



NTA Mystery Passenger Survey Luas 2025 Quarter 1

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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’.

250 mystery shops were conducted during Quarter 1 with mystery shoppers acting as passengers while waiting for and on board selected Luas routes around the city. A broad spread of routes were covered across different days of the week and times of the day.

The mystery shops were carried out by trained Ipsos assessors, following training and subsequent assessments. Assessors use mobile devices which enable both discreet and effective captures of location, tram and stop details, when boarding, on board and after alighting services.

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.

Tram Stops

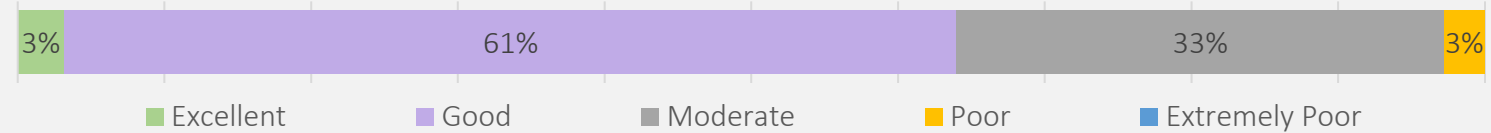
This sections contains questions relating to Tram Stops.

Tram Stops

Stop Cleanliness & Condition

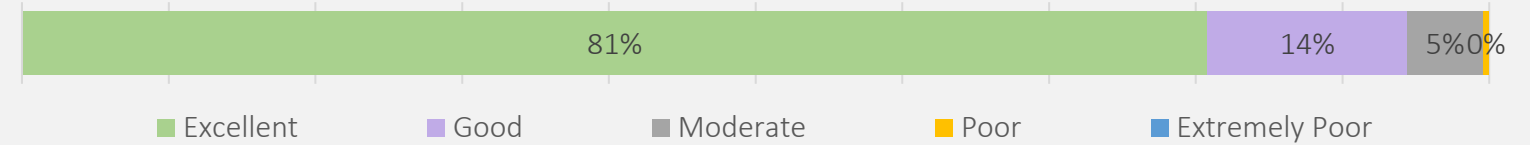
1 What would best describe the cleanliness of surfaces at the stop? *250

2025 Q1



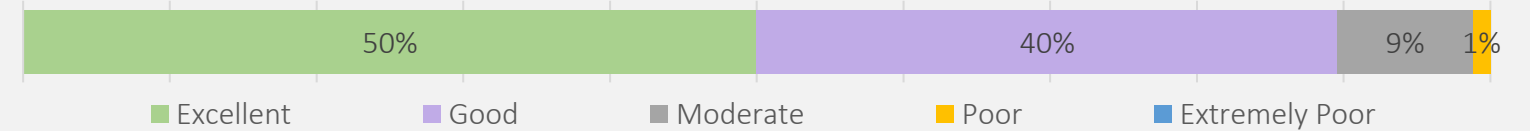
2 What would best describe the level of non-scratched graffiti on surfaces at the stop? *250

2025 Q1



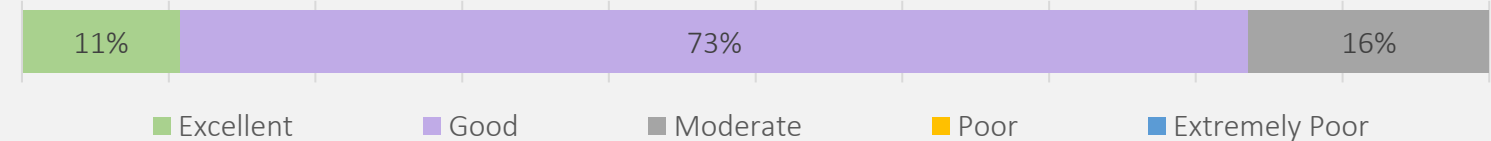
3 What would best describe the level of etching on surfaces at the stop? *250

2025 Q1



4 What would best describe the condition of surfaces at the stop? *250

2025 Q1

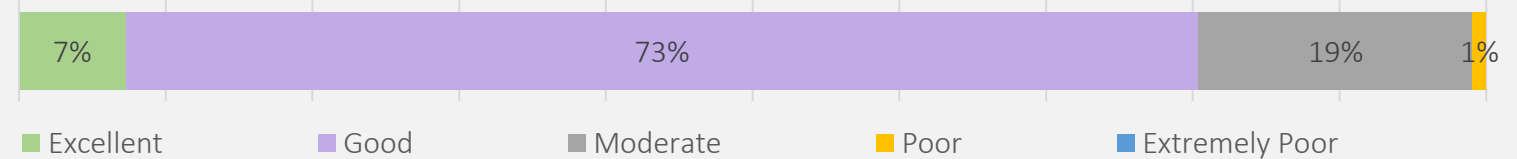


Tram Stops

Stop Seating Cleanliness & Condition

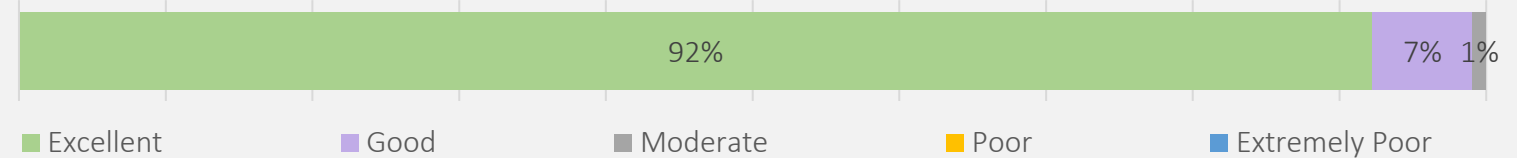
5 What would best describe the cleanliness of seating at the tram stop? *219

2025 Q1



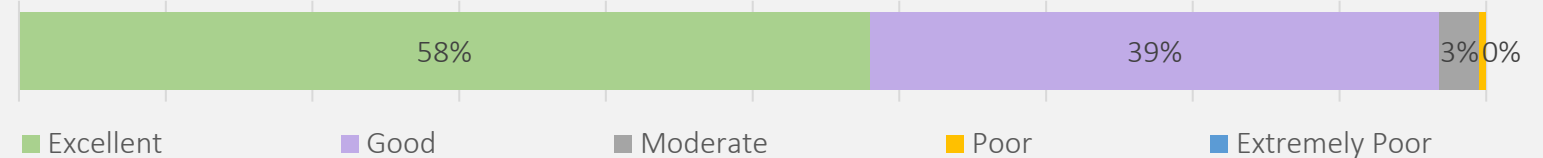
6 What would best describe the level of non-scratched graffiti on the seating of the tram stop? *219

2025 Q1



7 What would best describe the level of etching on the seating of the tram stop? *219

2025 Q1

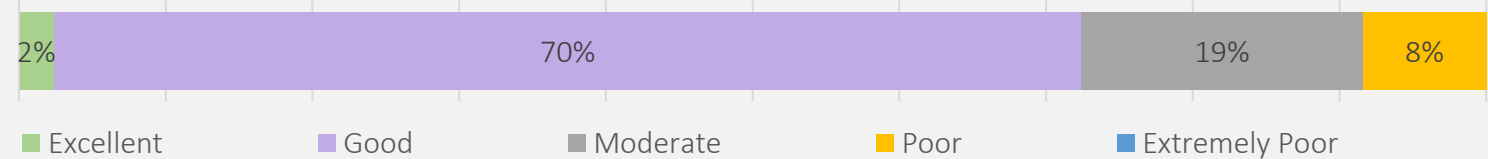


Tram Stops

Platform Cleanliness & Condition

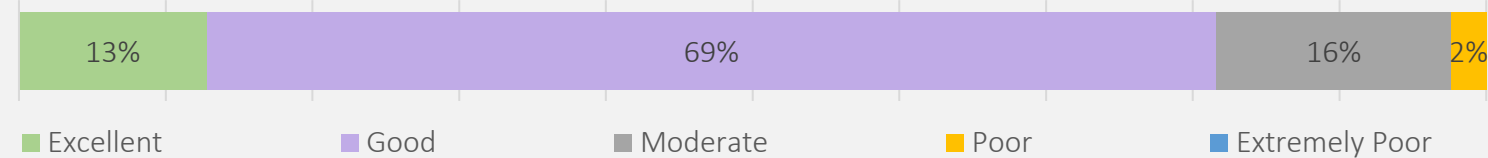
8 What would best describe the cleanliness of platforms at the tram stop? *250

2025 Q1



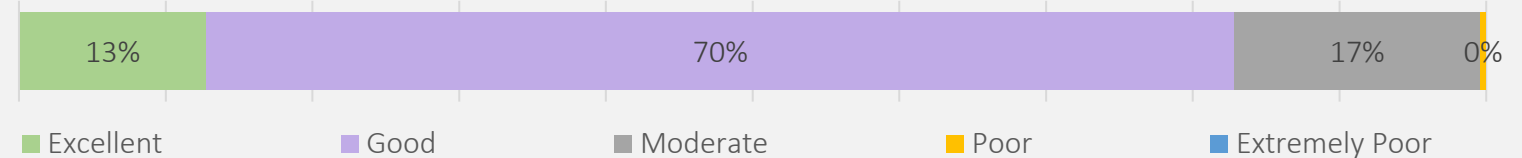
9 What would best describe the level of litter on the platforms at the tram stop? *250

2025 Q1



10 What best describes the condition of the platform floors? *250

2025 Q1

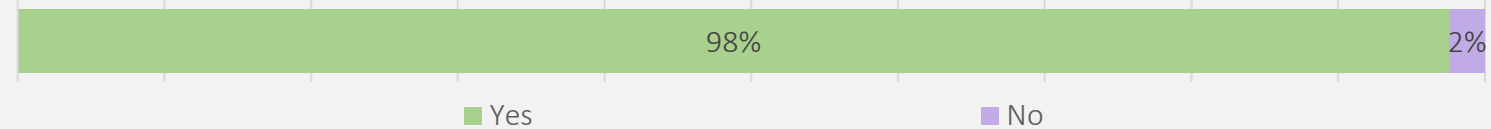


Tram Stops

Information Panels Cleanliness & Condition

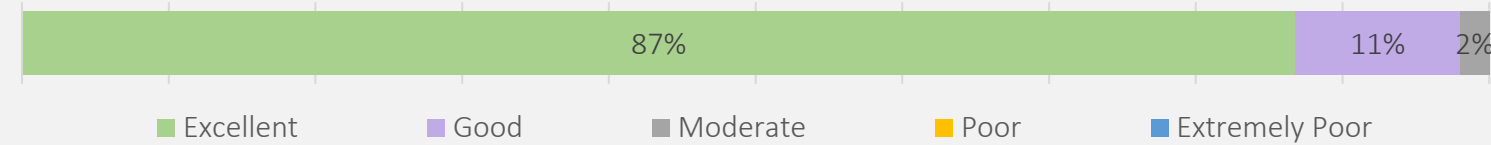
11 Are all information panels free from fly posting or unauthorised stickers? *250

2025 Q1



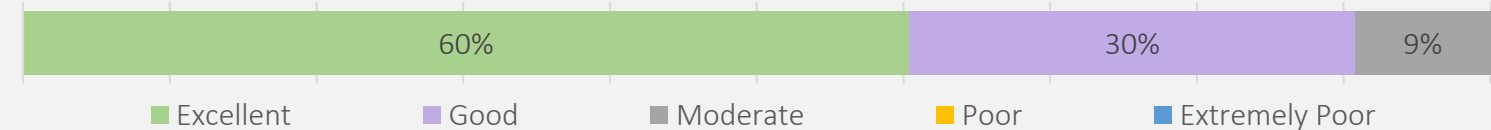
12 What would best describe the level of non-scratched graffiti on the information panels at the tram stop? *250

2025 Q1



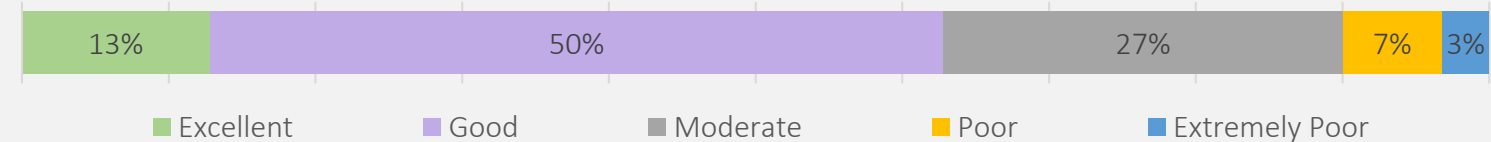
13 What would best describe the level of etching on the information panels at the tram stop? *250

2025 Q1



14 What would best describe the cleanliness of the information panels at the tram stop? *250

2025 Q1

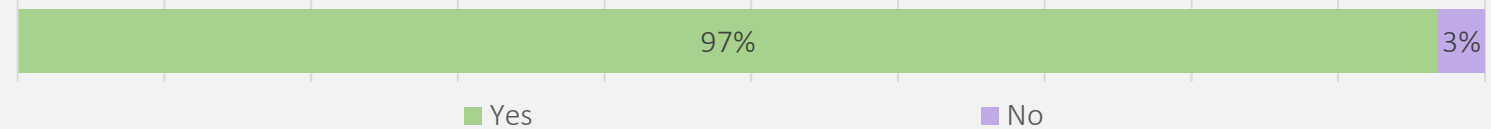


Tram Stops

Help Points Cleanliness & Condition

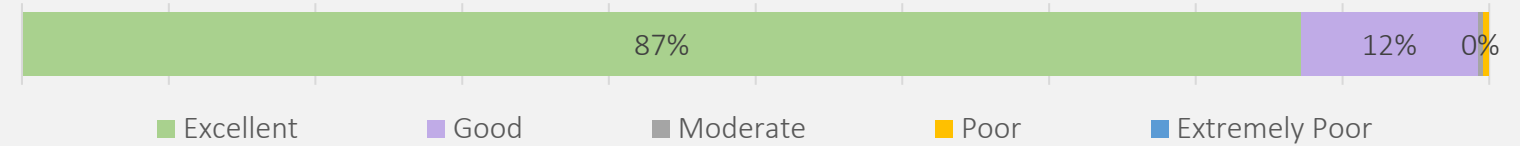
15 Are all help points free from fly posting or unauthorised stickers? *250

2025 Q1



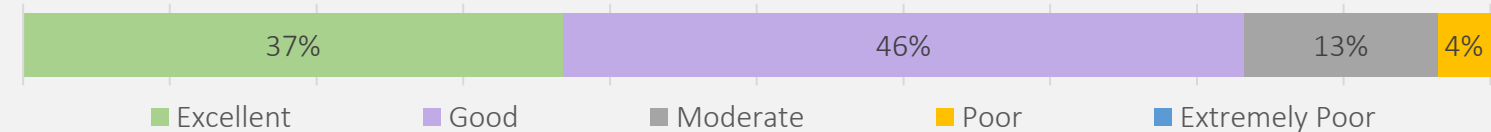
16 What would best describe the level of non-scratched graffiti on the help points at the tram stop? *250

2025 Q1



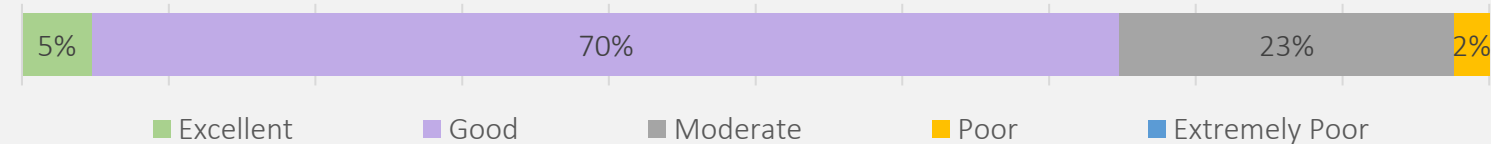
17 What would best describe the level of etching on the help points at the tram stop? *250

2025 Q1



18 What would best describe the cleanliness of the help points at the tram stop? *250

2025 Q1

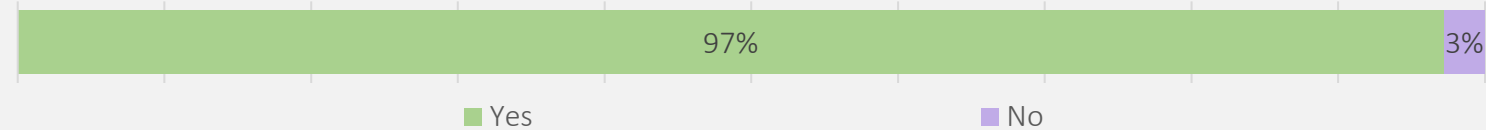


Tram Stops

Ticket Machines Cleanliness & Condition

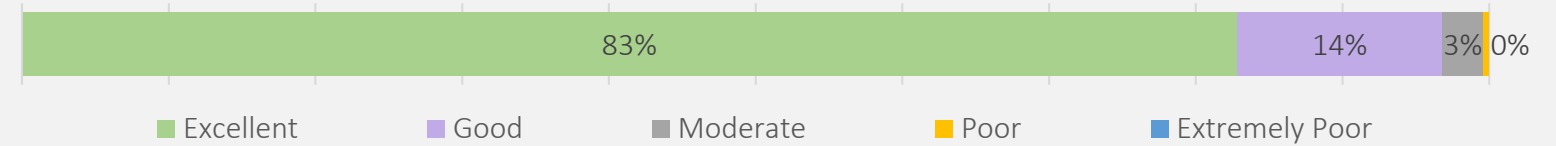
19 Are all ticket machines free from fly posting or unauthorised stickers? *250

2025 Q1



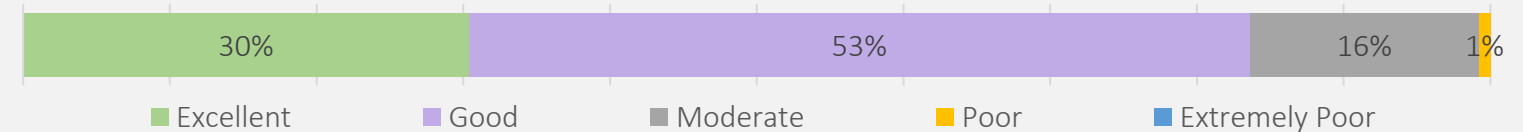
20 What would best describe the level of non-scratched graffiti on the ticket machines at the tram stop? *250

2025 Q1



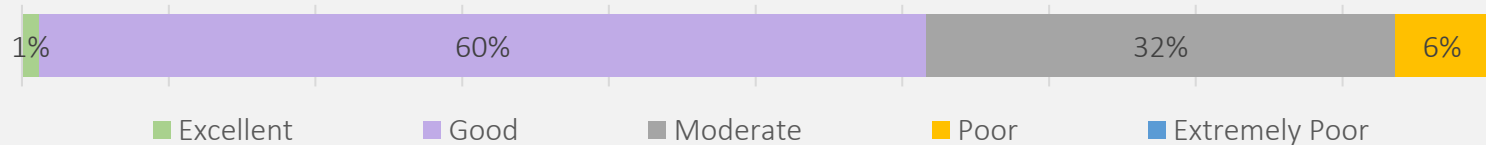
21 What would best describe the level of etching on the ticket machines at the tram stop? *250

2025 Q1



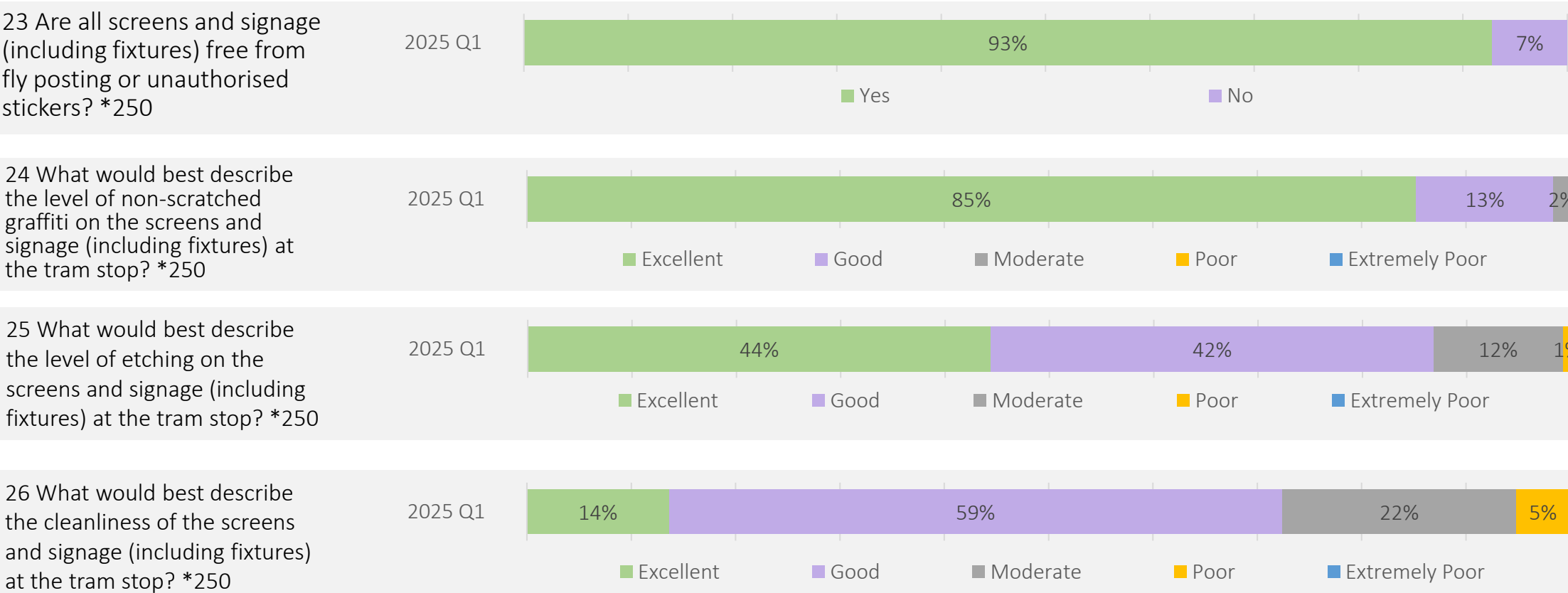
22 What would best describe the cleanliness of the ticket machines at the tram stop? *250

2025 Q1



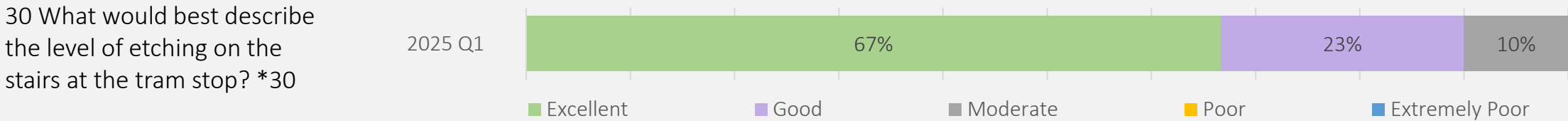
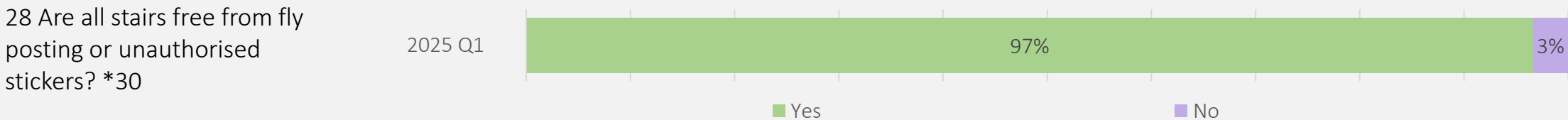
Tram Stops

Screens and Signage Cleanliness & Condition



Tram Stops

Stairs Cleanliness & Condition

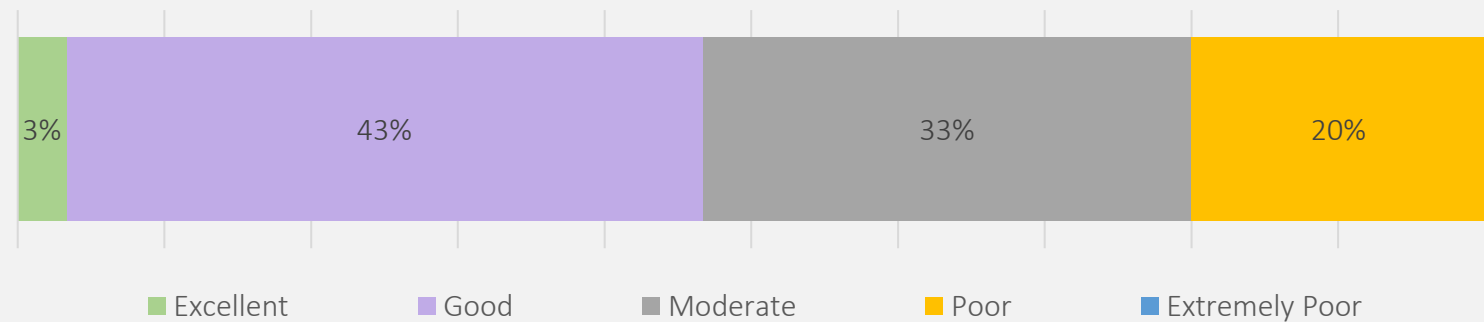


Tram Stops

Stairs Cleanliness & Condition (Continued)

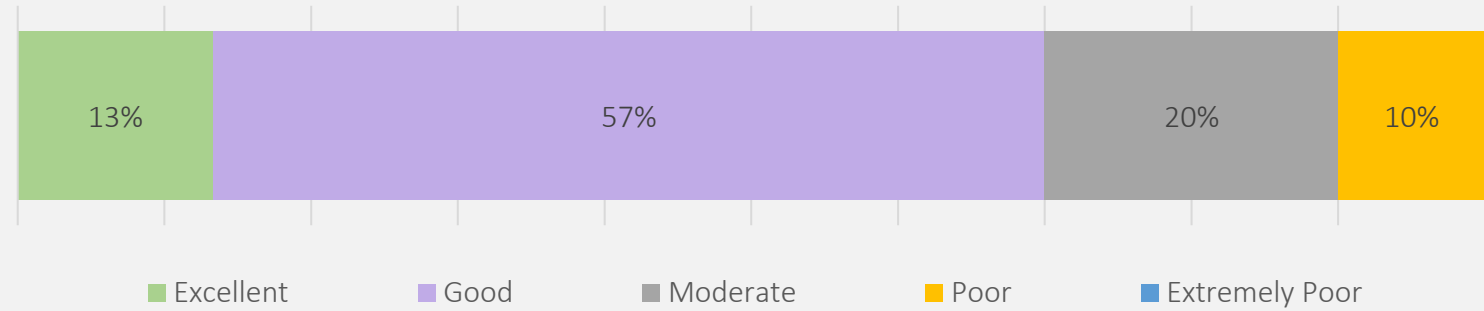
31 What would best describe the cleanliness of the stairs at the tram stop? *30

2025 Q1



32 What best describes the condition of the stairs at the tram stop? *30

2025 Q1

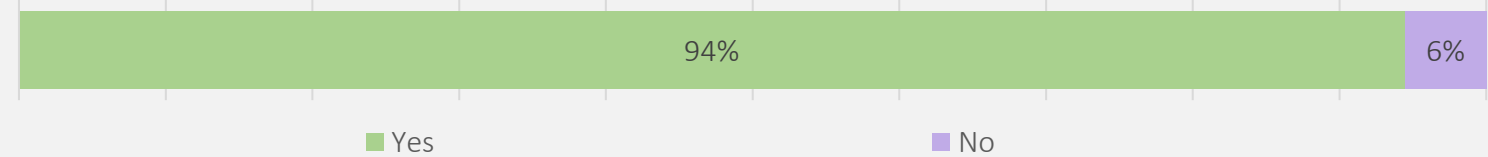


Tram Stops

Lifts Cleanliness & Condition

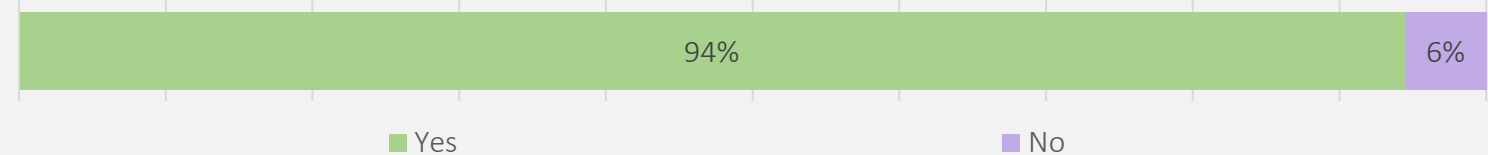
34 Are all lifts working? *18

2025 Q1



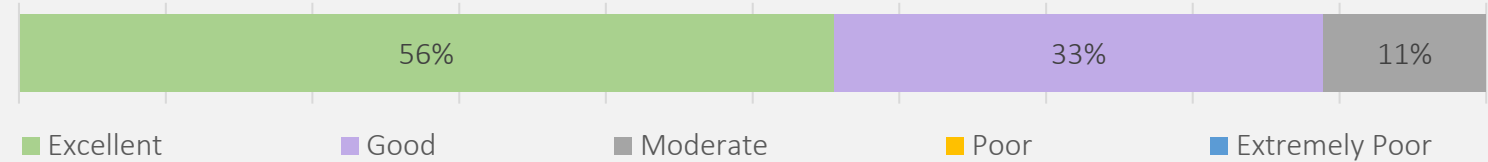
35 Are all lifts free from fly posting or unauthorised stickers? *18

2025 Q1



36 What would best describe the level of non-scratched graffiti in the lifts at the tram stop? *18

2025 Q1

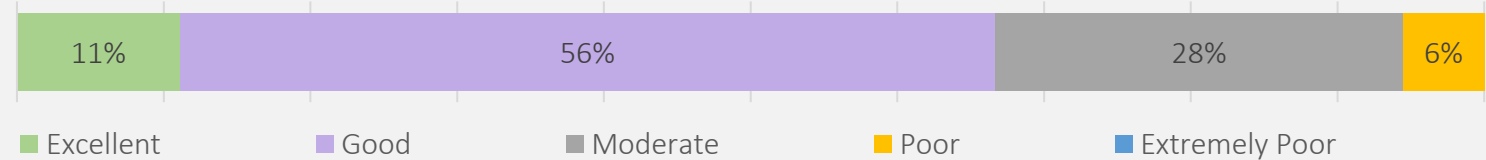


Tram Stops

Lifts Cleanliness & Condition (Continued)

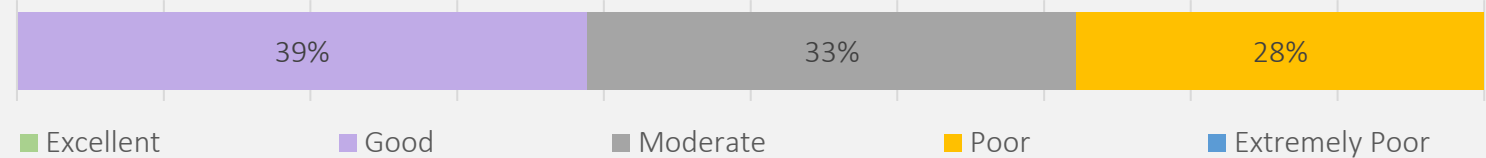
37 What would best describe the level of etching in the lifts at the tram stop? *18

2025 Q1



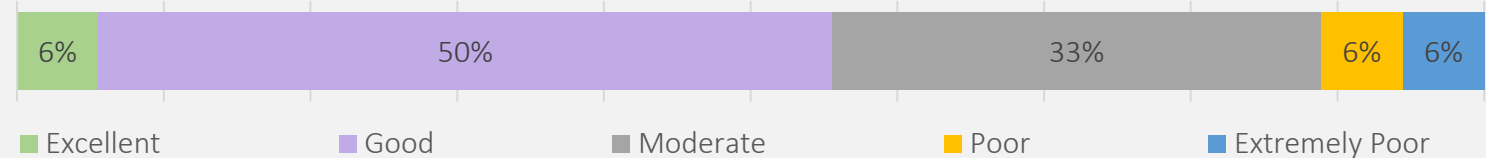
38 What would best describe the cleanliness of the lifts at the tram stop? *18

2025 Q1



39 What best describes the condition of the lifts at the tram stop? *18

2025 Q1

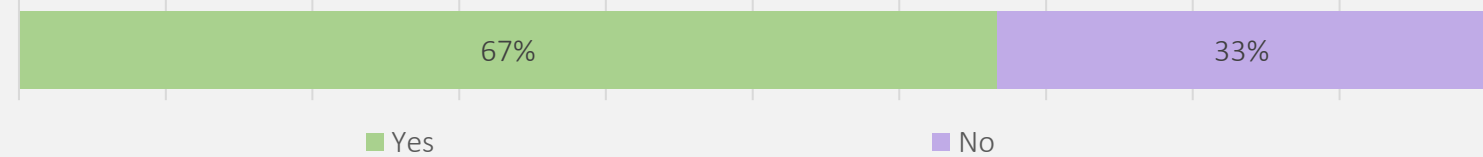


Tram Stops

Escalators Cleanliness & Condition

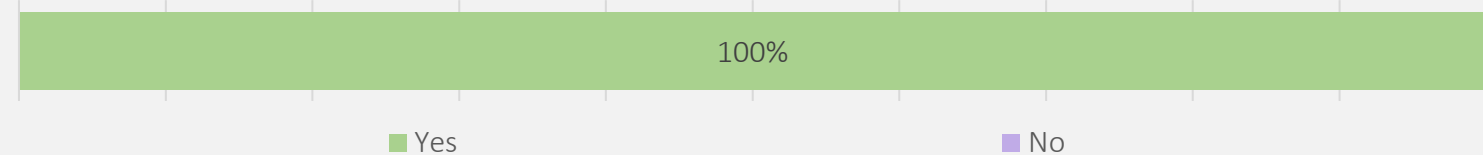
41 Are all escalators working?
*3

2025 Q1



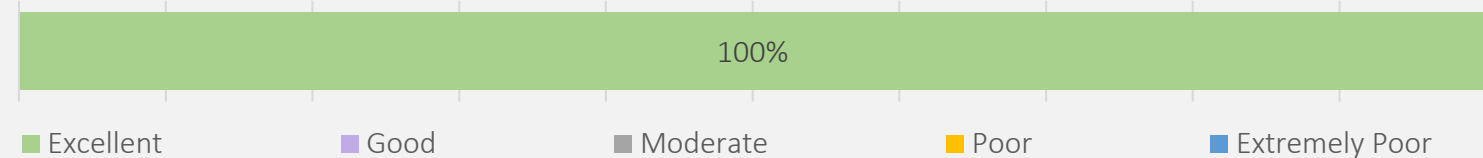
42 Are all escalators free from fly posting or unauthorised stickers? *3

2025 Q1



43 What would best describe the level of non-scratched graffiti on the escalators at the tram stop? *3

2025 Q1

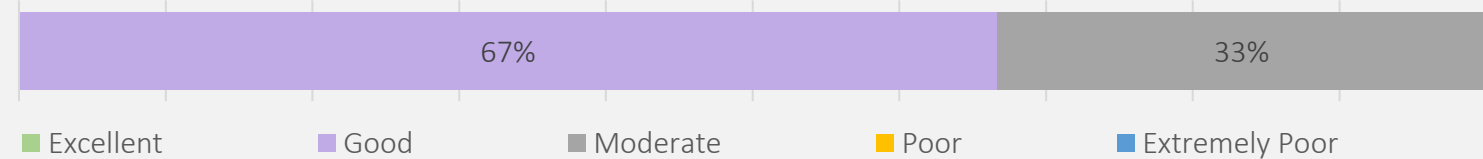


Tram Stops

Escalators Cleanliness & Condition (Continued)

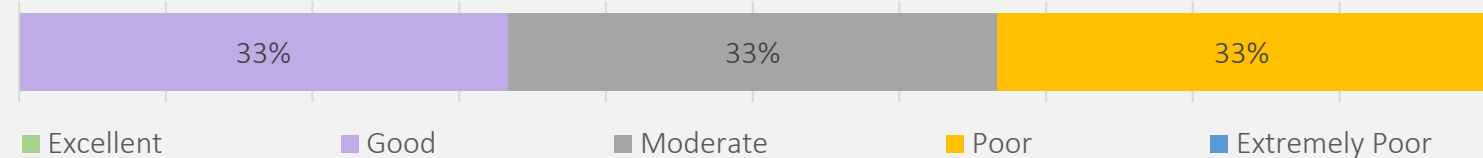
44 What would best describe the level of etching on the escalators at the tram stop?
*3

2025 Q1



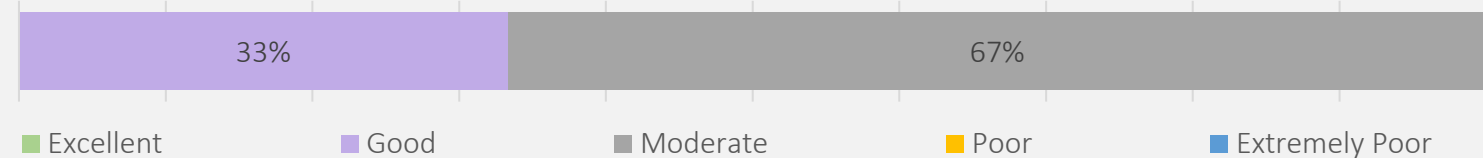
45 What would best describe the cleanliness of the escalators at the tram stop?
*3

2025 Q1



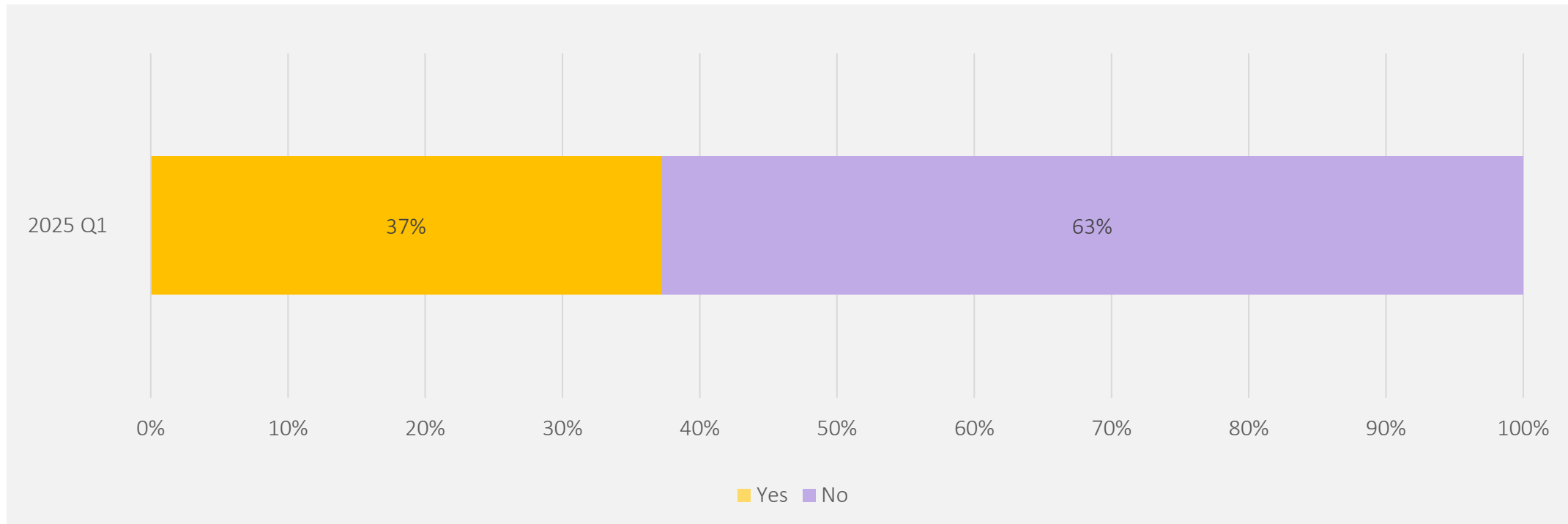
46 What best describes the condition of the escalators at the tram stop? *3

2025 Q1



Tram Stops

47 Is the stop notice board displaying up-to-date information? *250

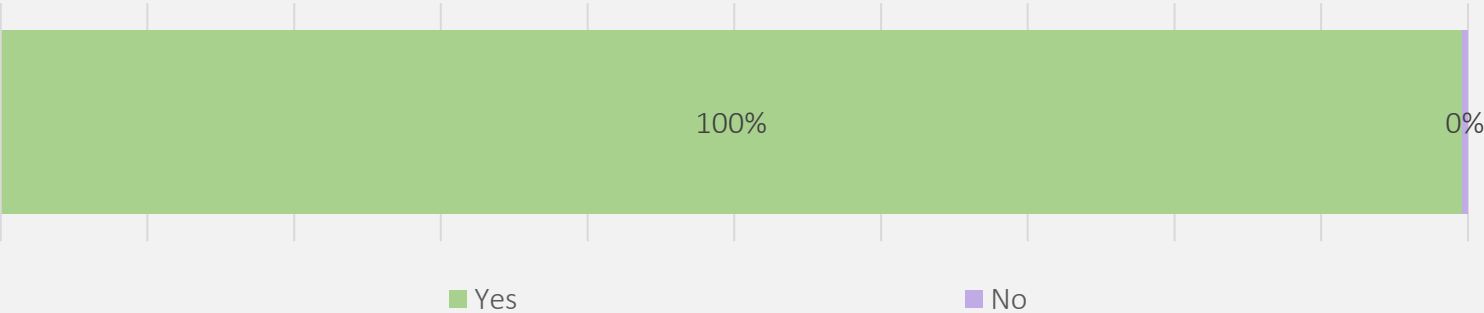


Tram Stops

Passenger Information Display (PID)

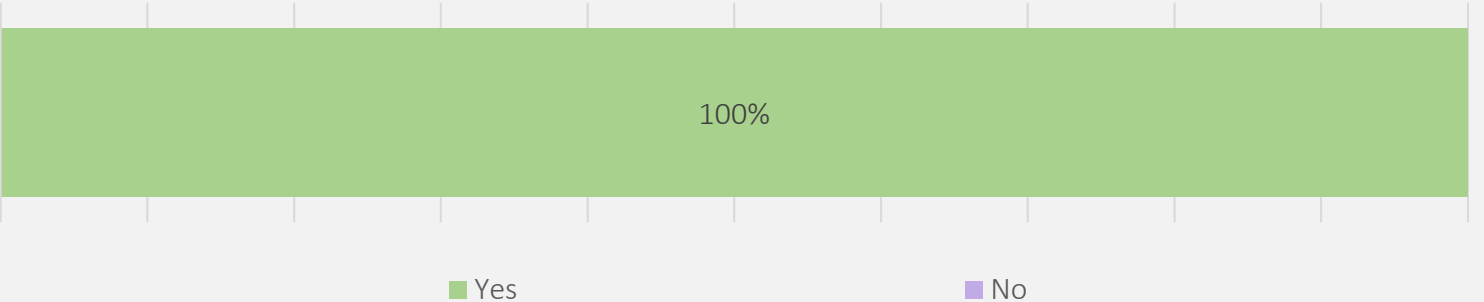
48 Is the Passenger Information Display (PID) working? *250

2025 Q1



50 Did the PID display a notification of the disruption? *5

2025 Q1

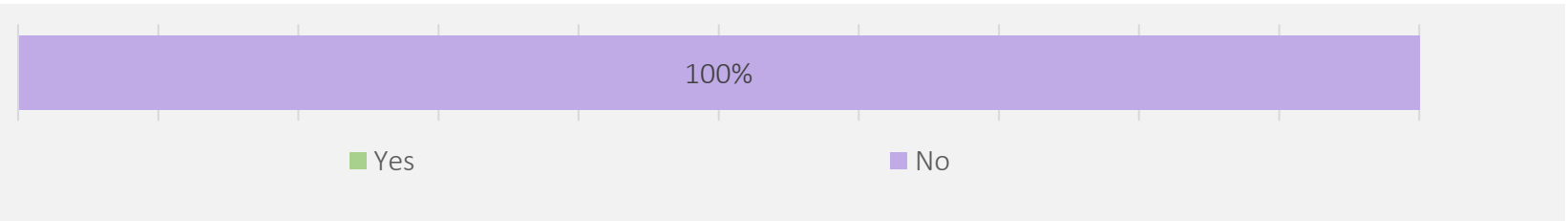


Tram Stops

Disruption Announcements

51 Were there any announcements made at the stop notifying customers about the disruption? *4

2025 Q1

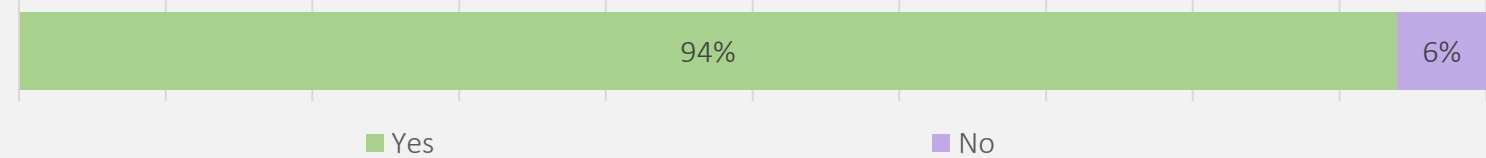


Tram Stops

Help Points

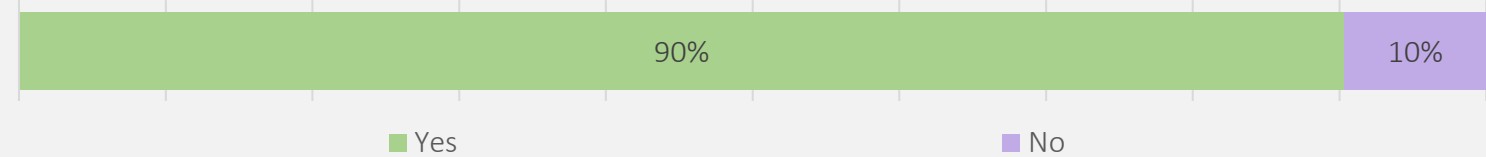
55 Is the help point working?
*66

2025 Q1



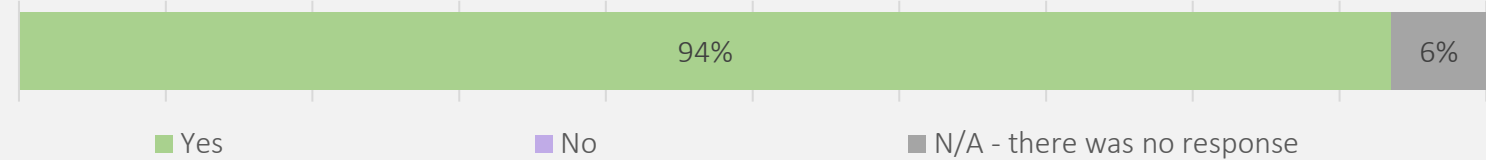
56 Is the help point answered
within 30 seconds? *62

2025 Q1



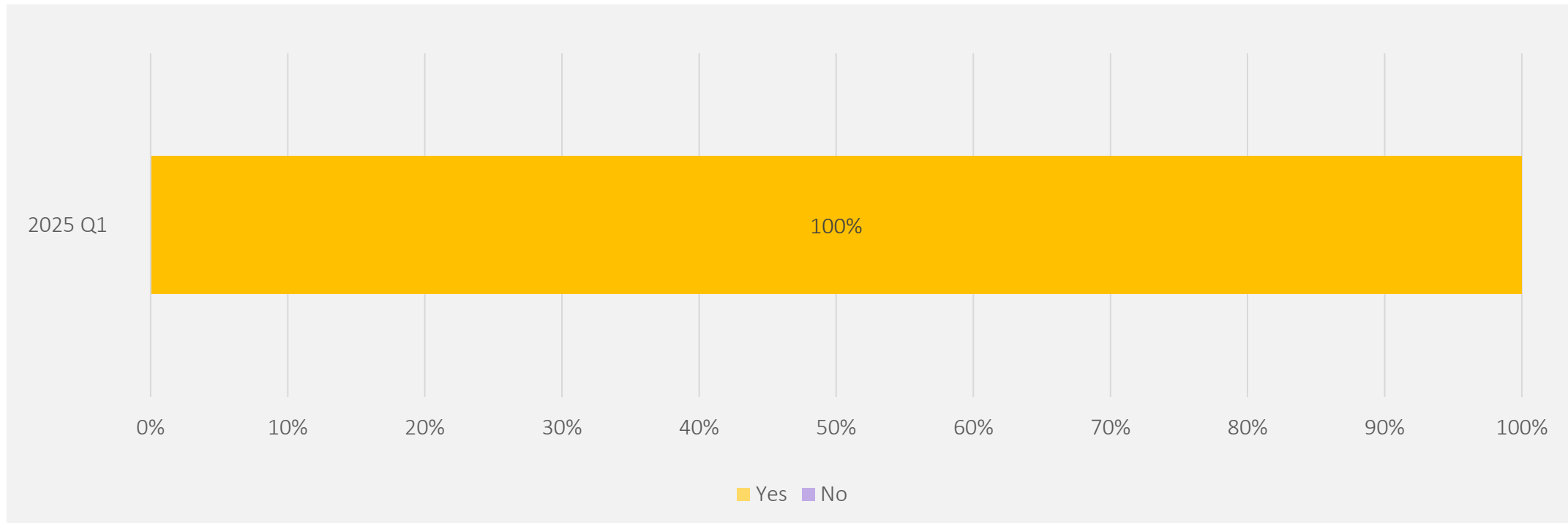
57 Is the response clearly
audible? *62

2025 Q1



Tram Stops

58 Are all ticket machine screens showing accurate fare information? *241

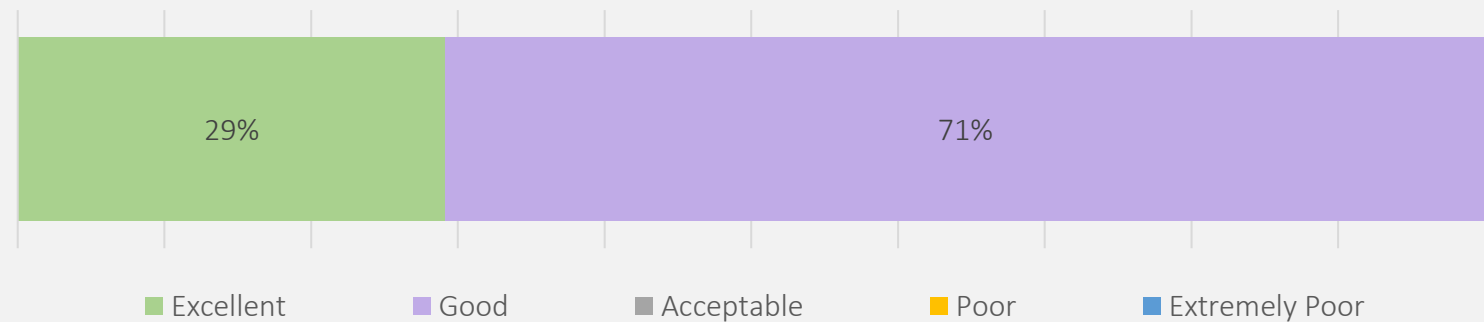


Tram Stops

Staff Helpfulness

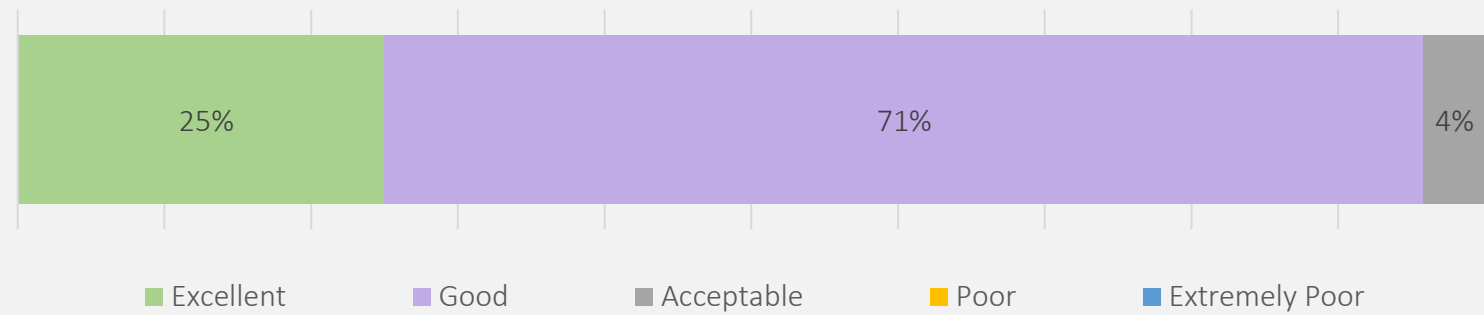
63 What best describes the helpfulness of the member of staff? *24

2025 Q1



64 What best describes the politeness of the member of staff? *24

2025 Q1

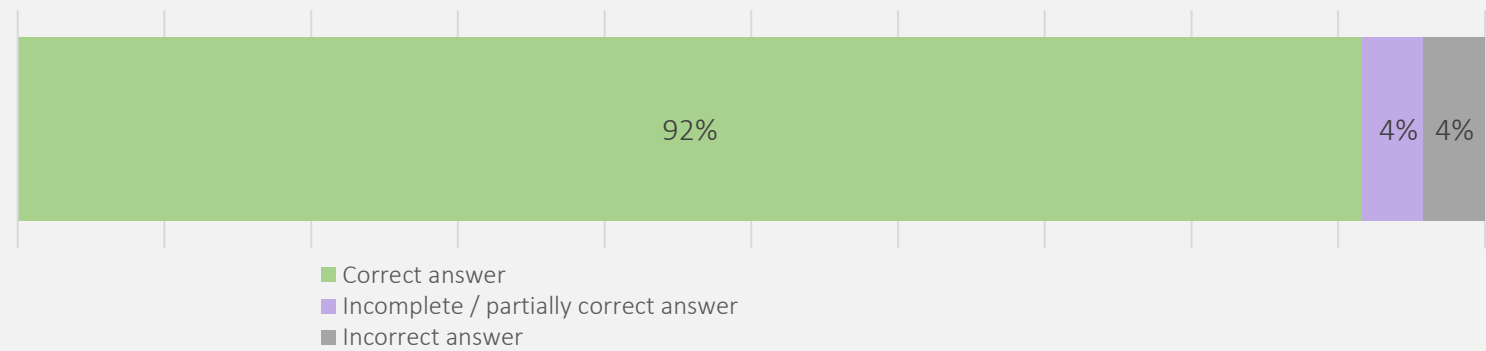


Tram Stops

Staff Helpfulness (Cont.) & Presentation

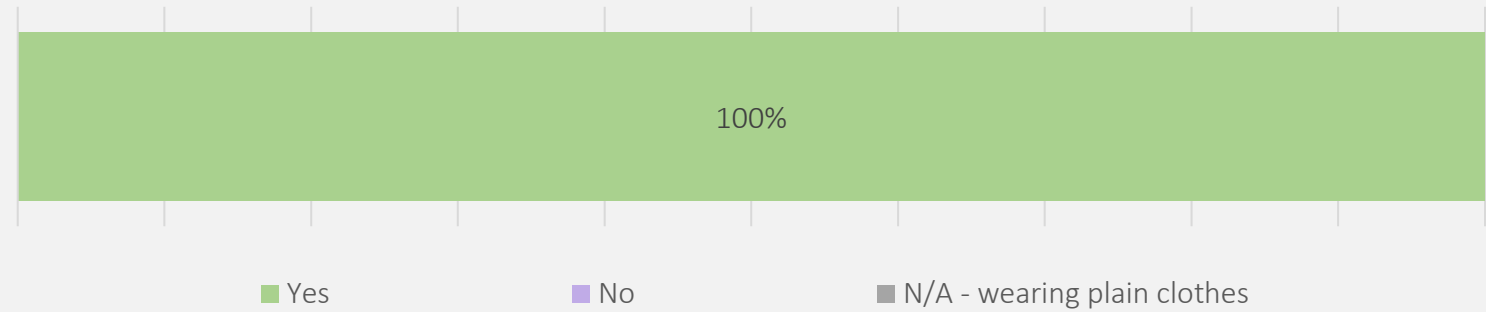
65 When you asked your question, what sort of answer did the member of staff give you? *24

2025 Q1



66 Was the member of staff well presented? *24

2025 Q1

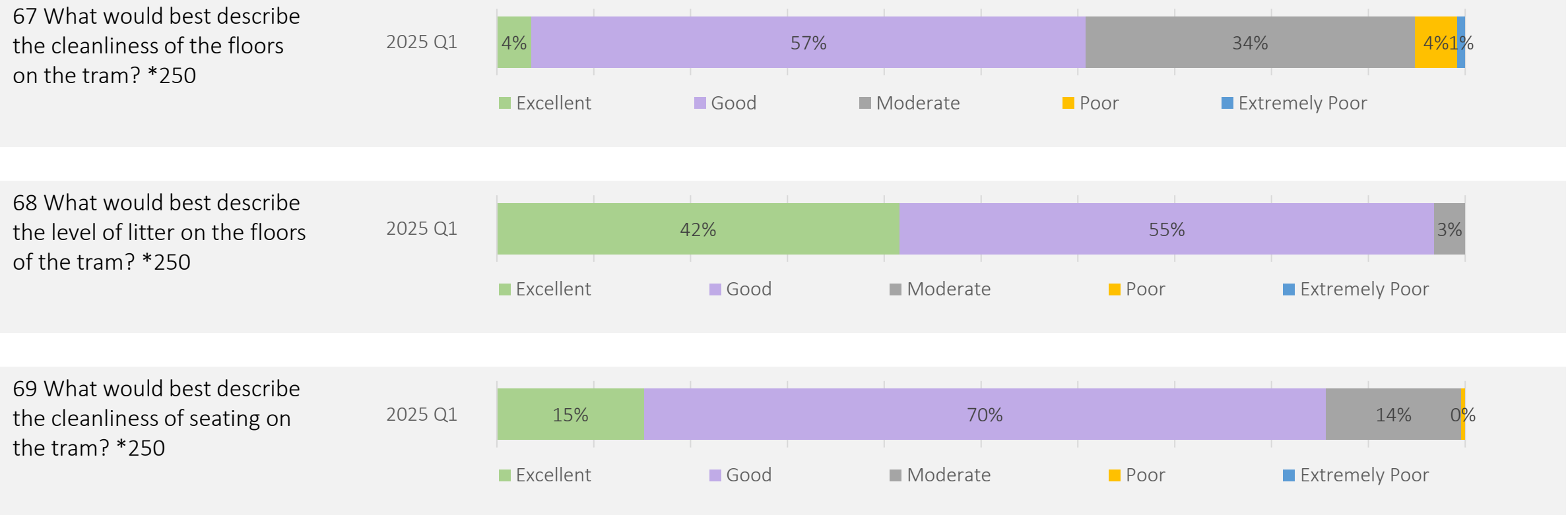


Tram Performance

This sections contains questions relating to LRV performance.

Tram Performance

Floor Cleanliness & Condition

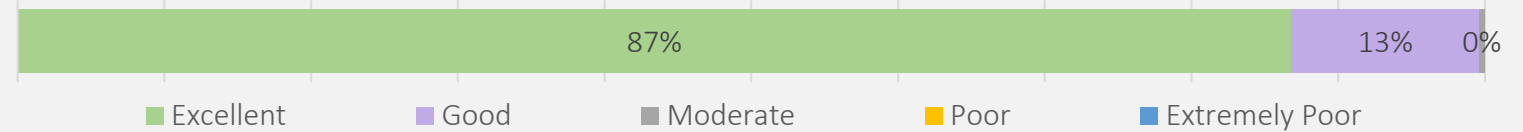


Tram Performance

Seating Cleanliness & Condition

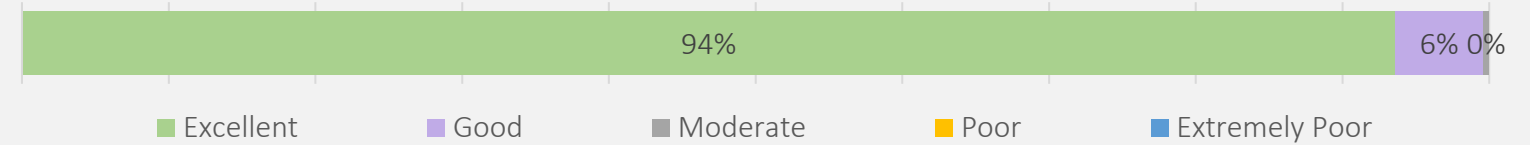
70 What would best describe the level of litter on the seating of the tram? *250

2025 Q1



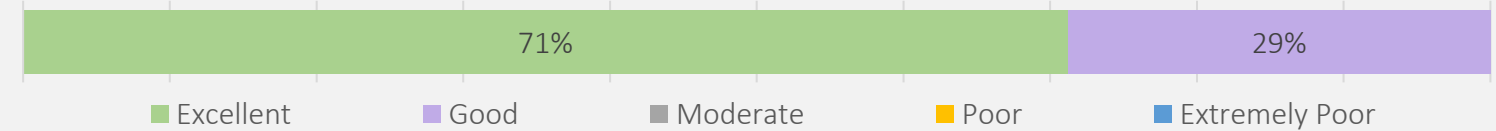
71 What would best describe the level of non-scratched graffiti on the seating of the tram? *250

2025 Q1



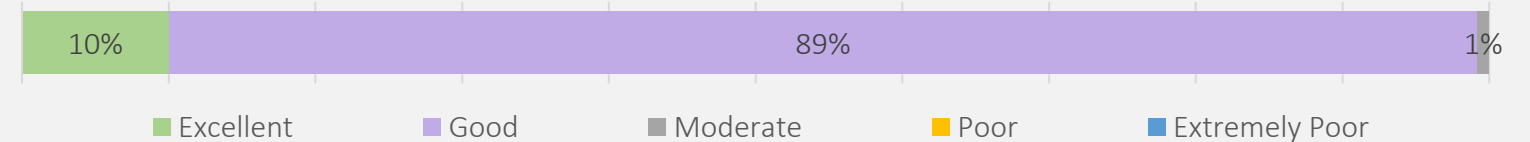
72 What would best describe the level of etching on the seating of the tram? *250

2025 Q1



73 What best describes the condition of the seat upholstery? *250

2025 Q1

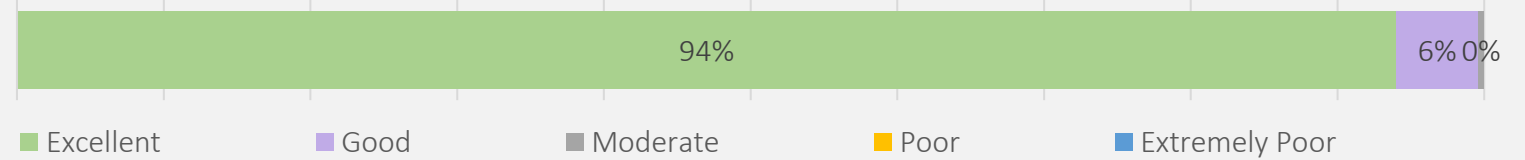


Tram Performance

Windows Cleanliness & Condition

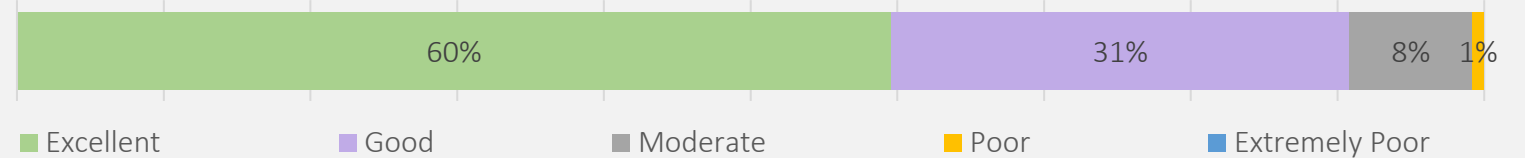
74 What best describes level of non-scratched graffiti on windows? *250

2025 Q1



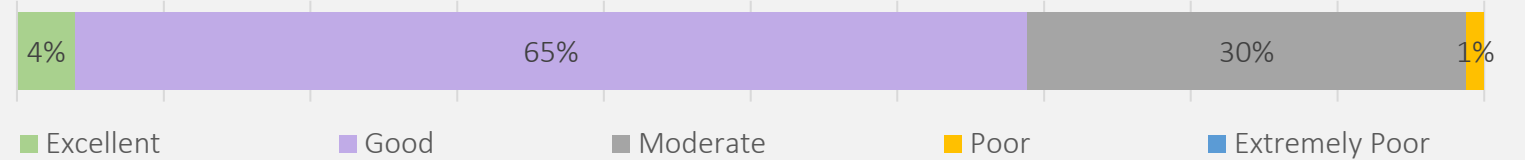
75 What best describes the level of etching on windows? *250

2025 Q1



76 What best describes level of cleanliness of windows? *250

2025 Q1

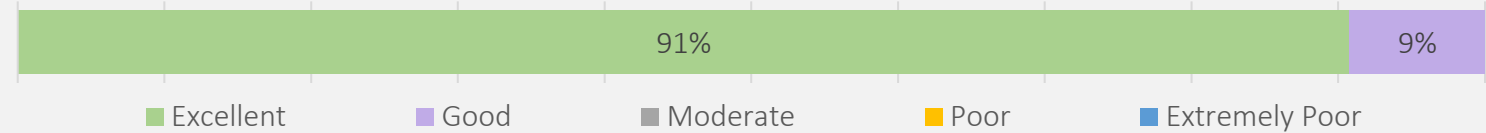


Tram Performance

Panels Cleanliness & Condition

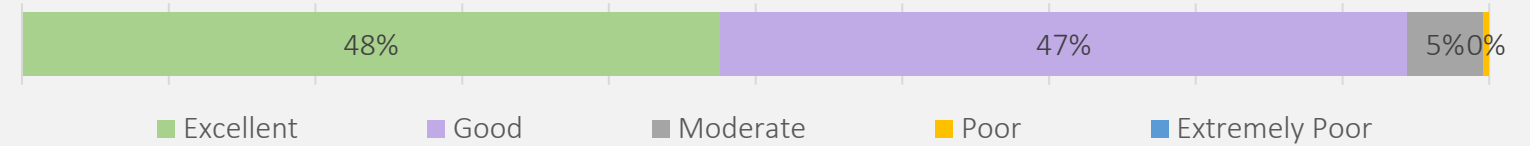
77 What best describes the level of non-scratched graffiti on interior tram panels? *250

2025 Q1



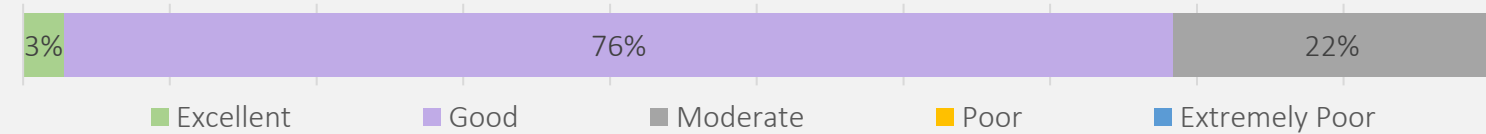
78 What best describes the level of etching on interior tram panels? *250

2025 Q1



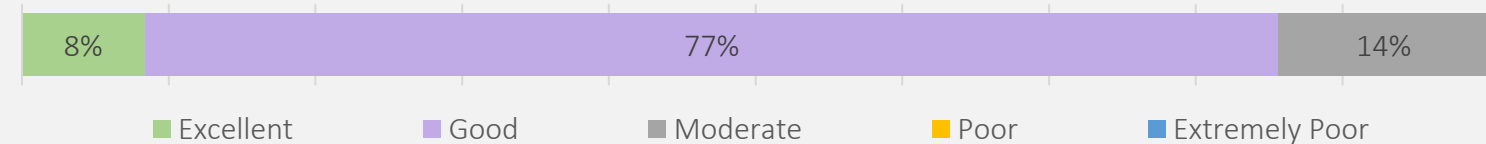
79 What best describes the level of cleanliness of interior tram panels? *250

2025 Q1



80 What best describes the condition of interior tram panels? *250

2025 Q1

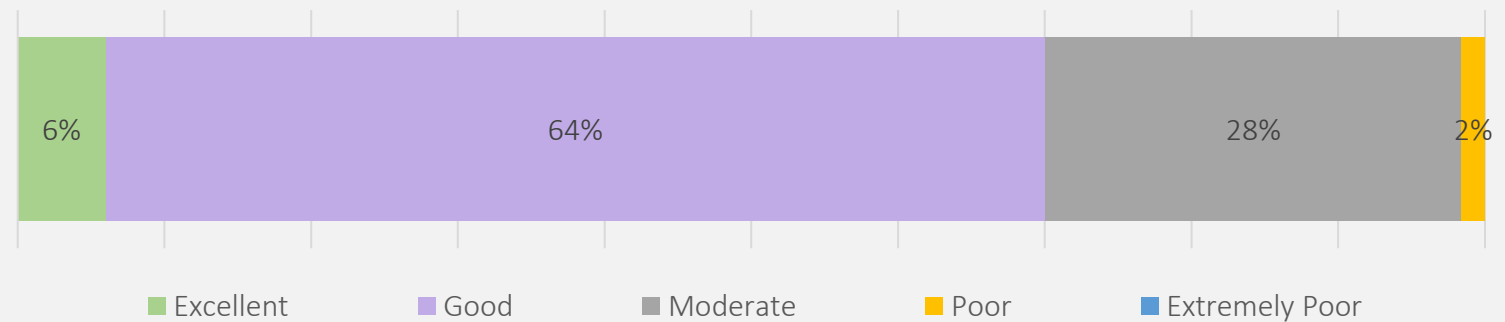


Tram Performance

Tram Exterior Cleanliness & Condition

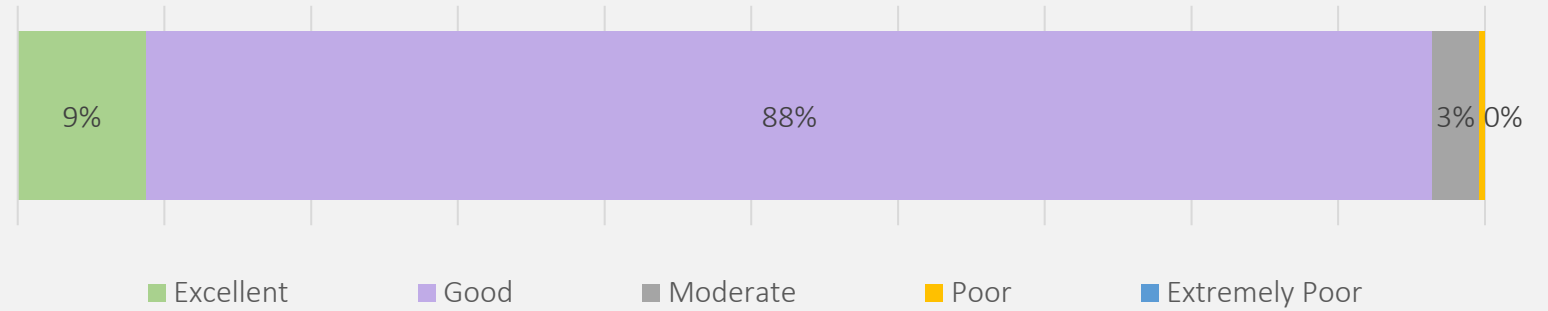
81 What best describes the level of cleanliness of the exterior of the tram? *250

2025 Q1



82 What best describes the condition of the exterior of the tram? *250

2025 Q1

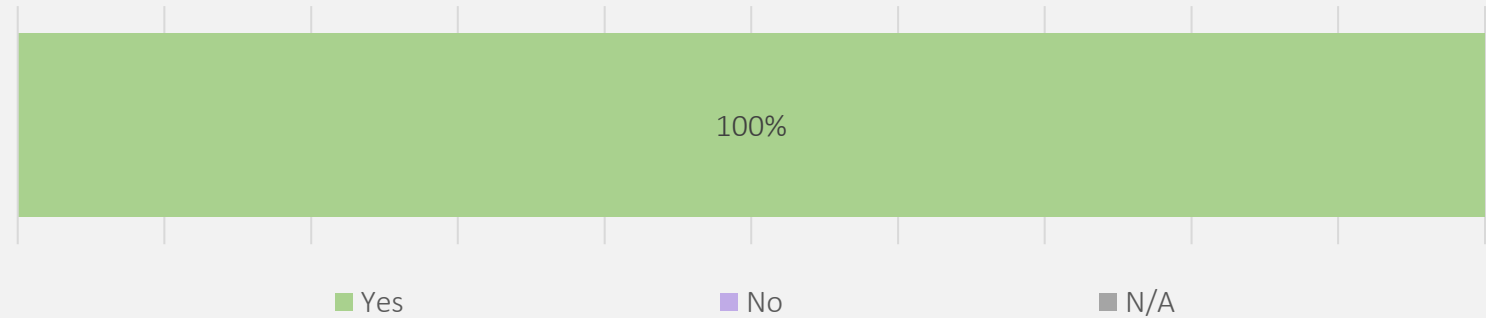


Tram Performance

Tram Lighting / Heating

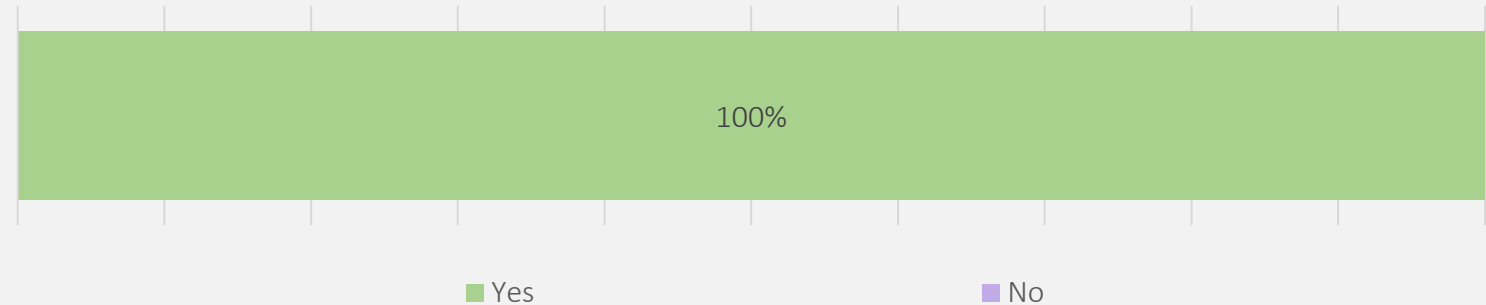
83 Was interior lighting on when required? If daylight, mark N/A. *113

2025 Q1



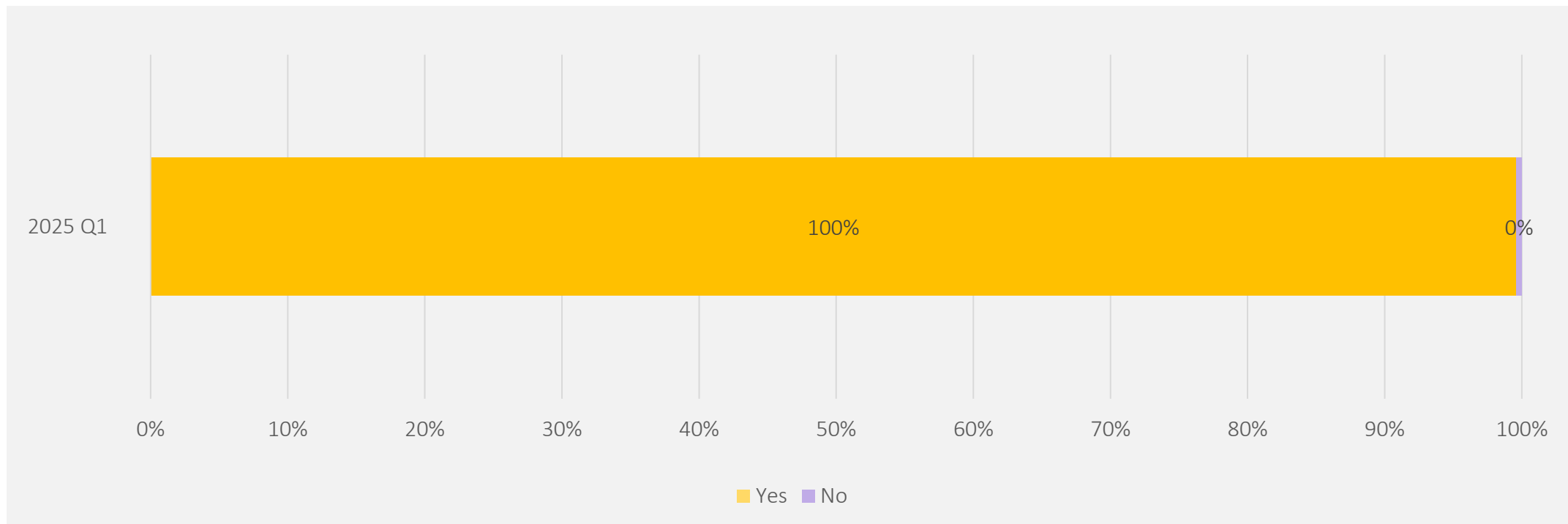
84 Did you consider the temperature on board the tram was appropriate given the weather conditions? *250

2025 Q1



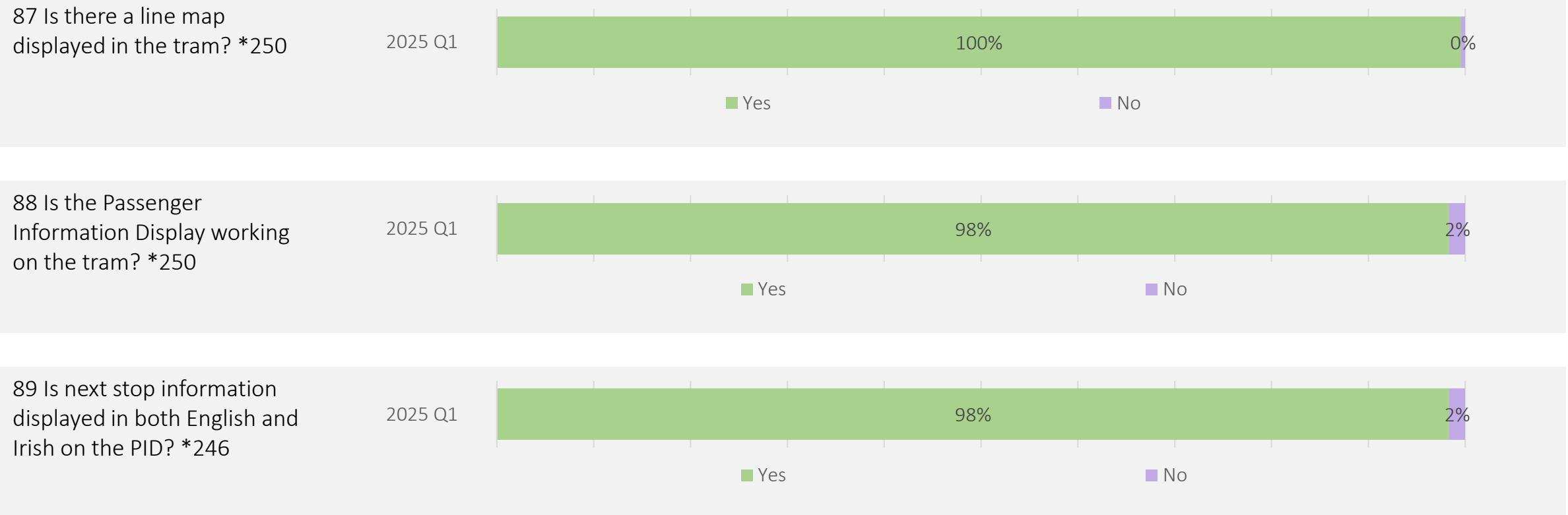
Tram Performance

86 Did the doors open at the stop when activated by the customer? *250



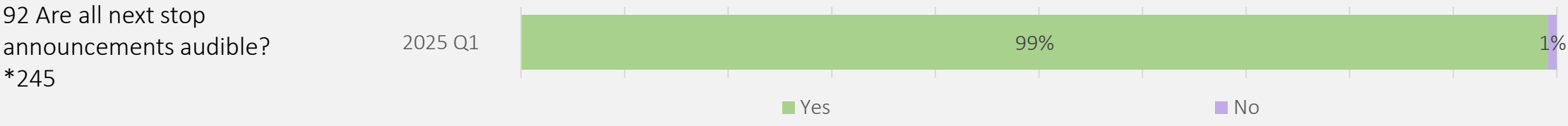
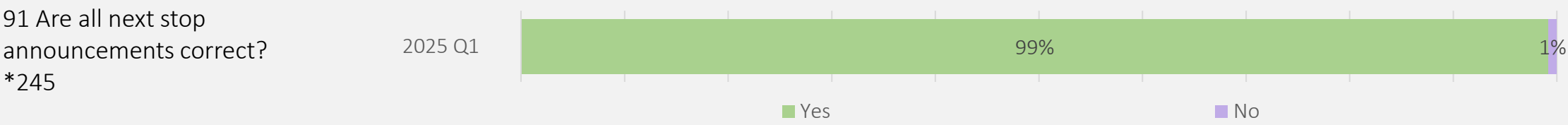
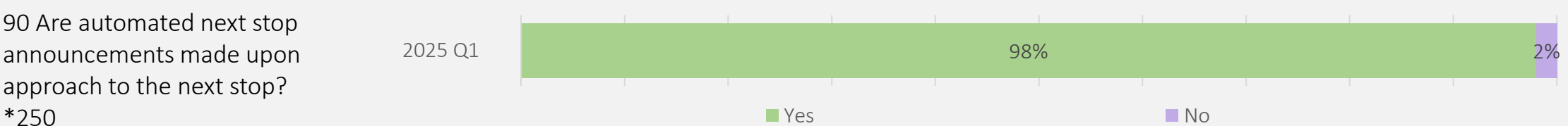
Tram Performance

On-Board Information Displays



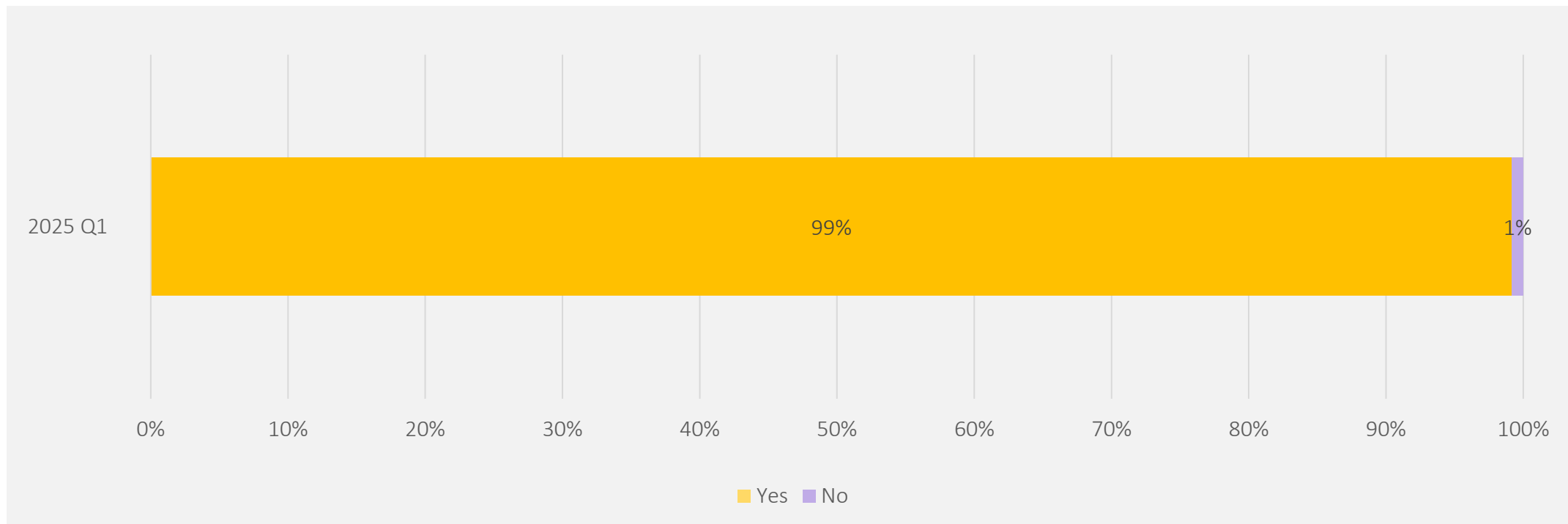
Tram Performance

Next Stop Announcements



Tram Performance

96 Is the destination of your service displayed on the destination board on the tram? *248



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	Grffiti	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.