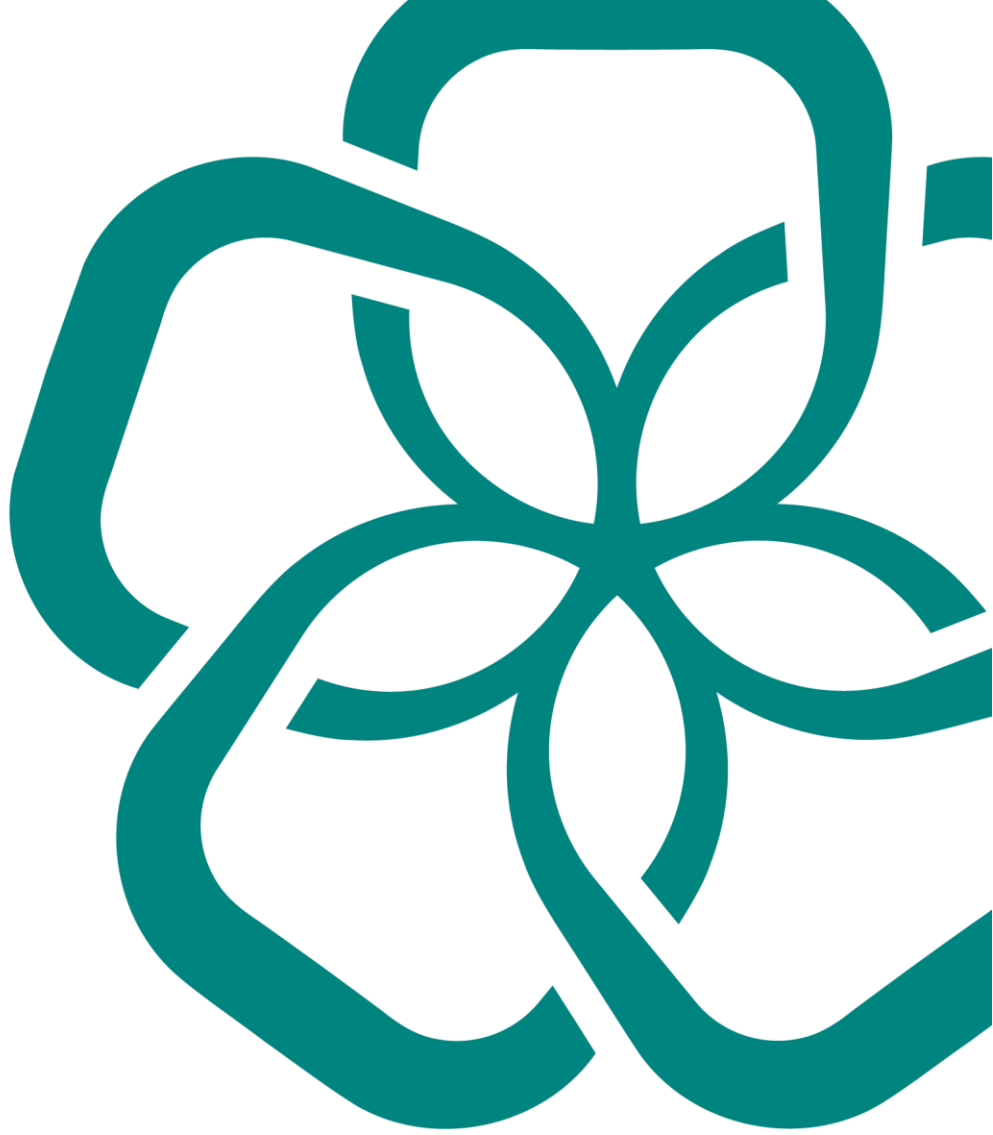




West
Yorkshire
Combined
Authority

Tracy
Brabin
Mayor of
West Yorkshire



BSIP Fares Initiative Impact Survey 2024

Insights Report

Research & Intelligence Team / March 2025

Section A: Headlines

A face-to-face survey of over 2,000 people found:

- Awareness of Mayor's Fares is high, with 69% of respondents aware of the West Yorkshire Mayor's bus fare cap
- 73% of all respondents have used a £2 single and/or a day ticket costing £5 or less since Mayor's Fares were introduced. Respondents who currently travel 3 days a week have the highest variety of use, with 96% having used a £2 single and 75% of the same group have used a day ticket costing £5 or less
- Mayor's Fares has directly impacted people's lives.
 - 78% of respondents agreed that the fare cap makes it easier for them to make multiple bus journeys on the same day, and 52% agreed that the fare cap has saved them money
 - Almost half of respondents who use the bus agreed that the fare cap had improved their ability to access job opportunities or consider employment further from home
 - About half of respondents agreed that the fare cap encouraged them to participate in more leisure activities
- 1 in 5 respondents have used buses more or started using buses in West Yorkshire since Mayor's fares were introduced, of those:
 - 44% listed cheaper fares as a reason
 - 1 in 3 responses said that the extra bus use was **best described** as "going to places more often", 1 in 4 were going to new places, 1 in 5 were going further afield or were travelling longer distances by bus, while the remainder of extra use was best described as "instead of using another type of transport".
 - Further questioning showed that **three-quarters** of respondents had made some mode shift to bus since the introduction of Mayor's Fares. Over half of mode shift responses were from private motorised modes.
- In light of cost-of-living pressures, a quarter of those respondents whose bus use is about the same as it was before Mayor's Fares were introduced say that these fares have encouraged them to keep using buses.
- Whilst 20% said they were using the buses more or started using them, 14% of respondents used buses less or stopped using them. Of that 14%, a quarter cited improved options for other transport modes, a further quarter said they had less need to go places, whilst 18% cited reliability or punctuality problems as the reason.
- Reliability improvements could encourage 28% of respondents who are non-users - or who have replaced some bus use with other motorised road transport - to use buses more. This figure rises to 44% when those who have not used a bus for years are excluded.
- Mayor's Fares has resulted in some ticket choice change. While 52% of respondents said the fare caps had not changed their ticket choice, 32% used to buy day tickets and now buy singles.

Section B: Background

1. Survey method

The Combined Authority commissioned a face-to-face survey to gain insight into use and perceptions of Bus Service Improvement Plan fares initiatives, chiefly the £2 single and the £5 day fare caps (Mayor's Fares) that were introduced on 04 September 2022. This face-to-face survey follows on from a smaller on-line panel survey conducted in Autumn 2023.

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

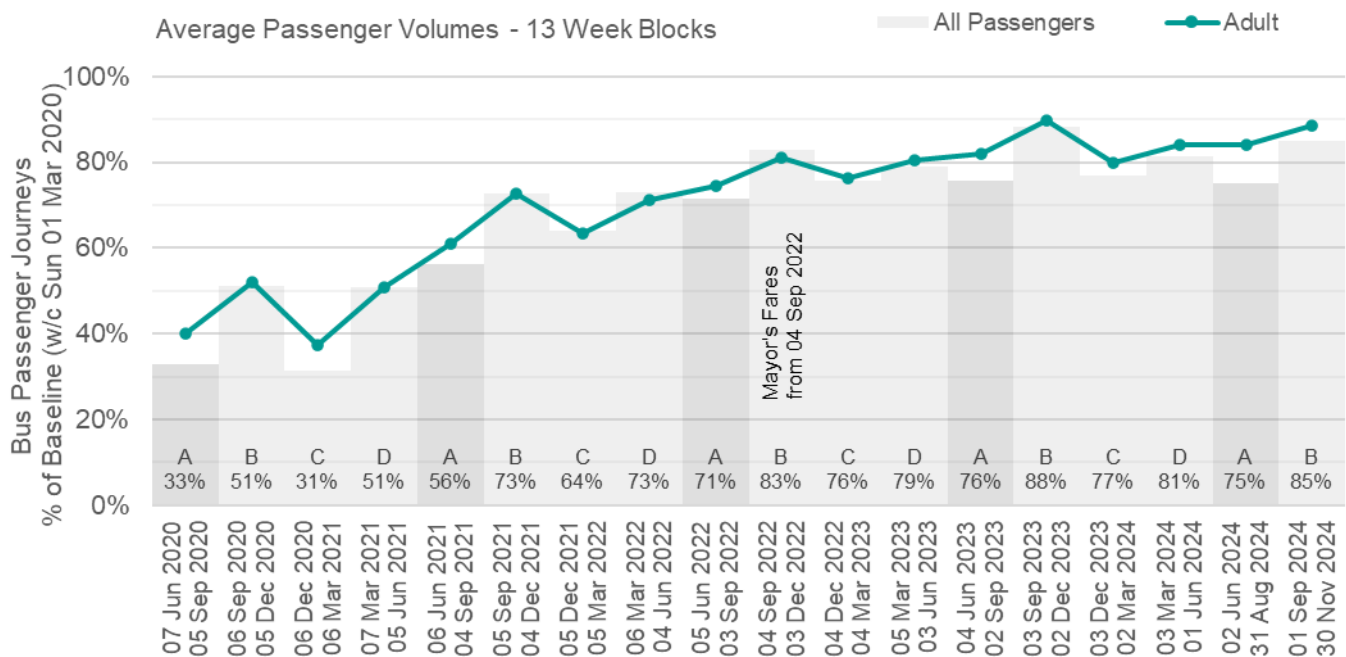
The survey was conducted over 10 weeks from 08 October to 22 December 2024, two years after the launch of Mayor's Fares. As it was a face-to-face survey it covered visitors as well as residents. 1,921 responses were received from residents aged 19 to 65, plus a further 81 from visitors, a further 6 from persons aged 66 or over who pay a fare to travel before 09:30 Monday to Friday, and 5 who did not give these details in full. This briefing note considers the complete fieldwork, whereas an interim note dated December 2024 considered only interim results from about 75% completion.

Weighting has been applied primarily to residents' responses by deprivation index, local authority district, age and gender. Secondary weighting was applied based on distance from the postcode point to a bus stop with a frequent service. A separate document by the consultants (DJS Research Limited) describes the application of the weighting.

Note the sample appears skewed towards regular uses when compared against the West Yorkshire Residents Perceptions of Transport survey, even after applying the weighting as described in Appendix A.

2. Bus use trends empirical evidence

The gradual return to bus use pre-dates the introduction of Mayor's Fares. There are various factors which may have influenced the gradual increase in bus use by adults towards the pre-COVID baseline, including the decline in home working, and the £1 evening fare prior to Mayor's Fares. More recently the gradual increase in bus use appears to have plateaued or maybe reversed. Analysis of survey results indicates the role of Mayor's Fares within this context.



3. DfT Evaluation of National £2 Bus Fare Cap

In February 2025 the Department for Transport published a final report on the first 10 months of the £2 Bus Fare Cap in England (outside London). (Frontier Economics and SYSTRA, 2025)

<https://www.gov.uk/government/publications/evaluation-of-the-2-bus-fare-cap>

The aims of that evaluation are to:

- find out the extent to which the bus fare cap achieves its aims of saving bus passengers money and encouraging greater bus usage
- understand how the fare cap is experienced across the country by bus users and non-users.

Some key points from that survey include:

- Value for Money (VfM) is categorised as ‘Low’ ($1.0 < BCR < 1.5$). The calculated BCR range is 0.71 - 0.9 (‘Poor’), but the scheme is assumed to have achieved its strategic goals (helping with living cost and increase in bus patronage). Accounting for that and potential qualitative wellbeing impacts the evaluation team adjusted the BCR to be over 1.0 (‘Low’).
- It has contributed to 5% increase in bus patronage (accounting for counterfactual).
- It has helped with living costs by reducing the cost of a single trip by £0.15 - £0.47 per trip.
- There has been observed substitution effect, with tangible shift to single tickets from other ticket types.
- Patronage increase is mostly from an increase in discretionary leisure trips, with commuting, education etcetera trips largely unchanged.
- New passengers who said they have shifted from other modes (largely from cars) mostly also made discretionary leisure trips.
- Transport users who did not take advantage of the reduced fare to change mode to bus stated reliability and frequency of the buses as the key reasons.

There is, therefore, some interesting and useful read-across to compare and contrast the West Yorkshire and national schemes and also to consider economic impacts that the West Yorkshire survey does not address.

Section C: Awareness

69% of respondents were aware of the West Yorkshire Mayor's bus fare cap.

	Use bus at least once a week	Use bus less than once a week, but at least every three months	Rarely / Never use bus	Overall	2023 Total
Yes	85%	74%	41%	69%	62%
May have heard something	5%	6%	10%	7%	16%
No	10%	20%	49%	24%	22%

Question A8: Are you aware of the West Yorkshire Mayor's bus fare caps introduced in September 2022 (the current caps are £5 for a day and £2 for single journeys)? Weighted base: 1997

The inclusion of this question was partly to key respondents into what Mayor's Fares are about, and partly to show how well marketing got through to people. It shows that awareness has increased, rather than diminished. During the survey fieldwork period there was some national discussion over the future of the national £2 fare cap and that may have impacted respondents' awareness.

- Awareness had increased from 62% aware in the Mayor's Fares on-line survey, Autumn 2023. It had increased in each of the Bus Service Improvement Plan bus usage categories¹.
- There was 77% awareness among respondents excluding those who never use a bus.
- 49% of respondents who rarely or never use a bus said they were not aware of Mayor's Fares. Even among respondents who use a bus at least once a week there were 10% who said they were not aware of Mayor's Fares. It may be that some respondents, particularly among those who use the bus at least once a week, were aware of discounts under different slogans and the national fare cap but not so aware of the West Yorkshire 'Mayor's Fares' slogan.

¹ The West Yorkshire Bus Service Improvement Plan sets out three types of bus user. These are Regular bus user: uses bus at least once per week, Occasional bus user: uses bus less than once per week but at least once every 3 months, and Non-user: uses the bus less than once every 3 months (rarely) or never uses buses.

Section D: Headline Sentiments

4. Ease of understanding

All respondents were asked about their understanding of bus fares.

79% of respondents agreed that they understood how much it costs to catch a bus in West Yorkshire, including **42%** who strongly agreed.

5. Affordability and price

Respondents who use the bus, even if less than once a year, were asked about their ability to afford bus travel and about four potential benefits of the fare caps.

75% of respondents agreed that they can afford to travel by bus in West Yorkshire they want to, with **38%** agreeing strongly.

78% of respondents agreed that the fare cap makes it easier for them to make multiple bus journeys on the same day, with **42%** agreeing strongly.

52% agreed that the fare cap had saved them money personally, with **26%** agreeing strongly, but **26%** of respondents disagreed.

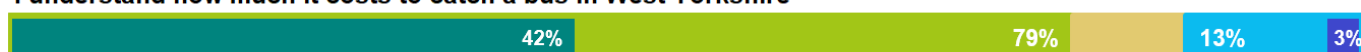
6. Access to opportunities

48% of respondents who use the bus, even if less than once a year, agreed that the fare cap had improved their ability to access job opportunities or consider employment further from home, but **23%** of respondents disagreed.

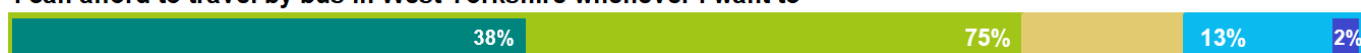
52% agreed that the fare cap encouraged them to participate in more leisure activities, while **26%** disagreed.

■ Strongly Agree
 ■ Agree
 ■ Neutral
 ■ Disagree
 ■ Strongly Disagree

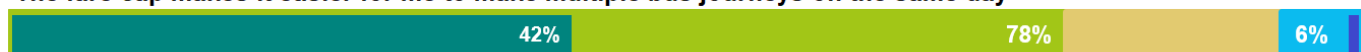
I understand how much it costs to catch a bus in West Yorkshire



I can afford to travel by bus in West Yorkshire whenever I want to



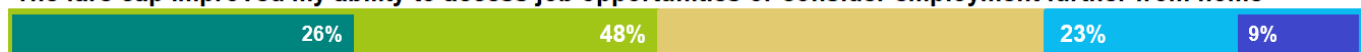
The fare cap makes it easier for me to make multiple bus journeys on the same day



The fare cap has personally saved me money



The fare cap improved my ability to access job opportunities or consider employment further from home



The fare cap encouraged me to participate in more leisure activities



These sentiments are explored across various demographics in section J of this report.

Section E: Change in Bus Usage

7. Overview of change in bus use

About 20% of respondents used buses more or started using buses in West Yorkshire since Mayor's fares were introduced, while 14% use buses less or have stopped using them.

Note the sample appears skewed towards regular uses when compared against the West Yorkshire Residents Perceptions of Transport survey (Appendix A).

	Longer Distance	Same Distance	Unsure	Shorter Distance	Total
Use More	5%	9%	0%	1%	16%
Started using	3%				3%
Use Same	3%	46%	1%	2%	52%
Not used for years		14%			14%
Use Less	1%	9%	0%	1%	11%
Stopped using				3%	3%
Unsure	0%	1%	0%	0%	1%

Question B3: West Yorkshire fare caps were introduced in September 2022. Has your bus use in West Yorkshire changed over the last couple of years? Weighted Base 1977.

Question B4: When you catch a bus in West Yorkshire do you tend to go shorter distances, longer distances, or about the same, as two years ago? Weighted base 1602.

Collectively 20% of respondents used buses more or started using them, which was a significantly higher proportion than those who use less or stopped (14% of respondents). Comparison between those who started using or use more and those who use less or stopped using indicates a net gain of 6% of respondents using more.

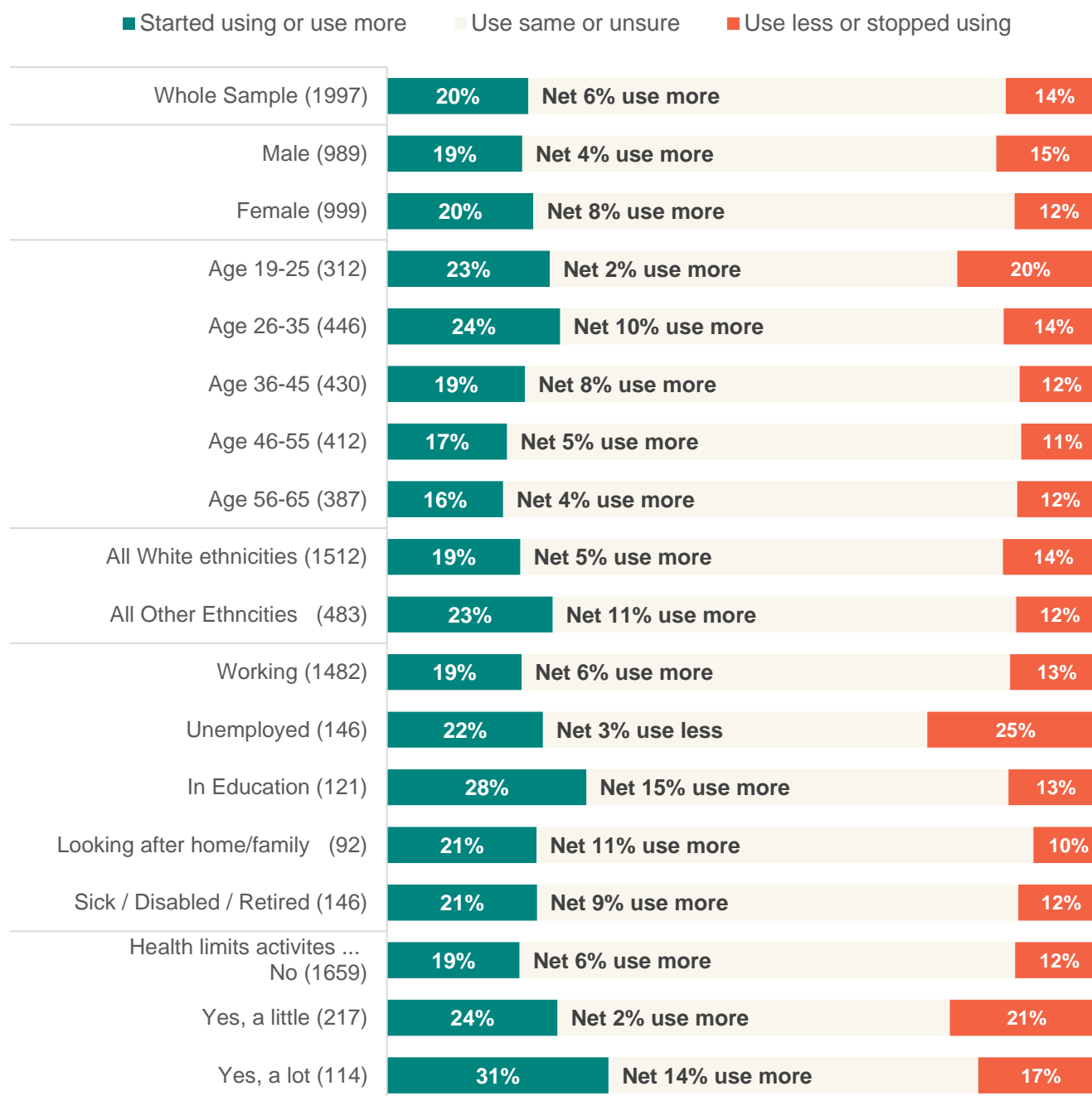
8. Change in bus use – demographic split

There is no statistically significant difference between male and female respondents, though net gain among **female** respondents appears higher at **8%** than for **male** respondents at **4%**.

Looking at age groups, 20% of respondents aged 19-25 used the bus less or have stopped using buses, compared with 12% aged 36-45, 11% aged 46-55, and 12% aged 55-65. The highest net gain appears to be in the 26-35 age bracket at 10%.

There are no statistically significant differences by ethnicity. It appears that there was a lower positive change among white ethnicities than other ethnicities. The sample size does not lend itself to a deeper understanding of the impacts in broad ethnic groupings such as Asian & Asian British, let alone the greater nuance of ethnicities contained within such a broad group.

Respondents whose health limits day to day activity show greater change than other respondents. The survey did not ask whether the health impacts pre-date the fare cap. Some indication of whether health has been a causal factor may be evident in later responses describing reasons for behaviour.



9. Change in use – by current bus use level and car availability

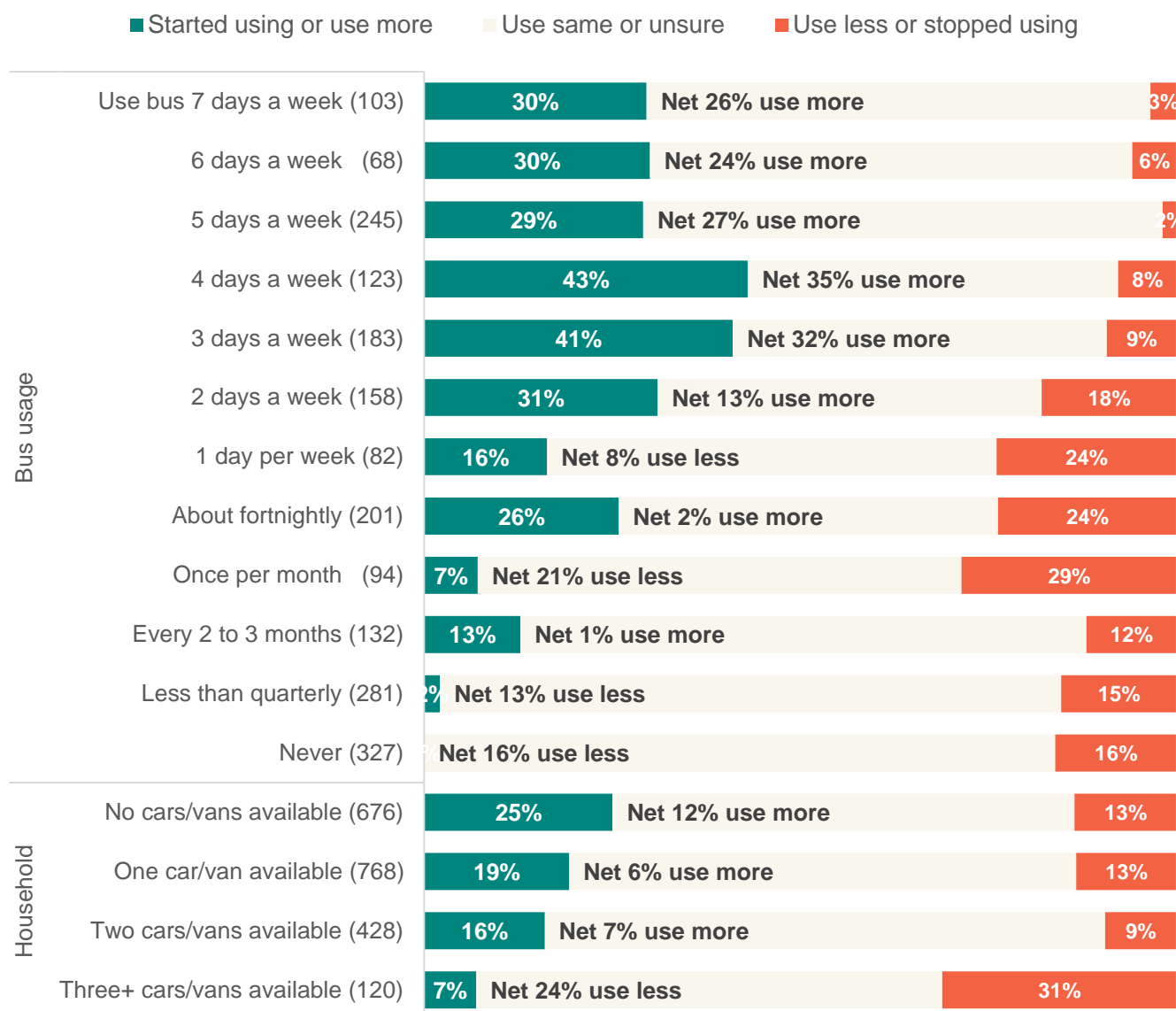
As the West Yorkshire fare caps had been in place for over two years and the interviews were on street it was decided not to attempt to ascertain the actual level of usage prior to the fares cap, nor the absolute change, but rather to ascertain direction of change.²

Respondents who currently use a bus 4 days a week were significantly more likely to have started using the bus more than before (43% compared to 20% using more in the sample as a whole or 16% of those using 1 day per week). The 4 days per week usage level appears to have the greatest net gain of 35%.

Change in bus use has also been looked at through the optic of household car availability. 25% of respondents in households with no car availability increased their bus use compared to 7% of those

² The level of bus usage recorded in this survey was the respondents' current level of usage. When considering gain or loss across levels of bus usage it may be the case that many respondents changed the number of days on which they use a bus, but others may have changed the number of times per day that they use a bus and/or the distance travelled.

with three or more cars. While the sample overall shows 6% net gain there was a net loss of 24% from respondents with three or more cars available. One of the unknowns from this survey is whether there are cause and effect correlations between bus use and car/van availability.



Section F: Increased bus use³

10. Reasons for more bus use

Respondents were asked which of a series of reasons were behind their increased bus use.

- **44%** included cheaper fares in their reasons. **30%** only selected cheaper fares while **14%** selected cheaper fares alongside other reasons.
- **8%** selected one or more service delivery reasons.
- **59%** selected 'Other reasons (e.g. new job/home)'. This was strongest among respondents who had started using buses in West Yorkshire suggesting that the biggest driver to people starting to use buses was a change to personal circumstances.

Reasons for using bus more (% of respondents)	Total	Use more	Started using	Use same but longer distance
Other reasons (e.g. new job/home)	59%	58%	65%	54%
Cheaper fares	44%	45%	37%	43%
Improved reliability and punctuality	3%	3%	2%	7%
More buses in the timetables	3%	4%	3%	0%
Nicer buses	3%	3%	0%	5%
Concern for the environment	5%	4%	7%	6%
Don't know	1%	1%	1%	2%
Sum	117%	117%	116%	117%
<i>Weighted Base</i>	<i>447</i>	<i>327</i>	<i>68</i>	<i>53</i>

Question C1: Is increased use due to any of the following? Base: using the bus more / started using the bus / using the bus some but for longer distances. Respondents could select up to six statements, or don't know, therefore the total selection is greater than 100%.

Further examination of reasons for more bus use show few statistically significant differences but do indicate:

- 75% of respondents aged 25-34 included 'Other reasons e.g. new job/home', and 24% included 'Cheaper fares', these are significant differences when compared to the sample as a whole.
- It appears that occasional bus users⁴ are more likely to have given cheaper fares as a reason for increased use than more regular users.
- Respondents whose activities are limited by health appear more likely to have selected 'Other reasons' and less likely to have selected 'Cheaper fares'.
- Those in the 2nd IMD quintile appeared most likely to select 'Other reasons' while those in the least deprived 5th quintile were most likely to select 'Cheaper fares'.

The national evaluation of the first ten months of the England £2 bus fare cap (Frontier Economics and SYSTRA, 2025) found that:

- The majority of respondents who had undertaken more bus journeys attributed their increase in bus use to the £2 Bus Fare Cap itself (91% to 95% across three waves). Of these respondents, around 40% consistently noted that the £2 Bus Fare Cap was the main reason for their increased bus use, although there were other reasons too (41% to 45%).
This is about double what the recent West Yorkshire survey data shows. The national

³ In this section respondents who said that, over the last couple of years, they use buses more, or have started using buses, or that their level of use is the same but for longer distances are all included as increased use.

⁴ The West Yorkshire Bus Service Improvement Plan sets out three types of bus user. These are Regular bus user: uses bus at least once per week, Occasional bus user: uses bus less than once per week but at least once every 3 months, and Non-user: uses the bus less than once every 3 months (rarely) or never uses buses.

evaluation noted those in more rural areas tended to have seen a greater positive financial impact due to the high cost of bus fares in rural areas and because journeys tended to be of longer distance. Another difference is that the West Yorkshire analysis specifically asked about change in bus use in West Yorkshire so anyone who had moved into West Yorkshire in the past two to three years would have picked 'Other reasons (e.g. new job/home).

- Nationally the extent to which the £2 Bus Fare Cap was perceived to be the **only reason** for increases in bus journeys decreased over the length of the scheme. Specifically, 34% of respondents stated that the cap had been the only reason for their increased bus travel in Wave 2, compared to 28% in Wave 3 and 25% in Wave 4.

11. Destination Horizons

Respondents who were using buses more, or who had started using buses, were asked what **best described** their **extra** bus journeys. This therefore describes what might be considered the **main description** for each respondent rather than every applicable reason.

- 38% of responses said that extra bus use was to go to places more often,
- 27% were to go to new places,
- 27% instead of using other types of transport, and
- 8% to go further afield.

Respondents who used the bus the same amount but for longer distances were not asked this question. If they had been, then 33% of responses said that extra bus use was to go to places more often, while 24% were to go to new places, 24% instead of using other types of transport, and 19% to go further afield.



Question C2: Using the bus more / started using bus: What best describes this extra bus use? Weighted base 395. If just one statement was selected it was added as a full response, if two statements were selected they were each added as half the response, etc., this method ensures the total response adds up to 100%.

- 45% of respondents in education said that they used buses to go to new places. This appears to be a lot higher than the general population for whom it was 27%. It is plausible that some of these responses are from people who enrolled at a new education establishment since the West Yorkshire caps were introduced, i.e. started a new course from September 2022 or after.
- Respondents who use buses at least 4 days per week were more likely to go to the same places more often than those who use buses 1 to 3 days per week or than those who use buses occasionally (45% c.f. 37% c.f. 24%).
- White British / Northern Irish respondents appear less likely to go to new places than the overall sample (21% c.f. 27%) and more likely to have simply switched modes (32% cf. 27%).

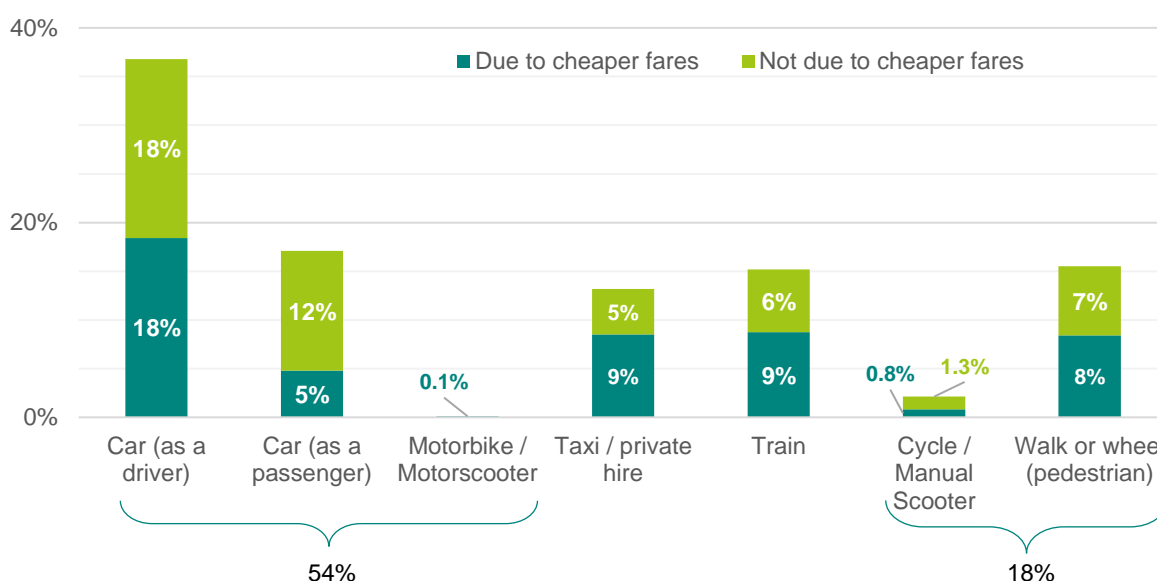
- Females were significantly more likely to travel further afield than males (12% compared to 8%), while males appear more likely to have used a bus instead of other types of transport (32% compared with 24%).

12. Mode switch to bus

While the question about what **best described** respondents' **extra** bus journeys indicated that around one quarter of reasons were instead of using other types of transport, **three quarters** of respondents who used the bus more indicated that at least some of their bus use since the introduction of Mayor's Fares involved mode shift.

Respondents were able to select up to three types of transport to describe their mode shift:

- 54%** of responses were from private motorised modes. Mode switch from **car driver** increases significantly with age, from **16%** age 19-25 to **59%** aged 56-65. Interestingly respondents from households with two cars available appear more likely than those from single-car households to have switched from being a car driver (63% and 48% respectively).
- 18%** of responses were from active travel modes. Households without access to a car or van appear more likely to have switched from **active travel** modes (27% of their responses). People in paid employment appear less likely to have switched from active travel modes (14% of their responses).



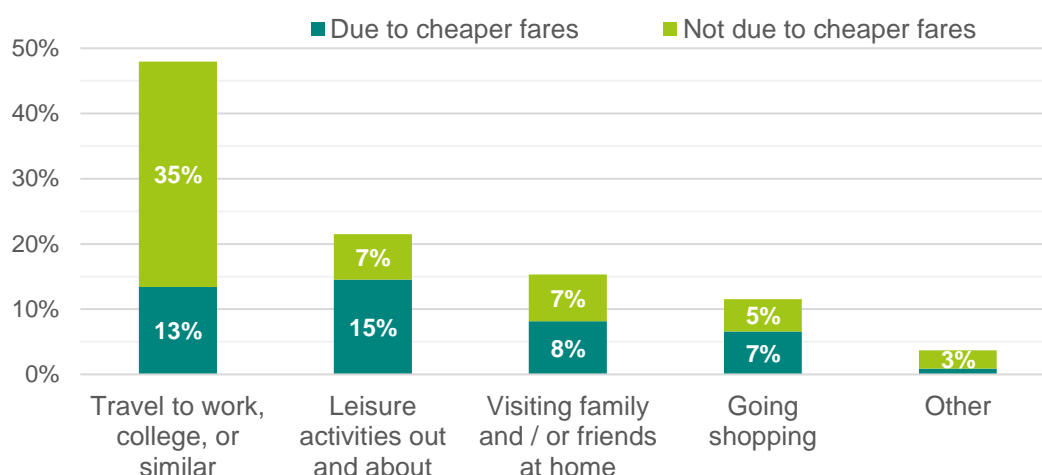
Question C3. What type of transport did you use for these extra journeys before? Weighted base 332. Respondents could select up to three statements. If just one statement was selected it was added as a full response, if two statements were selected they were each added as half the response, if three statements were selected they were each added as a third of a response etc., this ensures the total response adds up to 100%.

13. Purpose of travel

Among respondents using the bus more, 48% (about half) of responses were for travel to work, college, or similar, but only about a quarter of these (or one eighth overall) were due to cheaper fares.

21% of responses were for leisure activities out and about, and this was the main use amongst people who said cheaper fares were a reason for increased bus use.

Over **one fifth** of respondents' increased use is **leisure and social travel** driven by **cheaper fares**.



Question C4. What sort of activities is this extra bus use for? Weighted base 447. Respondents could select up to two statements. If just one statement was selected it was added as a full response, if two statements were selected they were each added as half the response, this method ensures the total response adds up to 100%.

- 89% of respondents in education had made more journeys to travel to work, college, or similar, significantly more than 53% in paid work, which in turn was significantly more than the 27% of unemployed respondents also said this. It is plausible that unemployed people may have used buses to attend employment-related appointments or part-time college courses while their primary economic status is unemployed. It appears that males were more likely to have made more journeys to travel to work, college, or similar than females (males 53%, females 43%).
- Leisure and socialising reasons were common for respondents looking after home / family (35% leisure, 36% socialising) and for those who are long-term sick, disabled, or retired (32% leisure, 36% socialising) compared to the sample overall (21% leisure, 15% socialising).
- It appears females were more likely to have increased shopping trips at 16% compared to 8% for males.

Section G: Using the bus the same as before

14. Why some respondents are using the bus the same amount as before

Amongst respondents who are using the bus the same amount as before, **26%** say that Mayor's Fares have encouraged them to keep using buses, 9% say they don't think Mayor's Fares save them money, while **64%** say price isn't the main reason behind their choice.

From comments made, at least some of the 9% who say they don't think Mayor's Fares save them money use other tickets or passes such as a weekly or monthly ticket or a student discount.

I don't think Mayor's Fares save me money	9%
Mayor's Fares have encouraged me to keep using buses	26%
Other (please specify)	1%
Price isn't the main reason behind my choice on bus use	64%

Question C5. You have said you are using the bus the same amount as before Mayor's Fares. Which of the following statements best reflects your view? Weighted base 978

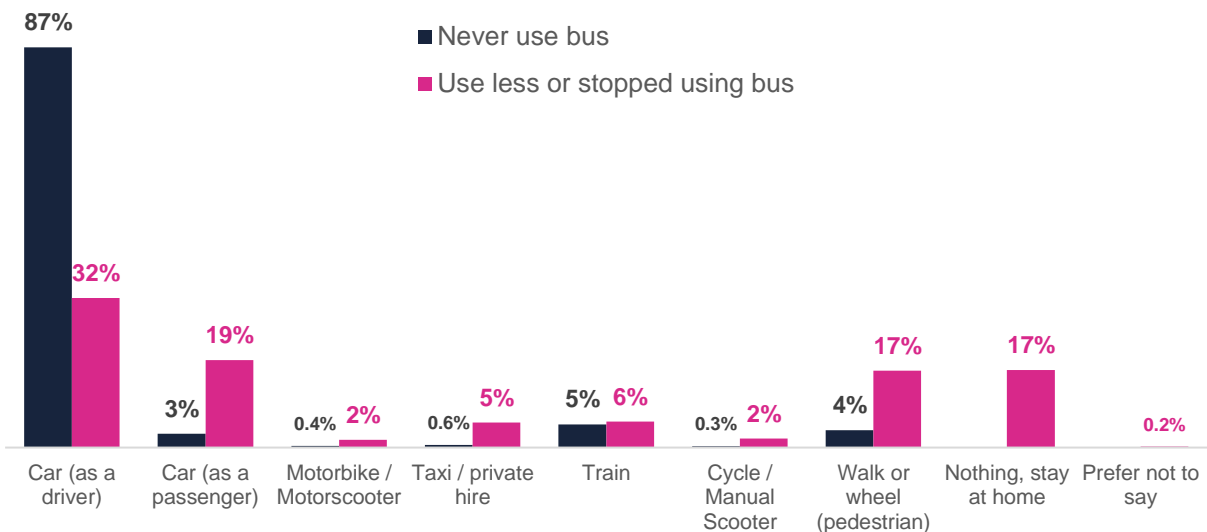
- 42% of those using bus 5 days per week (same frequency usage as before) said fares had encouraged them to keep using buses while 82% of people who rarely use a bus said price wasn't the main reason behind their choice.
- While there are no significant differences identified for economic status, 35% of unemployed respondents said that the Mayor's Fares had encouraged them to keep using buses.
- Interestingly respondents from the 2nd IMD quintile of deprivation appear least likely to agree that Mayor's Fares had encouraged them to keep using buses (19%) while those in the 4th and 5th quintiles appear least likely to do so (36% and 34%).

Section H: Using the bus the less or never use bus

15. Mode of transport that respondents use instead of bus

87% of respondents who never use a bus said that they drive a car instead.

32% of respondents who have stopped using buses drive a car instead, while **19%** travel as a car passenger, **19%** use active travel and **17%** stay at home.



C6. When you don't use a bus, what are you doing instead?
Weighted base: Never use bus 274, stopped using bus 271.

- Considering those who never use bus:
 - 87% travel as a car driver instead, this is a significantly less likely response among people aged 19-25 (44%) and in education (22%).
- Considering those who use the bus less or stopped using bus:
 - 32% drive a car instead - this appears more common for respondents aged 19-25 and aged 26-35 where 45% gave this response.
 - 17% walk or wheel instead - this was significantly more common from households without access to a car or van at 33%.
 - 17% do nothing and stay at home instead: Groups significantly more likely to say this include those with no household access to a car or van at 30%; and those whose health impacts day-to-day activity at 36%. Groups where the responses appear different than the average but not significantly so include unemployed people at 29% and the two less deprived IMD quintiles at 25% (compared with the more deprived quintiles at 13%).
 - Compared to males it appears that 8% more of females are likely to stay at home, 6% more are likely to travel as a car passenger, and 14% fewer are likely to travel as a car driver. Though not statistically significant, this combination could indicate some loss of independence.

16. Reasons some respondents use buses less, or have even stopped using buses

There isn't a clear simple answer to why respondents use buses less, and although the base for "stopped using" is small it seems that improvements of options for other transport is the biggest reason to stop using buses followed by bus reliability / punctuality problems.

	Use Less	Stopped using	Total
Bus reliability / punctuality problems	18%	19%	18%
Reduced or withdrawn bus services	6%	0%	5%
I have less need to go places	24%	2%	20%
Health has made it harder to use buses	6%	3%	5%
Options for other transport have improved	26%	63%	34%
Other (financial)	10%	0%	8%
Other (other)	8%	12%	9%
Prefer not to say	1%	0%	1%
Total	100%	100%	100%
<i>Weighted Base</i>	<i>219</i>	<i>52</i>	<i>271</i>

Question C7. You have said you are using the bus less often, which of these options best explains why?

- 53% of respondents aged 19-25 who answered this question said options for other transport have improved, significantly more than the 34% overall.
- 76% of those with three or more cars or vans said options for other transport had improved, compared with 35% of those with access to one car or van.
- Respondents who use the bus at least 4 days a week or less than once a quarter appear more likely to have given bus reliability / punctuality problems as a reason (21% and 30% respectively) while those who currently use the bus between 3 days per week and once a quarter appear more likely to have reduced their need to go places.
- 41% of unemployed respondents and 44% of sick / disabled / retired respondents said they have less need to go places; while 42% of employed people said their options for other transport had improved.

- Respondents whose activities are limited a lot by health were more likely to say that their health had made it harder to use buses (35%) and less likely to say that options for other transport had improved (4%).
- Respondents who use the bus at least 4 days per week appear the most likely to quote financial reasons for reduced use (9 out of 21 respondents), though 195 respondents using the bus at least 4 days a week either said that Mayor's Fares had encouraged them to keep using buses or that cheaper fares were a reason for increased bus use.

17. Factors that could encourage respondents to use bus more

Respondents who currently never use a bus, or who are using buses less and using other motorised road transport more, were asked what could encourage them to use bus, or to use bus more.

The top factor that could encourage people to use bus more came out as reliability at 28% of respondents, particularly 46% among those who use buses less or have stopped using buses. This was followed by improved frequency at 21% and with lower fares (than they are now) coming third at 8%. There were a sizeable proportion of responses stating that nothing could encourage the respondent to use buses more, particularly 71% among those who have not used buses for years.

What could encourage you to use bus more (% of respondents)	Total	Not used for years	Use less	Stopped Using
Improved reliability	28%	17%	42%	56%
Improved frequency	21%	13%	32%	38%
Lower bus fares (than they are now)	8%	6%	16%	1%
Improved personal safety	6%	5%	5%	17%
Improved journey information	5%	5%	6%	7%
Higher costs of motoring	2%	1%	6%	1%
Environmental concerns	1%	1%	2%	0%
Other (please specify)	6%	7%	4%	1%
Nothing	59%	71%	40%	33%
Sum	140%	127%	153%	154%
<i>WEIGHTED BASE</i>	<i>440</i>	<i>274</i>	<i>114</i>	<i>52</i>

Question E1. What would encourage you to switch from your current transport to bus travel? Select up to three options

- Respondents aged 19-25 were significantly more likely than the sample overall to say something would encourage them (60% c.f. 41% overall) and are more likely than the sample overall to select improved reliability (50% c.f. 28%) or improved frequency (37% c.f. 21%).
- Respondents from white ethnic backgrounds were more likely than respondents from other ethnicities to say improved reliability at 31% (c.f. 16%) and improved frequency at 24% (c.f. 9%) would encourage them.
- Respondents from households without access to a car were the most likely to say that lower bus fares (than they are now) would encourage them to use buses more (22%), while those with three or more cars were more likely to say improved frequency (34%) or improved reliability (40%).

Section I: Ticket choice and willingness to pay

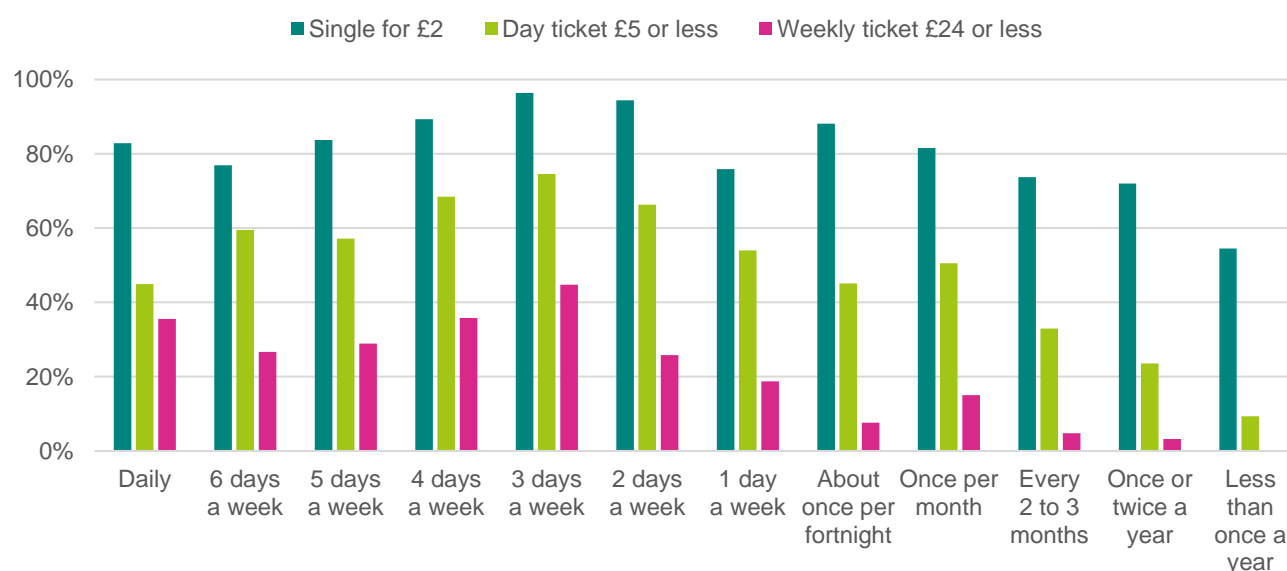
18. Use of Mayor's Fares and of weekly tickets priced to fit with Mayor's Fares

All respondents who use a bus even if less than once a year, were asked about tickets they have used in West Yorkshire since Mayor's Fares were introduced 2022:

- **82%** of respondents have used a £2 single
- **49%** have used a day ticket costing £5 or less
- **87%** have used at least one of the above tickets
(or **73%** of all respondents including those who never use a bus)

Week tickets costing £24 or less are also of some interest as the price of these was reduced or held to align with changes in the day ticket price. (Appendix B)

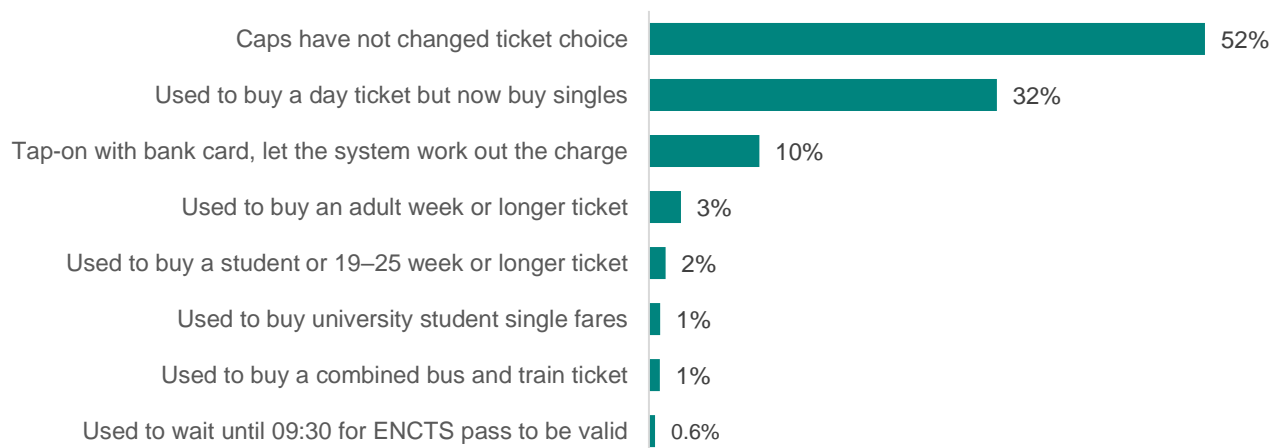
Positive responses for each of these tickets is highest for respondents who travel 3 days a week (**96%** have used a £2 single, **75%** have used a day ticket costing £5 or less, and **45%** have used a week ticket costing £24 or less. The fact that the group has high use of all these ticket prices suggests that there have been some weeks over the last two years when it was worth buying a weekly ticket, some days when it was worth buying a day ticket, and other times when the best option was to buy single journey tickets.



Question E2. Have you used any of the following bus fares in West Yorkshire since September 2022?
Weighted Base 1,670

19. Changes to ticket choice

Respondents who said that they'd bought a single for £2 or a day ticket for £5 or less were asked about how the fare cap impacted their ticket choice. 52% of respondents said the caps had not changed their ticket choice, while 32% used to buy day tickets but now buy singles.



Question E3. How has the fare cap impacted the type of ticket that you buy? Please select all that apply.
Weighted Base 1,450

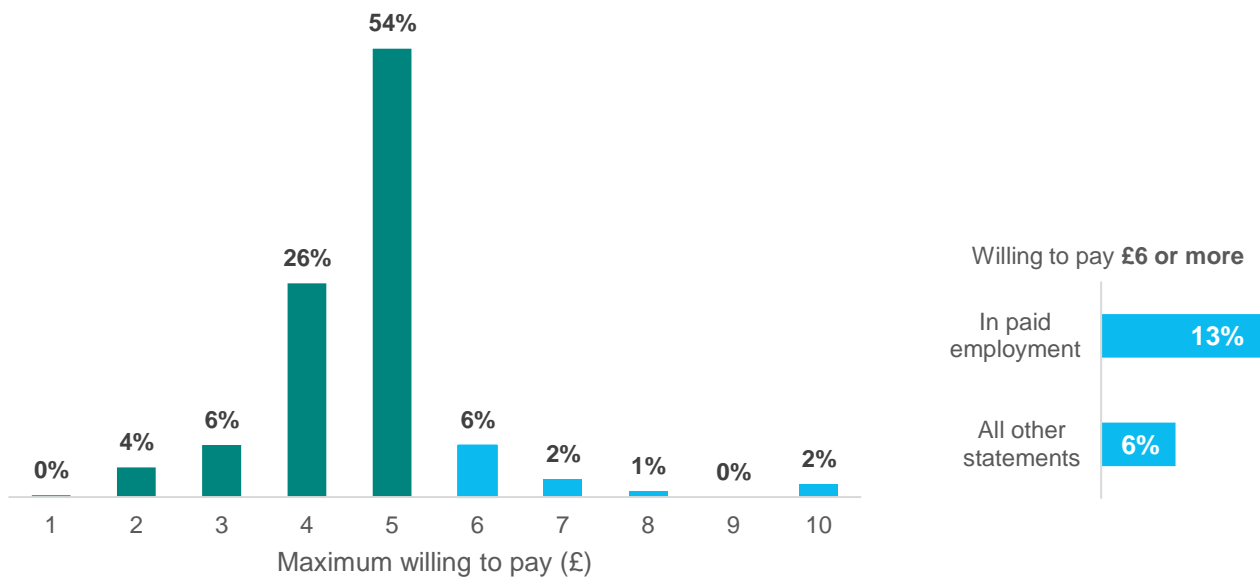
Although only a small part of the sample overall, 16% of respondents in full time education said that they used to buy a '19-25 week or longer ticket' and/or that they used to buy 'university student single fares'. Ticket machine data from First, Arriva and Transdev for Autumn term 2022 averaged around 150,000 boardings per week using 19-25 or Student ticket types, compared with 120,000 per week in Autumn term 2024, a drop of 20%. People aged 19 to 21 in Autumn 2024 were under 19 when Mayor's Fares were introduced so may have gone from the West Yorkshire Fare Deal for Young People to capped adult fares, whereas in the absence of the cap they may have gone on to a 19-25 or student ticket. There is therefore a strong argument that a large part of the drop in the 19-25 / student cohort has been a transfer to cheaper capped adult fares.

Evaluation of the first 10 months of the £2 fare cap in England (Frontier Economics and SYSTRA, 2025) noted a reported decrease in the sale of weekly, monthly, and annual tickets and a shift to purchasing singles as an unintended effect. In the context of encouraging greater bus use, someone who holds a bus (or bus and rail) ticket that allows unlimited travel over a period of time may be financially incentivised to choose bus (or bus and rail) for incidental journeys and thus perhaps not to choose a private motorised mode. Switching to a more pay-per-trip model removes that incentive. The situation may have been alleviated to some extent in West Yorkshire as the bus day ticket price was capped, the MCard Bus Week price was reduced so it remained better value than day tickets for people travelling 5 or more days per week and the Bus Month ticket price was also reduced marginally.

The ability to tap-on with a bank card and let the system work out the charge has definite benefits in terms of users not needing to commit to anything more than one journey at a time. If enough journeys are made then incidental journeys become relatively cheap or free to the user, restoring some of the financial incentive for incidental journeys. Interestingly the national evaluation (Frontier Economics and SYSTRA, 2025) found that there was some switching from online payment to cash payment and operators attributed this to the ease of finding £2 in cash.

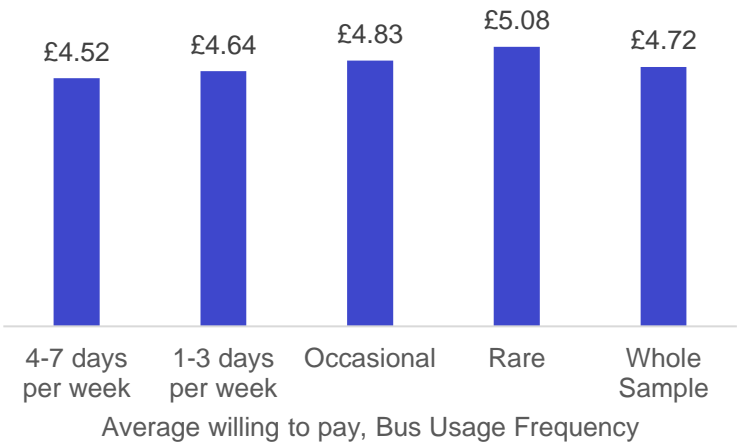
20. Willingness to pay for a day ticket

When asked about what the most they would be willing to pay for West Yorkshire day ticket, over 50% of people who expressed an opinion said £5. Interestingly only 11% of those who expressed an opinion were willing to pay £6 or more. Respondents in paid work were more likely than other respondents to suggest a £6 or higher fare. Unemployed respondents were more likely than those in paid employment to suggest a maximum of £3 or less.



Question E4. What is the most you would be willing to pay for an all-day ticket for travel on any bus in West Yorkshire? Weighted base 1194

The mean amount that respondents said they were willing to pay for a day’s bus travel was £4.72. The amount appears to be lower for higher frequency bus users. The highest frequency travellers may benefit from current week or longer tickets below the £5 per day cap. Some respondents may have benefited from operators’ own tickets priced below £5, albeit not valid for every bus in West Yorkshire. Some respondents may have considered the ability to buy two singles at £2 each to be as much as they are willing to pay. Others may pay the £5 fare but not willingly.



Section J: Agreement with Sentiments

Tables in this section show **total agree**, through various groupings of respondents, for each of the statements,

- I **understand** how much it costs to catch a bus in West Yorkshire
- The fare cap makes it easier for me to make **multiple bus journeys** on the same day
- I can **afford** to travel by bus in West Yorkshire whenever I want to
- The fare cap has personally **saved me money**
- The fare cap encouraged me to participate in more **leisure** activities
- The fare cap improved my ability to **access job** opportunities or consider employment further from home

Total agree is the sum of those who strongly agree and those who agree. Darker shading indicates higher levels of agreement.

21. Agreement by Frequency of Bus Use

Total Agree	Under-stand	Multi-Jnys	Afford	Saved money	Leisure	Access Jobs
Whole Sample	79%	78%	75%	65%	52%	48%
Use bus 7 days a week	96%	79%	81%	70%	63%	63%
Use bus 6 days a week	92%	80%	77%	64%	54%	51%
Use bus 5 days a week	93%	83%	83%	75%	63%	64%
Use bus 4 days a week	93%	84%	73%	79%	69%	68%
Use bus 3 days a week	94%	92%	67%	83%	74%	74%
Use bus 2 days a week	93%	84%	62%	84%	64%	66%
Use bus 1 day per week	82%	76%	74%	60%	52%	40%
Use bus About fortnightly	90%	76%	68%	73%	54%	43%
Use bus Once per month	81%	70%	66%	62%	42%	37%
Use bus Every 2 to 3 months	81%	69%	86%	50%	42%	30%
Use bus Less than quarterly	66%	66%	82%	30%	16%	11%
Never use bus	39%					

- Perhaps not surprisingly, the respondents who use buses most often were the most likely to say that they understand bus fares. As usage level decreases, so the likelihood of a neutral or negative response increased. Respondents who never use a bus were the only group significantly more likely to disagree than give a neutral response.
- Respondents in the extreme levels of bus use - at least 5 days a week, or less than once a month - were the most likely to agree that they could afford to travel by bus whenever they liked. Those who use a bus 3 days per week were significantly more likely than other respondents to say that the fare cap helps them to make multiple journeys on the same day.
- Those who use a bus 2 to 3 days per week were most likely to agree that the caps had saved them money personally. It is plausible that those using buses more than 3 days per week are more likely to use longer-period tickets that were not marketed as capped even if the price had been held lower.

- In general people who use a bus 2 or more days per week were more likely to say that the caps had improved access to job opportunities, although those using a bus 6 days per week appeared more neutral. Respondents who rarely use a bus were significantly more likely to be neutral than to agree, and significantly more likely to disagree than be neutral.
- The pattern of responses that the fare cap had encouraged the respondent to participate in more leisure activities was similar to the pattern for job opportunities.

22. Agreement by Frequency of household car availability

	Under-stand	Multi-Jnys	Afford	Saved money	Leisure	Access Jobs
No cars / vans available	90%	80%	71%	69%	56%	53%
One car / van available	79%	79%	77%	63%	51%	45%
Two cars / vans available	65%	72%	79%	59%	47%	44%
Three+ cars / vans available	65%	77%	90%	76%	55%	42%

- As can be clearly seen respondents with no household access to a car were most likely to agree that they understand bus fares, and it appears to have improved their access to jobs, but these respondents were least likely to agree that they could afford to travel by bus whenever they wanted. Those with three or more cars available were most likely to be able to afford to travel whenever they wanted and most likely to have agreed that the fares saved them money personally.

23. Net agree by IMD and by resident or visitor

	Under-stand	Multi-Jnys	Afford	Saved money	Leisure	Access Jobs
Whole Sample	79%	78%	75%	65%	52%	48%
Most deprived IMD quintile 1	82%	81%	75%	68%	58%	56%
IMD quintile 2	81%	77%	76%	64%	50%	46%
IMD quintile 3	76%	76%	71%	58%	48%	46%
IMD quintile 4	80%	77%	78%	71%	53%	48%
Least deprived IMD quintile 5	68%	78%	77%	61%	42%	34%
West Yorkshire Resident	79%	78%	75%	65%	53%	49%
Non-resident Visitors	63%	70%	87%	57%	41%	33%

Respondents from the least deprived areas were significantly less likely than the overall sample to agree that they understand bus fares in West Yorkshire or that the fare cap improved access to jobs, also they appear less likely to agree that it has encouraged leisure activities.

The visitor sample was small, though perhaps not surprisingly visitors appear less likely than West Yorkshire residents to agree that they understand West Yorkshire fares. They also appeared less likely to agree with other statements except that they can afford to travel by bus in West Yorkshire whenever they want to.

24. Agree by age, economic status, and health outcomes

	Under-stand	Multi-Jnys	Afford	Saved money	Leisure	Access Jobs
Whole Sample	79%	78%	75%	65%	52%	48%
Age 19-25	88%	84%	77%	69%	60%	61%
Age 26-35	81%	83%	77%	68%	57%	55%
Age 36-45	75%	75%	75%	62%	51%	47%
Age 46-55	77%	76%	72%	65%	49%	44%
Age 56-65	74%	73%	73%	63%	44%	36%
Working 30 hours or more	74%	76%	81%	61%	47%	44%
Working less than 30 hours	86%	86%	68%	78%	65%	66%
Unemployed	85%	77%	55%	61%	46%	49%
In Education	90%	85%	79%	70%	71%	69%
Looking after home / family	82%	83%	68%	69%	55%	40%
Sick / Disabled / Retired	81%	70%	76%	66%	49%	24%
Health doesn't limit activities	78%	78%	79%	64%	51%	48%
Health limits activities a little	80%	78%	59%	73%	58%	56%
Health limits activities a lot	89%	76%	59%	67%	59%	38%

- There is a general correlation of being less likely to agree with each statement as age increases, this may be coincidental with decreasing bus use. Statistically significant differences were that respondents aged 56 to 65 were less likely to agree that the fare caps had made it easier to make multiple journeys in the same day, improved access to jobs or encouraged them to participate in leisure activities than respondents aged 19-25 or aged 26-35.
- The economic group most likely to agree that the fare caps saved them money personally are those working part-time (less than 30 hours a week). This group, along with the group in education appear most likely to agree with the 'access to jobs' and 'encouragement to take part in leisure activities' statements.
- Respondents working full time (30 or more hours per week) were more likely to agree that they could afford to travel by bus whenever they like than those working part time. Respondents working part time appear more likely to agree than unemployed respondents.
- Respondents in full-time education and respondents grouped as long-term sick, disabled, or retired were also more likely to agree with the affordability statement than unemployed respondents. Removing disabled and senior bus pass holders from the responses had negligible impact.
- Respondents whose health limits day-to-day activities a little are likely to agree that the caps have saved them money personally but not that they can afford to travel whenever they like.

25. Agree by gender and ethnicity

	Under-stand	Multi-Jnys	Afford	Saved money	Leisure	Access Jobs
Whole Sample	79%	78%	75%	65%	52%	48%
Male	76%	76%	75%	63%	50%	46%
Female	81%	80%	76%	68%	55%	50%
All white ethnicities	79%	77%	77%	64%	49%	45%
All other ethnicities	79%	81%	69%	70%	62%	59%

- No statistically significant differences were found between genders.
- People of white ethnic background were more likely to agree that they can afford to travel whenever they want to than people from other ethnic backgrounds were. It appears that this is only true of the white British & Northern Irish group, and not of other white ethnicities. People of white ethnicity were less likely than others to agree that the caps had improved access to jobs or encouraged leisure activity. It appears that white ethnicities were less likely to agree that caps had personally saved them money than other ethnicities.

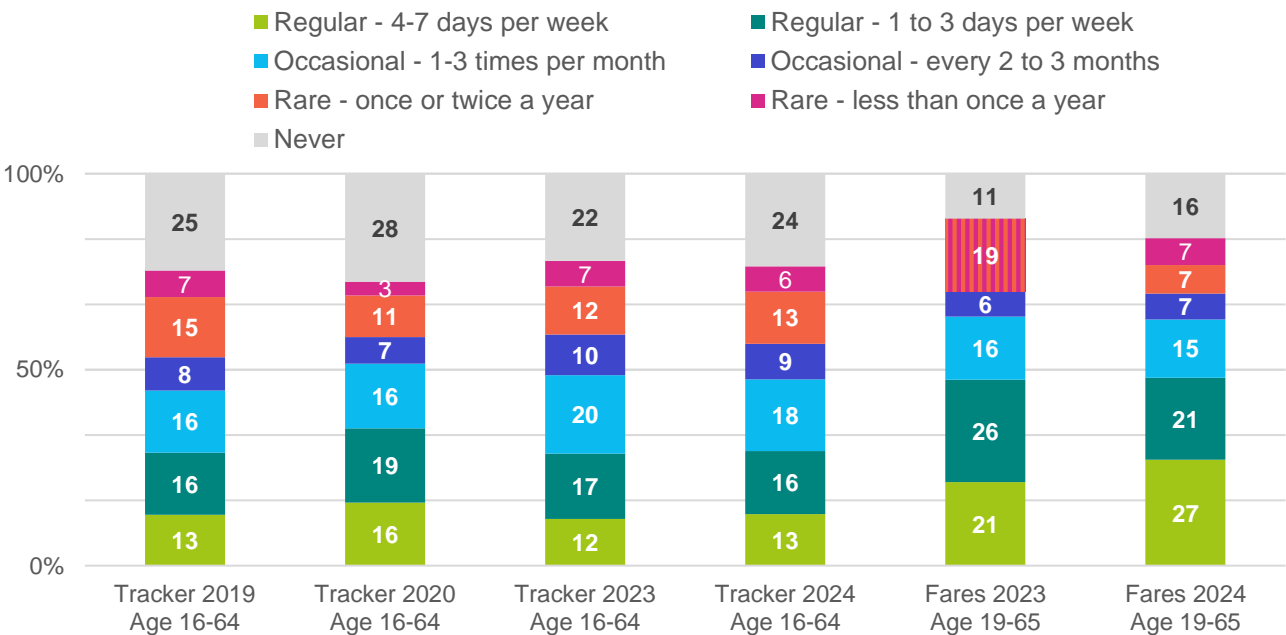
Appendix A – Bus User Frequencies Compared with Other West Yorkshire Surveys

The West Yorkshire Residents’ Perceptions of Transport Survey (Tracker) was conducted entirely by telephone in 2019 and 2020, then by a mix of telephone and online respondents in 2023 and 2024. The 2023 fares survey was conducted entirely online whereas the 2024 fares survey was conducted through in-person contact in main urban centres.

When examining the sample received from the 2024 fares survey it was hypothesised that people who tend to spend more time in the main centres where the interviews were conducted had more chance of being selected, and if people who use public transport regularly spend more time in those main centres than other people do then the method is likely to be skewed.

Interestingly the Fares 2023 online survey encountered more regular users than Tracker. Residents were invited to take part by an external agency that specialises in online survey panels. It is possible that the people were more inclined to respond if they saw the subject to be of interest to them. It is also possible that somehow the Tracker systematically under-estimates frequency of bus use, or that subtle differences in the question⁵ may affect the responses.

The chart below shows that the Fares surveys recorded more regular uses when compared to the Tracker responses for a similar age range.



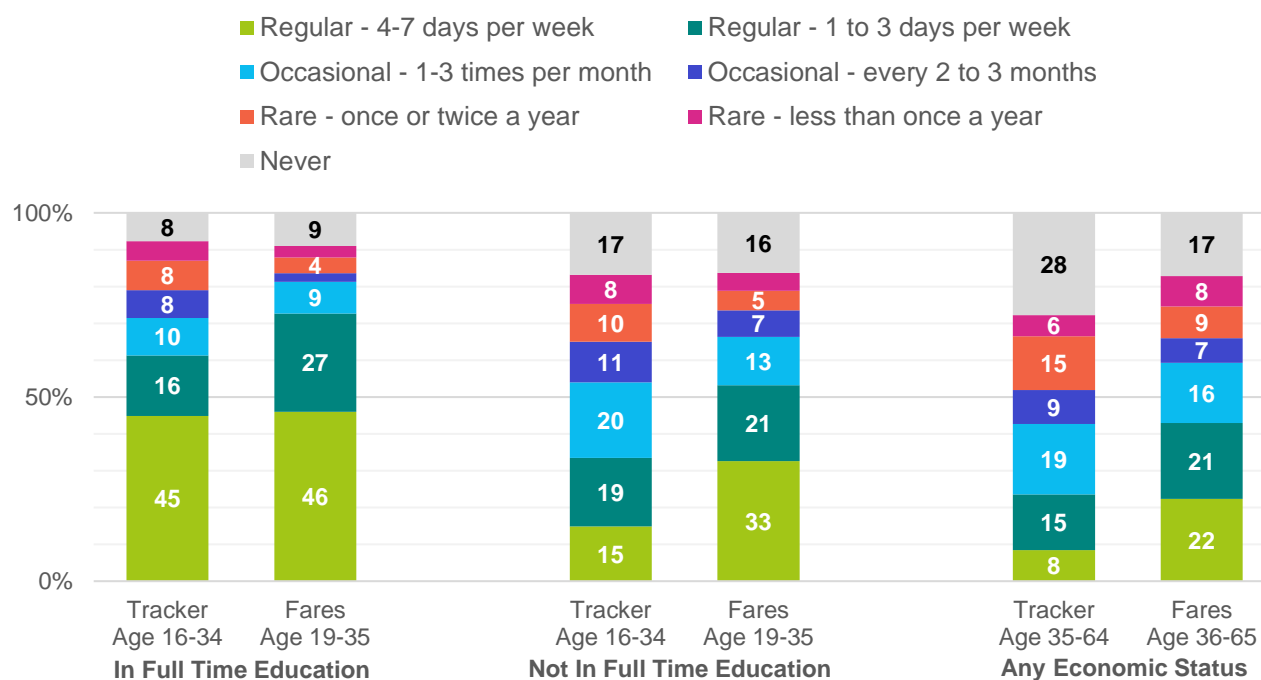
The age bands used for this survey into the impact of fares initiatives are related to fares eligibility (under 19s are covered by the West Yorkshire Fare Deal for Young People and people age 66 or over are covered by the English National Concessionary Travel scheme for seniors).

Older people were able to complete the fares initiative survey in 2024 if they pay a fare to before 09:30 Mondays to Fridays. There were only 6 individuals out of the sample of 2,013 respondents so for the purpose of the comparison of usage levels by age bands in this appendix they have been excluded.

⁵ In the Fares survey the question was: How often do you catch a bus in West Yorkshire? Response options are: 7 days a week, 6 days a week, 5 days a week, 4 days a week, 3 days a week, 2 days a week, 1 days per week, About once per fortnight, Once per month, Every 2 to 3 months, 1 or 2 times a year, Less than once a year, Never In the Tracker it is: Thinking about how you travel in West Yorkshire, including the West Yorkshire part of cross-boundary journeys, how often do you...? (bus is the third mode asked). Response options are: At least 4 days per week, 1 to 3 days per week, 1 to 3 times per month, Every 2 to 3 months, Once or twice a year, Less than once a year, Never

Tracker 2019 and 2020 data collection was before Covid-19 impacts. Tracker 2021 and 2022 data collection was impacted by changes in travel patterns, so were considered inappropriate to predict expected share of usage levels in the Fares surveys. Tracker 2023 and Tracker 2024 show broadly comparable results to each other and were therefore used to predict the mix of usage levels.

The next chart shows differences between broad age groups, and whether the respondent was in full time education or not. In this chart 'Tracker' is the combined results from 2023 and 2024 while 'Fares' is just results from the 2024 survey wave. This shows that differences between the surveys varied by age range. The smallest difference in the number of regular users was from younger ages in full time education.



Consideration was given to weighting by usage level, however on balance it was decided to weight by other factors described in the weighting report prepared by consultant DJS.

Appendix B – Some Example Fares

This appendix provides some example fares. It does not attempt to capture the full range of fares that were offered and dates of change as that would run into many pages. In most cases if an operator's day ticket is mentioned there was also a multi-day bundle discount version.

	Before Cap	After Cap from 04 Sep 2022 and then higher fare at time of survey	
MCard Bus Only (multi-operator)			
Adult Day	£5.50	£4.50 then later £5.00	
3-day bundle	£15.90	£13.50 then later £14.60	
5 day bundle	£26.00	£22.50 then later £23.80	
10 day bundle	£50.00	£45.00 then still £45.00	
Week	£ 24.50	£22.10 then later £24.00	
Month	£ 92.00	£85.90 then later £93.00	
Annual	£930.00	£944.90 then later £930.00	Annual price increased in Sep 2022 but reduced in March 2024 to what it had been before Mayor's Fares
19-25 / Student Week	£16.50	£18.00 then later £19.20	Was same price as three individual Adult day tickets, and more than a 3-day bundle so saved money if travelling at least 3 days in the week. From Sept 2022 was same price as 4 adult day tickets so only saves money if travelling at least 5 days per week AND boarding more than 2 buses.
19-25 / Student Month	£61.30	£67.00 then later £74.40	Was worth buying if travelling more than 12 days in a month, otherwise buy bundles (e.g. 5 day = 2x3 day). Sept 2022 changes made it worth buying if travelling more than 15 days in month AND boarding more than 33 buses
Back-to-Bus Evening After 7pm			
Capped Single	£1.00	£2.00	The £1 evening offer was withdrawn when the £2 cap was introduced

Arriva			
Castleford Urban Day	£4.20	Withdrawn	See MCard Day or £2 single fare
Wakefield, or Huddersfield or Leeds Urban Day	£4.50	Withdrawn	See MCard Day or £2 single fare

South & West Yorkshire Day	£5.20	Remained available for cross-boundary journeys	See MCard Day or £2 single fare for within West Yorkshire
West Yorkshire Week	£20.00	Frozen £20.00 then £21.50	
Single fares	£1.40, £1.80 £2.70, £3.50	£1.50, £2.00 £2.00, £2.00	
Return fares	£2.40 (rare) £2.50, £3.20 £4.30, £4.70	£2.40 (rare) All higher return fares withdrawn	£2.40 was retained in a competitive area. Would expect most other passengers to transfer to 2 x £2 single
First West Yorkshire			
Day (includes cross-boundary)	£5.20	£4.50 then £4.75	Increased to £5.00 at time of report
Week	£20.00	Frozen £20, then £22.00, then £24.00	Same price as MCard at time of survey. Only valid on First but includes cross-boundary journeys
Single journey (main fares)	£1.40, £1.80, £2.40, £2.90 {mobile app £1.00, £2.00}	£1.40, £1.80, £2.00 then £2.00	£1.00 still on service 5 Leeds City Centre Loop.
Student Single (Leeds University and North-West urban Leeds)	£1.30	£1.30 then £1.60	
Transdev			
Keighley Bus Company day, or Transdev West Yorkshire Plus Day	Pre-09:30 £5.00 Post-09:30 £4.50	£5.00 anytime then £6.00	See MCard Day or £2 single fare
Keighley Town local day	£3.30	Frozen £3.30 then £4.00	See also Keighley Super Bus fares
Team Pennine Day	£4.50	See West Yorkshire Plus Day for cross-boundary	See MCard Day or £2 single fare
Old KCard Extra area 12 singles	£25.00		See national fare cap for cross-boundary
Old KCard area 12 singles	£19.00		See West Yorkshire fare cap within West Yorkshire
Keighley Town local 12 singles	£16.50		See Keighley Super Bus for Keighley Town local singles
Keighley Town local singles	£1.40, £1.50, £1.70, £2.00, £2.40	£1.40, £1.50 £2.00 then Keighley Super Bus £1.00	Super Bus £1 was introduced after the £2 cap

Appendix C – Weighting Report from DJS

The following notes were provided by consultant DJS to describe tests and weighting.

West Yorkshire – sample

The sample of participants are aged 19+ who pay for bus travel (e.g. excluding those 65+ who have a bus pass or those with a disability).

The sample includes residents of West Yorkshire (around 95% of the sample) and a smaller number of visitors to the area who pay for bus travel.

We want to ensure that the profile of the bus users matches that of the local population to ensure that our findings give voice to all the different bus user groups.

The proportion of respondents within each Local Authority matches well with the population.

WY residents	Sample	Population	
Bradford	22%	23%	The sample matches well in terms of the Local Authority – the very slight under sample in Leeds/ over sample in Wakefield is corrected through weighting.
Calderdale	8%	8%	
Kirklees	19%	18%	
Leeds	32%	36%	
Wakefield	18%	15%	

Each participant from WY who gave a full or partial postcode that allows for classification is assigned to the IMD quintile (in total, 95% of all respondents gave a classifiable postcode, 69 WY respondents refused and a further 20 provided incorrect/unclassifiable details).

The profiles of the sample, within each Local Authority, are compared to the population in terms of IMD quintile.

	IMD quintiles	Sample	Population	
Bradford	1 - most deprived	61%	44%	Sample is broadly in line with the population in Bradford (in that the majority of both the sample and population are in the lowest quintiles) but the sample has significantly fewer respondents in quintiles 4 & 5
	2	26%	22%	
	3	9%	13%	
	4	3%	12%	
	5 - least deprived	2%	9%	
Calderdale	1 - most deprived	32%	28%	Sample is a good match with population within Calderdale.
	2	24%	23%	
	3	17%	23%	
	4	17%	20%	
	5 - least deprived	10%	6%	
Kirklees	1 - most deprived	37%	29%	Sample is broadly in line with the population in Kirklees – a greater proportion in the most deprived quintiles.
	2	30%	21%	
	3	13%	17%	
	4	11%	21%	
	5 - least deprived	9%	11%	

Leeds	1 - most deprived	43%	34%	Sample is broadly in line with the population in Leeds – again we see a greater proportion in the most deprived quintile and fewer in the least deprived
	2	12%	13%	
	3	22%	18%	
	4	19%	20%	
	5 - least deprived	5%	15%	
Wakefield	1 - most deprived	35%	35%	Sample is a good match to the population within Wakefield.
	2	30%	24%	
	3	20%	16%	
	4	9%	16%	
	5 - least deprived	6%	9%	
ALL WY	1 - most deprived	43%	35%	Across all WY we see a fairly good match to the population – deviations can be corrected through weighting.
	2	23%	19%	
	3	17%	17%	
	4	12%	18%	
	5 - least deprived	6%	11%	

Note – in order to avoid any extreme weights, the 2 least deprived quintiles (4&5) are combined within the samples in Leeds and in Bradford).

We also consider age and gender of the sample of participants.

Gender within each LA is a really good balance of men and women and is very close to the adult population in terms of gender.

Area	Gender	Sample	Population	
Bradford	Male	45%	49%	The gender profile of the sample interviewed in each area matches well with the local population – very slight weight required to ensure parity
	Female	55%	51%	
Calderdale	Male	48%	49%	
	Female	52%	51%	
Kirklees	Male	47%	49%	
	Female	53%	51%	
Leeds	Male	48%	49%	
	Female	52%	51%	
Wakefield	Male	49%	49%	
	Female	51%	51%	

Age within each LA is also a really good match to the adult population.

	Age	Sample	Population	
Bradford	Age 19-25	20%	15%	Sample is in line with the population in Bradford – a slightly higher proportion of younger respondents
	Age 26-35	21%	23%	
	Age 36-45	22%	23%	
	Age 46-55	22%	20%	
	Age 56-65	15%	19%	

Calderdale	Age 19-25	10%	12%	Sample is a good match with population within Calderdale.
	Age 26-35	19%	21%	
	Age 36-45	23%	22%	
	Age 46-55	27%	23%	
	Age 56-65	21%	23%	
Kirklees	Age 19-25	9%	14%	Sample is in line with the population in Kirklees – a lower proportion in youngest age group.
	Age 26-35	25%	22%	
	Age 36-45	24%	22%	
	Age 46-55	25%	22%	
	Age 56-65	17%	20%	
Leeds	Age 19-25	21%	20%	Sample is a good match with population within Leeds.
	Age 26-35	25%	23%	
	Age 36-45	19%	21%	
	Age 46-55	18%	19%	
	Age 56-65	16%	17%	
Wakefield	Age 19-25	14%	11%	Sample is a good match to the population within Wakefield.
	Age 26-35	25%	23%	
	Age 36-45	21%	22%	
	Age 46-55	19%	22%	
	Age 56-65	20%	22%	
ALL WY	Age 19-25	17%	16%	Across all WY we see a good match to the population – the very slight deviations corrected through weighting.
	Age 26-35	23%	23%	
	Age 36-45	22%	22%	
	Age 46-55	21%	21%	
	Age 56-65	17%	19%	

A **RIM weighting** is applied including all of the above factors. Rim weighting takes into account all of the different factors. It's a bit like "spinning plates", we start with the first factor, IMD and weight according to this factor – then, we take the IMD-weighted data and apply a second weight to correct for age profile – then we take the IMD & Age weighted data and apply a third weight to correct for gender and then again for LA population – BUT now that we made the sample balanced in terms of LA population we find that the first factor, IMD, is no longer perfectly balanced so we re-balance for this factor... then cycle through all the different factors again and again until we get to a point where we can't improve how close we are to the population.

The RIM weighting ensures that the interviewed sample matches the profile of the population in terms of LA, IMD, gender and Age within LA.

Weighting quality check

Weighting efficiency is a measure of the strength of the weights applied to the interviewed sample in order to match the local population. Efficiency runs for 0% thru to 100%. Efficiency of 100% means that the sample matched the total profile exactly and no weighting was required. The higher the efficiency score, the closer the samples match. An efficiency score which is greater than 70% is deemed to be fit for purpose.

The weighting efficiency for the West Yorkshire sample is **82.1%** which is greater than the cut-off-point of 70%, hence the weighting is fit for purpose.

In addition to weighting efficiency, it is also important to look at the actual size of the weights. There are several basic rules:

- No weights should be above 5.0 or close to zero
- The percentage of respondents with a weight greater than 3.0 should be less than 5% of the sample
- The average weight for outliers (>2.0) should not exceed 3.0

The maximum weight is 2.84.

The weighting system does not have any weight >5.0 and no weights that have a value >3.0 and the average of outlier weights is 2.59. Therefore, our weighting system upholds all rules necessary for a weighting system to be fit for purpose.

Secondary factor – **Bus stop data**

We can match, via postcode, bus stop data to our sample – in total 268 people 14% of our WY sample (so, excluding the people out of area) were unable to match to bus stop data since they either refused to give postcode or gave a partial/unclassifiable postcode.

		ALL postcodes	Sample	
distance to nearest FREQUENT stop	within 100m	16.5%	15.0%	Fewer people more than 800m in our sample are >800m from a high frequency stop.
	Between 100 and 200m	20.6%	24.4%	
	Between 200 and 400m	22.8%	28.0%	
	Between 400 and 800m	18.2%	19.0%	
	more than 800m	21.9%	13.7%↓	

A final RIM weight is applied that corrects for all of the primary factors PLUS the distance to high frequency bus routes.

Weighting quality check – final weight

The final weighting efficiency for the West Yorkshire sample is **80.96%** which is greater than the cut-off-point of 70%, hence the weighting is fit for purpose.

In addition to weighting efficiency, it is also important to look at the actual size of the weights. There are several basic rules:

- No weights should be above 5.0 or close to zero
- The percentage of respondents with a weight greater than 3.0 should be less than 5% of the sample
- The average weight for outliers (>2.0) should not exceed 3.0

The maximum weight is 3.01.

The weighting system does not have any weight >5.0 and just 18 cases that have a value >3.0 (that's 0.90% of all cases) and the average of outlier weights is 2.60. Therefore, our weighting system upholds all rules necessary for a weighting system to be fit for purpose.



Find out more
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All information correct at time of writing