

成年人 Adults

過去數年，香港成年人*的體育參與率普遍有上升趨勢，從一九九六年的40%升至二零零零年的44%，同時，成年人的人口數目亦在這五年間上升了6%。由此推算，整體體育人口大約由一九九六年的211萬上升了35萬至二零零零年的246萬，升幅為17%。

雖然整體上參與體育的人數有所增加，但體育行政人員不應忽略近年錄得的短期跌幅。調查顯示，成年人的參與率從一九九八年折算的290萬高峰，下滑至一九九九年的248萬，繼而遞減至二零零零年的246萬，兩年的總跌幅達16%。

另一項重要數據是與運動有關的人均每年消費有明顯增長，由一九九六年的2,880元大幅上升至二零零零年的3,944元，升幅達37%，這些數據可叫與體育事業有關的商營企業鼓舞。此外，綜觀市民五年來積極做運動的趨勢，並且在相關消費上的增長，可以說香港人愈來愈活躍好動。

可是，體育市場推廣人員同時亦應留意在一九九九及二零零零年間，由於每年的人均體育消費從4,573元下降14%至3,944元，造成總消費由115億元下降了10%至103億元。

導致體育參與率及體育消費模式的轉變有多個因素。正如一九九九年的情況，由於受二零零零年不明朗的經濟環境影響，雖然人均本地生產總值錄得3.8%的增長，但經濟壓力及對前景的憂慮使很多市民延長了工時，做運動的時間便相應減少了。市民不參與體育活動的原因正好反映出這些壓力和不安，沒有做運動的受訪者最常解釋的原因是「無時間」及「工作」。有趣的是，22%的男性以「工作繁忙」為不做運動的原因，但只有11%的女性以同樣理由為解釋，顯出在香港這個傳統的社會，愈趨沉重的經濟壓力對男性造成較大負擔。

Over the past several years, there has been a general increase in the sports participation rate of Hong Kong adults*. The participation rate increased from 40% in 1996 to 44% in 2000. In light of the 6% increase in this segment of the population over the five-year period, the number of adult sports participants is estimated to have jumped from 2.11 million to 2.46 million — an increase of 17 percent or 0.35 million persons.

Despite the overall rise, there remain reasons for concern regarding less positive short-term developments. Sports administrators, for example, should note moderate drops in the percentage of adults participating in sports over the last two years. The surveys indicate that the number of participants dropped from an estimated high of 2.9 million in 1998, to 2.48 million in 1999 and 2.46 million in 2000, a two-year decrease of 16 percent.

Of equal significance were positive trends in Hong Kong's sports-related spending. Estimated per capita spending increased by some 37%, rising from \$2,880 in 1996 to \$3,944 in 2000. These expense figures represent particularly good news for private-sector enterprises with an interest in sports. The overall spending and participation figures indicate that the Hong Kong population is becoming more sports-oriented, in terms of its propensity both to be active in sports and to spend on sports-related products and services.

Sports marketers, however, should take note of the decline in sports spending that occurred between 1999 and 2000, when overall spending estimates fell 10% from \$11.5 billion to \$10.3 billion. This drop was due mainly to a 14% drop in per capita spending on sports from \$4,573 in 1999 to \$3,944 in 2000.

These trends in participation and spending can be attributed to several factors. As in 1999, uncertainty about the state of the economy probably was a major factor in the 2000 figures. Even though Gross Domestic Product per capita actually increased some 3.8% during the year, economic pressures and unease about Hong Kong's economic future probably caused many people to work longer hours, leaving them with less time for sports. These pressures are clearly reflected in the reasons people provided for not participating. By far the two most frequently cited reasons people gave for non-participation were "lack of time" and "work." Interestingly, 22% of men cited work as the reason for their non-participation, while only 11% of women did so, perhaps a reflection of the greater economic pressure placed on working men in Hong Kong's traditional society.

分析過往本地生產總值及參與率後，不難發現參與率一般與本地生產總值的趨勢相若，但有約一年的時差；而在與運動消費方面，卻是近乎沒有關係。當本地生產總值於一九九八及一九九九年下跌時，人均體育消費錄得持續上升；當本地生產總值在一九九七及二零零零年上升時，九七年的人均體育消費維持往績，但二零零零年卻反而下跌。以上本地生產總值和人均運動消費的數據顯示不相關的原因，可能是運動消費者大多屬於15至24歲，以學生為主的年齡組別，他們較不受經濟壓力影響；66%同一組別的被訪者在二零零零年也曾經作運動有關的消費。

一項即將完成的香港體育市場研究，將剖析市民的消費習慣。多了解運動消費模式及它對體育事業的影響，能令香港在體育方面獲得更大經濟回報。

隨著全球經濟預期好轉，帶動本地經濟復蘇，展望體育參與率可於二零零一年回升。我們期望在二零零一年體育參與情況調查中，已經連續兩年下跌的參與率可以穩定下來。雖然近年的體育參與率和消費皆下滑，但這現象正好提醒體育機構要不斷努力發展和推廣體育活動。運動對身體有益人人皆知，鼓勵市民做運動對香港社會實在十分重要。

調查數據的波動反映出即使體育參與調查可就體育發展的趨勢提供啟示，我們仍然需要探究主導體育發展的各種因素，才能全面評估本地現況，並且制定相應的發展策略。將於本年稍後進行的「千禧年體育調查」，是本地首個就香港體育各方面作深入研究的調查，它可更全面探討促進或阻礙香港人做運動的原因。調查結果將於二零零三年年初公布。

A review of GDP per capita and participation rates suggests that participation tended to follow GDP trends somewhat, but with an approximate 12-month lag. A similar review of sports spending patterns, however, suggests that spending has had almost no relation to GDP. The spending per capita rose when the GDP fell in 1998 and 1999. It remained the same in 1997 and fell in 2000, years when the GDP registered increases. A possible explanation for the disconnection between GDP and spending is that people aged 15-24, who represented the largest portion of sport spenders, are relatively isolated from economic downturns since most of them were students. In 2000, 66% of the respondents of this age group spent money on sports.

A separate study on commercial sports markets in Hong Kong, which is nearly complete, will provide further insights into people's spending habits. Understanding more about sports spending and its impact on sports-related industries and businesses, Hong Kong will be able to maximize the economic return from its sports sector.

Projected improvements in the global economic situation hopefully will allow Hong Kong's economy to recover and its participation rate to improve gradually in 2001. The 2001 Sports Participation Survey, which is already underway, is projected to show that the two-year slide in participation has stopped. Nonetheless, the recent slide, both in participation and spending, should serve as a reminder to Hong Kong's sports organizations of the continuing need to develop and market their sports to existing and potential participants. Encouraging participation, in particular, is of enormous importance to Hong Kong society in light of the known health benefits of active participation in sports and other physical activities.

The fluctuations also indicate that even though the Sports Participation Surveys provide important insights into sports trends, a fuller understanding of the factors behind these trends is critical to assessing the status of Hong Kong sports and determining the steps necessary to further develop them. The Millennium Sports Study, Hong Kong's first-ever comprehensive territory-wide survey, will seek to do just that by more fully explaining the many factors that determine the extent to which Hong Kong people play or do not play sports. The study will be launched later this year, and its results will be available to the public in early 2003.

* 本調查界定15歲或以上為成年人

For this study, persons 15 and above are referred to as adults.

本報告率先探討5至14歲這個重要的年齡組別，而一九九九及二零零零年所錄得的調查數據亦教人鼓舞。首先，5至14歲的青少年比其他年齡組別更活躍，他們的體育參與率在二零零零年更比一向最活力充沛的15至24歲人士為高；再者，在一九九九年到二零零零年間，他們是唯一錄得參與率有明顯增長的年齡組別，由57.6%上升至62.6%，換言之，做運動的青少年大約由48萬增加到53萬。這些數據告訴我們，香港未來在運動員補充和運動消費兩方面，將可呈現欣欣向榮的景象，體育事業日趨蓬勃，更具活力、生生不息。

調查又發現，家庭的支持在兒童參加體育活動上擔當舉足輕重的角色，是帶動參與率上升的要素。在經常做運動的5至9歲青少年中，主要以家人作伴(57%)，其次是朋友(14%)、同學(20%)或獨自做運動(5%)；而跟家人一起運動的青少年當中，大約42%跟父母，11%跟兄弟姊妹，而4%則以親戚作伴。

所謂「虎父無犬子」，精力充沛的家長大多培育出活潑好動的孩子。在活躍的家長當中，有超過四分之三(76%)5至9歲子女常做運動；而在不活躍的父母中，只有近半數(47%)的子女常做運動，證明家長能為兒童樹立好榜樣，鼓勵他們勤做運動。

父母對塑造9歲以下兒童的行為特別重要，9歲以後，兒童便開始尋找自我。家長作為兒童的典範，他們的處事態度、愛好，包括參與運動等，均對兒童的行為起積極作用。因此，父母要以身作則，及早給與子女舒展筋骨的機會，以免他們選擇對身心無甚裨益的嗜好。

其他關於二零零零年成年人和青少年體育調查的主要結果已經刊載於本局出版的《研究摘要》系列，而二零零一年的調查將繼續探索5至14歲青少年的參與情況，詳細結果將聯同15歲或以上人士的數據一起於下年度公布，為香港體育發展提供所需的重要資料。

This report is the first to deal with the important age group of 5 to 14. A review of the two years of data we have on children of this age provides reasons for encouragement. First, 5-14 year-olds were more active than those in any other age group. In 2000, their participation rate eclipsed that of 15-24 year-olds, who were the most active. Second, 5-14 year-olds represented the only age group that experienced significant increases in participation levels between 1999 and 2000, with the percentage of active sports participants increasing from 57.6% to 62.6%. In other words, the number of children playing sports increased from approximately 0.48 million to 0.53 million within this time frame. These figures for Hong Kong's future athletes and consumers bode well for an increasingly vibrant and important sports sector in Hong Kong.

Survey findings show that family support has played an important role in encouraging children's participation in sports and thus driving these increases. More than 57% of five- to nine-year-olds who were active in sports played primarily with family members, as compared to with friends (14%), classmates (20%) or by themselves (5%). Among those who played sports with family members, some 42% took part in sports with their parents, 11% with siblings, and 4% with relatives.

Sporty parents were far more likely to have sporty children. Over three-quarters (76%) of the five- to nine-year-old children whose parents were active in sports were themselves active. On the other hand, less than half (47%) of the children of inactive parents played sports regularly. The findings confirm our belief that parents are an important role model for their children in the area of sports.

Parental influence is particularly important in affecting children's behavior below the age of nine. Beyond this age, children begin to seek their own identity. As an important role model, parents themselves and their attitude towards a wide range of issues, including sports participation, actively shape the behavior of children. The message is clear that parents should take the initiative in providing sufficient sporting opportunities for their children before their children fall prey to various passive and less beneficial leisure pursuits.

Other major findings from the 2000 Survey related to youths and adults are published in HKSD's Research Highlights series. The 2001 survey will continue to monitor sports participation by children 5 to 14 years old. Moreover, the detailed results will be published next year with findings of respondents aged 15 or above, providing more important and useful information to support the growth and development of Hong Kong's sports community.

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