

# Moorsbus Survey Results 2017

2017 2016 2015

## 1. Average number of journeys per passenger

3.08 2.63 2.89

## 2. Purpose(s) of journey \*

|                             |     |     |     |
|-----------------------------|-----|-----|-----|
| Walk                        | 65% | 64% | 60% |
| Average walk duration (hrs) | 4.1 | 3.4 | 3.5 |
| Ride in the countryside     | 45% | 61% | 49% |
| Visit a specific attraction | 23% | 22% | 19% |
| Meal                        | 14% | 19% | 10% |
| Shopping                    | 6%  | 15% | 6%  |
| Special event               | 4%  | 3%  | 0%  |
| Work / volunteering         | 1%  | 1%  | 0%  |
| Visit friends               | 4%  | 1%  | 5%  |

## 3. Places visited \*

|                      |                 |
|----------------------|-----------------|
| 44% Danby            | 7% Sutton Bank  |
| 26% Pickering        | 6% Rievaulx     |
| 26% Hutton le Hole   | 5% Stokesley    |
| 19% Helmsley         | 4% Dalby Forest |
| 16% Castleton        | 3% Coxwold      |
| 16% Kirkbymoorside   | 1% Byland       |
| 14% Thornton le Dale | 1% Great Ayton  |
| 12% Guisborough      | 1% Thirsk       |
| 11% Rosedale Abbey   |                 |

## 4. Day visits or holiday trips

85% visited from home

15% were on holiday, staying an average of 8.52 nights

18% were staying with friends and relatives

13% were staying in a cottage or chalet

8% were staying in hotels and guest houses

7% were staying in bed and breakfast

5% were camping

Holidaymakers spent £44.35 per day in the area

## 5. Sources of information about Moorsbus \*

|                  |     |     |     |
|------------------|-----|-----|-----|
| Used it before   | 74% | 53% | 75% |
| Timetable        | 21% | 26% | 19% |
| Friends / family | 12% | 11% | 14% |
| Internet         | 9%  | 9%  | 6%  |
| Poster           | 8%  | 8%  | 8%  |
| Bus advertising  | 3%  | 7%  | 5%  |
| Info centre      | 3%  | 7%  | 6%  |

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

87% 64% 84%

2017 2016 2015

## 7. Quality assessment

|                         |       |       |       |
|-------------------------|-------|-------|-------|
| Amount of information   | 92.1% | 87.9% | 86.6% |
| Clarity of information  | 92.8% | 90.0% | 84.0% |
| Accuracy of information | 95.0% | 93.7% | 91.0% |
| Routes taken            | 90.9% | 87.5% | 96.6% |
| Frequency of buses      | 84.9% | 81.3% | 69.2% |
| Value for money         | 97.9% | 97.9% | 95.0% |
| Reliability             | 97.6% | 97.6% | 89.6% |
| Comfort                 | 93.7% | 94.5% | 87.8% |
| Drivers                 | 98.5% | 99.0% | 95.6% |

**Average quality assessment 94.5% 92.2% 88.3%**

## 8. Average spend per day per group

|                    |               |               |               |
|--------------------|---------------|---------------|---------------|
| Food and drink     | £9.72         | £8.85         | £8.22         |
| Recreation         | £2.34         | £0.81         | £1.15         |
| Shopping           | £5.35         | £4.79         | £4.63         |
| Transport          | £7.12         | £2.53         | £5.25         |
| Other spending     | £1.68         | £0.58         | £0.42         |
| <b>Total spend</b> | <b>£26.21</b> | <b>£17.57</b> | <b>£19.67</b> |

## 9. Age of passenger completing the survey

|          |     |     |     |
|----------|-----|-----|-----|
| Under 24 | 2%  | 2%  | 4%  |
| 24 – 40  | 2%  | 2%  | 5%  |
| 41 – 59  | 8%  | 14% | 6%  |
| 60 – 70  | 59% | 52% | 51% |
| Over 71  | 29% | 39% | 35% |

## 10. Car ownership and accessibility

40% of passengers were from a car-owning household

28% of them could have used it on the day of travel

*(making a positive choice to abandon the car for the bus)*

60% of passengers were from a household without a car, most saying they couldn't get to the moors without Moorsbus

## 11. Average size of party

2.07 2.17 1.78

## 12. Future plans

24% wanted the service to start earlier in the day;

4% wanted it to start later

48% wanted more routes

38% wanted a longer season

N: 330

\* Totals may add to more than 100% due to multiple answers  
Previous survey results are on the website

[www.moorsbus.org](http://www.moorsbus.org)



Moorsbus Community  
Interest Company

19 Oct 2017