

Community Sports Committee

The First Round of Thematic Household Survey in 2010 **(Topic on Project Sports)**

Purpose

This paper briefs Members on the findings of the first round of Thematic Household Survey in 2010 (Topic on Project Sports) (“THS”).

Background

2. In late 2009, the Home Affairs Bureau (HAB) commissioned the Census and Statistics Department (C&SD) to conduct the THS to gather more in-depth information about Hong Kong people’s levels of interest and participation in sport and their views on the provision and quality of sports facilities.

3. The THS was conducted between March and April 2010. The objectives of the THS were to collect information on:

- (i) The types of sports events which household members were interested in watching;
- (ii) The types of sports which household members participated in;
- (iii) The usage of sports facilities in the vicinity of home;
- (iv) Household members’ levels of satisfaction on the variety, quality and location of sports facilities; and
- (v) Household members’ demand on sports facilities.

4. Out of 10 685 households, 8 028 households had been successfully enumerated in the THS, constituting an overall response rate of 75.1%. The information collected in the survey had been used by the C&SD to prepare an overall projection for the whole territory.

Major Findings of the Survey

5. All in all, the findings of the THS show that more than half of the respondents participated in at least one sport in the past 12 months. Running, swimming, “qualiwalk” (walking for fitness) and badminton were the most popular sports among the general population, and open spaces in parks, swimming pools and

basketball courts were the most popular sports venues. The majority of respondents who had used sports facilities in the vicinity of home had been using facilities provided by the Government. Many respondents were satisfied with the levels of provision, quality, location, cleanliness and service at public sports facilities. A summary of the respondents' answers to other questions in the THS is at the Annex.

6. In general, the findings of the THS coincide with that of the 2008 Study: "*Sport for All – the Participation Patterns of Hong Kong People in Physical Activities*" (the 2008 Study) commissioned by our Committee. The findings provide important insights for the promotion of sports in the community, including the provision and management of sports facilities and promotion of sports events. We will draw on the findings of both the 2008 Study and the THS when formulating strategies for the further development of sport in the community. '

Advice Sought

7. Members are invited to comment on the findings of the THS.

Home Affairs Bureau
July 2011



The First Round of Thematic Household Survey in 2010

(Topic on Project Sports)



Executive Summary

Interest in Sports Events and Places to Watch the Sports Events

Among the 6 090 700 persons aged 12 or above, 33.9% were interested in watching some types of sports. The top five sports with relatively higher level of interest were football, basketball, volleyball, swimming and badminton (17.5%, 3.5%, 2.1%, 2.0% and 1.5%). Majority (91.7%) preferred watching sport events on TV, another 5.0% and 3.3% preferred watching on-site and on the internet. (Table 4.1 & Table 4.4)

Among the persons who were interested in watching any sports events, 95.4% were interested in watching the corresponding sports events held outside of Hong Kong, while 26.7% were interested in watching the corresponding sports events held in Hong Kong. (Table 4.5)

Main Reasons for Not Watching Sports Events of Interest On-site in Hong Kong

Among the 1 596 900 persons who did not watch their sports event of interest on-site in Hong Kong, “No spare time” (28.3%), “Can watch on TV” (22.5%), “Few or no competitions in Hong Kong” (13.5%), “No famous/ skillful athletes/ teams” (13.4%) and “High admission fee” (8.0%) were the main reasons that deterred them. (Table 4.7)

Maximum Admission Fee Willing to Pay for Watching the Sports Events of Interest On-site

Among the 2 064 100 persons aged 12 or above who were interested in watching sports events on-site, 40.6% were willing to pay admission fee to watch their most interested sports events on-site if it was held in Hong Kong. Out of those persons, some 18.0%, 39.5% and 17.6% were willing to pay a price from \$50 to \$99, \$100 to \$199, and \$200 to \$299 respectively. (Table 4.8 & Table 4.9)

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Executive Summary, continued

Sports Events Watched Most Often in the Past 3 Months and Main Reasons for Watching the Sports Event Most Often

Among the 2 064 100 persons aged 12 or above who were interested in watching at least one sports event, 42.8% reported football as the sport event watched most often in the last 3 months. Other 8.1%, 2.3%, 2.2% and 2.0% of persons watched basketball, tennis, badminton and volleyball most often in the last three months respectively. (Table 4.10)

Majority (74.4%) of the 1 373 100 persons who watched any sports events in the last three months claimed they watched the corresponding sports because it was “their favorite sports/ they were interested in this sports”. For other persons, the main reasons for watching those sports events were “pastime” (15.5%), “the sport was exciting” (6.0%) and “have talking-point with friends” (3.8%). (Table 4.13)

Time Spent on Watching Sports Events On and Off-site in the Last 3 Months and Companion to Watch the Sports Events

Majority (92.8%) of the persons did not watch any sports events on-site in the last 3 months. For persons who watched sports events off-site, majority (60.1%) spent 10 hours or more doing so in the last 3 months. (Table 4.14 & Table 4.15)

When watching sports events in the last 3 months, majority (63.0%) watched sports events alone. For those who did watch sports events with others in the last 3 months, about one-fifth (21%) watched with their friends/neighbors. Another 16.3%, 12.8%, 11.7% and 7.8% person watched with their spouse, children, parents and siblings respectively. (Table 4.16)

Sports Participated in Hong Kong in the Past 12 Months and Main Reasons for Participation

Among the 6 090 700 persons who were aged 12 or above, 57.2% participated in at least one sport in the last 12 months. The sports in which most persons participated were jogging/ running (17.3%), swimming (11.1%), qualiwalk (10.5%), and badminton (9.3%). (Table 5.1)

For the sports participated most often in the last 12 months, around one-fifth (20.2%) of person first mentioned jogging/ running. Other sports mentioned were qualiwalk (14.9%), badminton (8.5%), swimming (8.1%) and hiking/ excursion (7.6%). (Table 5.2)

Of the 3 483 500 persons who participated in at least one sport in the last 12 months, majority (65.2%) participated in sports for health reasons. For others, they participated in sports because of personal reasons such as the sport was interesting to them (11.7%) and pastime (10.0%). (Table 5.5)



Executive Summary, continued

**Time and
Expenditure
Spent on
participating
Sports in the
Past 12
Months**

Among the 3 483 500 persons who participated in at least one sport in the last 12 months, 17.8% participated in sports everyday and 55.1% participated in sports 1 to 6 times a week. Furthermore, 58.8% participated in sports on both weekdays and holidays. For the rest, more persons preferred to participate in sports on weekends or holidays (27.2%). For the average time spent on sports participation, 52.4% spent one hour or more on each occasion in the past 12 months. (Table 5.6, Table 5.7 & Table 5.10)

Among the 2 536 400 persons who participated in sports during weekdays, 37.4%, 16.9%, 12.3% and 1.0% normally did so in the morning, evening, afternoon and lunch time respectively. The remaining 32.4% had no fix time. (Table 5.8)

For the 2 996 900 persons who participated in sports during weekends or holidays, 35.1%, 17.6%, 11.6% and 1.0% normally did sports in the morning, afternoon, evening and lunch time. The remaining 34.7% had no fix time. (Table 5.9)

Majority (81.1%) of the 6 090 700 persons who were aged 12 or above did not pay for venue booking charges, admission fee and fee of joining sports classes in the last 12 months. 3.2% of them paid some form of membership fees during the last 12 months. (Table 5.11 & Table 5.12)

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Executive Summary, continued

**Sports
Facilities
Used the Most
in the Vicinity
of Home¹ –
Top 3
Mentions**

Among the 6 090 700 Type I persons aged 12 and over at the time of enumeration, the open space in the parks (16.0%), swimming pool (3.6%) and basketball court (2.7%) were the top three first mentioned sports facilities used most often within the vicinity of home. (Table 6.1)

When analyzed by the top two mentioned sports facilities, the same usage pattern were also observed, with 16.8%, 4.8% and 3.2% using the open space in the parks, swimming pool and basketball court respectively. (Table 6.2)

In terms of top 3 mentions, the open space in the parks continued to be the most frequently used sport facility within the vicinity of home, with some 1 028 500 persons (16.9%) claimed they have used it before. Swimming pool and basketball court were the second and third commonly used sports facilities, with some 307 800 (5.1%) and 205 000 (3.4%) having used them within the vicinity of home respectively. (Table 6.3)

It was observed that about half (49.3%) of persons who used the open spaces in the park were aged 55 and over, whereas swimming pool and basketball court were mostly used by those aged 12-44, with 201 800 persons (65.6%) and 180 900 persons (88.2%) using the sports facilities respectively. (Table 6.3)

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¹ Within 15-20 minutes walking distance.



Executive Summary, continued

**Purposes of
Using Sports
Facilities
Most Often in
the Vicinity of
Home**

Among the 2 072 300 Type I persons aged 12 and over who used the first mentioned sports facilities within the vicinity of home in the past 12 months, their main purpose was for pastime (46.5%), particularly in the open space within the parks (53.3%) and swimming pool (49.8%). Other purposes were playing sports with family or friends (31.7%) and having physical training (27.7%). (Table 6.4)

On the other hand, among the 344 000 Type I persons aged 12 and over who used the second mentioned sports facilities within the vicinity of home in the past 12 months, their major purposes were playing sports with family or friends (43.1%), followed by pastime (39.7%) and having physical training (22.4%). In particular, those persons usually played with family or friends when playing badminton (65.3%), table-tennis room/ table (60.0%), basketball (59.0%), football (57.6%) and using sports grounds (50.6%). (Table 6.5)

**Whether
Provided by
the
Government
or Private
Organizations
/ Club**

Among the 2 487 600 sports facilities that mentioned by Type I persons as facilities used most often in the vicinity of home, about four-fifth (79.3%) were provided by the Government. (Table 6.6)

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Executive Summary, continued

Main Reasons for Using Sports Facilities Provided by the Government Of those 1 710 800 Type I persons aged 12 and over who used the sports facilities provided by the Government, convenience (78.5%) was the major reason for using the sports facilities provided by the Government. (Table 6.7)

Satisfaction Level towards the Sports Facilities Provided by the Government Among which, they were most satisfied with the location of the sports facilities provided by the Government, with about 95.0% of the persons very satisfied/ satisfied with the locations. Some 1 554 500 persons (90.9%) were very satisfied/ satisfied with the cleanliness, 85.7% were with the facilities level, 79.0% were with staff service and 70.4% were with the price of the sports facilities. Satisfaction with booking arrangement of sports facilities was the lowest (65.7%) among all the attributes. (Table 6.8 – Table 6.13)

Main Reasons for Using Sports Facilities Provided by Private Organizations / Clubs Among those 424 900 Type I persons aged 12 and over who used the sports facilities provided by private organizations/ clubs, they used the sports facilities mainly because of convenience (73.4%). (Table 6.14)

Satisfaction Level towards the Sports Facilities Provided by Private Organizations / Clubs Among which, higher satisfaction were observed with the location, cleanliness and staff service provided by private organizations/ clubs, having the top 2 satisfaction level at 97.5%, 95.6% and 90.4% respectively. Moreover, over 80.0% of the persons were also very satisfied/ satisfied with the facilities provided (89.7%) and the price (80.1%). Similar to those sports facilities provided by the Government, booking arrangement was still the least satisfied aspect among all the attributes (79.3%). (Table 6.15 – Table 6.20)

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Executive Summary, continued

Level of Sufficiency of Variety of Sports Facilities in the Vicinity of Home Provided by the Government

Of those 6 090 700 Type I persons aged 12 and over, some 3 797 400 persons (62.3%) considered that the variety of sports facilities were very sufficient/ sufficient within the vicinity of home provided.

However, it was estimated there were about 1 560 500 persons (25.6%) who considered the variety of sports facilities provided by the Government to be insufficient/ very insufficient. (Table 7.1)

Sports Facilities Need to be Increased by the Government

Of those who considered the sports facilities provided by the Government to be insufficient/ very insufficient, they would like to have badminton court (15.0%), open space in the park (14.0%), swimming pool (13.5%) and football pitch (8.6%). (Table 7.2)

Level of Sufficiency of Variety of Sports Facilities in the Vicinity of Home Provided by Private Organizations / Clubs

Of those 424 900 Type I persons aged 12 and over who used the sports facilities provided by private organizations/ clubs, some 333 200 persons (78.4%) considered that the variety of sports facilities provided within the vicinity of home were very sufficient/ sufficient.

However, it was estimated that there were about 65 700 persons (15.5%) who considered the variety of sports facilities provided by private organizations/ clubs to be insufficient/ very insufficient. (Table 7.3)

Sports Facilities Need to be Increased by Private Organizations / Clubs

Of those who considered the sports facilities provide by private organizations/ clubs to be insufficient/ very insufficient, they would like to have badminton courts (17.4%), fitness rooms (10.9%), swimming pool (10.4%), basketball court (8.4%) and football pitch (8.0%). (Table 7.4)

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Executive Summary, continued

Satisfaction Level of the Quality and the Location of the Sports Facilities Provided by the Government in Hong Kong

Among all the 6 090 700 Type I persons aged 12 and over, over 70.0% were very satisfied/ satisfied with either the quality (74.9%) or the location (70.2%) of sports facilities provided by the Government in Hong Kong. (Table 7.5 & Table 7.6)

Whether There was Enough Large-scale Sports Facilities Capable of Holding the International Events in Hong Kong

Of all the Type I persons, most of them (73.8%) considered that there were sufficient large-scale sports facilities for holding the international events in Hong Kong.

Of those who considered there were insufficient large-scale sports facilities, they would like to have swimming complex (42.8%), sports ground (41.8%) and football pitch (37.2%) provided by the Government. (Table 7.7 & Table 7.8)

Areas of Improvement of the Sports Facilities in Hong Kong

Among all the Type I persons, the main areas for improvements suggested were to have more sports facilities (29.1%), lower the price (15.7%) and improve site environment (9.9%). (Table 7.9)