



KANTAR MILWARDBROWN



NTA Mystery Shops Bus Éireann Quarter 2 2018

41300195



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National Transport Authority



Outline of Presentation



Background to Research

Section 1: Stop Maintenance Performance (SI)

Section 2: Customer Information Performance (CI)

Section 3: Bus Driver Performance - D.1

Section 4: Bus Equipment Performance - E.1

Section 5: Cleanliness Performance - C.2: Station Cleanliness

Section 6: Cleanliness Performance - C.1: Bus Cleanliness

Section 7: Customer Service Performance (CS)

Background to Research



This research programme monitors service, quality and compliance with contractual Bus Éireann requirements, through utilising “mystery shopping” surveys to measure key aspects of service delivery (i.e. the driver and the vehicle)

This mystery shopping programme was designed to provide robust and actionable data to the National Transport Authority to measure the overall service performance of Bus Éireann through the eyes of its ‘customers’.



167 mystery shops (plus an additional 10 bus station boosts) were conducted from end March to mid June as mystery shoppers acted as passengers while waiting for and on board selected Bus Éireann around the country. Different Bus Éireann services were included such as **city services, town services, Dublin Commuter services and long distance interurban services**. These were all conducted across different days of the week and times of the day.



The mystery shops were carried out by trained Kantar Millward Brown interviewers, following an initial pilot on Dublin Bus and briefing session. These interviewers use portable HAPI (HandHeld Personal Interviewing) devices which enable both discreet and effective interviewing before, when boarding, on board the buses and after alighting.



Quarter 2 2018: 26th March – 17th June 2018



We have used the following symbols to indicate significant differences versus previous quarter i.e. Qtr 1 Jan– March 2018 or year on year changes for same quarter last year i.e. Qtr 2 April – June 2017



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Section 1: Stop Maintenance & Performance



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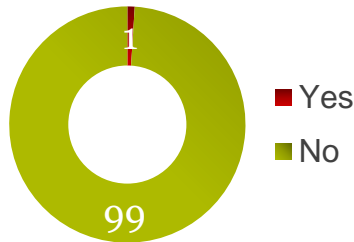


Advertising on Shelter or Bus Stop: There was very little instances of additional commercial advertising present on bus stop poles or shelters this quarter

Base: (72), IF YES TO BUS SHELTER Q30/1 / (47) YES TO BUS STOP POLE AND FLAG Q29/1

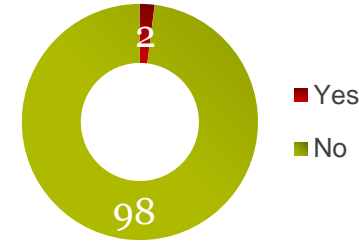
59% observed a Bus Shelter Q 37 Additional Commercial Advertising on Shelter Glass

(72)
%



33% observed a Bus Stop Pole Q38 Third Party Commercial Advertising on Bus Stop Pole

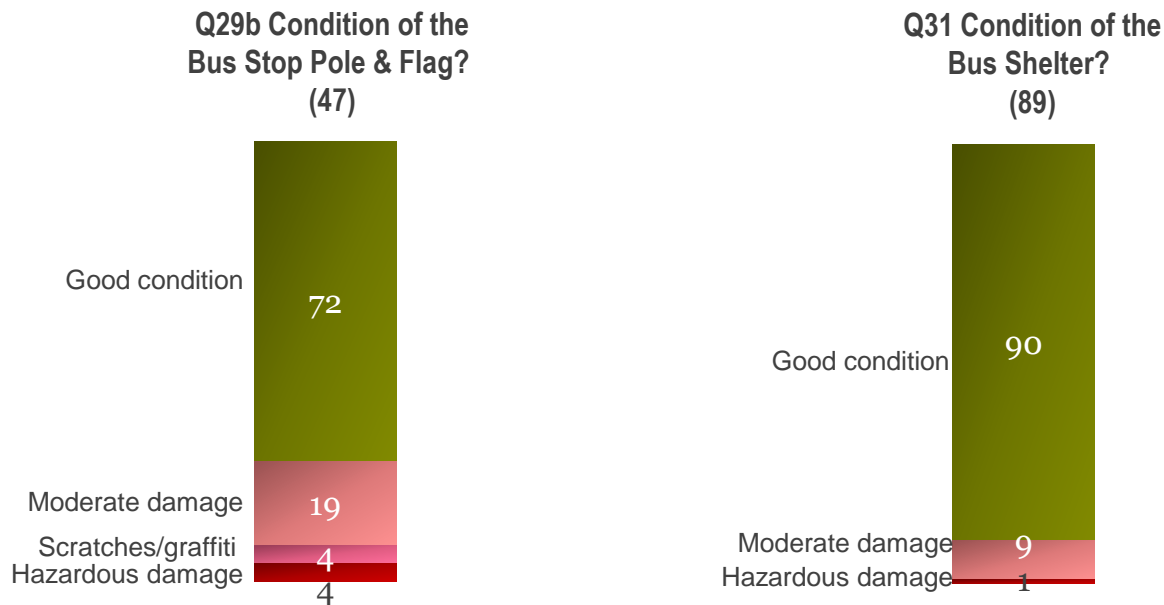
(47)
%



↕ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

Bus Shelters: Just under 3 in 4 interviewers found the bus stop poles to be in good condition; while nearly 2 out of 5 saw signs of moderate damage. Almost all interviewers felt that the bus shelters were in good condition with minimal instances of damage reported

Base: (89), IF YES TO BUS SHELTER Q30/1 (47) IF YES TO BUS STOP POLE AND FLAG Q29/1



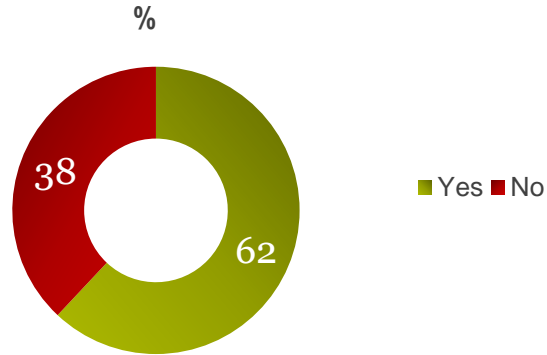
↕↗ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

Timetable: Just under two thirds of interviewers noted a printed timetable present. So scores are heading back to levels previously seen last year.

Base: (47) IF YES TO BUS STOP POLE AND FLAG Q29/1



Q34 Printed Timetable Present (47)

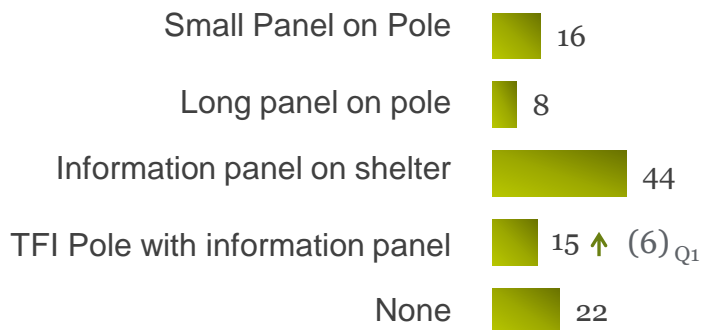


↕ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

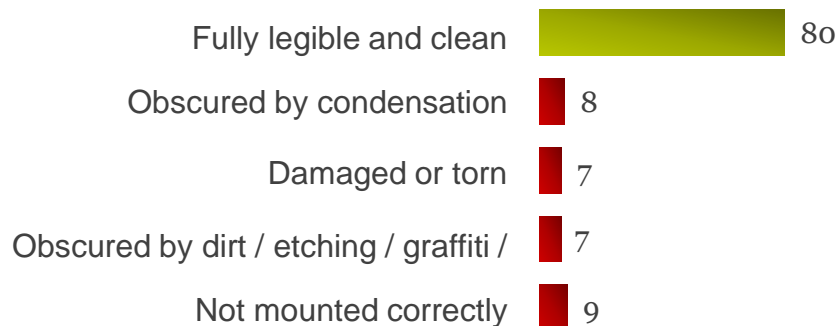
Information Display: Just over 4 in 10 interviewers saw an information display present at the bus stop, while nearly 2 out of 5 saw a small panel on the pole and also a TFI Pole with information included. 8 in 10 interviewers found the information displays to be fully legible and clean

Base: (131) IF POLE OR SHELTER AT Q28C

Q28d* Information Display (131)
%



Q28e* Information displayed (102)
%



↓↑ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

*New for Q1 2018



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Section 2: Customer Information Performance (CI)



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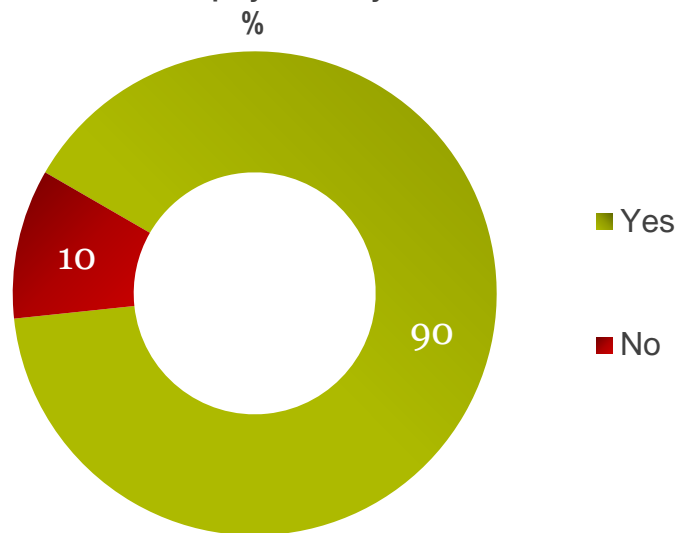


Fares Displayed: Almost all interviewers found fares were displayed clearly at the entrance to the bus

Base: (119), Routes with Fares Displayed at the Entrance*

** Interviewer instructions have been updated for Qtr 3 2016 therefore no YOY comparisons made

Q50** Were the fares displayed clearly at the entrance?



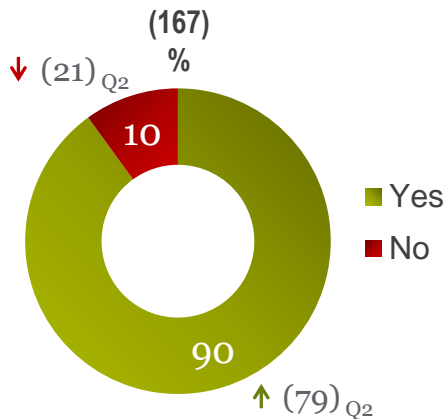
↕ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

*Filter added in Q3

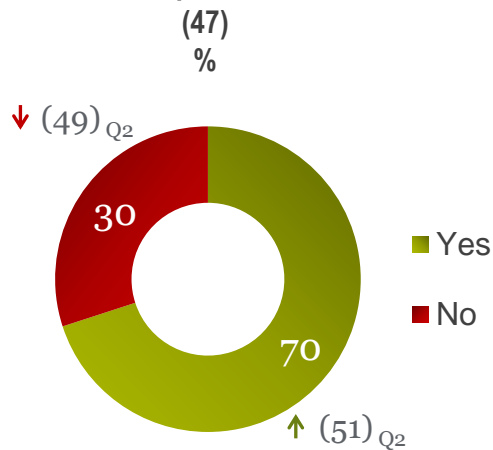
Timetable: Of the 9 in 10 interviewers who had time to assess the bus stop before the arrival of the bus, 7 in 10 found the bus stop numbers to be clearly visible, whilst just under two thirds there was a printed timetable at the bus stop/shelter. Over a third were able to observe the operative date on the timetable

Base: (167)

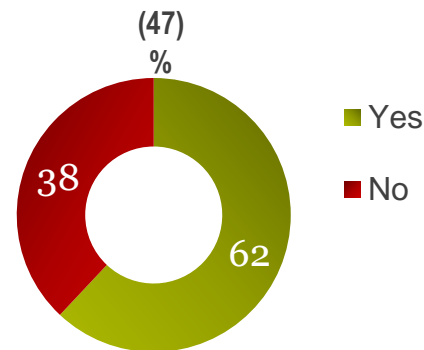
Q28 Did you have time to assess bus stop before arrival of bus



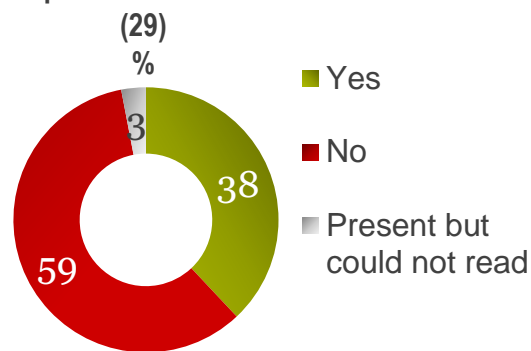
Q32 Bus Stop Number Visible



Q34 Printed Timetable Present



Q36 Operative Date Present



↓↑ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

Q28 Did you have time to assess bus stop before arrival of bus

Q32 Is the bus stop number visible on the bus stop flag? This is an up to 4 digit number (6 for Bus Éireann).

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

Q36 Is there an 'Operative Date' (Dublin Bus) or 'Valid From' date (Bus Éireann) written on the timetable?



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Section 3: Bus Driver Performance – D1



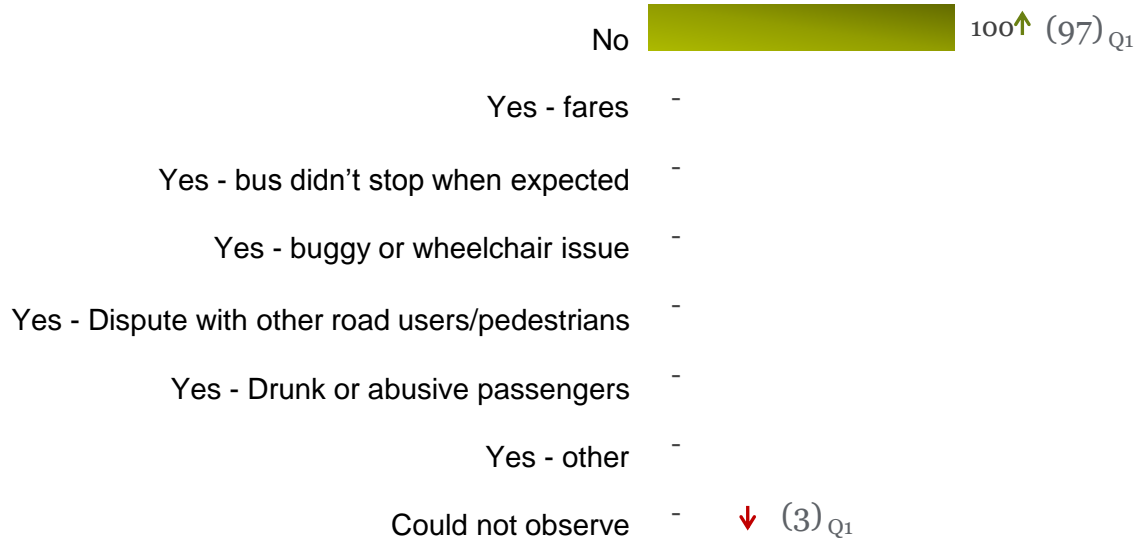
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Driver Interaction: There were no instances of driver disputes recorded this quarter

Base: (167)

Q103 Any Disputes with Passengers/ Other Road Users (167) %

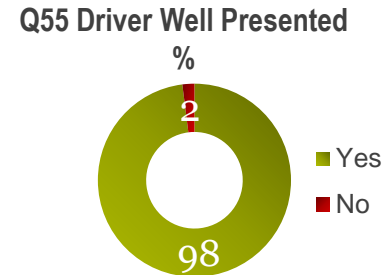
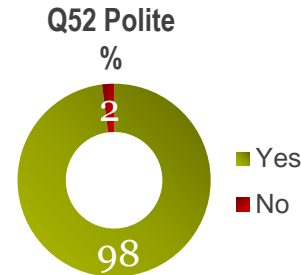
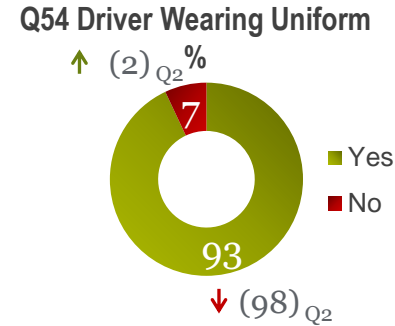
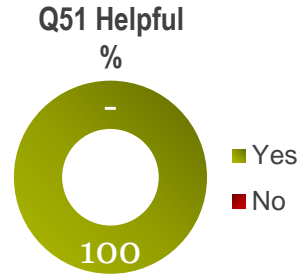


↓↑ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

Driver Assessment: Drivers continue to be very positively regarded in terms of both attitude & presentation, but we see a fall in those wearing uniform vs quarter 2 last year.

Base: (167)

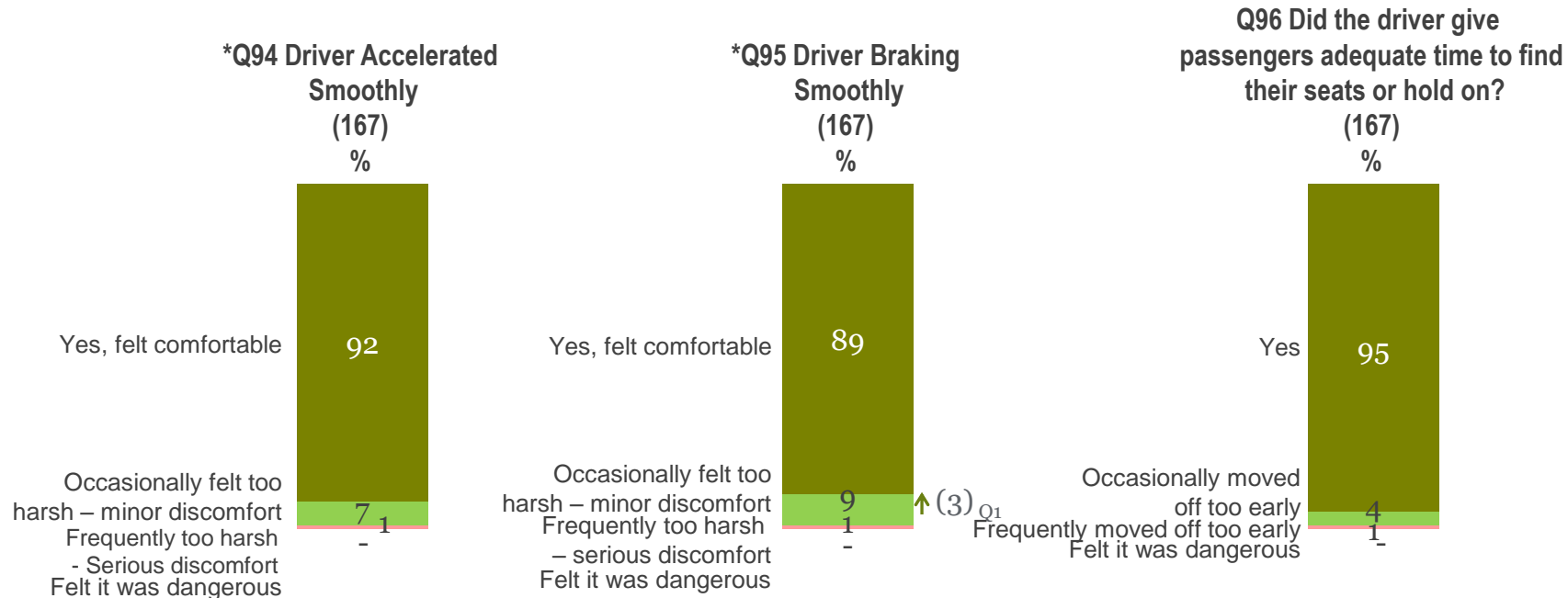
- Questions to Driver**
- How much is it to ____?
 - Can I pay with a note?
 - Does this bus go to ____?



↑ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

Bus Safety: Encouragingly, almost all interviewees reported comfortable journeys with some minor instances of harsh braking, accelerating & moving off too early; nobody felt it was dangerous

Base: (167)



↕ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

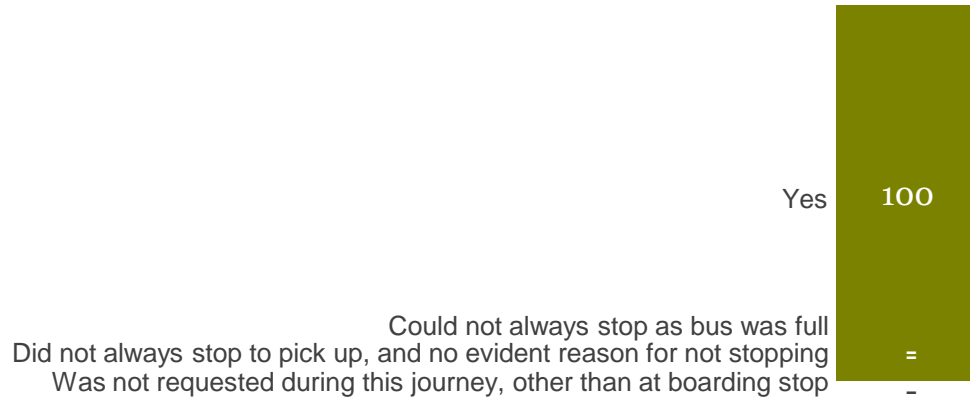
* Question amended in Q2 2016

- Q94 Generally, did the bus driver accelerate smoothly?
- Q95 Did the bus driver brake and take corners smoothly?
- Q96 Did the driver give passengers adequate time to find their seats or hold on?

Driver Actions: All interviewers reported drivers stopping to pick up passengers when signalled to do so

Base: (121), ALL EXCLUDING THOSE NOT REQUESTED TO STOP

Q102* Stopped to Pick Up Passengers (121) %



* Question rebased off those whose bus stopped to pick up passengers

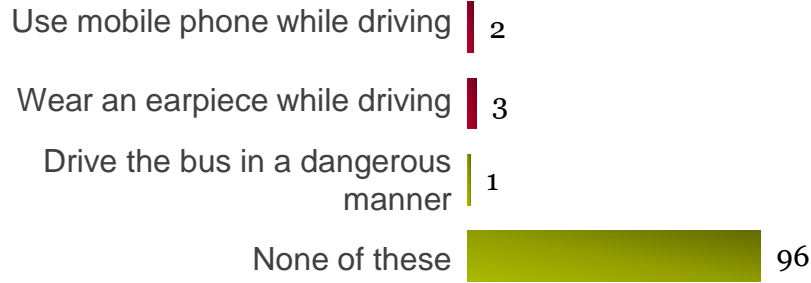
↕ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

Driver Behaviour: The behaviour of the drivers was very positively regarded overall with very minimal mentions of use of mobile phones or earpieces.

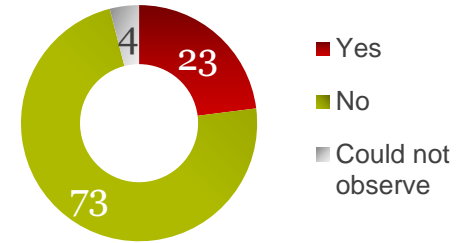
Under a quarter of interviewers observed drivers listening to music while driving whilst just over 9 in 10 did not observe the drivers holding any long conversations with others

Base: (167)

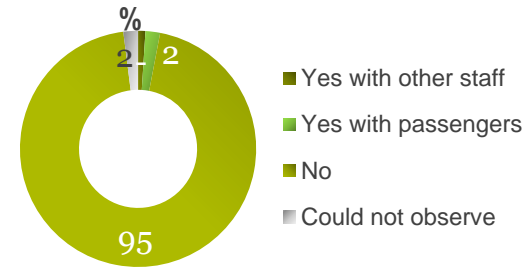
Q97 Did Bus Driver do Any of the Following
(167)
%



Q98 Driver Listening to Music/Radio
(167)



Q99 Driver Hold Long Conversations
(167)

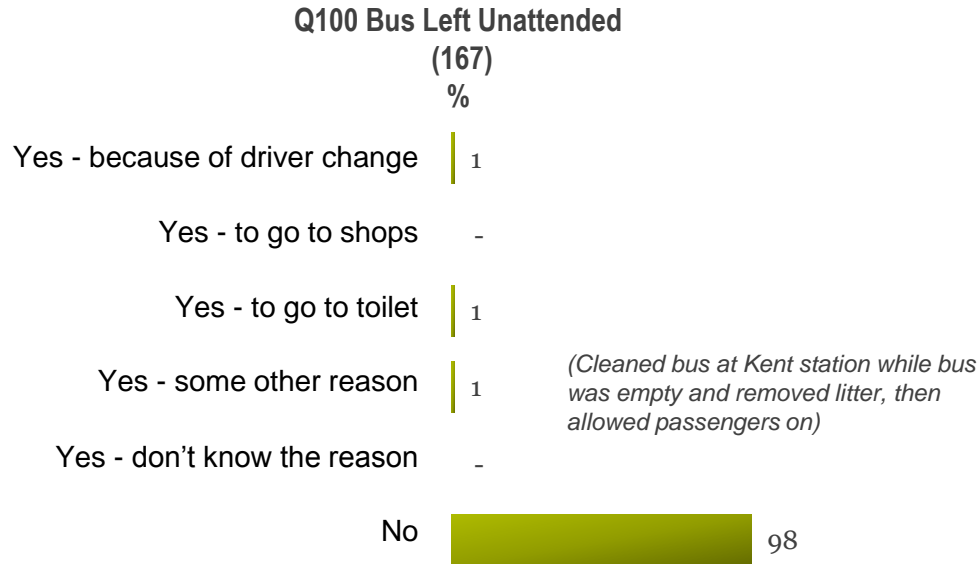


↕↗ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

17	Q97	Did the bus driver do any of the following while driving?
	Q98	Did the driver listen to music or the radio whilst driving?
	Q99	Did the driver hold long conversations with other people on the bus while driving?

Leave Bus Unattended: There were 3 instances of drivers leaving buses unattended this quarter; one was because of a driver change , the other was a comfort (toilet) break, while the other did not know the reason

Base: (167)

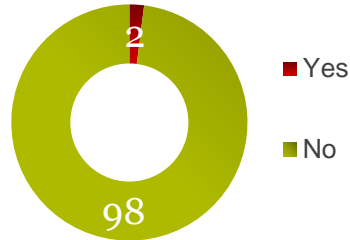


↕ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

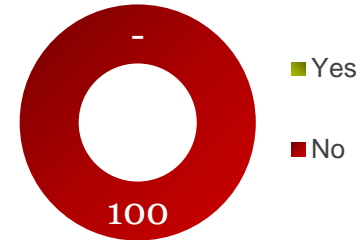
Diversion or Terminated Early: For the two interviewers who encountered a bus diversion/termination, they were not informed by the driver as to why the bus was diverted/terminated

Base: (167)

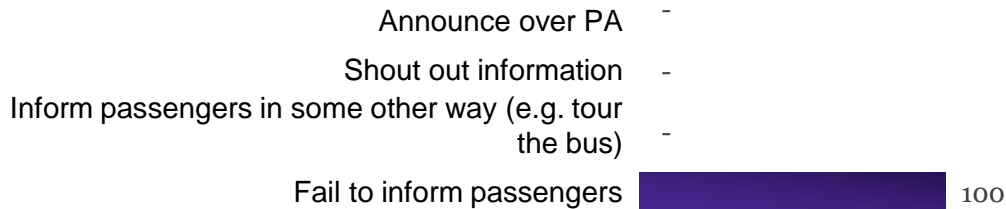
Q107 Bus Diverted/Terminated Early



Q109 Passengers Told Reason for Early Termination/Diversion (3)



Q108 If Bus Diverted/Terminated Early (3)



↕↗ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}



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Section 4: Bus Equipment Performance



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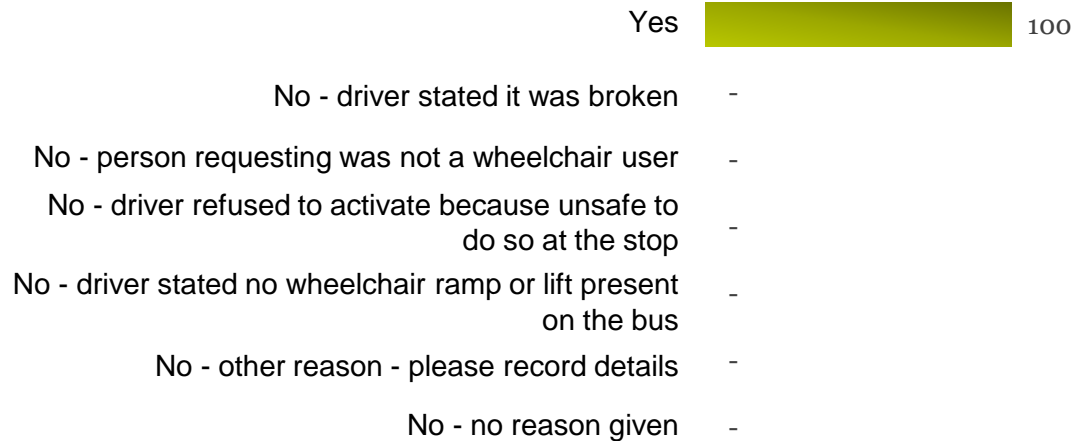


Wheelchair Ramp/Lift: Of the 4 interviewers who observed a wheelchair ramp request, all found that it was activated when necessary

Base: (4), If yes to WHEELCHAIR RAMP OR LIFT REQUEST

Q106 Wheelchair Ramp/Lift Activated Upon Request (4)

%

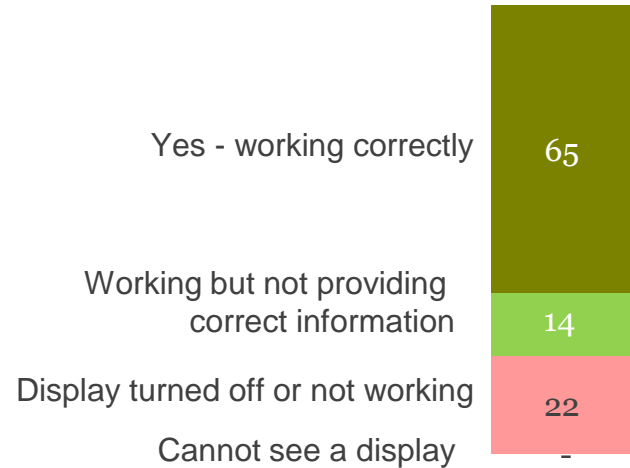


↓↑ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

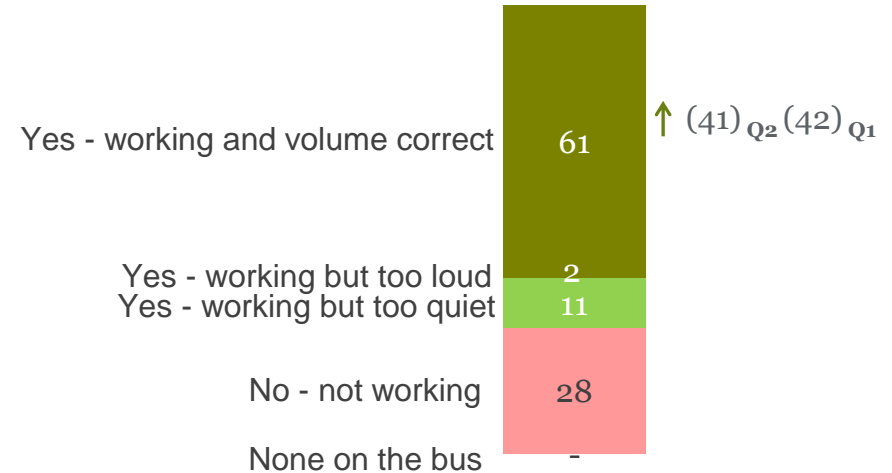
Electronic Displays & Announcements: Of those who saw an electronic next stop display present, over 3 in 5 saw that they were working correctly, while just under a quarter found that they were turned off or not working. For those who heard an audio next stop announcement, just under a quarter found that it wasn't working while 3 in 5 noted that it was, which is a significant uplift for both the last quarter and this time last year.

Base: (102), ALL WHO COULD SEE A DISPLAY / HEAR AN ANNOUNCEMENT (72)

Q80* Electronic Displays for Next Stop Working (102)
%



Q81* Audio Announcement for Next Stop Working (72)
%



↓↑ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

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

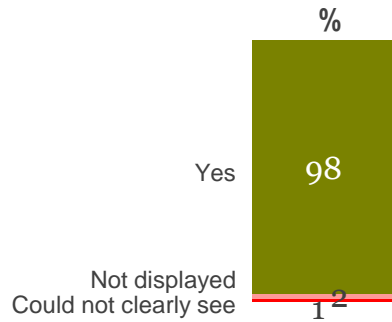
Q80 Are the electronic displays on board indicating what the next stop is working correctly?

Q81 Is there an automatic next stop audio announcement working on the bus?

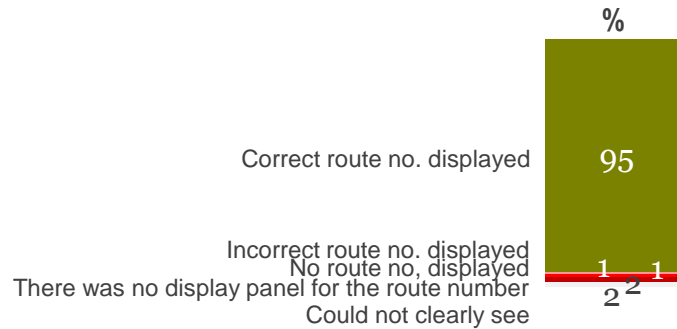
Route Number and Destination Visible: Almost all interviewers reported seeing both route and destination numbers on the front and sides of the bus. Of the 4 interviewers who could not clearly see a route number, 1 noted that the bus appeared to be a replacement bus

Base: (167)

Q43 Route No. on Front (167)

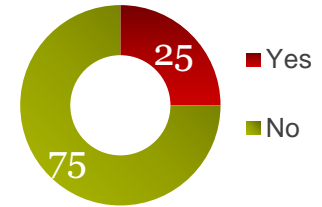


Q45 Route No. on Side (167)

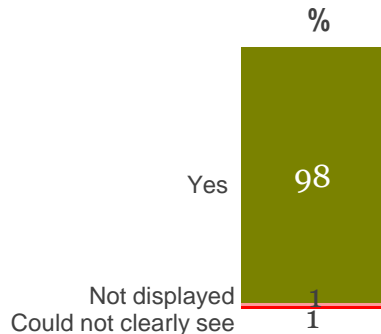


* = Small Base Size
** = Q added in Q2 2018

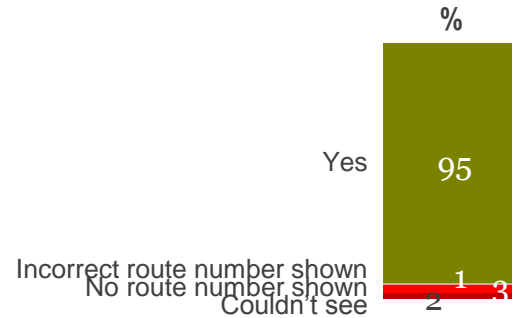
****Q45a Replacement Bus (4*)**



Q44 Destination on Front (167)



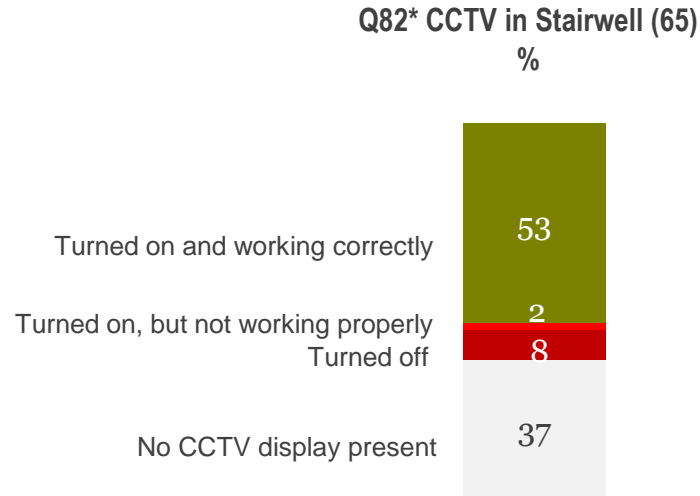
Q87 Route No. on Back (167)



↕↑ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

CCTV: The majority of interviewers who saw a CCTV screen in the stairwell noted that it was turned on and working correctly. Just over a third saw that there was no CCTV display present

Base: (65), ALL EXCLUDING NO STAIRWELL / SINGLE DECK

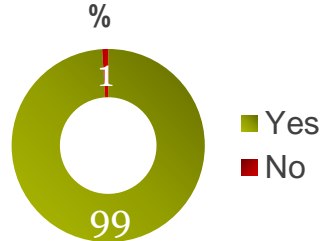


↕ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

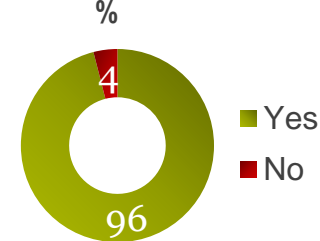
* Question rebased off those who could see a CCTV display

Fare Payment: Almost all interviewers reported the ticket machine & Leap Card readers to be working correctly. The majority of cash payers received either a printed ticket or the correct change, with minimal instances of receiving incorrect change occurring. Just over 4 in 5 Leap users were able to see what fare they were charged when boarding the bus

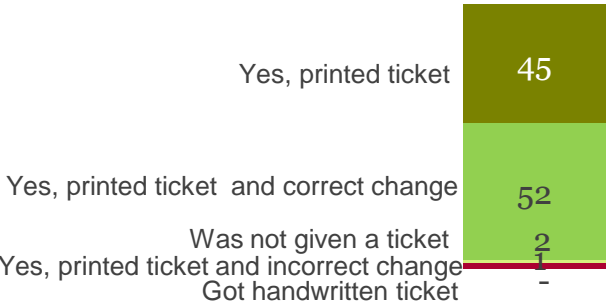
Q56 Cash Fare (96)
If Cash Fare at R5
Ticket Machine Working Correctly



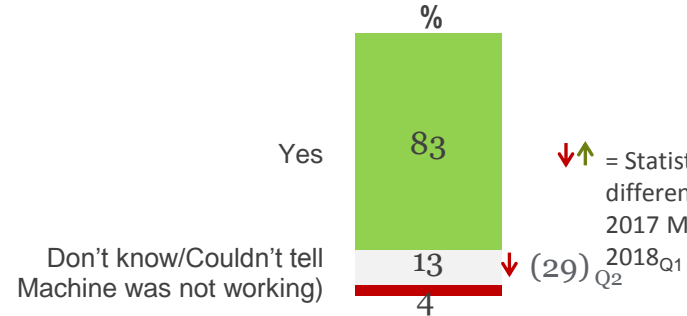
Q58b Leap Card Reader Present at Driver Working Correctly (71)



Q57b* Cash Fare (96)
If Cash Fare at R5
Given Printed Ticket/Change Receipt



Q59b Leap Card Reader at Driver See Fare Charged (71)



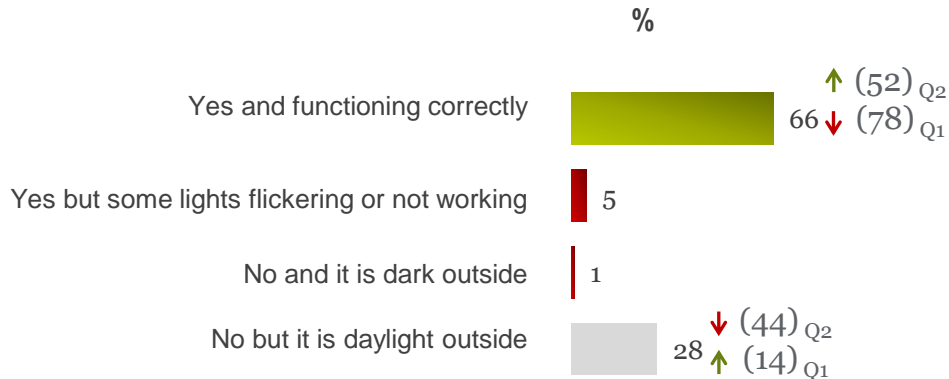
↕↑ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

*Question amended in Q2 2018

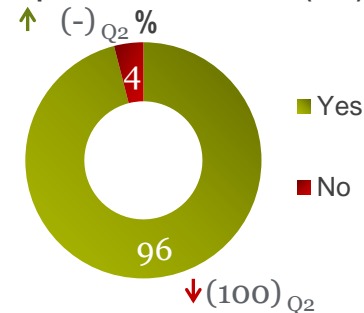
Interior Lighting and Temperature: Two thirds found the interior lighting of the buses to be functioning correctly, with minimal instances of lights flickering / not working. Almost all interviewers found the on-board temperatures on the buses to be reasonable considering the weather conditions outside; with only 6 interviewers feeling the temperatures on board were unreasonable

Base: (167)

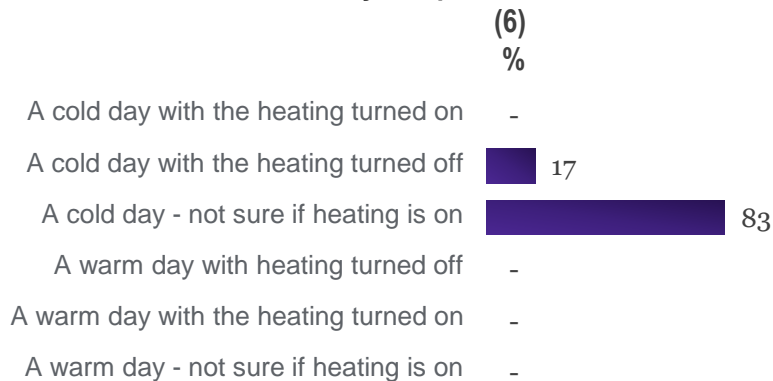
Q83 Interior Lighting (167)



Q84 Temperature Reasonable (167)



Q85 Why Temperature Not Reasonable (6)



↓↑ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}



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Section 5: Cleanliness Performance C2: Station Cleanliness



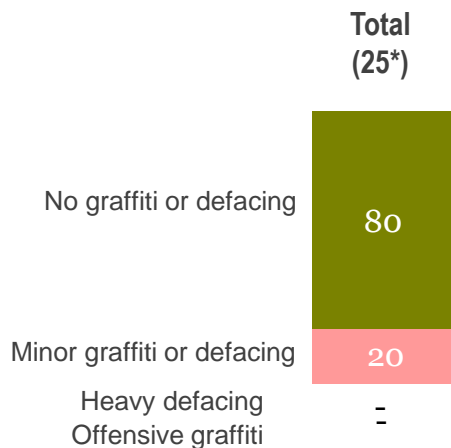
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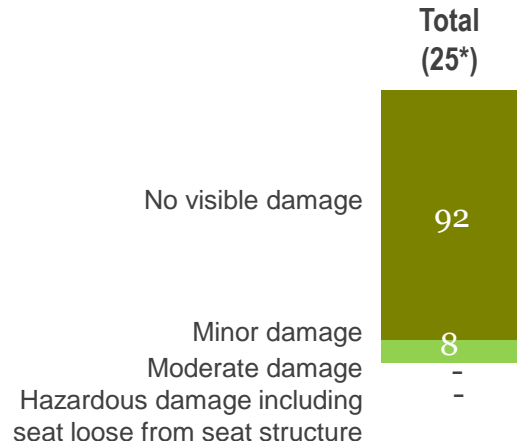
Station Seating: The majority of interviewers found the station seats to be clean & well maintained; with minor reports of damage/graffiti observed

Base: (25), IF ASKED TO ASSESS A BUS EIREANN STATION Q1A

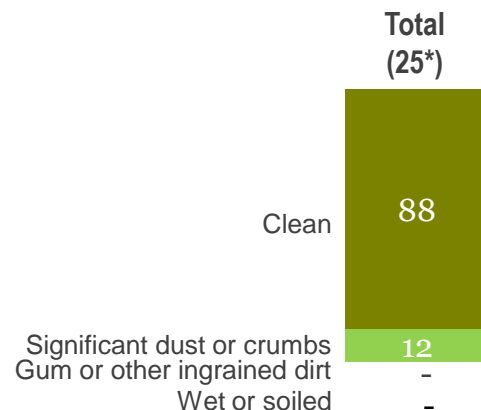
Q1 Graffiti on Station Seats %



Q2 Station Seats Damaged %



Q3 Cleanliness of Station Seats %



↕↗ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

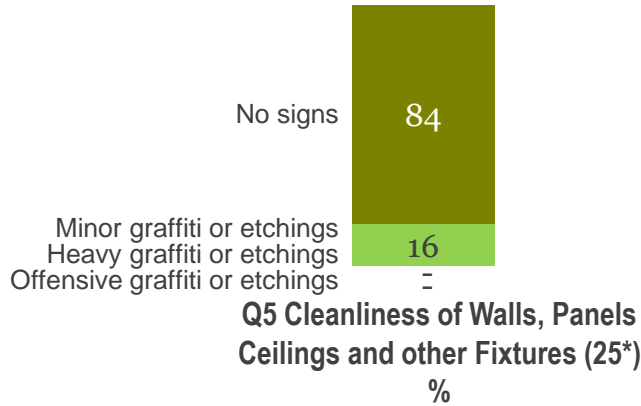
*Caution: Small base size

- Q1 What best describes graffiti or other defacing on station seats?
- Q2 Were any station seats you observed damaged in any way?
- Q3 What best describes level of cleanliness of station seats?

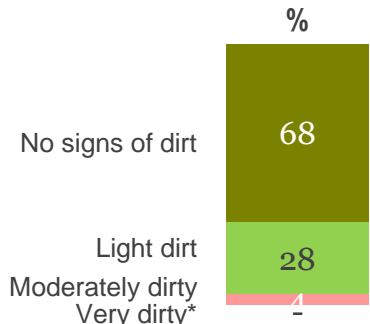
Station Cleanliness: Station walls, floors, ceilings & stairs were found to be generally clean, with some instances of minor graffiti and moderate dirt reported

Base: (25), IF ASKED TO ASSESS A BUS EIREANN STATION Q1A.

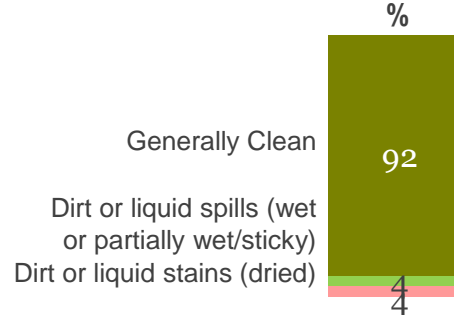
**Q4 Graffiti on Walls, Panels
Ceilings and other Fixtures (25*)**



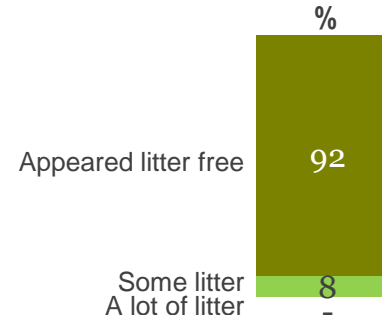
**Q5 Cleanliness of Walls, Panels
Ceilings and other Fixtures (25*)**



**Q9 Cleanliness of Station
Floors or Stairs (25*)**



**Q10 Litter on Seats,
Floors or Stairs? (25*)**



↕↗ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

*Caution: Small base size

Q4 What best describes level of graffiti or etchings on of walls, panels, ceilings, stairs and other fixtures and fittings?

Q5 What best describes level of cleanliness of walls panels, ceilings and other fixtures and fittings?

Q9 What best describes level of cleanliness of station floors or stairs?

Q10 Was there litter on station seats, floor or stairs?

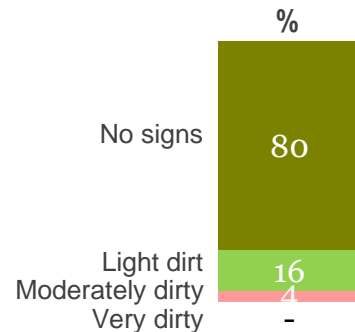
Station Windows and Exterior: Station windows were though to be kept in good condition by the majority of interviewers. Outside of the bus station, the majority of interviews reported seeing no litter present

Base: (25), IF ASKED TO ASSESS A BUS EIREANN STATION Q1A,

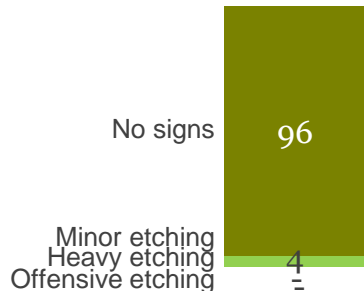
Q6 Graffiti on Station Windows (25*)



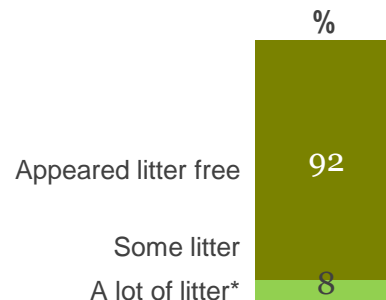
Q8 Cleanliness of Station Windows (25*)



Q7 What best describes level of etching on station windows? (25*)



Q11 Exterior Litter Free (25*)



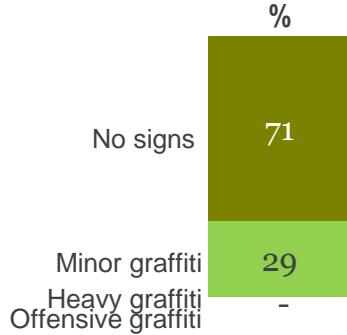
↕↑ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

*Caution: Small base size

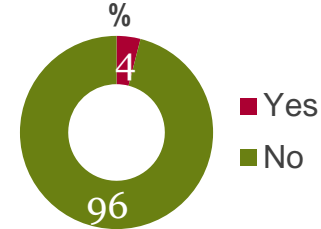
Station Toilets: Station toilets were seen to be mainly graffiti and litter free by the majority of interviewers, with facilities functioning correctly. Over 1 in 4 saw signs of minor graffiti while 2 in 5 saw minor litter

Base: (24), IF TOILETS OPEN Q15/2,

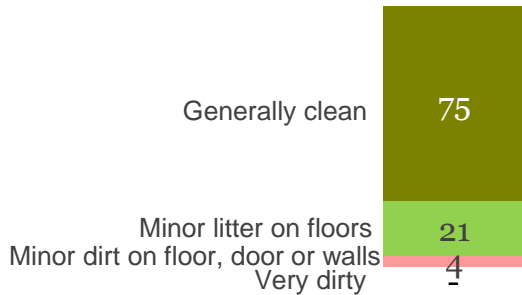
Q16 Graffiti on Toilet Area (24*)



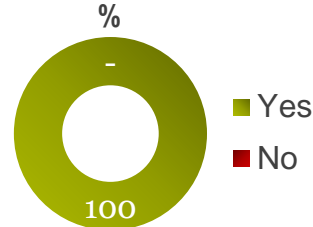
Q18 Toilets Blocked (24*)



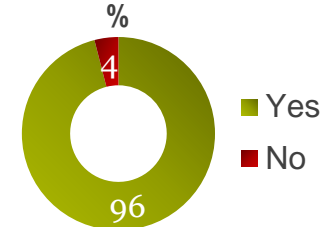
Q17 What best describes cleanliness of toilet area? (24*)



Q19 Flush Working (24*)



Q20 Toilet Paper Available (24*)



↓↑ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

*Caution: Small base size

Q16 What best describes level of graffiti in toilet area?
 Q17 What best describes cleanliness of toilet area?

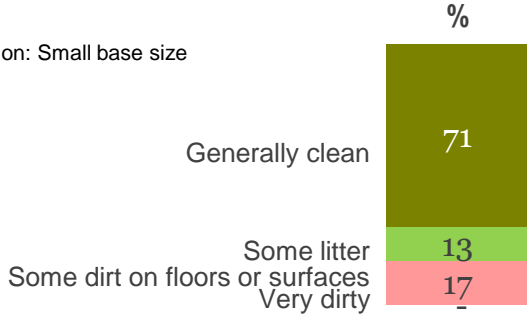
Q18 Were any toilets you viewed blocked?
 Q19 Was the flush working on the toilet(s) you tested?
 Q20 Was there toilet paper available at the toilet(s) you viewed?

Station Washroom Area: Station washrooms are seen to be generally clean but with some instances of dirt and minor graffiti reported. The washroom facilities were thought to be functioning correctly by the majority of interviewers

Base: (24), IF TOILETS OPEN Q15/2,

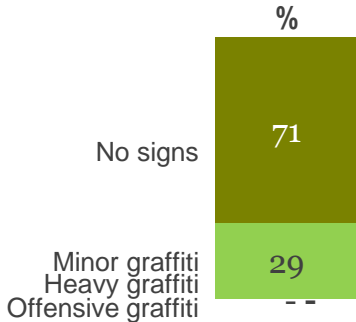
Q21 Cleanliness of Washroom Area (24*)

*Caution: Small base size

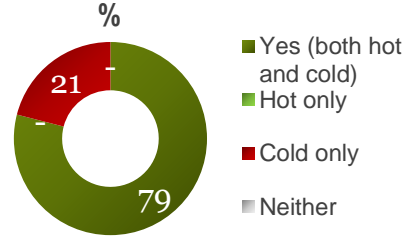


Q22 Graffiti in Washroom Area (17*)

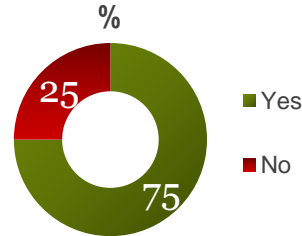
↓↑ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}



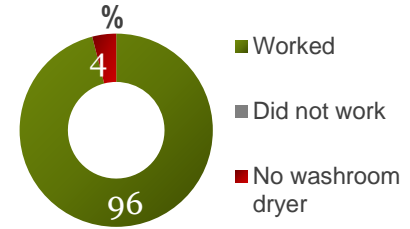
Q23 Washroom Taps (24*)



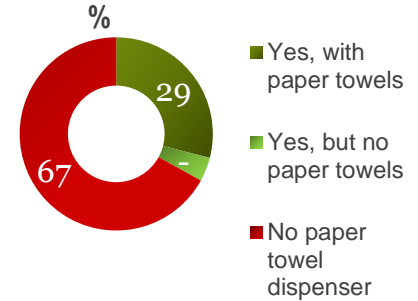
Q24 Soap/Hand Cleanser Available (17*)



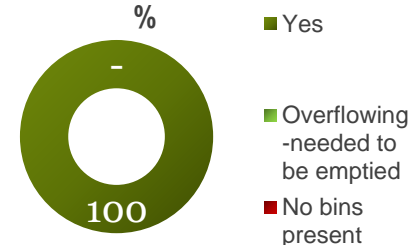
Q25 Washroom Dryers (24*)



Q26 Paper Towel Dispenser (24*)



Q27 Bins Clean (24*)



*Caution: Small base size

32	Q21	What best describes cleanliness of washroom area?	Q24	Did the washroom taps you tested work?	Q27	Were the toilet and washroom bins clean?
	Q22	What best describes level of graffiti in washroom area?	Q25	Did the washroom dryer(s) you tested work?		
	Q23	Did the washroom taps you tested work?	Q26	Was there a paper towel dispenser?		



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Section 6: Cleanliness Performance C1: Bus Cleanliness

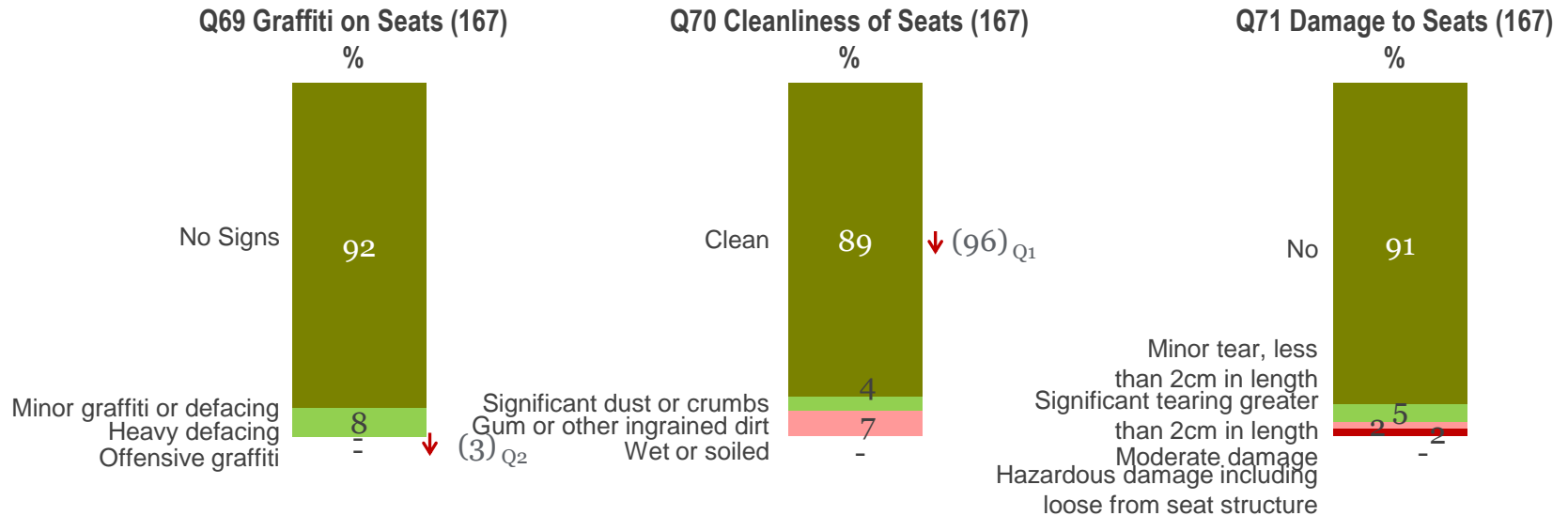


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Assessment of Seats: Almost all interviewers found both bus seats & cushions to have minimal levels of graffiti. However there is a significant fall for cleanliness of the seats this quarter

Base: (167)



↓↑ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

Q69 How would you best describe graffiti or other defacing on seat cushions or seat structure?

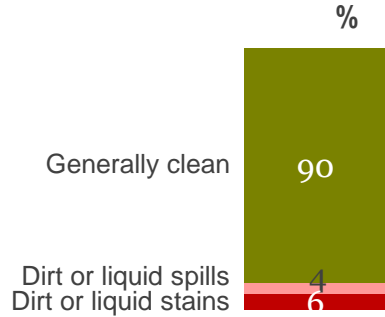
Q70 What best describes level of cleanliness of seat cushions?

Q71 Were any bus seat cushions you observed damaged in any way?

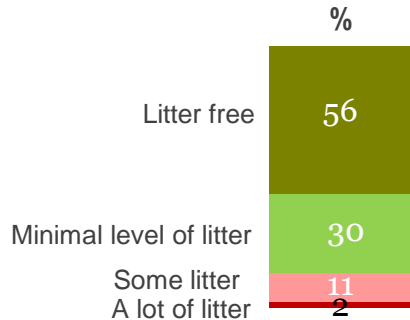
Bus Interior: The interior of the buses were generally positively regarded with some minor instances of litter & dirt reported.

Base: (167)

Q75 Cleanliness of Floors and Stairs (167)



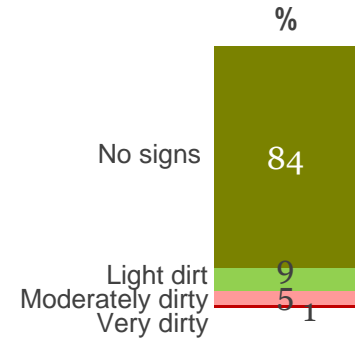
Q76 Litter on Seats/Floor or Stairs* (167)



Q77 Graffiti of Panels Ceilings, Stairs and other Fixtures/Fittings (167)



Q78 Cleanliness of Panels, Ceilings and other Fixtures/Fittings (167)

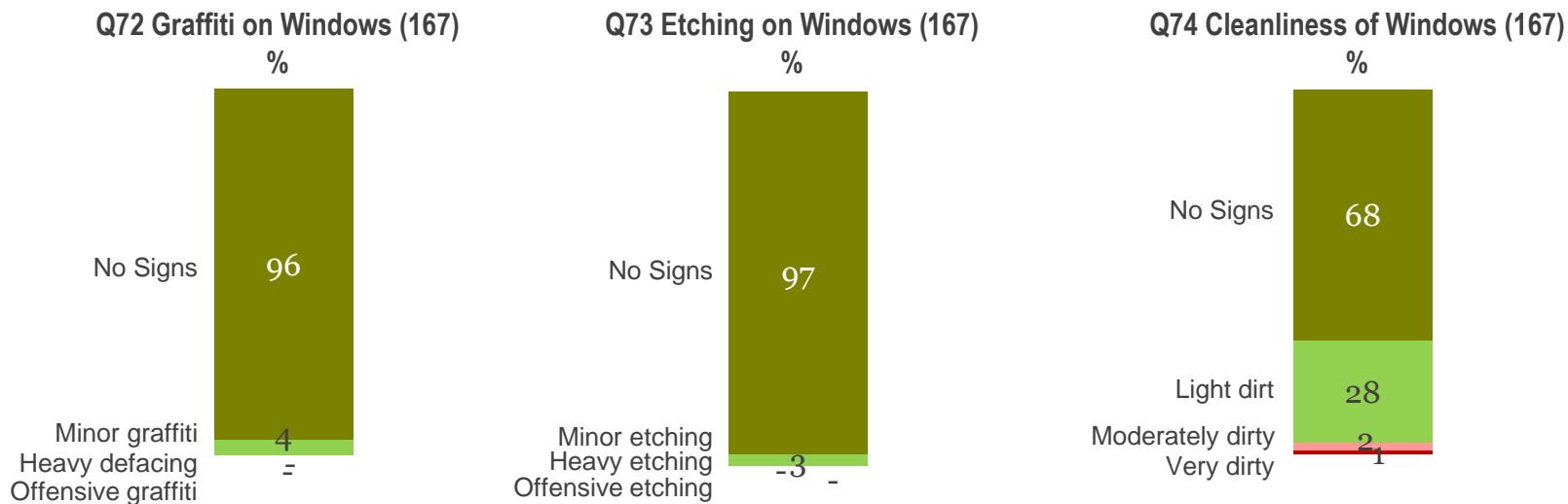


↕↗ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

* Question amended in Q2 2016

Bus Windows: The majority of interviewers reported no signs of graffiti or etchings on bus windows while just over a quarter observed light dirt.

Base: (167)



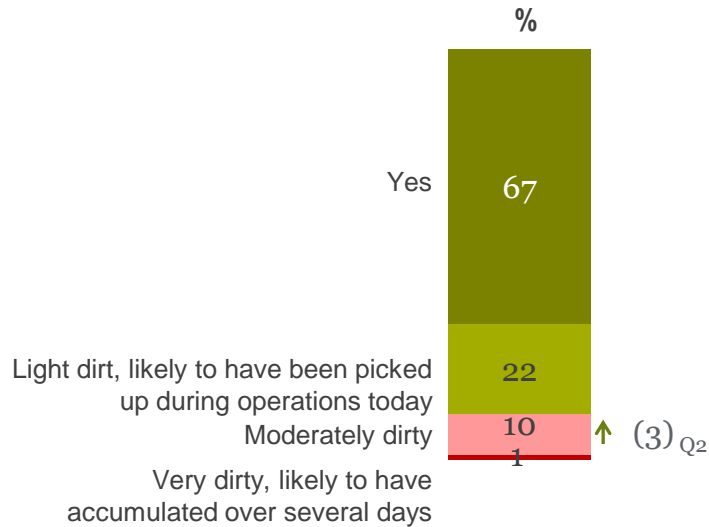
↕↗ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

- 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?

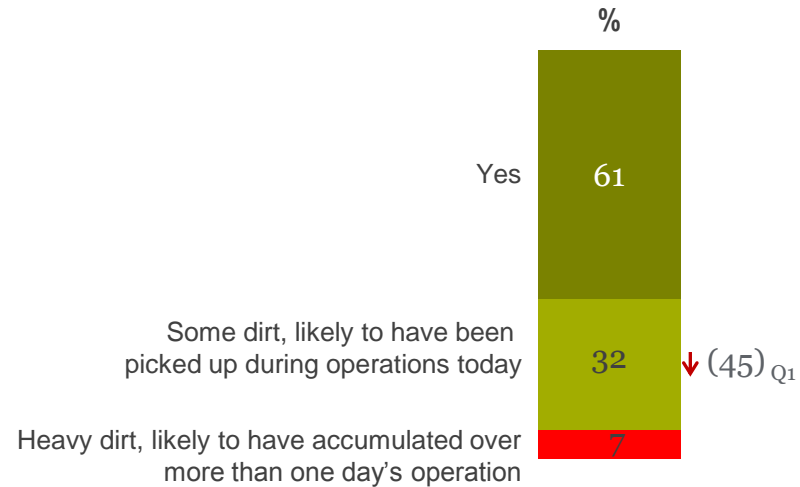
Front, Side and Rear of Bus: In the majority of instances, buses were thought to be clean at both the front, sides & rear, a slight increase for moderate levels of dirt on the buses. The levels of dirt observed that was mainly thought to have been picked up during operations has decreased significantly this quarter.

Base: (167)

Q47 Cleanliness of Front/Side of Bus (167)



Q90 Was the Rear of the Bus Clean? (167)



↓↑ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

Q47 Were the front and side of the bus clean?

Q90 Was the rear of the bus clean?



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Section 7: Customer Service Performance (C5)



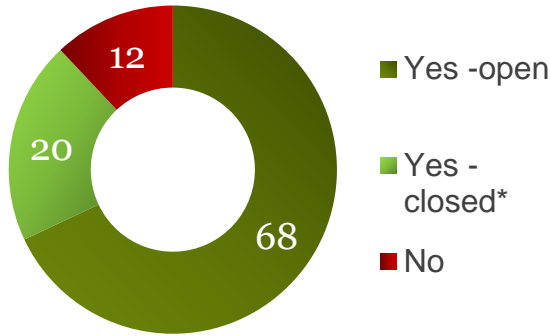
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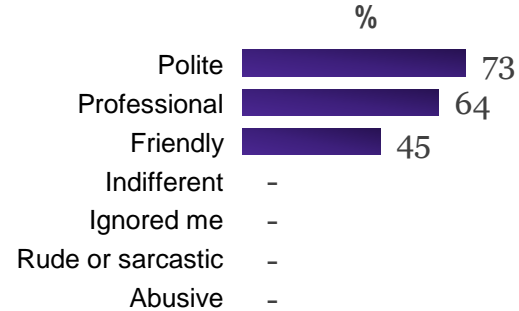
Travel Centre: Of the 25 interviewers who surveyed a bus station, 11 were able to assess the relevant travel centres. Of these, the staff were thought to be polite professional and friendly and the majority found that the information they were given appeared to be correct.

Base: (11), IF TRAVEL CENTRE OPEN Q13A/1

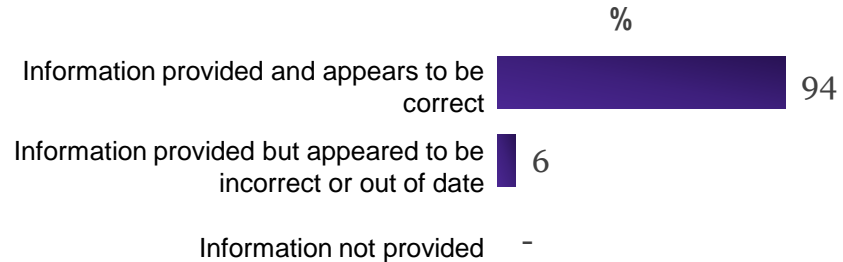
Q12 Travel Centre at Station (25)
%



Q13 Travel Centre Assistant Response (17)**



Q14 Travel Centre Assistant Provide Correct Information? (17)



* Travel Centres were closed for some weekend interviewing

**Question amended in Q2 2018

↓↑ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}