NTA Mystery Passenger Survey Waterford City Bus

2023 Quarter 2

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Research Background:

This research programme monitors service, quality and compliance with contractual Bus Éireann 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 Bus Éireann through the eyes of 'customers'.

52 mystery shops were conducted during Quarter 2 with mystery shoppers acting as passengers while waiting for and on-board selected Bus Éireann routes. A broad spread of bus routes were covered across different days of the week and times of the day.

The mystery shops were carried out by Ipsos assessors, following detailed training and certification. These assessors use mobile devices which enable both discreet and effective captures of location, bus and driver details at stops, when boarding, on-board and alighting buses.

2023 Quarter 2 took place between 27th March and 18th June 2023

The charts show the percentages of responses for each measure. The base sizes are marked with an asterisk.

Bus Equipment Performance

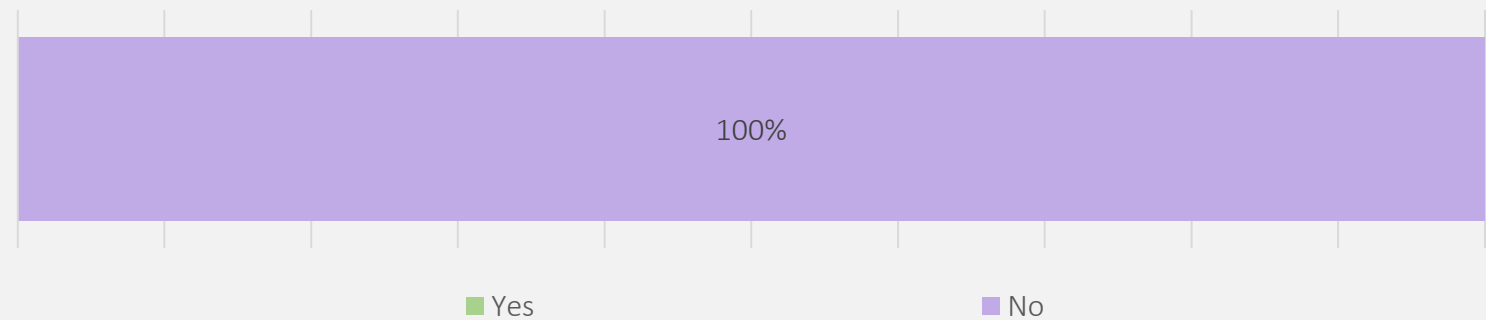Contains questions relating to the following Bus Equipment Performance:

- Accessibility Ramps
- Information Displays / Audio Announcements
- Interior Lighting / On-board Temperature
- CCTV
- WIFI

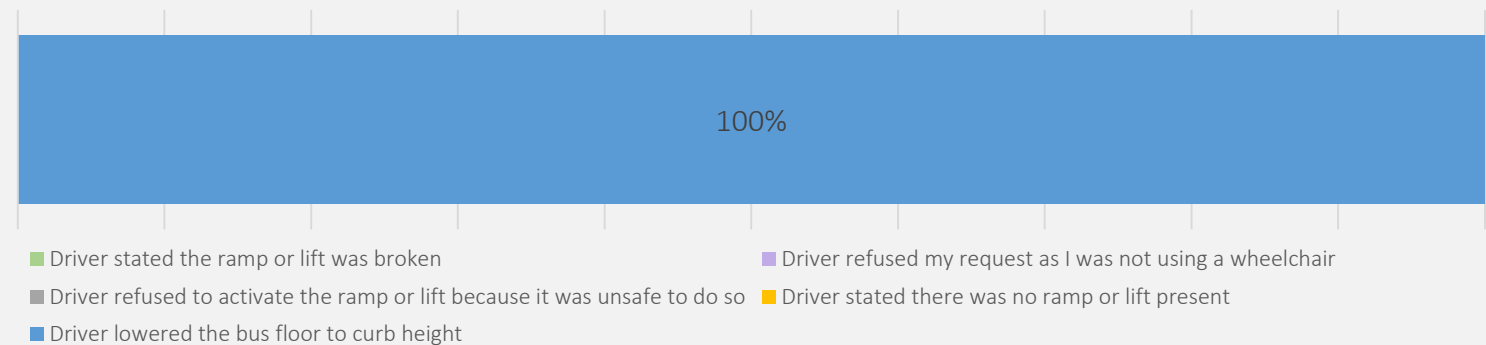## Bus Equipment Performance

Bus Accessibility Ramp

87A. Was the ramp or lift activated upon request? *1

2023 Q2: 100% (No)

■ Yes ■ No

87B. If not activated, why was this? *1

2023 Q2: 100%

■ Driver stated the ramp or lift was broken
■ Driver refused my request as I was not using a wheelchair
■ Driver refused to activate the ramp or lift because it was unsafe to do so
■ Driver stated there was no ramp or lift present
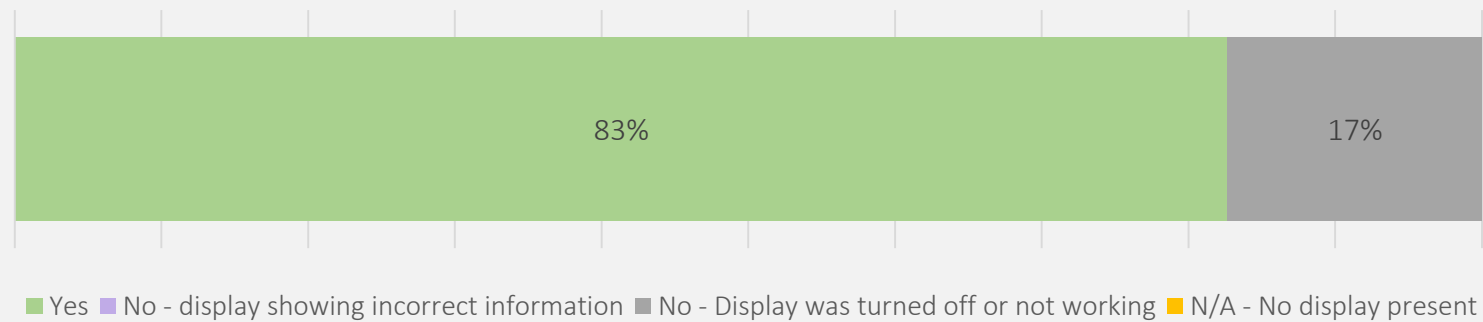■ Driver lowered the bus floor to curb height

Bus Equipment Performance

Bus Electronic Board Performance

60. Was the information displayed on the electronic board showing correct 'next stop' information? *52

2023 Q2

| 83% | 17% |

Legend: ■ Yes ■ No - display showing incorrect information ■ No - Display was turned off or not working ■ N/A - No display present

61. Was there an automatic next stop audio announcement? *52

2023 Q2

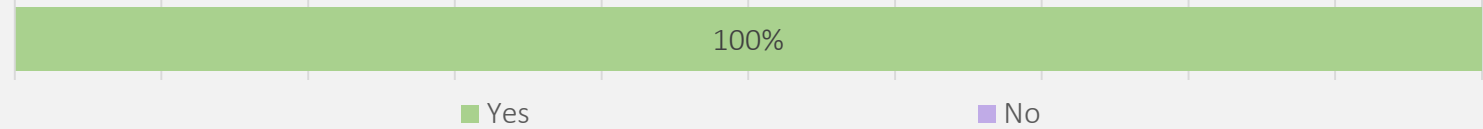| 92% | 8% |

Legend: ■ Yes ■ No
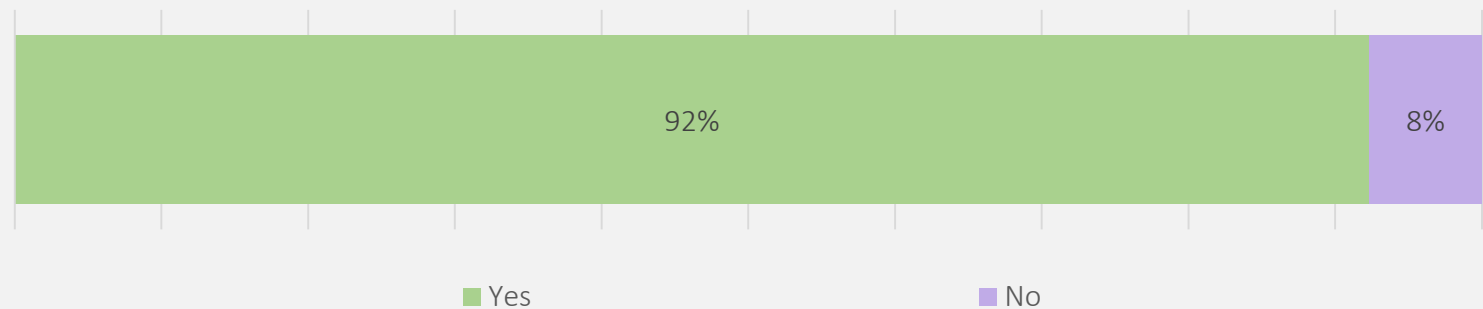
Bus Equipment Performance

Bus Route & Destination Display

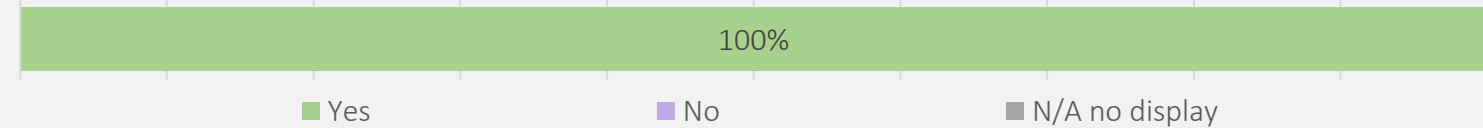**26. Was the route number displayed correctly on the front of the bus? *52**

2023 Q2 — 100%

- ■ Yes
- ■ No

27. Was the destination displayed correctly on the front of the bus? *52

2023 Q2 — 100%

- ■ Yes
- ■ No
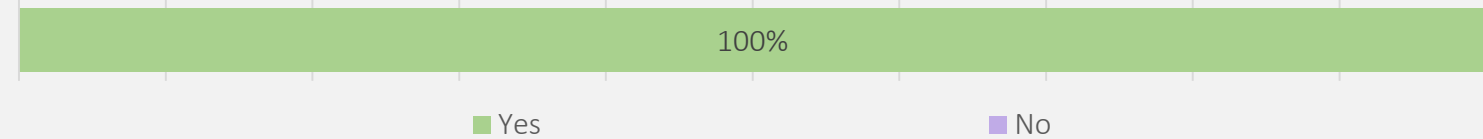
28. Was the route number displayed correctly on the side of the bus? *52

2023 Q2 — 100%

- ■ Yes
- ■ No
- ■ N/A no display

69. Was the correct route number displayed on the back of the bus? *52

2023 Q2 — 100%

- ■ Yes
- ■ Incorrect route number shown
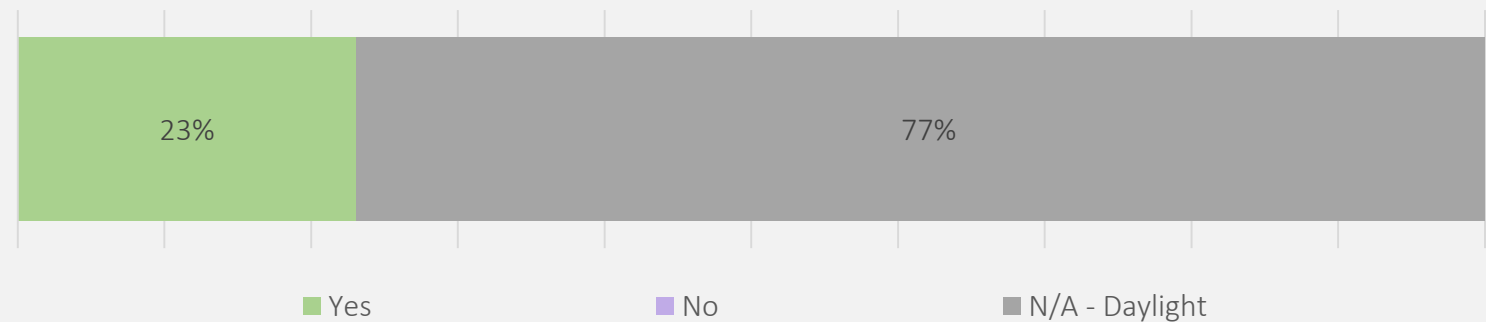- ■ No route number shown
- ■ N/A Bus was at the terminus
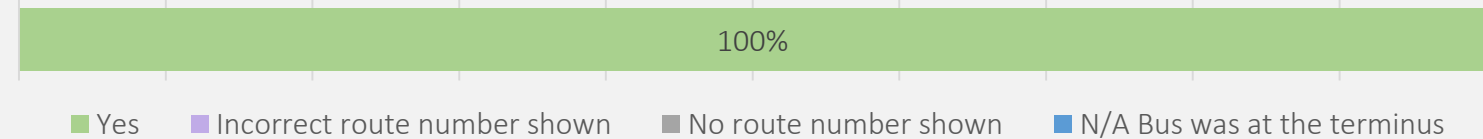
Bus Equipment Performance

Interior Lighting / On-Board Temperature

63. Was interior lighting on when required? If daylight, mark N/A. *52

2023 Q2	Yes 23% · N/A - Daylight 77%

Legend: ■ Yes ■ No ■ N/A - Daylight

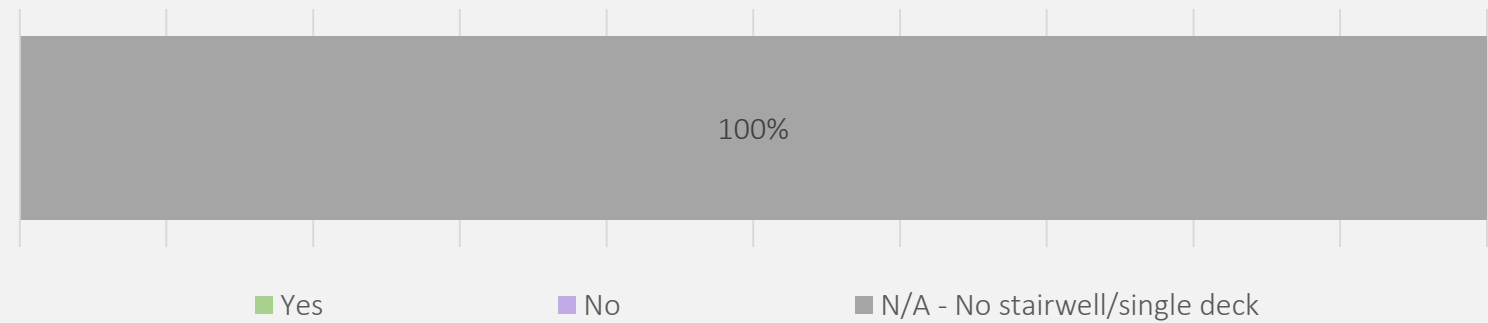**64. Did you consider the temperature on board the bus was appropriate given the weather conditions? *52**

2023 Q2	Yes 98% · No 2%

Legend: ■ Yes ■ No

* Current quarter base size
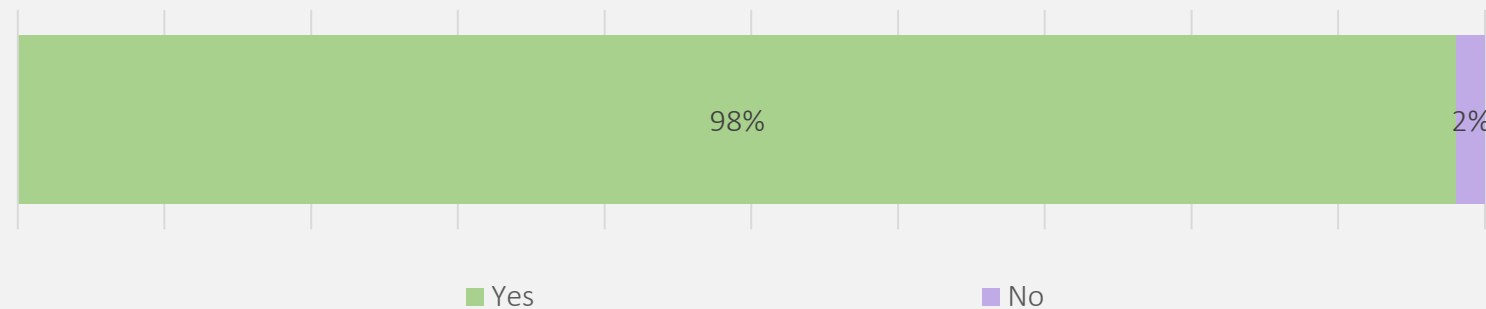
Bus Equipment Performance

Bus CCTV

62. Was there a CCTV screen in stairwell on the bus? *52

2023 Q2   100%

■ Yes   ■ No   ■ N/A - No stairwell/single deck

Bus Equipment Performance
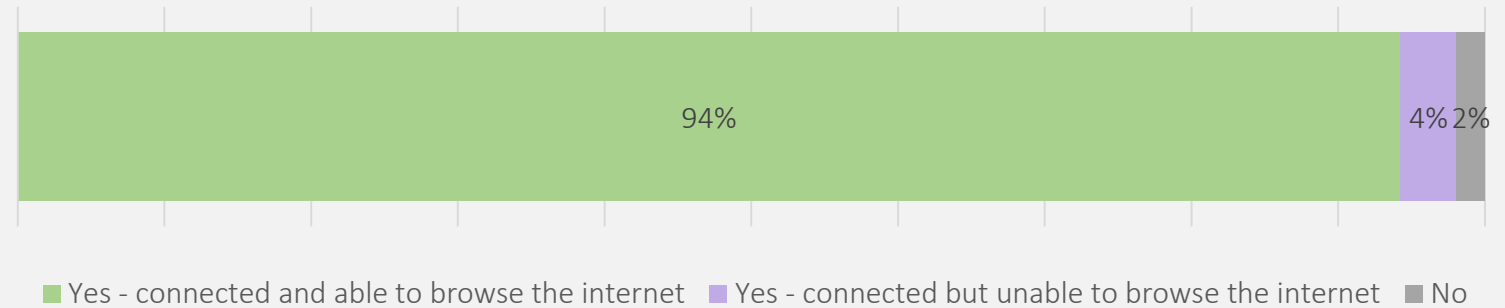
On Board WIFI

65. Was the operator Wi-Fi available on board the bus? *52

2023 Q2 — 100%

■ Yes   ■ No
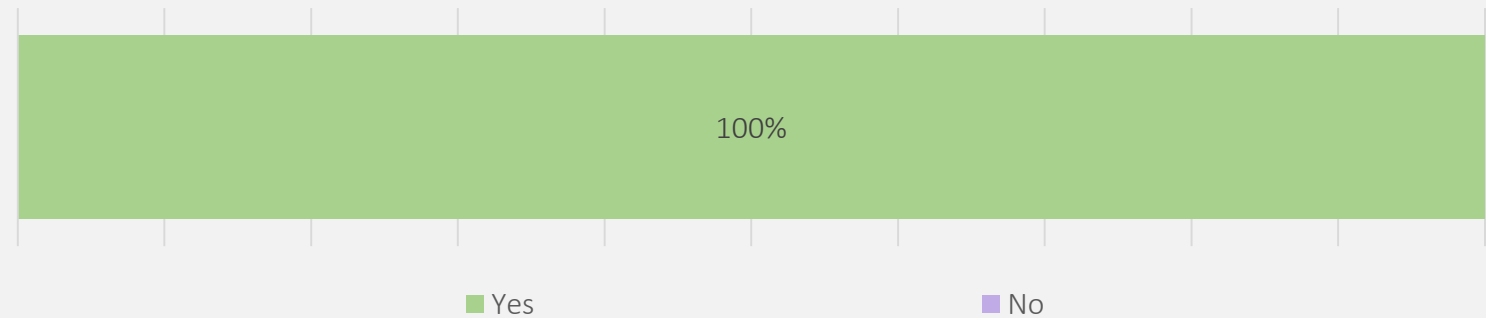
65A. Were you able to connect to the operator Wi-Fi network? *52

2023 Q2 — 94%   4% 2%

■ Yes - connected and able to browse the internet   ■ Yes - connected but unable to browse the internet   ■ No

Bus Driver Performance

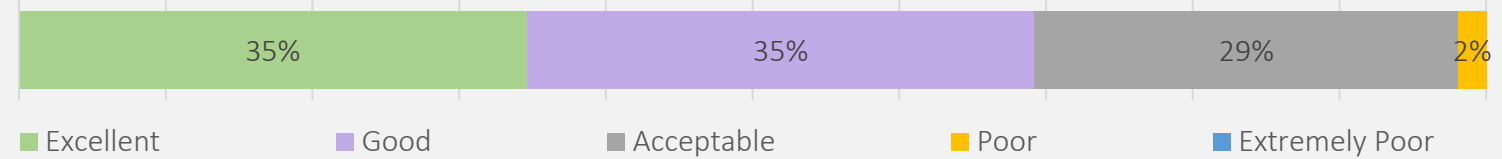Contains questions relating to the following Bus Driver Performance:
- Driver Attitude
- Driver Presentation
- Bus Ride Quality
- Serving the Stop
- Other Driver Behaviours
- Route Diversion
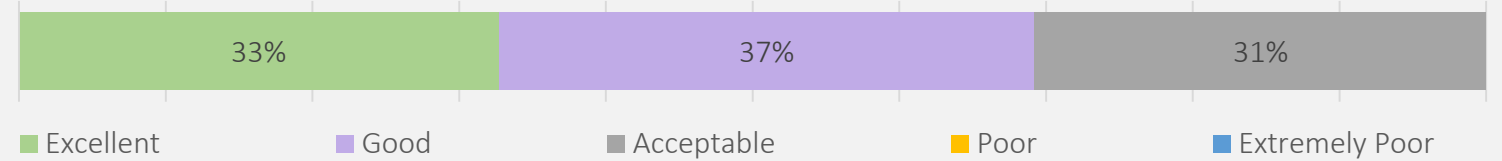
Bus Driver Performance

Driver Attitude

33. What best describes the helpfulness of the driver? *52

2023 Q2

Excellent	Good	Acceptable	Poor	Extremely Poor
35%	35%	29%	2%	

34. What best describes the politeness of the driver? *52

2023 Q2

Excellent	Good	Acceptable	Poor	Extremely Poor
33%	37%	31%		

Bus Driver Performance

Driver Presentation

36. Was the driver wearing uniform? *52

2023 Q2 — 100%

■ Yes   ■ No
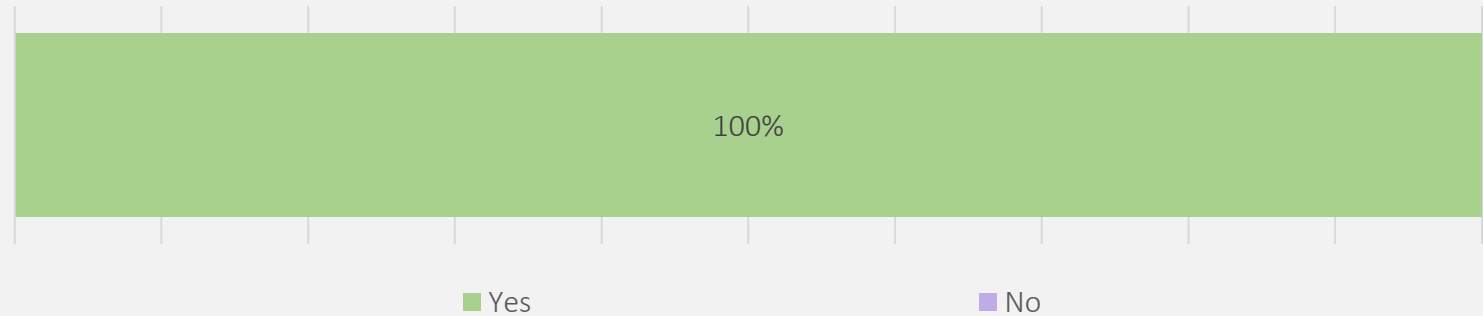
37. Was the driver well presented? *52
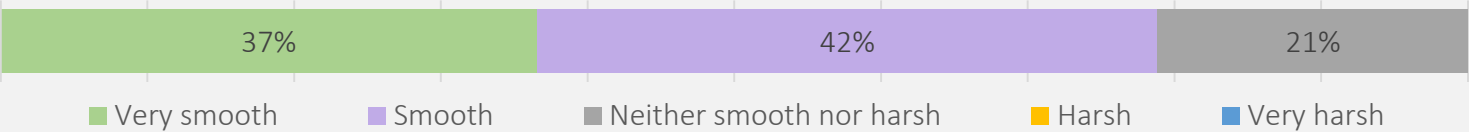
2023 Q2 — 100%

■ Yes   ■ No
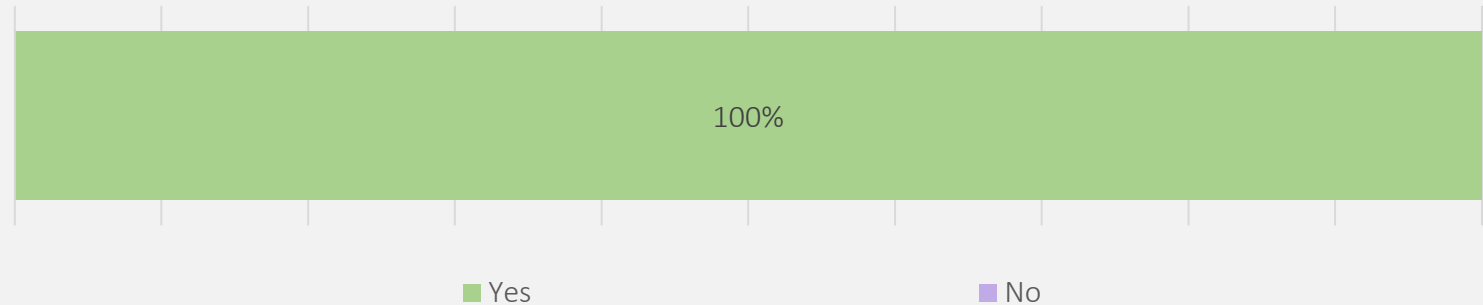
Bus Driver Performance

Bus Ride Quality

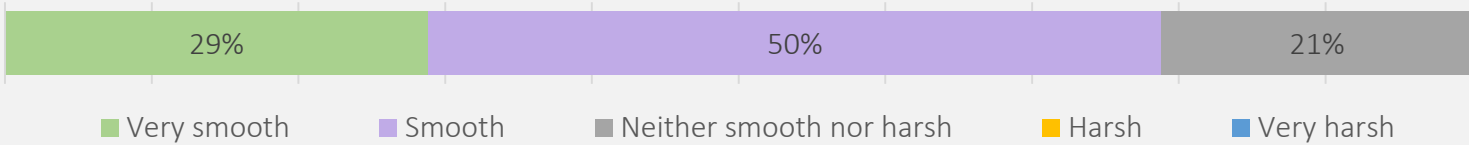**76. How would you rate the smoothness of acceleration based on your journey overall? (ASK ALL) *52**
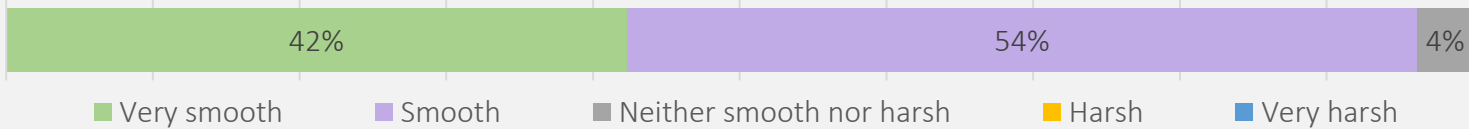
2023 Q2

Very smooth	Smooth	Neither smooth nor harsh	Harsh	Very harsh
37%	42%	21%		

77. How would you rate the smoothness of braking based on your journey overall? *52

2023 Q2

Very smooth	Smooth	Neither smooth nor harsh	Harsh	Very harsh
29%	50%	21%		

78. How would you rate the smoothness of steering based on your journey overall? *52

2023 Q2

Very smooth	Smooth	Neither smooth nor harsh	Harsh	Very harsh
42%	54%	4%		

79. Did the driver give passengers adequate time to find their seats or hold on when moving off? *52

2023 Q2

Allowed customers time to get to seats or hold on	Occasionally moved off too early
85%	15%

Frequently moved off too early — Customer safety was at risk and placed someone in danger
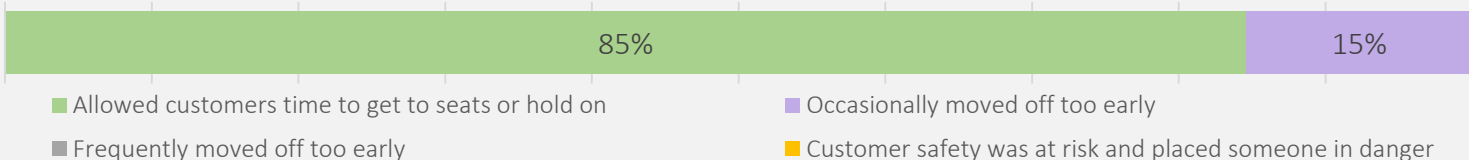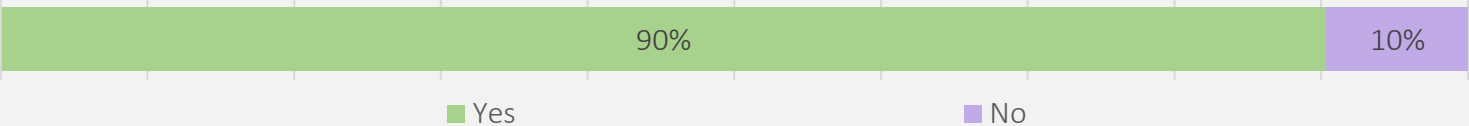
Bus Driver Performance

Serving the Stop

73. When you were getting off, did the bus pull up to the footpath kerb at the bus stop sufficiently to allow passengers board and alight from the bus without walking on the road? *52

2023 Q2

Yes	No
90%	10%

73A. Why did the bus not pull up to the kerb? *5

2023 Q2

Other vehicles were in the way	No specific reason	Other reason
60%	20%	20%

- ■ Other buses were in the way
- ■ Other vehicles were in the way
- ■ There were other obstructions (such as roadworks at the stop)
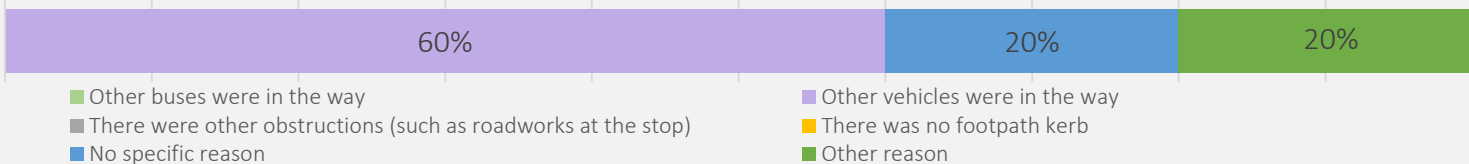- ■ There was no footpath kerb
- ■ No specific reason
- ■ Other reason

29. When you were getting on, did the bus pull up to the footpath kerb at the bus stop sufficiently to allow passengers board and alight from the bus without walking on the road? *52
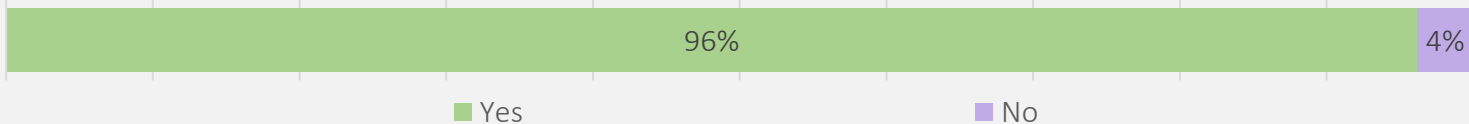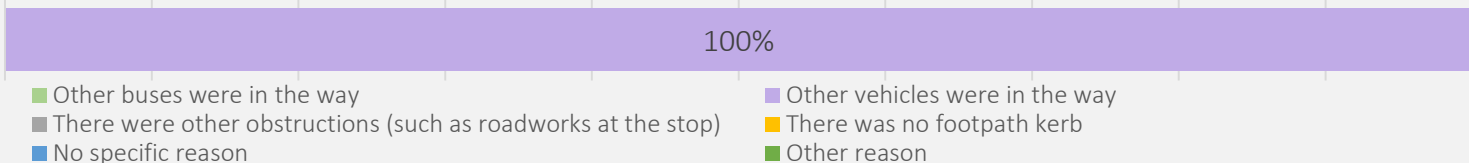
2023 Q2

Yes	No
96%	4%

29A. Why did the bus not pull up to the footpath kerb? *2

2023 Q2

Other vehicles were in the way
100%

- ■ Other buses were in the way
- ■ Other vehicles were in the way
- ■ There were other obstructions (such as roadworks at the stop)
- ■ There was no footpath kerb
- ■ No specific reason
- ■ Other reason
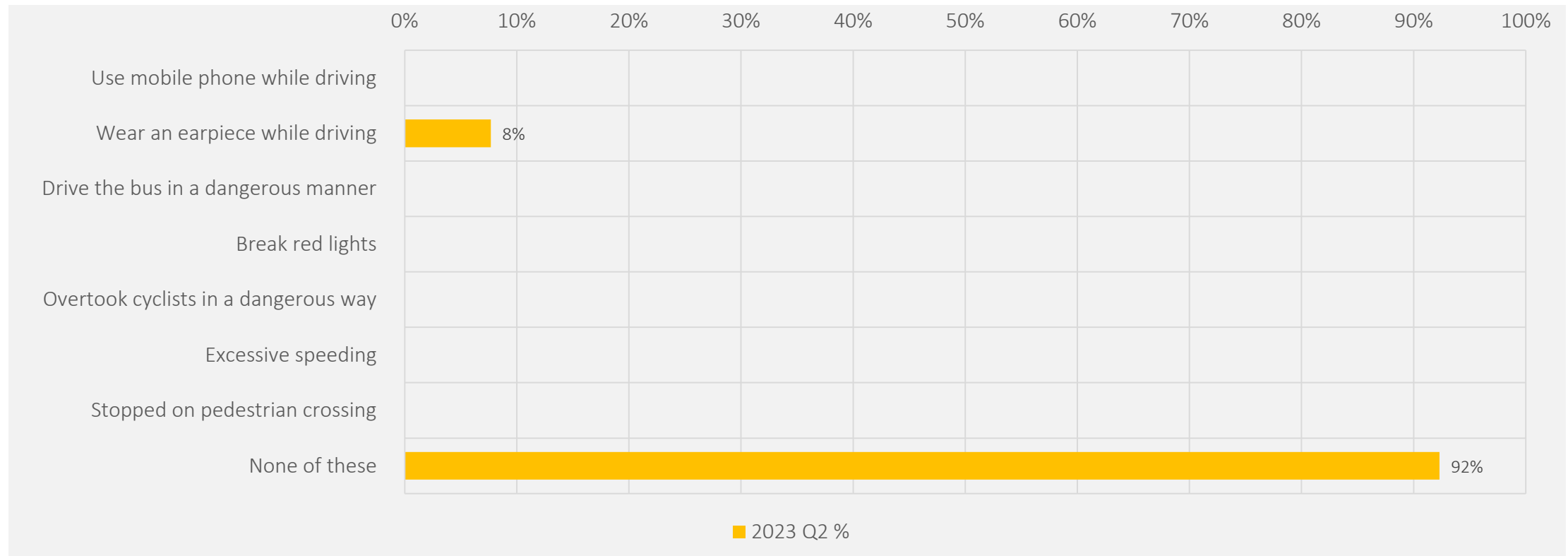
Bus Driver Performance

84. So far as you could tell, did the driver always stop to pick up passengers when requested? *52
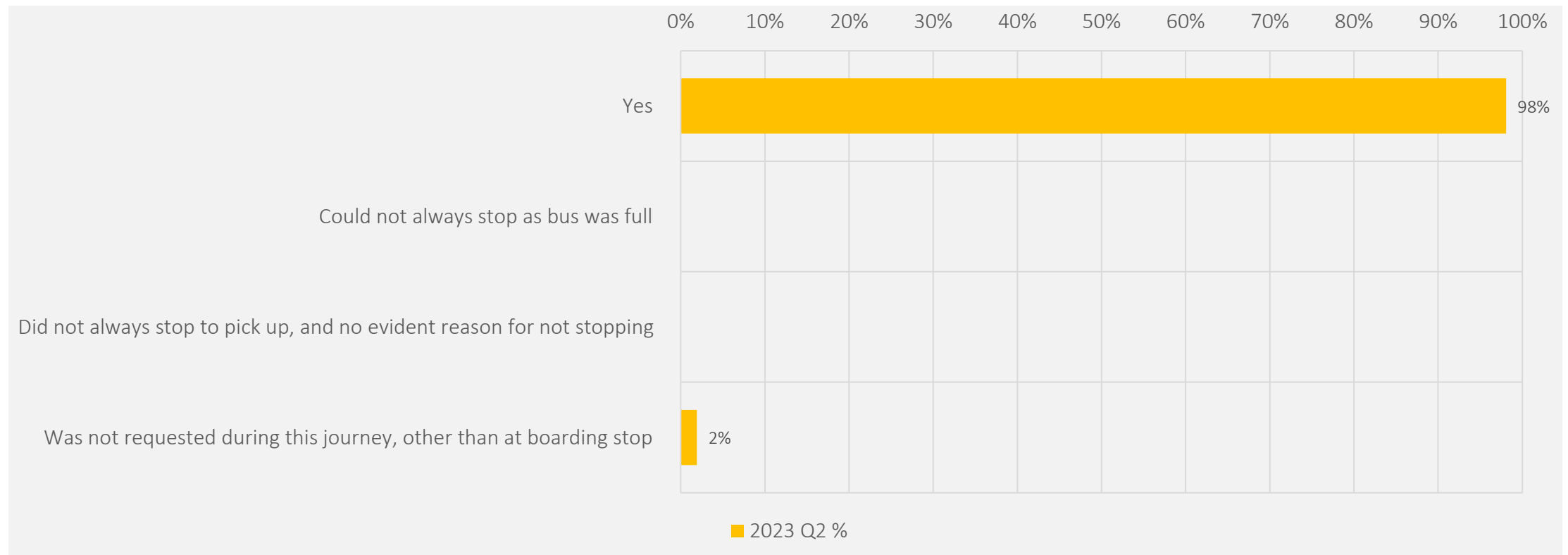
Bus Driver Performance

80. Did the bus driver do any of the following while driving?
(NB Base size may be greater than the total number of assessments as one or more may be selected.) *52 (52)
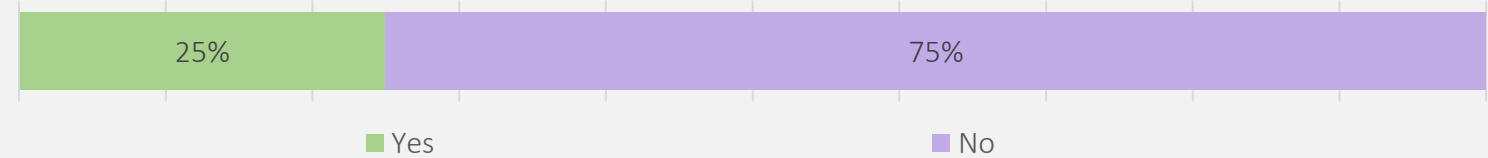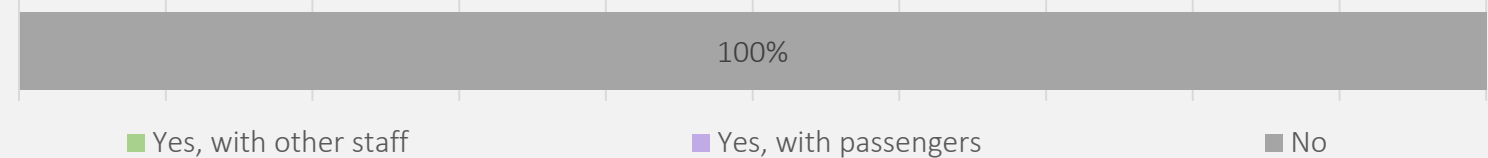

Use mobile phone while driving
Wear an earpiece while driving — 8%
Drive the bus in a dangerous manner
Break red lights
Overtook cyclists in a dangerous way
Excessive speeding
Stopped on pedestrian crossing
None of these — 92%

■ 2023 Q2 %

Bus Driver Performance

Other Driver Behaviours

| 81. Did the driver listen to music or the radio whilst driving? *52 | 2023 Q2 | 25% Yes | 75% No |

| 82. Did the driver hold long conversations with other people on the bus while driving? *52 | 2023 Q2 | Yes, with other staff | Yes, with passengers | 100% No |

| 83. Did the driver leave the bus unattended at any time? *52 | 2023 Q2 | Yes | 100% No |
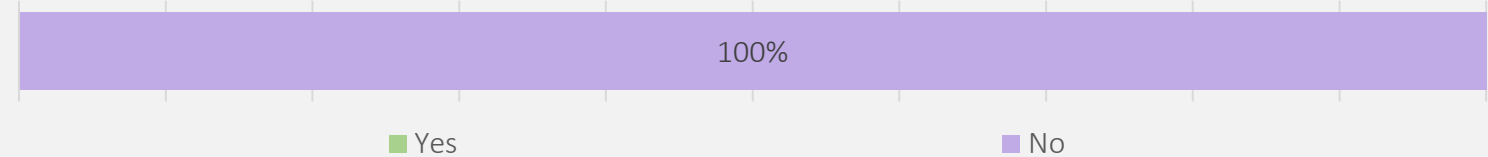
Bus Driver Performance

86. Did bus terminate early or divert off course? *52

* Current quarter base size
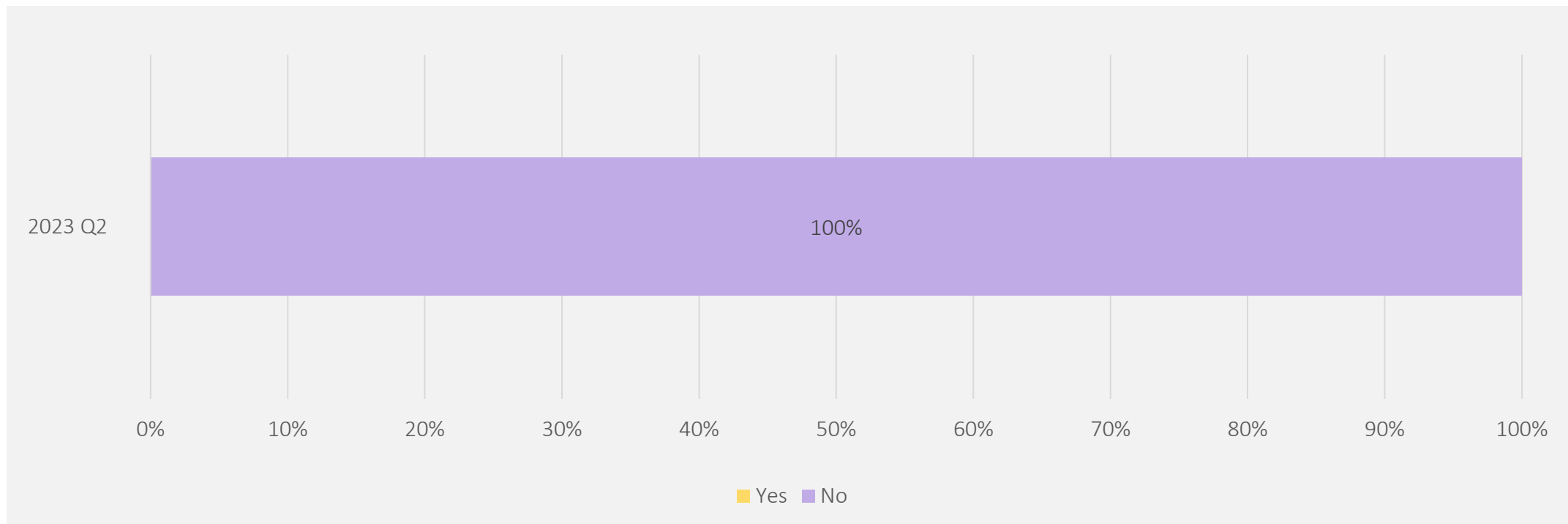
Cleanliness Performance - Bus Cleanliness

Contains questions relating to the following Bus Cleanliness Performance:
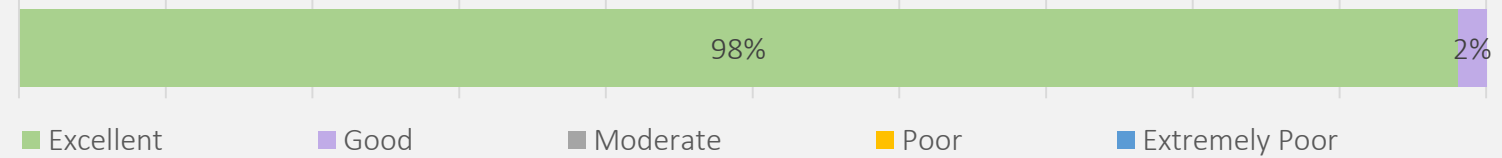- Seat Cleanliness and Condition
- Floors and Stairs Cleanliness and Level of Litter
- Panels, Ceilings, Stairs and Other Fixtures and Fittings Cleanliness and Condition
- Window Cleanliness and Condition
- External Bus Cleanliness and Condition

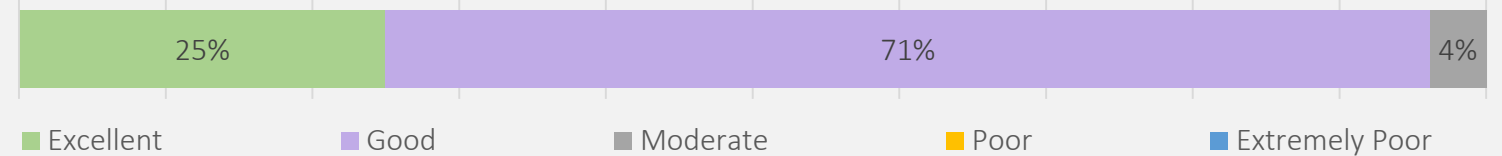## Cleanliness Performance - Bus Cleanliness

Seat Cleanliness and Condition

47. How would you best describe the level of non-scratched graffiti on seating? *52

2023 Q2

Excellent 98%	2%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

49. What best describes level of cleanliness of seat upholstery? *52

2023 Q2

Excellent 25%	Good 71%	4%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

50. What best describes the condition of the seat upholstery? *52

2023 Q2

Excellent 35%	Good 63%	2%

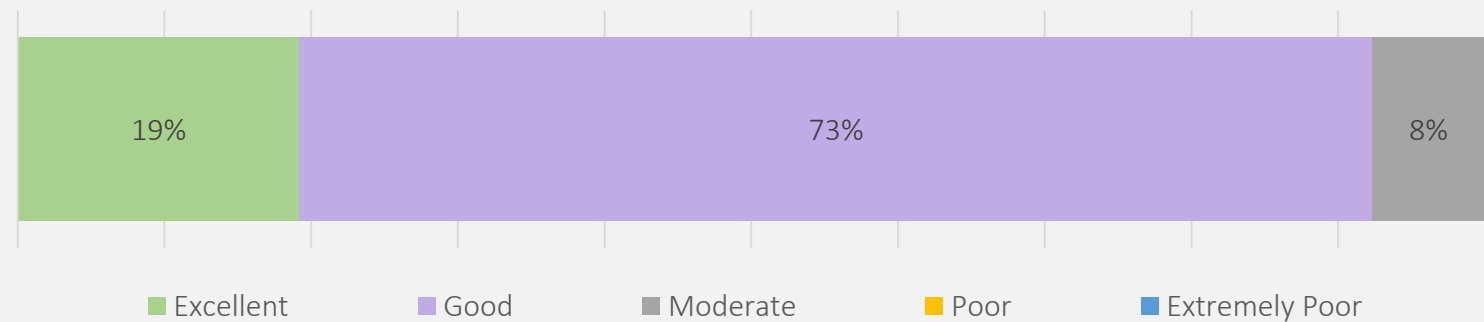■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor
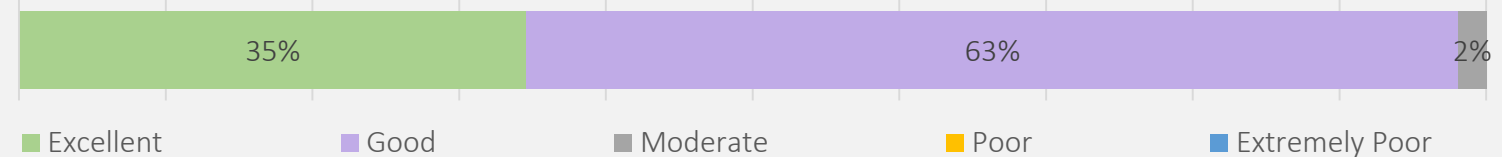
Cleanliness Performance - Bus Cleanliness

Floors and Stairs Cleanliness and Level of Litter

54. What best describes level of cleanliness of floors and stairs? *52

2023 Q2

Excellent	Good	Moderate
19%	73%	8%

■ Excellent   ■ Good   ■ Moderate   ■ Poor   ■ Extremely Poor

55. What best describes level of litter of floors and stairs? *52

2023 Q2

Excellent	Good	Moderate
29%	62%	10%

■ Excellent   ■ Good   ■ Moderate   ■ Poor   ■ Extremely Poor
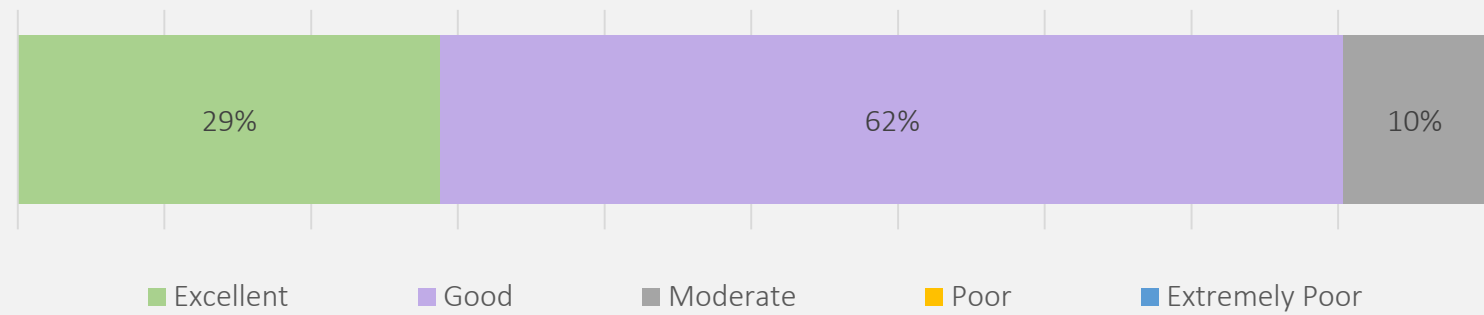
Cleanliness Performance - Bus Cleanliness

Panels, Ceilings, Stairs and Other Fixtures and Fittings Cleanliness
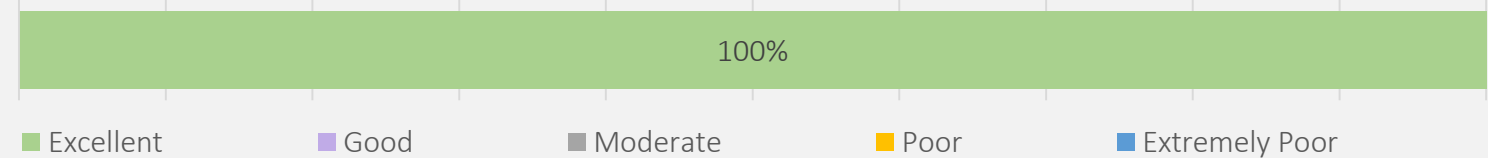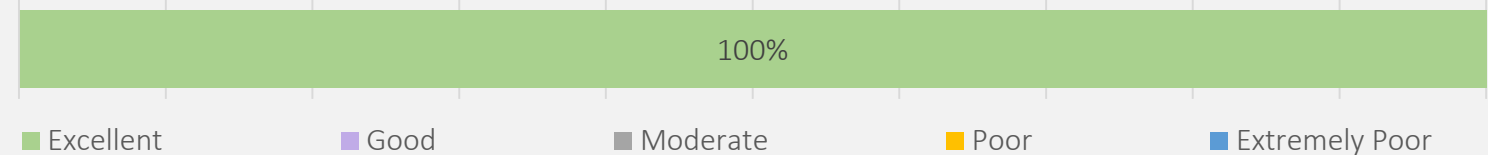
56. What best describes the level of non-scratched graffiti on panels, ceilings, stairs and other fixtures and fittings? *52

2023 Q2 — 100%

Excellent ▪ Good ▪ Moderate ▪ Poor ▪ Extremely Poor

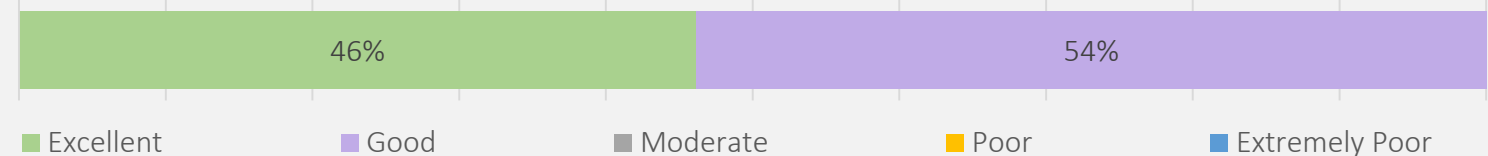**57. What best describes the level of etching on panels, ceilings, stairs and other fixtures and fittings? *52**

2023 Q2 — 100%

Excellent ▪ Good ▪ Moderate ▪ Poor ▪ Extremely Poor

58. What best describes level of cleanliness of panels, ceilings and other fixtures and fittings? *52

2023 Q2 — 46% | 54%

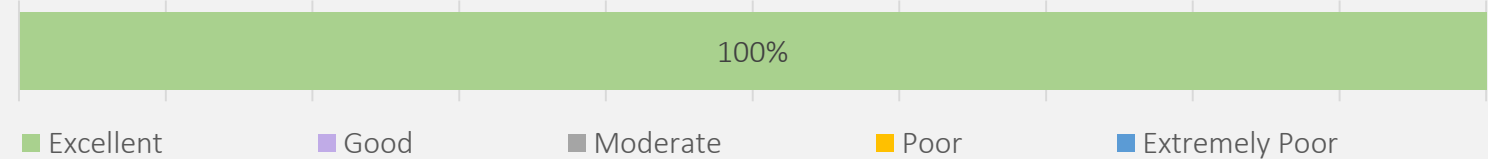Excellent ▪ Good ▪ Moderate ▪ Poor ▪ Extremely Poor

Cleanliness Performance - Bus Cleanliness

Window Cleanliness and Condition

51. What best describes level of non-scratched graffiti on windows? *52

2023 Q2

Excellent: 100%	

■ Excellent   ■ Good   ■ Moderate   ■ Poor   ■ Extremely Poor

52. What best describes the level of etching on windows? *52

2023 Q2

Excellent: 100%	

■ Excellent   ■ Good   ■ Moderate   ■ Poor   ■ Extremely Poor
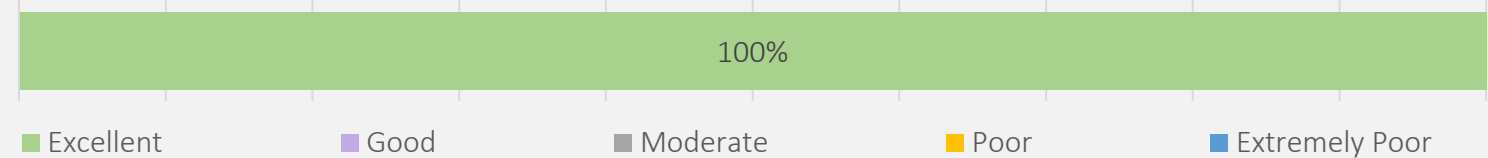
53. What best describes level of cleanliness of windows? *52

2023 Q2

Excellent	Good	Moderate
31%	67%	2%

■ Excellent   ■ Good   ■ Moderate   ■ Poor   ■ Extremely Poor
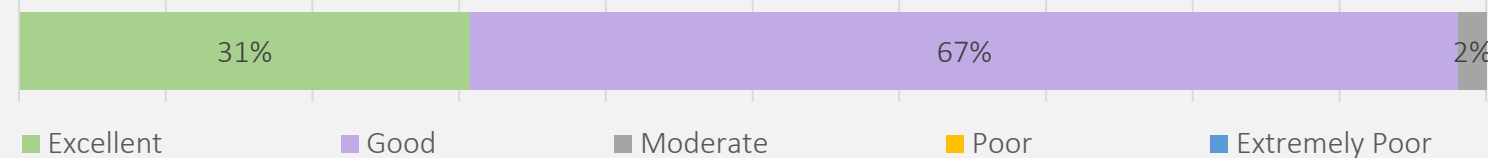
Cleanliness Performance - Bus Cleanliness

External Bus Cleanliness and Condition

74. Please rate the overall external cleanliness of the bus
*52

2023 Q2 | 35% | 65%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor
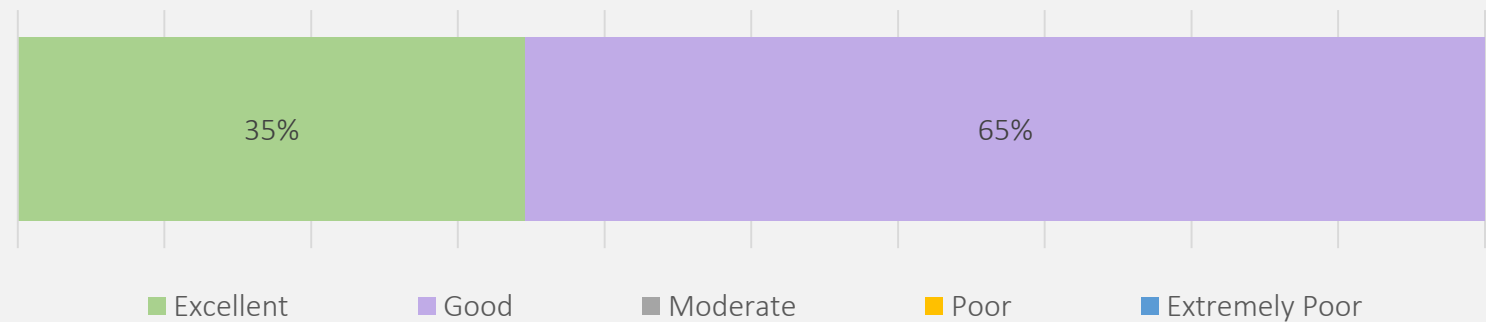
75. Please rate the overall external condition of the bus
*52

2023 Q2 | 40% | 60%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor
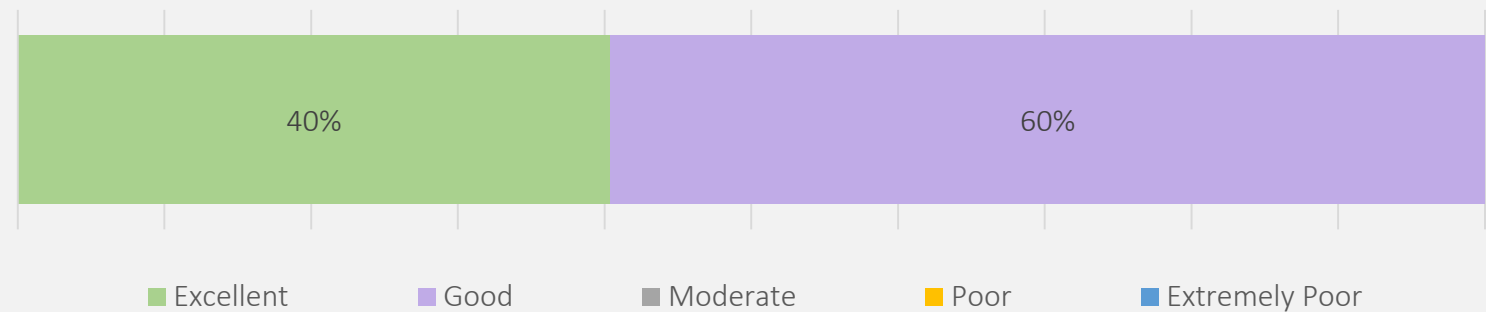
Customer Information Performance

Contains questions relating to the following Customer Information Performance:
- External Bus Customer Information Display

Customer Information Performance

31. Were the fares displayed clearly at the entrance? *52

* Current quarter base size

Assessment measures

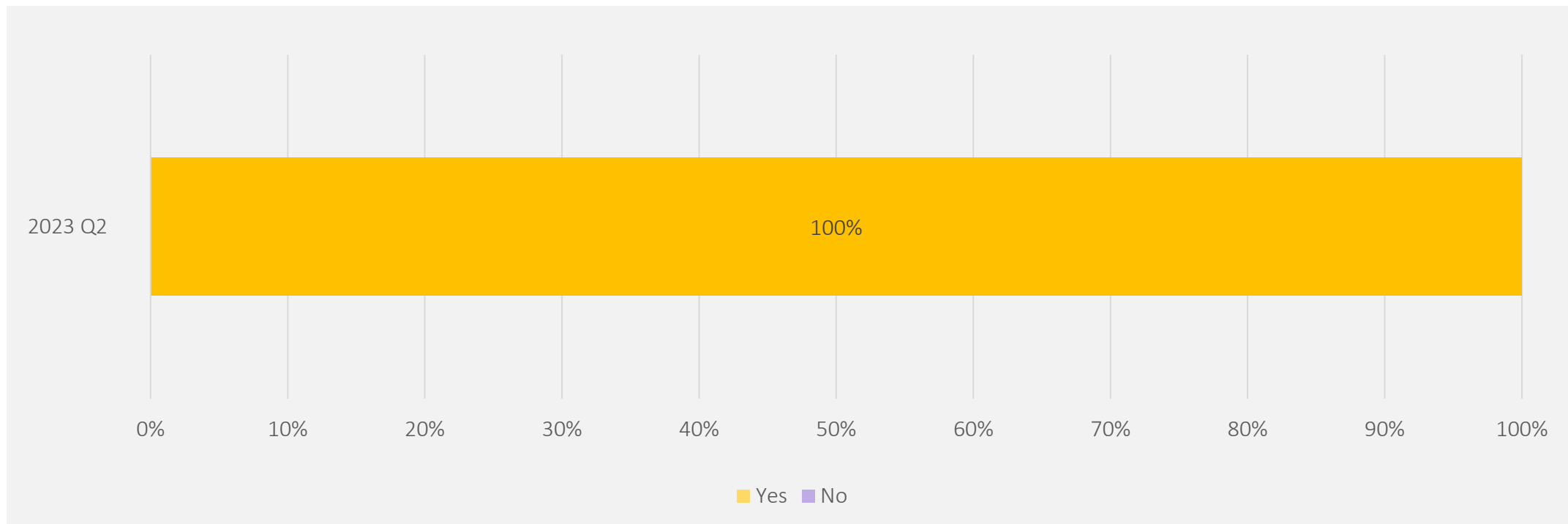Questions referring to bus cleanliness, condition and graffiti all use a "five-point scale". This is a scale that offers five response options starting with the most positive (Excellent) and ending with the most negative (Extremely Poor). The description for each of these scale points are listed below;

Cleanliness	Condition	Graffiti	Litter
Excellent - no evidence of dirt, dust, staining, marks or fluids	**Excellent** - no visible damage / wear and tear	**Excellent** - no sign of graffiti	**Excellent** - no litter whatsoever
Good - very little evidence of dirt, dust, staining, marks or fluids	**Good** - very little damage / wear and tear	**Good** - a very small amount of graffiti	**Good** - very small amount of litter
Moderate - some evidence of dirt, dust, staining, marks or fluids building up	**Moderate** - some damage / wear and tear, but not in need of repair	**Moderate** - some evidence of graffiti	**Moderate** - litter beginning to build up
Poor - large amount of dirt, dust, staining, marks or fluids built up	**Poor** - large amount of damage, non-urgent attention recommended	**Poor** - a large amount of graffiti	**Poor** - large amounts of litter
Extremely Poor - extensive amount of dirt, dust, staining, marks or fluids built up	**Extremely Poor** - extensive damage, repair urgently needed	**Extremely Poor** - very heavy graffiti	**Extremely Poor** - very heavily littered

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ISO 20252 – is the international market research specific standard that supersedes BS 7911 / MRQSA & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. Ipsos UK was the first company in the world to gain this accreditation.

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ISO 9001 – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.

ISO 27001 – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.

The UK General Data Protection Regulation (UK GDPR) & the UK Data Protection Act 2018 (DPA) – Ipsos UK is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.

HMG Cyber Essentials – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.

Fair Data – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to ten core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252.