



# NTA Mystery Shops Dublin Bus Quarter 1 2018

41300195



# Outline of Presentation

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- Background to Research
- Section 1: Stop Maintenance Performance (SI)
- Section 2: Customer Information Performance (CI)
- Section 3: Bus Equipment Performance - E.1
- Section 4: Cleanliness Performance - C.1: Bus Cleanliness
- Section 5: Bus Driver Performance - D.1

# Background to Research



This research programme monitors service, quality and compliance with contractual Dublin Bus requirements through “mystery shopping” surveys, to measure key aspects of service delivery. This mystery shopping programme was designed to provide robust and actionable data to the National Transport Authority to measure the overall service performance of Dublin Bus through the eyes of its ‘customers’.



196 mystery shops were conducted during Quarter 1 with mystery shoppers acting as passengers while waiting for and on board selected Dublin Bus routes around the city. A broad spread of bus routes were covered across different days of the week and times of the day. 6 Dublin Bus Head Office interviews were also completed and included in Quarter 1 data.



The mystery shops were carried out by trained Kantar Millward Brown interviewers, following an initial pilot and briefing session. These interviewers use portable HAPI (HandHeld Personal Interviewing) devices which enable both discreet and effective captures of location, bus and driver details at stops, when boarding, on board and after alighting buses.



Quarter 1 2018: 1<sup>st</sup> January – 25<sup>th</sup> March 2018



We have used the following symbols to indicate significant differences versus previous quarter i.e. Qtr 4 Oct – Dec 2017<sub>Q4</sub> or year on year changes for same quarter last year i.e. Qtr 1 Jan – Mar 2017<sub>Q1</sub>



# Section 1: Stop Maintenance Performance



# Advertising on Shelter of Bus Stop: Almost all interviewers saw no signs of commercial advertising present on the bus stop poles

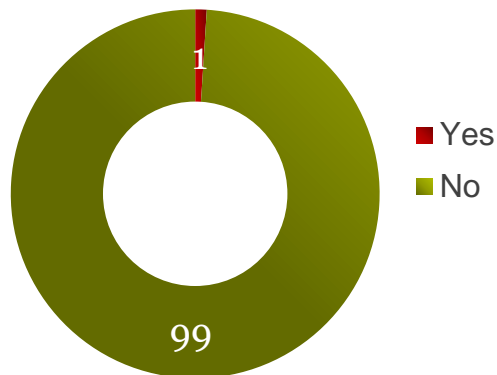
Base: (133) IF YES TO BUS STOP POLE AND FLAG Q29

Q1 2018

69% observed a Bus Stop Pole & Flag

Q38 Third Party Commercial Advertising on Bus Stop Pole

(133)  
%



↕ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

Q37 Is there additional commercial advertising on the shelter glass outside the designated advertising or travel information and timetable panels? (Acceptable advertising must be in a "Case" or Side Panel and not just pasted on shelter)

Q38 Are there any third party commercial advertisements or notices (excluding graffiti, stickers, or bus operator related advertisements) on the operator's bus pole?

# Bus Shelters: Just under 9 in 10 interviewers found the bus stop poles & shelters to be in good condition, with a further 1 in 10 reporting signs of moderate damage. Bus shelters were thought to be in good condition by almost all interviewers.

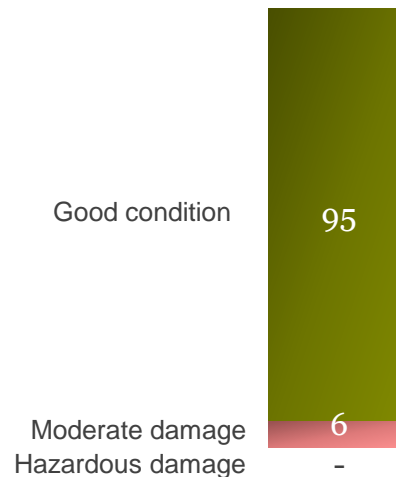
Base: (87), IF YES TO BUS SHELTER Q30/1, (133) IF YES TO BUS STOP POLE AND FLAG Q29/1

## Q1 2018

**Q29b Condition of the Bus Pole (133)**  
%



**Q31 Condition of the Bus Shelter (87)**  
%



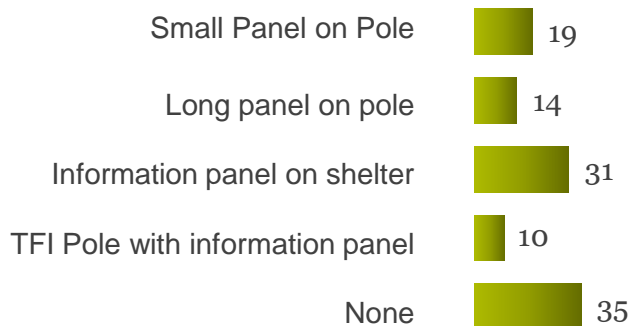
↕ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

# Information Display: 2 in 3 interviewers saw an information display present at the bus stop. Of these, most felt that they were fully legible and clean with minimal instances of damage reported

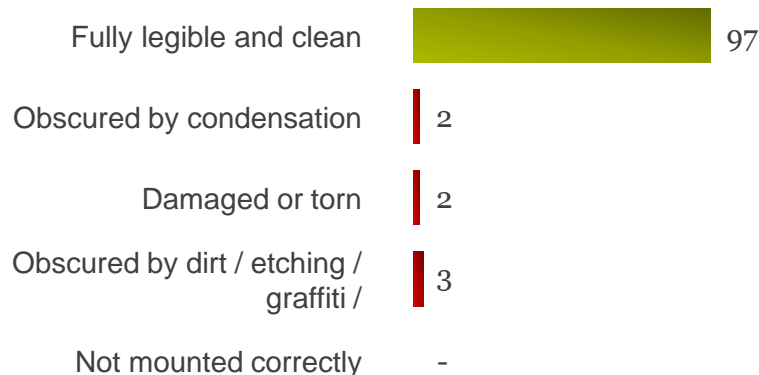
Base: (191), IF POLE OR SHELTER AT Q28C

## Q1 2018

**Q28d\* Information Display**  
 (191)  
 %

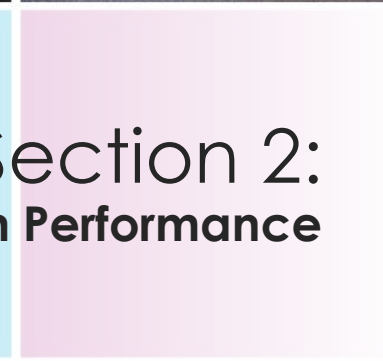
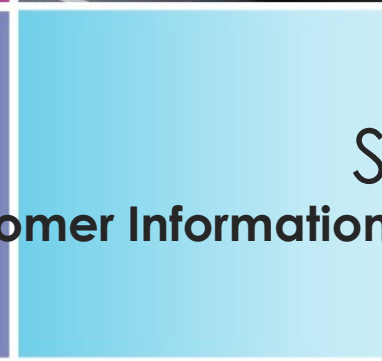


**Q28e\* Condition of Display**  
 (125)  
 %



↕↗ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

\* New for Q1 2018



## Section 2: Customer Information Performance

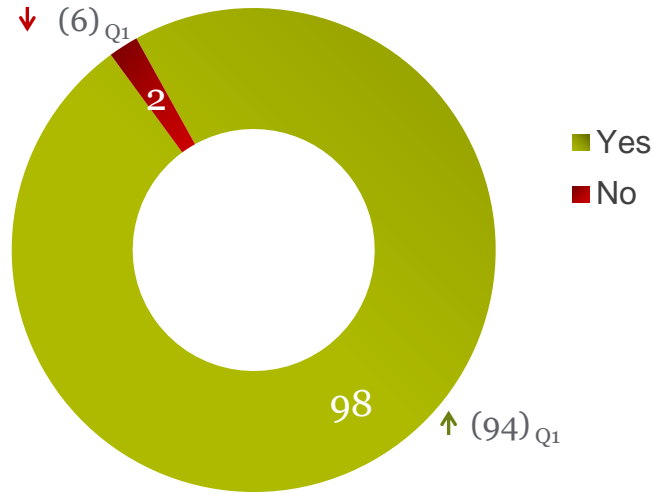




# Fares: Nearly all interviewers found the fares were displayed clearly at the entrance to the bus; a significant improvement versus last year

Base: (196)

**Q1 2018**  
**Q50 Were the Fares Displayed Clearly at the Entrance?**  
(196)  
%



↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

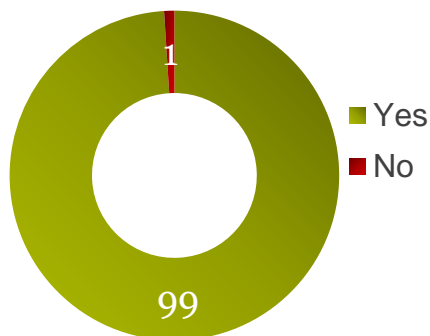
**Timetable:** Almost all interviewers saw a bus stop number visible on the bus stop flag. 3 in 5 saw both printed timetables and timetables with operative dates present at the bus stop.

Base: IF YES TO BUS STOP POLE AND FLAG Q29/1 OR BUS SHELTER Q30/1, IF YES TO PRINTED TIMETABLE Q34/1

## Q1 2018

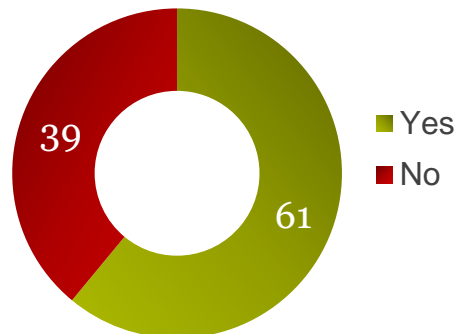
Q32 Bus Stop Number Visible

(192)  
%



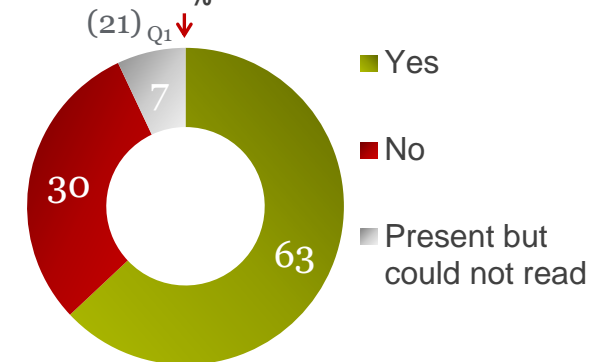
Q34 Printed Timetable Present

(133)  
%



Q36 Operative Date Present

(81)  
%

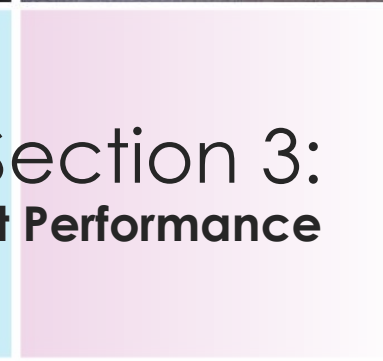


↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

Q32 Is the bus stop number visible on the bus stop flag? This is an up to 4 digit number

Q34 Is there a printed timetable, for the route you are using, on display at the bus stop

Q36 Is there an "Operative Date" (Dublin Bus) or "Valid From" date written on the timetable? Interviewer note: can be very small print



## Section 3: Bus Equipment Performance



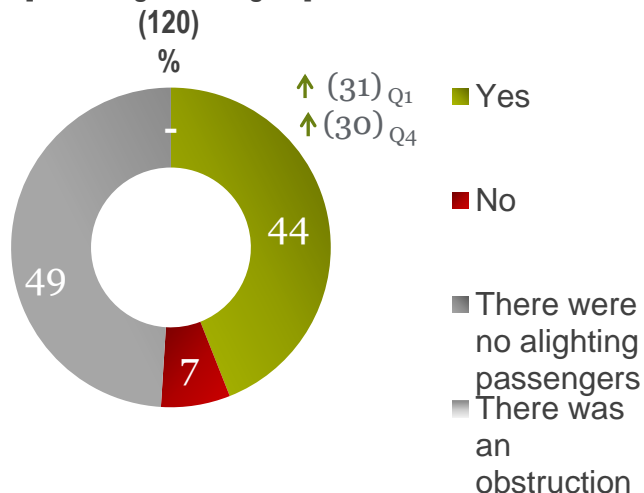
**When Getting on the Bus:** Upon boarding the bus, over 2 in 5 interviewers reported seeing the centre doors opening, a significant improvement both versus last quarter and last year; however just under half reported that there were no alighting passengers during their journey. 3 in 4 noted the centre doors opening when alighting the bus, significantly improved both versus last quarter and last year.

Base: (120), IF YES TO CENTRE DOORS Q63

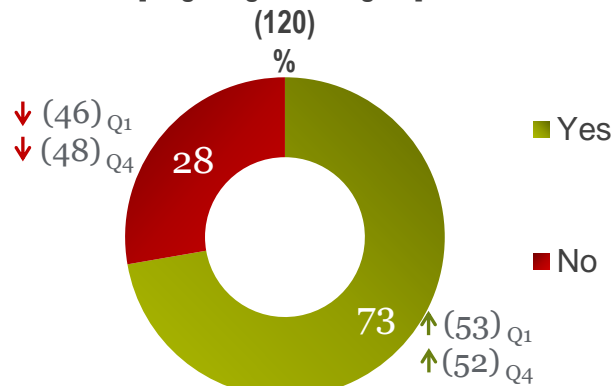
## Q1 2018

61% assessed buses with centre doors

**Q64 Did the Driver Open the Centre Doors?\***  
[Boarding Passengers]



**Q91 Centre Doors Open for Passengers\***  
[Alighting Passengers]



↕↗ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

\*Interviewer instructions updated in Q1 2018

# On Board Displays/Announcements: Almost all interviewees found the electronic displays were working correctly, a significant improvement versus last year. There has also been a significant improvement versus last quarter in reports of automatic next stop announcements working correctly

Base: (196)

## Q1 2018

**Q80 Electronic Displays for Next Stop Working**  
%

Yes - was working correctly

96 ↑(88)<sub>Q1</sub>

Working but was not providing correct information  
Display was turned off or not working  
Could not see a display

1  
3 ↓ (9)<sub>Q1</sub>

**Q81 Automatic Next Stop Announcement Working**  
%

Yes - working and volume was correct

94 ↑(82)<sub>Q4</sub>

Yes - working but too loud  
Yes - working but too quiet  
No - was not working  
None on the bus

1  
4 ↓ (12)<sub>Q4</sub>  
1  
↓ (5)<sub>Q1</sub> (4)<sub>Q4</sub>

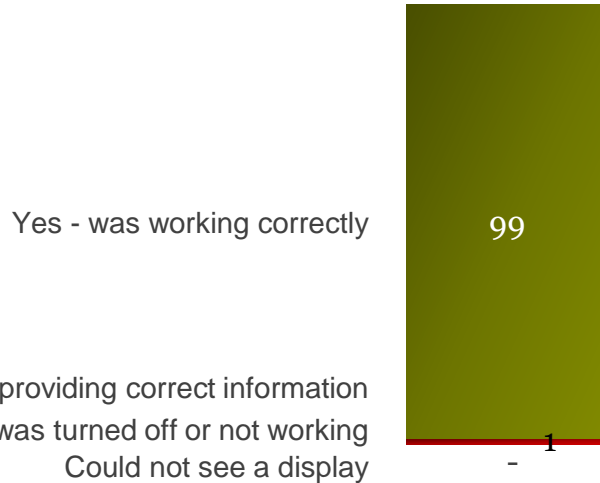
↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

**On Board Displays/Announcements:** Almost all interviewers who could see a display found that it was working correctly. Over 9 in 10 found the next stop announcement was working correctly, a significant improvement versus last quarter, while those who found the announcement was either too quiet or not working are in decline

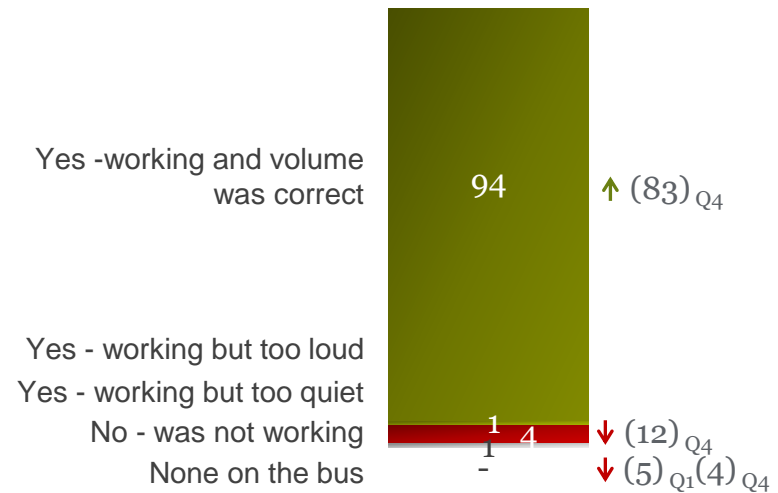
Base: (191), ALL WHO COULD SEE A DISPLAY / HEAR AN ANNOUNCEMENT

## Q1 2018

**Q80\* Electronic Displays for Next Stop Working**  
%



**Q81\* Automatic Next Stop Announcement Working**  
%



↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

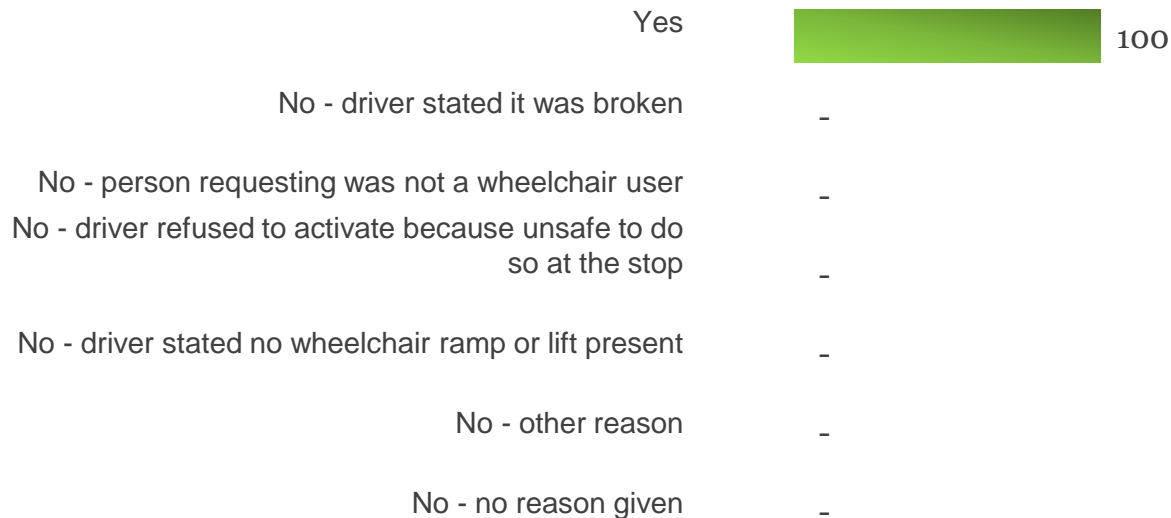
\* Question rebased off those who could see a display / hear an announcement

# Wheelchair Ramp/Lift: For the one interviewer who saw a wheelchair ramp requested, they found that it was activated upon request

Base: (1) If yes to WHEELCHAIR RAMP OR LIFT REQUEST Q105/1

## Q1 2018

### Q106 Wheelchair Ramp/ Lift Activated Upon Request (1) %

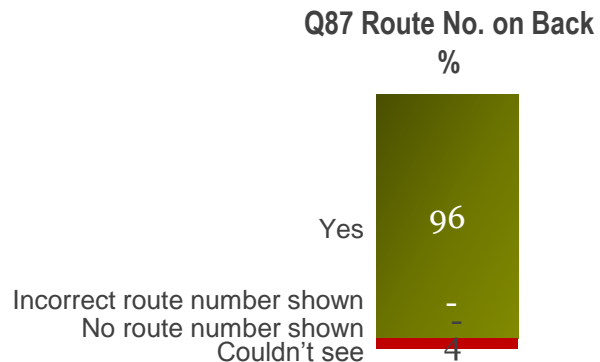
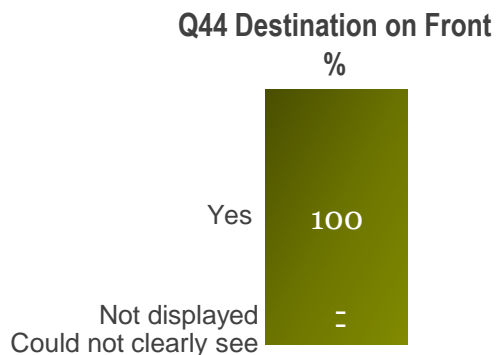
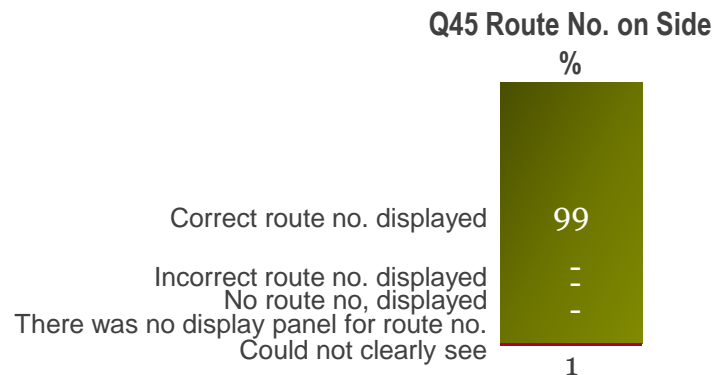
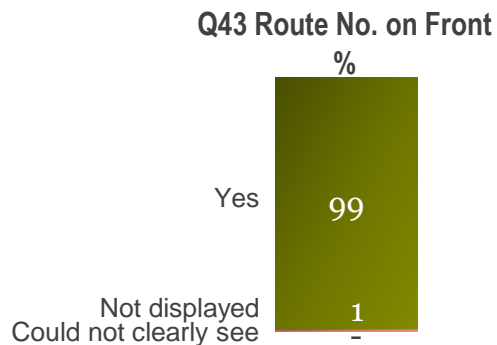


↕↗ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

# Route Number and Destination Visible: Almost all interviewers found both the route numbers & destinations to be clearly visible on all sides of the bus.

Base: (196)

Q1 2018



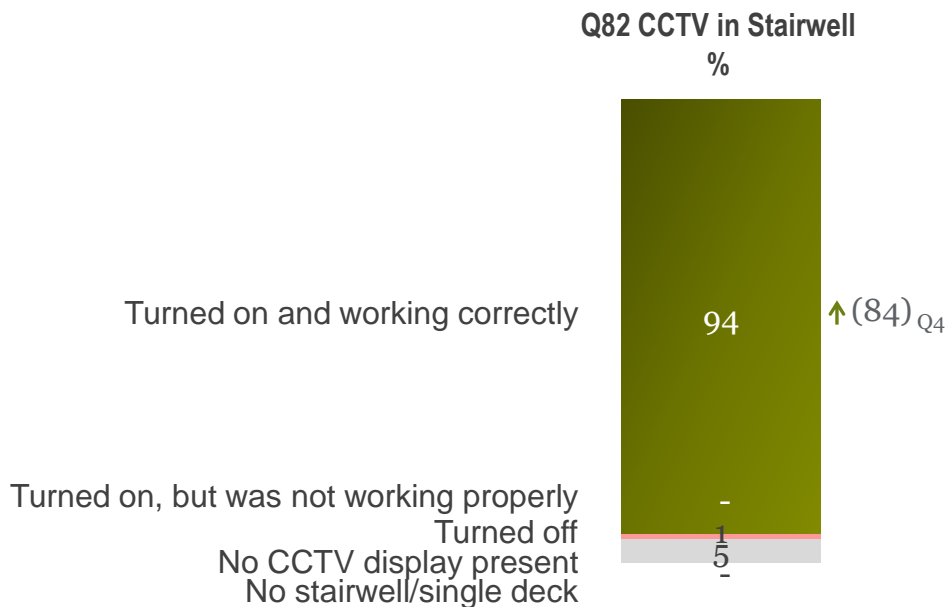
↓↑ = Statistically significant differences are versus \* Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>



# CCTV: Over 9 in 10 interviewers found the CCTV screens in the stairwells to be turned on and functioning correctly, a significant improvement versus last quarter

Base: (120), IF CCTV Camera Present

## Q1 2018

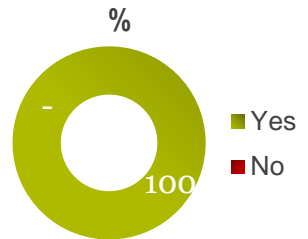


↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

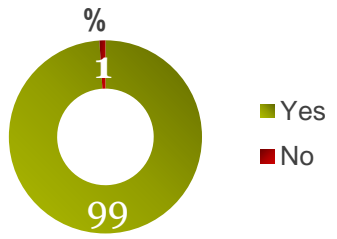
**Fare Payment:** Ticket machines and leap card readers were found to be present and functioning correctly by almost all interviewers. Of those interviewers paying in cash, all received a printed ticket or change receipt where appropriate, whilst 7 in 10 Leap interviewers were able to see what fare they were charged when boarding the bus

Q1 2018

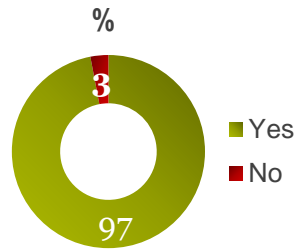
**Q56 Cash Fare (90)**  
Ticket Machine Working Correctly



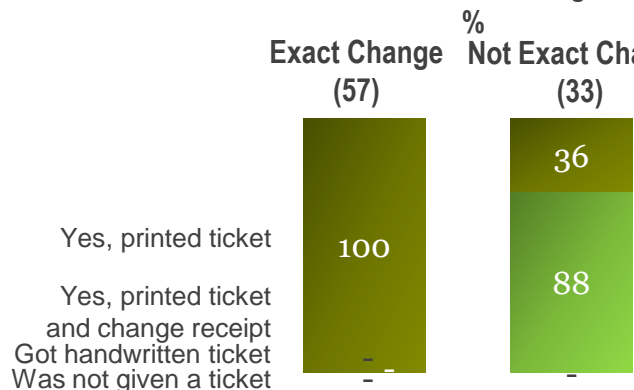
**Q58a Leap Card Reader Present at Driver Working Correctly (72)**



**Q60a Pole Mounted Leap Card Reader Working Correctly (34)**

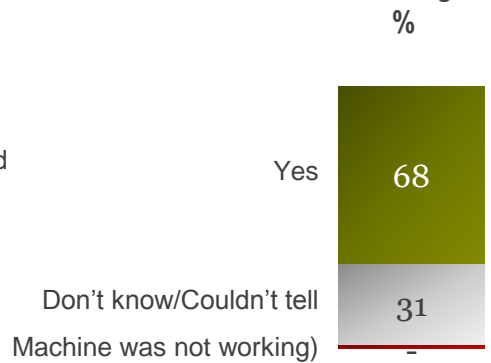


**Q57a Cash Fare\***  
Given Printed Ticket/Change Receipt



\* = Multicoded Question

**Q59a Leap Card Reader at Driver See Fare Charged (72)\***



Payment Methods were split as they were in were in Quarter 1 2016:

- 50% Cash Payments
- 25% Leap Card Reader at Driver
- 25% Pole Mounted Leap Card Reader

\*Question amended in Q2 2016

↕ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>



## Section 4: Cleanliness Performance



# Assessment of Seats: Bus seats were found to free of graffiti and damage on almost all occasions. 9 in 10 interviewers found that seats were clean, however this is significantly down both versus last year and last quarter with reports of dust, crumbs and other ingrained dirt on the rise

Base: (196)

## Q1 2018

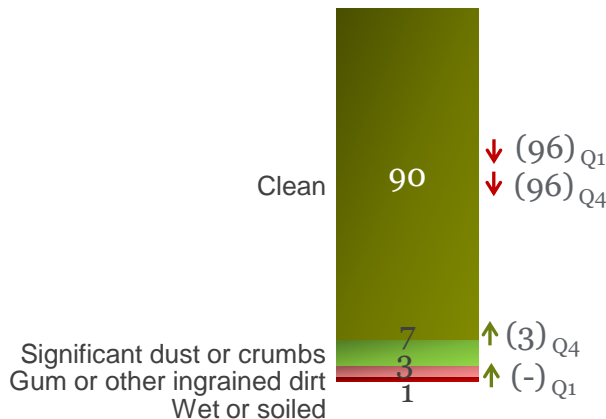
**Q69 Graffiti on Seats**

%



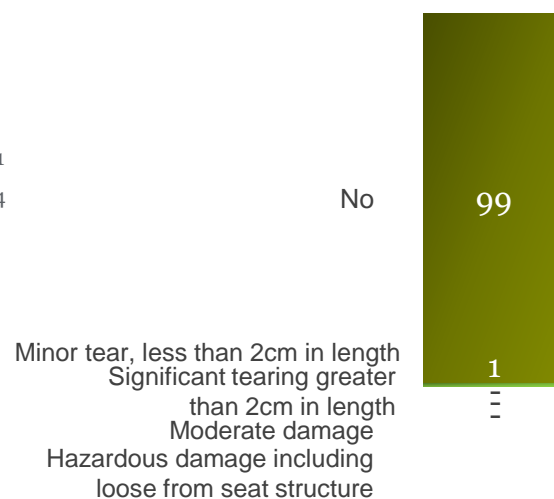
**Q70 Cleanliness of Seats**

%



**Q71 Damage to Seats**

%

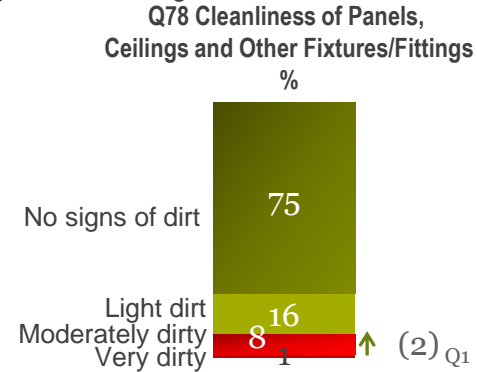
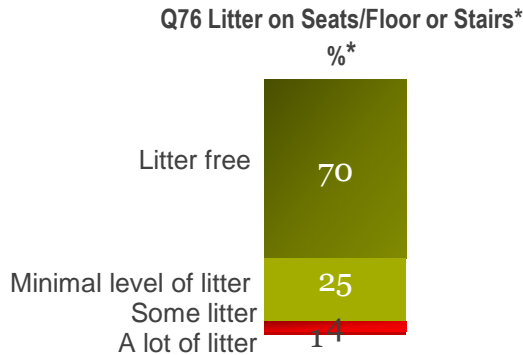
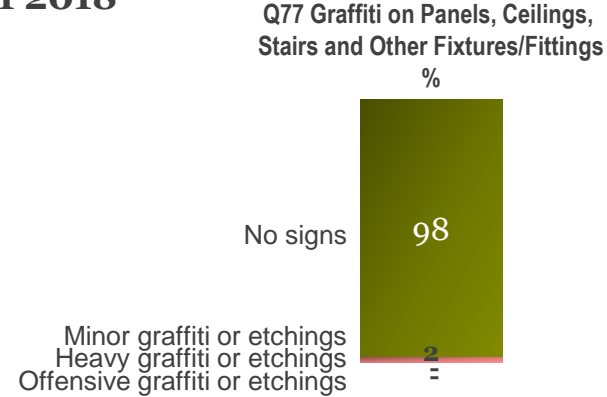
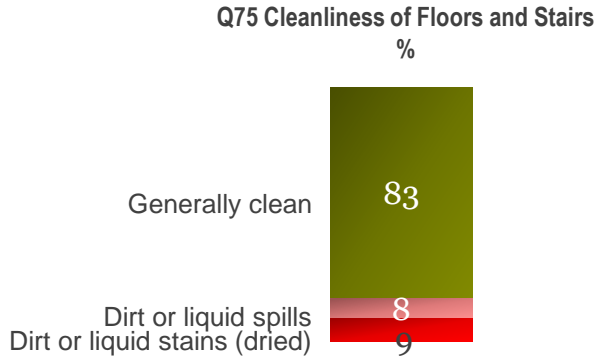


↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

# Bus Interior: The majority of interviewers found the bus interiors to be clean and free of graffiti or dirt. 1 in 4 saw minimal levels of litter while just under 1 in 10 saw signs of moderate dirt, a significant uplift year on year

Base: (196)

## Q1 2018



\*Question amended in Q2 2016

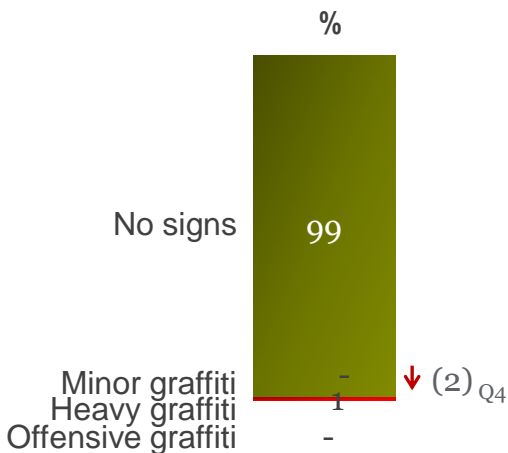
↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

**Bus Windows:** Almost all interviewers reported no signs of graffiti or etchings on bus windows, with reports of minor graffiti decreasing versus last quarter. The majority of interviewers found the bus windows had no signs of dirt, although this has dropped significantly year on year. 1 in 3 saw light dirt on the windows, a significant uplift year on year

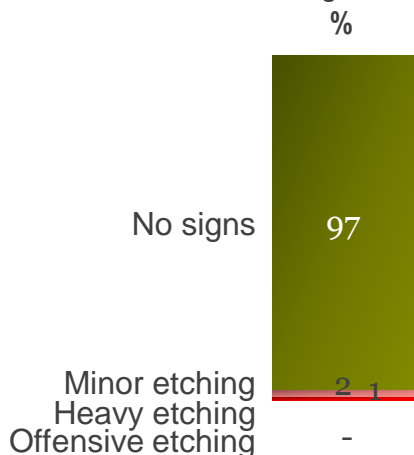
Base: (196)

## Q1 2018

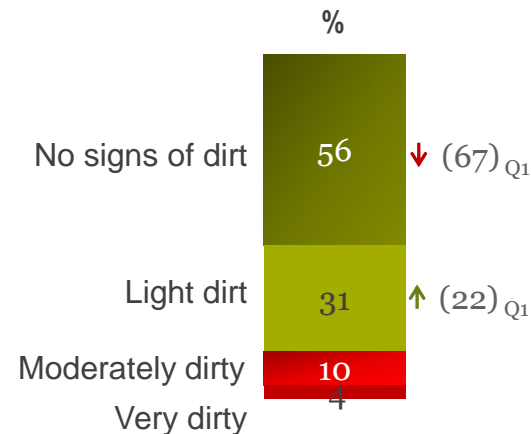
**Q72 Graffiti on Windows**



**Q73 Etching on Windows**



**Q74 Cleanliness of Windows**



↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

Q72 What best describes level of graffiti on windows?

Q73 What best describes level of etching on windows?

Q74 What best describes level of cleanliness of windows?

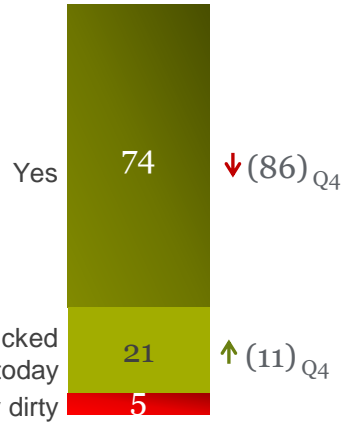
# Front/Side of Bus: Encouragingly, no interviewers reported any signs of visible damage to the front/side of the buses. 3 in 4 felt the front and sides of the bus were clean, significantly down from last quarter, while 3 in 5 found the rear of the buses were clean

Base: (196)

**Q1 2018**

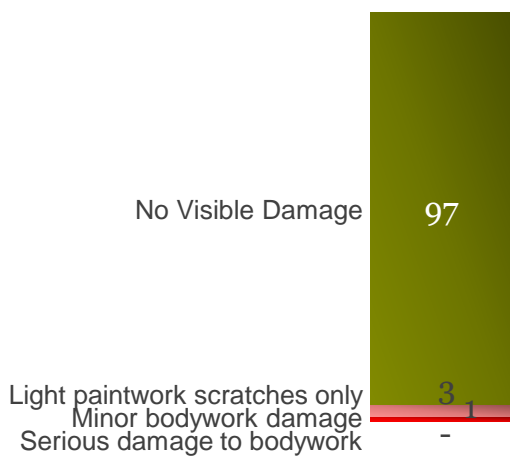
**Q47 Cleanliness of Front/Side of Bus**

%



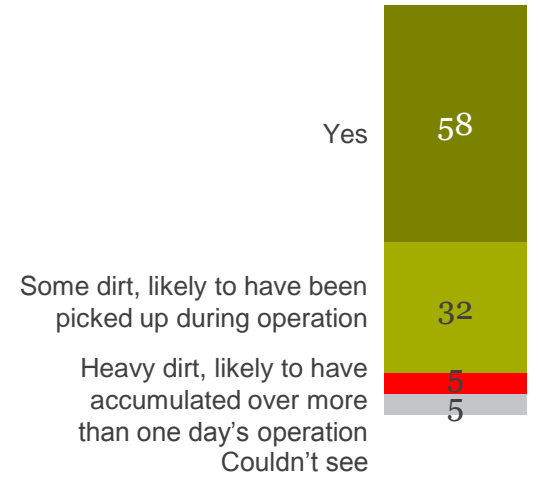
**Q48 Visible Damage to Front/Side of Bus**

%



**Q90 Was the Rear of Bus Clean?**

%



↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

Q47 Were the front and side of the bus clean?  
 Q48 Was there visible damage to the front or side of the bus?  
 Q90 Was the rear of the bus clean?



# Section 5: Bus Driver Performance



Udarás  
Náisiúnta Iompair  
National Transport Authority

KANTAR MILWARDBROWN



# Driver Interaction: On the 1 occasion where a driver dispute was observed, the driver was thought to handle the situation in a rude or sarcastic manner

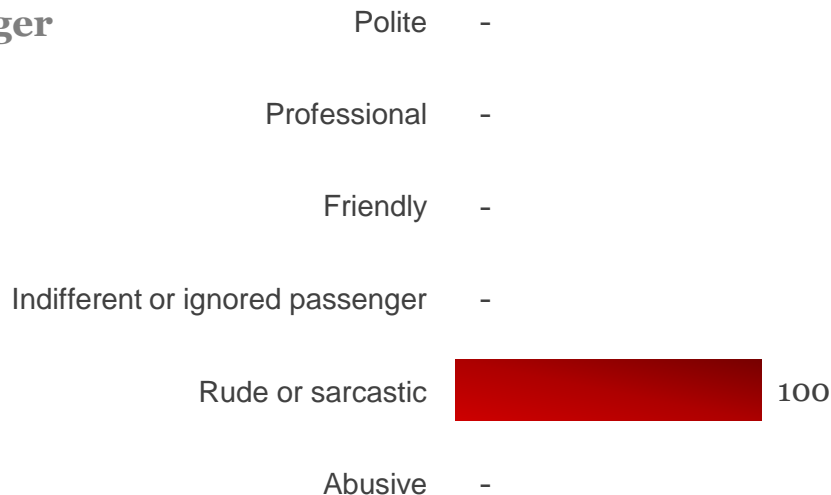
Base: (1), If yes to DRIVER DISPUTE Q103

## Q1 2018

**1 observed driver dispute over the bus not waiting for another passenger**

Q104 How did driver handle situation? (1)

%



*Driver refused request of passenger to wait for his partner who was approaching on foot. Driver stopped further on to let the passenger off.*

↕ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

# Driver Assessment: Drivers remain very highly regarded by almost all interviewers in terms of both attitude and presentation year on year

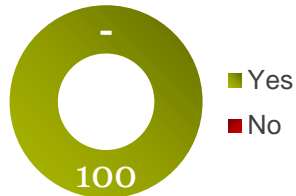
Base: (196)

**Q1 2018**

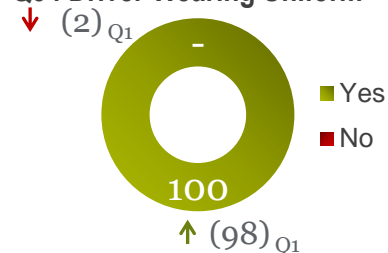
## Questions to Driver

- How much is it to \_\_\_\_?
- Can I pay with a note?
- Does this bus go to \_\_\_\_?
- What time is the last bus this evening?

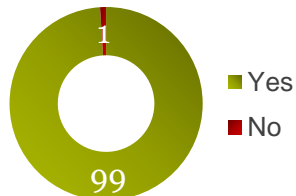
**Q51 Helpful**



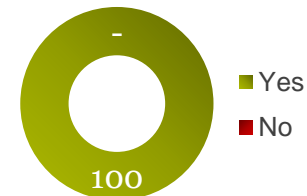
**Q54 Driver Wearing Uniform**



**Q52 Polite**



**Q55 Driver Well Presented**

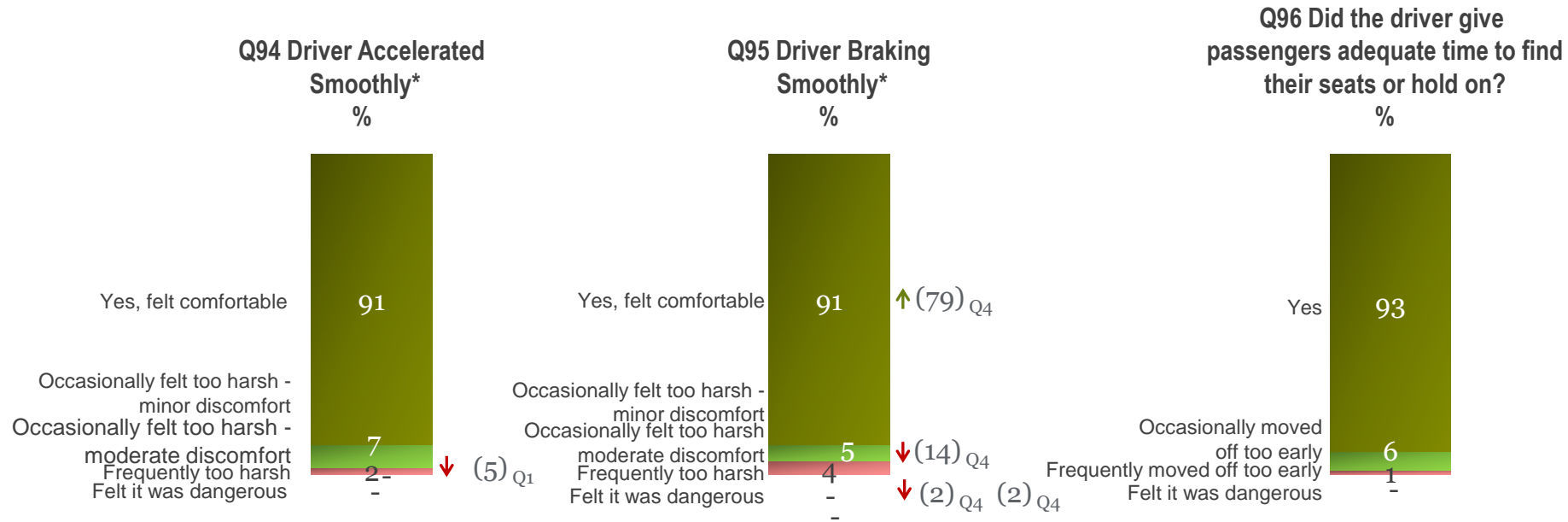


↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

**Bus Safety:** The majority of interviewers felt that drivers both braked and accelerated smoothly during their journey, with significant improvements in the number of interviewers reporting drivers braking smoothly versus last quarter. Almost all felt that passengers were given enough time to find their seats or hold on

Base: (196)

## Q1 2018



\*Question amended in Q2 2016

↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

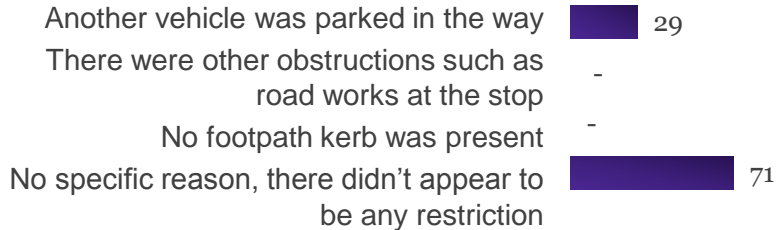
**When Getting on the Bus:** 7 interviewers found that the bus did not pull up to the footpath kerb when they boarded the bus. On 5 of these occasions, there didn't appear to be any specific reason for the restriction while on the 2 occasions, another vehicle was parked in the way. Of the 4 interviewers who noted that the bus did not pull up to the kerb as they alighted the bus, all reported that there was no specific reason for the restriction

Base: (7), IF NO TO PULL UP CLOSE TO KERB Q61/2, (4) IF NO TO PULL UP CLOSE TO KERB Q92/2

## Q1 2018

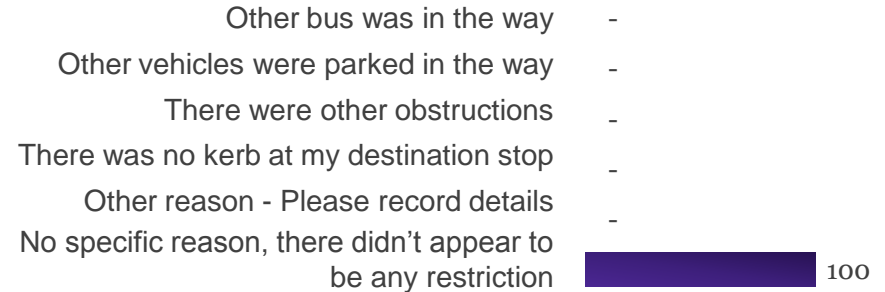
### Q62 Why did the bus not pull up to the footpath kerb (7) Boarding

%



### Q93 Why did the bus not pull up to the kerb (4) Alighting

%



↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

# Driver Actions: Almost all interviewers found that buses stopped to pick up passengers when signalled to do so, a significant improvement versus last quarter

Base: (196)

## Q1 2018

### Q102 Stopped to Pick Up Passenger

%

Yes

99

↑ (95)<sub>Q4</sub>

Could not always stop as bus was full

-

Did not always stop to pick up, and no evident reason for not stopping

1

Was not requested during this journey, other than at boarding stop

↓ (4)<sub>Q4</sub>

↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

# Driver Actions: All interviewers found that buses always stopped to pick up passengers when signalled to do so

Base: (195), ALL THOSE REQUESTED TO STOP

Q1 2018

Q102 Stopped to Pick Up Passenger

%

Yes

100

Could not always stop as bus was full

Did not always stop to pick up, and no evident reason for not stopping

Was not requested during this journey, other than at boarding stop

-

-

-

\* Question rebased off those whose bus was requested to stop

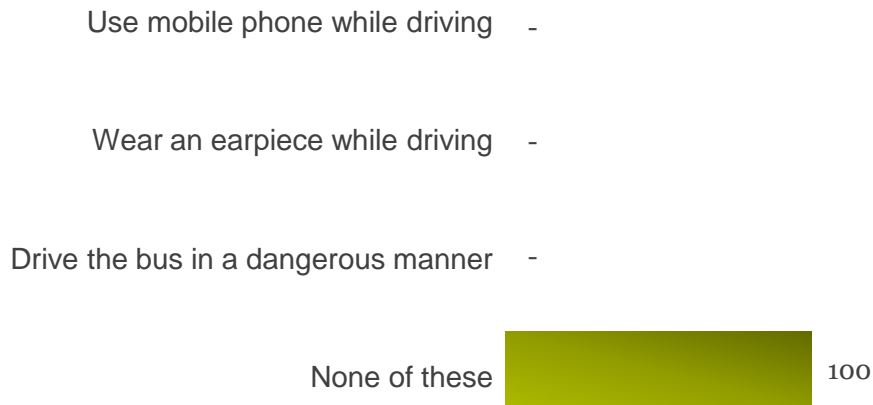
↕ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

**Driver Behaviour:** Positively, there were no reports of drivers engaging in any reckless behaviour again this quarter. 4 in 5 saw no signs of drivers listening to the radio whilst almost all saw no signs of drivers holding long conversations with other passengers or staff

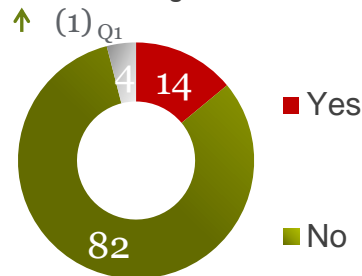
Base: (196)

### Q1 2018

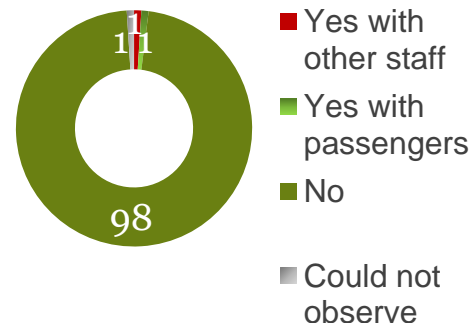
#### Q97 Did Bus Driver do Any of the Following:



#### Q98 Driver Listening to Music/Radio



#### Q99 Driver Hold Long Conversations



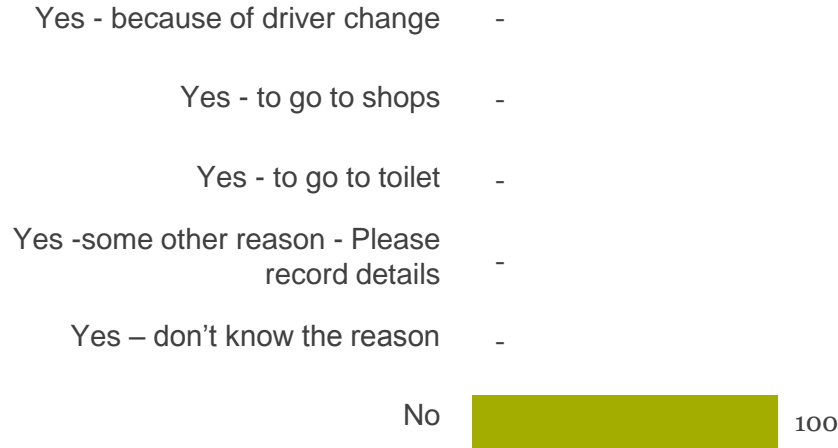
↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

# Driver Actions: Interviewers did not report any instances of drivers leaving buses unattended this quarter

Base: (196)

Q1 2018

## Q100 Driver Left Bus Unattended



↕ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

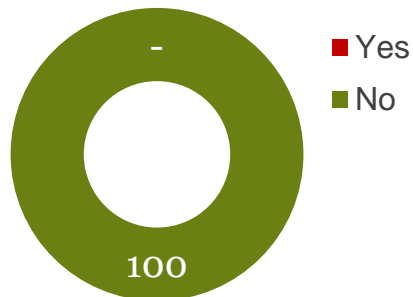


# Diversion or Terminated Early: No interviews reported any early diversions or terminations this quarter

Base: (196)

## Q1 2018

### Q107 Bus Diverted/Terminated Early



↕ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2017<sub>Q4</sub>

Q107 Did bus terminate early or divert off course?

Q108 Did driver...

Q109 Were passengers told the reason for early termination or diversion off course?