

**Awareness Study of Sporting Institutes
in Hong Kong**

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INTRODUCTION

The report provides the results of a survey "Awareness of Sporting Institutes in Hong Kong" sponsored by the Hong Kong Sports Development Board. The survey was conducted during June 1995 by Dr. Atara Sivan and Prof. Robert Robertson. The survey was designed to obtain an overview of the awareness of sporting institutes among Hong Kong people. It also aimed at identifying the existing sources of information on sporting institutes in the territory.

This report consists of six sections. The first explores the profile of the respondents, the second reports on the awareness rate of the institutes and the third describes sources of information on these institutes. Sections four and five present the objectives and responsibilities of the institutes and other characteristics. Section six refers to the general sources used by the respondents to get information on sports in the territory.

Subsequently to the above survey, a small scale survey was undertaken to examine popular knowledge of the logos of four recreational organisations. The results of the follow-up survey as well as its methodology and sampling procedure are presented as a separate report) entitled: "Recognition of recreational organisation logos in Hong Kong".

METHODOLOGY

Data were collected using the CATI (Computer Aided Telephone Interviewing) lab. A questionnaire was designed to obtain information from the respondents on the following:

- General awareness of sporting institutes in Hong Kong
- Sources of information on sporting institutes.
- Objectives, responsibilities and other main characteristics of sporting institutes.
- Ways of obtaining general information on sport in Hong Kong.
- Background information.

The questionnaire comprised closed and open-ended questions and its Cantonese version was input into the CATI system. A pre-test using 30 respondents was undertaken prior to the actual telephone survey after which several amendments in the wording of some questions were made.

The survey was administrated from the 12th of June through to the 15th of June 1995 from 6:00 p.m. to 10:00 p.m. everyday and employed twelve CATI stations.

SAMPLING

The survey sample comprised respondents from all around the territory. A total of 3000 telephone numbers was sampled to be used in order to generate 414 valid responses by means of random stratified sampling method. The telephone books, each consisting of residential telephone numbers of the three main districts, Hong Kong & Outlying Islands, Kowloon and the New Territories, were used as the base of the sampling.

The total number of diallings was 2856, out of which contact was established with 1449 and 414 were completed. The unsuccessful contact numbers were due to no answer, busy call, answering machine, bad connection, blank number, commercial number, quota exceeded, no one qualified and fax machine.

Response rate 28.6%

As requested by the Hong Kong Sports Development Board, the respondents age cohorts ranged between 15 to 55 years old. The age-group quota was introduced during the actual survey. The completion rate and quota were as follows:

No. of questionnaires completed	Age Cohort
104	15 - 25
105	26 - 35
102	36 - 45
<u>103</u>	<u>46 - 55</u>
total	414

All the answers to the close-ended questions were input in the computer by means of the CATI system. The answers to the opened-ended questions (the "Others" categories) were grouped according to response categories and entered as separate codes. Data were analysed using SPSS Statistical Package.

EXPLANATORY NOTES

Where respondents failed to answer questions. The actual ~~the~~ number of respondents is indicated.

Since respondents could give more than one answer to some of the questions, the sum of the percentages in these questions sometimes exceeds one hundred.

EXECUTIVE SUMMARY

- Of the eight sporting institutes, the majority of the respondents had heard of the HKSDB, HKSI and JSC. Half of the respondents were aware of the NSA and the minority had heard of the ASF&OC, TS/FTS, Ti-College and CSC.
- There is an increase in awareness of most of the sporting institutes with increasing age, except for the Ti-college where awareness decreases with increasing age. The awareness of JSC and NSA increases up to age 35 and 45 respectively and decreases above this age.
- There are no significant difference between males and females in the awareness of the sporting institutes except CSC where the awareness of females is higher than males and TS/FTS where the awareness of males is higher than females.
- There is an increase in awareness of the sporting institutes with increasing age except for NSA and ASF&OC, where there is no statistically significant association between age and awareness. In the case of Ti-College, there is a decrease in awareness with increasing age.
- There is a significant association between the respondents' occupation and the awareness rate of NSA, AST&OC, CSC and Ti-College. The awareness of NSA, AST&OC and CSC is highest among elementary occupations, housewives and unemployed and the awareness rate of the Ti-College is highest among students and professionals.
- There is no significant association between the respondents' household income and the awareness of most of the sporting institutes.
- There is no significant association between the respondents' district of residency and the awareness of most of the sporting institutes.
- The minority of respondents are aware of the responsibilities, objectives and other characteristics of different sporting institutes.
- One third of respondents have obtained information on sports in Hong Kong and half of the respondents are interested in obtaining this information.
- Regional and Urban councils and the media are the most popular and most preferred sources of information on sports in Hong Kong.
- More information on sports have been obtained by respondents who live in Hong Kong Island and Kowloon than by those who live in New Territories and the Outlying Islands.

1. PROFILE OF THE SAMPLE

AGE

Figure 1.1 AGE DISTRIBUTION OF RESPONDENTS (N=414)

AGE	%
15-25	25.1
26-35	25.4
36-45	24.6
46-55	24.9
TOTAL	100

Respondents were evenly distributed in four age groups ranging from 15 to 55 years old.

SEX

Figure 1.2 SEX OF RESPONDENTS (N=414)

SEX	%
Male	46.1
Female	53.9
Total	100.0

There were more females than males.

EDUCATIONAL ATTAINMENT

Figure 1.3 EDUCATIONAL LEVEL OF RESPONDENTS (N=412)

EDUCATION LEVEL	%
No Formal Education	6.3
Primary School	18.9
Secondary School	57.5
Matriculation	4.6
Post Secondary/non-degree holder	5.2
Tertiary Degree holder	7.5
Total	100

The majority of the respondents have received secondary school education (57.5%). About one fifth (18.9%) have received primary school education and the rest were almost evenly distributed between no formal education and matriculation and post secondary levels of education.

OCCUPATION

Figure 1.4 OCCUPATION OF RESPONDENTS (N=414)

OCCUPATION	%
Managers & Administrators	8.7
Professionals & Associate Professionals	7.0
Clerks	16.2
Service Workers & Sales Workers	7.7
Skilled Agriculture, Fishery, Craft, Plant, Machine Operator & Assemblers	14.5
Elementary Occupation	4.1
Armed Forces & Non-classified Occupations	0.7
Retired	0.7
Unemployed	2.4
Housewives	22.5
Students	15.5
Total	100.0

More than half of the respondents were currently in the work force (58.9%). Approximately one-fourth (22.5%) were housewives and 15.5% were students.

Figure 1.5 OCCUPATION OF WORKING RESPONDENTS (N=244)

OCCUPATION	%
Managers & Administrators	14.75
Professionals & Associate Professionals	11.88
Clerks	27.46
Service Workers & Sales Workers	13.12
Skilled Agriculture, Fishery, Craft, Plant, Machine Operator & Assemblers	24.59
Elementary Occupation	6.97
Armed Forces & Non-classified Occupations	1.23
Total	100

Over half of the employed respondents (54.09%) were holding a position as lower grade and higher professionals and administrators with the highest segment working at the clerical level (27.46%). More than one third (37.71%) were working as lower grade technicians and supervisors of manual workers, and the minority (8.2%) had elementary occupation or holding occupations which are not classified. Both Figures 1.4 and 1.5 show that among the respondents who were working, the majority were in average and high position in terms of their occupations.

HOUSEHOLD INCOME

Figure 1.6 MONTHLY INCOME OF RESPONDENT'S HOUSEHOLD (N=292)

INCOME	%
Under \$2000	0.3
\$2000 - \$3999	0.7
\$4000 - \$5999	1.7
\$6000 - \$7999	5.1
\$8000 - \$9999	7.2
\$10000 - \$14999	27.1
\$15000 - \$19999	14.0
\$20000 - \$24999	13.0
\$25000 - \$29999	9.2
\$30000 - \$34999	8.9
\$35000 - \$39999	1.0
\$40000 and About	11.6
Total	100

More than half of the respondents' household monthly income (54.1%) ranged between \$10000 - \$24999. About one third (30.7%) earned more than \$25000 and the minority (15%) earned less than \$10000.

HOUSING TYPE

Figure 1.7 TYPE OF RESPONDENT'S RESIDENCE (N=410)

QUARTER	%
Private Housing	38.8
Home Ownership Scheme Block	9.5
Public & Aided Housing Block	43.9
Stone Structure and Village House	4.9
Temporary Housing	0.5
Institution	2.2
Others	0.2
Total	100.0

The highest percentage of the respondents (43.9%) lived in governmental public housing estate. A slightly less number of respondents (38.8%) lived in private housing blocks. The minority of the respondents lived in temporary housing or institutions and others.

DISTRICT DISTRIBUTION

Figure 1.8 DISTRICT DISTRIBUTION OF RESPONDENTS (N=414)

DISTRICT	FREQUENCY	%
HK Island	69	16.7
Kowloon	171	41.3
New Territories or Islands	174	42.0
Total	414	100.0

The sample included respondents from all areas of the territory.

Overall, there were more respondents from Kowloon, New Territories and Islands than from Hong Kong Island.

DIALECT USED

Figure 1.9 DIALECT RESPONDENTS SPEAK AT HOME

DIALECT	%
Cantonese	94.9
Mandarin	0.5
China Provincial Dialect	4.1
English	0.2
Others	0.2
Total	100.0

The vast majority of the respondents (94.9%) spoke Cantonese at home.

MOST POPULAR MEDIA

Figure 1.10 MOST POPULAR MEDIA

MEDIA	%
TV	90.8
Newspapers /Magazines	41.3
Radio	34.5
Other	1.0

TV was the most popular media followed by newspaper/ magazines and radio.

2. AWARENESS OF SPORTING INSTITUTES

HKSDB

Figure 2.1 AWARENESS OF THE HONG KONG SPORTS DEVELOPMENT BOARD (N=414)

EVER HEARD OF HKSDB	%
Yes	70.5
No	29.5
Total	100.0

The majority of the respondents (70.5%) had heard of the HKSDB.

Figure 2.1.1 AWARENESS OF THE HONG KONG SPORTS DEVELOPMENT BOARD BY AGE

AWARENESS OF HKSDB	15 - 25	26 - 35	36 - 45	46 - 55
YES (292)	75.0	79.0	69.6	58.3
NO (122)	25.0	21.0	30.4	41.7
TOTAL	100.0	100.0	100.0	100.0

* P < 0.01

There was a decrease in the awareness rate of the HKSDB with the increasing age of the respondents.

Figure 2.1.2 AWARENESS OF THE HONG KONG SPORTS DEVELOPMENT BOARD BY SEX

AWARENESS OF HKSDB	MALE	FEMALE
YES (292)	72.3	69.1
NO (122)	37.7	30.9
TOTAL	100.0	100.0

There was no significant difference between males and females in the awareness of the HKSDB.

Figure 2.1.3 AWARENESS OF THE HONG KONG SPORT DEVELOPMENT BOARD BY EDUCATIONAL LEVEL

AWARENESS OF HKSDDB	NO EDUC	P1 - P6	F1 - F5	MATRIC	POST-SEC	DEGREE
YES (292)	61.5	52.6	75.9	68.4	76.2	83.9
NO (120)	38.5	47.4	24.1	31.6	23.8	16.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

* P < 0.01

Overall, there was an increase in awareness rate of the HKSDDB with increasing level of education of the respondents.

HKSI

Figure 2.2 AWARENESS OF THE HONG KONG SPORTS INSTITUTE (N=414)

HEARD OF HKSI	%
Yes	79.5
No	20.5
Total	100

The majority of the respondents (79.5%) had heard of the HKSI.

Figure 2.2.1 AWARENESS OF THE HONG KONG SPORTS INSTITUTE BY AGE (N=414)

AWARENESS OF HKSI	15 - 25	26 - 35	36 - 45	46 - 55
YES (329)	82.7	81.0	77.5	76.7
NO (85)	17.3	19.0	22.5	23.3
TOTAL	100.0	100.0	100.0	100.0

There was a decrease in awareness rate of the HKSI with increasing age of the respondents.

Figure 2.2.2 AWARENESS OF THE HONG KONG SPORTS INSTITUTE BY SEX (N=414)

AWARENESS OF HKSI	MALE	FEMALE
YES (329)	80.6	78.5
NO (85)	19.4	21.5
TOTAL	100.0	100.0

There were no significant differences between males and females in the awareness of the HKSI.

Figure 2.2.3 AWARENESS OF THE HONG KONG SPORTS INSTITUTE BY EDUCATIONAL LEVEL (N=412)

AWARENESS OF HKSDB	NO EDUC	P1 - P6	F1 - F5	MATRIC	POST-SEC	DEGREE
YES (327)	65.4	69.2	81.9	78.9	95.2	87.1
NO (85)	34.6	30.8	18.1	21.1	4.8	12.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

* P < 0.05

Overall, there was an increase in awareness rate of the HKSI with increasing level of education of the respondents.

JSC

Figure 2.3

AWARENESS OF THE JUBILEE SPORT CENTRE

(N=414)

AWARENESS OF JUBILEE SPORT CENTRE	%
Yes	90.3
No	9.7
Total	100

The majority of the respondents (90.3%) had heard of the Jubilee Sport Centre.

Figure 2.3.1 AWARENESS OF THE JUBILEE SPORTS CENTRE BY AGE (N=414)

AWARENESS OF JSC	15 - 25	26 - 35	36 - 45	46 - 55
YES (374)	89.4	95.2	95.1	81.6
NO (40)	10.6	4.8	4.9	18.4
TOTAL	100.0	100.0	100.0	100.0

* P < 0.005

There was an increase in awareness rate of the JSC with increasing age until age 45 and a decrease from age 46 and above.

Figure 2.3.2 AWARENESS OF THE JUBILEE SPORTS CENTRE BY SEX (N=414)

AWARENESS OF JSC	MALE	FEMALE
YES (374)	90.1	90.6
NO (40)	9.9	9.4
TOTAL	100.0	100.0

There was no significant difference between males and females in the awareness of the JSC.

Figure 2.3.3 AWARENESS OF THE JUBILEE SPORTS CENTRE BY EDUCATIONAL LEVEL

AWARENESS OF JSC	NO EDUC	P1 - P6	F1 - F5	MATRIC	POST-SEC	DEGREE
YES (374)	65.4	85.9	92.4	94.7	100.0	96.8
NO (40)	34.6	14.1	7.6	5.3	0.0	3.2
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

* P < 0.001

There was an increase in awareness rate of the JSC with increasing level of education of the respondents.

NSA

Figure 2.4 AWARENESS OF THE NATIONAL SPORTS ASSOCIATIONS (N=414)

AWARENESS OF NATIONAL SPORTS ASSOCIATIONS	%
Yes	52.9
No	47.1
Total	100.0

Slightly more than half of the respondents (52.9%) had heard of the NSA.

Figure 2.4.1 AWARENESS OF THE NATIONAL SPORTS ASSOCIATION BY AGE (N=414)

AWARENESS OF NSA	15 - 25	26 - 35	36 - 45	46 - 55
YES (374)	34.6	67.6	54.9	54.4
NO (40)	65.4	32.4	45.1	45.6
TOTAL	100.0	100.0	100.0	100.0

* P < 0.0001

The majority of respondents aged 26-35 years old had heard of the NSA, compared with half of the respondents aged 46 -55 years old and about one third of respondents aged 15-25 years old.

Figure 2.4.2 AWARENESS OF THE NATIONAL SPORTS ASSOCIATION BY SEX (N=414)

AWARENESS OF NSA	MALE	FEMALE
YES (219)	48.2	57.0
NO (195)	51.8	43.0
TOTAL	100.0	100.0

More females than males had heard of the NSA. The difference was statistically insignificant.

Figure 2.4.3 AWARENESS OF THE NATIONAL SPORTS ASSOCIATION BY EDUCATIONAL LEVEL (N=412)

AWARENESS OF NSA	NO EDUC	P1 - P6	F1 - F5	MATRIC	POST-SEC	DEGREE
YES (218)	57.7	48.7	57.0	47.4	38.1	41.9
NO (194)	42.3	51.3	43.0	52.6	61.9	58.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

There was no significant difference in awareness rate of the National Sports Association between respondents with different levels of education. Those who had the highest awareness rate received no education or secondary school education. And those who had the lowest awareness rate received post-secondary level of education.

ASF&OC

Figure 2.5 AWARENESS OF THE AMATEUR SPORTS FEDERATION AND OLYMPIC COMMITTEE OF HONG KONG (N=414)

AWARENESS OF ASF AND OLYMPIC COMMITTEE	%
Yes	45.2
No	54.8
TOTAL	100.0

Less than half of the respondents (45.2%) had heard of the ASF and OC before.

Figure 2.5.1 AWARENESS OF THE AMATEUR SPORTS FEDERATION AND OLYMPIC COMMITTEE OF HONG KONG BY AGE (N=414)

AWARENESS OF ASF & OC	15 - 25	26 - 35	36 - 45	46 - 55
YES (187)	28.8	47.6	51.0	53.4
NO (227)	71.2	52.4	49.0	46.6
TOTAL	100.0	100.0	100.0	100.0

* P < 0.005

There was an increase in awareness rate of the ASF & OC with increasing age of the respondents. One third of the respondents aged 15-25 had heard of the ASF & OC compared with about half of the respondents from other age groups.

Figure 2.5.2 AWARENESS OF THE AMATEUR SPORTS FEDERATION AND OLYMPIC COMMITTEE OF HONG KONG BY SEX (N=414)

AWARENESS OF ASF & OC	MALE	FEMALE
YES (187)	44.0	46.2
NO (227)	56.0	53.8
TOTAL	100.0	100.0

There was no significant difference between males and females in awareness rate of the ASF & OC.

Figure 2.5.3 AWARENESS OF THE AMATEUR SPORTS FEDERATION AND OLYMPIC COMMITTEE OF HONG KONG BY EDUCATIONAL LEVEL (N=412)

AWARENESS OF ASF & OC	NO EDUC	P1 - P6	F1 - F5	MATRIC	POST-SEC	DEGREE
YES (187)	61.5	44.9	45.1	21.1	57.1	41.9
NO (225)	38.5	55.1	54.9	78.9	42.9	58.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

There was no significant difference in awareness rate of the ASF & OC between respondents with different levels of education. Those who had the highest awareness received no education and those who had the lowest awareness rate received secondary school education.

TS/FTS

Figure 2.6 AWARENESS OF TARGET SPORTS / FOCUS TEAM SPORTS (N=379)

AWARENESS OF TARGET SPORTS / FOCUS TEAM SPORTS	%
Yes	17.9
No	82.1
TOTAL	100

The minority of the respondents (17.9%) had heard of the Target Sports /Focus Team Sports.

Figure 2.6.1 AWARENESS OF TARGET SPORTS / FOCUS TEAM SPORTS BY AGE (N=379)

AWARENESS OF TARGET / FOCUS TEAM SPORTS	15 - 25	26 - 35	36 - 45	46 - 55
YES (68)	18.4	25.7	13.3	13.3
NO (311)	81.6	74.3	86.7	86.7
TOTAL	100.0	100.0	100.0	100.0

There was no significant association between the respondents' awareness of the Target Sports / Focus Team Sports and their age. Respondents aged 26-35 had the highest rate of awareness.

Figure 2.6.2 AWARENESS OF TARGET SPORTS / FOCUS TEAM SPORTS BY SEX (N=379)

AWARENESS OF TARGET / FOCUS TEAM SPORTS	MALE	FEMALE
YES (68)	23.4	13.2
NO (311)	76.6	86.8
TOTAL	100.0	100.0

* P < 0.01

More males than females had heard of the Target Sports / Focus Team Sports.

Figure 2.6.3 AWARENESS OF TARGET SPORTS / FOCUS TEAM SPORTS BY EDUCATIONAL LEVEL (N=379)

AWARENESS OF TARGET / FOCUS TEAM SPORTS	NO EDUC	P1 - P6	F1 - F5	MATRIC	POST-SEC	DEGREE
YES (68)	16.7	7.2	17.6	38.9	35.0	20.0
NO (311)	83.3	92.8	82.4	61.1	65.0	80.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

* P < 0.05

Overall, there was an increase in awareness rate of the Target Sports / Focus Team Sports with increasing level of education up to secondary school level and a decrease among respondents with post-secondary education and above. Respondents who received matriculation education had the highest awareness rate and those who received primary education had the lowest awareness rate.

TI-COLLEGE

Figure 2.7 AWARENESS OF TI-COLLEGE (N=379)

AWARENESS OF TI-COLLEGE	%
Yes	39.1
No	60.9
TOTAL	100.0

More than one third of the respondents (39.1%) had heard of the Ti-College.

Figure 2.7.1 AWARENESS OF TI-COLLEGE BY AGE (N=379)

AWARENESS OF TI-COLLEGE	15 - 25	26 - 35	36 - 45	46 - 55
YES (148)	65.3	32.7	27.8	28.9
NO (231)	34.7	67.3	72.2	71.1
TOTAL	100.0	100.0	100.0	100.0

* P < 0.00001

There was a decrease in awareness rate of the Ti-College with increasing age of the respondents.

Figure 2.7.2 AWARENESS OF TI-COLLEGE BY SEX (N=379)

AWARENESS OF TI-COLLEGE	MALE	FEMALE
YES (148)	36.0	41.7
NO (231)	64.0	58.3
TOTAL	100.0	100.0

More females than males had heard of the Ti -College. The difference was statistically insignificant.

Figure 2.7.3 AWARENESS OF TI-COLLEGE BY EDUCATIONAL LEVEL (N=379)

AWARENESS OF TI-COLLEGE	NO EDUC	P1 - P6	F1 - F5	MATRIC	POST-SEC	DEGREE
YES (148)	25.0	17.4	40.7	66.7	55.0	60.0
NO (231)	75.0	82.6	59.3	33.3	45.0	40.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

* P < 0.001

Overall, there was an increase in awareness rate of the Ti-College with increasing educational level of the respondents. Respondents who received matriculation education had the highest awareness rate and those who received primary education had the lowest awareness rate.

CSC

Figure 2.8 AWARENESS OF COMMUNITY SPORTS CLUB (N=379)

AWARENESS OF COMMUNITY SPORTS CLUB	%
Yes	23.7
No	76.3
TOTAL	100.0

Less than one quarter of the respondents (23.7%) had heard of Community Sports Club.

Figure 2.8.1 AWARENESS OF COMMUNITY SPORTS CLUB BY AGE (N=379)

AWARENESS OF COMMUNITY SPORTS CLUB	15 - 25	26 - 35	36 - 45	46 - 55
YES (90)	14.3	18.8	30.0	33.3
NO (289)	85.7	81.2	70.0	66.7
TOTAL	100.0	100.0	100.0	100.0

* P < 0.01

There was an increase in awareness rate of the Community Sports Club with increasing age of the respondents.

About one third of the respondents aged 36-55 had heard of the CSC, compared with the minority of the respondents aged 15-35.

Figure 2.8.2 AWARENESS OF COMMUNITY SPORTS CLUB BY SEX (N=379)

AWARENESS OF COMMUNITY SPORTS CLUB	MALE	FEMALE
YES (90)	18.9	27.9
NO (289)	81.1	72.1
TOTAL	100.0	100.0

* P < 0.05

More females than males had heard of the Community Sports Club.

Figure 2.8.3 AWARENESS OF COMMUNITY SPORTS CLUB BY EDUCATIONAL LEVEL (N=379)

AWARENESS OF CSC	NO EDUC	P1 - P6	F1 - F5	MATRIC	POST-SEC	DEGREE
YES (90)	25.0	40.6	23.6	16.7	5.0	3.3
NO (289)	75.0	59.4	76.4	83.3	95.0	96.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

* P < 0.001

There was a decrease in awareness rate of the CSC with increasing level of education of the respondents.

Figure 2.9 AWARENESS OF SPORTING INSTITUTES BY OCCUPATION

	MANAGERS & ADMIN.	PROFESSIONALS	CLERKS	SERVICE WORKERS	FARMER, FISHERMAN, CRAFT	ELEMENTARY OCCUPATION	ARMED FORCES	RETIRED	UNEMPLOYED	HOUSEWIVES	STUDENTS
HKSDDB (N=292)	69.4	72.4	76.1	68.8	71.7	64.7	66.7	33.3	50.0	61.3	84.4
HKSI (N=329)	83.3	93.1	67.2	81.3	80.0	76.5	66.7	100.0	60.0	79.6	85.9
NSA (N=219)*	55.6	65.5	59.7	46.9	53.3	64.7	66.7	0.0	30.0	61.3	31.3
JSC (N=374)	94.4	93.1	98.5	93.8	88.3	82.4	100.0	100.0	70.0	86.0	89.1
ASF & OC (N=187)*	50.0	55.2	40.3	50.0	36.7	52.9	100.0	66.7	60.0	53.8	28.1
Target Sports (N=68)/379	16.7	28.0	17.5	20.0	19.2	6.3	0.0	0.0	0.0	14.8	24.2
Ti-College (N=148)*/379	36.1	52.0	31.7	46.7	17.3	31.3	0.0	0.0	22.2	29.6	77.4
CSC (N=90)*/379	19.4	8.0	15.9	20.0	30.8	43.8	100.0	0.0	33.3	37.0	9.7

There was no significant difference in awareness rate of HKSDDB, HKSI, JSC, and Target Sports between respondents with different levels of education.

The awareness rate of NSA was the highest among respondents whose occupation was armed forces, elementary occupations and professionals.

The awareness rate of ASF & OC was the highest among respondents whose occupation was in the armed force and among retired respondents and housewives.

The awareness rate of the Ti-College was the highest among students followed by professional and service workers.

The awareness rate of CSC was the highest among respondents who had elementary occupations followed by housewives.

Figure 2.10 AWARENESS OF SPORTING INSTITUTES BY HOUSEHOLD INCOME

	UNDER 2000	2000- 3999	4000- 5999	6000- 7999	8000- 9999	10000 - 14999	15000 - 19999	20000 - 24999	25000 - 29999	30000 - 34999	35000 - 39999	40000 OR ABOVE
HKSDDB (N=215)*	100.0	50.0	40.0	33.3	71.4	74.7	75.6	76.3	74.1	80.8	100.0	82.4
HKSI (N=233)	100.0	100.0	60.0	60.0	95.2	78.5	73.2	86.8	81.5	73.1	100.0	85.3
NSA (N=160)	0.0	0.0	40.0	60.0	47.6	57.0	51.2	68.4	55.6	46.2	66.7	52.9
JSC (N=273)*	100.0	50.0	60.0	80.0	100.0	94.9	95.1	94.7	88.9	92.3	100.0	100.0
ASF & OC (N=138)	100.0	0.0	40.0	26.7	47.6	36.7	48.8	55.3	40.7	53.8	66.7	70.6
TS (N=48)/268	0.0	0.0	0.0	8.3	15.8	17.9	17.1	24.2	20.8	11.5	50.0	22.6
Ti-College (N=109)/268	0.0	0.0	20.0	8.3	36.8	41.0	48.6	48.5	45.8	38.5	50.0	41.9
CSC (N=57) /268	0.0	0.0	20.0	25.0	31.6	24.4	31.4	15.2	16.7	15.4	0.0	12.9

There was no significant difference in the awareness rate of most of the sporting institutes between respondents with different household incomes. The two exceptions were HKSDDB and JSC where the awareness rate tended to increase with increasing income.

Figure 2.11 AWARENESS OF SPORTING INSTITUTES BY DISTRICT OF RESIDENCE

HEARD OF SPORTS INSTITUTES	HK ISLAND	KOWLOON	NT & ISLANDS
HKSDDB (N=292)	66.7	67.3	75.3
HKSI (N=329)	75.4	79.5	81.0
NSA (N=219)	58.0	51.5	52.3
JSC (N=374)	91.3	92.4	87.9
ASF & OC' (N=187)	49.3	48.0	40.8
Target Sport (N=68)/379	13.8	18.8	18.6
Ti - College (N=148)*/379	22.4	34.4	49.7
CSC (N=90)/379	20.7	22.5	26.1

There was no significant difference in awareness rate of the sporting institutes between respondents from different district of residence. The only exception was the Ti-College where the highest awareness rate was among respondents who lived in New Territories and Islands followed by those who lived in Kowloon, and the lowest awareness rate was among those who lived in Hong Kong Island .

3. SOURCES OF INFORMATION ON SPORTING INSTITUTES

Figure 3.1 SOURCES OF INFORMATION ON HONG KONG SPORTS DEVELOPMENT BOARD
(N=285)

SOURCES	%
Friends and/or Colleagues	10.9
Schoolmates and/or Teachers	2.4
Family Members	1.0
Newspaper	29.8
Radio	26.3
TV	53.3
Community Sport and Recreational Centre	1.0
District Office, Urban /Regional Council	3.1
Library	1.0
Participated in Event Hosted By them Before	2.1
Learn from Public Notice	3.5
Cannot Specify	13.3

More than half of the respondents(53.3%) had heard of the Hong Kong Sports Development Board on TV. About one-third (29.8%) had read about it in the newspaper, and over one-fourth of the respondents (23.6%) had heard about it on the radio. Other sources of information were much less popular except friend and colleagues (10.9%).

Figure 3.2 SOURCES OF INFORMATION ON HONG KONG SPORTS INSTITUTE (N=323)

SOURCES	%
Friends and/or Colleagues	14.8
Schoolmates and/or Teachers	4.6
Family Members	3.4
Newspaper	29.7
Radio	19.8
TV	56.0
Community Sport and Recreational Centre	0.3
District Office, Urban / Regional Council	0.6
Participated in Event Hosted by them Before	3.4
Learn from Public Notice	1.2
Cannot Specify	12.4

More than half of the respondents (56%) had heard of the Hong Kong Sports Institute on TV. Less than one-third (29.7%) read about it in the newspaper, and less than one quarter (19.8%) had heard about it on the radio. Other sources of information were much less popular except friends and colleagues through whom 14.8% of the respondents got information on HKSI.

Figure 3.3 SOURCES OF INFORMATION ON NATIONAL SPORTS ASSOCIATIONS (N=215)

SOURCES	%
Friends and/or Colleagues	10.2
Schoolmates and/or Teachers	3.7
Family Members	1.9
Newspaper	33.0
Radio	16.7
TV	54.7
District Office, Urban / Regional Council	0.9
Participated in Event Hosted By Them Before	1.9
Learn from Public Notice	0.5
Cannot Specify	9.3

More than half of the respondents (56.0%) heard of the NSA on TV. One third (33%) read about it in the newspaper. The third most popular source of information on the NSA was the radio (16.7%) but to much lower extent. Other sources were much less popular except friends and colleagues (10.2%).

Figure 3.4 SOURCES OF INFORMATION ON AMATEUR SPORTS FEDERATION AND OLYMPIC COMMITTEE OF HONG KONG (N=180)

SOURCES	%
Friends and/or Colleagues	4.4
Schoolmates and/or Teachers	0.6
Newspaper	33.9
Radio	19.4
TV	71.1
Participated in Event Hosted By Them Before	1.7
Learn from Public Notice	2.8
Cannot Specify	3.3

The majority of the respondents (71.1%) heard of the ASF & OC on TV. One third (33.9%) read about it in the newspaper. The third most popular source of information on ASF & OC was the radio which was much less popular (19.4%).

Figure 3.5 SOURCES OF INFORMATION ON THE TI-COLLEGE (N=148)

SOURCES	%
Friends and/or Colleagues	29.1
Schoolmates and/or Teachers	19.6
Family Member	6.1
Newspaper	26.4
Radio	13.5
TV	33.1
Participated in Event Hosted By Them Before	8.1
Learn from Public Notice	0.7
Cannot Specify	6.8

One third of the respondents (33.1%) had heard of the Ti-College on TV. Less than one third (29.1%) heard about it from friends and colleagues. One quarter (26.4%) read about the Ti-College in the newspaper. Other sources of information which were less popular were schoolmates and teachers (19.6%) and radio (13.5%).

Figure 3.6 SOURCES OF INFORMATION ON THE COMMUNITY SPORTS CLUBS (N=90)

SOURCES	%
Friends and/or Colleagues	23.3
Schoolmates and/or Teachers	1.1
Family Member	2.2
Newspaper	23.3
Radio	17.7
TV	27.7
Participated in Event Hosted By Them Before	2.2
Learn from Public Notice	3.3
Community sport & Recreation Centre	5.5
District Office, Urban/ Regional Council Office	3.3
Cannot Specify	14.4

Less than one third of the respondents (27.7%) had heard of the Community Sports Club on TV. About one quarter had heard about it from friends and colleagues (23.3%) and read it on the newspaper (23.3%). Radio was also a source of information but to much lesser extent (17.7%).

4. OBJECTIVES AND RESPONSIBILITIES OF SPORTING INSTITUTES

OBJECTIVES

Figure 4.1.1 OBJECTIVES OF THE HONG KONG SPORTS DEVELOPMENT BOARD (N=92)

NOTE: 281 respondents claimed they knew the objectives of the HKSDB but only 92 were able to provide an answer.

OBJECTIVES OF THE HKSDB	%
Draw & Implement Plans for development of Sport & Physical Recreation	11.9
Encourage development of an Integrated Community based sports systems	81.5
Provide Opportunity and support to Hong Kong Talented Athletes	18.5
Secure & Disburse Funds	1.1
Conduct & Support Research & Studies on Sport & physical Recreation	3.3
Enhance Hong Kong's Position in the International Sports Community	1.1
Others	4.4
#Provide Sport Related Activities to Hong Kong People	3.3
#Encourage Hong Kong Sport Development	1.1
#Publicise and Provide Education on Sport	2.2

ANSWERS THAT WERE NOT PROVIDED BY THE HKSDB.

The majority of the respondents (81.5%) stated “to encourage development of an integrated community based sports systems” as the objective of the HKSDB.

Figure 4.1.2 OBJECTIVES OF THE HONG KONG SPORT INSTITUTE (N=148)

NOTE: Out of 298 respondents who have heard of the HKSI only 148 have stated the objectives of the institute.

OBJECTIVES OF THE HKSI	%
Athlete Development and Management	89.9
Coach Education and Development	5.4
Sports Science, Sports Medicine and Research	1.4
resource Information	2.0
International Exchange of Information & Experience Through Sport	14.2
Cooperation with Other Sports Bodies & Organisations in Hong Kong	4.7
Cannot specified	4.7

The majority of the respondents (89.9%) stated “athlete development and management” as the objective of the Hong Kong Sports Institute.

Figure 4.1.3 OBJECTIVES OF SPORTING INSTITUTES BY AGE

STATED OBJECTIVES OF INSTITUTES	15 - 25	26 - 35	36 - 45	46 - 55
HKSDDB (N=281)	97.4	100.0	98.5	98.3
HKSI (N=298)	91.7	95.2	93.4	89.7

There was no significant difference between respondents of different age groups in the knowledge rate of the objectives of HKSDDB and HKSI. The vast majority of the respondents, across different age groups, who had heard of these institutes were able to state at least one of their objectives.

Figure 4.1.4 OBJECTIVES OF SPORTING INSTITUTES BY SEX

STATED OBJECTIVES OF INSTITUTES	MALE	FEMALE
HKSDDB (N=281)	99.3	98.0
HKSI (N=298)	94.1	91.2

There was no significant difference between males and females in the knowledge rate of the objectives of HKSDDB and HKSI. The vast majority of the respondents from both sexes who had heard of these institutes were able to state at least one of their objectives.

Figure 4.1.5 OBJECTIVES OF SPORTING INSTITUTES BY EDUCATIONAL LEVEL

STATED OBJECTIVES OF INSTITUTES	NO EDUC	P1 - P6	F1 - F5	MATRIC	POST-SEC	DEGREE
HKSDDB (N=281)/285	100.0	97.6	98.3	100.0	100.0	100.0
HKSI (N=296)/320	100.0	94.3	92.6	78.6	84.2	96.3

There was no significant difference in the knowledge rate of the objectives of HKSDDB between respondents with different levels of education.

Figure 4.1.6 OBJECTIVES OF SPORTING INSTITUTES BY OCCUPATION

	MANAGERS & ADMIN.	PROFESSIONALS	CLERKS	SERVICE WORKERS	FARMER, FISHERMAN, CRAFT	ELEMENTARY OCCUPATION	ARMED FORCES	RETIRED	UNEMPLOYED	HOUSEWIVES	STUDENTS
HKSDDB (N=281)	91.7	100.0	98.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	98.1
HKSI (N=298)	86.7	92.6	95.5	100.0	89.4	100.0	100.0	100.0	83.3	90.3	94.4

There were no significant difference in knowledge rate of the objectives of HKSDDB between respondents with different occupations.

Figure 4.1.7 OBJECTIVES OF SPORTING INSTITUTES BY HOUSEHOLD INCOME

	UNDER 2000	2000-3999	4000-5999	6000-7999	8000-9999	10000-14999	15000-19999	20000-24999	25000-29999	30000-34999	35000-39999	40000 OR ABOVE
HKSDDB (N=206)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	95.0	94.7	100.0	96.4
HKSI (N=210)	100.0	100.0	100.0	88.9	90.0	93.4	96.3	90.9	95.5	94.1	100.0	89.7

There was no significant difference in knowledge rate of the objectives of HKSDDB and HKSI between respondents with different household incomes.

Figure 4.1.8 OBJECTIVES OF SPORTING INSTITUTES BY DISTRICT OF RESIDENCE

STATED OBJECTIVES OF INSTITUTES	HK ISLAND	KOWLOON	NT & ISLANDS
HKSDDB (N=281)	100.0	98.2	98.4
HKSI (N=298)	94.0	92.5	92.1

There was no significant difference in knowledge rate of the objectives of HKSDDB and HKSI between respondents from different districts of residence.

RESPONSIBILITIES

Figure 4.2.1 ORGANISATIONS RESPONSIBLE FOR GRASSROOTS SPORTS ACTIVITIES (N=414)

ORGANISATION RESPONSIBLE	%
Urban / Regional Council	41.3
HKSDDB	15.2
HKSI	4.3
NSA	4.6
ASF & OC	3.9
Other - not specified	0.2
Community Sport & recreation centre	0.2
Don't know	30.2
TOTAL	100.0

Less than half of the respondents (41.3%) said that the Urban Council and the Regional Council were the organisations responsible for grassroots sports. Other organisation which was chosen as responsible for the grassroots sports was the HKSDDB but to a much lesser extent (15.2%). One-third of the respondents (30.2%) did not know which organisations were responsible for grassroots sports activities.

Figure 4.2.2 ORGANISATIONS RESPONSIBLE FOR ELITE TRAINING/COACHING (N=414)

ORGANISATION RESPONSIBLE	%
Urban / Regional Council	2.2
HKSDDB	7.5
HKSI	34.5
NSA	13.8
ASF & OC	12.8
Other - not specified	0.5
Don't know	28.7
TOTAL	100.0

About one third of the respondents (34.5%) said that the Hong Kong Sports Institute was responsible for elite training/coaching. Other organisations which were chosen as responsible for elite training/ coaching, but to a much lesser extent, were ASF & OC (12.8%) and NSA (13.8%). About one third of the respondents (28.7%) did not know which organisation were responsible for elite training / coaching.

Figure 4.2.3 ORGANISATIONS RESPONSIBLE FOR COMMUNITY SPORTS (N=414)

ORGANISATION RESPONSIBLE	%
Urban / Regional Council	59.4
HKSDDB	12.1
HKSI	2.4
NSA	2.2
ASF & OC	1.0
Community sport & recreation centre	0.2
Other association - HKASA	0.2
Other - not specified	1.2
Don't know	21.3
TOTAL	100.0

More than half of the respondents (59.4%) said that the Urban Council and the Regional Council were the organisations responsible for community sports. Second most popular choice but to a much lesser extent was the HKSDDB (12.1%). About one quarter (21.3%) did not know which organisations were responsible for community sports.

Figure 4.2.4 ORGANISATIONS RESPONSIBLE FOR LOCAL EVENTS SUBSIDIES (N=414)

ORGANISATION RESPONSIBLE	%
Urban / Regional Council	25.6
HKSDDB	17.6
HKSI	2.7
NSA	12.6
ASF & OC	4.3
Other Governmental Departments	0.2
Other association - HKASA	0.2
Jockey Club	1.2
Other - not specified	2.4
Don't know	33.1
TOTAL	100.0

One quarter of the respondents (25.6%) said that the Urban & Regional Councils were responsible for local events subsidies. Other organisations chosen as responsible for local events subsidies but to much lesser extent were the HKSDDB (17.5%) and the NSA (12.6%). One third of the respondents (33.1%) did not know which organisations were responsible for local events subsidies.

Figure 4.2.5 ORGANISATIONS RESPONSIBLE FOR OVERSEAS COMPETITION/ TRAINING SUBSIDIES (N=414)

ORGANISATION RESPONSIBLE	%
Urban / Regional Council	5.8
HKSDDB	11.6
HKSI	10.4
NSA	19.3
ASF & OC	27.5
Other association - HKASA	0.2
Other - not specified	1.2
Governmental Department	0.2
Don't know	23.7
TOTAL	100.0

Less than one third of the respondents (27.5%) said that the ASF & OC was responsible for overseas competition/training subsidies. The second organisation which was chosen as responsible for overseas competition / training subsidies but to a much lesser extent was the NSA (19.3%). About one quarter of the respondents (23.7%) did not know which organisation was responsible for overseas competition / training subsidies.

Figure 4.2.6 ORGANISATIONS RESPONSIBLE FOR SPORTS RESEARCH AND INFORMATION
(N=414)

ORGANISATION RESPONSIBLE	%
Urban / Regional Council	5.8
HKSDDB	16.7
HKSI	16.4
NSA	14.3
ASF & OC	5.8
Governmental Department	0.5
Don't know	40.6
TOTAL	100.0

The main organisations which were chosen as responsible for sports research and information were the HKSDDB (16.7%) and the HKSI (16.4%). Less than half of the respondents (40.6%) did not know which organisations were responsible for sports research and information.

5. OTHER CHARACTERISTICS OF SPORTING INSTITUTES

Figure 5.1 MAIN SOURCE OF INCOME OF THE HONG KONG SPORTS DEVELOPMENT BOARD (N=156)

SOURCE OF INCOME	FREQUENCY	%
Government	112	71.8
Urban/Regional Council	20	12.8
Private Donation/ Sponsorship	53	34.0
Jockey Club	19	12.2
Others	5	9.6
Self Finance	7	4.5

The majority of the respondents (78.1%) stated that the main source of income of the HKSDB was the government. One third stated that the main source (34%) was private donation/ sponsorship.

Figure 5.2 AWARENESS OF OTHER NAME OF THE JUBILEE SPORTS CENTRE (N=69)

KNOW OTHER NAME OF JSC	FREQUENCY	%
Yes, can't define the name	27	39.1
HKSI	39	56.5
NSA or HKSDB	2	2.9
Coaches Asso. Coliseum	1	1.5
Total	69	100

Out of 69 respondents who claimed that they knew the other name of JSC more than half (56.5%) stated HKSI was the other name. More than one third (39.1%) were unable to supply the name.

Figure 5.3 AWARENESS OF THE INTEGRATION OF THE HONG KONG SPORTS DEVELOPMENT BOARD AND THE HONG KONG SPORTS INSTITUTE (N=414)

AWARENESS OF INTEGRATION	%
Yes	8.5
No	91.5
Total	100

The minority of the respondents had heard about the integration of the Hong Kong Sports Development Board and the Hong Kong Sports Institute.

Figure 5.4 AWARENESS OF PROVISION OF FUNDS TO NATIONAL SPORTS ASSOCIATIONS BY THE HONG KONG SPORTS DEVELOPMENT BOARD (N=219)

AWARE HKSDDB FUNDS NSA	%
Yes	15.5
No	84.5
Don't Know	73.5
Total	100

The minority of the respondents (15.5%) knew that the NSA were funded by the HKSDDB.

Figure 5.5 NAMES OF TARGET SPORTS/ FOCUS TEAM SPORTS (N=60)

TARGET SPORTS /FOCUS TEAM SPORTS	%
Badminton	16.7
Rowing	8.3
Squash	5.0
Swimming	13.3
Table Tennis	15.0
Wind-surfing	3.3
Tennis	1.7
Wushu	1.7
Soccer	21.7
Other - not specified	1.7
Cycling	3.3
Baseball	1.7
Fencing	1.7
Tracking	5.0
TOTAL	100

The top five target sports named by the respondents were Soccer (21.7%), Badminton (16.7%) Table Tennis (15.0%), Swimming (13.3%) and Rowing (8.3%).

Figure 5.6 THE NATURE OF TI-COLLEGE (N=127)

NATURE OF TI-COLLEGE	%
Sports Institution	58.3
Vocational Training School	1.6
Secondary School	28.3
Others - not specified	0.8
Conventional Education and PE school	8.7
Government subsidized school	1.6
Experimental school	0.8
TOTAL	100.0

More than half of the respondents (58.3%) said that the Ti-College was a Sports Institution. About one third (28.3%) said it was an ordinary secondary school.

6. GENERAL INFORMATION ON SPORTS IN HONG KONG

Figure 6.1 GET INFORMATION ON SPORT (N=379)

GET INFORMATION ON SPORT	%
Yes	39.1
No	60.9
TOTAL	100.0

More than one-third of the respondents (39.1%) had obtained information on sports in Hong Kong.

Figure 6.2 SOURCES OF INFORMATION ON SPORTS IN HONG KONG (N=148)

SOURCES OF INFORMATION	%
Newspapers & Magazines	20.9
Radio	4.7
TV	17.6
Other - not specified	24.3
District Office, Urban /Regional Council Office	26.4
Community Sport & Recreation Centre	8.3
School	7.4
Friends/ Family member/ Colleagues	5.4
By Phone/Mail/Fax/Poster/e -Networks	6.8
Government Departments	0.7
Association	4.1
Library	1.4

More than one quarter of the respondents (26.4%) had obtained information on sports in the district offices of the Urban and Regional Councils. Other popular sources of information on sports were newspaper and magazines (20.9%) and TV (17.6%).

Figure 6.3 INTEREST IN GETTING INFORMATION ON SPORTS (N=414)

WOULD LIKE TO GET INFO ON SPORTS	%
Yes	51.9
No	48.1
TOTAL	100.0

Half of the respondents (51.9%) had shown interest in getting information on sports in Hong Kong.

Figure 6.4 BEST SOURCE TO GET INFORMATION ON SPORTS (N=403)

BEST SOURCE TO GET INFORMATION ON SPORTS	%
Newspaper and Magazine	20.6
Radio	5.2
TV	15.9
Urban / Regional Council	52.3
Public Library	2.5
HKSD / HKSI	8.9
Other - not specified	14.1
Don't Know	17.1
By Phone /Mail/ Fax / Poster / e-network	5.2
District Office /District Board /Government House	5.0
Community Sport & Recreation Centre	6.7
Past Participation	2.7
School	1.5
Association (NSA)	0.2

More than half of the respondents (52.3%) preferred to get information on sports through the Urban and Regional Council. Other preferred sources of information were newspaper and magazine (20.6%) and TV (15.9%).

Figure 6.5.1 OBTAINED INFORMATION ON SPORTS BY AGE (N=379)*

OBTAINED INFO	15 - 25	26 - 35	36 - 45	46 - 55	TOTAL
Yes (n=148)	32.4	33.1	20.9	13.5	100
No (n=231)	21.6	22.5	25.5	30.3	100

P < 0.001

There were more respondents among the younger age groups (15-35) than among the elder age groups (36-55) who had obtained information on sports in Hong Kong .

Figure 6.5.2 OBTAINED INFORMATION ON SPORTS BY SEX (N=379)

OBTAINED INFO	MALE	FEMALE	TOTAL
YES (n=148)	46.6	53.4	100
NO (n=231)	45.9	54.1	100

There was no significant difference between males and females in the rate of obtaining information on sports in Hong Kong.

Figure 6.5.3 OBTAINED INFORMATION ON SPORTS BY EDUCATION LEVEL (N=377)*

OBTAINED INFO	NO EDUC	P1 - P6	F1 - F5	MATRIC	POST-SEC	DEGREE	Total
YES (n=148)	2.7	8.1	57.4	8.8	8.8	14.2	100
NO (n=229)	8.7	24.9	57.2	2.2	3.1	3.9	100

* P < 0.00001

Of those who obtained information on sports in Hong Kong, more than half received secondary school education.

Respondents who received less education (No formal education to F5) were less likely to have obtained information on sports.

Figure 6.5.4 OBTAINED INFORMATION ON SPORTS BY OCCUPATIONS (N=379)*

OBTAINED INFO	MANAGERS & ADMIN.	PROFESSIONALS	CLERKS	SERVICE WORKERS	FARMER, FISHERMAN, CRAFT	ELEMENTARY OCCUPATION	ARMED FORCES	RETIRED	UNEMPLOYED	HOUSEWIVES	STUDENTS	TOTAL
Yes (n=148)	14.9	10.1	18.9	10.1	9.5	2.0	0.0	0.0	2.0	12.2	20.3	100
No (n=231)	6.1	4.3	15.2	6.5	16.5	5.6	1.3	0.9	2.6	27.3	13.9	100

* P=0.0001

Among those who had obtained information on sports, the majority were students. Housewives were the least likely group to have obtained information on sports.

Figure 6.5.5 OBTAINED INFORMATION ON SPORTS BY HOUSEHOLD INCOME (N=268)

OBTAINED INFO	UNDER 2000	2000-3999	4000-5999	6000-7999	8000-9999	10000 - 14999	15000 - 19999	20000 - 24999	25000 - 29999	30000 - 34999	35000 - 39999	40000 OR ABOVE	TOTAL
YES (n=111)	0.9	0.0	2.7	1.8	3.6	23.4	12.6	16.2	9.9	11.7	0.9	16.2	100
NO (n=157)	0.0	1.3	1.3	6.4	9.6	33.1	13.4	9.6	8.3	8.3	0.6	8.3	100

There was no significant difference in the rate of obtaining information on sports between respondents with different household incomes.

Figure 6.5.6 OBTAINED INFORMATION ON SPORTS BY DISTRICT OF RESIDENCE (N=379)

OBTAINED INFO	HK ISLAND	KOWLOON	NT & ISLANDS	TOTOAL
YES (n=148)	16.9	43.2	39.9	100
NO (n=231)	14.3	41.6	44.2	100

Respondents who lived in Hong Kong Island and Kowloon have obtained more information on sports than respondents who lived in the New Territories and the Islands.

Figure 6.6.1 DESIRE TO GET INFORMATION ON SPORTS BY AGE (N=414)*

LIKE TO GET INFO	15 - 25	26 - 35	36 - 45	46 - 55	TOATL
YES (n=215)	27.4	30.7	23.7	18.1	100
NO (n=199)	22.6	19.6	25.6	32.2	100

* P<0.01

Respondents among the younger age groups (15-35) were more interested than the respondents among the elder age groups (36-55) in getting information on sports.

Figure 6.6.2 DESIRE TO GET INFORMATION ON SPORTS BY SEX (N=414)

LIKE TO GET INFO	MALE	FEMALE	TOTAL
YES (n=215)	44.7	55.3	100
NO (n=199)	47.7	52.3	100

There were no significant differences between males and females in their desire to get information on sports.

Figure 6.6.3 DESIRE TO GET INFORMATION ON SPORTS BY EDUCATION LEVEL (N=412)*

LIKE TO GET INFO	NO EDUC	P1 - P6	F1 - F5	MATRIC	POST-SEC	DEGREE	TOTAL
YES (n=215)	3.3	15.3	59.1	7.9	7.9	6.5	100
NO (n=197)	9.6	22.8	55.8	1.0	2.0	8.6	100

* P<0.0001

Respondents who received secondary school education up to post-secondary school education were more interested than those of no education or those with a degree, in getting information on sports.

Figure 6.6.4 DESIRE TO GET INFO ON SPORTS BY OCCUPATION (N=414)

LIKE TO GET INFO	MANAGERS & ADMIN.	PROFESSIONALS	CLERKS	SERVICE WORKERS	FARMER, FISHERMAN CRAFT	ELEMENTARY OCCUPATION	ARMED FORCES	RETIRED	UNEMPLOYED	HOUSEWIVES	STUDENTS	TOTAL
Yes (n=215)	9.8	7.4	18.1	8.8	13.5	4.7	0.9	0.0	2.3	17.2	17.2	100
No (n=199)	7.5	6.5	14.1	6.5	15.6	3.5	0.5	1.5	2.5	28.1	13.6	100

There was no significant difference in the desire to get information on sports between respondents holding different occupations.

Most of the respondents wanted to get information on sports, except housewives, farmer, fisherman, craft related occupations, retired and unemployed.

Figure 6.6.5 DESIRE TO GET INFORMATION ON SPORTS BY HOUSEHOLD INCOME (N=292)

LIKE TO GET INFO	UNDER 2000	2000-3999	4000-5999	6000-7999	8000-9999	10000-14999	15000-19999	20000-24999	25000-29999	30000-34999	35000-39999	40000 OR ABOVE	TOTAL
Yes (n=163)	0.6	0.6	1.8	3.7	4.3	25.2	17.2	14.1	10.4	9.8	1.2	0.8	100
No (n=129)	0.0	0.8	1.6	7.0	10.9	29.5	10.1	11.6	7.8	7.8	11.0	12.4	100

There was no significant difference in the desire to get information on sports between respondents with different household incomes.

Respondents whose household earned between 15000 - 34999 showed the highest interest in getting information on sports.

Figure 6.6.6 DESIRE TO GET INFORMATION ON SPORTS BY DISTRICT OF RESIDENCE (N=414)

LIKE TO GET INFO	HK ISLAND	KOWLOON	NT & ISLANDS	TOTAL
YES (n=215)	17.7	38.6	43.7	100
NO (n=199)	15.6	44.2	40.2	100

There was no significant difference in the desire to get information on sports between respondents from different districts of residence.

Residents who lived in the HK Island and the NT & Islands showed higher interest in getting information on sports than those who lived in Kowloon.

CONCLUDING REMARKS AND RECOMMENDATIONS

The current survey was undertaken to generate an overview of the awareness of sporting institutes in Hong Kong. The research focused on the following institutes: Hong Kong Sports Development Board, Hong Kong Sports Institute, Jubilee Sport Centre, National Sports Association, Amateur Sports Federation and Olympic Committee of Hong Kong, Target Sports/ Focus Team Sports, Ti-Collegs and Community Sport Club.

Data were gathered using the Computer Aided Telephone Interviewing system, drawing a territory-wide sample of people in the age cohorts ranging between 15-55.

Following is the main results relating to the awareness of each of the sporting institutes

Hong Kong Sports Development Board (HKDSB)

- The majority of the respondents have heard of the HKSDDB.
- There is a decrease in awareness of the HKSDDB with increasing age.
- There is no substantial differences between males than females in the awareness of the HKSDDB.
- There is an increase in awareness of the HKSDDB with increasing level of education.

Hong Kong Sport Institute (HKSI)

- The majority of the respondents have heard of the HKSI.
- There is a decrease in awareness of the HKSI with increasing age.
- There is no significant difference between males and females in the awareness of the HKSI.
- There is an increase in awareness of the HKSI with increasing level of education.

Jubilee Sport Centre (JSC)

- The majority of respondents have heard of the JSC.
- There is an increase in awareness of the JSC with increasing age until age 45 and a decrease from age 46 and above.
- There is no significant difference between males and females in the awareness of the JSC.
- There is an increase in awareness of the JSC with increasing level of education.

National Sports Association (NSA)

- Slightly more than half of the respondents have heard of the NSA.
- There is an increase in awareness of the NSA with increasing age until age 35 and a decrease from age 36 and above.
- More females than males heard of the NSA. However, the difference was insignificant.

- There is no significant association between the awareness of the NSA and the level of education of the respondents.

Amateur Sports Federation and Olympic Committee of Hong Kong (ASF & OC)

- Less than half of the respondents have heard of the ASF & OC.
- There is an increase in awareness of the ASF & OC with increasing age.
- There is no significant difference between males and females in the awareness of ASF & OC.
- There is no significant association between the awareness of ASF & OC and the level of education of the respondents.

Target Sports / Focus Team Sports (TS / FTS)

- The minority of the respondents have heard of the TS / FTS.
- There is no significant association between the awareness of the TS / FTS and the age of the respondents.
- More males than females have heard of the TS / FTS.
- There is an increase in awareness of TS / FTS with increasing level of education up to secondary school level and a decrease with higher levels of education.

Ti - College

- More than one third of the respondents have heard of Ti - College.
- There is a decrease in awareness of Ti - College with increasing age.
- More females than males have heard of the Ti - College, however the difference is insignificant.
- There is an increase in awareness of the Ti - College with increasing level of education.

Community Sport Club (CSC)

- Less than a quarter of the respondents have heard of the CSC.
- There is an increase in awareness of the CSC with increasing age.
- More females than males have heard of the CSC.
- There is a decrease in awareness of CSC with increasing level of education.

Awareness of Sporting Institutes and Occupation

- There was no significant association between the awareness of HKSDDB, HKSI, JSC and TS/FTS and the respondents' occupation.
- There was a significant association between the awareness rate of the NSA, AST&OC, Ti-College and CSC and the respondents' occupation. The awareness of these institutes was higher among respondents holding elementary occupations and among housewives unemployed. The awareness of Ti-College was higher among students and those who hold more senior positions.

Awareness of Sporting Institutes and household income

- There was no significant association between the awareness of most of the sporting institutes and the household income of the respondents. Except HKSDDB and JSC where the awareness rate increased with increasing income.

Awareness of Sporting Institutes and district of residence

- There was no significant association between the awareness the sporting institutes and the respondents' residency district. In the case of Ti-College, the highest awareness rate was among respondents who live in NT and Islands, followed by Kowloon and the lowest was among those who live in HK Island.

Information, Objectives and Responsibilities

- TV was the most popular source of information on the different sporting institutes followed by newspaper and radio.
- The minority of respondents know the objectives of HKSDDB and less than one-third know the objectives of HKSI.
- Urban and Regional Councils were selected by the respondents as organisations which are responsible for grassroots sports activities, community sports and local event subsidies.
- HKSI was selected by the respondents as an organisation which is responsible for elite training and sports research and information.
- ASF & OC was selected by the respondents as the organisation which is responsible for overseas competitions and training subsidies.

General information on sports in Hong Kong

- More than one third of the respondents have sought out and obtained information on sports in Hong Kong.
- Sources of information on sports in Hong Kong are: District Office, Urban and Regional Council and the media.
- Half of the respondents are interested in having access to information on sports in Hong Kong.
- Preferred sources of information are: Urban and Regional Council and the media.
- Younger respondents and especially students have obtained more information on sports in Hong Kong and would like to get more information.
- Respondents who live in HK island and Kowloon have obtained more information than those who live in New Territories and the Islands.
- There are no significant differences in the desire to obtain information between respondents from different district of residence, of different levels of education and different household incomes.

RECOMMENDATIONS

Based on the analysis of the results the, following recommendations can be made:

- There are differences in the awareness rate of different sporting institutes. HKSDDB, HKSI and JSC have the highest rate, NSA and ASF & OC have an average rate and TS/FTS, Ti-College and CSC have the lowest rate.

While a much stronger public relations profile would be useful overall, particular attention should be paid to the following institutes: NSA ASF & OC , TS/FTS, Ti-College and CSC.

- The minority of respondents are aware of the responsibilities, objectives and other characteristics of different sporting institutes. The awareness of the responsibilities of UC and RC with regard to sports activities and functions in Hong Kong is much higher than the awareness of the responsibilities of institutes such as HKSDDB and HKSI.

Improvement of the awareness of respondents should go beyond the name of the institute and include its basic functions and responsibilities. Where needed, attention should be given to the unique functions and responsibilities of different institutes.

- There are differences between the awareness rate of respondents from different age groups: Awareness rate of HKSDDB, HKSI and Ti-College decreases with increasing age. Awareness of ASF&OC and CSC increases with increasing age, and awareness of CSC and NSA increases up to age 35 and decreases onward.

The focus target population for improvement of awareness of sporting institutes should be as follows: NSA and ASF & OC - people aged 15-25 years, Ti-College - people age 26-55 years, CSC - people aged 15-35 years.

- There are differences in the awareness rate between respondents with different levels of education. Awareness rate of HKSD, HKSI, JSC, TS/FTS and Ti-College tend to increase with increasing level of education. Awareness rate of CSC decreases with increasing level of education.

The education level of respondents should be considered when trying to improve the awareness of the sporting institutes. The advertising should appeal to people with different levels of education. Where applicable, when promoting awareness, attention should be drawn to the following target populations: TS/FTS - primary and secondary levels of education, Ti-College - primary level of education, CSC - secondary and higher levels of education.

- There are significant differences in the awareness rate of several institutes between respondents holding different occupations. The institutes are: NSA, ASF&OC, Ti-College and CSC. The awareness rate of most of these institutes is higher among respondents holding elementary occupations, armed forces, non-classified and housewives except for the Ti-College where the awareness rate is higher among students and professionals.

More emphasis should be put on promoting the awareness of the above institutes while considering the occupation of the respondents. Efforts should be given to distribute more information to people from different sectors of the labour force and to covering as many occupations as possible.

- The general information on sports in Hong Kong was obtained through district offices of the Urban and Regional Councils and through newspapers, magazines and TV. These sources were indicated by the respondents as their preferred means of getting information on sports in Hong Kong.

The most popular source of information on the various sporting institutes is TV. Other sources are newspapers and radio. Friends and colleagues were also sources of information especially for Ti-College and CSC.

In order to raise awareness of the sporting institutes, there is a need to use the channel which best suits people and which they would use most frequently. Since district offices of the Urban and Regional Councils were the most preferred means, more information should be disseminated through these offices. Radio, newspapers, magazines and TV should also be used. Special attention should be given to the use of these channels for promoting the Ti-College and CSC.

- More information was obtained by respondents who live in HK Island and Kowloon than by those who live in the New Territories and the Outlying Islands.

Overall, the distribution of material should cover all the areas of Hong Kong and where possible should be evenly distributed among the different districts.

Relatively speaking, overall public awareness of the existence of the Sporting Institutes in Hong Kong is low - general awareness of their different roles and responsibilities is even lower. The level of awareness varies somewhat across age, education and occupation groups, but it would appear that all of the Institutes might benefit from a carefully planned and co-ordinated public relations programme. Without such a programme, the role of the Institutes is likely to remain unclear in the minds of the public and ultimately the fiscal decision makers.