

Transport Department

Passenger Opinion Survey for Long Win Bus Company Limited

- Report -

Conducted and Prepared by



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Table of Content

1	Background & Objective	3
2	The Survey.....	3
3	Survey Results	4
4	Statistical Tables	5
5	Methodology.....	8
	5.1 Survey Coverage and Sampling	8
	5.2 Response Rate.....	8
	5.3 Reliability of the Estimation	9
	5.4 Respondents Profile.....	10
	Appendix I: Questionnaire	12

1 Background & Objective

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

2 The Survey

The target population is the 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 (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, 503 individuals were successfully interviewed during the survey period between 18 and 27 June 2011, representing an overall response rate of 75%.

3 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".

4 Statistical Tables

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

	(%)
1. Very satisfied	2.2
2. Satisfied	84.7
3. Dissatisfied	9.1
4. Very dissatisfied	2.4
5. No comment	1.2
6. Refused to answer	-
Total	100.0

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

	(%)
1. Very satisfied	5.2
2. Satisfied	79.5
3. Dissatisfied	13.5
4. Very dissatisfied	1.2
5. No comment	0.2
6. Refused to answer	-
Total	100.0

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

	(%)
1. Very satisfied	9.7
2. Satisfied	80.3
3. Dissatisfied	6.8
4. Very dissatisfied	-
5. No comment	2.8
6. Refused to answer	-
Total	100.0

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

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

	(%)
1. Very satisfied	4.8
2. Satisfied	70.8
3. Dissatisfied	15.3
4. Very dissatisfied	1.0
5. No comment	7.8
6. Refused to answer	-
Total	100.0

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

	(%)
1. Very satisfied	3.4
2. Satisfied	53.5
3. Dissatisfied	33.2
4. Very dissatisfied	7.8
5. No comment	1.8
6. Refused to answer	-
Total	100.0

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

	(%)
1. Very satisfied	5.2
2. Satisfied	79.7
3. Dissatisfied	10.5
4. Very dissatisfied	2.4
5. No comment	1.8
6. Refused to answer	-
Total	100.0

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

	(%)
1. Very satisfied	6.4
2. Satisfied	78.7
3. Dissatisfied	7.0
4. Very dissatisfied	1.2
5. No comment	6.4
6. Refused to answer	-
Total	100.0

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

	(%)
1. Very satisfied	3.4
2. Satisfied	56.3
3. Dissatisfied	6.0
4. Very dissatisfied	1.4
5. No comment	32.4
6. Refused to answer	-
Total	100.0

5 Methodology

5.1 Survey Coverage and Sampling

The target population was passengers aged 12 or above who took LW buses. The required sample size was allocated to different bus routes according to their ridership. In order to ensure the findings of the survey were representative, random sampling method was applied on this on-board face-to-face interview survey. Target respondents were picked by a random process with reference to their seating position on board the buses. Successful interviews were limited to not more than five per sampled trip and each interview would be conducted in ten-minute interval. If the selected passenger refused the interview, surveyor would interview the next passenger following the order of the seating position until a successful interview was conducted.

5.2 Response Rate

In total, 503 individuals were successfully enumerated during the fieldwork period from 18 to 27 June 2011, constituting an overall response rate of 75%. The enumeration results are presented below:

	No. of individuals
(a) Refusal	165
(b) Successful interviews	503
Overall response rate = (b) / [(a) + (b)] x 100%	75%

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 sample estimate. 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	86.9	1.7	± 2.9
(2) Level of comfort of buses	84.7	1.9	± 3.1
(3) Facilities on buses	90.0	1.5	± 2.6
(4) Passenger information	75.6	2.5	± 3.8
(5) Reliability of bus services	56.9	3.9	± 4.3
(6) Driving performance of bus drivers	84.9	1.9	± 3.1
(7) Service attitude of bus drivers and staff	85.1	1.9	± 3.1
(8) Performance of the bus on environmental protection	59.7	3.7	± 4.3

5.4 Respondents Profile

Table 1 Gender

	(%)
Male	52.8
Female	47.2
Total	100

Table 2 Age

	(%)
12-19	3.0
20-29	27.3
30-39	32.1
40-49	22.2
50-59	11.4
60 or above	4.0
Total	100.0

Table 3 Monthly Personal Income

	(%)
1. \$10,000 or below	37.1
2. \$10,000 – 14,999	37.1
3. \$15,000 – 19,999	18.4
4. \$20,000 – 29,999	4.2
5. \$30,000 – 39,999	2.2
6. \$40,000 or above	1.0
7. Refused to answer	-
Total	100.0

Table 4 Main purpose of the bus trips

	(%)
1. To or from work	76.0
2. To or from place of study	2.2
3. To or from shopping / sport event / other leisure activities	13.8
4. Visiting relatives / friends	7.0
5. Other	1.0
Total	100.0

Table 5 Frequency of Using Bus Service (Per Week)

	(%)
0 time	0.8
1-5 times	37.7
6-10 times	37.7
11 times or above	23.8
Total	100.0

Appendix I: Questionnaire

Long Win Bus Company Limited

Passenger Opinion Survey

Route: _____

Surveyor's code: _____

Survey Date: _____

Interviewer No.: _____

Registration Marks: _____

Arrival Time: _____

Departure Time: _____

[Introduction]

Hello! My name is _____, an interviewer of Ozzo Technology (HK) Limited. 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. 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

A.1	<p>May I know whether you are aged 12 or above? (If the determine from the appearance, don't need to ask this question)</p> <p>1 Yes (Continue) 2 No (Terminate)</p>
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>

Part II – Main Questionnaire

B.1	<p>Referring to the bus services provided by LW, 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>
B.3	<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>
B.4	<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>
B.5	<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>
B.6	<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>
B.7	<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>

B.8	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.			
	1 Very satisfied	2 Satisfied	3 Dissatisfied	4 Very dissatisfied
	5 No comment	6 Refused to answer		

Part III - Demographic

C.1	What is the purpose of most of your bus trips? (SA) <div style="display: flex; justify-content: space-between;"> 1 To or from work 2 To or from place of study </div> <div style="display: flex; justify-content: space-between;"> 3 To or from shopping / sport event / other leisure activities 4 Visiting relatives / friends </div> 5 Others (please specify) _____
C.2	Would you tell me how often do you use Long Win Bus Company Limited (LW)'s bus services per week? _____ trip(s) / week
C.3	Would you tell me your age? (According to the last birthday) <div style="display: flex; justify-content: space-between;"> 1 12 – 19 2 20 – 29 </div> <div style="display: flex; justify-content: space-between;"> 3 30 – 39 4 40 – 49 </div> <div style="display: flex; justify-content: space-between;"> 5 50 – 59 6 60 or above </div> 7 Refused to answer
C.4	What is your total monthly personal income? <div style="display: flex; justify-content: space-between;"> 1 \$10,000 or below 2 \$10,000 – 14,999 </div> <div style="display: flex; justify-content: space-between;"> 3 \$15,000 - 19,999 4 \$20,000 – 29,999 </div> <div style="display: flex; justify-content: space-between;"> 5 \$30,000 – 39,999 6 \$40,000 or above </div> 7 Refused to answer
C.5	Record Gender: <div style="display: flex; justify-content: space-around;"> 1 Male 2 Female </div>

~ Thank you for your interview! ~