Public Opinion Survey on Victoria Harbour

prepared for
Harbour Business Forum

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REPORT OF

PUBLIC OPINION SURVEY

prepared for

Harbour Business Forum
海港商界論壇

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February 2006

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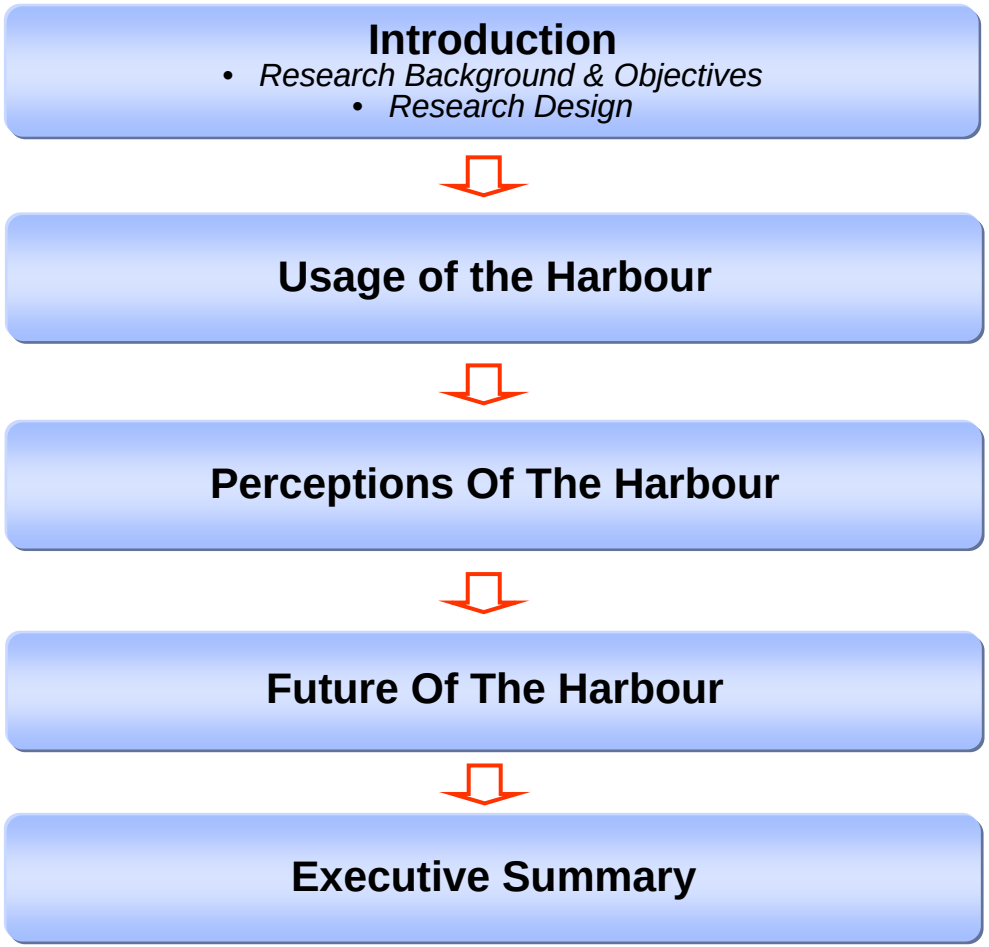
Flow of Presentation



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Introduction

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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**

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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.

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Usage of The Harbour

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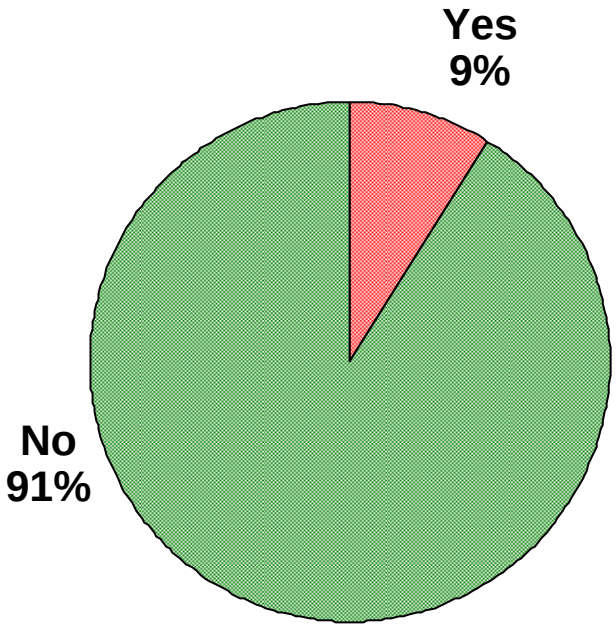
Able to View Victoria Harbour from Home

- **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

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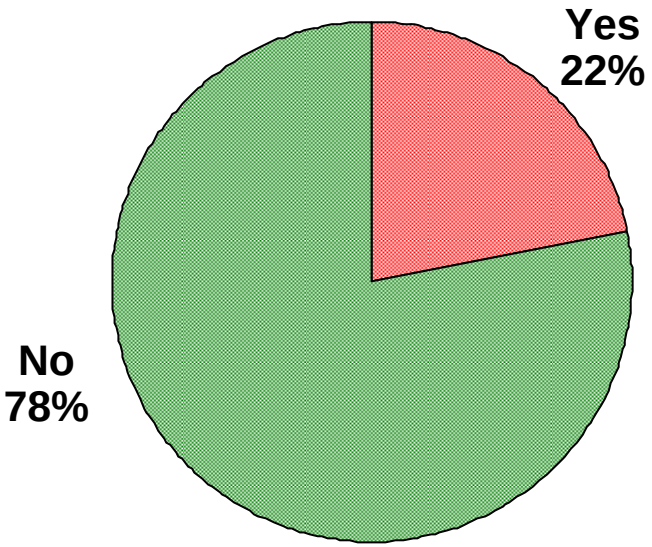
Able to View Victoria Harbour from Workplace/ School

- **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

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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

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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

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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

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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

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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

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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

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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

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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*

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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

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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

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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↑
Mean (no. of times per month)	*0.20*	*0.22*	*0.18*	*0.15*	*0.28*	*0.24*	*0.17*	*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*

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Usage Segmentation

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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**

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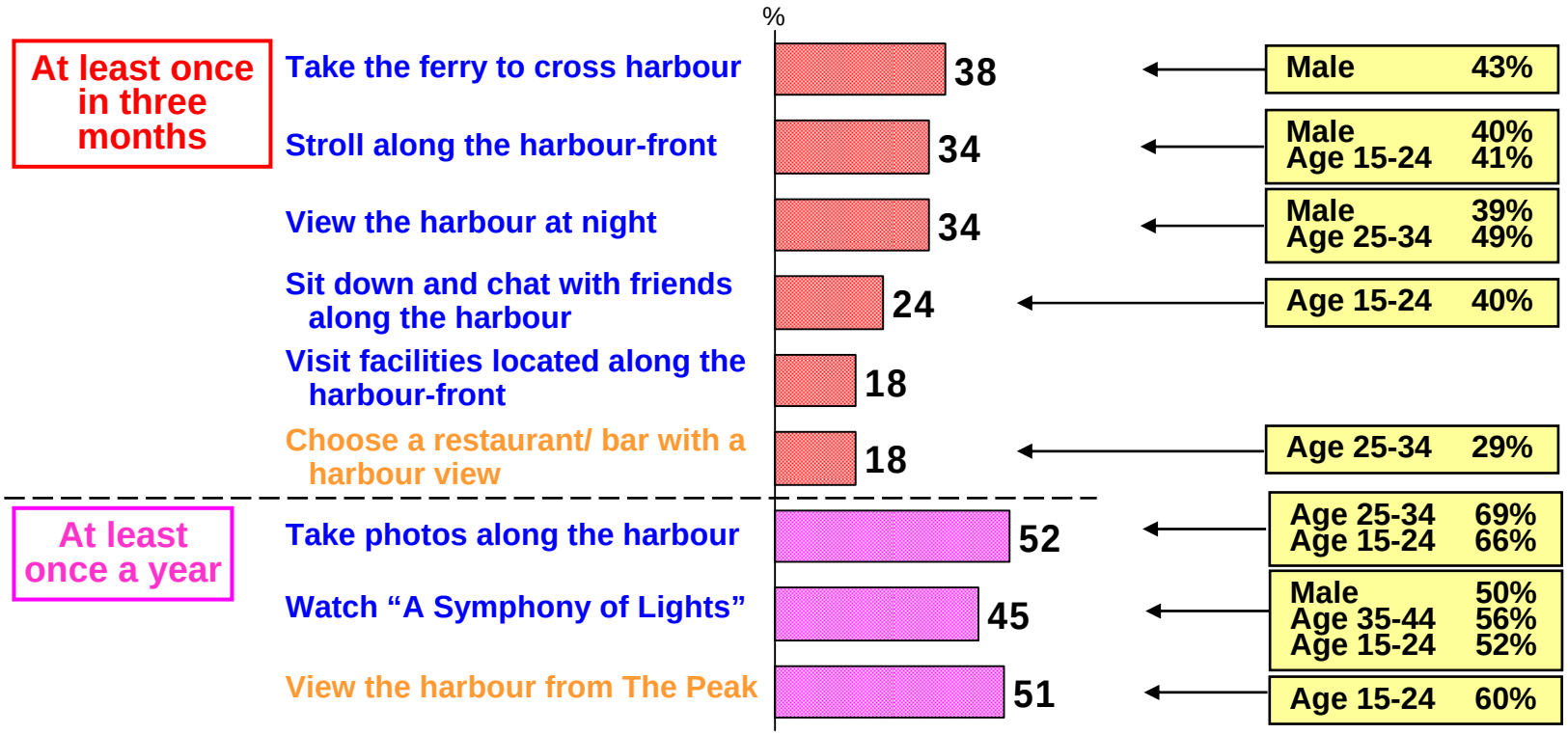
Frequency of Doing Activities Along the Harbour

- 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

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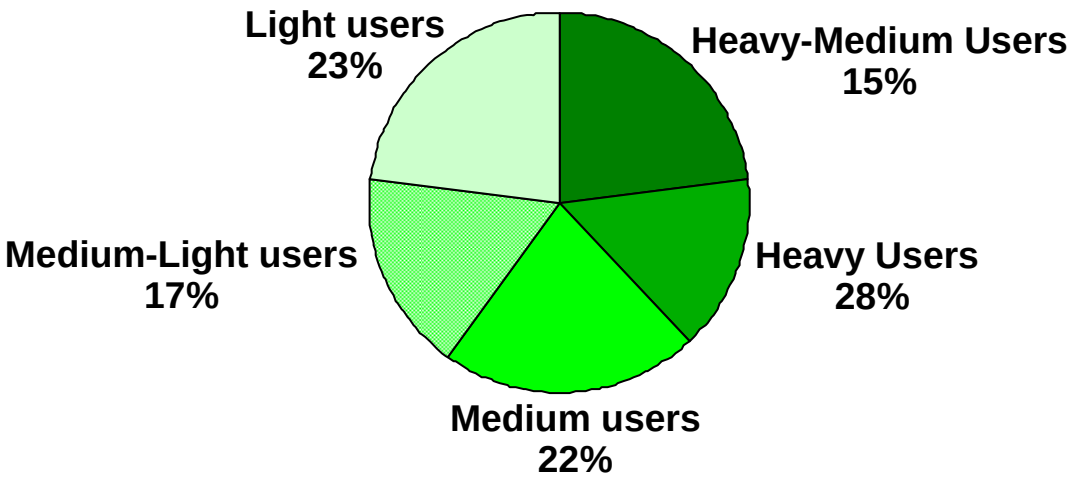
Harbour Usage Segmentation - Segment Size



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

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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*

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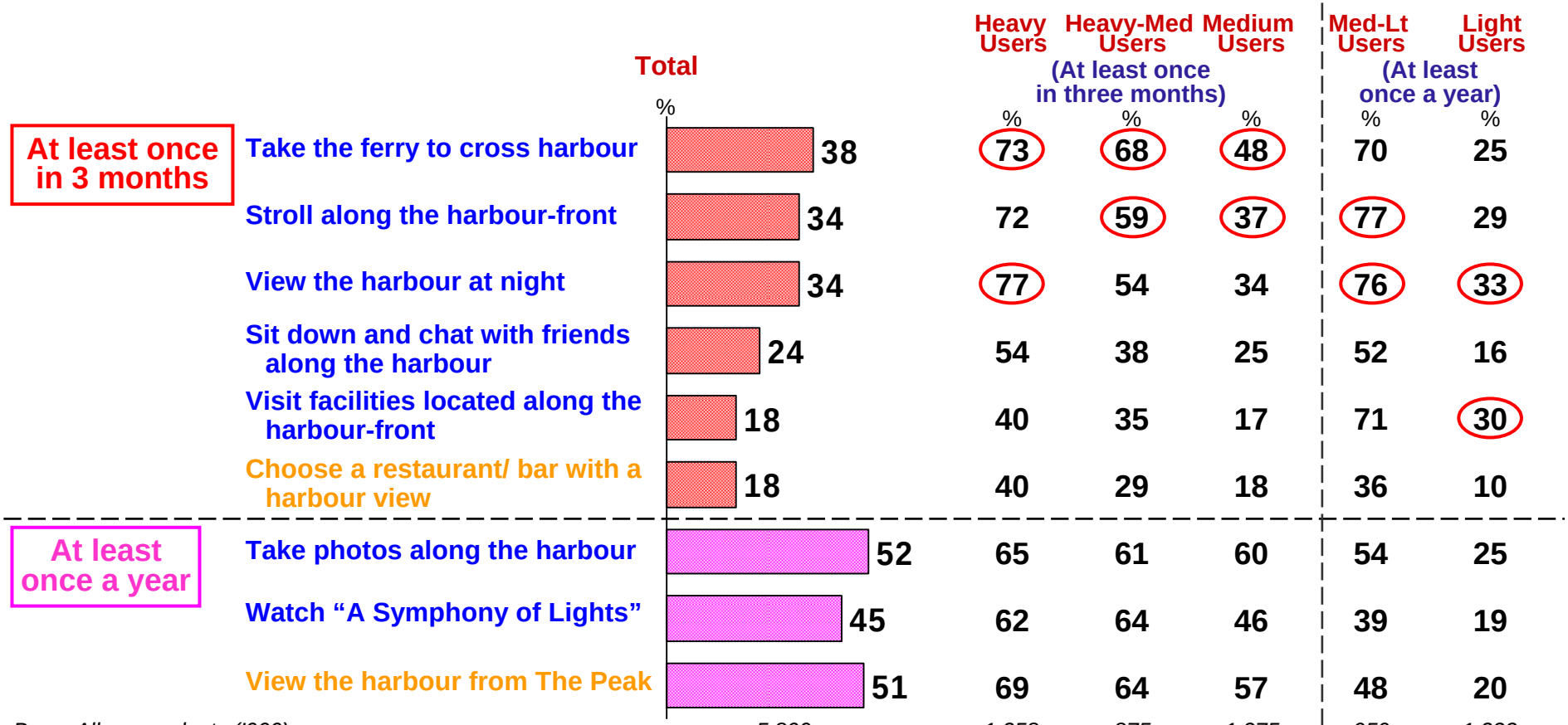
Frequency of Having Activities Along the Harbour by *User Types*

- 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.



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

Ref: Q26

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Perceptions of The Harbour

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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)

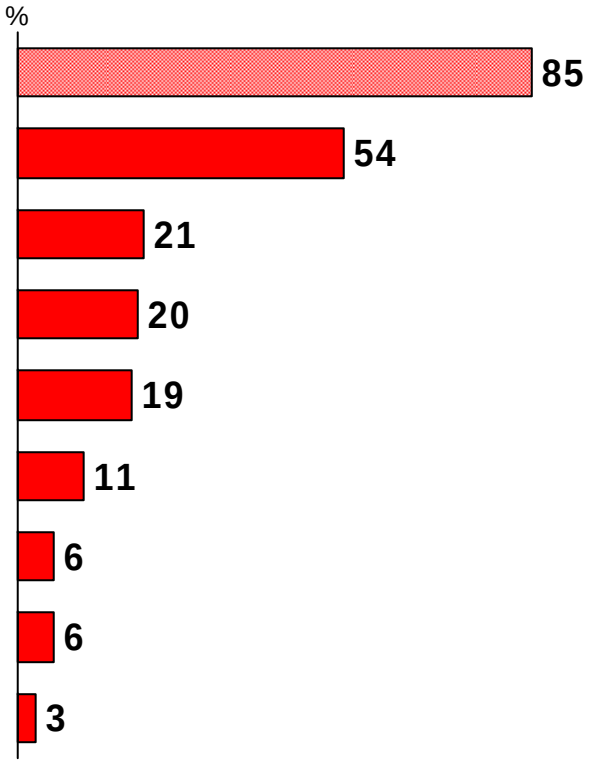
Buildings/ facilities/ places/ landmarks along the harbour

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

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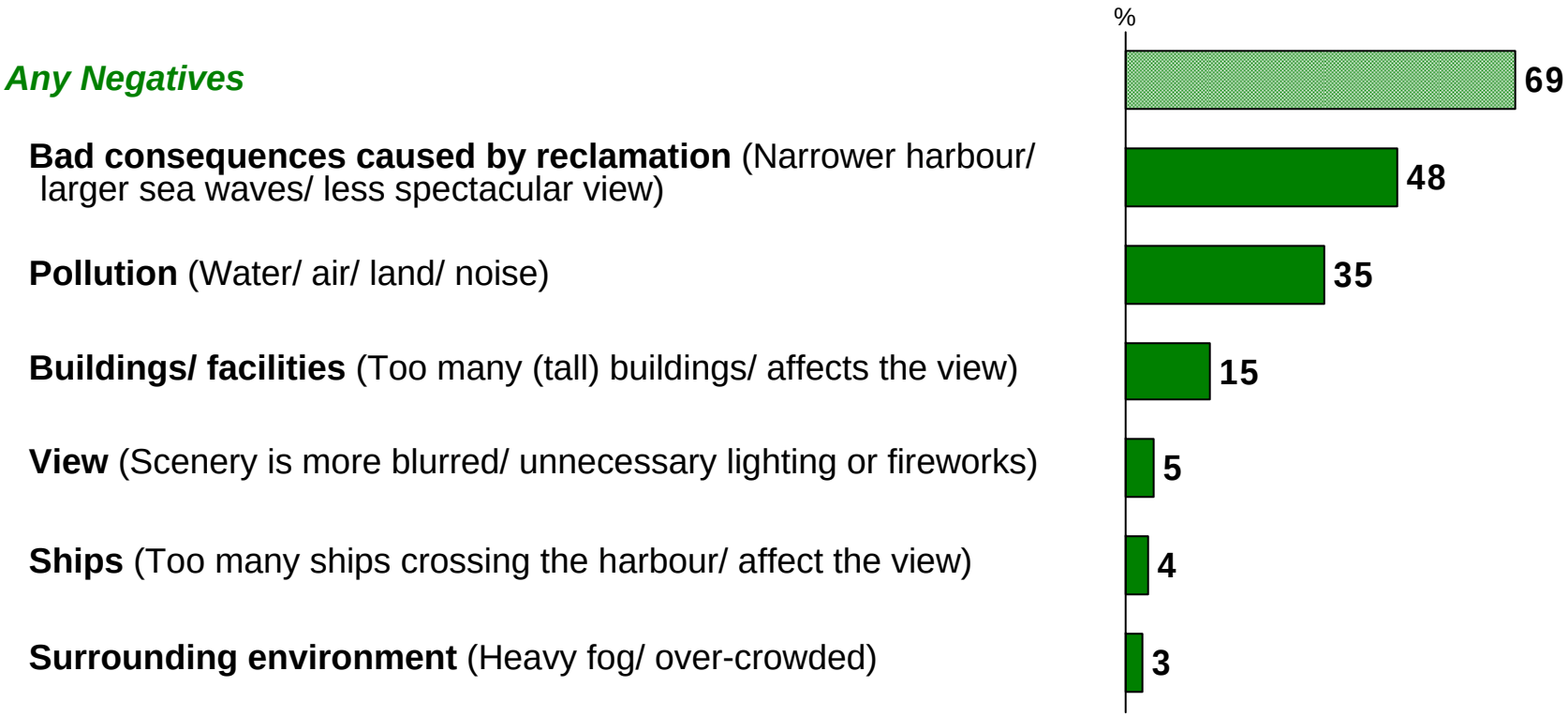
Negative Associations with Victoria Harbour - *Overview*

- **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"**



Others (each less than 3%)

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

Ref: Q13

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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**
Beautiful scenery	*12*	*11↓*	*13↑*	*7↓*	*11*	*12*	*15↑*	*14↑*
Has a seascape	*7*	*6↓*	*7*	*6*	*9↑*	*5↓*	*5↓*	*9↑*
Can view the buildings on opposite shore	*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↓**
Lightings are very colorful	*11*	*12*	*10*	*13*	*14*	*11*	*8*	*11*
Has lightings	*10*	*12*	*9*	*7*	*12*	*11*	*14*	*7*
Lightings are bright at night	*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↑**
Harbour was wide in the past	*7*	*6*	*7*	*2↓*	*6*	*5*	*5*	*13↑*
Harbour was clean in the past	*5*	*5*	*5*	*2↓*	*5*	*2↓*	*6*	*8*
Air was very fresh in the past	*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**
Sea is clean	*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

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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**
The buildings nearby are beautiful	*4*	*4*	*4*	*2*	*7*	*4*	*5*	*2*
Many tall buildings	*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**
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

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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

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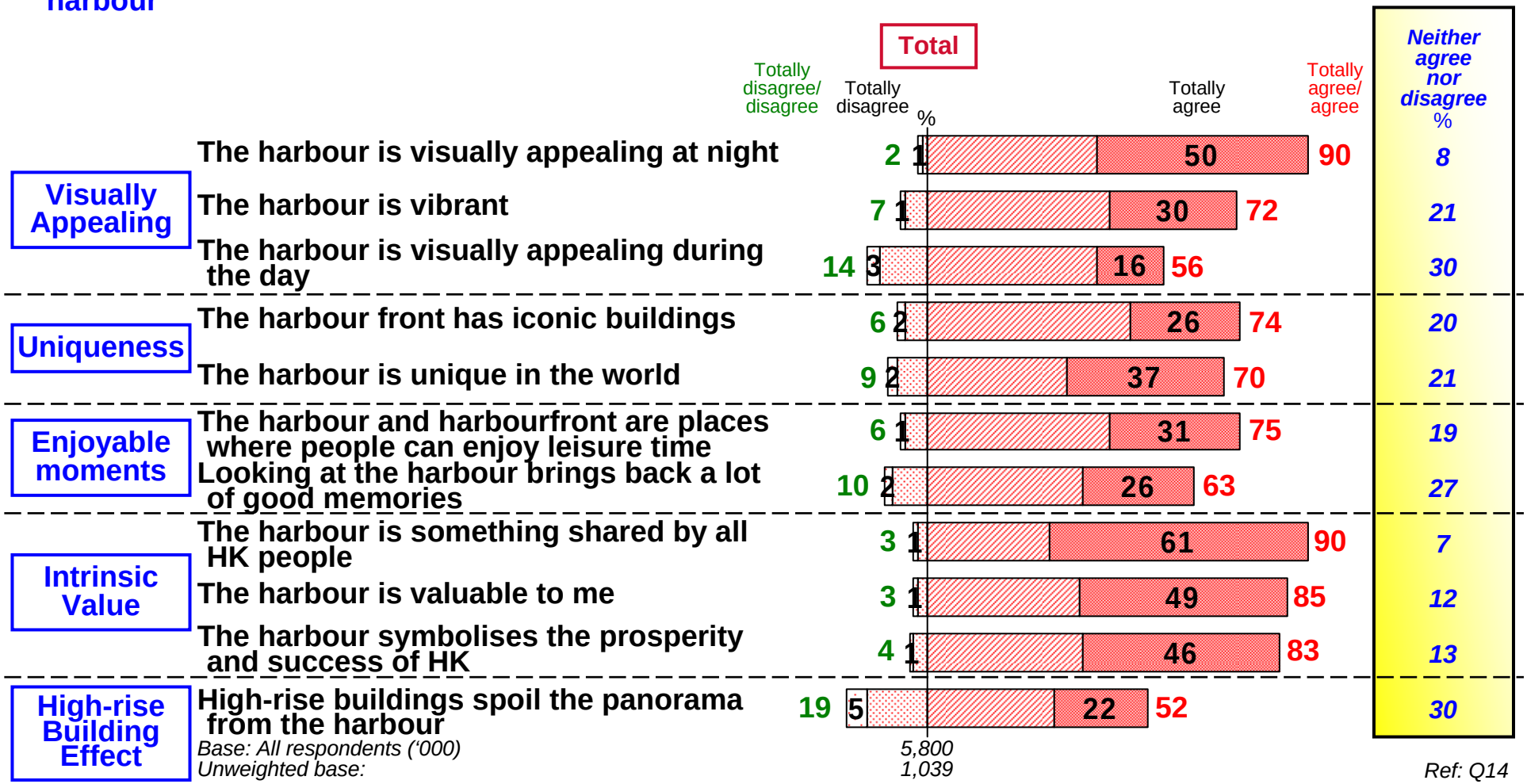
Brand Imagery of the Harbour

- 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 “symoblises 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”



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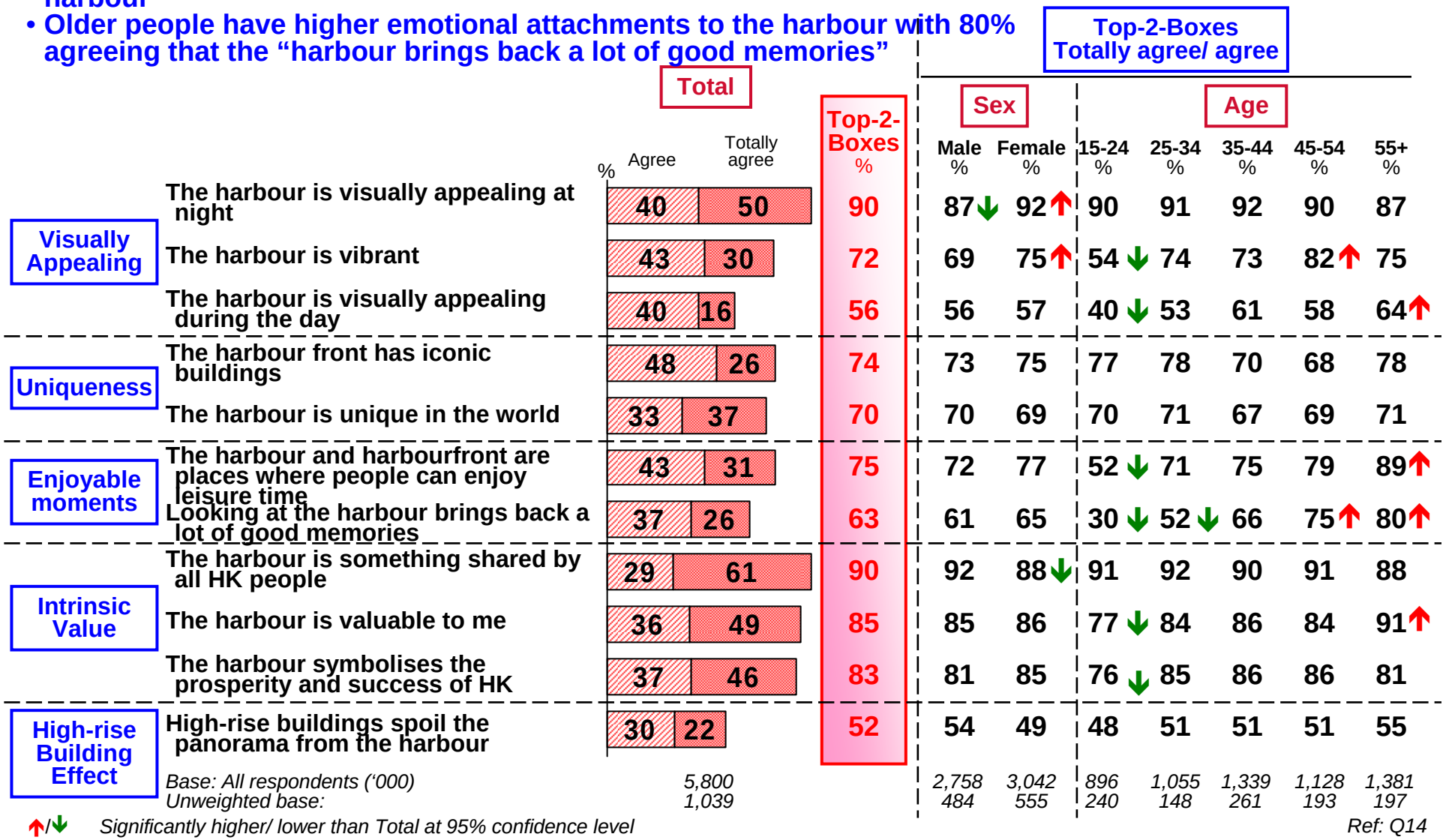
Brand Imagery of the Harbour by *Sex and Age*

- 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"



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

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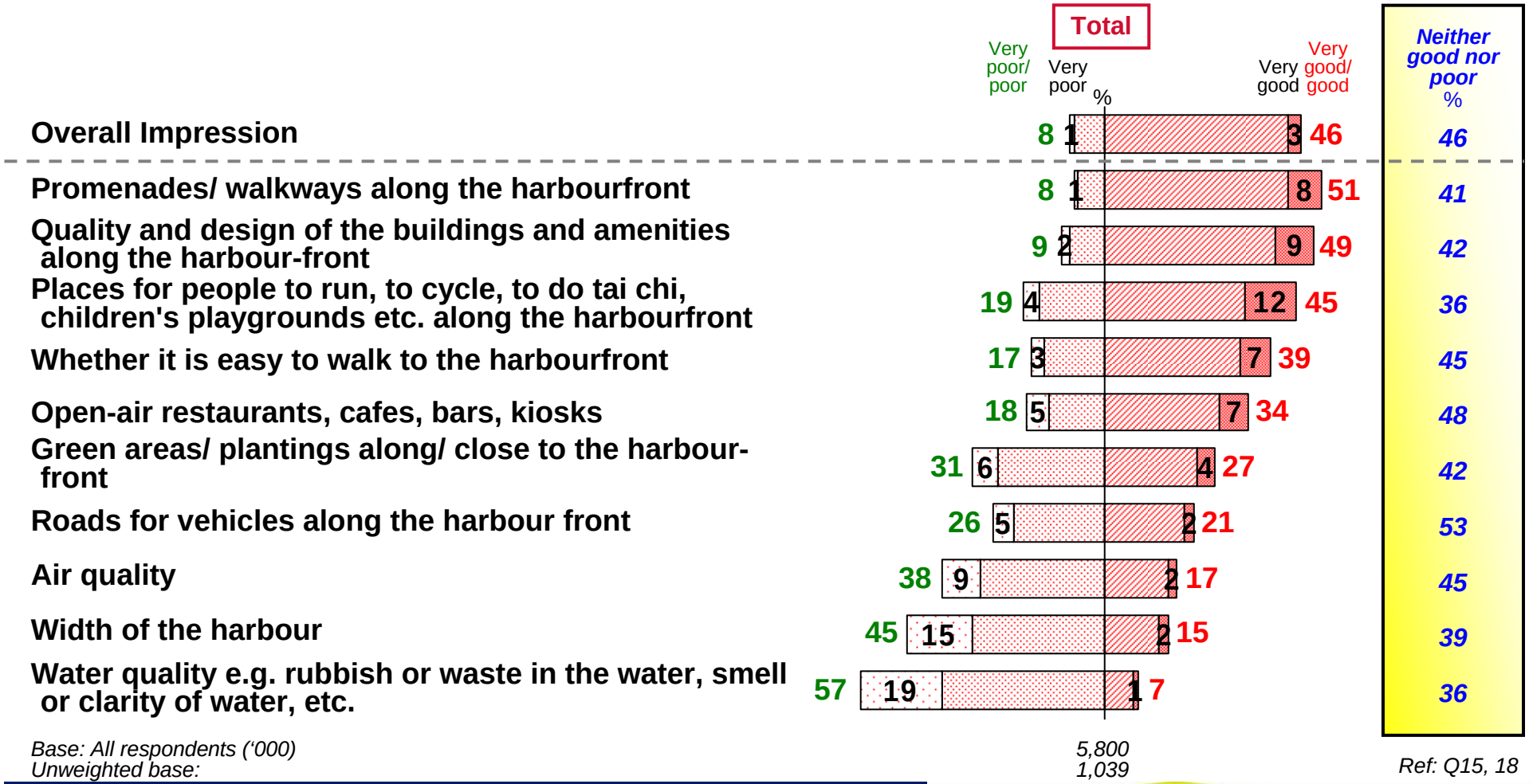
Evaluating the Features of Victoria Harbour (I)

- 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 harbourfront" (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%)



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

Ref: Q15, 18

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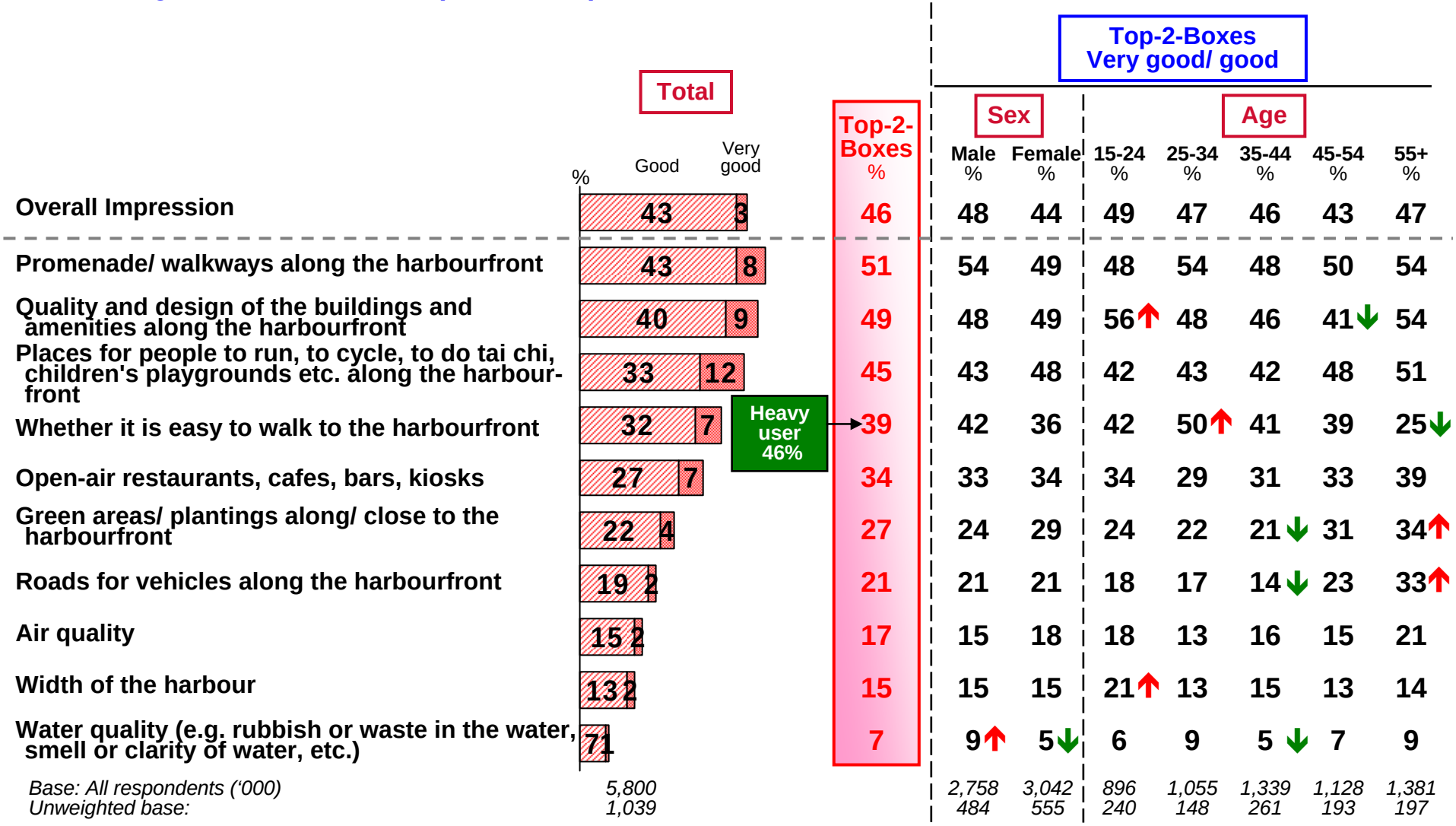
Evaluating the Features of Victoria Harbour (II) by *Sex and Age*

- **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

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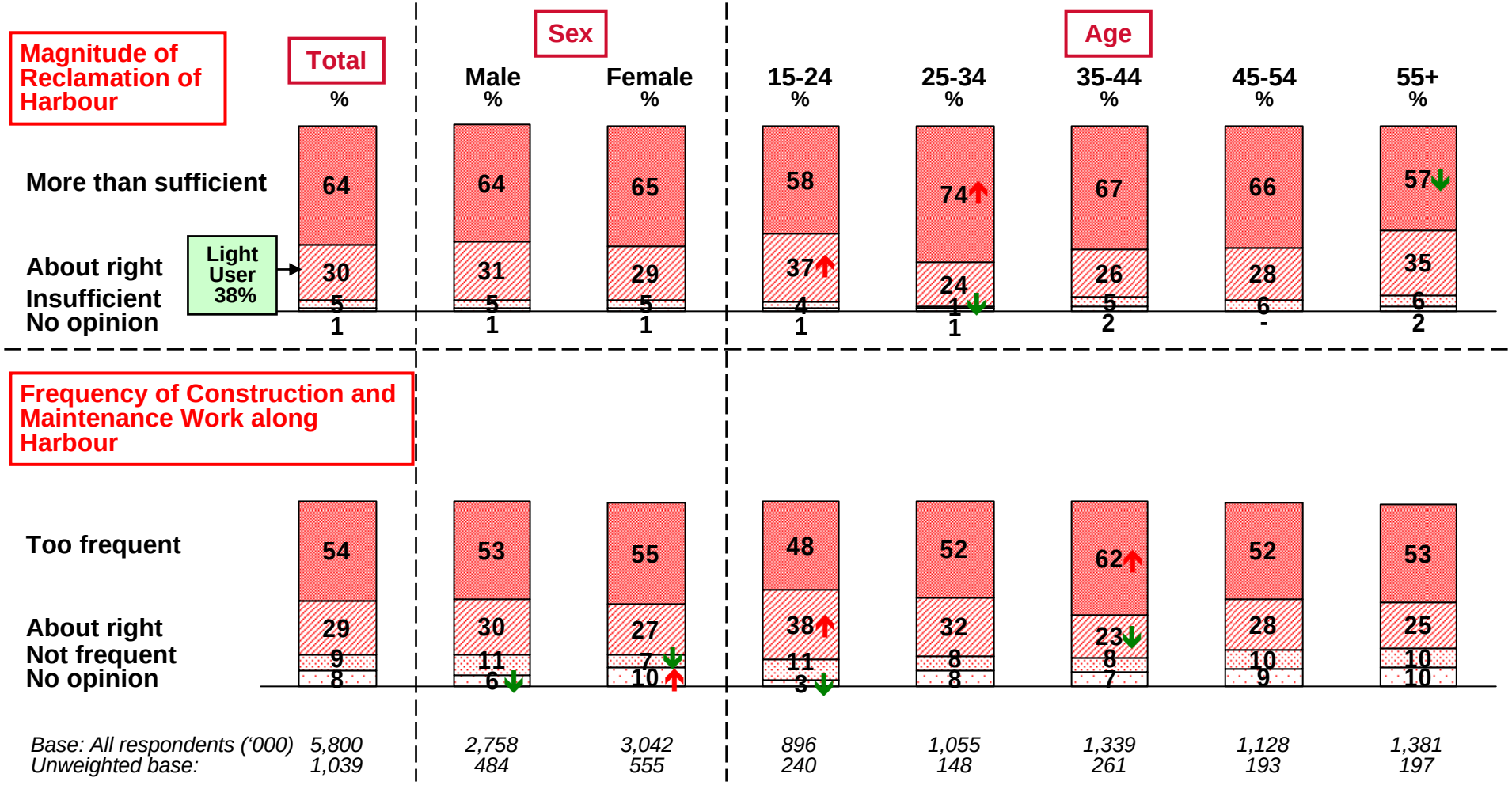
Attitudes towards Reclamation of and Construction Work along the Harbour

- (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

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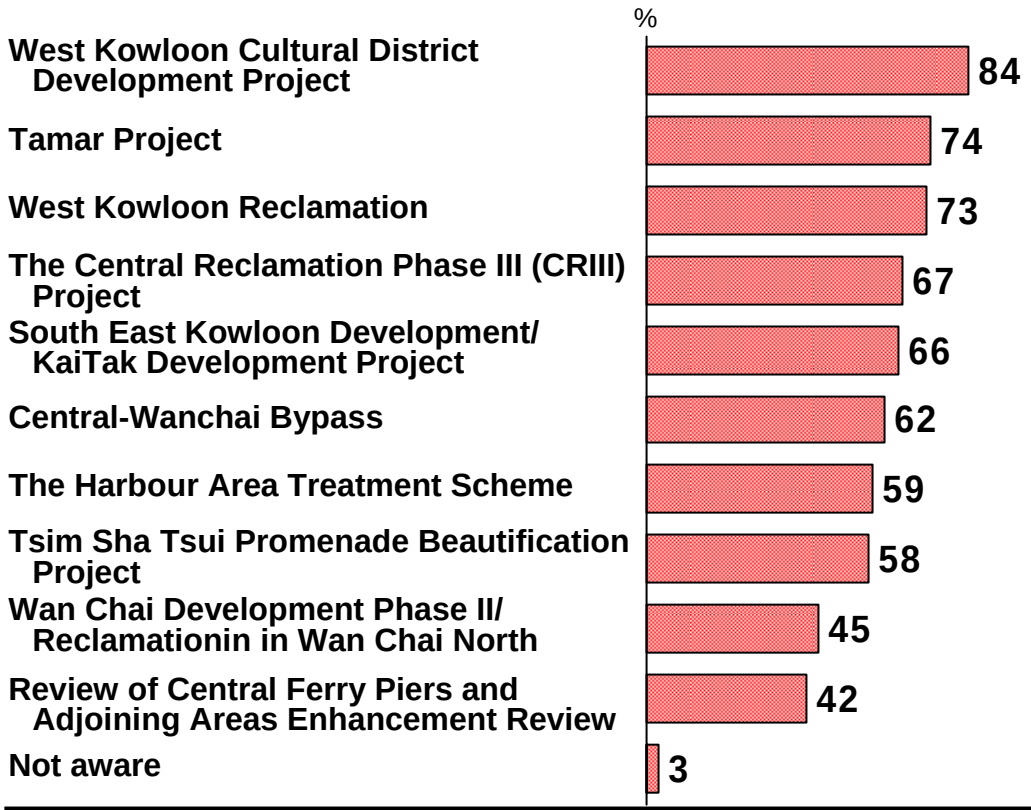
Awareness of Harbour-related Projects

- 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/ Reclamationin 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

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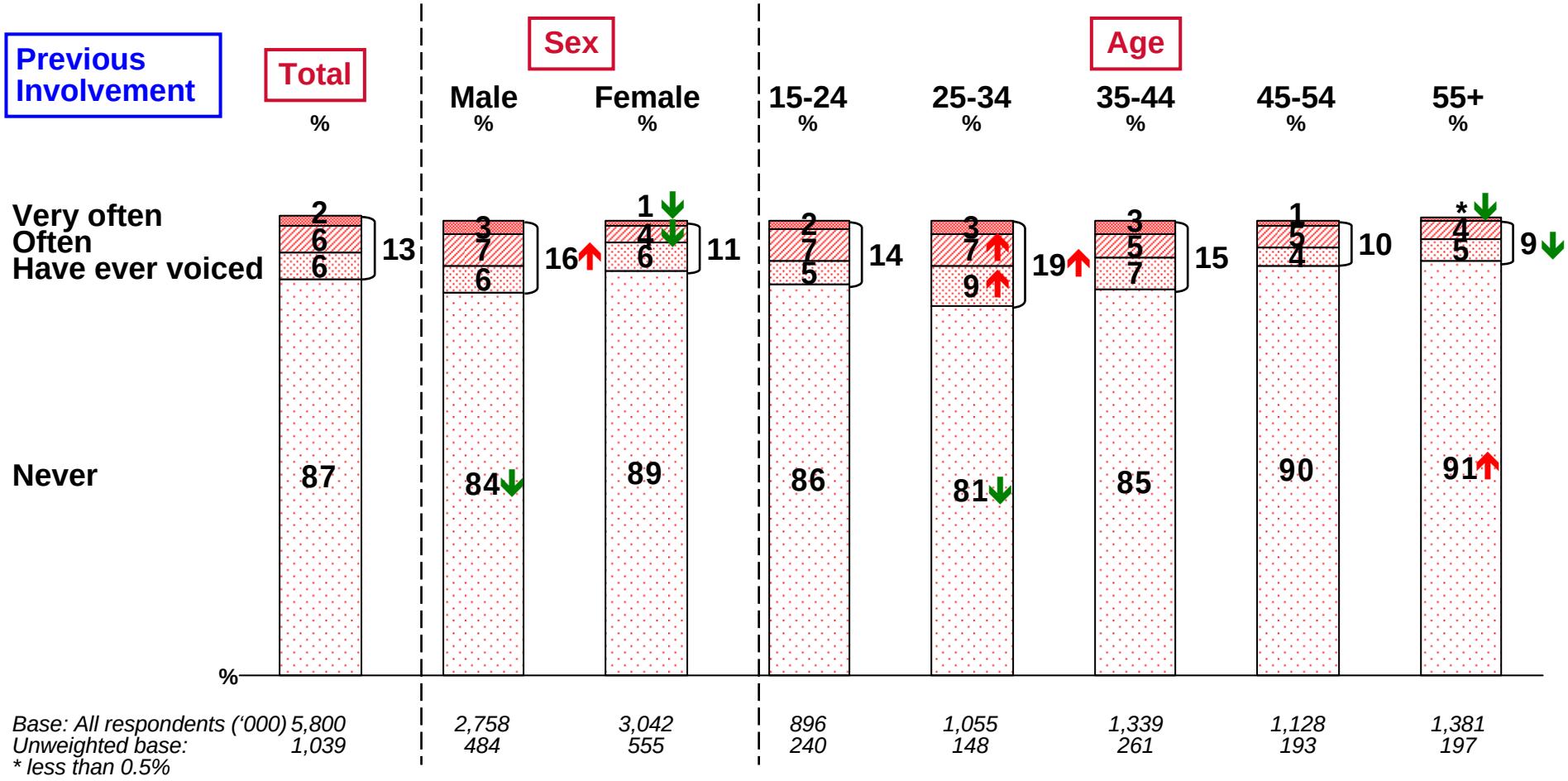
Frequency of Voicing Out Opinions about Harbour-Related Projects Previously

- 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



	Total	Male	Female	15-24	25-34	35-44	45-54	55+
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: Q24

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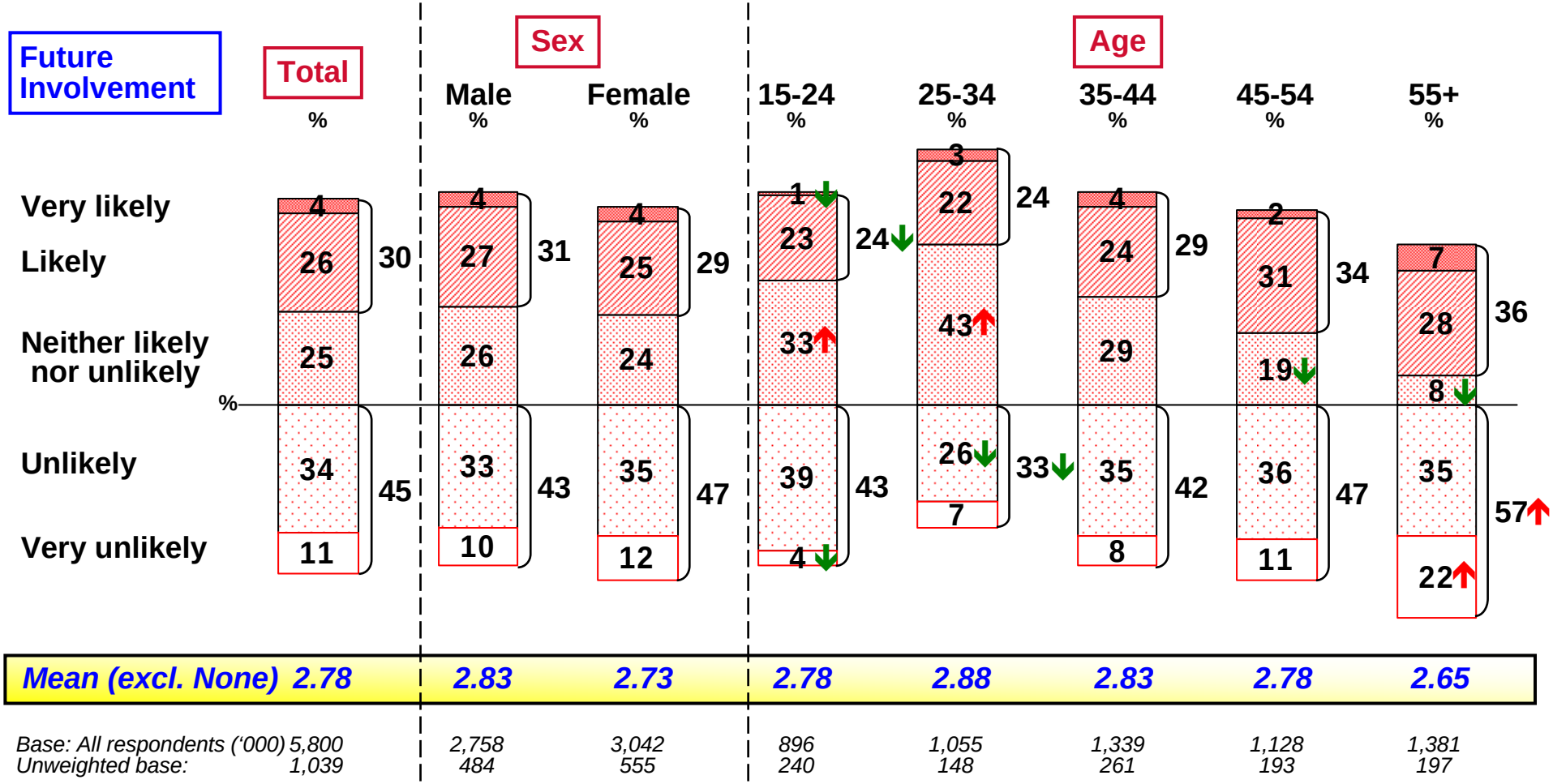
Likelihood in Voicing Out Opinions about Harbour-Related Projects in Future

- 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*

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Future of The Harbour

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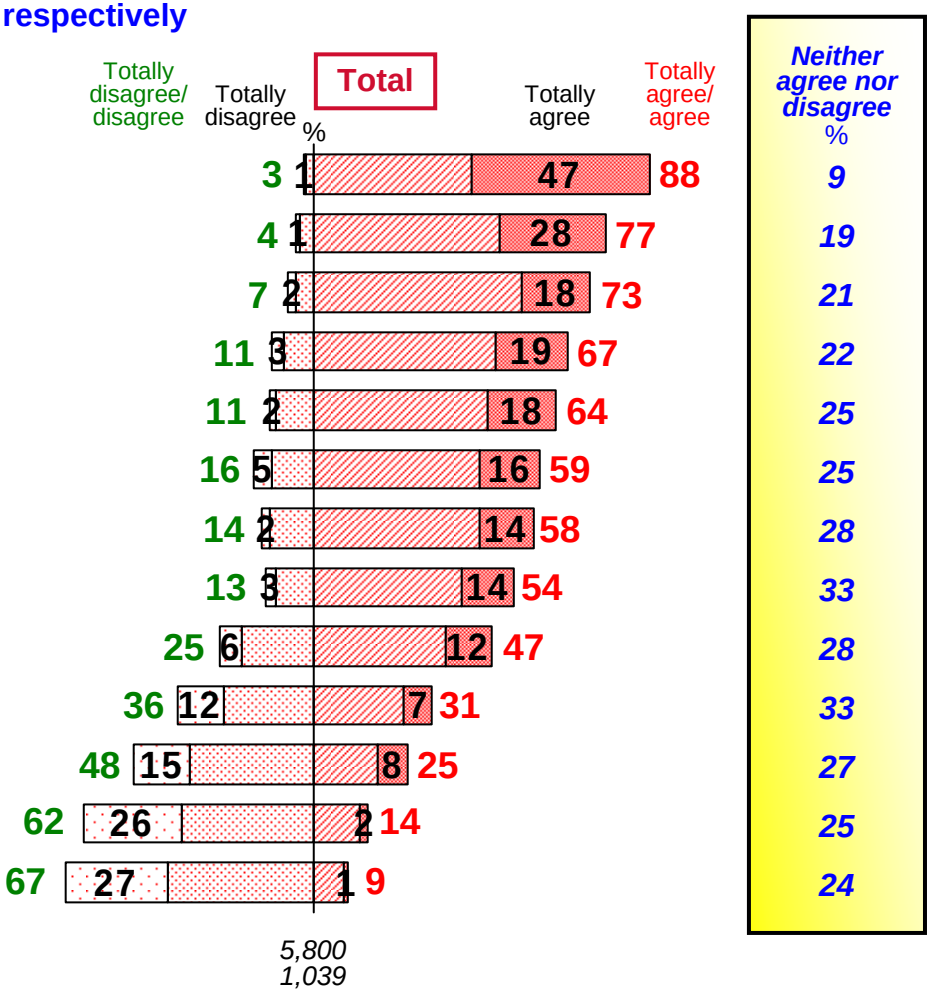
Ideal Future of Victoria Harbour

- **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**



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

Ref: Q19

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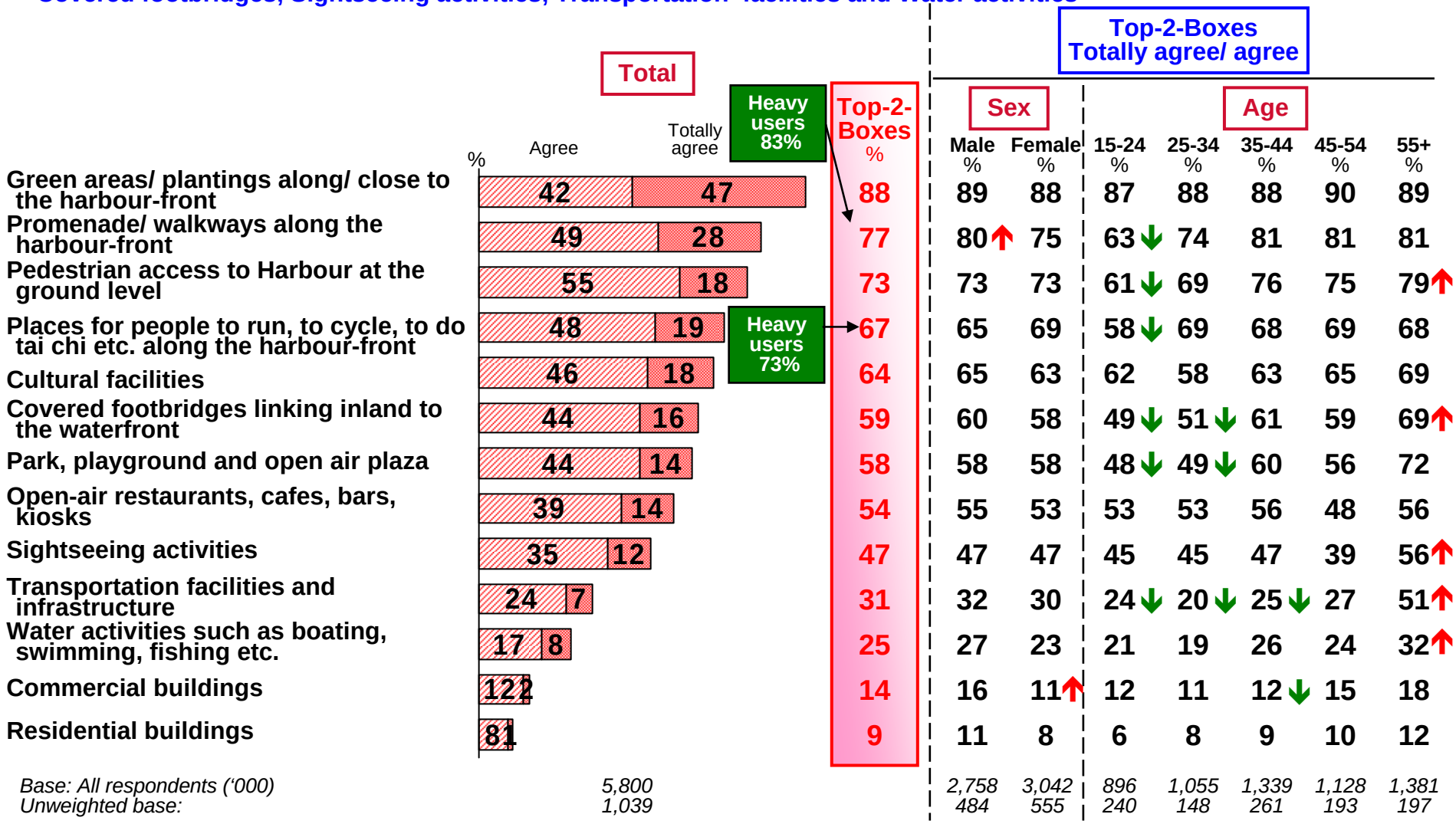
Ideal Future of Victoria Harbour by *Sex and Age*

- **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

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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**

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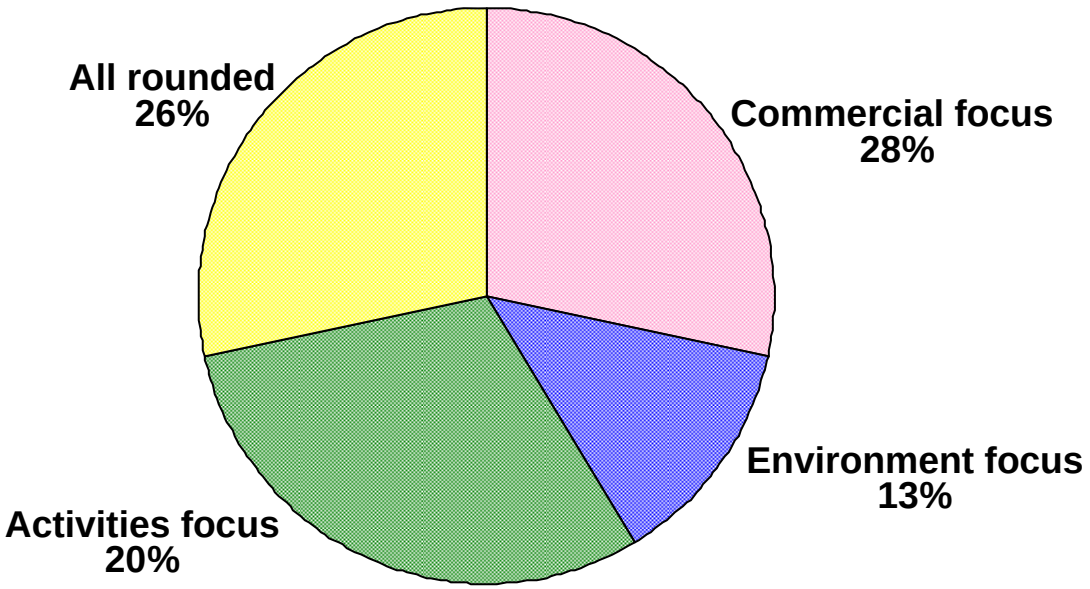
The Ideal Harbour Segmentation



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

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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*

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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

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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

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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**
Improve water pollution	**41**
Sea pollution need to improve	*31*
Do not allow waste discharged into the harbour	*5*
Reduce/ remove bad smell of sea	*3*
Reduce greasy dirt	*3*
Improve sewage system	*3*
No littering	**33**
Fewer rubbishes on sea	*27*
More advertising on "no litter"	*7*
Increase the penalty for littering offenders	*2*
Greening	**22**
More trees along harbour side	*22*
Improve air pollution	**15**
Improve air pollution	*13*
Roads should be farther from harbour side to avoid being polluted by exhaust air	*2*
Improve pathways/ roads	**6**
Clean the pathways along the harbour	*2*
Build more pathways	*2*
No Further Reclamation	**33**

	%
Buildings/ Facilities	**30**
Buildings/ construction work	**12**
Don't build more buildings along the harbour	*7*
Restrict to build tall buildings nearby the harbour which would affect the scene	*3*
Exercise/ sports facilities	**10**
More leisure facilities	*8*
Promenade	**4**
Entertainment	**3**
More parks along the harbourfront	*2*
Transport	**3**
Food/ restaurant	**3**
Other public facilities	**2**
Events/ Activities (more cultural activities/ art performance/ leisure & water activities)	**4**
Objects	**3**
Limits number of ships on the sea	**2**
Don't know	**2**
None	**6**

Others (each less than 2%)

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

Ref: Q20

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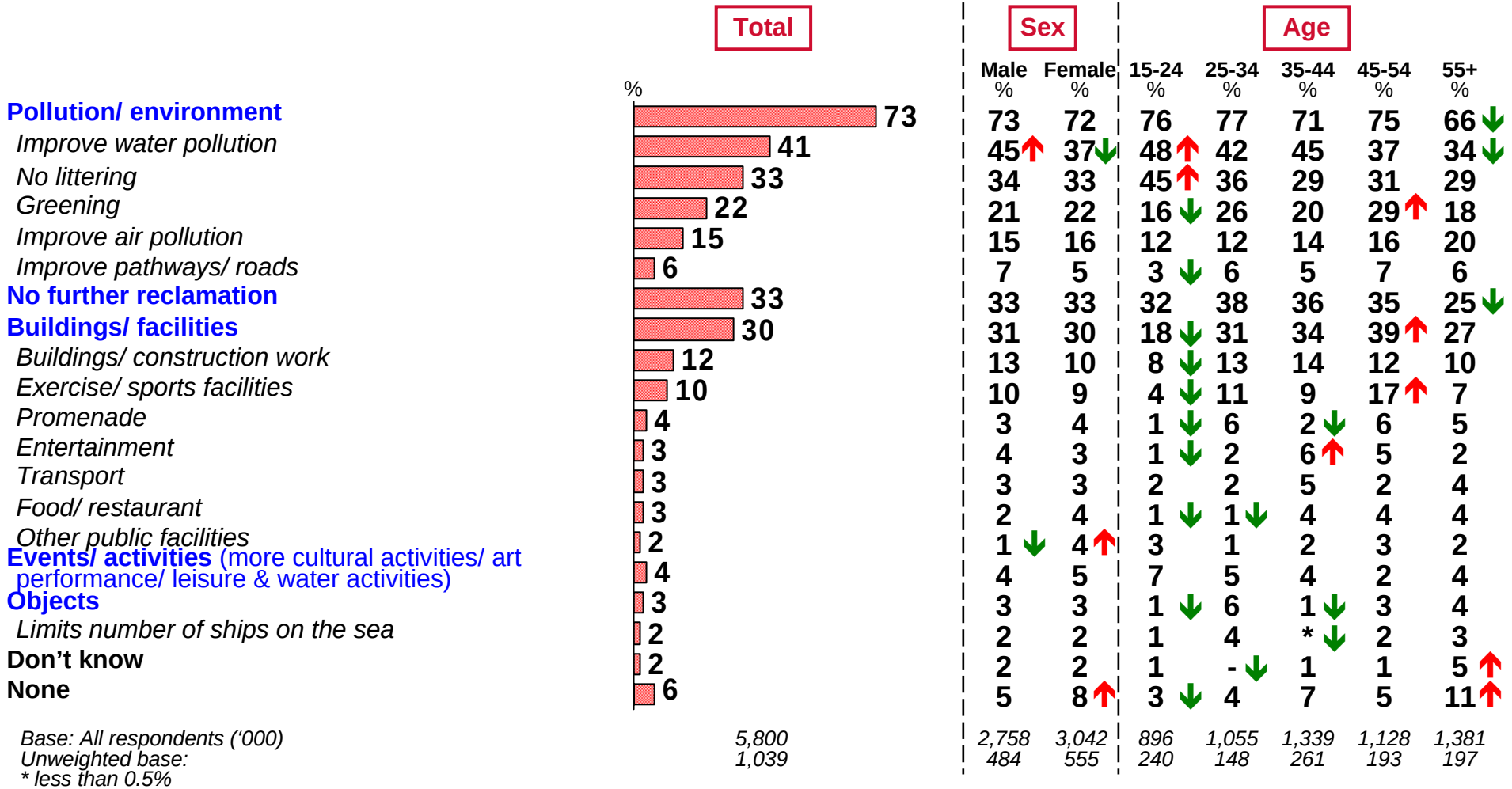
Harbour Aspects to be Improved by *Sex and Age*

- **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%)**



** less than 0.5%*

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

Ref: Q20

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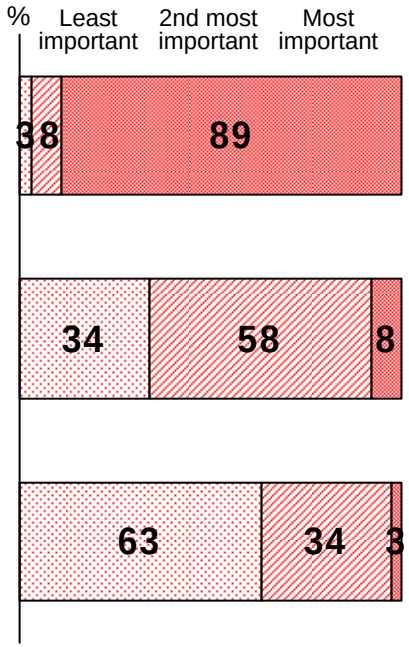
Priority of Land Development along the Harbour

- **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**



Most important

	Total	Sex		Age				
		Male %	Female %	15-24 %	25-34 %	35-44 %	45-54 %	55+ %
Leisure activity		88	90	87	91	93↑	93↑	82↓
Commercial activity		9	7	9	7	4↓	6	13↑
Residential activity		3	3	4	2	3	1↓	5
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: Q21

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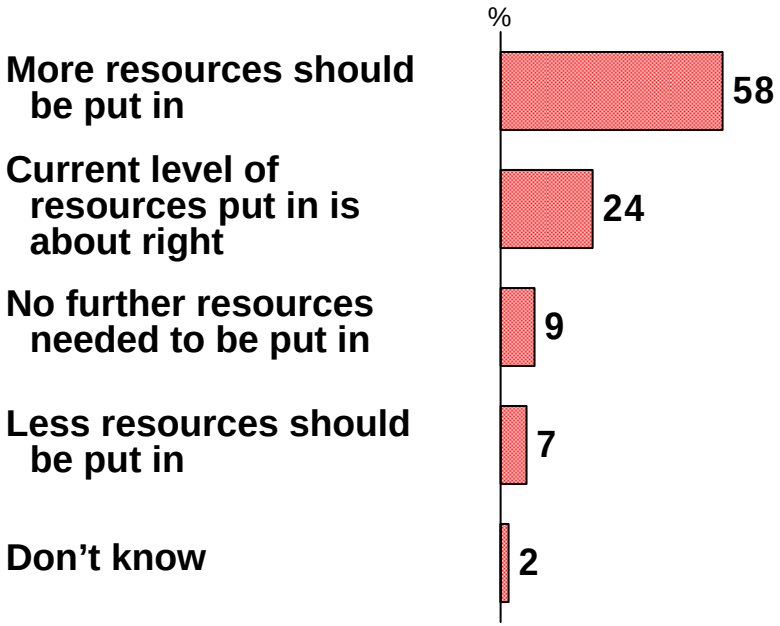
Evaluation of Current Level of Resources to Harbour

- 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



	Total	Sex		Age				
		Male	Female	15-24	25-34	35-44	45-54	55+
	%	%	%	%	%	%	%	%
More resources should be put in	58	63↑	54↓	48↓	65	69↑	55	51↓
Current level of resources put in is about right	24	20↓	28↑	36↑	20	18↓	27	24
No further resources needed to be put in	9	8	9	9	8	5↓	8	13
Less resources should be put in	7	8	6	6	5	6	9	6
Don't know	2	2	3↑	*↓	2	2	1	6↑
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: Q22

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Executive Summary

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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**

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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

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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

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Appendix I - Demographics

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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
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: Q6-7, 29-30

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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

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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$20,000+	13	17	10	*	13	26	20	4
Refused	1	2	1	*	2	2	*	2
Mean (Excl. None) (HK$)	*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
Mean (incl. no income & excl. refused, don't know)	*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

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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**
Central & Western	*4*	*3*	*5*	*4*	*6*	*4*	*2*	*4*
Wan Chai	*2*	*2*	*3*	*1*	*3*	*2*	*4*	*3*
Eastern	*8*	*8*	*8*	*6*	*6*	*9*	*8*	*10*
Southern	*4*	*4*	*4*	*5*	*3*	*4*	*5*	*3*
Kowloon	**30**	**30**	**30**	**28**	**28**	**29**	**29**	**37**
Yau Tsim Mong	*5*	*4*	*6*	*4*	*4*	*6*	*4*	*5*
Sham Shui Po	*5*	*5*	*5*	*7*	*1*	*6*	*5*	*6*
Kowloon City	*4*	*3*	*6*	*3*	*4*	*3*	*4*	*6*
Wong Tai Sin	*8*	*8*	*7*	*4*	*9*	*5*	*9*	*10*
Kwun Tong	*8*	*9*	*7*	*9*	*10*	*7*	*7*	*9*
New Territories and Islands	**51**	**52**	**50**	**56**	**53**	**52**	**53**	**44**
Kwai Tsing	*6*	*6*	*6*	*8*	*5*	*6*	*4*	*6*
Tsuen Wan	*4*	*4*	*5*	*5*	*5*	*4*	*3*	*5*
Tuen Mun	*7*	*8*	*6*	*8*	*6*	*7*	*6*	*9*
Yuen Long	*8*	*8*	*7*	*7*	*8*	*7*	*6*	*9*
North	*4*	*4*	*4*	*5*	*6*	*4*	*5*	*1*
Tai Po	*4*	*5*	*4*	*7*	*7*	*4*	*5*	*1*
Sha Tin	*10*	*10*	*10*	*10*	*12*	*10*	*12*	*7*
Sai Kung	*5*	*5*	*5*	*4*	*3*	*8*	*8*	*2*
Islands	*2*	*2*	*2*	*2*	*2*	*1*	*2*	*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*

Ref: Q28a-b

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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**
Central & Western	*9*	*7*	*12*	*7*	*12*	*9*	*10*	*8*
Wan Chai	*9*	*10*	*8*	*9*	*7*	*9*	*11*	*11*
Eastern	*7*	*8*	*6*	*4*	*10*	*9*	*6*	*4*
Southern	*2*	*1*	*3*	*3*	*1*	*1*	*2*	*1*
Kowloon	**32**	**31**	**34**	**28**	**35**	**36**	**28**	**35**
Yau Tsim Mong	*13*	*14*	*12*	*8*	*10*	*20*	*15*	*15*
Sham Shui Po	*5*	*4*	*7*	*5*	*8*	*3*	*4*	*9*
Kowloon City	*3*	*3*	*5*	*6*	*1*	*4*	*2*	*8*
Wong Tai Sin	*3*	*2*	*3*	*4*	*3*	*1*	*3*	*-*
Kwun Tong	*8*	*8*	*7*	*6*	*13*	*8*	*4*	*9*
New Territories and Islands	**51**	**52**	**50**	**56**	**53**	**52**	**53**	**44**
Kwai Tsing	*5*	*6*	*4*	*6*	*4*	*5*	*6*	*5*
Tsuen Wan	*6*	*5*	*6*	*6*	*6*	*5*	*7*	*1*
Tuen Mun	*5*	*6*	*2*	*5*	*4*	*2*	*3*	*20*
Yuen Long	*4*	*3*	*5*	*6*	*3*	*2*	*4*	*2*
North	*3*	*3*	*2*	*2*	*4*	*2*	*4*	*-*
Tai Po	*4*	*4*	*3*	*5*	*2*	*3*	*4*	*5*
Sha Tin	*9*	*8*	*9*	*11*	*7*	*9*	*9*	*7*
Sai Kung	*2*	*2*	*2*	*3*	*1*	*2*	*3*	*1*
Islands	*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

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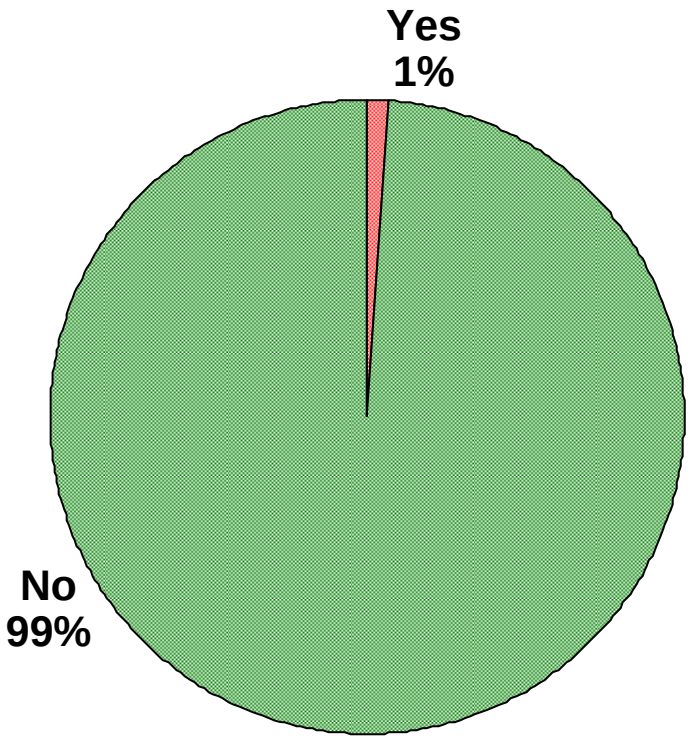
Affiliation/ Association with Any Harbour-Related NGOs

- **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

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Appendix II - Response Rate

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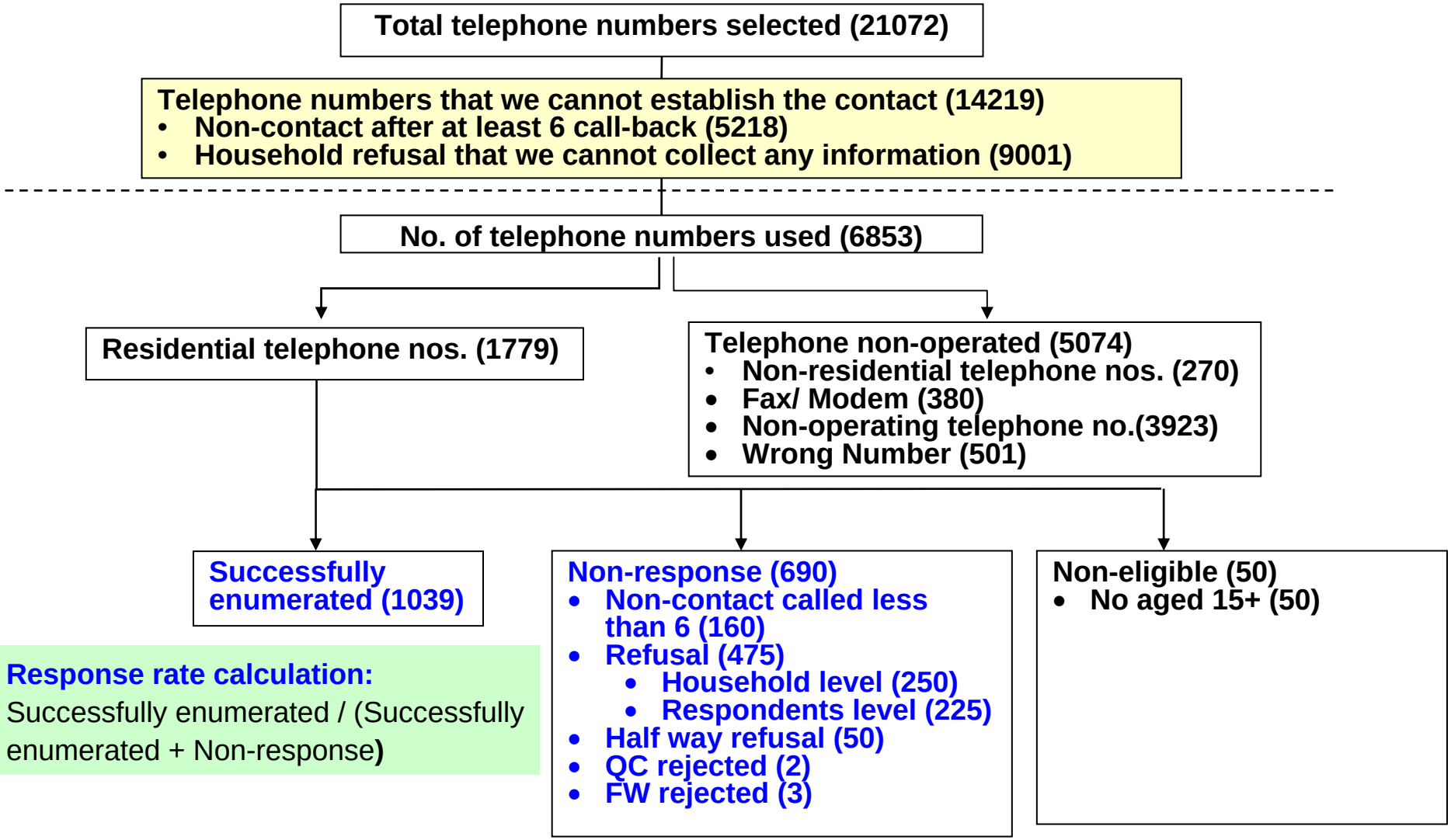
Response Rate

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



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

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REPORT OF

PUBLIC OPINION SURVEY

prepared for

Harbour Business Forum
海港商界論壇

H050563 Amy Lee/ Kenneth Chan/ Kelly Yu/ April Hou

February 2006

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