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11 January 2011

Mr Thomas Wong  
Clerk to Panel on Home Affairs  
Legislative Council Secretariat  
Legislative Council Building  
8 Jackson Road  
Central  
Hong Kong

Dear Mr Wong,

**Opinion Survey on Hong Kong's potential bid to host the  
2023 Asian Games**

On 10 December 2010, the Administration provided a copy of the "Questionnaire for the opinion survey on Hong Kong's potential bid to host the 2023 Asian Games" and the "Methodology" used by the Hong Kong Institute of Asia-Pacific Studies of the Chinese University of Hong Kong for the telephone survey vide LC Paper No. CB(2)546/10-11(01) for Home Affairs Panel Members' reference. In response to Members' request for sight of the Institute's finalised report, we are pleased to provide the Panel with the report entitled "Opinion Survey on Hong Kong's bid to host the 2023 Asian Games". A copy of report is at Annex.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Jack Chan'.

( Jack Chan )

for Secretary for Home Affairs

Telephone Survey Research Laboratory  
Hong Kong Institute of Asia-Pacific Studies  
The Chinese University of Hong Kong

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**Opinion Survey on Hong Kong's potential bid  
to host the 2023 Asian Games**

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November 19 to December 1, 2010

The survey was commissioned by Home Affairs Bureau.

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## Executive Summary

1. This telephone survey was conducted from 19 November to 1 December 2010. In the survey, 1,848 Hong Kong residents aged 18 or above were successfully interviewed by using random sampling, yielding a response rate of 47.9% and a sampling error of around  $\pm 2.28\%$  (at a confidence level of 95%).
2. The residents being interviewed were first asked about their attitudes towards Hong Kong's bid for the 2023 Asian Games (the order of questions were randomly displayed). According to the survey results, 58.3% of the respondents agreed that hosting the Asian Games "will promote the development of sports in Hong Kong" and 54.6% that it "will bring about direct and indirect economic benefits to Hong Kong. As the same time, a larger percentage of the respondents agreed that "hosting the Asian Games requires a sizeable financial commitment, thus affecting other government projects and services" (65.0%), while more respondents were also worried that "there will be a waste of infrastructure in the Post-Asian Games period" (64.2%). However, there were conflicting views on whether staging the Asian Games can enhance civic pride and contribute to social cohesion. While 46.6 % of respondents agreed with this notion, 50.0% did not.
3. When the respondents were asked whether Hong Kong has the ability to organize a successful Asian Games, a larger percentage of them gave positive answers (56.2%), while 37.1% expressed the opposite opinion.
4. Regarding the financial arrangement, more than half of the respondents (51.3%) said that it was unacceptable if the total direct cost to Hong Kong of hosting the 2023 Asian Games was not higher than HK\$ 14.5 billion. However, if a more economical plan could be found that would reduce the total direct cost to HK\$ 6 billion without particularly upgrading sport centres, the percentage of those who found this unacceptable dropped to 37.6, while the percentage of those who considered the plan acceptable rose to 54.0.
5. After taking into consideration the possibility of reducing the total direct expenditure to 6 billion and other pros and cons, about 46.3% of the respondents supported Hong Kong's bid to stage the 2023 Asian Games ("strongly agree": 6.5% and "agree": 39.8%), while the other 48.9% held the opposite view ("strongly do not support": 11.7% and "do not support": 37.2%). Although the percentage of those expressing disapproval was higher than that of those expressing support, the difference between them was only 2.6%. Taking sampling errors (around  $\pm 2.28\%$ ) into account, the actual figures for these two groups were rather close. The survey also found that the percentage of those expressing disapproval was explicitly higher in

the earlier stage of the fieldwork (19 November to 25 November—support: 44.3%; do not support: 50.8%), while the percentage of those expressing support gradually increased in the later stage (26 November to 1 December 2010—support: 48.2%, do not support: 47.2%), causing the gap between the two groups to finally narrow.

6. In addition, when those respondents who did not support Hong Kong's bid for the 2023 Asian Games were asked the reasons for their opposition (under without default answer options, the respondents were allowed to answer freely and to provide more than one reason), the responses were quite diverse. The reasons mentioned most often were that “public funds should be used in a better way (e.g., the money should be used to help the poor or to subsidize the athletes)” (30.1%) and “the expenditures will be too high” (29.7%).
7. To conclude, the number of residents who did not support Hong Kong's bid for the Asian Games was slightly higher than the number that did support it. However, the percentage of those expressing support gradually increased to the point where there was little difference in percentage between support and disapproval. Citizens have conflicting views on this issue and so far no consensus has been reached. Taking into consideration the pros and cons of staging the Asian Games, the ability of Hong Kong to host the Games, the level of acceptance of the financial arrangements for the Games, and the various reasons for objecting to the bid, it was observed that the public still had reservations about Hong Kong's bid to host the 2023 Asian Games. The financial factor was, of course, one of the major reasons for this, but non-financial considerations should also not be ignored and need to be further studied.

### Details of the Fieldwork

Date	: November 19, 2010 – December 1, 2010 (6:00 p.m. to 10:30 p.m.) [some cases were conducted during daytime for those who were not available at night]	
Target population	: HK residents aged 18 who can speak Cantonese and Putonghua	
Method	: Random sample telephone survey	
Sampling	: First, telephone numbers were randomly selected from the latest Hong Kong Residential Telephone Directory (both the Chinese and English versions) as seed numbers. To include unpublished telephone numbers, we replaced by computer the last two digits of the selected telephone numbers with two new, random digits. This became the sample of the study. Second, when telephone contact was successfully established with a non-target household, only a person aged 18 or above was randomly chosen for an interview.	
Successful sample size	: 1,848	
Fieldwork Results		
Total Telephone Numbers		20,000
<i>No. of ineligible cases:</i>		<i>9,611</i>
Invalid lines	7,375	
Non-residential	1,013	
Fax number	954	
Language problems	188	
Not qualified	81	
<i>No. of unknown cases (residential units or eligible not being identified)</i>		<i>6,534</i>
No one contacted	3,460	
Busy line	498	
Voice machine/password	448	
Others (including immediately hanged and residential units not being identified)	2,128	
<i>No. of eligible case</i>		<i>3,855</i>
Refused by others (randomly selection not being processed)	1,557	
Refused by selected respondents (randomly selection being processed/mid-termination)	270	
Selected respondents were unavailable during the fieldwork period (randomly selection being processed)	180	
Successfully interviewed	1,848	
Valid response rate	: 47.9% [1,848 / (1,848 + 1,557 + 270 + 180)]	
Sampling error	: At a 95% confidence level, the standard error of the sample is 0.0116 and the maximum estimated sampling error for a sample of 1,848 cases is within the range of $\pm 2.28\%$ .	

## Frequency Table of All Variables

Q1 "There is an opinion that hosting the Asian Games will promote the development of sports in Hong Kong. To what extent do you agree with this opinion?"

	Frequency	Percentage	Valid Percentage
1. Strongly agree	179	9.7	9.7
2. Agree	898	48.6	48.6
3. Disagree	612	33.1	33.1
4. Strongly disagree	109	5.9	5.9
8. Don't know/Hard to say	50	2.7	2.7
Total	1848	100.0	100.0

Valid cases 1848 Missing cases 0

Q2 "There is an opinion that hosting the Asian Games can enhance civic pride, and also contribute to social cohesion. To what extent do you agree with this opinion?"

	Frequency	Percentage	Valid Percentage
1. Strongly agree	114	6.2	6.2
2. Agree	746	40.4	40.4
3. Disagree	807	43.7	43.7
4. Strongly disagree	116	6.3	6.3
8. Don't know/ Hard to say	65	3.5	3.5
Total	1848	100.0	100.0

Valid cases 1848 Missing cases 0

Q3 "There is an opinion that hosting the Asian Games can bring direct and indirect economic benefits for Hong Kong, for instance, by attracting business, stimulating tourist spending, and increasing employment opportunities. To what extent do you agree with this opinion?"

	Frequency	Percentage	Valid Percentage
1. Strongly agree	113	6.1	6.1
2. Agree	896	48.5	48.5
3. Disagree	663	35.9	35.9
4. Strongly disagree	93	5.0	5.0
8. Don't know/ Hard to say	83	4.5	4.5
Total	1848	100.0	100.0

Valid cases 1848      Missing cases 0

Q4 "There is an opinion that hosting the Asian Games will require a sizeable financial commitment, thus affecting other government projects and services. To what extent do you agree with this opinion?"

	Frequency	Percentage	Valid Percentage
1. Strongly agree	327	17.7	17.7
2. Agree	874	47.3	47.3
3. Disagree	472	25.5	25.5
4. Strongly disagree	100	5.4	5.4
8. Don't know/ Hard to say	75	4.1	4.1
Total	1848	100.0	100.0

Valid cases 1848      Missing cases 0

Q5 "There is an opinion that there will be a waste of infrastructure in the Post-Asian Games period. To what extent do you agree with this opinion?"

	Frequency	Percentage	Valid Percentage
1. Strongly agree	322	17.4	17.4
2. Agree	864	46.8	46.8
3. Disagree	564	30.5	30.5
4. Strongly disagree	34	1.8	1.8
8. Don't know/ Hard to say	64	3.5	3.5
Total	1848	100.0	100.0

Valid cases 1848 Missing cases 0

Q6 "Do you think Hong Kong has the ability to organize the Asian Games well?"

	Frequency	Percentage	Valid Percentage
1. Yes	1038	56.2	56.2
2. No	685	37.1	37.1
8. Don't know/Hard to say	125	6.8	6.8
Total	1848	100.0	100.0

Valid cases 1848 Missing cases 0



Q7 "If Hong Kong hosts the 2023 Asian Games and the total direct cost is not higher than HK\$14.5 billion, do you think you could accept such a financial arrangement?"

	Frequency	Percentage	Valid Percentage
1. Yes	687	37.2	37.2
2. No	948	51.3	51.3
8. Don't know/ Hard to say	212	11.5	11.5
9. Refused to answer	1	0.1	Missing
Total	1848	100.0	100.0

Valid cases 1847      Missing cases 1

Q8 "If there is an economical scheme that can reduce the total direct cost to HK\$6 billion without particularly upgrading sports centres, to what extent do you accept such a financial arrangement?"

	Frequency	Percentage	Valid Percentage
1. Yes	997	54.0	54.0
2. No	695	37.6	37.6
8. Don't know/ Hard to say	155	8.4	8.4
9. Refused to answer	1	0.1	Missing
Total	1848	100.0	100.0

Valid cases 1847      Missing cases 1

Q9 "After considering the reduction of the total expenditure on hosting the Asian Games to 6 billion and other pros and cons, to what extent do you support Hong Kong's bid to host the 2023 Asian Games?"

	Frequency	Percentage	Valid Percentage
1. Strongly support [Skip to ask Age]	120	6.5	6.5
2. Support [Skip to ask Age]	736	39.8	39.8
3. Do not support [Skip to ask Q10]	687	37.2	37.2
4. Strongly do not support [Skip to ask Q10]	216	11.7	11.7
8. Don't know/ Hard to say[Skip to ask Age]	88	4.8	4.8
9. Refuse to answer [Skip to ask Q10]	1	0.1	Missing
Total	1848	100.0	100.0

Valid cases 1847      Missing cases 1

Q10 "Please tell what are the main reasons why you do not support Hong Kong's bid to host the Asian Games?"

【Ask those who do not support Hong Kong's bid to host the Asian Games】

【No hinting for answers, multiple responses are allowed】

	Frequency	% based on valid cases*
1. The expenditures will be too high	268	29.7
2. The infrastructure after Asian Games may be a waste	82	9.1
3. Worry that other government projects and social services may be affected due to requiring a sizeable financial commitment for hosting the Asian Games	29	3.2
4. Worry that it will lead to over-budget / Gov't often applies additional funding/ HK\$6billion could not afford to host the Asian Game	80	8.9
5. Public funds should be used in a better way/ the money should be used to help the poor or to subsidize the athletes	271	30.1
6. It is not necessary for HK to host Asian Game	102	11.3
7. Hosting Asian Game is just a single event and it is not worth	59	6.5
8. HK is a small city with a huge population, not enough space to build sports facilities	110	12.2

Opinion Survey on Hong Kong's bid to host the 2023 Asian Games

	Frequency	% based on valid cases*
9. Economic benefits to HK brought by the Asian Games is not really great	86	9.5
10. Waste of public funds and public efforts	96	10.7
11. HK could not host the Asian Game better than the other countries	87	9.7
13. Hong Kong people in general are not so enthusiastic about sports	14	1.6
15. The infrastructure of sports facilities could not support to host a such large scale of sports event	22	2.4
19. The idea of hosting the Asian Game is just made by a small group of people to fulfill their ego	17	1.9
77. Others	81	8.8
88.. Don't know/Hard to say	13	1.4
Total	1,417	

Valid cases 901      Missing cases 2

*\*Due to the fact that multiple answers were allowed, the overall percentage exceeds 100%.*

AGE "Please tell me to which of the following age groups do you belong?"

	Frequency	Percentage	Valid Percentage
1. 18-29	361	19.5	19.6
2. 30-49	775	41.9	42.1
3. 50 or above	705	38.1	38.3
9. Refuse to answer	7	0.4	Missing
Total	1848	100.0	100.0

Valid cases 1841      Missing cases 7

## EDU "Please tell me what is your level of educational attainment?"

	Frequency	Percentage	Valid Percentage
1. Primary or below	180	9.7	9.8
2. Secondary	974	52.7	53.0
3. Tertiary or above	685	37.1	37.2
9. Refuse to answer	9	0.5	Missing
Total	1848	100.0	100.0

Valid cases 1839      Missing cases 9

## WORK "Please tell me to which of the following working status groups do you belong?"

	Frequency	Percentage	Valid Percentage
1. Employed	1016	55.0	55.2
2. Student	183	9.9	9.9
3. Retired	296	16.0	16.1
4. House-keeping	288	15.6	15.6
5. Others: looking for work/suspended from work	59	3.2	3.2
9. Refuse to answer	6	0.3	Missing
Total	1848	100.0	100.0

Valid cases 1842      Missing cases 6

## SEX Gender of the respondents

	Frequency	Percentage	Valid Percentage
1. Male	853	46.2	46.2
3. Female	995	53.8	53.8
Total	1848	100.0	100.0

Valid cases 1848      Missing cases 0

## Questionnaire

### **Introduction:**

"Hello, we are calling from the Hong Kong Institute of Asia-Pacific Studies of the Chinese University of Hong Kong. We are conducting a public opinion survey about whether Hong Kong should submit a bid to host the Asian Games. We hope that you can spend some time to answer some short questions. Would you mind helping us?"

"In order to avoid biased samples, we would like to do a random sampling. Please tell us how many people are 18 or above in your family?" (Enter the number of qualified people, and invite the selected family member to answer the questions)

### **Questionnaire:**

"Please tell us the extent to which you agree with the following opinions about Hong Kong's bid to host the 2023 Asian Games."

**【Q1 to Q5 will be randomly displayed】**

**Q1 "There is an opinion that hosting the Asian Games will promote the development of sports in Hong Kong. To what extent do you agree with this opinion?"**

**【Read out 1-4】**

- |                      |                           |
|----------------------|---------------------------|
| 1. Strongly agree    | 8. Don't know/Hard to say |
| 2. Agree             | 9. Refuse to answer       |
| 3. Disagree          |                           |
| 4. Strongly disagree |                           |

**Q2 "There is an opinion that hosting the Asian Games can enhance civic pride and also contribute to social cohesion. To what extent do you agree with this opinion?"**

**【Read out 1-4】**

- |                      |                           |
|----------------------|---------------------------|
| 1. Strongly agree    | 8. Don't know/Hard to say |
| 2. Agree             | 9. Refuse to answer       |
| 3. Disagree          |                           |
| 4. Strongly disagree |                           |

**Q3 “There is an opinion that hosting the Asian Games can bring direct and indirect economic benefits for Hong Kong, for instance, by attracting business, stimulating tourist spending, and increasing employment opportunities. To what extent do you agree with this opinion?”**

**【Read out 1-4】**

- |                      |                            |
|----------------------|----------------------------|
| 1. Strongly agree    | 8. Don't know/ Hard to say |
| 2. Agree             | 9. Refuse to answer        |
| 3. Disagree          |                            |
| 4. Strongly disagree |                            |

**Q4 “There is an opinion that hosting the Asian Games will require a sizeable financial commitment, thus affecting other government projects and services. To what extent do you agree with this opinion?”**

**【Read out 1-4】**

- |                      |                            |
|----------------------|----------------------------|
| 1. Strongly agree    | 8. Don't know/ Hard to say |
| 2. Agree             | 9. Refuse to answer        |
| 3. Disagree          |                            |
| 4. Strongly disagree |                            |

**Q5 “There is an opinion that there will be a waste of infrastructure in the Post-Asian Games period. To what extent do you agree with this opinion?”**

**【Read out 1-4】**

- |                      |                            |
|----------------------|----------------------------|
| 1. Strongly agree    | 8. Don't know/ Hard to say |
| 2. Agree             | 9. Refuse to answer        |
| 3. Disagree          |                            |
| 4. Strongly disagree |                            |

**Q6 “Do you think Hong Kong has the ability to organize the Asian Games well?”**

- |        |                           |
|--------|---------------------------|
| 1. Yes | 8. Don't know/Hard to say |
| 2. No  | 9. Refuse to answer       |

**Q7 "If Hong Kong hosts the 2023 Asian Games and the total direct cost is not higher than HK\$14.5 billion do you think you could accept such a financial arrangement?"**

- |        |                           |
|--------|---------------------------|
| 1. Yes | 8. Don't know/Hard to say |
| 2. No  | 9. Refuse to answer       |

**Q8 "If there is an economical scheme that can reduce the total direct cost to HK\$6 billion without particularly upgrading sports centres, would you accept such a financial arrangement?"**

- |        |                           |
|--------|---------------------------|
| 1. Yes | 8. Don't know/Hard to say |
| 2. No  | 9. Refuse to answer       |

**Q9 "After considering the reduction of the total expenditure on hosting the Asian Games to HK\$6 billion and other pros and cons, to what extent do you support Hong Kong's bid to host the 2023 Asian Games?"**

**【Read out 1-4】**

- |  |  |
|--|--|
| 1. Strongly support [Skip to ask AGE]        | 8. Don't know/ Hard to say [Skip to ask AGE] |
| 2. Support [Skip to ask AGE]                 | 9. Refuse to answer [Skip to ask AGE]        |
| 3. Do not support [Skip to ask Q10]          |  |
| 4. Strongly do not support [Skip to ask Q10] |  |

**【Ask those who do not support Hong Kong's bid to host the Asian Games】**

**Q10 "Please tell what are the main reasons why you do not support Hong Kong's bid to host the Asian Games?"**

**【No hinting for answers, multiple responses are allowed】**

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77. Others (Please specify)

88. Don't know/Hard to say

99. Refuse to answer

**AGE** “Please tell me to which of the following age groups do you belong?”

【Read out 1-3】

- |                |                     |
|----------------|---------------------|
| 1. 18-29       | 9. Refuse to answer |
| 2. 30-49       |                     |
| 3. 50 or above |                     |

**EDU** “Please tell me what is your level of educational attainment?”

【Read out 1-3】

- |                      |                     |
|----------------------|---------------------|
| 1. Primary or below  | 9. Refuse to answer |
| 2. Secondary         |                     |
| 3. Tertiary or above |                     |

**WORK** “Please tell me to which of the following working status groups do you belong?”

【Read out 1-4】

- |   |                     |
|---|---------------------|
| 1. Employed                                     | 9. Refuse to answer |
| 2. Student                                      |                     |
| 3. Retired                                      |                     |
| 4. House-keeping                                |                     |
| 5. Others: looking for work/suspended from work |                     |

(End)