

歷年參與趨勢

香港人的體育參與率近年來有明顯上升的趨勢。在二零零一年度，50%五歲或以上的市民曾經參與體育活動，這325萬的運動人口是歷年來最高的。自調查展開以來，參與情況經歷了重大變遷：

- 所有主要人口組別 - 年齡、性別、收入、教育程度、職業及居住地區 - 的參與率全面上升。
- 參與體育活動的成年人口 (15歲或以上) 於一九九六至二零零一年間增加了28%。
- 參與體育活動的兒童 (5至14歲) 於一九九九至二零零一年間增加了12%。

然而，體育參與率亦曾出現倒退的情況：

- 整體成年人參與率由一九九八年54%的高點下降至一九九九年的45%，繼而在二零零零年下跌至44%。
- 二零零一年，參與率雖然略為回升至48%，但數個人口組別 (55-64歲的人士、專業人士及月入\$20,000以上的人士) 的參與率均下跌兩個至五個百分點不等。
- 一九九七至二零零一年間，成年男女參與率的差別由四個百分點擴闊至九個百分點。

二零零一年度參與概況

- 跟往年一樣，市民的個人收入或教育程度越高，便越積極參與體育活動。
- 另一方面，除老年人外，市民的年紀越大，便越少參與體育活動。老年人的參與率達49%。
- 男性成年人明顯比女性成年人活躍，參與率分別為53%及43%。
- 大部分學生 (15歲或以上) 都甚為活躍

Multiyear participation trends

Hong Kong people have become significantly more active in sport in recent years. In 2001, 50% of the population aged 5 and above participated in sport¹. This 3.25 million sporting population was the largest ever recorded in light of the following changes:

- Participation rates increased in all key demographic groups – age, gender, income, education, occupation, and area – since first recorded.
- The total number of adult participants (aged 15 and above)² increased 28% between 1996 and 2001.
- The number of child participants (aged 5 to 14) increased 12% between 1999 and 2001.

This growth in sports participation did not occur without setbacks, however.

- The overall adult participation rate fell from a peak of 54% in 1998 to 45% in 1999, and to 44% in 2000.
- In 2001, although the rate rebounded to 48%, several demographic groups (55-64 year-olds, professionals, and those with monthly incomes over \$20,000) experienced declines of between 2 and 5 percentage points since the previous year.
- Between 1997 and 2001, the gap between men's and women's participation rates widened from 4 percentage points to 9.

2001 Participation Profiles

- As in past surveys, people tended to become increasingly active in sport as their income and educational levels progressively increased.
- On the other hand, people tended to become less and less active as they became older. A 49% participation rate among the elderly (aged 65 and above) made them an exception, however.
- The participation level among men (53%) was significantly higher than among women (43%).
- Students aged 15 and above were highly active (70%). In the workforce, professionals had the highest participation rate (60%), while production workers had the lowest (33%).
- The most popular sports for Hong Kong adults were swimming

(70%)，專業人士則為就業市民中最活躍的一群(60%)，製造業人士為最不活躍(33%)。

- 最受成年人歡迎的體育活動依序為游泳(8%)、羽毛球(6%)及緩步跑(5%)，其次為籃球(5%)、足球(4%)、遠足(3%)及漫步(3%)。與其他體育項目比較，緩步跑及遠足皆比往年受歡迎。
- 在成人非參與者³中，有61%以時間不足為不參與體育活動的主要原因，有22%則表示是因為工作的關係。以上兩者都是自一九九六年起，兩個最主要不做運動的原因。
- 約有78%的成年受訪者認為體育活動對健康有益，同一答案於一九九六年錄得72%。

成年人體育消費的趨勢

在二零零一年成年人的調查中，接近一半(46%)的成年受訪者曾於接受訪問前一年月內有消費在體育用品或服務上，每人平均每年用在運動方面的開支約為\$3,393，整體體育消費金額為88億元。若與一九九六年的81億元比較，整體體育消費額上升了9%。然而，總消費額由一九九九年114億元的高點下調至二零零一年的88億元，累積降幅為23%。

運動模式的啟示

以上資料清楚反映香港人越來越積極參與體育活動。其他結果亦顯示一些社會草根階層人士，如老年人、家庭主婦、製造業人士、低收入人士及低學歷人士的參與率均有上升(請參閱圖表一)。這證明體育於市民的基本生活中正擔當一個日益重要的角色。特別是老年人參與率的躍升說明了若無時間限制，市民會因為明白到體育對健康的益處，而增加參與體育活動的意欲。儘管在成年人

(8%)，badminton(6%) and jogging(5%)，followed by basketball(5%)，soccer(4%)，hiking(3%)，and walking(3%)。Both jogging and hiking were more popular in 2001 than in any previous year relative to other sports.

- Some 61% of adult non-participants³ cited lack of time and 22% cited work as reasons for their lack of participation. These were the two primary factors cited for non-participation in every year since 1996.
- About 78% of adults indicated that sports participation was beneficial to one's health compared to 72% in 1996.

Trends in Adult Spending on Sport

Almost half (46%) of adult respondents spent money on sports-related goods or services in the 12 months prior to the 2001 survey, with average annual spending of \$3,393 per capita and total expenditure of \$8.8 billion. This represents a 9% increase over the \$8.1 billion registered in the 1996 survey. Nonetheless, total expenditure fell 23% in the previous three-year period, after reaching a peak of \$11.4 billion in 1999.

The Significance of Sports Patterns

The above data strongly suggests that Hong Kong people have become significantly more active in sport. Other survey data shows recent growth in participation among the grassroots – the elderly, housewives, production workers, and low income and education brackets (see Exhibit 1). This growth suggests that sport is becoming more fundamental to the lives of Hong Kong people. Major increases in participation among the elderly, in particular, suggest an increasing awareness of the health benefits of sport and a desire to engage in it when not constrained by time. Furthermore, although the gap between male and female participation among adults has widened in recent years, a significant increase in participation among girls suggests a reversal of this trend among future generations.

Hong Kong's continued economic difficulties have clearly impacted people's sports spending and participation. The recent decline in participation levels among professionals and those in the higher income brackets was most probably due to longer working hours and greater economic instability. Likewise, decreases among 55-

中，男女參與率的差別近年來有擴闊的趨勢，但女孩子參與率的大幅度上升顯示這趨勢應不會長期持續。

香港所面對的經濟問題，對市民的體育消費及參與情況有一定程度的衝擊。高收入及專業人士的參與率近年來均下跌，原因可能與漫長工時及經濟環境不穩有關。同樣地，55至64歲人士的參與率下降，亦可能與他們因經濟不景而延遲了退休年齡有關。與此同時，一些只需簡單裝備而所費不多的體育活動如緩步跑和遠足，正日漸受到歡迎，這可能亦與經濟因素有關。

雖然經濟持續疲弱，但香港的體育參與人口相信會持續上升。這預測是基於市民越發明白到體育活動所帶來的益處，及日漸受到世界性體育氣候所薰陶。而二零零八年的北京奧運會，相信亦會更加引起市民對體育的興趣。因此，各政策制定者、管理人員及商業機構應時刻作好準備，投放適當資源，以促進本地體育界更茁壯地成長。

64 year-olds suggest that they have delayed their retirement, again due to economic insecurity. Furthermore, the rise in the popularity of jogging and hiking – both of which entail minimal expenditure – was probably very much economically driven.

Despite the weak economy, Hong Kong's sporting population is likely to continue to grow as its population becomes more aware of the benefits of sport, more influenced by the global sports community, and more excited about the upcoming Beijing Olympics. Policymakers, administrators, and commercial operators should be prepared to make the necessary investments in the sports community that will cater to and foster its further development.

1 在這項研究中，「參與者」的定義是曾於受訪前三個月內參與最少一項體育項目的人士，特別指明者除外。

This study defines a participant as someone who engaged in at least one sports activity in the three months prior to the survey, unless otherwise specified.

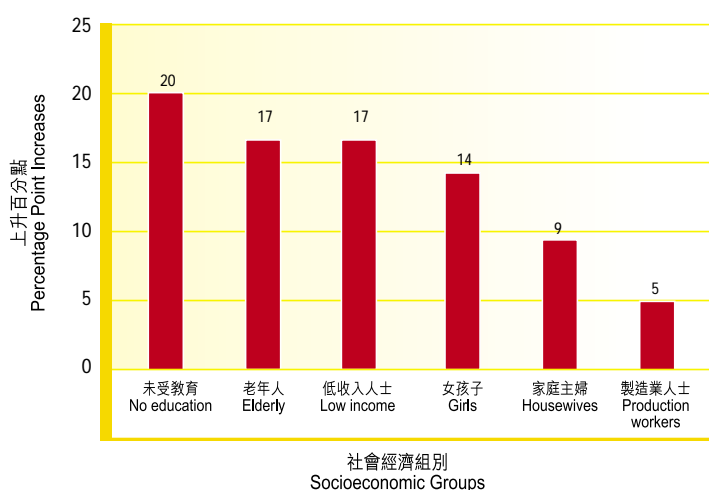
2 在這份報告中，「成年人」是指15歲或以上的人士。

Within this report, people aged 15 and above are referred to as "adults."

3 「非參與者」是指那些沒有在受訪前三個月內參與任何體育項目的人士。

Non-participants are those who did not engage in sport in the three-month period prior to the survey.

圖表一 一九九六至二零零一年度體育參與率之遞升
Exhibit 1 Increases in Sports Participation Rates 1996-2001



基數：所有個別受訪者

Base: All respective respondents

註：以上所有數據反映一九九六至二零零一年的升幅。只有女孩子的數據顯示一九九九至二零零一年的增長。「老年人」是指65歲或以上的人士；「低收入」是指月入5,000港元或以下的人士；「女孩子」是5至14歲的女性。

Note: All figures represent increases between 1996 and 2001, except those for girls which represent growth between 1999 and 2001. Elderly = aged 65 and above; low income = persons with monthly incomes of HK\$5,000 and below; girls = females aged 5-14.