RELATIONSHIP BETWEEN BROADCASTING OF
SPORT PROGRAM ON PAY TV
AND SPORT PARTICIPATION

BY

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22nd APRIL, 2010

We hereby recommend that the Honours Project by Mr. KWOK SEN KA entitled “Relationship Between Broadcasting of Sport Program On Pay TV and Sport Participation” be accepted in partial fulfillment of the requirements for the Bachelor of Arts Honours Degree in Physical Education And Recreation Management.

_________________________   _________________________
Prof. Chung Pak Kwong        Prof. Leung Mee Lee

Chief Adviser               Second Reader
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__________________________

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Date: 20th April, 2010
ABSTRACT

Pay TV becomes an addition opinion for the people to have television entertainment. Hence the pay TV companies have more income from subscription fee, they can offer a higher price than free TV to purchase the broadcasting right of sport programs. However, according to more and more sport programs are broadcasting on pay TV only, it is wonder that the situation would affect the sport participation of people. The purpose of this study is to investigate the relationship between subscribers and non-subscribers of pay TV and their sports participation. Two hundred university students were invited to answer a questionnaire. The result of Chi Square Test showed there was a significant frequency difference between the subject who had and hadn’t pay TV and their sport participation hours ($x^2=12.818$, $p=0.025$). And the result of the Pearson Product Moment Coefficient of
Correlation (r) showed that there was significant positive and weak correlation between the hours of watching sport channels on pay TV and the hours of sport participation among the subjects (N=90) (r=0.254, p=0.007).
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Chapter 1

INTRODUCTION

Background

The nature of sports broadcasting has witnessed an tremendous growth with significant changes over the last twenty years (Solberg and Hammervold, 2008). In the past, the wireless broadcasting allowed audience to enjoy television programs without any charges. However, with rapid advancement in cable, digital and the Internet technology, broadcasters in recent years can deliver the programs to their subscribers selectively.

Since popular sports programs and major sports events can attract huge numbers of TV audience, the right of broadcasting in these programs could be a great price competition among the broadcasters (Solberg & Hammervold, 2008). During the 2008 Beijing Summer Olympic Games, the broadcasting fee reached the plateau lump sum at US$1715.0 million, which was about seventeen
times more than 1980 Moscow Summer Olympic Games. In North America, the annual payment fee for watching the National Football League (NFL) and the National Basketball Association (NBA) US$2200 million and US$660 million between 1998 and 2002 (Gratton & Solberg, 2007). In order to gain a high profit margin for maintaining the broadcasting rights, broadcasters generate their revenue from both advertising and audience. In the other words, the viewers need to pay for a subscription fee for watching the sports programs.

Televised sport games can attract new fans and raise the interests among existing fans (Mullin, Hardy and Sutton, 2000). Interest is an important and fundamental element for people to involve in a new event. In order to encourage people to participate in sports activities, being encourage an audience to involve in an exciting game is one of the ways.

There are three licensed paid television companies in total, Hong Kong Cable Television Limited (HKCTV),
PCCW Media Limited (PCCW Media) and TVB Pay Vision Limited (TVB Pay Vision), which provided 42 out of 293 sports channels in Hong Kong (HKBA, 2008). Most of the professional sport team matches and major events such as the Premier League, European Champion, World Cup, NBA, PGA Tour, NFL, Rugby Seven Hong Kong are only broadcast on the pay TV. The biddings process for the broadcasting rights for these popular sports programs among these three companies have been very fiercely competitive.

In Hong Kong, there are two TV companies, Asia Television Limited (ATV) and Television Broadcasts Limited (TVB), which in total provide 4 channels to the public free of charge. To satisfy the diverse interests of a large group of audience, their television programs include a large variety of elements, for instance, movie, news, music, children and documentary etc. According to the official statistics, the number of hours in broadcasting the sports programs is 25.03 hours per week
in four channels (HKBA, 2008).

Statement of Problem

Excitement is always gained in supporting our owned favorite sports team. Unforgettable memories are written when we witness the sport team of our own country achieving a victory. However, the mostly of live match programs are only available on pay TV only. In many countries, most of the household are not subscribe to the pay TV. In 2004, The penetration rate of the pay TV in the United States and the United Kingdom, were 86.3% and 89.7% respectively (Gratton and Solberg, 2007). The penetration rate of pay TV at 2008 was 89.1% in Hong Kong (HKBA, 2008). The figure shows at least 10% of the household do not subscribe to the pay TV, which implying that they cannot enjoy most of the sports program on TV. Apart from people having fewer opportunities to watch the sports programs, there is a risk of reducing interest on sports among the general public. As a result, their sports participation rate
becomes seriously affected.

On the other hand, the broadcasting hour of sport channel in pay TV can be 24 hours a day. It is a great different with free TV as free TV need to fulfill the vary customers and it can’t broadcast the sport all day long. The audiences of pay TV may have more time to watch and enjoy the sport programs. It can be a good media to encourage the sport participation.

Purpose of Study

The purpose of this study is to determine the relationship of the subscriptions in television sports program on pay TV and their physical participations in sports.

Research Hypothesis

There would be a significant difference between the participations in sports of the people who had sports program on pay TV and people who did not have pay TV

Delimitations

The results of the study would be delimited by the
followings:

1. The questionnaire was designed to determine the influence of broadcasting sport on pay TV to the sport participation of the subjects.

2. The study delimited to the male and female students who study in universities in Hong Kong.

3. The questionnaires were distributed to the subjects in February 2010 and collected in March 2010 by the researcher.

Limitations

There were several limitations in the study:

1. The subjects of the study were the university student only. It could not represent the other age group people and people with other occupation in same age group.

2. The study is a short-term study. It was limited because it could not measure change from the period without pay TV to the presence of pay TV.

3. The study is focused on the situation in Hong Kong. It might not be applicable to other regions as there
was a unique situation and development of pay TV in each locale.

4. The sample size is 200 people which only about 0.000028% of Hong Kong total population.

5. Subjects might not answer the questionnaire honestly.

Significance of the Study

Pay TV is one of the products of sport commercialization. The result of the study can ascertain the influence of sport commercialization on sport participation. Promotion of sport on a commercial basis to attract more participators or restrict the development of commercial sport can be a considerable issue determined by the relationship of sport broadcast on pay TV and sport participation.
Chapter 2

REVIEW OF LITERATURE

Sports broadcasting history

The earliest televised professional sports games can be chased back to 1950s in the USA. During that period, the professional sports teams focused on the revenue differences between the income from television and the revenue loss on the reduced attendants (Grantton & Solberg, 2007). In 1950, an American football team, Los Angeles Rams, concluded a contract of broadcasting her six games to Los Angeles area and the sponsorships generated to cover the losses, which resulted from lower attendances due to live broadcasting. Ultimately, the average revenue of the six televised games was only US$42,000 and the average revenue of two non-televised games was US$77,000. As a result, the sponsor company had to pay US$198,000 for compensation.

The losses continued to occur in other sports games broadcasting until 1960s, when the market began to
change. The three major broadcasters in USA started to cover the four major sports which were American football, basketball, baseball and ice-hockey. According to Wenner (1989), there were four factors causing the changes in USA sports broadcasting market in 1960. Firstly, it was the first time that televised games covered most of the American regions. Secondly, the advancement in technology allowed the sports games to be shown showing in slow motion and with colour. It helped to improve the quality of experienced television viewing. Thirdly, the professional sports teams were allowed to negotiate with the broadcasters to upgrade their marketing power. Fourthly, the broadcaster started to promote advertising shots during the games so that their revenue can greatly increase. As the number of audiences and revenue from sports broadcasting were rising, the sports games broadcasting became popular.

At 1980s and early 1990s, there was a great change in sports broadcasting industry, which is the most
significant one ever, due to the raising importance of broadcast demand for sports (Gratton and Solberg, 2007). Competitions in broadcasting rights among sports channels pushed the bidding price up. This is proved by Solberg (2007), that the changes in sports broadcasting industry in Europe were described as following:

“This price escalation has also influenced which broadcasters can broadcast sports programs. Historically, European TV broadcasting was dominated by public service broadcasters (PSBs), which were in a monopoly situation until the mid-1980s, except for the United Kingdom, Italy, and Luxembourg. Therefore, PSBs broadcast sports programs. Recently, a large number of commercial broadcasters have entered the market following the deregulation of European broadcasting in the 1980s. This development paved the way for a fierce competition for popular content among the broadcasters, which in turn explains why European
sports rights fees, in percentages, increased more than on any other continents during this period.”

Pay TV in Hong Kong

There are three domestic licensed pay television companies in Hong Kong, which are Hong Kong Cable Television Limited (HKCTV), PCCW Media Limited (PCCW Media) and TVB Pay Vision Limited (TVB Pay Vision). Out of a total of 2.29 million households in Hong Kong (HKBA, 2008), the number of subscribed households of HKCTV and PCCW Media is 0.917 million and 0.992 million.

Hong Kong Cable Television Limited is the first pay television company in Hong Kong, which established at 1993. Since 1995, the HKCTV experienced in purchasing the rights of broadcasting some popular, profession sports matches and programs, like the English Premier League, UEFA Championship League, Football World Cup, FIVB World Grand Prix, Tennis US Open and Formula One.

Until the presence of PCCW Media Limited in 2004, a competition of broadcasting rights began. PCCW Media
purchased the broadcasting right of Euro 2008, English Premier League 2007-2010, the Spanish First Division Football League 2009-2012, and ESPN etc from HKCTV. Beside the events with professional sports teams, some national events which hold by the International Olympic Committee, like the 2012 London Olympic Games, 2010 Guangzhou Asian Games and 2010 Vancouver Winter Olympic Games, will only be broadcasted on the HKCTV.

Fee on broadcasting rights

According to Jeanrenaud & Kesenne (2006), “Sports broadcasting was both a means for networks go to gain big audiences and an ideal way of raising the profile of events and building team recognition”. With more audiences on the TV channels, the attraction of advertising increased greatly and resulted in calling for a higher price. Moreover, the increasing demand on watching sports programs made people more willing to pay for the sports programs (Solberg and Hammervold, 2008) (please explain the logic. It wasn’t clear to me...
at all). With this economic reason, the broadcasters usually pay a huge figure for broadcasting right in order to bid the popular sports programs.

From the year 2001 to 2002, the European television channels paid 5.5 billion euro for sports broadcasting rights in total (Jeanrenaud & Kesenne, 2006). The National Football League from America cost US$2,200 million for the broadcasting right in North America. Some people may doubt about where the money would go for. Actually, most of the broadcasting fee was going to the bank account of the teams played in the sports program. In English Premier League, there was totally £565.4 million revenue in season 2005 to 2006. The league teams shared the revenue according to their final position in the league. The highest income gained was the Manchester United team, which had £39.4 million (Gratton and Solberg, 2007).

Helland (2007) had an idea about the professional team salary as the following:
“To keep a squad in the professional league, one would have to procure money to pay wages for at least 25 players. And one would have to pay good money to get these lads to give up their day-job. It’s no use going into financial details of such a venture- it just won’t do any good. In my opinion professional football in Norway is a utopian idea. We are simply too few in this country to fill the stadiums week after week. Moreover, money to keep such a venture going would have to come from outside. But from where? This question can now be easily answered: the club did not need to fill the stadiums week after week. Instead, the necessary economic resources came from remote sources and on top of match day revenues- from a modern sport/media complex that developed in Norway and the rest of Europe during the 1970s and 1980s, and which achieved its current structure during 1990s.”

With the great amount of revenue from the broadcasting fee, the sports teams can offer a high salary contract
in order to attract the popular sports star to join. Van Der Burg, T. (1998) stated that the majority of the broadcasting income was spent on players’ salaries. About 60% of the professional club expenditure would budget to pay the wages. The wage bill for Manchester United in season 2006 to 2007 was £92.3 million (Wilson, 2009). The main player of the team can earned over £100,000 per week.

Factors affecting sports participations

Environmental as well as individual factors can influence the people’s involvement and commitment to sports (Mullin, Hardy, S & Sutton, 2000). In Brazil, the successful history of the appearance of international famous stars caused heated atmosphere of football within the country. Being a well-known football player can enjoy a good salary with glories, and thus, improved the poor living standard of the family significantly. It becomes the dream for most of the children to become another football star. Their
enthusiasm in sports create an atmosphere covering the whole community, and hence, influencing the people to participate more in sports within the society.

Randle and Nyland (2008) suggested that there were eight common motivation factors for sports participation, which were eustress, self-esteem, escape, entertainment, economic, aesthetic, group affiliation and family. Watching competition not only fulfill the role of entertainment which leads to stress relief, but also it helps improve self-esteem by allowing viewers to share the glories of their supporting teams. In addition, it provides a great avenue for social bonding, enhancing group and family cohesiveness.

Sport participation and health

Having frequent sport participation was important. It was because sport was benefit to both physically health and mentally health. According to Dwyer and Davis (2005), the frequent exercise and sport could help to
improvement the cardiorespiratory fitness, increase the flexibility, increase muscle strength and muscle endurance. Sport training would also improve the skill-related fitness such as body balance, reaction time, body coordination, agility, speed and power. (how does this paragraph relate to your overall thesis?)

Summary of review of literature

The sport broadcasting history could trace back to the middle of 20 centuries in US. The most concerning point was the revenue from broadcasting business of the team. In despite of the demand on watching sport and improvement of broadcasting technology, the sport broadcasting industry became mature in later 20 centuries. Since the presence sport commercialize, the broadcasting right of sport program became valuable and people were willing to pay to watch the sports program. The situation in Hong Kong was similar to US, but the pay TV was later mature. Watching sport on TV might be one of the motivations to encourage people to
participate in sport. It was important to participate in sport because it was benefit to our health.

Definition of Terms

Pay TV

According to Nichols, Moynahan, Hall, & Taylor (2002), pay TV was defined as television broadcasting in which viewers pay by subscription to watch a particular channel. It included the pay-per-view service and free-to-view service.

Sport program

The sports program in this study was defined as the television programs with sports like matches, competitions, sport news, sport view and sports highlight.

Sport Participation

Sport participation in this study was defined as the physical participation in exercise and sport with the major muscle activity.
Chapter 3

METHOD

The purpose of this study is to investigate the relationship between subscribers and non-subscribers of pay TV and their sports participation. This chapter was divided into the following parts: (a) data collection, (b) subjects; (c) development of the questionnaire, (d) procedures; and (e) method of analysis.

Data Collection

Quantitative method was adopted for the research. A self-reported questionnaire was used for collecting individual level data in this study.

Subjects

The subjects of this research were university students in Hong Kong. All students from diploma programs, associate degree programs, top up degree programs, undergraduate programs and postgraduate programs were the target subjects. The sample size was around 200
Development of the Questionnaire

A self-designed questionnaire was used in this study. It was divided into three parts. In the first part, basic information of the subjects was asked and it included age, gender, family income as well as the name of the institute where they are currently enrolled in. In the second part, questions were related to their preference on watching television, installation of pay TV, the frequency and the amount of time they spent on watching sports programs. In the third part, the questions were concerned with the frequency of sports participations and types of sports that the subjects take part. The questionnaire was written in Chinese and aimed to have direct communication with the subject.

Procedure

The survey was distributed to the subjects between February and March of 2010. Three hundred questionnaires were given out. All results and data were
kept confidentially and anonymous.

Method of Analysis

Data was reported as frequency, percentage, mean and standard deviation and analyzed by the Statistical Package for Social Science (SPSS). Chi Square ($\chi^2$) was used for examining the difference between the frequency in pay TV subscription and sports participation hours. Pearson Production Moment Coefficient of Correlation ($r$) would be used to analyzing the correlation between the hours of watching sport channels on pay TV and the hours of sport participation. An alpha level of $p<0.05$ indicated statistical significance.
Chapter 4

Analysis of Data

Result

The purpose of this study is to investigate the relationship between subscribers and non-subscribers of pay TV and their sports participation. Two hundred questionnaires were collected for this study. Among all the subjects, there were 50% (N=100) male and 50% (N=100) female (Table 1).

Table 1

Frequency and Percentage Distribution of Gender of the Subjects (N=200)

<table>
<thead>
<tr>
<th>Subject’s Gender</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>100</td>
<td>50.0</td>
</tr>
<tr>
<td>Female</td>
<td>100</td>
<td>50.0</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100.0</td>
</tr>
</tbody>
</table>
The age of the subjects were between 18 years old and 28 years old. The mean was 21.1 years old and the standard deviation was ±1.5.

Subjects who were 18 years old was 1% (N=2), 19 years old was 10% (N=20), 20 years old was 26.5% (N=53), 21 years old was 28% (N=56), 22 years old was 20.5% (N=41), 23 years old was 7% (N=12), 24 years old was 4.5% (N=9), 25 years old was 1.5% (N=3), 26 years old was 0.5% (N=1), 28 years old was 0.5% (N=1) (Table 2).

Table 2
The Frequency and Percentage Distribution of Subjects’ Age (N=200)

<table>
<thead>
<tr>
<th>Subjects’ Age</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>19</td>
<td>20</td>
<td>10.0</td>
</tr>
<tr>
<td>20</td>
<td>53</td>
<td>26.5</td>
</tr>
<tr>
<td>21</td>
<td>56</td>
<td>28.0</td>
</tr>
<tr>
<td>22</td>
<td>41</td>
<td>20.5</td>
</tr>
<tr>
<td>23</td>
<td>14</td>
<td>7.0</td>
</tr>
<tr>
<td>24</td>
<td>9</td>
<td>4.5</td>
</tr>
<tr>
<td>25</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>26</td>
<td>1</td>
<td>0.5</td>
</tr>
<tr>
<td>27</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>28</td>
<td>1</td>
<td>0.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100.0</td>
</tr>
</tbody>
</table>
The education backgrounds of the subjects were from nine universities in Hong Kong. Among the subjects, 0.5% (N=1) were from The Chinese University of Hong Kong, 0.5% (N=1) were from The Open University of Hong Kong, 1.5% (N=3) were from The Hong Kong Institute of Education, 1.5% (N=3) were from Hong Kong Shue Yan University, 6% (N=12) were from The Hong Kong University of Science and Technology, 8.5% (N=17) were from The University of Hong Kong, 9.5% (N=19) were from The Hong Kong Polytechnic University, 16.5% (N=33) were from City University of Hong Kong, 55.5% (N=111) were from Hong
Kong Baptist University (Table 3).

Table 3
The Frequency and Percentage Distribution of Subjects’ University (N=200)

<table>
<thead>
<tr>
<th>Subjects’ University</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Chinese University</td>
<td>1</td>
<td>0.5</td>
</tr>
<tr>
<td>of Hong Kong</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Open University</td>
<td>1</td>
<td>0.5</td>
</tr>
<tr>
<td>of Hong Kong</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Hong Kong Institute</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>of Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hong Kong Shue Yan University</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>The Hong Kong University of Science and Technology</td>
<td>12</td>
<td>6.0</td>
</tr>
<tr>
<td>The University of Hong Kong</td>
<td>17</td>
<td>8.5</td>
</tr>
<tr>
<td>The Hong Kong Polytechnic University</td>
<td>19</td>
<td>9.5</td>
</tr>
<tr>
<td>City University of Hong Kong</td>
<td>33</td>
<td>16.5</td>
</tr>
<tr>
<td>Hong Kong Baptist University</td>
<td>111</td>
<td>55.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100.0</td>
</tr>
</tbody>
</table>
The subjects were divided into five family income groups. There were 35.5% (N=71) subjects’ family income were less than $20000, 47.5% (N=95) subjects’ family income were between $20001 and $40000, 14% (N=28) subjects’ family income were between $40001 and $60000, 2.5% (N=5) subjects’ family income were between $60001 and $80000, 0.5% (N=1) subjects’ family income was more than $80000 (Table 4).

Table 4

<table>
<thead>
<tr>
<th>Subjects’ Family Income Group</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Than $20000</td>
<td>71</td>
<td>35.5</td>
</tr>
<tr>
<td>$20001-$40000</td>
<td>95</td>
<td>47.5</td>
</tr>
</tbody>
</table>
Among the subjects, there were 55% (N=110) who have installed pay TV either at home or in their current residence. There were 45% (N=90) of the subjects who didn’t install the pay TV neither at home nor in their current residence (Table 5).

Table 5

The Frequency and Percentage Distribution of Pay TV Installation Among Subject. (N=200)

<table>
<thead>
<tr>
<th>Pay TV Installation Among Subjects</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>110</td>
<td>55.0</td>
</tr>
<tr>
<td>No</td>
<td>90</td>
<td>45.0</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100.0</td>
</tr>
</tbody>
</table>
Among the subjects who have installed pay TV in their current residence (N=110), 66% (N=73) of the subjects installed pay TV from one company, 28% (N=31) of the subjects installed pay TV from two companies and 6% (N=6) of the subjects installed pay TV from three companies (Table 6).

Table 6

The Frequency and Percentage Distribution of the Number of Pay TV Company Installed by One Subject (N=110)

<table>
<thead>
<tr>
<th>Number of Pay TV Company Installed</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Company</td>
<td>73</td>
<td>66.0</td>
</tr>
<tr>
<td>Two Companies</td>
<td>31</td>
<td>28.0</td>
</tr>
<tr>
<td>Three Companies</td>
<td>6</td>
<td>6.0</td>
</tr>
<tr>
<td>Total</td>
<td>110</td>
<td>100.0</td>
</tr>
</tbody>
</table>
The subscription rate of different pay TV company from the subjects (N=110) were, 52.7% (N=58) subjects subscribed to Hong Kong Cable Television Limited (HKCTV), 64.5% (N=72) subjects subscribed PCCW Media Limited, 16.4% (N=18) subjects subscribed to TVB Pay Vision and 4.5% (N=5) subjects subscribed to other pay TV companies (Table 7).

Table 7

<table>
<thead>
<tr>
<th>Pay TV Company</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HKCTV</td>
<td>58</td>
<td>52.7</td>
</tr>
<tr>
<td>PCCW Media Limited</td>
<td>72</td>
<td>64.5</td>
</tr>
<tr>
<td>TVB Pay Vision</td>
<td>18</td>
<td>16.4</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td>4.5</td>
</tr>
</tbody>
</table>
Among the subjects who have installed pay TV (N=110), there were 86.4% (N=95) of the subjects subscribed to the sport channel in pay TV, and 13.6% (N=15) of subjects didn’t subscribe to sport channel in pay TV (Table 8).

Table 8
The Frequency and Percentage Distribution of Subjects Subscribed Sport Channel on Pay TV (N=110)

<table>
<thead>
<tr>
<th>Subscription of Sport Channel</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>95</td>
<td>86.4</td>
</tr>
<tr>
<td>No</td>
<td>15</td>
<td>13.6</td>
</tr>
<tr>
<td>Total</td>
<td>110</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Among the subjects with the pay TV (N=110), they was
sub-divided into six categories based on the hours of watching sport program on pay TV. 33.6% (N=37) of the subjects never watched the sport programs on pay TV. 39.1% (N=43) of the subjects watched sport program on pay TV for one to three hours per week. 12.8% (N=14) of the subjects watched sport program on pay TV for four to six hours per week. 9.1% (N=10) of the subjects watched sport program on pay TV for seven to nine hours per week. 1.8% (N=2) of the subjects watched sport program on pay TV for ten to twelve hours per week. 3.6% (N=4) of the subjects watched sport program on pay TV for more than twelve hours per week (Table 9).

Table 9
The Frequency and Percentage Distribution of Number of Hours of Subjects Watching Sport Program on Pay TV Per Week (N=110)

<table>
<thead>
<tr>
<th>Number Hours of Watching Sport Channel on Pay TV per Week (Hours)</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>37</td>
<td>33.6</td>
</tr>
<tr>
<td>1-3</td>
<td>43</td>
<td>39.1</td>
</tr>
<tr>
<td>4-6</td>
<td>14</td>
<td>12.8</td>
</tr>
<tr>
<td>7-9</td>
<td>10</td>
<td>9.1</td>
</tr>
<tr>
<td>10-12</td>
<td>2</td>
<td>1.8</td>
</tr>
</tbody>
</table>
The subjects who had pay TV (N=110) were usually watching the different type of sports. 54.5% (N=60) of subjects who had pay TV were usually watching football. 32.7% (N=36) of subjects who had pay TV were usually watching basketball. 15.5% (N=17) of subjects who had pay TV were usually watching volleyball. 13.6% (N=15) of subjects who had pay TV were usually watching tennis. 12.7% (N=14) of subjects who had pay TV were usually watching badminton (Table 10).

Table 10

The Frequency and Percentage Distribution of the Type of Sport Which the Subjects with Pay TV Usually Watched (N=110)
<table>
<thead>
<tr>
<th>Type of Sport</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football</td>
<td>60</td>
<td>54.5</td>
</tr>
<tr>
<td>Basketball</td>
<td>36</td>
<td>32.7</td>
</tr>
<tr>
<td>Volleyball</td>
<td>17</td>
<td>15.5</td>
</tr>
<tr>
<td>Tennis</td>
<td>15</td>
<td>13.6</td>
</tr>
<tr>
<td>Badminton</td>
<td>14</td>
<td>12.7</td>
</tr>
<tr>
<td>Snooker</td>
<td>10</td>
<td>9.1</td>
</tr>
<tr>
<td>Table Tennis</td>
<td>9</td>
<td>8.2</td>
</tr>
<tr>
<td>Swimming</td>
<td>7</td>
<td>6.4</td>
</tr>
<tr>
<td>Gymnastics</td>
<td>5</td>
<td>4.5</td>
</tr>
<tr>
<td>Athletic</td>
<td>5</td>
<td>4.5</td>
</tr>
<tr>
<td>Rugby</td>
<td>4</td>
<td>3.6</td>
</tr>
<tr>
<td>Handball</td>
<td>2</td>
<td>1.8</td>
</tr>
<tr>
<td>Racing</td>
<td>2</td>
<td>1.8</td>
</tr>
<tr>
<td>Squash</td>
<td>2</td>
<td>1.8</td>
</tr>
<tr>
<td>Golf</td>
<td>1</td>
<td>0.9</td>
</tr>
<tr>
<td>Bowling</td>
<td>1</td>
<td>0.9</td>
</tr>
<tr>
<td>Others</td>
<td>2</td>
<td>1.8</td>
</tr>
</tbody>
</table>

There were six main reasons cited among the subjects
who didn’t subscribe to pay TV (N=90). There were 27.3% (N=30) of the subjects expressed no interest in the program of pay TV, 53.3% (N=48) of the subjects believed the fee of pay TV was too high, 4.4% (N=4) of the subjects’ living area didn’t have pay TV network coverage, 20% (N=18) of the subjects’ family opposed to the installation of pay TV, 46.7% (N=42) of subjects stated there was no free time to watch the pay TV, and 1.1% (N=1) of subjects didn’t install pay TV due to other factors (Table 11).

Table 11
The Frequency and Percentage Distribution of the Category Reasons of Subjects Didn’t Subscribe Pay TV (N=90)

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Frequency</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Interest to the Program</td>
<td>30</td>
<td>27.3</td>
</tr>
<tr>
<td>High Fee</td>
<td>48</td>
<td>53.5</td>
</tr>
<tr>
<td>No network Cover</td>
<td>4</td>
<td>4.4</td>
</tr>
<tr>
<td>Oppose from the Family</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>Not Free to Watch</td>
<td>42</td>
<td>46.7</td>
</tr>
<tr>
<td>Others</td>
<td>1</td>
<td>1.1</td>
</tr>
</tbody>
</table>
Besides pay TV, the subject (N=200) could also watch the sport program from other channels. There were 63% (N=126) of the subjects watched sport program on free TV, 58% (N=96) of the subjects watched sport program on the Internet, 17.5% (N=35) of the subjects watched sport program on pay TV at other places apart from their current residence, 20.5% (N=41) of the subjects didn’t watch sport program from other channels (Table 12).

Table 12
The Frequency and Percentage Distribution of the Subjects Watching Sport Program From Other Channel beside Pay TV (N=200)
<table>
<thead>
<tr>
<th>Channels</th>
<th>Frequency</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free TV</td>
<td>126</td>
<td>63</td>
</tr>
<tr>
<td>Internet</td>
<td>96</td>
<td>48</td>
</tr>
<tr>
<td>Other Place With Pay TV</td>
<td>35</td>
<td>17.5</td>
</tr>
<tr>
<td>No</td>
<td>41</td>
<td>20.5</td>
</tr>
</tbody>
</table>

The hours of the sport participation per week within recent two months of the subjects (N=200) were divided into six groups. There were 11.5% (N=23) of the subjects who didn’t take part in any sports activities, 34% (N=68) of subjects spent one to two hours on sports, 27.5% (N=55) of subjects spent three to four hours for sport participation, 16.0% (N=32) of subjects had five to six hours for sport participation (Table 13).
The Frequency and Percentage Distribution of the Hours of Sport Participation of Subjects

<table>
<thead>
<tr>
<th>Hours Per Week</th>
<th>Have Pay TV (N=110)</th>
<th>Don’t Have Pay TV (N=90)</th>
<th>Total (N=200)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>F</td>
<td>%</td>
<td>F</td>
</tr>
<tr>
<td>0</td>
<td>8</td>
<td>7.3</td>
<td>15</td>
</tr>
<tr>
<td>1-2</td>
<td>32</td>
<td>29.1</td>
<td>36</td>
</tr>
<tr>
<td>3-4</td>
<td>31</td>
<td>28.2</td>
<td>24</td>
</tr>
<tr>
<td>5-6</td>
<td>22</td>
<td>20.0</td>
<td>10</td>
</tr>
<tr>
<td>7-8</td>
<td>7</td>
<td>6.4</td>
<td>3</td>
</tr>
<tr>
<td>&gt;8</td>
<td>10</td>
<td>9.1</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>110</td>
<td>100.0</td>
<td>90</td>
</tr>
</tbody>
</table>

F=Frequency  %=Percentage

![Pie chart for those who have Pay TV](image1)

![Pie chart for those who don't have Pay TV](image2)
Among all the subjects (N=200), 34% (N=68) of the subjects participated in football and badminton games, 26.5% (N=55) of the subjects participated in basketball games, 15.5% (N=31) of the subjects played volleyball games or worked out in the gyms (Table 14).

Table 14
The Frequency and Percentage Distribution of the Type of Sport Participated by Subjects Usually Have Pay TV Don’t Have Pay TV Total (N=200)

<table>
<thead>
<tr>
<th>Type of Sport</th>
<th>F</th>
<th>%</th>
<th>F</th>
<th>%</th>
<th>F</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basketball</td>
<td>47</td>
<td>42.7</td>
<td>21</td>
<td>23.3</td>
<td>68</td>
<td>34.0</td>
</tr>
<tr>
<td>Football</td>
<td>36</td>
<td>32.7</td>
<td>17</td>
<td>18.9</td>
<td>53</td>
<td>26.5</td>
</tr>
<tr>
<td>Volleyball</td>
<td>19</td>
<td>17.3</td>
<td>11</td>
<td>12.2</td>
<td>30</td>
<td>15.5</td>
</tr>
<tr>
<td>Handball</td>
<td>6</td>
<td>5.5</td>
<td>3</td>
<td>3.3</td>
<td>9</td>
<td>4.5</td>
</tr>
<tr>
<td>Tennis</td>
<td>6</td>
<td>5.5</td>
<td>4</td>
<td>4.4</td>
<td>10</td>
<td>5.0</td>
</tr>
<tr>
<td>Badminton</td>
<td>32</td>
<td>29.1</td>
<td>36</td>
<td>40.0</td>
<td>68</td>
<td>34.0</td>
</tr>
<tr>
<td>Table Tennis</td>
<td>11</td>
<td>10.0</td>
<td>10</td>
<td>11.1</td>
<td>21</td>
<td>10.5</td>
</tr>
<tr>
<td>Squash</td>
<td>5</td>
<td>4.6</td>
<td>3</td>
<td>3.3</td>
<td>8</td>
<td>4.0</td>
</tr>
<tr>
<td>Swimming</td>
<td>15</td>
<td>13.7</td>
<td>11</td>
<td>12.2</td>
<td>26</td>
<td>13.0</td>
</tr>
</tbody>
</table>
From the result of Chi Square test on the pay TV installation among the subjects (N=200) and their hours of sport participation, there was a significant frequency difference between the subject who had and hadn’t pay TV and their sport participation hours.
Table 15

Chi Square Test on the Pay TV Installation Among the Subject and Their Hours of Sport Participation

<table>
<thead>
<tr>
<th>Value</th>
<th>df</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi</td>
<td>12.818(a)</td>
<td>5</td>
</tr>
</tbody>
</table>

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.50. 

* p<0.05

Pearson’s Correlation Test was used for analyzing the correlation between the hours of watching sport channels on pay TV and the hours of sport participation among the subjects who had pay TV installed in their living area. The result showed that there was significant positive but weak correlation between the hours of watching sport channels on pay TV and the hours of sport participation among the subjects (r=0.254, p=0.007). (Table 16)

Table 16

Pearson’s Correlation Test of the hours of watching sport channel on pay TV and the hours of sport participation among the subjects (N=110)

<table>
<thead>
<tr>
<th>Correlation</th>
<th>r</th>
<th>r²</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>between TV hours</td>
<td>0.254</td>
<td>0.065</td>
<td>0.007**</td>
</tr>
</tbody>
</table>
Discussion

The aim of the study was to investigate the relationship between subscribers and non-subscribers of pay TV and their sports participation. It examined whether there was any difference on the hours of sport participation between the subjects who had pay TV and those who didn’t have pay TV. It also examined the preference of watching pay TV and sport channel of the university student in Hong Kong.

From the statistical analysis, there was a significant frequency difference on the sport participation hours between the two groups of subjects ($\chi^2=12.818$, $p<0.05$).

In addition, the Pearson’s Correlation Test, was used to examine the relationship between the hours of watching sport program on pay TV and the hours of the sport participation. The result of the test showed there was a weak but nevertheless positive correlation between these two factors ($r=0.254$, $p<0.05$).
In Hong Kong, increasingly more and more sport programs are being broadcast on the pay TV instead of on the free TV channels. People are required to pay in order to watch most of the popular sport programs and competitions. Also, the sport channel was one of the important promotion items for the pay TV companies to attract the people subscribe to the companies.

According to the analysis above, subjects who like to take part in sports might be more inclined to watch sport programs on pay TV. Therefore, the rate of sport participation might reflect the subscription rate of pay TV in Hong Kong. However, the result of this study does not show the subscription of pay TV and the sport participation had a cause and effect relationship. It couldn’t prove that watching sport channel on pay TV would increase the people sport participation hours and vice versa.

There was over 50% of subjects, who didn’t subscribe pay TV, stated that the high subscription fee was one
of the factor to design not to install the pay TV.

According to HKBA (2008), the basic subscription fee with sport channels of HKCTV, PCCW Media and TVB Pay Vision were $369, $198 and $218 per month. The average price of these companies was around $262. Compare with the figure in European countries, only UK, Greece, Spain and Italy had the higher pay TV subscription price than Hong Kong (Padilla, Bennett & Koevoets, 2007).

Therefore, Hong Kong people were burden a relatively high price on pay TV.

The result of the study might also explain that the people who like to participate in sport were also like to watch the sport programs. Both of them might have an interaction effect. Therefore, TV sport program was a very useful tool to increase the motivation of sport participation for the people. To promote health and exercise lifestyle, family education to the children was essential and built up the interest of sport by watching TV sport programs with the children could be
an effective way.

The monthly fee of pay TV was cited as one of the most important factors that affected the subjects’ desire to subscribe to pay TV. Fee increase of the pay TV was often observed when a company acquired a new broadcasting right of popular events or programs. The increase in subscription fee of pay TV has closely followed the ever-rising cost of broadcasting right steadily over the years. These fee hike can be a significant financial burden for families of low income. However, it is important to note that while increasing subscription fee might dampen people’s desire to install pay TV, it does not necessarily lead to any changes in their sport participation hours.

Currently, the main competitor of pay TV is free TV. However, in recent years, the Internet is becoming a new powerful player in capturing the market share of sports broadcast. Increasingly, more people are watching the sport channels and sports live broadcasts
through the overseas websites or networks. In this survey, 48% of the subjects had watched sport program via the Internet. Although the broadcasting quality of Internet remains to be improved, the most attractive feature of watching sports events or programs via the Internet was that it was offered free of charge to the viewers. Hence, people who didn’t subscribe to pay TV might have other readily available alternatives such as the Internet to watch sport programs.

The subjects of this study were students who were enrolled in different universities which had various policy on physical education program. Some universities mandated physical education as part of the undergraduate curriculum and as a result, the sport participation hours of the subjects from these institutes might be higher than the others. Therefore, it is important to notice that the sport participation hours might be a result of compulsory physical education program and might not be directly related to the amount
of time spent on watching sports program on pay TV.
Chapter 5

Summary and Conclusion

Summary of Result

The aim of the study was to investigate the relationship between subscribers and non-subscribers of pay TV and their sports participation. It examined whether there was a difference of university students’ sport participation hours between the subjects who had and those who had no subscription to pay TV in Hong Kong.

Of the 250 questionnaires sent out, a total of 200 questionnaires were collected from 100 males and 100 females, all of the subjects were university students. Personal information, preference of watching pay TV and sport participation information was recorded, and the data was analyzed by the Statistical Package of Social Science (SPSS). Chi Square Test ($\chi^2$) and Pearson Product Moment Coefficient of Correlation (r) was used, and a 0.05 level of significance was set.

The Chi Square Test was used to test whether there was
a significant frequency difference of the sport participation hours between the subjects who had installed pay TV (N=110) and those who didn’t install pay TV (N=90). The result showed there was a significant frequency difference between the subject who had and hadn’t pay TV and their sport participation hours ($\chi^2=12.818$, $p=0.025$).

The Pearson Product Moment Coefficient of Correlation ($r$) was used to test the relationship between the hours of watching sport program on pay TV and hours of sport participation per week of the subjects who had installed pay TV. The result showed that there was significant positive and weak correlation between the hours of watching sport channels on pay TV and the hours of sport participation among the subjects (N=90) ($r=0.254$, $p=0.007$).

Conclusion

From this study, it was found that there was a significant frequency difference on the hours of sports
participations between subscribers and non-subscribers to pay TV.

Recommendation of Further Study

1. The target subjects of the study were only the university students and thus further study should be performed on other social groups.

2. The study could not determine the causal relationship between the pay TV subscription and the sport participation hours. Further study should focus on the difference of sport participation hours of the people before and after the installation the pay TV.


Media relations in sport, pp. 43, 47. Morgantown, WV: United States: Fitness Information Technology, Inc. p43, 47


APPENDIX
Hong Kong Baptist University
Physical Education and Recreation Management Program
Questionnaire

The aim of this questionnaire was to investigate the relationship between most of the sport programs were only broadcasting on pay TV and the sport participation of the public. The collected data was using on research purpose only. All personal information was kept confidentially and anonymous.

Part A

1. Gender
   - [ ] Male
   - [ ] Female

2. Age
   __________

3. Institute or University which you are studying
   - [ ] The Chinese University of Hong Kong
   - [ ] Hong Kong Baptist University
   - [ ] The Hong Kong Polytechnic University
   - [ ] City University of Hong Kong
   - [ ] The Hong Kong University of Science and Technology
   - [ ] The Hong Kong Institute of Education
   - [ ] Lingnan University
   - [ ] The Open University of Hong Kong
   - [ ] Hong Kong Shue Yan University
   - [ ] The University of Hong Kong
   - [ ] Others: __________________________

4. The Average family Monthly Income (Hong Kong Dollar)
   - [ ] Less than $20000
   - [ ] $20001-$40000
   - [ ] $40001-$60000
   - [ ] $60001-80000
   - [ ] More than 80000

Part B

5. Do you have pay TV at your home?
6. Do you have pay TV at your living place (eg. Hall)
  □ Yes    □ No

(If both answers of question 5 & 6 are no, please go to question 11)

7. Which pay TV companies do you subscribe? (can have more than one choice)
  □ Hong Kong Cable Television Limited (HKCTV)
  □ PCCW Media Limited
  □ TVB Pay Vision Limited
  □ Others: __________

8. Do your pay TV subscription plan have sport channel?
  □ Yes    □ No

9. The average hour of watching sport program on pay TV per week?
  □ Never    □ 1-3 Hours    □ 4-6 Hours
  □ 7-9 Hours    □ 10-12 Hours    □ More than 12 Hours

10. The sport event(s) you always watch on pay TV: (can have more than one choice)
    □ Basketball    □ Football    □ Volleyball    □ Handball
    □ Tennis    □ Badminton    □ Table Tennis    □ Squash
    □ Swimming    □ Gymnastics    □ Athletics    □ Racing
    □ Golf    □ Rugby    □ Bowling    □ Snooker
    □ Others: ____________________________________________
    (Please go to Question 12)

11. The reason(s) of not subscribe pay TV (can have more than one choice)
    □ No interest to the program    □ High subscription fee
    □ No network cover    □ Opposed by family
    □ No time to watch    □ Others: ___________________________________
12. Do you watch the sport programs in other ways: (can have more than one choice)

- [ ] Free TV
- [ ] Internet
- [ ] Go to other place with pay TV
- [ ] No
- [ ] Others: ____________________

Part C

13. In the past two months, your average sport participation hour per week was:

- [ ] No
- [ ] 1-2 Hours
- [ ] 3-4 Hours
- [ ] 5-6 Hours
- [ ] 7-8 Hours
- [ ] 9-10 Hours
- [ ] 11-12 Hours
- [ ] 13-14 Hours
- [ ] More than 14 hours

14. The sport event(s) which you always participates in (can have more than one choice)

- [ ] Basketball
- [ ] Football
- [ ] Volleyball
- [ ] Handball
- [ ] Tennis
- [ ] Badminton
- [ ] Table Tennis
- [ ] Squash
- [ ] Swimming
- [ ] Gymnastics
- [ ] Athletics
- [ ] Racing
- [ ] Golf
- [ ] Rugby
- [ ] Snooker
- [ ] Gym
- [ ] Bowling
- [ ] Others: ____________________

The End
香港浸會大學體育及康樂管理課程問卷

是次問卷調查的目的是研究大部分的體育節目只在收費電視播放對於大眾的運動參與的關係，所收集的資料只作研究用途，而個人資料會絕對保密。

甲部分

1. 性別
   □男  □女

2. 年齡
   ________

3. 現在就讀的院校
   □香港中文大學  □香港浸會大學  □香港理工大學
   □香港城市大學  □香港科技大學  □香港教育學院
   □香港嶺南大學  □香港公開大學  □香港樹仁大學
   □其他:  ________________

4. 家庭平均每月的總收入(港幣)
   □少於$20000  □$20001-$40000  □$40001-$60000
   □$60001-80000  □多於$80000

乙部分

5. 在你的家中有沒有安裝收費電視?
   □有  □沒有

6. 在你的居住(如宿舍)地方有沒有安裝收費電視?
   □有  □沒有
   (如第5及第6條的答案皆是沒有,請跳到第11條)

7. 你所安裝的是哪一家收費電視台?(可選擇多項)
   □有線電視  □Now寬頻電視  □無線收費電視
   □其他:  __________
8. 你所使用的收費電視計劃有沒有包括體育頻道？
   □有    □沒有

9. 平均每週在收費電視收看體育節目的時數是:
   □從不    □1-3 小時    □4-6 小時
   □7-9 小時 □10-12 小時 □12 小時以上

10. 常收看的運動項目是(可選擇多項):
    □籃球    □足球    □排球    □手球    □網球    □羽毛球    □乒乓球
    □壁球    □游泳    □體操    □田徑    □賽車    □高爾夫球    □欖球
    □保齡球    □桌球    □其他:_____________________
    (請跳到第 12 條)

11. 沒有安裝收費電視的原因(可選擇多項):
    □對節目沒有興趣    □收費昂貴    □沒有網絡覆蓋
    □家人反對    □沒有時間收看    □其他:_____________________

12. 你有沒有從以下途徑收看體育節目:
    □免費電視    □網上電視    □到其他地方收看收費電影
    □沒有    □其他:_____________________

丙部分

13. 過去兩個月內，平均一星期的運動時數是:
    □完全沒有    □1-2 小時    □3-4 小時    □5-6 小時
    □7-8 小時    □9-10 小時    □11-12 小時    □13-14 小時
    □14 小時以上

14. 你經常參與的運動有(可選擇多項):
    □籃球    □足球    □排球    □手球    □網球    □羽毛球    □乒乓球
    □壁球    □游泳    □體操    □田徑    □賽車    □高爾夫球    □欖球
    □桌球    □健身    □保齡球    □其他:_____________________

全卷完