



# NTA Mystery Passenger Survey

## Go-Ahead Ireland - Outer Dublin Metropolitan Area (ODMA)

### 2024 Quarter 1

## Contents:

- Background to Research
- Section 1 Bus Equipment Performance
- Section 2 Bus Driver Performance
- Section 3 Cleanliness Performance - Bus Cleanliness
- Section 4 Customer Information Performance
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## Research Background:

This research programme monitors service, quality and compliance with contractual Go-Ahead Ireland 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 Go-Ahead Ireland through the eyes of ‘customers’.

160 mystery shops were conducted during Quarter 1 with mystery shoppers acting as passengers while waiting for and on-board selected Go-Ahead ODMA 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 trained Ipsos assessors. 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 after alighting buses.

2024 Quarter 1 took place between 1st Jan to 24th March 2024

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:

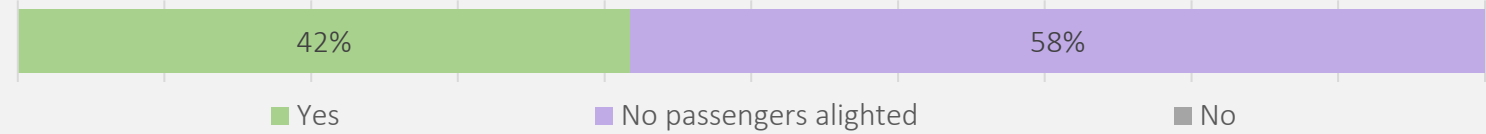
- Centre Doors
- Accessibility Ramps
- Information Displays / Audio Announcements
- Interior Lighting / On-board Temperature
- CCTV
- WIFI

## Bus Equipment Performance

### Bus Centre Doors

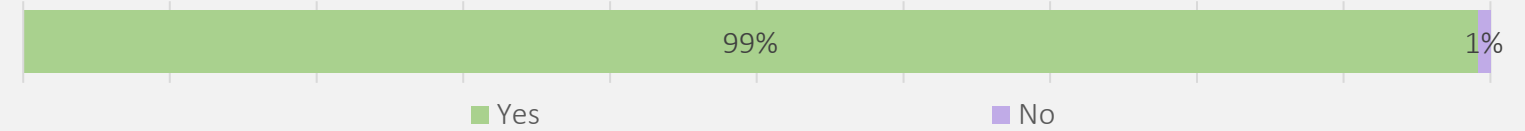
30A. When you were boarding the bus, did the driver open the centre doors for passengers who were getting off the bus? (IF YES TO CENTRE DOORS Q30/1) \*115

2024 Q1



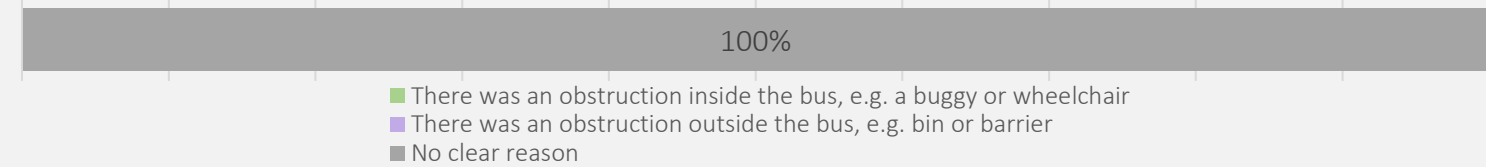
66. When alighting, did the driver open the centre doors for you to alight? (IF YES TO CENTRE DOORS Q30/1) \*115

2024 Q1



66A. If "No" What were the reasons? \*1

2024 Q1

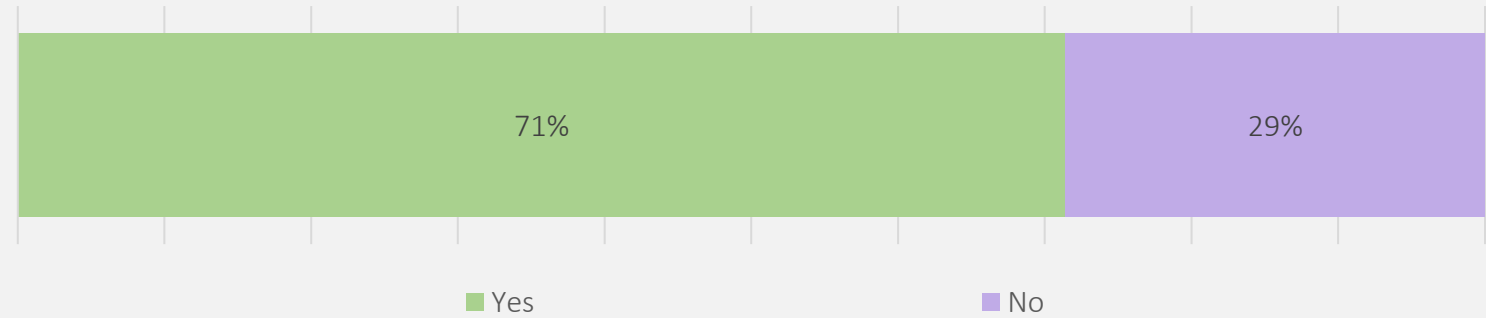


## Bus Equipment Performance

### Bus Accessibility Ramp

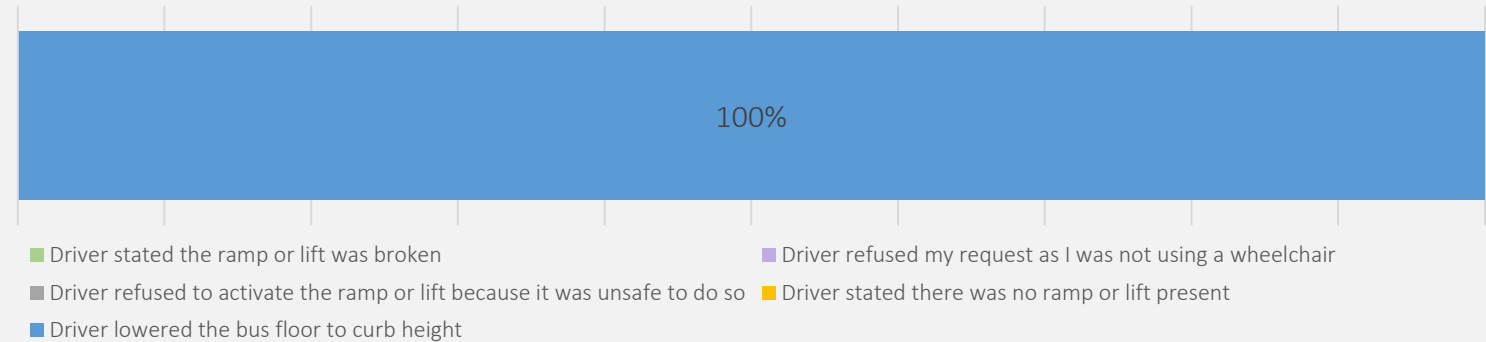
87A. Was the ramp or lift activated upon request? \*7

2024 Q1



87B. If not activated, why was this? \*2

2024 Q1



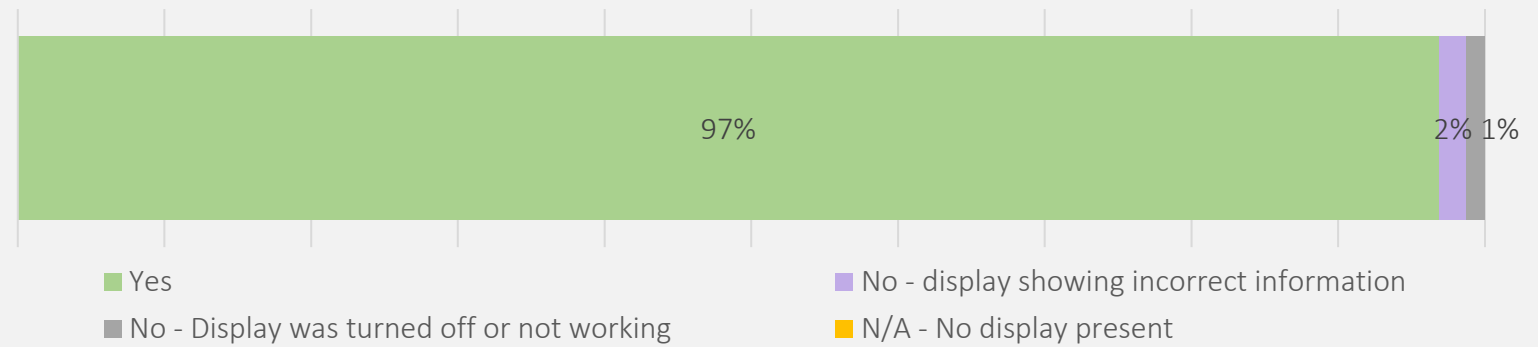
- Driver stated the ramp or lift was broken
- Driver refused my request as I was not using a wheelchair
- Driver refused to activate the ramp or lift because it was unsafe to do so
- Driver stated there was no ramp or lift present
- Driver lowered the bus floor to curb height

## Bus Equipment Performance

### Bus Electronic Board Performance

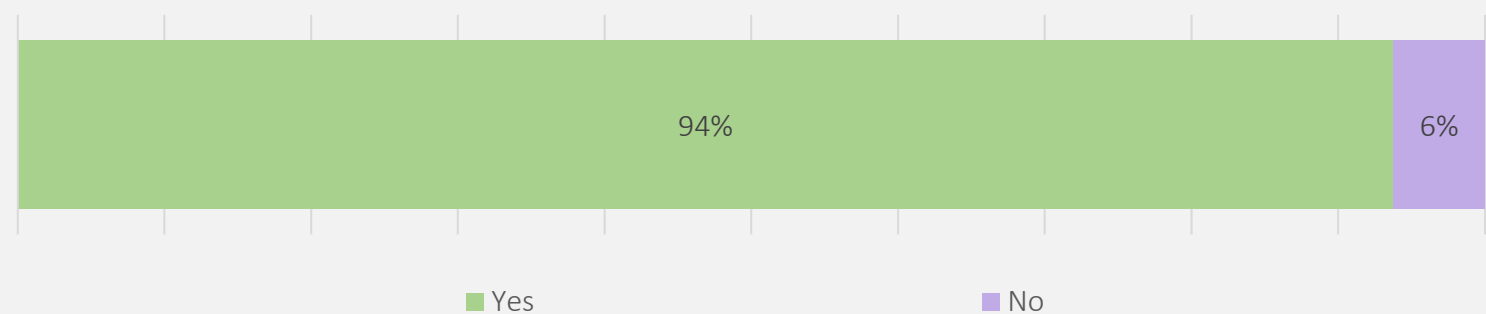
60. Was the information displayed on the electronic board showing correct 'next stop' information? \*160

2024 Q1



61. Was there an automatic next stop audio announcement? \*160

2024 Q1

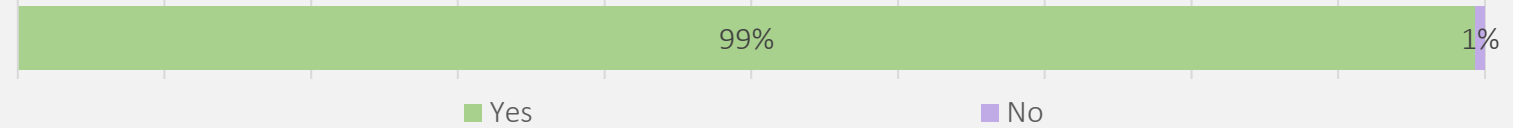


## Bus Equipment Performance

### Bus Route & Destination Display

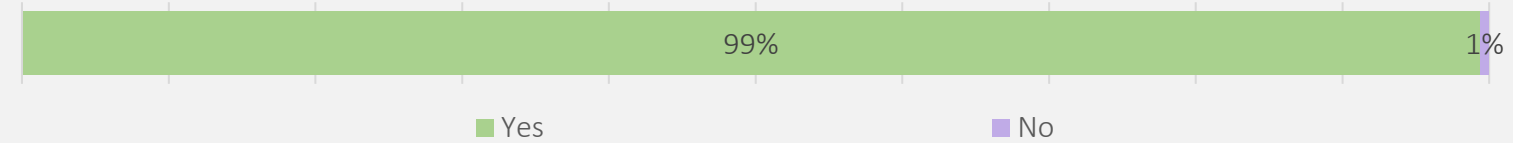
26. Was the route number displayed correctly on the front of the bus? \*160

2024 Q1



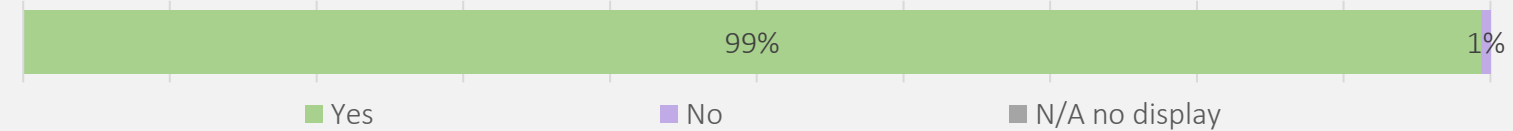
27. Was the destination displayed correctly on the front of the bus? \*160

2024 Q1



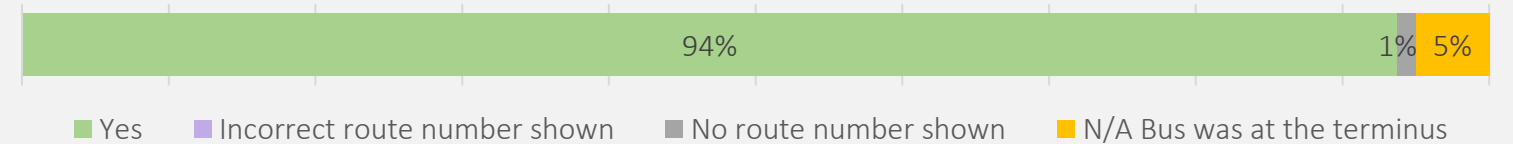
28. Was the route number displayed correctly on the side of the bus? \*160

2024 Q1



69. Was the correct route number displayed on the back of the bus? \*160

2024 Q1



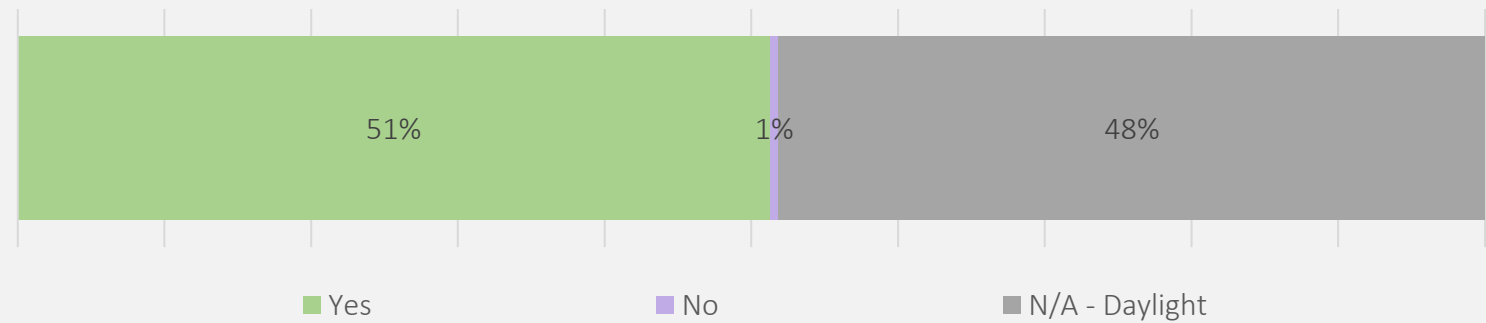


## Bus Equipment Performance

### Interior Lighting / On-Board Temperature

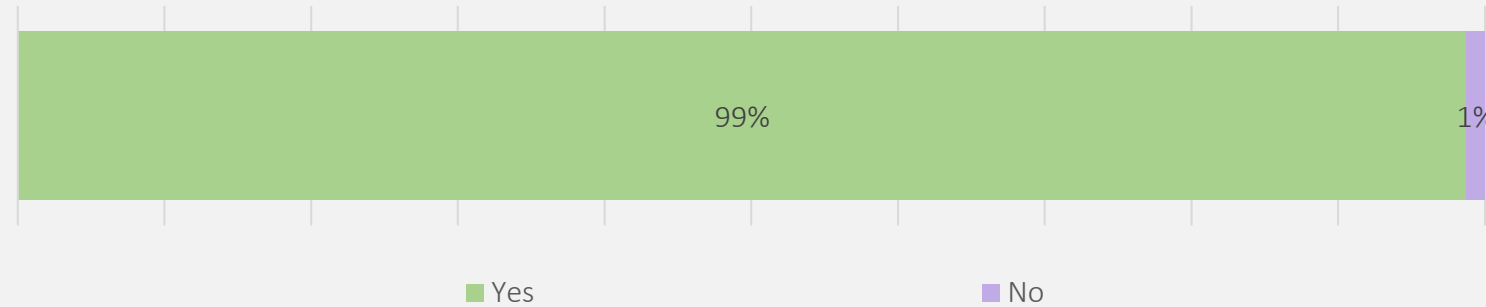
63. Was interior lighting on when required? If daylight, mark N/A. \*160

2024 Q1



64. Did you consider the temperature on board the bus was appropriate given the weather conditions? \*160

2024 Q1

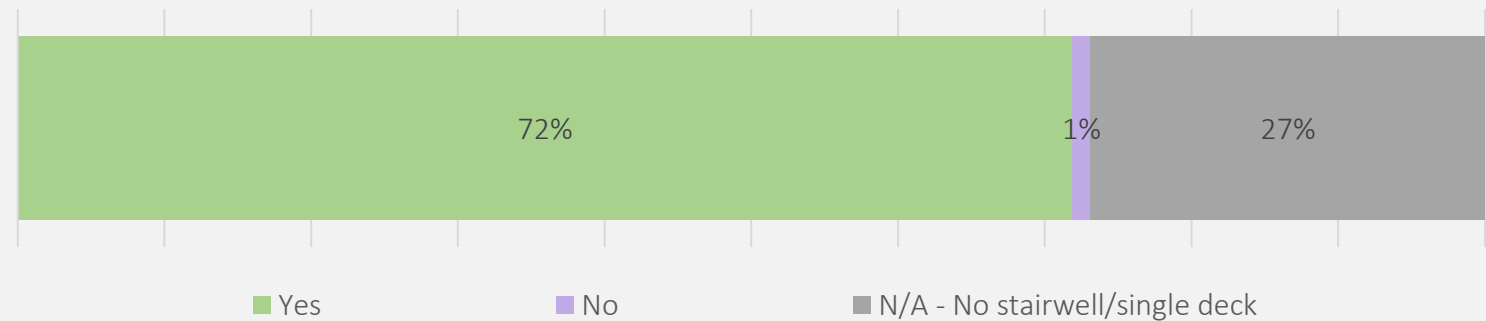


## Bus Equipment Performance

### Bus CCTV

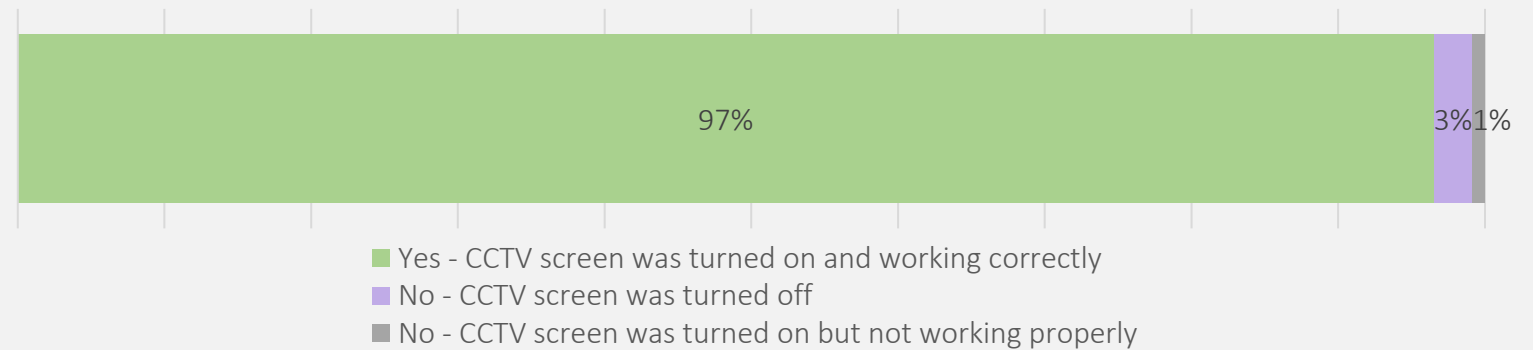
62. Was there a CCTV screen in stairwell on the bus? \*160

2024 Q1



62A. Was the CCTV screen in the stairwell working correctly? \*115

2024 Q1

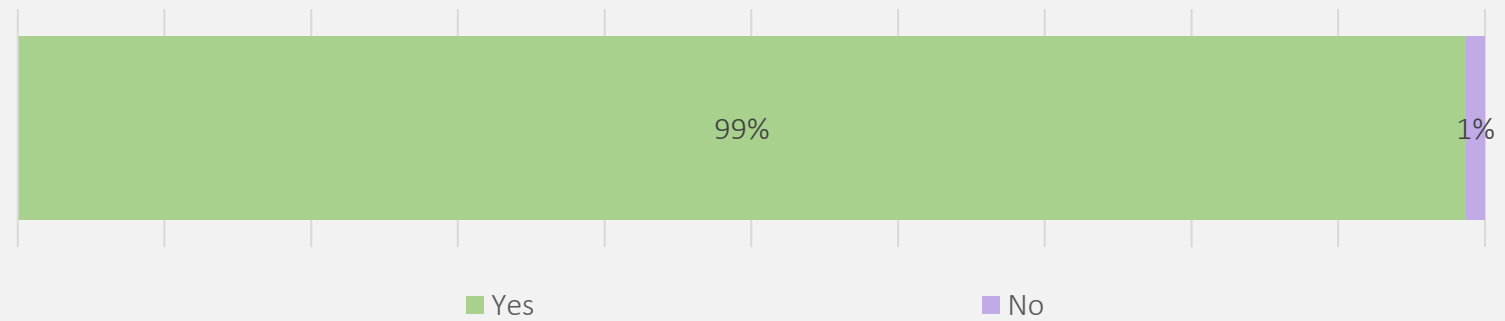


## Bus Equipment Performance

### On Board WIFI

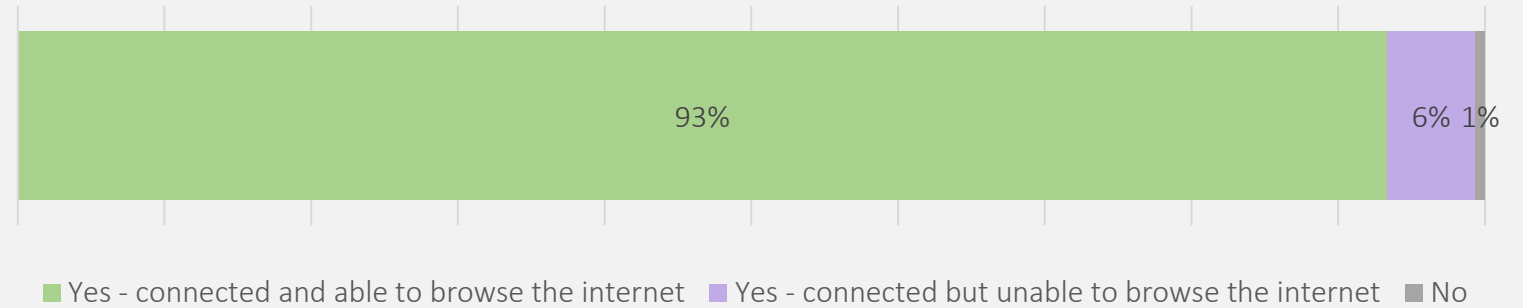
65. Was the operator Wi-Fi available on board the bus?  
\*156

2024 Q1



65A. Were you able to connect to the operator Wi-Fi network? \*150

2024 Q1



## Bus Driver Performance

Contains questions relating to the following Bus Driver Performance:

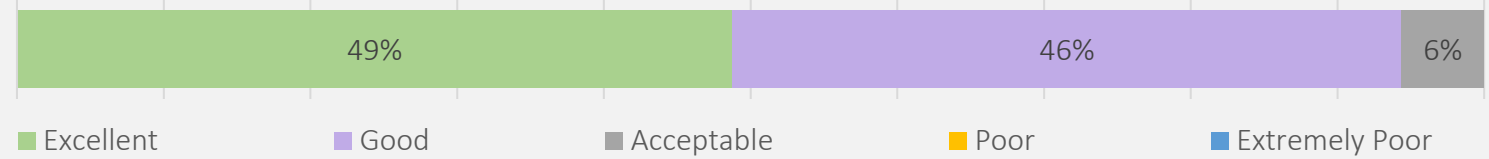
- Driver Attitude
- Driver Presentation
- Bus Ride Quality
- Serving the Stop
- Other Driver Behaviours
- Route Diversion

## Bus Driver Performance

### Driver Attitude

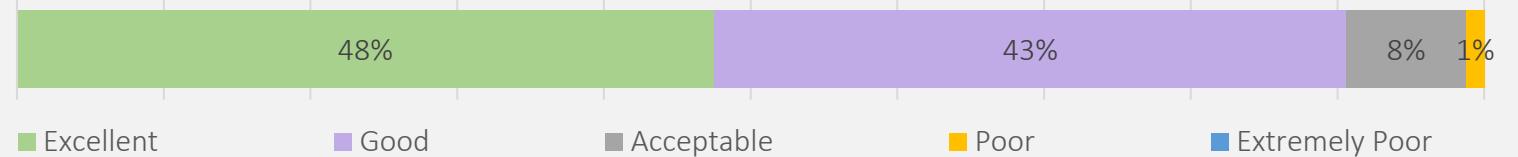
33. What best describes the helpfulness of the driver?  
\*160

2024 Q1



34. What best describes the politeness of the driver? \*160

2024 Q1

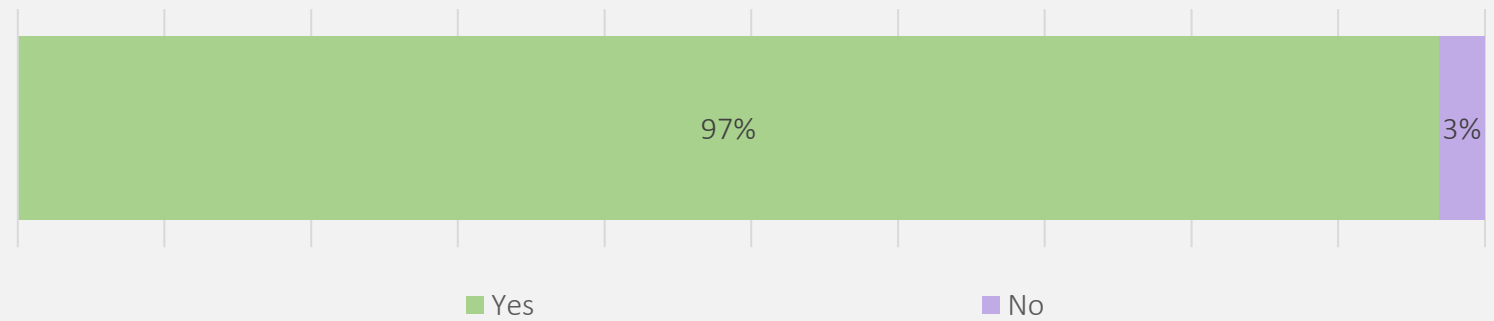


## Bus Driver Performance

### Driver Presentation

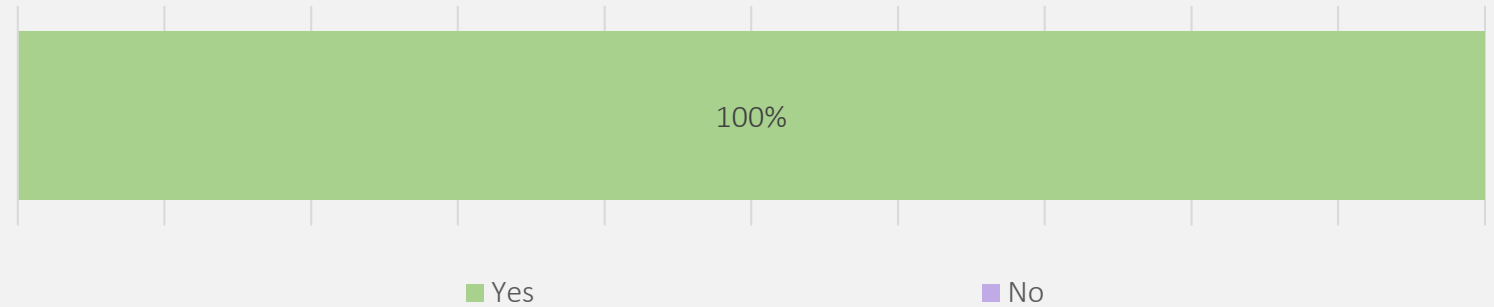
36. Was the driver wearing uniform? \*160

2024 Q1



37. Was the driver well presented? \*160

2024 Q1

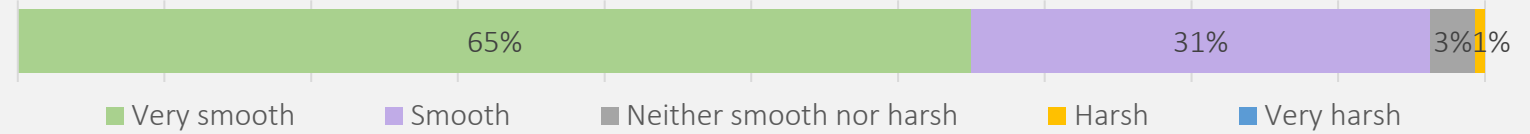


## Bus Driver Performance

### Bus Ride Quality

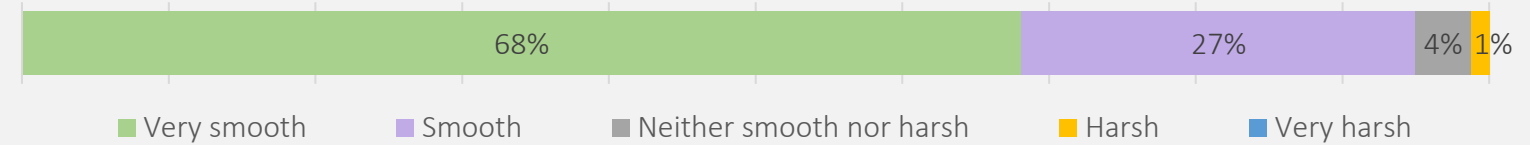
76. How would you rate the smoothness of acceleration based on your journey overall? (ASK ALL) \*160

2024 Q1



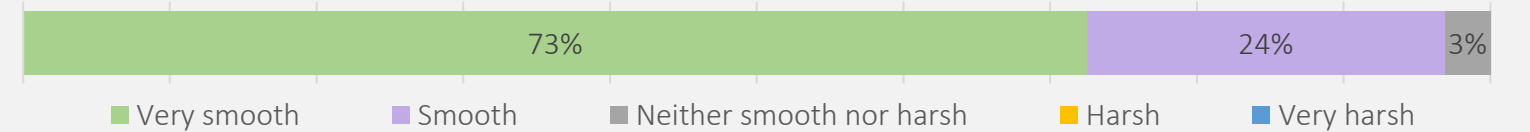
77. How would you rate the smoothness of braking based on your journey overall? \*160

2024 Q1



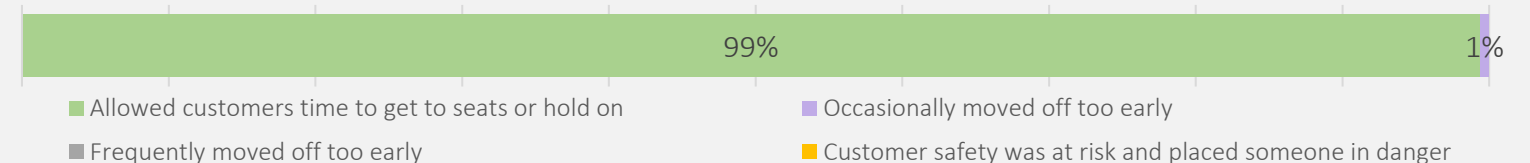
78. How would you rate the smoothness of steering based on your journey overall? \*160

2024 Q1



79. Did the driver give passengers adequate time to find their seats or hold on when moving off? \*160

2024 Q1

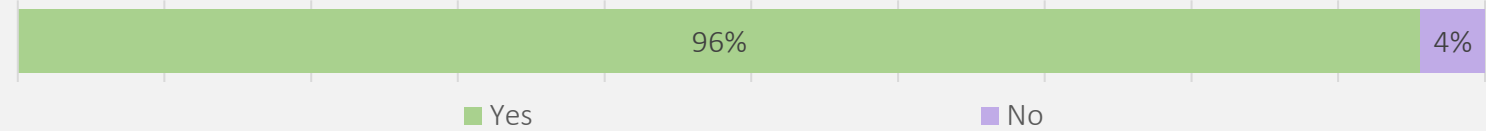


## Bus Driver Performance

### Serving the Stop

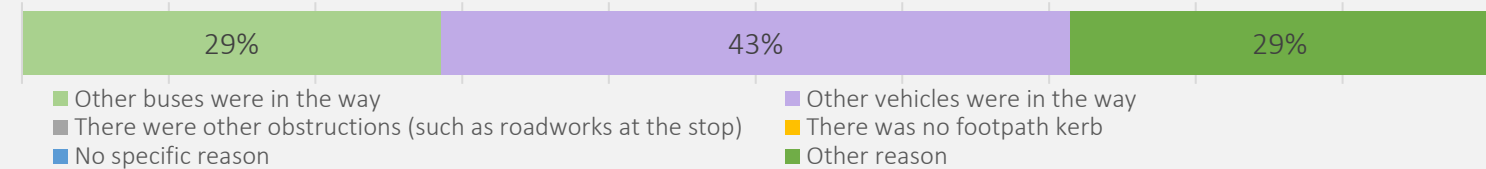
73. When you were getting off, did the bus pull up to the footpath kerb at the bus stop sufficiently to allow passengers board and alight from the bus without walking on the road? \*160

2024 Q1



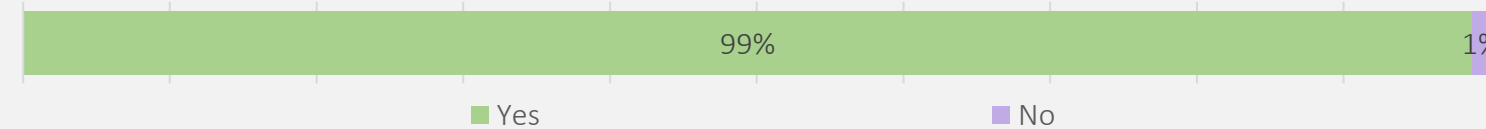
73A. Why did the bus not pull up to the kerb? \*7

2024 Q1



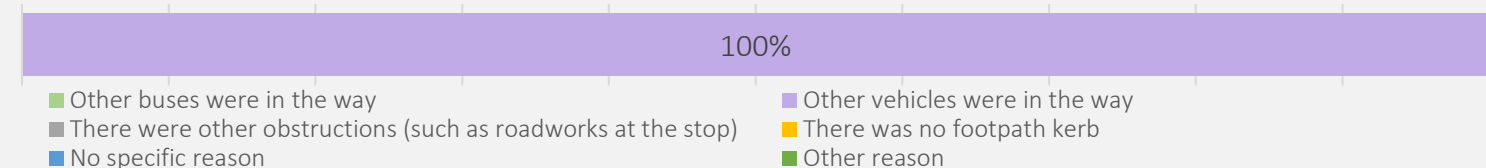
29. When you were getting on, did the bus pull up to the footpath kerb at the bus stop sufficiently to allow passengers board and alight from the bus without walking on the road? \*160

2024 Q1



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

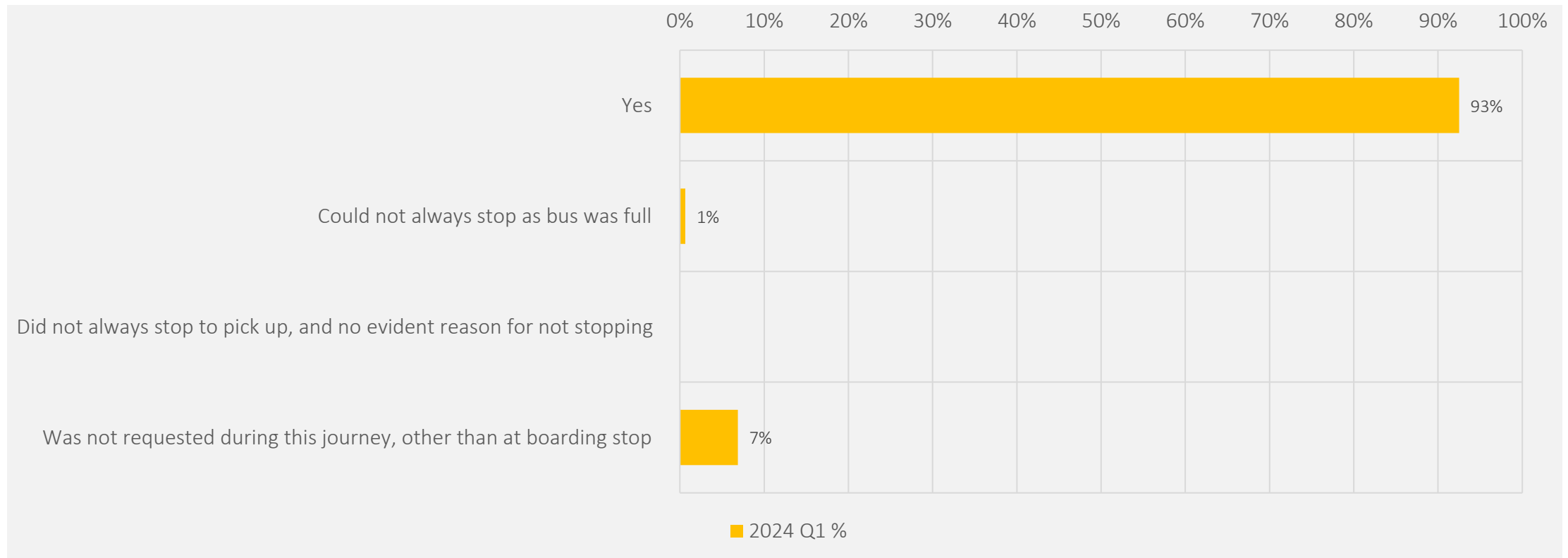
2024 Q1





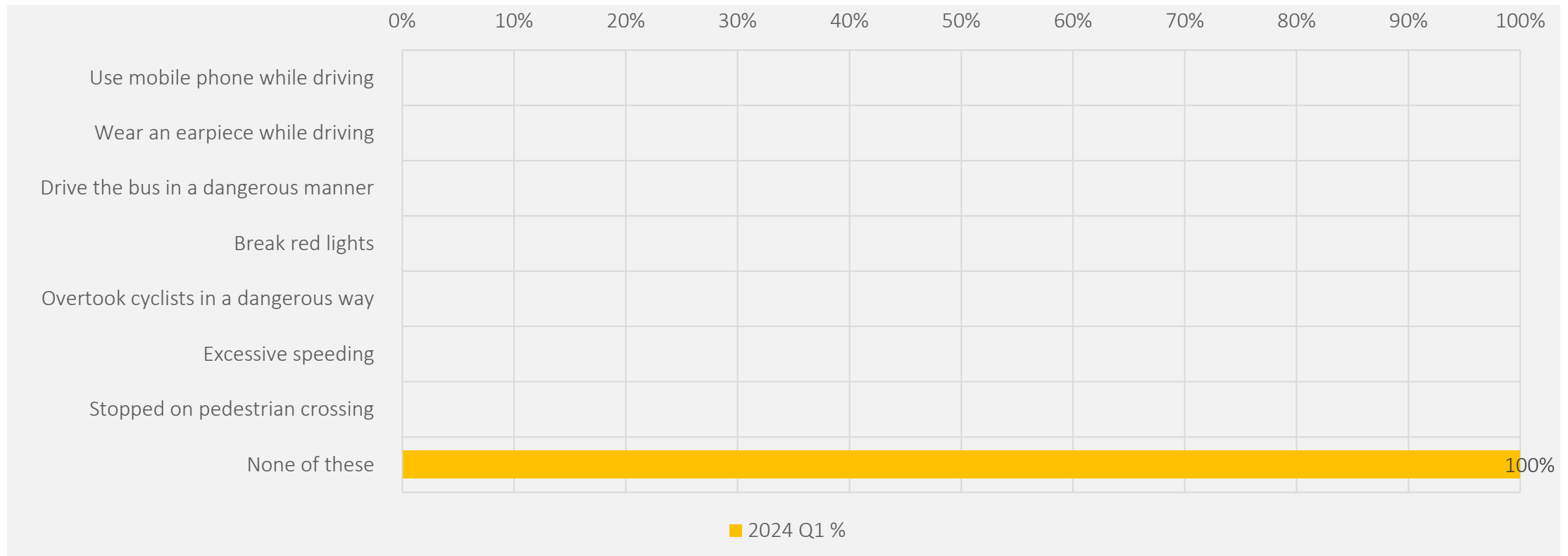
## Bus Driver Performance

84. So far as you could tell, did the driver always stop to pick up passengers when requested? \*160



## Bus Driver Performance

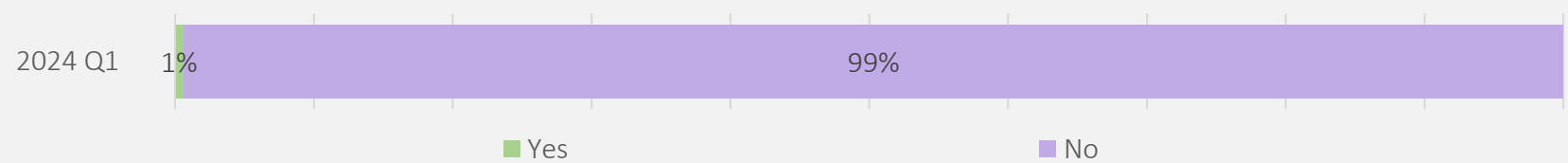
80. Did the bus driver do any of the following while driving?  
(NB Base size may be greater than the total number of assessments as one or more may be selected.) \*160



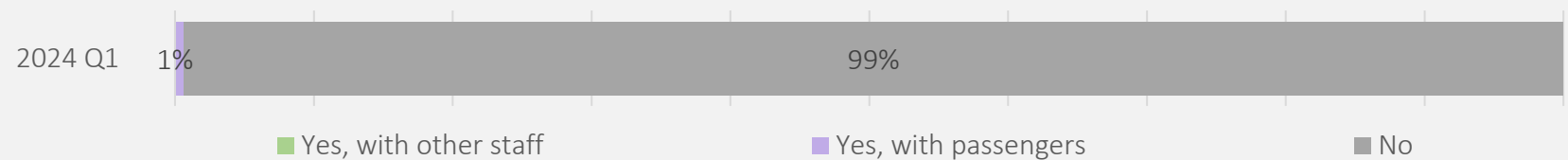
## Bus Driver Performance

### Other Driver Behaviours

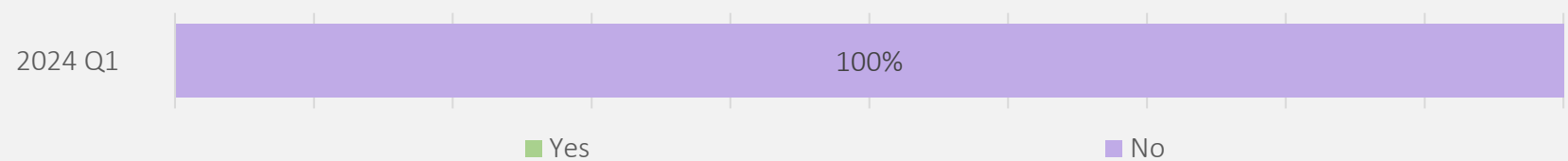
81. Did the driver listen to music or the radio whilst driving?  
(Only relevant for city routes)  
\*160



82. Did the driver hold long conversations with other people on the bus while driving? \*160

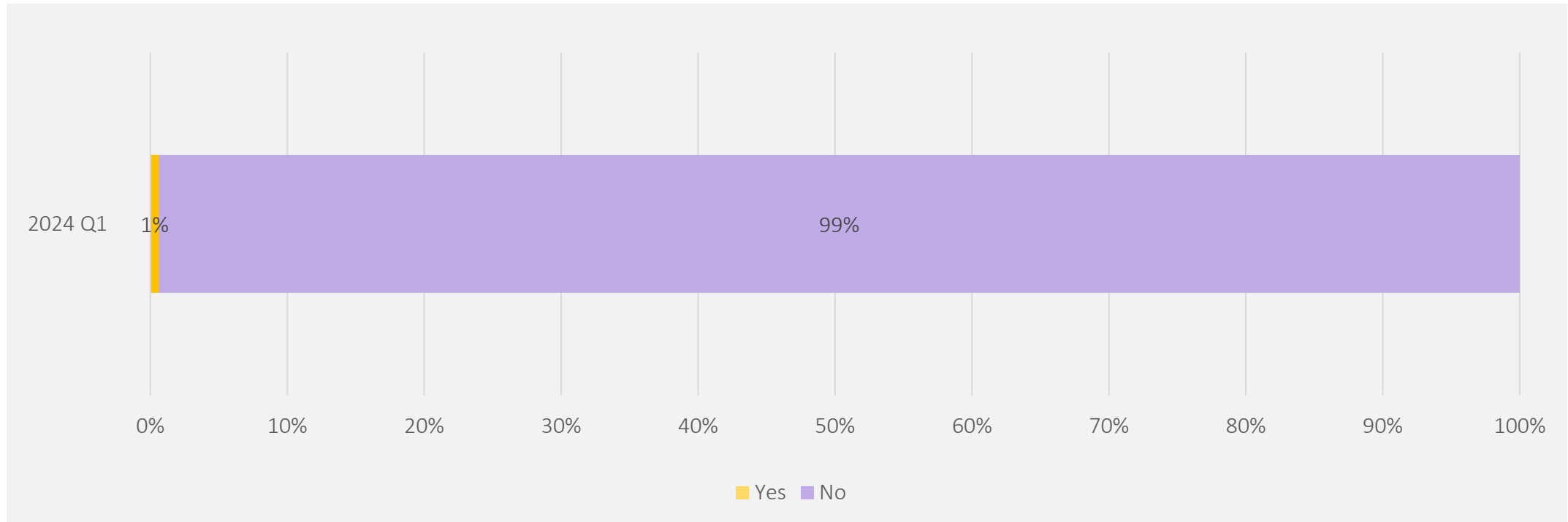


83. Did the driver leave the bus unattended at any time?  
\*160



## Bus Driver Performance

86. Did bus terminate early or divert off course? \*160



## Cleanliness Performance - Bus Cleanliness

Contains questions relating to the following Bus Cleanliness Performance:

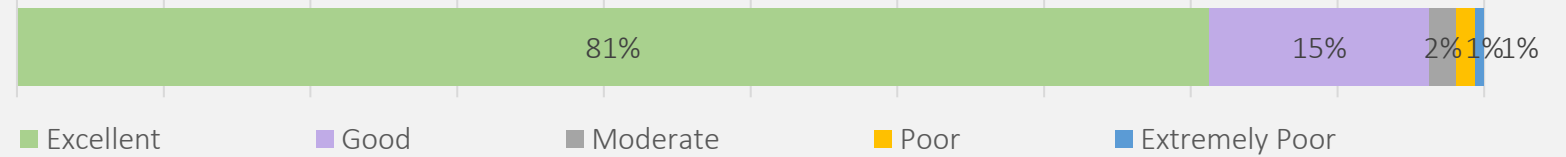
- Seat Cleanliness and Condition
- Floors and Stairs Cleanliness and Level of Litter
- Panels, Ceilings, Stairs and Other Fixtures and Fittings Cleanliness and Condition
- Window Cleanliness and Condition
- External Bus Cleanliness and Condition

## Cleanliness Performance - Bus Cleanliness

### Seat Cleanliness and Condition

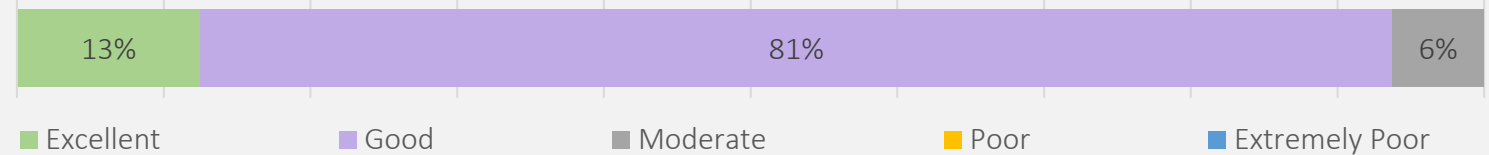
47. How would you best describe the level of non-scratched graffiti on seating? \*160

2024 Q1



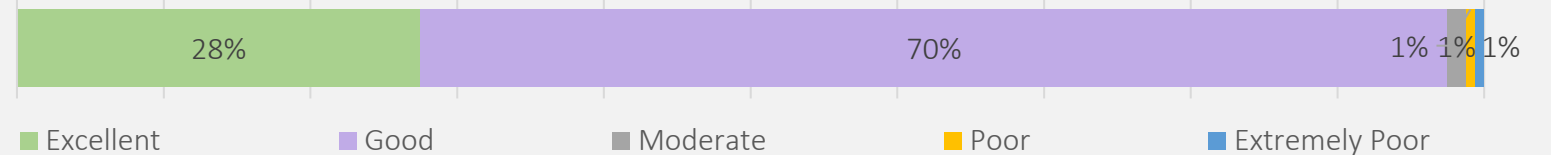
49. What best describes level of cleanliness of seat upholstery? \*160

2024 Q1



50. What best describes the condition of the seat upholstery? \*160

2024 Q1

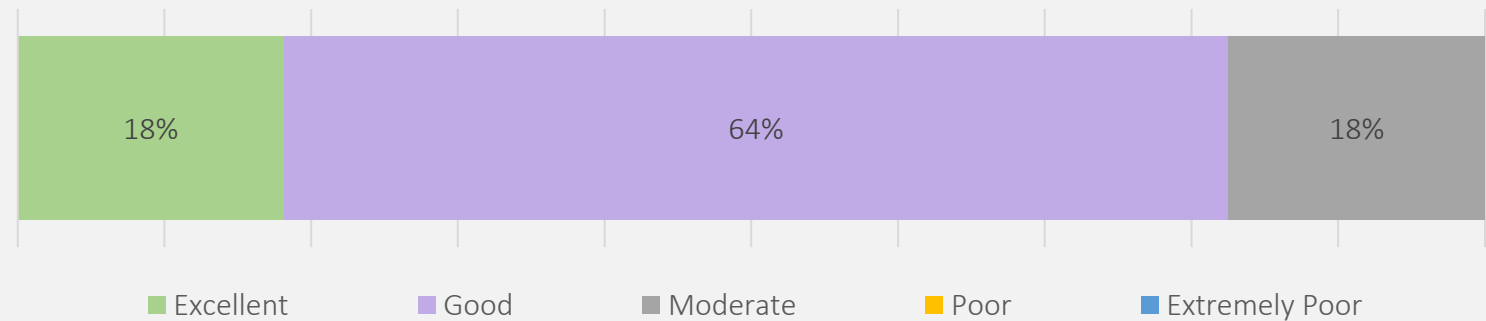


## Cleanliness Performance - Bus Cleanliness

### Floors and Stairs Cleanliness and Level of Litter

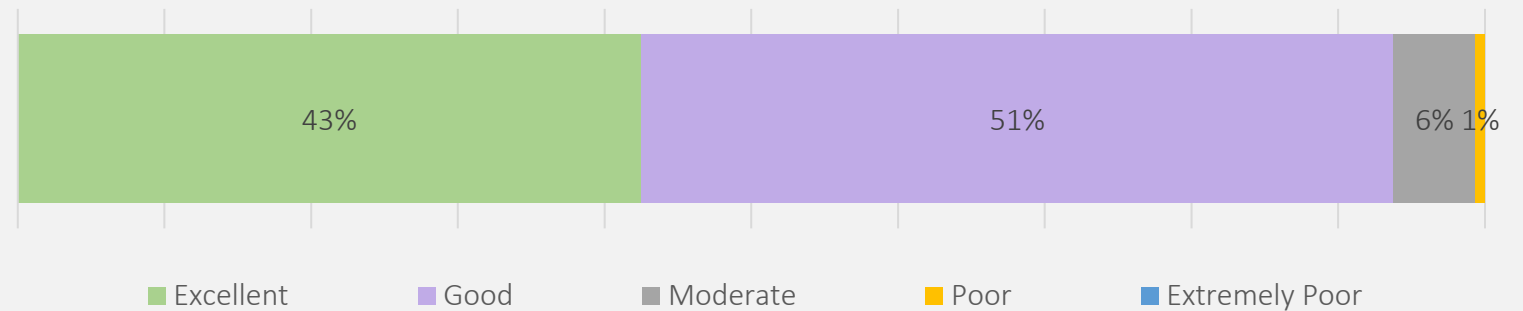
54. What best describes level of cleanliness of floors and stairs? \*160

2024 Q1



55. What best describes level of litter of floors and stairs? \*160

2024 Q1

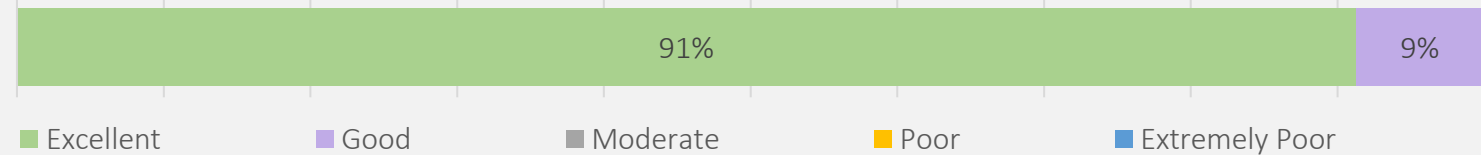


## Cleanliness Performance - Bus Cleanliness

### Panels, Ceilings, Stairs and Other Fixtures and Fittings Cleanliness

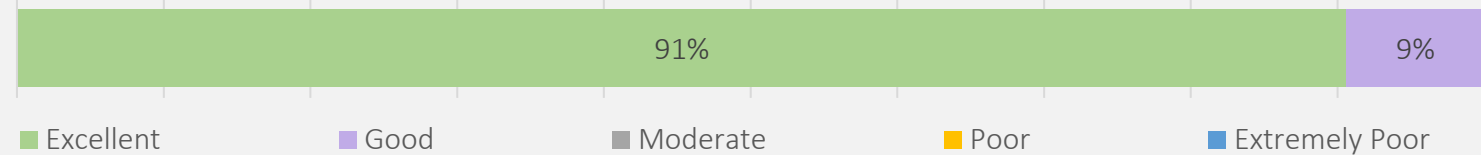
56. What best describes the level of non-scratched graffiti on panels, ceilings, stairs and other fixtures and fittings? \*160

2024 Q1



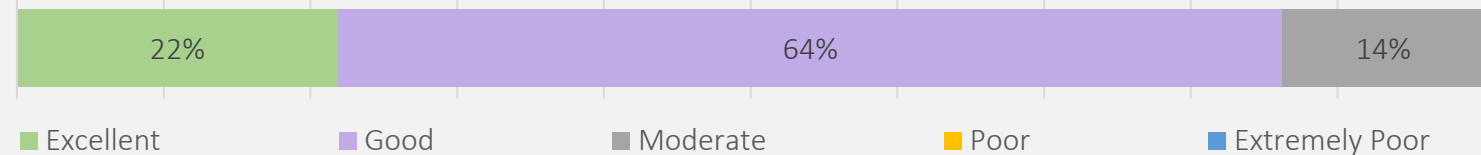
57. What best describes the level of etching on panels, ceilings, stairs and other fixtures and fittings? \*160

2024 Q1



58. What best describes level of cleanliness of panels, ceilings and other fixtures and fittings? \*160

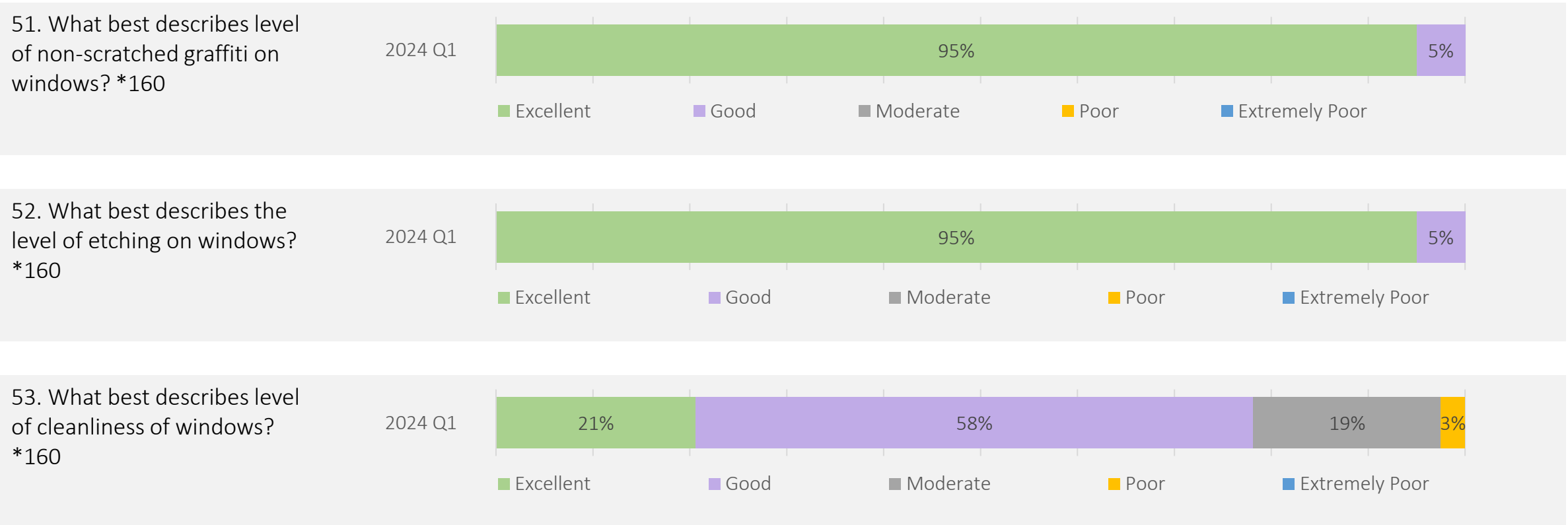
2024 Q1





## Cleanliness Performance - Bus Cleanliness

### Window Cleanliness and Condition

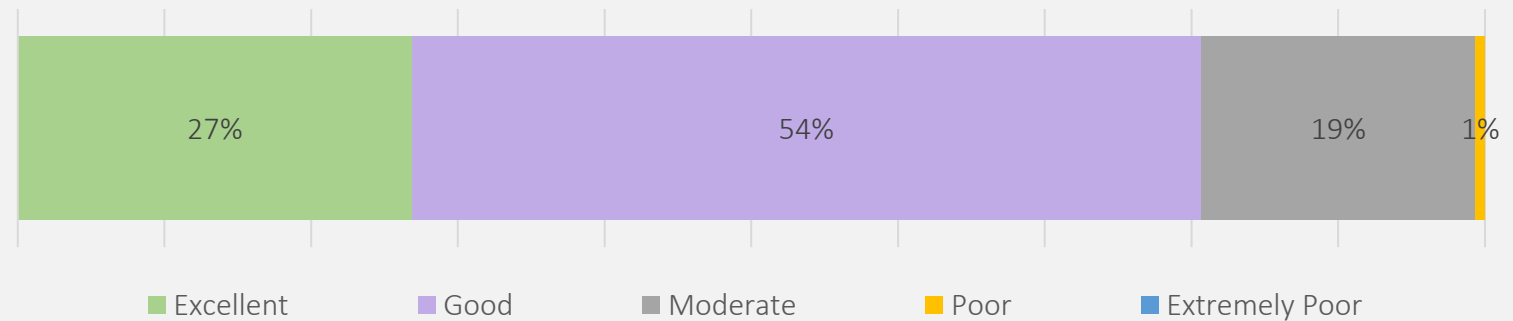


## Cleanliness Performance - Bus Cleanliness

### External Bus Cleanliness and Condition

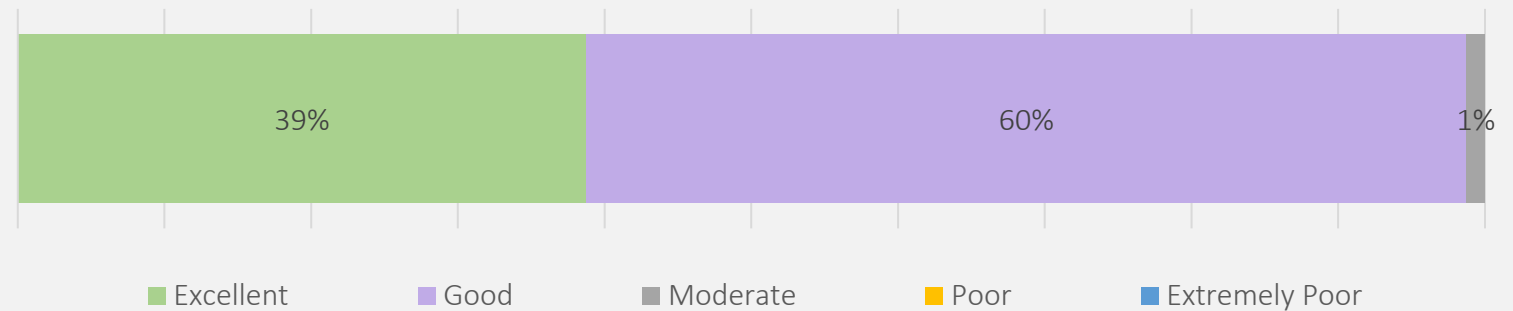
74. Please rate the overall external cleanliness of the bus  
\*160

2024 Q1



75. Please rate the overall external condition of the bus  
\*160

2024 Q1



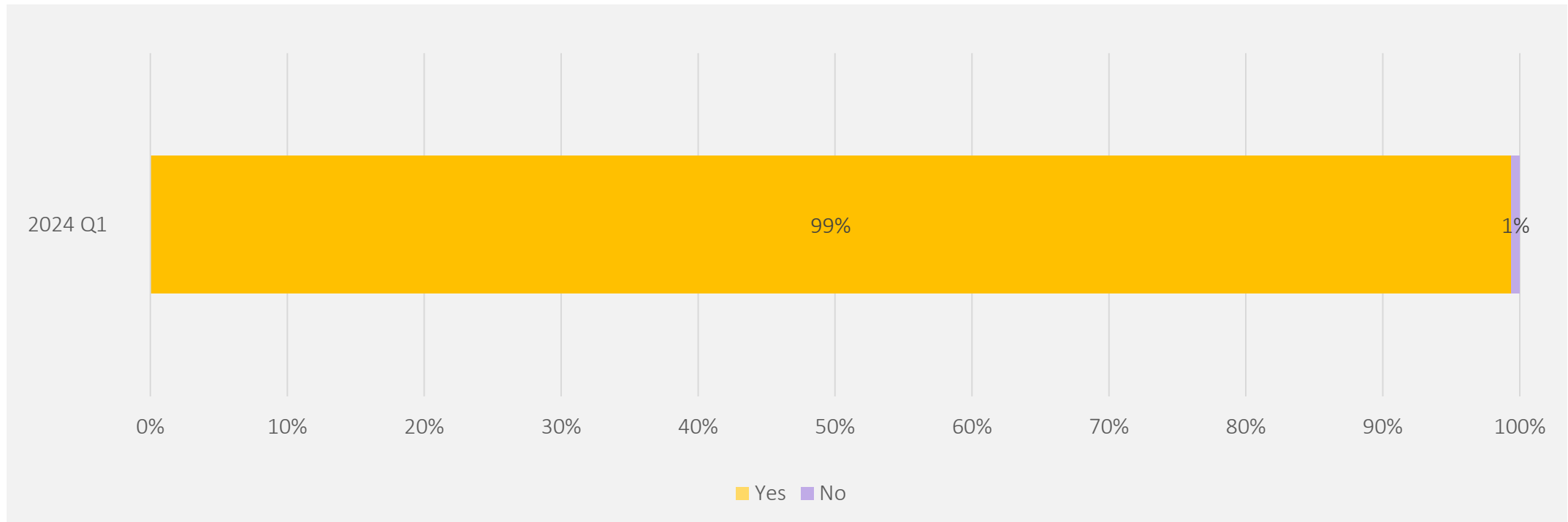
## Customer Information Performance

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? \*160



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

# Ipsos Standards & Accreditations

Ipsos's standards & accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



**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.



**MRS Company Partnership** – By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self regulation of the MRS Code; more than 350 companies have followed our lead.



**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.

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