## Annex 3: Results of Face-to-Face Interviews with Hong Kong Residents[86]

Q1: Overall Look – What do you think should characterise the overall look of the WKCD?

a)   Harmonising with the harbour-front and the ridgelines

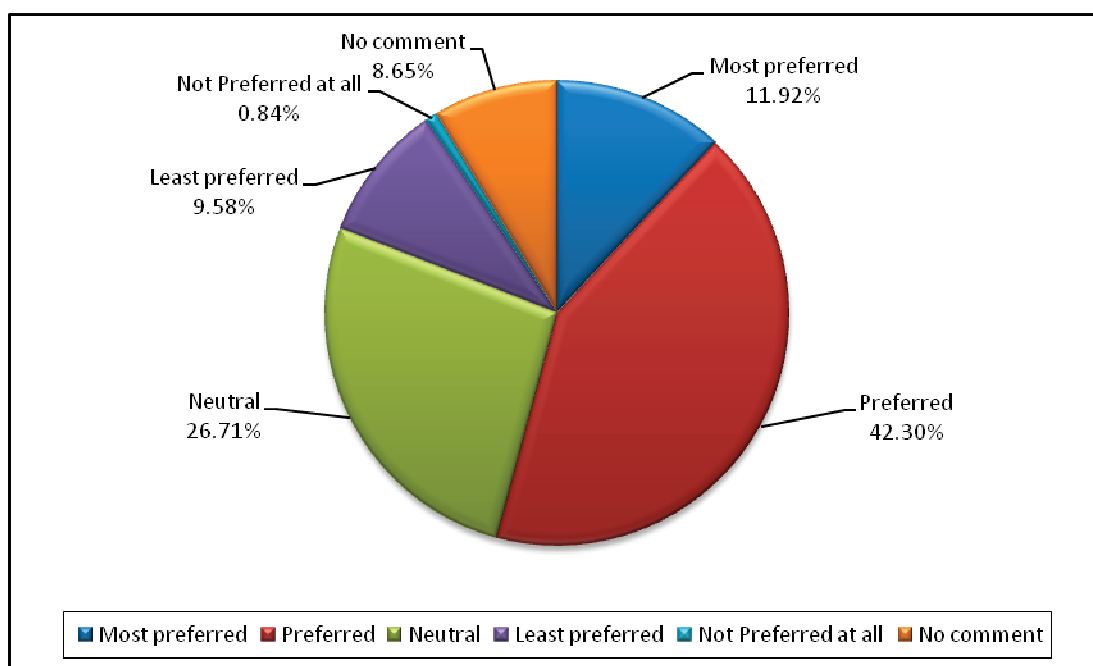|	Frequency	Percentage
Most preferred	276	12.19
Preferred	1,185	52.32
Neutral	479	21.15
Least preferred	73	3.22
Not preferred at all	9	0.40
No comment[87]	241	10.64
Don't know[88]	2	0.09
Total	2,265	100.00

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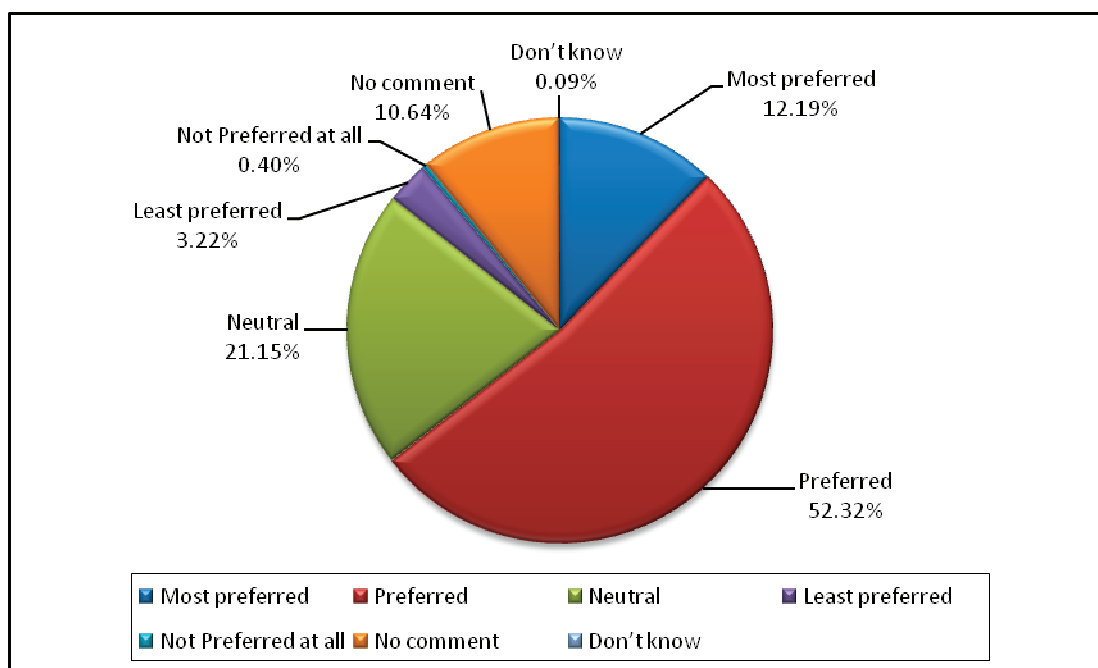
86. There is not any quantitative analysis for Questions 4 and 7 as they are a part of the qualitative analysis.
87. A response would be classified as "No comment" if the respondent did not have any comment for a question.
88. A response would be classified as "Don't know" if the respondent did not know much about a question.

b) Distinct from and in contrast to its surrounding

	Frequency	Percentage
Most preferred	270	11.92
Preferred	958	42.30
Neutral	605	26.71
Least preferred	217	9.58
Not preferred at all	19	0.84
No comment[89]	196	8.65
Total	2,265	100.00

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89. A response would be classified as "No comment" if the respondent did not have any comment for a question.

c) Exhibiting a green setting

	Frequency	Percentage
Most preferred	760	33.55
Preferred	1,045	46.14
Neutral	328	14.48
Least preferred	42	1.85
Not preferred at all	4	0.18
No comment[90]	86	3.80
Total	2,265	100.00
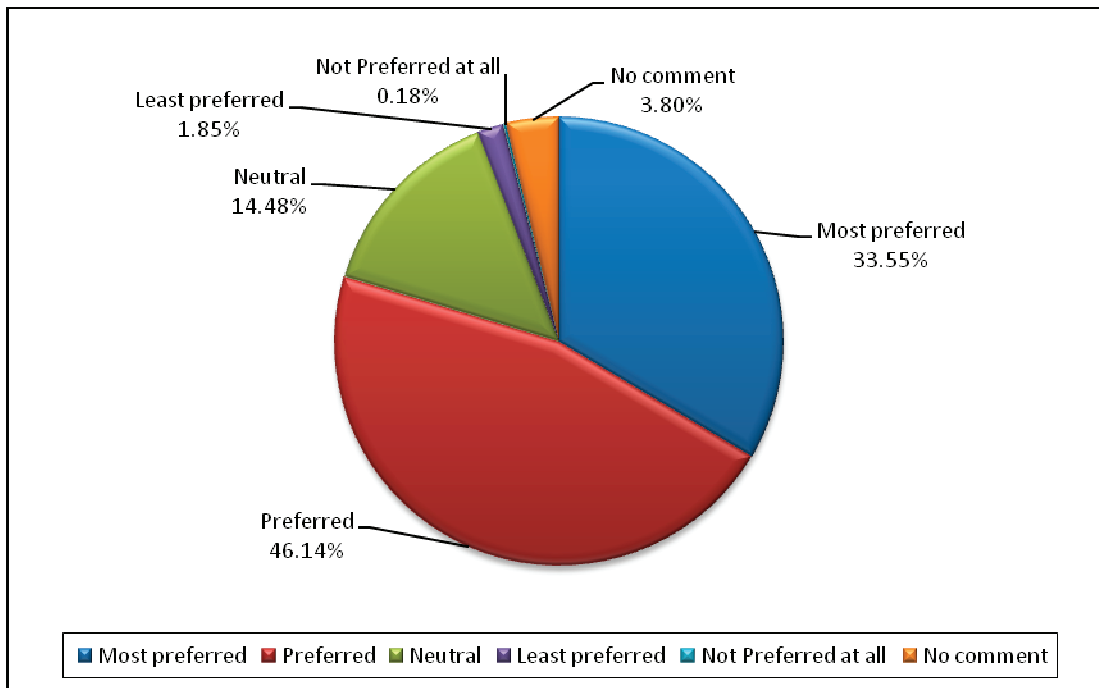
90. A response would be classified as "No comment" if the respondent did not have any comment for a question.

d) Presenting an urban setting

	Frequency	Percentage
Most preferred	173	7.64
Preferred	818	36.11
Neutral	705	31.13
Least preferred	349	15.41
Not preferred at all	22	0.97
No comment[91]	197	8.70
Don't know[92]	1	0.04
Total	2,265	100.00
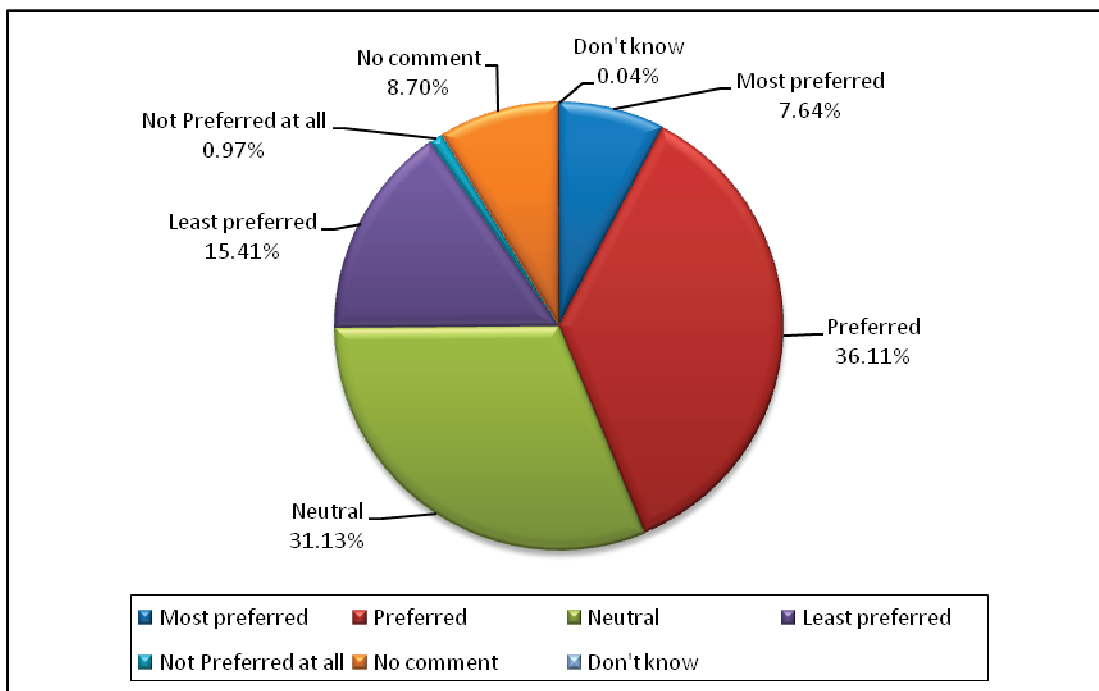
e) Showcasing Hong Kong's unique local and traditional characteristics

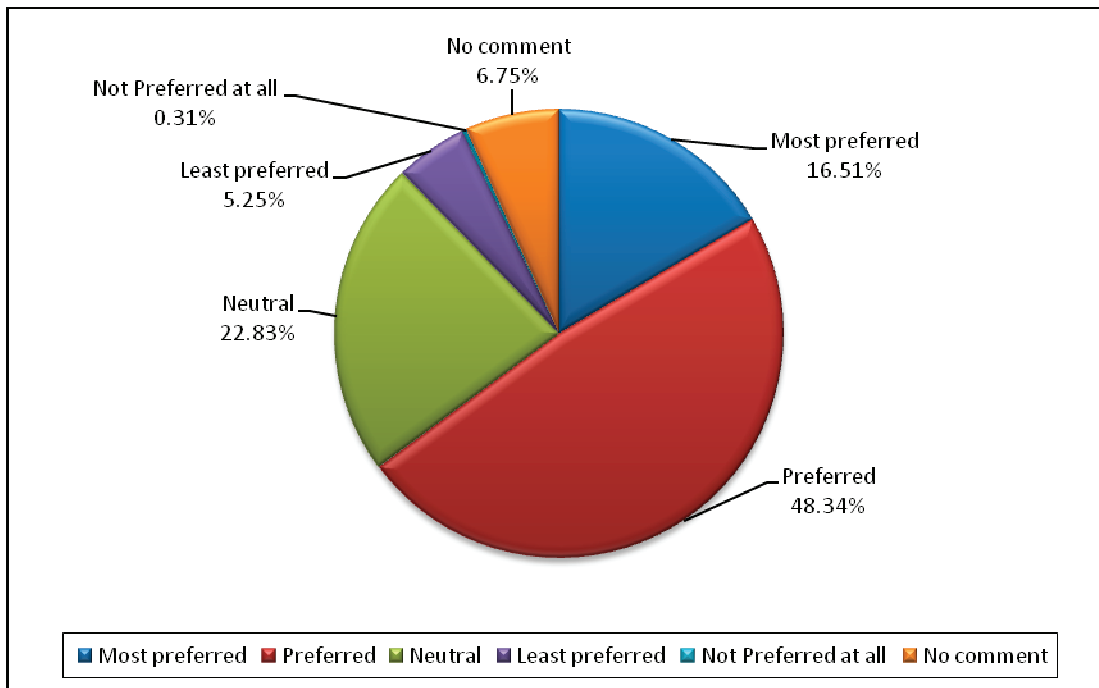|	Frequency	Percentage
Most preferred	479	21.15
Preferred	1,132	49.98
Neutral	423	18.68
Least preferred	107	4.72
Not preferred at all	11	0.49
No comment[93]	112	4.94
Refused to answer[94]	1	0.04
Total	2,265	100.00

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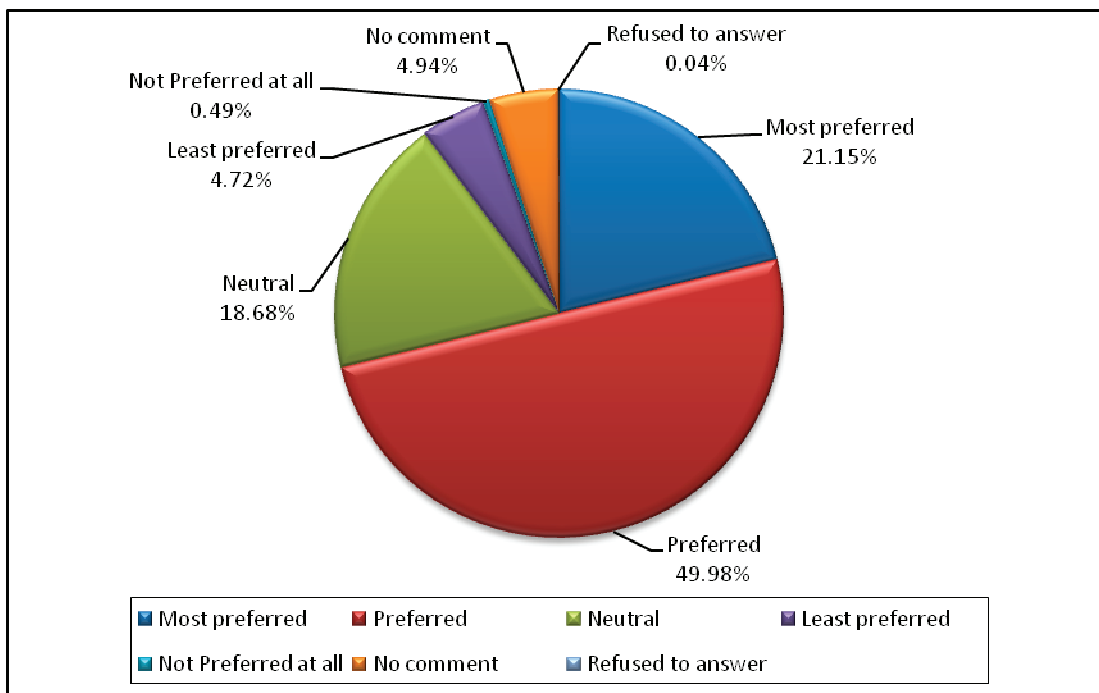
93. A response would be classified as "No comment" if the respondent did not have any comment for a question.
94. A response would be classified as "Refused to answer" if the respondent was not willing to answer a question.

f) An innovative mix of local and international features

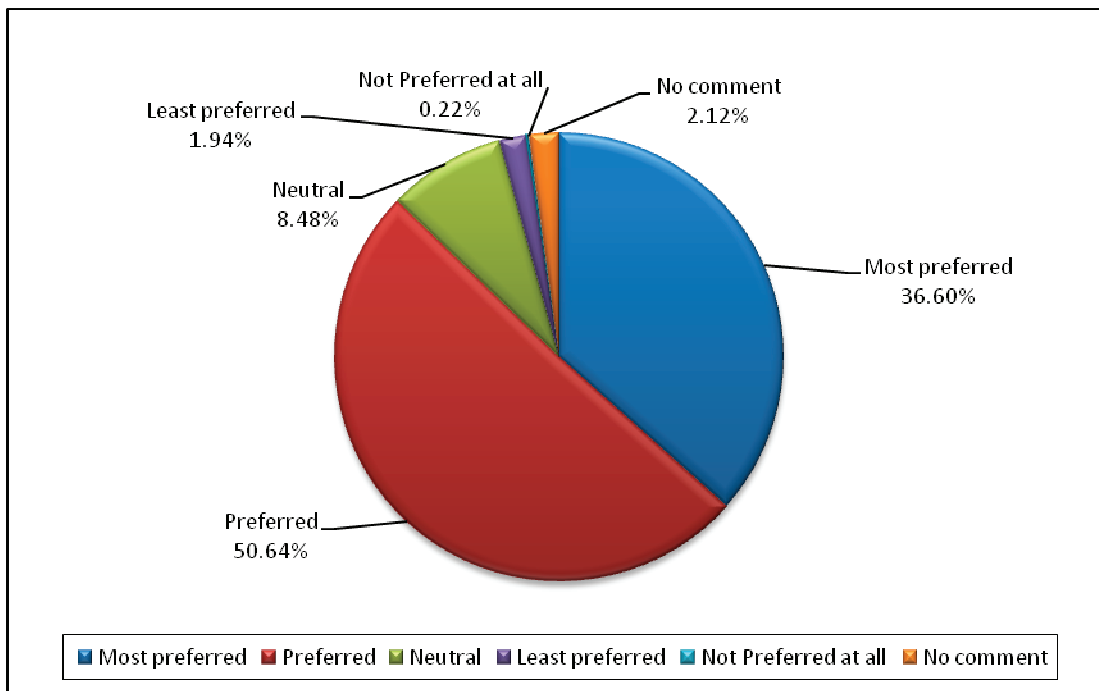|	Frequency	Percentage
Most preferred	374	16.51
Preferred	1,095	48.34
Neutral	517	22.83
Least preferred	119	5.25
Not preferred at all	7	0.31
No comment[95]	153	6.75
Total	2,265	100.00

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95. A response would be classified as "No comment" if the respondent did not have any comment for a question.

Q2: Ambience – What ambience would you like to experience in the WKCD?

a) Relaxing

	Frequency	Percentage
Most preferred	829	36.60
Preferred	1,147	50.64
Neutral	192	8.48
Least preferred	44	1.94
Not preferred at all	5	0.22
No comment[96]	48	2.12
Total	2,265	100.00

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96. A response would be classified as "No comment" if the respondent did not have any comment for a question.

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b) Exciting

	Frequency	Percentage
Most preferred	144	6.36
Preferred	437	19.29
Neutral	725	32.01
Least preferred	693	30.60
Not preferred at all	83	3.66
No comment[97]	183	8.08
Total	2,265	100.00

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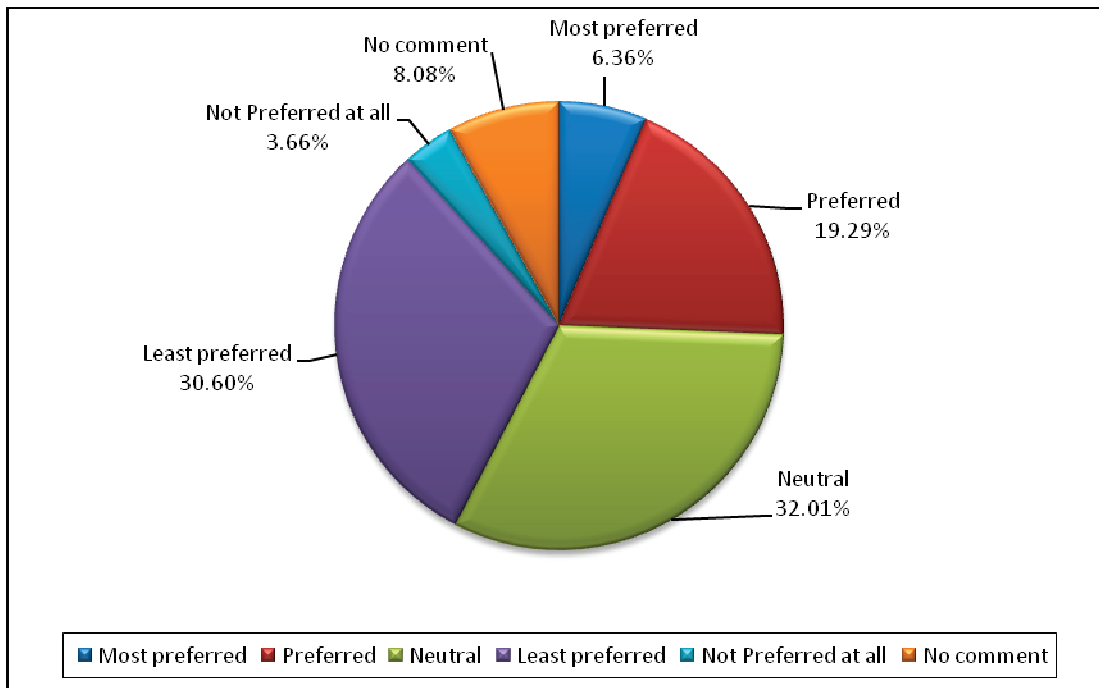
97. A response would be classified as "No comment" if the respondent did not have any comment for a question.
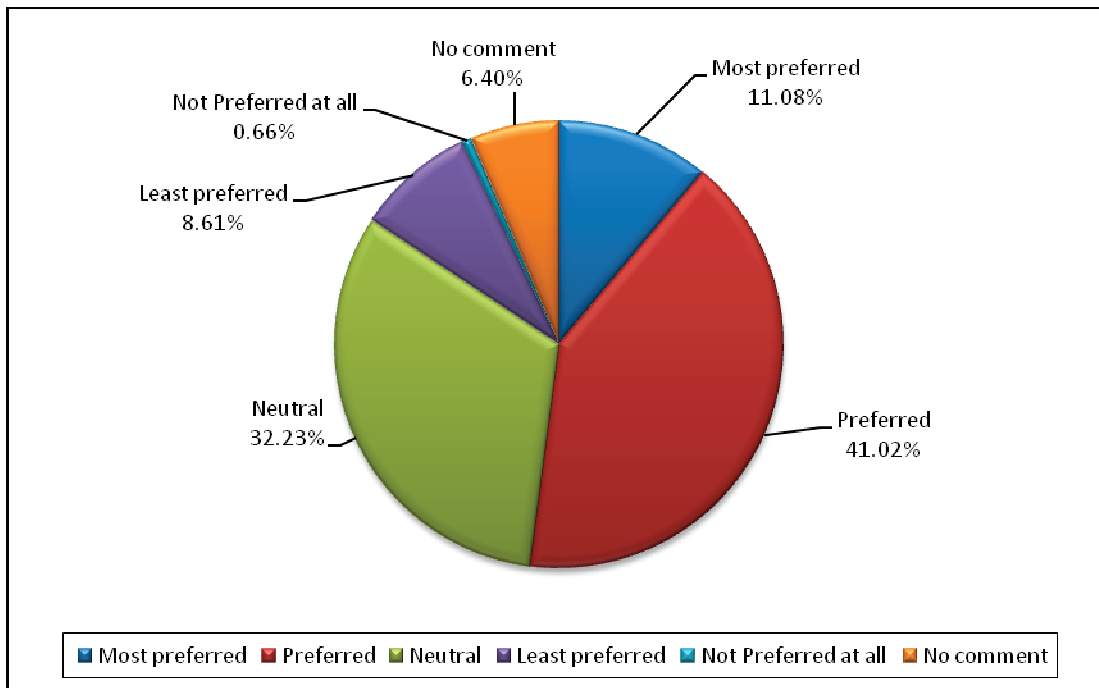
c) Traditional

	Frequency	Percentage
Most preferred	251	11.08
Preferred	929	41.02
Neutral	730	32.23
Least preferred	195	8.61
Not preferred at all	15	0.66
No comment[98]	145	6.40
Total	2,265	100.00

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98. A response would be classified as "No comment" if the respondent did not have any comment for a question.
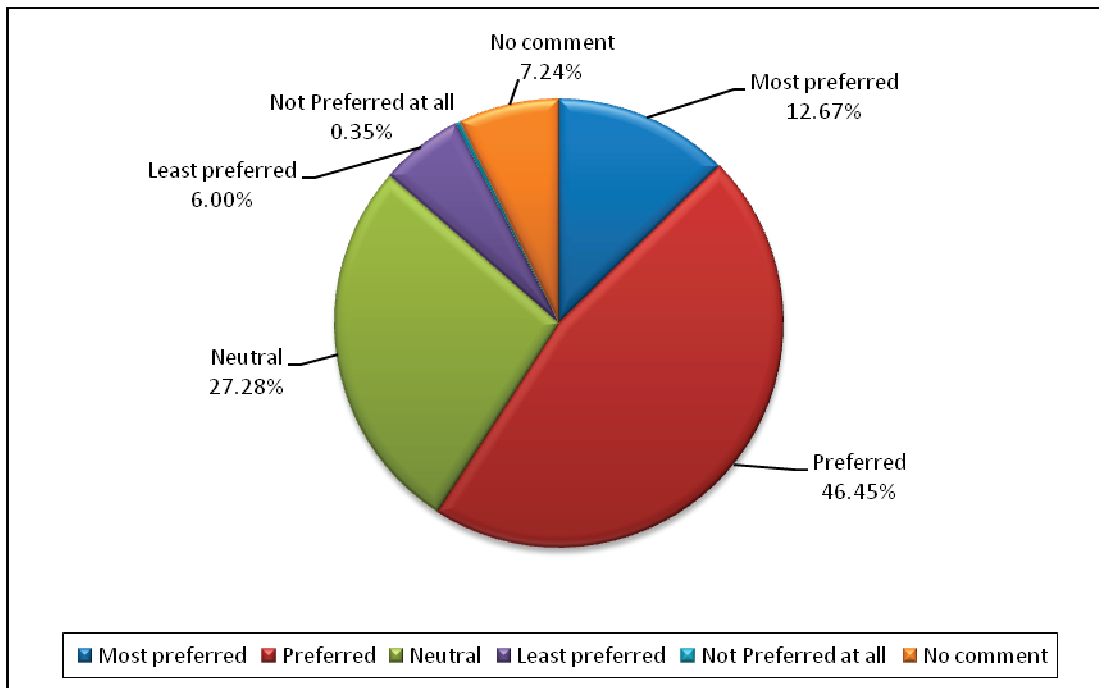
d) Contemporary

	Frequency	Percentage
Most preferred	287	12.67
Preferred	1,052	46.45
Neutral	618	27.28
Least preferred	136	6.00
Not preferred at all	8	0.35
No comment[99]	164	7.24
Total	2,265	100.00

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99. A response would be classified as "No comment" if the respondent did not have any comment for a question.

e) Inviting

|	Frequency	Percentage
Most preferred	325	14.35
Preferred	1,099	48.52
Neutral	534	23.58
Least preferred	103	4.55
Not preferred at all	11	0.49
No comment[100]	192	8.48
Refused to answer[101]	1	0.04
Total	2,265	100.00

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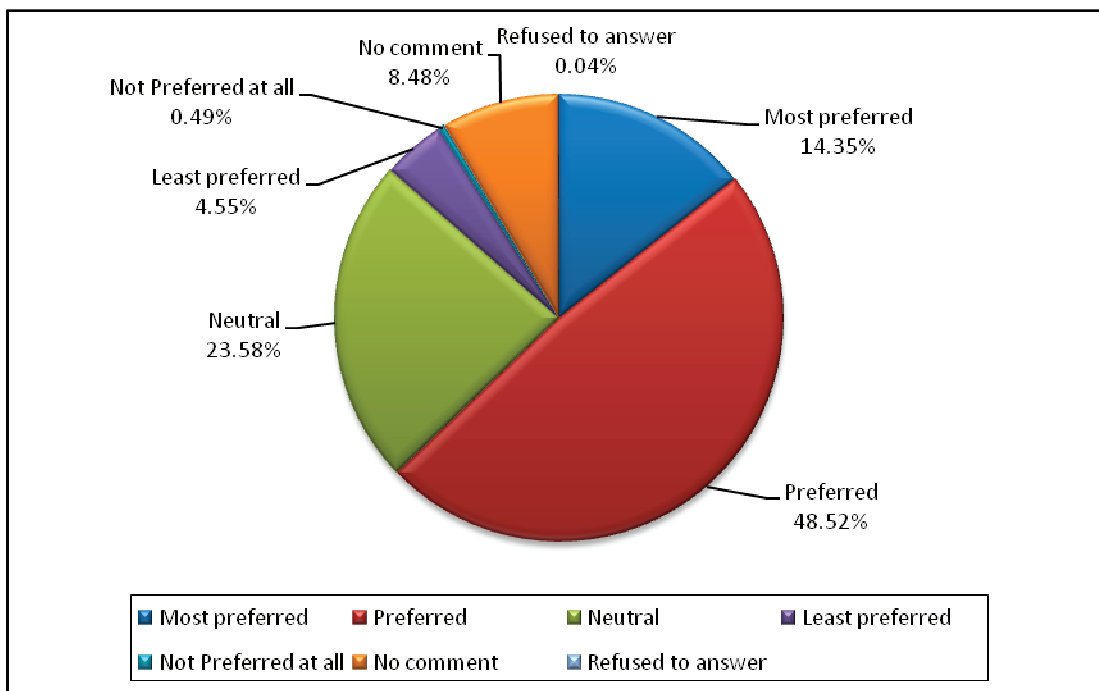
100. A response would be classified as "No comment" if the respondent did not have any comment for a question.

101. A response would be classified as "Refused to answer" if the respondent was not willing to answer a question.

f) Inspiring

|	Frequency	Percentage
Most preferred	442	19.51
Preferred	1,074	47.42
Neutral	461	20.35
Least preferred	91	4.02
Not preferred at all	18	0.79
No comment[102]	179	7.90
Total	2,265	100.00

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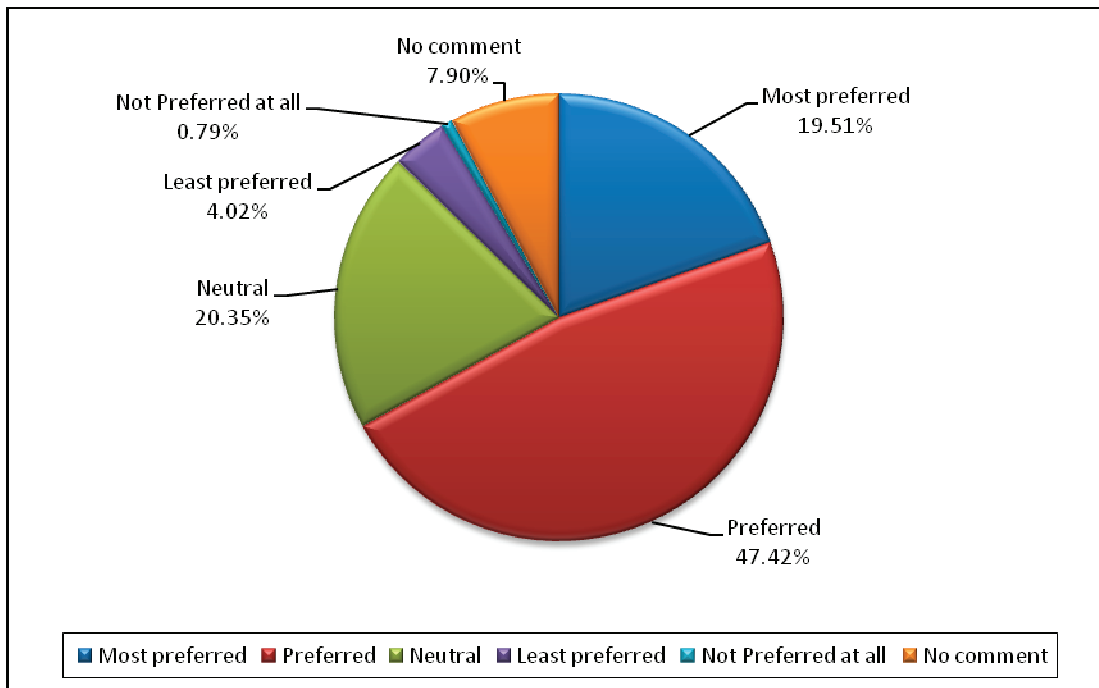
102. A response would be classified as "No comment" if the respondent did not have any comment for a question.

Q3: 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 arts and cultural facilities and make them convenient and attractive to visitors, which facilities would you more likely visit?

a) Arts and cultural facilities

|	Frequency	Percentage
Museum	1,121	49.49
Theatres	1,099	48.52
Concert Halls	1,124	49.62
Xiqu Centre	542	23.93
Mega Performance Venue	1,120	49.45
Exhibition Centre	1,017	44.90
Learning-related facilities	563	24.86
No comment[103]	1	0.04
Refused to answer[104]	1	0.04
None of the above[105]	1	0.04

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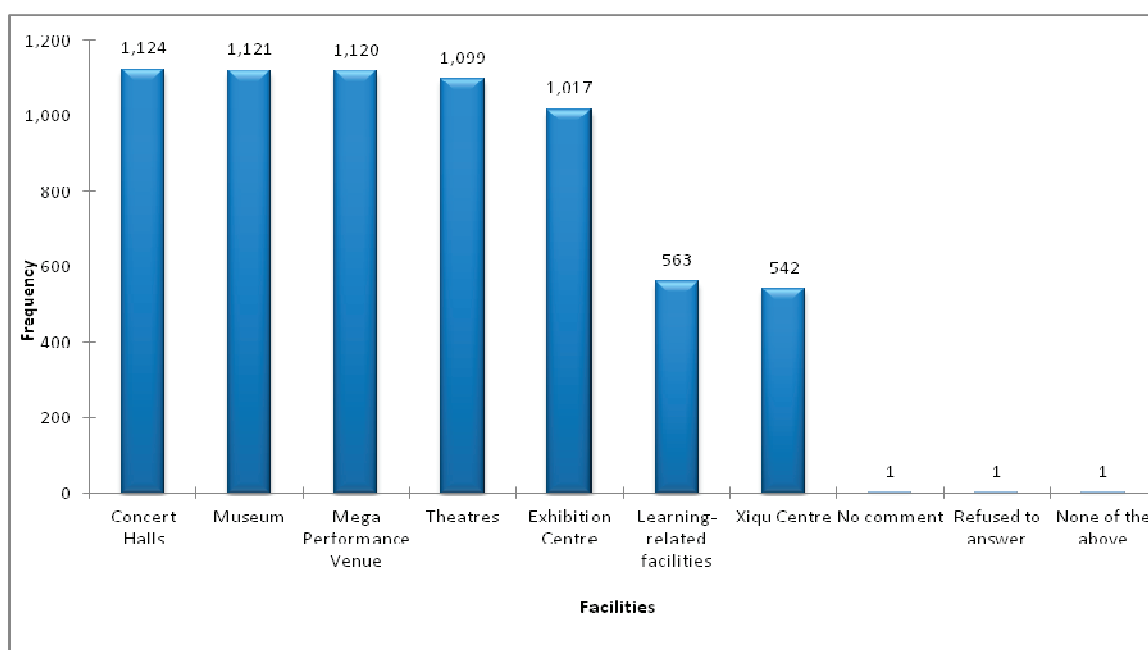
103. A response would be classified as "No comment" if the respondent did not have any comment for a question.

104. A response would be classified as "Refused to answer" if the respondent was not willing to answer a question.

105. If the respondent felt there was no choice he/ she would like to choose, then "None of the above" would be identified.

b) Public and retail-dining-entertainment facilities

|	Frequency	Percentage
Public Open Space	802	35.41
Parks	1,216	53.69
Promenade	1,471	64.94
Shops	840	37.09
Restaurants/ Cafes	1,014	44.77
Entertainment Facilities	804	35.50
No comment[106]	1	0.04

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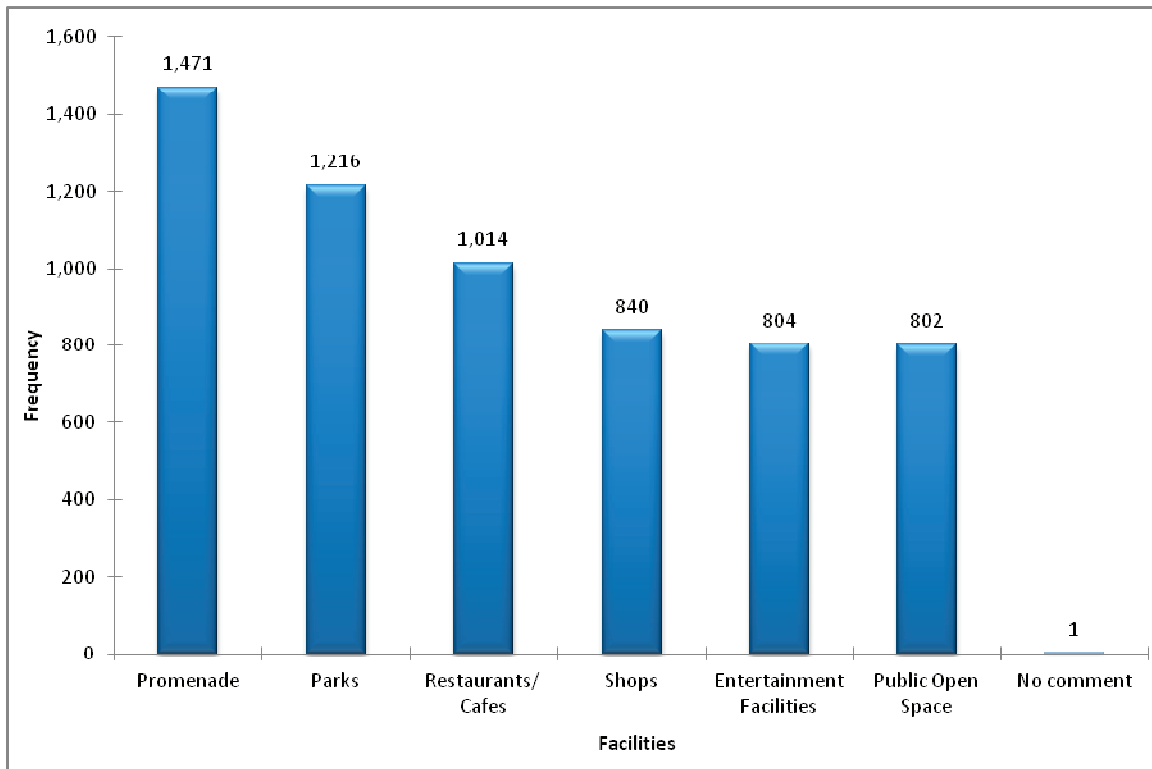
106. A response would be classified as "No comment" if the respondent did not have any comment for a question.

Q5: Travelling to and from the WKCD – The WKCD will be accessible from all directions and be provided with different modes of transport.

a) From which direction(s) would you most likely go to the WKCD?

|	Frequency	Percentage
East	860	37.97
South	240	10.60
West	61	2.69
North	1,269	56.03
Don't know[107]	5	0.22
Refused to answer[108]	2	0.09

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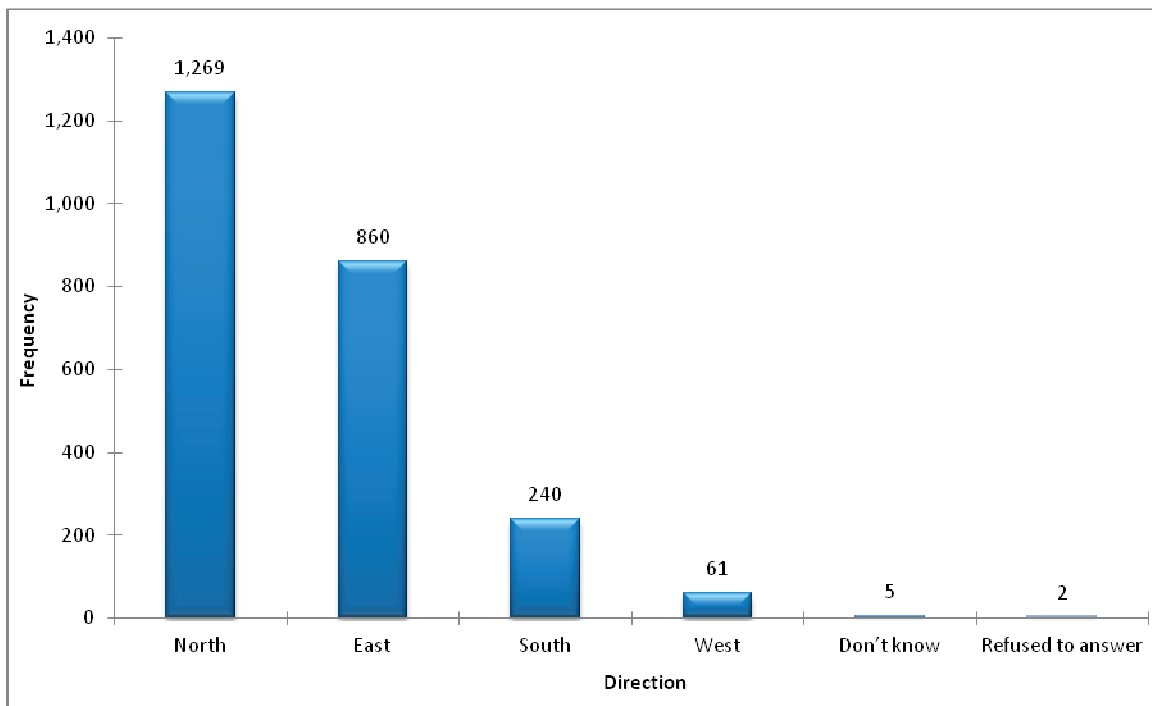
107. A response would be classified as "Don't know" if the respondent did not know much about a question.

108. A response would be classified as "Refused to answer" if the respondent was not willing to answer a question.

b) Which existing means of transport would you use to access the WKCD?

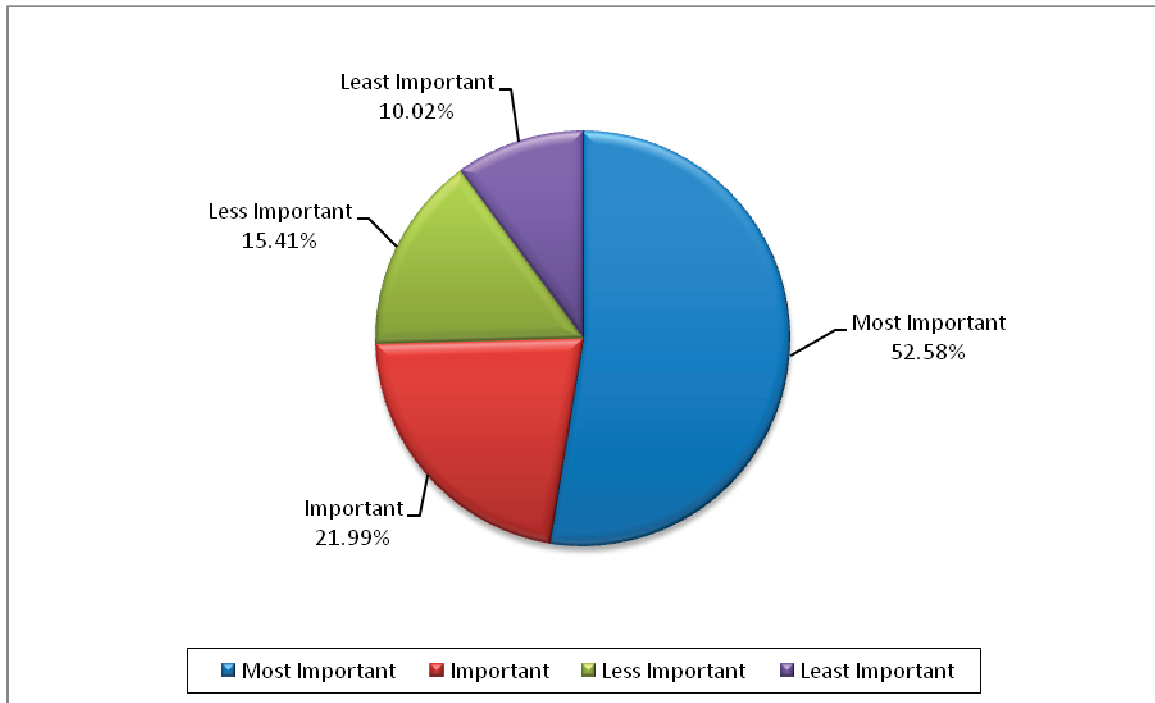|	Frequency	Percentage
MTR	1,471	64.94
Train	650	28.70
Bus	1,247	55.06
Minibus	321	14.17
Taxi	94	4.15
Private car	170	7.51
Ferry	83	3.66
On foot	84	3.71
No comment[109]	3	0.13
Don't know[110]	1	0.04

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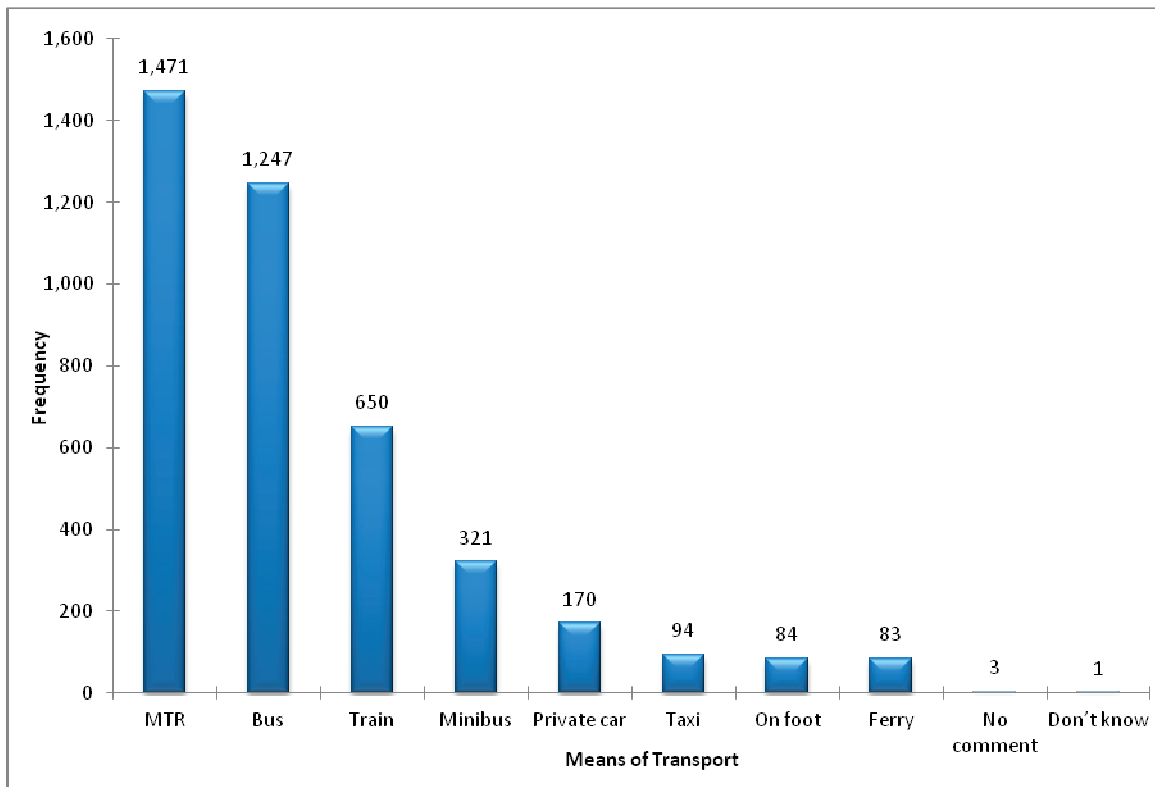
109. A response would be classified as "No comment" if the respondent did not have any comment for a question.

110. A response would be classified as "Don't know" if the respondent did not know much about a question.

Q6: Traveling within the WKCD – Barrier-free access facilities for persons with disabilities will be provided. To help plan the internal mode(s) of transport within the WKCD which is about 1.4 kilometers long with an average width of about 0.3 kilometer (40 ha in size), please rank the following factors in order of importance.

a) Convenience (Frequency and reliability of transport)

	Frequency	Percentage
Most important	1,191	52.58
Important	498	21.99
Less important	349	15.41
Least important	227	10.02
Total	2,265	100.00

b) Visual Effect (Impact on views from and to the surrounding)

	Frequency	Percentage
Most important	221	9.76
Important	291	12.85
Less important	541	23.89
Least important	1,212	53.51
Total	2,265	100.00
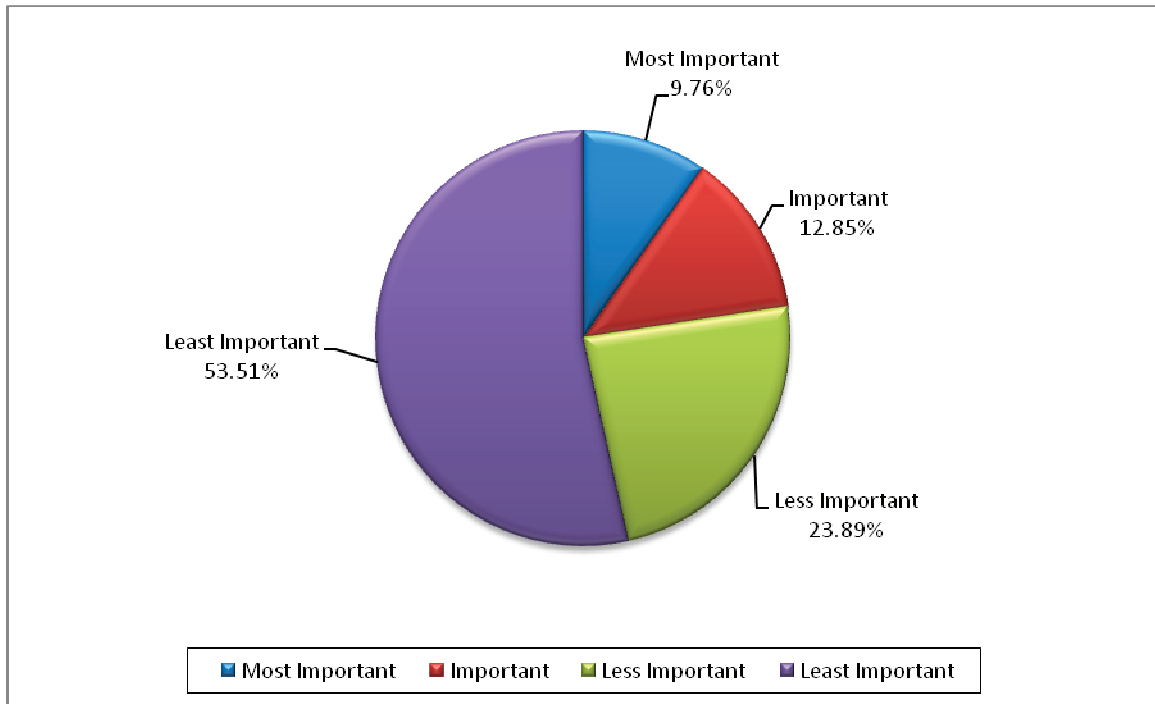
c) Comfort (How comfortable the services are)

	Frequency	Percentage
Most important	401	17.70
Important	945	41.72
Less important	640	28.26
Least important	279	12.32
Total	2,265	100.00
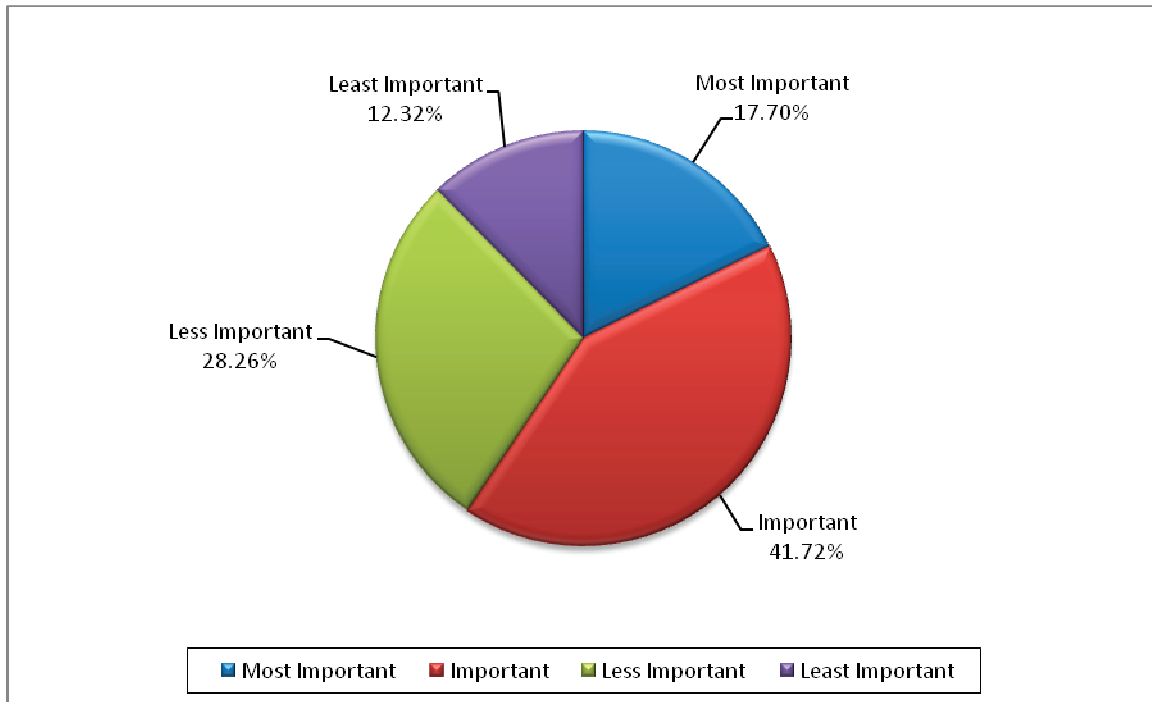
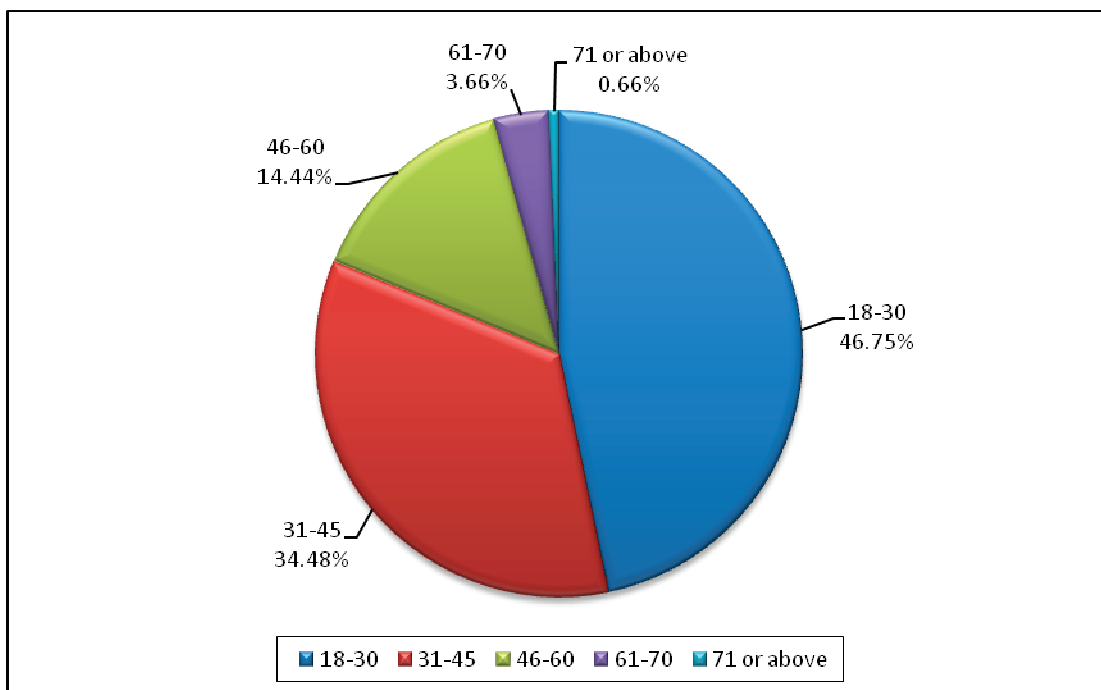d) Environmental Friendliness (Low-emission and low-carbon transport)

	Frequency	Percentage
Most important	450	19.87
Important	536	23.66
Unimportant	733	32.36
Least important	546	24.11
Total	2,265	100.00
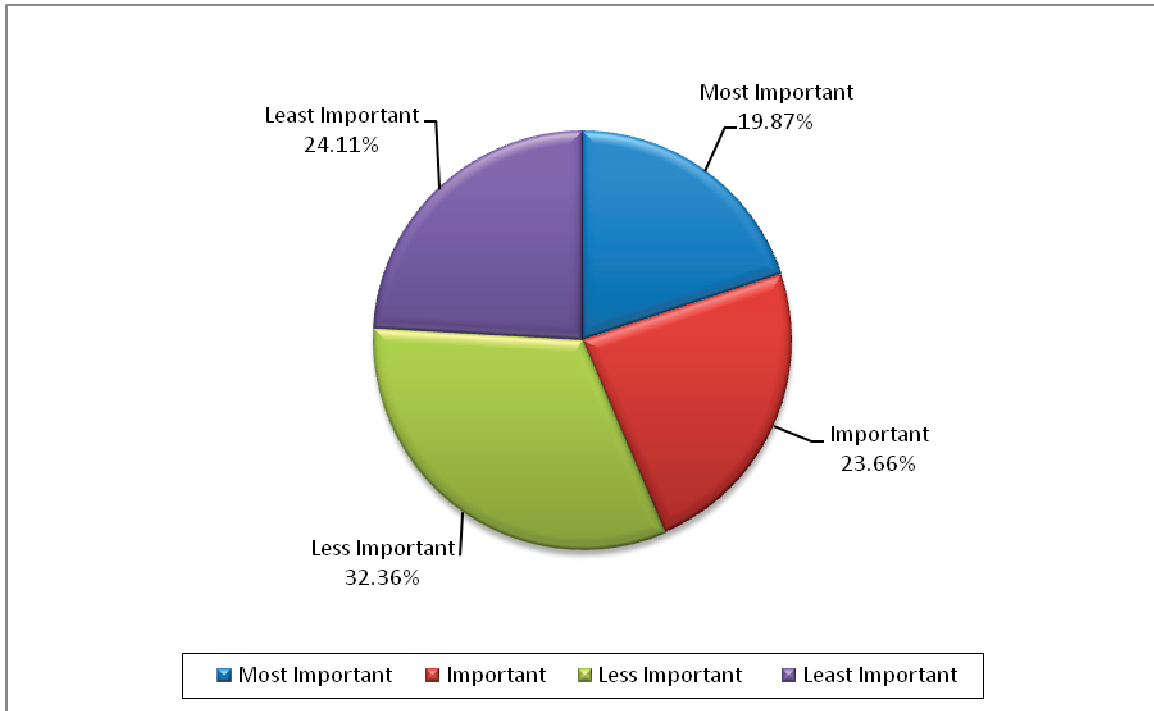
Profile of Respondents

a) Age

	Frequency	Percentage
Under 18	0	0.00
18-30	1,059	46.75
31-45	781	34.48
46-60	327	14.44
61-70	83	3.66
71 or above	15	0.66
Total	2,265	100.00

b) Gender

	Frequency	Percentage
Male	1,257	55.50
Female	1,008	44.50
Total	2,265	100.00
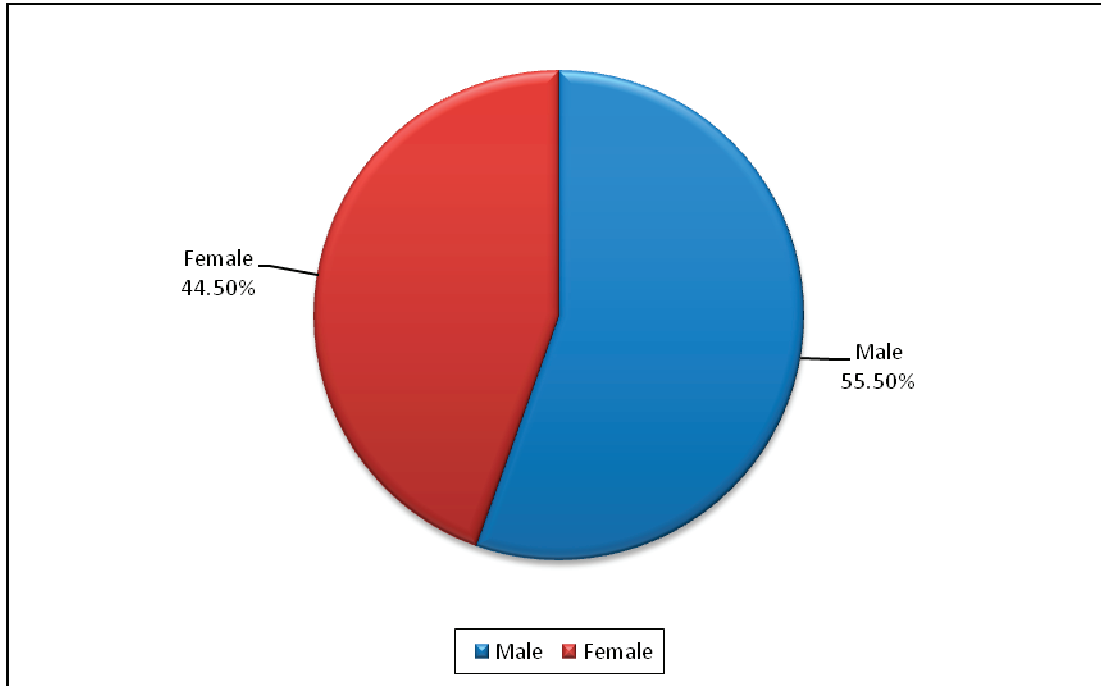
c) Area of Residence

	Frequency	Percentage
Hong Kong Island	233	10.29
Kowloon	601	26.53
New Territories	1,416	62.52
Outlying Islands	15	0.66
Mainland	0	0.00
Overseas	0	0.00
Total	2,265	100.00
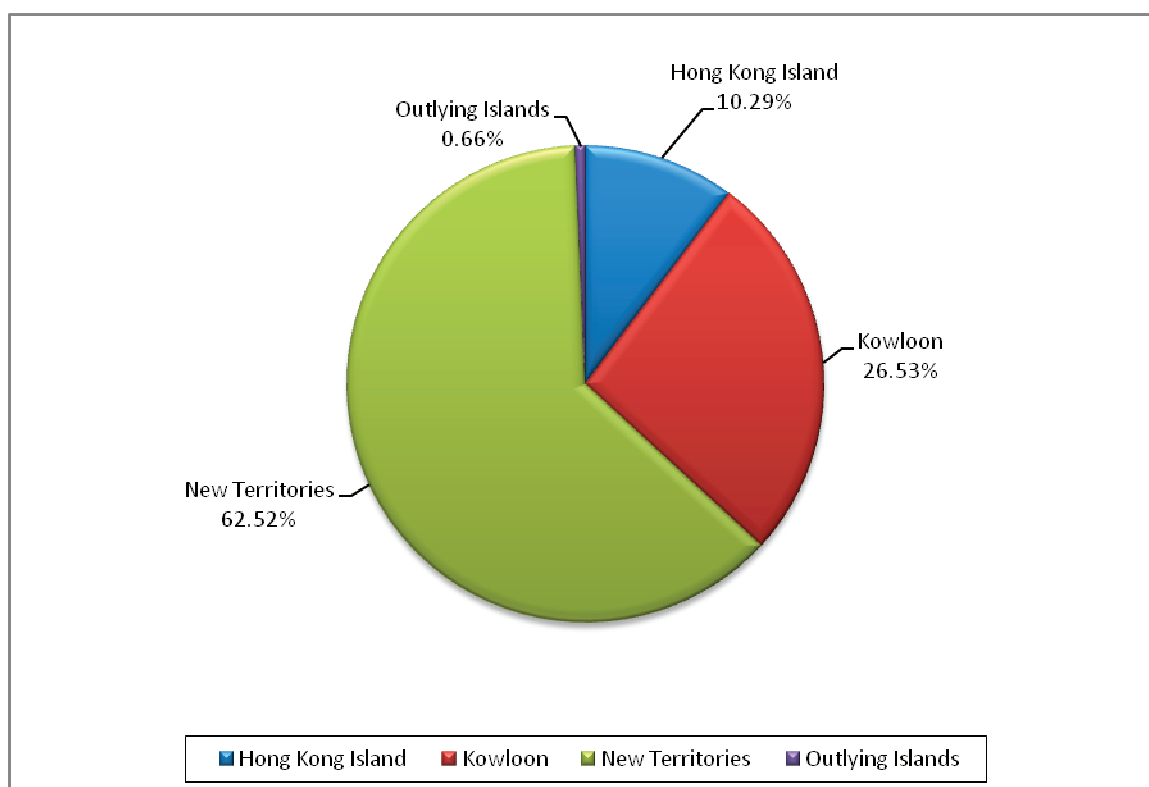
d) Level of Education

	Frequency	Percentage
No formal schooling	18	0.79
Primary	142	6.27
Secondary	973	42.96
Post secondary	520	22.96
University or above	612	27.02
Total	2,265	100.00
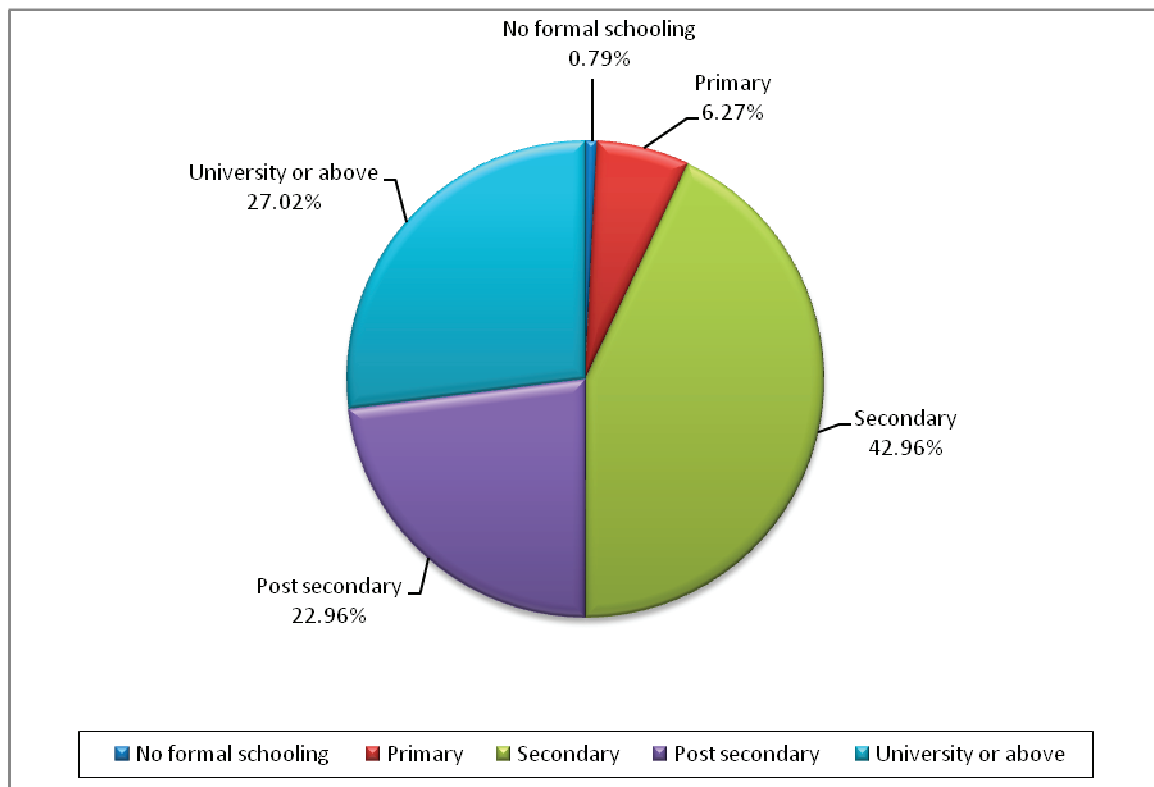
e) Have you been to any arts/ cultural facilities (including libraries, museums, exhibitions and cultural performances) in the past 12 months (both in Hong Kong, mainland and overseas)?

	Frequency	Percentage
Yes	1,532	67.64
No	733	32.36
Total	2,265	100.00
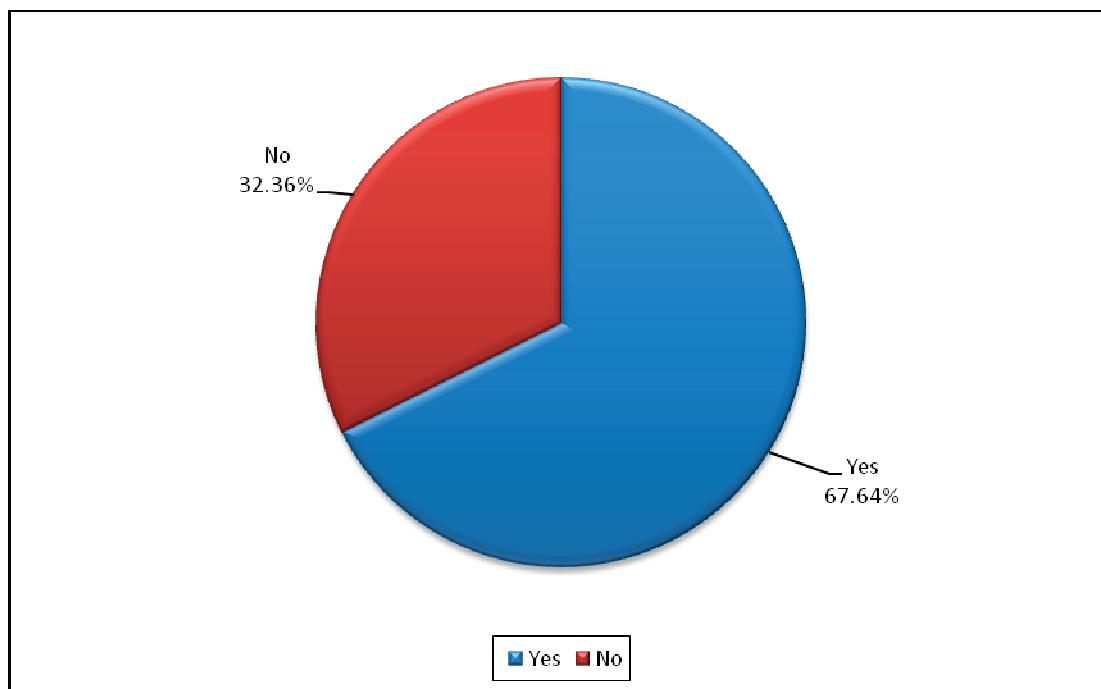
f) Referring to the previous question, how many times have you been to those arts/ cultural facilities?

	Frequency	Percentage
1-3 times	613	40.01
4-6 times	464	30.29
7 times or more	455	29.70
Total	1,532	100.0