



# NTA Mystery Passenger Survey

## Irish Rail

### 2024 Quarter 3

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- Background to Research
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## Research Background:

This research programme monitors service, quality and compliance with contractual Irish Rail 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 Irish Rail through the eyes of its ‘customers’.

320 mystery shops were conducted during Quarter 3 with mystery shoppers acting as passengers while waiting for and on-board selected Intercity, Commuter and DART routes. A broad spread of routes were covered across different days of the week and times of the day. 45 Station assessments were also completed in Quarter 3, and those results have been added to this report.

All mystery shops were carried out by highly trained Ipsos assessors. These interviewers use mobile devices which enable both discreet and effective captures of location, train and staff details at stops, when boarding, on-board and after alighting the service.

2024 Quarter 3 took place between 17th June to 8th September 2024

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

## Station Performance

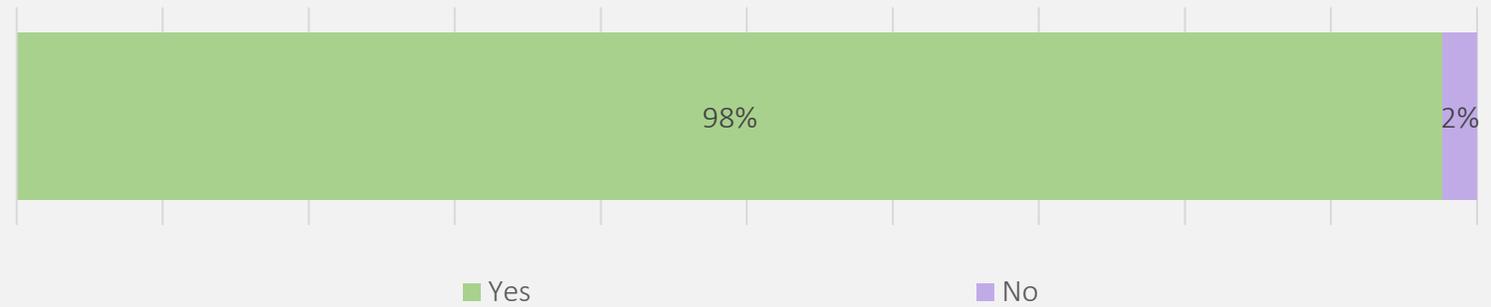
This sections contains questions relating to Station performance.

## Station Performance

### Customer Information Panels

9a Were all customer information posters correct and up-to-date? \*43

2024 Q3



## Station Performance

### Station Staff

12 Please rate the helpfulness of the member of staff you interacted with \*22

2024 Q3



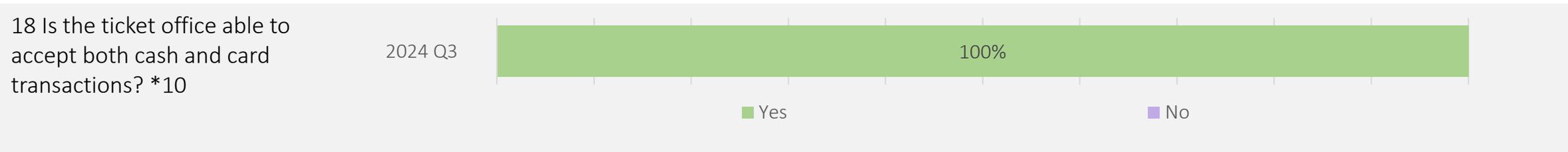
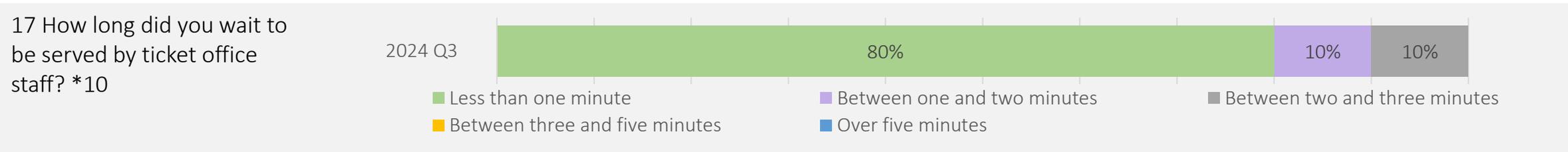
13 Please rate the politeness of the member of staff you interacted with \*22

2024 Q3



## Station Performance

### Ticket Office Services

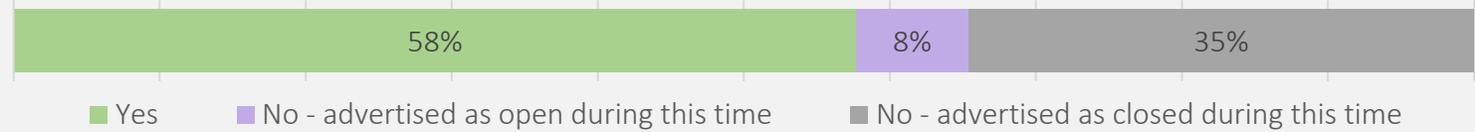


## Station Performance

### Customer Information Point Services

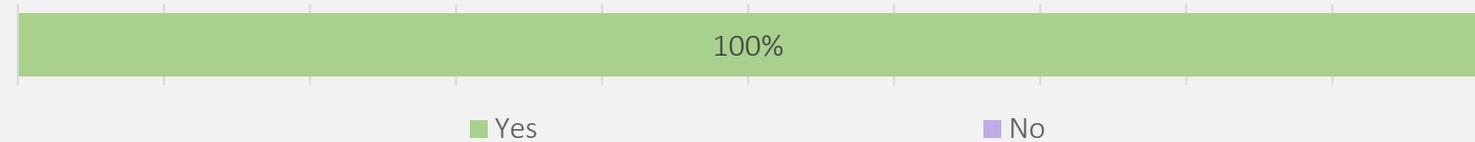
20 Is the customer information point open? \*26

2024 Q3



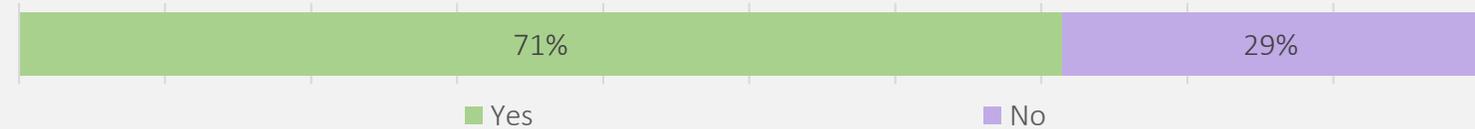
23 Did the member of staff at the information point answer your query? \*15

2024 Q3



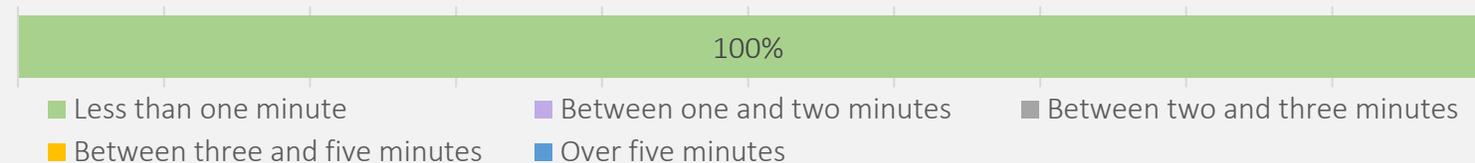
24 Please request a timetable for services from the station. Was one provided to you? \*14

2024 Q3



25 How long did you wait to be served by staff at the customer information point? \*15

2024 Q3

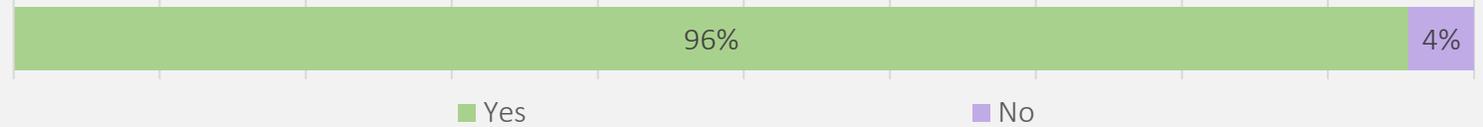


## Station Performance

### Ticket Machines

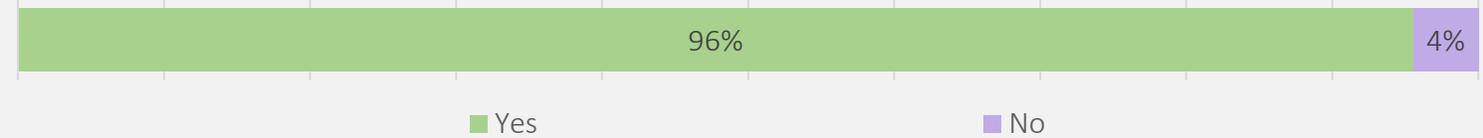
27 Please select one TVM at random. Is the TVM working and fully functional? \*45

2024 Q3



28 Does this TVM accept both cash and card? \*45

2024 Q3



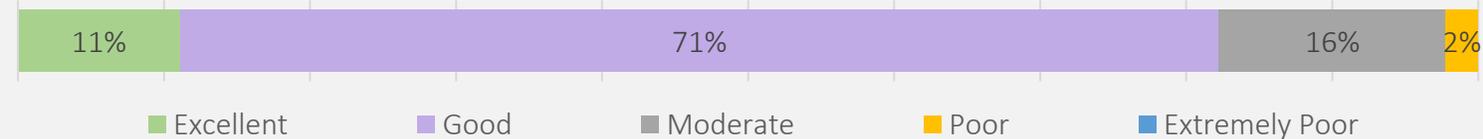
29 How long did you wait in the queue to use the TVM? \*45

2024 Q3



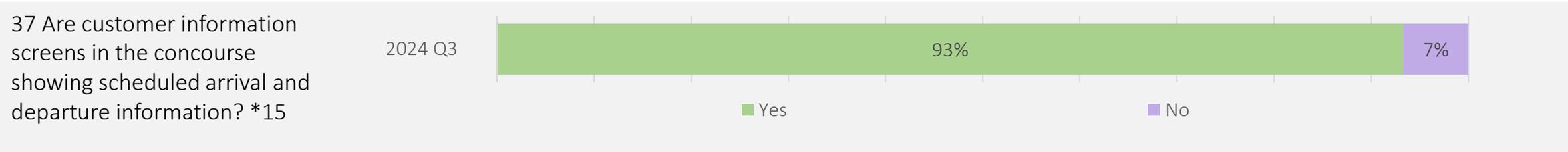
30 What best describes the level of cleanliness of the TVM? \*45

2024 Q3



## Station Performance

### Electronic Passenger Information

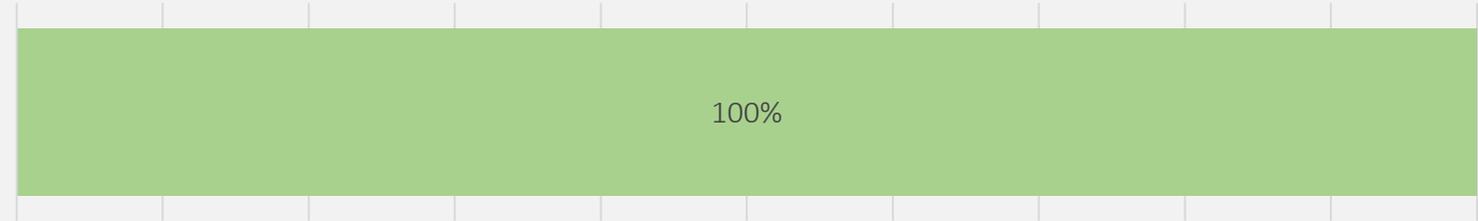


## Station Performance

### Electronic Passenger Information (Continued)

42 Are customer information screens on the platform showing real time arrival and departure information? \*36

2024 Q3



■ Yes

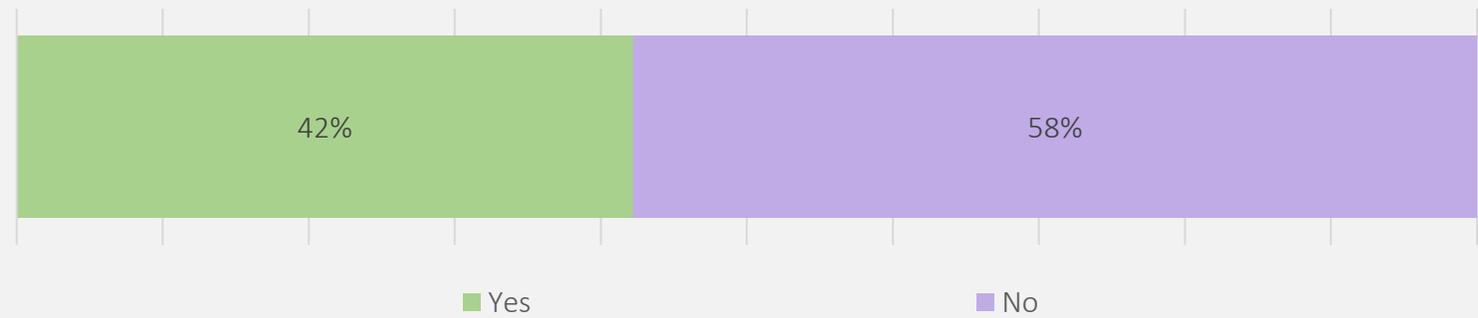
■ No

## Station Performance

### Station Toilets

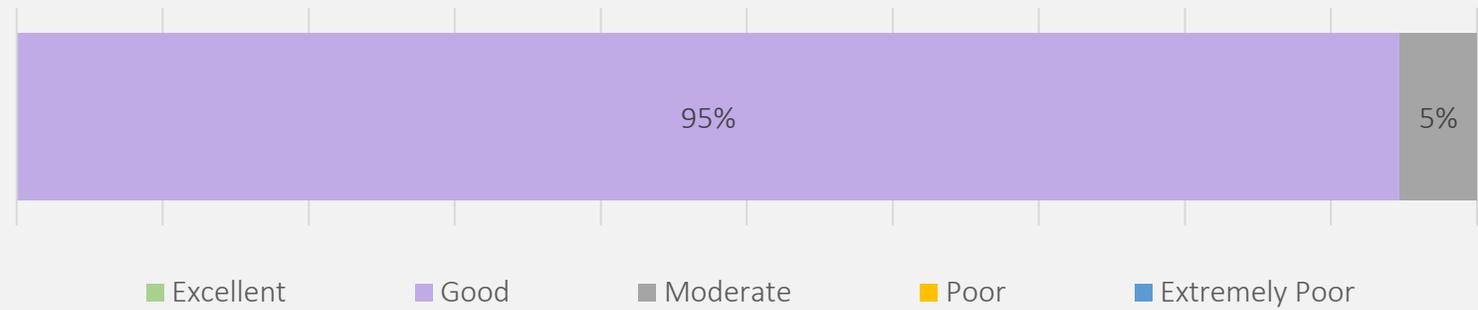
44 Is there a toilet at this station that you could assess?  
\*45

2024 Q3



45 What best describes the level of cleanliness of the toilet? \*19

2024 Q3

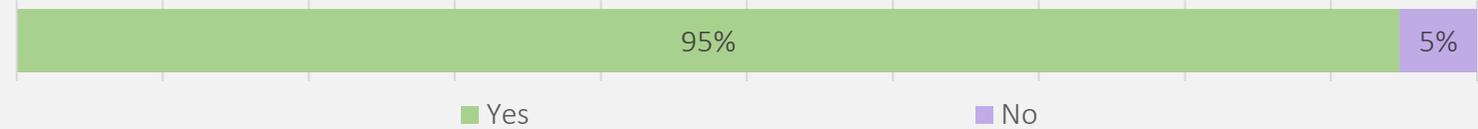


## Station Performance

### Station Toilets (Continued)

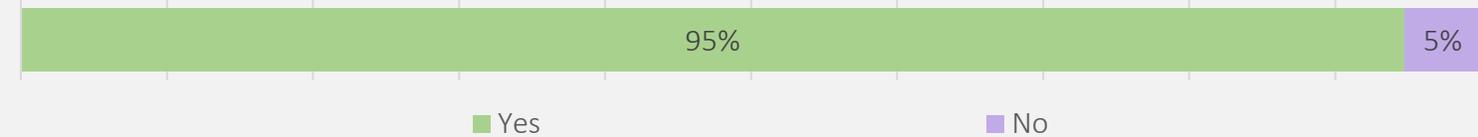
46 Does the lock work? \*19

2024 Q3



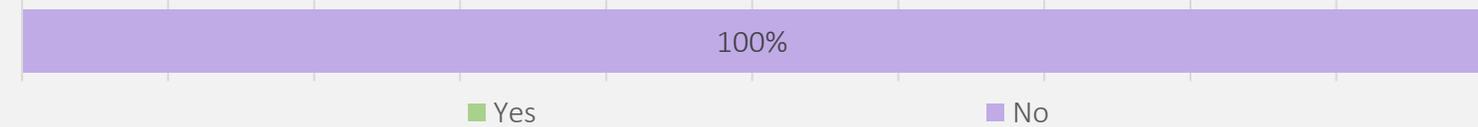
47 Is the toilet seat in place? \*19

2024 Q3



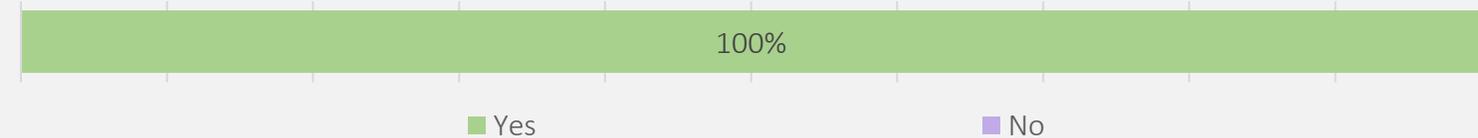
48 Is the toilet blocked? \*19

2024 Q3



49 Is the flush working? \*19

2024 Q3

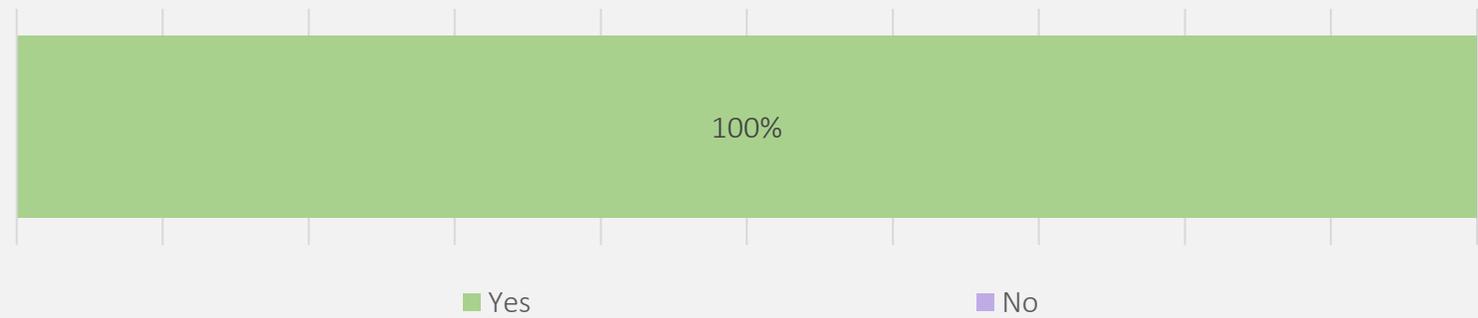


## Station Performance

### Station Toilets (Continued)

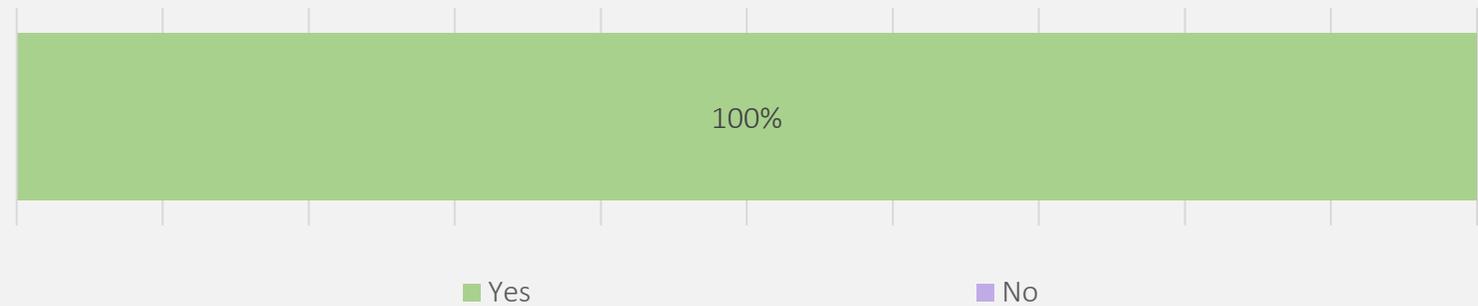
50 Is the hand wash working properly, including hot and cold water? \*19

2024 Q3



51 Is there toilet tissue available? \*19

2024 Q3

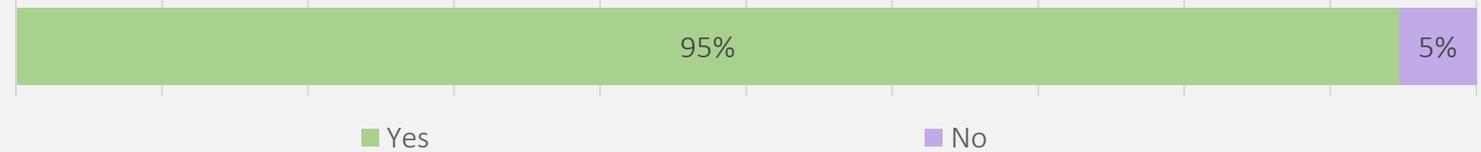


## Station Performance

### Station Toilets (Continued)

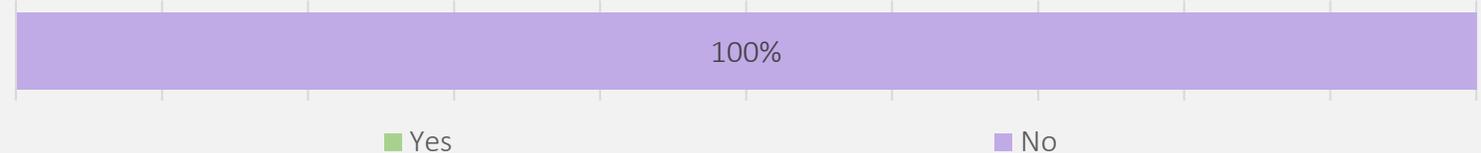
51a Is there a litter bin in the toilet? \*19

2024 Q3



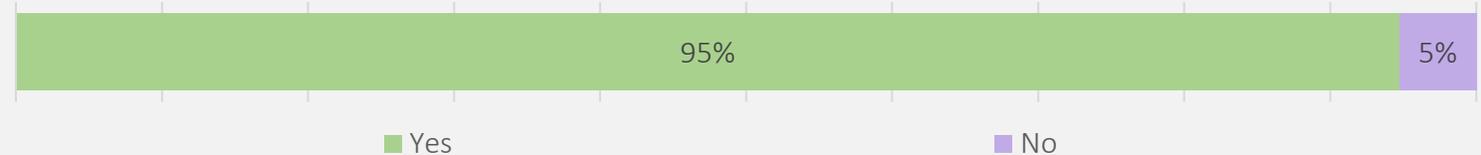
51b Is the litter bin full or overflowing? \*18

2024 Q3



52 Is there a facility to dry your hands (either dryer or hand towels)? \*19

2024 Q3

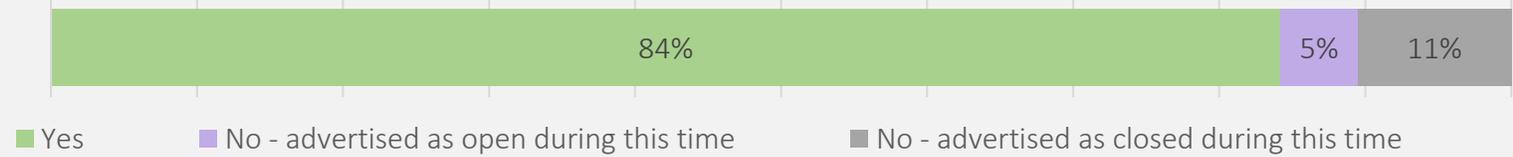


## Station Performance

### Passenger Waiting Room

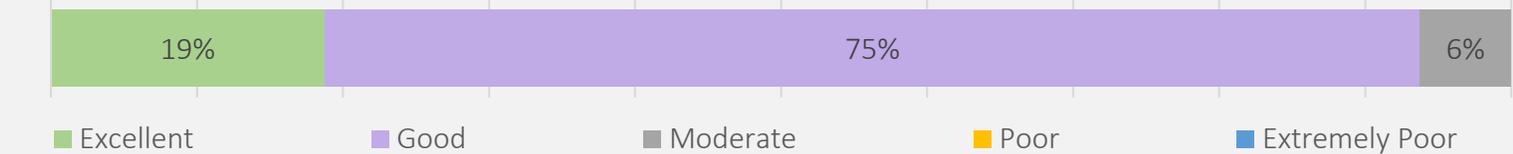
54 Is the waiting room open?  
\*19

2024 Q3



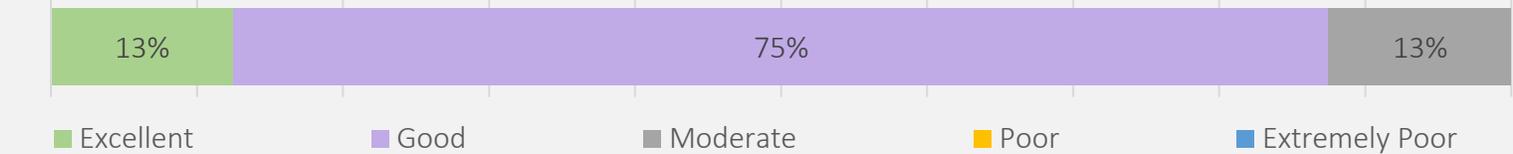
55 What best describes the level of cleanliness of the waiting room seating? \*16

2024 Q3



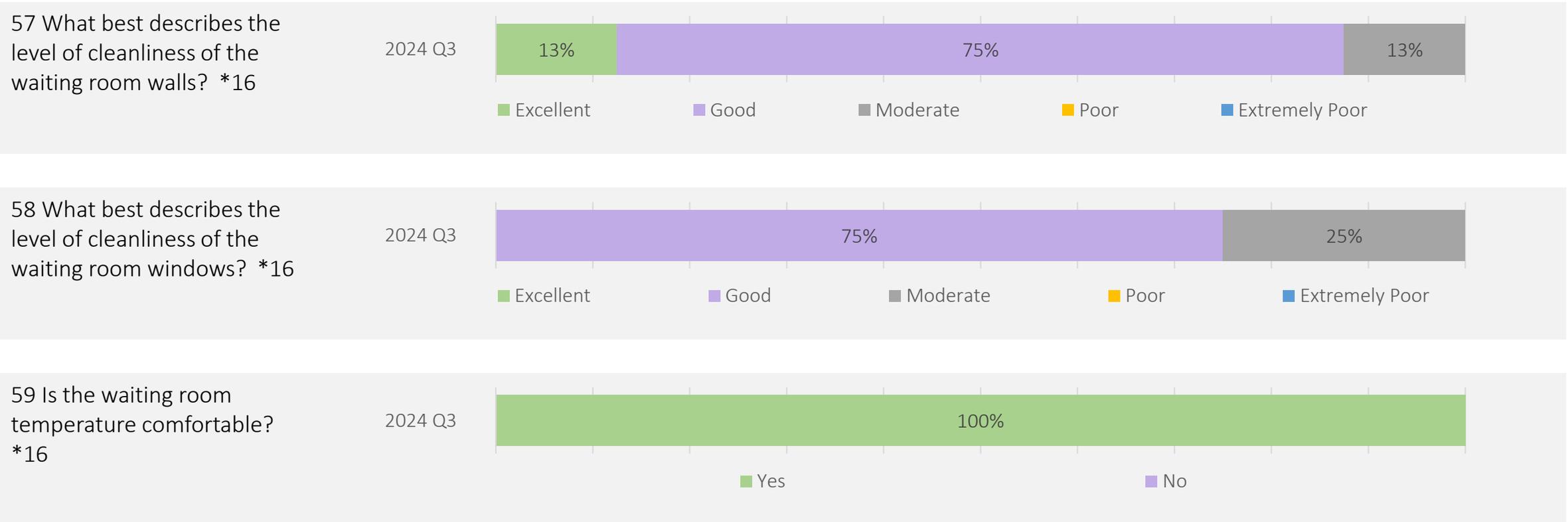
56 What best describes the level of cleanliness of the waiting room floors? \*16

2024 Q3



## Station Performance

### Passenger Waiting Room (Continued)

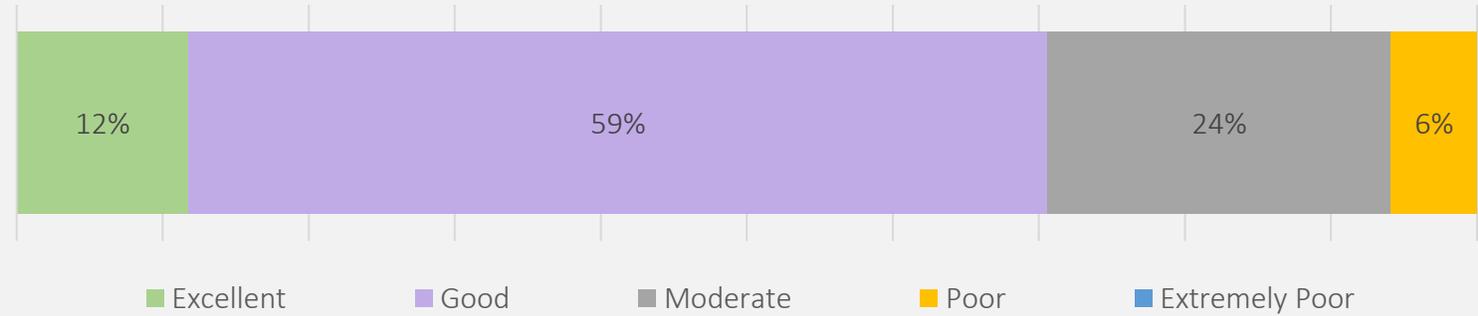


## Station Performance

### Passenger Shelters & Platforms

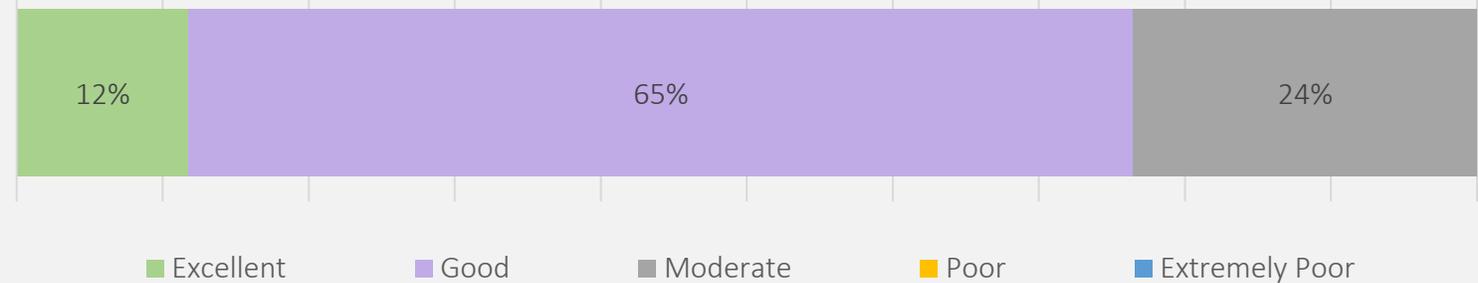
61 What best describes the level of cleanliness of the shelters? \*34 (31)

2024 Q3



62 What best describes the level of cleanliness of the platforms? \*34 (31)

2024 Q3

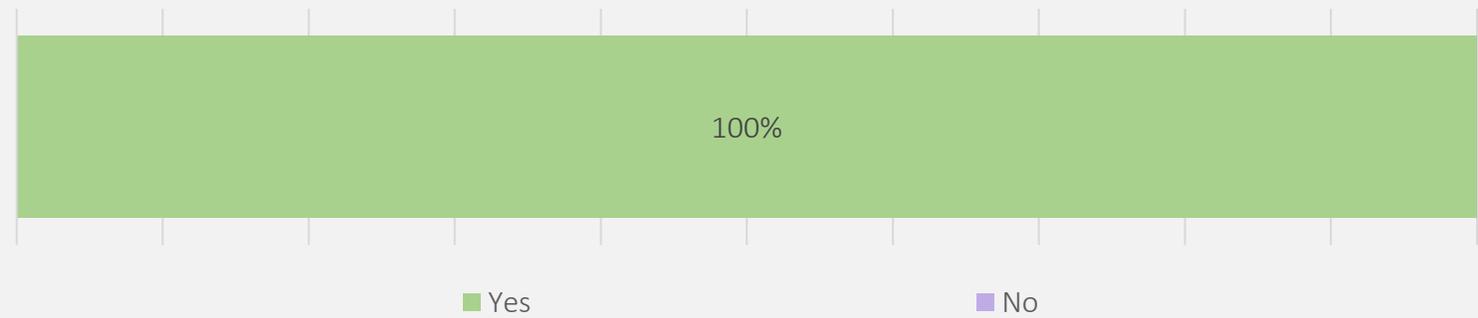


## Station Performance

### Audio Announcements

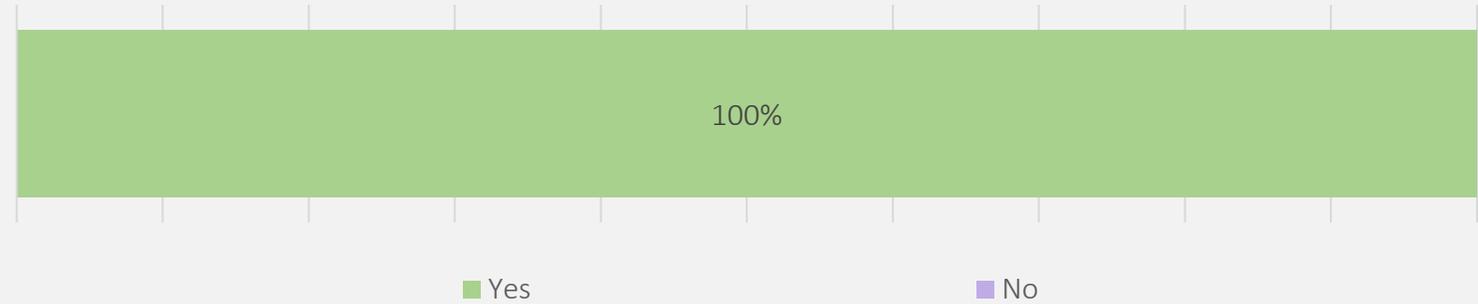
70 Were all PAs clear and fully audible? \*17

2024 Q3



71 In the event of delays/disruption (5 minutes for DART/Commuter, 10 for Intercity), was this announced over the PA? \*1

2024 Q3



## Train Performance

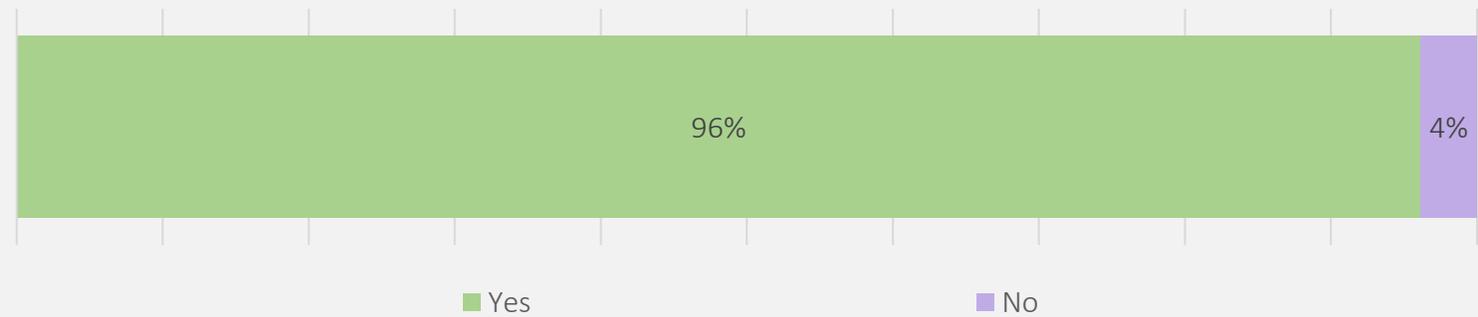
This sections contains questions relating to Train performance.

## Train Performance

### Destination Display

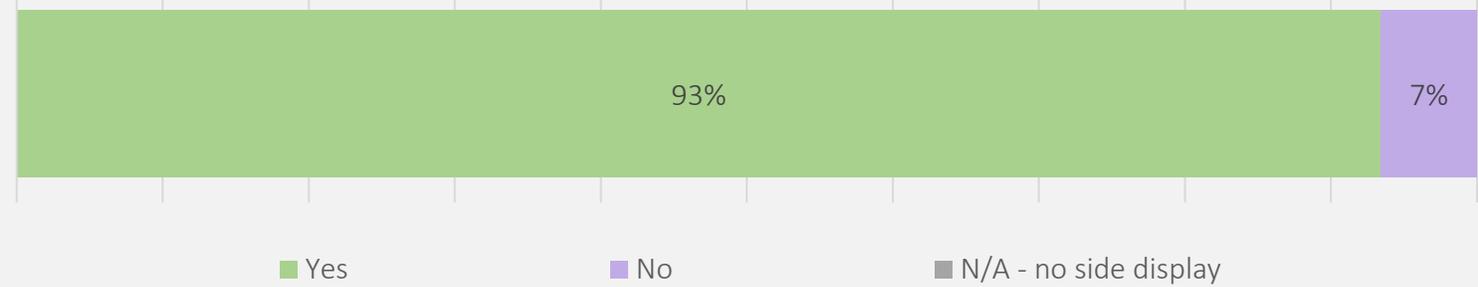
77 Is the destination displayed correctly on the front of the train? \*310

2024 Q3



78 Is the destination displayed correctly on the side of the carriage you have boarded? \*319

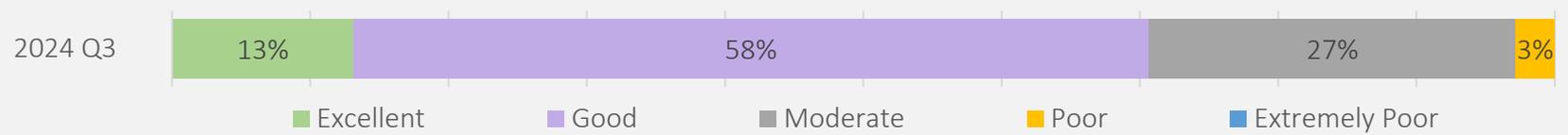
2024 Q3



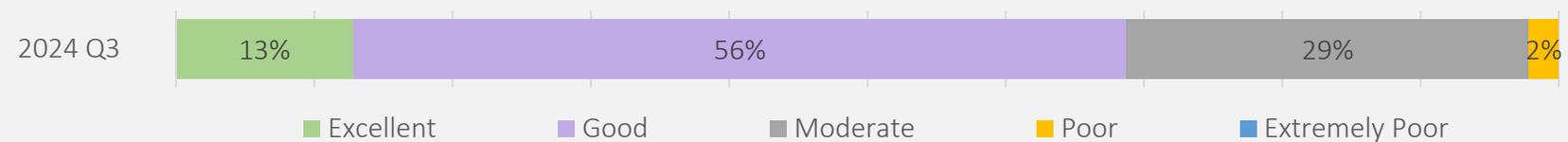
## Train Performance

### Carriage Cleanliness

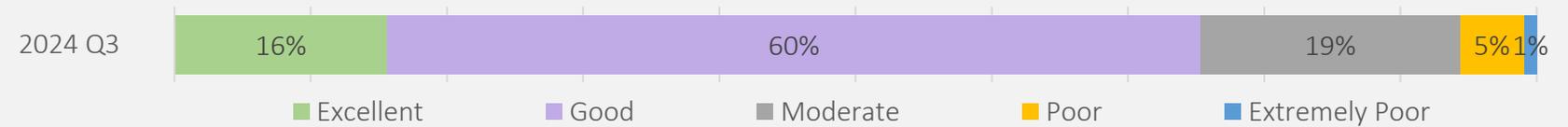
79 What best describes the cleanliness of the exterior of the carriage? Exclude windows. \*320



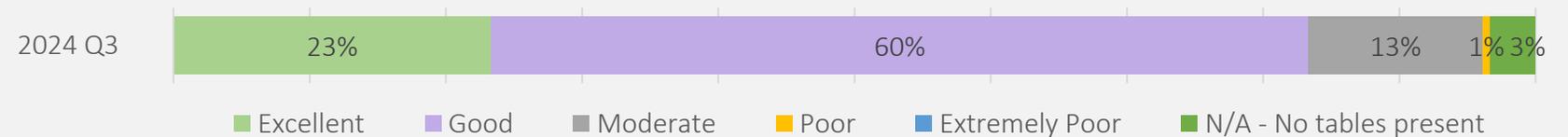
80 What best describes the level of cleanliness of the windows of the carriage? \*320



81 What best describes the level of cleanliness of the carriage floors? \*320



82 What best describes the level of cleanliness of the tables in the carriage? \*180

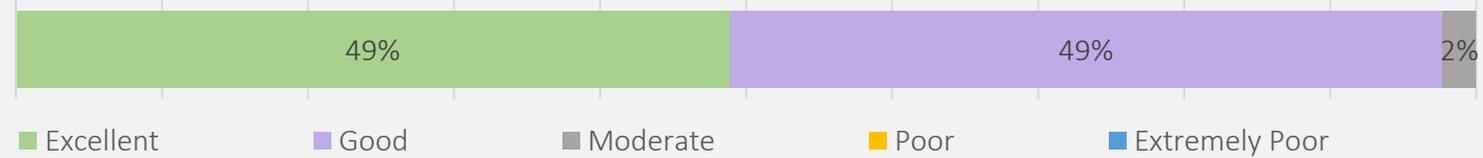


## Train Performance

### Carriage Cleanliness (Continued)

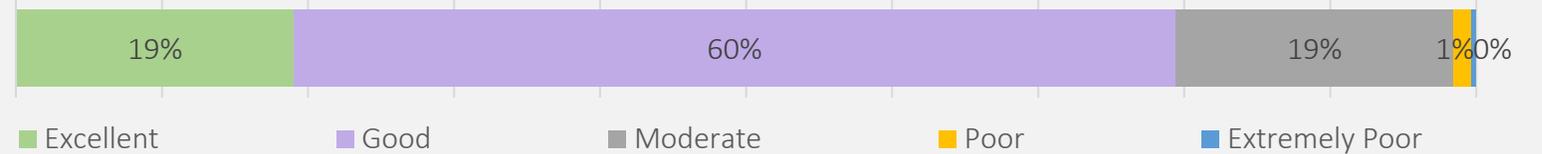
82b What best describes the level of litter on the tables in the carriage? \*174

2024 Q3



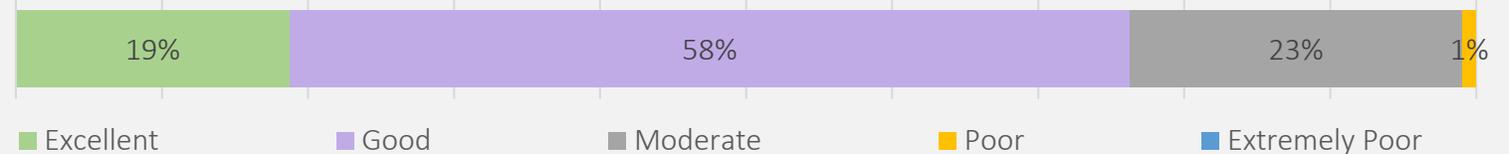
83 What best describes the level of cleanliness of the seating in the carriage? \*320

2024 Q3



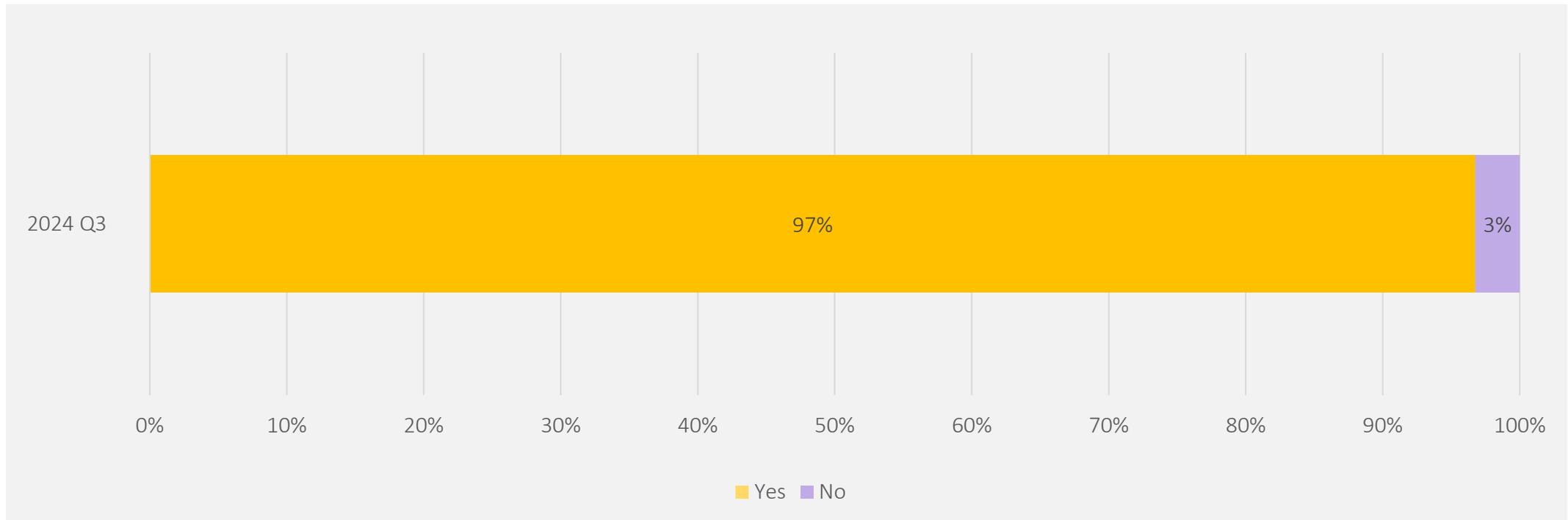
84 What best describes the level of cleanliness of the panels in the carriage? \*320

2024 Q3



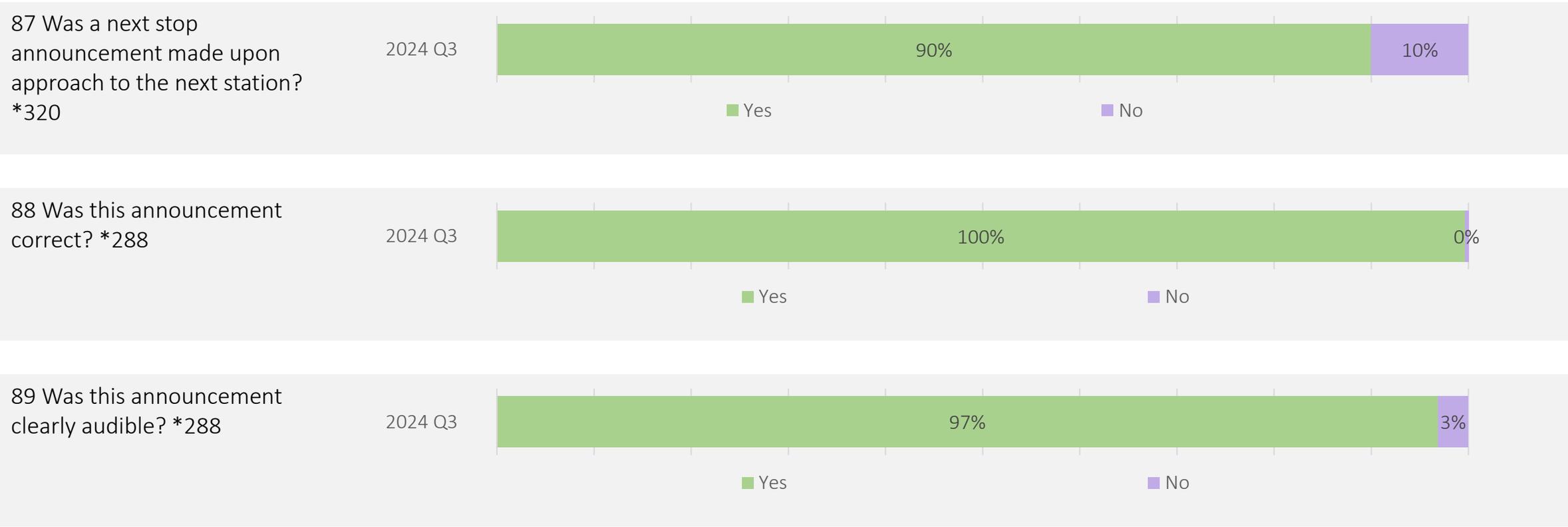
## Train Performance

86 Is the reservation seat number displayed correctly at booked seats? \*62



## Train Performance

### Next Stop Announcements

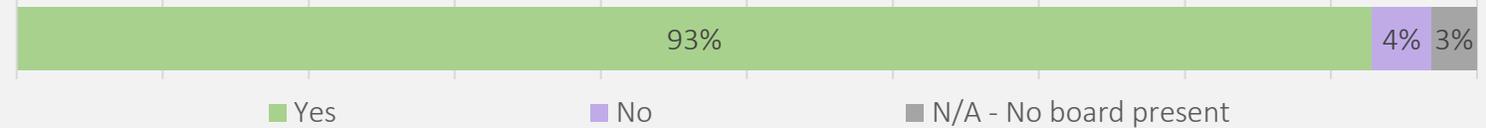


## Train Performance

### Next Stop Display

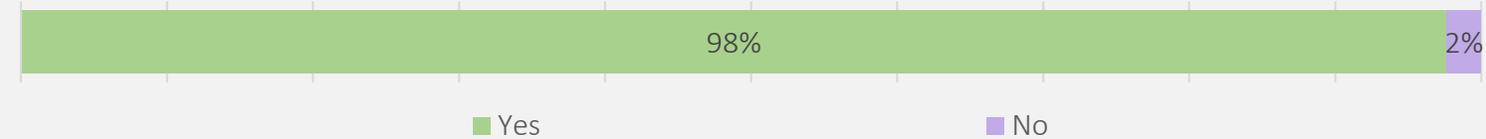
90 Was the electronic board switched on? \*320

2024 Q3



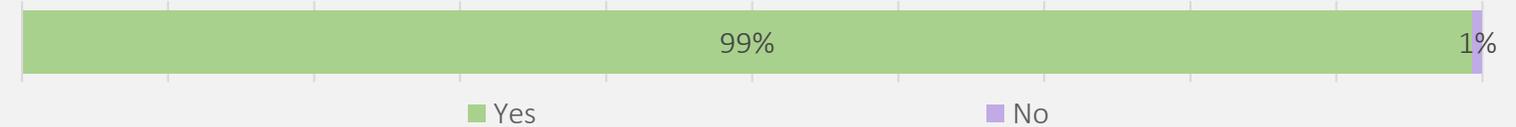
91 Was next stop information displayed on the electronic board in the carriage? \*297 (288)

2024 Q3



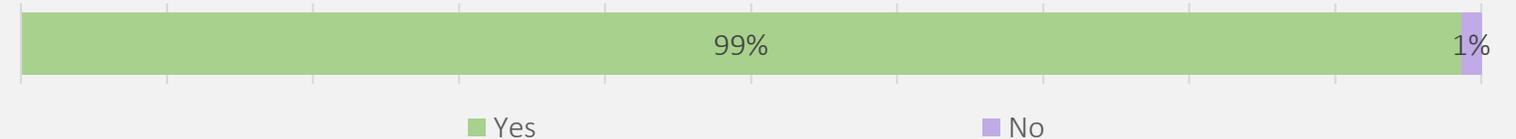
92 Was the information on the electronic board clearly legible? \*297 (288)

2024 Q3



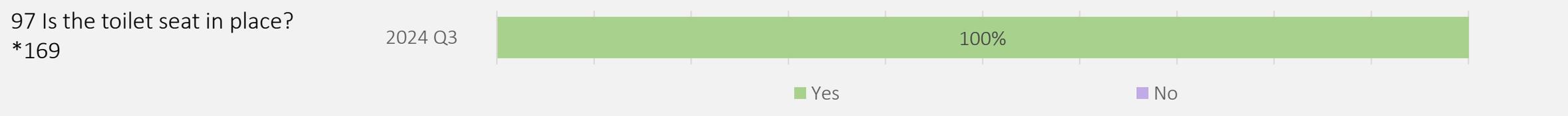
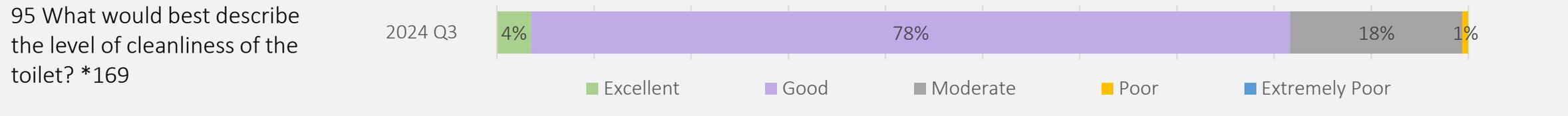
93 Was the electronic board showing correct next stop information? \*292 (284)

2024 Q3



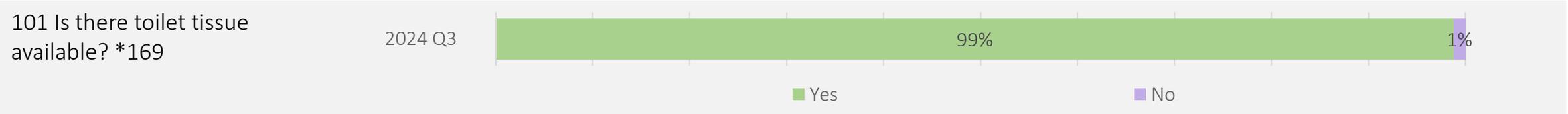
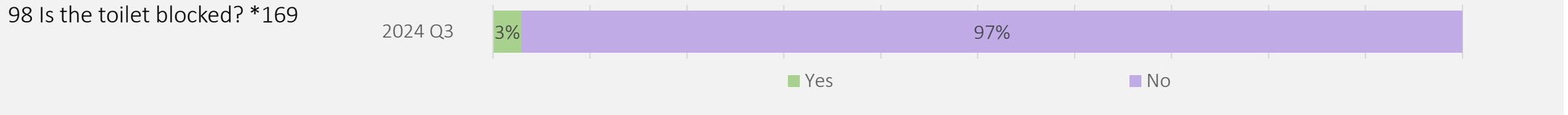
## Train Performance

### Toilet Facilities On Board



## Train Performance

### Toilet Facilities On Board (Continued)

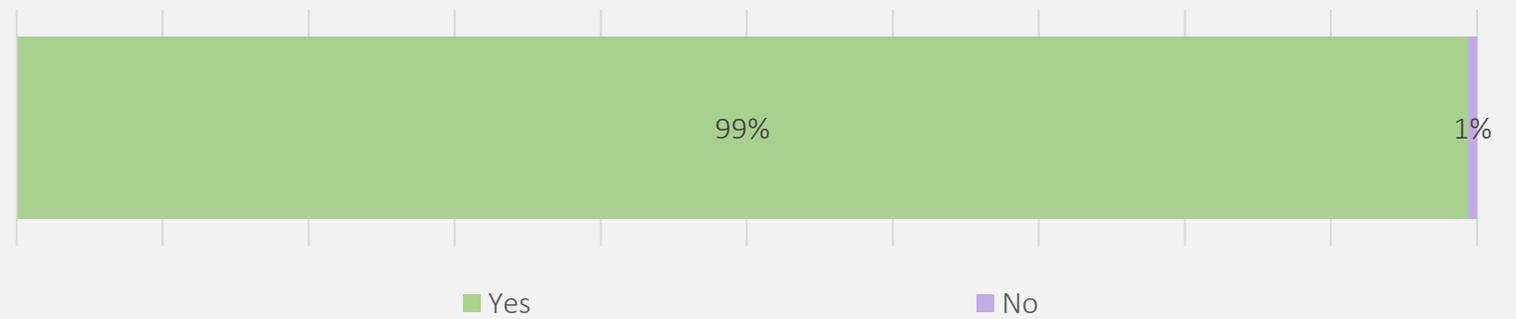


## Train Performance

### Toilet Facilities On Board (Continued)

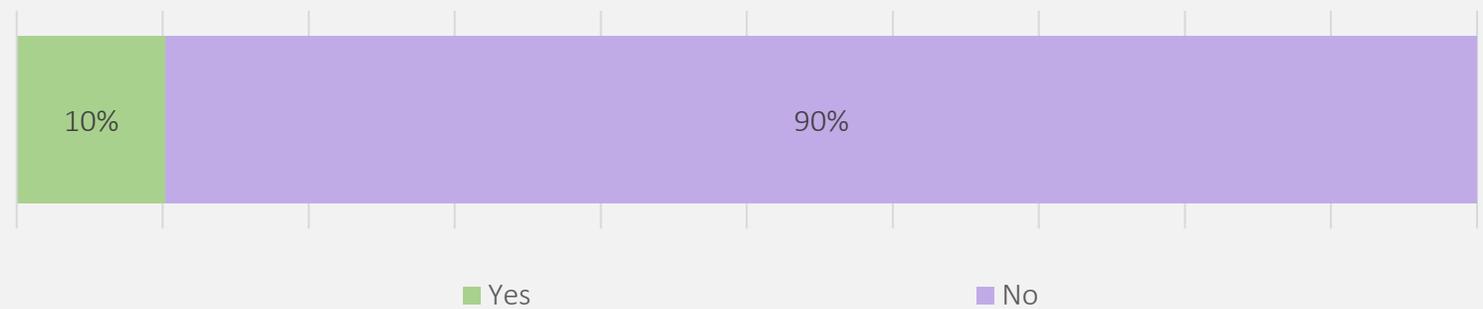
102 Is there a facility to dry your hands (either dryer or hand towels)? \*169

2024 Q3



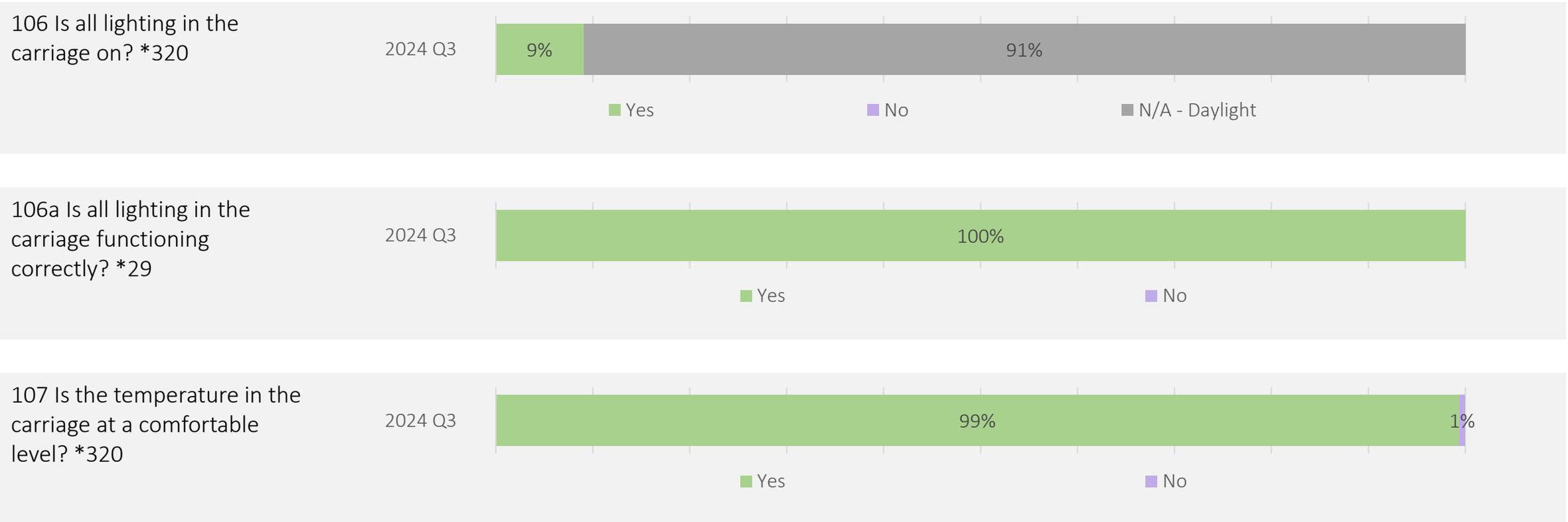
102b Is the litter bin full or overflowing? \*166

2024 Q3



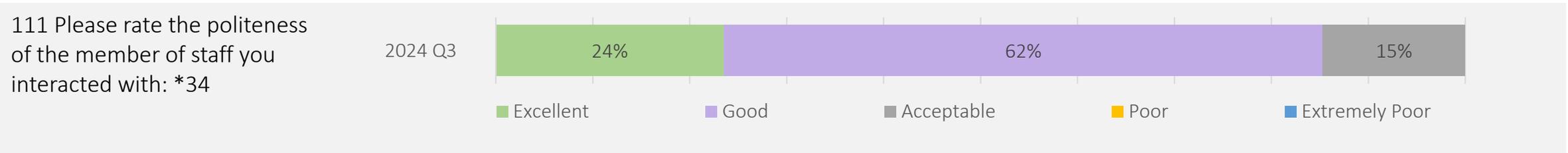
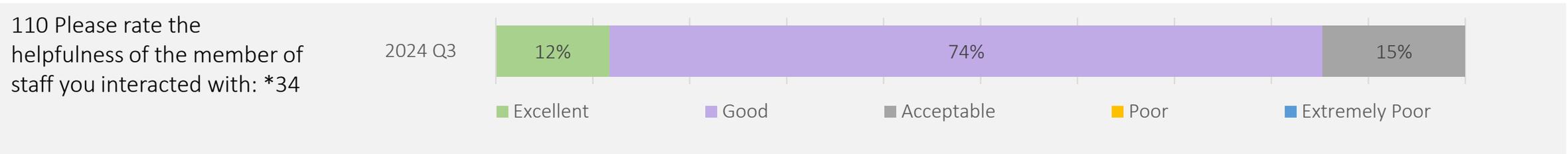
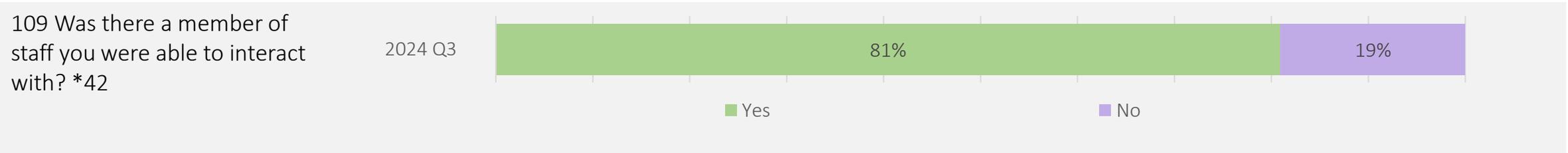
## Train Performance

### Carriage Lighting / Heating



## Train Performance

### Staff Interaction



## 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.**