High-Speed Rail (HSR) "Multi-Ride Season Ticket" Travel Survey

Dear Sir/Madam,

Thank you for participating in this survey. We hope you have purchased or are familiar with the HSR "Multi-Ride Season Ticket" product (20 rides/90 days). If you meet these criteria, please proceed with the questionnaire. Your responses will be kept anonymous and used only for academic research purposes. Please answer based on your actual experience and preferences.

Part A. Screening Questions

A1. Have you traveled by HSR in the past <u>6 months</u>?
- ☐ Yes
- ☐ No

A2. Have you ever purchased an <u>HSR multi-ride season ticket</u>?
- ☐ Yes, I have purchased it
- ☐ No, I have never purchased it

A3. If you have purchased a season ticket, how many rides did you use on your most recent one?

Note: Multi-ride season ticket for 20 rides within 90 days.

_____ rides (Number 0-20)

Part B. Travel Frequency

B1. Your most frequently traveled HSR route belongs to:
- ☐ Short-distance (travel time < 1 hour, HK-Shenzhen, Shanghai-Hangzhou, Beijing-Tianjin)
- ☐ Medium-distance (travel time 1-3 hours, e.g., HK-Guangzhou, Shanghai-Nanjing, Beijing-Jinan)
- ☐ Long-distance (travel time >3 hours, e.g., Beijing-Shanghai, Beijing-Nanjing, Jinan-Shanghai)

B2. For the above route, the number of HSR trips you have taken in the <u>past 30 days</u> is: _____.

Note: One-way trip counts as 1 trip; a round trip counts as 2 trips. Better check the order history on travel apps.

B3. When do you mostly travel by HSR?
- ☐ Weekdays
- ☐ Weekends
- ☐ No particular preference

B4. In the <u>next 30 days</u>, how many HSR trips do you expect to take? _____.

Note: One-way trip counts as 1 trip; a round trip counts as 2 trips.

Part C. Factors Affecting Your Travel Frequency

C1. Reasons why your actual HSR trips may be <u>fewer</u> than expected? Please rank the following reasons by frequency.

Note: Rank from 1 (most important) to 8 (last important).

_____ Work/business activities are temporarily cancelled

_____ Personal/family matters

_____ External factors (e.g., weather conditions)

_____ Crowding (peak hours and holidays)

_____ Difficult to book an HSR ticket

_____ Switch to other transport modes

_____ Tight travel budget

_____ Other: (_____)

C2. Reasons why your actual HSR trips may <u>exceed</u> expected? Please rank the following reasons by frequency.

Note: Rank from 1 (most important) to 8 (last important).

_____ Increased work/business travel needs

_____ Increased study or academic activities

_____ Increased personal travel for exploration/visiting/leisure

_____ Incentives from new products such as season tickets

_____ HSR is fast and saves time

_____ HSR is more comfortable

_____ More trips with companions (family/friends)

_____ Other: (_____)

C3. Importance when considering <u>purchasing</u> an HSR <u>multi-ride season ticket</u>. Please rank the following attributes.

Note: Rank from 1 (most important) to 5 (last important).

_____ Average price per trip

_____ Trip limit (e.g., 10 rides or 15 rides)

_____ Validity period (e.g., 30 days or 90 days)

_____ Seat availability or probability of standing

_____ Booking, change and refund rules

Part D. Stated Preference Choice Scenarios

Suppose you plan to travel by HSR. Based on your experience and the travel information below, make your choices.

[Information]

<u>(I) Tickets:</u>

(i) Reserved ticket: the regular single-journey ticket, requires advance booking, guarantees a seat.

(ii) Season ticket: the multi-ride season ticket, allows multiple trips; allows boarding without reservation, but the seat is not guarantee and one may need to stand depending on crowding.

<u>(II) Routes:</u>

(i) Short-distance: travel time < 1 hour, e.g., Hong Kong West Kowloon-Shenzhen North; current price 75 HKD.

(ii) Medium-distance: travel time 1-3 hours, e.g., Hong Kong West Kowloon-Guangzhou South; 215 HKD.

(iii) Long-distance: travel time > 3 hours, e.g., Beijing South–Shanghai Hongqiao (5-6h); price 600+ HKD.

D1-1. Suppose you plan a <u>short-distance trip</u> by HSR (e.g., Hong Kong West Kowloon-Shenzhen North), your <u>desired departure time is 9:00</u>, and considering purchasing a **reserved ticket**. Based on your experience and the provided information, please choose under the following scenarios.

Scenario	Buy Reserved Ticket	Other Modes / Not Travel
No advance booking required | Departure 11:00 | Price 75 HKD	☐	☐
No advance booking required | Departure 11:00 | Price 100 HKD	☐	☐
No advance booking required | Departure 11:00 | Price 125 HKD	☐	☐

Scenario	Buy	Other
No advance booking required | Departure 11:00 | Price 150 HKD	☐	☐
Advance booking >3 hours | Departure 9:00 | Price 75 HKD	☐	☐
Advance booking >3 hours | Departure 9:00 | Price 100 HKD	☐	☐
Advance booking >3 hours | Departure 9:00 | Price 125 HKD	☐	☐
Advance booking >3 hours | Departure 9:00 | Price 150 HKD	☐	☐
No advance booking | Departure 9:00 | Price 75 HKD	☐	☐
No advance booking | Departure 9:00 | Price 100 HKD	☐	☐
No advance booking | Departure 9:00 | Price 125 HKD	☐	☐
No advance booking | Departure 9:00 | Price 150 HKD	☐	☐

D1-2. Suppose in the next week, you expect **THREE** short-distance trips (e.g., Hong Kong West Kowloon-Shenzhen North) and considering purchasing a **multi-ride season ticket** (valid for 3 rides). Please choose under the following scenarios.

Scenario	Buy Season Ticket	Other Modes / Not Travel
Somewhat crowded (No seat) | No reservation required | Total 190 HKD	☐	☐
Somewhat crowded (No seat) | No reservation required | Total 260 HKD	☐	☐
Somewhat crowded (No seat) | No reservation required | Total 330 HKD	☐	☐
Somewhat crowded (No seat) | No reservation required | Total 400 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 190 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 260 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 330 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 400 HKD	☐	☐
Comfortable with seats | No reservation required | Total 190 HKD	☐	☐
Comfortable with seats | No reservation required | Total 260 HKD	☐	☐
Comfortable with seats | No reservation required | Total 330 HKD	☐	☐
Comfortable with seats | No reservation required | Total 400 HKD	☐	☐

D1-3. Suppose in the next week, you expect **TWO** short-distance trips (e.g., Hong Kong West Kowloon-Shenzhen North) and considering purchasing a **multi-ride season ticket** (valid for 3 rides). Please choose under the following scenarios.

Scenario	Buy Season Ticket	Other Modes / Not Travel
Somewhat crowded (No seat) | No reservation required | Total 130 HKD	☐	☐
Somewhat crowded (No seat) | No reservation required | Total 190 HKD	☐	☐
Somewhat crowded (No seat) | No reservation required | Total 250 HKD	☐	☐
Somewhat crowded (No seat) | No reservation required | Total 310 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 130 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 190 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 250 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 310 HKD	☐	☐
Comfortable with seats | No reservation required | Total 130 HKD	☐	☐
Comfortable with seats | No reservation required | Total 190 HKD	☐	☐
Comfortable with seats | No reservation required | Total 250 HKD	☐	☐
Comfortable with seats | No reservation required | Total 310 HKD	☐	☐

D2-1. Suppose you plan a <u>medium-distance trip</u> by HSR (e.g., Hong Kong West Kowloon-Guangzhou South), your <u>desired departure time is 9:00</u>, and considering purchasing a **reserved ticket**. Based on your experience and the provided information, please choose under the following scenarios.

Scenario	Buy Reserved Ticket	Other Modes / Not Travel
No advance booking required | Departure 11:00 | Price 160 HKD	☐	☐
No advance booking required | Departure 11:00 | Price 200 HKD	☐	☐
No advance booking required | Departure 11:00 | Price 240 HKD	☐	☐
No advance booking required | Departure 11:00 | Price 280 HKD	☐	☐
Advance booking >3 hours | Departure 9:00 | Price 160 HKD	☐	☐
Advance booking >3 hours | Departure 9:00 | Price 200 HKD	☐	☐
Advance booking >3 hours | Departure 9:00 | Price 240 HKD	☐	☐
Advance booking >3 hours | Departure 9:00 | Price 280 HKD	☐	☐
No advance booking | Departure 9:00 | Price 160 HKD	☐	☐
No advance booking | Departure 9:00 | Price 200 HKD	☐	☐
No advance booking | Departure 9:00 | Price 240 HKD	☐	☐
No advance booking | Departure 9:00 | Price 280 HKD	☐	☐

D2-2. Suppose in the next week, you expect **THREE** medium-distance trips (e.g., Hong Kong West Kowloon-Guangzhou South) and considering purchasing a **multi-ride season ticket** (valid for 3 rides). Please choose under the following scenarios.

Scenario	Buy Season Ticket	Other Modes / Not Travel
Somewhat crowded (No seat) | No reservation required | Total 440 HKD	☐	☐
Somewhat crowded (No seat) | No reservation required | Total 550 HKD	☐	☐
Somewhat crowded (No seat) | No reservation required | Total 660 HKD	☐	☐
Somewhat crowded (No seat) | No reservation required | Total 770 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 440 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 550 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 660 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 770 HKD	☐	☐
Comfortable with seats | No reservation required | Total 440 HKD	☐	☐
Comfortable with seats | No reservation required | Total 550 HKD	☐	☐
Comfortable with seats | No reservation required | Total 660 HKD	☐	☐
Comfortable with seats | No reservation required | Total 770 HKD	☐	☐

D2-3. Suppose in the next week, you expect <u>**TWO** medium-distance trips</u> (e.g., Hong Kong West Kowloon-Shenzhen North) and considering purchasing a **multi-ride season ticket** (valid for 3 rides). Please choose under the following scenarios.

Scenario	Buy Season Ticket	Other Modes / Not Travel
Somewhat crowded (No seat) | No reservation required | Total 380 HKD	☐	☐
Somewhat crowded (No seat) | No reservation required | Total 455 HKD	☐	☐
Somewhat crowded (No seat) | No reservation required | Total 530 HKD	☐	☐
Somewhat crowded (No seat) | No reservation required | Total 605 HKD	☐	☐

Scenario	Buy	Other
Limited seats (May be no Seat) | No reservation required | Total 380 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 455 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 530 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 605 HKD	☐	☐
Comfortable with seats | No reservation required | Total 380 HKD	☐	☐
Comfortable with seats | No reservation required | Total 455 HKD	☐	☐
Comfortable with seats | No reservation required | Total 530 HKD	☐	☐
Comfortable with seats | No reservation required | Total 605 HKD	☐	☐

D3-1. Suppose you plan a <u>long-distance trip</u> by HSR (e.g., Beijing South-Shanghai Hongqiao), your <u>desired departure time is 9:00</u>, and considering purchasing a **reserved ticket**. Based on your experience and the provided information, please choose under the following scenarios.

Scenario	Buy Reserved Ticket	Other Modes / Not Travel
No advance booking required | Departure 11:00 | Price 500 HKD	☐	☐
No advance booking required | Departure 11:00 | Price 600 HKD	☐	☐
No advance booking required | Departure 11:00 | Price 700 HKD	☐	☐
No advance booking required | Departure 11:00 | Price 800 HKD	☐	☐
Advance booking >3 hours | Departure 9:00 | Price 500 HKD	☐	☐
Advance booking >3 hours | Departure 9:00 | Price 600 HKD	☐	☐
Advance booking >3 hours | Departure 9:00 | Price 700 HKD	☐	☐
Advance booking >3 hours | Departure 9:00 | Price 800 HKD	☐	☐
No advance booking | Departure 9:00 | Price 500 HKD	☐	☐
No advance booking | Departure 9:00 | Price 600 HKD	☐	☐
No advance booking | Departure 9:00 | Price 700 HKD	☐	☐
No advance booking | Departure 9:00 | Price 800 HKD	☐	☐

D3-2. Suppose in the next week, you expect **THREE** long-distance trips (e.g., Beijing South-Shanghai Hongqiao) and considering purchasing a **multi-ride season ticket** (valid for 3 rides). Please choose under the following scenarios.

Scenario	Buy Season Ticket	Other Modes / Not Travel
Somewhat crowded (No seat) | No reservation required | Total 1300 HKD	☐	☐
Somewhat crowded (No seat) | No reservation required | Total 1600 HKD	☐	☐
Somewhat crowded (No seat) | No reservation required | Total 1900 HKD	☐	☐
Somewhat crowded (No seat) | No reservation required | Total 2200 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 1300 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 1600 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 1900 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 2200 HKD	☐	☐
Comfortable with seats | No reservation required | Total 1300 HKD	☐	☐
Comfortable with seats | No reservation required | Total 1600 HKD	☐	☐
Comfortable with seats | No reservation required | Total 1900 HKD	☐	☐
Comfortable with seats | No reservation required | Total 2200 HKD	☐	☐

D3-3. Suppose in the next week, you expect <u>**TWO**</u> <u>long-distance trips</u> (e.g., Beijing South-Shanghai Hongqiao) and considering purchasing a <u>**multi-ride season ticket**</u> (valid for 3 rides). Please choose under the following scenarios.

Scenario	Buy Season Ticket	Other Modes / Not Travel
Somewhat crowded (No seat) | No reservation required | Total 1100 HKD	☐	☐
Somewhat crowded (No seat) | No reservation required | Total 1300 HKD	☐	☐
Somewhat crowded (No seat) | No reservation required | Total 1500 HKD	☐	☐
Somewhat crowded (No seat) | No reservation required | Total 1700 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 1100 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 1300 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 1500 HKD	☐	☐
Limited seats (May be no Seat) | No reservation required | Total 1700 HKD	☐	☐
Comfortable with seats | No reservation required | Total 1100 HKD	☐	☐
Comfortable with seats | No reservation required | Total 1300 HKD	☐	☐
Comfortable with seats | No reservation required | Total 1500 HKD	☐	☐
Comfortable with seats | No reservation required | Total 1700 HKD	☐	☐

End of survey. Thank you!