

**COMMUNITY SPORTS COMMITTEE**  
**Proposal on the Study on the Participation Patterns of Hong Kong People**  
**in Physical Activity**

**PURPOSE**

This paper presents the proposal on the Study on the Participation Patterns of Hong Kong People in Physical Activity (the Study) and seeks members' view on the proposal.

**BACKGROUND**

2. The Leisure and Cultural Services Department (LCSD), the sports sector, local organisations and schools, etc. have been committed to providing diversified community sports services for the public and encouraging active participation in sports activities across the sectors of the community to promote the culture of "Sports for All". These services have been introduced for years and it is now an opportune time to put in place a systematic and objective mechanism to gauge the level of public participation in sports and the effectiveness of the relevant work. The Working Group on the Formulation of Indicators for Measuring the Effectiveness of Sports for All (the Working Group) under the Community Sports Committee (CSC) has proposed to conduct a large scale study on the Participation Patterns of Hong Kong People in Physical Activity to measure objectively the level of penetration of "Sports for All" in society by collecting data on the extent and frequency of public participation in community sports so as to facilitate an effective assessment of the effectiveness of all the work for promoting community sports and use the findings as reference for setting future objectives.

**THE STUDY**

3. The Study comprises two phases. Phase one is a consultancy study aims at establishing a set of indicators for measuring the effectiveness of Sports for All as well as the scope of study. Based on the findings, the consultant will formulate the survey methodology for collecting information on the patterns of public participation in sports for further analysis. Phase two is a questionnaire survey to be conducted according to the methodology and the mode of study laid down by the consultant. Both phases of the Study will be commissioned to an academic institute and a marketing consultancy by tender. The details of the consultancy study and questionnaire survey are as follows:

**(I) Consultancy Study**

**(a) Establishment of Effective Indicators**

Having referred to relevant studies conducted by other countries, the Working Group suggests preliminarily that the indicator of the U.S. Department of Health and Human Services can be adopted as a basis for planning the study on measuring the effectiveness of Sports for All in Hong Kong. That indicator reveals that the goal of maintaining good physical fitness can be achieved if a person does physical activity of medium intensity for not less than 30 minutes at least 3 times per week. To affirm the generality of the proposed indicator, the academic institute to conduct the consultancy study should collect the latest information on the indicators for measuring the effectiveness of sports adopted by relevant authorities for reference.

**(b) Collection of Information on the Promotion of Sports for All and Other Relevant Studies**

Apart from getting an objective picture on the development of Sports for All in Hong Kong, the Working Group also hopes to compare the findings of the Study with that of other countries or cities in terms of promotion of sports for all. Hence, it is suggested that data from at least five Asian countries including China, Japan, Taiwan, Singapore and five other developed countries or cities such as New York, London, etc. should be collected for analysis and comparison.

**(c) Formulation of Proposal on Design of Survey**

After making reference to the relevant studies conducted locally and by neighbouring countries, the Working Group suggests preliminarily that household survey in the form of face-to-face interviews should be conducted to collect information on the participation patterns of physical activity of Hong Kong people. Members of the Working Group have compared the margin of error at various confidence levels of different sample sizes. It is preliminarily assessed that it is reasonable and acceptable for a sample size of 4 000 to have a  $\pm 1.55\%$  margin of error at 95% confidence level. In addition, as the patterns of participation are affected by seasonal variations, the Working Group suggested that the survey should be conducted in two phases in April and October in the following year so as to collect information on sports participation in summer and winter times. The Working Group will pass the above preliminary recommendations to the consultant as a reference for formulating a proposal on the design of the survey.

The academic institute to conduct the consultancy study should refer to the recommendations of the Working Group and collect the relevant information before submitting a detailed proposal on the design of the survey. The proposal should set out the survey methodology and mode, sample design and size as well as the revised questionnaire sample and the proposed manpower plan for the

market researcher to conduct the questionnaire survey. In addition, the consultant should work and communicate closely with the market researcher to provide the latter with detailed explanations and instructions on the particulars of the survey before it commences. It should also monitor the course of the survey to guarantee the quality of the data collected.

Upon the completion of the survey, the consultant should work closely with the market researcher to conduct data analysis, provide statistical data according to the requirements of the working group, as well as to compare the findings with that of relevant studies conducted by other countries or cities.

(d) Submission of Report

The consultant should submit a full report and an executive summary on the Study to the CSC for reference. The report should cover the following areas: a detailed description of the global trend in the development of sport for all; measures, work and relevant studies in the promotion of sports for all carried out by Hong Kong and its neighbouring countries; the current participation patterns of physical activity in Hong Kong and the number and proportion of population who meet the target indicators; to draw reference to the relevant demographic characteristics and put forward recommendations for improvement to encourage more people to refer to the established indicators and do exercise persistently and regularly; and to propose on the scope of future focus studies on measuring the effectiveness of Sports for All.

(2) *Questionnaire Survey*

The second phase of the Study was a questionnaire survey. The market researcher should conduct the questionnaire survey according to the instructions of the consultant and the proposal on the design of the survey. It should submit a detailed statistical analysis in accordance with the requirements of the consultant.

## **RECOMMENDATION OF VIABLE FOLLOW-UP ACTIONS**

4. The Working Group will analyse the consultancy report and recommend viable follow-up actions to the CSC to facilitate the formulation of long-term goals for the promotion of Sports for All in the future.

## **TARGET WORK SCHEDULE**

5. The Study is divided into two parts, namely a consultancy study and a questionnaire survey. The consultancy study is expected to be completed in 6 months and the questionnaire survey in 12 months if seasonal data have to be collected. The whole study will take about 2 years. The target work schedule is

set out at the *Annex*.

## **FINANCIAL IMPLICATIONS**

6. The estimate for the study is directly proportional to the mode of survey and the sample size. If the consultancy study confirms that the survey should be conducted by household interviews and that the sample size of 4 000 is representative enough, the estimated financial implications will be around \$ 2 million.

## **ADVICE SOUGHT**

7. Members are invited to comment on and endorse the proposal.

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Leisure and Cultural Services Department  
June 2007

**Working Group on the Formulation of Indicators for Measuring the Effectiveness of Sports for All**  
**Work Schedule of the Study on the Participation Patterns of Hong Kong People in Physical Activity**

	<b>Items of Work</b>	<b>Target date</b>
1.	Submission of the proposal on the study on the Participation Patterns of Hong Kong People in Physical Activity to the CSC for advice	Early Jun 2007
2.	Call for tenders to undertake the consultancy studies	Mid-Jun 2007
3.	Close of the tender exercise	Mid-July 2007
4.	The consultant to brief the Working Group on the study proposal (the third meeting of the Working Group)	Late July 2007
5.	Submission of the preliminary report by the consultant	Early Nov 2007
6.	The consultant to report the consultancy report to the CSC	Dec 2007
7.	Finalisation of the tender document for the questionnaire survey	Mid-Dec 2007
8.	Call for tenders to undertake the questionnaire survey	Mid-Dec 2007
9.	Completion of the tender exercise	End of Jan 2008
10.	Commencement of the first phase of the questionnaire survey	Mar-Apr 2008
11.	The market researcher to submit the findings of the first phase of the survey	May 2008
12.	Commencement of the second phase of the questionnaire survey	Sept-Oct 2008
13.	The market researcher to submit the findings of the second phase of the survey	Nov 2008
14.	The consultant to consolidate the findings of the two phases of the survey and submit the final report and recommendations to the CSC	Dec 2008