

Moorsbus Survey Results 2017

2017 2016 2015

1. Average number of journeys per passenger

3.08 2.63 2.89

2. Purpose(s) of journey *

Walk	65%	64%	60%
Average walk duration (hrs)	4.1	3.4	3.5
Ride in the countryside	45%	61%	49%
Visit a specific attraction	23%	22%	19%
Meal	14%	19%	10%
Shopping	6%	15%	6%
Special event	4%	3%	0%
Work / volunteering	1%	1%	0%
Visit friends	4%	1%	5%

3. Places visited *

44% Danby	7% Sutton Bank
26% Pickering	6% Rievaulx
26% Hutton le Hole	5% Stokesley
19% Helmsley	4% Dalby Forest
16% Castleton	3% Coxwold
16% Kirkbymoorside	1% Byland
14% Thornton le Dale	1% Great Ayton
12% Guisborough	1% Thirsk
11% Rosedale Abbey	

4. Day visits or holiday trips

85% visited from home
 15% were on holiday, staying an average of 8.52 nights
 18% were staying with friends and relatives
 13% were staying in a cottage or chalet
 8% were staying in hotels and guest houses
 7% were staying in bed and breakfast
 5% were camping
 Holidaymakers spent £44.35 per day in the area

5. Sources of information about Moorsbus *

Used it before	74%	53%	75%
Timetable	21%	26%	19%
Friends / family	12%	11%	14%
Internet	9%	9%	6%
Poster	8%	8%	8%
Bus advertising	3%	7%	5%
Info centre	3%	7%	6%

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

87% 64% 84%

2017 2016 2015

7. Quality assessment

Amount of information	92.1%	87.9%	86.6%
Clarity of information	92.8%	90.0%	84.0%
Accuracy of information	95.0%	93.7%	91.0%
Routes taken	90.9%	87.5%	96.6%
Frequency of buses	84.9%	81.3%	69.2%
Value for money	97.9%	97.9%	95.0%
Reliability	97.6%	97.6%	89.6%
Comfort	93.7%	94.5%	87.8%
Drivers	98.5%	99.0%	95.6%

Average quality assessment 94.5% 92.2% 88.3%

8. Average spend per day per group

Food and drink	£9.72	£8.85	£8.22
Recreation	£2.34	£0.81	£1.15
Shopping	£5.35	£4.79	£4.63
Transport	£7.12	£2.53	£5.25
Other spending	£1.68	£0.58	£0.42
Total spend	£26.21	£17.57	£19.67

9. Age of passenger completing the survey

Under 24	2%	2%	4%
24 – 40	2%	2%	5%
41 – 59	8%	14%	6%
60 – 70	59%	52%	51%
Over 71	29%	39%	35%

10. Car ownership and accessibility

40% of passengers were from a car-owning household
 28% of them could have used it on the day of travel
(making a positive choice to abandon the car for the bus)
 60% of passengers were from a household without a car,
 most saying they couldn't get to the moors without
 Moorsbus

11. Average size of party

2.07 2.17 1.78

12. Future plans

24% wanted the service to start earlier in the day;
 4% wanted it to start later
 48% wanted more routes
 38% wanted a longer season

N: 330

* Totals may add to more than 100% due to multiple answers
 Previous survey results are on the website

www.moorsbus.org



Moorsbus Community
Interest Company

19 Oct 2017