

## 2.5 Raw Pedestrian Survey Data

Q1 - On average, how often are you in Central?

Field	Choice Count
Less than once a month	17
1-2 times per month	17
Once every other week	2
Once per week	6
2-3 times per week	6
More than 3 times per week	25

Q2 - Select the primary reasons you come to Central (check all that apply). - Selected Choice

Field	Choice Count
Dining	29
Education	5
Groceries	12
Healthcare	10
Recreation / tourism	23
Resident / lodging	3
Shopping	22
Work	42
Other	6

### Q3 - Select which of the following locations you have visited in the past month (Check all that apply). - Selected Choice

Field	Choice Count
Tai Kwun - Hollywood Rd	22
Central Market - Des Voeux Rd	42
PMQ - Aberdeen Street	12
I have not visited any of the above locations in the past month.	6
The Centre	18
Graham Street Market	11
Stanley Street Market	14
Soho	18
Dr. Sun Yat-sen Museum	5
Lok Hing Lane Sitting Area	4
Man Mo Temple	4
Other	8
Victoria Harbour	22

Double click to edit

### Q4 - Select how much you agree / disagree with the following statements.

Field	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
It is easy to walk around comfortably in Central.	11	28	18	8	1
The street and visitor information signage in Central is helpful and easy to understand.	15	26	17	8	0
Central has improved in the past decade.	15	28	20	2	1
Hong Kong's heritage has been preserved well in Central.	16	29	10	9	2

I would attend a cultural festival in Central.	16	27	13	9	1
I would attend a historic walking tour of Central	14	24	16	10	2
I would like to see some streets in Central closed to vehicles to make it easier to walk.	23	27	12	4	0
The Central District represents the culture of Hong Kong.	19	30	13	3	1

## Q5 - What are your favorite places to visit in Central? - Selected Choice

Field	Choice Count
Tai Kwun - Hollywood Rd	27
Central Market - Des Voeux Rd	35
PMQ - Aberdeen Street	10
The Centre	7
Graham Street Market	12
Stanley Street Market	12
Soho	17
Dr. Sun Yat-sen Museum	6
Lok Hing Lane Sitting Area	2
Man Mo Temple	7
Other	7
Victoria Harbour	24

## Q6 - What would like to change about Central? - Selected Choice

Field	Choice Count
Have additional crosswalks	38
Increased signage and improved wayfinding	21
More community engagement	27

More cultural festivals	32
Other	9

### Q7(a) - Do you think it is a good idea to have an SCP mobile app?

Field	Choice Count
Yes	27
Maybe	34
No	2

### Q7(b) - Would you download and regularly use an SCP app?

Field	Choice Count
Yes	14
Maybe	38
No	11

### Q7(c) - In your opinion, who would be interested in using the SCP app? - Selected Choice

Field	Choice Count
Land developers	22
Shop keepers	32
Other	21
Restaurant owners	29
Local residents	20
District council	7

Q7(d) - Are there any SCP app features you would like to suggest?  
Possible ideas for features include: route suggestions, activity boards,  
and educational games.

Are there any SCP app features you would like to suggest? Possible ideas for features include: route suggestions, activity boards, and educational games.

ok

路線推薦

遊戲

Nil

Noteworthy places to eat and drink, WiFi access, events

部份地點的實時情況

Flash mob

Coupon

ar導覽

卫生间地图，银行地图，餐饮地图

AR interaction

City hunt game

Connect with Happy Walk by One Bite

Dining recommendations that can connect to HK culture

文化保育及教育大眾

route suggestions

No idea

Instead of creating a separate SCP app, see if it can be integrated into existing apps.

活動版面

旅游小本

## Q8 - What is your gender?

Field	Choice Count
Male	22
Female	35
Other	2
Prefer not to say	3

## Q9 - What is your age?

Field	Choice Count
18-24	12
25-34	23
35-44	3
45-54	8
55-65	7
65+	2
Prefer not to say	6

## Q10 - What is your average monthly income? (HKD)

Field	Choice Count
Under \$10,000	8
\$10,000 - \$20,000	18
\$20,000 - \$30,000	6
\$30,000 or more	13
Prefer not to say	16

## Q11 - What is your ethnicity? - Selected Choice

Field	Choice Count
Chinese	47
Indian	3
Pakistani	0
Caucasian / White	2
Filipino/a	1
Japanese	0
Thai	0
Indonesian	0
Nepalese	1
Other Asian	2
Other	1
Prefer not to say	4

## Q12 - Are you a resident of Hong Kong?

Field	Choice Count
Yes, I am a resident of Hong Kong.	54
No, I am not a resident of Hong Kong.	4
Prefer not to say	2

## Q13 - Where do you live?

Field	Choice Count
Kowloon	11
Central & Western District	9
Hong Kong Island (Not Central & Western District)	15

New Territories	17
Mainland China	4
Asia (Not Hong Kong or China)	0
Europe	0
America	0
Australia	0
Africa	0
Prefer not to say	2
Other	0