

Data dictionary		
Name	Description	Remarks
Respond	Serial number of the responder	<b>Data type:</b> Numeric <b>Acceptable values:</b> integer values 1 onwards
Month	Month of the year at the time the response was recorded	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 12; 1 indicates January, 12 indicates December
Day	Day of the month at the time the response was recorded	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 31; depending on the month of the year
Hour	Hour of the day when the response was recorded	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1:00 to 24:00
Weekday	Day of the month at the time the response was recorded	<b>Data type:</b> Text <b>Acceptable values:</b> Mon to Sun
Location	Location at which the response was recorded	<b>Data type:</b> Text <b>Acceptable values:</b> Uptown Plaza New Town Plaza Wong Tai Sin Plaza Harbour City New Jade Shopping Arcade Pacific Place Festival Walk
Interviewer	Serial number of the interviewer	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 11
Q1. Please indicate your perceived air temperature in this shopping mall from cold (-3) to hot (3).	It records the response to the Q1	<b>Data type:</b> Numeric <b>Acceptable values:</b> -3 indicates Cold -2 indicates Cool -1 indicates Slightly cool 0 indicates Neutral 1 indicates Slightly warm 2 indicates Warm 3 indicates Hot

Q2. Are you satisfied with the current indoor temperature?	It records the response to the Q2	<b>Data type:</b> Text <b>Acceptable values:</b> Yes No
Q3. Options: 5. Leave this mall	It records the response to the Q3: How would you response if you feel cold at this location? (multiple responses)	<b>Data type:</b> Numeric <b>Acceptable values:</b> 5 indicates Leave this mall #NULL indicates that the respondent did not choose that option
Q3. Options: 4. Leave this spot	It records the response to the Q3: How would you response if you feel cold at this location? (multiple responses)	<b>Data type:</b> Numeric <b>Acceptable values:</b> 4 indicates Leave this spot #NULL indicates that the respondent did not choose that option
Q3. Options: 3. Complain to the manager	It records the response to the Q3: How would you response if you feel cold at this location? (multiple responses)	<b>Data type:</b> Numeric <b>Acceptable values:</b> 3 indicates Complain to the manager #NULL indicates that the respondent did not choose that option
Q3. Options: 2. Put on clothes	It records the response to the Q3: How would you response if you feel cold at this location? (multiple responses)	<b>Data type:</b> Numeric <b>Acceptable values:</b> 2 indicates Put on clothes #NULL indicates that the respondent did not choose that option
Q3. Options: 1. Do nothing	It records the response to the Q3: How would you response if you feel cold at this location? (multiple responses)	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 indicates Do nothing #NULL indicates that the respondent did not choose that option

Q3. How would you response if you feel cold at this location? (multiple responses)	It records the average of multiple responses to the Q3: How would you response if you feel cold at this location? (multiple responses)	<b>Data type:</b> Numeric #NULL indicates that the respondent did not choose that option
Q4. Options: 5. Leave this mall	It records the response to the Q4: How would you response if you feel hot at this location? (multiple responses)	<b>Data type:</b> Numeric <b>Acceptable values:</b> 5 indicates Leave this mall #NULL indicates that the respondent did not choose that option
Q4. Options: 4. Leave this spot	It records the response to the Q4: How would you response if you feel hot at this location? (multiple responses)	<b>Data type:</b> Numeric <b>Acceptable values:</b> 4 indicates Leave this spot #NULL indicates that the respondent did not choose that option
Q4. Options: 3. Complain to the manager	It records the response to the Q4: How would you response if you feel hot at this location? (multiple responses)	<b>Data type:</b> Numeric <b>Acceptable values:</b> 3 indicates Complain to the manager #NULL indicates that the respondent did not choose that option
Q4. Options: 2. Take off clothes	It records the response to the Q4: How would you response if you feel hot at this location? (multiple responses)	<b>Data type:</b> Numeric <b>Acceptable values:</b> 2 indicates Take off clothes #NULL indicates that the respondent did not choose that option
Q4. Options: 1. Do nothing	It records the response to the Q4: How would you response if you feel hot at this location? (multiple responses)	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 indicates Do nothing #NULL indicates that the respondent did not choose that option
Q4. How would you response if you feel hot at this location? (multiple responses)	It records the average of multiple responses to the Q4: How would you response if you feel hot at this location? (multiple responses)	<b>Data type:</b> Numeric #NULL indicates that the respondent did not choose that option

Q5. Options: 4. Leave this mall	It records the response to the Q5: How would you response if you feel the lighting here is too bright? (multiple responses)	<b>Data type:</b> Numeric <b>Acceptable values:</b> 4 indicates Leave this mall #NULL indicates that the respondent did not choose that option
Q5. Options: 3. Leave this spot	It records the response to the Q5: How would you response if you feel the lighting here is too bright? (multiple responses)	<b>Data type:</b> Numeric <b>Acceptable values:</b> 3 indicates Leave this spot #NULL indicates that the respondent did not choose that option
Q5. Options: 2. Complain to the manager	It records the response to the Q5: How would you response if you feel the lighting here is too bright? (multiple responses)	<b>Data type:</b> Numeric <b>Acceptable values:</b> 2 indicates Complain to the manager #NULL indicates that the respondent did not choose that option
Q5. Options: 1. Do nothing	It records the response to the Q5: How would you response if you feel the lighting here is too bright? (multiple responses)	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 indicates Do nothing #NULL indicates that the respondent did not choose that option
Q5. How would you response if you feel the lighting here is too bright? (multiple responses)	It records the average of multiple responses to the Q5: How would you response if you feel the lighting here is too bright? (multiple responses)	<b>Data type:</b> Numeric #NULL indicates that the respondent did not choose that option
Q6. Options: 4. Leave this mall	It records the response to the Q6: How would you response if you feel the lighting here is too dim? (multiple responses)	<b>Data type:</b> Numeric <b>Acceptable values:</b> 4 indicates Leave this mall #NULL indicates that the respondent did not choose that option

Q6. Options: 3. Leave this spot	It records the response to the Q6: How would you response if you feel the lighting here is too dim? (multiple responses)	<b>Data type:</b> Numeric <b>Acceptable values:</b> 3 indicates Leave this spot #NULL indicates that the respondent did not choose that option
Q6. Options: 2. Complain to the manager	It records the response to the Q6: How would you response if you feel the lighting here is too dim? (multiple responses)	<b>Data type:</b> Numeric <b>Acceptable values:</b> 2 indicates Complain to the manager #NULL indicates that the respondent did not choose that option
Q6. Options: 1. Do nothing	It records the response to the Q6: How would you response if you feel the lighting here is too dim? (multiple responses)	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 indicates Do nothing #NULL indicates that the respondent did not choose that option
Q6. How would you response if you feel the lighting here is too dim? (multiple responses)	It records the average of multiple responses to the Q6: How would you response if you feel the lighting here is too dim? (multiple responses)	<b>Data type:</b> Numeric #NULL indicates that the respondent did not choose that option
Q7.Is the external lighting (e.g. bill boards) of this mall able to make you aware of this place?	It records the response to the Q7	<b>Data type:</b> Text <b>Acceptable values:</b> Yes No
Q8. Do you think this mall has followed the above agreement? 25.5?	It records the response to the Q8: Do you think this mall has followed the agreement: 25.5?	<b>Data type:</b> Numeric <b>Acceptable values:</b> 0 indicates No idea 1 indicates No 2 indicates Yes

Q8. Do you think this mall has followed the above agreement? De-lamp	It records the response to the Q8: Do you think this mall has followed the agreement? De-lamp	<b>Data type:</b> Numeric <b>Acceptable values:</b> 0 indicates No idea 1 indicates No 2 indicates Yes
Q8. Do you think this mall has followed the above agreement? Earth Hour	It records the response to the Q8: Do you think this mall has followed the agreement? Earth Hour	<b>Data type:</b> Numeric <b>Acceptable values:</b> 0 indicates No idea 1 indicates No 2 indicates Yes
Q8. Do you think this mall has followed the above agreement? Voluntary Charter Scheme	It records the response to the Q8: Do you think this mall has followed the agreement? Voluntary Charter Scheme	<b>Data type:</b> Numeric <b>Acceptable values:</b> 0 indicates No idea 1 indicates No 2 indicates Yes
Q9. How difficult/ easy is it to know whether the mall has joined the above agreement? 25.5?	It records the response to the Q9, as it pertains to 25.5	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 indicates Very difficult 2 indicates Difficult 3 indicates Average 4 indicates Easy 5 indicates Very easy
Q9. How difficult/ easy is it to know whether the mall has joined the above agreement? De-lamp	It records the response to the Q9, as it pertains to De-lamp	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 indicates Very difficult 2 indicates Difficult 3 indicates Average 4 indicates Easy 5 indicates Very easy

Q9. How difficult/ easy is it to know whether the mall has joined the above agreement? Earth Hour	It records the response to the Q9, as it pertains to Earth Hour	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 indicates Very difficult 2 indicates Difficult 3 indicates Average 4 indicates Easy
Q9. How difficult/ easy is it to know whether the mall has joined the above agreement? Voluntary Charter Scheme	It records the response to the Q9, as it pertains to Voluntary Charter Scheme	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 indicates Very difficult 2 indicates Difficult 3 indicates Average 4 indicates Easy
Q10. Would your plan of revisit be affected if the mall did not join the above agreement? 25.5?	It records the response to the Q10, as it pertains to 25.5	<b>Data type:</b> Numeric <b>Acceptable values:</b> -1 indicates More visits 0 indicates No impact 1 indicates Fewer visits 2 indicates No more visit
Q10. Would your plan of revisit be affected if the mall did not join the above agreement? De-lamp	It records the response to the Q10, as it pertains to De-lamp	<b>Data type:</b> Numeric <b>Acceptable values:</b> -1 indicates More visits 0 indicates No impact 1 indicates Fewer visits 2 indicates No more visit
Q10. Would your plan of revisit be affected if the mall did not join the above agreement? Earth Hour	It records the response to the Q10, as it pertains to Earth Hour	<b>Data type:</b> Numeric <b>Acceptable values:</b> -1 indicates More visits 0 indicates No impact 1 indicates Fewer visits 2 indicates No more visit

<p>Q10. Would your plan of revisit be affected if the mall did not join the above agreement? Voluntary Charter Scheme</p>	<p>It records the response to the Q10, as it pertains to Voluntary Charter Scheme</p>	<p><b>Data type:</b> Numeric <b>Acceptable values:</b> -1 indicates More visits 0 indicates No impact 1 indicates Fewer visits 2 indicates No more visit</p>
<p>Q10. Would your plan of revisit be affected if the mall did not join the above agreement?</p>	<p>It records the response to this question</p>	<p><b>Data type:</b> Numeric <b>Acceptable values:</b> -1 indicates More visits 0 indicates No impact 1 indicates Fewer visits 2 indicates No more visit</p>
<p>Q11. Are you going to leave or just arriving this mall?</p>	<p>It records the response to this question</p>	<p><b>Data type:</b> Numeric <b>Acceptable values:</b> 0 indicates Neither 1 indicates Just arrive 2 indicates Leaving</p>
<p>Q12. How long did you stay in this mall?</p>	<p>It records the response to this question</p>	<p><b>Data type:</b> Numeric <b>Acceptable values:</b> 1 indicates &lt; 0.5 hour 2 indicates 0.5-1 hour 3 indicates 1-2 hours 4 indicates 2-4 hours 5 indicates &gt; 4 hours</p>
<p>Q13. What is your purpose of visiting? Shopping</p>	<p>It records if response to this question is Shopping?</p>	<p><b>Data type:</b> Numeric <b>Acceptable values:</b> 6 indicates Shopping  #NULL indicates that the respondent did not choose that option</p>

Q13. What is your purpose of visiting? Dining	It records if response to this question is Dining?	<b>Data type:</b> Numeric <b>Acceptable values:</b> 5 indicates Dining  #NULL indicates that the respondent did not choose that option
Q13. What is your purpose of visiting? Window shopping	It records if response to this question is Window shopping?	<b>Data type:</b> Numeric <b>Acceptable values:</b> 4 indicates Window shop  #NULL indicates that the respondent did not choose that option
Q13. What is your purpose of visiting? Passing by	It records if response to this question is Passing by?	<b>Data type:</b> Numeric <b>Acceptable values:</b> 3 indicates Pass by  #NULL indicates that the respondent did not choose that option
Q13. What is your purpose of visiting? Working	It records if response to this question is Working?	<b>Data type:</b> Numeric <b>Acceptable values:</b> 2 indicates Work  #NULL indicates that the respondent did not choose that option
Q13. What is your purpose of visiting? Others	It records if response to this question is Others?	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 indicates Others  #NULL indicates that the respondent did not choose that option

Q14. How much have you spent in this mall today? (HKD)	It records the response to this question	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 indicates < \$100 2 indicates \$100-199 3 indicates \$200-499 4 indicates \$500-999 5 indicates \$1000-4999 6 indicates >=\$5000
Q15. Are you a local resident or a tourist?	It records the response to this question	<b>Data type:</b> Text <b>Acceptable values:</b> Tourist Local
Demograhpics: Gender	It records the gender of the respondent	<b>Data type:</b> Text <b>Acceptable values:</b> Male Female
Demograhpics: Age	It records the age of the respondent	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 indicates < 21 2 indicates 21-39 3 indicates 40-59 4 indicates >=60  #NULL indicates that the respondent did not provide the information
Demograhpics: Income	It records the income of the respondent	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 indicates < \$30000 2 indicates \$30000-60000 3 indicates >\$60000  #NULL indicates that the respondent did not provide the information

Tourist origin	It records the origin destination of the respondent	<b>Data type:</b> Text <b>Acceptable values:</b> Location  No value implies the information was not available
Demographics: Tourist stay time in HK	It records the stay time of the tourist in HK	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 indicates 1 day 2 indicates 2-3 days 3 indicates 4-7 days 4 indicates >7 days  #NULL indicates that the question is not valid for non-tourists. For tourists, it indicates that the respondent did not provide the information
Demographics: Chinese/ Non Chinese	It records the nationality of the respondent	<b>Data type:</b> Text <b>Acceptable values:</b> Non-Chinese Chinese  #NULL indicates that the question is not valid for non-tourists. For tourists, it indicates that the respondent did not provide the information
Clothing: Foot	It records the clothing of the respondent	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 indicates Slippers 2 indicates Shoes (no socks) 3 indicates Shoes (with socks)  #NULL indicates that the information is not available.

Clothing: Top	It records the clothing of the respondent	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 indicates No sleeves 2 indicates Short sleeves 3 indicates Long sleeves
Clothing: Bottom	It records the clothing of the respondent	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 indicates Shorts/skirt 2 indicates Trousers/dress
Clothing: Outwear	It records the clothing of the respondent	<b>Data type:</b> Numeric <b>Acceptable values:</b> 0 indicates None 1 indicates Short sleeves 2 indicates Jacket
External factors: External Temperature	It records the external temperature	<b>Data type:</b> Numeric
External factors: Weekday/ Holiday	It records the values for this external factor	<b>Data type:</b> Numeric <b>Acceptable values:</b> 0 indicates Weekday 1 indicates Holiday
External factors: External lighting	It records the values for this external factor	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 7 1 indicates Fewest to 7 indicates Most
External factors: MTR access	It records the values for this external factor	<b>Data type:</b> Numeric <b>Acceptable values:</b> 0 indicates From outside 1 indicates Direct access