



MOORSBUZZ 5

Results from the 2024 on-bus passenger survey

The annual on-board survey of Moorsbus passengers was undertaken from June to October 2024. Survey forms were available on every operational day and on every bus, with passengers encouraged to record each day of travel. Results represent 725 passengers in 440 groups, and 1298 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 the written comments from the

survey forms) are published as Moorsbuzz 6 available separately and on the Moorsbus website.

The survey aims to obtain consistent longitudinal 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.

	2024	2023	2022	2021	(see website for data from 2015-2019)
1. Car ownership and accessibility					
Passengers from non-car household	61%	54%	68%	66%	
Passengers from household with car	39%	45%	32%	34%	
Those choosing bus rather than car	20%	27%	24%	23%	
2. Passengers with long-term health or disability issue (new question in 2022)					
	28%	17%	24%	-	
3. Self-identified passenger benefits (new question in 2023)					
Pleasure from enjoying countryside	94%	97%	-	-	
Improved health (physical exercise)	64%	66%	-	-	
Companionship and reduced isolation	55%	44%	-	-	
4. Age of passenger in the survey					
Under 24	4%	2%	2%	1%	
24 – 40	2%	1%	1%	1%	
41 – 59	8%	9%	5%	6%	
60 – 70	17%	16%	23%	29%	
Over 71	69%	71%	68%	64%	
5. Average size of party					
	1.65	1.65	1.72	1.59	
6. Average number of journeys per passenger per day					
	2.95	3.03	2.91	2.89	
7. Purpose(s) of journey Totals may add to more than 100% due to multiple responses					
Walk	56%	61%	62%	59%	
Average walk duration in hours	3.4	3.5	3.7	3.4	
Ride in the countryside	70%	58%	54%	55%	
Visit a specific attraction (see 8 below)	23%	28%	16%	11%	
Meal	13%	8%	9%	9%	
Shopping	10%	10%	9%	8%	
Visit friends	6%	5%	3%	5%	
Work / volunteering	2%	3%	2%	2%	
Special event	2%	2%	1%	2%	

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

Danby Lodge 19%	NYM Railway 9%	Helmsley Walled Garden 4%
Inspired by... gallery 13%	Ryedale Folk Museum 6%	Gisborough Priory 4%
Rievaulx Abbey 11%	Sutton Bank Visitor Centre 5%	Others 28%

2024 2023 2022 2021

9. Quality assessment by passengers

Amount of information	92.4%	90.7%	92.9%	93.3%
Clarity of information	93.5%	94.2%	92.0%	87.5%
Accuracy of info	94.6%	96.4%	95.3%	93.3%
Routes taken	89.5%	89.8%	88.5%	92.0%
Frequency of buses	86.8%	83.5%	84.8%	89.3%
Value for money	99.4%	98.8%	99.6%	98.6%
Reliability	98.4%	96.6%	98.1%	97.8%
Comfort	96.3%	92.7%	94.4%	95.8%
Drivers	98.4%	98.7%	99.4%	99.8%
Average assessment	94.3%	93.5%	93.8%	94.4%

10. Day visits or holiday trips

Visited from home	85%	93%	90%	93%
On holiday	8%	6%	9%	7%
Staying in serviced accommodation	44%	36%	48%	30%
Staying in non-serviced accommodation	37%	29%	12%	6%
Staying with friends and relatives	19%	27%	39%	65%
Average holiday stay	3.3 nights			

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

11. Number of journeys starting by train

4% 4% 3% 5%

12. Sources of information about Moorsbus Totals add to more than 100% due to multiple responses

Used it before	80%	84%	84%	85%
Timetable	25%	26%	22%	18%
Moorsbus e-mail	11%	9%	17%	8%
Internet	7%	13%	9%	2%
Poster	7%	4%	1%	3%
Bus advertising	2%	3%	1%	2%
Info centre	4%	3%	1%	2%

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

81% 83% 86% 83%

14 Average spend per day per group

Food and drink	£10.19	£10.70	£ 8.69	£10.44
Recreation	£ 0.91	£ 0.68	£ 0.54	£ 0.45
Shopping	£ 4.11	£ 5.09	£ 4.15	£ 3.07
Transport	£ 1.69	£ 2.63	£ 2.86	£ 4.85
Other spending	£ 1.18	£ 1.35	£ 0.67	£ 0.99
Total spend per group	£18.08	£20.45	£18.87	£21.00
Average spend per passenger	£10.96	£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..