West Yorkshire Combined Authority | Tracy Brabin Mayor of West Yorkshire

Residents' Perceptions of Transport Survey 2026

Transport Analytics, Research & Intelligence

Report August 2026

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1 Method

This report summarises the results of wave 24 (2026) of the West Yorkshire Residents Perceptions of Transport Survey. Since 2003, this study has gathered residents' views on transport and travel in West Yorkshire.

This research sits alongside other evidence such as the National Travel Survey (NTS), the National Highways and Transportation Survey (NHT), the national survey of rail passengers and bus passengers conducted by Transport Focus, the West Yorkshire Transport Insights survey and empirical evidence on usage of services and assets.

Key Characteristics

- Long-running survey (since 2003)
- 1,800 responses each year (70% telephone & 30% online panel)
- Representative sample of the West Yorkshire population aged 16
- Covers bus, rail, walking and cycling, highway infrastructure, ticket and information
- Fieldwork typically between January and March (was in Autumn until 2017/18)

Why do we do it?

- West Yorkshire Local Transport Plan
- Bus Service Improvement Plan
- City Region Sustainable Transport Settlement
- West Yorkshire Passenger Charter
- Bus Information Strategy

Results through an EDI lens

- Age
- District
- Gender
- Ethnic Group
- Disability status
- Employment status
- Socio-economic group
- Postcode (Deprivation quintile, distance to station, core network)

Responses were gathered from January to March 2026 using a mix of telephone (1,243) and online (560) methods, achieving a total of 1,803 responses. This is the fourth wave where a blended methodology has been used, and a corrective weight has been applied to safeguard the integrity of the time series and ensure results are comparable over time. This sample size gives a 95% confidence interval of +/-2.3%.

2 Travel mode choice

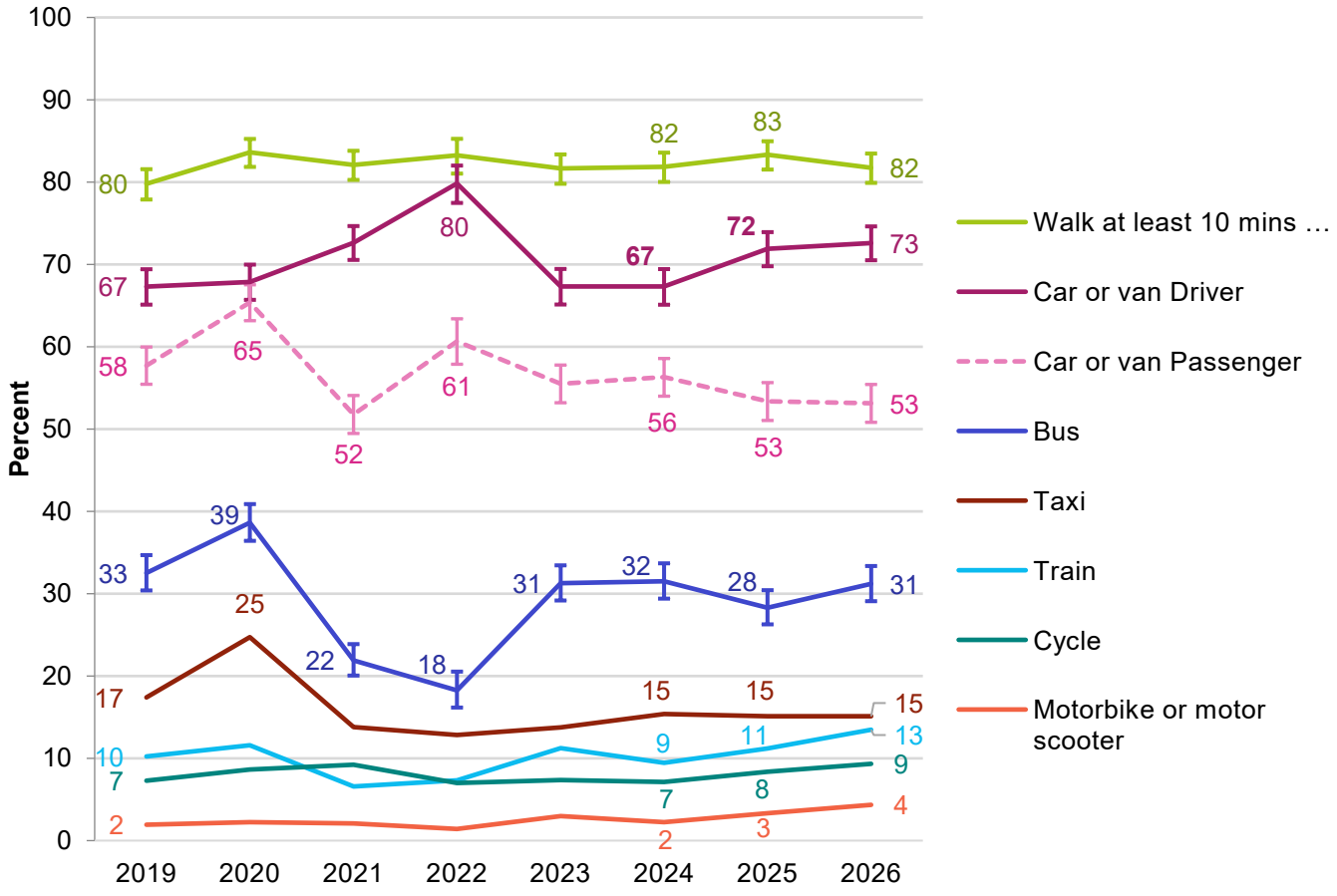
This section explores the travel mode choices that people make in West Yorkshire. It considers frequency of use of various modes and influencing factors.

2.1 Trends over time

Walking was the most common regular travel activity. It has remained consistently high and stable in recent years, with 82% of people walking at least 10 minutes to get somewhere at least once a week in 2026. Regular travel by car or van as a driver remained stable in 2026 at 73%, compared with the previous year, after the significant increase from 67% in 2023 to 72% in 2024.

Regarding public transport, weekly train usage has increased by 4% percentage points compared with 2024. The number of people travelling by bus at least once a week has not changed significantly – it has remained at around 3 in 10 for the last few years. Cycling increased from 7% to 9%, although it remains one of the least used.

Figure 1: Regular travel by mode [1]



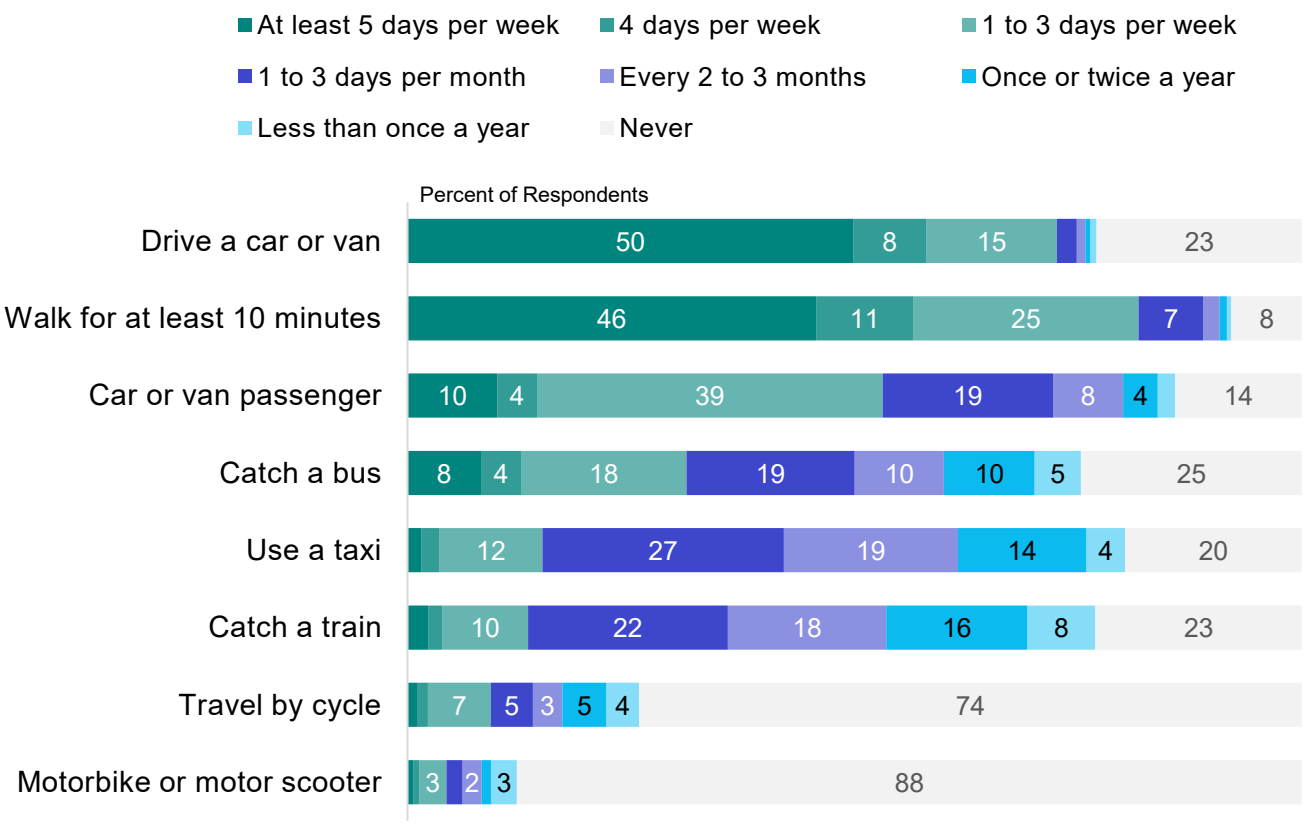
Question C7: *Thinking about how you travel in West Yorkshire, how often do you…?*
Weighted Base: *All respondents. 2019 n=1,824; 2020 n=1,825; 2021 n=1,800; 2022 n=1,200; 2023 n=1,808; 2024 n=1,800; 2025 n=1,804; 2026 n=1,803.*

[1] Regular user of a travel mode in this report is defined as using the mode at least once a week. This aligns with the definition of a regular bus user introduced in the West Yorkshire Bus Service Improvement Plan (BSIP). The survey records stated frequency in days, without investigating journeys per day or lengths of journeys made.

2.2 Detailed frequency of use

Car/van driving was the mode most likely to be used at least five days per week. Half the respondents said they drive a car or van at least five days per week, compared with 46% who said they walk for at least 10 minutes, 10% who travel as a car passenger, or 8% who catch a bus at a similar frequency.

Figure 2: Breakdown of frequency of use from 2026 survey wave (percent)



Question C7: *Thinking about how you travel in West Yorkshire, including the West Yorkshire part of cross-boundary journeys, how often do you…?*
Weighted Base: *All people (n=1,803).*

For public transport, bus use was balanced between regular and occasional[2] users, with 31% using buses at least weekly and 29% using them monthly or every two to three months. Respondents were more likely to be occasional train users, with 40% using trains monthly or every two to three months, compared with only 13% who use trains at least weekly. This shows that buses are more likely to be used for routine travel than trains.

[2] A regular user of a travel mode in this report is defined as people who use the mode at least once a week. An occasional user is defined as someone who uses the mode at least once every three months but less than once a week. A rare user is defined as someone who uses the mode less than once every three months. These definitions align with those introduced in the West Yorkshire Bus Service Improvement Plan (BSIP).

2.3 Differences by demographics

This section explores demographic differences in travel behaviour.

Table 1: Regular travel mode use by demographic 2026 [3],

Demographic	Key finding compared to overall sample [4]
Age	People aged 16–34 were more likely to regularly use **buses (44%), trains (23%) and travel as a car passenger (61%)**. People aged 35–64 were most likely to **drive a car or van** regularly **(82%)**.
Gender	Men were more likely to **drive a car or van (80%), use trains (16%)**, and **cycle (14%)** regularly. Women were more likely to **travel as car passengers (60%)** and use **buses (35%)** regularly.
Ethnicity	Patterns of use appear broadly similar, however people from **ethnic minority backgrounds** were more likely to **use trains (12%)** regularly**.**
Health limits	People with long-term health conditions that limit their day-to-day activity were less likely to drive a **car or van (54%) and** use **trains (9%),** but they were more likely to use **taxis (22%) regularly.**
Social grade	Residents in 'ABC1**'** managerial, professional, clerical and administrative households were more likely to **drive a car or van regularly (80%)** and **travel by train regularly (17%)**. Residents in 'C2DE' manual worker, casual worker, and state benefit households were more likely to **use the bus (36%).**
IMD quintile[5]	People in the **least deprived** areas were more likely to drive a car or van regularly **(88%),** while those in the **most deprived** areas were less likely to do so (64%). People in the **least deprived** areas were less likely to use buses regularly (21%).
Rural or urban	People in **rural areas** were more likely to **drive a car or van** regularly **(84%)**. People in **urban areas** were more likely to use **buses** regularly **(32%).**

[3] See Appendix 2 for full charts.

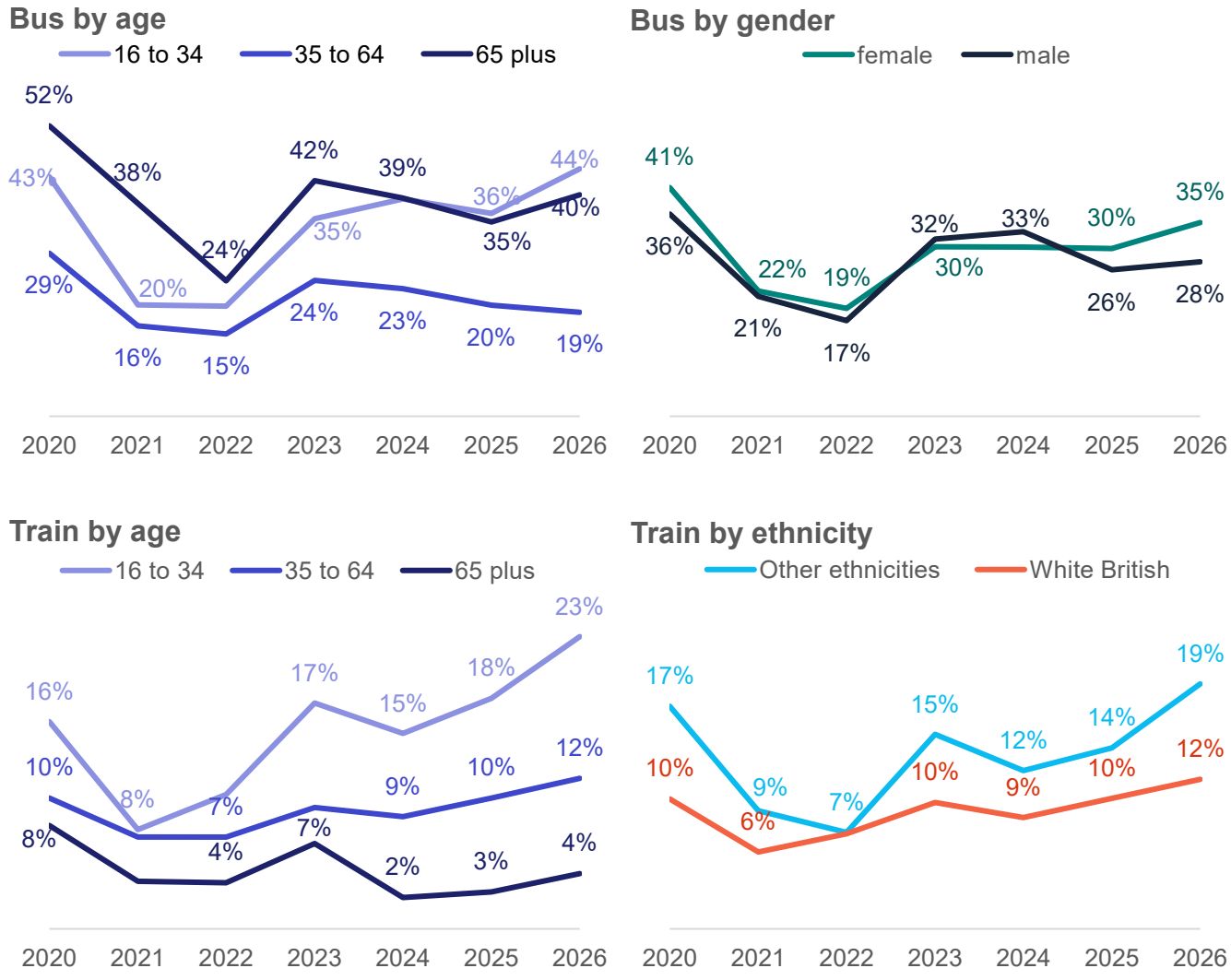
[4] Key findings shown are statistically significant differences of regular (at least once a week) travel mode use by demographic groups

[5] IMD (Index of Multiple Deprivations) is the widest-used measure of relative deprivation for small areas in England. IMD quintiles were assigned based on the people's postcode.

Trends in regular public transport use by demographics

Regular (at least once a week) public transport use varies across demographic groups, with some differences becoming more visible in the last year. Bus use increased in the latest year among respondents aged 16 to 34, reaching 44% in 2026, while female respondents also reported higher weekly bus use than male respondents. For trains, the strongest upward trend was also among respondents aged 16 to 34, with weekly use reaching 23% in 2026. Train use was higher among respondents from ethnic minority backgrounds than White British respondents, with the gap widening in the latest year.

Figure 3: Regular public transport use by demographic group, 2020 to 2026



Source: C7*. Thinking about how you travel in West Yorkshire, how often do you travel by bus*
Weighted Base*: Travel by bus at least once a week: 2020 n=1,825, 2021 n=1,804, 2022 n=1,200, 2023 n=1,808, 2024 n=1,800, 2025 n=1,804, 2026=1,803*

Difficulties using different modes of transport: health-related differences

People with long-term health conditions that limit their day-to-day activities were more likely to report difficulty across all modes. The largest gaps were for riding a bike and going out on foot unaided.

Table 2: Difficulty accessing modes by health limitation, 2026

Activity	Day-to-day activities not limited	Day-to-day activities limited	Gap
Ride a bike	10%	49%	39%
Go out on foot unaided	8%	46%	38%
Use local buses	8%	40%	32%
Use local train	7%	37%	30%
Get in or out of a car	9%	36%	26%

Questions: *Do you have any conditions or long-standing illnesses that make it difficult for you to do any of the following? Are your day-to-day activities limited because of a health problem or condition which has lasted or is expected to last for 12 months or more?* ***Weighted base:*** *excludes those who preferred not to say whether they have a health problem or condition (n=1,777)*

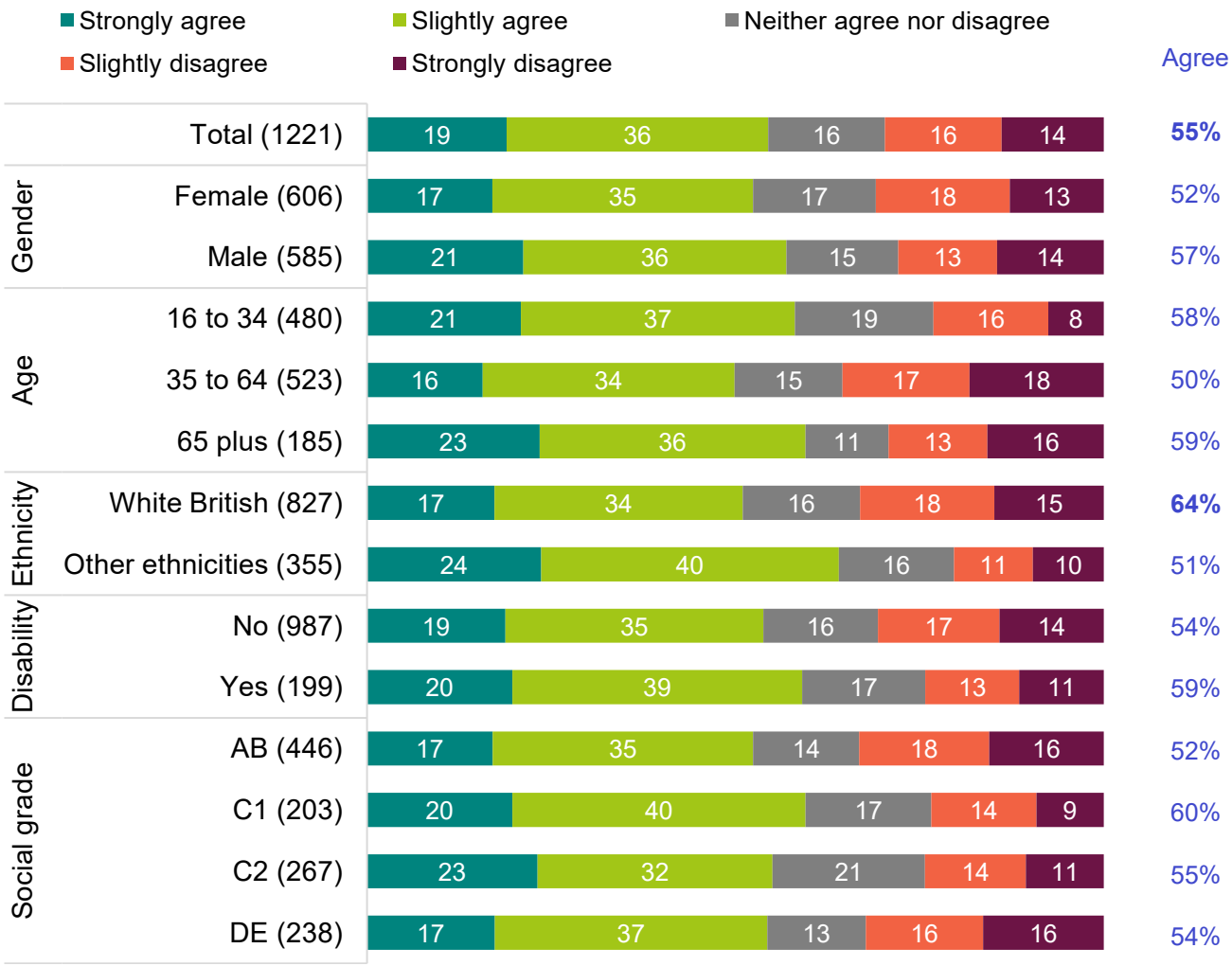
3 Connections between modes

Many public transport journeys involve connections between services. These connections are an important part of an integrated system. New questions have been trialled that ask whether respondents agree or disagree that different types of connections work, and that ascertain the problems that people have encountered most frequently.

3.1 Connection between buses and trains

Over half of respondents agreed that local connections between buses and trains worked well (55%, compared to 30% who disagreed). People from ethnic minority backgrounds (64%) were more likely than white British people to agree. Notably, this group also used trains regularly.

Figure 4: Perception of connections between bus and train services, 2026 (percent)



Question C9: *To what extent do you agree with the statement 'Connections between buses and trains work well locally'?* [6] ***Weighted Base:*** *Excludes people who answered, 'I don't have experience of this'*

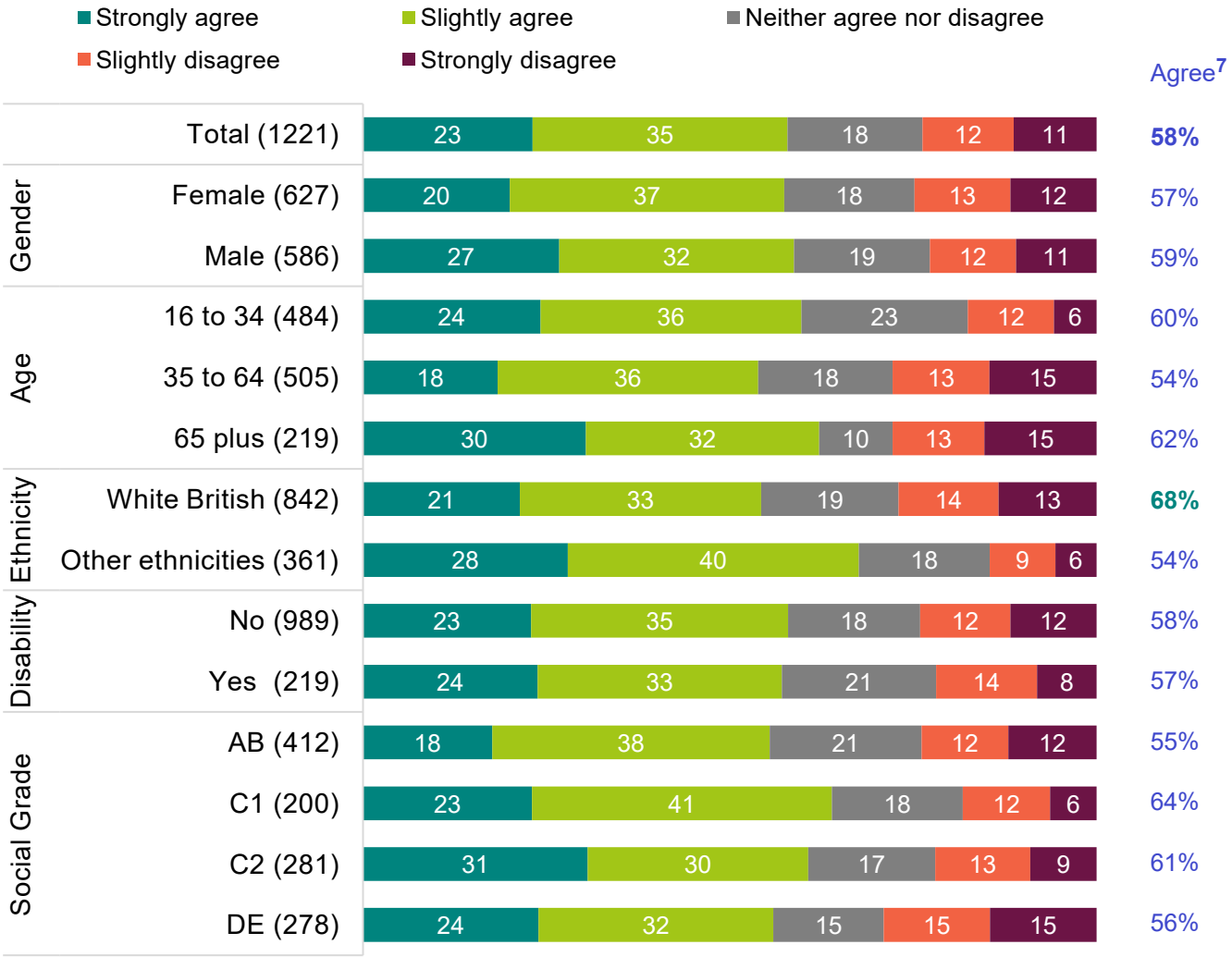
[6] Social grade is applied to households based on the main income earner's occupation. **A** Higher managerial, administrative and professional; **B** Intermediate managerial, administrative and professional; **C1** Supervisory, clerical and junior managerial, administrative and professional; **C2** Skilled manual workers; **D** Semi-skilled and unskilled manual workers; and **E** State pensioners, casual and lowest grade workers, unemployed with state benefits only. See: Approximated Social Grade data - Office for National Statistics

3.2 Connection between bus services

Views on connections between different bus services were generally positive, with 58% agreeing that they work well locally compared to 23% disagreeing. This 58% agreement rate was similar to the 55% recorded for bus-and-train links, and the difference was not statistically significant. However, the main difference between these two questions was that negative sentiment was significantly lower for bus-to-bus services (23%) than for bus-and-train connections (30%).

The clearest difference was by ethnicity: respondents from ethnic minority backgrounds were more likely to agree (68%).

Figure 5: Perception of connections between bus services, 2026 (percent)



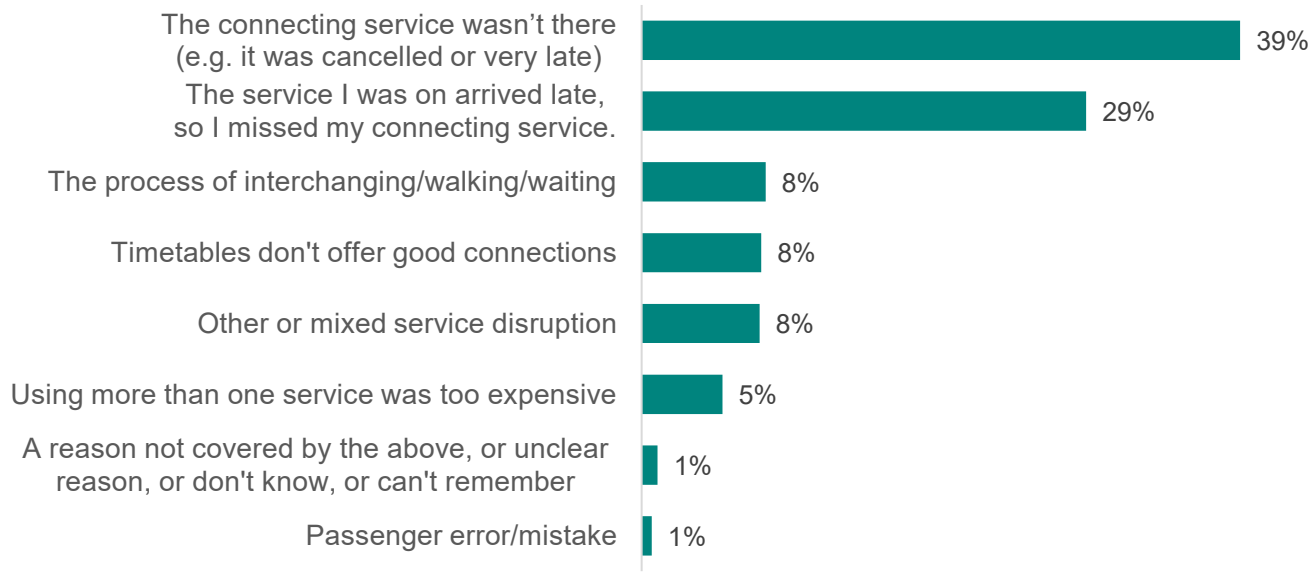
Question C9: *To what extent do you agree with the statement 'Connections between different bus services work well locally'?*
Weighted Base: *Excludes people who answered, 'I don't have experience of this' (n=1,221)*

[7] Teal/orange text indicates a significantly better/worse result compared to total

3.3 Public transport connection issues

The most frequently mentioned connection problems were “the connecting service wasn’t there (e.g. it was cancelled or very late)” with 39% and “the service I was on arrived late, so I missed my connecting service” with 29%.

Figure 6: Main reasons why connections did not work as planned



Question C10: *Thinking about the last time a connection didn’t work or go to plan, what was the main reason?* ***Weighted Base:*** *Excludes people who answered, ‘I don’t have experience of this’ (n=1,119)*

This suggests that respondents were more likely to report operational performance issues than a lack of available connections. A caveat to this is to consider the question framing, “*Thinking about the last time a connection didn’t work or go to plan …”*, which excludes not being able to plan to use a connection that doesn’t exist in the timetable.

4 Personal safety

4.1 Confidence in personal safety

Confidence in personal safety on public transport has fallen both during the day and in the dark in the past year. Prior to this fall, confidence to travel during the day had been increasing. Confidence to travel during the day is much higher than confidence to travel in the dark on both buses and trains.

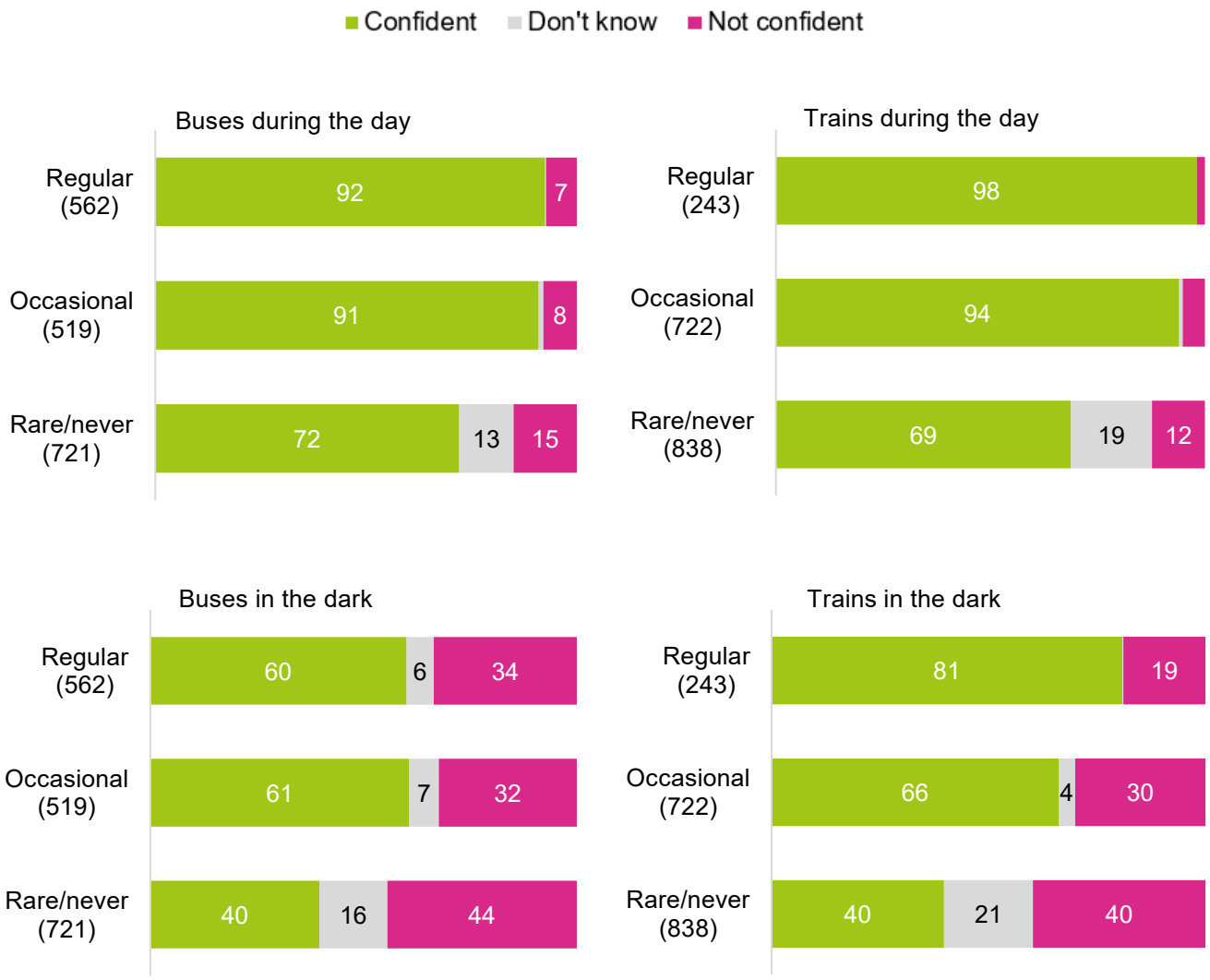
Figure 7: Confidence in personal safety by time of day, percentage over time (percent)

Question N33: *How confident do you feel about your personal safety using …?*
Weight ed Base: *All respondents (2023 n= 1,808, 2024 n=1,800, 2025 n=1,804, 2026 n=1,803)*

Confidence in personal safety on public transport is generally high among regular and occasional users. More than nine in ten people in these groups felt confident when using both trains and buses during the day. People who travel less frequently by a mode were less likely to be confident. Causal correlation has not been established.

Lower confidence to travel in the dark is particularly noticeable for bus users, where only around six in ten regular and occasional users feel confident, compared to eight out of ten regular train users. This indicates that personal safety concerns are most pronounced for bus travel in the dark and among people who use public transport less frequently.

Figure 8: Confidence in personal safety by time of day and frequency of mode use, 2026 (percent)

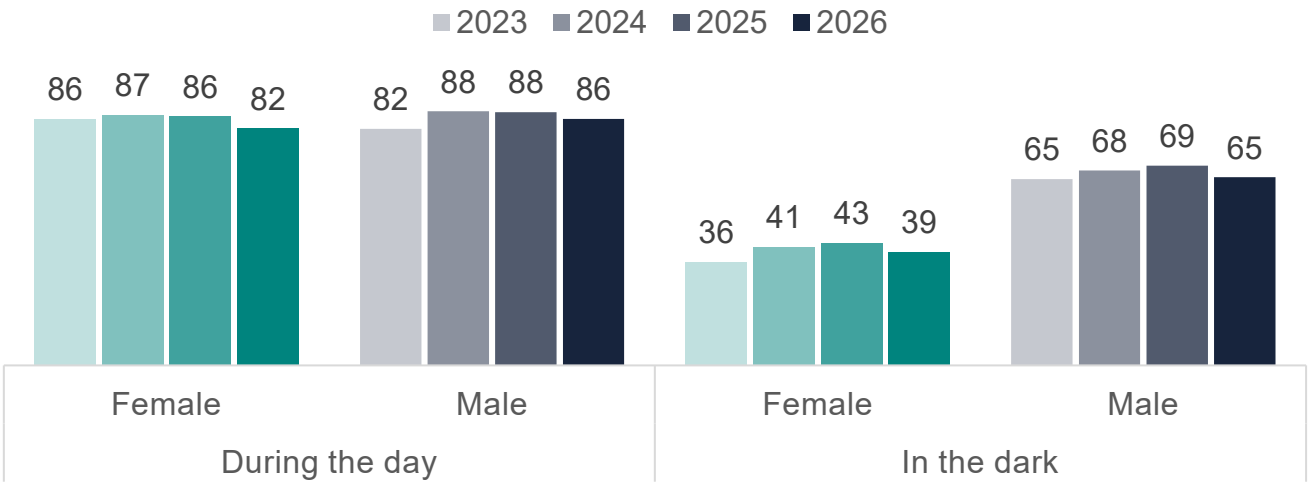


Question N33: *How confident do you feel about your personal safety using …?*
Weighted Base: *shown in brackets*

Some demographic groups feel less confident than others about their personal safety using public transport, especially to travel in the dark. During the day, the gender difference is small, whereas in the dark, women feel significantly less confident than men. In the dark, 39% of women felt confident on buses and 43% on trains, compared with 65% of men on buses and 70% on trains; the gender difference is over 25 percentage points in the dark (**see Figure 9**).

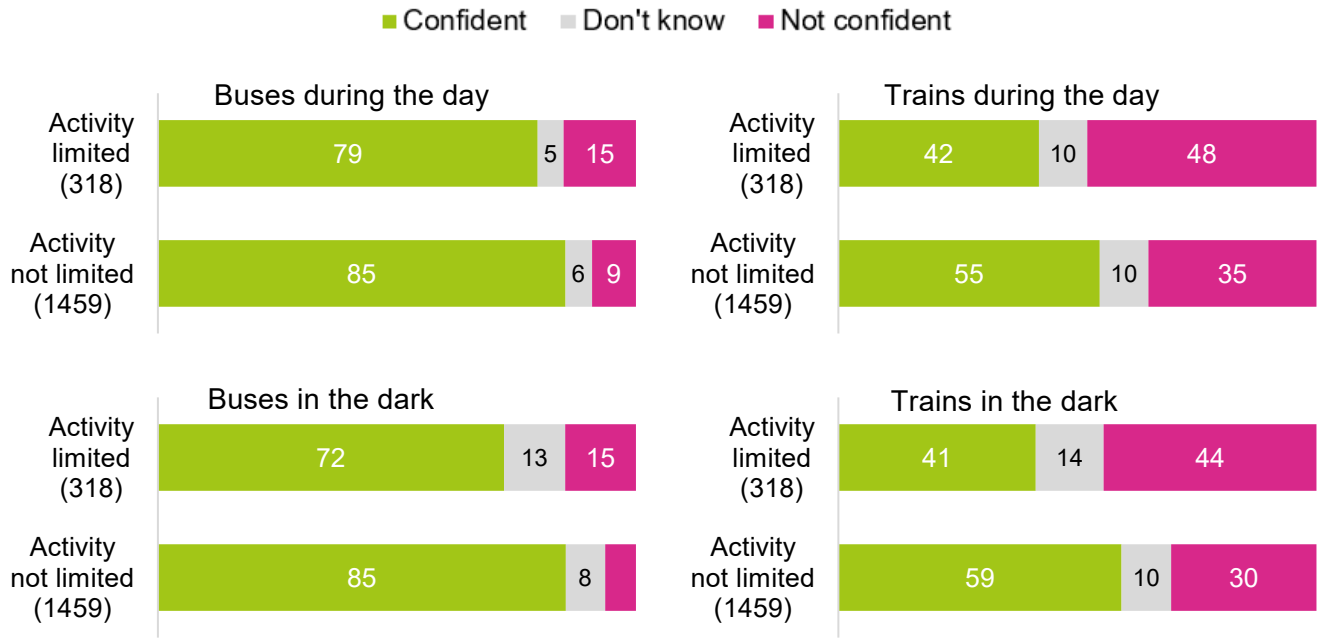
People with long-term health conditions that limit their day-to-day activities (a disability outcome) reported significantly lower levels of confidence travelling on both buses and trains, and both during the day and in the dark, as shown in **Figure 10**.

Figure 9: Confidence in personal safety by time of day and gender on buses, 2023 to 26 (percent)



Question N33: *How confident do you feel about your personal safety using buses?*
Weighted Base: *2023 Male= 849, Female = 943, 2024 Male=867, Female = 924, 2025 Male=869, Female = 918, 2026 Male=871, Female = 922*

Figure 10: Confidence in personal safety by time of day and disability outcome, 2026



Question N33: *How confident do you feel about your personal safety when…?*
Question P1: *Are your day-to-day activities limited because of a health problem or condition that has lasted or is expected to last for 12 months or more?* ***Weighted Base*** *shown in brackets.*

4.2 Avoiding antisocial behaviour or fear of crime

Questions about avoiding antisocial behaviour and fear of crime were introduced in 2022. The 2026 survey includes an expanded list of options. The options offered in this latest wave are explored first, then the options that are consistent over time are shown in a time series.

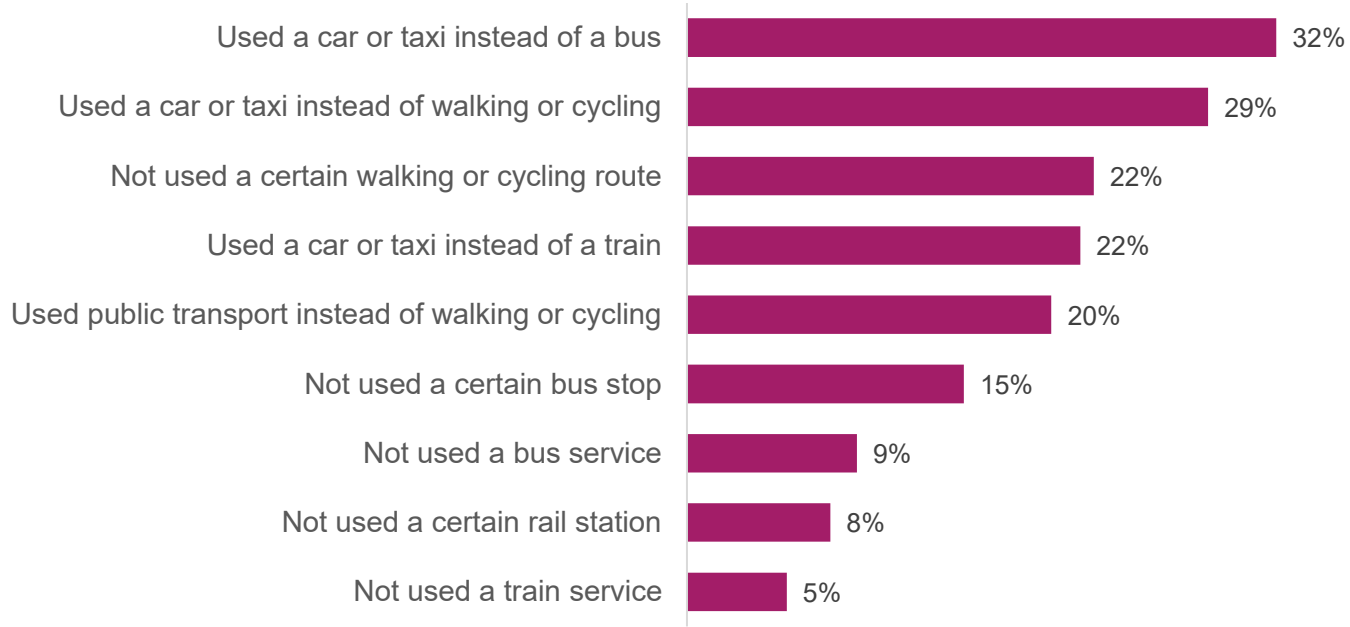
Options shown in **Figure 11** "Used public transport instead of walking or cycling" and "Not used a certain walking or cycling route" were new in the 2026 survey, so they are not included in **Figure 12**. Options "Used a car or taxi instead of a bus" and "Used a car or taxi instead of a train" are shown separately in **Figure 11** but combined for comparison with previous years in **Figure 12**.

Responses in 2026

In 2026, more than half of respondents reported taking at least one of these options to avoid antisocial behaviour or from fear of crime. The most common options involved switching to a car or taxi instead of using public transport or active travel. Around a third used a car or taxi instead of taking the bus or train, including 32% who did so instead of the bus and 22% instead of the train. Avoiding a certain walking or cycling route was also relatively common, with 22% avoiding a particular walking or cycling route.

43% of respondents did not report taking any of these avoiding options in 2026. Those least likely to have taken any of these options were those aged 65 plus (59%), those who are White British (46%), Male (53%) and those from rural areas (59%). (**Table 3**)

Figure 11: Actions taken to avoid antisocial behaviour or crime, 2026



Question N41: *In the last 12 months, which of these have you done to avoid antisocial behaviour or from fear of crime?* ***Weighted Base:*** *All respondents (n=1,803)*

Table 3: Respondents reporting no avoidance taken, 2026

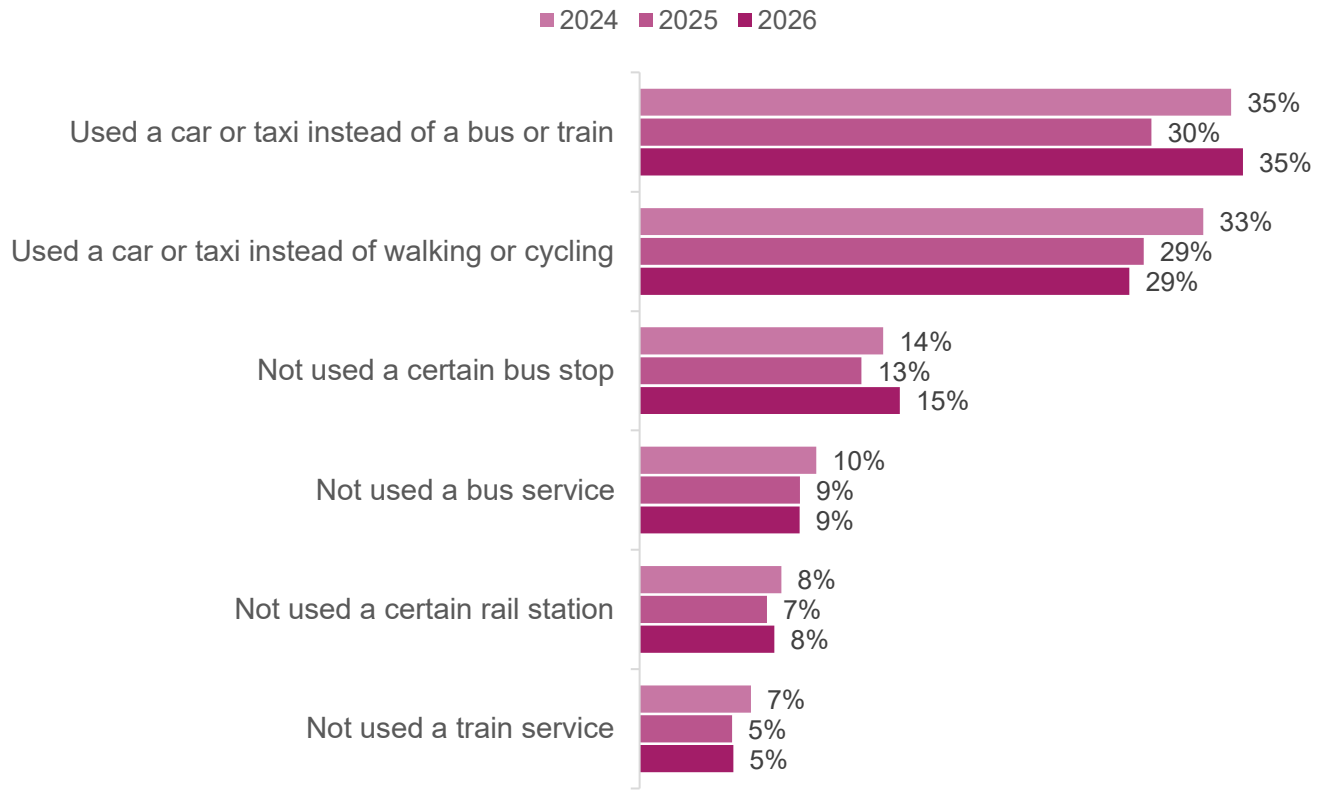
	Segment	No avoidance taken
	Overall	43%
Age	16 to 34	24%
	35 to 64	49%
	65 plus	59%
Gender	Female	34%
	Male	53%
Ethnicity	White British	46%
	Other ethnicities	33%
Rural and Urban	Rural	59%
	Urban	41%

Question N41: *In the last 12 months, which of these have you done to avoid antisocial behaviour or from fear of crime?* ***Base:*** *All respondents (n=1,803).*

Responses since 2024-2026

The measures that are directly comparable with old survey waves and the combined responses for using a car or taxi instead of a bus or a train are shown in Figure 12. Respondents who used a car or taxi instead of a bus or train to avoid antisocial behaviour or through fear of crime increased by 5 percentage points from 2025 to 2026. This is a reversal of the previous year's decrease. There have been no other statistically significant changes in recent years.

Figure 12: Avoiding antisocial behaviour or fear of crime, 2024 to 2026 comparison



Question N41*: In the last 12 months, which of these have you done to avoid antisocial behaviour or from fear of crime?* ***Weighted Base:*** *All respondents (2024 n=1,800, 2025 n=1,804, 2026 n=1,803)*

5 Importance of and satisfaction with elements of transport and travel

5.1 Score out of 10 – time series

The approach in the questionnaire is to ask about importance first, and respondents who give a score (as opposed to 'don't know') are then asked about their satisfaction. This method was adopted as previously it had been demonstrated that where people did not know the importance of an element, they were normally also unable to state their satisfaction.

Roads and active travel infrastructure

On a scale of 1 to 10, the mean importance and satisfaction with various highway-related elements have been quite consistent.

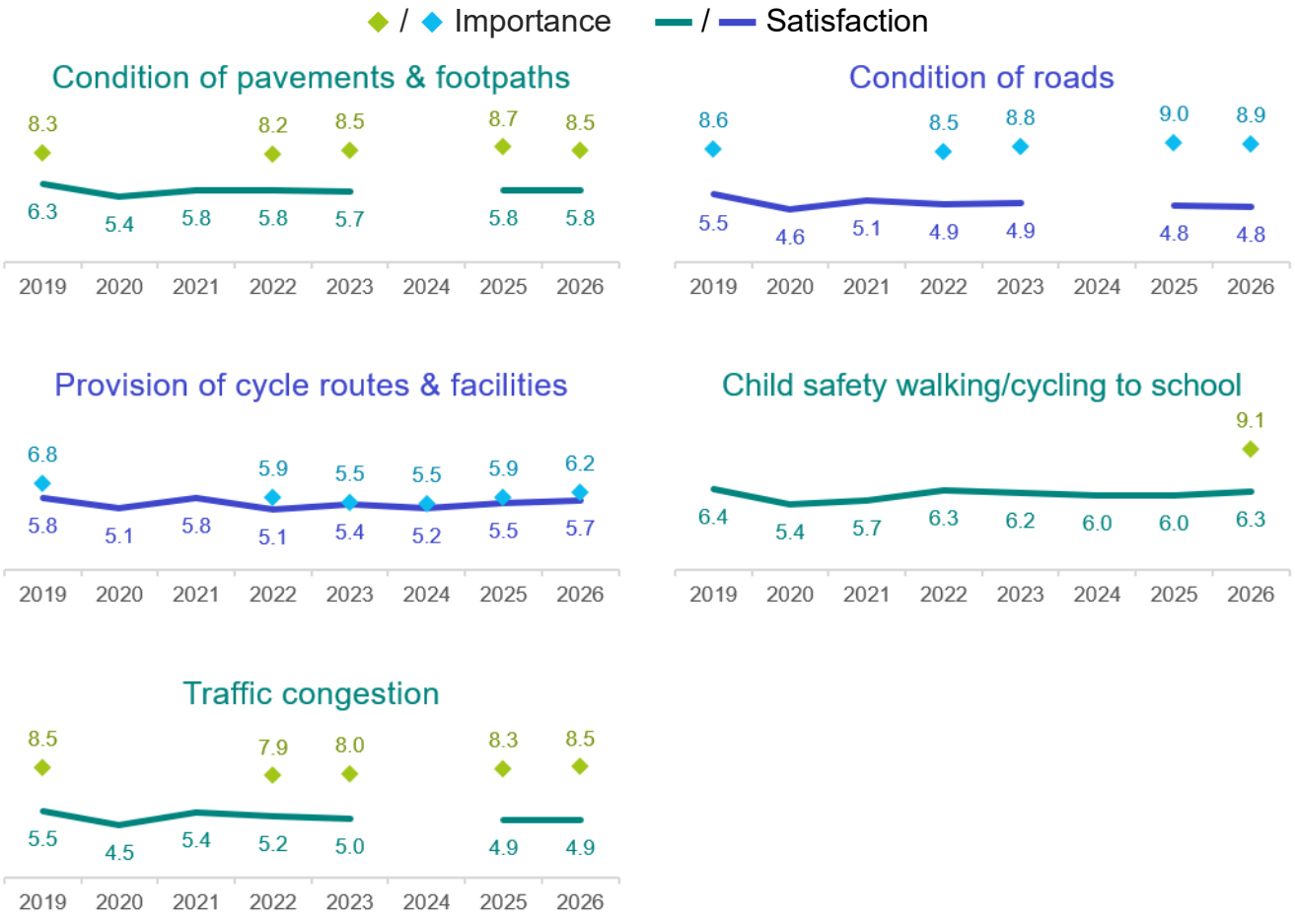
- There is a large gap of around 4 points between the importance of, and satisfaction with, the condition of roads. There is a small gap between importance of and satisfaction with the provision of cycle routes and facilities, though the gap appears to have widened slightly over the last three years. The gap between the importance of, and satisfaction with, traffic congestion also appears to have widened slightly.

- The decrease in importance of the condition of pavements and footpaths from 8.7 to 8.5 out of 10 appears statistically significant but could simply be a reversal of the previous year's observation.

- The increase in the importance of the provision of cycle routes & facilities from 5.9 to 6.2 is significant and appears to be part of a recent trend.

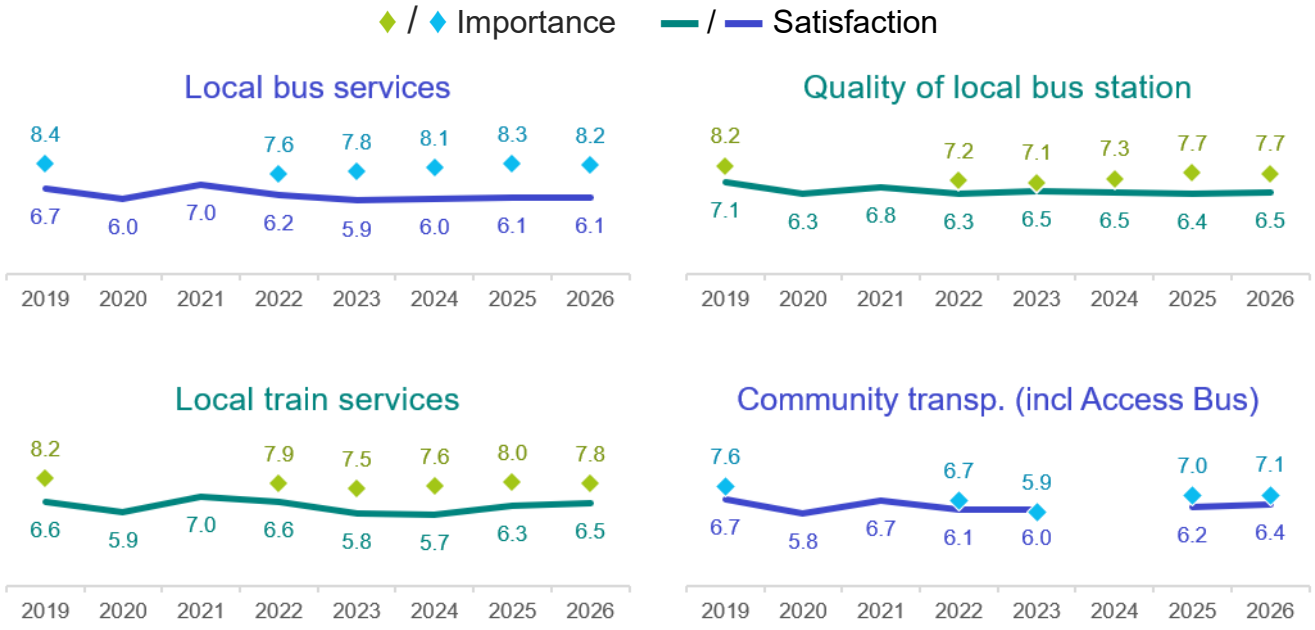
- Satisfaction with the safety of children walking or cycling to school has increased significantly from 6.0 to 6.3 out of 10, though the increase is small when considered against the 6.2 out of 10 achieved in 2023. This is the first year that respondents have been asked about the importance of this element, and it came out as the most important of all elements at 9.1 out of 10.

Breaks in the charts indicate years when a particular question was not asked.



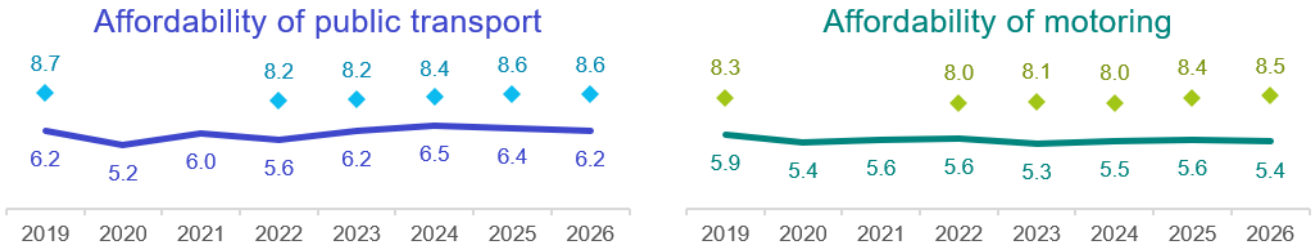
Public transport

Satisfaction with local train services is significantly higher in this survey wave than it was two years ago (up from 5.7 to 6.5 out of 10). Bus services were seen as less important in 2022 (towards the end of Covid-19 restrictions) than before or since that time. Community Transport question attracts the largest number of 'don't know' non-numeric responses, which do not contribute to the mean scores.



Affordability

The affordability of public transport has been seen as more important than the affordability of motoring every time the question has been asked in recent years. The gap between the importance of, and satisfaction with, both the affordability of motoring and the affordability of public transport have increased. The increase in satisfaction with the affordability of public transport in 2023 followed the introduction of bus fare caps. The decline in satisfaction after 2025 coincides with spring fare increases. West Yorkshire saw a 4.6% increase in the rail fare element of MCards, while bus fares rose to £2.50 (single) and £6 (day) [8],[9].



Satisfaction with public transport is explored further in chapter 6 and in appendices 4 and 5.

[8] MCard prices from 02 March 2025 and bus from 30 March 2025: m-card.co.uk/news/new-mcard-prices-2025/

[9] ORR Rail fares index 2025

5.2 Reasons for high and low satisfaction

As a trial this year, respondents were asked why they had given high or low satisfaction scores for the condition of pavements and footpaths, provision of cycle routes and facilities, safety of children walking/cycling to school, affordability of public transport, local train services, local bus services, and local bus stations. The method gives a qualitative flavour of what drives opinion.

The Microsoft Copilot large language model was used to create summaries from a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of the open text responses.

System-Wide themes (across various topics)

Satisfaction is shaped by three consistent issues: reliability, affordability, and infrastructure quality — with safety and accessibility acting as critical cross-cutting concerns.

Perceptions are highly inconsistent — good provision exists, but it is unevenly distributed.

Core Strengths

- **Investment visible in:**
  Cycle routes
  Bus stations (in some areas)
  Rail upgrades (long-term)
- **Strong services where provision is good:**
  Urban rail and bus corridors
- **Existing safety measures:**
  Crossings, patrols, signage

Core Weaknesses

- **Reliability issues**
  Buses and trains frequently late or cancelled
- **Perception of poor value for money**
  High costs not matched by quality
- **Infrastructure condition problems**
  Pavements, stations, and routes often poorly maintained
- **Safety concerns**
  Particularly around schools, walking routes, and stations

Key Strategic Challenges

1. **Reliability Gap:**
   Buses and trains unreliable → loss of trust
2. **Value Gap:**
   Cost vs quality mismatch across public transport
3. **Infrastructure Gap:**
   Uneven quality
4. **Safety & Behaviour:**
   Parking, speeding, and anti-social behaviour undermine systems

Opportunities (Cross-Cutting)

- Improve reliability and frequency of services
- Target affordability for key groups
- Invest in maintenance and quality over expansion
- Strengthen enforcement (parking, speed, behaviour)
- Improve integration across modes (bus + rail + walking + cycling)
- Support modal shift through better user experience

Themes for various topics

Pavements & Footpaths

Aging and obstructed walking infrastructure was cited by many.

Strengths:	Weaknesses:	Impact:
Good in newer or maintained areas.	Widespread issues: Uneven surfaces, potholes, obstructions.	Safety risk Barriers for elderly/disabled.

Cycle Routes & Facilities

Cycling infrastructure is a topic with mixed public opinion.

Strengths:	Weaknesses:	Impact:
Increased provision and investment. Benefits for safety, environment, health.	Perceived low usage. Poor design/connectivity. Seen as causing congestion.	Divisive public opinion

Safety of Children Walking or Cycling to School

Driver behaviour is the biggest concern.

Strengths:	Weaknesses:	Impact:
Crossings, patrols, safety schemes in many areas.	Parking & traffic around schools. Speeding, congestion. Some fear of crime.	Reduced walking / cycling to school Peak times safety concerns.

Affordability of Public Transport

Affordability is of concern in public transport use.

Strengths:	Weaknesses:	Impact:
Fare caps. Free travel. Discounts	Widely perceived as too expensive, some mentioned shorter journeys. Cheaper to drive in many cases	Reduced use. Social exclusion for some groups.

Local Train Services

Rail is valued but described as unreliable and inaccessible by many.

Strengths:	Weaknesses:	Impact:
Fast, direct travel where available. Good connectivity on main lines.	Poor access to stations (bus, car). Delays, cancellations, disruption. Expensive fares.	Strong frustration → reduced trust.

Local Bus Services

Some felt the bus network has declined outside key corridors.

Strengths:	Weaknesses:	Impact:
Frequent, accessible in urban areas. Essential for non-drivers.	Reliability is the biggest issue. Declining frequency & coverage.	People switching to cars. Rural isolation increasing.

Local Bus Station

Bus Station quality appears to affect user confidence.

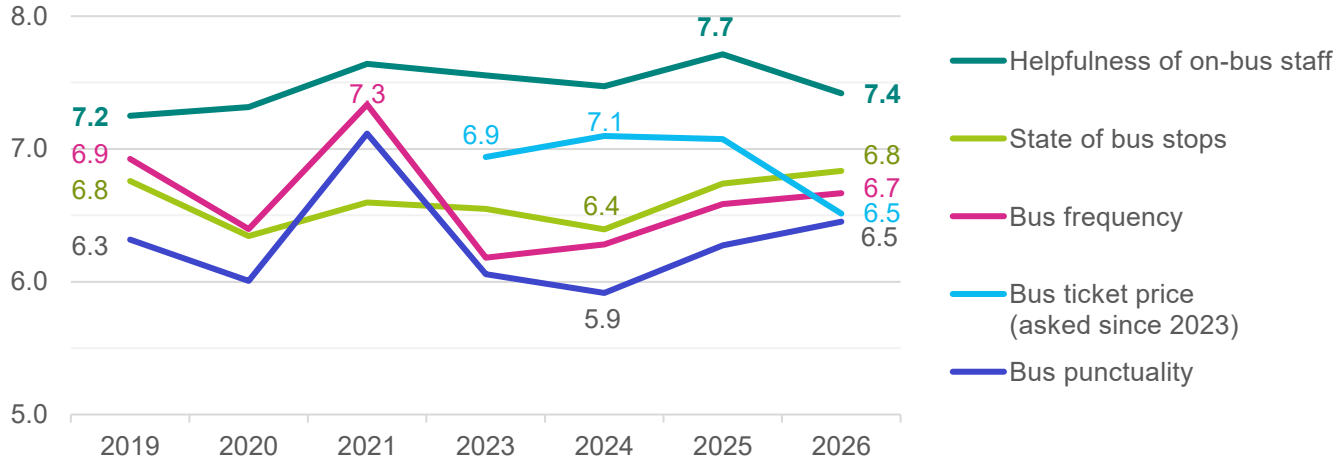
Strengths:	Weaknesses:	Impact:
New / refurbished bus stations seen as clean, modern, well-equipped	Many seen as unsafe, dirty, outdated. Anti-social behaviour a concern	Negative perception of entire bus system

6 Satisfaction with aspects of journeys

6.1 Satisfaction with bus services and facilities

In most years the survey asks regular and occasional users about satisfaction with five elements of local bus services on a scale of 1 to 10. The consistently highest scoring of these elements is satisfaction with the helpfulness of on-bus staff, though 7.4 out of 10 appears to be a slight drop from 7.7 last year. The element that shows the largest drop is ticket price, falling from 7.1 to 6.5 out of 10. The 2025 survey was undertaken before the West Yorkshire single fare cap was increased from £2 to £2.50. Satisfaction with the state of bus stops, bus frequency, and bus punctuality all increased to their best 'post Covid' scores.

Figure 13: Satisfaction with bus service elements



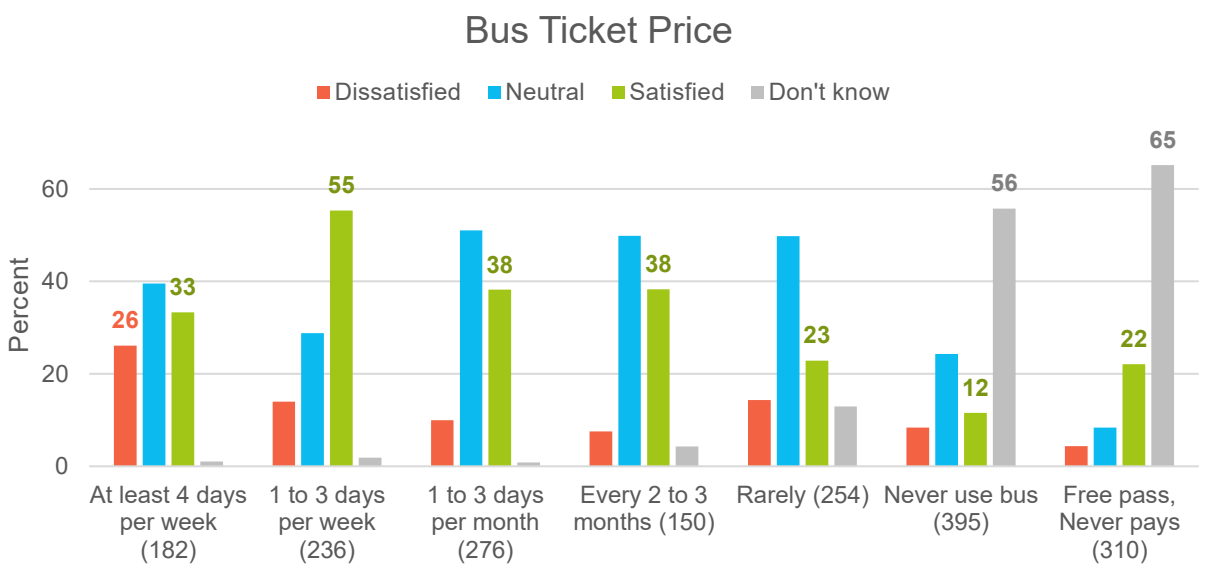
***Question M12**: Regarding your local bus service, how satisfied are you with each of the following …?*
***Weighted Base** for time series comparison: Regular and occasional bus users, circa 1,000 per wave.*
***Weighted Base for ticket price** circa 800 per wave, excludes free pass users who never pay for tickets.*

6.2 Satisfaction with bus and rail ticket prices

A question about bus ticket price was introduced in 2023, following the introduction of the West Yorkshire adult single and day ticket bus fare cap (also known as 'Mayor's Fares'). From 2023 to 2025 the satisfaction with bus ticket price excluded respondents who rarely or never used buses, and the same base has been used for the time series above. The question was extended to all respondents in 2026, and a parallel question about satisfaction with rail ticket prices was added.

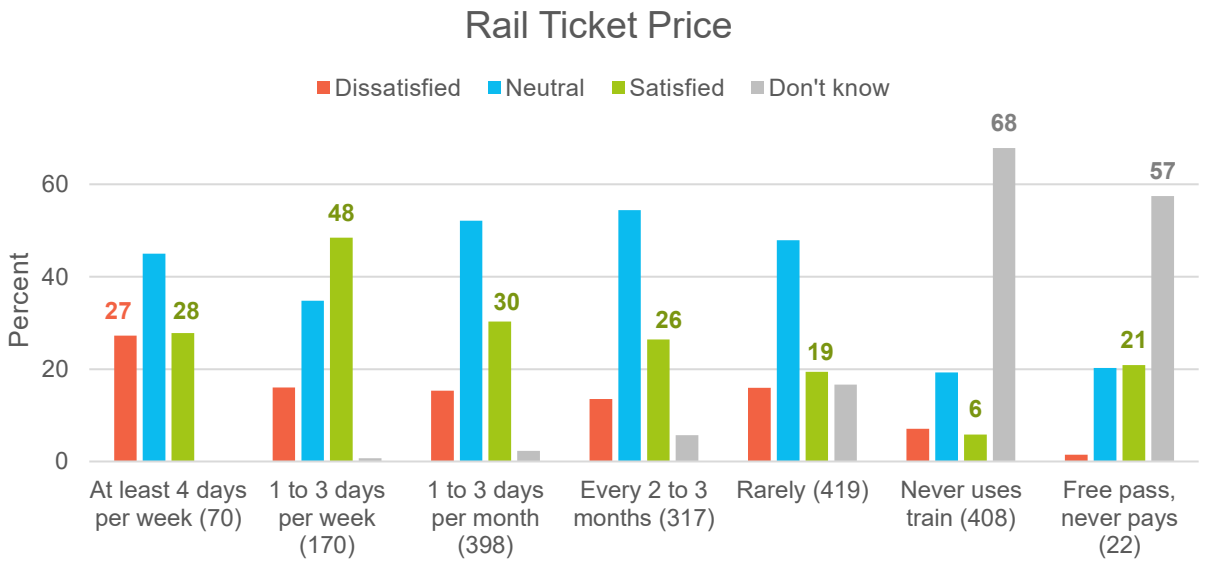
It appears that respondents using buses or using trains 1 to 3 days per week were most likely to be satisfied (55% for bus, 48% for rail), while the most frequent users (those using the mode at least 4 days per week) appear most likely to be dissatisfied (26% for bus and 27% for rail). Understandably, respondents who never use the mode were more likely to select 'Don't know'.

Figure 14: Satisfaction with bus ticket price by frequency of bus travel, 2026 (percent)



Question M12: *Regarding your local bus service, how satisfied are you with the price of the ticket?*
Question C7: *Thinking about how you travel in West Yorkshire, how often do you travel by bus?*
Question E13: *[response option "Not applicable as I have a free bus pass and only ever travel for free"]*
Weighted Base *in brackets*

Figure 15: Satisfaction with rail ticket price by frequency of rail travel, 2026 (percent)

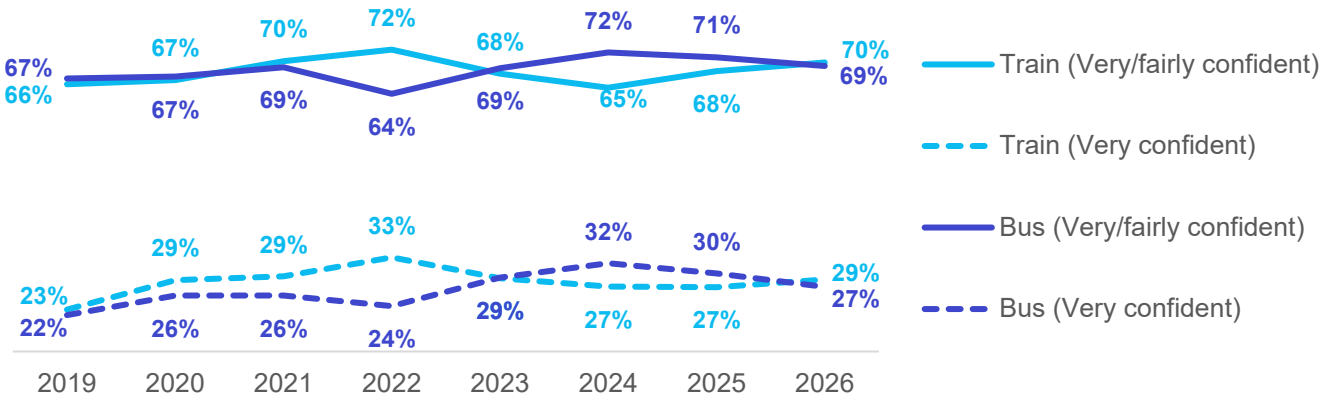


Question M13: *Regarding your local rail service, how satisfied are you with the price of the ticket?*
Question C7: *Thinking about how you travel in West Yorkshire, how often do you travel by train?*
Question E23: *[response option "Not applicable as I have a free rail pass and only ever travel for free"]*
Weighted Base *in brackets*

7 Confidence purchasing best value tickets

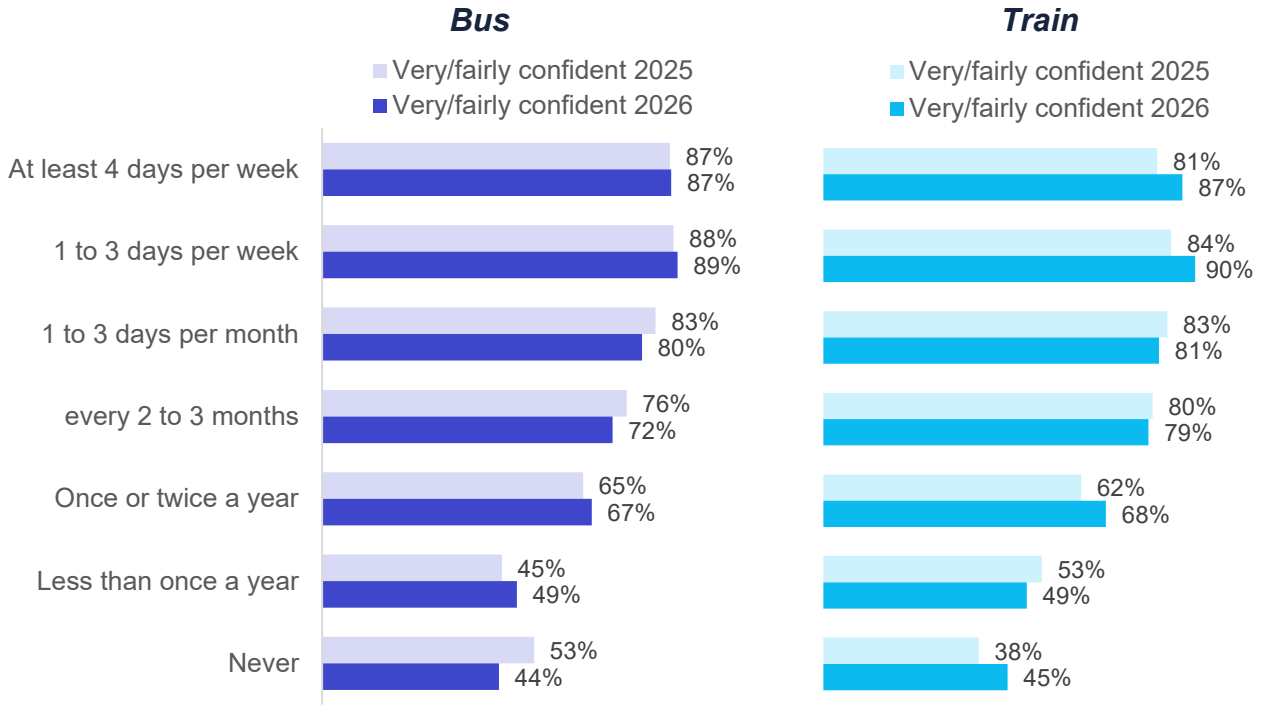
Confidence in purchasing the best value bus ticket has decreased between 2024 and 2026, falling to 69% this year, whereas confidence in buying the best-value train ticket has risen from 65% in 2024 to 70% in 2026 (**Figure 16**). Confidence in purchasing the best value ticket was lower with lower frequency of use (**Figure *17***).

Figure 16: Ticket purchase confidence (2019 to 2026)



Question E13/E23: *If / when you travel on local buses / trains in West Yorkshire, how confident are you that you usually purchase the best value ticket?* ***Weighted Base****: excludes free pass users, not applicable or don't know*
E13 *(2019 n=1394; 2020 n=1331; 2021 n=1390; 2022 n=923; 2023 n=1411; 2024 n=1403; 2025 n=1410; 2026 n=1411)*
E23 *(2019 n=1610, 2020 n=1534; 2021 n=1588; 2022 n=1083; 2023 n=1675; 2024 n=1648; 2025 n=1684; 2026 n=1687)*

Figure 17: Confident purchasing best-value tickets, by frequency of use (2025 and 2026)

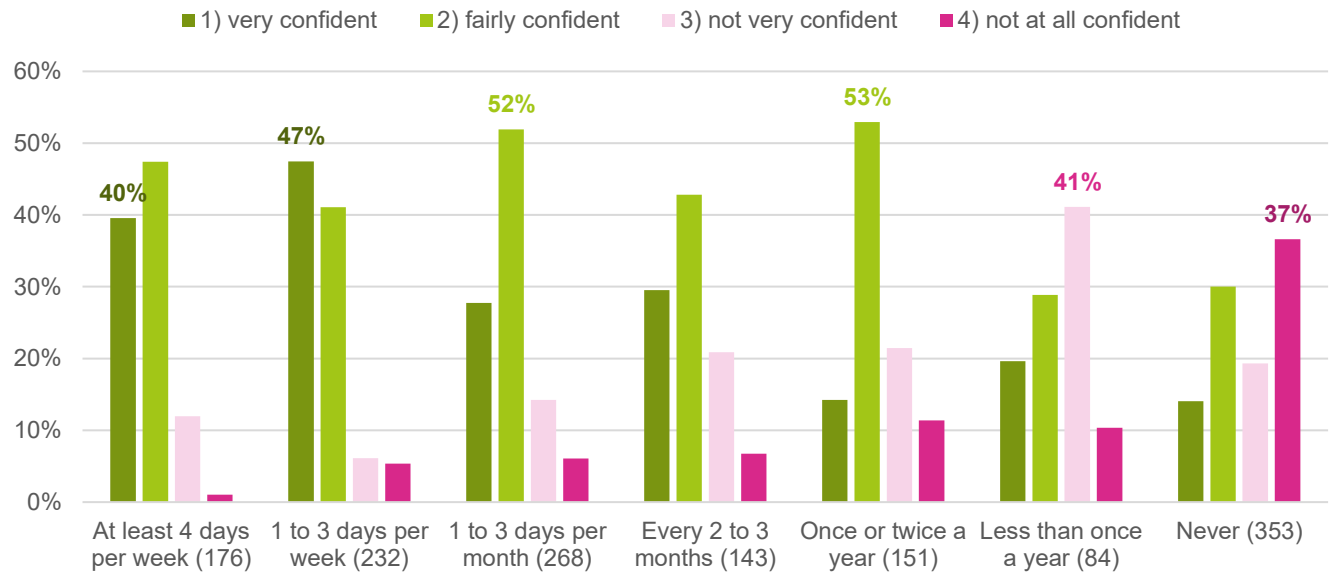


Question E13/E23: *If / when you travel on local buses / trains in West Yorkshire, how confident are you that you purchase the best value ticket?*
Question C7: *Thinking about how you travel in West Yorkshire, how often do you travel by bus/train?*
Weighted Base*: excludes free pass users, not applicable or don't know (****E13*** *2026, n=1,411;* ***E23*** *2026, n=1,687)*

Regular train or bus users (those travelling at least once per week) were likely to feel 'very confident'. Occasional train users (those who travel 1 to 3 days per month or every 2 to 3 months) were more likely to feel 'fairly confident', at 50% and 53% respectively.

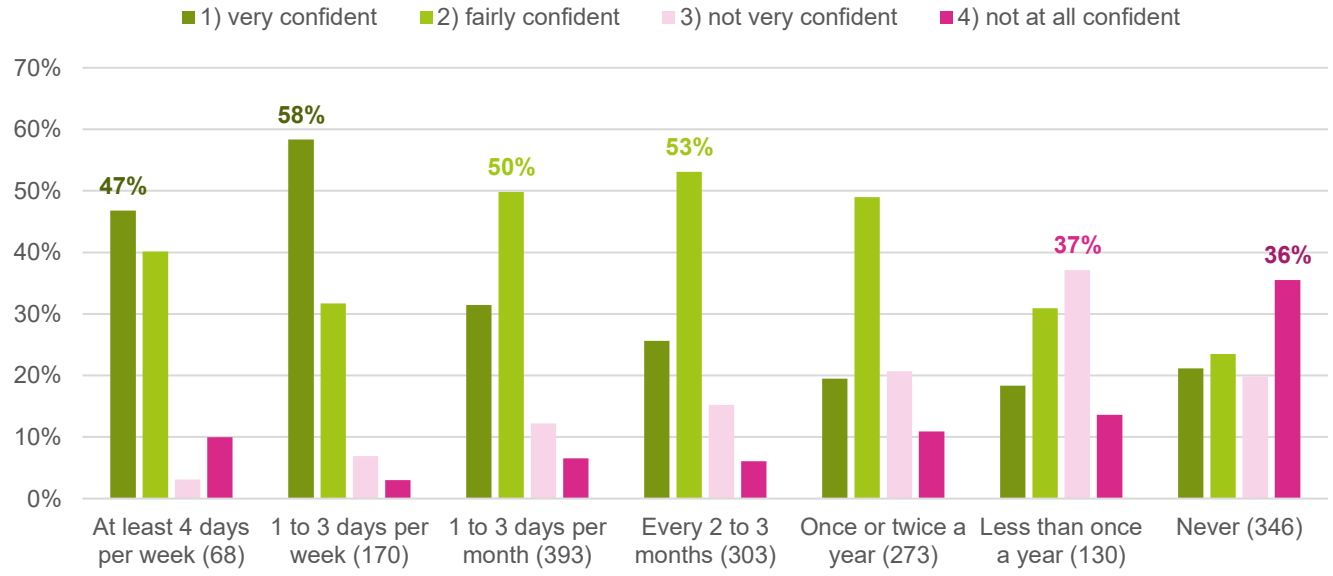
Those who never use the mode were more likely to report being 'not at all confident', with 37% for bus users and 36% for rail users, while those who travel rarely were more likely to report being 'not very confident', at 41% for bus users and 37% for rail users.

Figure 18 Confidence in bus ticket prices by frequency of bus travel, 2026



Question E13: *If / When you travel on local buses in West Yorkshire, how confident are you that you usually purchase the best value ticket?* ***Question C7:*** *How often do you travel by bus in West Yorkshire?*
Weighted Base *in brackets*

Figure 19 Confidence in rail ticket prices by frequency of rail travel, 2026

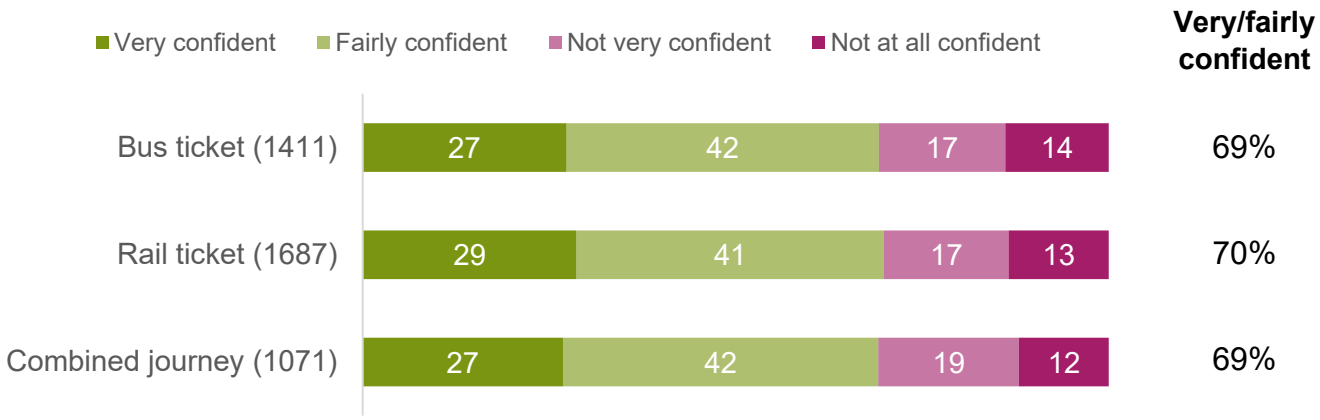


Question E23: *If / when you travel on local trains in West Yorkshire, how confident are you that you usually purchase the best value ticket?* ***Question C7:*** *How often do you travel by train in West Yorkshire?*
Weighted Base *in brackets*

Further questions were trialled in the 2026 survey, question E43 was introduced: *"When making combined bus and rail journeys, how confident are you that you're buying the right ticket(s) for your travel needs?"* .and question E44 asked if the respondent uses MCard products.

In the 2026 results people's confidence to purchase the best value tickets is similar whether for bus, rail, or combined mode journeys at around 7 in 10 being very or fairly confident (69% for train, 69% for bus, and 70% for combined).

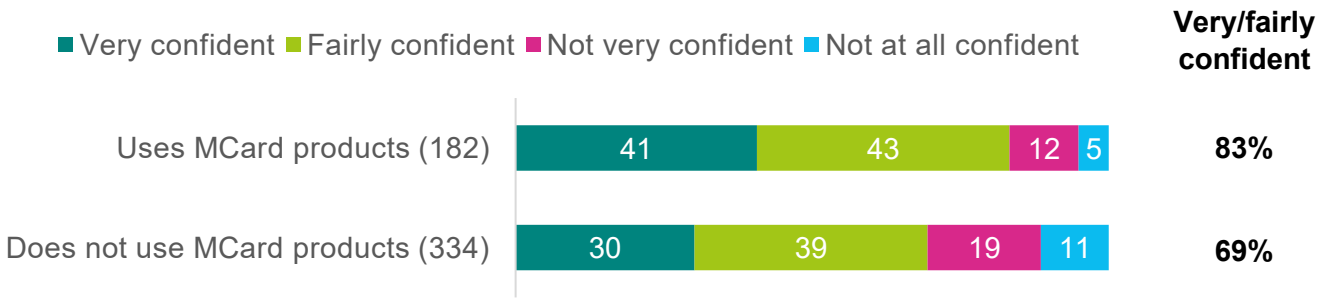
Figure 20 Confidence in ticket purchase – spread by mode, 2026 (percent)



Question E13/E23: If / when you travel on local buses / trains in West Yorkshire, how confident are you that you purchase the best value ticket? **E43** When making combined bus and rail journeys, how confident are you that you're buying the right ticket(s) for your travel needs?
Weighted Base: (in brackets) excludes free pass users, not applicable or don't know

Respondents who used MCard products appeared to be more confident than other users when it comes to buying the best value ticket for combined bus and rail journeys. **83%** of regular public transport users who use MCard were confident compared with **69%** of other regular public transport users. This appears to be true regardless of whether they use bus & rail or single-mode MCard products.

Figure 21 Confidence in ticket purchase for combined bus and rail journeys, regular public transport users (percent)



Question E13/E23: If / when you travel on local buses / trains in West Yorkshire, how confident are you that you purchase the best value ticket? **E43** When making combined bus and rail journeys, how confident are you that you're buying the right ticket(s) for your travel needs? **E44** Do you use MCard products?
Weighted Base: (in brackets) Uses public transport at least once a week, excludes free pass users, not applicable, never make combined mode journeys, or don't know

Demographic observations

Bus ticket purchase: Confidence was significantly higher among 16- to 34-year-olds (74%) along with ethnic minority backgrounds [10] (73%).

Rail ticket purchase: Confidence was higher among those who are younger (78%), male (72%), ethnic minority background (75%), or in social grade ABC1 households - where the main income earner comes from managerial, professional, supervisory, clerical, or administrative roles (73%).

Combined bus and rail journeys: Younger people and those from ethnic minority backgrounds were more likely to feel ‘very or fairly confident’, this trend that also applies to individual bus and train trips.

Further charts about confidence to purchase tickets are shown in appendix 6.

A sketch of characteristics of respondents who use MCard products is in appendix 7.

[10] ‘Ethnic minority backgrounds’ in this survey is a broad grouping of all who described themselves as any background other than White British. The description ‘Other ethnicities’ in used in various graphs.

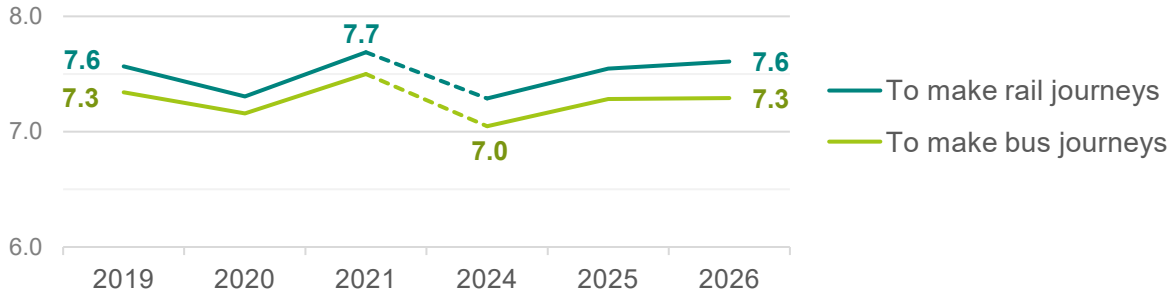
8 Information sources

8.1 Information outcomes

Comparison between bus and rail service information

Using a scale of 1 to 10, satisfaction with information to make rail journeys continues to outperform information to make bus journeys. There is a little or weak evidence of a slight year-on-year improvement.

Figure 22: Satisfaction with information to make Journeys (scale of 1 to 10)



Question F11 / F22: *How satisfied are you overall with the information available to you to make bus / rail journeys in West Yorkshire?* ***Weighted Base:*** *Those who take the specified mode at least once a year or more often.*

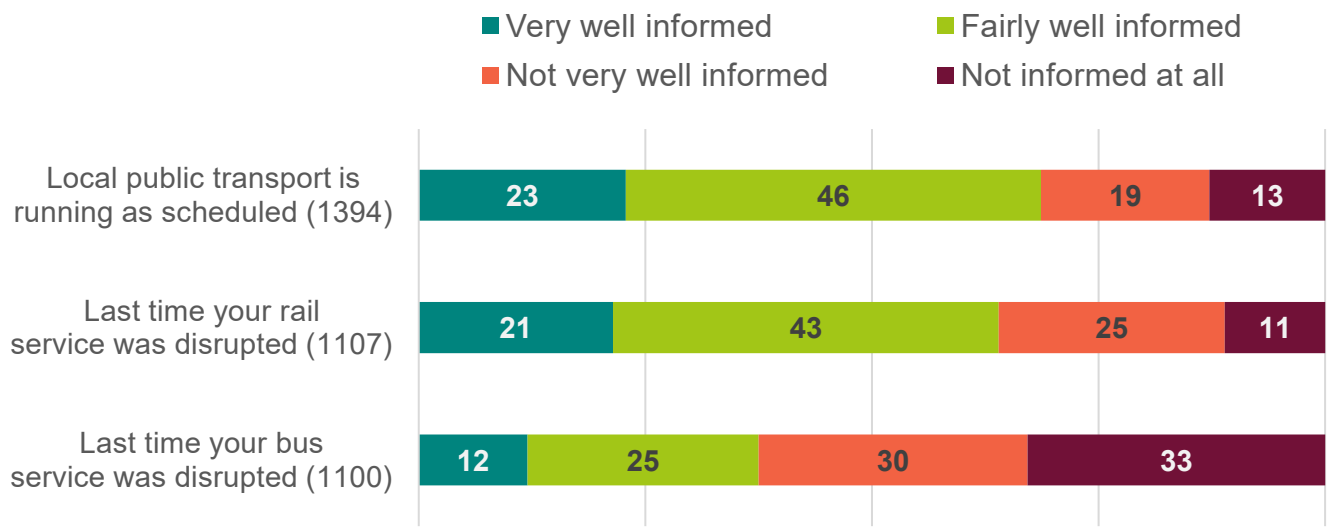
Respondents with a smartphone appeared to be more satisfied than those without (bus 7.3 with a smartphone compared to 7.0 without; rail 7.7 with a smartphone compared to 6.8 without), though there were very few respondents without a smartphone, so the sample of these respondents was too small to be statistically significant.

Comparison between normal and disrupted journeys

One of the new questions for this year was to ask how well informed about public transport people feel in three different situations: When local public transport is running as scheduled; Last time your bus service was disrupted; and Last time your rail service was disrupted.

When public transport is running as scheduled, the result was 37% net positive. For disrupted train services the net positive drops to 28%. This reversed into a net negative 25%, with 33% of respondents feeling 'not informed at all' when buses were disrupted (***Figure 23*** below). The difference for disrupted services is larger whereas the difference in the score out of 10 for information to make rail journeys and information to make bus journeys (***Figure 22*** above).

Figure 23: How informed people feel in different circumstances (percent)



Question F50: *To what extent do you feel informed when …?*
Weighted Base*: (in brackets) Respondents who use buses and/or trains at least once a year and gave an opinion; excludes responses of don't know or not applicable*

Some differences between segments of respondents (see Appendix 7 for charts):

Regular public transport users appeared more likely to feel very well informed when public transport was running to schedule. When services were disrupted people who only use a mode once or twice a year were more likely than regular users to feel not at all informed (for bus 44% c.f. 30% and for rail 23% c.f. 8%).

When public transport was running to schedule 69% of people with regular internet access felt informed compared to 51% without. There was a similar difference between people with or without a smartphone. When services were disrupted people without a smartphone appeared more likely to feel not at all informed than other respondents (48% without, 31% with for bus and 21% with, 11% without for rail).

People from households where the main income is socio-economic group C1 (*Supervisory, clerical and junior managerial, administrative and professional*); were more likely to feel informed when public transport was running to schedule (78% c.f. 69% overall), and when rail was disrupted (74% c.f. 64% overall).

When bus services were disrupted, people from socio-economic group DE households (*semi-skilled and unskilled manual workers; State pensioners, casual and lowest grade workers, unemployed with state benefits only*) are more likely to feel uninformed (72% c.f. 63% overall).

People aged 65 plus were more likely to say they did not feel informed when their bus was disrupted (72%) compared to people aged 16 to 34 (55%).

People from Bradford district were more likely to feel very well informed when their bus was disrupted (17%) compared to Kirklees or Wakefield, at 8% and 7% respectively).

When bus services were disrupted, rural residents were more likely to feel not at all informed (46% c.f. 33% urban) while urban residents were more likely to feel very well informed (13% c.f. 5% rural).

8.2 Information channels for public transport - awareness, use and satisfaction

Respondents were asked about awareness, use of, and satisfaction with various passenger information and retail channels. This is the first year that respondents were asked about the MCard Mobile app, ahead of its planned replacement with a Weaver Network version.

Awareness

Respondents appear less aware of various information sources than in the previous wave.

The only exception to decreased awareness was of bus real time information available on users' telephones or computers. The question was changed from "Metro's Your Next Bus real-time information using text message/internet" to "Metro's live bus times (on your phone or computer)". The change in wording was because it was realised that some WYCA employees used the system without realising it is called 'Your Next Bus', so it seems likely that some members of the public would not be aware of the name but would be aware of the channel. It is therefore plausible that there was an increased understanding of the question rather than increased awareness. See ***Figure 24***.

Usage

Respondents who used public transport at least once a month were then asked if they used the channel frequently, occasionally, very rarely, or never. The question requires an instinctive response as no definition is given of 'frequently', 'occasionally' or 'very rarely'.

As might be anticipated, these public transport users were generally more aware of the channels than the overall population, for instance 82% of all respondents were aware of timetable posters, while 88% of respondent who use buses at least once a month were aware.

While awareness of electronic bus time displays is similar to awareness of printed bus timetable posters, the use of the electronic displays continued to be higher than of timetable posters. Use of operator's websites remained higher than use of the Metro website.

Along with reported reduced awareness compared to last year, most channels show reduced use. Most changes in use appear not to be statistically significant. One exception is Your Next Bus real time information, which shows an increase over the last two years from 14% to 23% using it frequently. See ***Figure 25***

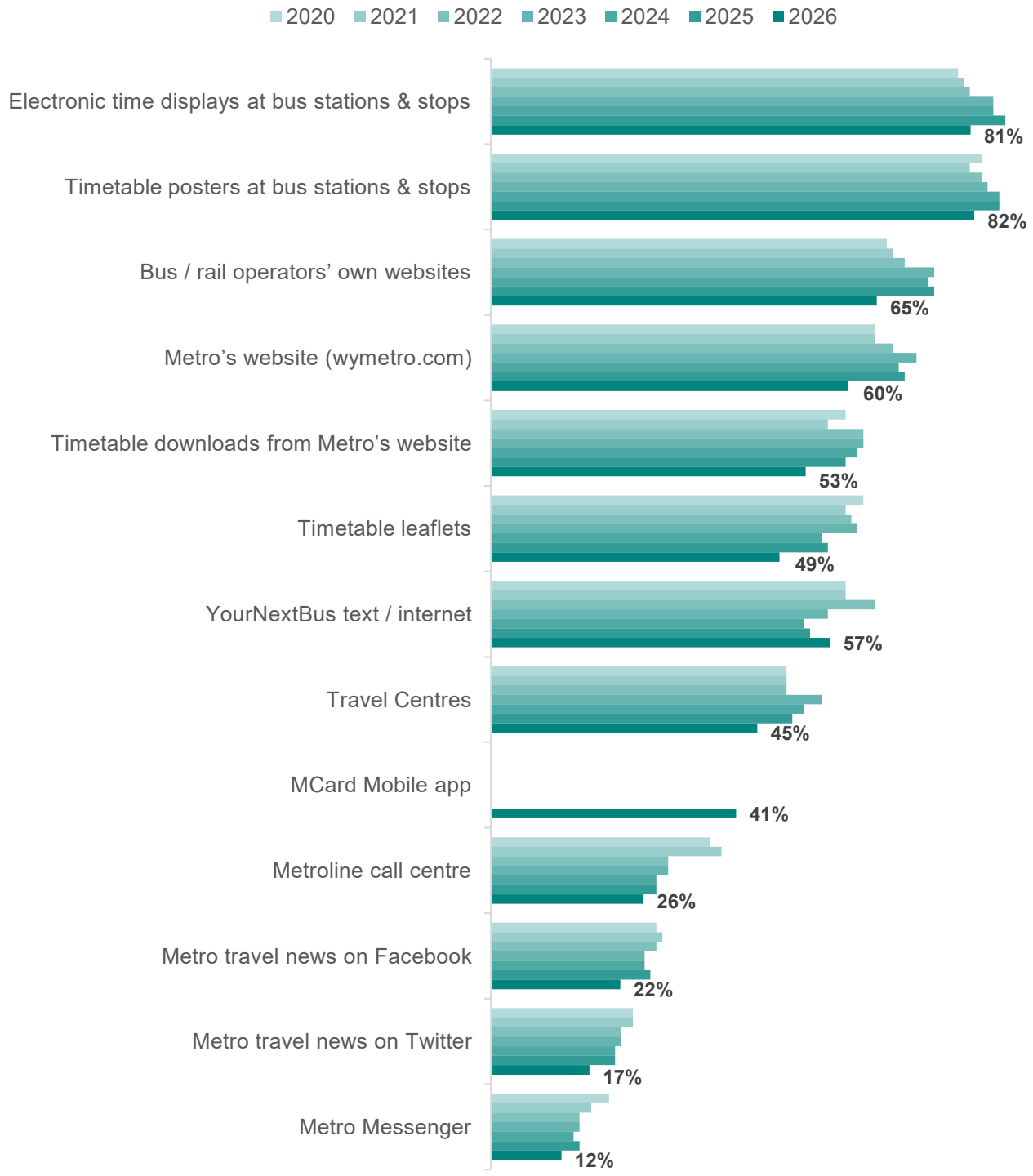
Satisfaction

The results should not be directly compared across channels, as each is based on a different respondent sample. The analysis therefore focuses on changes over time within each channel.

Satisfaction with 'timetable leaflets', 'Metro travel news on Twitter' and 'electronic bus time displays' was higher in 2025-2026 than in 2023-2024. Statistical testing indicates strong evidence of a difference between the two periods (see ***Figure 26***).

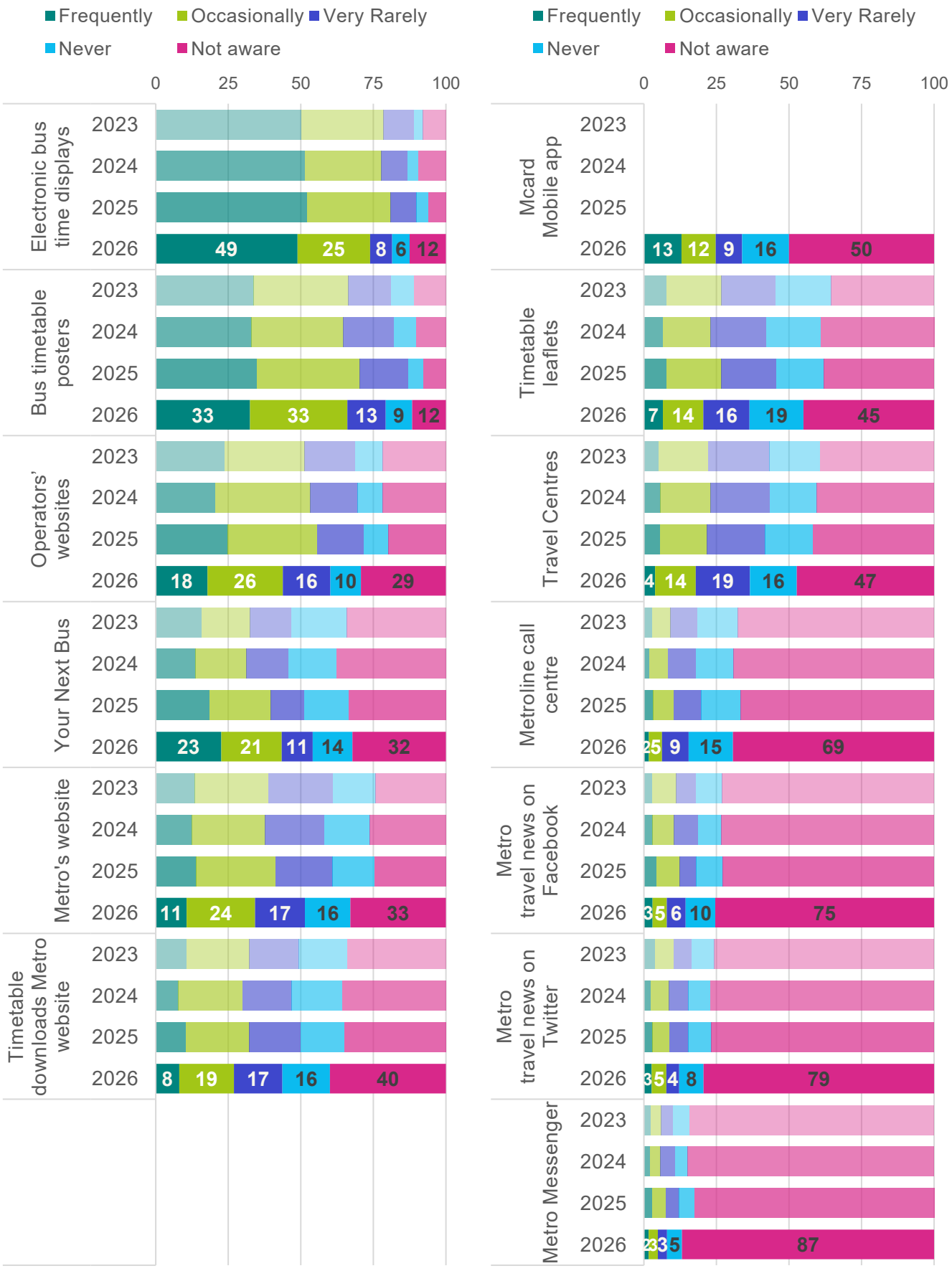
It is also notable that all public transport information channels recorded satisfaction scores above 7 out of 10 in 2026, indicating generally positive user experiences. In addition, the 'MCard Mobile app', which was included for the first time in the latest wave, recorded a high satisfaction score of 8.0 out of 10.

Figure 24: Awareness of public transport channels – All residents (percent)



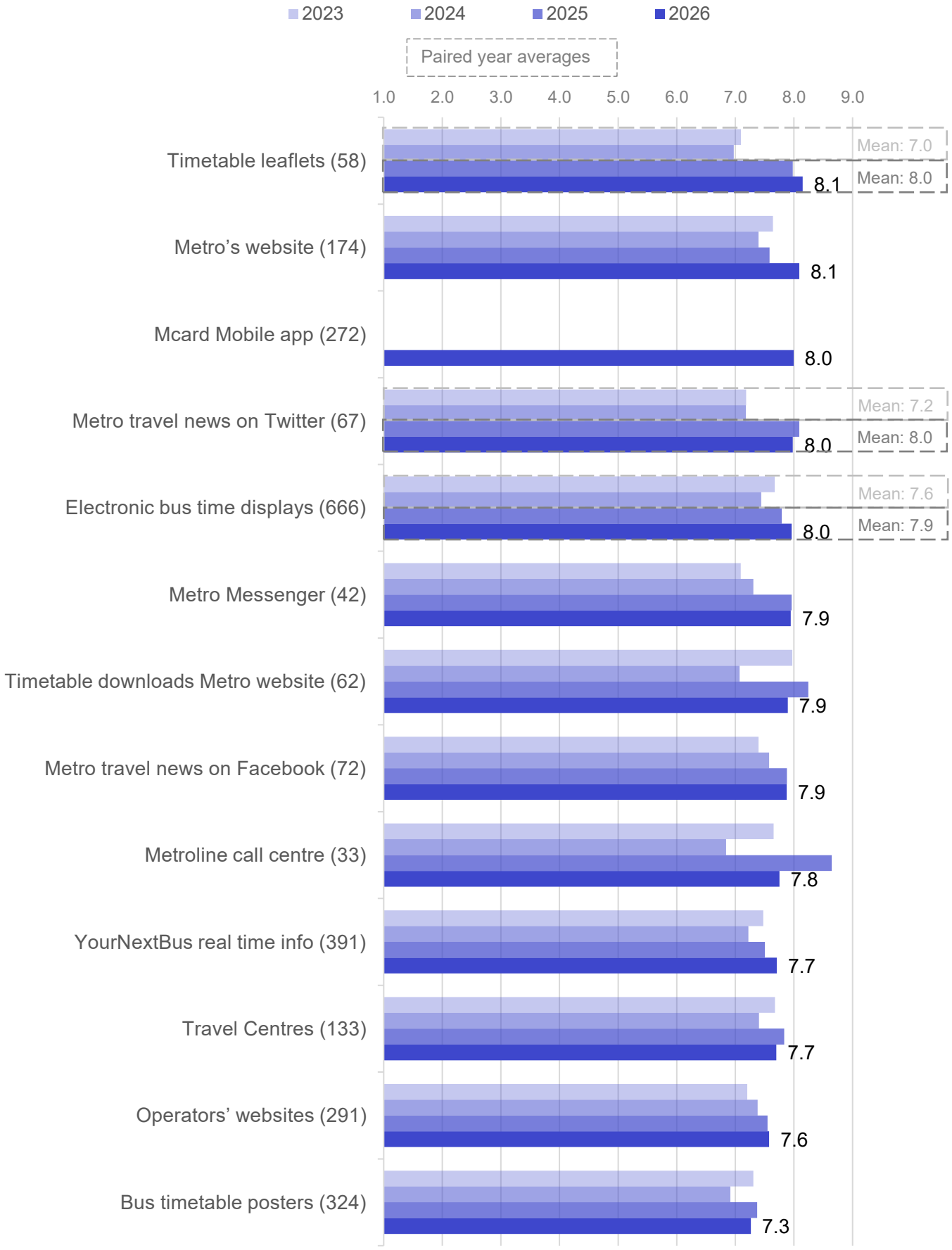
Question D3: *Are you aware of…?* ***Weighted Base****: All respondents*

Figure 25: Awareness and use of public transport channels, percentage, shown in descending order of combined percentage of frequent and occasional use



Question D3: *Are you aware of…?* ***Question D4:*** *How often do you use…?* ***Weighted Base****: People who are aware of the specific source and use relevant public transport modes at least once a month (size varies)*

Figure 26: Satisfaction with public transport channels – score of 1 to 10
Residents who use relevant modes at least once a month



Question D5: *On a scale of 1 to 10, how satisfied are you with…?*
Weighted Base *for latest wave shown in brackets*

Appendix 1 - Frequency of car driving and of bus use, detail from combined survey years

This appendix examines frequency of car or van driving and of bus travel, using combined years of data to increase the sample base. The larger base allows more robust comparisons across more detailed usage levels, and smaller segments of respondents such as those in full-time education. Car or van driving is the most frequently used private motorised transport, and bus is the most frequently used public transport in West Yorkshire.

Age, Health, Gender and Ethnicity

Residents aged 45 to 54 were most likely to drive a car at least 4 days a week. People in full-time education, those aged 75 and over, and people with long-lasting health conditions that limit daily activities appear the most likely to never drive a car or van.

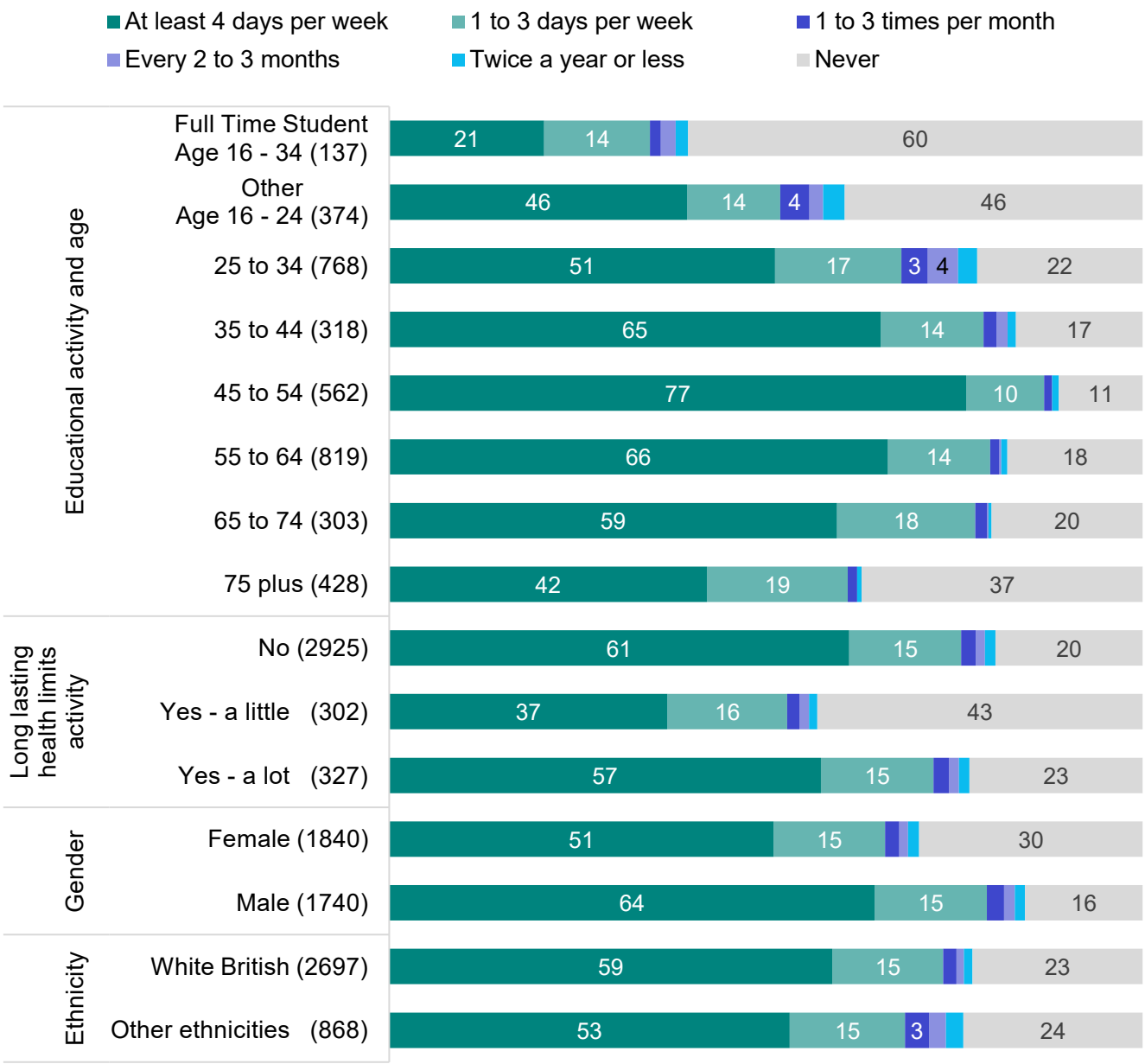
People in full-time education were the most frequent bus users. Other residents aged 16 to 24 were also highly likely to use a bus at least four days per week. Interestingly, 41% of residents aged 75 plus used a bus at least once a week compared with 34% of those aged 65 to 74. Residents aged 45 to 64 appeared most likely to never use a bus. People whose day-to-day activities are limited a little by a long-lasting health condition were more likely to use buses at least four days per week than people with no such condition or people with conditions that limit day-to-day activities a lot. Respondents from ethnic minority backgrounds were more likely to use a bus at least four days per week than the average.

Employment status, social grade, local authority district, frequency of bus service

For car or van driving, people who work 30 hours or more per week, and people in socio-economic type AB were the most likely to drive a car or van at least four days a week. Meanwhile, people in full-time education and those unemployed and available for work were more likely to never drive a car, at 60% in both groups.

People in social grade grouping DE and residents living within 200 metres of a bus stop with at least 4 buses per hour were most likely to use a bus at least 4 days a week. Additionally, people in Leeds were most likely to use a bus at least 4 days a week.

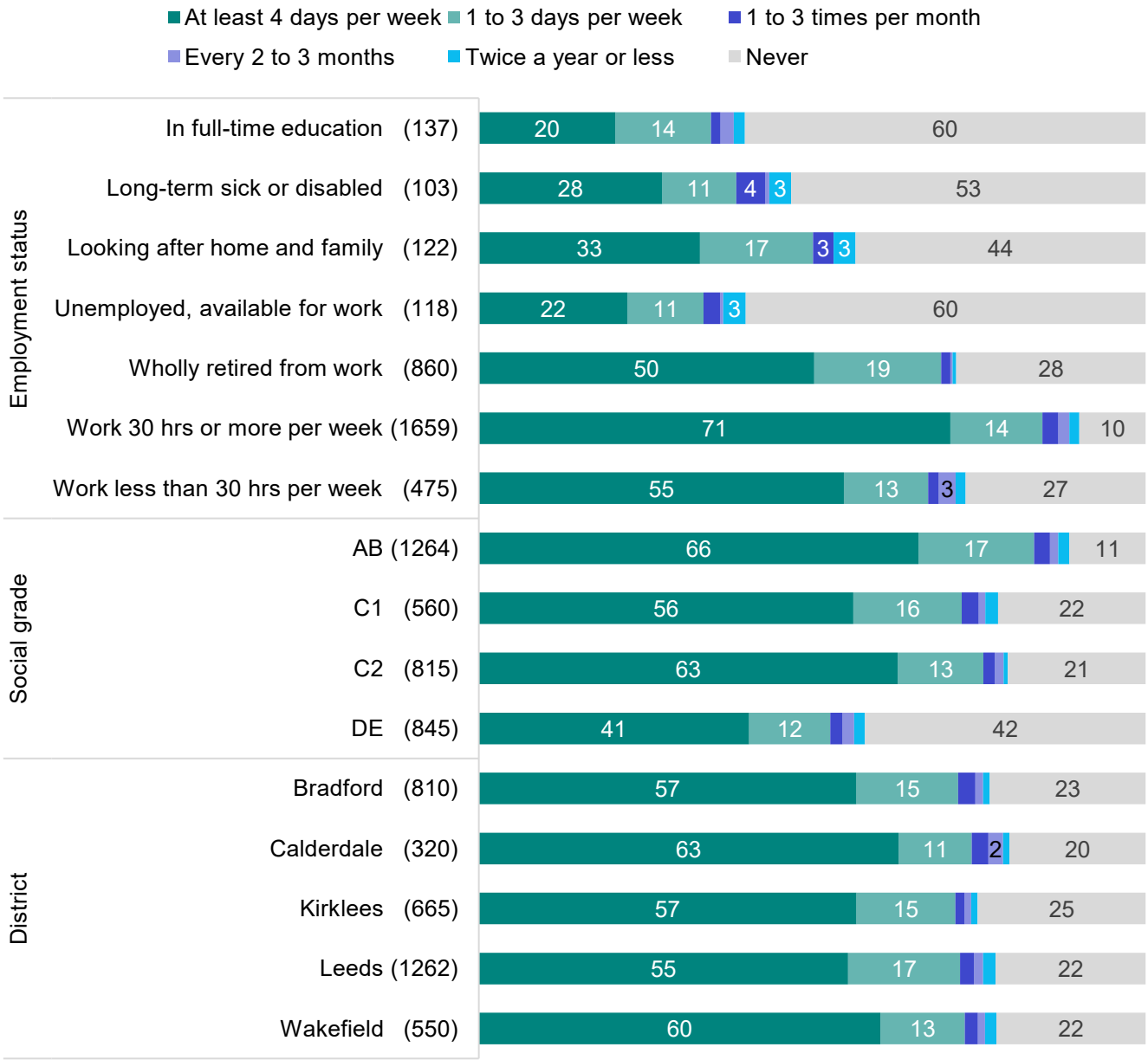
Figure 27: Frequency of driving a car or van in West Yorkshire by age, gender, ethnicity and health (combined 2025 and 2026 waves) [11]



Question C7: *Thinking about how you travel in West Yorkshire, including the West Yorkshire part of cross-boundary journeys, how often do you…?* ***Weighted Base*** *in brackets for each demographic.*

[11] For drive a car or van, the analysis uses two combined years (2025 and 2026), as these waves show similar patterns of travel frequency (see Appendix 4).

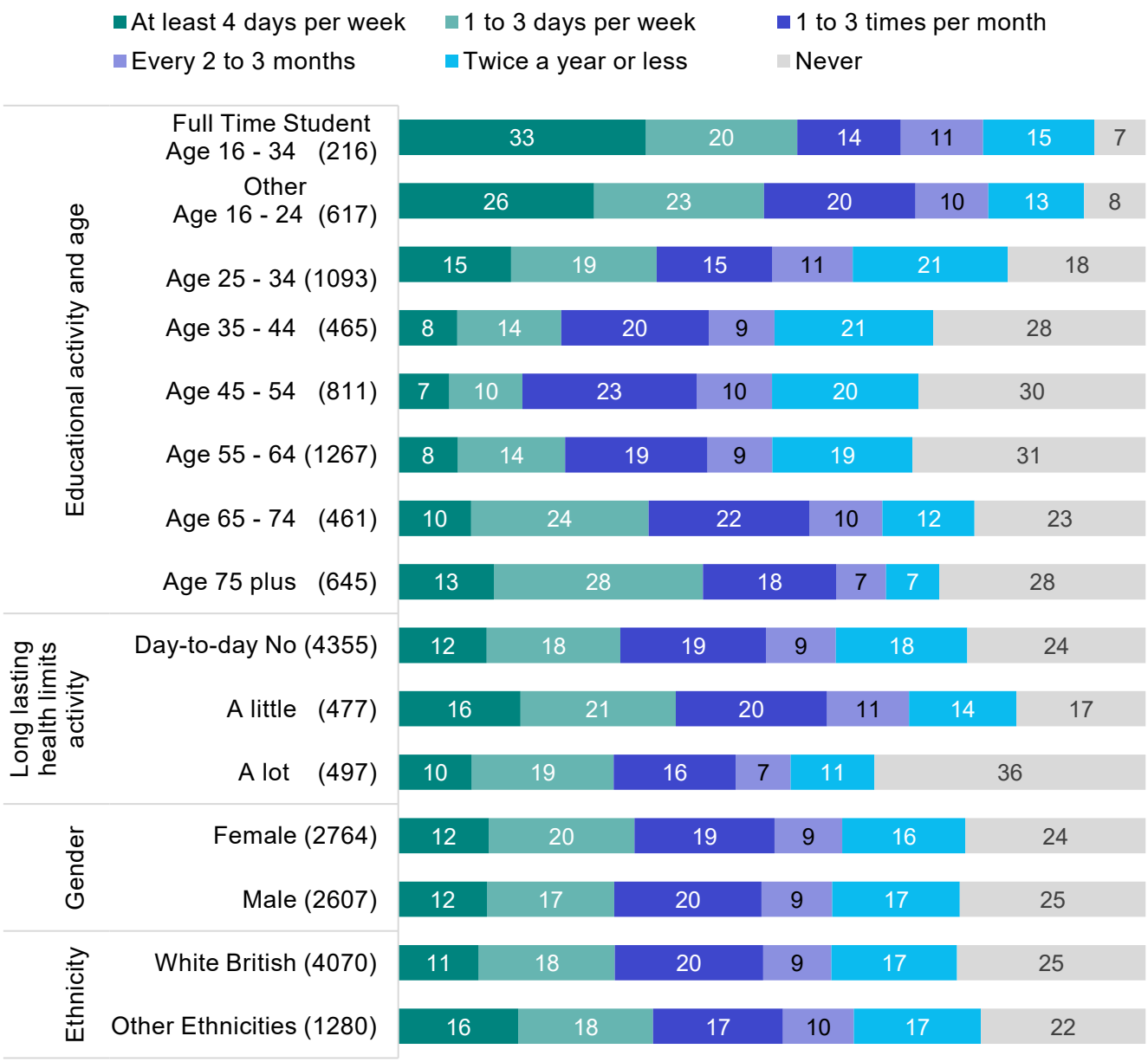
Figure 28: Frequency of driving a car or van in West Yorkshire by other factors (percent, combined 2025 and 2026 waves) [12]



Source: C7*. Thinking about how you travel in West Yorkshire, including the West Yorkshire part of cross-boundary journeys, how often do you…?*

[12] For the drive a car or van mode, the analysis uses two combined years (2025 and 2026), as these waves show similar patterns of travel frequency (see Appendix 3). Individual bases are given in brackets next to each category.

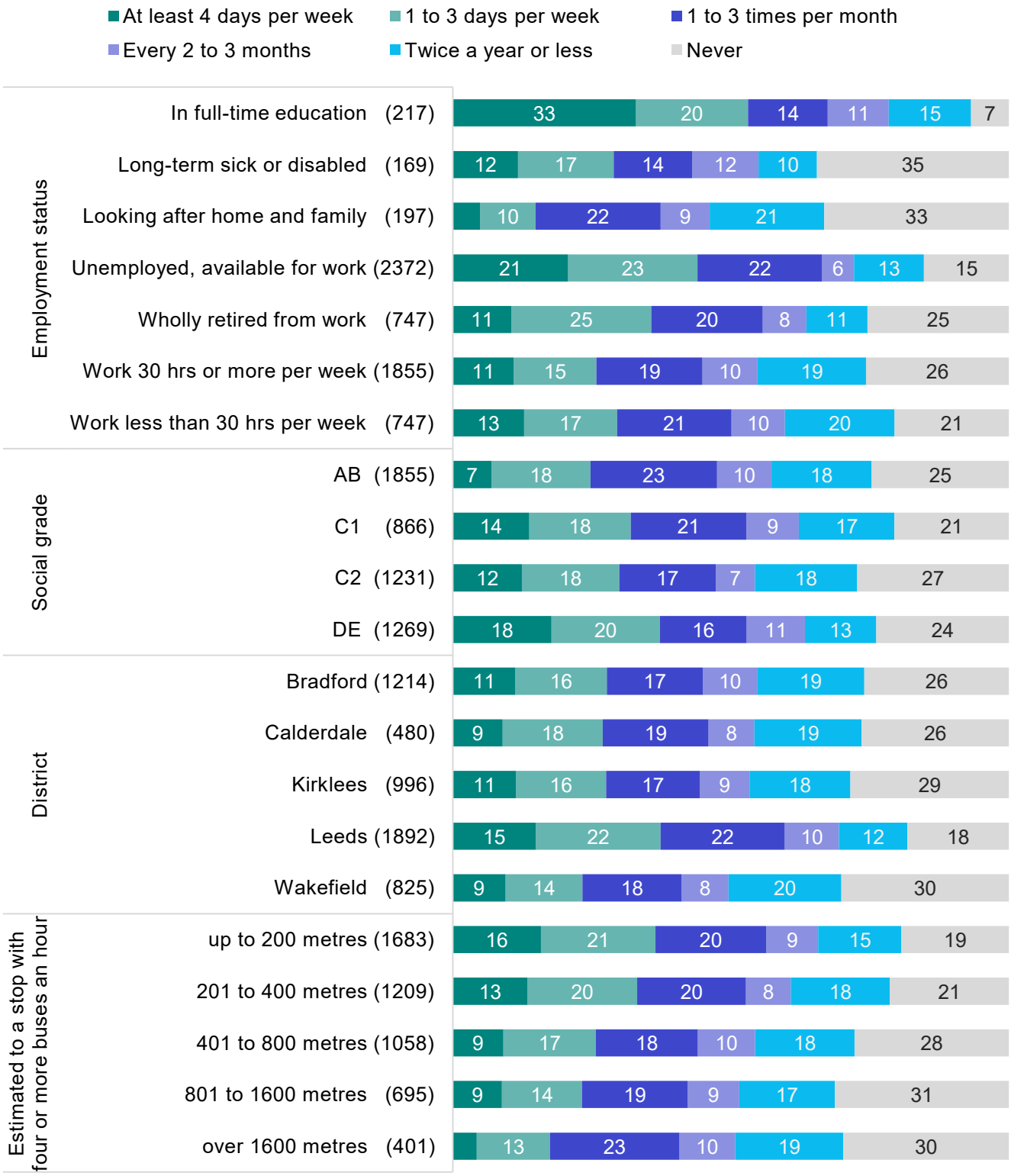
Figure 29: Frequency of bus use in by age, gender, ethnicity and health (percent, combined 2024, 2025 and 2026 waves) [13]



Question C7: *Thinking about how you travel in West Yorkshire, including the West Yorkshire part of cross-boundary journeys, how often do you…?* ***Weighted Base*** *in brackets for each demographic.*

[13] For bus use, the analysis combines three years (2024, 2025 and 2026), as these waves show similar patterns of travel frequency (see Appendix 3).

Figure 30: Frequency of bus use by employment status, social grade, local authority district, and distance to a well-served bus stop (percent, combined 2024, 2025 and 2026 waves) [14]



Question C7: *Thinking about how you travel in West Yorkshire, including the West Yorkshire part of cross-boundary journeys, how often do you…?*

[14] For the bus mode, the analysis uses three combined years (2024, 2025 and 2026), as these waves show similar patterns of travel frequency (see Appendix 4). Individual bases are given in brackets next to each category.

Appendix 2 – Mode choice in 2026 by demographic segments

Regularly, occasionally and rarely or never use mode in 2026

Differences by age (*see Figure 31*)

People aged 35-64 were more likely to regularly drive a car or van (82%) and were less likely to use bus (19%). Younger people (16-34) were more likely to travel regularly as a passenger (66%), by bus (44%) and train (23%). Interestingly, train use declined with age.

Differences by gender (*see Figure 32*)

For private transport, men were more likely to drive a car or van regularly, at 80%. Women were more likely to travel regularly as a car or van passenger, at 60%.

For more sustainable modes, men were more likely to cycle and use trains more regularly, whereas women were more likely to use the bus more regularly (35%). Regular walking for at least 10 minutes was not significantly different compared with the total.

Differences by ethnicity (*see Figure 33*)

Regular travel patterns were similar between people of white British ethnicity and of ethnic minority backgrounds. The clearest differences were in public transport use, where people of ethnic minority backgrounds were more likely to use trains regularly compared with the overall, at 19% while white British ethnicity people were less likely to use them regularly at 12%.

Differences by disability *(see Figure 34*)

Disabled people were less likely to drive a car (54%) and use the train (9%) regularly than the overall. However, they were more likely to use taxis (22%).

Differences by household social grade (*see Figure 35*)

People in the 'ABC1' managerial, professional, clerical and administrative households are more likely to drive a car or van (80%) and to travel by train regularly (17%) than the overall. In contrast, 'C2DE' manual worker, casual worker, and state benefit households are more likely to use the bus regularly (36%).

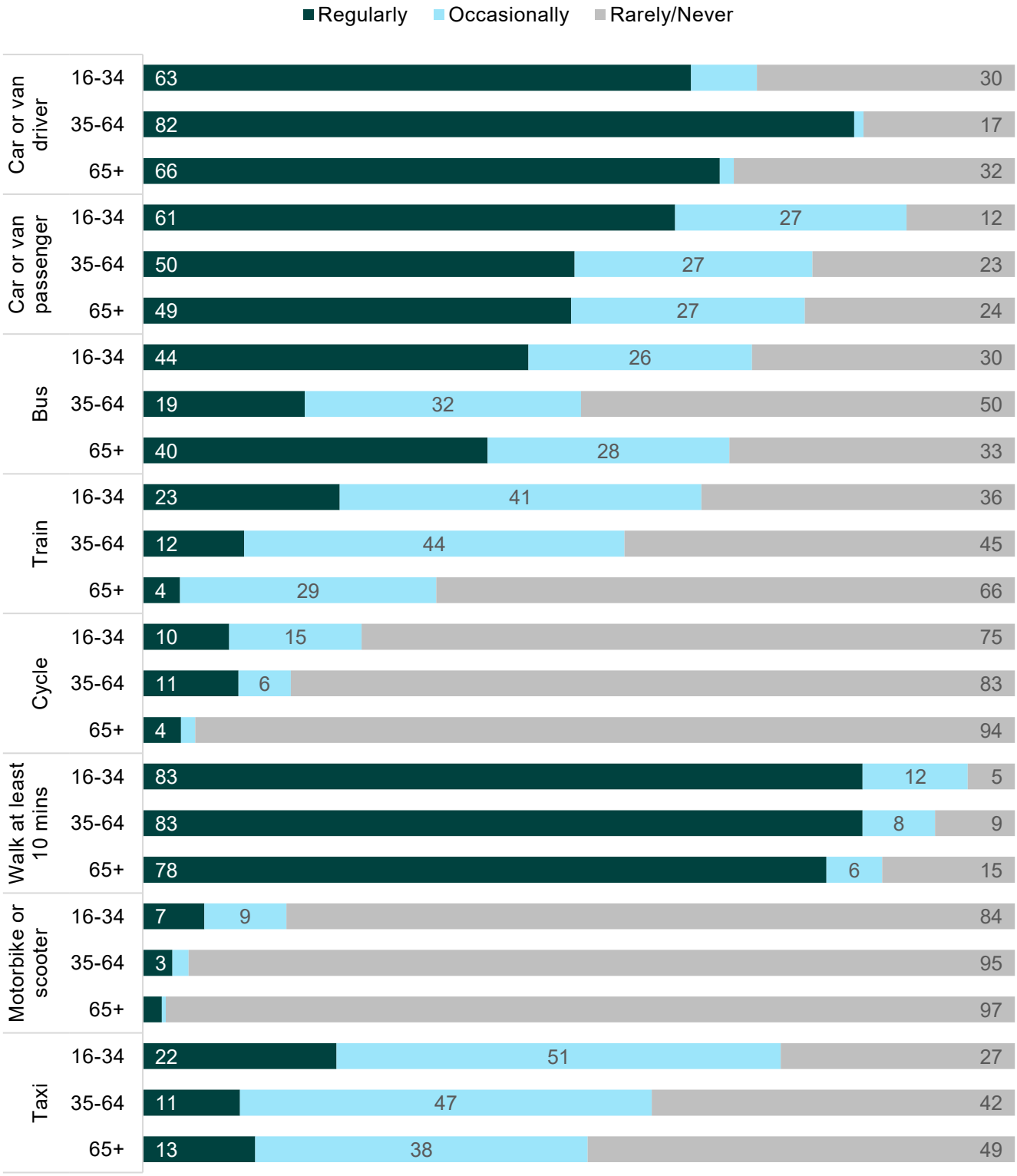
Differences by IMD quintile (*see **Figure** 36*)

People in the least deprived areas were more likely to report driving a car or van regularly (88%). Regarding bus use, people in these areas were less likely to report catching a bus regularly than the overall. People in the most deprived areas were less likely to drive a car/van (64%) than the overall.

Differences by rural or urban (*see Figure 37*)

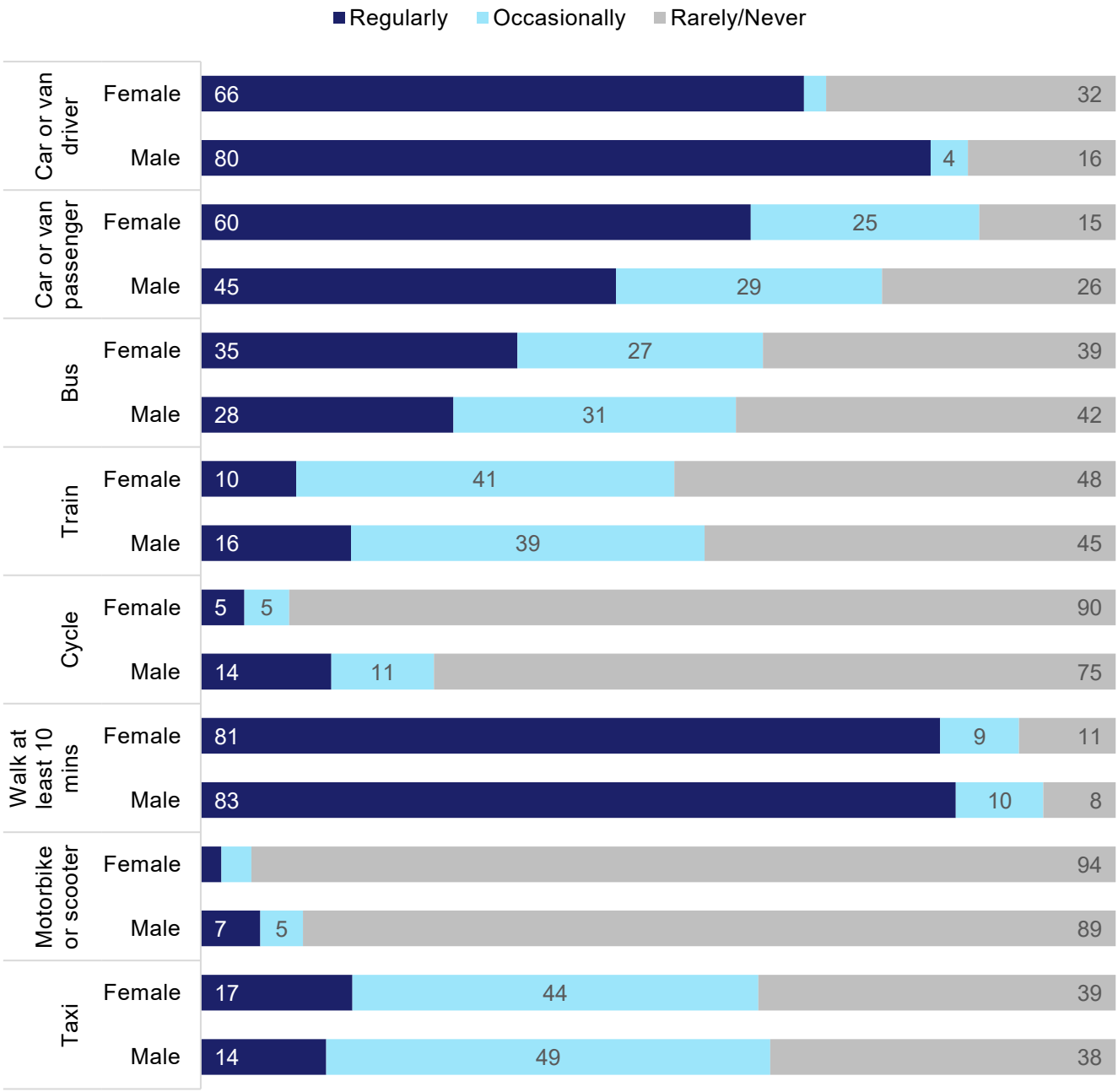
People living in rural areas were more likely to report driving a car or van regularly (84%). For public transport, people living in urban areas were more likely to use it (32%) compared with the overall population. In contrast, people in rural areas were less likely to report using this mode (22%).

Figure 31: Frequency travel by mode and age (percent)



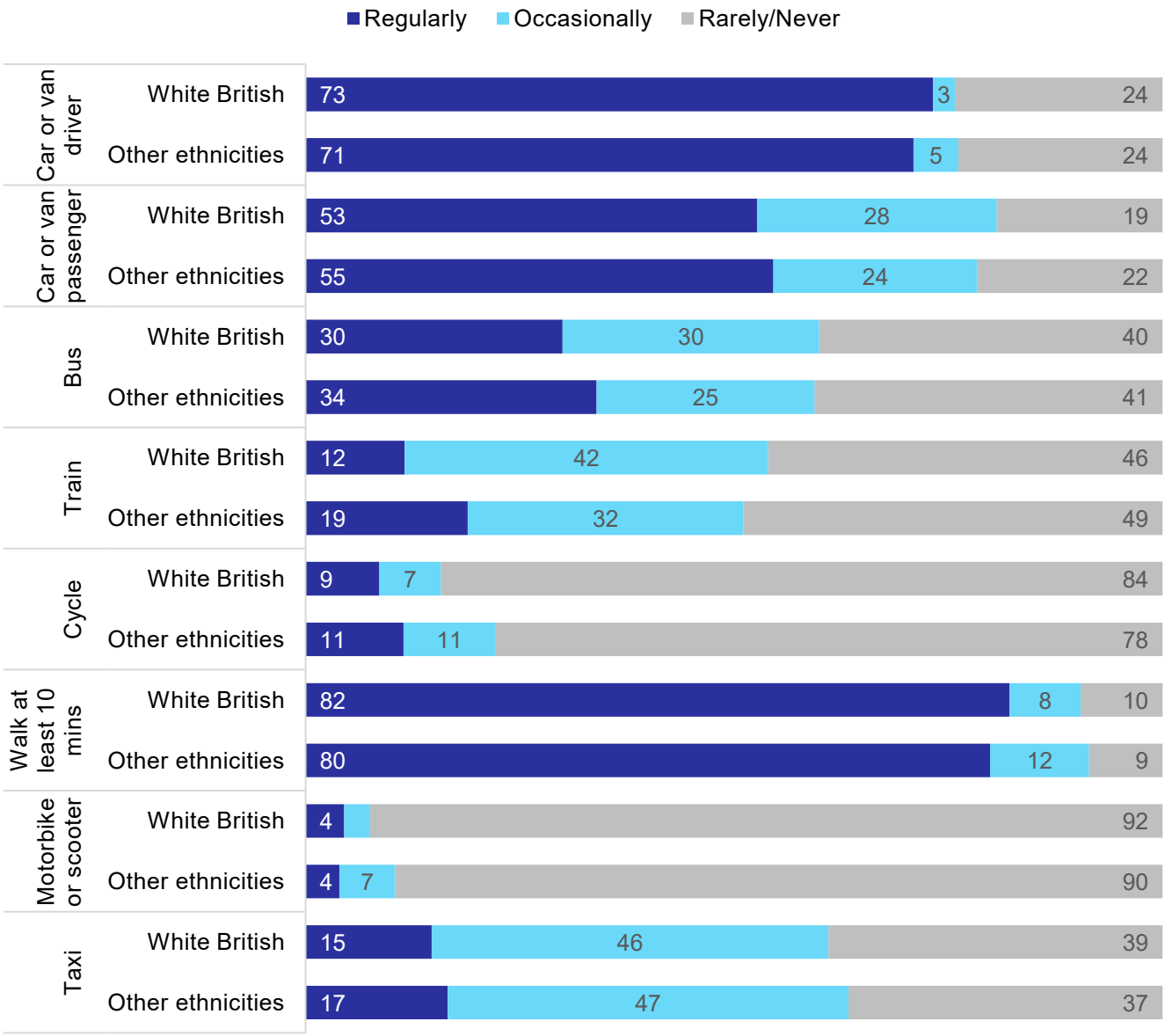
Question C7: *Thinking about how you travel in West Yorkshire, including the West Yorkshire part of cross-boundary journeys, how often do you…?*
Weighted Base: *People who stated their age range: Age group 16-34 n=567; 35-64 n=849; 65+ n=366)*

Figure 32: Frequency of travel by mode and gender (percent)



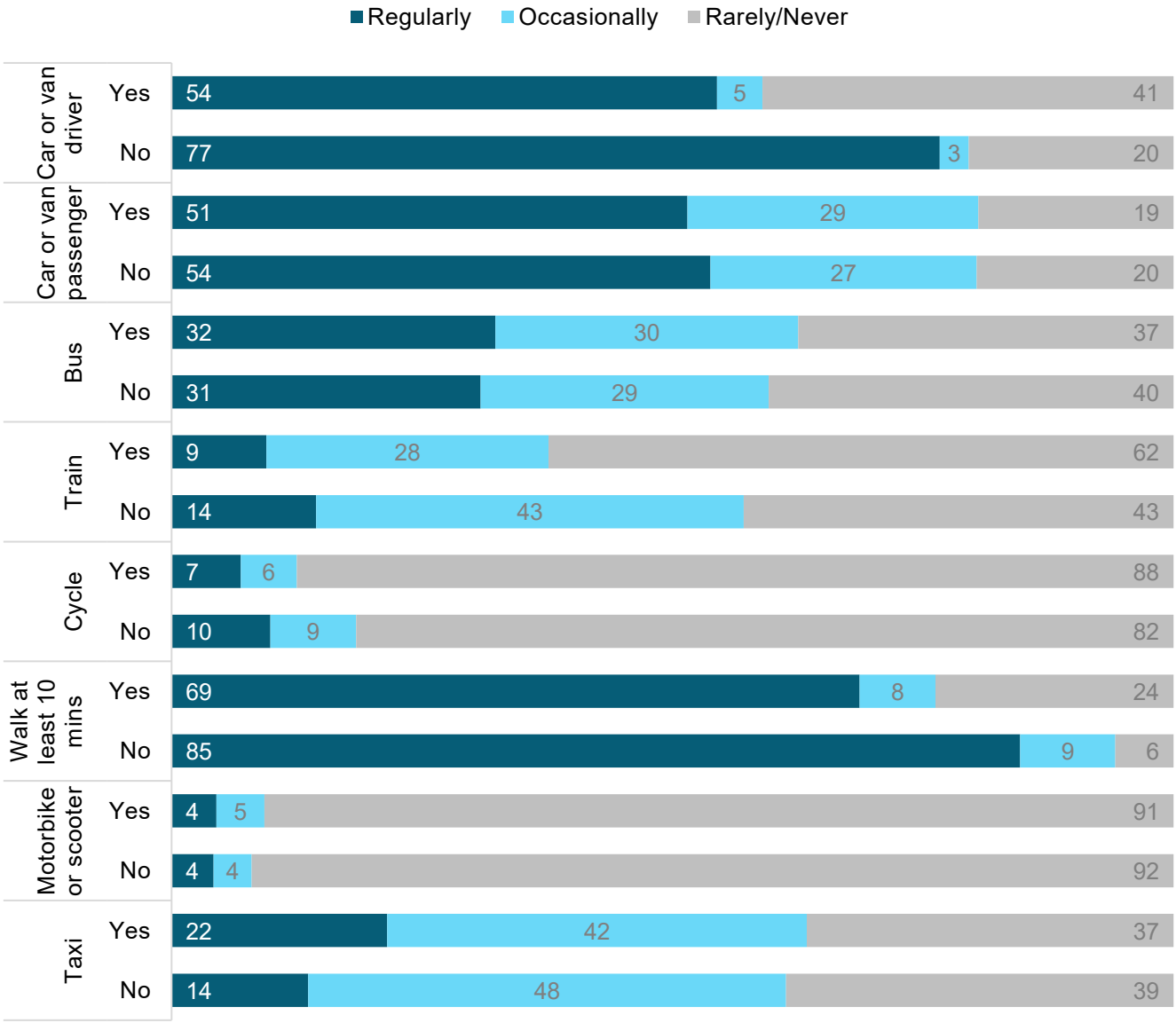
Question C7: *Thinking about how you travel in West Yorkshire, including the West Yorkshire part of cross-boundary journeys, how often do you…?*
Weighted Base: *Female n=922; Male n=871. Chart does not show 10 respondents who prefer not to say or prefer another term)*

Figure 33: Frequency of travel by mode and ethnicity (percent)



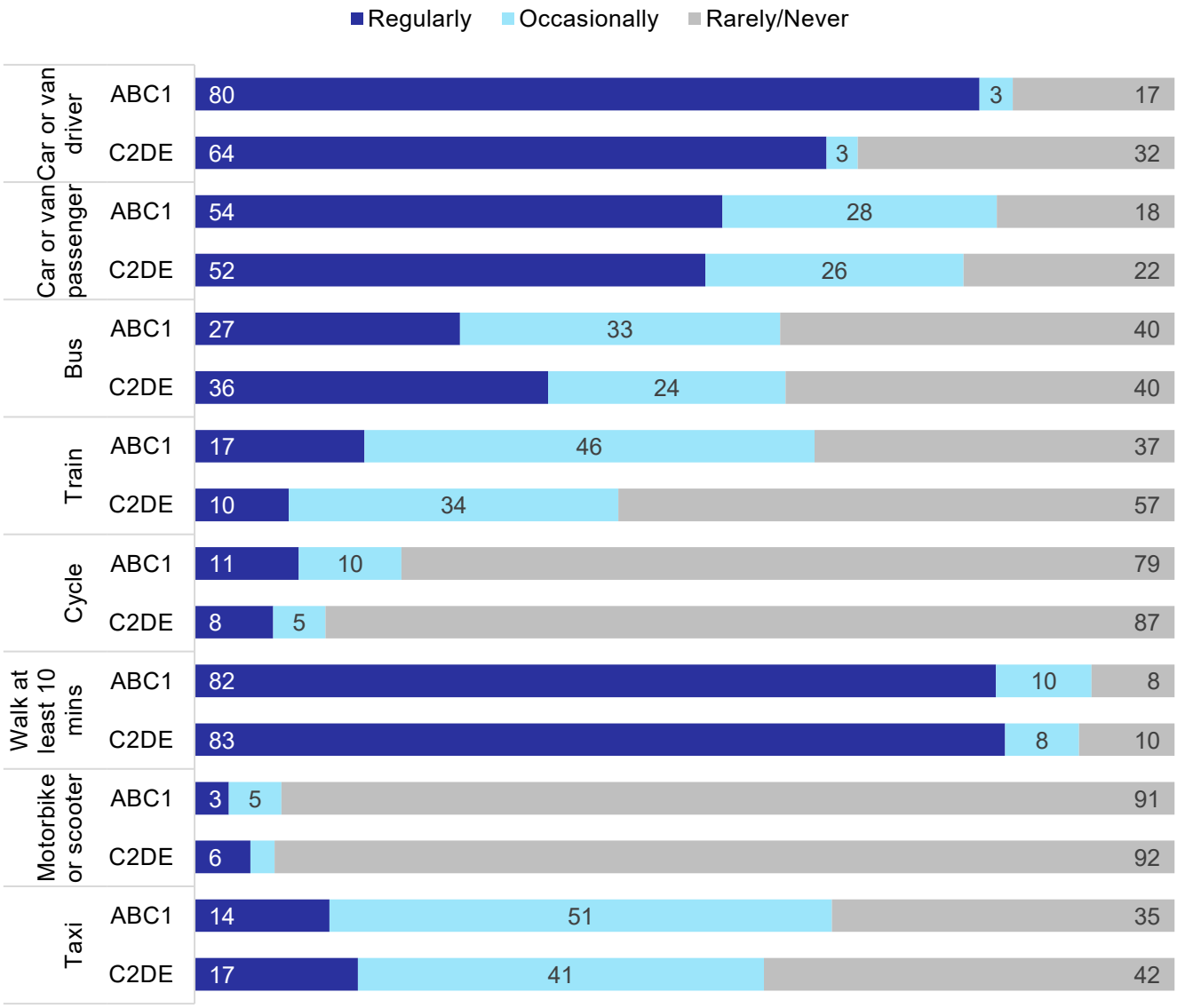
Question C7: *Thinking about how you travel in West Yorkshire, including the West Yorkshire part of cross-boundary journeys, how often do you…?*
Weighted Base: *All people except those who answered, 'prefer not to say' (by ethnicity White British ethnicity n=1,328, Other ethnicities n= 453)*

Figure 34: Frequency of travel by mode and disability (percent)



Question C7: *Thinking about how you travel in West Yorkshire, including the West Yorkshire part of cross-boundary journeys, how often do you…?* ***Question P1:*** *Are your day-to-day activities limited because of a health problem or condition which has lasted or is expected to last for 12 months or more?*
Base: *All people except those who answered, 'prefer not to say' (by disability Yes n=318, No n= 1,459)*

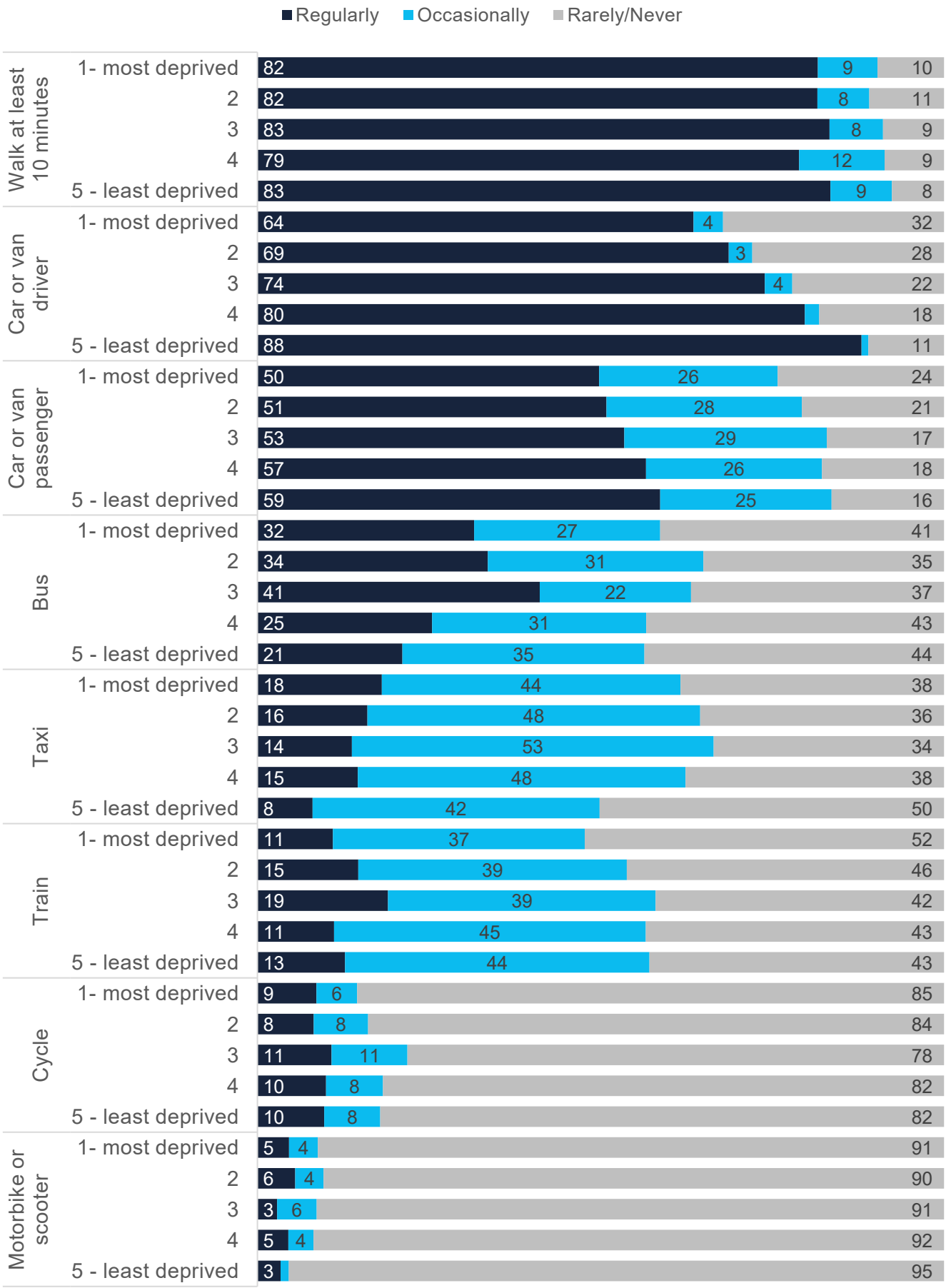
Figure 35: Frequency of Travel by mode and household social grade (percent) [15]



Question C7: *Thinking about how you travel in West Yorkshire, including the West Yorkshire part of cross-boundary journeys, how often do you…?*
Weighted Base: *All people except those who answered, 'prefer not to say' (ABC1 n=915, C2DE n=815)*

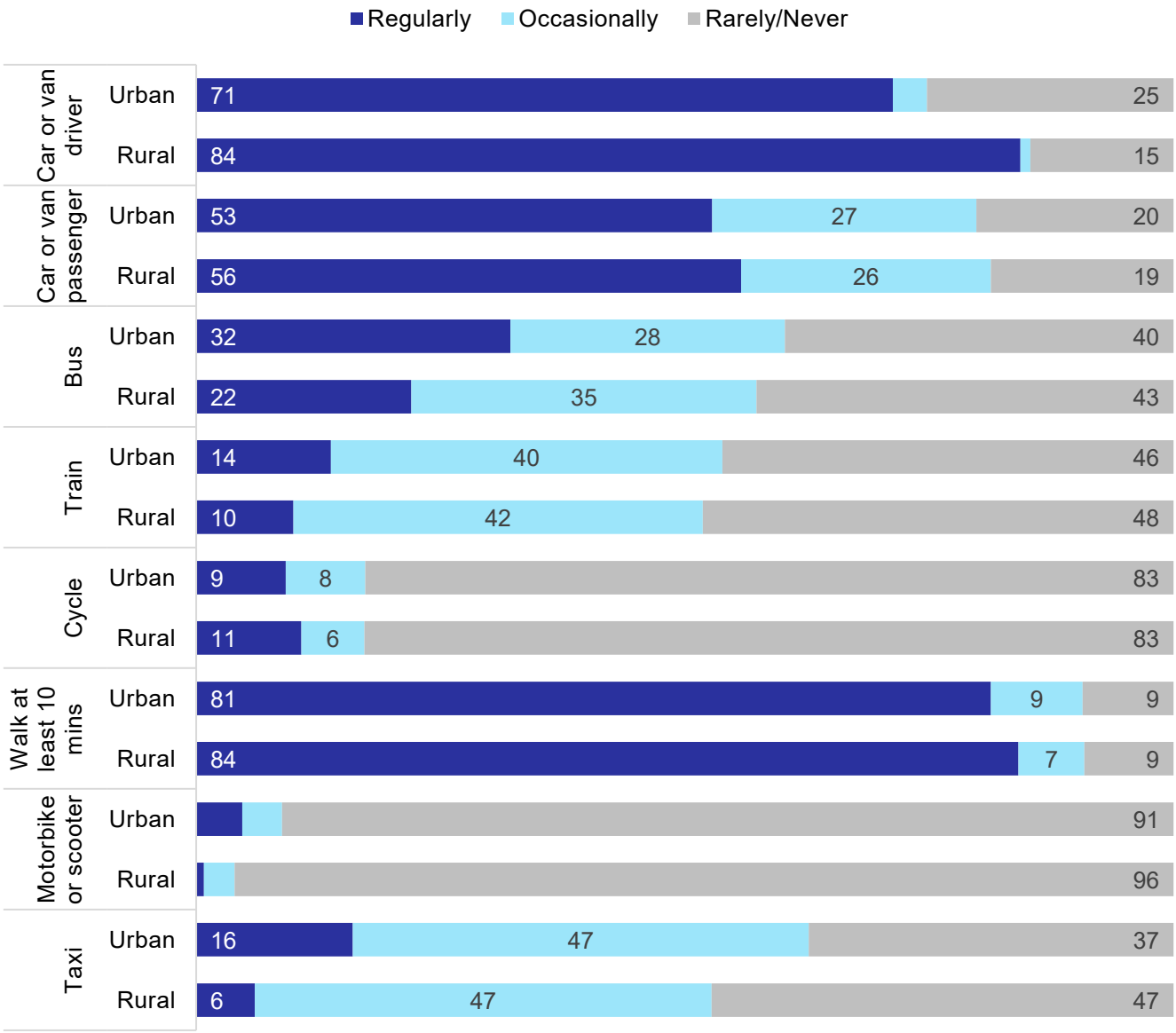
[15] Socio-economic groups are based on occupation. In this chart, they are grouped as ABC1 and C2DE. See the link for more details: Approximated Social Grade data - Office for National Statistics

Figure 36: Frequency of travel by mode and IMD quintile (percent) [16]



Question C7: *Thinking about how you travel in West Yorkshire, including the West Yorkshire part of cross-boundary journeys, how often do you…?* ***Weighted Base:*** *People who gave their postcode (1 - Most deprived n=557, 2 n=333, 3 n=317, 4 n=348, 5 - Least deprived n=236)*

Figure 37: Frequency of travel by mode and rural or urban (percent) [17]



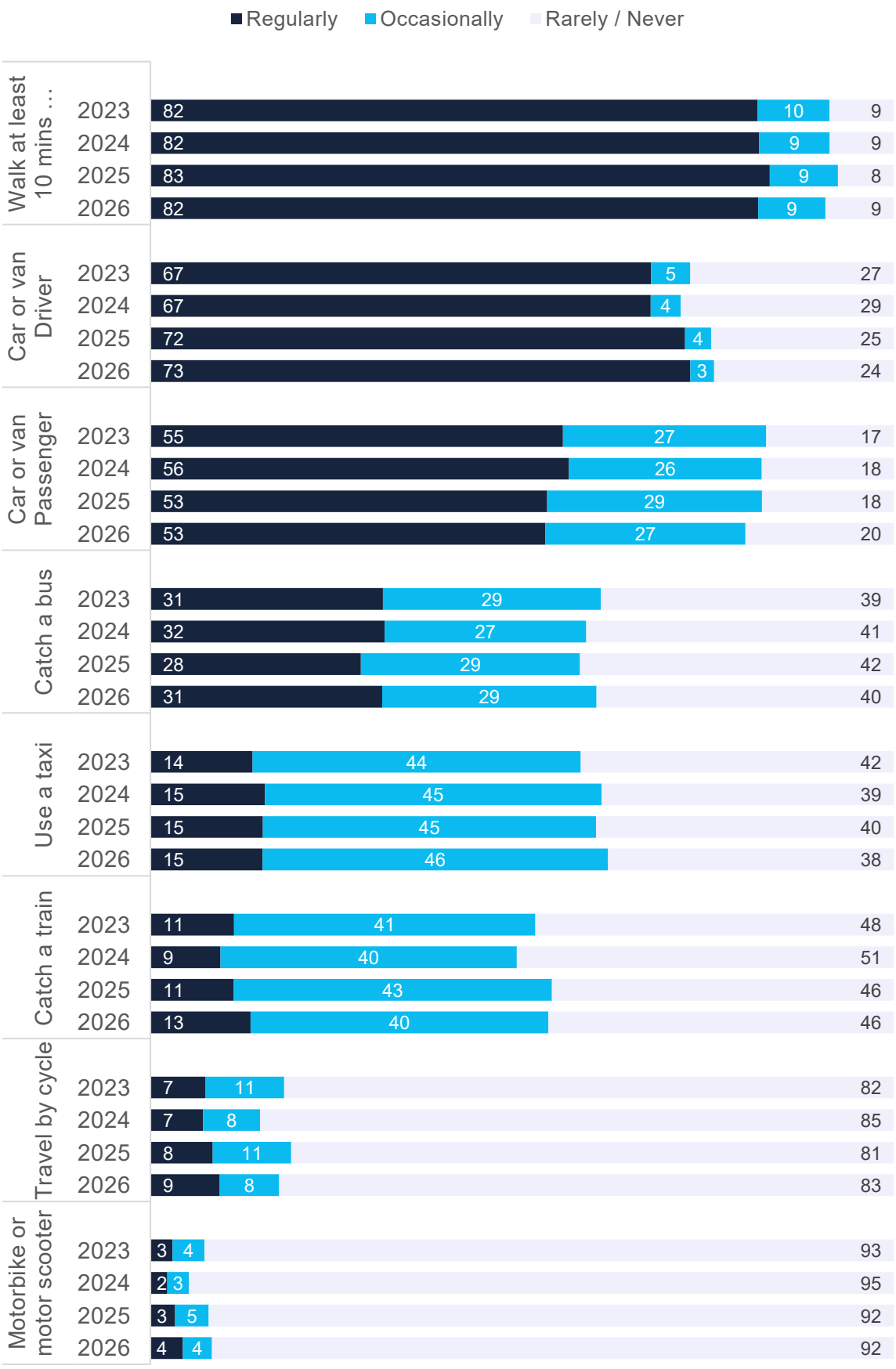
Question C7: *Thinking about how you travel in West Yorkshire, including the West Yorkshire part of cross-boundary journeys, how often do you…?*
Weighted Base: *People who gave their postcode (Urban n=1598, Rural n=193)*

[16] IMD (Index of Multiple Deprivations) is the widest-used measure of relative deprivation for small areas in England. IMD quintiles were assigned based on the people's postcode.

[17] Rural/Urban classification was derived by matching respondent postcodes to LSOAs using the postcode-to-LSOA lookup, then applying the ONS Rural–Urban Classification for each LSOA.

Appendix 3 – Mode use frequency over time

Figure 38: Frequency of travel by mode in four most recent survey waves (percent)



Source: *C7. Thinking about how you travel in West Yorkshire, including the West Yorkshire part of cross-boundary journeys, how often do you…?* ***Weighted Base:*** *all respondents (n=1,803)*

Appendix 4 – Public transport satisfaction by district and other factors

This appendix expands on the satisfaction with local bus and rail services, local bus stations, affordability, ticket price, and satisfaction with bus frequency, bus punctuality, and helpfulness of the bus driver. Satisfaction in this section is quoted on a scale of 1 to 10 where 1 is least satisfied.

People whose home postcode is within 400 metres (1/4 mile) of a bus stop that has at least 4 departures per hour in the morning peak were more satisfied with **local bus services** than other respondents (6.3 vs 5.7 out of 10 for the last three survey waves).

It appears that Bradford district generally had the highest satisfaction with **local bus services** and Wakefield the lowest. The gap between Bradford and Wakefield widened from around 0.4 out of 10 in 2022 to around 1.3 out of 10 in 2025. Satisfaction with bus services in Wakefield district and in Bradford district both showed an increase.

Bus stations in Bradford district continued to improve – in 2024 their score was impacted by the emergency closure of Bradford Interchange, which partially reopened in time for the 2025 survey and was fully reopened by the time of the 2026 survey. Calderdale showed improvement in 2024 – this could be associated with the opening of the rebuilt Halifax Bus Station.

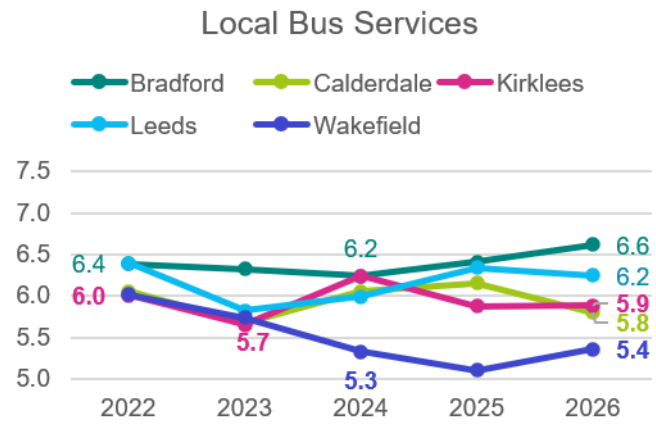
Bus stops: The satisfaction with bus stops appeared to higher across the two least deprived quintiles of deprivation and lower across the two most deprived quintiles, although this year (2026) the second and fourth quintile results were very close at a score of 7.0 while the most deprived quintile had a score of 6.4 and the least deprived 7.3.

Bus Ticket Price: It appears that people from the least deprived neighbourhoods were more satisfied with the bus ticket price than average, while the most deprived neighbourhoods showed the biggest reduction in satisfaction between 2025 and 2026, dropping from 7.0 to 6.8. People who were working were near the overall score (score 6.6 working, 6.5 overall), those who were long term sick or disabled, and retired were more satisfied (score 7.3), while other economic activities were less satisfied (score 5.6). When related to level of bus use, people who use the bus at least 4 days per week were less satisfied while people who use a bus 1 to 3 days per week are most satisfied.

There has been some fluctuation in the results for **helpfulness of bus drivers** across the districts. It appears that Wakefield district fell from around 7.7 out of 10 in 2023 and 2024 to 7.2 out of 10 in 2025 and 2026. It appears that satisfaction in Bradford District fell from 8.1 to 7.5 out of 10

The lowest satisfaction for **rail services** generally appears to be in Kirklees district. While all other districts showed improvements in the last two years Kirklees has remained in the range of 5.6 to 5.8 out of 10 while Bradford achieved a relatively high score of 7.0. It is plausible that Kirklees district has been the most negatively impacted by the ongoing TransPennine Route Upgrade.

Figure 39: Bus services



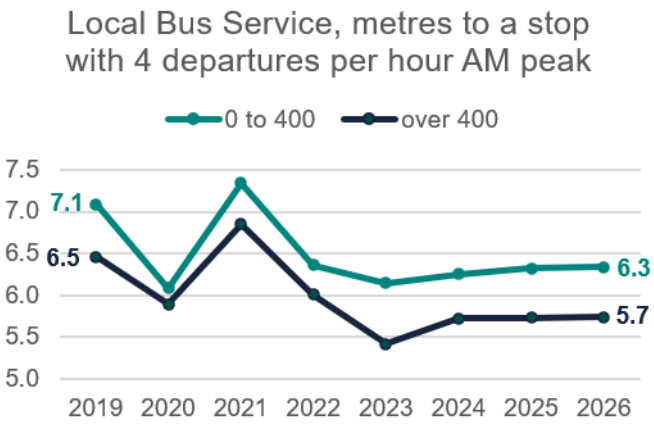
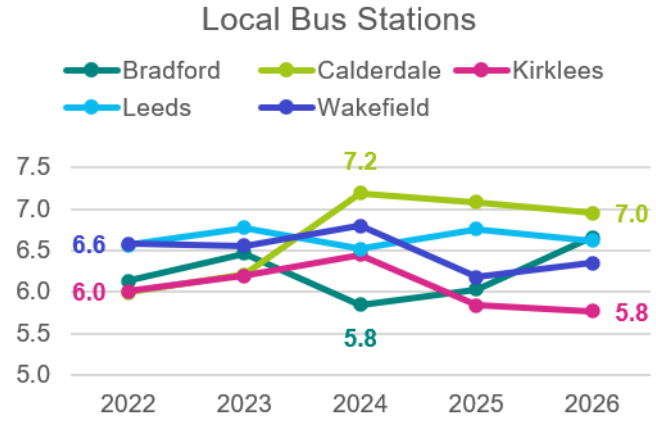


Figure 40: Bus infrastructure



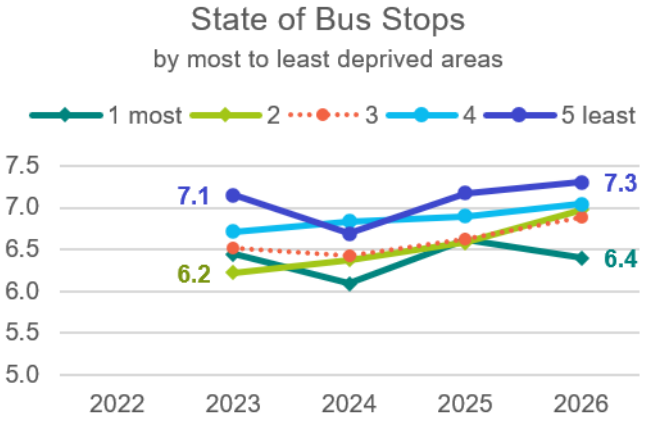
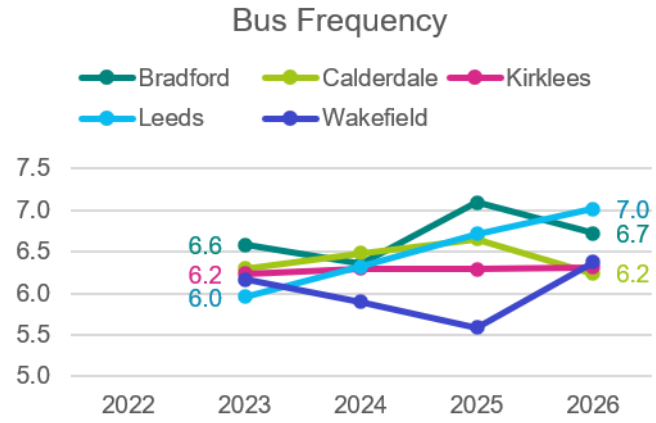


Figure 41: Bus frequency



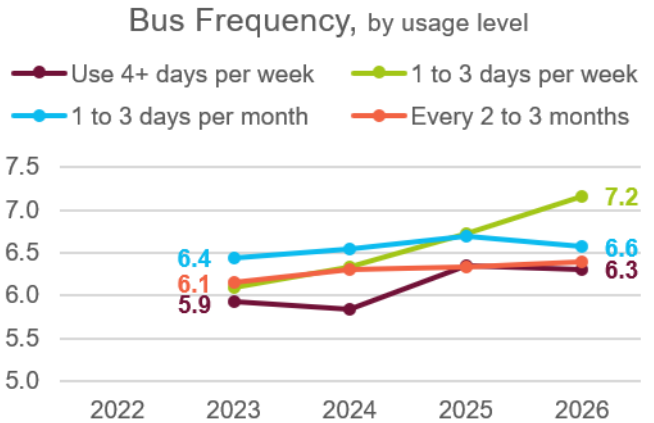
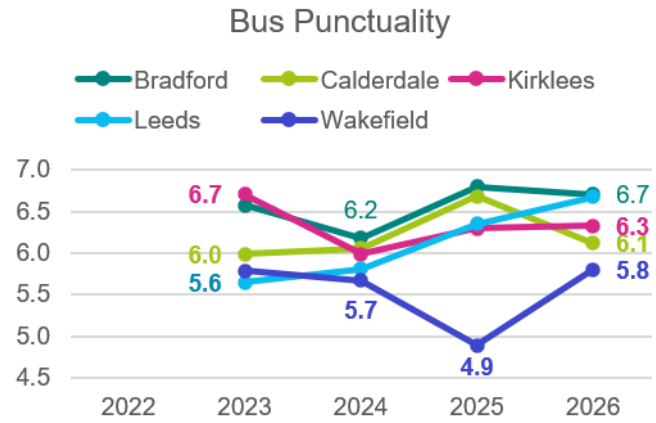


Figure 42: Bus punctuality



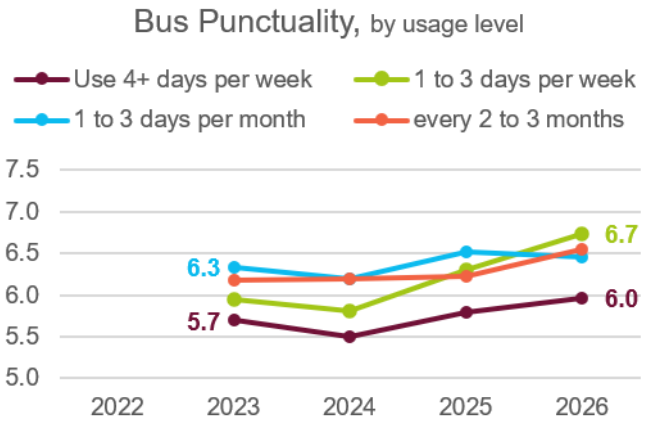
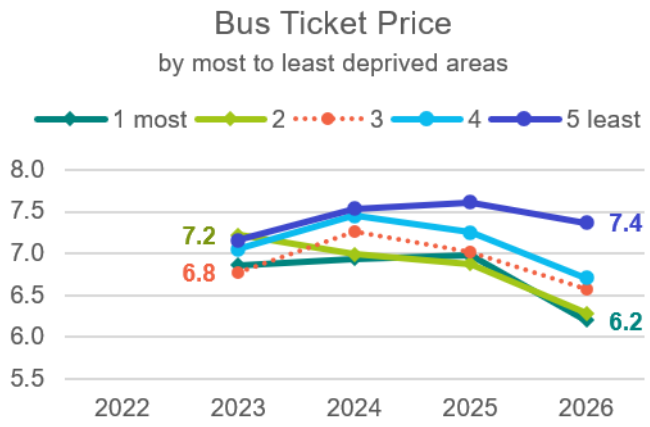
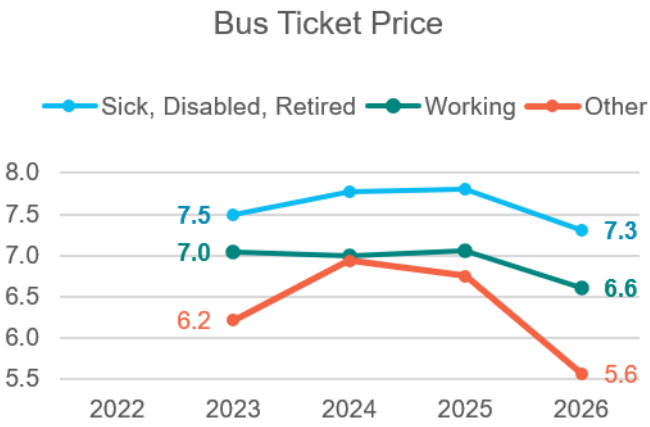
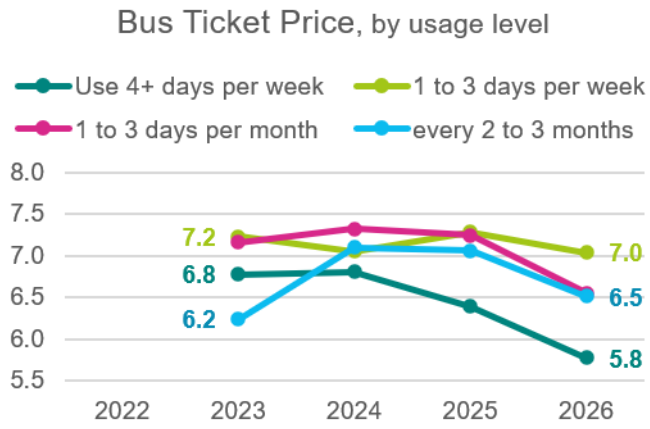


Figure 43: Bus ticket price







The ticket price time series in these charts show respondents who use the bus at least once every 3 months, *excluding* those who have a free bus pass and only ever travel for free.
This provides consistency across for comparison as the questionnaire routing was revised in 2026.

Figure 44: Bus drivers

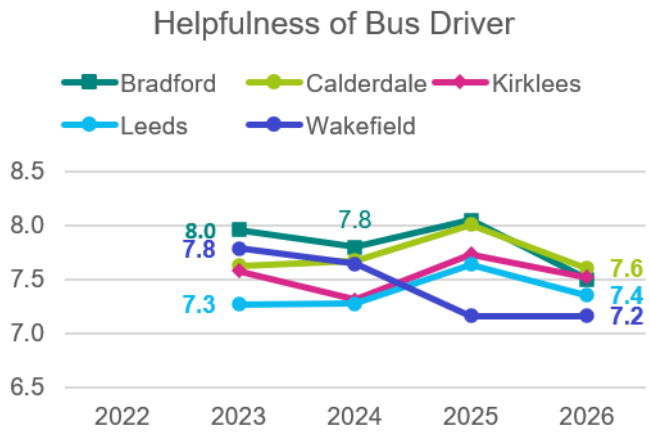
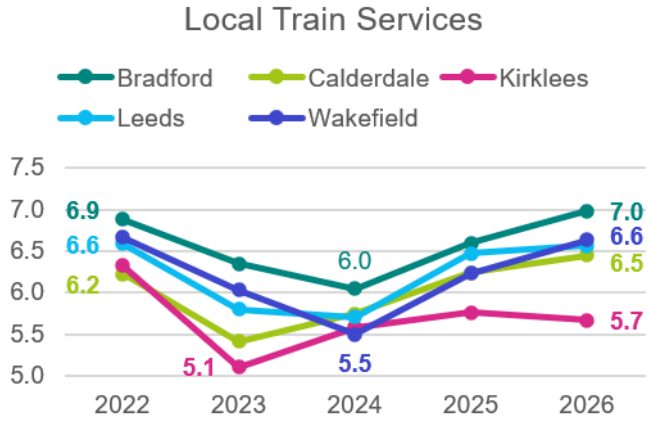


Figure 45: Train services



Appendix 5 – Affordability by Segment

Satisfaction scores for affordability

Table 4: Affordability of public transport

	Mean score (on a scale of 1 to 10)									
Segment	**2019**	**2020**	**2021**	**2022**	**2023**	**2024**	**2025**	**2026**	**Last 3 years**	**Base 2026**
West Yorkshire	6.2	5.2	6.0	5.6	6.2	6.5	6.4	6.2	6.3	1,573
Under 16s in the household	5.8	4.9	5.9	5.4	5.9	6.2	6.6	5.8	6.2	481
Full-time workers	5.8	4.8	5.7	5.3	5.9	6.2	6.1	6.0	6.1	772
Part-time workers	6.0	4.8	5.8	5.4	5.7	6.3	6.2	6.1	6.2	204
Social grade – ABC1	5.9	5.2	5.9	5.6	6.2	6.5	6.5	6.2	6.4	830
Social grade – C2DE	6.4	5.3	6.1	5.6	6.2	6.6	6.3	6.1	6.3	860

Satisfaction with the affordability of public transport for respondents with under 16s in the household has dropped significantly from 6.6 to 5.8 out of 10. Other groups of interest, respondents aged 16 to 24 have reduced satisfaction from 6.0 to 5.1.

Considering the latest three waves of survey, persons age 65 to 74 (7.2 out of 10) and age 75 plus (7.8 out of 10) were the most satisfied. In broad ethnicity, Asian/Asian British appeared the least satisfied (5.8 out of 10) and Black/Black British appeared the most satisfied (7.1 out of 10). People who were working full time (30 hours or more per week) were less satisfied (6.1 out of 10), as were those in full-time education (5.6 out of 10). The overall satisfaction is buoyed up by older people fully retired from work.

Table 5: Affordability of motoring

	Mean score (on a scale of 1 to 10)									
Segment	**2019**	**2020**	**2021**	**2022**	**2023**	**2024**	**2025**	**2026**	**Last 3 years**	**Base 2026**
West Yorkshire	5.9	5.4	5.6	5.6	5.3	5.5	5.6	5.4	5.5	1,608
Under 16s in the household	6.0	5.0	5.4	5.4	5.4	5.3	6.1	5.4	5.6	482
Full-time workers	5.7	5.4	5.5	5.4	5.1	5.3	5.5	5.2	5.3	804
Part-time workers	6.2	5.4	5.6	5.4	5.4	5.4	5.6	5.5	5.5	192
Social grade – ABC1	5.9	5.4	5.7	5.6	5.4	5.6	5.7	5.6	5.6	848
Social grade – C2DE	6.0	5.4	5.5	5.6	5.2	5.4	5.4	5.3	5.3	954

Satisfaction with the affordability of motoring has also dropped for respondents with under 16s in the household dropped significantly from 6.1 to 5.4 out of 10.

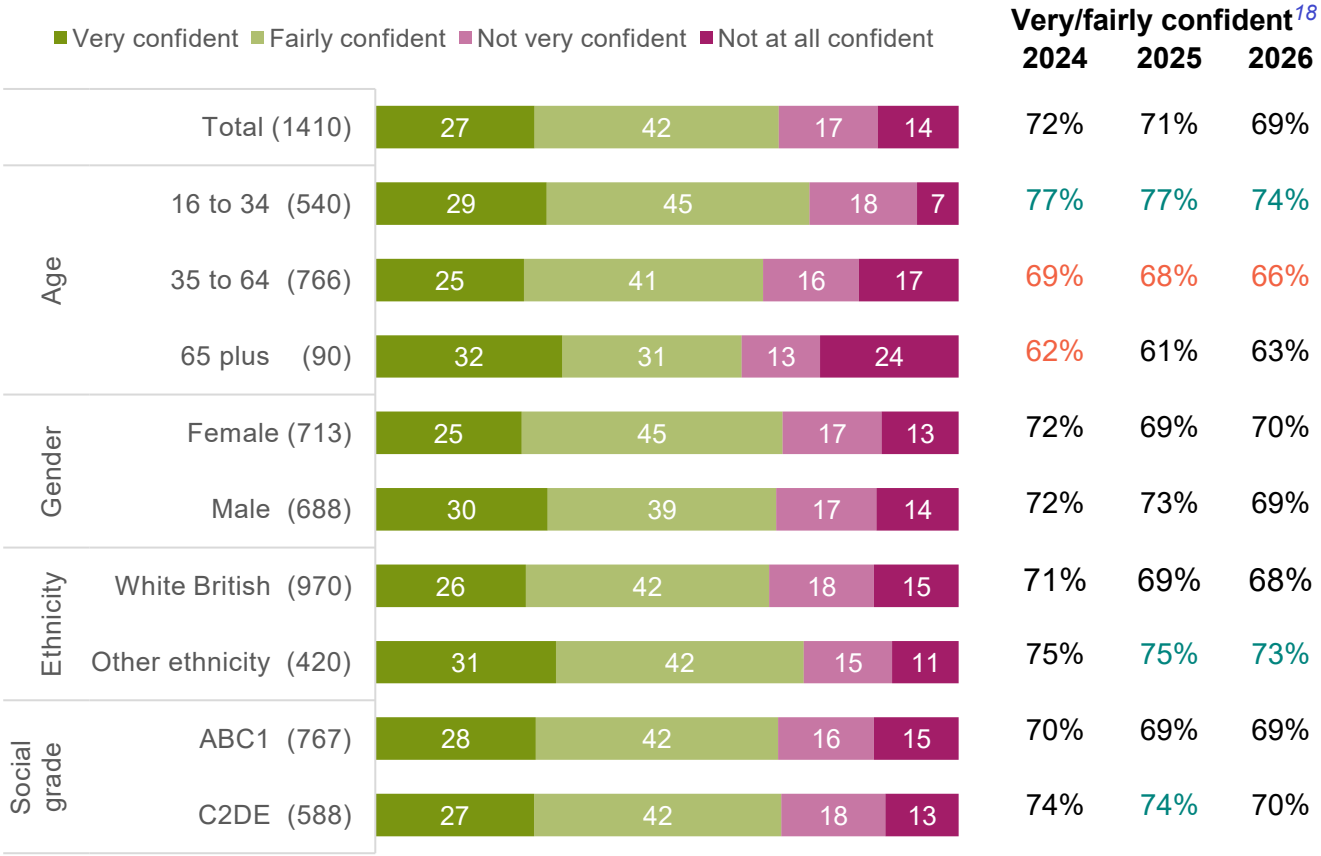
Considering the latest three waves of survey, groups that appear more satisfied than the general population are age 25 to 34 (5.8), 45 to 54 (5.2) 55 to 65 (5.2), 75 plus (6.2), Black/Black British (6.8), wholly retired from work (6.0) and socio grade AB (5.7). Segments that appear less satisfied than the general population social grade C2 (5.2). Full-time workers (5.3) also appear less satisfied – the difference is small, but the base is 2,268 so it is a moderate rather than strongly significant observation.

Appendix 6 – Ticket confidence demographics

Confidence purchasing best value bus tickets

In terms of purchasing the best value bus tickets, seven in ten say that they are either very or fairly confident (69%), leaving a sizable minority who are either not very (17%) or not at all confident (14%). Confidence is significantly higher among 16- to 34-year-olds (74%) along with respondents from ethnic minority backgrounds (73%).

Figure 46: Confidence purchasing best value bus tickets, 2026 (percent)



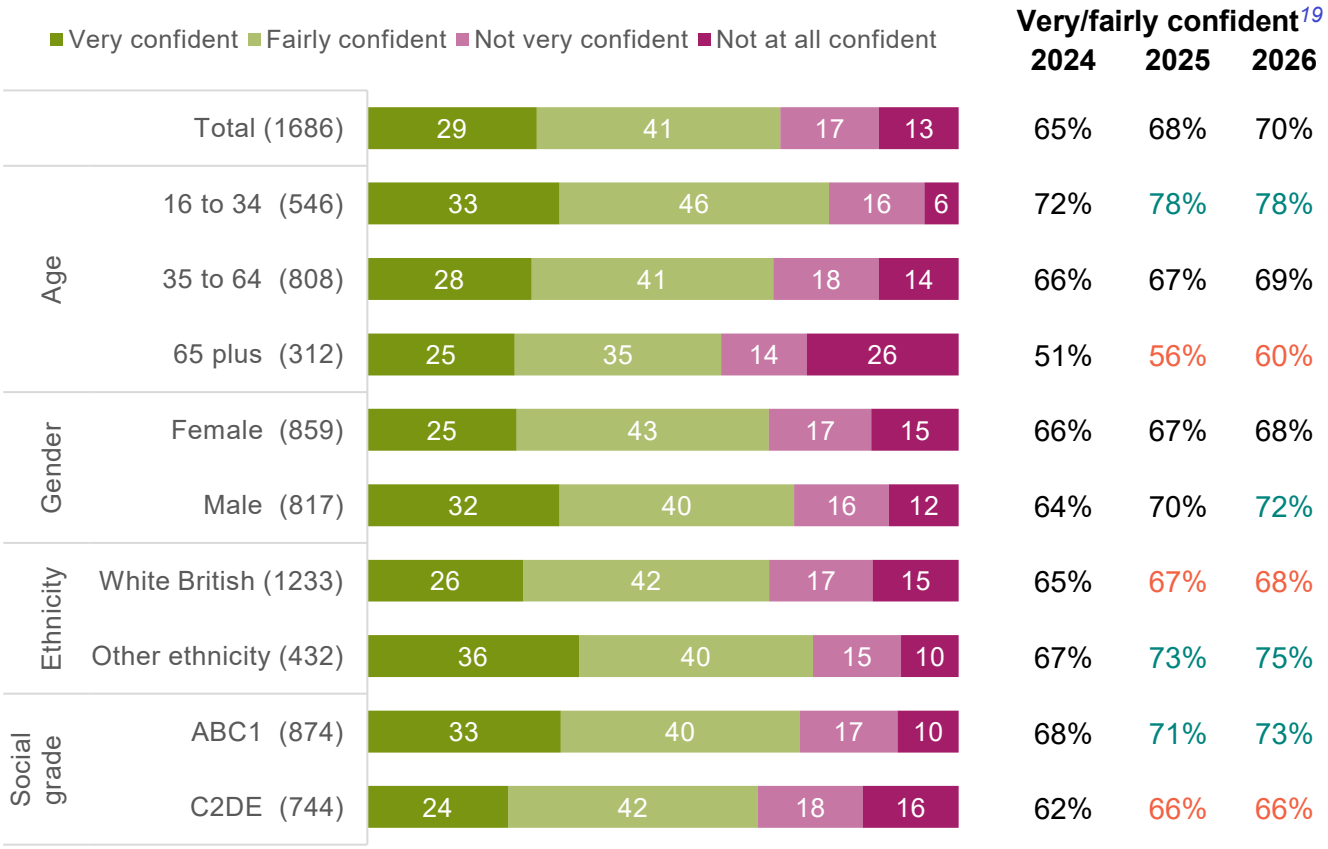
Question E13: *… Bus … How confident are you that you usually purchase the best value ticket?*
Weighted Base*: (in brackets) excludes free pass users who never pay for tickets and not applicable or don't know*

[18] Teal/orange text indicates a significantly better/worse result compared to total.

Confidence purchasing best value train tickets

Confidence levels around purchasing the best value train ticket were similar than for bus tickets (70% cf. 69%) in 2026, in the case of trains, these figures have improved compared with last year. Confidence was higher among those who are younger (78%), male (72%), ethnic minority backgrounds (75%), or in social grade ABC1 households (managerial, professional, supervisory, clerical, and admin (73%).

Figure 47: Confidence purchasing best value train tickets, 2026 (percent)



Question E23: *… Rail … how confident are you that you usually purchase the best value ticket?*
Weighted Base*: (in brackets) excludes free pass users who never pay for tickets and not applicable or don't know*

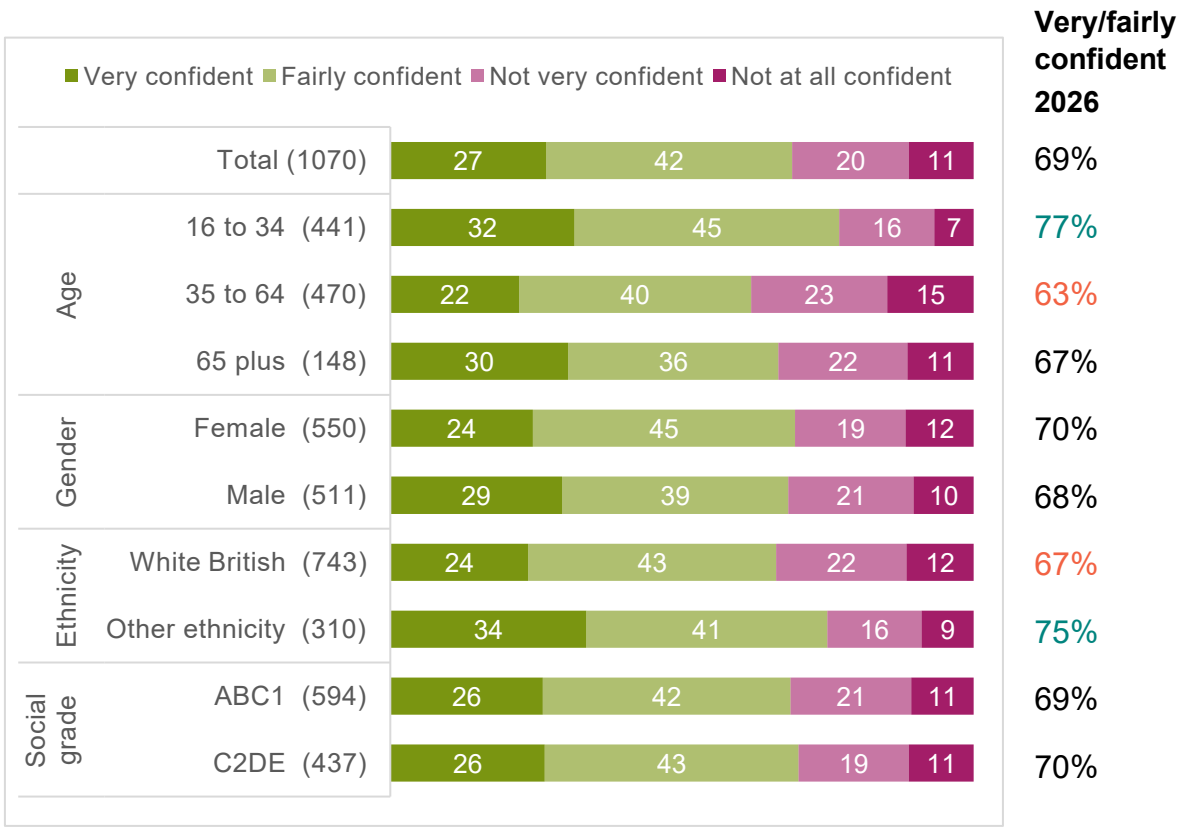
[19] Teal/orange text indicates a significantly better/worse result compared to total.

Confidence purchasing best value tickets for combined bus and rail journeys

In the latest wave in 2026, question E43 was introduced: *"When making combined bus and rail journeys, how confident are you that you're buying the right ticket(s) for your travel needs?"*. As this is a new question there are no previous years available for comparison.

Confidence levels around purchasing the best value train ticket were similar to those for bus and combined tickets (69% for train, 69% for bus, and 70% for combined). For combined bus and train journeys, younger people and those from ethnic minority backgrounds were more likely to feel 'very or fairly confident', this trend that also applies to individual bus and train trips.

Figure 48: Confidence purchasing best value combined journeys tickets, 2026 (percent)

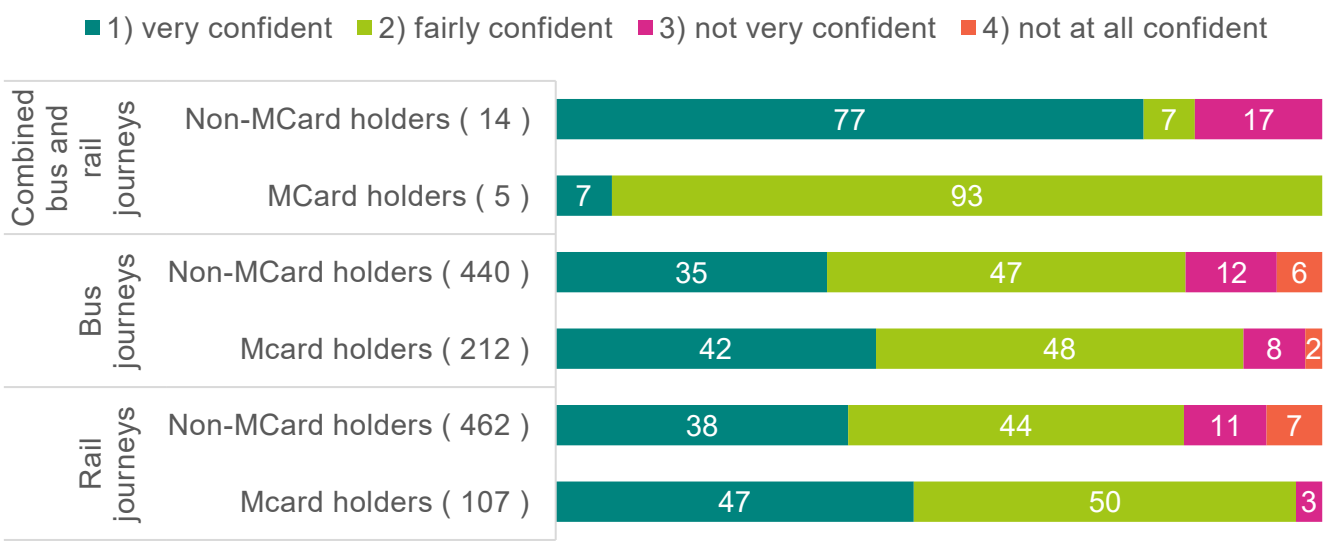


***Question E43**: When making combined bus and rail journeys, how confident are you that you're buying the right ticket(s) for your travel needs?*
***Weighted Base**: (in brackets) excludes free pass users who never pay for tickets, not applicable or don't know or and have no experience using buses and trains on the same day*

Respondents who use MCard branded products could select one of three options: bus-only, rail-only, or bus & rail. Since bus & rail MCard holders use both transport modes, they are relevant to both bus and rail analyses. Therefore, when comparing respondents' confidence, it is important to consider how this group is included in the analysis.

There was no significant difference in the proportion who feel 'very confident' or 'fairly confident' among MCard users of the relevant mode. However, a relatively higher *proportion,* between 42% and 47%, reported feeling very confident in purchasing the best-value ticket for MCard users that used the relevant mode at least once per month.

Figure 49: MCard users by confidence purchasing best value (percent)



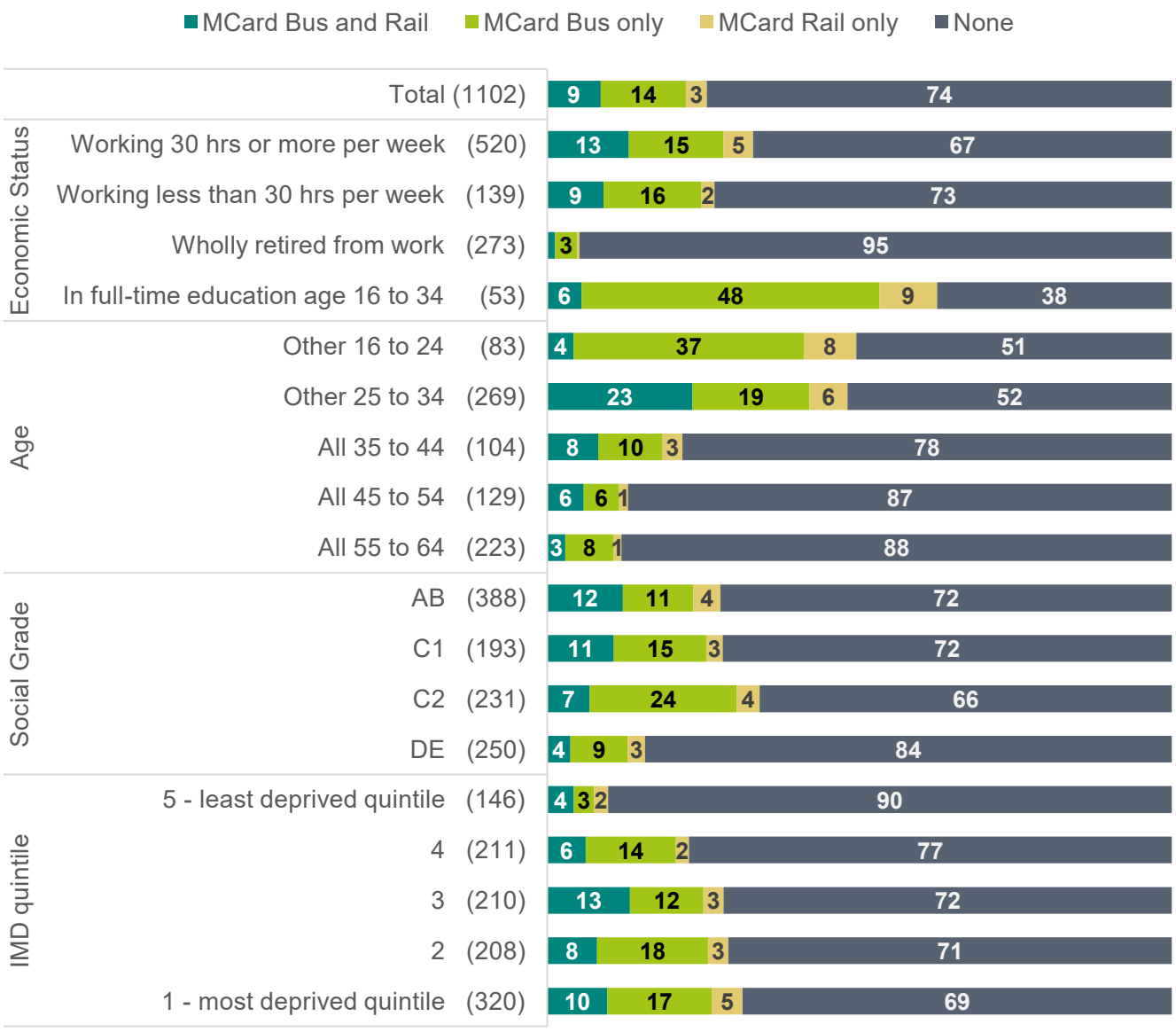
***Question E44**: Do you use MCard branded products?*
***Question E13:** When you travel on local buses in West Yorkshire, how confident are you that you usually purchase the best value ticket?*
***Question E23:** When you travel on local trains in West Yorkshire, how confident are you that you usually purchase the best value ticket?*
***Weighted Base:** (in brackets) Uses MCard products and uses stated mode at least once a month*

Appendix 7 – Who uses MCard?

It appears that:

- Respondents in full-time education were the most likely to say that they use MCard products (62%), predominantly bus only products.
- Use reduces with age, though 25 to 34 appears to be the most likely group to use MCard bus and rail products.
- Full-time workers appear slightly more likely to use MCard products than part-time workers.
- Around 1 in 4 social grades ABC1 (managerial, supervisory, clerical and student households) used MCard, increasing to 1 in 3 at grade C2 (skilled manual workers), and reducing to 16% grade DE (unskilled workers, unemployed or retired living entirely on state benefits). ABC1 respondents were quite balanced between MCard bus and rail and MCard bus only, whereas C2 respondents appeared more likely to use MCard bus only.
- Perhaps counter-intuitively to social grade, use was 10% in neighbourhoods that were in the least deprived IMD quintile, increasing to 31% in most deprived quintile neighbourhoods. The middle quintile appeared to have the highest share of quintile with highest rate of MCard bus & rail.

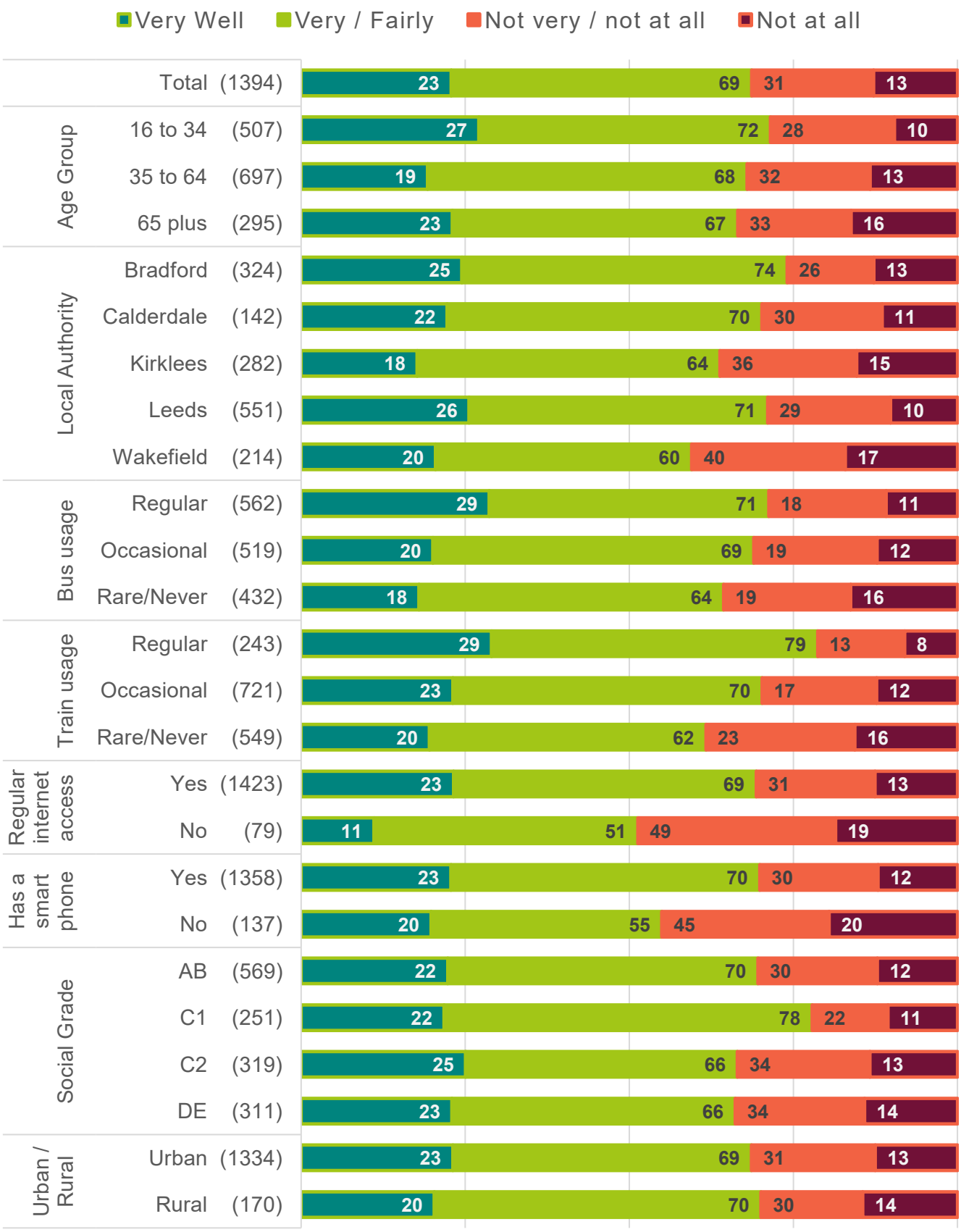
Figure 50: MCard user demographics (percent)



Question E44: *Do you use MCard branded products (If yes what modes)? Rail--only may refer to cross-boundary rail--only and it may refer to rail-only day tickets, or it could indicate some misunderstanding of the question.*
Weighted Base: *Use bus and or train at least once a month in West Yorkshire (size in brackets)*

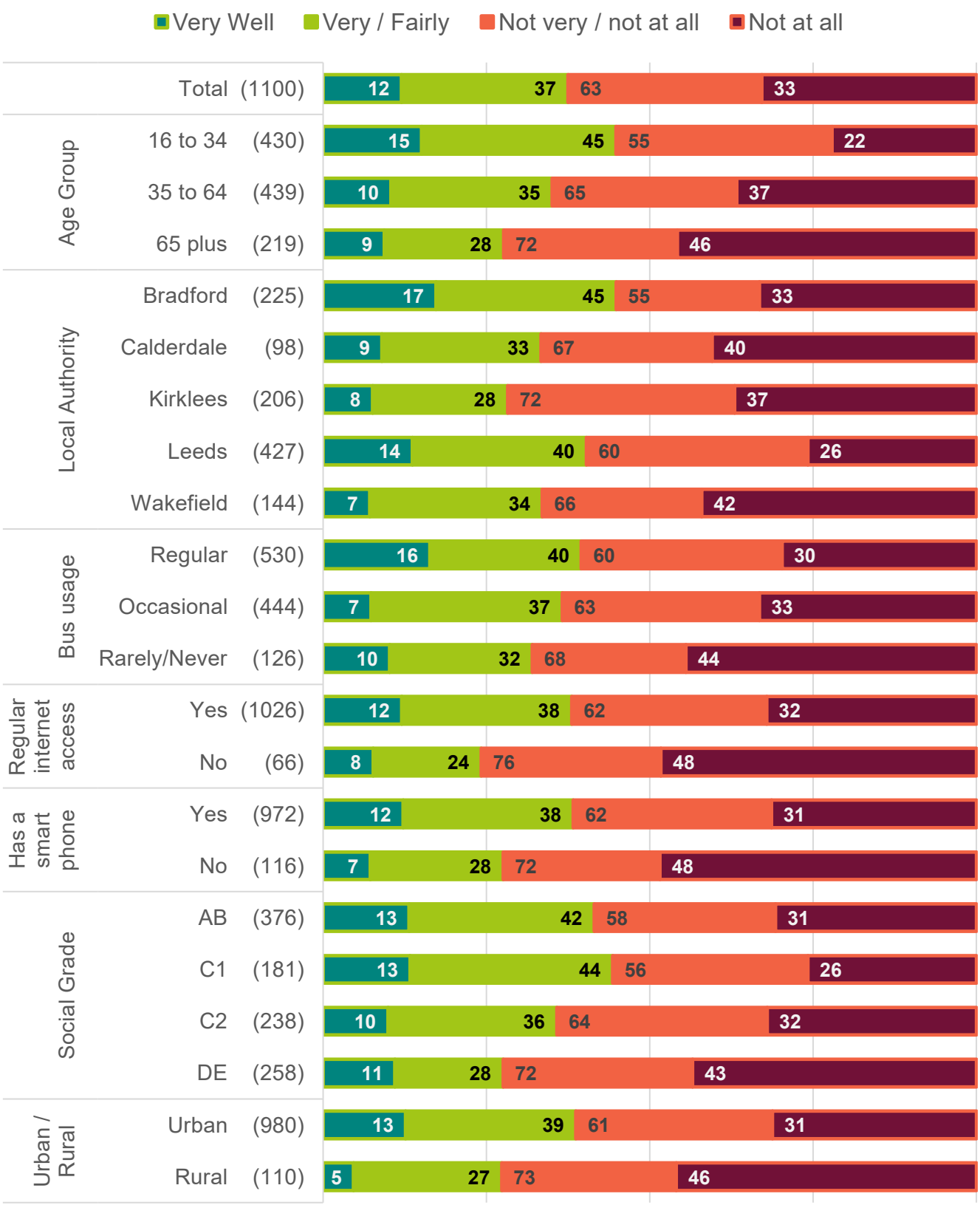
Appendix 8 – How informed people feel

Figure 51: How informed people feel when public transport is running as scheduled (percent) *(see section 8.2 above for notes)*



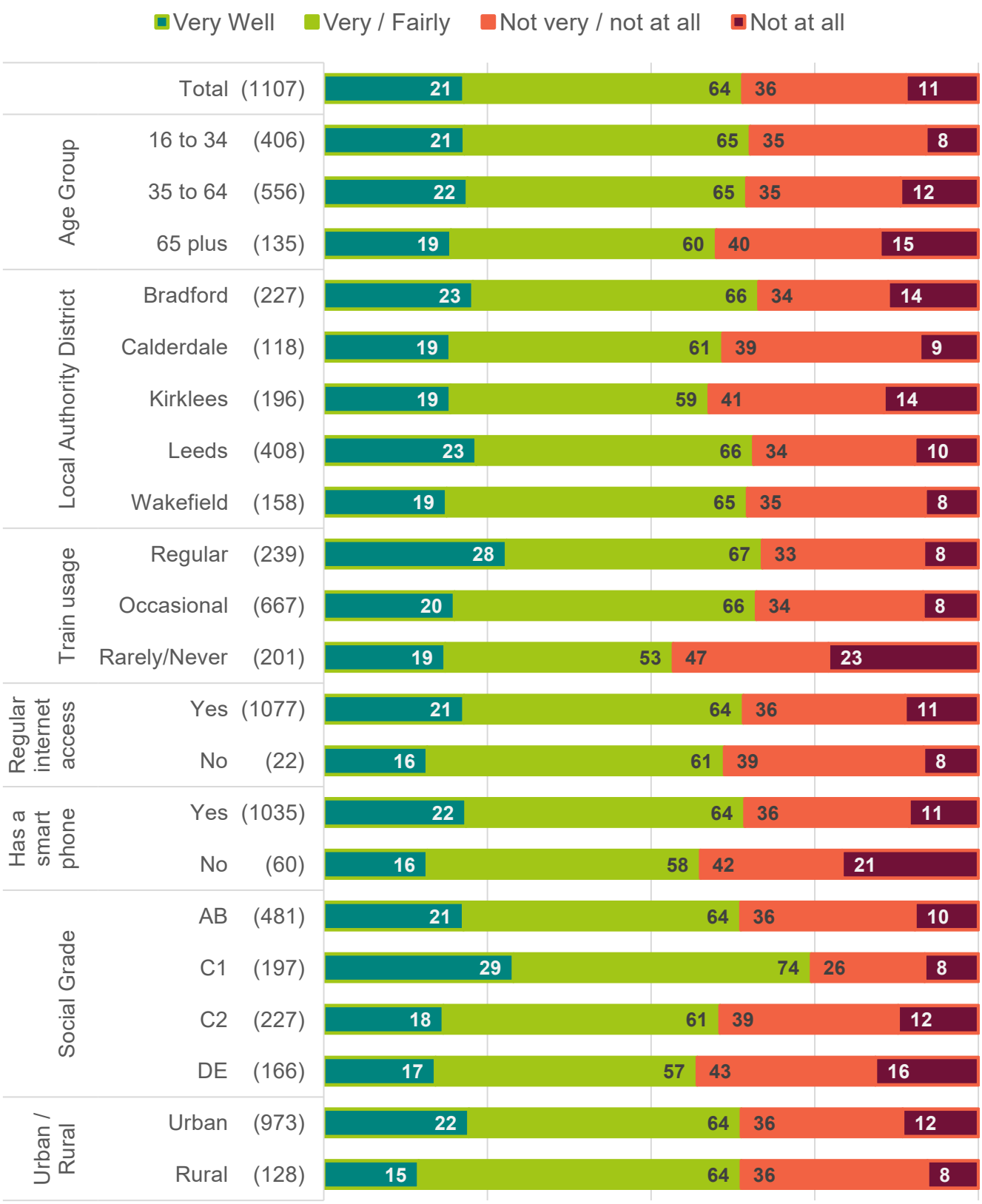
Question F50: *To what extent do you feel informed when local public transport is running as scheduled?*
Weighted Base*: Respondents who use buses and/or trains at least once a year and gave an opinion (in brackets)*

Figure 52: How informed people felt when their local bus service was disrupted (percent) *(see section 8.2 above for notes)*



Question F50: *To what extent did you feel informed last time your bus service was disrupted?*
Weighted Base*: Respondents who use buses at least once a year and gave an opinion to answer the question (size in brackets)*

Figure 53: How informed people felt when their local rail service was disrupted (percent) *(see section 8.2 above for notes)*



Question F50: *To what extent did you feel informed last time your rail service was disrupted?*
Weighted Base*: Respondents who use trains at least once a year and gave an opinion to answer the question (size in brackets)*

Appendix 9 – Data quality and validation report – Prepared by DJS research

1 Background and context

Since 2003, West Yorkshire Combined Authority (WYCA) has run an annual survey to better understand West Yorkshire residents' perceptions and attitudes towards transport and infrastructure in the region.

This research sits alongside other evidence such as the National Travel Survey (NTS), the National Highways and Transportation Survey (NHT), the national survey of rail passengers and bus passengers conducted by Transport Focus, and empirical evidence on usage of services and assets.

Results from this survey are used to inform strategic and operational decision making and measure performance of the West Yorkshire Transport Strategy 2040, as well as for monitoring of the Connecting Leeds programme.

This report outlines the processes undertaken during the 2026 wave of the research to ensure the robustness, accuracy, and reliability of the data collected, including questionnaire design, fieldwork methodology, validation checks, and weighting approach. Its aim is to provide transparency and confidence in the quality of the data which underpins the findings.

2 Methodology

Responses were gathered from January to March 2026 using a mix of telephone (1,243) and online (560) methods, achieving a total of 1,803 responses. This is the fourth wave where a blended methodology has been used (earlier waves used a telephone only approach).

Quotas were set to obtain a representative sample of West Yorkshire. A combination of census 2021 and mid-year population estimates were used to define population targets. Where necessary, results have been weighted at a district level by age, gender, ethnicity, disability and SEG to correct for imbalances in the sample population *(see weighting for further detail)*.

*Table 1: **Unweighted** quotas and achievement*[20]

Quota type	Group	Target quota (n)	Achieved (n)
District	Bradford	22% (403)	23% (423)
	Calderdale	9% (158)	9% (166)
	Kirklees	18% (331)	19% (345)
	Leeds	35% (633)	34% (612)
	Wakefield	15% (275)	14% (257)
Gender	Female	52% (924)	56% (1,006)
	Male	48% (876)	44% (789)
Age	16-34	32% (579)	27% (486)
	35-64	47% (853)	44% (802)
	65+	21% (368)	27% (494)

[20] Please note, percentages achieved may not add up to 100% due to a small number of respondents choosing not to answer these profiling questions.

Quota type	Group	Target quota (n)	Achieved (n)
Ethnicity	White British	74% (1,335)	80% (1,445)
	White: Other	5% (82)	3% (51)
	Asian: Pakistani	10% (175)	5% (91)
	Asian: All Other	5% (90)	4% (64)
	Black, Mixed and Other	7% (118)	7% (129)
SEG	ABC1	52% (932)	62% (1,125)
	C2DE	48% (868)	34% (614)
Disability	Yes	18% (317)	26% (462)

3 Questionnaire development

As part of ongoing efforts to enhance the robustness and actionability of the survey, two updates were introduced to the questionnaire in 2026 to strengthen the depth and future usability of the data.

First, the ethnicity question was expanded to a more granular classification. This was previously captured at a high-level, but the revised approach now aligns more closely with standard detailed categories, allowing for improved representation, more accurate subgroup analysis, and greater comparability with external benchmarks.

Second, two targeted open-ended questions were added to follow up with respondents who reported particularly high or low levels of satisfaction with aspects of public transport. This was designed to capture the underlying reasons behind these ratings in respondents' own words. The resulting verbatim responses were analysed to generate indicative code frames, providing an evidence base to inform the development of more robust closed-ended questions in future waves.

4 Data quality

Online panel data quality was monitored continuously throughout fieldwork, with a series of checks applied to identify and remove low-quality or potentially fraudulent responses. Each response was assessed against a set of predefined criteria, with any failures flagged. These flags were then aggregated at respondent level, and any cases with three or more flags were automatically excluded from the final dataset.

Responses were flagged where they demonstrated elevated suspicion scores based on dedicated quality check questions, unusually fast completion times (defined as less than 40% of the average survey length, equivalent to under five minutes in this case), or duplicate IP addresses, where only the first valid completion was retained. Open-ended responses were also reviewed to identify low-quality verbatims, including nonsensical, irrelevant, or clearly AI-generated content. In addition, patterns such as flatlining across grid questions were flagged as indicators of disengaged responding.

Alongside these core checks, further validation was conducted to identify inconsistencies within responses. This included reviewing contradictory answers across key variables, for example where stated employment status did not align with reported age (e.g. wholly retired and aged 16-24). Together, these measures ensured that the final dataset was robust, reliable, and suitable for analysis.

4.1 CATI quality checks

CATI fieldwork quality was managed through a structured call monitoring framework, with interviews assessed using percentage-based scoring across five key stages of the call: open and welcome, control and tone, probe and confirm, thank and close, and regulatory compliance. Each section was evaluated against defined criteria, with interviewers required to fully meet standards to

achieve full marks, otherwise deductions were applied. Monitoring covered interviewer behaviours such as establishing rapport, maintaining professionalism and control, probing effectively without leading, and accurately recording responses. Particular emphasis was placed on the regulatory section, where strict adherence to MRS guidelines, including correct script delivery, disclosure, and data recording, was mandatory, and any failure in this area resulted in significant score penalties. This process ensured consistent interviewer performance, high-quality data capture, and full compliance with industry standards.

5 Weighting

The final sample included 1,803 responses. To correct for any imbalances between the quotas and the achieved sample, RIM weighting has been applied to the data. This is an iterative computerised process where multiple rounds of adjustments are made to optimise the sample weights. This is a common technique employed in market research, including in surveys of this nature.

As well as this, since shifting to a mixed method approach, a second modal-shift [refers to mode of surveying] correction weight has been applied to preserve the integrity of the time series and ensure results are comparable over time.

In this instance, three weights are applied in the following order:

1. Demographic weighting
2. Modal-shift correction weighting
3. Granular ethnic minority group weighting

5.1 Demographic weighting

In the first instance, the profile of respondents is weighted within individual regions to ensure that the views expressed by the respondents taking part in the research reflect the views of the total population base. This is important to make sure interviewed samples reflect the residents in terms of their key demographics. Also, the proportions of respondents per district are representative of the total sample.

Age

The sample matches the population profile well in terms of age with a lower proportion of 16–34-year-olds across most regions. A slight corrective weight is applied to ensure parity.

Table 2: Age: achieved sample profile versus population profile

		Achieved sample	Population profile
Bradford	16-34	31% (133)	33%
	35-64	43% (181)	48%
	65+	25% (104)	19%
Calderdale	16-34	22% (37)	27%
	35-64	45% (75)	50%
	65+	29% (48)	23%
Kirklees	16-34	23% (78)	30%
	35-64	48% (165)	49%
	65+	29% (99)	22%
Leeds	16-34	30% (181)	36%
	35-64	44% (271)	45%
	65+	25% (156)	19%
Wakefield	16-34	22% (57)	28%
	35-64	43% (110)	49%

		Achieved sample	Population profile
	65+	34% (87)	23%

Gender

The sample is close to the population in terms of gender. A very slight corrective weight is applied to ensure parity with the population profile.

Table 3: Gender: achieved sample profile versus population profile

		Achieved sample	Population profile
Bradford	Female	54% (227)	51%
	Male	46% (193)	49%
Calderdale	Female	58% (96)	52%
	Male	42% (69)	48%
Kirklees	Female	54% (188)	51%
	Male	46% (157)	49%
Leeds	Female	57% (346)	51%
	Male	43% (262)	49%
Wakefield	Female	58% (149)	51%
	Male	42% (108)	49%

SEG

The interviewed sample in Bradford and Wakefield is skewed towards ABC1's compared to the population while other regions are better matched to the population profile. The discrepancy is corrected through weighting.

Table 4: SEG: achieved sample profile versus population profile

		Achieved sample	Population profile
Bradford	ABC1	63% (266)	47%
	C2DE	34% (144)	53%
Calderdale	ABC1	55% (92)	53%
	C2DE	40% (66)	47%
Kirklees	ABC1	58% (200)	51%
	C2DE	38% (132)	49%
Leeds	ABC1	68% (414)	58%
	C2DE	29% (177)	42%
Wakefield	ABC1	60% (153)	45%
	C2DE	37% (95)	55%

Disability status

There is a higher prevalence of disability amongst the interviewed sample, though it should be noted that the age correction brings the proportion more in line with population profile. The discrepancy is corrected through weighting.

Table 5: Disability status: achieved sample profile versus population profile

		Achieved sample	Population profile
Bradford	No disability	71% (302)	83%
	Disability	26% (109)	17%
Calderdale	No disability	69% (114)	82%
	Disability	29% (48)	18%
Kirklees	No disability	75% (259)	83%
	Disability	24% (82)	17%
Leeds	No disability	76% (465)	83%
	Disability	23% (140)	17%
Wakefield	No disability	67% (172)	80%
	Disability	32% (83)	20%

5.2 Modal-shift correction weighting

Following the initial weighting to correct for any demographic bias, it is also important to account for methodological impacts to preserve comparability with previous waves which did not use a mixed-method approach. Figures reported in this section reflect those with only the initial demographic weighting applied (at this stage in the weighting process, ethnic minority grouping weightings are yet to be applied).

At first look, there are some large differences between the online and telephone responses. For example, online respondents are less likely to place importance on affordability of public transport/local buses and are less likely to drive compared to telephone respondents.

Table 6: Significant differences between telephone and online sample

	Telephone	Online
Respondent is **very confident** that they usually purchase the best value ticket when travelling on local buses in West Yorkshire (E13)	18%	25%
Respondent walks at least 10 minutes, 4 or more times per week (C7)	55%	58%
Respondent drives, 4 or more times per week (C7)	63%	44% *(significant difference)*
Respondent scores local bus services as 10 – very important (B1)	45%	30% *(significant difference)*
Respondent scores affordability of public transport as 10 – very important (B1)	46%	37% *(significant difference)*

However, we also have to take into account that the profile of those invited to participate online is quite different to the profile of telephone respondents; by design, the online component specifically targets 18-64-year-olds, as this group is increasingly hard to reach via telephone. As such, online respondents are less likely to be drivers and more likely to be from ethnic minority groups.

Table 7: Significant demographic differences between telephone and online sample

	Telephone	Online
Under 35	10%	73% *(significant difference)*
Ethnic minority group	17%	42% *(significant difference)*

To examine the 'true' methodological differences, a group of respondents are selected from within the telephone sample which matches the profile of the online respondents in terms of the key demographics. This group is described as the 'telephone matched sample' group and is outlined in the table below versus the online sample which has the initial demographic weighting applied.

Table 8: Demographic similarities between telephone matched sample and online demographic weighted sample

	Telephone matched sample	Online demographic weighted sample
Under 35	73%	73%
Ethnic minority group	43%	42%
SEG: ABC1	53%	54%

Then, the same significant differences between the online demographic weighted and the telephone matched sample group are explored (i.e. the sample from telephone respondents with similar demographics to the online demographic weighted respondents).

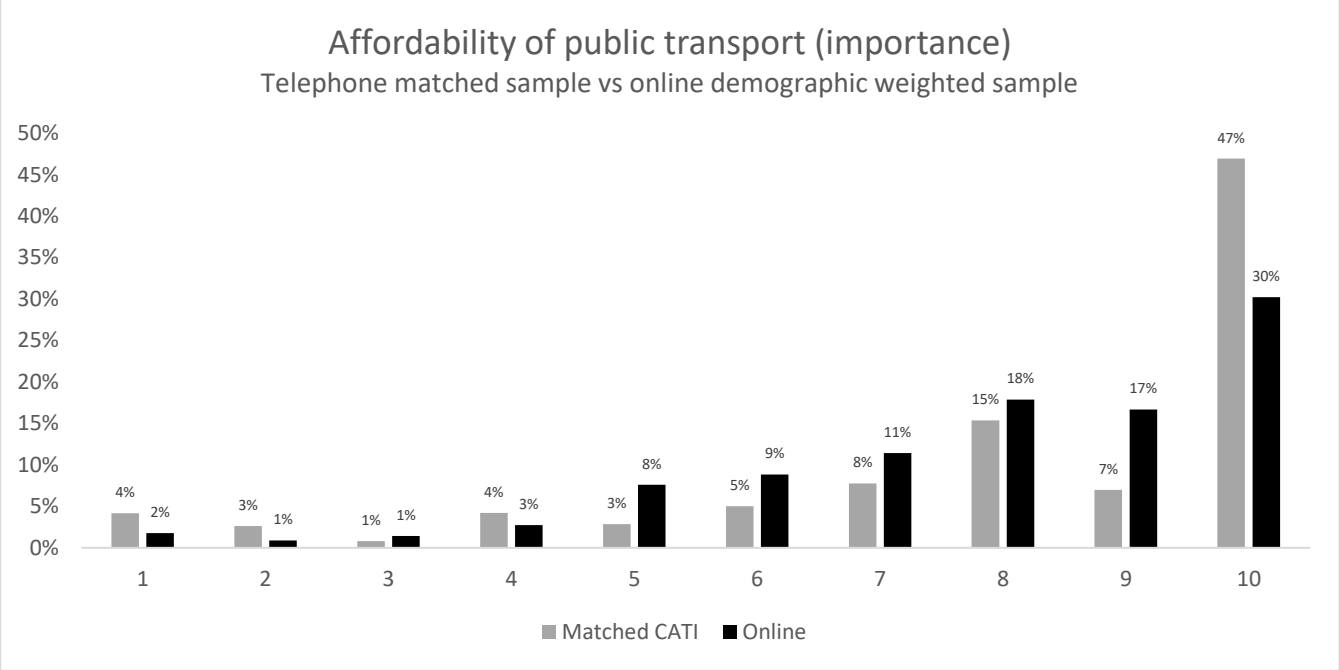
Table 9: Differences between telephone matched sample and online demographic weighted sample

	Telephone matched sample	Online demographic weighted sample
Respondent is **very confident** that they usually purchase the best value ticket when travelling on local buses in West Yorkshire (E13)	22%	25%
Respondent walks at least 10 minutes, 4 or more times per week (C7)	61%	58%
Respondent drives, 4 or more times per week (C7)	49%	44%
Respondent scores local bus services as 10 – very important (B1)	42%	30% *(significant difference)*
Respondent scores affordability of public transport as 10 – very important (B1)	54%	37% *(significant difference)*

From this, we see that the telephone matched sample is more in line with the online demographic weighted sample, but there are still some significant differences, and these should be corrected through a weighting system.

Looking at the patterns of responses, we see that the online demographic weighted and telephone matched sample are a close match in more 'factual' questions (i.e. frequency of taking a bus, whether they use online ticketing or buy at station, or how often they walk). However, when ratings of satisfaction or importance are examined, telephone respondents are more likely to give an extreme end rating than online respondents, but the top three net result remains similar between the two sample types. This is illustrated by Figure 1 which shows the responses for the telephone 'matched sample' and the online sample on the measure 'affordability of transport'.

Figure 1. Please say how important each of these is to your local area on a scale of 1 (not important) to 10 (very important) – Affordability of public transport.



As such, a weighting strategy has been calculated based on the net and extreme end scores. The strategy ensures that the online demographic weighted scores match more closely to the telephone profile, while ensuring the NET scores remain as they are.

5.3 Ethnic minority group weighting

In 2026, the quotas on ethnic minority groups were updated to a more granular set of quotas to ensure not only the White vs ethnic minority group split was correct but also that the proportions within ethnic groups reflected the population. Following the initial demographic weighting and the modal-shift correction being applied, a third and final weight (the ethnic minority group weighting) was applied.

Table 10: Ethnic Minority Group: achieved sample profile versus population profile

		Achieved sample *(following initial demographic **and** modal-shift correction weighting outlined above)*	**Population profile**
Bradford	White British	58%	59%
	White: Other	9%	5%
	Asian: Pakistani	17%	24%
	Asian: Other	4%	7%
	Black, Mixed and Other	12%	6%
Calderdale	White British	84%	85%
	White: Other	3%	3%
	Asian: Pakistani	5%	8%
	Asian: Other	2%	1%
	Black, Mixed and Other	6%	2%
Kirklees	White British	73%	73%
	White: Other	3%	3%
	Asian: Pakistani	12%	12%
	Asian: Other	5%	6%
	Black, Mixed and Other	8%	6%

Leeds	White British	76%	75%
	White: Other	4%	6%
	Asian: Pakistani	2%	4%
	Asian: Other	6%	6%
	Black, Mixed and Other	12%	10%
Wakefield	White British	89%	89%
	White: Other	3%	5%
	Asian: Pakistani	1%	1%
	Asian: Other	4%	2%
	Black, Mixed and Other	3%	3%

5.4 Weighting quality check

The final RIM weight corrects for demographic and methodology effects.

The overall weighting efficiency of the final weighting strategy is 74.1%. This means that the efficiency here, which is comfortably above the acceptability threshold of 70%.

Further to this, the weights passed DJS Research's standard weighting quality checks. This ensures that there are no extreme weights (>5) in the model and that the number of larger weights are minimised. The largest weight in the final weighting strategy is 3.53.

Finally, the average weight value for any outlier weights (over 2) is required to be less than 3. The average of outlier weights for the final weighting strategy is 2.74. In conclusion, the weighting system meets all requirements and is fit for purpose.

Data quality and validation report – Prepared by DJS research

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