

Study ID	50563	(101-105)	Resp. No.	_____	(106-114)
Interviewer No.	_____	(118-122)	Interview Length	_____	(123-124)
No. Of Queries	_____	(125-126)	Reference No.	_____	(127-131)

**Public Opinion Survey**

Good morning/ afternoon/ evening, I am \_\_\_\_\_ from ACNielsen. We are now conducting a survey to collect the public opinions towards the Victoria Harbour. It takes about 15 minutes to complete the interview. Thank you for your cooperation.

**Screening**

Q1	May I speak to a person in your household who is at least 15 years old? [SA]	Code (132)	Route
	Yes => Continue	1	
	Yes => not available - Request call back	2	
	No	3	CLOSE

**When the target respondent is reached, ask:**

Q2 Record respondent telephone no. (R1) Tel no.         (133-140)

Q3 Record telephone code: (R1) Tel Code:      (141-145)

Name of person who answers the following: \_\_\_\_\_

Q4 How many members of your household are aged 15 and above and live here for at least 5 days per week? (excluding maid) (R1) No.   (146-147)

Q5 This survey would like to include the opinions of people who are aged 15 and above and live here for at least 5 days per week, please list them out according to their age and their relationship with you (starting from the oldest).

Interview: Please select a respondent based on TELEPHONE CODE and conduct interview with respondent.

List H/H Member (15 and above)		Sex		Age	Last Digit of Telephone Code															
		M	F		1	2	3	4	5	6	7	8	9	0						
Oldest ↓ Youngest	1.				1	1	1	1	1	1	1	1	1	1	1	1	1			
	2.				2	1	2	1	2	1	2	1	2	1	2	1	2			
	3.				2	3	1	2	3	1	2	3	1	2	3	1	2			
	4.				3	4	1	2	3	4	1	2	3	4	1	2	3	4		
	5.				5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	
	6.				5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2
	7.				3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4
	8.				6	7	8	1	2	3	4	5	6	7	8	1	2	3	4	5
	9.				8	9	1	2	3	4	5	6	7	8	9	1	2	3	4	5
	10.				9	10	1	2	3	4	5	6	7	8	9	10	1	2	3	4

May I know if (Read out respondent's name and age) is at home now? We would like to conduct an interview with him/ her. Could you please pass the phone to him/ her? If not available, ask: when will he/ she back?  
 Record time and date: \_\_\_\_\_

Q6	Record age of the respondent[SA]	Code (149)	Route
	Below 15	1	CLOSE
	15-24	2	
	25-34	3	
	35-44	4	
	45-54	5	
	55-64	6	
	65 or above	7	

Q7	Gender of respondent[SA]	Code (150)	Route
	Male	1	
	Female	2	

Q8	Could you tell me your occupation?  Occupation : _____ Position : _____ [SA]	Code (151)	Route
	<b>Working</b>	1	
	<b>Non working:</b>		
	Student	2	
	Housewife	3	
	Unemployed	4	
	Retired	5	

Q9	Can you tell me in which district you live in? [SA]	Code (152)	Route
	<b><u>Hong Kong Island</u></b>		
	Southern District	01	
	Central & Western District	02	
	Wan Chai District	03	
	Eastern District	04	
	<b><u>Kowloon</u></b>		
	Yau Tsim Mong District	05	
	Sham Shui Po District	06	
	Kowloon City District	07	
	Wong Tai Sin District	08	
	Kwun Tong District	09	
	<b><u>New Territories and Islands</u></b>		
	Sai Kung District	10	
	Shatin District	11	
	North District	12	
	Tai Po District	13	
	Yuen Long District	14	
	Tuen Mun District	15	
	Tsuen Wan District	16	
	Kwan Tsing District	17	
	Islands District	18	

Q10	Can you view Victoria Harbour from any area within your home? [SA]	Code (154)	Route
	Yes	1	
	No	2	

**Note to Interviewer:****Q11 -Q12 Only ask if code 1(working) and code 2 (students) at Q8 , otherwise go to Q13\_**

Q11	Can you tell me in which district you work (for working) / study (for student)? [SA]	Code (155)	Route
	<b><u>Hong Kong Island</u></b>		
	Southern District	01	
	Central & Western District	02	
	Wan Chai District	03	
	Eastern District	04	
	<b><u>Kowloon</u></b>		
	Yau Tsim Mong District	05	
	Sham Shui Po District	06	
	Kowloon City District	07	
	Wong Tai Sin District	08	
	Kwun Tong District	09	
	<b><u>New Territories and Islands</u></b>		
	Sai Kung District	10	
	Shatin District	11	
	North District	12	
	Tai Po District	13	
	Yuen Long District	14	
	Tuen Mun District	15	
	Tsuen Wan District	16	
	Kwan Tsing District	17	
	Islands District	18	

Q12	Can you view Victoria Harbour from any area in your workplace (for working) / school (for student)? [SA]	Code (157)	Route
	Yes	1	
	No	2	

**Main Questionnaire**

**Current and Past Perceptions on the Harbour**

Q13 When you hear the term " Victoria Harbour", what comes to mind? Probe: What is your opinion? What else?  
[Note to interviewer: If the answer is neutral, please probe: Is (read out answer) a positive or negative to you?]

(R1) POSITIVE:

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(158-244)

(R2) NEGATIVE:

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(245-331)

Q14 I am going to read out some **comments** people have made about Victoria Harbour and harbour front. Please tell me to what extent you agree or disagree to each of the statements, using a scale of 1 to 5, where **5=totally agree**, **4=agree**, **3=neither agree nor disagree**, **2=disagree** and **1=totally disagree**. You can give any score in between. [Rotate] [SA]

		1 - Totally disagree	2 - Disagree	3 - Neither agree nor disagree	4 - Agree	5 - Totally agree
(R1)	( ) The harbour is vibrant	(332) 1	2	3	4	5
(R2)	( ) The harbour is visually appealing during the day	(333) 1	2	3	4	5
(R3)	( ) The harbour is visually appealing at night	(334) 1	2	3	4	5
(R4)	( ) The harbour is something shared by all HK people	(335) 1	2	3	4	5
(R5)	( ) The harbour symbolizes the prosperity and success of HK	(336) 1	2	3	4	5
(R6)	( ) The harbour and harbour-front are places where people can enjoy leisure time	(337) 1	2	3	4	5
(R7)	( ) Looking at the harbour brings back a lot of good memories	(338) 1	2	3	4	5
(R8)	( ) The harbour is unique in the world	(339) 1	2	3	4	5
(R9)	( ) The harbour front has iconic buildings	(340) 1	2	3	4	5
(R10)	( ) High-rise buildings spoil the panorama from the harbour	(341) 1	2	3	4	5
(R11)	( ) The harbour is valuable to me	(342) 1	2	3	4	5

Q15 Please tell me how you would rate the current Victoria Harbour on the following aspects. Please give a score between 1 and 5, where 5=very good, 4=good, 3=average, 2=poor and 1=very poor, to indicate your rating on the performance of the Harbour.[Rotate] [SA]

	1 - Very Poor	2 - Poor	3 - Average	4 - Good	5 - Very Good
( ) Water quality (e.g. rubbish or waste in the water, smell or clarity of water, etc.)	1	2	3	4	5
( ) Whether it is easy to walk to the harbour-front	1	2	3	4	5
( ) Promenade /walkways along the harbour-front	1	2	3	4	5
( ) Air quality	1	2	3	4	5
( ) Green areas/ plantings along/ close to the harbour-front	1	2	3	4	5
( ) Roads for vehicles along the harbour front	1	2	3	4	5
( ) Width of the harbour	1	2	3	4	5
( ) Open-air restaurants, cafes, bars, kiosks	1	2	3	4	5
( ) Places for people to run, to cycle, to do tai chi, children's playgrounds etc along the harbour-front	1	2	3	4	5
( ) Quality and design of the buildings and amenities along the harbour-front	1	2	3	4	5

Q16	How do you perceive the magnitude of the reclamation of the Harbour? (Read out)[SA]	Code (477)	Route
	More than sufficient	1	
	About right	2	
	Insufficient	3	
	No opinion (Do not read out)	4	

Q17	How do you perceive the frequency of construction and maintenance work along the harbour? (Read out)[SA]	Code (478)	Route
	Too frequent	1	
	About right	2	
	Not frequent	3	
	No opinion (Do not read out)	4	

Q18	Taking all things into consideration, what is your overall impression of the Harbour? Please give a score between 1 and 5, where 5= very good, 4=good, 3=average, 2=poor and 1=very poor. [SA]	Code (479)	Route
		Very Poor	1
		Poor	2
		Average	3
		Good	4
		Very Good	5

Q19	Let's imagine you will be involved in creating an ideal future of Victoria Harbour. Please tell me to what extent you agree to each of the following facilities or structures being built in the adjoining areas of the Harbour, on a scale of 1 to 5, 5=totally agree, 4=agree, 3=neither agree nor disagree, 2=disagree and 1=totally disagree. You can give any score in between. [Rotate] [SA]	1 - Totally disagree	2 - Disagree	3 - Neither agree nor disagree	4 - Agree	5 - Totally agree
		(480)				
(R1)	( ) Residential buildings	1	2	3	4	5
		(518)				
(R2)	( ) Commercial buildings	1	2	3	4	5
		(519)				
(R3)	( ) Transportation facilities and infrastructure e.g. Public Transport Interchange, flyover/ bypass, etc	1	2	3	4	5
		(520)				
(R4)	( ) Covered footbridge linking inland to the waterfront	1	2	3	4	5
		(521)				
(R5)	( ) Pedestrian access to Harbour at the ground level	1	2	3	4	5
		(522)				
(R6)	( ) Green areas/ plantings along/ close to the harbour-front	1	2	3	4	5
		(523)				
(R7)	( ) Promenade/ walkways along the harbour-front	1	2	3	4	5
		(524)				
(R8)	( ) Open-air restaurants, cafes, bars, kiosks	1	2	3	4	5
		(525)				
(R9)	( ) Water activities such as boating, swimming, fishing etc.	1	2	3	4	5
		(526)				
(R10)	( ) Places for people to run, to cycle, to do tai chi etc along the harbour-front	1	2	3	4	5
		(527)				
(R11)	( ) Parks, playgrounds and open air plazas	1	2	3	4	5
		(528)				
(R12)	( ) Cultural facilities (e.g. museums, music centres, exhibition galleries etc)	1	2	3	4	5
		(529)				



( )	Sightseeing activities (e.g. seafood on sampans, sight-seeing boat trips, etc)	1	2	3	4	5
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Q20 What issues/ aspects of the Harbour do you think need to be dealt with or improved?  
 PROBE : Any more? **Any more?**

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<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

(530-579)

Q21 Suppose a piece of land is available near the Harbour, please rank in terms of the priority the development of that land for commercial activity, residential activity and leisure activity. Which is most important (Note to interviewer: write down "1")? 2nd most important (Note to interviewer: write down "2" for 2nd most important and "3" for the remaining one)? [Read out]

		<b>RANK</b>	
(R1)	Commercial activity	<input type="text"/>	(580)
(R2)	Residential activity	<input type="text"/>	(618)
(R3)	Leisure activity	<input type="text"/>	(619)

Q22	I am going to read out four statements, please choose the one that best represents your opinion towards the Harbour. Given the value of the harbour to you, do you think.....[Rotate code attribute 2-4] [SA]	Code (620)	Route
	Current level of resources put in is about right	1	
	( ) More resources should be put in	2	
	( ) Less resources should be put in	3	
	( ) No further resources needed to be put in	4	
	Don't know (Do not read out)	5	

**Awareness and Knowledge of the Harbour-related Projects**

Q23	Have you ever heard of the following on-going or planned projects related to Victoria Harbour? [Read out] [Rotate] [MA]	Code (621)	Route
	<input type="checkbox"/> The Central Reclamation Phase III (CRIII) Project	01	
	<input type="checkbox"/> Wan Chai Development Phase II/ Reclamation in Wan Chai North	02	
	<input type="checkbox"/> Central-Wanchai Bypass	03	
	<input type="checkbox"/> Tamar Project	04	
	<input type="checkbox"/> South East Kowloon Development/ Kai Tak Development Project	05	
	<input type="checkbox"/> West Kowloon Reclamation	06	
	<input type="checkbox"/> West Kowloon Cultural District Development Project	07	
	<input type="checkbox"/> The Harbour Area Treatment Scheme	08	
	<input type="checkbox"/> Tsim Sha Tsui Promenade Beautification Project	09	
	<input type="checkbox"/> Review of Central Ferry Piers and Adjoining Areas Enhancement Review	10	

Q24	Regarding these harbour-related projects, how often have you voiced your opinions via channels such as public consultation, District Council members, radio programmes, the press, harbour-related NGOs? [SA]	Code (631)	Route
	Very often	1	
	Often	2	
	Have ever voiced	3	
	Never	4	

Q25	Looking ahead how likely will you be to voice out your opinions regarding these harbour-related projects, via channels such as public consultation, District Council members, radio programmes, the press, harbour-related NGOs? [SA]	Code (632)	Route
	Very unlikely	1	
	Unlikely	2	
	Neither likely nor unlikely	3	
	Likely	4	
	Very likely	5	

**Usage of Harbour**

Q26 I am going to read out some usage occasions involving the harbour. Please tell me on average how frequent you are involved in the following activities. [Read out] [SA]

	Once a week or more	Once every 2 weeks	Once a month	Once every 2-3 months	Once every 4-6 months	Once every 7-12 months	Less than once a year	Never
(R1) Take the ferry to cross harbour	(633) 1	2	3	4	5	6	7	8
(R2) Stroll along the harbour-front	(634) 1	2	3	4	5	6	7	8
(R3) Sit down and chat with friends along the harbour	(635) 1	2	3	4	5	6	7	8
(R4) Choose a restaurant/ bar with a harbour view	(636) 1	2	3	4	5	6	7	8
(R5) View the harbour from The Peak	(637) 1	2	3	4	5	6	7	8
(R6) Visiting facilities (e.g. City Hall, HK Cultural Centre) located along the harbour-front	(638) 1	2	3	4	5	6	7	8
(R7) View the harbour at night	(639) 1	2	3	4	5	6	7	8
(R8) Take photos along the harbour	(640) 1	2	3	4	5	6	7	8
(R9) Watch "A Symphony of Lights" (A multi-media light and sound show) near the harbour	(641) 1	2	3	4	5	6	7	8

**Demographics**

Q27	What is your highest level of education?[SA]	Code (642)	Route
	No formal education	01	
	Primary education	02	
	Secondary education (F.1 - F.5)	03	
	Matriculation	04	
	Post-secondary (non-degree)	05	
	University or higher	06	
	Others, please specify : _____	07	
	Refused	99	

Q28a	What is your monthly <u>personal</u> income? [SA]		
Q28b	What is your total monthly <u>household</u> income? [SA]		
		Q28a	Q28b
		Monthly personal income	Monthly household income
		(652)	(654)
	No income	01	01
	HK\$4,000 below	02	02
	HK\$4,000-HK\$5,999	03	03
	HK\$6,000-HK\$7,999	04	04
	HK\$8,000-HK\$9,999	05	05
	HK\$10,000-HK\$14,999	06	06
	HK\$15,000-HK\$19,999	07	07
	HK\$20,000-HK\$24,999	08	08
	HK\$25,000-HK\$29,999	09	09
	HK\$30,000-HK\$39,999	10	10
	HK\$40,000-HK\$49,999	11	11
	HK\$50,000-HK\$69,999	12	12
	HK\$70,000-HK\$99,999	13	13
	HK\$100,000 or above	14	14
	Refused	15	15

Q29	What is your marital status?[SA]	Code (656)	Route
	Single	1	
	Married	2	
	Divorced/ Separated	3	
	Others	4	
	Refused	5	

Q30	Do you have any children?[SA]	Code (657)	Route
	Yes	1	
	No	2	
	Refused	3	

Q31	Are you affiliated or associated with any Harbour-related NGOs?[SA]	Code (658)	Route
	Yes	1	
	No	2	

**- End of Interview -**