



NTA Mystery Passenger Survey Direct Award 2023 Quarter 4

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- Section 2 Bus Driver Performance
- Section 3 Cleanliness Performance - Bus Cleanliness
- Section 4 Customer Information Performance
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Research Background:

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

401 mystery shops were conducted during Quarter 4 with mystery shoppers acting as passengers while waiting for and on-board selected bus routes. A broad spread of bus routes were covered across different days of the week and times of the day. In addition to these Bus journey assessments, 34 mystery shops were also completed on Bus Stations around the country. These results are also included in those reports.

The mystery shops were carried out by trained Ipsos assessors, all of whom have completed detailed training and are monitored in relation to report accuracy and quality. These assessors use mobile devices which enable both discreet and effective captures of location, bus and driver details at stops, when boarding, on board and after alighting buses.

2023 Quarter 4 took place between 11th September to 31st December 2023.

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:

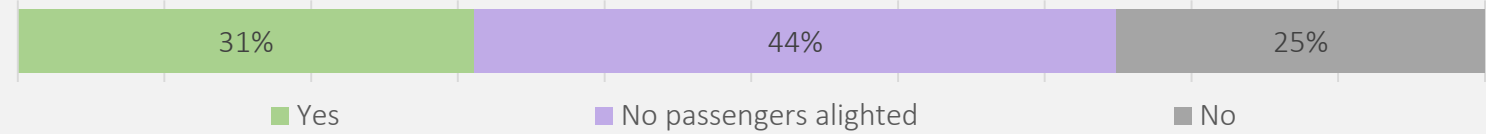
- Centre Doors
- Accessibility Ramps
- Information Displays / Audio Announcements
- Interior Lighting / On-board Temperature
- CCTV
- WIFI

Bus Equipment Performance

Bus Centre Doors

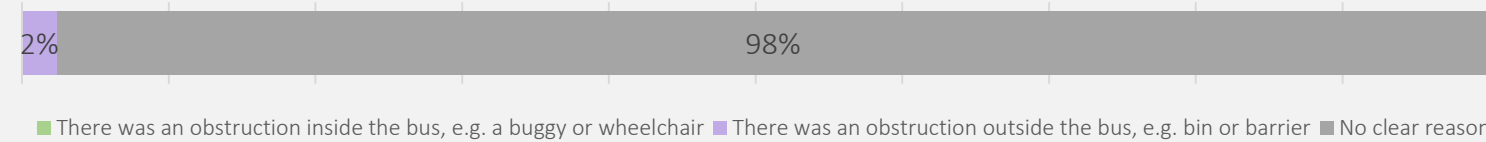
30A. When you were boarding the bus, did the driver open the centre doors for passengers who were getting off the bus? (IF YES TO CENTRE DOORS Q30/1) *167

2023 Q4



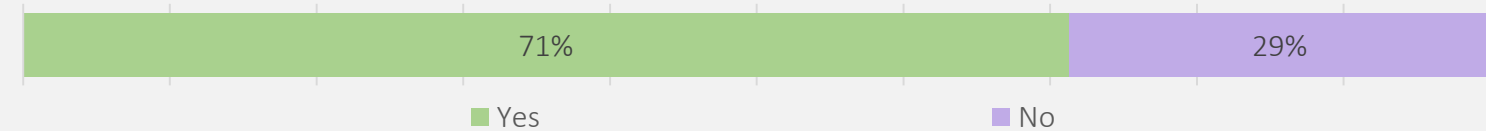
30B. If "No" What were the reasons? *42

2023 Q4



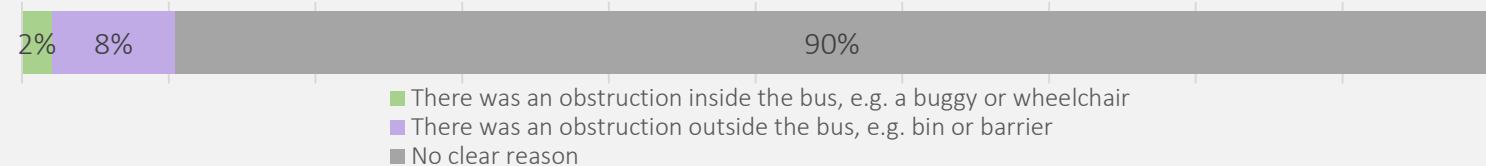
66. When alighting, did the driver open the centre doors for you to alight? (IF YES TO CENTRE DOORS Q30/1) *167

2023 Q4



66A. If "No" What were the reasons? *48

2023 Q4

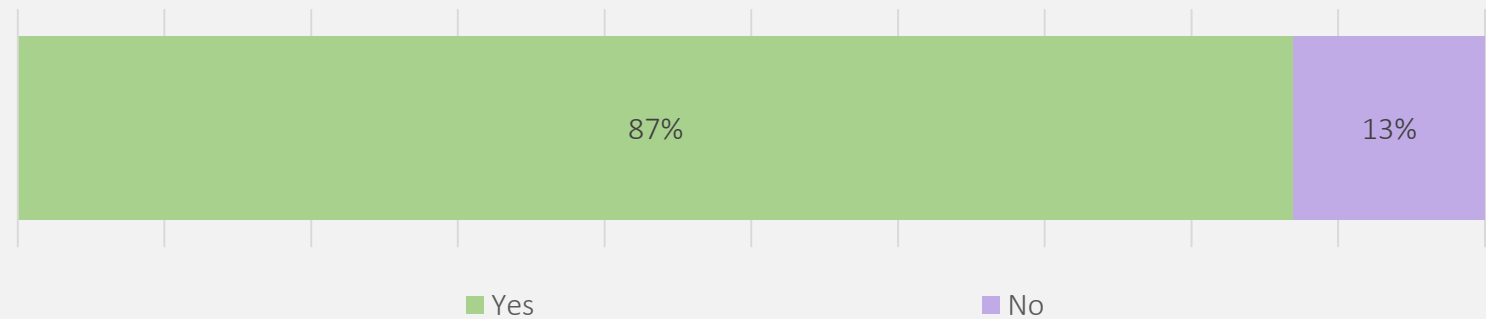


Bus Equipment Performance

Bus Accessibility Ramp

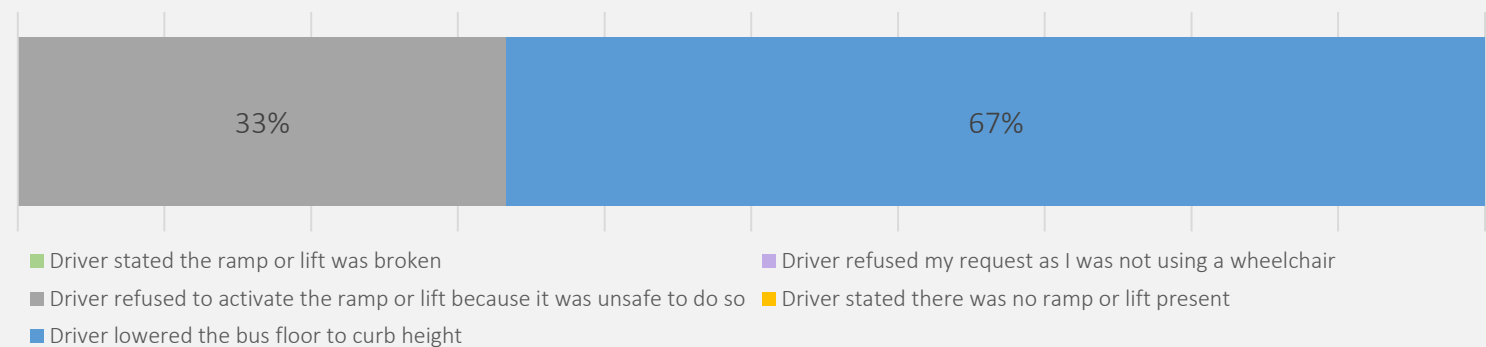
87A. Was the ramp or lift activated upon request? *23

2023 Q4



87B. If not activated, why was this? *3

2023 Q4



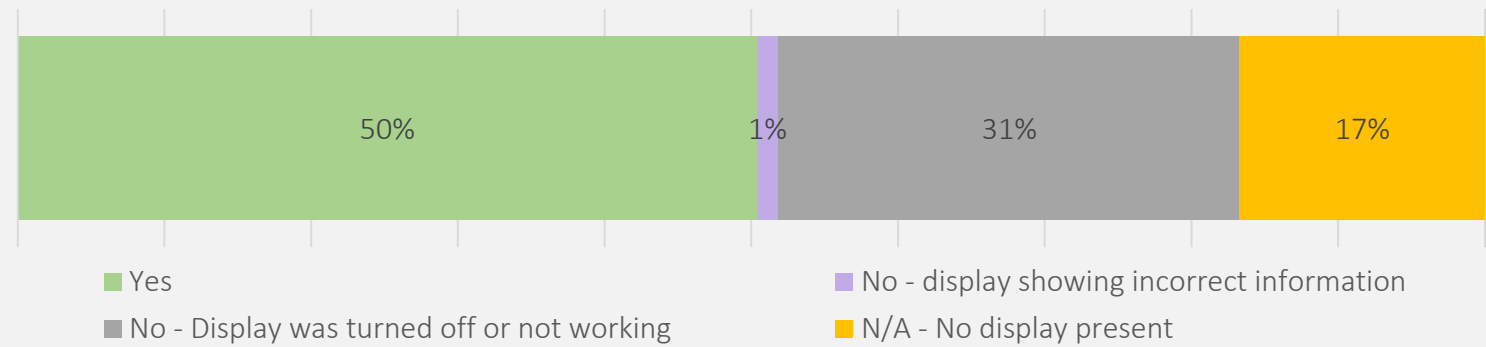
- Driver stated the ramp or lift was broken
- Driver refused my request as I was not using a wheelchair
- Driver refused to activate the ramp or lift because it was unsafe to do so
- Driver stated there was no ramp or lift present
- Driver lowered the bus floor to curb height

Bus Equipment Performance

Bus Electronic Board Performance

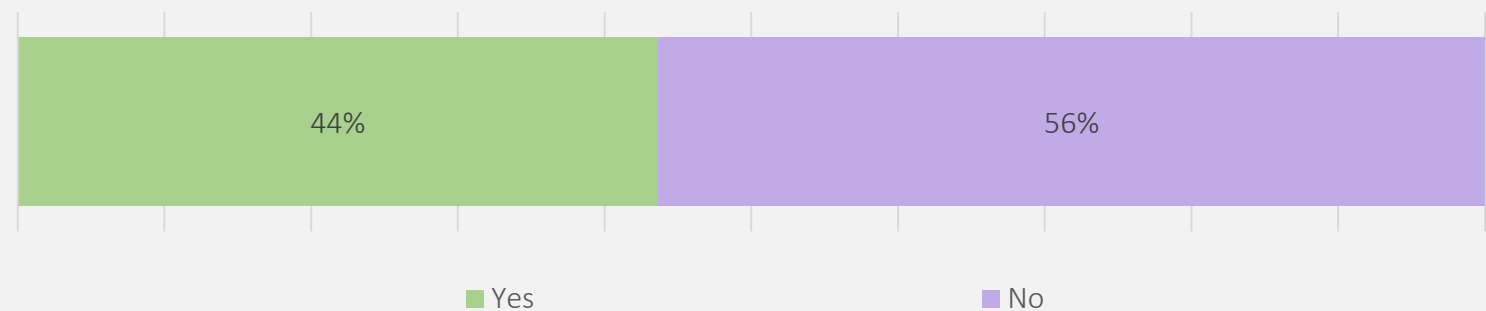
60. Was the information displayed on the electronic board showing correct 'next stop' information? *401

2023 Q4



61. Was there an automatic next stop audio announcement? *401

2023 Q4

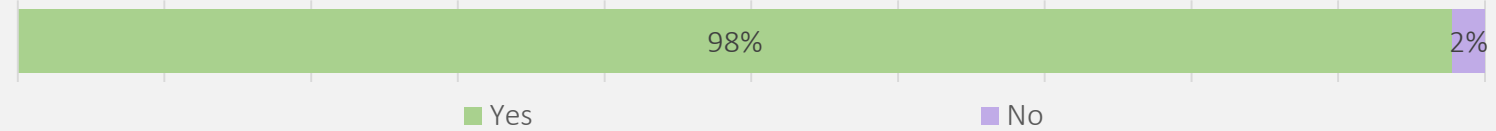


Bus Equipment Performance

Bus Route & Destination Display

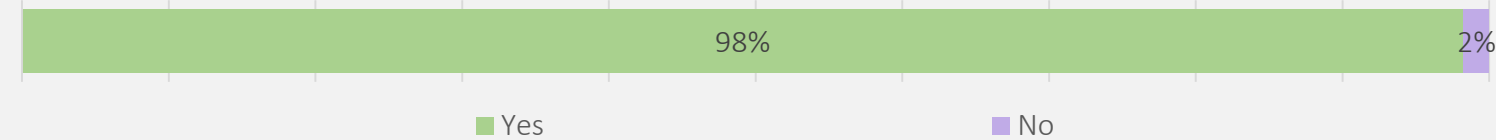
26. Was the route number displayed correctly on the front of the bus? *401

2023 Q4



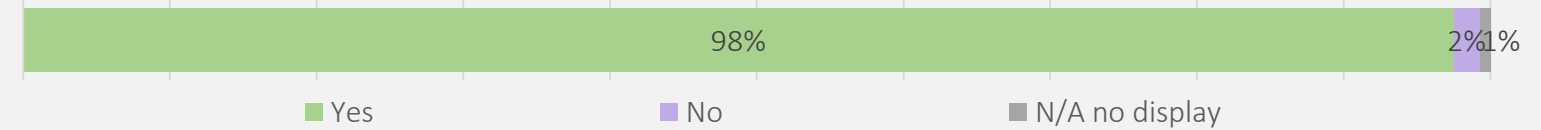
27. Was the destination displayed correctly on the front of the bus? *401

2023 Q4



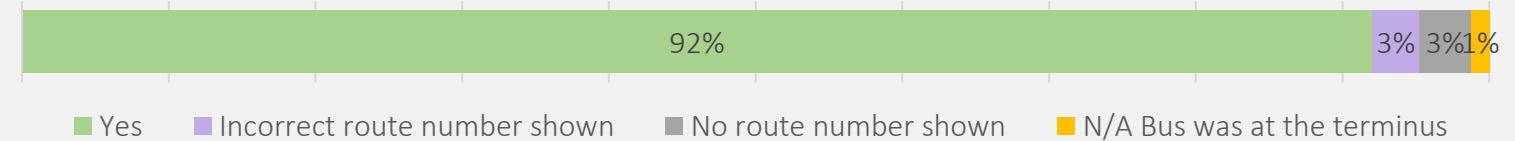
28. Was the route number displayed correctly on the side of the bus? *401

2023 Q4



69. Was the correct route number displayed on the back of the bus? *401

2023 Q4

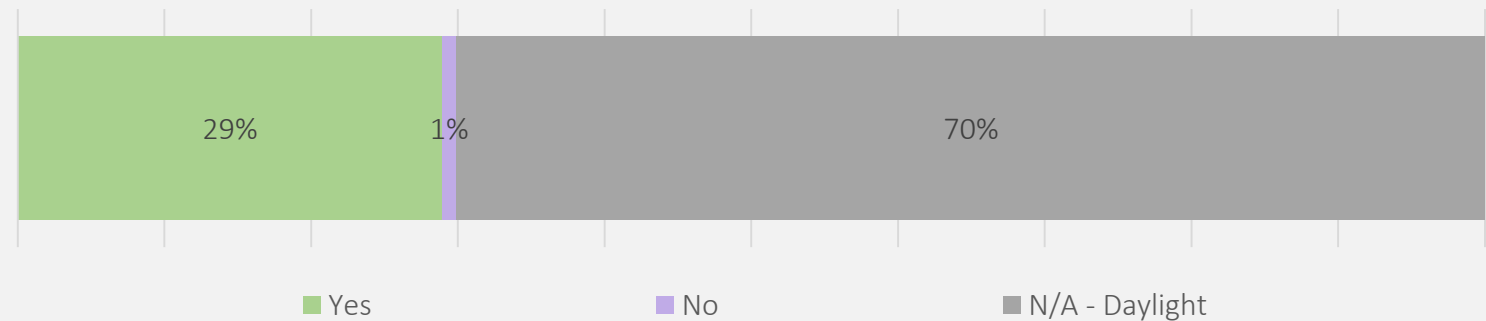


Bus Equipment Performance

Interior Lighting / On-Board Temperature

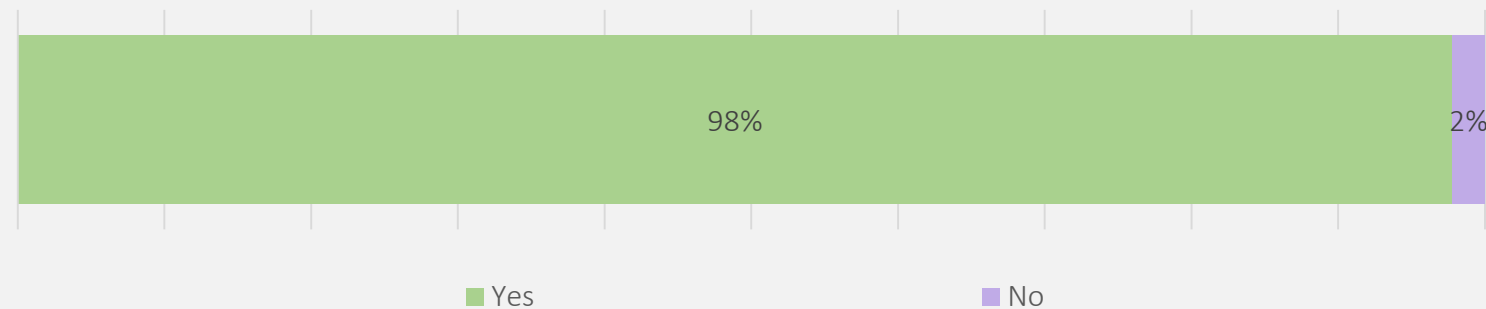
63. Was interior lighting on when required? If daylight, mark N/A. *401

2023 Q4



64. Did you consider the temperature on board the bus was appropriate given the weather conditions? *401

2023 Q4

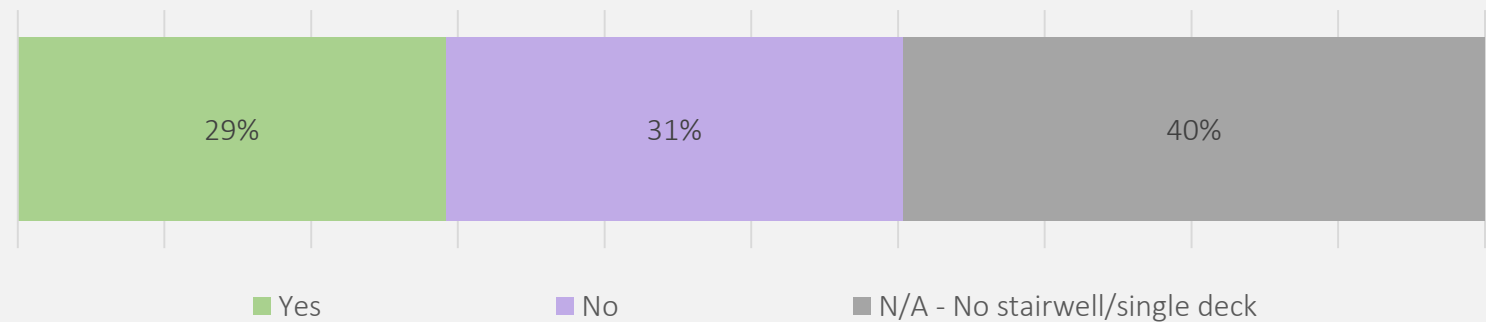


Bus Equipment Performance

Bus CCTV

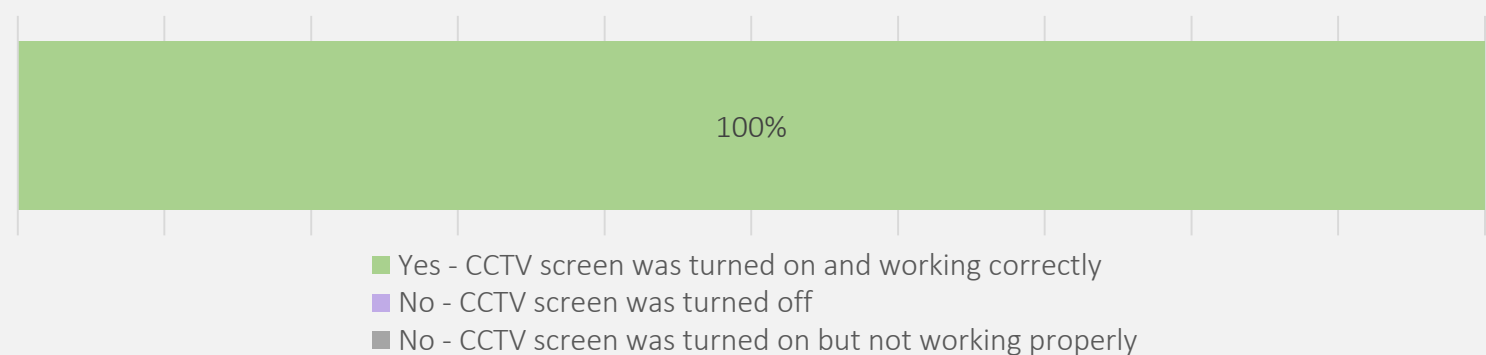
62. Was there a CCTV screen in stairwell on the bus? *401

2023 Q4



62A. Was the CCTV screen in the stairwell working correctly? *117

2023 Q4

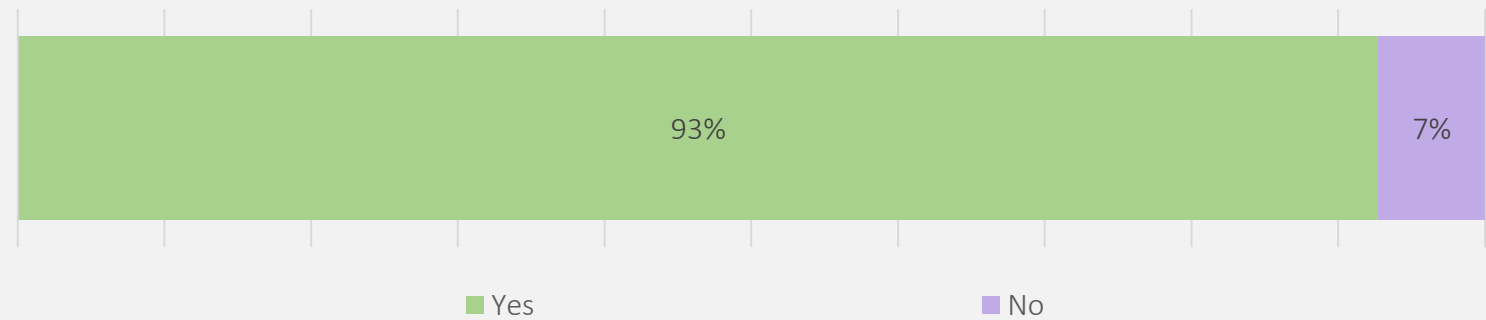


Bus Equipment Performance

On Board WIFI

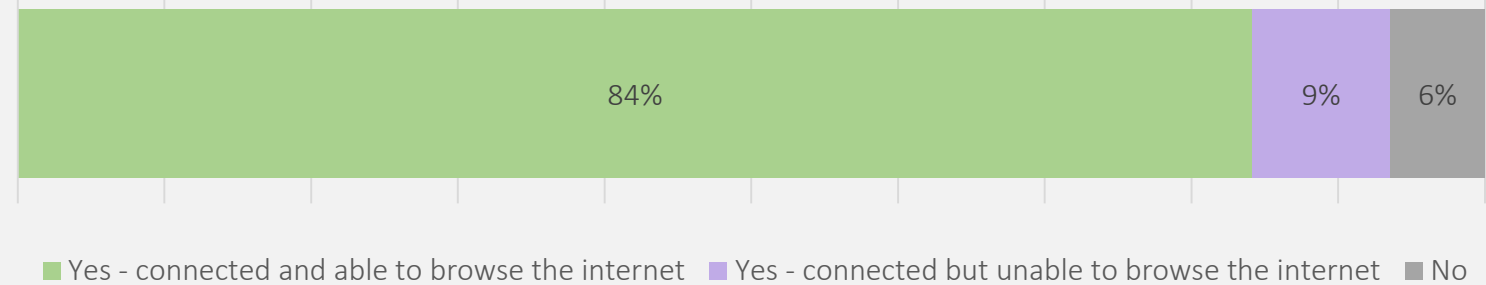
65. Was the operator Wi-Fi available on board the bus?
*401

2023 Q4



65A. Were you able to connect to the operator Wi-Fi network? *372

2023 Q4



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

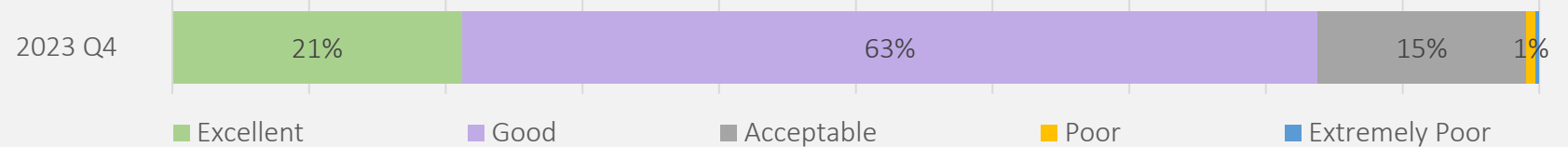
Bus Driver Performance

Driver Attitude

85A. How did the driver handle the situation?
(If yes to DRIVER DISPUTE Q85/2 to Q85/7) *4



33. What best describes the helpfulness of the driver?
*401



34. What best describes the politeness of the driver? *401

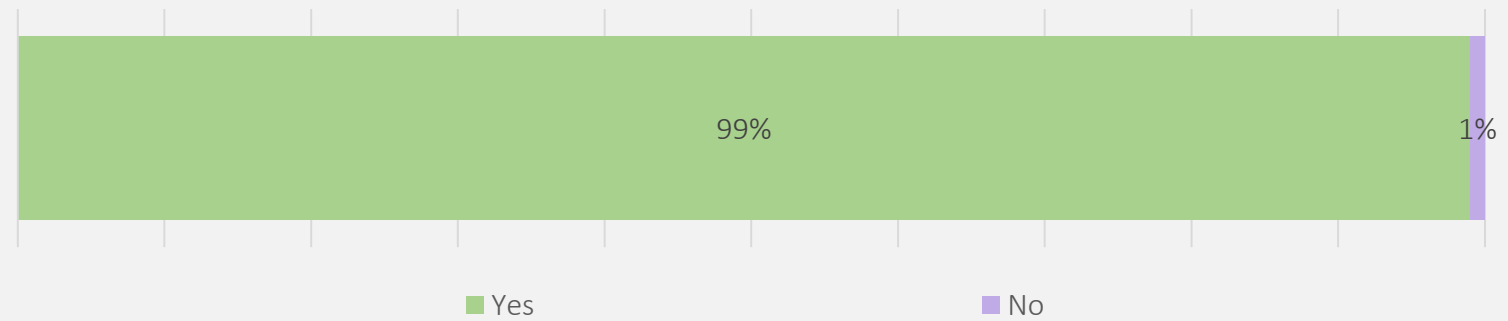


Bus Driver Performance

Driver Presentation

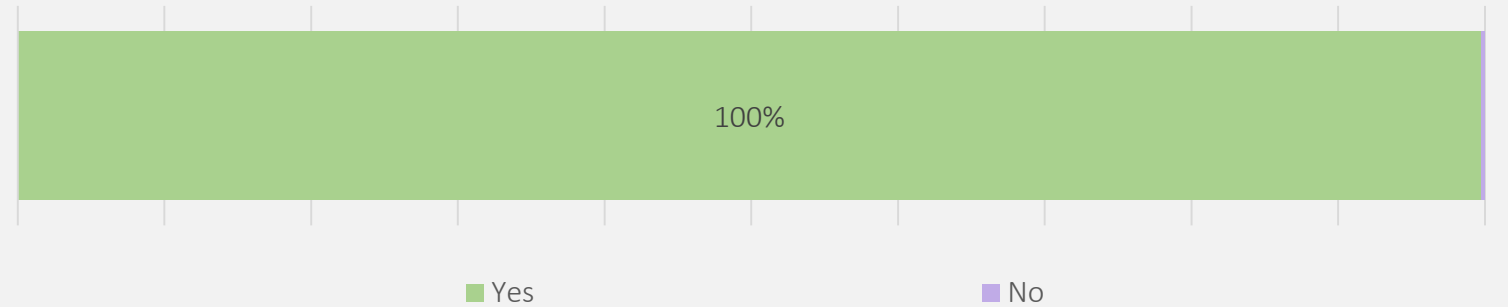
36. Was the driver wearing uniform? *401

2023 Q4



37. Was the driver well presented? *401

2023 Q4

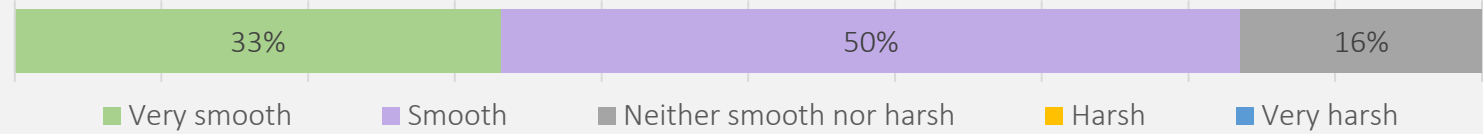


Bus Driver Performance

Bus Ride Quality

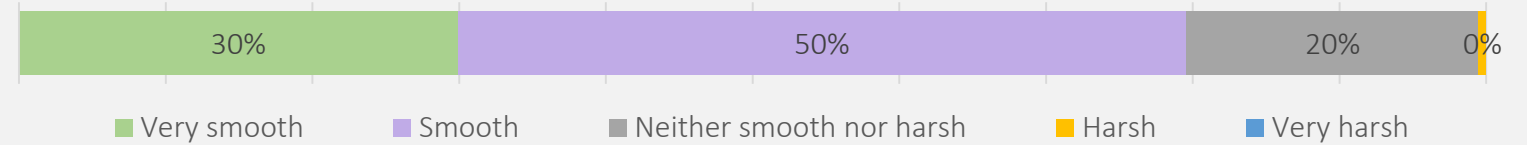
76. How would you rate the smoothness of acceleration based on your journey overall? (ASK ALL) *401

2023 Q4



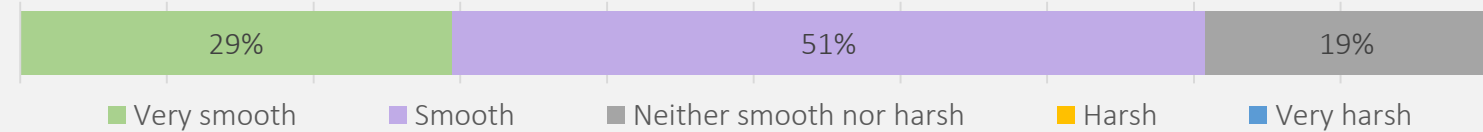
77. How would you rate the smoothness of braking based on your journey overall? *401

2023 Q4



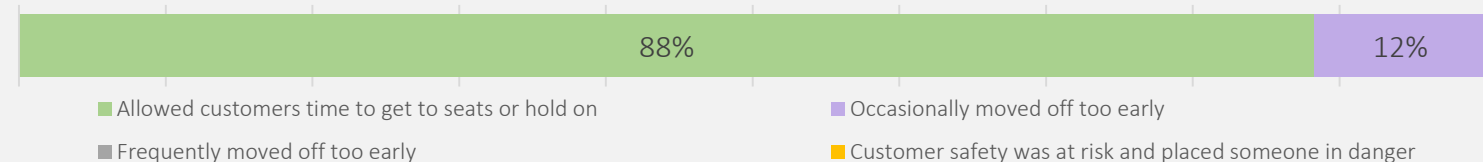
78. How would you rate the smoothness of steering based on your journey overall? *401

2023 Q4



79. Did the driver give passengers adequate time to find their seats or hold on when moving off? *401

2023 Q4

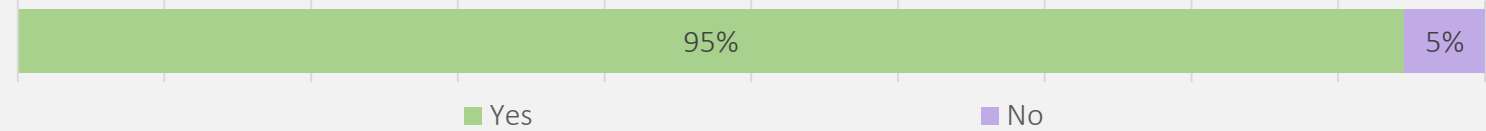


Bus Driver Performance

Serving the Stop

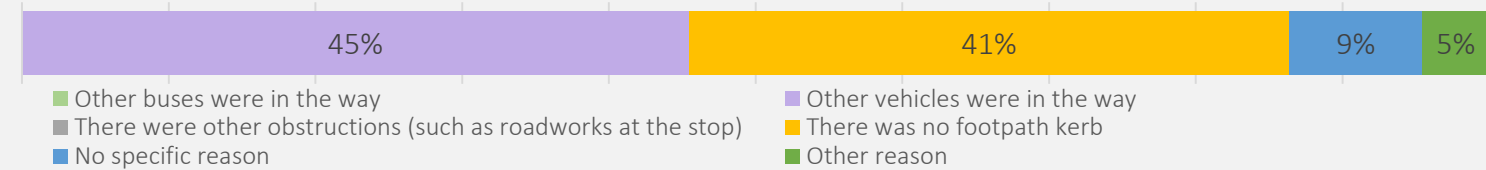
73. When you were getting off, did the bus pull up to the footpath kerb at the bus stop sufficiently to allow passengers board and alight from the bus without walking on the road? *401

2023 Q4



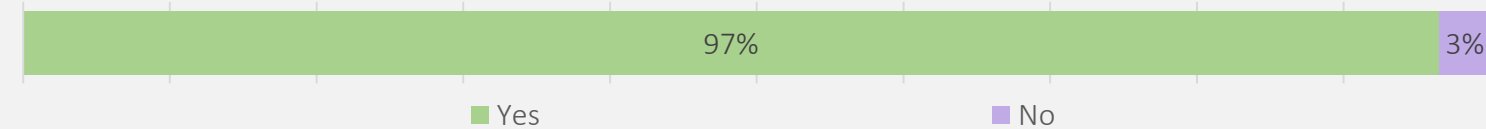
73A. Why did the bus not pull up to the kerb? *22

2023 Q4



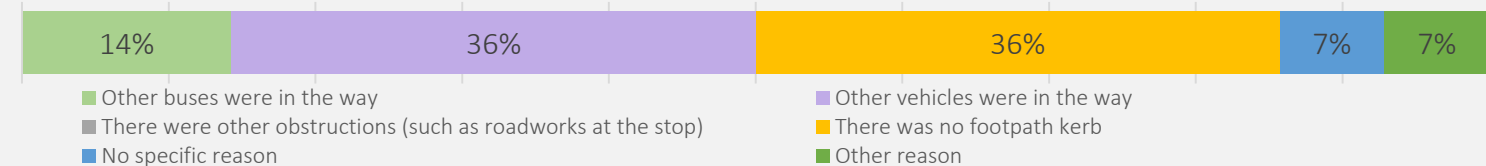
29. When you were getting on, did the bus pull up to the footpath kerb at the bus stop sufficiently to allow passengers board and alight from the bus without walking on the road? *401

2023 Q4



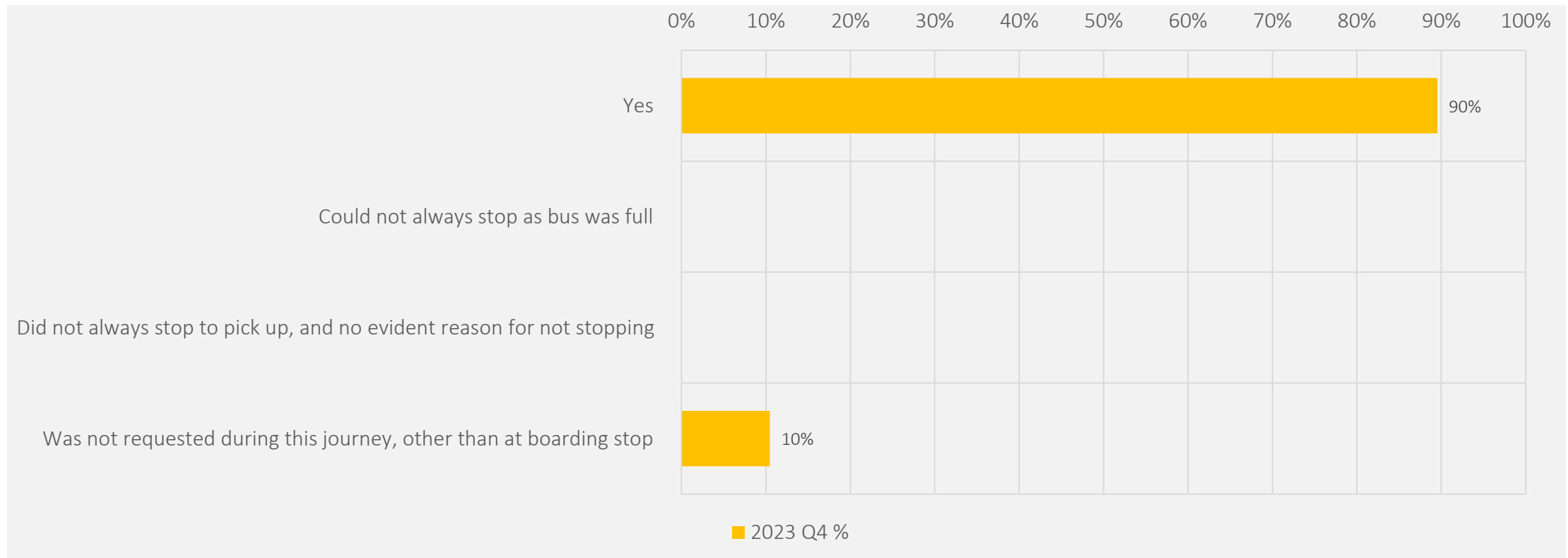
29A. Why did the bus not pull up to the footpath kerb? *14

2023 Q4



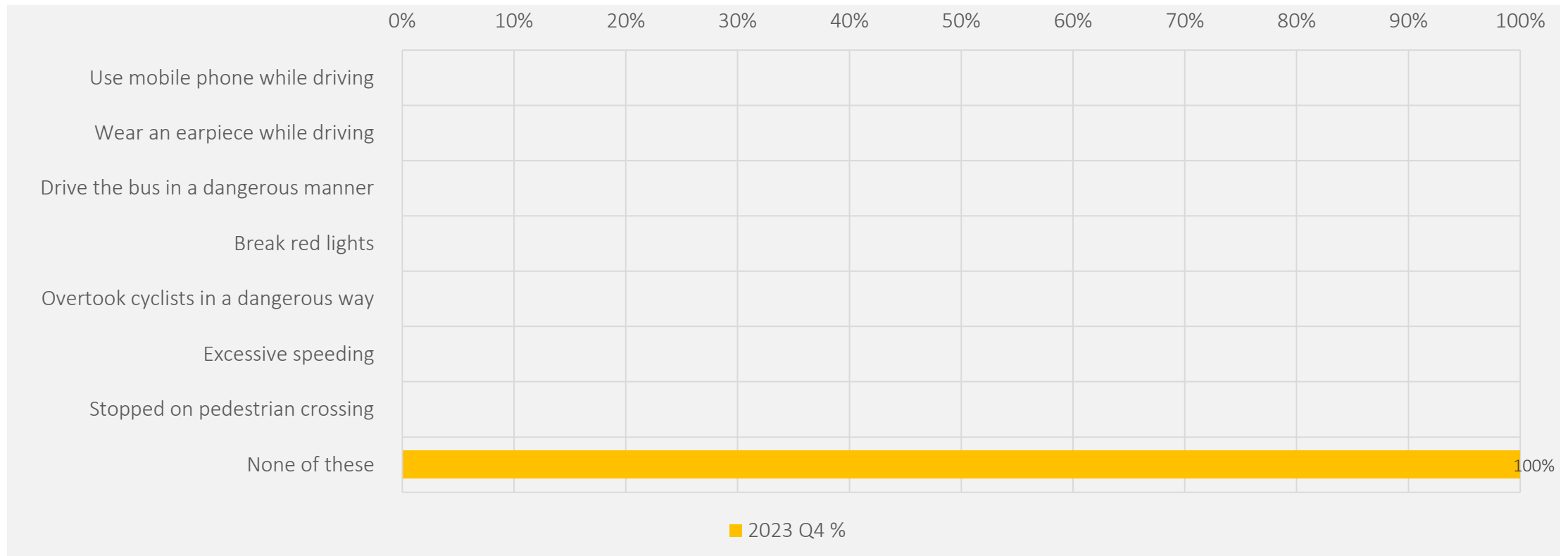
Bus Driver Performance

84. So far as you could tell, did the driver always stop to pick up passengers when requested? *401



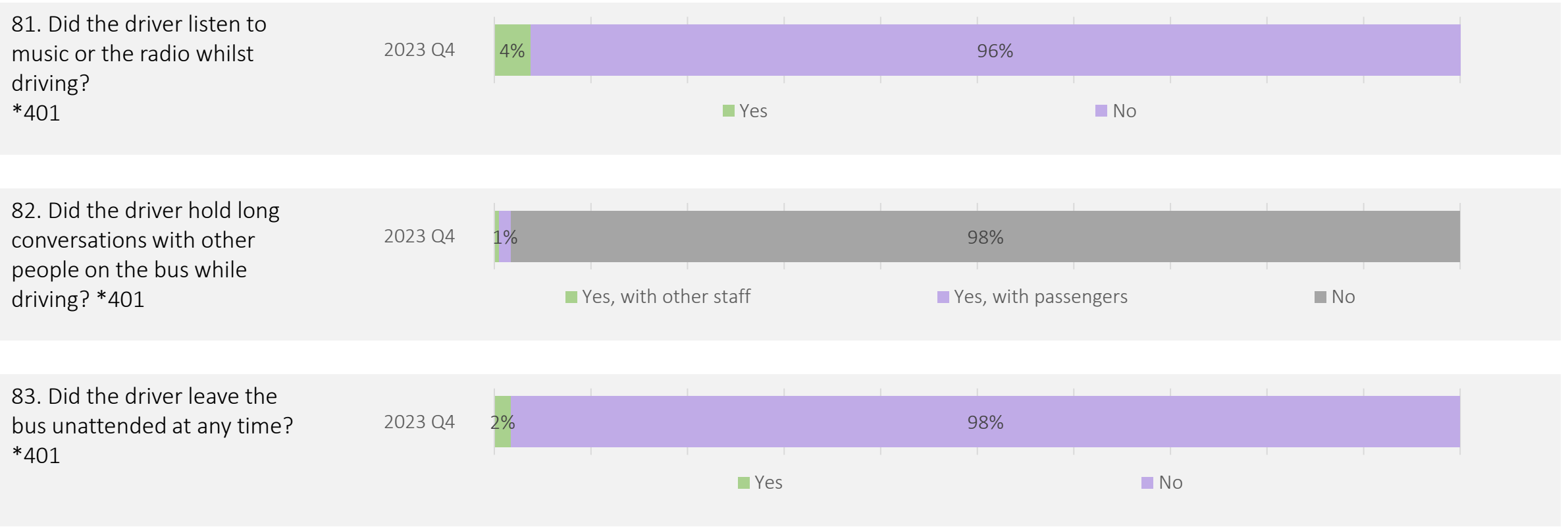
Bus Driver Performance

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.) *401



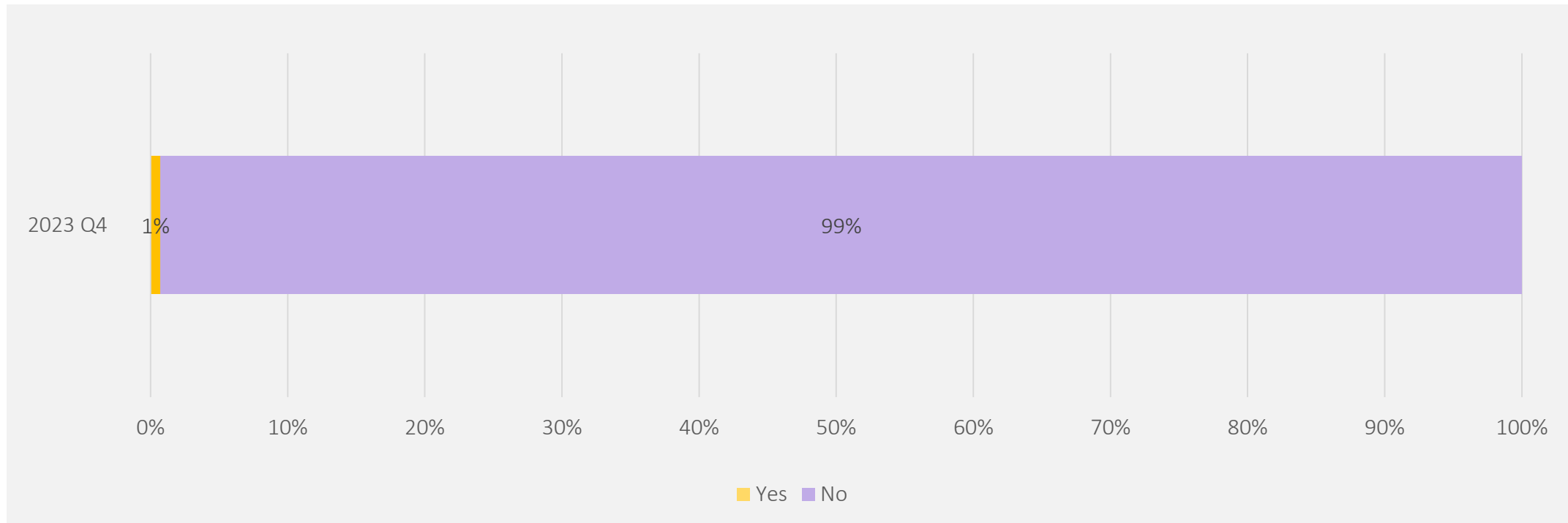
Bus Driver Performance

Other Driver Behaviours



Bus Driver Performance

86. Did bus terminate early or divert off course? *401



Cleanliness Performance - Bus Cleanliness

Contains questions relating to the following Bus Cleanliness Performance:

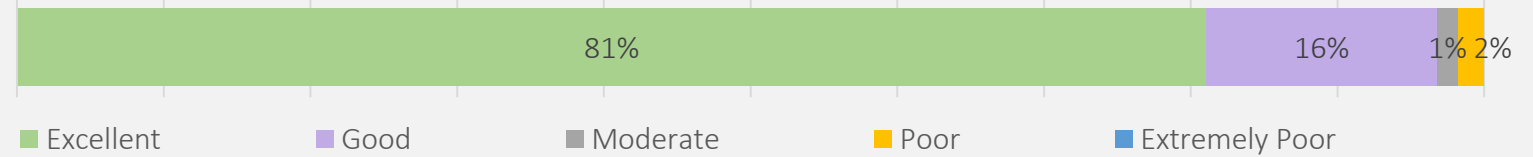
- Seat Cleanliness and Condition
- Floors and Stairs Cleanliness and Level of Litter
- Panels, Ceilings, Stairs and Other Fixtures and Fittings Cleanliness and Condition
- Window Cleanliness and Condition
- External Bus Cleanliness and Condition

Cleanliness Performance - Bus Cleanliness

Seat Cleanliness and Condition

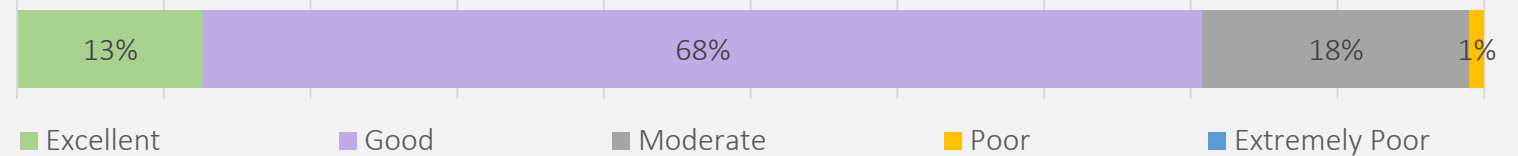
47. How would you best describe the level of non-scratched graffiti on seating? *401

2023 Q4



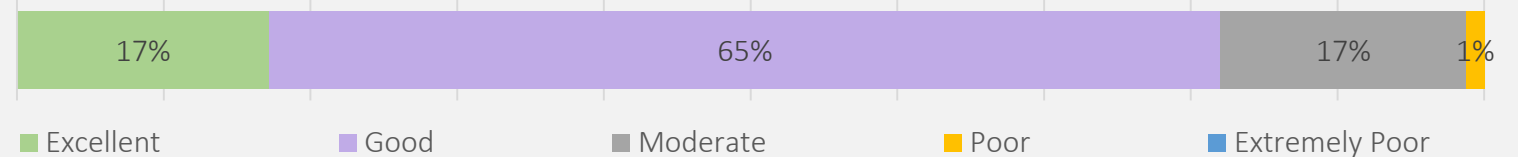
49. What best describes level of cleanliness of seat upholstery? *401

2023 Q4



50. What best describes the condition of the seat upholstery? *401

2023 Q4

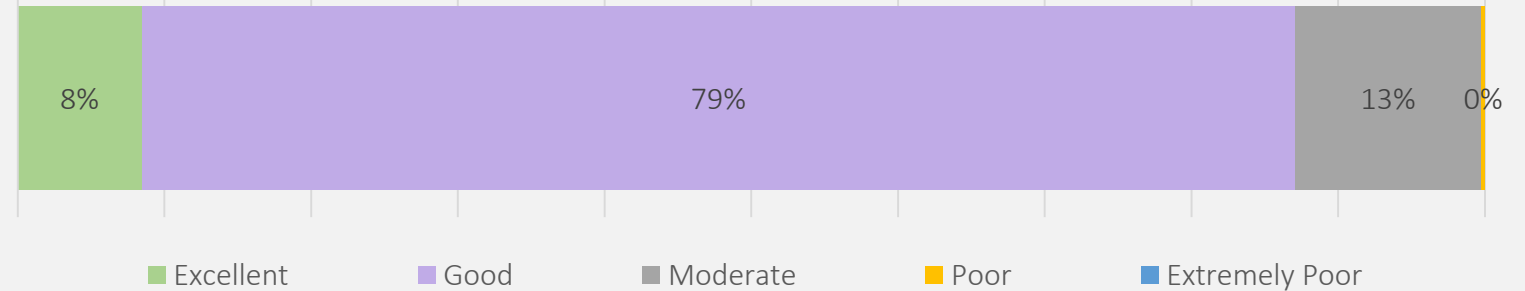


Cleanliness Performance - Bus Cleanliness

Floors and Stairs Cleanliness and Level of Litter

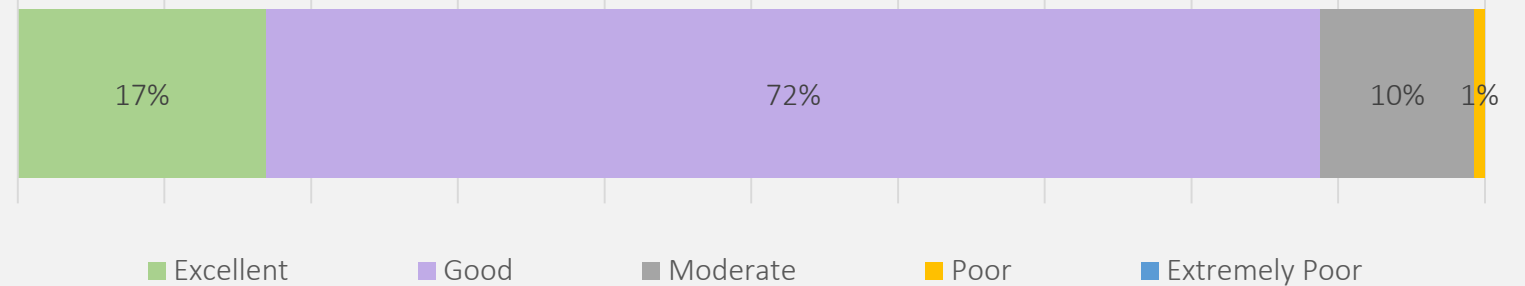
54. What best describes level of cleanliness of floors and stairs? *401

2023 Q4



55. What best describes level of litter of floors and stairs? *401

2023 Q4

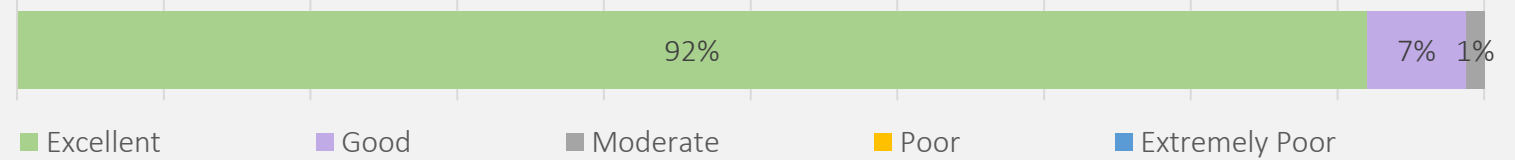


Cleanliness Performance - Bus Cleanliness

Panels, Ceilings, Stairs and Other Fixtures and Fittings Cleanliness

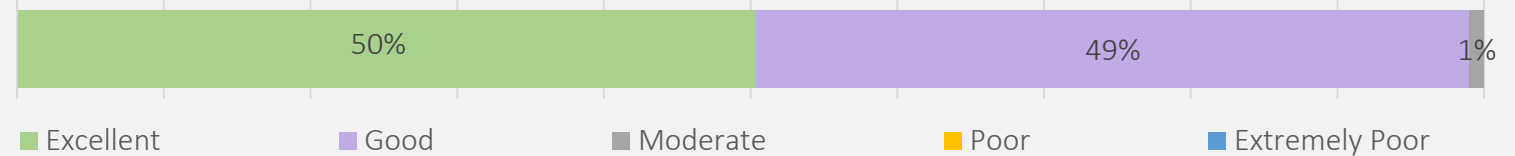
56. What best describes the level of non-scratched graffiti on panels, ceilings, stairs and other fixtures and fittings? *401

2023 Q4



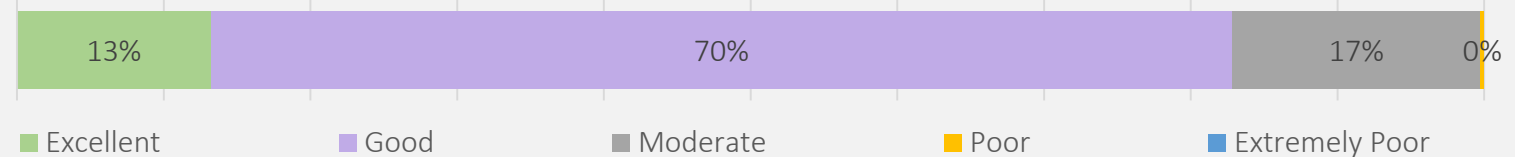
57. What best describes the level of etching on panels, ceilings, stairs and other fixtures and fittings? *401

2023 Q4



58. What best describes level of cleanliness of panels, ceilings and other fixtures and fittings? *401

2023 Q4

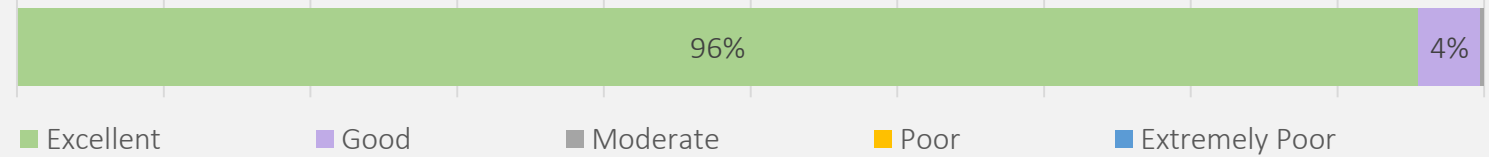


Cleanliness Performance - Bus Cleanliness

Window Cleanliness and Condition

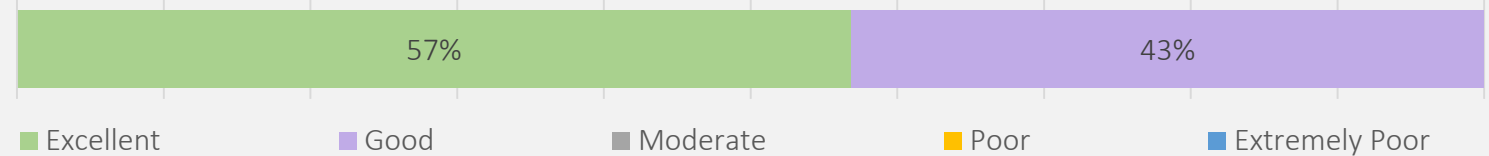
51. What best describes level of non-scratched graffiti on windows? *401

2023 Q4



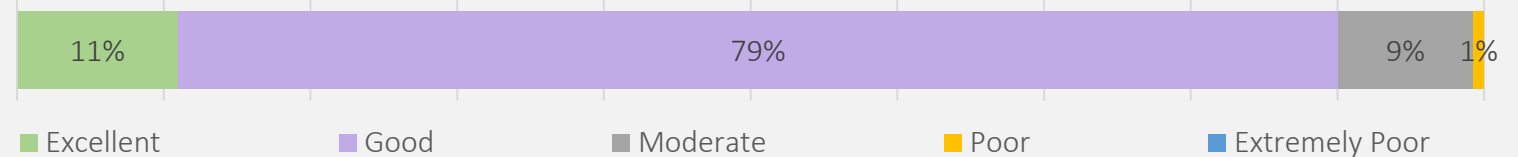
52. What best describes the level of etching on windows? *401

2023 Q4



53. What best describes level of cleanliness of windows? *401

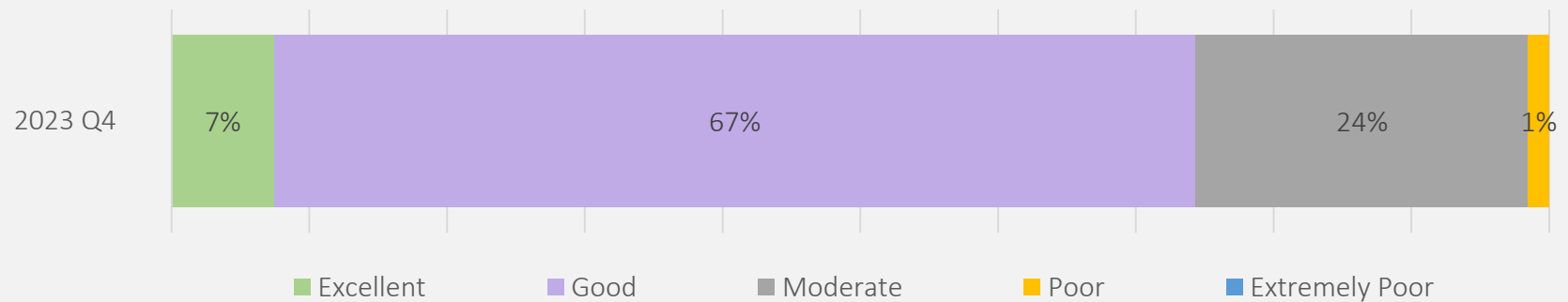
2023 Q4



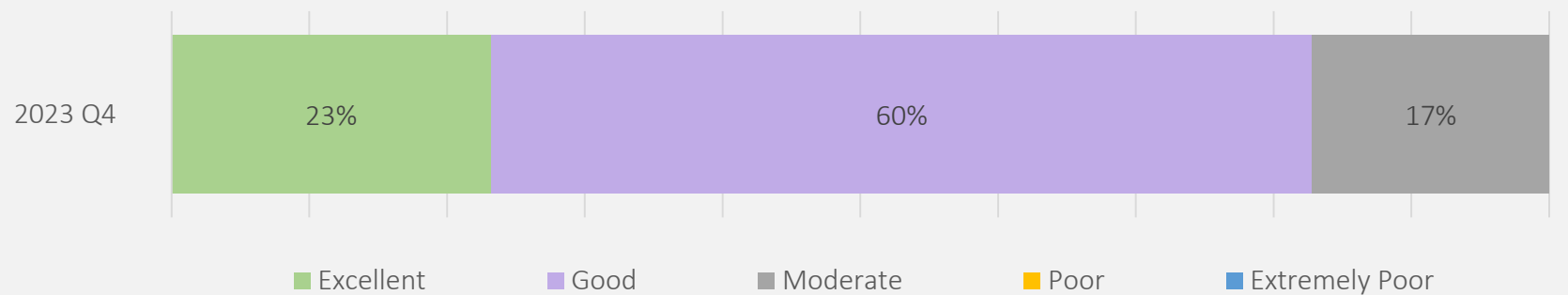
Cleanliness Performance - Bus Cleanliness

External Bus Cleanliness and Condition

74. Please rate the overall external cleanliness of the bus
*401



75. Please rate the overall external condition of the bus
*401



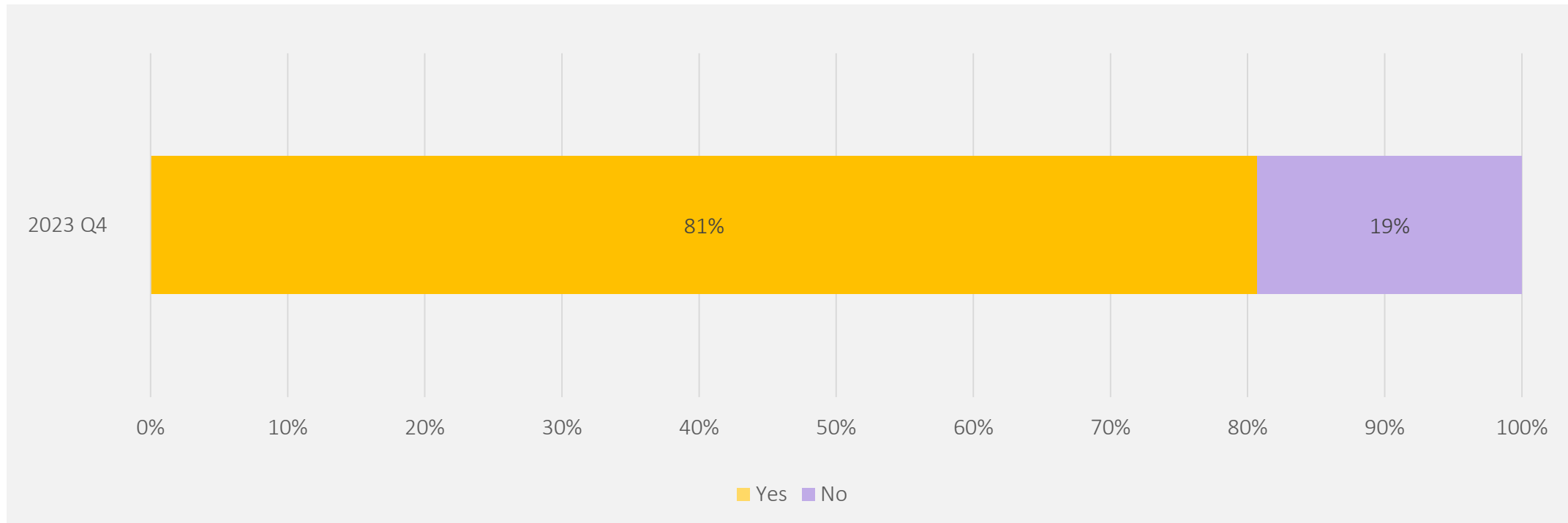
Customer Information Performance

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? *389



Bus Station Performance

Contains questions relating to the following Bus Stations Performance:

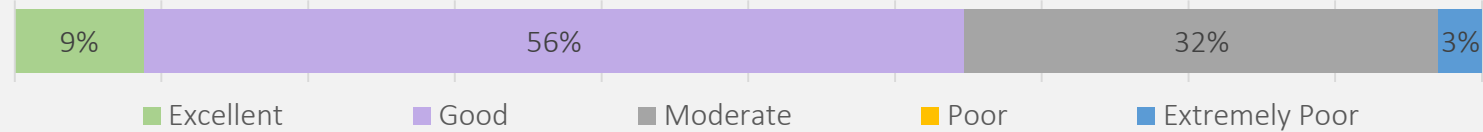
- Windows Cleanliness and Condition
- Floor, Stairs and Seating Cleanliness and Spillages
- Floor, Stairs and Seating Level of Litter
- Surfaces, walls, panels, ceilings and other fixtures and fittings Cleanliness and Condition
- Seating Cleanliness and Condition
- Toilets and Washroom Cleanliness and Condition
- Toilets Working in Proper Order, Well Stocked, Free of Litter

Bus Station Performance

Windows Cleanliness and Condition

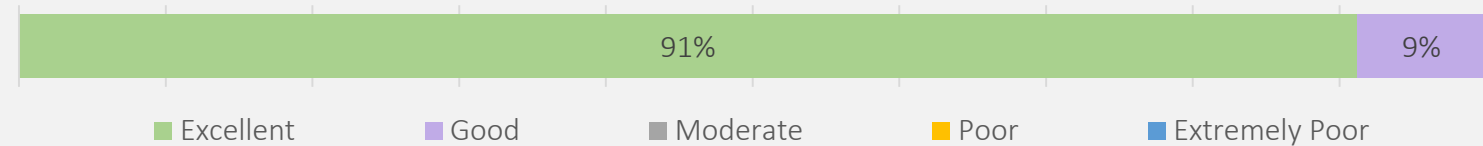
2 What would best describe the cleanliness of windows at the bus station? *34

2023 Q4



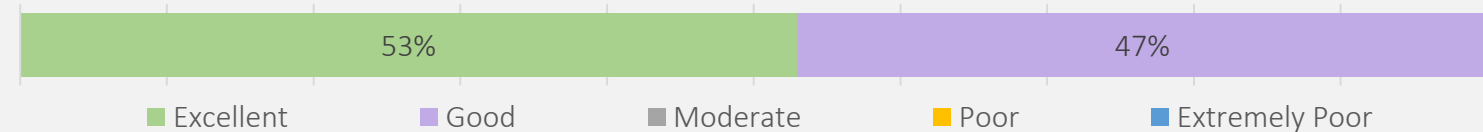
3 What would best describe the level of non-scratched graffiti on windows? *34

2023 Q4



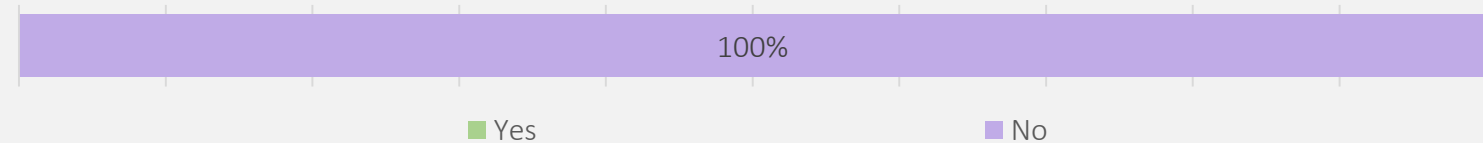
4 What would best describe level of etching on windows? *34

2023 Q4



5 Was there any offensive graffiti or etching on windows at the station? *16

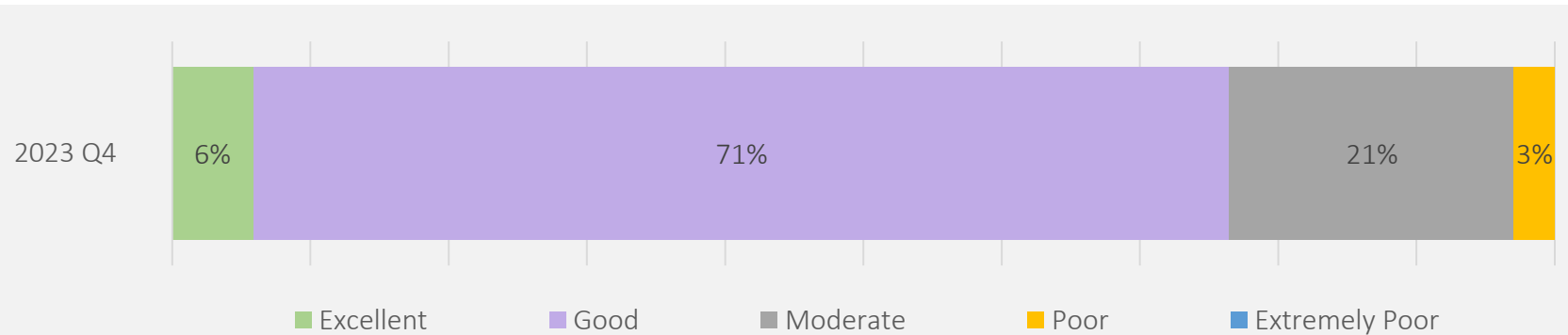
2023 Q4



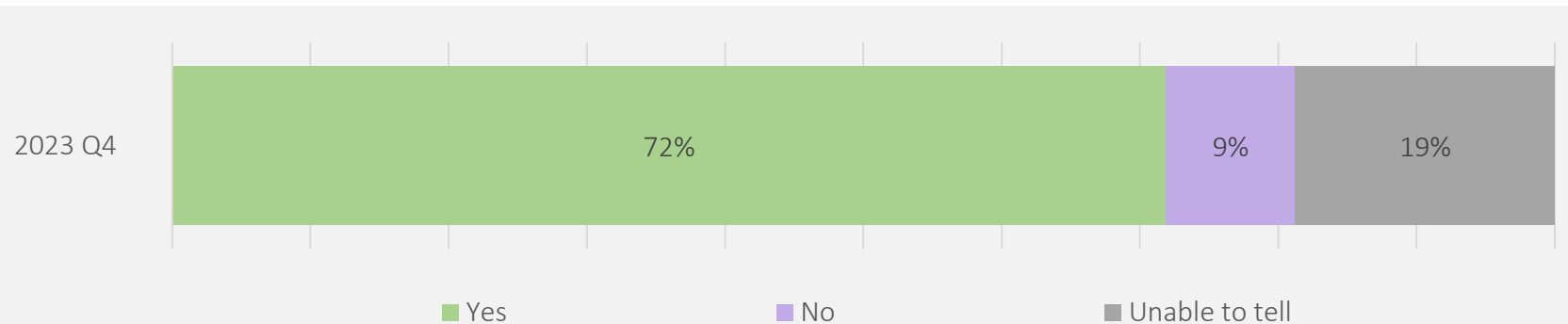
Bus Station Performance

Floor, Stairs and Seating Cleanliness and Spillages

6 What best describes level of cleanliness of floors, stairs and seating in the bus station? *34

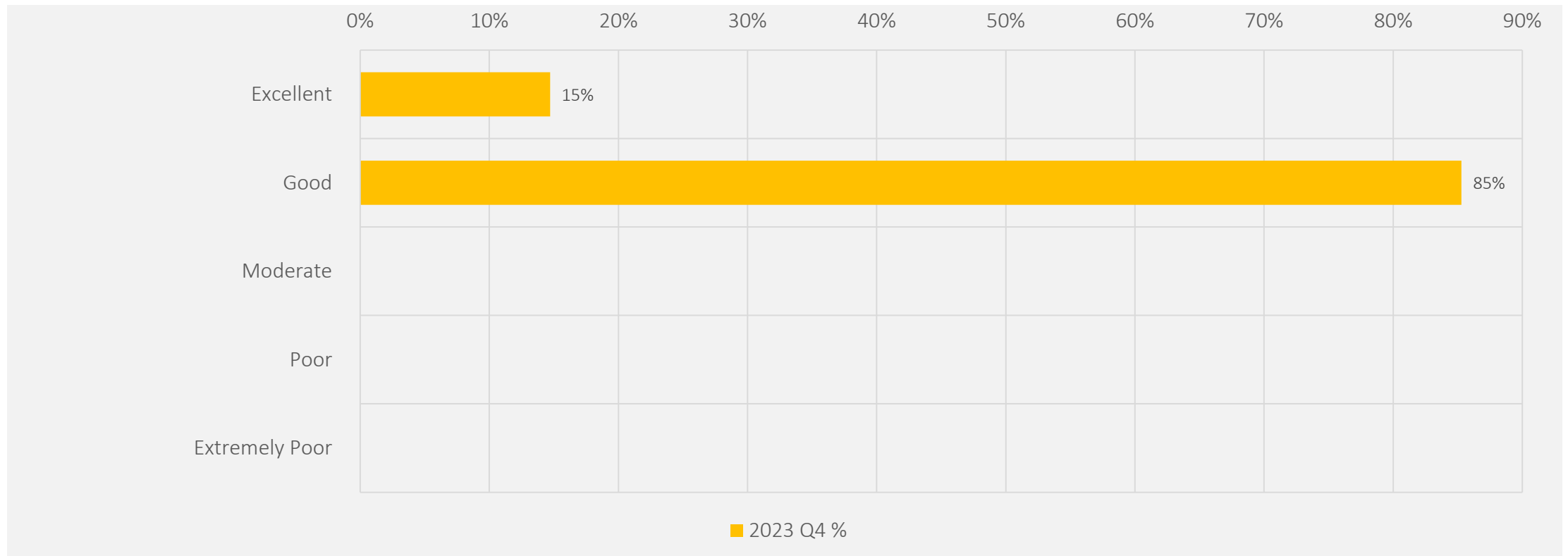


6b If any spillages were present on the floor, was this dried? *32



Bus Station Performance

7 What best describes level of litter at the bus station (include litter on seating, floors and stairs)? *34

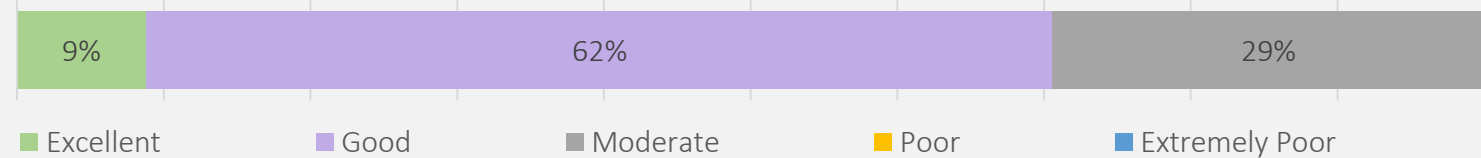


Bus Station Performance

Surfaces, walls, panels, ceilings and other fixtures and fittings Cleanliness and Condition

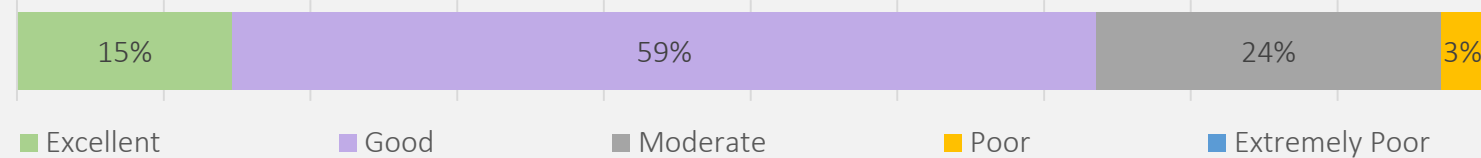
8 What would best describe the cleanliness of surfaces, walls, panels, ceilings and other fixtures and fittings? *34

2023 Q4



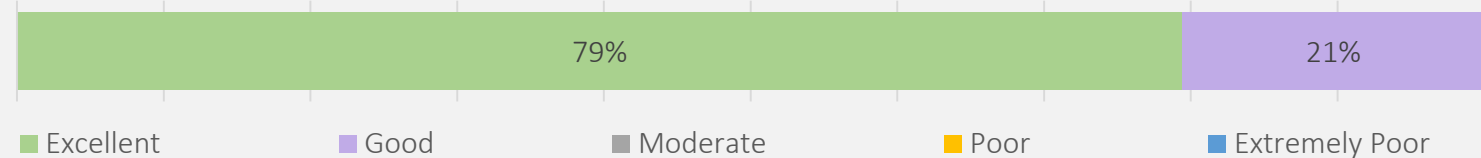
9 What would best describe the condition of surfaces, walls, panels, ceilings and other fixtures and fittings? *34

2023 Q4



10 What would best describe the level of non-scratched graffiti on surfaces, walls, panels, ceilings and other fixtures and fittings? *34

2023 Q4

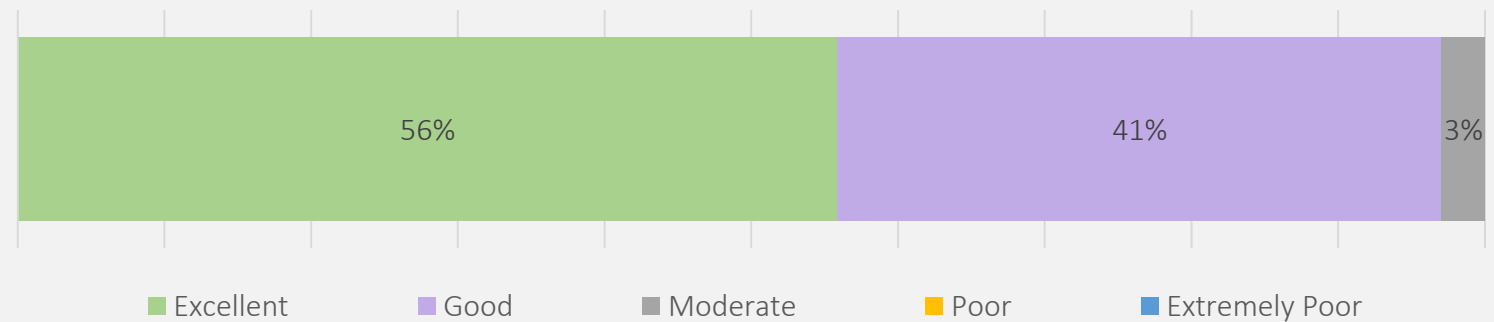


Bus Station Performance

Surfaces, walls, panels, ceilings and other fixtures and fittings Cleanliness and Condition (Cont.)

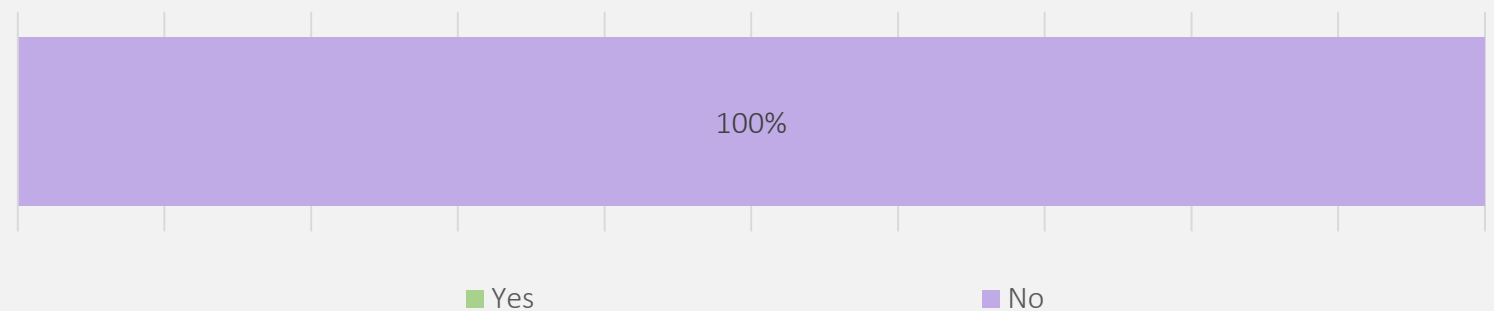
11 What would best describe level of etching on surfaces, walls, panels, ceilings and other fixtures and fittings?
*34

2023 Q4



12 Was there any offensive graffiti or etching on surfaces, walls, panels, ceilings and other fixtures and fittings?
*16

2023 Q4

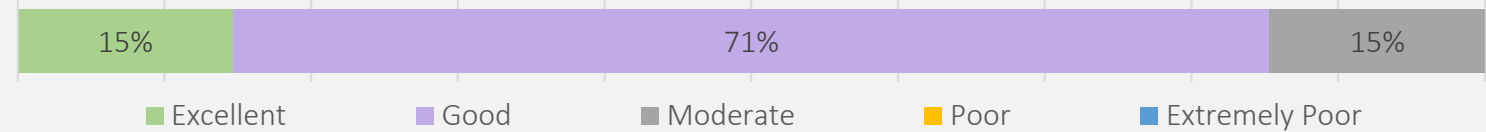


Bus Station Performance

Seating Cleanliness and Condition

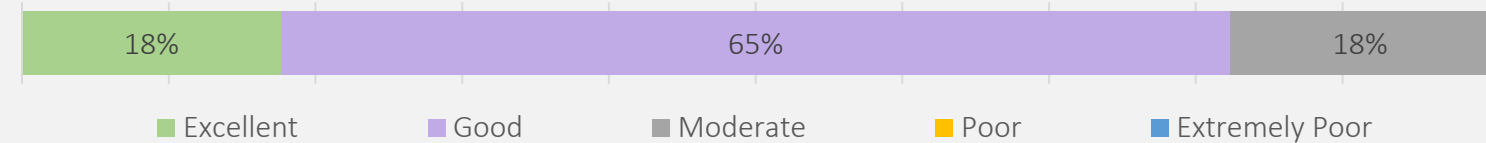
13 What would best describe the cleanliness of seating? *34

2023 Q4



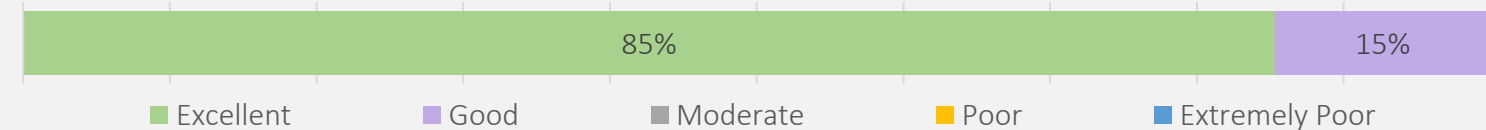
14 What would best describe the condition of seating? *34

2023 Q4



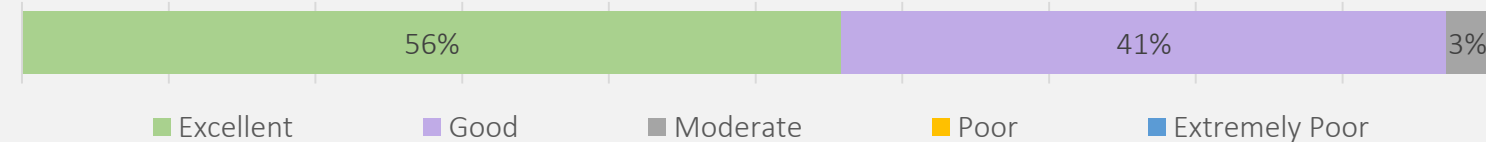
15 What would best describe the level of non-scratched graffiti on seating? *34

2023 Q4



16 What would best describe level of etching on seating? *34

2023 Q4

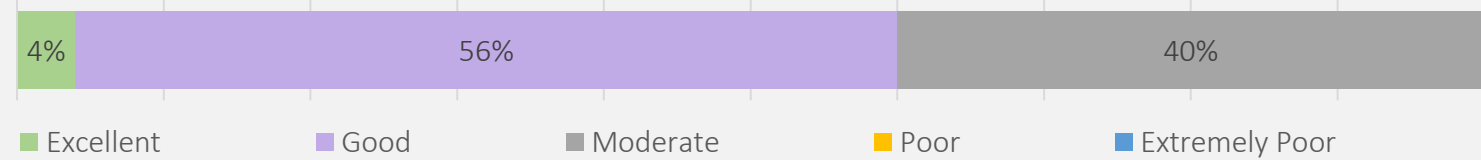


Bus Station Performance

Toilets and Washroom Cleanliness and Condition

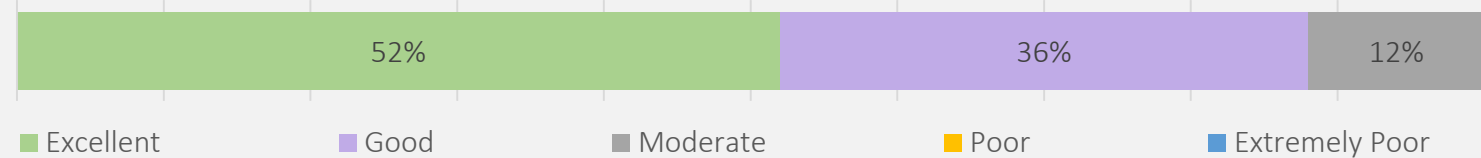
25 What would best describe the cleanliness of the toilets and washroom area? *25

2023 Q4



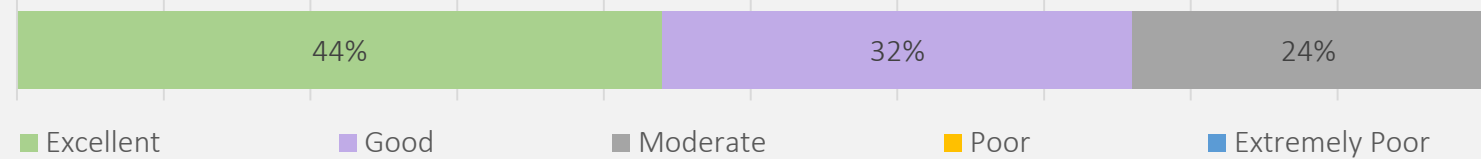
26 What would best describe the level of non-scratched graffiti in the toilets and washroom area? *25

2023 Q4



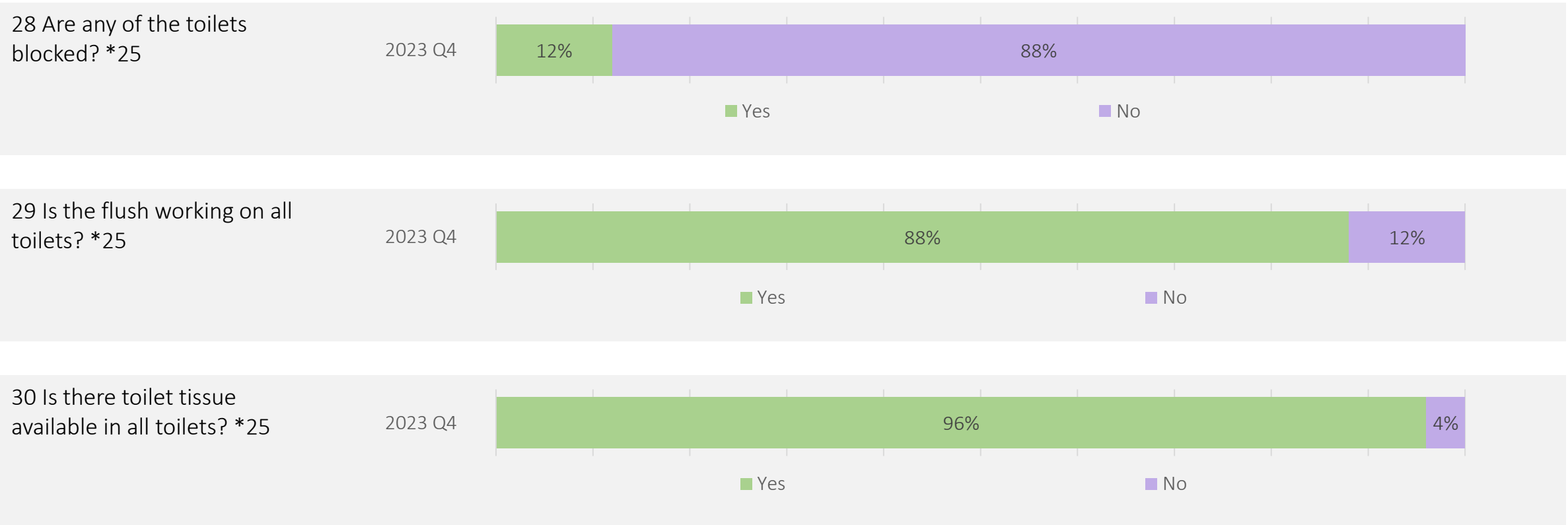
27 What would best describe level of etching in the toilets and washroom area? *25

2023 Q4



Bus Station Performance

Toilets Working in Proper Order, Well Stocked, Free of Litter

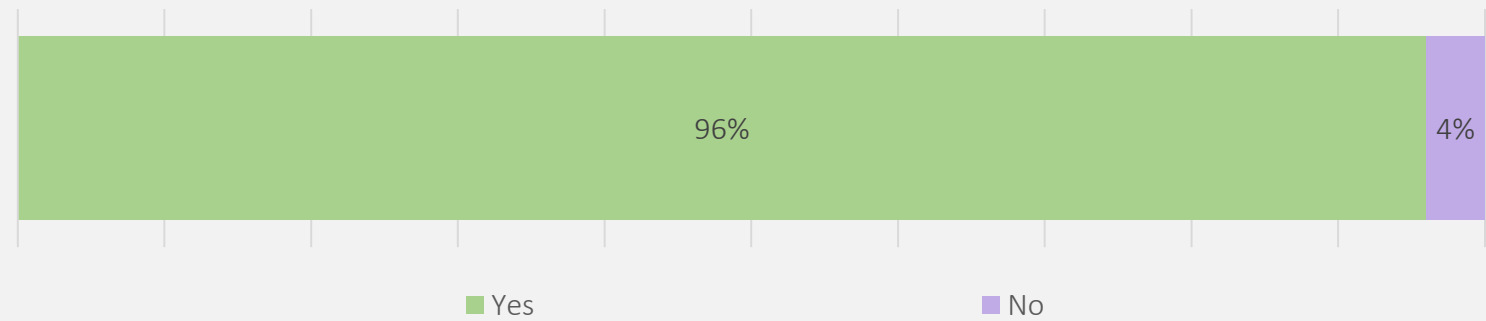


Bus Station Performance

Toilet Bins

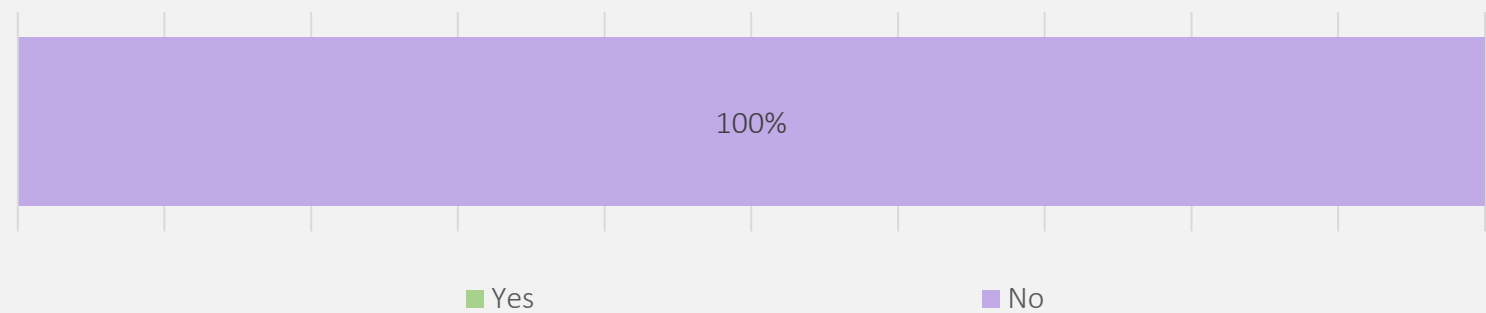
31 Is there a litter bin in the toilet? *25

2023 Q4



32 Is the litter bin full or overflowing? *24

2023 Q4



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.



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