

Passenger Opinion Survey on the Performance of The Kowloon Motor Bus Company (1933) Limited and New Lantao Bus Company (1973) Limited

- Survey Report -

Prepared for
Transport Department



Conducted and Prepared by
Consumer Search Hong Kong Limited (CSG)

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1. INTRODUCTION

1.1 Survey Objective

In order to collect views on the performance of the Kowloon Motor Bus Company (1933) Limited (“KMB”) and New Lantau Bus Company (1973) Limited (“NLB”) as perceived by passengers taking their bus services, the Transport Department has commissioned Consumer Search Hong Kong Limited (“CSG”) to conduct Passenger Opinion Surveys for the two franchised bus companies (“the Survey”).

1.2 Survey Methodology

1.2.1 Passenger Opinion Survey on the performance of KMB (“the KMB Survey”)

- 1.2.1.1. The KMB Survey covered regular passengers aged 12 or above who took KMB bus service at least once a week.
- 1.2.1.2. The required information was collected through telephone interviews with a random sample of mobile phone users. The mobile phone numbers were generated by random digit dialling method. Users of the mobile phones who fulfilled the respondent requirements stated in **paragraph 1.2.1.1** were interviewed.
- 1.2.1.3. Fieldwork was conducted in the evenings before 10:00 p.m. between 3 and 23 February 2025, covering both weekdays and weekends.
- 1.2.1.4. The target number of completed interviews of 2 600 was achieved. A total of 2 605 completed interviews were conducted eventually, with a response rate at 65.2%. For non-contact cases, at least 8 call attempts were made to contact each mobile phone user in the evening of different days of the week before the case was classified as non-contact.
- 1.2.1.5. The demographic profile of the respondents is provided in **Annex 1** and the enumeration results are presented in **Annex 2**.

1.2.2 Passenger Opinion Survey on the performance of NLB (“the NLB Survey”)

- 1.2.2.1. The NLB Survey covered passengers aged 12 or above who took NLB bus service during the survey period.
- 1.2.2.2. The required information was collected through face-to-face interviews on board the routes of NLB.
- 1.2.2.3. The passengers on board were sampled in two stages, viz. sampling of trips



and sampling of passengers on selected trips.

- 32 NLB bus routes (including supplementary routes) were covered in the survey.
- The allocation of samples to each bus route was approximately proportional to the ridership of each route in January to November 2024.
- The number of trips sampled on both bounds were about the same.
- The sampled trips covered all operating hours, including morning, afternoon, evening and overnight hours, as well as both peak and non-peak periods.
- A random and representative sample of passengers of NLB was selected on board. Passengers aged 12 or above travelling on the specified bus journeys were randomly selected with reference to their seating positions and interviewed.
- The maximum number of completed questionnaires for each sampled trip was 5.

1.2.2.4. Fieldwork was conducted between 3 and 23 February 2025, covering both weekdays and weekends.

1.2.2.5. The target number of completed interviews of 500 was achieved. A total of 505 completed interviews were conducted eventually, with a response rate at 66.3%.

1.2.2.6. The demographic profile of the respondents is provided in **Annex 1** and the enumeration results are presented 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 questionnaires (**Annexes 4a & 4b**) included eight core questions covering the following aspects of 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

- 1.3.3 The respondents were asked to rate their satisfaction levels on the overall service and each of the service aspects on a four-point scale of “very satisfied”, “satisfied”, “dissatisfied” and “very dissatisfied”.

1.4 Pilot Survey

- 1.4.1. Prior to conducting the main survey in February 2025, a pilot survey was carried out on 27 and 28 January 2025.
- 1.4.2. The purpose of the pilot survey was to test the fieldwork logistics and to provide inputs to the design of the questionnaires for both telephone and face-to-face interviews.
- 1.4.3. The same data collection methods used for the main survey, i.e., telephone interviews with mobile phone users in Hong Kong for the KMB Survey and face-to-face interviews on board of NLB routes for the NLB Survey, were also used for the pilot survey.
- 1.4.4. The sampling methods used for the pilot survey were also the same as those for the main survey.
- 1.4.5. The targets of 26 completed interviews for KMB and 10 completed interviews for NLB were achieved.
- 1.4.6. The successfully completed pilot interviews were not counted as part of the main survey.
- 1.4.7. The findings of the pilot survey and recommendations for improving the survey operation and questionnaire design are provided in a separate document titled “Pilot Survey Report”.

1.5 Reliability of the Estimation

- 1.5.1. The precision of the estimates in this report were presented in the form of coefficient of variation (“CV”) and 95% confidence limits.
- (i) The coefficient of variation is a statistical measure of the statistical precision of the sample estimate. It is obtained by expressing standard error (“SE”) as a percentage of the estimate to which it refers.
 - (ii) The standard error is a statistical measure of variations of sample estimates and is thus a measure of the precision with which an estimate derived from a sample. The smaller the figures of the coefficient of variation and



standard error, the more reliable of the sample estimate.

- 1.5.2. The CVs and 95% confidence limits (the range of figures to cover the true population value with specified level of confidence) of the estimates in this report are provided in **Annex 3**.

1.6 Explanatory Notes

1.6.1. Use of Symbol

In the tables and charts of the survey findings, the symbol “-” indicates that there were “nil” responses for specific answers.

1.6.2. Totality of Figures

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



2. SURVEY FINDINGS

2.1 Satisfaction with Overall Quality of Services

- 2.1.1 Over nine in ten respondents were satisfied with the overall quality of services provided by the two bus companies, with the percentages of “very satisfied” or “satisfied” at 93.2% for KMB and 91.3% for NLB.
- 2.1.2 Only less than one in ten respondents expressed dissatisfaction (“very dissatisfied” or “dissatisfied”) with this aspect (6.7% for KMB and 8.5% for NLB).

(Ref. Q1, Table 1)

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

	KMB	NLB
Very satisfied	9.7%	13.3%
Satisfied	83.5%	78.0%
Dissatisfied	5.8%	7.9%
Very dissatisfied	0.9%	0.6%
No comment / Don't know	0.1%	0.2%
Refuse to answer	-	-
<i>Very satisfied/ Satisfied</i>	<i>93.2%</i>	<i>91.3%</i>
<i>Very dissatisfied/ Dissatisfied</i>	<i>6.7%</i>	<i>8.5%</i>
Base: All respondents	2 605	505

2.2 Satisfaction with Comfort of Buses

- 2.2.1 Over or close to nine in ten respondents were satisfied with the comfort of buses, with the percentages of “very satisfied” or “satisfied” at 91.1% for KMB and 89.3% for NLB.
- 2.2.2 The dissatisfaction levels (“very dissatisfied” or “dissatisfied”) was low at 8.8% for KMB and 10.7% for NLB.

(Ref. Q2, Table 2)

Table 2. Satisfaction with comfort of buses by bus company

	KMB	NLB
Very satisfied	9.8%	6.9%
Satisfied	81.3%	82.4%
Dissatisfied	8.6%	10.1%
Very dissatisfied	0.2%	0.6%
No comment / Don't know	0.1%	-
Refuse to answer	-	-
<i>Very satisfied/ Satisfied</i>	<i>91.1%</i>	<i>89.3%</i>
<i>Very dissatisfied/ Dissatisfied</i>	<i>8.8%</i>	<i>10.7%</i>
Base: All respondents	2 605	505

2.3 Satisfaction with Facilities on the Buses

2.3.1 Over nine in ten respondents were satisfied with the facilities on buses, with the percentages of “very satisfied” or “satisfied” at 92.4% for KMB and 96.2% for NLB.

2.3.2 The dissatisfaction levels (“very dissatisfied” or “dissatisfied”) were low at 7.4% for KMB and 3.6% for NLB.

(Ref. Q3, Table 3)

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

	KMB	NLB
Very satisfied	9.8%	7.9%
Satisfied	82.6%	88.3%
Dissatisfied	7.3%	3.6%
Very dissatisfied	0.2%	-
No comment / Don't know	0.2%	0.2%
Refuse to answer	-	-
<i>Very satisfied/ Satisfied</i>	<i>92.4%</i>	<i>96.2%</i>
<i>Very dissatisfied/ Dissatisfied</i>	<i>7.4%</i>	<i>3.6%</i>
Base: All respondents	2 605	505



2.4 Satisfaction with Passenger Information Provided

- 2.4.1 Over eight in ten respondents were satisfied with the passenger information provided, although the satisfaction levels recorded were relatively lower than those of the previous three aspects. The proportion of respondents who were “very satisfied” or “satisfied” with passenger information provided was 83.2% for KMB and 86.3% for NLB.
- 2.4.2 The dissatisfaction levels (“very dissatisfied” or “dissatisfied”) were 15.9% for KMB and 12.3% for NLB.

(Ref. Q4, Table 4)

Table 4. Satisfaction with passenger information provided by bus company

	KMB	NLB
Very satisfied	9.5%	8.7%
Satisfied	73.7%	77.6%
Dissatisfied	15.0%	11.9%
Very dissatisfied	0.9%	0.4%
No comment / Don't know	0.9%	1.4%
Refuse to answer	-	-
<i>Very satisfied/ Satisfied</i>	<i>83.2%</i>	<i>86.3%</i>
<i>Very dissatisfied/ Dissatisfied</i>	<i>15.9%</i>	<i>12.3%</i>
Base: All respondents	2 605	505

2.5 Satisfaction with Reliability of Bus Services

- 2.5.1 The satisfaction levels of reliability of bus services for the two bus companies were also relatively lower, but the satisfaction levels were still at high levels. The proportion of respondents who were “very satisfied” or “satisfied” with this aspect was 84.2% for KMB and 81.0% for NLB.
- 2.5.2 Over one in ten respondents were not satisfied with the reliability of bus services, with the dissatisfaction levels (“very dissatisfied” or “dissatisfied”) being 15.6% for KMB and 18.8% for NLB.

(Ref. Q5, Table 5)

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

	KMB	NLB
Very satisfied	8.1%	8.7%
Satisfied	76.1%	72.3%
Dissatisfied	14.5%	17.4%
Very dissatisfied	1.1%	1.4%
No comment / Don't know	0.2%	0.2%
Refuse to answer	-	-
<i>Very satisfied/ Satisfied</i>	<i>84.2%</i>	<i>81.0%</i>
<i>Very dissatisfied/ Dissatisfied</i>	<i>15.6%</i>	<i>18.8%</i>
Base: All respondents	2 605	505

2.6 Satisfaction with Driving Performance of Bus Drivers

2.6.1 About nine in ten respondents were satisfied with the driving performance of bus drivers, with the percentages of “very satisfied” or “satisfied” being 88.3% for KMB and 91.3% for NLB.

2.6.2 Around one in ten respondents were not satisfied with this aspect. The dissatisfaction levels (“very dissatisfied” or “dissatisfied”) were 11.4% for KMB and 8.7% for NLB.

(Ref. Q6, Table 6)

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

	KMB	NLB
Very satisfied	12.4%	13.1%
Satisfied	75.9%	78.2%
Dissatisfied	10.1%	7.5%
Very dissatisfied	1.3%	1.2%
No comment / Don't know	0.3%	-
Refuse to answer	-	-
<i>Very satisfied/ Satisfied</i>	<i>88.3%</i>	<i>91.3%</i>
<i>Very dissatisfied/ Dissatisfied</i>	<i>11.4%</i>	<i>8.7%</i>
Base: All respondents	2 605	505



2.7 Satisfaction with Service Attitude of Bus Drivers or Staff

2.7.1 About nine in ten respondents were satisfied (“very satisfied” or “satisfied”) with the service attitude of bus drivers or staff of KMB (88.7%) and NLB (92.7%).

2.7.2 The dissatisfaction levels (“very dissatisfied” or “dissatisfied”) for KMB and NLB were 10.5% and 7.1% respectively.

(Ref. Q7, Table 7)

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

	KMB	NLB
Very satisfied	10.0%	10.3%
Satisfied	78.7%	82.4%
Dissatisfied	8.9%	5.9%
Very dissatisfied	1.6%	1.2%
No comment / Don't know	0.8%	0.2%
Refuse to answer	-	-
<i>Very satisfied/ Satisfied</i>	<i>88.7%</i>	<i>92.7%</i>
<i>Very dissatisfied/ Dissatisfied</i>	<i>10.5%</i>	<i>7.1%</i>
Base: All respondents	2 605	505

2.8 Satisfaction with Performance on Environmental Protection

2.8.1 About eight in ten respondents were satisfied (“very satisfied” or “satisfied”) with KMB (79.7%) on their performance on environmental protection, while close to nine in ten respondents were satisfied (“very satisfied” or “satisfied”) with NLB (88.1%) on this aspect.

2.8.2 The dissatisfaction levels (“very dissatisfied” or “dissatisfied”) were 11.6% for KMB and 6.7% for NLB.

2.8.3 The proportion of “no comment” was relatively higher than that of other aspects for both bus companies, with KMB at 8.7% and NLB at 5.1%.

(Ref. Q8, Table 8)



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

	KMB	NLB
Very satisfied	7.6%	6.9%
Satisfied	72.1%	81.2%
Dissatisfied	11.1%	6.3%
Very dissatisfied	0.5%	0.4%
No comment / Don't know	8.7%	5.1%
Refuse to answer	-	-
<i>Very satisfied/ Satisfied</i>	<i>79.7%</i>	<i>88.1%</i>
<i>Very dissatisfied/ Dissatisfied</i>	<i>11.6%</i>	<i>6.7%</i>
Base: All respondents	2 605	505



Annex 1 – Respondents' Demographic Characteristics

Annex 2 – Enumeration Results

Annex 3 – Coefficient of Variation and 95% Confidence Limits of Estimates of
Selected Variables

Annexes 4a & 4b – Questionnaires



Annex 1 Respondents' Demographic Characteristics

A. Gender

Gender	KMB	NLB
Male	50.1%	55.8%
Female	49.9%	44.2%
Base: All respondents	2 605	505

B. Age

Age	KMB	NLB
12-19	5.3%	9.5%
20-29	16.2%	19.2%
30-39	21.3%	25.0%
40-49	22.2%	17.8%
50-59	16.3%	16.2%
60 or over	18.7%	12.3%
Refuse to answer	<0.05%	-
Base: All respondents	2 605	505

C. Monthly personal income

Monthly personal income	KMB	NLB
No income	17.4%	20.4%
Less than HK \$10,000	11.3%	6.3%
HK \$10,000-14,999	7.0%	7.7%
HK \$15,000-19,999	17.4%	20.0%
HK \$20,000-29,999	26.7%	28.3%
HK \$30,000-39,999	11.9%	10.1%
HK \$40,000 or above	6.8%	5.1%
Refuse to answer	1.5%	2.0%
Base: All respondents	2 605	505

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

Main purpose of most of the bus trips	KMB	NLB
To or from work	58.4%	49.3%
To or from place of study	7.3%	10.1%
To or from shopping / sports event / other leisure activities	24.5%	34.5%
Visiting relatives / friends	8.2%	4.8%
To or from medical appointments	0.2%	0.8%
See somebody off	<0.05%	-
Take children to or from school	0.3%	0.4%
To or from home (without specifying purpose)	0.3%	-
Others (e.g. to or from volunteer work, to or from church)	0.4%	0.2%
Refuse to answer	0.3%	-
Base: All respondents	2 605	505



Annex 2 Enumeration Results

A. Passenger Opinion Survey on the performance of KMB

(a) Number of eligible cases	3 994
(i) Successful interviews	2 605
(ii) Unsuccessful interviews	421
<i>Half-way drop-out</i>	37
<i>Refusals</i>	384
(iii) Non-contact cases	968
(b) Number of ineligible cases	3 698
Response rate = (i) / (a)	65.2%

B. Passenger Opinion Survey on the performance of NLB

(a) Number of eligible cases	762
(i) Successful interviews	505
(ii) Unsuccessful interviews	257
<i>Half-way drop-out</i>	47
<i>Refusals</i>	210
(b) Number of ineligible cases	36
Response rate = (i) / (a)	66.3%



Annex 3 Coefficient of Variation and 95% Confidence Limits of Estimates of Selected Variables

Percentage of “very satisfied” / “satisfied” passengers	KMB	NLB
Overall quality of service	93.2%	91.3%
Level of comfort of buses	91.1%	89.3%
Facilities on buses	92.4%	96.2%
Passenger information	83.2%	86.3%
Reliability of bus services	84.2%	81.0%
Driving performance of bus drivers	88.3%	91.3%
Service attitude of bus drivers or staff	88.7%	92.7%
Performance of the bus on environmental protection	79.7%	88.1%
Coefficient of variation	KMB	NLB
Overall quality of service	0.5%	1.4%
Level of comfort of buses	0.6%	1.5%
Facilities on buses	0.6%	0.9%
Passenger information	0.9%	1.8%
Reliability of bus services	0.8%	2.2%
Driving performance of bus drivers	0.7%	1.4%
Service attitude of bus drivers or staff	0.7%	1.3%
Performance of the bus on environmental protection	1.0%	1.6%
95% confidence limits	KMB	NLB
Overall quality of service	93.2±1.0%	91.3±2.5%
Level of comfort of buses	91.1±1.1%	89.3±2.7%
Facilities on buses	92.4±1.0%	96.2±1.7%
Passenger information	83.2±1.4%	86.3±3.0%
Reliability of bus services	84.2±1.4%	81.0±3.4%
Driving performance of bus drivers	88.3±1.2%	91.3±2.5%
Service attitude of bus drivers or staff	88.7±1.2%	92.7±2.3%
Performance of the bus on environmental protection	79.7±1.5%	88.1±2.8%

Annex 4a Questionnaire - Passenger Opinion Survey on the performance of KMB

九巴乘客意見調查 (中文版)

【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】

S1. 請問你係唔係 12 歲或以上呢？**【單選】**

係 **【跳到 S2】**

唔係 **【結束訪問】**

S2. 請問你平均一星期會搭幾次「九巴」嘅路線呢？

_____ 次 **【如 1 次或以上，記錄並繼續 S3】**

不乘坐九巴 **【結束訪問】**

一星期少於一次乘坐九巴 **【結束訪問】**

唔知道 **【結束訪問】**

拒絕回答 **【結束訪問】**

S3. 通常你會搭「九巴」嘅邊啲巴士路線呢？

【訪問員查核路線是否「九巴」路線。如有疑問，請再問受訪者。如未能確定屬「九巴」路線，結束訪問】

路線[請註明]: _____ **【繼續 S4】**

唔知道 **【結束訪問】**

拒絕回答 **【結束訪問】**

S4. 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 S5】**

【不讀出】 拒絕回答 **【結束訪問】**

S5. 請問你最近呢幾日／幾個星期有無做過有關「九巴」服務嘅意見調查呢？**【單選】**

無 **【繼續 Q1】**

有 **【結束訪問】**

【不讀出】 拒絕作答 **【結束訪問】**

【讀出】 以下想請你就過往「九巴」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. 對於「九巴」嘅「整體服務質素」，你嘅滿意程度係？**【單選】**

【請說明：「整體服務質素」係指綜合巴士嘅舒適程度、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、「環境保護」方面嘅表現等情況後嘅滿意程度】

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 9

Q2. 對於「九巴」嘅「巴士嘅舒適程度」，你嘅滿意程度係？**【單選】**

【請說明：「巴士嘅舒適程度」係指巴士車廂溫度、清潔、座位等】

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

- Q3. 對於「九巴」「巴士上嘅設施」，你嘅滿意程度係？【單選】
【請說明：「巴士上嘅設施」係指巴士嘅傷殘人士設施、扶手、電鐘、報站系統、關愛座等】

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

- Q4. 對於「九巴」提供嘅「乘客資訊」，你嘅滿意程度係？【單選】
【請說明：「乘客資訊」係指嘅巴士總站、中途站／轉乘站、互聯網、手機應用程式、車廂等地方提供有關巴士路線、車站及收費等嘅資訊】

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. 對於「九巴」「巴士服務嘅可靠性」，你嘅滿意程度係？【單選】
【請說明：「巴士服務嘅可靠性」係指班次準唔準時、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. 對於「九巴」車長嘅「駕駛表現」，你嘅滿意程度係？【單選】
【請說明：車長嘅「駕駛表現」係指車長有無遵守交通燈號同規則、駕駛技術等】

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

- Q7. 對於「九巴」車長或職員嘅「服務態度」，你嘅滿意程度係？【單選】
【請說明：車長或職員嘅「服務態度」係指車長或職員係咪照顧乘客需要、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. 對於「九巴」嘅「環境保護」方面嘅表現，你嘅滿意程度係？【單選】
【請說明：「環境保護」方面嘅表現係指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】

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

Q9. 請問你乘搭「九巴」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。



Passenger Opinion Survey on the performance of KMB (English version)

【Introduction】 Hello! My name is ____, 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】

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

Yes **【Go to S2】**

No **【Terminate】**

S2. On average, how often do you ride on any route of KMB in a week?

_____ trip(s)/ week **【If once or more per week, go to S3】**

Do not take KMB **【Terminate】**

Less than once a week **【Terminate】**

Don't know **【Terminate】**

Refuse to answer **【Terminate】**

S3. Which KMB bus route(s) do you usually take?

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

Bus route number(s): _____ **【Go to S4】**

Don't know **【Terminate】**

Refuse to answer **【Terminate】**

S4. 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 S5】**

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

S5. Have you participated in any survey about the service standard of buses of KMB in the past few days/ weeks? **【SA】**

Yes **【Go to Q1】**

No **【Terminate】**

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

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

Q1. What is your satisfaction level with the “overall service quality” of KMB? **【SA】**

【Please explain: “overall service quality” refers to the satisfaction level having considered the comfort of buses, facilities on buses, passenger information, reliability of bus service, driving performance of bus drivers, service attitude of bus drivers or staff, performance on environmental protection, etc.】

Very satisfied

Satisfied

Dissatisfied

Very dissatisfied



【Do not read out】 No comment

【Do not read out】 Refuse to answer

Q2. What is your satisfaction level with the “comfort of buses” of KMB? **【SA】**

【Please explain: “comfort of buses” refers to the temperature on board, cleanliness, seats, etc.】

Very satisfied

Satisfied

Dissatisfied

Very dissatisfied

【Do not read out】 No comment

【Do not read out】 Refuse to answer

Q3. What is your satisfaction level with the “facilities on buses” of KMB? **【SA】**

【Please explain: “facilities on buses” refers to the facilities for people with disabilities, handrail, bell, bus stop announcement system, priority seats, etc.】

Very satisfied

Satisfied

Dissatisfied

Very dissatisfied

【Do not read out】 No comment

【Do not read out】 Refuse to answer

Q4. What is your satisfaction level with the “passenger information” provided by KMB? **【SA】**

【Please explain: “passenger information” refers to the bus route, bus stop and fare information provided in bus termini, bus stops, bus interchanges, internet, mobile application, bus compartment, etc.】

Very satisfied

Satisfied

Dissatisfied

Very dissatisfied

【Do not read out】 No comment

【Do not read out】 Refuse to answer

Q5. What is your satisfaction level with the “reliability of bus service” of KMB? **【SA】**

【Please explain: “reliability of bus service” refers to the adherence to schedule, regularity of bus service, 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. What is your satisfaction level with the “driving performance” of KMB’s drivers? **【SA】**

【Please explain: “driving performance of drivers” refers to the drivers’ adherence to traffic signals and regulations, driving skills, etc.】

Very satisfied

Satisfied

Dissatisfied

Very dissatisfied

【Do not read out】 No comment

【Do not read out】 Refuse to answer



- Q7. What is your satisfaction level with the “service attitude” of KMB’s drivers or staff? **【SA】**
【Please explain: “service attitude of drivers or staff” refers to whether they have taken care of passengers’ needs, whether they are polite and friendly, etc.】
 Very satisfied
 Satisfied
 Dissatisfied
 Very dissatisfied
【Do not read out】 No comment
【Do not read out】 Refuse to answer
- Q8. What is your satisfaction level with the “performance on environmental protection” of KMB? **【SA】**
【Please explain: “performance on environmental protection” refers to whether they have reduced the emission of buses, whether they have used electric buses or newer environmentally friendly (including Euro V or VI), etc.】
 Very satisfied
 Satisfied
 Dissatisfied
 Very dissatisfied
【Do not read out】 No comment
【Do not read out】 Refuse to answer
- Q9. What is your main purpose of taking KMB? **【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.

Annex 4b Questionnaire - Passenger Opinion Survey on the performance of NLB

嶼巴乘客意見調查 (中文版)

【訪問員記錄】

- S1. 路線：_____
- S2. 方向（往）：_____
- S3. 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。

- S4. 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 S5】
唔係.....【結束訪問】

- S5. 【示唔】請問你本人或者屋企人現時或者過去一年有冇喺以下嘅行業工作呢？

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 S6】
【不顯示】拒絕作答.....【結束訪問】

- S6. 請問你最近呢幾日／幾個星期有無做過有關新大嶼山巴士（一九七三）有限公司（「嶼巴」）服務嘅意見調查呢？【單選】

無【繼續 Q1】
有【結束訪問】
【不讀出】拒絕作答.....【結束訪問】

【讀出】以下想請你就過往「嶼巴」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. 【示唔】對於「嶼巴」嘅「整體服務質素」，你嘅滿意程度係？【單選】

【請說明：「整體服務質素」係指綜合巴士嘅舒適程度、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、「環境保護」方面嘅表現等情況後嘅滿意程度】

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. 【示唔】對於「嶼巴」「巴士嘅舒適程度」，你嘅滿意程度係？【單選】

【請說明：「巴士嘅舒適程度」係指巴士車廂溫度、清潔、座位等】

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

- Q3. 【示唔】對於「嶼巴」「巴士上嘅設施」，你嘅滿意程度係？【單選】



【請說明：「巴士上嘅設施」係指巴士嘅傷殘人士設施、扶手、電鐘、報站系統、關愛座等】

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

Q4. **【示咭】**對於「嶼巴」提供嘅「乘客資訊」，你嘅滿意程度係？**【單選】**

【請說明：「乘客資訊」係指喺巴士總站、中途站／轉乘站、互聯網、手機應用程式、車廂等地方提供有關巴士路線、車站及收費等嘅資訊】

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】**對於「嶼巴」「巴士服務嘅可靠性」，你嘅滿意程度係？**【單選】**

【請說明：「巴士服務嘅可靠性」係指班次準唔準時、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】**對於「嶼巴」車長嘅「駕駛表現」，你嘅滿意程度係？**【單選】**

【請說明：車長嘅「駕駛表現」係指車長有無遵守交通燈號同規則、駕駛技術等】

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

Q7. **【示咭】**對於「嶼巴」車長或職員嘅「服務態度」，你嘅滿意程度係？**【單選】**

【請說明：車長或職員嘅「服務態度」係指車長或職員係咪照顧乘客需要、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】**對於「嶼巴」嘅「環境保護」方面嘅表現，你嘅滿意程度係？**【單選】**

【請說明：「環境保護」方面嘅表現係指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】

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

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「嶼巴」嘅路線呢？【記錄及單選】

_____日
_____星期
_____月
_____年

第一次搭「嶼巴」嘅巴士

【不讀出】拒絕回答

Q11. 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

Q12. 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

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。



Passenger Opinion Survey on the performance of NLB (English version)

【Interviewer to record】

- S1. Bus route: _____
- S2. Direction (heading towards): _____
- S3. Time board on bus: _____ (24-hour format)

【Introduction】 Hello! My name is _____, **【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.

- S4. 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 S5】**

No **【Terminate】**

- S5. **【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 S6】**

【Do not display】 Refuse to answer **【Terminate】**

- S6. Have you participated in any survey about the service standard of buses of NLB in the past few days/ weeks?

【SA】

Yes..... **【Go to Q1】**

No **【Terminate】**

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

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

- Q1. **【Showcard】** What is your satisfaction level with the “overall service quality” of NLB? **【SA】**

【Please explain: “overall service quality” refers to the satisfaction level having considered the comfort of buses, facilities on buses, passenger information, reliability of bus service, driving performance of bus drivers, service attitude of bus drivers or staff, performance on environmental protection, etc.】

Very satisfied

Satisfied

Dissatisfied

Very dissatisfied

【Do not show】 No comment

【Do not show】 Refuse to answer

- Q2. **【Showcard】** What is your satisfaction level with the “comfort of buses” of NLB? **【SA】**

【Please explain: “comfort of buses” refers to the temperature on board, cleanliness, seats, etc.】

Very satisfied

Satisfied



Dissatisfied
 Very dissatisfied
【Do not show】 No comment
【Do not show】 Refuse to answer

Q3. **【Showcard】** What is your satisfaction level with the “facilities on buses” of NLB? **【SA】**

【Please explain: “facilities on buses” refers to the facilities for people with disabilities, handrail, bell, bus stop announcement system, priority seats, etc.】

Very satisfied
 Satisfied
 Dissatisfied
 Very dissatisfied
【Do not show】 No comment
【Do not show】 Refuse to answer

Q4. **【Showcard】** What is your satisfaction level with the “passenger information” provided by NLB? **【SA】**

【Please explain: “passenger information” refers to the bus route, bus stop and fare information provided in bus termini, bus stops, bus interchanges, internet, mobile application, bus compartment, etc.】

Very satisfied
 Satisfied
 Dissatisfied
 Very dissatisfied
【Do not show】 No comment
【Do not show】 Refuse to answer

Q5. **【Showcard】** What is your satisfaction level with the “reliability of bus service” of NLB? **【SA】**

【Please explain: “reliability of bus service” refers to the adherence to schedule, regularity of bus service, 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】** What is your satisfaction level with the “driving performance” of NLB’s drivers? **【SA】**

【Please explain: “driving performance of drivers” refers to the drivers’ adherence to traffic signals and regulations, driving skills, etc.】

Very satisfied
 Satisfied
 Dissatisfied
 Very dissatisfied
【Do not show】 No comment
【Do not show】 Refuse to answer

Q7. **【Showcard】** What is your satisfaction level with the “service attitude” of NLB’s drivers or staff? **【SA】**

【Please explain: “service attitude of drivers or staff” refers to whether they have taken care of passengers’ needs, whether they are polite and friendly, etc.】

Very satisfied
 Satisfied



Dissatisfied
 Very dissatisfied
【Do not show】 No comment
【Do not show】 Refuse to answer

Q8. **【Showcard】** What is your satisfaction level with the “performance on environmental protection” of NLB?
【SA】

【Please explain: “performance on environmental protection” refers to whether they have reduced the emission of buses, whether they have used electric buses or newer environmentally friendly (including Euro V or VI), etc.】

Very satisfied
 Satisfied
 Dissatisfied
 Very dissatisfied
【Do not show】 No comment
【Do not show】 Refuse to answer

Q9. **【Showcard】** 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 show】 Refuse to answer

Q10. On average, how often do you ride on any route of NLB?
 _____ trip(s) per _____ day / week / month / year
 First time passenger
【Do not show】 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 show】 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 show】 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.