



Passenger Opinion Survey for New World First Bus Services Limited

Transport Department

Passenger Opinion Survey for New World First Bus Services Limited

- Report -

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1 Background & Objective

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.

2 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 “last birthday” random selection process.

The questionnaire survey (see Appendix I) 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%.

3 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".

4 Statistical Tables

Table 1 Referring to the bus services provided by NWFB, in overall, how satisfied have you been with the quality of the service provided by this company?

	(%)
1. Very satisfied	2.2
2. Satisfied	84.1
3. Dissatisfied	12.7
4. Very dissatisfied	1.0
5. No comment	-
6. Refused to answer	-
Total	100.0

Table 2 How satisfied are you with the “Comfort of the buses” of NWFB?

	(%)
1. Very satisfied	6.3
2. Satisfied	70.7
3. Dissatisfied	19.2
4. Very dissatisfied	2.6
5. No comment	1.2
6. Refused to answer	-
Total	100.0

Table 3 How satisfied are you with the “Facilities on the buses” of NWFB?

	(%)
1. Very satisfied	5.7
2. Satisfied	79.6
3. Dissatisfied	11.3
4. Very dissatisfied	0.4
5. No comment	3.0
6. Refused to answer	-
Total	100.0

Table 4 How satisfied are you with the “Passenger information” of NWFB?

For example, bus route, bus stop and fare information.

	(%)
1. Very satisfied	5.4
2. Satisfied	73.2
3. Dissatisfied	13.5
4. Very dissatisfied	0.6
5. No comment	7.3
6. Refused to answer	-
Total	100.0

Table 5 How satisfied are you with the “reliability of bus services” of NWFB?

	(%)
1. Very satisfied	4.2
2. Satisfied	60.1
3. Dissatisfied	29.6
4. Very dissatisfied	4.5
5. No comment	1.6
6. Refused to answer	-
Total	100.0

Table 6 How satisfied are you with the “Driving performance” of NWFB’s bus drivers?

	(%)
1. Very satisfied	6.7
2. Satisfied	80.2
3. Dissatisfied	10.9
4. Very dissatisfied	0.6
5. No comment	1.6
6. Refused to answer	-
Total	100.0

Table 7 How satisfied are you with the “Service attitude” of NWFB ’s bus drivers or staff?

	(%)
1. Very satisfied	6.9
2. Satisfied	79.0
3. Dissatisfied	9.5
4. Very dissatisfied	1.0
5. No comment	3.6
6. Refused to answer	-
Total	100.0

Table 8 How satisfied are you with the performance on
“Environmental protection” of NWFB’s bus?

	(%)
1. Very satisfied	2.2
2. Satisfied	45.8
3. Dissatisfied	23.6
4. Very dissatisfied	2.4
5. No comment	26.0
6. Refused to answer	-
Total	100.0

5 Methodology

5.1 Survey Coverage and Sampling

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.

During the fieldwork period, if a contact cannot be established after 6 calls, a more experienced interviewer or fieldwork supervisor will make the call themselves at least 2 more times before classifying the case as non-response.

5.2 Response Rate

In total, 504 individuals were successfully enumerated during the fieldwork period from 16 to 23 June 2011, constituting an overall response rate of 66%. The enumeration results are presented below:

	Count
(a) Total number of telephone numbers selected	1 200
(b) Non-contact cases	52
(c) Invalid cases	436
● Non-operating numbers, fax numbers, non-residential numbers, etc.	201
● Without eligible respondents aged 12 or above who take NWFB at least once a week	235
(d) Refusal	208
(e) Successful interviews	504
Overall response rate = (e) / [(b) + (d) + (e)] x 100%	66%

5.3 Reliability of the Estimation

The precision of the estimates of various variables in this report were presented in the form of coefficient of variation (“CV”) and margin of error at 95% confidence level. The coefficient of variation is a statistical measure of the dispersion of sample estimate in comparison with the expected mean. It is obtained by expressing sampling error (“SE”) as a percentage of the estimate to which it refers. The margin of error at 95% confidence level is defined as the confidence interval. It is used to determine the level of accuracy of the sample estimate by plus or minus margin of error into consideration. The lower the figures of the coefficient of variation and margin of error at 95% confidence level, the less the variation of the sample estimate.

The CVs and Margin of error at 95% confidence level of the estimates of selected variables in this report are given as below:

Service Attributes	Percentage of satisfied passengers (%)	CV (%)	Margin of error at 95% confidence level (%)
(1) Overall quality of service	86.3	1.8	± 3.0
(2) Level of comfort of buses	77.0	2.4	± 3.7
(3) Facilities on buses	85.3	1.8	± 3.1
(4) Passenger information	78.6	2.3	± 3.6
(5) Reliability of bus services	64.3	3.3	± 4.2
(6) Driving performance of bus drivers	86.9	1.7	± 2.9
(7) Service attitude of bus drivers and staff	85.9	1.8	± 3.0
(8) Performance of the bus on environmental protection	48.0	4.6	± 4.4

5.4 Respondents Profile

Table 1 Gender

	(%)
Male	46.2
Female	53.8
Total	100

Table 2 Age

	(%)
12-19	9.7
20-29	14.7
30-39	16.7
40-49	20.4
50-59	18.3
60 or above	20.2
Total	100.0

Table 3 Monthly Personal Income

	(%)
1. \$10,000 or below	49.4
2. \$10,000 – 14,999	12.7
3. \$15,000 – 19,999	12.3
4. \$20,000 – 29,999	7.5
5. \$30,000 – 39,999	3.2
6. \$40,000 or above	3.2
7. Refused to answer	11.7
Total	100.0

Table 4 Main purpose of the bus trips

	(%)
1. To or from work	37.5
2. To or from place of study	6.9
3. To or from shopping / sport event / other leisure activities	49.6
4. Visiting relatives / friends	5.2
5. Other	0.8
Total	100.0

Table 5 Frequency of Using Bus Service (Per Week)

	(%)
0 time	-
1-5 times	72.8
6-10 times	22.8
11 times or above	4.4
Total	100.0



Appendix I: Questionnaire



New World First Bus Services Limited

Passenger Opinion Survey

Tel. Code: _____

Name of Respondent: _____

Tel. No.: _____

Interviewer No.: _____

Date: _____

Time started: _____

Time ended: _____

[Introduction]

Hello! My name is _____, an interviewer of Mercado Solutions Associates Ltd.. We have been commissioned by the Transport Department (TD) to conduct an opinion survey on public buses and would like to conduct an interview within 2-3 mins with your household. The information you provide will be treated with strict confidence and will be used for aggregate analysis only. Thank you for your co-operation.

Part I - Screening

A1a. May I know how many members are there in your household, who aged 12 or above? Which of them take New World First Bus (NWFB) at least once a week? (I mean those who live here at least 5 nights a week.)

Record the no. of person(s): _____

A1b. **[If more than one]** May I know who has just passed the birthday?

(If the respondent does not understand: that means... today is the ____ of ____, so whose birthday is the last birthday?)

I am the one → **[Read out]** Thank you for your co-operation. **[Start the interview]**

Others → **[Read out]** I would like to conduct the interview with this member. Is he/she here? Can I talk to him/her? **[Repeat the introduction & start the interview]**

[If the selected respondent is not at home or not available, interviewer should make appointment or call again later] When should I call him/her again?

[If the respondent refuse to conduct the interview, read out] Your opinion is very important for TD to improve their services. Our interview takes a few minutes only. And don't worry, the information you provide will be treated with strict confidence and will be used for aggregate analysis only



A.2	<p>Do you or any of your family members work in the following industry?</p> <p>【 Read out one by one 】</p> <p>1 Market research, Advertising, or Public relations companies(Terminate) 2 Public bus companies (Terminate) 3 Other public transport services (Terminate)</p> <p>4 None of the above (Continue)</p> <p>5 Refused to answer (Repeat the objective & confidentiality)</p>
A.3	<p>Would you tell me how often do you use New World First Bus (NWFB)'s bus services per week?</p> <p>_____ trip(s) / week</p> <p>1 Do not travel by NWFB (Terminate) 2 Less than once a week on using NWFB (Terminate) 3 Don't know (Terminate) 4 Refused to answer (Terminate)</p>
A.4	<p>Which NWFB bus route do you usually take?</p> <p>【 Interviewers please check whether the bus route belongs to NWFB or not. Confirmed with respondents if any query. If not NWFB, terminate the interview. 】</p> <p>Bus route number: _____</p>

Part II – Main Questionnaire

B.1	<p>Referring to the bus services provided by NWFB, in overall, how satisfied have you been with the quality of the service provided by this company? Is it very satisfied · satisfied · dissatisfied or very dissatisfied?</p> <p>1 Very satisfied 2 Satisfied 3 Dissatisfied 4 Very dissatisfied 5 No comment 6 Refused to answer</p>
B.2	<p>How satisfied are you with the “Comfort of the buses” of this company? For example: temperature on board · cleanliness · seats etc.</p> <p>1 Very satisfied 2 Satisfied 3 Dissatisfied 4 Very dissatisfied 5 No comment 6 Refused to answer</p>

<p>B.3</p>	<p>How satisfied are you with the “Facilities on the buses” of this company? For example: Facilities for the people with disabilities 、handrail 、bell 、bus stop announcement system etc.</p> <p>1 Very satisfied 2 Satisfied 3 Dissatisfied 4 Very dissatisfied 5 No comment 6 Refused to answer</p>
<p>B.4</p>	<p>How satisfied are you with the “Passenger information” of this company? For example, bus route, bus stop and fare information.</p> <p>1 Very satisfied 2 Satisfied 3 Dissatisfied 4 Very dissatisfied 5 No comment 6 Refused to answer</p>
<p>B.5</p>	<p>How satisfied are you with the “reliability of bus services” of this company?</p> <p>1 Very satisfied 2 Satisfied 3 Dissatisfied 4 Very dissatisfied 5 No comment 6 Refused to answer</p>
<p>B.6</p>	<p>How satisfied are you with the “Driving performance” of this company’s bus drivers? For example: whether adhere to traffic signals and regulations or not, driving skills etc.</p> <p>1 Very satisfied 2 Satisfied 3 Dissatisfied 4 Very dissatisfied 5 No comment 6 Refused to answer</p>
<p>B.7</p>	<p>How satisfied are you with the “Service attitude” of this company’s bus drivers or staff?</p> <p>1 Very satisfied 2 Satisfied 3 Dissatisfied 4 Very dissatisfied 5 No comment 6 Refused to answer</p>
<p>B.8</p>	<p>How satisfied are you with the performance on “Environmental protection” of this company’s bus? For example: whether using new E-friendly bus (included Euro IV and V), reducing exhaust gas emission/ smoke etc.</p> <p>1 Very satisfied 2 Satisfied 3 Dissatisfied 4 Very dissatisfied 5 No comment 6 Refused to answer</p>



Part III - Demographic

C.1	What is the purpose of most of your bus trips? (SA) 1 To or from work 2 To or from place of study 3 To or from shopping / sport event / other leisure activities 4 Visiting relatives / friends 5 Others (please specify) _____
C.2	Would you tell me your age? (According to the last birthday) 1 12 – 19 2 20 – 29 3 30 – 39 4 40 – 49 5 50 – 59 6 60 or above 7 Refused to answer
C.3	What is your total monthly personal income? 1 \$10,000 or below 2 \$10,000 – 14,999 3 \$15,000 - 19,999 4 \$20,000 – 29,999 5 \$30,000 – 39,999 6 \$40,000 or above 7 Refused to answer
C.4	Record Gender: 1 Male 2 Female

~ Thank you for your interview! ~