

CHAPTER 3: QUANTITATIVE DATA ANALYSIS¹³

3.1 OBJECTIVES OF THE QUESTIONNAIRE SURVEY

- 3.1.1 The Questionnaire Survey aims at soliciting input from the general public regarding the key planning aspects that are fundamental to the preparation of the Conceptual Plan Options for the WKCD. It also aims to solicit input on programmes, education and other related matters.
- 3.1.2 The questionnaire aims to stimulate free expression of views by respondents as well as to inspire respondents to consider some common options from which they can develop their preferences on a quantifiable basis. Each question begins with an open-ended question to solicit respondents' view on the topic in an unconstrained manner. Some of the open-ended questions are followed by associated multiple choice questions and respondents may, if they wish to, indicate their preference in the form of responses to these questions. Responses to the open-ended questions are analysed together with written and verbal comments from other sources, and the results are presented in **Chapter 2**. This Chapter summarises the responses made to questions that invite the respondents to indicate their preferences.
- 3.1.3 The survey targeted the following groups of respondents:
- (a) members of the public interested in the WKCD project;
 - (b) the Hong Kong residents; and
 - (c) visitors to Hong Kong.
- 3.1.4 Self-returned completed questionnaires basically capture views of the first group above, while face-to-face interviews were conducted by PPRI to capture views of the second and the third groups.

3.2 DESIGN OF QUESTIONNAIRE

- 3.2.1 The questionnaire was developed by the Project Consultant and PPRI in consultation with the WKCDA and the three Conceptual Plan Consultants appointed by the WKCDA. It was later reviewed and agreed by the Consultation Panel and endorsed by the Board of the WKCDA.

13. The figures and the percentages in this report have been rounded to the nearest one or two decimal points, hence individual totals may not add up due to rounding.

3.2.2 Possible references were provided for questions covering the following five major aspects – Overall Look, Ambience, Facilities and Activities, Travelling to and from the WKCD and Travelling within the WKCD. Respondents were also invited to provide their profile for analytical purposes.

Overall Look

3.2.3 This part focuses on soliciting the public's views relating to the overall look of the WKCD. Respondents may indicate their preferences on the following six characteristics:

- (a) Harmonising with the harbour-front and the ridgelines;
- (b) Distinct from and in contrast to its surrounding;
- (c) Exhibiting a green setting;
- (d) Presenting an urban setting;
- (e) Showcasing Hong Kong's unique local and traditional characteristics; and
- (f) An innovative mix of local and international features.

3.2.4 Respondents may indicate whether each of the above six characteristics is: "Most Preferred", "Preferred", "Neutral", "Least Preferred", "Not Preferred at All" or "No Comment". The six characteristics mentioned above are not mutually exclusive in the WKCD. It is possible to accommodate more than one attribute as different parts of the WKCD can assume a different look.

Ambience

3.2.5 This part focuses on soliciting the public's views relating to the ambience of the WKCD. Respondents may indicate their preferences on the following six characteristics:

- (a) Relaxing;
- (b) Exciting;
- (c) Traditional;
- (d) Contemporary;
- (e) Inviting; and
- (f) Inspiring.

3.2.6 As in the case of “Overall Look”, respondents may indicate whether each of the above six characteristics is: “Most Preferred”, “Preferred”, “Neutral”, “Least Preferred”, “Not Preferred at All” or “No Comment”. The six characteristics mentioned above are not mutually exclusive in the WKCD. It is possible to accommodate more than one attribute as different parts of the WKCD can assume a different ambience.

Facilities and Activities

3.2.7 This part focuses on soliciting the public’s views relating to the facilities in the WKCD which they would more likely visit. It contains two groups of facilities which the respondent may indicate their likelihood to visit:

- (a) Arts and cultural facilities (i.e. Museum, Theatres, Concert Halls, Xiqu Centre, Mega Performance Venue, Exhibition Centre, and Learning-related facilities); and
- (b) Public and retail-dining-entertainment facilities (i.e. Public Open Space, Parks, Promenade, Shops, Restaurants/Cafes, and Entertainment Facilities).

3.2.8 Respondents can choose more than one facility. The frequency count on each of the facilities would provide information for the Conceptual Plan Consultants in the planning of such facilities in the WKCD.

Travelling to and from the WKCD

3.2.9 This part focuses on soliciting the public’s views relating to travelling to and from the WKCD which the respondents may indicate:

- (a) the direction(s) from which the respondent would most likely go to the WKCD; and
- (b) the existing means of transport the respondent would use to access the WKCD (i.e. MTR, Train, Bus, Minibus, Taxi, Private Car, Ferry and On Foot).

3.2.10 As in the case of “Facilities and Activities”, respondents can choose more than one means of transport. The frequency count can provide information for the Conceptual Plan Consultants in the planning of the WKCD, in particular, the transport facilities.

Travelling within the WKCD

3.2.11 This part focuses on soliciting the public's views relating to travelling within the WKCD. Respondents may rank the order of importance of the following factors in planning the internal mode(s) of transport within the WKCD:

- (a) Convenience – frequency and reliability of transport;
- (b) Visual Effect – impact on views from and to the surrounding;
- (c) Comfort – how comfortable the services are; and
- (d) Environmental Friendliness – low-emission and low-carbon transport.

3.2.12 Respondents may indicate the order of importance of the above four factors regarding the WKCD's internal mode(s) of transport in the order of importance from 1 (most important) to 4 (least important).

Profile of Respondent

3.2.13 The last part of the questionnaire invites the respondent to provide basic demographic data (including age, gender, area of residence and education level) as well as information on patronage of arts and cultural venues. This information would allow further analysis on the preferences of different groups.

3.2.14 In addition to the topics mentioned above, respondents may also provide their comments on “Programmes and Education-related Activities” and “Planning Design Principles”.

3.2.15 A sample of the questionnaire is attached in **Annex 1**.

3.3 COLLECTION OF QUESTIONNAIRES

3.3.1 During Stage 1 PE exercise, a total of 6,688 questionnaires were collected from three sources: self-returned questionnaires (2,192, 32.8% of total), face-to-face interviews with Hong Kong residents (2,265, 33.9% of total), and face-to-face interviews with visitors to Hong Kong (2,231, 33.3% of total). Data sources of collected questionnaires are summarised in **Exhibit 8**.

Exhibit 8: Data Sources of Collected Questionnaires

Item	Source of Questionnaires	Description	Collection Agent	Quantity	Sub-total (% of total)
1	Self-returned	PE Events	WKCDA	1,204	2,192 (32.8%)
		Fax		1	
		Post / Hand Delivery		723	
		Online		264	
2	Face-to-face interviews with Hong Kong residents	PPRI		2,265 (33.9%)	
3	Face-to-face interviews with visitors to Hong Kong	PPRI		2,231 (33.3%)	
Total:					6,688 (100.0%)

3.3.2 Self-returned questionnaires were collected at the 66 PE events, via fax, post, hand delivery and from online sources.

3.3.3 Face-to-face interviews were conducted by PPRI.

3.3.4 Photocopies of all questionnaires (including hardcopies and electronic copies) collected were sent to PPRI for processing. Originals and photocopies of all collected questionnaires were kept under lock and key. Only authorised officers who had signed the confidentiality declaration were allowed to access the questionnaires.

3.3.5 Preferences indicated in questions with possible references were codified and analysed with “Statistical Package for the Social Sciences” (SPSS)¹⁴.

3.3.6 The distribution of preferences indicated in the responses to the questionnaires are categorised according to the rule shown in **Exhibit 9**, when applicable.

Exhibit 9: Categorisation Rule for Describing Different Percentages of Views

<u>Category Description</u>	<u>Percentage of Views (Most Preferred + Preferred)</u>
Views of the great majority	> 67%
Views of the majority, though there is a sizeable number not sharing the same view	52 - 66%
Views with divergence	49 - 51%
Views of a sizeable number of respondents	20 - 48%
Views of the minority	< 20%

14. SPSS is a statistical and analytical software commonly used in data analysis for social sciences.

3.4 RESULTS OF SELF-RETURNED QUESTIONNAIRES

3.4.1 Detailed key statistics for the preferences indicated in the questions from the self-returned questionnaires are presented in tabular and graphic forms in **Annex 2**. A summary of the preferences indicated (excluding “invalid” and “no answer” cases) is presented below.

Overall Look

3.4.2 The great majority indicate the following attributes as either the “Most Preferred” or “Preferred” overall look for the WKCD: “Exhibiting a green setting” (81.8%), “Showcasing Hong Kong’s unique local and traditional characteristics” (68.8%), “Harmonising with the harbour-front and the ridgelines” (68.3%) and “An innovative mix of local and international features” (67.3%), with “Exhibiting a green setting” being the top choice.

3.4.3 Views are divergent on whether “Distinct from and in contrast to its surrounding” (48.6%) should be the “Most Preferred” or “Preferred” overall look for the WKCD.

3.4.4 A sizeable number of respondents indicate “Presenting an urban setting” (29.2%) as the “Most Preferred” or “Preferred” overall look for the WKCD.

Ambience

3.4.5 A great majority of respondents indicate “Relaxing” (88.2%) and “Inspiring” (76.1%) as the “Most Preferred” or “Preferred” ambience in the WKCD.

3.4.6 The majority of respondents indicate “Contemporary” (62.9%) and “Inviting” (61.3%) as the “Most Preferred” or “Preferred” ambience in the WKCD, though there is a sizeable number not sharing the same view.

3.4.7 A sizeable number of respondents indicate “Traditional” (41.0%) and “Exciting” (37.1%) as the “Most Preferred” or “Preferred” ambience in the WKCD.

Arts and Cultural Facilities

3.4.8 Regarding the type of arts and cultural facilities that respondents to self-returned questionnaires are more likely to visit, “Mega Performance Venue” (65.9%) is the top choice, followed by “Theatres” (64.9%), “Museum” (63.2%), “Concert Halls” (58.7%), “Exhibition Centre” (52.5%), “Learning-related facilities” (47.2%) and “Xiqu Centre” (25.9%).

3.4.9 Cross tabulation of choice of arts and cultural venues and age groups are shown in **Annex 5**. Chi-square tests¹⁵ were performed to determine whether significant difference exists in the choices of venues among different age groups. The test results show that significant differences are found among age groups and their likelihood of visiting “Museum”, “Theatres”, “Concert Halls”, “Xiqu Centre”, “Exhibition Centre” and “Learning-related facilities” (**Annex 6**). A relative high percentage of respondents aged 31 or above are likely to visit these venues than those aged 30 or below. No significant difference is found between age groups and their likelihood of visit to “Mega Performance Venue”.

Public and Retail-dining-entertainment Facilities

3.4.10 Regarding the public and retail-dining-entertainment facilities that respondents are more likely to visit, “Promenade” (68.6%) ranks first, followed by “Public Open Space” (66.7%), “Restaurants/Cafes” (62.4%), “Parks” (62.3%), “Entertainment Facilities” (54.4%), and “Shops” (40.9%).

3.4.11 Cross tabulation of choice of public and retail-dining-entertainment facilities and age groups are shown in **Annex 5**. Chi-square tests were performed to determine whether significant difference exists in the choices of public and retail-dining-entertainment facilities among different age groups. The test shows that significant differences are found for the likelihood of visiting all public and retail-dining-entertainment facilities, i.e. “Public Open Space”, “Parks”, “Promenade”, “Restaurants/Cafes”, “Shops” and “Entertainment Facilities” (**Annex 6**). Those aged under 18 are more likely to visit “Entertainment Facilities” and “Shops” than other age groups. Groups of respondents aged 31-45, aged 46-60 and aged 71 or above are more likely to visit “Promenade” than other age groups. Respondents aged 31-45 are more likely to visit “Public Open Space” than other age groups. Groups of respondents aged 31-45 and aged 71 or above are more likely to visit “Parks” than other age groups. Finally, groups of respondents aged above 31-45 and 61-70 are more likely to visit “Restaurants/Cafes” than other age groups.

Travelling to and from the WKCD

3.4.12 In terms of the number of respondents indicating the direction that they will be coming from when visiting the WKCD, “East” ranks first (46.1%), followed by “North” (28.8%), “South” (23.7%) and “West” (6.9%) in that order.

3.4.13 In terms of the means of transport to travel to the WKCD, “MTR” (82.5%) ranks first, followed by “Bus” (52.9%). Other means of transport in the order of

15. Chi-square test is a statistical method to test whether significant difference exists among groups.

likelihood of use are “On foot” (23.2%), “Ferry” (21.0%), “Minibus” (18.5%), “Train” (17.2%), “Private car” (17.1 %) and “Taxi” (15.5%).

Travelling within the WKCD

- 3.4.14 Regarding the importance of the various factors relating to the WKCD’s internal mode of transport, the majority of respondents indicate “Environmental Friendliness” (53.7%) as the most important or an important factor.
- 3.4.15 Views are divergent on whether “Comfort” (49.4%) should be the most important or an important attribute for modes of transport within the WKCD.
- 3.4.16 Views of a sizeable number of respondents indicate “Convenience” (44.9%) and “Visual Effect” (38.3%) as the most important/important attributes.

Respondents’ Profile

- 3.4.17 48.1% of the respondents are under the age of 18, 20.3% aged between 18-30, 12.9% aged between 31-45, 12.0% aged between 46-60, 2.2% aged between 61-70, and 0.9% aged 71 or above.¹⁶
- 3.4.18 41.9% of the respondents are male while 54.2% are female.¹⁷
- 3.4.19 In terms of area of residence, 23.9% of the respondents live on Hong Kong Island, 30.7% live in Kowloon, 38.8% live in the New Territories and 1.8% live in the Outlying Islands.¹⁸
- 3.4.20 In terms of education level, 55.7% of the respondents received secondary education, while 27.7% received university education or above, 10.1% received post secondary education and 1.6% received primary education.¹⁹
- 3.4.21 85.4% of all respondents have patronised arts and cultural facilities in the past 12 months. Among the responses to patronage of arts and cultural facilities in the past 12 months, 42.7% have visited arts and cultural facilities for seven times or more in the past 12 months. Cross tabulation of age groups and the frequency of visits to arts and cultural venues during the past 12 months are shown in **Annex 5**. Chi-square tests were performed to determine whether significant difference exists in the frequency of previous visits among different age groups (**Annex 6**). The test

16. The percentages do not add up to 100% because 3.6% of the responses are “No answer” or “Invalid” cases.

17. The two percentages do not add up to 100% because 3.9% of the responses are “No answer” or “Invalid” cases.

18. The percentages do not add up to 100% because 4.8% of the responses are “No answer”, “Invalid”, “Mainland” and “Overseas” cases.

19. The percentages do not add up to 100% because 4.8% of responses are “No formal schooling”, “Invalid” and “No answer”.

results show that significant differences are found for previous visits to arts and cultural venues and age groups. Respondents aged 31-45 visited arts and cultural venues most, followed by respondents aged 18-30, and then respondents aged 46-60.

3.5 FACE-TO-FACE INTERVIEWS

3.5.1 To supplement and triangulate the findings from the self-returned questionnaires described in the above sections, two additional surveys were conducted by PPRI during Stage 1 PE. The first exercise was a face-to-face interview survey with Hong Kong residents, while the second was a face-to-face interview survey with visitors to Hong Kong. The following sections describe the methodology and results of these two surveys. These two surveys were conducted during the period from 8 October 2009 to 7 January 2010. The questionnaire used in these two surveys is basically the same as that used for self-returning purpose. The questionnaire used for face-to-face interviews with Hong Kong residents and visitors to Hong Kong have screening questions in order to identify the suitable targets²⁰. The questionnaire used for visitors to Hong Kong contains screening questions which help to identify the country of origin of the visitors.

3.6 METHOD AND RESULTS OF FACE-TO-FACE INTERVIEWS WITH HONG KONG RESIDENTS

Sampling Method

3.6.1 The survey targets Hong Kong residents aged 18 or above. Quota sampling was adopted as the sampling method²¹. According to the statistics in mid-2008 provided by the Census and Statistics Department, the estimated population in Hong Kong Island, Kowloon, and the New Territories (NT) were 1,285,900 (18.7% of total population), 2,008,100 (29.1% of total population), and 3,596,200 (52.2% of total population) respectively. Based on a quota sample of around 2,000 interviewees who were picked randomly at busy locations of each district, the number of respondents interviewed from each district is shown in **Exhibit 10**:

20. Suitable targets are people aged 18 or above who have not completed the same questionnaire before.

21. Quota sampling is a sampling method in statistics in which the target population is first segmented into some mutually exclusive sub-groups before a survey is conducted. In this Consultancy, the whole population of Hong Kong was divided into three distinct geographical regions, namely Hong Kong Island, Kowloon, and the New Territories.

Exhibit 10: Distribution of Respondents to Face-to-Face Interviews with Hong Kong Residents

District		Number of Respondents	Percentage of Total (%)	Distribution of the Hong Kong Population (%)
a.	Hong Kong Island	382	16.9	18.7
b.	Kowloon	602	26.6	29.1
c.	New Territories East	574	25.3	52.2
d.	New Territories West	707	31.2	
Total:		2,265	100.0	100.0

Interview Sites

3.6.2 Ten interview sites, covering different parts of Hong Kong, were chosen according to demographic distribution for conducting the survey. Details of the sites are as follows:

Hong Kong Island

- Victoria Park (Causeway Bay)
- Edinburgh Place (Central)
- Admiralty MTR Station (Admiralty)

Kowloon

- Kowloon Park (Tsim Sha Tsui / Jordan)
- Yue Man Square (Kwun Tong)
- Mong Kok MTR Station (Mong Kok)

New Territories (NT)

(a) NT East

- New Town Plaza (Sha Tin)
- Tai Wai Railway Station (Tai Wai)

(b) NT West

- Tuen Mun Town Plaza (Tuen Mun)
- Tin Shui Wai Light Rail Station (Tin Shui Wai)

- 3.6.3 2,265 persons were successfully interviewed. Cases in which respondents refused to answer, mid-way termination, as well as communication problems between the interviewees and the interviewers were not taken on board. The interviews were conducted mainly in Cantonese.
- 3.6.4 Detailed key statistics for the responses to each question are presented in tabular and graphic forms in **Annex 3**. The description below for various distribution of views follows the categorization rule shown in **Exhibit 9** when applicable. A summary of findings is presented below:

Overall Look

- 3.6.5 Views of the great majority indicate “Exhibiting a green setting” (79.7%), followed by “Showcasing Hong Kong’s unique local and traditional characteristics” (71.1%) as the “Most Preferred” or “Preferred” overall look for the WKCD with “Exhibiting a green setting” as the top choice.
- 3.6.6 Views of the majority indicate “An innovative mix of local and international features” (64.9%), “Harmonising with the harbour-front and the ridgelines” (64.5%) and “Distinct from and in contrast to its surrounding” (54.2%) as the “Most Preferred” or “Preferred” overall look, though there is a sizeable number not sharing the same view.
- 3.6.7 Views of a sizeable number of respondents indicate “Presenting an urban setting” (43.8%) as the “Most Preferred” or “Preferred” overall look for the WKCD.

Ambience

- 3.6.8 Views of the great majority indicate “Relaxing” (87.2%), followed by “Inspiring” (66.9%) as the “Most Preferred” or “Preferred” ambience for the WKCD.
- 3.6.9 Views of the majority indicate “Inviting” (62.9%), “Contemporary” (59.1%), and “Traditional” (52.1%) as the “Most Preferred” or “Preferred” ambience for the WKCD, though a sizeable number does not share the same view.
- 3.6.10 Views of a sizeable number of respondents indicate “Exciting” (25.7%) as the “Most Preferred” or “Preferred” ambience for the WKCD.

Arts and Cultural Facilities

- 3.6.11 Regarding the type of arts and cultural facilities that Hong Kong residents are more likely to visit, “Concert Halls” (49.6%) ranks first, followed by “Museum” (49.5%), “Mega Performance Venue” (49.5%), “Theatres” (48.5%), “Exhibition Centre”

(44.9%), “Learning-related facilities” (24.9%) and “Xiqu Centre” (23.9%) in that order.

- 3.6.12 Cross tabulation of choice of venues and age groups are shown in **Annex 5**. Chi-square tests were performed to determine whether significant difference exists in the choice of venues among different age groups. The test results show that significant differences are found for the likelihood of visiting “Concert Halls” and the “Xiqu Centre” (**Annex 6**). A higher percentage of respondents aged 61 or above indicate that they are more likely to visit “Xiqu Centre” than other age groups. A higher percentage of respondents aged between 31-45 and aged between 61-70 indicate that they are likely to visit “Concert Halls”. No significant difference is found between age groups and their likelihood of visiting the other facilities (i.e. “Museum”, “Theatres”, “Mega Performance Venue”, “Exhibition Centre” and “Learning-related Facilities”).

Public and Retail-dining-entertainment Facilities

- 3.6.13 Regarding the type of public and retail-dining-entertainment facilities that Hong Kong residents are more likely to visit, “Promenade” (64.9%) ranks first, followed by “Parks” (53.7%), “Restaurants/Cafes” (44.8%), “Shops” (37.1%), “Entertainment Facilities” (35.5%) and “Public Open Space” (35.4%) in that order.
- 3.6.14 Cross tabulation of choice of public and retail-dining-entertainment facilities and age groups are shown in **Annex 5**. Chi-square tests were performed to determine whether significant difference exists in the choices of public and retail-dining-entertainment facilities among different age groups. The test shows that significant differences are found for the likelihood of visiting “Public Open Space”, “Parks” and “Promenade” (**Annex 6**). A higher percentage of respondents aged 71 or above indicate that they are more likely to visit “Parks” and “Public Open Space” than respondents of other age groups. A higher percentage of respondents aged 61 or above indicate that they are more likely to visit “Promenade”. No significant difference is found between age groups and their likelihood of visiting “Shops”, “Restaurants/Cafes”, and “Entertainment Facilities”.

Travelling to and from the WKCD

- 3.6.15 In terms of the number of respondents indicating the direction that they will be coming from when visiting the WKCD, “North” (56.0%) ranks first, followed by “East” (38.0%), “South” (10.6%) and “West” (2.7%) in that order.
- 3.6.16 In terms of the means of transport to travel to the WKCD, “MTR” (64.9%) ranks first, followed by “Bus” (55.1%). Other means of transport in the order of

likelihood of use are “Train” (28.7%), “Minibus” (14.2%), “Private car” (7.5%), “Taxi” (4.2%), “On foot” (3.7%), and “Ferry” (3.7%).

Travelling within the WKCD

- 3.6.17 Regarding the importance of the various factors relating to the WKCD’s internal mode of transport, views of the great majority indicate “Convenience” (74.6%) as the “Most important” or “Important” factor.
- 3.6.18 Views of the majority of respondents indicate “Comfort” (59.4%) as the “Most Important” or “Important” factor, though a sizeable number does not share the same view.
- 3.6.19 Views of a sizeable number indicate “Environmental Friendliness” (43.5%) and “Visual Effect” (22.6%) as the “Most important” or “Important” factors.

Respondents’ Profile

- 3.6.20 46.8% of the respondents aged between 18-30, 34.5% aged between 31-45, 14.4% aged between 46-60, 3.7% aged between 61-70, and 0.7% aged 71 or above.
- 3.6.21 55.5% of the respondents are male while 44.5% are female.
- 3.6.22 In terms of area of residence, 10.3% of the respondents live on Hong Kong Island, 26.5% live in Kowloon and 62.5% live in the New Territories. The rest 0.7% live in the Outlying Islands.
- 3.6.23 In terms of education level, 43.0% of the respondents received secondary education while 27.0% received university education or above, 23.0% received post secondary education and 6.3% received primary education.²²
- 3.6.24 67.6% of the respondents patronised arts and cultural facilities in the past 12 months; 29.7% of them have visited arts and cultural facilities seven times or more in the past 12 months. Cross tabulation of age groups and the frequency of visits to arts and cultural facilities during the past 12 months are shown in **Annex 5**. Chi-square tests were performed to determine whether significant difference exists in frequency of previous visits among different age groups (**Annex 6**). The test results show that no significant difference is found for the frequency of previous visits to arts and cultural venues among different age groups of respondents.

22. The percentages do not add up to 100% because 0.8% of respondents do not receive any formal education.

3.7 METHOD AND RESULTS OF FACE-TO-FACE INTERVIEWS WITH VISITORS TO HONG KONG

Sampling Method

3.7.1 This survey targets visitors to Hong Kong from different countries or regions. Visitors from the Mainland China, Taiwan, Japan, USA and South Korea constitute around 76% of the total number of visitors to Hong Kong²³. Quota sampling was adopted as the sampling method. The percentage of interviewees from each of the countries/regions corresponded roughly to the percentage of visitors to Hong Kong. The breakdown is as follows (**Exhibit 11**):

Exhibit 11: Distribution of Respondents to Face-to-Face Interviews with Visitors to Hong Kong by Country of Origin

Country/Region of Origin	Number of Respondents	Percentage of Total (%)	Interviewing Language
Mainland China	1,376	61.7	Putonghua/Cantonese
Taiwan	158	7.1	Putonghua
USA	92	4.1	English
Japan	84	3.8	English
Korea	63	2.8	English
Other Countries/Regions	458	20.5	English
Total:	2,231	100.0	

Interview sites

3.7.2 Since visitors to Hong Kong can enter the territory by either air, land or sea, the following interview sites were selected: the Hong Kong International Airport, the Intercity train station in Hung Hom and the China Ferry Terminal in Tsim Sha Tsui. Frequent on-site spot checks were conducted by staff members of PPRI to ensure that the interviews were conducted in accordance with established guidelines.

3.7.3 2,231 visitors were successfully interviewed. Unsuccessful cases included refusal to answer, mid-way termination, as well as communication problems between the interviewees and the interviewers. The interviews were conducted in Putonghua, Cantonese or English.

3.7.4 Statistical results for the responses to each question are presented in tabular and graphic forms in **Annex 4**. The description below for various distribution of views

23. Source: Visitor Profile Report – 2008, Hong Kong Tourism Board, published in April 2009.

follows the categorization rule shown in **Exhibit 9** when applicable. A summary of findings is presented below:

Overall Look

- 3.7.5 Views of the great majority indicated “Showcasing Hong Kong’s unique local and traditional characteristics” (79.1%), “Exhibiting a green setting” (78.9%), “Harmonising with the harbour-front and the ridgelines” (74.5%) and “An innovative mix of local and international features” (72.9%), as the “Most Preferred” or “Preferred” overall look for the WKCD, with “Showcasing Hong Kong’s unique local and traditional characteristics” as the top choice.
- 3.7.6 Views of the majority indicated “Distinct from and in contrast to its surrounding” (64.8%) and “Presenting an urban setting” (60.5%) as the “Most Preferred” or “Preferred” overall look for the WKCD, though there is a sizeable number not sharing this view.

Ambience

- 3.7.7 Views of the great majority indicated “Relaxing” (88.7%) followed by “Inviting” (82.2%), “Inspiring” (77.1%), “Contemporary” (71.7%), and “Traditional” (69.8%) as the “Most Preferred” or “Preferred” ambience.
- 3.7.8 Views of a sizeable number of respondents indicated “Exciting” (42.4%) as the “Most Preferred” or “Preferred” ambience.

Arts and Cultural Facilities

- 3.7.9 Regarding the type of arts and cultural facilities that visitors to Hong Kong are more likely to visit, “Museum” (58.8%) ranks first, followed by “Concert Halls” (52.8%), “Theatres” (51.3%), “Exhibition Centre” (48.8%), “Mega Performance Venue” (43.2%), “Xiqu Centre” (31.9%), and “Learning-related facilities” (31.1%) in that order.
- 3.7.10 Cross tabulation of choice of venues and age groups are shown in **Annex 5**. Chi-square tests were performed to determine whether significant difference exists in the choice of venues among different age groups (**Annex 6**). The test results show that significant difference is found between likelihood of visiting the “Xiqu Centre”, “Mega Performance Venue” and “Learning-related facilities”. A higher percentage of respondents aged 71 or above are likely to visit these facilities/venues than other age groups. No significant difference is found between age groups and their likelihood of visiting “Museum”, “Theatres”, “Concert Halls”, and “Exhibition Centre”.

Public and Retail-dining-entertainment Facilities

- 3.7.11 Regarding the type of public and retail-dining-entertainment facilities that visitors to Hong Kong are more likely to visit, “Promenade” (58.4%) ranks first, followed by “Parks” (56.4%), “Restaurants/Cafes” (49.8%), “Public Open Space” (45.3%), “Shops” (45.2%) and “Entertainment Facilities” (28.5%) in that order.
- 3.7.12 Cross tabulation of choice of public and retail-dining-entertainment facilities and age groups are shown in **Annex 5**. Chi-square tests were performed to determine whether there is significant difference in the choices of retail-dining-entertainment facilities among different age groups. The test shows that significant differences are found for the likelihood of visiting “Parks” and “Promenade” (**Annex 6**). A higher percentage of respondents aged 71 or above indicate that they are likely to visit “Parks” and “Promenade” than respondents of other age groups. No significant difference is found between age groups and their likelihood of visiting “Public Open Space”, “Shops”, “Restaurants/Cafes”, and “Entertainment Facilities”.

Travelling to and from the WKCD

- 3.7.13 In terms of the number of respondents indicating the direction that they will be coming from when visiting the WKCD, “North” (42.5%) ranks first, followed by “West” (37.6%), “East” (34.0%) and “South” (16.3%) in that order.
- 3.7.14 In terms of the means of transport to travel to the WKCD, “MTR” (78.4%) ranks first, followed by “Taxi” (28.8%). Other means of transport in the order of likelihood of using are “Bus” (27.9%), “Train” (19.0%), “On Foot” (7.9%), “Ferry” (4.8%), “Minibus” (4.8%) and “Private Car” (3.6%).

Travelling within the WKCD

- 3.7.15 Regarding the importance of the various factors relating to the WKCD’s internal mode of transport, views of the great majority indicate “Convenience” (79.7%) as the “Most Important” or “Important” factor.
- 3.7.16 Views of the majority indicate “Comfort” (55.5%) as the “Most Important” or “Important” factor, though there is a sizeable number not sharing the same view.
- 3.7.17 Views of a sizeable number of respondents indicate “Environmental Friendliness” (38.1%) and “Visual Effect” (26.5%) as the “Most important” or “Important” factor.

Respondents’ Profile

- 3.7.18 38.3% of the respondents aged between 18-30, 44.8% aged between 31-45, 13.1% aged between 46-60, 3.0% aged between 61-70, and 0.7% aged 71 or above.

- 3.7.19 54.2% of the respondents are male while 45.8% are female.
- 3.7.20 In terms of country of origin, 61.7% are from the Mainland China and 38.3% are from overseas.
- 3.7.21 In terms of education level, 52.4 % of the respondents received university education, 26.0% received secondary education, 15.8% received post secondary education, and 4.2% received primary education.²⁴
- 3.7.22 61.1% of the respondents patronised arts and cultural venues in the past 12 months; 33.2% of them have visited arts and cultural facilities for seven times or more in the past 12 months. Cross tabulation of age groups and frequency of visits to arts and cultural facilities during the past 12 months are shown in **Annex 5**. Chi-square tests were performed to determine whether significant difference exists in frequency of previous visits among different age groups (**Annex 6**). The test results show that no significant difference exists between previous visits to arts and cultural venues among different age groups for visitors to Hong Kong.

3.8 SUMMARY OF QUANTITATIVE DATA ANALYSIS

- 3.8.1 The preferences indicated in the above three sets of data are summarised in **Exhibit 12**.
- 3.8.2 There is general convergence of preferences from the three data sets for a number of questions:
- (a) Most preferred or preferred “Overall Look” for the WKCD – “Exhibiting a green setting” and “Showcasing Hong Kong’s unique local and traditional characteristics”;
 - (b) Most preferred or preferred “Ambience” of the WKCD – “Relaxing”;
 - (c) “Public and retail-dining-entertainment facilities” more likely to visit – “Promenade”; and
 - (d) Most likely “Means of transport to the WKCD” – “MTR”.
- 3.8.3 Visitors have slightly different preferences from local residents in terms of the types of venues they are likely to visit and the transport means.

24. The percentages do not add up to 100% because 1.6% of the respondents either refuse to answer or do not receive any formal education.

- 3.8.4 On the whole, local respondents hope that the WKCD can exhibit a green setting and can showcase Hong Kong's unique local and traditional characteristics. They also hope to experience a relaxing and inspiring ambience of the WKCD.
- 3.8.5 The core arts and cultural facilities that all respondents are more likely to visit are "Mega Performance Venue", "Concert Halls", "Theatres", and "Museum". "Mega Performance Venue" is a popular choice for Hong Kong residents for all age groups, taking into account data from self-returned questionnaires and interviews with Hong Kong residents. "Museum" is a popular choice for visitors to Hong Kong for all age groups.
- 3.8.6 Age is a significant factor in terms of likelihood of visit to a particular arts and cultural venue. Younger respondents from Hong Kong are more likely to visit "Mega Performance Venue" and less likely to visit the "Xiqu Centre". Visitors of all age groups, particularly for those aged 71 or above are more likely to visit "Museum", and less likely to visit "Learning-related Facilities".
- 3.8.7 As for other facilities, respondents are more likely to visit "Promenade", "Public Open Space", and "Parks" in the WKCD.
- 3.8.8 Respondents indicated that they will come from all different directions.
- 3.8.9 "MTR", "Bus" and "Taxi" are the top choices of transport means to and from the WKCD.
- 3.8.10 "Environmental Friendliness", "Convenience" and "Comfort" are indicated as the "Most Important" or "Important" factors for planning internal transport system within the WKCD.

Exhibit 12: Top Choices for Preferences to Questions for Three Groups of Questionnaire Respondents

	Self-returned Completed Questionnaire	Face-to-face Interviews with Hong Kong Residents	Face-to-face Interviews with Visitors to Hong Kong
	Top Choices	Top Choices	Top Choices
Overall Look	1. Exhibiting a Green setting	1. Exhibiting a Green setting	1. Showcasing Hong Kong's Unique Local and Traditional Characteristics
	2. Showcasing Hong Kong's Unique Local and Traditional Characteristics	2. Showcasing Hong Kong's Unique Local and Traditional Characteristics	2. Exhibiting a Green setting
Ambience	1. Relaxing	1. Relaxing	1. Relaxing
	2. Inspiring	2. Inspiring	2. Inviting
Arts and Cultural Facilities	1. Mega Performance Venue	1. Concert Halls	1. Museum
	2. Theatres	2. Museum	2. Concert Halls
	3. Museum	3. Mega Performance Venue	3. Theatres
	4. Concert Halls	4. Theatres	4. Exhibition Centre
Public and Retail-dining-entertainment facilities	1. Promenade	1. Promenade	1. Promenade
	2. Public Open Space	2. Parks	2. Parks
Travelling to and from the WKCD	1. East	1. North	1. North
	2. North	2. East	2. West
Means of Transport	1. MTR	1. MTR	1. MTR
	2. Bus	2. Bus	2. Taxi
Travelling within the WKCD	1. Environmental Friendliness	1. Convenience	1. Convenience
	2. Comfort	2. Comfort	2. Comfort