

SURVEY RESULTS 2018

An on-board survey of weekend DalesBus passengers was undertaken during July and August 2018, covering 685 passengers in 401 groups.

1. Purpose(s) of Journey *

Walk	56%
Average walk duration	3.7 hrs
Ride in the countryside	40%
Visit a specific attraction	20%
Meal	11%
Shopping	8%
Visit friends	7%
Special event	5%
Work / volunteering	3%

2. Main Destinations

Malham	10%	Blubberhouses	3%
Grassington	8%	Richmond	3%
Hawes	6%	Burnsall	3%
Bolton Abbey	5%	Fountains Abbey	3%
Scar House	4%	Pateley Bridge	3%
Ilkley	4%	Northallerton	2%
Skipton	4%	Settle	2%
Keld	4%	Leyburn	2%
Reeth	4%	Buckden	2%
Kettlewell	3%	Brimham Rocks	2%

3. Starting Points

Ilkley	7%	Otley	3%
Skipton	7%	Preston	2%
Leeds	6%	Lancaster	2%
Harrogate	4%	Headingley	2%
York	4%	Keighley	2%
Ribblehead	3%	Hawes	2%
Pateley Bridge	3%	Malham	2%
Bingley	3%	Muker	2%
Shipley	3%	Ingleton	2%
Leyburn	3%	Settle	1%

4. Frequency of Use

Nearly every week	34%
At least once a month	15%
Several times a year	20%
Less Often	31%

5. Sources of information *

Timetable/leaflet	53%
Used it before	36%
DalesBus website	27%
Bus stop	13%
Friends of DalesBus	13%
Information centre	11%
Friends / family	10%
Other website	5%
Social media	3%

6. Surveyed passengers receiving information in the year prior to day of travel

61%

7. Quality Assessment

Routes taken	86%
Frequency of buses	75%
Value for money	88%
Reliability	88%
Comfort	85%
Drivers	92%

Ave. quality assessment 86%

8. Average spend per day per group

Food and drink	£13.49
Transport	£ 6.88
Other spending	£ 4.03

Total spend £24.39

Average spend per passenger: £14.27

9. Average Size of Party

1.71

10. Age of passengers

Under 25	10%
25 - 40	11%
41 - 59	17%
60 - 69	33%
Over 70	29%

51% of passengers hold an ENCTS bus pass.

11. Car ownership and accessibility

48% of passengers were from a car-owning household.

31% could have used it on the day of travel (*making a positive choice to use the bus*)

63% could not get to the Dales without the DalesBus network

12. Benefits gained from visiting the Dales

Pleasure from enjoying countryside	95%
Improved physical health from exercise	68%
Companionship and reduced isolation	40%

13. Memberships

Friends of DalesBus	18%
Friends of Settle Carlisle Line	11%

* Totals add to more than 100% due to multiple responses.

