

**Independent Analysis and Reporting of the
Public Viewing Exercise for the
Tamar Development Project**

Executive Summary

Public Policy Research Institute
The Hong Kong Polytechnic University

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INTRODUCTION

In July 2006, the Hong Kong Special Administrative Region Government (the Government) commissioned the Public Policy Research Institute (PPRI) of The Hong Kong Polytechnic University (the University) to carry out a Consultancy on “Independent Analysis and Reporting of the Public Viewing Exercise for the Tamar Development Project”. This Report presents the findings of this Public Viewing Exercise and includes: (1) a summary of the views expressed on the 14,091 Comment Cards and Written Submissions collected up to 27 May 2007, (2) a summary of the results of four Exit Polls conducted during the periods 1-8 April, 16-24 April, 1-9 May and 15-23 May 2007, and (3) a summary of the results of two Telephone Polls conducted during the periods 22 April to 1 May 2007 and 11 to 18 May 2007. With the consent of the four tenderers, views expressed at the Legislative Council Commission meeting held on 1 June 2007 are also included in the analysis.

BACKGROUND OF THE TAMAR DEVELOPMENT PROJECT

A Central Government Complex (CGC) and a Legislative Council (LegCo) Complex, together with at least two hectares of open space, are to be developed on the 4.2-hectare Tamar site in Central District, Hong Kong Island.

In April 2002, the Government announced a plan to develop Tamar as Hong Kong’s prime civic core. The project obtained support from the LegCo Panel on Planning, Lands and Works and the Public Works Subcommittee in April and May 2003 respectively, but was shelved later that year in view of the impact of the SARS outbreak. With improvement in the economy and to public finances, the Government announced in October 2005 a re-launch of the Tamar Development Project.

The scope of the re-launched project covers the proposed CGC, LegCo Complex, open space and other ancillary facilities. In order to develop Tamar as Hong Kong’s prime civic core, the design is required to project Hong Kong’s position as a cosmopolitan city and Asia’s world city. It should be responsive to the urban fabric of Central District as well as the natural context of the waterfront setting and the backdrop of Victoria Peak. The distinct identities of the CGC and LegCo Complex should be duly reflected, taking into account their respective constitutional roles. The project should also provide a long-term solution to the office-space shortage facing the Government Secretariat and LegCo. The project is envisaged to commence in 2007, for completion in 2010.

SELECTION PROCESS

A Special Selection Board, chaired by the Chief Secretary for Administration, Mr. Rafael Hui, will assess the tenders according to a number of criteria, including planning, sustainability, environmental, functional, technical, price, design and aesthetic aspects. Board Members include Mrs. Rita Fan, Ms. Miriam Lau, Professor David Lung, Mr. Alan Lai and Mrs Rita Lau.

THE PUBLIC VIEWING EXERCISE

The Public Viewing Exercise on the Tamar Development Project was launched in March 2007. The Government organised an exhibition (staged at two separate venues) on the four tenderers' design proposals for the Tamar Development Project. The first one was staged at a Hong Kong Island venue (Deck Level, High Block, Queensway Government Offices) from 28 March to 24 April 2007. The second one was staged at a Kowloon venue (Thematic Exhibition Gallery, Hong Kong Heritage Discovery Centre, Kowloon Park) from 28 April to 27 May 2007.

Comment Cards were distributed at the exhibition venues for visitors to complete and deposit into collection boxes before leaving. Alternatively, Comment Cards could be submitted online (via computers at the exhibition venues or via the internet), or by fax or post. Information on the four design proposals was also available on the Government Website, where members of the public could complete Comment Cards online after viewing. The public could also send in Written Submissions to the Government, where they would be processed by designated Government staff and delivered to PPRI for analysis.

THE CONSULTANCY AND ITS OBJECTIVES

This Consultancy aims to analyse public opinion regarding the Tamar Development Project collected during the Public Viewing Exercise period (28 March to 27 May 2007) and to provide independent analyses and technical advice to the Government regarding such public opinion.

The Consultancy can be divided into two major parts: (see Figure 1)

Part 1: Quantitative Analysis of the views received during the Public Viewing Exercise period on the four Tamar Development Project design proposals; and

Part 2: Qualitative Analysis of the views received during the Public Viewing Exercise period on the four Tamar Development Project design proposals.

SCHEMATIC REPRESENTATION OF THIS CONSULTANCY

Figure 1 shows schematically components and the process of this Consultancy:

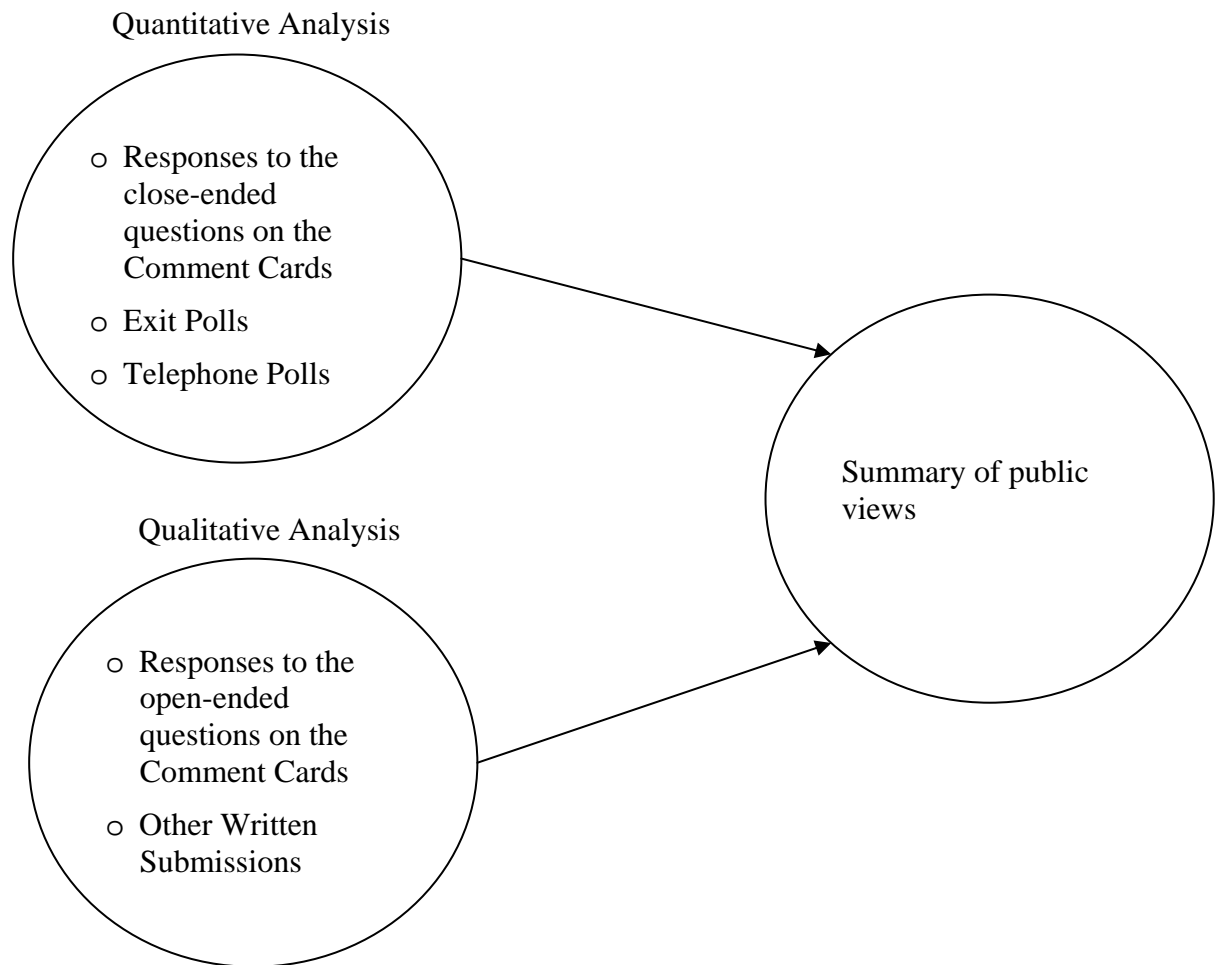


Figure 1: Schematic Representation of the Consultancy

PART 1: QUANTITATIVE DATA ANALYSIS

The Quantitative Data came from three sources:

- responses to the close-ended questions on the Comment Cards;
- four Exit Polls; and
- two Telephone Polls.

A total of 14,055 Comment Cards were received by 27 May 2007. Of these:

- 10,939 were from the exhibition venues,
- 3,011 were electronic versions via the internet,
- 89 were by fax, and
- 16 were by mail.

COMMENT CARDS

A total of 74,094 Comment Cards received via the internet was invalidated by the Consultancy Team using established criteria.

A total of 31,472 persons went to the Exhibitions. On average, 35% of the visitors filled out a Comment Card at the venue. There were 72,962 visits to the Government's Tamar Development Project webpage. The Comment Card contains seven close-ended questions, the results of which are shown below:

Mean scores for each design for each question

4 = Excellent, 3 = Good, 2 = Fair, 1 = Unsatisfactory

(a) Visual attractiveness

	Design A	Design B	Design C	Design D
Mean score ¹	2.96	2.07	2.31	3.10
Number of responses	12,798	12,265	12,268	13,062

(b) Symbol of Hong Kong as Asia's world city

	Design A	Design B	Design C	Design D
Mean score	2.85	2.01	2.34	3.13
Number of responses	12,555	12,086	12,111	12,932

(c) Image befitting the CGC and the LegCo Complex

	Design A	Design B	Design C	Design D
Mean score	2.87	2.21	2.33	2.94
Number of responses	12,483	12,001	12,052	12,810

¹The score for each design given by respondents ranges from 4 to 1 (i.e. 4 = Excellent, 3 = Good, 2 = Fair, 1 = Unsatisfactory). The mean score for each design is computed by multiplying the score for each design by the number of respondents who give that score and divided by the total number of respondents.

(d) Impact on cityscape and waterfront environment

	Design A	Design B	Design C	Design D
Mean score	2.9313	2.40	2.38	2.9328
Number of responses	12,323	11,867	11,853	12,646

(e) Green features and environmental friendliness

	Design A	Design B	Design C	Design D
Mean score	3.02	2.67	2.58	2.81
Number of responses	12,302	11,913	11,855	12,558

(f) Public open space

	Design A	Design B	Design C	Design D
Mean score	3.00	2.62	2.53	2.98
Number of responses	12,258	11,870	11,799	12,593

(g) Connectivity of the Tamar site and surrounding areas

	Design A	Design B	Design C	Design D
Mean score	2.90	2.51	2.52	2.91
Number of responses	12,182	11,769	11,753	12,525

The results from the Comment Cards indicate that:

- Design D ranks first on five themes (visual attractiveness, symbol of Hong Kong as Asia's world city, image befitting the CGC and LegCo Complex, impact on cityscape and waterfront environment, and connectivity of the Tamar site and surrounding areas), and ranks second on two themes (green features and environmental friendliness, and public open space);
- Design A ranks first on two themes (green features and environmental friendliness, and public open space), and ranks second on the other five themes (visual attractiveness, symbol of Hong Kong as Asia's world city, image befitting the CGC and LegCo Complex, impact on cityscape and waterfront environment, and connectivity of the Tamar site and surrounding areas);
- Design C ranks third on four themes (visual attractiveness, symbol of Hong Kong as Asia's world city, image befitting the CGC and LegCo

Complex, and connectivity of the Tamar site and surrounding areas); and ranks fourth on three themes (impact on cityscape and waterfront environment, green features and environmental friendliness, and public open space); and

- Design B ranks third on three themes (impact on cityscape and waterfront environment, green features and environmental friendliness, and public open space), and ranks fourth on four themes (visual attractiveness, symbol of Hong Kong as Asia's world city, image befitting the CGC and Legislative Council Complex, and connectivity of the Tamar site and surrounding areas).

The overall rank order of the designs from all valid Comment Cards is: D, A, C, B, assuming equal weighting of the seven themes.

EXIT POLLS

The Consultancy Team conducted face-to-face interviews with randomly-selected visitors at the exhibition venues. These Exit Polls are intended to verify the results obtained from the submitted Comment Cards, given that the method for collecting Comment Cards is vulnerable to manipulation.

Systematic Random Sampling was employed to select visitors leaving the venues after they had finished viewing the exhibitions.

Since it was considered excessive to ask Exit Poll respondents all seven of the questions on the Comment Card, the Consultancy Team constructed a short version of the questionnaire containing what it considered were the three key Comment Card questions (visual attractiveness, image befitting the CGC and LegCo Complex, and impact on cityscape and waterfront environment). The questionnaire was finalized before any Comment Card results were analysed.

Four Exit Polls were conducted during 1-8 April, 16-24 April, 1-9 May, and 15-23 May. A pilot poll was conducted on 31 March. The dates of the polls were not made public in advance. The interviewees were selected on a randomised basis according to a pre-determined rule. During the first poll, 1,255 visitors were successfully interviewed with a response rate of 57.9%. The second poll successfully interviewed 1,171 visitors, with a response rate of 86.6%. The third poll successfully interviewed 1,889 visitors, with a response rate of 68.5%. The fourth poll successfully interviewed 997 visitors, with a response rate of 67%. The aggregated results of the Exit Polls are shown below:

Mean score for each question

4 = Excellent, 3 = Good, 2 = Fair, 1 = Unsatisfactory

Visual attractiveness

	Design A	Design B	Design C	Design D
Mean score	2.85	2.15	2.35	3.00
Number of responses	5,284	5,264	5,264	5,281

Image befitting the CGC and the LegCo Complex

	Design A	Design B	Design C	Design D
Mean score	2.73	2.18	2.28	2.79
Number of responses	5,160	5,141	5,149	5,166

Impact on cityscape and waterfront environment

	Design A	Design B	Design C	Design D
Mean score	2.84	2.40	2.36	2.87
Number of responses	5,216	5,192	5,189	5,216

The results of the Exit Polls indicate:

- Design D ranks first on three themes (visual attractiveness, image befitting the CGC and Legislative Council Complex, and impact on cityscape and waterfront environment);
- Design A ranks second on three themes (visual attractiveness, image befitting the CGC and Legislative Council Complex, and impact on cityscape and waterfront environment);
- Design C ranks third on two themes (visual attractiveness, and image befitting the CGC and Legislative Council Complex); and ranks fourth on one theme (impact on cityscape and waterfront environment); and
- Design B ranks third on one theme (impact on cityscape and waterfront environment) and ranks fourth on two themes (visual attractiveness, and image befitting the CGC and Legislative Council Complex).

The overall rank order of the designs from the four Exit Polls is: D, A, C, B, assuming equal weighting of the three themes.

TELEPHONE POLLS

The first Telephone Poll was conducted during the period 22 April - 1 May. The second Telephone Poll was conducted during the period 11-18 May. This section summarises the aggregated results of the close-ended questions from the two Telephone Polls.

The objectives of the Telephone Polls are:

- To assess public awareness of the Tamar Development Project;
- To triangulate the results of the Comment Cards and Exit Polls; and
- To assess public opinion on important issues relating to the Tamar Development Project identified in the Qualitative Data but not covered on the Comment Cards.

1,512 persons were interviewed successfully in the First Poll with a co-operation rate of 68.7%. 1,542 persons were interviewed successfully in the Second Poll with a co-operation rate of 76.4%. The margin of error was +/- 2.52% at 95% confidence level. Separate results from the Telephone Polls show:

- While about 40% of the respondents are aware of the Tamar Development Project, more than three quarters of them do not know the exact number of design proposals.
- The majority of those who know about the Project obtained their information from news reports (76%). Less than 2% have read all of the exhibition materials, and only around 8% have read part of them.
- Regarding “visual attractiveness” of the four designs, the ranking is D, C, B, A.

Regarding “image befitting CGC and LegCo Complex”, the ranking is A, B, C, D.

Regarding “the impact on cityscape”, the ranking is D, B, C, A.

Regarding “the overall design”, the ranking is D, B, A / C[#].

- The majority are satisfied with the exhibition.

QUANTITATIVE DATA ANALYSIS SUMMARY

The overall ranking of the Design Proposals from the various Quantitative Data sets is shown in the following Table:

Comment Cards (responses to close- end questions)	Exit Polls	Phone Polls
D, A, C, B	D, A, C, B	D, B, A / C [#]

[#] Design A and Design C are tied in rank order.

The overall result of the Exit Polls corroborates those of the Comment Cards. When the results of the selected individual themes are examined, the results of the Exit Polls also corroborate all the three selected themes – visual attractiveness and image befitting the CGC and LegCo Complex and the impact on cityscape and waterfront environment theme.

The results from the Phone Polls do not exactly corroborate the overall ranking of the Design Proposals from the collected Comment Cards and Exit Polls. They do not corroborate the ranking of the designs on the selected themes either.

However, all three data collection exercises show that Design D leads in the three data sets (responses to the close-ended questions of the Comment Cards, Exit Polls and Phone Polls).

PART 2: QUALITATIVE DATA ANALYSIS

The Qualitative Data came from the following sources:

- Open-ended questions on the Comment Cards (received at the exhibition venues, via internet, fax and by post); and
- Written Submissions (received via fax, email and by post).

A total of 14,055 Comment Cards (of which 6,084 contain written comments and 7,971 are without comments) was received as at 27 May 2007. These Comment Cards were collected from a number of sources: collection boxes at exhibition venues; electronic versions submitted via computers at the exhibition venues or via internet; and by fax and by mail. A total of 37 Written Submissions was also received. Five organizations (Central & Western District Board, Rehabilitation Alliance Hong Kong, Hong Kong Federation of Women, the Hong Kong Institute of Planners and the Legislative Council Commission) sent in Written Submissions.

The Legislative Council Commission held a meeting on 1 June 2007. The Government informed the four tenderers, and with their consent, views expressed at this meeting (1 June 2007) are also considered as a Written Submission.

ANALYTICAL FRAMEWORK FOR OPEN-ENDED QUESTIONS AND WRITTEN SUBMISSIONS

A Grounded Theory approach* is adopted for the analysis of Qualitative Data.

All Comment Cards and Written Submissions were screened by data entry staff. Written Submissions and Comment Cards with written comments were included for qualitative analysis, with comments being transcribed and coded into “text units” – a sentence or a group of sentences expressing a particular view. The transcripts were

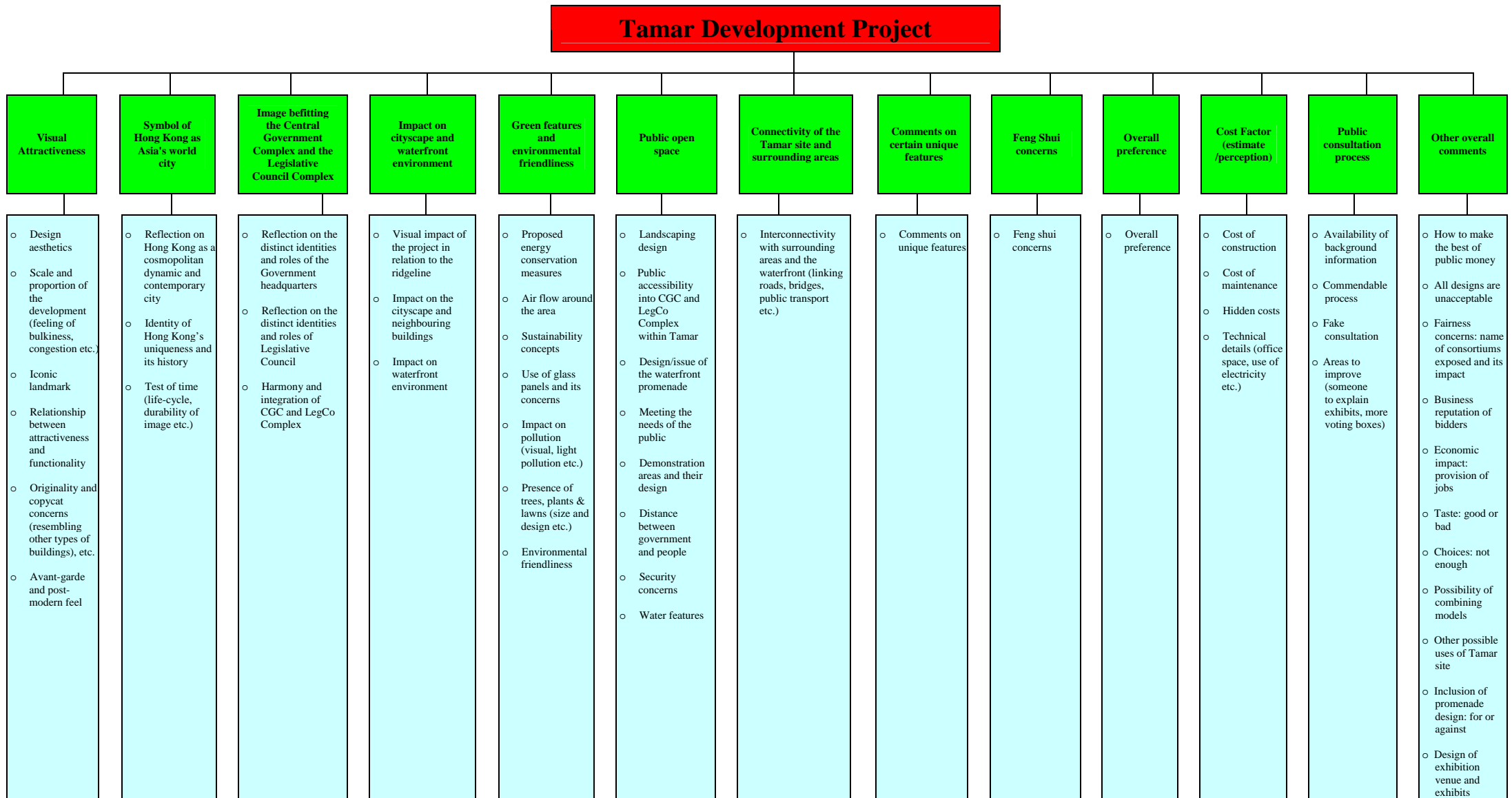
* A method of inquiry in which the observed data are allowed to influence the structure and process of the study.

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content analysed by two research staff separately in a double-blind manner. Based on the comments received, an analytical framework consisting of themes, categories, and sub-categories was developed (see Figure 2). The framework was revised several times in order to reflect a comprehensive coverage of all the views expressed. A computer software, NUDIST (Non-numerical Unstructured Data Indexing Searching and Theorizing) was applied to organise and analyse data.

For open-ended questions, a total of 25,037 text units contained in Written Submissions and Comment Cards was analysed.

Figure 2: Analytical Framework



QUALITATIVE DATA ANALYSIS SUMMARY

The 13 themes are summarised in descending order in terms of public attention (i.e. comments in text units) and they are:

- Visual Attractiveness (10,756 text units).
- Green Features and Environmental Friendliness (3,126 text units).
- Overall Preference (2,424 text units).
- Public Open Space (1,785 text units).
- Comments on Certain Unique Features (1,463 text units).
- Image Befitting the CGC and the LegCo Complex (1,442 text units).
- Symbol of Hong Kong as Asia’s World City (1,372 text units).
- Impact on Cityscape and Waterfront Environment (981 text units).
- Other Overall Comments (635 text units).
- Public Consultation Process (341 text units).
- Cost Factor (Estimate/Perception) (301 text units).
- Connectivity of the Tamar Site and Surrounding Areas. (295 text units).
- Feng Shui Concerns (116 text units).

Within the above 13 most concerned themes/issues, the general public also gave their positive and negative views on the four designs except for two themes (“public consultation process” and “other overall comments”) which were not related to public assessment of the four designs. The ranking of the positive and negative comments of the remaining 11 themes is tabulated below:

Number of Positive Comments on Individual Designs by Themes

	Themes	Positive Comments on Individual Designs				General Comments	Total
		A	B	C	D		
1	Visual attractiveness	A (1458)	D (1238)	C (578)	B (341)	G (18)	3633
2	Overall preference	D (697)	A (587)	C (228)	B (182)	G (6)	1700
3	Green features and environmental friendliness	A (559)	B (390)	C (265)	D (145)	G (17)	1376
4	Symbol of HK as Asia's world city	D (622)	A (142)	C (64)	B (26)	G (11)	865
5	Public open space	D (242)	B (192)	A (171)	C (68)	G (16)	689
6	Image befitting the Central Government Complex and the LegCo Complex	A (192)	B (116)	D (72)	C (46)	G (5)	431
7	Comments on certain unique features	D (225)	A (101)	C (65)	B (25)	G (1)	417
8	Impact on cityscape and waterfront environment	A (122)	D (92)	B (84)	C (60)	G (2)	360
9	Connectivity of the Tamar site and surrounding areas	A (67)	D (21)	C (13)	B (11)	G (1)	113
10	Cost factor	B (20)	A (4)	C (4)	D (4)	G (3)	35
11	Feng Shui concerns	B (11)	D (8)	A (3)	C (2)	G (0)	24

Based on the above data, it can be concluded that Design A leads in the respondents' positive comments (3404), followed by Design D (3366), Design B (1398) and Design C (1393). Among the 11 themes of most concern to the general public, Design A received most positive comments on five themes, followed by Design D (4 out of 11), Design B (2 out of 11) and Design C (0 out of 11). The table above provides the distribution of the four designs by positive comments.

Number of Negative Comments on Individual Designs by Themes

	Themes	Negative Comments on Individual Designs				General Comments	Total
		B	C	A	D		
1	Visual attractiveness	B (2252)	C (1714)	A (1267)	D (1150)	G (40)	6423
2	Green features and environmental friendliness	D (439)	B (313)	C (192)	A (189)	G (51)	1184
3	Image befitting the Central Government Complex and the LegCo Complex	C (291)	D (228)	B (207)	A (162)	G (19)	907
4	Comments on certain unique features	D (339)	C (232)	A (124)	B (50)	G (10)	755
5	Public open space	D (159)	A (150)	B (116)	C (90)	G (34)	549
6	Impact on cityscape and waterfront environment	D (260)	C (155)	A (97)	B (33)	G (2)	547
7	Overall preference	B (173)	C (159)	D (97)	A (79)	G (1)	509
8	Symbol of HK as Asia's world city	B (131)	A (109)	D (108)	C (88)	G (15)	451
9	Cost factor	A (65)	D (41)	C (32)	B (14)	G (5)	157
10	Connectivity of the Tamar site and surrounding areas	D (36)	B (18)	C (17)	A (16)	G (6)	93
11	Feng Shui concerns	A (38)	C (15)	B (10)	D (9)	G (1)	73

Based also on the above data, it can be concluded that Design B leads in the respondents' negative comments (3317), followed by Design C (2985), Design D (2866) and Design A (2296). Among the themes of most concern to the general public, Design D received most negative comments on five themes, followed by Design B (3 out of 11), Design A (2 out of 11) and Design C (1 out of 11).

ANALYSIS OF THE KEY POINTS AND METHODOLOGICAL CONSIDERATIONS

Generally speaking, since data from Telephone Polls (1) reflect the opinion of the general public, (2) are collected in an unbiased manner, and (3) can be demonstrated to be statistically reliable and valid, it is often argued that greater weight should be assigned to them. Moreover, from a public policy perspective, opinions of the general public deserve the utmost attention. On the other hand, members of the public are passive respondents and often not well informed about the issues involved. In this particular instance, more than three quarters of the Telephone Poll respondents did not know the exact number of design proposals being considered, and less than 2% had studied all of the relevant materials. Hence, their opinions must also be viewed in this light. Furthermore, there are serious limitations as to what can be asked in a telephone interview.

The opinions of interested citizens, who took the time and effort to gain an understanding of the issues and took the trouble to proactively submit their views, deserve special attention. The data from Comment Cards and Written Submissions capture the opinions of this group. The collection process, however, is susceptible to manipulation. Returns of this nature can easily be orchestrated or even created by interested parties. Furthermore, statistical reliability or validity cannot be demonstrated from data collected through such a process.

Exit Polls selected over 5,000 respondents on a randomised basis, and all of the respondents had the benefit of having seen the exhibition materials immediately before answering the questions. The time and date of the Exit Polls were not announced in advance, and hence, it would be difficult for interested parties to manipulate the exercise. It is, therefore, reasonable to give greater weighting to the Exit Poll data.

For the Telephone Poll respondents, the effective sample size for the questions regarding the Designs ranges from 328 to 369 and the remainder (over 2,600) gave “not sure/don’t remember” answer to those questions. The passage of time and the fact that the majority of the respondents gained knowledge about the project from the media only might also have affected the reliability of the responses of those who answered the question.

It must be pointed out that, unlike the Exit Polls and Telephone Polls in which subjects were selected in a randomised manner, frequency counts and percentages from Comment Cards and Written Submissions must be interpreted with great caution, as no statistical inferences can be made with this data. A high percentage of opinion in favour or against a certain design from these sources does not necessarily suggest that a similar high percentage exists in the general population. To claim that a similar percentage exists in the general population on the basis of this data would normally require the convergence of at least one other set of such data.

Key points with the following characteristics are given special consideration:

- High frequency count/high percentage/high mean score from Exit Poll and Telephone Poll responses;
- High frequency count/high percentage/high mean score from responses from close-ended questions on Comment Cards; and
- High frequency count and high percentage in terms of number of text units from Qualitative Data from Comment Cards and Written Submissions.

ISSUES OF GREATEST CONCERN

Qualitative Analysis of text data indicates that the “Visual Attractiveness” theme is of the greatest concern, with a total of over 10,000 text units of comments, followed by the “Green Features and Environmental Friendliness” theme with over 3,000 text units of comments. In contrast, the “Connectivity of the Tamar Site to Surrounding Areas” theme received only around 300 text units of comments. The rest of the four themes received between roughly 1,000 to 2,000 text units of comments. It would be

reasonable to give a higher weighting to the “Visual Attractiveness” theme, and, to a lesser extent, the “Green Features and Environmental Friendliness” theme.

Even though the Comment Card does not contain any question on the overall rating of the designs, there were more than 2,000 text units of comments regarding respondents’ overall preference, making this theme rank third in terms of frequency count of comments.

Categories (under the various themes) receiving over 400 comments in text units include:

- Design aesthetics (4,572 text units)
- Overall preference (2,403 text units)
- Iconic landmark (2,130 text units)
- Originality and “copycat” concerns (1,558 text units)
- Presence of trees, plants, lawns: size and design (1,495 text units)
- Comments on certain unique features (1,455 text units)
- Scale and proportion (1,423 text units)
- Reflection on the distinct identities and roles of Government headquarters (994 text units)
- Reflection on Hong Kong as a cosmopolitan, dynamic and contemporary city (746 text units)
- Impact on the cityscape and neighbouring buildings (736 text units)
- Landscaping design (632 text units)
- Air flow around the area (577 text units)
- Identity of Hong Kong's uniqueness and its history (559 text units)
- Relationship between attractiveness and functionality (543 text units)
- Avant-garde and post-modern feel (492 text units)
- Meeting the needs of the public (448 text units)
- Environmental friendliness (435 text units)

THE FOUR DESIGNS

On the basis of the Quantitative Data Analysis, Design D leads in three data sets (responses to close-ended questions of Comment Cards, Exit Polls, and Telephone Polls). Designs D and A appear to be more popular than Designs C and B on almost all of the selected attributes.

The overall rank order of the designs from the collected Comment Cards (responses to close-ended questions) is: D, A, C, B. This rank order is corroborated by the Exit Polls (D, A, C, B). The overall rank order of the designs from the Telephone Polls is: D, B, A / C.

In terms of Exit Poll results, the total mean scores of Designs A, B, C, D are respectively 8.42, 6.73, 6.99 and 8.66. Design D is ahead of Design A by 1.41%. If more weight is given to the Exit Polls because of the reasons mentioned on p.13 and 14, Design D is the preferred scheme. If “Visual Attractiveness” is given more weight in the results of the collected Comment Cards, the Exit Polls and the Telephone Polls due to the intensity of public views, Design D is still preferred.

It should be pointed out that the total mean score from the Comment Cards for Design A is 20.53 and for Design D is 20.80, and that the difference is 0.27, which is less than one percentage point. The lead of Design D over Design A should therefore be considered marginal.

When Qualitative Data are taken into consideration, the preferred scheme is not so straight-forward. Design A and Design D received respectively 3,404 and 3,366 positive comments. The difference is 38 comments or less than 1%. Hence Design A is marginally ahead of Design D in terms of positive comments. Design D and Design A received respectively 2,866 and 2,296 negative comments. The difference is 570 comments. Design D is 11% ahead of Design A in terms of negative comments.

From the Qualitative Data, when both positive and negative comments are taken into consideration, Design A appears to be preferred over Design D.

While the results of the Quantitative and Qualitative Data Analyses do not converge, Design D is ahead of Design A on the first three of the five data sets (responses to close-ended questions of Comment Cards, Exit Polls, Telephone Polls, Positive Written Comments, and Negative Written Comments).

SUMMARY OF FINDINGS AND CONCLUSIONS

This Consultancy shows that the interest level of the public on the project is high, judging from the number of visitors to the exhibition, to the website, the number of Comment Cards received, and the results of the Telephone Polls.

The greatest concern the public has regarding the design proposals relate to “Visual Attractiveness” and “Green Features and Environmental Friendliness”, and many are keen to provide their opinions on which design is preferred.

The following Table summarises the results of the various data sets.

Comment Cards (responses to close-end questions)	Exit Polls	Phone Polls	Positive Written Comment Counts	Negative Written Comment Counts*
D, A, C, B	D, A, C, B	D, B, A / C [#]	A, D, B, C	B, C, D, A

*The number of negative comment counts is arranged in a descending order.

[#] Design A and Design C are tied in rank order.

Taking into account the various sources of Quantitative and Qualitative Data, their limitations, and the greater weighting which can arguably be given to Exit Polls, it can be concluded that Design D is narrowly ahead of Design A, with Design C and Design B lagging behind by a substantial margin.