Moorsbus 2018

**SURVEY RESULTS**

The annual on-board survey of passengers was undertaken from May to September 2018.

Results represent 850 passengers in 468 groups.

*2018**2017 2016 2015*

**1. Average number of journeys** per passenger

2.91 3.08 2.63 2.89

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

Walk 59% 65% 64% 60%

*Average walk duration* 4.0 hrs 4.1 hrs 3.4 hrs 3.5 hrs

Ride in the countryside 46% 45% 61% 49%

Visit a specific attraction 21% 23% 22% 19%

Meal 13% 14% 19% 10%

Shopping 8% 6% 15% 6%

Special event 5% 4% 3% 0%

Visit friends 5% 4% 1% 5% Work / volunteering 2% 1% 1% 0%

**3. Places visited \***

36% Danby 9% Sutton Bank

29% Helmsley 7% Thirsk

28% Pickering 7% Malton

16%Hutton le Hole 6% Dalby Forest

15% Castleton 5% Rievaulx

15% Rosedale Abbey 4% Stokesley

13% Guisborough 2% Coxwold

13% Thornton le Dale 1% Byland

12% Kirkbymoorside 1% Great Ayton

**4. Day visits or holiday trips**

90% visited from home

10% were on holiday, staying an average of 4.93 nights

33% were staying with friends and relatives

22% were staying in a cottage or chalet

13% were staying in hotels and guest houses

9% were camping

7% were staying in bed and breakfast

Holidaymakers spent £35.35 per day in the area

**5. Sources of information about Moorsbus \***

Used it before 89% 74% 53% 75%

Timetable 21% 21% 26% 19% Poster 6% 8% 8% 8%

Internet 5% 9% 9% 6%

Friends / family 3% 12% 11% 14%

Bus advertising 2% 3% 7% 5%

Info centre 2% 3% 7% 6%

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

86% 87% 64% 84%

*2018**2017 2016 2015*

**7. Quality assessment**

Amount of information 92.5% 92.1% 87.9% 86.6%

Clarity of information 92.7% 92.8% 90.0% 84.0%

Accuracy of info 92.7% 95.0% 93.7% 91.0%

Routes taken 90.9% 90.9% 87.5% 96.6%

Frequency of buses 88.4% 84.9% 81.3% 69.2%

Value for money 97.7% 97.9% 97.9% 95.0%

Reliability 98.3% 97.6% 97.6% 89.6%

Comfort 95.0% 93.7% 94.5% 87.8%

Drivers 99.2% 98.5% 99.0% 95.6%

**Avg quality assessment 94.3% 94.5% 92.2% 88.3%**

**8. Average spend per day** per group

Food and drink £ 9.84 £9.72 £8.85 £8.22

Recreation £ 6.71 £2.34 £0.81 £1.15

Shopping £12.65 £5.35 £4.79 £4.63

Transport £ 9.00 £7.12 £2.53 £5.25

Other spending £ 6.38 £1.68 £0.58 £0.42

**Total spend £44.57 £26.21 £17.57 £19.67**

***Average spend per passenger in 2018: £24.49***

**9. Age** of passengercompleting the survey

Under 24 1% 2% 2% 4%

24 – 40 2% 2% 2% 5%

41 – 59 4% 8% 14% 6%

60 – 70 52% 59% 52% 51%

Over 71 42% 29% 39% 35%

**10. Car ownership and accessibility**

38% of passengers were from a car-owning household. 25% of them could have used it on the day of travel

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

62% of passengers were from a household without a car

**11. Average size of party**

1.75 2.07 2.17 1.78

**12. Future plans** *compared with 2017*

13% wanted the service to start earlier in the day *(24%)*

3% wanted it to start later *(4%)*

66% said the times were O.K.

31% wanted more routes *(48%)*

48% wanted a longer season *(38%)*

**13. Number of journeys starting by train**

4%

**14. Place Moorsbus journey commenced**

Guisborough 17%; York 16%; Pickering 14%;

Malton 12%; Stockton 7%; Kirkbymoorside 5%;

Middlesbrough 5%; Thirsk 4%; Helmsley 4%;

Northallerton 3%; Norton (Malton) 3%; others <3%

*(based on survey forms returned and analysed so far)*

*\* Totals may add to more than 100% due to multiple answers*

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

**Moorsbus Community Interest Company (18 Oct 2018)**