



MOORSBUS PASSENGER SURVEY RESULTS 2023

The annual on-board survey of **Moorsbus** passengers was undertaken in July and August 2023. Survey forms were available every operational day on every bus, with passengers encouraged to record each separate day of travel. Results represent 350 passengers in 212 groups, and 642 journeys.

The survey offers an insight into four 'Vs' – **Visitor** profile, **Visit** pattern, **Value** of passenger spend and **Views** of the passenger. This information sheet looks at **Visitor**, **Visit** and **Value**. Passenger **Views** (which are written comments from the survey

forms) are available separately and are published on the Moorsbus website: www.moorsbus.org

The survey aims to obtain consistent data, although to maintain a manageable and user-friendly survey, some questions are substituted on a year-by-year basis. New questions are also introduced to answer specific queries.

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

Note: no services operated in 2020

	2023	2022	2021	2019	2018	2017	2016	2015
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1. Car ownership and accessibility

Passengers from non-car household	54%	68%	66%	66%	62%	68%	51%	62%
Passengers from household with car	45%	32%	34%	33%	38%	40%	49%	38%
Those choosing bus rather than car	27%	24%	23%	24%	25%	28%	30%	29%

2. Passengers with long-term health or disability issue (new question in 2022)

	17%	24%	-	-	-	-	-	-
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3. Self-identified passenger benefits (new question in 2023)

Pleasure from enjoying countryside	97%	-	-	-	-	-	-	-
Improved health (physical exercise)	66%	-	-	-	-	-	-	-
Companionship and reduced isolation	44%	-	-	-	-	-	-	-

4. Age of passenger in the survey

Under 24	2%	2%	1%	3%	1%	2%	1%	2%
24 – 40	1%	1%	1%	2%	2%	2%	3%	4%
41 – 59	9%	5%	6%	5%	4%	8%	13%	6%
60 – 70	16%	23%	29%	38%	52%	59%	47%	51%
Over 71	71%	68%	64%	53%	42%	29%	36%	35%

5. Average size of party

	1.65	1.72	1.59	1.59	1.75	2.07	2.17	1.81
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6. Average number of journeys per passenger per day

	3.03	2.91	2.89	3.04	2.91	3.08	2.63	2.89
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7. Purpose(s) of journey *Totals may add to more than 100% due to multiple responses*

Walk	61%	62%	59%	65%	59%	65%	58%	60%
Average walk duration in hours	3.5	3.7	3.4	3.8	4.0	4.1	3.4	3.5
Ride in the countryside	58%	54%	55%	47%	46%	45%	55%	49%
Visit a specific attraction (see 8 below)	28%	16%	11%	12%	21%	23%	20%	19%
Meal	8%	9%	9%	13%	13%	14%	17%	10%
Shopping	10%	9%	8%	7%	8%	6%	14%	6%
Visit friends	5%	3%	5%	6%	5%	4%	1%	5%
Work / volunteering	3%	2%	2%	2%	2%	1%	1%	0%
Special event	2%	1%	2%	4%	5%	4%	3%	0%

8. Specific attraction (Attractions named as main purpose of visit; percentage of passengers naming attraction)

Danby Lodge 33%	Ryedale Folk Museum 8%	Rievaulx Abbey 4%
Inspired by... gallery 14%	Sutton Bank Visitor Centre 4%	Helmsley Walled Garden 4%

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Note: no services operated in 2020

	2023	2022	2021	2019	2018	2017	2016	2015
9. Quality assessment by passengers								
Amount of information	90.7%	92.9%	93.3%	95.0%	92.5%	92.1%	87.9%	86.2%
Clarity of information	94.2%	92.0%	87.5%	92.8%	92.7%	92.8%	90%	84.0%
Accuracy of info	96.4%	95.3%	93.3%	95.6%	92.7%	95.0%	93.7%	91.0%
Routes taken	89.8%	88.5%	92.0%	94.8%	90.9%	90.9%	87.5%	96.6%
Frequency of buses	83.5%	84.8%	89.3%	90.9%	88.4%	84.9%	81.3%	69.2%
Value for money	98.8%	99.6%	98.6%	98.9%	98.9%	97.9%	97.9%	95.0%
Reliability	96.6%	98.1%	97.8%	99.3%	98.3%	97.6%	97.6%	89.6%
Comfort	92.7%	94.4%	95.8%	97.0%	95.0%	93.7%	94.5%	87.8%
Drivers	98.7%	99.4%	99.8%	99.4%	99.2%	98.5%	99%	95.6%
Average assessment	93.5%	93.8%	94.4%	96.0%	94.3%	94.5%	92.2%	88.3%

10. Day visits or holiday trips

Visited from home	93%	90%	93%	91%	90%	85%	87%	87%
On holiday	6%	9%	7%	9%	10%	15%	13%	13%
Staying in serviced accommodation	36%	48%	30%	30%	20%	30%	46%	-
Staying in non-serviced accomm	29%	12%	6%	15%	31%	36%	46%	-
Staying with friends and relatives	27%	39%	65%	55%	33%	36%	8%	-

Note: small sample size of staying visitors results in significant variation

11. Number of journeys starting by train

	4%	3%	5%	4%	4%	-	-	-
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12. Sources of information about Moorsbus Totals may add to more than 100% due to multiple responses

Used it before	84%	84%	85%	92%	89%	74%	53%	75%
Timetable	26%	22%	18%	16%	21%	21%	26%	19%
Moorsbus e-mail	9%	17%	8%	-	-	-	-	-
Internet	13%	9%	2%	1%	5%	9%	9%	6%
Poster	4%	1%	3%	5%	6%	8%	8%	8%
Bus advertising	3%	1%	2%	2%	3%	7%	7%	5%
Info centre	3%	1%	2%	2%	2%	3%	7%	6%

13. Passengers receiving Moorsbus information in last year (by post, online or in person)

	83%	86%	83%	90%	86%	87%	70%	84%
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14 Average spend per day per group

Food and drink	£10.70	£ 8.69	£10.44	£ 8.23	£ 9.84	£ 9.72	£8.65	£7.10
Recreation	£ 0.68	£ 0.54	£ 0.45	£ 7.63	£ 6.71	£ 2.34	£0.81	-
Shopping	£ 5.09	£ 4.15	£ 3.07	£ 9.45	£12.65	£ 5.35	£4.79	£2.50
Transport	£ 2.63	£ 2.86	£ 4.85	£10.20	£ 9.00	£ 7.12	£2.53	-
Other spending	£ 1.35	£ 0.67	£ 0.99	£ 3.68	£ 6.38	£ 1.68	£0.58	-
Total spend per group	£20.45	£18.87	£21.00	£39.19	£44.57	£26.21	£17.36	-
Average spend per passenger	£12.39	£10.99	£13.25	-	-	-	-	-

These figures probably underestimate passenger spend: a blank response presumed zero spend rather than simply a reluctance by respondents to disclose financial data. Pre-2019 spend analysis used different methodology.

COMMENTARY

The survey results are very much as expected, showing continuity in how passengers view and use Moorsbus. The survey is only as good as the information we receive and there is a tendency for forms to be returned by regular users rather than new users: this may distort some of the data. There was a marked increase in the number of passengers from a household with a car and an increase in the number of those who chose to use the bus, even when they had a car available for the trip.

The age profile continues to be a concern for the CIC. Passenger spend has increased across all headings except 'transport': possibly as a result of the £2 fare cap. The written comments (published separately) give further insight into passenger views.