NTA Mystery Passenger Survey
Luas
2024 Quarter 3

Contents:

- Background to Research

- Section 1 Tram Stops

- Section 2 Tram Performance

- Appendix

Research Background:

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

252 mystery shops were conducted during Quarter 3 with mystery shoppers acting as passengers while waiting for and on-board selected Luas routes. A broad spread of routes were covered across different days of the week and times of the day.

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, tram and staff details at stops, when boarding, on-board and after alighting.

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.

Tram Stops

This sections contains questions relating to Tram Stops.
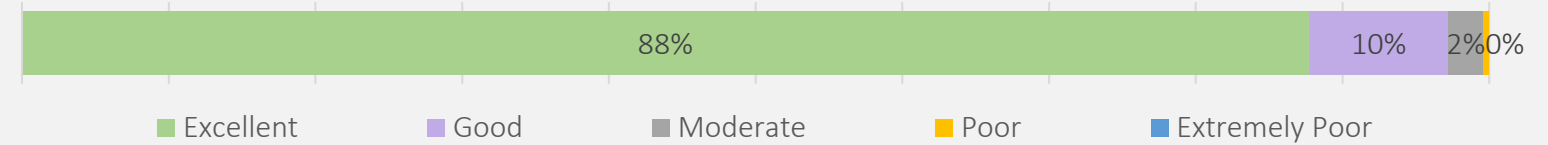
Tram Stops

Stop Cleanliness & Condition

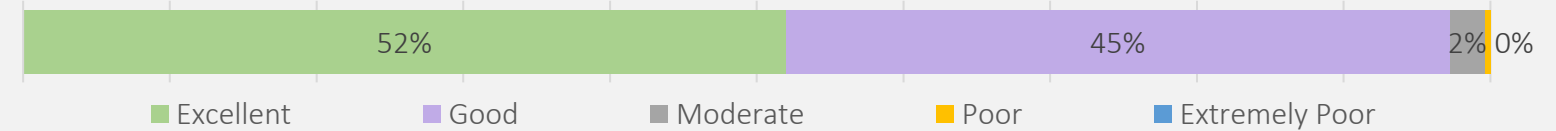**1 What would best describe the cleanliness of surfaces at the stop? *252**

2024 Q3

Excellent	Good	Moderate	Poor	Extremely Poor
12%	64%	23%	0%	

2 What would best describe the level of non-scratched graffiti on surfaces at the stop? *252

2024 Q3

Excellent	Good	Moderate	Poor	Extremely Poor
88%	10%	2%	0%	

3 What would best describe the level of etching on surfaces at the stop? *252

2024 Q3

Excellent	Good	Moderate	Poor	Extremely Poor
52%	45%	2%	0%	

4 What would best describe the condition of surfaces at the stop? *252

2024 Q3

Excellent	Good	Moderate	Poor	Extremely Poor
23%	67%	10%	0%	
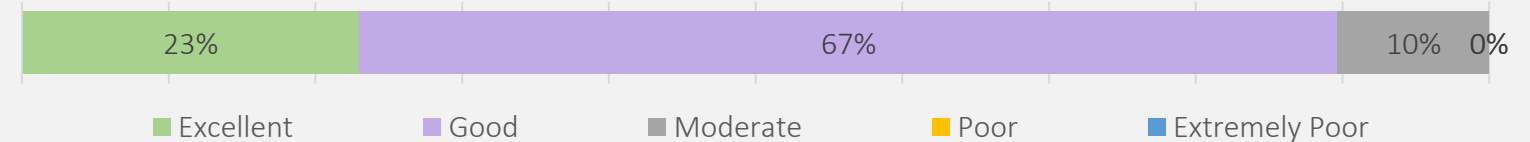
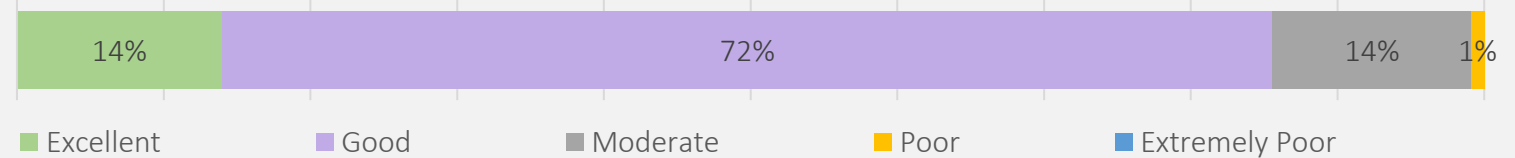# Tram Stops

Stop Seating Cleanliness & Condition

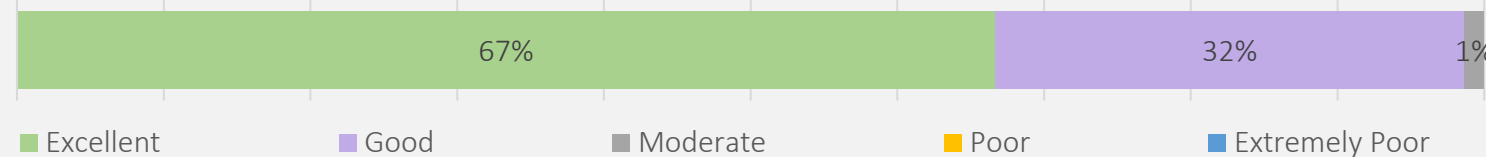**5 What would best describe the cleanliness of seating at the tram stop? *222**

2024 Q3

Excellent 14%	Good 72%	Moderate 14%	Poor 1%

■ Excellent　■ Good　■ Moderate　■ Poor　■ Extremely Poor

6 What would best describe the level of non-scratched graffiti on the seating of the tram stop? *222

2024 Q3

Excellent 93%　Good 7%

■ Excellent　■ Good　■ Moderate　■ Poor　■ Extremely Poor

7 What would best describe the level of etching on the seating of the tram stop? *222

2024 Q3

Excellent 67%　Good 32%　Moderate 1%
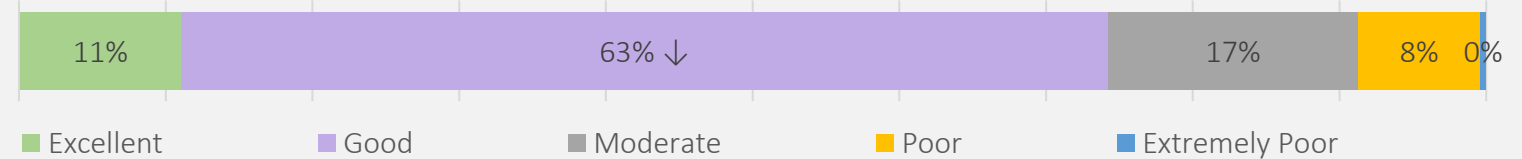
■ Excellent　■ Good　■ Moderate　■ Poor　■ Extremely Poor
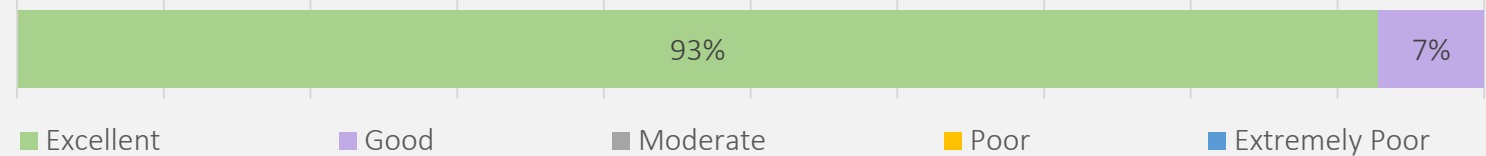
Tram Stops

Platform Cleanliness & Condition

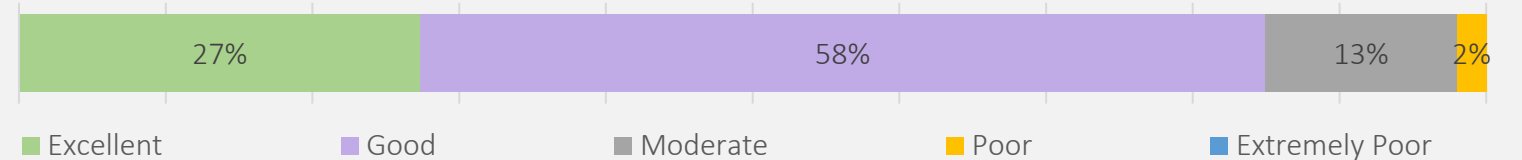**8 What would best describe the cleanliness of platforms at the tram stop? *252**

2024 Q3

Excellent	Good	Moderate	Poor	Extremely Poor
11%	63% ↓	17%	8%	0%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

9 What would best describe the level of litter on the platforms at the tram stop? *252

2024 Q3

Excellent	Good	Moderate	Poor
23%	65%	11%	1%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor
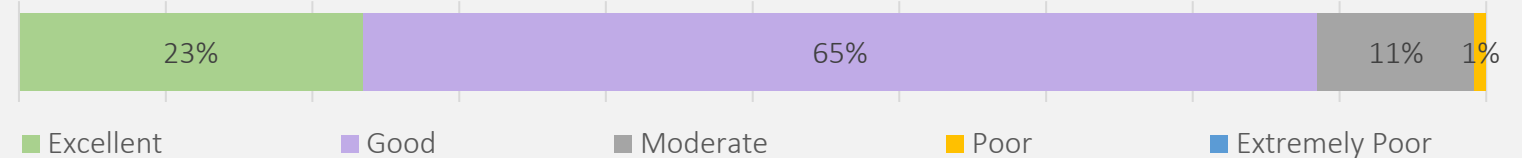
10 What best describes the condition of the platform floors? *252

2024 Q3

Excellent	Good	Moderate	Poor
27%	58%	13%	2%

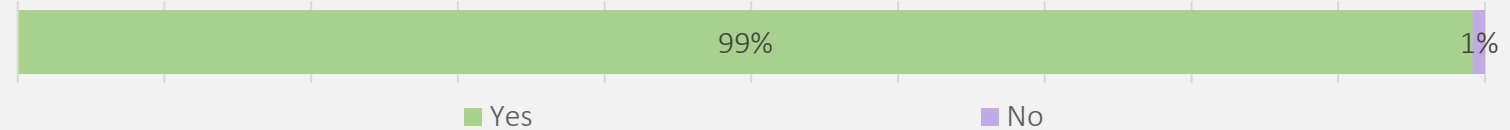■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

Tram Stops

Information Panels Cleanliness & Condition

11 Are all information panels free from fly posting or unauthorised stickers? *252

2024 Q3

99% | 1%

■ Yes   ■ No

12 What would best describe the level of non-scratched graffiti on the information panels at the tram stop? *252

2024 Q3

92% | 8% | 0%

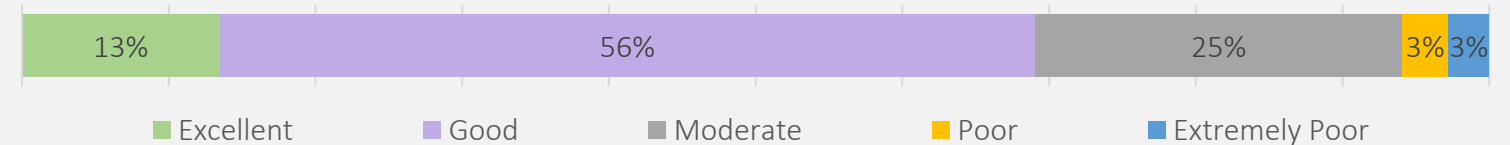■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor
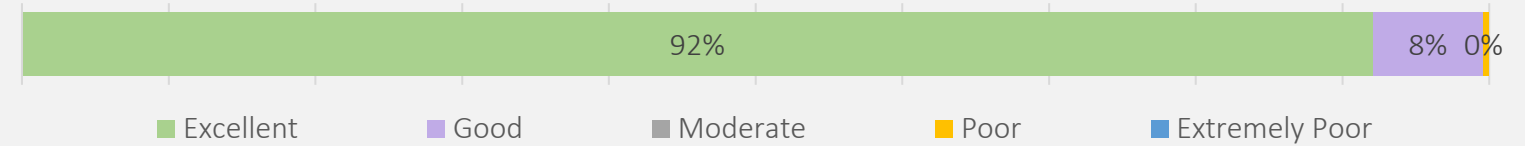
13 What would best describe the level of etching on the information panels at the tram stop? *252

2024 Q3

64% | 30% | 6% 0%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

14 What would best describe the cleanliness of the information panels at the tram stop? *252

2024 Q3

13% | 56% | 25% | 3% | 3%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

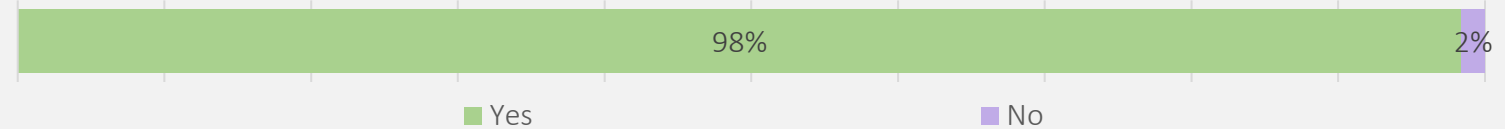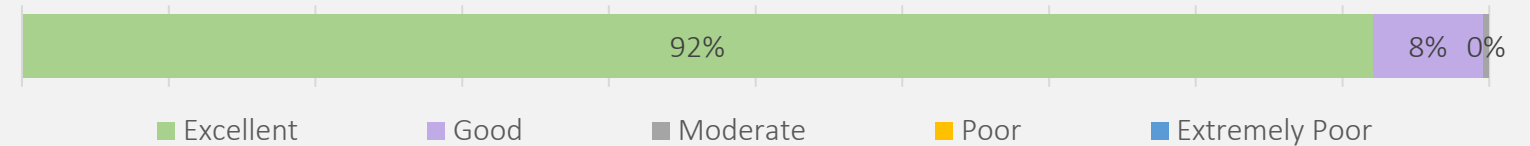## Tram Stops

Help Points Cleanliness & Condition

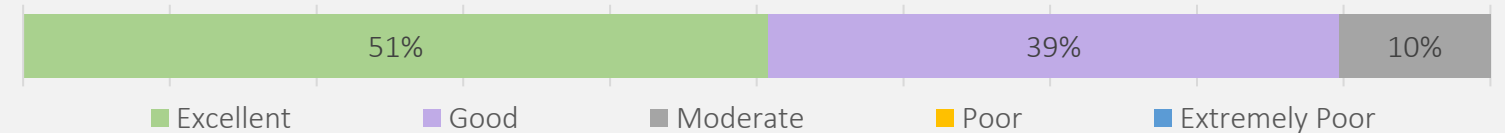**15 Are all help points free from fly posting or unauthorised stickers? *252**

2024 Q3 — Yes 98% | No 2%

16 What would best describe the level of non-scratched graffiti on the help points at the tram stop? *252
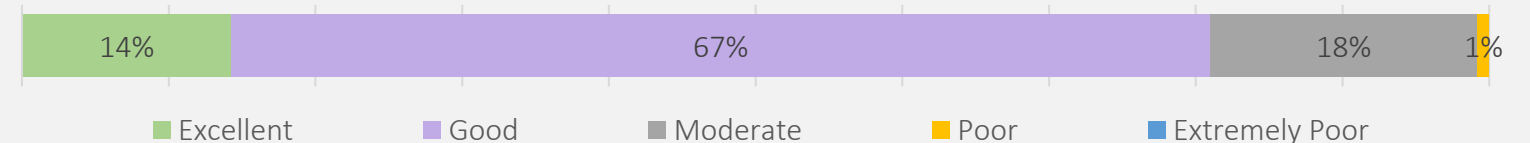
2024 Q3 — Excellent 92% | Good 8% | 0%

17 What would best describe the level of etching on the help points at the tram stop? *252

2024 Q3 — Excellent 51% | Good 39% | Moderate 10%

18 What would best describe the cleanliness of the help points at the tram stop? *252

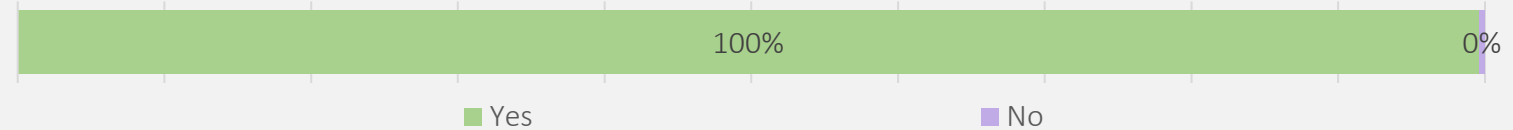2024 Q3 — Excellent 14% | Good 67% | Moderate 18% | Poor 1%

Tram Stops

Ticket Machines Cleanliness & Conditio

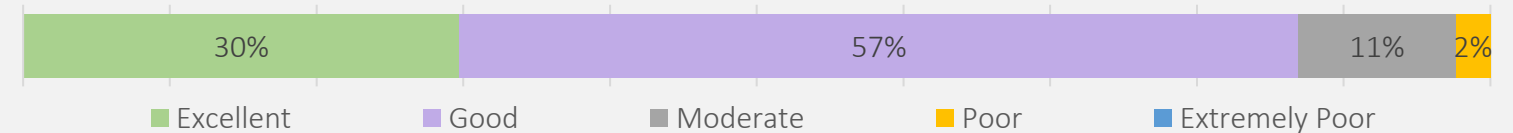**19 Are all ticket machines free from fly posting or unauthorised stickers? *252**

2024 Q3

Yes	No
100%	0%

20 What would best describe the level of non-scratched graffiti on the ticket machines at the tram stop? *252
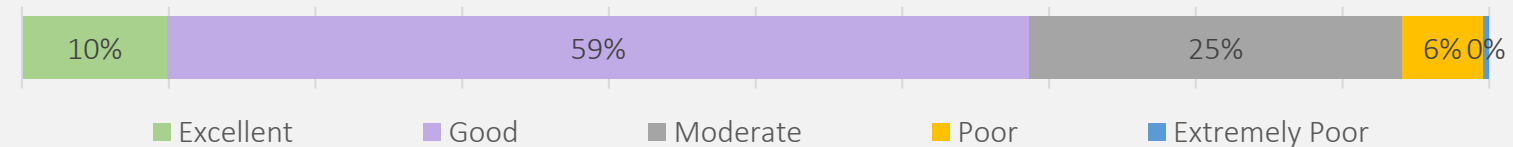
2024 Q3: Excellent 85%, Good 14%, Moderate 1%

Excellent ▪ Good ▪ Moderate ▪ Poor ▪ Extremely Poor
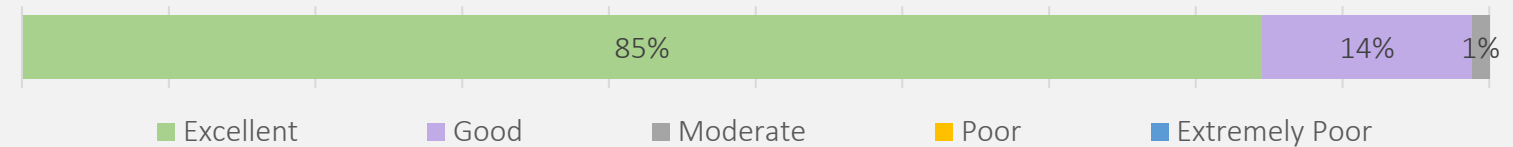
21 What would best describe the level of etching on the ticket machines at the tram stop? *252

2024 Q3: Excellent 30%, Good 57%, Moderate 11%, Poor 2%

Excellent ▪ Good ▪ Moderate ▪ Poor ▪ Extremely Poor

22 What would best describe the cleanliness of the ticket machines at the tram stop? *252

2024 Q3: Excellent 10%, Good 59%, Moderate 25%, Poor 6%, 0%

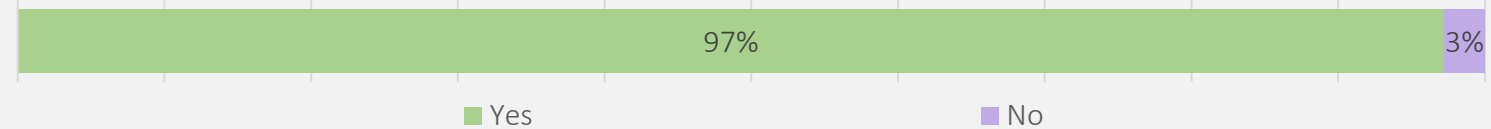Excellent ▪ Good ▪ Moderate ▪ Poor ▪ Extremely Poor
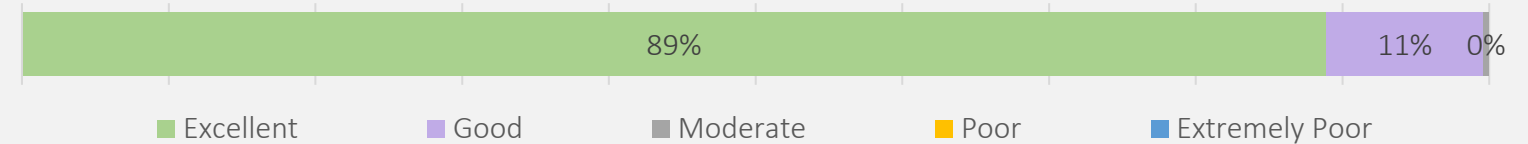
Tram Stops

Screens and Signage Cleanliness & Condition

23 Are all screens and signage (including fixtures) free from fly posting or unauthorised stickers? *252
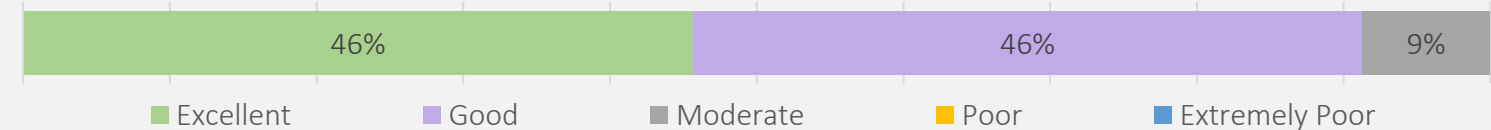
2024 Q3

Yes	No
97%	3%

24 What would best describe the level of non-scratched graffiti on the screens and signage (including fixtures) at the tram stop? *252

2024 Q3

Excellent 89% · Good 11% · Moderate · Poor · Extremely Poor 0%

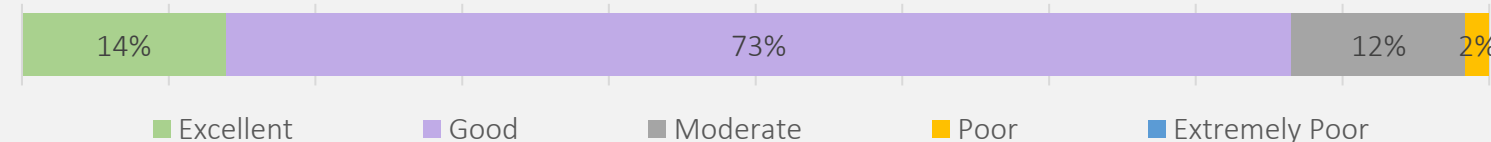**25 What would best describe the level of etching on the screens and signage (including fixtures) at the tram stop? *252**

2024 Q3

Excellent 46% · Good 46% · Moderate 9% · Poor · Extremely Poor

26 What would best describe the cleanliness of the screens and signage (including fixtures) at the tram stop? *252
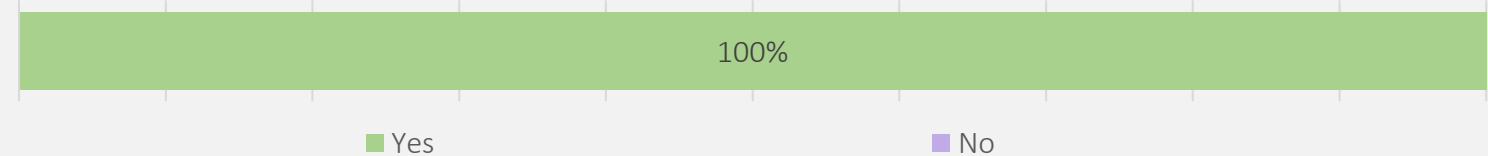
2024 Q3

Excellent 14% · Good 73% · Moderate 12% · Poor 2% · Extremely Poor

Tram Stops

Stairs Cleanliness & Condition

28 Are all stairs free from fly posting or unauthorised stickers? *29	2024 Q3	100%

■ Yes ■ No

29 What would best describe the level of non-scratched graffiti on the stairs at the tram stop? *29	2024 Q3	86% 14%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor
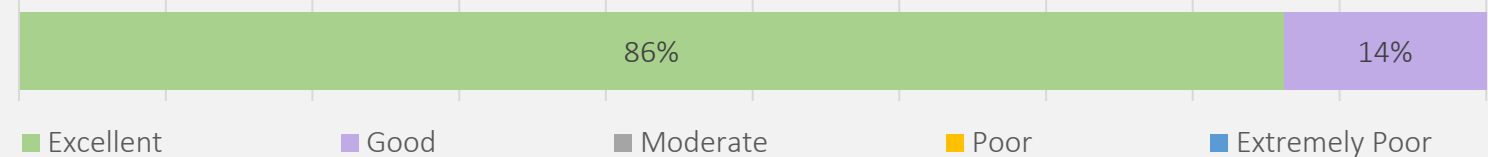
30 What would best describe the level of etching on the stairs at the tram stop? *29	2024 Q3	72% 24% 3%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor
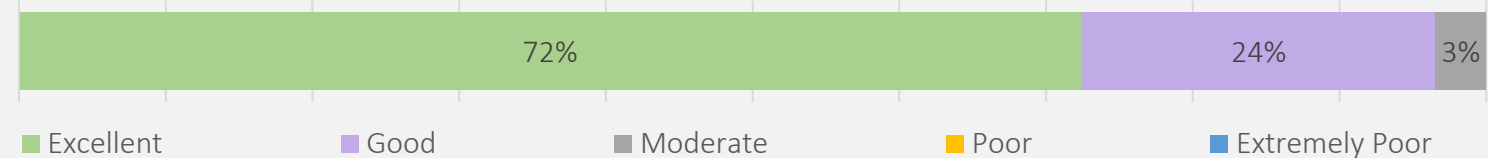
Tram Stops

Stairs Cleanliness & Condition (Continued)

31 What would best describe the cleanliness of the stairs at the tram stop? *29

2024 Q3

Excellent	Good	Moderate	Poor
10%	55%	24%	10%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor
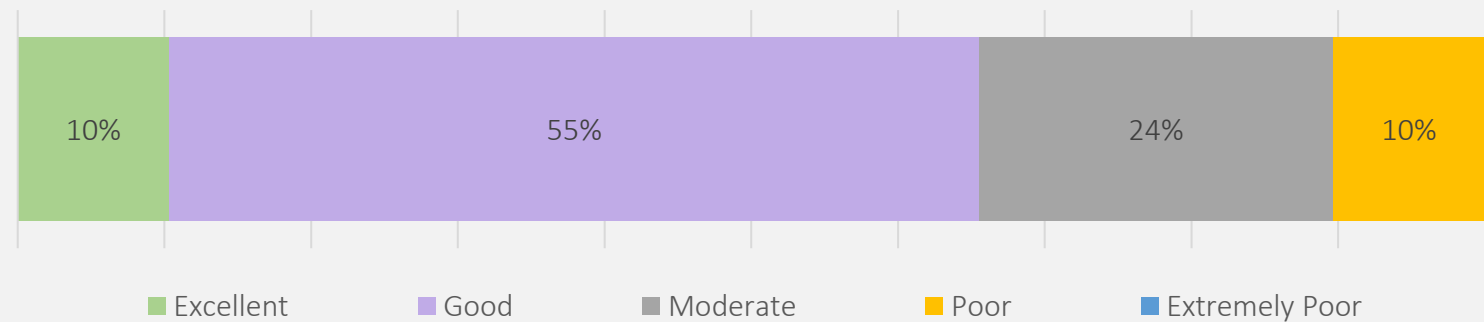
32 What best describes the condition of the stairs at the tram stop? *29

2024 Q3

Excellent	Good	Moderate	Poor
34%	45%	17%	3%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor
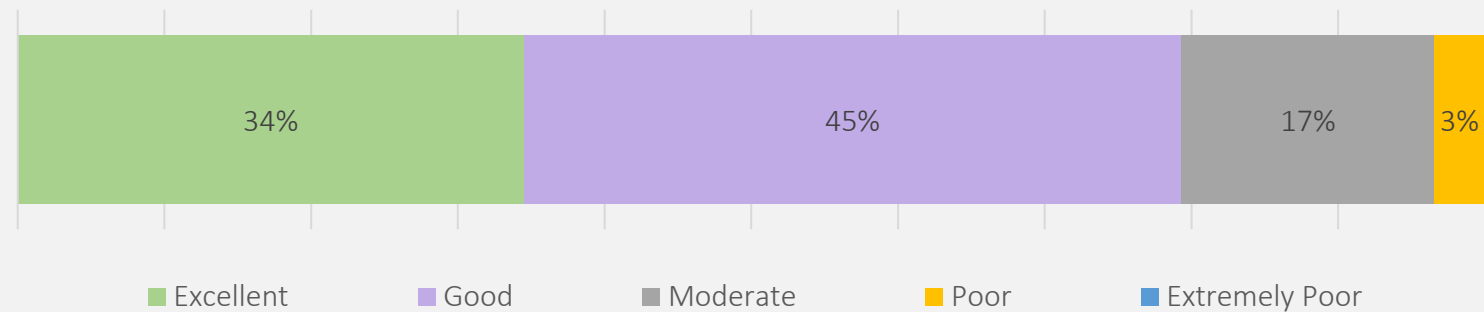
Tram Stops

Lifts Cleanliness & Condition

34 Are all lifts working? *19

2024 Q3

| 84% | 16% |

■ Yes   ■ No
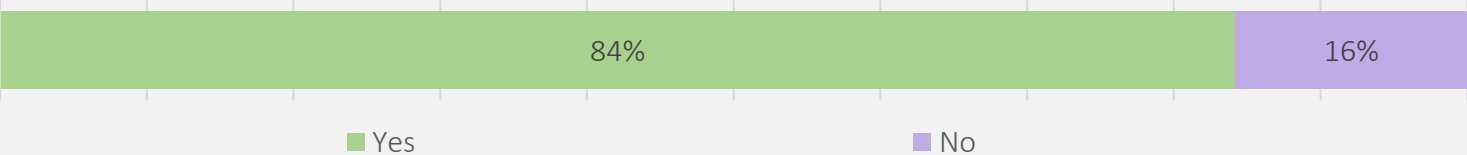
35 Are all lifts free from fly posting or unauthorised stickers? *19

2024 Q3

| 84% | 16% |

■ Yes   ■ No
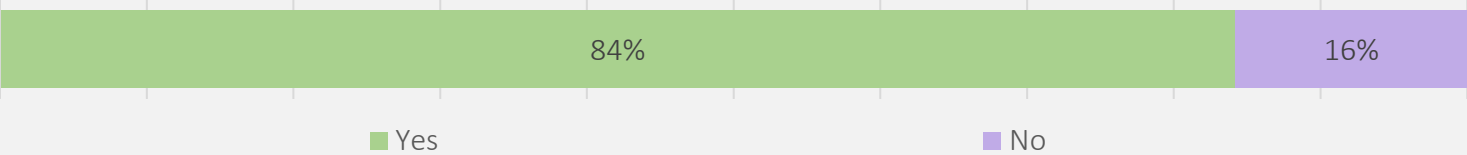
36 What would best describe the level of non-scratched graffiti in the lifts at the tram stop? *19

2024 Q3

| 79% | 16% | 5% |

■ Excellent   ■ Good   ■ Moderate   ■ Poor   ■ Extremely Poor
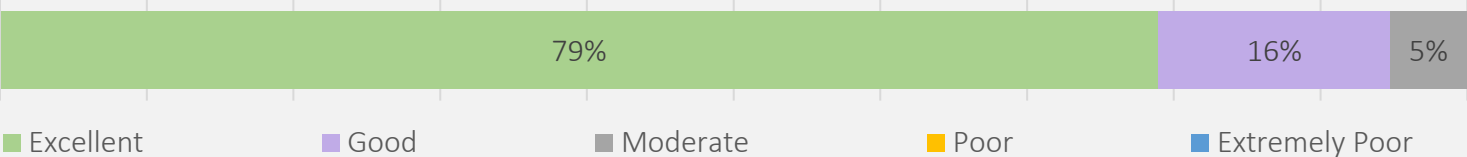
Tram Stops

Lifts Cleanliness & Condition (Continued)

37 What would best describe the level of etching in the lifts at the tram stop? *19

2024 Q3

Excellent	Good	Moderate
32%	63%	5%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

38 What would best describe the cleanliness of the lifts at the tram stop? *19

2024 Q3

Excellent	Good	Moderate	Poor	Extremely Poor
16%	47%	16%	16%	5%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor
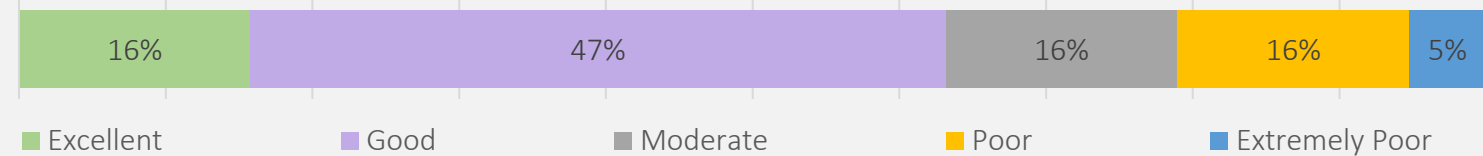
39 What best describes the condition of the lifts at the tram stop? *19

2024 Q3

Excellent	Good	Moderate	Poor
32%	47%	16%	5%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

Tram Stops

Escalators Cleanliness & Condition

41 Are all escalators working? *2

2024 Q3

Yes	No
50%	50%

■ Yes ■ No

42 Are all escalators free from fly posting or unauthorised stickers? *2

2024 Q3

Yes
100%

■ Yes ■ No

43 What would best describe the level of non-scratched graffiti on the escalators at the tram stop? *2

2024 Q3

Excellent
100%

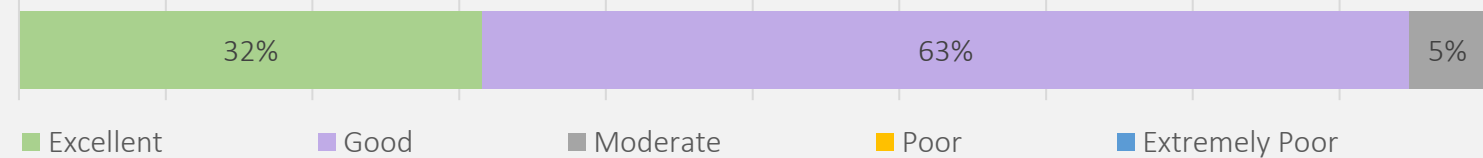■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor
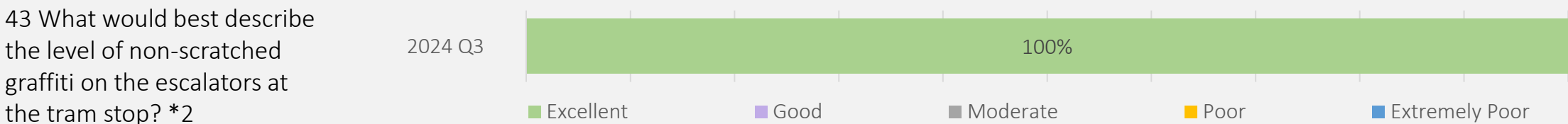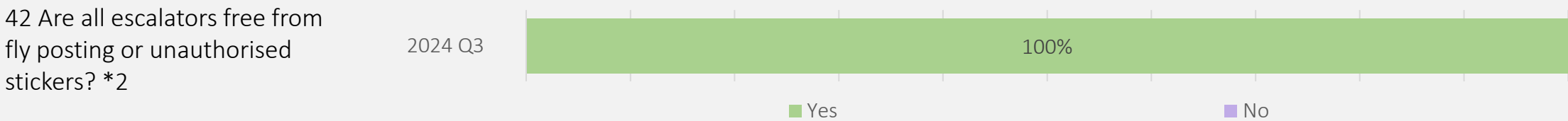
Tram Stops

Escalators Cleanliness & Condition (Continued)

44 What would best describe the level of etching on the escalators at the tram stop? *2

2024 Q3

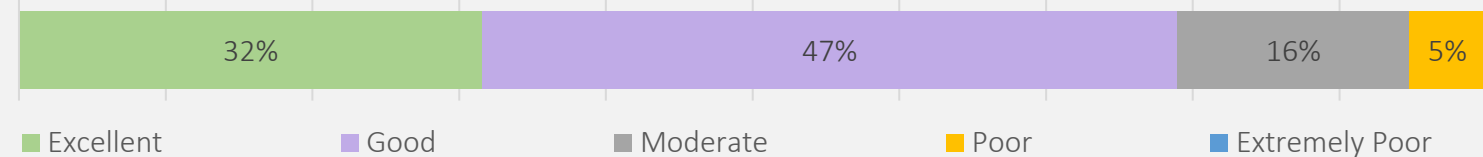| Excellent 50%	Good 50%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor
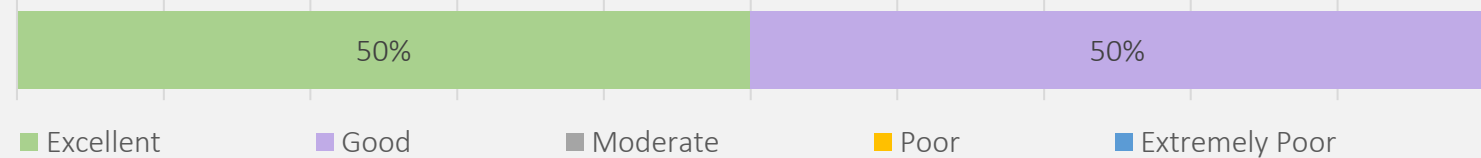
45 What would best describe the cleanliness of the escalators at the tram stop? *2

2024 Q3

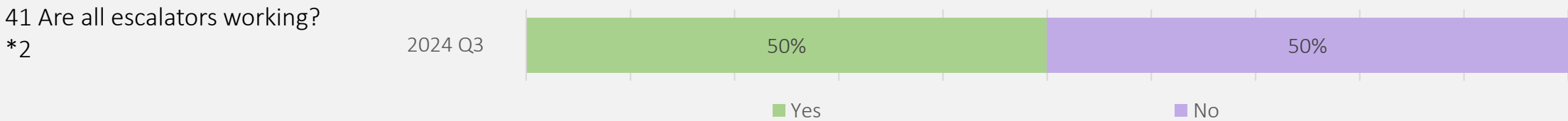| Good 50%	Poor 50%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor
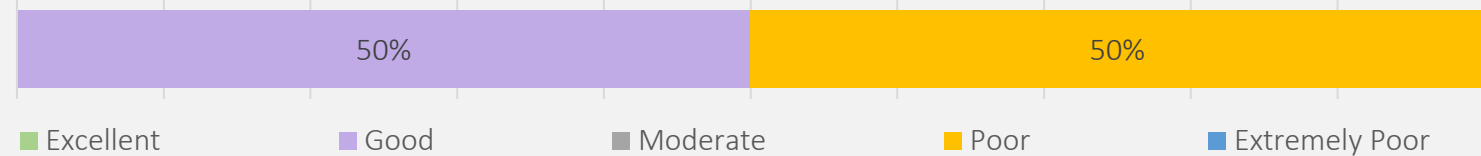
46 What best describes the condition of the escalators at the tram stop? *2

2024 Q3

Good 50%	Moderate 50%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor
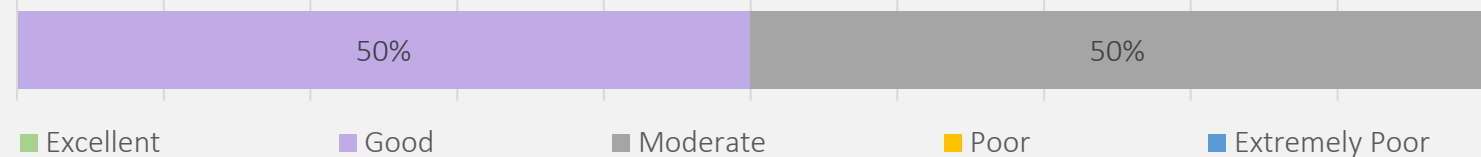
Tram Stops

47 Is the stop notice board displaying up-to-date information? *252

2024 Q3	44%	56%		

■ Yes ■ No
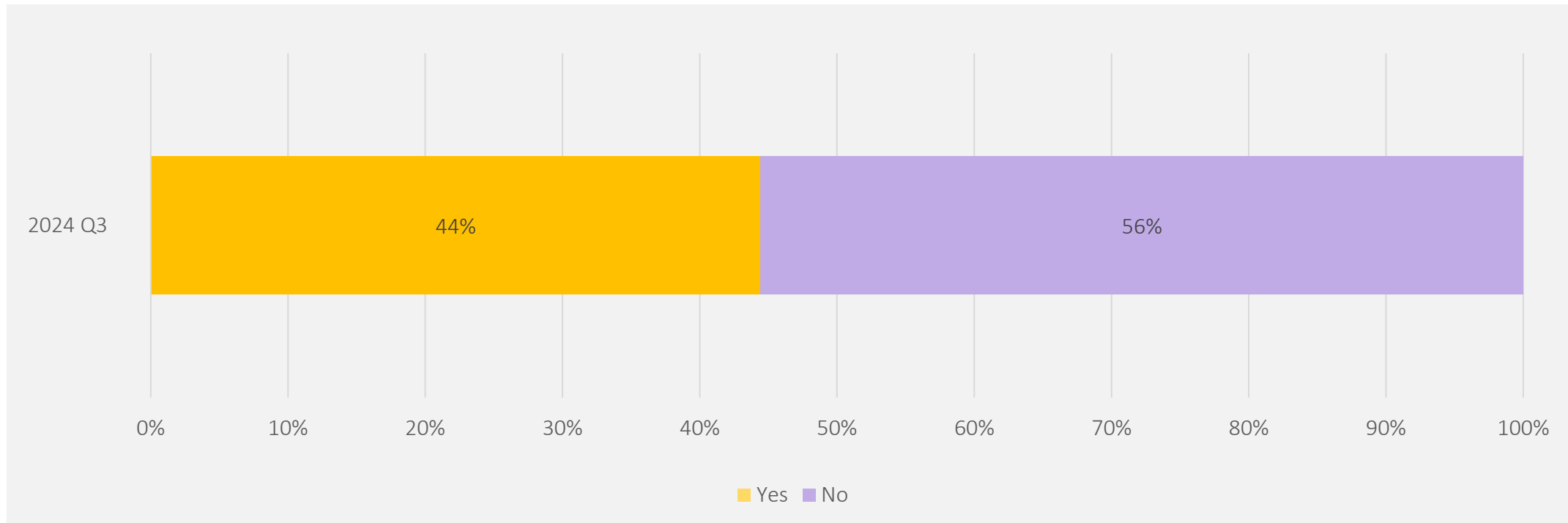
Tram Stops

Passenger Information Display (PID)

48 Is the Passenger Information Display (PID) working? *252

2024 Q3 — Yes 94% | No 6%
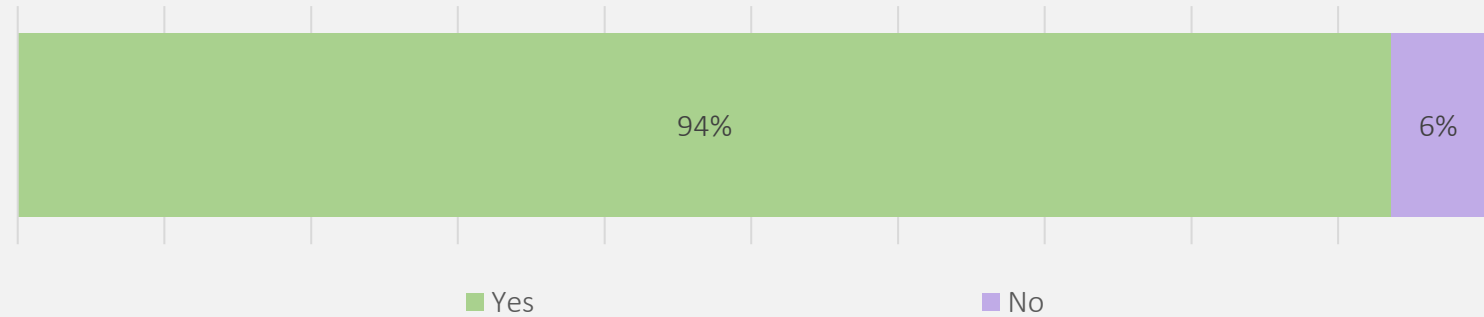
50 Did the PID display a notification of the disruption? *4

2024 Q3 — Yes 100% | No
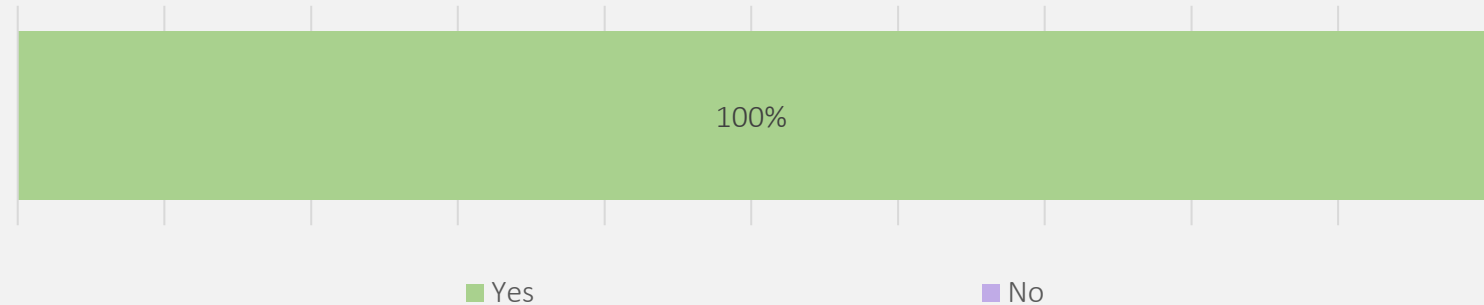
Tram Stops

Disruption Announcements

51 Were there any announcements made at the stop notifying customers about the disruption? *5 (1)	2024 Q3	100%

■ Yes   ■ No

Tram Stops

Help Points

55 Is the help point working? *65

2024 Q3

95% (Yes)	5% (No)

■ Yes ■ No

56 Is the help point answered within 30 seconds? *62

2024 Q3

94% (Yes)	6% (No)

■ Yes ■ No

57 Is the response clearly audible? *62

2024 Q3

94% (Yes)	3% (No)	3% (N/A)

■ Yes ■ No ■ N/A - there was no response
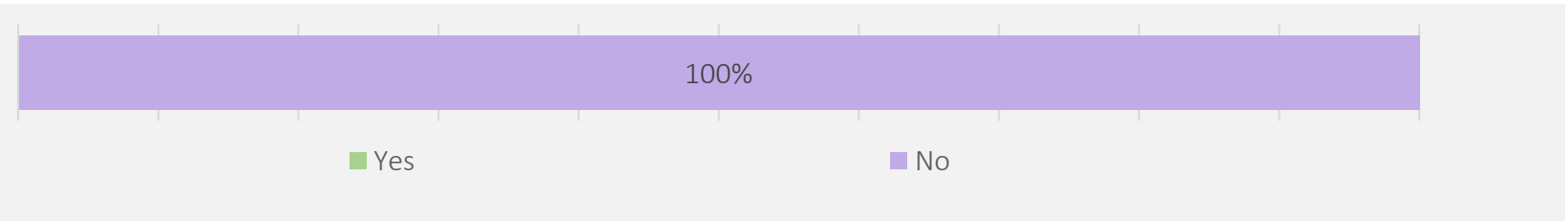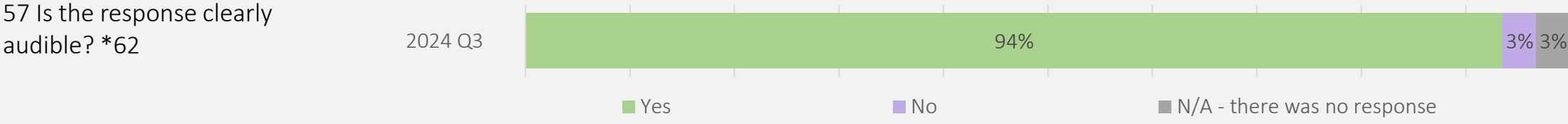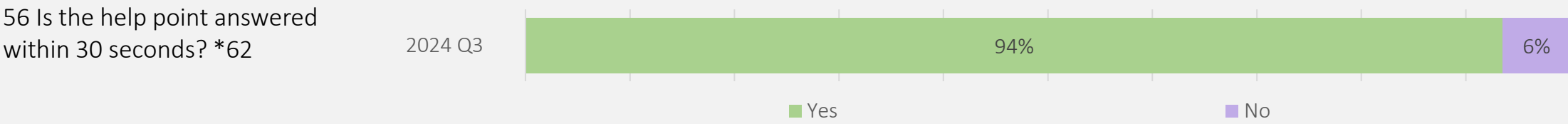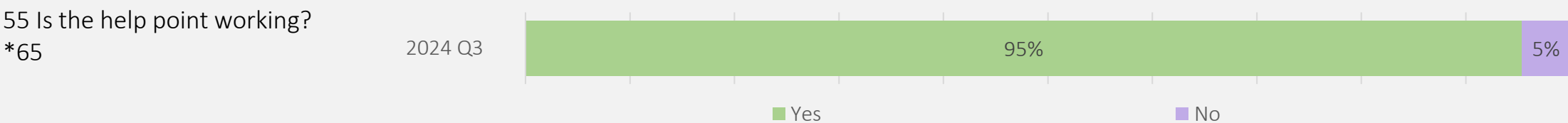
Tram Stops

58 Are all ticket machine screens showing accurate fare information? *248
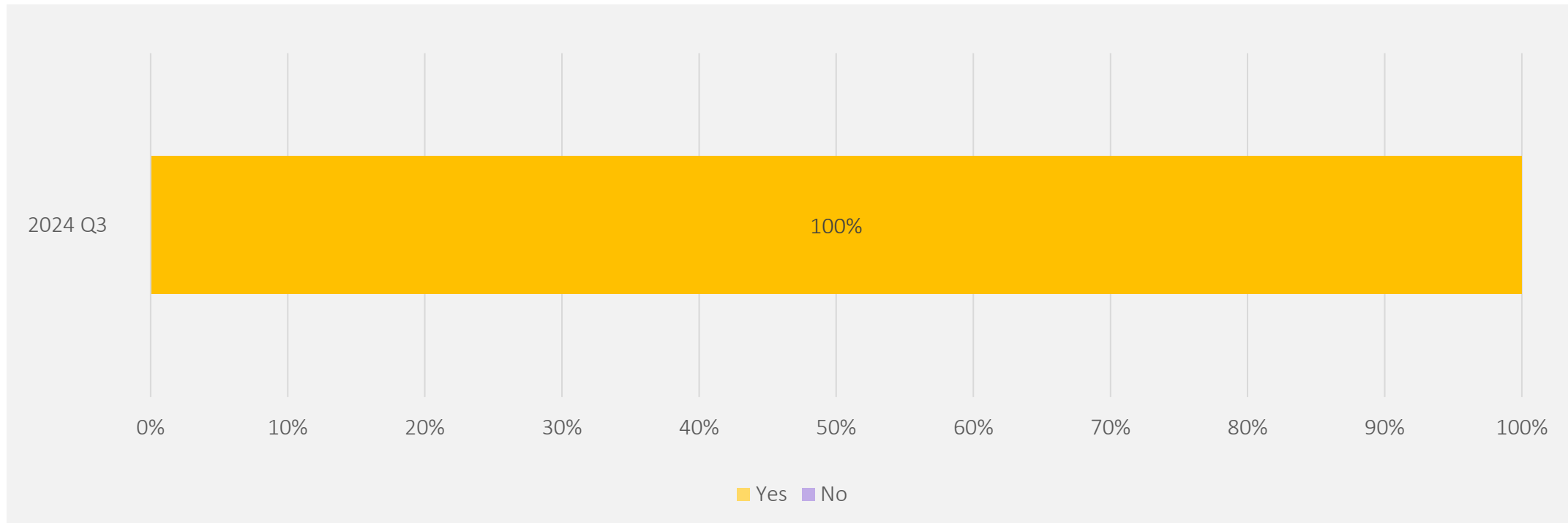
Tram Stops

Staff Helpfulness

63 What best describes the helpfulness of the member of staff? *18

2024 Q3 — Excellent: 28% | Good: 72%

■ Excellent ■ Good ■ Acceptable ■ Poor ■ Extremely Poor
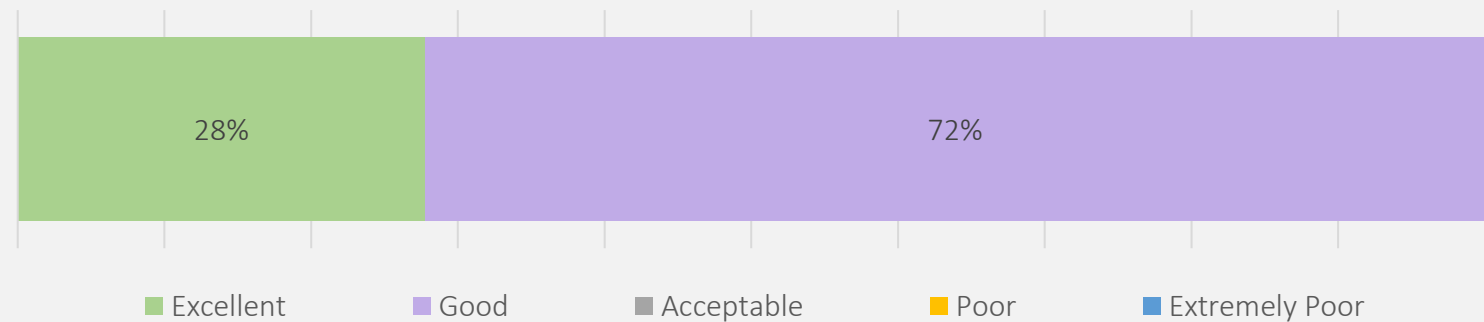
64 What best describes the politeness of the member of staff? *18

2024 Q3 — Excellent: 22% | Good: 72% | Acceptable: 6%

■ Excellent ■ Good ■ Acceptable ■ Poor ■ Extremely Poor
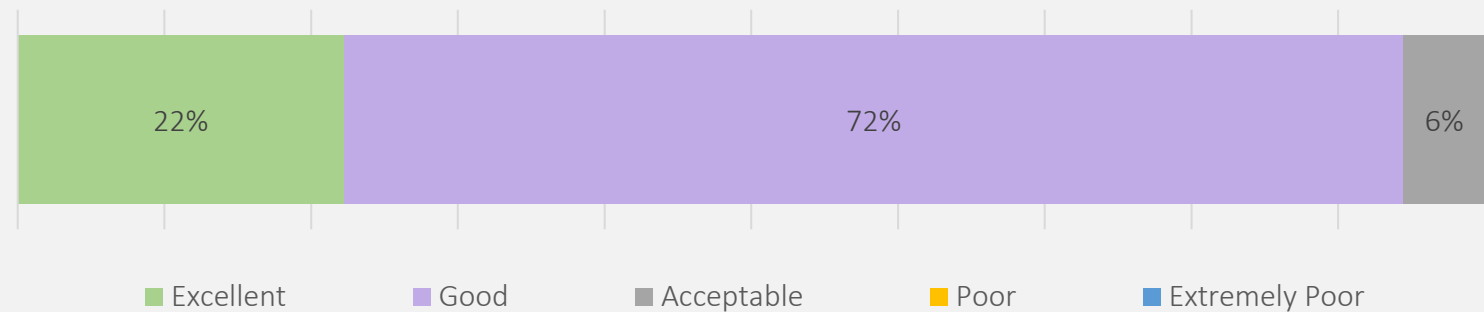
Tram Stops

Staff Helpfulness (Cont.) & Presentation

65 When you asked your question, what sort of answer did the member of staff give you? *18

2024 Q3	94% ... 6%

■ Correct answer
■ Incomplete / partially correct answer
■ Incorrect answer
■ Member of staff said they did not know
■ Member of staff did not answer the question (even when asked a second time)
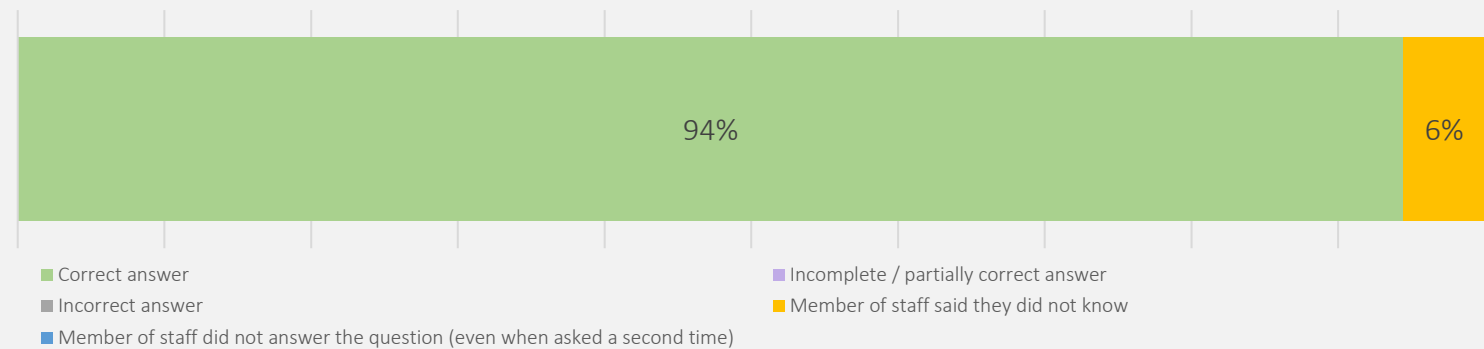
66 Was the member of staff well presented? *18

2024 Q3	100%

■ Yes   ■ No   ■ N/A - wearing plain clothes
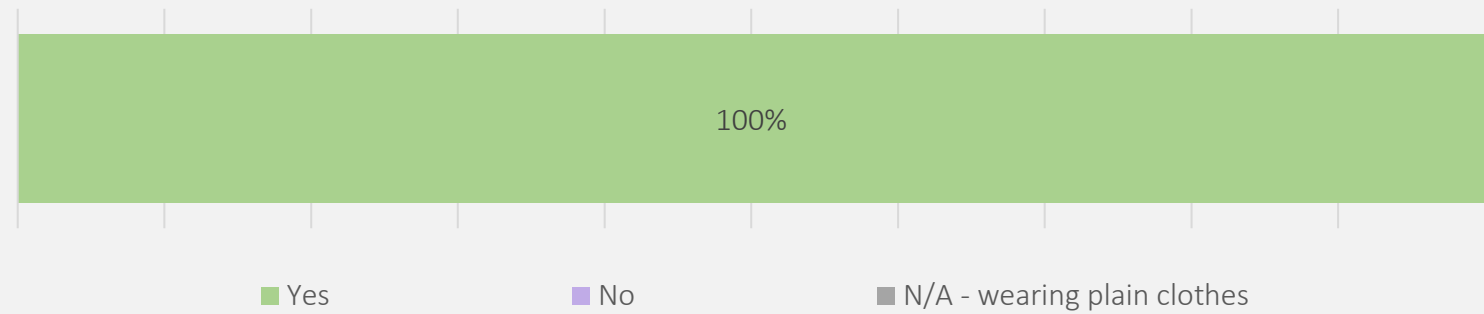
Tram Performance

This sections contains questions relating to LRV performance.

Tram Performance

Floor Cleanliness & Condition

67 What would best describe the cleanliness of the floors on the tram? *252

2024 Q3

Excellent	Good	Moderate	Poor	Extremely Poor
15%	63%	17%	4%	
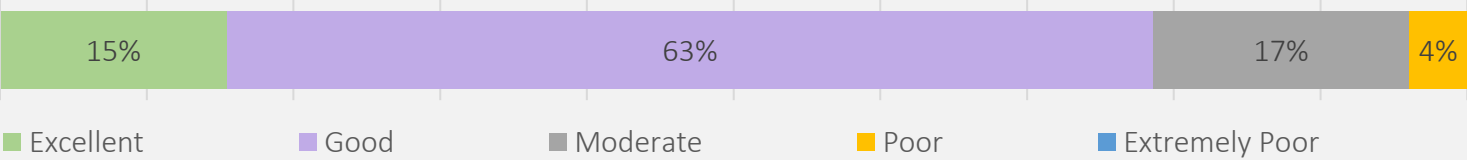
68 What would best describe the level of litter on the floors of the tram? *252

2024 Q3

Excellent	Good	Moderate	Poor	Extremely Poor
40%	56%	3%	0%	
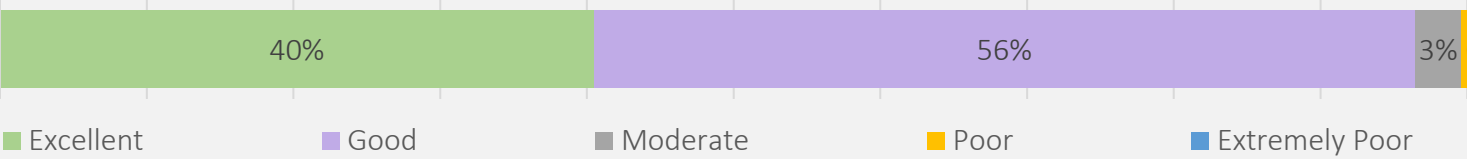
69 What would best describe the cleanliness of seating on the tram? *252

2024 Q3

Excellent	Good	Moderate	Poor	Extremely Poor
17%	71%	12%		
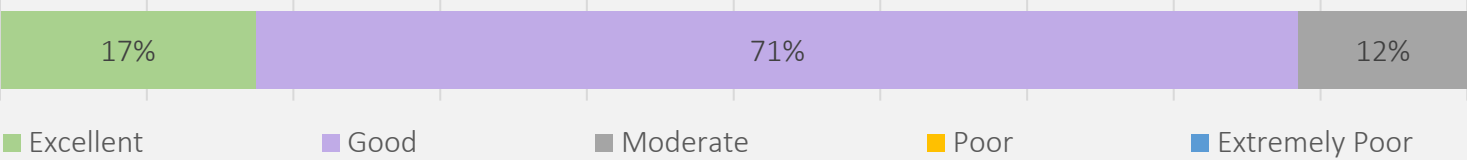
Tram Performance

Seating Cleanliness & Condition

70 What would best describe the level of litter on the seating of the tram? *252

2024 Q3

Excellent	Good
85%	15%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

71 What would best describe the level of non-scratched graffiti on the seating of the tram? *252

2024 Q3

Excellent	Good
91%	9%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

72 What would best describe the level of etching on the seating of the tram? *252

2024 Q3

Excellent	Good
69%	31%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

73 What best describes the condition of the seat upholstery? *252

2024 Q3

Excellent	Good	
23%	76%	1%

■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

Tram Performance

Windows Cleanliness & Condition

74 What best describes the level of non-scratched graffiti on windows? *252

2024 Q3

Excellent: 92%	Good: 7%	0%

Legend: ■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

75 What best describes the level of etching on windows? *252

2024 Q3

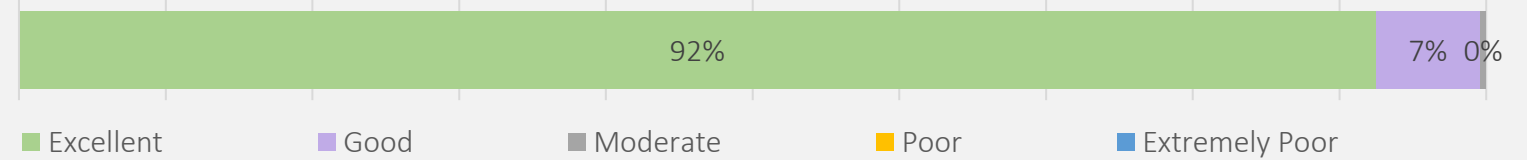|			
Excellent: 57%	Good: 32%	Moderate: 10%	1%

Legend: ■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor
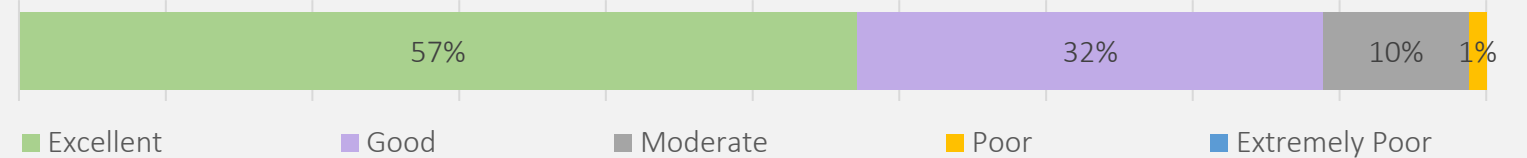
76 What best describes the level of cleanliness of windows? *252

2024 Q3

Excellent: 12%	Good: 69%	Moderate: 17%	2%

Legend: ■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor
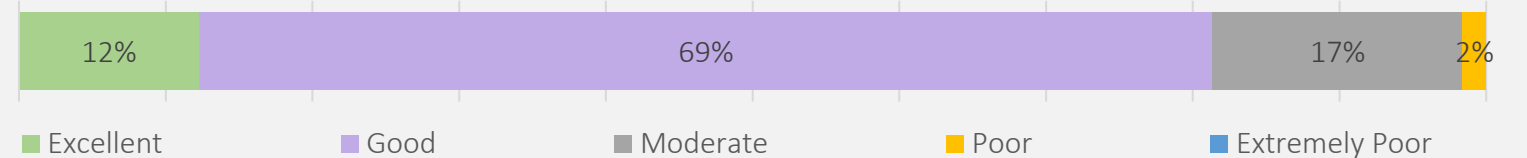
Tram Performance

Panels Cleanliness & Condition

77 What best describes the level of non-scratched graffiti on interior tram panels? *252

2024 Q3

Excellent	Good
92%	8%

Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

78 What best describes the level of etching on interior tram panels? *252

2024 Q3

Excellent	Good	Moderate
51%	42%	6%

Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

79 What best describes the level of cleanliness of interior tram panels? *252

2024 Q3

Excellent	Good	Moderate	Poor
15%	67%	18%	0%

Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

80 What best describes the condition of interior tram panels? *252

2024 Q3

Excellent	Good	Moderate
20%	66%	14%

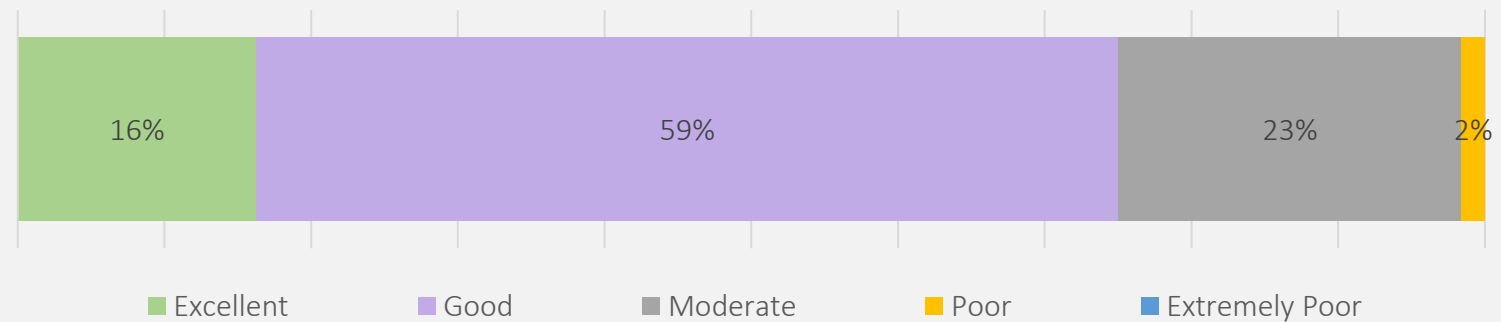Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

Tram Performance

Tram Exterior Cleanliness & Condition

81 What best describes the level of cleanliness of the exterior of the tram? *252

2024 Q3

Excellent	Good	Moderate	Poor
16%	59%	23%	2%

Legend: ■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

82 What best describes the condition of the exterior of the tram? *252

2024 Q3

Excellent	Good	Moderate
31%	65%	5%

Legend: ■ Excellent ■ Good ■ Moderate ■ Poor ■ Extremely Poor

* Current quarter base size
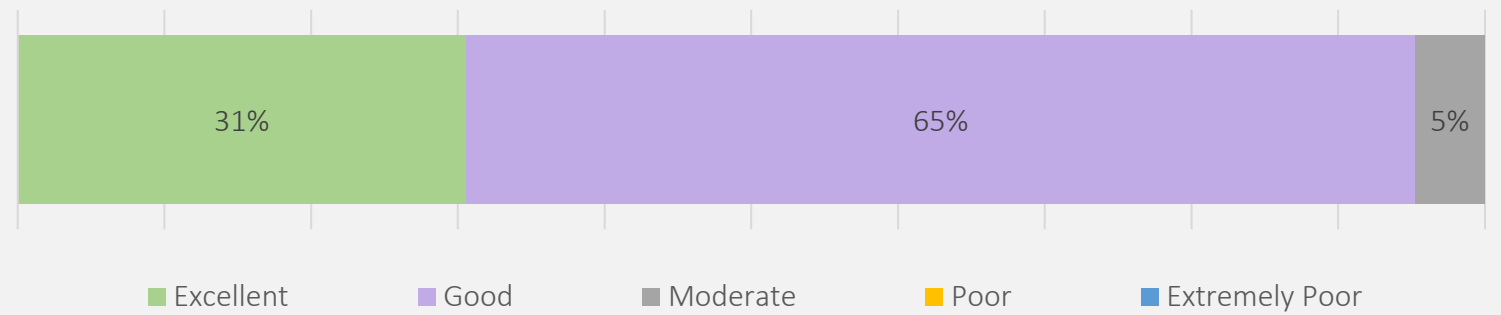
Tram Performance

Tram Lighting / Heating

83 Was interior lighting on when required? *11

2024 Q3	100%

■ Yes ■ No ■ N/A
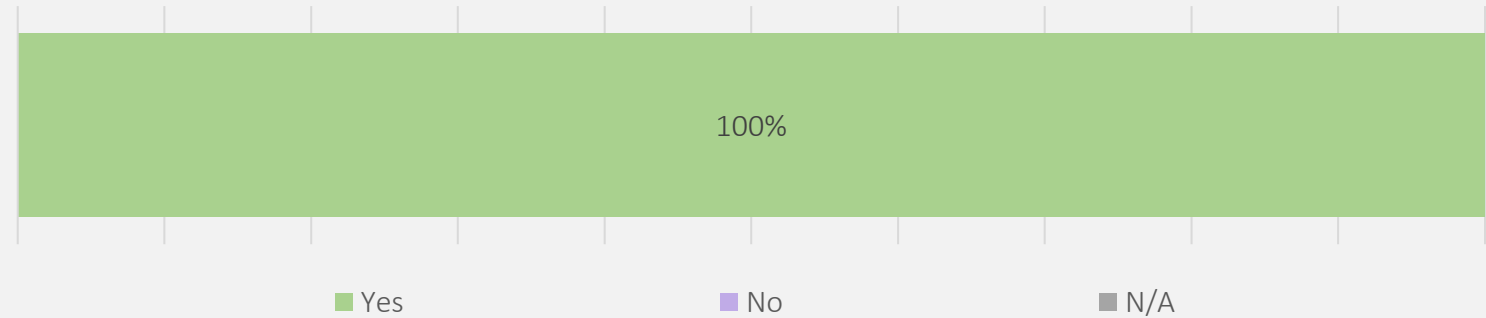
84 Did you consider the temperature on board the tram was appropriate given the weather conditions? *252
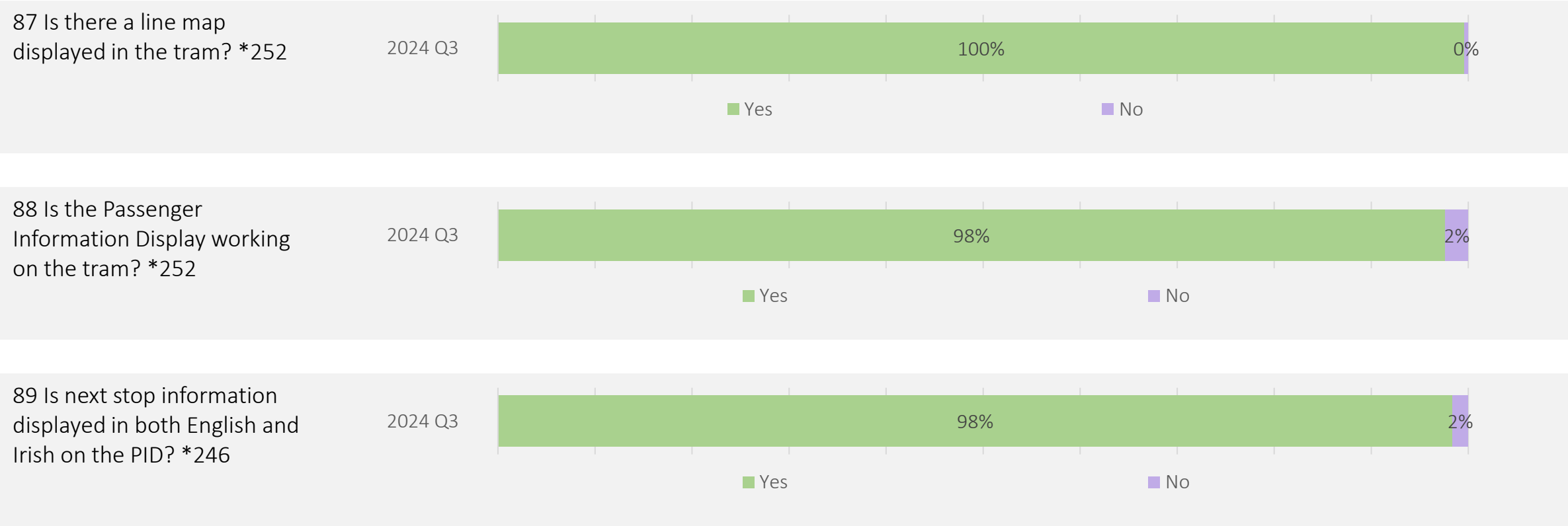
2024 Q3	100%

■ Yes ■ No
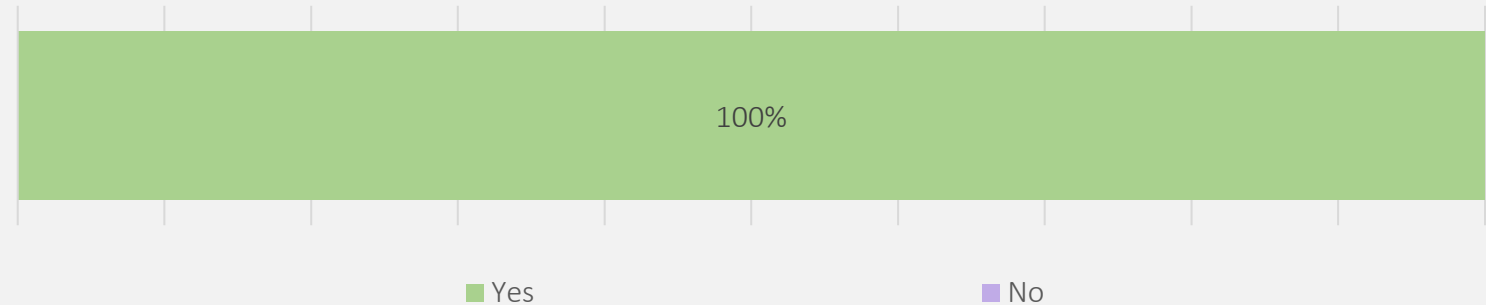
Tram Performance

86 Did the doors open at the stop when activated by the customer? *252
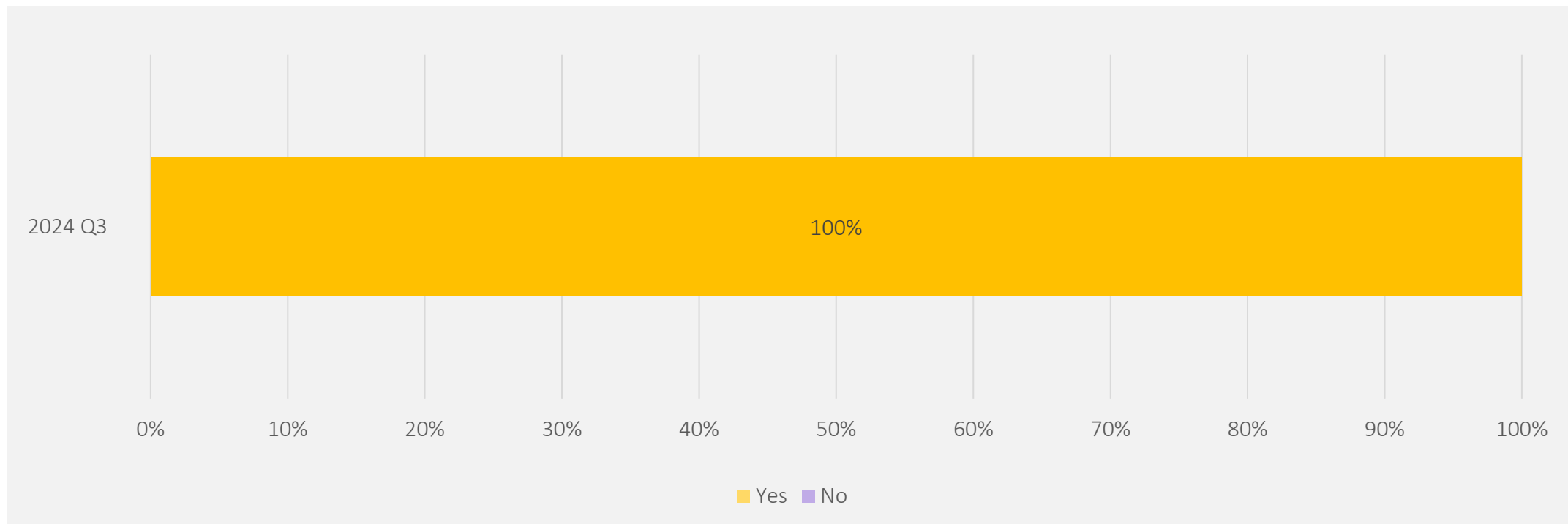
Tram Performance

On-Board Information Displays

87 Is there a line map displayed in the tram? *252

2024 Q3

100%   0%

■ Yes   ■ No

88 Is the Passenger Information Display working on the tram? *252

2024 Q3

98%   2%

■ Yes   ■ No

89 Is next stop information displayed in both English and Irish on the PID? *246
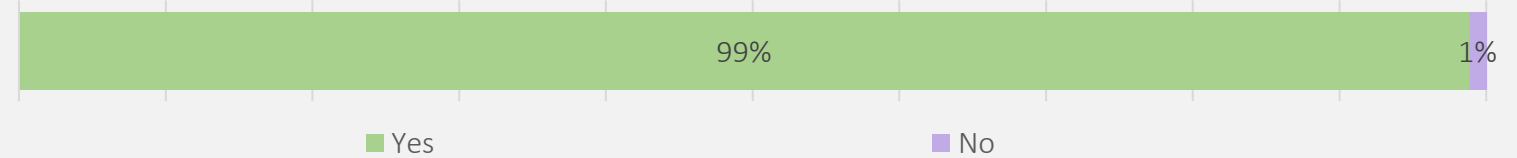
2024 Q3

98%   2%

■ Yes   ■ No

Tram Performance

Next Stop Announcements

90 Are automated next stop announcements made upon approach to the next stop? *252

2024 Q3

Yes	No
99%	1%

■ Yes   ■ No

91 Are all next stop announcements correct? *249

2024 Q3

Yes	No
100%	

■ Yes   ■ No
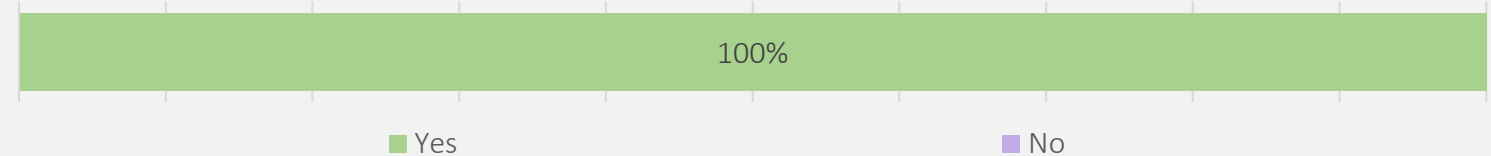
92 Are all next stop announcements audible? *249

2024 Q3

Yes	No
98%	2%

■ Yes   ■ No
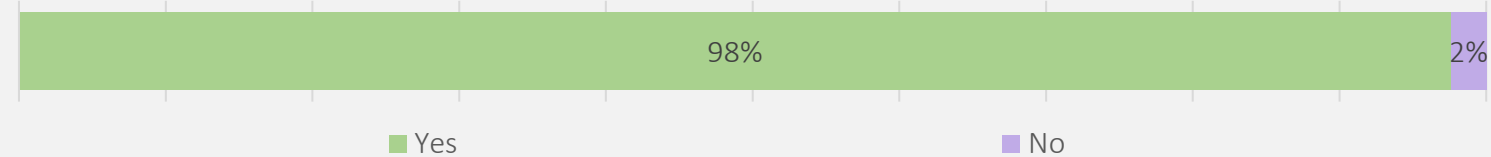
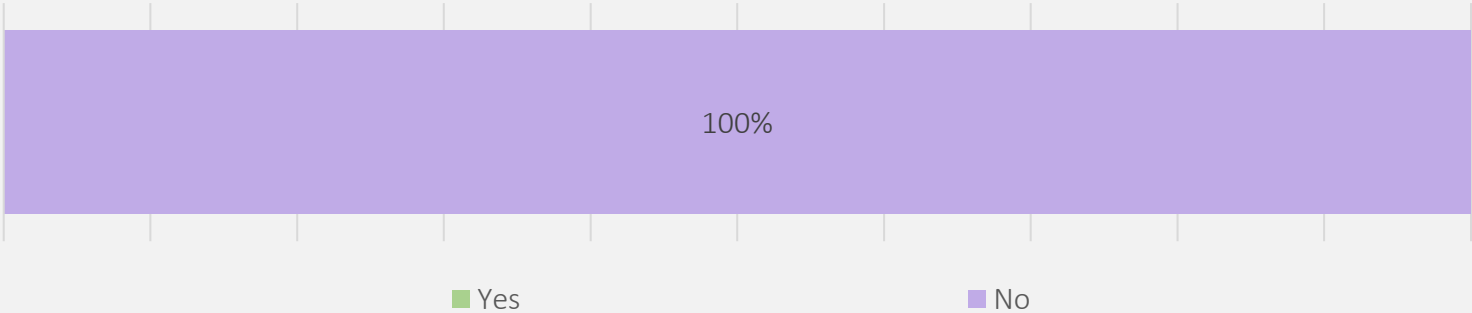## Tram Performance

Tram Disruption Announcements

94 Did the driver make an announcement notifying customers of the disruption? *1

2024 Q3: 100% (No)

■ Yes   ■ No

95 Did the driver mention the likely duration of the disruption? *1

2024 Q3: 100% (No)

■ Yes   ■ No
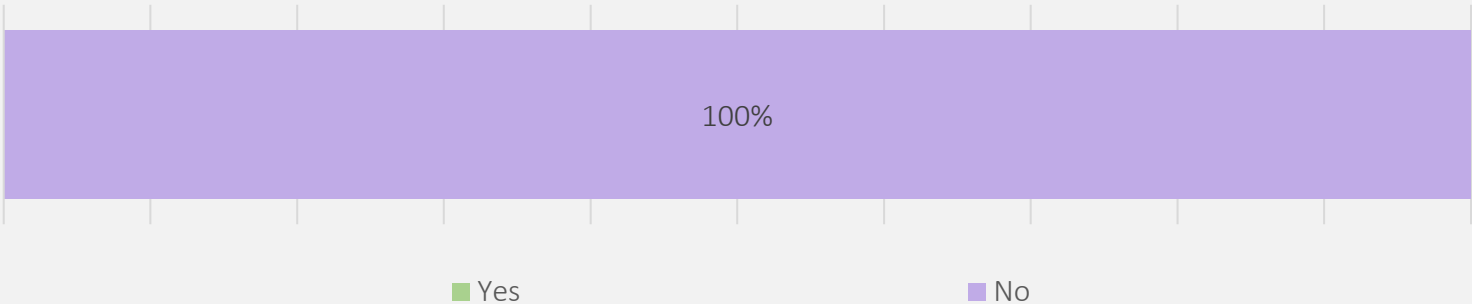
Tram Performance

96 Is the destination of your service displayed on the destination board on the tram? *252

2024 Q3	98% / 2%

Legend: ■ Yes ■ No

* Current quarter base size
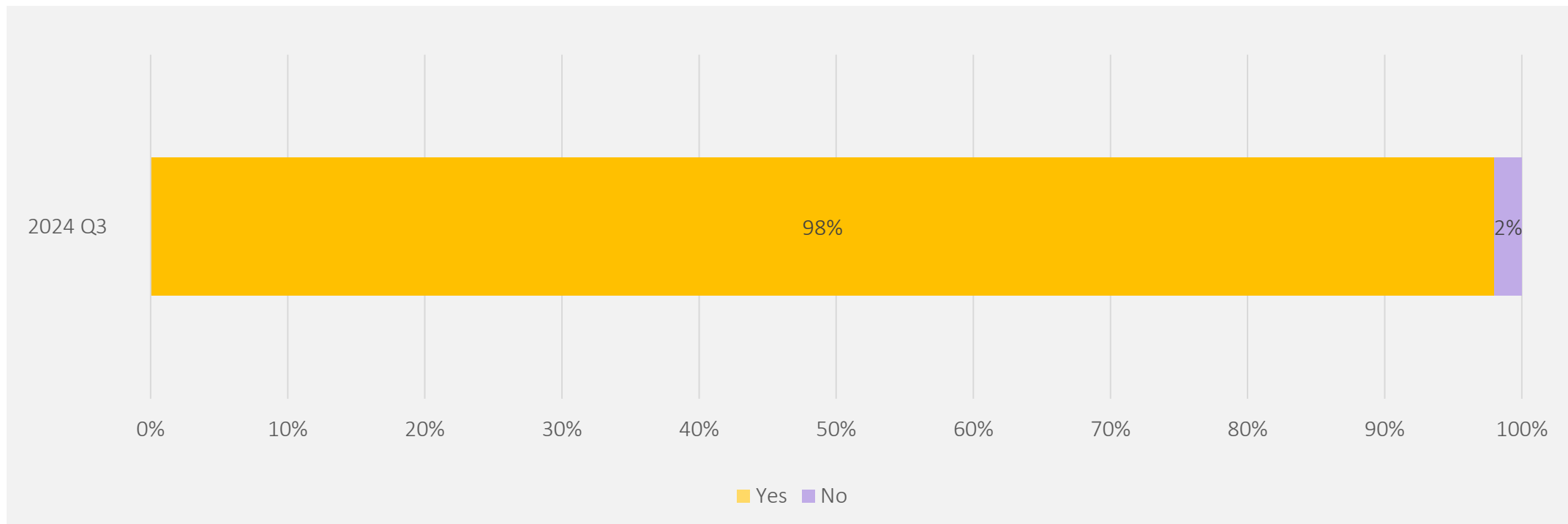
Assessment measures

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

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.

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