



**PUBLIC
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RESEARCH
INSTITUTE**
公共政策研究所

Report on the Analysis of Views
for
Stage 2 Public Engagement Exercise
for
West Kowloon Cultural District

**Briefing to Panel on Home Affairs and Panel on
Development
Joint Subcommittee to Monitor the
Implementation of the
West Kowloon Cultural District Project
(March 29, 2011)**

Data Sources & Quantity

Item	Data Source		Channel	Quantity	Sub-total
1	Records of Public Engagement (PE) Events		Focus Group Meetings/Forums	15	27
			Other Meetings/Forums	6	
			Public Forums	5	
			Youth Forum	1	
2	Questionnaires	Self-returned (4,817 in total)	Online	2,059	7,310
			On Site (PE Events)	1,614	
			Post / Hand Delivery	1,143	
			Fax	1	
		Face-to-face Exit Poll Interviews	2,493		
3	Written Submissions	Non-electronic Platform	Fax	11	264
			Post	34	
			Hand Delivery	11	
		Electronic Platform	208		
4	Media Reports			347	347
				Total:	7,948

Questionnaire

Main Foci

1. The extent to which the Conceptual Plan Options (CPOs) have addressed the mainstream comments received in Stage 1 PE Exercise (PE1)
2. Individual features of each CPO
3. The phasing of Core Arts and Cultural Facilities (CACF) and type of additional facilities, and
4. The demographic characteristics of respondents
(Open-ended responses are allowed in every question)

Flagged Cases

- 629 self-returned questionnaires in **5 batches + 2** are sent via mail during 15-23 Nov 2010
(13.1% of all self-returned questionnaires)
- They all use **photocopies** of the questionnaire (not the printed version distributed by the WKCDA)
- All except 25 **do not contain any written comments**
- Most **do not contain demographic information**
- The responses appear to be similar

Treatment

- PPRI formed a special committee to look into these cases
- The Committee found that **Average score** for a particular CPO **is higher** for all questions
- Statistical tests conducted reveal that **significant difference exists in all of the answers for all of the questions** between these flagged cases and the non-flagged cases
- The rank order of the Options is unaffected for 9 out of 13 items
- In the absence of explicit rules for submission, which is common for public engagement exercise, the Committee is of the opinion that there is insufficient evidence to invalidate these cases

Treatment

Cases Flagged

- The Committee decided that these questionnaires need to be flagged and that the results should be presented with and without the flagged ones in the Annex
- For discrepancies among the 3 data sets (self-returned with flagged cases, self-returned w/o flagged cases, Exit Poll) the results of the Exit Poll should prevail
- Results from the written comments from flagged cases (187 text units (0.7% of total)) are also presented in the Annex

Profile of Respondents

- Self-returned (4,817)
 - 30% between age 18 and 30; 25% under 18
 - 40% have university education
 - Over 75% visited arts/cultural facilities in the past year
- Exit Poll (2,493)
 - 37% between age 18 and 30; 17% under 18
 - 52% have university education
 - Over 90% visited arts/cultural facilities in the past year

Summary Results: Average Score & Rank Order

Questions	Self-Returned (Including Flagged Cases)	Self-Returned (Excluding Flagged Cases)	Exit Poll
Q.1 – Addressing the Mainstream Comments from PE1			
(a) Exhibiting a Green Setting	CP(4.30), CC(3.48), PND(3.27)	CP(4.28), CC(3.49), PND(3.33)	CP(4.23), CC(3.66), PND(3.26)
(b) Environmental Friendliness	CP(4.01), CC(3.45), PND(3.20)	CP(3.98), CC(3.50), PND(3.28)	CP(3.99), CC(3.59), PND(3.22)
(c) HK's Unique Characters	PND(3.62), CC(3.40), CP(3.14)	PND(3.76), CC(3.47), CP(3.01)	PND(3.78), CC(3.61), CP(2.87)
(d) Relaxing Atmosphere	CP(4.04), CC(3.47), PND(3.37)	CP(4.02), CC(3.56), PND(3.48)	CP(4.03), CC(3.74), PND(3.47)
(e) Public Open Space	CP(4.03), CC(3.57), PND(3.55)	CP(4.01), CC(3.71), PND(3.68)	CP(4.02), CC(3.85), PND(3.68)
(f) Connectivity with Neighbouring Districts *	CP(3.64), PND(3.60), CC(3.54)	PND(3.73), CC(3.66), CP(3.58)	PND(3.76), CC(3.75), CP(3.53)
(g) Needs of Different Users *	CP(3.61), PND(3.51), CC(3.47)	PND(3.67), CC(3.60), CP(3.57)	CC(3.72), PND(3.68), CP(3.51)

*** Rank order not the same for the 3 data sets. Figures inside () indicate the Average Score of the for respective CPO.**
 CP- City Park; CC- Cultural Connect: Key to Sustained Vitality; PND- Project for a New Dimension

Summary Results: Average Score & Rank Order

Questions	Self-Returned (Including Flagged Cases)	Self-Returned (Excluding Flagged Cases)	Exit Poll
Q.2a – Degree of Liking of Essential Features			
(i) Open Space	CP(3.88), CC(3.49), PND(3.44)	CP(3.84), CC(3.57), PND(3.54)	CP(3.87), CC(3.77), PND(3.50)
(ii) C.A.C.F.*	CP(3.70), PND(3.60), CC(3.53)	PND(3.72), CP(3.63), CC(3.62)	CC(3.79), PND(3.74), CP(3.55)
(iii) Retail, Dining & Entertainment Facilities*	CP(3.74), PND(3.49), CC(3.42)	CP(3.69), PND(3.62), CC(3.52)	No sig. diff.
(iv) Hotel, Office & Residential Facilities*	CP(3.71), CC(3.55), PND(3.37)	CP(3.66), PND(3.48), CC(3.45)	CP(3.59), CC(3.55), PND(3.33)
Q.2b			
Connectivity*	CP(3.77), PND(3.53), CC(3.51)	CP(3.72), PND(3.65), CC(3.61)	CC(3.76), CP(3.69), PND(3.67)
Q.2c			
Accessibility	CP(3.93), PND(3.60), CC(3.55)	CP(3.90), PND(3.72), CC(3.64)	CP(3.89), PND(3.75), CC(3.74)

*** Rank order not the same for the 3 data sets. Figures inside () indicate the Average Score of the for respective CPO.**
 CP- City Park; CC- Cultural Connect: Key to Sustained Vitality; PND- Project for a New Dimension

Summary of Results: Average Scores for OACF & Education-related Facilities

	Self-Returned (Including Flagged Cases)	Self-Returned (Excluding Flagged Cases)	Exit Poll
OACF's Score Range	3.53 to 3.95	3.63 to 3.95	3.81 to 4.00

- The scores are high for almost all of the facilities.

** OACF = Other Arts and Cultural Facilities*

Comparing Results from the Three Data Sets

- Rank order same for 8 out of 13 questions (Exit Poll vs Self-returned)
- Rank order same for 9 out of 13 questions (Self-returned (Including Flagged Cases) vs Self-returned (Excluding Flagged Cases))
- In the event the rank order is different, the rank order from Exit Poll are given more prominence in the Report

Qualitative Data Analysis

Analytical Framework

- A total of 7,948 pieces of documents (including 7,310 questionnaires) were content analysed
- A classification framework based on the views expressed were constructed : themes, categories, and subcategories
- 9 themes, 42 categories and 161 sub-categories

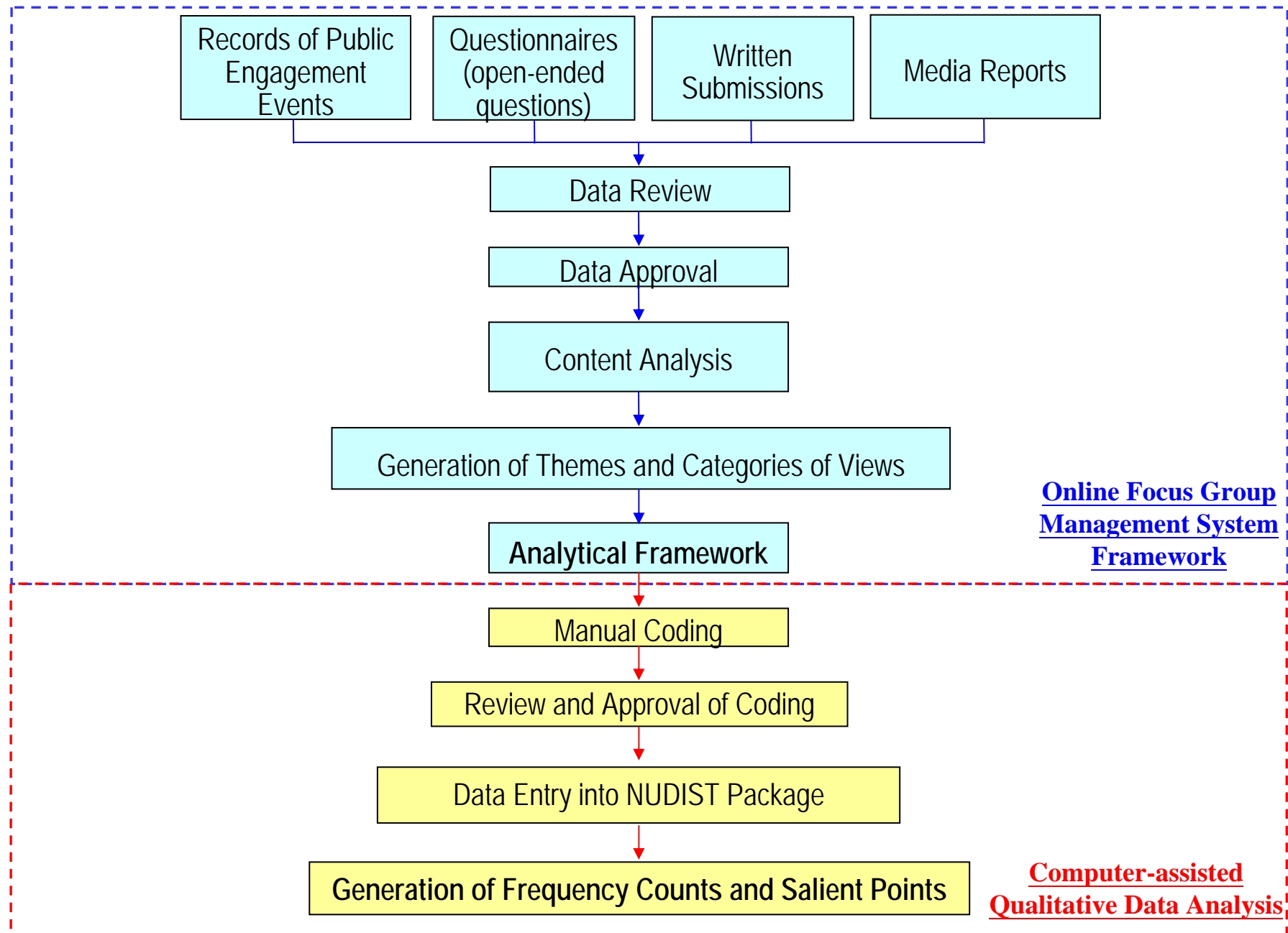
Data Coding

- Views contained in each document are organised into “text units” – a phrase, a sentence or a sequence of sentences representing a point made by the respondent
- Each text unit is assigned to a category / sub-category of the framework via NUDIST
- The classification is checked by a reviewer
- For subcategories relating to “positive views”, “negative views” and “other views”, the classification is checked for a third time

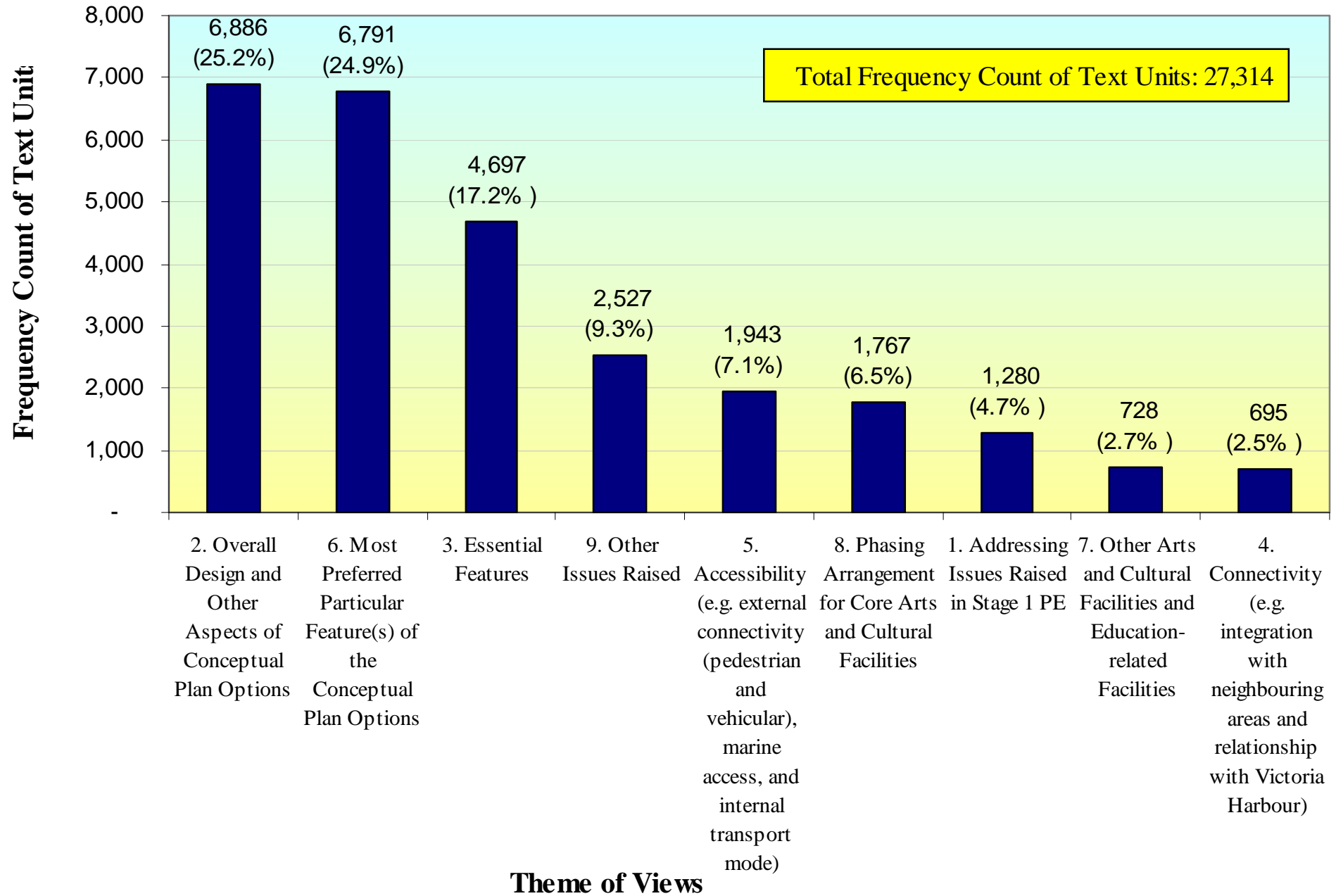
NUDIST System

- NUDIST then display all text units under each category/subcategory
- Frequency count of text units for each category/subcategory are displayed by NUDIST
- Based on the NUDIST display, salient points are drawn up for each category/subcategory

Development of Analytical Framework and Coding Process for Qualitative Data Analysis



9 Themes of Views (in descending order)



Consolidated Results

Addressing Comments from PE1

- **Green Setting**: CP ranks #1 in all data sets (CP, CC, PND) and has highest frequency counts (FQ) in +ve comments (CP-103, CC-32, PND- 20); (-ve comments: CP-48, CC-37, PND-36)
- **Environmental Friendliness**: CP ranks #1 in all data sets (CP, CC, PND) and has highest FQ in +ve comments (CP-56, CC-20, PND-5); (-ve comments: CP-13, CC-8, PND-18)

Consolidated Results

Addressing Comments from PE1

- **HK Characteristics:** PND ranks #1 in all data sets (PND,CC, CP) and has highest FQ in +ve comments (PND-76, CC-37, CP-3); (-ve comments: PND-17, CC-7, CP-23)
- **Experiencing a Relaxing Atmosphere:** CP ranks #1 in all data sets (CP, CC, PND) and has highest FQ in +ve comments (CP-14, CC-7, PND-5), (-ve comments: CP-1, CC-6, PND-4)

Consolidated Results

Addressing Comments from PE1

- **Open Space**: CP ranks #1 in all data sets (CP, CC, PND) The number of comments from qualitative data is rather low for all options:
+ve comments: CP-10, CC-15, PND-5;
(-ve comments: CP-4, CC-4, PND-7)
- **Connectivity**: There is no convergence of data from the data sets. The number of comments from qualitative data is rather low for all options.
The result should be regarded as inconclusive

Consolidated Results

Addressing Comments from PE1

- Catering the Needs of Different Users: There is no convergence of data from the 3 data sets. The number of comments from qualitative data is rather low for all options.
The result should be regarded as inconclusive

Consolidated Results: Degree of Liking for Essential Features

- **Public Open Space**: CP ranks #1 in all data sets (CP, CC, PND). +ve comments for CP and CC are close (CP-122, CC-126, PND-61), (-ve comments: CP-77, CC-72, PND-64)
- **CACF**: The rank order is different among different data sets (CC ranks #1 in Exit Poll; CP ranks #1 in Self-returned, if flagged cases are excluded, PND ranks #1) +ve comments: PND-173, CC -135, CP-76; (-ve comments: PND-123, CC-106, CP-125)

Consolidated Results: Degree of Liking for Essential Features

- **Retail, Dining & Entertainment:** No significant difference is observed in Exit Poll. The number of +ve comments for all 3 are more or less evenly distributed (PND-57, CP-51, CC-35), while the respective FQ in –ve comments are: PND-63, CP-45, CC-32
- **Hotel, Office & Residential:** CP ranks #1 in all data sets (CP, CC, PND) and has highest FQ in +ve comments (CP-107, CC-69, PND-31); while –ve comments FQ are: CP-70, CC-100, PND-101

Consolidated Results: Degree of Liking for Essential Features

- **Connectivity**: The rank order is different among the different data sets (CC ranks #1 in Exit Poll; CP ranks #1 in Self-returned). In terms of +ve comments, CC ranks #1 (CC-105, PND-97, CP-58), (-ve comments: CC-30, PND-57, CP-49)
- **Accessibility**: CP ranks #1 in all 3 data sets and has high FQ in +ve comments (CP-209, PND-207, CC-163), (-ve comments: CP-76, PND-131, CC-54)

Consolidated Results: Phasing Arrangements - CACF

- There is general support for the proposed phasing arrangements for core arts and cultural facilities:
 - Phase 1 arrangements (188 +ve views, 11 -ve views)
 - Phase 2 arrangements (160 +ve views, 28 -ve views)

Consolidated Results:

Other Arts and Cultural/Educational Facilities

- All of the proposed facilities received high score
- School of Arts and Creative Industries (PND) received the highest score from Exit Poll (4.0), followed by Community Art College and Film Centre (both CC) (3.98), Knowledge Centre (CP) (3.97), Performing Arts Factory (PND) (3.96), Art Organization Workspace/International Cultural Establishment (CC) (3.96)
- Comments are few for all proposed facilities, but mostly positive

CONCLUSIONS: Overall Remarks

- All of the CPOs, in general, received a high degree of support from respondents for almost all of the attributes (> 3.0 (out of 5) for almost all multiple choice questions)
- For verbal/written comments, the distribution of +ve & -ve comments tends to be close for the 3 CPOs on many issues. There is no clear preference for some of the attributes.
- The “preferred” Option for each attribute indicated often leads the other two by only a small margin in average score (but the small margin is statistically significant)

CONCLUSIONS:

Addressing the Main Concerns from PE1

- CP is the preferred option in terms of:
 - *Exhibiting a Green Setting*
 - *Environmental Friendliness*
 - *Relaxing Atmosphere*
 - *Providing Public Open Space*
- PND is the preferred option in terms of:
 - *Showcasing HK's Unique Local & Traditional Characteristics*
- There is no clear indication as to which Option best addresses concerns regarding:
 - *Connectivity*
 - *Catering the Needs of Different Users*

CONCLUSIONS:

Degree of Liking for the Essential Features

- CP has the highest level of support in terms of its design for *Providing Public Open Space*, while support for CC's design for this feature is considerable
- CC has relatively high level of support in terms of its design for *Core Arts and Cultural Facilities*, while support for the other *two Options* on this feature is also considerable

CONCLUSIONS:

Degree of Liking for the Essential Features

- For *Retail, Dining and Entertainment Facilities*, no single Option receives significantly more support than the other two
- For *Hotel, Office and Residential Facilities*, CP is clearly the preferred Option
- No clear indication as to which Option is most preferred regarding *Connectivity*, noting that CC appears to have marginally more support
- CP is the preferred Option in terms of *Accessibility*

CONCLUSIONS: **Phasing Arrangements**

- There is general support for the proposed *phasing arrangements*.

Other Arts, Cultural & Educated-related Facilities

- Most of the suggested *Other Arts, Cultural and Education-related Facilities* receive favourable support

CONCLUSIONS:

Other Views

- The public's key concerns are:
 - The public engagement exercise
 - Talent nurturing & audience building programmes
 - WKCD's overall design principles
 - WKCDA's management & operations



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Thank you