

Public Transport Users Survey 2003

Introduction

A questionnaire survey of bus users is intended to be an annual event to build up a base of data and allow monitoring of changes in visitor profiles and their home locations.

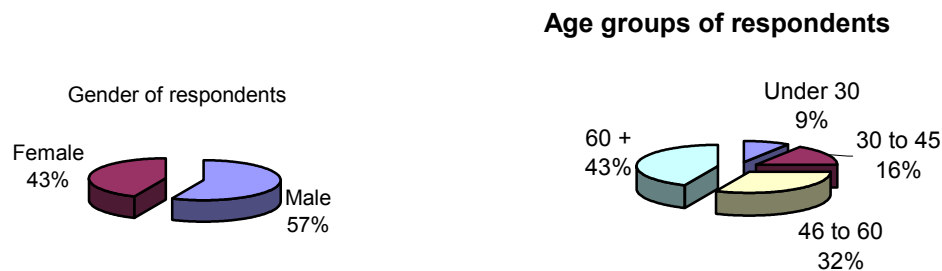
As in previous years the survey was conducted on Sundays and the Bank Holiday Monday in August, with people taking buses into the National Park being asked to complete a simple questionnaire. Once again Grassington Lodge supplied a prize of a weekends accommodation as an incentive.

Volunteers from YDPTUG and Dales Volunteers gave out the questionnaires at bus stations, and others were placed on buses. Over 500 responses were received with good coverage on the services coming from West Yorkshire, but with poorer coverage on the services coming in from other directions.

Key findings

Profile of respondents

The users who responded showed a fairly even split of men and women with the most common age groups those of 45 and above.



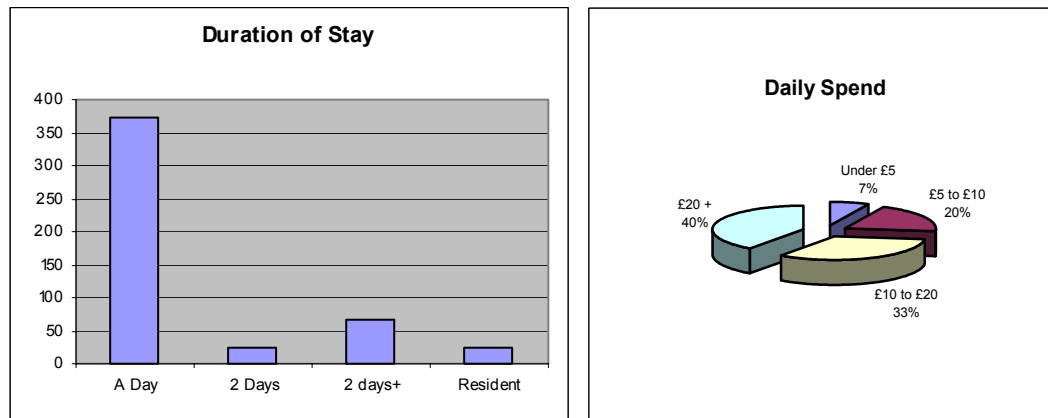
An open question was posed asking people what they considered their ethnic origin to be. The vast majority considered themselves British, but there was a very diverse representation of other origins.

Ethnic Origin	Number of responses	Ethnic Origin	Number of responses
British	445	Indian	10
Asian	1	Irish	3
Australian	1	Japanese	1
Canadian	1	Mixed	2
Chinese	1	New Zealand	1
Danish	1	Romanian	2
Dutch	1	Taiwanese	1
Filipino	1	Greek/Australian	1
French	2		
German	2		
Greek/Australian	1		

People were also asked whether they had access to a car with 38% saying yes and 62 % saying no. It can, therefore be assumed that this 62% represent people that would otherwise be unable to visit the Yorkshire Dales.

Economic benefit

The majority of people travelling by bus were day visitors and have an average daily spend of more than £10.00.



Combining this data with information about the number of people using the Dales bus service per annum allows an estimate to be made of the economic gain to the local economy. Final figures for the number of passengers carried in 2003 are not yet available but a realistic estimate can be made from the data gained in 2002. From these figures £81 336 is spent in the Yorkshire Dales by people using the Dales bus network that would not otherwise be able to get there.

Comparison to 2002 survey

Overall the 2003 survey consolidates the work of the previous survey and it would be dangerous to read too much into some of the differences in data. However there are a number of interesting variations shown by this year's survey.

- In 2002 the male/female split was in favour of women, but in 2003 this has swung the opposite way.
- In 2003 there was a reduction in the number of people in the 60+ age group and an increase in the 46-60 years old category.
- In 2003 more people had access to a car but had chosen to make the journey by bus.
- People were spending more in 2003 with a 7% increase in both the £10-20 and £20+ categories and corresponding reductions in those spending less.
- Similar patterns were shown in how far people travelled to pick up the service, with the 807 route from Keighley to Richmond once again pulling in people from greater distances.