

COMMUNITY SPORTS COMMITTEE
Progress Report on the Study on the Participation Patterns of
Hong Kong People in Physical Activity

PURPOSE

This paper reports to the Community Sports Committee on the progress of the Study on the Participation Patterns of Hong Kong People in Physical Activity (the Study).

BACKGROUND

2. At its meeting on 8 June 2007, the Community Sports Committee endorsed the proposal on the Study submitted by the Working Group on the Formulation of Indicators for Measuring the Effectiveness of Sport for All (the Working Group). The Study comprises two phases. Phase one is a consultancy study which aims at establishing a set of indicators for measuring the effectiveness of Sport for All as well as the scope of study. Based on the findings, the consultant will formulate the survey methodology for collecting data on the patterns of public participation in physical activity for analysis. Phase two is a questionnaire survey to be conducted according to the methodology and the mode of study laid down by the consultant.

3. The Working Group then commissioned the Department of Sports Science and Physical Education of the Chinese University of Hong Kong (the Consultant) to undertake phase one of the Study through an open tender exercise conducted by the Leisure and Cultural Services Department (LCSD) in September 2007. In the interim, the Working Group held meetings with the Consultant to exchange views on the work of the Study. In January 2008, the Consultant completed phase one of the Study and submitted its findings and a proposal on the questionnaire survey in phase two. The main points of the consultancy report are summarised in the coming paragraphs.

FINDINGS AND RECOMMENDATIONS OF THE CONSULTANCY STUDY

4. To understand the trend and development of Sport for All, the Consultant studied documents collected in this regard from 11 countries/economies/cities, namely Australia, Canada, the UK, the USA, the European Union, China, Japan, South Korea, Singapore, Taiwan and Hong Kong. The purpose was to provide reference for establishing the definition of Sport for All and a set of indicators for measuring the effectiveness of Sport for All.

Policies on Sport for All Adopted by Countries/Economies/Cities Under Study

5. The study on the documents shows that although each country/economy/city has its own cultural background and views on promoting Sport for All, they all recognise the importance of sport to the community as well as individuals, and put efforts in encouraging the public to actively participate in sport for maintenance and improvement of health.

6. The consultancy report also finds that some countries/economies/cities such as Canada and Korea have a new perception on the promotion of Sport for All. They consider that both direct and indirect participation in sport helps to promote Sport for All. Apart from encouraging the public to participate in sport actively and directly, they also encourage indirect participation. For example, they may take part in voluntary work, attend or watch events relating to sport. The Working Group considers that the mode of indirect participation in sport may be incorporated into future studies on the promotion of Sport for All. However, the scope of this Study will confine to collection of data on direct participation of Hong Kong people in physical activity.

Definition of Sport for All

7. The consultancy report reveals that for most of the countries/economies/cities under study, the term “sport” in Sport for All generally refers to both “physical activities” and “sports”. Hence, it proposes that the Study should aim at collecting data on physical activity and sport participation. In addition, all the countries/economies/cities under study recognise that the promotion of Sport for All requires the concerted participation of the whole society involving government authorities and non-government organisations such as schools, national sports associations, local organisations and sponsors, etc. Having considered the Sport for

All policies of these countries/economies/cities, the definition of Sport for All proposed by the consultancy report is:

“Sport for All refers to encouraging physical activity through the collaboration of all stakeholders in the community which enable everyone, regardless of gender, age, class, ability, and social or economical status, to have the opportunity to participate in physical activities/sports freely.”

Indicators for Measuring Sport Participation

8. Most countries/economies/cities regard the level of participation in physical activities and sports as a key indicator for measuring the effectiveness of the promotion of Sport for All. To facilitate the implementation of local policies, different countries/economies/cities have formulated their own indicators for measuring the level of participation in physical activities and sports in accordance with their needs. In general, most of the countries/economies/cities recognise the importance of physical activities and sports to the maintenance and improvement of health and share the view that it is essential to do physical activities and sports on a regular basis. The minimum amount of physical activities for health attainment is to engage in physical activities or sports of moderate intensity three times a week with at least 30 minutes on each occasion. Since the minimum amount of physical activities for health attainment differs among age groups, the consultancy report proposes that the targets for the Study should be divided into three age groups, namely 7-12, 13-19 and 20 or above and the indicators set by the US Center for Diseases Control and the US Department of Health and Human Services be adopted to measure the level of participation in physical activities and sports of people in these age groups. The minimum amount of physical activity for health attainment for the respective age groups are as follows:

- (a) Children (aged 7-12): to **accumulate** at least 60 minutes of physical activities appropriate to their age and development per day;
- (b) Adolescents (aged 13-19): to engage in physical activities of moderate to vigorous intensity at least three times a week that **last** at least 20 minutes on each occasion;
- (c) Adult (aged 20 or above): to **accumulate** at least 30 minutes of physical activities of moderate intensity on each occasion for at least three days a week.

Please refer to Annex I for the Executive Summary of the Study.

Questionnaire Survey proposal

9. To collect data on the participation patterns of Hong Kong people in physical activities, the Consultant suggests conducting a questionnaire survey in the form of face-to-face household interviews. The data to be collected in the survey include:

- (a) participation patterns in physical activity;
- (b) benefits and barriers of participation in physical activity;
- (c) influence of lifestyles on participation in physical activity; and
- (d) awareness of the leisure services provided by the LCSD.

Target respondents should be aged 7 or above. It is proposed to design three sets of questionnaires for respondents in different age groups with a view to collecting data on their respective patterns of participation in physical activity. The sample size is 4 000 by random sampling. As seasonal factors may affect the patterns of physical activity participation, the survey will be conducted in two phases, namely April and September 2008. At least 2 000 successful interviews should be conducted in each phase.

The details of the questionnaire survey proposal are set out at Annex II.

WAY FORWARD

10. The questionnaire survey (phase two of the Study) will be commissioned to another marketing research company by separate tender. The marketing research company should conduct the household survey based on the findings and recommendations of the consultancy study and submit detailed statistical data and a preliminary analysis. The Consultant will monitor the whole survey, compile a report by consolidating the data collected from the study and the survey, and put forward recommendations on the participation patterns of Hong Kong people in physical activity and the direction of future development in community sports. After

collecting Members' advice on the consultancy report and the questionnaire survey proposal, the Working Group will call for tenders to undertake the questionnaire survey as soon as possible. It is hoped that the survey in the form of household interviews will be conducted in two phases, namely April and September 2008, to collect data on the participation patterns of Hong Kong people in physical activity. The whole Study is expected to be completed by December 2008. The anticipated work schedule is set out at Annex III.

ADVICE SOUGHT

11. Members are invited to comment on the findings and recommendations of the consultancy report.

Leisure and Cultural Services Department
February 2008

Executive Summary of the Study

Background of the Study

The Leisure and Cultural Services Department (LCSD), the sports sector, local organizations 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 Sport 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 Community Sports Committee 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 Sport 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 LCSD then commissioned the Department of Sports Science and Physical Education of the Chinese University of Hong Kong to conduct a systematic and objective Study.

Objective of the Consultancy Study

The objectives of this study are:

- a. To establish indicators for measuring the effectiveness of Sport for All;
- b. To collect information on the promotion of Sport for All and relevant studies in other countries;
- c. To make reference to studies in local and other countries in designing the proposal of the survey;
- d. To analyze information collected in to survey and make recommendation for the way forward in the promotion of Sport for All.

In this survey, “Physical Activity” is defined as any bodily movement produced by skeletal muscles that result in energy expenditure. It includes daily physical tasks such as walking, housework and gardening, job-related physical tasks, as well as

exercise and sports that require physical exertion and skills, so as to improve health, fitness, and/or physical performance. “Sport” is defined as highly organized, competitive physical activities governed by rules and required certain skill, such as basketball, volleyball, swimming and dance.

Definition of Sport for All

The definition of Sport for All is continuous growing and changing throughout the world. The concept can be interpreted as below:

Sport for All refers to encouraging physical activity through the collaboration of all stakeholders in the community which enable everyone – regardless of gender, age, class, ability and social or economical status – have the opportunity and right to participate in physical activity/sport freely.

A large variety of emphases and focus in the policy of “Sport for All” is found among western and Asian countries. The distinct differences may relate to specific cultures of the countries. A brief summary of “Sport of All” policy in different countries is stated in Annex A.

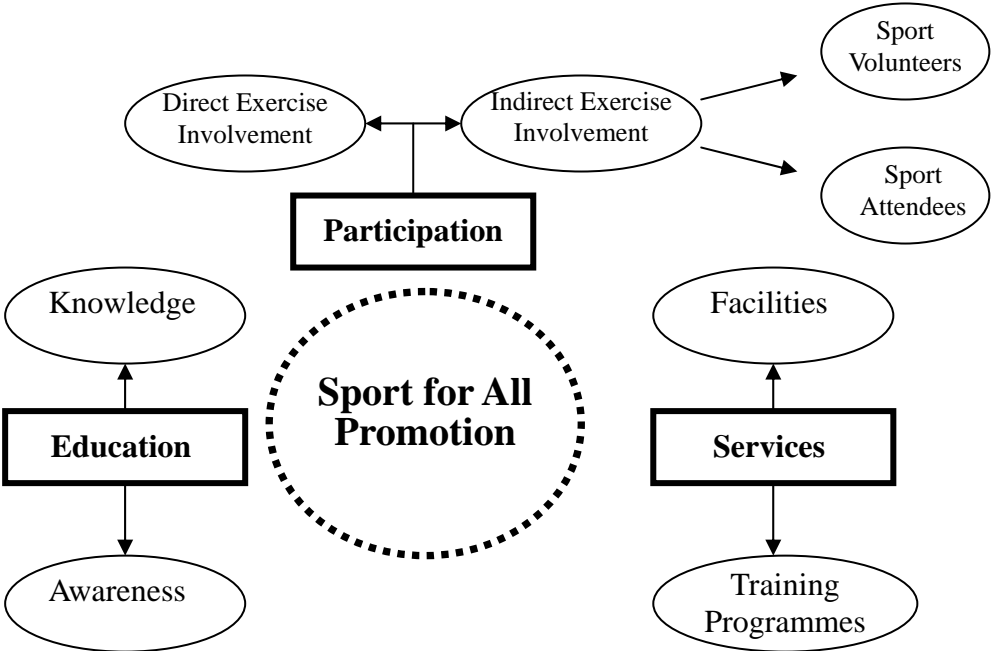
The definition of Sport for All proposed in the Consultancy Study is: Sport for All refers to encouraging physical activity through the collaboration of all stakeholders in the community which enable everyone – regardless of gender, age, class, ability, and social or economical status – have the opportunity to participate in physical activity/sports freely.

Trend & Development of Sport for All identified in the Overseas countries/economies/cities

From the review, although it is clear that different counties/economies/cities adopted different philosophies of sports promotion as well as different definitions about “Sport for All”, there is a general trend that most countries/economies/cities emphasize on exercise participation among general population and recognize the importance of health improvement and maintenance through exercise and physical activity participation such as USA, UK, Singapore and China. It is also suggested that educational system and school environment are effective channels to promote

PA/sports participation for children and youth. Guidelines are proposed for various level of the society, such as schools, community, family and individual, as related to Sport for all promotion.

When reviewing the Sport for All policies of the selected countries, it is found that different countries promote slightly different policies which reflect their distinguish features and advantages. With reference to the key features of most of these countries especially Australia, UK, Canada, Korea and Singapore, we came up with the following suggestions for Hong Kong. Other than **sports/PA participation**, these countries stress the importance of **education** and **services**. Through education, the knowledge and awareness of physical activity to health would be enhanced. The services component should include facilities provision and sports training programmes. To achieve Sport for All promotion via “Education”, “Services”, and “Participation”, other than the active role of the government, other non-government involvement such as the sports industry, sponsorship, and the overall infrastructure of the community are also important. Canada and Korea point out that for sports/PA participation, other than active exercise involvement, the values of being volunteers and attendees in sports event are also recognized. However, due to the specific focus of this study, only the element of active exercise involvement is included as sports/PA participation. To summarize, a structural diagram is displayed below:



Indicators proposed to measure Sport for All

Different indicator is set by different countries/economies/cities to measure the participation pattern. To summarize these various indicators, a table is listed in Annex B. This table reveals that most countries/economies/cities view the level of sport/PA participation as a key indicator of the effectiveness of Sport for All promotion.

It is also observed that many of these countries being reviewed introduced measurable national objectives. With such tangible objectives, clear direction can be observed by various stakeholders of the community so as to share the common mission for achieving the national goals. Moreover, most countries agree that sports/physical activity participation has to be habitual sports/physical activity, which means an average of three times per week and with at least 30 minutes per session at moderate level of intensity.

For the indicator of Sports/ Physical Activity Participation for children and adolescences, we propose to adopt the NASPE and USDHHS recommendations, i.e. for elementary school-aged children, to *accumulate*^{note1} at least 60 minutes of age-appropriate and developmental appropriate physical activity on all, or most, days of the week. The recommendation was originally proposed by the US National Association for Sports and Physical Education (NASPE) in 1993 as a result of the 1993 International Consensus of Physical Activity for Children and Adolescents, and was adopted in the 2000 USDHHS report (USDHHS, 2000). The recommendation was further clarified by NASPE in 2004 stresses the importance of accumulating at least 60 minutes of physical activity for elementary children (http://www.aahperd.org/naspe/template.cfm?template=pr_123103.html). For adolescents, to engage in 3 or more sessions per week of physical activities that *last at least* 20 minutes at a time that require moderate to vigorous intensity of exertion. For adult 20 years and above, we propose to adopt a more widely adopted indicator, which is “engaging in moderately intense sports/physical activity for at least three times a week and *accumulate*^{note1} at least 30 minutes per day”. For the participant who can achieve above indicator is identified as “Active participant”.

The table below shows the comparison of physical activity participation among different countries/economies/cities. Only the countries/economies/cities having similar definitions of physical activity participation are comparable.

Comparison of sports/physical activity participation among different countries/economies/cities is listed as below:

<u>Countries/Economies/Cities</u>	<u>Sports/Physical Activity Participation (%)</u>
Australia	42.8% (2006 data) ^{note 2}
Canada	31% (2005 data) ^{note 3}
USA	28% (2005 data) ^{note 4}
Hong Kong	26% (2006 data) ^{note 5}
Singapore	25% (2005 data) ^{note 6}
China	21.8% (2001 data) ^{note 7}
UK	21% (2006 data) ^{note 8}
Taiwan	14% (2004 data) ^{note 9}

Note 1: to achieve the target duration, each bouts should last for at least 10 or more minutes (Physical Activity and Public Health: Updated Recommendation for Adults from the American College for Sport Medicine and the Americal Heart Assocation, 2007)

Note 2: figure reflects PA participation at least 3 times a week (without information on duration and intensity), from National Report of Exercise, Recreation, and Sport Survey 2006 by Australian Sports Council 2007.

Note 3: figure reflects 31% of Canadian engaged in an average of 2.8 times of PA per week (without information on duration and intensity), from Strengthening Canada Report 2005 by the Conference Board of Canada.

Note 4: figure reflects moderate PA participation at least 30 minutes per day, from Healthy People 2010, 2007.

Note 5: figure reflects 3 or more times of moderate PA participation per week with at least 30 minutes per session, from Community Fitness Survey 2005-06, Leisure and Cultural Services Department of HKSAR.

Note 6: figure reflects PA participation at least 3 times a week (without information on duration and intensity), from Singapore National Sport Participation Survey 2005 by Singapore Sports Council 2005.

Note 7: figure reflects moderate PA participation at least 30 minutes per day, from International Collaborative Study of Cardiovascular Disease in Asia (Muntner et al., 2005).

Note 8: figure reflects moderate PA participation at least 30 minutes per day, from Sports England 2006.

Note 9: figure reflects 3 or more times of moderate PA participation per week with at least 30 minutes per session, from National Sport Participation Survey 2004, National Council on Physical Fitness and Sports.

Annex A: Summary of "Sport for All" Policies

Countries/ economies/cities	Sport for All Policies
Australia	<p>The area of 'Sport for All' presents a large area of information including inclusive practices in sport, cultural awareness, education and creating equal opportunity for all Australians to participate in sport.</p> <p>Active Australia: Four areas --</p> <ul style="list-style-type: none"> - Education: increase awareness the benefits of regular PA participation - Environment: creating better school, workplace environment - Infrastructure: increase the capacity of the community - Evidence: establishing national physical activity monitoring, evaluation and research system.
Canada	<p>By 2012: a dynamic and leading-edge sport environment that enables all Canadians:</p> <ol style="list-style-type: none"> 1. to experience and enjoy involvement in sport to the extent of their abilities and interests and, 2. for increasing numbers to perform consistently and successfully at the highest competitive levels. <p>Four Aspects: -- Enhanced Participation; -- Enhanced Excellence; -- Enhanced Capacity; -- Enhanced Interaction.</p>
United Kingdom	<p>Top priority is to reduce obesity of the nation via promoting Sport for All.</p> <ul style="list-style-type: none"> -- to encourage as many people as possible to engage in different forms of sports; -- to increase the awareness and knowledge of the importance of sports.
USA	<p>Healthy People 2010:</p> <ul style="list-style-type: none"> -- to increase the quality and years of healthy life; -- to eliminate the health disparities among different segments of population. <p>28 focus areas and 10 leading health indicators, among which physical activity has been determined as the nation's top priority.</p>

<p>European Union</p>	<p>EU White Paper on Sport for All:</p> <p>A. The societal role of sport – (1) Public health and physical activity; (2) Fight against doping; (3) Education and training; (4) Volunteering in sport, active citizenship and non-profit sport organizations; (5) Social inclusion in and through sport; (6) Prevention of and fight against racism and violence in sport; (7) Sport in the Union's external relations; and (8) Sustainable development.</p> <p>B. The economic dimension of sport – (1) Economic impact of sport and (2) Public support for sport.</p> <p>C. The organisation of sport – (1) Free movement and nationality; (2) Players' agents; (3) Protection of minors; (4) Corruption, money-laundering and other financial crime; (5) Licensing systems; (6) Media.</p> <p>D. Follow-up – (1) Structured dialogue with sport stakeholders; (2) Cooperation with Member States; and (3) Social dialogue.</p>
<p>China</p>	<p>Nationwide Physical Fitness Program: 1-2-1 initiatives (全民健身 121 工程)</p> <p>For citizens: -- Participate in at least one physical exercise every day; learn at least two kinds of physical exercise per year; participate in fitness test once a year.</p> <p>For family: -- Equip at least one exercise device; engage in outdoor physical activities no less than twice a quarter; subscribe at least one exercise related magazine.</p> <p>For community: -- Provide at least one exercise venue in each community; organize community-wide physical exercise twice a year; establish a group of fitness instructors in each community.</p> <p>For school: -- Require each student to participate in one hour physical exercise every day; organize students to participate in outdoor hiking or camping twice a year; organize students to take health examination once a year.</p>
<p>Japan</p>	<ol style="list-style-type: none"> 1). realize a lifelong sports society in which all people can enjoy sports anytime and anywhere and create a sports environment in local communities; 2). improve Japan's international competitiveness in sports so that Japanese athletes can play an even greater role in the Olympics and other international athletic competitions; and 3). take steps to enhance physical education at schools to further promote physical education and sports activities for children in conjunction with the support of schools and local governments. <p>The goal of the Basic Plan for the Promotion of Sports is to increase the percentage of people involving in sport at least once a week to at least 50% as quickly as possible.</p>

South Korea	Aimed at improving the quality of citizens through sports and establishment of Sport for All infrastructures. The content for the promotion of Sport for All industry construction of sports facilities, development and distribution of sport programs and events promotion of both voluntary sports clubs and product of sports instructors. From 2003-2007, focus is placed on the construction of infrastructures, and to facilitate the sport clubs activities at school and target to enhance the state of health, especially for the young students. It is targeted to increase in sports participation rate from 10% at 2007 to 30% at 2011.
Singapore	The three pillars: Sports for everyone, sporting excellence, and a serious sport industry: -- Sports Participation: provide all levels of sports and exercise programmes, from entry level to elite training. -- Sports Excellence: promote international sporting excellence. -- Sports Industry: building a sustainable sports industry to maintain the Singapore Sports Council's contribution to the greater economy and to help finance their programmes.
Taiwan	Six-year (2002-07) Exercise Participants Multiplication Program focus on acquiring inactive people the knowledge and skills on practicing regular exercise. Contents include health education, fitness instructors and volunteers training, improving fitness facilities and organizing sports activities. A major objective is to increase 500,000 exercise participants annually, which include 100,000 people participate in swimming and 50,000 people engage in cycling regularly. By 2007, 3 million people are expected to become exercise participants.
Hong Kong	Objective of "School Sports Programme" and "Healthy Exercise for All Campaign" is to encourage every Hong Kong citizen to engage in daily participation of moderate intense physical activities for at least 30 minutes.

Annex B: Summary of Indicators

Countries/economies/cities	Indicators
Australia	Regular participation in sports and physical recreation activities three times a week in the past 12 months.
Canada	<p>Three areas:</p> <ul style="list-style-type: none"> -- Active participation in sports competition; -- Be a volunteer in sporting events -- Be an attendees in sporting games <p>Active participants</p> <ul style="list-style-type: none"> -- Five days per week for moderate activity and four days per week for vigorous activity.
United Kingdom	<p>Reduce half in obesity children by 2010.</p> <p>School children to spend at least 2 hours physical exercise.</p> <p>Adults should participate in active sports at least 12 times a year.</p> <p>Adults should engage at least 3 times moderate PA per week with at least 30 minutes per session.</p> <p>70% of the population to be reasonable active by 2020.</p>
USA	<p>Every US adult should engage regularly in moderate physical activity for at least 30 minutes per day.</p> <p>Children should perform at least 30 minutes in physical activity that did not make them sweat or breathe hard on 5 or more days per week.</p> <p>Physical education is offered 5 days per week.</p> <p>Worksite should offer employer-sponsored physical activity and fitness program.</p> <p>In the community, it is encouraged to maximizing physical activity by making trips of walking or bicycling.</p>
European Union	No specific tangible indicator other than the general objectives of reversing the decline in physical activity, and to increase the awareness of needs and importance in habitual physical activity.
China	“Sports Population” is defined as those engaging in regular moderate to vigorous physical activity for at least 30 minutes per day, 3 times per week.

Japan	“Active Sports Participants” is defined as those engaging in 2 times of 20-min episode of exercise for at least 12 months time.
South Korea	No specific tangible indicator other than the general objectives of increasing funding, sports participation rate, physical fitness, and reducing body weight and body mass index.
Singapore	One in two Singaporeans should participate regularly in a sports related activity. To develop Singapore into one of the top 10 sporting nations in Asia by 2010. To create a vibrant sports scene, the Committee proposes to double the size of the sports industry by 2010.
Taiwan	Defined by the National Council on Physical Fitness and Sports: 1). the frequency of physical activity is more than 2 times per week; 2). the duration of each exercise is longer than 30 minutes (NCPFS, 2000). Defined by the Taiwan Ministry of Education: 3 or more times per week of active leisure for at least 30 min per session, which produces slightly faster breathing (moderate or higher intensity)
Hong Kong	30 minutes of moderate physical activity daily The LCSD and the Department of Health (DH) jointly launched a territory-wide “Sport for All” campaign termed the "Healthy Exercise for All Campaign", with the slogan of "Daily exercise keeps us fit, people of all ages can do it".

Participation Patterns of Hong Kong People in Physical Activity

Survey Proposal

1. Introduction and Background

The Community Sports Committee of the Sports Commission endorsed in the meeting held on 8 June 2007 to conduct a consultancy study to identify from overseas the trend and development of the Sport for All to assess the participation patterns of Hong Kong people in physical activity.

Based on the recommendation of the Consultancy Study, a survey will be conducted to collect information on participation patterns in physical activity of Hong Kong people.

2. Survey Objectives

The objectives of the Survey are as follows:

- ✧ To find out and analyse patterns of physical activity participation of Hong Kong people.
- ✧ To identify pull and push factors of Hong Kong people in participating physical activity.
- ✧ To find out lifestyles concerning physical activities of Hong Kong people by age group (7-12, 13-19 and 20 or above).
- ✧ To collect information on the awareness of Hong Kong people in the leisure services concerning sport activities and facilities provided by LCSD.

In this survey, **“Physical Activity”** is defined as any bodily movement produced by skeletal muscles that results in energy expenditure. It includes daily physical tasks such as walking, housework and gardening, job-related physical tasks, as well as

exercise and sports that require physical exertion and skills, so as to improve health, fitness, and/or physical performance. “**Sport**” is defined as highly organized, competitive physical activities governed by rules, such as basketball, volleyball, swimming and dance.

3. Target Respondents

The target respondents should satisfy all the following criteria:

- ✧ Aged 7 or above; and
- ✧ Able to speak Cantonese, Putonghua or English.

Live-in domestic helpers are excluded in this Survey.

4. Information to be Collected

To collect information on the participation patterns of physical activity of Hong Kong people in different age groups (7-12, 13-19 and 20 or above), three sets of questions are considered necessary. Questionnaires will be designed to collect information on five major aspects. The contractor is required to conduct a pilot test and to refine the format and wordings of the questionnaires. Each set of the questionnaire will have 40 to 50 questions and it is expected that around 20 to 30 minutes will be required for each successful interview.

Some of the key information items, but not limited to below, are listed as follows:

- ✧ Household information
- ✧ Life-style pattern
 - Preference of sports;

- Sleeping time;
 - Studying time;
 - Time spent on watching TV, playing computer games or computer;
 - Smoking habit; and
 - Regular physical/sports participation (time period and day).
- ✧ Benefit & barriers of sport participation
 - Reasons of participating / not participating in physical activity and sport; and
 - Attitudes towards physical activities and sports
- ✧ Physical activities /Sports participation
 - Participation pattern of respondents;
 - Participation time /day;
 - Frequency per week; and
 - Intensity.
- ✧ LCSD Services (Include programmes and facilities)
 - Source of information on LCSD services
 - Use of LCSD Leisure Services

It is noted that not all information items above are applicable for each age group (i.e. 7-12, 13-19 and 20 or over).

5. Methodology

5.1 Outline of sample design

5.1.1 This Survey is a household survey. For the sampling frame of this Survey, the frame of Quarters maintained by the Census and Statistics Department shall be used. The Contractor shall contact the C&SD for drawing the sample and absorb all the arising cost, if any.

5.1.2 A random sample, resulting in not less than 4 000 successful household interviews is required in this Survey. To account for seasonal differences resulting in the possible changes in the patterns of performing physical activities, the main fieldwork of survey is divided into 2 phases. The first

phrase is scheduled in April 2008 and the second phrase in September 2008. At least 2 000 successful household interviews are required in each phase. The minimum required no. of successful interviews in each phase are as follows:

Group 1: 350

Group 2: 350

Group 3: 1 000

In case the minimum no. of successful interviews for individual group is insufficient, a supplementary sample should be drawn for completing additional interviews by the contractor.

5.1.3 A household member should be randomly selected from the sampled living quarters based on the Kish Grid method.

5.1.4 Under the outline of sample design, the contractor should propose a detailed sample design (such as including appropriate estimation formulae covering the estimates of the parameters and their associated sampling errors). The estimation formulae should be explicitly given in the survey proposal for evaluation. The contractor will be disqualified if the estimation methods are not explicitly given in the survey proposal.

The LCSD reserves the right to revise/ determine the final sample design of this Survey.

5.2 Mode of interview

A face-to-face household interview should be used.

5.3 Questionnaire design

To cater for respondents' lifestyles in different age groups (7-12, 13 -19 or 20 or above), 3 sets of draft questions are tailor-made for each group by LCSD. LCSD will provide a set of draft questionnaires (Chinese and English versions) to the contractor. The contractor shall enhance the draft questionnaire, in terms of questionnaire design and presentation, in consultation with LCSD. It is estimated that the interviewing time is around 20 to 30 minutes.

6. Back-checking of Questionnaires

The service provider of the survey is required to back-check at least 15% of those successfully enumerated cases. Besides, the service provider is also required to submit at least 15% of successfully enumerated cases as specified by the consultant for back-checking.

7. Survey Completion Date

The whole survey, data analysis and report from the service provider will be completed by October 2008. The final consultancy study report from the Consultant will be completed by December 2008.

**A Consultancy Study on Sports for All –
Participation Patterns of Hong Kong People in Physical Activity
Time Frame**

(as at 1.2.2008)

	Items	Target Completion Time	Action Party
1.	Submit Proposal of the Study	27 September 2007	Consultant
2.	Submit the findings of the Literature Review and Survey Proposal (Including questionnaire(s) design and Survey Brief)	22 November 2007	Consultant
3.	Submit the findings of the pilot survey	6 December 2007	Consultant
4.	Submit the draft report of the Literature Review and Survey Proposal to the Working Group for consideration	11 December 2007	Consultant
5.	Submit the revised Literature Review and Survey Brief which have incorporated comments from Working Group and the Leisure and Cultural Services Department (LCSD)	21 December 2007	Consultant
6.	Submit the revised Survey Brief which have incorporated comments from Working Group and the LCSD (including the result of the pilot test)	Early January 2008	Consultant
7.	Submit the final report of the Literature Review and the Survey Proposal	Mid January 2008	Consultant
8.	Report the progress to the Community Sports Committee	20 February 2008	Working Group
9.	Conduct quotation invitation for the Survey	End February 2008	LCSD

	Items	Target Completion Time	Action Party
10.	Conduct/Supervise on the main fieldwork (Phase I) of the Survey	April 2008	Service Provider of the Survey/ Consultant
11.	Submit the result and analysis on the main fieldwork (Phase I) of the Survey	End May 2008	Service Provider of the Survey/ Consultant
12.	The Consultant submit the draft report on the main fieldwork (Phase I) of the Survey	Mid June 2008	Consultant
13.	Conduct/Supervise on the main fieldwork (Phase II) of the Survey	End September 2008	Service Provider of the Survey/ Consultant
14.	Submit the result and analysis on the main fieldwork (Phase II) and report for the main fieldwork (Phase I and Phase II)	Mid October 2008	Service Provider of the Survey/ Consultant
15.	Submit the draft survey report to the Working Group	Mid November 2008	Consultant
16.	Submit the final survey report to the Working Group and present the findings to Community Sports Committee or its Working Group	Mid December 2008	Consultant