

A Study On the perception of LAHORE METRO BUS SERVICE (LMBS)



January 03-04, 2013

Survey Methodology

Period :January 03-04, 2013

Survey Type : In-person with commuters traveling from Gajjumatta to Shahdra

Eligibility : Age 18+.

Total Respondents : N = 1081

Total Locations: 27

Response Rate : Slightly over 93%

Margin of Error : Not more than $\pm 3\%$ Overall with 95% confidence level

- Data was collected by the dedicated team of enumerators of Institute for Public Opinion Research
- The systematic random sampling was used on the identified locations (all 27 Bus stops).
- In each location a cluster of 40 interviews were conducted, adopting a pattern of equal time intervals with 20 minutes separation in two days between the working hours of the day (9 am to 5 pm).
- Interview teams were comprised of both of males and females; the female respondents were interviewed by female interviewers and male respondents by male interviewers.
- Figures in charts and tables may not sum to 100 percent due to rounding error.

Survey Demographics

Male 90% / Female 10%

Age

≤25	50%
26-40	30%
41-50	13%
50+	07%

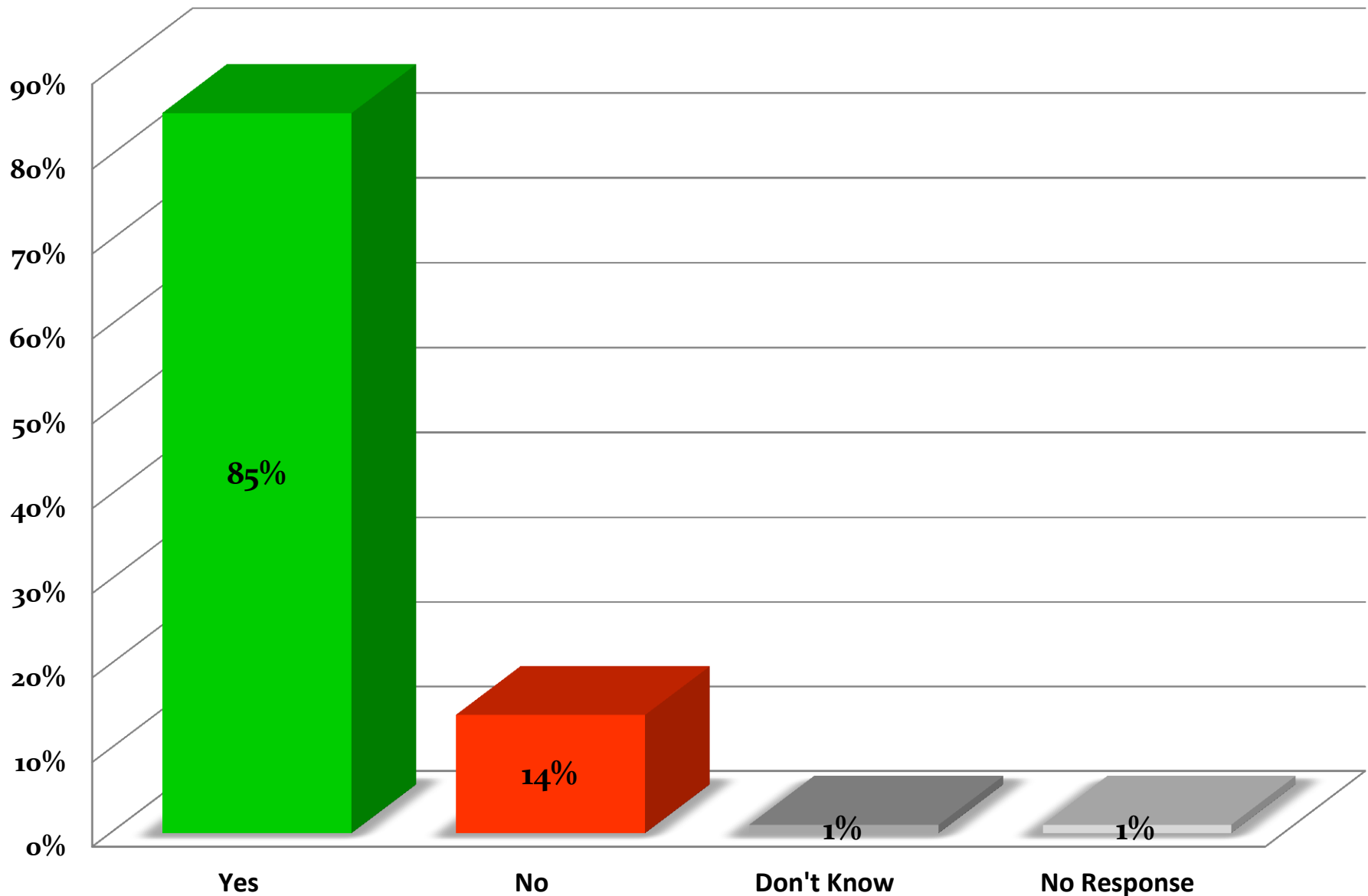
Education

Illiterate	11%
Primary	03%
Middle	15%
Matric	26%
Intermediate	23%
Graduate	15%
Masters/Professional	07%

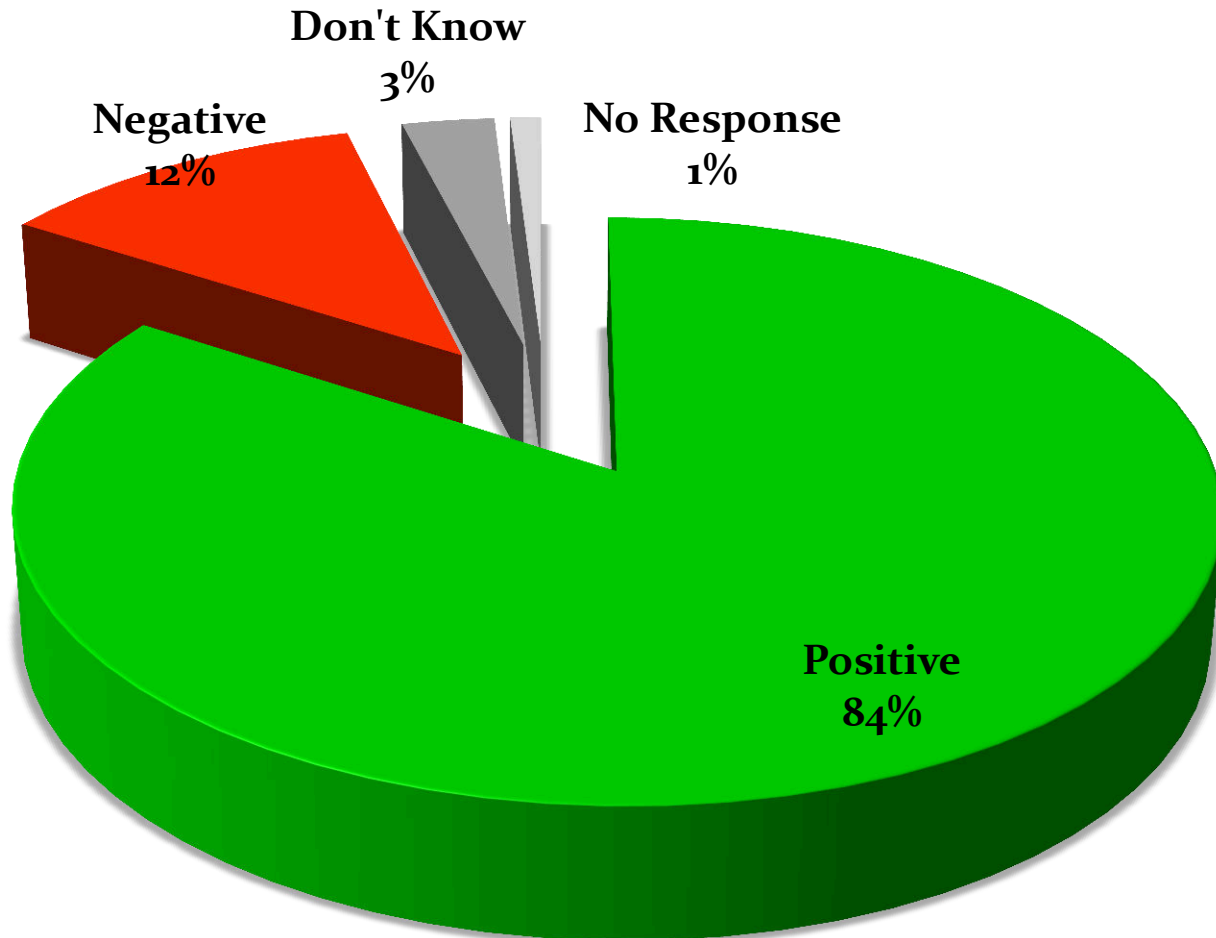
Occupation

1. Shopkeeper	12%
2. Business or Trade (except shop keeping)	03%
3. Government servant	13%
4. Employment in the private sector	29%
5. Manual worker or labor	09%
6. Unemployed	07%
7. Professionals (Self Employed or In Service)	06%
8. Students	15%
9. Household Woman	02%
10. Other	04%

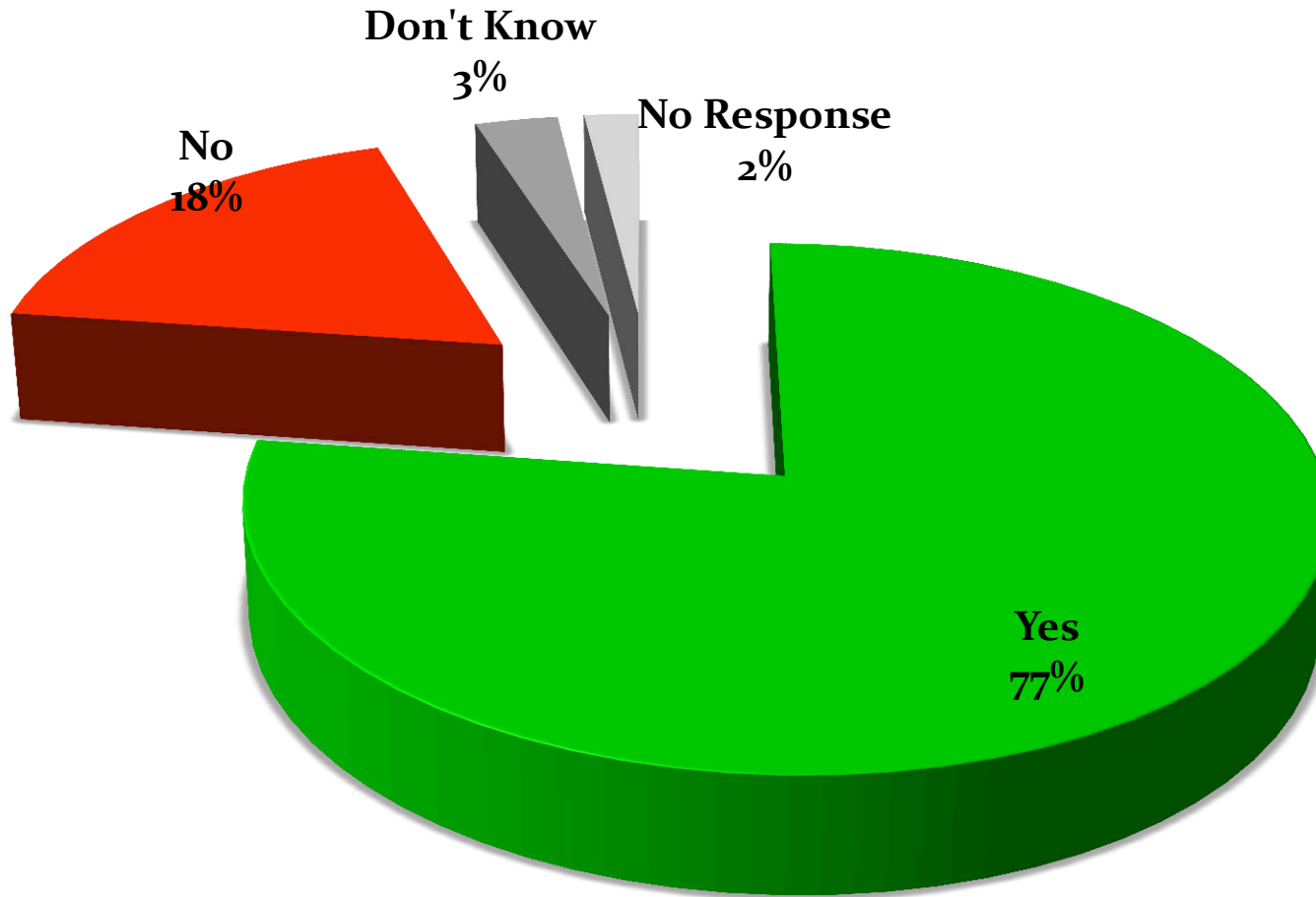
Do you think there are lack of transportation facilities in the city of Lahore?



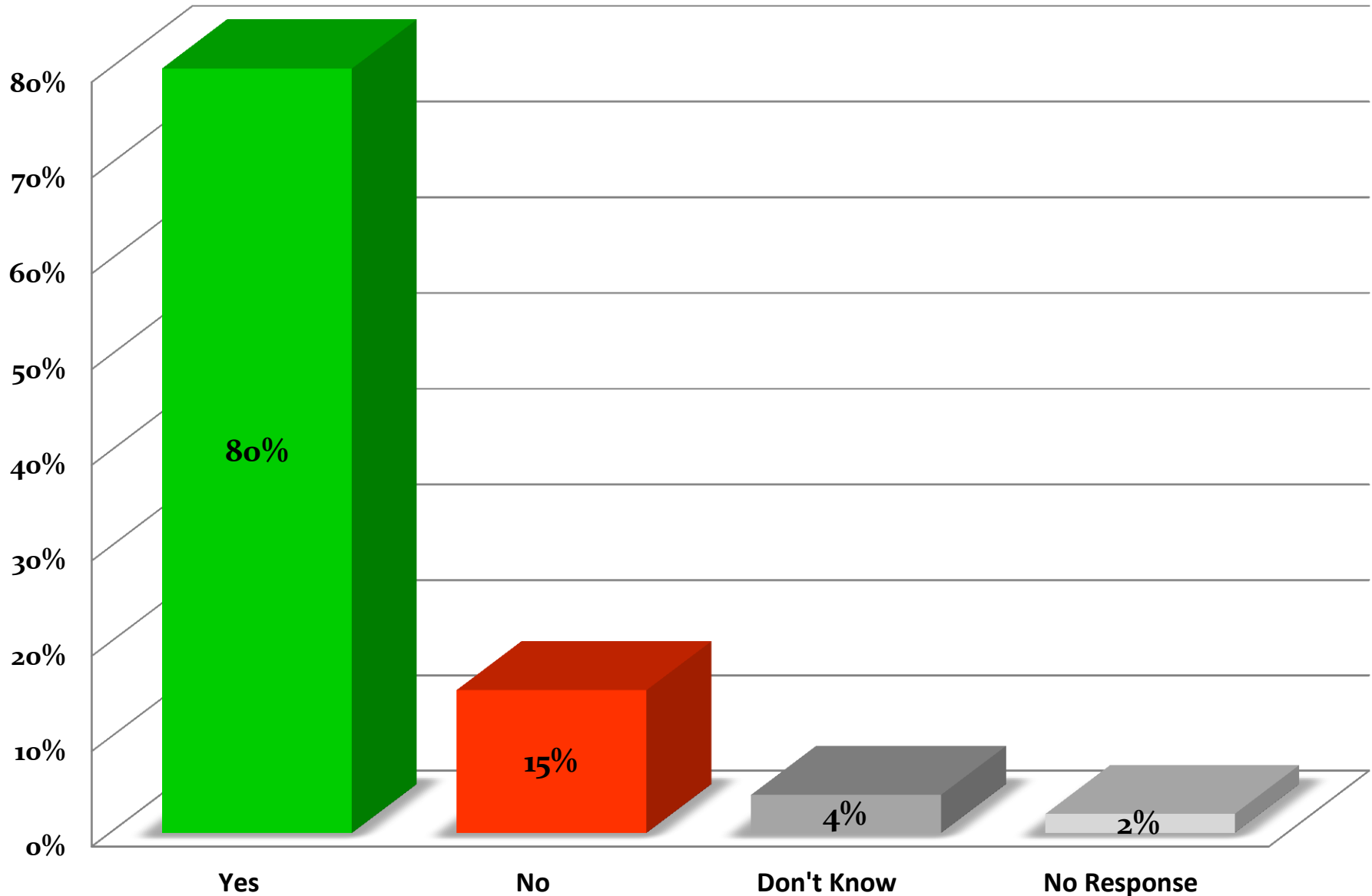
In general, do you have a positive or negative opinion of the usefulness of Lahore Metro Bus Service being built?



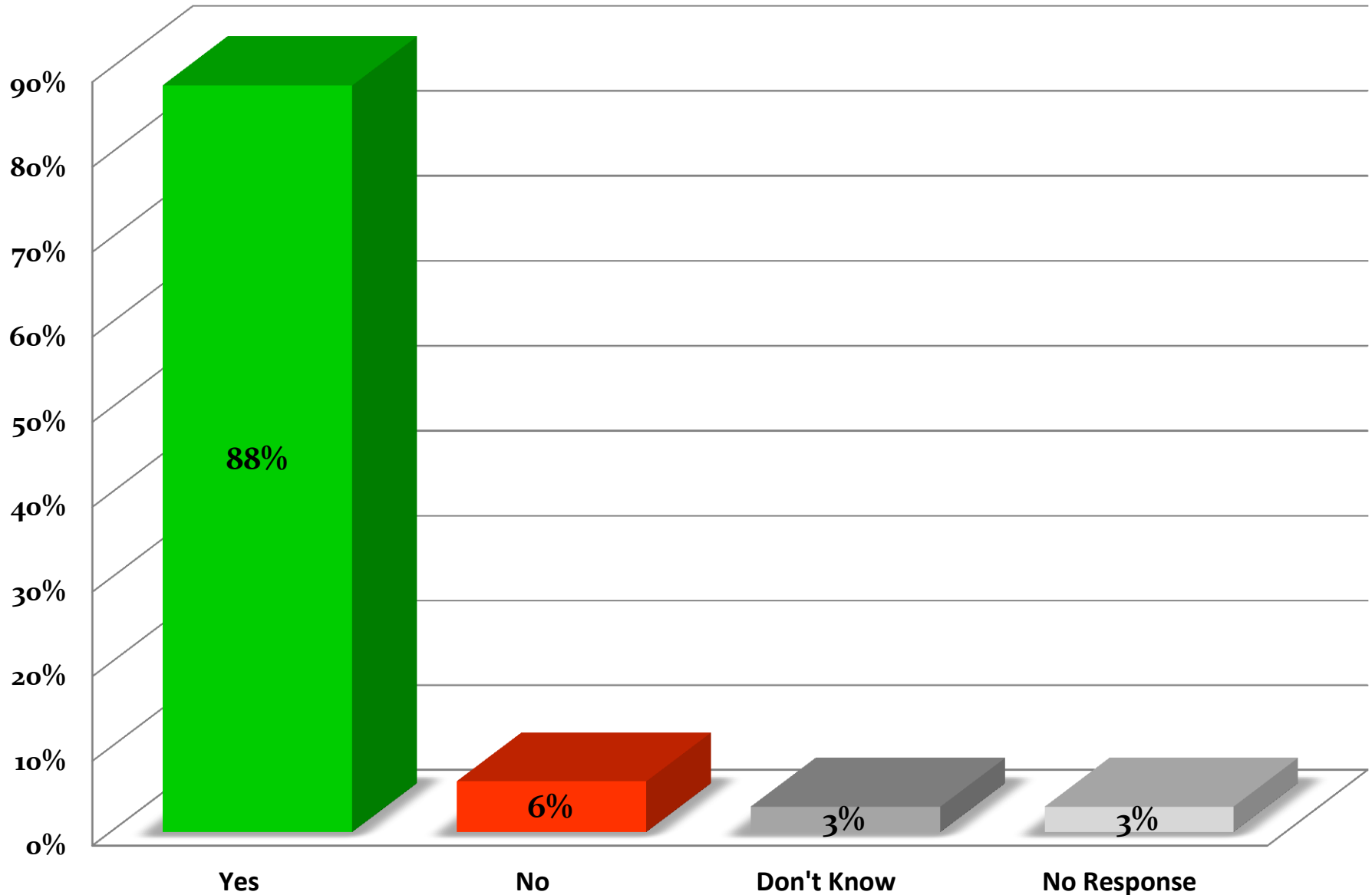
Do you think Lahore Metro Bus Service will help in reducing traffic congestion in the city?



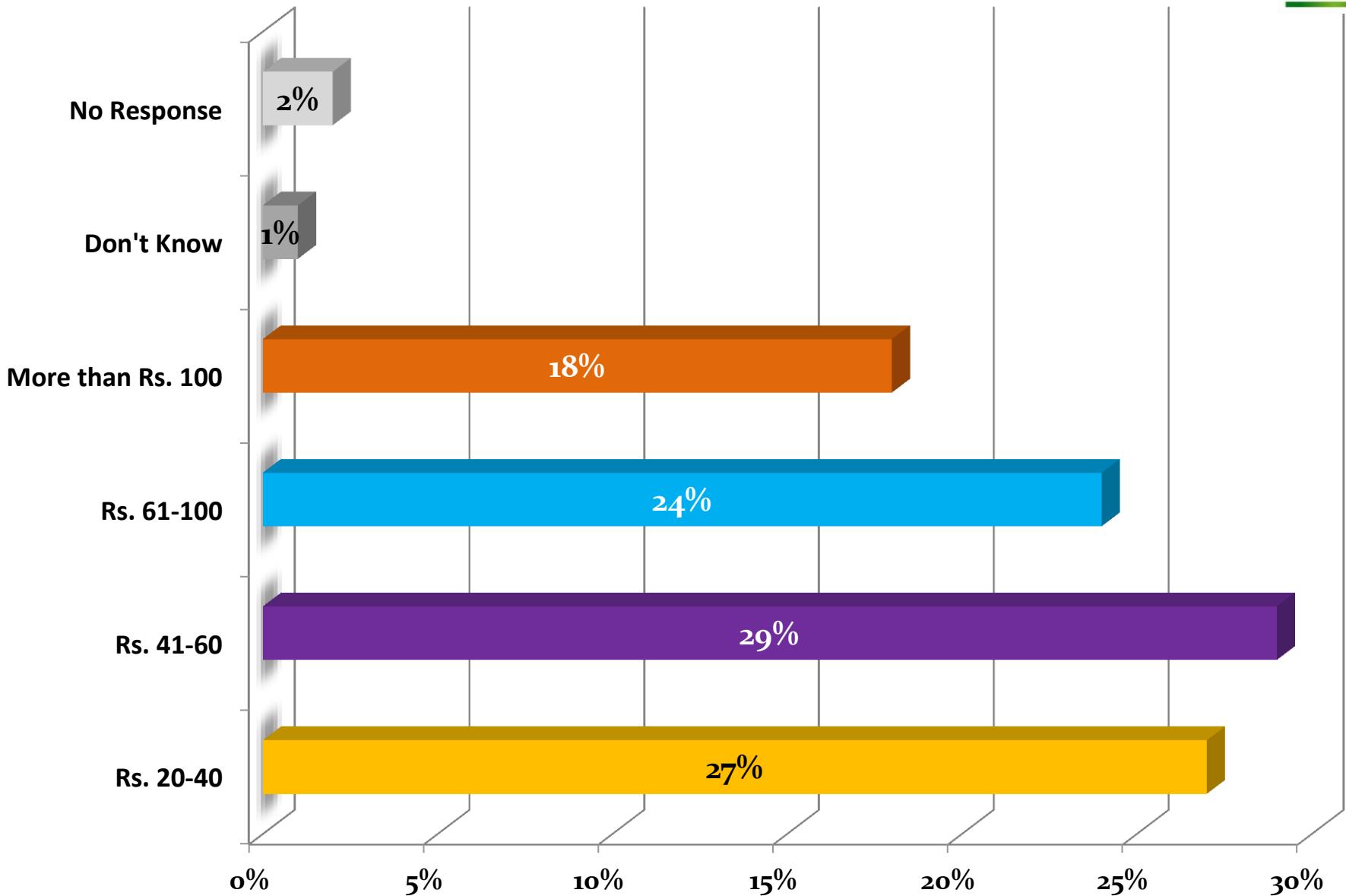
Do you think Lahore Metro Bus Service will provide you more choices for you to get to and from places throughout its route?



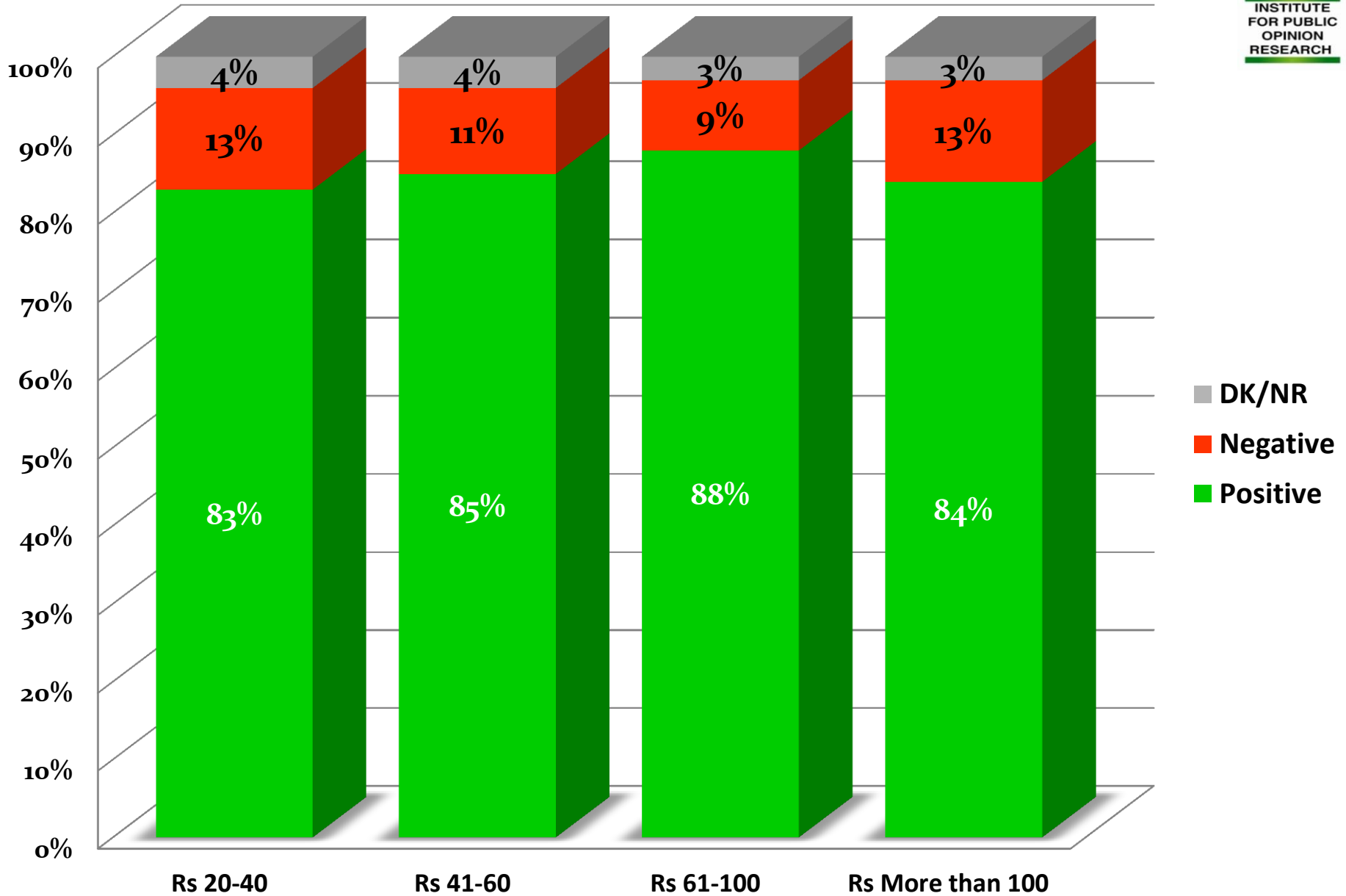
Do you think Lahore Metro Bus Service will make it more convenient for you to get around the different places in the city?



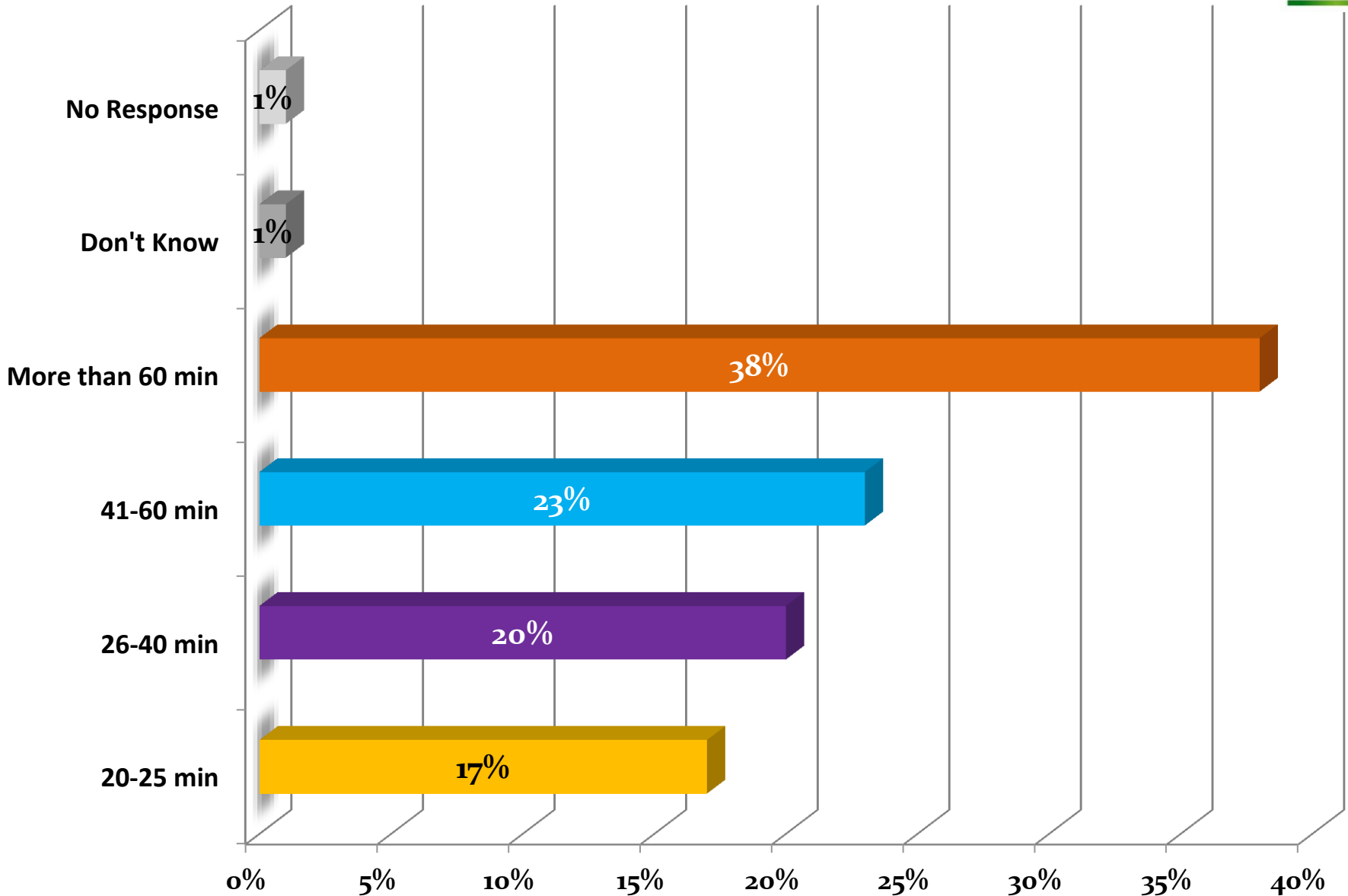
What is the normal fare you spend each day to get around the city or from your home to work?



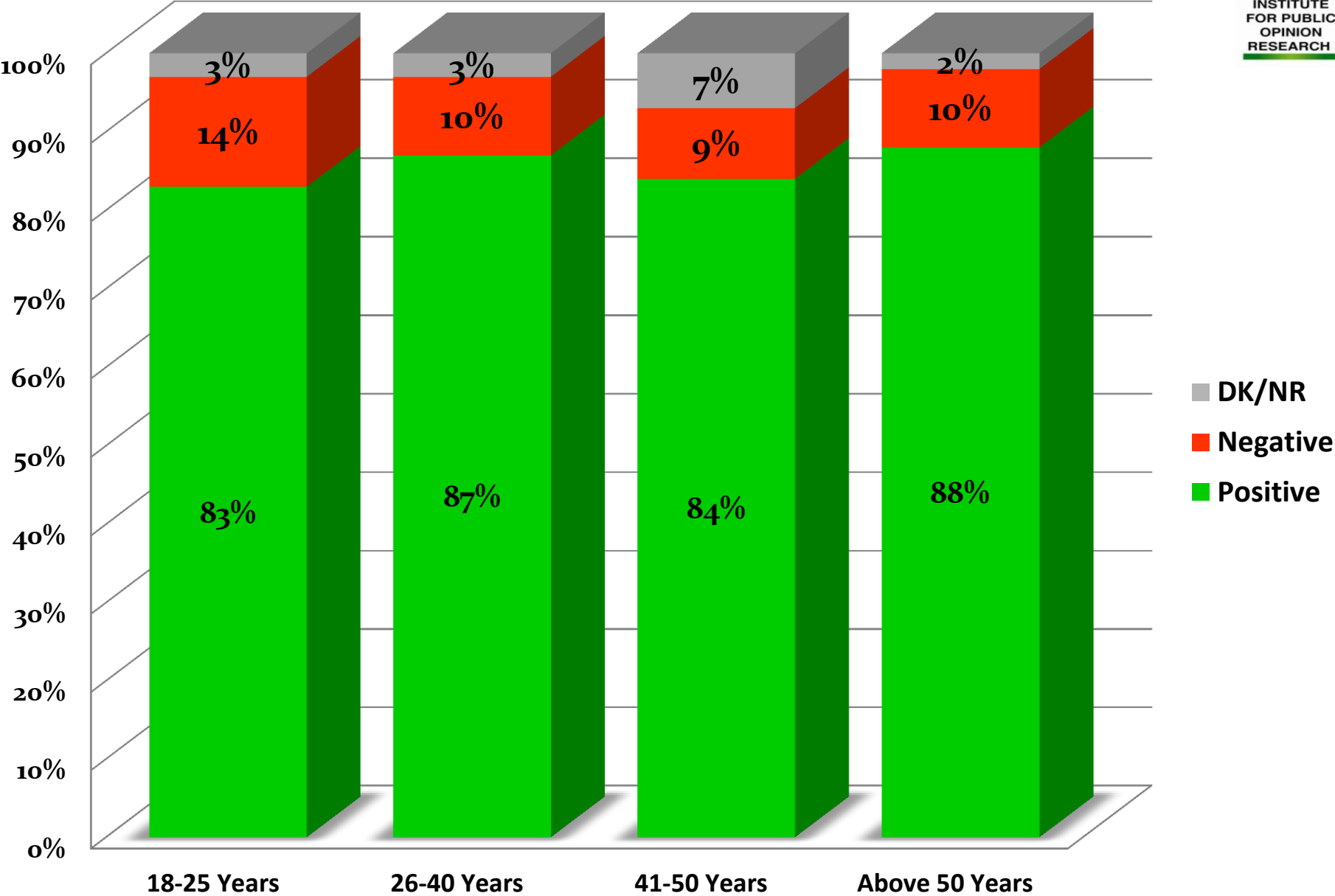
Normal fare Vs. favorable impression



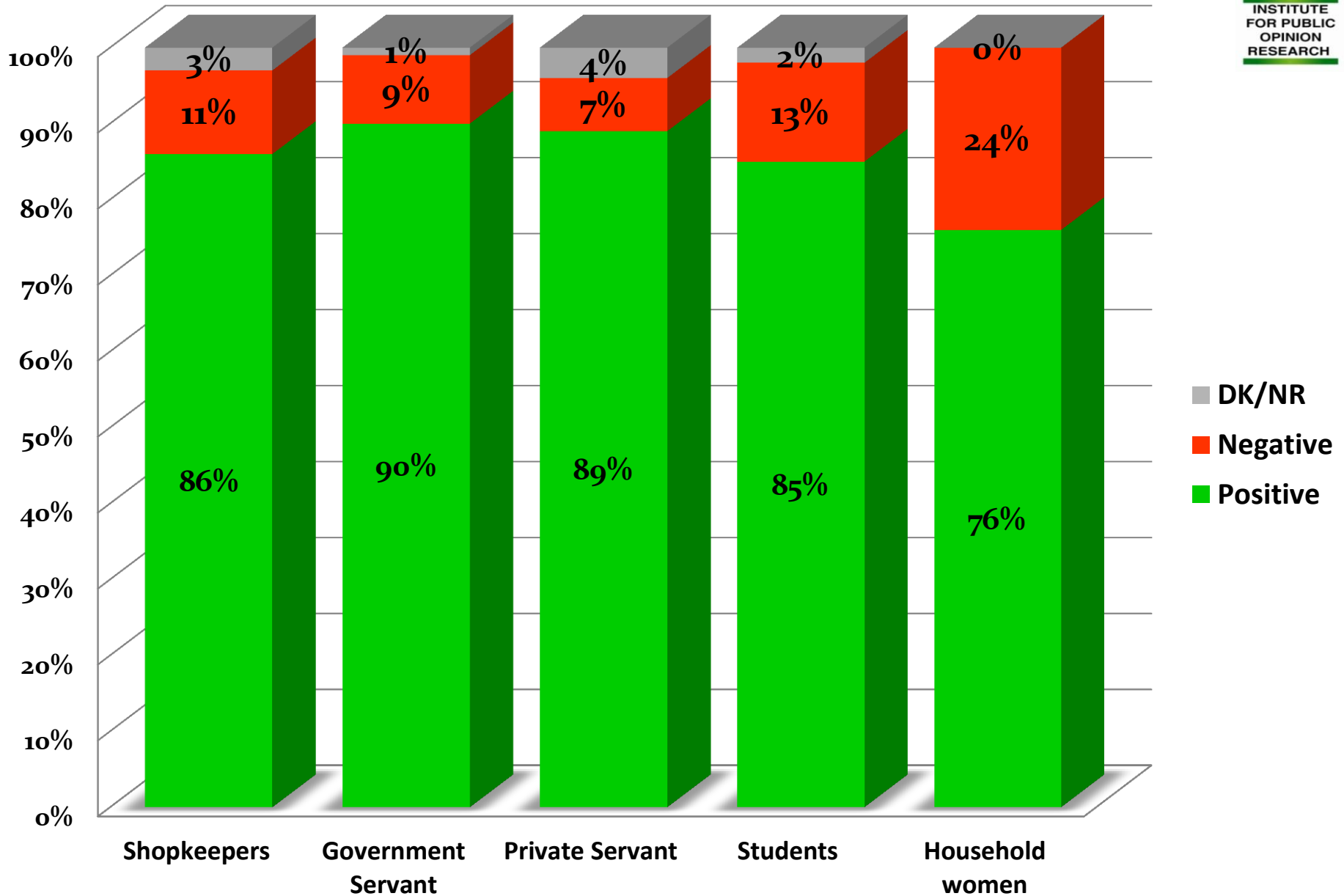
How much average time it usually takes you to go to your workplace or get to your destination each day?



Negative or Positive Opinion of LMBS by Age group



Negative or Positive Opinion of LMBS by Occupation



From what source do you get your news?

