

# **Findings of the Public Opinion Survey on Victoria Harbour**

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# Flow of Presentation

## **1. Introduction**

*Research Background & Objectives*  
*Research Design*

## **2. Usage of the Harbour**

## **3. Perceptions Of The Harbour**

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# Introduction



## Research Background

- A consumer research program involving qualitative and quantitative research was commissioned by Harbour Business Forum and undertaken by AC Nielsen
- Results from a literature review, focus group discussions and survey of a representative sample of Hong Kong adult population (aged 15 and above).



## Research Objectives

- Explore **current usage behaviour** of the Harbour
- Gauge **current perceptions** of the Harbour
- Understand public perception on **level of reclamation, construction/ maintenance activities**
- Explore the **ideal future** of the Harbour
- Understand the **awareness of various Harbour-related development projects**
- Determine the public's **current and future involvement** in these projects

## Research Parameters

### Sample Size

1039 telephone interviews  
60% response rate

### Fieldwork Period

12 December 2005 to  
23 January 2006





# Usage of The Harbour



## Frequency of 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



## Frequency of Doing Activities Along the Harbour (cont')

- male and younger age groups (aged 15-24 and 25-34) are significantly more active users
- Those aged 15-24:  
frequent strolling (41%)  
sitting with friends to chat by the harbour (40%)
- Those aged 25-34:  
viewing the Harbour at night (49%)  
choosing a restaurant/ bar with a harbour view (29%)





# Perceptions of The Harbour



## Positive Associations with Victoria Harbour - *Overview I*

- Majority of respondents have positive associations with the Harbour (85%)
- Views (54%)
- reclamation is a benefit for more land and better traffic (3%)



# Positive Associations with Victoria Harbour

## - Overview II

### Any Positives

**View** (Beautiful scenery / bright & colourful lighting)

**Ships** (Different types of ships crossing the harbour)

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

**Buildings/ facilities/ places/ landmarks**

**Events/ activities along the harbour** (Watch fireworks)

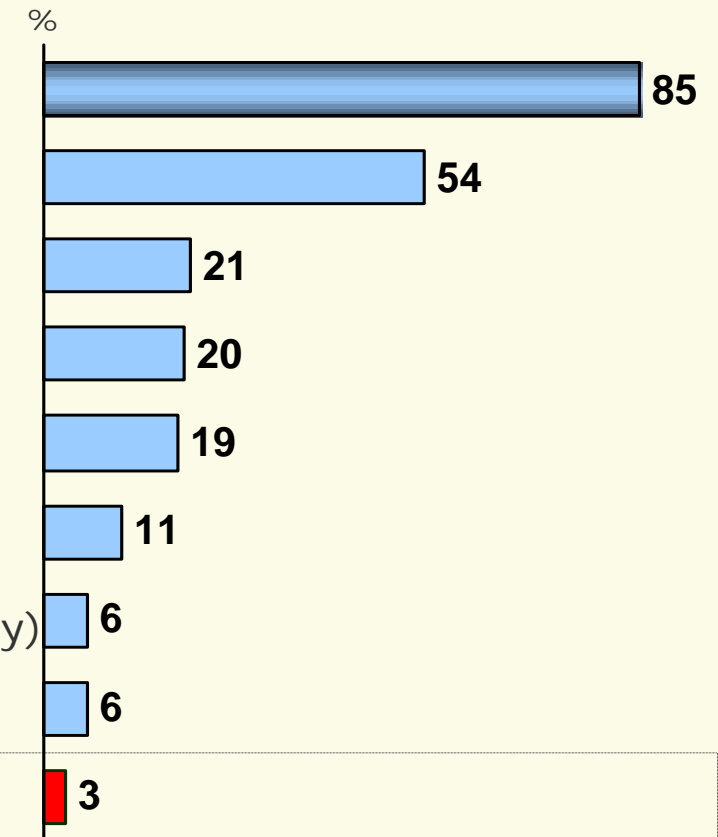
**HK economy** (Attract visitors/ busiest harbour/ drives economy)

**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



## Negative Associations with Victoria Harbour - *Overview III*



- over two-thirds of respondents (69%) mentioned negative associations
- bad consequences of reclamation (48%)
- pollution (35%)

# Negative Associations with Victoria Harbour

## - Overview IV

### *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)

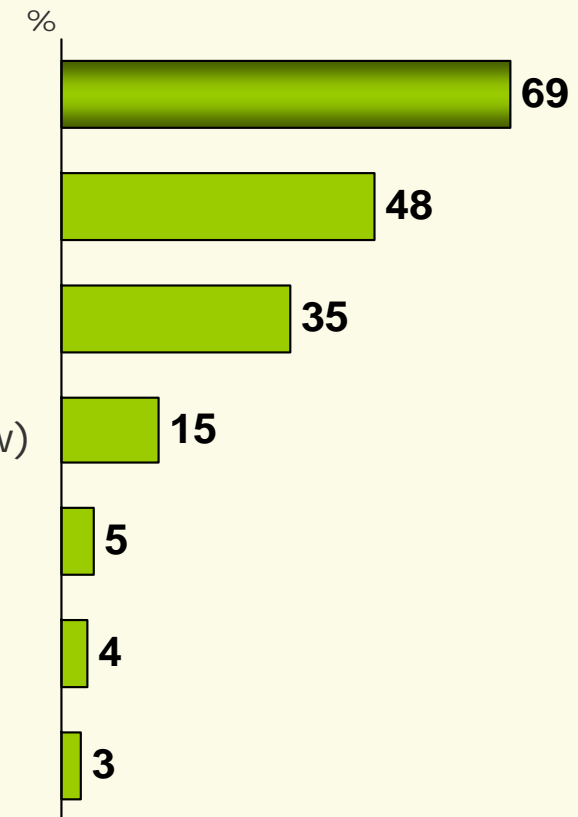
**View** (Scenery is more blurred/ unnecessary lighting or fireworks)

**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

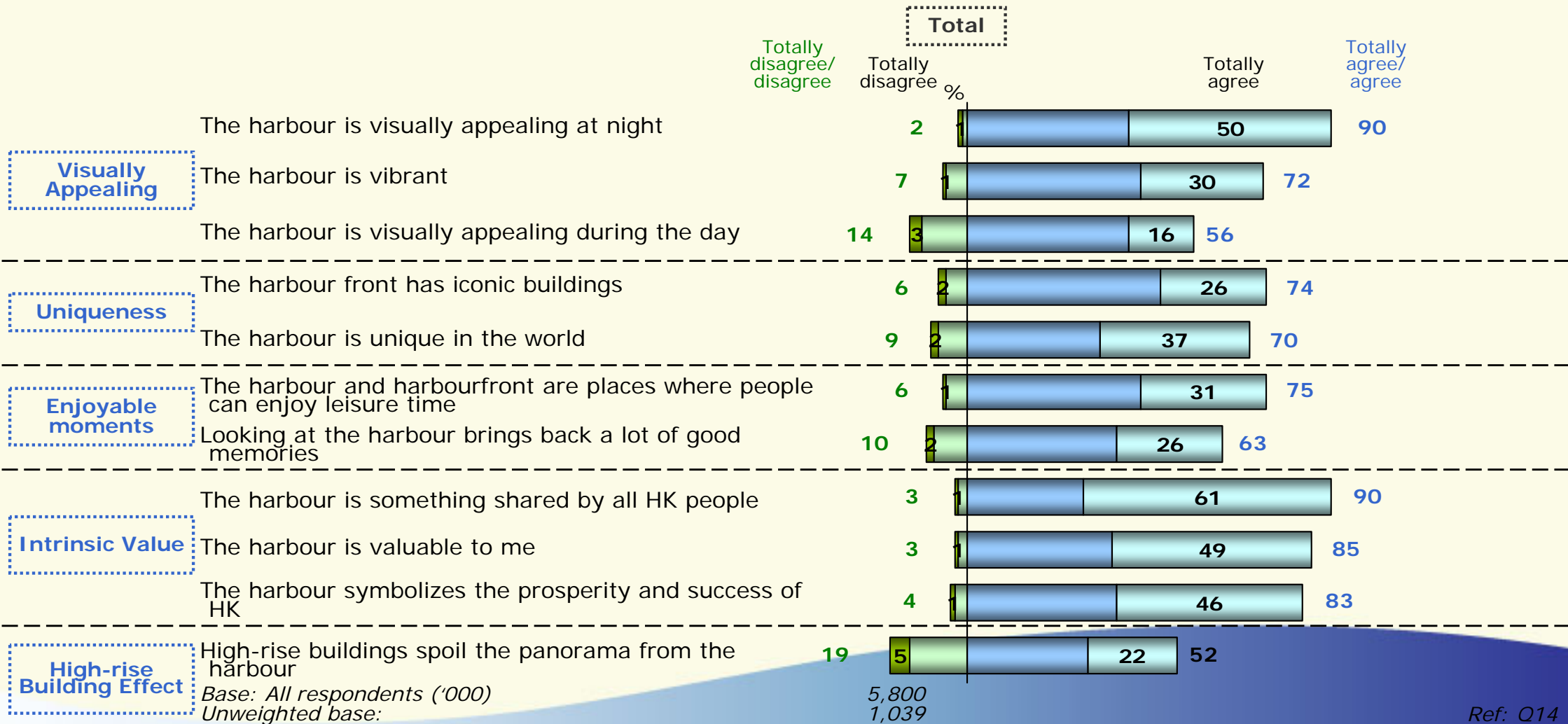


## Brand Imagery of the Harbour I

- The harbour has perceived and intrinsic value.
- Intrinsic values
  - something shared by all HK people (90%)
  - valuable to me (85%)
  - symbolizes the prosperity and success of HK (83%)
- Perceived values:
  - visually appealing at night (90%)
  - visually appealing at daytime (56%)
- High-rise buildings spoil the panorama from the harbour (52%)



# Brand Imagery of the Harbour II



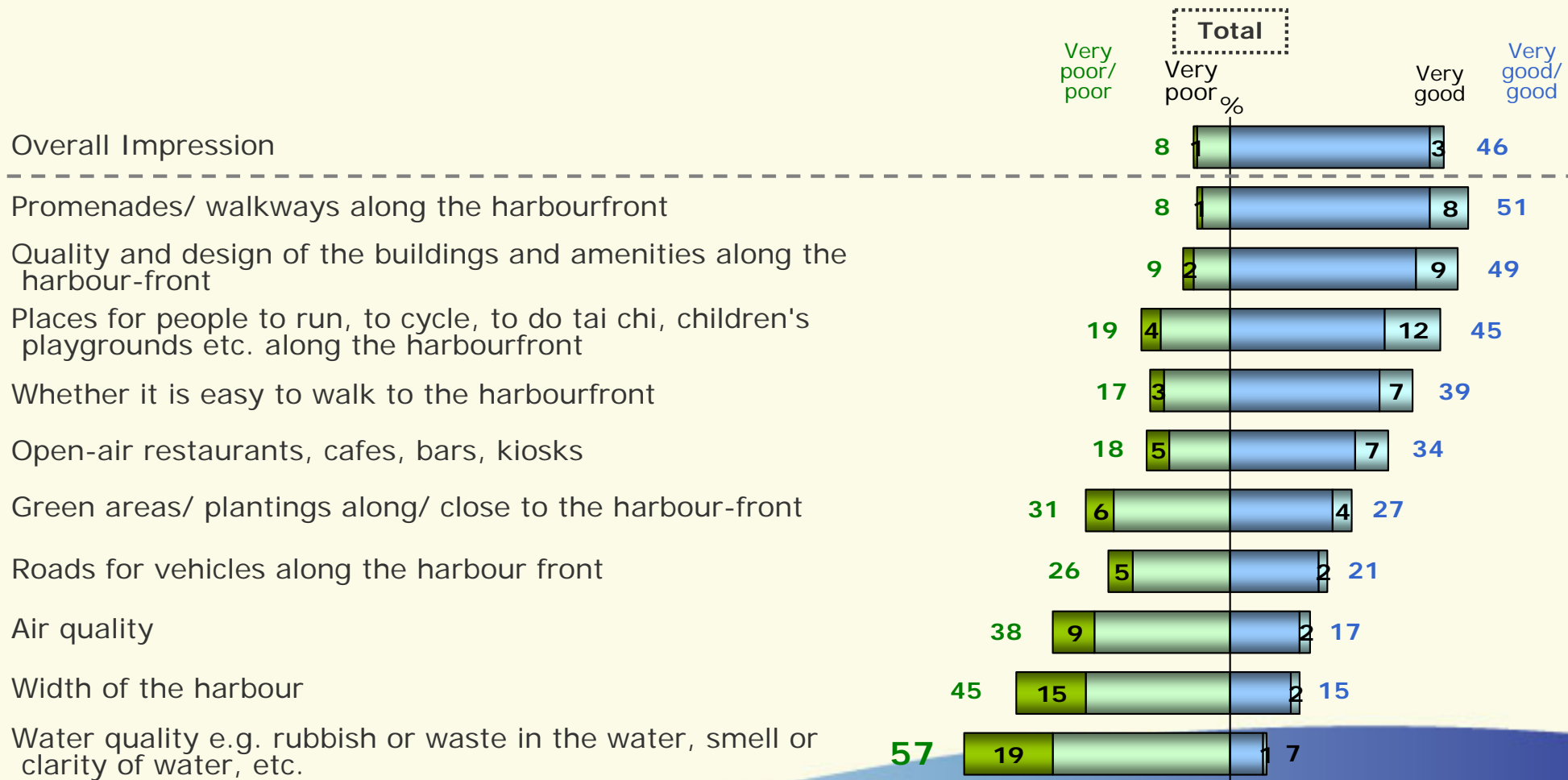


## Evaluating the Features of Victoria Harbour I

- Less than half (46%) think the harbour is any good
- Features deemed to be very good/good included:
  - promenade/walkway (51%)
  - quality and design of buildings and amenities (49%)
  - places for people to run, to cycle, etc... (45%)
- Features deemed to be very poor/poor included: air quality (38%), width of the harbour (45%) and water quality (57%)



# Evaluating the Features of Victoria Harbour II



Base: All respondents ('000)  
Unweighted base:

5,800  
1,039

Ref: Q15, 18

## Attitudes towards Reclamation of and Construction Work along the Harbour

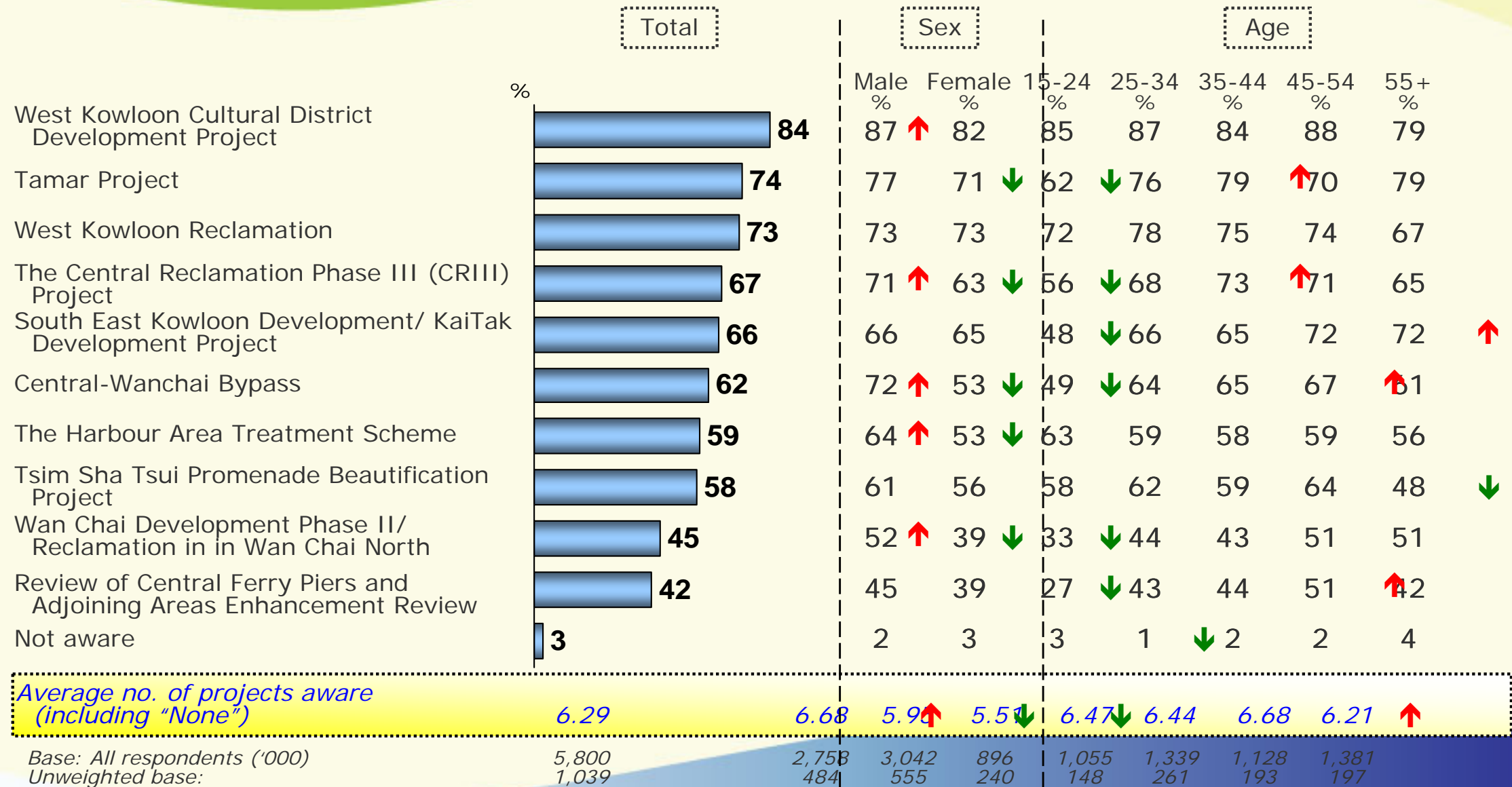


- reclamation is more than sufficient (64%)
- a slightly higher level for those aged 25-34 (74%)
- construction and maintenance work too frequent (54%)
- those aged 35-44 feels more strongly (62%)

## Awareness of Harbour-related Projects

- Almost all respondents (97%) have heard of at least one harbour-related project
- West Kowloon Cultural District Development Project (84%)
- Tamar Project (74%)
- West Kowloon Reclamation (73%)





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

## Frequency of Voicing Out Opinions about Harbour-Related Projects Previously



- 87% never had any involvement in harbour-related projects
- Men (84%) and those aged 25-34 (81%) are slightly more involved

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

- Three in ten are very likely/ likely to become involved in harbour-related projects in the future
- The younger generation is the age group more likely to be persuaded to participate
- Aged 15 – 24 (only 43% unlikely or very unlikely to be involved)  
Aged 25 – 34 (33% unlikely or very unlikely)





# Future of The Harbour





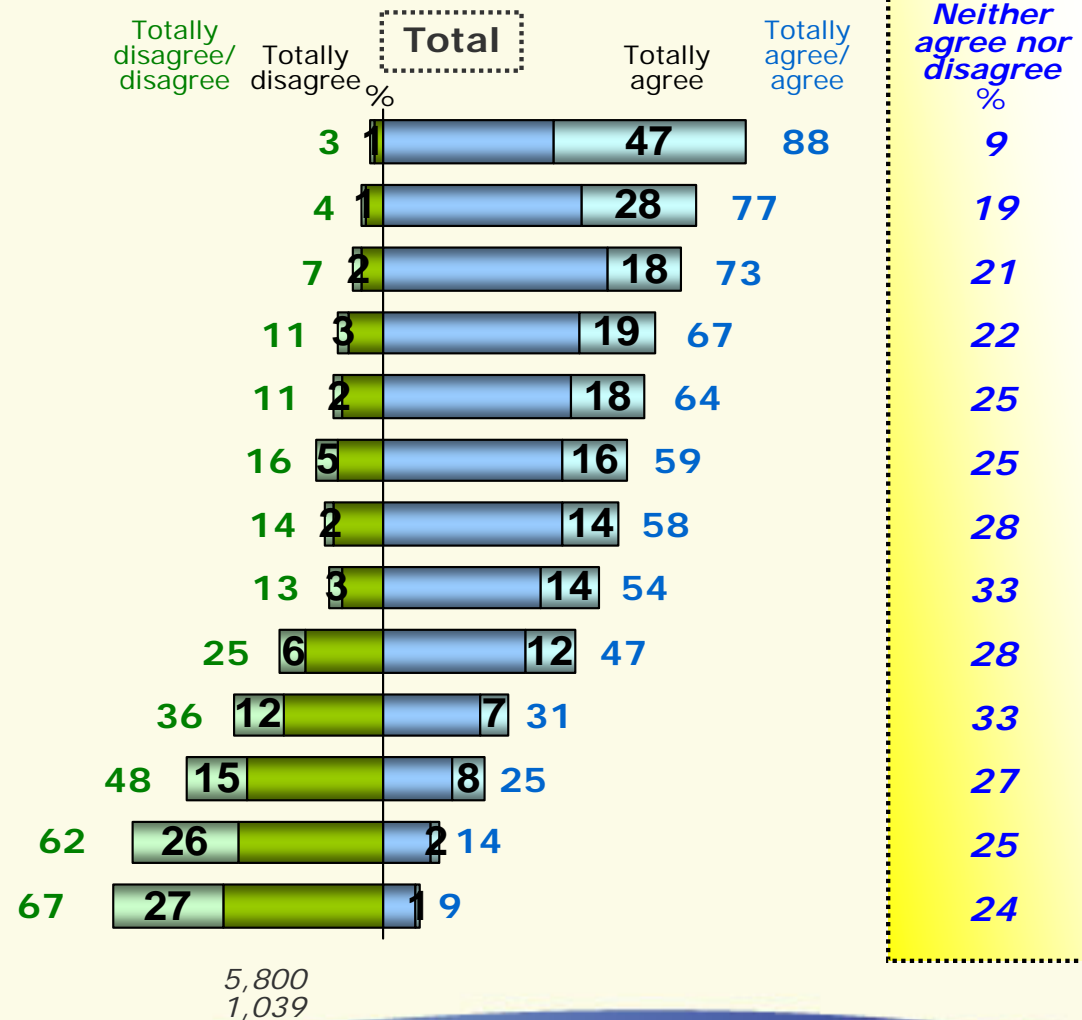
## Ideal Future of Victoria Harbour I

- green areas (88%)
- promenade/ walkways along the harbour-front (77%)
- pedestrian access to the harbour at the ground level (73%)
- the lowest level of support: residential buildings (9%) and commercial buildings (14%)



# Ideal Future of Victoria Harbour II

- 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



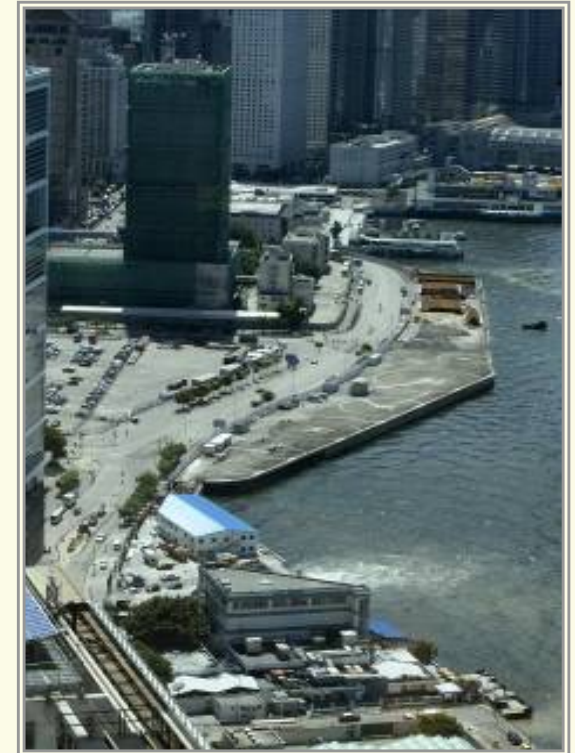
## Ideal Future of Victoria Harbour III

- older people (aged 55+) favour Promenade/ walkways, Covered footbridges, Sightseeing activities, Transportation facilities and Water activities
- All age groups consider greening along the harbourfront more important



## Harbour Aspects to be Improved

- pollution/ environmental issues (73%)
  - reduction of water pollution (41%)
  - reduction in littering (33%)
  - more greening (22%)
- One-third of the respondents also call for a stop in further reclamation



## Priority of Land Development along the Harbour



- priority should be given to leisure activity (89%)
- commercial activity (66%)
- residential activity (37%)
- To those aged 35-54, leisure activity was the most important priority

## Evaluation of Current Level of Resources to Harbour

- Belief that more resources should be invested in the harbour (58%)
- Strongest view among those aged 25-44 (65% for 25-34 and 69% for 35-44)
- Current level of resources invested was right (24%)
- Strongest view among women (28%) and those aged 15-24 (36%) and 45-54 (27%)
- Only 16% favored no further investment or a reduction in investment





# Summary



## Summary - I

### Current Perception of the Harbour



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)

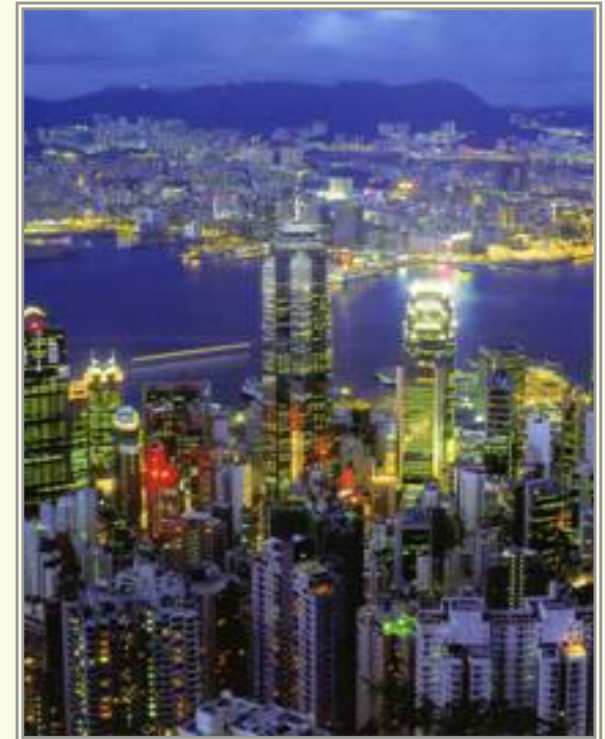


## Summary - II

### Current Perception of the Harbour

Significant in the eyes of the public ...

- **beautiful scenery** – a sign of vibrancy of Hong Kong
- **variety of ships** and **buildings** – Harbour is dynamic and lively
- Hong Kong people's **past memories**



## Summary - III

### Current Perception of the Harbour

Less than half of the Hong Kong people view the Harbour as 'very good/good' (46%)

- **negative impressions** as a result of **reclamation**; the use of the reclaimed land, and its detrimental effect on the overall appearance of the Harbour
- **Air quality, water quality and width** of the Harbour also receive poor perception ratings
- Respondents are less 'satisfied' with the level of **greening** along the harbour and believe all forms of development along the harbour-front should give way to more public use



## Summary - IV

### Current Perception of the Harbour

- Those aged 55+ are more nostalgic about the Harbour in the past, and hence, more disappointed with the consequences of reclamation
- Younger adults are more concerned with the pollution
- Almost all of Hong Kong people **do not think current usage of reclaimed land is benefiting Hong Kong.**
- Over half think that the **current construction and maintenance is too frequent.**



## Summary - V

### Ideal Future of the Harbour – **More of What Matters**

Hong Kong people want more **green areas and open space**, more **promenades and walkways** along the waterfront and more **ground level pedestrian access** to the waterfront.



## Summary - VI

### Ideal Future of the Harbour

Other facilities which receive support to enhance the future development of the Harbour include:



- Cultural facilities
- Park, playground and open air plaza
- Open-air restaurants, cafes, bars, kiosks
- Covered footbridges linking inland to the waterfront

## Summary - VII

- 89% of the community believe more priority should be given to leisure activities around the harbour
- and the current level of resources put into the Harbour development are insufficient and should be increased



**Thank You**

# Findings of the Public Opinion Survey on Victoria Harbour

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