



KANTAR MILWARD BROWN



NTA Mystery Shops Bus Éireann Quarter 3 2018

41300195



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Náisiúnta Iompair
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’.



192 mystery shops (including additional Q2 mop ups plus 8 bus station boosts) were conducted from mid June to early September 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 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 3 2018: June 18th – Sep 9th 2018



We have used the following symbols to indicate significant differences versus the previous quarter i.e. Qtr 2 April – June 2018 Q2 or versus the same quarter last year i.e. Qtr 3 July – Sep 2017 Q3. Significant differences are tested at 95% confidence and above.



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Section 1: Stop Maintenance & Performance



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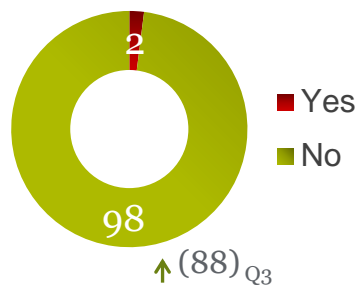
Advertising on Shelter or Bus Stop: There were minimal instances of commercial advertising present on bus stops this quarter, particularly on shelter glass which has shown improvement year on year.

Base: IF YES TO BUS SHELTER Q30/1 (88) / (65) YES TO BUS STOP POLE AND FLAG Q29/1

41% observed a Bus Stop Pole & 50% observed a shelter at the stop

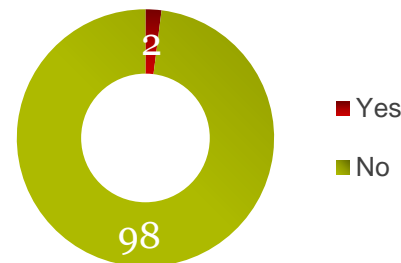
Q 37 Additional Commercial Advertising on Shelter Glass

(88)
%



Q38 Third Party Commercial Advertising on Bus Stop Pole

(65)
%



↕↗ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

Q37 Is there additional commercial advertising on the shelter glass outside the designated advertising or travel information and timetable panels?

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

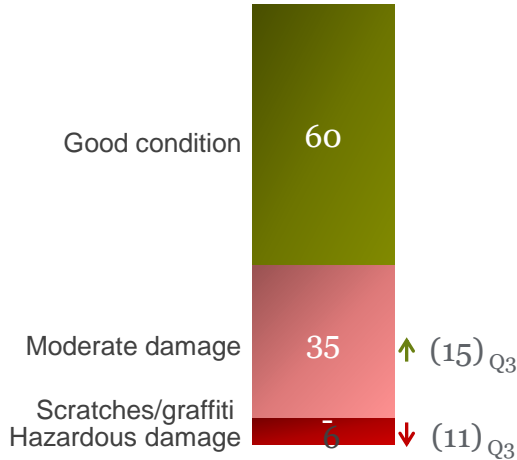
Bus Shelters: 3 in 5 interviewers found bus stop poles to be in good condition; while over a third saw signs of moderate damage, a significant uplift versus last year. Reports of more hazardous damage have declined year on year. 4 in 5 interviewers felt that the bus shelters were in good condition with just under 1 in 5 reporting more moderate damage to shelters.

Base: (88), IF YES TO BUS SHELTER Q30/1 (65) IF YES TO BUS STOP POLE AND FLAG Q29/1



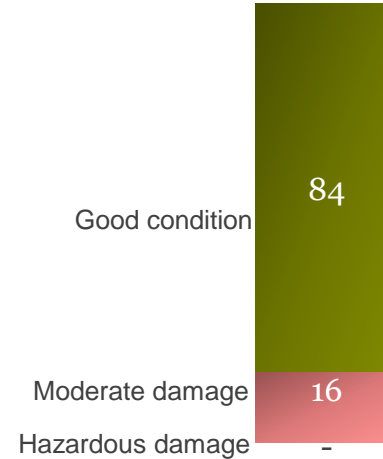
Q29b Condition of the Bus Stop Pole & Flag?

(65)
%



Q31 Condition of the Bus Shelter?

(88)
%



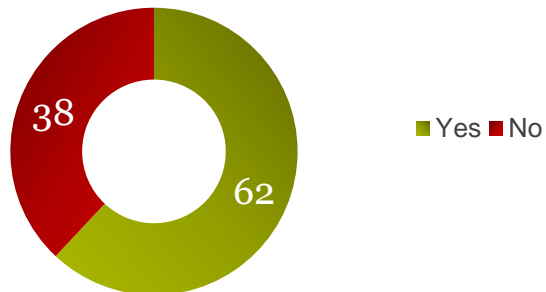
↓↑ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

Timetable: 3 in 5 interviewers noted a printed timetable present, with no significant movements observed.

Base: (65) IF YES TO BUS STOP POLE AND FLAG Q29/1

Q34 Printed Timetable Present

(65)
%



↕↗ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

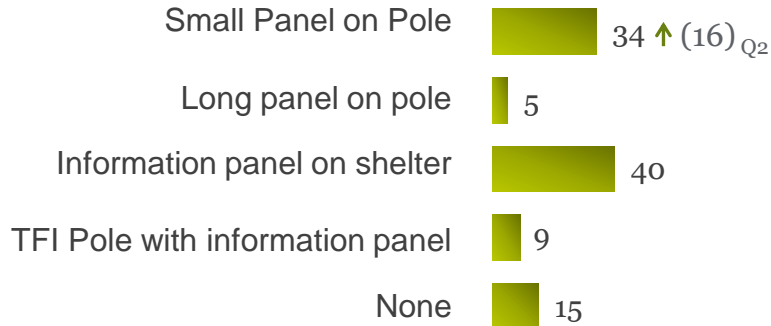
Information Display: 2 in 5 interviewers saw an information display present at the bus stop, while a third saw a small panel on the pole, a significant uplift from last quarter. 4 in 5 interviewers found the information displays to be fully legible and clean.

Base: (146) IF POLE OR SHELTER AT Q28C



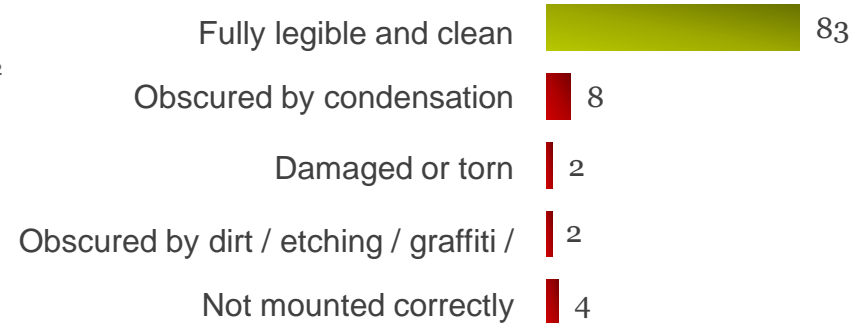
Q28d* Information Display (146)

%



Q28e* Information displayed (124)

%



↕↗ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

*New for Q1 2018



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Section 2: Customer Information Performance (CI)

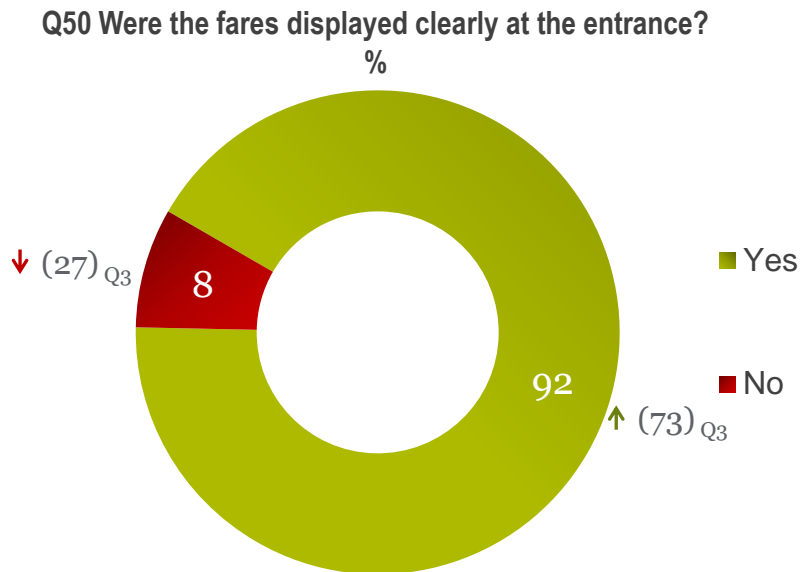


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Fares Displayed: Almost all interviewers found fares were displayed clearly at the entrance to the bus, a significant uplift versus last year.

Base: (118), Routes with Fares Displayed at the Entrance

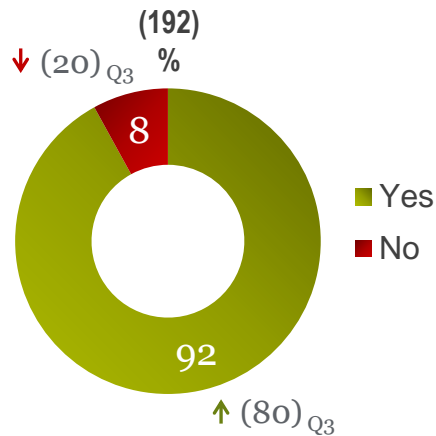


↓↑ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

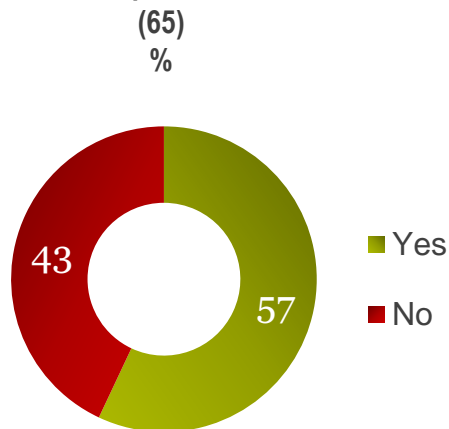
Timetable: Of the 9 in 10 interviewers who had time to assess the bus stop before the arrival of the bus, the majority found the bus stop numbers to be clearly visible a significant increase vs last year, whilst 3 in 5 saw a printed timetable present. Half of interviewers were able to observe the operative date on the timetable.

Base: (192)

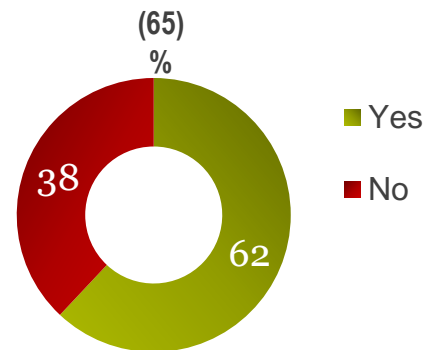
Q28 Did you have time to assess bus stop before arrival of bus



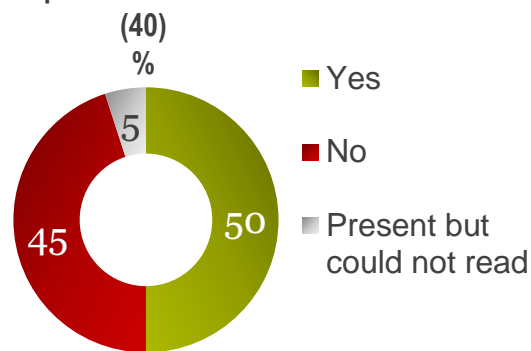
Q32 Bus Stop Number Visible



Q34 Printed Timetable Present



Q36 Operative Date Present



↓↑ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

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



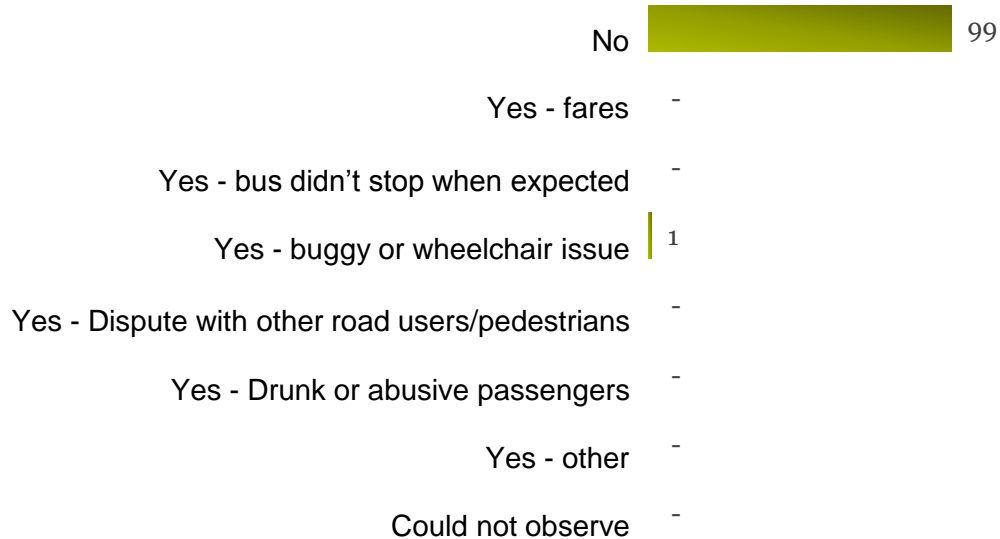
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Driver Interaction: There was 1 instance of a driver dispute recorded this quarter over a buggy or wheelchair issue.

Base: (192)

Q103 Any Disputes with Passengers/ Other Road Users (192) %



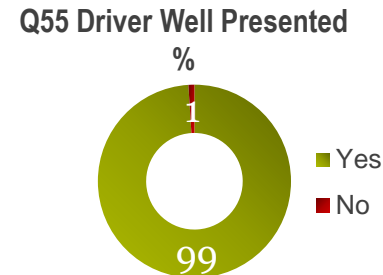
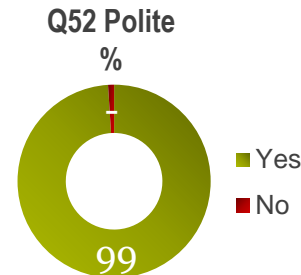
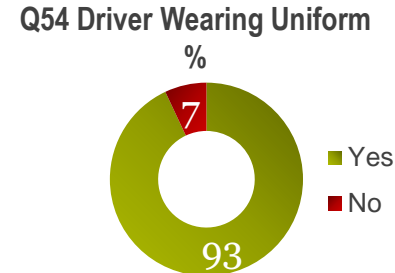
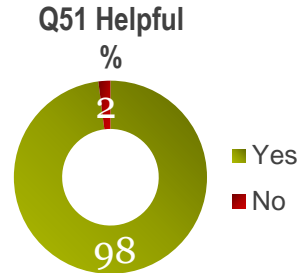
↓↑ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

Driver Assessment: Drivers continue to be very positively regarded in terms of both attitude & presentation

Base: (192)

Questions to Driver

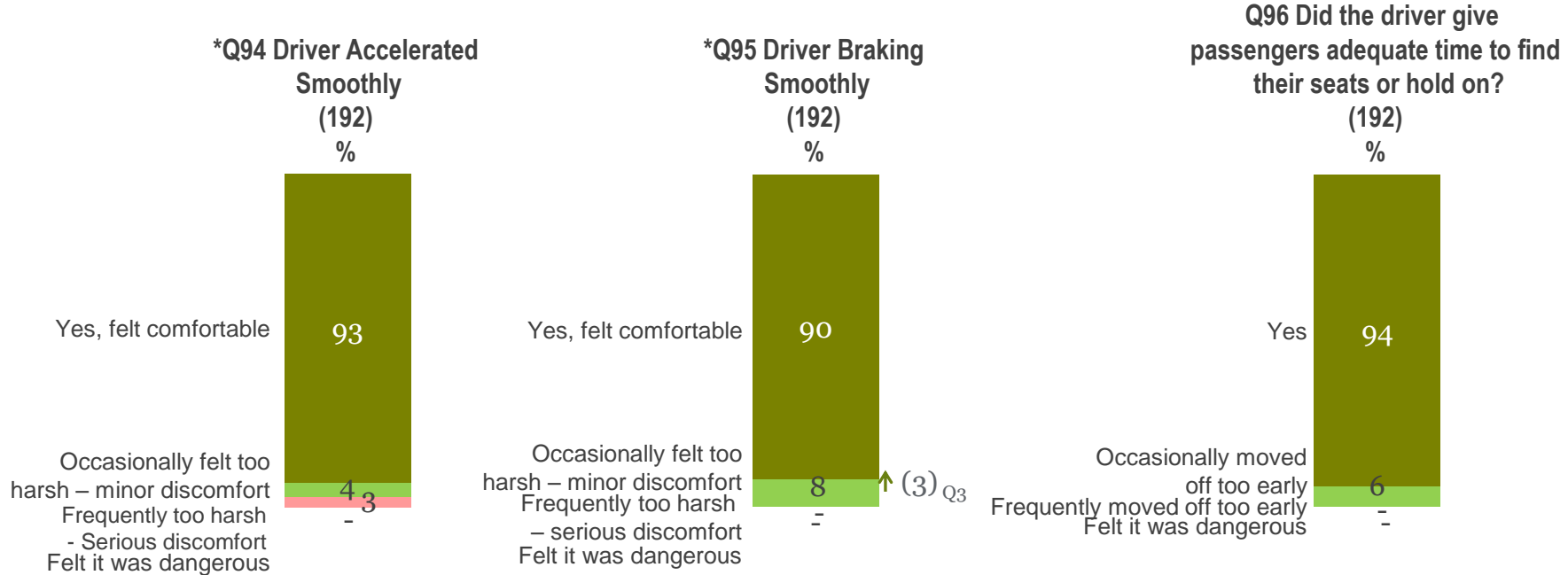
- How much is it to ____?
- Can I pay with a note?
- Does this bus go to ____?



↕ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

Bus Safety: Encouragingly, almost all interviewees reported comfortable journeys with minor instances of harsh braking, accelerating & moving off too early; nobody felt it was dangerous. However, instances of drivers occasionally braking too harshly have significantly increased versus this time last year.

Base: (192)



↕↗ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

* Question amended in Q2 2016

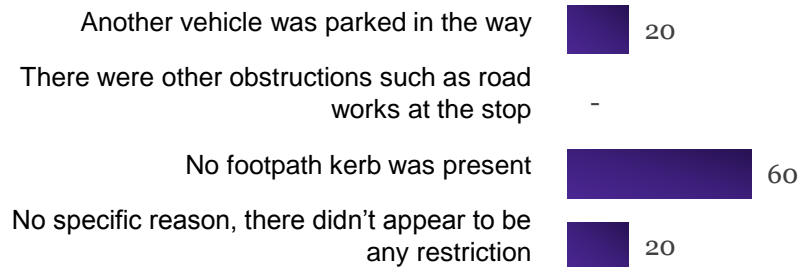
- Q94 Generally, did the bus driver accelerate smoothly?
- Q95 Did the bus driver brake and take corners smoothly?
- Q96 Did the driver give passengers adequate time to find their seats or hold on?

When Getting on the Bus: Of the 5 instances where the bus did not pull up to the kerb for boarding passengers, 3 noted that this was due to no footpath kerb being present, 1 noted another vehicle parked in the way while another felt that there was no specific restriction. Of the 9 instances where the bus did not pull up to the kerb for alighting passengers, 6 felt that there didn't appear to be any restriction while 3 found there was no kerb present at the destination stop.

Base: (192)

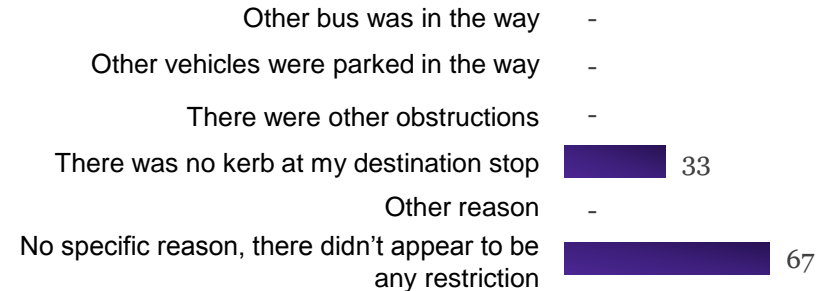
Q62 Why Not Pulled to Kerb (5) Boarding

%



Q93 Why Not Pulled to Kerb (9) Alighting

%



↓↑ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

Q92 Did the bus pull up to the kerb at the bus stop sufficiently to allow passengers board and alight from the bus?

Q93 Why did the bus not pull up to the kerb??

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

Base: (182), ALL EXCLUDING THOSE NOT REQUESTED TO STOP

Q102* Stopped to Pick Up Passengers

(182)

%

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

=

-

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

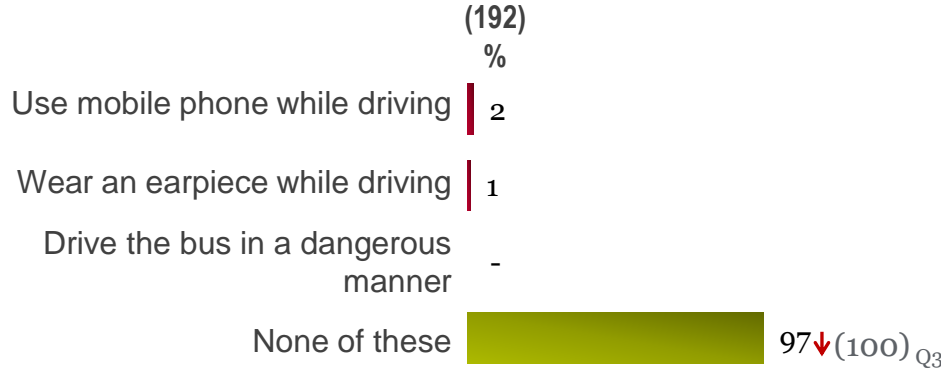
* Question rebased off those whose bus stopped to pick up passengers

Driver Behaviour: The behaviour of the drivers was very positively regarded overall with minimal mentions of drivers using mobile phones or earpieces (only a very small number of instances observed).

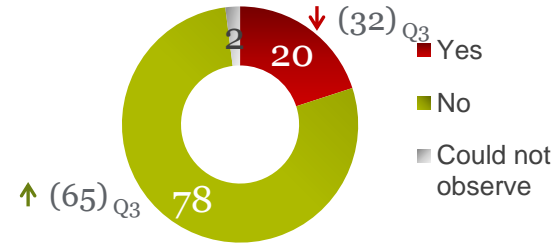
.1 in 5 interviewers observed drivers listening to music while driving, significantly down versus last year, whilst almost all interviewers did not observe the drivers holding any long conversations with others.

Base: (192)

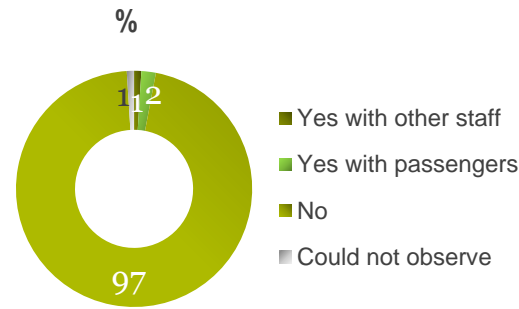
Q97 Did Bus Driver do Any of the Following



Q98 Driver Listening to Music/Radio (192)



Q99 Driver Hold Long Conversations (192)



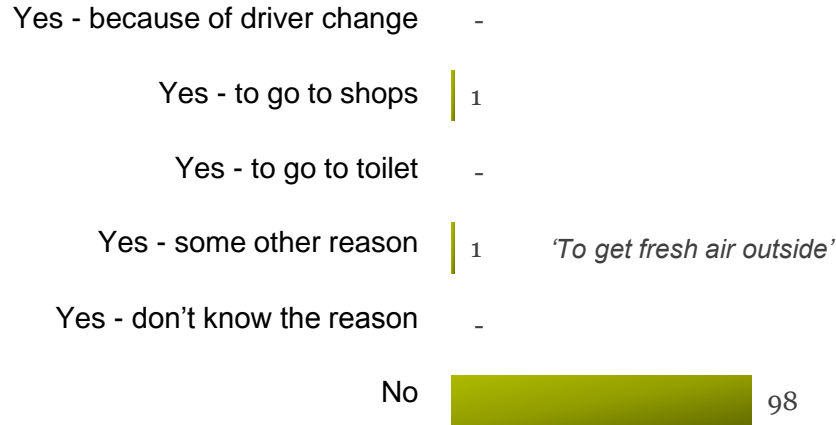
↓↑ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

Leave Bus Unattended: There were 3 instances of drivers leaving buses unattended this quarter; two were because of the driver going to the shops while the other involved the driver getting out to get fresh air outside.

Base: (192)

Q100 Bus Left Unattended (192)

%



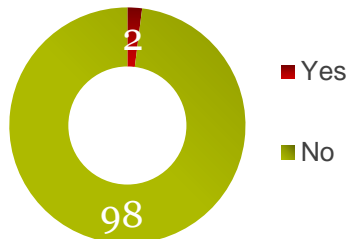
'To get fresh air outside'

↕ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

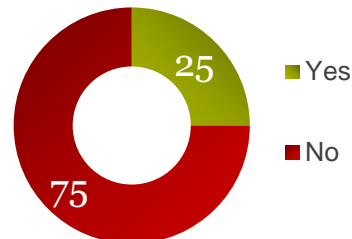
Diversion or Terminated Early: For the 4 interviewers who encountered a bus diversion/termination, one was informed by the driver shouting out information while the other three noted that the driver failed to inform passengers.

Base: (192)

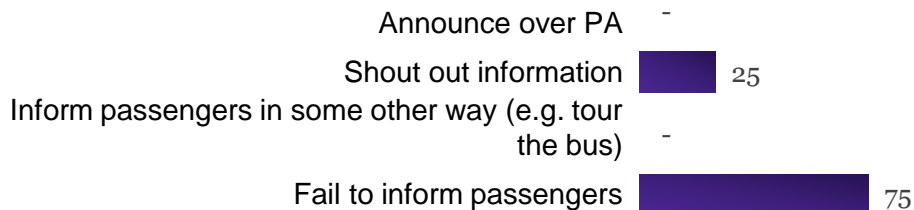
Q107 Bus Diverted/Terminated Early



Q109 Passengers Told Reason for Early Termination/Diversion (4)



Q108 If Bus Diverted/Terminated Early (4)



↕ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}



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Section 4: Bus Equipment Performance



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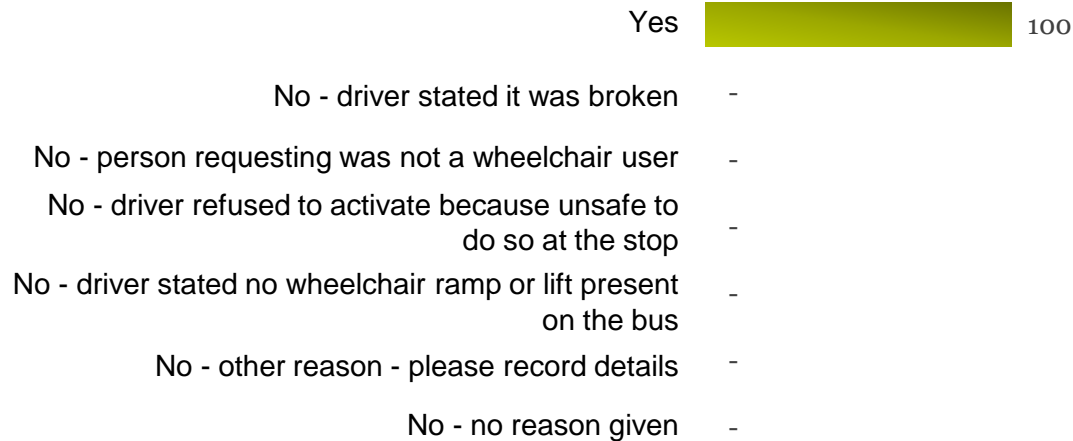


Wheelchair Ramp/Lift: Of the 4 interviewers who observed a wheelchair ramp request, all found that it was activated when necessary

Base: (192), If yes to WHEELCHAIR RAMP OR LIFT REQUEST Q105 (4)

Q106 Wheelchair Ramp/Lift Activated Upon Request (4)

%

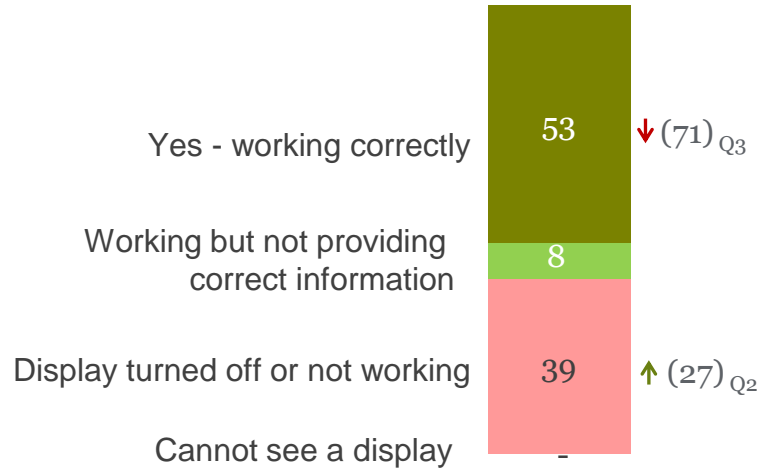


↓↑ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

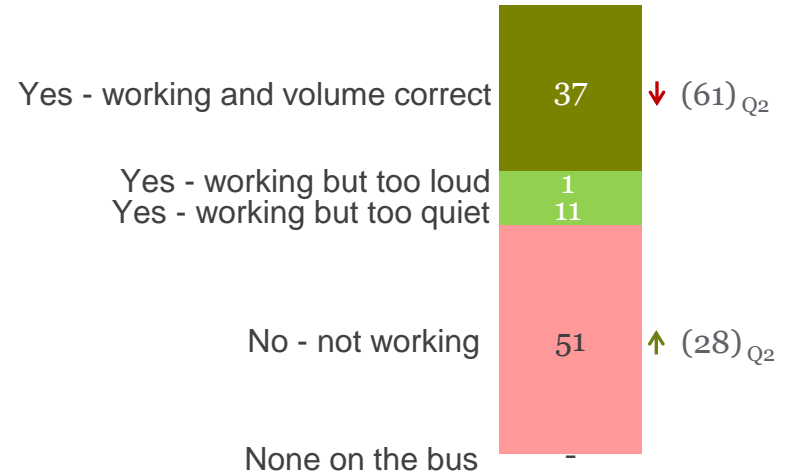
Electronic Displays & Announcements: Of those who saw an electronic next stop display present, half saw that they were working correctly, a significant decline versus last year, while 2 in 5 found that they were turned off or not working, a significant increase versus last quarter. For those who heard an audio next stop announcement, just under 2 in 5 found that it was working while half noted that it was not working , a significant uplift from last quarter.

Base: (100), ALL WHO COULD SEE A DISPLAY / HEAR AN ANNOUNCEMENT (72)

Q80* Electronic Displays for Next Stop Working (100)
%



Q81* Audio Announcement for Next Stop Working (75)
%



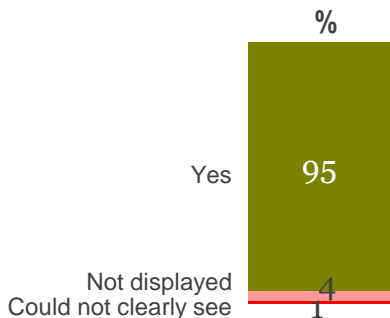
↓↑ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

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

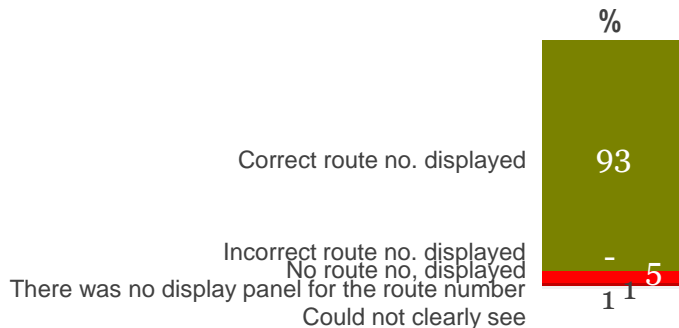
Route Number and Destination Visible: Almost all interviewers reported seeing both route and destination numbers on the front and sides of the bus, with no significant movements observed. Of the 12 interviewers who could not clearly see a route number, 3 noted that the bus appeared to be a replacement bus.

Base: (192)

Q43 Route No. on Front (192)

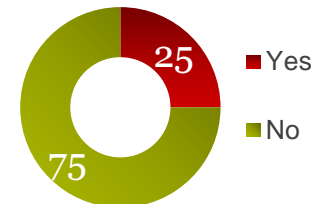


Q45 Route No. on Side (192)

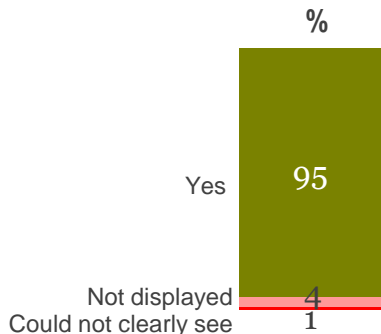


* = Small Base Size
** = Q added in Q2 2018

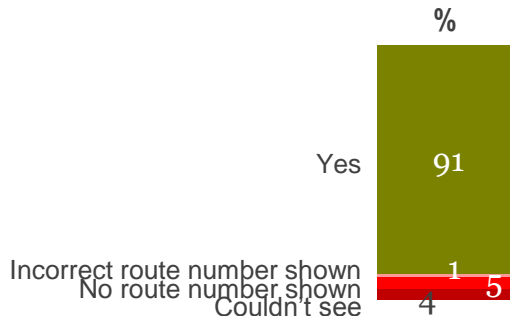
****Q45a Replacement Bus (12*)**



Q44 Destination on Front (192)



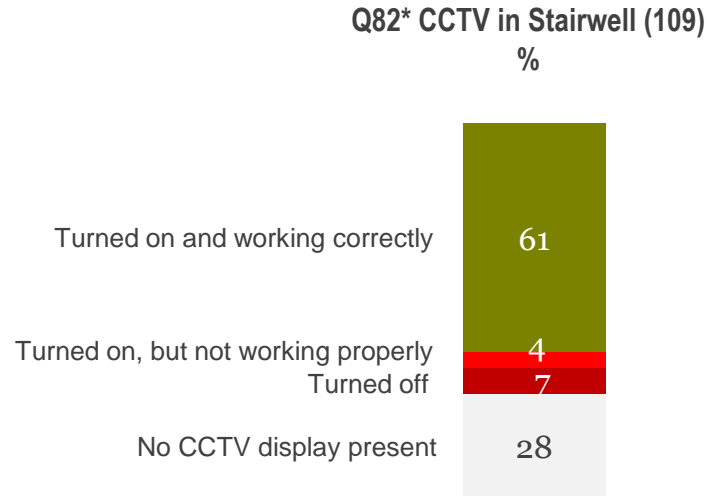
Q87 Route No. on Back (192)



↓ ↑ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

CCTV: 3 in 5 interviewers who saw a CCTV screen in the stairwell noted that it was turned on and working correctly. A quarter saw no CCTV displays present.

Base: (109), ALL EXCLUDING NO STAIRWELL / SINGLE DECK

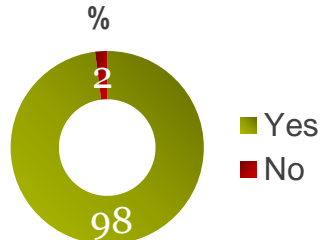


↕↗ = Statistically significant differences are versus Qtr 2 2017 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

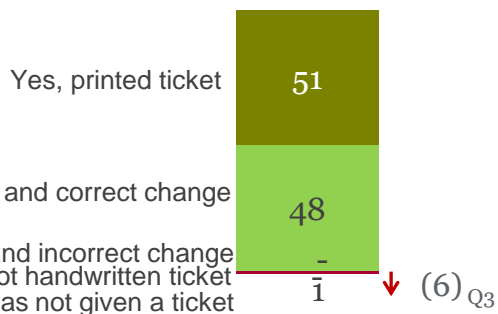
* Question rebased off those who could see a CCTV display

Fare Payment: Almost all interviewers reported the ticket machine & Leap Card readers were working correctly. The majority of cash payers received either a printed ticket or the correct change where appropriate, with significant declines in those not given ticket year on year. 3 in 4 Leap users were able to see what fare they were charged when boarding the bus, with significant declines amongst those who couldn't tell what fare they were charged versus last year.

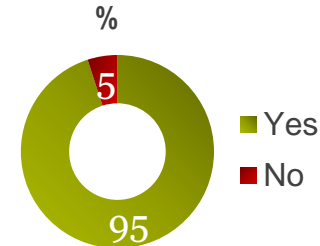
Q56 Cash Fare (110)
If Cash Fare at R5
Ticket Machine Working Correctly



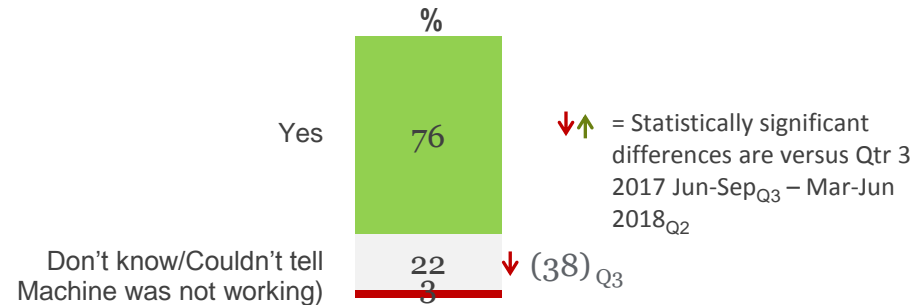
Q57b Cash Fare
If Cash Fare at R5
Given Printed Ticket/Change Receipt (110)



Q58b* Leap Card Reader Present
at Driver Working Correctly (79)



Q59b* Leap Card Reader at Driver
See Fare Charged (51)

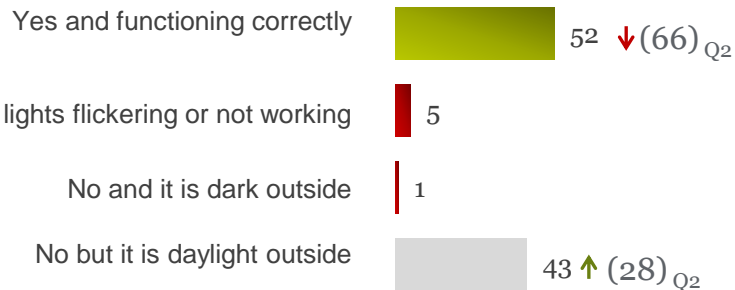


*Question amended in Q2 2016

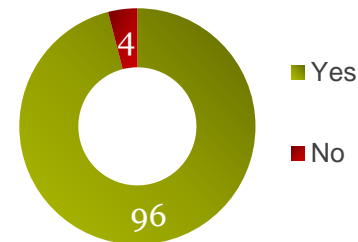
Interior Lighting and Temperature: Half of interviewers found the interior lighting of the buses to be functioning correctly, declining versus last quarter, with 2 in 5 noting that there was no need for lighting as it was daylight outside, a significant uplift versus last quarter. There were minimal instances of lights flickering / not working. Almost all interviewers found the on-board temperatures on the buses to be; with 7 interviewers feeling the temperatures on board were unreasonable.

Base: (192)

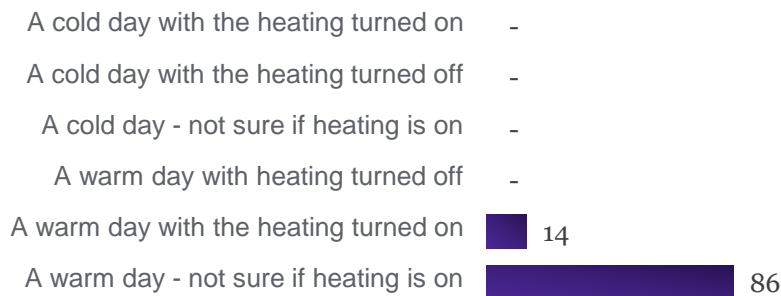
Q83 Interior Lighting (192)
%



Q84 Temperature Reasonable (192)
%



Q85 Why Temperature Not Reasonable (7)
%



↓↑ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}



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Section 5: Cleanliness Performance C2: Station Cleanliness



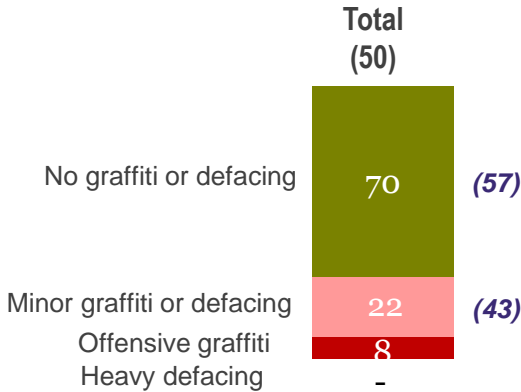
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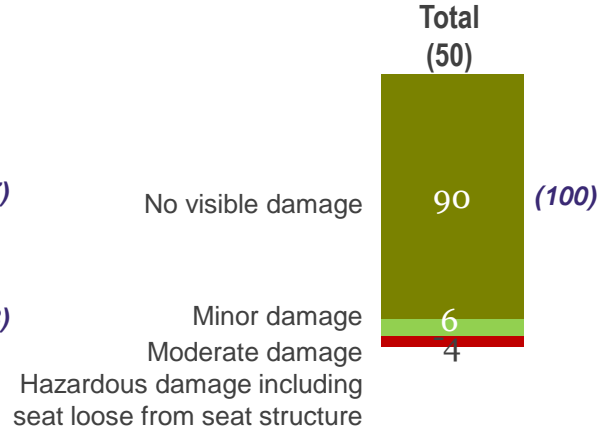
Station Seating: The majority of interviewers found the station seats to be clean & well maintained; with 1 in 5 noting signs of minor graffiti/defacing.

Base: (50), IF ASKED TO ASSESS A BUS EIREANN STATION Q1A
 (7), IF ASKED TO ASSESS BUSÁRAS Q1A

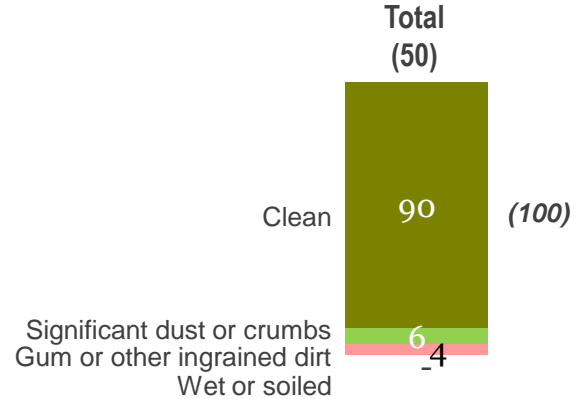
Q1 Graffiti on Station Seats %



Q2 Station Seats Damaged %



Q3 Cleanliness of Station Seats (50)
%



() = Busáras

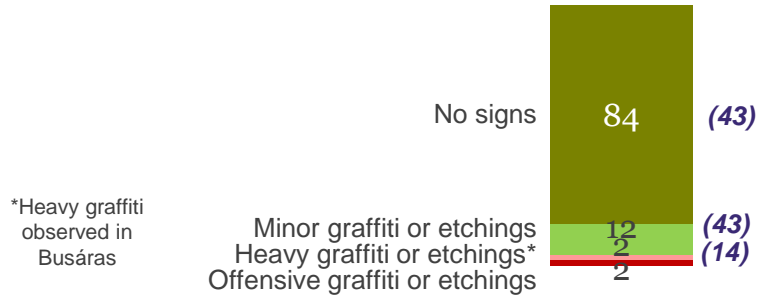
↓↑ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

*Caution: Small base size

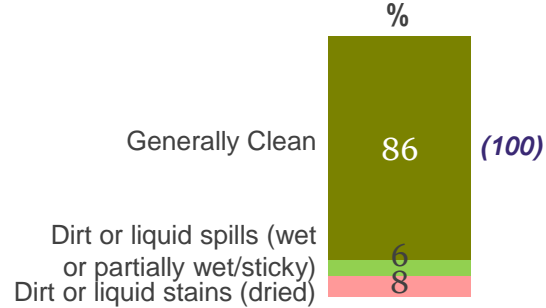
Station Cleanliness: Station walls, floors, ceilings & stairs were found to be generally clean, with some instances of minor graffiti and litter reported

Base: (50), IF ASKED TO ASSESS A BUS EIREANN STATION Q1A. **Base: (7), IF ASKED TO ASSESS BUSÁRAS Q1A**

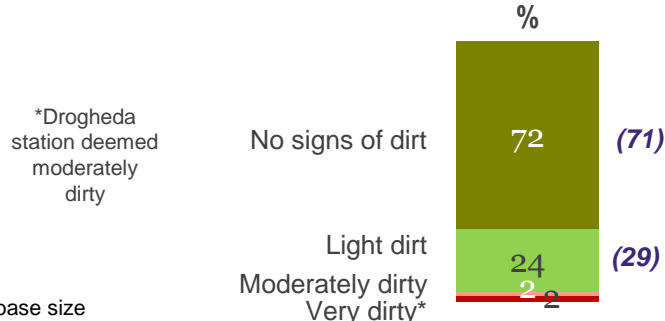
**Q4 Graffiti on Walls, Panels
Ceilings and other Fixtures (50)**



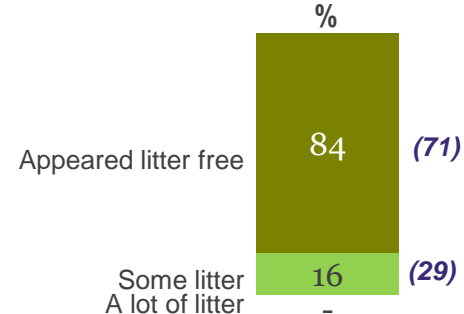
**Q9 Cleanliness of Station
Floors or Stairs (50)**



**Q5 Cleanliness of Walls, Panels
Ceilings and other Fixtures (50)**



**Q10 Litter on Seats,
Floors or Stairs? (50)**



↓↑ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

() = Busáras

*Caution: Small base size

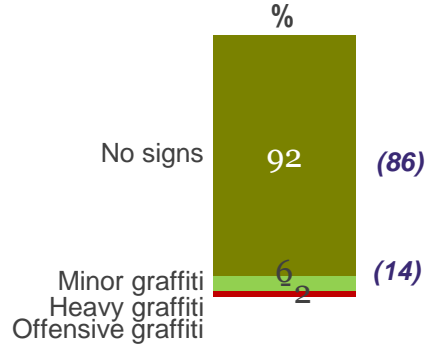
Q4 What best describes level of graffiti or etchings on of walls, panels, ceilings, stairs and other fixtures and fittings?
Q5 What best describes level of cleanliness of walls panels, ceilings and other fixtures and fittings?

Q9 What best describes level of cleanliness of station floors or stairs?
Q10 Was there litter on station seats, floor or stairs?

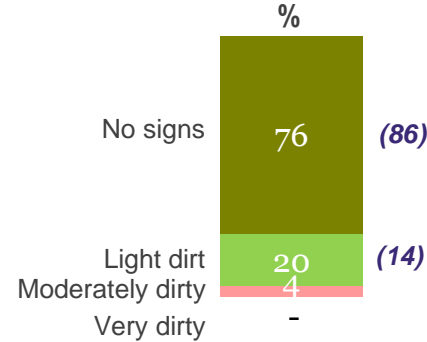
Station Windows and Exterior: Station windows were thought to be kept in good condition by the majority of interviewers. Outside of the bus station, a third of interviews reported seeing litter present

Base: (50), IF ASKED TO ASSESS A BUS EIREANN STATION Q1A, Base: (7), IF ASKED TO ASSESS BUSÁRAS Q1A

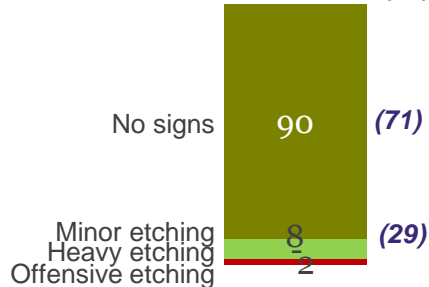
Q6 Graffiti on Station Windows (50)



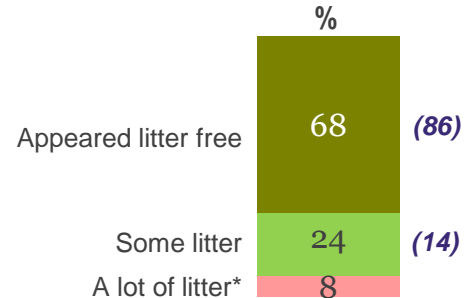
Q8 Cleanliness of Station Windows (50)



Q7 What best describes level of etching on station windows? (50)



Q11 Exterior Litter Free (50)



*Limerick station thought to have a lot of litter

↕↑ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

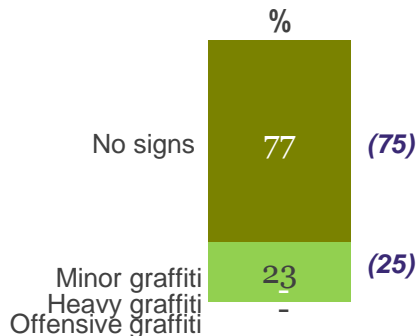
() = Busáras

*Caution: Small base size

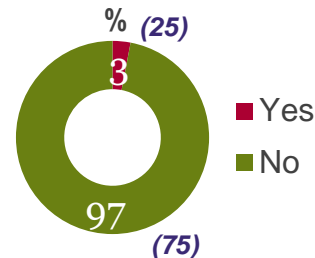
Station Toilets: Station toilets were seen to be generally graffiti and litter free by the majority of interviewers, with facilities functioning correctly. 1 in 4 saw signs of minor graffiti while 1 in 5 saw minor litter

Base: (39), IF TOILETS OPEN Q15/2, **Base: (4), IF TOILETS OPEN BUSÁRAS Q15/2**

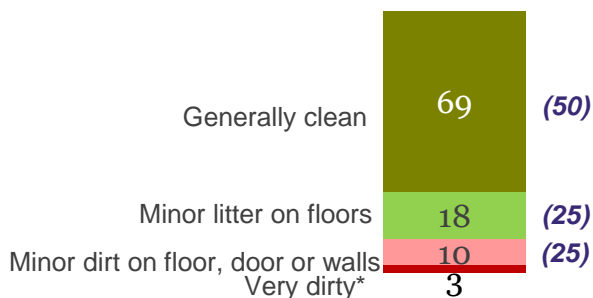
Q16 Graffiti on Toilet Area (39)



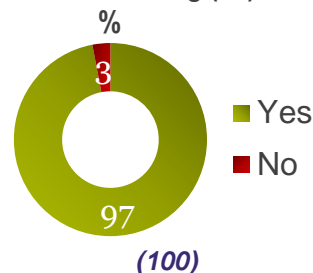
Q18 Toilets Blocked (39)



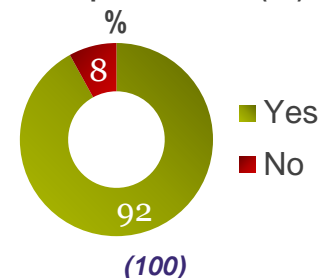
Q17 What best describes cleanliness of toilet area? (39)



Q19 Flush Working (39)



Q20 Toilet Paper Available (39)



*Limerick station thought to be very dirty

() = Busáras

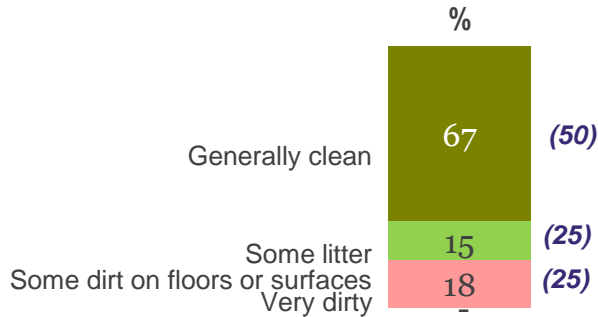
↕↗ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

*Caution: Small base size

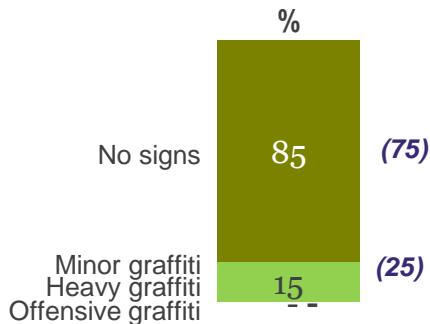
Station Washroom Area: Station washrooms are seen to be generally clean but with some instances of minor graffiti and litter reported. The washroom facilities were thought to be functioning correctly by the majority of interviewers

Base: (39), IF TOILETS OPEN Q15/2, Base: (4), IF TOILETS OPEN BUSÁRAS Q15/2

Q21 Cleanliness of Washroom Area (39)



Q22 Graffiti in Washroom Area (39)

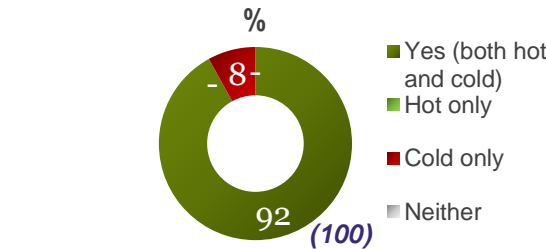


↓↑ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

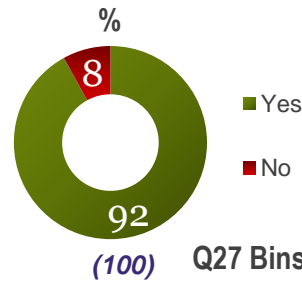
() = Busáras

*Caution: Small base size

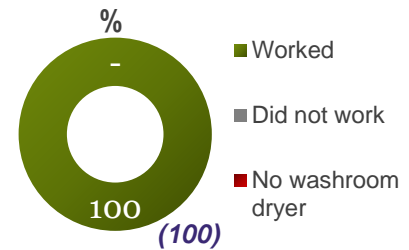
Q23 Washroom Taps (39)



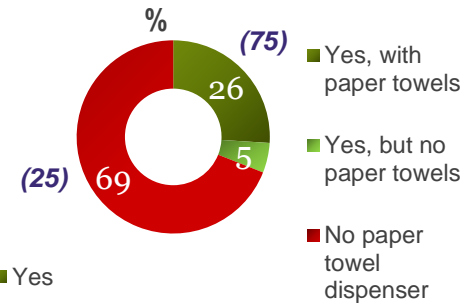
Q24 Soap/Hand Cleanser Available (39)



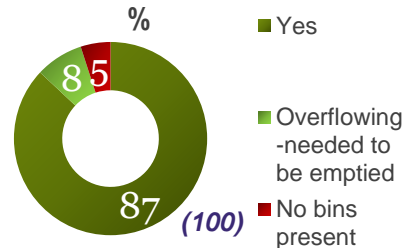
Q25 Washroom Dryers (39)



Q26 Paper Towel Dispenser (39)



Q27 Bins Clean (39)



Q24 Did the washroom taps you tested work?
Q25 Did the washroom dryer(s) you tested work?
Q26 Was there a paper towel dispenser?

Q27 Were the toilet and washroom bins clean?



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Section 6: Cleanliness Performance C1: Bus Cleanliness



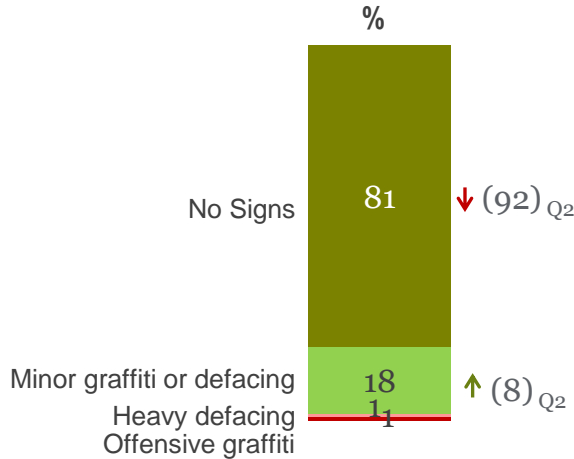
Údarás
Náisiúnta Iompair
National Transport Authority



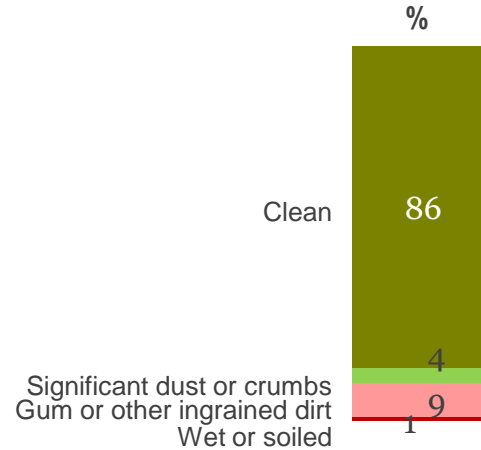
Assessment of Seats: Almost all interviewers found both bus seats & cushions to be clean & well-maintained with minimal levels of graffiti or damage observed. The number of interviewers reporting no signs of graffiti on seats has significantly declined versus last quarter while those reporting minor graffiti has significantly increased.

Base: (192)

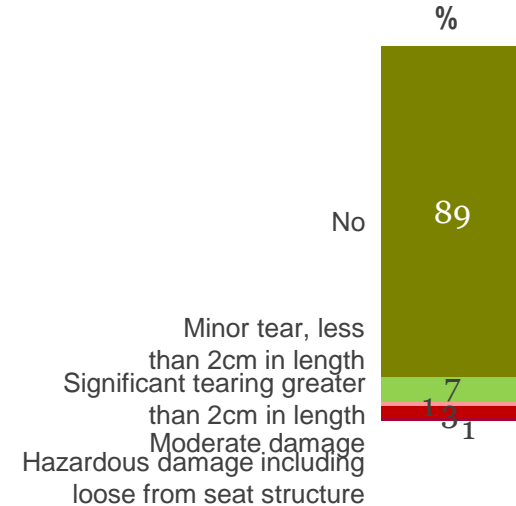
Q69 Graffiti on Seats (192)



Q70 Cleanliness of Seats (192)



Q71 Damage to Seats (192)



↓↑ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

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

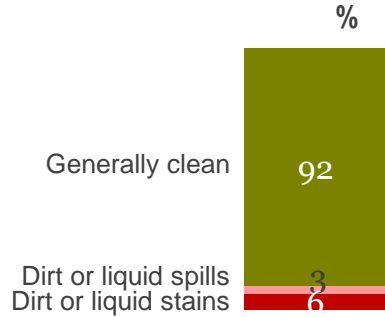
Q70 What best describes level of cleanliness of seat cushions?

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

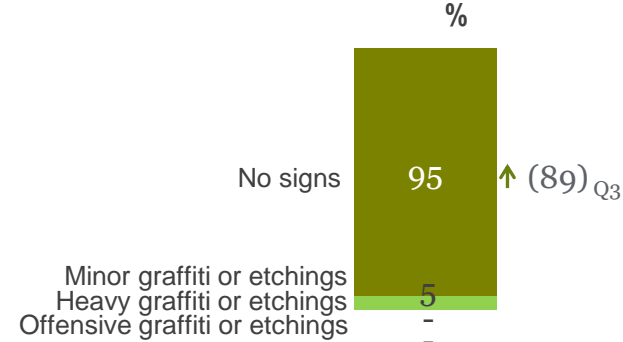
Bus Interior: The interior of the buses were generally positively regarded with some minor instances of litter & dirt reported. Encouragingly, there have been significant increases in the number of interviewees reporting litter free interiors both quarter on quarter and year on year.

Base: (192)

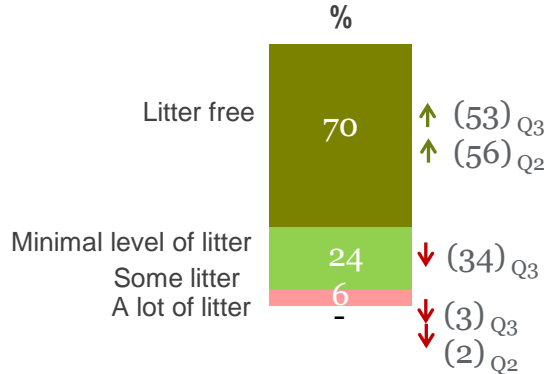
Q75 Cleanliness of Floors and Stairs (192)



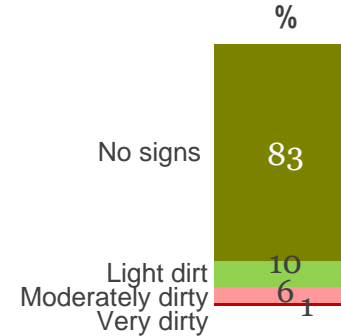
Q77 Graffiti of Panels Ceilings, Stairs and other Fixtures/Fittings (192)



Q76 Litter on Seats/Floor or Stairs* (192)



Q78 Cleanliness of Panels, Ceilings and other Fixtures/Fittings (192)

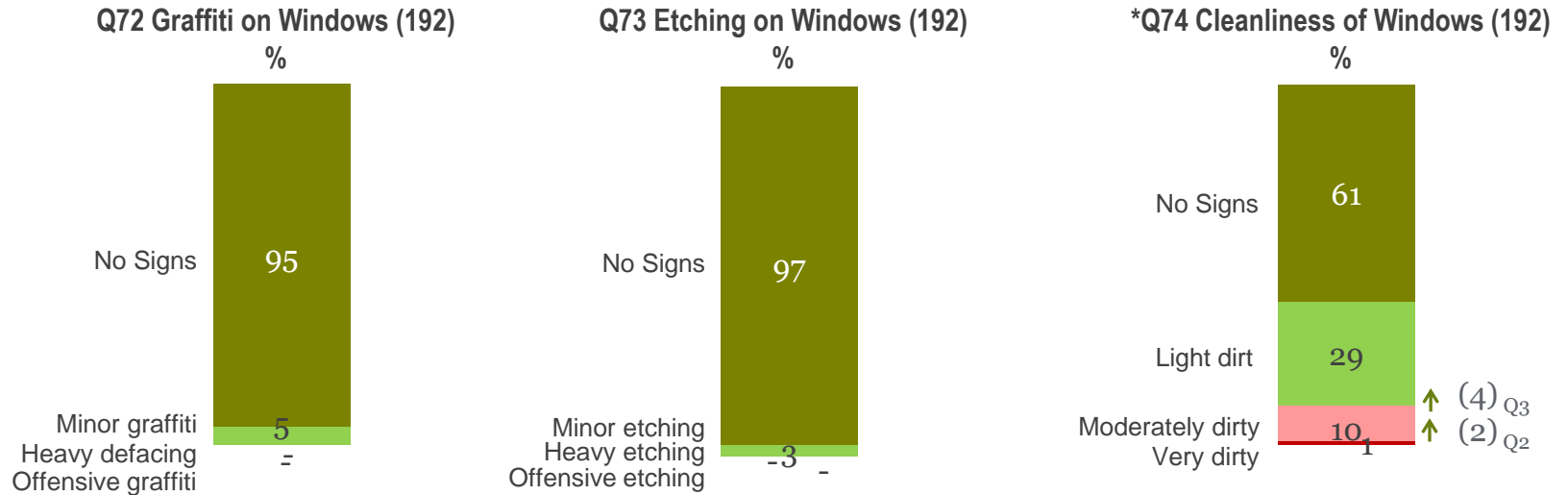


* Question amended in Q2 2016

↓↑ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

Bus Windows: The majority of interviewers reported no signs of graffiti or etchings on bus windows while 1 in 3 observed light dirt. The number of windows seen to be moderately dirty have significantly increased both versus last quarter and last year.

Base: (192)



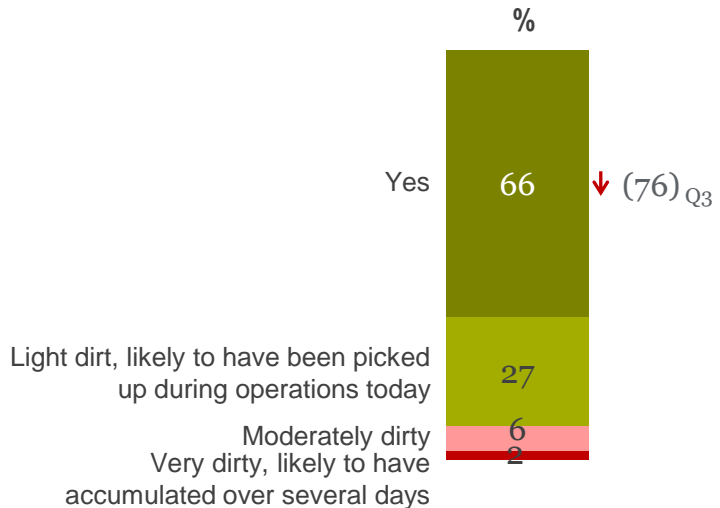
↕↑ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

* = Hosepipe ban in place during Q3 fieldwork

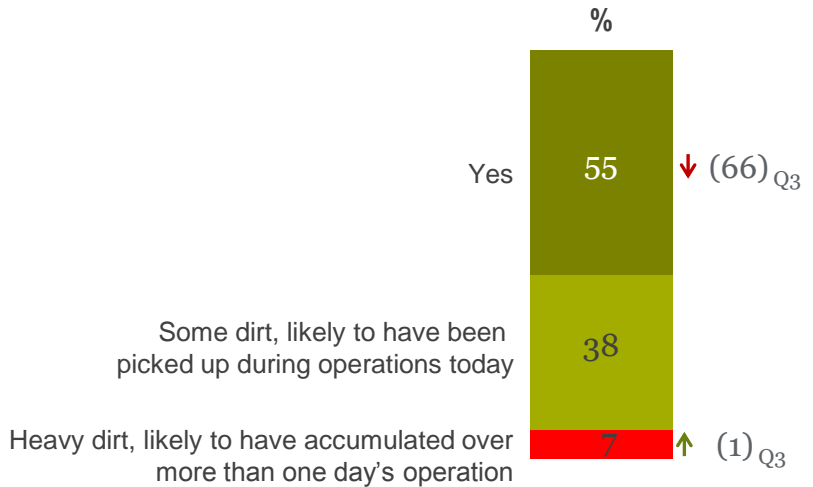
Front, Side and Rear of Bus: In the majority of instances, buses were thought to be clean at both the front, sides & rear, however this is declining year on year. Most of the dirt observed was mainly thought to have been picked up during operations that day, however there has been significant increases in heavier dirt observed at the rear of the buses year on year.

Base: (192)

***Q47 Cleanliness of Front/Side of Bus (192)**



***Q90 Was the Rear of the Bus Clean? (192)**



↕ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

* = Hosepipe ban in place during Q3 fieldwork



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Section 7: Customer Service Performance (C5)



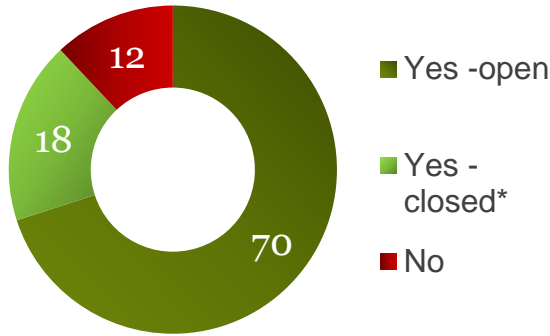
Údarás
Náisiúnta Iompair
National Transport Authority



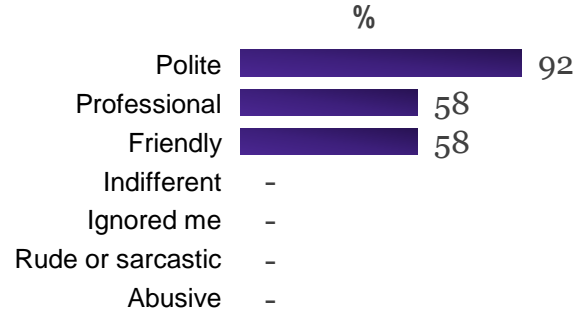
Travel Centre: Of the 50 interviewers who surveyed a bus station, 35 were able to assess the relevant travel centres. Of these, the staff were thought to be polite, professional and friendly and all found that the information they were given appeared to be correct

Base: (12), IF TRAVEL CENTRE OPEN Q13A/1

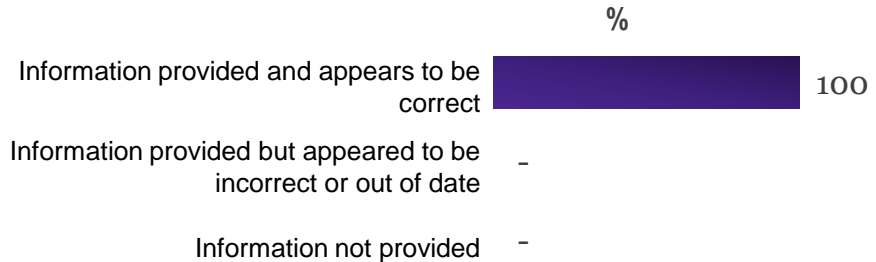
Q12 Travel Centre at Station (50)
%



Q13 Travel Centre Assistant Response (35)**



Q14 Travel Centre Assistant Provide Correct Information? (35)



↓↑ = Statistically significant differences are versus Qtr 3 2017 Jun-Sep_{Q3} – Mar-Jun 2018_{Q2}

**Question amended in Q2 2018

* Travel Centres were closed for some weekend interviewing

Q12	Is there a Travel Centre at this station?
Q13	How would you rate the response of the Travel Centre assistant?
Q14	Did the Travel Centre assistant provide the requested information?