Annex 6: Results from Face-to-Face Exit Poll

Table 6.1: Question 1(a) Exhibiting a Green Setting²¹

"City Park"

	Frequency	Percentage
1	14	0.56
2	66	2.65
3	340	13.64
4	984	39.47
5	1084	43.48
No comment	3	0.12
No answer	2	0.08
Total	2493	100.00

"Cultural Connect: Key to Sustained Vitality"

	Frequency	Percentage
1	30	1.20
2	167	6.70
3	828	33.21
4	1049	42.08
5	413	16.57
No comment	4	0.16
No answer	2	0.08
Total	2493	100.00

"Project for a New Dimension"

	Frequency	Percentage
1	85	3.41
2	393	15.76
3	1033	41.44
4	748	30.00
5	226	9.07
No comment	4	0.16
No answer	4	0.16
Total	2493	100.00

^{21. (}i) "1" = not being addressed, ... "5" = fully addressed; (ii) "No answer" means that the respondent did not provide an answer for the multiple choice question; (iii) "Invalid" means that the respondent provided two or more answers for the question which allows only one choice; (iv) "No comment" means that the respondent circled the "no comment" choice provided.

	Average Score	Standard Deviation
"City Park"	4.23	0.82
"Cultural Connect: Key to Sustained Vitality"	3.66	0.87
"Project for a New Dimension"	3.26	0.95

Number of Valid Responses: "City Park": 2,488; "Cultural Connect: Key to Sustained Vitality": 2,487; "Project for a New Dimension": 2,485

Table 6.2: Question 1(b) Environmental Friendliness

"City Park"

	Frequency	Percentage
1	24	0.96
2	95	3.81
3	522	20.94
4	1075	43.12
5	761	30.53
No comment	11	0.44
No answer	5	0.20
Total	2493	100.00

	Frequency	Percentage
1	34	1.36
2	169	6.78
3	894	35.86
4	1052	42.20
5	323	12.96
No comment	13	0.52
No answer	8	0.32
Total	2493	100.00

	Frequency	Percentage	
1	90	3.61	
2	356	14.28	
3	1122	45.01	
4	727	29.16	
5	175	7.02	
No comment	15	0.60	
No answer	8	0.32	
Total	2493	100.00	

	Average Score	Standard Deviation
"City Park"	3.99	0.87
"Cultural Connect: Key to Sustained Vitality"	3.59	0.85
"Project for a New Dimension"	3.22	0.91

<u>Number of Valid Responses</u>: "City Park": 2,477; "Cultural Connect: Key to Sustained Vitality": 2,472; "Project for a New Dimension": 2,470

<u>Table 6.3: Question 1(c) Showcasing Hong Kong' Unique Local and Traditional</u> <u>Characteristics</u>

"City Park"

	Frequency	Percentage
1	166	6.66
2	623	24.99
3	1184	47.50
4	397	15.92
5	112	4.49
No comment	8	0.32
No answer	3	0.12
Total	2493	100.00

	Frequency	Percentage
1	65	2.61
2	216	8.66
3	787	31.57
4	960	38.51
5	456	18.29
No comment	5	0.20
No answer	4	0.16
Total	2493	100.00

"Cultural Connect: Key to Sustained Vitality"

"Project for a New Dimension"

	Frequency	Percentage
1	70	2.81
2	187	7.50
3	624	25.03
4	945	37.91
5	656	26.31
No comment	6	0.24
No answer	5	0.20
Total	2493	100.00

	Average Score	Standard Deviation
"City Park"	2.87	0.92
"Cultural Connect: Key to Sustained Vitality"	3.61	0.97
"Project for a New Dimension"	3.78	1.01

Number of Valid Responses: "City Park": 2,482; "Cultural Connect: Key to Sustained Vitality": 2,483; "Project for a New Dimension": 2,482

Table 6.4: Question 1(d) Experience a Relaxing Atmosphere

"City Park"

	Frequency	Percentage
1	30	1.20
2	122	4.89
3	416	16.69
4	1086	43.57
5	830	33.29
No comment	6	0.24
No answer	3	0.12
Total	2493	100.00

"Cultural Connect: Key to Sustained Vitality"

	Frequency	Percentage
1	35	1.40
2	145	5.82
3	726	29.12
4	1107	44.41
5	473	18.97
No comment	4	0.16
No answer	3	0.12
Total	2493	100.00

"Project for a New Dimension"

	Frequency	Percentage
1	70	2.81
2	266	10.67
3	922	36.98
4	887	35.58
5	340	13.64
No comment	4	0.16
No answer	4	0.16
Total	2493	100.00

	Average Score	Standard Deviation
"City Park"	4.03	0.90
"Cultural Connect: Key to Sustained Vitality"	3.74	0.88
"Project for a New Dimension"	3.47	0.95

<u>Number of Valid Responses</u>: "City Park": 2,484; "Cultural Connect: Key to Sustained Vitality": 2,486; "Project for a New Dimension": 2,485

Table 6.5: Question 1(e) Providing Public Open Space

"City Park"

	Frequency	Percentage
1	25	1.00
2	92	3.69
3	482	19.33
4	1101	44.17
5	786	31.53
No comment	3	0.12
No answer	4	0.16
Total	2493	100.00

"Cultural Connect: Key to Sustained Vitality"

	Frequency	Percentage
1	34	1.36
2	96	3.85
3	630	25.27
4	1172	47.02
5	549	22.02
No comment	7	0.28
No answer	5	0.20
Total	2493	100.00

"Project for a New Dimension"

	Frequency	Percentage
1	58	2.33
2	167	6.70
3	762	30.57
4	1021	40.95
5	475	19.05
No comment	6	0.24
No answer	4	0.16
Total	2493	100.00

	Average Score	Standard Deviation
"City Park"	4.02	0.87
"Cultural Connect: Key to Sustained Vitality"	3.85	0.85
"Project for a New Dimension"	3.68	0.94

<u>Number of Valid Responses</u>: "City Park": 2,486; "Cultural Connect: Key to Sustained Vitality": 2,481; "Project for a New Dimension": 2,483

Table 6.6: Question 1(f) Connectivity with the Neighbouring Districts

"Citv	Park"
City	I al K

	Frequency	Percentage
1	38	1.52
2	228	9.15
3	935	37.51
4	937	37.58
5	342	13.72
No comment	6	0.24
No answer	7	0.28
Total	2493	100.00

"Cultural Connect: Key to Sustained Vitality"

	Frequency	Percentage
1	34	1.36
2	141	5.66
3	710	28.48
4	1118	44.85
5	477	19.13
No comment	4	0.16
No answer	9	0.36
Total	2493	100.00

"Project for a New Dimension"

	Frequency	Percentage
1	39	1.56
2	168	6.74
3	690	27.68
4	1022	41.00
5	557	22.34
No comment	7	0.28
No answer	10	0.40
Total	2493	100.00

	Average Score	Standard Deviation
"City Park"	3.53	0.89
"Cultural Connect: Key to Sustained Vitality"	3.75	0.88
"Project for a New Dimension"	3.76	0.93

Number of Valid Responses: "City Park": 2,480; "Cultural Connect: Key to Sustained Vitality": 2,480; "Project for a New Dimension": 2,476

<u>Table 6.7: Question 1(g) Catering the Needs of Different Users (e.g. for different purposes of visit)</u>

"City Park"

	Frequency	Percentage
1	49	1.97
2	216	8.66
3	938	37.63
4	981	39.35
5	294	11.79
No comment	10	0.40
No answer	5	0.20
Total	2493	100.00

"Cultural Connect: Key to Sustained Vitality"

	Frequency	Percentage
1	29	1.16
2	124	4.97
3	782	31.37
4	1118	44.85
5	424	17.01
No comment	9	0.36
No answer	7	0.28
Total	2493	100.00

"Project for a New Dimension"

	Frequency	Percentage
1	48	1.93
2	154	6.18
3	798	32.01
4	1019	40.87
5	456	18.29
No comment	11	0.44
No answer	7	0.28
Total	2493	100.00

	Average Score	Standard Deviation
"City Park"	3.51	0.88
"Cultural Connect: Key to Sustained Vitality"	3.72	0.85
"Project for a New Dimension"	3.68	0.91

<u>Number of Valid Responses</u>: "City Park": 2,478; "Cultural Connect: Key to Sustained Vitality": 2,477; "Project for a New Dimension": 2,475

Table 6.8: Analysis of Variance for Question 1

Γ	p-value	Result
(a) Exhibiting a Green Setting	0.00	Significant difference among the three conceptual plans
(b) Environmental Friendliness	0.00	Significant difference among the three conceptual plans
(c) Showcasing Hong Kong's Unique Local and Traditional Characteristics	0.00	Significant difference among the three conceptual plans
(d) Experience a Relaxing Atmosphere	0.00	Significant difference among the three conceptual plans
(e) Providing Public Open Space	0.00	Significant difference among the three conceptual plans
(f) Connectivity with the Neighbouring Districts	0.00	Significant difference among the three conceptual plans
(g) Catering the Needs of Different Users (e.g. for different purposes of visit)	0.00	Significant difference among the three conceptual plans

Table 6.9: Question 2(A)(i) Open Space²²

"City Park"

	Frequency	Percentage
1	53	2.13
2	159	6.38
3	548	21.98
4	994	39.87
5	699	28.04
No comment	40	1.60
Total	2493	100.00

	Frequency	Percentage
1	38	1.52
2	150	6.02
3	696	27.92
4	1017	40.79
5	539	21.62
No comment	53	2.13
Total	2493	100.00

^{22. (}i) "1" = being the lowest score in your liking, ... "5" = being the highest score in your liking; (ii) "No answer" means that the respondent did not provide an answer for the multiple choice question; (iii) "Invalid" means that the respondent provided two or more answers for the question which allows only one choice; (iv) "No comment" means that the respondent circled the "no comment" choice provided.

	Frequency	Percentage
1	94	3.77
2	272	10.91
3	828	33.21
4	817	32.77
5	428	17.17
No comment	54	2.17
Total	2493	100.00

	Average Score	Standard Deviation
"City Park"	3.87	0.97
"Cultural Connect: Key to Sustained Vitality"	3.77	0.92
"Project for a New Dimension"	3.50	1.03

Number of Valid Responses: "City Park": 2,453; "Cultural Connect: Key to Sustained Vitality": 2,440; "Project for a New Dimension": 2,439

Table 6.10: Question 2(A)(ii) Core Arts and Cultural Facilities

"City Park"

	Frequency	Percentage
1	45	1.81
2	217	8.70
3	838	33.61
4	982	39.39
5	329	13.20
No comment	80	3.21
No answer	2	0.08
Total	2493	100.00

	Frequency	Percentage
1	30	1.20
2	117	4.69
3	642	25.75
4	1145	45.94
5	472	18.93
No comment	86	3.45
No answer	1	0.04
Total	2493	100.00

	Frequency	Percentage
1	62	2.49
2	197	7.90
3	608	24.39
4	967	38.79
5	570	22.86
No comment	88	3.53
No answer	1	0.04
Total	2493	100.00

	Average Score	Standard Deviation
"City Park"	3.55	0.90
"Cultural Connect: Key to Sustained Vitality"	3.79	0.85
"Project for a New Dimension"	3.74	0.99

<u>Number of Valid Responses</u>: "City Park": 2,411; "Cultural Connect: Key to Sustained Vitality": 2,406; "Project for a New Dimension": 2,404

Table 6.11: Question 2(A)(iii) Retail-dining-and-entertainment Facilities

"City Park"

	Frequency	Percentage
1	38	1.52
2	207	8.30
3	782	31.37
4	898	36.03
5	387	15.52
No comment	180	7.22
No answer	1	0.04
Total	2493	100.00

	Frequency	Percentage
1	34	1.36
2	157	6.30
3	782	31.37
4	985	39.51
5	345	13.84
No comment	188	7.54
No answer	2	0.08
Total	2493	100.00

	Frequency	Percentage
1	58	2.33
2	188	7.54
3	766	30.73
4	876	35.13
5	429	17.21
No comment	174	6.98
No answer	2	0.08
Total	2493	100.00

	Average Score	Standard Deviation
"City Park"	3.60	0.92
"Cultural Connect: Key to Sustained Vitality"	3.63	0.87
"Project for a New Dimension"	3.62	0.96

<u>Number of Valid Responses</u>: "City Park": 2,312; "Cultural Connect: Key to Sustained Vitality": 2,303; "Project for a New Dimension": 2,317

Table 6.12: Question 2(A)(iv) Hotel, Office and Residential Facilities

"City Park"

	Frequency	Percentage
1	66	2.65
2	207	8.30
3	728	29.19
4	849	34.06
5	406	16.29
No comment	237	9.51
Total	2493	100.00

	Frequency	Percentage
1	79	3.17
2	195	7.82
3	747	29.96
4	898	36.02
5	345	13.84
No comment	229	9.19
Total	2493	100.00

	Frequency	Percentage
1	124	4.97
2	256	10.27
3	875	35.10
4	715	28.68
5	264	10.59
No comment	259	10.39
Total	2493	100.00

"Project for a New Dimension"

	Average Score	Standard Deviation
"City Park"	3.59	0.98
"Cultural Connect: Key to Sustained Vitality"	3.55	0.97
"Project for a New Dimension"	3.33	1.01

Number of Valid Responses: "City Park": 2,256; "Cultural Connect: Key to Sustained Vitality": 2,264; "Project for a New Dimension": 2,234

Table 6.13: Question 2(B) Connectivity

"City Park"

	Frequency	Percentage
1	53	2.13
2	210	8.42
3	669	26.83
4	982	39.39
5	507	20.34
No comment	71	2.84
No answer	1	0.04
Total	2493	100.00

	Frequency	Percentage
1	34	1.36
2	127	5.09
3	705	28.28
4	1072	43.00
5	479	19.21
No comment	76	3.05
Total	2493	100.00

	Frequency	Percentage
1	67	2.69
2	200	8.02
3	679	27.24
4	992	37.79
5	474	19.01
No comment	81	3.25
Total	2493	100.00

	Average Score	Standard Deviation
"City Park"	3.69	0.97
"Cultural Connect: Key to Sustained Vitality"	3.76	0.88
"Project for a New Dimension"	3.67	0.97

Number of Valid Responses: "City Park": 2,421; "Cultural Connect: Key to Sustained Vitality": 2,417; "Project for a New Dimension": 2,412

Table 6.14: Question 2(C) Accessibility

"City Park"

	Frequency	Percentage
1	38	1.52
2	129	5.17
3	565	22.66
4	1012	40.59
5	669	26.84
No comment	79	3.17
No answer	1	0.04
Total	2493	100.00

	Frequency	Percentage
1	31	1.24
2	119	4.77
3	766	30.73
4	1029	41.28
5	470	18.85
No comment	77	3.09
No answer	1	0.04
Total	2493	100.00

	Frequency	Percentage
1	63	2.53
2	167	6.70
3	661	26.51
4	928	37.22
5	580	23.27
No comment	93	3.73
No answer	1	0.04
Total	2493	100.00

	Average Score	Standard Deviation
"City Park"	3.89	0.92
"Cultural Connect: Key to Sustained Vitality"	3.74	0.87
"Project for a New Dimension"	3.75	0.98

<u>Number of Valid Responses</u>: "City Park": 2,413; "Cultural Connect: Key to Sustained Vitality": 2,415; "Project for a New Dimension": 2,399

Table 6.15: Analysis of Variance for Question 2

Γ	p-value	Result
(Ai) Open Space	0.00	Significant difference among the three conceptual plans
(Aii) Core Arts and Cultural Facilities	0.00	Significant difference among the three conceptual plans
(Aiii) Retail-dining-and-entertainment Facilities	0.56	No Significant difference among the three conceptual plans
(Aiv) Hotel, Office and Residential Facilities	0.00	Significant difference among the three conceptual plans
(B) Connectivity	0.00	Significant difference among the three conceptual plans
(C) Accessibility	0.00	Significant difference among the three conceptual plans

Table 6.16: Other Arts and Cultural Facilities and Education-related Facilities²³

"City Park": Black Boxes

	Frequency	Percentage
1	24	0.96
2	86	3.45
3	439	17.61
4	851	34.13
5	509	20.42
No comment	582	23.35
No answer	1	0.04
Invalid	1	0.04
Total	2493	100.00

Average Score	Standard Deviation
3.91	0.88

Number of Valid Responses: 1,909

"City Park": White Cubes		
	Frequency	Percentage
1	15	0.60
2	80	3.21
3	496	19.90
4	862	34.57
5	455	18.25
No comment	583	23.39
No answer	1	0.04
Invalid	1	0.04
Total	2493	100.00

Average Score	Standard Deviation
3.87	0.85

^{23. (}i) "1" = being the lowest score in your liking, \dots "5" = being the highest score in your liking; (ii) "No answer" means that the respondent did not provide an answer for the multiple choice question; (iii) "Invalid" means that the respondent provided two or more answers for the question which allows only one choice; (iv) "No comment" means that the respondent circled the "no comment" choice provided.

	Frequency	Percentage
1	23	0.92
2	92	3.69
3	503	20.18
4	838	33.61
5	544	21.82
No comment	490	19.66
No answer	3	0.12
Total	2493	100.00

"City Park": Centre for the Arts and Creative Industries

Average Score	Standard Deviation
3.89	0.89

Number of Valid Responses: 2,000

"City Park": Knowledge Centre

	Frequency	Percentage
1	22	0.88
2	94	3.77
3	475	19.05
4	820	32.89
5	659	26.43
No comment	420	16.85
No answer	3	0.12
Total	2493	100.00

Average Score	Standard Deviation
3.97	0.91

	Frequency	Percentage
1	20	0.80
2	98	3.93
3	534	21.42
4	818	32.82
5	568	22.78
No comment	452	18.13
No answer	3	0.12
Total	2493	100.00

"City Park": Dance & Drama School

Average Score	Standard Deviation
3.89	0.90

Number of Valid Responses: 2,038

"City Park": Children's Theatre

	Frequency	Percentage
1	28	1.12
2	103	4.13
3	515	20.66
4	801	32.13
5	604	24.23
No comment	440	17.65
No answer	2	0.08
Total	2493	100.00

Average Score	Standard Deviation
3.90	0.93

"City Park": Music School		
	Frequency	Percentage
1	27	1.08
2	81	3.25
3	499	20.01
4	850	34.10
5	596	23.91
No comment	437	17.53
No answer	2	0.08
Invalid	1	0.04
Total	2493	100.00

"City Park". Music School

Average Score	Standard Deviation
3.93	0.90

Number of Valid Responses: 2,053

"City Park": Art Academy

	Frequency	Percentage
1	24	0.96
2	66	2.65
3	508	20.38
4	855	34.29
5	587	23.55
No comment	451	18.09
No answer	2	0.08
Total	2493	100.00

Average Score	Standard Deviation
3.94	0.88

	Frequency	Percentage
1	15	0.60
2	74	2.97
3	518	20.78
4	848	34.01
5	594	23.83
No comment	439	17.61
No answer	5	0.20
Total	2493	100.00

"City Park": Dance & Performing Arts Studios

Average Score	Standard Deviation
3.94	0.87

Number of Valid Responses: 2,049

"City Park": Arts & Crafts Studios

	Frequency	Percentage
1	23	0.92
2	93	3.73
3	535	21.46
4	786	31.53
5	589	23.63
No comment	464	18.61
No answer	3	0.12
Total	2493	100.00

Average Score	Standard Deviation
3.90	0.91

	Frequency	Percentage
1	39	1.56
2	125	5.01
3	603	24.19
4	739	29.65
5	504	20.22
No comment	479	19.21
No answer	4	0.16
Total	2493	100.00

"City Park": Recording, Post-production & Broadcasting Studios

Average Score	Standard Deviation
3.77	0.96

Number of Valid Responses: 2,010

"Cultural Connect: Key to Sustained Vitality": Community Art College

	Frequency	Percentage
1	22	0.88
2	66	2.65
3	448	17.97
4	914	36.66
5	604	24.23
No comment	436	17.49
No answer	3	0.12
Total	2493	100.00

Average Score	Standard Deviation
3.98	0.86

	Frequency	Percentage
1	33	1.32
2	120	4.81
3	547	21.94
4	802	32.18
5	564	22.62
No comment	425	17.05
No answer	2	0.08
Total	2493	100.00

"Cultural Connect: Key to Sustained Vitality": Children's Museum

Average Score	Standard Deviation
3.84	0.94

Number of Valid Responses: 2,066

"Cultural Connect: Key to Sustained Vitality": Film Centre

	Frequency	Percentage
1	26	1.04
2	104	4.17
3	474	19.01
4	779	31.26
5	726	29.12
No comment	381	15.28
No answer	3	0.12
Total	2493	100.00

Average Score	Standard Deviation
3.98	0.94

	Frequency	Percentage
1	27	1.08
2	102	4.09
3	474	19.01
4	881	35.34
5	602	24.15
No comment	404	16.21
No answer	3	0.12
Total	2493	100.00

"Cultural Connect: Key to Sustained Vitality": Humanities Centre

Average Score	Standard Deviation
3.92	0.91

Number of Valid Responses: 2,086

"Cultural Connect: Key to Sustained Vitality": Art Organisation Workshop/ International Cultural Establishment

	Frequency	Percentage
1	21	0.84
2	72	2.89
3	475	19.06
4	885	35.50
5	591	23.71
No comment	447	17.93
No answer	2	0.08
Total	2493	100.00

Average Score	Standard Deviation
3.96	0.87

	Frequency	Percentage
1	33	1.32
2	99	3.97
3	487	19.53
4	836	33.55
5	641	25.71
No comment	394	15.80
No answer	2	0.08
Invalid	1	0.04
Total	2493	100.00

"Project for a New Dimension": Cultural Library and Archive

Average Score	Standard Deviation
3.93	0.93

Number of Valid Responses: 2,096

"Project for a New Dimension": School for Arts and Creative Industries

	Frequency	Percentage
1	26	1.04
2	63	2.53
3	457	18.33
4	888	35.63
5	664	26.63
No comment	392	15.72
No answer	3	0.12
Total	2493	100.00

Average Score	Standard Deviation
4.00	0.88

	Frequency	Percentage
1	21	0.84
2	75	3.01
3	492	19.74
4	911	36.54
5	569	22.82
No comment	423	16.97
No answer	2	0.08
Total	2493	100.00

"Project for a New Dimension": Visual Arts Factory

Average Score	Standard Deviation
3.93	0.86

Number of Valid Responses: 2,068

"Project for a New Dimension": Performing Arts factory

	Frequency	Percentage
1	20	0.80
2	71	2.85
3	460	18.45
4	931	37.34
5	598	23.99
No comment	411	16.49
No answer	2	0.08
Total	2493	100.00

Average Score	Standard Deviation
3.96	0.86

	Frequency	Percentage
1	57	2.29
2	150	6.02
3	547	21.94
4	725	29.08
5	611	24.51
No comment	400	16.04
No answer	2	0.08
Invalid	1	0.04
Total	2493	100.00

"Project for a New Dimension": School for Chinese Opera and Cantonese Opera

Average Score	Standard Deviation
3.81	1.02

Number of Valid Responses: 2,090

Table 6.17: Analysis of Variance for Question 3(B)

	p-value	Result
"City Park"	0.00	Significant difference among several OACF
"Cultural Connect: Key to Sustained Vitality"	0.00	Significant difference among several OACF
"Project for a New Dimension"	0.00	Significant difference among several OACF

Table 6.18: Profile of Respondents

a) Age

	Frequency	Percentage
Under 18	430	17.25
18 - 30	913	36.62
31 - 45	579	23.23
46 - 60	418	16.77
61 - 70	108	4.33
71 or above	43	1.72
No answer	2	0.08
Total	2493	100.00

b) Gender

	Frequency	Percentage
Male	1414	56.72
Female	1077	43.20
No answer	2	0.08
Total	2493	100.00

c) Area of Residence

	Frequency	Percentage
HK Island	556	22.30
Kowloon	577	23.14
New Territories	1240	49.74
Outlying Islands	28	1.12
Mainland	46	1.85
Overseas	44	1.76
No answer	2	0.09
Total	2493	100.00

d) Level of Education

	Frequency	Percentage
No formal schooling	4	0.16
Primary	50	2.01
Secondary	784	31.44
Post secondary	344	13.80
University or above	1301	52.19
No answer	10	0.40
Total	2493	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	2286	91.70
No	206	8.26
No answer	1	0.04
Total	2493	100.00

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

	Frequency	Percentage
1 - 3 times	678	29.66
4 - 6 times	646	28.26
7 times or more	958	41.91
No answer	4	0.17
Total	2286	100.00