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背景介紹 INTRODUCTION

香港康體發展局為了解香港市民參與體育活動的情況，自一九九六年起委託香港大學社會科學研究中心，就港人參與運動進行一項廣泛調查。調查結果可為任何對香港體育有興趣的人士，提供有關本地體育概況的寶貴資料。利用這些數據，贊助商及市場推廣人員更可評估投資體育事業的回報。

這份調查報告還提供有關香港市民參與運動的最新統計數據，並與過往數年的有關資料比較，從而分析港人參與體育的趨勢。是次調查的內容包括近期的體育參與率、參與次數及時間、對體育活動的喜好、運動伙伴、場地、消費、做運動的原因以及自我健康和體能狀況的評估。本報告亦對體育參與情況和人口統計資料如性別、年齡、教育程度、職業、居住地區和每月收入的關係作出分析。

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「香港體育參與情況調查」首次引進9歲或以下的兒童作為調查對象。為了令體育參與資料的跨年或跨季比較更為方便，本報告將分為兩部份：一部份為15歲或以上的被訪者（共3,152名），而另一部份為14歲或以下（1999年及2000年共訪問1,465人）。

是次調查於二零零零年的五月、八月、十一月及二零零一年二月分四期進行，以監察個別季度體育參與情況的差異。調查採用電話訪問形式進行，於每個被接觸的家庭中，隨機選出一位家庭成員接受訪問。是次調查共訪問了3,454名10歲或以上的香港市民。若被訪家庭有5至9歲兒童，訪問員亦向被訪者搜集該名兒童參與運動的資料（若家庭中有多於一名此歲數的兒童，訪問員以抽樣方式選出其中一位索取資料）。回應率達54%，標準誤差在2個百分點之內。

截至二零零零年底，香港共有二百二十萬條住宅電話線¹，而二零零零年的住戶數目為二百一十萬²。住宅電話線與住戶數目的比例超過一比一，由住宅電話號碼清單中隨機抽樣選出的住宅電話號碼具有一定的代表性。因此，社會科學研究中心在本調查中使用的方法可準確反映全港人口的情況。

To reveal sport-related patterns of Hong Kong people, the Hong Kong Sports Development Board has since 1996 commissioned the Social Sciences Research Centre of the University of Hong Kong to carry out a territory-wide survey of sports. The research findings provide data of significance to anyone with an interest in Hong Kong sports. The information is of particular significance to sports administrators, sponsors, and marketers, who can use it to assess possible returns on their investment in sports.

This report provides up-to-date figures on sports patterns in Hong Kong within the context of multiyear trends. It focuses on people's recent sports participation rates, frequency of participation, duration, preferences in sports activities, companions, venues, spending, motives, and health and fitness self-assessments. The relationship between sports participation and various demographic factors like sex, age, education level, occupation, locality and monthly income is also explored.

This report for the first time contains information on children aged 9 and below. Readers can compare these latest findings with those from the prior surveys as the figures published in the report are divided into two sections: one for people aged 15 and above and the other for those aged 14 and below. Some 3,152 people aged 15 and above were surveyed in 2000 and 1,465 children aged 5 to 14 in 1999 and 2000.

In order to monitor the seasonal variations in sports patterns, the survey was administered quarterly in May, August, and November of 2000 and February of 2001. Computer-assisted telephone interviewing was used, with one respondent selected at random from each household contacted. In total, 3,454 Hong Kong citizens aged 10 and above were interviewed. In addition, if children aged 5-9 were part of the household, the respondent was asked to provide information about sports participation by this age group (in households with more than one 5-9-year-old, one child was selected at random for the survey). The response rate was 54%, with a standard error within two percentage points.

In late 2000, there were about 2.2 million residential telephone lines installed in the territory¹. The total number of households in 2000 was 2.1 million². The ratio of residential telephone lines per household exceeded one to one. Thus, respondents recruited through random numbers generated from blocks of residential telephone numbers can be considered reasonably representative of the Hong Kong population.

表一 被訪者與人口統計資料比較

Table 1 Profile of Respondents as Compared to Census Data

社會經濟組別 Socioeconomic groups	%	* 人口統計資料 Census Data (%)
性別 Sex		
男 Male	49	48.3
女 Female	51	51.7
年齡 Age		
15-24	26	16.2
25-34	22	20.1
35-44	25	24.3
45-54	13	16.6
55-64	6	9.4
65 及以上 & above	7	13.4
教育程度 Education		
無受教育 No education	4	8.5
小學程度 Primary	12	23.2
初中程度 Lower Secondary	17	
高中程度 Upper Secondary	37	51.4
預科程度 Matriculation	8	
大專程度及以上 Post Secondary & above	21	17.0
職業 Occupation		
專業人士 Professionals	17	17.1
文職 / 服務 Clerical / Service	25	19.5
藍領 Production	13	22.4
學生 Students	18	8.4
家庭主婦 Housewives	15	14.6
其他 Others	12	17.9
每月收入 Monthly Income		
\$5,000 及以下 & below	47	-
\$5,001 - \$10,000	22	-
\$10,001 - \$15,000	12	-
\$15,001 - \$20,000	10	-
\$20,001 - \$30,000	5	-
\$30,001 及以上 & above	4	-
居住地區 Area of Residence		
香港 Hong Kong	19	21.3
九龍 Kowloon	30	31.5
新界 New Territories	52	47.2

* 一九九八及九九九中期人口統計資料
1998 & 1999 Population By-Census

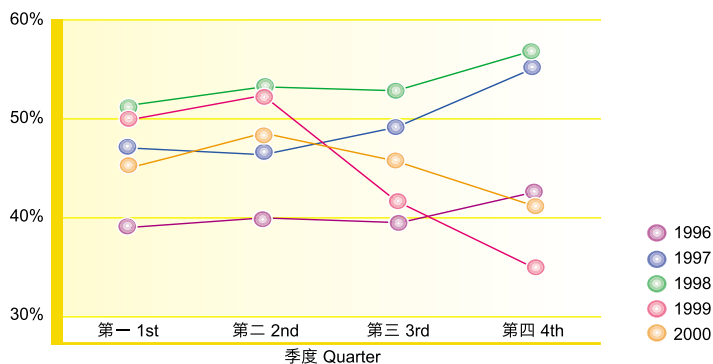
調查結果顯示，平均有44%，即約有二百四十六萬*的香港市民在二零零零年中曾最少參與一項體育活動，此百分比比較一九九八年的54%及一九九九年的45%為低。二零零零年的體育參與率比過往兩年低的原因，本報告最後一節將作討論。

第二季的體育參與率 (49%) 為最高，第一季 (45%) 位列第二。此模式與一九九九年相似。這個現象亦會於本報告的最後一節討論。

An average of 44% of the adult (15 years and older) population of Hong Kong, about 2.46 million* people, participated in at least one sports activity during the year 2000. This was lower than the 54% in 1998 and the 45% in 1999, but higher than the 40% recorded for 1996. The likely reasons for sports participation being lower in 2000 than in the two previous years are discussed in the final section of the report.

The participation rate during the second quarter (49%) was the highest, followed by the first quarter (45%). The pattern of quarterly participation rates in 2000 was similar to that in 1999. The likely reasons for this are also discussed in the final section.

圖一 一九九六至二零零零年度季別參與率
Figure 1 Quarterly Participation Rates in 1996-2000



* 以約五百六十萬全港十五歲及以上人口的百分之四十四計算。
i.e. 44% of the whole population of 5.60 million people aged 15 and above.

性別 Gender

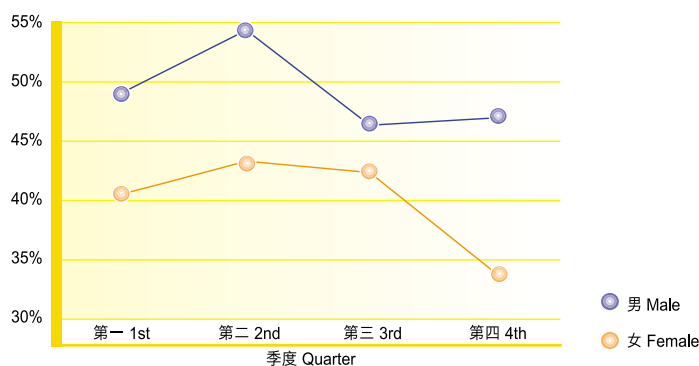
男性 (49%) 在二零零零年度的體育參與率較女性 (40%) 為高，但較諸一九九九年，兩者的體育參與率均輕微下降。整體而言，男性較女性活躍於體育活動，有9%的差異，與一九九年的數據相同。

男性體育參與率的季別差異少於女性。男、女性參與率的差異於第三季只為4%，但第四季度卻相距至13%。

More males (49%) took part in sports than females (40%) in 2000. Participation rates in 2000 were slightly lower for males and females. Males were more active than females throughout the year. The gender gap was 9%, which is equal to that of 1999.

The quarterly variation in the participation rate for males was less than that of females. The gap between males and females was as small as 4% in the third quarter but increased to 13% in the fourth quarter.

圖二 二零零零年度的男女季別參與率
Figure 2 Quarterly Participation Rates by Gender in 2000

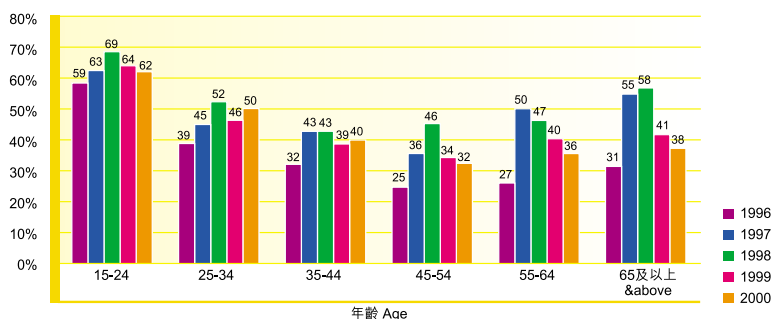


年齡 Age

年輕人 (15-24歲) 的參與率最高，但隨著年齡增長，被訪者的參與率逐漸下降。這下降趨勢直至55-64歲的年齡組別後，才見輕微回升。所有年齡組別的參與率於一九九九年及二零零零年均大致保持穩定，當中差異幅度以25-34歲與55-64歲的年齡組別最為明顯。縱觀所有年齡組別，15-24歲的被訪者最積極做運動，參與率為62%。其次為25-34歲的被訪者，參與率為50%。45-54歲的被訪者為最不活躍的一群，只有32%的參與率。

The sports participation rate declined from the young generation (15 - 24) up until the 55-64 year-old age group was reached and then it increased slightly. Participation rates for all age groups were similar in 1999 and in 2000, with the greatest differences recorded for 25-34 year olds and 55-64. Respondents in the age range of 15-24 were the most active sports participants (62%), followed by people 25-34 years old (50%). The most inactive group was the 45-54 age group (32%).

圖三 一九九六至二零零零年度的年齡參與率
Figure 3 Participation Rates by Age in 1996-2000

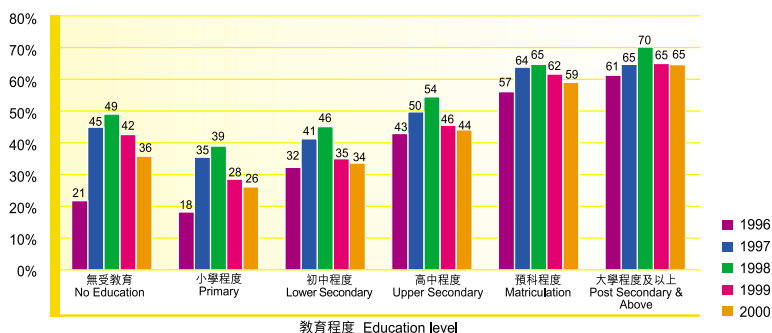


教育程度 Education Level

一如以往，教育程度與體育參與率有正面的關係。大專教育程度的被訪者的參與率最高(65%)，而小學程度的被訪者最不積極做運動(26%)，參與率比沒有接受教育的被訪者還要低。由於未受教育的被訪者參與率(36%)跟高齡組別(65歲或以上)相近(38%)，所以該年齡組別的長者很有可能佔了上述教育組別參與者的大部分。在二零零零年，所有年齡組別的參與率均較一九九九年呈輕微下跌。

As in past years, educational levels have a positive relationship with the rate of sports participation. Those respondents with a post-secondary education had the highest participation rate (65%), while those with only a primary-level education were the most inactive (26%). Those with no education had higher levels of participation than those with only a primary or lower-secondary education. The participation rate for people with no education (36%) is similar to that for people in the oldest age group (38%), and it is likely that this older generation makes up most of those with no education. The 2000 participation rates were slightly lower than the 1999 ones for people of all levels of education.

圖四 一九九六至二零零零年度的教育程度組別參與率
Figure 4 Participation Rates by Education Level in 1996-2000

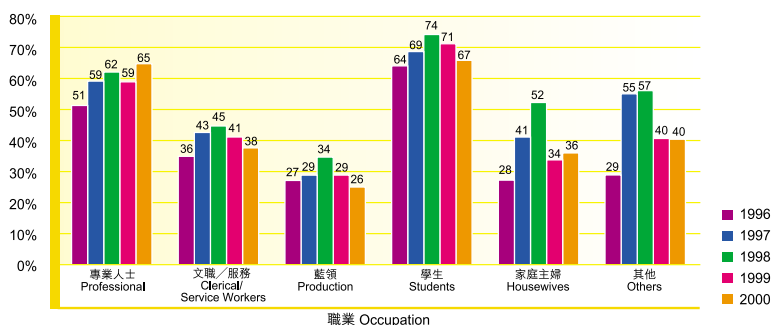


職業 Occupation

跟過往四年一樣，學生依然是最熱衷參與體育活動的一群，參與率達67%。在受僱的被訪者中，專業人士的參與率最高(65%)，文職/服務業人士排第二(38%)，藍領則排行最低(26%)。

As in the previous four years, students were the most active sports participants (67%). Among those with employment, professionals had the highest participation rate (65%), clerical/service workers came second (38%), and production workers had the lowest rate (26%).

圖五 一九九六至二零零零年度的職業組別參與率
Figure 5 Participation Rates by Occupation in 1996-2000

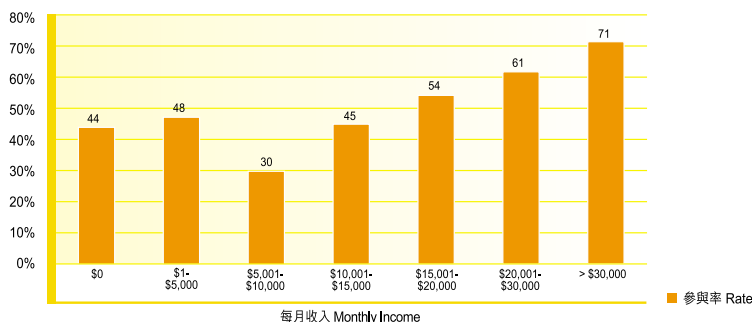


收入 Income

調查結果跟過去四年大致相同，由每月收入\$5,001元組別起，體育參與率隨每月收入增加。個人每月收入超過\$30,000的被訪者參與率最高(71%)，收入在\$5,001-\$10,000之間的被訪者則最低(30%)。低收入人士(\$1-\$5,000)比收入在\$5,001-\$15,000之間的被訪者較為活躍，但與收入高於\$15,000的人士比較，則略為遜色。

As in the previous three years, the participation rates increased with monthly personal income levels from \$5,001 upwards. The income group earning more than \$30,000 was the most active in sports (71%), whereas respondents with personal incomes of \$5,001-\$10,000 were the most inactive (30%). People with low (\$1-\$5,000) incomes were more active than those with incomes ranging from \$5,001-\$15,000, but less active than those earning over \$15,000.

圖六 二零零零年度個人收入組別參與率
Figure 6 Participation Rates by Personal Income in 2000



居住地區 Area

居住港島區的被訪者體育參與率為48%，較新界區的45%及九龍區的41%為高，港島區連續五年成為參與率最高的地區。

Respondents living on Hong Kong Island had the highest participation rate (48%), followed by those living in the New Territories (45%) and Kowloon (41%). In the four prior surveys, Hong Kong Island had also registered the highest participation levels.

圖七 一九九六至二零零零年度的地區組別參與率
Figure 7 Participation Rates by Area in 1996-2000

