



NTA Mystery Shops Dublin Bus Quarter 4 2018

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Outline of Presentation



- 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’.



217 mystery shops were conducted during Quarter 4 2018 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. 13 Dublin Bus Head Office interviews were also completed and included in Quarter 4 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 4 2018: 10th September – 30th December 2018



We have used the following symbols to indicate significant differences versus previous quarter i.e. Qtr 3 July – Dec 2018 Q₃ or year on year changes for same quarter last year i.e. Qtr 4 Oct – Dec 2018 Q₄



Section 1: Stop Maintenance Performance



Advertising on Shelter of Bus Stop: There were no instances of commercial advertising present on bus stop poles or shelters this quarter.

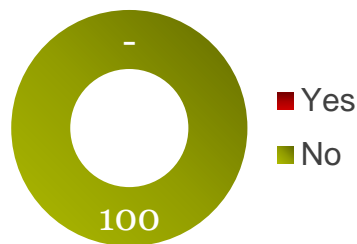
Base: (77), IF YES TO BUS SHELTER Q37/1, (113) IF YES TO BUS STOP POLE AND FLAG Q38

Q4 2018

61% observed a Bus Stop Pole & 39% observed a shelter at the stop

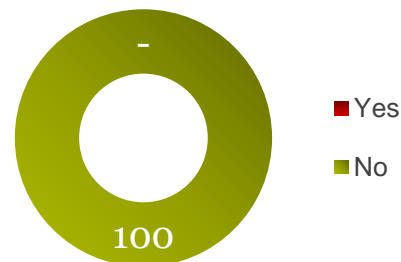
Q 37 Additional Commercial Advertising on Shelter Glass

(77)
%



Q38 Third Party Commercial Advertising on Bus Stop Pole

(113)
%



↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

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?

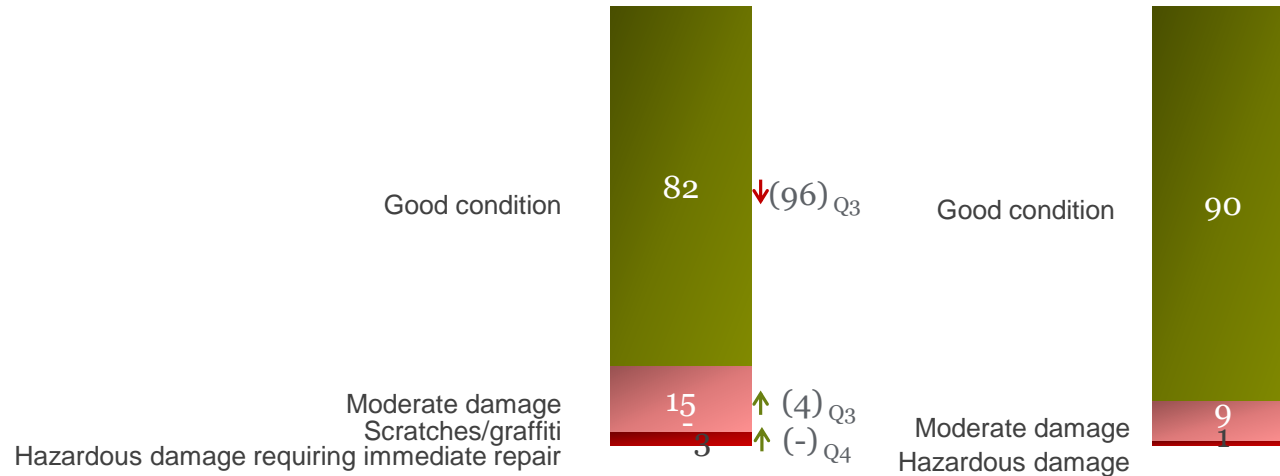
Bus Shelters: 4 in 5 interviewers found the bus stop poles & shelters to be in good condition, dropping from last quarter, with uplifts in reports of both moderate damage QoQ and hazardous damage YoY. Bus shelters were thought to be in good condition by almost all interviewers, with 1 in 10 noting some moderate damage.

Base: (), IF YES TO BUS SHELTER Q30/1, (113) IF YES TO BUS STOP POLE AND FLAG Q29/1

Q4 2018

Q29b Condition of the Bus Pole (113) %

Q31 Condition of the Bus Shelter (77)%



↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

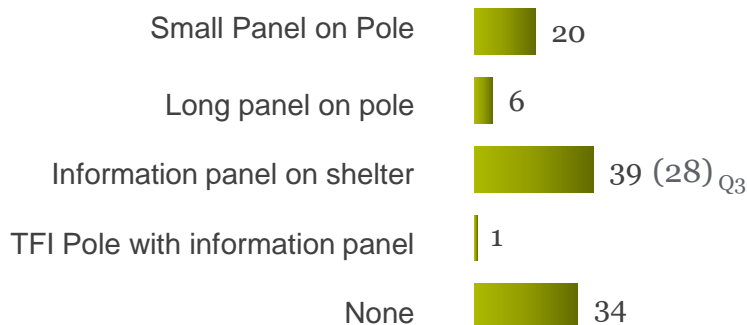
Information Display: 2 in 5 interviewers saw an information panel on the shelter, an uplift versus last quarter, while 1 in 5 observed a small panel on the pole. Of these, most felt that they were fully legible and clean and clean with minimal instances of damage or obscuring reported.

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

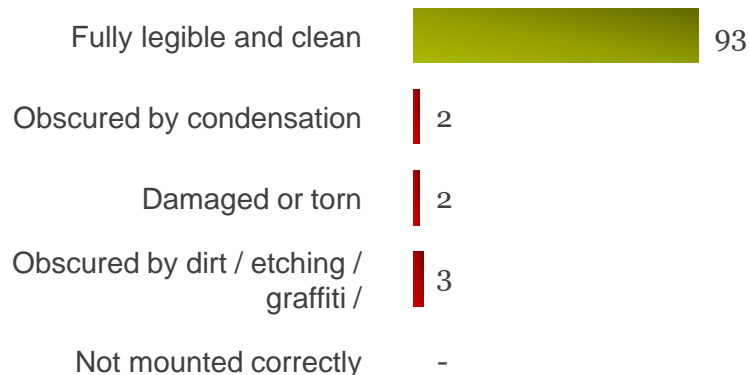
Q4 2018

Note: Change in operator in Q3. Sig testing removed

Q28d* Information Display (183) %

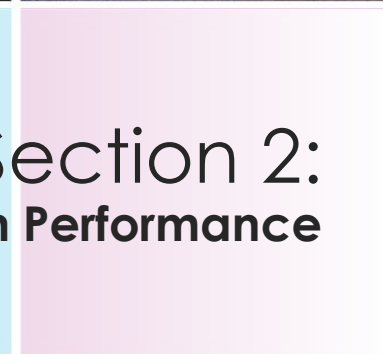


Q28e* Condition of Display (121) %



↕↗ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

* New for Q1 2018



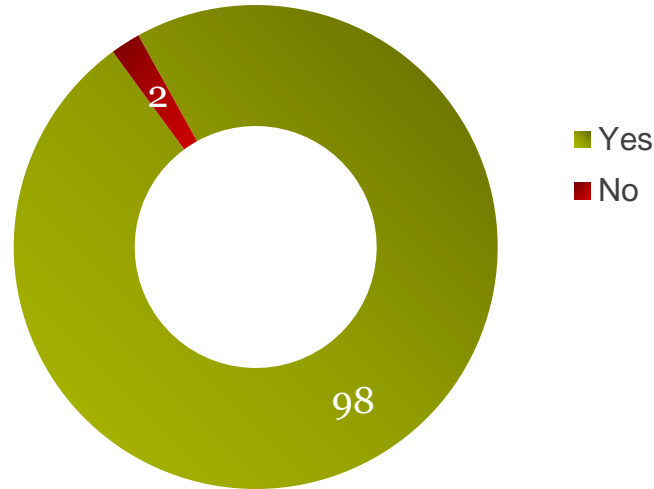
Section 2: Customer Information Performance



Fares: Almost all interviewers found the fares were displayed clearly at the entrance to the bus, with no significant movements versus last quarter.

Base: (204)

Q4 2018
Q50 Were the Fares Displayed Clearly at the Entrance?
(204)
%



↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

Timetable: Almost all interviewers saw a bus stop number visible on the bus stop flag. Half saw a printed timetable present, while a third saw operative dates present on the timetables, both in decline versus last year.

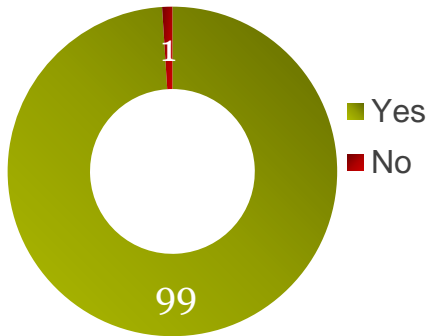
Base: IF YES TO BUS STOP POLE AND FLAG Q29/1 OR BUS SHELTER Q30/1, IF YES TO PRINTED TIMETABLE Q34/1

Q4 2018

Note: New operator in Q3. Sig testing removed

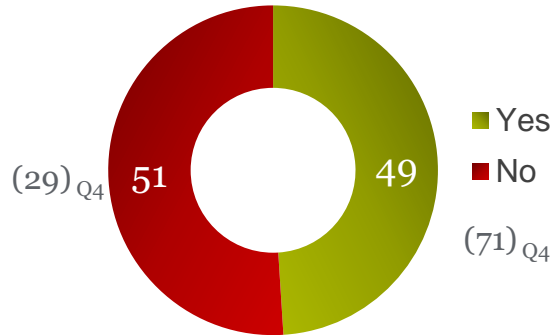
Q32 Bus Stop Number Visible

(184)
%



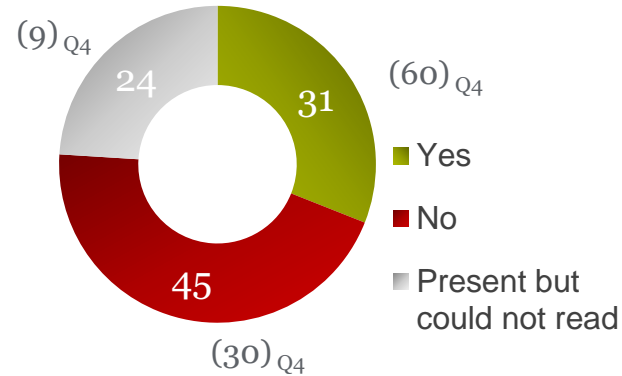
Q34 Printed Timetable Present

(113)
%



Q36 Operative Date Present

(55)
%

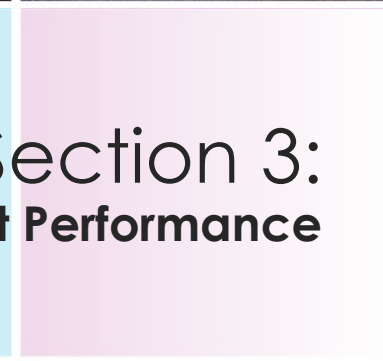
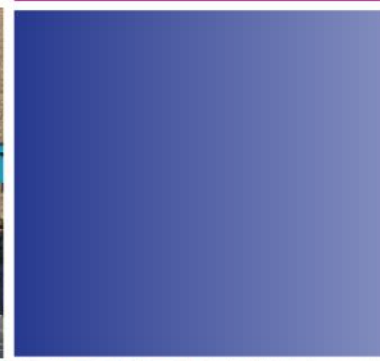


↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

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

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

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



Section 3: Bus Equipment Performance



When Getting on the Bus: Upon boarding the bus, 4 in 5 interviewers reported seeing the centre doors opening. Half noted the centre doors opening when alighting the bus.

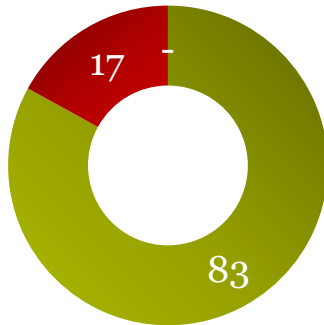
Base: (113), IF YES TO CENTRE DOORS Q63, (29), EXCLUDING BUSES WITH NO ALIGHTING PASSENGERS

55% assessed buses with centre doors

Q4 2018

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

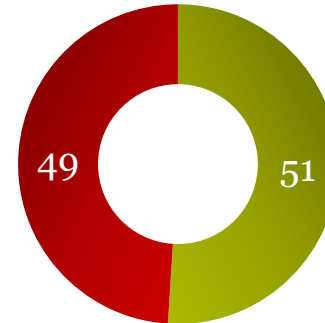
(29)
%



- Yes
- No
- There was an obstruction

Q91 Centre Doors Open for Passengers*
[Alighting Passengers]

(113)
%



- Yes
- No

↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

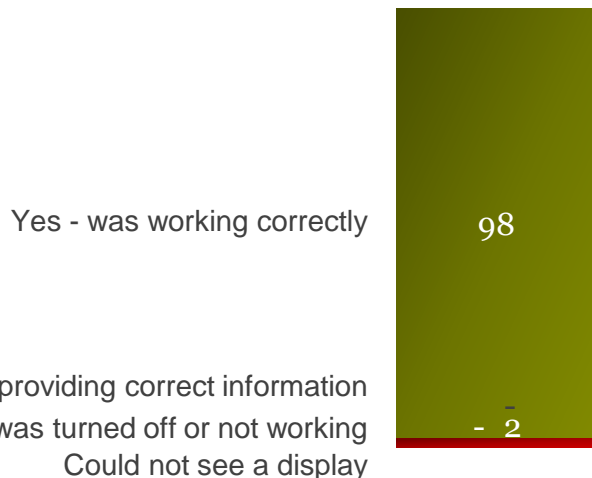
*Interviewer instructions updated in Q2 2018
**Buses with no alighting passengers excluded

On Board Displays/Announcements: Almost all interviewers who could see a display found that it was working correctly. Just under 4 in 5 found the next stop announcement was working correctly, while 1 in 5 felt it was working but too quietly.

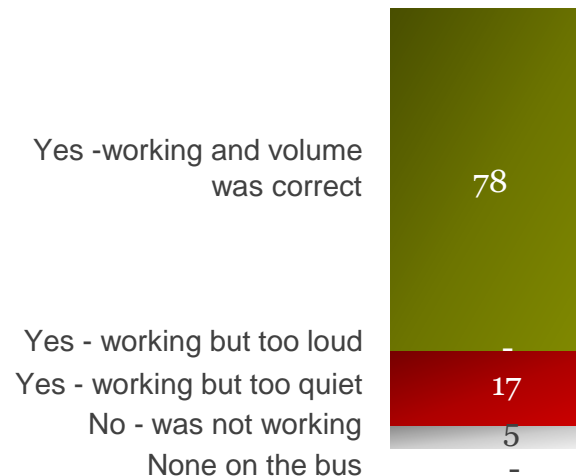
Base: (201), ALL WHO COULD SEE A DISPLAY / HEAR AN ANNOUNCEMENT

Q4 2018

Q80* Electronic Displays for Next Stop Working
%



Q81* Automatic Next Stop Announcement Working
%



↕↗ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

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

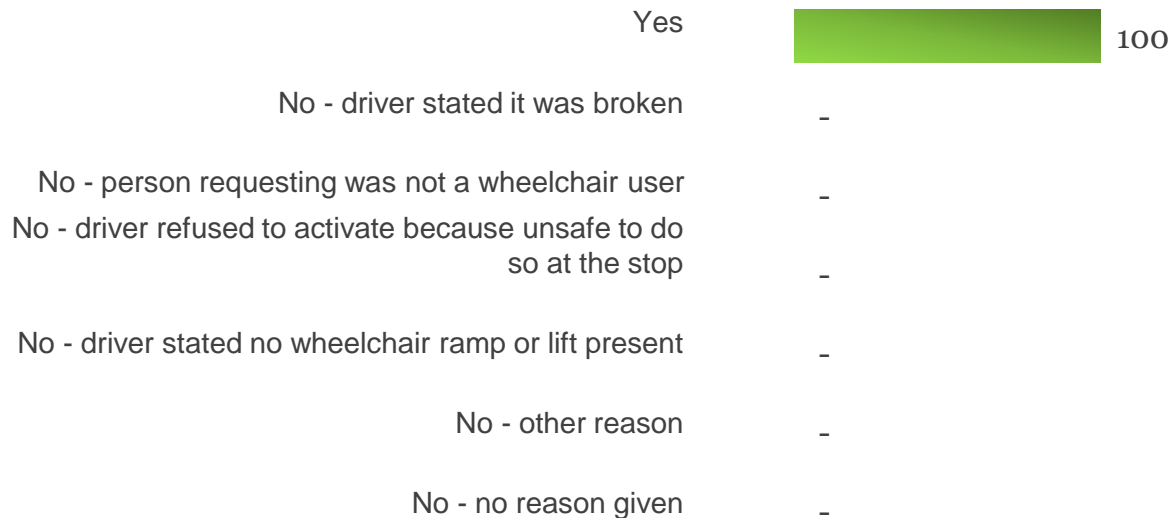
Wheelchair Ramp/Lift: For the four interviewers who saw a wheelchair ramp requested, all found that it was activated upon request.

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

Q4 2018

Q106 Wheelchair Ramp/ Lift Activated Upon Request

(4)
%

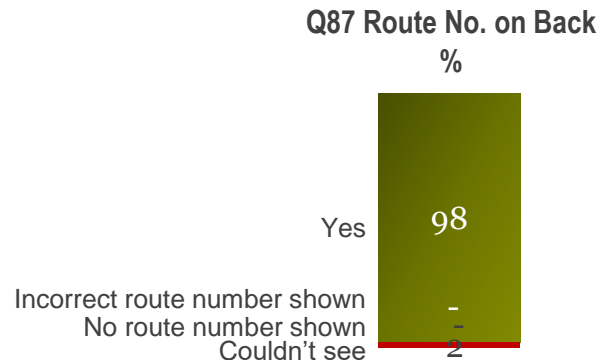
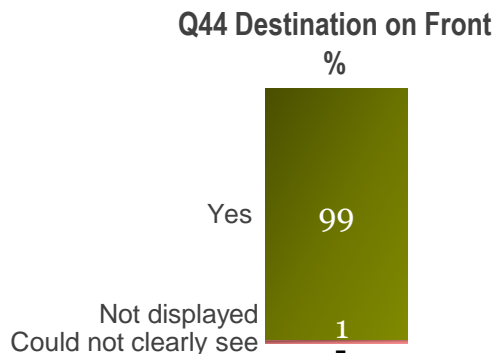
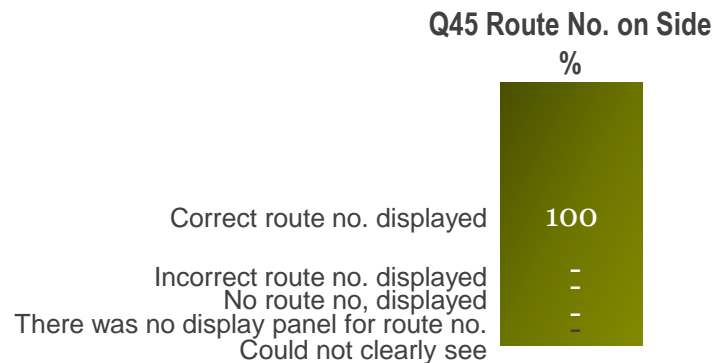
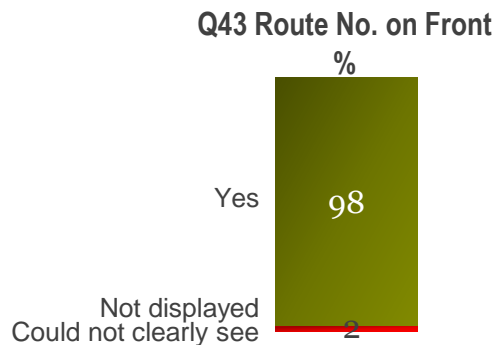


↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

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: (204)

Q4 2018

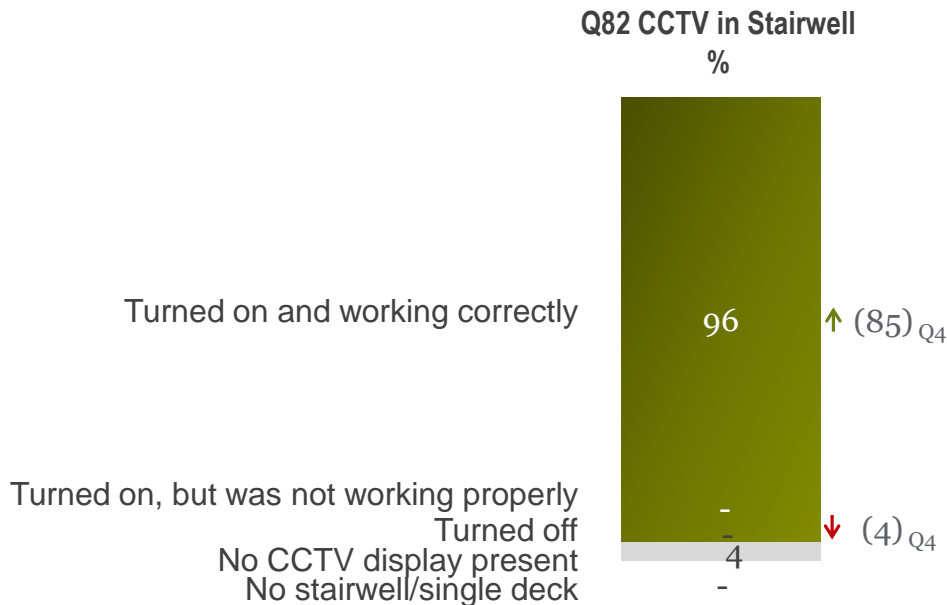


↕↑ = Statistically significant differences are versus * Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

CCTV: Almost all interviewers found the CCTV screens in the stairwells to be turned on and functioning correctly, a significant improvement versus last year.

Base: (113), IF CCTV Camera Present

Q4 2018

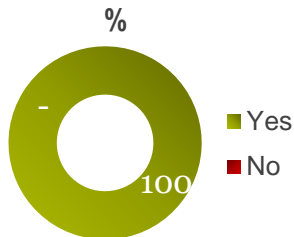


↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

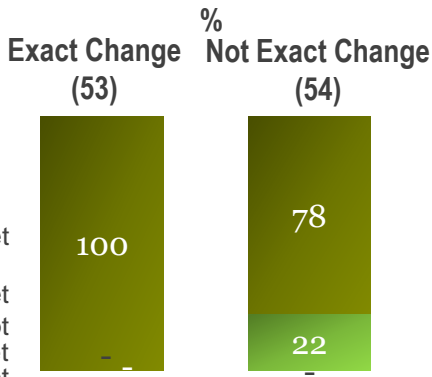
Fare Payment: Ticket machines and Leap card readers were found to be present and functioning correctly by almost all interviewers. Of those interviewers paying in cash, all received a printed ticket or change receipt where appropriate, whilst just under 9 in 10 Leap interviewers were able to see what fare they were charged when boarding the bus.

Q4 2018

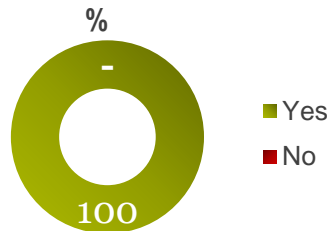
Q56 Cash Fare (107)
Ticket Machine Working Correctly



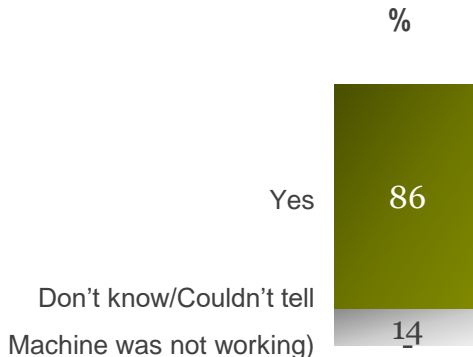
Q57a Cash Fare*
Given Printed Ticket/Change Receipt



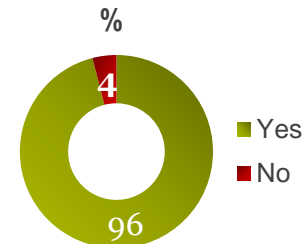
Q58a Leap Card Reader Present at Driver Working Correctly (49)



Q59a Leap Card Reader at Driver See Fare Charged (49)*



Q60a Pole Mounted Leap Card Reader Working Correctly (48)

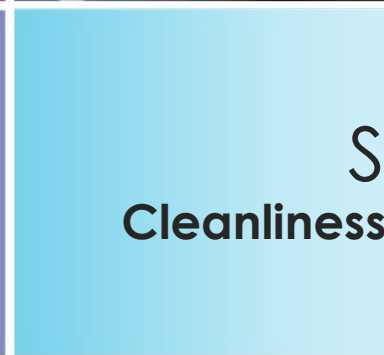


Payment Methods were split as they were in were in Quarter 1 2016:

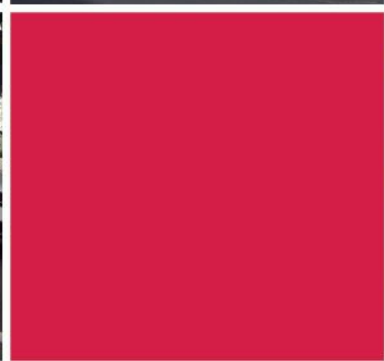
- 50% Cash Payments
- 25% Leap Card Reader at Driver
- 25% Pole Mounted Leap Card Reader

*Question amended in Q2 2016

↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}



Section 4: Cleanliness Performance



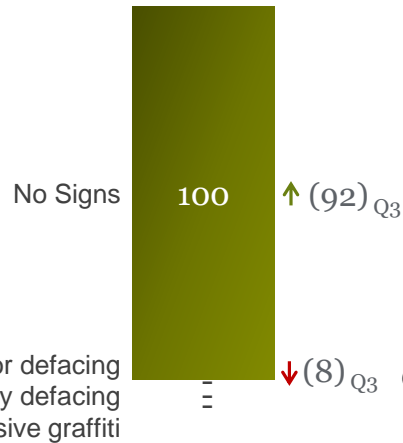
Assessment of Seats: Bus seats were found to free of graffiti and damage on all occasions, with significant improvements observed versus last quarter. Just under 9 in 10 interviewers found that seats were clean, however this is significantly down versus last year with reports of dust, crumbs and other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

Base: (204)

Q4 2018

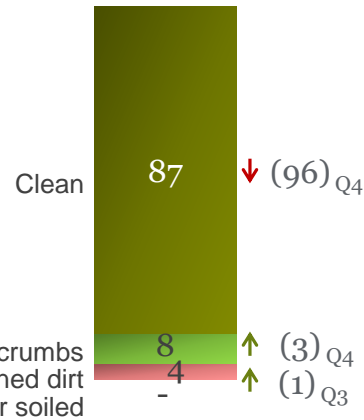
Q69 Graffiti on Seats

%



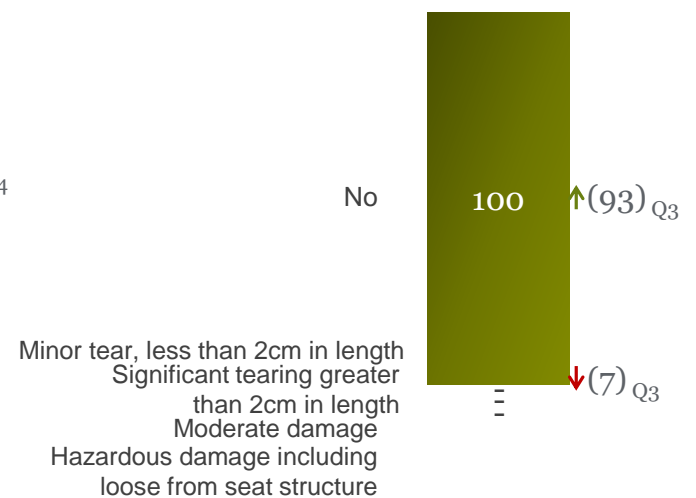
Q70 Cleanliness of Seats

%



Q71 Damage to Seats

%

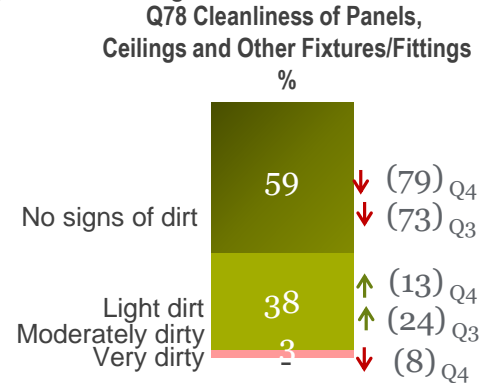
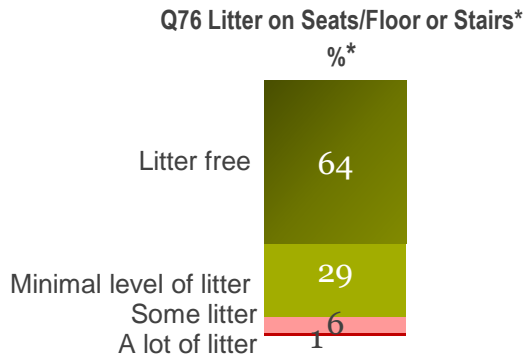
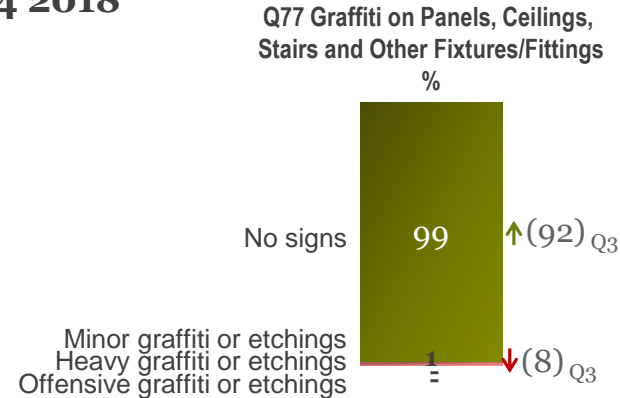
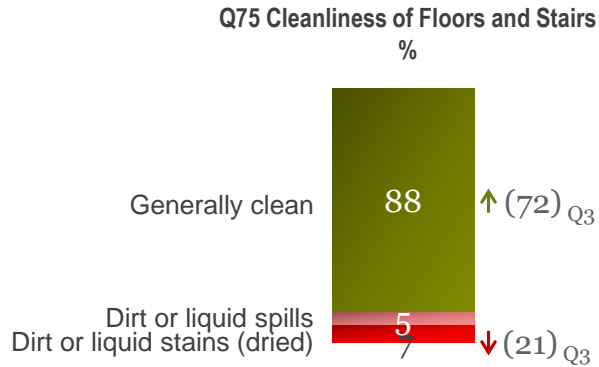


↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

Bus Interior: Significant improvements in cleanliness of the floors and stairs versus last quarter, as well as among levels of graffiti on the fixtures and fittings. Cleanliness of the fixtures and fittings has declined, both versus last year and last quarter, with reports of light levels of dirt on the rise.

Base: (204)

Q4 2018



*Question amended in Q2 2016

↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

Bus Windows: All interviewers reported no signs of graffiti or etchings on bus windows, improving both versus last year and last quarter. Reports of light levels of dirt on the windows have been on the rise versus both last year and last quarter, with instances of heavier dirt and no signs of dirt in decline.

Base: (204)

Q4 2018

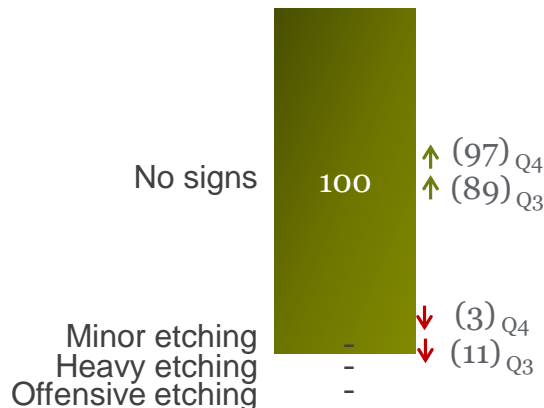
Q72 Graffiti on Windows

%



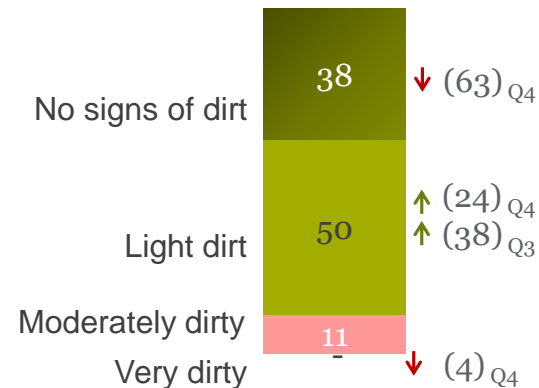
Q73 Etching on Windows

%



Q74 Cleanliness of Windows

%



↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

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?

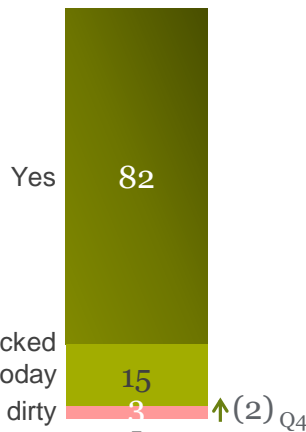
Front/Side of Bus: Encouragingly, almost no interviewers reported any signs of visible damage to the front/side of the buses, with reports of light paintwork scratches in decline versus last quarter. 4 in 5 felt the front and sides of the bus were clean, however reports of moderate dirt on the rise versus last year. 3 in 5 found the rear of the buses were clean, while a third observed signs of dirt that was likely to have been picked up during operations that day.

Base: (204)

Q4 2018

Q47 Cleanliness of Front/Side of Bus

%

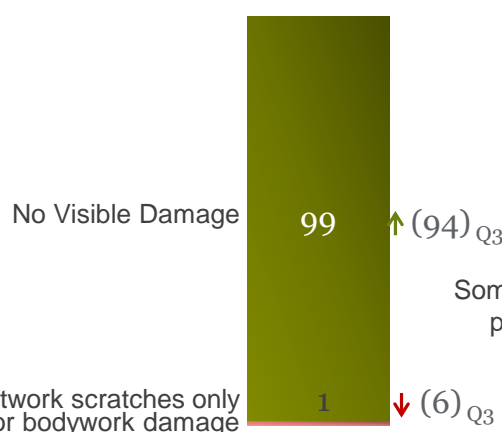


Light dirt, likely to have been picked up during operations today
Moderately dirty
Very dirty, likely to have accumulated over several days

↑ (2) Q4

Q48 Visible Damage to Front/Side of Bus

%



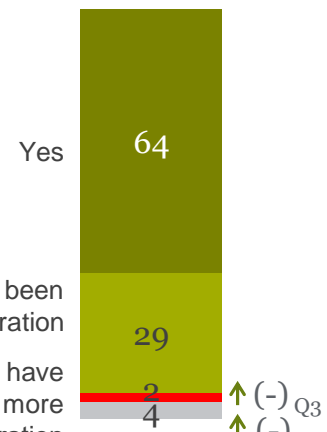
Light paintwork scratches only
Minor bodywork damage
Serious damage to bodywork

↑ (94) Q3

↓ (6) Q3

Q90 Was the Rear of Bus Clean?

%



Some dirt, likely to have been picked up during operation
Heavy dirt, likely to have accumulated over more than one day's operation
Couldn't see

↑ (-) Q3
↑ (-) Q3

↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

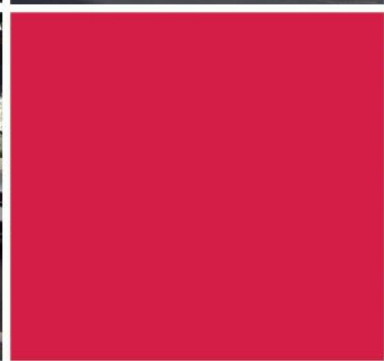
Q47 Were the front and side of the bus clean?

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 Assessment: Drivers remain very highly regarded by almost all interviewers in terms of both attitude and presentation.

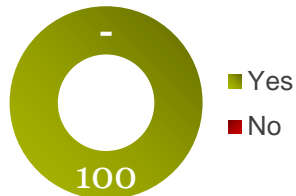
Base: (204)

Q1 2018

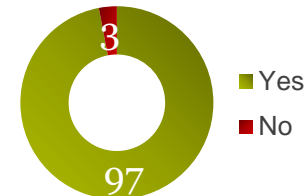
Questions to Driver

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

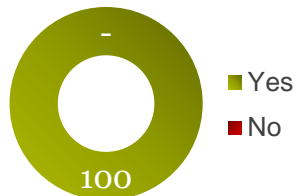
Q51 Helpful



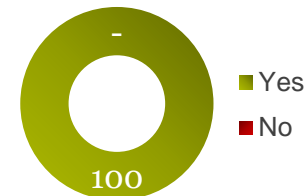
Q54 Driver Wearing Uniform



Q52 Polite



Q55 Driver Well Presented

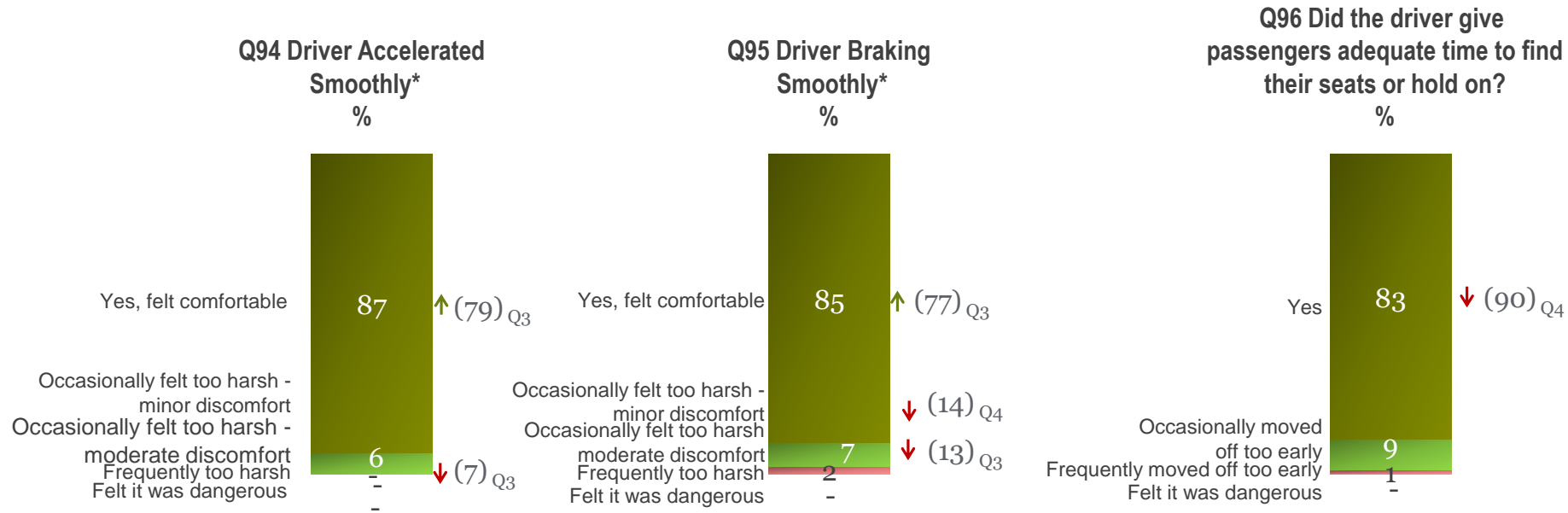


↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

Bus Safety: The majority of interviewers felt that drivers both braked and accelerated smoothly during their journey, with significant improvements versus last quarter. 4 in 5 interviewers felt that passengers were given enough time to find their seats or hold on, declining versus last year.

Base: (217)

Q4 2018



*Question amended in Q2 2016

↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

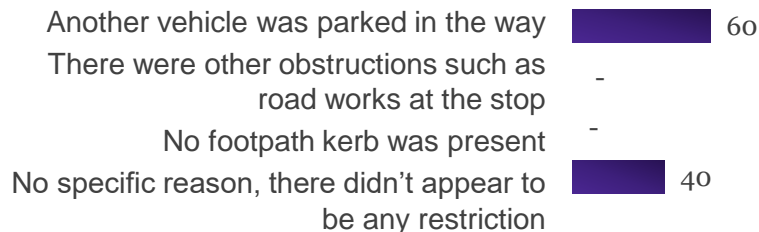
When Getting on the Bus: 5 interviewers found that the bus did not pull up to the footpath kerb when they boarded the bus. On 2 of these occasions, there didn't appear to be any specific reason for the restriction while on the other 3 occasions, another vehicle was parked in the way. Of the 3 interviewers who noted that the bus did not pull up to the kerb as they alighted the bus, 2 didn't see a specific reason for the restriction while on the other occasion, another vehicle was parked in the way.

Base: (5), IF NO TO PULL UP CLOSE TO KERB Q61/2, (3) IF NO TO PULL UP CLOSE TO KERB Q92/2

Q4 2018

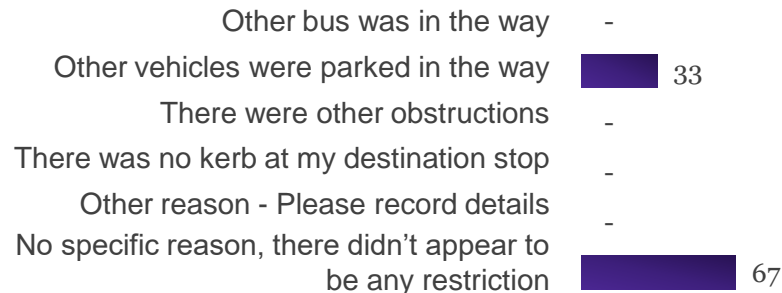
Q62 Why did the bus not pull up to the footpath kerb (5) Boarding

%



Q93 Why did the bus not pull up to the kerb (3) Alighting

%



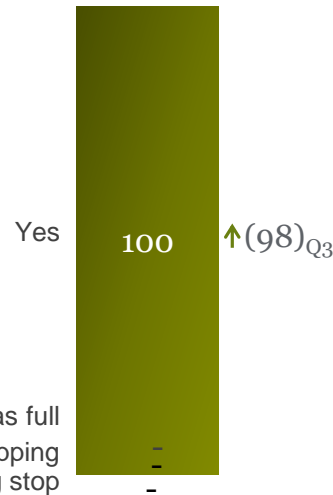
↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

Driver Actions: All interviewers found that buses stopped to pick up passengers when signalled to do so, improving versus last quarter.

Base: (192), ALL THOSE REQUESTED TO STOP

Q4 2018

Q102 Stopped to Pick Up Passenger %



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

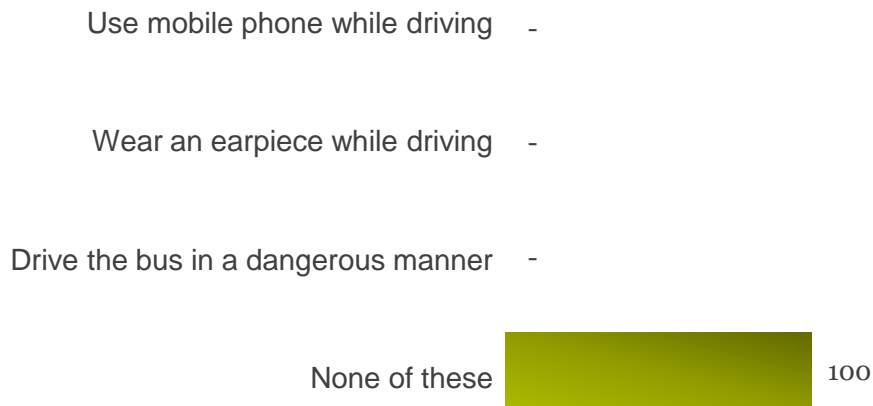
↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

Driver Behaviour: Positively, there were no reports of drivers engaging in any reckless behaviour again this quarter. Just under 9 in 10 saw no signs of drivers listening to the radio, an improvement versus last year, whilst almost all saw no signs of drivers holding long conversations with other passengers or staff.

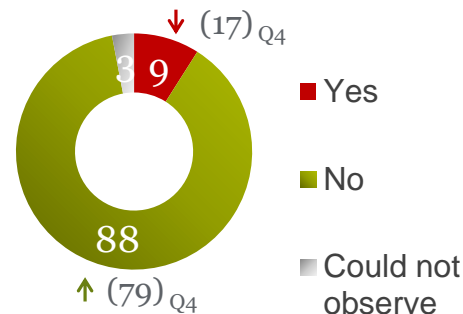
Base: (204)

Q4 2018

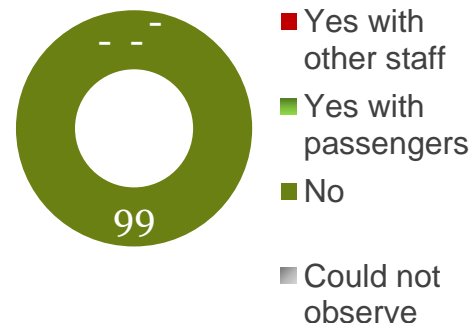
Q97 Did Bus Driver do Any of the Following:



Q98 Driver Listening to Music/Radio



Q99 Driver Hold Long Conversations



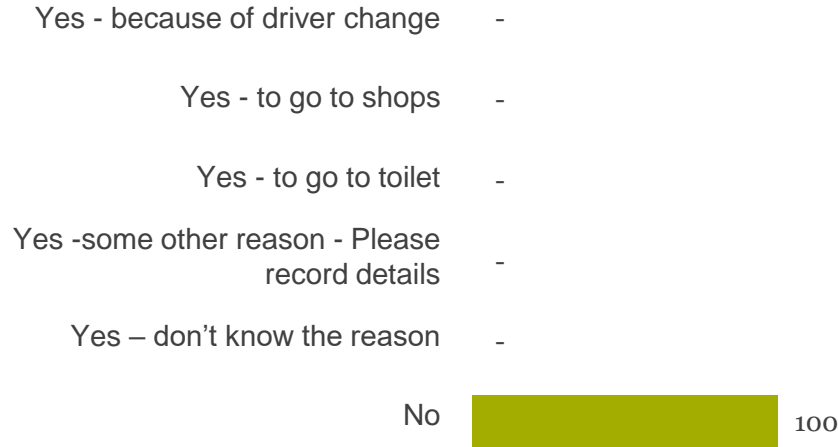
↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

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

Base: (204)

Q4 2018

Q100 Driver Left Bus Unattended



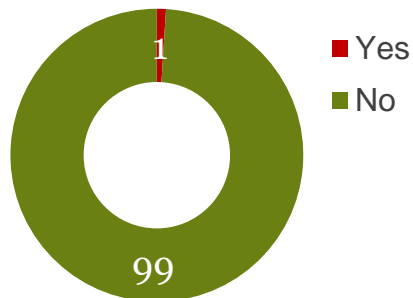
↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

Diversion or Terminated Early: There were 2 instances of early diversions / terminations this quarter

Base: (204)

Q4 2018

Q107 Bus Diverted/Terminated Early



↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2018_{Q3}

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?