



# NTA Mystery Shops Dublin Bus Quarter 1 2019

41300621



# 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’.



210 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. 10 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 2019: 1<sup>st</sup> January – 25<sup>th</sup> March 2019



We have used the following symbols to indicate significant differences versus previous quarter i.e. Qtr 4 Oct – Dec 2018<sub>Q4</sub> or year on year changes for same quarter last year i.e. Qtr 1 Jan – Mar 2018<sub>Q1</sub>



# Section 1: Stop Maintenance Performance



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

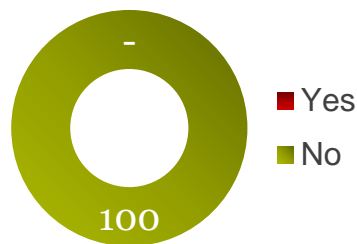
Base: (77), IF YES TO BUS SHELTER Q37/1, (110) IF YES TO BUS STOP POLE AND FLAG Q29

Q1 2019

57% observed a Bus Stop Pole & 46% observed a Bus Shelter

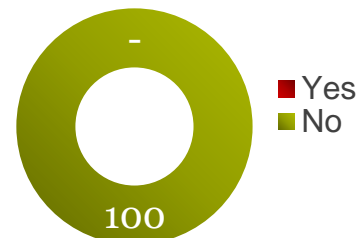
Q37 Additional Commercial Advertising on Shelter Glass

(77)  
%



Q38 Third Party Commercial Advertising on Bus Stop Pole

(110)  
%



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

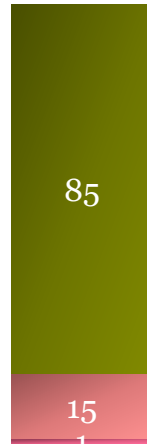
Q38 Are there any third party commercial advertisements or notices (excluding graffiti, stickers, or bus operator related advertisements) on the operator's bus pole?

# Bus Shelters: More than 4 in 5 interviewers found the bus stop poles to be in good condition, with less than 1 in 5 reporting signs of moderate damage. Bus shelters were thought to be in good condition by almost 9 in 10 interviewers, however this has dropped versus the same time last year.

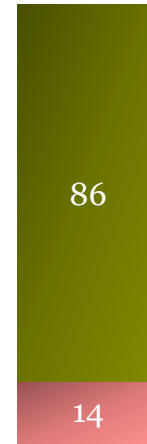
Base: (84), IF YES TO BUS SHELTER Q30/1, (110) IF YES TO BUS STOP POLE AND FLAG Q29/1

## Q1 2019

**Q29b Condition of the Bus Pole (110) %**



**Q31 Condition of the Bus Shelter (84) %**



Good condition

Good condition

↓ (95) Q<sub>1</sub>

Moderate damage  
Scratches/graffiti

Moderate damage  
Hazardous damage

Hazardous damage requiring immediate repair

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

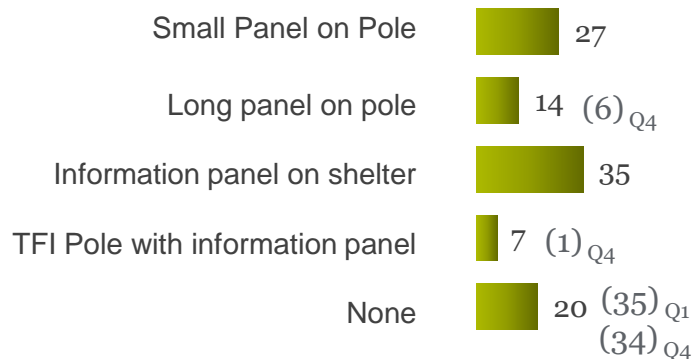
**Information Display:** Over a third of interviewers saw an information display present at the bus stop, followed by a small panel on the pole. Of these, the majority felt that they were fully legible and clean with minimal instances of obscuring reported.

Base: (183), IF POLE OR SHELTER AT Q28C

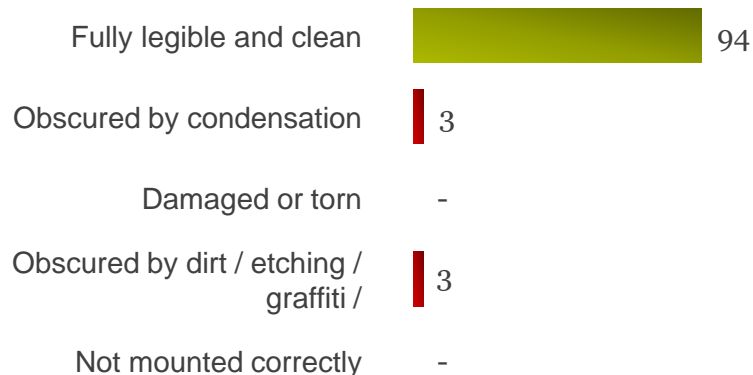
## Q1 2019

**Note:** Change in operator in Q3. Sig testing removed

### Q28d\* Information Display (181) %



### Q28e\* Condition of Display (144) %

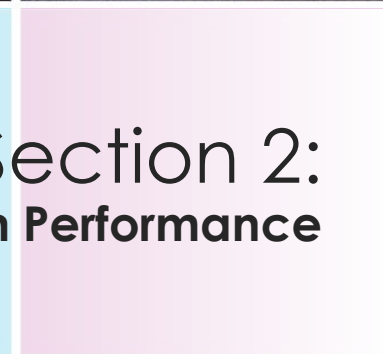
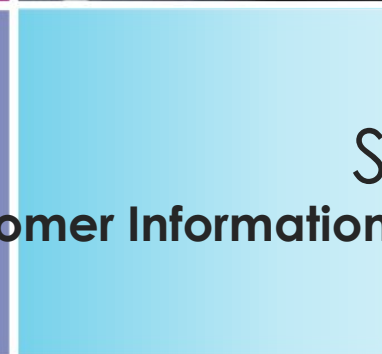


↕↗ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2018<sub>Q4</sub>

\* New for Q1 2018

Q28d What type of information display was there present at the stop? SEE IMAGE EXAMPLE

Q28e How would you describe the condition of this information display?



## Section 2: Customer Information Performance



**NTA**  
Údarás Náisiúnta Iompair  
National Transport Authority

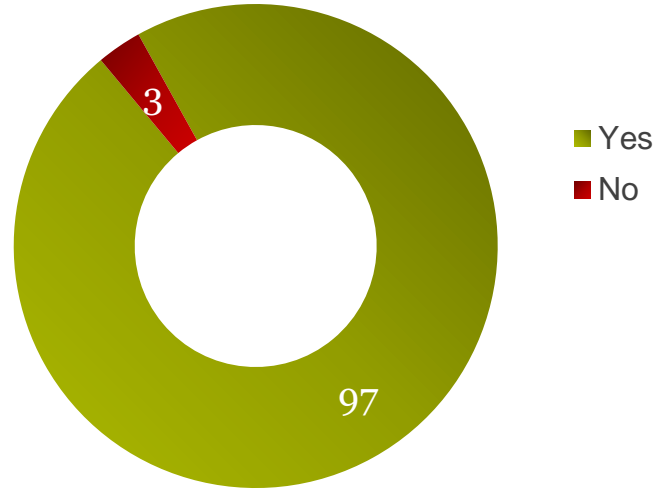
**KANTAR**



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

Base: (210)

**Q1 2019**  
**Q50 Were the Fares Displayed Clearly at the Entrance?**  
(210)  
%



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

**Timetable:** Nearly all interviewers saw a bus stop number visible on the bus stop flag. 3 in 4 saw printed timetables present timetables at the bus stop while over half saw operative dates on these timetables.

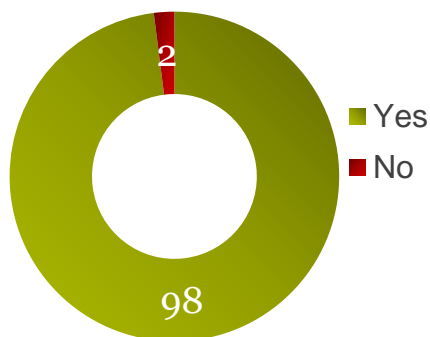
Base: IF YES TO BUS STOP POLE AND FLAG Q29/1 OR BUS SHELTER Q30/1, IF YES TO PRINTED TIMETABLE Q34/1

**Note:** New operator in Q3. Sig testing removed

## Q1 2019

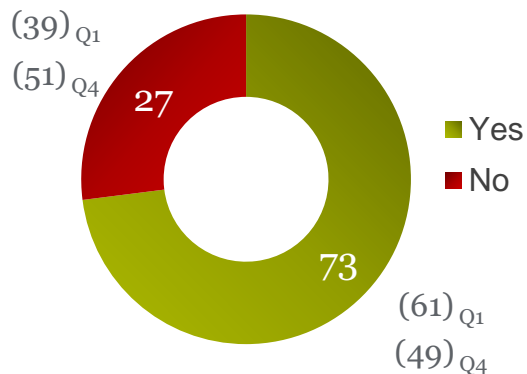
Q32 Bus Stop Number Visible

(183)  
%



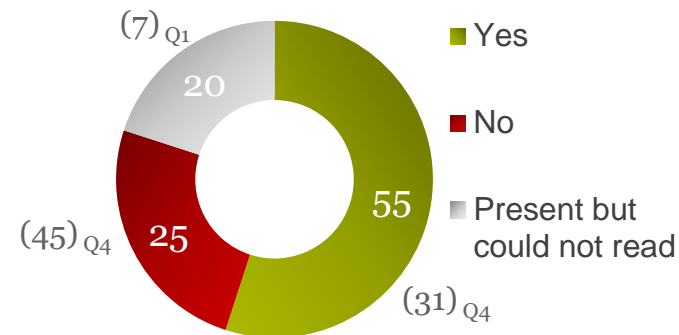
Q34 Printed Timetable Present

(145)  
%



Q36 Operative Date Present

(106)  
%

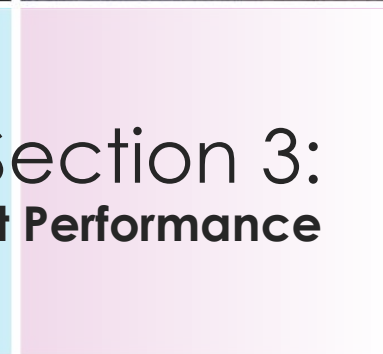


↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2018<sub>Q4</sub>

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



**NTA**  
Údarás Náisiúnta Iompair  
National Transport Authority

**KANTAR**

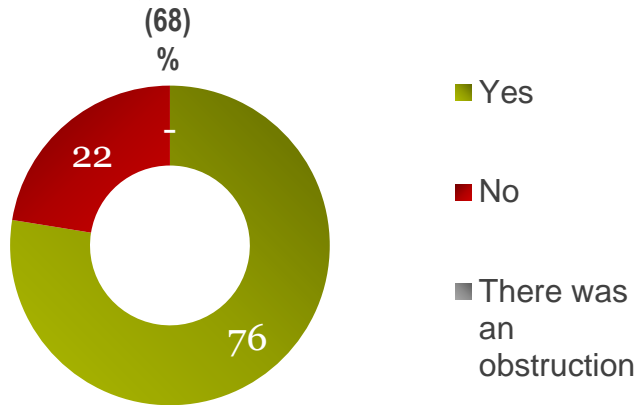
**When Getting on the Bus:** Upon boarding the bus, 3 in 4 interviewers reported seeing the centre doors opening. 3 in 5 noted the centre doors opening when alighting the bus, a significant decline versus last year.

Base: (143), IF YES TO CENTRE DOORS Q63, (68), EXCLUDING BUSES WITH NO ALIGHTING PASSENGERS

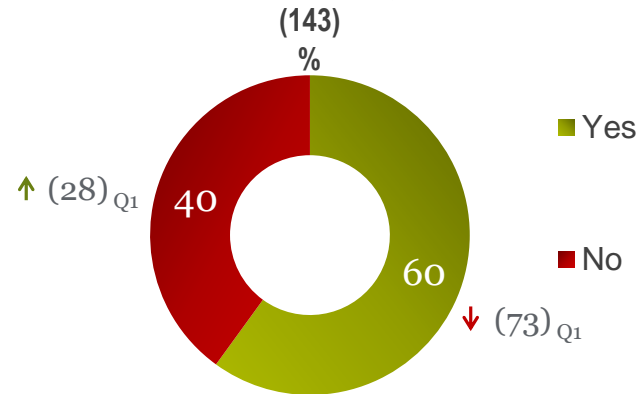
68% assessed buses with centre doors

**Q1 2019**

**\*\*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 2018<sub>Q4</sub>

\*Interviewer instructions updated in Q1 2019  
 \*\*Buses with no alighting passengers excluded

**On Board Displays/Announcements:** All interviewers who could see a display found that it was working correctly. Over 4 in 5 found the next stop announcement was working correctly, a significant drop versus last year, while 1 in 10 felt it was working but too quiet, increasing versus last year.

Base: (209), ALL WHO COULD SEE A DISPLAY / HEAR AN ANNOUNCEMENT

## Q1 2019

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

%

Yes - was working correctly

99

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

1 -

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

%

Yes - working and volume was correct

85

↓ (94)<sub>Q1</sub>

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

11

↑ (4)<sub>Q1</sub>

3

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

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

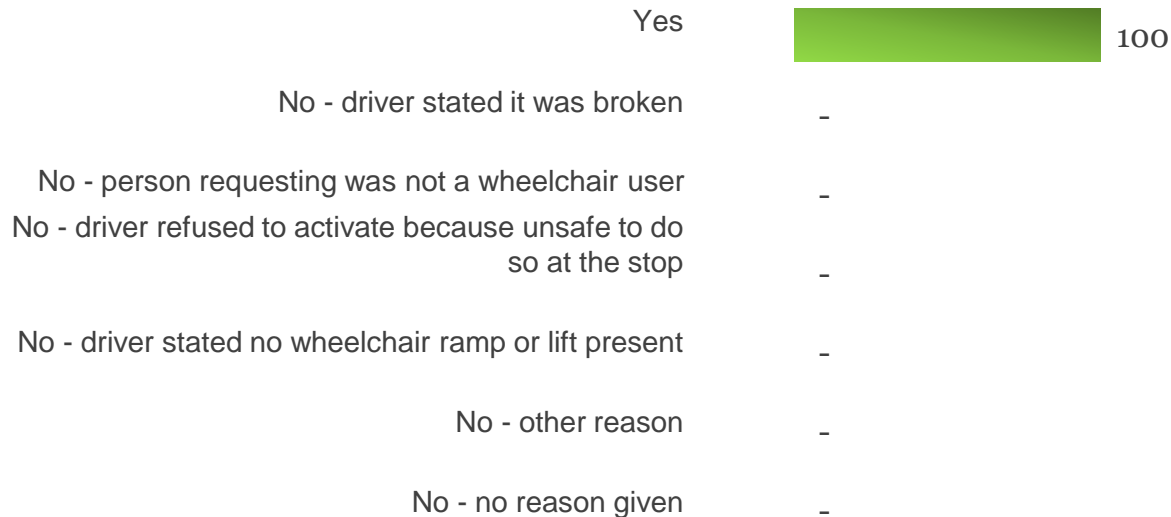
# Wheelchair Ramp/Lift: For the four interviewers who saw a wheelchair ramp requested, all found that it was activated upon request.

Base: (4) If yes to WHEELCHAIR RAMP OR LIFT REQUEST Q105/1

**Q1 2019**

**Q106 Wheelchair Ramp/  
Lift Activated Upon Request**

(4)\*  
%

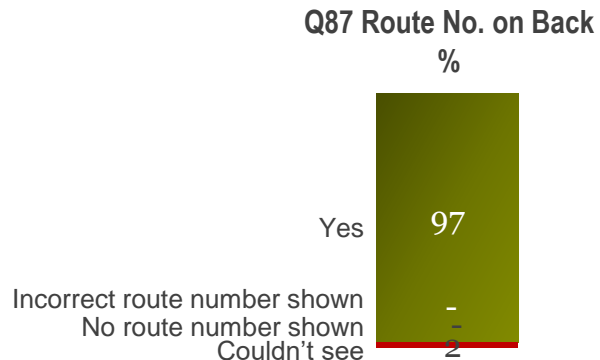
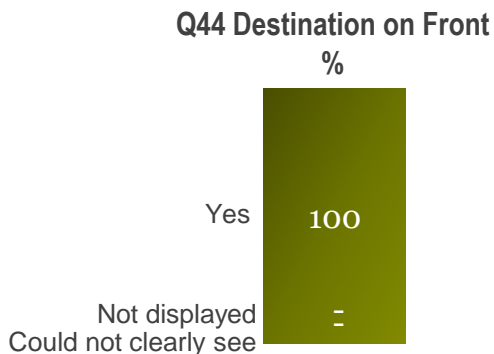
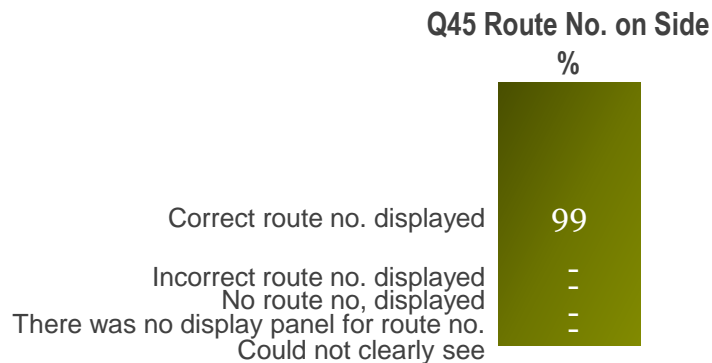
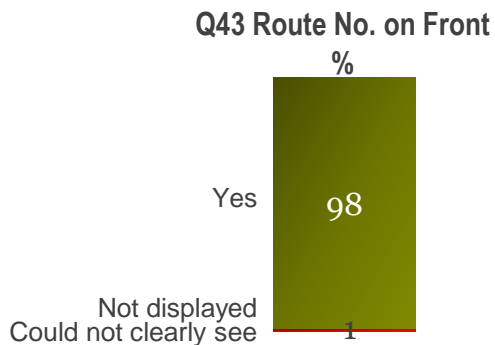


↕↗ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2018<sub>Q4</sub>

# 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: (210)

**Q1 2019**



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

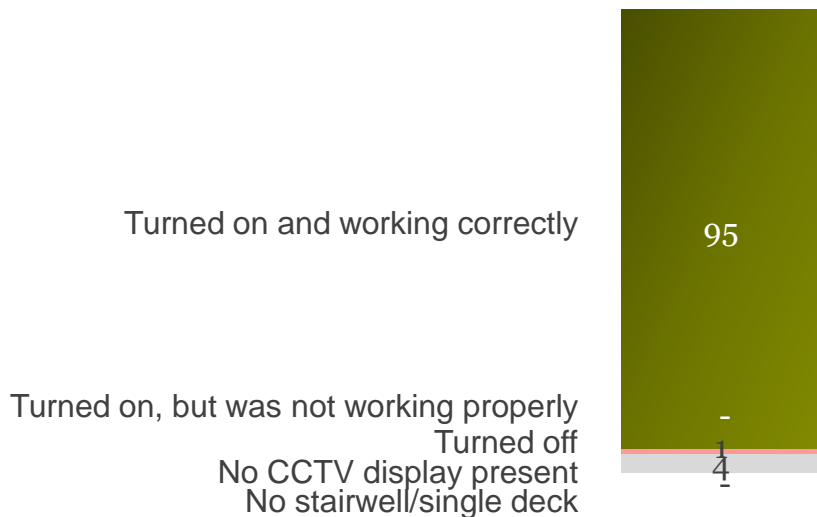
# CCTV: More than 9 in 10 interviewers who saw a CCTV display present found they were turned on and functioning correctly.

Base: (143), IF CCTV Camera Present

## Q1 2019

### Q82 CCTV in Stairwell

%



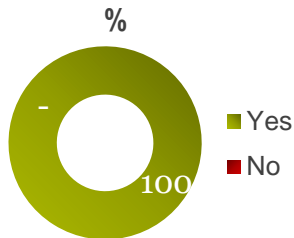
↕↗ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2018<sub>Q4</sub>



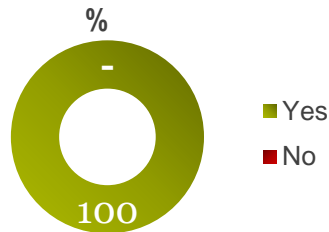
Fare Payment: Ticket machines and leap card readers were found to be present and functioning correctly by all interviewers. Of those interviewers paying in cash, all received a printed ticket or change receipt where appropriate, whilst just under 7 in 10 Leap interviewers were able to see what fare they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

**Q1 2019**

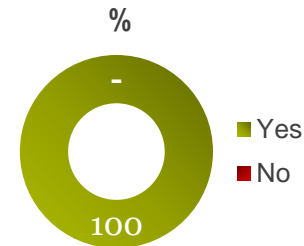
**Q56 Cash Fare (112)**  
Ticket Machine Working Correctly



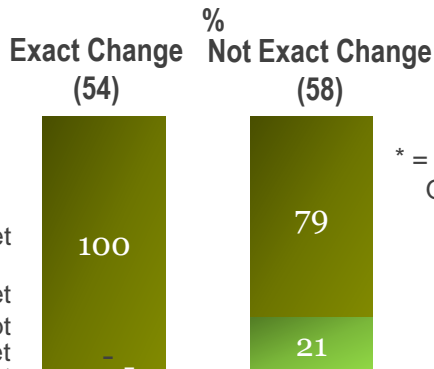
**Q58a Leap Card Reader Present at Driver Working Correctly (50)**



**Q60a Pole Mounted Leap Card Reader Working Correctly (48)**

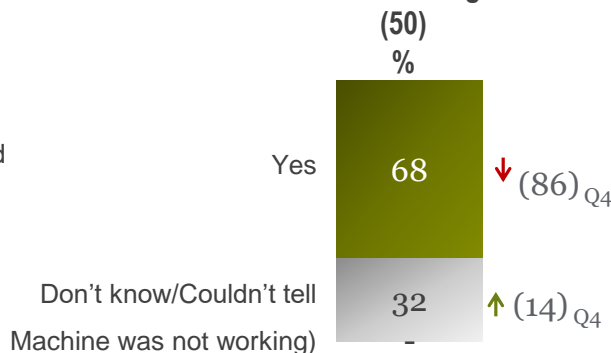


**Q57a Cash Fare\***  
Given Printed Ticket/Change Receipt



\* = Multicoded Question

**Q59a Leap Card Reader at Driver See Fare Charged (50)**

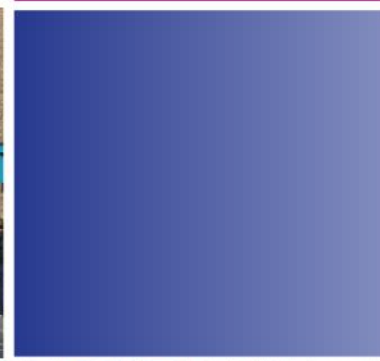


Payment Methods were split as they were in were in Quarter 1 2016:

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

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

\*Question amended in Q2 2018



# Section 4: Cleanliness Performance



# Assessment of Seats: Bus seats were found to free of graffiti and damage all occasions. 9 in 10 interviewers found that seats were clean, with reports of dust, crumbs or other ingrained dirt only reported at minimum levels.

Base: (210)

## Q1 2019

Q69 Graffiti on Seats

%

No Signs

100

Minor graffiti or defacing  
Heavy defacing  
Offensive graffiti

Q70 Cleanliness of Seats

%

Clean

90

Significant dust or crumbs  
Gum or other ingrained dirt  
Wet or soiled

6  
5

Q71 Damage to Seats

%

No

100

Minor tear, less than 2cm in length  
Significant tearing greater than 2cm in length  
Moderate damage  
Hazardous damage including loose from seat structure

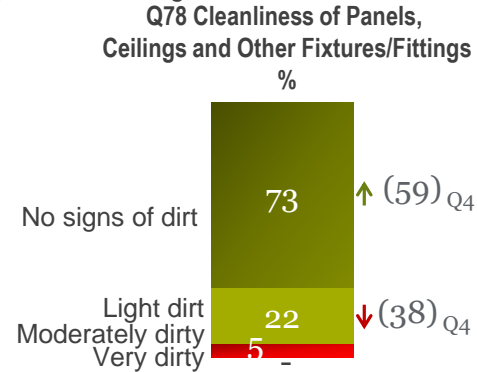
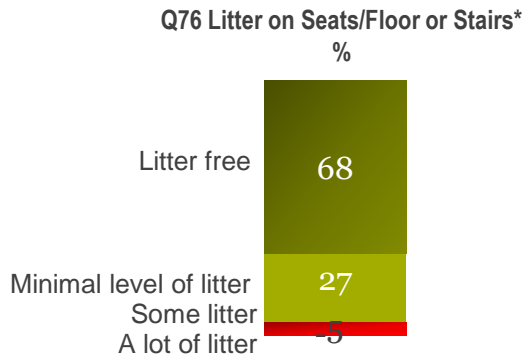
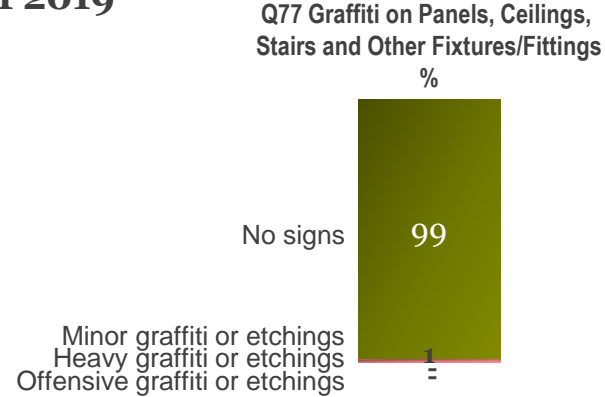
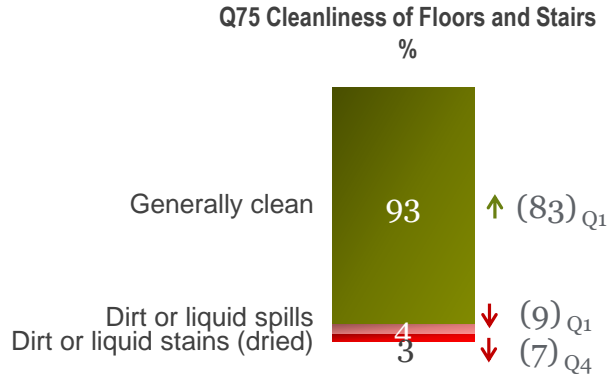
↕↗ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2018<sub>Q4</sub>

Q69 How would you best describes 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: There have been significant improvements in the cleanliness of floors and stairs versus last year, as well as on the panels, ceilings and other fixtures/fittings. Almost all saw no signs of graffiti while 7 in 10 found the seats/floors and stairs were litter free.

Base: (210)

## Q1 2019



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

**Bus Windows:** No interviewers reported signs of graffiti or etchings on bus windows. Almost half of interviewers found the bus windows had no signs of dirt, increasing versus last quarter. 1 in 3 saw light dirt on the windows, dropping versus last quarter, however, reports of very dirty windows have increased.

Base: (210)

## Q1 2019

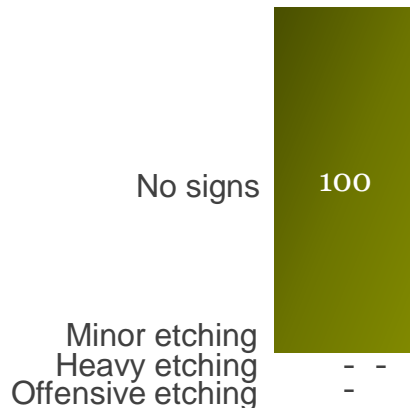
**Q72 Graffiti on Windows**

%



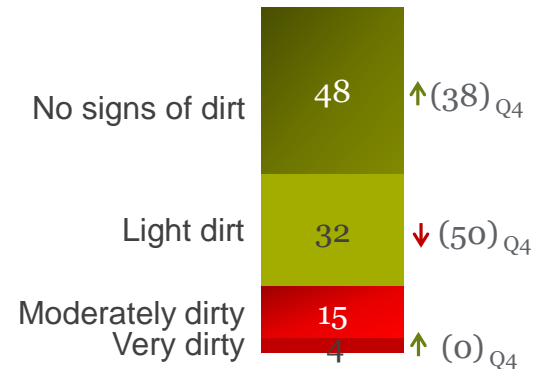
**Q73 Etching on Windows**

%



**Q74 Cleanliness of Windows**

%



↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2018<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 serious damage to the front/side of the buses. 4 in 5 felt the front and sides of the bus were clean, while 3 in 5 found the rear of the buses were clean, with no significant movements observed. Signs of dirt were mainly thought to have been picked up during operations that day.

Base: (210)

## Q1 2019

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

%



Yes

81

Light dirt, likely to have been picked up during operations today  
Moderately dirty  
Very dirty, likely to have accumulated over several days

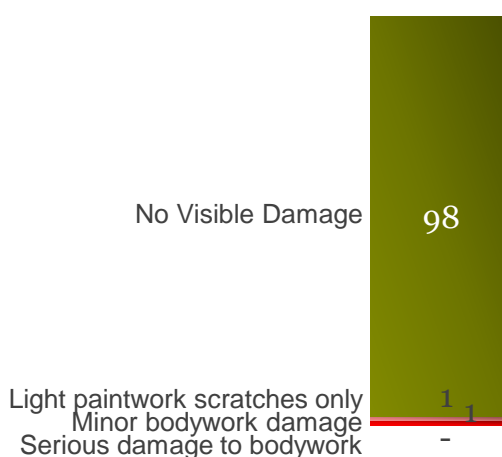
17

2

-

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

%



No Visible Damage

98

Light paintwork scratches only  
Minor bodywork damage  
Serious damage to bodywork

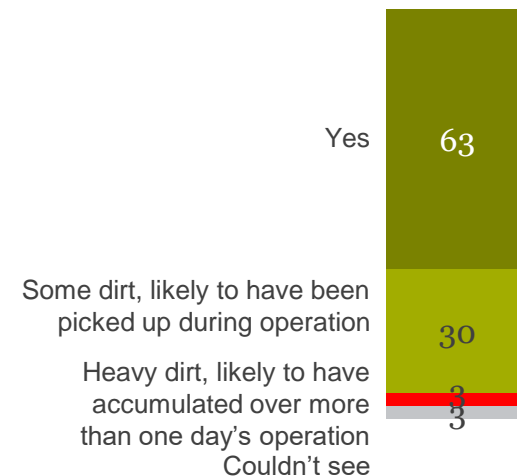
1

1

-

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

%



Yes

63

Some dirt, likely to have been picked up during operation

30

Heavy dirt, likely to have accumulated over more than one day's operation  
Couldn't see

3

3

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



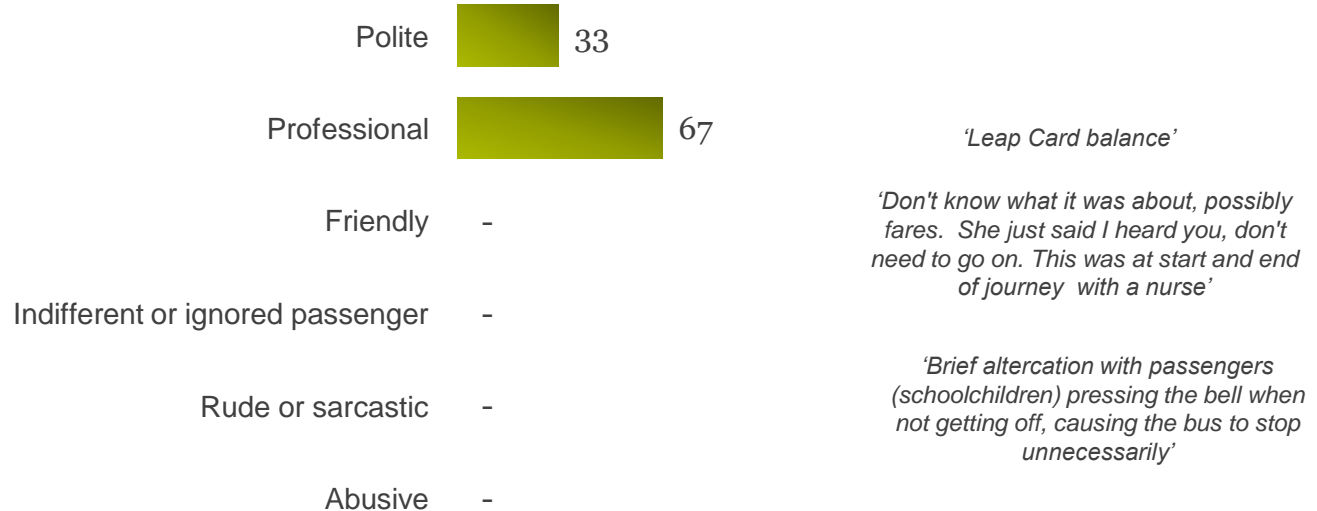
# Driver Interaction: On the 3 occasions where a driver dispute was observed, the driver was thought to handle the situation in a polite and professional manner

Base: (3), If yes to DRIVER DISPUTE Q103

## Q1 2019

### Q104 How did driver handle situation? (3)\*

%



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



# Driver Assessment: Drivers remain very highly regarded by almost all interviewers in terms of both attitude and presentation. Declines observed in the number of drivers wearing uniform versus last year.

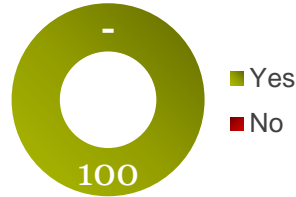
Base: (210)

## Q1 2019

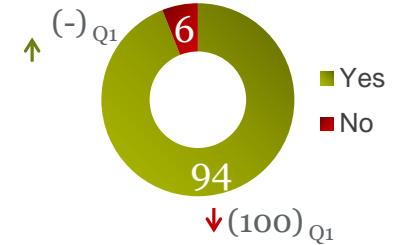
### Questions to Driver

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

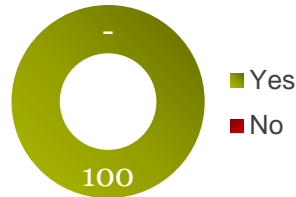
Q51 Helpful



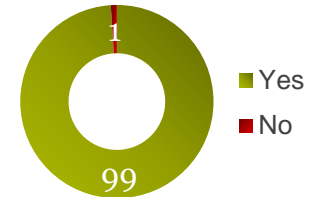
Q54 Driver Wearing Uniform



Q52 Polite



Q55 Driver Well Presented

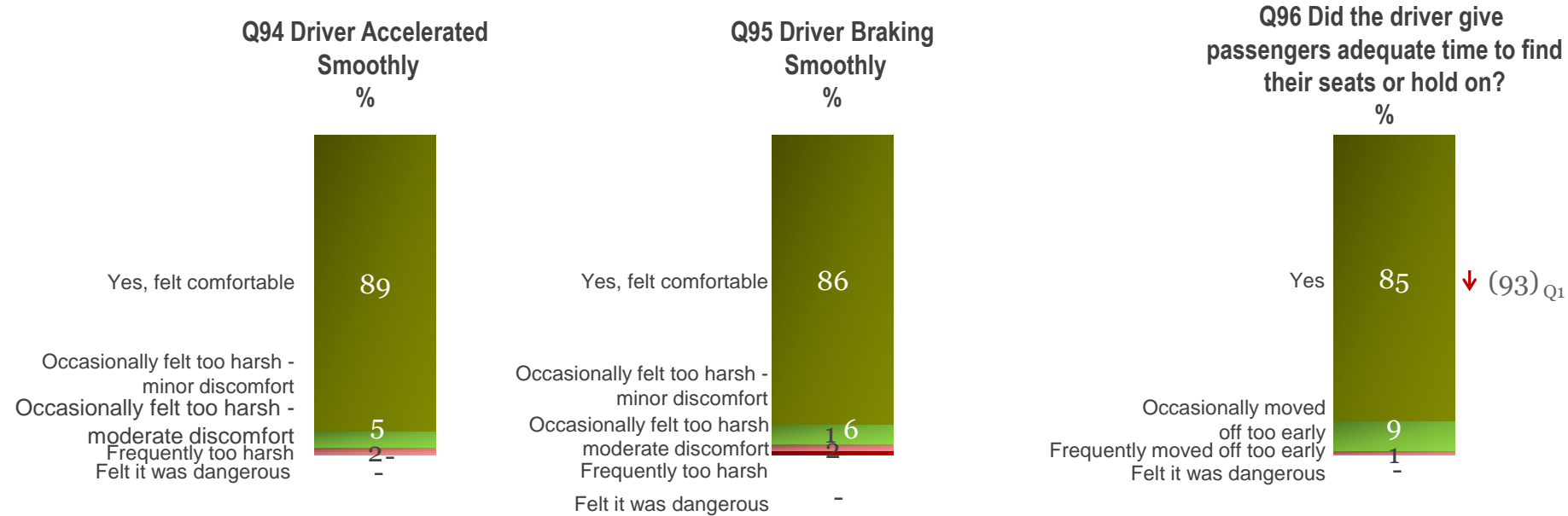


↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2018<sub>Q4</sub>

**Bus Safety:** Most interviewers felt that drivers both braked and accelerated smoothly during their journey, with minimal reports of discomfort, however, there has been a significant drop in the number of drivers giving passengers adequate time to find their seats or hold on versus last year, with 1 in 10 reporting drivers occasionally moving off too early.

Base: (220)

## Q1 2019



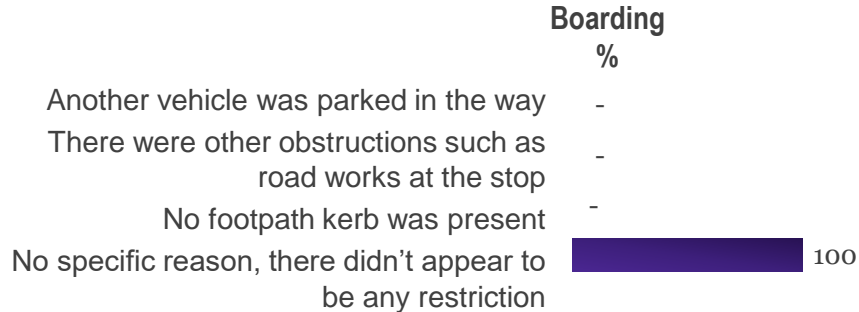
↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2018<sub>Q4</sub>

**When Getting on the Bus:** 4 interviewers found that the bus did not pull up to the footpath kerb when they boarded the bus. On each of these occasions, there didn't appear to be any specific reason for the restriction. Of the 6 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 once again.

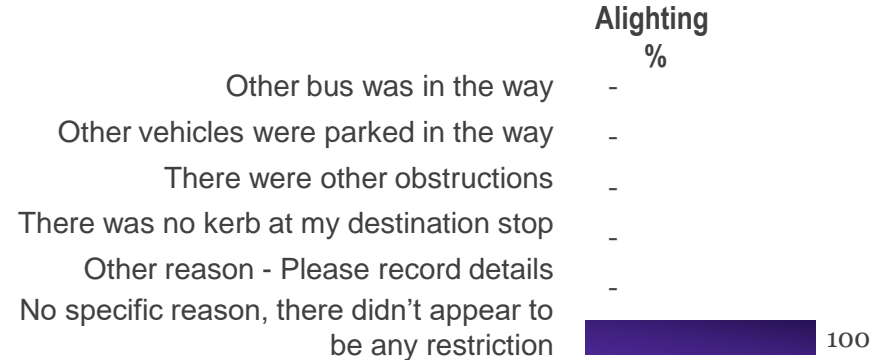
Base: (4), IF NO TO PULL UP CLOSE TO KERB Q61/2, (6) IF NO TO PULL UP CLOSE TO KERB Q92/2

## Q1 2019

### Q62 Why did the bus not pull up to the footpath kerb (4)\*



### Q93 Why did the bus not pull up to the kerb (6)\*



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

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

Base: (210), ALL THOSE REQUESTED TO STOP

**Q1 2019**

**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

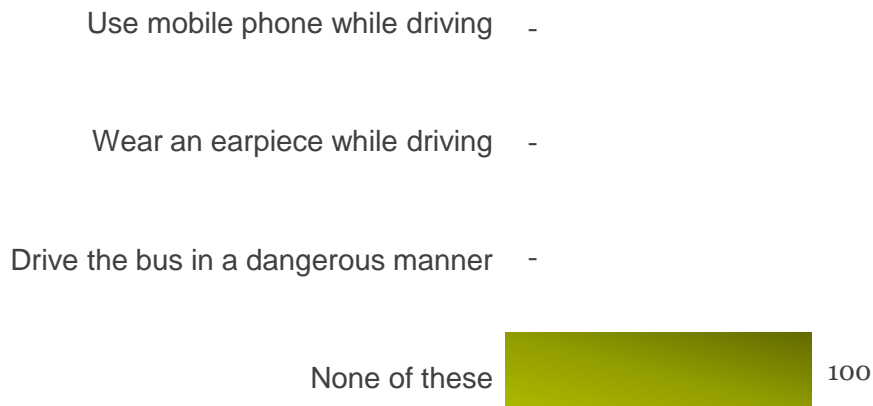
↕ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2018<sub>Q4</sub>

**Driver Behaviour:** Encouragingly, there were no reports of drivers engaging in any reckless behaviour this quarter. 3 in 4 saw no signs of drivers listening to the radio, declining vs last quarter, whilst almost all saw no signs of drivers holding long conversations with other passengers or staff.

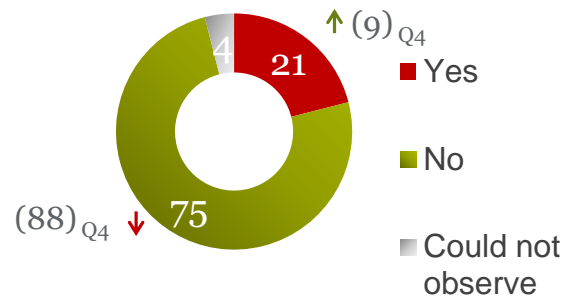
Base: (210)

## Q1 2019

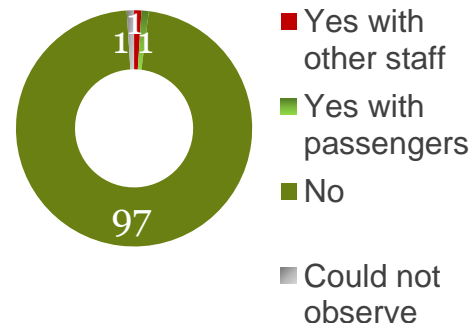
### Q97 Did Bus Driver do Any of the Following:



### Q98 Driver Listening to Music/Radio



### Q99 Driver Hold Long Conversations



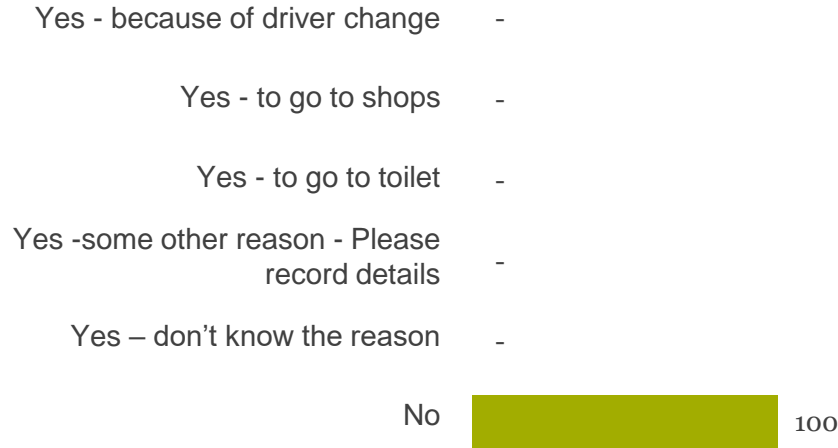
↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2018<sub>Q4</sub>

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

Base: (210)

**Q1 2019**

## Q100 Driver Left Bus Unattended



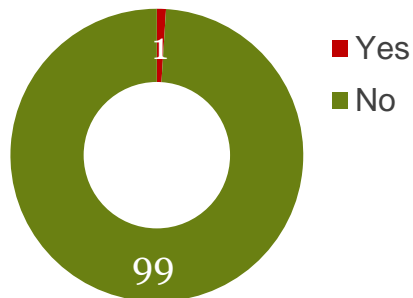
↕ = Statistically significant differences are versus Qtr 1 Jan - Mar 2018<sub>Q1</sub>, Qtr 4 Sep - Dec 2018<sub>Q4</sub>

# Diversion or Terminated Early: Just one interviewer reported an early diversion or termination this quarter.

Base: (210)

## Q1 2019

### Q107 Bus Diverted/Terminated Early



*'Announced that due to incident would not be heading through Killenard'*

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