Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 1 Header 1a \*BY\* B5a. Satisfaction of Souvenir - Design of the Souvenirs PAGE 1

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ Gender (S1) ║ Age (S2) ║ Occupation (G1) ║

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║ Total ║ Male Female ║ 12-19 20-29 30-39 40 or above ║ Working Homemarker Student ║

║ (A) ║ -(B) -(C) ║ -(D) -(E) -(F) -(G) ║ -(H) -(I) -(J) ║

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RESPONDENTS ║ 533║ 195 338║ 33 204 209 87║ 415 45 60║

WTD. RESP. ║ 531║ 195 336║ 25 181 230 95║ 423 50 46║

║ 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

B5a. Satisfaction of Souvenir - Design of the Souvenirs ║ ║ ║ ║

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Top 4 ║ 501║ 186 315║ 23 174 215 88║ 402 43 43║

║ 94.2%║ 95.4% 93.5%║ 92.9% 96.3% 93.5% 92.5%║ 94.9% 86.4% 95.4%║

║ I║ ║ ║ ║

║ ║ ║ ║ ║

Very satisfied (10) ║ 137║ 43 94║ 4 56 61 15║ 117 8 11║

║ 25.8%║ 21.9% 28.0%║ 17.3% 31.2% 26.6% 15.7%║ 27.6% 15.7% 24.8%║

║ G║ ║ ║ ║

║ ║ ║ ║ ║

9 (9) ║ 109║ 38 71║ 7 37 47 18║ 81 9 15║

║ 20.6%║ 19.7% 21.1%║ 28.1% 20.7% 20.2% 19.4%║ 19.1% 18.4% 33.6%║

║ J║ ║ ║ ║

║ ║ ║ ║ ║

8 (8) ║ 210║ 87 123║ 9 68 83 49║ 170 20 13║

║ 39.5%║ 44.5% 36.5%║ 36.4% 37.7% 36.1% 51.6%║ 40.0% 39.3% 28.2%║

║ G║ ║ ║ ║

║ ║ ║ ║ ║

7 (7) ║ 45║ 18 26║ 3 12 24 6║ 34 7 4║

║ 8.4%║ 9.4% 7.9%║ 11.1% 6.7% 10.5% 5.9%║ 8.1% 13.0% 8.9%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

6 (6) ║ 14║ 3 10║ 1 3 4 5║ 11 1 2║

║ 2.5%║ 1.8% 3.0%║ 5.2% 1.9% 1.8% 4.9%║ 2.5% 2.7% 3.5%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

5 (5) ║ 17║ 5 12║ 0 3 11 2║ 11 5 0║

║ 3.2%║ 2.8% 3.4%║ 1.9% 1.9% 4.7% 2.6%║ 2.6% 10.9% 1.0%║

║ I║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 8.49║ 8.42 8.53║ 8.35 8.67 8.45 8.27║ 8.53 7.99 8.64║

║ I║ ║ ║ ║

STD. DEVIATION ║ 1.21║ 1.15 1.25║ 1.18 1.15 1.29 1.12║ 1.20 1.44 1.13║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 1 (CONT.) Header 1a \*BY\* B5a. Satisfaction of Souvenir - Design of the Souvenirs PAGE 2

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ Household Income (G3) ║

║ ╠═══════════════════════════════════════════════════════════╣

║ Total ║ Below $20,000 $20,000 - 29,999 $30,000 or above ║

║ (A) ║ -(K) -(L) -(M) ║

╠═══════════════════╬═══════════════════════════════════════════════════════════╣

RESPONDENTS ║ 533║ 247 120 141║

WTD. RESP. ║ 531║ 262 124 116║

║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║

B5a. Satisfaction of Souvenir - Design of the Souvenirs ║ ║

║ ║ ║

Top 4 ║ 501║ 249 116 110║

║ 94.2%║ 95.1% 93.8% 94.7%║

║ ║ ║

║ ║ ║

Very satisfied (10) ║ 137║ 74 27 27║

║ 25.8%║ 28.2% 21.5% 23.5%║

║ ║ ║

║ ║ ║

9 (9) ║ 109║ 52 23 29║

║ 20.6%║ 20.0% 18.2% 25.1%║

║ ║ ║

║ ║ ║

8 (8) ║ 210║ 101 59 39║

║ 39.5%║ 38.4% 47.8% 33.3%║

║ ║ ║

║ ║ ║

7 (7) ║ 45║ 22 8 15║

║ 8.4%║ 8.4% 6.3% 12.8%║

║ ║ ║

║ ║ ║

6 (6) ║ 14║ 3 2 6║

║ 2.5%║ 1.3% 1.3% 5.1%║

║ ║ ║

║ ║ ║

5 (5) ║ 17║ 9 6 0║

║ 3.2%║ 3.6% 4.9% 0.2%║

║ ║ ║

║ ║ ║

MEANS ║ 8.49║ 8.55 8.38 8.49║

║ ║ ║

STD. DEVIATION ║ 1.21║ 1.22 1.21 1.15║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 2 Header 1b \*BY\* B5a. Satisfaction of Souvenir - Design of the Souvenirs PAGE 3

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ ║ Visited ║ Annual ║ First Time ║ Tendency ║ ║

║ ║ Guest Type (S3/S4) ║ with Kids (A4) ║ Pass Owners (A2)║ Visitors (A6) ║ to Revisit OP (A7) ║ Country of Origin (S3/A1) ║

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║ Total ║ HK Tour FIT Tourists║ Yes No ║ Yes No ║ Yes No ║ Likely Neither Unlikely║ HK Tourists Tourists║

║ (A) ║Residents Group -(D) -(E) ║ -(F) -(G) ║ -(H) -(I) ║ -(J) -(K) ║ -(L) -(M) -(N) ║Resident from from ║

║ ║ -(B) -(C) ║ ║ ║ ║ ║ -s China other ║

║ ║ ║ ║ ║ ║ ║ -(O) -(P) countries║

║ ║ ║ ║ ║ ║ ║ -(Q) ║

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RESPONDENTS ║ 533║ 92 220 221 441║ 182 351║ 45 488║ 332 201║ 433 35 65║ 92 356 85║

WTD. RESP. ║ 531║ 82 291 158 449║ 176 355║ 45 487║ 334 197║ 423 48 60║ 82 374 75║

║ 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

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B5a. Satisfaction of Souvenir - Design of the Souvenirs ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Top 4 ║ 501║ 78 282 141 423║ 162 339║ 40 461║ 325 176║ 405 43 53║ 78 355 68║

║ 94.2%║ 94.6% 96.8% 89.4% 94.2%║ 92.1% 95.3%║ 89.6% 94.7%║ 97.2% 89.2%║ 95.8% 89.5% 87.3%║ 94.6% 94.9% 90.5%║

║ DJKN║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Very satisfied (10) ║ 137║ 4 97 36 133║ 38 99║ 4 133║ 106 31║ 123 6 7║ 4 107 25║

║ 25.8%║ 5.1% 33.1% 23.0% 29.6%║ 21.4% 28.0%║ 8.6% 27.4%║ 31.8% 15.6%║ 29.2% 13.3% 12.1%║ 5.1% 28.8% 33.7%║

║ BCHKNO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

9 (9) ║ 109║ 13 61 36 96║ 37 73║ 10 99║ 72 38║ 92 7 11║ 13 81 16║

║ 20.6%║ 15.7% 20.8% 22.7% 21.5%║ 20.9% 20.4%║ 22.1% 20.4%║ 21.5% 19.1%║ 21.7% 14.4% 18.0%║ 15.7% 21.7% 20.6%║

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║ ║ ║ ║ ║ ║ ║ ║

8 (8) ║ 210║ 50 102 58 159║ 67 142║ 20 190║ 125 85║ 152 30 27║ 50 138 21║

║ 39.5%║ 60.8% 35.0% 36.6% 35.5%║ 38.2% 40.1%║ 45.0% 38.9%║ 37.3% 43.1%║ 36.0% 61.9% 45.4%║ 60.8% 37.0% 28.0%║

║ BMO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

7 (7) ║ 45║ 11 23 11 34║ 20 24║ 6 39║ 22 23║ 38 - 7║ 11 28 6║

║ 8.4%║ 13.1% 7.8% 7.1% 7.6%║ 11.6% 6.8%║ 13.8% 7.9%║ 6.6% 11.5%║ 8.9% 11.8%║ 13.1% 7.4% 8.2%║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

6 (6) ║ 14║ 3 4 6 11║ 6 8║ 3 10║ 5 8║ 5 5 3║ 3 9 2║

║ 2.5%║ 3.6% 1.5% 3.9% 2.4%║ 3.3% 2.2%║ 7.6% 2.1%║ 1.6% 4.1%║ 1.2% 10.5% 5.5%║ 3.6% 2.3% 2.7%║

║ M║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

5 (5) ║ 17║ 1 5 11 16║ 8 9║ 1 16║ 4 13║ 13 - 4║ 1 11 5║

║ 3.2%║ 1.8% 1.7% 6.7% 3.5%║ 4.6% 2.5%║ 2.9% 3.2%║ 1.2% 6.7%║ 3.0% 7.2%║ 1.8% 2.8% 6.8%║

║ K║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

MEANS ║ 8.49║ 8.00 8.71 8.34 8.58║ 8.32 8.58║ 8.02 8.53║ 8.72 8.11║ 8.60 8.20 7.98║ 8.00 8.59 8.54║

║ BCHJKNO║ ║ ║ ║ ║ ║ ║

STD. DEVIATION ║ 1.21║ 0.90 1.15 1.37 1.24║ 1.28 1.17║ 1.14 1.21║ 1.10 1.30║ 1.20 1.04 1.29║ 0.90 1.20 1.45║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQ

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 3 Header 1a \*BY\* B5b. Satisfaction of Souvenir - Use of the Souvenirs PAGE 4

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ Gender (S1) ║ Age (S2) ║ Occupation (G1) ║

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║ Total ║ Male Female ║ 12-19 20-29 30-39 40 or above ║ Working Homemarker Student ║

║ (A) ║ -(B) -(C) ║ -(D) -(E) -(F) -(G) ║ -(H) -(I) -(J) ║

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RESPONDENTS ║ 533║ 195 338║ 33 204 209 87║ 415 45 60║

WTD. RESP. ║ 531║ 195 336║ 25 181 230 95║ 423 50 46║

║ 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

B5b. Satisfaction of Souvenir - Use of the Souvenirs ║ ║ ║ ║

║ ║ ║ ║ ║

Top 4 ║ 443║ 175 268║ 21 164 176 81║ 352 39 39║

║ 83.4%║ 89.8% 79.7%║ 85.1% 90.5% 76.7% 85.5%║ 83.2% 77.7% 86.7%║

║ BEF║ ║ ║ ║

║ ║ ║ ║ ║

Very satisfied (10) ║ 101║ 34 67║ 3 35 50 12║ 81 9 10║

║ 19.1%║ 17.3% 20.1%║ 12.2% 19.6% 21.9% 13.0%║ 19.2% 17.9% 21.5%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

9 (9) ║ 106║ 35 72║ 2 35 40 30║ 76 15 10║

║ 20.0%║ 17.7% 21.4%║ 6.5% 19.3% 17.6% 31.0%║ 18.0% 29.3% 22.6%║

║ G║ ║ ║ ║

║ ║ ║ ║ ║

8 (8) ║ 142║ 69 72║ 6 62 49 24║ 122 10 10║

║ 26.7%║ 35.6% 21.5%║ 24.7% 34.5% 21.5% 24.9%║ 28.8% 19.1% 21.6%║

║ BE║ ║ ║ ║

║ ║ ║ ║ ║

7 (7) ║ 93║ 37 56║ 10 31 36 16║ 73 6 10║

║ 17.6%║ 19.1% 16.7%║ 41.7% 17.1% 15.8% 16.6%║ 17.3% 11.5% 21.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

6 (6) ║ 48║ 15 33║ 1 8 28 11║ 41 5 3║

║ 9.1%║ 7.6% 9.9%║ 3.4% 4.6% 12.1% 11.8%║ 9.6% 9.4% 6.3%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

5 (5) ║ 36║ 4 31║ 3 7 24 2║ 26 6 3║

║ 6.7%║ 2.3% 9.3%║ 10.4% 3.7% 10.5% 2.3%║ 6.2% 12.9% 6.3%║

║ B║ ║ ║ ║

║ ║ ║ ║ ║

Bottom 4 ║ 4║ 1 4║ 0 2 2 0║ 4 - 0║

║ 0.8%║ 0.3% 1.1%║ 1.2% 1.2% 0.7% 0.3%║ 1.0% 0.6%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

4 (4) ║ 3║ 0 2║ 0 1 2 0║ 2 - 0║

║ 0.5%║ 0.2% 0.7%║ 1.2% 0.3% 0.7% 0.3%║ 0.6% 0.6%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

2 (2) ║ 0║ 0 -║ - 0 - -║ 0 - -║

║ 0.1%║ 0.2% ║ 0.2% ║ 0.1% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Very dissatisfied (1) ║ 1║ - 1║ - 1 - -║ 1 - -║

║ 0.2%║ 0.4%║ 0.7% ║ 0.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 7.98║ 8.09 7.91║ 7.47 8.14 7.87 8.09║ 7.96 7.96 8.10║

║ ║ ║ ║ ║

STD. DEVIATION ║ 1.53║ 1.29 1.65║ 1.42 1.46 1.66 1.32║ 1.53 1.65 1.50║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 3 (CONT.) Header 1a \*BY\* B5b. Satisfaction of Souvenir - Use of the Souvenirs PAGE 5

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

╔═══════════════════╦═══════════════════════════════════════════════════════════╗

║ ║ Household Income (G3) ║

║ ╠═══════════════════════════════════════════════════════════╣

║ Total ║ Below $20,000 $20,000 - 29,999 $30,000 or above ║

║ (A) ║ -(K) -(L) -(M) ║

╠═══════════════════╬═══════════════════════════════════════════════════════════╣

RESPONDENTS ║ 533║ 247 120 141║

WTD. RESP. ║ 531║ 262 124 116║

║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║

B5b. Satisfaction of Souvenir - Use of the Souvenirs ║ ║

║ ║ ║

Top 4 ║ 443║ 235 99 90║

║ 83.4%║ 89.9% 79.8% 77.1%║

║ K║ ║

║ ║ ║

Very satisfied (10) ║ 101║ 48 25 22║

║ 19.1%║ 18.4% 20.5% 18.5%║

║ ║ ║

║ ║ ║

9 (9) ║ 106║ 59 22 23║

║ 20.0%║ 22.4% 18.2% 19.5%║

║ ║ ║

║ ║ ║

8 (8) ║ 142║ 71 38 31║

║ 26.7%║ 27.0% 30.7% 26.4%║

║ ║ ║

║ ║ ║

7 (7) ║ 93║ 58 13 15║

║ 17.6%║ 22.2% 10.5% 12.7%║

║ ║ ║

║ ║ ║

6 (6) ║ 48║ 12 12 18║

║ 9.1%║ 4.6% 9.6% 15.5%║

║ KM║ ║

║ ║ ║

5 (5) ║ 36║ 11 13 8║

║ 6.7%║ 4.1% 10.5% 7.1%║

║ ║ ║

║ ║ ║

Bottom 4 ║ 4║ 4 0 0║

║ 0.8%║ 1.4% 0.2% 0.3%║

║ ║ ║

║ ║ ║

4 (4) ║ 3║ 2 0 0║

║ 0.5%║ 0.8% 0.2% 0.3%║

║ ║ ║

║ ║ ║

2 (2) ║ 0║ 0 - -║

║ 0.1%║ 0.1% ║

║ ║ ║

║ ║ ║

Very dissatisfied (1) ║ 1║ 1 - -║

║ 0.2%║ 0.5% ║

║ ║ ║

║ ║ ║

MEANS ║ 7.98║ 8.08 7.97 7.91║

║ ║ ║

STD. DEVIATION ║ 1.53║ 1.46 1.57 1.54║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 4 Header 1b \*BY\* B5b. Satisfaction of Souvenir - Use of the Souvenirs PAGE 6

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ ║ Visited ║ Annual ║ First Time ║ Tendency ║ ║

║ ║ Guest Type (S3/S4) ║ with Kids (A4) ║ Pass Owners (A2)║ Visitors (A6) ║ to Revisit OP (A7) ║ Country of Origin (S3/A1) ║

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║ Total ║ HK Tour FIT Tourists║ Yes No ║ Yes No ║ Yes No ║ Likely Neither Unlikely║ HK Tourists Tourists║

║ (A) ║Residents Group -(D) -(E) ║ -(F) -(G) ║ -(H) -(I) ║ -(J) -(K) ║ -(L) -(M) -(N) ║Resident from from ║

║ ║ -(B) -(C) ║ ║ ║ ║ ║ -s China other ║

║ ║ ║ ║ ║ ║ ║ -(O) -(P) countries║

║ ║ ║ ║ ║ ║ ║ -(Q) ║

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RESPONDENTS ║ 533║ 92 220 221 441║ 182 351║ 45 488║ 332 201║ 433 35 65║ 92 356 85║

WTD. RESP. ║ 531║ 82 291 158 449║ 176 355║ 45 487║ 334 197║ 423 48 60║ 82 374 75║

║ 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║ ║ ║ ║

B5b. Satisfaction of Souvenir - Use of the Souvenirs ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Top 4 ║ 443║ 47 264 132 396║ 136 307║ 27 416║ 303 140║ 362 37 44║ 47 331 64║

║ 83.4%║ 57.4% 90.5% 83.8% 88.1%║ 77.2% 86.4%║ 60.6% 85.5%║ 90.6% 71.1%║ 85.8% 75.5% 73.1%║ 57.4% 88.7% 85.2%║

║ BCEHJKNOP║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Very satisfied (10) ║ 101║ 4 64 33 97║ 31 71║ 4 97║ 77 24║ 90 2 9║ 4 79 18║

║ 19.1%║ 4.8% 22.1% 20.8% 21.7%║ 17.4% 19.9%║ 9.5% 19.9%║ 23.1% 12.1%║ 21.3% 3.8% 15.4%║ 4.8% 21.1% 24.3%║

║ BKMO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

9 (9) ║ 106║ 12 68 27 95║ 32 74║ 2 104║ 73 34║ 82 17 8║ 12 78 17║

║ 20.0%║ 14.1% 23.3% 17.1% 21.1%║ 18.1% 21.0%║ 5.0% 21.4%║ 21.8% 17.1%║ 19.4% 34.5% 12.7%║ 14.1% 20.9% 22.2%║

║ HM║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

8 (8) ║ 142║ 24 70 49 118║ 45 97║ 18 123║ 90 52║ 117 9 15║ 24 100 18║

║ 26.7%║ 28.8% 23.9% 30.8% 26.3%║ 25.7% 27.2%║ 41.4% 25.3%║ 27.0% 26.2%║ 27.8% 19.1% 25.0%║ 28.8% 26.7% 24.2%║

║ H║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

7 (7) ║ 93║ 8 62 24 85║ 28 65║ 2 91║ 63 31║ 73 9 12║ 8 74 11║

║ 17.6%║ 9.8% 21.2% 15.0% 19.0%║ 16.0% 18.4%║ 4.7% 18.8%║ 18.7% 15.7%║ 17.2% 18.0% 19.9%║ 9.8% 19.9% 14.6%║

║ H║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

6 (6) ║ 48║ 20 19 10 29║ 23 25║ 9 39║ 21 27║ 39 3 6║ 20 22 6║

║ 9.1%║ 23.9% 6.4% 6.3% 6.4%║ 13.1% 7.1%║ 20.0% 8.1%║ 6.4% 13.6%║ 9.2% 6.6% 10.1%║ 23.9% 6.0% 8.4%║

║ BHO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

5 (5) ║ 36║ 14 8 14 21║ 15 20║ 8 28║ 8 28║ 19 9 8║ 14 17 5║

║ 6.7%║ 17.3% 2.7% 8.7% 4.8%║ 8.6% 5.7%║ 17.6% 5.7%║ 2.4% 14.0%║ 4.4% 17.9% 13.8%║ 17.3% 4.4% 6.4%║

║ BCHJKMNO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Bottom 4 ║ 4║ 1 1 2 3║ 2 2║ 1 4║ 2 2║ 3 - 2║ 1 3 -║

║ 0.8%║ 1.4% 0.4% 1.2% 0.7%║ 1.1% 0.7%║ 1.8% 0.7%║ 0.6% 1.3%║ 0.6% 3.1%║ 1.4% 0.9% ║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

4 (4) ║ 3║ 1 - 2 2║ 2 1║ 1 2║ 1 2║ 3 - 0║ 1 2 -║

║ 0.5%║ 1.0% 1.2% 0.4%║ 1.1% 0.2%║ 1.8% 0.4%║ 0.2% 1.1%║ 0.6% 0.4%║ 1.0% 0.5% ║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

2 (2) ║ 0║ 0 - - -║ - 0║ - 0║ - 0║ - - 0║ 0 - -║

║ 0.1%║ 0.4% ║ 0.1%║ 0.1%║ 0.2%║ 0.5%║ 0.4% ║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Very dissatisfied (1) ║ 1║ - 1 - 1║ - 1║ - 1║ 1 -║ - - 1║ - 1 -║

║ 0.2%║ 0.4% 0.3%║ 0.4%║ 0.3%║ 0.4% ║ 2.1%║ 0.3% ║

║ N║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

MEANS ║ 7.98║ 7.08 8.22 8.00 8.15║ 7.80 8.07║ 7.19 8.05║ 8.26 7.51║ 8.11 7.57 7.42║ 7.08 8.13 8.20║

║ BCHJKNO║ ║ ║ ║ ║ ║ ║

STD. DEVIATION ║ 1.53║ 1.56 1.41 1.55 1.46║ 1.58 1.50║ 1.60 1.50║ 1.40 1.62║ 1.44 1.56 1.90║ 1.56 1.46 1.50║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQ

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 5 Header 1a \*BY\* B5c. Satisfaction of Souvenir - Quality of the Souvenirs PAGE 7

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ Gender (S1) ║ Age (S2) ║ Occupation (G1) ║

║ ╠═══════════════════════════════════════╬═══════════════════════════════════════════════════════════════════════════════╬═══════════════════════════════════════════════════════════╣

║ Total ║ Male Female ║ 12-19 20-29 30-39 40 or above ║ Working Homemarker Student ║

║ (A) ║ -(B) -(C) ║ -(D) -(E) -(F) -(G) ║ -(H) -(I) -(J) ║

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RESPONDENTS ║ 533║ 195 338║ 33 204 209 87║ 415 45 60║

WTD. RESP. ║ 531║ 195 336║ 25 181 230 95║ 423 50 46║

║ 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

B5c. Satisfaction of Souvenir - Quality of the Souvenirs ║ ║ ║ ║

║ ║ ║ ║ ║

Top 4 ║ 490║ 179 311║ 23 171 217 78║ 396 41 43║

║ 92.2%║ 91.6% 92.5%║ 92.9% 94.4% 94.5% 82.3%║ 93.6% 82.2% 93.3%║

║ GI║ ║ ║ ║

║ ║ ║ ║ ║

Very satisfied (10) ║ 126║ 34 92║ 6 49 54 16║ 97 14 13║

║ 23.7%║ 17.5% 27.3%║ 24.4% 27.3% 23.4% 17.2%║ 23.0% 27.7% 29.3%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

9 (9) ║ 125║ 48 77║ 8 47 52 18║ 95 12 16║

║ 23.5%║ 24.5% 22.9%║ 30.7% 26.1% 22.5% 18.9%║ 22.5% 24.8% 34.9%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

8 (8) ║ 160║ 65 95║ 7 55 70 28║ 135 10 9║

║ 30.1%║ 33.1% 28.3%║ 29.5% 30.5% 30.2% 29.1%║ 31.9% 19.0% 20.7%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

7 (7) ║ 79║ 32 47║ 2 19 42 16║ 69 5 4║

║ 15.0%║ 16.6% 14.0%║ 8.3% 10.5% 18.3% 17.1%║ 16.2% 10.6% 8.4%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

6 (6) ║ 29║ 12 17║ 0 9 8 13║ 20 7 1║

║ 5.5%║ 6.3% 5.1%║ 0.7% 4.8% 3.4% 13.3%║ 4.7% 14.4% 2.5%║

║ GI║ ║ ║ ║

║ ║ ║ ║ ║

5 (5) ║ 9║ 4 5║ 0 1 4 4║ 7 0 1║

║ 1.7%║ 1.9% 1.6%║ 1.2% 0.6% 1.6% 4.4%║ 1.7% 0.8% 1.3%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Bottom 4 ║ 3║ 0 3║ 1 0 1 -║ 0 1 1║

║ 0.6%║ 0.2% 0.8%║ 5.2% 0.2% 0.6% ║ 0.1% 2.6% 2.9%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

4 (4) ║ 3║ 0 3║ 1 0 1 -║ 0 1 1║

║ 0.6%║ 0.2% 0.8%║ 5.2% 0.2% 0.6% ║ 0.1% 2.6% 2.9%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 8.37║ 8.24 8.45║ 8.45 8.58 8.37 7.96║ 8.38 8.28 8.65║

║ G║ ║ ║ ║

STD. DEVIATION ║ 1.29║ 1.23 1.32║ 1.49 1.18 1.26 1.41║ 1.23 1.58 1.38║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 5 (CONT.) Header 1a \*BY\* B5c. Satisfaction of Souvenir - Quality of the Souvenirs PAGE 8

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ Household Income (G3) ║

║ ╠═══════════════════════════════════════════════════════════╣

║ Total ║ Below $20,000 $20,000 - 29,999 $30,000 or above ║

║ (A) ║ -(K) -(L) -(M) ║

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RESPONDENTS ║ 533║ 247 120 141║

WTD. RESP. ║ 531║ 262 124 116║

║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║

B5c. Satisfaction of Souvenir - Quality of the Souvenirs ║ ║

║ ║ ║

Top 4 ║ 490║ 240 114 108║

║ 92.2%║ 91.8% 92.5% 92.7%║

║ ║ ║

║ ║ ║

Very satisfied (10) ║ 126║ 67 23 25║

║ 23.7%║ 25.8% 18.7% 21.7%║

║ ║ ║

║ ║ ║

9 (9) ║ 125║ 68 28 21║

║ 23.5%║ 26.0% 23.1% 18.0%║

║ ║ ║

║ ║ ║

8 (8) ║ 160║ 72 50 31║

║ 30.1%║ 27.7% 40.7% 26.3%║

║ L║ ║

║ ║ ║

7 (7) ║ 79║ 32 12 31║

║ 15.0%║ 12.3% 10.0% 26.7%║

║ M║ ║

║ ║ ║

6 (6) ║ 29║ 20 3 5║

║ 5.5%║ 7.7% 2.6% 4.5%║

║ ║ ║

║ ║ ║

5 (5) ║ 9║ 1 5 3║

║ 1.7%║ 0.4% 3.9% 2.8%║

║ ║ ║

║ ║ ║

Bottom 4 ║ 3║ 0 1 -║

║ 0.6%║ 0.1% 1.1% ║

║ ║ ║

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4 (4) ║ 3║ 0 1 -║

║ 0.6%║ 0.1% 1.1% ║

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║ ║ ║

MEANS ║ 8.37║ 8.48 8.29 8.17║

║ ║ ║

STD. DEVIATION ║ 1.29║ 1.25 1.28 1.32║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 6 Header 1b \*BY\* B5c. Satisfaction of Souvenir - Quality of the Souvenirs PAGE 9

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ ║ Visited ║ Annual ║ First Time ║ Tendency ║ ║

║ ║ Guest Type (S3/S4) ║ with Kids (A4) ║ Pass Owners (A2)║ Visitors (A6) ║ to Revisit OP (A7) ║ Country of Origin (S3/A1) ║

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║ Total ║ HK Tour FIT Tourists║ Yes No ║ Yes No ║ Yes No ║ Likely Neither Unlikely║ HK Tourists Tourists║

║ (A) ║Residents Group -(D) -(E) ║ -(F) -(G) ║ -(H) -(I) ║ -(J) -(K) ║ -(L) -(M) -(N) ║Resident from from ║

║ ║ -(B) -(C) ║ ║ ║ ║ ║ -s China other ║

║ ║ ║ ║ ║ ║ ║ -(O) -(P) countries║

║ ║ ║ ║ ║ ║ ║ -(Q) ║

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RESPONDENTS ║ 533║ 92 220 221 441║ 182 351║ 45 488║ 332 201║ 433 35 65║ 92 356 85║

WTD. RESP. ║ 531║ 82 291 158 449║ 176 355║ 45 487║ 334 197║ 423 48 60║ 82 374 75║

║ 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

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B5c. Satisfaction of Souvenir - Quality of the Souvenirs║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Top 4 ║ 490║ 72 273 145 418║ 156 334║ 41 449║ 313 177║ 402 37 51║ 72 348 70║

║ 92.2%║ 87.7% 93.7% 91.8% 93.0%║ 88.8% 93.9%║ 91.2% 92.3%║ 93.5% 90.0%║ 95.1% 76.4% 84.5%║ 87.7% 93.1% 92.5%║

║ MN║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Very satisfied (10) ║ 126║ 4 85 36 122║ 36 90║ 4 122║ 94 32║ 113 2 11║ 4 101 21║

║ 23.7%║ 4.7% 29.3% 23.1% 27.2%║ 20.5% 25.2%║ 9.1% 25.0%║ 28.1% 16.2%║ 26.8% 3.9% 17.7%║ 4.7% 27.0% 27.9%║

║ BHKMO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

9 (9) ║ 125║ 8 80 37 117║ 34 90║ 4 120║ 90 35║ 107 7 11║ 8 93 24║

║ 23.5%║ 9.3% 27.4% 23.5% 26.1%║ 19.5% 25.4%║ 9.9% 24.7%║ 26.9% 17.6%║ 25.4% 13.8% 18.1%║ 9.3% 24.9% 32.0%║

║ BHO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

8 (8) ║ 160║ 34 73 53 126║ 52 108║ 17 143║ 89 71║ 115 20 24║ 34 106 20║

║ 30.1%║ 40.9% 25.0% 33.9% 28.1%║ 29.7% 30.3%║ 38.9% 29.3%║ 26.5% 36.2%║ 27.2% 41.9% 40.6%║ 40.9% 28.4% 26.6%║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

7 (7) ║ 79║ 27 35 18 53║ 34 46║ 15 65║ 40 39║ 66 8 5║ 27 48 5║

║ 15.0%║ 32.8% 11.9% 11.3% 11.7%║ 19.1% 12.9%║ 33.5% 13.3%║ 12.0% 20.0%║ 15.7% 16.9% 8.1%║ 32.8% 12.8% 6.0%║

║ BHOQ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

6 (6) ║ 29║ 8 14 7 21║ 15 15║ 2 28║ 19 11║ 16 9 5║ 8 17 4║

║ 5.5%║ 9.8% 4.9% 4.3% 4.7%║ 8.4% 4.1%║ 3.9% 5.7%║ 5.6% 5.4%║ 3.7% 18.5% 7.5%║ 9.8% 4.5% 5.6%║

║ M║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

5 (5) ║ 9║ 2 4 3 7║ 4 6║ 1 8║ 3 6║ 5 1 3║ 2 6 1║

║ 1.7%║ 2.1% 1.4% 2.2% 1.7%║ 2.0% 1.6%║ 1.9% 1.7%║ 0.9% 3.1%║ 1.2% 2.3% 5.3%║ 2.1% 1.6% 1.9%║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Bottom 4 ║ 3║ 0 - 3 3║ 1 2║ 1 2║ - 3║ - 1 2║ 0 3 -║

║ 0.6%║ 0.4% 1.7% 0.6%║ 0.7% 0.5%║ 2.9% 0.3%║ 1.5%║ 2.7% 2.7%║ 0.4% 0.7% ║

║ ║ ║ ║ ║ ║ ║ ║

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4 (4) ║ 3║ 0 - 3 3║ 1 2║ 1 2║ - 3║ - 1 2║ 0 3 -║

║ 0.6%║ 0.4% 1.7% 0.6%║ 0.7% 0.5%║ 2.9% 0.3%║ 1.5%║ 2.7% 2.7%║ 0.4% 0.7% ║

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MEANS ║ 8.37║ 7.58 8.60 8.37 8.52║ 8.16 8.48║ 7.69 8.44║ 8.57 8.04║ 8.52 7.50 8.04║ 7.58 8.49 8.65║

║ BCHJKMO║ ║ ║ ║ ║ ║ ║

STD. DEVIATION ║ 1.29║ 1.05 1.24 1.34 1.28║ 1.35 1.24║ 1.24 1.28║ 1.22 1.33║ 1.21 1.28 1.49║ 1.05 1.29 1.22║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQ

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 7 Header 1a \*BY\* B5d. Satisfaction of Souvenir - Variety of the Souvenirs PAGE 10

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ Gender (S1) ║ Age (S2) ║ Occupation (G1) ║

║ ╠═══════════════════════════════════════╬═══════════════════════════════════════════════════════════════════════════════╬═══════════════════════════════════════════════════════════╣

║ Total ║ Male Female ║ 12-19 20-29 30-39 40 or above ║ Working Homemarker Student ║

║ (A) ║ -(B) -(C) ║ -(D) -(E) -(F) -(G) ║ -(H) -(I) -(J) ║

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RESPONDENTS ║ 533║ 195 338║ 33 204 209 87║ 415 45 60║

WTD. RESP. ║ 531║ 195 336║ 25 181 230 95║ 423 50 46║

║ 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

B5d. Satisfaction of Souvenir - Variety of the Souvenirs ║ ║ ║ ║

║ ║ ║ ║ ║

Top 4 ║ 480║ 177 303║ 23 170 202 85║ 381 45 42║

║ 90.4%║ 90.9% 90.1%║ 91.2% 94.0% 88.1% 89.0%║ 89.9% 89.9% 92.8%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Very satisfied (10) ║ 139║ 47 92║ 5 59 55 20║ 118 8 13║

║ 26.2%║ 24.3% 27.3%║ 18.2% 32.7% 24.0% 21.3%║ 27.8% 16.2% 28.1%║

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║ ║ ║ ║ ║

9 (9) ║ 120║ 37 83║ 6 42 47 26║ 86 19 13║

║ 22.7%║ 19.0% 24.8%║ 22.4% 23.0% 20.6% 27.2%║ 20.3% 37.9% 27.5%║

║ I║ ║ ║ ║

║ ║ ║ ║ ║

8 (8) ║ 169║ 70 99║ 11 52 78 29║ 134 15 13║

║ 31.8%║ 36.0% 29.4%║ 44.2% 28.5% 33.7% 30.0%║ 31.6% 29.7% 27.8%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

7 (7) ║ 52║ 23 29║ 2 18 22 10║ 43 3 4║

║ 9.7%║ 11.8% 8.5%║ 6.3% 9.8% 9.7% 10.5%║ 10.2% 6.0% 9.4%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

6 (6) ║ 41║ 14 26║ 2 10 20 8║ 35 3 3║

║ 7.6%║ 7.4% 7.8%║ 8.8% 5.7% 8.7% 8.6%║ 8.2% 6.2% 6.6%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

5 (5) ║ 7║ 2 5║ - - 5 2║ 5 2 -║

║ 1.3%║ 1.2% 1.4%║ 2.4% 1.7%║ 1.3% 3.1% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Bottom 4 ║ 3║ 1 2║ - 1 2 1║ 3 0 0║

║ 0.6%║ 0.5% 0.7%║ 0.3% 0.9% 0.8%║ 0.6% 0.8% 0.6%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

4 (4) ║ 3║ 1 2║ - 1 2 1║ 3 0 0║

║ 0.6%║ 0.5% 0.7%║ 0.3% 0.9% 0.8%║ 0.6% 0.8% 0.6%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 8.44║ 8.36 8.48║ 8.35 8.66 8.31 8.34║ 8.43 8.40 8.59║

║ E║ ║ ║ ║

STD. DEVIATION ║ 1.31║ 1.28 1.33║ 1.14 1.22 1.37 1.32║ 1.34 1.27 1.24║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 7 (CONT.) Header 1a \*BY\* B5d. Satisfaction of Souvenir - Variety of the Souvenirs PAGE 11

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ Household Income (G3) ║

║ ╠═══════════════════════════════════════════════════════════╣

║ Total ║ Below $20,000 $20,000 - 29,999 $30,000 or above ║

║ (A) ║ -(K) -(L) -(M) ║

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RESPONDENTS ║ 533║ 247 120 141║

WTD. RESP. ║ 531║ 262 124 116║

║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║

B5d. Satisfaction of Souvenir - Variety of the Souvenirs ║ ║

║ ║ ║

Top 4 ║ 480║ 241 106 106║

║ 90.4%║ 92.0% 85.7% 91.2%║

║ ║ ║

║ ║ ║

Very satisfied (10) ║ 139║ 75 27 30║

║ 26.2%║ 28.8% 21.8% 25.6%║

║ ║ ║

║ ║ ║

9 (9) ║ 120║ 63 36 13║

║ 22.7%║ 24.0% 29.2% 11.4%║

║ M║ ║

║ ║ ║

8 (8) ║ 169║ 83 31 50║

║ 31.8%║ 31.7% 24.8% 42.7%║

║ M║ ║

║ ║ ║

7 (7) ║ 52║ 20 12 13║

║ 9.7%║ 7.6% 9.9% 11.5%║

║ ║ ║

║ ║ ║

6 (6) ║ 41║ 18 14 8║

║ 7.6%║ 6.9% 11.4% 6.5%║

║ ║ ║

║ ║ ║

5 (5) ║ 7║ - 4 2║

║ 1.3%║ 2.9% 1.6%║

║ ║ ║

║ ║ ║

Bottom 4 ║ 3║ 3 - 1║

║ 0.6%║ 1.0% 0.6%║

║ ║ ║

║ ║ ║

4 (4) ║ 3║ 3 - 1║

║ 0.6%║ 1.0% 0.6%║

║ ║ ║

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MEANS ║ 8.44║ 8.56 8.31 8.31║

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STD. DEVIATION ║ 1.31║ 1.27 1.38 1.30║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 8 Header 1b \*BY\* B5d. Satisfaction of Souvenir - Variety of the Souvenirs PAGE 12

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ ║ Visited ║ Annual ║ First Time ║ Tendency ║ ║

║ ║ Guest Type (S3/S4) ║ with Kids (A4) ║ Pass Owners (A2)║ Visitors (A6) ║ to Revisit OP (A7) ║ Country of Origin (S3/A1) ║

║ ╠════════════════════════════════════╬═════════════════╬═════════════════╬═════════════════╬══════════════════════════╬═══════════════════════════╣

║ Total ║ HK Tour FIT Tourists║ Yes No ║ Yes No ║ Yes No ║ Likely Neither Unlikely║ HK Tourists Tourists║

║ (A) ║Residents Group -(D) -(E) ║ -(F) -(G) ║ -(H) -(I) ║ -(J) -(K) ║ -(L) -(M) -(N) ║Resident from from ║

║ ║ -(B) -(C) ║ ║ ║ ║ ║ -s China other ║

║ ║ ║ ║ ║ ║ ║ -(O) -(P) countries║

║ ║ ║ ║ ║ ║ ║ -(Q) ║

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RESPONDENTS ║ 533║ 92 220 221 441║ 182 351║ 45 488║ 332 201║ 433 35 65║ 92 356 85║

WTD. RESP. ║ 531║ 82 291 158 449║ 176 355║ 45 487║ 334 197║ 423 48 60║ 82 374 75║

║ 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║ ║ ║ ║

B5d. Satisfaction of Souvenir - Variety of the Souvenirs║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Top 4 ║ 480║ 69 275 136 411║ 158 322║ 40 440║ 312 169║ 394 38 49║ 69 342 69║

║ 90.4%║ 83.6% 94.4% 86.6% 91.6%║ 89.9% 90.6%║ 90.7% 90.3%║ 93.2% 85.7%║ 93.2% 78.3% 80.5%║ 83.6% 91.6% 91.7%║

║ CMN║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Very satisfied (10) ║ 139║ 5 91 44 134║ 37 102║ 4 135║ 102 37║ 126 3 10║ 5 114 20║

║ 26.2%║ 5.9% 31.1% 27.7% 29.9%║ 21.2% 28.7%║ 8.8% 27.8%║ 30.5% 18.9%║ 29.8% 6.4% 16.6%║ 5.9% 30.6% 26.5%║

║ BHKMO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

9 (9) ║ 120║ 16 69 36 104║ 38 82║ 10 110║ 78 42║ 97 11 13║ 16 81 24║

║ 22.7%║ 19.8% 23.5% 22.6% 23.2%║ 21.8% 23.1%║ 22.7% 22.7%║ 23.4% 21.4%║ 22.9% 22.2% 21.3%║ 19.8% 21.6% 31.3%║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

8 (8) ║ 169║ 39 88 42 130║ 65 104║ 23 146║ 97 72║ 131 19 18║ 39 110 20║

║ 31.8%║ 47.1% 30.4% 26.4% 29.0%║ 37.1% 29.2%║ 50.7% 30.1%║ 29.1% 36.4%║ 31.1% 39.8% 30.1%║ 47.1% 29.5% 26.5%║

║ BHO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

7 (7) ║ 52║ 9 27 16 43║ 17 34║ 4 48║ 34 18║ 39 5 8║ 9 37 6║

║ 9.7%║ 10.8% 9.3% 9.9% 9.5%║ 9.8% 9.7%║ 8.5% 9.8%║ 10.1% 9.0%║ 9.3% 10.0% 12.5%║ 10.8% 9.9% 7.4%║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

6 (6) ║ 41║ 12 16 13 28║ 8 33║ 4 37║ 21 20║ 22 11 8║ 12 23 6║

║ 7.6%║ 14.8% 5.3% 8.2% 6.3%║ 4.5% 9.2%║ 8.5% 7.6%║ 6.3% 9.9%║ 5.3% 21.7% 12.8%║ 14.8% 6.1% 7.5%║

║ BMO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

5 (5) ║ 7║ - 1 6 7║ 7 -║ - 7║ 2 5║ 5 - 2║ - 6 1║

║ 1.3%║ 0.3% 3.9% 1.6%║ 4.0% ║ 1.4%║ 0.5% 2.7%║ 1.3% 2.6%║ 1.7% 0.8%║

║ DF║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Bottom 4 ║ 3║ 1 - 2 2║ 3 1║ 0 3║ - 3║ 1 - 2║ 1 2 -║

║ 0.6%║ 1.6% 1.3% 0.5%║ 1.6% 0.2%║ 0.7% 0.6%║ 1.7%║ 0.2% 4.0%║ 1.6% 0.6% ║

║ N║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

4 (4) ║ 3║ 1 - 2 2║ 3 1║ 0 3║ - 3║ 1 - 2║ 1 2 -║

║ 0.6%║ 1.6% 1.3% 0.5%║ 1.6% 0.2%║ 0.7% 0.6%║ 1.7%║ 0.2% 4.0%║ 1.6% 0.6% ║

║ N║ ║ ║ ║ ║ ║ ║

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MEANS ║ 8.44║ 7.85 8.65 8.35 8.54║ 8.27 8.52║ 8.12 8.46║ 8.60 8.15║ 8.58 7.82 7.92║ 7.85 8.53 8.60║

║ BCKMNO║ ║ ║ ║ ║ ║ ║

STD. DEVIATION ║ 1.31║ 1.18 1.18 1.49 1.30║ 1.38 1.27║ 1.07 1.33║ 1.22 1.40║ 1.25 1.20 1.56║ 1.18 1.32 1.22║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQ

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 9 Header 1a \*BY\* B5e. Satisfaction of Souvenir - Attractiveness of Ocean Park's Mascot PAGE 13

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ Gender (S1) ║ Age (S2) ║ Occupation (G1) ║

║ ╠═══════════════════════════════════════╬═══════════════════════════════════════════════════════════════════════════════╬═══════════════════════════════════════════════════════════╣

║ Total ║ Male Female ║ 12-19 20-29 30-39 40 or above ║ Working Homemarker Student ║

║ (A) ║ -(B) -(C) ║ -(D) -(E) -(F) -(G) ║ -(H) -(I) -(J) ║

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RESPONDENTS ║ 533║ 195 338║ 33 204 209 87║ 415 45 60║

WTD. RESP. ║ 531║ 195 336║ 25 181 230 95║ 423 50 46║

║ 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

B5e. Satisfaction of Souvenir - Attractiveness of Ocean Park's Mascot ║ ║ ║

║ ║ ║ ║ ║

Top 4 ║ 443║ 164 279║ 22 161 180 81║ 348 44 39║

║ 83.4%║ 84.2% 82.9%║ 86.5% 88.7% 78.1% 85.2%║ 82.2% 87.9% 85.7%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Very satisfied (10) ║ 125║ 31 94║ 3 59 48 15║ 103 8 12║

║ 23.4%║ 15.8% 27.9%║ 13.2% 32.4% 20.8% 15.6%║ 24.4% 16.1% 26.7%║

║ BE║ ║ ║ ║

║ ║ ║ ║ ║

9 (9) ║ 116║ 44 72║ 10 35 45 27║ 87 11 16║

║ 21.9%║ 22.5% 21.5%║ 38.0% 19.3% 19.4% 28.4%║ 20.6% 21.0% 34.2%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

8 (8) ║ 120║ 45 75║ 2 51 46 21║ 94 17 4║

║ 22.6%║ 22.9% 22.4%║ 6.3% 28.3% 20.2% 21.9%║ 22.2% 34.2% 9.4%║

║ J║ ║ ║ ║

║ ║ ║ ║ ║

7 (7) ║ 82║ 45 37║ 7 16 41 18║ 64 8 7║

║ 15.5%║ 22.9% 11.1%║ 29.0% 8.7% 17.7% 19.3%║ 15.0% 16.5% 15.3%║

║ BE║ ║ ║ ║

║ ║ ║ ║ ║

6 (6) ║ 31║ 16 14║ 1 9 20 1║ 26 2 2║

║ 5.8%║ 8.4% 4.2%║ 2.0% 4.9% 8.6% 1.5%║ 6.1% 4.9% 4.9%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

5 (5) ║ 27║ 9 18║ 3 9 9 6║ 20 3 4║

║ 5.1%║ 4.6% 5.5%║ 11.5% 4.8% 4.1% 6.7%║ 4.7% 6.1% 9.4%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Bottom 4 ║ 30║ 5 25║ - 3 21 6║ 29 1 -║

║ 5.7%║ 2.6% 7.4%║ 1.6% 9.1% 6.7%║ 7.0% 1.1% ║

║ E║ ║ ║ ║

║ ║ ║ ║ ║

4 (4) ║ 24║ 5 19║ - 3 15 6║ 24 0 -║

║ 4.5%║ 2.6% 5.6%║ 1.6% 6.4% 6.7%║ 5.6% 0.8% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

3 (3) ║ 6║ - 6║ - - 6 -║ 6 - -║

║ 1.1%║ 1.8%║ 2.6% ║ 1.4% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

2 (2) ║ 0║ - 0║ - - 0 -║ - 0 -║

║ 0.0%║ 0.1%║ 0.1% ║ 0.4% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

NA ║ 0║ 0 -║ - - 0 -║ 0 - -║

║ 0.1%║ 0.1% ║ 0.1% ║ 0.1% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 8.03║ 7.90 8.10║ 7.97 8.45 7.75 7.91║ 7.99 8.03 8.34║

║ EF║ ║ ║ ║

STD. DEVIATION ║ 1.74║ 1.51 1.86║ 1.55 1.51 1.89 1.69║ 1.80 1.43 1.60║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 9 (CONT.) Header 1a \*BY\* B5e. Satisfaction of Souvenir - Attractiveness of Ocean Park's Mascot PAGE 14

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ Household Income (G3) ║

║ ╠═══════════════════════════════════════════════════════════╣

║ Total ║ Below $20,000 $20,000 - 29,999 $30,000 or above ║

║ (A) ║ -(K) -(L) -(M) ║

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RESPONDENTS ║ 533║ 247 120 141║

WTD. RESP. ║ 531║ 262 124 116║

║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║

B5e. Satisfaction of Souvenir - Attractiveness of Ocean Park's Mascot ║

║ ║ ║

Top 4 ║ 443║ 231 104 86║

║ 83.4%║ 88.1% 84.2% 73.8%║

║ M║ ║

║ ║ ║

Very satisfied (10) ║ 125║ 72 20 22║

║ 23.4%║ 27.6% 16.3% 18.8%║

║ ║ ║

║ ║ ║

9 (9) ║ 116║ 53 39 19║

║ 21.9%║ 20.1% 31.9% 16.7%║

║ L║ ║

║ ║ ║

8 (8) ║ 120║ 62 30 25║

║ 22.6%║ 23.9% 24.3% 21.2%║

║ ║ ║

║ ║ ║

7 (7) ║ 82║ 43 14 20║

║ 15.5%║ 16.6% 11.7% 17.2%║

║ ║ ║

║ ║ ║

6 (6) ║ 31║ 17 5 7║

║ 5.8%║ 6.3% 4.4% 5.7%║

║ ║ ║

║ ║ ║

5 (5) ║ 27║ 8 6 8║

║ 5.1%║ 3.1% 4.7% 7.1%║

║ ║ ║

║ ║ ║

Bottom 4 ║ 30║ 7 8 15║

║ 5.7%║ 2.5% 6.7% 13.2%║

║ KM║ ║

║ ║ ║

4 (4) ║ 24║ 7 2 15║

║ 4.5%║ 2.5% 1.9% 13.0%║

║ M║ ║

║ ║ ║

3 (3) ║ 6║ - 6 -║

║ 1.1%║ 4.8% ║

║ L║ ║

║ ║ ║

2 (2) ║ 0║ - - 0║

║ 0.0%║ 0.2%║

║ ║ ║

║ ║ ║

NA ║ 0║ - - 0║

║ 0.1%║ 0.2%║

║ ║ ║

║ ║ ║

MEANS ║ 8.03║ 8.27 7.98 7.51║

║ M║ ║

STD. DEVIATION ║ 1.74║ 1.53 1.79 1.97║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 10 Header 1b \*BY\* B5e. Satisfaction of Souvenir - Attractiveness of Ocean Park's Mascot PAGE 15

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ ║ Visited ║ Annual ║ First Time ║ Tendency ║ ║

║ ║ Guest Type (S3/S4) ║ with Kids (A4) ║ Pass Owners (A2)║ Visitors (A6) ║ to Revisit OP (A7) ║ Country of Origin (S3/A1) ║

║ ╠════════════════════════════════════╬═════════════════╬═════════════════╬═════════════════╬══════════════════════════╬═══════════════════════════╣

║ Total ║ HK Tour FIT Tourists║ Yes No ║ Yes No ║ Yes No ║ Likely Neither Unlikely║ HK Tourists Tourists║

║ (A) ║Residents Group -(D) -(E) ║ -(F) -(G) ║ -(H) -(I) ║ -(J) -(K) ║ -(L) -(M) -(N) ║Resident from from ║

║ ║ -(B) -(C) ║ ║ ║ ║ ║ -s China other ║

║ ║ ║ ║ ║ ║ ║ -(O) -(P) countries║

║ ║ ║ ║ ║ ║ ║ -(Q) ║

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RESPONDENTS ║ 533║ 92 220 221 441║ 182 351║ 45 488║ 332 201║ 433 35 65║ 92 356 85║

WTD. RESP. ║ 531║ 82 291 158 449║ 176 355║ 45 487║ 334 197║ 423 48 60║ 82 374 75║

║ 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

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B5e. Satisfaction of Souvenir - Attractiveness of Ocean Park's Mascot ║ ║ ║ ║ ║ ║

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Top 4 ║ 443║ 49 264 130 394║ 140 303║ 29 414║ 299 144║ 359 38 46║ 49 330 64║

║ 83.4%║ 59.0% 90.6% 82.7% 87.9%║ 79.5% 85.3%║ 64.9% 85.1%║ 89.3% 73.4%║ 84.9% 79.4% 75.8%║ 59.0% 88.5% 84.8%║

║ BCEHJKOP║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Very satisfied (10) ║ 125║ 3 84 37 121║ 34 91║ 3 121║ 95 30║ 116 1 8║ 3 100 21║

║ 23.4%║ 4.2% 29.0% 23.3% 27.0%║ 19.1% 25.6%║ 7.7% 24.9%║ 28.3% 15.2%║ 27.5% 1.2% 12.8%║ 4.2% 26.9% 27.6%║

║ BHKMO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

9 (9) ║ 116║ 12 66 38 104║ 34 82║ 10 106║ 78 38║ 97 12 8║ 12 88 15║

║ 21.9%║ 15.1% 22.5% 24.2% 23.1%║ 19.4% 23.1%║ 22.2% 21.8%║ 23.4% 19.2%║ 23.0% 23.8% 12.5%║ 15.1% 23.6% 20.6%║

║ ║ ║ ║ ║ ║ ║ ║

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8 (8) ║ 120║ 16 73 30 104║ 41 79║ 6 114║ 83 37║ 83 16 21║ 16 89 14║

║ 22.6%║ 19.7% 25.2% 19.3% 23.1%║ 23.4% 22.2%║ 12.8% 23.5%║ 24.9% 18.7%║ 19.6% 33.1% 35.2%║ 19.7% 23.9% 19.2%║

║ N║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

7 (7) ║ 82║ 16 41 25 66║ 31 51║ 10 72║ 42 40║ 63 10 9║ 16 52 13║

║ 15.5%║ 20.0% 13.9% 15.9% 14.6%║ 17.6% 14.4%║ 22.1% 14.8%║ 12.6% 20.3%║ 14.8% 21.4% 15.2%║ 20.0% 14.1% 17.4%║

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║ ║ ║ ║ ║ ║ ║ ║

6 (6) ║ 31║ 8 13 10 23║ 13 18║ 6 25║ 19 11║ 24 1 5║ 8 18 5║

║ 5.8%║ 9.4% 4.3% 6.5% 5.1%║ 7.2% 5.0%║ 12.7% 5.1%║ 5.8% 5.7%║ 5.7% 3.1% 8.5%║ 9.4% 4.9% 6.2%║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

5 (5) ║ 27║ 3 12 12 24║ 10 17║ 3 24║ 12 15║ 19 3 6║ 3 17 7║

║ 5.1%║ 4.2% 4.1% 7.6% 5.3%║ 5.8% 4.8%║ 7.4% 4.9%║ 3.7% 7.7%║ 4.5% 5.3% 9.6%║ 4.2% 4.6% 9.0%║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Bottom 4 ║ 30║ 23 3 5 7║ 13 17║ 7 23║ 4 26║ 20 6 4║ 23 7 -║

║ 5.7%║ 27.4% 1.0% 3.0% 1.7%║ 7.4% 4.8%║ 15.0% 4.8%║ 1.2% 13.2%║ 4.8% 12.2% 6.2%║ 27.4% 2.0% ║

║ BCEHJKOP║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

4 (4) ║ 24║ 16 3 5 7║ 13 11║ 6 17║ 4 20║ 20 - 4║ 16 7 -║

║ 4.5%║ 20.0% 1.0% 3.0% 1.7%║ 7.2% 3.2%║ 14.6% 3.6%║ 1.2% 10.1%║ 4.8% 6.2%║ 20.0% 2.0% ║

║ BCEHJKOP║ ║ ║ ║ ║ ║ ║

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3 (3) ║ 6║ 6 - - -║ - 6║ - 6║ - 6║ - 6 -║ 6 - -║

║ 1.1%║ 7.2% ║ 1.7%║ 1.2%║ 3.0%║ 12.2% ║ 7.2% ║

║ BMO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

2 (2) ║ 0║ 0 - - -║ 0 -║ 0 -║ - 0║ 0 - -║ 0 - -║

║ 0.0%║ 0.2% ║ 0.1% ║ 0.4% ║ 0.1%║ 0.0% ║ 0.2% ║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

NA ║ 0║ - - 0 0║ 0 -║ - 0║ 0 -║ 0 - -║ - 0 -║

║ 0.1%║ 0.2% 0.1%║ 0.2% ║ 0.1%║ 0.1% ║ 0.1% ║ 0.1% ║

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MEANS ║ 8.03║ 6.55 8.42 8.07 8.30║ 7.79 8.14║ 7.07 8.11║ 8.40 7.39║ 8.19 7.21 7.53║ 6.55 8.32 8.19║

║ BCEHJKMNOP║ ║ ║ ║ ║ ║ ║

STD. DEVIATION ║ 1.74║ 2.07 1.43 1.67 1.52║ 1.77 1.72║ 1.90 1.70║ 1.45 1.99║ 1.69 1.90 1.67║ 2.07 1.51 1.59║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQ

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 11 Header 1a \*BY\* B5f. Satisfaction of Souvenir - Reasonable Price of Souvenirs PAGE 16

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ Gender (S1) ║ Age (S2) ║ Occupation (G1) ║

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║ Total ║ Male Female ║ 12-19 20-29 30-39 40 or above ║ Working Homemarker Student ║

║ (A) ║ -(B) -(C) ║ -(D) -(E) -(F) -(G) ║ -(H) -(I) -(J) ║

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RESPONDENTS ║ 533║ 195 338║ 33 204 209 87║ 415 45 60║

WTD. RESP. ║ 531║ 195 336║ 25 181 230 95║ 423 50 46║

║ 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

B5f. Satisfaction of Souvenir - Reasonable Price of Souvenirs ║ ║ ║

║ ║ ║ ║ ║

Top 4 ║ 381║ 142 239║ 15 140 158 67║ 311 32 31║

║ 71.7%║ 72.9% 71.1%║ 61.0% 77.6% 68.7% 70.8%║ 73.4% 63.4% 67.2%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Very satisfied (10) ║ 74║ 24 51║ 4 30 30 10║ 61 6 8║

║ 14.0%║ 12.1% 15.1%║ 17.2% 16.6% 13.1% 10.2%║ 14.4% 11.0% 17.1%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

9 (9) ║ 78║ 20 58║ 2 32 34 10║ 57 10 9║

║ 14.6%║ 10.1% 17.2%║ 8.0% 17.6% 14.8% 10.0%║ 13.5% 19.2% 19.6%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

8 (8) ║ 131║ 44 88║ 6 47 53 26║ 108 12 7║

║ 24.7%║ 22.4% 26.1%║ 23.7% 25.9% 23.0% 26.9%║ 25.4% 24.0% 16.1%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

7 (7) ║ 98║ 55 43║ 3 32 41 22║ 85 5 7║

║ 18.5%║ 28.3% 12.8%║ 12.1% 17.4% 17.9% 23.7%║ 20.2% 9.2% 14.4%║

║ BC║ ║ ║ ║

║ ║ ║ ║ ║

6 (6) ║ 79║ 32 47║ 4 23 38 15║ 61 7 9║

║ 15.0%║ 16.6% 14.0%║ 15.2% 12.6% 16.4% 16.1%║ 14.3% 14.3% 19.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

5 (5) ║ 54║ 12 42║ 2 14 27 11║ 40 11 2║

║ 10.2%║ 6.1% 12.5%║ 7.0% 7.6% 11.8% 12.1%║ 9.5% 21.6% 3.9%║

║ I║ ║ ║ ║

║ ║ ║ ║ ║

Bottom 4 ║ 16║ 8 8║ 4 4 7 1║ 12 0 5║

║ 3.1%║ 4.3% 2.4%║ 16.8% 2.2% 3.1% 1.1%║ 2.7% 0.8% 9.9%║

║ J║ ║ ║ ║

║ ║ ║ ║ ║

4 (4) ║ 9║ 3 6║ 3 3 2 0║ 6 0 3║

║ 1.6%║ 1.4% 1.7%║ 10.4% 1.7% 1.1% 0.4%║ 1.3% 0.8% 5.8%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

3 (3) ║ 6║ 4 2║ 2 1 3 0║ 4 - 2║

║ 1.1%║ 2.1% 0.6%║ 6.4% 0.3% 1.5% 0.3%║ 1.0% 3.5%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

2 (2) ║ 0║ 0 0║ - 0 - 0║ 0 - -║

║ 0.1%║ 0.1% 0.1%║ 0.1% 0.3%║ 0.1% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Very dissatisfied (1) ║ 2║ 2 -║ - 0 1 -║ 1 - 0║

║ 0.3%║ 0.8% ║ 0.2% 0.6% ║ 0.3% 0.6%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 7.49║ 7.32 7.59║ 7.05 7.76 7.39 7.33║ 7.52 7.36 7.45║

║ ║ ║ ║ ║

STD. DEVIATION ║ 1.69║ 1.68 1.70║ 2.16 1.62 1.74 1.52║ 1.66 1.73 2.01║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 11 (CONT.) Header 1a \*BY\* B5f. Satisfaction of Souvenir - Reasonable Price of Souvenirs PAGE 17

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ Household Income (G3) ║

║ ╠═══════════════════════════════════════════════════════════╣

║ Total ║ Below $20,000 $20,000 - 29,999 $30,000 or above ║

║ (A) ║ -(K) -(L) -(M) ║

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RESPONDENTS ║ 533║ 247 120 141║

WTD. RESP. ║ 531║ 262 124 116║

║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║

B5f. Satisfaction of Souvenir - Reasonable Price of Souvenirs ║

║ ║ ║

Top 4 ║ 381║ 195 93 76║

║ 71.7%║ 74.6% 75.0% 65.7%║

║ ║ ║

║ ║ ║

Very satisfied (10) ║ 74║ 37 16 17║

║ 14.0%║ 14.1% 13.0% 15.0%║

║ ║ ║

║ ║ ║

9 (9) ║ 78║ 45 18 14║

║ 14.6%║ 17.4% 14.3% 11.8%║

║ ║ ║

║ ║ ║

8 (8) ║ 131║ 63 40 21║

║ 24.7%║ 24.0% 32.5% 18.5%║

║ ║ ║

║ ║ ║

7 (7) ║ 98║ 50 19 24║

║ 18.5%║ 19.1% 15.3% 20.5%║

║ ║ ║

║ ║ ║

6 (6) ║ 79║ 43 9 22║

║ 15.0%║ 16.6% 7.6% 18.6%║

║ L║ ║

║ ║ ║

5 (5) ║ 54║ 17 16 15║

║ 10.2%║ 6.6% 12.7% 12.9%║

║ ║ ║

║ ║ ║

Bottom 4 ║ 16║ 6 6 3║

║ 3.1%║ 2.3% 4.7% 2.8%║

║ ║ ║

║ ║ ║

4 (4) ║ 9║ 4 1 2║

║ 1.6%║ 1.4% 0.6% 2.1%║

║ ║ ║

║ ║ ║

3 (3) ║ 6║ 1 5 1║

║ 1.1%║ 0.2% 3.8% 0.5%║

║ L║ ║

║ ║ ║

2 (2) ║ 0║ - 0 0║

║ 0.1%║ 0.2% 0.2%║

║ ║ ║

║ ║ ║

Very dissatisfied (1) ║ 2║ 2 - -║

║ 0.3%║ 0.6% ║

║ ║ ║

║ ║ ║

MEANS ║ 7.49║ 7.63 7.49 7.33║

║ ║ ║

STD. DEVIATION ║ 1.69║ 1.62 1.78 1.71║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 12 Header 1b \*BY\* B5f. Satisfaction of Souvenir - Reasonable Price of Souvenirs PAGE 18

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ ║ Visited ║ Annual ║ First Time ║ Tendency ║ ║

║ ║ Guest Type (S3/S4) ║ with Kids (A4) ║ Pass Owners (A2)║ Visitors (A6) ║ to Revisit OP (A7) ║ Country of Origin (S3/A1) ║

║ ╠════════════════════════════════════╬═════════════════╬═════════════════╬═════════════════╬══════════════════════════╬═══════════════════════════╣

║ Total ║ HK Tour FIT Tourists║ Yes No ║ Yes No ║ Yes No ║ Likely Neither Unlikely║ HK Tourists Tourists║

║ (A) ║Residents Group -(D) -(E) ║ -(F) -(G) ║ -(H) -(I) ║ -(J) -(K) ║ -(L) -(M) -(N) ║Resident from from ║

║ ║ -(B) -(C) ║ ║ ║ ║ ║ -s China other ║

║ ║ ║ ║ ║ ║ ║ -(O) -(P) countries║

║ ║ ║ ║ ║ ║ ║ -(Q) ║

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RESPONDENTS ║ 533║ 92 220 221 441║ 182 351║ 45 488║ 332 201║ 433 35 65║ 92 356 85║

WTD. RESP. ║ 531║ 82 291 158 449║ 176 355║ 45 487║ 334 197║ 423 48 60║ 82 374 75║

║ 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║ ║ ║ ║

B5f. Satisfaction of Souvenir - Reasonable Price of Souvenirs ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Top 4 ║ 381║ 40 229 112 341║ 120 261║ 27 354║ 256 125║ 318 27 36║ 40 290 50║

║ 71.7%║ 49.1% 78.5% 71.1% 75.9%║ 68.2% 73.5%║ 60.7% 72.8%║ 76.5% 63.6%║ 75.4% 55.8% 59.2%║ 49.1% 77.7% 66.8%║

║ BCKMNOP║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Very satisfied (10) ║ 74║ 3 52 19 71║ 19 56║ 4 70║ 54 21║ 71 1 3║ 3 61 10║

║ 14.0%║ 4.0% 17.8% 12.1% 15.8%║ 10.6% 15.6%║ 8.9% 14.4%║ 16.0% 10.5%║ 16.7% 1.2% 5.1%║ 4.0% 16.2% 13.7%║

║ BMO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

9 (9) ║ 78║ 3 49 26 75║ 19 58║ 1 77║ 58 20║ 67 4 7║ 3 65 10║

║ 14.6%║ 3.2% 16.9% 16.3% 16.7%║ 10.9% 16.4%║ 1.3% 15.8%║ 17.3% 10.0%║ 15.8% 7.7% 11.4%║ 3.2% 17.3% 13.5%║

║ BHO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

8 (8) ║ 131║ 16 72 43 116║ 45 86║ 10 121║ 85 46║ 101 13 17║ 16 99 16║

║ 24.7%║ 19.1% 24.9% 27.4% 25.8%║ 25.6% 24.3%║ 23.1% 24.9%║ 25.4% 23.6%║ 23.9% 27.1% 28.3%║ 19.1% 26.6% 21.7%║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

7 (7) ║ 98║ 19 55 24 79║ 37 61║ 12 86║ 60 38║ 80 10 9║ 19 66 13║

║ 18.5%║ 22.8% 18.9% 15.4% 17.7%║ 21.1% 17.2%║ 27.4% 17.7%║ 17.9% 19.5%║ 18.9% 19.8% 14.4%║ 22.8% 17.6% 17.9%║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

6 (6) ║ 79║ 19 37 23 61║ 22 57║ 8 72║ 46 34║ 64 6 9║ 19 48 13║

║ 15.0%║ 22.7% 12.8% 14.9% 13.5%║ 12.7% 16.1%║ 17.3% 14.8%║ 13.6% 17.2%║ 15.1% 12.8% 15.5%║ 22.7% 12.9% 17.0%║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

5 (5) ║ 54║ 21 21 12 33║ 28 26║ 8 46║ 27 28║ 32 13 10║ 21 23 10║

║ 10.2%║ 25.9% 7.1% 7.7% 7.3%║ 15.8% 7.4%║ 17.7% 9.5%║ 7.9% 14.0%║ 7.5% 26.8% 15.9%║ 25.9% 6.0% 13.6%║

║ BFMOP║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Bottom 4 ║ 16║ 2 5 10 15║ 6 11║ 2 15║ 6 10║ 9 2 6║ 2 13 2║

║ 3.1%║ 2.3% 1.6% 6.4% 3.2%║ 3.3% 3.0%║ 4.3% 3.0%║ 1.9% 5.2%║ 2.0% 4.6% 9.5%║ 2.3% 3.4% 2.6%║

║ N║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

4 (4) ║ 9║ 1 3 5 8║ 3 5║ - 9║ 4 5║ 5 1 2║ 1 6 2║

║ 1.6%║ 1.0% 1.0% 3.1% 1.7%║ 2.0% 1.4%║ 1.8%║ 1.1% 2.4%║ 1.3% 1.9% 3.5%║ 1.0% 1.6% 2.2%║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

3 (3) ║ 6║ 1 2 4 5║ 2 4║ 2 4║ 1 5║ 2 1 2║ 1 5 -║

║ 1.1%║ 0.7% 0.6% 2.3% 1.2%║ 1.1% 1.1%║ 4.3% 0.8%║ 0.3% 2.5%║ 0.6% 2.7% 3.5%║ 0.7% 1.4% ║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

2 (2) ║ 0║ 0 - 0 0║ 0 0║ - 0║ 0 0║ 0 - 0║ 0 - 0║

║ 0.1%║ 0.2% 0.2% 0.1%║ 0.2% 0.1%║ 0.1%║ 0.1% 0.1%║ 0.1% 0.3%║ 0.2% 0.4%║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Very dissatisfied (1) ║ 2║ 0 - 1 1║ - 2║ - 2║ 1 0║ 0 - 1║ 0 1 -║

║ 0.3%║ 0.4% 0.8% 0.3%║ 0.5%║ 0.3%║ 0.4% 0.1%║ 0.1% 2.2%║ 0.4% 0.4% ║

║ N║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

MEANS ║ 7.49║ 6.54 7.80 7.42 7.66║ 7.24 7.62║ 6.82 7.55║ 7.71 7.11║ 7.69 6.63 6.80║ 6.54 7.72 7.37║

║ BCHKMNOP║ ║ ║ ║ ║ ║ ║

STD. DEVIATION ║ 1.69║ 1.47 1.58 1.82 1.67║ 1.66 1.69║ 1.64 1.69║ 1.63 1.74║ 1.62 1.55 1.94║ 1.47 1.66 1.70║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQ

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 13 Header 1a \*BY\* B5g. Satisfaction of Souvenir - Location of the Souvenir Shops PAGE 19

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ Gender (S1) ║ Age (S2) ║ Occupation (G1) ║

║ ╠═══════════════════════════════════════╬═══════════════════════════════════════════════════════════════════════════════╬═══════════════════════════════════════════════════════════╣

║ Total ║ Male Female ║ 12-19 20-29 30-39 40 or above ║ Working Homemarker Student ║

║ (A) ║ -(B) -(C) ║ -(D) -(E) -(F) -(G) ║ -(H) -(I) -(J) ║

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RESPONDENTS ║ 533║ 195 338║ 33 204 209 87║ 415 45 60║

WTD. RESP. ║ 531║ 195 336║ 25 181 230 95║ 423 50 46║

║ 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

B5g. Satisfaction of Souvenir - Location of the Souvenir Shops ║ ║ ║

║ ║ ║ ║ ║

Top 4 ║ 491║ 180 311║ 22 170 213 86║ 394 43 42║

║ 92.5%║ 92.3% 92.6%║ 88.9% 93.8% 92.5% 90.9%║ 93.0% 85.4% 93.3%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Very satisfied (10) ║ 156║ 54 102║ 7 59 69 20║ 132 9 14║

║ 29.5%║ 27.9% 30.3%║ 29.3% 32.8% 30.1% 21.5%║ 31.3% 18.0% 30.5%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

9 (9) ║ 112║ 41 71║ 8 41 44 19║ 82 11 17║

║ 21.0%║ 21.1% 21.0%║ 32.0% 22.8% 19.0% 19.7%║ 19.3% 21.6% 36.9%║

║ J║ ║ ║ ║

║ ║ ║ ║ ║

8 (8) ║ 174║ 58 116║ 6 57 76 35║ 143 14 10║

║ 32.8%║ 29.9% 34.4%║ 22.7% 31.7% 33.1% 36.6%║ 33.9% 27.8% 21.9%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

7 (7) ║ 49║ 26 23║ 1 12 24 12║ 36 9 2║

║ 9.3%║ 13.4% 6.8%║ 4.8% 6.5% 10.3% 13.1%║ 8.6% 18.0% 3.9%║

║ I║ ║ ║ ║

║ ║ ║ ║ ║

6 (6) ║ 22║ 10 12║ 0 6 10 6║ 19 3 0║

║ 4.2%║ 5.4% 3.5%║ 0.7% 3.6% 4.4% 5.8%║ 4.6% 5.2% 0.4%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

5 (5) ║ 14║ 3 11║ 3 2 6 3║ 7 5 3║

║ 2.6%║ 1.5% 3.2%║ 10.4% 1.3% 2.6% 3.3%║ 1.6% 9.4% 5.7%║

║ I║ ║ ║ ║

║ ║ ║ ║ ║

Bottom 4 ║ 4║ 2 2║ - 2 1 -║ 3 - 0║

║ 0.7%║ 0.8% 0.6%║ 1.3% 0.6% ║ 0.8% 0.6%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

4 (4) ║ 2║ 0 2║ - 2 - -║ 2 - 0║

║ 0.5%║ 0.1% 0.6%║ 1.3% ║ 0.5% 0.6%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

3 (3) ║ 1║ 1 -║ - - 1 -║ 1 - -║

║ 0.2%║ 0.7% ║ 0.6% ║ 0.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 8.51║ 8.44 8.56║ 8.53 8.66 8.50 8.28║ 8.56 8.01 8.74║

║ I║ ║ ║ ║

STD. DEVIATION ║ 1.33║ 1.35 1.31║ 1.52 1.29 1.34 1.29║ 1.31 1.49 1.33║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 13 (CONT.) Header 1a \*BY\* B5g. Satisfaction of Souvenir - Location of the Souvenir Shops PAGE 20

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ Household Income (G3) ║

║ ╠═══════════════════════════════════════════════════════════╣

║ Total ║ Below $20,000 $20,000 - 29,999 $30,000 or above ║

║ (A) ║ -(K) -(L) -(M) ║

╠═══════════════════╬═══════════════════════════════════════════════════════════╣

RESPONDENTS ║ 533║ 247 120 141║

WTD. RESP. ║ 531║ 262 124 116║

║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║

B5g. Satisfaction of Souvenir - Location of the Souvenir Shops ║

║ ║ ║

Top 4 ║ 491║ 239 113 111║

║ 92.5%║ 91.4% 91.1% 95.8%║

║ ║ ║

║ ║ ║

Very satisfied (10) ║ 156║ 76 29 35║

║ 29.5%║ 28.9% 23.8% 30.3%║

║ ║ ║

║ ║ ║

9 (9) ║ 112║ 60 28 22║

║ 21.0%║ 22.8% 23.0% 18.8%║

║ ║ ║

║ ║ ║

8 (8) ║ 174║ 82 48 35║

║ 32.8%║ 31.2% 38.5% 30.3%║

║ ║ ║

║ ║ ║

7 (7) ║ 49║ 22 7 19║

║ 9.3%║ 8.5% 5.8% 16.3%║

║ M║ ║

║ ║ ║

6 (6) ║ 22║ 13 5 4║

║ 4.2%║ 5.0% 3.9% 3.7%║

║ ║ ║

║ ║ ║

5 (5) ║ 14║ 7 5 1║

║ 2.6%║ 2.6% 3.9% 0.6%║

║ ║ ║

║ ║ ║

Bottom 4 ║ 4║ 2 1 -║

║ 0.7%║ 0.9% 1.1% ║

║ ║ ║

║ ║ ║

4 (4) ║ 2║ 2 - -║

║ 0.5%║ 0.9% ║

║ ║ ║

║ ║ ║

3 (3) ║ 1║ - 1 -║

║ 0.2%║ 1.1% ║

║ ║ ║

║ ║ ║

MEANS ║ 8.51║ 8.51 8.40 8.54║

║ ║ ║

STD. DEVIATION ║ 1.33║ 1.34 1.37 1.22║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 14 Header 1b \*BY\* B5g. Satisfaction of Souvenir - Location of the Souvenir Shops PAGE 21

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ ║ Visited ║ Annual ║ First Time ║ Tendency ║ ║

║ ║ Guest Type (S3/S4) ║ with Kids (A4) ║ Pass Owners (A2)║ Visitors (A6) ║ to Revisit OP (A7) ║ Country of Origin (S3/A1) ║

║ ╠════════════════════════════════════╬═════════════════╬═════════════════╬═════════════════╬══════════════════════════╬═══════════════════════════╣

║ Total ║ HK Tour FIT Tourists║ Yes No ║ Yes No ║ Yes No ║ Likely Neither Unlikely║ HK Tourists Tourists║

║ (A) ║Residents Group -(D) -(E) ║ -(F) -(G) ║ -(H) -(I) ║ -(J) -(K) ║ -(L) -(M) -(N) ║Resident from from ║

║ ║ -(B) -(C) ║ ║ ║ ║ ║ -s China other ║

║ ║ ║ ║ ║ ║ ║ -(O) -(P) countries║

║ ║ ║ ║ ║ ║ ║ -(Q) ║

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RESPONDENTS ║ 533║ 92 220 221 441║ 182 351║ 45 488║ 332 201║ 433 35 65║ 92 356 85║

WTD. RESP. ║ 531║ 82 291 158 449║ 176 355║ 45 487║ 334 197║ 423 48 60║ 82 374 75║

║ 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║ ║ ║ ║

B5g. Satisfaction of Souvenir - Location of the Souvenir Shops ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Top 4 ║ 491║ 78 273 140 413║ 161 330║ 43 449║ 317 174║ 397 40 54║ 78 346 67║

║ 92.5%║ 95.2% 93.7% 88.8% 92.0%║ 91.6% 92.9%║ 95.8% 92.2%║ 94.9% 88.4%║ 94.0% 82.4% 90.0%║ 95.2% 92.6% 88.9%║

║ M║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Very satisfied (10) ║ 156║ 7 97 53 149║ 50 107║ 6 151║ 117 40║ 143 1 12║ 7 122 27║

║ 29.5%║ 8.5% 33.2% 33.4% 33.3%║ 28.1% 30.1%║ 12.7% 31.0%║ 34.9% 20.3%║ 33.9% 2.3% 20.1%║ 8.5% 32.7% 36.4%║

║ BHKMO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

9 (9) ║ 112║ 11 64 37 101║ 29 83║ 5 107║ 79 33║ 94 8 10║ 11 86 15║

║ 21.0%║ 13.2% 21.8% 23.6% 22.5%║ 16.3% 23.4%║ 11.2% 21.9%║ 23.7% 16.5%║ 22.2% 15.8% 17.0%║ 13.2% 23.0% 20.0%║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

8 (8) ║ 174║ 42 92 40 132║ 59 115║ 23 151║ 97 77║ 122 20 31║ 42 117 16║

║ 32.8%║ 50.4% 31.7% 25.5% 29.5%║ 33.8% 32.2%║ 51.0% 31.1%║ 28.9% 39.3%║ 28.9% 42.1% 52.0%║ 50.4% 31.2% 20.9%║

║ BHNOQ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

7 (7) ║ 49║ 19 20 10 30║ 23 26║ 9 40║ 25 24║ 38 11 0║ 19 21 9║

║ 9.3%║ 23.1% 7.0% 6.2% 6.7%║ 13.3% 7.2%║ 20.9% 8.2%║ 7.5% 12.3%║ 9.0% 22.2% 0.8%║ 23.1% 5.8% 11.5%║

║ BHMNO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

6 (6) ║ 22║ 2 12 8 20║ 9 13║ - 22║ 12 10║ 13 5 4║ 2 15 5║

║ 4.2%║ 2.9% 4.0% 5.3% 4.4%║ 5.2% 3.7%║ 4.6%║ 3.6% 5.2%║ 3.1% 10.2% 6.8%║ 2.9% 4.0% 6.6%║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

5 (5) ║ 14║ 1 5 8 13║ 4 10║ 2 12║ 3 11║ 8 4 2║ 1 9 3║

║ 2.6%║ 1.5% 1.6% 5.1% 2.8%║ 2.5% 2.7%║ 4.2% 2.5%║ 0.8% 5.7%║ 2.0% 7.4% 3.2%║ 1.5% 2.5% 4.5%║

║ K║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Bottom 4 ║ 4║ 0 2 1 3║ 1 2║ - 4║ 2 2║ 4 - -║ 0 3 -║

║ 0.7%║ 0.4% 0.7% 0.8% 0.8%║ 0.7% 0.7%║ 0.8%║ 0.6% 0.8%║ 0.9% ║ 0.4% 0.9% ║

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4 (4) ║ 2║ 0 2 - 2║ - 2║ - 2║ 2 0║ 2 - -║ 0 2 -║

║ 0.5%║ 0.4% 0.7% 0.5%║ 0.7%║ 0.5%║ 0.6% 0.1%║ 0.6% ║ 0.4% 0.6% ║

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3 (3) ║ 1║ - - 1 1║ 1 -║ - 1║ - 1║ 1 - -║ - 1 -║

║ 0.2%║ 0.8% 0.3%║ 0.7% ║ 0.3%║ 0.7%║ 0.3% ║ 0.4% ║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

MEANS ║ 8.51║ 7.96 8.66 8.54 8.62║ 8.38 8.58║ 8.03 8.56║ 8.74 8.14║ 8.65 7.56 8.33║ 7.96 8.63 8.55║

║ BHJKMO║ ║ ║ ║ ║ ║ ║

STD. DEVIATION ║ 1.33║ 1.01 1.27 1.49 1.35║ 1.38 1.29║ 1.11 1.34║ 1.22 1.41║ 1.31 1.17 1.21║ 1.01 1.33 1.47║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQ

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 15 Header 1a \*BY\* B5h. Satisfaction of Souvenir - Queue Time of Payment PAGE 22

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ Gender (S1) ║ Age (S2) ║ Occupation (G1) ║

║ ╠═══════════════════════════════════════╬═══════════════════════════════════════════════════════════════════════════════╬═══════════════════════════════════════════════════════════╣

║ Total ║ Male Female ║ 12-19 20-29 30-39 40 or above ║ Working Homemarker Student ║

║ (A) ║ -(B) -(C) ║ -(D) -(E) -(F) -(G) ║ -(H) -(I) -(J) ║

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RESPONDENTS ║ 533║ 195 338║ 33 204 209 87║ 415 45 60║

WTD. RESP. ║ 531║ 195 336║ 25 181 230 95║ 423 50 46║

║ 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

B5h. Satisfaction of Souvenir - Queue Time of Payment ║ ║ ║ ║

║ ║ ║ ║ ║

Top 4 ║ 510║ 189 320║ 24 173 223 90║ 406 47 44║

║ 96.0%║ 97.1% 95.3%║ 94.8% 95.6% 96.9% 94.7%║ 96.0% 94.2% 96.5%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Very satisfied (10) ║ 189║ 60 129║ 8 80 81 21║ 155 14 17║

║ 35.6%║ 30.7% 38.4%║ 30.0% 44.1% 35.0% 22.3%║ 36.7% 28.0% 37.1%║

║ EG║ ║ ║ ║

║ ║ ║ ║ ║

9 (9) ║ 124║ 45 79║ 3 35 48 37║ 93 18 12║

║ 23.3%║ 22.9% 23.6%║ 12.1% 19.6% 21.0% 39.2%║ 21.9% 35.9% 25.7%║

║ GI║ ║ ║ ║

║ ║ ║ ║ ║

8 (8) ║ 147║ 61 86║ 10 43 72 23║ 120 10 12║

║ 27.7%║ 31.5% 25.6%║ 38.4% 23.6% 31.3% 24.1%║ 28.3% 20.6% 26.7%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

7 (7) ║ 49║ 23 26║ 4 15 22 9║ 38 5 3║

║ 9.3%║ 12.0% 7.8%║ 14.2% 8.4% 9.5% 9.2%║ 9.1% 9.7% 7.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

6 (6) ║ 14║ 4 10║ 1 4 6 3║ 12 0 1║

║ 2.6%║ 1.9% 3.0%║ 5.2% 2.2% 2.5% 2.9%║ 2.9% 0.8% 2.9%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

5 (5) ║ 6║ 2 5║ - 3 2 2║ 4 2 0║

║ 1.2%║ 0.8% 1.4%║ 1.7% 0.7% 1.8%║ 1.0% 3.4% 0.6%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Bottom 4 ║ 1║ 1 1║ - 1 - 1║ 1 1 -║

║ 0.3%║ 0.3% 0.2%║ 0.5% 0.5%║ 0.1% 1.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

4 (4) ║ 1║ - 1║ - 1 - -║ - 1 -║

║ 0.2%║ 0.2%║ 0.5% ║ 1.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

3 (3) ║ 1║ 1 -║ - - - 1║ 1 - -║

║ 0.1%║ 0.3% ║ 0.5%║ 0.1% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 8.75║ 8.65 8.81║ 8.47 8.88 8.75 8.61║ 8.77 8.64 8.85║

║ ║ ║ ║ ║

STD. DEVIATION ║ 1.20║ 1.17 1.22║ 1.23 1.26 1.15 1.20║ 1.19 1.34 1.13║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 15 (CONT.) Header 1a \*BY\* B5h. Satisfaction of Souvenir - Queue Time of Payment PAGE 23

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

╔═══════════════════╦═══════════════════════════════════════════════════════════╗

║ ║ Household Income (G3) ║

║ ╠═══════════════════════════════════════════════════════════╣

║ Total ║ Below $20,000 $20,000 - 29,999 $30,000 or above ║

║ (A) ║ -(K) -(L) -(M) ║

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RESPONDENTS ║ 533║ 247 120 141║

WTD. RESP. ║ 531║ 262 124 116║

║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║

B5h. Satisfaction of Souvenir - Queue Time of Payment ║ ║

║ ║ ║

Top 4 ║ 510║ 252 119 109║

║ 96.0%║ 96.3% 96.7% 94.2%║

║ ║ ║

║ ║ ║

Very satisfied (10) ║ 189║ 93 30 51║

║ 35.6%║ 35.6% 24.1% 44.0%║

║ L║ ║

║ ║ ║

9 (9) ║ 124║ 57 42 18║

║ 23.3%║ 21.7% 33.8% 15.3%║

║ L║ ║

║ ║ ║

8 (8) ║ 147║ 73 42 26║

║ 27.7%║ 28.0% 33.8% 22.5%║

║ ║ ║

║ ║ ║

7 (7) ║ 49║ 29 6 14║

║ 9.3%║ 11.0% 5.0% 12.5%║

║ ║ ║

║ ║ ║

6 (6) ║ 14║ 5 3 6║

║ 2.6%║ 2.0% 2.1% 5.1%║

║ ║ ║

║ ║ ║

5 (5) ║ 6║ 4 2 0║

║ 1.2%║ 1.7% 1.2% 0.3%║

║ ║ ║

║ ║ ║

Bottom 4 ║ 1║ - - 1║

║ 0.3%║ 0.4%║

║ ║ ║

║ ║ ║

4 (4) ║ 1║ - - -║

║ 0.2%║ ║

║ ║ ║

║ ║ ║

3 (3) ║ 1║ - - 1║

║ 0.1%║ 0.4%║

║ ║ ║

║ ║ ║

MEANS ║ 8.75║ 8.73 8.69 8.78║

║ ║ ║

STD. DEVIATION ║ 1.20║ 1.21 1.04 1.34║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 16 Header 1b \*BY\* B5h. Satisfaction of Souvenir - Queue Time of Payment PAGE 24

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ ║ Visited ║ Annual ║ First Time ║ Tendency ║ ║

║ ║ Guest Type (S3/S4) ║ with Kids (A4) ║ Pass Owners (A2)║ Visitors (A6) ║ to Revisit OP (A7) ║ Country of Origin (S3/A1) ║

║ ╠════════════════════════════════════╬═════════════════╬═════════════════╬═════════════════╬══════════════════════════╬═══════════════════════════╣

║ Total ║ HK Tour FIT Tourists║ Yes No ║ Yes No ║ Yes No ║ Likely Neither Unlikely║ HK Tourists Tourists║

║ (A) ║Residents Group -(D) -(E) ║ -(F) -(G) ║ -(H) -(I) ║ -(J) -(K) ║ -(L) -(M) -(N) ║Resident from from ║

║ ║ -(B) -(C) ║ ║ ║ ║ ║ -s China other ║

║ ║ ║ ║ ║ ║ ║ -(O) -(P) countries║

║ ║ ║ ║ ║ ║ ║ -(Q) ║

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RESPONDENTS ║ 533║ 92 220 221 441║ 182 351║ 45 488║ 332 201║ 433 35 65║ 92 356 85║

WTD. RESP. ║ 531║ 82 291 158 449║ 176 355║ 45 487║ 334 197║ 423 48 60║ 82 374 75║

║ 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║ ║ ║ ║

B5h. Satisfaction of Souvenir - Queue Time of Payment ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Top 4 ║ 510║ 78 278 153 432║ 168 341║ 41 468║ 324 186║ 406 44 60║ 78 358 74║

║ 96.0%║ 94.8% 95.6% 97.3% 96.2%║ 95.7% 96.1%║ 93.0% 96.2%║ 96.8% 94.6%║ 96.1% 90.1% 99.5%║ 94.8% 95.7% 98.5%║

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Very satisfied (10) ║ 189║ 18 104 67 171║ 59 130║ 8 181║ 133 56║ 163 4 22║ 18 141 30║

║ 35.6%║ 22.1% 35.8% 42.3% 38.1%║ 33.5% 36.6%║ 18.8% 37.1%║ 39.7% 28.6%║ 38.6% 7.3% 37.3%║ 22.1% 37.8% 39.4%║

║ BHMO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

9 (9) ║ 124║ 23 62 39 101║ 51 73║ 13 111║ 73 51║ 96 19 9║ 23 80 20║

║ 23.3%║ 28.3% 21.3% 24.6% 22.4%║ 29.1% 20.5%║ 29.4% 22.8%║ 21.9% 25.7%║ 22.7% 39.6% 14.8%║ 28.3% 21.5% 27.0%║

║ M║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

8 (8) ║ 147║ 31 81 35 116║ 46 101║ 17 130║ 84 63║ 107 17 23║ 31 104 13║

║ 27.7%║ 37.6% 27.9% 22.3% 25.9%║ 26.3% 28.4%║ 38.1% 26.8%║ 25.3% 31.9%║ 25.3% 36.0% 38.3%║ 37.6% 27.8% 16.7%║

║ Q║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

7 (7) ║ 49║ 6 31 13 44║ 12 37║ 3 46║ 33 16║ 40 4 5║ 6 32 12║

║ 9.3%║ 6.7% 10.7% 8.1% 9.8%║ 6.8% 10.5%║ 6.6% 9.5%║ 9.9% 8.3%║ 9.6% 7.3% 9.0%║ 6.7% 8.6% 15.4%║

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6 (6) ║ 14║ 2 7 4 12║ 6 8║ 2 12║ 5 9║ 9 5 -║ 2 10 1║

║ 2.6%║ 2.8% 2.5% 2.7% 2.6%║ 3.1% 2.3%║ 5.1% 2.4%║ 1.6% 4.4%║ 2.1% 9.9% ║ 2.8% 2.8% 1.5%║

║ M║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

5 (5) ║ 6║ 1 5 - 5║ 2 5║ 1 5║ 5 1║ 6 - 0║ 1 5 -║

║ 1.2%║ 1.8% 1.6% 1.1%║ 0.9% 1.3%║ 1.9% 1.1%║ 1.4% 0.7%║ 1.4% 0.5%║ 1.8% 1.3% ║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Bottom 4 ║ 1║ 1 1 - 1║ 1 1║ - 1║ 1 1║ 1 - -║ 1 1 -║

║ 0.3%║ 0.6% 0.3% 0.2%║ 0.3% 0.2%║ 0.3%║ 0.2% 0.3%║ 0.3% ║ 0.6% 0.2% ║

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4 (4) ║ 1║ - 1 - 1║ - 1║ - 1║ 1 -║ 1 - -║ - 1 -║

║ 0.2%║ 0.3% 0.2%║ 0.2%║ 0.2%║ 0.2% ║ 0.2% ║ 0.2% ║

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3 (3) ║ 1║ 1 - - -║ 1 -║ - 1║ - 1║ 1 - -║ 1 - -║

║ 0.1%║ 0.6% ║ 0.3% ║ 0.1%║ 0.3%║ 0.1% ║ 0.6% ║

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MEANS ║ 8.75║ 8.52 8.71 8.96 8.80║ 8.79 8.74║ 8.44 8.78║ 8.83 8.62║ 8.80 8.27 8.79║ 8.52 8.78 8.87║

║ M║ ║ ║ ║ ║ ║ ║

STD. DEVIATION ║ 1.20║ 1.19 1.24 1.11 1.20║ 1.17 1.22║ 1.15 1.20║ 1.20 1.19║ 1.22 1.05 1.09║ 1.19 1.21 1.15║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQ

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 17 Header 1a \*BY\* B5i. Satisfaction of Souvenir - Service Attitude of the Staffs of Souvenir Shops PAGE 25

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ Gender (S1) ║ Age (S2) ║ Occupation (G1) ║

║ ╠═══════════════════════════════════════╬═══════════════════════════════════════════════════════════════════════════════╬═══════════════════════════════════════════════════════════╣

║ Total ║ Male Female ║ 12-19 20-29 30-39 40 or above ║ Working Homemarker Student ║

║ (A) ║ -(B) -(C) ║ -(D) -(E) -(F) -(G) ║ -(H) -(I) -(J) ║

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RESPONDENTS ║ 533║ 195 338║ 33 204 209 87║ 415 45 60║

WTD. RESP. ║ 531║ 195 336║ 25 181 230 95║ 423 50 46║

║ 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

B5i. Satisfaction of Souvenir - Service Attitude of the Staffs of Souvenir Shops ║ ║ ║

║ ║ ║ ║ ║

Top 4 ║ 510║ 186 323║ 25 178 216 91║ 406 48 45║

║ 95.9%║ 95.6% 96.1%║ 100.0% 98.1% 94.0% 95.5%║ 96.0% 94.8% 99.4%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Very satisfied (10) ║ 208║ 74 134║ 10 79 93 26║ 168 17 20║

║ 39.1%║ 37.9% 39.8%║ 39.3% 43.9% 40.3% 26.9%║ 39.7% 34.1% 44.0%║

║ G║ ║ ║ ║

║ ║ ║ ║ ║

9 (9) ║ 140║ 42 98║ 9 46 45 40║ 98 22 18║

║ 26.4%║ 21.5% 29.1%║ 33.9% 25.6% 19.6% 42.1%║ 23.2% 43.0% 39.6%║

║ FGI║ ║ ║ ║

║ ║ ║ ║ ║

8 (8) ║ 132║ 59 73║ 4 39 67 22║ 114 9 3║

║ 24.9%║ 30.3% 21.7%║ 14.6% 21.8% 29.3% 22.9%║ 27.0% 17.8% 7.3%║

║ J║ ║ ║ ║

║ ║ ║ ║ ║

7 (7) ║ 30║ 11 18║ 3 12 11 4║ 26 - 4║

║ 5.6%║ 5.8% 5.5%║ 12.2% 6.7% 4.8% 3.8%║ 6.1% 8.5%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

6 (6) ║ 9║ 3 6║ - 1 7 1║ 5 3 0║

║ 1.7%║ 1.4% 1.9%║ 0.8% 3.2% 0.5%║ 1.1% 5.2% 0.6%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

5 (5) ║ 11║ 4 7║ - 2 5 4║ 11 - -║

║ 2.0%║ 2.2% 1.9%║ 1.0% 2.3% 3.9%║ 2.5% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Bottom 4 ║ 2║ 2 -║ - 0 1 -║ 2 - -║

║ 0.3%║ 0.8% ║ 0.2% 0.6% ║ 0.4% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

4 (4) ║ 1║ 1 -║ - - 1 -║ 1 - -║

║ 0.2%║ 0.7% ║ 0.6% ║ 0.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

3 (3) ║ 0║ 0 -║ - 0 - -║ 0 - -║

║ 0.1%║ 0.1% ║ 0.2% ║ 0.1% ║

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MEANS ║ 8.88║ 8.79 8.94║ 9.00 9.01 8.80 8.79║ 8.85 9.01 9.18║

║ ║ ║ ║ ║

STD. DEVIATION ║ 1.19║ 1.25 1.15║ 1.03 1.10 1.28 1.14║ 1.22 1.00 0.95║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 17 (CONT.) Header 1a \*BY\* B5i. Satisfaction of Souvenir - Service Attitude of the Staffs of Souvenir Shops PAGE 26

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

╔═══════════════════╦═══════════════════════════════════════════════════════════╗

║ ║ Household Income (G3) ║

║ ╠═══════════════════════════════════════════════════════════╣

║ Total ║ Below $20,000 $20,000 - 29,999 $30,000 or above ║

║ (A) ║ -(K) -(L) -(M) ║

╠═══════════════════╬═══════════════════════════════════════════════════════════╣

RESPONDENTS ║ 533║ 247 120 141║

WTD. RESP. ║ 531║ 262 124 116║

║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║

B5i. Satisfaction of Souvenir - Service Attitude of the Staffs of Souvenir Shops ║

║ ║ ║

Top 4 ║ 510║ 249 119 113║

║ 95.9%║ 95.0% 96.7% 97.4%║

║ ║ ║

║ ║ ║

Very satisfied (10) ║ 208║ 107 49 41║

║ 39.1%║ 41.0% 39.5% 35.7%║

║ ║ ║

║ ║ ║

9 (9) ║ 140║ 66 33 29║

║ 26.4%║ 25.3% 26.5% 24.9%║

║ ║ ║

║ ║ ║

8 (8) ║ 132║ 60 33 33║

║ 24.9%║ 23.0% 27.0% 28.8%║

║ ║ ║

║ ║ ║

7 (7) ║ 30║ 15 4 9║

║ 5.6%║ 5.8% 3.6% 8.0%║

║ ║ ║

║ ║ ║

6 (6) ║ 9║ 5 1 1║

║ 1.7%║ 2.1% 0.8% 1.3%║

║ ║ ║

║ ║ ║

5 (5) ║ 11║ 6 3 1║

║ 2.0%║ 2.4% 2.6% 1.1%║

║ ║ ║

║ ║ ║

Bottom 4 ║ 2║ 1 - 0║

║ 0.3%║ 0.5% 0.2%║

║ ║ ║

║ ║ ║

4 (4) ║ 1║ 1 - -║

║ 0.2%║ 0.5% ║

║ ║ ║

║ ║ ║

3 (3) ║ 0║ - - 0║

║ 0.1%║ 0.2%║

║ ║ ║

║ ║ ║

MEANS ║ 8.88║ 8.88 8.93 8.81║

║ ║ ║

STD. DEVIATION ║ 1.19║ 1.25 1.14 1.15║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 18 Header 1b \*BY\* B5i. Satisfaction of Souvenir - Service Attitude of the Staffs of Souvenir Shops PAGE 27

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ ║ Visited ║ Annual ║ First Time ║ Tendency ║ ║

║ ║ Guest Type (S3/S4) ║ with Kids (A4) ║ Pass Owners (A2)║ Visitors (A6) ║ to Revisit OP (A7) ║ Country of Origin (S3/A1) ║

║ ╠════════════════════════════════════╬═════════════════╬═════════════════╬═════════════════╬══════════════════════════╬═══════════════════════════╣

║ Total ║ HK Tour FIT Tourists║ Yes No ║ Yes No ║ Yes No ║ Likely Neither Unlikely║ HK Tourists Tourists║

║ (A) ║Residents Group -(D) -(E) ║ -(F) -(G) ║ -(H) -(I) ║ -(J) -(K) ║ -(L) -(M) -(N) ║Resident from from ║

║ ║ -(B) -(C) ║ ║ ║ ║ ║ -s China other ║

║ ║ ║ ║ ║ ║ ║ -(O) -(P) countries║

║ ║ ║ ║ ║ ║ ║ -(Q) ║

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RESPONDENTS ║ 533║ 92 220 221 441║ 182 351║ 45 488║ 332 201║ 433 35 65║ 92 356 85║

WTD. RESP. ║ 531║ 82 291 158 449║ 176 355║ 45 487║ 334 197║ 423 48 60║ 82 374 75║

║ 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║ ║ ║ ║

B5i. Satisfaction of Souvenir - Service Attitude of the Staffs of Souvenir Shops ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Top 4 ║ 510║ 79 280 151 431║ 165 345║ 44 466║ 325 185║ 409 46 55║ 79 358 73║

║ 95.9%║ 95.6% 96.1% 95.7% 96.0%║ 93.7% 97.0%║ 98.7% 95.7%║ 97.1% 93.9%║ 96.8% 94.7% 91.2%║ 95.6% 95.8% 96.8%║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Very satisfied (10) ║ 208║ 14 124 69 193║ 71 137║ 9 199║ 145 63║ 182 7 19║ 14 165 28║

║ 39.1%║ 17.3% 42.5% 44.1% 43.1%║ 40.2% 38.5%║ 19.1% 40.9%║ 43.2% 32.0%║ 43.1% 14.7% 30.8%║ 17.3% 44.3% 37.0%║

║ BHMO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

9 (9) ║ 140║ 30 71 39 110║ 43 97║ 14 126║ 85 55║ 105 21 14║ 30 87 23║

║ 26.4%║ 36.4% 24.4% 24.8% 24.5%║ 24.6% 27.2%║ 31.9% 25.9%║ 25.3% 28.1%║ 24.8% 44.0% 22.9%║ 36.4% 23.4% 30.0%║

║ M║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

8 (8) ║ 132║ 30 68 34 102║ 43 89║ 18 114║ 78 55║ 98 15 19║ 30 83 19║

║ 24.9%║ 36.7% 23.5% 21.3% 22.7%║ 24.3% 25.2%║ 41.5% 23.4%║ 23.2% 27.7%║ 23.2% 30.6% 32.2%║ 36.7% 22.1% 25.8%║

║ BHO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

7 (7) ║ 30║ 4 17 9 26║ 8 22║ 3 27║ 18 12║ 24 3 3║ 4 23 3║

║ 5.6%║ 5.2% 5.7% 5.6% 5.7%║ 4.6% 6.1%║ 6.3% 5.6%║ 5.4% 6.0%║ 5.7% 5.4% 5.3%║ 5.2% 6.0% 3.9%║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

6 (6) ║ 9║ 3 5 2 7║ 4 5║ - 9║ 4 5║ 8 - 1║ 3 7 -║

║ 1.7%║ 3.1% 1.7% 1.1% 1.5%║ 2.5% 1.3%║ 1.9%║ 1.3% 2.5%║ 1.9% 2.2%║ 3.1% 1.8% ║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

5 (5) ║ 11║ 1 5 5 10║ 7 4║ 1 10║ 4 7║ 6 1 4║ 1 7 2║

║ 2.0%║ 1.3% 1.7% 3.0% 2.2%║ 3.7% 1.2%║ 1.3% 2.1%║ 1.1% 3.6%║ 1.4% 2.6% 6.2%║ 1.3% 2.0% 3.2%║

║ N║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Bottom 4 ║ 2║ - 1 0 2║ - 2║ - 2║ 2 -║ - 1 0║ - 2 -║

║ 0.3%║ 0.4% 0.2% 0.3%║ 0.4%║ 0.3%║ 0.5% ║ 2.7% 0.5%║ 0.4% ║

║ M║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

4 (4) ║ 1║ - 1 - 1║ - 1║ - 1║ 1 -║ - 1 -║ - 1 -║

║ 0.2%║ 0.4% 0.3%║ 0.4%║ 0.3%║ 0.4% ║ 2.7% ║ 0.3% ║

║ M║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

3 (3) ║ 0║ - - 0 0║ - 0║ - 0║ 0 -║ - - 0║ - 0 -║

║ 0.1%║ 0.2% 0.1%║ 0.1%║ 0.1%║ 0.1% ║ 0.5%║ 0.1% ║

║ ║ ║ ║ ║ ║ ║ ║

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MEANS ║ 8.88║ 8.56 8.93 8.95 8.94║ 8.84 8.90║ 8.60 8.91║ 8.99 8.70║ 8.97 8.49 8.54║ 8.56 8.95 8.91║

║ BMNO║ ║ ║ ║ ║ ║ ║

STD. DEVIATION ║ 1.19║ 1.02 1.20 1.24 1.21║ 1.28 1.14║ 0.96 1.20║ 1.14 1.25║ 1.13 1.24 1.42║ 1.02 1.22 1.14║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQ

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 19 Header 1a \*BY\* B6. Satisfaction of Souvenir - Overall Experience PAGE 28

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ Gender (S1) ║ Age (S2) ║ Occupation (G1) ║

║ ╠═══════════════════════════════════════╬═══════════════════════════════════════════════════════════════════════════════╬═══════════════════════════════════════════════════════════╣

║ Total ║ Male Female ║ 12-19 20-29 30-39 40 or above ║ Working Homemarker Student ║

║ (A) ║ -(B) -(C) ║ -(D) -(E) -(F) -(G) ║ -(H) -(I) -(J) ║

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RESPONDENTS ║ 533║ 195 338║ 33 204 209 87║ 415 45 60║

WTD. RESP. ║ 531║ 195 336║ 25 181 230 95║ 423 50 46║

║ 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

B6. Satisfaction of Souvenir - Overall Experience ║ ║ ║ ║

║ ║ ║ ║ ║

Top 4 ║ 513║ 190 323║ 25 177 221 90║ 407 50 45║

║ 96.6%║ 97.6% 96.1%║ 100.0% 97.9% 96.3% 94.2%║ 96.2% 99.2% 99.4%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Very satisfied (10) ║ 131║ 39 92║ 5 58 54 13║ 109 7 14║

║ 24.7%║ 19.8% 27.5%║ 19.8% 32.1% 23.6% 14.2%║ 25.7% 14.7% 29.7%║

║ EG║ ║ ║ ║

║ ║ ║ ║ ║

9 (9) ║ 143║ 46 97║ 13 43 60 28║ 101 19 21║

║ 27.0%║ 23.6% 29.0%║ 50.3% 23.8% 26.0% 29.1%║ 24.0% 37.9% 46.8%║

║ J║ ║ ║ ║

║ ║ ║ ║ ║

8 (8) ║ 183║ 81 101║ 6 63 72 43║ 149 18 9║

║ 34.4%║ 41.8% 30.1%║ 22.7% 34.6% 31.1% 45.0%║ 35.2% 35.9% 19.6%║

║ GJ║ ║ ║ ║

║ ║ ║ ║ ║

7 (7) ║ 56║ 24 32║ 2 13 36 6║ 48 5 1║

║ 10.6%║ 12.5% 9.5%║ 7.1% 7.3% 15.5% 5.9%║ 11.3% 10.7% 3.2%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

6 (6) ║ 15║ 2 12║ - 3 7 4║ 13 0 -║

║ 2.7%║ 1.3% 3.6%║ 1.7% 3.1% 4.6%║ 3.1% 0.8% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

5 (5) ║ 3║ 2 1║ - 1 1 1║ 3 - 0║

║ 0.6%║ 1.0% 0.3%║ 0.3% 0.6% 1.2%║ 0.7% 0.6%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Bottom 4 ║ 0║ 0 -║ - 0 - -║ 0 - -║

║ 0.1%║ 0.1% ║ 0.2% ║ 0.1% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

4 (4) ║ 0║ 0 -║ - 0 - -║ 0 - -║

║ 0.1%║ 0.1% ║ 0.2% ║ 0.1% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 8.58║ 8.45 8.66║ 8.83 8.76 8.50 8.39║ 8.56 8.55 9.01║

║ J║ ║ ║ ║

STD. DEVIATION ║ 1.09║ 1.06 1.11║ 0.84 1.07 1.14 1.03║ 1.13 0.90 0.86║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 19 (CONT.) Header 1a \*BY\* B6. Satisfaction of Souvenir - Overall Experience PAGE 29

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ Household Income (G3) ║

║ ╠═══════════════════════════════════════════════════════════╣

║ Total ║ Below $20,000 $20,000 - 29,999 $30,000 or above ║

║ (A) ║ -(K) -(L) -(M) ║

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RESPONDENTS ║ 533║ 247 120 141║

WTD. RESP. ║ 531║ 262 124 116║

║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║

B6. Satisfaction of Souvenir - Overall Experience ║ ║

║ ║ ║

Top 4 ║ 513║ 259 114 113║

║ 96.6%║ 98.8% 92.1% 97.0%║

║ L║ ║

║ ║ ║

Very satisfied (10) ║ 131║ 70 27 26║

║ 24.7%║ 26.9% 21.9% 22.5%║

║ ║ ║

║ ║ ║

9 (9) ║ 143║ 64 43 28║

║ 27.0%║ 24.4% 35.2% 24.0%║

║ ║ ║

║ ║ ║

8 (8) ║ 183║ 91 35 48║

║ 34.4%║ 34.6% 28.4% 41.5%║

║ ║ ║

║ ║ ║

7 (7) ║ 56║ 34 8 10║

║ 10.6%║ 12.9% 6.7% 9.0%║

║ ║ ║

║ ║ ║

6 (6) ║ 15║ 3 8 2║

║ 2.7%║ 1.0% 6.8% 1.8%║

║ L║ ║

║ ║ ║

5 (5) ║ 3║ 1 1 1║

║ 0.6%║ 0.2% 1.1% 1.0%║

║ ║ ║

║ ║ ║

Bottom 4 ║ 0║ - - 0║

║ 0.1%║ 0.2%║

║ ║ ║

║ ║ ║

4 (4) ║ 0║ - - 0║

║ 0.1%║ 0.2%║

║ ║ ║

║ ║ ║

MEANS ║ 8.58║ 8.63 8.55 8.53║

║ ║ ║

STD. DEVIATION ║ 1.09║ 1.06 1.17 1.08║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLM

Ocean Park F&B and Retail Study - 01/09/2014

Consumer Search HK JOB:J7976X

TABLE 20 Header 1b \*BY\* B6. Satisfaction of Souvenir - Overall Experience PAGE 30

BASE: WTD. RESP.

WEIGHTS: Weighting.

FILTERS: Those with in-park spending for souvenirs

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║ ║ ║ Visited ║ Annual ║ First Time ║ Tendency ║ ║

║ ║ Guest Type (S3/S4) ║ with Kids (A4) ║ Pass Owners (A2)║ Visitors (A6) ║ to Revisit OP (A7) ║ Country of Origin (S3/A1) ║

║ ╠════════════════════════════════════╬═════════════════╬═════════════════╬═════════════════╬══════════════════════════╬═══════════════════════════╣

║ Total ║ HK Tour FIT Tourists║ Yes No ║ Yes No ║ Yes No ║ Likely Neither Unlikely║ HK Tourists Tourists║

║ (A) ║Residents Group -(D) -(E) ║ -(F) -(G) ║ -(H) -(I) ║ -(J) -(K) ║ -(L) -(M) -(N) ║Resident from from ║

║ ║ -(B) -(C) ║ ║ ║ ║ ║ -s China other ║

║ ║ ║ ║ ║ ║ ║ -(O) -(P) countries║

║ ║ ║ ║ ║ ║ ║ -(Q) ║

╠═══════════════╬════════════════════════════════════╬═════════════════╬═════════════════╬═════════════════╬══════════════════════════╬═══════════════════════════╣

RESPONDENTS ║ 533║ 92 220 221 441║ 182 351║ 45 488║ 332 201║ 433 35 65║ 92 356 85║

WTD. RESP. ║ 531║ 82 291 158 449║ 176 355║ 45 487║ 334 197║ 423 48 60║ 82 374 75║

║ 100.0%║ 100.0% 100.0% 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║ ║ ║ ║

B6. Satisfaction of Souvenir - Overall Experience ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Top 4 ║ 513║ 74 285 154 439║ 173 341║ 45 469║ 329 185║ 416 41 56║ 74 365 74║

║ 96.6%║ 90.0% 97.8% 97.9% 97.8%║ 98.1% 95.9%║ 100.0% 96.3%║ 98.3% 93.8%║ 98.6% 85.1% 92.3%║ 90.0% 97.8% 98.1%║

║ BMO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Very satisfied (10) ║ 131║ 7 86 38 124║ 35 96║ 6 125║ 96 35║ 123 2 6║ 7 109 14║

║ 24.7%║ 8.7% 29.5% 24.0% 27.6%║ 20.0% 27.0%║ 12.7% 25.8%║ 28.8% 17.5%║ 29.1% 3.9% 10.5%║ 8.7% 29.3% 19.2%║

║ BKMNO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

9 (9) ║ 143║ 20 72 51 123║ 61 83║ 12 131║ 90 53║ 114 16 14║ 20 90 33║

║ 27.0%║ 24.8% 24.6% 32.5% 27.4%║ 34.4% 23.3%║ 27.1% 27.0%║ 26.9% 27.1%║ 26.9% 32.8% 22.5%║ 24.8% 24.0% 44.1%║

║ Q║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

8 (8) ║ 183║ 40 94 49 143║ 52 130║ 23 159║ 103 79║ 140 20 22║ 40 125 18║

║ 34.4%║ 48.0% 32.3% 31.1% 31.9%║ 29.7% 36.7%║ 52.6% 32.7%║ 30.9% 40.4%║ 33.2% 41.3% 37.0%║ 48.0% 33.4% 24.2%║

║ BHO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

7 (7) ║ 56║ 7 33 16 49║ 25 32║ 3 53║ 39 17║ 39 3 13║ 7 41 8║

║ 10.6%║ 8.5% 11.4% 10.3% 11.0%║ 14.0% 9.0%║ 7.6% 10.9%║ 11.7% 8.8%║ 9.3% 7.1% 22.3%║ 8.5% 11.1% 10.6%║

║ N║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

6 (6) ║ 15║ 8 5 2 7║ 2 13║ - 15║ 4 10║ 4 6 4║ 8 7 0║

║ 2.7%║ 9.3% 1.8% 1.0% 1.5%║ 1.2% 3.5%║ 3.0%║ 1.3% 5.2%║ 1.1% 12.6% 6.7%║ 9.3% 1.8% 0.4%║

║ BMO║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

5 (5) ║ 3║ 1 1 1 2║ 1 2║ - 3║ 1 2║ 2 1 0║ 1 1 1║

║ 0.6%║ 0.7% 0.4% 0.8% 0.5%║ 0.7% 0.5%║ 0.6%║ 0.3% 1.0%║ 0.4% 2.3% 0.5%║ 0.7% 0.4% 1.5%║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

Bottom 4 ║ 0║ - - 0 0║ - 0║ - 0║ 0 -║ - - 0║ - 0 -║

║ 0.1%║ 0.2% 0.1%║ 0.1%║ 0.1%║ 0.1% ║ 0.5%║ 0.1% ║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

4 (4) ║ 0║ - - 0 0║ - 0║ - 0║ 0 -║ - - 0║ - 0 -║

║ 0.1%║ 0.2% 0.1%║ 0.1%║ 0.1%║ 0.1% ║ 0.5%║ 0.1% ║

║ ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║ ║

MEANS ║ 8.58║ 8.13 8.67 8.65 8.67║ 8.56 8.59║ 8.45 8.59║ 8.69 8.40║ 8.72 8.01 8.04║ 8.13 8.67 8.67║

║ BKLMNO║ ║ ║ ║ ║ ║ ║

STD. DEVIATION ║ 1.09║ 1.06 1.09 1.06 1.08║ 1.04 1.12║ 0.82 1.11║ 1.08 1.10║ 1.04 1.14 1.13║ 1.06 1.09 1.02║

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Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQ