

# SCMP/TNS Opinion Leaders Survey

*Government Hill*

May 16, 2011



In association with:

**South China Morning Post**  
南華早報

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## Research Background and Objectives

- The SCMP/TNS Opinion Leader Surveys are designed to reflect the perception of opinion leaders in Hong Kong towards key socio-economic and public policy issues.
- In April, TNS conducted an opinion poll on **Government Hill in Hong Kong**.

## Summary of Findings

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- In line with HK's reputation and some criticism that has been leveled in the past, economic benefits seem to override heritage and the environment. Over 60% of opinion leaders are in favour of leasing the Murray Building\* to the private sector with only 15% against the idea.
- The benefits seen are economically driven – increasing government revenue, increasing commercial space supply in Central and promoting the economy – in that order.
- Among those in favour of the idea, 41% feel that a mixed-use building would be best. Over a quarter suggests an office building would best serve the community's interests.
- The minority who oppose the proposal do so for environmental and heritage related reasons. Wanting to preserve public space and Government Hill are the top 2 reasons. Other concerns are that it would have a negative impact on the environment of the community and that it might cause traffic jams in Central.

\* A government building in Central

## Summary of Findings (con't)

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- A third of those not in favour of the building being used by the private sector feel that it should be used for charities or by NGOs. Over half say that it should be used as an office for government departments that are now housed in private buildings or which are asking the government for land to build new headquarters.
- On the questions of demolishing the West Wing of the Central Government Offices and selling it to the private sector, opinion is more divided, though still in favour (47% for vs. 30% against). The reasons on either side are similar to the reasons on whether to lease Murray Building to the private sector – economic benefits among those in favour and environmental or heritage related concerns among those opposed to the idea.
- Similarly, when asked what the best use of the building would be, key suggestions provided by each side are similar to those suggested for the use of Murray Building.

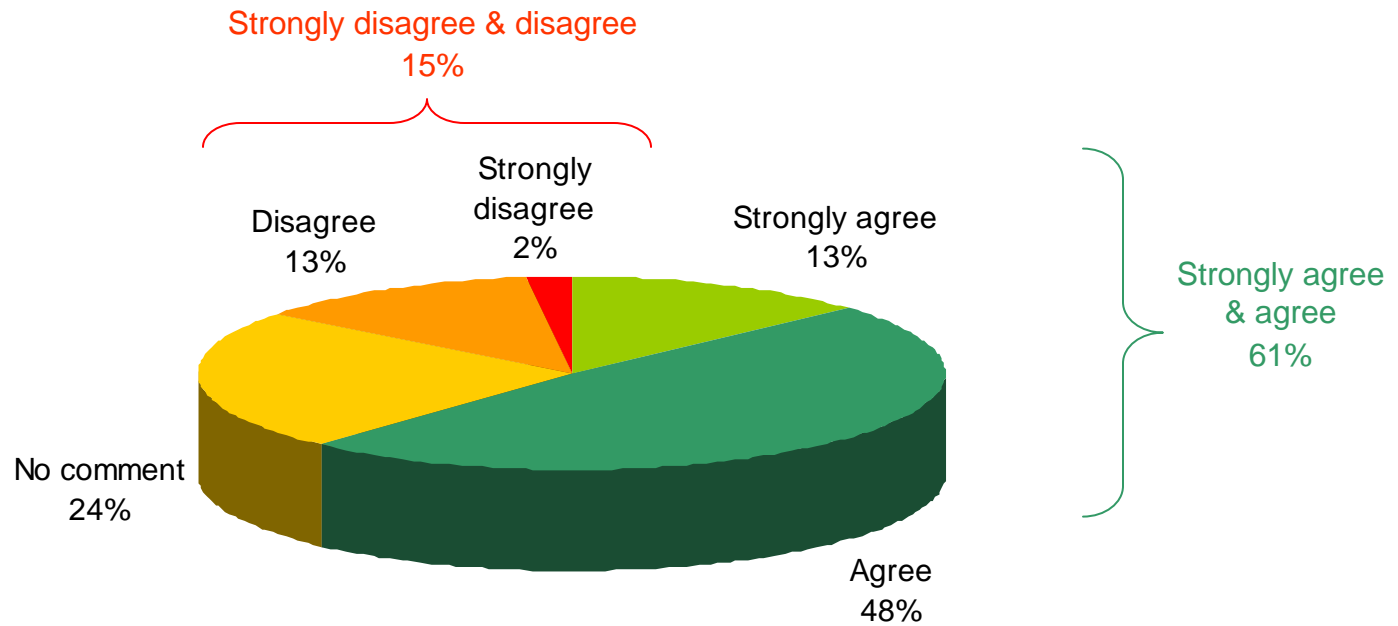
Key findings:

Opinion on the Murray Building





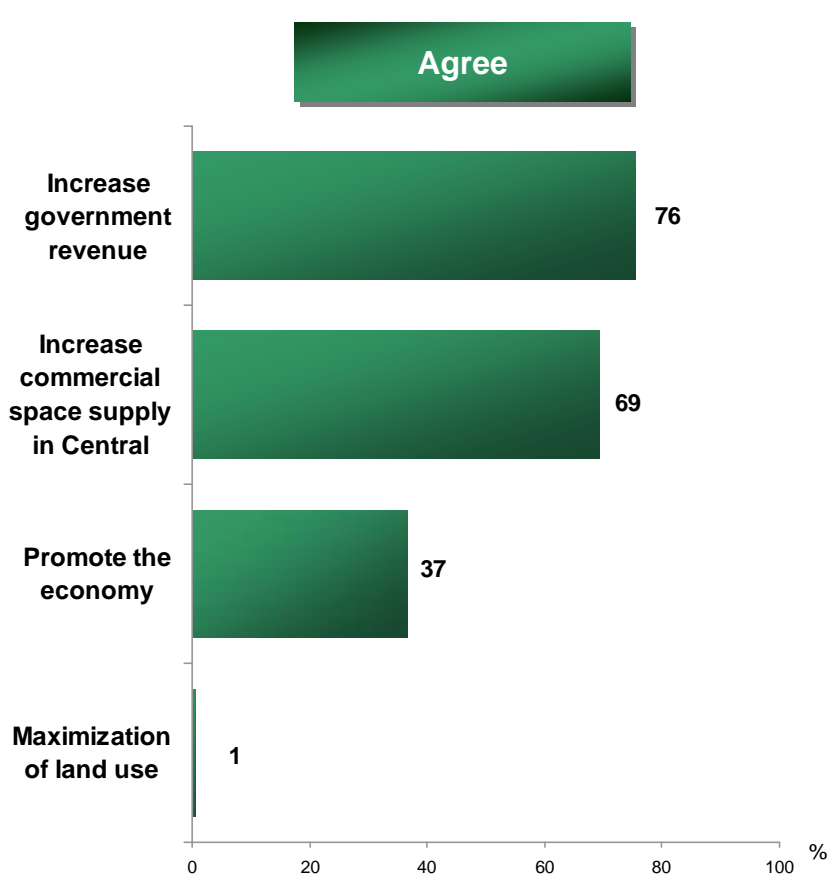
Do you think the government should lease out the Murray Building to the private sector?



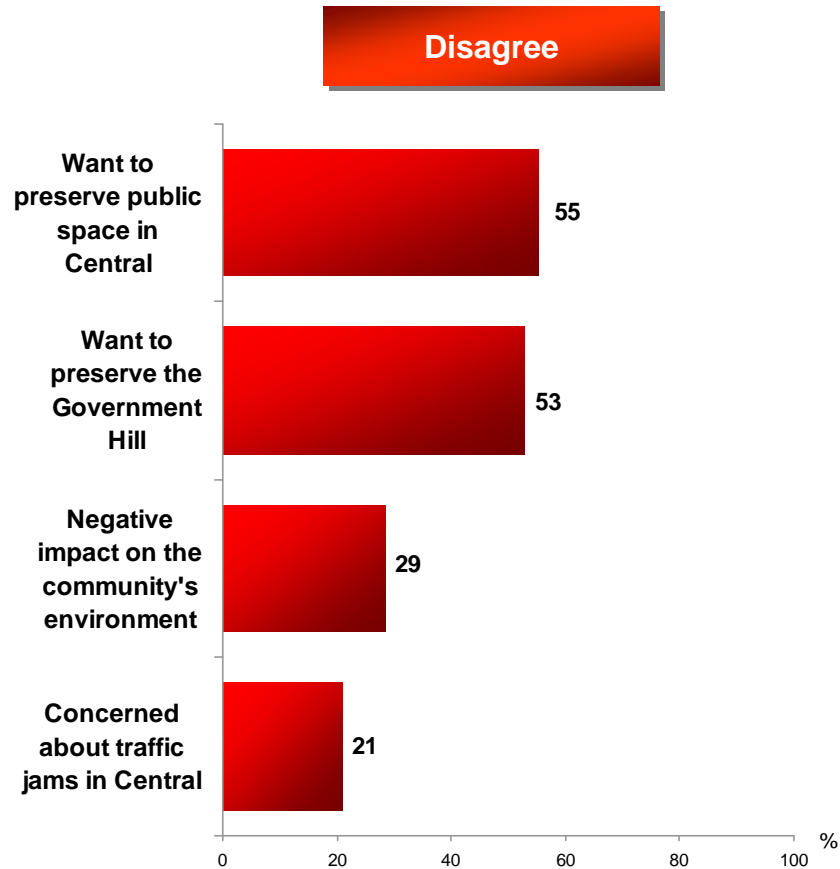
Base: All respondents  
Weighted (n=1,001)  
Unweighted (n=1,001)



# Why do you agree / disagree with the government's plan to lease out the Murray Building to the private sector?



Base: All respondents who agree with the government's plan to lease out the Murray Building to the private sector  
Weighted (n=616)  
Unweighted (n=609)

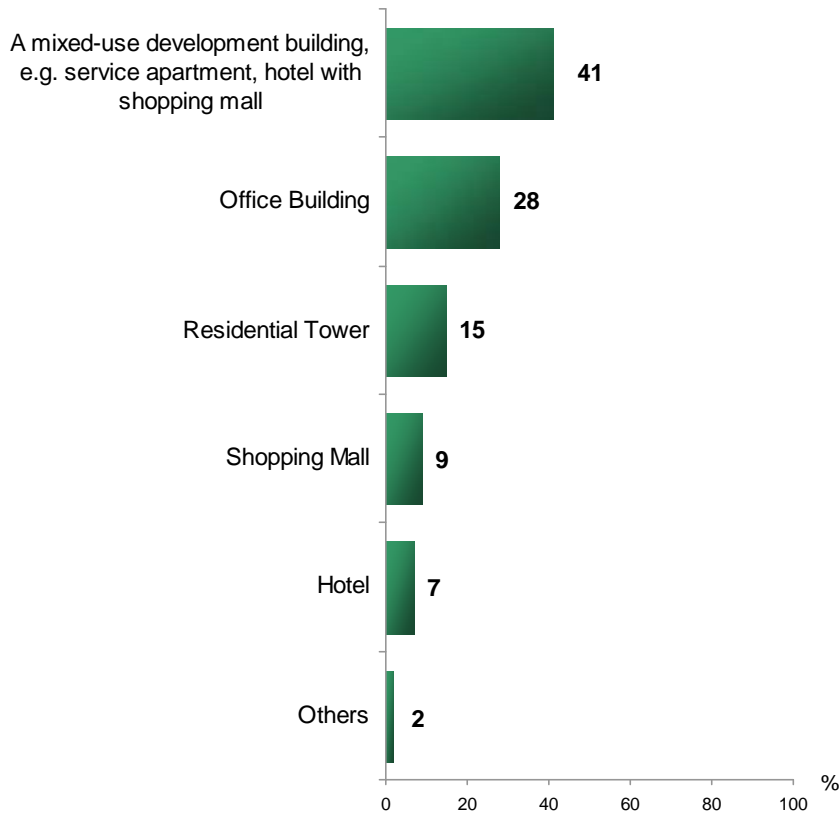


Base: All respondents who disagree with the government's plan to lease out the Murray Building to the private sector  
Weighted (n=144)  
Unweighted (n=152)

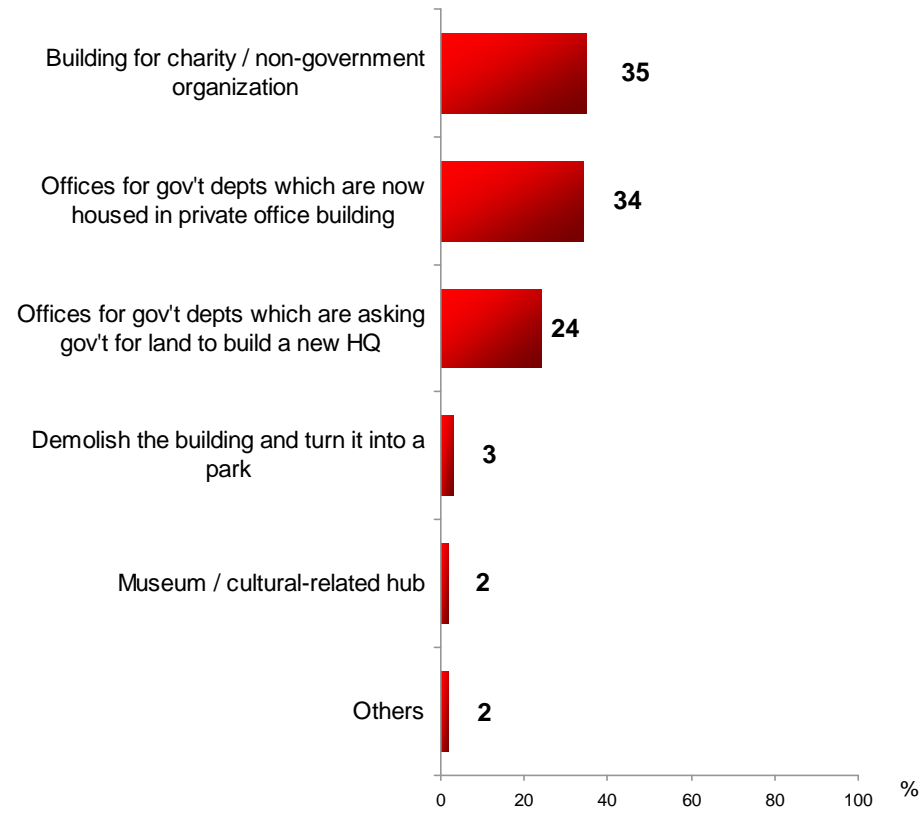


Which of the following uses would serve the community's interest the best?

Those who agree to lease to the private sector



Those who disagree to lease to the private sector



Base: All respondents who agree with the government's plan to lease out the Murray Building to the private sector  
Weighted (n=616)  
Unweighted (n=609)

Base: All respondents who disagree with the government's plan to lease out the Murray Building to the private sector  
Weighted (n=144)  
Unweighted (n=152)



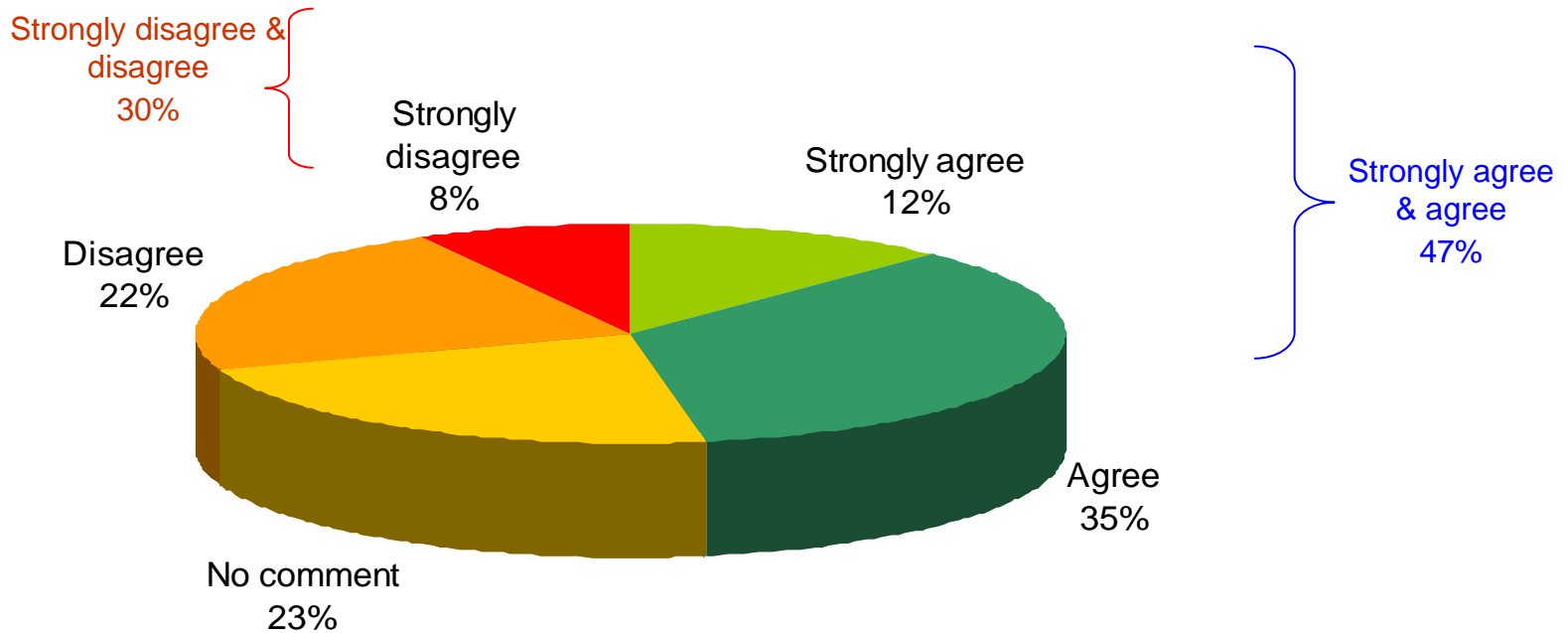
Key findings:

Opinion on the West Wing of the Central Government Offices in Central





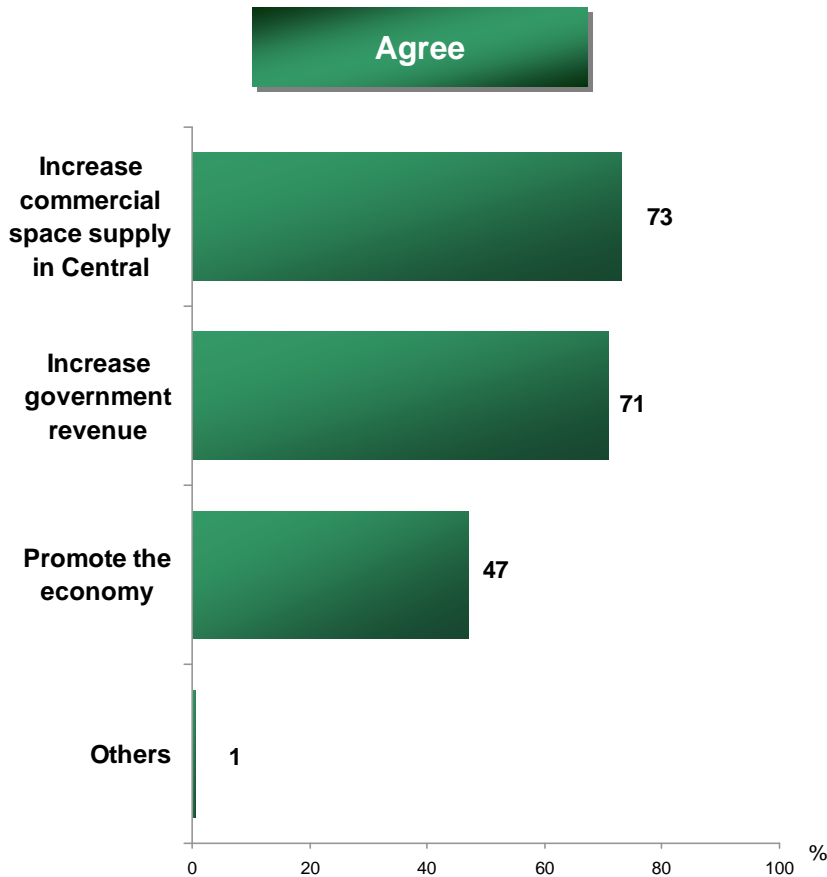
Do you agree with the government's plan to demolish the West Wing of the Central Government Offices in Central and sell it to the private sector?



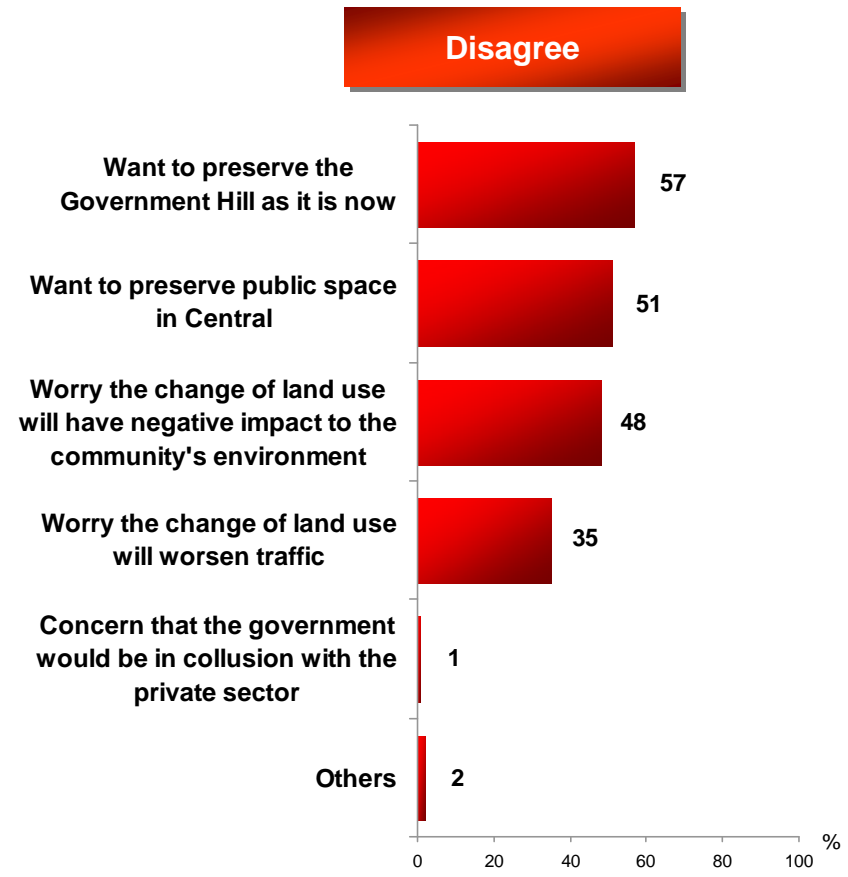
Base: All respondents  
Weighted (n=1,001)  
Unweighted (n=1,001)



# Why do you agree / disagree with the government's plan to demolish the West Wing of the Central Government Offices in Central and sell it to the private sector?



Base: All respondents who agree with the government's plan to demolish the West Wing of the Central Government Offices in Central and sell it to the private sector  
 Weighted (n=471)  
 Unweighted (n=466)

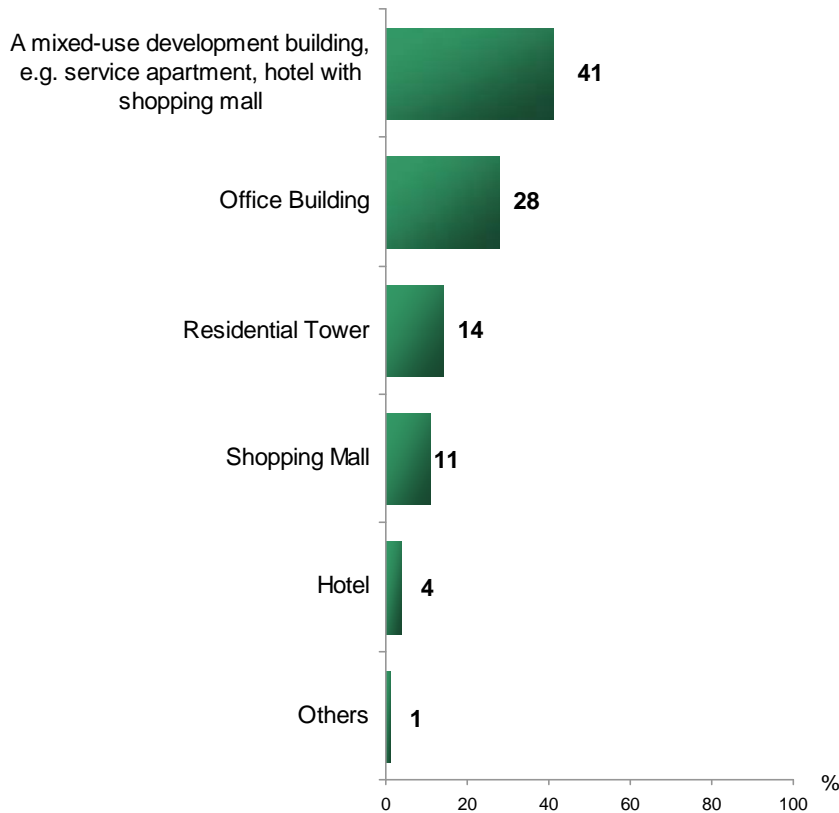


Base: All respondents who disagree with the government's plan to demolish the West Wing of the Central Government Offices in Central and sell it to the private sector  
 Weighted (n=305)  
 Unweighted (n=312)



Which of the following uses would serve the community's interest the best?

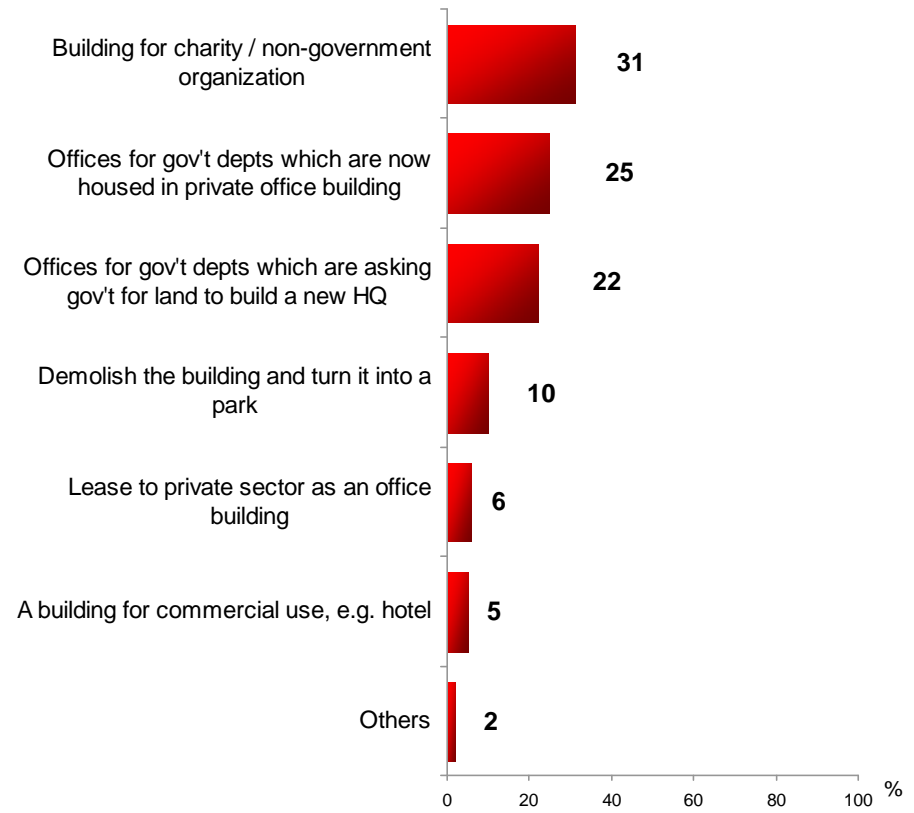
Those who agree with demolishing the West Wing of the Central Gov't Offices & sell it to the private sector



Base: All respondents who agree with the government's plan to demolish the West Wing of the Central Government Offices in Central and sell it to the private sector  
Weighted (n=471)  
Unweighted (n=466)



Those who disagree with demolishing the West Wing of the Central Gov't Offices & sell it to the private sector



Base: All respondents who disagree with the government's plan to demolish the West Wing of the Central Government Offices in Central and sell it to the private sector  
Weighted (n=305)  
Unweighted (n=312)

# Appendix

## Overview of Methodology



# Methodology

Interviewing approach	Computer-Assisted Web Interviewing
Fieldwork period	April 19 – May 3, 2011
Geographic coverage	Hong Kong
Average interview length	4 minutes
Total sample size	n = 1,001
Target respondents	Opinion leaders and business decision-makers aged 25+ years with average monthly household income of HKD40,000 or above.

## Business Decision Makers / Opinion Leaders

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- The sample is comprised of respondents who are:
  - Strategic business decision makers with purchase decision making responsibility on behalf of their company, or
  - Opinion leaders who have engaged in one or more of the following:
    - Been interviewed on TV, radio, or by the press
    - Had an article or paper published
    - Addressed a conference or public meeting
    - Formulated a strategic business plan
    - Worked on international business strategies
    - Taken executive decisions which affect own organisation's operations in other countries
    - Lobbied or advised members of national or local government
    - Sat on an industrial / professional committee

Thank you.



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