



Public Opinion Programme, HKU
Uber Hong Kong
香港大學民意研究計劃
Uber 香港

Jointly conduct
合作進行

Public Opinion Survey on
Transportation Services in Hong Kong 2019
香港交通服務意見調查 2019

Questionnaire (Final draft)
調查問卷(定稿)

March 25, 2019
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Part I Introduction 第一部分 自我介紹

Good afternoon/evening! My name is X. I'm an interviewer from the Public Opinion Programme of The University of Hong Kong. We are conducting an opinion survey on transportation services in Hong Kong. This will only take you around 10 minutes. You may refuse to answer any questions or terminate the interview anytime without any consequences. Can we start now?

喂，先生／小姐／太太你好，我姓 X，我係香港大學民意研究計劃嘅訪問員嚟嘅，而家做緊一個有關香港交通服務嘅意見調查，只會阻你十分鐘時間左右，你可以選擇拒答任何題目，甚至隨時終止訪問而唔會引致任何後果。請問可唔可以開始呢？

Yes 可以

No 唔可以 → Interview ends, thank you, bye-bye 訪問告終，多謝合作，拜拜

Your phone number is randomly selected by computer and your information provided will be kept strictly confidential and used for aggregate analysis only. If you have any questions about the research, you can call xxxx-xxxx to talk to our supervisor. If you want to know more about the rights as a participant, please contact the Human Research Ethics Committee of the University of Hong Kong at xxxx-xxxx during office hours. For quality control purpose, our conversation will be recorded for internal reference. All data containing personal identifiers and the recording will be destroyed within six months upon project completion.

你呢個電話號碼係經電腦隨機抽樣抽中嘅，而你提供嘅資料係會絕對保密，並只會用作綜合分析。如果你對今次嘅訪問有任何疑問，你可以打 xxxx-xxxx 同我哋嘅督導員聯絡，或者喺辦公時間打 xxxx-xxxx 向香港大學研究操守委員會查詢有關參與研究嘅權利。為咗保障數據嘅真確性，我哋嘅訪問會被錄音，但只會用作內部參考。所有含個人識別資料嘅數據同埋錄音，會喺調查完成後六個月內銷毀。

[S1] The telephone number I dialed just now was xxxx-xxxx. Please tell me if it was incorrect.

我頭先打嘅電話號碼係 xxxx-xxxx，如果我打錯咗請你話俾我知。

Correct, continue 冇打錯，繼續

Incorrect 打錯 → Interview ends, thank you, bye-bye 訪問告終，多謝合作，拜拜

Part II Selection of Respondents 第二部分 選出被訪者

Landline version 家居電話版本

[S2a] How many Hong Kong residents aged 18 or above are there right now in your household?
請問你屋企而家有幾多位 18 歲或以上嘅香港居民？

- One only → Q1 (If the qualified family member is not the one who answered the phone, invite him/her to the phone and repeat the introduction)
- More than one, ____ (exact number) → S3
- No → Interview ends, thank you, bye-bye.
- Refuse to answer → Interview ends, thank you, bye-bye.
- 有一位 → Q1 (如合資格家庭成員不是接聽電話者，請邀請合資格家庭成員聽電話並重覆自我介紹)
- 有多過一位，____位 (入實數) → S3
- 冇 → 訪問告終，多謝合作，拜拜
- 拒答 → 訪問告終，多謝合作，拜拜

[S3] Since there is more than one, we hope that all qualified family members have equal chance to be interviewed. I would like to speak to the one who will have his/her birthday next. Is it okay?
(Interviewer can ask: “is there anyone whose birthday is in March or the coming three months?”)
因為多過一位，我哋希望所有家庭成員都有同等機會接受訪問，所以想請最快生日嗰位嚟聽電話。請問可唔可以呢？(訪問員可舉例說明：『即係有冇 3 月或未來三個月內生日嘅人喺度？』)

- Yes – The one answered the phone is the respondent → Q1
- Yes – Another family member is the respondent → Q1 (interviewer to repeat the introduction)
- No – Family member refuses to answer → Interview ends, thank you, bye-bye.
- No – Target respondent refuses to answer → Interview ends, thank you, bye-bye.
- 可以 – 接聽電話的人士是被訪者 → Q1
- 可以 – 其他家人是被訪者 → Q1 (訪問員請重覆自我介紹)
- 唔可以 – 接聽電話人士拒絕合作 → 訪問告終，多謝合作，拜拜
- 唔可以 – 被抽中被訪者拒絕受訪 → 訪問告終，多謝合作，拜拜

Mobile version 手提電話版本

[S2b] Are you a Hong Kong resident aged 18 or above?
請問你係唔係 18 歲或以上嘅香港居民？

- Yes 係
- No 唔係 → Interview ends, thank you, bye-bye 訪問告終，多謝合作，拜拜

Part III Opinion Questions 第三部分 問卷主體部分

Appraisal of taxi and Uber service 對的士及 Uber 服務的評價

[Q1] Did you use any taxi service in Hong Kong over the past 4 years?

請問你喺過去 4 年內，有冇使用過香港嘅的士服務？

Yes	有
No	冇
Refuse to answer	拒答

[Q2] Whether you used any taxi service in the past 4 years or not, based on your impression, how satisfied or dissatisfied are you with the taxi services in Hong Kong? (Probe for intensity)

無論你過去 4 年有冇用過的士服務，就你嘅印象嚟講，請問你對香港嘅的士服務有幾滿意或唔滿意？(追問程度) [Remark: When analyzing the data, on top of overall satisfaction, we will look into user & non user groups to compare the difference, if any]

Very much satisfied	好滿意
Somewhat satisfied	幾滿意
Half-half	一半半
Somewhat dissatisfied	幾不滿
Very much dissatisfied	好不滿
Don't know / Hard to say	唔知道／難講
Refuse to answer	拒答

[Q3] Do you think there was any change in the quality of taxi services in the past year? If yes, is it getting better or worse? (Probe for intensity)你認為過去一年的士服務質素有無變化？如有，係變好咗定變差咗？(追問程度)

Yes, a lot better	有，好咗好多
Yes, a little better	有，好咗少少
No change	冇變化
Yes, a little worse	有，差咗少少
Yes, a lot worse	有，差咗好多
Don't know / Hard to say	唔知道／難講
Refuse to answer	拒答

[Q4] Did you use any Uber service in Hong Kong over the past 4 years?

請問你喺過去 4 年內，有冇使用過香港嘅 Uber 服務？

Yes	有
No	冇
Refuse to answer	拒答

[Q5] Whether you used any Uber service in the past 4 years or not, based on your impression, how satisfied or dissatisfied are you with Uber service in Hong Kong? (Probe for intensity)
無論你過去 4 年有冇用過 Uber 服務，就你嘅印象嚟講，請問你對香港嘅 Uber 服務有幾滿意或唔滿意？(追問程度) [Remark: When analyzing the data, on top of overall satisfaction, we will look into user & non user groups to compare the difference, if any]

Very much satisfied	好滿意
Somewhat satisfied	幾滿意
Half-half	一半半
Somewhat dissatisfied	幾不滿
Very much dissatisfied	好不滿
Don't know / Hard to say	唔知道／難講
Refuse to answer	拒答

Views on innovative technology of transportation services 對交通服務創新科技的意見

[Q6] The HKSAR Government has been actively developing “smart city”, do you think that should include measures that promote ride sharing?
香港政府近年積極推動智慧城市，你認為當中應唔應該包括鼓勵共享汽車發展嘅措施？

Yes	應該
No	唔應該
Don't know / Hard to say	唔知道／難講
Refuse to answer	拒答

[Q7-Q8] Do you agree or disagree with the following statements regarding “innovative technology”?
(Probe for intensity)
你有幾同意或唔同意以下關於「創新科技」嘅講法？(追問程度)

	Very much agree 好同意	Some what agree 幾同意	Half-half 一半半	Some what disagree 幾唔同意	Very much disagree 好唔同意	Don't know / Hard to say 唔知道／難講	Refuse to answer 拒答
[Q7] Promoting “innovative technology” helps elevate competitiveness of Hong Kong. 推動「創新科技」有助提升香港嘅競爭力							
[Q8] Regarding facilitation of “innovative technology”, SAR Government overprotects existing industries and vested interests. 特區政府嚟推動「創新科技」時過於保護現有產業同既得利益者							

Views on legalizing Uber 對 Uber 合法化的意見

[Q9] How much do you support or oppose the Government legalizing Uber as another personalized point-to-point transport service beside taxis? (Probe for intensity)

你有幾贊成或反對政府將 Uber 合法化成為的士以外嘅另一種個人化點對點交通服務？
(追問程度)

Very much support	好贊成
Somewhat support	幾贊成
Half-half	一半半
Somewhat oppose	幾反對
Very much oppose	好反對
Don't know / Hard to say	唔知道／難講
Refuse to answer	拒答

[Q10] Ever since Uber started to provide services in Hong Kong in 2014, there have been controversies on related legal issues, in your opinion, the Government should: (Read out options 1 to 3, order to be randomized by computer, one answer only)

自從 Uber 2014 年開始喺香港提供服務後，相關嘅法律問題引起唔少社會爭議，你認為政府應該：(讀出答案 1 至 3 項，次序由電腦隨機排列，只選一項)

Tough enforcement, combat related services	強硬執法，取締有關服務
Legalize Uber and monitor the services	將 Uber 合法化，並作出監管
Put it aside first	暫時不作處理
Others, please specify: _____	其他，請註明：_____
None of the above	以上皆否
Don't know / Hard to say	唔知道／難講
Refuse to answer	拒答

Part IV Demographics 第四部分 個人資料

We would like to ask you some personal information for aggregate analyses. Your information provided will be kept strictly confidential. You may also refuse to answer any question.

我哋想請問您一啲簡單嘅個人資料以作綜合分析，你所提供嘅資料係會絕對保密，你亦有權拒絕回答任何問題。

[DM1] Gender

性別

Male	男
Female	女

[DM2a] How old are you now?

你今年幾多歲？

____ (Exact age)	____ (準確數字)
Do not want to tell	唔肯講

[DM2b] (For those unwilling to give exact age) Then how old are you now approximately? (Read out options)

(只問不肯透露準確年齡的被訪者) 咁你今年大約幾多歲？(讀出範圍)

18 – 19	18 – 19 歲
20 – 24	20 – 24 歲
25 – 29	25 – 29 歲
30 – 34	30 – 34 歲
35 – 39	35 – 39 歲
40 – 44	40 – 44 歲
45 – 49	45 – 49 歲
50 – 54	50 – 54 歲
55 – 59	55 – 59 歲
60 – 64	60 – 64 歲
65 – 69	65 – 69 歲
70 or above	70 歲或以上
Refuse to answer	拒答

[DM3] What is your educational attainment? (Highest level attended, i.e. regardless of whether the course had been completed, including the course in progress)

你讀書讀到乜嘢程度？(最高就讀程度，即不論有否完成該課程，包括現正就讀)

Primary or below	小學或以下
Lower secondary (F.1-F.3)	初中 (中一至中三)
Upper secondary (F.4-F.7 / DSE / YiJin)	高中 (中四至中七 / DSE / 毅進)

Post-secondary: non-degree course (including diploma / certificate / sub-degree course)	專上教育：非學位課程 (包括文憑／證書／副學位課程)
Post-secondary: degree course (including bachelor degree / postgraduate)	專上教育：學位課程 (包括學士學位／研究院)
Refuse to answer	拒答

[DM4] What is your occupation?
你嘅職業係？

Executive and professional	行政及專業人員
Clerical and service worker	文職及服務人員
Production worker	勞動工人
Student	學生
Homemaker / housewife	料理家務者／家庭主婦
Retired person	退休人士
Unemployed or not working for other reason	失業／待業／其他非在職
Others (Please specify: _____)	其他 (請註明：_____)
Refuse to answer	拒答

[DM5] Which district do you live in?
你嘅居住地區係？

Central and Western District	中西區
Wan Chai District	灣仔區
Eastern District	東區
Southern District	南區
Sham Shui Po District	深水埗區
Kowloon City District	九龍城區
Wong Tai Sin District	黃大仙區
Kwun Tong District	觀塘區
Yau Tsim Mong District	油尖旺區
Kwai Tsing District	葵青區
Tsuen Wan District	荃灣區
Tuen Mun District	屯門區
Yuen Long District	元朗區
Northern District	北區
Tai Po District	大埔區
Sha Tin District	沙田區
Sai Kung District	西貢區
Islands District	離島區
Refuse to answer	拒答

This is the end of the interview. Thank you for your time.
問卷已經完成，多謝你接受訪問。