

# Passenger Opinion Survey for the New World First Bus Services Limited, Long Win Bus Company Limited and Citybus Limited (Franchise for Airport and North Lantau Bus Network)

## - Survey Report -

*Prepared for*

**Transport Department**



*By*

**Consumer Search Hong Kong Limited (CSG)**

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Room 501-506, 5/F., Island Place Tower, 510 King's Rd., Hong Kong Tel: 852 2891 6687  
Fax: 852 2833 6771 Email: [general@csg-worldwide.com](mailto:general@csg-worldwide.com) <http://www.csg-worldwide.com/>





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## 1. INTRODUCTION

### 1.1 Survey Objectives

In order to collect views on the performance of the New World First Bus Services Limited (“NWFB”), Long Win Bus Company Limited (“LW”) and Citybus Limited (Franchise for Airport and North Lantau bus network) (“CTB(F2)”) as perceived by passengers, the Transport Department has commissioned the Consumer Search Hong Kong Limited (CSG) to conduct Passenger Opinion Surveys for the three franchised bus companies (“the Survey”).

### 1.2 Survey Methodology

The survey methodology for each of the three franchised bus companies was as below:

#### 1.2.1 Survey for the Opinion on NWFB

- 1.2.1.1. The Survey for the opinion on NWFB covered regular passengers aged 12 or above who take NWFB at least once a week.
- 1.2.1.2. The required information was collected through telephone interviews with land-based households in Hong Kong installed with residential telephone lines and through telephone interviews with mobile phone users.
- 1.2.1.3. Dual sampling frames of residential telephone lines and mobile telephone numbers were used for selecting a representative sample of respondents.
  - The residential telephone numbers were randomly drawn from the CSG Residential Telephone Database. One member in each selected household who fulfilled the respondent definition was selected by the “Last Birthday” method and interviewed.
  - The mobile telephone numbers were generated from random digit dialling method. Individuals who fulfilled the respondent definition were interviewed.
- 1.2.1.4. Fieldwork was conducted in the evening before 10:00 p.m. between 30 March and 26 April 2021, covering weekdays, Saturdays, Sundays and Public Holidays.
- 1.2.1.5. The target number of 500 completed interviews was achieved, with the response rate at 68.2%. For any non-contact case, at least 8 call attempts were made to contact the households/ individual at different hours of the day and on different days of the week before the case was classified as non-contact.



The enumeration results are in Annex 2.

### 1.2.2 Survey for the Opinion on LW and CTB(F2)

1.2.2.1. The surveys for the opinion on LW and CTB(F2) covered passengers aged 12 or above who take LW and CTB(F2) respectively.

1.2.2.2. For both surveys, the required information were collected through face-to-face interviews on board of the target routes of the respective bus company.

1.2.2.3. For both surveys, the passengers on board were sampled at two stages, viz. sampling of trips and sampling of passengers on selected trips.

- A total of 19 LW bus routes and 25 CTB(F2) bus routes were selected for the Survey.
- The allocation of samples to each bus route was approximately proportional to ridership of each route in 2020.
- The number of trips sampled on both bounds was about the same.
- The sampled trips covered all operating hours, including morning, afternoon, evening and overnight, and peak and non-peak hours of the survey period.
- Passengers aged 12 or above travelling on the specified bus journeys were randomly selected on board with reference to the seating position and interviewed.
- The maximum number of completed questionnaires for each sampled trip were 5.

1.2.2.4. Fieldwork was conducted between 30 March and 26 April 2021, covering weekdays, Saturdays, Sundays and Public Holidays.

1.2.2.5. The target number of 500 completed interviews for each bus company was achieved, with the response rate at 94.9% for LW and 88.7% for CTB(F2). The enumeration results are in Annex 2.

## 1.3 Questionnaire

1.3.1 The questionnaires were designed in Chinese and English to obtain the required information.

1.3.2 The respondents were asked to rate their satisfaction level on the overall service and each service aspect on a four-point scale of (i) very satisfied (ii) satisfied (iii) dissatisfied (iv) very dissatisfied.



1.3.3 The questionnaires (Annexes 3a-d) included eight core questions covering the following aspects of the service performance:

- (i) Overall quality of services
- (ii) Comfort of buses
- (iii) Facilities on buses
- (iv) Passenger information
- (v) Reliability of bus services
- (vi) Driving performance of bus drivers
- (vii) Service attitude of bus drivers or staff
- (viii) Performance on environmental protection

## 1.4 Pilot Survey

1.4.1. Before the execution of fieldwork, a pilot survey was carried out on 24 and 25 March 2021.

1.4.2. The pilot survey was conducted to validate the design of the questionnaires and to test the flow and logistics of the interviewing. Each part of the questionnaires was fully tested, including the questionnaire length, question flow, skipping/ screening and wording used.

1.4.3. The target number of 10 completed interviews for each bus company was achieved; the pilot samples were not counted as part of the main survey.

1.4.4. The findings of the pilot survey, recommendations and necessary amendments as required to improve the survey operation and questionnaire design are documented and contained under a separate document "Pilot Survey Report".

## 1.5 Reliability of the Estimation

1.5.1. 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.

- (i) 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.
- (ii) The margin of error 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, the less the variation of the sample estimate.



1.5.2. The CVs and margin of error at 95% confidence level of the estimates of selected variables in this report are given in Annex 3.

## **1.6 Explanatory Notes**

### 1.6.1. Use of Symbols

In the tables and charts of the survey findings, the symbol “-” represents questions with “nil” responses.

### 1.6.2. Totality of Figures

There may be a slight discrepancy between the sum of individual items and the total as shown in tables and charts owing to rounding.

For questions which respondents were allowed to choose more than one answer, the sum of individual items may be greater than 100.0%.



## 2. SURVEY FINDINGS

### 2.1 Satisfaction on Overall Quality of Services

- 2.1.1 The majority of respondents were satisfied with the overall quality of services provided by the three bus companies, with the percentages of “very satisfied” or “satisfied” at 90.4% for NWFB, 92.4% for LW and 94.4% for CTB(F2).
- 2.1.2 Only less than one in ten respondents expressed dissatisfaction (“very dissatisfied” or “dissatisfied”) on this aspect (9.2% for NWFB, 7.4% for LW and 5.6% for CTB(F2)).

(Ref. Q1, Table 1)

Table 1. Satisfaction on overall quality of services by bus company

	NWFB	LW	CTB(F2)
Very satisfied	10.0%	6.4%	8.2%
Satisfied	80.4%	86.0%	86.2%
Dissatisfied	8.2%	7.0%	4.8%
Very dissatisfied	1.0%	0.4%	0.8%
No comment / Don't know	0.4%	0.2%	-
Refuse to answer	-	-	-
Very satisfied/ Satisfied	90.4%	92.4%	94.4%
Very dissatisfied/ Dissatisfied	9.2%	7.4%	5.6%
Base: All respondents	500	500	500

### 2.2 Satisfaction on Comfort of Buses

- 2.2.1 Over nine in ten respondents were satisfied with the comfort of buses, with the percentages of “very satisfied” or “satisfied” at 91.8% for NWFB, 91.4% for LW and 96.2% for CTB(F2).
- 2.2.2 The level of dissatisfaction (“very dissatisfied” or “dissatisfied”) was low at 6.8% for NWFB, 8.6% for LW and 3.8% for CTB(F2).

(Ref. Q2, Table 2)

Table 2. Satisfaction on comfort of buses by bus company

	NWFB	LW	CTB(F2)
Very satisfied	12.0%	8.6%	12.8%
Satisfied	79.8%	82.8%	83.4%
Dissatisfied	6.4%	8.4%	3.8%



Very dissatisfied	0.4%	0.2%	-
No comment / Don't know	1.4%	-	-
Refuse to answer	-	-	-
Very satisfied/ Satisfied	91.8%	91.4%	96.2%
Very dissatisfied/ Dissatisfied	6.8%	8.6%	3.8%
Base: All respondents	500	500	500

## 2.3 Satisfaction on Facilities on the Buses

2.3.1 Over nine in ten respondents were satisfied with the facilities on the buses, with the percentages of “very satisfied” or “satisfied” at 94.4% for NWFB, 96.4% for LW and 96.6% for CTB(F2).

2.3.2 The level of dissatisfaction (“very dissatisfied” or “dissatisfied”) was low at 4.4% for NWFB, 3.2% for LW and 3.0% for CTB(F2).

(Ref. Q3, Table 3)

Table 3. Satisfaction on facilities on the buses by bus company

	NWFB	LW	CTB(F2)
Very satisfied	14.2%	11.8%	16.2%
Satisfied	80.2%	84.6%	80.4%
Dissatisfied	4.2%	3.2%	3.0%
Very dissatisfied	0.2%	-	-
No comment / Don't know	1.2%	0.4%	0.4%
Refuse to answer	-	-	-
Very satisfied/ Satisfied	94.4%	96.4%	96.6%
Very dissatisfied/ Dissatisfied	4.4%	3.2%	3.0%
Base: All respondents	500	500	500

## 2.4 Satisfaction on Passenger Information Provided

2.4.1 The majority of respondents were satisfied with the passenger information provided, although the satisfaction level “very satisfied” or “satisfied” was lower at 84.4% for NWFB, 92.2% for LW and 88.0% for CTB(F2).

2.4.2 The level of dissatisfaction (“very dissatisfied” or “dissatisfied”) was 11.4% for NWFB, 6.2% for LW and 11.6% for CTB(F2).

(Ref. Q4, Table 4)





Table 4. Satisfaction on passenger information provided by bus company

	NWFB	LW	CTB(F2)
Very satisfied	9.2%	10.2%	11.2%
Satisfied	75.2%	82.0%	76.8%
Dissatisfied	10.8%	5.2%	10.4%
Very dissatisfied	0.6%	1.0%	1.2%
No comment / Don't know	4.2%	1.6%	0.4%
Refuse to answer	-	-	-
Very satisfied/ Satisfied	84.4%	92.2%	88.0%
Very dissatisfied/ Dissatisfied	11.4%	6.2%	11.6%
Base: All respondents	500	500	500

## 2.5 Satisfaction on Reliability of Bus Services

2.5.1 The satisfaction levels of the reliability of bus services for the three bus companies were also lower compared to other aspects of bus services. The satisfaction level (“very satisfied” or “satisfied”) was 75.8% for NWFB, 82.2% for LW and 78.0% for CTB(F2).

2.5.2 About two in ten respondents were dissatisfied with this aspect, with the dissatisfaction levels (“very dissatisfied” or “dissatisfied”) at 22.6% for NWFB, 17.4% for LW and 21.8% for CTB(F2).

(Ref. Q5, Table 5)

Table 5. Satisfaction on reliability of bus services by bus company

	NWFB	LW	CTB(F2)
Very satisfied	9.6%	10.0%	8.6%
Satisfied	66.2%	72.2%	69.4%
Dissatisfied	20.2%	16.2%	19.8%
Very dissatisfied	2.4%	1.2%	2.0%
No comment / Don't know	1.6%	0.4%	0.2%
Refuse to answer	-	-	-
Very satisfied/ Satisfied	75.8%	82.2%	78.0%
Very dissatisfied/ Dissatisfied	22.6%	17.4%	21.8%
Base: All respondents	500	500	500



## 2.6 Satisfaction on Driving Performance of Bus Drivers

2.6.1 About nine in ten respondents were satisfied with the driving performance of the bus drivers, with the percentages of “very satisfied” or “satisfied” at 89.8% for NWFB, 96.0% for LW and 94.8% for CTB(F2).

2.6.2 Less than one in ten respondents were dissatisfied with this aspect, with the dissatisfaction level (“very dissatisfied” or “dissatisfied”) at 9.4% for NWFB, 3.4% for LW and 5.0% for CTB(F2).

(Ref. Q6, Table 6)

Table 6. Satisfaction on driving performance of bus drivers by bus company

	NWFB	LW	CTB(F2)
Very satisfied	12.8%	19.8%	17.4%
Satisfied	77.0%	76.2%	77.4%
Dissatisfied	8.2%	3.0%	4.2%
Very dissatisfied	1.2%	0.4%	0.8%
No comment / Don't know	0.8%	0.6%	0.2%
Refuse to answer	-	-	-
Very satisfied/ Satisfied	89.8%	96.0%	94.8%
Very dissatisfied/ Dissatisfied	9.4%	3.4%	5.0%
Base: All respondents	500	500	500

## 2.7 Satisfaction on Service Attitude of Bus Drivers or Staff

2.7.1 The majority of respondents were satisfied (“very satisfied” or “satisfied”) with the service attitude of bus drivers or staff of LW (97.0%) and CTB(F2) (93.6%). NWFB attained a lower satisfaction level on this aspect at 88.0%.

2.7.2 The dissatisfaction levels (“very dissatisfied” or “dissatisfied”) of LW and CTB(F2) were low at 1.2% and 5.2% respectively. The proportion of dissatisfied respondents was higher for NWFB at 10.8%.

(Ref. Q7, Table 7)

Table 7. Satisfaction on service attitude of bus drivers or staff by bus company

	NWFB	LW	CTB(F2)
Very satisfied	11.6%	13.6%	12.6%
Satisfied	76.4%	83.4%	81.0%
Dissatisfied	10.2%	1.0%	4.6%
Very dissatisfied	0.6%	0.2%	0.6%



No comment / Don't know	1.2%	1.6%	1.2%
Refuse to answer	-	0.2%	-
Very satisfied/ Satisfied	88.0%	97.0%	93.6%
Very dissatisfied/ Dissatisfied	10.8%	1.2%	5.2%
Base: All respondents	500	500	500

## 2.8 Satisfaction on Performance on Environmental Protection

2.8.1 Most of the respondents were satisfied (“very satisfied” or “satisfied”) with LW (83.6%) and CTB(F2) (83.2%) on the performance on environmental protection. NWFB received a lower satisfaction level on this aspect at 56.8%.

It is noteworthy that the proportion of “no comment” was higher than that of other aspects, in particularly for NWFB (31.2%), reflecting the lower awareness of the respondents on this area comparing with other aspects.

2.8.2 The dissatisfaction levels (“very dissatisfied” or “dissatisfied”) were low at 3.8% for LW and 4.8% for CTB(F2). NWFB, again, had a higher dissatisfaction level at 11.8%.

(Ref. Q8, Table 8)

Table 8. Satisfaction on performance on environmental protection by bus company

	NWFB	LW	CTB(F2)
Very satisfied	4.2%	8.0%	8.4%
Satisfied	52.6%	75.6%	74.8%
Dissatisfied	11.2%	3.8%	4.2%
Very dissatisfied	0.6%	-	0.6%
No comment / Don't know	31.2%	12.6%	12.0%
Refuse to answer	0.2%	-	-
Very satisfied/ Satisfied	56.8%	83.6%	83.2%
Very dissatisfied/ Dissatisfied	11.8%	3.8%	4.8%
Base: All respondents	500	500	500



Annex 1 – Respondents’ Demographic Characteristics

Annex 2 – Enumeration Results

Annex 3 – Coefficient of Variation and Margin of Error of Estimates of Selected Variables

Annex 4a–d – Questionnaires



## Annex 1 Respondents' Demographic Characteristics<sup>1</sup>

### A. Gender of respondents

Gender	NWFB	LW	CTB(F2)
Male	42.4%	63.4%	62.2%
Female	57.6%	36.6%	37.8%
Base: All respondents	500	500	500

### B. Age of respondents

Age	NWFB	LW	CTB(F2)
12-19	3.4%	6.0%	4.4%
20-29	12.8%	19.2%	23.0%
30-39	13.6%	24.4%	25.8%
40-49	14.4%	21.0%	19.4%
50-59	22.0%	15.4%	17.2%
>60	33.2%	13.8%	10.0%
Refusal	0.6%	0.2%	0.2%
Base: All respondents	500	500	500

### C. Monthly personal income of respondents

Monthly personal income	NWFB	LW	CTB(F2)
No income	29.4%	15.0%	12.2%
Less than HK \$10,000	9.8%	5.4%	5.8%
HK \$10,000-14,999	7.4%	18.6%	13.4%
HK \$15,000-19,999	10.0%	27.6%	24.8%
HK \$20,000-29,999	18.4%	18.6%	25.4%
HK \$30,000-39,999	7.0%	7.2%	8.8%
HK \$40,000 or above	12.6%	4.8%	5.6%
Refusal	5.2%	2.8%	4.0%
Base: All respondents	500	500	500

### D. Main purpose of most of the bus trips of respondents

Main purpose of most of the bus trips	NWFB	LW	CTB(F2)
To or from work	34.0%	65.2%	69.2%
To or from place of study	2.2%	4.0%	3.2%
To or from shopping / sports event / other leisure activities	49.8%	19.2%	21.4%
Visiting relatives / friends	10.8%	10.2%	6.0%
To or from medical appointments	1.6%	0.4%	-
See Somebody Off	-	1.0%	0.2%
Refusal	1.6%	-	-
Base: All respondents	500	500	500

<sup>1</sup> Note: Due to the COVID-19 pandemic situation, the demographic characters of the bus passengers during the survey period may have difference comparing with normal situations.



## Annex 2 Enumeration Results

### A. NWFB Survey - Enumeration results

	NWFB Survey
(a) Eligible cases	733
(i) Successful telephone interviews	500
(ii) Unsuccessful telephone interviews	168
<i>Half-way drop-out</i>	67
<i>Refuse</i>	101
(iii) Non-contact cases	65
(b) Ineligible cases	546
Response rate = (i) / (a)	68.2%

### B. LW Survey and CTB(F2) Survey - Enumeration results

	LW Survey	CTB(F2) Survey
(a) Eligible cases	527	564
(i) Number of valid questionnaire	500	500
(ii) Unsuccessful interviews	27	64
<i>Half-way drop-out</i>	6	6
<i>Refuse</i>	21	58
(b) Number of ineligible cases	24	19
Response rate = (i) / (a)	94.9%	88.7%



### Annex 3

## Coefficient of Variation and Margin of Error of Estimates of Selected Variables

<b>Percentage of very satisfied/ satisfied passengers</b>	<b>NWFB</b>	<b>LW</b>	<b>CTB(F2)</b>
Overall quality of service	90.4%	92.4%	94.4%
Level of comfort of buses	91.8%	91.4%	96.2%
Facilities on buses	94.4%	96.4%	96.6%
Passenger information	84.4%	92.2%	88.0%
Reliability of bus services	75.8%	82.2%	78.0%
Driving performance of bus drivers	89.8%	96.0%	94.8%
Service attitude of bus drivers or staff	88.0%	97.0%	93.6%
Performance of the bus on environmental protection	56.8%	83.6%	83.2%
<b>Coefficient of variation</b>	<b>NWFB</b>	<b>LW</b>	<b>CTB(F2)</b>
Overall quality of service	1.5%	1.3%	1.1%
Level of comfort of buses	1.3%	1.4%	0.9%
Facilities on buses	1.1%	0.9%	0.8%
Passenger information	1.9%	1.3%	1.7%
Reliability of bus services	2.5%	2.1%	2.4%
Driving performance of bus drivers	1.5%	0.9%	1.0%
Service attitude of bus drivers or staff	1.7%	0.8%	1.2%
Performance of the bus on environmental protection	3.9%	2.0%	2.0%
<b>Margin of error at 95% confidence level</b>	<b>NWFB</b>	<b>LW</b>	<b>CTB(F2)</b>
Overall quality of service	2.6%	2.3%	2.0%
Level of comfort of buses	2.4%	2.5%	1.7%
Facilities on buses	2.0%	1.6%	1.6%
Passenger information	3.2%	2.4%	2.8%
Reliability of bus services	3.8%	3.4%	3.6%
Driving performance of bus drivers	2.7%	1.7%	1.9%
Service attitude of bus drivers or staff	2.8%	1.5%	2.1%
Performance of the bus on environmental protection	4.3%	3.2%	3.3%

## Annex 4a

### Questionnaire for Passenger Opinion Survey (LW & CTB(F2)) (Chinese)

#### 巴士服務意見調查 (LW&CTB(F2))

##### 【訪問員記錄】

A1. 路線：\_\_\_\_\_

A2. 方向（往）：\_\_\_\_\_

A3. 上車時間：\_\_\_\_\_（24 小時方式）

**【開場白】**你好！我姓\_\_\_\_**【出示證件】**，係 CSG 嘅訪問員。我哋受運輸署委託，進行緊一項關於巴士乘客嘅意見調查，希望同你做個兩、三分鐘訪問。所有資料係絕對保密，只會用作綜合統計分析。多謝你嘅合作。

#### 第一部分 - 過濾問題

S1. 請問你係唔係 12 歲或以上呢？(如已從外貌確定，則不用問) **【單選】**  
 係 ..... **【繼續 S2】**  
 唔係..... **【終止訪問】**

S2. **【示唔】** 請問你本人或者屋企人現時或者過去一年有冇以下嘅行業工作呢？  
 市場研究公司、廣告公司、公關公司..... **【終止訪問】**  
 公共巴士公司 ..... **【終止訪問】**  
 其他公共交通機構 ..... **【終止訪問】**  
 以上皆無..... **【繼續 S3】**  
**【不顯示】** 拒絕作答..... **【終止訪問】**

S3. 請問你最近呢幾日／幾個星期有無做過有關  
 - **【LW 路線】** 龍運  
 - **【CTB 路線】** 城巴機場及北大嶼山巴士  
 服務水平嘅調查呢？ **【單選】**  
 無 ..... **【繼續 Q1】**  
 有 ..... **【結束訪問】**  
**【不讀出】** 拒絕作答 ..... **【結束訪問】**

#### 第二部分 - 主要問題

##### 【問所有受訪者】

**【讀出】** 以下想請你就過往 **【龍運／城巴機場及北大嶼山巴士】** 所提供嘅服務俾意見。你可以選擇「好滿意」、「滿意」、「唔滿意」、或者「好唔滿意」。

Q1. **【示唔】** 請問你有幾滿意 **【龍運／城巴】** 嘅「整體服務質素」呢？ **【單選】**  
**【如受訪者有疑問，請說明：「整體服務質素」包括巴士嘅舒適程度、巴士上嘅設施、乘客資訊、巴士服務嘅可靠性、車長嘅駕駛表現、車長或職員嘅服務態度等。】**  
 好滿意





滿意  
唔滿意  
好唔滿意  
【不顯示】無意見  
【不顯示】拒絕回答

- Q2. 【示咭】請問你有幾滿意【龍運／城巴】「巴士嘅舒適程度」呢？例如車廂溫度、清潔、座位等【單選】  
好滿意  
滿意  
唔滿意  
好唔滿意  
【不顯示】無意見  
【不顯示】拒絕回答
- Q3. 【示咭】請問你有幾滿意【龍運／城巴】「巴士上嘅設施」呢？例如傷殘人士設施、扶手、電鐘、報站系統、關愛座等【單選】  
好滿意  
滿意  
唔滿意  
好唔滿意  
【不顯示】無意見  
【不顯示】拒絕回答
- Q4. 【示咭】請問你有幾滿意【龍運／城巴】提供嘅「乘客資訊」呢？例如有關巴士路線、車站及收費等嘅資料。【單選】  
【如受訪者有疑問，請說明：「乘客資訊」包括喺巴士總站、中途站／轉乘站、互聯網、手機程式、車廂等地方提供嘅資訊】  
好滿意  
滿意  
唔滿意  
好唔滿意  
【不顯示】無意見  
【不顯示】拒絕回答
- Q5. 【示咭】請問你有幾滿意【龍運／城巴】啲「巴士服務嘅可靠性」呢？【單選】  
【如受訪者有疑問，請說明：「巴士服務嘅可靠性」係指班次穩唔穩定，上唔上到車等】  
好滿意  
滿意  
唔滿意  
好唔滿意  
【不顯示】無意見  
【不顯示】拒絕回答
- Q6. 【示咭】請問你有幾滿意【龍運／城巴】車長嘅「駕駛表現」呢？例如車長有無遵守交通燈號同規則、駕駛技術等。【單選】  
好滿意  
滿意  
唔滿意  
好唔滿意  
【不顯示】無意見  
【不顯示】拒絕回答
- Q7. 【示咭】請問你有幾滿意【龍運／城巴】車長或職員嘅「服務態度」呢？【單選】  
【如受訪者有疑問，請說明：「服務態度」包括照顧乘客需要、待客有禮等】  
好滿意  
滿意  
唔滿意  
好唔滿意



- 【不顯示】無意見
- 【不顯示】拒絕回答

- Q8. 【示咭】請問你有幾滿意【龍運／城巴】喺「環境保護」方面嘅表現呢？例如巴士公司有無減低排放廢氣或黑煙、使用電動巴士或較新嘅環保巴士（包括歐 5 或歐 6 型）等。【單選】
- 好滿意
  - 滿意
  - 唔滿意
  - 好唔滿意
  - 【不顯示】無意見
  - 【不顯示】拒絕回答

### 第三部分 - 個人背景資料問題

#### 【問所有受訪者】

- Q9. 【示咭】請問你乘搭呢程巴士嘅最主要目的係咩呢？【單選】
- 工作（返工、放工）
  - 返學、放學
  - 購物、運動、其他消閒活動
  - 探訪親友
  - 其他（請註明）
  - 【不顯示】拒絕回答
- Q10. 請問你平均幾耐搭一次【龍運／城巴】嘅路線呢？【記錄及單選】
- \_\_\_\_\_【紀錄】日／星期／月／年\_\_\_\_\_次【紀錄】
- 第一次搭【龍運／城巴】嘅巴士
- 【不顯示】拒絕回答
- Q11. 【示咭】請問你嘅年齡係？【以上一次生日計算】【單選】
- 12 - 19 歲
  - 20 - 29 歲
  - 30 - 39 歲
  - 40 - 49 歲
  - 50 - 59 歲
  - 60 歲或以上
  - 【不顯示】拒絕回答
- Q12. 【示咭】請問你嘅個人每月收入大約係幾多呢？【單選】
- 無收入
  - \$10,000 以下
  - \$10,000 - 14,999
  - \$15,000 - 19,999
  - \$20,000 - 29,999
  - \$30,000 - 39,999
  - \$40,000 或以上
  - 【不顯示】拒絕回答
- Q13. 記錄受訪者性別【記錄】
- 男
  - 女

結束語：【讀出】訪問已經完成。再一次多謝你嘅參與。



## Annex 4b

### Questionnaire for Passenger Opinion Survey (LW & CTB(F2)) (English)

#### Passenger Opinion Surveys 2021 (LW&CTB(F2))

##### **【Interviewer to record】**

- A1. Bus route: \_\_\_\_\_
- A2. Direction (heading towards): \_\_\_\_\_
- A3. Time board on bus: \_\_\_\_\_ (24-hour format)

**【Introduction】** Hello! My name is \_\_\_\_\_, **【Read out name and show Interviewer ID】**, and I am an interviewer from CSG. We are conducting an opinion survey with public bus passengers on behalf of the Transport Department and would like to have a 2 to 3 minute interview with you. The information provided by you will be treated in strict confidence and will be used in aggregate analysis only. Thank you for your co-operation.

#### Part I – Screening Questions

- S1. May I know if you are aged 12 or above? (No need to ask if able to determine from respondent's appearance.)  
**【SA】**  
 Yes..... **【Go to S2】**  
 No ..... **【Terminate】**
- S2. **【Showcard】** Do you or any of your household members work in any of the following industries/ companies currently or in the past year?  
 Market research, advertising or public relations **【Terminate】**  
 Public bus companies ..... **【Terminate】**  
 Other public transport services ..... **【Terminate】**  
 None of the above..... **【Go to S3】**  
**【Do not display】** Refuse to answer ..... **【Terminate】**
- S3. Have you participated in any survey about the service standard of buses of  
 - **【LW routes】** – Long Win  
 - **【CTB routes】** – Citybus Airport and North Lantau Bus Network  
 in the past few days/ weeks? **【SA】**  
 Yes..... **【Go to Q1】**  
 No ..... **【Terminate】**  
**【Do not read out】** Refuse to answer ..... **【Terminate】**



**Part II – Main Questions**

**【Ask all respondents】**

**【Read out】** We would like to ask your views about the bus services provided by **【Long Win/ Citybus Airport and North Lantau Bus Network】**. You can choose “very satisfied”, “satisfied”, “dissatisfied” or “very dissatisfied” for the following questions.

Q1. **【Showcard】** Overall, how satisfied are you with the quality of the service provided by **【LW/ CTB】**? **【SA】**  
**【If respondent is in doubt, explain “overall quality of the services” includes comfort of bus, facilities on the buses, passenger information, reliability of bus service, driving performance of bus drivers and service attitude, etc.】**

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied

**【Do not show】** No comment

**【Do not show】** Refuse to answer

Q2. **【Showcard】** How satisfied are you with the “comfort of buses” of **【LW/ CTB】**, for example, temperature on board, cleanliness, seats etc.? **【SA】**

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied

**【Do not show】** No comment

**【Do not show】** Refuse to answer

Q3. **【Showcard】** How satisfied are you with the “facilities on the buses” of **【LW/ CTB】**, for example, facilities for people with disabilities, handrail, bell, bus stop announcement system, priority seats etc. **【SA】**

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied

**【Do not show】** No comment

**【Do not show】** Refuse to answer

Q4. **【Showcard】** How satisfied are you with the “passenger information” provided by **【LW/ CTB】**, for example, bus route, bus stop and fare information. **【SA】**

**【If respondent is in doubt, explain “passenger information” includes information provided in bus termini, bus stops, bus interchanges, internet, on board etc.】**

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied

**【Do not show】** No comment

**【Do not show】** Refuse to answer

Q5. **【Showcard】** How satisfied are you with the “reliability of bus services” of **【LW/ CTB】**? **【SA】**  
**【If respondent is in doubt, explain “reliability of bus services” includes reliability of bus frequency, whether passengers are able to get on bus or not etc.】**

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied



**【Do not show】** No comment

**【Do not show】** Refuse to answer

Q6. **【Showcard】** How satisfied are you with the “driving performance” of **【LW/ CTB】**’s bus drivers, for example, whether the bus drivers adhere to traffic signals and traffic regulations, their driving skills, etc. **【SA】**

Very satisfied

Satisfied

Dissatisfied

Very dissatisfied

**【Do not show】** No comment

**【Do not show】** Refuse to answer

Q7. **【Showcard】** How satisfied are you with the “service attitude” of **【LW/ CTB】**’s bus drivers or staff? **【SA】**  
**【If respondent is in doubt, explain “service attitude” includes taking care of customers’ needs, and being polite and friendly.】**

Very satisfied

Satisfied

Dissatisfied

Very dissatisfied

**【Do not show】** No comment

**【Do not show】** Refuse to answer

Q8. **【Showcard】** How satisfied are you with the performance on “environmental protection” of **【LW/ CTB】**, for example, whether reducing exhaust gas emission and smoke, using electric bus or new E-friendly bus (including Euro V and VI) etc. **【SA】**

Very satisfied

Satisfied

Dissatisfied

Very dissatisfied

**【Do not show】** No comment

**【Do not show】** Refuse to answer

**Part III – Demographics**

**【Ask all respondents】**

Q9. What is your main purpose of this bus trip? **【SA】**

To or from work

To or from place of study

To or from shopping / sports event / other leisure activities

Visiting relatives / friends

Others (please specify)

**【Do not display】** Refuse to answer

Q10. On average, how often do you ride on any route of **【LW/ CTB】**?  
 \_\_\_\_\_ trip(s) per \_\_\_\_\_ day / week / month / year

First time passenger

**【Do not display】** Refuse to answer

Q11. **【Showcard】** Can you tell me your age? **【according to the last birthday】 【SA】**

12 - 19

20 - 29

30 - 39

40 - 49



50 - 59

60 or above

**【Do not display】** Refuse to answer

Q12. **【Showcard】** What is your monthly personal income? **【SA】**

No income

Under \$10,000

\$10,000 - 14,999

\$15,000 - 19,999

\$20,000 - 29,999

\$30,000 - 39,999

\$40,000 or above

**【Do not display】** Refuse to answer

Q13. Record gender **【Record】**

Male

Female

**Closing: 【Read out】** This is the end of the interview. Thank you again for your participation.

## Annex 4c

### Questionnaire for Passenger Opinion Survey (NWFB) (Chinese)

#### 巴士服務意見調查(NWFB)

**【開場白】**你好！我姓\_\_\_\_，係 CSG 嘅訪問員。我哋受運輸署委託，進行緊一項關於巴士乘客嘅意見調查，希望同你做個兩、三分鐘訪問。所有資料係絕對保密，只會用作綜合統計分析。多謝你合作。

#### **【核對電話】**

#### 第一部分 - 抽樣問題

##### (手提電話)

- S1. 請問你係唔係 12 歲或以上呢？**【單選】**  
 係 ..... **【跳到 S4】**  
 唔係 ..... **【結束訪問】**

##### (住宅電話)

- S2. 請問包括你在內，府上有幾多位 12 歲或以上、一星期最少乘搭一次新巴嘅家庭成員呢？唔包括留宿嘅家庭傭工。**【單選】**  
 無 ..... **【結束訪問】**  
 一位 ..... **【跳到 S4】**  
 多於一位[請註明] \_\_\_\_\_ **【繼續 S3】**

- S3. 為咗令抽樣更具代表性，我哋會用生日日期揀選被訪者。請問係呢 \_\_\_\_\_ 位 **【讀出 S2 Code 3 答案】** 當中，邊一位係最近過咗生日嘅呢？ **【單選】**

**【如被訪者不明白】**即係今日係\_\_\_\_月\_\_\_\_日，咁今日之前係邊一位生日呢？

本人 ..... **【繼續 S4】**

其他人 ..... **【讀出】**我想同呢位家庭成員做訪問，麻煩你請佢過嚟聽電話。 **【重複開場白】** **【繼續 S4】**

#### 第二部分 - 過濾問題

##### **【問所有受訪者】**

- S4. 通常你會搭新世界第一巴士服務有限公司，即係「新巴」嘅邊啲巴士路線呢？  
**【訪問員查核路線是否「新巴」路線。如有疑問，請再問受訪者。如未能確定屬「新巴」路線，結束訪問】**  
 路線[請註明]: \_\_\_\_\_ **【繼續 S5】**  
 唔知道 ..... **【結束訪問】**  
 拒絕回答 ..... **【結束訪問】**

- S5. 請問你平均一星期會搭幾多次「新巴」巴士呢？  
 \_\_\_\_\_ 次 **【如 1 次或以上，記錄並繼續 S6】**  
 不乘坐新巴 ..... **【結束訪問】**  
 一星期少於一次乘坐新巴 ..... **【結束訪問】**  
 唔知道 ..... **【結束訪問】**  
 拒絕回答 ..... **【結束訪問】**

- S6. 請問你本人或者屋企人現時或者過去一年有無嘅以下嘅行業工作呢？ **【讀出】**  
 市場研究公司、廣告公司、公關公司 ..... **【結束訪問】**  
 公共巴士公司 ..... **【結束訪問】**  
 其他公共交通機構 ..... **【結束訪問】**  
 以上皆無 ..... **【繼續 S7】**  
**【不讀出】**拒絕回答 ..... **【結束訪問】**



- S7. 請問你最近呢幾日 / 幾個星期有無做過有關「新巴」服務水平嘅調查呢？【**單選**】
- 無 ..... 【**繼續 Q1**】
- 有 ..... 【**結束訪問**】
- 【**不讀出**】拒絕作答 ..... 【**結束訪問**】

**第三部分 - 主要問題**

**【問所有受訪者】**

**【讀出】** 以下想請你就過往新巴所提供嘅巴士服務俾意見。你可以選擇「好滿意」、「滿意」、「唔滿意」、或者「好唔滿意」。

- Q1. 請問你有幾滿意「新巴」嘅「整體服務質素」呢？【**單選**】
- 【如受訪者有疑問，請說明：「整體服務質素」包括巴士嘅舒適程度、巴士上嘅設施、乘客資訊、巴士服務既可靠性、車長嘅駕駛表現、車長或職員嘅服務態度等。】**
- 好滿意
- 滿意
- 唔滿意
- 好唔滿意
- 【**不讀出**】無意見
- 【**不讀出**】拒絕回答
- Q2. 請問你有幾滿意新巴「巴士嘅舒適程度」呢？例如車廂溫度、清潔、座位等。【**單選**】
- 好滿意
- 滿意
- 唔滿意
- 好唔滿意
- 【**不讀出**】無意見
- 【**不讀出**】拒絕回答
- Q3. 請問你有幾滿意新巴「巴士上嘅設施」呢？例如傷殘人士設施、扶手、電鐘、報站系統、關愛座等。【**單選**】
- 好滿意
- 滿意
- 唔滿意
- 好唔滿意
- 【**不讀出**】無意見
- 【**不讀出**】拒絕回答
- Q4. 請問你有幾滿意新巴提供嘅「乘客資訊」呢？例如有關巴士路線、車站及收費等資料。【**單選**】
- 【如受訪者有疑問，請說明：「乘客資訊」包括嚟巴士總站、中途站／轉乘站、互聯網、手機程式、車廂等地方提供嘅資訊】**
- 好滿意
- 滿意
- 唔滿意
- 好唔滿意
- 【**不讀出**】無意見
- 【**不讀出**】拒絕回答
- Q5. 請問你有幾滿意新巴「巴士服務嘅可靠性」呢？【**單選**】
- 【如受訪者有疑問，請說明：「巴士服務嘅可靠性」係指班次穩唔穩定，上唔上到車等】**
- 好滿意
- 滿意
- 唔滿意
- 好唔滿意
- 【**不讀出**】無意見
- 【**不讀出**】拒絕回答





- Q6. 請問你有幾滿意新巴車長嘅「駕駛表現」呢？例如車長有無遵守交通燈號同規則、駕駛技術等。【單選】
- 好滿意
  - 滿意
  - 唔滿意
  - 好唔滿意
  - 【不讀出】無意見
  - 【不讀出】拒絕回答
- Q7. 請問你有幾滿意新巴車長或職員嘅「服務態度」呢？【單選】
- 【如受訪者有疑問，請說明：「服務態度」包括照顧乘客需要、待客有禮等】
- 好滿意
  - 滿意
  - 唔滿意
  - 好唔滿意
  - 【不讀出】無意見
  - 【不讀出】拒絕回答
- Q8. 請問你有幾滿意新巴嘅「環境保護」方面嘅表現呢？例如巴士公司有無減低排放廢氣或黑煙、使用電動巴士或較新嘅環保巴士（包括歐 5 或歐 6 型）等。【單選】
- 好滿意
  - 滿意
  - 唔滿意
  - 好唔滿意
  - 【不讀出】無意見
  - 【不讀出】拒絕回答

#### 第四部分 - 個人背景資料問題

##### 【問所有受訪者】

- Q9. 請問你乘搭新巴通常最主要嘅目的係咩呢？【單選】
- 工作（返工、放工）
  - 返學、放學
  - 購物、運動、其他消閒活動
  - 探訪親友
  - 其他（請註明）
  - 【不讀出】拒絕回答
- Q10. 請問你嘅年齡係？【以上一次生日計算】【單選】
- 12 - 19 歲
  - 20 - 29 歲
  - 30 - 39 歲
  - 40 - 49 歲
  - 50 - 59 歲
  - 60 歲或以上
  - 【不讀出】拒絕回答
- Q11. 請問你嘅個人每月收入大約係幾多呢？【單選】
- 無收入
  - \$10,000 以下
  - \$10,000 - 14,999
  - \$15,000 - 19,999
  - \$20,000 - 29,999
  - \$30,000 - 39,999
  - \$40,000 或以上
  - 【不讀出】拒絕回答



Q12. 記錄受訪者性別【記錄】

男  
女

結束語：【讀出】訪問已經完成。再一次多謝你嘅參與。



## Annex 4d Questionnaire for Passenger Opinion Survey (NWFB) (English)

### Passenger Opinion Surveys 2021 (NWFB)

**【Introduction】** Hello! My name is \_\_\_\_ **【Read out name】**, and I am an interviewer from CSG. We are conducting an opinion survey with public bus passengers on behalf of the Transport Department and would like to have a 2 to 3 minute interview with you. The information provided by you will be treated in strict confidence and will be used in aggregate analysis only. Thank you for your co-operation.

#### **【Confirm telephone number】**

#### **Part I – Sampling Questions**

##### **(Mobile number)**

S1. May I know if you are aged 12 or above? **【SA】**

Yes ..... **【Go to S4】**

No ..... **【Terminate】**

##### **(Residential number)**

S2. Including you but excluding domestic helpers who stay at your home, how many members of your household are aged 12 or above and take NWFB at least once a week? **【SA】**

None ..... **【Terminate】**

One ..... **【Go to S4】**

More than one (Please specify) ..... **【Go to S3】**

S3. To ensure the representativeness of the sample, we will select a respondent by birthday. May I know among the \_\_\_\_ **(read out S2 code 3 answer)** household members, who has just had his/her birthday? **(If the respondent does not understand, explain)** Today is (date), who is the person who has just had his/her birthday? **【SA】**

Self ..... **【Proceed to S4】**

Another household member ..... **【Read out】** I would like to conduct an interview with this household member. Could you put her on the phone? **【Repeat Introduction】 【Go to S4】**

#### **Part II – Screening Questions**

##### **【Ask all respondents】**

S4. Which New World First Bus i.e. NWFB bus route(s) do you usually take?

**【Interviewer to check whether the bus route(s) are under NWFB. Confirm with respondent if in doubt. If not sure whether it is/ they are NWFB route(s), terminate interview.】**

Bus route number(s): \_\_\_\_\_ **【Go to S5】**

Don't know ..... **【Terminate】**

Refuse to answer ..... **【Terminate】**

S5. On average, how often do you ride on any route of NWFB in a week?

\_\_\_\_\_ trip(s)/ week **【If once or more per week, go to S6】**

Do not take NWFB ..... **【Terminate】**

Less than once a week ..... **【Terminate】**

Don't know ..... **【Terminate】**

Refuse to answer ..... **【Terminate】**

S6. Do you or any of your household members work in any of the following industries/ companies currently or in the past year? **【read out options】**

Market research, advertising or public relations ..... **【Terminate】**

Public bus companies ..... **【Terminate】**



- Other public transport services ..... **[Terminate]**
- None of the above..... **[Go to S7]**
- 【Do not read out】** Refuse to answer ..... **[Terminate]**

- S7. Have you participated in any survey about the service standard of buses of NWFB in the past few days/ weeks? **【SA】**
- Yes..... **[Go to Q1]**
  - No ..... **[Terminate]**
  - 【Do not read out】** Refuse to answer ..... **[Terminate]**

**Part III – Main Questions**

**[Ask all respondents]**

**[Read out]** We would like to ask your views about the bus services provided by NWFB. You can choose “very satisfied”, “satisfied”, “dissatisfied” or “very dissatisfied” for the following questions.

- Q1. Overall, how satisfied are you with the quality of the service provided by NWFB? **【SA】**  
**【If respondent is in doubt, explain “overall quality of the services” includes comfort of bus, facilities on the buses, passenger information, reliability of bus service, driving performance of bus drivers and service attitude, etc.】**  
 Very satisfied  
 Satisfied  
 Dissatisfied  
 Very dissatisfied  
**【Do not read out】** No comment  
**【Do not read out】** Refuse to answer9
- Q2. How satisfied are you with the “comfort of buses” of NWFB, for example, temperature on board, cleanliness, seats etc.? **【SA】**  
 Very satisfied  
 Satisfied  
 Dissatisfied  
 Very dissatisfied  
**【Do not read out】** No comment  
**【Do not read out】** Refuse to answer
- Q3. How satisfied are you with the “facilities on the buses” of NWFB, for example, facilities for people with disabilities, handrail, bell, bus stop announcement system, priority seats etc. **【SA】**  
 Very satisfied  
 Satisfied  
 Dissatisfied  
 Very dissatisfied  
**【Do not read out】** No comment  
**【Do not read out】** Refuse to answer
- Q4. How satisfied are you with the “passenger information” provided by NWFB, for example, bus route, bus stop and fare information. **【SA】**  
**【If respondent is in doubt, explain “passenger information” includes information provided in bus termini, bus stops, bus interchanges, internet, on board etc.】**  
 Very satisfied  
 Satisfied  
 Dissatisfied  
 Very dissatisfied  
**【Do not read out】** No comment  
**【Do not read out】** Refuse to answer
- Q5. How satisfied are you with the “reliability of bus services” of NWFB? **【SA】**  
**【If respondent is in doubt, explain “reliability of bus services” includes reliability of bus frequency, whether passengers are able to get on bus or not etc.】**



- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- 【Do not read out】** No comment
- 【Do not read out】** Refuse to answer

Q6. How satisfied are you with the “driving performance” of NWFB’s bus drivers, for example whether the bus drivers adhere to traffic signals and traffic regulations, their driving skills, etc. **【SA】**

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- 【Do not read out】** No comment
- 【Do not read out】** Refuse to answer

Q7. How satisfied are you with the “service attitude” of NWFB’s bus drivers or staff? **【SA】**

**【If respondent is in doubt, explain “service attitude” includes taking care of customers’ needs, and being polite and friendly】**

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- 【Do not read out】** No comment
- 【Do not read out】** Refuse to answer

Q8. How satisfied are you with the performance on “environmental protection” of NWFB, for example, whether reducing exhaust gas emission and smoke, using electric bus or new E-friendly bus (including Euro V and VI) etc. **【SA】**

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- 【Do not read out】** No comment
- 【Do not read out】** Refuse to answer

**Part IV – Demographics**

**【Ask all respondents】**

Q9. What is the main purpose of most of your bus trips? **【SA】**

- To or from work
- To or from place of study
- To or from shopping / sports event/ other leisure activities
- Visiting relatives / friends
- Others (please specify)
- 【Do not read out】** Refuse to answer

Q10. Can you tell me your age? **【according to the last birthday】 【SA】**

- 12 - 19
- 20 - 29
- 30 - 39
- 40 - 49
- 50 - 59
- 60 or above
- 【Do not read out】** Refuse to answer

Q11. What is your monthly personal income? **【SA】**

- No income
- Under \$10,000
- \$10,000 - 14,999
- \$15,000 - 19,999
- \$20,000 - 29,999



\$30,000 - 39,999

\$40,000 or above

**【Do not read out】** Refuse to answer

Q12. Record gender **【Record】**

Male

Female

**Closing: 【Read out】** This is the end of the interview. Thank you again for your participation.