Section Two

Telephone Poll Report

FINAL TELEPHONE POLL REPORT

SUBMITTED TO

A-WORLD CONSULTING

Independent Compilation of Views and Reporting for Stage 1

of

Enhancing Land Supply Strategy:

Reclamation outside Victoria Harbour and

Rock Cavern Development

Telephone Poll

Social Sciences Research Centre

The University of Hong Kong

CHAPTER ONE INTRODUCTION

1.1 BACKGROUND

Co-organized by Development Bureau, the Civil Engineering and Development Department (CEDD), and the Planning Department, a public engagement exercise on the Enhancing Land Supply Strategy: Reclamation outside Victoria Harbour and Rock Cavern Development [5] was launched on 10 November 2011. A-World Consulting (AWC) has been commissioned to provide consultancy service on the public engagement exercises. The Public Engagement consists of two stages. The Social Sciences Research Centre of The University of Hong Kong ("SSRC"), an analysis and reporting consultant with strong experience in research and public survey has been appointed to collect, compile, analyse and report views of various stakeholder groups, including those of the general public, expressed during the Stage 1 Public Engagement which ended on 31 March 2012 after one-month extension.

Public was encouraged to make written submissions, feedback questionnaires, on-line forum and printed media to express views. Moreover, all participation in the engagement events such as Focus Group Meetings, Topical Discussions and Public Forums during the engagement process was recorded and summarized as an important source of feedback by stakeholders.

1.2 RESEARCH TEAM

The team is led by Professor John Bacon-Shone, with assistance from Ms. Linda Cho, processing and analysis by Mr. Kelvin Ng, Mr. Thomas Lo, Mr. Dicky Yip, Ms. Hung Fong Fong and Ms. Lee Yiu Ling and logistics support from all the staff of the Social Sciences Research Centre.

1.3 TELEPHONE SURVEY FOR STAGE 1

A territory-wide telephone survey about Government's initiative on enhancing land supply strategy was conducted in March 2012 and the result can be found in this report.

[5] More background information can be obtained via the study website "http://www.landsupply.hk/"

CHAPTER TWO SURVEY METHODOLOGY

2.1 SURVEY DESIGN

Survey data were collected through telephone interviews between 19 and 21 March and between 27 and 30 March 2012. A structured questionnaire was used to collect information from the target respondents. All telephone interviews were conducted using the CATI (Computer Assisted Telephone Interview System). Interviews were conducted in Cantonese, English or Putonghua.

A random sample of 14,375 was drawn from residential telephone numbers database. These numbers were generated from the latest English residential telephone directory by dropping the last digit, removing duplicates, adding all 10 possible final digits, randomizing order, and selecting as needed. The Chinese residential telephone directory was not used because the total number of telephone numbers is less than that in the English residential telephone directory. This method provides an equal probability sample that covers unlisted and new numbers. In addition, it has a lower response rate than pure directory sampling, but unlike pure directory sampling covers ex-directory and new numbers.

Where more than one eligible person resided in a household and more than one was present at the time of the telephone contact, the 'Next Birthday' rule was applied to each successful contacted residential unit, i.e. the household member who had his/her birthday the soonest was selected. This reduced the over-representation of housewives in the sample.

2.2 TARGET RESPONDENTS

The target respondents for the telephone interviews were all adults of age 18 or above.

2.3 QUESTIONNAIRE

A bilingual questionnaire was designed by the SSRC and and subject to approval of the CEDD. Most of the questions were closed ended and anticipated responses could be coded numerically.

2.4 PILOT SURVEY

Before the actual survey, a pilot survey of randomly selected households was conducted to test the questionnaire and to identify any problems prior to the survey proper. Results from the pilot survey are not included in subsequent compilation and analysis of the main survey.

2.5 ENUMERATION RESULT

A total of 14,375 telephone numbers were attempted. However, 1,911 households were not available at that time, 556 households refused and 177 answered only part of the questionnaire. At least 5 contact attempts were made before classifying any number as a non-contact case, including one contact attempt in day time to eliminate the business telephone numbers in non-contact cases.

Ultimately, a total of 1,472 respondents were successfully interviewed using CATI in the survey. The contact rate was 34.3%[6] and the overall response rate was 66.8%[7]. Table 2.1 shows the detailed breakdown of final telephone contact status.

Table 2.1: Final Status of telephone numbers attempted

Type	Final status of contacts[8]	Number of cases
1	Success	1,472
2	Drop-out	177
3	Refusal	556
4	Language problems	45
5	Answering machine	31
6	Business lines	739
7	Not available	1,911
8	No answer	2,782
9	Busy tone	218
10	Fax machine	642
11	Invalid	5,802
TOTAL		**14,375**

[6] Contact rate = the number of answered telephone calls divided by the total number of calls attempted, i.e. from Table 2.1, Sum of (types 1 to 7) / Total
= (1,472 +177+556+45+31+739+1,911) / 14,375 = 34.3%.

[7] Response rate = the number of successful interviews divided by the sum of the numbers of successful interviews, drop-out cases and refusal cases, i.e. from Table 2.1, (type 1) / (type 1 + type 2 + type 3)
= 1,472 / (1,472+177+556) = 66.8%.

[8] 'Drop-out': eligible respondents who initially accepted the interview but failed to complete the interview due to some reasons. 'Refusal': eligible respondents who refused the interview. 'Language problems': eligible respondents who were not able to speak clearly in any of our 3 languages. 'Not available': eligible respondents were busy at the time of telephone contact. 'Invalid': not a valid telephone line (because SSRC used a random method to generate telephone numbers, see section 2.1).

2.6 OVERALL SAMPLING ERROR

The survey findings are subject to sampling error. For instance, for the total sample of 1,472 respondents, the maximum sampling error is ± 2.6%[9] at the 95% level of confidence (ignoring clustering effects). Therefore, we have 95% confidence that the population proportion falls within the sample proportion plus or minus 2.5%, based on the assumption that non-respondents are similar to respondents.

The table below serves as a guide in understanding the range of sampling error expected for a variety of sample sizes and population proportions.

95% Confidence Level
Maximum Sampling Error by Range of Proportion Response

	Proportion response				
Sample size:	**10%/90%**	**20%/80%**	**30%/70%**	**40%/60%**	**50%/50%**
N=1,472	± 1.5%	± 2.0%	± 2.3%	± 2.5%	± 2.6%

As the table indicates, the all margin of error for all aggregate response is at most 2.6% for the sample of respondents. This means that for a given question answered by all respondents, one can be 95 percent confident that the difference between the sample proportion and that of the population due to sampling variation is not greater than 2.6%.

2.7 QUALITY CONTROL

All SSRC interviewers were well trained in a standardized approach prior to the commencement of the survey. All interviews were conducted by experienced interviewers fluent in Cantonese, Putonghua and English.

The SSRC engaged in quality checks for each stage of the survey to ensure satisfactory standards of performance. At least 15% of the questionnaires completed by each interviewer were checked by the SSRC independently.

2.8 DATA PROCESSING AND STATISTICAL ANALYSIS

This survey revealed some differences in gender and age proportions when compared with the Hong Kong population data compiled by the Census and Statistics Department (C&SD) for end-2011. The proportions of respondents among age groups 18-19 and 40-49 were much higher than the population while the proportions of respondents aged 20-29 and 30-39 were much lower. The sample also contained a higher proportion of females when compared with the population. Table 2.2a shows the differences in terms of age and gender.

[9] As the population proportion is unknown, 0.5 is put into the formula of the sampling error to produce the most conservative estimation of the sampling error.

Table 2.2a: Distribution differences of age and gender between this survey and the Hong Kong population data compiled by the C&SD for end-2011

Age Group	**This survey**			**Hong Kong population data – from the C&SD (end-2011)***		
	Male	**Female**	***Total***	**Male**	**Female**	***Total***
	% of Total	% of Total	*% of Total*	% of Total	% of Total	*% of Total*
18-19	1.4%	2.9%	4.3%	**1.5%**	**1.4%**	**2.8%**
20-29	6.0%	6.7%	12.7%	**7.4%**	**8.8%**	**16.2%**
30-39	6.1%	8.2%	14.3%	**7.6%**	**10.9%**	**18.6%**
40-49	7.8%	16.5%	24.2%	**8.8%**	**11.4%**	**20.2%**
50-59	8.1%	12.6%	20.7%	**9.5%**	**9.8%**	**19.3%**
60 or above	11.4%	12.4%	23.9%	**10.9%**	**12.0%**	**22.9%**
Total	40.7%	59.3%	100.0%	**45.7%**	**54.3%**	**100.0%**

**Provisional figures obtained from the C&SD*

In view of the demographic differences between this sample and the population, weighting was applied by gender and age in order to make the results more representative of the general population. The weights are the ratio of the age and gender distribution of the population to that of this sample (Table 2.2b).

Table 2.2b: Weights by age and gender applied in the analyses

Age	**Male**	**Female**
18-19	1.016239302	0.485523680
20-29	1.236615856	1.319505372
30-39	1.262640194	1.326310225
40-49	1.138367322	0.692416392
50-59	1.170696225	0.779612667
60 or above	0.954390074	0.962062162
Refuse to answer	1.000000000	1.000000000

All results are presented in percentage form unless otherwise stated. For tables presented in this report, figures may not add up to totals due to rounding. Comparison of data was performed using cross tabulations and one-way frequency tables. Statistical tests using sample weighting were applied to study the significant differences between sub-groups. Associations between selected demographic information and responses of selected questions were examined by the chi-square test, Kruskal-Wallis test and Spearman's rank correlation. Significance testing was conducted at the 5% level (2-tailed). The statistical software, SPSS for Windows version 18.0, was used to perform all statistical analyses.

The Kruskal-Wallis test and Spearman's rank correlation are carried out without weighting as SPSS is unable to handle non-integer weights for these two tests. The Pearson chi-square test is carried out with weighting and all proportions are reported after weighting for gender and age.

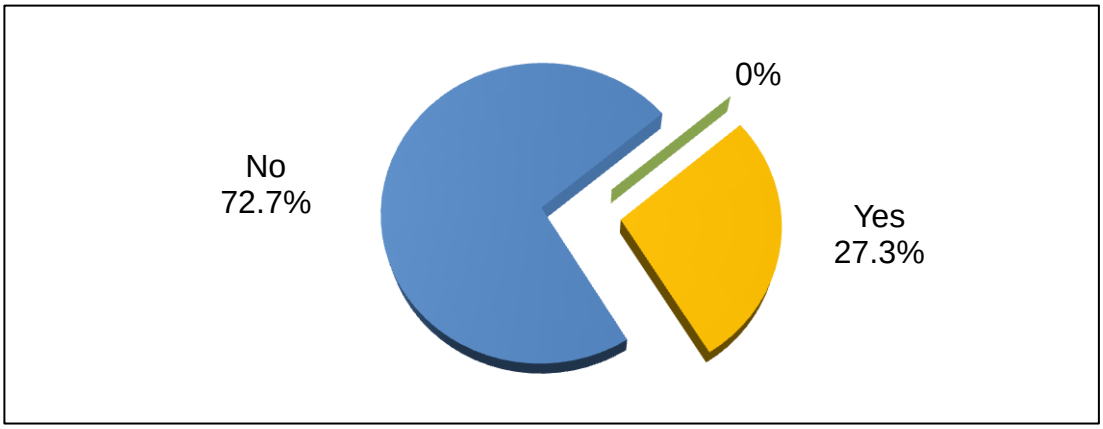
CHAPTER THREE FINDINGS OF THE SURVEY (WEIGHTED)

This chapter presents the findings of this survey after weighting for gender and age. Some percentages might not add up to the total or 100 because of rounding.

3.1 AWARENESS OF THE GOVERNMENT CONSULTATION ON LAND SUPPLY STRATEGY

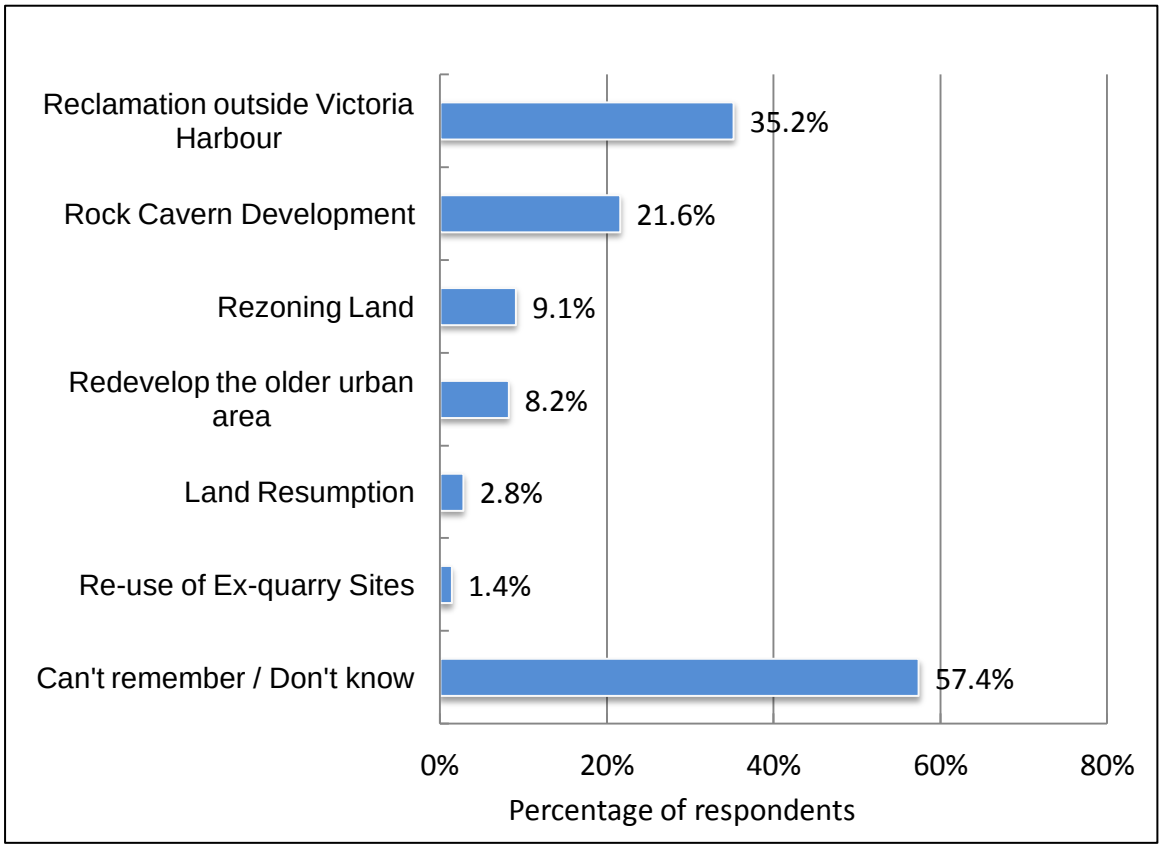
Among those respondents (27.3%) who were aware of the government consultation on land supply strategy starting from November last year, over half of them (57.4%) could not remember any of the options for increased land supply being considered in the consultation. Over a third of them (35.2%) remembered the option of reclamation outside Victoria Harbour and over one-fifth (21.6%) remembered rock cavern development.

Figure 3.1 Awareness of the government consultation on land supply strategy starting from November last year (Q1)



(Base: All respondents = 1,472)

Figure 3.2 Options for increased land supply being considered in the consultation (Q2) (Multiple responses)



(Base: All respondents who were aware of the government consultation on land supply strategy starting from November last year = 402)

Table 3.1 Awareness of the government consultation on land supply strategy starting from November last year (Q1)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	402	27.3	27.3	27.3
	No	1070	72.7	72.7	100.0
	Total	1472	100.0	100.0	

Table 3.2 Options for increased land supply being considered in the consultation (Q2) (Multiple responses)

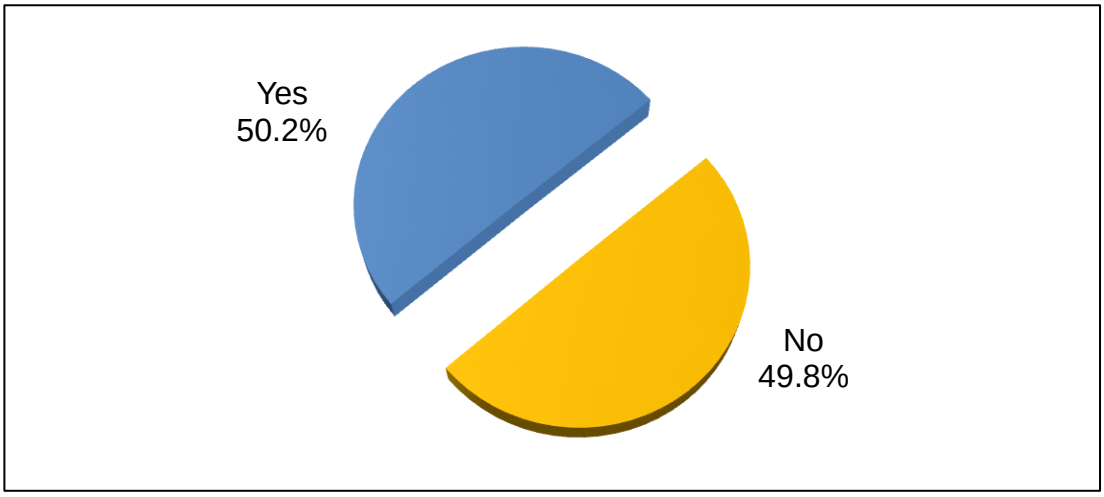
		Responses		
		N	Percent	Percent of Cases
	Redevelop the older urban area	33	6.0%	8.2%
	Rezoning Land	36	6.7%	9.1%
	Land Resumption	11	2.1%	2.8%
	Re-use of Ex-quarry Sites	6	1.1%	1.4%
	Reclamation outside Victoria Harbour	141	25.9%	35.2%
	Rock Cavern Development	87	15.9%	21.6%
	Can't remember / Don't know	231	42.3%	57.4%
Total		545	100.0%	135.6%

(Base: All respondents who were aware of the government consultation on land supply strategy starting from November last year = 402)

3.2 AWARENESS OF THE GOVERNMENT HAD INTRODUCED 25 POSSIBLE RECLAMATION SITES

Half of the respondents (50.2%) were aware that the government had introduced 25 possible reclamation sites in early January this year as illustrative examples on the Site Selection Criteria to facilitate public discussion.

Figure 3.3 Awareness that the government has introduced 25 possible reclamation sites in early January this year as illustrative examples on the Site Selection Criteria to facilitate public discussion (Q3)



(Base: All respondents = 1,472)

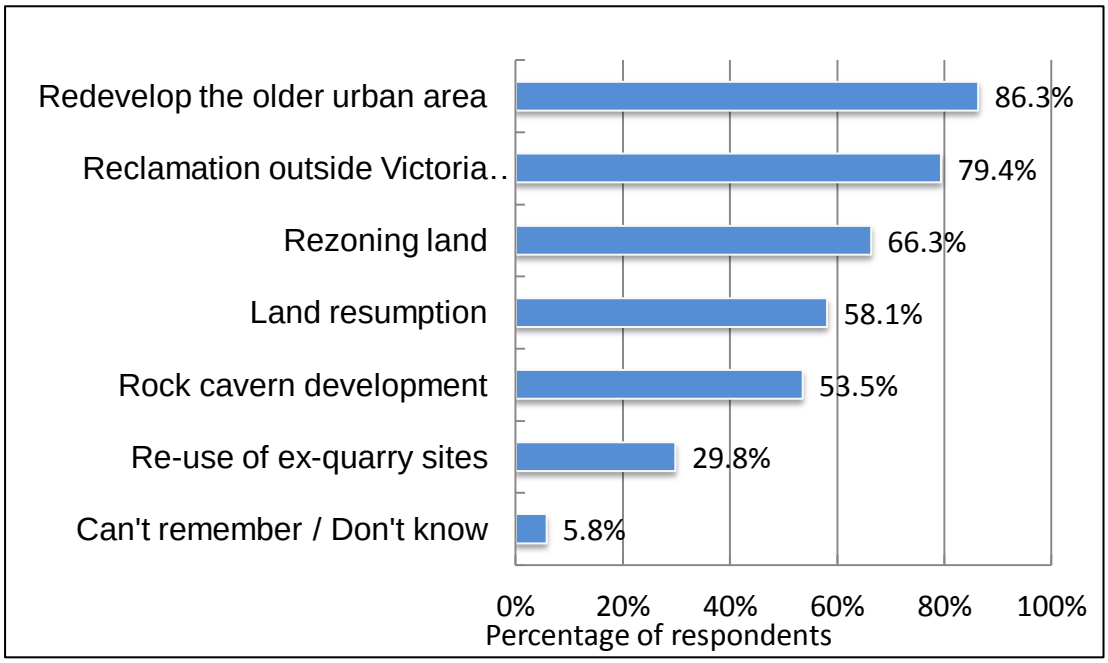
Table 3.3 Awareness that the government has introduced 25 possible reclamation sites in early January this year as illustrative examples on the Site Selection Criteria to facilitate public discussion (Q3)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	740	50.2	50.2	50.2
	No	732	49.8	49.8	100.0
	Total	1472	100.0	100.0	

3.3 AWARENESS OF THE OPTIONS FOR INCREASED LAND SUPPLY

The majority of all respondents were aware that the Government had adopted the options of redeveloping the older urban area (86.3%) and reclamation outside Victoria Harbour (79.4%) for increased land supply. Over half of them were aware of rezoning land (66.3%), land resumption (58.1%), rock cavern development (53.5%) and re-use of ex-quarry sites (29.8%).

Figure 3.4 Awareness of the options that the government has adopted for increased land supply (Q4) (Multiple responses)



(Base: All respondents = 1,472)

Table 3.4 Awareness of the options that the government has adopted for increased land supply (Q4) (Multiple responses)

		Responses		Percent
		N	Percent	of Cases
	Redevelop the older urban area	1270	22.8%	86.3%
	Rezoning Land	975	17.5%	66.3%
	Land Resumption	855	15.3%	58.1%
	Re-use of Ex-quarry Sites	438	7.8%	29.8%
	Reclamation outside Victoria Harbour	1169	20.9%	79.4%
	Rock Cavern Development	787	14.1%	53.5%
	Can't remember / Don't know	85	1.5%	5.8%
Total		5580	100.0%	379.0%

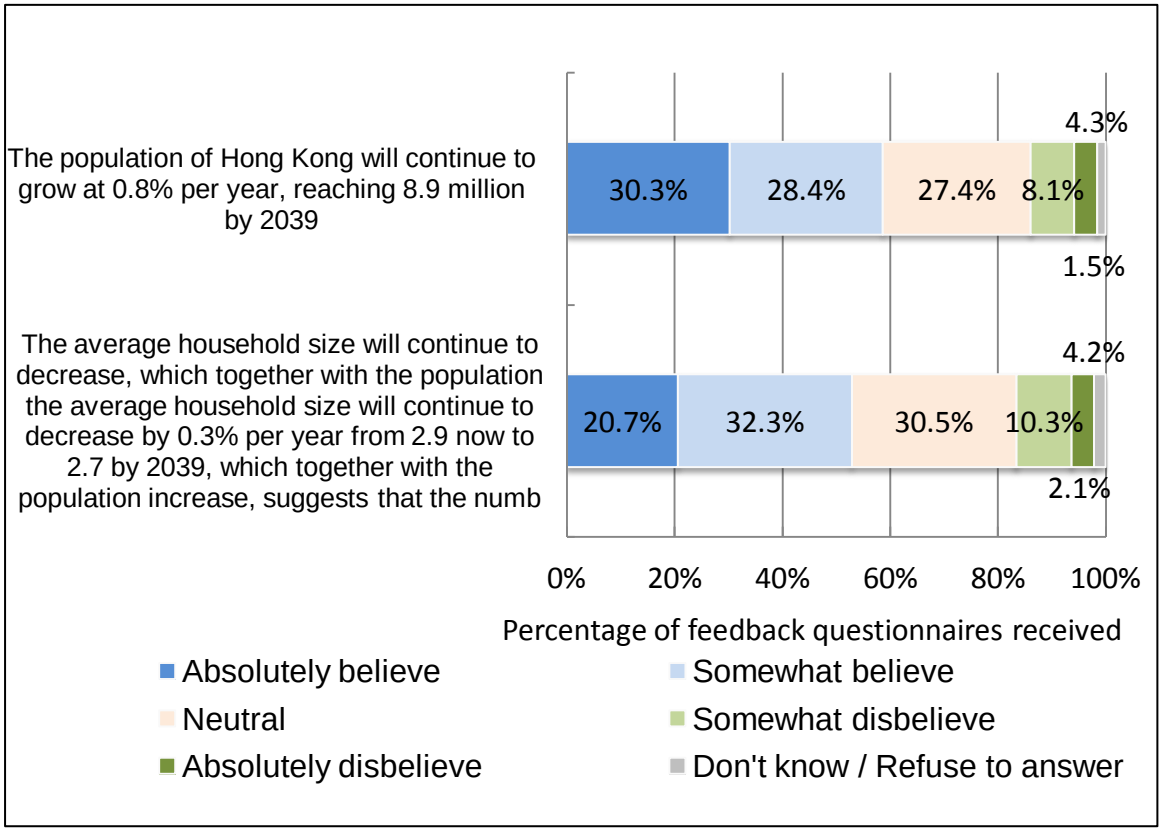
(Base: All respondents = 1,472)

3.4 PROJECTED POPULATION AND AVERAGE HOUSEHOLD SIZE OF HONG KONG

Over half of all respondents (58.7%) either absolutely or somewhat believe that the population of Hong Kong will continue to grow at 0.8% per year, reaching 8.9 million by 2039. 12.4% of them either absolutely or somewhat disbelieve the projected population of Hong Kong.

Over half of all respondents (53.0%) either absolutely or somewhat believe that the average household size will continue to decrease by 0.3% per year from 2.9 now to 2.7 by 2039, which together with the population increase, suggests that the number of households will increase from 2.3 million now to 3.1 million in 2039 using the same scale. 14.5% of them either absolutely or somewhat disbelieve the projected population of Hong Kong.

Figure 3.5 Projected population and average household size of Hong Kong



(Base: All respondents = 1,472)

Table 3.5 Believe that the population of Hong Kong will continue to grow at 0.8% per year, reaching 8.9 million by 2039 (Q5)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Absolutely believe	446	30.3	30.3	30.3
	Somewhat believe	418	28.4	28.4	58.7
	Neutral	403	27.4	27.4	86.1
	Somewhat disbelieve	119	8.1	8.1	94.2
	Absolutely disbelieve	63	4.3	4.3	98.4
	Don't know	21	1.4	1.4	99.9
	Refuse to answer	2	.1	.1	100.0
	Total	1472	100.0	100.0	

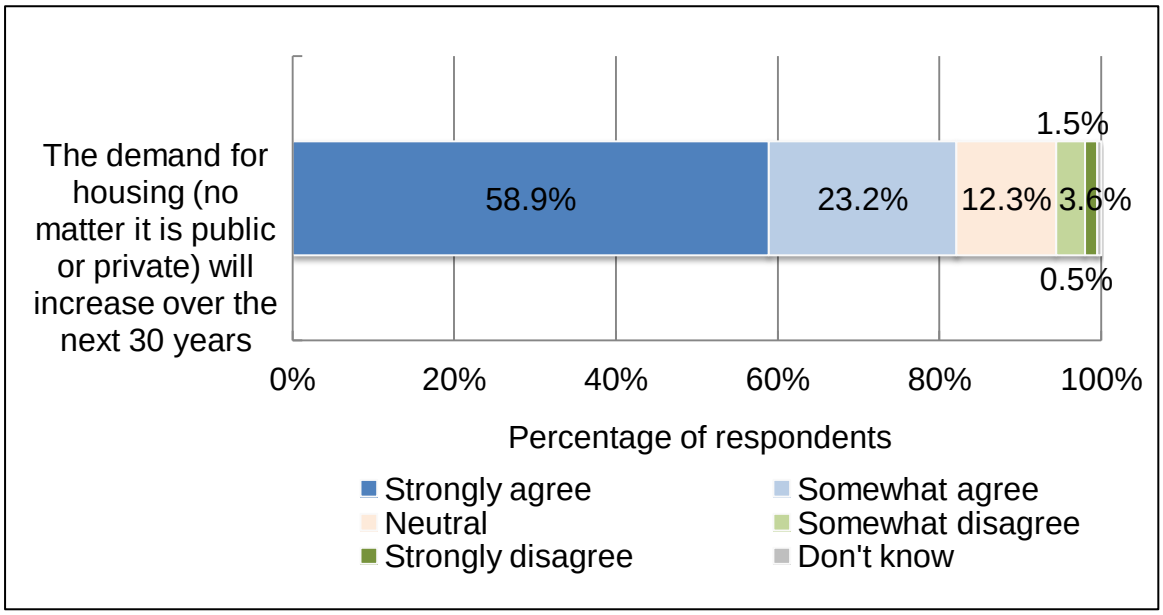
Table 3.6 Believe that the average household size will continue to decrease by 0.3% per year from 2.9 now to 2.7 by 2039, which together with the population increase, suggests that the number of households will increase from 2.3 million now to 3.1 million in 2039 (Q6)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Absolutely believe	305	20.7	20.7	20.7
	Somewhat believe	475	32.3	32.3	53.0
	Neutral	448	30.5	30.5	83.4
	Somewhat disbelieve	151	10.3	10.3	93.7
	Absolutely disbelieve	62	4.2	4.2	97.9
	Don't know	29	2.0	2.0	99.9
	Refuse to answer	2	.1	.1	100.0
	Total	1472	100.0	100.0	

3.5 AGREEMENT THAT THE DEMAND FOR HOUSING WILL INCREASE OVER THE NEXT 30 YEARS

The majority of all respondents (82.1%) either strongly or somewhat agreed that the demand for housing (no matter it is public or private) would increase over the next 30 years, while 5.1% either strongly or somewhat disagreed with it.

Figure 3.6 Agreement that the demand for housing (no matter it is public or private) will increase over the next 30 years (Q7)



(Base: All respondents = 1,472)

Table 3.7 Agreement that the demand for housing (no matter it is public or private) will increase over the next 30 years (Q7)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	867	58.9	58.9	58.9
	Somewhat agree	341	23.2	23.2	82.0
	Neutral	181	12.3	12.3	94.3
	Somewhat disagree	54	3.6	3.6	98.0
	Strongly disagree	23	1.5	1.5	99.5
	Don't know	7	.5	.5	100.0
	Total	1472	100.0	100.0	

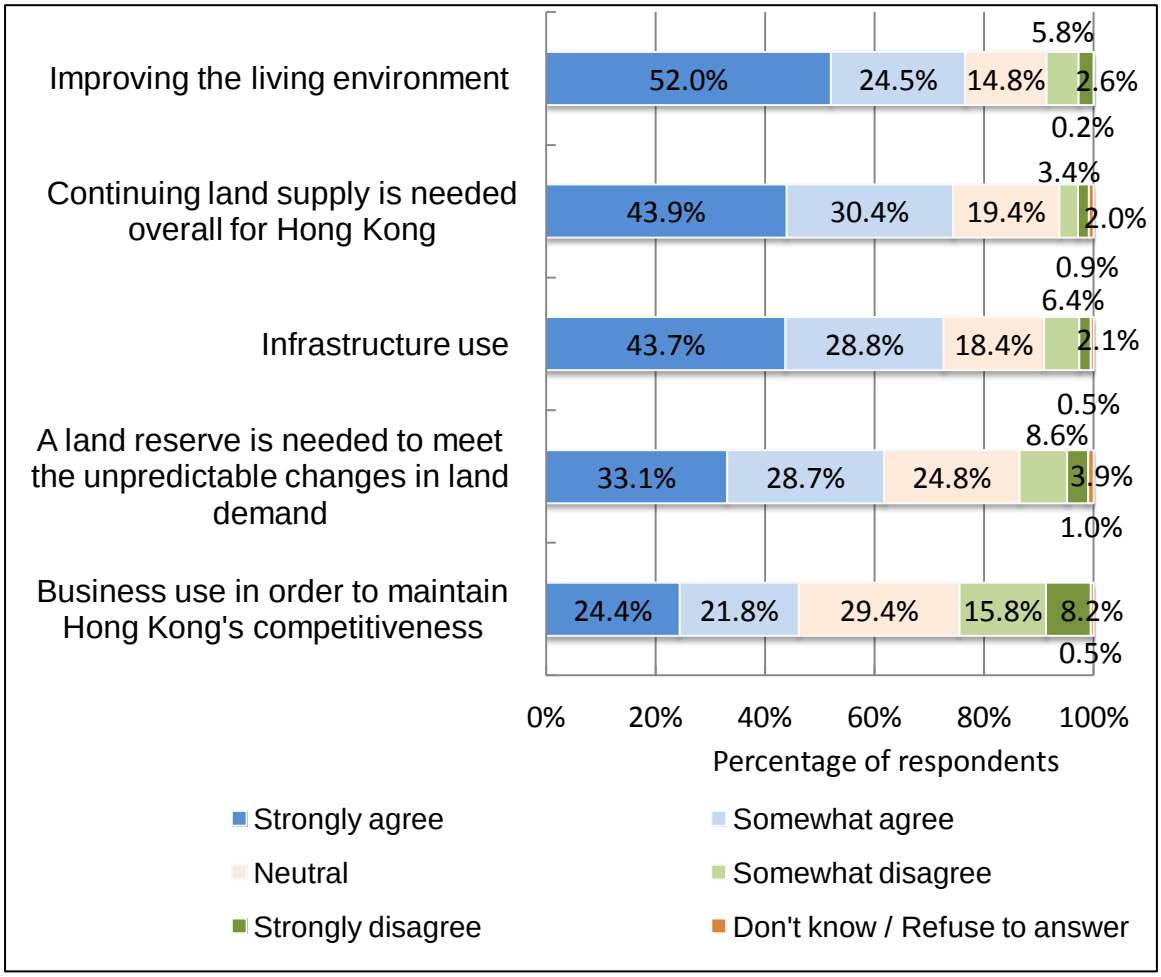
3.6 AGREEMENT THAT MORE LAND SUPPLY IS NEEDED FOR THE FIVE CONSIDERATIONS

Over half of all respondents agreed that more land supply is need for the following considerations:

- Improving the living environment (76.5% either strongly or somewhat agreed vs 8.4% either strongly or somewhat disagreed);
- Continuing land supply is needed overall for Hong Kong (74.3% either strongly or somewhat agreed vs 5.4% either strongly or somewhat disagreed);
- Infrastructure use (72.5% either strongly or somewhat agreed vs 8.5% either strongly or somewhat disagreed); and
- a land reserve is needed to meet the unpredictable changes in land demand (61.8% either strongly or somewhat agreed vs 12.5% either strongly or somewhat disagreed)

Less than half of all respondents (46.2%) either strongly or somewhat agreed that more land supply is need for business use in order to maintain Hong Kong's competitiveness, while about a quarter of them (24%) either strongly or somewhat disagreed with it.

Figure 3.7 Agreement that more land supply is needed for the six considerations



(Base: All respondents = 1,472)

Table 3.8 Agreement that more land supply is needed for improving the living environment (Q8a)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	766	52.0	52.0	52.0
	Somewhat agree	361	24.5	24.5	76.6
	Neutral	218	14.8	14.8	91.4
	Somewhat disagree	86	5.8	5.8	97.2
	Strongly disagree	38	2.6	2.6	99.8
	Don't know	4	.2	.2	100.0
	Total	1472	100.0	100.0	

Table 3.9 Agreement that more land supply is needed for infrastructure use (Q8b)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	644	43.7	43.7	43.7
	Somewhat agree	425	28.8	28.8	72.6
	Neutral	271	18.4	18.4	91.0
	Somewhat disagree	94	6.4	6.4	97.4
	Strongly disagree	31	2.1	2.1	99.5
	Don't know	7	.5	.5	100.0
	Total	1472	100.0	100.0	

Table 3.10 Agreement that more land supply is needed for business use in order to maintain Hong Kong's competitiveness (Q8c)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	359	24.4	24.4	24.4
	Agree	321	21.8	21.8	46.2
	Neutral	433	29.4	29.4	75.6
	Somewhat disagree	232	15.8	15.8	91.4
	Strongly disagree	121	8.2	8.2	99.5
	Don't know	7	.5	.5	100.0
	Total	1472	100.0	100.0	

Table 3.11 Agreement that more land supply is needed for continuing land supply is needed overall for Hong Kong (Q8d)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	647	43.9	43.9	43.9
	Somewhat agree	447	30.4	30.4	74.3
	Neutral	285	19.4	19.4	93.7
	Somewhat disagree	50	3.4	3.4	97.1
	Strongly disagree	29	2.0	2.0	99.1
	Don't know	11	.7	.7	99.8
	Refuse to answer	3	.2	.2	100.0
	Total	1472	100.0	100.0	

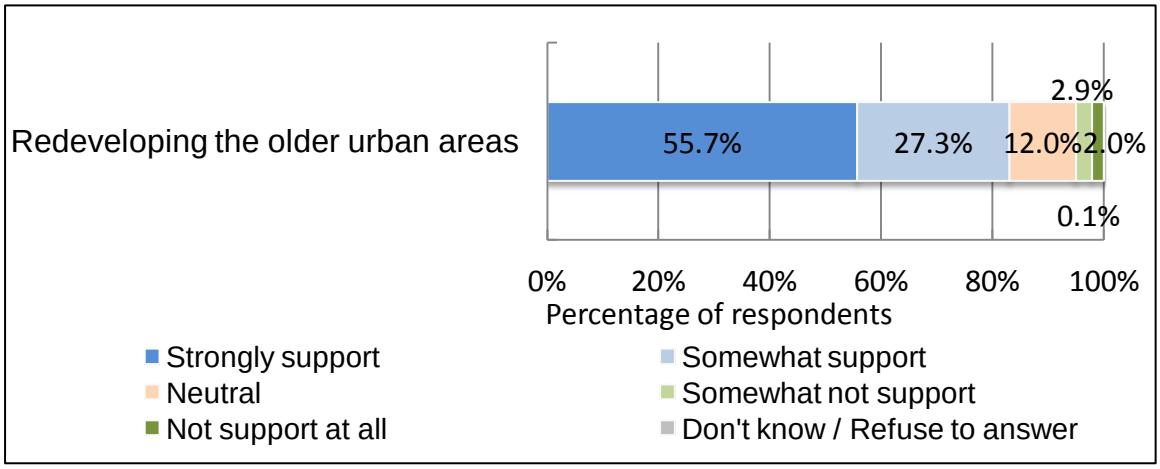
Table 3.12 Agreement that more land supply is needed for a land reserve is needed to meet the unpredictable changes in land demand (Q8e)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	487	33.1	33.1	33.1
	Somewhat agree	423	28.7	28.7	61.8
	Neutral	365	24.8	24.8	86.6
	Somewhat disagree	126	8.6	8.6	95.1
	Strongly disagree	57	3.9	3.9	99.0
	Don't know	15	1.0	1.0	100.0
	Total	1472	100.0	100.0	

3.7 OPTIONS FOR CONTINUING TO INCREASE THE LAND SUPPLY

Among those respondents who were aware that the Government had adopted the option of redeveloping the older urban areas for increased land supply, majority (83.0%) of the respondents either strongly or somewhat supported continuing to increase the land supply through this option, while 4.9% of them either did not support at all or somewhat did not support this option.

Figure 3.8 Continuing to increase the land supply through redeveloping the older urban areas (Q9a)



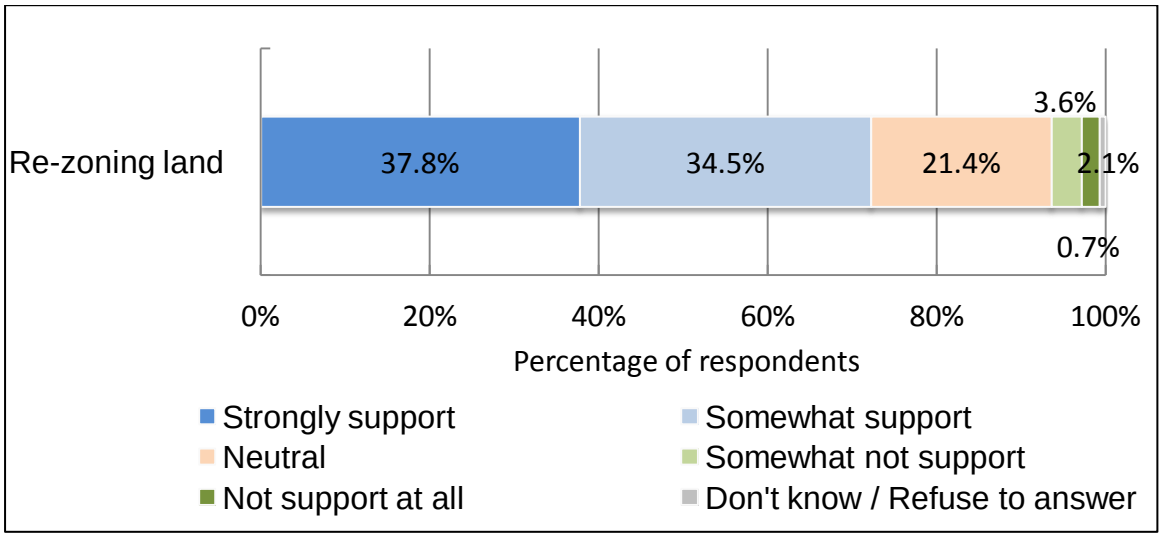
(Base: those respondents who were aware that the Government had adopted the option of redeveloping the older urban areas for increased land supply = 1,270)

Table 3.13 Continuing to increase the land supply through redeveloping the older urban areas (Q9a**)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly support	707	48.0	55.7	55.7
	Somewhat support	346	23.5	27.3	82.9
	Neutral	153	10.4	12.0	95.0
	Somewhat not support	37	2.5	2.9	97.9
	Not support at all	25	1.7	2.0	99.9
	Refuse to answer	2	.1	.1	100.0
	Total	1270	86.3	100.0	
Missing	Not applicable	202	13.7		
Total		1472	100.0		

Among those respondents who were aware that the Government had adopted the option of re-zoning land for increased land supply, about three quarters (72.3%) of the respondents either strongly or somewhat supported continuing to increase the land supply through this option, while 5.7% of them either did not support at all or somewhat did not support this option.

Figure 3.9 Continuing to increase the land supply through re-zoning land (Q9b)



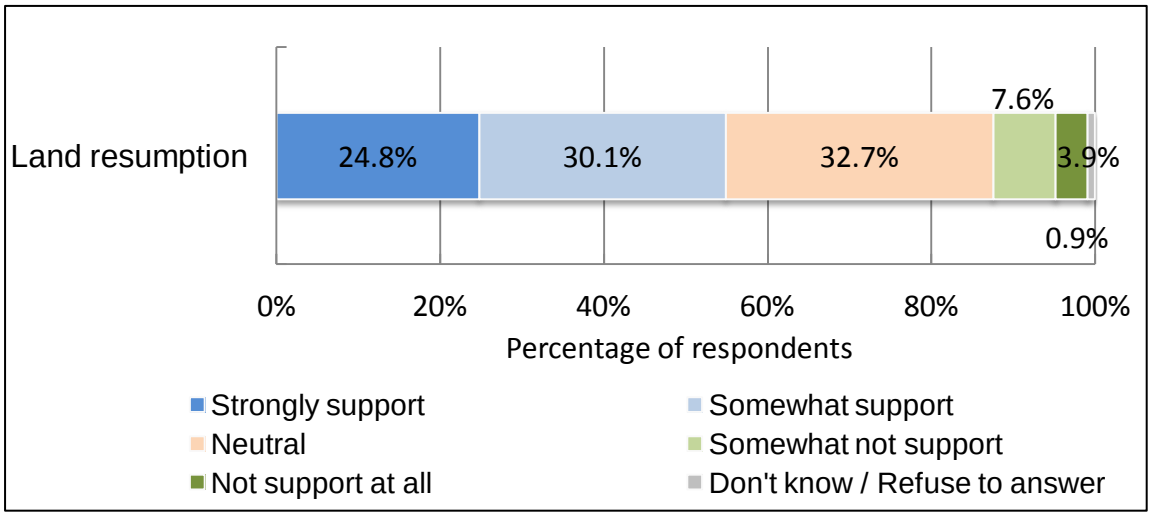
(Base: Those respondents who were aware that the Government had adopted the option of re-zoning land for increased land supply = 975)

Table 3.14 Continuing to increase the land supply through re-zoning land (Q9b)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly support	368	25.0	37.8	37.8
	Somewhat support	336	22.8	34.5	72.2
	Neutral	209	14.2	21.4	93.6
	Somewhat not support	35	2.4	3.6	97.3
	Not support at all	20	1.4	2.1	99.4
	Don't know	5	.4	.6	99.9
	Refuse to answer	1	.1	.1	100.0
	Total	975	66.3	100.0	
Missing	Not applicable	497	33.7		
Total		1472	100.0		

Among those respondents who were aware that the Government had adopted the option of land resumption for increased land supply, half (54.9%) of the respondents either strongly or somewhat supported continuing to increase the land supply through this option, while 11.5% of them either did not support at all or somewhat did not support this option.

Figure 3.10 Continuing to increase the land supply through land resumption(Q9c)



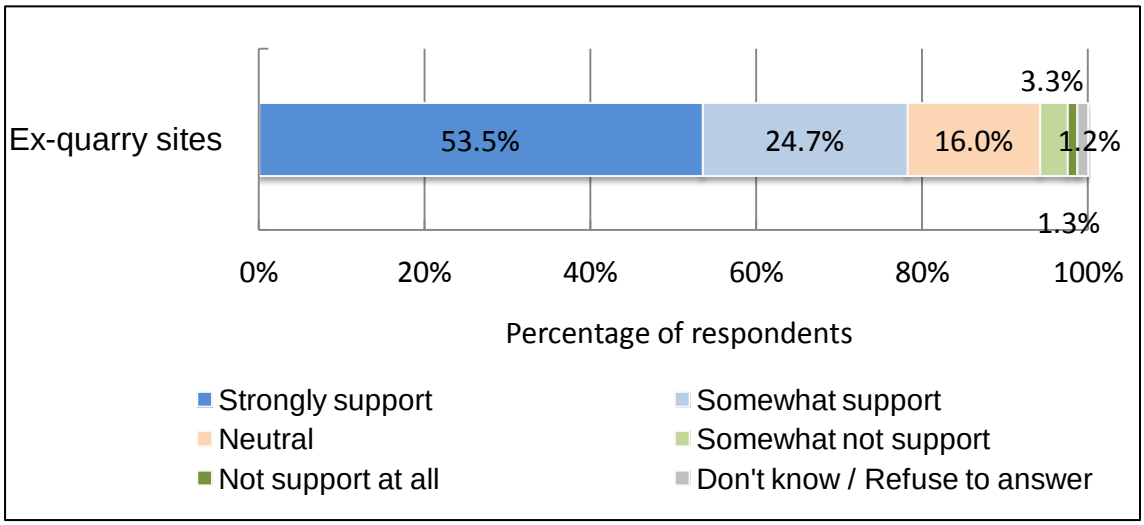
(Base: Those respondents who were aware that the Government had adopted the option of land resumption for increased land supply = 855)

Table 3.15 Continuing to increase the land supply through land resumption(Q9c)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly support	212	14.4	24.8	24.8
	Somewhat support	257	17.5	30.1	54.9
	Neutral	280	19.0	32.7	87.6
	Somewhat not support	65	4.4	7.6	95.2
	Not support at all	33	2.3	3.9	99.2
	Don't know	6	.4	.7	99.8
	Refuse to answer	2	.1	.2	100.0
	Total	855	58.1	100.0	
Missing	Not applicable	617	41.9		
Total		1472	100.0		

Among those respondents who were aware that the Government had adopted the option of ex-quarry sites for increased land supply, over three quarters (78.2%) of the respondents either strongly or somewhat supported continuing to increase the land supply through this option, while 4.5% of them either did not support at all or somewhat did not support this option.

Figure 3.11 Continuing to increase the land supply through ex-quarry sites (Q9d)



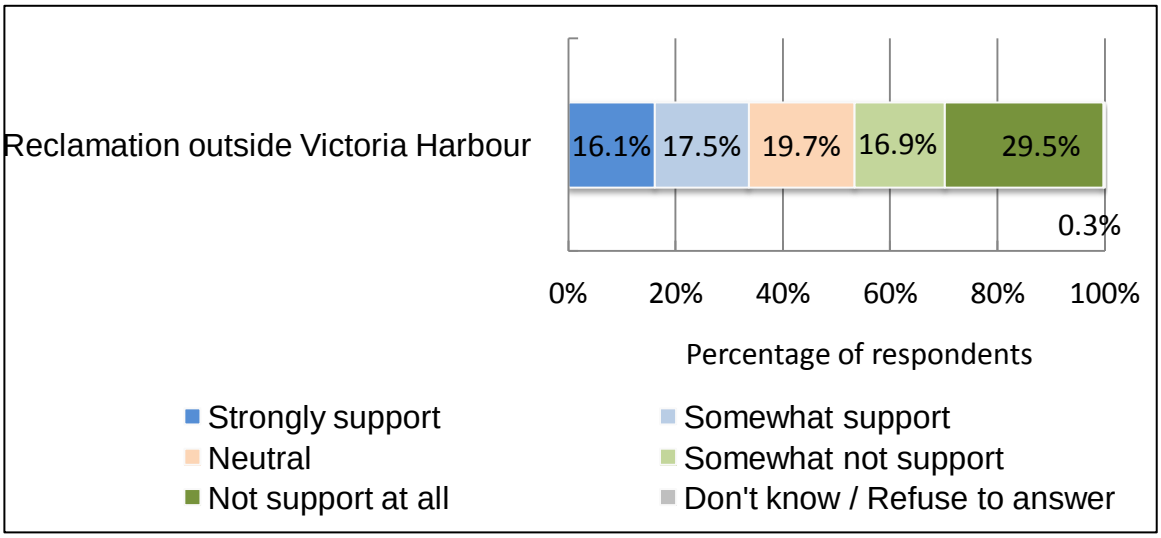
(Base: Those respondents who were aware that the Government had adopted the option of re-zoning land for increased land supply = 438)

Table 3.16 Continuing to increase the land supply through ex-quarry sites (Q9d)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly support	234	15.9	53.5	53.5
	Somewhat support	108	7.3	24.7	78.2
	Neutral	70	4.8	16.0	94.1
	Somewhat not support	14	1.0	3.3	97.4
	Not support at all	5	.4	1.2	98.7
	Don't know	6	.4	1.3	100.0
	Total	438	29.8	100.0	
Missing	Not applicable	1034	70.2		
Total		1472	100.0		

Among those respondents who were aware that the Government had adopted the option of reclamation outside Victoria Harbour for increased land supply, a third (33.6%) of the respondents either strongly or somewhat supported continuing to increase the land supply through this option, while 46.4% of them either did not support at all or somewhat did not support this option.

Figure 3.12 Continuing to increase the land supply through reclamation outside Victoria Harbour (Q9e)



(Base: Those respondents who were aware that the Government had adopted the option of reclamation outside Victoria Harbour for increased land supply = 1,169)

Table 3.17 Continuing to increase the land supply through reclamation outside Victoria Harbour (Q9e)

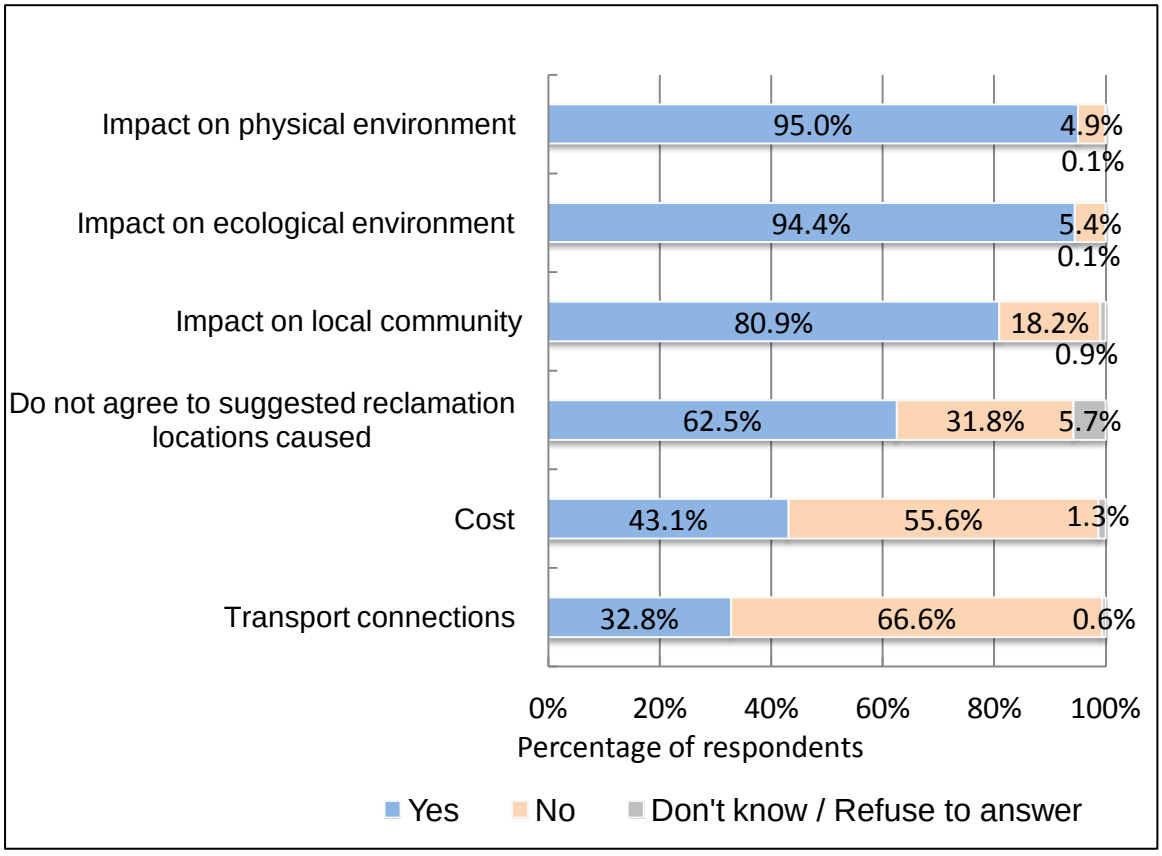
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly support	188	12.8	16.1	16.1
	Somewhat support	205	13.9	17.5	33.6
	Neutral	230	15.6	19.7	53.3
	Somewhat not support	198	13.4	16.9	70.2
	Not support at all	345	23.4	29.5	99.7
	Don't know	4	.2	.3	100.0
	Total	1169	79.4	100.0	
Missing	Not applicable	303	20.6		
Total		1472	100.0		

Among those respondents who either did not support or somewhat did not support continuing to increase the land supply through the option of reclamation outside Victoria Harbour, majority of them (over 80%) reported the cause as the following concerns:

- Impact on physical environment (95.0%);
- Impact on ecological environment (94.4%); and
- Impact on local community (80.9%).

Over half of them (62.5%) reported the cause as disagreeing with the suggested reclamation locations, over two-fifth of them (43.1%) reported the cost and less than a third of them (32.8%) reported the transport connections

Figure 3.13 Concerns caused the respondents to not support reclamation outside the Victoria Harbour (Q9ei(a) – Q9ei(f))



(Base: Those respondents who were aware that the Government had adopted the option of reclamation outside Victoria Harbour for increased land supply and either did not support at all or somewhat did not support continuing to increase the land supply through this option = 542)

Table 3.18 Whether transport connections caused the respondents to not support reclamation outside the Victoria Harbour (Q9ei(a))

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	178	12.1	32.8	32.8
	No	361	24.5	66.6	99.4
	Don't know	3	.2	.6	100.0
	Total	542	36.8	100.0	
Missing	Not applicable	930	63.2		
Total		1472	100.0		

Table 3.19 Whether impact on local community caused the respondent to not support reclamation outside the Victoria Harbour (Q9ei(b))

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	439	29.8	80.9	80.9
	No	99	6.7	18.2	99.1
	Don't know	5	.3	.9	100.0
	Total	542	36.8	100.0	
Missing	Not applicable	930	63.2		
Total		1472	100.0		

Table 3.20 Whether impact on physical environment caused the respondents to not support reclamation outside the Victoria Harbour (Q9ei(c))

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	515	35.0	95.0	95.0
	No	27	1.8	4.9	99.9
	Don't know	1	.1	.1	100.0
	Total	542	36.8	100.0	
Missing	Not applicable	930	63.2		
Total		1472	100.0		

Table 3.21 Whether the impact on ecological environment caused the respondents to not support reclamation outside the Victoria Harbour (Q9ei(d))

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	512	34.8	94.4	94.4
	No	29	2.0	5.4	99.9
	Don't know	1	.1	.1	100.0
	Total	542	36.8	100.0	
Missing	Not applicable	930	63.2		
Total		1472	100.0		

Table 3.22 Whether the cost caused the respondents to not support reclamation outside the Victoria Harbour (Q9ei(e))

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	234	15.9	43.1	43.1
	No	301	20.5	55.6	98.7
	Don't know	7	.5	1.3	100.0
	Total	542	36.8	100.0	
Missing	Not applicable	930	63.2		
Total		1472	100.0		

Table 3.23 Whether do not agree to suggested reclamation locations caused the respondents to not support reclamation outside the Victoria Harbour (Q9ei(f))

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	339	23.0	62.5	62.5
	No	173	11.7	31.8	94.3
	Don't know	27	1.8	5.0	99.3
	Refuse to answer	4	.3	.7	100.0
	Total	542	36.8	100.0	
Missing	Not applicable	930	63.2		
Total		1472	100.0		

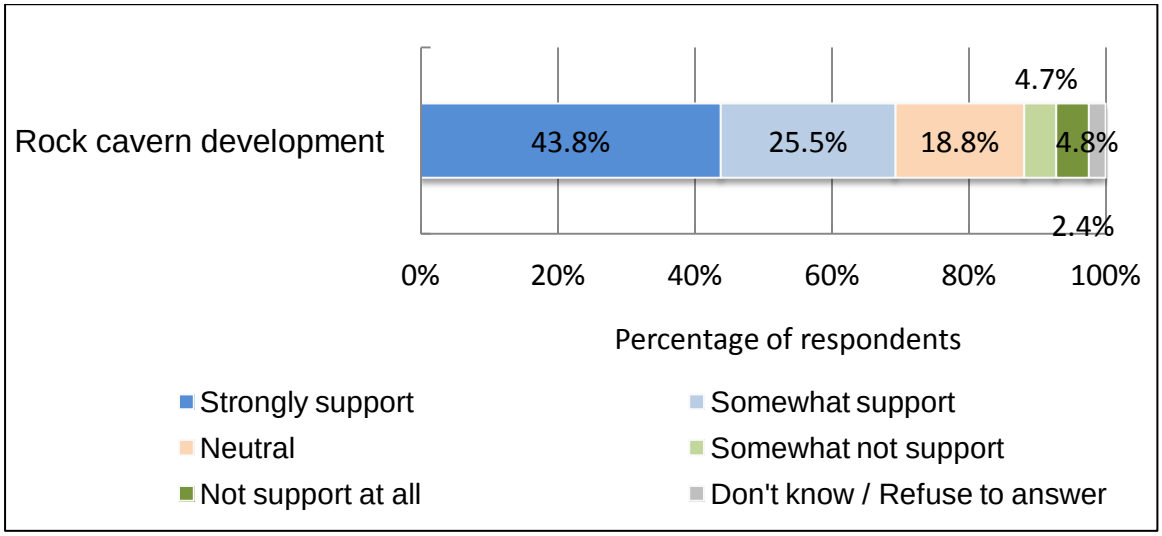
Table 3.24 Any other reasons caused the respondents to not support reclamation outside the Victoria Harbour ($Q9ei) (Multiple responses)

	Responses		Percent of Cases
	N	Percent	
Destruction of Hong Kong's 'Feng Shui'	2	.4%	.4%
Government should focus on better existing land use	39	7.1%	7.1%
Affect the livelihood of the fishermen	2	.4%	.4%
Affect tourism	2	.3%	.3%
Benefits transferring (e.g. Property developer)	2	.3%	.3%
Impact on public health	2	.4%	.4%
Narrowing of the Hong Kong seaway	12	2.2%	2.2%
Destruction of Hong Kong's landscape	8	1.5%	1.5%
Waste public money	2	.4%	.4%
Unable to withstand natural disasters (e.g. earthquakes)	1	.1%	.1%
Reclamation time is too long	1	.2%	.2%
No other reasons	472	86.5%	87.0%
Total	545	100.0%	100.5%

(Base: Those respondents who were aware that the Government had adopted the option of reclamation outside Victoria Harbour for increased land supply and either did not support at all or somewhat did not support continuing to increase the land supply through this option = 542)

Among those respondents who were aware that the Government had adopted the option of rock cavern development for increased land supply, over two-thirds (69.3%) of the respondents either strongly or somewhat supported continuing to increase the land supply through this option, while 9.5% of them either did not support at all or somewhat did not support this option.

Figure 3.14 Continuing to increase the land supply through the rock cavern development (Q9f)



(Base: Those respondents who were aware that the Government had adopted the option of rock cavern development for increased land supply = 787)

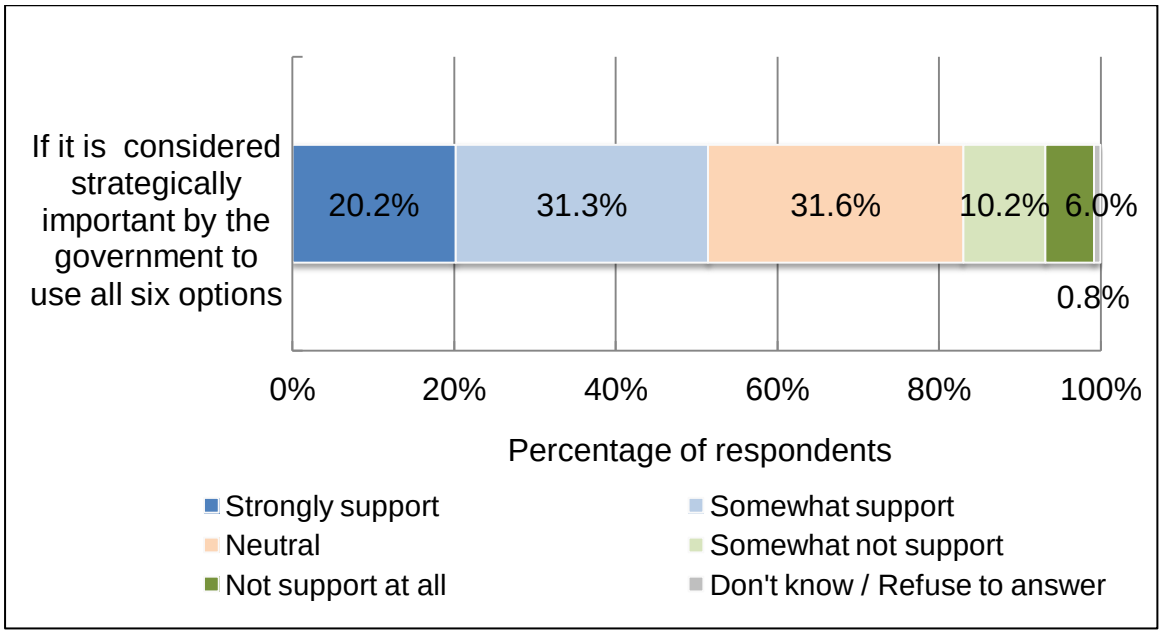
Table 3.25 Continuing to increase the land supply through the rock cavern development (Q9f)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly support	345	23.4	43.8	43.8
	Somewhat support	201	13.6	25.5	69.3
	Neutral	148	10.1	18.8	88.1
	Somewhat not support	37	2.5	4.7	92.8
	Not support at all	38	2.6	4.8	97.5
	Don't know	18	1.2	2.2	99.8
	Refuse to answer	2	.1	.2	100.0
	Total	787	53.5	100.0	
Missing	Not applicable	685	46.5		
Total		1472	100.0		

3.8 USING ALL SIX OPTIONS OF CREATING LAND SUPPLY IN ORDER TO INCREASE THE LAND SUPPLY

If it is considered strategically important by the government to use all six options of creating land supply in order to increase the land supply, half of all respondents (51.5%) either strongly or somewhat would support such an approach, while 16.2% either would not support at all or somewhat would not support such an approach.

Figure 3.15 If it is considered strategically important by the government to use all six options of creating land supply in order to increase the land supply (Q10)



(Base: All respondents = 1,472)

Table 3.26 If it is considered strategically important by the government to use all six options of creating land supply in order to increase the land supply (Q10)

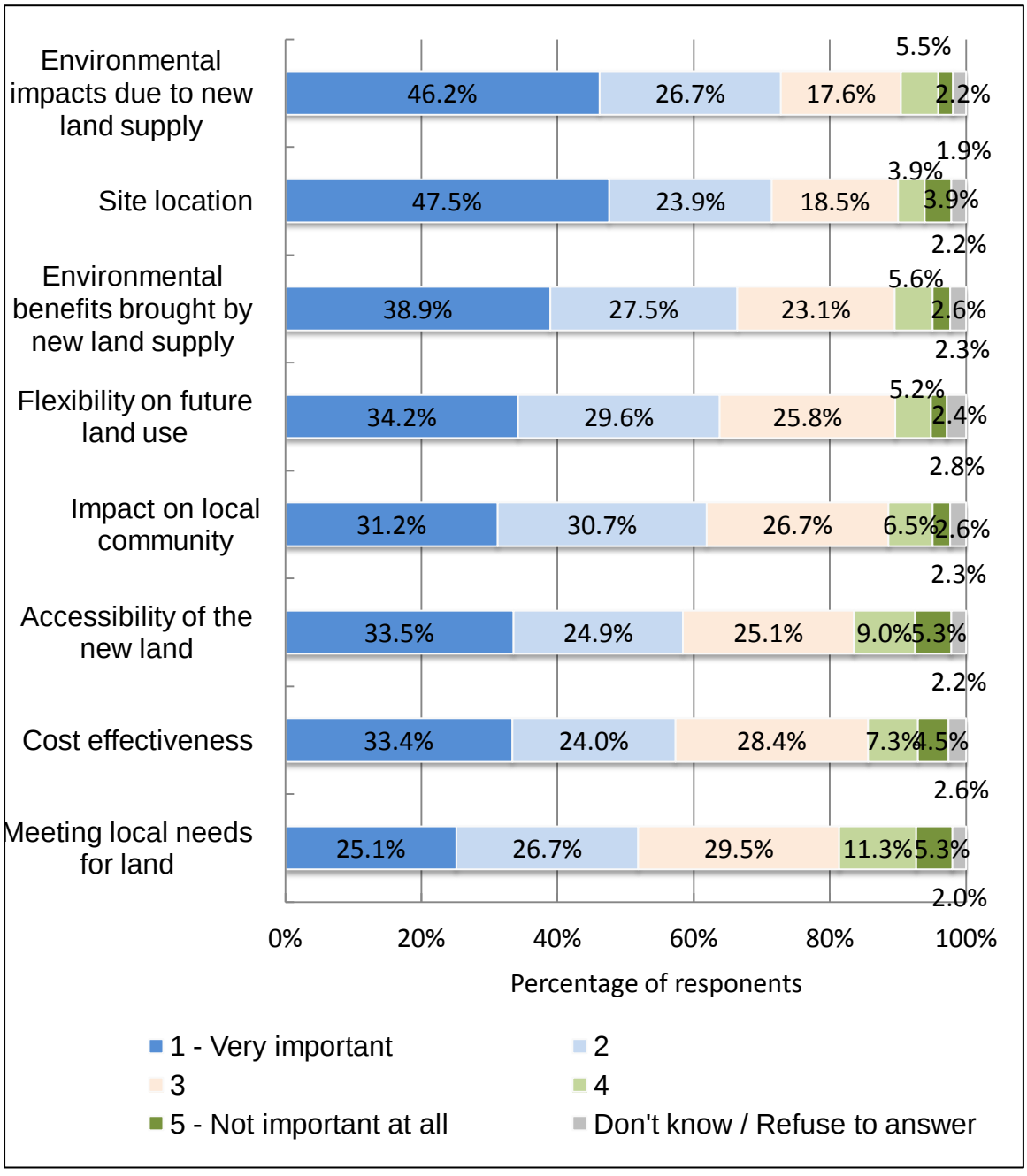
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly support	297	20.2	20.2	20.2
	Somewhat support	460	31.3	31.3	51.5
	Neutral	465	31.6	31.6	83.0
	Somewhat not support	150	10.2	10.2	93.2
	Not support at all	88	6.0	6.0	99.2
	Don't know	10	.7	.7	99.9
	Refuse to answer	1	.1	.1	100.0
	Total	1472	100.0	100.0	

3.9 CONSIDERATIONS FOR RECLAMATION OUTSIDE VICTORIA HARBOUR

When all respondents were asked to rate the importance of the following considerations for reclamation outside Victoria Harbour using a scale 1 to 5 (1 indicates very important and 5 indicates not important at all), over half of them rated all considerations 1 or 2 individually:

- Environmental impacts due to new land supply (72.9% rated either 1 or 2 vs 7.7% rated either 4 or 5);
- Site location (71.4% rated either 1 or 2 vs 7.8% rated either 4 or 5);
- Environmental benefits brought by new land supply (66.4% rated either 1 or 2 vs 8.2% rated either 4 or 5);
- Flexibility on future land use (63.8% rated either 1 or 2 vs 7.6% rated either 4 or 5);
- Impact on local community (61.9% rated either 1 or 2 vs 9.1% rated either 4 or 5);
- Accessibility of the new land (58.4% rated either 1 or 2 vs 14.3% rated either 4 or 5);
- Cost effectiveness (57.4% rated either 1 or 2 vs 11.8% rated either 4 or 5); and
- Meeting local needs for land (51.8% rated either 1 or 2 vs 16.6% rated either 4 or 5).

Figure 3.16 Considerations for reclamation outside Victoria Harbour



(Base: All respondents = 1,472)

Table 3.27 Importance of the accessibility of the new land for reclamation outside Victoria Harbour (Q11a)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very important	493	33.5	33.5	33.5
	2	367	24.9	24.9	58.4
	3	370	25.1	25.1	83.6
	4	132	9.0	9.0	92.6
	5 - Not important at all	77	5.3	5.3	97.8
	Don't know	27	1.8	1.8	99.6
	Refuse to answer	5	.4	.4	100.0
	Total	1472	100.0	100.0	

Table 3.28 Importance of the meeting local needs for land for reclamation outside Victoria Harbour (Q11b)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very important	370	25.1	25.1	25.1
	2	394	26.7	26.7	51.9
	3	434	29.5	29.5	81.3
	4	167	11.3	11.3	92.7
	5 - Not important at all	78	5.3	5.3	98.0
	Don't know	24	1.6	1.6	99.6
	Refuse to answer	6	.4	.4	100.0
	Total	1472	100.0	100.0	

Table 3.29 Importance of the impact on local community for reclamation outside Victoria Harbour (Q11c)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very important	459	31.2	31.2	31.2
	2	452	30.7	30.7	61.9
	3	393	26.7	26.7	88.6
	4	95	6.5	6.5	95.1
	5 - Not important at all	39	2.6	2.6	97.7
	Don't know	25	1.7	1.7	99.4
	Refuse to answer	8	.6	.6	100.0
	Total	1472	100.0	100.0	

Table 3.30 Importance of the environmental impacts due to new land supply for reclamation outside Victoria Harbour (Q11d)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very important	680	46.2	46.2	46.2
	2	392	26.7	26.7	72.8
	3	259	17.6	17.6	90.5
	4	81	5.5	5.5	96.0
	5 - Not important at all	32	2.2	2.2	98.2
	Don't know	21	1.5	1.5	99.6
	Refuse to answer	5	.4	.4	100.0
	Total	1472	100.0	100.0	

Table 3.31 Importance of the environmental benefits brought by new land supply for reclamation outside Victoria Harbour (Q11e.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very important	572	38.9	38.9	38.9
	2	405	27.5	27.5	66.4
	3	340	23.1	23.1	89.5
	4	82	5.6	5.6	95.1
	5 - Not important at all	38	2.6	2.6	97.7
	Don't know	28	1.9	1.9	99.6
	Refuse to answer	6	.4	.4	100.0
	Total	1472	100.0	100.0	

Table 3.32. Importance of the flexibility on future land use for reclamation outside Victoria Harbour (Q11f)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very important	504	34.2	34.2	34.2
	2	436	29.6	29.6	63.8
	3	380	25.8	25.8	89.6
	4	76	5.2	5.2	94.8
	5 - Not important at all	35	2.4	2.4	97.2
	Don't know	34	2.3	2.3	99.5
	Refuse to answer	8	.5	.5	100.0
	Total	1472	100.0	100.0	

Table 3.33 Importance of the cost effectiveness for reclamation outside Victoria Harbour - (Q11g)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very important	491	33.4	33.4	33.4
	2	353	24.0	24.0	57.3
	3	417	28.4	28.4	85.7
	4	107	7.3	7.3	93.0
	5 - Not important at all	66	4.5	4.5	97.5
	Don't know	32	2.2	2.2	99.6
	Refuse to answer	6	.4	.4	100.0
	Total	1472	100.0	100.0	

Table 3.34 Importance of the site location for reclamation outside Victoria Harbour (Q11h)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very important	699	47.5	47.5	47.5
	2	351	23.9	23.9	71.4
	3	272	18.5	18.5	89.8
	4	58	3.9	3.9	93.8
	5 - Not important at all	58	3.9	3.9	97.7
	Don't know	26	1.7	1.7	99.5
	Refuse to answer	8	.5	.5	100.0
	Total	1472	100.0	100.0	

3.10 DEMOGRAPHICS

This section briefly describes the characteristics of respondents in this survey.

Weighting was applied to gender and age in our survey such that the distribution of gender and age reported in Table 3.1 matches the Hong Kong population data compiled by the C&SD for end-2011 (Tables 3.35 and 3.36).

Table 3.35 Gender (D1)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	673	45.7	45.7	45.7
	Female	799	54.3	54.3	100.0
	Total	1472	100.0	100.0	

Table 3.36 Age (D2)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-19	42	2.8	2.8	2.8
	20-29	238	16.2	16.2	19.0
	30-39	273	18.5	18.5	37.5
	40-49	297	20.2	20.2	57.7
	50-59	284	19.3	19.3	77.0
	60 or above	336	22.9	22.9	99.9
	Refuse to answer	2	.1	.1	100.0
	Total	1472	100.0	100.0	

About half of the respondents (49.0%) had an education level of secondary or matriculation. Over a third of them (38.1%) had tertiary education or above, while the remaining (12.9%) had primary education or below.

Table 3.37 Highest educational attainment (D3)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary or below	190	12.9	12.9	12.9
	Secondary (F.1 to F.5)	605	41.1	41.1	54.0
	Matriculation (F.6 to F.7)	116	7.9	7.9	61.9
	Tertiary (Non-degree course)	151	10.3	10.3	72.2
	Tertiary (Degree course or above)	409	27.8	27.8	99.9
	Refuse to answer	1	.1	.1	100.0
	Total	1472	100.0	100.0	

About two thirds of all respondents (63.3%) were married, while over a quarter (29.0%) of them were never married and 3.7% were widowed. The remaining 3.4% of the respondents were divorced or separated.

Table 3.38 Current marital status (D4)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never married	427	29.0	29.0	29.0
	Now married	932	63.3	63.3	92.3
	Widowed	55	3.7	3.7	96.0
	Divorced / Separated	50	3.4	3.4	99.4
	Refuse to answer	9	.6	.6	100.0
	Total	1472	100.0	100.0	

About one-tenth of the respondents were living in Sha Tin (9.9%) and Kwun Tong (9.3%).

Table 3.39 District that the respondents are living in (D5)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Central and Western Hong Kong Island	46	3.2	3.2	3.2
	Eastern Hong Kong Island	131	8.9	8.9	12.1
	Southern Hong Kong Island	55	3.7	3.7	15.8
	Wan Chai	22	1.5	1.5	17.3
	Kowloon City	75	5.1	5.1	22.4
	Kwun Tong	137	9.3	9.3	31.7
	Sham Shui Po	93	6.3	6.3	38.1
	Wong Tai Sin	91	6.2	6.2	44.2
	Yau Tsim Mong	61	4.1	4.1	48.4
	Islands	39	2.7	2.7	51.0
	Kwai Tsing	77	5.2	5.2	56.3
	North New Territories	65	4.4	4.4	60.7
	Sai Kung	106	7.2	7.2	67.9
	Sha Tin	146	9.9	9.9	77.8
	Tai Po	60	4.1	4.1	81.8
	Tsuen Wan	57	3.9	3.9	85.7
	Tuen Mun	80	5.4	5.4	91.1
	Yuen Long	125	8.5	8.5	99.6
	Refuse to answer	5	.4	.4	100.0
	Total	1472	100.0	100.0	

The majority of the respondents were living with at least 1 more household member (93.6%).

Table 3.40 Number of household members are living in the respondents' household, including the respondents but excluding living-in maids (D6)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	80	5.5	5.5	5.5
	2	294	20.0	20.0	25.5
	3	432	29.3	29.3	54.8
	4	468	31.8	31.8	86.6
	5	132	9.0	9.0	95.6
	6	28	1.9	1.9	97.5
	7	11	.8	.8	98.2
	8	11	.7	.7	99.0
	10	1	.1	.1	99.0
	12	1	.1	.1	99.1
	Refuse to answer	13	.9	.9	100.0
	Total	1472	100.0	100.0	

Slightly over half of the respondents were living in private housing including Villas, Bungalows and village houses (51.6%) and about a third of them were living in public housing including Tenants Purchase Scheme (30.9%).

Table 3.41 Type of housing that the respondents are living in (D7)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public housing including Tenants Purchase Scheme	455	30.9	30.9	30.9
	Housing Authority / Society subsidized sale flats	236	16.1	16.1	47.0
	Private housing including Villas, Bungalows and village houses	759	51.6	51.6	98.5
	Staff quarters	14	1.0	1.0	99.5
	Private temporary structures	1	.1	.1	99.6
	Don't know	1	.1	.1	99.7
	Refuse to answer	5	.3	.3	100.0
	Total	1472	100.0	100.0	

Over half of the respondents were living in their own property (52.5%).

Table 3.42 Whether the respondents are living in their own property, rental or part of their family member or friend? (D8)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own property	773	52.5	52.5	52.5
	Rental	554	37.6	37.6	90.2
	Property of their family member or friend	139	9.4	9.4	99.6
	Refuse to answer	6	.4	.4	100.0
	Total	1472	100.0	100.0	

CHAPTER FOUR CONCLUSION

This telephone survey collected views from 1,472 respondents about Government's initiative on enhancing land supply strategy in March 2012, before the closing date of Stage 1 Public Engagement on 31st March 2012.

4.1 AWARENESS OF THE GOVERNMENT CONSULTATION ON LAND SUPPLY STRATEGY

About one quarter of all respondents (27.3%) were aware of the government consultation on land supply strategy starting from November last year. Among those respondents who were aware of this consultation, over half of them (57.4%) could not remember any of the options for increased land supply being considered in the consultation. Further, over a third of them (35.2%) remembered the option of reclamation outside Victoria Harbour and over one-fifth (21.6%) remembered rock cavern development.

4.2 AWARENESS OF THE GOVERNMENT HAD INTRODUCED 25 POSSIBLE RECLAMATION SITES

Half of all respondents (50.2%) were aware that the government had introduced 25 possible reclamation sites in early January this year as illustrative examples on the Site Selection Criteria to facilitate public discussion.

4.3 AWARENESS OF THE OPTIONS FOR INCREASED LAND SUPPLY

The majority of all respondents were aware of at least one of the following options for increased land supply that the Government had adopted:

- redeveloping the older urban area (86.3%);
- reclamation outside Victoria Harbour (79.4%);
- rezoning land (66.3%);
- land resumption (58.1%);
- rock cavern development (53.5%); and
- re-use of ex-quarry sites (29.8%).

4.4 PROJECTED POPULATION AND AVERAGE HOUSEHOLD SIZE OF HONG KONG

Over half of all respondent (58.7%) either absolutely or somewhat believe that the population of Hong Kong will continue to grow at 0.8% per year, reaching 8.9 million by 2039, while 12.4% of them either absolutely or somewhat disbelieve the projected population of Hong Kong.

Over half of all respondent (53.0%) either absolutely or somewhat believe that the average household size will continue to decrease by 0.3% per year from 2.9 now to 2.7 by 2039, which together with the population increase, suggests that the number of households will increase from 2.3 million now to 3.1 million in 2039 using the same scale, while 14.5% of them either absolutely or somewhat disbelieve the projected population of Hong Kong.

4.5 AGREEMENT THAT THE DEMAND FOR HOUSING WILL INCREASE OVER THE NEXT 30 YEARS

The majority of all respondents (82.1%) either strongly or somewhat agreed that the demand for housing (no matter it is public or private) would increase over the next 30 years, while 5.1% either strongly or somewhat disagreed with it.

4.6 AGREEMENT THAT MORE LAND SUPPLY IS NEEDED FOR THE FIVE CONSIDERATIONS

Over half of all respondents agreed that more land supply is needed for the following considerations:

- Improving the living environment (76.5% either strongly or somewhat agreed vs 8.4% either strongly or somewhat disagreed);
- Continuing land supply is needed overall for Hong Kong (74.3% either strongly or somewhat agreed vs 5.4% either strongly or somewhat disagreed);
- Infrastructure use (72.5% either strongly or somewhat agreed vs 8.5% either strongly or somewhat disagreed); and
- a land reserve is needed to meet the unpredictable changes in land demand (61.8% either strongly or somewhat agreed vs 12.5% either strongly or somewhat disagreed)

Less than half of all respondents (46.2%) either strongly or somewhat agreed that more land supply is need for business use in order to maintain Hong Kong's

competitiveness, while about a quarter of them (24%) either strongly or somewhat disagreed with it.

4.7 OPTIONS FOR CONTINUING TO INCREASE THE LAND SUPPLY

Among those respondents who were aware that the Government had adopted the option of redevelop the older urban areas for increased land supply, the majority (83.0%) of the respondents either strongly or somewhat supported continuing to increase the land supply through this option, while 4.9% of them either did not support at all or somewhat did not support this option.

Among those respondents who were aware that the Government had adopted the option of re-zoning land for increased land supply, about three quarters (72.3%) of the respondents either strongly or somewhat supported continuing to increase the land supply through this option, while 5.7% of them either did not support at all or somewhat did not support this option.

Among those respondents who were aware that the Government had adopted the option of land resumption for increased land supply, half (54.9%) of the respondents either strongly or somewhat supported continuing to increase the land supply through this option, while 11.5% of them either did not support at all or somewhat did not support this option.

Among those respondents who were aware that the Government had adopted the option of ex-quarry sites for increased land supply, over three quarters (78.2%) of the respondents either strongly or somewhat supported continuing to increase the land supply through this option, while 4.5% of them either did not support at all or somewhat did not support this option.

Among those respondents who were aware that the Government had adopted the option of reclamation outside Victoria Harbour for increased land supply, a third (33.6%) of the respondents either strongly or somewhat supported continuing to increase the land supply through this option. Further, among those respondents (46.4%) who either did not support at all or somewhat did not support to increase the land supply through this option, their reasons were the following concerns:

- Impact on physical environment (95.0%);
- Impact on ecological environment (94.4%);
- Impact on local community (80.9%);
- Disagreement with the suggested reclamation locations (62.5%);
- Cost (43.1%); and
- Transport connections (32.8%).

Among those respondents who were aware that the Government had adopted the option of rock cavern development for increased land supply, over two-thirds (69.3%) of the respondents either strongly or somewhat supported continuing to increase the land supply through this option, while 9.5% of them either did not support at all or somewhat did not support this option.

4.8 USING ALL SIX OPTIONS OF CREATING LAND SUPPLY IN ORDER TO INCREASE THE LAND SUPPLY

If it is considered strategically important by the government to use all six options of creating land supply in order to increase the land supply, half of all respondents (51.5%) either strongly or somewhat would support such an approach, while 16.2% either would not support at all or somewhat would not support such an approach.

4.9 CONSIDERATIONS FOR RECLAMATION OUTSIDE VICTORIA HARBOUR

When all respondents were asked to rate the importance of the following considerations for reclamation outside Victoria Harbour using a scale 1 to 5 (1 indicates very important and 5 indicates not important at all), over half of them rated all considerations 1 or 2 individually:

- Environmental impacts due to new land supply (72.9% rated either 1 or 2 vs 7.7% rated either 4 or 5);
- Site location (71.4% rated either 1 or 2 vs 7.8% rated either 4 or 5);
- Environmental benefits brought by new land supply (66.4% rated either 1 or 2 vs 8.2% rated either 4 or 5);
- Flexibility on future land use (63.8% rated either 1 or 2 vs 7.6% rated either 4 or 5);
- Impact on local community (61.9% rated either 1 or 2 vs 9.1% rated either 4 or 5);
- Accessibility of the new land (58.4% rated either 1 or 2 vs 14.3% rated either 4 or 5);
- Cost effectiveness (57.4% rated either 1 or 2 vs 11.8% rated either 4 or 5); and
- Meeting local needs for land (51.8% rated either 1 or 2 vs 16.6% rated either 4 or 5).

CHAPTER FIVE LIMITATIONS

1. The data were not weighted for the number of eligible respondents in a household or the number of phones in a household.

2. The use of the 'Next Birthday' rule to select respondent when there were more than one eligible respondents resided in a household by the time of the telephone contact could not cover people who were seldom at home in the evening and weekends.

3. Household telephone survey excludes households without telephones and does not attempt to contact institutionalized people. This might result in selection bias due to under-representation of certain segments of the population. However, the possibility of persons not being interviewed due to lack of telephones should be small as domestic telephone coverage in Hong Kong is about than 80.0%.