



NTA Mystery Passenger Survey

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

2025 Quarter 1

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Research Background:

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

159 mystery shops were conducted during Quarter 1 with mystery shoppers acting as passengers while waiting for and on board selected 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 highly trained Ipsos assessors, each has received detailed training and has passed certification prior to completing fieldwork. Each assessor uses a mobile device which enables both discreet and effective captures of location, bus and driver details at stops, when boarding, on board and after alighting buses.

2025 Quarter 1 took place between January 1st and March 23rd 2025.

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:

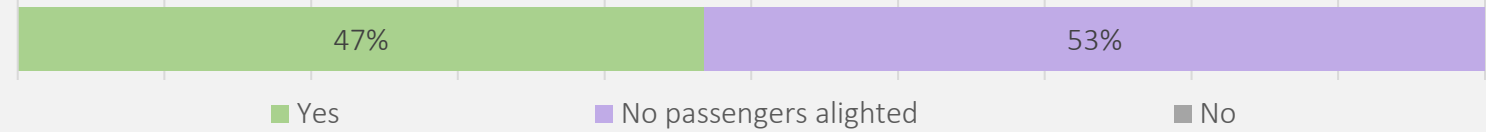
- Centre Doors
- Accessibility Ramps
- Information Displays / Audio Announcements
- Interior Lighting / On-board Temperature
- CCTV
- WIFI

Bus Equipment Performance

Bus Centre Doors

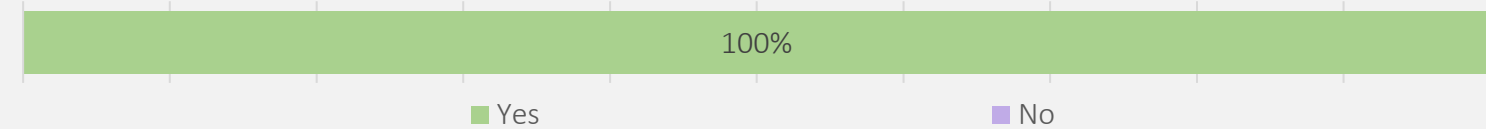
30A. When you were boarding the bus, did the driver open the centre doors for passengers who were getting off the bus?
(IF YES TO CENTRE DOORS Q30/1) *109

2025 Q1



66. When alighting, did the driver open the centre doors for you to alight?
(IF YES TO CENTRE DOORS Q30/1) *109

2025 Q1

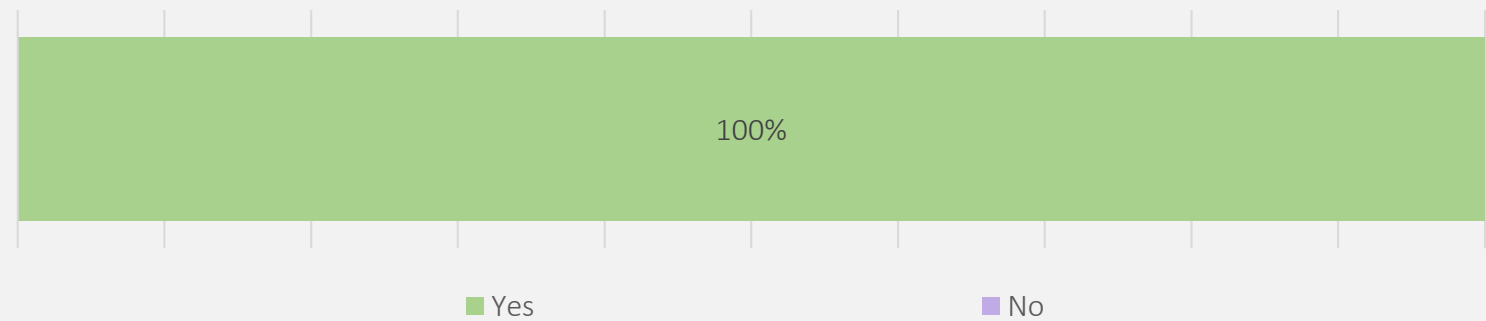


Bus Equipment Performance

Bus Accessibility Ramp

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

2025 Q1

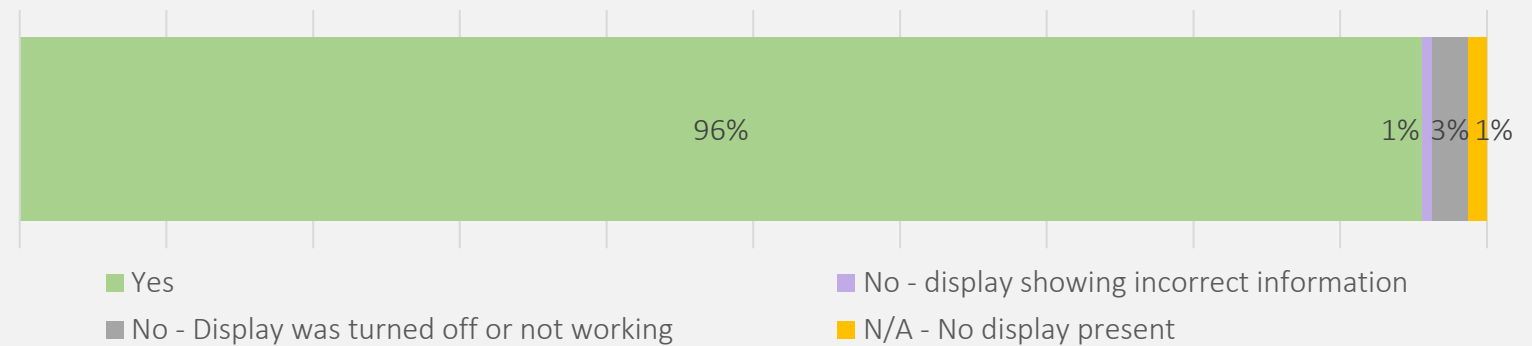


Bus Equipment Performance

Bus Electronic Board Performance

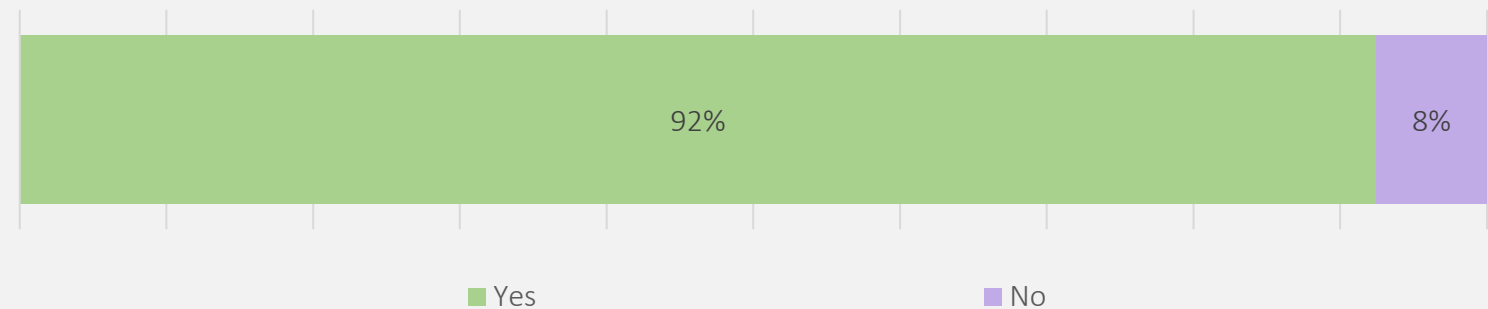
60. Was the information displayed on the electronic board showing correct 'next stop' information? *159

2025 Q1



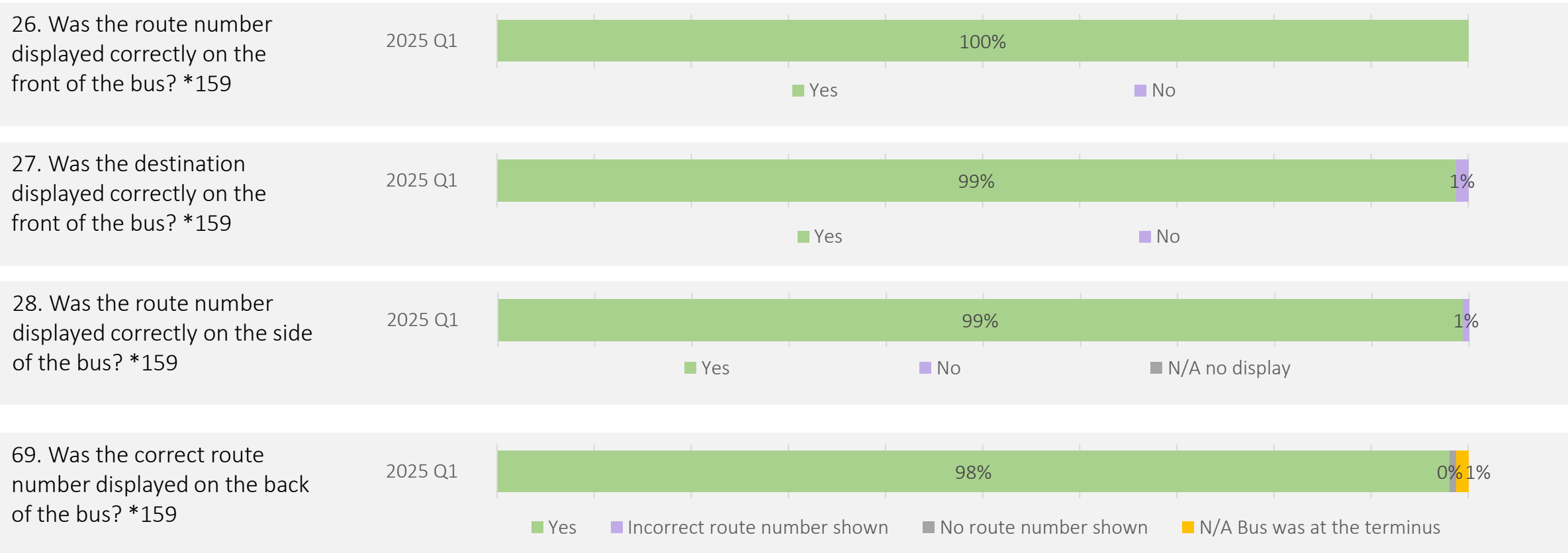
61. Was there an automatic next stop audio announcement? *159

2025 Q1



Bus Equipment Performance

Bus Route & Destination Display

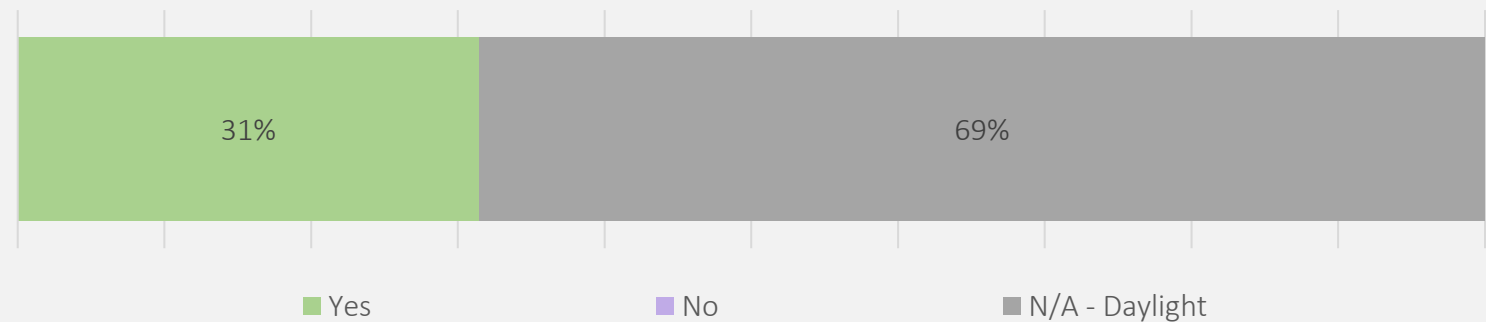


Bus Equipment Performance

Interior Lighting / On-Board Temperature

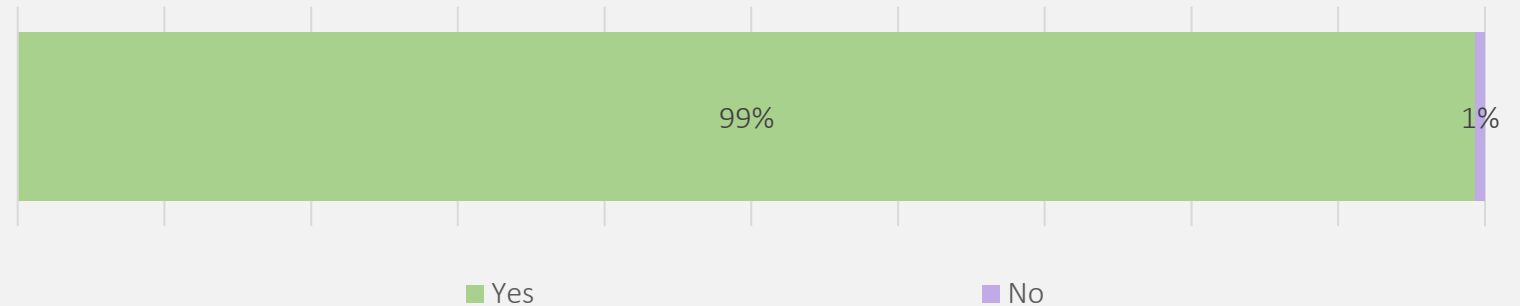
63. Was interior lighting on when required? If daylight, mark N/A. *159

2025 Q1



64. Did you consider the temperature on board the bus was appropriate given the weather conditions? *159

2025 Q1

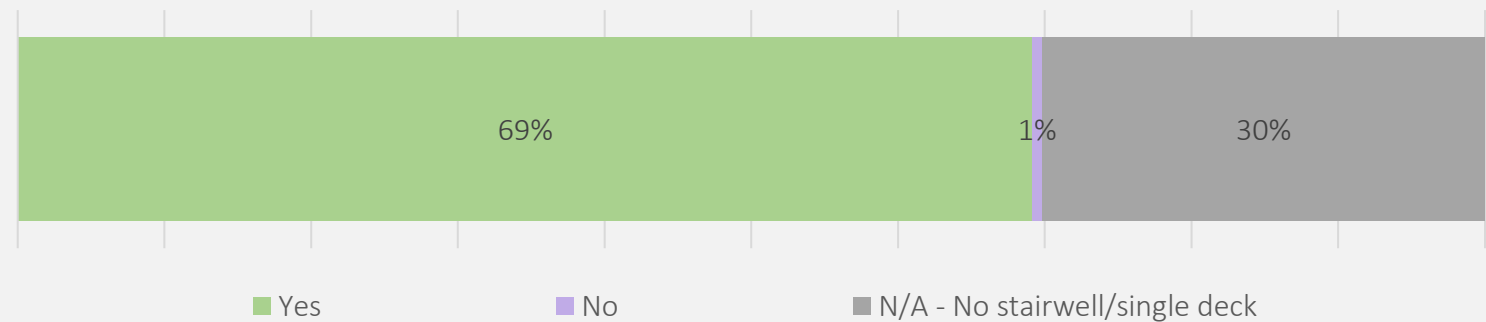


Bus Equipment Performance

Bus CCTV

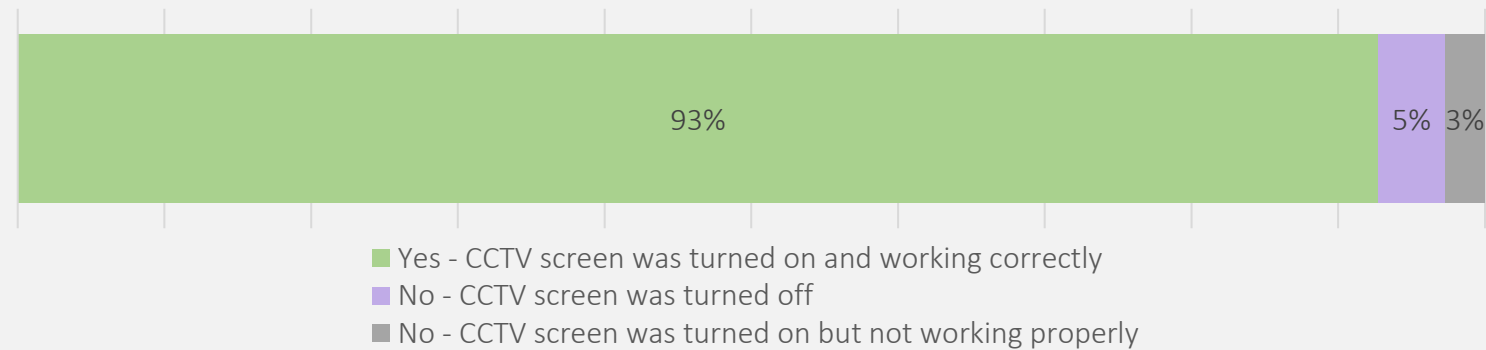
62. Was there a CCTV screen in stairwell on the bus? *159

2025 Q1



62A. Was the CCTV screen in the stairwell working correctly? *110

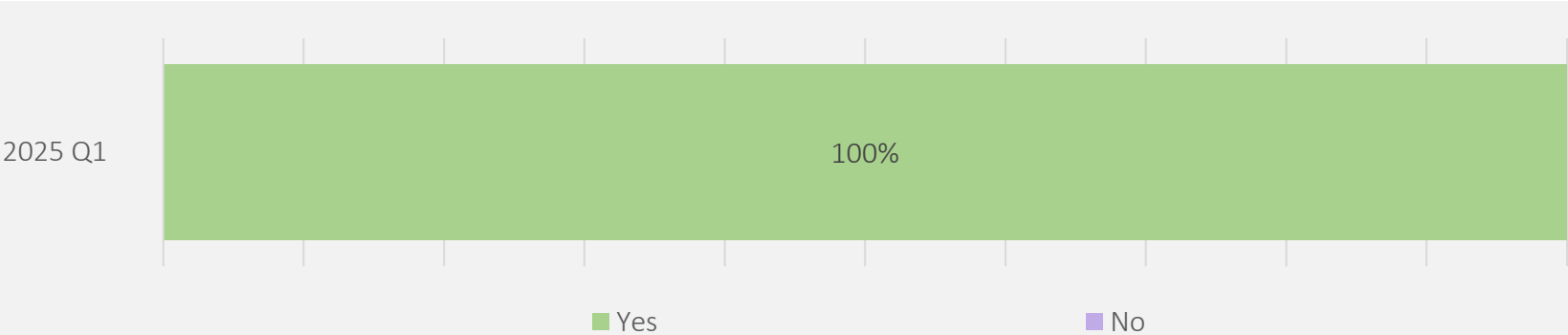
2025 Q1



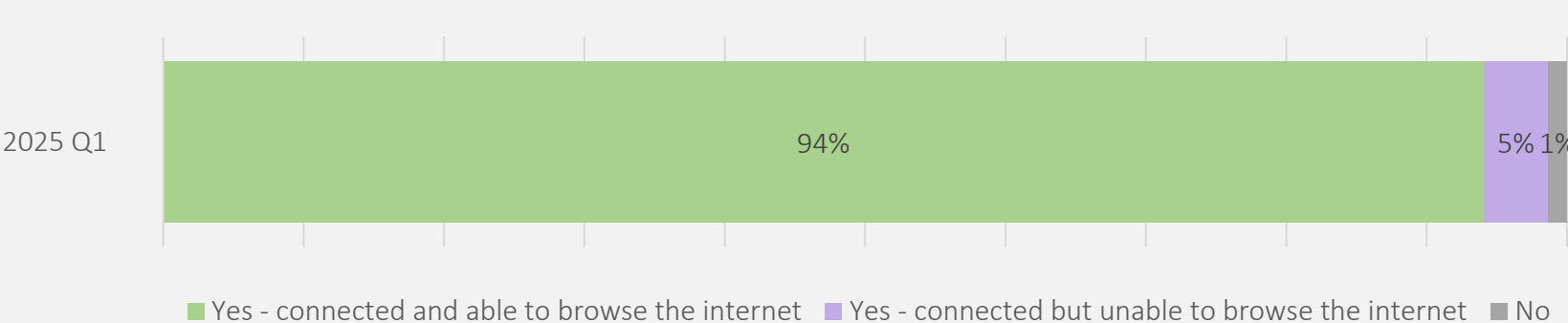
Bus Equipment Performance

On Board WIFI

65. Was the operator Wi-Fi available on board the bus?
*158



65A. Were you able to connect to the operator Wi-Fi network? *151



Bus Driver Performance

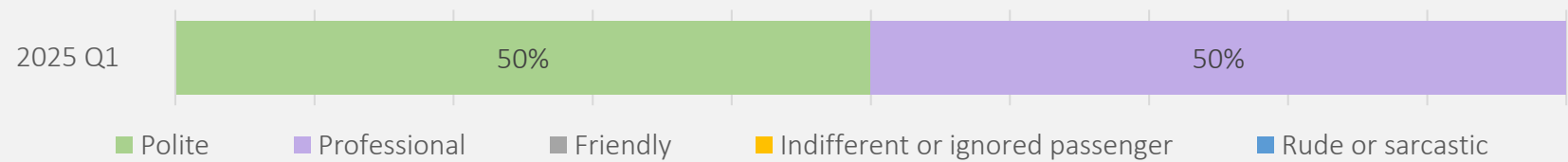
Contains questions relating to the following Bus Driver Performance:

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

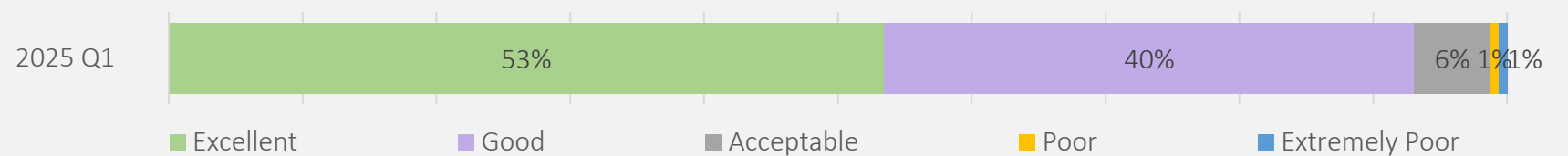
Bus Driver Performance

Driver Attitude

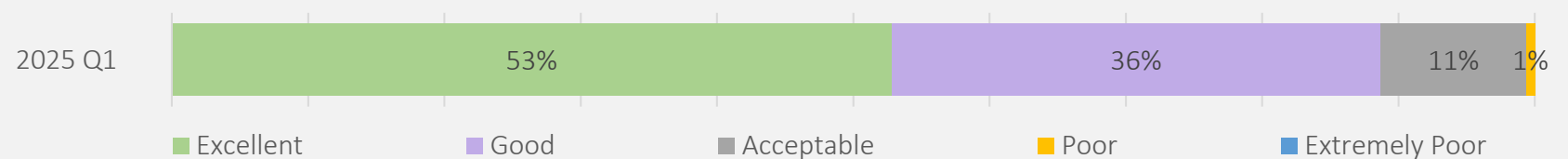
85A. How did the driver handle the situation?
(If yes to DRIVER DISPUTE Q85/2 to Q85/7) *2



33. What best describes the helpfulness of the driver?
*159



34. What best describes the politeness of the driver? *159

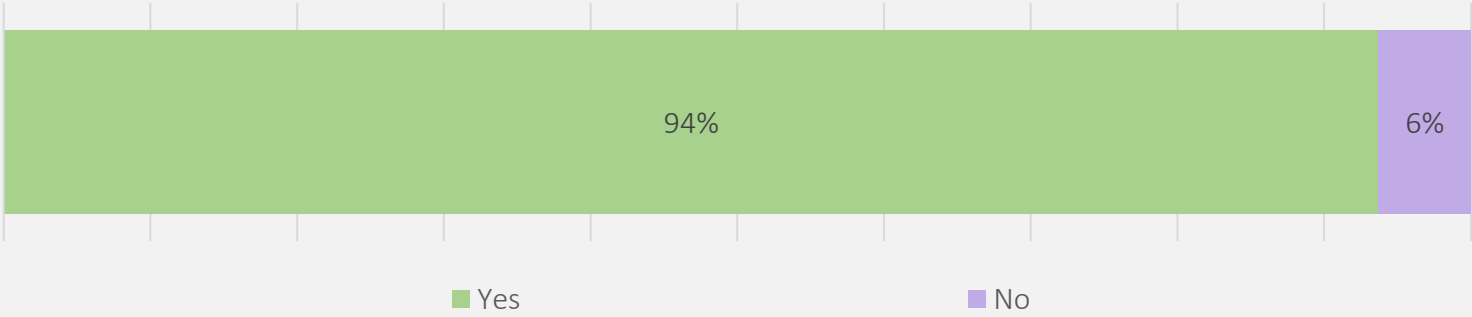


Bus Driver Performance

Driver Presentation

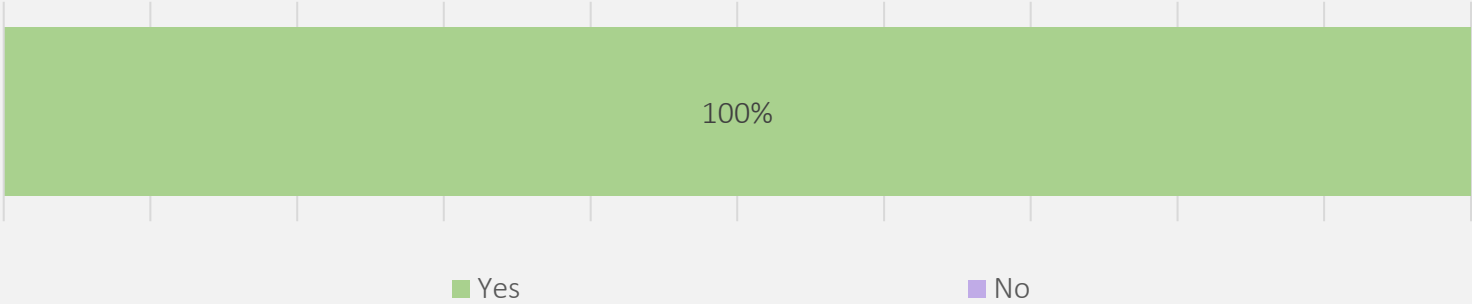
36. Was the driver wearing uniform? *159

2025 Q1



37. Was the driver well presented? *159

2025 Q1

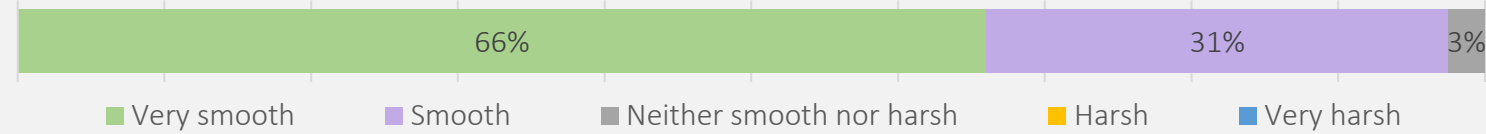


Bus Driver Performance

Bus Ride Quality

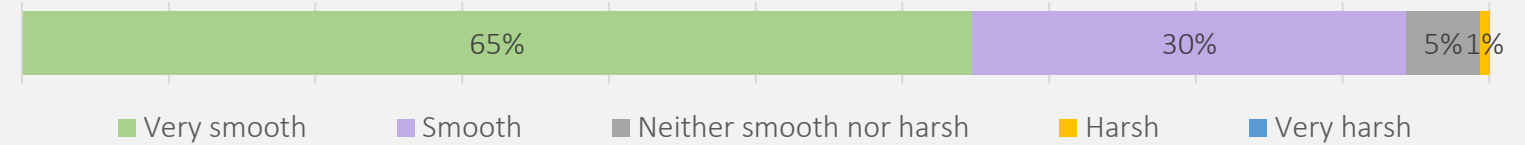
76. How would you rate the smoothness of acceleration based on your journey overall? (ASK ALL) *159

2025 Q1



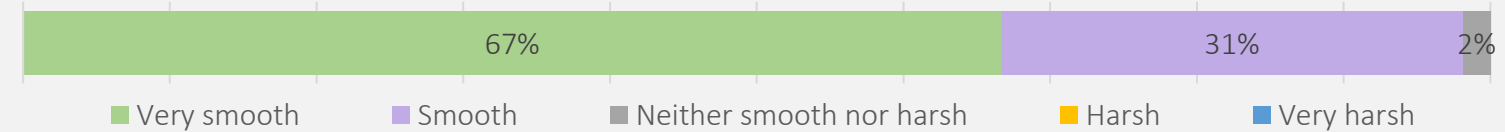
77. How would you rate the smoothness of braking based on your journey overall? *159

2025 Q1



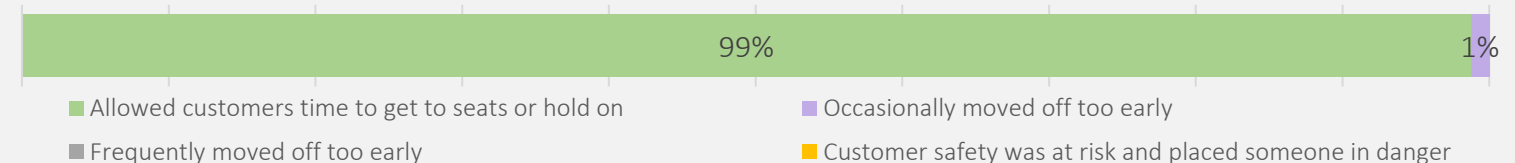
78. How would you rate the smoothness of steering based on your journey overall? *159

2025 Q1



79. Did the driver give passengers adequate time to find their seats or hold on when moving off? *159

2025 Q1

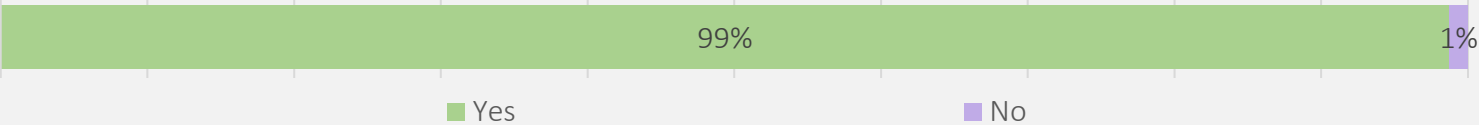


Bus Driver Performance

Serving the Stop

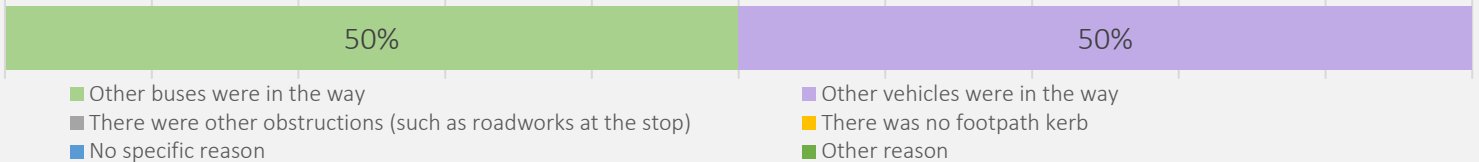
73. When you were getting off, did the bus pull up to the footpath kerb at the bus stop sufficiently to allow passengers board and alight from the bus without walking on the road? *159

2025 Q1



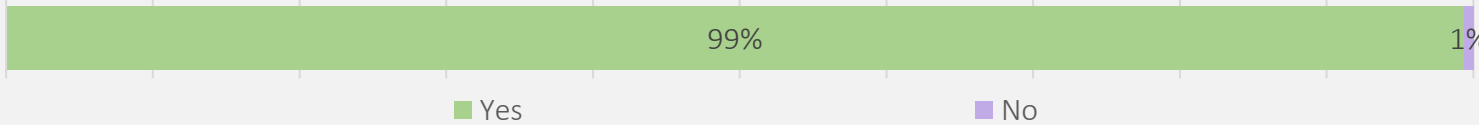
73A. Why did the bus not pull up to the kerb? *2

2025 Q1



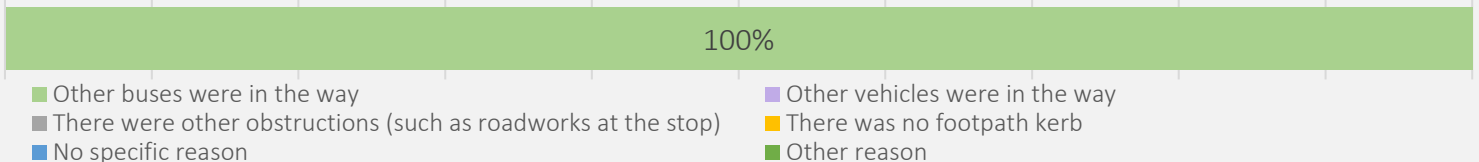
29. When you were getting on, did the bus pull up to the footpath kerb at the bus stop sufficiently to allow passengers board and alight from the bus without walking on the road? *159

2025 Q1



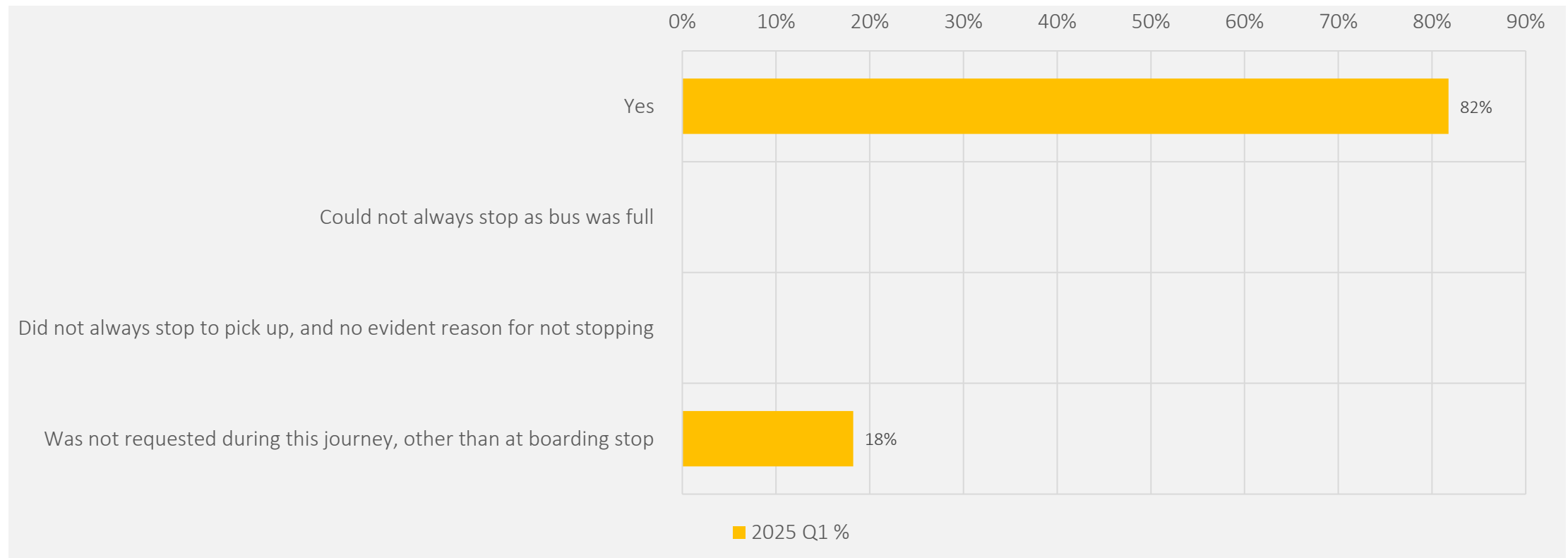
29A. Why did the bus not pull up to the footpath kerb? *1

2025 Q1



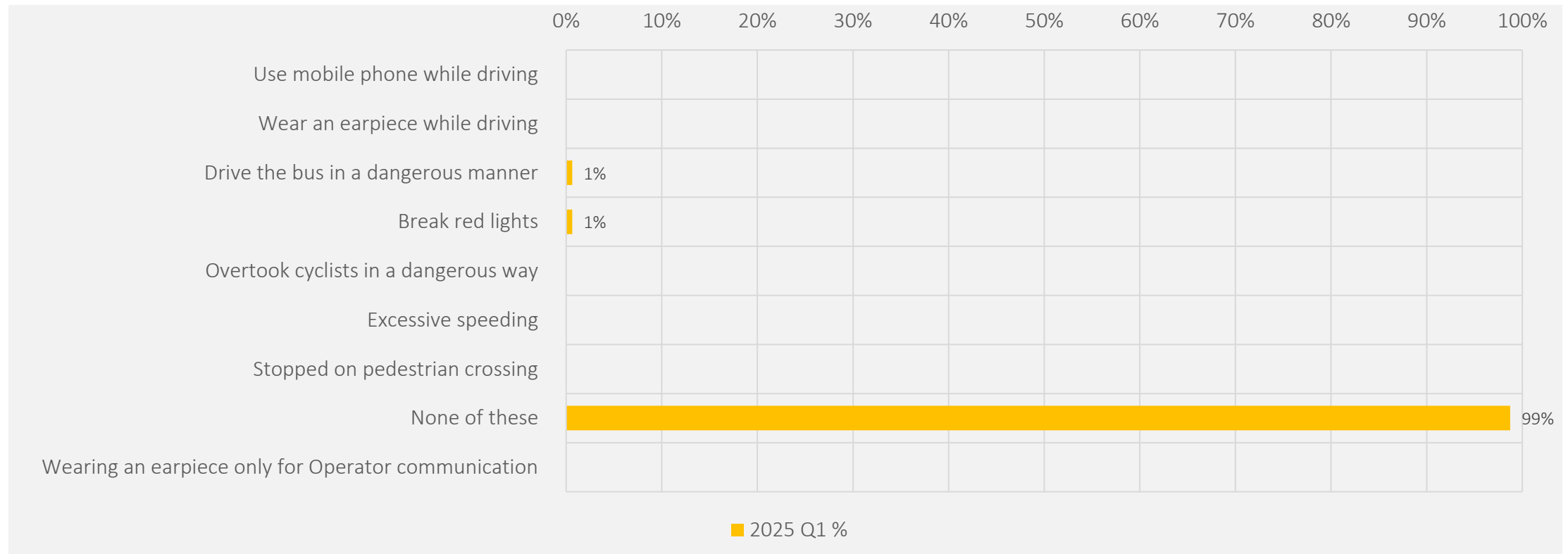
Bus Driver Performance

84. So far as you could tell, did the driver always stop to pick up passengers when requested? *159



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.) *159

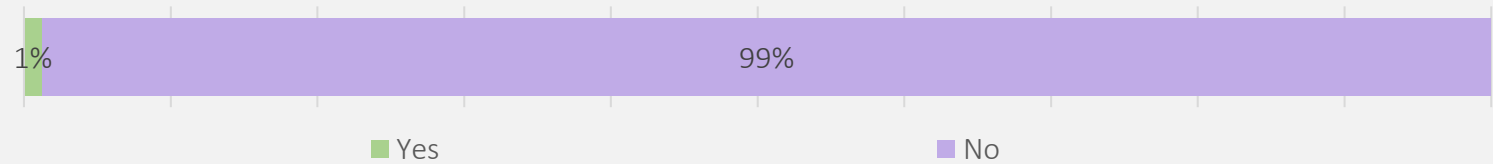


Bus Driver Performance

Other Driver Behaviours

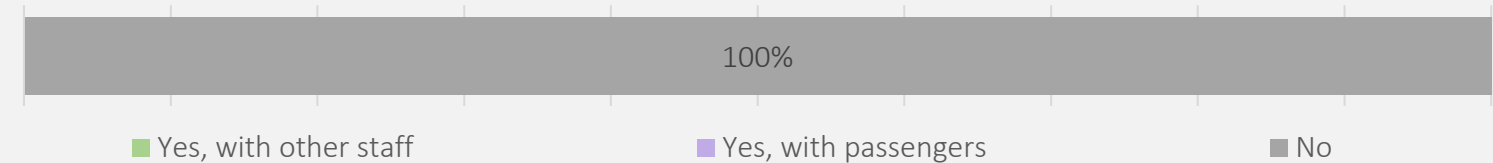
81. Did the driver listen to music or the radio whilst driving?
(Only relevant for city routes)
*159

2025 Q1



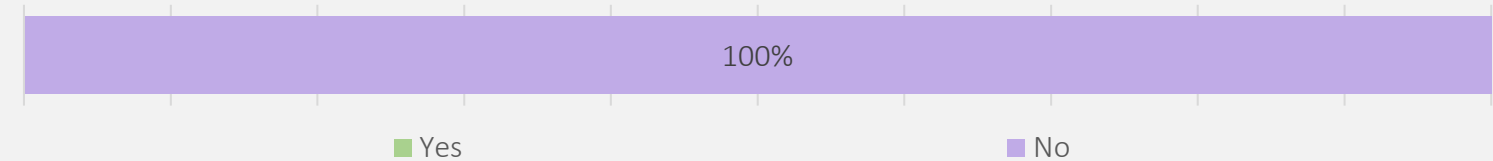
82. Did the driver hold long conversations with other people on the bus while driving? *159

2025 Q1



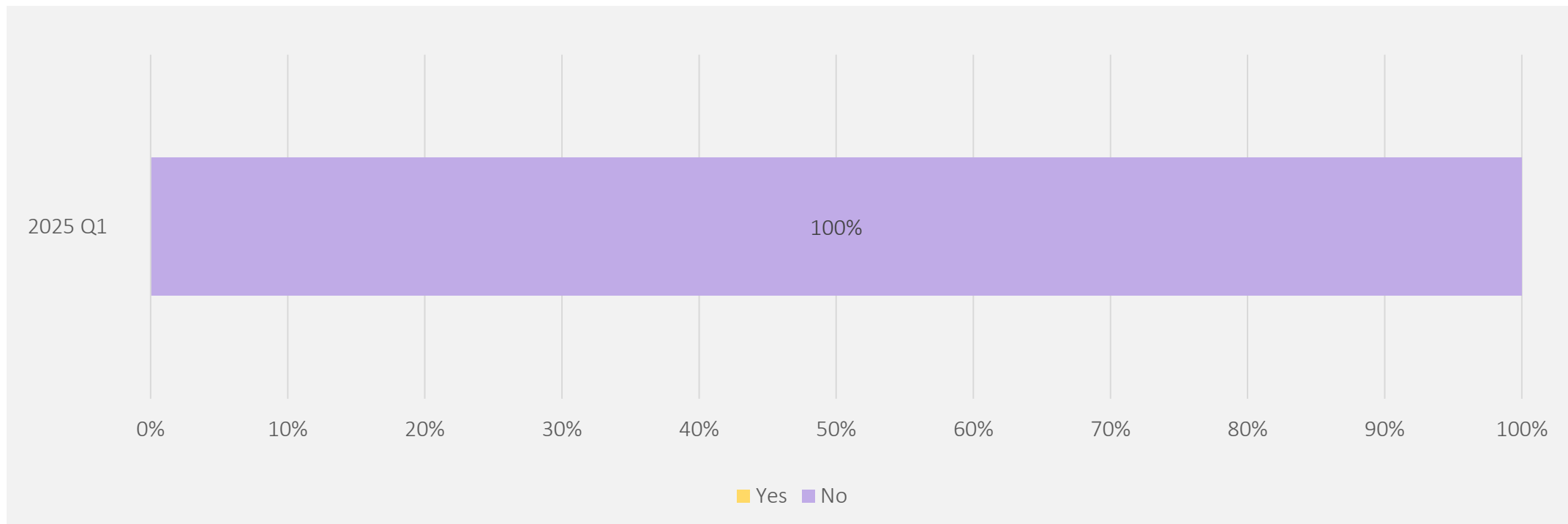
83. Did the driver leave the bus unattended at any time?
*159

2025 Q1



Bus Driver Performance

86. Did bus terminate early or divert off course? *159



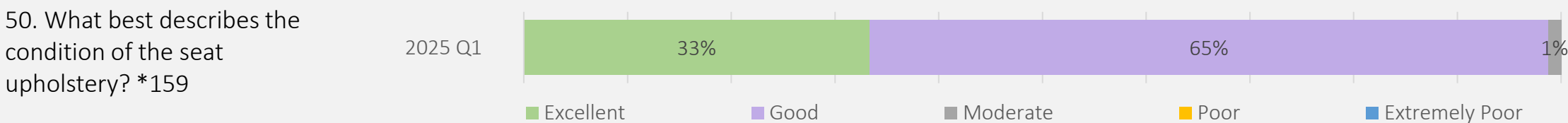
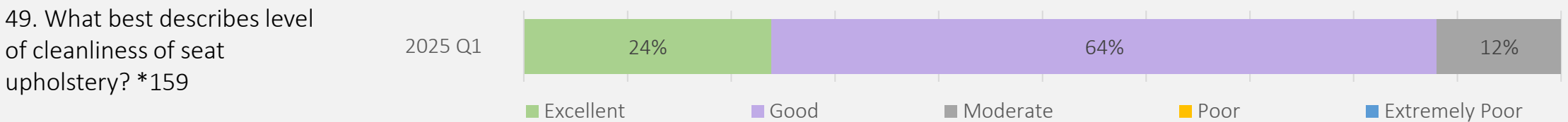
Cleanliness Performance - Bus Cleanliness

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

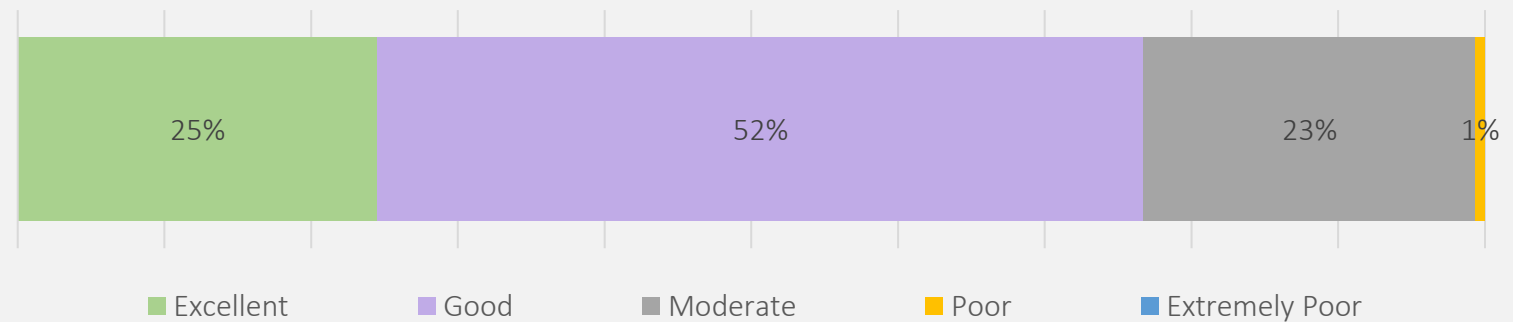


Cleanliness Performance - Bus Cleanliness

Floors and Stairs Cleanliness and Level of Litter

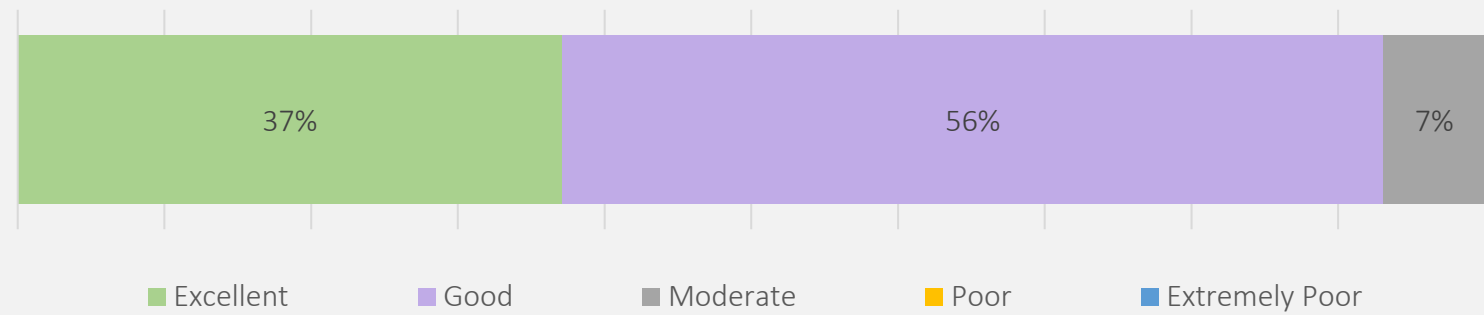
54. What best describes level of cleanliness of floors and stairs? *159

2025 Q1



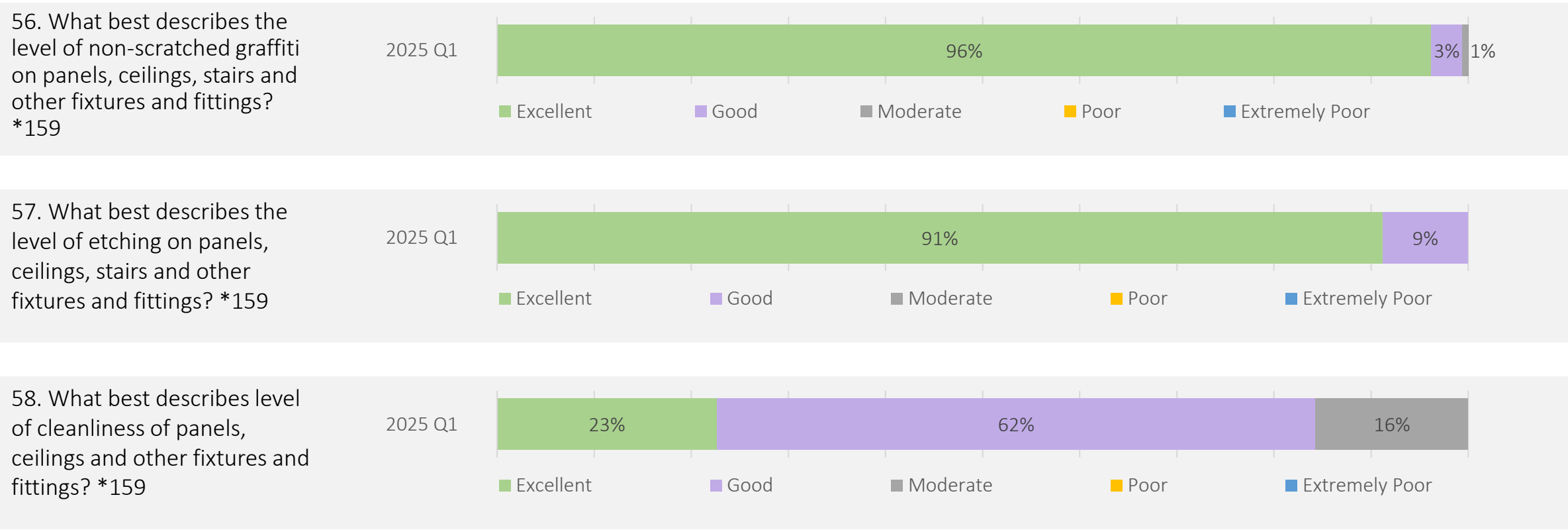
55. What best describes level of litter of floors and stairs? *159

2025 Q1



Cleanliness Performance - Bus Cleanliness

Panels, Ceilings, Stairs and Other Fixtures and Fittings Cleanliness

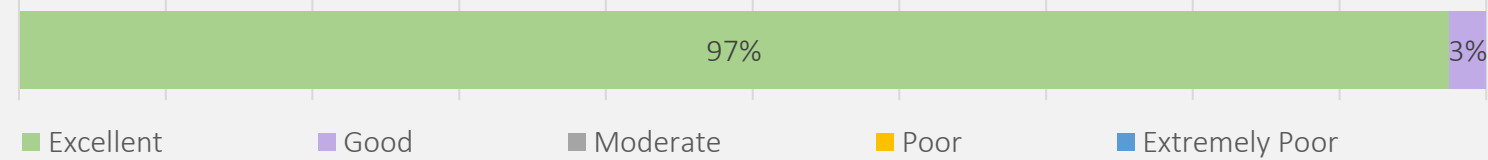


Cleanliness Performance - Bus Cleanliness

Window Cleanliness and Condition

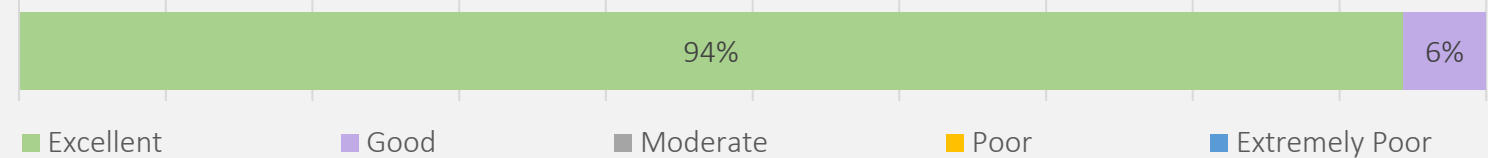
51. What best describes level of non-scratched graffiti on windows? *159

2025 Q1



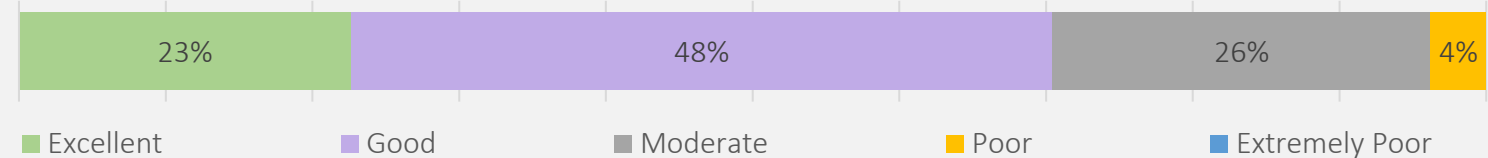
52. What best describes the level of etching on windows? *159

2025 Q1



53. What best describes level of cleanliness of windows? *159

2025 Q1

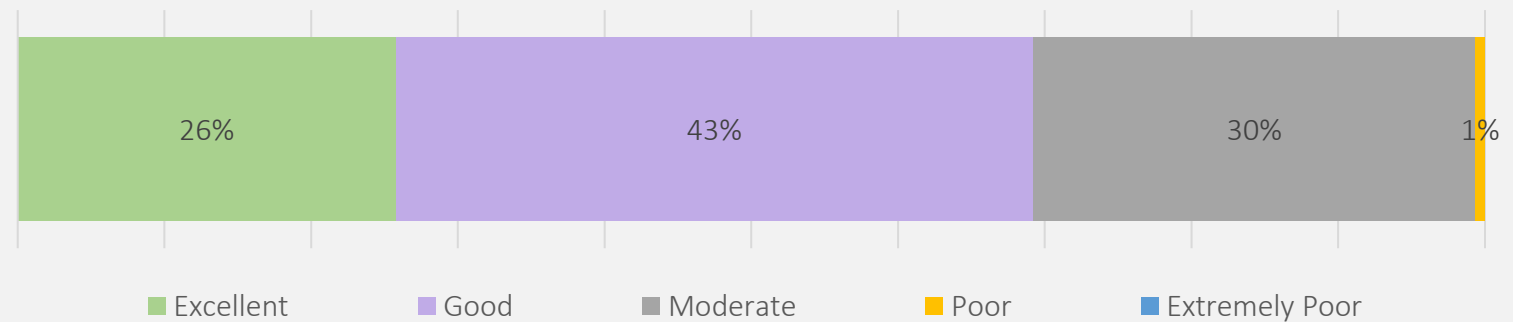


Cleanliness Performance - Bus Cleanliness

External Bus Cleanliness and Condition

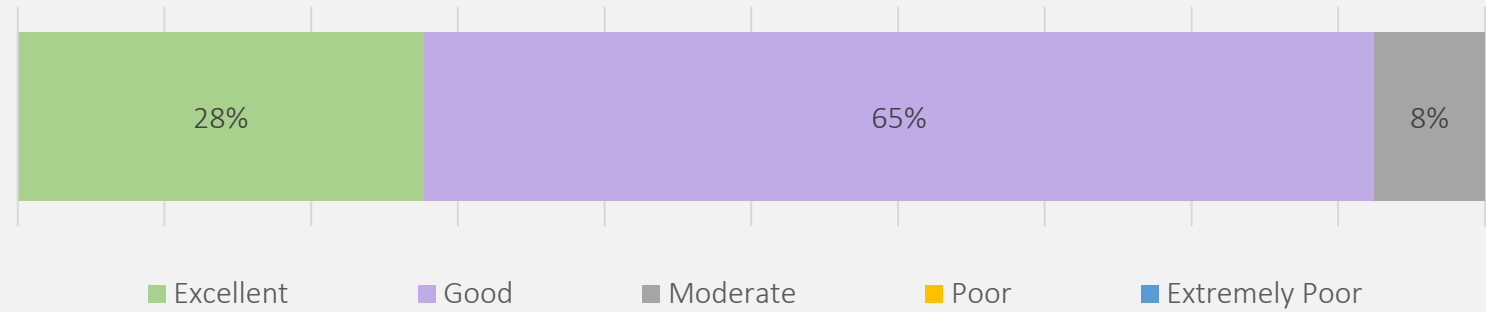
74. Please rate the overall external cleanliness of the bus
*159

2025 Q1



75. Please rate the overall external condition of the bus
*159

2025 Q1



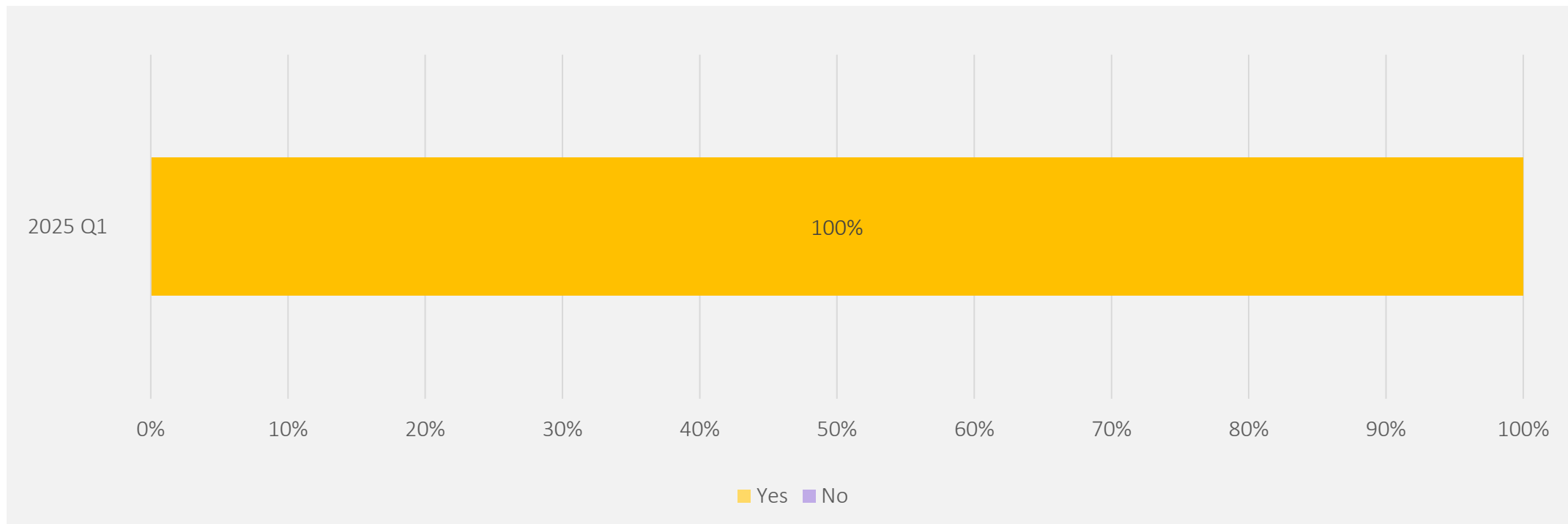
Customer Information Performance

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? *159



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.