

包括香港在內，體育活動對任何社會的健康衛生、社區活力及經濟都能帶來一定的貢獻；因此，體育參與率及與體育相關的消費有所上升對香港社會其實是十分重要的。為我們社會的未來著想，我們需要了解社會現況、正確投放資源及適當制訂政策，冀能促進參與及增加消費。所以當前需要應付的是以下數條尚待解答的體育參與問題：這數年間體育參與模式有何主要變遷？為何會有這些情況發生？這改變是否足以為香港社會帶來益處？希望以下的討論能提供一些指引。

從一九九六年這調查首次展開，直至二零零一年為止，所有人口組別的體育活動參與率都錄得升幅，這証明了香港社會正變得越來越有活力。眾多組別當中，以耆老者、年輕人、女性及草根階層的升幅特別值得存記及分析。

老年人參與率的明顯上升及他們日漸察覺體育活動能為健康帶來益處，都對香港社會甚為重要；因為適量體育活動普遍能對為他們的健康帶來益處，從而減低對高昂公共醫療服務的需求。

年輕人參與率的上升亦同樣重要，因為他們是未來香港的棟樑，而他們亦極有可能維持做運動的習慣直至未來。另外越來越少學生以學業為不參與體育活動的理由，這或許証明了他們能逐漸於學業及體育活動中找到平衡。

Sport contributes directly to the health, social vitality, and economic strength of any society. Hong Kong is no exception. Therefore, growth in sports participation and sport-related spending is important for Hong Kong society. To ensure the future wellbeing of our society, we need to understand the current scene and help drive future trends through targeted resource allocations and policy implementation. Hence, we must first seek answers to several key questions about sport participation: What major shifts are taking place? Why are they happening? Are they resulting in sufficient levels of sport participation to bring maximal benefit to Hong Kong society? These are the issues addressed below.

Every single major demographic grouping and sub-grouping we first surveyed in 1996 experienced some degree of growth in sport participation between then and 2001. The all-encompassing nature of this growth is sufficient evidence that Hong Kong society in general has become more active in sport. The growth in participation among certain demographic groups - the elderly, the young, females, and the grassroots -- is particularly worthy of remark and analysis.

The significant growth in participation among the elderly and rising awareness of health-related benefits of sport are important to our society. This is because moderate exercise contributes to good health and thus eases the demand for costly public health care.

Growth in participation among the younger generations is equally significant. This is because children represent the future of Hong Kong and are likely to maintain their sporting habits into the future. The progressively lower proportion of students citing studying as a reason for non-participation implies that they are perhaps developing a better balance between exercise and studies.

女孩子及家庭主婦的高升幅亦值得注視，因為她們最終有可能扭轉女性的參與率低於男性的長期局面。而女性運動人口的上升亦可能顯示了將來會有更多女性參與體育活動。

體育活動已逐漸成為日常生活不可或缺的一部份。最可喜的現象是包括無受教育人士、退休人士、家庭主婦及製造業人士所組成的草根階層，他們的參與率有明顯上升。傳統上體育活動主要是富裕、受過良好教育及有社會地位的人士的玩意，但歷年來的趨勢卻顯示這現象正逐漸改變。這証明了體育活動已日漸普及與及對香港社會各階層的影響不斷增加。

儘管在這數年間體育參與率有所上升，現時的參與情況並未理想；為了鼓勵更多市民做運動，不同的研究正在進行，以能了解及應付相關的問題。其中一個研究是將香港的體育活動模式與其他國家比較，另一個名為「千禧體育研究」的全港性住戶調查，將了解體育活動於市民日常生活中扮演的角色，與及嘗試找出促進或抑制體育參與的原因。

The relatively high growth in participation among both young girls and housewives is also noteworthy because it promises eventually to reverse the trend toward lower participation among women than men. The relative increases in the overall female population also suggest the likelihood of significantly more female sport participants in the future.

Perhaps the best sign that sport is becoming a more significant element of people's daily life is increased participation among the grassroots, as evident by increases among people with no education, retirees, housewives, and production workers. Historically, sport participation in Hong Kong has been most popular among the wealthy, well-educated, and well-positioned. These people are still the most active; however, multiyear trends in participation indicate that this might be slowly changing. These changes reflect the growing popularity of sport and its increasing influence on Hong Kong society at all levels.

Despite the rise in sport participation over the years, the current level is not satisfactory. In an attempt to encourage more people to take up sport and physical activity, studies are under way to understand and tackle the issue. One of them is a comparative study of physical activity patterns in Hong Kong and other countries. Another, the Millennium Sport Study, is a territory-wide household survey to understand the role sport plays in people's everyday lives and the factors that promote or constrain participation.

One factor that, at least temporarily, has limited both spending and participation is the ailing economy. It has undoubtedly discouraged spending on sporting goods and activities, as evident by the surge in popularity of less costly sports (e.g. jogging and hiking). It probably has also compelled people to work longer hours to secure their jobs and businesses, to delay retirement, and thus to devote less time

而其中一個相信是抑制體育參與及消費的暫時性因素，便是香港低迷的經濟環境。毫無疑問一些低成本運動之漸受歡迎（例如緩步跑及遠足），更突顯了這因素正打擊了市民在體育用品及活動方面的消費意欲。低迷的經濟環境也令市民為著保持現有職位，需要應付較長的工時或延遲退休，因此用於體育活動的時間便要減少。調查發現「工作繁重」是體育參與的最基本阻障，專業人士及55至64歲的人士減少做運動，似乎這更能印證了以上推論。

無論經濟環境會持續弱勢或有所反彈，體育參與率仍然是可望上升的。自一九九六年這調查開始以來，運動人口至今已有顯著增加，再加上人們意識到體育活動帶來的種種好處、世界性體育氣候的薰陶與及受即將來臨的北京奧運會所激勵，相信這上升趨勢將會持續。因此，政策制訂者、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。

to sport. Survey finding showing 'work' as a primary barrier to participation and indicating decreased participation among both professionals and 55-64 years-olds would seem to support this conclusion.

Regardless of whether the economy remains weak or rebounds, participation is likely to grow over the coming years. Hong Kong's sporting population has already grown significantly since 1996, despite the Asian financial crisis and its aftermath. 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, this growth should continue, if not intensify. 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.