



User Satisfaction Survey on Completed Open Space Projects by the Energizing Kowloon East Office

- Summary -



Prepared for

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Room 501-506, 5/F., Island Place Tower, 510 King's Rd., Hong Kong Tel: 852 2891 6687
Fax: 852 2833 6771 Email: general@csg-worldwide.com <http://www.csg-worldwide.com/>






1. Introduction

- 1.1. The Energizing Kowloon East Office (EKEO) has been established to steer and facilitate the transformation of Kowloon East (KE) into another core business district (CBD) to support Hong Kong's economic development. The Conceptual Master Plan (CMP) has been constantly evolving to take forward the initiatives. The latest version CMP 5.0 promulgated in November 2016¹ spins around the concept of smart, innovative and sustainable development, with five key focuses and ten main tasks. One of the focuses is on improving the environment. EKEO has initiated various open space projects in KE, some have been completed and opened to public for enjoyment.
- 1.2. EKEO commissioned Consumer Search Hong Kong Limited (CSG) to conduct a statistical survey (the Survey) for major open space projects under EKEO's purview between June and December 2021. The purpose of the Survey was to obtain a better understanding on the satisfaction level of users. Findings of the Survey will be reviewed to refine and create better open spaces in the future.
- 1.3. The Survey covered the following three open space projects:
- Tsui Ping River Garden (翠屏河花園)
 - InPARK
 - Hoi Bun Road Park (海濱道公園)



¹ CMP6.0 was promulgated in January 2022, subsequent to the preparation of this report. The focus of improving the environment of KE remains unchanged.

<p>Tsui Ping River Garden</p>	
<p>InPARK</p>	
<p>Hoi Bun Road Park</p>	

- 1.4. The fieldwork was conducted between 20 and 26 September 2021 for Tsui Ping River Garden and InPARK, and between 18 and 24 October 2021 for Hoi Bun Road Park (which was opened in end August 2021).
- 1.5. A total of 1 200 completed face-to-face interviews with users and passers-by aged 15 or above of the three open spaces during the fieldwork period, with 400 for each open space, were achieved.

2. Summary of Findings

- 2.1. The great majority of users of InPARK and Hoi Bun Road Park were people working in Kwun Tong District (82.4% for InPARK and 89.8% for Hoi Bun Road Park), while Tsui Ping River Garden attracted both residents (69.8%) and working people (71.0%) of the District.

	Tsui Ping River Garden	InPARK	Hoi Bun Road Park
Kwun Tong District			
- Residing	69.8%	34.8%	21.0%
- Working	71.0%	82.4%	89.8%
Other Districts			
- Residing	30.3%	65.3%	79.0%
- Working	28.3%	15.3%	7.1%

2.2. As most respondents were from the working segment, the visitors of the three open spaces were mainly between 30 and 59 years old.

	Tsui Ping River Garden	InPARK	Hoi Bun Road Park
15 – 19	8.5%	5.3%	1.3%
20 – 29	18.3%	25.0%	22.3%
30 – 59	54.5%	52.8%	62.8%
60 and above	18.8%	17.0%	13.8%

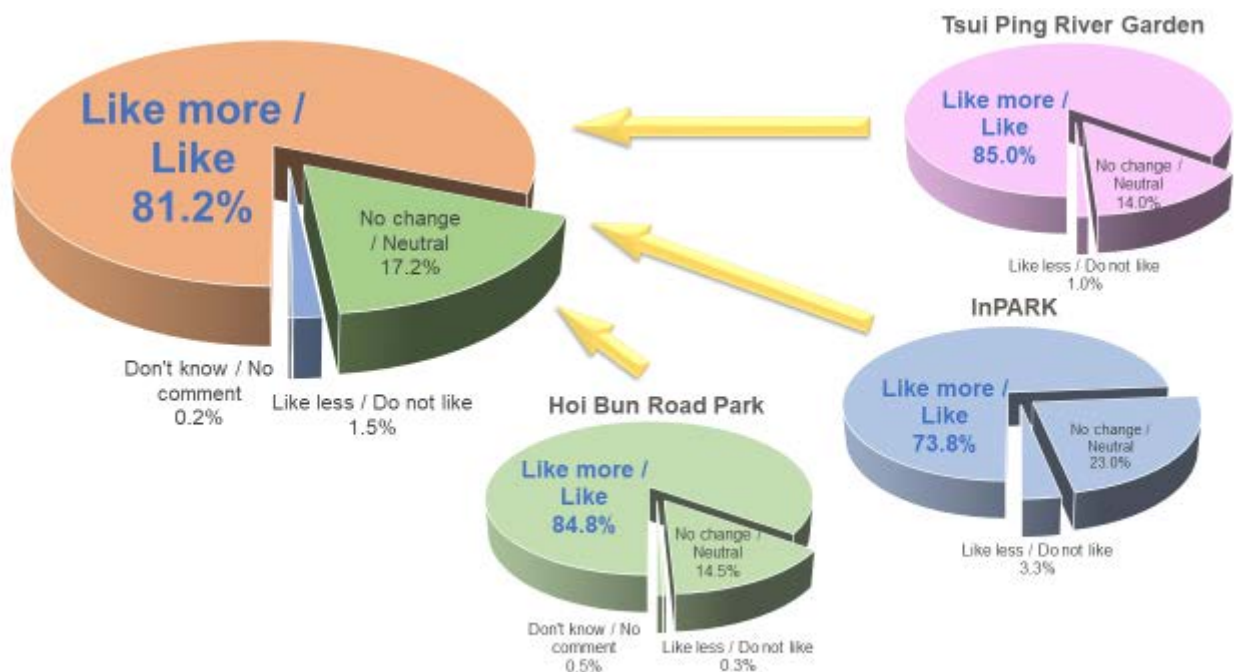
2.3. The reasons that respondents came to the three open spaces were broadly the same, although the key motive for visit was somewhat different for Tsui Ping River Garden and the other two open spaces. While most respondents went to Tsui Ping River Garden for “passing through this open space to nearby locations” (59.0%), the majority of respondents visited InPARK and Hoi Bun Road Park as they were “near my workplace” (65.8% and 71.3% respectively).

	Tsui Ping River Garden	InPARK	Hoi Bun Road Park
Passing through this open space to nearby locations	59.0%	44.0%	24.8%
Near my residence	37.3%	14.0%	3.8%
Near my workplace	34.8%	65.8%	71.3%
Environment and design are good	9.5%	13.0%	13.0%

2.4. The main activity that respondents had in the three open spaces were “taking a rest” (Tsui Ping River Garden: 59.8%, InPARK: 78.5%, Hoi Bun Road Park: 84.0%). There were some respondents who were just passing by the three places, especially for Tsui Ping River Garden (39.8%). Other activities included “having a meal” and “doing exercises”.

	Tsui Ping River Garden	InPARK	Hoi Bun Road Park
Taking a rest	59.8%	78.5%	84.0%
Passing by	39.8%	13.3%	4.5%
Having a meal	5.8%	13.3%	10.5%
Doing exercises	12.8%	9.0%	13.0%

- 2.5. The majority of respondents of Tsui Ping River Garden (63.2%) and InPARK (57.5%) had visited the open space both before and after the transformation, while 41.2% of respondents of Hoi Bun Road Park had done so.
- 2.6. Most respondents who had visited the three open spaces both before and after the transformation appeared to enjoy the three open spaces more after their transformation. **Overall speaking, 81.2% of the respondents of the three open spaces indicated satisfaction**, i.e. they liked the transformed open spaces (among those who had not visited the open spaces before the transformation) or liked the open spaces better after their transformation (among those who had visited the open spaces both before and after the transformation).
- (a) Among the three open spaces, Tsui Ping River Garden achieved a relatively higher satisfaction rate of 85.0%, followed by Hoi Bun Road Park at 84.8%. InPARK had a relatively lower satisfaction rate of 73.8%.



	Total	Tsui Ping River Garden	InPARK	Hoi Bun Road Park
Liked the transformed open space much more / Liked the open space very much	12.3%	17.3%	10.8%	8.8%
Liked the transformed open space more / Liked the open space	68.9%	67.8%	63.0%	76.0%
Total	81.2%	85.0%	73.8%	84.8%

(b) Furthermore, there was an increase in both their frequency of visiting and length of time staying at the transformed open spaces.

	Tsui Ping River Garden		InPARK		Hoi Bun Road Park	
	Before transformation	After transformation	Before transformation	After transformation	Before transformation	After transformation
Frequency of visiting the open space						
- At least once a week (cum)	46.6%	87.7%	61.3%	72.6%	20.6%	49.1%
- More than once a week	34.8%	63.2%	35.7%	47.4%	9.7%	20.6%
Length of time staying at the open space transformation						
Over 5 minutes (cum)	9.9%	54.2%	70.9%	76.5%	42.4%	82.4%
Over 15 minutes (cum)	4.3%	14.6%	39.6%	40.0%	14.5%	30.9%
Over 30 minutes	1.6%	2.4%	14.8%	9.6%	3.6%	6.1%

2.7. The attractions of the three open spaces were similar, with the most common reason of liking them being “more greenery and lawn area” (Tsui Ping River Garden: 89.1%, InPARK: 86.4%, Hoi Bun Road Park: 88.8%), followed distantly by “more convenient walking route” (Tsui Ping River Garden: 40.3%, InPARK: 47.1%, Hoi Bun Road Park: 38.9%) and “facilities meet the needs of the community” (Tsui Ping River Garden: 42.1%, InPARK: 35.3%, Hoi Bun Road Park: 34.2%). There was also about four in ten respondents who liked Tsui Ping River Garden because of the availability of seasonal flower species (38.5%), and Hoi Bun Road Park because of its more attractive overall design (42.8%).

	Tsui Ping River Garden	InPARK	Hoi Bun Road Park
More greenery and lawn area	89.1%	86.4%	88.8%
More convenient walking route	40.3%	47.1%	38.9%
Facilities meet the needs of the community	42.1%	35.3%	34.2%
Presence of seasonal flower species	38.5%	24.1%	27.7%
More attractive overall design	31.5%	23.7%	42.8%

2.8. Echoing the top reason for liking the three open spaces, “lawn area” was the best-liked design / facility of Tsui Ping River Garden (53.5%), InPARK (48.5%) and Hoi Bun Road Park (28.3%). For Hoi Bun Road Park, “tree and plants” (27.8%) and “toilet and shower room” (27.0%) were also mentioned by over one-quarter of respondents as the design / facility liked about the open space.

2.9. The designs/ facilities were liked mainly because they “makes people feel comfortable” (24.3% for Tsui Ping River Garden and 25.0% for Hoi Bun Road Park) and there was “enough greening” (21.8% for Tsui Ping River Garden and 35.6% for InPARK).

	Tsui Ping River Garden	InPARK	Hoi Bun Road Park
Design/ Facility like most			
Lawn area	53.5%	48.5%	28.3%
Covered multi-purpose area and viewing deck	26.3%		
Trees and plants	13.5%	31.5%	27.8%
Toilet and shower room	2.3%		27.0%
Reasons for liking design/ facility most			
Made people feel comfortable	24.3%	13.5%	25.0%
Enough greening	21.8%	35.6%	17.4%

2.10. There were only a small number of respondents (4 for Tsui Ping River Garden, 12 for InPARK and 1 for Hoi Bun Road Park) who did not enjoy the three open spaces after the transformation. The major barriers were “football field was no longer here” (10 respondents), “not enough shelter” (5 respondents), “not enough seats” (4 respondents) and “fewer sports facilities (3 respondents).