



West
Yorkshire
Combined
Authority

Tracy
Brabin
Mayor of
West Yorkshire

Mayor's Fares On-Line Panel Survey October 2023 Results



Background

The Combined Authority commissioned an on-line panel survey to gain some insight into West Yorkshire Residents' use and perceptions of the £2 single and £4.50 fare caps (Mayor's Fares) that were introduced on 04 September 2022.

The survey was conducted from 12 to 24 October 2023 to represent one year on from the launch and 1,028 responses were received from residents aged 19 to 65.

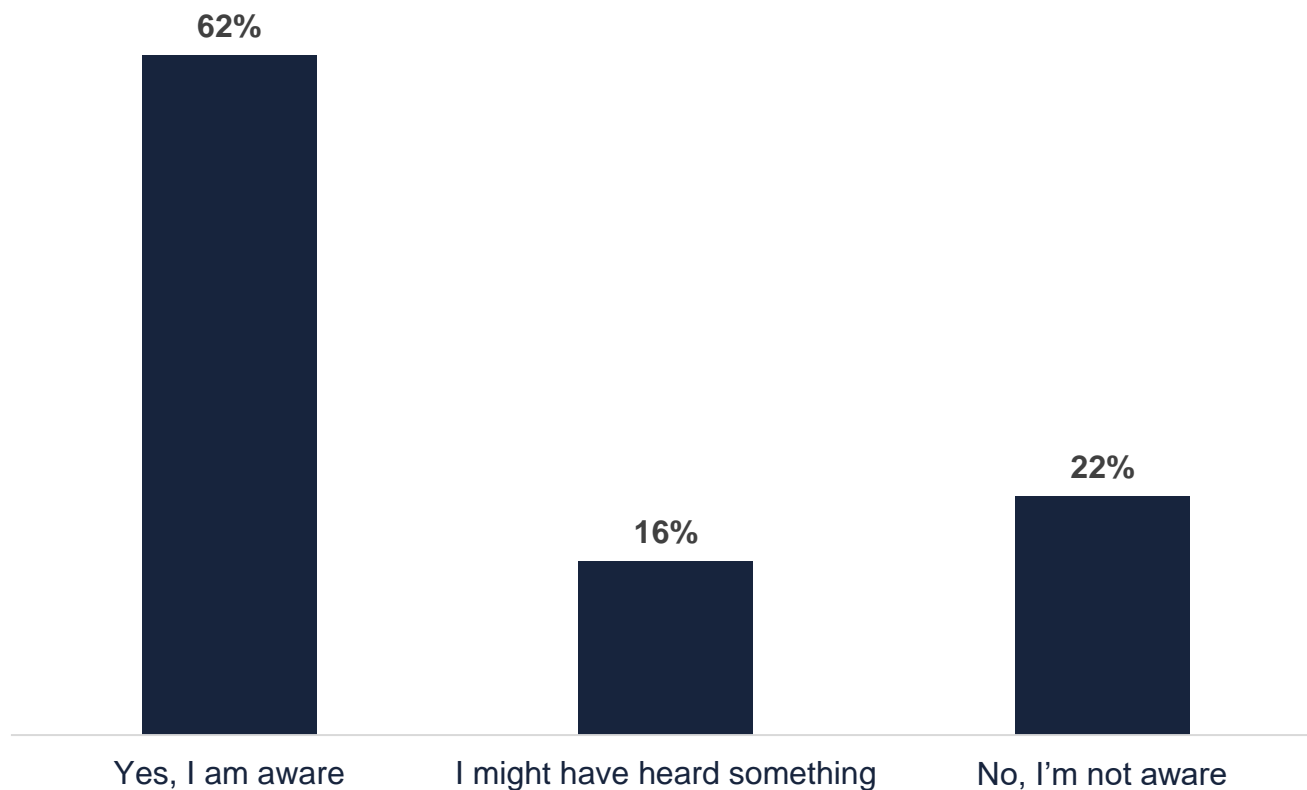
The age range 19 to 65 was chosen to encompass the target audience for turn-up-and-go Adult fares.

Mayor's Fares - On-Line Panel Survey - October 2023 Results



Awareness: 62% said they were aware of Mayor's Fares, and a further 16% might have heard something about them

Awareness: Are you aware of Mayor's Fares
(a £2 fare cap for single journeys and £4.50 for the day)?

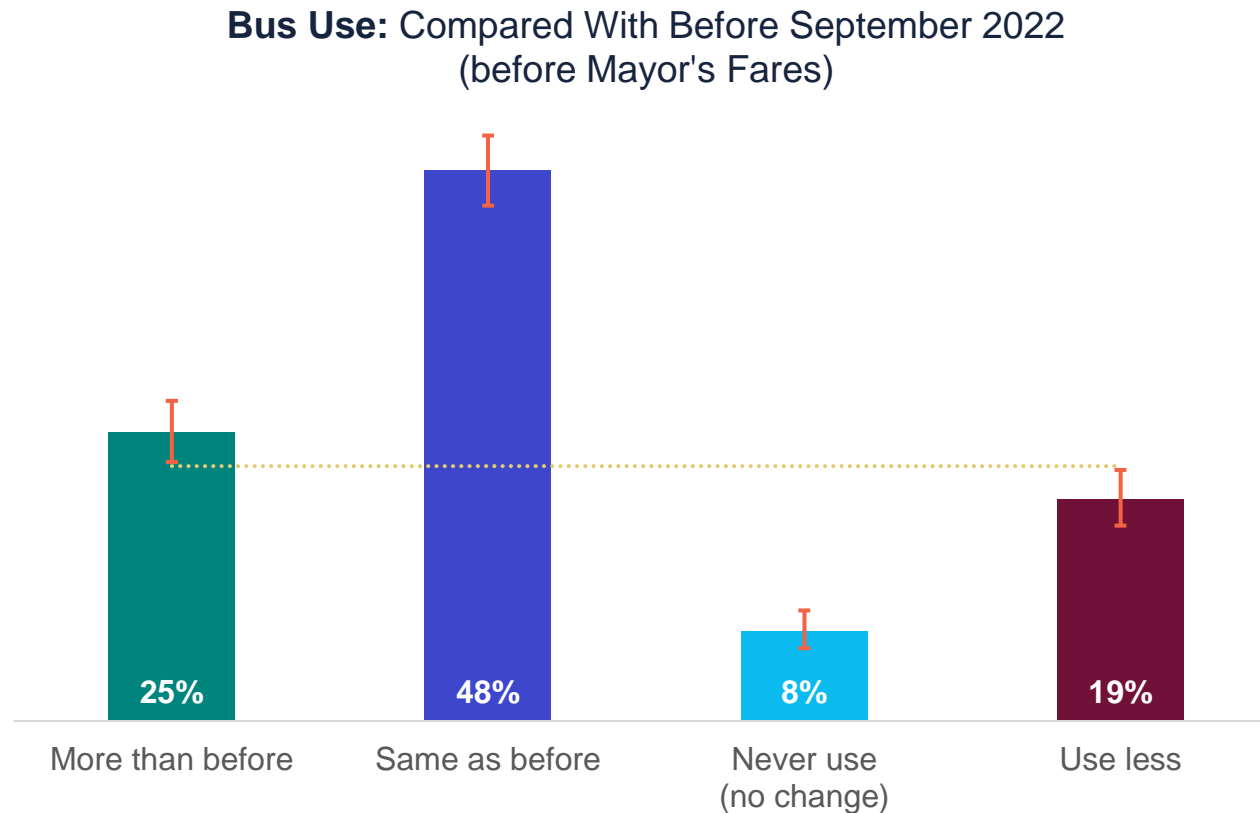


Frequency of bus use	Awareness of Mayors fares
Regular users at least once a week	78%
Occasional users less than once a week but at least every 2 or 3 months	63%
Non-users either never uses or uses very rarely	36%

Q: Are you aware of Mayor's Fares (a £2 fare cap for single journeys and £4.50 for the day)? Weighted Base: All Respondents: 1028 weighted

Bus use: 25% of respondents are using buses more than before Mayor's Fares, with an overall net gain in bus use

- The difference between the share of respondents reporting increased use vs decreased bus use is small but statistically significant*.



Q: How often do you use buses in West Yorkshire? Q: Compared to before September 2022, are you using buses in West Yorkshire [same, more or less]? Weighted Base: All Respondents: 1028 weighted.

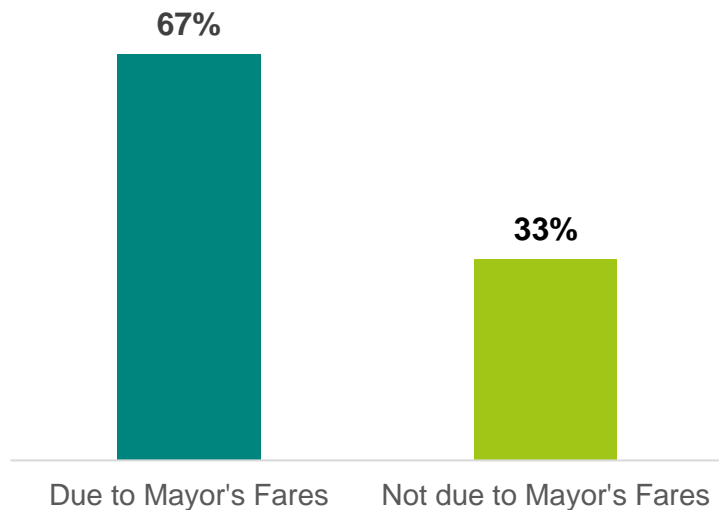
*significant refers to statistical significance at the 95% level using the Wilson Score method

Mayors Fares & Bus Use: Of those who said they were using bus more often, two-thirds said this was due to Mayor's Fares

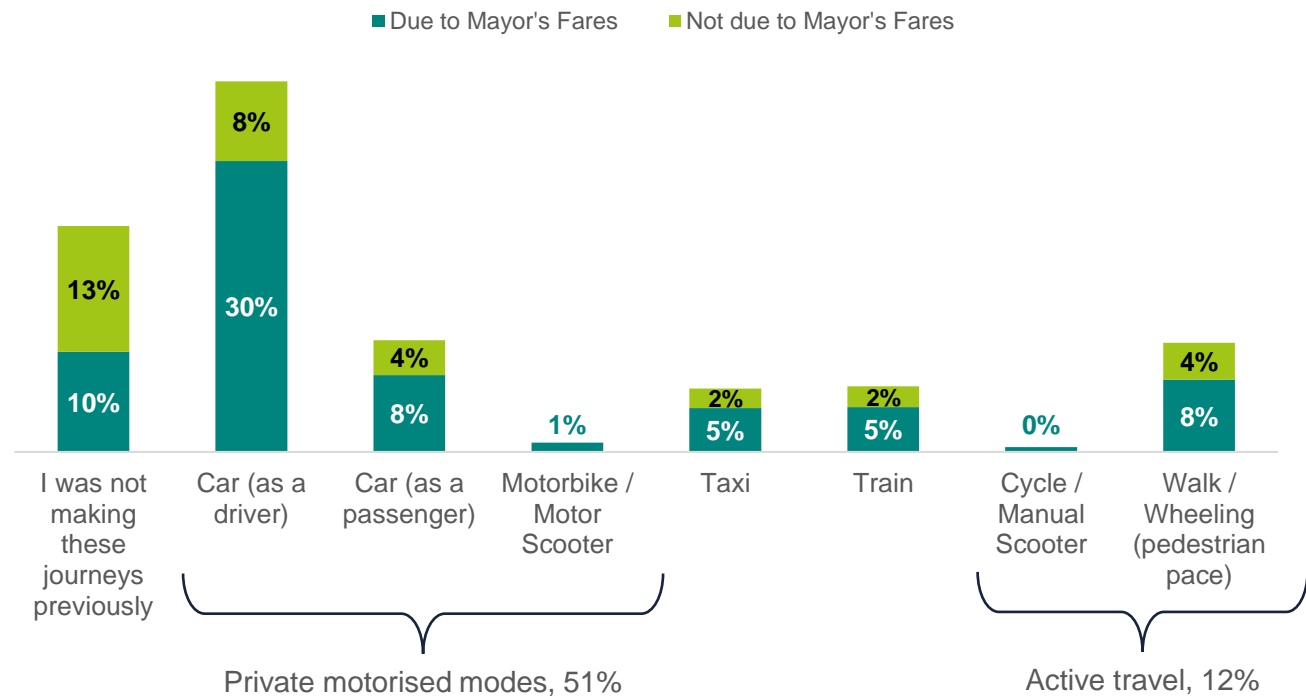


- Of **25%** of overall sample who said they were using the buses more, **67%** said this was due to Mayor's Fares
- Half of respondents who now use the bus more often have shifted from using private motorised modes

Bus use: more often



Main Way These Journeys Were Made Previously (% of users)



Q: You have said you are using the bus more often, is this due to Mayor's fares? Weighted Base: 258

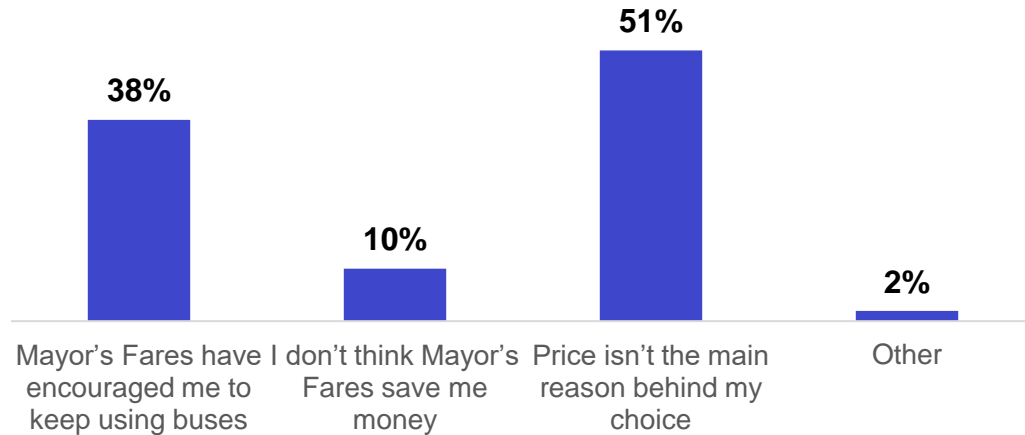
Q: You have said you are using the bus more, which was the main way you made these extra bus journeys previously? [Single select] Weighted Base: 258

Mayors Fares & Bus Use: 38% those who use the bus the same amount as before Mayors Fares said that it has encouraged them to keep using buses

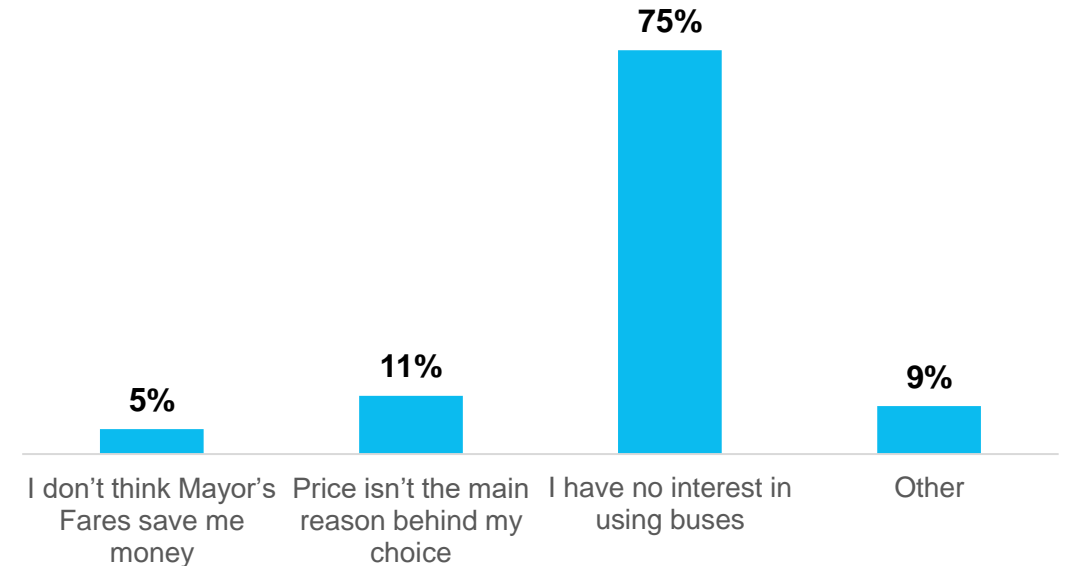


- 48%** of the overall sample said they were using buses the same now about as before Mayors Fares. Out of this group **38%** said that Mayor’s Fares have encouraged them to keep using buses, while over half said that price isn’t the main reason behind their choice.
- 8%** of the overall sample said they never use the bus. Of this group, the majority (**75%**) said they have no interest in using buses (equivalent to **6%** of all respondents).

Bus use: same as before



Bus use: Same amount (never use)



Q: You have said that you use the bus the same amount as now as before Mayor’s Fares, which of the following statements best reflects your view.
 Weighted Base 572, of which 492 use rarely, occasionally or regularly, and 80 never use

Mayors Fares & Bus Use: Change in study or work, personal circumstances, or health account for over half of respondents who use buses less often

More than before, 25%

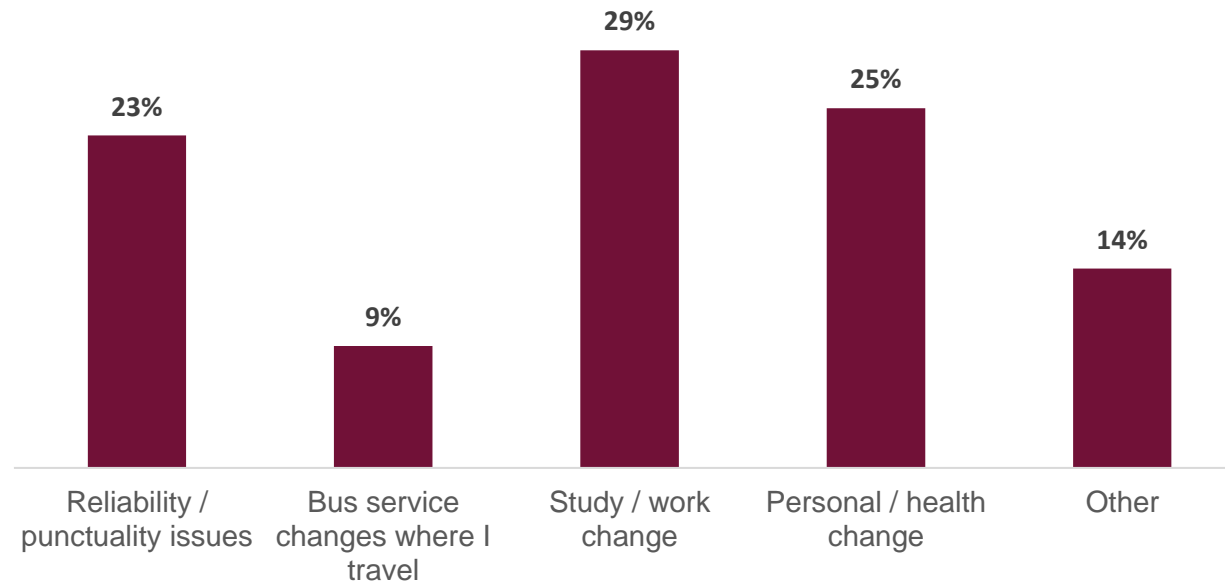
Same as before, 48%

Never use (no change), 8%

Use less, 19%

- Four pre-coded options were designed to elicit motivation for reduced bus use. Service issues account for **32%** of respondents using buses less. Changes to work, study, personal circumstances, or health make up **54%** of respondents.
- The remaining **14%** use the bus less for other reasons, including nearly **10%** who show an outcome of increase in car use, but not the motivation behind it.

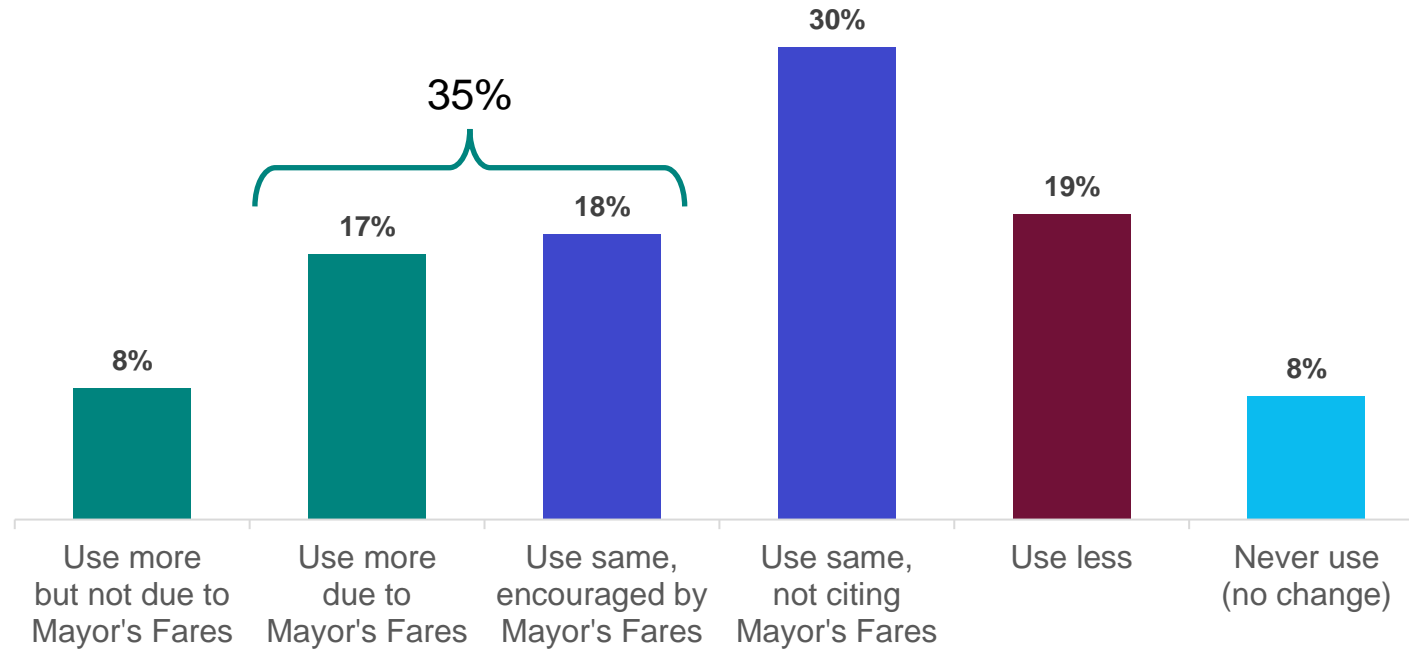
Bus use: less often



Q: You have said you are using the bus less often, can you explain why? [Single select] Weighted Base: 198 (raw base 215)

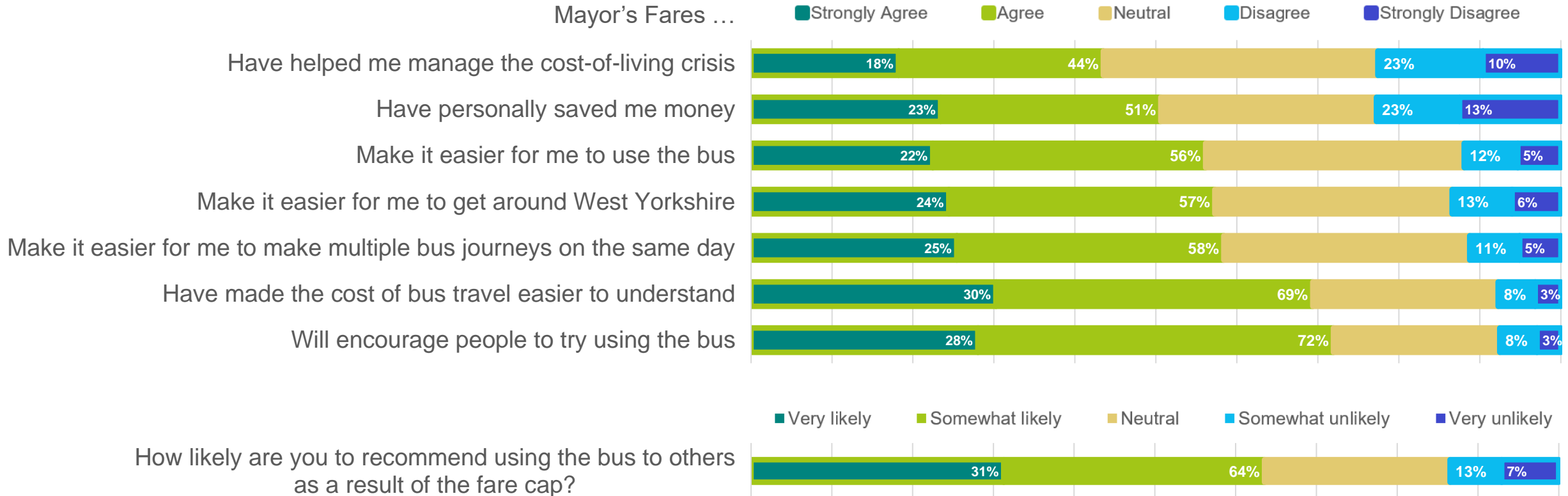
Mayors Fares & Bus Use: 35% of respondents are either using buses more or are encouraged to keep using buses due to Mayor's Fares

Bus Use: Now Compared with Before September 2022 and Influence of Mayor's Fares



Q: How often do you use buses in West Yorkshire? Q: Compared to before September 2022, are you using buses in West Yorkshire [same, more or less]? Q: You have said you are using the bus more often, is this due to Mayor's fares? Q: You have said that you use the bus the same amount as now as before Mayor's Fares, which of the following statements best reflects your view. Weighted Base: All Respondents: 1028 weighted

Mayors Fares Impact: 72% agreed that Mayor's Fares will encourage people to try using the bus and 69% said Mayors Fares had made the cost of bus travel easier to understand



Q: How much do you agree or disagree with the following statements about the Mayor's Fares?

Q: Overall, how likely are you to recommend using the bus to others as a result of the fare cap?

Weighted Base: All Respondents: 1028 weighted