

Transport Department

Passenger Opinion Survey for

Kowloon Motor Bus Company (1933) Limited

- Survey Report -

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1 Background & Objective

In order to collect views on the performance of the Kowloon Motor Bus Company (1933) Limited ("KMB"), the Transport Department has commissioned the Mercado Solutions Associates Limited ("MSA") to conduct passenger opinion survey via telephone in November 2015.

2 The Survey

The target population is the regular passengers aged 12 or above who take KMB 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 KMB 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 (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 or 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, 2,600 individuals were successfully interviewed during the survey period between 11 and 30 November 2015, representing an overall response rate of 82.1%.

3 Survey Results

1. Overall speaking, 85.1% of the respondents indicated that they were very satisfied/satisfied with the overall quality of the service provided by KMB. The percentage was much higher than the 14.9% who were dissatisfied/very dissatisfied.
2. 85.5% of the respondents indicated that they were very satisfied/satisfied with the level of comfort of the buses of KMB. The percentage was much higher than the 13.5% who were dissatisfied/very dissatisfied.
3. 90.8% of the respondents indicated that they were very satisfied/satisfied with the facilities on the buses of KMB. The percentage was much higher than the 8.3% who were dissatisfied/very dissatisfied.
4. 81.2% of the respondents indicated that they were very satisfied/satisfied with the passenger information provided by KMB. The percentage was much higher than the 14.6% who were dissatisfied/very dissatisfied.
5. 63.6% of the respondents indicated that they were very satisfied/satisfied with the reliability of bus services of KMB. The percentage was higher than the 35.5% who were dissatisfied/very dissatisfied.
6. 87.7% of the respondents indicated that they were very satisfied/satisfied with the driving performance of KMB. The percentage was much higher than the 11.0% who were dissatisfied/very dissatisfied.
7. 89.0% of the respondents indicated that they were very satisfied/satisfied with the service attitude of drivers or staff of KMB. The percentage was much higher than the 9.0% who were dissatisfied/very dissatisfied.
8. 73.3% of the respondents indicated that they were very satisfied/satisfied with the performance of the buses of KMB on environmental protection. The percentage was higher than the 19.9% who were dissatisfied/very dissatisfied. For information, 6.8% of the respondents indicated "No comment".

4 Statistical Tables

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

	Percentage (%)
1. Very satisfied	6.3
2. Satisfied	78.8
3. Dissatisfied	13.8
4. Very dissatisfied	1.1
5. No comment	-
6. Refused to answer	-
Total	100.0

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

	Percentage (%)
1. Very satisfied	7.7
2. Satisfied	77.8
3. Dissatisfied	12.7
4. Very dissatisfied	0.8
5. No comment	1.0
6. Refused to answer	-
Total	100.0

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

	Percentage (%)
1. Very satisfied	9.8
2. Satisfied	81.0
3. Dissatisfied	8.1
4. Very dissatisfied	0.2
5. No comment	0.9
6. Refused to answer	-
Total	100.0

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

	Percentage (%)
1. Very satisfied	9.4
2. Satisfied	71.8
3. Dissatisfied	13.7
4. Very dissatisfied	0.9
5. No comment	4.2
6. Refused to answer	-
Total	100.0

Table 5 How satisfied are you with the “Reliability of bus services” of KMB?

	Percentage (%)
1. Very satisfied	6.2
2. Satisfied	57.4
3. Dissatisfied	29.2
4. Very dissatisfied	6.3
5. No comment	0.9
6. Refused to answer	-
Total	100.0

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

	Percentage (%)
1. Very satisfied	7.7
2. Satisfied	80.0
3. Dissatisfied	10.3
4. Very dissatisfied	0.7
5. No comment	1.3
6. Refused to answer	-
Total	100.0

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

	Percentage (%)
1. Very satisfied	8.2
2. Satisfied	80.8
3. Dissatisfied	8.5
4. Very dissatisfied	0.5
5. No comment	2.0
6. Refused to answer	-
Total	100.0

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

	Percentage (%)
1. Very satisfied	5.3
2. Satisfied	68.0
3. Dissatisfied	18.2
4. Very dissatisfied	1.7
5. No comment	6.8
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 KMB 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 KMB 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, 2,600 individuals were successfully enumerated during the fieldwork period between 11 and 30 November 2015, constituting an overall response rate of 82.1%. The enumeration results are presented below:

	Count
(a) Total number of telephone numbers selected	4,000
(b) Non-contact cases	357
(c) Invalid cases	477
(i) Non-operating numbers, fax numbers, non-residential numbers, etc.	241
(ii) Without eligible respondents aged 12 or above who take KMB at least once a week	236
(d) Refusal	566
(i) An eligible respondent cannot be identified	298
(ii) An eligible respondent can be identified	268
(e) Successful interviews	2,600
Overall response rate = (e) / [(d) + (e)] x 100%	82.1%

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	85.1	0.8	± 1.4
(2) Level of comfort of buses	85.5	0.8	± 1.4
(3) Facilities on buses	90.8	0.6	± 1.1
(4) Passenger information	81.2	1.0	± 1.5
(5) Reliability of bus services	63.6	1.5	± 1.9
(6) Driving performance of bus drivers	87.7	0.7	± 1.3
(7) Service attitude of bus drivers or staff	89.0	0.7	± 1.2
(8) Performance of the bus on environmental protection	73.3	1.2	± 1.7

5.4 Respondents Profile

Table 1 Gender

	Percentage (%)
Male	45.5
Female	54.5
Total	100.0

Table 2 Age

	Percentage (%)
12-19	7.2
20-29	13.7
30-39	16.5
40-49	17.7
50-59	20.1
60 or above	24.8
Total	100.0

Table 3 Monthly Personal Income

	Percentage (%)
1. Below \$10,000	50.2
2. \$10,000 – 14,999	15.2
3. \$15,000 – 19,999	11.8
4. \$20,000 – 29,999	9.7
5. \$30,000 – 39,999	5.3
6. \$40,000 or above	3.2
7. Refused to answer	4.6
Total	100.0

Table 4 Main purpose of the bus trips

	Percentage (%)
1. To or from work	38.7
2. To or from place of study	7.2
3. To or from shopping / sport event / other leisure activities	42.8
4. Visiting relatives / friends	9.5
5. Other	1.8
Total	100.0

Table 5 Frequency of Using Bus Service (Per Week)

	Percentage (%)
0 time	-
1-5 times	61.8
6-10 times	25.5
11 times or above	12.7
Total	100.0

Appendix I: Questionnaire

The Kowloon Motor Bus Co. (1933) Limited (KMB)

Passenger Opinion Survey

Tel. Code: _____

Appellation 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

S1a. May I know how many members are there in your household, who aged 12 or above? Which of them take KMB at least once a week? (I mean those who live here at least 5 nights a week.)

Record the no. of person(s): _____

S1b. **[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 improving bus 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.

S.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)</p> <p>2 Public bus companies (Terminate)</p> <p>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>
S.3	<p>Would you tell me how often do you use KMB's bus services per week?</p> <p>_____ trip(s) / week</p> <p>1 Do not travel by KMB (Terminate) 2 Less than once a week on using KMB (Terminate)</p> <p>3 Don't know (Terminate) 4 Refused to answer (Terminate)</p>
S.4	<p>Which KMB bus route do you usually take?</p> <p>【Interviewers please check whether the bus route belongs to KMB or not. Confirmed with respondents if any query. If not KMB, terminate the interview.】</p> <p>Bus route number: _____</p>

Part II – Main Questionnaire

1	<p>Referring to the bus services provided by KMB, 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>(If respondents have query, explain overall quality of the services included: comfort of bus, facilities on the buses, passenger information, reliability of bus services, driving performance of bus drivers, service attitude of bus drivers and staff etc.)</p> <p>1 Very satisfied 2 Satisfied 3 Dissatisfied 4 Very dissatisfied</p> <p>5 No comment 6 Refused to answer</p>
2	<p>How satisfied are you with the “Comfort of the buses” of this company?</p> <p>(If respondents have query, explain “Comfort of the buses” included: temperature on board 、cleanliness 、seats etc.)</p> <p>1 Very satisfied 2 Satisfied 3 Dissatisfied 4 Very dissatisfied</p> <p>5 No comment 6 Refused to answer</p>

3	<p>How satisfied are you with the “Facilities on the buses” of this company?</p> <p>(If respondents have query, explain “Facilities on the buses” included: barrier-free facilities 、handrail 、bell 、bus stop announcement system, priority seats etc.)</p> <p>1 Very satisfied 2 Satisfied 3 Dissatisfied 4 Very dissatisfied 5 No comment 6 Refused to answer</p>
4	<p>How satisfied are you with the “passenger information” of this company?</p> <p>(If respondents have query, explain “passenger information” included information of bus route, stops and bus fare provided in bus terminal, bus stops / interchange, internet, mobile Apps, on board etc.)</p> <p>1 Very satisfied 2 Satisfied 3 Dissatisfied 4 Very dissatisfied 5 No comment 6 Refused to answer</p>
5	<p>How satisfied are you with the “reliability of bus services” of this company?</p> <p>(If respondents have query, explain “reliability of bus services” included stability of bus services, whether able to get on bus or not etc.)</p> <p>1 Very satisfied 2 Satisfied 3 Dissatisfied 4 Very dissatisfied 5 No comment 6 Refused to answer</p>
6	<p>How satisfied are you with the “driving performance” of this company’s bus drivers?</p> <p>(If respondents have query, explain “driving performance” included whether adhere to traffic signals and regulations or not, driving skills, driving speed etc.)</p> <p>1 Very satisfied 2 Satisfied 3 Dissatisfied 4 Very dissatisfied 5 No comment 6 Refused to answer</p>
7	<p>How satisfied are you with the “service attitude” of this company’s bus drivers or staff?</p> <p>(If respondents have query, explain “service attitude” included take care of customers’ needs, polite and friendly)</p> <p>1 Very satisfied 2 Satisfied 3 Dissatisfied 4 Very dissatisfied 5 No comment 6 Refused to answer</p>

8	<p>How satisfied are you with the performance on “environmental protection” of this company’s bus?</p> <p>(If respondents have query, explain “environmental protection” included 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</p> <p>5 No comment 6 Refused to answer</p>
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Part III - Demographic

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