

MOORSBUS 2016 SURVEY RESULTS

Average number of journeys 2.63

Purpose of journey:

- 64% Walk (average walk 3.4 hours)
- 61% Ride in the countryside
- 22% Visit a specific attraction
- 19% Meal
- 15% Shopping
- 3% Special event
- 1% Work / volunteering
- 1% Visit friends

Places visited:

- 29% Helmsley
- 24% Rievaulx
- 15% Pickering
- 13% Danby
- 12% Sutton Bank
- 11% Kirkbymoorside
- 8% Castleton
- 8% Hutton le Hole
- 7% Guisborough
- 6% Byland
- 6% Thirsk
- 4% Coxwold
- 3% Great Ayton
- 3% Stokesley

95% visited from home

14% were on holiday, staying an average of 6.39 nights

- 38% of holidaymakers were staying in a cottage or chalet
- 33% were staying in bed and breakfast accommodation
- 15% were staying in hotels and guest houses
- 10% were staying with friends and relatives
- 10% were camping

How did you find out about Moorsbus?

- 58% Used it before
- 28% Timetable
- 12% Friends / family
- 10% Internet
- 9% Poster
- 8% Info centre
- 8% Bus advertising

Received information on Moorsbus in the last year?

70% yes

Quality assessment (survey form score 1 to 5; multiplied to give percentage score):

- | | |
|-------------------------------|-------|
| • The amount of information | 87.9% |
| • The clarity of information | 90% |
| • The accuracy of information | 93.7% |
| • Routes taken | 87.5% |
| • Frequency of buses | 81.3% |
| • Value for money | 97.9% |
| • Reliability | 97.6% |
| • Comfort | 94.5% |
| • Drivers | 99% |

How much did you spend today? (average per passenger)

- | | |
|------------------|--------|
| • Food and drink | £8.85 |
| • Recreation | £0.81 |
| • Shopping | £4.79 |
| • Transport | £2.53 |
| • Other spending | £0.58 |
| • Total | £17.57 |

Age of passenger

- | | |
|------------|-----|
| • Under 24 | 2% |
| • 24 – 40 | 2% |
| • 41 – 59 | 14% |
| • 60 – 70 | 52% |
| • Over 71 | 39% |

Car ownership and accessibility

54% of passengers were from a car-owning household
And 33% of these passengers could have used it on the day of travel

64% of passengers said they couldn't get to the moors without Moorsbus

Average size of party: 2.17

Future plans:

36% of passengers wanted the service to start earlier in the day; 1% wanted it too start later

54% wanted more routes

46% wanted a longer season

Note: results reflect survey forms returned

28 September 2016