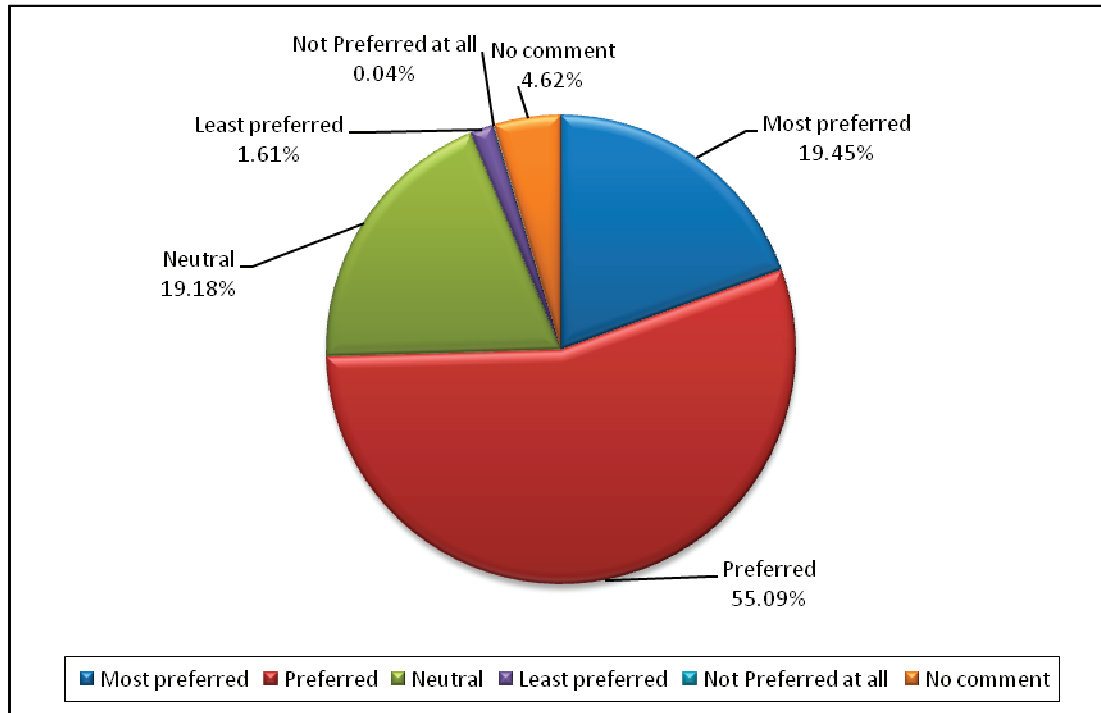


Annex 4: Results of Face-to-Face Interviews with Visitors to Hong Kong¹¹¹

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	434	19.45
Preferred	1,229	55.09
Neutral	428	19.18
Least preferred	36	1.61
Not preferred at all	1	0.04
No comment ¹¹²	103	4.62
Total	2,231	100.00

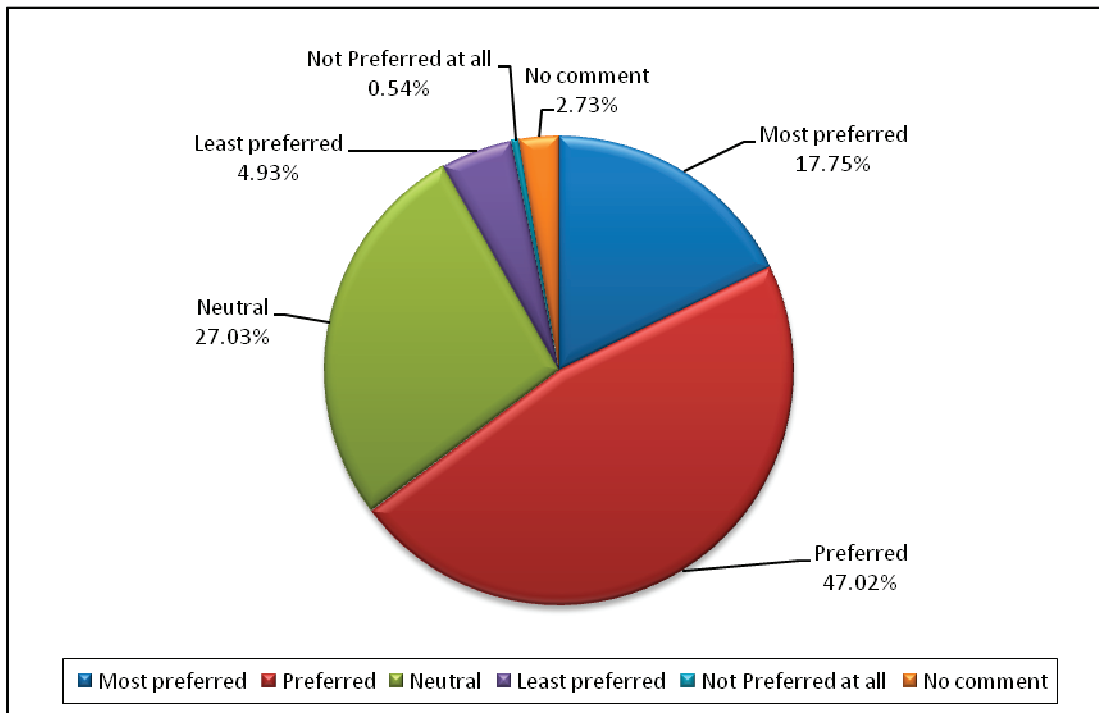


111. There is not any quantitative analysis for Questions 4 and 7 as they are a part of the qualitative analysis.

112. A response would be classified as “No comment” if the respondent did not have any comment for a question.

b) Distinct from and in contrast to its surrounding

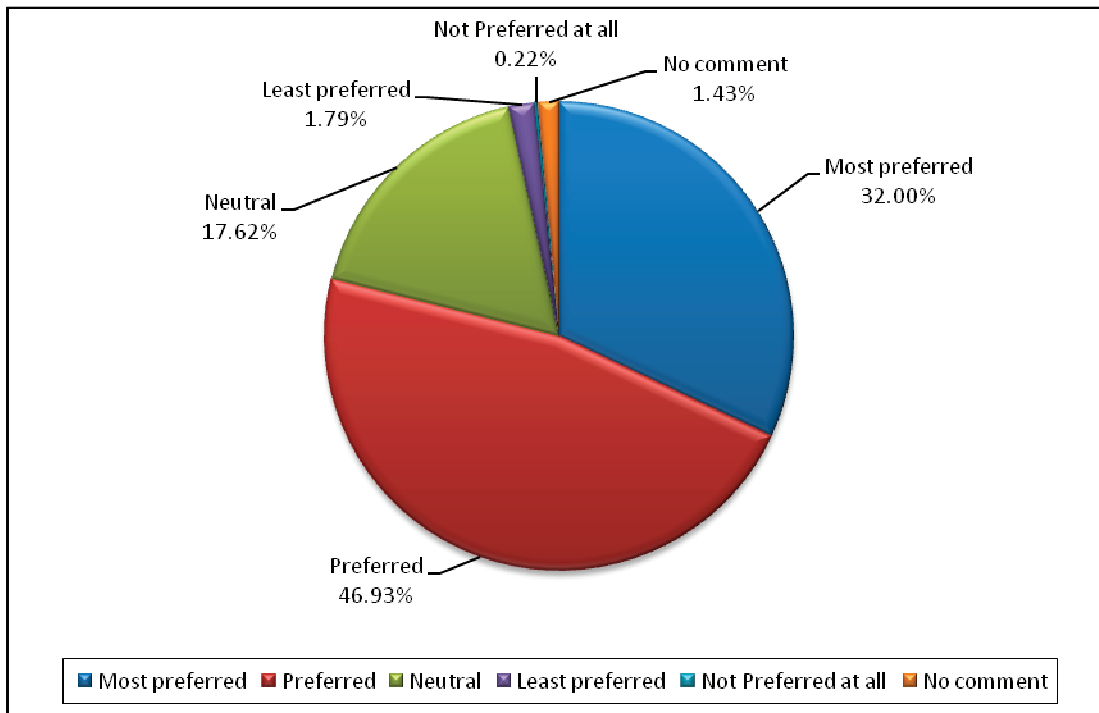
	Frequency	Percentage
Most preferred	396	17.75
Preferred	1,049	47.02
Neutral	603	27.03
Least preferred	110	4.93
Not preferred at all	12	0.54
No comment ¹¹³	61	2.73
Total	2,231	100.00



113. A response would be classified as “No comment” if the respondent did not have any comment for a question.

c) Exhibiting a green setting

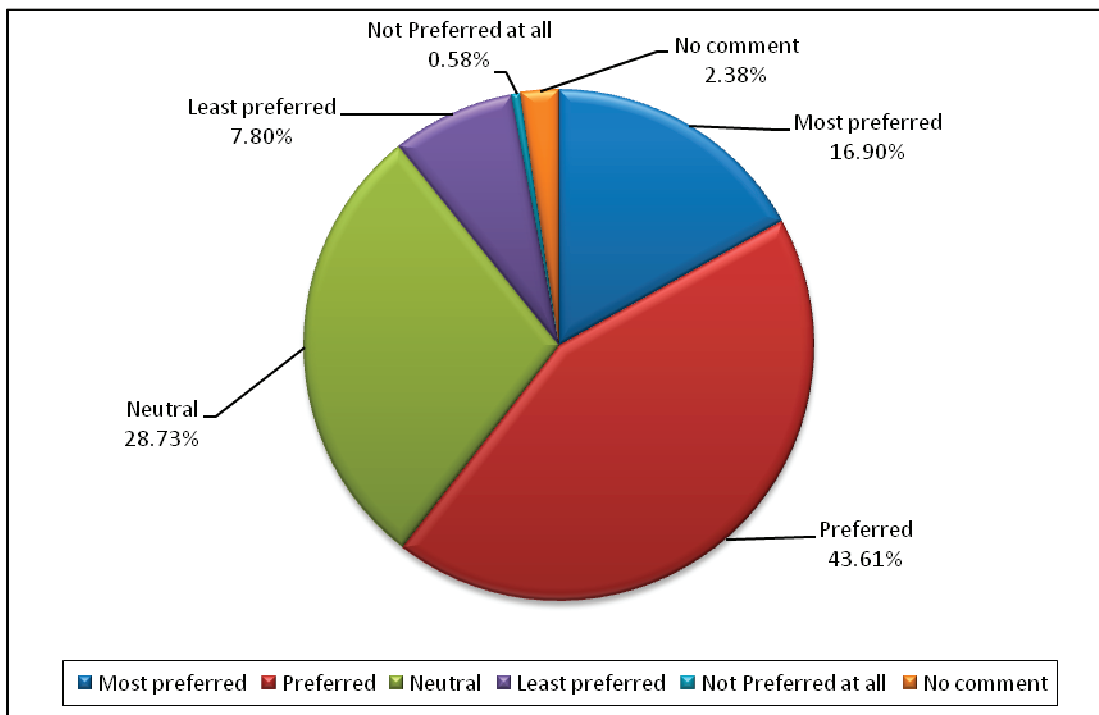
	Frequency	Percentage
Most preferred	714	32.00
Preferred	1,047	46.93
Neutral	393	17.62
Least preferred	40	1.79
Not preferred at all	5	0.22
No comment ¹¹⁴	32	1.43
Total	2,231	100.00



114. A response would be classified as “No comment” if the respondent did not have any comment for a question.

d) Presenting an urban setting

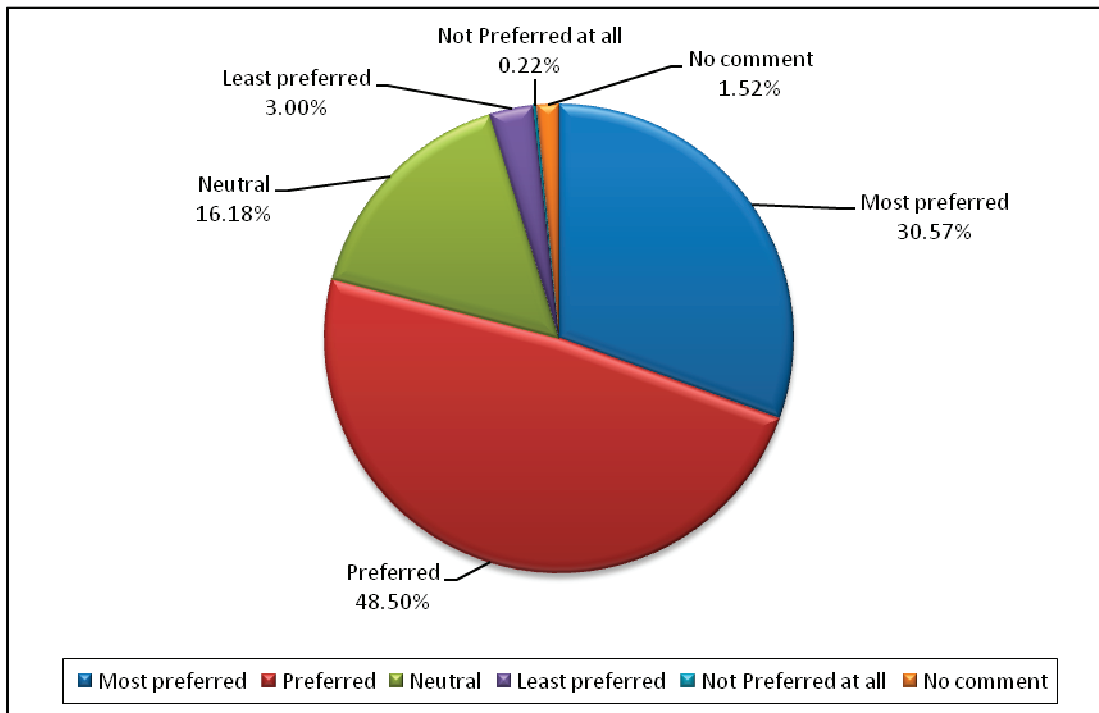
	Frequency	Percentage
Most preferred	377	16.90
Preferred	973	43.61
Neutral	641	28.73
Least preferred	174	7.80
Not preferred at all	13	0.58
No comment ¹¹⁵	53	2.38
Total	2,231	100.00



115. A response would be classified as “No comment” if the respondent did not have any comment for a question.

e) Showcasing Hong Kong’s unique local and traditional characteristics

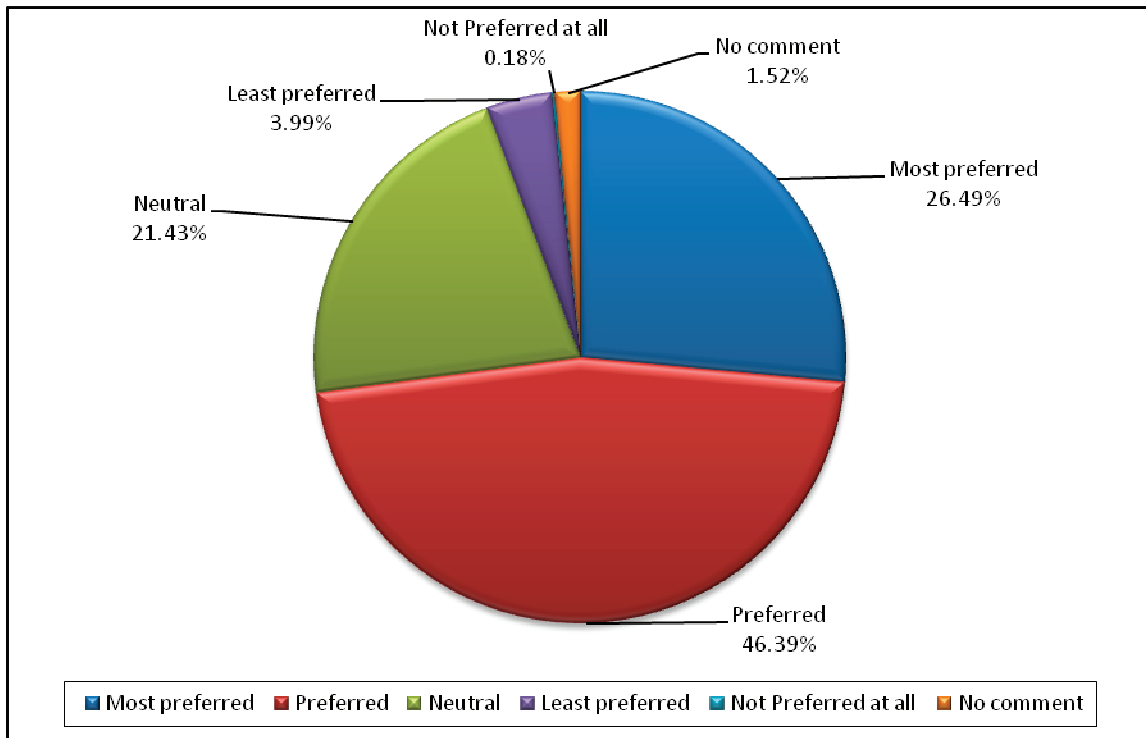
	Frequency	Percentage
Most preferred	682	30.57
Preferred	1,082	48.50
Neutral	361	16.18
Least preferred	67	3.00
Not preferred at all	5	0.22
No comment ¹¹⁶	34	1.52
Total	2,231	100.00



116. A response would be classified as “No comment” if the respondent did not have any comment for a question.

f) An innovative mix of local and international features

	Frequency	Percentage
Most preferred	591	26.49
Preferred	1,035	46.39
Neutral	478	21.43
Least preferred	89	3.99
Not preferred at all	4	0.18
No comment ¹¹⁷	34	1.52
Total	2,231	100.00

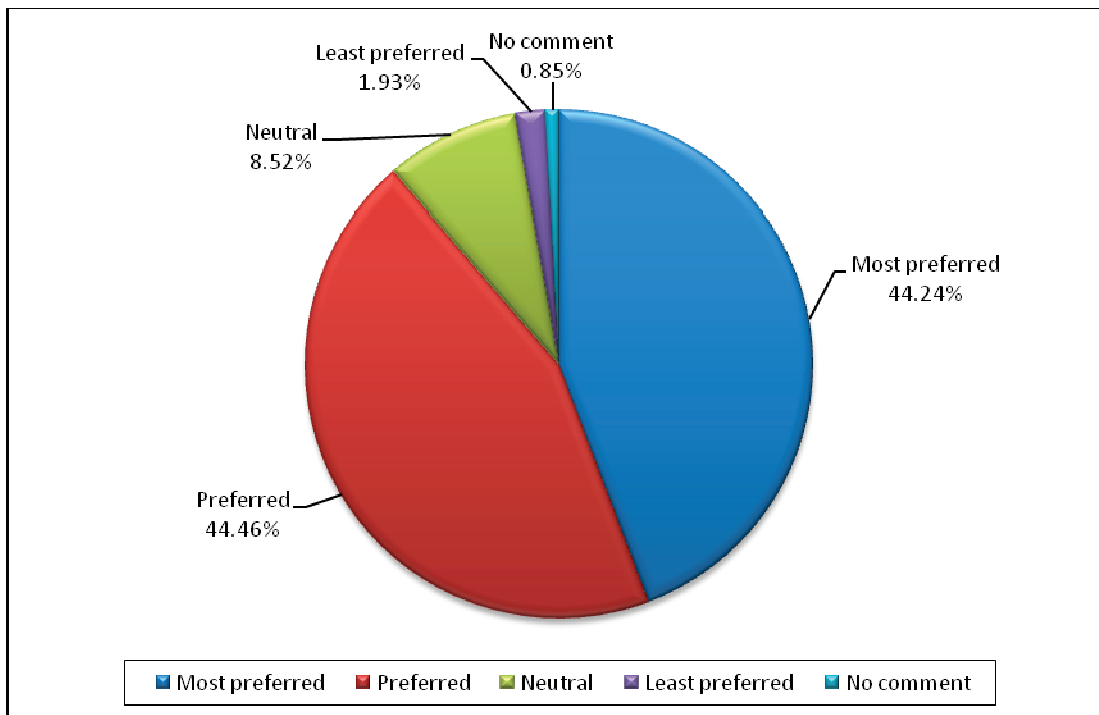


117. A response would be classified as “No comment” if the respondent did not have any comment for a question.

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

a) Relaxing

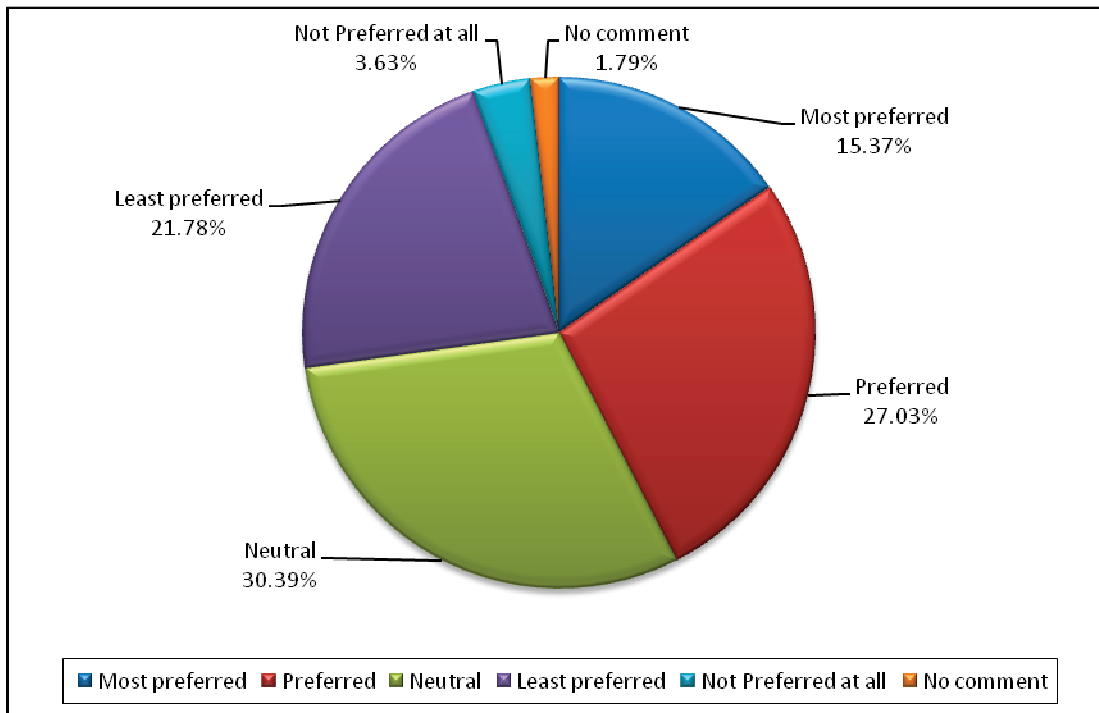
	Frequency	Percentage
Most preferred	987	44.24
Preferred	992	44.46
Neutral	190	8.52
Least preferred	43	1.93
Not preferred at all	0	0.00
No comment ¹¹⁸	19	0.85
Total	2,231	100.00



118. A response would be classified as “No comment” if the respondent did not have any comment for a question.

b) Exciting

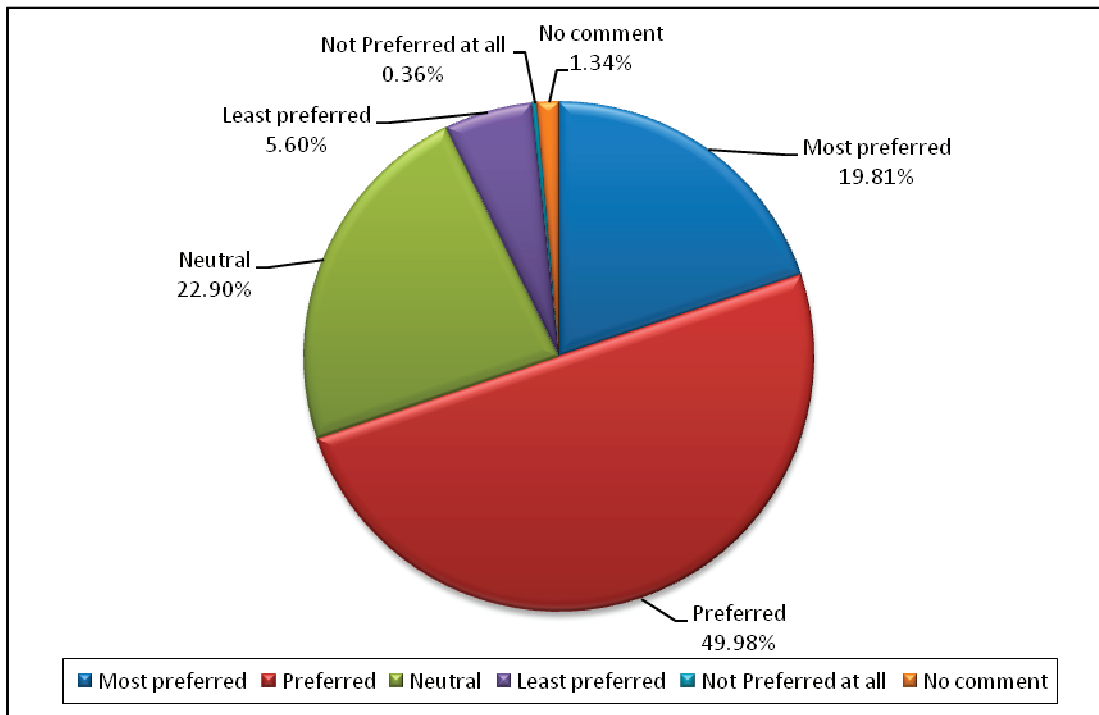
	Frequency	Percentage
Most preferred	343	15.37
Preferred	603	27.03
Neutral	678	30.39
Least preferred	486	21.78
Not preferred at all	81	3.63
No comment ¹¹⁹	40	1.79
Total	2,231	100.00



119. A response would be classified as “No comment” if the respondent did not have any comment for a question.

c) Traditional

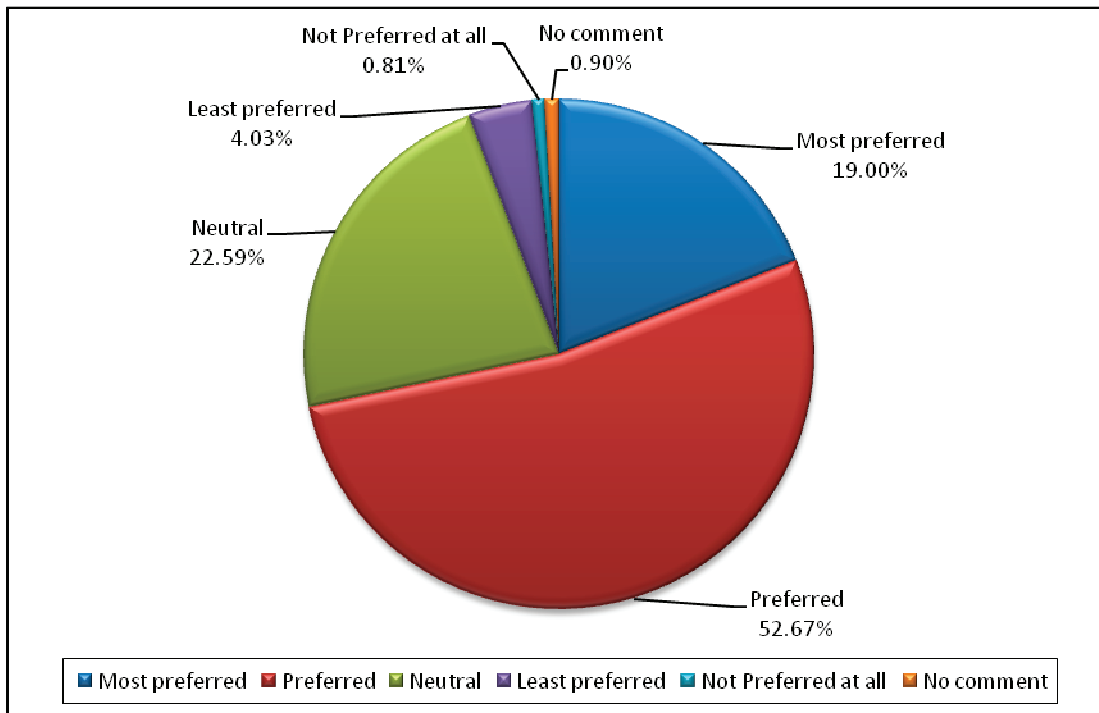
	Frequency	Percentage
Most preferred	442	19.81
Preferred	1,115	49.98
Neutral	511	22.90
Least preferred	125	5.60
Not preferred at all	8	0.36
No comment ¹²⁰	30	1.34
Total	2,231	100.00



120. A response would be classified as “No comment” if the respondent did not have any comment for a question.

d) Contemporary

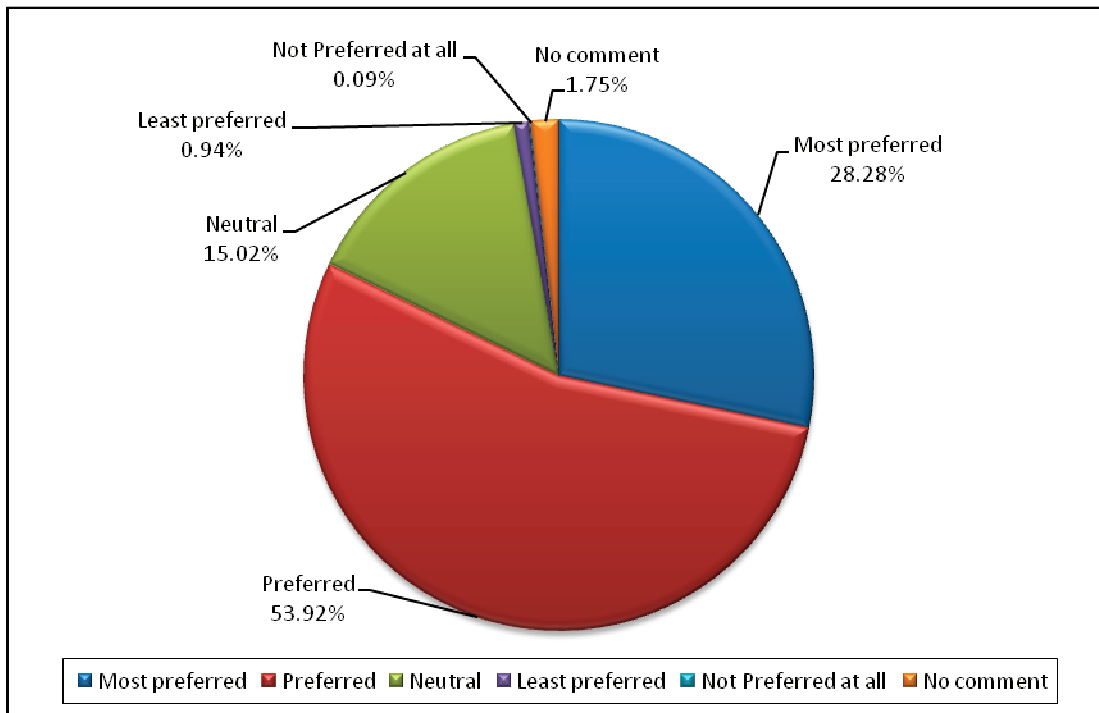
	Frequency	Percentage
Most preferred	424	19.00
Preferred	1,175	52.67
Neutral	504	22.59
Least preferred	90	4.03
Not preferred at all	18	0.81
No comment ¹²¹	20	0.90
Total	2,231	100.00



121. A response would be classified as “No comment” if the respondent did not have any comment for a question.

e) Inviting

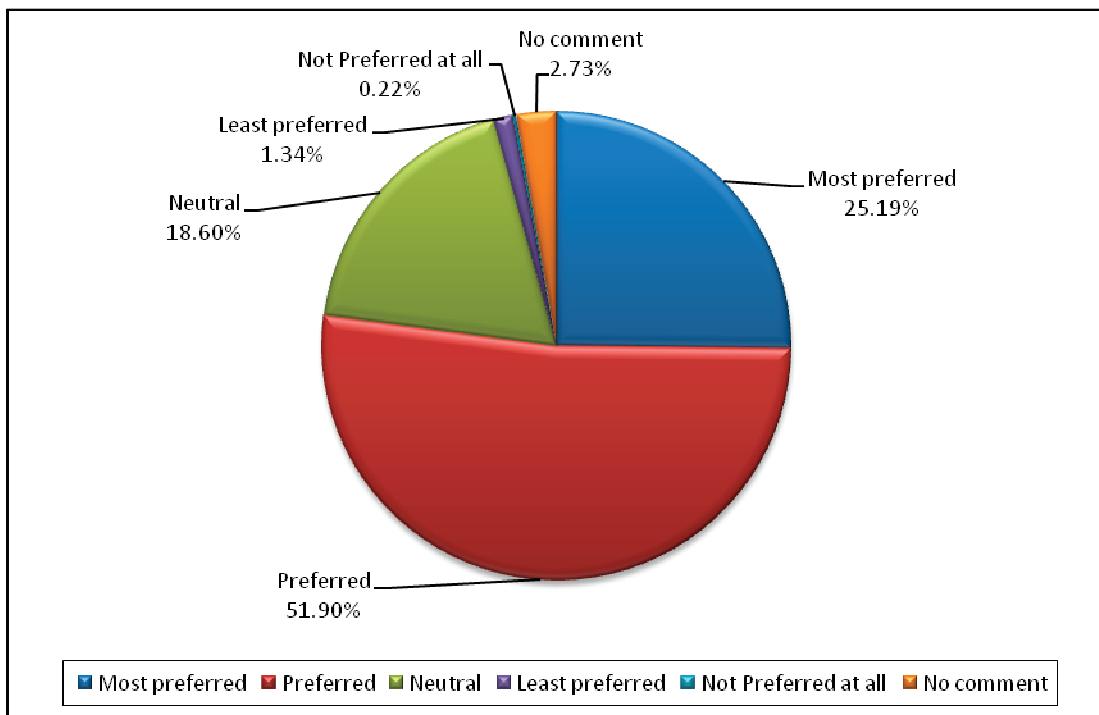
	Frequency	Percentage
Most preferred	631	28.28
Preferred	1,203	53.92
Neutral	335	15.02
Least preferred	21	0.94
Not preferred at all	2	0.09
No comment ¹²²	39	1.75
Total	2,231	100.00



122. A response would be classified as “No comment” if the respondent did not have any comment for a question.

f) Inspiring

	Frequency	Percentage
Most preferred	562	25.19
Preferred	1,158	51.90
Neutral	415	18.60
Least preferred	30	1.34
Not preferred at all	5	0.22
No comment ¹²³	61	2.73
Total	2,231	100.00

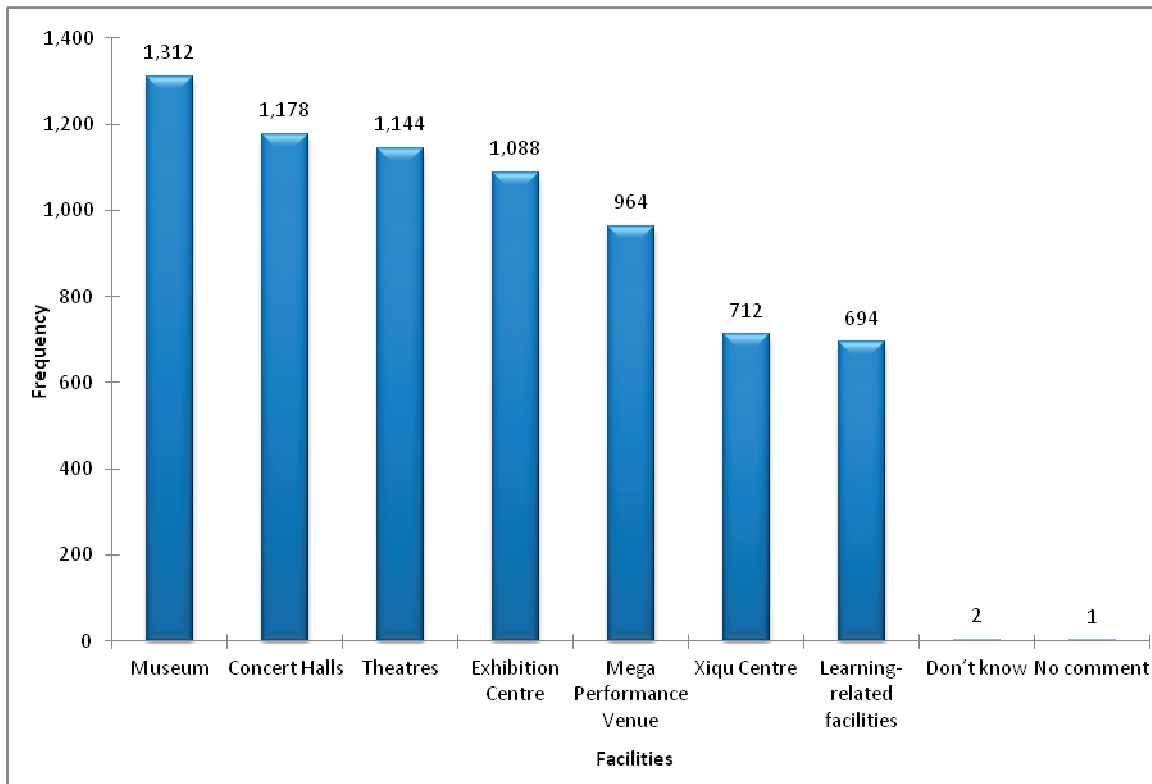


123. A response would be classified as “No comment” if the respondent did not have any comment for a question.

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	1,312	58.81
Theatres	1,144	51.28
Concert Halls	1,178	52.80
Xiqu Centre	712	31.91
Mega Performance Venue	964	43.21
Exhibition Centre	1,088	48.77
Learning-related facilities	694	31.11
No comment ¹²⁴	1	0.04
Don't know ¹²⁵	2	0.09

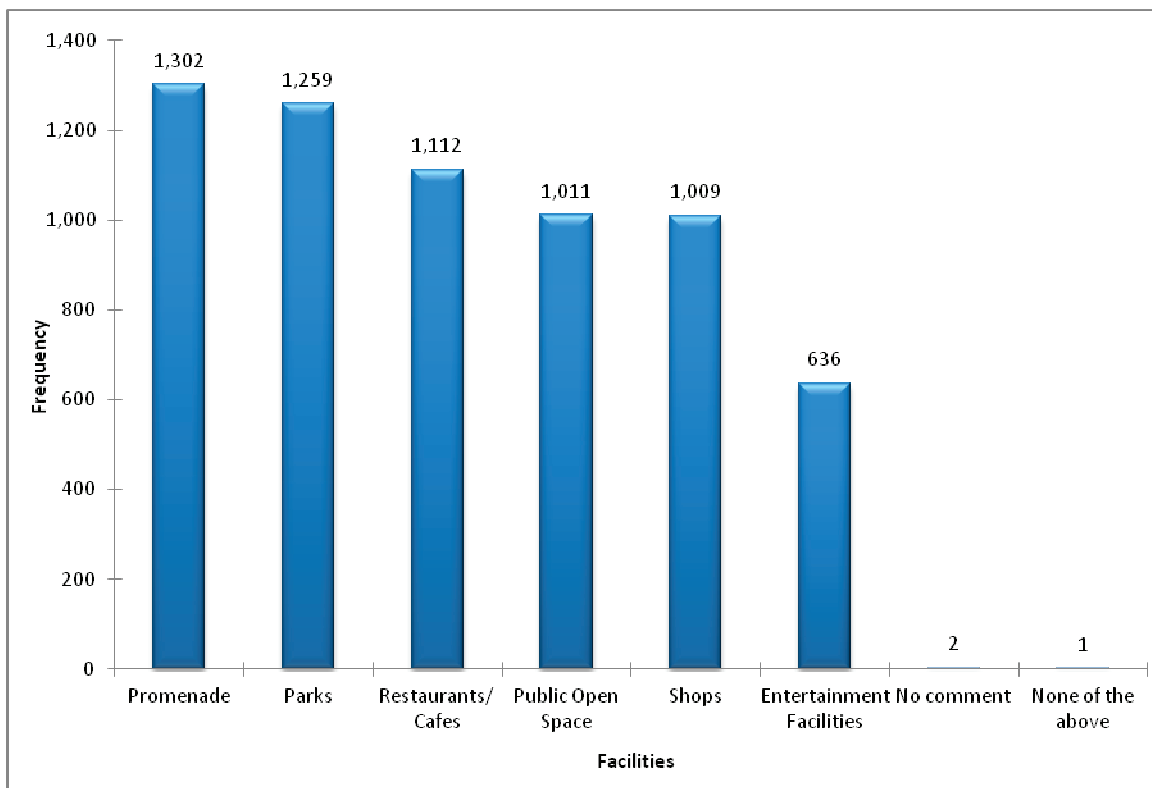


124. A response would be classified as “No comment” if the respondent did not have any comment for a question.

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

b) Public and retail-dining-entertainment facilities

	Frequency	Percentage
Public Open Space	1,011	45.32
Parks	1,259	56.43
Promenade	1,302	58.36
Shops	1,009	45.23
Restaurants/ Cafes	1,112	49.84
Entertainment Facilities	636	28.51
No comment ¹²⁶	2	0.09
None of the above ¹²⁷	1	0.04



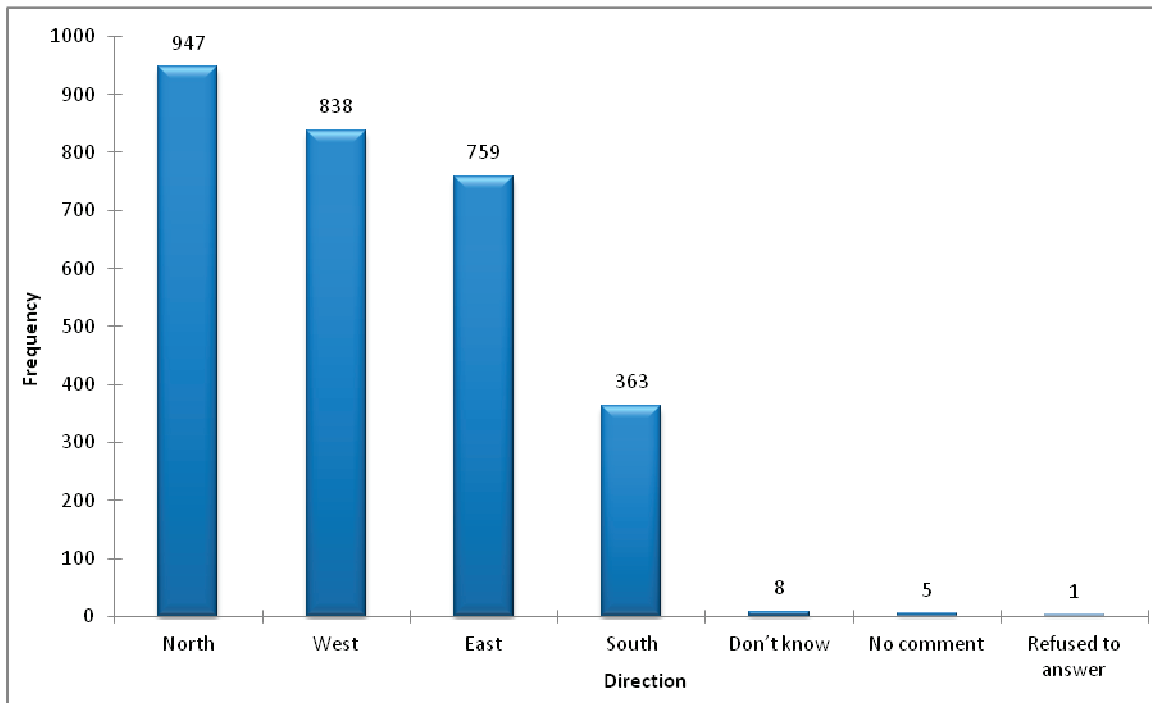
126. A response would be classified as “No comment” if the respondent did not have any comment for a question.

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

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	759	34.02
South	363	16.27
West	838	37.56
North	947	42.45
No comment ¹²⁸	5	0.22
Don't know ¹²⁹	8	0.36
Refused to answer ¹³⁰	1	0.04



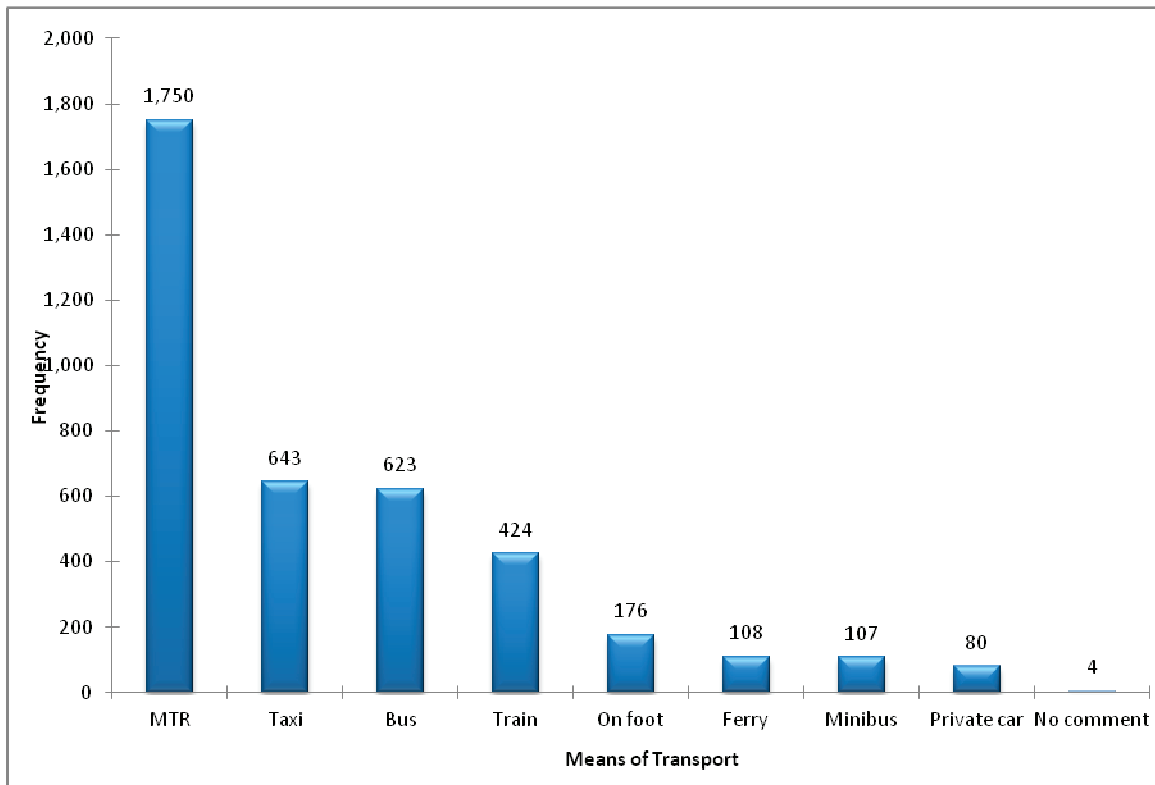
128. A response would be classified as “No comment” if the respondent did not have any comment for a question.

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

130. 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	1,750	78.44
Train	424	19.00
Bus	623	27.92
Minibus	107	4.80
Taxi	643	28.82
Private car	80	3.59
Ferry	108	4.84
On foot	176	7.89
No comment ¹³¹	4	0.18

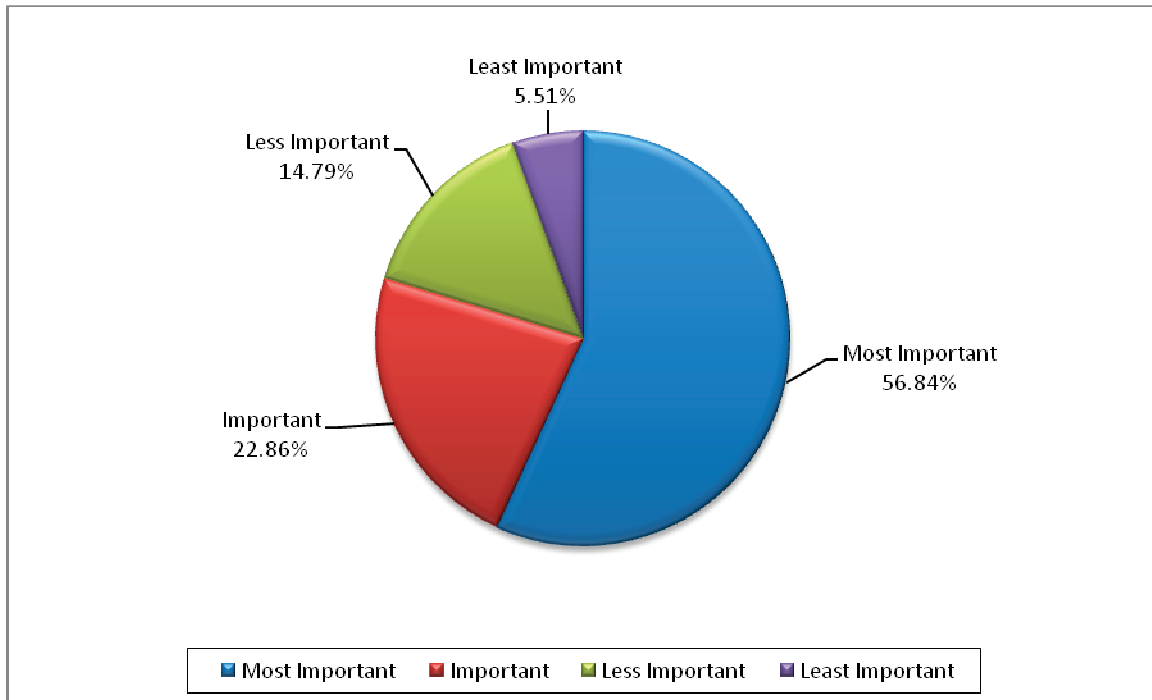


131. A response would be classified as “No comment” if the respondent did not have any comment for a question.

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.

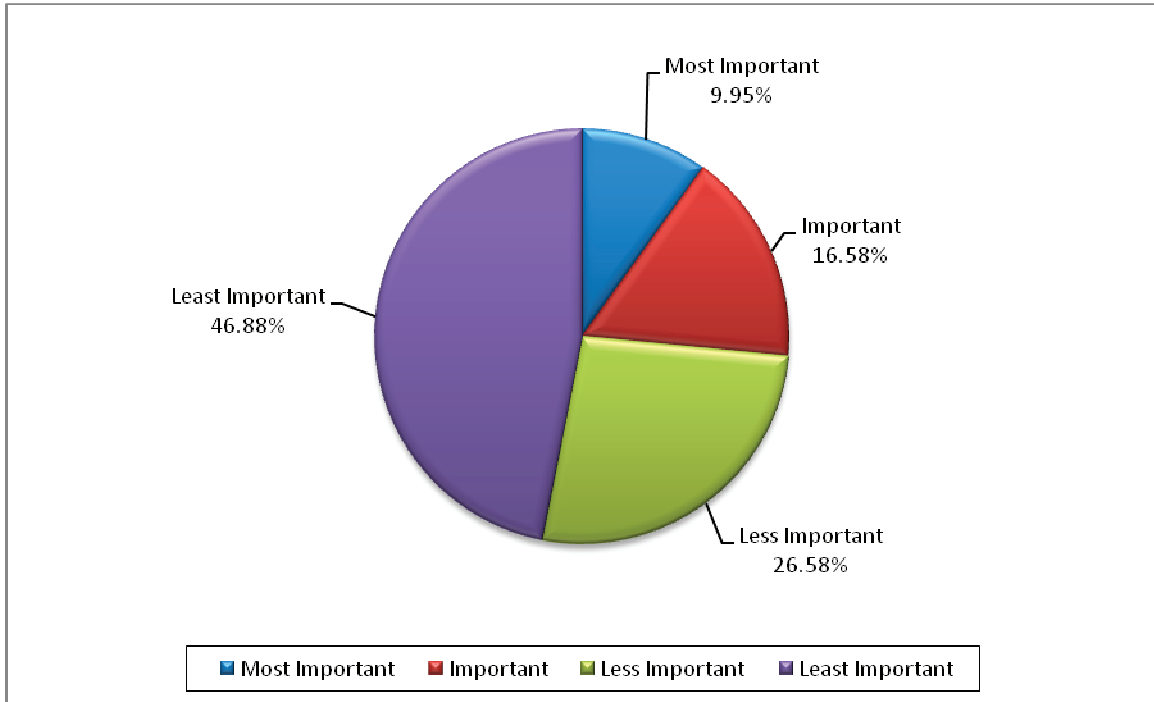
a) Convenience (Frequency and reliability of transport)

	Frequency	Percentage
Most important	1,268	56.84
Important	510	22.86
Less important	330	14.79
Least important	123	5.51
Total	2,231	100.00



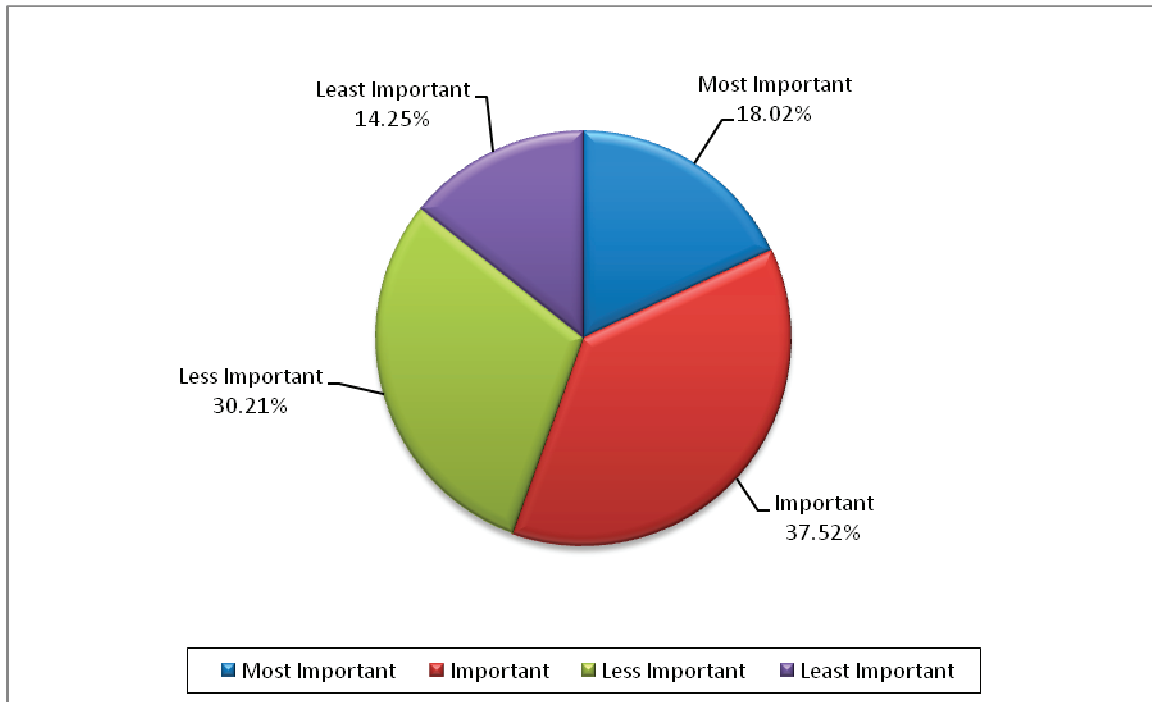
b) Visual Effect (Impact on views from and to the surrounding)

	Frequency	Percentage
Most important	222	9.95
Important	370	16.58
Less important	593	26.58
Least important	1,046	46.88
Total	2,231	100.00



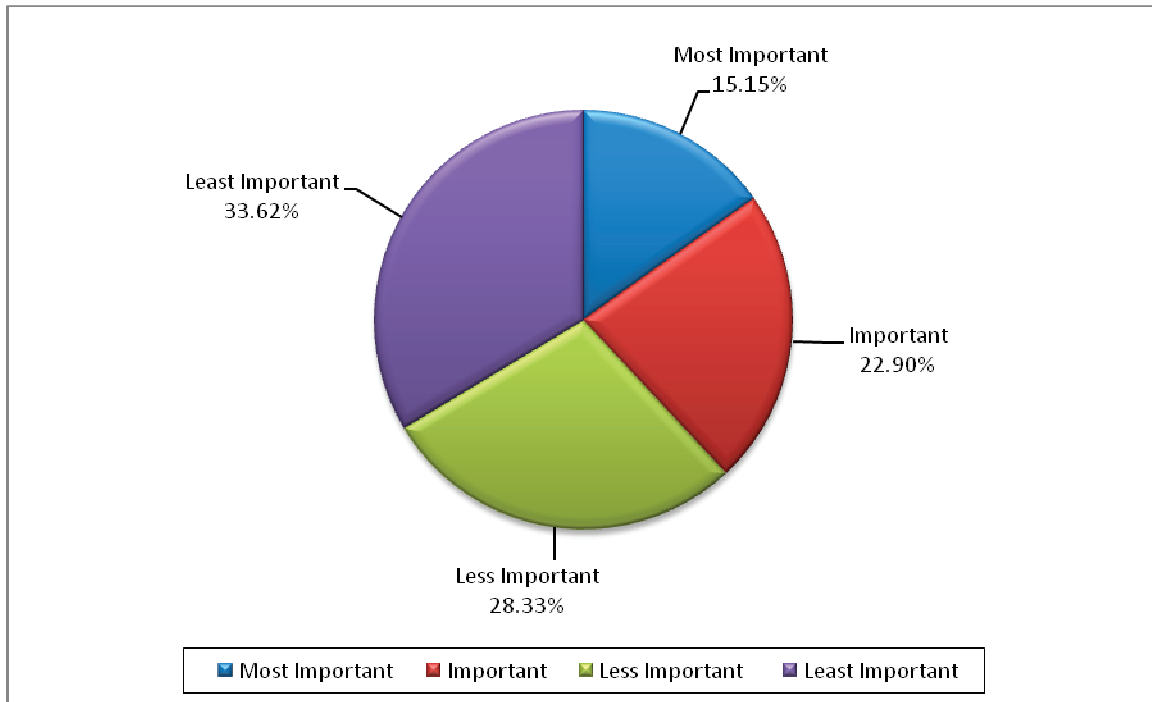
c) Comfort (How comfortable the services are)

	Frequency	Percentage
Most important	402	18.02
Important	837	37.52
Less important	674	30.21
Least important	318	14.25
Total	2,231	100.00



d) Environmental Friendliness (Low-emission and low-carbon transport)

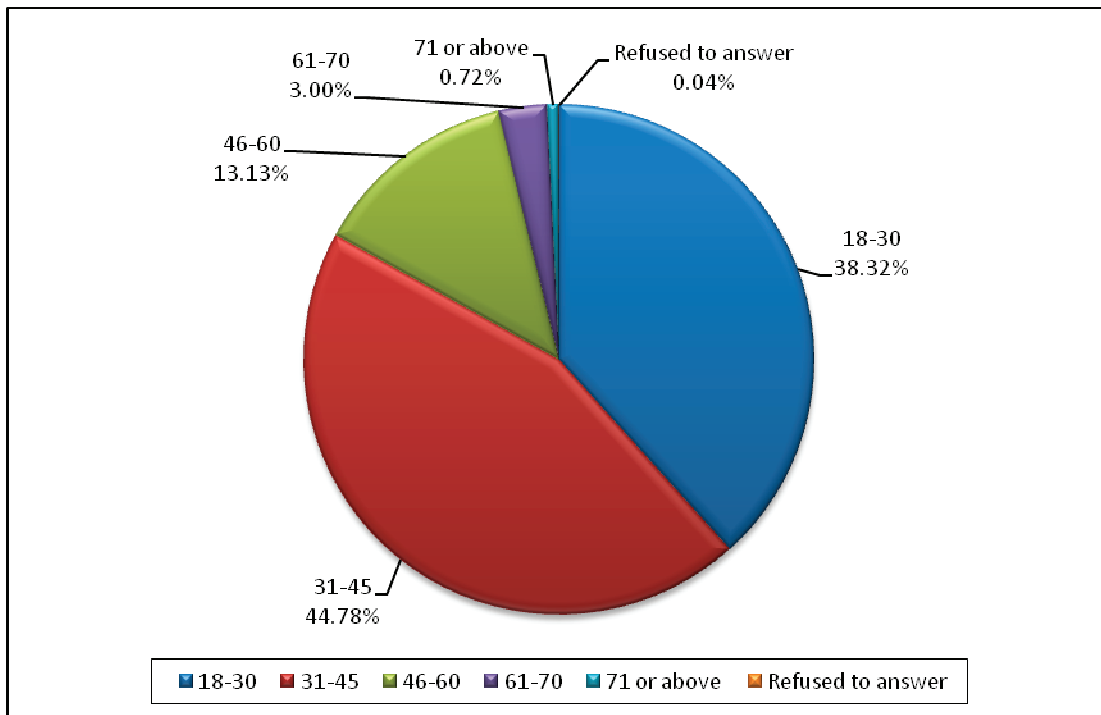
	Frequency	Percentage
Most important	338	15.15
Important	511	22.90
Less important	632	28.33
Least important	750	33.62
Total	2,231	100.00



Profile of Respondents

a) Age

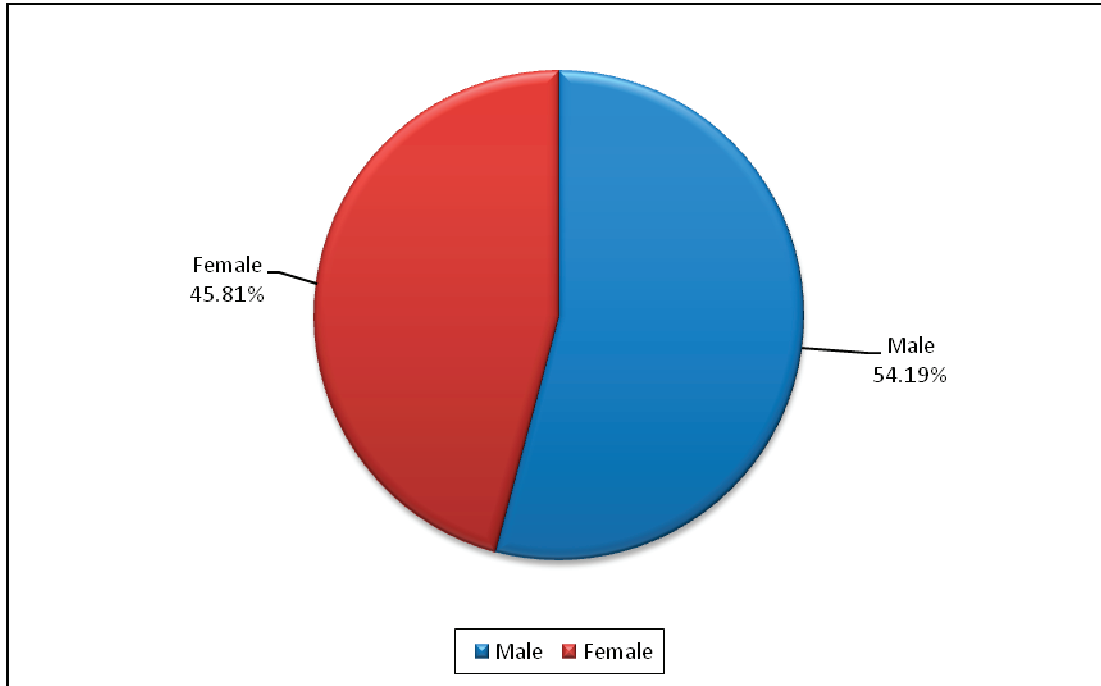
	Frequency	Percentage
Under 18	0	0.00
18-30	855	38.32
31-45	999	44.78
46-60	293	13.13
61-70	67	3.00
71 or above	16	0.72
Refused to answer ¹³²	1	0.04
Total	2,231	100.00



132. A response would be classified as “Refused to answer” if the respondent was not willing to answer a question.

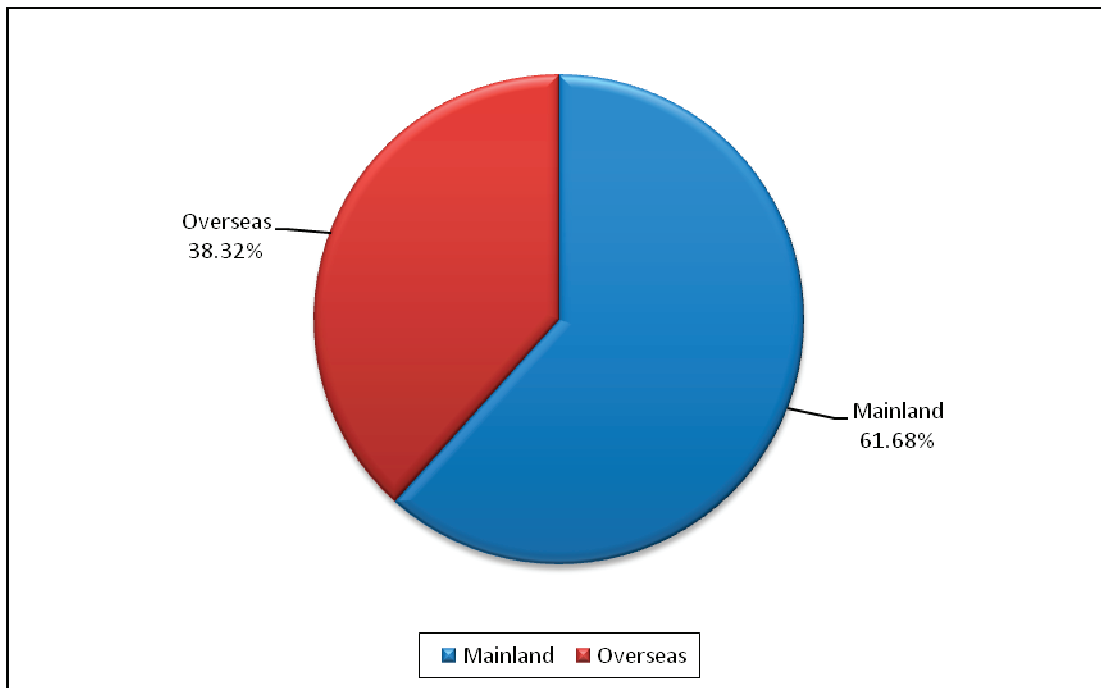
b) Gender

	Frequency	Percentage
Male	1,209	54.19
Female	1,022	45.81
Total	2,231	100.00



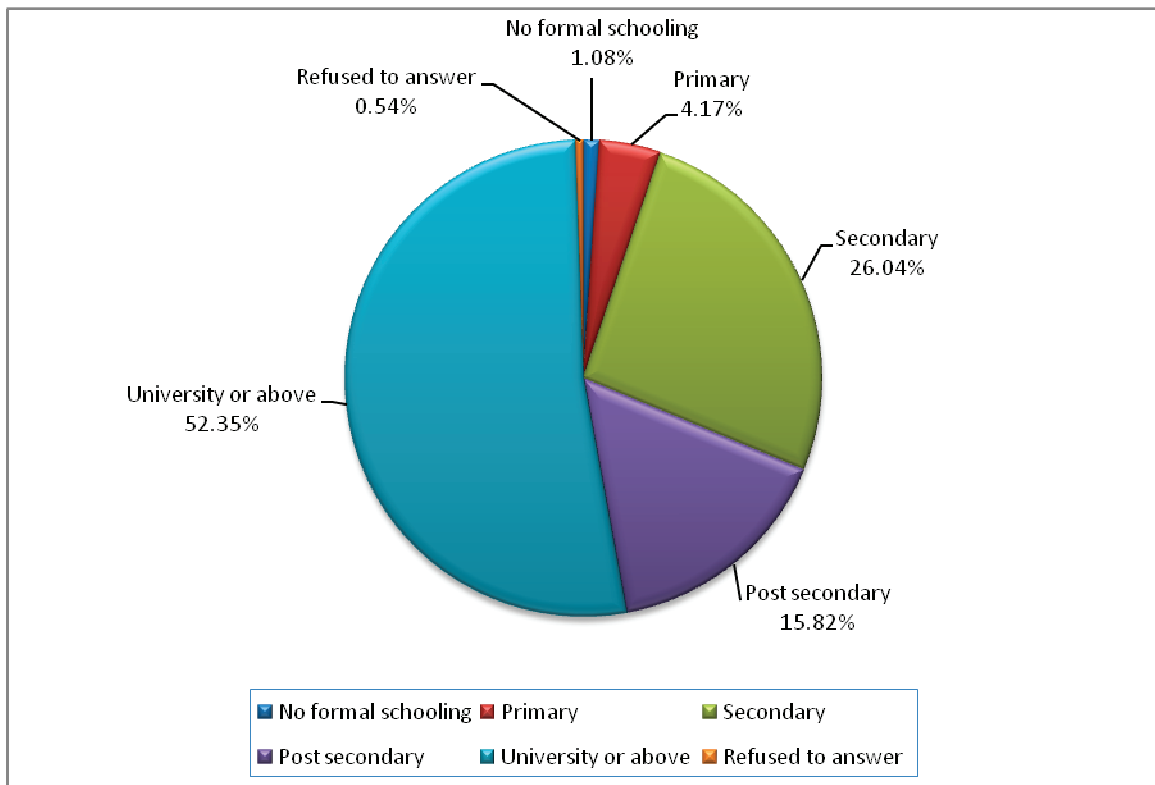
c) Area of Residence

	Frequency	Percentage
Hong Kong Island	0	0.00
Kowloon	0	0.00
New Territories	0	0.00
Outlying Islands	0	0.00
Mainland	1,376	61.68
Overseas	855	38.32
Total	2,231	100.00



d) Level of Education

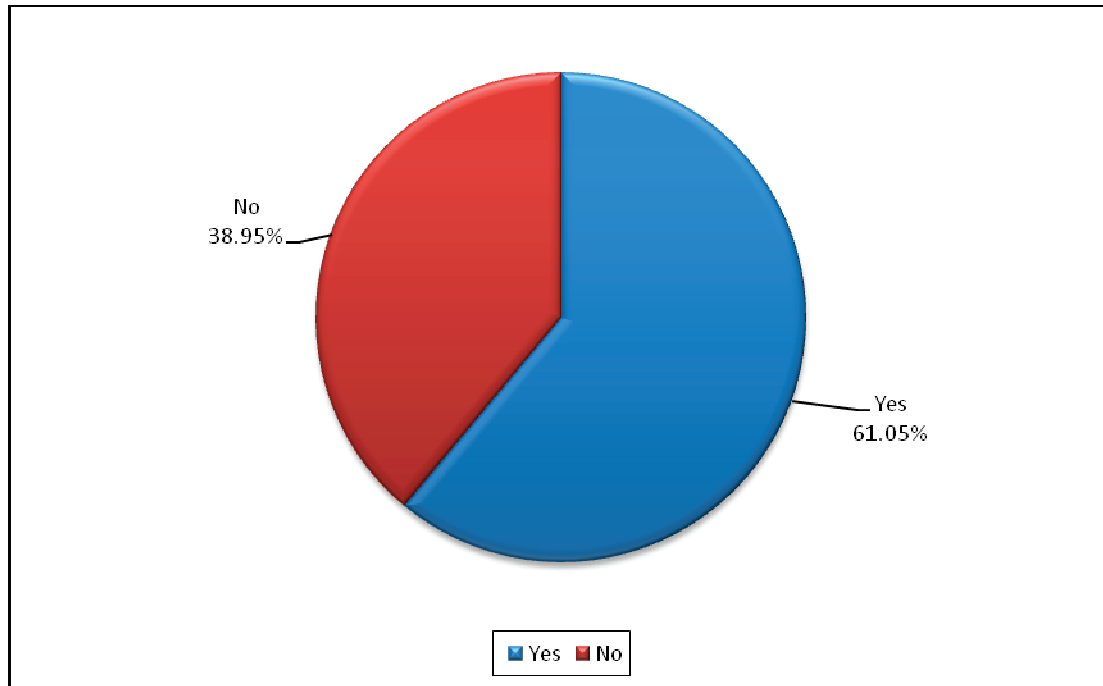
	Frequency	Percentage
No formal schooling	24	1.08
Primary	93	4.17
Secondary	581	26.04
Post secondary	353	15.82
University or above	1,168	52.35
Refused to answer ¹³³	12	0.54
Total	2,231	100.00



133. A response would be classified as “Refused to answer” if the respondent was not willing to answer a question.

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	1,362	61.05
No	869	38.95
Total	2,231	100.00



f) Referring to the previous question, how many times have you been to those arts/ cultural facilities?

	Frequency	Percentage
1-3 times	584	42.88
4-6 times	326	23.94
7 times or more	452	33.19
Total	1,362	100.00

