## Supplementary information file A. The questionnaire screenshots (from Sojump)

## Questionnaire for evaluating the priorities of customer requirements of high-speed rails Dear Sir/Madam Thank you very much for taking time out of your busy schedule to fill in this questionnaire. This survey aims to evaluate the priorities of customer requirements of high-speed rails. Thi s questionnaire is purely for academic research. The information provided by you is only for the purpose of this research. Your personal information is strictly confidential. Thanks for your understanding and support! 1. May I know your name ( or nick name)? \*2. Due to the research needs, there may be further investigations in the later stages. May I know if you're willing to accept them? O No Part 1: Questions for determining respondents' weights \*3. May I know your physical health condition? Suffer from serious illness Suffer from mild illness Occasionally feel unwell Rarely feel unwell Very healthy \*4. May I know your most frequent choice of high-speed rail cabin? O No seat O Second-class cabin First-class cabin Business cabin \*5. May I know your average number of high-speed rail rides in the past three years? Less than 5 times per year 5 to 7 times per year 8 to 10 times per year 11 to 13 times per year More than 13 times per year Part 2: Questions for judging the importance of customer requirements \*6. When riding a high-speed rail, "Civilization of neighboring passengers" and "Attendants' service attitudes" which one do you think is more im Civilization of neighboring passengers Attendants' service attitudes Equally important \*7. Compared with "Attendants' service attitudes", to what degree is "Civilization of neighboring passengers" more important? 100

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•15. When riding a high-speed rail, "Civilization of neighboring passengers" and "Catering price performance" which one do you think is more important?
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•17. Compared with "Civilization of neighboring passengers", to what degree is "Catering price performance" more important?
*18. When riding a high-speed rail, "Civilization of neighboring passengers" and "Air quality" which one do you think is more important?
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•19. Compared with "Air quality", to what degree is "Civilization of neighboring passengers" more important?
*18. When riding a high-speed rail, "Civilization of neighboring passengers" and "Air quality" which one do you think is more important?
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*20. Compared with "Civilization of neighboring passengers", to what degree is "Air quality" more important?
*21. When riding a high-speed rail, "Civilization of neighboring passengers" and "Temperature suitability" which one do you think is more important?
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*22. Compared with "Temperature suitability", to what degree is "Civilization of neighboring passengers" more important?
<ul> <li>21. When riding a high-speed rail, "Civilization of neighboring passengers" and "Temperature suitability" which one do you think is more important?</li> </ul>
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*23. Compared with "Civilization of neighboring passengers", to what degree is "Temperature suitability" more important?
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•24. When riding a high-speed rail, "Attendants' service attitudes" and "Seat comfort" which one do you think is more important?
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*24. When riding a high-speed rail, "Attendants' service attitudes" and "Seat comfort" which one do you think is more important?
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*26. Compared with "Attendants' service attitudes", to what degree is "Seat comfort" more important?
•27. When riding a high-speed rail, "Attendants' service attitudes" and "Power outlets and wireless network" which one do you think is more important?
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•27. When riding a high-speed rail, "Attendants' service attitudes" and "Power outlets and wireless network" which one do you think is more important?
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*29. Compared with "Attendants' service attitudes", to what degree is "Power outlets and wireless network" more important?
*30. When riding a high-speed rail, "Attendants' service attitudes" and "Catering price performance" which one do you think is more important?
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Equally important
*31. Compared with "Catering price performance", to what degree is "Attendants' service attitudes" more important?
*30. When riding a high-speed rail, "Attendants' service attitudes" and "Catering price performance" which one do you think is more important?
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*32. Compared with "Attendants' service attitudes", to what degree is "Catering price performance" more important?
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*34. Compared with "Air quality", to what degree is "Attendants' service attitudes" more important?

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