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

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. May I know your name (or nick name)?</td>
<td></td>
</tr>
<tr>
<td>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?</td>
<td>Yes, No</td>
</tr>
<tr>
<td>Part 1: Questions for determining respondents’ weights</td>
<td></td>
</tr>
<tr>
<td>3. May I know your physical health condition?</td>
<td>Suffer from serious illness, Suffer from mild illness, Occasionally feel unwell, Rarely feel unwell, Very healthy</td>
</tr>
<tr>
<td>4. May I know your most frequent choice of high-speed rail cabin?</td>
<td>No seat, Second-class cabin, First-class cabin, Business cabin</td>
</tr>
<tr>
<td>5. May I know your average number of high-speed rail rides in the past three years?</td>
<td>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</td>
</tr>
<tr>
<td>Part 2: Questions for judging the importance of customer requirements</td>
<td></td>
</tr>
<tr>
<td>6. When riding a high-speed rail, “Civilization of neighboring passengers” and “Attendants’ service attitudes” which one do you think is more important?</td>
<td>Civilization of neighboring passengers, Attendants’ service attitudes, Equally important</td>
</tr>
<tr>
<td>7. Compared with “Attendants’ service attitudes”, to what degree is “Civilization of neighboring passengers” more important?</td>
<td></td>
</tr>
</tbody>
</table>
6. When riding a high-speed rail, “Civilization of neighboring passengers” and “Attendants’ service attitudes” which one do you think is more important?

- Civilization of neighboring passengers
- Attendants’ service attitudes
- Equally important

8. Compared with “Civilization of neighboring passengers”, to what degree is “Attendants’ service attitudes” more important?

9. When riding a high-speed rail, “Civilization of neighboring passengers” and “Seat comfort” which one do you think is more important?

- Civilization of neighboring passengers
- Seat comfort
- Equally important

10. Compared with “Seat comfort”, to what degree is “Civilization of neighboring passengers” more important?

11. Compared with “Civilization of neighboring passengers”, to what degree is “Seat comfort” more important?

12. When riding a high-speed rail, “Civilization of neighboring passengers” and “Power outlets and wireless network” which one do you think is more important?

- Civilization of neighboring passengers
- Power outlets and wireless network
- Equally important

13. Compared with “Power outlets and wireless network”, to what degree is “Civilization of neighboring passengers” more important?

14. Compared with “Civilization of neighboring passengers”, to what degree is “Power outlets and wireless network” more important?

15. When riding a high-speed rail, “Civilization of neighboring passengers” and “Catering price performance” which one do you think is more important?

- Civilization of neighboring passengers
- Catering price performance
- Equally important

16. Compared with “Catering price performance”, to what degree is “Civilization of neighboring passengers” more important?
15. When riding a high-speed rail, “Civilization of neighboring passengers” and “Catering price performance” which one do you think is more important?

- Civilization of neighboring passengers
- Catering price performance
- Equally important

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?

- Civilization of neighboring passengers
- Air quality
- Equally important

19. Compared with “Air quality”, to what degree is “Civilization of neighboring passengers” more important?

- [ ]

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?

- Civilization of neighboring passengers
- Temperature suitability
- Equally important

22. Compared with “Temperature suitability”, to what degree is “Civilization of neighboring passengers” more important?

- [ ]

23. When riding a high-speed rail, “Civilization of neighboring passengers” and “Temperature suitability” which one do you think is more important?

- Civilization of neighboring passengers
- Temperature suitability
- Equally important

24. When riding a high-speed rail, “Attendants’ service attitudes” and “Seat comfort” which one do you think is more important?

- Attendants’ service attitudes
- Seat comfort
- Equally important

25. Compared with “Seat comfort”, to what degree is “Attendants’ service attitudes” more important?

- [ ]
24. When riding a high-speed rail, “Attendants’ service attitudes” and “Seat comfort” which one do you think is more important?
- Seat comfort
- Attendants’ service attitudes
- Equally important

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?
- Power outlets and wireless network
- Attendants’ service attitudes
- Equally important

28. Compared with “Power outlets and wireless network”, to what degree is “Attendants’ service attitudes” more important?

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?
- Catering price performance
- Attendants’ service attitudes
- Equally important

31. Compared with “Catering price performance”, to what degree is “Attendants’ service attitudes” more important?

32. Compared with “Attendants’ service attitudes”, to what degree is “Catering price performance” more important?

33. When riding a high-speed rail, “Attendants’ service attitudes” and “Air quality” which one do you think is more important?
- Air quality
- Attendants’ service attitudes
- Equally important

34. Compared with “Air quality”, to what degree is “Attendants’ service attitudes” more important?
33. When riding a high-speed rail, “Attendants’ service attitudes” and “Air quality” which one do you think is more important?

- [ ] Attendants’ service attitudes
- [ ] Air quality
- [ ] Equally important

35. Compared with “Attendants’ service attitudes”, to what degree is “Air quality” more important?

36. When riding a high-speed rail, “Attendants’ service attitudes” and “Temperature suitability” which one do you think is more important?

- [ ] Attendants’ service attitudes
- [ ] Temperature suitability
- [ ] Equally important

37. Compared with “Temperature suitability”, to what degree is “Attendants’ service attitudes” more important?

38. When riding a high-speed rail, “Attendants’ service attitudes” and “Temperature suitability” which one do you think is more important?

- [ ] Attendants’ service attitudes
- [ ] Temperature suitability
- [ ] Equally important

39. Compared with “Temperature suitability”, to what degree is “Attendants’ service attitudes” more important?

40. When riding a high-speed rail, “Seat comfort” and “Power outlets and wireless network” which one do you think is more important?

- [ ] Seat comfort
- [ ] Power outlets and wireless network
- [ ] Equally important

41. Compared with “Power outlets and wireless network”, to what degree is “Seat comfort” more important?

42. When riding a high-speed rail, “Seat comfort” and “Catering price performance” which one do you think is more important?

- [ ] Seat comfort
- [ ] Catering price performance
- [ ] Equally important

43. Compared with “Catering price performance”, to what degree is “Seat comfort” more important?
42. When riding a high-speed rail, "Seat comfort" and "Catering price performance" which one do you think is more important?

- Seat comfort
- Catering price performance
- Equally important

44. Compared with "Seat comfort", to what degree is "Catering price performance" more important?

- [ ]

45. When riding a high-speed rail, "Seat comfort" and "Air quality" which one do you think is more important?

- Seat comfort
- Air quality
- Equally important

46. Compared with "Air quality", to what degree is "Seat comfort" more important?

- [ ]

47. When riding a high-speed rail, "Seat comfort" and "Air quality" which one do you think is more important?

- Seat comfort
- Air quality
- Equally important

48. Compared with "Air quality", to what degree is "Seat comfort" more important?

- [ ]

49. When riding a high-speed rail, "Seat comfort" and "Temperature suitability" which one do you think is more important?

- Seat comfort
- Temperature suitability
- Equally important

50. Compared with "Temperature suitability", to what degree is "Seat comfort" more important?

- [ ]

51. When riding a high-speed rail, "Power outlets and wireless network" and "Catering price performance" which one do you think is more important?

- Power outlets and wireless network
- Catering price performance
- Equally important

52. Compared with "Catering price performance", to what degree is "Power outlets and wireless network" more important?

- [ ]
51. When riding a high-speed rail, “Power outlets and wireless network” and “Catering price performance” which one do you think is more important?
   - [ ] Power outlets and wireless network
   - [x] Catering price performance
   - [ ] Equally important

53. Compared with “Power outlets and wireless network”, to what degree is “Catering price performance” more important?

54. When riding a high-speed rail, “Power outlets and wireless network” and “Air quality” which one do you think is more important?
   - [ ] Power outlets and wireless network
   - [ ] Air quality
   - [ ] Equally important

55. Compared with “Air quality”, to what degree is “Power outlets and wireless network” more important?

54. When riding a high-speed rail, “Power outlets and wireless network” and “Air quality” which one do you think is more important?
   - [ ] Power outlets and wireless network
   - [ ] Air quality
   - [ ] Equally important

56. Compared with “Power outlets and wireless network”, to what degree is “Air quality” more important?

57. When riding a high-speed rail, “Power outlets and wireless network” and “Temperature suitability” which one do you think is more important?
   - [ ] Power outlets and wireless network
   - [ ] Temperature suitability
   - [ ] Equally important

58. Compared with “Temperature suitability”, to what degree is “Power outlets and wireless network” more important?

57. When riding a high-speed rail, “Power outlets and wireless network” and “Temperature suitability” which one do you think is more important?
   - [ ] Power outlets and wireless network
   - [ ] Temperature suitability
   - [ ] Equally important

59. Compared with “Power outlets and wireless network”, to what degree is “Temperature suitability” more important?

60. When riding a high-speed rail, “Catering price performance” and “Air quality” which one do you think is more important?
   - [ ] Catering price performance
   - [ ] Air quality
   - [ ] Equally important

61. Compared with “Air quality”, to what degree is “Catering price performance” more important?
60. When riding a high-speed rail, “Catering price performance” and “Air quality” which one do you think is more important?

- Catering price performance
- Air quality
- Equally important

62. Compared with “Catering price performance”, to what degree is “Air quality” more important?

63. When riding a high-speed rail, “Catering price performance” and “Temperature suitability” which one do you think is more important?

- Catering price performance
- Temperature suitability
- Equally important

64. Compared with “Temperature suitability”, to what degree is “Catering price performance” more important?

65. When riding a high-speed rail, “Catering price performance” and “Temperature suitability” which one do you think is more important?

- Catering price performance
- Temperature suitability
- Equally important

66. Compared with “Temperature suitability”, to what degree is “Air quality” more important?

67. When riding a high-speed rail, “Air quality” and “Temperature suitability” which one do you think is more important?

- Air quality
- Temperature suitability
- Equally important

68. Compared with “Air quality”, to what degree is “Temperature suitability” more important?