



Passenger Satisfaction Survey for New World First Bus Services Limited

Transport Department

**Passenger Opinion Survey for
New World First Bus Services Limited**

- Summary of Survey Results -

Conducted and Prepared by



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Background & Objectives

In order to collect views on the performance of the New World First Bus Services Limited (“NWFB”), the Transport Department has commissioned the Mercado Solutions Associates Limited (“MSA”) to conduct passenger opinion survey via telephone in June 2011.

The Survey

The target population is the regular passengers aged 12 or above who take NWFB at least once a week. In order to ensure the findings of the survey are representative, a random sample of household telephone numbers were selected. Within the selected households, all individuals aged 12 or above who used the service of NWFB at least once a week were listed. After that, one target respondent of the selected household would be randomly picked by a random selection process.

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, 504 individuals were successfully interviewed during the survey period between 16 and 23 June 2011, representing an overall response rate of 66%.

Survey Results

1. Overall speaking, 86.3% of the respondents indicated that they were very satisfied/satisfied with the overall quality of the service provided by NWFB. The percentage was much higher than the 13.7% who were dissatisfied/very dissatisfied.
2. 77.0% of the respondents indicated that they were very satisfied/satisfied with the level of comfort of the buses of NWFB. The percentage was higher than the 21.8% who were dissatisfied/very dissatisfied.
3. 85.3% of the respondents indicated that they were very satisfied/satisfied with the facilities on the buses of NWFB. The percentage was much higher than the 11.7% who were dissatisfied/very dissatisfied.
4. 78.6% of the respondents indicated that they were very satisfied/satisfied with the passenger information provided by NWFB. The percentage was much higher than the 14.1% who were dissatisfied/very dissatisfied.
5. 64.3% of the respondents indicated that they were very satisfied/satisfied with the reliability of bus services of NWFB. The percentage was higher than the 34.1% who were dissatisfied/very dissatisfied.
6. 86.9% of the respondents indicated that they were very satisfied/satisfied with the driving performance of NWFB. The percentage was much higher than the 11.5% who were dissatisfied/very dissatisfied.
7. 85.9% of the respondents indicated that they were very satisfied/satisfied with the service attitude of drivers and staff of NWFB. The percentage was much higher than the 10.5% who were dissatisfied/very dissatisfied.
8. 48.0% of the respondents indicated that they were very satisfied/satisfied with the performance of the buses of NWFB on environmental protection. The percentage was higher than the 26.0% who were dissatisfied/very dissatisfied. For information, 26.0% of the respondents indicated "No comment".