

Transport Department

**Passenger Opinion Survey for
Long Win Company Limited**

- Summary of Survey Results -

Conducted and Prepared by



Ozzo Technology (HK) Ltd

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Background & Objectives

In order to collect views on the performance of Long Win Company Limited (“LW”), the Transport Department has commissioned the Ozzo Technology (HK) Ltd (“OZZO”) to conduct on-board face-to-face interview surveys on LW buses in June 2011.

The Survey

The target population is passengers aged 12 or above who take LW buses. The required sample size was allocated to different LW routes according to ridership. Target respondents were picked by a random process with reference to the seating position on board the buses.

The questionnaire survey includes eight core questions covering the following aspects of the service performance:

- (1) Overall quality of service
- (2) Level of comfort of buses
- (3) Facilities on buses
- (4) Passenger information
- (5) Reliability of bus services
- (6) Driving performance of bus drivers
- (7) Service attitude of bus drivers and staff
- (8) Performance of the bus on environmental protection

The respondents were asked to rate their satisfaction level on each service aspect in a five-point scale of (i) Very satisfied (ii) Satisfied (iii) Dissatisfied (iv) Very dissatisfied (v) No comment.

In total, 503 individuals were successfully interviewed during the survey period between 18 and 27 June 2011, representing an overall response rate of 75%.

Survey Results

1. Overall speaking, 86.9% of the respondents indicated that they were very satisfied/satisfied with the overall quality of the service provided by LW. The percentage was much higher than the 11.5% who were dissatisfied/very dissatisfied.
2. 84.7% of the respondents indicated that they were very satisfied/satisfied with the level of comfort of the buses of LW. The percentage was much higher than the 14.7% who were dissatisfied/very dissatisfied.
3. 90.0% of the respondents indicated that they were very satisfied/satisfied with the facilities on the buses of LW. The percentage was much higher than the 6.8% who were dissatisfied/very dissatisfied.
4. 75.6% of the respondents indicated that they were very satisfied/ satisfied with the passenger information provided by LW. The percentage was much higher than the 16.3% who were dissatisfied/very dissatisfied.
5. 56.9% of the respondents indicated that they were very satisfied/satisfied with the reliability of bus services of LW. The percentage was higher than the 41.0% who were dissatisfied/very dissatisfied.
6. 84.9% of the respondents indicated that they were very satisfied/satisfied with the driving performance of LW. The percentage was much higher than the 12.9% who were dissatisfied/very dissatisfied.
7. 85.1% of the respondents indicated that they were very satisfied/satisfied with the service attitude of drivers and staff of LW. The percentage was much higher than the 8.2% who were dissatisfied/very dissatisfied.
8. 59.7% of the respondents indicated that they were very satisfied/satisfied with the performance of the buses of LW on environmental protection. The percentage was higher than the 7.4% who were dissatisfied/very dissatisfied. For information, 32.4% of the respondents indicated "No comment".