Moorsbus Passenger Survey
2 0 2 2 R E S U L T S ☑

The annual on-board survey of **Moorsbus** passengers was undertaken from July to September 2022. Survey forms were available every day on every bus, with passengers encouraged to complete a form for each day of travel. Results represent 472 passengers in 275 groups, or about 17% of users.

The survey provides an insight into four 'Vs' – **Visit** pattern, **Visitor** profile, **Value** of passenger spend and general **Views** of the respondent. (A further V – overall **Volume** of users – comes from passenger loading figures.) This information sheet looks at **Visit**, **Visitor** and **Value**. **Views** (which are written comments from the survey forms) are published on the Moorsbus website: www.moorsbus.org

The Community Interest Company uses all this data, together with the written comments and input from meetings, to plan services for the following year.

	2022	*2021*	*2019*	*2018*	*2017*
1. Average number of journeys per passenger per day					
	2.91	2.89	3.04	2.91	3.08

2. Purpose(s) of journey *

	2022	*2021*	*2019*	*2018*	*2017*
Walk	**62%**	59%	65%	59%	65%
Average walk duration	**3.7hrs**	*3.4hrs*	*3.8hrs*	*4.0hrs*	*4.1hrs*
Ride in the countryside	**54%**	55%	47%	46%	45%
Visit a specific attraction	**16%**	11%	12%	21%	23%
Meal	**9%**	9%	13%	13%	14%
Shopping	**9%**	8%	7%	8%	6%
Visit friends	**3%**	5%	6%	5%	4%
Work / volunteering	**2%**	2%	2%	2%	1%
Special event	**1%**	2%	4%	5%	4%

3. Main places visited * *compared with 2021 (in brackets)*

Helmsley	**36%** (41%)	Rosedale Abbey	**10%** (12%)
Danby	**31%** (38%)	Guisborough	**10%** (11%)
Pickering	**27%** (29%)	Castleton	**9%** (12%)
Sutton Bank	**13%** (13%)	Rievaulx Abbey	**9%** (9%)
Hutton le Hole	**12%** (13%)	Dalby Forest	**6%** (3%)
Kirkbymoorside	**11%** (9%)	Thornton le Dale	**4%** (4%)

4. Day visits or holiday trips *compared with 2021*

90% visited from home (93%)
 9% were on holiday (7%)
39% were staying with friends and relatives (65%)
48% were staying in serviced accommodation (30%)
12% were staying in non-serviced accommodation (6%)

5. Sources of information about Moorsbus *

	2022	*2021*	*2019*	*2018*	*2017*
Used it before	**84%**	85%	92%	89%	74%
Timetable	**22%**	18%	16%	21%	21%
Moorsbus e-mail	**17%**	8%	-	-	-
Internet	**9%**	2%	1%	5%	9%
Poster	**1%**	3%	5%	6%	8%
Bus advertising	**1%**	2%	2%	3%	7%
Info centre	**1%**	2%	2%	2%	3%

6. Surveyed passengers receiving Moorsbus information (by post, online or in person) in last year

	2022	*2021*	*2019*	*2018*	*2017*
	86%	83%	90%	86%	87%

	2022	*2021*	*2019*	*2018*	*2017*
7. Quality assessment					
Amount of information	**92.9%**	93.3%	95.0%	92.5%	92.1%
Clarity of information	**92.0%**	87.5%	92.8%	92.7%	92.8%
Accuracy of info	**95.3%**	93.3%	95.6%	92.7%	95.0%
Routes taken	**88.5%**	92.0%	94.8%	90.9%	90.9%
Frequency of buses	**84.8%**	89.3%	90.9%	88.4%	84.9%
Value for money	**99.6%**	98.6%	98.9%	98.9%	97.9%
Reliability	**98.1%**	97.8%	99.3%	98.3%	97.6%
Comfort	**94.4%**	95.8%	97.0%	95.0%	93.7%
Drivers	**99.4%**	99.8%	99.4%	99.2%	98.5%
Average assessment	**93.8%**	*94.4%*	*96.0%*	*94.3%*	*94.5%*

8. Average spend per day per group					
Food and drink	£ 8.69	£10.44	£ 8.23	£ 9.84	£ 9.72
Recreation	£ 0.54	£ 0.45	£ 7.63	£ 6.71	£ 2.34
Shopping	£ 4.15	£ 3.07	£ 9.45	£12.65	£ 5.35
Transport	£ 2.86	£ 4.85	£10.20	£ 9.00	£ 7.12
Other spending	£ 0.67	£ 0.99	£ 3.68	£ 6.38	£ 1.68
Total spend per group	**£18.87**	£21.00	£39.19	£44.57	£26.21

Average spend per passenger £10.99 £13.25 (2021)

These figures underestimate passenger spend: a blank response was presumed to show zero spend rather than simply a reluctance by respondents to disclose financial data.

Holidaymakers spent an average of £459.12 during their stay.

9. Age of passenger completing the survey

	2022	*2021*	*2019*	*2018*	*2017*
Under 24	**2%**	1%	3%	1%	2%
24 – 40	**1%**	1%	2%	2%	2%
41 – 59	**5%**	6%	5%	4%	8%
60 – 70	**23%**	29%	38%	52%	59%
Over 71	**68%**	64%	53%	42%	29%

10. Car ownership and accessibility *(2021 in brackets)*

Passengers from a car-owning household: **32%** (34%)
Percentage choosing to use the bus rather than a car: **24%** (23%)
Passengers from a household without a car: **68%** (66%)

11. Average size of party

	2022	*2021*	*2019*	*2018*	*2017*
	1.72	1.59	1.59	1.75	2.07

12. Number of journeys starting by train

	2022	*2021*	*2019*	*2018*	*2017*
	3%	5%	4%	4%	-

Rail journeys commenced at stations throughout England including Kings Cross, Manchester, Newcastle and Esk Valley Railway stations. The most frequently used station was York.

13. Passengers with long-term health or disability issue

24% *(new question in 2022)*

14. Passenger origins

266 forms had valid UK Postcodes. Based on unique addresses, 53% were from Yorkshire and the Humber (74% in 2021), and 23% from the North East (32% in 2021). 5% were from elsewhere in the UK. 3% of passengers were from overseas.

* Totals may add to more than 100% due to multiple responses

C O M M E N T A R Y

Most results are within the expected range and some show a return to pre-pandemic levels, perhaps through a return of passenger confidence. Respondents were self-selecting in that they chose to complete a form and return it, either by post, via the driver, placing it in the MoorInfo box or handing it to a Moorsbus volunteer. This resulted in a cohort of regular respondents, particularly older passengers forming a significant group of Moorsbus users. Spending, always difficult to measure, appears to have declined slightly. Quality assessment once again shows very high scores, with *'Value for Money'* and *'Drivers'* having over 99% satisfaction ratings. But, as ever, Moorsbus wants to do better!