

Report on the Analysis of Views for the Public Consultation Exercise on the Proposed Hong Kong Palace Museum Project

- Report -

Submitted to
**West Kowloon
Cultural District
Authority (WKCDA)**

Prepared by
**Consumer Search
Hong Kong Limited
(CSG)**



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TABLE OF CONTENTS

Introduction	3
Public Opinion Poll	6
Consultation Activities	17
Conclusion	36
Annex	39
I. Copy of Questionnaire for the Public Opinion Poll	39
II. Summary Tables on Views Collected from the Public Opinion Poll.....	47
III. Copy of Public Consultation Activities (Online and Paper Questionnaires)	59
IV. List of Activities under the Public Consultation Exercise.....	62

INTRODUCTION

1. The West Kowloon Cultural District (WKCD), located on the waterfront of Hong Kong's Victoria Harbour, is one of the largest cultural projects in the world. Its vision is to create a vibrant new cultural quarter for Hong Kong. With a variety of theatres, performance space, and M+, WKCD will produce and host world-class exhibitions, performances and cultural events, as well as provide 23 hectares of public open space, including a two-kilometre waterfront promenade.
2. WKCD is committed to facilitating and enhancing cultural exchange and cooperation among Hong Kong, Mainland China and beyond, and to enhancing the appreciation of a diverse and pluralistic range of the arts as set out in the WKCDA Ordinance (Cap. 601). According to the Planning Themes and Design Principles of the Development Plan approved in January 2013, WKCD is to be developed into a world-class integrated arts and cultural district comprising local, traditional as well as international elements.
3. The West Kowloon Cultural District Authority (WKCDA) announced the signing of the Memorandum of Understanding of Cooperation (MOU) between WKCDA and the Palace Museum in Beijing on 23 December 2016 on the development of the proposed Hong Kong Palace Museum (HKPM) in WKCD with long-term loans from the Palace Museum. Under this special arrangement, the HKPM would, if approved, be established by WKCDA as a new focal point of WKCD for displaying the visual culture of 5 000 years of rich historical Chinese art from the imperial courts.

4. Following the signing of the MOU, WKCD has undertaken a multi-pronged public consultation exercise from 11 January to 8 March 2017 to hear the views of the general public and stakeholders on the proposed HKPM project, including those from professional bodies in the architectural, engineering, landscape, planning and surveying fields as well as the arts and culture sector. Information on the proposed HKPM project was on display at the City Gallery in Central and online on the WKCD website throughout the consultation period. Members of the public and stakeholders were invited to submit their views on the proposed HKPM project within this period. The outcome of the public consultation exercise will be reported to the WKCD Board for deliberation on the way ahead.
5. An independent consulting firm (the Consumer Search Group, the “Consultation Consultant”) was commissioned by WKCD to provide data collection and analysis services for the public consultation process.
6. The Consultation Consultant analysed the opinions of the public on the proposed HKPM project and their reasons behind based on the views expressed by participants of various consultation activities, paper questionnaires collected at the City Gallery, online questionnaires conducted via the WKCD website¹, as well as written and other submissions from members of the public. Views and opinions published in the media reports² throughout the consultation period have been reviewed as reference materials. Since this information has been collected from the open sources and it was not received from the official consultation channels, it was thus excluded in the consolidated analysis.

¹ The paper and online questionnaires adopted the approach of open-ended questions to enable respondents to provide views on the proposed project as a whole, views on a number of specific areas (such as facilities, operation, types of exhibitions and programmes, learning programmes and interpretation activities), and all other comments and suggestions related to the proposed project.

² Only opinion press related to the proposed HKPM project were included and all straight news reports were excluded. As these media reports (sourced from the WiseNews network) were not formal submissions to WKCD through proper consultation channels, they were being treated as reference materials only.

7. In addition to the qualitative analysis of views and suggestions of the general public and various stakeholder groups as collected in a more in-depth manner from the various consultation activities, the Consultation Consultant also conducted a public opinion poll among the general public covering the Hong Kong resident population of age 15 or above with the aim to reach out to more members of the public. The collected data, which were projected to represent the Hong Kong resident population aged 15 or above, complements the views obtained in the other consultation activities.
8. The combination of quantitative and qualitative method of data analyses helped cross-validate the views and opinions collected and ensured that the observations truly reflected the views of the general public and various stakeholder groups.
9. This report covers the overall analysis of the views and opinions received during the public consultation period covering:-
 - Public opinion poll through on-street face-to-face interviews;
 - Questionnaires (i) distributed at the City Gallery in Central where the proposed HKPM project details were on display, and (ii) conducted via the WKCDA website where the proposed HKPM project details were uploaded;
 - Views expressed at the consultation activities (including consultation sessions, meetings and forums) that WKCDA organised or took part in; and
 - Written and other submissions from the public.

PUBLIC OPINION POLL

Methodology

10. In order to reach out to more members of the public and collect their views on the proposed HKPM project, a territory-wide public opinion poll was commissioned during the consultation period. The public opinion poll collected and analysed the opinions from the general public in order to understand the similarities and differences of their views on the proposed HKPM project and provide information for WKCD's reference in the deliberation of the proposed project development.
11. The public opinion poll covered the Hong Kong resident population aged 15 or above. Quota sampling was adopted to ensure that the enumerated samples could represent an appropriate composition of the target population. The quota was set with reference to the corresponding population figures as at the third quarter of 2016 provided by the Census and Statistics Department, including (i) age, (ii) gender, (iii) highest educational attainment and (iv) working status.
12. A total of 1 805 respondents were successfully enumerated in 18 locations with major traffic junctions, transport hubs and landmarks in Hong Kong³, covering Hong Kong Island, Kowloon and the New Territories, between 28 February and 7 March 2017 via on-street face-to-face interviews.

³ The fieldwork locations included

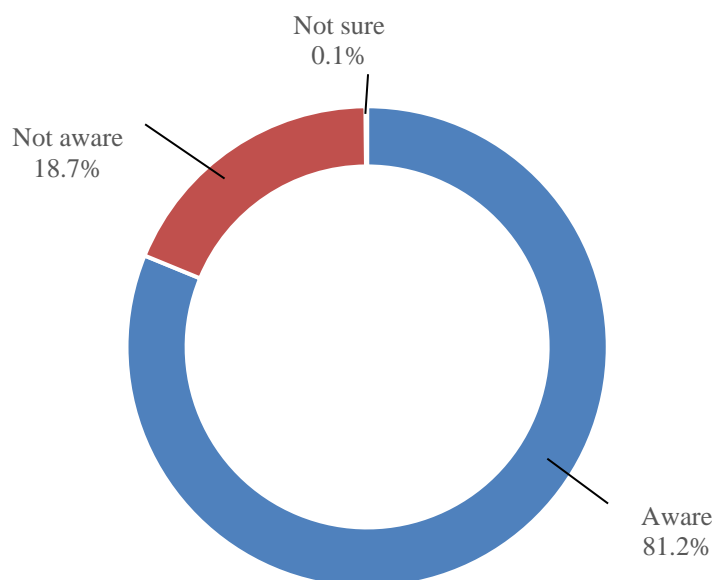
- i. four (4) sampling points on the Hong Kong Island (Smithfield Market in Sai Wan, Wan Chai MTR station, Tai Koo Shing Aeon, Aberdeen Centre);
- ii. five (5) sampling points in Kowloon (Mong Kok Soy Street, Carpenter Road Park in Kowloon City, Kwun Tong Yue Man Square, Sham Shui Po MTR station, Wong Tai Sin MTR station);
- iii. four (4) sampling points in New Territories East (Shatin Market, Tai Po Centre, Sheung Shui Shek Wu Hui Market, Po Lam MTR station); and
- iv. five (5) sampling points in New Territories West (Tung Chung MTR station, Tsuen Wan Lo Tak Court, Kwai Fong MTR station, Tuen Mun Yan Oi Tong, Kolour Yuen Long).

13. To correct the potential bias as introduced by the incidence of non-response and non-contact cases, all information collected was properly weighted by age group (15-19, 20-29, 30-39, 40-49, 50-59, and 60 or above), gender (male and female) and highest educational attainment (primary or below, secondary and post-secondary or above) in accordance with the corresponding Hong Kong population figures of persons aged 15 or above as at the third quarter of 2016⁴ (i.e. N = 6 143 600 in total)⁵.

Key Findings

14. General awareness of the proposed HKPM project was high with more than four-fifths (81.2%) of the general public were aware of the proposed HKPM project. 18.7% were not aware of the proposed project and 0.1% were not sure.

Chart 1 *General awareness of the proposed HKPM project*

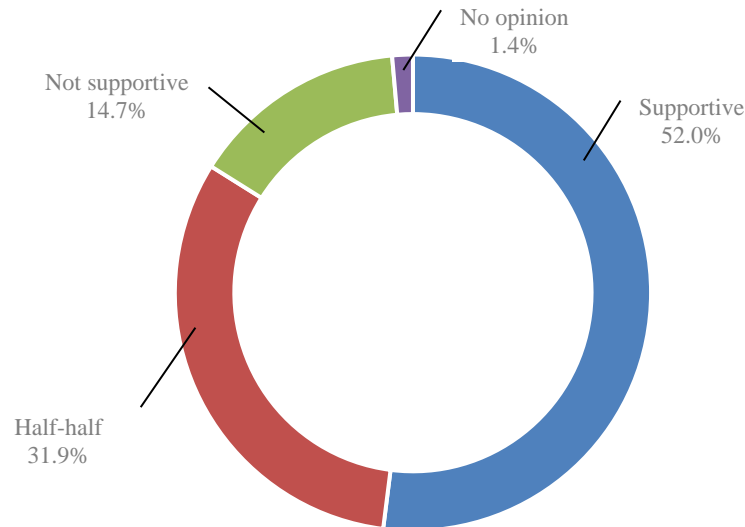


⁴ Corresponding population figures were sourced from the “Hong Kong Resident Population of persons aged 15 or above as at the third quarter of 2016 (excluding foreign domestic helpers)”, The Census and Statistics Department, Hong Kong.

⁵ The maximum sampling error or precision level at 95% confidence level for a sample size of 1 805 respondents will be in the region of 2.3%.

15. Supporting views towards the proposed HKPM project exceeded opposing views by a big margin. About 52.0% of the general public were supportive of the development of the HKPM while 14.7% were not supportive. 31.9% of them chose half-half⁶, and only 1.4% had no opinion.

Chart 2 *Degree of support towards the development of the proposed HKPM project*



a) Analysed by demographic characteristics, more supporting views were also observed across different age groups, education levels and working statuses.

⁶ 5-point Likert scale, with an indifferent option (i.e. the option of “half-half” other than the “supporting” or “not supporting” options), was used to cater for the respondents who did not have a specific stance on the proposed project (i.e. neither “supporting” nor “not supporting”). The “supporting” options contained choices of “very supportive” and “supportive” and the “not supporting” options contained choices of “not supportive at all” and “not supportive”.

Chart 3 *Degree of support towards the development of the proposed HKPM project by age*

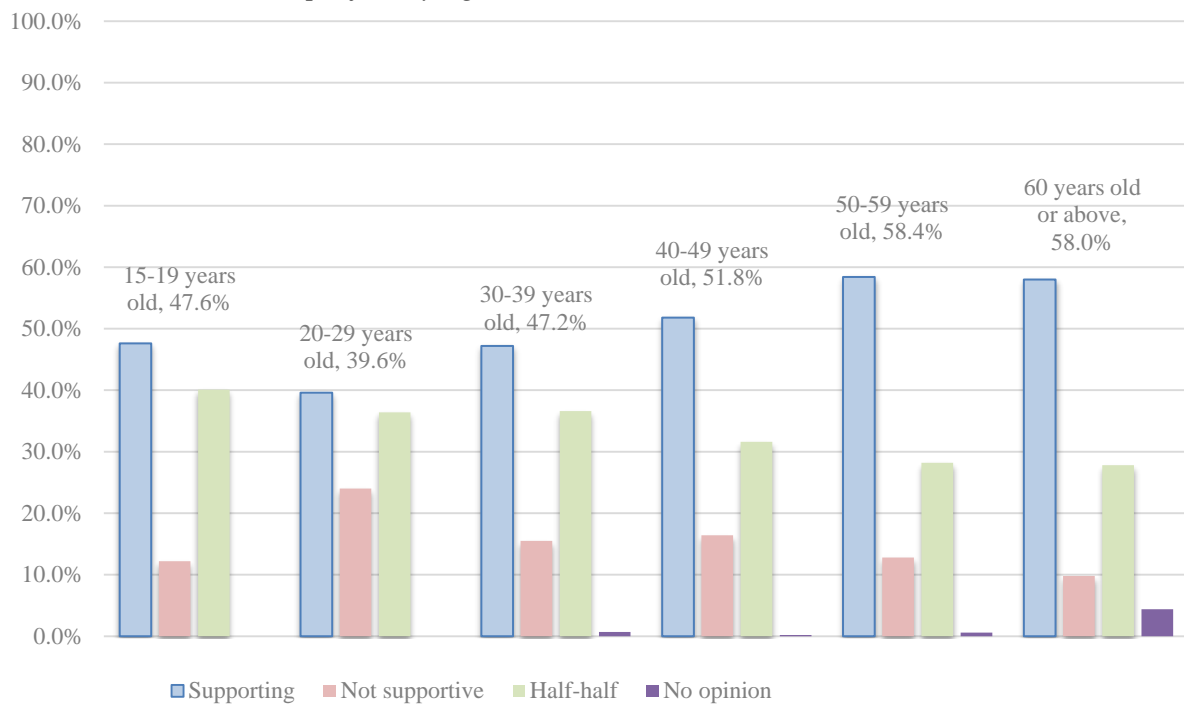


Chart 4 *Degree of support towards the development of the proposed HKPM project by education level*

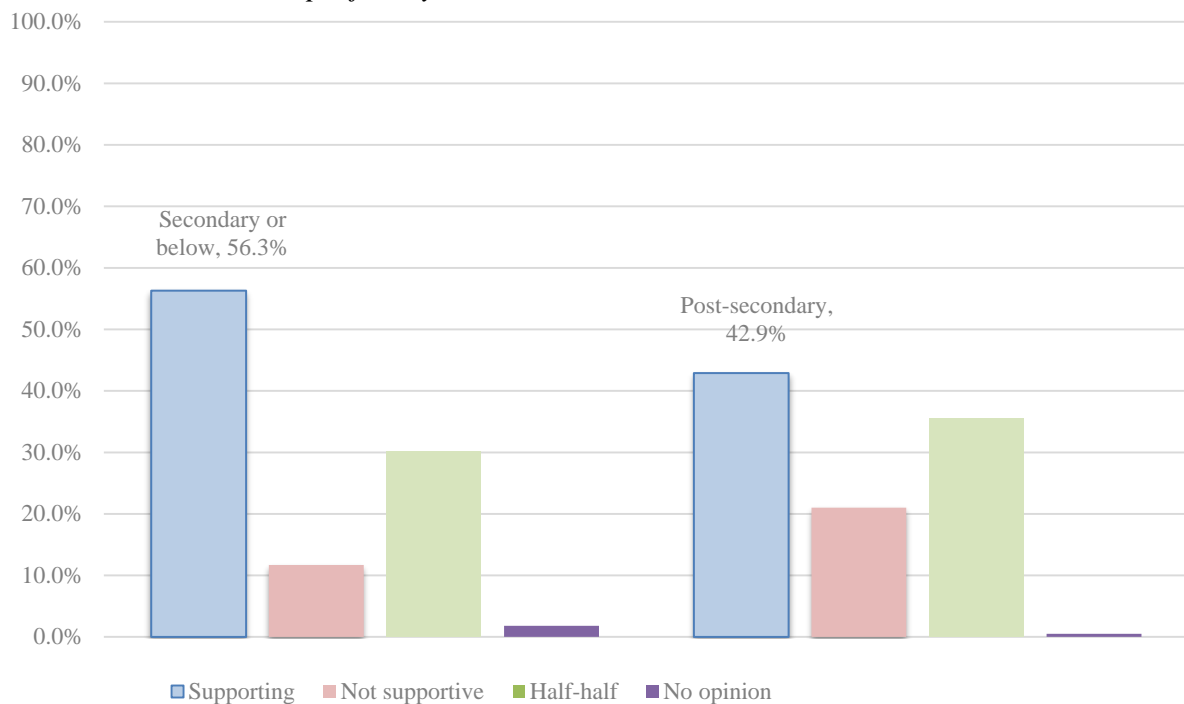
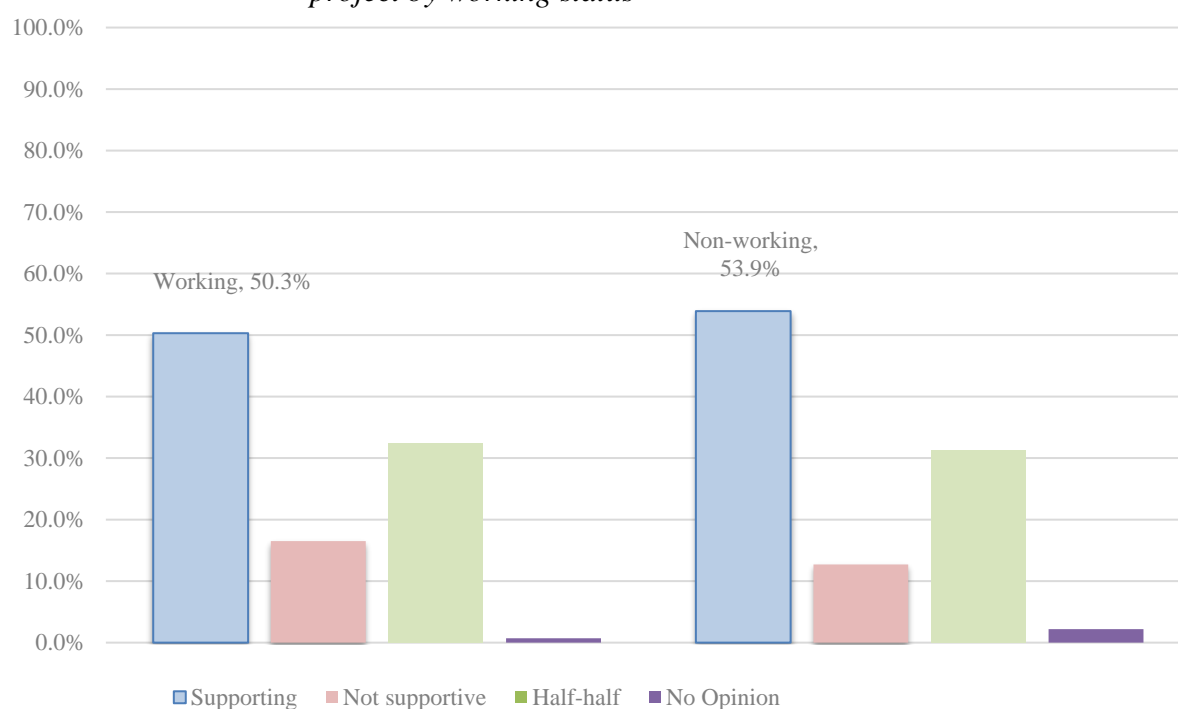


Chart 5 *Degree of support towards the development of the proposed HKPM project by working status*



16. The key reasons given for those supporting this proposed project (52.0%) focused on strengthening the ties between Hong Kong and the Mainland; establishment of a new attraction and its impact on the tourism industry; and the macro benefits that it would bring to Hong Kong⁷. Specifically,

- a) Nearly a quarter (25.2% of the general public) believed the HKPM would offer good educational value and could facilitate the learning and understanding of Hong Kong and China as a whole, particularly the history (11.1% of the general public), culture (10.5% of the general public) and cultural relics (3.3% of the general public);

⁷ Similar observations were noted from other public consultation activities organised during the consultation period.

- b) 8.2% of the general public believed that the HKPM would become a new attraction in Hong Kong and a good place to go for leisure; the development of the HKPM would attract more tourists to Hong Kong (7.8% of the general public); visitors could conveniently enjoy and see the artefacts from the renowned Palace Museum in Hong Kong (5.1% of the general public);
 - c) 4.7% of the general public expected the proposed project to bring about social and economic benefits to Hong Kong; and
 - d) A few (0.1% of the general public) mentioned that this world-class museum would uplift Hong Kong's overall international stature.
17. Nearly three-fifths (58.3%) of the general public agreed with the statement that the proposed HKPM project would provide the WKCD visitors a more diverse range of cultural facilities and experience. 26.3% of them were half-half and 14.2% disagreed. A few of them (1.2%) had no opinion.
- a) Analysed by demographic characteristics, higher proportions of agreement with the statement were also observed across different age groups, education levels and working statuses.

Chart 6 *Level of agreement towards the statement “the proposed project would provide visitors a more diverse range of cultural facilities and experience” by age*

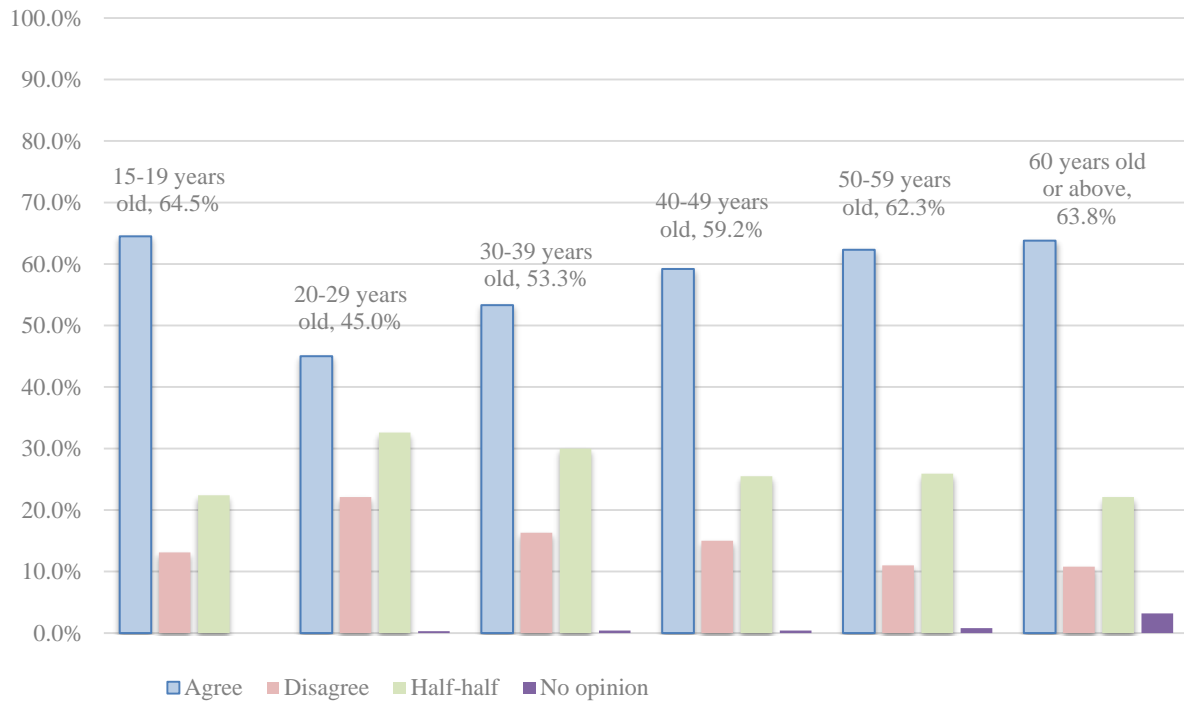


Chart 7 *Level of agreement towards the statement “the proposed project would provide visitors a more diverse range of cultural facilities and experience” by education level*

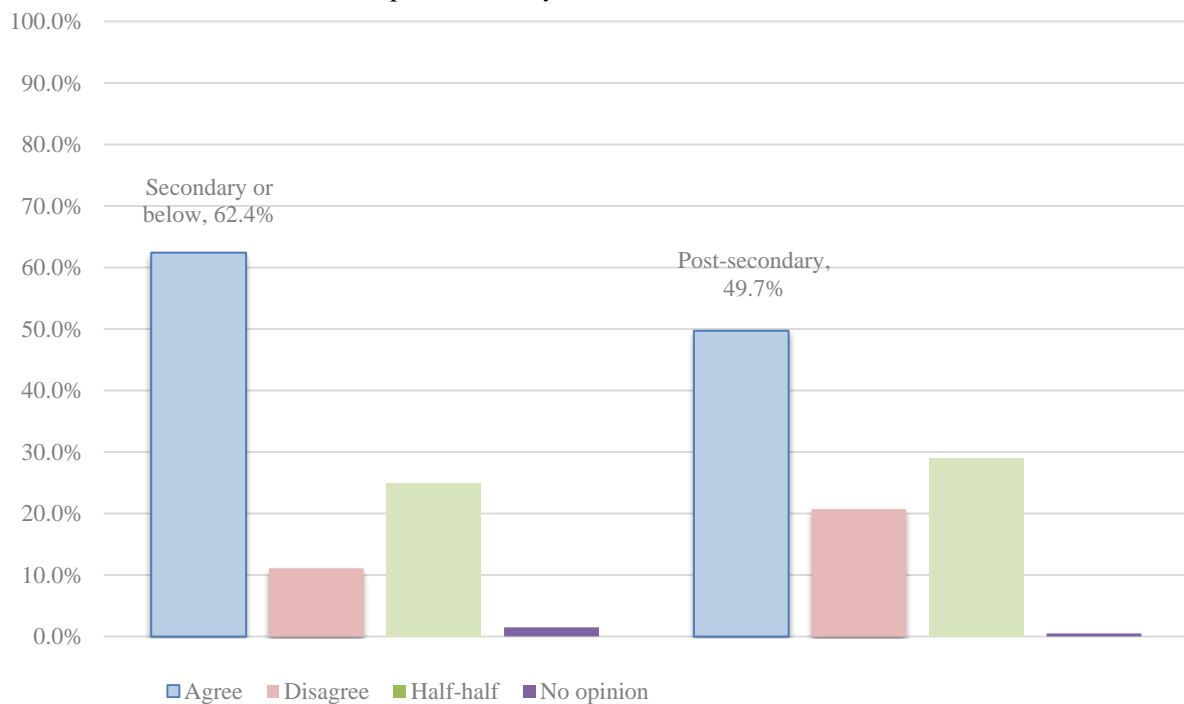
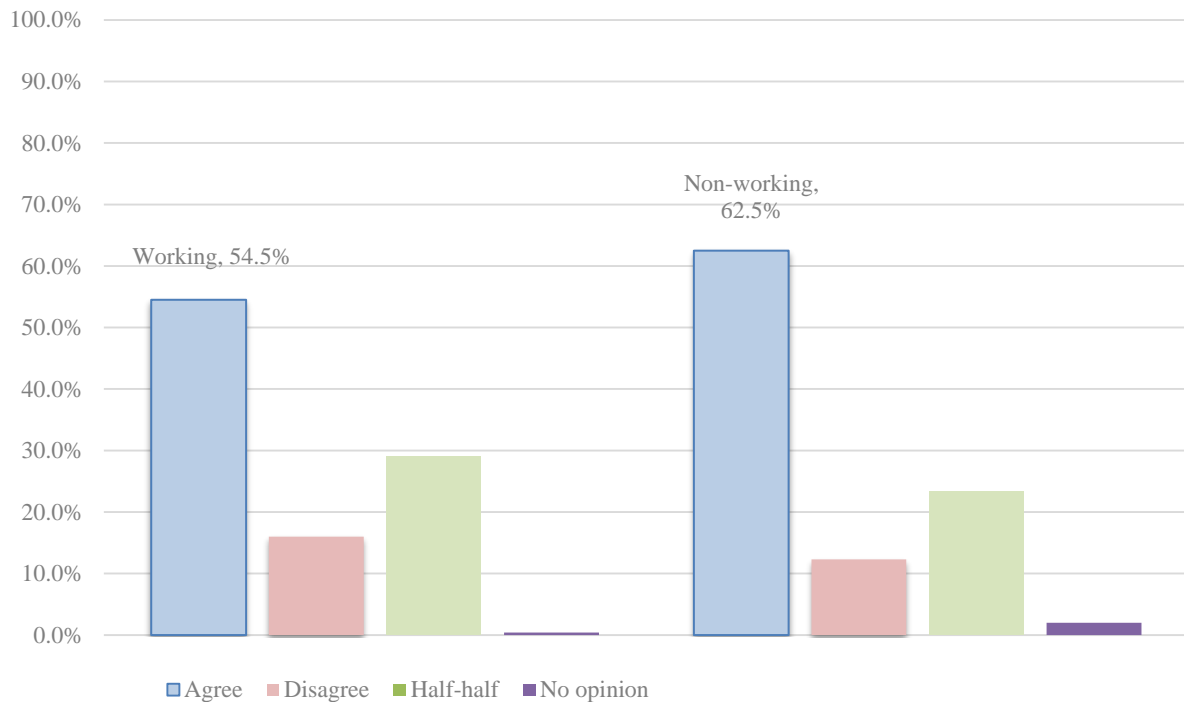


Chart 8 *Level of agreement towards the statement “the proposed project would provide visitors a more diverse range of cultural facilities and experience” by working status*



18. Almost half (49.9%) of them agreed that this proposed project would be beneficial to Hong Kong as a whole, bringing cultural, social and economic benefits. 30.1% of them were half-half and 18.4% disagreed. A few of them (1.6%) had no opinion.

a) Analysed by demographic characteristics, higher proportions of agreement were also observed across different age groups, education levels and working statuses.

Chart 9 *Level of agreement towards the statement “the proposed project would be beneficial to Hong Kong as a whole” by age*

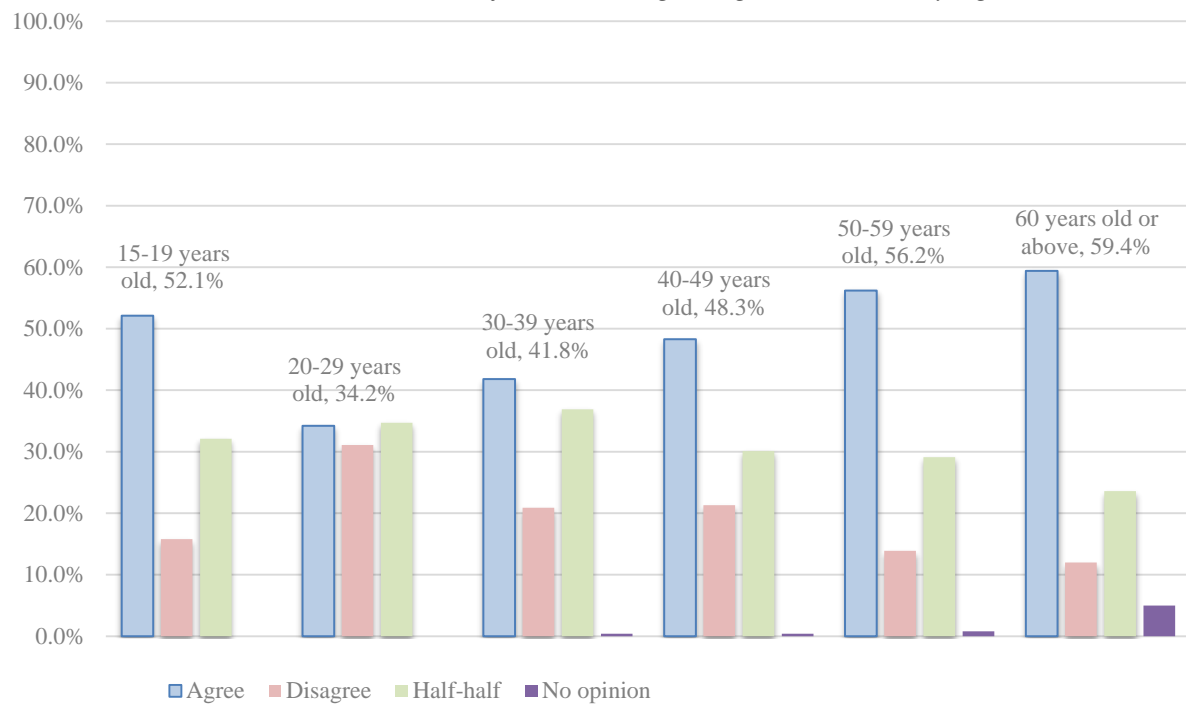


Chart 10 *Level of agreement towards the statement “the proposed project would be beneficial to Hong Kong as a whole” by educational level*

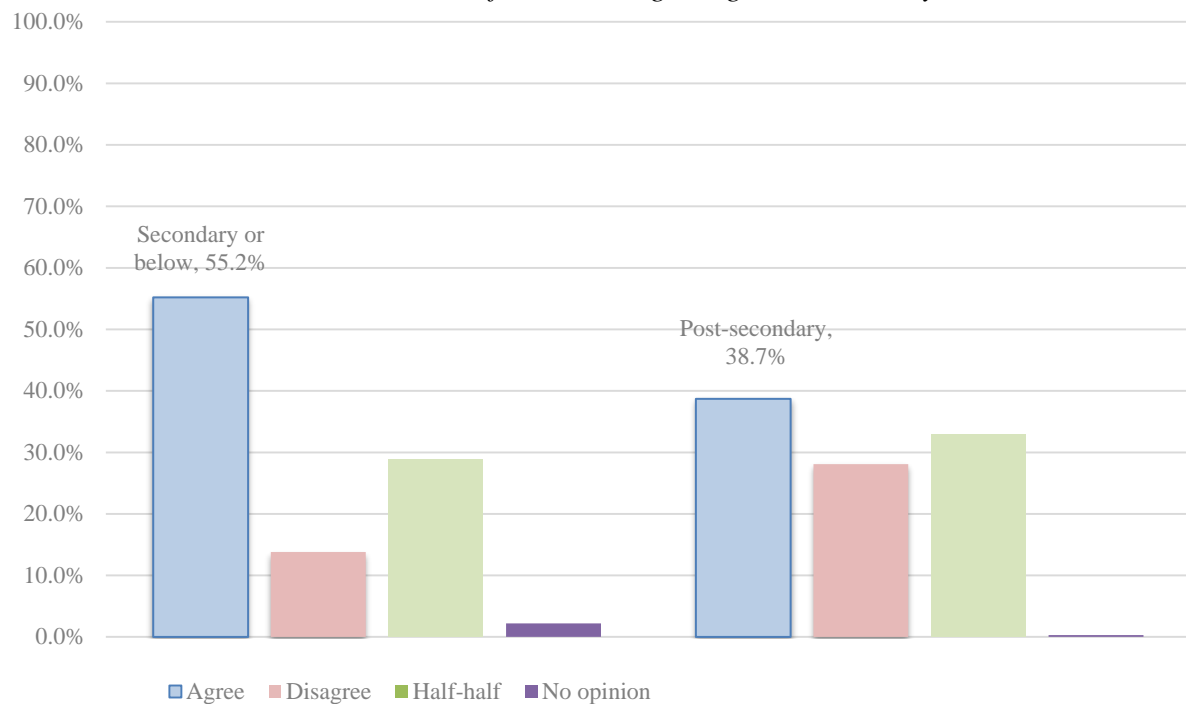
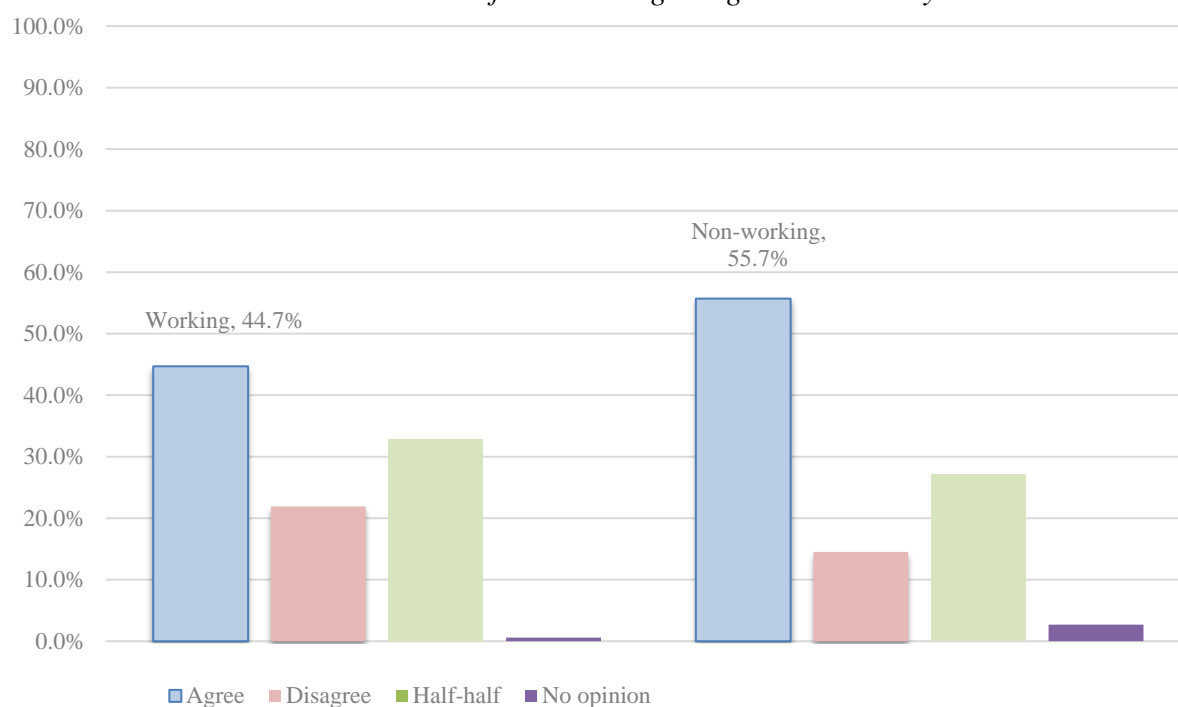


Chart 11 *Level of agreement towards the statement “the proposed project would be beneficial to Hong Kong as a whole” by educational level*



19. Among those who were not supportive of the proposed HKPM project (14.7% of the general public), some were more concerned about the resources being spent in developing the proposed museum (4.9% of the general public), and the perceived lack of public consultation (2.4% of the general public) rather than the establishment of the proposed HKPM itself⁸.
20. The reasons behind their concerns in the establishment of the proposed HKPM could mainly be categorized into three aspects:
 - a) *The role of the HKPM amongst existing Hong Kong museums* - 1.6% of the general public stated that there were already a lot of museums in Hong Kong; of which, some were considered to be of similar nature (0.8% of the general public);

⁸ Similar opposing concerns were expressed by respondents from other public consultation activities.

- b) *The appropriateness to build the HKPM in Hong Kong* – 2.3% of the general public stated that people could simply and easily go to Beijing to visit the Palace Museum if they would like to enjoy the exhibits and artefacts; and
- c) *The appropriateness to build the HKPM within WKCD* – 1.5% of the general public did not support building the HKPM within WKCD.

CONSULTATION ACTIVITIES

21. During the public consultation period from 11 January to 8 March 2017, in addition to the public opinion poll, WKCDA organised and took part in a range of public consultation activities to involve the public and stakeholders and to collect their views using a more qualitative approach. Specifically, WKCDA:
- (i) held an eight (8)-week exhibition on the proposed HKPM project at the City Gallery in Central and hosted its online version (i.e. the WKCDA website) to introduce the proposed project to the public, where public could submit their views and comments in person at the exhibition venue, by post, via email or via the online platform using the questionnaires provided;
 - (ii) arranged two (2) special meetings of the Consultation Panel to gauge the views of the panel members on the proposed HKPM project⁹;

⁹ The Consultation Panel is established by the Board pursuant to Section 20 of the WKCDA Ordinance to gather public views on matters related to the function of WKCDA. It plays the role of a bridge between WKCDA and the public; promotes WKCD with a view to enhancing public's understanding of the WKCD project; reflects public expectations/ views to WKCDA; and ensures that consultations are conducted in an open and transparent manner. The first special meeting was held on 12 January 2017, right after the launch of the public consultation exercise, and the second special meeting was held on 20 February 2017 after the presentation of the proposed internal layout and spatial design concepts of HKPM at the exhibition.

- (iii) organised five (5) consultation sessions with relevant stakeholders to gauge their comments and advice, viz. two (2) sessions with the Arts and Culture sector¹⁰, two (2) sessions with the professional bodies in the Architectural, Engineering, Landscape, Planning and Surveying sectors¹¹, and one (1) session with the Chairmen and Vice-chairmen of the arts and culture-related committees of the 18 District Councils¹²; and
 - (iv) participated in one (1) youth forum¹³ and one (1) open forum¹⁴ organised by professional group/ institution.
22. WKCDA also took part in the following public consultation activities. Views and opinions discussed during the sessions were documented as an internal record for reference only. Upon availability of the official minutes for item (ii) below, the contents of the discussions would be appended in the full report.
- (i) WKCDA briefed the Board of the Travel Industry Council of Hong Kong¹⁵ at their Board meeting;
 - (ii) WKCDA gave a presentation to the Task Force on Harbourfront Developments in Kowloon, Tsuen Wan and Kwai Tsing of the Harbourfront Commission¹⁶; and

¹⁰ The participants of the first session with the Arts and Culture sector were by invitation only. Other than those who were invited in the first session, the second session with the Arts and Culture sector adopted an open call format (i.e. a form was available on the WKCDA website for interested parties of the sector to register online).

¹¹ The participants of the first session with the Architectural, Engineering, Landscape, Planning and Surveying sector were by invitation and nomination of the corresponding professional bodies. The second session was open to all members of the professional bodies of the sector.

¹² The first sessions with the Architectural, Engineering, Landscape, Planning and Surveying sector and the Arts and Culture sector were held on 23 January 2017 and 26 January 2017 respectively, and the second sessions were held after the presentation of the proposed internal layout and spatial design concepts of HKPM at the exhibition on 22 February 2017 and 16 February 2017 respectively. The session with the Chairmen and Vice-Chairmen of the arts and culture-related committees of the 18 District Councils was held on 6 March 2017.

¹³ The youth forum was organised by The Hong Kong Federation of Youth Groups (HKFYG) on 1 March 2017.

¹⁴ The open forum was organised by The International Institute of Management (IIM) on 25 February 2017.

¹⁵ The Board meeting of the Travel Industry Council of Hong Kong was held on 14 February 2017 with a written submission submitted before the meeting.

¹⁶ The meeting of the Task Force on Harbourfront Developments in Kowloon, Tsuen Wan and Kwai Tsing of the Harbourfront Commission was held on 14 February 2017.

- (iii) WKCDA briefed the Chairmen and Vice-chairmen of the 18 District Councils at a meeting arranged by the Home Affairs Department¹⁷.
23. Upon completion of the eight (8)-week public consultation on the proposed HKPM project,
- (i) a total of 1 528 valid questionnaires were obtained (623 paper questionnaires and 905 online questionnaires);
 - (ii) views of 97 participants of the consultation activities (including consultation sessions, meetings and forums) were collected; and
 - (iii) 58 written and other submissions (encompassing 123 individuals/ associations/ bodies) were received from individuals/ associations/ bodies by email, fax, post and phone, etc.

¹⁷ The meeting of Chairmen and Vice-Chairmen of the 18 District Councils arranged by the Home Affairs Department was held on 16 February 2017.

24. There were submissions that were submitted before or after the consultation period and media reports published during the consultation period were collected and documented for reference only:
- (i) two (2) written submissions were received prior to the public consultation period¹⁸;
 - (ii) two (2) written submissions were received after the public consultation period¹⁹; and
 - (iii) a total of 285 media reports of various journalists and columnists published during the consultation period were captured²⁰.

¹⁸ Of the two (2) written submissions received prior to the public consultation period, one (1) of them is observed with a clear supporting stance on the proposed HKPM project. As these written submissions were not submitted during the consultation period, they are being treated as reference materials only.

¹⁹ Both written submissions received after the public consultation period are observed with a clear stance on the proposed HKPM project (i.e. one (1) supports the proposed HKPM project and one (1) opposes the development). As these written submissions were not submitted during the consultation period, they are being treated as reference materials only.

²⁰ A total of 285 media reports from the WiseNews network (specifically, only opinion press were included and all straight news reports were excluded) had been captured and reviewed. Among these media reports, only 66 of them had explicitly expressed a clear stance on the proposed HKPM project (i.e. 64 supports the proposed HKPM project and two (2) opposes the development). As these media reports were not formal submissions through proper consultation channels, they are being treated as reference materials only.

Methodology of Analysis

25. The Consultation Consultant follows a data-driven approach through which an analytical framework was derived from the data received.
26. The views provided in each record were organised into “text units” before they were coded. A “text unit” is a phrase, a sentence, or a sequence of sentences representing a point made by the respondent.
27. The “text units” were organised, analysed and summarised according to specific categories within the analytic framework. Excerpts of comments representing major views on various aspects were then displayed and “salient points” were drawn up by the Consultation Consultant. A “salient point” is a statement that is representative of one or a group of similar “text units”.
28. Frequency counts of “text units” under each theme or category/subcategory with the analytic framework were generated by the Consultation Consultant.
29. Specifically, the main theme or category and subcategory of the analytic framework are outlined as follows:
 - (i) Main theme categorised all views and opinions into four broad groups, namely supporting views, opposing views, suggestions and other views.
 - (ii) Within the main theme of supporting views, further classification by the following subcategories were used:
 - Beneficial for Hong Kong in terms of its economy, cultural development;
 - Elevating Hong Kong’s international stature through establishing a world-class museum;
 - Appropriate location;
 - Supporting the proposed project in general or the architect’s design.

- (iii) Within the main theme of opposing views, further classification by subcategories include:

Opposing the proposed plan to build the museum in WKCD

- The museum should not be developed in the WKCD (e.g. contradictory to the purpose of promoting local art and culture).

Opposing because of the perceived lack of transparency and public consultation

- Perceived lack of transparency and public consultation in the project planning and arrangement;
- Insufficient consultation (e.g. too short-notice);
- Perceived lack of transparency in the selection of architect (e.g. select architect through tender/ competition).

Opposing the proposed HKPM project itself

- Unsupportive of the proposed project.

- (iv) Within the main theme of suggestions, further classification by subcategories include:

Suggestions related to the proposed project itself

- To provide more information about the proposed project (e.g. the party being responsible for artefacts conservation/ operation details);
- To allow sufficient time for consultation and sufficient opportunities for public to express their views;
- To reconsider if it is necessary to develop the museum;
- To build the museum in another location (e.g. Kowloon Park, Kai Tak / Science Park/ Cyberport/ Lantau Island/ Xiqu Centre);
- To display the artefacts in existing museums/ art museums/ Government House/ Hong Kong Museum of History.

Suggestions related to the museum design

- Suggestions related to the museum's exterior design (e.g. should be related to the Palace Museum/ incorporate both East and West elements/ iconic/ related to the M+ Museum, not to replicate the design of Palace Museum);
- Suggestions related to the museum's interior design (e.g. adopt Chinese elements/ security issues/ impact of seafront architecture on the artefacts);
- Suggestions related to the incorporation of environmentally-friendly and sustainable designs and concepts (e.g. green space);
- Suggestions related to the possibility of future extension in the current design;
- Suggestions related to the collection of design ideas from the public such as organising design competitions.

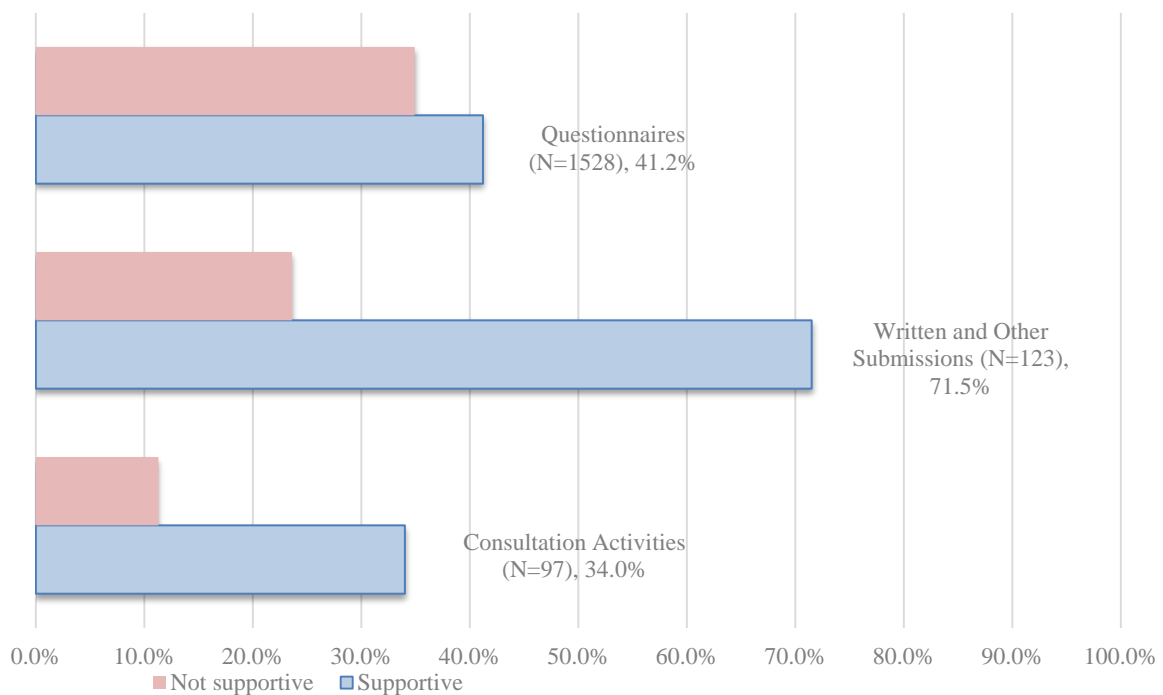
Suggestions related to museum operation

- Suggestions related to the corporate governance of the museum (e.g. to be operated as an independent, non-profit making or self-financing outfit, to be managed by Hong Kong people or professionals, including collaborations with staff from the Palace Museum or with reference to other museums, to be operated by the Hong Kong Government including the setting up of joint ventures with private entities/ the Mainland, to operate in a cost-effective and value-added manner such as showcasing artefacts of higher value, to avoid commercial operation);
- Suggestions related to the transparency in the operation and administration (e.g. safeguards to prevent overspending/ information about the operation costs/ selection of artefacts to be displayed);
- Suggestions related to specific operation details (e.g. to have long opening hour, to have good crowd management and maintenance of order, to offer training and education services related to the conservation of artefacts / history of Chinese fine arts);

- Suggestions related to the accessibility and access-friendliness of the museum (e.g. to optimize the transportation network, the provision of shuttle bus service, bus stop, car park, free parking, pedestrian access between the Elements and the museum);
 - Suggestions related to the marketing and promotion of the museum (e.g. to have more promotion via various channels, to offer free admission/ concessionary rates/ waiver of admission fee, to change the name of the museum).
- (v) Within the main theme of other views, further classification by subcategories include:
- Considerations related to the positioning of the museum (e.g. whether the proposed HKPM project can complement other projects in the WKCD, the resources allocation between the museum and other facilities in the WKCD, whether the museum could be aligned with the other current museums and art galleries, its relationship with or differences from the Palace Museum);
 - Considerations related to the development of the museum (e.g. technical difficulties encountered in building and maintenance, high construction and operation cost, the project management prior to the establishment of the museum such as whether managing the proposed HKPM project by subsidiary company might increase the operation cost, size of the museum, unclear design concepts);
 - Considerations related to the relationship with the Hong Kong cultural and heritage elements;
 - Considerations about how Chinese culture is demonstrated in the design of the museum;
 - Considerations related to consultation (e.g. how respondents were invited) and the accessibility of information of the proposed project;
 - Considerations related to museum operation (e.g. the party being responsible for the operation costs, exhibition period of the exhibits).

Key Findings

30. Similar to the results of the public opinion poll, support for the proposed HKPM project was recorded across the other consultation channels:
- a) 41.2% of the respondents of the questionnaires were supportive while 34.9% were not supportive;
 - b) 71.5% of the written and other submissions were supportive while 23.6% were not supportive (the remaining respondents did not express or express clearly their stance); and
 - c) 34.0% of the respondents who spoke at the consultation activities (including consultation sessions, meetings and forums) supported the proposed HKPM project while 11.3% did not (the remaining respondents who spoke did not express explicitly or express clearly their stance).



Qualitative Analysis ²¹ of Views and Suggestions Collected from Questionnaires

31. Among the views collected via a total of 1 528 paper and online questionnaires, 41.2% of the individuals/ associations/ bodies who had submitted views during the consultation period were supportive of the development of the proposed HKPM while 34.9% were not supportive.

- a) The main supporting views were related to (i) the benefits for Hong Kong's cultural development and a better understanding of the Chinese culture and Chinese history; and (ii) the benefits for Hong Kong's tourism and economy.

A few of them also supported the proposed HKPM project as such development would help elevate Hong Kong's international stature through establishing a world-class museum.

- b) The main opposing views were related to (i) whether the proposed HKPM project had to be built in WKCD; (ii) perceived lack of transparency and public consultation and (iii) whether the proposed HKPM project was needed.

Some individuals opposed the proposed project due to the perceived lack of transparency in the selection of architect.

²¹ Qualitative analysis of views and suggestions focused on the quality (i.e. breadth and depth and not quantity) of the views and suggestions provided by the respondents or participants of the various consultation activities.

Specific Views and Suggestions on the proposed HKPM Project

32. When asked to provide their views on the proposed HKPM project, individuals/ associations/ bodies who had submitted paper and online questionnaires were very responsive with over 1 300 specific views on the HKPM's design, programming, learning and interpretation opportunities, in addition to the general views about the proposed HKPM project were collected. The top mentions were summarized as follows:

- c) *Exhibitions and Programmes* – more thematic exhibition; thematic exhibitions should cover different dynasties in terms of the arts and culture such as bronzes, books and painting, etiquette and royal structure, the history and the related artefacts exhibitions; and more collaboration with other museums and collectors to showcase more artefacts; Other views included incorporating Hong Kong culture/ elements, regular update of artefacts, architecture and technological development of different dynasties. Specifically,
 - (i) Those aged 46 or above tended to mention more of having exhibitions covered artefacts and history across different dynasties;
 - (ii) Females in particular tended to mention more having exhibitions related to different dynasties culture; and

- d) *Proposed Facilities* – the most preferred choices were exhibition galleries; restaurants/ coffee shops that could be government sponsored, with reasonable price and perhaps, with Palace theme; activity rooms for education and video sharing; lecture theatre and workshop facilities. Some individuals suggested the museum should also include public area (e.g. resting area), gift shop and facilities related to artefacts information (e.g. library/ information centre).
 - (i) Those aged 18 to 45 tended to mention less of restaurants/ coffee shops facilities; and

- (ii) Suggestions related to activity rooms, lecture theatre and workshop facilities were mentioned more by those aged 46 or above.

- e) *Learning and Interpretation Support* – providing audio guide; mobile applications to give detailed description of exhibits and interactive programmes to allow experiencing virtual reality; and guided tours including those for visitors with special disabilities, for example the deaf. Other mentions included digital guide, the interpretation activities or tools should be able to support different languages (e.g. Cantonese/ Mandarin/ English), video (e.g. 3D projector) and online information about the artefacts (e.g. website/ QR code/ social media websites).
 - (i) Significantly more mentions of audio guide was given amongst those below 18 as well as those 61 or above;

 - (ii) A relatively higher proportion of those aged 18 to 30 desired more interactive programmes to allow experiencing virtual reality; and

 - (iii) Guided tour was also received higher mentions by those aged 61 or above.

- f) *Learning Programmes and Activities* – providing community engagement programmes including internship and tours tailored for the public and youth; organising activities which could specifically be designed for enhancing knowledge of culture and history; organising activities related to culture and history and seminars. Some individuals also hoped different kinds of performances (e.g. drama/ dance), talks and interactive learning activities (e.g. role play) could be arranged and organised;

- (i) A significantly higher proportion of females suggested community engagement programme including internships and tours tailored for the public and youth, as well as interactive learning; and
 - (ii) Those aged 46 or above gave significantly more suggestions related to organising activities that tailored to enhancing knowledge or culture and history than other age groups.
- g) *General Operation* – admission fee (free, special rate or special waiver); management by professional and local Hong Kong residents; and the operation should be managed as an independent, non-profit and self-sufficient organisation. Some individuals also mentioned that the museum should be easily accessible (e.g. to optimize the transportation network/ provision of shuttle bus).
- (i) Specifically, a higher proportion of those aged 46 or above mentioned suggestion related to admission fee (e.g. to offer free admission, concessionary rates or waiver of admission fee).

Qualitative Analysis²² of Views and Suggestions Collected from Written and Other Submissions

33. 58 written and other submissions (encompassing 123 individuals/ associations/ bodies) were received by email, fax, post and phone and their views are summarized as follows:

a) *Views on the proposed HKPM project in general* - supporting views towards the proposed HKPM project exceeded opposing views by a fair margin. 71.5% of the individuals/ associations/ bodies who had submitted views during the consultation period were supportive of the development of the HKPM while 23.6% were not supportive.

(i) The main supporting views were related to (i) the benefits for Hong Kong's tourism and economy; and (ii) the benefits for Hong Kong's cultural development and a better understanding of the Chinese culture and Chinese history.

(ii) The main opposing views were related to a perceived lack of transparency and public consultation.

Specific Views and Suggestions on the proposed HKPM Project

b) *Proposed Facilities* – the most preferred choices were activity rooms for education and video sharing; artwork authentication studios; facilities related to artefacts information (e.g. library/ information centre); and exhibition galleries.

c) *Learning Programmes and Activities* – providing activities related to culture and history and seminars.

d) *General Operation* – management by professional and local Hong Kong residents, more promotion via various channels.

²² Qualitative analysis of views and suggestions focused on the quality (i.e. breadth and depth and not quantity) of the views and suggestions provided by the respondents or participants of the various consultation activities.

Qualitative Analysis²³ of Views and Suggestions Collected from Consultation Sessions/ Meetings/ Forums

34. 34.0% of the participants who spoke at the consultation sessions/ meetings/ forums supported the proposed HKPM project while 11.3% did not (the remaining respondents did not express explicitly or express clearly their stance).
- a) The main supporting views were related to (i) the benefits for Hong Kong's cultural development and a better understanding of the Chinese culture and Chinese history; and (ii) the architect's design.
 - b) The main opposing views were related to a perceived lack of transparency and public consultation.
35. Comments and suggestions that were raised during the consultation sessions/ meetings/ forums were highlighted as follows:-
- a) There were views that were related to the overall HKPM location relative to the master layout plan of WKCD, e.g. having three new facilities of museum, hotel and exhibition halls appeared to be too crowded for the space;
 - b) The possible option for interior and exterior design in terms of material, cost and energy efficiency was raised in the consultation session with the professional bodies in the Architectural, Engineering, Landscape, Planning and Surveying sectors.
 - (i) Specific to the interior design, participants of the consultation sessions/ meetings/ forums had also raised issues that were related to security, the impact of seafront architecture on the artefacts.

²³ Qualitative analysis of views and suggestions focused on the quality (i.e. breadth and depth and not quantity) of the views and suggestions provided by the respondents or participants of the various consultation activities.

- (ii) A few suggestions were related to building design/ construction. For instance, the proposed HKPM's connectivity with the rest of the Park in terms of design and layout; space allocation between each permanent and thematic exhibition hall;
 - c) Some suggestions were related to the collaboration model with other Government Bodies. For instance, proposed ideas by the Consultation Panel members comprised seeking support from firstly, the Leisure and Cultural Services Department in forming a curatorial transition team with its existing curators as well as in forming a strategic alliance to drive thematic exhibitions across nearby museums; and secondly, the Education Bureau to explore the opportunity to integrate antiquities as part of the education curriculum perhaps in the discipline of history.
 - d) Other suggestions were related to specific operations, e.g. process in terms of board composition; curatorial direction and strategies (e.g. how to attract more young people to visit HKPM); transportation arrangement; storage arrangement to tackle the humidity in Hong Kong; security arrangement; staffing arrangement including arrangement for curatorial and artefacts conservation teams.
36. Some participants of the consultation sessions/ meetings/ forums expressed a view that the consultation exercise on the proposed HKPM project should have been enhanced. Specifically, this would include making more information available to the public and ensuring that sufficient and ample time is allocated for the consultation sessions so that the public could share their views in a timely manner.
- a) Providing more information on the proposed HKPM project and making it known to the public:

- (i) To share with young people the medium and long-term vision for HKPM as a Hong Kong museum rather than a branch of the Palace Museum, especially in terms of community engagement;
 - (ii) To provide more information to the Consultation Panel and the Arts and Culture sector on the collaboration arrangement with Palace Museum (e.g. loan arrangement, selection of artefacts and selection of exhibition themes), on HKPM's contribution to the cultivation of Chinese culture in Hong Kong; on its own interpretation of Hong Kong Palace Culture (香港故宫文化) and its differentiation from Palace Culture (故宫文化);
 - (iii) Noting that the proposed HKPM is a project to be run and curated by Hong Kong-based professionals, a few participants of the youth forum raised the need for a clearer direction on how the essence of local culture could be embedded into the HKPM overall programme with a view to reflecting Hong Kong's position as an international cultural metropolis.
- b) Ensuring sufficient and ample time is allocated for consultation sessions so that various stakeholders could share their views in timely manner, specifically:
- (i) Some members commented that there should be a continual process for building engagement with all stakeholders with WKCD and regular update would be needed to keep stakeholders engaged. By engagement, a few District Council members suggested including education needs ranging from learning about the Palace to learning about the artefacts. This would help the cultivation of the Chinese culture in Hong Kong.

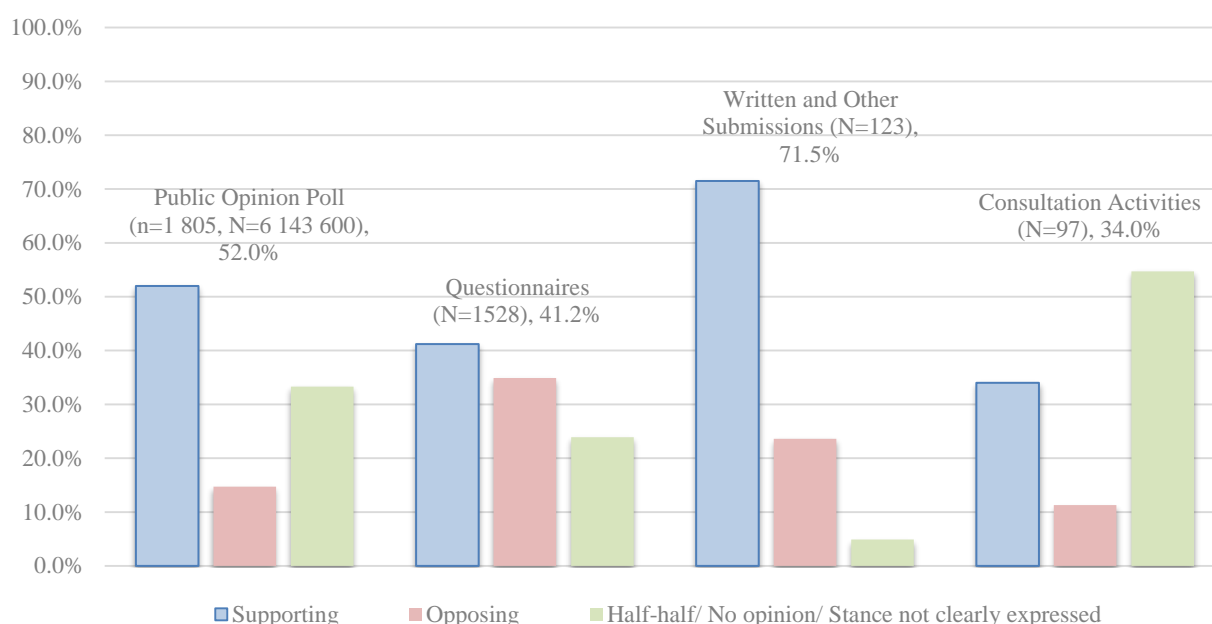
- A few District Council members highlighted the importance of involving 18 Districts as the District Councils could play a critical role in driving traffic (attendance) for the museum, particularly among the general public who might not afford to travel to Beijing to visit the Palace Museum, and
 - A few District Council members requested a detailed debriefing on the WKCD and the proposed HKPM project in one of the consultation sessions.
- (ii) Sufficient time should be allowed to notify stakeholders to secure the best turnout at consultation activities in future.
- c) Providing other information relevant to the WKCD:
- (i) Information on commercial partnership e.g. striking a balance between promoting arts and local culture and commercialism (in retail, hotel, office buildings; in promoting local brands versus bringing in international chains);
 - (ii) Information on arts and culture e.g. strategies in promoting local artists or smaller art groups, in facilitating possible platform for collaboration amongst artists, and in education support so as to develop Hong Kong into a more artistic place in the long run; promotion of openness culture within the Park with liberal management policy; venue hiring role versus that of the Leisure and Cultural Services Department;
 - One member of the Consultation Panel considered the proposed HKPM would benefit substantially from other arts and cultural activities held in WKCD. The traffic of these activities could be diverted into visiting the HKPM. As such, WKCD should be mindful to include activities targeting at the general public (such as street performance) as this type of activities would allow WKCD to leverage on the respective traffic flow.

- (iii) Information related to process e.g. history of the overall development of WKCD; current protocol and rationale for selection of suppliers (by appointment, restrictive open sourcing and factors of consideration beyond just cost).
 - One member of the Consultation Panel suggested that the public need a more comprehensive background - if there was any evolution over time that led to the ideation of establishing a HKPM; and
 - A few participants at the youth forum, realising that there are various approaches for sourcing suppliers, would like to understand more about the rationale in opting the respective approach in engaging the architect and if corporate social responsibility towards arts and culture is a criterion in the selection process.

CONCLUSION

37. Overall, the findings of the 8-week public consultation exercise indicated that there are more supporting than opposing views to the proposed HKPM project across different consultation channels. Specifically,

- a) Public opinion poll (N=6 143 600; n=1 805: 52.0% supporting vs. 14.7% opposing);
- b) Paper and online questionnaires (N=1 528: 41.2% supporting vs. 34.9% opposing);
- c) Written and other submissions (N=123: 71.5% supporting vs. 23.6% opposing); and
- d) Consultation activities (N=97: 34.0% supporting vs. 11.3% opposing)



Source: Various consultation channels

Remarks:

- A total of 1 528 valid questionnaires were obtained (623 paper questionnaires and 905 online questionnaires);

- 58 written and other submissions (encompassing 123 individuals/ associations bodies) were received by email, fax and post;
- Views of 97 participants of the consultation activities were captured from audio recordings made during these activities.

Moreover, there was a significant proportion of the general public (31.9% from public opinion poll) that were neither supporting nor opposing²⁴ the development of the proposed HKPM project. Only a few (1.4%) of them had no opinion.

38. The key reasons given by those who supported the proposed HKPM project were related to:

- a) the perceived strengthened ties between Hong Kong and the Mainland (e.g. through a better understanding of the Chinese culture and Chinese history); and
- b) the macro benefits that it would bring to Hong Kong (e.g. the establishment of a new attraction and the benefits for Hong Kong's tourism and economy).

39. The key reasons for not supporting the proposed HKPM project were related to:

- a) concerns about the resources being spent in developing the proposed museum;
- b) the perceived lack of transparency and public consultation; and
- c) whether the proposed HKPM project was needed.

²⁴ 5-point Likert scale was used so that no forced choice, i.e. other than the “supporting” or “not supporting” options, the indifference option was also available for respondents’ selection. The benefit of allowing respondents to select the indifference option (i.e. neither “supporting” nor “not supporting”) is to reflect the reality that there would be respondents who were indifferent to the proposed development. The “supporting” options contained choices of “very supportive” and “supportive” and the “not supporting” options contained choices of “not supportive at all” and “not supportive”.

40. Specific views and suggestions on the proposed HKPM project were also collected across the various consultation channels (other than the public opinion poll). The top mentions were summarised as follows:
- a) *Exhibitions and Programmes* – more thematic exhibitions; thematic exhibitions should cover different dynasties in terms of the arts and culture, the history and the related artefacts exhibitions; and more collaboration with other museums and collectors to showcase more artefacts;
 - b) *Proposed Facilities* – the most preferred choices were exhibition galleries; restaurants/ coffee shops that could be subsidised, with reasonable price and perhaps, with Palace theme; activity rooms for education and video sharing; lecture theatre and workshop facilities;
 - c) *Learning and Interpretation Support* – providing audio guide; mobile applications to give detailed description of exhibits and interactive programmes to allow experiencing virtual reality; and guided tours including those for visitors with disabilities, for example the deaf;
 - d) *Learning Programmes and Activities* – providing community engagement programmes including internship and tours tailored for the public and youth; and organising activities which could specifically be designed for enhancing knowledge of culture and history; and
 - e) *General Operation* – admission fee (free, special rate or special waiver); management by professional and local Hong Kong residents; and the operation should be managed as an independent, non-profit and self-sufficient organisation.

ANNEX

I. Copy of Questionnaire for the Public Opinion Poll

J8622 Opinion Survey on the Hong Kong Palace Museum (HKPM) Project – Questionnaire Main vSub2Final 170227

Opinion Survey on the Hong Kong Palace Museum (HKPM) Project 有關「香港故宮文化博物館」項目的意見調查

Introduction

【Read out】 Hello, Sir/ Madam! My name is __, a researcher of CSG. We have been commissioned by the **West Kowloon Cultural District Authority** to conduct an opinion survey on the **Hong Kong Palace Museum** project. I would be grateful if you could spare a few minutes of your time to take part in a brief interview **【Read out “approximately 5 minutes” if necessary】**. Please be assured that all information collected will only be used for aggregated statistical analysis and will be kept in **strict confidence**. Thank you in advance for your cooperation!

【讀出】 先生／小姐，你好！我姓__，係 CSG 嘅研究員。我哋受**西九文化區管理局**委託進行一項有關「**香港故宮文化博物館**」嘅項目嘅意見調查，想同你做個大約幾分鐘嘅簡短訪問**【如有需要，請讀出「約 5 分鐘」**】。請放心，呢個調查所收集嘅資料只會用作整體統計分析，同埋會**絕對保密**。首先多謝你嘅合作！

【Read out if necessary】 The study aims to collect opinion on the **Hong Kong Palace Museum project** from the general public of different demographic backgrounds. Your opinions are **very important** to the study. We hope you will agree to take part in the survey.

【有需要時讀出】 今次嘅研究係希望收集唔同背景嘅市民對「**香港故宮文化博物館**」呢個項目嘅意見。你嘅意見對於今次嘅研究都好重要，希望你能夠抽空參與。

以下嘅訪問將會被錄音，純粹用作內部覆核用途，以確保訪問員嘅工作效率同埋服務質素。

Screening of Eligible Respondents

甄別受訪者

- S1. Do you live in Hong Kong?
請問你係唔係香港居住？
1. Yes **【Ask S2】**
係 **【續問 S2】**
2. No **【Ineligible respondent, terminate the interview and read out: “Sorry the target respondents for this survey are Hong Kong Residents. Thanks for your time. Bye!”】**
唔係 **【不符合受訪要求，問卷完成，請讀出：「唔好意思，呢個研究調查嘅對象係香港嘅居民，多謝你嘅時間，拜拜！」】**

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S2. **【Show card】** Which of the following age groups do you belong to?

【Note : To calculate based on last birthday】【Check quotas for age】

【示咭】 請問你屬於以下邊一個年齡組別呢？

【註：以上一次生日計算】【檢查年齡限額是否已滿】

0. under 15 years

15 歲以下

1. 15-19 years old

15 – 19 歲

2. 20-29 years old

20 – 29 歲

3. 30-39 years old

30 – 39 歲

4. 40-49 years old

40 – 49 歲

5. 50-59 years old

50 – 59 歲

6. 60 years old or above

60 歲或以上

99. **【Do not read out】** Prefer not to indicate

【不讀出】 選擇不透露

【If S2 = 0, ineligible respondent, terminate the interview and read out: “Sorry the target respondents for this survey are Hong Kong Residents aged 15 or above. Thanks for your time. Bye!”】

【如 S2 = 0，不符合受訪要求，問卷完成，請讀出：「唔好意思，呢個研究調查嘅對象係 15 歲或以上嘅香港居民，多謝你嘅時間，拜拜！」】

【If the respondents prefer not to indicate their age (i.e. S2 = 99), terminate the interview and read out: “Thank you for your time. Bye!”】

【如受訪者選擇不透露年齡（即 S2 = 99），問卷完成，請讀出：「唔好意思，多謝你嘅時間，拜拜！」】

【If the quota is full, record S3 and S4, and then jump to Main Question no. 2. After Question 2, read out: “Thank you for your time. That is the end of the interview. Bye!”】

【如受訪組別限額已滿，記錄 S3 性別及 S4 教育程度，然後跳至主問卷第二條 Q2。完成第二條問題後，請讀出「訪問已經完成，多謝你嘅意見，拜拜！」】

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S3. **【Show card】** Which of the following gender groups do you belong to?

【Check quotas for sex】

【示咭】 請問你屬於以下邊一個性別組別呢？

【檢查性別限額是否已滿】

1. Male

男

2. Female

女

99. **【Do not read out】** Prefer not to indicate

【不讀出】 選擇不透露

【If the respondents prefer not to indicate their sex (i.e. S3 = 99), terminate the interview and read out: "Thank you for your time. Bye!"】

【如受訪者選擇不透露性別（即 S3 = 99），問卷完成，請讀出：「唔好意思，多謝你嘅時間，拜拜！」】

【If the quota is full, record S4, and then jump to Main Question no. 2. After Question no. 2, read out: "Thank you for your time. That is the end of the interview. Bye!"】

【如受訪組別限額已滿，記錄 S4 教育程度，然後跳至主問卷第二條 Q2。完成第二條問題後，請讀出「訪問已經完成，多謝你嘅意見，拜拜！」】

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S4. **【Show card】** What is your highest educational level attained?

【Check quotas for educational level】

【示咭】 請問你最高讀到幾多年級或者乜嘢程度呢？**【檢查教育程度配額是否已滿】**

1. Primary or below

小學或以下

2. Junior Secondary (S1-S3)

初中（中一至中三）

3. Senior Secondary (S4–S6 or S7 / Project Yi Jin/ Diploma Yi Jin Programme/
Apprenticeship Scheme)

高中（中四至中六或中七／毅進計劃／毅進文憑課程／學徒課程）

4. Post-secondary (Sub-degree programmes, including Diploma, Certificate, Higher Diploma,
Higher Certificate, or Associate Degree programmes)

專上（學位程度以下課程，包括文憑、證書、高級文憑、高級證書或副學士課程）

5. Tertiary (Degree or above programmes)

大學（學位或以上程度課程）

99. **【Do not read out】** Prefer not to indicate

【不讀出】 選擇不透露

【If the respondents prefer not to indicate their education level (i.e. S4 = 99), terminate the interview and read out: “Thank you for your time. Bye!”】

【如受訪者選擇不透露教育程度（即 S4 = 99），問卷完成，請讀出：「唔好意思，多謝你嘅時間，拜拜！」】

【If the quota is full, immediately jump to Main Question no. 2. After Question no. 2, read out: “Thank you for your time. That is the end of the interview. Bye!”】

【如受訪組別限額已滿，立即跳至主問卷第二條 Q2。完成第二條問題後，請讀出「訪問已經完成，多謝你嘅意見，拜拜！」】

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S5. Are you an employed person? **【Employed persons include employers, employees and those who are self-employed】**

【Check quotas for working status】

請問你係唔係在職人士呢？**【在職人士包括僱主、僱員及自僱人士】**

【檢查就業情況配額是否已滿】

1. Yes

係

2. No

唔係

99. **【Do not read out】** Prefer not to indicate

【不讀出】 選擇不透露

【If the respondents prefer not to indicate their working status (i.e. S5 = 99), terminate the interview and read out: "Thank you for your time. Bye!"】

【如受訪者選擇不透露就業情況（即 S5 = 99），問卷完成，請讀出：「唔好意思，多謝你嘅時間，拜拜！」】

【If the quota is full, immediately jump to Main Question no. 2. After Question No. 2, read out: "Thank you for your time. That is the end of the interview. Bye!"】

【如受訪組別限額已滿，立即跳至主問卷第二條 Q2。完成第二條問題後，請讀出「訪問已經完成，多謝你嘅意見，拜拜！」】

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Main Questionnaire

主問卷

Q1. Are you aware of the proposed Hong Kong Palace Museum project?

你有冇聽過「香港故宮文化博物館」呢個建議項目呢？

1. Yes
有
2. No
冇
8. **【Do not read out】** Not sure
【不讀出】 唔肯定

Q2. The West Kowloon Cultural District Authority (the Authority) proposes to take forward the Hong Kong Palace Museum project, which will set up a dedicated museum with clear focus on Chinese art, culture and history in Hong Kong. The proposed museum will showcase the art and cultural collections of the Palace Museum to the Hong Kong public and overseas tourists on a long-term basis and in a more comprehensive and in-depth manner.

西九管理局建議在西九文化區推展「香港故宮文化博物館」項目，喺香港設立一間專門展示中國藝術、文化同歷史嘅專題博物館，從而長期向香港公眾同訪港旅客全面同深入咁展示故宮博物院嘅藝術同文化珍藏。

【Show card】 Overall speaking, how supportive of the development of the Hong Kong Palace Museum are you? Very supportive, supportive, half-half, not supportive, or not supportive at all?

【示咭】 整體嚟講，你支唔支持設立「香港故宮文化博物館」呢？非常支持、支持、一半半、唔支持，定非常唔支持呢？

1. Very supportive
非常支持
2. Supportive
支持
3. Half-half
一半半
4. Not supportive
唔支持
5. Not supportive at all
非常唔支持
8. **【Do not read out】** Don't know/ No opinion
【不讀出】 唔知道／無意見

Restricted
限閱文件

Q3. **【Show card】** It is the Authority's provisional view that proposed project would be beneficial to Hong Kong as a whole, bringing cultural, social and economic benefits. To what extent do you agree? Strongly agree, agree, half-half, disagree or strongly disagree?

【示咭】 西九管理局初步認為呢個建議項目會為香港帶來裨益，包括文化、社會同經濟嘅效益。你同唔同意？非常同意、同意、一半半、唔同意，定非常唔同意呢？

1. Strongly agree
非常同意
2. Agree
同意
3. Half-half
一半半
4. Disagree
唔同意
5. Strongly disagree
非常唔同意
8. **【Do not read out】** Don't know/ No opinion
【不讀出】 唔知道／無意見

Q4. **【Show card】** Under the current plan, there will be only one museum in WKCD, namely, M+ which is a contemporary visual culture museum. It is the Authority's provisional view that proposed Hong Kong Palace Museum project would provide visitors to the West Kowloon Cultural District a more diverse range of cultural facilities and experience. To what extent do you agree? Strongly agree, agree, half-half, disagree or strongly disagree?

【示咭】 根據現有計劃，西九文化區只有一所博物館，即「M+當代視覺文化博物館」。西九管理局初步認為建議嘅「香港故宮文化博物館」項目可以為西九文化區嘅訪客提供更加多元嘅文化設施同體驗。你同唔同意？非常同意、同意、一半半、唔同意，定非常唔同意呢？

1. Strongly agree
非常同意
2. Agree
同意
3. Half-half
一半半
4. Disagree
唔同意
5. Strongly disagree
非常唔同意
8. **【Do not read out】** Don't know/ No opinion
【不讀出】 唔知道／無意見

Restricted
限閱文件

Q5. **【ask those who are supportive/ very supportive of the development (i.e. Q2 = 1 or 2)**

表示非常及支持的受訪者（即 Q2 = 1 或 2）】

Why do you support the development of the Hong Kong Palace Museum?

點解你支持「香港故宮文化博物館」呢個項目？仲有呢？

【ask only those who are not supportive/ not supportive at all of the development

(i.e. Q2 = 4 or 5) 表示唔支持及非常唔支持的受訪者（即 Q2 = 4 或 5）】

Why do you not support the development of the Hong Kong Palace Museum?

點解你唔支持「香港故宮文化博物館」呢個項目？仲有呢？

- This is the end of the interview. Thank you for sharing your opinions. Bye! -

- 訪問已經完成，多謝你嘅意見，拜拜！-

Signed by interviewer

I hereby authenticate the data accuracy and integrity, and the interview was conducted by following the guidelines maintained by CSG as well as the international standard of market research.

本人特此證明，以上所有訪問資料均正確無訛，並依照市場調查和社會研究慣例和國際準則進行。

Interviewer ID 訪問員編號: _____

Date 日期: _____

→ Submit Questionnaire 提交問卷

**Restricted
限閱文件**

II. Summary Tables on Views Collected from the Public Opinion Poll

Q1. Are you aware of the proposed Hong Kong Palace Museum project?

	Total	Age						Gender		Highest Educational Attainment		Working Status	
		15-19	20-29	30-39	40-49	50-59	60 or above	Male	Female	Secondary or below	Post-secondary	Working	Non-working
BASE:													
SAMPLE (n)	1805	107	288	292	326	364	428	902	903	1089	716	995	810
POPULATION (N ('000))	6,143.6	352.3	879.3	1,003.0	1,061.5	1,240.6	1,606.9	2,913.8	3,229.8	4,180.6	1,963.0	3,201.1	2,942.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	81.2%	79.5%	75.7%	80.1%	84.7%	85.1%	79.8%	84.8%	77.9%	78.7%	86.5%	82.9%	79.2%
No	18.7%	20.5%#	24.3%	19.9%	15.3%	14.6%	20.1%	15.1%	22.0%	21.2%	13.5%	17.1%	20.6%
Not sure	0.1%#	-	-	-	-	0.3%#	0.2%#	0.1%#	0.1%#	0.2%#	-	-	0.2%#

Note:

Owing to the constraint of small sample sizes, care should be taken in interpreting the percentage figures.

Q2. Overall speaking, how supportive of the development of the Hong Kong Palace Museum are you?

	Total	Age						Gender		Highest Educational Attainment		Working Status	
		15-19	20-29	30-39	40-49	50-59	60 or above	Male	Female	Secondary or below	Post-secondary	Working	Non-working
BASE:													
SAMPLE (n)	1805	107	288	292	326	364	428	902	903	1089	716	995	810
POPULATION (N ('000))	6,143.6	352.3	879.3	1,003.0	1,061.5	1,240.6	1,606.9	2,913.8	3,229.8	4,180.6	1,963.0	3,201.1	2,942.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Supportive	52.0%	47.6%	39.6%	47.2%	51.8%	58.4%	58.0%	53.0%	51.1%	56.3%	42.9%	50.3%	53.9%
<i>Very supportive</i>	15.0%	6.7% [#]	7.0% [#]	11.4%	17.0%	20.2%	18.1%	18.0%	12.2%	16.2%	12.4%	15.2%	14.7%
<i>Supportive</i>	37.0%	41.0%	32.6%	35.8%	34.8%	38.2%	40.0%	35.0%	38.9%	40.1%	30.5%	35.1%	39.2%
Half-half	31.9%	40.1%	36.4%	36.6%	31.6%	28.2%	27.8%	29.7%	33.9%	30.2%	35.6%	32.5%	31.3%
Not supportive	14.7%	12.2% [#]	24.0%	15.5%	16.4%	12.8%	9.8%	16.3%	13.2%	11.7%	21.0%	16.5%	12.7%
<i>Not supportive</i>	9.9%	8.5% [#]	15.3%	9.7%	10.4%	9.9%	7.2%	11.0%	9.0%	8.0%	14.0%	10.9%	8.9%
<i>Not supportive at all</i>	4.7%	3.7% [#]	8.7% [#]	5.8% [#]	6.0% [#]	3.0% [#]	2.7% [#]	5.3%	4.2%	3.7%	7.0%	5.6%	3.8%
Don't know/No opinion	1.4% [#]	–	–	0.7% [#]	0.2% [#]	0.6% [#]	4.4% [#]	1.0% [#]	1.8% [#]	1.8% [#]	0.5% [#]	0.7% [#]	2.2% [#]

Note:

[#] Owing to the constraint of small sample sizes, care should be taken in interpreting the percentage figures.

Q3. To what extent do you agree that proposed project would be beneficial to Hong Kong as a whole?

	Total	Age						Gender		Highest Educational Attainment		Working Status	
		15-19	20-29	30-39	40-49	50-59	60 or above	Male	Female	Secondary or below	Post-secondary	Working	Non-working
BASE:													
SAMPLE (n)	1805	107	288	292	326	364	428	902	903	1089	716	995	810
POPULATION (N ('000))	6,143.6	352.3	879.3	1,003.0	1,061.5	1,240.6	1,606.9	2,913.8	3,229.8	4,180.6	1,963.0	3,201.1	2,942.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	49.9%	52.1%	34.2%	41.8%	48.3%	56.2%	59.4%	52.6%	47.5%	55.2%	38.7%	44.7%	55.7%
<i>Strongly agree</i>	8.0%	1.0%#	3.2%#	4.7%#	8.4%#	12.2%	10.7%	10.3%	6.0%	8.9%	6.2%	7.6%	8.5%
<i>Agree</i>	41.9%	51.2%	31.0%	37.1%	39.9%	44.0%	48.7%	42.4%	41.5%	46.4%	32.5%	37.1%	47.2%
Half-half	30.1%	32.1%	34.7%	36.9%	30.1%	29.1%	23.6%	27.4%	32.5%	28.8%	32.9%	32.9%	27.1%
Disagree	18.4%	15.8%#	31.1%	20.9%	21.3%	13.9%	12.0%	19.5%	17.4%	13.8%	28.1%	21.9%	14.5%
<i>Disagree</i>	14.4%	13.9%#	22.9%	16.1%	15.6%	11.1%	10.6%	15.2%	13.7%	11.1%	21.5%	16.9%	11.7%
<i>Strongly disagree</i>	4.0%	1.9%#	8.2%#	4.8%#	5.7%#	2.8%#	1.4%#	4.3%	3.7%	2.7%	6.6%	5.0%	2.9%#
Don't know/No opinion	1.6%#	–	–	0.4%#	0.4%#	0.8%#	5.0%#	0.5%#	2.6%#	2.2%#	0.3%#	0.6%#	2.7%#

Note:

Owing to the constraint of small sample sizes, care should be taken in interpreting the percentage figures.

Q4. To what extent do you agree that the project would provide visitors a more diverse range of cultural facilities and experience?

	Total	Age						Gender		Highest Educational Attainment		Working Status	
		15-19	20-29	30-39	40-49	50-59	60 or above	Male	Female	Secondary or below	Post-secondary	Working	Non-working
BASE:													
SAMPLE (n)	1805	107	288	292	326	364	428	902	903	1089	716	995	810
POPULATION (N ('000))	6,143.6	352.3	879.3	1,003.0	1,061.5	1,240.6	1,606.9	2,913.8	3,229.8	4,180.6	1,963.0	3,201.1	2,942.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	58.3%	64.5%	45.0%	53.3%	59.2%	62.3%	63.8%	59.7%	57.1%	62.4%	49.7%	54.5%	62.5%
<i>Strongly agree</i>	8.1%	5.7% [#]	5.7% [#]	4.0% [#]	7.7% [#]	11.5%	10.0%	10.8%	5.6%	8.7%	6.7%	7.3%	8.9%
<i>Agree</i>	50.3%	58.8%	39.3%	49.3%	51.5%	50.8%	53.8%	49.0%	51.4%	53.7%	43.0%	47.3%	53.5%
Half-half	26.3%	22.4% [#]	32.6%	30.0%	25.5%	25.9%	22.1%	24.5%	27.9%	25.0%	29.1%	29.0%	23.3%
Disagree	14.2%	13.1% [#]	22.1%	16.3%	15.0%	11.0%	10.8%	15.4%	13.1%	11.1%	20.7%	16.0%	12.3%
<i>Disagree</i>	11.8%	12.2% [#]	18.7%	12.2%	11.5%	9.2%	9.8%	12.7%	10.9%	9.5%	16.6%	12.7%	10.7%
<i>Strongly disagree</i>	2.4%	0.9% [#]	3.4% [#]	4.2% [#]	3.5% [#]	1.8% [#]	1.0% [#]	2.7% [#]	2.2% [#]	1.7% [#]	4.1% [#]	3.3%	1.5% [#]
Don't know/No opinion	1.2% [#]	–	0.3% [#]	0.4% [#]	0.4% [#]	0.8% [#]	3.2% [#]	0.4% [#]	1.9% [#]	1.5% [#]	0.5% [#]	0.4% [#]	2.0% [#]

Note:

[#] Owing to the constraint of small sample sizes, care should be taken in interpreting the percentage figures.

Q5a. Why do you support the development of the Hong Kong Palace Museum?

	Total	Age						Gender		Highest Educational Attainment		Working Status	
		15-19	20-29	30-39	40-49	50-59	60 or above	Male	Female	Secondary or below	Post-secondary	Working	Non-working
BASE:													
SAMPLE (n)	1805	107	288	292	326	364	428	902	903	1089	716	995	810
POPULATION (N ('000))	6,143.6	352.3	879.3	1,003.0	1,061.5	1,240.6	1,606.9	2,913.8	3,229.8	4,180.6	1,963.0	3,201.1	2,942.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Would offer good educational value and could facilitate the learning and understanding of Hong Kong and China as a whole	25.2%	36.3%	17.2%	23.9%	25.4%	28.5%	25.1%	23.6%	26.5%	28.3%	18.5%	22.5%	28.0%
Could facilitate the understanding of Chinese/ Hong Kong cultural relics	3.3%	2.7% [#]	1.1% [#]	2.0% [#]	3.1% [#]	5.3% [#]	4.0% [#]	2.8% [#]	3.7%	4.1%	1.6% [#]	2.7% [#]	4.0%
Could facilitate the understanding of Chinese/ Hong Kong's history	11.1%	16.7% [#]	9.2% [#]	10.5%	11.8%	13.3%	9.1%	11.0%	11.1%	12.4%	8.3%	10.3%	11.9%
<i>Could facilitate citizens' understanding of Chinese/ Hong Kong's history</i>	8.3%	15.8% [#]	8.2% [#]	6.6% [#]	8.9%	9.7%	6.1%	8.9%	7.7%	9.1%	6.5%	7.6%	9.0%

	Total	Age						Gender		Highest Educational Attainment		Working Status	
		15-19	20-29	30-39	40-49	50-59	60 or above	Male	Female	Secondary or below	Post-secondary	Working	Non-working
<i>Could facilitate the next generation/ students/ younger generation's understanding of Chinese/ Hong Kong's history</i>	3.0%	0.9% [#]	1.4% [#]	4.2% [#]	3.6% [#]	3.0% [#]	3.2% [#]	2.5% [#]	3.4%	3.5%	2.0% [#]	2.9% [#]	3.1% [#]
Could facilitate the understanding of Chinese/ Hong Kong's culture	10.5%	15.9% [#]	8.7% [#]	10.1% [#]	11.8%	9.1%	10.7%	10.0%	10.9%	10.7%	10.0%	9.9%	11.1%
<i>Could facilitate citizens' understanding of Chinese/ Hong Kong's culture</i>	7.9%	13.0% [#]	7.0% [#]	7.2% [#]	10.0%	5.4% [#]	8.3%	7.8%	8.0%	7.7%	8.4%	7.6%	8.2%
<i>Could facilitate the next generation/ students/ younger generation's understanding of Chinese/ Hong Kong's culture</i>	2.1%	2.9% [#]	1.3% [#]	2.1% [#]	2.0% [#]	2.8% [#]	1.7% [#]	1.8% [#]	2.3% [#]	2.3% [#]	1.6% [#]	1.7% [#]	2.5% [#]
<i>Could facilitate tourists' understanding of Chinese culture</i>	0.7% [#]	1.9% [#]	0.3% [#]	0.7% [#]	0.6% [#]	0.5% [#]	0.7% [#]	0.7% [#]	0.7% [#]	0.8% [#]	0.5% [#]	0.8% [#]	0.6% [#]

	Total	Age						Gender		Highest Educational Attainment		Working Status	
		15-19	20-29	30-39	40-49	50-59	60 or above	Male	Female	Secondary or below	Post-secondary	Working	Non-working
General comments related to educational aspect	4.8%	5.6% [#]	2.1% [#]	5.0% [#]	3.7% [#]	5.8% [#]	6.0% [#]	4.2%	5.4%	5.9%	2.6% [#]	4.1%	5.6%
<i>Could facilitate the understanding of Mainland China/ Hong Kong</i>	2.9%	3.7% [#]	1.1% [#]	1.5% [#]	2.5% [#]	3.2% [#]	4.7% [#]	3.0% [#]	2.9% [#]	3.9%	0.9% [#]	2.3% [#]	3.7% [#]
<i>Would offer good educational value/ to learn knowledge that was not contained in books</i>	0.9% [#]	0.9% [#]	0.3% [#]	1.8% [#]	1.2% [#]	1.4% [#]	0.2% [#]	0.6% [#]	1.2% [#]	0.9% [#]	1.1% [#]	1.1% [#]	0.7% [#]
<i>The next generation/ students/ younger generation could visit, which facilitated their understanding</i>	0.8% [#]	0.9% [#]	0.7% [#]	1.7% [#]	–	1.4% [#]	0.4% [#]	0.6% [#]	1.1% [#]	1.0% [#]	0.6% [#]	0.7% [#]	1.0% [#]
Retain/ conservation of Chinese culture/ cultural relics/ history	1.3% [#]	0.9% [#]	1.0% [#]	1.8% [#]	2.2% [#]	1.3% [#]	0.9% [#]	1.1% [#]	1.6% [#]	1.7% [#]	0.7% [#]	1.2% [#]	1.5% [#]
Would become a new attraction in Hong Kong and a good place to go for leisure	8.2%	1.9% [#]	6.0% [#]	9.1% [#]	8.1% [#]	8.7% [#]	9.7%	9.2%	7.3%	8.8%	6.9%	8.7%	7.6%
Would attract more tourists to Hong Kong	7.8%	6.5% [#]	3.8% [#]	5.1% [#]	6.4% [#]	10.8%	10.7%	9.7%	6.1%	8.8%	5.8%	7.8%	7.8%

	Total	Age						Gender		Highest Educational Attainment		Working Status	
		15-19	20-29	30-39	40-49	50-59	60 or above	Male	Female	Secondary or below	Post-secondary	Working	Non-working
Visitors could conveniently enjoy and see the artefacts from the renowned Palace Museum in Hong Kong	5.1%	1.0% [#]	2.7% [#]	2.9% [#]	6.9% [#]	5.8% [#]	7.0%	4.9%	5.4%	5.4%	4.5%	4.7%	5.5%
Would promote economic/ social development/ increase job opportunities	4.7%	2.8% [#]	3.9% [#]	1.8% [#]	4.6% [#]	4.9% [#]	7.2% [#]	5.3%	4.1%	5.3%	3.3% [#]	4.4%	5.0%
Hong Kong lacked relevant museums/ exhibitions (particularly museums related to Chinese historical landmarks/ artefacts exhibition)	3.7%	2.9% [#]	5.9% [#]	3.2% [#]	2.5% [#]	4.4% [#]	3.3% [#]	3.6%	3.8%	3.6%	3.9% [#]	4.3%	3.1% [#]
Could showcase/ promote Chinese culture/ facilitate cultural exchange and development	2.6%	2.8% [#]	3.0% [#]	1.3% [#]	2.9% [#]	2.9% [#]	2.6% [#]	3.3%	1.9% [#]	2.1% [#]	3.6% [#]	3.0%	2.1% [#]
Could cultivate (Chinese) culture in Hong Kong/ elevate Hong Kong's cultural level	2.4%	2.8% [#]	1.4% [#]	3.7% [#]	3.0% [#]	3.2% [#]	1.1% [#]	2.1% [#]	2.7% [#]	2.1% [#]	3.0% [#]	3.0%	1.7% [#]

	Total	Age						Gender		Highest Educational Attainment		Working Status	
		15-19	20-29	30-39	40-49	50-59	60 or above	Male	Female	Secondary or below	Post-secondary	Working	Non-working
Could enjoy artefacts with historical value/ commemorative value/ precious/ national treasure	1.5% [#]	0.9% [#]	0.4% [#]	1.4% [#]	1.3% [#]	1.8% [#]	2.2% [#]	1.5% [#]	1.5% [#]	1.6% [#]	1.2% [#]	1.1% [#]	1.9% [#]
Could increase national consciousness/ sense of belonging	0.7% [#]	1.9% [#]	1.1% [#]	0.6% [#]	0.3% [#]	1.3% [#]	0.2% [#]	1.1% [#]	0.4% [#]	0.6% [#]	1.1% [#]	1.0% [#]	0.5% [#]
Personal reasons	3.7%	1.9% [#]	2.2% [#]	2.9% [#]	3.0% [#]	5.0% [#]	4.8% [#]	2.8% [#]	4.5%	4.4%	2.1% [#]	3.1% [#]	4.3%
<i>Interested in Chinese history</i>	0.8% [#]	0.9% [#]	0.8% [#]	0.7% [#]	0.3% [#]	0.9% [#]	1.1% [#]	0.4% [#]	1.2% [#]	0.8% [#]	0.9% [#]	1.0% [#]	0.6% [#]
<i>Interested in Chinese culture</i>	0.7% [#]	–	0.3% [#]	0.4% [#]	1.0% [#]	–	1.4% [#]	0.4% [#]	0.9% [#]	0.7% [#]	0.5% [#]	0.6% [#]	0.7% [#]
<i>Other personal reasons (e.g. being Chinese)</i>	2.0%	–	1.1% [#]	1.8% [#]	1.4% [#]	3.0% [#]	2.6% [#]	1.9% [#]	2.0% [#]	2.5% [#]	0.8% [#]	1.4% [#]	2.6% [#]
No opinion	1.4% [#]	1.0% [#]	0.8% [#]	0.4% [#]	0.2% [#]	2.9% [#]	2.1% [#]	1.6% [#]	1.3% [#]	1.7% [#]	0.8% [#]	1.6% [#]	1.2% [#]
Not applicable	48.0%	52.4%	60.4%	52.8%	48.2%	41.6%	42.0%	47.0%	48.9%	43.7%	57.1%	49.7%	46.1%

Note:

[#] Owing to the constraint of small sample sizes, care should be taken in interpreting the percentage figures.

Q5b. Why do you not support the development of the Hong Kong Palace Museum?

	Total	Age						Gender		Highest Educational Attainment		Working Status	
		15-19	20-29	30-39	40-49	50-59	60 or above	Male	Female	Secondary or below	Post-secondary	Working	Non-working
BASE:													
SAMPLE (n)	1805	107	288	292	326	364	428	902	903	1089	716	995	810
POPULATION (N ('000))	6,143.6	352.3	879.3	1,003.0	1,061.5	1,240.6	1,606.9	2,913.8	3,229.8	4,180.6	1,963.0	3,201.1	2,942.5
	100	100	100	100	100	100	100	100	100	100	100	100	100
Waste of resources	4.9%	2.8% [#]	7.6% [#]	5.9% [#]	5.5% [#]	5.3% [#]	2.7% [#]	4.8%	5.1%	4.2%	6.6%	6.2%	3.5% [#]
<i>Waste of money, it could be used for other purposes</i>	4.1%	1.0% [#]	6.3% [#]	4.9% [#]	5.2% [#]	3.9% [#]	2.7% [#]	3.6%	4.6%	3.3%	5.8%	5.1%	3.1% [#]
<i>Waste of land, it could be used for other purposes</i>	0.8% [#]	1.8% [#]	1.3% [#]	1.4% [#]	0.4% [#]	1.3% [#]	-	1.2% [#]	0.5% [#]	0.7% [#]	1.1% [#]	1.2% [#]	0.4% [#]
Inappropriate location (e.g. not useful due to limited space, not in line with the development of the West Kowloon Cultural District)	1.5% [#]	1.8% [#]	1.7% [#]	1.7% [#]	2.8% [#]	0.7% [#]	0.8% [#]	1.7% [#]	1.3% [#]	1.1% [#]	2.2% [#]	1.8% [#]	1.1% [#]

	Total	Age						Gender		Highest Educational Attainment		Working Status	
		15-19	20-29	30-39	40-49	50-59	60 or above	Male	Female	Secondary or below	Post-secondary	Working	Non-working
There were already a lot of museums in Hong Kong	1.6%	–	3.8% [#]	1.6% [#]	1.8% [#]	0.9% [#]	1.3% [#]	1.4% [#]	1.9% [#]	1.0% [#]	2.9% [#]	2.1% [#]	1.2% [#]
<i>There were already a lot of museums in Hong Kong</i>	0.9% [#]	–	2.8% [#]	0.6% [#]	0.8% [#]	0.5% [#]	0.6% [#]	0.8% [#]	1.0% [#]	0.4% [#]	1.9% [#]	1.3% [#]	0.5% [#]
<i>There were museums of similar nature in Hong Kong thus unnecessary to establish a new one</i>	0.8% [#]	–	1.1% [#]	0.9% [#]	1.1% [#]	0.4% [#]	0.7% [#]	0.7% [#]	0.9% [#]	0.6% [#]	1.1% [#]	0.8% [#]	0.7% [#]
Lack of public consultation	2.4%	1.9% [#]	4.7% [#]	3.0% [#]	2.2% [#]	1.6% [#]	1.5% [#]	3.2%	1.7% [#]	1.2% [#]	4.8%	2.8%	1.9% [#]
People could go to Beijing Palace Museum to enjoy the exhibits and artefacts	2.3%	1.0% [#]	4.6% [#]	2.7% [#]	3.1% [#]	1.6% [#]	1.2% [#]	2.3% [#]	2.3% [#]	1.9% [#]	3.1% [#]	2.5% [#]	2.1% [#]
Lack of Hong Kong's characteristics/ Lack of Hong Kong culture/ Should conserve Hong Kong culture first	1.7%	4.8% [#]	4.1% [#]	2.9% [#]	0.4% [#]	1.1% [#]	0.1% [#]	1.6% [#]	1.7% [#]	0.7% [#]	3.7% [#]	1.6% [#]	1.8% [#]

	Total	Age						Gender		Highest Educational Attainment		Working Status	
		15-19	20-29	30-39	40-49	50-59	60 or above	Male	Female	Secondary or below	Post-secondary	Working	Non-working
There was doubt about the ornamental value of the borrowed royal collection	1.3% [#]	–	1.8% [#]	1.5% [#]	0.9% [#]	2.3% [#]	0.5% [#]	1.8% [#]	0.7% [#]	1.2% [#]	1.3% [#]	1.7% [#]	0.7% [#]
Hong Kong people were not interested in museums	1.0% [#]	–	1.0% [#]	0.6% [#]	1.5% [#]	0.9% [#]	1.2% [#]	1.1% [#]	0.9% [#]	1.1% [#]	0.9% [#]	1.1% [#]	0.9% [#]
Not attractive/ Not beneficial to Hong Kong	0.6% [#]	–	2.3% [#]	0.4% [#]	0.7% [#]	0.2% [#]	0.2% [#]	0.6% [#]	0.6% [#]	0.1% [#]	1.5% [#]	0.7% [#]	0.5% [#]
No opinion	0.9% [#]	–	–	0.7% [#]	1.1% [#]	1.3% [#]	1.2% [#]	1.1% [#]	0.7% [#]	1.2% [#]	0.1% [#]	0.7% [#]	1.1% [#]
Not applicable	85.3%	87.8%	76.0%	84.5%	83.6%	87.2%	90.2%	83.7%	86.8%	88.3%	79.0%	83.5%	87.3%

Note:

[#] Owing to the constraint of small sample sizes, care should be taken in interpreting the percentage figures.

III. Copy of Public Consultation Activities (Online and Paper Questionnaires)

西九文化區管理局 West Kowloon Cultural District Authority

香港故宮文化博物館 Hong Kong Palace Museum

公眾諮詢活動 Public Consultation Exercise

問卷 Questionnaire

1. 西九文化區管理局相信香港故宮文化博物館是一個重要項目，它將為西九及香港帶來重大的裨益。請你就項目提出意見或建議。

The West Kowloon Cultural District Authority believes the development of the Hong Kong Palace Museum is an important project that will significantly benefit the District and Hong Kong alike. Please share your views on the project.

我們亦歡迎公眾就項目的特定範疇提出詳細意見或建議：

We also would like your views on a number of specific areas:

2. 你認為香港故宮文化博物館應包含什麼設施？(例如：展覽廳、演講廳、教育活動室、工作坊、餐廳)

Do you have any views on the facilities the Hong Kong Palace Museum will incorporate?
(e.g. Exhibition Galleries, Lecture Theatre, Activities Rooms, Workshops, Restaurant, etc.)

3. 你對未來香港故宮文化博物館的運作有什麼意見和提議？

Do you have any views and suggestions on the operation of the future Hong Kong Palace Museum?

4. 你期望在香港故宮文化博物館欣賞到哪些展覽和節目？

What types of exhibitions and programmes would you like to see presented in the Hong Kong Palace Museum?

西九文化區管理局 West Kowloon Cultural District Authority

香港故宮文化博物館 Hong Kong Palace Museum

公眾諮詢活動 Public Consultation Exercise

問卷 Questionnaire

5. 你希望香港故宮文化博物館推出什麼類型的學習活動？
What kind of learning programmes would you like to see presented?

6. 你對展覽內容相關的詮釋活動和工具（如語音導賞、數碼活動指南、流動應用程式等）有什麼建議？
Do you have any suggestions about interpretation activities and tools (e.g. audio guide, digital guide, mobile applications etc.) to complement the exhibition content?

7. 還有其他意見或建議嗎？
Do you have any other comments or suggestions?

回應者的個人資料 Profile of Respondent

重要事項 Important Note:

此部分所蒐集到的資料，將會用於與管理局的職能、項目或活動有關的分析 / 統計。資料只供管理局或政府決策局 / 部門內部使用，並不會供公眾查閱。

Information provided below by respondents will only be used internally by West Kowloon Cultural District Authority (the Authority) or by Government bureaux/ departments for analytical/survey purposes in connection with the functions, projects or activities of the Authority, and will not be made available for public perusal.

以下資料將有助管理局了解回應者的整體特性：

Provision of the information below will assist the Authority in understanding the profile of respondents as a group :

年齡 Age : 18歲以下 Under 18 18-30歲 31-45歲 46-60歲 61-70歲 71歲或以上 71 or above

性別 Gender : 男 Male 女 Female

西九文化區管理局 West Kowloon Cultural District Authority

香港故宮文化博物館 Hong Kong Palace Museum

公眾諮詢活動 Public Consultation Exercise

居住地區 Area of Residence:

香港島 Hong Kong Island 九龍 Kowloon 新界 New Territories 離島 Outlying Islands

內地 Mainland China (請註明是哪個省份 Please specify your province/city) : _____

海外 Overseas (請註明是哪個國家/地區 Please specify your country/region) : _____

教育程度 Level of Education:

未受正式教育 No formal schooling 小學 Primary 中學 Secondary

專上學院 Post secondary 大學或以上 University or above

職業 Occupation (請註明 Please specify) :

在過去十二個月內，你曾否在香港、內地或海外使用任何藝術/文化設施 (包括使用圖書館、到訪博物館、展覽及觀看文藝表演) ?

Have you been to any arts or cultural facilities (including libraries, museums, exhibitions and attend cultural performances) in the past 12 months (in Hong Kong, Mainland China or overseas)?

有 Yes 沒有 No

(如有，請註明次數 If yes, please indicate frequency :)

1-3 次 times 4-6 次 times 7次或以上 7 times or more

姓名 Name : _____

你是否同意當局在讓公眾查閱這份已填妥的問卷時附上你的姓名? (注意: 其他個人資料不會被公開) (請選出一項)

Do you agree that your views in this return can be made available for public perusal with your name on it? (Please note that the information in the personal profile will not made public) (Please tick one box)

我同意 Yes, I agree. 我不同意 No, I do not agree.

此問卷所蒐集到的回應，將供西九文化區管理局(管理局) 或政府決策局 / 部門應用於與管理局的職能、項目或活動有關的合法用途，也可能被發表或供公眾查閱。

The views collected from this return will be used by the Authority or by Government bureaux/departments for all lawful purposes relating to the functions, projects or activities of the Authority. The views may also be published or made available for public perusal.

你有權要求查閱及要求改正西九文化區管理局所持有關於閣下的個人資料。如有查詢，歡迎致電 2200 0217。

You have the right to request access to and to request the correction of your personal data held by the Authority. If you have any questions, please contact the Authority at telephone number 2200 0217.

你亦可前往 www.westkowloon.hk，於網上提交意見。 You may also submit comments online at www.westkowloon.hk

謝謝。 Thank You.

IV. List of Activities under the Public Consultation Exercise

	日期 Date	時間 Time	內容 Description	地點 Venue
1	12/01/2017	1430-1730	西九文化區管理局諮詢會 第 21 次會議 The 21st Meeting of the Consultation Panel of the West Kowloon Cultural District Authority	西九文化區管理局 香港數碼港道 100 號數碼港 3 座 C 區 6 樓 608 至 613 室 West Kowloon Cultural District Authority Units 608-613, Level 6, Core C, Cyberport 3, 100 Cyberport Road, Hong Kong
2	23/01/2017	1800-2000	建築、工程、園境、都市 規劃及測量界諮詢會議 Consultation Session (Architectural, Engineering, Landscape, Planning and Surveying)	展城館多用途廳 香港中環愛丁堡廣場 3 號 Multi-purpose Hall, City Gallery 3 Edinburgh Place, Central, Hong Kong
3	26/01/2017	1600-1800	文化藝術界諮詢會議 Consultation Session (Arts and Culture)	展城館多用途廳 香港中環愛丁堡廣場 3 號 Multi-purpose Hall, City Gallery 3 Edinburgh Place, Central, Hong Kong
4	14/02/2017	1400-1430	香港旅遊業議會理事會會 議 Board Meeting of the Travel Industry Council	北角城中心 1706-09 室 香港北角英皇道 250 號 Rooms 1706-09, Fortress Tower 250 King's Road, North Point, Hong Kong
5	14/02/2017	1630-1730	海濱委員會專責小組會議 Harbourfront Commission Task Force Meeting	北角政府合署會議室 香港北角渣華道 333 號 15 樓 Conference Room. 15/F, North Point Government Offices 333 Java Road, North Point, Hong Kong
6	16/02/2017	1230-1330	18 區區議正、副主席會議 Meeting with Chairmen and Vice-Chairman of 18 District Councils	民政事務總署會議室 香港灣仔軒尼詩道 130 號修頓中心 30 字樓 Conference Room, Home Affairs Department 30/F, Southorn Centre, 130 Hennessy Road, Wan Chai, Hong Kong

7	16/02/2017	1830-2030	文化藝術界諮詢會議 Consultation Session (Arts and Culture)	香港兆基創意書院文化藝術中心多媒體劇場 九龍聯合道 135 號 Multi-media Theatre, HKICC Lee Shau Kee School of Creativity Arts and Culture Centre 135 Junction Road
8	20/02/2017	1430-1730	西九文化區管理局諮詢會第 22 次會議 The 22nd Meeting of the Consultation Panel of the West Kowloon Cultural District Authority	西九文化區管理局 香港數碼港道 100 號數碼港 3 座 C 區 6 樓 608 至 613 室 West Kowloon Cultural District Authority Units 608-613, Level 6, Core C, Cyberport 3, 100 Cyberport Road, Hong Kong
9	22/02/2017	1830-2030	建築、工程、園境、都市規劃及測量界諮詢會議 Consultation Session (Architectural, Engineering, Landscape, Planning and Surveying)	展城館多用途廳 香港中環愛丁堡廣場 3 號 Multi-purpose Hall, City Gallery 3 Edinburgh Place, Central, Hong Kong
10	25/02/2017	1000-1200	國際專業管理學會公開論壇 2017：香港故宮文化博物館在西九 公開論壇及有關珍品展覽 The International Institute of Management's Open Forum 2017: Hong Kong Palace Museum at West Kowloon plus Valuable/ Interesting Exhibits	香港大學專業進修學院金鐘教學中心 204 室演講廳 香港金鐘夏愨道 18 號海富中心 Room 204 Lecture Theatre, HKU SPACE Admiralty Learning Centre 18 Harcourt Road, Hong Kong
11	01/03/2017	1900-2030	西九文化青年講場 West Kowloon Cultural District Youth Dialogue Series	香港青年協會大廈咖啡空間 香港北角百福道 21 號 Café 21, Hong Kong Federation of Youth Groups Building 21 Pak Fuk Road, North Point, Hong Kong
12	06/03/2017	1600-1800	18 區區議會轄下與文化藝術相關委員會（正、副主席）諮詢會議 Consultation Session (Arts and Culture-Related Committees under 18 District Councils – Chairmen/ Vice-Chairmen)	展城館多用途廳 香港中環愛丁堡廣場 3 號 Multi-purpose Hall, City Gallery 3 Edinburgh Place, Central, Hong Kong

Analysis of Views for the Public Consultation Exercise on the Proposed Hong Kong Palace Museum (HKPM) Project

- Report on Findings -

Submitted to

**West Kowloon Cultural District Authority
(WKCD)**

Prepared by

Consumer Search Hong Kong Limited

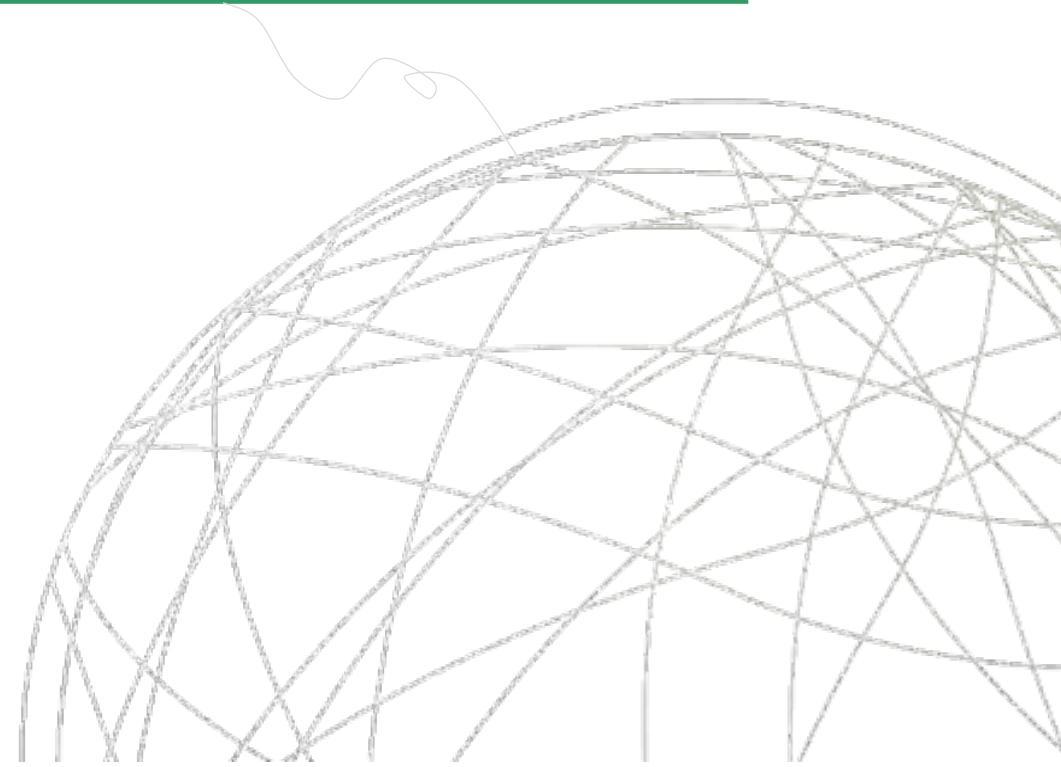
- 9 May 2017 -

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- A combination of quantitative and qualitative analyses of views and opinions received during the public consultation period (i.e. from 11 January to 8 March 2017) was deployed, covering:
 - Quantitative: **Public opinion poll** through on-street face-to-face interviews
 - Qualitative: Consultation activities, including:
 - ✓ **Questionnaires** (i) distributed at the City Gallery in Central where the proposed HKPM project details were on display, and (ii) available via the WKCDA website where the proposed HKPM project details were uploaded
 - ✓ Views expressed at the **consultation meetings/ sessions/ forums** that WKCDA organised or took part in
 - ✓ **Written and other submissions** from the public

Quantitative Approach: **Public Opinion Poll**

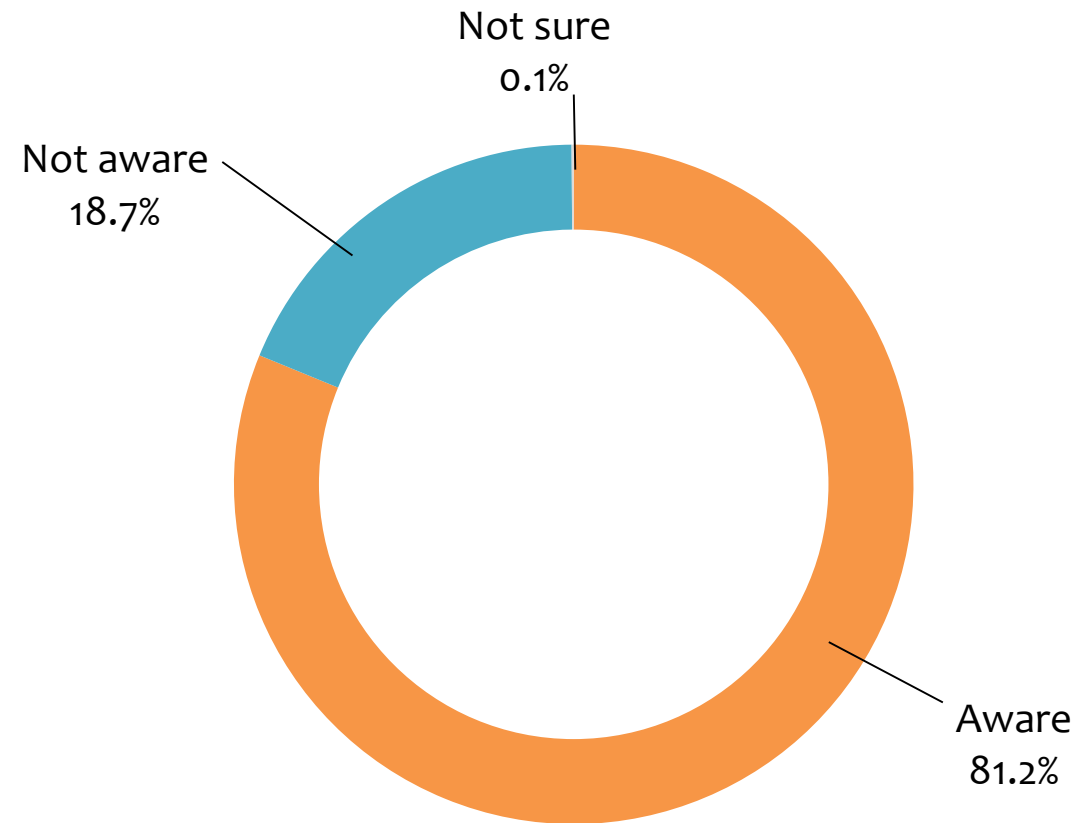


Methodology



- The public opinion poll aimed to **reach out** to more members of the public and collect their views on the proposed HKPM project, with data being **projected to represent the Hong Kong resident population aged 15 or above**
- A total of **1 805 successful interviews** were completed in 18 locations with major traffic junctions, transport hubs and landmarks in Hong Kong between **28 February and 7 March 2017**
- Quota was set to ensure that the enumerated samples could represent an appropriate composition of the target population, with reference to corresponding population statistics as provided by the Census and Statistics Department, including (i) gender, (ii) age, (iii) highest educational attainment and (iv) working status (N=6 143 600 in total)

General awareness of the proposed HKPM project

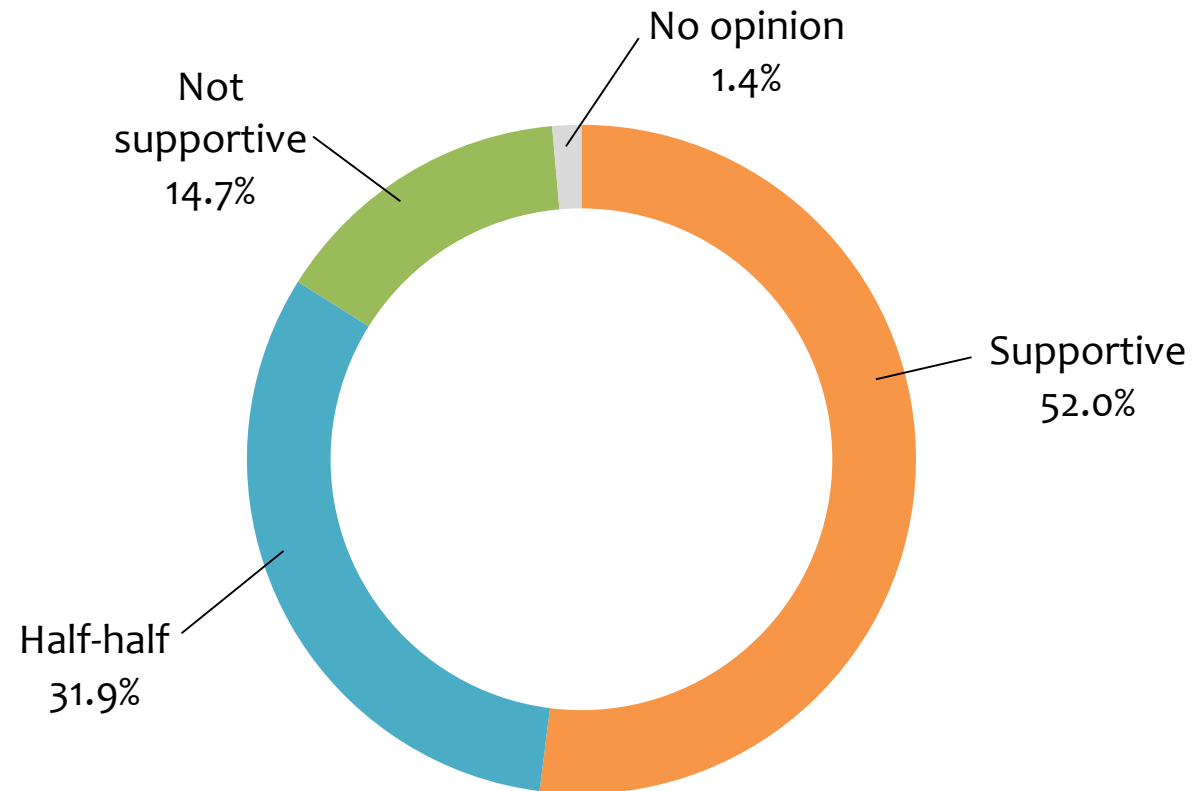


General awareness of the proposed HKPM project



General awareness of the proposed HKPM project was **high** with 81.2% of the general public being aware of the proposed project

Level of support towards the development of the proposed HKPM project



Level of support towards the development of the proposed HKPM project



Supporting views towards the proposed HKPM project exceeded opposing views by a big margin:

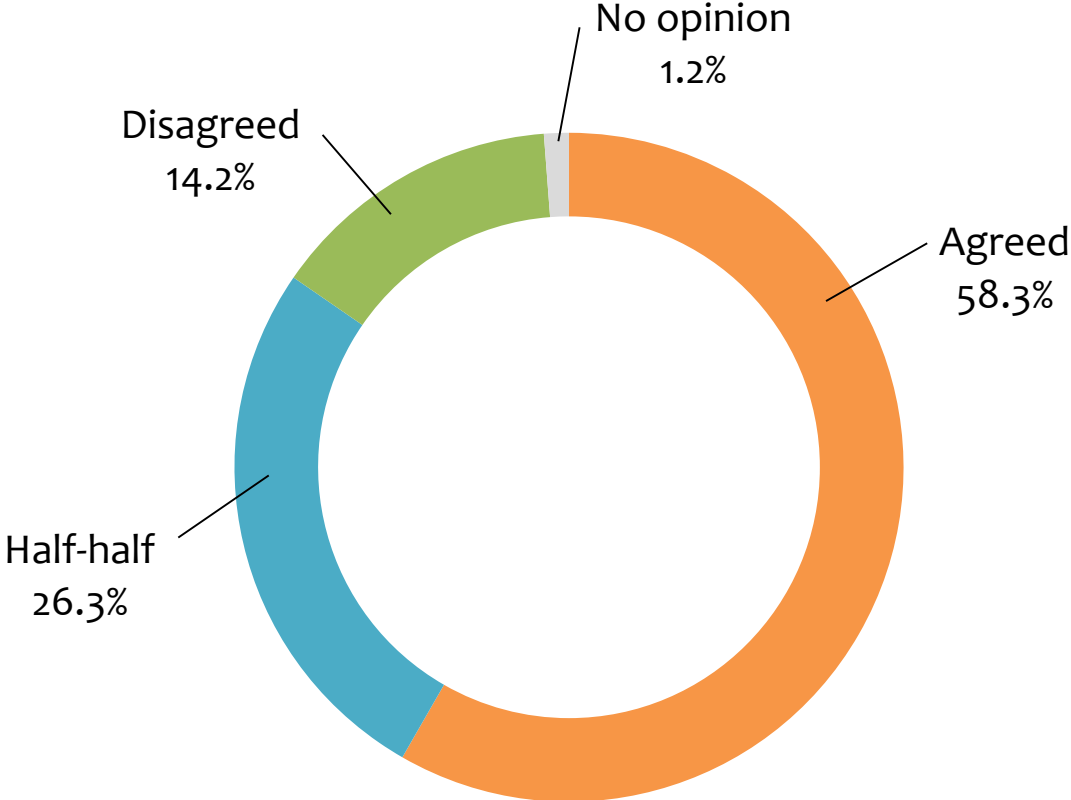
- About **52.0%** of the general public were supportive of the development of the proposed HKPM
- 14.7% were not supportive
- 31.9% chose half-half
- Only 1.4% had no opinion

Reasons for supporting the proposed HKPM project



- Key reasons for those in **support** of this proposed project (52.0%) are as follows:
 - 25.2% of the general public believed that the proposed HKPM would offer **good educational value** and could **facilitate the learning and understanding of Hong Kong and China as a whole**, particularly the history and culture
 - 8.2% of the general public believed that the proposed HKPM would become a **new attraction** in Hong Kong and a **good place to go for leisure**
 - 7.8% of the general public anticipated that the development of the proposed HKPM would **attract more tourists** to Hong Kong

Level of agreement with the positive impact of the proposed project on WKCD facilities/ experience



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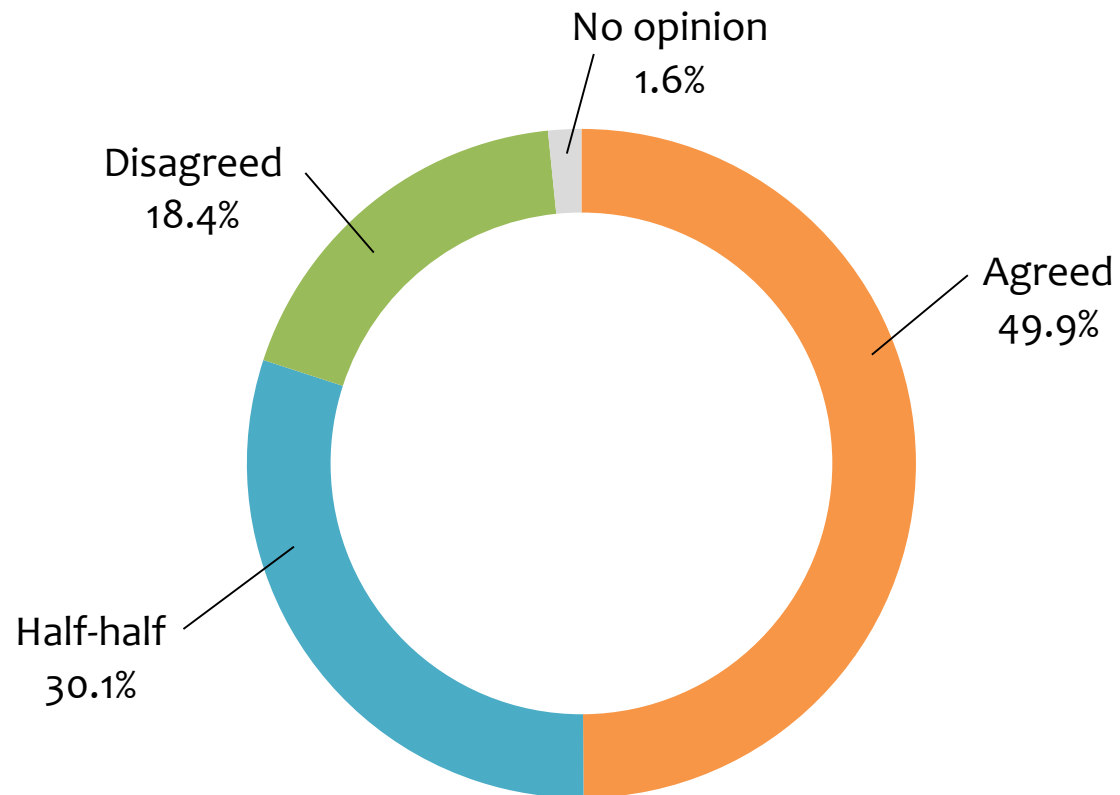
Source: Public opinion poll
Base: All Hong Kong residents aged 15 or above
(i.e. n = 1 805; N = 6 143 600)

Level of agreement with the positive impact of the proposed project on WKCD facilities/ experience



58.3% of the general public agreed that the proposed HKPM project would provide the WKCD visitors a **more diverse range of cultural facilities and experience**

Level of agreement with the positive impact of the proposed project on HK as a whole



Level of agreement with the positive impact of the proposed project on HK as a whole



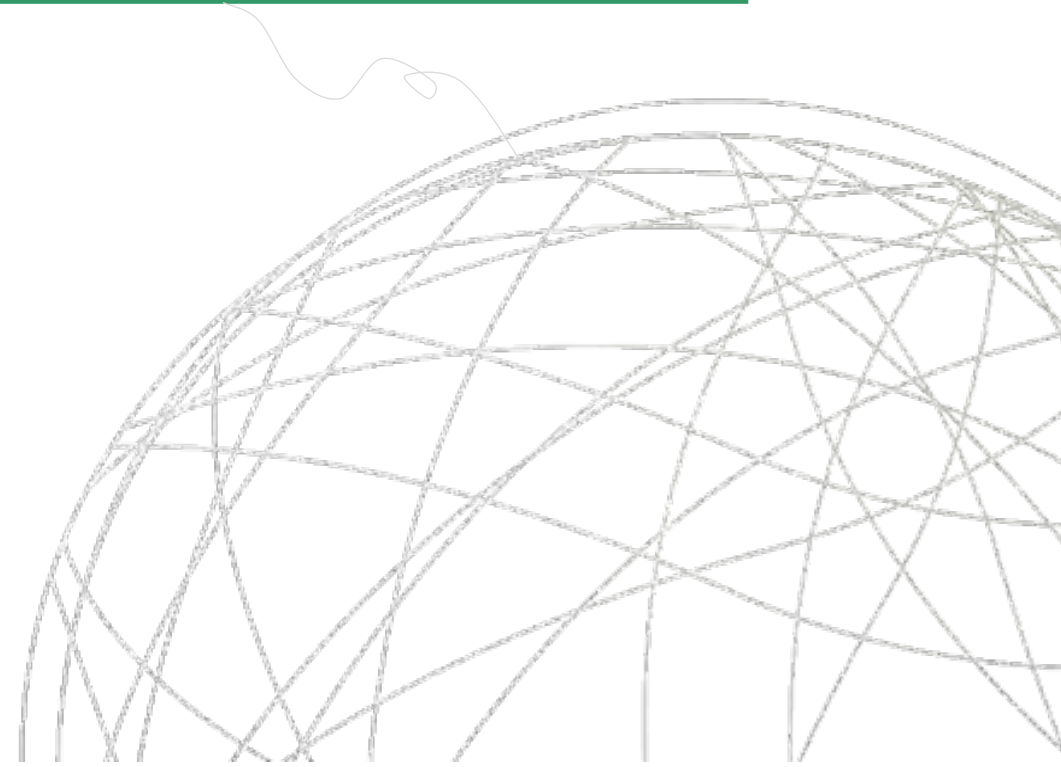
49.9% of the general public agreed that the proposed HKPM project would be **beneficial to Hong Kong as a whole, bringing cultural, social and economic benefits**

Reasons for not supporting the proposed HKPM project



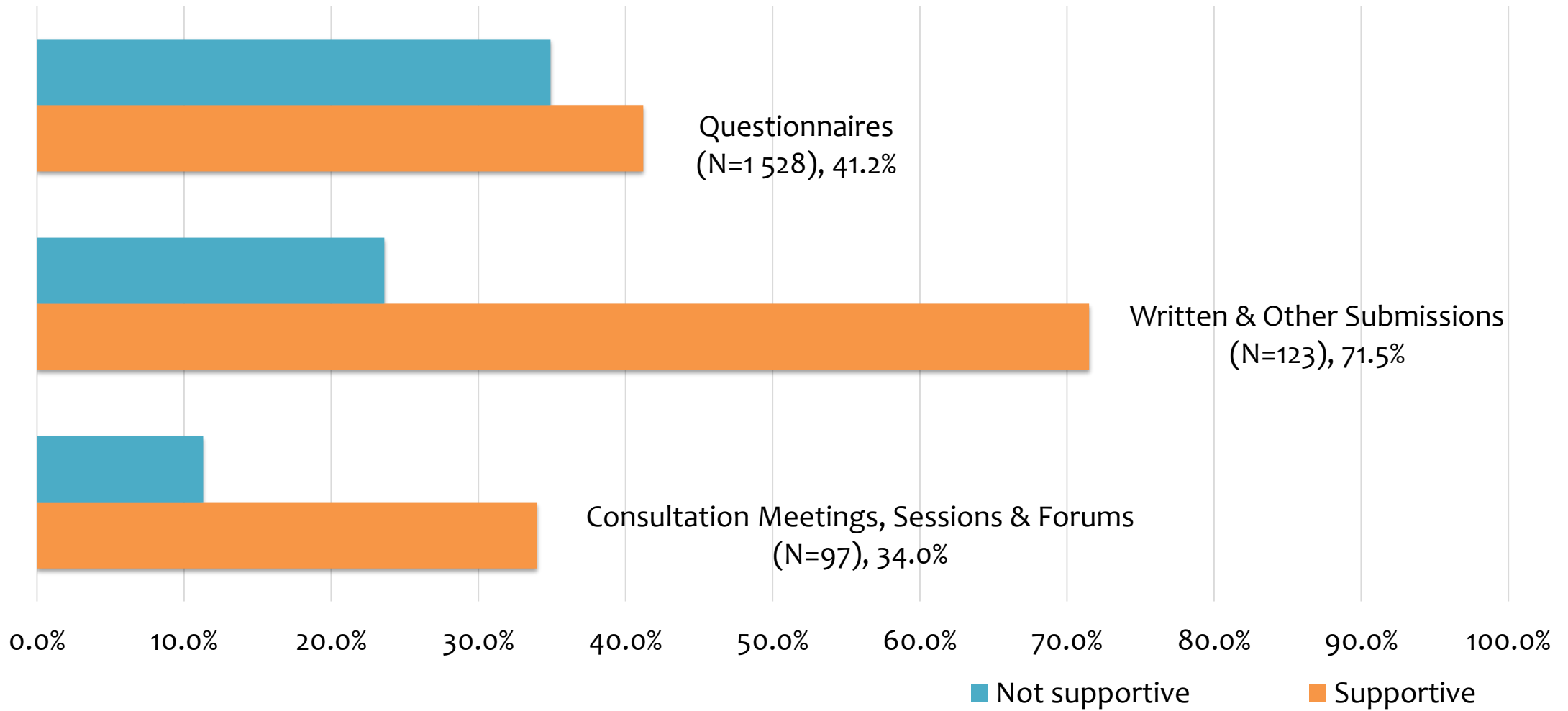
- Key concerns/ reasons for being **not supportive** of the proposed HKPM project (14.7%) :
 - 4.9% of the general public were concerned about the resources being spent in developing the proposed museum
 - 2.4% perceived that there was a lack of public consultation
 - 2.3% expressed that people could simply and easily go to Beijing to visit the Palace Museum if they would like to enjoy the exhibits and artefacts
 - 1.6% stated that there were already a lot of museums in Hong Kong
 - 1.5% doubted the appropriateness of building the proposed HKPM within WKCD

Qualitative Approach: **Consultation Activities**



- During the public consultation period, WKCDA also organised and took part in a range of public consultation activities to involve the public and stakeholders. In particular, the analysis of the in-depth views on the proposed project covered the following:
 - **1 528 valid questionnaires** as obtained at the exhibition on the proposed project at the City Gallery in Central or via its online version on the WKCDA website
 - **Views of 97 participants** of consultation meetings, sessions and forums, including:
 - 2 special meetings of the Consultation Panel
 - 5 consultation sessions with relevant stakeholders
 - ✓ 2 sessions with the Arts and Culture sector
 - ✓ 2 sessions with the professional bodies in the Architectural, Engineering, Landscape, Planning and Surveying sectors
 - ✓ 1 session with the Chairmen and Vice-chairmen of the arts and culture-related committees of the 18 District Councils
 - 1 youth forum organised by the Hong Kong Federation of Youth Groups
 - 1 open forum organised by the International Institute of Management
 - **58 written and other submissions** (encompassing 123 individuals/ associations/ bodies) as received from individuals/ associations/ bodies by email, fax, post and phone, etc.

Level of support towards the development of the proposed HKPM project



Level of support towards the development of the proposed HKPM project



Similar to the results of the public opinion poll, a **higher proportion of support** for the proposed HKPM project was recorded across the other consultation channels

Reasons for supporting and not supporting the proposed HKPM project



The reasons were similar to those of the public opinion poll

Main supporting views were related to:

- Benefits for Hong Kong's **cultural development**
- Better **understanding of the Chinese culture and Chinese history**
- Benefits for Hong Kong's **tourism and economy**

Main opposing views were related to:

- Whether the proposed HKPM project had to be **built in WKCD**
- Perceived **lack of transparency and public consultation**
- Whether the proposed HKPM project was **needed**

Specific views and suggestions on the proposed HKPM project



Exhibitions and programmes

- More thematic exhibitions that cover different dynasties in terms of the arts, culture, and history
- More collaborations with other museums and collectors to showcase more artefacts

Facilities

- Exhibition galleries
- Restaurants/ coffee shops that could be subsidised, with reasonable price and perhaps, with a Palace theme
- Activity rooms for education and video sharing, lecture theatres and workshop facilities
- Artwork authentication studios
- Facilities related to artefacts information (e.g. library/ information centre)

Specific views and suggestions on the proposed HKPM project



Learning and interpretation support

- Audio guide
- Guided tours including those for visitors with disabilities
- Mobile applications to give detailed description of exhibits and interactive programmes to allow visitors to experience virtual reality

Learning programmes and activities

- Community engagement programmes, including internship and tours tailored for the public and youth
- Activities/ seminars specially designed for enhancing knowledge of culture and history

Specific views and suggestions on the proposed HKPM project



General operation

- Admission fee (free, special rate or special waiver)
- To be managed by professional and local Hong Kong residents
- To be run as an independent, non-profit and self-sufficient organisation
- To have more promotion via various channels
- To collaborate with other government bodies in the provision of exhibitions and education arrangements
 - ✓ To work with the **Leisure and Cultural Services Department** in forming a **curatorial transition team** with its existing curators and a strategic alliance to **drive thematic exhibitions across nearby museums**
 - ✓ To seek support from the **Education Bureau** to explore the opportunity to **integrate antiquities as part of the education curriculum** (e.g. history)
- To consider the following when developing the proposed project:
 - ✓ Process in terms of board composition
 - ✓ Curatorial direction and strategies (e.g. how to attract more youth to visit HKPM)
 - ✓ Arrangements related to transportation, staffing, security, storage, and curatorial and artefacts conservation

Specific views and suggestions on the proposed HKPM project



HKPM location

- There were views related to the overall HKPM location **relative to the master layout plan** of WKCD (e.g. having three new facilities of museum, hotel and exhibition halls appeared to be too crowded for the space)

Interior and exterior design

- Possible options and considerations for interior and exterior design in terms of **material, cost** and **energy efficiency** were raised
 - ✓ The impact of seafront architecture on the artefacts
 - ✓ The connectivity with the rest of the Park in terms of design and layout
 - ✓ Space allocation between each permanent and thematic exhibition hall

Overall,
the findings of the 8-week public consultation exercise indicated that there are **more supporting than opposing** views to the proposed HKPM project across **different consultation channels**.

Questions and Answers

