**Who uses Moorsbus, and why**

*Based on self-completion Moorsbus Passenger Survey and Moorsbus Passenger Spend Survey, 2015*

**In 2015 Moorsbus linked a number of towns and villages to the North York Moors on summer Sundays to provide access for locals and visitors to shops and scenery without the need for a car. Two services operated (‘Moors Rambler’ and ‘Moors Endeavour’) and connections were made with a number of services operated by other companies, many of which issued and accepted Moorsbus tickets.**

**The aim was to make the service as simple as possible for passengers, with timetables and routes based on passenger needs. To enhance this understanding, a survey of users was undertaken so the volunteer organisers could develop improved and responsive timetables for 2016. In addition, a survey of spending patterns by passengers was also undertaken to establish the contribution Moorsbus made to the local economy.**

1. **Where our passengers live:**

Most came from Teesside, County Durham and North Yorkshire reflecting the actual Moorsbus routes (43% TS postcodes; 24% YO postcodes; 21% DL postcodes; 6% HU postcodes; and 6% from other areas including overseas.

1. **How old are they?**

51% were aged between 60 and 70, 35% were over 71, 6% between 41 and 59, with just 6% being under 40.

1. **Do they have their own transport?**

62% were from households without a car. Of the 38% with a car, 29% did not have access to the car on the day of travelling on Moorsbus.

71% of Moorsbus users said they could not get to the North York Moors without Moorsbus.

1. **Where they first boarded a Moorsbus:**

21% boarded in Guisborough; 16% boarded in Darlington; 11% in Pickering; 10% in Middlesbrough; 9% in Redcar and Saltburn; 6% in Castleton and Danby; and 5% in Northallerton.

The average number of Moorsbus journeys per day was 2.89 and the average group size was 1.78.

1. **Purpose of journey** *(multiple answers, total may add to more than 100%):*

60% used the bus to go walking, (with an average of 3.54 hours walking)

49% said they used the bus for a ride in the countryside

19% used Moorsbus to visit an attraction (the most frequently cited attractions being the North Yorkshire Moors Railway, the Moors Centre at Danby, and Ryedale Folk Museum)

10% were going for a meal

6% used the bus for shopping

5% were visiting friends and relations

1. **Day visits or holidays?**

Most passengers (87%) were travelling from their home

Of those on holiday, 8% were staying in hotels, 17% in cottages, 8% B&B, 8% camping and 17% staying with friends and relations.

1. **How did passengers find out about Moorsbus?** *(multiple answers, total may add to more than 100%):*

75% had used it before; 19% said they found out about Moorsbus through a timetable; 14% through friends; 8% through a poster; 6% through the internet; 6% through an information centre; 5% through an advert on a bus; 2% through a newspaper.

84% had received or seen Moorsbus material during the year prior to their visit.

1. **Quality scores for timetable information** (average out of 5)

Amount of information 4.31

Clarity of information 4.20

Accuracy of information 4.55

1. **Quality scores for Moorsbus service** (average out of 5)

Routes used 4.83

Frequency of service 3.46

Value for money 4.75

Reliability 4.48

Comfort 4.39

Drivers 4.78

1. **Other routes suggested:**

Of those who suggested additional routes and destinations, the most popular suggestions were Rosedale (29%), Dalby Forest (17%), Bilsdale (16%), Hawnby (14%), Farndale (10%) and Sutton Bank (10%). Other destinations suggested included Thornton le Dale, Lastingham, Castle Howard, Westerdale, Kilburn, Rievaulx and Goathland.

1. **Earlier or later departures in the day?**

40% of passengers said they would prefer services starting earlier in the day, 6% wanted services to start later.

1. **More routes or longer season?**

40% said Moorsbus should be expanded to provide more routes; 35% preferred a longer season.

(Many passengers said that they were happy with the current timings, whilst a number said that they wanted both more routes *and* a longer season).

*Anonymised written comments from the 2015 survey are also available.*

**How much did Moorsbus put into the local economy?**

Passengers spent an average of £26.10 per person on the day of their travel.

They spent £7.10 on food and drink in local establishments, £2.50 in local shops, and £10.74 on travel and transport. Those staying in overnight accommodation spent an average of £30.70 per person per night.

Using the above averages and the number of unique Moorsbus passengers per day, this equates with £1917 economic impact per operational day, or £26,840 for the season.

**Moorsbus Community Interest Company** and **Friends of Moorsbus**

[www.moorsbus.org](http://www.moorsbus.org) January 2016