



KANTAR MILWARDBROWN



NTA Mystery Shops Bus Éireann Quarter 4 2018

41300195



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’.



157 mystery shops (plus an additional 35 bus station boosts) were conducted from mid September to end December 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 4 2018: 10th September – 30th December 2018



We have used the following symbols to indicate significant differences versus the previous quarter i.e. Qtr 3 June – Sep 2018 Q3 or versus the same quarter last year i.e. Qtr 4 Oct – Dec 2017 Q4



KANTAR MILWARDBROWN



Section 1: Stop Maintenance & Performance

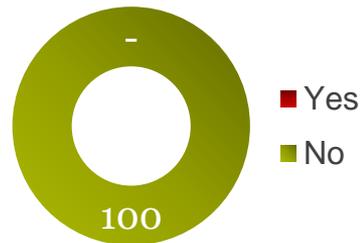


Advertising on Shelter or Bus Stop: There were no instances of commercial advertising present on bus shelters this quarter, and minimal instances on bus stop poles.

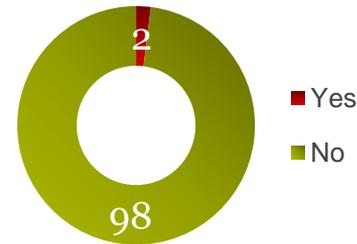
Base: IF YES TO BUS SHELTER Q30/1 (63) / (63) YES TO BUS STOP POLE AND FLAG Q29/1

43*% observed a Bus Stop Pole & 64*% observed a shelter at the stop

Q 37 Additional Commercial Advertising on Shelter Glass
(63)
%



Q38 Third Party Commercial Advertising on Bus Stop Pole
(63)%



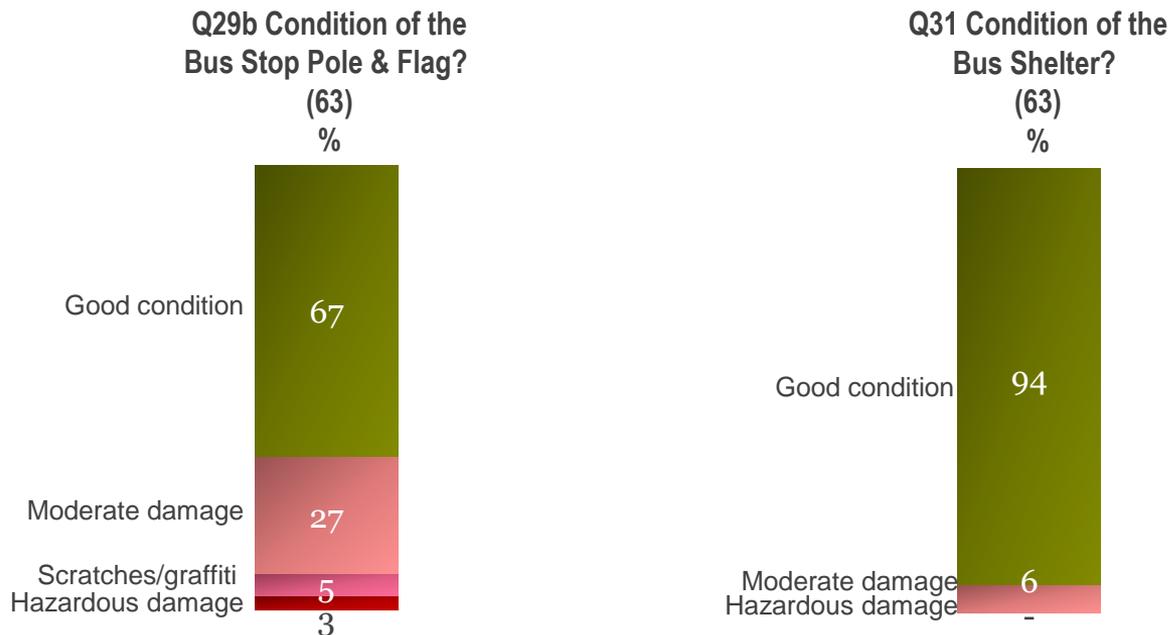
↓↑ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

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: Over 3 in 5 interviewers found the bus stop poles to be in good condition; while a third saw signs of moderate damage. Almost all interviewers felt that the bus shelters were in good condition with minimal instances of moderate damage reported. Hazardous damage was observed at minimal levels.

Base: (63), IF YES TO BUS SHELTER Q30/1 / (63) IF YES TO BUS STOP POLE AND FLAG Q29/1



↕↗ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

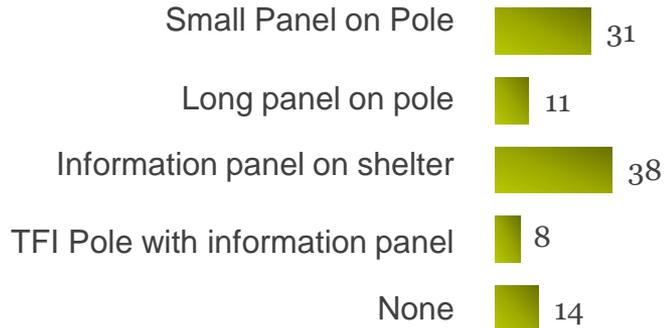
Information Display: 2 in 5 interviewers saw an information display present at the bus stop, while a third saw a small panel on the pole. 4 in 5 interviewers found the information displays to be fully legible and clean however there have been increases in displays obscured by dirt / etching / graffiti versus Q3.

Base: (121) IF POLE OR SHELTER AT Q28C



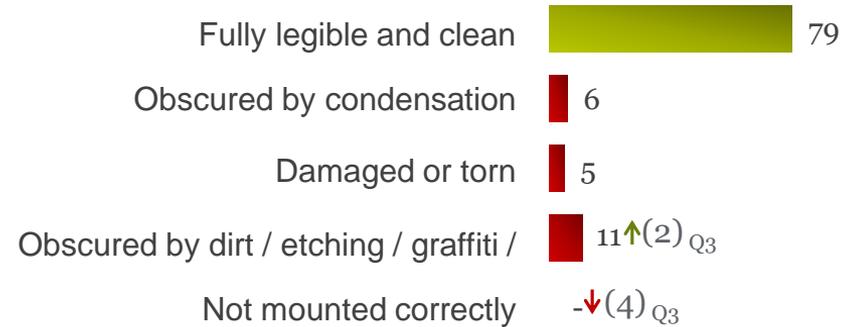
Q28d* Information Display (121)

%



Q28e* Information displayed (104)

%



↓↑ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

*New for Q1 2018



KANTAR MILWARDBROWN



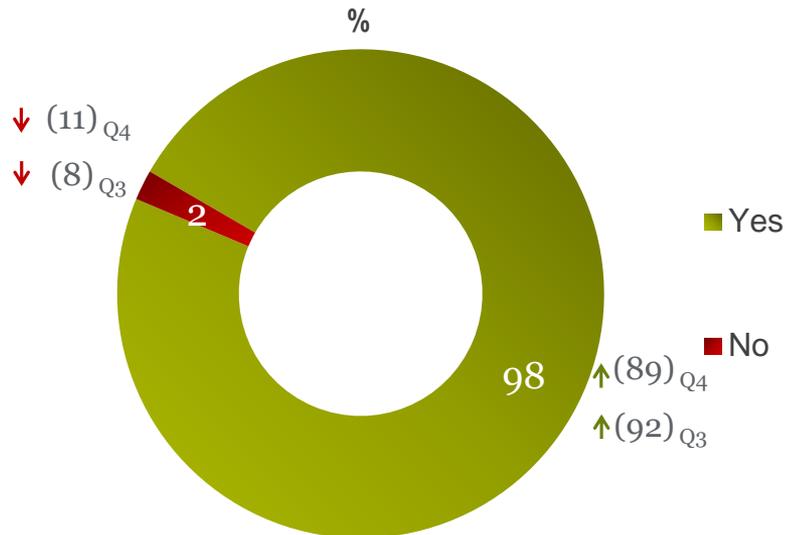
Section 2: Customer Information Performance (CI)



Fares Displayed: Almost all interviewers found fares were displayed clearly at the entrance to the bus, increasing both versus last quarter and same time last year.

Base: (116), Routes with Fares Displayed at the Entrance*

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



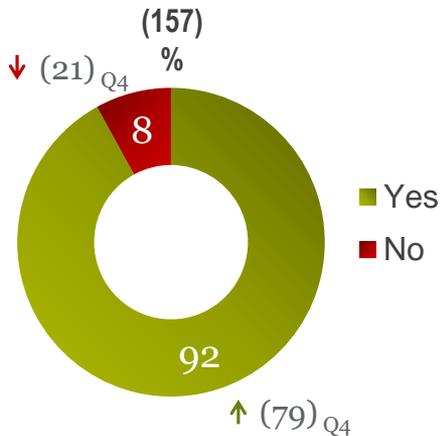
↕ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

*Filter added in Q3 2016

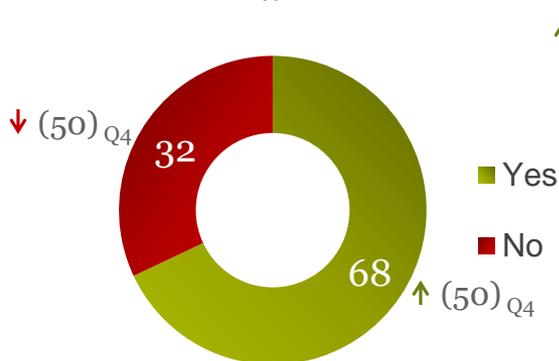
Timetable: Of the 9 in 10 interviewers who had time to assess the bus stop before the arrival of the bus, just under 7 in 10 found the bus stop numbers to be clearly visible, increasing YOY, while half saw a printed timetable present, dropping versus last year. 2 in 5 were able to observe the operative date on the timetable.

Base: (157)

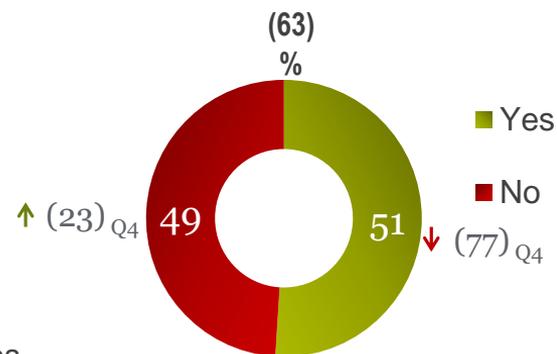
Q28 Did you have time to assess bus stop before arrival of bus



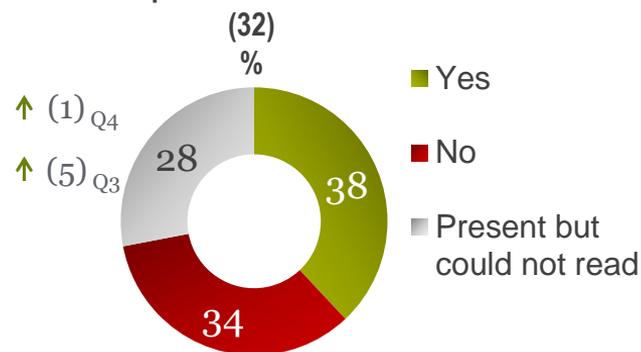
Q32 Bus Stop Number Visible



Q34 Printed Timetable Present



Q36 Operative Date Present



↓↑ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

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?



KANTAR MILWARDBROWN



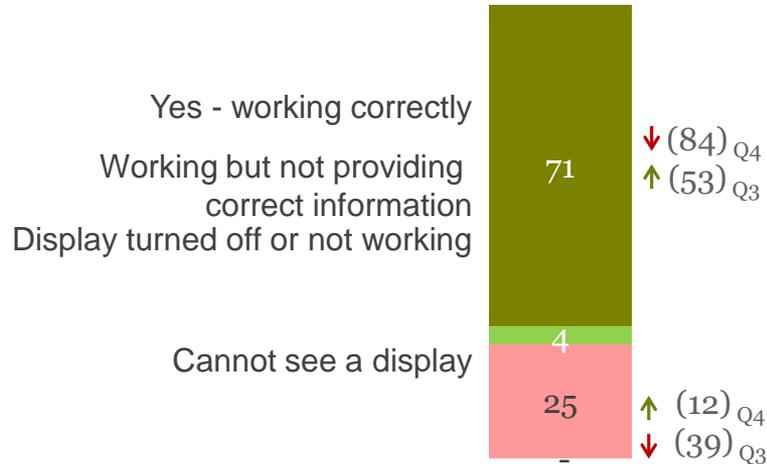
Section 3: Bus Equipment Performance



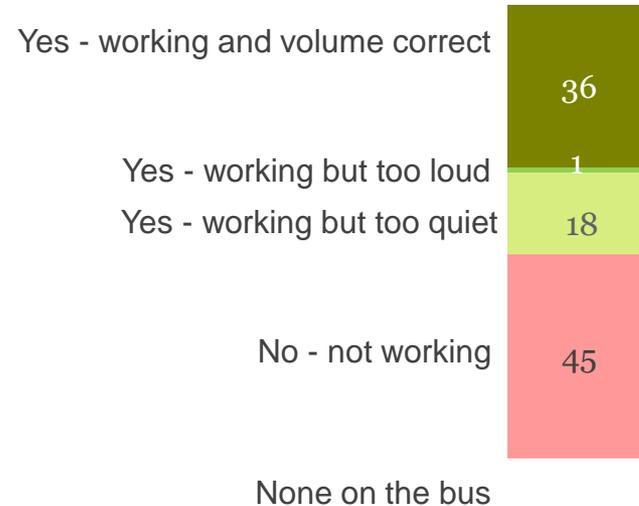
Electronic Displays & Announcements: Of those who saw an electronic next stop display present, 7 in 10 found that they were working correctly, increasing from last quarter but declining YOY, while 1 in 4 couldn't see a display. For those who heard an audio next stop announcement, just under 2 in 5 found that it was working while almost half noted that it was not working.

Base: (101), ALL WHO COULD SEE A DISPLAY / HEAR AN ANNOUNCEMENT (157)

**Q80* Electronic Displays
for Next Stop Working (101)**
%



**Q81* Audio Announcement
for Next Stop Working (157)**
%



↓↑ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

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

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

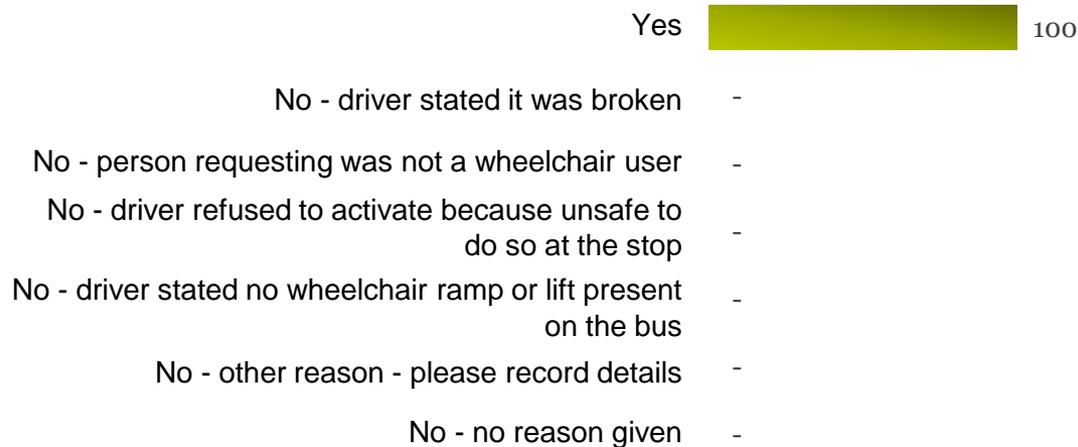
Q81 Is there an automatic next stop audio announcement working on the bus?

Wheelchair Ramp/Lift: Of the 2 interviewers who observed a wheelchair ramp request, both found that it was activated upon request

Base: (157), If yes to WHEELCHAIR RAMP OR LIFT REQUEST Q105 (2)

Q106 Wheelchair Ramp/Lift Activated Upon Request (2)

%



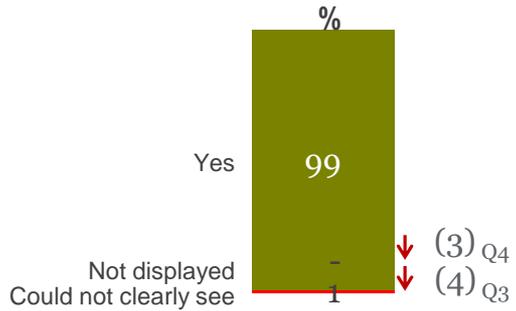
↕ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

Route Number and Destination Visible: Almost all interviewers reported seeing both route and destination numbers on the front and sides of the bus. There were no incidents of replacement buses this quarter.

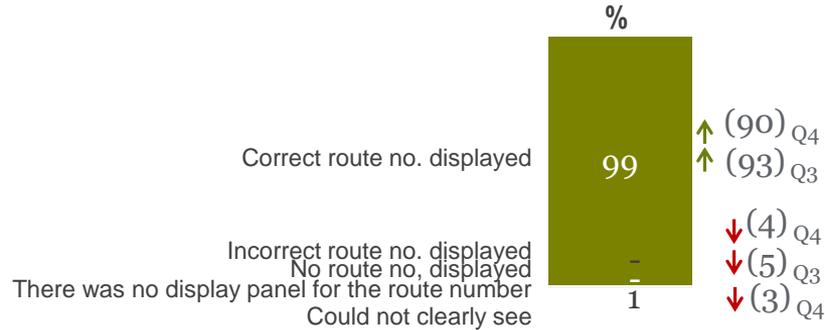
Base: (157)

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

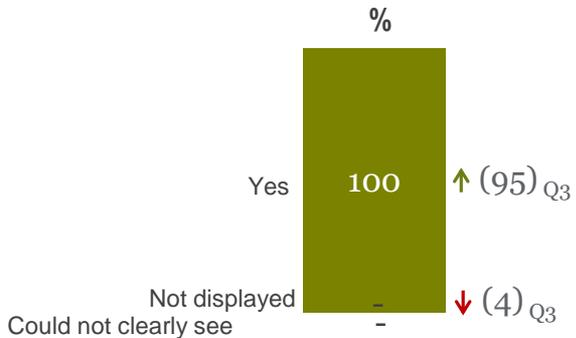
Q43 Route No. on Front (157)



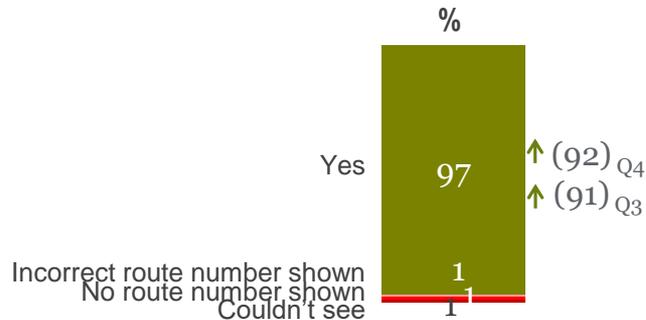
Q45 Route No. on Side (157)



Q44 Destination on Front (157)



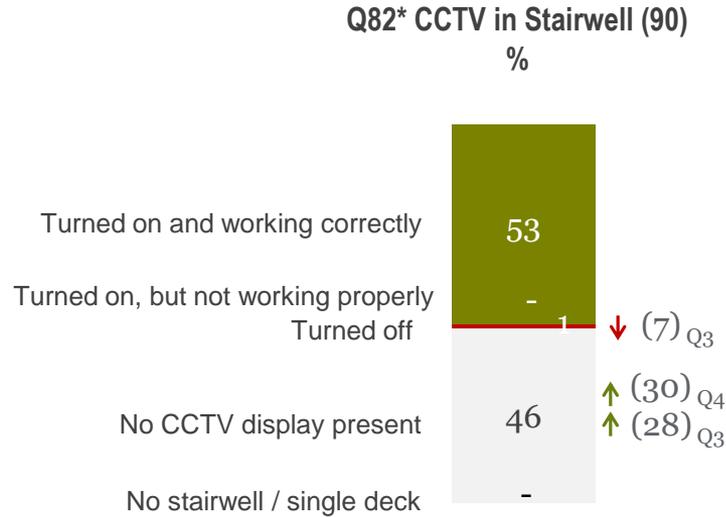
Q87 Route No. on Back (157)



↓↑ = Statistically significant differences are versus Qtr 1 Jan-Mar 2017_{Q1} – Sep-Dec 2017_{Q4} –

CCTV: The majority of interviewers who saw a CCTV screen in the stairwell noted that it was turned on and working correctly. There have been significant uplifts in those who saw no CCTV displays present, both versus last year and last quarter.

Base: (90), ALL EXCLUDING NO STAIRWELL / SINGLE DECK

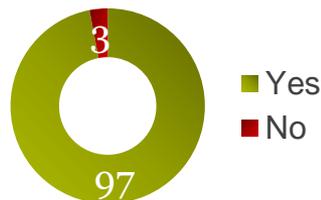


↕↗ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

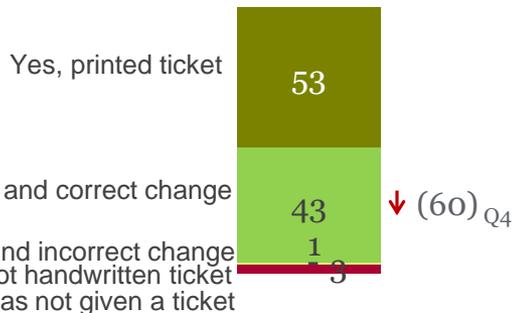
* Question rebased off those who could see a CCTV display

Fare Payment: Almost all interviewers reported the ticket machine & Leap Card readers to be working correctly. The majority of cash payers received either a printed ticket or the correct change, with minimal instances of not receiving a ticket. 3 in 4 Leap users were able to see what fare they were charged when boarding the bus.

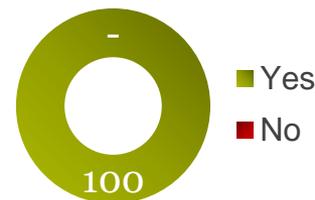
Q56 Cash Fare (96)
If Cash Fare at R5
Ticket Machine Working Correctly
 %



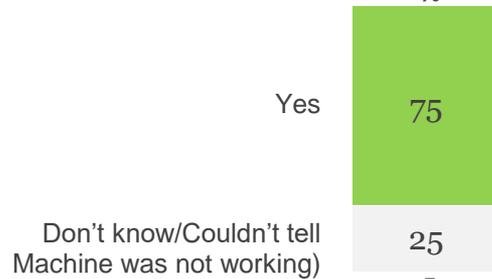
Q57b Cash Fare
If Cash Fare at R5
Given Printed Ticket/Change Receipt (96)
 %



Q58b* Leap Card Reader Present
at Driver Working Correctly (60)
 %



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



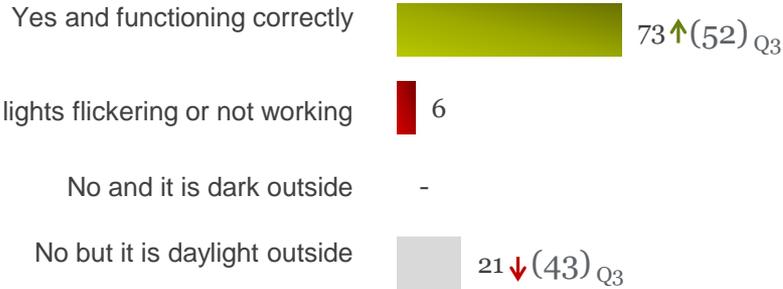
↕ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

*Question amended in Q2 2016

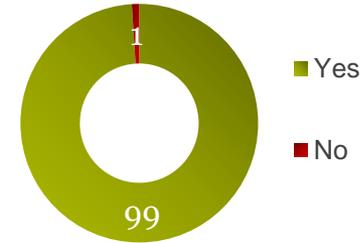
Interior Lighting and Temperature: 3 in 4 interviewers found the interior lighting of the buses to be functioning correctly, improving versus last quarter, with 1 in 5 noting that it was daylight outside. Almost all interviewers found the on-board temperatures on the buses to be reasonable considering the weather conditions outside; with only 1 interviewer feeling the temperatures on board were unreasonable

Base: (157)

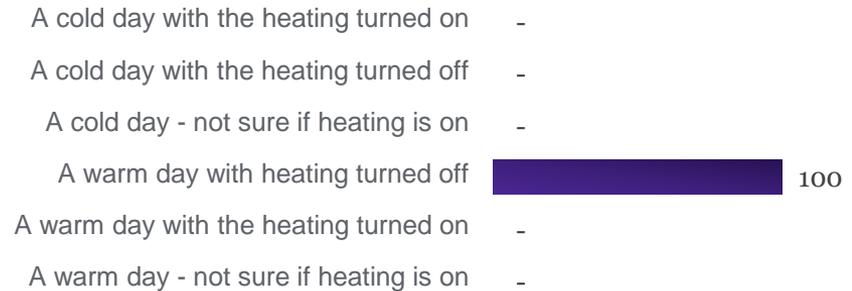
Q83 Interior Lighting (157)
%



Q84 Temperature Reasonable (157)
%



Q85 Why Temperature Not Reasonable (1)
%



↓↑ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}



KANTAR MILWARDBROWN



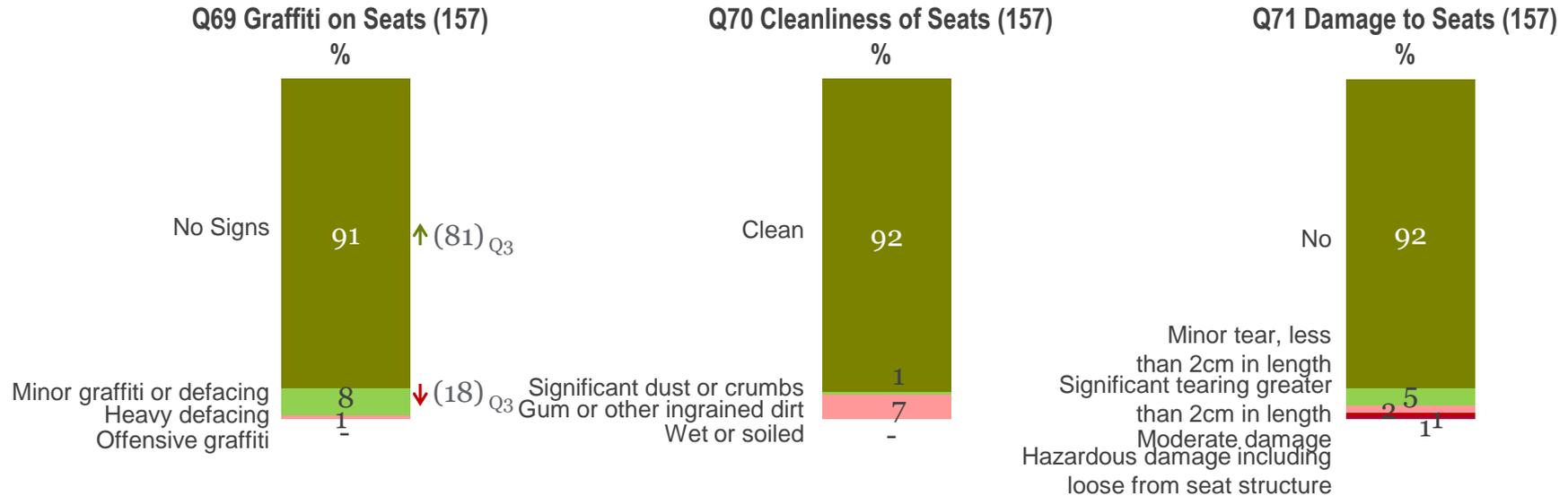
Section 4: Cleanliness Performance C1: Bus Cleanliness



NTA
Údarás Náisiúnta Iompair
National Transport Authority

Assessment of Seats: Almost all interviewers found both bus seats & cushions to be clean & well-maintained, with significant improvements in the number of seats seen to be free of graffiti versus last quarter.

Base: (157)



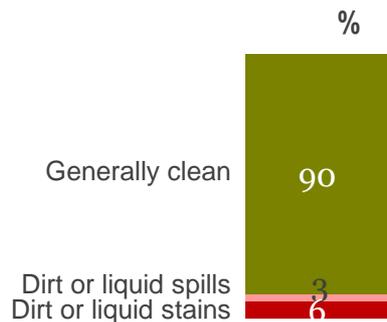
↓↑ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

- 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?

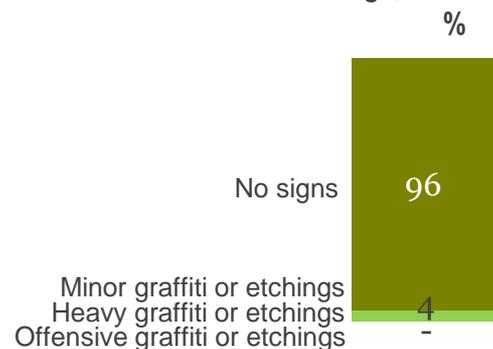
Bus Interior: The interior of the buses were positively regarded by the almost all interviewers with some minor instances of litter & dirt reported. Encouragingly, there have been significant improvements in the number of interviewers reporting litter free buses YOY.

Base: (157)

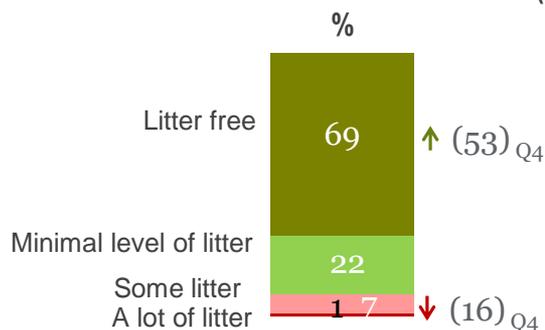
Q75 Cleanliness of Floors and Stairs (157)



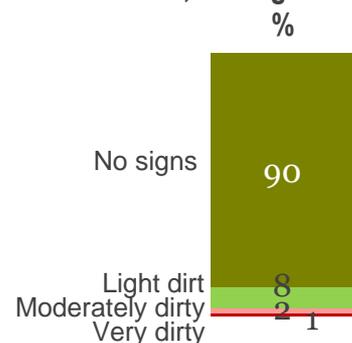
Q77 Graffiti of Panels Ceilings, Stairs and other Fixtures/Fittings (157)



Q76 Litter on Seats/Floor or Stairs* (157)



Q78 Cleanliness of Panels, Ceilings and other Fixtures/Fittings (157)

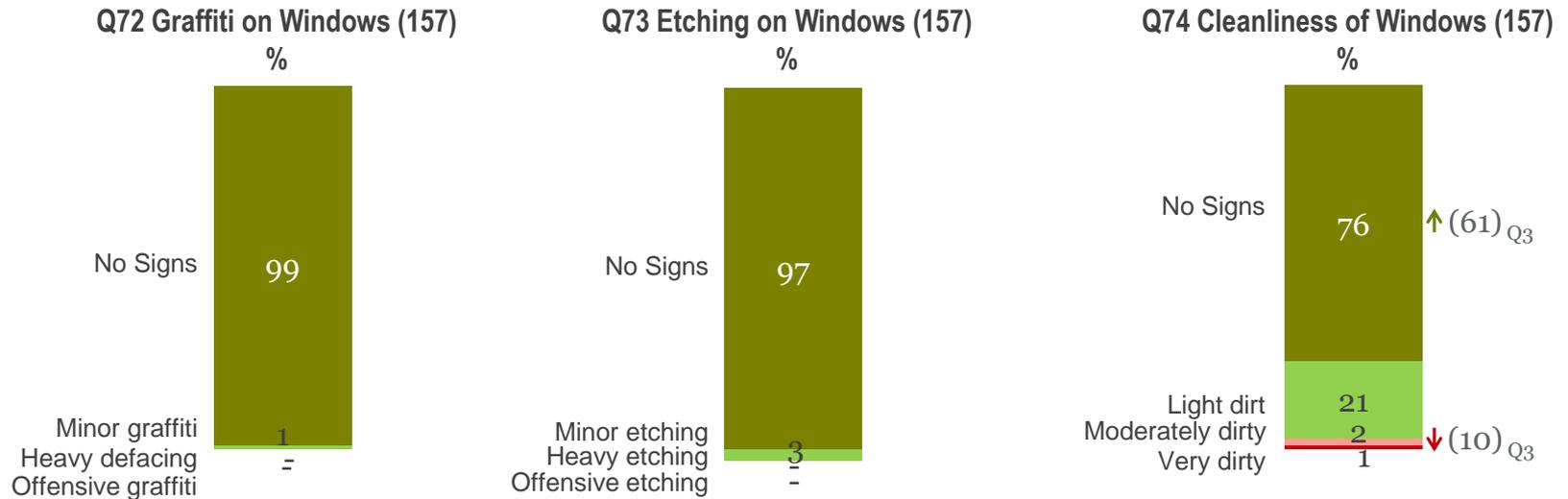


↓↑ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

* Question amended in Q2 2016

Bus Windows: The majority of interviewers reported no signs of graffiti or etchings on bus windows while 1 in 5 observed light dirt only. The number of windows seen to be moderately dirty have significantly decreased versus last quarter, with heavier dirt reported at minimal levels.

Base: (157)



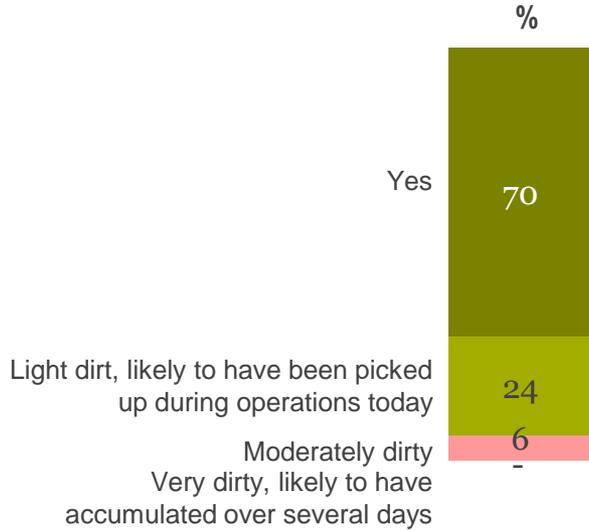
↓↑ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

23 Q72 What best describes level of graffiti on windows?
 Q73 What best describes level of etching on windows?
 Q74 What best describes level of cleanliness of windows)

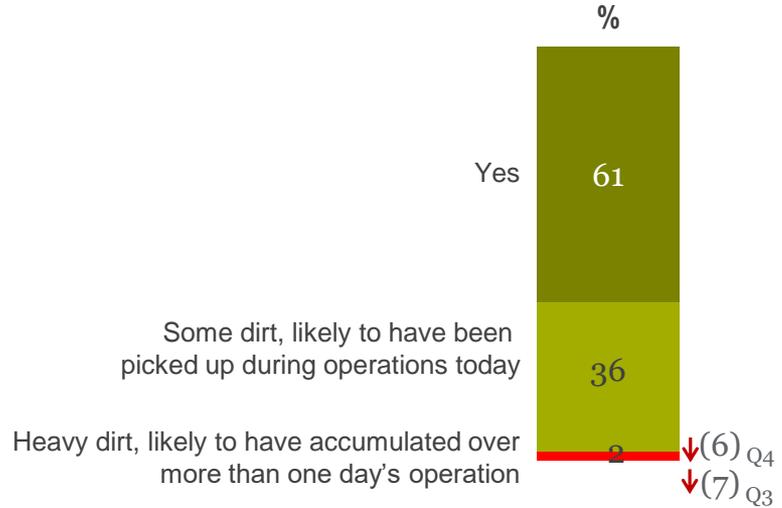
Front, Side and Rear of Bus: In the majority of instances, buses were thought to be clean at both the front, sides & rear. Any dirt observed was mainly thought to have been picked up during operations that day with drop offs in reports of heavier dirt both quarter on quarter and year on year.

Base: (157)

Q47 Cleanliness of Front/Side of Bus (157)



Q90 Was the Rear of the Bus Clean? (157)



↕ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}



KANTAR MILWARDBROWN



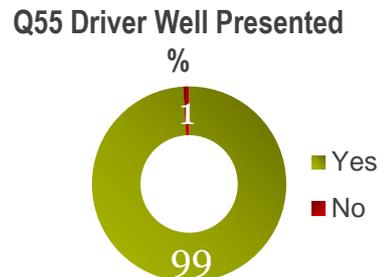
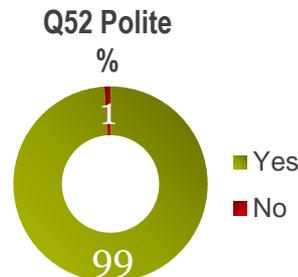
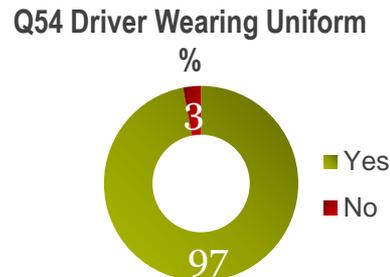
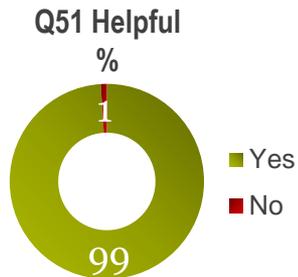
Section 5: Bus Driver Performance – D1



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

Base: (157)

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

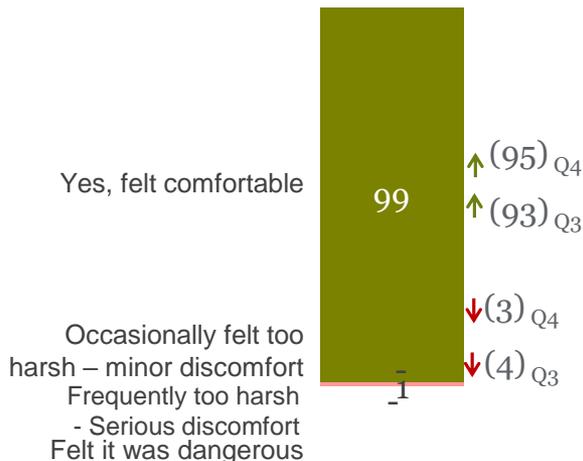


↕↗ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

Bus Safety: Encouragingly, almost all interviewees reported comfortable journeys with minimal instances of harsh braking, accelerating & moving off too early. Significant improvements are noted across the board, both versus last year and last quarter.

Base: (157)

***Q94 Driver Accelerated Smoothly**
(157)
%



***Q95 Driver Braking Smoothly**
(157)
%



Q96 Did the driver give passengers adequate time to find their seats or hold on?
(157)
%



↓↑ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

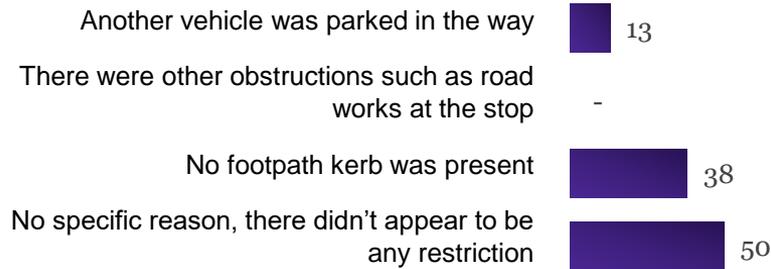
* Question amended in Q2 2016

When Getting on the Bus: Of the 8 instances where the bus did not pull up to the kerb for boarding passengers, 4 did not see a reason for the restriction, 3 noted no footpath kerb was present while 1 observed another vehicle parked in the way. On the 5 instances where the bus did not pull up to the kerb for alighting passengers, similar issues arose.

Base: (157)

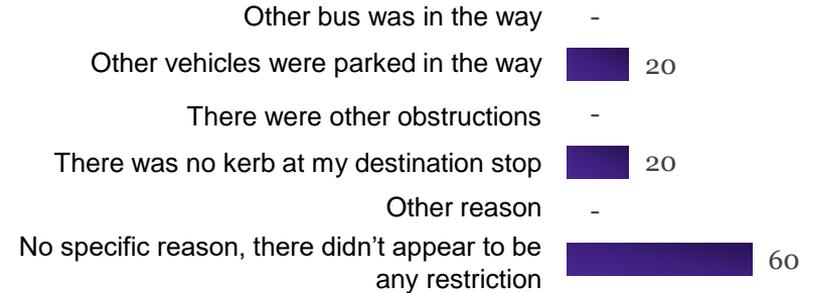
Q62 Why Not Pulled to Kerb (8) Boarding

%



Q93 Why Not Pulled to Kerb (5) Alighting

%

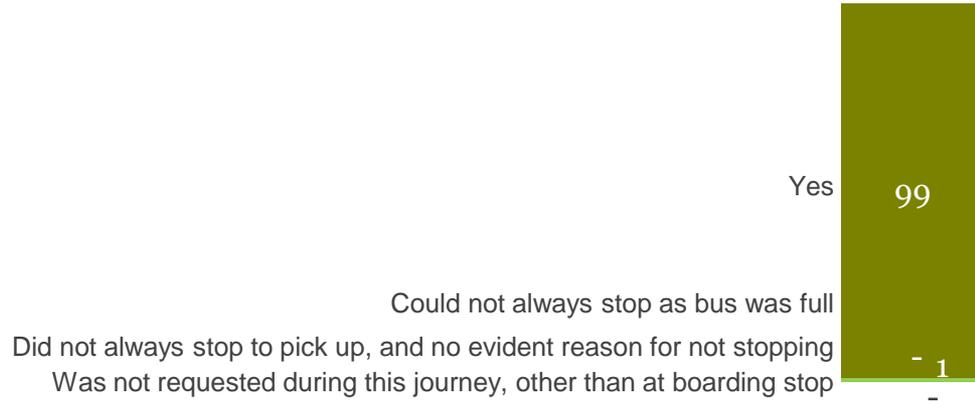


↓↑ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

Driver Actions: Almost all interviewers reported drivers stopping to pick up passengers when signalled to do so. Minimal instances of buses not always stopping as they were full.

Base: (157), ALL EXCLUDING THOSE NOT REQUESTED TO STOP

Q102* Stopped to Pick Up Passengers
(157)
%



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

↕ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

Driver Behaviour: The behaviour of the drivers was very positively regarded overall with no instances of dangerous driving reported, improving versus last quarter.

1 in 5 interviewers observed drivers listening to music while driving, whilst over 9 in 10 did not observe drivers holding any long conversations with other passengers or staff.

Base: (157)

Q97 Did Bus Driver do Any of the Following

(157)
%

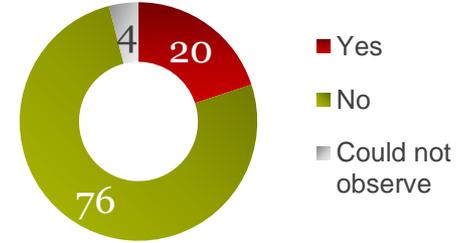
Use mobile phone while driving -

Wear an earpiece while driving -

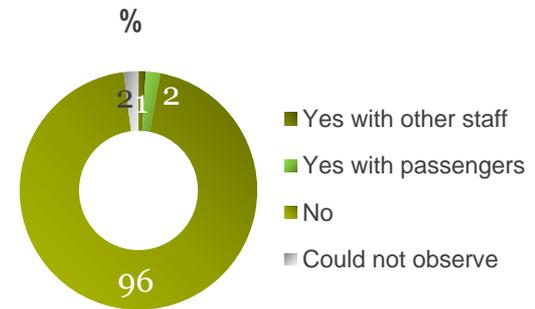
Drive the bus in a dangerous manner -

None of these 100 ↑ (97) Q3

Q98 Driver Listening to Music/Radio (157)



Q99 Driver Hold Long Conversations (157)

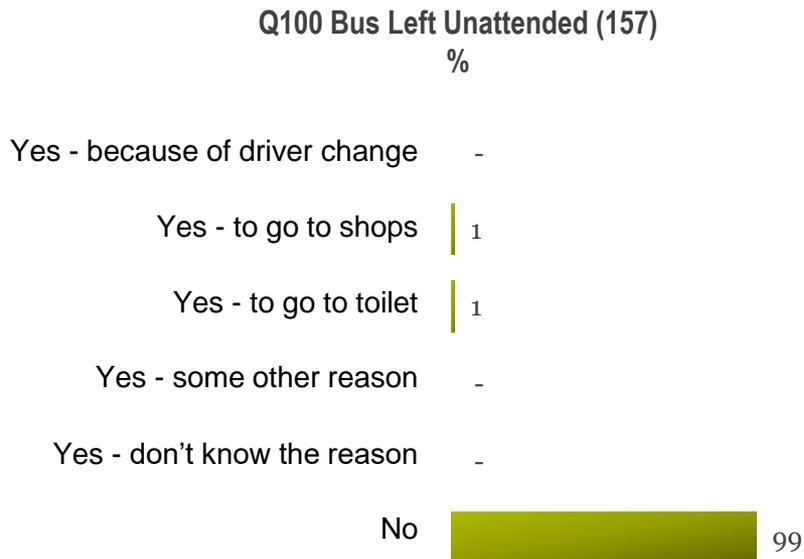


↓↑ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

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

Leave Bus Unattended: There were 2 instances of drivers leaving buses unattended this quarter; to go to the shops or to go to the toilets.

Base: (157)

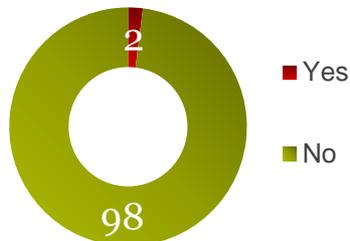


↕ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

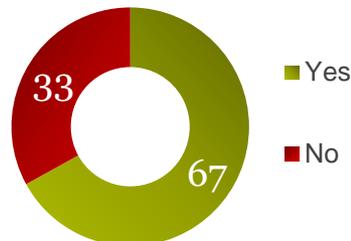
Diversion or Terminated Early: For the 3 interviewers who encountered a bus diversion/termination, 2 were informed by the driver while 1 was not told of the exact reason for the diversion/termination

Base: (157)

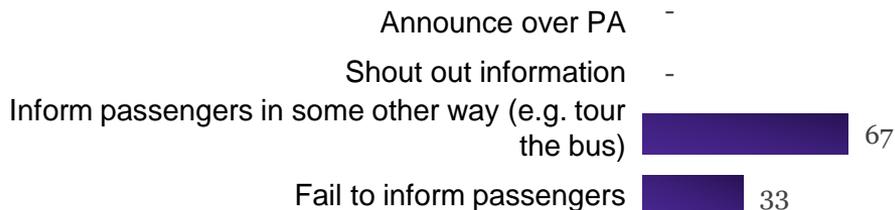
Q107 Bus Diverted/Terminated Early



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



Q108 If Bus Diverted/Terminated Early (3)



“The bus was on the timetable to go to Tullamore, but the driver said that he was going only to Edenderry. Said he was new to the route and knew no more. Didn’t know if there was another bus”

“Road closures due to fallen trees - storm damage. Passengers learned reason by overheard radio instruction to driver.”

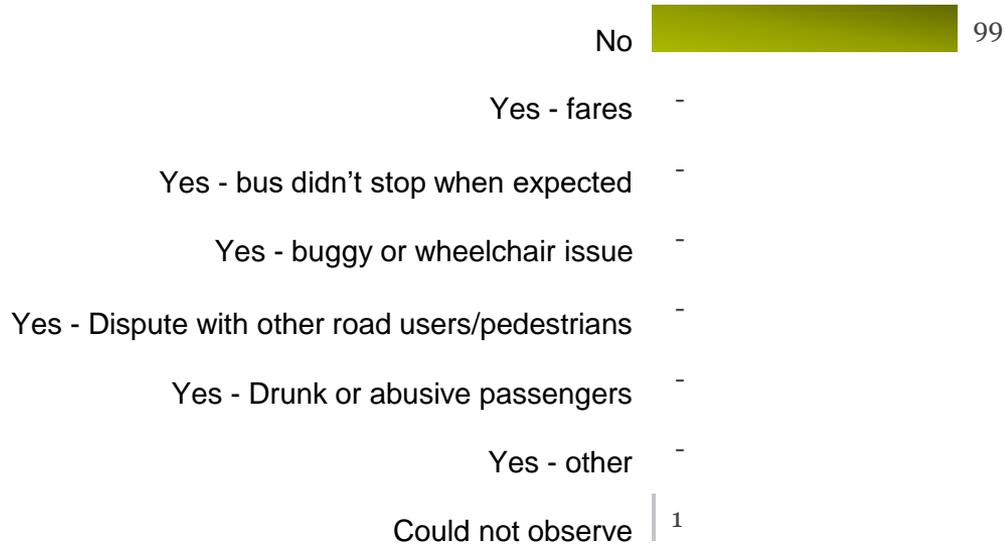
↕ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

33	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?

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

Base: (157)

Q103 Any Disputes with Passengers/ Other Road Users
 (157)
 %



 = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}



KANTAR MILWARD BROWN



Section 6: Cleanliness Performance C2: Station Cleanliness



NTA
Údarás Náisiúnta Iompair
National Transport Authority

Station Seating: The majority of interviewers found the station seats to be clean & well maintained; with improvements noted both versus last year and last quarter.

Base: (42), IF ASKED TO ASSESS A BUS EIREANN STATION Q1A
 (6), IF ASKED TO ASSESS BUSÁRAS Q1A

Q1 Graffiti on Station Seats

%

Total
(42)



↑ (67)_{Q4}
 ↑ (70)_{Q3}

↓ (33)_{Q4}
 ↓ (22)_{Q3}

No visible damage

Minor damage
 Moderate damage
 Hazardous damage including seat loose from seat structure

Q2 Station Seats Damaged

%

Total
(42)



↑ (91)_{Q4}
 ↑ (90)_{Q3}

↓ (9)_{Q4}

Q3 Cleanliness of Station Seats

%

Total
(42)



↑ (84)_{Q4}
 ↑ (90)_{Q3}

↓ (14)_{Q4}

↓↑ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

() = Busáras

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

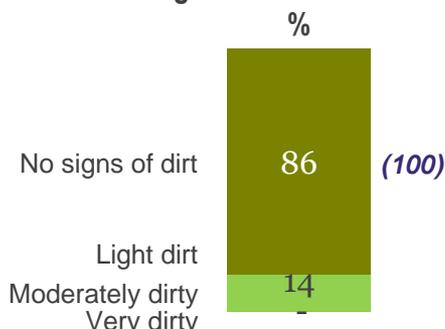
Station Cleanliness: Station walls, floors, ceilings & stairs were found to be generally clean overall, with some instances of minor graffiti and light dirt reported.

Base: (42), IF ASKED TO ASSESS A BUS EIREANN STATION Q1A. **Base: (6), IF ASKED TO ASSESS BUSÁRAS Q1A**

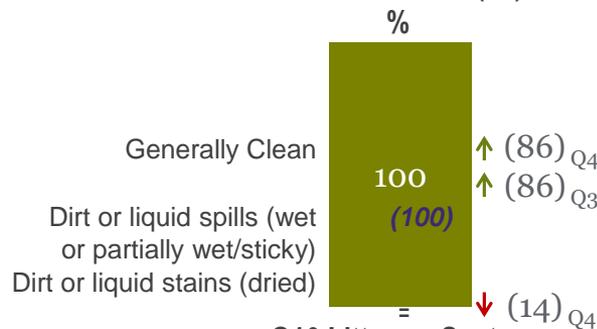
**Q4 Graffiti on Walls, Panels
Ceilings and other Fixtures (42)**



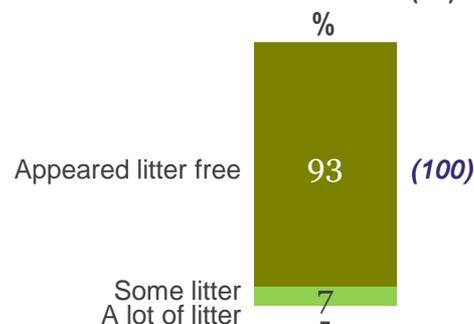
**Q5 Cleanliness of Walls, Panels
Ceilings and other Fixtures (42)**



**Q9 Cleanliness of Station
Floors or Stairs (42)**



**Q10 Litter on Seats,
Floors or Stairs? (42)**



↓↑ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec^{Q4} – Jun-Sep 2018^{Q3}

() = Busáras

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?

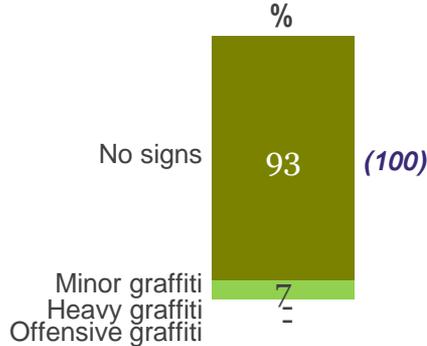
Q9 What best describes level of cleanliness of station floors or stairs?

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

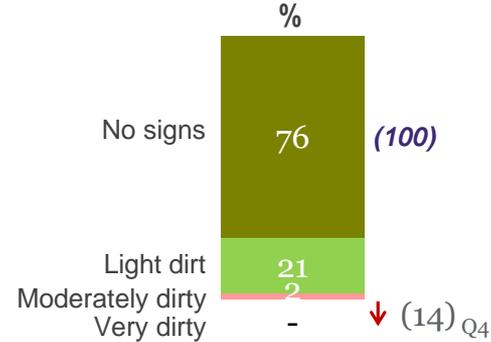
Station Windows and Exterior: Station windows were found to be kept in good condition by the majority of interviewers. Outside of the bus station, there were minor instances of graffiti, dirt and litter observed.

Base: (42), IF ASKED TO ASSESS A BUS EIREANN STATION Q1A, **Base: (6), IF ASKED TO ASSESS BUSÁRAS Q1A**

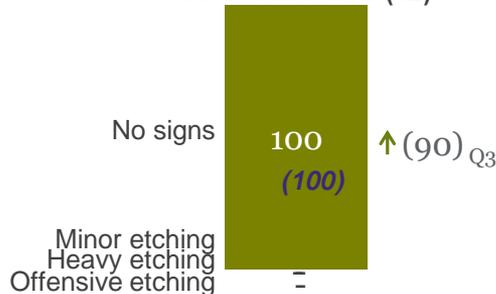
Q6 Graffiti on Station Windows (42)



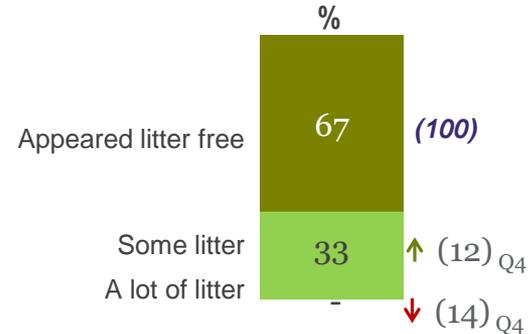
Q8 Cleanliness of Station Windows (42)



Q7 What best describes level of etching on station windows? (42)



Q11 Exterior Litter Free (42)



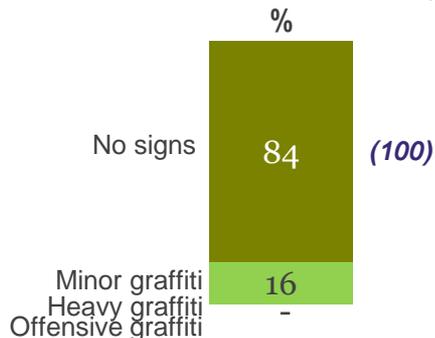
↕ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

() = Busáras

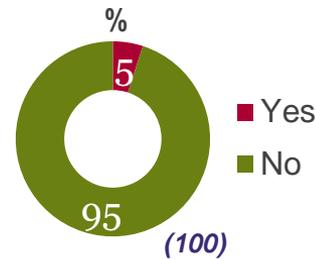
Station Toilets: Station toilets were seen to be generally free of graffiti, with only minor instances reported. The cleanliness of the toilets has improved YOY with declines in the number of ‘very dirty’ toilets observed. Facilities were seen to be present and functioning correctly by almost all interviewers.

Base: (38), IF TOILETS OPEN Q15/2, **Base: (6), IF TOILETS OPEN BUSÁRAS Q15/2**

Q16 Graffiti on Toilet Area (38)

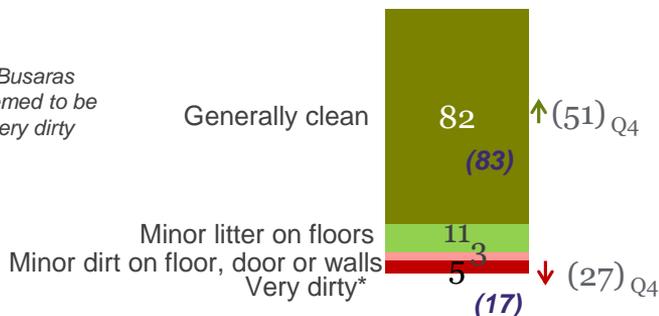


Q18 Toilets Blocked (38)

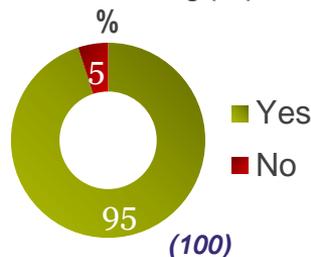


Q17 What best describes cleanliness of toilet area? (38)

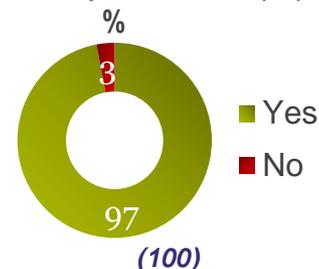
**Busaras deemed to be very dirty*



Q19 Flush Working (38)



Q20 Toilet Paper Available (38)



↓↑ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

() = Busáras

Q16 What best describes level of graffiti in toilet area?

39 Q17 What best describes cleanliness of toilet area?

Q18 Were any toilets you viewed blocked?

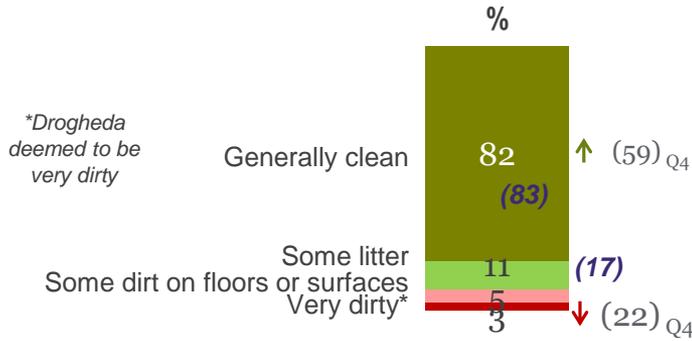
Q19 Was the flush working on the toilet(s) you tested?

Q20 Was there toilet paper available at the toilet(s) you viewed?

Station Washroom Area: Station washrooms are seen to be generally clean, improving YOY, with the number of washrooms deemed 'very dirty' in decline. The washroom facilities were thought to be functioning correctly by the majority of interviewers

Base: (38), IF TOILETS OPEN Q15/2, **Base: (6), IF TOILETS OPEN BUSÁRAS Q15/2**

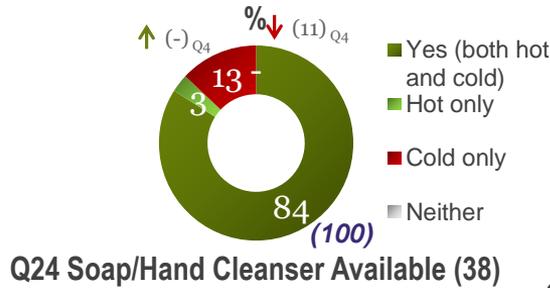
Q21 Cleanliness of Washroom Area (38)



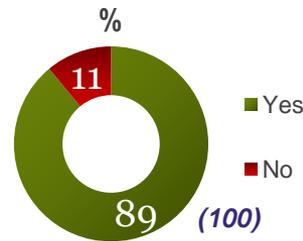
Q22 Graffiti in Washroom Area (38)



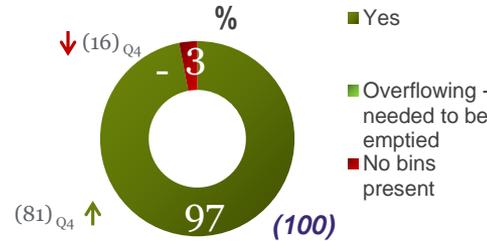
Q23 Washroom Taps (38)



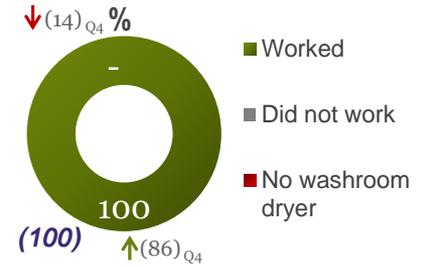
Q24 Soap/Hand Cleanser Available (38)



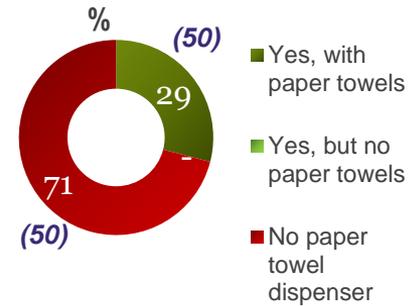
Q27 Bins Clean (38)



Q25 Washroom Dryers (38)



Q26 Paper Towel Dispenser (38)



↓↑ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}



KANTAR MILWARD BROWN



Section 7: Customer Service Performance (C5)

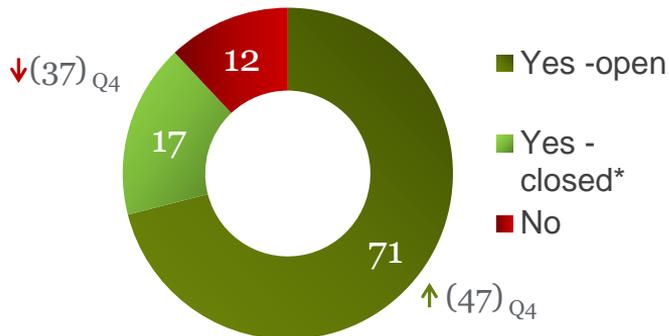


Travel Centre: Of the 42 interviewees who surveyed a bus station, 30 were able to assess the relevant travel centres. Of these, the staff were thought to be polite, professional and friendly and most found that the information they were given appeared to be correct.

Base: (3), IF TRAVEL CENTRE OPEN Q13A/1

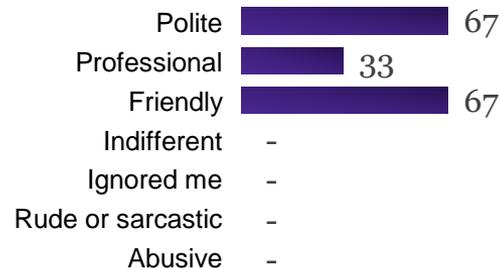
Q12 Travel Centre at Station (42)

%



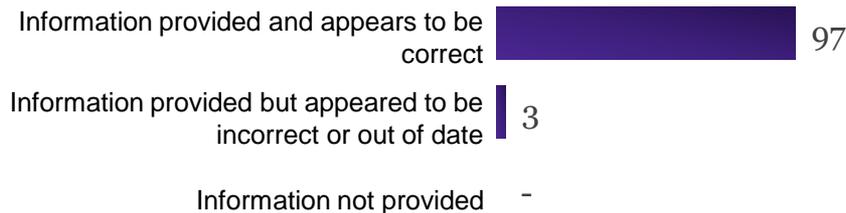
Q13 Travel Centre Assistant Response (30)

%



Q14 Travel Centre Assistant Provide Correct Information? (30)

%



* Travel Centres were closed for some weekend interviewing

↓ ↑ = Statistically significant differences are versus Qtr 4 2018 Sep-Dec_{Q4} – Jun-Sep 2018_{Q3}

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?