

香港康體發展局為了解香港市民參與體育活動的情況，自一九九六年起委託香港大學社會科學研究中心，就港人參與運動進行一項廣泛調查。調查結果可為任何對香港體育有興趣的人士，提供有關本地體育概況的寶貴資料。政策制定者及體育行政人員可利用這些資料作出適當的決策，以促進體育界的發展。此外，贊助商及市場推廣人員亦可使用這些數據，來評估投資體育事業的回報。

這份報告提供市民參與體育的最新統計數據，並與過往數年的有關資料比較。是次調查的內容包括近期的體育參與率、參與次數及時間、對各項體育活動的喜好、運動伙伴、場地、消費、做運動的原因以及健康和體能狀況的自我評估。本報告亦對體育參與情況與人口統計資料，如性別、年齡、教育程度、職業、居住地區及個人每月收入的關係作出分析。

其實自一九九九年，九歲或以下的兒童已被引入為受訪對象。但為了方便讀者比較跨季度或跨年度的體育參與情況，本報告仍會將調查結果分為15歲或以上的受訪者(共3,214人)及5至14歲(856人)兩部分。

是次調查於二零零一年的五月、八月、十一月及二零零二年的二月，分四期進行，以監察個別季度體育參與情況的差異。調查採用電話訪問形式，以全香港的家庭作為研究對象，進行抽樣訪問。

To reveal sports-related patterns of Hong Kong people, the Hong Kong Sports Development Board (HKSDB) has since 1996 commissioned the Social Sciences Research Centre of the University of Hong Kong to carry out a territory-wide survey of sport. The research findings provide data of significance to anyone with an interest in Hong Kong sport. The information is of particular significance to policymakers and administrators, who can use it to make well-informed decisions on developing the sports community, as well as to sponsors and marketers, who can use it to assess possible returns on their investments in sport.

This report provides up-to-date figures on sports patterns in Hong Kong within the context of multiyear trends. It focuses on people's recent sports participation rates, frequency and duration of participation, preferences in sports activities, companions, venues, spending, motives, and health and fitness self-assessments. The relationship between sports participation and demographics like gender, age, education level, occupation, locality, and personal monthly income is also explored.

The report is divided into two sections – one for people aged 15 and above and the other for children aged 5 to 14 – in order to allow for easy comparisons with the surveys conducted before 1999, when HKSDB first began analysing the younger age group. A total of 3,214 people aged 15 and above and 856 children aged 5 to 14 were surveyed for this study.

In order to monitor the seasonal variations in sports participation patterns, each survey was administered quarterly. This survey was conducted in May, August, and November of the 2001 and February of 2002. Computer-assisted telephone interviewing was used, and each survey sample was stratified across the whole of the territory.