

Television Viewership of Local Sports Events

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EXECUTIVE SUMMARY

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A. BACKGROUND

- A1. This study aims at investigating the television viewership of local sports events and searching for new methods to expand the television viewership.
- A2. From 19 May to 22 May 1997, 604 respondents of age 12 or above were interviewed. Among them, 45.2% were viewers in the past 12 months of at least one televised sport event held locally ; 54.8% were non-viewers.

B. MAIN FINDINGS

- B.1 Males (60.8%) and age group 12-39 (76.8%) dominated the viewers who were induced by their **personal interest in the sports (59.0%), high standard of the competition (42.9%) and international games (42.5%)**.
- B.2 Main reasons for non-viewing were: **no time (48%), no favourite sports (36.3%) and showing time not suitable (21.1%)**. The last reason was most prominent among students.
- B.3 The viewers were mostly impressed by '**exciting competition process**' (39.6%) and '**good performance of the players**' (31.9%%).
- B.4 The most popular TV sport watched in the past 12 months was **football (30.3% of all respondents)**, followed by **tennis (26.2%)**, **volleyball (19.5%)** and **dragon boat racing (17.9%)**.

- B.5 The most popular televised sport event was **Salem Tennis Open 1997** (24% of all respondents), followed by **Hong Kong World Women Volleyball** (18.2%), the **World Cup (Preliminary Round) Hong Kong vs. Thailand** (17.2%), **19th Hong Kong - Guangdong Cup** (16.9%) and **Dragon Boat International Races 1996** (15.7%).
- B.6 75.3% of all respondents watched the sports news on all TV stations and channels. The most popular TV channel in sport news was **TVB Jade** (39.9%), followed by **ATV Home** (20.0%), **Cable TV** (7.6%) and **TVB Pearl** (6.6%).
- B.7 The most frequently mentioned media for broadcasting information were **advertising airtime on television** (76.9% of viewers) and **advertisement on newspapers or magazines** (59.0%). 37.0% of viewers watched the programmes by chance. [Q11]
- B.8 50.5% of all respondents (i.e. 71.8% of viewers) were in favour of more televised sports programmes in the future and 15.2% were not in favour. 34.3% had no opinion. 32.9% of non-viewers were in favour..
- B.9 Among all the respondents who would like more televised sports programmes in the future, **International competitions held overseas** were the most preferred, followed by **international competitions held locally**, and, **local ones**.
- B.10 For all respondents, the most popular sport favoured for broadcasting was **Football**, followed by **basketball, volleyball, swimming, tennis, table tennis and badminton**.
- B.11 The lists of favoured sports for broadcasting varied with demographical background: While football was most favoured by male, age 20-39, secondary education, white collar and blue collar, professionals and \$15,000-plus income groups, basketball was most preferred by students and age 12-19 groups, and swimming by female group.
- B.12 61.3% of all respondents watched miscellaneous sports programmes. The most popular miscellaneous sports programmes was **體育世界** (watched by 16.1% of all respondents), followed by **adidas 球迷世界** (by 14.2%), **NBA地帶** (by 6.1%) and **NBA Game of the Week** (4.5%).

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CHAPTER 1
BACKGROUND

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BACKGROUND

1.1 Background

The Sports Development Board (SDB) is interested in investigating the television viewership of local sports events. The findings would help the National Sports Associations (NSA) and the SDB's marketing teams promote sports and solicit sponsorship.

1.2 Objectives and Areas of Investigation

- 1) Assessment of television viewership of the local TV sports programmes
- 2) Identification of the determinants and constraints of television viewers in choosing sports programmes
- 3) Determination of sources of programme broadcasting information
- 4) Searching for new methods to expand television viewership

CHAPTER 2

SURVEY METHODOLOGY

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SURVEY METHODOLOGY

2.1 Target Respondents

The survey covered general public of age 12 or above.

2.2 Mode of Data Collection

Data were collected by means of telephone interviews. Fifteen experienced interviewers were employed to carry out the fieldwork.

2.3 Sample Design

The telephone directories were used as the sample frame and the target respondents were selected by random sampling method.

2.4 Questionnaire

The questionnaire is enclosed.

2.5 Main Fieldwork Period

The fieldwork of the research was conducted from 19 May to 22 May 1997.

2.6 Enumeration Results

Out of a total of 1,674 calls attempted, there were 417 refusals, 653 non-contacts (no response or line busy) and 604 successful interviews. The response rate is therefore 59.2%.

$$\text{Calculation of response rate} : \frac{\text{successful interviews}}{\text{successful interviews} + \text{refusals}} \times 100\%$$

$$= \frac{604}{604 + 417} \times 100\%$$

$$= 59.2\%$$

CHAPTER 3

FINDINGS

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FINDINGS

3.1 Respondents' Profile

3.1.1 Respondents' Profile

There were 604 respondents enumerated in the survey. Among them, 45.2% were television viewers of local sports programmes and 54.8% were not.

The sample comprised slightly more female respondents (51.8%) than male respondents (48.2%). More than seventy percent (71.8%) of the respondents were of age between 12 and 39 while only 28.1% were above 39.

Most (81.9%) of the respondents had secondary education level or above. 56.2% of the respondents were economically active. The proportion of students was 20.4% while that of housewives was 16.4%. Retired and unemployed accounted for 7.1% of the sample.

42.4% of the respondents did not have any income. For the respondents having income, the monthly incomes were mainly between \$10,000 and \$15,000 (19.7%) while 5.5% had income in excess of \$30,000 and 2.3% below \$5,000.

44.9% of the respondents were in private housing, 38.7% in public housing.

Table 3.1 Respondents' profile

	Frequency	Percentage
Q5.		
having watched sports events held in Hong Kong on TV	273	45.2
having not watched any sports events held in Hong Kong on TV	331	54.8
D1. Sex :		
male	291	48.2
female	313	51.8
D2. Age :		
12-19	110	18.2
20-29	130	21.5
30-39	194	32.1
40-49	95	15.7
50-59	34	5.6
60 or above	41	6.8
D3. Education level :		
primary or below	109	18.0
secondary (including matriculated)	383	63.4
tertiary or above	112	18.5
D4. Occupation :		
professional or managerial level	82	13.6
white collar	125	20.7
blue collar	132	21.9
student	123	20.4
housewife	99	16.4
retired / unemployed	43	7.1
Base		604

	Frequency	Percentage
D5. Personal monthly income :		
no income	256	42.4
less than \$5,000	14	2.3
\$5,000-\$9,999	86	14.2
\$10,000-\$14,999	119	19.7
\$15,000-\$19,999	58	9.6
\$20,000-\$29,999	38	6.3
\$30,000 or above	33	5.5
D6. Housing type :		
public estate	234	38.7
Housing Authority Home Ownership	77	12.7
private house / villa	271	44.9
private house (quarter) / simple house / temporary house	17	2.8
hostel	5	0.8
Base		604

3.1.2 Profiles of Viewers and of Non-viewers

3.1.2.1 *Profile of viewers*

Among the viewers, there was a higher percentage of male (60.8%) than female (39.2%). Over three quarters (76.8%) of viewers were of age 12-39. 23.1% were of age 40 or above.

Most (86.4%) of the viewers had secondary education or above. Classified by occupation, the largest group of viewers was students (28.2%), followed by blue collar (22.3%).

The distributions of monthly income and housing type of viewers tally quite well with the overall respondents profile. 58.2% of the viewers had monthly income. Their monthly incomes were mainly between \$10,000 and \$15,000 (19.4%).

42.5% of the viewers were in the public housing, 41.4% in private housing and the remaining 16.1% in other housing type.

3.1.2.2 *Profile of non-viewers*

Among the non-viewers, only 37.8% of them were male and 62.2% were female. 67.6% of the non-viewers were of age 12-39 and 32.3% of age 40 or above.

About eighty percent (78.2%) of the non-viewers had secondary education or above. The largest groups of non-viewers were white collar (23.0%), housewives (21.8%) and blue collar (21.5%).

It was found that the distributions of personal monthly income and housing type of non-viewers were similar to that of the overall respondents. 57.1% of the non-viewers had income. The two major income groups were \$10,000-\$14,999 (19.9%) and \$5,000-\$9,999 (16.9%).

47.7% of the non-viewers were in the private housing and 35.6% in public housing.

Table 3.2 Profiles of viewers and of non-viewers

	Having watched local sports program		Having not watched any local sports program		All respondents	
	Freq.	%	Freq.	%	Freq.	%
D1. Sex :						
male	166	60.8	125	37.8	291	48.2
female	107	39.2	206	62.2	313	51.8
D2. Age :						
12-19	64	23.4	46	13.9	110	18.2
20-29	67	24.5	63	19.0	130	21.5
30-39	79	28.9	115	34.7	194	32.1
40-49	40	14.7	55	16.6	95	15.7
50-59	11	4.0	23	6.9	34	5.6
60 or above	12	4.4	29	8.8	41	6.8
D3. Education level :						
primary or below	37	13.6	72	21.8	109	18.0
secondary (including matriculated)	175	64.1	208	62.8	383	63.4
tertiary or above	61	22.3	51	15.4	112	18.5
D4. Occupation :						
professional or managerial level	45	16.5	37	11.2	82	13.6
white collar	49	17.9	76	23.0	125	20.7
blue collar	61	22.3	71	21.5	132	21.9
student	77	28.2	46	13.9	123	20.4
housewife	27	9.9	72	21.8	99	16.4
retired / unemployed	14	5.1	29	8.8	43	7.1
Base		273		331		604

(continued)

	Having watched local sports program		Having not watched any local sports program		All respondents	
	Freq.	%	Freq.	%	Freq.	%
D5. Personal monthly income :						
no income	114	41.8	142	42.9	256	42.4
less than \$5,000	5	1.8	9	2.7	14	2.3
\$5,000-\$9,999	30	11.0	56	16.9	86	14.2
\$10,000-\$14,999	53	19.4	66	19.9	119	19.7
\$15,000-\$19,999	32	11.7	26	7.9	58	9.6
\$20,000-\$29,999	22	8.1	16	4.8	38	6.3
\$30,000 or above	17	6.2	16	4.8	33	5.5
D6. Housing type :						
public estate	116	42.5	118	35.6	234	38.7
Housing Authority Home Ownership	36	13.2	41	12.4	77	12.7
private housing / villa	113	41.4	158	47.7	271	44.9
private housing (quarter) / simple house / temporary house	5	1.8	12	3.6	17	2.8
hostel	3	1.1	2	0.6	5	0.8
Base		273		331		604

3.1.3 Television Viewership of Local Sports Programmes by Demographics

3.1.3.1 *Sex and age*

Among the male respondents, a higher percentage of them (57.0%) had watched local sports programmes. Only 34.2% of female respondents had watched.

There was an obvious trend: the youngsters were more inclined to watch. A higher percentage of young respondents (12-29 years old) had watched. Starting with the 30-39 age bracket, non-viewers exceeded viewers. For the respondents aged over 50, less than one-third of them had watched.

Table 3.3A Television viewership of local sports programmes by sex and age

	Having watched local sports program		Having not watched any local sports program		Base
	Freq.	%	Freq.	%	
D1. Sex :					
male	166	57.04	125	42.96	291
female	107	34.19	206	65.81	313
D2. Age :					
12-19	64	58.18	46	41.82	110
20-29	67	51.54	63	48.46	130
30-39	79	40.72	115	59.28	194
40-49	40	42.11	55	57.89	95
50-59	11	32.35	23	67.65	34
60 or above	12	29.27	29	70.73	41
Total	273	45.2	331	54.8	604

3.1.3.2 Education level and occupation

It was found that the higher the education level of the respondents, the higher the percentage of viewers. Over half (54.5%) of respondents with education level of tertiary or above had watched local sports programmes.

Students (62.6%) and professionals and management (54.9%) were more inclined to watch. The housewives and retired / unemployed respondents were least inclined.

Table 3.3B Television viewership of local sports programmes by education level and occupation

	Having watched local sports program		Having not watched any local sports program		Base
	Freq.	%	Freq.	%	
D3. Education level :					
primary or below	37	33.94	72	66.06	109
secondary (including matriculated)	175	45.69	208	54.31	383
tertiary or above	61	54.46	51	45.54	112
D4. Occupation :					
professional or managerial level	45	54.88	37	45.12	82
white collar	49	39.20	76	60.80	125
blue collar	61	46.21	71	53.79	132
student	77	62.60	46	37.40	123
housewife	27	27.27	72	72.73	99
retired / unemployed	14	32.56	29	67.44	43
Total	273	45.2	331	54.8	604

3.1.3.3 Personal monthly income and housing type

It could be seen that respondents with monthly income of \$15,000 or above were more inclined to watch.

Table 3.3C Television viewership of local sports programmes by personal monthly income and housing type

	Having watched local sports program		Having not watched any local sports program		Base
	Freq.	%	Freq.	%	
D5. Personal monthly income :					
no income	114	44.53	142	55.47	256
less than \$5,000	5	35.71	9	64.29	14
\$5,000-\$9,999	30	34.88	56	65.12	86
\$10,000-\$14,999	53	44.54	66	55.46	119
\$15,000-\$19,999	32	55.17	26	44.83	58
\$20,000-\$29,999	22	57.89	16	42.11	38
\$30,000 or above	17	51.52	16	48.48	33
D6. Housing type :					
public estate	116	49.57	118	50.43	234
Housing Authority Home Ownership	36	46.75	41	53.25	77
private house / villa	113	41.70	158	58.30	271
private house (quarter) / simple house / temporary house	5	29.41	12	70.59	17
hostel	3	60.00	2	40.00	5
Total	273	45.2	331	54.8	604

3.2 Determinants and Constraints in Choosing Sports Programmes

3.2.1 Reasons for Not Watching Any Televised Local Sports Programmes (Q6)

Non-viewers of local sports programmes were asked why. Main reasons for not watching included 'no time' (48.0%), 'no favourite sports' (36.3%) and 'showing time not suitable' (21.1%).

Table 3.4 Reasons for not watching any televised local sports programmes

Q6. Why didn't you watch any sports events in Hong Kong on TV? (rotation, multiple responses)

Q6	Frequency	Percentage
no time	159	48.0
no favourite sports	120	36.3
showing time not suitable	70	21.1
no interest in sports	43	13.0
do not like local competitions	38	11.5
other better choices of programmes	34	10.3
competition standard too low	33	10.0
household members do not like these programmes	23	6.9
no sports star	15	4.5
poor performance of commentator	9	2.7
no enough promotion / do not know the programme broadcasting information	9	2.7
programmes too long	7	2.1
programmes too short	6	1.8
no interest in watching TV	5	1.5
no special reason	6	1.8
Base		331

3.2.2 Reasons by Demographics (see computer table pg. 1-31 to 1-46)

Among the non-viewers, more men (52.0%) mentioned 'no time' than women (45.6%) did. Over half of non-viewers of age 20-49 also mentioned 'no time'. Over half of economically active non-viewers also mentioned this as the reason.

The percentage of mentioning 'no favourite sports' among the demographics was similar to that of the overall respondents (36.3%).

More men (24.0%) mentioned 'showing time not suitable' than women (19.4%) did. Over one-third (34.8%) of students also mentioned 'showing time not suitable'. It was the largest group among the six occupation groupings which mentioned this as the reason.

3.2.3 Criteria of Television Viewers of Local Sports Programmes in Choosing Sports Programmes (Q13)

Viewers of local sports programmes were asked on what criteria they chose televised sports programmes. 59.0% of the viewers said they were interested in the sports and 42.9% reported that they chose high standard competition. Another 42.5% said they liked to watch international competitions. Other criteria included 'having time' (37.0%) and 'having sports star' (35.5%).

Table 3.5 Criteria of choosing televised sports programmes

Q13. On what criteria do you choose to watch televised sports programmes (not only sports events in Hong Kong)? (rotation, multiple responses)

Q13	Frequency	Percentage
personal interest in the sports	161	59.0
high standard of the competition	117	42.9
like to watch international competition	116	42.5
having time	101	37.0
having sports star	97	35.5
broadcasting time is suitable	86	31.5
better than other TV programmes	49	17.9
household members like to watch these programmes	35	12.8
like to watch local competition	33	12.1
good performance of commentator	27	9.9
others (exciting competition process, well-matched competition)	4	1.5
no special criterion	16	5.9
Base		273

3.2.4 Criteria in Choosing Sports Programmes by Demographics

(see computer table pg. 1-86 to 1-95)

The criteria of men and of women in choosing sports programmes were slightly different. The top five criteria for men were: 'personal interest in the sports' (60.2%), 'like to watch international competition' (45.2%), 'high standard of the competition' (42.8%), 'having sports star' (36.8%) and 'having time' (31.9%). The top five criteria for women were: 'personal interest in the sports' (57.0%), 'having time' (44.9%), 'high standard of the competition' (43.0%), 'like to watch international competition' (38.3%) and 'having sports star' (33.6%).

More men (45.2%) than women (38.3%) said they liked to watch international competitions. 44.9% of women mentioned 'having time' while only 31.9% of men mentioned this.

The top five criteria for viewers of age 20-29 were: 'personal interest in the sports' (73.1%), 'like to watch international competition' (53.7%), 'high standard of the competition' (47.8%), 'having sports star' (43.3%) and 'broadcasting time is suitable' (40.3%).

The criteria of the viewers of age 12-19 included 'personal interest in the sports' (65.6%), 'having sports star' (45.3%), 'like to watch international competition' (35.9%), 'having time' (35.9%) and 'high standard of the competition' (34.4%). The viewers of age 12-19 were more concerned about sports star (45.3%) among the viewers. In contrast, 35.5% of the overall viewers mentioned 'having sports star' as a criterion.

The viewers of age 20-29 were mostly driven by 'personal interest in the sports' (73.1%), much higher than the overall 59.0%.

The most frequently mentioned criterion of the professionals was 'high standard of the competition' (53.3%).

3.2.5 Justiposition of Determinants in Choosing and Reasons for Not Viewing

When justipositioned, the findings of Q6 and Q13 showed that **sports type was one of the most important determinants**, especially for those of age 20-29, of age 12-19, white collar and student respondents. 59.0% of viewers said one of the main criteria of choosing televised sports programmes was their **personal interest in the sports**. 36.3% of non-viewers said the reason for not watching was **no favourite sports**. Those of age 50 or above, white collar and with personal monthly income \$10,000-\$14,999 were particularly of this view.

Respondents' time was another very important determinant. The most frequently mentioned reason for not watching was no time (48.0%). 37.0% of viewers reported that the criterion of choosing televised sports programmes was having time.

Showing time was another important determinant. 31.5% of viewers mentioned 'broadcasting time is suitable'. 21.1% of non-viewers said that 'showing time not suitable' was one of the reasons. Over one-third (34.8%) of students non-viewers mentioned 'showing time not suitable'. Among the six occupation groupings of non-viewers, this reason was the most prominent with the students.

Table 3.6 Justiposition of determinants in choosing and reasons for not viewing

	Having watched local sports program		Having not watched any local sports program	
	Freq.	Percent	Freq.	Percent
sports type	161	59.0	120	36.3
time whether respondents had	101	37.0	159	48.0
showing time	86	31.5	70	21.1
competition standard	117	42.9	33	10.0
like to watch international competitions (for viewers)	116	42.5	--	--
sports star	97	35.5	15	4.5
other choices of programmes	49	17.9	34	10.3
local competitions	33	12.1	38	11.5
household members	35	12.8	23	6.9
performance of commentator	27	9.9	9	2.7
exciting competition process, well-matched competition (for viewers)	4	1.5	--	--
no interest in sports (for non-viewers)	--	--	43	13.0
no enough promotion / don't know the programme broadcasting information (for non-viewers)	--	--	9	2.7
programmes too long (for non-viewers)	--	--	7	2.1
programmes too short (for non-viewers)	--	--	6	1.8
no interest in watching TV (for non-viewers)	--	--	5	1.5
no special determinant	16	5.9	6	1.8
Base		273		331

3.2.6 Salient Impressions of The Televised Local Sports Programmes (Q10)

Viewers of local sports programmes were asked to give salient impressions of the programmes. The salient impressions often mentioned included 'exciting competition process' (39.6%), 'good performance of players' (31.9%), 'competition result' (14.7%) and 'atmosphere of the event' (10.3%).

Table 3.7 Salient impressions of the televised local sports programmes

Q10. For the programmes you mentioned, which part(s) of the programmes or events is more impressive? (unaided, multiple responses)

Q10	Frequency	Percentage
exciting competition process	108	39.6
good performance of players	87	31.9
competition result	40	14.7
atmosphere of the event	28	10.3
the scoring moment	14	5.1
good performance of commentator	6	2.2
the competition is interrupted / postponed	5	1.8
spectator response	3	1.1
on-site advertising board / banner	2	0.7
others (overtime in the competition / fighting among players / Michael Cheung / naked man / angle of recording)	5	1.8
nothing impressive	59	21.6
Base		273

3.2.7 Salient Impressions of The Televised Local Sports Programmes by Demographics (see computer table pg. 1-71 to 1-76)

For the women, about forty percent (40.2%) of them mentioned 'good performance of players' followed by 'exciting competition process' (26.5%). This was slightly different to the overall viewers. 39.6% of them mentioned 'exciting competition process' and 31.9% mentioned 'good performance of players'.

It seems the higher the education, the higher the percentage of mentioning 'exciting competition process' as the salient impression. 44.3% of viewers with tertiary education or above mentioned 'exciting competition process'. 39.4% of viewers with secondary education and only 32.4% of viewers with primary education or below mentioned this.

3.3 Television Viewership of The Specific Local Sports Programmes

This part describes the television viewership of the specific local sports programmes. Only the television viewers of the programmes were asked.

3.3.1 Television Viewership by Sports (Q7)

The four television broadcasting companies (TVB, ATV, Cable TV and Star TV) reported they had televised totally 19 local sports programmes from May 96 to April 97. These 19 programmes were from 11 sports. Among them, 4 were football matches and 3 were tennis competitions.

In term of all respondents, 30.3% of them had watched televised local football matches, 26.2% had watched local tennis competitions, 19.5% had watched volleyball competitions and 17.9% had watched dragon boat competitions.

In term of viewers, 67.0% of them had watched televised local football matches before, 57.9% had watched televised local tennis competitions, 43.2% had watched televised local volleyball competitions and 39.6% had watched televised local dragon boat competitions.

Table 3.8 Television viewership by sports

Q7. Have you watched any of the following sports programmes (read out the sports one by one) :

Rank	Q7	Frequency	Percent 1*	Percent 2**
1	football	183	67.0	30.3
2	tennis	158	57.9	26.2
3	volleyball	118	43.2	19.5
4	dragon boat	108	39.6	17.9
5	swimming	50	18.3	8.3
6	basketball	46	16.8	7.6
7	badminton	36	13.2	6.0
8	rugby	35	12.8	5.8
9	cycling	29	10.6	4.8
10	athletics	28	10.3	4.6
11	other ball games (cricket, snooker)	4	1.5	0.7
	Base		273	604

* Percent 1: the base is viewers of local sports programmes

** Percent 2: the base is all respondents

3.3.2 Television Viewership by Programmes (Q8)

In term of all respondents, 24.0% of them had watched Salem Tennis Open 1997 on the television. Next came Hong Kong World Women Volleyball (18.2%). The two football matches, World Cup (Preliminary Round) Hong Kong vs. Thailand (17.2%) and 19th Hong Kong - Guangdong Cup (16.9%) ranked third and fourth respectively. The fifth was Dragon Boat International Races 1996 (15.7%).

In term of viewers, 53.1% of them had watched Salem Tennis Open 1997, 40.3% had watched Hong Kong World Women Volleyball. 38.1% and 37.4% of viewers had watched the two football matches, World Cup (Preliminary Round) Hong Kong vs. Thailand and 19th Hong Kong - Guangdong Cup respectively. 34.8% of viewers had watched Dragon Boat International Races 1996.

Table 3.9 Ranking of Television viewership by programmes

Q8. read out the names of the sports events:

Rank	Q8	Freq.	% 1*	% 2**
1	97.04. Salem Tennis Open 1997 (TVB Jade & Pearl & Star ESPN)	145	53.1	24.0
2	96.11. Hong Kong World Women Volleyball (ATV Home)	110	40.3	18.2
3	97.03. World Cup (Preliminary Round) HK vs. Thailand (TVB Jade)	104	38.1	17.2
4	97.01. 19th Hong Kong - Guangdong Cup (TVB Jade)	102	37.4	16.9
5	96.06. Dragon Boat International Races 1996 (TVB Jade)	95	34.8	15.7
6	97.02. Chinese New Year Football Tournament (Cable Sports)	84	30.8	13.9
7	96.06. 2nd Asian Dragon Boat Championships (TVB Jade)	67	24.5	11.1
8	96.10. Marlboro Championships 1996 (TVB Pearl)	65	23.8	10.8
9	96.09. 16th Asian Club Championships (TVB Jade & Star Sports)	55	20.1	9.1
10	97.01. 1997 EPSON Swimming World Cup Hong Kong (ATV Home, Cable Sports & Star ESPN)	48	17.6	7.9
11	96.06. 7th Super Kung Sheung Cup Basketball Invitational Championships (TVB Jade)	45	16.5	7.5
12	97.03. Rugby World Cup Sevens (ATV World & Star Sports)	35	12.8	5.8
13	96.08. Asian Beach Volleyball Circuit (ATV Home)	35	12.8	5.8
14	96.05. Thomas & Uber Cup Final (Star Sports)	29	10.6	4.8
15	96.10. Tour of China (ATV Home)	28	10.3	4.6
16	97.02. Hong Kong - Shenzhen (China) Marathon (Star Sports)	24	8.8	4.0
17	96.11. Hong Kong Open Badminton Championships (ATV Home)	24	8.8	4.0
18	96.11. The Nat West Markets Classic ATP Senior Tennis Tournament (ATV World)	19	7.0	3.1
19	96.10. Hong Kong International Cricket Sixes(ATV World)	3	1.1	0.5
	Others	16	5.9	5.9
	Base		273	604

* Percent 1: the base is viewers of local sports programmes

** Percent 2: the base is all respondents

3.3.3 Regrouping and Ranking of Televised Programmes by Sports Type (including 'others' mentioned unaided)

3.3.3.1 *Football*

In the 11 sports televised, football came first. At least twenty percent of the viewers of local sports programmes had watched the televised local football programmes. Besides, 7 respondents mentioned, unaided, the World Cup (Preliminary Round) HK vs. South Korea which was televised in Adidas 球迷世界, 6 respondents mentioned local league football matches which were televised in Nike 本周球壇精選.

Table 3.9A Television viewership of local football programmes

Q8_05.football	Frequency	Percent 1	Percent 2
96.09. 16th Asian Club Championships (TVB Jade & Star Sports)	55	20.1	9.1
97.01. 19th Hong Kong - Guangdong Cup (TVB Jade)	102	37.4	16.9
97.02. Chinese New Year Football Tournament (Cable Sports)	84	30.8	13.9
97.03. World Cup (Preliminary Round) HK vs. Thailand (TVB Jade)	104	38.1	17.2
Others (World Cup (Preliminary Round) HK vs. South Korea, local league)	13	4.8	2.2
having watched but forgot the name	4	1.5	0.7
Base		273	604

3.3.3.2 *Tennis*

Table 3.9B Television viewership of local tennis programmes

Q8_10.tennis	Frequency	Percent 1	Percent 2
96.10. Marlboro Championships 1996 (TVB Pearl)	65	23.8	10.8
96.11. The Nat West Markets Classic ATP Senior Tennis Tournament (ATV World)	19	7.0	3.1
97.04. Salem Tennis Open 1997 (TVB Jade & Pearl & Star ESPN)	145	53.1	24.0
Base		273	604

3.3.3.3 Volleyball

Table 3.9C Television viewership of local volleyball programmes

Q8_08.volleyball	Frequency	Percent 1	Percent 2
96.08. Asian Beach Volleyball Circuit (ATV Home)	35	12.8	5.8
96.11. Hong Kong World Women Volleyball (ATV Home)	110	40.3	18.2
Others (Hong Kong World Women Volleyball Super Challenge Cup *) (ATV Home)	1	0.4	0.2
Base		273	604

3.3.3.4 Dragon boat

Table 3.9D Television viewership of local dragon boat programmes

Q8_03. dragon boat	Frequency	Percent 1	Percent 2
96.06. 2nd Asian Dragon Boat Championships (TVB Jade)	67	24.5	11.1
96.06. Dragon Boat International Races 1996 (TVB Jade)	95	34.8	15.7
having watched but forgot the name	3	1.1	0.5
Base		273	604

3.3.3.5 Swimming

Table 3.9E Television viewership of local swimming programmes

Q8_04.swimming	Frequency	Percent 1	Percent 2
97.01. 1997 EPSON Swimming World Cup Hong Kong (ATV Home, Cable Sports & Star ESPN)	48	17.6	7.9
having watched but forgot the name	2	0.7	0.3
Base		273	604

* This event was held in 1995 (outside the survey period).

3.3.3.6 Basketball

Table 3.9F Television viewership of local basketball programmes

Q8_07.basketball	Frequency	Percent 1	Percent 2
96.06. 7th Super Kung Sheung Cup Basketball Invitational Championships (TVB Jade)	45	16.5	7.5
Others (海裕對威立) (TVB Jade 體育世界)	1	0.4	0.2
Base		273	273

3.3.3.7 Badminton

Table 3.9G Television viewership of local badminton programmes

Q8_09.badminton	Frequency	Percent 1	Percent 2
96.05. Thomas & Uber Cup Final (Star Sports)	29	10.6	4.8
96.11. Hong Kong Open Badminton Championships (ATV Home)	24	8.8	4.0
Base		273	604

3.3.3.8 Rugby

Table 3.9H Television viewership of local rugby programmes

Q8_06.rugby	Frequency	Percent 1	Percent 2
97.03. Rugby World Cup Sevens (ATV World & Star Sports)	35	12.8	5.8
Base		273	604

3.3.3.9 *Cycling*

Table 3.9I Television viewership of local cycling programmes

Q8_02.cycling	Frequency	Percent 1	Percent 2
96.10. Tour of China (ATV Home)	28	10.3	4.6
having watched but forgot the name	1	0.4	0.2
Base		273	604

3.3.3.10 *Athletics*

Table 3.9J Television viewership of local athletics programmes

Q8_01.athletics	Frequency	Percent 1	Percent 2
97.02. Hong Kong - Shenzhen (China) Marathon (Star Sports)	24	8.8	4.0
Others (Hong Kong International Golden Mile) (TVB Jade 體育世界)	1	0.4	0.2
having watched but forgot the name	3	1.1	0.5
Base		273	604

3.3.2.11 *Other ball games (cricket and snooker)*

Table 3.9K Television viewership of other ball games programmes

Q8_11.other ball games	Frequency	Percent 1	Percent 2
96.10. Hong Kong International Cricket Sixes (ATV World)	3	1.1	0.5
having watched but forgot the name (snooker)	1	0.4	0.2
Base		273	604

3.4 Sources of Programme Broadcasting Information

This part describes the sources of programme broadcasting information. Only viewers of the local sports programmes were asked.

3.4.1 Television Channels on Which Respondents watched Local Sports Programmes(Q9)

In terms of all respondents, 39.9% of respondents watched local sports programmes on TVB Jade, 20.0% of them watched the programmes on ATV Home, 7.6% watched on Cable TV and 6.6% watched on TVB Pearl.

In term of viewers, 88.3% of them watched local sports programmes on TVB Jade and 44.3% watched the programmes on ATV Home, about fifteen percent of viewers watched on Cable TV (16.8%) and TVB Pearl (14.7%).

Table 3.10 Television channels on which respondents watched local sports programmes

Q9. On which TV channel(s) have you watched these sports programmes during the past twelve months ? (unaided, multiple responses. don't mix up the Chinese / English channels)

Q9	Frequency	Percent 1*	Percent 2**
TVB Jade (Chinese)	241	88.3	39.9
ATV Home (Chinese)	121	44.3	20.0
Cable TV	46	16.8	7.6
TVB Pearl (English)	40	14.7	6.6
ATV World (English)	15	5.5	2.5
Star TV	14	5.1	2.3
Base		273	604

* Percent 1: the base is viewers of local sports programmes

** Percent 2: the base is all respondents

3.4.2 Television Channels by Demographics (see computer table pg. 1-66 to 1-70)

Almost all (98.4%) of the younger viewers (age 12-19) watched local sports programmes on TVB Jade.

While TVB Jade had the highest viewership in all demographical categories, it fared less well with the professionals. While ATV Home usually ranked second, it seemed to have some particular appeal to the professionals whose ratio (48.9%) was slightly higher than the overall 44.3%.

3.4.3 Sources of Programme Broadcasting Information and The Most Convenient One (Q11 & Q12)

The most frequently mentioned medium of getting broadcasting information was advertising airtime on television (76.9%). Another medium mentioned by the respondents was advertisement on the newspaper or magazine (59.0%). 37.0% of viewers watched the programmes by chance.

Among the viewers, 62.3% regarded advertising airtime on the television as the most convenient channel. 27.5% chose advertisement on the newspaper or magazine.

Table 3.11 Sources of programme broadcasting information and the most convenient one

Q11. How do you get to know about the broadcasting information of these sports programmes? (rotation, multiple responses)

Q12. Which is the most convenient channel for you?

	Q11. channel of getting broadcasting information (multiple responses)		Q12. the most convenient channel (single responses)	
	Freq.	%	Freq.	%
advertising airtime on TV	210	76.9	170	62.3
advertisement on the newspaper / magazine	161	59.0	75	27.5
watching them by chance	101	37.0	14	5.1
mentioned or recommended by friends / schoolmates / household members	57	20.9	5	1.8
programme time table on the authorized magazine	42	15.4	8	2.9
MTR poster / poster on street	19	7.0	1	0.4
Base		273		273

3.4.4 The Most Convenient Source by Demographics (see computer table pg. 1-81 to 1-85)

69.2% of women, 73.4% of viewers of age 30-39 regarded advertising airtime on the television as the most convenient single source. The younger viewers (age 12-19) mentioned advertising airtime on the television least frequently. Only less than half (48.4%) of them did so.

70.3% of viewers with primary education or below and over seventy percent (71.1%) of professionals regarded advertising airtime on the television as the most convenient single source.

37.5% of the younger viewers regarded advertisement on the newspaper or magazine as the most convenient single source. This percentage was the highest among viewers of different age groups mentioning this as the most convenient single source.

3.5 Methods to expand Television Viewership

3.5.1 Attitude towards More Televised Sports Programmes (Q14)

All respondents were asked to express their attitude on more televised sports programmes. In terms of all respondents, an absolute majority, 50.5% of them, was in favour of more televised sports programmes and 15.2% were not in favour. 34.3% had no opinion.

In terms of viewers, over seventy percent (71.8%) of them favoured more televised sports programmes.

For the non-viewers, 32.9% favoured more such programmes. 46.2% of them had no opinion.

Table 3.12 Attitude towards more televised sports programmes

Q14. Would you like to have more sports programmes on TV ?

Q14	Having watched local sports program		Having not watched any local sports program		All respondents	
	Freq.	%	Freq.	%	Freq.	%
Yes (go to Q15A)	196	71.8	109	32.9	305	50.5
No (go to Q15B)	23	8.4	69	20.8	92	15.2
No opinion (go to Q16)	54	19.8	153	46.2	207	34.3
Base		273		331		604

3.5.2 Attitude towards More Televised Sports Programmes by Demographics (see computer table pg. 1-96 to 1-100)

Overall, 50.5% were in favour of more televised sports programmes. Men (65.6%), blue collar (66.7%) and students (61.8%) were more in favour of it.

3.5.3 Reasons for Not Favouring More Televised Sports Programmes (Q15B)

For those who did not favour more televised sports programmes, 65.2% of them said they were not interested in sports. 26.1% of them thought there were enough televised sports programmes. Another 4.3% said they were not interested in watching television.

Table 3.13 Reasons for not favouring more televised sports programmes
Q15B. Why not ?

Q15B	Frequency	Percentage
No interest in sports	60	65.2
Having enough televised sports programmes / having Cable Sports	24	26.1
No interest in watching television	4	4.3
No special reason	7	7.6
Base		92

3.5.4 Programmes Preferred (Q15A)

74.8% of respondents who favoured more televised sports programmes preferred international competitions held overseas. 40.7% preferred more televised local international competitions. 22.3% preferred more televised local competitions. Another 7.2% preferred more televised football / basketball / volleyball / table tennis / swimming events, whether they were local or international.

Table 3.14 Programmes preferred
Q15A. What kind of events do you prefer ?

Q15A	Having watched local sports program			Having not watched any local sports program			All respondents		
	Freq.	% (1)	% (2)	Freq.	% (1)	% (2)	Freq.	% (1)	% (2)
local competitions	48	17.6	24.5	20	6.0	18.3	68	11.3	22.3
local international competitions	86	31.5	43.9	38	11.5	34.9	124	20.5	40.7
international competitions (held overseas)	149	54.6	76.0	79	23.9	72.5	228	37.7	74.8
others (football, basketball etc.)	16	5.9	8.2	6	1.8	5.5	22	3.6	7.2
no preference	12	4.4	6.1	10	3.0	9.2	22	3.6	7.2
not appropriate (respondents answered 'no' or 'no opinion' in Q14)	77	28.2	--	222	67.1	--	299	49.5	--
Base		273	196		331	109		604	305

% (1): the base is all respondents

% (2): the base is respondents who favoured more televised sports programmes, i.e. answered 'yes' in Q14

3.5.5 Sports Preference Mentioned Unaided (Q16)

All respondents were asked to name at most five sports they would like to watch on television. In terms of all respondents, about forty percent (39.4%) mentioned five sports. In terms of the viewers, 56.0% mentioned five sports. Only 25.7% of the non-viewers mentioned five sports and 26.9% of them said they did not like to watch any sports programmes.

Table 3.15A Number of sports preference mentioned

Q16. Please name five sports you would like to watch on TV: (unaided, and write down the corresponding code)

Q16	Having watched local sports program		Having not watched any local sports program		All respondents	
	Freq.	%	Freq.	%	Freq.	%
do not like to watch any sports programmes	6	2.2	89	26.9	95	15.7
name one sport	9	3.3	37	11.2	46	7.6
name two sports	35	12.8	59	17.8	94	15.6
name three sports	45	16.5	41	12.4	86	14.2
name four sports	25	9.2	20	6.0	45	7.5
name five sports	153	56.0	85	25.7	238	39.4
Base		273		331		604

In terms of all respondents, football topped the list, followed by basketball, volleyball, swimming and tennis. Over half (52.2%) mentioned football. 44.0% mentioned basketball and 35.6% mentioned volleyball. The fourth to tenth were swimming (35.3%), tennis (33.9%), table tennis (19.0%), badminton (17.4%), gymnastics (14.4%), athletics (13.1%) and diving (9.3%).

Table 3.15B Sports preference mentioned unaided

Q16	Having watched local sports program		Having not watched any local sports program		All respondents	
	Freq.	%	Freq.	%	Freq.	%
football	187	68.5	128	38.7	315	52.2
basketball	170	62.3	96	29.0	266	44.0
volleyball	139	50.9	76	23.0	215	35.6
swimming	104	38.1	109	32.9	213	35.3
tennis	125	45.8	80	14.5	205	33.9
table tennis	72	26.4	43	13.0	115	19.0
badminton	65	23.8	40	12.1	105	17.4
gymnastics	35	12.8	52	15.7	87	14.4
athletics	43	15.8	36	10.9	79	13.1
diving	31	11.4	25	7.6	56	9.3
racing	25	9.2	14	4.2	39	6.5
cycling	19	7.0	7	2.1	26	4.3
rugby	13	4.8	3	0.9	16	2.6
boxing	10	3.7	5	1.5	15	2.5
skating	6	2.2	9	2.7	15	2.5
snooker	4	1.5	6	1.8	10	1.7
tenpin bowling	3	1.1	6	1.8	9	1.5
golf	4	1.5	4	1.2	8	1.3
windsurfing	2	0.7	6	1.8	8	1.3
squash	5	1.8	2	0.6	7	1.1
Base		273		331		604

(continued)

Q16	Having watched local sports program		Having not watched any local sports program		All respondents	
	Freq.	%	Freq.	%	Freq.	%
wushu	1	0.4	4	1.2	5	0.8
Chinese martial arts	1	0.4	3	0.9	4	0.7
underwater	1	0.1	3	0.9	4	0.7
handball	1	0.4	2	0.6	3	0.5
judo	0	0.0	3	0.9	3	0.5
taekwondo	1	0.4	2	0.6	3	0.5
water ski	0	0.0	3	0.9	3	0.5
bodybuilding	0	0.0	2	0.6	2	0.3
canoe	2	0.7	0	0.0	2	0.3
dragon boat	1	0.4	1	0.3	2	0.3
karatedo	1	0.4	1	0.3	2	0.3
parachuting	1	0.4	1	0.3	2	0.3
roller skating	1	0.4	1	0.3	2	0.3
rowing	0	0.0	2	0.6	2	0.3
yachting	1	0.4	1	0.3	2	0.3
others	5	1.8	7	2.1	12	2.0
don't like to watch any sports programmes	6	2.2	89	26.9	95	15.7
Base		273		331		604

Table 3.15C Profiles of those suggesting various sports

	1	2	3	4	5	6	7	8	9	10	99	All
	%	%	%	%	%	%	%	%	%	%	%	%
Q5. Watched local sports program:												
1. having watched	59.37	63.91	64.65	48.83	60.98	62.61	61.90	40.23	54.43	55.36	6.32	45.2
2. having not	40.63	36.09	35.35	51.17	39.02	37.39	38.10	59.77	45.57	44.64	93.68	54.8
Sex :												
1. male	66.67	58.65	46.05	38.50	46.34	56.52	47.62	28.74	53.16	37.50	28.42	48.2
2. female	33.33	41.35	53.95	61.50	53.66	43.48	52.38	71.26	46.84	62.50	71.58	51.8
Age :												
1. 12-19	21.90	29.70	26.05	16.43	24.39	23.48	31.43	11.49	17.72	23.21	9.47	18.2
2. 20-29	22.22	24.81	22.33	19.25	29.27	23.48	20.00	17.24	21.52	19.64	12.63	21.5
3. 30-39	32.38	25.56	32.09	38.03	29.27	27.83	26.67	36.78	32.91	26.79	25.26	32.1
4. 40-49	14.92	13.16	11.16	20.19	12.20	13.91	13.33	25.29	24.05	14.29	18.95	15.7
5. 50-59	4.44	4.14	3.72	3.29	2.93	6.09	4.76	5.75	1.27	8.93	10.53	5.6
6. 60 or above	4.13	2.63	4.65	2.82	1.95	5.22	3.81	3.45	2.53	7.14	23.16	6.8
Occupation :												
1. prof. or Mgt.	15.24	10.90	14.42	16.90	16.59	13.91	16.19	25.29	21.52	17.86	4.21	13.6
2. white collar	20.63	19.55	20.93	26.76	24.39	19.13	20.95	22.99	24.05	21.43	13.68	20.7
3. blue collar	26.67	20.30	19.53	17.37	16.59	19.13	13.33	18.39	17.72	12.50	22.11	21.9
4. student	23.17	33.08	27.44	19.72	29.27	28.70	34.29	13.79	18.99	28.57	9.47	20.4
5. housewife	8.89	10.53	10.23	15.96	9.27	12.17	9.52	16.09	11.39	12.50	36.84	16.4
6. retired / unemployed	5.40	5.64	7.44	3.29	3.90	6.96	5.71	3.45	6.33	7.14	13.68	7.1
Base	315	266	215	213	205	115	105	87	79	56	95	604

(continued)

1= football 2= basketball 3= volleyball 4= swimming 5= tennis
6= table tennis 7= badminton 8= gymnastics 9= athletics 10= diving
99= don't like to watch any sports programmes

	1	2	3	4	5	6	7	8	9	10	99	All
	%	%	%	%	%	%	%	%	%	%	%	%
Education level :												
1. primary or below	14.60	12.78	13.49	11.74	6.83	14.78	8.57	14.94	18.99	16.07	38.95	18.0
2. secondary (including matriculated)	67.94	67.29	67.44	65.26	65.85	66.09	63.81	56.32	64.56	71.43	52.63	63.4
3. tertiary or above	17.46	19.92	19.07	23.00	27.32	19.13	27.62	28.74	16.46	12.50	8.42	18.5
Personal monthly income :												
0. no income	36.19	48.50	44.19	38.03	41.95	46.96	49.52	32.18	36.71	46.43	55.79	42.4
1. less than \$5,000	1.90	0.75	2.33	1.41	0.49	0.87	0.95	4.60	0.00	7.14	6.32	2.3
2. \$5,000-\$9,999	15.24	11.28	13.02	13.62	11.71	15.65	9.52	16.09	12.66	12.50	14.74	14.2
3. \$10,000-\$14,999	22.22	19.55	18.14	23.00	19.02	14.78	19.05	19.54	21.52	21.43	10.53	19.7
4. \$15,000-\$19,999	11.75	8.65	10.70	10.33	9.27	12.17	9.52	11.49	12.66	7.14	6.32	9.6
5. \$20,000-\$29,999	6.67	5.64	7.44	5.63	7.80	6.09	4.76	6.90	10.13	3.57	4.21	6.3
6. \$30,000 or above	6.03	5.64	4.19	7.98	9.76	3.48	6.67	9.20	6.33	1.79	2.11	5.5
Housing type :												
1. public estate	41.27	40.98	44.65	36.15	31.71	45.22	33.33	27.59	36.71	37.50	33.68	38.7
2. Housing Ownership	13.02	11.65	10.70	10.33	14.15	10.43	13.33	13.79	15.19	7.14	12.63	12.7
3. private house	42.86	43.61	41.40	51.17	52.20	40.00	49.52	55.17	43.04	50.00	47.37	44.9
4. private house (quarter) / temp. house	2.22	2.63	2.33	1.41	0.98	3.48	0.95	3.45	2.53	5.36	5.26	2.8
5. others	0.63	1.13	0.93	0.94	0.98	0.87	2.86	0.00	2.53	0.00	1.05	0.8
Base	315	266	215	213	205	115	105	87	79	56	95	604

In terms of male respondents, football topped the list, followed by basketball, volleyball, tennis and swimming.

In terms of female respondents, swimming topped the list, followed by volleyball, basketball, tennis and football.

Table 3.15D Sports preference by sex

Q16	Sex	Male		Female		All respondents	
		Rank	Freq.	Rank	Freq.	Rank	Freq.
football		1	210	5	105	1	315
basketball		2	156	3	110	2	266
volleyball		3	99	2	116	3	215
swimming		5	82	1	131	4	213
tennis		4	95	3	110	5	205
table tennis		6	65	8	50	6	115
badminton		7	50	7	55	7	105
gymnastics		10	25	6	62	8	87
athletics		8	42	9	37	9	79
diving		11	21	10	35	10	56
karting		9	29	13	10	11	39
cycling		12	15	12	11	12	26
rugby		14	11	15	5	13	16
skating		19	3	11	12	14	15
boxing		12	15			14	15
Total			291		313		604

(continued)

Q16	Sex	Male		Female		All respondents	
		Rank	Freq.	Rank	Freq.	Rank	Freq.
snookers		15	9		1	16	10
tenpin bowling			1	14	8	17	9
windsurfing		18	4	16	4	18	8
golf		16	6	18	2	18	8
squash		17	5	18	2	20	7
wushu		19	3	18	2	21	5
Chinese martial arts		23	2	18	2	22	4
underwater		19	3		1	22	4
water ski				17	3	24	3
handball		23	2		1	24	3
taekwondo		23	2		1	24	3
judo		19	3			24	3
body building				18	2	28	2
roller skating				18	2	28	2
rowing			1		1	28	2
yachting			1		1	28	2
parachuting			1		1	28	2
canoe		23	2			28	2
dragon boat		23	2			28	2
karatedo		23	2			28	2
other sports			8		4		12
don't like to watch any sports programmes			27		68		95
Total			291		313		604

In terms of respondents of age 12-19, basketball topped the list, followed by football, volleyball, tennis and swimming.

In terms of respondents of age 20-29, football topped the list, followed by basketball, tennis, volleyball and swimming.

In terms of respondents of age 30-39, football topped the list, followed by swimming, volleyball, basketball and tennis.

Table 3.15E Sports preference by age

Q16	Age 12-19		20-29		30-39		All respondents	
	R.	Freq.	R.	Freq.	R.	Freq.	R.	Freq.
football	2	69	1	70	1	102	1	315
basketball	1	79	2	66	4	68	2	266
volleyball	3	56	4	48	3	69	3	215
swimming	5	35	5	41	2	81	4	213
tennis	4	50	3	60	5	60	5	205
table tennis	7	27	6	27	6	32	6	115
badminton	6	33	7	21	8	28	7	105
gymnastics	10	10	9	15	6	32	8	87
athletics	8	14	8	17	9	26	9	79
diving	9	13	10	11	11	15	10	56
karting	12	5	10	11	10	16	11	39
cycling	11	7	16	3	12	10	12	26
rugby		1		1	13	7	13	16
boxing			12	8	15	5	14	15
skating		1	15	4	14	6	14	15
Total		110		130		194		604

(continued)

Q16	Age		12-19		20-29		30-39		All respondents	
	R.	Freq.	R.	Freq.	R.	Freq.	R.	Freq.	R.	Freq.
snookers			13	6	20	3	16	10		
tenpin bowling			16	3	15	5	17	9		
golf			18	2	20	3	18	8		
windsurfing	13	2			15	5	18	8		
squash			14	5	22	2	20	7		
wushu					18	4	21	5		
Chinese martial arts					22	2	22	4		
underwater					18	4	22	4		
handball	13	2		1			24	3		
water ski		1		1			24	3		
judo		1				1	24	3		
taekwondo					22	2	24	3		
yachting				1		1	28	2		
parachuting				1		1	28	2		
canoe					22	2	28	2		
dragon boat					22	2	28	2		
rowing					22	2	28	2		
karatedo					22	2	28	2		
body building							28	2		
roller skating							28	2		
other sports				3		3		12		
don't like to watch any sports programmes		9		12		24		95		
Total		110		130		194		604		

In terms of respondents with secondary education, the rankings are very similar to those of all the respondents.

In terms of respondents with tertiary education or above, tennis topped the list, followed by football, basketball, volleyball and swimming.

Table 3.15F Sports preference by education

Q16.	Education		primary or below		secondary		tertiary or above		All respondents	
	R.	Freq.	R.	Freq.	R.	Freq.	R.	Freq.	R.	Freq.
football	1	46	1	214	2	55	1	315		
basketball	2	34	2	179	3	53	2	266		
volleyball	3	29	3	145	5	41	3	215		
swimming	4	25	4	139	4	49	4	213		
tennis	7	14	5	135	1	56	5	205		
table tennis	5	17	6	76	8	22	6	115		
badminton	9	9	7	67	6	29	7	105		
gymnastics	8	13	9	49	7	25	8	87		
athletics	6	15	8	51	9	13	9	79		
diving	9	9	10	40	12	7	10	56		
karting	11	5	11	26	11	8	11	39		
cycling	12	4	12	18	15	4	12	26		
rugby	13	3	18	4	10	9	13	16		
boxing		1	13	10	15	4	14	15		
skating	14	2	14	7	13	6	14	15		
Total		109		383		112		604		

(continued)

In terms of blue collar respondents, the rankings are very similar to those of all the respondents, i.e. football topped the list, followed by basketball, volleyball, swimming and tennis.

In terms of student respondents, basketball topped the list, followed by football, tennis, volleyball and swimming.

In terms of professional or management respondents, football topped the list, followed by swimming, tennis, volleyball and basketball.

In terms of white collar respondents, football also topped the list, followed by swimming, basketball, tennis and volleyball.

Table 3.15G Sports preference by occupation

Occupation	Prof. or mgt.		white collar		blue collar		student		All respondents	
	R.	Freq.	R.	Freq.	R.	Freq.	R.	Freq.	R.	Freq.
Q16.										
football	1	48	1	65	1	84	2	73	1	315
basketball	5	29	3	52	2	54	1	88	2	266
volleyball	4	31	5	45	3	42	4	59	3	215
swimming	2	36	2	57	4	37	5	42	4	213
tennis	3	34	4	50	5	34	3	60	5	205
table tennis	9	16	6	22	6	22	7	33	6	115
badminton	7	17	6	22	8	14	6	36	7	105
gymnastics	6	22	8	20	7	16	10	12	8	87
athletics	7	17	9	19	8	14	9	15	9	79
diving	10	10	10	12	11	7	8	16	10	56
karting	11	8	11	11	10	11	11	7	11	39
cycling	14	4	13	5	12	6	11	7	12	26
rugby	12	7	16	3		1	13	2	13	16
skating	13	5	15	4		1	13	2	14	15
boxing	16	2	12	7	12	6			15	15
Total		82		125		132		123		604

(continued)

Q16. Occupation	Prof. or mgt.		white collar		blue collar		student		All res- pondents	
	R.	Freq.	R.	Freq.	R.	Freq.	R.	Freq.	R.	Freq.
snookers	16	2	17	3	14	4		1	16	10
tenpin bowling			13	5		1		1	17	9
golf	15	3		1	15	3			18	8
windsurfing			17	3	16	2			19	8
squash		1	20	2	16	2	13	2	20	7
wushu		1	20	2		1			21	5
underwater			17	3		1			22	4
Chinese martial arts	16	2							23	4
handball				1			13	2	24	3
judo		1				1		1	25	3
water ski		1		1				1	26	3
taekwondo		1				1			27	3
dragon boat					16	2			28	2
canoe				1		1			28	2
yachting		1				1			28	2
karatedo		1				1			28	2
rowing						1			28	2
body building						1			28	2
roller skating			20	2					28	2
parachuting			20	2					28	2
other sports		2		4		4				12
don't like to watch any sports programmes		4		13		21		9		95
Total		82		125		132		123		604

In terms of respondents with personal monthly income of \$15,000 or above, football topped the list, followed by tennis, basketball, volleyball and swimming.

Table 3.15H Sports preference by personal monthly income

Personal Monthly Income Q16.	no income		less than \$10,000		\$10,000- \$14,999		\$15,000 or above		All res- pondents	
	R.	Freq.	R.	Freq.	R.	Freq.	R.	Freq.	R.	Freq.
football	2	114	1	54	1	70	1	77	1	315
basketball	1	129	3	32	2	52	3	53	2	266
volleyball	3	95	2	33	4	39	5	48	3	215
swimming	5	81	3	32	3	49	4	51	4	213
tennis	4	86	5	25	4	39	2	55	5	205
table tennis	6	54	6	19	7	17	6	25	6	115
badminton	7	52	8	11	6	20	9	22	7	105
gymnastics	9	28	7	18	7	17	7	24	8	87
athletics	8	29	10	10	7	17	8	23	9	79
diving	10	26	8	11	10	12	12	7	10	56
karting	12	8	11	4	10	12	10	15	11	39
cycling	11	10	14	2	12	9	14	5	12	26
rugby	13	5		1		1	11	9	13	16
skating	14	5	14	2	16	3	14	5	14	15
boxing			11	4	13	7	16	4	14	15
Total		256		100		119		129		604

(continued)

Personal Monthly Income Q16.	no income		less than \$10,000		\$10,000- \$14,999		\$15,000 or above		All res- pondents	
	R.	Freq.	R.	Freq.	R.	Freq.	R.	Freq.	R.	Freq.
snookers		1		1	15	4	16	4	16	10
tenpin bowling	15	3		1	14	5			17	9
golf		1					12	7	18	8
windsurfing	16	2	13	3	19	2		1	18	8
squash	16	2			16	3	18	2	20	7
wushu		1		1		1	18	2	21	5
underwater				1	16	3			22	4
Chinese martial arts	16	2					18	2	22	4
handball	16	2				1			24	3
water ski		1		1				1	24	3
judo		1		1		1			24	3
taekwondo		1		1				1	24	3
canoe						1		1	28	2
dragon boat					19	2			28	2
rowing		1						1	28	2
yachting						1		1	28	2
body building		1		1					28	2
karatedo				1				1	28	2
roller skating						1		1	28	2
parachuting					19	2			28	2
other sports		2		2		4		4		12
don't like to watch any sports programmes		53		20		10		12		95
Total		256		100		119		129		604

3.5.6 Other Methods for Expanding Television Viewership Mentioned Unaided(Q17)

All respondents were asked to give suggestions / ideas on other elements which could be included in the sports programme so as to make it more attractive. 43.9% of respondents gave suggestions unaided.

8.4% of the respondents gave the suggestions concerning sports type. Again, football topped the list. 5.1% suggested more international competitions and 4.3% suggested sport types which were rarely televised . Other suggestions included 'professional commentator' (3.6%), 'televising competitions with high standard' (3.1%), 'more live sports programmes' (3.1%), 'background of sportsmen and the teams' (2.5%) and 'no commercials during the competition' (1.8%).

Table 3.16 Other methods for expanding television viewership mentioned unaided

Q17. Do you have any suggestions / new ideas on other elements which can be included in the sports programme so as to make it more attractive ? (unaided)

Q17	Frequency	Percentage
Suggestions concerning sports type	51	8.4
More televised football matches	20	3.3
More televised basketball competitions	9	1.5
More televised volleyball competitions	6	1.0
More televised swimming competitions	7	1.2
More televised tennis competitions	1	0.2
More televised badminton competitions	3	0.5
More televised gymnasticsss competitions	4	0.7
More televised diving competitions	1	0.2
More televised international competitions	31	5.1
Televising rarely televised sport types (e.g. mountaineering, tenpin bowling, hockey, wushu, skating, equestrian, cricket, handball, cycling, parachuting, baseball, rugby)	26	4.3
Professional commentator	22	3.6
Televising competitions with high standard	19	3.1
More 'live' sports programmes	19	3.1
Background of sportsmen and the teams	15	2.5
No televised advertisement during the competition	11	1.8
Explaining the rules of the competition and scoring system	10	1.7
More televised sports programmes	9	1.5
Introducing some games (e.g. guessing the champion)	9	1.5
Base		604

Q17	Frequency	Percentage
Televising the sports programmes on Saturdays, Sundays or public holidays	8	1.3
Humorous commentator	8	1.3
Interviewing the sports players	8	1.3
Televising competitions which have sports star	7	1.2
Analyzing the strengths and weaknesses of the sports players / teams before the competition	7	1.2
More televised overseas competitions (e.g. overseas league, NBA)	6	1.0
Televising the training process of the sports players	5	0.8
Repeating the scoring moment	5	0.8
Sports types should be evenly televised	4	0.7
More promotion	4	0.7
Prolonging the broadcasting time	4	0.7
Lucky draw	3	0.5
Introducing some interesting moments during the competition	3	0.5
Televising the sports programmes at night	2	0.3
Inviting artists to be the commentator	2	0.3
The programmes should be suitable for children to watch	1	0.2
Bilingual	1	0.2
No suggestion / opinion	339	56.1
Base		604

3.6 Television Viewership of Sports News

3.6.1 Television Viewership of Sports News (Q1)

Respondents were asked whether they had watched televised sports news during the news programme regularly. Altogether, 75.3% of respondents had watched the sports news, 22.5% had not watched the sports news and 2.2% had seldom watched news programmes. More men (81.8%) than women (69.3%) had watched the sports news.

Among the viewers of local sports programmes, the majority (90.8%) of them had watched sports news. 9.2% had not watched sports news regularly.

62.5% of non-viewers of local sports programmes had watched sports news. About one-third (33.5%) of non-viewers had not watched sports news regularly. 3.9% of non-viewers had seldom watched news programmes.

Table 3.17 Television viewership of sports news

Q1. Have you watched 'sports news' regularly (say, at least 3 times a week) during the past twelve months (early of May, 96 - late of April, 97) ?

Q1	Having watched local sports program		Having not watched any local sports program		All respondents	
	Freq.	%	Freq.	%	Freq.	%
Yes	248	90.8	207	62.5	455	75.3
No	25	9.2	111	33.5	136	22.5
Seldom watching news programme	0	0.0	13	3.9	13	2.2
Base		273		331		604

3.6.2 Television Channels on Which Respondents watched Sports News (Q2)

In terms of all respondents, 68.4% of them watched sports news on TVB Jade, 38.2% of them watched on ATV Home and 6.3% watched on Cable TV.

In terms of viewers, most (82.4%) of them watched sports news on TVB Jade, 47.3% on ATV Home and 8.4% on Cable TV.

Table 3.18 Television channels on which respondents watched sports news
Q2. Please specify the channel and approximate time.

Q2	Having watched local sports program		Having not watched any local sports program		All respondents	
	Freq.	%	Freq.	%	Freq.	%
TVB Jade (Chinese)	225	82.4	188	56.8	413	68.4
ATV Home (Chinese)	129	47.3	102	30.8	231	38.2
Cable TV	23	8.4	15	4.5	38	6.3
TVB Pearl (English)	12	4.4	8	2.4	20	3.3
ATV World (English)	10	3.7	9	2.7	19	3.1
Star TV	4	1.5	1	0.3	5	0.8
having not watched any sports news	25	9.2	111	33.5	136	22.5
seldom watching news programme	0	0.0	13	3.9	13	2.2
Base		273		331		604

3.6.3 Time Slot of Watching by Television Channels (Q2)

The most frequently mentioned time slot of watching TVB and ATV sports news was evening (6pm.-7pm.). For the Cable and Star TV, the time slot was not so regular.

Table 3.19A Time slot of watching TVB Jade sports news

Q2_J. TVB Jade	Having watched local sports program		Having not watched local sports program		All respondents	
	Freq.	%	Freq.	%	Freq.	%
Approximate Time:						
morning (7-9)	9	3.3	4	1.2	13	2.2
afternoon (12-1)	13	4.8	8	2.4	21	3.5
evening (6-7)	175	64.1	140	42.3	315	52.2
night (11-12)	69	25.3	50	15.1	119	19.7
not regular	5	1.8	2	0.6	7	1.2
having not watched TVB Jade sports news	23	8.4	19	5.7	42	7.0
having not watched sports news	25	9.2	111	33.5	136	22.5
seldom watching news programme	0	0.0	13	3.9	13	2.2
Base		273		331		604

Table 3.19B Time slot of watching ATV Home sports news

Q2_H. ATV Home Approximate Time:	Having watched local sports program		Having not watched local sports program		All respondents	
	Freq.	%	Freq.	%	Freq.	%
morning (7-9)	5	1.8	5	1.5	10	1.7
afternoon (12-1)	8	2.9	5	1.5	13	2.2
evening (6-7)	104	38.1	71	21.5	175	29.0
night (11-12)	32	11.7	33	10.0	65	10.8
not regular	4	1.5	3	0.9	7	1.2
having watched ATV Home sports news	119	43.6	105	31.7	224	37.1
having watched sports news	25	9.2	111	33.5	136	22.5
seldom watching news programme	0	0.0	13	3.9	13	2.2
Base		273		331		604

Table 3.19C Time slot of watching Cable TV sports news

Q2_C. Cable TV Approximate Time:	Having watched local sports program		Having not watched local sports program		All respondents	
	Freq.	%	Freq.	%	Freq.	%
morning (7-9)	2	0.7	4	1.2	6	1.0
afternoon (12-1)	3	1.1	0	0.0	3	0.5
evening (6-7)	4	1.5	2	0.6	6	1.0
night (11-12)	3	1.1	4	1.2	7	1.2
not regular	11	4.0	5	1.5	16	2.6
having not watched Cable TV sports news	225	82.4	192	58.0	417	69.0
having watched sports news	25	9.2	111	33.5	136	22.5
seldom watching news programme	0	0.0	13	3.9	13	2.2
Base		273		331		604

Table 3.19F Time slot of watching Star TV sports news

Q2_S. Star TV Approximate Time:	Having watched local sports program		Having not watched local sports program		All respondents	
	Freq.	%	Freq.	%	Freq.	%
morning (7-9)	0	0.0	0	0.0	0	0.0
afternoon (12-1)	1	0.4	0	0.0	1	0.2
evening (6-7)	0	0.0	0	0.0	0	0.0
night (11-12)	2	0.7	0	0.0	2	0.3
not regular	1	0.4	1	0.3	2	0.3
having not watched Star TV sports news	244	89.4	206	62.2	450	74.5
having not watched sports news	25	9.2	111	33.5	136	22.5
seldom watching news programme	0	0.0	13	3.9	13	2.2
Base		273		331		604

3.7 Television Viewership of Miscellaneous Sports Programmes

3.7.1 Television Viewership of Miscellaneous Sports Programmes (Q3)

In terms of all respondents, 61.3% of them had not watched the miscellaneous sports programmes regularly. 38.7% of them had watched the programmes.

More men (48.8%) than women (29.4%) had watched miscellaneous sports programmes. 57.3% of respondents of age 12-19 had watched.

In terms of non-viewers of local sports programmes, 80.1% of them had not watched the programmes. Only 19.9% of them had watched.

In terms of viewers of local sports programmes, 61.5% had watched the miscellaneous sports programmes. 38.5% of them had not watched.

Table 3.20 Television viewership of miscellaneous sports programmes

Q3. Have you watched miscellaneous TV sports programmes regularly (say, at least twice a month) during the past twelve months (early of May, 96 - late of April, 97) ?

Q3	Having watched local sports program		Having not watched any local sports program		All respondents	
	Freq.	%	Freq.	%	Freq.	%
Yes	168	61.5	66	19.9	234	38.7
No	105	38.5	265	80.1	370	61.3
Base		273		331		604

3.7.2 Television Viewership of Specific Miscellaneous Sports Programmes (Q4)

16.1% of respondents had watched 體育世界 sponsored by Aeon. Next came adidas球迷世界(14.2%). The two NBA programmes, NBA地帶(6.1%) and NBA Game of the Week (4.5%) ranked third and fourth respectively.

Table 3.21 Television viewership of specific miscellaneous sports programmes
Q4. Please specify the name of the programme(s).

Rank	Q4 Name of the programme	Having watched local sports program		Having not watched local sports program		All respondents	
		Freq.	%	Freq.	%	Freq.	%
1	體育世界 sponsored by Aeon (TVB Jade)	77	28.2	20	6.0	97	16.1
2	adidas 球迷世界 (TVB Jade)	71	26.0	15	4.5	86	14.2
3	NBA 地帶 (ATV Home)	31	11.4	6	1.8	37	6.1
4	美國職業籃球賽每周精選 (NBA Game of the Week) (ATV World)	21	7.7	6	1.8	27	4.5
5	吉列國際體壇大事一周 (ATV Home)	18	6.6	3	0.9	21	3.5
6	Nike本周球壇精選 (TVB Jade)	14	5.1	5	1.5	19	3.1
7	星期日體育精華 (Sunday Sport) (TVB Pearl)	13	4.8	4	1.2	17	2.8
8	足球世界 (Cable Sports)	11	4.0	1	0.3	12	2.0
9	歐洲足球雜誌 (TVB Jade)	9	3.3	1	0.3	10	1.7
10	十點世界波 (Cable Sports)	6	2.2	3	0.9	9	1.5
11	寰宇體壇 (Transworld Sport) (TVB Pearl)	2	0.7	0	0.0	2	0.3
12	世界足球天地線 (Football World) (TVB Pearl)	2	0.7	0	0.0	2	0.3
	forgetting the name	10	3.7	13	3.9	23	3.8
	having not watched miscellaneous sports programme	105	38.5	265	80.1	370	61.3
	Base		273		331		604

CHAPTER 4

RECOMMENDATIONS

CHAPTER 4

RECOMMENDATIONS

4.1 Recommendations to TV stations on re/arrangements of broadcasting sports programmes :

- 4.1.1 broadcasting more sports programme events in general and high-standard, international ones in particular;
- 4.1.2 preferably during prime time and with less commercials during the game;
- 4.1.3 retain football to keep the current audience, but more basketball, table-tennis and gymnastics to attract new viewers.

4.2. To attract more TV audience, sponsors and event organizers should consider the following events for the designated target groups:

- 4.2.1 Different demographic groups showed differential preference over a wide range of sports events. The relationships were tabulated as follows: *(See table on next page)*

Target groups	Preference for sports events
the general public	in descending order: football, basketball, volley ball, swimming, tennis, table tennis, badminton, gymnastics, athletics and diving;
current viewers	broadcasting tennis and athletics, ranked fourth and eighth, respectively, can further enlarge the viewership rate over the current basis;
current non-viewers	swimming (32.9%) and gymnastics (15.7%) had above average attraction;
the male group	tennis, athletics and karting had above-average attraction;
the female group	swimming, volleyball and gymnastics had above-average attraction;
the 12-19 age group	basketball, tennis and badminton had above-average attraction;
the 20-39 age group	basketball and tennis had above-average attraction;
the 39-plus age group	swimming, tennis and gymnastics had above-average attraction.
the tertiary education and above group	tennis, rugby, badminton and gymnastics had above-average attraction;
the professional or managerial group	swimming, tennis, athletics and gymnastics had above-average attraction;
the students group	basketball, tennis, diving and badminton had above-average attraction ;
the \$10,000 - 19,999 monthly income group	tennis and swimming had above-average attraction;
the \$20,000-plus monthly income group	volleyball and tennis had above-average attraction

4.2.2 Although the current television viewership rate of locally held basketball programmes was only 7.6% of all respondents in the past 12 months, 44.0% favoured it to be broadcast in the coming twelve months.

4.2.3 Apart from 'sport preference', other factors shall be taken into consideration. As we can see from the TV viewership rate on Table 3.9, Salem Tennis Open, Hong Kong World Women Volleyball Competitions and Dragon Boat International Races were ranked in the top 5 other than 2 other football competitions. Hence, it is essential for the sponsors and event organizers to package the sports programmes by noting other preferences of the competition, excitement of the game, etc. Extensive promotion effort put for the event, participation of various famous stars or food arrangement at the TV airtime are also critical for success.

4.3 Vehicles of broadcasting information recommended for sponsors / event organizers to reach target groups:

4.3.1 For the general public: TV, used by 76.92% of viewers, was found to be the most effective channel for audience in getting broadcasting information. Newspapers / magazines and TV magazines were used respectively by 58.97% and 15.38% of viewers.

4.3.2 The rankings of the vehicles are almost selfsame across all the demographical groups.

4.4 Sponsors / event organizers should also note the followings:

- 4.4.1 the general public first looked for more excitement of the game, and then better performance of the players (respectively by 39.56% and 31.87% of viewers); more high standard, international games and stars (respectively by 42.86%, 42.49%, and 35.53% of viewers);
- 4.4.2 the male , tertiary education groups, all age groups, all occupation groups and all income groups except the \$30,000-plus one followed the pattern for the general public;
- 4.4.3 the female and the above-\$30,000 income groups put better performance of the players ahead of the excitement of the game;
- 4.4.4 the female, tertiary education group, professional and managerial group and the \$20,000-plus income group followed the pattern for the general public in regard to high standard, international game and stars;
- 4.4.5 the male, below secondary education groups, all age groups except the 12-19 one and the \$10,000-\$19,999 income groups put international game before high standard of players' performance;
- 4.4.6 the 12-19 age group and students put sports stars ahead of the other two criteria, i.e. high standard and international game.

4.5 Ways to enlarge the TV viewership in general

- 4.5.1 while keeping the demographical groups in which viewers exceeded non-viewers (male, age 12-19, 20-29, professionals and managerial, tertiary education, student, personal monthly income of \$15,000 and above), expand into the demographical groups in which non-viewers exceeded viewers (female, age 30 and above,

secondary education and below, white collars and blue collars, housewives, no income, personal monthly income less than \$15,000 groups); for specific tactics, please refer to Table on page 63.

- 4.5.2 more statistics and points of interest about the competition, possibly from the agencies and managers of the teams;
- 4.5.3 more background and human story about the teams and players, possibly from the agencies and managers of the teams;
- 4.5.4 better commentators who can tell how the game is being played, such as the game rules, the background, the tactics and strategies;
- 4.5.5 more live broadcast;
- 4.5.6 more basketball, table tennis and gymnastics events.

4.6 Other recommendations

- 4.6.1 more fastbreaking, combative international games for the students, the young and the male who constituted the bulk of current viewers, such as international basketball teams with stars;
- 4.6.2 to target at the 30-plus age, female, white-collars and blue-collars groups, in which non-viewers exceeded viewers, more slow-motion, local, indigenous sport types, such as gymnastics, might also be attractive;
- 4.6.3 more promotion for the events to be televised, such as through the TV general news programmes and miscellaneous sports programmes.

APPENDICES

電話號碼：_____ 日期：___/05/97 時間：_____ 訪問員：_____ 問卷編號：_____

Q1. 在過去的12個月內(1996.5.初—1997.4.底)，請問你睇電視新聞節目時，通常(每周至少三次)有冇睇埋體育新聞？
1. 有 2. 冇 **【跳問 Q3】** 3. 通常唔睇電視新聞 **【跳問 Q3】**

Q2. 睇邊個台？通常大約係邊個時間睇？

- | | | | | | |
|--|-------------------------------------|--------------------------------------|-------------------------------------|---------------------------------------|---------------------------------|
| 1. <input type="checkbox"/> 亞視本港台(中文) | 1. <input type="checkbox"/> 早晨(7-9) | 2. <input type="checkbox"/> 中午(12-1) | 3. <input type="checkbox"/> 傍晚(6-7) | 4. <input type="checkbox"/> 深夜(11-12) | 5. <input type="checkbox"/> 唔固定 |
| 2. <input type="checkbox"/> 亞視國際台(英文) | 1. <input type="checkbox"/> 早晨(7-9) | 2. <input type="checkbox"/> 中午(12-1) | 3. <input type="checkbox"/> 傍晚(6-7) | 4. <input type="checkbox"/> 深夜(11-12) | 5. <input type="checkbox"/> 唔固定 |
| 3. <input type="checkbox"/> 無線翡翠台(中文) | 1. <input type="checkbox"/> 早晨(7-9) | 2. <input type="checkbox"/> 中午(12-1) | 3. <input type="checkbox"/> 傍晚(6-7) | 4. <input type="checkbox"/> 深夜(11-12) | 5. <input type="checkbox"/> 唔固定 |
| 4. <input type="checkbox"/> 無線明珠台(英文) | 1. <input type="checkbox"/> 早晨(7-9) | 2. <input type="checkbox"/> 中午(12-1) | 3. <input type="checkbox"/> 傍晚(6-7) | 4. <input type="checkbox"/> 深夜(11-12) | 5. <input type="checkbox"/> 唔固定 |
| 5. <input type="checkbox"/> 有線新聞台
【請填時間】 | 1. () | 2. () | 3. () | 4. () | 5. <input type="checkbox"/> 唔固定 |
| 6. <input type="checkbox"/> 衛星電視台
【請填時間】 | 1. () | 2. () | 3. () | 4. () | 5. <input type="checkbox"/> 唔固定 |

Q3. 在過去的12個月內，請問你有冇經常(每月至少二次)睇下綜合性的體育節目(指一個節目內報導多項運動消息的) 1. 有 2. 冇 **【跳問 Q5】**

Q4. 你可唔可以講出個節目名？(如果唔清楚個名，可以講係邊個台，星期幾播的) **【不提示，記下】**
【參看附表 1】

88. 唔清楚 **【請記下邊個台，幾時(星期幾)播的】**

Q5. 台現場才講的體育新聞或綜合性體育節目外，在過去的十二個月內，請問你有冇睇過電視台現場直播或錄影播放的，任何在本港舉行的體育節目？(包括本港或國際賽事，但不包括賽馬。睇五分鐘以上才算)

1. 有 **【跳下頁表】** 2. 冇 **【接問 Q6】**

Q6. **【祇問 Q5 答「冇睇」的被訪者】** 點解你有睇電視播放的、在本港舉行的體育節目？ **【輪流讀出，可選多項——然後跳問 Q14.】**

- | | | |
|---------------------------------------|-------------------------------------|--|
| 1. <input type="checkbox"/> 冇體育明星 | 2. <input type="checkbox"/> 呢個比賽水平低 | 3. <input type="checkbox"/> 解說/節目主持質素低 |
| 4. <input type="checkbox"/> 唔鍾意睇本地的比賽 | | 6. <input type="checkbox"/> 冇乜鍾意(睇)的運動項目 |
| 7. <input type="checkbox"/> 屋企人唔鍾意睇 | 8. <input type="checkbox"/> 唔得閒 | 9. <input type="checkbox"/> 有其他好的節目睇 |
| 10. <input type="checkbox"/> 播放時間不合適 | 11. <input type="checkbox"/> 節目太長 | 12. <input type="checkbox"/> 節目太短 |
| 77. <input type="checkbox"/> 其他 _____ | | 99. <input type="checkbox"/> 冇乜特別原因 |

【Q7-Q13：祇問 Q5 答「有睇」的被訪者】

Q7. 有冇睇過： 【逐類輪流問】	Q8. 請講出節目的名【有提及的類別可提示具體節目名，若忘記節目名稱，可提示比賽時間、播出的電視台供參考】
1. <input type="checkbox"/> 田徑	011. <input type="checkbox"/> 97.02. 港深馬拉松(衛視體育台) 018. <input type="checkbox"/> 其他【請記下】
2. <input type="checkbox"/> 單車	021. <input type="checkbox"/> 96.10. 國際自行車(單車)環中賽(亞視本港台) 028. <input type="checkbox"/> 其他【請記下】
3. <input type="checkbox"/> 龍舟	031. <input type="checkbox"/> 96.06. 第二屆亞洲龍舟錦標賽(無線翡翠台) 032. <input type="checkbox"/> 96.06. 一九九六香港國際龍舟邀請賽(無線翡翠台) 038. <input type="checkbox"/> 其他【請記下】
4. <input type="checkbox"/> 游泳	041. <input type="checkbox"/> 97.01. 1997 EPSON 世界盃短池游泳大賽(香港站) (有線體育台、亞視本港台、衛視ESPN) 048. <input type="checkbox"/> 其他【請記下】
5. <input type="checkbox"/> 足球	051. <input type="checkbox"/> 96.09. 第十六屆亞洲冠軍球會盃(足球)(衛視體育台、無線翡翠台) 052. <input type="checkbox"/> 97.01. 第十九屆省港盃(足球)(無線翡翠台) 053. <input type="checkbox"/> 97.02. 賀歲足球賽(有線體育台) 054. <input type="checkbox"/> 97.03. 世界盃外圍賽香港對泰國(足球)(無線翡翠台) 058. <input type="checkbox"/> 其他【請記下】
6. <input type="checkbox"/> 欖球	061. <input type="checkbox"/> 97.03. 七人欖球世界盃(亞視國際台、衛視體育台) 068. <input type="checkbox"/> 其他【請記下】
7. <input type="checkbox"/> 籃球	071. <input type="checkbox"/> 96.06. 第七屆超級工商盃國際籃球邀請賽(無線翡翠台) 078. <input type="checkbox"/> 其他【請記下】
8. <input type="checkbox"/> 排球	081. <input type="checkbox"/> 96.08. 亞洲沙灘排球巡迴賽(亞視本港台) 082. <input type="checkbox"/> 96.09. 世界女排大獎賽(香港站)(亞視本港台) 088. <input type="checkbox"/> 其他【請記下】
9. <input type="checkbox"/> 羽毛球	091. <input type="checkbox"/> 96.05. 湯姆斯杯、優霸杯決賽(羽毛球)(衛視體育) 092. <input type="checkbox"/> 96.11. 京都念慈菴香港公開羽毛球錦標賽(亞視本港台) 098. <input type="checkbox"/> 其他【請記下】
10. <input type="checkbox"/> 網球	101. <input type="checkbox"/> 96.10. 一九九六萬寶路網球錦標賽(無線明珠台) 102. <input type="checkbox"/> 96.11. The Nat West Markets Classic ATP Senior Tennis Tournament (元老網球賽)(亞視國際台) 103. <input type="checkbox"/> 97.04. 沙龍香港網球公開賽1997(無線翡翠台、無線明珠台、衛視ESPN) 108. <input type="checkbox"/> 其他【請記下】
11. <input type="checkbox"/> 其他球類	111. <input type="checkbox"/> 96.10. 香港國際六人木球賽(亞視國際台) 118. <input type="checkbox"/> 其他【請記下】
0. <input type="checkbox"/> 全部都有睇過	【接問第 1 頁 Q6】

Q9. 在過去十二個月內，你是在邊個電視台睇到以上這些體育運動節目的？【不提示，可答多項。分清中文／英文台】

- | | | |
|---------------------------------------|---------------------------------------|-----------------------------------|
| 1. <input type="checkbox"/> 亞視本港台(中文) | 3. <input type="checkbox"/> 無線翡翠台(中文) | 5. <input type="checkbox"/> 衛視體育台 |
| 2. <input type="checkbox"/> 亞視國際台(英文) | 4. <input type="checkbox"/> 無線明珠台(英文) | 6. <input type="checkbox"/> 有線體育台 |

Q10. 以上你睇過的節目中，有乜野令你印象最深刻？【不提示，可答多項】

- | | | | |
|----------------------------------|----------------------------------|-------------------------------------|--------------------------------------|
| 1. <input type="checkbox"/> 現場氣氛 | 2. <input type="checkbox"/> 觀眾反應 | 3. <input type="checkbox"/> 刺激的比賽過程 | 4. <input type="checkbox"/> 運動員的出色表現 |
| 5. <input type="checkbox"/> 比賽結果 | 6. <input type="checkbox"/> 頒獎禮 | 7. <input type="checkbox"/> 廣告牌 | 8. <input type="checkbox"/> 其他_____ |

Q11. 你通常是在哪裡得到有關電視播放這些體育節目的消息？【輪流讀出，可選多項】

- | | | |
|--|--------------------------------------|---------------------------------------|
| 1. <input type="checkbox"/> 報紙/雜誌上的電視節目預告 | 2. <input type="checkbox"/> 電視上的節目預告 | 3. <input type="checkbox"/> 電視台刊物的節目表 |
| 4. <input type="checkbox"/> 聽朋友/同學/家人介紹/提及 | 5. <input type="checkbox"/> 地鐵/街頭海報 | 6. <input type="checkbox"/> 開電視無意中睇到的 |
| 7. <input type="checkbox"/> 其他_____ | | |

Q12. 你覺得以上邊種途徑最方便呢？【祇選一項】

- | | | |
|--|--------------------------------------|---------------------------------------|
| 1. <input type="checkbox"/> 報紙/雜誌上的電視節目預告 | 2. <input type="checkbox"/> 電視上的節目預告 | 3. <input type="checkbox"/> 電視台刊物的節目表 |
| 4. <input type="checkbox"/> 聽朋友/同學/家人介紹/提及 | 5. <input type="checkbox"/> 地鐵海報 | 6. <input type="checkbox"/> 開電視無意中睇到的 |
| 7. <input type="checkbox"/> 其他_____ | | |

Q13. 你會根據乜野準則選擇睇邊類體育節目(不一定是本地舉行的)？【輪流讀出，可選多項】

- | | | |
|--------------------------------------|--------------------------------------|--|
| 1. <input type="checkbox"/> 有體育明星 | 2. <input type="checkbox"/> 呢個比賽水平高 | 3. <input type="checkbox"/> 解說/節目主持質素高 |
| 4. <input type="checkbox"/> 鍾意睇本港人比賽 | 5. <input type="checkbox"/> 鍾意睇國際級比賽 | 6. <input type="checkbox"/> 鍾意(睇)呢項運動 |
| 7. <input type="checkbox"/> 屋企人(鍾意)睇 | 8. <input type="checkbox"/> 得閒 | 9. <input type="checkbox"/> 冇其他節目好睇 |
| 10. <input type="checkbox"/> 播放的時間合適 | | |
| 77. <input type="checkbox"/> 其他_____ | | 99. <input type="checkbox"/> 冇乜特別準則 |

【以下問全部被訪者】

Q14. 你想唔想在電視上播多D體育節目？

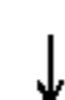
1. 想【問 Q15A.】

2. 唔想【問 Q15B】

3. 冇所謂【跳至 Q16】



Q15A. 你希望播多D:【輪流讀出】



Q15B. 點解唔想?【請記下】

1. 本地(人)的比賽

2. 本地舉行的國際比賽

3. 外地(外國)舉行的比賽/國際賽事

4. 其他_____

9. (播多D乜野)冇所謂

Q16. 請你講出五個你比較喜歡睇的運動項目:【唔提示,請填寫項目的代碼——參看附表 2】

1.() 2.() 3.() 4.() 5.() 99. 唔喜歡(睇體育節目)

Q17. 請問你認為電視的體育節目要增加D乜野項目或內容,先至可以更加吸引觀眾收睇?

【不提示,請記下】

D1. 性別: 1. 男 2. 女

D2. 年齡: 1. 12-19 2. 20-29 3. 30-39 4. 40-49 5. 50-59 6. 60或以上

D3. 教育: 1. 小學或以下 2. 中學(包括預科) 3. 專上、大學或以上

D4. 職業: 1. 專業及管理層 2. 白領 3. 藍領 4. 學生 5. 家庭主婦 6. 退休/失業 7. 其他

D5. 個人每月平均收入 0. 冇收入 1. 少於\$5,000 2. \$5,000-\$9,999
3. \$10,000-\$14,999 4. \$15,000-\$19,999 5. \$20,000-\$29,999
6. \$30,000及以上

D6. 居住的樓宇類型:

1. 公共屋村 2. 居屋 3. 私人樓宇(自置/租住獨立單位/村屋)

4. 私人樓宇(非獨立單位)/簡易屋/臨屋 5. 其他【請列明】_____

Tel : _____ Date : _____ Time : _____ Interviewer : _____ Q No. : _____.

Q1. Have you watched 'sports news' regularly (say, at least 3 times a week) during the past twelve months (early of May, 96 - late of April, 97) ? 1. Yes 2. No 2. Seldom watch (go to Q3) news programme (go to Q3)

Q2. Please specify the channel and approximate time.

1. ATV Home (Chinese)

1. morning (7-9) 2. afternoon (12-1) 3. evening (6-7) 4. night (11-12) 5. not fixed

2. ATV World (English)

1. morning (7-9) 2. afternoon (12-1) 3. evening (6-7) 4. night (11-12) 5. not fixed

3. TVB Jade (Chinese)

1. morning (7-9) 2. afternoon (12-1) 3. evening (6-7) 4. night (11-12) 5. not fixed

4. TVB Pearl (English)

1. morning (7-9) 2. afternoon (12-1) 3. evening (6-7) 4. night (11-12) 5. not fixed

5. Cable News (please fill in the time)

1. () 2. () 3. () 4. () 5. not fixed

6. Star TV (please fill in the time)

1. () 2. () 3. () 4. () 5. not fixed

Q3. Have you watched miscellaneous TV sports programmes regularly (say, at least twice a month) during the past twelve months (early of May, 96 - late of April, 97) ? 1. Yes 2. No (go to Q5)

Q4. Please specify the name of the programme(s). (unaided. if the respondent is not clear about the name, ask him to tell the channel and the date)

(referring to appendix 1 and write down the corresponding code) _____

9. not clear (write down the channel and the date) _____

Q5. Excluding the sports news, the miscellaneous TV sports programmes and the racing programmes, have you watched (for at least 5 minutes or more) any sports events held in Hong Kong on TV (live or recorded) during the past twelve months (early of May, 96 - late of April, 97) ? (including both local and international competitions as far as they are held in Hong Kong) 1. Yes 2. No (go to Q7)

【Q6 : Only ask respondents who claimed not to watch any sports programmes in Q5】

Q6. Why didn't you watch any sports events in Hong Kong on TV ? (rotation, multiple responses)

- | | |
|--|---|
| 1. <input type="checkbox"/> no sports star | 2. <input type="checkbox"/> competition standard too low |
| 3. <input type="checkbox"/> poor performance of commentator | 4. <input type="checkbox"/> don't like local competitions |
| | 6. <input type="checkbox"/> no favourite sports |
| 7. <input type="checkbox"/> household members do not like these programmes | 8. <input type="checkbox"/> no time |
| 9. <input type="checkbox"/> other better choices of programmes | 10. <input type="checkbox"/> showing time not suitable |
| 11. <input type="checkbox"/> programmes too long | 12. <input type="checkbox"/> programmes too short |
| 77. <input type="checkbox"/> others _____ | 0. <input type="checkbox"/> no specific reason |

(go to Q14)

【Q7-Q13 : Only ask respondents who claimed to have watched sports programmes in Q5】

Q7. Have you watched any of the following sports programmes (read out the sports one by one) :	Q8. (read out the names of the sports events) (if the respondent is not clear about the name, mention the corresponding time and channel)
1. <input type="checkbox"/> athletics	011. <input type="checkbox"/> 97.02. Hong Kong - Shenzhen (China) Marathon (<u>Star Sports</u>) 019. <input type="checkbox"/> Others (please specify) _____
2. <input type="checkbox"/> cycling	021. <input type="checkbox"/> 96.10. Tour of China (<u>ATV Home</u>) 029. <input type="checkbox"/> Others (please specify) _____
3. <input type="checkbox"/> dragon boat	031. <input type="checkbox"/> 96.06. 2nd Asian Dragon Boat Championships (<u>TVB Jade</u>) 032. <input type="checkbox"/> 96.06. Dragon Boat International Races 1996 (<u>TVB Jade</u>) 039. <input type="checkbox"/> Others (please specify) _____
4. <input type="checkbox"/> swimming	041. <input type="checkbox"/> 97.01. 1997 EPSON Swimming World Cup Hong Kong (<u>Home, Cable & ESPN</u>) 049. <input type="checkbox"/> Others (please specify) _____
5. <input type="checkbox"/> football	051. <input type="checkbox"/> 96.09. 16th Asian Club Championships (<u>TVB Jade & Star Sports</u>) 052. <input type="checkbox"/> 97.01. 19th Hong Kong - Guangdong Cup (<u>TVB Jade</u>) 053. <input type="checkbox"/> 97.02. Chinese New Year Football Tournament (<u>Cable Sports</u>) 054. <input type="checkbox"/> 97.03. World Cup (Preliminary Round) HK vs. Thailand (<u>TVB Jade</u>) 059. <input type="checkbox"/> Others (please specify) _____
6. <input type="checkbox"/> rugby	061. <input type="checkbox"/> 97.03. Rugby World Cup Sevens (<u>ATV World & Star Sports</u>) 069. <input type="checkbox"/> Others (please specify) _____
7. <input type="checkbox"/> basketball	071. <input type="checkbox"/> 96.06. 7th Super Kung Sheung Cup Basketball Invitational Championships (<u>Jade</u>) 079. <input type="checkbox"/> Others (please specify) _____
8. <input type="checkbox"/> volleyball	081. <input type="checkbox"/> 96.08. Asian Beach Volleyball Circuit (<u>ATV Home</u>) 082. <input type="checkbox"/> 96.11. Hong Kong World Women Volleyball (<u>ATV Home</u>) 089. <input type="checkbox"/> Others (please specify) _____
9. <input type="checkbox"/> badminton	091. <input type="checkbox"/> 96.05. Thomas & Uber Cup Final (<u>Star Sports</u>) 092. <input type="checkbox"/> 96.11. Hong Kong Open Badminton Championships (<u>ATV Home</u>) 099. <input type="checkbox"/> Others (please specify) _____
10. <input type="checkbox"/> tennis	101. <input type="checkbox"/> 96.10. Marlboro Championships 1996 (<u>TVB Pearl</u>) 102. <input type="checkbox"/> 96.11. The Nat West Markets Classic ATP Senior Tennis Tournament (<u>World</u>) 103. <input type="checkbox"/> 97.04. Salem Tennis Open 1997 (<u>TVB Jade & Pearl & Star ESPN</u>) 109. <input type="checkbox"/> Others (please specify) _____
11. <input type="checkbox"/> other ball games	111. <input type="checkbox"/> 96.10. Hong Kong International Cricket Sixes (<u>ATV World</u>) 119. <input type="checkbox"/> Others (please specify) _____
0. <input type="checkbox"/> none 【jump back to Q6】	

Q9. On which TV channel(s) have you watched these sports programmes during the past twelve months ?
(unaided, multiple responses. don't mix up the Chinese / English channels)

1. ATV Home (Chinese) 3. TVB Jade (Chinese) 5. Star TV
2. ATV World (English) 4. TVB Pearl (English) 6. Cable TV

Q10. For the programmes you mentioned, which part(s) of the programmes or events is more impressive ?
(unaided, multiple responses)

1. atmosphere of the event 2. spectator response
3. exciting competition process 4. good performance of players
5. competition result 6. prize presentation ceremony
7. on-site advertising board / banner 8. others _____

Q11. How do you get to know about the broadcasting information of these sports programmes ? (rotation, multiple responses)

1. advertisement on the newspaper / magazine 2. advertising airtime on the TV
3. programme time table on the authorized magazine
4. mentioned or recommended by friends / schoolmates / household members
5. MTR poster 6. watch them by chance 7. others _____

Q12. Which is the most convenient channel for you ?

1. advertisement on the newspaper / magazine 2. advertising airtime on the TV
3. programme time table on the authorized magazine
4. mentioned or recommended by friends / schoolmates / household members
5. MTR poster 6. watch them by chance 7. others _____

Q13. On what criteria do you choose to watch televised sports programmes (not only sports events in Hong Kong) ? (rotation, can choose more than one)

1. have sports star 2. high standard of the competition
3. good performance of commentator 4. like to watch local competition
5. like to watch international competition 6. personal interest in these sports
7. household members like to watch these programmes 8. have time
9. better than other TV programmes 10. broadcasting time is suitable
11. others _____ 0. no specific criterion

【ask all respondents】

Q14. Would you like to have more sports programmes on TV ?

1. Yes (go to Q15A)

2. No (go to Q15B)

Q15A. What kind of events do you prefer ? (rotation)

Q15B. Why not ?

1. local competitions

2. local international competitions

3. international competitions (held at overseas)

4. others _____

9. no preference

Q16. Please name five sports you would like to watch on TV: (unaided, and write down the corresponding code on appendix 2)

1.() 2.() 3.() 4.() 5.()

0. don't like to watch any sports programmes

Q17. Do you have any suggestions / new ideas on other elements which can be included in the sports programme so as to make it more attractive ? (unaided)

D1. Sex : 1. male

2. female

D2. Age : 1. 12-19

2. 20-29

3. 30-39

4. 40-49

5. 50-59

6. 60 or above

D3. Education level :

1. primary or below

2. secondary (including matriculated)

3. tertiary or above

D4. Occupation : 1. professional or managerial level

2. white collar

3. blue collar

4. student

5. housewife

6. retired / unemployed

7. others

D5. Personal monthly income :

0. no income

1. less than \$5,000

2. \$5,000-\$9,999

3. \$10,000-\$14,999

4. \$15,000-\$19,999

5. \$20,000-\$29,999

6. \$30,000 or above

D6. Housing type :

1. public estate

2. Housing Authority Home Ownership Estate

3. private house / villa

4. private house (quarter) / simple structured house / temporary house

5. others 【please specify】 _____

附表 1

編號	節目名稱	電視台	星期	時段
01	十點世界波	有線體育台	每天	10:00pm-11:30pm
02	足球世界	有線體育台	三、四	
03	美國職業籃球賽每周精選 (NBA Game of the Week)	亞視國際台	四	9:30pm-11:30pm
04	(Nike)本周球壇精選	無線翡翠台	五*	12:30am-12:55am
05	歐洲足球雜誌	無線翡翠台	六*	2:10am- 3:05am
06	Adidas 球迷世界	無線翡翠台	日	10:50am-11:45am
07	NBA 地帶	亞視本港台	日	11:25am-12:20pm
08	法國足球聯賽 (French League)	無線明珠台 (麗音)	日	9:30am-10:00am
09	寰宇體壇 (Transworld Sport)	無線明珠台 (麗音)	日	11:45am-12:15pm
10	世界足球天地線 (Football World)	無線明珠台 (麗音)	日	12:15pm-12:45pm
11	星期日體育精華 (Sunday Sport)	無線明珠台	日	12:45pm- 2:00pm
12	(吉列)國際體壇大事一周	亞視本港台	日	3:00pm- 3:30pm
13	Aeon 特約：體育世界	翡翠台	日	3:05pm- 4:00pm

* 實際是次日凌晨

附表 2

代碼	項目	代碼	項目
	球類 (ball games)		其他運動項目
11	足球 (football)	41	田徑 (athletics)
12	欖球 (rugby)	42	單車 (cycling)
13	籃球 (basketball)	43	三運 (triathlon)
14	排球 (volleyball)	44	體操 (gymnastics)
15	羽毛球 (badminton)	45	國術 (Chinese martial arts)
16	乒乓球 (table tennis)	46	武術 (wushu)
17	壁球 (squash)	47	騎術 (equestrian)
18	網球 (tennis)	48	健體 (bodybuilding)
19	保齡球 (tenpin bowling)	49	拳擊 (boxing)
20	草地滾球 (lawn bowls)	50	柔道 (judo)
21	投球 (netball)	51	空手道 (karatedo)
22	棒球 (baseball)	52	跆拳道 (taekwondo)
23	壘球 (softball)	53	劍道 (kendo)
24	木球 (cricket)	54	劍擊 (fencing)
25	哥爾夫球 (golf)	55	舉重健力 (weightlifting & powerlifting)
26	手球 (handball)	56	滾軸溜冰 (roller skating)
27	曲棍球 (hockey)	57	滑冰 (skating)
28	冰球 (ice hockey)	58	射擊 (shooting)
29	桌球 (snookers)	59	射藝 (archery)
	水上運動	60	賽車 (karting)
30	跳水 (diving)	61	攀山 (mountaineering)
31	游泳 (swimming)	62	野外定向 (orienteeing)
32	滑浪風帆 (windsurfing)	63	降傘 (parachuting)
33	獨木舟 (canoe)	69	其他運動 (other sports)
34	龍舟 (dragon boat)		
35	划艇 (rowing)		
36	潛水 (underwater)		
37	滑水 (water ski)		
38	帆船 (yachting)		