

## Annex 1: Samples of Blank Questionnaires

### 1. Questionnaire

NO POSTAGE  
STAMP  
NECESSARY IF  
POSTED IN  
HONG KONG  
如在本港投寄  
毋須貼上郵票

WEST KOWLOON CULTURAL DISTRICT AUTHORITY

FREEPOST NO. 37  
西九文化區管理局 回郵編號: 37

WEST KOWLOON CULTURAL DISTRICT AUTHORITY

FREEPOST NO. 37  
西九文化區管理局 回郵編號: 37

WEST KOWLOON CULTURAL DISTRICT AUTHORITY

CULTURAL DISTRICT

Stretch your imagination  
Share your dreams

Name: \_\_\_\_\_

\_\_\_\_\_

Please specify whether you agree that this completed questionnaire can be made available for public perusal with your name on it: (Please tick one box)

Yes, I agree.       No, I do not agree.

The feedback collected from this questionnaire will be used by the West Kowloon Cultural District Authority (the WKCD Authority) or by Government bureaux / departments for all lawful purposes relating to the functions, projects or activities of the WKCD Authority. The feedback may also be published or made available for public perusal.

You have the right to request access to and to request the correction of your personal data held by the WKCD Authority and if you have any questions, please contact Ms Joyce Chan at telephone number 2895 0106.

**Profile of Respondent**

**Important Note:**  
Information collected from this Profile will be used internally by the WKCD Authority or by Government bureaux / departments for analytical / survey purposes in connection with the functions, projects or activities of the WKCD Authority, and will not be made available for public perusal.

Provision of the information below will assist the WKCD Authority to determine the profile of respondents as a group:

Age:

Under 18       18-30       31-45  
 46-60       61-70       71 or above

Gender:

Male       Female

Area of Residence:

HK Island       Kowloon  
 New Territories       Outlying Islands  
 Mainland (please specify province): \_\_\_\_\_

Overseas (please specify country/region): \_\_\_\_\_

Level of Education:

No formal schooling       Primary  
 Secondary       Post secondary  
 University or above

Occupation (please specify): \_\_\_\_\_

Have you been to any arts / cultural facilities (including libraries, museums, exhibitions and cultural performances) in the past 12 months (both in Hong Kong, mainland and overseas)?

Yes       No

(If yes, please indicate frequency):

1 - 3 times       4 - 6 times       7 times or more

Thank You for Your Participation!



## 2. Questionnaire (for Face-to-Face Interview with Hong Kong Residents)

### Note to Respondent:

In this questionnaire, the West Kowloon Cultural District Authority (the WKCD Authority) aims to collect the views of member of the public who has not answered the questionnaire during the Stage 1 Public Engagement (PE) period (from 8 October 2009 to 7 January 2010) on aspirations and expectations for the West Kowloon Cultural District (WKCD).

### Screening Questions

- Q.(i) Are you a local citizen residing in Hong Kong?  Yes  No  
 Q.(ii) Are you over 18 years old?  Yes  No  
 Q.(iii) Have you answered this questionnaire on the planning of the WKCD before?  Yes  No

#### Screening Criteria:

- If the answer to Q(i) is "Yes", proceed to Q(ii).
- If the answer to Q(ii) is "Yes", proceed to Q(iii).
- If the answer to Q(iii) is "No", start the questionnaire below.
- For answers different to the above 3 check-point rules, case will be considered as "invalid cases".

### Questionnaire

In order to present you with three options of the Conceptual Plan for the WKCD, we would like to know your aspirations and expectations on the WKCD.

#### 1. Overall look

**What do you think should characterise the overall look of the WKCD?**

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**The following are some possible references.**

**If you like, you may also indicate your preferences:**

	Most Preferred	Preferred	Neutral	Least Preferred	Not Preferred at all	No comment
(a) Harmonising with the harbour-front and the ridgelines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Distinct from and in contrast to its surrounding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Exhibiting a green setting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Presenting an urban setting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Showcasing Hong Kong's unique local and traditional characteristics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) An innovative mix of local and international features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) Others						

**2. Ambience**

**What ambience would you like to experience in the WKCD?**

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**The following are some possible suggestions. If you like, you may also indicate your preferences:**

	Most Preferred	Preferred	Neutral	Least Preferred	Not Preferred at all	No comment
(a) Relaxing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Exciting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Traditional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Contemporary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Inviting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) Inspiring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) Others	<hr/>					

**3. Facilities and Activities**

**Apart from the arts and cultural facilities, the WKCD will feature a mix of residential, commercial and hotel developments. To help determine the location of the arts and cultural facilities and make them convenient and attractive to visitors, please indicate which of the following facilities you would more likely visit: (You may tick more than one box)**

**a) Arts and cultural facilities:**

- Museum
- Theatres
- Concert Halls
- Xiqu Centre
- Mega Performance Venue
- Exhibition Centre
- Learning-related facilities

**b) Public and retail-dining-entertainment facilities:**

- Public Open Space
- Parks
- Promenade
- Shops
- Restaurants/Cafes
- Entertainment Facilities

**c) What other facilities or activities, if any, would you like to be provided within the WKCD?**

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**4. Programmes and Education-related Activities**

**Do you have any views on the provision of programmes (e.g. performances and exhibitions) and educational activities to be provided in the future in the WKCD?**

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### 5. Travelling to and from the WKCD

The WKCD will be accessible from all directions and be provided with different modes of transport. Please tick the box(es) below to indicate the direction(s) from which you would most likely go to the WKCD: (You may tick more than one box)

North  
For example:  
- North Kowloon  
- New Territories  
- Pearl River Delta  
- Mainland

West  
For example:  
- Lantau Island  
- Hong Kong International Airport

East  
For example:  
- Tsim Sha Tsui  
- Jordan  
- Kowloon Park  
- Other districts in Kowloon East

South  
For example:  
- Hong Kong Island  
- Other Outlying Islands

a) Which existing means of transport would you use to access the WKCD? (You may tick more than one box)

- MTR  
  Train  
  Bus  
  Minibus  
  Taxi  
  Private Car  
  Ferry  
  On foot  
 Other (please specify): \_\_\_\_\_

b) Do you have any further views / suggestions to improve the access to the WKCD?

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Name:

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Please specify whether you agree that this completed questionnaire can be made available for public perusal with your name on it: (Please tick one box)

- Yes, I agree.  
 No, I do not agree.

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### **Profile of Respondent**

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#### **Age:**

- Under 18                       18-30                       31-45                       46-60                       61-70  
 71 or above

#### **Gender:**

- Male                       Female

#### **Area of Residence:**

- HK Island  Kowloon                       New Territories                       Outlying Islands  
 Mainland (please specify province):

Overseas (please specify country):

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#### **Level of Education:**

- No formal schooling                       Primary                       Secondary                       Post secondary                       University or above

**Occupation** (please specify):

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**Have you been to any arts / cultural facilities (including libraries, museums, exhibitions and cultural performances) in the past 12 months (both in Hong Kong, mainland and overseas)?**

- Yes                       No

(If yes, please indicate frequency):

- 1-3 times                       4-6 times                       7 times or more

**Thank You for Your Participation!**

### 3. Questionnaire (for Face-to-Face Interview with Visitors to Hong Kong)

#### Note to Respondent:

In this questionnaire, the West Kowloon Cultural District Authority (the WKCD Authority) aims to collect the views of the tourists in Hong Kong during the Stage 1 Public Engagement (PE) period (from 8 October 2009 to 7 January 2010) on aspirations and expectations for the West Kowloon Cultural District (WKCD).

#### Screening Questions

- Q(i) Are you a local citizen residing in Hong Kong?  Yes  No
- Q(ii) If you are a tourist in Hong Kong, which country do you come from?  
 Mainland China  Taiwan  Japan  Korea  USA  Others: \_\_\_\_\_ (please specify)
- Q(iii) Are you over 18 years old?  Yes  No
- Q(iv) Have you answered this questionnaire on the planning of the WKCD before?  Yes  No

#### Screening Criteria:

- If the answer to Q(i) is "No", proceed to Q(ii).
- If the answer to Q(iii) is "Yes", proceed to Q(iv).
- If the answer to Q(iv) is "No", start the questionnaire below.
- For answers different to the above 3 check-point rules, case should be considered as "invalid cases".

#### Questionnaire

In order to present you with three options of the Conceptual Plan for the WKCD, we would like to know your aspirations and expectations on the WKCD.

##### 1. Overall look

**What do you think should characterise the overall look of the WKCD?**

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**The following are some possible references. If you like, you may also indicate your preferences:**

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(c) Exhibiting a green setting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Presenting an urban setting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Showcasing Hong Kong's unique local and traditional characteristics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) An innovative mix of local and international features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) Others						



## 2. Ambience

**What ambience would you like to experience in the WKCD?**

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**The following are some possible suggestions. If you like, you may also indicate your preferences:**

	Most Preferred	Preferred	Neutral	Least Preferred	Not Preferred at all	No comment
(a) Relaxing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Exciting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Traditional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Contemporary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Inviting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) Inspiring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) Others						

## 3. Facilities and Activities

**Apart from the arts and cultural facilities, the WKCD will feature a mix of residential, commercial and hotel developments. To help determine the location of the arts and cultural facilities and make them convenient and attractive to visitors, please indicate which of the following facilities you would more likely visit: (You may tick more than one box)**

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- Museum                       Theatres                       Concert Halls  
 Xiqu Centre                       Mega Performance Venue  
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### b) Public and retail-dining-entertainment facilities:

- Public Open Space     Parks     Promenade     Shops     Restaurants/Cafes  
 Entertainment Facilities

### c) What other facilities or activities, if any, would you like to be provided within the WKCD?

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## 4. Programmes and Education-related Activities

**Do you have any views on the provision of programmes (e.g. performances and exhibitions) and educational activities to be provided in the future in the WKCD?**

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**Do you have any further views / suggestions to enhance travelling within the WKCD?**

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**7. Planning Design Principles**

**A set of planning design principles (creativity, accessibility, connectivity, integration, vibrancy, uniqueness, and sustainability) will guide the future development of the WKCD.**

**Do you have any views on these principles?**

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 71 or above

#### **Gender:**

- Male                       Female

#### **Area of Residence:**

Mainland (please specify province): \_\_\_\_\_

Overseas (please specify country): \_\_\_\_\_

#### **Level of Education:**

- No formal schooling     Primary                       Secondary     Post secondary     University or above

**Occupation:** (please specify): \_\_\_\_\_

**Have you been to any arts / cultural facilities (including libraries, museums, exhibitions and cultural performances) in the past 12 months (both in Hong Kong, mainland and overseas)?**

- Yes                                       No

(If yes, please indicate frequency):

- 1-3 times     4-6 times     7 times or more

**Thank You for Your Participation!**