THE UNIVERSITY OF HONG KONG
PUBLIC OPINION PROGRAMME
香港大學 民意研究計劃

"LIVING CITIES" SURVEY IN HONG KONG

Highlights of Findings

October 2016

Background

- In August 2016, the HKUPOP was commissioned by Grosvenor Asia Pacific Limited to carry out this "Living Cities" Survey in Hong Kong.

- Objectives:

  - To find out the **happiness level** in the neighborhood;

  - To identify the **perceived attributes** to a great neighborhood; and

  - To gauge respondents' views on **Hong Kong as a living city**.

- POP had consulted Grosvenor Asia Pacific Limited when designing the questionnaire but POP enjoyed full autonomy in every aspect of the study. In return, we will take full responsibility for the design and all findings reported.

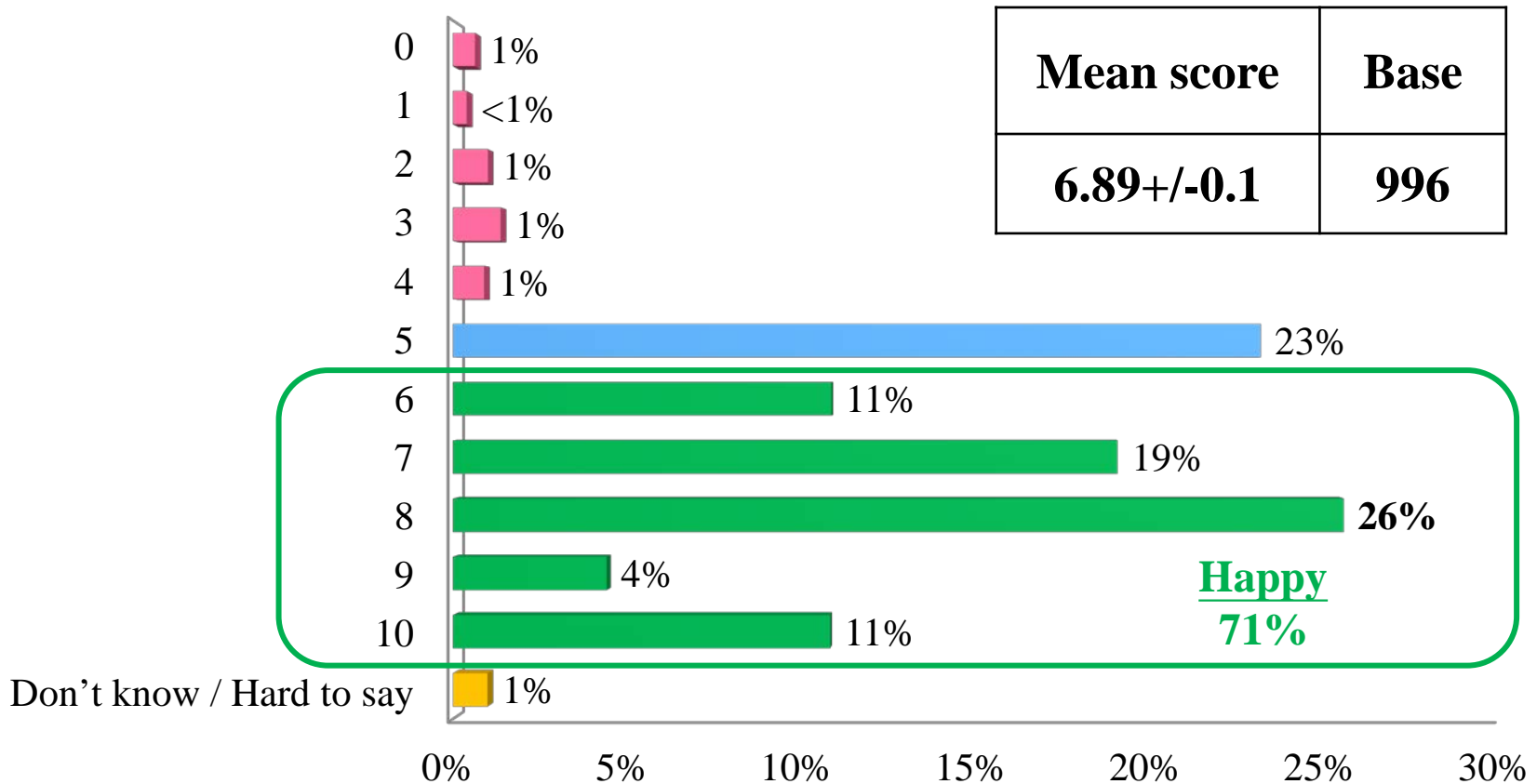- All survey findings will be open for public consumption.

Contact Information

Date of survey:　　　29 August to 15 September 2016

Target population:　Hong Kong residents aged 18 or above who speak Cantonese

Survey method:　　Random telephone survey conducted by telephone interviewers

Sample size:　　　1,006 successful cases

Response rate:　　68.1%

Standard error:　　Less than 1.6% (i.e., the maximum sampling error of all percentages should be no more than +/-3.2 percentage points at 95% confidence level)

Weighting:　　　The data has been rim-weighted according to latest figures from the Census and Statistics Department regarding the gender-age and educational attainment distribution of the Hong Kong population.

Findings

Happiness in Neighborhood

Over 70% are happy in the neighborhood they are living in

Mean score	Base
6.89+/-0.1	996

Chart (horizontal bar, % of respondents):
- 0: 1%
- 1: <1%
- 2: 1%
- 3: 1%
- 4: 1%
- 5: 23%
- 6: 11%
- 7: 19%
- 8: 26%
- 9: 4%
- 10: 11%
- Don't know / Hard to say: 1%

Happy 71%

Base = 1,006

[Q1] How happy are you in the neighborhood you are living in? Please rate on a scale of 0 to 10, where 0 means very unhappy, 10 means very happy and 5 means half-half.

Ease of transportation tops the list when it comes to what people like most about their neighborhood

Transportation
(e.g. proximity to MTR station) — **42%**

Easy access to living necessities
(e.g. restaurants, grocery stores, other shops) — 20%

Community facilities
(e.g. swimming pool, wet market, car-parking) — 17%

Green environment / park nearby — 16%

Quiet — 15%

Good air quality — 13%

Safe and secure — 9%

Diversity in food / beverage / leisure amenities — 6%

Community feel / opportunities for participation — 5%

Nothing in particular — 3%

Others — 1%

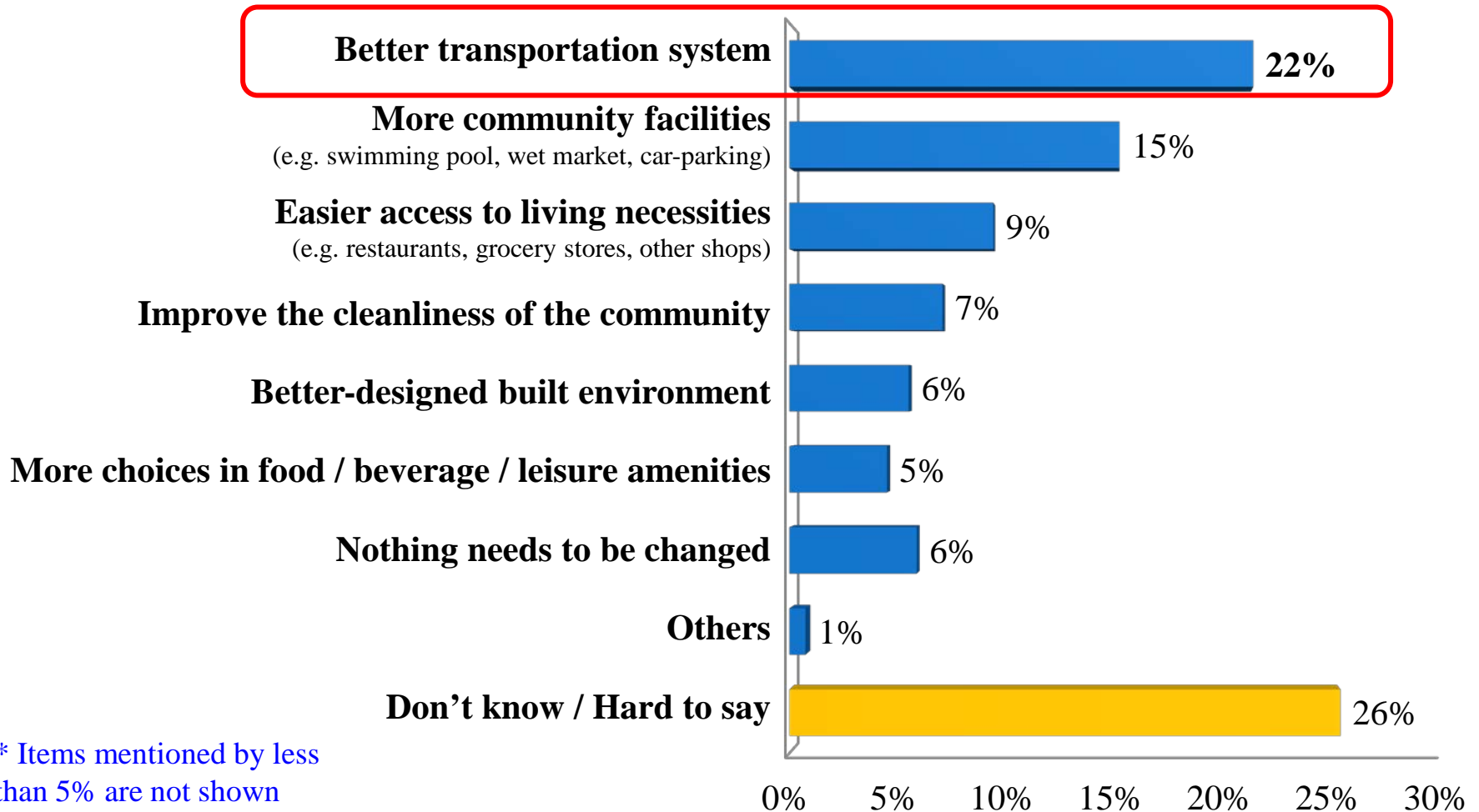**Don't know / Hard to say** — 12%

* Items mentioned by less than 5% are not shown

Base = 1,004

[Q2] What do you like most about the neighborhood you are living in? [Do not read out answers, max 3 answers allowed]

A better transportation system again ranks first for the improvement most wanted

Better transportation system — **22%**

More community facilities
(e.g. swimming pool, wet market, car-parking) — 15%

Easier access to living necessities
(e.g. restaurants, grocery stores, other shops) — 9%

Improve the cleanliness of the community — 7%

Better-designed built environment — 6%

More choices in food / beverage / leisure amenities — 5%

Nothing needs to be changed — 6%
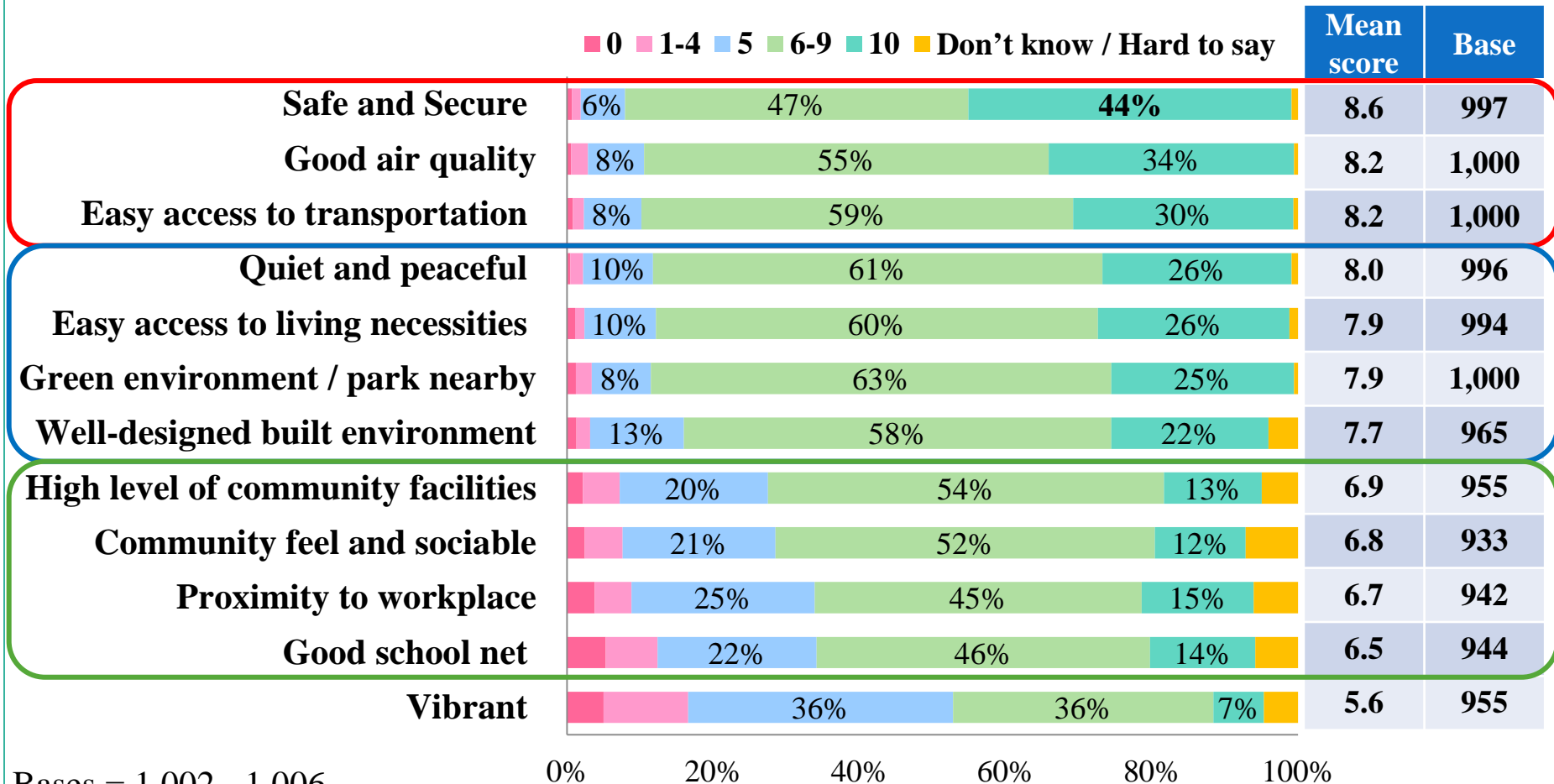
Others — 1%

Don't know / Hard to say — 26%

* Items mentioned by less than 5% are not shown

Base = 1,001

[Q3] What do you want to improve about your neighborhood? [Do not read out answers, max 3 answers allowed]

Conditions for Quality Living

Top 3 factors in choosing a neighborhood: Safe and Secure, Air Quality & Transportation

Legend: ■ 0 ■ 1-4 ■ 5 ■ 6-9 ■ 10 ■ Don't know / Hard to say

| Factor	5	6-9	10	Mean score	Base
Safe and Secure	6%	47%	**44%**	8.6	997
Good air quality	8%	55%	34%	8.2	1,000
Easy access to transportation	8%	59%	30%	8.2	1,000
Quiet and peaceful	10%	61%	26%	8.0	996
Easy access to living necessities	10%	60%	26%	7.9	994
Green environment / park nearby	8%	63%	25%	7.9	1,000
Well-designed built environment	13%	58%	22%	7.7	965
High level of community facilities	20%	54%	13%	6.9	955
Community feel and sociable	21%	52%	12%	6.8	933
Proximity to workplace	25%	45%	15%	6.7	942
Good school net	22%	46%	14%	6.5	944
Vibrant	36%	36%	7%	5.6	955

Bases = 1,002 - 1,006

[Q4] How important are the following factors to you when you choose a place to live? Please also rate on a scale of 0 to 10, where 0 means not important at all, 10 means very important and 5 meaning half-half. [Interviewer to read out items 1-12, order to be randomized by computer.]
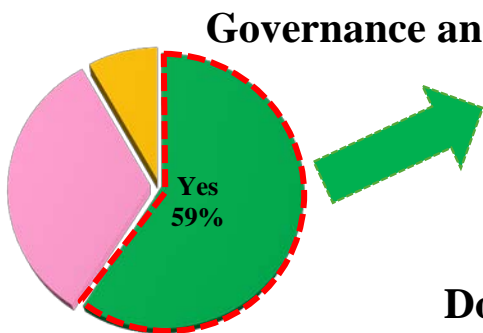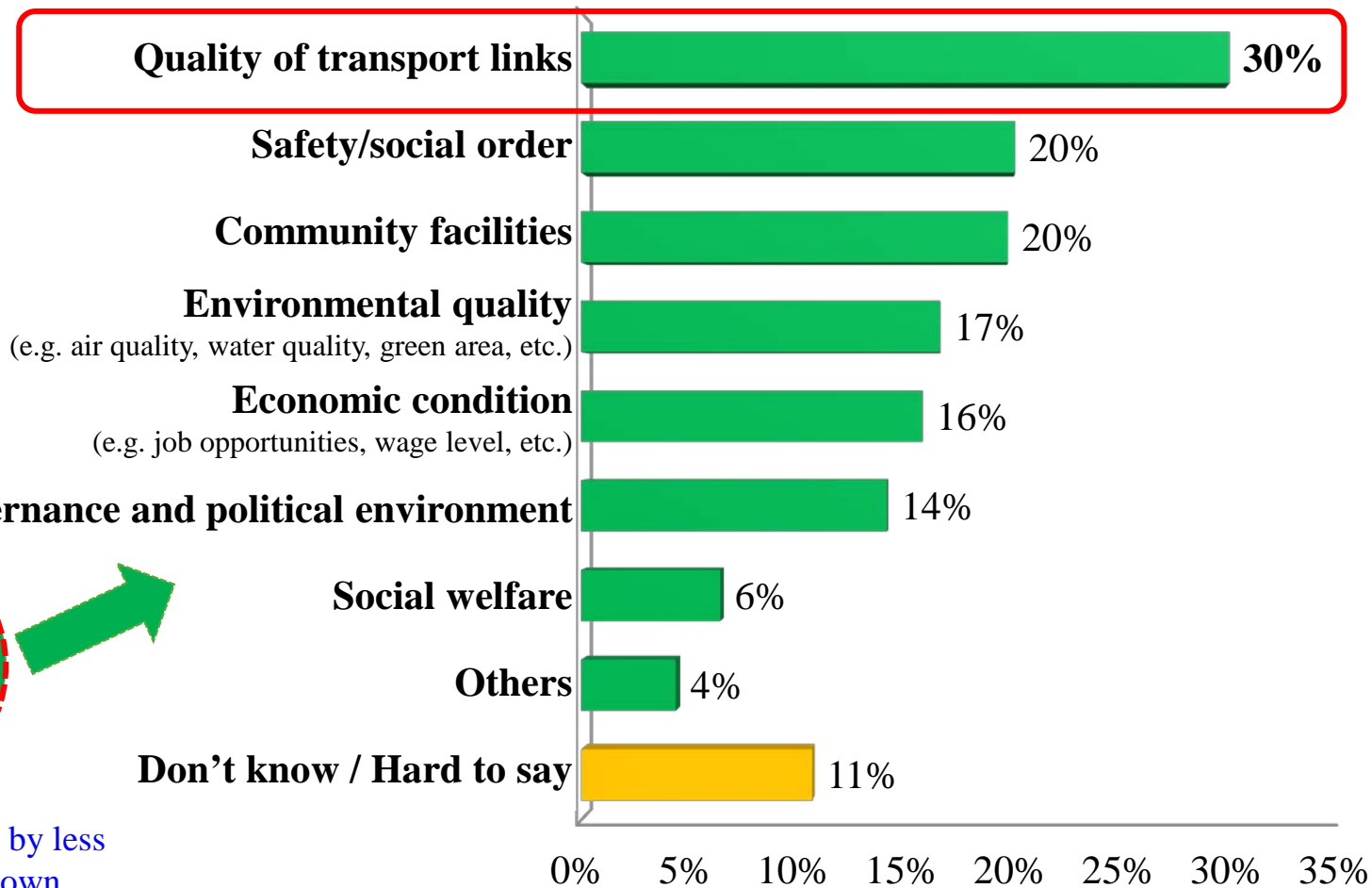
Hong Kong as a Living City

Near 60% think Hong Kong is a place that provides good quality of life

Don't know / Hard to say 8%

No 33%

Yes 59%
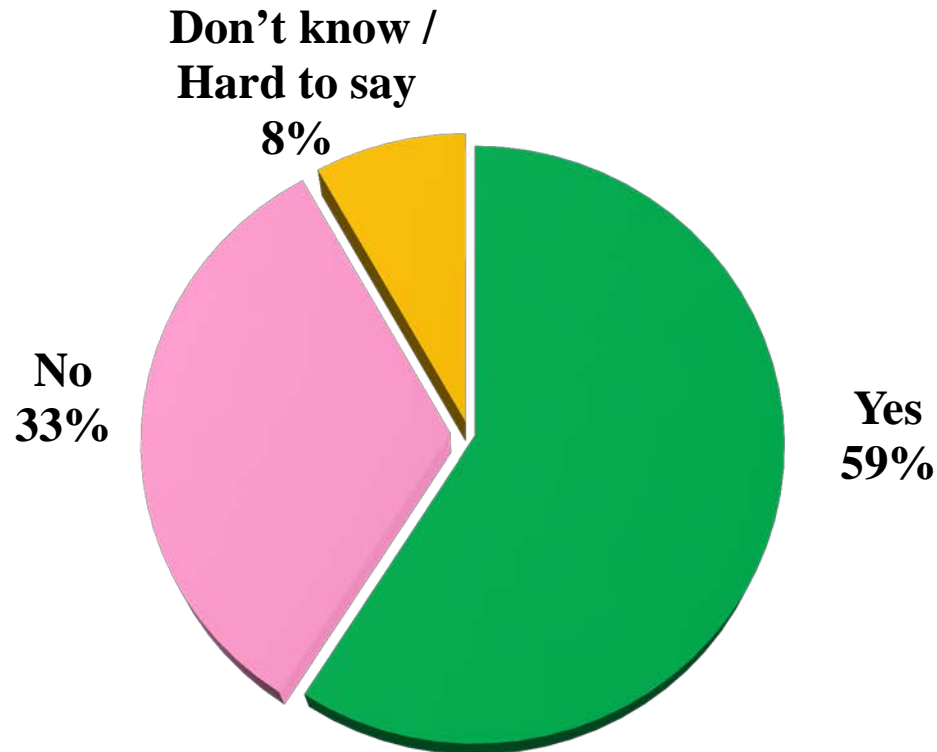
Base= 1,004

[Q5a] Do you think Hong Kong is a place that provides good quality of life? [Interviewers to probe intensity]

30% attribute "quality of transport links" the main reason that HK can provide good quality of life

Quality of transport links — **30%**
Safety/social order — 20%
Community facilities — 20%
Environmental quality (e.g. air quality, water quality, green area, etc.) — 17%
Economic condition (e.g. job opportunities, wage level, etc.) — 16%
Governance and political environment — 14%
Social welfare — 6%
Others — 4%
Don't know / Hard to say — 11%
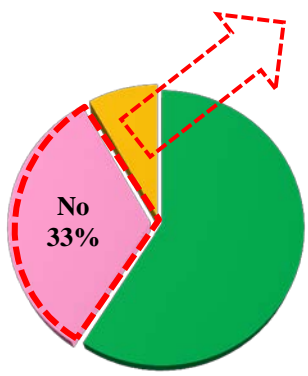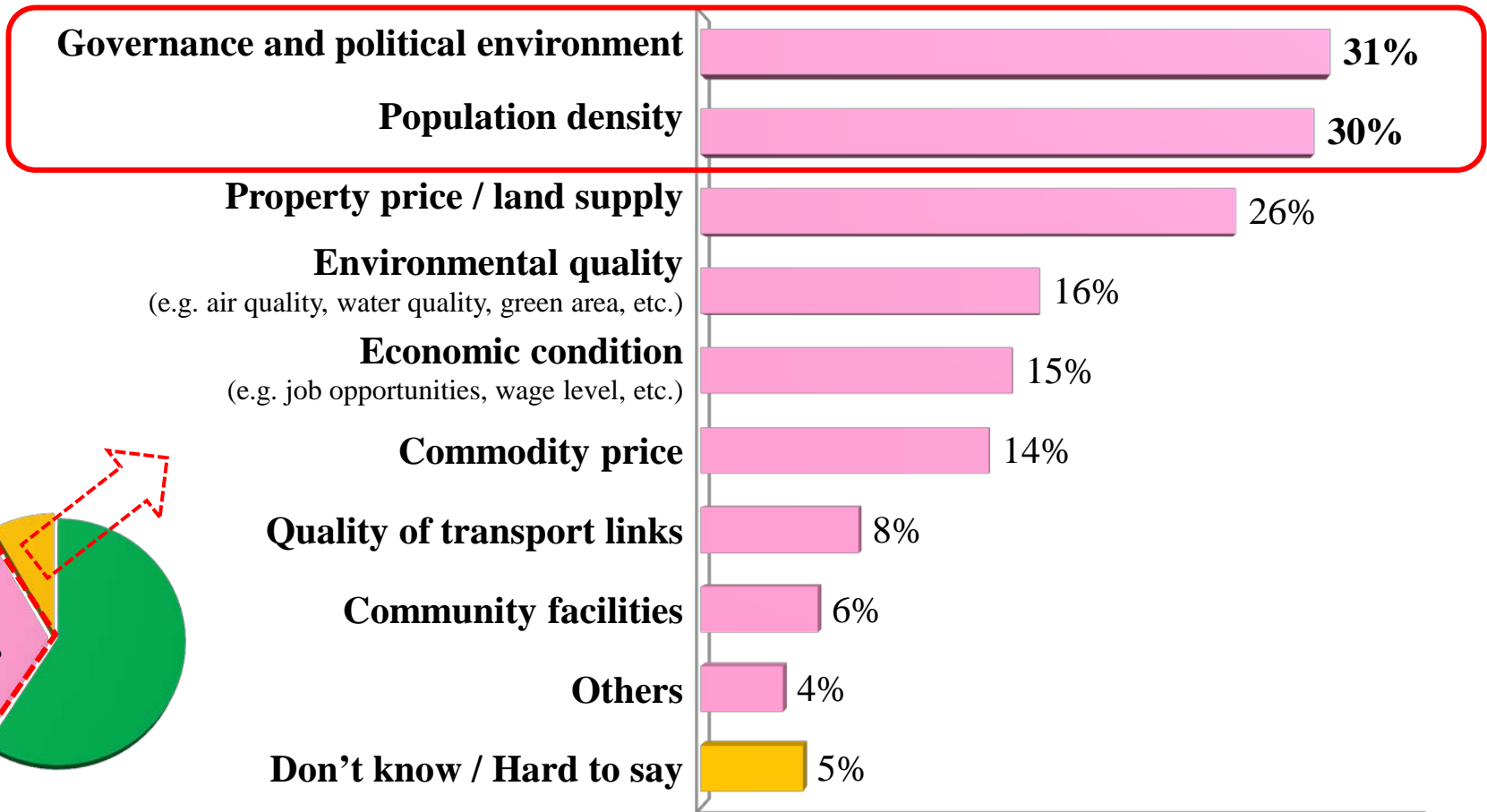
Yes 59%

0% 5% 10% 15% 20% 25% 30% 35%

* Items mentioned by less than 5% are not shown

Base = 593
[Q5b] [Only ask those who answer "yes" in Q5a] Why? [Do not read out answers, max 3 answers allowed]

While the "governance and political environment" and "population density" are the two major alarms to quality living in HK

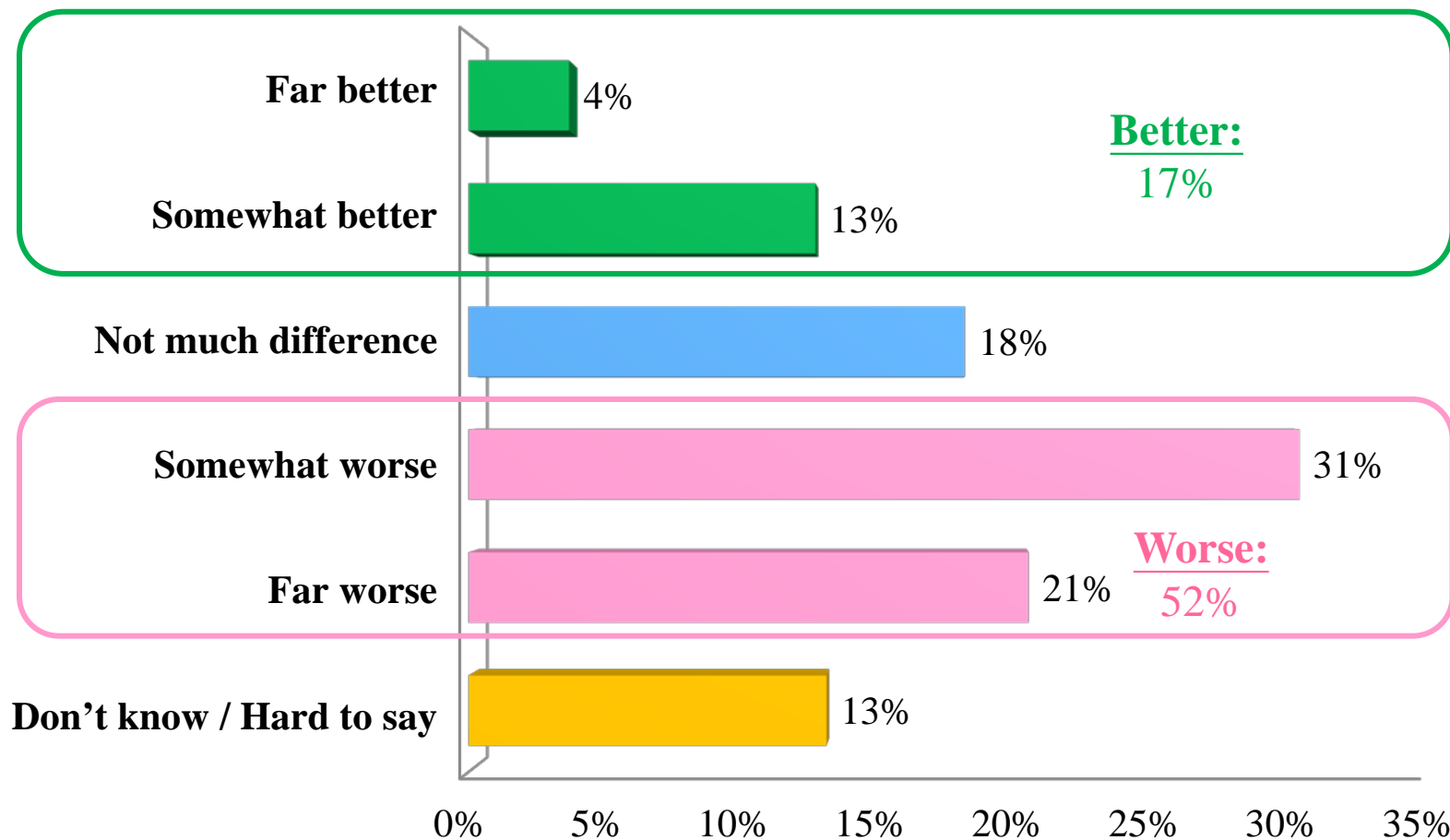| Category	Percentage
Governance and political environment	31%
Population density	30%
Property price / land supply	26%
Environmental quality (e.g. air quality, water quality, green area, etc.)	16%
Economic condition (e.g. job opportunities, wage level, etc.)	15%
Commodity price	14%
Quality of transport links	8%
Community facilities	6%
Others	4%
Don't know / Hard to say	5%

No 33%

* Items mentioned by less than 5% are not shown

Base = 329

[Q5c] [Only ask those who answer "no" in Q5a, base=329] Why? [Do not read out answers, max 3 answers allowed]

Over half are pessimistic & foresee a worsening of the overall quality of life in HK in 5 years time

Far better — 4%

Somewhat better — 13%

Better:
17%

Not much difference — 18%

Somewhat worse — 31%

Far worse — 21%

Worse:
52%

Don't know / Hard to say — 13%

0% 5% 10% 15% 20% 25% 30% 35%

Base = 1,004

[Q6] Do you think the overall quality of life in Hong Kong would be getting better or worse in the next 5 years?
  [Interviewers to probe intensity]

Concluding Remarks

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- Hong Kong people are generally happy in the neighborhood they are living in.

- Transportation is apparently the key factor that makes a good neighborhood and a great city in the eyes of the Hong Kong people.

- When choosing a neighborhood, "safe and secure" stood out as the most vital factor, followed by "good air quality", "easy access to transportation" and then being "quiet and peaceful".

- Majority of respondents regard Hong Kong as a place that provides good quality of life, mainly attributing to its quality of transport links again. For those who think the opposite, most put the blame on the current political environment and its high population density.

- Looking ahead, the sentiment is somewhat gloomy as over half believe the quality of life in Hong Kong will get worse in 5 years' time.

The End