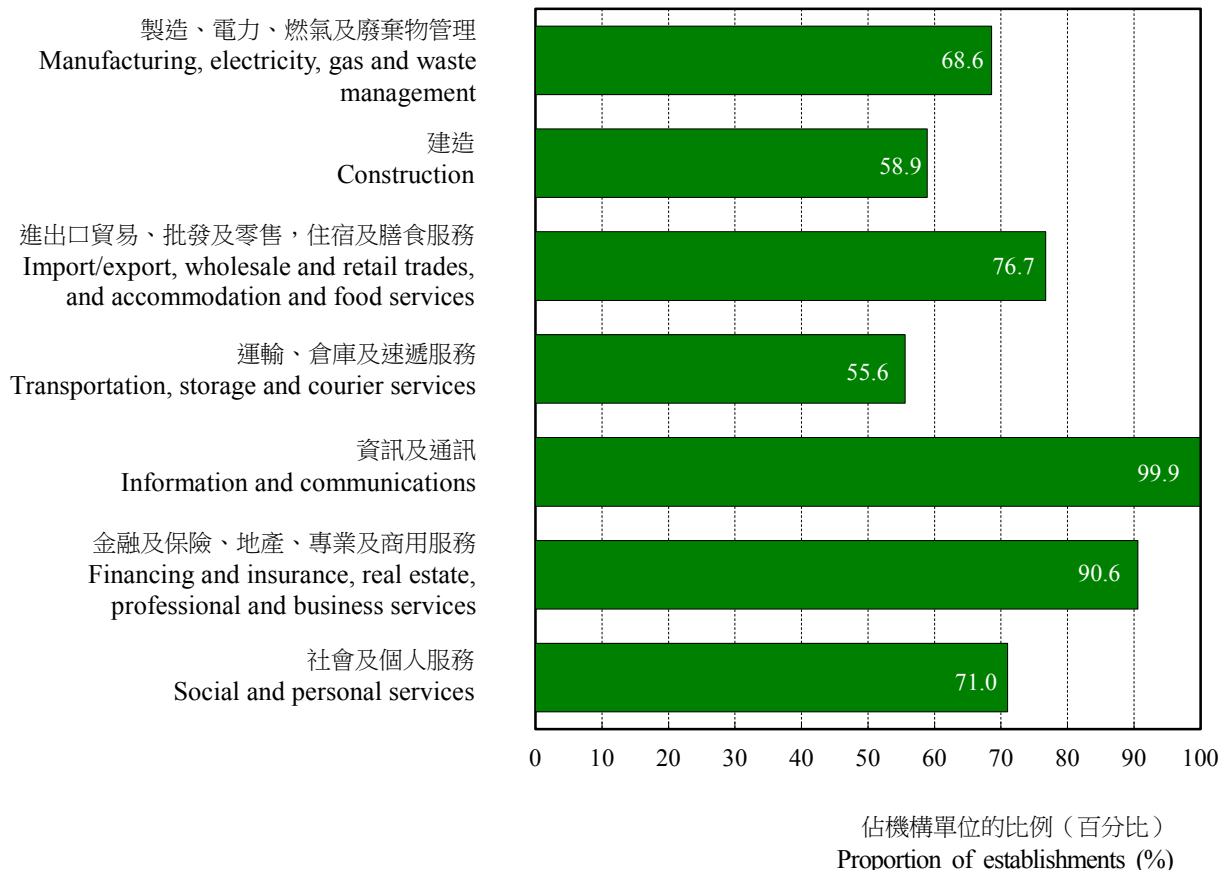
2.1 Based on data collected through the 2015 survey, it was estimated that a total of around 324 700 establishments fell within the scope of the survey.

2.2 在2015年，76%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%）和金融及保險、地產、專業及商用服務業（91%），而運輸、倉庫及速遞服務業（56%）和建造業（59%）使用電腦的比例則較低。（表1.1及圖2.1）

2.2 In 2015, 76% 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%), and financing and insurance, real estate, professional and business services sector (91%). The proportion of establishments using computers was lower in the transportation, storage and courier services sector (56%) and construction sector (59%).

(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



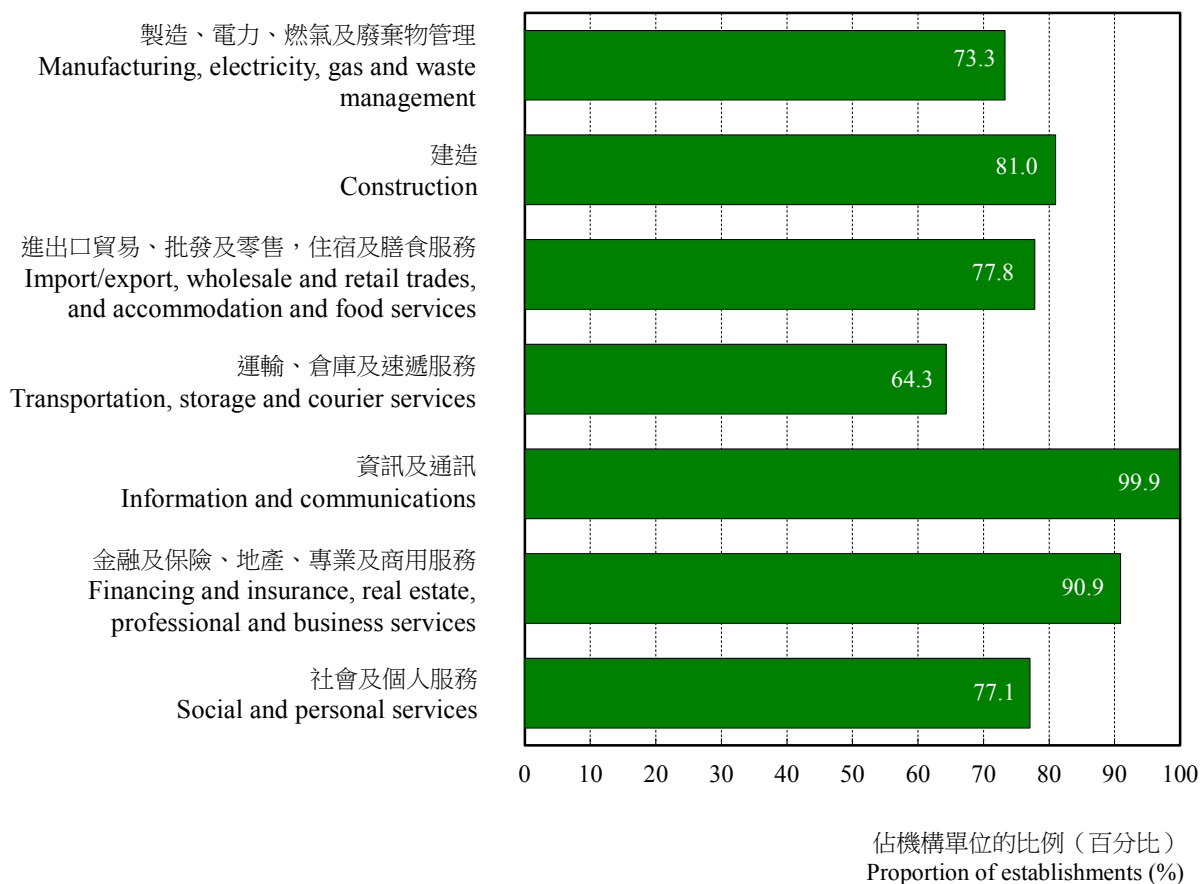
2.3 按機構單位的就業人數類別分析，幾乎所有大型機構單位均使用電腦。中型機構單位使用電腦的比例亦較高（93%）。另一方面，約74%的小型機構單位使用電腦。（表1.1）

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 (93%). On the other hand, around 74% 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80%的機構單位使用互聯網。按行業類別分析，資訊及通訊業機構使用互聯網的比例最高（100%），而運輸、倉庫及速遞服務業機構的比例則最低（64%）。（表1.1及圖2.2）

2.4 The Internet is widely used in the business sector of Hong Kong. Around 80% of all establishments used the Internet. Analysed by industry sector, the proportion of establishments using the Internet was the highest in the information and communications sector (100%) and lowest in the transportation, storage and courier services sector (64%). (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 the 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（92%）及小型機構單位（78%）。這些數字反映互聯網已成為工商業重要的通訊途徑，尤以大型及中型機構單位為甚。（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 (92%) and small establishments (78%). This reflected that the Internet had become an important means of communication, particularly in large and medium establishments. (Table 1.1)

2.6 值得注意的是，在2015年，一些小型機構單位直接使用智能手機（而非使用電腦）接入互聯網，使機構單位使用互聯網的比例（80%）較使用電腦的比例（76%）為高。

2.6 It should be noted some small establishments used smartphones rather than computers for access to the Internet. Hence, the proportion of establishments using the Internet (80%) in 2015 was higher than that using computers (76%).

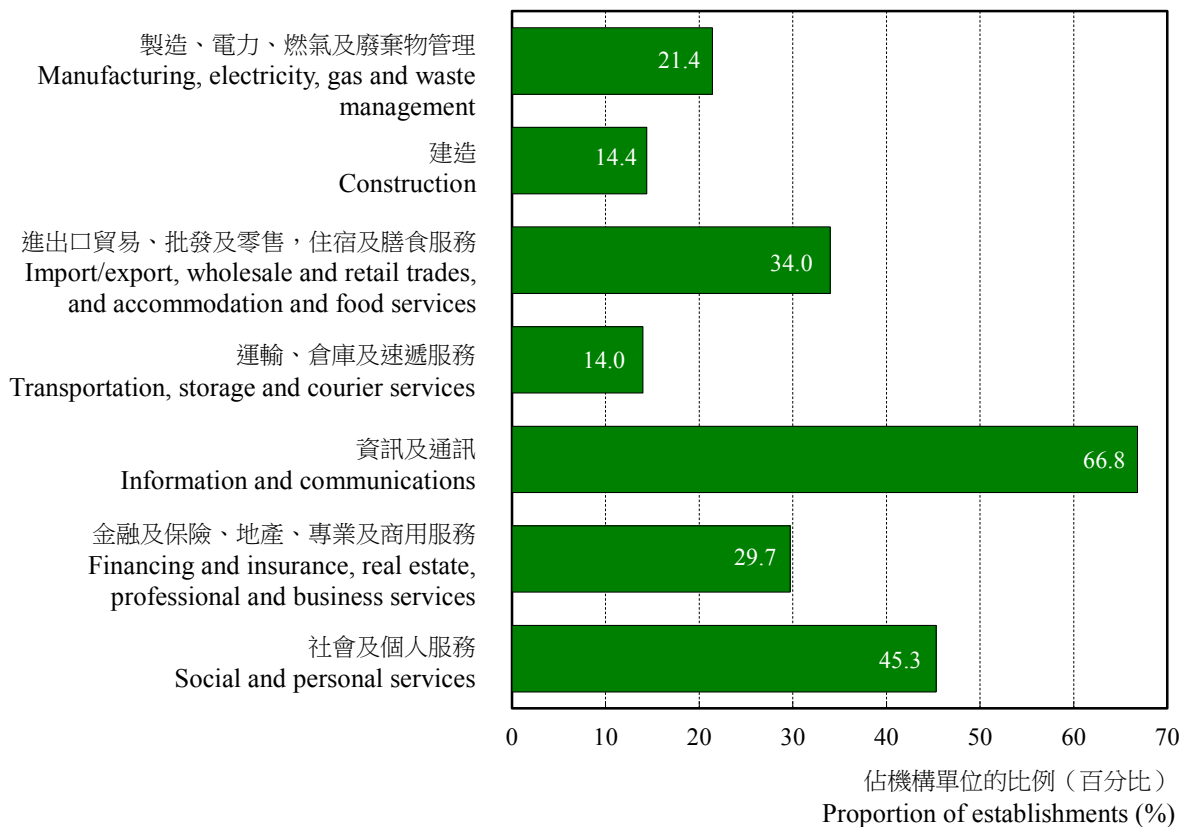
2.7 具有網絡存在的工商業是指機構具有本身的網站／網頁或顯示在另一個實體網站（包括相關業務的網站），但並不包括列載於其他網上目錄或該機構對網頁內容並沒有主導控制的其他網頁。

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

2.8 約33%的機構單位具有網絡存在。在各主要行業類別中，資訊及通訊業機構具有網絡存在的比例最高（67%），而運輸、倉庫及速遞服務業的比例則最低（14%）。（表1.1及圖2.3）

2.8 About 33% of the establishments had a web presence. Among the major industry sectors, the proportion of establishments with a web presence was the highest in the information and communications sector (67%) and lowest in the transportation, storage and courier services sector (14%). (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



2.9 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（91%），明顯較中型機構單位（62%）及小型機構單位（28%）的比例為高。（表1.1）

2.10 在2015年，約58%的機構單位具有局部區域網絡作資源共用。比例最高的行業是資訊及通訊業（87%）。具有局部區域網絡的機構單位亦以大型機構單位為主（94%），普及程度高於中型機構單位（81%）和小型機構單位（54%）。（表1.7及圖2.4）

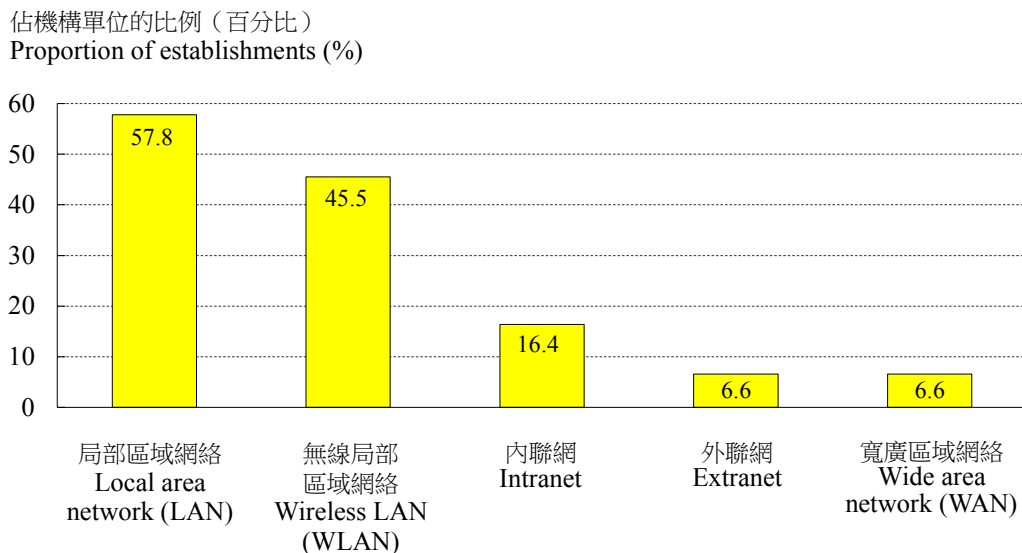
2.11 46%的機構單位具有無線局部區域網絡。大型機構單位具有無線局部區域網絡的比例（82%）較中型機構單位（65%）和小型機構單位（42%）為高。（表1.7及圖2.4）

2.9 Analysed by employment size of establishments, the proportion of establishments with a web presence was much higher for large establishments (91%) than medium establishments (62%) and small establishments (28%). (Table 1.1)

2.10 In 2015, there were 58% of the establishments with a local area network (LAN) for sharing resources. The proportion was the highest in the information and communications sector (87%). Having LAN connection was also more prevalent in large establishments (94%) than in medium establishments (81%) and small establishments (54%). (Table 1.7 and Chart 2.4)

2.11 There were 46% of the establishments with a wireless local area network. The proportion was higher in large establishments (82%) than medium establishments (65%) and small establishments (42%). (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



(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.

2.12 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（74%）較中型機構單位（43%）和小型機構單位（12%）為高。（表1.7及圖2.4）

2.12 There were 16% of the establishments with an intranet for intra-company network communication. The proportion was higher in large establishments (74%) than medium establishments (43%) and small establishments (12%). (Table 1.7 and Chart 2.4)

2.13 工商業採用外聯網與外界互通資訊的情況仍不甚普遍，只有7%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35%。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）

2.13 The adoption of extranet for sharing business information with external parties was still rather limited. There were only 7% of the establishments with an extranet. The adoption of extranet was relatively more common in large establishments, with a penetration rate of 35%. 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

(a) 電子商貿銷售：工商機構透過電腦網絡獲取訂單

2.14 在本報告中，電子商貿銷售是指顧客透過電腦為中介的網絡（例如互聯網（包括流動網絡）、外聯網及電子數據聯通）在網上提交訂單而引致的貨品或服務銷售。貨品或服務是透過上述的網絡訂購，但付款及最後貨品或服務的遞送可以在網上或離線進行。另一方面，電子商貿銷售並不包括被取消或未完成的訂單、或以人手輸入的電子郵件、電子訊息（例如WhatsApp, Facebook Messenger等）、電話或傳真的訂單。

2.15 約7%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最高（20%）。（表2.1）

2.16 在2014年透過電子途徑售賣貨品、服務或資料所獲取的業務收益為4,006億港元，佔該年所有涵蓋行業類別業務總收益的4.7%。在透過電子途徑售賣貨品、服務或資料所獲取的收益中，經有關機構單位網站的網上訂購設施、專用私人網絡及透過另一個網站售賣所佔的百分比分別為39%、37%及25%。按顧客組別分析，透過電子途徑售賣貨品、服務或資料予個別消費者所帶來的業務收益佔有關機構單位的總收益的59%。（表2.3）

Electronic commerce and electronic business

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

2.14 In this report, e-commerce sales refer to sales of goods or services through orders placed online by customers via computer-mediated networks, such as the Internet (including mobile networks), extranets 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 or not completed, or those made by manually typed e-mails, electronic messages (e.g. WhatsApp, Facebook Messenger, etc.), telephone calls or facsimile are not regarded as e-commerce sales.

2.15 Around 7% of the establishments had received sales orders online in the 12 months before enumeration. The proportion for the information and communications sector was the highest, at 20%. (Table 2.1)

2.16 The value of business receipts from selling of goods, services or information through electronic means amounted to HK\$400.6 billion in 2014, representing 4.7% of the total business receipts of all selected industry sectors in 2014. Analysed by type of electronic means used, about 39% of the e-commerce business receipts were via online ordering facility on the website of the respective establishments, 37% were through designated private network and 25% were through another website. As regards the customer groups involved, business receipts from individual consumers contributed 59% of the total e-commerce receipts of the respective establishments. (Table 2.3)

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

2.17 電子商貿採購是指機構透過電腦為中介網絡（例如互聯網（包括流動網絡）、外聯網及電子數據聯通）在網上提交訂單而訂購的貨品或服務。貨品或服務是透過上述的網絡訂購，但付款及最後貨品或服務的遞送可以在網上或離線進行。另一方面，電子商貿採購並不包括被取消或未能完成的訂單、或以人手輸入的電子郵件、電子訊息（例如 WhatsApp, Facebook Messenger 等）、電話或傳真的訂單。

2.18 約 16% 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（26%）。（表 2.1）

(c) 工商機構透過電腦網絡遞送貨品、服務或資料

2.19 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：

- 發送相關的電子郵件
- 透過發送電子郵件／設立網站以提供客戶服務，包括提供價格及產品資訊、可用的帳戶信用額資訊及產品構置等
- 以數碼方式於網上遞送貨品（例如報告、軟件、音樂、視像、電腦遊戲等）或網上服務（例如電腦相關的服務、資訊服務等）
- 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

2.17 E-commerce purchases refer to purchases of goods or services through orders placed online by establishments via computer-mediated networks, such as the Internet (including mobile networks), extranets 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 or not completed, or those made by manually typed e-mails, electronic messages (e.g. WhatsApp, Facebook Messenger, etc.), telephone calls or facsimile are not regarded as e-commerce purchases.

2.18 Around 16% of the establishments had placed purchase orders online in the 12 months before enumeration. E-commerce purchases were more prevalent in large establishments (26%). (Table 2.1)

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

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

- Sending relevant e-mails
- Providing customer services through e-mail notification/website, including offering price and product information, information on available account credit, product configuration, etc.
- Online delivering goods in digitised form (e.g. reports, software, music, videos, computer games, etc.) or services (e.g. computer-related services, information services, etc.)
- Submitting forms/information to the Government and related organisations online

II 統計調查的主要結果 (續)

II Major Survey Findings (cont'd)

2.20 約79%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最高(100%)。(表2.1)

(d) 工商機構透過電腦網絡獲取貨品、服務或資料

2.21 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：

- 接收相關的電子郵件
- 透過電腦網絡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)
- 以數碼方式透過電腦網絡獲取貨品或服務

2.22 約79%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最高(100%)。(表2.1)

資訊科技保安

2.23 在有實施資訊科技保安措施的機構單位中，各有約85%採用「定期更新病毒識別碼／抗電腦病毒軟件」及建立「防火牆」，而有實施「定期為對業務運作重要的數據進行備份」及「定期更新操作系統修補程式」的機構單位，分別各有約72%。(表3.1及圖2.5)

2.20 About 79% of the establishments had delivered goods, services or information online in the 12 months before enumeration. The proportion was the highest in the information and communications sector (100%). (Table 2.1)

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

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

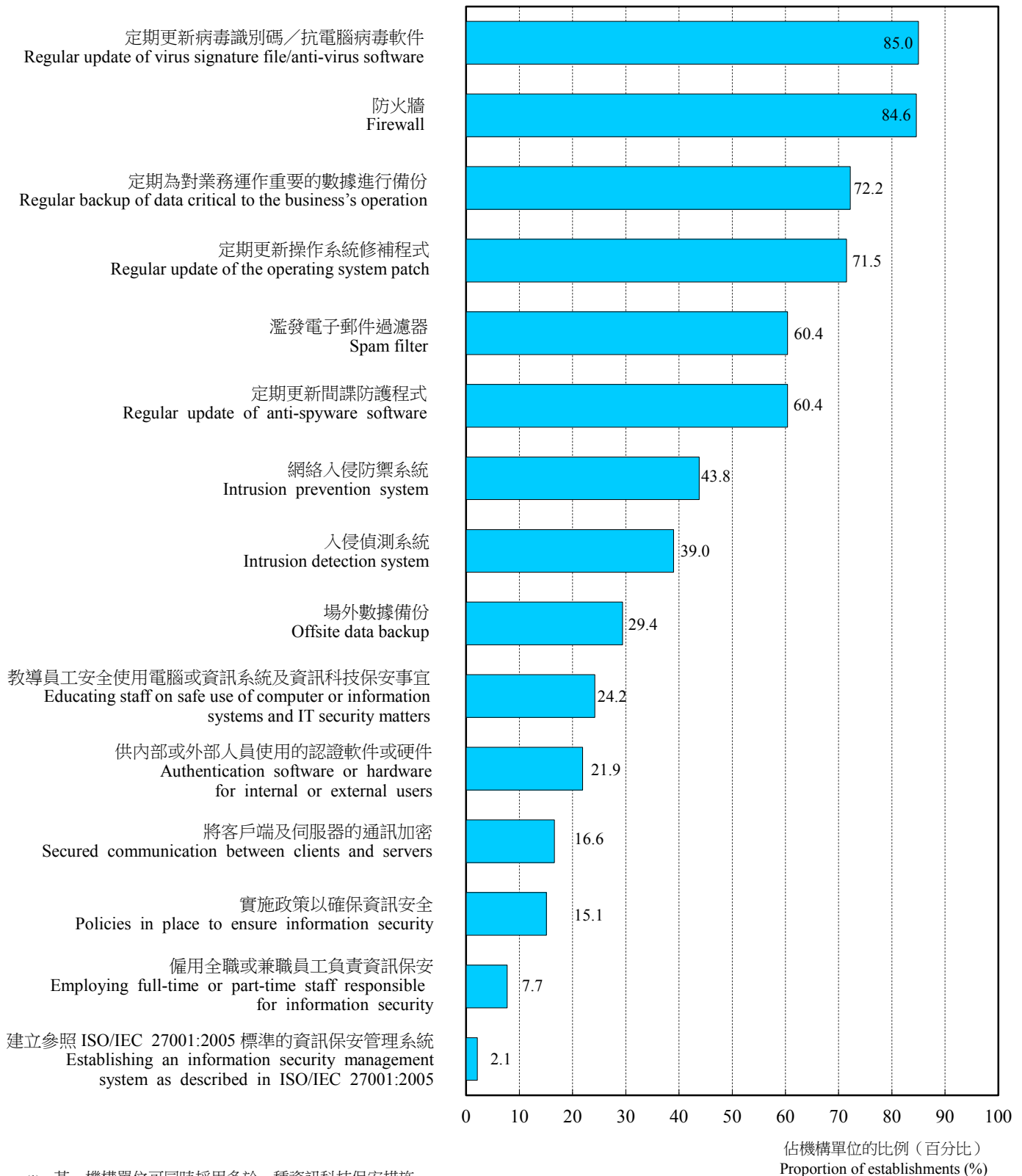
- Receiving relevant e-mails
- Getting information about goods or services online
- Getting information from the Government and related organisations online (including downloading forms from websites)
- Online receiving content or services in digitised form

2.22 About 79% of the establishments had received goods, services or information online in the 12 months before enumeration. Analysed by industry sector, the proportion was the highest in the information and communications sector (100%). (Table 2.1)

Information technology security

2.23 Among those establishments which had implemented IT security measures, 85% of them each had introduced "regular update of virus signature file/anti-virus software" and built "firewall". Around 72% each had put in place "regular backup of data critical to the business's operation" and "regular update of the operating system patch". (Table 3.1 and Chart 2.5)

圖 2.5 : 工商業所採用資訊科技保安措施的主要類別⁽¹⁾
 Chart 2.5 : Major types of 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措施。
 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)

2.24 資訊保安事故包括電腦病毒入侵、拒絕服務攻擊、黑客入侵、資料被竊及資料外洩等。

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

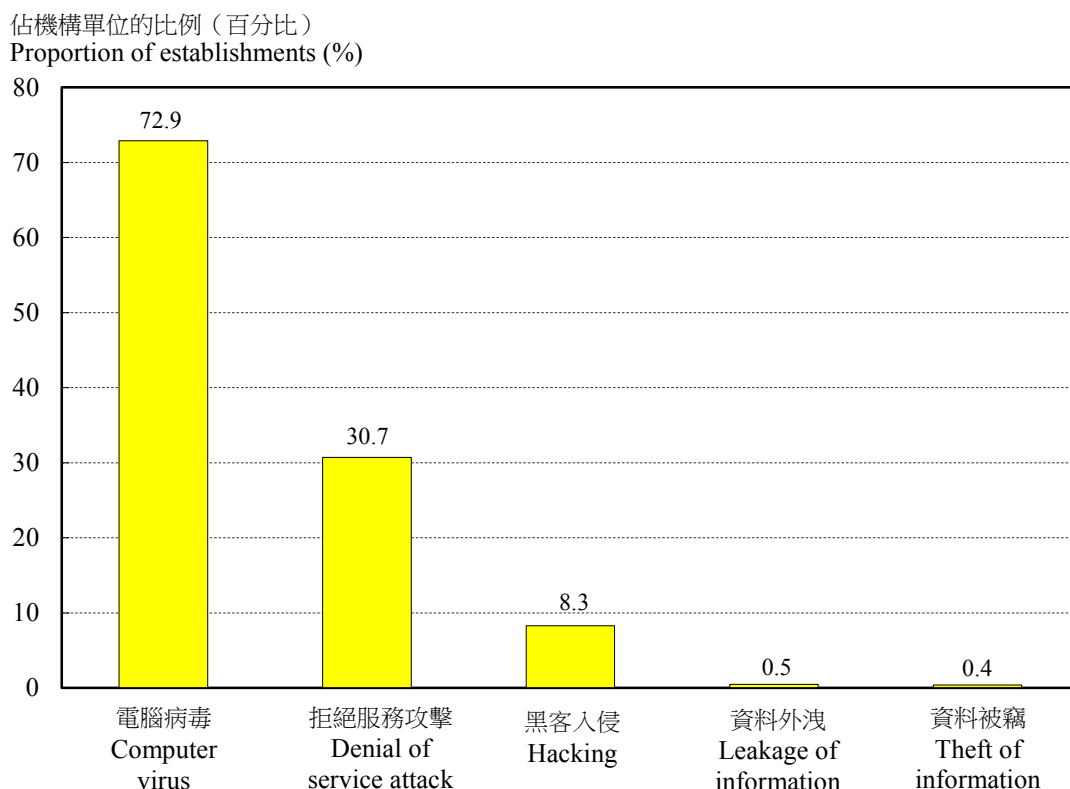
2.25 2015年有使用電腦／智能手機／互聯網的機構單位的總數估計為275 900間，其中約16%的機構單位在被訪問前的12個月內曾遭遇資訊保安事故。

2.25 In 2015, the total number of establishments using computers/smartphones/the Internet was estimated at 275 900. Around 16% of these establishments had experienced information security incident(s) in the 12 months before enumeration.

2.26 按資訊保安事故的種類分析，約73%的機構單位曾受到「電腦病毒」入侵，其次是「拒絕服務攻擊」（31%）及「黑客入侵」（8%）。（表3.3及圖2.6）

2.26 Analysed by type of information security incident, around 73% of the establishments had encountered "computer virus" attacks. This was followed by "denial of service attack" (31%) and "hacking" (8%). (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



(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.

工商業使用資訊及通訊科技的情況

2.27 雲端運算服務是一方（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49%的機構單位有使用雲端運算服務。（表4.1）

2.28 按行業類別分析，使用雲端運算服務的比例較高的是建造業和資訊及通訊業，各有約64%，其次是金融及保險、地產、專業及商用服務業（57%）。（表4.1）

2.29 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服務的比例（53%）較中型機構單位（50%）及小型機構單位（49%）為高。（表4.1）

2.30 在2015年，約64%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，97%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「發短訊（包括使用即時通訊軟件，例如WhatsApp、微信等）」（83%）。（表4.9）

Business use of information and communication technology

2.27 Cloud computing services 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 49% of the establishments used cloud computing services. (Table 4.1)

2.28 Analysed by industry sector, the proportion of establishments using cloud computing services was higher in the construction sector and information and communications sector, being around 64% each, followed by the financing and insurance, real estate, professional and business services sector (57%). (Table 4.1)

2.29 Analysed by employment size of establishments, a higher proportion of large establishments (53%) than medium establishments (50%) and small establishments (49%) used cloud computing services. (Table 4.1)

2.30 In 2015, around 64% of the establishments used smartphones for business purposes. Among the various types of smartphone use, 97% of these establishments usually used smartphones for "making phone calls", followed by "messaging (including use of instant messaging applications such as WhatsApp, WeChat, etc.)" (83%). (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 of business

	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	10 678	68.6	73.3	21.4
建造 Construction	20 678	58.9	81.0	14.4
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	153 645	76.7	77.8	34.0
運輸、倉庫及速遞服務 Transportation, storage and courier services	23 871	55.6	64.3	14.0
資訊及通訊 Information and communications	9 535	99.9	99.9	66.8
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	61 550	90.6	90.9	29.7
社會及個人服務 Social and personal services	44 720	71.0	77.1	45.3
按就業人數組別劃分 By employment size				
大型 Large	6 133	99.6	99.3	91.2
中型 Medium	33 241	93.3	92.1	61.6
小型 Small	285 302	73.8	78.0	27.9
總計 Total	324 676	76.3	79.9	32.6

表 1.2 工商業在業務運作上所使用的電腦應用軟件／系統的主要類別
 Table 1.2 Major types of computer software application/system used by business for business operation

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⁾ (%)
辦公軟體套裝（例如MS Office, OpenOffice 等） Office suite (e.g. MS Office, OpenOffice, etc.)	94.5
會計及金融 Accounting and finance	26.1
行業專用軟件（例如銷售點軟件） Industry specific software (e.g. point of sale (POS) software)	12.5
電腦輔助設計／電腦輔助製造 Computer-aided design/computer-aided manufacturing (CAD/CAM)	10.0
供應鏈管理（例如存貨、倉庫、運輸管理系統等） Supply chain management (e.g. inventory, warehouse, transport management system, etc.)	6.1
媒體開發軟件（例如 3D 電腦圖畫、 聲音編輯、遊戲及影片製作軟件等） Media development software (e.g. 3D computer graphics, sound editing, game and movie development software, etc.)	5.3
項目管理工具 Project management tools	4.1
客戶關係管理 Customer relationship management (CRM)	3.5
企業資源計劃 Enterprise resource planning (ERP)	3.4
人力資源管理／培訓 Human resources management/training (HRM)	2.7
教育軟件（例如用作培訓、考試、 研究及開發等電腦輔助軟件等） Education software (e.g. computer-aided software for training, examination, research and development, etc.)	1.0

- (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) 2015年有使用電腦的機構單位的總數估計為247 576。
 The total number of establishments using computers was estimated at 247 576 in 2015.

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設備 Lack of practical use for a sound business case of using the computer device	缺乏對應用電腦設備有認識的員工 Lack of personnel who are familiar with using the computer device	不了解該如何善用／添置電腦設備令現有業務獲益 Lack of know-how for beneficial adoption/acquisition of the computer device	電腦設備及軟件購置成本高昂 Costly in procuring the computer device and its software
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	93.6	29.5	19.8	4.2
建造 Construction	98.5	12.5	15.0	1.5
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	99.3	28.2	9.9	10.8
運輸、倉庫及速遞服務 Transportation, storage and courier services	96.0	24.3	12.8	6.8
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	97.3	10.5	0.7	3.8
社會及個人服務 Social and personal services	97.0	18.9	14.8	15.4
按就業人數組別劃分				
By employment size				
大型 Large	100.0	4.2	27.9	0.0
中型 Medium	100.0	20.0	4.7	5.2
小型 Small	97.9	23.2	11.6	9.3
總計 Total	97.9	23.1	11.4	9.2

(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) 2015年沒有使用電腦的機構單位的總數估計為77 101。

The total number of establishments not using computers was estimated at 77 101 in 2015.

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	第四代 流動服務 4G	第三代 流動服務 3G	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	7 825	88.1	54.6	26.2	0.6	0.0
建造 Construction	16 741	69.2	52.9	51.9	§	§
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	119 460	96.8	53.2	32.8	0.5	0.1
運輸、倉庫及速遞服務 Transportation, storage and courier services	15 344	84.2	55.9	43.3	2.1	0.2
資訊及通訊 Information and communications	9 522	99.8	69.4	28.7	0.8	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	55 958	97.0	65.2	26.2	1.4	0.3
社會及個人服務 Social and personal services	34 486	88.3	53.6	30.3	0.9	0.6
按就業人數組別劃分 By employment size						
大型 Large	6 093	99.3	56.4	50.4	2.4	1.0
中型 Medium	30 605	97.9	53.8	42.1	1.3	0.5
小型 Small	222 637	92.2	57.0	30.8	0.7	0.2
總計 Total	259 336	93.0	56.6	32.6	0.8	0.2

(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 use ⁽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 Sending or receiving e-mails	發佈資訊或 即時通訊 Posting information or instant messaging	視像電話通訊 ／電話通訊 ／網絡語音 Videotelephoning/ Telephoning over the Internet/VoIP	視像會議 Video conferencing	虛擬私人 網絡 Virtual private network
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	91.0	41.5	4.8	4.3	4.3
建造 Construction	77.8	47.3	2.7	5.8	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	93.7	33.0	20.7	7.2	3.5
運輸、倉庫及速遞服務 Transportation, storage and courier services	81.9	40.4	18.9	7.7	3.1
資訊及通訊 Information and communications	97.8	44.5	21.0	11.6	19.8
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	97.2	33.8	17.6	9.3	3.5
社會及個人服務 Social and personal services	90.2	39.9	13.7	2.0	4.1
按就業人數組別劃分 By employment size					
大型 Large	95.1	36.3	30.7	27.5	32.2
中型 Medium	94.3	30.3	19.9	12.9	9.2
小型 Small	92.0	36.9	16.6	5.6	2.5
總計 Total	92.4	36.1	17.3	7.0	4.0

(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 use.

表 1.5 工商業使用互聯網的主要用途⁽¹⁾ (續)
Table 1.5 Major types of use ⁽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	63.9	26.1	0.9
建造 Construction	40.2	36.3	0.2
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	74.6	44.8	4.7
運輸、倉庫及速遞服務 Transportation, storage and courier services	61.3	36.5	2.0
資訊及通訊 Information and communications	85.3	70.0	13.3
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	81.5	49.8	9.0
社會及個人服務 Social and personal services	72.7	37.8	8.7
按就業人數組別劃分 By employment size			
大型 Large	82.8	50.9	12.6
中型 Medium	77.5	61.0	7.6
小型 Small	72.0	41.8	5.5
總計 Total	72.9	44.3	5.9

(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 use.

表 1.5 工商業使用互聯網的主要用途⁽¹⁾ (續)
Table 1.5 Major types of use ⁽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			
	提供客戶服務 Providing customer services	繳交貨品或服務的付款 Making payments of goods or services	獲取貨品或服務的付款 Receiving payments of goods or services	網上遞送產品 Delivering products 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	67.3	12.8	6.1	7.0
建造 Construction	51.0	8.6	6.4	12.2
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	62.5	18.8	13.8	5.6
運輸、倉庫及速遞服務 Transportation, storage and courier services	32.4	8.0	5.5	4.5
資訊及通訊 Information and communications	62.6	43.8	29.2	27.7
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	48.9	14.2	7.6	18.6
社會及個人服務 Social and personal services	35.7	21.8	7.3	8.4
按就業人數組別劃分 By employment size				
大型 Large	48.1	19.9	18.3	17.6
中型 Medium	54.6	23.4	16.9	15.0
小型 Small	53.6	16.8	10.0	9.1
總計 Total	53.6	17.6	11.0	10.0

(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 use.

表 1.5 工商業使用互聯網的主要用途⁽¹⁾ (續)
Table 1.5 Major types of use ⁽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>	使用網上繳費服務繳交政府費用 <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	47.9	38.2	21.7	3.3
建造 Construction	50.2	22.8	16.0	8.5
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	54.6	45.2	26.4	11.7
運輸、倉庫及速遞服務 Transportation, storage and courier services	40.1	29.1	22.5	15.1
資訊及通訊 Information and communications	68.0	54.4	34.9	24.6
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	55.7	46.3	26.6	17.4
社會及個人服務 Social and personal services	50.9	37.8	21.9	13.8
按就業人數組別劃分				
By employment size				
大型 Large	79.2	71.5	49.5	19.2
中型 Medium	74.2	64.2	36.5	19.5
小型 Small	49.9	38.4	22.9	12.4
總計 Total	53.5	42.2	25.1	13.4

(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 use.

表 1.5 工商業使用互聯網的主要用途⁽¹⁾ (續)
 Table 1.5 Major types of use ⁽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 (%)	
	人力資源管理／培訓活動	
	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	17.6	0.9
建造 Construction	17.1	5.6
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	21.5	0.8
運輸、倉庫及速遞服務 Transportation, storage and courier services	19.2	0.3
資訊及通訊 Information and communications	35.0	7.9
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	19.6	4.6
社會及個人服務 Social and personal services	27.6	4.5
按就業人數組別劃分		
By employment size		
大型 Large	78.8	28.1
中型 Medium	56.8	6.1
小型 Small	15.5	1.5
總計 Total	21.9	2.6

(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 use.

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)			
	Proportion of establishments not using the Internet ⁽²⁾ (%)			
	沒有實際用途以 支持在業務上 應用互聯網 Lack of practical use for a sound business case of adoption of the Internet	缺乏熟悉互 聯網的員工 Lack of personnel who are familiar with the Internet	不了解該如何 善用互聯網令 現有業務獲益 Lack of know-how for beneficial adoption of the Internet	使用互聯網 的成本高昂 Costly in using 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	88.7	29.5	20.3	4.6
建造 Construction	90.4	19.3	9.7	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	96.2	34.0	14.7	17.2
運輸、倉庫及速遞服務 Transportation, storage and courier services	94.1	27.6	15.1	2.5
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	98.5	8.4	10.8	3.8
社會及個人服務 Social and personal services	98.2	19.0	12.9	7.2
按就業人數組別劃分				
By employment size				
大型 Large	100.0	13.0	18.5	0.0
中型 Medium	99.9	10.2	4.8	5.7
小型 Small	95.6	28.3	14.5	11.2
總計 Total	95.8	27.6	14.1	11.0

(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) 2015年沒有使用互聯網的機構單位的總數估計為65 340。
The total number of establishments not using the Internet was estimated at 65 340 in 2015.

表 1.7 工商業所使用的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	具有無線局 部區域網絡 With a wireless local area network	具有 內聯網 With an intranet	具有 外聯網 With an extranet	具有寬廣 區域網絡 With a wide area network
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	40.0	31.3	8.7	1.8	3.0
建造 Construction	36.5	24.6	6.4	1.8	2.7
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	61.9	42.8	17.4	7.7	5.7
運輸、倉庫及速遞服務 Transportation, storage and courier services	44.2	29.4	9.2	3.3	2.5
資訊及通訊 Information and communications	86.7	75.9	37.1	22.2	27.2
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	63.2	59.6	21.9	7.1	6.2
社會及個人服務 Social and personal services	51.4	50.5	11.7	4.3	10.9
按就業人數組別劃分 By employment size					
大型 Large	93.7	81.9	73.6	34.7	48.7
中型 Medium	81.3	65.0	42.7	15.4	20.7
小型 Small	54.3	42.5	12.2	5.0	4.1
總計 Total	57.8	45.5	16.4	6.6	6.6

(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 using computers/the Internet routinely

	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	46.2	48.2
建造 Construction	52.1	66.3
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	68.2	67.9
運輸、倉庫及速遞服務 Transportation, storage and courier services	52.6	59.2
資訊及通訊 Information and communications	93.4	96.2
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	73.6	71.6
社會及個人服務 Social and personal services	71.0	72.7
按就業人數組別劃分		
By employment size		
大型 Large	66.1	64.7
中型 Medium	67.2	69.1
小型 Small	71.1	76.5
總計 Total	67.7	68.9

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	2 288	99.1	0.9
建造 Construction	2 973	99.7	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	52 296	93.0	7.0
運輸、倉庫及速遞服務 Transportation, storage and courier services	3 336	99.3	0.7
資訊及通訊 Information and communications	6 371	99.4	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	18 265	94.9	5.1
社會及個人服務 Social and personal services	20 266	86.3	13.7
按就業人數組別劃分 By employment size			
大型 Large	5 594	96.1	3.9
中型 Medium	20 481	93.8	6.2
小型 Small	79 719	92.5	7.5
總計 Total	105 794	92.9	7.1

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 (%)		
	提供機構和其貨品或服務的資訊 （對象包括顧客及員工） Providing information on the firm and goods or services offered (both for use by customers and staff)	設有網上收集顧客 資訊的功能 Facility for collecting customers' information online	與社交媒體整合 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	100.0	23.9	37.9
建造 Construction	100.0	29.5	24.4
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	100.0	49.7	29.9
運輸、倉庫及速遞服務 Transportation, storage and courier services	100.0	38.1	23.2
資訊及通訊 Information and communications	99.9	45.2	40.6
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	99.7	35.7	30.5
社會及個人服務 Social and personal services	100.0	45.1	45.1
按就業人數組別劃分 By employment size			
大型 Large	99.7	41.3	34.0
中型 Medium	100.0	34.2	35.5
小型 Small	99.9	47.5	32.8
總計 Total	99.9	44.6	33.4

(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 的功能 Facility for online ordering/ reservation/ booking	設有為相熟顧客 提供貼身網頁 或資訊的功能 Facility for customising webpage or information provided for repeated customers	提供有關工作機會 的資訊 Providing information on the job opportunities
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	11.6	20.0	9.8	9.5
建造 Construction	1.9	0.0	0.2	29.6
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	25.6	29.7	21.3	11.4
運輸、倉庫及速遞服務 Transportation, storage and courier services	46.3	19.3	22.6	35.3
資訊及通訊 Information and communications	27.3	24.6	21.6	22.0
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	22.0	8.9	12.8	19.2
社會及個人服務 Social and personal services	10.7	13.4	31.7	22.1
按就業人數組別劃分 By employment size				
大型 Large	50.2	20.6	24.8	67.6
中型 Medium	29.7	16.7	15.3	31.9
小型 Small	18.0	22.6	22.2	9.2
總計 Total	21.9	21.3	21.0	16.7

(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	提供網上售後支援 Provision of online after-sale support	設有遞送機構貨品 或服務的功能 Facility for delivery of goods or services offered by firm	提供流動版本網站 Availability of a mobile version of 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	8.4	12.1	5.6	17.1
建造 Construction	0.0	0.0	0.5	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	21.7	14.9	9.4	3.7
運輸、倉庫及速遞服務 Transportation, storage and courier services	11.7	54.4	7.5	22.5
資訊及通訊 Information and communications	23.3	29.4	30.2	19.3
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	7.1	11.2	12.7	4.8
社會及個人服務 Social and personal services	11.7	1.5	3.9	6.8
按就業人數組別劃分 By employment size				
大型 Large	13.4	17.1	18.3	23.3
中型 Medium	10.9	13.0	12.1	11.3
小型 Small	17.7	13.2	8.6	3.7
總計 Total	16.2	13.3	9.8	6.2

(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	缺乏熟悉開發／維護網頁或網站的員工 Lack of personnel familiar with developing/maintaining 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	設立網頁或網站的成本高昂 Costly in setting up a 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	91.6	27.1	22.0	8.1
建造 Construction	84.6	37.9	19.2	8.8
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	88.3	28.2	11.4	10.7
運輸、倉庫及速遞服務 Transportation, storage and courier services	94.9	23.3	9.8	10.0
資訊及通訊 Information and communications	77.1	2.4	5.0	13.2
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	94.5	17.3	6.6	8.6
社會及個人服務 Social and personal services	85.7	31.6	17.2	8.0
按就業人數組別劃分				
By employment size				
大型 Large	89.2	8.6	3.4	10.0
中型 Medium	84.6	21.7	12.8	7.2
小型 Small	89.8	26.7	11.8	9.9
總計 Total	89.5	26.3	11.9	9.7

(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) 2015年沒有網絡存在的機構單位的總數估計為218 882。
The total number of establishments without web presence was estimated at 218 882 in 2015.

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	2.6	8.5	73.2	72.9
建造 Construction	1.0	6.7	81.0	75.6
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	9.8	14.4	77.0	77.5
運輸、倉庫及速遞服務 Transportation, storage and courier services	1.5	6.0	61.7	63.4
資訊及通訊 Information and communications	20.5	49.5	99.9	99.8
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	3.2	14.8	90.3	90.8
社會及個人服務 Social and personal services	4.9	24.1	76.4	76.2
按就業人數組別劃分 By employment size				
大型 Large	18.1	25.6	98.0	99.3
中型 Medium	12.7	22.5	91.9	90.9
小型 Small	5.9	14.5	77.2	77.4
總計 Total	6.8	15.6	79.1	79.2

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 network 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⁾ (%)
互聯網 The Internet	96.1
專用私人網絡（例如外聯網、電子數據聯通等） Designated private network (e.g. extranet, EDI, etc.)	6.7

(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) 2015年有採用電子商貿銷售的機構單位的總數估計為22 029。

The total number of establishments adopting e-commerce sales was estimated at 22 029 in 2015.

表 2.3 2014年按提交訂單的網絡平台類別及客戶類別劃分的電子商貿銷售額

Table 2.3 Value of e-commerce sales analysed by type of network platform of placing orders and type of customers in 2014

	2014年電子商貿銷售額 (百萬港元) Value of e-commerce sales in 2014 (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 (%)
按提交訂單的網絡平台類別劃分 By type of network platform of placing orders		
經網站的網上訂購設施 Via online ordering facility on the website	154,995	38.7
專用私人網絡（例如外聯網、電子數據聯通等） Designated private network (e.g. extranet, EDI, etc.)	146,566	36.6
透過另一個網站（例如網上交易市場、電子商貿平台、代理網站等） Through another website (e.g. online marketplace, e-commerce platform, agent's site, etc.)	98,426	24.6
其他 Others	597	0.1
按客戶類別劃分 By type of customers		
個別消費者 Individual consumers	236,631	59.1
商業機構 Business firms	159,417	39.8
政府及非商業機構 Government and non-business organisations	4,536	1.1
總計 Total	400,584	100.0
<i>2014年電子商貿銷售額佔業務收益的比例</i> <i>Value of e-commerce sales as % of total business receipts in 2014</i>		4.7

表 2.4 按網上收取款項百分比劃分的採用電子商貿銷售的機構單位的分布情況

Table 2.4 Distribution of establishments adopting e-commerce sales analysed by percentage of 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%	10.2
< 1%	4.8
1-20%	18.4
21-40%	2.4
41-60%	13.8
61-80%	18.4
81-100%	32.1
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分認證及／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

為客戶提供身分認證及／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 (PIN) User name and password/personal identity number (PIN)	68.0
保密插口層 Secure sockets layer	6.3
用戶名稱及一次性生成密碼 User name and one-time generated password	5.9
數碼證書 Digital certificate	3.1
用戶名稱及保安權標 User name and security token	2.5
沒有為客戶提供身分認證或保密接達服務 No provision for authentication or secure access for clients	26.5

(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 of 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 Increasing sale volume and number of customers	70.9
提高業務靈活性及增強競爭力 Increasing business agility and enhancing competitiveness	62.4
改善效率及簡化流程 Improving efficiency and streamlining workflow	54.6
能夠更好地照顧個別客戶 Ability to better target customers individually	45.8
保持不落後於競爭者 Keeping pace with competitors	40.2
能夠拓展海外市場 Ability to target customers in overseas markets	39.4
改善客戶服務的質素 Improving quality of customer services	34.4
改善生產力及減低成本 Improving productivity and reducing cost	24.4

(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)	89.2
貨品或服務不適合電子商貿銷售 Goods or services are not suitable for e-commerce sales	36.1
顧客對電子商貿銷售的需求不足 Insufficient level of customer demand for e-commerce sales	20.9
缺乏建立、維護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	10.4
建立或保養成本高昂 Cost of development or maintenance is too high	4.4
擔心電子商貿銷售的資訊保安問題 Concern about information security issue in e-commerce sales	2.0
擔心經網上收集顧客資訊的私隱問題 Concern about privacy issue in collecting information from customer online	1.2
擔心電子商貿銷售的法律／監管框架不明確 Uncertainty concerning legal/regulatory framework for making e-commerce sales	0.8
顧客及供應商的電腦系統與機構的電腦系統不相容 Customers' and suppliers' computer systems are incompatible with the establishment's computer system	0.6

(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) 2015年沒有採用電子商貿銷售的機構單位的總數估計為302 647。
The total number of establishments not adopting e-commerce sales was estimated at 302 647 in 2015.

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

使用的網絡類別 ⁽¹⁾ Type of network 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⁾ (%)
互聯網 - 固網寬頻 The Internet - Fixed broadband	95.2
互聯網 - 流動寬頻 The Internet - Mobile broadband	20.3
專用私人網絡（例如外聯網、電子數據聯通等） Designated private network (e.g. extranet, EDI, etc.)	3.6

(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) 2015年有採用電子商貿採購的機構單位的總數估計為50 509。
 The total number of establishments adopting e-commerce purchases was estimated at 50 509 in 2015.

表 2.9 工商業採用電子商貿採購的主要好處
Table 2.9 Major benefits of 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	80.7
節省處理時間 Less processing time	65.3
價格／成本更低 Lower price/cost	30.8
更多選擇 More choices	28.8
可得到更全面的貨品或服務資訊 Availability of more comprehensive information on goods or services	23.6
欠缺其他途徑 Unavailability of alternative channel	7.5

(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	58.4
採購電腦硬件／軟件及相關消耗用品 Sourcing of computer hardware/software and their consumables	34.9
採購電腦硬件／軟件及相關消耗用品以外的貨品／原料 Sourcing of goods/materials other than computer hardware/software and their consumables	34.0
其他獲得的服務（例如廣告服務、網上寄存服務、電子郵件域名服務等） Other acquisition of services (e.g. advertising services, online storage services, email domain services, etc.)	15.9
申請政府服務（例如發出牌照／證書） Application for Government services (e.g. issue of licence/certificate)	9.3
金融產品或服務（例如保險、投資基金、證券等） Financial instruments or services (e.g. insurance, investment fund, securities, etc.)	6.9

(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 按相對於購買總值百分比劃分的採用電子商貿採購的機構單位的分布情況

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

電子商貿採購相對於購買總值的百分比 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%	3.8
1-10%	40.4
11-20%	12.4
21-30%	3.6
31-40%	7.2
41-50%	13.9
>50%	18.7
總計 Total	100.0

表 2.12 按網上支付款項百分比劃分的採用電子商貿採購的機構單位的分布情況

Table 2.12 Distribution of establishments adopting e-commerce purchases analysed by percentage of 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%	7.9
< 1%	2.4
1-20%	23.2
21-40%	1.7
41-60%	7.1
61-80%	10.9
81-100%	46.7
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⁾ (%)
沒有實際用途以支持在業務上進行電子商貿採購 Lack of practical use for a sound business case of making e-commerce purchases	85.4
業內並不普遍 Not popular in the industry	42.8
所需的貨品或服務不能透過電子商貿採購 Goods or services required not available for e-commerce purchases	15.0
缺乏熟悉電子商貿採購的員工 Lack of personnel who are familiar with making e-commerce purchases	11.5
不了解該如何善用電子商貿採購令業務獲益 Lack of know-how for beneficial use of the Internet for making e-commerce purchases	7.7
擔心進行電子商貿採購的資訊保安問題 Concern about information security issue in making e-commerce purchases	2.7

(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) 2015年沒有採用電子商貿採購的機構單位的總數估計為274 167。
The total number of establishments not adopting e-commerce purchases was estimated at 274 167 in 2015.

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 network used ⁽¹⁾	Proportion of establishments with delivery of goods, services or information online ⁽²⁾ (%)
固網寬頻 Fixed broadband	92.8
流動寬頻 Mobile broadband	71.4
專用私人網絡（例如外聯網、電子數據聯通等） Designated private network (e.g. extranet, EDI, etc.)	0.8

(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) 2015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256 848。

The total number of establishments with delivery of goods, services or information online was estimated at 256 848 in 2015.

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	92.8
在網站提供機構或機構的貨品或服務的資訊 Provision of information on firm or goods or services of firm on the website	38.8
以數碼方式遞送貨品或服務 Delivery of goods or services in digitised form	30.4

(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⁾ (%)
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	93.2
業內並不普遍 Not popular in the industry	51.7
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	22.1
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	11.7
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	8.9

(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) 2015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67 828。
 The total number of establishments without delivery of goods, services or information online was estimated at 67 828 in 2015.

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⁾ Type of network used ⁽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) Proportion of establishments with receipt of goods, services or information online ⁽²⁾ (%)
固網寬頻 Fixed broadband	93.2
流動寬頻 Mobile broadband	69.7
專用私人網絡（例如外聯網、電子數據聯通等） Designated private network (e.g. extranet, EDI, etc.)	0.7

(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) 2015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257 092。

The total number of establishments with receipt of goods, services or information online was estimated at 257 092 in 2015.

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 about goods or services provided by other business organisations	89.7
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 about goods or services provided by the Government and related organisations	53.4
從其他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 other business organisations	47.1
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	27.2

(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⁾ (%)
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	92.8
業內並不普遍 Not popular in the industry	50.8
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	21.4
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	10.0
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	8.7

- (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) 2015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67 584。
 The total number of establishments without receipt of goods, services or information online was estimated at 67 584 in 2015.

表 3.1 工商業採用資訊科技保安措施的主要類別⁽¹⁾

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

	有實施資訊保安措施的機構單位數目 No. of establishments having put in place IT security measure(s)	佔有實施資訊保安措施的機構單位的比例（百分比） Proportion of establishments having put in place IT security measures (%)				
		定期更新病毒 識別碼／抗電 腦病毒軟件 Regular update of virus signature file/ anti-virus software	防火牆 Firewall	定期為對業務 運作重要的數 據進行備份 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	濫發電子 郵件過濾器 Spam filter
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	6 655	81.7	89.0	74.9	70.4	65.1
建造 Construction	12 092	71.4	89.8	47.9	67.2	67.3
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	113 839	89.6	82.8	75.9	74.4	60.1
運輸、倉庫及速遞服務 Transportation, storage and courier services	12 704	85.5	91.3	48.8	58.6	47.7
資訊及通訊 Information and communications	8 935	80.5	89.1	89.7	87.6	75.4
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	52 883	84.4	83.0	72.7	70.3	62.5
社會及個人服務 Social and personal services	31 214	76.7	86.6	71.0	65.6	55.2
按就業人數組別劃分 By employment size						
大型 Large	5 905	98.0	97.0	93.9	90.0	89.6
中型 Medium	29 248	94.7	95.5	85.1	84.8	73.9
小型 Small	203 170	83.3	82.6	69.7	69.0	57.6
總計 Total	238 323	85.0	84.6	72.2	71.5	60.4

(1) 某一機構單位可選擇多於一種資訊科技保安措施。
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措施的主要類別⁽¹⁾ (續)

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

	佔有實施資訊保安措施的機構單位的比例 (百分比)				
	Proportion of establishments having put in place IT security measures (%)				
	定期更新 間諜防護 程式 Regular update of anti-spyware software	網絡入侵 防禦系統 Intrusion prevention system	入侵偵測 系統 Intrusion detection system	場外數 據備份 Offsite data backup	教導員工安全使用電 腦或資訊系統及資訊 科技保安事宜 Educating staff on safe use of computer or information systems and IT 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	62.5	46.6	44.5	21.7	17.4
建造 Construction	33.1	25.0	24.9	15.0	4.8
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	63.1	46.7	38.7	27.2	25.7
運輸、倉庫及速遞服務 Transportation, storage and courier services	51.2	35.2	29.4	21.7	23.5
資訊及通訊 Information and communications	71.6	55.0	49.8	56.1	41.6
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	60.2	45.9	45.0	36.0	23.5
社會及個人服務 Social and personal services	61.2	36.4	35.3	28.9	24.2
按就業人數組別劃分					
By employment size					
大型 Large	86.5	72.7	76.4	55.8	70.9
中型 Medium	79.5	59.3	57.7	35.6	48.4
小型 Small	56.8	40.7	35.2	27.7	19.4
總計 Total	60.4	43.8	39.0	29.4	24.2

(1) 某一機構單位可選擇多於一種資訊科技保安措施。
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措施的主要類別⁽¹⁾ (續)

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

	佔有實施資訊保安措施的機構單位的比例 (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 or external users	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	僱用全職或 兼職員工負 責資訊保安 Employing full-time or part-time staff responsible for information security	建立參照 ISO/IEC 27001:2005 標準的 資訊保安管理系統 Establishing 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	22.1	10.8	12.8	7.6	3.5
建造 Construction	12.3	2.8	11.6	1.7	0.2
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	24.3	18.5	14.9	4.2	1.3
運輸、倉庫及速遞服務 Transportation, storage and courier services	26.6	17.3	20.4	8.9	6.9
資訊及通訊 Information and communications	33.5	46.0	27.7	23.4	7.4
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	19.7	14.6	14.5	11.9	1.9
社會及個人服務 Social and personal services	15.5	11.0	12.7	10.6	2.6
按就業人數組別劃分					
By employment size					
大型 Large	54.3	61.7	66.2	61.7	16.7
中型 Medium	41.0	27.6	34.0	24.7	7.2
小型 Small	18.2	13.7	10.9	3.7	1.0
總計 Total	21.9	16.6	15.1	7.7	2.1

(1) 某一機構單位可選擇多於一種資訊科技保安措施。

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 (%)			
		財政預算限制 Budget constraint	缺乏有關範疇的專業知識 Lack of expertise in the relevant field	僱員缺乏資訊保安的意識 Employees' unawareness of information security matters	缺乏有關資訊科技保安的策略及指引 Lack of policy and guidelines on IT security
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	4 832	42.1	61.4	42.2	8.5
建造 Construction	9 292	40.4	58.7	16.6	14.3
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	60 683	67.4	50.4	13.6	15.7
運輸、倉庫及速遞服務 Transportation, storage and courier services	7 586	34.6	66.7	22.4	13.7
資訊及通訊 Information and communications	4 179	86.1	21.7	20.5	13.8
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	26 072	60.0	58.8	22.3	20.6
社會及個人服務 Social and personal services	18 515	65.7	43.0	14.4	22.8
按就業人數組別劃分 By employment size					
大型 Large	2 606	62.3	41.4	39.7	14.0
中型 Medium	14 565	63.9	49.6	27.3	26.9
小型 Small	113 988	61.2	52.6	15.7	15.9
總計 Total	131 160	61.5	52.1	17.4	17.1

(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	拒絕服務攻擊 Denial of service (DoS) attack	黑客入侵 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	1 033	83.6	16.2	6.2	0.3	1.1
建造 Construction	3 801	96.4	0.5	3.3	0.0	0.2
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	23 382	63.0	42.1	6.6	0.4	0.6
運輸、倉庫及速遞服務 Transportation, storage and courier services	2 790	96.8	3.2	4.9	§	0.0
資訊及通訊 Information and communications	1 171	61.3	38.3	8.8	3.1	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	7 054	73.0	35.0	12.7	0.8	0.3
社會及個人服務 Social and personal services	3 927	92.7	5.1	17.6	0.1	0.1
按就業人數組別劃分 By employment size						
大型 Large	1 402	91.6	15.9	12.2	1.6	1.0
中型 Medium	6 883	87.3	19.7	6.2	0.7	0.6
小型 Small	34 874	69.3	33.5	8.5	0.4	0.3
總計 Total	43 159	72.9	30.7	8.3	0.5	0.4

(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 incidents (%)				
	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	93.8	3.8	0.7	0.0	1.7
黑客入侵 Hacking	96.2	0.1	3.8	0.0	0.0
拒絕服務攻擊 Denial of service (DoS) attack	97.8	0.7	0.1	0.1	1.3
資料被竊 Theft of information	100.0	0.0	0.0	0.0	0.0
資料外洩 Leakage of information	99.4	0.6	0.0	0.0	0.0
以上種類的任何組合 Any combinations of the above types	94.6	3.1	0.3	§	2.0

(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 the Internet Service Provider	改用人手操作 Use manual operation instead	尋求對互聯網熟悉的人士的協助 Seek help from personnel familiar with 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	5 694	51.3	45.0	45.8
建造 Construction	12 498	69.5	41.4	44.0
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	98 170	46.5	28.0	27.8
運輸、倉庫及速遞服務 Transportation, storage and courier services	10 257	35.6	57.7	22.6
資訊及通訊 Information and communications	8 242	51.3	34.2	11.7
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	43 874	39.6	29.3	34.0
社會及個人服務 Social and personal services	23 819	41.8	35.7	38.8
按就業人數組別劃分 By employment size				
大型 Large	5 705	49.0	33.4	17.0
中型 Medium	27 459	45.1	26.4	34.8
小型 Small	169 390	45.6	33.1	30.9
總計 Total	202 554	45.7	32.2	31.0

(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⁽¹⁾的主要類別⁽²⁾ (續)

Table 3.5 Major types of business continuity plan ^{(1) (2)} 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)	
	尋求資訊科技 顧問的意見 Seek advice from IT consultant	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	10.1	24.6
建造 Construction	9.4	13.6
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	29.9	26.9
運輸、倉庫及速遞服務 Transportation, storage and courier services	25.7	27.0
資訊及通訊 Information and communications	20.0	26.0
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	24.6	24.6
社會及個人服務 Social and personal services	18.4	18.6
按就業人數組別劃分		
By employment size		
大型 Large	50.2	32.9
中型 Medium	45.9	24.7
小型 Small	20.7	24.2
總計 Total	25.0	24.5

(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 3.6 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	916	1 952
建造 Construction	1 232	1 677
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	21 745	46 159
運輸、倉庫及速遞服務 Transportation, storage and courier services	1 930	9 199
資訊及通訊 Information and communications	1 087	2 980
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	3 147	11 342
社會及個人服務 Social and personal services	2 886	4 264
按就業人數組別劃分		
By employment size		
大型 Large	2 355	17 537
中型 Medium	7 447	17 714
小型 Small	23 140	42 323
總計 Total	32 943	77 574

表 3.7 工商業使用數碼證書的主要用途⁽¹⁾
Table 3.7 Major types of use ⁽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 (%)			
	與政府及有關 機構進行交易 ／交換資料 Transaction/Exchange of information with Government and related organisations	與顧客進行交易 ／交換資料 Transaction/Exchange of information with customers	與其他貿易 伙伴進行交易 ／交換資料 Transaction/Exchange of information with other business partners	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	73.4	15.3	16.3	1.8
建造 Construction	88.0	11.4	3.7	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	89.6	15.0	7.9	2.9
運輸、倉庫及速遞服務 Transportation, storage and courier services	81.2	2.2	31.6	1.7
資訊及通訊 Information and communications	42.5	45.9	42.1	10.1
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	82.2	30.1	33.6	8.1
社會及個人服務 Social and personal services	90.4	16.7	7.4	9.4
按就業人數組別劃分 By employment size				
大型 Large	58.1	33.8	21.2	33.1
中型 Medium	81.3	8.3	15.7	3.3
小型 Small	90.9	17.8	11.2	1.3
總計 Total	86.4	16.8	12.9	4.0

(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 use.

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⁾ of business for not using digital certificates

	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	62.5	64.5	38.7	10.2
建造 Construction	62.6	78.3	22.7	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	71.8	50.7	24.8	10.6
運輸、倉庫及速遞服務 Transportation, storage and courier services	66.8	51.7	25.7	15.5
資訊及通訊 Information and communications	68.0	37.2	6.1	18.9
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	71.7	51.9	21.4	18.0
社會及個人服務 Social and personal services	71.9	53.8	29.2	10.8
按就業人數組別劃分				
By employment size				
大型 Large	73.9	46.9	12.1	11.4
中型 Medium	66.6	54.2	15.3	11.3
小型 Small	70.7	53.4	25.7	12.6
總計 Total	70.4	53.4	24.6	12.5

(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) 2015年沒有使用數碼證書的機構單位的總數估計為291 734。
The total number of establishments not using digital certificates was estimated at 291 734 in 2015.

表 4.1 工商業使用資訊及通訊科技⁽¹⁾的情況

Table 4.1 Business use of information and communication technology (ICT) ⁽¹⁾

	佔機構單位總數的比例（百分比） Proportion of all establishments (%)				
	雲端運算服務 ⁽²⁾ Cloud computing services ⁽²⁾	二維條碼／ 快速回應碼 2D barcode/ QR code	藍芽技術 Bluetooth	射頻識別技術 Radio frequency identification	感測器 Sensor
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	10.8	9.8	2.1	1.6
建造 Construction	64.3	0.9	15.6	0.1	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	44.9	17.0	9.5	2.1	1.4
運輸、倉庫及速遞服務 Transportation, storage and courier services	39.3	7.6	9.3	2.5	0.6
資訊及通訊 Information and communications	64.1	39.7	21.9	5.3	5.0
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	57.3	7.8	9.3	1.4	1.7
社會及個人服務 Social and personal services	47.8	11.1	12.9	10.4	2.1
按就業人數組別劃分 By employment size					
大型 Large	53.5	47.0	20.1	23.2	13.9
中型 Medium	49.8	26.8	8.1	6.1	3.0
小型 Small	48.9	10.9	10.8	2.3	1.1
總計 Total	49.1	13.2	10.7	3.1	1.5

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

(2) 雲端運算服務是由服務供應商透過互聯網向用戶交付電腦資源。
Cloud computing services 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服務的情況
Table 4.2 Business use of cloud computing services

雲端運算服務的類型 ⁽¹⁾ Type of cloud computing services ⁽¹⁾	佔有使用雲端運算服務的機構單位的比例 ⁽²⁾ (百分比) Proportion of establishments using cloud computing services ⁽²⁾ (%)
公共雲 Public cloud	93.0
私有雲 Private cloud	10.5
混合雲 Hybrid cloud	1.9
社群雲 Community cloud	1.2

(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) 2015年有使用雲端運算服務的機構單位的總數估計為159 268。

The total number of establishments using cloud computing services was estimated at 159 268 in 2015.

表 4.3 驅使工商業使用雲端運算服務的主要因素

Table 4.3 Major factors of driving cloud computing services used by business

使用雲端運算服務的動機 ⁽¹⁾ Drivers for using cloud computing services ⁽¹⁾	佔有使用或計劃使用 雲端運算服務的機構 單位的比例 ⁽²⁾ (百分比) Proportion of establishments using or planning to use cloud computing services ⁽²⁾ (%)
業務靈活性（例如更快推出市場、提高用戶滿意度等） Business agility (e.g. faster time to market, increase user satisfaction, etc.)	64.9
顧客的需求 Customer demand	57.4
業內普遍採用 Adoption by industry peers	29.8
減低對資訊科技設備的資本投資 Lower capital investment on IT equipment	23.4
提高容量／可用性（例如數據中心、儲存裝置等） Increasing capacity/availability (e.g. data centre, storage, etc.)	22.6
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	11.9
環境效益 Environmental friendliness	10.4
可擴展性 Scalability	5.5
提高資訊科技的生產力 Increasing productivity of IT	3.7
彈性的成本分配（例如由資本支出轉為營運開支） Flexible cost allocation (e.g. change from capital expenditure (CAPEX) to operational expenditure (OPEX))	2.7
災後運作復原／持續業務運作 Disaster recovery/business continuity	2.6
創新 Innovation	2.5
改善資訊科技的管控 Improving IT control	1.0

(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) 2015年有使用或計劃使用雲端運算服務的機構單位的總數估計為161 798。
The total number of establishments using or planning to use cloud computing services was estimated at 161 798 in 2015.

表 4.4 工商業使用雲端運算服務的主要應用領域
Table 4.4 Major areas of application of cloud computing services used by business

使用雲端運算服務的應用領域 ⁽¹⁾ Application area to utilise cloud computing services ⁽¹⁾	佔有使用或計劃使用 雲端運算服務的機構 單位的比例 (百分比) Proportion of establishments using or planning to use cloud computing services (%)
電子郵件／通訊 E-mail/Communications	92.1
網站／內容管理 Website/Content management	10.9
協作（如線上會議及協同工作間） Collaboration (such as online meetings and shared workspaces)	9.9
辦公室自動化 Office automation	8.6
客戶關係管理 Customer relationship management	4.5
廣告 Advertising	3.9
銷售支援 Sales support	2.7
電子商貿交易 Electronic commerce transactions	1.8
人力資源管理 Human resources management	1.5
企業資源計劃 Enterprise resource planning	1.4
供應鏈 Supply chain	0.9
開發流動應用程式 Mobile application development	0.8

(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服務的資訊科技開支預算
 Table 4.5 IT budget allocated to cloud computing services by business

分配予雲端運算服務計劃的資源佔 資訊科技開支預算的百分比 Percentage of IT budget allocated to cloud computing services initiatives	佔有使用或計劃使用 雲端運算服務的機構 單位的比例 (百分比) Proportion of establishments using or planning to use cloud computing services (%)
0%	75.7
1-25%	19.2
26-50%	2.8
51-75%	1.7
> 75%	0.6
總計 Total	100.0

表 4.6 工商業評估雲端運算服務供應商或科技的主要考慮因素

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

評估雲端運算服務供應商或科技的考慮因素 ⁽¹⁾ Consideration in evaluating cloud computing services vendors or technologies ⁽¹⁾	佔有使用或計劃使用 雲端運算服務的機構 單位的比例 (百分比) Proportion of establishments using or planning to use cloud computing services (%)
使用的方便性 Ease of use	82.8
高性能（例如速度） High performance (e.g. speed)	43.4
可靠性及可用性 Reliability and availability	40.1
資訊保安 Information security	28.2
節省整體成本 Overall cost savings	21.4
即時回應及補救 Instant response and remediation	14.1
供應商的聲譽及市場佔有率 Vendor's reputation and market share	11.6
可攜性（例如從一個供應商轉換到另一個） Portability (e.g. switch from one vendor to another)	11.4
本地技術支援 Local technical support	4.5
雲端服務及資料儲存的實際地點 Physical location of cloud services and data storage	3.0
支援多國語言 Support for multiple languages	1.9

(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服務的主要原因
Table 4.7 Major reasons of business for not using cloud computing services

沒有使用雲端運算服務的原因 ⁽¹⁾ Reason for not using cloud computing services ⁽¹⁾	佔沒有使用雲端運算服務的機構單位的比例 ⁽²⁾ (百分比) Proportion of establishments not using cloud computing services ⁽²⁾ (%)
沒有實際用途以支持在業務上使用雲端運算服務 Lack of practical use for a sound business case to use cloud computing services	88.9
業內並不普遍 Not popular in the industry	40.8
缺乏熟悉雲端運算服務的員工 Lack of personnel familiar with cloud computing services	16.2
不了解該如何使用雲端運算服務令業務獲益 Lack of know-how for beneficial use of cloud computing services	11.7
投資成本高昂 High investment cost	5.9
擔心資訊保安及可靠性問題 Concern about information security and reliability issues	3.4
運作費用高昂 High operating cost	2.7
回報率沒有保證 Uncertain Return-On-Investment	0.9

(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服務。
 An establishment may select more than one reason for not using cloud computing services.

(2) 2015年沒有使用雲端運算服務的機構單位的總數估計為165 408。
 The total number of establishments not using cloud computing services was estimated at 165 408 in 2015.

表 4.8 工商業預計2015年資訊科技開支預算與2014年比較的變動情況
Table 4.8 Expected change in IT budget of business for 2015 compared with 2014

	有為2015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 2015	2015年與2014年比較資訊科技開支預算的預計變動 Expected change in IT budget for 2015 over that for 2014			
		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	3 296	17.1	63.0	1.2	18.7
建造 Construction	3 262	36.8	37.5	0.1	25.6
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	51 837	13.8	41.3	1.9	43.0
運輸、倉庫及速遞服務 Transportation, storage and courier services	6 373	34.5	44.2	3.6	17.7
資訊及通訊 Information and communications	5 464	35.4	42.3	0.6	21.7
金融及保險、地產、專業及商用服務 Financing and insurance, real estate, professional and business services	23 480	28.1	41.2	1.4	29.3
社會及個人服務 Social and personal services	16 577	13.5	54.6	11.7	20.2
按就業人數組別劃分 By employment size					
大型 Large	4 926	39.0	30.0	2.8	28.2
中型 Medium	15 765	34.5	35.3	0.8	29.4
小型 Small	89 597	16.2	46.3	3.7	33.8
總計 Total	110 289	19.9	44.0	3.2	32.9

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

在業務上使用智能手機的用途類別 ⁽¹⁾ Type of use of smartphones for business purposes ⁽¹⁾	佔有業務上使用智能 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	97.5
發短訊（包括使用即時通訊軟件，例如WhatsApp、微信等） Messaging (including use of instant messaging applications such as WhatsApp, WeChat, etc.)	82.7
收發電子郵件 Sending or receiving e-mails	74.5
瀏覽網站 Browsing websites	52.9
使用數碼相機拍攝相片／錄影 Using digital camera for taking photos/video recording	46.4
透過社交媒體工具與客戶溝通 Communicating with clients using social media tools	24.4
下載或使用市場上的流動應用程式 Downloading or using mobile applications on the market	18.0
進行市場推廣／銷售 Performing marketing/sales activities	9.7
視像電話通訊（例如Skype、Apple FaceTime 等） Videotelephony (e.g. Skype, Apple FaceTime, etc.)	9.3
業務運作／業務上使用機構的訂製流動應用程式 Using establishment's designated mobile applications for business operation/purpose	3.2

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

(2) 2015年在業務上使用智能手機的機構單位的總數估計為206 900。
The total number of establishments using smartphones for business purposes was estimated at 206 900 in 2015.

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／電子訊息（例如WhatsApp、微信等） Short message services (SMS)/Multimedia messaging service (MMS)/electronic messages (e.g. WhatsApp, WeChat, etc.)	91.3
流動網站 Mobile website	13.7
流動應用程式 Mobile applications	9.4

(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) 2015年有提供流動服務的機構單位的總數估計為45 020。
 The total number of establishments providing mobile services was estimated at 45 020 in 2015.

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 applications ⁽²⁾ (%)
向顧客發送產品及推廣的資訊 Sending product and promotional information to customers	96.1
協助顧客提交貨品或服務的訂單 Facilitating customers to place orders for goods or services	36.0
流動支付 Mobile payment	29.6
為顧客提供預約／預留服務 Enabling customers to make booking/reservation	21.7
向顧客以數碼方式遞送貨品或服務 Delivery of goods or services in digitised form to customers	14.8

- (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) 2015年提供流動應用程式的機構單位的總數估計為4 244。
 The total number of establishments providing mobile applications was estimated at 4 244 in 2015.

表 4.12 工商業使用社交媒體帳戶的主要用途類別
Table 4.12 Major types of social media account used by business

社交媒體帳戶的用途類別 ⁽¹⁾ Type of use 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 using social media account ⁽²⁾ (%)
提供機構和貨品或服務的資訊 Providing information on the firm and goods or services offered	98.1
設有網上收集顧客資訊 Facility for collecting customers' information online	60.7
提供網上售後支援 Provision of online after-sale support	6.0
設有網上訂購／預留／預約 Facility for online ordering/reservation/booking	5.8

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

(2) 2015年有使用社交媒體帳戶的機構單位的總數估計為56 640。
 The total number of establishments using social media account was estimated at 56 640 in 2015.

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業務的正常運作。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.

雲端運算服務是一方（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 services 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).

雲端運算服務的例子包括：

- 以雲端為基礎的電子郵件服務，例如 Gmail、雅虎郵件等
- 社交網絡，例如 WhatsApp、微信、Facebook、YouTube等
- 以雲端為基礎的存儲服務，例如 Dropbox、Google Drive等
- 以雲端為基礎的辦公軟體套裝，例如 Google Apps for Work、微軟Office365等
- 客戶關係管理系統，例如SalesForce、微軟Dynamics CRM等
- 銷售點系統，例如myPOS、Shopify POS等

Examples of cloud computing services include:

- cloud-based e-mail services such as Gmail, Yahoo Mail, etc.
- social networking such as WhatsApp, WeChat, Facebook, YouTube, etc.
- cloud-based storage services such as Dropbox, Google Drive, etc.
- cloud-based office suites such as Google Apps for Work, Microsoft Office 365, etc.
- customer relationship management (CRM) systems such as SalesForce, Microsoft Dynamics CRM, etc.
- point of sales (POS) systems such as myPOS, Shopify POS, etc.

電腦是指桌面電腦、便攜式電腦（包括筆記簿型電腦及小筆電）或平板電腦（或類似的手持式電腦），但不包括一些嵌入了電腦功能的設備，例如智能電視、個人數碼助理、以及以電話作為其主要功能的設備，例如智能手機。

Computer refers to desktop computer, portable computer (including notebooks and netbooks) or tablet (or similar handheld computer), but excludes equipment with some embedded computing abilities, such as smart TV sets, personal digital assistants (PDAs) and devices with telephony as their primary function, such as smartphones.

數碼證書可用作生產數碼簽署，以核實證書持有人的身分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.

根據電子交易條例，現時獲認可的核證機關為：

The recognised certification authorities currently under the Electronic Transactions Ordinance are:

- 香港郵政核證機關
- 電子核證服務有限公司（註：此公司是貿易通的全資附屬公司，而現時以電子資料聯通方式透過貿易通遞交貿易文件時，貿易通採納此公司發出的一類指定的數碼證書作此用途。）

- Hongkong Post Certification Authority
- Digi-Sign Certification Services Limited (note: This is a wholly-owned subsidiary of Tradelink. Currently, a specific type of digital certificate issued by this CA is adopted by Tradelink for the purpose of submission of trade-related documents through EDI services of Tradelink.)

電子貿易交易是專門為獲取訂單或提交訂單而設計的貨品或服務在電腦為中介的網絡上銷售或購買的方法。縱使以這種方法訂購貨品或服務，但付款及最後貨品或服務的遞送則可以不在網上進行。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-mediated 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程式。

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（數據傳輸速度不少於每秒256千位元）。

Fixed broadband is a high speed Internet access services to homes and commercial premises provided by fixed network operators (with a data transmission rate not less than 256 kbits/s).

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)。

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。

內聯網是一種在機構內提供與互聯網服務相同服務 (例如萬維網 (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。

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 (數據傳輸速度不少於每秒256千位元)。

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。

Information and Communication 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.

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

Intranet is a private network that provides services similar to the 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.

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 services provided by mobile network operators (with a data transmission rate not less than 256 kbits/s).

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 kbits/s.

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該機構對網頁內容並沒有主導控制的其他網頁。

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。

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。

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。

無線局部區域網絡是一種利用高頻無線電波（而非經線路）在啟動了網絡功能的裝置之間進行通訊的局部區域網絡。

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

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

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.

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

Wireless local area network (WLAN) is a type of local area network that uses high frequency radio waves rather than wires to communicate between network-enabled devices.

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