



THE HONG KONG HOUSING AUTHORITY

Memorandum for the Building Committee

Home Ownership Scheme Blocks Public Consultation on Purchasers' Choice on Standard of Fittings and Provisions

PURPOSE

To report to Members of the result of the public consultation on the proposed three options of purchasers' choice on standard of fittings and provisions during HOS sale; and to seek Members' **endorsement** on the implementation proposal.

BACKGROUND

2. The three choices on standard of fittings and provisions i.e. **Basic Shell Option, Standard Option and Upgraded Option**, proposed to be offered to HOS owners were discussed at the following meetings -

- (a) Building Committee (Paper No. BC 188/99) on 19 November 1999;
- (b) Home Ownership Committee (Paper No. HOC 111/99) on 9 December 1999; and
- (c) LegCo Panel on Housing on 3 January 2000.

3. The proposals were endorsed in principle and mock-up booths on the three options were installed at Wang Tau Hom Customer Service Centre (WTHCSC) for conducting public consultation.

4. Using Concord Block design as an illustration, six mock-up booths showing the kitchens and bathrooms of each Option have been installed at the ground floor entrance foyer of WTHCSC (Layout plan, schedule of fittings and provisions, and photos are indicated at **Annex 1**).

PUBLIC CONSULTATION

5. Objectives and Scope of the Questionnaire

A questionnaire (**Annex 2**) survey on the public's opinion of the three choices was carried out. The objectives and scope were -

- (a) to solicit customers' views and their level of acceptance on the proposed three choices during HOS sales;
- (b) to find out customers' preference among these choices;
- (c) to gauge customers' level of satisfaction towards the standard of fittings and provisions of each Option as shown in the mock-up booths; and
- (d) to find out customers' views on the extent of choices in fittings being offered. These include preference on colour scheme, design and finishes of doorsets, and customers' views on show flats for each HOS court.

6. Fieldwork and Data Collection Method

- (a) Face-to-face interviewing method was employed for this study. Interviewers were stationed at the booths to escort and brief visitors on details of the options. Material boards were used to assist visitors in questions relating to preference on colour and types of doorsets. The visitors were then invited to participate in the questionnaire survey.
- (b) The fieldwork was conducted between 15 January 2000 to 25 February 2000 (6 weeks). A total of 672 interviews were achieved.

7. Survey Findings

The executive summary on the opinion survey are attached at **Annex 3**. A copy of the full report is available from the Committees' Secretary upon request. A summary of the findings is as follows -

	Ref.		Survey Result
Selection Criteria of HOS Court	Q1	When selecting a HOS court, location is the prime considering factor.	89%
Choices of Standard of Fittings & Provisions	Q7	Respondents welcomed the proposal of having three different choices in standard of fittings and provisions during HOS sale i.e. Basic Shell, Standard and Upgraded Options	98%
	Q9	Preferred option -	
		<ul style="list-style-type: none"> • Upgraded Option without household electrical appliances (approximately \$1,370,000) 	30%
		<ul style="list-style-type: none"> • Upgraded Option with household electrical appliances (approximately \$1,385,000) 	29%
		<ul style="list-style-type: none"> • Standard Option (approximately \$1,360,000) • Basic Shell Option (approximately \$1,300,000) 	22% 19%
			59%
Choices of Colour Preference	Q23	Respondents will accept neutral colour scheme as demonstrated in the mock-up booths	87%
	Q24	Willingness to pay an extra cost for colour choice of worktop and cabinet doors (about \$4,100)	50%
Preference on Doorset Design	Q26	Preferred doorset (without upper glazed panel) and with light colour veneer finish	94%
Preference on Show Flats in Every HOS site	Q27	Preferred show flats to be constructed on every HOS site for prospective HOS buyers' viewing before selection	90%

EVALUATION & IMPLEMENTATION

8. The findings of the survey were analysed and the proposals are as detailed in the following paragraphs and **Annex 4**.

“Upgraded Option” to be Offered as the Standard Provision

9. Three choices were offered during the public consultation i.e. **Basic Shell Option, Standard Option and Upgraded Option**. Survey findings revealed that as compared with the 22% who chose the Standard Option, a large proportion of the respondents (about 59%) favoured the Upgraded Option.

10. As a continuous drive to improve design and provision standards, the current standard will be upgraded to respond to customers’ preference i.e. the **“Upgraded Option”** will be offered as the standard provision and described as **“Fully-fitted”**. There will not be separate **“Standard”** or **“Upgraded”** Options in the final choices.

FINAL CHOICES

Two Choices on Standard of Fittings and Provisions During HOS Sale

11. Following paragraph 9 above, to satisfy the diverse needs of the HOS purchasers in terms of re-decoration works, **two options** on the standard of fittings and provisions will be offered i.e. **Basic Shell Option and the “Fully-fitted” Option but without household electrical appliances** (except built-in gas hob).

Provision of Two Burner Built-in Gas Hob

12. For the **Fully-fitted Option**, although household electrical appliances will not be included in the package, a two burner built-in gas hob is to be provided to achieve an integrated worktop design.

Colour Choice on Worktop and Cabinet Doors

13. Two colour choices on worktop and cabinet doors of kitchen and bathroom are to be implemented for the **Fully-fitted Option**.

Veneer Door Finish

14. White colour paint finish component doorsets with upper glazed panels are currently provided in standard blocks. The survey findings revealed that 94% of the respondents preferred doorsets without upper glazed panel and with light colour veneer finish.

15. It is proposed to include veneer finish doors without upper glazed panels for kitchen, bathroom and bedrooms inside flats. The flat entrance door will be upgraded to veneer finish and natural finish door frames.

Display Booths for Every HOS Contract

16. Construction of show flats for every HOS contract is supported by 90% of the respondents who welcomed the proposal. This is to convey a clear message on the standards and colour scheme to the buyers before flat selection for individual projects. This will be simplified as a requirement for display booths for every HOS court, not just those implementing purchasers' choice as pilot schemes.

17. For the purchasers' choice trial schemes, display booths photos supplemented by material sample boards will be displayed at Wang Tau Hom Customer Service Centre for purchasers' viewing during HOS flat selection.

PROJECT IMPLEMENTATION

Pilot Schemes

18. It is proposed to implement the choices of Basic Shell Option and Fully-fitted Option **without** household electrical appliances on three to four selected Concord Blocks and New Cruciform Blocks (NCB) pilot contracts in the Urban and New Territories areas.

19. Out of the 59% who favoured the "Upgraded Option", 29% preferred the option with household electrical appliances. Subject to details to be worked out for the contract arrangements within the limitations of the World Trade Organisation (WTO) Government Procurement Agreement (GPA) of these appliances, a later trial project may be considered with choices on Basic Shell Option and Fully-fitted Option **with** household electrical appliances.

20. The proposed implementation date on the pilot schemes in paragraph 18 above shall be HOS projects with building contracts to be tendered out on or after **1 June 2000**. Suggested pilot projects and ----- implementation programme are at **Annex 5**.

Contractual Arrangement

21. For building contract tendering purposes for the pilot schemes, the following arrangements are proposed -

- (a) The **Fully-fitted Option** will be used as the basis for preparation of the project bills of quantities (BQ);
- (b) The **Basic Shell Option** will be allowed by contract clauses that permit substantial deletion; and
- (c) The implementation of choices must be governed by strict adherence to time clauses in the contract.

Review for Wider Implementation

22. The impact of the purchasers' choice on the tenders of the pilot schemes and the proportion of Basic Shell and Fully-fitted Options as a result of the HOS sales, will be known around October 2000 and October 2001 respectively. With the availability of the opinion survey findings on Concord Blocks and upgraded NCBs by late 2000, the extent of any re-fitting out by the owners will be reviewed and assessed. A decision will then be made on whether purchasers' choice will be more widely implemented and the timing of sales in relation to the completion dates may be re-considered.

RECOMMENDATIONS

23. Members are invited to endorse the following -

- (a) purchasers' choice of Basic Shell Option and Fully-fitted Option without household electrical appliances in paragraphs 11 and 12;
- (b) colour choice on worktop and cabinet doors in paragraph 13;

- (c) veneer door finish in paragraphs 14 and 15; and
- (d) the use of pilot schemes in paragraph 18.

24. Members are invited to note the following -

- (a) the survey findings of the public consultation at paragraphs 5, 6 and 7;
- (b) display booths will be considered as shown at paragraphs 16 and 17; and
- (c) the suggested pilot projects and implementation programme at paragraphs 19 and 20.

DISCUSSION

25. At the next meeting of the Building Committee to be held on **23 March 2000**, Members will be invited to **endorse** and **note** the recommendations at paragraphs 23 and 24 respectively. Upon endorsement by Members, approval will be sought from the Home Ownership Committee on the proposals.

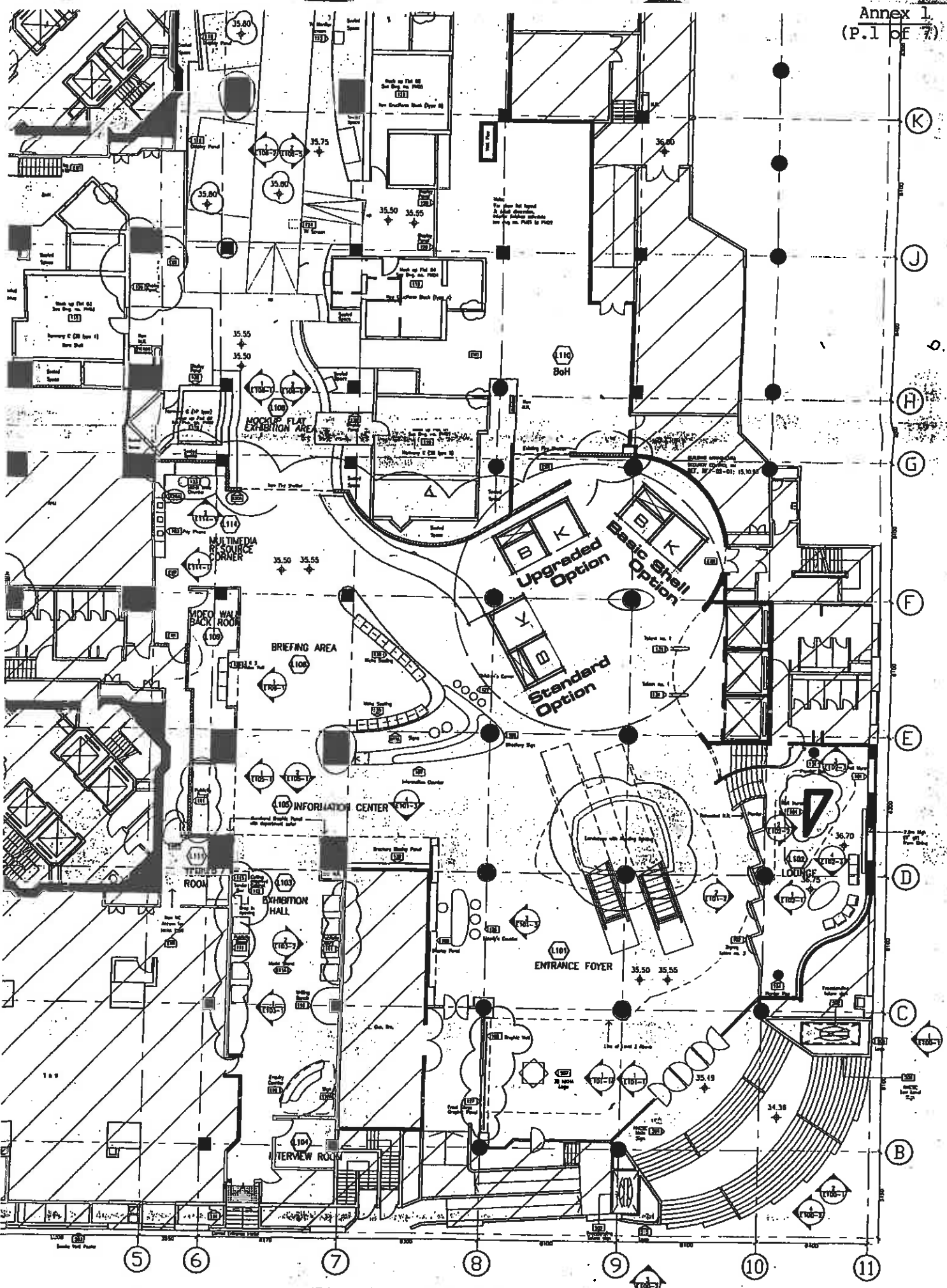
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File Ref. : HD(C)DS 323/18

Date : 21 March 2000

LIST OF ANNEXES

- Annex 1 -** Layout Plan, Schedule of Fittings and Provisions, and Photos for the Mock-up Booths at Wang Tau Hom Customer Service Centre
- Annex 2 -** Questionnaire
- Annex 3 -** Executive Summary of the Opinion Survey
- Annex 4 -** Implementation Details on the Choices
- Annex 5 -** Suggested Pilot Projects and Project Implementation Programme



'B' - Bathroom display booth
'K' - Kitchen display booth

WANG TAU HOM CUSTOMER SERVICE CENTRE

Public Consultation

Home Ownership Scheme Blocks Purchasers' Choice on Standard of Fittings and Provisions

BASIC SHELL OPTION

Description

- Only the minimum fittings which are the prescriptive requirements fit for habitation under the building regulations are to be provided under this option.
- This may be welcomed by owners who are ready to spend money to carry out extensive re-decoration works to suit their own taste.

Proposed Standard of Fittings and Provisions

■ Kitchen

- No finishes on wall, floor and ceiling. Owner's future decoration and tiling work to be put on top.
- Wall is to have 1.2m high water resistant surface.
- Sink unit with water tap and drainage outlet provided.
- Gas water heater, sockets provided.

■ Bathroom

- No finishes on wall, floor and ceiling. Owner's future decoration and tiling work to be put on top.
- Wall is to have 1.8m high water resistant surface.
- Water closet, wash basins, and cold and hot water taps provided.
- Gas water heater provided.

■ Living Room / Dining Room / Bedrooms

- Wall and ceiling with plaster or skim coat.
- Floor with power float or steel trowel finish on concrete.
- No partitions or doors for bedrooms.
- Sockets , switches, lighting points, air conditioning power points, door phone, CCTV etc. provided.

STANDARD OPTION

Description

- This option is to use a single HOS standard based on the Concord Block standard for the fittings and provisions inside the flats for all HOS block types, irrespective of whether they are the Harmony Blocks, NCB or Concord Blocks.

Proposed Standard of Fittings and Provisions

■ Kitchen

- Wall with 200x200mm ceramic tiles to ceiling.
- Floor with 300x300mm non-slip homogeneous tiles.
- Ceiling with plastic emulsion paint on 10mm cement lime plaster on concrete.
- Kitchen cabinets with polymer stone worktop and stainless steel double bowl sink with cold and hot water tap.
- Gas water heater, sockets provided.

■ Bathroom

- Wall with 300x300mm ceramic tiles to ceiling.
- Floor with 300x300mm non-slip homogeneous tiles.
- Ceiling with plastic emulsion paint on 10mm cement lime plaster on concrete.
- Polymer stone vanity top with cold and hot water taps and floor cabinet unit.
- Sanitary fittings and accessories including water closet, bath tub, wash basin, soap holder, paper holder and mirror.
- Gas water heater provided.

■ Living Room / Dinning Room / Bedrooms

- Wall and ceiling with plaster or skim coat.
- Floor with power float or steel trowel finish on concrete.
- Partitions and doors for bedrooms provided.
- Sockets , switches, lighting points, air conditioning power points, door phone, CCTV etc. provided.

UPGRADED OPTION

Description

- Using the Standard Option as the basis, the cabinets, sink unit and worktop designs to accommodate washing machine and gas stove in kitchen and bathroom are upgraded.
- The provision of household electrical appliances is also under review.

Proposed Standard of Fittings and Provisions

■ Kitchen

As compared with Standard Option, the following upgraded or additional fittings and provisions are provided:

- Upgraded kitchen cabinets, light fittings and polymer stone double bowl sink.
- Refrigerator, washing machine, gas stove, cooker hood, microwave oven.

■ Bathroom

As compared with Standard Option, the following upgraded or additional fittings and provisions are provided:

- Upgraded floor cabinet unit
- Light fittings mounted on mirror provided.

■ Living Room / Dinning Room / Bedroom

The fittings and provisions are same as the Standard Option.

Purchasers' Choice on Standard of Fittings and Provisions



The concept of "Basic Shell" is to reduce the fitting-out of the flats to the minimum prescribed standards under the Building Regulations by the omission of the non-essential fittings such as bathtubs, countertops, cabinets, cooking benches and rails etc, and internal finishes to living and bedrooms, kitchen and bathrooms to allow the owners to freely fit out their flats.

This option may be welcomed by owners who are ready to spend money to carry out extensive re-decoration works especially during an economic upturn.

High likelihood of disposing the minimum soil and waste fittings which results in wastage.



BASIC SHELL OPTION

Purchasers' Choice on Standard of Fittings and Provisions



- A single HOS standard based on the Concord Block will be used for all HOS block types.
- Colour choice on worktop and cabinet doors of kitchen and bathroom is to be implemented in the Standard Option.



STANDARD OPTION

Purchasers' Choice on Standard of Fittings and Provisions



- An upgraded option of the kitchen (but not bathroom) as compared to the current standard of fittings is proposed.
- This option includes the provision of built-in gas hob.
- Colour choice on worktop and cabinet doors of kitchen and bathroom is to be implemented in the Upgraded Option.



UPGRADED OPTION

Home Ownership Scheme Blocks
Purchasers' Choice on Standard of Fittings and Provisions

Public Consultation

Background

There are currently three types of standard Home Ownership Scheme (HOS) Block designs, the Harmony Blocks, New Cruciform Blocks (NCB) and Concord Blocks, which are listed in the ascending order of standard of design, fittings and provisions, construction costs and sales prices.

Regular opinion surveys conducted in recent years reviewed that there are increasing expectations from the HOS purchasers. To meet more closely customers' needs, the Housing Authority is considering to unify the HOS standard of fittings and provisions for all block types and to provide three choices to the purchasers during HOS sale i.e. Basic Shell Option, Standard Option and Upgraded Option.

The purpose of this questionnaire is to solicit customers' views on the proposed three packages of choices in HOS flats.

(Please tick '✓' at the appropriate answer)

I. SELECTION OF HOS COURT

1. When you select a HOS court, which of the following factors will you consider? (Please select three choices in the order of priority)

- A. Location of the HOS court
- B. Sales price
- C. Affordability
- D. Block type (Harmony Block, New Cruciform Block, Concord Block)
- E. Flat area
- F. Internal partitioning, standard of fittings and provisions in kitchens and bathrooms

<u>Choice</u>
1st
2nd
3rd

2. If the answer of Question '1' includes 'A', will you choose a flat in a Harmony Block because of its prime urban area location i.e. block type is not considered to be a prime factor.

- A. Yes. But not planning to carry out extensive re-decoration work, including kitchens and bathrooms
- B. Yes. Will carry out extensive re-decoration work, including kitchens and bathrooms
- C. No

II. DECORATION PREFERENCE

3. When you select a HOS court, do you have any plan to carry out extensive re-decoration work after you move in?

- A. Yes (Please go to Question 4)
- B. No
- C. Depends. If the standard of fittings and provisions in kitchens and bathrooms are fully-fitted, will not consider to carry out any extensive re-decoration work

4. Reasons:-

- A. The general impression of HOS is not good. Therefore, does not have high expectation.
- B. The standard in HOS is not high, cannot meet customers' needs.
- C. Would like to have a flat with a unique design to satisfy individual preference
- D. Reserve adequate cash for re-decoration work
- E. HOS flat prices are cheaper than private development, therefore have adequate cash for re-decoration work
- F. HOS flats are to be self-occupied for two years to five years before re-sale is permitted either to second HOS market or open market. Worth investing on re-decoration work.
- G. Favourable mortgage term and decoration loan offered by banks
- H. Relatives and friends engage in design and construction works

5. If you have to re-decorate your flat, which area would you like to make alteration? (may choose more than one answer)
- A. Kitchen
 - B. Bathroom
 - C. Bedroom, living and dining room partitioning
6. Will you spend money for re-decoration work simply because of the colour scheme provided in the HOS flat particular in kitchen and bathroom, is not satisfactory?
- A. Yes
 - B. No
 - C. Depends. Will consider to re-decorate the flat if the colour scheme is too strong.

III. CHOICES ON STANDARD OF FITTINGS & PROVISIONS

7. Housing Authority is proposing to offer three choices in standard of fittings and provisions for HOS flats during HOS sales i.e. Basic Shell Option, Standard Option and Upgraded Option i.e. the three choices shown in the mock-up booths. Do you welcome this proposal?
- A. Yes
 - B. No. Reasons _____
 - C. No comment
8. Will the quality and origin of country of the household electrical appliances affect your decision on the choice of Standard Option or Upgraded Option?
- A. Yes, will affect
 - B. No, will not affect

9. Using a 2-Bedroom 'Concord' flat located in the urban area as an example, and with the following different sales price, which option will you choose?
- A. **Basic Shell Option**
(Please go to Part IV and answer Questions 11 to 15)
(approximately \$1,300,000)
 - B. **Standard Option**
(Please go to Part V and answer Questions 16 to 18)
(approximately \$1,360,000) (A) + \$60,000
 - C. **Upgraded Option without household electrical appliances**
(Please go to Part VI and answer Questions 19, 21 to 22)
(approximately \$1,370,000) (B) + \$10,000
 - D. **Upgraded Option with household electrical appliances**
(Please go to Part VI and answer Questions 20 to 22)
(approximately \$1,385,000) (C) + \$15,000

10. If the "Upgraded Option with household electrical appliances" is \$1,385,000, what are the reasonable prices for the following options :-

- A. Basic Shell Option : \$ _____
- B. Standard Option : \$ _____
- C. Upgraded Option without household electrical appliances : \$ _____

IV. BASIC SHELL OPTION

11. Reasons for choosing Basic Shell Option (may choose more than one answer)
- A. Both the Standard Option and Upgraded Option cannot meet individual's taste. Prefer to carry out decoration work by the owners
 - B. Cheaper sales price
 - C. Will carry out extensive re-decoration work irrespective of the standard and design being provided
 - D. Can freely partition the flat and freely choose the materials in accordance with the family's needs
 - E. Others (Please specify : _____)

12. With reference to the mock-up booths, are you satisfied with the standard of fittings and provisions being provided?

A. Yes

B. No. Reasons _____(Please go to Question 13)

13. Which area would you like to improve? (may choose more than one answer)

A. Kitchen. (Please specify: _____)

B. Bathroom. (Please specify: _____)

14. The basic fittings are provided to comply with the statutory building regulations. After move-in, will you remove these basic provisions such as water closet, basin and sink unit?

A. Yes. Very difficult to suit future decoration design

B. No. Will retain these fittings and consider how to suit the future decoration design

15(a). How much money are you planning to spend for the decoration work for kitchen and bathroom only?

\$ _____

15(b). How much money are you planning to spend for the decoration work for the whole flat?

\$ _____

V. STANDARD OPTION

16. Reasons for choosing Standard Option (may choose more than one answer)

- A. Satisfy with the fully-fitted provisions
- B. Do not want to spend extra money
- C. Uncertain about the origin of country and quality of the electrical household appliances
- D. Can have a free choice on these electrical household appliances
- E. Others (Please specify : _____)

17. With reference to the mock-up booths, are you satisfied with the standard of fittings and provisions being provided?

- A. Yes (Please go to Part VII)
- B. No (Please go to Question 18)

18. What are the reasons? Which area would you like to improve?

	Reason	Improved Items
A. Kitchen		
B. Bathroom		

VI. UPGRADED OPTION

19. Why do you choose Upgraded Option without household electrical appliances?

Reasons : _____

20. Why do you choose Upgraded Option with household electrical appliances?

Reasons : _____

21. With reference to the mock-up booths, are you satisfied with the standard of fittings and provisions being provided?
- A. Yes (Please go to Part VII)
 B. No (Please go to Question 22)

22. What are the reasons? Which area would you like to improve?

	Reason	Improved Items
A. Kitchen		
B. Bathroom		

VII. COLOUR PREFERENCE

23. If the colour scheme provided is similar to the kitchen and bathroom at the mock-up booths i.e. use of neutral colour. Will you accept?
- A. Will accept
 B. Will not accept
 C. No comment
24. Are you willing to pay additional sales price for the colour choice of cabinet door and worktop?
- A. Yes (Please go to Question 25)
 B. No (Please go to Part VIII)
 C. No comment (Please go to Part VIII)
25. How much more are you willing to pay for the colour choice?

\$ _____

VIII. DOORSET DESIGNS

26. Which of the following doorset design would you prefer?

- A. The current design. With upper glazed panel and white colour painted door
- B. Improved design. Without upper glazed panel and light colour veneer finish door
- C. No preference

IX. SHOW FLATS

27. It is suggested that show flats for every HOS Court to be constructed on each HOS site for prospective HOS buyers' viewing before selection. This is to convey a clear message on the colour scheme and the standards to the buyers before flat selection. Do you welcome this proposal?

- A. Yes
- B. No. Reasons _____
- C. No comment

X. FAMILY DATA

28. Which of the following sector do you come from:

- A. Private flat
- B. Public flat
- C. Flats affected by redevelopment / clearance
- D. Interim housing / Temporary Housing Area
- E. Others (Please specify : _____)

29. Number of household members: _____

30. Age group:

- A. 18 - 30
- B. 31 - 40
- C. 41 - 50
- D. 51 - 60
- E. 61 or over

31. Monthly household income:

- A. Below \$15,000
- B. \$15,000 - \$20,000
- C. \$20,001 - \$30,000
- D. \$30,001 - \$40,000
- E. \$40,001 - \$45,000
- F. \$45,001 or over

Thank you

-- The End --

居屋大廈在裝置及設備標準方面 為購樓者提供的選擇

意見調查問卷

背景

現時標準居屋大廈的設計有三種，按設計標準、裝置及設備、建築成本及售價的漸進次序排列，分別是和諧式大廈、新十字型大廈及康和式大廈。

房署近年定期進行的意見調查顯示，居屋購樓者對居屋的要求日漸提高。我們已根據調查結果，定期修改居屋大廈的設計。為了更切合顧客的需要，房委會正考慮劃一各類型居屋大廈的裝置及設備標準，並為購樓者提供三個選擇；即基本設備方案、標準設備方案及精裝設備方案。

這問卷旨在調查顧客對建議所提供的裝置設備選擇的意見。

「請在適合的方格內劃上『✓』」

I. 選購居屋

(一) 在選擇居屋屋苑時，你會考慮以下哪些因素：—
(可選擇三個因素並排序)

1. 屋苑的位置和地點
2. 售價
3. 供款負擔能力
4. 大廈類型（和諧式、新十字型、康和式）
5. 單位面積
6. 室內、廚房和浴房的裝置及設備標準

	答案
首選	_____
次選	_____
三選	_____

(二) 假如問題（一）的答案包括『1』，請問：會否因為某屋苑的位置理想和優越（例如市區單位），而不考慮該屋苑是屬於什麼大廈類型；即可能會選擇較低檔的和諧式大廈。

1. 會。 但不會進行大規模裝修，包括廚房及浴室
2. 會。 但會進行大規模裝修，包括廚房及浴室
3. 不會

II. 裝修取向

(三) 在選購居屋時，會否考慮將來搬入單位後，進行大規模的裝修工程？

1. 會。 (續問問題四)
2. 不會
3. 視乎情況，假如廚房和浴室設備完善，則不會進行大規模裝修

(四) 原因：-

1. 對居屋印象不佳，沒有多大期望
2. 居屋的設備水準不高，不能滿足業主的需要
3. 希望擁有一個與別不同的獨特單位，滿足個人喜好
4. 已預留充裕的裝修資金
5. 居屋價錢較私人物業平宜，因此有充裕的裝修資金
6. 居屋單位必須自住上二年至五年，才可將單位分別在第二市場及公開市場發售，值得投資更多金錢裝修單位
7. 可利用銀行所提供的優惠按揭條款及「裝修貸款」計劃
8. 有親友從事設計或建築行業

(五) 假如你將單位裝修，請問最希望更改那一部份？(可選擇多過一個答案)

1. 廚房
2. 浴室
3. 房間和客、飯廳的間隔

(六) 會否因為單位內所提供的顏色配搭不理想，尤其是廚房和浴室，而花金錢進行裝修？

1. 會
2. 不會
3. 視乎情況。如果顏色配搭誇張，則考慮進行裝修

III. 裝置設備選擇

(七) 房委會有意為業主在選購居屋時，提供三個室內裝置設備選擇。即基本設備方案、標準設備方案及精裝設備方案；亦即係現時你睇嘅三種示範設計。你是否歡迎這建議？

1. 是
2. 否。原因：_____
3. 無意見

(八) 你會否因為家庭電器產品的質素和產地來源，影響你選擇「標準設備」方案或「精裝設備」方案？

1. 會
2. 不會

(九) 以一個位於市區的康和式兩房單位，及以三種示範設計的如下售價，你會選擇哪一個設備方案？

1. 基本設備方案（續問第IV部份問題十一至十五）
（約\$1,300,000）
2. 標準設備方案（續問第V部份問題十六至十八）
（約\$1,360,000）（1）+\$60,000
3. 精裝設備方案，不送家庭電器
（續問第VI部份問題十九,二十一至二十二）
（約\$1,370,000）（2）+\$10,000
4. 精裝設備方案，隨樓附送家庭電器
（續問第VI部份問題二十至二十二）
（約\$1,385,000）（3）+\$15,000

(十) 如果隨樓附送家庭電器的精裝設備方案是1,385,000元，以下的設備方案，你認為幾多錢才是合理價錢？

1. 基本設備方案：_____ 元
2. 標準設備方案：_____ 元
3. 精裝設備方案，不送家庭電器：_____ 元

IV. 選擇基本設備方案

(十一) 點解你揀基本設備方案呢？(可選擇多過一個答案)

1. 標準及精裝設備方案未符合個人品味，寧選擇個別裝修
2. 樓價較平
3. 無論提供任何設計，均會進行大規模裝修工程
4. 可隨家庭需要，自由間隔及選擇室內用料
5. 其他 (請註明：_____)

(十二) 就模擬廚房及浴室而言，你對這方案所提供的設備標準，是否覺得滿意及足夠？

1. 是
2. 否。原因 _____
_____ (續問問題十三)

(十三) 那一部份需要改善？(可選擇多過一個答案)

1. 廚房。請註明 _____
2. 浴室。請註明 _____

(十四) 這個方案須裝置建築物規例規定的最基本設備。入伙後，你會否連現有的基本設備，如坐鏢、洗手盆、盆等也棄丟？

1. 會。 因為很難配合將來的裝修計設
2. 不會。 將予保留，考慮如何配合將來的裝修設計

(十五甲) 你預算用幾多錢裝修廚房和浴室？

_____ 元

(十五乙) 以整個單位計算，你預算花費多少裝修費用：-

_____ 元

V. 選擇標準設備方案

(十六) 點解你揀標準設備方案呢？(可選擇多過一個答案)

1. 設備已齊全、理想
2. 不欲多付額外的樓價
3. 擔心家庭電器產地來源的問題
4. 可自由選擇家庭電器
5. 其他 (請註明: _____)

(十七) 就模擬廚房及浴室而言，你對這方案所提供的設備標準，是否覺得滿意及足夠？

1. 是。(跳問第VII部份)
2. 否。(續問問題十八)

(十八) 甚麼原因呢？同有甚麼地方要改善呢？

	原因	改善的地方
1. 廚房		
2. 浴室		

VI. 選擇精裝設備方案

(十九) 點解你會揀不需要家庭電器的精裝設備方案呢？

原因：_____

(二十) 點解你會揀隨樓附送家庭電器的精裝設備方案呢？

原因：_____

(二十一) 就模擬廚房及浴室而言，你對這方案所提供的設備標準，是否覺得滿意及足夠？

- A. 是。 (跳問第VII部份)
B. 否。 (續問問題二十二)

(二十二) 甚麼原因呢？同有甚麼地方要改善呢？

	原因	改善的地方
1. 廚房		
2. 浴室		

VII. 顏色取向

(二十三) 假如廚房和浴室的顏色配搭好似你現在所見的示範設計，採用柔和雅潔的顏色；你會不會接受？

1. 接受
2. 不接受
3. 無意見

(二十四) 假如你可選擇加錢而揀選廚櫃、浴室地櫃櫃門和工作枱面嘅顏色，你會唔會選擇？

1. 會 (續問問題二十五)
2. 不會 (跳問第VIII部份)
3. 無意見 (跳問第VIII部份)

(二十五) 你最多願意加幾多錢來揀選顏色配搭？

_____ 元

VIII. 木門樣式

(二十六) 你會選擇圖示那一款的木門樣式？

1. 現有設計，門頂裝有玻璃的白色漆油門
2. 改良設計，門頂沒有玻璃的淺色木皮門
3. 無所謂。沒有特別喜好

IX. 示範單位

(二十七) 有建議在每個屋苑地盤都蓋建示範單位，以便居屋準買家可以在購樓前前往參觀，更清楚了解日後所提供的裝置設備標準和顏色配搭。你是否贊成這建議？

1. 是
2. 否。原因： _____

3. 無意見

X. 家庭資料

(二十八) 閣下家庭來自：

1. 私人住宅
2. 公屋住戶
3. 重建 / 受清拆影響住戶
4. 中轉房屋 / 臨時房屋區住戶
5. 其他 (請註明：_____)

(二十九) 家庭成員人數

_____ 人

(三十) 閣下之年齡為：

1. 18 - 30
2. 31 - 40
3. 41 - 50
4. 51 - 60
5. 61或以上

(三十一) 每月之家庭總收入約為：

1. \$15,000以下
2. \$15,000 - \$20,000
3. \$20,001 - \$30,000
4. \$30,001 - \$40,000
5. \$40,001 - \$45,000
6. \$45,001或以上

多謝你的寶貴意見

-- 完 --



Executive Summary

Q.1&Q.2 Selection criteria of HOS court

The vast majority (89%) of respondents perceived that location of the HOS court was an important criterion in choosing the HOS court.

In addition, among those who perceived location of HOS court to be a prime factor, 60% of them would accept lower class design because of its prime urban area location.

Q.3 - Q.5 Decoration preference

Regarding the decoration preference, half of the respondents would make decision depending on the situation after they moved in. If the standard of fittings and provisions in kitchens and bathrooms were fully-fitted, they would not consider to carry out any extensive re-decoration work.

On the other hand, 28% of the respondents would not consider to carry out extensive re-decoration work while the remaining 22% would consider to do so.

The major cited reasons for conducting extensive re-decoration work were:

- They would like to have a flat with a unique design;
- The standard of HOS was not high, could not meet their expectation; and
- The general impression on HOS was not good.

Half of the respondents (50%) would alter bedroom, living and dining room partitioning while 48% of them would alter kitchen. Relatively smaller percentage of respondents (27%) would alter bathroom.

Q.7 - Q.10 Choices of standard of fittings & provisions

Almost all respondents (98%) welcomed the proposal of having three different choices in standard of fittings and provisions for HOS during sale. The most preferred option was the upgraded option without household electrical appliances (30% preferred), followed by upgraded option with household electrical appliances (29%), standard option (22%) and basic shell option (19%).

If the prices for upgraded option with household electrical appliances were HK\$1,385,000, the average perceived price for these options were:

- Upgraded option without household electrical appliances (HK\$1,359,000)
 - Standard option (HK\$1,339,000)
 - Basic shell option (HK\$1,263,000)
-

Continued on next page



Q. 23 – Q.25
Choices of
colour
preference

Among all respondents who preferred the standard or the upgraded options, they were asked to indicate whether:

- They accepted the neutral colour
- They were willing to pay extra money for colour choice
- The amount of money they would pay

Regarding the choices of colour preference, the following points were noteworthy:

1. Over 87% of these respondents would accept the neutral colour;
 2. About half of the respondents claimed that they were willing to pay extra cost for the colour preference; and
 3. The average price that they were willing to pay was around HK\$4,100.
-

Q. 26
Preference on
doorset designs

Overall speaking, 94% of the respondents preferred improved design which was without upper glazed panel and light colour veneer finish door.

Q. 27
Preference on
show flats be
constructed in
HOS site

Majority (90%) of the respondents preferred to construct the show flats in the respective construction site. Among those who did not prefer, the major cited reason was “inconvenience”.

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Purchasers' Choice on Standard of Fittings and Provisions

Package

BASIC SHELL OPTION



Paint door finish

FULLY-FITTED OPTION



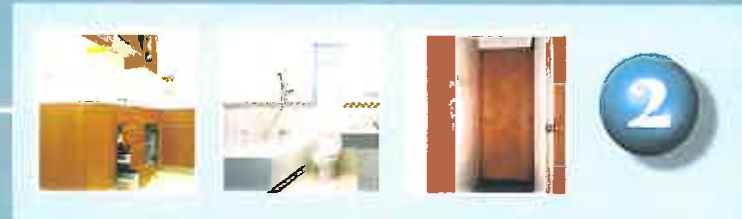
KITCHEN

Upgraded provisions as compared with the current standard



BATHROOM

Cabinet doors upgraded as compared with the current standard



2 COLOUR CHOICES

colour choice on worktop and cabinet doors in kitchen & bathroom



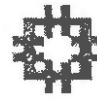
Veneer door finish

(no colour choice on doors)



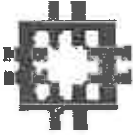
**Home Ownership Scheme Blocks
Purchasers' Choice on Standard of Fittings and Provisions
Suggested Pilot Projects**

	<u>Project</u>	<u>Block Type</u>	<u>Tentative Building Tender Out Date</u>
a.	Tai Wo Hau Phase 6	Concord 1 Blocks	6/2000
b.	North West Kowloon Reclamation (NWKR) Site 10 Phase 1	New Cruciform Blocks	8/2000
c.	East Harbour Crossing (EHC) Site Phase 1	New Cruciform Blocks	9/2000



17 March, 2000

H000105 Survey on the Preference of Standard Fittings and Provisions for HOS Blocks (report)
Helen Lok/ Timothy Yam/ Jenny Pang



Survey on the Preference of Standard Fittings and Provisions for HOS Blocks – Report

Hong Kong Housing Authority

Table of Contents

Research Needs Assessment.....	2
Research Design	3
Executive Summary	4
Detailed Findings	
– Selection of HOS Court.....	6
– Decoration Preference	7
– Choices on Standard of Fittings & Provisions	9
– Basic Shell Option.....	11
– Standard Option.....	15
– Upgraded Option	17
– Colour Preference.....	19
– Others.....	20
– Respondents profile	21
Appendix A: Charts	
Appendix B: Questionnaire	

Statement of Professional Commitment

ACNielsen certifies that the information contained in this report has been compiled in accordance with sound market research methodologies developed by, or for, ACNielsen. ACNielsen believes that this report represents a fair, accurate and comprehensive analysis of the information collected, with all sampled information subject to normal statistical variance.





Research Needs Assessment

Research Objectives

There are currently three types of standard Home Ownership Scheme (HOS) block design, the Harmony block, New Cruciform block (NCB) and Concord block, which are listed in the ascending order of standard of design fittings and provisions, construction costs and sales prices.

Regular opinion surveys conducted in recent years reviewed that there are increasing expectations from the HOS purchasers. To meet more closely customers' needs, the Hong Kong Housing Authority (HKHA) is considering unify the HOS standard of fittings and provisions for all block types and to provide three choices to the purchasers during HOS sale as follows:

- Basic Shell Option
- Standard Option; and
- Upgraded Option.

In this light, the HKHA has set up mock-up booths at the Wang Tau Hom Customer Service Centre to gauge customers' opinions on the proposed three packages of choices in HOS flats. The document contains the research findings on this survey.

Continued on next page



Research Design

Data Collection Method	Face-to-face interviewing method was employed for this study. Interviewers were stationed at the booths to escort and explain to the visitors about the information at the booths. The visitors were then invited to participate in the survey regarding their opinions on the proposed three packages of choices in HOS flats.
Target Respondents	The target respondents of this survey were visitors visiting the customer service centre aged over 18 years old.
Sample achieved	A total of 672 interviews were achieved.
Fieldwork period	The fieldwork was conducted between 15 January to 25 February 2000.

Continued on next page



Executive Summary

Q.1&Q.2 Selection criteria of HOS court

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Q.3 - Q.5 Decoration preference

Regarding the decoration preference, half of the respondents would make decision depending on the situation after they moved in. If the standard of fittings and provisions in kitchens and bathrooms were fully-fitted, they would not consider to carry out any extensive re-decoration work.

On the other hand, 28% of the respondents would not consider to carry out extensive re-decoration work while the remaining 22% would consider to do so.

The major cited reasons for conducting extensive re-decoration work were:

- They would like to have a flat with a unique design;
- The standard of HOS was not high, could not meet their expectation; and
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Half of the respondents (50%) would alter bedroom, living and dining room partitioning while 48% of them would alter kitchen. Relatively smaller percentage of respondents (27%) would alter bathroom.

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Almost all respondents (98%) welcomed the proposal of having three different choices in standard of fittings and provisions for HOS during sale. The most preferred option was the upgraded option without household electrical appliances (30% preferred), followed by upgraded option with household electrical appliances (29%), standard option (22%) and basic shell option (19%).

If the prices for upgraded option with household electrical appliances were HK\$1,385,000, the average perceived price for these options were:

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colour
preference

Among all respondents who preferred the standard or the upgraded options, they were asked to indicate whether:

- They accepted the neutral colour
- They were willing to pay extra money for colour choice
- The amount of money they would pay

Regarding the choices of colour preference, the following points were noteworthy:

1. Over 87% of these respondents would accept the neutral colour;
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3. The average price that they were willing to pay was around HK\$4,100.

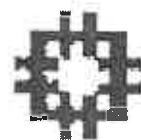
Q. 26
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Overall speaking, 94% of the respondents preferred improved design which was without upper glazed panel and light colour veneer finish door.

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Preference on
show flats be
constructed in
HOS site

Majority (90%) of the respondents preferred to construct the show flats in the respective construction site. Among those who did not prefer, the major cited reason was “inconvenience”.

Continued on next page



Detailed Findings – Selection of HOS Court

Q.1 Factors influencing their choice

Regarding the selection criteria for HOS court, the respondents were asked to indicate three factors in influencing their choice of HOS court in the order of priority.

The vast majority of respondents (89%) perceived that location of the HOS court was one of the three important factors in influencing their choice, followed by sales price (73%) and affordability (45%).

Regarding the most important factor, location was also rated as the most important factor in affecting their choice.

(Chart 1)

When further analysed the results by different types of housing, relatively higher percentage of respondents currently living in private sector rated flat area as important factor than those living in public sector.

Regarding different choices of standard fittings and provisions, relatively higher percentage of respondents who preferred basic shell option rated flat area as important factor than those who preferred other options whereas higher percentage of respondents who preferred standard option rated affordability as important factor.

In addition, households with different household income or different number of household members tended to have similar opinions.

(Chart 2-3)

Q.2 Whether they would accept lower class block design because of its prime urban area location

If location of the HOS court was rated to be a prime factor, the respondents were then asked to indicate whether they would accept lower class block design (e.g. Harmony block design) because of its prime urban area location.

Among all those who rated location of HOS court to be a prime factor, 60% of them (33% did not plan to carry out and 27% planned to carry out extensive re-decoration work) would accept lower class block design because of its prime urban area location.

(Chart 4-5)

Continued on next page



Detailed Findings – Decoration Preference

Q.3 Whether they have any plan to carry out extensive re-decoration work

In addition to the selection criteria of HOS court, all respondents were asked whether they had any plan to carry out extensive re-decoration work after they moved in. Half of them (50%) would make decision depending on the situation. If the standard of fittings and provisions in kitchens and bathrooms were fully-fitted, they would not consider to carry out any extensive re-decoration work. For the other half, 28% would not consider to carry out extensive re-decoration work while the remaining 22% would consider to do so.

Similar opinions were observed among different groups of respondents. However, among those respondents who preferred the basic shell option, relatively higher percentage of them (41%) would consider to carry out extensive re-decoration work than those who preferred other options.

(Chart 6-7)

Q.4 Reasons for conducting extensive re-decoration after move-in

For those respondents who would carry out extensive re-decoration work, nearly three quarters (74%) of them claimed that they would like to have a unique design to satisfy individual preference. Another most cited reason was “the standard of HOS was not high to meet customers’ needs” (59%), followed by “the general impression of HOS was not good, therefore, did not have high expectations” (25%).

Reasons for carry out extensive re-decoration work after move-in	%
➤ Would like to have a flat with a unique design to satisfy individual preference	74
➤ The standard of HOS was not high to meet customers’ needs	59
➤ The general impression of HOS was not good. Therefore, did not have high expectation	25
➤ Relatives and friends engaged in design and construction work	16
➤ HOS flats are to be self-occupied for 2-5 years before resale was permitted either to second HOS market or open market. Worth investing on redecoration work	11
➤ Reserved adequate cash for redecoration work	11
➤ HOS flat prices were cheaper than private development, therefore had adequate cash for redecoration work	10
➤ Favourable mortgage term and decoration loan offered by banks	5
➤ Not suitable layout	3
<i>Base: All respondents who would carry out extensive re-decoration work</i>	<i>149</i>

Continued on next page



**Q.5
Area for
alteration**

The respondents were asked which area they would carry out the alteration if they needed to re-decorate the flat. Half of the respondents (50%) would alter bedroom, living and dining room partitioning while 48% of them would alter kitchen. Relatively smaller percentage of respondents (27%) would alter bathroom.

With regard to different types of standard fittings and provisions, higher percentage of respondents who preferred basic shell option and standard option would alter kitchen (55% for basic shell option & 50% for standard option) than those who preferred upgraded option. Conversely, higher percentage of those who preferred upgraded option would alter bedroom, living and dining room partitioning than others.

(Chart 8-10)

**Q.6
Whether they
would spend
money for re-
decoration due
to different
colour scheme**

As many as 42% of all respondents would spend money for re-decoration due to the colour scheme that they did not prefer while 35% of them would not do so.

Due to the different provisions for different options, over half of respondents (54%) who preferred basic shell option would spend money for re-decoration because of the colour scheme.

Households with different household income or different number of household members tended to have similar opinions regarding the colour scheme.

(Chart 11-12)

Continued on next page



Detailed Findings – Choices on Standard of Fittings & Provisions

**Q.7
Preference on
having the
option to
choose the
standard of
fittings**

A vast majority (98%) of respondents welcomed the proposal of having three different choices in standard of fittings and provisions for HOS flats during sale.

Among those who did not prefer to have these options, most commonly quoted reason was that the displayed at mock-up booth may be different from actual ones.

(Chart 13-14)

Reasons for not preferring to have option to choose	No. of mentions
➤ Displayed at mock-up booth was different from actual ones	4
➤ This would increase the cost of HA which would divert to consumers	1
<i>Base: All respondents who did not prefer to have the option to choose</i>	5#

Small sample base

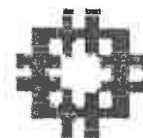
**Q.8
Whether the
quality &
origin of
electrical
appliances
would affect
choices**

In addition, the respondents were asked whether the quality and origin of the household electrical appliances would affect their choice between “standard option” and “upgraded option”. Nearly two thirds (64%) of all respondents perceived that it would affect their choices.

Relatively speaking, higher percentage of respondents with higher household income claimed that the quality and origin of electrical appliances would not affect their choices.

(Chart 15-16)

Continued on next page



**Q.9
Preferred
choices**

In order to meet the customers' needs, HKHA is considering to provide three choices to the purchasers during HOS sale. In this light, the respondents were asked to choose from the following four different types of standard and provisions:

- Basic Shell Option (approximately HK\$1,300,000)
- Standard Option (approximately HK\$1,360,000)
- Upgraded Option without household electrical appliances (approximately HK\$1,370,000)
- Upgraded Option with household electrical appliances (approximately HK\$1,385,000)

The most preferred option was the upgraded option without household electrical appliances (30% preferred), followed by upgraded option with household electrical appliances (29%), standard option (22%) and basic shell option (19%).

Relatively speaking, higher percentage of respondents living in private housing preferred upgraded option with household electrical appliances than the respondents living in public sector (36% for private housing vis-à-vis 24% for public housing).

When compared with the number of household members, households with large family size (with 4 people or more) tended to prefer basic shell option. When further analysed the results by different characteristics of the respondents, different groups of respondents tended to have similar opinions.

(Chart 17-18)

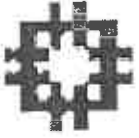
**Q.10
Perceived
prices for
different option**

In addition to the preference, the respondents were asked to state the reasonable prices for basic shell option, standard option and upgraded option without household electrical appliances if the prices for upgraded option with household electrical appliances were \$1,385,000.

On average, reasonable price for basic shell option was \$1,263,000 while the perceived price for standard option and upgraded option without household electrical appliances were \$1,339,000 and \$1,359,000 respectively.

(Chart 19-20)

Continued on next page



Detailed Findings – Basic Shell Option

Q.11
Reasons for
choosing basic
shell option

The major cited reasons for choosing the basic shell option were summarised as follows:

Reasons for choosing basic shell option	%
➤ Could freely partition the flat and freely choose the materials in accordance with the family's needs	65
➤ Both the standard option & upgraded option could not meet individual's taste. Preferred to carry out decoration work by the owners	64
➤ Would carry out extensive re-decoration work irrespective of the standard and design being provided	34
➤ Cheaper sales price	24
➤ Friends/ relatives/ myself engaged in interior design or construction works	12
➤ Poor materials provided by Housing Authority	12
➤ Poor alteration work by Housing Authority	7
<i>Base: All respondents who preferred basic shell option</i>	<i>130</i>

Continued on next page



Q.12
Whether they
were satisfied
with the
standard of
fittings and
provisions
being provided

With reference to the mock-up booth, the respondents who preferred the basic shell option were asked whether they were satisfied with the standard of fittings and provisions being provided. 82% of the respondents were satisfied with the standard of fittings and provisions provided.

(Chart 21-22)

Among those who were not satisfied, most (87%) of them mentioned on facilities provided. The major cited reasons were as follows:

Reasons for not satisfied with standard of fittings and provisions	%
Any mentions on facilities	87
➤ Existing taps were enough	17
➤ Some facilities needed to dispose because they were not suitable	17
➤ No need to provide all basic facilities	17
➤ No cabinet	9
➤ Too much facilities provided	9
➤ Dislike the exposed pipes	4
➤ Should provide more basic facilities	4
Other mentions	13
➤ Area too small	9
<i>Base: All respondents who were dissatisfied with standard of fittings and provisions of basic shell option</i>	23#

Small sample base

Continued on next page



**Q.13
Improvement
Areas**

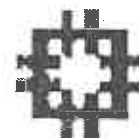
96% and 78% of the dissatisfied respondents perceived there was a need to improve the kitchen and bathroom respectively. In addition, the major cited areas for improvements were summarised as follows:

Improvement area on kitchen	%
<i>Any comments on kitchen</i>	96
Any mentions on facilities	64
➤ No need to provide any facilities	27
➤ Dislike exposed pipes	14
➤ Only provide drainage position was enough	9
➤ Only provide hot water heater was enough	9
Special mentions on kitchen	23
➤ Add cabinet	14
➤ Add working area/ cooking bench	9
Other mentions	23
➤ Working area was too small	9
➤ Prefer other methods for displaying	9
<i>No comments on kitchen</i>	4
<i>Base: All respondents who were dissatisfied with standard fittings and provisions</i>	23#

Improvement area on bathroom	%
<i>Any comments on bathroom</i>	78
Any mentions on facilities	78
➤ No need to provide any facilities	33
➤ Only provide hot water heater was enough	17
➤ Dislike exposed pipes	11
➤ Add exhaust position	11
➤ Provide drainage position was enough	6
Special mentions on bathroom	17
➤ Provide bathtub was enough	6
➤ Provide shower area/tub was enough	6
➤ Dislike water-closet pan	6
Other mentions	17
➤ Can use drawings or models	11
<i>No comments on bathroom</i>	22
<i>Base: All respondents who were dissatisfied with standard fittings and provisions</i>	23#

Small sample base

Continued on next page



Q.14
Whether they
would remove
the basic
provisions
provided

All respondents who preferred basic shell option were asked whether they would remove the basic provisions provided such as water closets, basin and sink unit. Overall speaking, three quarters (75%) of them would remove these provisions after move-in because it was very difficult to suit future decoration design. However, among households with lower household income (less than HK\$15,000), 62% would retain these fittings and considered how to suit the future decoration design.

(Chart 23-24)

Q.15
Amount of
money for re-
decoration

The respondents who preferred the basic shell option were asked to state the amount of money they planned to spend for re-decoration of kitchen and bathroom only. On average, they would spend around \$64,000. For the decoration of the whole flat, they planned to spend around \$150,000.

Respondents with different characteristics tended to use similar amount of money for re-decoration of the flat.

(Chart 25-26)

Continued on next page



Detailed Findings – Standard Option

**Q.16
Reasons for
choosing
Standard
Option**

The major cited reasons for choosing the standard option were summarised as follows:

Reasons for choosing standard option	%
➤ Can choose household electrical appliances freely	64
➤ Satisfy with the fully-fitted provisions	54
➤ Uncertain about the country of origin and quality of household electrical appliances	42
➤ Do not want to pay extra money	13
<i>Base: All respondents who preferred standard option</i>	<i>151</i>

**Q.17
Whether they
were satisfied
with standard
of fittings and
provisions**

74% of the respondents who preferred the standard option were satisfied with the standard of fittings and provisions being provided.

When further analysed the results by different subgroups, similar pattern was observed.

(Chart 27-28)

Continued on next page



Q.18
Reasons for not
satisfied/
improvement
area

Among those who felt dissatisfied, 57% of them mentioned improvements shall be made on kitchen while 77% of them suggested to improve bathroom instead. The improvement areas were summarised as follows:

Improvement areas on kitchen	%
<i>Any comments on kitchen</i>	57
➤ Disliked exposed pipes	10
➤ Should add extract fan	8
➤ Thinner cooking stove	5
➤ Height of sockets not suitable	5
➤ Should add more socket positions	5
➤ Enlarged area for putting cooking utensils	5
<i>No comments on kitchen</i>	43
<i>Base: All respondents who were dissatisfied with standard fittings & provisions on kitchen and bathroom</i>	40

Improvement areas on bathroom	%
<i>Any comments on bathroom</i>	77
➤ Changed to shower area/tub	43
➤ Should add shower door	28
➤ Should add extract fan	23
➤ Should add shelves/ cabinet on roof	8
➤ Lower the bathtub	5
<i>No comments on bathroom</i>	23
<i>Base: All respondents who were dissatisfied with standard fittings & provisions on kitchen and bathroom</i>	40

Continued on next page

Detailed Findings – Upgraded Option

Q.19
Reasons for choosing upgraded option (without electrical appliances)

The major cited reasons in choosing upgraded option without electrical appliances were summarised as follows:

Reasons in choosing upgraded option (without appliances)	%
Quality of electrical appliances provided	53
➤ Concern the origin of electrical appliances	41
➤ No guarantee on the quality of electrical appliances	25
Could choose electrical appliances freely	47
Used electrical appliances from previous flat	14
Could choose the design of electrical appliances to meet expectation	5
<i>Base : All respondents who chose upgraded option (without electrical appliances)</i>	199

Q.20
Reasons for choosing upgraded option (with electrical appliances)

Most commonly cited reason for choosing upgraded option (with electrical appliances) was that they enjoyed the advantage of needless to spare extra time for choosing and installing appliances. The reasons were summarised as follows:

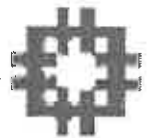
Reasons in choosing upgraded option (with appliances)	%
➤ No need to spare time for choosing and installation	32
➤ Electrical appliances provided fit the size of the flat	31
➤ Suitable price	16
➤ Enough facilities & meet requirement	16
➤ Less troublesome	11
➤ Design meet expectation	7
➤ No need to spare time for re-decoration	5
<i>Base: All respondents who chose upgraded option (with electrical appliances)</i>	192

Q.21
Whether they were satisfied with standard fittings & provisions

Overall speaking, 72% of respondents choosing upgraded option (without electrical appliances) and 69% of respondents choosing upgraded option (with electrical appliances) were satisfied with the standard of fittings and provisions provided.

(Chart 29-32)

Continued on next page



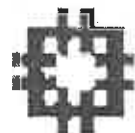
Q.22
Reasons for not satisfied/ improvement area

60% of all respondents dissatisfied with standard fittings and provisions of upgraded option mentioned improvements should be made on kitchen while 73% of them mentioned on bathroom. For those who dissatisfied with standard fittings and provisions provided for upgraded option, reasons were summarised as follows:

Improvement area on kitchen	%
<i>Any comments on kitchen</i>	60
Adding facilities in kitchen	18
➤ Should add extract fan	8
➤ Should use artificial ceiling	4
Cooking stove too high	9
Smaller cabinet	5
Changed position of stove and exhaust hood near window to facilitate ventilation	4
Used nicer hot water heater	3
Smaller hot water heater	3
Change position of cooking bench near window to facilitate exhaust hood	3
Enlarged area	3
<i>No comments on kitchen</i>	40
<i>Base: All respondents who were dissatisfied with standard fittings & provisions on kitchen and bathroom</i>	115

Improvement area on bathroom	%
<i>Any comments on bathroom</i>	73
Bathtub	37
➤ Changed to shower area/ tub	30
➤ Lower the bathtub	5
<i>Adding specific facilities in bathroom</i>	33
➤ Should add shower door	18
➤ Should add shelves/ cabinet on roof	8
➤ Should add electric socket positions	3
➤ Should add towel hanger	3
<i>Adding other facilities in bathroom</i>	14
➤ Should add extract fan	10
➤ Should use artificial ceiling	4
<i>No comments on bathroom</i>	27
<i>Base: All respondents who were dissatisfied with standard fittings & provisions on kitchen and bathroom</i>	115

Continued on next page



Detailed Findings – Colour Preference

Q.23
**Acceptance of
neutral colour**

Among all respondents who preferred the standard or the upgraded options, they were asked to indicate whether:

- They accept the neutral colour
- They were willing to pay extra money for colour choice
- The amount of money they would pay

If the colour scheme provided was similar to the kitchen and bathroom at mock-up booths (i.e. using the neutral colour), 87% of all respondents would accept it.

(Chart 33-34)

Q.24
**Whether
willing to pay
additional sales
price for colour
choice**

About half (48%) of the respondents claimed that they were willing to pay extra cost for colour choice.

Relatively speaking, respondents currently living in private flats or with higher household income would be more willing to pay the extra amount of money for the colour choice.

(Chart 35-36)

Q.25
**Amount of
money willing
to pay for
colour choice**

Those respondents who are willing to pay extra money for colour choice were asked the amount of money that they were willing to pay. On average, they were willing to pay around HK\$4,100 for colour choice.

(Chart 37)

Continued on next page



Detailed Findings – Others

Q.26
Preference on
different types
of doorset
designs

All respondents were asked on their preferences on two types of doorset designs, current design (with upper glazed panel and white colour painted door) and improved design (without upper glazed panel and light colour veneer finish door).

Overall speaking, 94% of all respondents preferred the improved design.
(Chart 38-39)

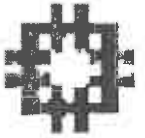
Q.27
Preference on
show flats
constructed in
HOS site

Majority (90%) of the respondents preferred to construct the show flats in the respective construction site. For those who did not prefer, the major cited reason was “inconvenience”. The following table summarised the cited reasons:

(Chart 40-41)

Reasons for not preferring to construct the show flats in HOS construction site	%
➤ Inconvenient	39
➤ Preferred to display at exhibition centre	17
➤ Dangerous at construction site	15
➤ Waste of resources, no need to spare money on building show flats	15
➤ No transportation service provided	7
➤ Dirty construction site	7
<i>Base: All respondents who did not prefer show flats in construction site</i>	46

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Detailed Findings – Respondents profile

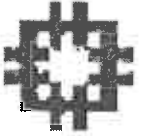
Q.28-31
Demographics

Over half (55%) of the respondents were currently living in public flat and 31% came from private flat. 73% of the respondents were with 4 household members or less.

Most of the respondents (42%) were with age at 31-40 years old and 28% were 18-30 years old.

(Chart 42)

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Appendix A: Charts

Criteria in Selecting HOS Court

	Most important %	Top 3 most important %
Location of HOS Court	49	89
Sales price	26	73
Affordability	16	45
Flat area	4	41
Block type	4	33
Internal partitioning, standard fittings & provisions in kitchen & bathroom	1	16
Others	*	*

Base : All respondents 672
* Less than 0.5%



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Chart 1



Selection Criteria (Top 3 most important) by Sub-group - I

	Types of sector				Choices of standard fittings & provisions			
	Total %	Private flat %	Public flat %	HOS %	Basic shell option %	Standard option %	Upgraded option (Without appliances) %	Upgraded option (With appliances) %
Location of HOS Court	89	88	89	91	88	84	89	92
Sales price	73	74	73	74	75	72	74	72
Affordability	45	42	48	45	45	50	44	43
Flat area	41	46	37	45	50	40	39	39
Block type	33	31	33	36	28	34	36	34
Internal partitioning, standard fittings & provisions in kitchen & bathroom	16	15	18	9	11	17	16	17
Others	*	0	1	0	0	1	0	1
Base: All respective respondents	672	211	372	74	130	151	199	192
* Less than 0.5%								



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Chart 2



Selection Criteria (Top 3 most important) by Sub-group - II

	Total %	Monthly household income					No. of H/H members	
		<\$15,000 %	\$15,000-\$20,000 %	\$20,001-\$30,000 %	\$30,001-\$40,000 %	>\$40,000 %	Less than or equal to 4 %	More than 4 %
Location of HOS Court	89	89	84	89	89	94	90	86
Sales price	73	80	67	73	77	71	73	73
Affordability	45	46	48	49	46	30	47	40
Flat area	41	37	48	38	41	42	41	41
Block type	33	30	33	31	36	42	32	38
Internal partitioning, standard fittings & provisions in kitchen & bathroom	16	17	18	17	9	15	15	17
Others	*	0	0	*	0	1	*	0
<i>Base: All respective respondents</i>	672	81	147	241	112	89	492	179
<i>* Less than 0.5%</i>								

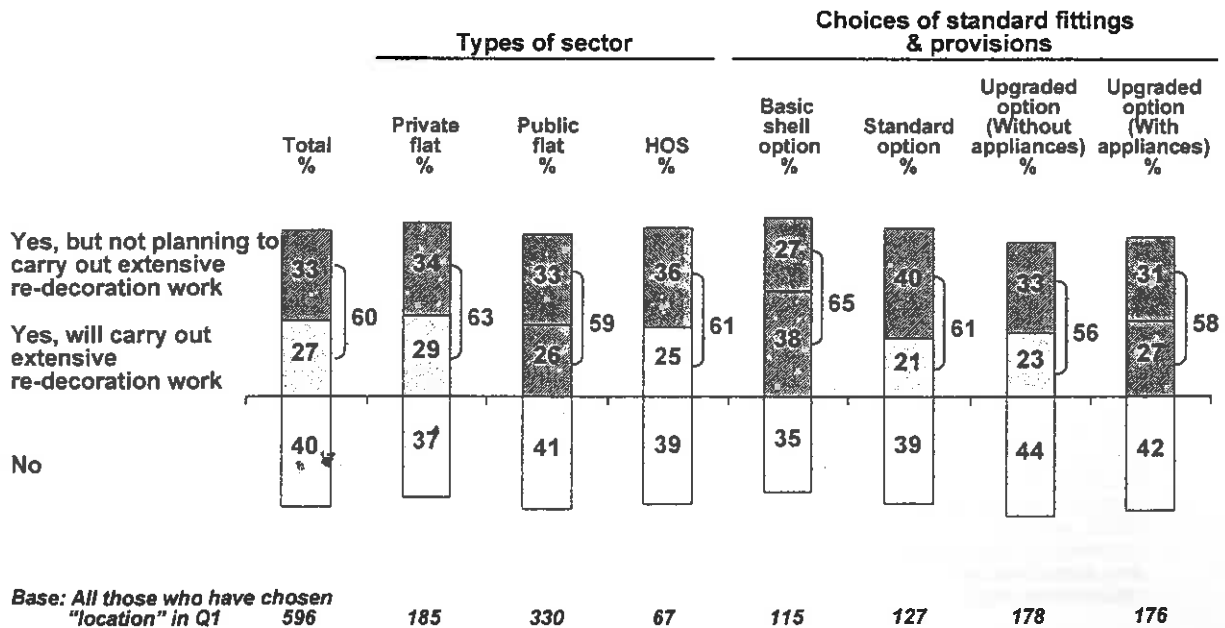


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Chart 3



Whether They Would Accept Lower Class Block Type if HOS Location was a Prime Factor - I

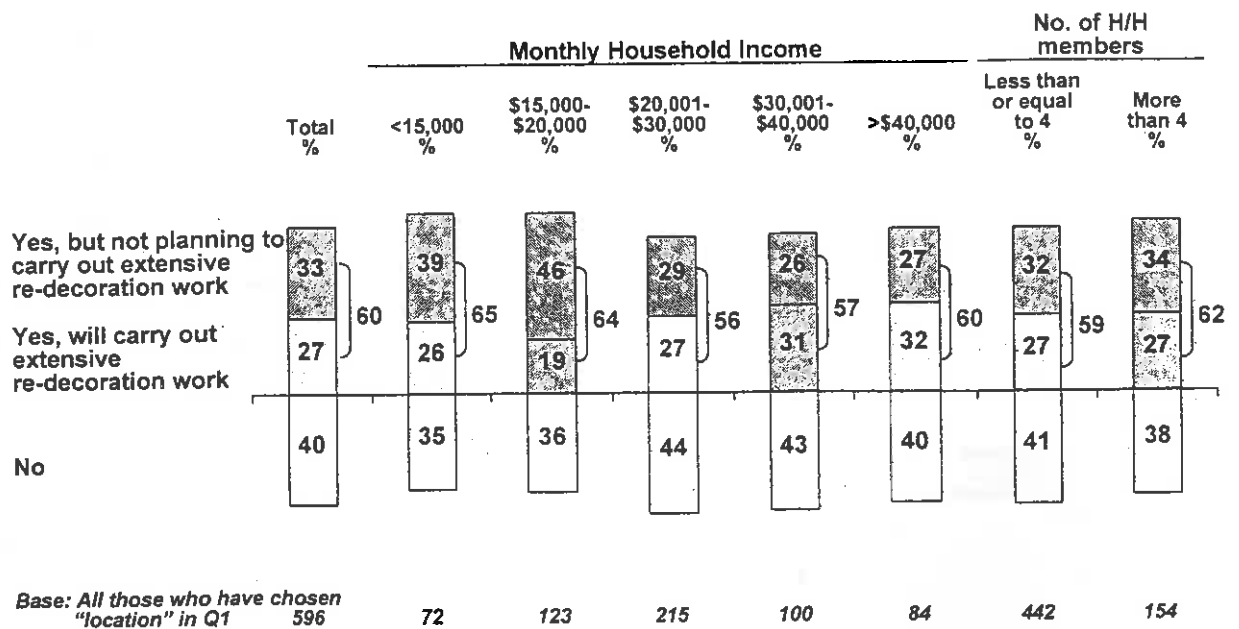


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Chart 4



Whether They Would Accept Lower Class Block Type of HOS Location was a Prime Factor - II



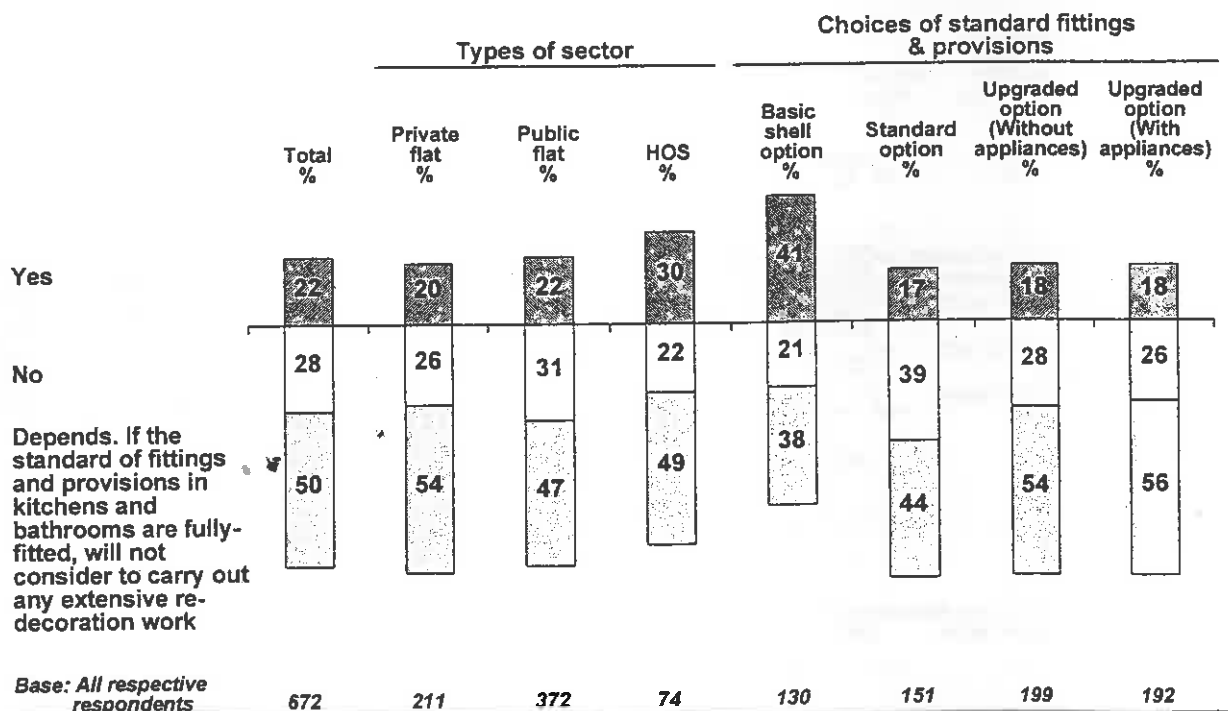
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Chart 5



Whether They Have Any Plan to Carry Out Extensive Re-decoration Work - I



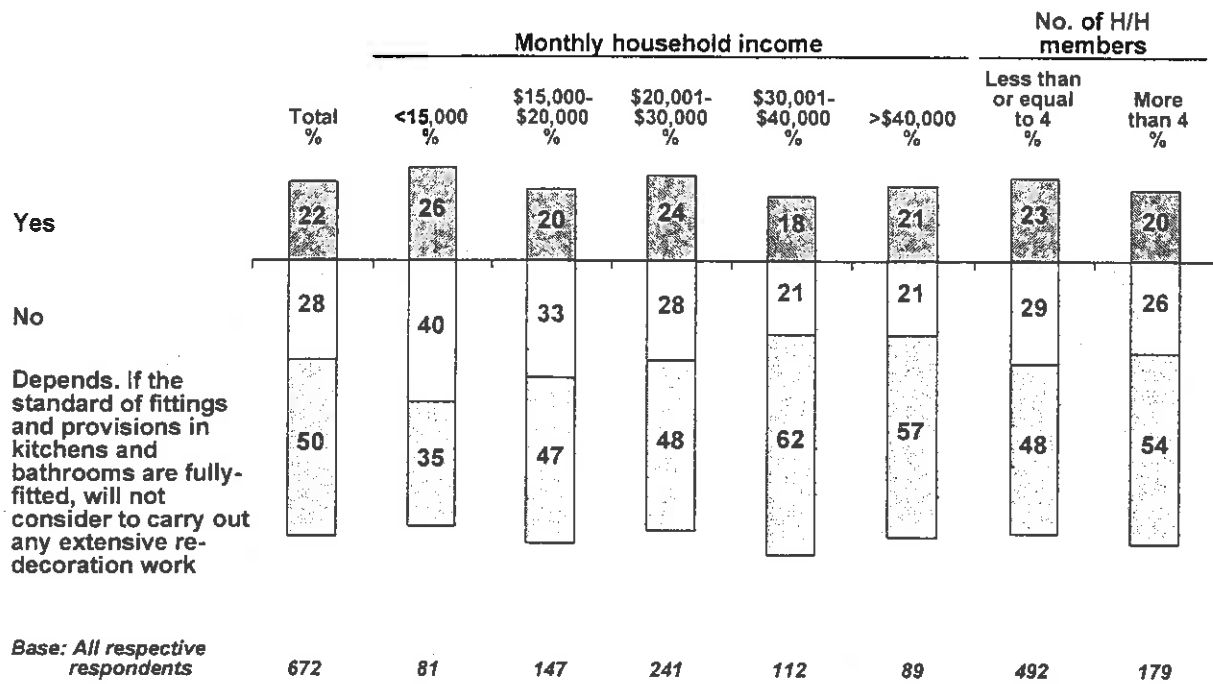
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Chart 6



Whether They Have Any Plan to Carry Out Extensive Re-decoration Work - II



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Chart 7



Area for Alteration by Sub-group - I

Whether they would accept lower class block type if HOS location was a prime factor

	Total %	Yes, but not planning to carry out extensive re-decoration work %	Yes, will carry out extensive re-decoration work %	No %	Not answered "location" in Q1 %
Bedroom, living and dining room partitioning	50	48	48	54	49
Kitchen	48	47	51	46	49
Bathroom	27	16	40	29	24
Depends on situation	3	3	1	3	3
<i>Base: All respective respondents</i>	672	195	160	241	76



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Chart 8



Area for Alteration by Sub-group - II

	Types of sector				Choices of standard fittings & provisions			
	Total %	Private flat %	Public flat %	HOS %	Basic shell option %	Standard option %	Upgraded option (Without appliances) %	Upgraded option (With appliances) %
Bedroom, living and dining room partitioning	50	54	49	42	41	50	53	54
Kitchen	48	47	48	54	55	50	44	45
Bathroom	27	28	27	28	32	22	26	30
Depends on situation	3	3	3	1	2	3	4	2
<i>Base: All respective respondents</i>	672	211	372	74	130	151	199	192



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Chart 9



Areas for Alteration by Sub-group - III

	Total %	Monthly household income					No. of H/H members	
		<\$15,000 %	\$15,000-\$20,000 %	\$20,001-\$30,000 %	\$30,001-\$40,000 %	>\$40,000 %	Less than or equal to 4 %	More than 4 %
Bedroom, living and dining room partitioning	50	51	54	47	53	51	49	53
Kitchen	48	49	48	51	42	43	48	46
Bathroom	27	28	22	27	30	30	28	27
Depends on situation	3	1	1	3	4	3	2	3
<i>Base: All respective respondents</i>	672	81	147	241	112	89	492	179

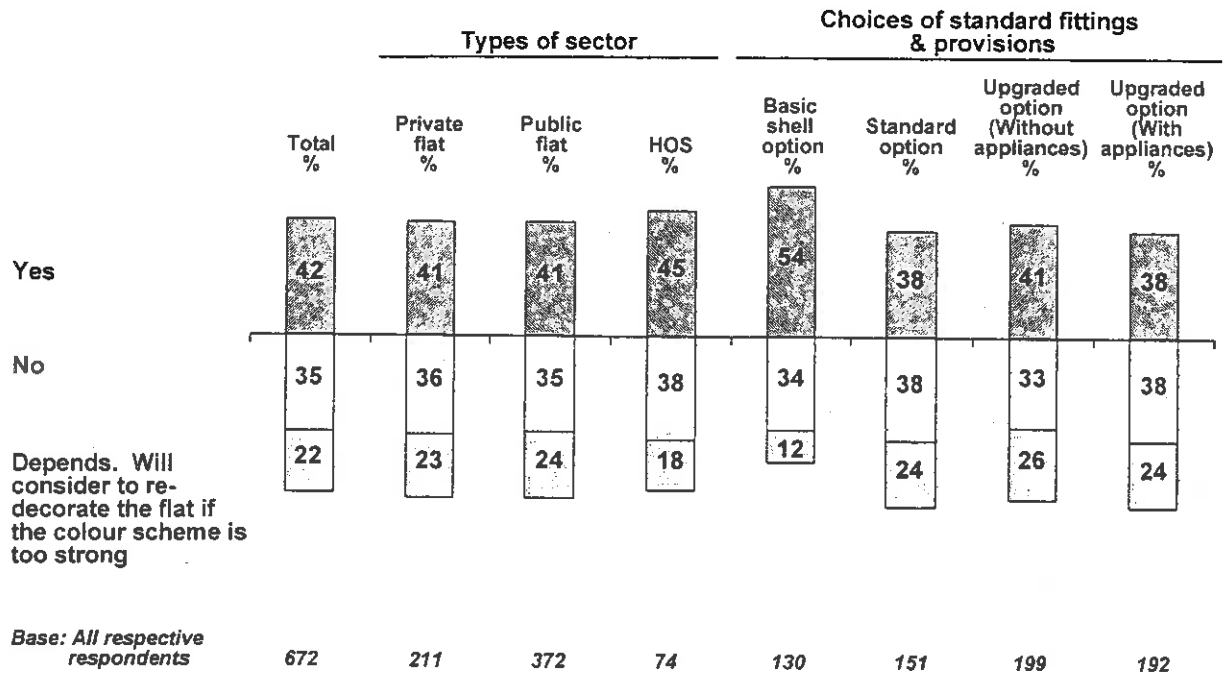


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Chart 10



Whether They Would Spend Money for Re-decoration due to Different Colour Scheme - I

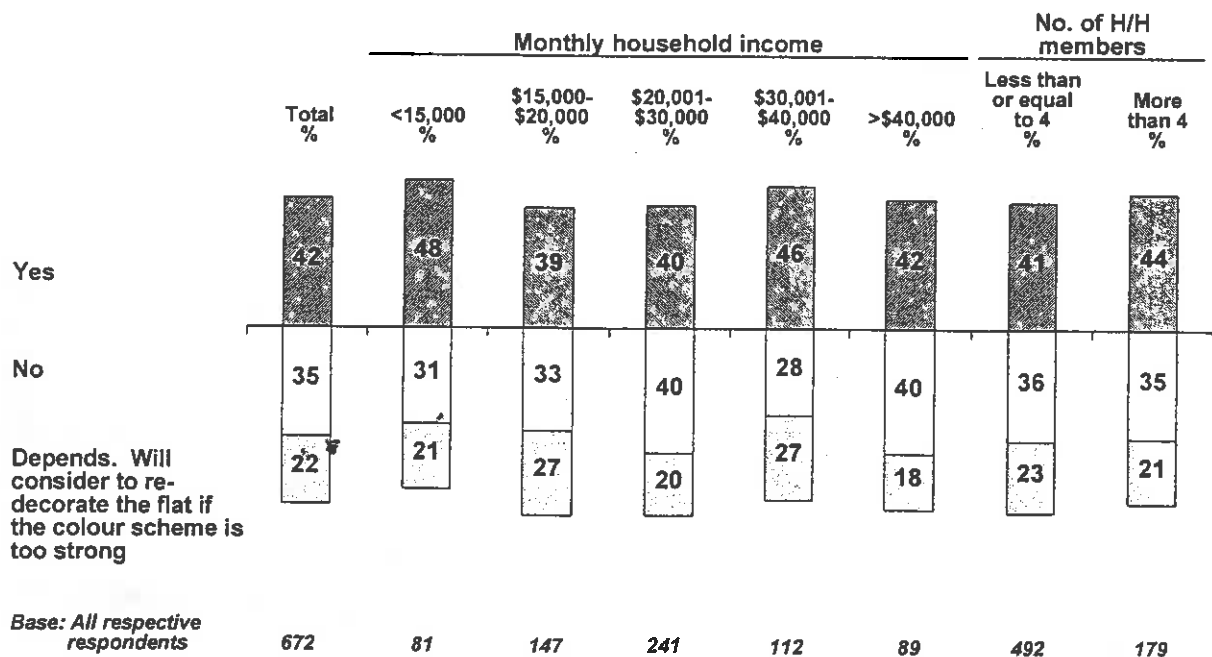


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Chart 11



Whether They Would Spend Money for Re-decoration due to Different Colour Scheme - II

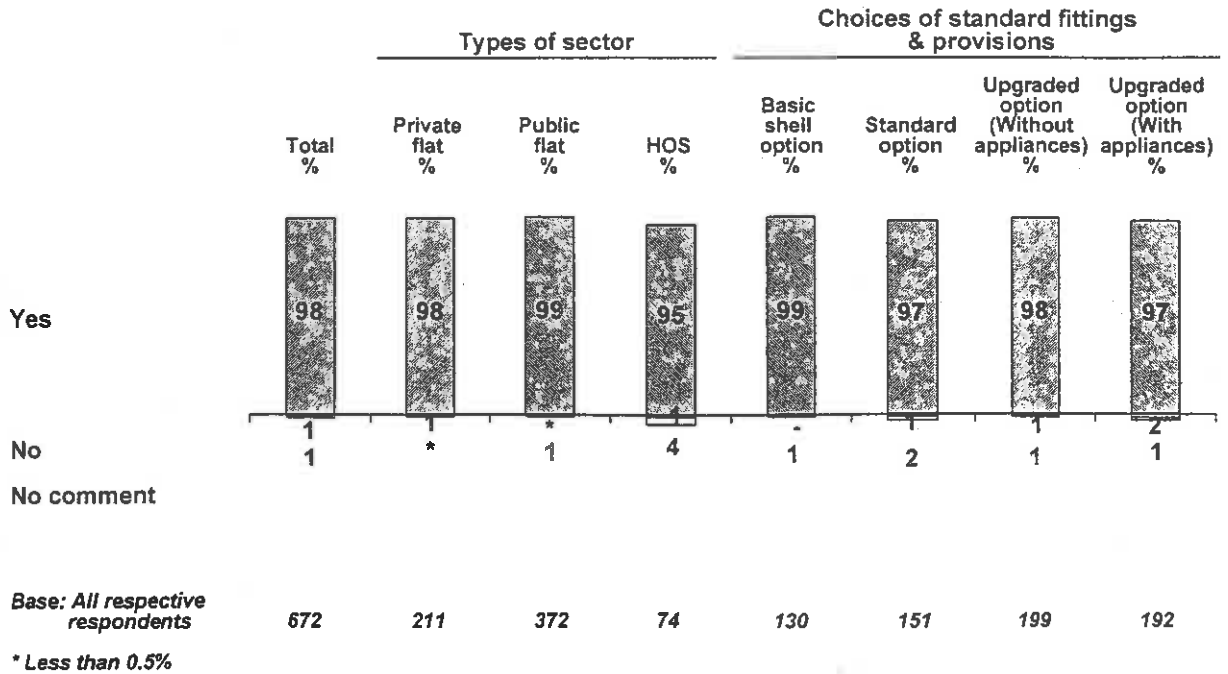


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Chart 12



Preference on Having the Option to Choose the Standard of Fittings - I

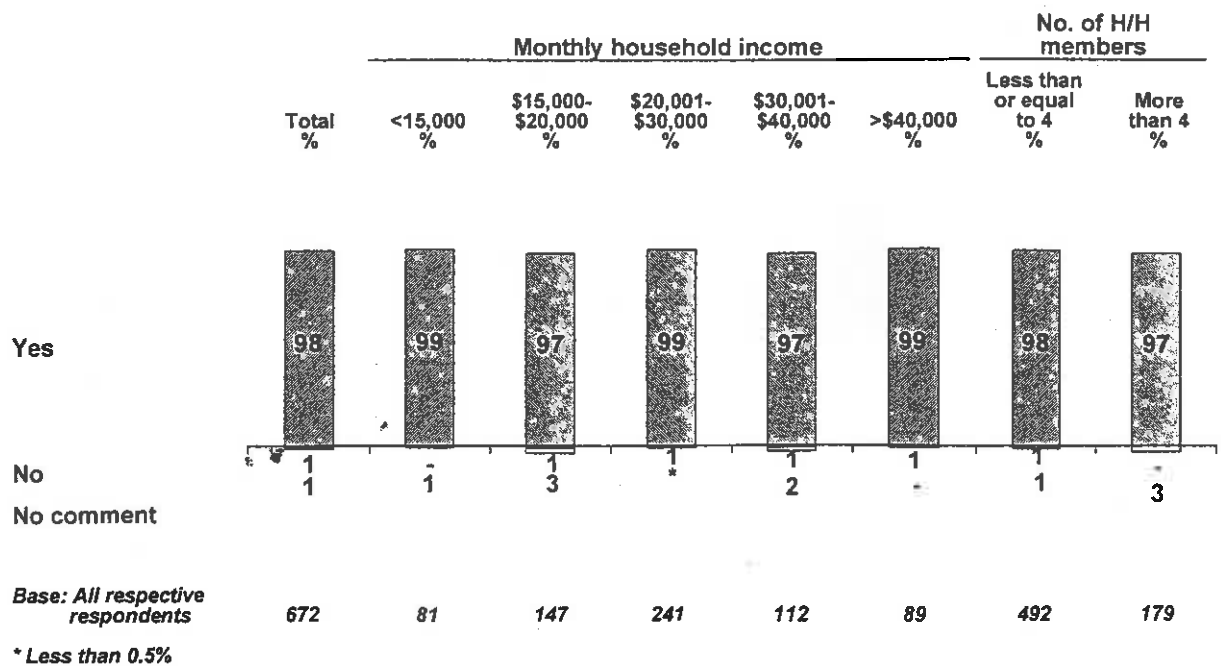


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Chart 13



Preference on Having the Option to Choose the Standard of Fittings - II

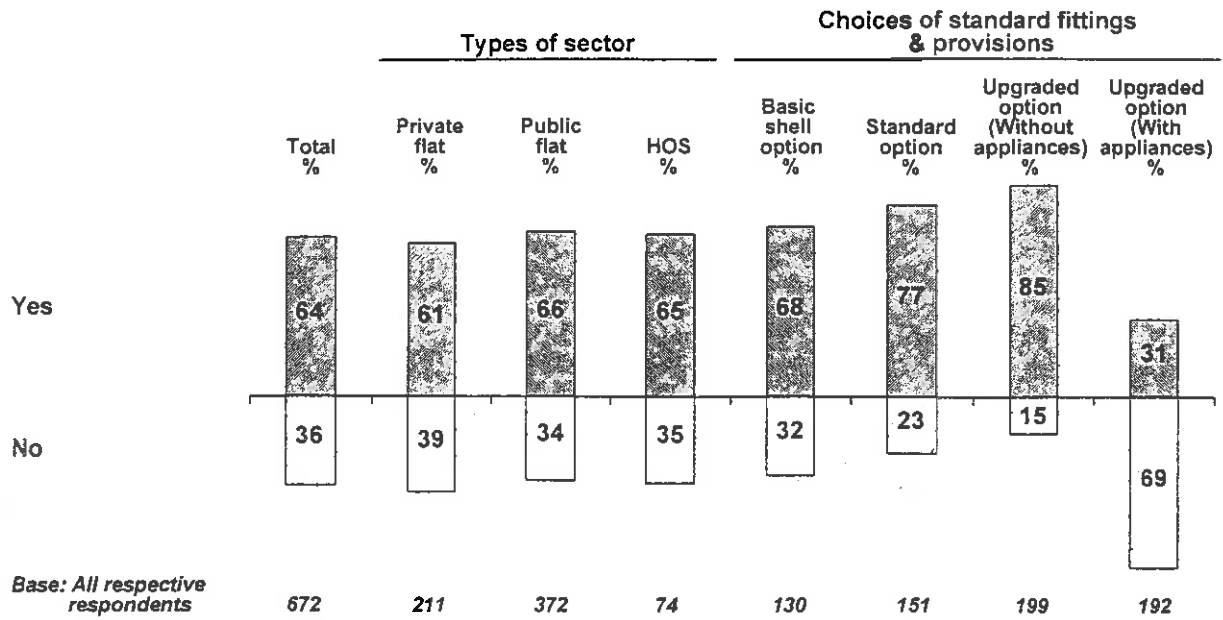


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Chart 14



Whether Quality & Origin of Electrical Appliances Would Affect the Choice Between "Standard Option" & "Upgraded Option" - I

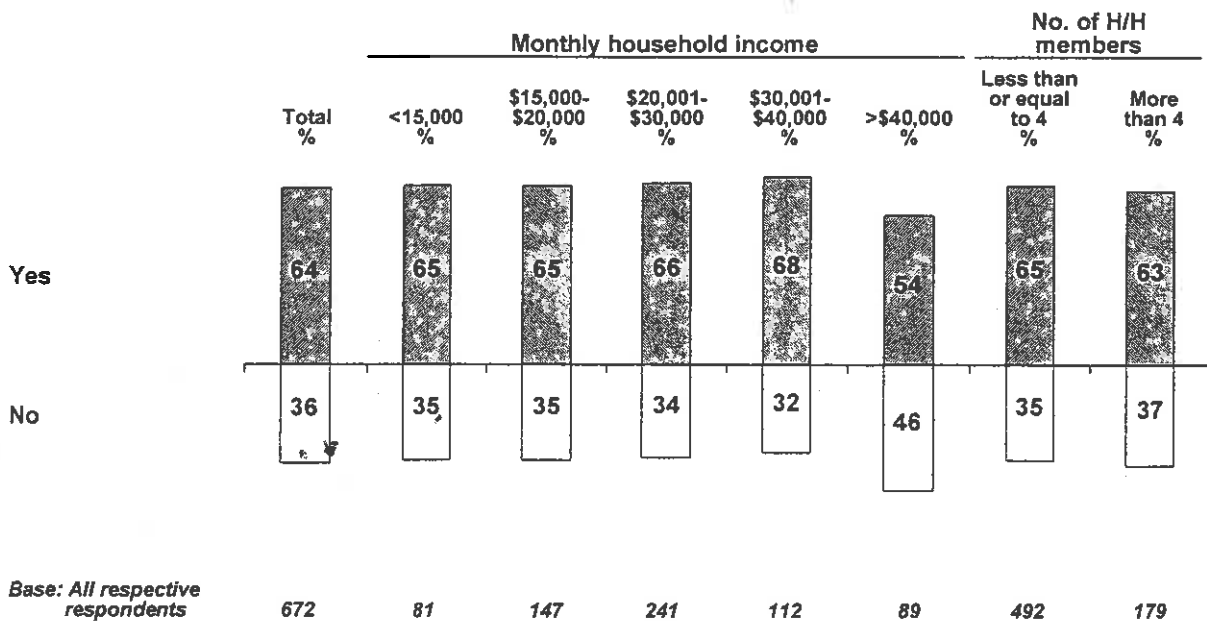


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Chart 15



Whether Quality & Origin of Electrical Appliances Would Affect the Choice Between "Standard Option" & "Upgraded Option" - II



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Chart 16



Preferred Choice of Different Standard of Fittings and Provisions by Sub-group - I

	Total %	Types of sector		HOS %
		Private flat %	Public flat %	
Upgraded Option (without electrical appliances)	30	29	29	31
Upgraded Option (with electrical appliances)	29	36	24	31
Standard Option	22	19	26	18
Basic Shell Option	19	16	21	20
<i>Base: All respective respondents</i>	672	211	372	74



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Chart 17



Preferred Choice of Different Standard of Fittings and Provisions by Sub-group - II

	Total %	Monthly household income					No. of H/H members	
		<\$15,000 %	\$15,000-\$20,000 %	\$20,001-\$30,000 %	\$30,001-\$40,000 %	>\$40,000 %	Less than or equal to 4 %	More than 4 %
Upgraded Option (without electrical appliances)	30	31	30	31	35	19	31	26
Upgraded Option (with electrical appliances)	29	28	19	28	31	44	29	28
Standard Option	22	25	30	20	23	16	23	22
Basic Shell Option	19	16	21	22	11	21	18	23
<i>Base: All respective respondents</i>	672	81	147	241	112	89	492	179



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Chart 18



Perceived Price for Different Options by Sub-group - I

	Types of sector				Choices of standard fittings & provisions			
	Total (\$'0000)	Private flat (\$'0000)	Public flat (\$'0000)	HOS (\$'0000)	Basic shell option (\$'0000)	Standard option (\$'0000)	Upgraded option (Without appliances) (\$'0000)	Upgraded option (With appliances) (\$'0000)
Basic Shell Option	126.3	126.0	126.7	125.8	126.4	125.8	126.7	126.4
Standard Option	133.9	133.8	134.0	134.3	133.4	133.7	134.3	134.1
Upgraded Option (without electrical appliances)	135.9	135.7	135.9	136.1	135.5	135.6	136.1	136.1
<i>Base: All respective respondents</i>	672	211	372	74	130	151	199	192



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Chart 19



Perceived Price for Different Options by Sub-group - II

	Total (\$'0000)	Monthly household income					No. of H/H members	
		<\$15,000 (\$'0000)	\$15,000-\$20,000 (\$'0000)	\$20,001-\$30,000 (\$'0000)	\$30,001-\$40,000 (\$'0000)	>\$40,000 (\$'0000)	Less than or equal to 4 (\$'0000)	More than 4 (\$'0000)
Basic Shell Option	126.3	124.5	126.9	126.2	126.6	127.0	126.2	126.6
Standard Option	133.9	132.8	134.1	133.7	134.4	134.8	133.8	134.2
Upgraded Option (without electrical appliances)	135.9	135.4	135.7	135.7	136.4	136.6	135.7	136.2
<i>Base: All respective respondents</i>	672	81	147	241	112	89	492	179

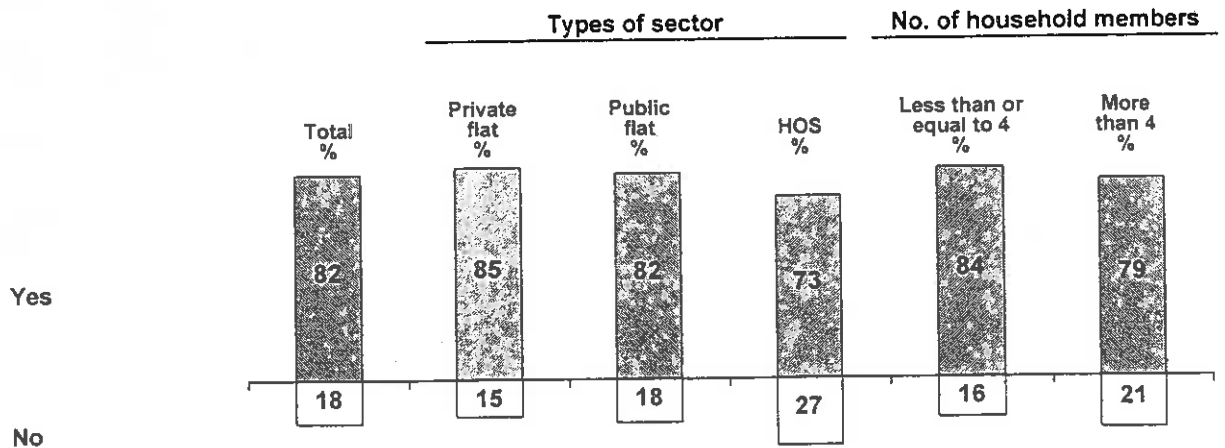


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Chart 20



Whether Those who Chose Basic Shell Option were Satisfied with Standard of Fittings & Provisions being Provided - I



Base: All respondents choosing Basic Shell Option 130

33

78

15#

88

42

Small sample size

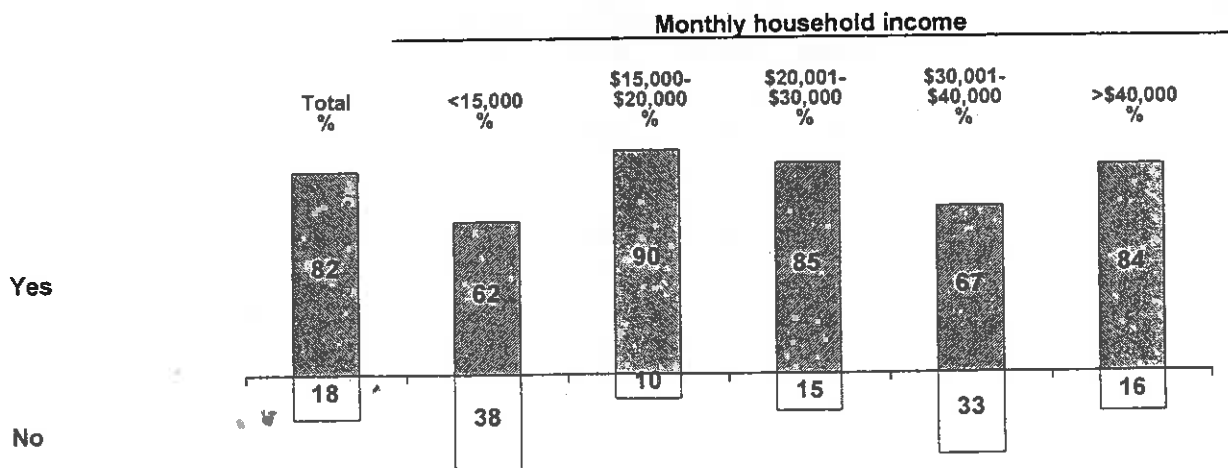


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Chart 21



Whether Those who Chose Basic Shell Option were Satisfied with Standard of Fittings & Provisions being Provided - II



Base: All respondents choosing Basic Shell Option 130

13#

31

53

12#

19#

Small sample size

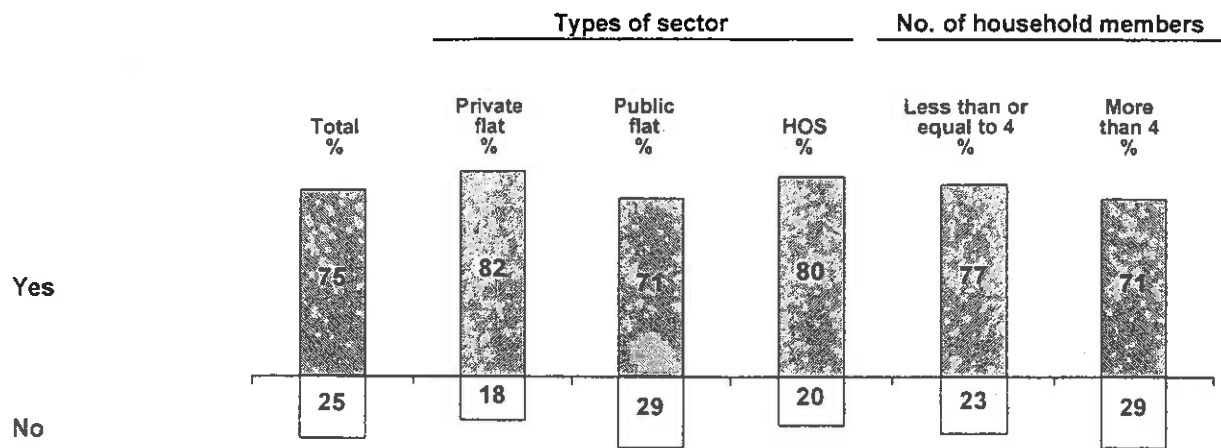


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Chart 22



Whether they Would Remove These Basic Provisions Provided - I

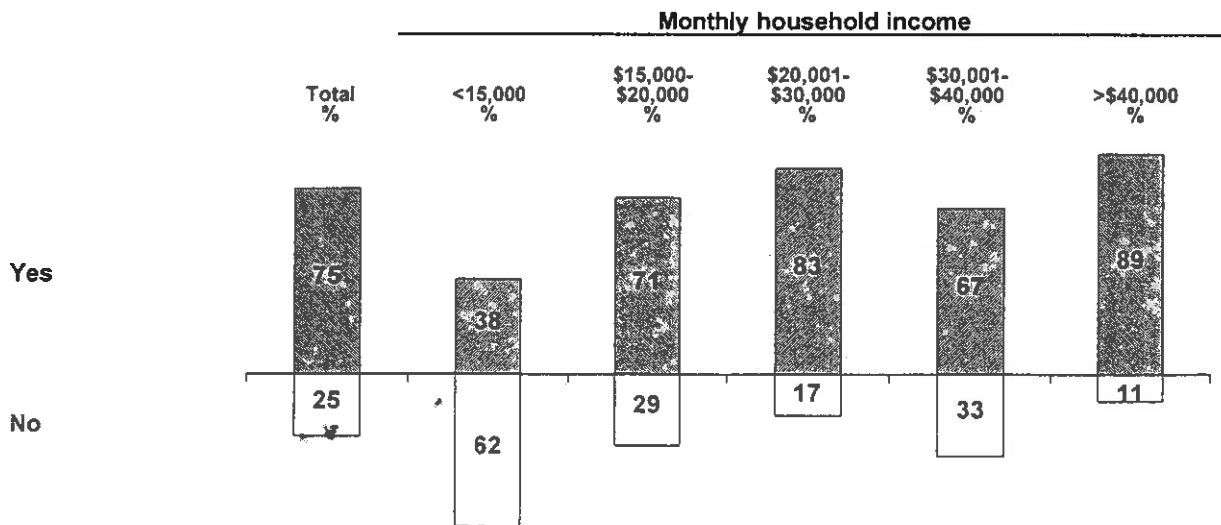


Base: All respondents choosing Basic Shell option 130

33 78 15# 88 42

Small sample size

Whether they Would Remove These Basic Provisions Provided - II



Base: All respondents choosing Basic Shell option 130

13# 31 53 12# 19#

Small sample size

Average Amount of Money Planning to Spend for Decoration - I

	Types of sector				No. of household members	
	Total \$	Private Flat \$	Public Flat \$	HOS \$	Less than or equal to 4 \$	More than 4 \$
For kitchen & bathroom only	63,819	64,531	63,750	63,333	66,609	57,750
For whole flat	150,000	145,781	151,859	152,667	153,807	141,829
<i>Base: All respondents choosing Basic Shell option</i>	130	33	78	15#	88	42
<i># Small sample size</i>						



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Chart 25



Average Amount of Money Planning to Spend for Decoration - II

	Monthly household income					
	Total \$	<\$15,000 \$	\$15,000- \$20,000 \$	\$20,001- \$30,000 \$	\$30,001- \$40,000 \$	>\$40,000 \$
For kitchen & bathroom only	63,819	60,769	60,645	67,900	62,500	59,474
For whole flat	150,000	149,231	134,516	155,769	165,833	145,263
<i>Base: All respondents choosing Basic Shell option</i>	130	13#	31#	53	12#	19#
<i># Small sample size</i>						

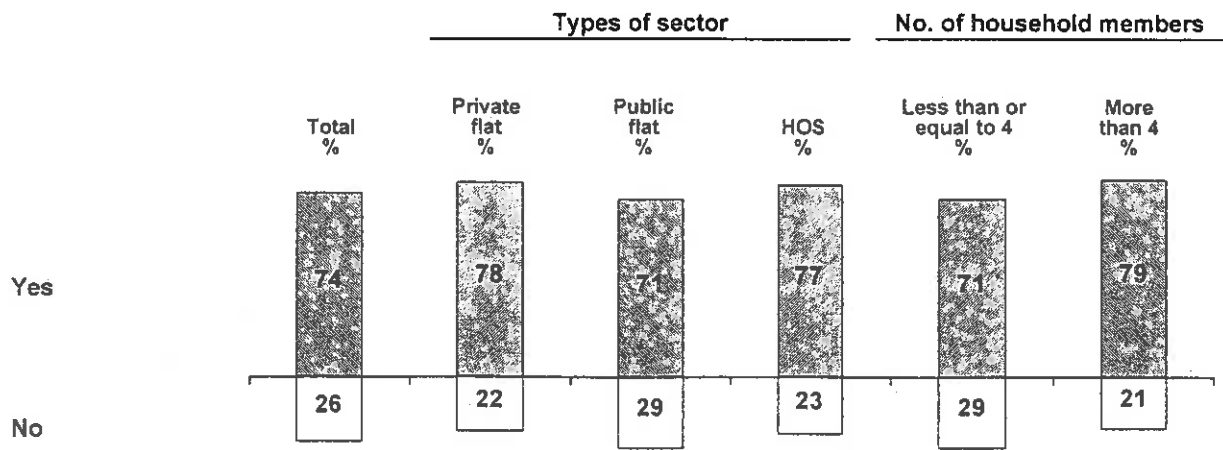


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Chart 26



Whether Those who Chose Standard Option Satisfied with Standard of Fittings & Provisions Being Provided - I



Base: All respondents choosing Standard option 151

41

95

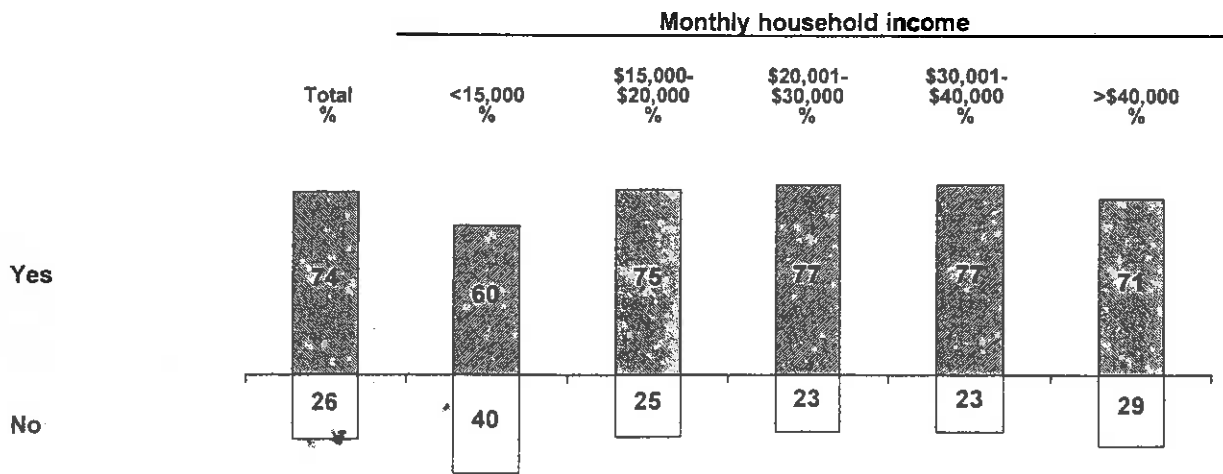
13#

112

39

Small sample size

Whether Those who Chose Standard Option Satisfied with Standard of Fittings & Provisions Being Provided - II



Base: All respondents choosing Standard option 151

20#

44

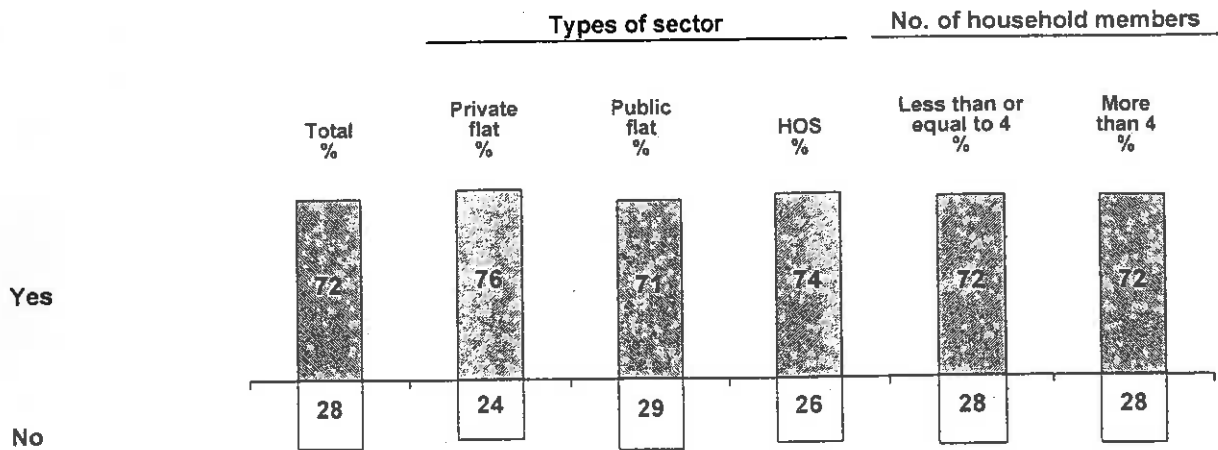
47

26#

14#

Small sample size

Whether Those who Chose Upgraded Option (Without Electrical Appliances) Satisfied with Standard of Fittings & Provisions Being Provided - I



Base: All respondents choosing upgraded option (without appliances)

Small sample size

199	62	108	23#	151	47
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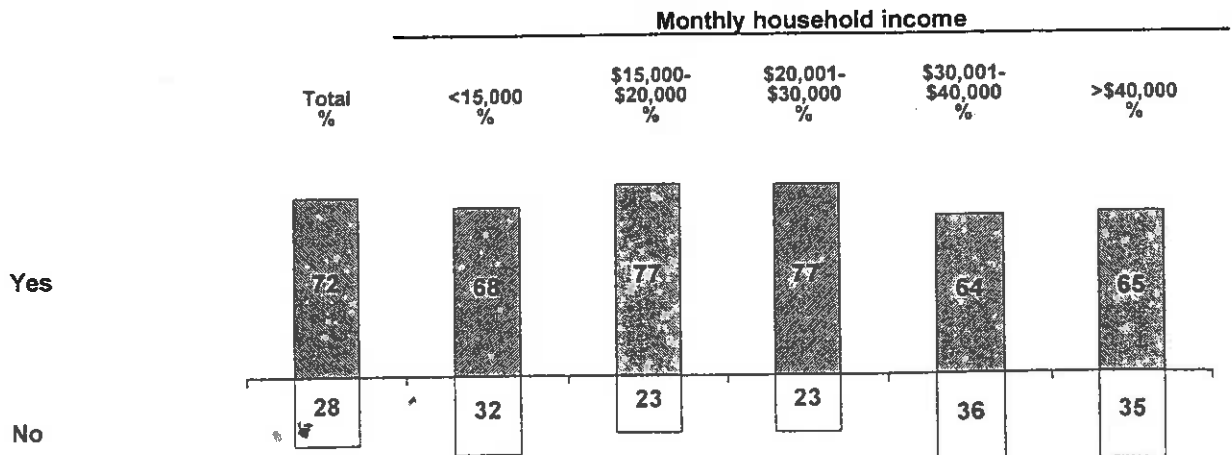


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Chart 29



Whether Those who Chose Upgraded Option (Without Electrical Appliances) Satisfied with Standard of Fittings & Provisions Being Provided - II



Base: All respondents choosing upgraded option (without appliances)

Small sample size

199	25#	44	74	39	17#
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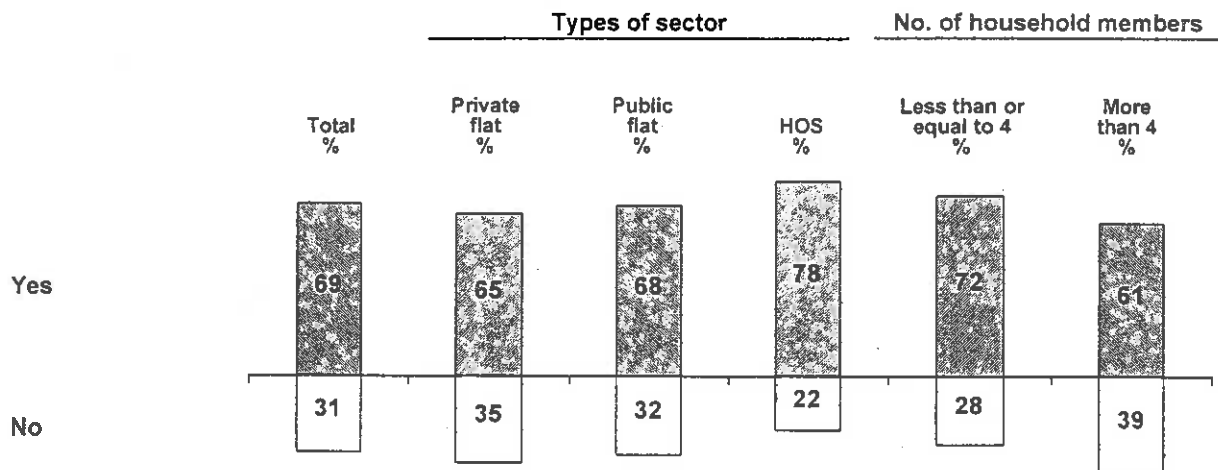


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Chart 30



Whether Those who Chose Upgraded Option (With Electrical Appliances) Satisfied with Standard of Fittings & Provisions Being Provided - I



Base: All respondents choosing upgraded option (with appliances) 192

75

91

23#

141

51

Small sample size

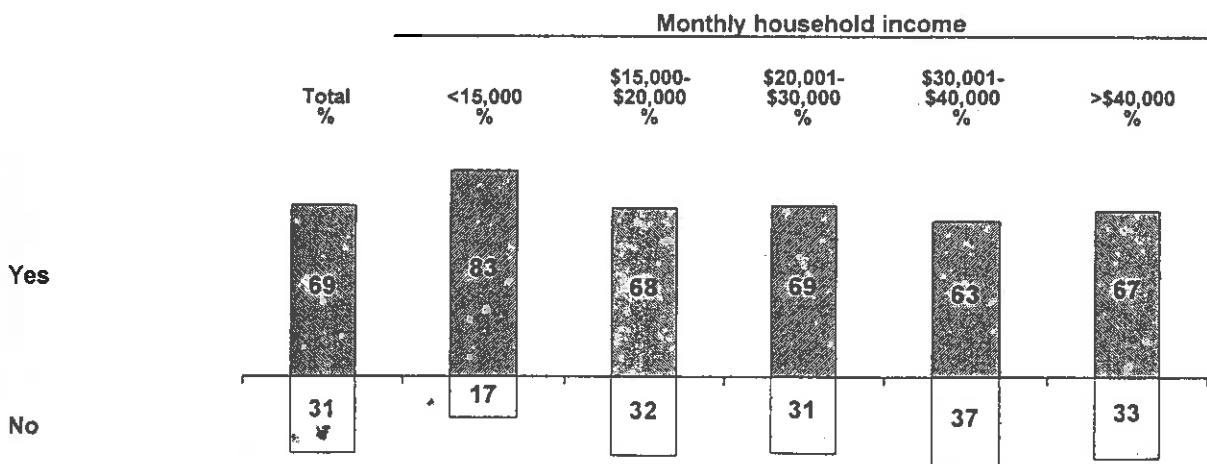
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Chart 31



Whether Those who Chose Upgraded Option (With Electrical Appliances) Satisfied with Standard of Fittings & Provisions Being Provided - II



Base: All respondents choosing upgraded option (with appliances) 192

23#

28#

67

35

39

Small sample size

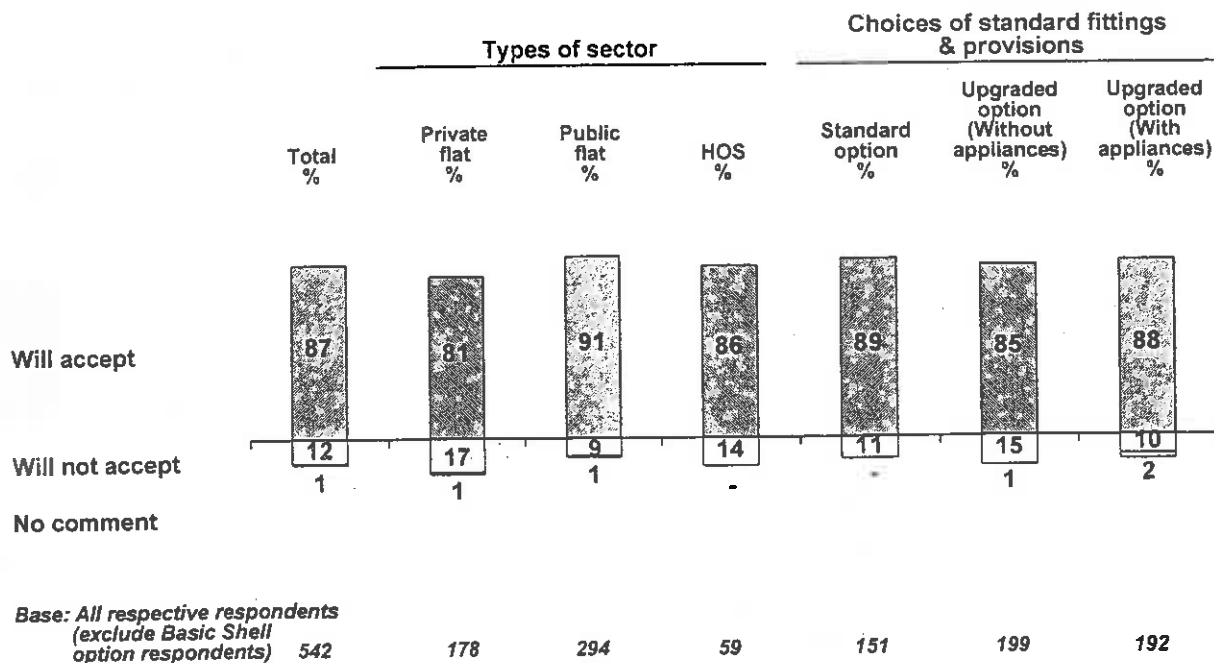
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Chart 32



Acceptance of Neutral Colour - I

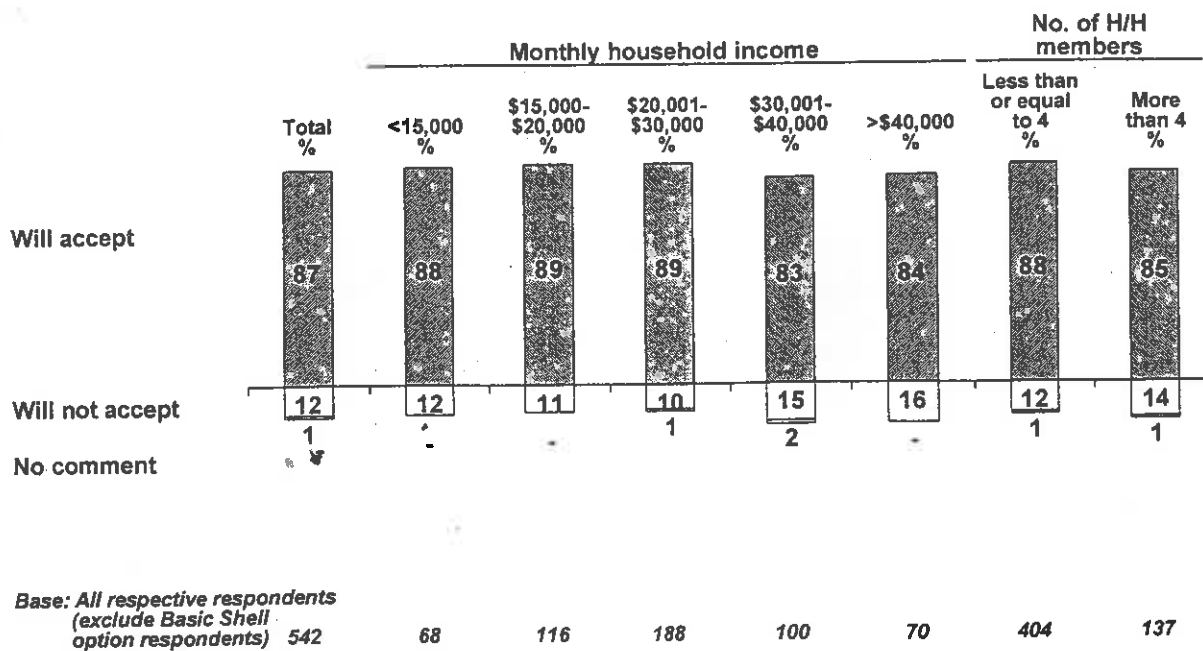


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Chart 33



Acceptance of Neutral Colour - II

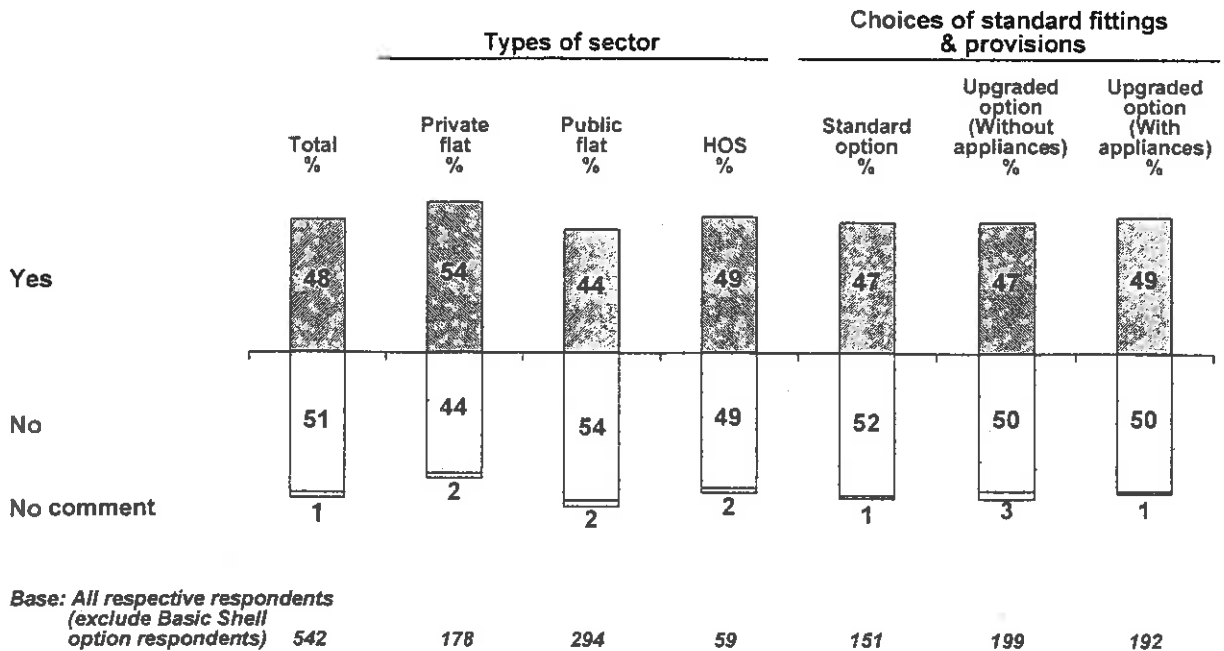


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Chart 34



Whether They Would Pay Additional Sales Price for the Colour Choice of Cabinet Door & Worktop - I

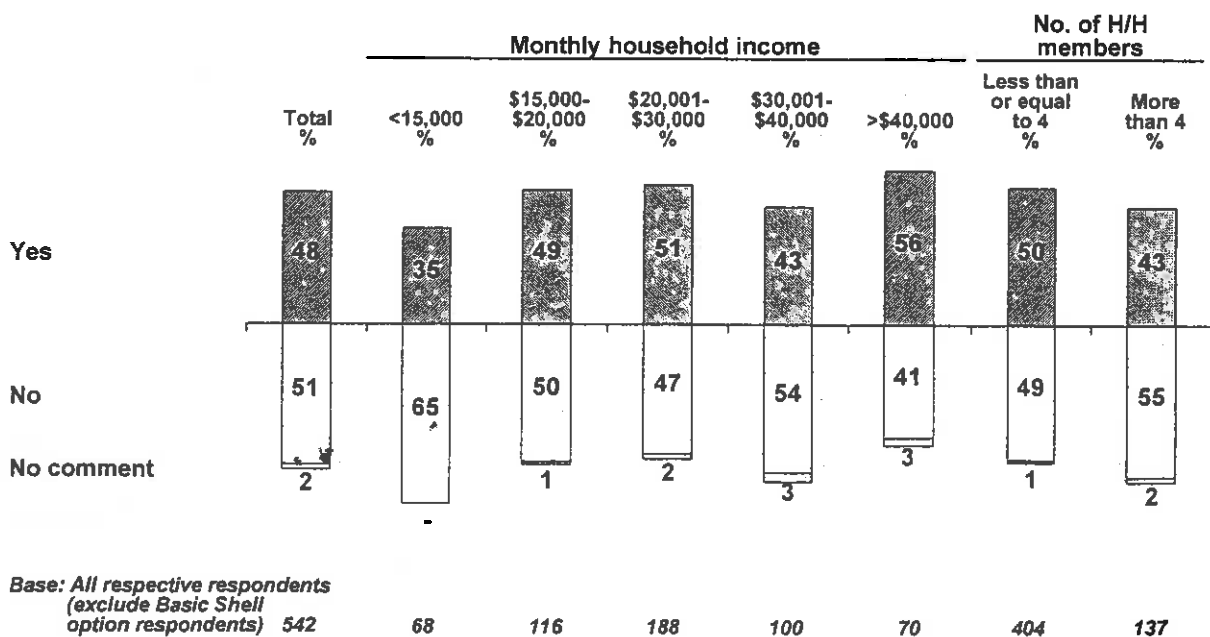


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Chart 35



Whether They Would Pay Additional Sales Price for the Colour Choice of Cabinet Door & Worktop - II



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Chart 36



Average Amount of Money They Would Pay for Colour Choice

	\$
Total	4,085
Types of sector	
Private flat	4,844
Public flat	3,184
HOS	5,462
Choices of standard fittings & provisions	
Standard option	3,563
Upgraded option (without appliances)	3,553
Upgraded option (with appliances)	5,010
Monthly household income	
Below \$15,000	4,325
\$15,000-\$20,000	3,942
\$20,001-\$30,000	4,104
\$30,001-\$40,000	3,321
\$40,000 or above	4,941
No. of household members	
Less than or equal to 4	4,357
More than 4	3,161

Base: All respondents who were willing to pay additional sales price for colour choice of cabinet door & worktop (exclude basic shell option respondents)

259



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Chart 37



Preference on Doorset Design - I

	Types of sector				Choices of standard fittings & provisions			
	Total %	Private flat %	Public flat %	HOS %	Basic shell option %	Standard option %	Upgraded option (Without appliances) %	Upgraded option (With appliances) %
The current design (with upper glazed panel & white colour painted door)	4	5	3	3	4	5	4	2
Improved design (without upper glazed panel & light colour veneer finish door)	94	94	95	92	92	93	95	96
No preference	2	*	2	5	4	1	2	2
<i>Base: All respective respondents</i>	672	211	372	74	130	151	199	192

* Less than 0.5%



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Chart 38



Preference on Doorset Design - II

	Monthly household income						No. of H/H members	
	Total %	<\$15,000 %	\$15,000-\$20,000 %	\$20,001-\$30,000 %	\$30,001-\$40,000 %	>\$40,000 %	Less than or equal to 4 %	More than 4 %
The current design (with upper glazed panel & white colour painted door)	4	2	5	3	4	2	3	5
Improved design (without upper glazed panel & light colour veneer finish door)	94	95	93	94	96	97	95	94
No preference	2	2	1	2	1	1	2	1
<i>Base: All respective respondents</i>	672	81	147	241	112	89	492	179

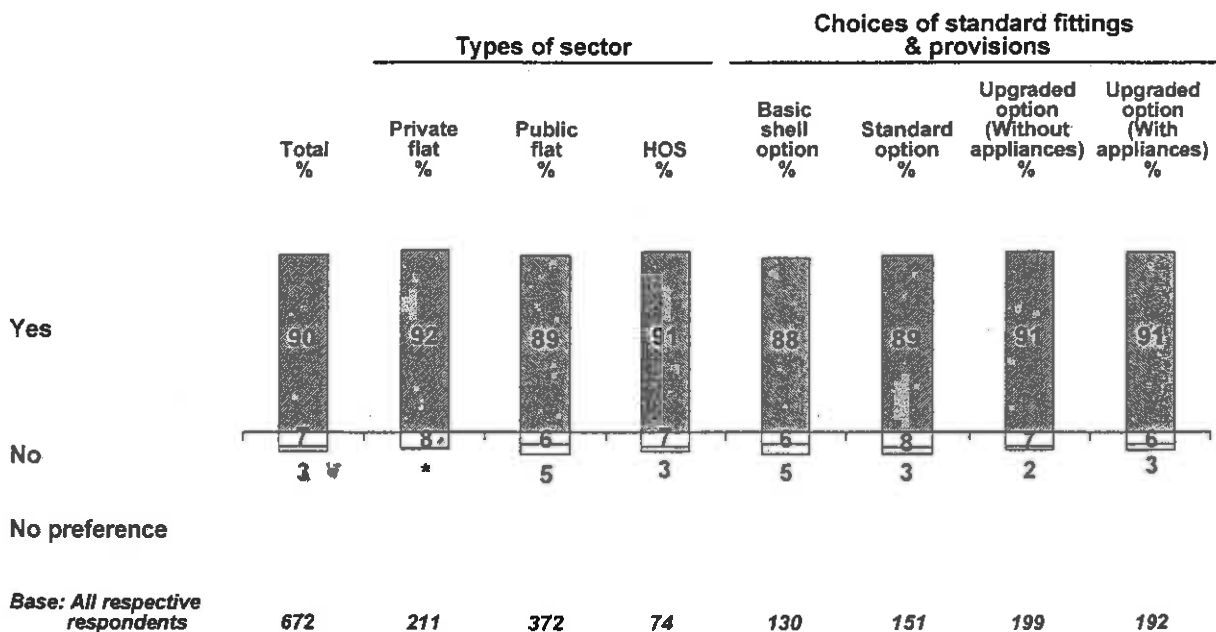


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Chart 39



Whether Welcome the Proposal on Displaying Show Flats on HOS Site - I



* Less than 0.5%

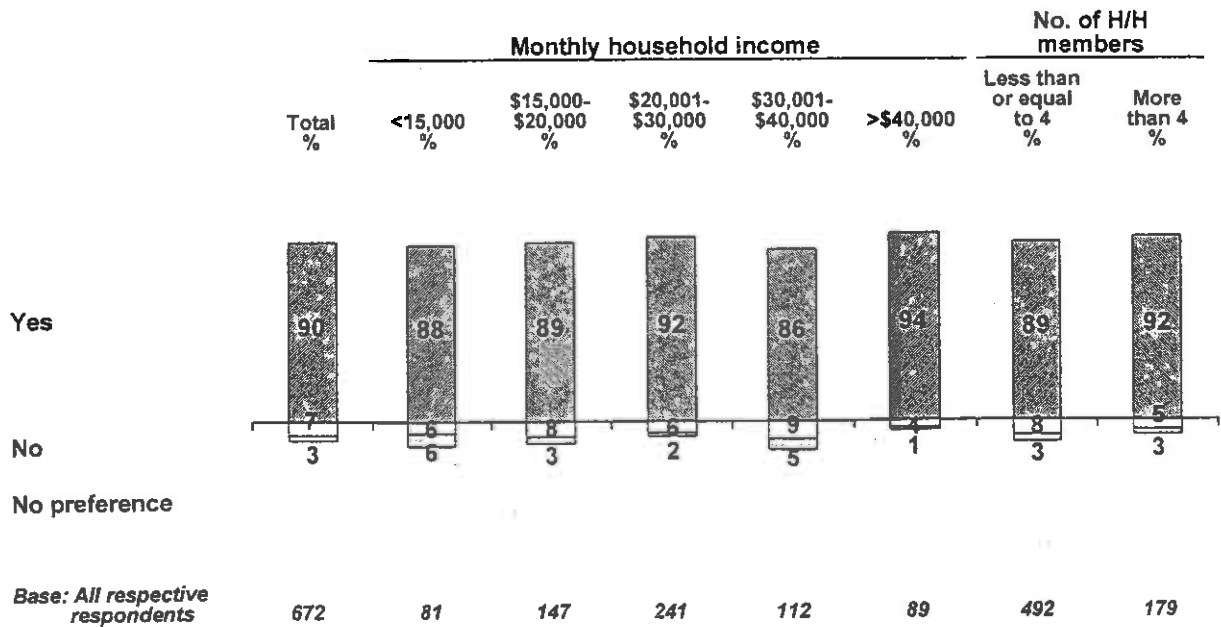


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Chart 40



Whether Welcome the Proposal on Displaying Show Flats on HOS Site - II



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Chart 41



Demographics

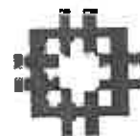
<i>Types of sector</i>	%
Public flat	55
Private flat	31
HOS	11
Others	3
<i>Number of household members</i>	
Less than or equal to 4	73
More than 4	27
<i>Age of respondent</i>	
18-30	28
31-40	42
41-50	22
51-60	5
61 or above	3
<i>Monthly household income</i>	
Below \$15,000	12
\$15,000-20,000	22
\$20,001-30,000	36
\$30,001-40,000	17
\$40,001-45,000	6
\$45,001 or above	7
Base : All respondents	672



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Chart 42





Appendix B: Questionnaire

Home Ownership Scheme Blocks **Purchasers' Choice on Standard of Fittings and Provisions**

Public Consultation

Background

There are currently three types of standard Home Ownership Scheme (HOS) Block designs, the Harmony Blocks, New Cruciform Blocks (NCB) and Concord Blocks, which are listed in the ascending order of standard of design, fittings and provisions, construction costs and sales prices.

Regular opinion surveys conducted in recent years reviewed that there are increasing expectations from the HOS purchasers. To meet more closely customers' needs, the Housing Authority is considering to unify the HOS standard of fittings and provisions for all block types and to provide three choices to the purchasers during HOS sale i.e. Basic Shell Option, Standard Option and Upgraded Option.

The purpose of this questionnaire is to solicit customers' views on the proposed three packages of choices in HOS flats.

(Please tick '✓' at the appropriate answer)

I. SELECTION OF HOS COURT

1. When you select a HOS court, which of the following factors will you consider? (Please select three choices in the order of priority)

- A. Location of the HOS court
- B. Sales price
- C. Affordability
- D. Block type (Harmony Block, New Cruciform Block, Concord Block)
- E. Flat area
- F. Internal partitioning, standard of fittings and provisions in kitchens and bathrooms

<u>Choice</u>
1st
2nd
3rd

2. If the answer of Question '1' includes 'A', will you choose a flat in a Harmony Block because of its prime urban area location i.e. block type is not considered to be a prime factor.

- A. Yes. But not planning to carry out extensive re-decoration work, including kitchens and bathrooms
- B. Yes. Will carry out extensive re-decoration work, including kitchens and bathrooms
- C. No

II. DECORATION PREFERENCE

3. When you select a HOS court, do you have any plan to carry out extensive re-decoration work after you move in?

- A. Yes (Please go to Question 4)
- B. No
- C. Depends. If the standard of fittings and provisions in kitchens and bathrooms are fully-fitted, will not consider to carry out any extensive re-decoration work

4. Reasons:-

- A. The general impression of HOS is not good. Therefore, does not have high expectation.
- B. The standard in HOS is not high, cannot meet customers' needs.
- C. Would like to have a flat with a unique design to satisfy individual preference
- D. Reserve adequate cash for re-decoration work
- E. HOS flat prices are cheaper than private development, therefore have adequate cash for re-decoration work
- F. HOS flats are to be self-occupied for two years to five years before re-sale is permitted either to second HOS market or open market. Worth investing on re-decoration work.
- G. Favourable mortgage term and decoration loan offered by banks
- H. Relatives and friends engage in design and construction works

5. If you have to re-decorate your flat, which area would you like to make alteration? (may choose more than one answer)

- A. Kitchen
- B. Bathroom
- C. Bedroom, living and dining room partitioning

6. Will you spend money for re-decoration work simply because of the colour scheme provided in the HOS flat particular in kitchen and bathroom, is not satisfactory?

- A. Yes
- B. No
- C. Depends. Will consider to re-decorate the flat if the colour scheme is too strong.

III. CHOICES ON STANDARD OF FITTINGS & PROVISIONS

7. Housing Authority is proposing to offer three choices in standard of fittings and provisions for HOS flats during HOS sales i.e. Basic Shell Option, Standard Option and Upgraded Option i.e. the three choices shown in the mock-up booths. Do you welcome this proposal?

- A. Yes
- B. No. Reasons _____
- C. No comment

8. Will the quality and origin of country of the household electrical appliances affect your decision on the choice of Standard Option or Upgraded Option?

- A. Yes, will affect
- B. No, will not affect

9. Using a 2-Bedroom 'Concord' flat located in the urban area as an example, and with the following different sales price, which option will you choose?

- A. **Basic Shell Option**
(Please go to Part IV and answer Questions 11 to 15)
(approximately \$1,300,000)
- B. **Standard Option**
(Please go to Part V and answer Questions 16 to 18)
(approximately \$1,360,000) (A) + \$60,000
- C. **Upgraded Option without household electrical appliances**
(Please go to Part VI and answer Questions 19, 21 to 22)
(approximately \$1,370,000) (B) + \$10,000
- D. **Upgraded Option with household electrical appliances**
(Please go to Part VI and answer Questions 20 to 22)
(approximately \$1,385,000) (C) + \$15,000

10. If the "Upgraded Option with household electrical appliances" is \$1,385,000, what are the reasonable prices for the following options :-

- A. Basic Shell Option : \$ _____
- B. Standard Option : \$ _____
- C. Upgraded Option without household electrical appliances : \$ _____

IV. BASIC SHELL OPTION

11. Reasons for choosing Basic Shell Option (may choose more than one answer)

- A. Both the Standard Option and Upgraded Option cannot meet individual's taste. Prefer to carry out decoration work by the owners
- B. Cheaper sales price
- C. Will carry out extensive re-decoration work irrespective of the standard and design being provided
- D. Can freely partition the flat and freely choose the materials in accordance with the family's needs
- E. Others (Please specify : _____)

12. With reference to the mock-up booths, are you satisfied with the standard of fittings and provisions being provided?
- A. Yes
B. No. Reasons _____(Please go to Question 13)
13. Which area would you like to improve? (may choose more than one answer)
- A. Kitchen. (Please specify: _____)
B. Bathroom. (Please specify: _____)
14. The basic fittings are provided to comply with the statutory building regulations. After move-in, will you remove these basic provisions such as water closet, basin and sink unit?
- A. Yes. Very difficult to suit future decoration design
B. No. Will retain these fittings and consider how to suit the future decoration design
- 15(a). How much money are you planning to spend for the decoration work for kitchen and bathroom only?
- \$ _____
- 15(b). How much money are you planning to spend for the decoration work for the whole flat?
- \$ _____

V. STANDARD OPTION

16. Reasons for choosing Standard Option (may choose more than one answer)

- A. Satisfy with the fully-fitted provisions
- B. Do not want to spend extra money
- C. Uncertain about the origin of country and quality of the electrical household appliances
- D. Can have a free choice on these electrical household appliances
- E. Others (Please specify : _____)

17. With reference to the mock-up booths, are you satisfied with the standard of fittings and provisions being provided?

- A. Yes (Please go to Part VII)
- B. No (Please go to Question 18)

18. What are the reasons? Which area would you like to improve?

	Reason	Improved Items
A. Kitchen		
B. Bathroom		

VI. UPGRADED OPTION

19. Why do you choose Upgraded Option without household electrical appliances?

Reasons : _____

20. Why do you choose Upgraded Option with household electrical appliances?

Reasons : _____

21. With reference to the mock-up booths, are you satisfied with the standard of fittings and provisions being provided?

- A. Yes (Please go to Part VII)
- B. No (Please go to Question 22)

22. What are the reasons? Which area would you like to improve?

	Reason	Improved Items
A. Kitchen		
B. Bathroom		

VII. COLOUR PREFERENCE

23. If the colour scheme provided is similar to the kitchen and bathroom at the mock-up booths i.e. use of neutral colour. Will you accept?

- A. Will accept
- B. Will not accept
- C. No comment

24. Are you willing to pay additional sales price for the colour choice of cabinet door and worktop?

- A. Yes (Please go to Question 25)
- B. No (Please go to Part VIII)
- C. No comment (Please go to Part VIII)

25. How much more are you willing to pay for the colour choice?

\$ _____

VIII. DOORSET DESIGNS

26. Which of the following doorset design would you prefer?
- A. The current design. With upper glazed panel and white colour painted door
 - B. Improved design. Without upper glazed panel and light colour veneer finish door
 - C. No preference

IX. SHOW FLATS

27. It is suggested that show flats for every HOS Court to be constructed on each HOS site for prospective HOS buyers' viewing before selection. This is to convey a clear message on the colour scheme and the standards to the buyers before flat selection. Do you welcome this proposal?
- A. Yes
 - B. No. Reasons _____
 - C. No comment

X. FAMILY DATA

28. Which of the following sector do you come from:

- A. Private flat
- B. Public flat
- C. Flats affected by redevelopment / clearance
- D. Interim housing / Temporary Housing Area
- E. Others (Please specify : _____)

29. Number of household members: _____

30. Age group:

- A. 18 - 30
- B. 31 - 40
- C. 41 - 50
- D. 51 - 60
- E. 61 or over

31. Monthly household income:

- A. Below \$15,000
- B. \$15,000 - \$20,000
- C. \$20,001 - \$30,000
- D. \$30,001 - \$40,000
- E. \$40,001 - \$45,000
- F. \$45,001 or over

Thank you

-- The End --

居屋大廈在裝置及設備標準方面 為購樓者提供的選擇

意見調查問卷

背景

現時標準居屋大廈的設計有三種，按設計標準、裝置及設備、建築成本及售價的漸進次序排列，分別是和諧式大廈、新十字型大廈及康和式大廈。

房署近年定期進行的意見調查顯示，居屋購樓者對居屋的要求日漸提高。我們已根據調查結果，定期修改居屋大廈的設計。為了更切合顧客的需要，房委會正考慮劃一各類型居屋大廈的裝置及設備標準，並為購樓者提供三個選擇；即基本設備方案、標準設備方案及精裝設備方案。

這問卷旨在調查顧客對建議所提供的裝置設備選擇的意見。

「請在適合的方格內劃上『✓』」

I. 選購居屋

(一) 在選擇居屋屋苑時，你會考慮以下哪些因素：—
(可選擇三個因素並排序)

1. 屋苑的位置和地點
2. 售價
3. 供款負擔能力
4. 大廈類型（和諧式、新十字型、康和式）
5. 單位面積
6. 室內、廚房和浴房的裝置及設備標準

答案	
首選	_____
次選	_____
三選	_____

(二) 假如問題 (一) 的答案包括『1』，請問：會否因為某屋苑的位置理想和優越（例如市區單位），而不考慮該屋苑是屬於什麼大廈類型；即可能會選擇較低檔的和諧式大廈。

1. 會。 但不會進行大規模裝修，包括廚房及浴室
2. 會。 但會進行大規模裝修，包括廚房及浴室
3. 不會

II. 裝修取向

(三) 在選購居屋時，會否考慮將來搬入單位後，進行大規模的裝修工程？

1. 會。 (續問問題四)
2. 不會
3. 視乎情況，假如廚房和浴室設備完善，則不會進行大規模裝修

(四) 原因：-

1. 對居屋印象不佳，沒有多大期望
2. 居屋的設備水準不高，不能滿足業主的需要
3. 希望擁有一個與別不同的獨特單位，滿足個人喜好
4. 已預留充裕的裝修資金
5. 居屋價錢較私人物業平宜，因此有充裕的裝修資金
6. 居屋單位必須自住上二年至五年，才可將單位分別在第二市場及公開市場發售，值得投資更多金錢裝修單位
7. 可利用銀行所提供的優惠按揭條款及「裝修貸款」計劃
8. 有親友從事設計或建築行業

(五) 假如你將單位裝修，請問最希望更改那一部份？(可選擇多過一個答案)

1. 廚房
2. 浴室
3. 房間和客、飯廳的間隔

(六) 會否因為單位內所提供的顏色配搭不理想，尤其是廚房和浴室，而花金錢進行裝修？

1. 會
2. 不會
3. 視乎情況。如果顏色配搭誇張，則考慮進行裝修

III. 裝置設備選擇

(七) 房委會有意為業主在選購居屋時，提供三個室內裝置設備選擇。即基本設備方案、標準設備方案及精裝設備方案；亦即係現時你睇嘅三種示範設計。你是否歡迎這建議？

1. 是
2. 否。原因：_____
3. 無意見

(八) 你會否因為家庭電器產品的質素和產地來源，影響你選擇「標準設備」方案或「精裝設備」方案？

1. 會
2. 不會

(九) 以一個位於市區的康和式兩房單位，及以三種示範設計的如下售價，你會選擇哪一個設備方案？

1. 基本設備方案（續問第IV部份問題十一至十五）
（約\$1,300,000）
2. 標準設備方案（續問第V部份問題十六至十八）
（約\$1,360,000）（1）+\$60,000
3. 精裝設備方案，不送家庭電器
（續問第VI部份問題十九,二十一至二十二）
（約\$1,370,000）（2）+\$10,000
4. 精裝設備方案，隨樓附送家庭電器
（續問第VI部份問題二十至二十二）
（約\$1,385,000）（3）+\$15,000

(十) 如果隨樓附送家庭電器的精裝設備方案是1,385,000元，以下的設備方案，你認為幾多錢才是合理價錢？

1. 基本設備方案：_____ 元
2. 標準設備方案：_____ 元
3. 精裝設備方案，不送家庭電器：_____ 元

IV. 選擇基本設備方案

(十一) 點解你揀基本設備方案呢？(可選擇多過一個答案)

1. 標準及精裝設備方案未符合個人品味，寧選擇個別裝修
2. 樓價較平
3. 無論提供任何設計，均會進行大規模裝修工程
4. 可隨家庭需要，自由間隔及選擇室內用料
5. 其他 (請註明：_____)

(十二) 就模擬廚房及浴室而言，你對這方案所提供的設備標準，是否覺得滿意及足夠？

1. 是
2. 否。原因 _____
_____ (續問問題十三)

(十三) 那一部份需要改善？(可選擇多過一個答案)

1. 廚房。請註明 _____
2. 浴室。請註明 _____

(十四) 這個方案須裝置建築物規例規定的最基本設備。入伙後，你會否連現有的基本設備，如坐鏢、洗手盆、盆等也棄丟？

1. 會。 因為很難配合將來的裝修計設
2. 不會。 將予保留，考慮如何配合將來的裝修設計

(十五甲) 你預算用幾多錢裝修廚房和浴室？

_____ 元

(十五乙) 以整個單位計算，你預算花費多少裝修費用？

_____ 元

V. 選擇標準設備方案

(十六) 點解你揀標準設備方案呢？(可選擇多過一個答案)

1. 設備已齊全、理想
2. 不欲多付額外的樓價
3. 擔心家庭電器產地來源的問題
4. 可自由選擇家庭電器
5. 其他(請註明: _____)

(十七) 就模擬廚房及浴室而言，你對這方案所提供的設備標準，是否覺得滿意及足夠？

1. 是。(跳問第VII部份)
2. 否。(續問問題十八)

(十八) 甚麼原因呢？同有甚麼地方要改善呢？

	原因	改善的地方
1. 廚房		
2. 浴室		

VI. 選擇精裝設備方案

(十九) 點解你會揀不需要家庭電器的精裝設備方案呢？

原因：_____

(二十) 點解你會揀隨樓附送家庭電器的精裝設備方案呢？

原因：_____

(二十一) 就模擬廚房及浴室而言，你對這方案所提供的設備標準，是否覺得滿意及足夠？

- A. 是。 (跳問第VII部份)
- B. 否。 (續問問題二十二)

(二十二) 甚麼原因呢？同有甚麼地方要改善呢？

	原因	改善的地方
1. 廚房		
2. 浴室		

VII. 顏色取向

(二十三) 假如廚房和浴室的顏色配搭好似你現在所見的示範設計，採用柔和雅潔的顏色；你會不會接受？

- 1. 接受
- 2. 不接受
- 3. 無意見

(二十四) 假如你可選擇加錢而揀選廚櫃、浴室地櫃櫃門和工作枱面嘅顏色，你會唔會選擇？

- 1. 會 (續問問題二十五)
- 2. 不會 (跳問第VIII部份)
- 3. 無意見 (跳問第VIII部份)

(二十五) 你最多願意加幾多錢來揀選顏色配搭？

_____ 元

VIII. 木門樣式

(二十六) 你會選擇圖示那一款的木門樣式？

1. 現有設計，門頂裝有玻璃的白色漆油門
2. 改良設計，門頂沒有玻璃的淺色木皮門
3. 無所謂。沒有特別喜好

IX. 示範單位

(二十七) 有建議在每個屋苑地盤都蓋建示範單位，以便居屋準買家可以在購樓前前往參觀，更清楚了解日後所提供的裝置設備標準和顏色配搭。你是否贊成這建議？

1. 是
2. 否。原因： _____
3. 無意見

X. 家庭資料

(二十八) 閣下家庭來自：

1. 私人住宅
2. 公屋住戶
3. 重建 / 受清拆影響住戶
4. 中轉房屋 / 臨時房屋區住戶
5. 其他 (請註明： _____)

(二十九) 家庭成員人數
_____ 人

(三十) 閣下之年齡為：

1. 18 - 30
2. 31 - 40
3. 41 - 50
4. 51 - 60
5. 61或以上

(三十一) 每月之家庭總收入約為：

1. \$15,000以下
2. \$15,000 - \$20,000
3. \$20,001 - \$30,000
4. \$30,001 - \$40,000
5. \$40,001 - \$45,000
6. \$45,001或以上

多謝你的寶貴意見

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