

# Transport Department

## Passenger Opinion Survey for New Lantao Bus Company (1973) Limited

- Survey Report -

Conducted and Prepared by



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## 1 Background & Objective

In order to collect views on the performance of the New Lantao Bus Company (1973) Limited (“NLB”), the Transport Department has commissioned the Mercado Solutions Associates Limited (“MSA”) to conduct passenger opinion survey via face-to-face interviews on NLB buses between November and December 2013.

## 2 The Survey

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

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, 512 individuals were successfully interviewed during the survey period between 19 November and 10 December 2013, representing an overall response rate of 88.0%.

### **3 Survey Results**

1. Overall speaking, 87.5% of the respondents indicated that they were very satisfied/satisfied with the overall quality of the service provided by NLB. The percentage was much higher than the 12.5% who were dissatisfied/very dissatisfied.
2. 85.4% of the respondents indicated that they were very satisfied/satisfied with the level of comfort of the buses of NLB. The percentage was much higher than the 13.4% who were dissatisfied/very dissatisfied.
3. 89.0% of the respondents indicated that they were very satisfied/satisfied with the facilities on the buses of NLB. The percentage was much higher than the 9.4% who were dissatisfied/very dissatisfied.
4. 77.9% of the respondents indicated that they were very satisfied/satisfied with the passenger information provided by NLB. The percentage was higher than the 16.8% who were dissatisfied/very dissatisfied.
5. 72.4% of the respondents indicated that they were very satisfied/satisfied with the reliability of bus services of NLB. The percentage was higher than the 26.2% who were dissatisfied/very dissatisfied.
6. 89.2% of the respondents indicated that they were very satisfied/satisfied with the driving performance of NLB. The percentage was much higher than the 9.4% who were dissatisfied/very dissatisfied.
7. 87.3% of the respondents indicated that they were very satisfied/satisfied with the service attitude of drivers or staff of NLB. The percentage was much higher than the 10.2% who were dissatisfied/very dissatisfied.
8. 68.2% of the respondents indicated that they were very satisfied/satisfied with the performance of the buses of NLB on environmental protection. The percentage was higher than the 13.0% who were dissatisfied/very dissatisfied. For information, 18.8% of the respondents indicated "No comment".

## 4 Statistical Tables

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

	Percentage (%)
1. Very satisfied	6.4
2. Satisfied	81.1
3. Dissatisfied	11.3
4. Very dissatisfied	1.2
5. No comment	-
6. Refused to answer	-
Total	100.0

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

	Percentage (%)
1. Very satisfied	10.2
2. Satisfied	75.2
3. Dissatisfied	12.4
4. Very dissatisfied	1.0
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 NLB?

	Percentage (%)
1. Very satisfied	7.6
2. Satisfied	81.4
3. Dissatisfied	9.2
4. Very dissatisfied	0.2
5. No comment	1.6
6. Refused to answer	-
Total	100.0

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

	Percentage (%)
1. Very satisfied	5.3
2. Satisfied	72.6
3. Dissatisfied	15.8
4. Very dissatisfied	1.0
5. No comment	5.3
6. Refused to answer	-
Total	100.0

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

	Percentage (%)
1. Very satisfied	7.2
2. Satisfied	65.2
3. Dissatisfied	22.1
4. Very dissatisfied	4.1
5. No comment	1.4
6. Refused to answer	-
Total	100.0

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

	Percentage (%)
1. Very satisfied	11.9
2. Satisfied	77.3
3. Dissatisfied	8.6
4. Very dissatisfied	0.8
5. No comment	1.4
6. Refused to answer	-
Total	100.0

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

	Percentage (%)
1. Very satisfied	9.4
2. Satisfied	77.9
3. Dissatisfied	8.6
4. Very dissatisfied	1.6
5. No comment	2.5
6. Refused to answer	-
Total	100.0

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

	Percentage (%)
1. Very satisfied	3.9
2. Satisfied	64.3
3. Dissatisfied	10.5
4. Very dissatisfied	2.5
5. No comment	18.8
6. Refused to answer	-
Total	100.0

## 5 Methodology

### 5.1 Survey Coverage and Sampling

The target passengers were those who aged 12 or above who take NLB. 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, 512 individuals were successfully enumerated during the fieldwork period between 19 November and 10 December 2013, constituting an overall response rate of 88.0%. The enumeration results are presented below:

	<b>Count</b>
(a) Total number of respondents approached	600
(b) Invalid cases	18
(c) Refusal	70
(d) Successful interviews	512
<b>Overall response rate = (d) / [(c) + (d)] x 100%</b>	<b>88.0%</b>

### 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	87.5	1.7	± 2.9
(2) Level of comfort of buses	85.4	1.8	± 3.1
(3) Facilities on buses	89.0	1.6	± 2.7
(4) Passenger information	77.9	2.4	± 3.6
(5) Reliability of bus services	72.4	2.7	± 3.9
(6) Driving performance of bus drivers	89.2	1.5	± 2.7
(7) Service attitude of bus drivers or staff	87.3	1.7	± 2.9
(8) Performance of the bus on environmental protection	68.2	3.0	± 4.0

## 5.4 Respondents Profile

Table 1 Gender

	Percentage (%)
Male	52.5
Female	47.5
Total	100.0

Table 2 Age

	Percentage (%)
12-19	11.1
20-29	20.4
30-39	21.3
40-49	23.8
50-59	12.7
60 or above	10.7
Total	100.0

Table 3 Monthly Personal Income

	Percentage (%)
1. Below \$10,000	42.8
2. \$10,000 – 14,999	18.9
3. \$15,000 – 19,999	18.0
4. \$20,000 – 29,999	11.9
5. \$30,000 – 39,999	3.9
6. \$40,000 or above	2.0
7. Refused to answer	2.5
Total	100.0

Table 4 Main purpose of the bus trips

	Percentage (%)
1. To or from work	34.2
2. To or from place of study	9.4
3. To or from shopping / sport event / other leisure activities	42.0
4. Visiting relatives / friends	13.1
5. Other	1.3
Total	100.0

Table 5 Frequency of Using Bus Service (Per Week)

	Percentage (%)
0 times	37.7
1 – 5 times	15.2
6 – 10 times	47.1
11 times or above	-
Total	100.0

## **Appendix I: Questionnaire**

**New Lantao Bus Co. (1973) Limited (NLB)**

**Passenger Satisfaction Survey**

Route: \_\_\_\_\_ Direction: \_\_\_\_\_  
 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**

A.1	Are you aged 12 or above? (Interviewer can determine the answer by observation)  1 Yes (Continue) <span style="margin-left: 150px;">2 No (Terminate)</span>
A.2	Do you or any of your family members work in the following industry?  <b>【 Read out one by one 】</b> 1 Market research, Advertising, or Public relations companies (Terminate) 2 Public bus companies (Terminate) 3 Other public transport services (Terminate)  4 None of the above (Continue)  5 Refused to answer (Repeat the objective & confidentiality)

**Part II – Main Questionnaire**

B.1	Referring to the bus services provided by NLB, 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? <b>[Showcard]</b>  (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 and service attitude etc.)  1 Very satisfied <span style="margin-left: 50px;">2 Satisfied</span> <span style="margin-left: 50px;">3 Dissatisfied</span> <span style="margin-left: 50px;">4 Very dissatisfied</span> 5 No comment <span style="margin-left: 50px;">6 Refused to answer</span>
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<p>B.2</p>	<p>How satisfied are you with the “Comfort of the buses” of this company? <b>[Showcard]</b>                      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? <b>[Showcard]</b>                      For example: Luggage rack, 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? <b>[Showcard]</b> For example, bus route, bus stop and fare information.</p> <p><i>(If respondents have query, explain included information provided in bus terminal, bus stops / interchange, internet, Apps, on board etc.)</i></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? <b>[Showcard]</b> For example, reliability of bus frequency, 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>
<p>B.6</p>	<p>How satisfied are you with the “Driving performance” of this company’s bus drivers? <b>[Showcard]</b>                      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? <b>[Showcard]</b></p> <p><i>(If respondents have query, explain service attitude included take care of customers’ needs, polite and friendly)</i></p> <p>1 Very satisfied                      2 Satisfied                      3 Dissatisfied                      4 Very dissatisfied                      5 No comment                      6 Refused to answer</p>

