

### Household & Other Survey Research

- **Thematic Face-to-Face Household Survey in the 4<sup>th</sup> Quarter of 2002**

MVA is presently undertaking an extensive household survey, commissioned by the Census & Statistics Department, to collect information on various social topics – understanding of the Basic Law, pattern of outbound travel & cigarette smoking, participation in continuing education, and the changing needs of new arrivals from the Mainland. The survey, from planning, design through to implementation, involves successfully enumerating at least 12,000 households through face-to-face interviews, with a minimum response rate of 70%.

- **Thematic Face-to-Face Household Survey in the 4<sup>th</sup> Quarter of 2001 on Time Use and Factors Affecting Participation in Society**

MVA undertook an extensive household survey, commissioned by the Census & Statistics Department, to collect information on how people use their time, including time spent in doing unpaid activities, as well as understanding the factors affecting their participation in society. The survey, from planning, design through to implementation, involves successfully enumerating at least 6,000 households through face-to-face interviews (with the aid of an activity diary), with a minimum response rate of 70%.

- **Household Survey for the Study of the Impacts of Information Technology (IT) on Planning**

MVA was commissioned to undertake an extensive household survey for Planning Department to collect data on how IT service has affected the daily lives of people to assess the implications of IT usage on land use planning. This 5-month study included survey planning, questionnaire design, fieldwork operation, data processing and data analysis. It involved successfully enumerating at least 8,000 households through face-to-face interviews with a minimum response rate of 70%.

- **Thematic Face-to-Face Household Survey in the 1<sup>st</sup> Quarter of 2001 on Health Issues**

MVA completed an extensive household survey, commissioned by the Census & Statistics Department, to collect views on a variety of health care related issues in the SAR, including current health status, health care preferences and practices, and cost. The survey, from planning, design through to implementation, involved successfully enumerating at least 10,000 households through face-to-face interviews, with a minimum response rate of 70%.

- **Household Survey on Green Form and White Form Applicants of Home Ownership Scheme and Home Purchase Loan Scheme**

MVA completed an extensive household telephone and supplementary face-to-face survey for the Hong Kong Housing Authority that evaluated the socio-economic characteristics of applicants for Home Ownership and Home Purchase Loan Schemes. The survey involved collecting 2,400 responses from households with an 80% success rate.

- **Face-to-Face Home Interview Survey 2000**

MVA carried out an extensive household survey for MTR Corporation Limited to collect information about the travel characteristics of the Hong Kong general public. A sample list of 7,000 household addresses was compiled with the assistance of the Census and Statistics Department of which a minimum sample size of 2,000 successful interviews was achieved.

- **Travel Characteristics Face-to-Face Household Survey**

MVA was commissioned to undertake this major data collection exercise for the Hong Kong Government which required a large scale household survey (33,000 interviews), followed by a detailed analytical review of the results prior to proposing methods for updating the transport models in Hong Kong.

- **Survey on Provision of Leisure, Recreation and Library Facilities in Hong Kong**

MVA is currently undertaking a comprehensive survey, commissioned by the Leisure and Cultural Services Department, to collect information on the type and size of leisure, recreation and library facilities provided by the private sector and other Government agencies, as well as the details of target groups served by these facilities.

- **KCR Customer Satisfaction Survey 2002 & 2003**

In 2002, MVA completed a 5,400-sample face-to-face interview survey of KCRC East Rail passengers to gauge their satisfaction levels regarding KCRC's services and facilities. MVA is currently retained by KCRC to undertake the same customer satisfaction survey for 2003.

- **Intercity Through Train Customer Satisfaction & Dissatisfaction Study 2002**

MVA completed a survey to gauge the satisfaction and dissatisfaction levels amongst KCRC's Intercity Through Train passengers regarding its through train services and facilities.

- **Survey of Advertising Business and Telecommunication Services at KCRC Railway Networks**

MVA was commissioned to undertake a 1,000-sample face-to-face interview survey of KCR passengers to gauge their views on both station & in-train advertising and their needs on telecommunication services during KCR ride.

- **Survey on Passenger Information System (PIDS) on KCR Trains**

MVA undertook a 1,000-sample face-to-face interview survey of KCR passengers to gauge their views and opinions on various dimensions and attributes relating to the audio broadcast and information content of PIDS in KCR trains.

- **NWNT Residents' Modal Choice Study 2003**

MVA is presently undertaking a study, commissioned by the KCRC, to explore Northwest New Territory residents' choices amongst different travelling methods. The Study involved collecting primary data from over 500 respondents.

- **Residents' Coach Service Study 2003**

MVA is presently undertaking a study, commissioned by the KCRC, to explore the current Northwest and Northeast New Territories resident coach passengers of their perceptions with regard to different modes of transport. The Study involved collecting primary data from over 1,000 respondents.

- **West Rail Fare Study 2003**

MVA undertook a study, commissioned by the KCRC, to gauge amongst residents in Northwest New Territories the acceptability levels of fares to be charged on its planned West Rail services. The Study involved collecting primary data from over 3,000 respondents.

- **Study on Train Loading 2002**

MVA undertook a study commissioned by the KCRC to establish the passenger loading profile across different train compartments for critical sections of the KCR network. The Study also examined, through intercept interviews, KCR passengers' tolerance/acceptance level with different crowding situations.

- **Cross Boundary Passengers Surveys**

As part of the cross boundary public transport passenger forecasting assignment for KCRC, MVA carried out an extensive data collection exercise in 1996, which was repeated in 1998 to ascertain the changing travel trends of rail passengers. The first study involved face-to-face interviews of 6,000 passengers using the main transport modes between Hong Kong and Guangdong Province. The second study focussed on the market sector exhibiting the most significant change in travel characteristics, which was cross boundary travel by rail. Almost 12,000 in-person interviews were conducted on-board KCR trains in 1998. The survey data collected in 1996 was used to construct a model to forecast future travel by mode, which was updated following the 1998 data collection exercise.

- **Focus Group Research on Changes in Public Transport Services and Facility Amenities**

As part of a larger study evaluating public transport services, MVA conducted focus groups with Hong Kong residents to assess their opinions and requirements with regards to potential changes in services. Research also aimed to understand the trade-off between different service components including facility amenities and service attributes.

- **Research into Passenger Preferences for Kaohsiung MRT**

For a private investor MVA prepared patronage and revenue forecasts for a proposed MRT system in Kaohsiung, Taiwan. Study collected extensive survey data including Stated Preference interview surveys which involved face-to-face interviewing of over 700 travellers at employment sites, shopping centres and bus stops. The study also included extensive screenline surveys.

- **Research into Travel Preferences & Patterns of Inter-City Car Users in Taiwan**

As part of this on-going support in the development of a BOT High Speed Rail Link between Taipei and Kaohsiung, MVA carried out a Stated Preference face-to-face interview survey to examine the travel behaviour and preferences of inter-city car users. A total of 400 interviews were conducted in designated service areas along the First North-South Highway.