Report on

Improving Cyberport Arcade and Waterfront Park Survey

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Executive summary

In order to collect opinions of people who may use the Cyberport Arcade and Waterfront Park on improvement of facilities, CASR was commissioned to conduct a survey.   Self-administrated questionnaires were distributed in the Arcade, by internet and by mail on 18th May 2011.   767 valid questionnaires have been used for analysis.

41% of the respondents visited the Cyberport Arcade less than once a week.   24% of the respondents visited the Arcade once a week.   Not only respondents living outside Pokfulam area seldom visit the Arcade, but also the respondents living in Pokfulam.

The survey results revealed that most of the respondents want a pharmacy (69.2%) as well as book and stationary shops (68%) and a houseware products store (53%) in the Cyberport Arcade.   In addition, most of the respondents want additional restaurants such as coffee shops (50%), western-style restaurants (48%) and pizza restaurants (48%).

Regarding additional services in the Cyberport Arcade, most of the respondents want banking (59%), library (48%) and health clinic services (45%).

It was found that more than half of the respondents (64%) indicated that they have been to the Waterfront Park.   Most of the respondents went there for walking or strolling, playing with dogs and kids.

When the respondents were asked about the additional facilities that they want in the Waterfront Park, most of the respondents indicated that they want outdoor restaurants (61%), more greening (55%) and a children's playground (53%).

Furthermore, most of the respondents mentioned that they like to see weekend markets activities (57%) in the Waterfront Park.   Some people (24%) objected to more activities.

67% of the respondents would like a MTR station in Cyberport in the future[1].   45% of the respondents like shuttle bus services to areas around Pokfulam and 34% would like a shuttle bus to Aberdeen.

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[1] During the Workshop to review the findings on 8 September 2011, respondents who supported the MTR during the survey pointed out that they do NOT support an above ground rail.

摘要

為了收集到訪者對數碼港商場及數碼港海濱公園的意見，香港浸會大學社會科學研究中心被委託進行一項有關數碼港商場及海濱公園內設施的改善建議調查。問卷於 2011 年 5 月 18 日開始，分別於數碼港商場、互聯網及以郵件方式分發給受訪人士。而當中的 767 份有效問卷已被作分析之用。

首先，有關數碼港商場方面，41%的受訪者到訪數碼港商場的次數少於每星期一次；而 24%的受訪者則到訪商場約每星期一次。結果顯示，不論受訪者是否居住於薄扶林，他們到訪數碼港商場的次數亦是極少。

至於商店方面，大部份受訪者均希望數碼港商場內可增添藥房(69.2%)、書店及文具店(68%)以及家用品及日用雜貨的店舖(53%)。而餐廳類型方面，大部份的受訪者均希望能增添咖啡店(50%)、西式餐廳(48%)及薄餅店(48%)。

對於數碼港商場應加設的服務種類，受訪者大多認為銀行(59%)、圖書館(48%)及診所服務是有必要增加的。

而在海濱公園方面，超過一半(64%)的受訪者表示他們曾到訪海濱公園，其目的主要是為著散步、與狗隻或孩子嬉戲。

再者，當受訪者被問及有關公園內應增建的設施，大部分都指出他們最希望增加配有座位的露天餐廳(61%)、提升綠化工作(55%)、以及興建兒童遊樂場(53%)。

而 57%的受訪者則表示希望能有假日售賣物品的攤位活動於海濱公園內舉行。反之，亦有 24%的受訪人士不希望有更多的活動出現。

最後，67%的受訪者希望數碼港將來能設有一港鐵站[2]；45%則希望有穿梭巴士服務往來薄扶林區內；34%則希望穿梭巴士可往來香港仔。

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[2] 在 2011 年 9 月 8 日舉行的工作坊，參加者收到調查結果。當中在問卷調查中，對薄扶林興建港鐵站表示支持的人士指出，他們並不贊成興建高架鐵路。

CONCLUSION

Many respondents wish to have shops offering pharmacy services and houseware products. We suggest the management of the Arcade consider adding these shops for the convenience of the residents. Moreover, banking, library and health clinic services are also crucial according to the opinions of residents.

Based on the feed-back, restaurants, coffee shops, western-style restaurants and pizza restaurants should be added to the Arcade.

The findings indicate that respondents do not visit the Cyberport Arcade frequently. Respondents who work in Cyberport pay more visits to the Arcade the respondents who do not work in Cyberport. The Arcade can enhance its retail mix and service focused on the people working in Cyberport such as restaurants, and adding book, stationary and personal health care shops.

For the Waterfront Park, most respondents want restaurants with outdoor seating, more greening, a children's playground, more shaded areas and more seating. The survey shows that child-related facilities and roofed seating on the pier are important. A number of respondents suggested having a division between dog activity areas and children's playing areas. We suggest the management of Cyberport considers implementing these enhancements of the Park. We note that the organization of weekend markets in the Waterfront Park is welcomed by more than half of the respondents.

With respect to public transport, the respondents support shuttle bus services around Pokfulam. More than half of the respondents would like a MTR station in Cyberport. However, during the subsequent workshop it was pointed out that as the study did not specify whether the rail would be above or underground or the increase in property development the response may be biased. The respondents profile may also be biased towards people who depend on public transport. More research is required to determine how many people object to a MTR station in Cyberport, and why. The Administration should take this into account in their assessment of the South Island Line (West).

The opinions conveyed by respondents living and working in Cyberport reflect their lifestyles. A study of lifestyles may be useful to better understand the suggestions collected in this survey.

總結

絕大部份的受訪者均希望數碼港商場內能加設出售有關藥物服務,和家居產品的商舖。故此,我們提議商場的管理層可考慮增設這類型店舖,以方便到訪商場的人士和附近居民。而銀行服務、圖書館和醫療診所亦是受訪者非常關注的。

而從數據中,我們能看到受訪者希望商場內能增添咖啡店、西式餐廳及薄餅等食店。

調查結果同時顯示,受訪者並不常到訪數碼港商場。當中以工作於商場內的受訪者,比不工作於商場內的受訪者到訪商場的次數為多。因此,我們建議商場可以透過提升其零售及服務店舖組合,把重點擺放在數碼港商場內工作的人士。當中包括為他們增加餐館的類型,售賣書本、文具和個人健康護理產品的商舖。

至於在海濱公園方面,大部份受訪者均希望增加配有座位的露天餐廳、兒童遊樂場,加添有蓋和設有座位的地方,以及加強綠化方面的工作。調查亦顯示,有關兒童及於碼頭興建蓋頂和座位這兩方面的設施,對大部份的受訪者來說非常重要。另一方面,某部份的受訪者則提議狗隻活動的地方,跟兒童活動的地方應有清楚的劃分。而值得一提的是,超過一半的受訪者對於舉辦假日售賣物品的攤位活動表示非常歡迎。故此,我們提議數碼港管理層可就以上所提及的意見,加以考慮和增設相關設施。

再者,有關交通方面,受訪者對於在薄扶林一帶提供穿梭巴士服務均表示非常支持。而超過一半的受訪人士亦希望數碼港能成為其中一個港鐵沿線的車站。然而,在隨後的工作坊上,有參加者指出,是次調查並沒有清楚說明鐵路將會以地下或高架形式興建,亦沒有提及將會帶來新物業發展的可能性,所以得出來的數據有機會未能充分反映實質意向。同時,調查結果亦可能基於受到被訪者背景較為依賴公共交通工具的緣故,而有所偏差。因此,上述議題無疑需要進行更多研究,以確定其實質反對人數和原因。當局在發展南港島線時,亦應聆聽相關意見以作更深入的評估。

總括來說,於數碼港居住和工作的受訪者所提出的意見,某程度上反映出他們的生活模式。日後若有需要對此調查所得的意見作更深入的分析,我們則需要對受訪人士的生活模式進行再一步的認知和了解。

I. BACKGROUND

In order to improve the Cyberport Arcade and Waterfront Park facilities in Cyberport, the District Councillor for the Pokfulam Constituency decided on a survey to collect the opinions of people who may use the Arcade and Waterfront Park.   The Center for the Advancement of Social Sciences Research (CASR) in Faculty of Social Sciences of the Hong Kong Baptist University was instructed by Paul Zimmerman to conduct this survey.

II. SURVEY OBJECTIVES

The objective of the survey was to find out how the Cyberport Arcade and Waterfront Park can be improved.   The survey also aims to find out how desirable the MTR and shuttle bus services would be.

III. METHODOLOGY

The target respondents of the survey are

1. People who live in Pokfulam
2. People who work in Cyberport and
3. People who visit the Cyberport Arcade

Self-administrated questionnaires were distributed through

- Questionnaires handed out to the people who visited the Cyberport Arcade
- Emails to the residents in Pokfulam whose email addresses were known
- Mailing survey questionnaires to the residents in the Pokfulam district and
- Handing out and emailing questionnaires to people who work in Cyberport

Data collection was conducted from 22nd April 2011.   As of 7th June, 767 valid questionnaires were received.
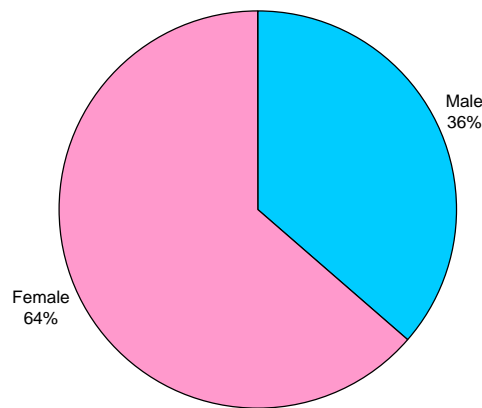
IV. DETAILED FINDINGS

4.1 Profile of the respondents

Gender

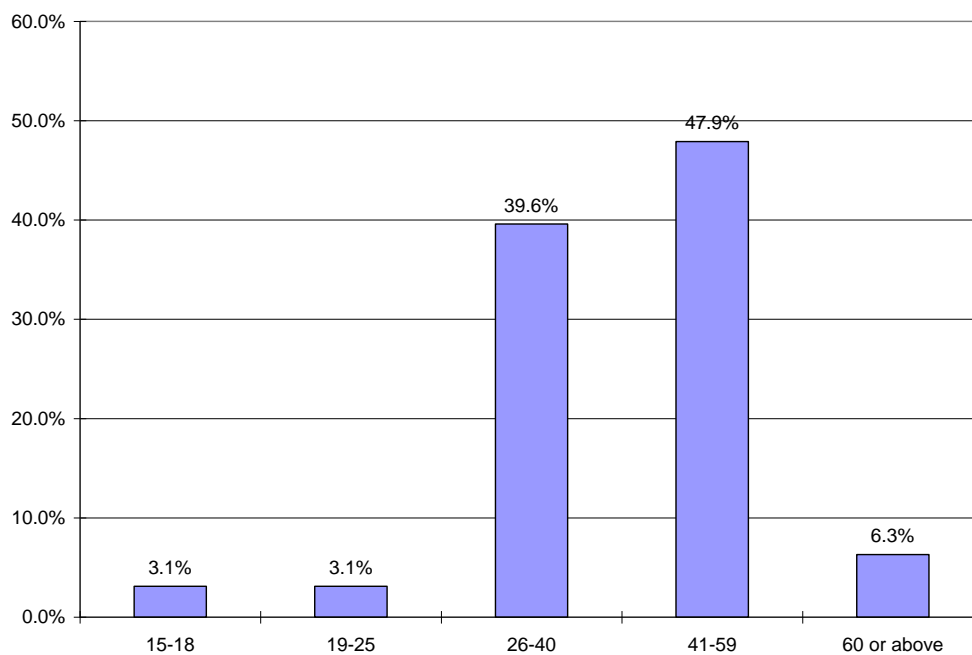64% of the respondents are female and 36% of the respondents are male.

Chart 1: Gender (N=733)

Age

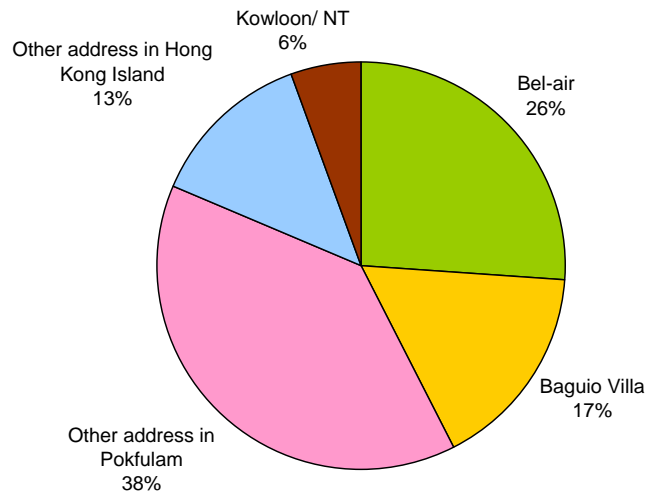Most of the respondents are aged between 41 and 59 (48%), 40% of the respondents are aged between 26 and 40.

Chart 2: Age (N=735)

Place of residence

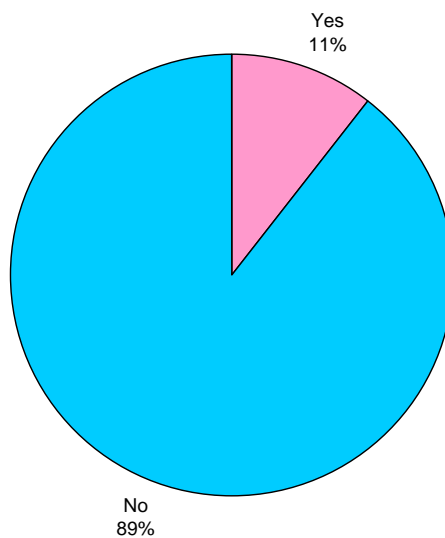26% of the respondents live in Bel-air, 17% live in Baguio Villa and 38% of the respondents live in elsewhere in Pokfulam.

Chart 3: Place of residence (N=751)

Kowloon/ NT
6%

Other address in Hong Kong Island
13%

Bel-air
26%

Baguio Villa
17%

Other address in Pokfulam
38%

Working in Cyberport

11% of the respondents work in Cyberport.

Chart 4: Working in Cyberport (N=719)

Yes
11%

No
89%

Place of residence and working in Cyberport

About 30% of the respondents who work in Cyberport live in the Pokfulam area.

Chart 5: Place of residence and working in Cyberport
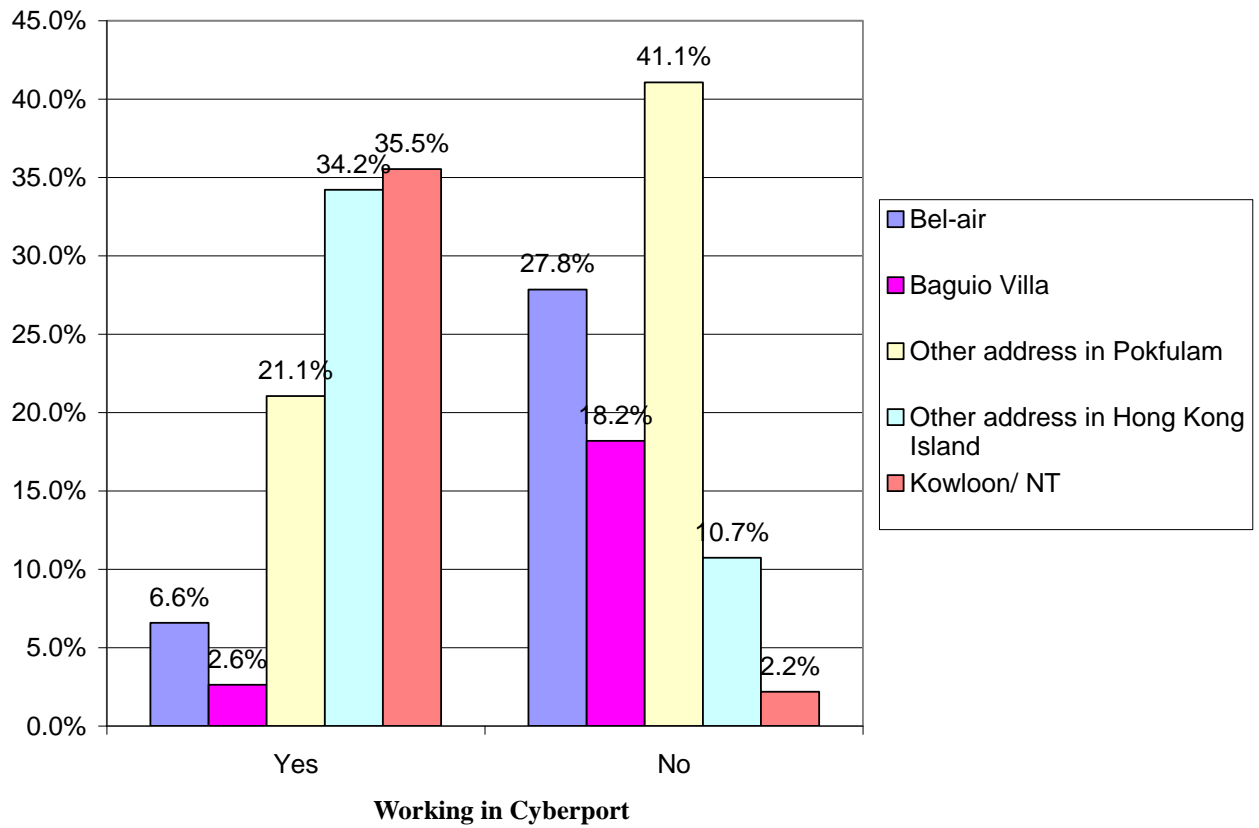
4.2 Analysis of opinions to each question

4.2.1 Improving the Arcade

Frequency of visiting the Cyberport Arcade

41% of the respondents visited the Cyberport Arcade less than once a week. 24% of the respondents visited the Arcade once a week and 22% of them visited 2 to 3 times a week.
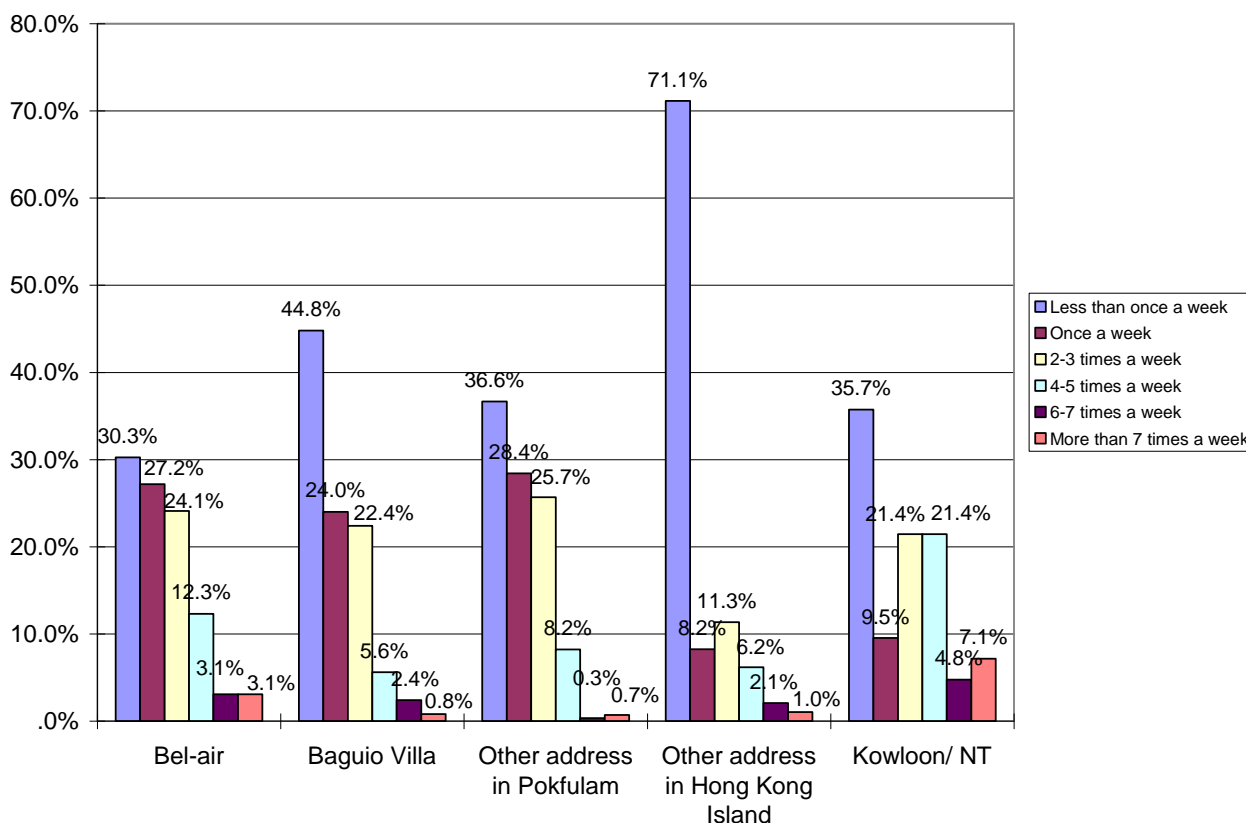
Chart 6: Frequency of visiting the Cyberport Arcade (N=767)
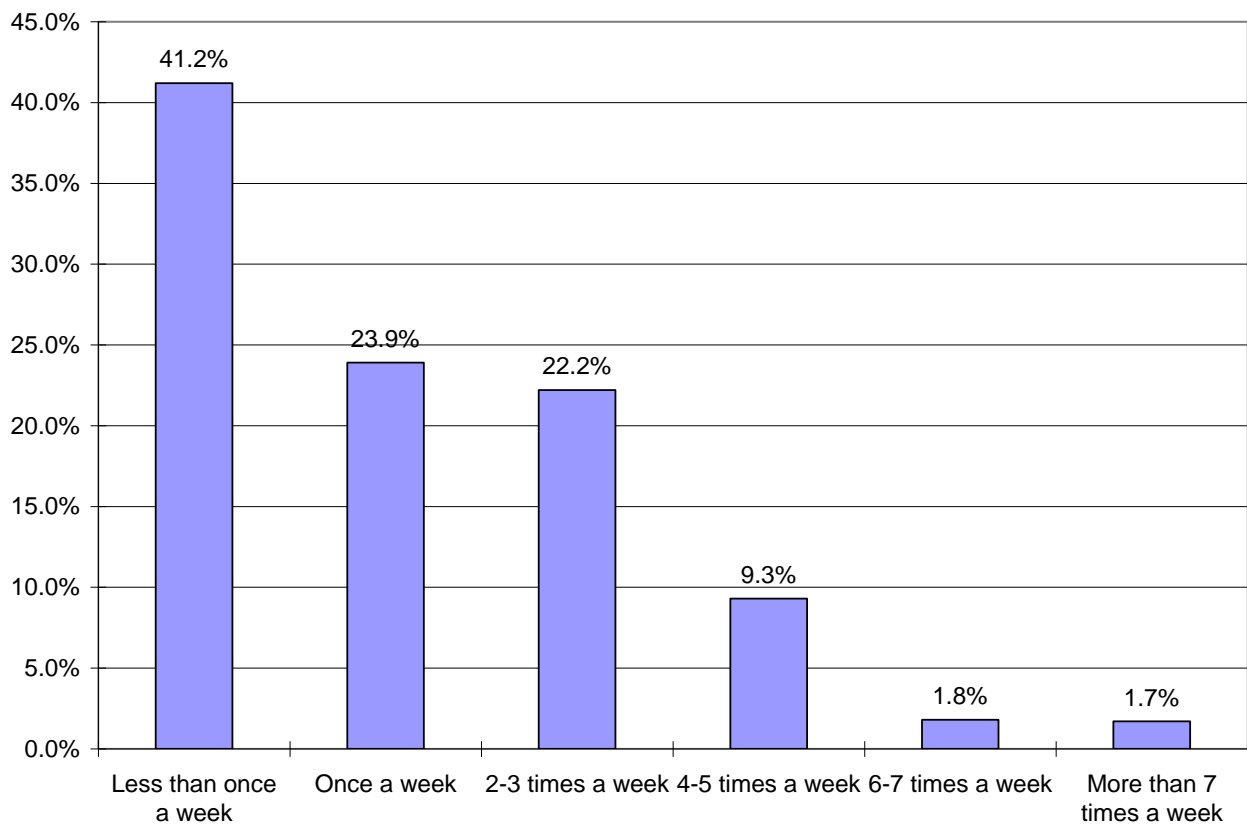
Frequency of visits to the Cyberport Arcade and living area

After conducting Chi-square test, it was found that there is significant relationship between residents' frequency of visiting the Cyberport Arcade and their living area. Not only do respondents who live outside Pokfulam seldom visit the Cyberport Arcade, but also the respondents who live in Pokfulam seldom visit the Arcade. $\chi^2(20) = 84.08$ p<0.000[3].

Chart 7: Relationship between frequency of visiting the Cyberport Arcade and living area

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[3] p<0.05 indicates a significant relationship between two categorical variables.

Frequency of Visits to the Cyberport Arcade and employment address

Chi-square test results showed that there is significant relationship between the frequency of visits to the Cyberport Arcade and whether or not the respondent works in Cyberport. It seems that respondents who work in Cyberport visit the Arcade more than respondents who do not work in Cyberport. $\chi^2(5) = 64.3$ p<0.000.

Chart 8: Relationship between the frequency of visits to the Cyberport Arcade and whether or not the respondent works in Cyberport
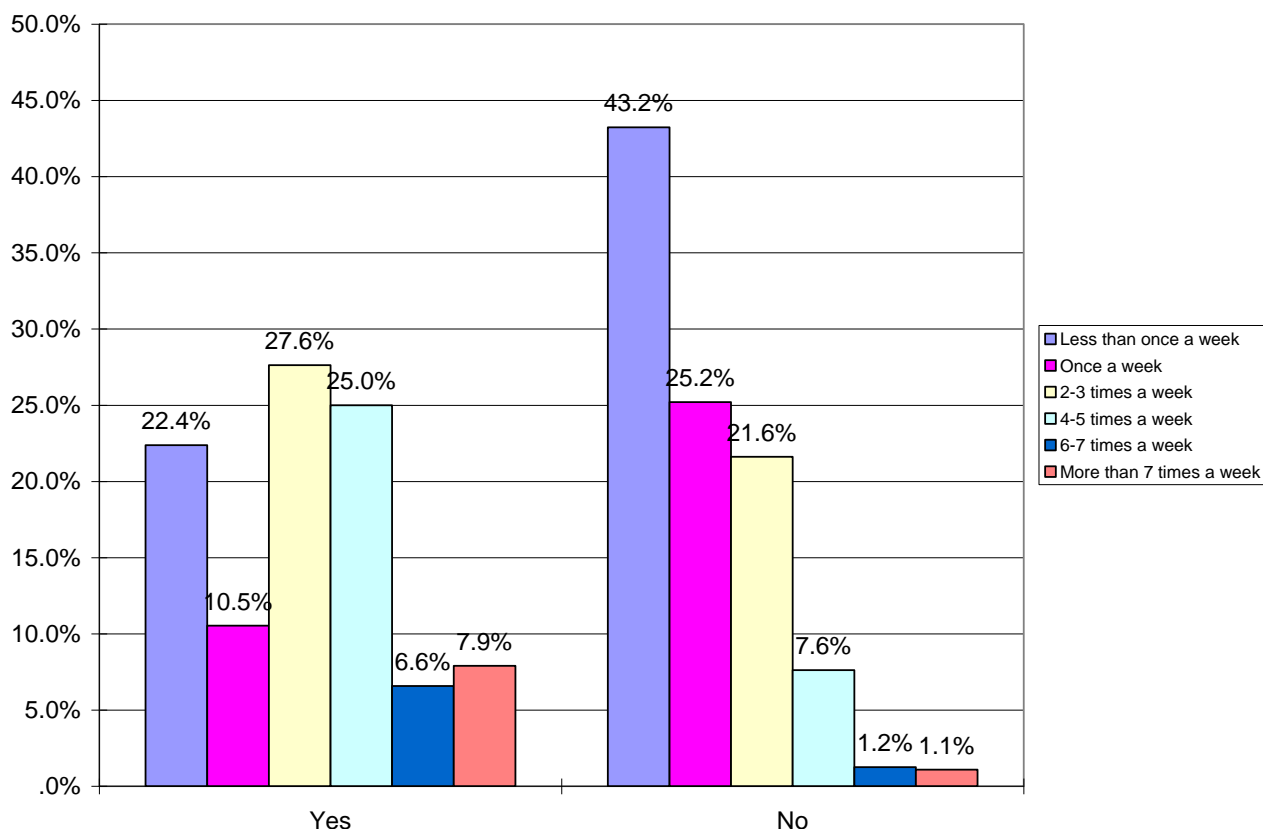
Additional shops respondents want in the Cyberport Arcade

More than half of the respondents (69.2%) wanted a pharmacist, books and stationary shops (68%) and a houseware products store (53%). In addition, near half of the respondents want personal health care shops (47%) in Cyberport Arcade. Many respondents also suggested to have other supermarkets and photo printing stores in the Arcade.

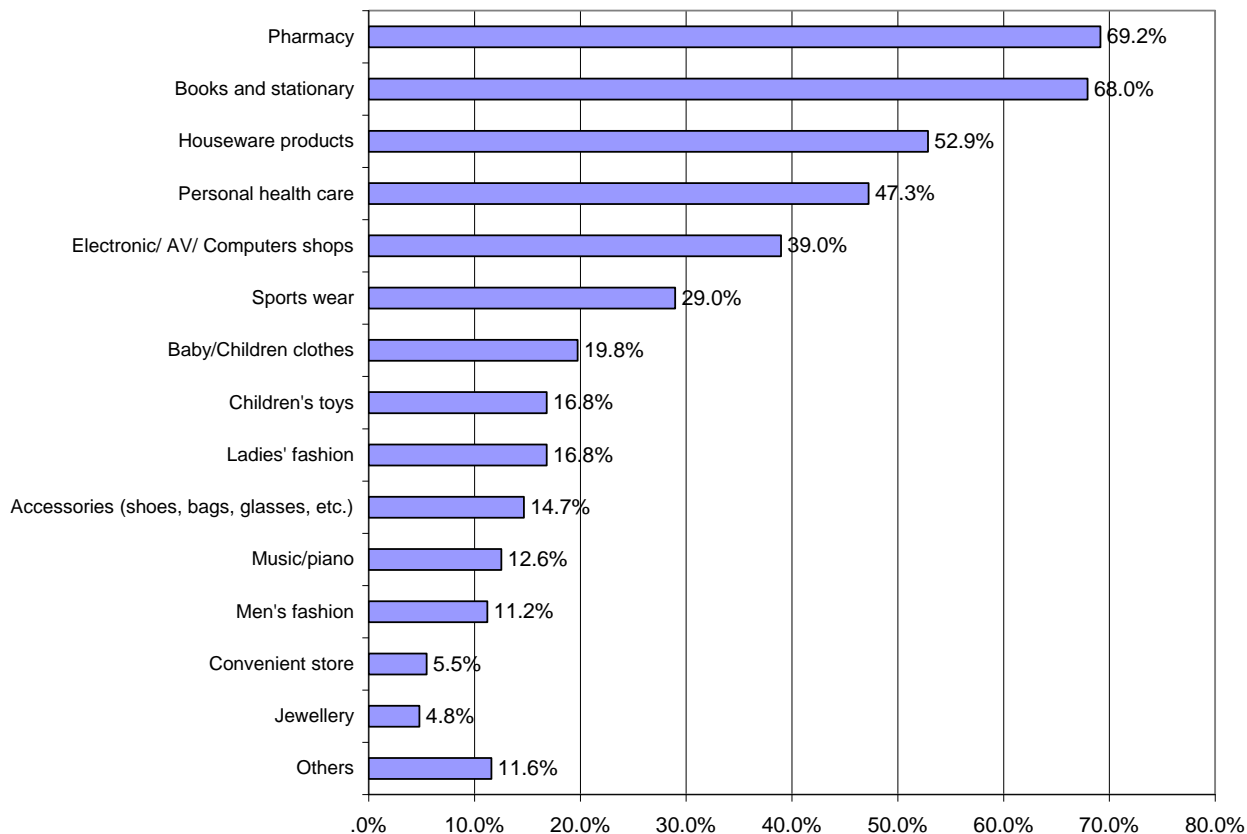Chart 9: Additional shops respondents want in Cyberport Arcade (N=749)

Table 1: Other additional shops respondents want in Cyberport Arcade (N=87)

Others	No. of mentions
Other supermarkets (e.g. City Super)	15
Photo shop	11
Organic food related shops	7
Baby shop (e.g. Bumps to Babes)	6
Marks & Spencers or Muji	5
Gift shops	5
Flower Shop	4
Department store	4
Furniture / Home interior (e.g. Zara home)	2
Entertainment or Games	2
Bicycle shop	2
CD / DVD outlet including rental	2
10 dollar store (e.g. JUSCO)	1
Designer outlets	1
Fruit & vegetable store	1
Stage drama theatre	1
Taylor	1
Wedding specialist shop	1
Others	16
♦ Shops for everyday life	6
♦ Bring in more tenants	4
♦ No theme or attractions for the arcade	2
♦ Others	4

Additional restaurants respondents want

Near half of the respondents want coffee shops (50%), western style restaurants (48%) and pizza restaurants (48%). Many respondents also suggested having a bakery shop, Thai food and ice-cream/yogurt shop in the Arcade. Other suggestions are shown in the table.

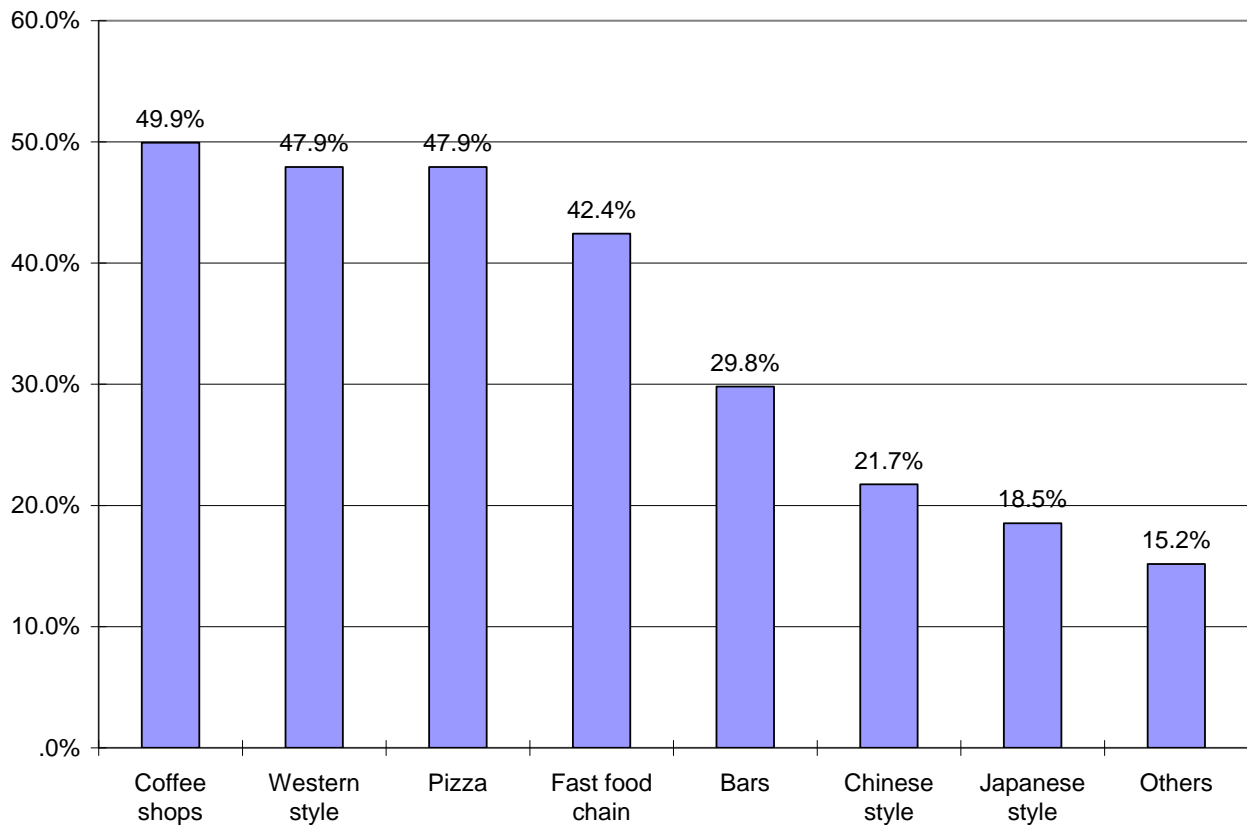Chart 10: Additional restaurants respondents want (N=745)

Table 2: Other additional restaurants respondents want in Cyberport Arcade (N=113)

Others	No. of mentions
Bakery or cake shop	17
Thai food	10
Ice cream or frozen yogurt shop	10
Fast food restaurant (e.g. Tsui Wah)	6
Indian food	6
Vietnamese food	6
Sandwich	5
Italian food	5
Food court or canteen	5
Non Cantonese Chinese e.g. Shanghai	5
Korean	3
Dessert	3
Greek	3
Seafood restaurant	2
Vegetarian restaurant	2
Middle Eastern cuisine	2
Easy access quick dai-pa-dong style hawker food	1
English	1
French	1
Candy shop	1
Others	19
♦ Improve the food quality, service or price level	9
♦ Longer operating hours	2
♦ No fast food restaurants	2
♦ Others	6

Additional services the respondents want

More than half of the respondents want banking services (59%). Nearly half of the respondents want a library (48%) and health clinic services (45%). Many respondents also suggested having an indoor children's playground in the Arcade. Other suggestions were shown in the table.

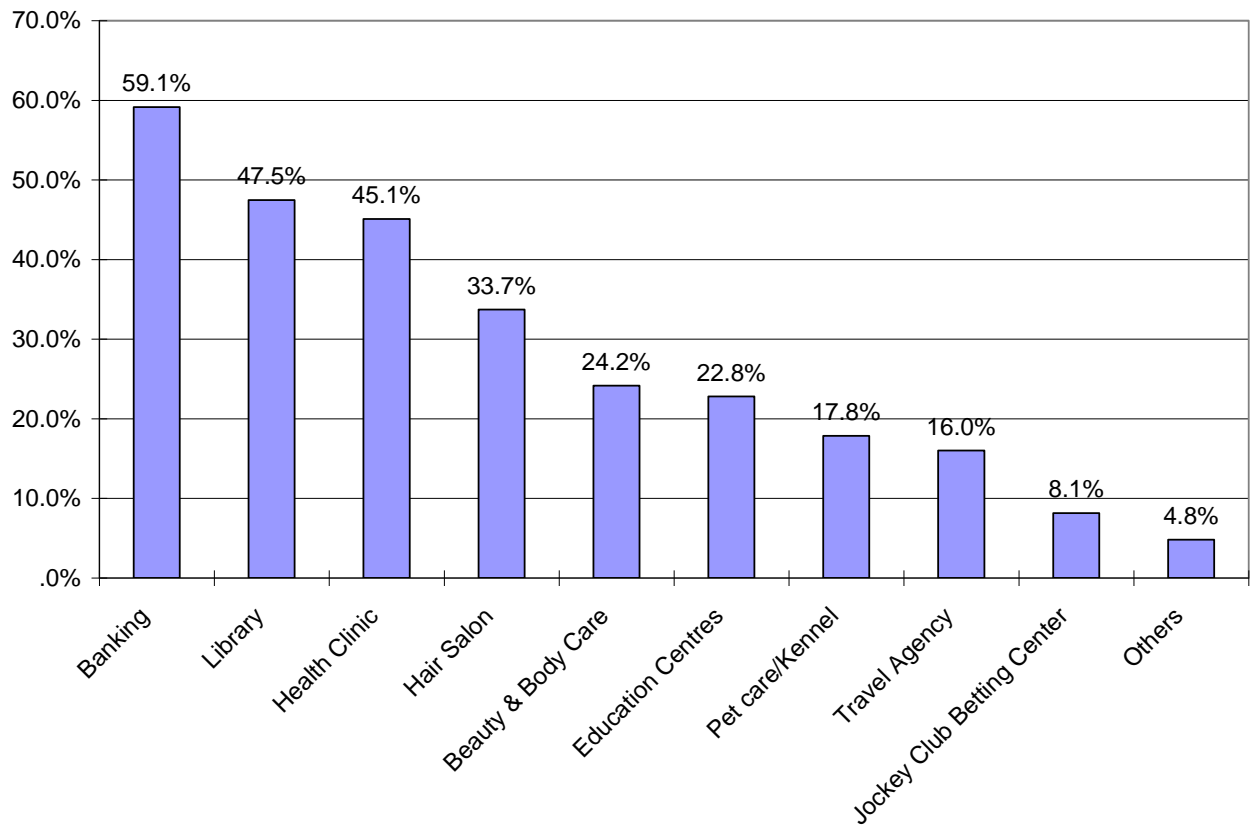Chart 11: Additional services the respondents want (N=712)

Table 3: Other additional services respondents want in Cyberport Arcade (N=34)

Others	No. of mentions
Indoor children playground	9
Community centre	3
Entertainment - bowling, squash, courts, game centre	3
Shoe or Shoe repair	2
Motor shop or car washing	2
Therapist or Physiotherapist	2
Barbershop	1
Dry Cleaning & Laundry	1
Karaoke	1
Tanning studio	1
Others	9
♦ Services for everyday life	5
♦ Improve the service quality	1
♦ Others	3

4.2.2 Improving the Waterfront Park

<u>Visitation of the Waterfront Park</u>

64% of the respondents indicated that they have been to the Waterfront Park.

Chart 12: Visitation of the Waterfront Park (N=757)

No
36%

Yes
64%
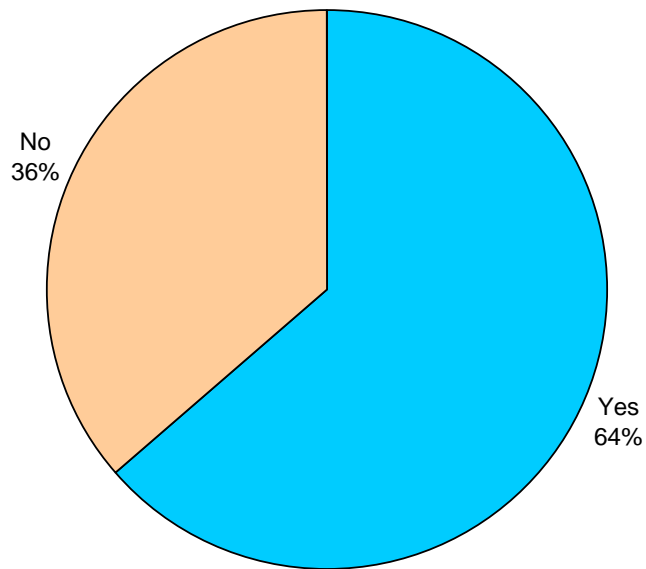
Most of the respondents went to the Waterfront Park to walk, stroll, to walk with dogs or to play with kids.

Table 4: Things respondents did in the Waterfront Park (N=484)

Others	No of mentions	Percentage
Walking / Strolling	171	35.3%
Walking with dogs	70	14.5%
Playing with kids	69	14.3%
Jogging or running	53	11.0%
Cycling	41	8.5%
Ride scooter	21	4.3%
Doing exercise	16	3.3%
Relax	27	5.6%
Flying kite or model plane	4	0.8%
Photo taking	4	0.8%
Party	3	0.6%
Picnic	3	0.6%
Playing skateboard	3	0.6%
Fishing	2	0.4%
Sports (e.g. badminton)	2	0.4%
Others	16	3.3%
• Improvements of the Park	15	
• Parking	1	
Total	**505**	**104.3%**

Visiting Waterfront Park and residential address

The result of Chi-square test showed that there is significant relationship between the respondents' visitation of the Waterfront Park and their place of residence. It is found that respondents who live in Pokfulam visit the Waterfront Park more frequently. $\chi^2(4) = 71.3$ $p < 0.000$.

Chart 13: Relationship between respondents visiting the Waterfront Park and their living area
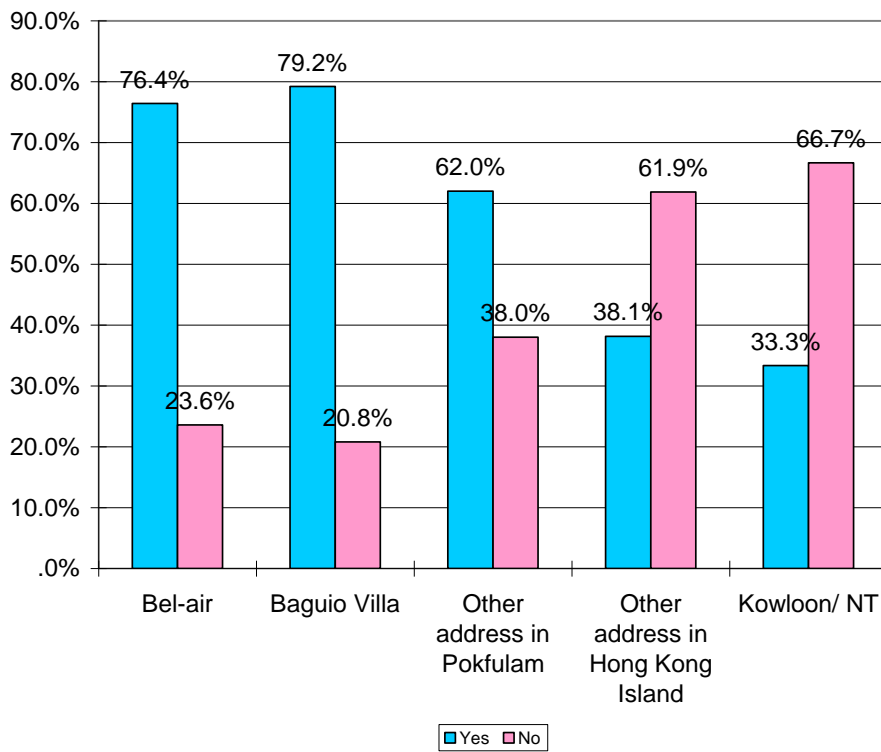
Additional facilities respondents want in the Waterfront Park

More than half of the respondents want restaurants with outdoor seating (61%), more greening (55%), a children's playground (53%) and roofed seating on the pier (52%) in the Waterfront Park. A number of respondents suggested having a division between dog activity areas and children's playing areas, to add more seats/tables/benches and to create shaded areas. Other suggestions are shown in the table.

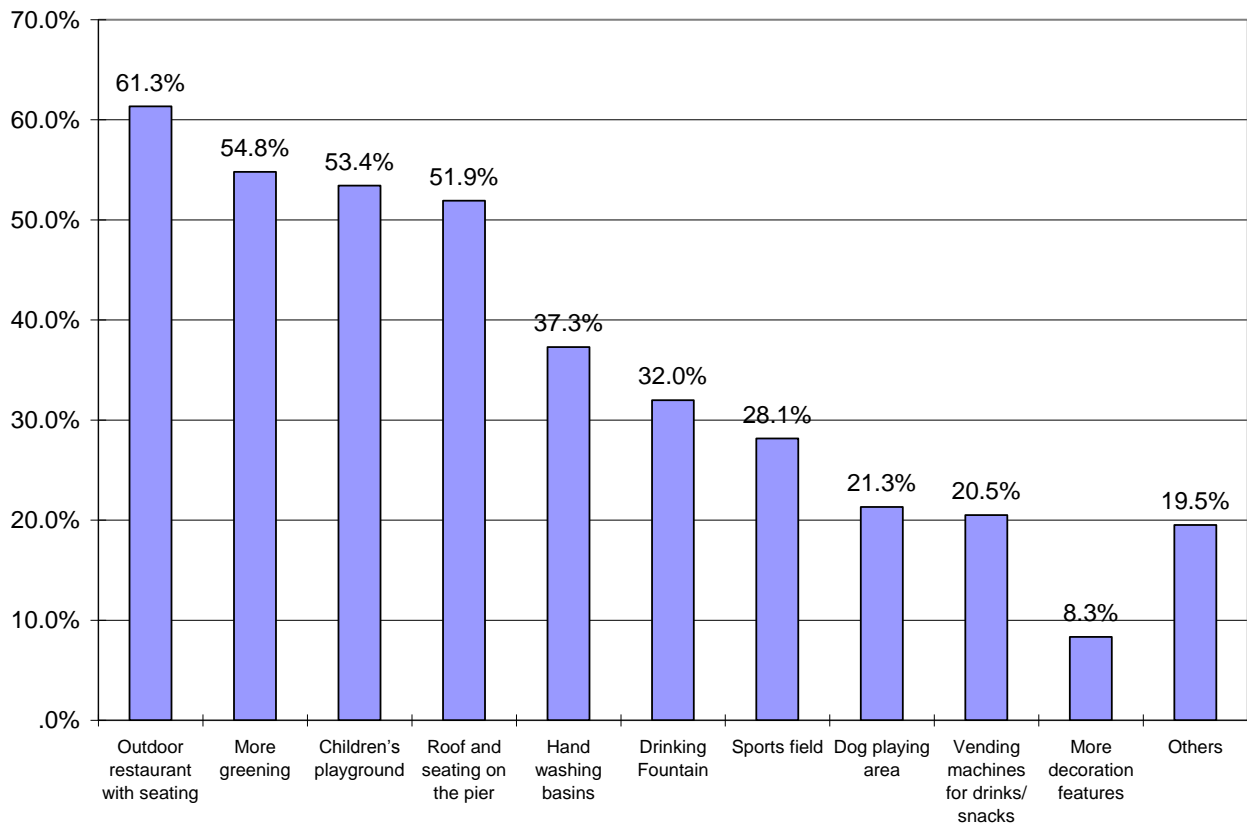Chart 14: Additional facilities respondents want in the Waterfront Park (N=732)

Table 5: Other additional facilities respondents want in the Waterfront Park (N=143)

Others	No. of mentions
Division between dog play area and that of people	24
More seats, tables or benches	18
More shade areas	17
Toilet	11
Coffee shop or café	11
Bicycle track	6
BBQ area	6
Bars	5
Water features or some water related play things for kids	5
Parking spaces	4
Small pier to allow boats/pleasure craft to load/offload passengers	4
Area for skateboarding	3
More picnic area	3
Walk track or rubberized jogging path	2
Fitness structures or exercise area	2
Drinking facilities for dogs	2
Ice cream vendors	2
Kids scooter court or kids football court	2
Statues for taking photos or drawing activities	2
Dog toilets	1
Elderly facilities/active	1
More intelligible signage in the surrounding areas to facilitate access	1
Need a lot of rubbish bins	1
Swimming pool	1
Others	9

Additional activities respondents like to see in the Waterfront Park

More than half of the respondents (57%) like Weekend markets. 35% of the respondents like performance or shows in the Waterfront Park. 23.6% do not want more activities.

Chart 15: Additional activities respondents like to see in the Waterfront Park (N=716)
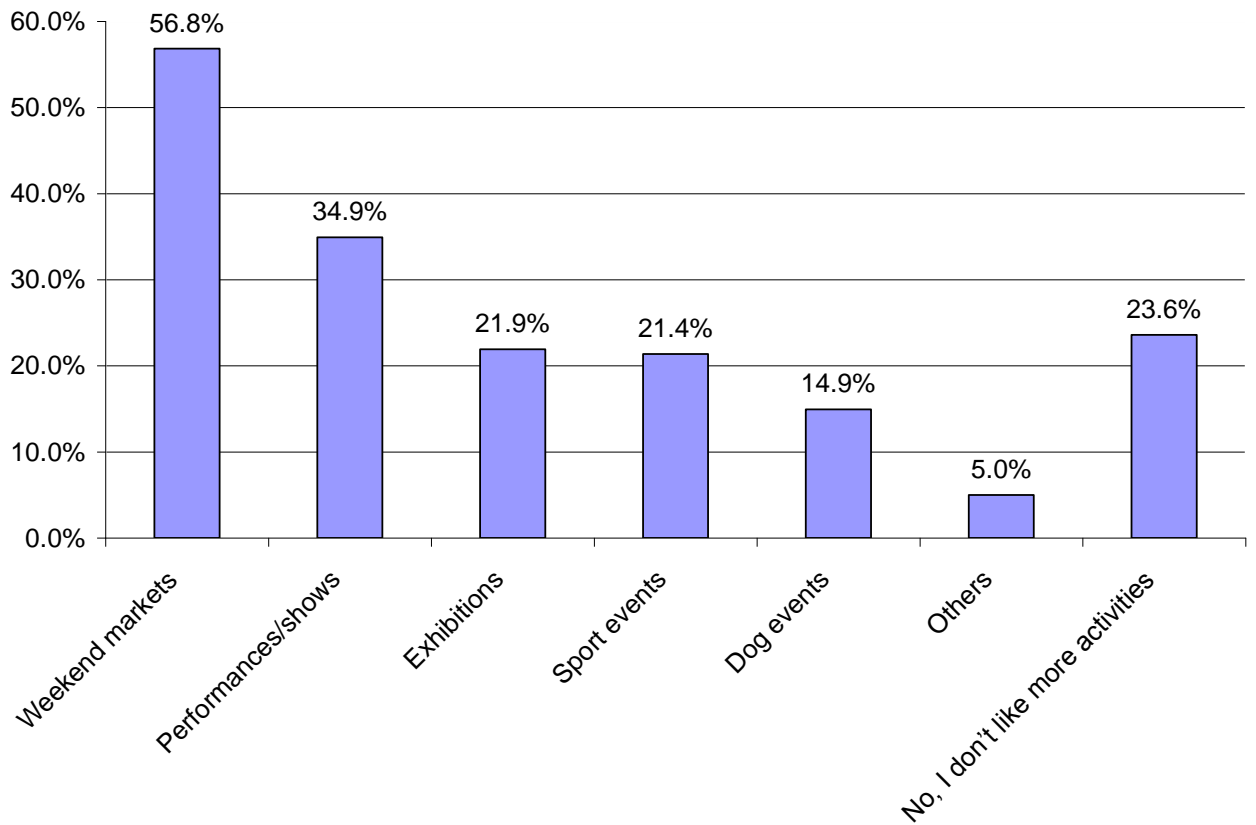
Table 6: Other additional activities respondents like to see in the Waterfront Park (N=36)

Others	**No. of mentions**
Children related activities	6
Music or concert	6
Outdoor movie	6
Classic car shows	1
Easy and affordable access for community groups to host events and activities there	1
Family fun day	1
Planting activities	1
Others	14
♦ Better dog control	5
♦ Agree with holding more activities without suggestions	2
♦ Others	7

Desire for more activities in the Waterfront Park and age of respondents

The result of Chi-square test showed that there is significant relationship between the desire in seeing more activities in the Waterfront Park and Age. It is interesting to find that younger respondents want to see more activities organized in the Waterfront Park. $\chi^2(4) = 15.9$ p<0.05.

Chart 16: Relationship between the desire in see more activities in the Waterfront Park and Age
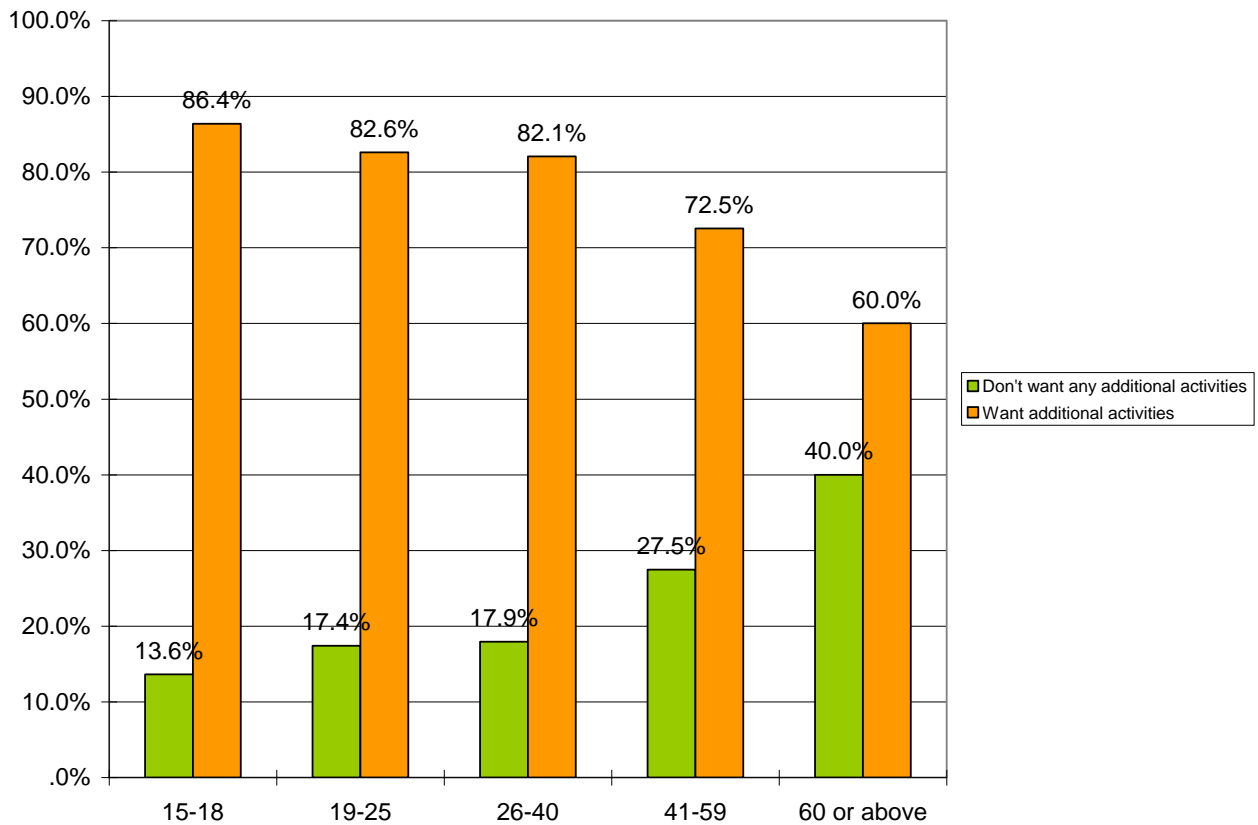
Desire for activities and living area of respondents

After conducting Chi-square test, it was found that there is significant relationship between the desire in seeing more activities in the Waterfront Park and living area of respondents. It was found that a relatively more respondents in Baguio Villa do not want any additional activities in the Waterfront Park. $\chi^2(4)= 26.981$ p<0.000.

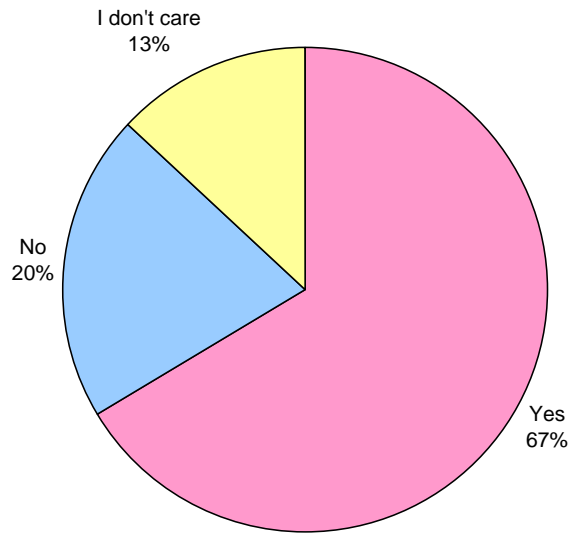Chart 17: Relationship between the desire for more activities in the Waterfront Park and living area
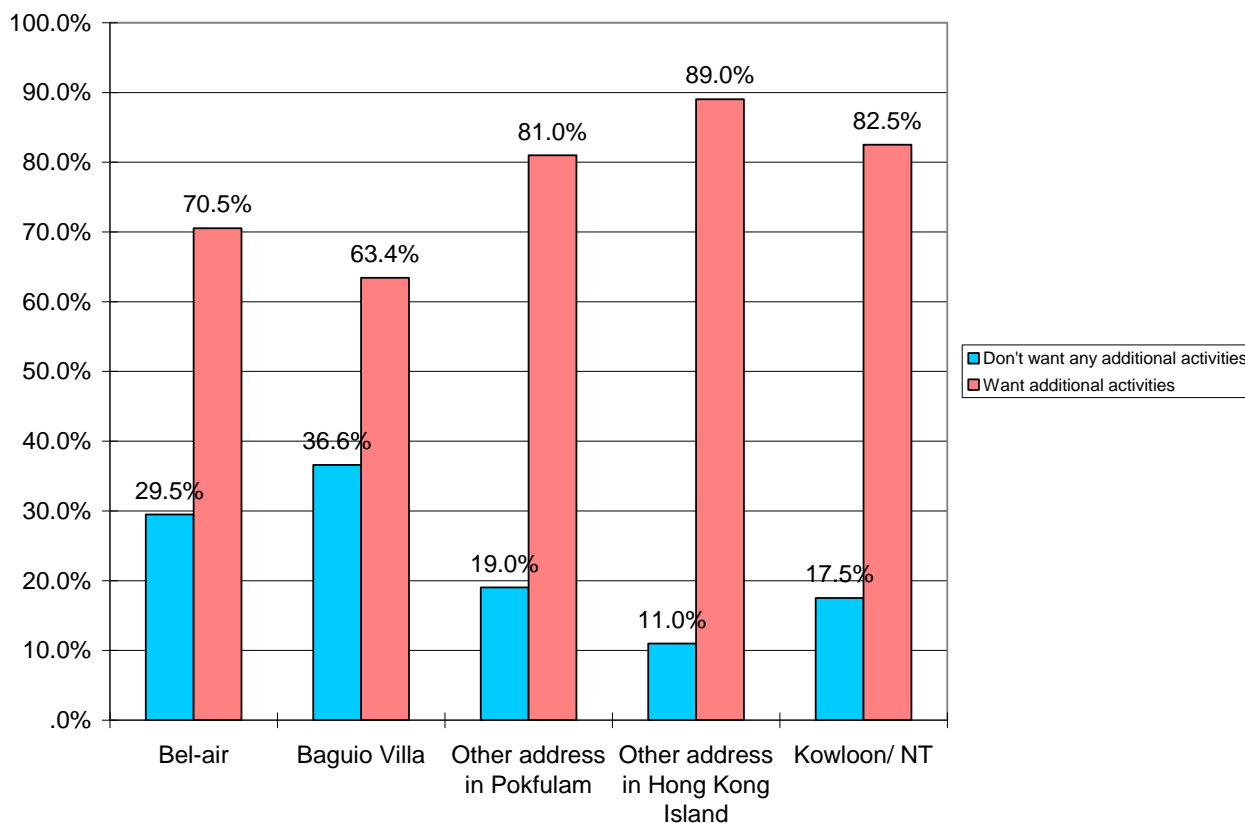
4.2.3 Improving Transport

<u>Desire for an MTR station</u>

67% of the respondents would like a MTR station in Cyberport in the future.

Chart 18: Desire for an MTR station (N=754)

Desire for the MTR and working in Cyberport

After conducting Chi-square test, it was found that there is significant relationship between the desire on a MTR station and working in Cyberport. More respondents who work in Cyberport would like a MTR station in Cyberport in the future.

Chart 19: Relationship between the desire for a MTR station and working in Cyberport
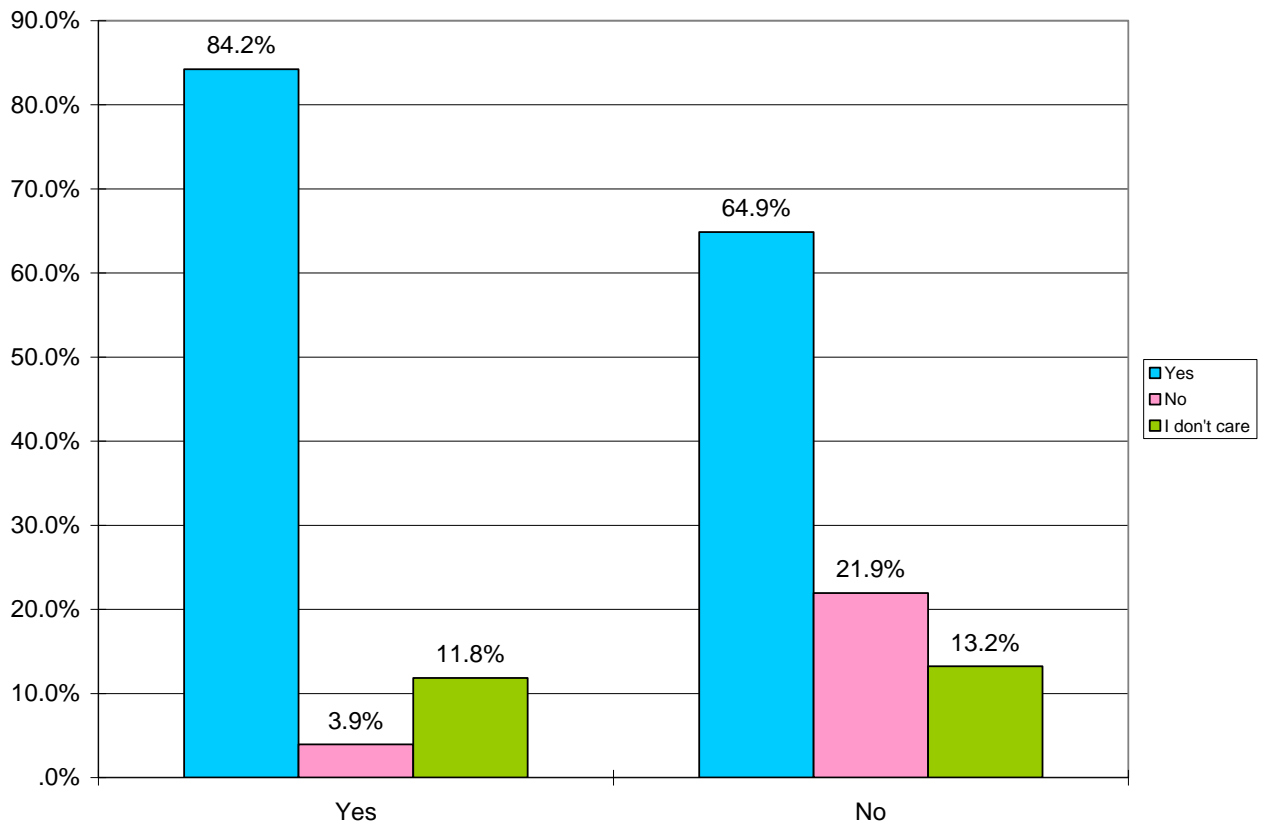
Desire for shuttle buses

Nearly half of the respondents (45%) would like shuttle bus services to areas around Pokfulam. 34% of the respondents would like shuttle bus services to Aberdeen. 28% of the respondents did not prefer shuttle bus services.

Chart 20: Desire to have shuttle buses (N=700)
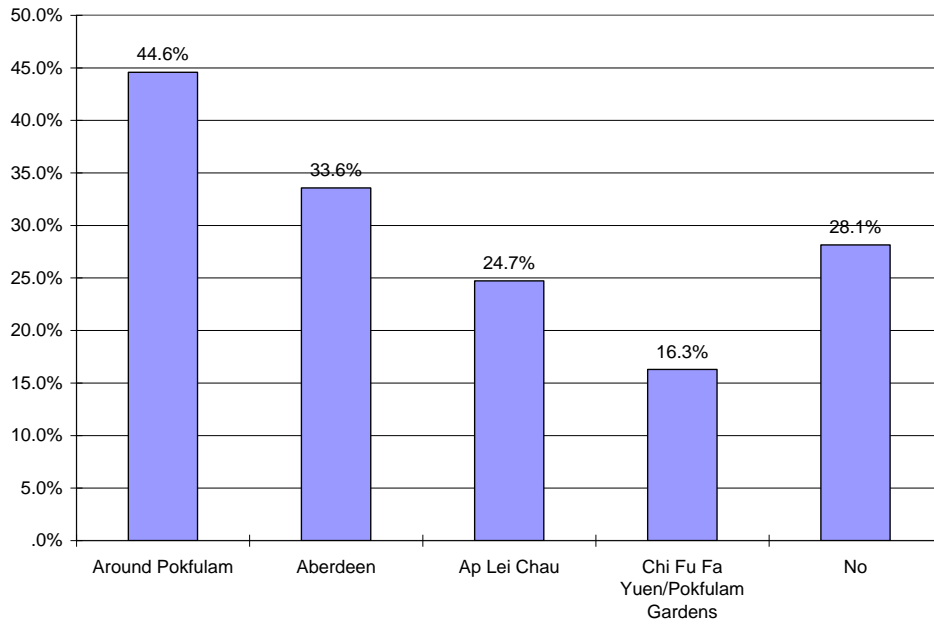
4.2.4 Overall comments

At the end of the questionnaire, respondents were asked to give suggestions to improve Cyberport Arcade and Waterfront Park. The suggestions are stated as below. It can be seen that most respondents hope to see more variety of shops in the Cyberport Arcade and more trees, grass and shaded areas in the Waterfront Park.

Table 7: Overall comments (N=313)

Category		
Cyber Arcade	**No. of mentions**	**Percentage**
Increase variety of shops to provide for daily-life needs and for expats (e.g. convenient store, fast food shop, coffee shop, restaurant, bar, clinic, hair dresser, bank)	65	20.8%
Attract more people to the arcade (e.g. hold more activities, improve the decor)	19	6.1%
Improve the quality and services of shops and restaurants in the arcade	17	5.4%
Introduce outdoor restaurants, bar or café	17	5.4%
Improve the design, decoration, space of the arcade (e.g. more seats, public space, signs)	12	3.8%
Have more high quality or unique shops in the arcade	9	2.9%
Increase number of shops in the arcade	7	2.2%
Provide cheaper products and services	6	1.9%
Cut the bridal shops and property agencies	6	1.9%
		0.0%
Waterfront Park		0.0%
Plant more trees, grass and make more shading areas	59	18.8%
Build more facilities for children or the youth (e.g. playground, fountain)	34	10.9%
Add sports areas and build more sports facilities (e.g. walking and running trails, bike trails, skateboard park)	28	8.9%
Limit the area for dogs and better dog control	26	8.3%
Place more benches, seats and tables	11	3.5%
Keep the park clean (e.g. removal of dog poo) and clean it more often	9	2.9%
Build more facilities for dogs (e.g. toilets, dog poo bin, water hose)	4	1.3%
Put more signs inside the park	4	1.3%
Separate the area for children and dogs	3	1.0%
Ban pets in the park	3	1.0%

Category	No. of mentions	Percentage
Overall		
Improve the public transport services with higher frequency or number of routes	23	7.3%
Build walkways to connect the arcade and park with other places (e.g. sea front, Aberdeen, Wah Fu Estate)	13	4.2%
Add parking spaces	13	4.2%
Provide shuttle bus services	8	2.6%
Build an MTR station	5	1.6%
		0.0%
Remaining comments which cannot be grouped into above categories	66	21.1%
Total	**467**	**149.2%**