

## **CHAPTER 2: QUANTITATIVE DATA ANALYSIS**

2.1 This chapter presents the methodology, results and analysis of the quantitative data from the Questionnaire Survey.

### **2.1 OBJECTIVES OF THE QUESTIONNAIRE SURVEY**

2.1.1 During this Stage of the PE exercise, the WKCDA presented three Conceptual Plan Options to the public. The Questionnaire Survey aims at soliciting input from the general public on: (1) the extent to which the Conceptual Plan Options have addressed the mainstream comments on planning aspects received in Stage 1 PE; (2) the individual features of each Conceptual Plan Option; and (3) the phasing of Core Arts and Cultural Facilities and the type of additional facilities.

2.1.2 The questionnaire allows free expression of views by respondents in addition to the solicitation of responses in a quantifiable manner. This chapter summarises the responses made to structured 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 3**.

### **2.2 DATA SETS**

2.2.1 Two sets of data were collected via the Questionnaire Survey: (1) Self-returned Question Set – respondents returned the completed questionnaire to WKCDA via mail, by hand, email, or through on-line submission; (2) Exit Polls – visitors to the Exhibitions were randomly selected and interviewed.

2.2.2 In the event of discrepancies of results amongst the 2 data sets, it would be reasonable to give greater weighting to results of the Exit Poll, as over 2,000 respondents were selected on a randomised basis, and all of the respondents had the benefit of seeing the exhibition materials right before answering the questions.

### **2.3 DESIGN OF QUESTIONNAIRE**

2.3.1 The questionnaire was developed by PPRI in consultation with the WKCDA. It was later reviewed and agreed by the Consultation Panel and endorsed by the Board of the WKCDA. It was pilot-tested with PolyU and WKCDA staff.

2.3.2 The Questionnaire comprises four parts: (1) the extent to which the Conceptual Plan Options have addressed the mainstream comments on planning aspects received in Stage 1 PE; (2) the individual features of each Conceptual Plan Option; (3) the phasing of Core Arts and Cultural Facilities and the type of additional facilities

(open-ended questions only); and (4) the demographic characteristics of the respondents.

2.3.3 A sample of the questionnaire is attached in **Annex 3**.

## 2.4 COLLECTION OF COMPLETED QUESTIONNAIRES

2.4.1 During this Stage of the PE exercise, a total of 7,310 completed questionnaires was collected from the two sources: self-returned questionnaires (4,817, 65.9% of total), and face-to-face exit poll interviews with visitors to the roving exhibition (2,493, 34.1% of total). The different channels for collection and their associated number of collected questionnaires are summarised in **Exhibit 2**.

### Exhibit 2: Data Sources of Collected Questionnaires

Type of Questionnaire	Channel	Quantity
Self-returned (Sub-total: 4,817)	Self-returned (Online)	2,059
	Self-returned (On Site)	1,614
	Self-returned (By Post)	1,143
	Self-returned (by fax)	1
Exit Poll	Collected at Roving Exhibition Venues through Exit Poll Interviews	2,493
Total:		7,310

2.4.2 Self-returned questionnaires were collected at PE events and Exhibition venues. Others were sent to WKCD via fax, post, hand delivery and from online sources. Face-to-face interviews were conducted by PPRI at the Exhibition venues.

2.4.3 Photocopies of all completed questionnaires (including hardcopies and electronic copies) collected by WKCD 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.

2.4.4 Responses were codified and analysed with “Statistical Package for the Social Sciences” (SPSS)<sup>3</sup>.

### Flagged Cases

2.4.5 PPRI was alerted to the fact that five batches of completed self returned questionnaires, plus two individually sent, totaling 629, were received via mail during the period 15-23 November 2010. These completed questionnaires have the following common features: (a) they were completed using photocopies of the

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

questionnaire and not the printed version distributed by the WKCDA; (b) most of them do not provide demographic information; (c) all except 25 do not provide written comments; (d) the responses appear to be similar<sup>4</sup>.

- 2.4.6 A special Committee from PPRI was set up to look into these cases. In view of the lack of restrictions on the format and mode of submitting questionnaires, which is common for public engagement exercises, the Committee is of the opinion that there is insufficient evidence to invalidate these cases, even though (i) statistical tests show that the responses from these batches are significantly different from the rest of the responses for all of the questions in the questionnaire, and (ii) the average score for a particular Option is higher for all of the questions with the inclusion of these cases. The Committee decided that these cases need to be flagged, and that the results should be presented with and without the flagged cases (see **Annex 4**). While the inclusion of these cases have resulted in an increase in the average score of a particular Option for all questions, the rank order of the Options remain unchanged for 9 out of 13 items. The inclusion of flagged cases does not change the results in any significant manner for the distribution of the qualitative data.

## **2.5 RESULTS OF SELF-RETURNED QUESTIONNAIRES**

- 2.5.1 Detailed key statistics for the responses to the questions from the self-returned questionnaires are presented in tabular form in **Annex 5**. A summary of the preferences is presented below.
- 2.5.2 The profile of the respondents is first described. The average score and the associated standard deviation for each Option for the relevant questions are presented. High average score suggests greater preference by respondents. Higher standard deviation suggests greater divergence of opinion.
- 2.5.3 Tests were performed to determine if the average score received by the Options is significantly different<sup>5</sup>.

### **Profile of Respondents**

- 2.5.4 The profile of respondents of self-returned questionnaires, based on the information provided by the respondents, is summarised in **Exhibit 3**.

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4. The questionnaires concerned have marginally increased the average scores of a particular Conceptual Plan Option for all the questions, and also the average score of another Conceptual Plan Option in the aspect of Hotel, Office and Residential Facilities.

5. In statistics, “significant difference” means that the difference is unlikely to happen by chance.

2.5.5 Around 30% of the respondents are between the age of 18 to 30, and around 25% under the age of 18. The distribution in terms of gender and area of residence is quite balanced. Over 40% of the respondents have university or above education. Over 75% have visited arts/cultural facilities in the past 12 months, and 75% have gone over 7 times.

**Exhibit 3: Profile of Respondents of the Self-returned Questionnaires**

a) Age

	Frequency	Percentage
Under 18	1,223	25.39
18 - 30	1,456	30.23
31 - 45	925	19.20
46 - 60	456	9.47
61 - 70	92	1.91
71 or above	40	0.83
Missing	623	12.93
Invalid Answers# <sup>6</sup>	2	0.04
Total	4,817	100.00

b) Gender

	Frequency	Percentage
Male	2,200	45.67
Female	1,957	40.63
Missing	658	13.66
Invalid Answers#	2	0.04
Total	4,817	100.00

c) Area of Residence

	Frequency	Percentage
HK Island	1,096	22.75
Kowloon	1,222	25.37
New Territories	1,572	32.62
Outlying Islands	74	1.54
Mainland	39	0.81
Overseas	101	2.10
Missing	640	13.29
Invalid Answers#	73	1.52
Total	4,817	100.00

6. The sign “#” represents that the respondent provides more than one answers when only one answer is allowed.

d) Level of Education

	Frequency	Percentage
No formal schooling	27	0.56
Primary	92	1.91
Secondary	1,542	32.01
Post secondary	458	9.51
University or above	2,027	42.08
Missing	668	13.87
Invalid Answers#	3	0.06
Total	4,817	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	3,659	75.96
No	480	9.96
Missing	661	13.73
Invalid Answers#	17	0.35
Total	4,817	100.00

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

	Frequency	Percentage
1 - 3 times	1,107	30.05
4 - 6 times	966	26.22
7 times or more	1,584	43.00
Missing	27	0.73
Total	3,684	100.00

## Results of Self-returned Questionnaires

2.5.6 Detailed statistics on the responses are provided in **Annex 5**. A summary showing the average score and the associated deviation obtained for each Option for each question is presented in **Exhibits 4 to 8**.

2.5.7 The data includes the flagged cases.

2.5.8 Analysis of Variance tests were conducted to determine if significant difference exists amongst the three Options for each of the questions. The results show that significant differences are observed among the three Options for all questions shown below. The full results are shown in **Tables 5.8, 5.15 and 5.17** of **Annex 5**.

**Exhibit 4: Results of Question 1 “Extent of Mainstream Comments from PE1 being Addressed” of Self-Returned Questionnaires**

**(a) Exhibiting a Green Setting**

	<b>Average Score</b>	<b>Standard Deviation</b>
“City Park”	4.30	0.92
“Cultural Connect: Key to Sustained Vitality”	3.48	0.98
“Project for a New Dimension”	3.27	1.07

**(b) Environmental Friendliness**

	<b>Average Score</b>	<b>Standard Deviation</b>
“City Park”	4.01	0.95
“Cultural Connect: Key to Sustained Vitality”	3.45	0.98
“Project for a New Dimension”	3.20	1.03

**(c) Showcasing Hong Kong’s Unique Local and Traditional Characteristics**

	<b>Average Score</b>	<b>Standard Deviation</b>
“City Park”	3.14	1.08
“Cultural Connect: Key to Sustained Vitality”	3.40	1.05
“Project for a New Dimension”	3.62	1.15

**(d) Experience a Relaxing Atmosphere**

	<b>Average Score</b>	<b>Standard Deviation</b>
“City Park”	4.04	1.00
“Cultural Connect: Key to Sustained Vitality”	3.47	1.07
“Project for a New Dimension”	3.37	1.12

**(e) Providing Public Open Space**

	<b>Average Score</b>	<b>Standard Deviation</b>
“City Park”	4.03	0.97
“Cultural Connect: Key to Sustained Vitality”	3.57	1.06
“Project for a New Dimension”	3.55	1.11

**(f) Connectivity with the Neighbouring Districts<sup>7</sup>**

	<b>Average Score</b>	<b>Standard Deviation</b>
“City Park”	3.64	1.01
“Cultural Connect: Key to Sustained Vitality”	3.54	1.05
“Project for a New Dimension”	3.60	1.12

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7. Question item Q1(f) “Connectivity with the Neighbouring Districts” of the questionnaire asks the respondents to indicate whether the concerned Conceptual Plan Option has addressed the connectivity issue raised on the planning of WKCD received in Stage 1 PE exercise. Question item Q2(B) “Connectivity” asks the respondents to indicate their degree of liking of the concerned Conceptual Plan Option on integration with neighbouring areas and relationship with Victoria Harbour.

**(g) Catering the Needs of Different Users (e.g. for different purposes of visit)**

	<b>Average Score</b>	<b>Standard Deviation</b>
“City Park”	3.61	1.02
“Cultural Connect: Key to Sustained Vitality”	3.47	1.06
“Project for a New Dimension”	3.51	1.12

**Exhibit 5: Results of Question 2(A) “Essential Features” of Self-Returned Questionnaires**

**(i) Open Space**

	<b>Average Score</b>	<b>Standard Deviation</b>
“City Park”	3.88	1.08
“Cultural Connect: Key to Sustained Vitality”	3.49	1.09
“Project for a New Dimension”	3.44	1.16

**(ii) Core Arts and Cultural Facilities**

	<b>Average Score</b>	<b>Standard Deviation</b>
“City Park”	3.70	1.02
“Cultural Connect: Key to Sustained Vitality”	3.53	1.03
“Project for a New Dimension”	3.60	1.14



**(iii) Retail-dining-and-entertainment Facilities**

	<b>Average Score</b>	<b>Standard Deviation</b>
“City Park”	3.74	1.05
“Cultural Connect: Key to Sustained Vitality”	3.42	1.04
“Project for a New Dimension”	3.49	1.13

**(iv) Hotel, Office and Residential Facilities**

	<b>Average Score</b>	<b>Standard Deviation</b>
“City Park”	3.71	1.07
“Cultural Connect: Key to Sustained Vitality”	3.55	1.10
“Project for a New Dimension”	3.37	1.12

**Exhibit 6: Results of Question 2(B) “Connectivity” of Self-Returned Questionnaires**

	<b>Average Score</b>	<b>Standard Deviation</b>
“City Park”	3.77	1.07
“Cultural Connect: Key to Sustained Vitality”	3.51	1.06
“Project for a New Dimension”	3.53	1.13

**Exhibit 7: Results of Question 2(C) “Accessibility” of Self-Returned Questionnaires**

	<b>Average Score</b>	<b>Standard Deviation</b>
“City Park”	3.93	1.04
“Cultural Connect: Key to Sustained Vitality”	3.55	1.04
“Project for a New Dimension”	3.60	1.13

**Exhibit 8: Results of Question 3(B) “Other Arts and Cultural Facilities and Education-related Facilities” of Self-Returned Questionnaires**

	<b>Average Score</b>	<b>Standard Deviation</b>
Black Boxes	3.95	0.95
White Cubes	3.89	0.94
Centre for the Arts and Creative Industries	3.87	0.99
Knowledge Centre	3.93	1.00
Dance & Drama School	3.86	0.99
Children’s Theatre	3.81	1.04
Music School	3.91	1.00
Art Academy	3.94	0.98
Dance & Performing Arts Studios	3.91	0.98
Arts & Crafts Studio	3.89	1.02
Recording, Post-production & Broadcasting Studios	3.75	1.06

	<b>Average Score</b>	<b>Standard Deviation</b>
Community Art College	3.75	1.01
Children’s Museum	3.53	1.12
Film Centre	3.77	1.10
Humanities Centre	3.62	1.11
Art Organisation Workshop/ International Cultural Establishment	3.63	1.09

	<b>Average Score</b>	<b>Standard Deviation</b>
Cultural Library and Archive	3.81	1.07
School for Arts and Creative Industries	3.80	1.08
Visual Arts Factory	3.74	1.08
Performing Arts factory	3.74	1.08
School for Chinese Opera and Cantonese Opera	3.58	1.20

## **2.6 RESULTS OF FACE-TO-FACE EXIT POLL INTERVIEWS**

- 2.6.1 To triangulate the findings from the self-returned questionnaires described in the above sections, a face-to-face interview survey with visitors to the Exhibition was conducted.
- 2.6.2 The survey was conducted during the period from 21 August to 17 November 2010. The questionnaire used in the Exit Poll is basically the same as the one for self-returning respondents.

### **Sampling Method**

- 2.6.3 Face-to-face Exit Poll Interviews were conducted by PPRI from 21 August to 17 November 2010. Systematic Random Sampling was applied in the selection of respondents. Visitors to the six Exhibition venues – Hong Kong Convention and Exhibition Centre, Tuen Mun Town Hall, Sha Tin Town Hall, Queensway Government Offices, Hong Kong Heritage Discovery Centre, and InnoCentre – after viewing the exhibitions were randomly selected for interview according to pre-set rules. The time and date for conducting interviews were not announced in advance.
- 2.6.4 A total of 2,493 persons was successfully interviewed. Cases in which respondents refused to answer, mid-way termination, as well as communication problems between the interviewees and the interviewers were all treated as unsuccessful. The interviews were conducted mainly in Cantonese.
- 2.6.5 Detailed key statistics for the responses to each question are presented in tabular and graphic forms in **Annex 6**. A summary is presented below.

### **Profile of Respondents**

- 2.6.6 The profile of respondents of face-to-face exit poll interviews is summarised in **Exhibit 9**.

2.6.7 Around 36% of the respondents are between the age of 18 to 30, and around 17% are under the age of 18. The distribution in terms of gender and area of residence is quite balanced. Over 52% of the respondents have university or above education. Over 90% have visited arts/cultural facilities in the past 12 months, and 40% have gone over 7 times.

2.6.8 The profile of these respondents does not appear to differ drastically from the self-returned questionnaire respondents.

**Exhibit 9: Profile of Respondents of Face-to-Face Exit Poll Interviews**

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
Missing	2	0.08
Total	2,493	100.00

b) Gender

	Frequency	Percentage
Male	1,414	56.72
Female	1,077	43.20
Missing	2	0.08
Total	2,493	100.00

c) Area of Residence

	Frequency	Percentage
HK Island	556	22.30
Kowloon	577	23.14
New Territories	1,240	49.74
Outlying Islands	28	1.12
Mainland	46	1.85
Overseas	44	1.76
Missing	2	0.09
Total	2,493	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	1,301	52.19
Missing	10	0.40
Total	2,493	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	2,286	91.70
No	206	8.26
Missing	1	0.04
Total	2,493	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
Missing	4	0.17
Total	2,286	100.00

## Results of Exit Poll

- 2.6.9 Detailed statistics on the responses are provided in **Annex 6**. A summary showing the average score and the associated deviation obtained for each Option for each question is presented below. A higher average score implies greater preference for the Option by respondents. A higher standard deviation suggests greater divergence of opinion. Detail results of individual question items are listed in **Exhibits 10 to 14**.
- 2.6.10 Analysis of Variance tests were conducted to determine if significant difference exists amongst the three Options for each the questions. The results show that significant differences are observed among the three Options for all questions shown below except for Q2a(iii) regarding Retail, Dining and Entertainment facilities. The full results are shown in **Tables 6.8, 6.15 and 6.17** of **Annex 6**.

**Exhibit 10: Results of Question 1 “Extent of Mainstream Comments from PE1 being Addressed” of Face-to-Face Exit Poll Questionnaires**

**(a) Exhibiting a Green Setting**

	<b>Average Score</b>	<b>Standard Deviation</b>
“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

**(b) Environmental Friendliness**

	<b>Average Score</b>	<b>Standard Deviation</b>
“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

**(c) Showcasing Hong Kong’s Unique Local and Traditional Characteristics**

	<b>Average Score</b>	<b>Standard Deviation</b>
“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

**(d) Experience a Relaxing Atmosphere**

	<b>Average Score</b>	<b>Standard Deviation</b>
<b>“City Park”</b>	4.03	0.90
<b>“Cultural Connect: Key to Sustained Vitality”</b>	3.74	0.88
<b>“Project for a New Dimension”</b>	3.47	0.95

**(e) Providing Public Open Space**

	<b>Average Score</b>	<b>Standard Deviation</b>
<b>“City Park”</b>	4.02	0.87
<b>“Cultural Connect: Key to Sustained Vitality”</b>	3.85	0.85
<b>“Project for a New Dimension”</b>	3.68	0.94

**(f) Connectivity with the Neighbouring Districts**

	<b>Average Score</b>	<b>Standard Deviation</b>
<b>“City Park”</b>	3.53	0.89
<b>“Cultural Connect: Key to Sustained Vitality”</b>	3.75	0.88
<b>“Project for a New Dimension”</b>	3.76	0.93

**(g) Catering the Needs of Different Users (e.g. for different purposes of visit)**

	<b>Average Score</b>	<b>Standard Deviation</b>
<b>“City Park”</b>	3.51	0.88
<b>“Cultural Connect: Key to Sustained Vitality”</b>	3.72	0.85
<b>“Project for a New Dimension”</b>	3.68	0.91

**Exhibit 11: Results of Question 2(A) “Essential Features” of Face-to-Face Exit Poll Questionnaires**

**(i) Open Space**

	<b>Average Score</b>	<b>Standard Deviation</b>
<b>“City Park”</b>	3.87	0.97
<b>“Cultural Connect: Key to Sustained Vitality”</b>	3.77	0.92
<b>“Project for a New Dimension”</b>	3.50	1.03

**(ii) Core Arts and Cultural Facilities**

	<b>Average Score</b>	<b>Standard Deviation</b>
<b>“City Park”</b>	3.55	0.90
<b>“Cultural Connect: Key to Sustained Vitality”</b>	3.79	0.85
<b>“Project for a New Dimension”</b>	3.74	0.99



**(iii) Retail-dining-and-entertainment Facilities**

	<b>Average Score</b>	<b>Standard Deviation</b>
<b>“City Park”</b>	3.60*	0.92
<b>“Cultural Connect: Key to Sustained Vitality”</b>	3.63*	0.87
<b>“Project for a New Dimension”</b>	3.62*	0.96

\* Analysis of Variance shows that no significant difference is observed among the three Conceptual Plan Options.

**(iv) Hotel, Office and Residential Facilities**

	<b>Average Score</b>	<b>Standard Deviation</b>
<b>“City Park”</b>	3.59	0.98
<b>“Cultural Connect: Key to Sustained Vitality”</b>	3.55	0.97
<b>“Project for a New Dimension”</b>	3.33	1.01

**Exhibit 12: Results of Question 2(B) “Connectivity” of Face-to-Face Exit Poll Questionnaires**

	<b>Average Score</b>	<b>Standard Deviation</b>
<b>“City Park”</b>	3.69	0.97
<b>“Cultural Connect: Key to Sustained Vitality”</b>	3.76	0.88
<b>“Project for a New Dimension”</b>	3.67	0.97

**Exhibit 13: Results of Question 2(C) “Accessibility” of Face-to-Face Exit Poll Questionnaires**

	<b>Average Score</b>	<b>Standard Deviation</b>
<b>“City Park”</b>	3.89	0.92
<b>“Cultural Connect: Key to Sustained Vitality”</b>	3.74	0.87
<b>“Project for a New Dimension”</b>	3.75	0.98

**Exhibit 14: Results of Question 3(B) “Other Arts and Cultural Facilities and Education-related Facilities” of Face-to-Face Exit Poll Questionnaires**

	<b>Average Score</b>	<b>Standard Deviation</b>
<b>City Park</b>		
Black Boxes	3.91	0.88
White Cubes	3.87	0.85
Centre for the Arts and Creative Industries	3.89	0.89
Knowledge Centre	3.97	0.91
Dance & Drama School	3.89	0.90
Children’s Theatre	3.90	0.93
Music School	3.93	0.90
Art Academy	3.94	0.88
Dance & Performing Arts Studios	3.94	0.87
Arts & Crafts Studios	3.90	0.91
Recording, Post-production & Broadcasting Studios	3.77	0.96

	<b>Average Score</b>	<b>Standard Deviation</b>
<b>Cultural Connect: Key to Sustained Vitality</b>		
Community Art College	3.98	0.86
Children’s Museum	3.84	0.94
Film Centre	3.98	0.94
Humanities Centre	3.92	0.91
Art Organisation Workshop/ International Cultural Establishment	3.96	0.87

	Average Score	Standard Deviation
<b>“Project for a New Dimension”</b>		
Cultural Library and Archive	3.93	0.93
School for Arts and Creative Industries	4.00	0.88
Visual Arts Factory	3.93	0.86
Performing Arts factory	3.96	0.86
School for Chinese Opera and Cantonese Opera	3.81	1.02

## 2.7 CONSOLIDATED RESULTS

### Responses from Exit Poll vs Self-returned Questionnaire

- 2.7.1 Statistical tests show that the great majority of the responses are significantly different between the Self-returned data set and the Exit Poll data set in terms of the average score for each Option. The results are shown in **Annex 7**.
- 2.7.2 The rank order of the Options for 8 out of the 13 questions is the same for both data sets.
- 2.7.3 The overview in terms of ranking of the 3 Options from the two data sets is summarised in **Exhibit 15**.
- 2.7.4 In the event of discrepancies of results amongst the 2 data sets, it would be reasonable to give greater weighting to results of the Exit Poll, as over 2,000 respondents were selected on a randomised basis, and all of the respondents had the benefit of seeing the exhibition materials right before answering the questions.

**Exhibit 15: Ranking of Three Conceptual Plan Options from Questionnaires**

Questions	Self-Returned	Exit Poll
<b>Extent to which Main Concerns from Stage 1 PE are being Addressed:</b> Q1(a) Green Setting Q1(b) Environmental Friendliness Q1(c) Hong Kong’s Uniqueness Q1(d) Relax Atmosphere Q1(e) Public Open Space Q1(f) Connectivity with the Neighbouring Districts Q1(g) Needs of Different Users	CP, CC, PND CP, CC, PND PND, CC, CP CP, CC, PND CP, CC, PND CP, PND, CC CP, PND, CC	CP, CC, PND CP, CC, PND PND, CC, CP CP, CC, PND CP, CC, PND PND, CC, CP CC, PND, CP
<b>Degree of Liking for Essential Features:</b> Q2(A)(i) Open Space Q2(A)(ii) Core Arts and Cultural Facilities Q2(A)(iii) Retail-dining-and-entertainment Facilities Q2(A)(iv) Hotel, Office and Residential Facilities	CP, CC, PND CP, PND, CC CP, PND, CC CP, CC, PND	CP, CC, PND CC, PND, CP CC, PND, CP CP, CC, PND
Q2(B) Connectivity	CP, PND, CC	CC, CP, PND
Q2(C) Accessibility	CP, PND, CC	CP, PND, CC

CP- “City Park”; CC- “Cultural Connect: Key to Sustained Vitality”; PND- “Project for a New Dimension”

- 2.7.5 **“City Park”** is most highly rated Option for addressing the mainstream comments from PE1 exercise in terms of green setting, environmental friendliness, relaxing atmosphere and public open space. It is also most highly rated in terms of respondents’ degree of liking for its “Open Space”, “Hotel, Office and Residential Facilities”, and “Accessibility”.
- 2.7.6 **“Cultural Connect: Key to Sustained Vitality”** is most highly rated in terms of addressing the “Needs of Different Users” from the Exit Poll. Exit Poll also shows that it is most preferred for its “Core Arts and Cultural Facilities”, and “Q2(B) Connectivity”.
- 2.7.7 **“Project for a New Dimension”** is most highly rated in terms of “Showcasing Hong Kong’s Uniqueness” and “Connectivity” (Exit Poll only) in terms of addressing the concerns of PE1.

2.7.8 These observations are still valid even when the flagged cases are excluded from the self-returned data.