



**Public Opinion Programme  
The University of Hong Kong**

**UBER**

**Uber Hong Kong**

***Public Opinion Survey on  
Transportation Services in Hong Kong 2019***

**Dr Robert Chung**

**Director of Public Opinion Programme, HKU**

**10 April 2019**

# Background

---

- In February 2019, Uber Hong Kong commissioned Public Opinion Programme (POP) of The University of Hong Kong to conduct a territory-wide survey, which aims at gauging citizens' satisfaction level with the personalized point-to-point transportation services in Hong Kong and their views on the regulation of such services.
- The target population of the survey was Cantonese-speaking Hong Kong residents of age 18 or above.
- The research instrument used in this study was designed by POP after consulting Uber, but both parties have the right to veto the final design. All fieldwork operations, data collection and data analysis were conducted independently by POP without interference from any party. In other words, POP was given full autonomy to design and conduct the survey. It takes full responsibility for all the findings reported here.
- All survey findings will be open for public consumption.

# Contact Information

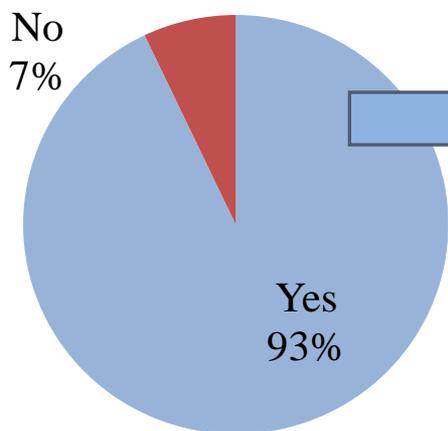
---

Date of survey:	25 - 27 March 2019
Target population:	Cantonese-speaking Hong Kong residents of age 18 or above
Survey method:	Telephone survey conducted by telephone interviewers
Sample size:	515 successful cases (including 290 landline and 225 cellphone samples)
Effective response rate:	70.1%
Standard error:	Less than 2.2% (i.e. the maximum sampling error of all percentages should be no more than +/-4.4 percentage points at 95% confidence level)

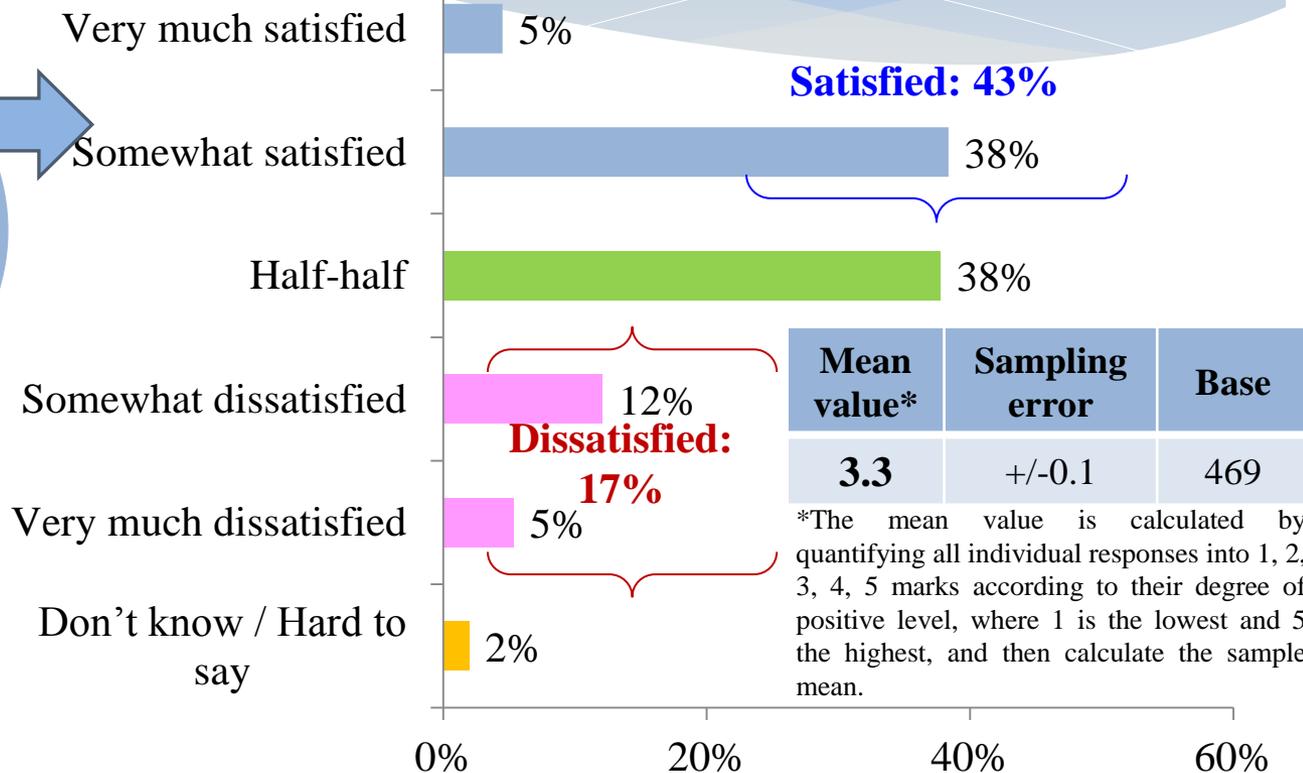
# Survey Results

# **Citizens' appraisal of taxi and Uber services**

# 43% of taxi users are satisfied with taxi services in Hong Kong

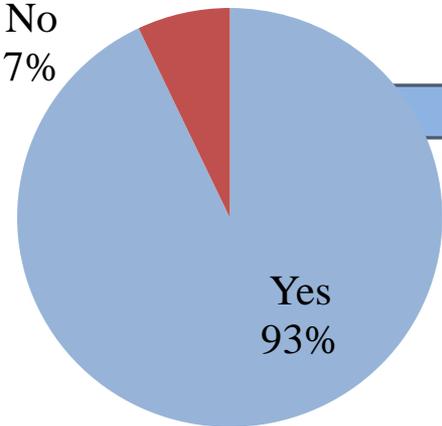


**Base=515**  
**[Q1] Did you use any taxi service in Hong Kong over the past 4 years?**



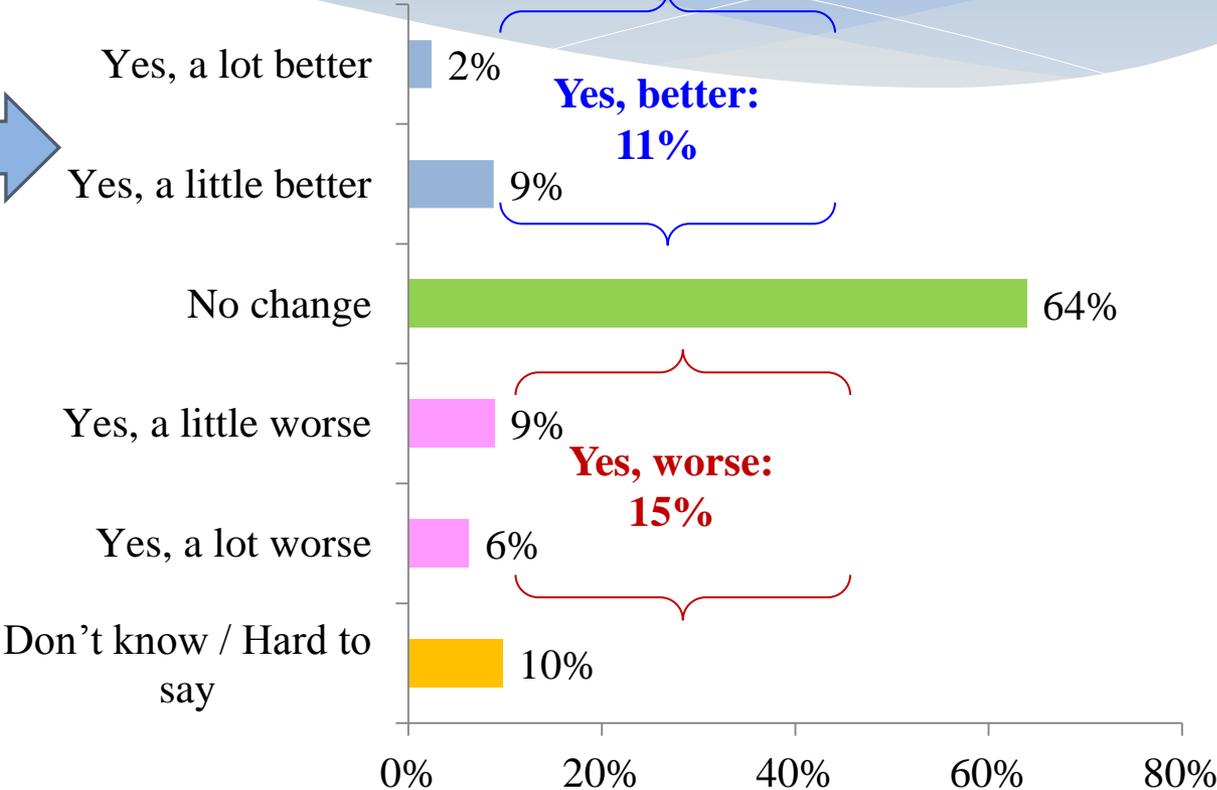
**Base=479 (Included taxi service users in the past 4 years only)**  
**[Q2] Whether you used any taxi service in the past 4 years or not, based on your impression, how satisfied or dissatisfied are you with the taxi services in Hong Kong? (Probe for intensity)**

# 64% of taxi users find no change in the quality of taxi services in the year past



**Base=515**

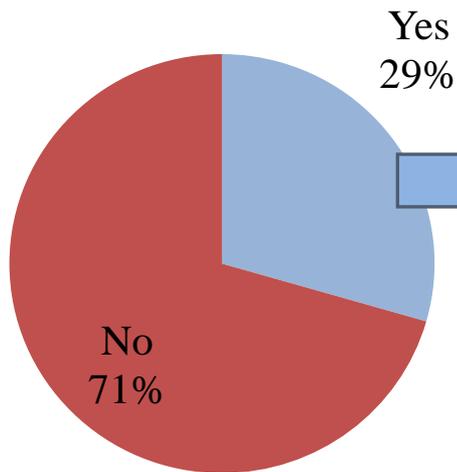
**[Q1] Did you use any taxi service in Hong Kong over the past 4 years?**



**Base=479 (Included taxi service users in the past 4 years only)**

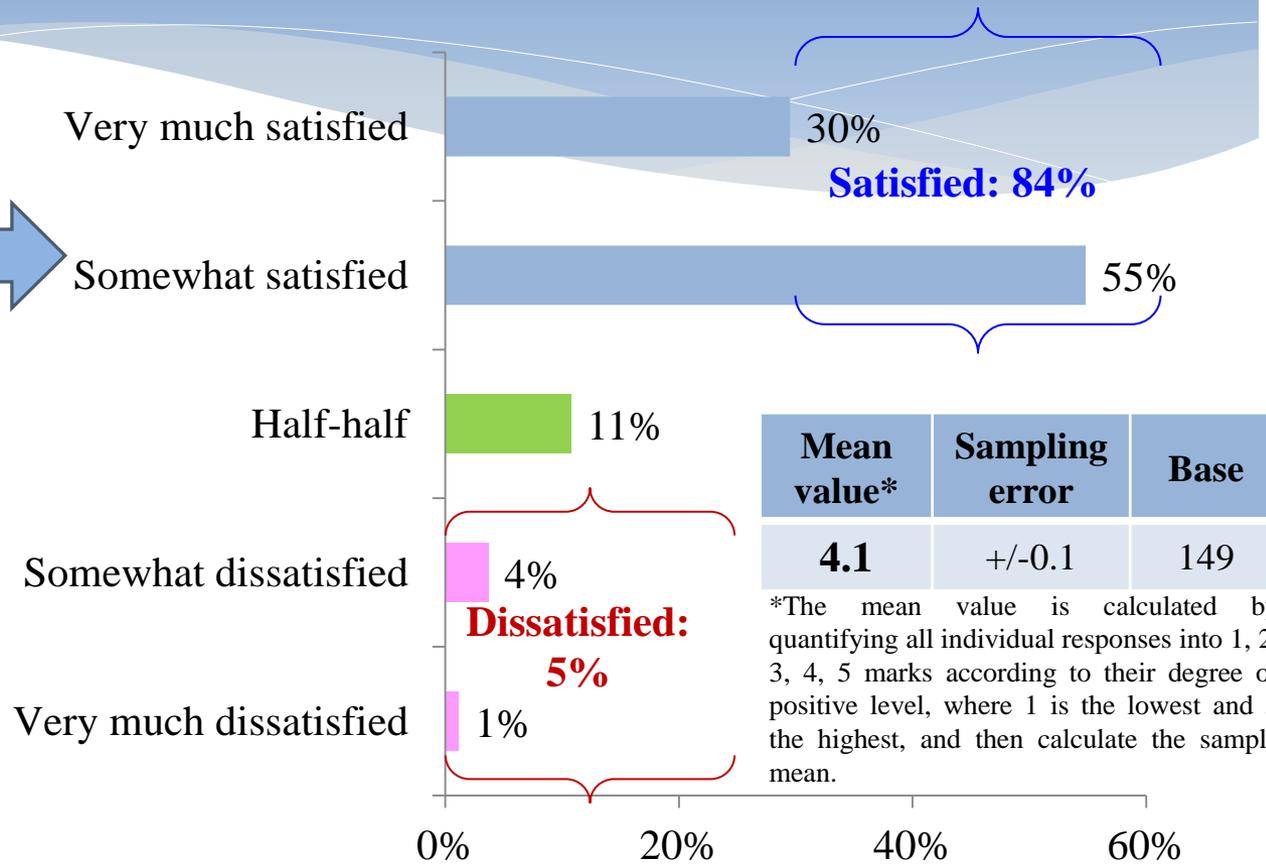
**[Q3] Do you think there was any change in the quality of taxi services in the past year? If yes, is it getting better or worse? (Probe for intensity)**

# 84% Uber users are satisfied with Uber service in Hong Kong



**Base=508**

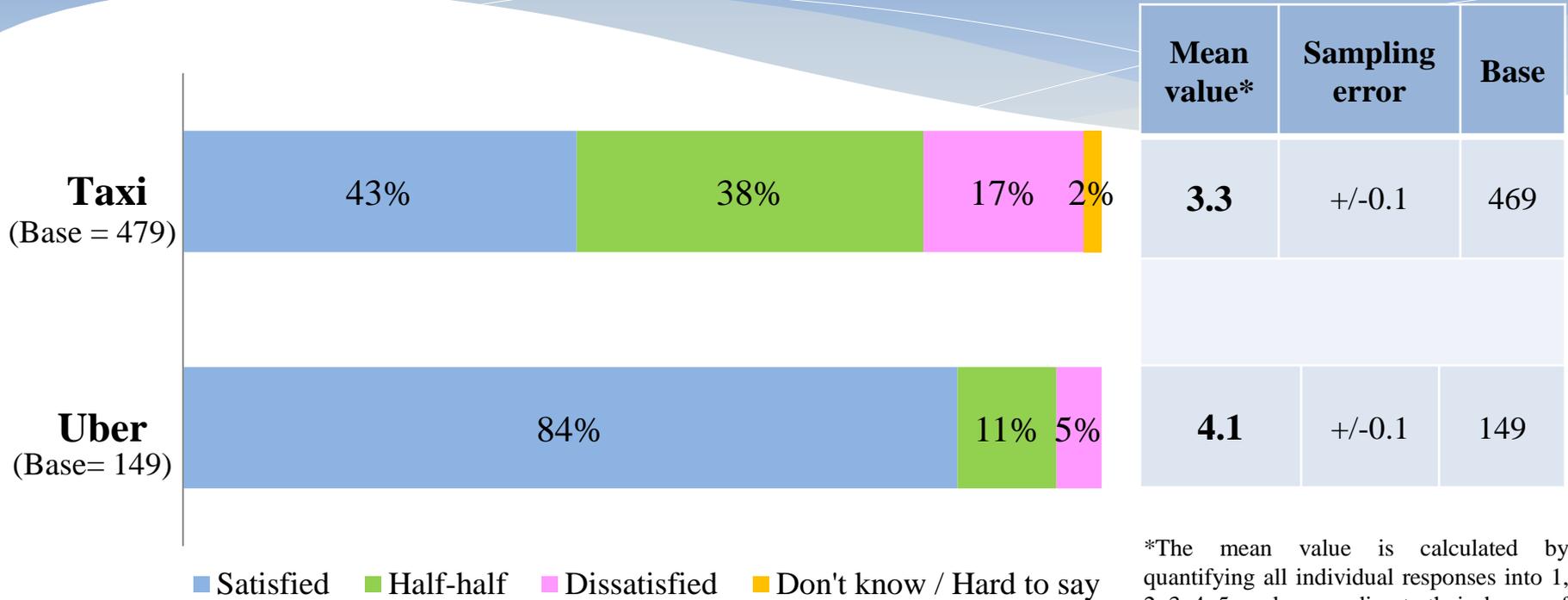
**[Q4] Did you use any Uber service in Hong Kong over the past 4 years?**



**Base=149 (Included Uber service users in the past 4 years only)**

**[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)**

# Service satisfaction for taxi and Uber users



\*The mean value is calculated by quantifying all individual responses into 1, 2, 3, 4, 5 marks according to their degree of positive level, where 1 is the lowest and 5 the highest, and then calculate the sample mean.

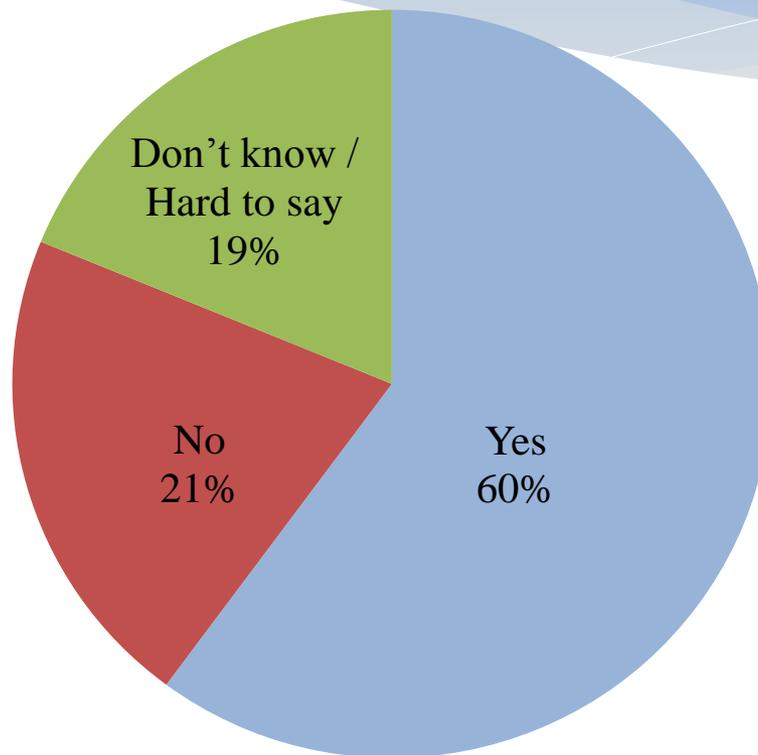
**Base=479 / 149 (Included taxi/Uber users in the past 4 years only)**

**[Q2] / [Q5] Whether you used any taxi/Uber service in the past 4 years or not, based on your impression, how satisfied or dissatisfied are you with taxi/Uber service in Hong Kong? (Probe for intensity)**

# **Citizens' views on transportation services and innovative technology**

## 60% of citizens think the Government should establish measures to promote ride sharing

---

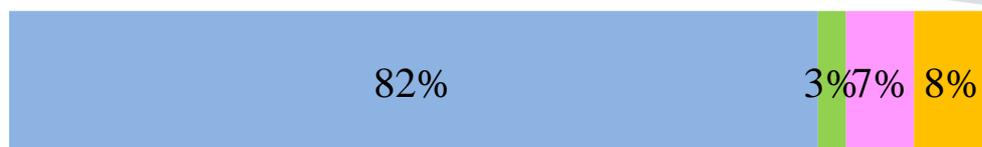


**Base=508**

**[Q6] The HKSAR Government has been actively developing “smart city”, do you think that should include measures that promote ride sharing?**

# 82% agree promoting “innovative technology” helps elevate competitiveness of Hong Kong, 64% find the Government overprotects existing industries and vested interests

**[Q7] Promoting “innovative technology” helps elevate competitiveness of Hong Kong.**



**[Q8] Regarding facilitation of “innovative technology”, SAR Government overprotects existing industries and vested interests.**



- Agree
- Half-half
- Disagree
- Don't know / Hard to say

Mean value*	Sampling error	Base
4.2	+/-0.1	473
3.9	+/-0.1	437

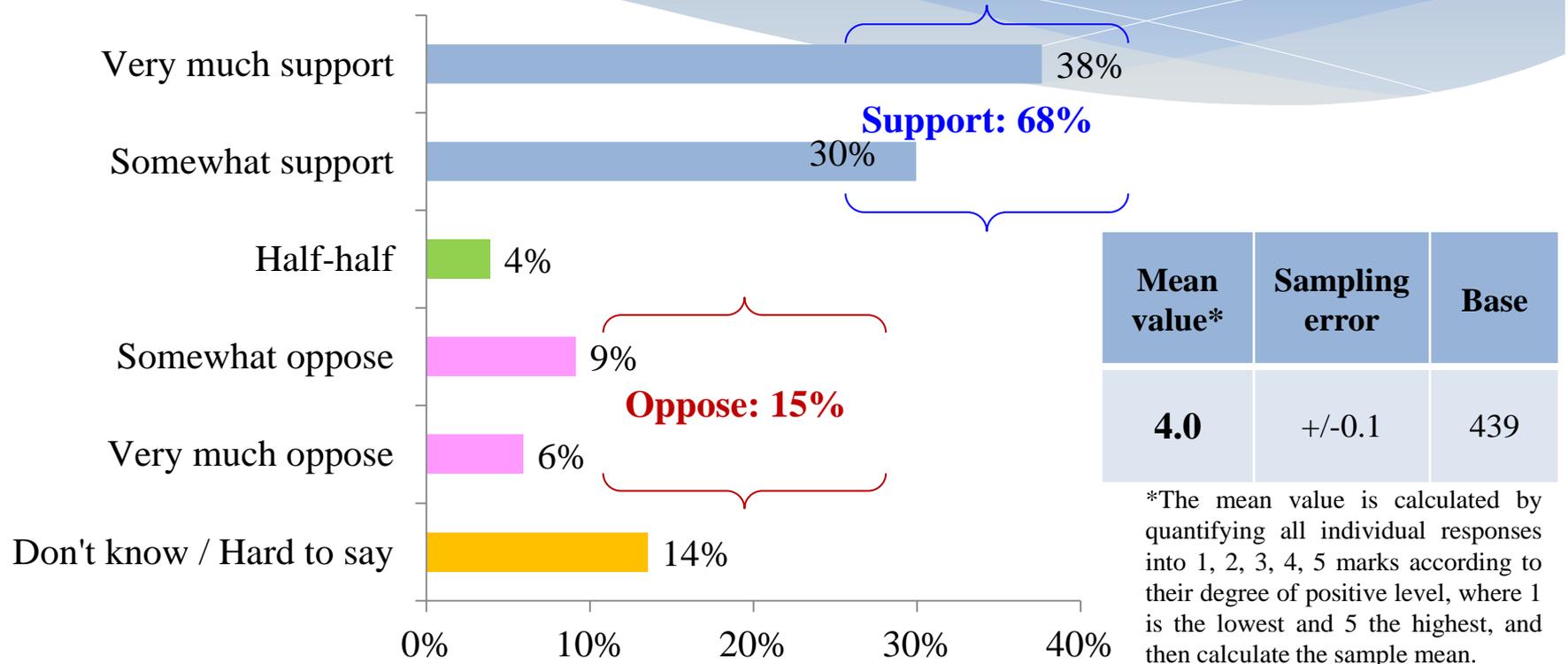
\*The mean value is calculated by quantifying all individual responses into 1, 2, 3, 4, 5 marks according to their degree of positive level, where 1 is the lowest and 5 the highest, and then calculate the sample mean.

**Base=513 / 510**

**[Q7Q8] Do you agree or disagree with the following statements regarding “innovative technology”?  
(Probe for intensity)**

# **Citizens' views on legalizing Uber**

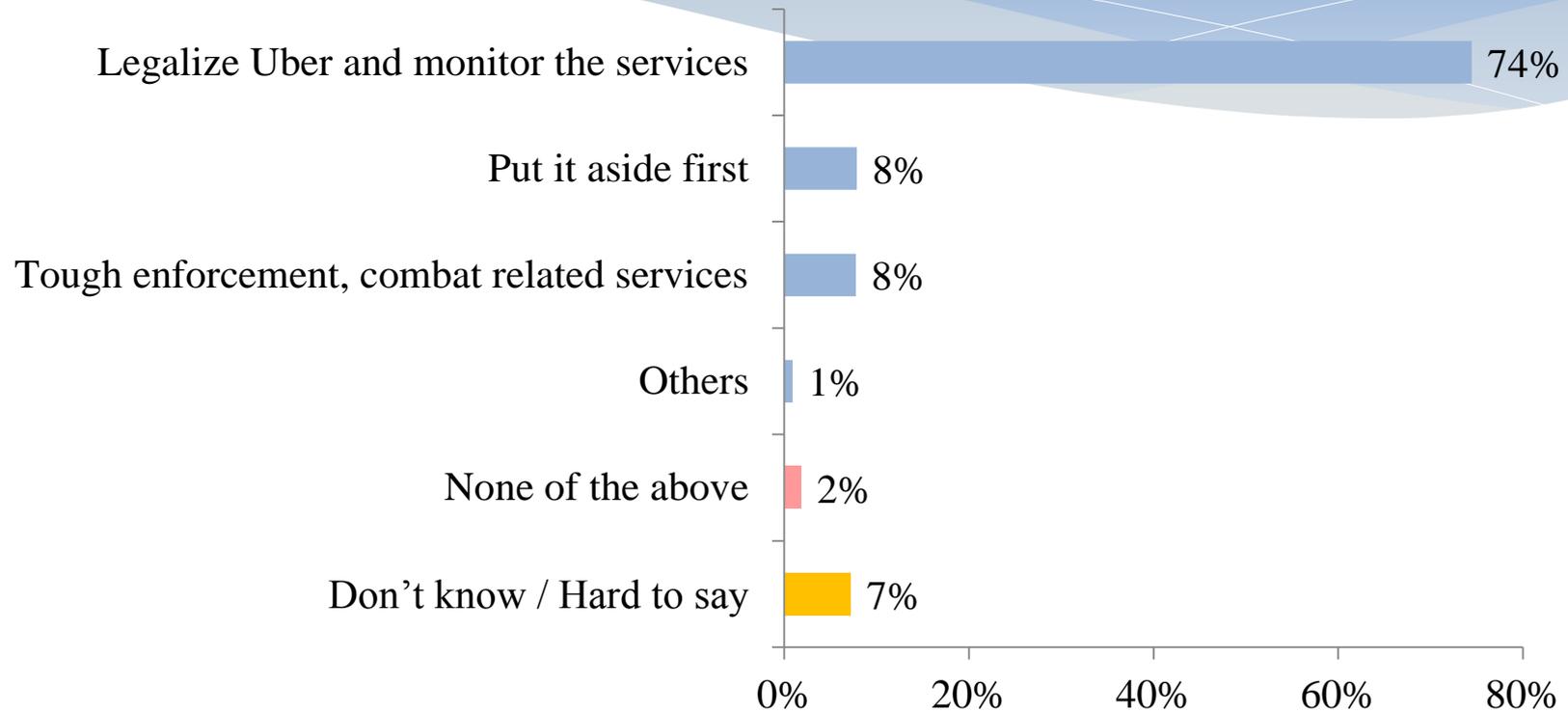
# Over two-thirds support the Government legalizing Uber as another personalized point-to-point service



**Base=507**

**[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)**

# Nearly three-quarters think the Government should legalize Uber and monitor the services so as to resolve the related social disputes



**Base=509**

**[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)**

# Concluding Remarks

# Concluding Remarks

---

- Overall speaking, citizens regard taxi services in Hong Kong as somewhere between “half-half” and “somewhat satisfactory”. They generally find no change in its service quality over the year past, while those think it’s gotten worse slightly outnumber those who find it better. Around 30% of the citizens have used Uber service in the past 4 years, over 80% of these users are satisfied with its service.
- The HKSAR Government has been actively promoting “smart city”, 60% citizens say the Government should include measures that promote ride sharing. Over 80% agree promoting “innovative technology” would help elevate Hong Kong’s competitiveness, more than 60% consider the Government overprotecting the existing industries and vested interests.
- Two-thirds of citizens support the legalization of Uber as another personalized point-to-point transport service beside taxis, while 15% oppose it. Regarding the controversies on legal issues related to Uber service, almost three-quarters believe the Government should legalize Uber and monitor its services.

# End of Presentation

For details, please visit

<http://hkupop.hku.hk>