



REPORT OF PUBLIC OPINION SURVEY

prepared for



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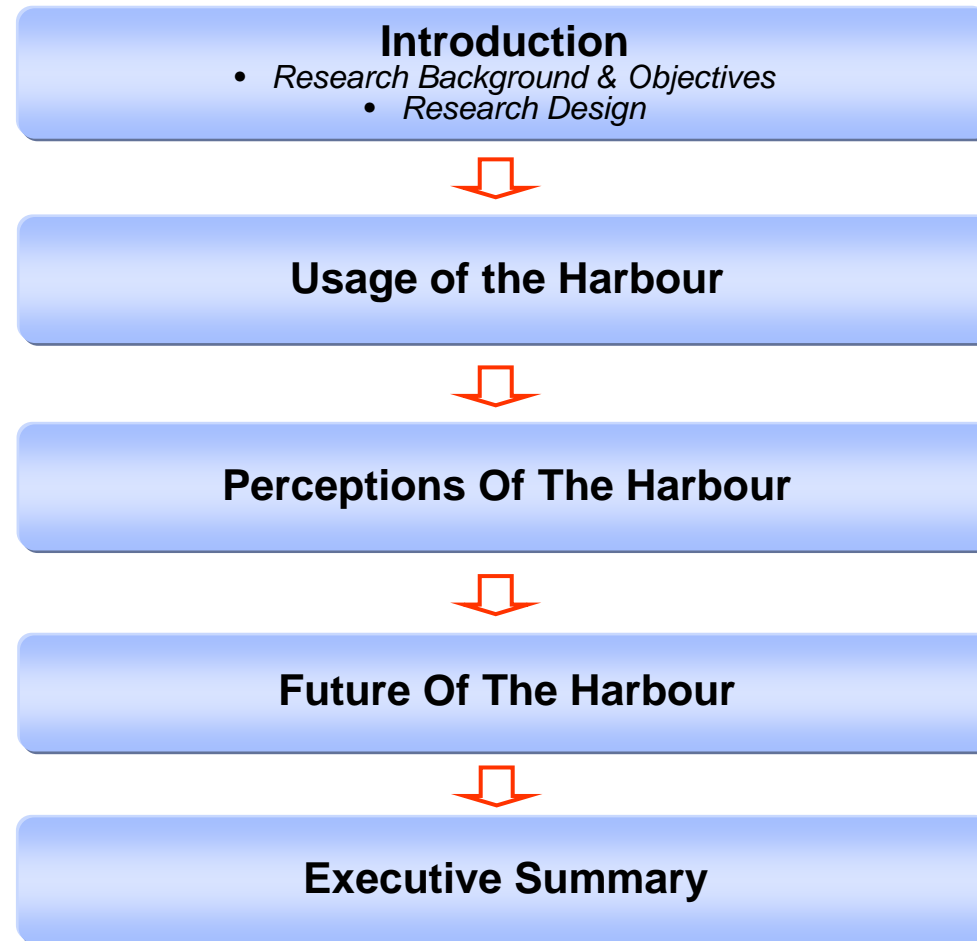
February 2006



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Flow of Presentation





Introduction

Research Objectives

The primary objectives for the **quantitative survey** mirrors that of the focus group discussions are:

- Explore the current usage behaviour of the Harbour
- Gauge current perception of the Harbour in terms of imagery associations and satisfaction towards various amenities along the Harbour
- Understand the public's perception in relation to the level of reclamation, construction/ maintenance activities along the Harbour
- Explore the ideal future of the Harbour
- Understand the current level of awareness of various Harbour related development projects
- Determine the general public's current and future involvement in Harbour-related development projects

Research Design

Data Collection Method

- Telephone interviewing methodology was used. Each interview lasted for approximately 15 minutes in order to hold respondents' interest, ensure high-quality responses throughout the interview, and avoid refusal and half-way drop-out.

Target Respondents

- Land-based non-institutional population of Hong Kong who are aged 15 and above and are able to speak in Cantonese, Putonghua or English. Kish Grid method was adopted during the screening process to select the individual within the household to be interviewed.

Sample Size

- A total of 1039 interviews (i.e. unweighted base) were enumerated.

Sampling Frame

- ACNielsen Master Sampling Frame for telephone interviewing that sources from Hong Kong Island, Kowloon and New Territories Residential Telephone Directory was used.

Fieldwork Period

- Fieldwork period lasted from 12 December 2005 to 23 January 2006

Response Rate

- Response rate = 60%

Weighting

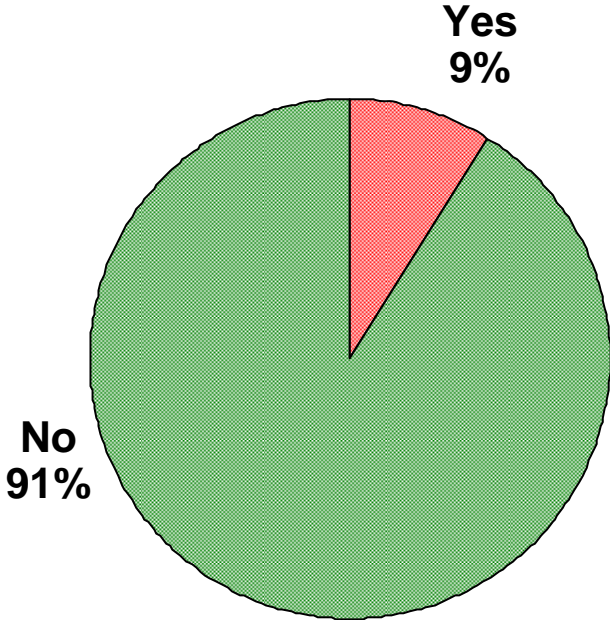
- Weighting was applied to adjust for the true population on Hong Kong Island, Kowloon, New Territories and Islands in terms of (1) age and (2) sex according to 2004 Government Statistics.



Usage of The Harbour

Able to View Victoria Harbour from Home

- Only 9% of respondents are able to view Victoria Harbour from their homes

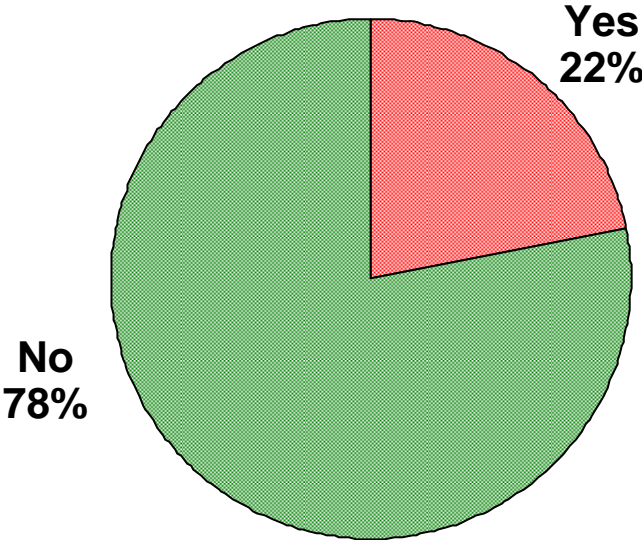


Base: All respondents ('000) 5,800
Unweighted base: 1,039

Ref: Q9, 10

Able to View Victoria Harbour from Workplace/ School

- However, 22% of those working or studying are able to view Victoria Harbour from their workplace/ school



Base: Those who are working or studying ('000) 3,685
Unweighted base: 695

Ref: Q11, 12

Frequency of Activities Done Along the Harbour

- Overview

- “Taking ferry to cross Harbour”, “viewing the Harbour at night” or “strolling along the harbourfront” are the three most common activities done along the Harbour.

	Ever Done %	At least once in 6 months %	At least once in 3 months %
Taking the ferry to cross the Harbour	91	52	38
View the Harbour at night	89	51	34
Visit facilities along the Harbour	88	39	18
Strolling along the harbourfront	86	52	34
View the Harbour from The Peak	84	21	8
Sitting and chatting with friends	79	37	24
Take photos along the Harbour	79	26	11
Choosing a restaurant/ bar	61	27	18
Watch “Symphony of Lights”	57	23	12

Base: All respondents ('000) 5,800
Unweighted base: 1,039

Ref: Q26

Frequency of Activities Done Along the Harbour - Overview

	Intimate						Distant		
	Take the ferry to cross the harbour	Stroll along the harbour-front	View the harbour at night	Sit down and chat with friends along the harbour	Visit facilities located along the harbour-front	Watch "A Symphony of Lights"	Take photos along the harbour	Choose a restaurant/bar with a harbour view	View the harbour from The Peak
	%	%	%	%	%	%	%	%	%
Once a month or more	22	20	19	13	8	6	4	8	3
At least once in 3 months	38	34	34	24	18	12	11	18	8
Once a week or more	7	7	9	3	1	2	*	1	1
Once every 2 weeks	5	3	2	3	1	1	1	2	*
Once a month	11	10	9	7	6	3	3	5	2
Once every 2-3 months	16	14	14	11	10	6	8	10	5
Once every 4-6 months	14	18	18	13	20	10	15	9	13
Once every 7-12 months	16	17	22	17	27	23	26	14	30
Less than once a year	23	17	15	26	23	11	27	20	33
Never	9	14	11	21	12	43	21	39	16
Mean (no. of times per month)	0.60	0.55	0.61	0.36	0.26	0.20	0.17	0.23	0.15

Base: All respondents ('000) 5,800
 Unweighted base: 1,039
 * less than 0.5%

Ref: Q26

Frequency of Taking Ferry to Cross Harbour by Sex and Age

- 91% of respondents have taken a ferry to cross the harbour
- 22% take the ferry at least once a month
- Those aged 25-34 take the ferry most frequently (28%)

	Total %	Sex		Age				
		Male %	Female %	15-24 %	25-34 %	35-44 %	45-54 %	55+ %
Once a month or more	22	24	21	21	28	24	19	20
At least once in 3 months	38	43↑	33↓	41	44	42	32	32
Once a week or more	7	7	6	5	10	7	6	6
Once every 2 weeks	5	5	4	5	4	5	1 ↓	7
Once a month	11	12	10	12	14	12	11	7 ↓
Once every 2-3 months	16	19↑	12↓	20	16	18	13	12
Once every 4-6 months	14	13	15	16	10	16	12	15
Once every 7-12 months	16	13↓	20↑	18	18	15	22↑	11↓
Less than once a year	23	24	22	17↓	19	22	26	28
Never	9	7 ↓	10	8	9	5	9	13
Mean (no. of times per month)	0.60	0.64	0.55	0.55	0.73	0.63	0.51	0.56
Base: All respondents ('000)	5,800	2,758	3,042	896	1,055	1,339	1,128	1,381
Unweighted base:	1,039	484	555	240	148	261	193	197

↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q26r1

Frequency of Viewing the Harbour at Night by Sex and Age

- 89% of respondents have viewed the harbour at night
- 19% of respondents do so once a month or more
- 16% of those aged 25-34 view the harbour at least once a week

	Total %	Sex		Age				
		Male %	Female %	15-24 %	25-34 %	35-44 %	45-54 %	55+ %
Once a month or more	19	21	18	23	28↑	21	12↓	16
At least once in 3 months	34	39↑	29↓	39	49↑	35	23↓	26↓
Once a week or more	9	10	8	7	16↑	12	6	6
Once every 2 weeks	2	2	2	3	2	3	* ↓	2
Once a month	9	8	9	13	10	7	5 ↓	8
Once every 2-3 months	14	18↑	11↓	17	21↑	14	11	10
Once every 4-6 months	18	20	15↓	23	18	19	19	12↓
Once every 7-12 months	22	16↓	28↑	22	17	27	27	16↓
Less than once a year	15	14	16	8 ↓	11	12	18	25↑
Never	11	10	12	8	4 ↓	7↓	13	21↑
Mean (no. of times per month)	0.61	0.68	0.56	0.59	0.91↑	0.73	0.43↓	0.44
Base: All respondents ('000)	5,800	2,758	3,042	896	1,055	1,339	1,128	1,381
Unweighted base:	1,039	484	555	240	148	261	193	197
* less than 0.5%								

↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q26r7

Frequency of Visiting Facilities Located Along the Harbourfront by Sex and Age

- Visiting facilities located along the harbourfront is popular with 88% of respondents having done this activity
- Nearly 20% visiting such facilities least once in three months

	Total %	Sex		Age				
		Male %	Female %	15-24 %	25-34 %	35-44 %	45-54 %	55+ %
Once a month or more	8	10	7	11	10	6	6	8
At least once in 3 months	18	19	18	22	19	18	14	19
Once a week or more	1	1	1	2	- ↓	1	2	1
Once every 2 weeks	1	2 ↑	1	1	1	1	1	1
Once a month	6	7	4 ↓	8	9	4	3 ↓	6
Once every 2-3 months	10	9	11	11	8	13	7	11
Once every 4-6 months	20	21	20	26 ↑	24	19	21	15 ↓
Once every 7-12 months	27	23 ↓	30 ↑	25	29	32	29	20 ↓
Less than once a year	23	24	23	13 ↓	21	21	26	31 ↑
Never	12	14	10	14	7 ↓	10	11	15
Mean (no. of times per month)	0.26	0.26	0.25	0.30	0.25	0.24	0.25	0.26
Base: All respondents ('000)	5,800	2,758	3,042	896	1,055	1,339	1,128	1,381
Unweighted base:	1,039	484	555	240	148	261	193	197

↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q26r6

Frequency of Strolling Along the Harbourfront by Sex and Age

- 86% have strolled along the harbourfront
- Men and younger people takes such strolls more frequently than women and older people
- Even among those aged 45+ about a third (30%) of them stroll along the harbourfront at least every two to three months

	Total %	Sex		Age				
		Male %	Female %	15-24 %	25-34 %	35-44 %	45-54 %	55+ %
Once a month or more	20	22	17 ↓	23	23	16	17	20
At least once in 3 months	34	40 ↑	29 ↓	41 ↑	37	34	30	30
Once a week or more	7	7	6	5	7	5	7	9
Once every 2 weeks	3	3	3	5	1	2	3	4
Once a month	10	12	8	13	15	10	6	7
Once every 2-3 months	14	17	12	17	14	18	13	10
Once every 4-6 months	18	19	17	21	19	21	19	11
Once every 7-12 months	17	14	19	16	17	19	18	14
Less than once a year	17	15	19	12	16	15	19	22
Never	14	12	16	11	10	10	14	23
Mean (no. of times per month)	0.55	0.61	0.51	0.57	0.58	0.47	0.55	0.61
Base: All respondents ('000)	5,800	2,758	3,042	896	1,055	1,339	1,128	1,381
Unweighted base:	1,039	484	555	240	148	261	193	197

↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q26r2

Frequency of Viewing the Harbour from The Peak by Sex and Age

- Viewing the harbour from The Peak is popular with 84% of respondents having done so
- Half of respondents takes this view at least once a year
- 21% view the harbour from The Peak once in six months or more
- This activity is particularly popular among young people (aged 15-24) where the proportion reaches 60% for at least once a year

	Total %	Sex		Age				
		Male %	Female %	15-24 %	25-34 %	35-44 %	45-54 %	55+ %
Once in 6 months/more	21	24↑	18↓	27↑	21	21	17	20
At least once a year	51	52	50	60↑	55	54	48	42↓
Once a week or more	1	1	*	1	1	*	1	- ↓
Once every 2 weeks	*	*	- ↓	1	*	- ↓	- ↓	- ↓
Once a month	2	2	3 ↑	3	1	2	* ↓	5 ↑
Once every 2-3 months	5	8 ↑	3 ↓	8 ↑	6	6	5	4
Once every 4-6 months	13	14	11	15	13	13	11	11
Once every 7-12 months	30	28	33 ↑	33	34	34	30	22 ↓
Less than once a year	33	31	35	23 ↓	29	33	37	39
Never	16	17	15	17	16	12	15	19
Mean (no. of times per month)	0.15	0.17	0.13	0.19	0.15	0.15	0.14	0.14
Base: All respondents ('000)	5,800	2,758	3,042	896	1,055	1,339	1,128	1,381
Unweighted base:	1,039	484	555	240	148	261	193	197
* less than 0.5%								

↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q26r5

Frequency of Sitting Down & Chatting with Friends Along the Harbour by Sex and Age

- 79% of respondents sit down and chat with friends along the harbour
- This activity is most popular among younger people and men. 21% and 15% respectively do so at least once a month

	Total %	Sex		Age				
		Male %	Female %	15-24 %	25-34 %	35-44 %	45-54 %	55+ %
Once a month or more	13	15	10 ↓	21 ↑	11	10 ↓	11	12
At least once in 3 months	24	27	21 ↓	40 ↑	23	21	18 ↓	22
Once a week or more	3	4	2	5	3	3	4	3
Once every 2 weeks	3	4	2	3	3	2	1	4
Once a month	7	7	6	13	5	6	6	5
Once every 2-3 months	11	12	11	19	12	10	7	10
Once every 4-6 months	13	14	12	16	15	15	13	7
Once every 7-12 months	17	16	17	18	18	20	18	10
Less than once a year	26	24	28	10	29	28	30	29
Never	21	20	21	16	15	16	21	32
Mean (no. of times per month)	0.36	0.43 ↑	0.30 ↓	0.51 ↑	0.35	0.32	0.35	0.34
Base: All respondents ('000)	5,800	2,758	3,042	896	1,055	1,339	1,128	1,381
Unweighted base:	1,039	484	555	240	148	261	193	197

↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q26r3

Frequency of Taking Photos Along the Harbour by Sex and Age

- About the same proportion (79%) has taken photos along the harbour
- A quarter of respondents takes photos every six months
- 40% of the younger groups (over 40% for 15-34) take photos along the harbour once in six months

	Total %	Sex		Age				
		Male %	Female %	15-24 %	25-34 %	35-44 %	45-54 %	55+ %
Once in 6 months/more	26	30↑	22	44↑	41↑	23	20↓	11
At least once a year	52	54	51	66↑	69↑	56	43↓	34
Once a week or more	*	1	*	1	1	- ↓	1	*
Once every 2 weeks	1	1	*	2	1	*	1	- ↓
Once a month	3	3	2	7 ↑	5	2	1 ↓	* ↓
Once every 2-3 months	8	8	7	11	11	7	8	3 ↓
Once every 4-6 months	15	18 ↑	12 ↓	23 ↑	24 ↑	15	9 ↓	7 ↓
Once every 7-12 months	26	23	29 ↑	22	28	32 ↑	24	24
Less than once a year	27	25	29	18 ↓	18 ↓	28	34 ↑	32
Never	21	22	20	16	13 ↓	17	22	33 ↑
Mean (no. of times per month)	0.17	0.19	0.15	0.28↑	0.23	0.14↓	0.15	0.09↓
Base: All respondents ('000)	5,800	2,758	3,042	896	1,055	1,339	1,128	1,381
Unweighted base:	1,039	484	555	240	148	261	193	197
* less than 0.5%								

↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q26r8

Frequency of Choosing a Restaurant/ Bar with a Harbour View by Sex and Age

- 61% of respondents have chosen a restaurant/ bar with a harbour view
- 29% of those aged 25-34 make such a choice at least once every three months
- 12% of those aged 15-24 chose this kind of restaurant at least once a month

	Total %	Sex		Age				
		Male %	Female %	15-24 %	25-34 %	35-44 %	45-54 %	55+ %
Once a month or more	8	9	7	12	10	9	5	6
At least once in 3 months	18	19	16	20	29↑	20	9↓	12↓
Once a week or more	1	1	1	2	2	2	1	1
Once every 2 weeks	2	2	1	1	3	2	* ↓	2
Once a month	5	5	5	9↑	6	5	4↓	3
Once every 2-3 months	10	11	9	9	19↑	11	4	6↓
Once every 4-6 months	9	9	10	14↑	7	9	12	7
Once every 7-12 months	14	13	15	14	18	16	13	10
Less than once a year	20	22	18	13↓	14↓	25	23	21
Never	39	38	41	39	32	31↓	43	51↑
Mean (no. of times per month)	0.23	0.24	0.22	0.27	0.31	0.26	0.15↓	0.16↓
Base: All respondents ('000)	5,800	2,758	3,042	896	1,055	1,339	1,128	1,381
Unweighted base:	1,039	484	555	240	148	261	193	197
* less than 0.5%								

↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q26r4

Frequency of Watching “A Symphony of Lights” by Sex and Age

- Watching the “A Symphony of Lights” is not as popular as other activities along the harbour with (43%) having never watched
- Among the oldest group this figure rises to 55%

	Total %	Sex		Age				
		Male %	Female %	15-24 %	25-34 %	35-44 %	45-54 %	55+ %
Once in 6 months/more	23	26↑	19↓	27	25	25	19	18
At least once a year	45	50↑	41↓	52↑	47	56↑	41	33↓
Once a week or more	2	2	1 ↓	- ↓	3	3	1	1 ↓
Once every 2 weeks	1	1	1	1	2	*	1	1
Once a month	3	4	2	4	4	1 ↓	3	4
Once every 2-3 months	6	8 ↑	5	8	6	8	5	6
Once every 4-6 months	10	11	10	15 ↑	10	13	9	7
Once every 7-12 months	23	24	22	25	23	31 ↑	22	15 ↓
Less than once a year	11	9	13 ↑	11	14	9	11	12
Never	43	41	45	37	38	35 ↓	48	55 ↑
<i>Mean (no. of times per month)</i>	<i>0.20</i>	<i>0.22</i>	<i>0.18</i>	<i>0.15</i>	<i>0.28</i>	<i>0.24</i>	<i>0.17</i>	<i>0.16</i>
Base: All respondents ('000)	5,800	2,758	3,042	896	1,055	1,339	1,128	1,381
Unweighted base:	1,039	484	555	240	148	261	193	197
* less than 0.5%								

↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q26r9



Usage Segmentation

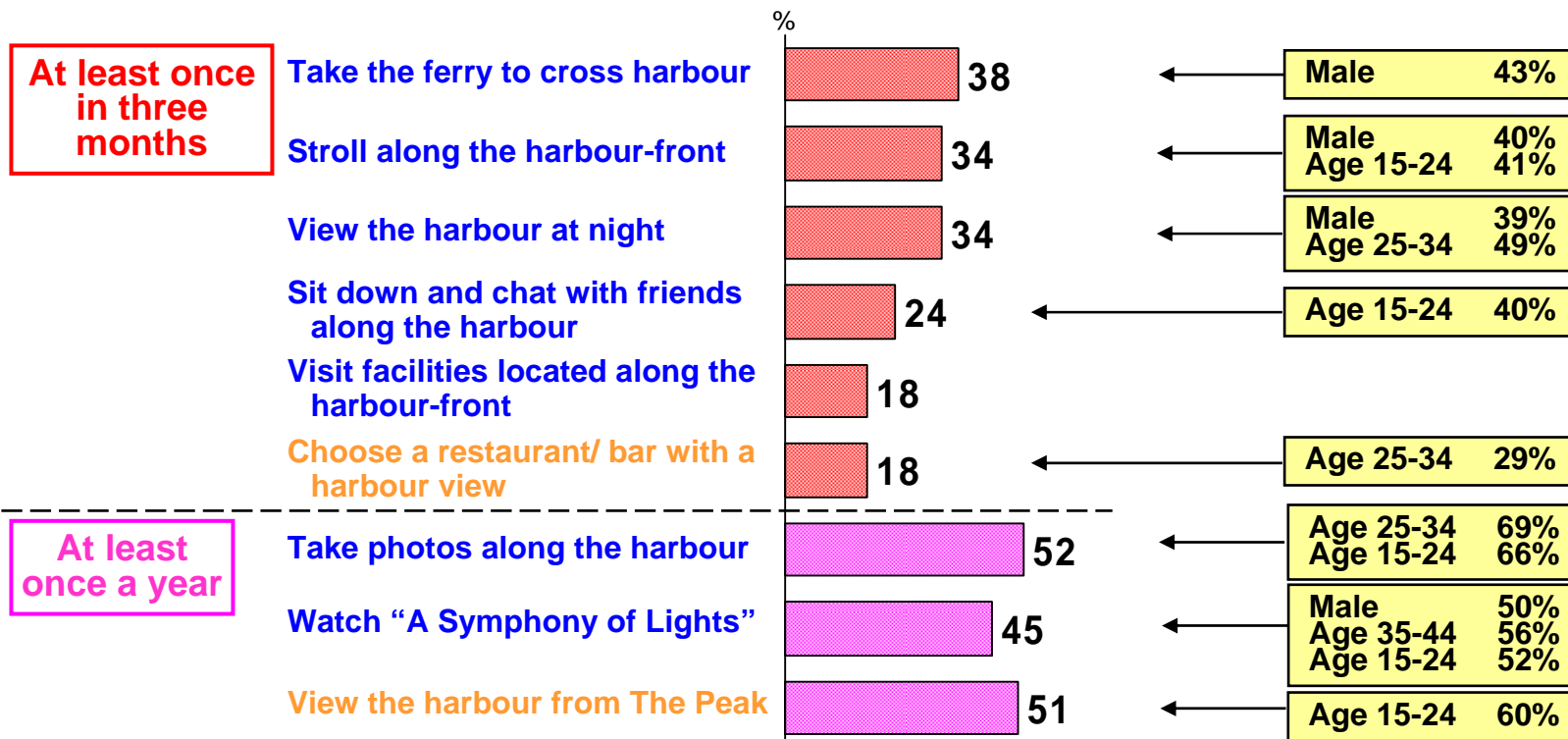
Frequency of Doing Activities Along the Harbour

➤ Usage frequency was explored

- ↪ Looking at the demographic characteristics of those undertaking several activities
- ↪ Developing an index of usage

Frequency of Doing Activities Along the Harbour

- Overall, male and younger age groups (aged 15-24 and 25-34) are significantly more active users of the Harbour
- Those aged 15-24 are more frequently “strolling” (41%) and “sitting down and chatting with friends” (40%)
- Those aged 25-34 are more attracted by the Harbour views with about half (49%) of them “view the Harbour at night” and three in ten (29%) “choose a restaurant/ bar with a harbour view”



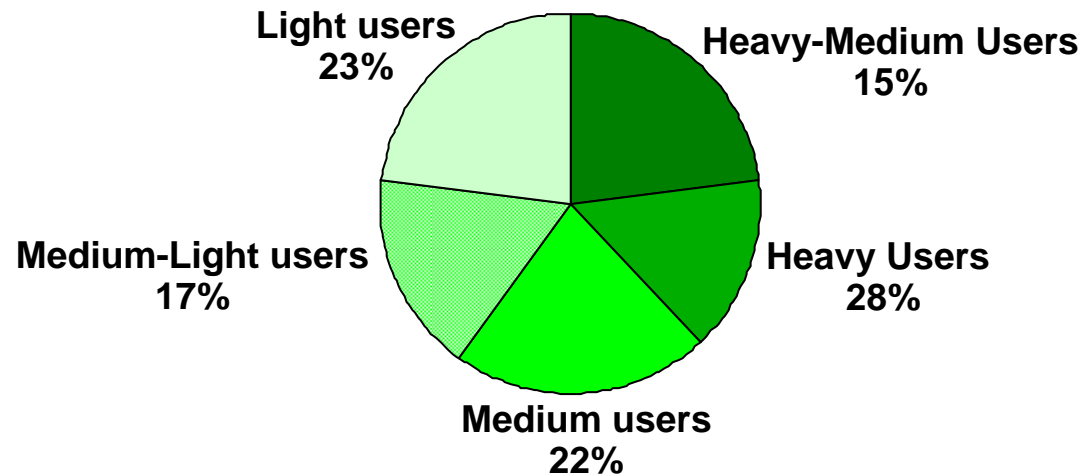
Base: All respondents ('000) 5,800
 Unweighted base: 1,039

Word in blue - Intimate
 Word in orange - Distant

■ - Significantly higher than Total at 95% confidence level

Ref: Q26

Harbour Usage Segmentation - Segment Size



User Types

Definition

Light User	Those who have involved in <i>ALL activities less than once in 6 months</i>
Medium to Light User	Those who have involved in <i>ANY activities once in 4-6 months</i>
Medium User	Those who have involved in <i>ANY activities once in 2-3 months</i>
Heavy to Medium User	Those who have involved in <i>ANY activities once a month</i>
Heavy User	Those who have involved in <i>ANY activities at least once every two weeks</i>

Harbour Usage Segmentation - Key Demographics

- Light users of the Harbour tend to be older (35% aged 55+) and retirees and thus less affluent
- Heavy and heavy-medium users have higher household incomes

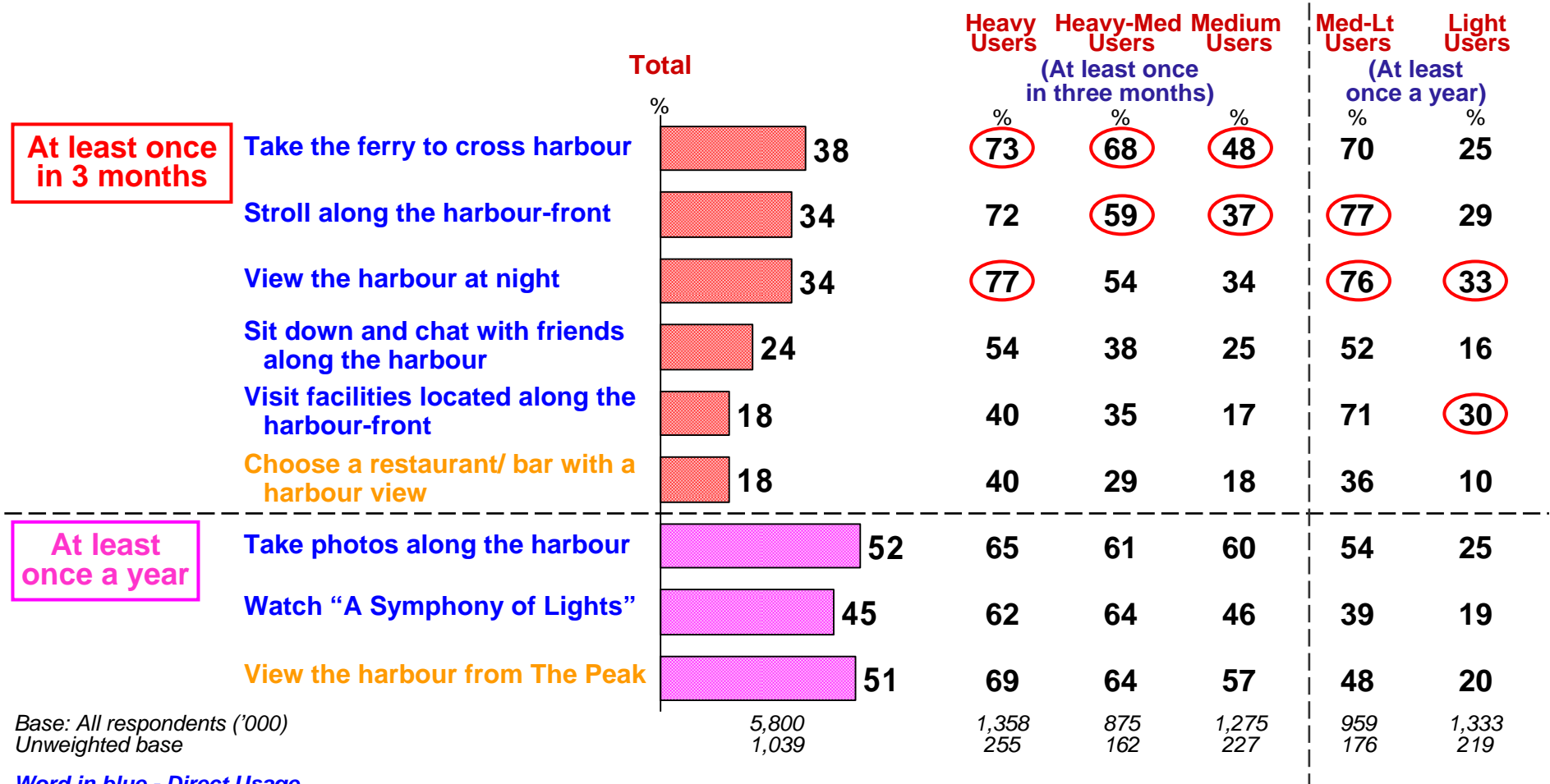
Key Demographic Characteristics	Total %	Segments				
		Heavy Users %	Heavy-Med Users %	Medium Users %	Med-Lt Users %	Light Users %
Sex						
Male/ Female	48/52	53/47	49/51	↑57/43↓	↓40/60↑	↓38/62↑
Age						
15-34	34	39	40	37	31	23↓
35-54	43	37↓	40	45	50	42
55+	24	24	19	18↓	20	35↑
Working Status						
PMEB	20	26↑	27↑	24	15	10↓
Other white / blue collar	32	31	33	33	36	29
Student	11	11	14	12	13	8
Housewife	15	11↓	10↓	13	16	22↑
Retired	16	15	11	14	12	26↑
Unemployed	5	5	5	4	8	5
Monthly Household Income						
Average	\$25,041	\$30,262↑	\$31,840↑	\$24,274	\$22,994	\$17,128↓
Base: All respondents ('000)	5,800	1,358	875	1,275	959	1,333
Unweighted base	1,039	255	162	227	176	219

* PMEB: Professionals, managers, executives, businessmen

↑/↓ Significantly higher/ lower than Total at 95% confidence level

Frequency of Having Activities Along the Harbour by *User Types*

- Apart from the more regular activities, the Heavy and Heavy-Med users also sit down and chat with friends and visit facilities along the harbour, as well as choose a restaurant/ bar with a harbour view.
- Despite the fewer activities, Med-Lt users also tend to visit the harbour directly every year. On the other hand, activities along the Harbour is relatively rare among Light users.



Base: All respondents ('000)
Unweighted base

Word in blue - Direct Usage
Word in orange - Indirect Usage

Ref: Q26



Perceptions of The Harbour

Positive Associations with Victoria Harbour

- Overview

- Majority of the respondents have positive associations with the Harbour (85%)
- 54% of the positive associations are linked to views, beautiful scenery and bright and colourful lighting
- Ships, the quality of sea and buildings were mentioned by 21%, 20% and 19% respectively

Any Positives

View (Beautiful scenery of Victoria Harbour/ bright & colourful lighting)

Ships (Different types of ships crossing the harbour)

Sea (Perception of harbour in the past/ depth and width of harbour)

Buildings/ facilities/ places/ landmarks along the harbour

Events/ activities along the harbour (Watch fireworks)

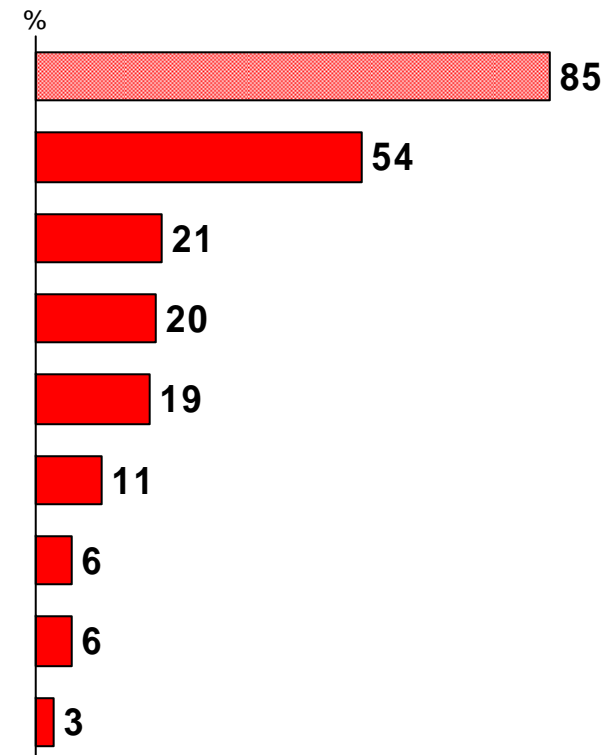
HK economy (Attract many visitors/ busiest harbour/ drives HK's economy)

Identity of HK (Can represent HK/ famous/ unique)

Benefits of reclamation (Can provide more new land/ ease traffic jam)

Others (each less than 3%)

Base: All respondents ('000) 5,800
Unweighted base: 1,039



Ref: Q13

Negative Associations with Victoria Harbour

- Overview

- Negative associations were mentioned by more than two-thirds of respondents (69%)
- 48% of these negative associations are linked to the “bad consequences caused by reclamation” and 35% to “pollution”

Any Negatives

Bad consequences caused by reclamation (Narrower harbour/ larger sea waves/ less spectacular view)

Pollution (Water/ air/ land/ noise)

Buildings/ facilities (Too many (tall) buildings/ affects the view)

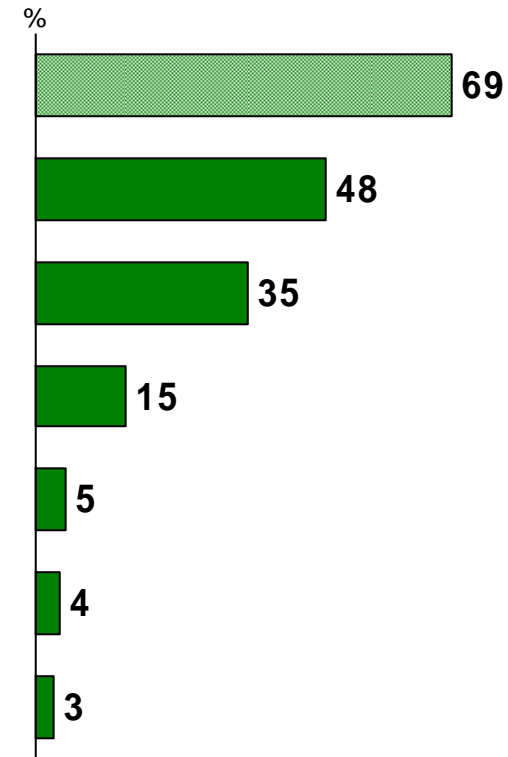
View (Scenery is more blurred/ unnecessary lighting or fireworks)

Ships (Too many ships crossing the harbour/ affect the view)

Surrounding environment (Heavy fog/ over-crowded)

Others (each less than 3%)

Base: All respondents ('000) 5,800
Unweighted base: 1,039



Ref: Q13

Positive Associations with Victoria Harbour (I) by Sex and Age

- Women tend to link their positive association more to the view more than do men
- Older people tend to be more nostalgic about Victoria Harbour in the past

	Total	Sex		Age				
	%	Male %	Female %	15-24 %	25-34 %	35-44 %	45-54 %	55+ %
Any Positives	85	81 ↓	87	80	90 ↑	81	90 ↑	83
View	54	49 ↓	58 ↑	50	55	58	54	51
Related to the view of Victoria Harbour	23	22	24	17 ↓	22	26	27	24
<i>Beautiful scenery</i>	12	11	13	7	11	12	15	14
<i>Has a seascape</i>	7	6	7	6	9	5	5	9
<i>Can view the buildings on opposite shore</i>	3	4	3	4	1	7	3	1
Related to the night view of Victoria Harbour (beautiful night scene)	10	10	11	15 ↑	10	11	12	6
Related to lightings	29	29	29	29	32	32	29	23 ↓
<i>Lightings are very colorful</i>	11	12	10	13	14	11	8	11
<i>Has lightings</i>	10	12	9	7	12	11	14	7
<i>Lightings are bright at night</i>	6	4	7	8	6	7	5	5
Related to fireworks (makes the harbour resplendent/vibrant/ bustling)	4	3	5	3	5	6	2	4
Ships	21	21	21	15 ↓	24	18	25	21
Many different types of boats, ferries, container vessels crossing on the sea	16	15	17	10 ↓	20	13	18	17
Sea	20	20	20	17 ↓	19	16 ↓	21	25
Perceptions of Harbour in the past	9	8	9	2 ↓	9	5 ↓	9	16 ↑
<i>Harbour was wide in the past</i>	7	6	7	2	6	5	5	13
<i>Harbour was clean in the past</i>	5	5	5	2	5	2	6	8
<i>Air was very fresh in the past</i>	4	5	3	1	4	2	5	7
Depth and width of the harbour (harbour is wide/ water is deep)	6	6	6	10 ↑	5	5	7	5
Quality of environment of/ along the harbour	5	6	5	4	6	6	5	5
<i>Sea is clean</i>	3	3	3	1	4	3	3	3
Base: All respondents ('000)	5,800	2,758	3,042	896	1,055	1,339	1,128	1,381
Unweighted base:	1,039	484	555	240	148	261	193	197

↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q13

Positive Associations with Victoria Harbour (II) by Sex and Age

- Older people link their opinions less with “Events/Activities” and “Identity of Hong Kong”

	Total	Sex		Age				
		Male	Female	15-24	25-34	35-44	45-54	55+
	%	%	%	%	%	%	%	%
Buildings/ Facilities/ Place/ Landmark	19	20	19	20	19	19	21	19
Related to non-specific buildings/ facilities	16	15	17	15	18	14	16	16
<i>The buildings nearby are beautiful</i>	4	4	4	2	7	4	5	2
<i>Many tall buildings</i>	4	3	4	6	4	4	3	3
Recall of specific buildings/ facilities/ landmark	5	7↑	4	6	4	5	7	3
Events/ Activities	11	11	11	14	15	10	11	6↓
Can watch fireworks along the harbour	9	8	9	12	12	7	9	4↓
HK economy	6	7	5	9	8	4	6	5
Attract many visitors to visit	3	3	3	3	6	1↓	4	1↓
Identity of Hong Kong	6	4↓	7	7	8	5	7	3↓
Can represent Hong Kong	5	4	6	6	8	5	5	2↓
Benefits of Reclamation (can provide more new lands/ ease traffic jam)	3	4	2	2	4	1↓	2	4
<i>Others (each less than 3%)</i>								
Base: All respondents ('000)	5,800	2,758	3,042	896	1,055	1,339	1,128	1,381
Unweighted base:	1,039	484	555	240	148	261	193	197

↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q13

Negative Associations with Victoria Harbour by Sex and Age

- Younger people express higher concern about pollution-related issues (44%)
- The oldest group is concerned with the bad consequences caused by reclamation (56%)

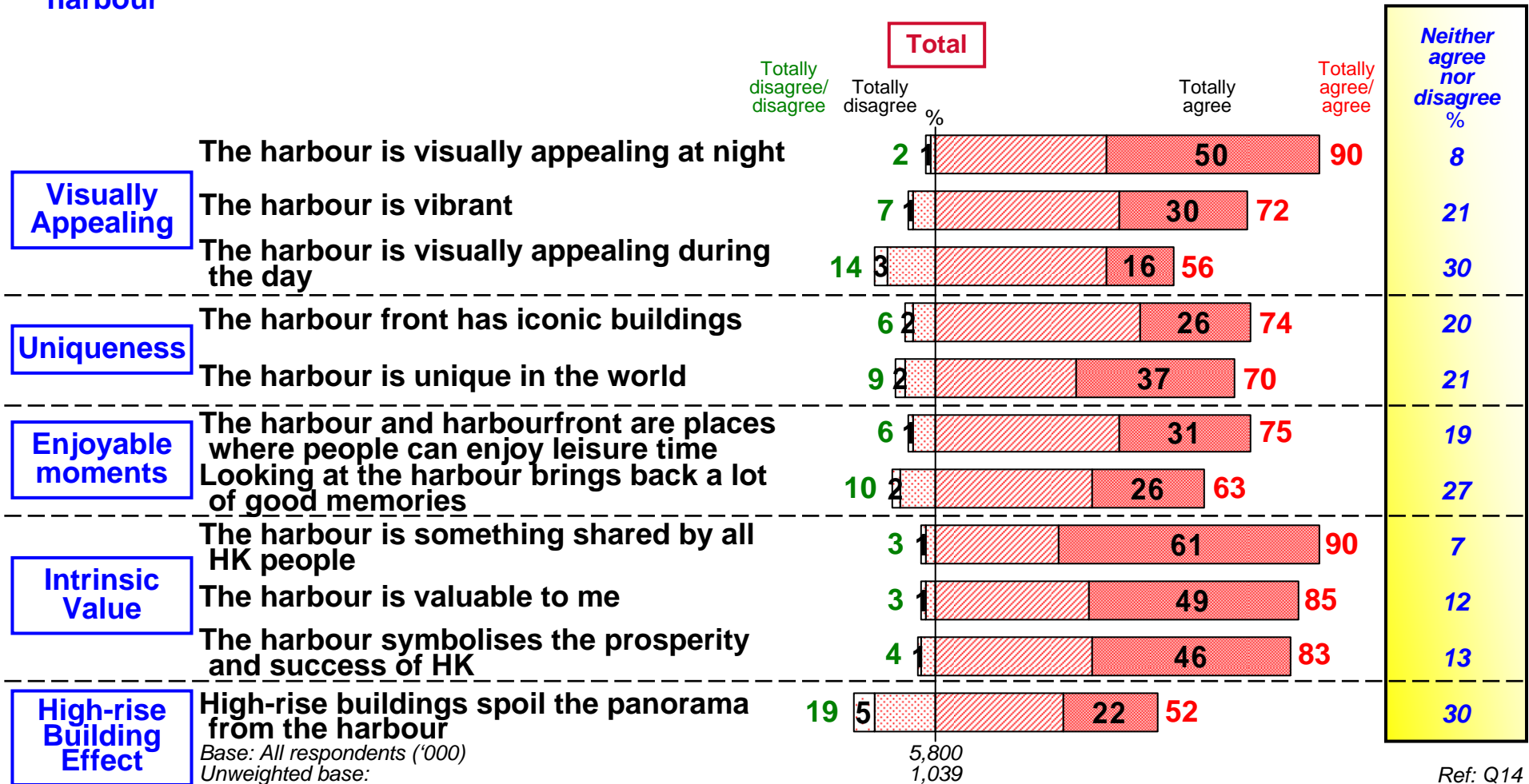
	Total	Sex		Age				
	%	Male %	Female %	15-24 %	25-34 %	35-44 %	45-54 %	55+ %
Any Negatives	69	69	68	68	70	68	62↓	73
Bad Consequences Caused by Reclamation	48	49	48	38↓	51	50	42	56↑
Harbour becomes narrower/ it's a pity when compared the width of harbour in the past	41	41	41	33↓	43	42	36	48↑
Sea waves are larger/ larger sea waves cause potential danger for ferries	7	6	8	6	10	8	9	5
Reclamation changes appearance of the harbour, becoming less spectacular	5	5	5	3	6	5	5	6
Always has/ Frequent reclamation	5	5	5	4	6	4	4	6
Pollution	35	35	35	44↑	42	31	28↓	34
Water pollution	31	31	32	42↑	37	26	25	29
Water pollution	20	19	21	23	24	18	17	18
Many rubbishes in the sea	14	13	16	21↑	21↑	11	12	10
Sea water sends out unusual smell	3	2	4	4	3	4	1↓	5
Air pollution	11	10	11	6↓	17↓	10	8	12
Air pollution	9	9	10	4↓	16↓	9	7	11
Buildings/ Facilities	15	16	14	10↓	13	13	20	20
Buildings	14	15	13	9↓	12	12	17	18
Too many buildings along harbour side	11	11	11	6↓	10	7↓	13	16↑
Some buildings affect the view	6	7	4↓	4	4	6	6	6
The buildings are too tall	3	4	2	2	1↓	4	4	2
View (scenery is more blurred/ unnecessary lightings or fireworks)	5	6	4	3	7	5	4	4
Ships (too many ships crossing harbour/ affect the view)	4	5	2↓	1↓	4	4	7	3
Surrounding environment (heavy fog/ over crowded)	3	2	3	2	4	3	3	2
Others (each less than 3%)								
Base: All respondents ('000)	5,800	2,758	3,042	896	1,055	1,339	1,128	1,381
Unweighted base:	1,039	484	555	240	148	261	193	197

↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q13

Brand Imagery of the Harbour

- The harbour is widely considered to have an “intrinsic value”
- Respondents totally agree/ agree that it to be “something shared by all HK people” (90%), “valuable to me” (85%) and “symbolises the prosperity and success of HK” (83%)
- An overwhelming majority (90%) consider it visually appealing at night compared with daytime (56%)
- Half of the respondents (52%) totally agree/agree that “High-rise buildings spoil the panorama from the harbour”



Brand Imagery of the Harbour by Sex and Age

- Overall younger people have a slightly more critical view on most of the brand dimensions of the harbour
- Older people have higher emotional attachments to the harbour with 80% agreeing that the “harbour brings back a lot of good memories”

Top-2-Boxes
Totally agree/ agree

	Total		Top-2-Boxes %	Sex		Age					
	% Agree	% Totally agree		Male %	Female %	15-24 %	25-34 %	35-44 %	45-54 %	55+ %	
Visually Appealing	The harbour is visually appealing at night	40	50	90	87↓	92↑	90	91	92	90	87
	The harbour is vibrant	43	30	72	69	75↑	54↓	74	73	82↑	75
	The harbour is visually appealing during the day	40	16	56	56	57	40↓	53	61	58	64↑
Uniqueness	The harbour front has iconic buildings	48	26	74	73	75	77	78	70	68	78
	The harbour is unique in the world	33	37	70	70	69	70	71	67	69	71
Enjoyable moments	The harbour and harbourfront are places where people can enjoy leisure time	43	31	75	72	77	52↓	71	75	79	89↑
	Looking at the harbour brings back a lot of good memories	37	26	63	61	65	30↓	52↓	66	75↑	80↑
Intrinsic Value	The harbour is something shared by all HK people	29	61	90	92	88↓	91	92	90	91	88
	The harbour is valuable to me	36	49	85	85	86	77↓	84	86	84	91↑
	The harbour symbolises the prosperity and success of HK	37	46	83	81	85	76↓	85	86	86	81
High-rise Building Effect	High-rise buildings spoil the panorama from the harbour	30	22	52	54	49	48	51	51	51	55

Base: All respondents ('000)
Unweighted base:

5,800
1,039

2,758 3,042 896 1,055 1,339 1,128 1,381
484 555 240 148 261 193 197

Ref: Q14

↑/↓ Significantly higher/ lower than Total at 95% confidence level

Evaluating the Features of Victoria Harbour (I)

- 46% of respondents had neither a positive or negative overall impression of Victoria Harbour, 46% a positive impression and only 8% a negative impression
- Slightly more than 40% had neither a positive or negative view on most features of the harbour
- Features deemed to be very good/good included :“Promenade/ walkway along the harbourfront” (51%) , “quality and design of the buildings and amenities along the harbour-front” (49%) and “places for people to run, to cycle, to do tai chi, children’s playgrounds, etc. along the harbourfront” (45%)
- Features deemed to be very poor/poor included Air quality (38%), Width of the harbour (45%) and Water quality (57%)

Overall Impression

Promenades/ walkways along the harbourfront

Quality and design of the buildings and amenities along the harbour-front

Places for people to run, to cycle, to do tai chi, children's playgrounds etc. along the harbourfront

Whether it is easy to walk to the harbourfront

Open-air restaurants, cafes, bars, kiosks

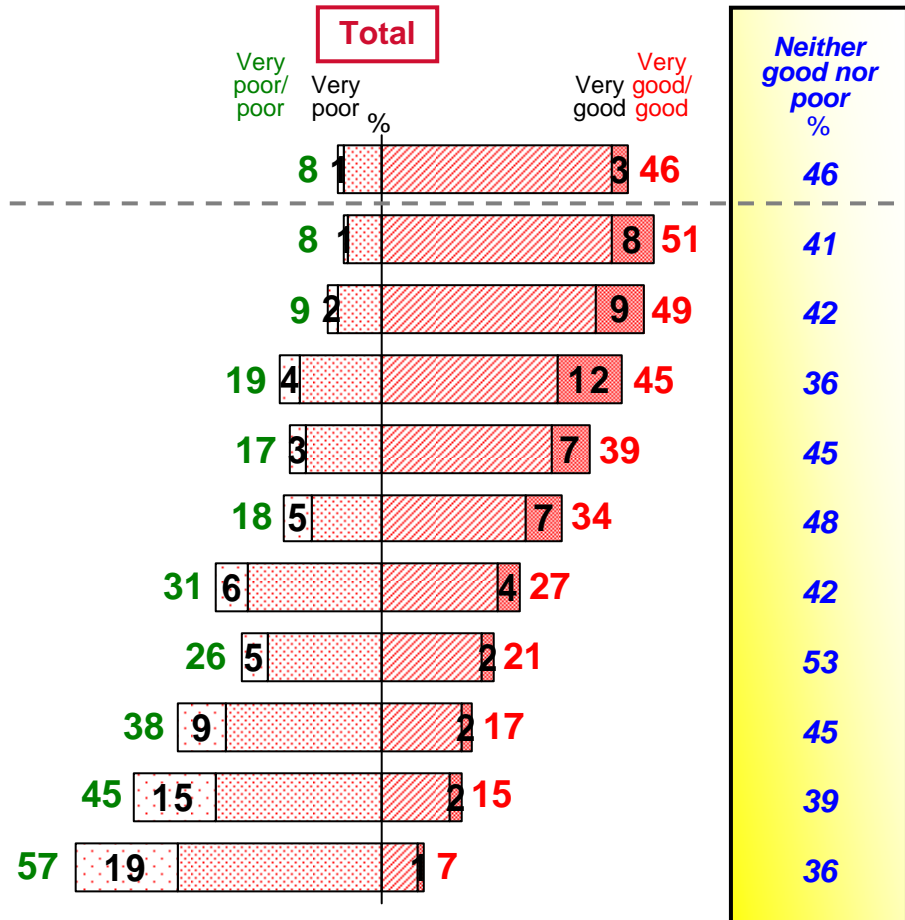
Green areas/ plantings along/ close to the harbour-front

Roads for vehicles along the harbour front

Air quality

Width of the harbour

Water quality e.g. rubbish or waste in the water, smell or clarity of water, etc.



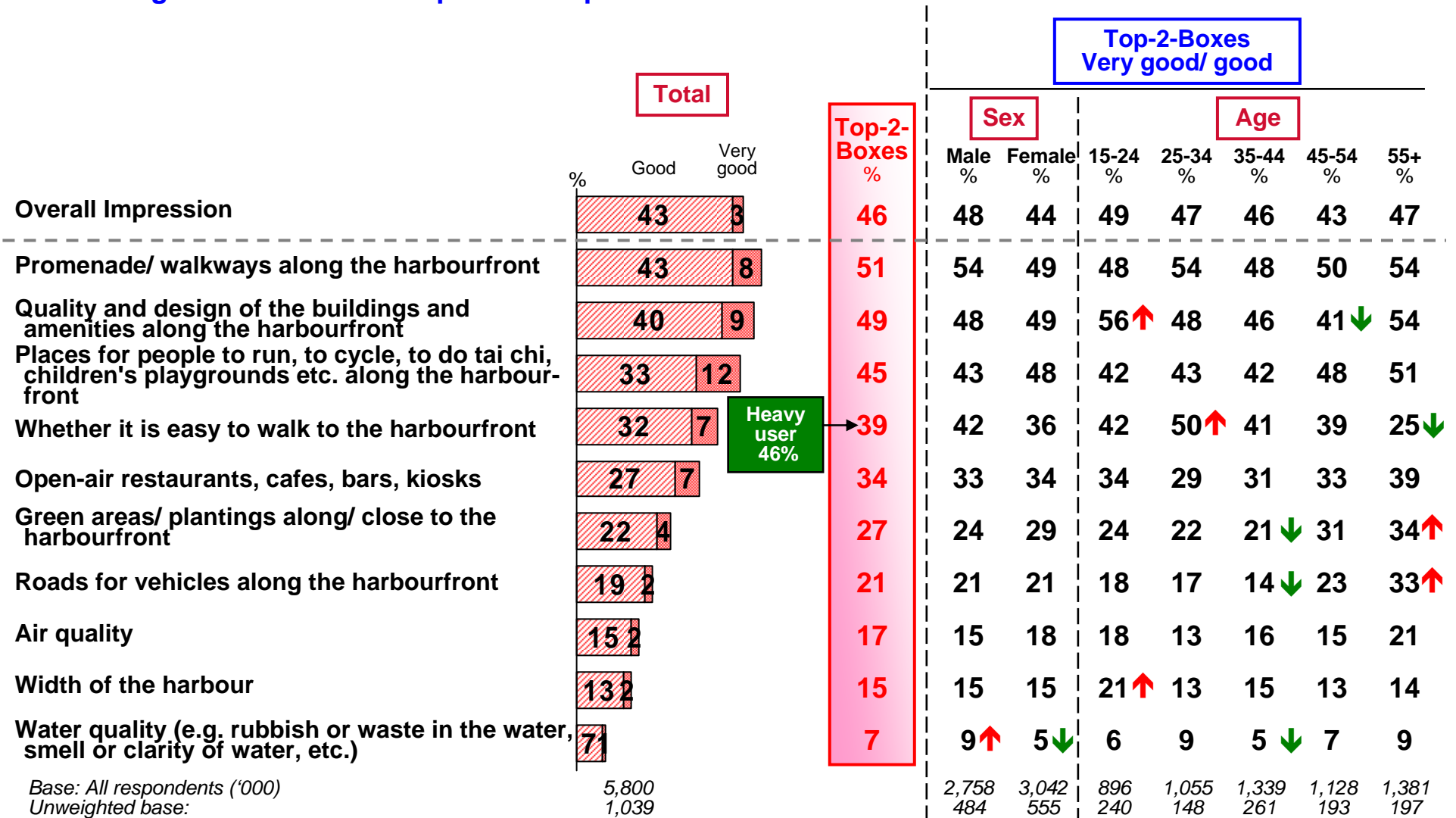
Base: All respondents ('000)
Unweighted base:

5,800
1,039

Ref: Q15, 18

Evaluating the Features of Victoria Harbour (II) by Sex and Age

- Those aged 55+ have a more positive impression of the various features of Victoria Harbour

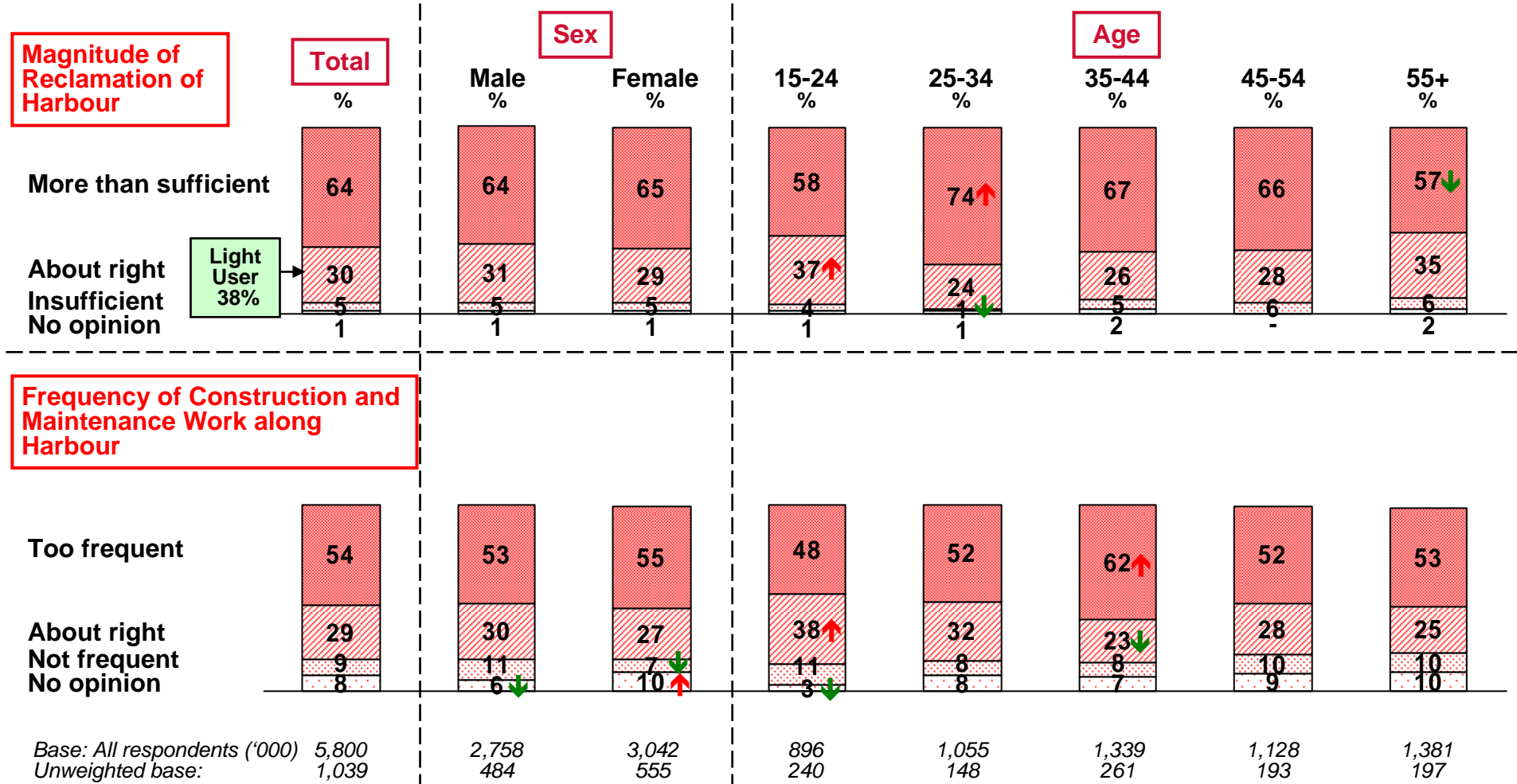


↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q15, 18

Attitudes towards Reclamation of and Construction Work along the Harbour

- (64%) perceive the magnitude of reclamation of the harbour as more than sufficient with a slightly higher level for those aged 25-34 (74%)
- 54% thought that construction and maintenance work was carried out too frequently and among those aged 35-44 62% expressed this view



↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q16, 17

Awareness of Harbour-related Projects

- When prompted, almost all respondents (97%) have heard of at least one harbour-related project, with “West Kowloon Cultural District Development Project” receiving the highest awareness (84%), followed by “Tamar Project” (74%) and “West Kowloon Reclamation” (73%)
- Generally speaking, men are more aware of these projects

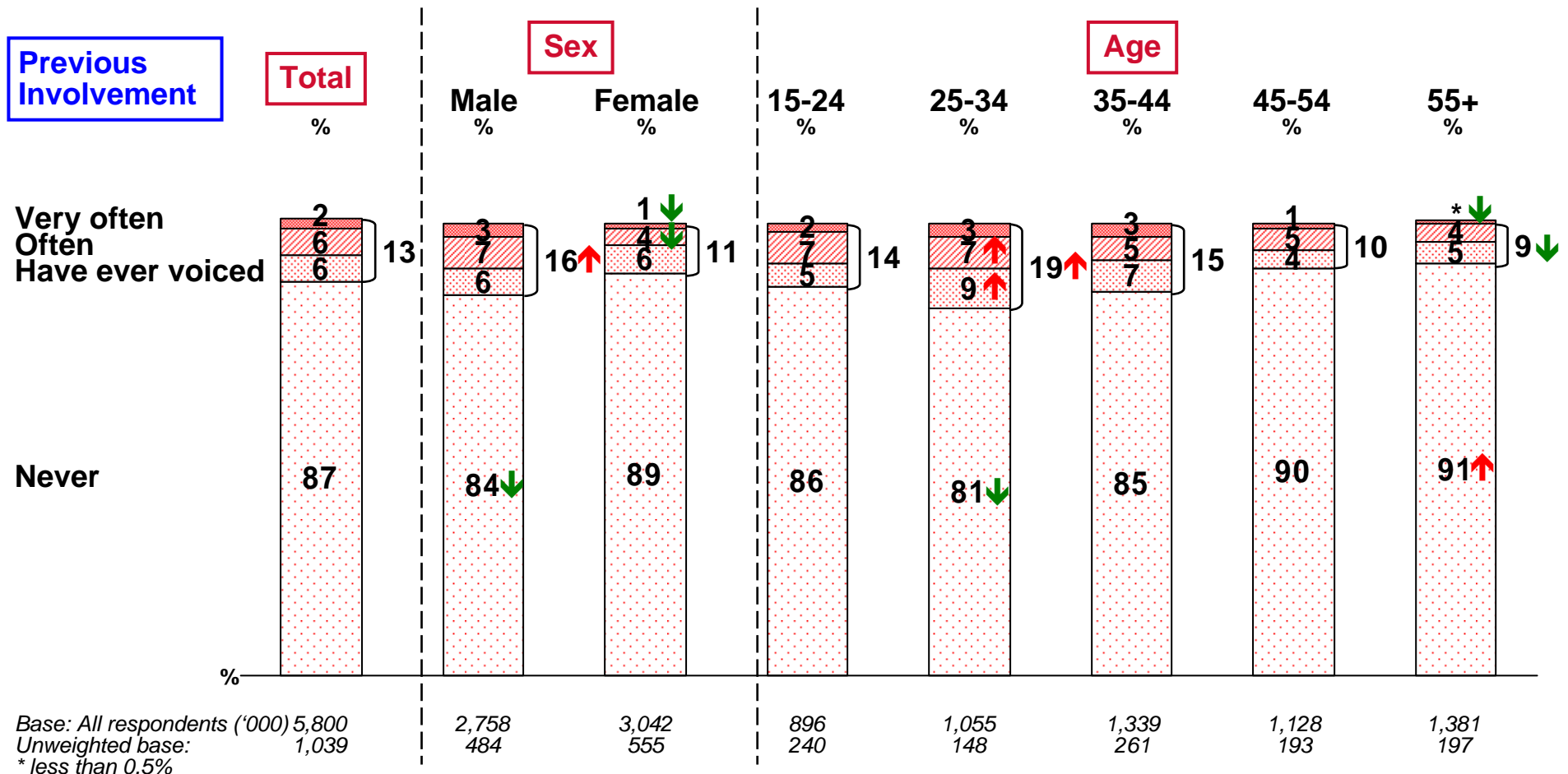
	Total %	Sex		Age						
		Male %	Female %	15-24 %	25-34 %	35-44 %	45-54 %	55+ %		
West Kowloon Cultural District Development Project	84	87 ↑	82	85	87	84	88	79		
Tamar Project	74	77	71 ↓	62 ↓	76	79 ↑	70	79		
West Kowloon Reclamation	73	73	73	72	78	75	74	67		
The Central Reclamation Phase III (CRIII) Project	67	71 ↑	63 ↓	56 ↓	68	73 ↑	71	65		
South East Kowloon Development/ KaiTak Development Project	66	66	65	48 ↓	66	65	72	72 ↑		
Central-Wanchai Bypass	62	72 ↑	53 ↓	49 ↓	64	65	67 ↑	61		
The Harbour Area Treatment Scheme	59	64 ↑	53 ↓	63	59	58	59	56		
Tsim Sha Tsui Promenade Beautification Project	58	61	56	58	62	59	64	48 ↓		
Wan Chai Development Phase II/ Reclamation in Wan Chai North	45	52 ↑	39 ↓	33 ↓	44	43	51	51		
Review of Central Ferry Piers and Adjoining Areas Enhancement Review	42	45	39	27 ↓	43	44	51 ↑	42		
Not aware	3	2	3	3	1 ↓	2	2	4		
Average no. of projects aware (including “None”)		6.29		6.68 ↑	5.95 ↓	5.51 ↓	6.47	6.44	6.68 ↑	6.21
Base: All respondents ('000)		5,800		2,758	3,042	896	1,055	1,339	1,128	1,381
Unweighted base:		1,039		484	555	240	148	261	193	197

↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q23

Frequency of Voicing Out Opinions about Harbour-Related Projects Previously

- A vast majority (87%) of respondents have never had any involvement in harbour-related projects in the past
- Men (84%) and those aged 25-34 (81%) are slightly more involved

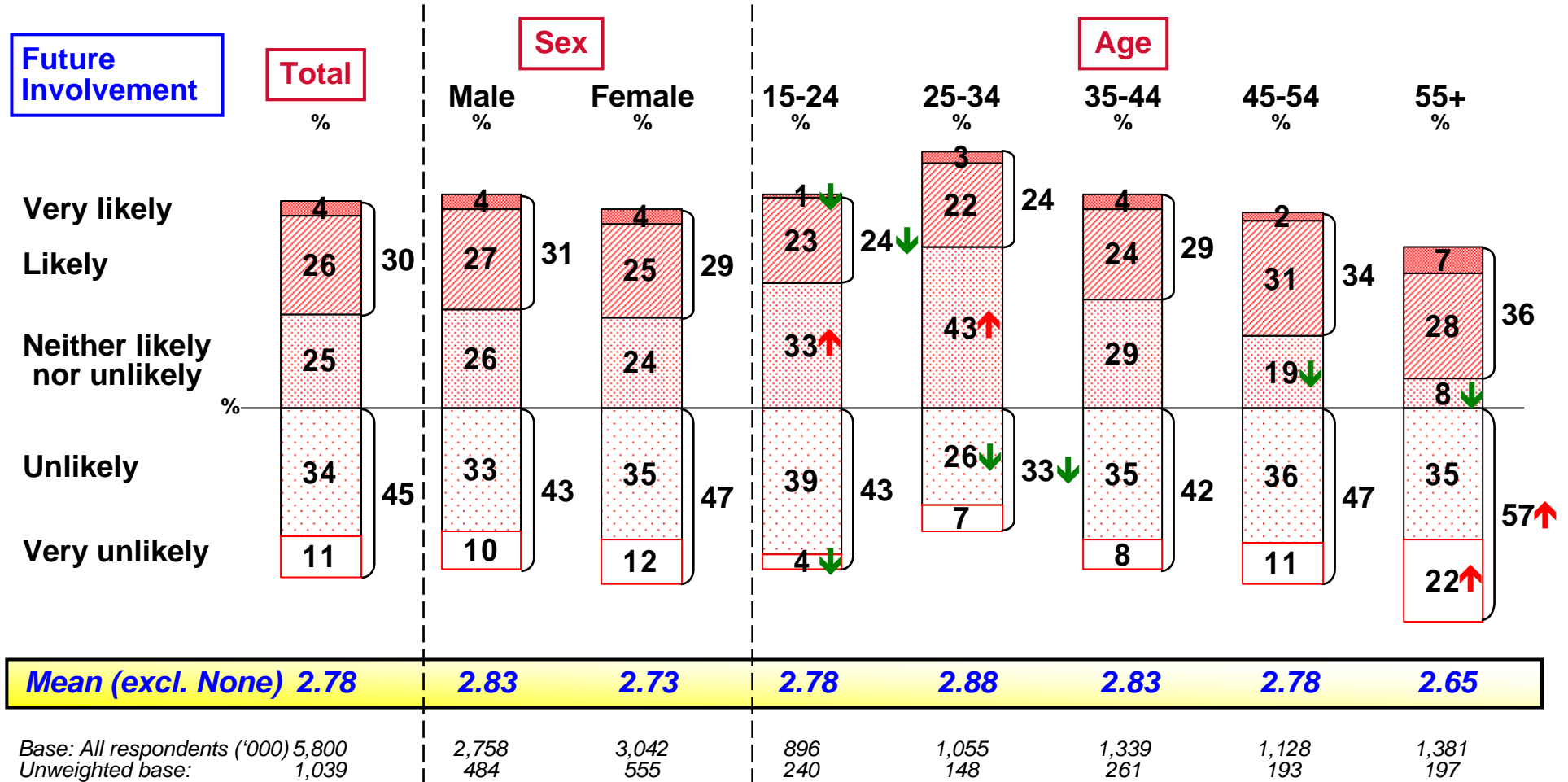


↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q24

Likelihood in Voicing Out Opinions about Harbour-Related Projects in Future

- Only three in ten indicate they are very likely/ likely to become involved in harbour-related projects in the future
- Older people (34% aged 45-54 and 36% 55+) are even less likely to become involved



↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q25

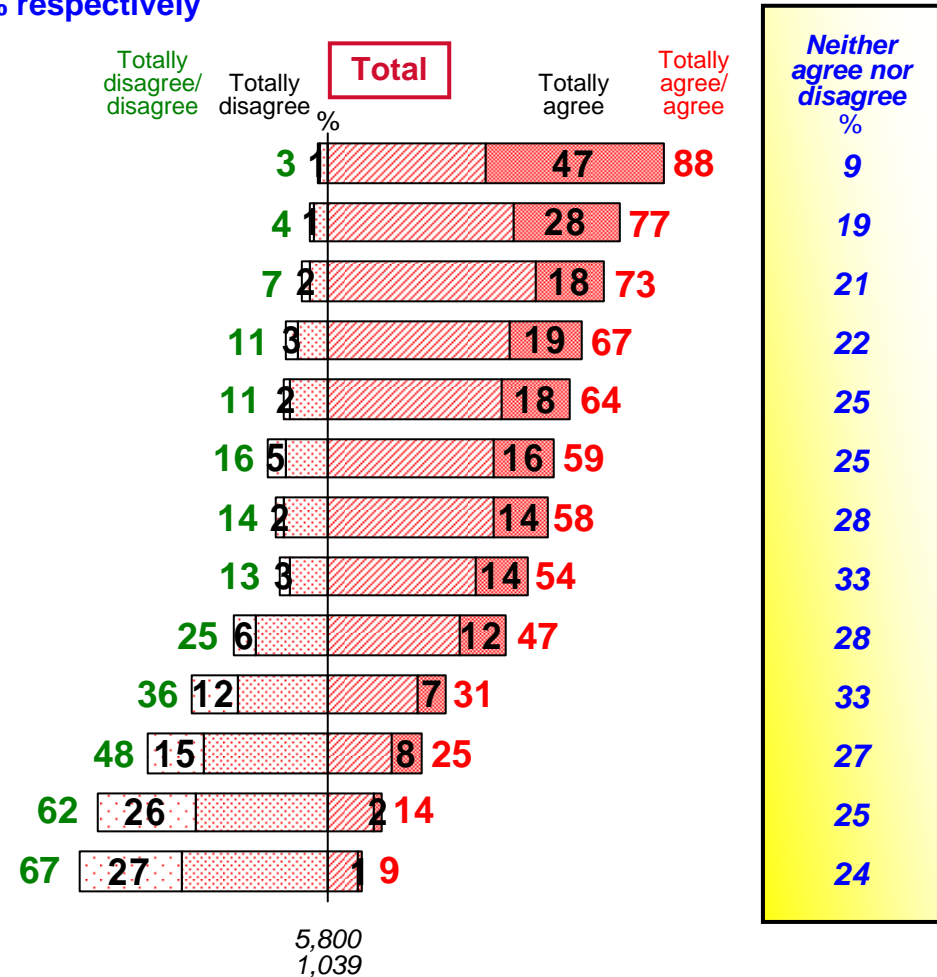


Future of The Harbour

Ideal Future of Victoria Harbour

- A vast majority (88%) favour having “green areas/ plantings along/ close to the harbourfront”, followed by ground-level pedestrian facilities, such as “promenade/ walkways along the harbour-front” (77%) and “pedestrian access to the harbour at the ground level” (73%)
- By contrast “residential buildings” (9%) and “commercial buildings” (14%) received the lowest level of support
- “Water activities such as boating, swimming, fishing, etc.” and “transportation facilities and infrastructure” were favoured by less than a third of the people, i.e. 25% and 31% respectively

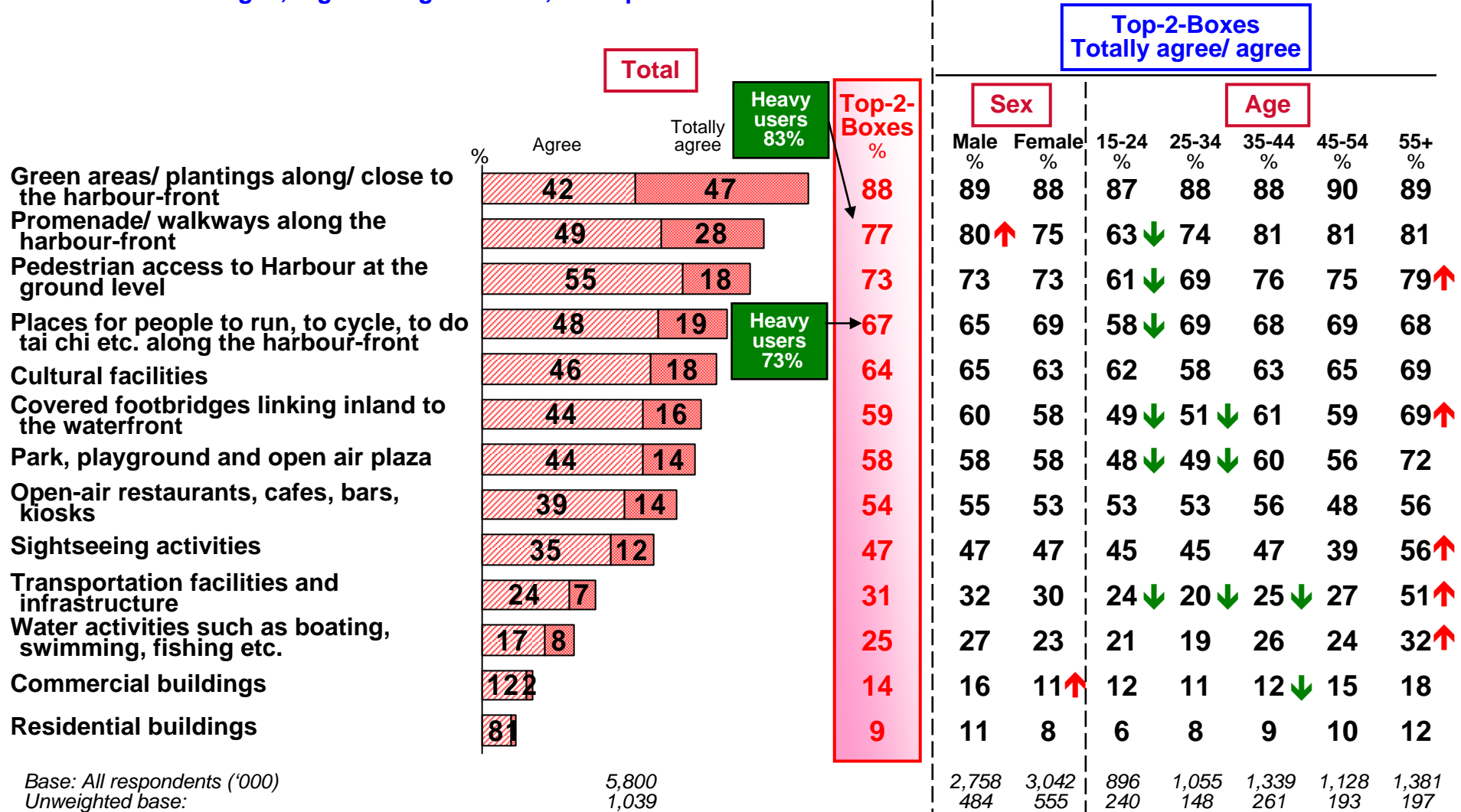
- Green areas/ plantings along/ close to the harbour-front
- Promenade/ walkways along the harbour-front
- Pedestrian access to Harbour at the ground level
- Places for people to run, to cycle, to do tai chi etc. along the harbour-front
- Cultural facilities
- Covered footbridges linking inland to the waterfront
- Park, playground and open air plaza
- Open-air restaurants, cafes, bars, kiosks
- Sightseeing activities
- Transportation facilities and infrastructure
- Water activities such as boating, swimming, fishing etc.
- Commercial buildings
- Residential buildings



Ref: Q19

Ideal Future of Victoria Harbour by Sex and Age

- There are major differences between age groups, with older people (aged 55+) favouring Promenade/ walkways, Covered footbridges, Sightseeing activities, Transportation facilities and Water activities



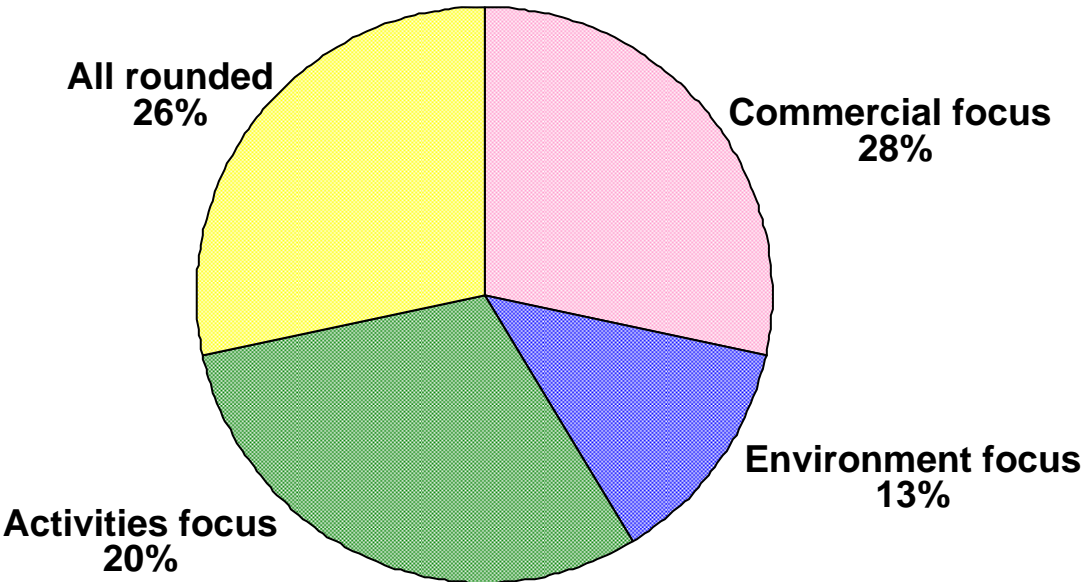
↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q19

The Ideal Harbour Segmentation

- **Cluster analysis** is a statistical technique which involves partitioning of the target population into groups with similar needs and/or characteristics who are likely to exhibit similar imagery perceptions or purchase behaviour
- In this study, cluster analysis was performed to identify attitudinal segments within the total sample based on their level of agreement in including certain facilities / structures to create their Ideal Harbour
- Demographic patterns are then investigated for each segment to give a better understanding of their demographic profile
- Other questions such as overall perception of the Harbour, attitude towards reclamation and maintenance work along the Harbour are also investigated to gauge the underlying 'reasons' for their choices in creating their Ideal Harbour.
- Results shows that there are four groups which exhibit subtle but important differences about their Ideal Harbour:
 - ↪ **Commercial Focus**
 - ↪ **Environment Focus**
 - ↪ **Activities Focus**
 - ↪ **All rounded**

The Ideal Harbour Segmentation



Base: All respondents ('000) 5,800
Unweighted base: 1,039

The Ideal Harbour Segmentation

- Segment size & Key Demographics

- Women and younger people (aged 15-34) have a stronger preference towards more greening and open space and less facilities/ buildings (Environment focus)
- Those who prefer more residential / commercial buildings as well as transport facilities, while having a similar sex profile as the overall population, have a slightly lower household income and a slight skew towards the young (aged 15-34)

Key Demographic Characteristics

	Total %	Segments			
		Commercial Focus %	Environment Focus %	Activities Focus %	All rounded %
Sex					
Male/ Female	48/52	50/50	↓38/62↑	49/51	48/52
Age					
15-34	34	38↑	43↑	35	24↓
35-54	43	38↓	46	47↑	40↓
55+	24	24	11↓	18↓	36↑
Working Status					
PMEB	20	16	22	32↑	13↓
Other white / blue collar	32	31	41↑	30↓	30
Student	11	15↑	13	9↓	9↓
Housewife	15	17↑	13	13↓	16
Retired	16	17	8↓	11↓	25↑
Unemployed	5	4↓	3↓	5	8↑
Monthly Household Income					
Average	\$25,041	\$21,999↓	\$25,929	\$29,722↑	\$22,621↓
Base: All respondents ('000)	5,800	1,642	764	1,759	1,636
Unweighted base	1,039	293	145	321	280

* PMEB: Professionals, managers, executives, businessmen

↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ideal Harbour Segment Characteristics - I

Commercial Focus (28%)

- Even sex as well as working / non working split
- Least affluent across all segments (MHI: \$21,999)
- In line with overall population in terms of overall perception towards harbour (44% very good/good; 5% poor/very poor)
- Higher acceptance towards current magnitude of reclamation (36% think current level of reclamation is about right) and frequency of construction / maintenance work (34% think current frequency is about right)
- Perception of ideal harbour → more buildings (residential or commercial) as well as more transport facilities (eg. Public transport interchange, flyovers, bypasses etc)

Environment Focus (13%)

- Slight skew towards females (62%) and those at younger ages (15-34) (43%) relative to other segments
- In line with overall population in terms of affluence (MHI: \$25,929)
- Worst impression towards the harbour amongst all segments (36% good/very good rating)
- Most dissatisfied with current reclamation and construction activities along the harbour (78% think current reclamation magnitude is more than sufficient and 63% think construction / maintenance is too frequent)
- Perception of ideal harbour → more green areas and more open space, less facilities / buildings (residential or commercial) and sightseeing activities

Ideal Harbour Segment Characteristics - II

Activities Focus (30%)

- Even sex split, marginal skew towards middle aged (35-54)
- Predominantly working class (62%) but higher incidence of PMEBS
- Most affluent amongst all segments (MHI : \$29,722)
- In line with overall population in terms of overall perception towards harbour (42% very good/good; 11% poor/very poor)
- Most dissatisfied with current reclamation and construction activities along the harbour (77% think current reclamation magnitude is more than sufficient and 61% think construction / maintenance is too frequent)
- Perception of ideal harbour → more green areas and open space as well as easy access to harbour (footbridges / pedestrian access at ground level), also favour playgrounds, parks and promenades along the harbour, less facilities / buildings (residential or commercial)

All rounded (28%)

- Even sex split, relatively more in the older ages (55+) and retired (25%)
- Relatively less affluent (MHI: \$22,621)
- Best impression towards the harbour amongst all segments (57% good/very good rating)
- Higher acceptance towards current magnitude of reclamation (38% think current level of reclamation is about right)
- Perception of ideal harbour → 'more of everything' – buildings / facilities, green areas, parks, restaurants, cultural facilities, sightseeing activities

Harbour Aspects to be Improved

- The public are most concerned about the Pollution/ Environmental issues (73%), especially about the reduction of water pollution (41%), reduction in littering (33%) and more greening (22%)
- One-third of the respondents also call for a stop in further reclamation

	%		%
Pollution/ Environment	73	Buildings/ Facilities	30
Improve water pollution	41	Buildings/ construction work	12
Sea pollution need to improve	31	Don't build more buildings along the harbour	7
Do not allow waste discharged into the harbour	5	Restrict to build tall buildings nearby the harbour which would affect the scene	3
Reduce/ remove bad smell of sea	3	Exercise/ sports facilities	10
Reduce greasy dirt	3	More leisure facilities	8
Improve sewage system	3	Promenade	4
No littering	33	Entertainment	3
Fewer rubbishes on sea	27	More parks along the harbourfront	2
More advertising on "no litter"	7	Transport	3
Increase the penalty for littering offenders	2	Food/ restaurant	3
Greening	22	Other public facilities	2
More trees along harbour side	22	Events/ Activities (more cultural activities/ art performance/ leisure & water activities)	4
Improve air pollution	15	Objects	3
Improve air pollution	13	Limits number of ships on the sea	2
Roads should be farther from harbour side to avoid being polluted by exhaust air	2	Don't know	2
Improve pathways/ roads	6	None	6
Clean the pathways along the harbour	2		
Build more pathways	2		
No Further Reclamation	33		

Others (each less than 2%)

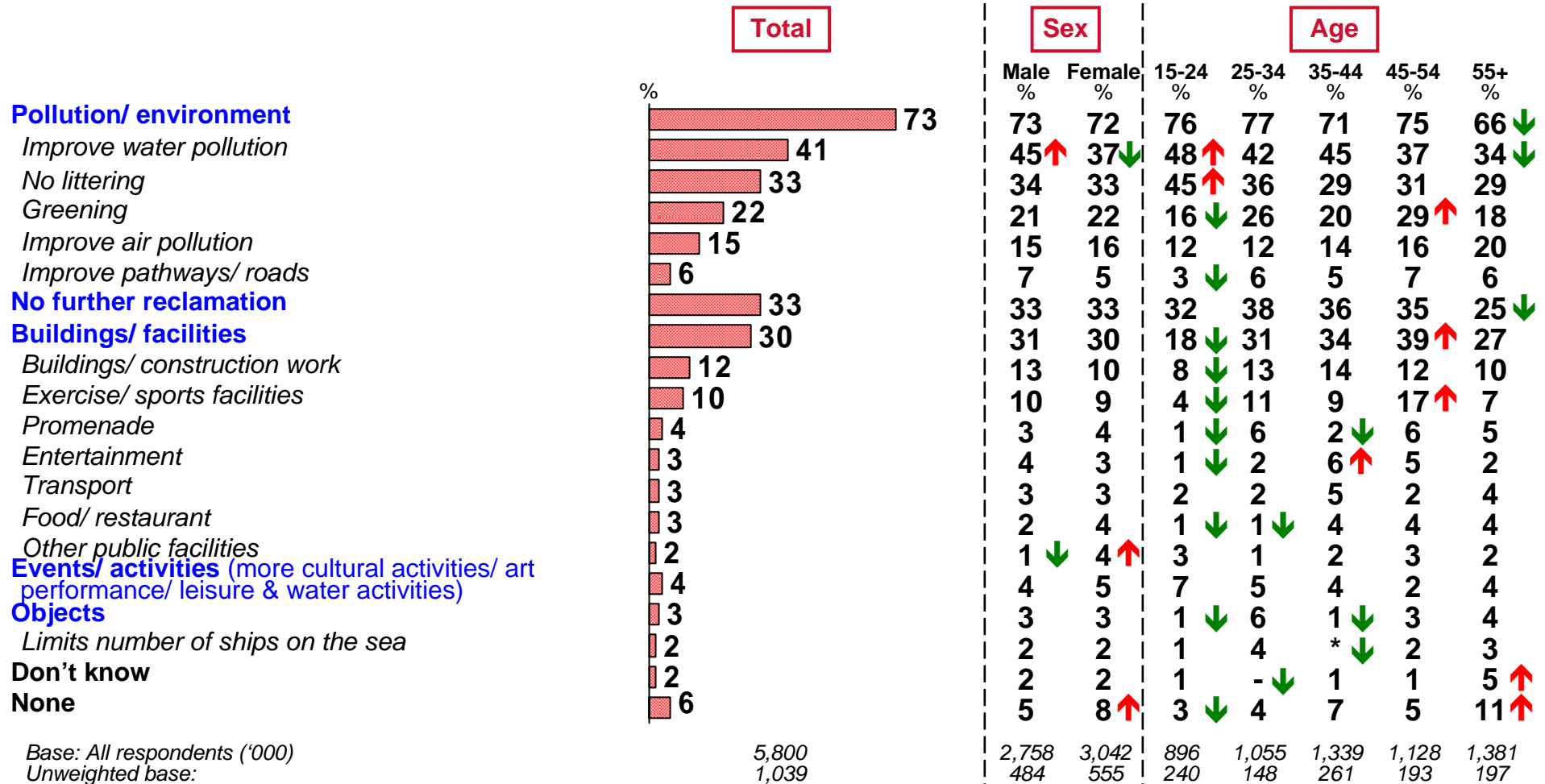
Base: All respondents ('000)
Unweighted base:

5,800
1,039

Ref: Q20

Harbour Aspects to be Improved by Sex and Age

- Younger groups (76% and 77% respectively for those aged 15-24 and 25-34) express the highest level of concern regarding the pollution/ environment nearby the harbour
- Even the elderly (aged 55+) showed a high level of concern (66%)



Base: All respondents ('000)
 Unweighted base:
 * less than 0.5%

5,800
 1,039

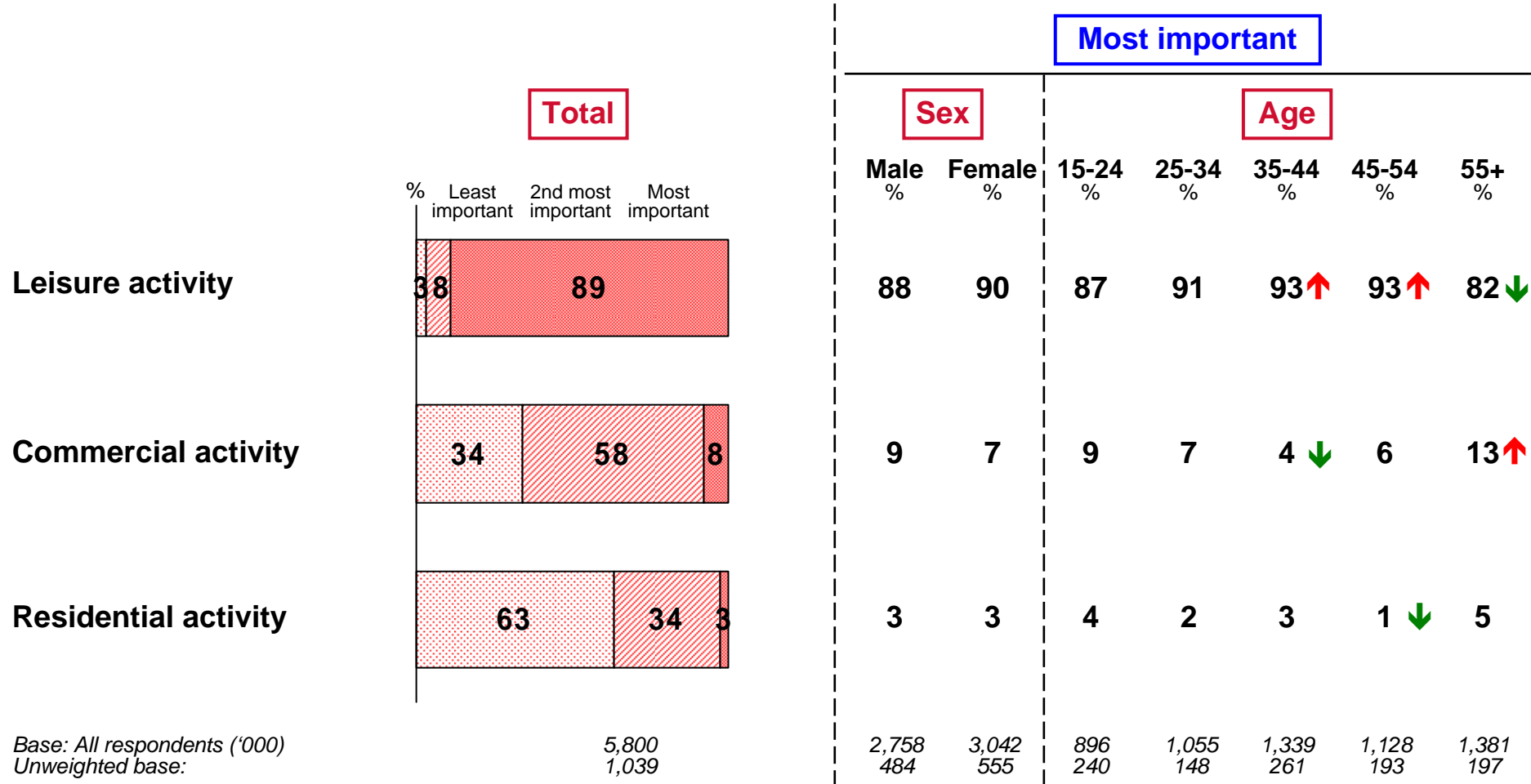
2,758 3,042 896 1,055 1,339 1,128 1,381
 484 555 240 148 261 193 197

↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q20

Priority of Land Development along the Harbour

- Consistent with their views on the ideal future of the harbour, a large majority (89%) of respondents stated priority should be given to leisure activity, followed by commercial activity (66%) and residential activity (37%)
- Those aged 35-54 opined that leisure activity was the most important priority

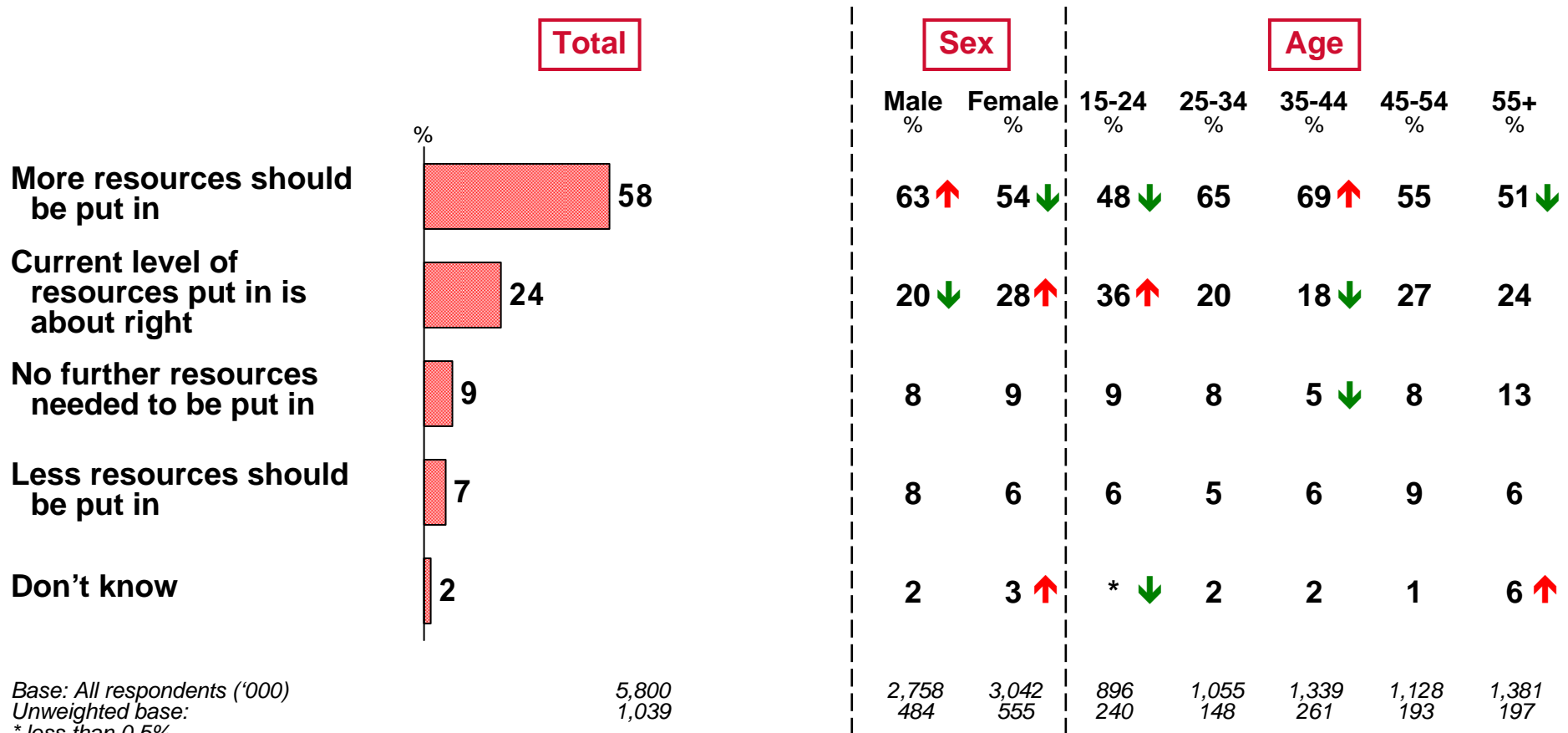


↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q21

Evaluation of Current Level of Resources to Harbour

- Six in ten (58%) believed that more resources should be invested in the harbour
- This view was particularly strong among men (63%) and those aged 25-44 (65% for 25-34 and 69% for 35-44)
- Around a quarter (24%) considered current level of resources invested was right
- Women (28%) and those aged 15-24 (36%) and 45-54 (27%) held this view more strongly
- Only 16% favored no further investment or a reduction in investment



↑/↓ Significantly higher/ lower than Total at 95% confidence level

Ref: Q22



Executive Summary

Executive Summary - I

Current Perception of the Harbour

- Overall, the Harbour plays a significant role among the general public as the vast majority of the respondents agree that the Harbour is shared by all Hong Kong people, is valuable to me and symbolizes the success and prosperity of Hong Kong (80%+ 'totally agree/ agree' rating)

- This perception is reflected by the public's strong association of the Harbour with...
 - ↪ The beautiful scenery, especially during nighttime with the attractive and colourful lightings along the Harbour – a sign of vibrancy of the Harbour as well as Hong Kong
 - ↪ The variety of ships and the tall and beautiful buildings along the Harbour – another indication that the Harbour is dynamic and lively
 - ↪ Hong Kong people's past memories about the Harbour – wider, cleaner, fresher

- Nonetheless, almost half of the Hong Kong people view the Harbour as 'very good/ good' (46%)
 - ↪ The public's negative impression of the Harbour is because of reclamation; the narrowing of the Harbour as a result of the reclamation, the frequency of reclamation, and the detrimental effect it has on the overall appearance of the Harbour
 - ↪ In addition, air quality, water quality and width of the Harbour also receive poor perception ratings
 - ↪ It is worth noting that respondents are less 'satisfied' with the level of greening along the harbour

Executive Summary - II

Current Perception of the Harbour (con't)

- Those aged 55+ are more nostalgic about the Harbour in the past, and hence, are more disappointed with the consequences of reclamation
- Younger adults, on the other hand, are more concerned with the pollution
- The majority of Hong Kong people think that the magnitude of reclamation currently undergoing is more than sufficient and over half think that the current frequency of construction and maintenance is too frequent

Executive Summary - III

Ideal Future of the Harbour

- More greening areas/ plantings are almost universally agreed as a direction for the ideal harbour's future improvement and more promenades / walkways along the waterfront and more ground level pedestrian access to the harbourfront also receive high levels of support
 - ↪ Possibly with more good old memories, those aged 55+ express stronger urge to enhance the Harbour, e.g. by having greater pedestrian access to Harbour at the ground level
 - ↪ On the other hand, the younger generation simply look for a spacious, quiet and peaceful place where they can truly relax and enjoy their leisure time
- Other facilities which receive support to enhance the future development of the Harbour include
 - ↪ Cultural facilities
 - ↪ Covered footbridges linking inland to the waterfront
 - ↪ Park, playground and open air plaza
 - ↪ Open-air restaurants, cafes, bars, kiosks
- In addition, reducing water and air pollution, the amount of litter in the Harbour and cutting down the level of reclamation are other key areas suggested as improvements
- Commercial and residential buildings are less favoured to be included in future enhancement of the Harbour
- In conclusion, the majority of Hong Kong people feel that the current level of resources put into the Harbour is insufficient and should be increased



Appendix I - Demographics

Socio Demographics - I

	Total %	Sex		Age				
		Male %	Female %	15-24 %	25-34 %	35-44 %	45-54 %	55+ %
Age								
15-24	15	16	15	100	-	-	-	-
25-34	18	17	19	-	100	-	-	-
35-44	23	22	24	-	-	100	-	-
45-54	19	20	19	-	-	-	100	-
55-64	10	11	9	-	-	-	-	42
65 or above	14	14	14	-	-	-	-	58
Sex								
Male	48	100	-	50	45	45	49	49
Female	52	-	100	50	55	55	51	51
Marital Status								
Single	31	33	29	98	52	13	9	6
Married	63	62	64	2	44	81	85	81
Divorced/ Separated	4	3	4	-	2	4	5	7
Others	1	*	3	-	1	1	1	4
Refused	1	2	1	-	2	1	-	3
Children								
Have children	58	56	61	-	27	72	83	87
No children	41	43	39	100	72	28	17	11
Refused	1	1	1	-	1	1	-	2
<i>Base: All respondents ('000)</i>	5,800	2,758	3,042	896	1,055	1,339	1,128	1,381
<i>Unweighted base:</i>	1,039	484	555	240	148	261	193	197

Ref: Q6-7, 29-30

Socio-Demographics - II

	Total %	Sex		Age				
		Male %	Female %	15-24 %	25-34 %	35-44 %	45-54 %	55+ %
Education Level								
Primary education or below	19	16	21	1	4	9	24	47
Secondary education and matriculation	56	56	56	70	54	68	56	36
Post-secondary and above	25	27	23	29	42	22	20	16
Occupation								
Working	52	65	41	25	83	70	66	19
- Managers & administrators	6	8	4	*	6	12	10	-
- Professionals & associate professionals	14	18	11	10	31	15	13	5
- Clerks	12	7	16	6	25	17	9	2
- Service workers & shop sales workers/ shop salespersons	6	8	5	6	8	9	7	2
- Craft & related workers	5	10	-	2	5	5	7	4
- Plant & machine operators and assemblers	2	5	-	-	3	2	6	1
- Elementary occupations	5	7	4	*	4	8	11	3
- Others (skilled agricultural and fishery workers)	1	2	1	1	1	2	2	1
Non-working	48	35	59	75	17	30	34	81
- Student	11	12	11	73	-	-	-	-
- Housewife	15	-	28	-	11	25	23	11
- Unemployed	5	6	4	2	6	4	6	7
- Retired	16	17	16	-	-	*	6	64
Base: All respondents ('000)	5,800	2,758	3,042	896	1,055	1,339	1,128	1,381
Unweighted base:	1,039	484	555	240	148	261	193	197

Ref: Q8, 27, 34

Socio-Demographics - III

	Total %	Sex		Age				
		Male %	Female %	15-24 %	25-34 %	35-44 %	45-54 %	55+ %
Monthly Personal Income								
No income	47	35	58	72	17	30	33	80
HK\$4,000 below	2	1	3	3	1	2	4	2
HK\$4,000 - HK\$5,999	2	1	2	1	-	2	5	1
HK\$6,000 - HK\$7,999	5	4	6	5	9	5	6	2
HK\$8,000 - HK\$9,999	8	10	6	9	16	9	7	1
HK\$10,000 - HK\$14,999	13	18	9	7	27	13	16	5
HK\$15,000 - HK\$19,999	8	11	5	2	16	11	8	2
HK\$20,000+	13	17	10	*	13	26	20	4
Refused	1	2	1	*	2	2	*	2
<i>Mean (Excl. None) (HK\$)</i>	9,198	12,363	6,364	2,687	11,766	15,091	12,994	2,673
Monthly Household Income								
Below HK\$8,000	13	14	13	8	3	8	7	34
HK\$8,000-HK\$9,999	6	7	5	5	4	7	9	5
HK\$10,000-HK\$14,999	15	15	15	17	16	13	21	11
HK\$15,000-HK\$19,999	14	15	13	15	18	15	11	12
HK\$20,000-HK\$24,999	11	10	11	14	13	10	11	8
HK\$25,000-HK\$29,999	9	8	9	9	9	10	9	6
HK\$30,000+	23	22	23	15	28	31	28	12
Refused	6	7	6	8	6	5	3	9
Don't know	3	2	5	10	3	1	2	4
<i>Mean (incl. no income & excl. refused, don't know)</i>	25,041	24,647	25,404	23,033	28,012	29,284	27,539	17,273
Base: All respondents ('000)	5,800	2,758	3,042	896	1,055	1,339	1,128	1,381
Unweighted base:	1,039	484	555	240	148	261	193	197

Ref: Q28a-b

Socio-Demographics - IV

	Total	Sex		Age				
		Male	Female	15-24	25-34	35-44	45-54	55+
	%	%	%	%	%	%	%	%
Districts of Residence								
Hong Kong Island	19	18	20	17	18	19	19	20
<i>Central & Western</i>	4	3	5	4	6	4	2	4
<i>Wan Chai</i>	2	2	3	1	3	2	4	3
<i>Eastern</i>	8	8	8	6	6	9	8	10
<i>Southern</i>	4	4	4	5	3	4	5	3
Kowloon	30	30	30	28	28	29	29	37
<i>Yau Tsim Mong</i>	5	4	6	4	4	6	4	5
<i>Sham Shui Po</i>	5	5	5	7	1	6	5	6
<i>Kowloon City</i>	4	3	6	3	4	3	4	6
<i>Wong Tai Sin</i>	8	8	7	4	9	5	9	10
<i>Kwun Tong</i>	8	9	7	9	10	7	7	9
New Territories and Islands	51	52	50	56	53	52	53	44
<i>Kwai Tsing</i>	6	6	6	8	5	6	4	6
<i>Tsuen Wan</i>	4	4	5	5	5	4	3	5
<i>Tuen Mun</i>	7	8	6	8	6	7	6	9
<i>Yuen Long</i>	8	8	7	7	8	7	6	9
<i>North</i>	4	4	4	5	6	4	5	1
<i>Tai Po</i>	4	5	4	7	7	4	5	1
<i>Sha Tin</i>	10	10	10	10	12	10	12	7
<i>Sai Kung</i>	5	5	5	4	3	8	8	2
<i>Islands</i>	2	2	2	2	2	1	2	3
<i>Base: All respondents ('000)</i>	5,800	2,758	3,042	896	1,055	1,339	1,128	1,381
<i>Unweighted base:</i>	1,039	484	555	240	148	261	193	197

Ref: Q28a-b

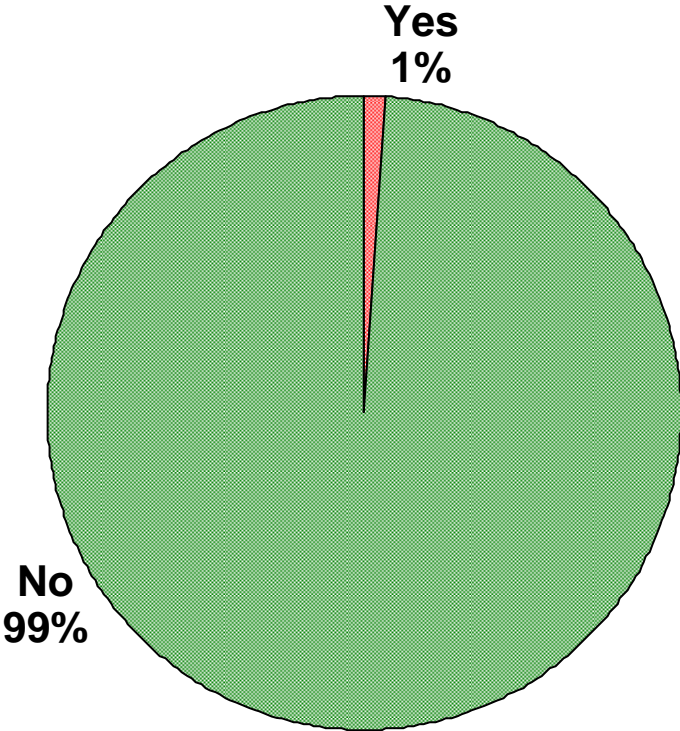
Socio-Demographics - V

	Total	Sex		Age				
	%	Male %	Female %	15-24 %	25-34 %	35-44 %	45-54 %	55+ %
Districts of Work/Study								
Hong Kong Island	27	27	28	24	31	28	28	23
<i>Central & Western</i>	9	7	12	7	12	9	10	8
<i>Wan Chai</i>	9	10	8	9	7	9	11	11
<i>Eastern</i>	7	8	6	4	10	9	6	4
<i>Southern</i>	2	1	3	3	1	1	2	1
Kowloon	32	31	34	28	35	36	28	35
<i>Yau Tsim Mong</i>	13	14	12	8	10	20	15	15
<i>Sham Shui Po</i>	5	4	7	5	8	3	4	9
<i>Kowloon City</i>	3	3	5	6	1	4	2	8
<i>Wong Tai Sin</i>	3	2	3	4	3	1	3	-
<i>Kwun Tong</i>	8	8	7	6	13	8	4	9
New Territories and Islands	51	52	50	56	53	52	53	44
<i>Kwai Tsing</i>	5	6	4	6	4	5	6	5
<i>Tsuen Wan</i>	6	5	6	6	6	5	7	1
<i>Tuen Mun</i>	5	6	2	5	4	2	3	20
<i>Yuen Long</i>	4	3	5	6	3	2	4	2
<i>North</i>	3	3	2	2	4	2	4	-
<i>Tai Po</i>	4	4	3	5	2	3	4	5
<i>Sha Tin</i>	9	8	9	11	7	9	9	7
<i>Sai Kung</i>	2	2	2	3	1	2	3	1
<i>Islands</i>	2	2	3	2	3	2	3	-
Base: Those who are working or studying ('000)	3,685	2,112	1,573	877	871	940	742	255
Unweighted base:	695	376	319	234	122	177	124	38

Ref: Q28a-b

Affiliation/ Association with Any Harbour-Related NGOs

- Almost all respondents are not affiliated or associated with any harbour-related NGOs.



Base: All respondents ('000) 5,800
Unweighted base: 1,039

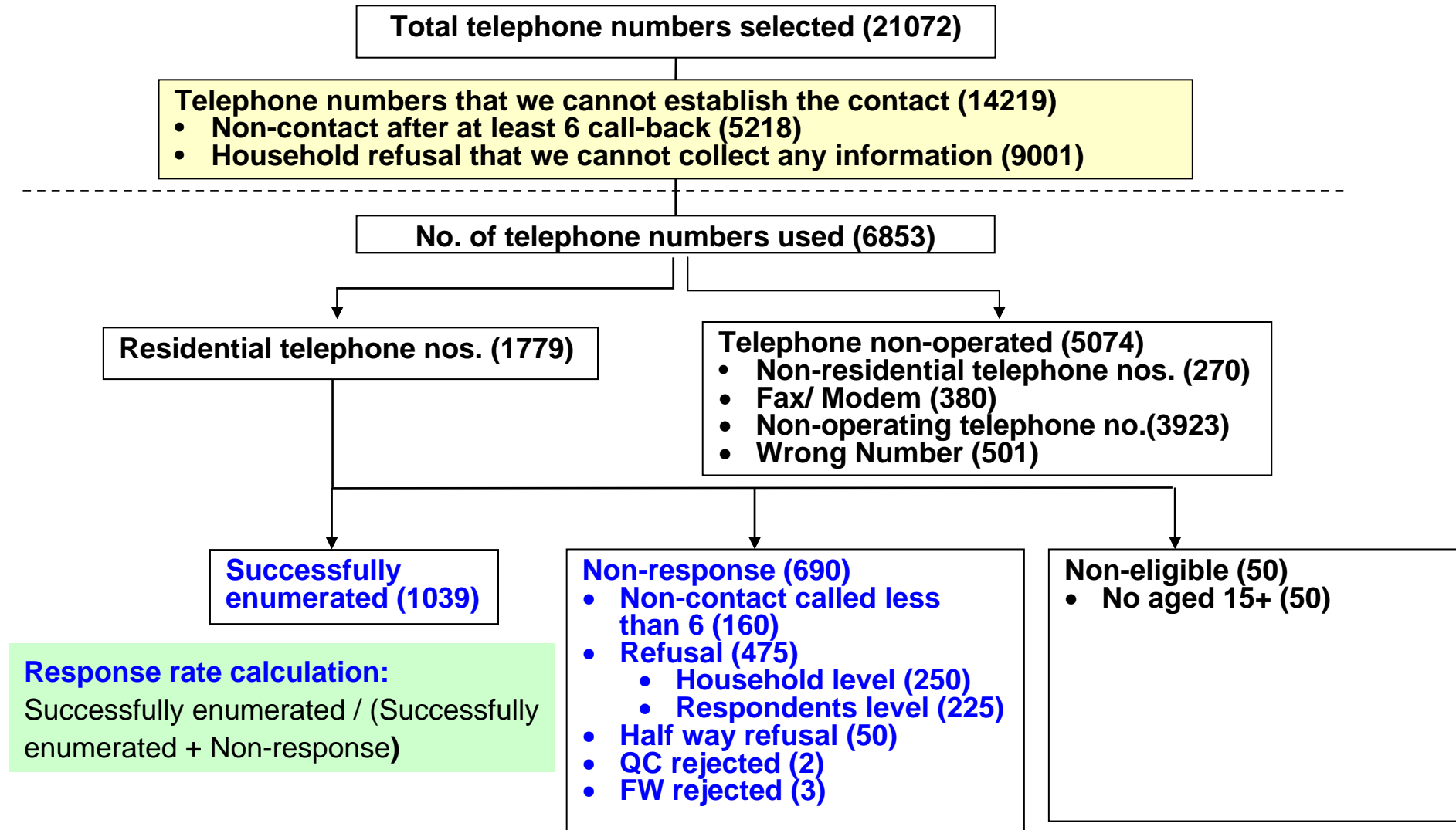
Ref: Q31



Appendix II - Response Rate

Response Rate

- Almost all respondents are not affiliated or associated with any harbour-related NGOs.



Response rate calculation:
 Successfully enumerated / (Successfully enumerated + Non-response)



REPORT OF PUBLIC OPINION SURVEY

prepared for



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