

**MEMORANDUM FOR MEMBERS OF THE  
ANTIQUITIES ADVISORY BOARD**

**PUBLIC OPINION SURVEY ON  
BUILT HERITAGE CONSERVATION POLICY**

**PURPOSE**

To seek Members' views on the public opinion survey on built heritage conservation policy to be conducted by the Home Affairs Bureau (HAB) and the Central Policy Unit (CPU) in April 2007.

**BACKGROUND**

2. As Members are aware, HAB organised a series of public forums in January and February to gauge the community views on the built heritage conservation policy and measures. The objective is to provide the community with an opportunity to understand and express views on our current policy and measures on built heritage conservation, before we finalise our policy review. A progress report on this round of public engagement exercise is detailed at AAB/6/2007-08. While we have gathered considerable suggestions and proposals through the public forums and other channels, we consider it useful to conduct an opinion survey through a telephone poll in order to collect views from the wider community.

**PUBLIC OPINION SURVEY**

3. The opinion survey will be jointly carried out by HAB and CPU with the Center for Communication Research, School of Journalism and Communication, Chinese University of Hong Kong, as the executive agency to provide expert support to design the questionnaire, conduct the poll, analyse the results and compile a survey report. The result of the survey will include the data of about 1,000 respondents, with a response rate of 30% – 40%. The margin of error for the estimated percentages of responses is at most  $\pm 3.1\%$  at 95% confidence.

4. Since the poll will be conducted by telephone, there is a need to draw up an appropriate questionnaire. According to past experience, an optimal questionnaire for a telephone poll should contain no more than 25 core questions. A draft questionnaire for the purpose of seeking public views on the following areas is tabled for Members' reference – fundamental principles of built heritage conservation policy; built heritage assessment criteria; ways to conserve built heritage; the costs the community prepared

to pay for built heritage conservation; and personal attributes of the data subjects. It is tentatively scheduled that the opinion poll will be conducted in early April and that results of the survey will be available in May. We shall report to the AAB in due course when the survey results are available.

### **ADVICE SOUGHT**

5. Members are invited to comment on the opinion survey and the draft questionnaire.

Home Affairs Bureau  
February 2007

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