



West
Yorkshire
Combined
Authority

Tracy
Brabin
Mayor of
West Yorkshire

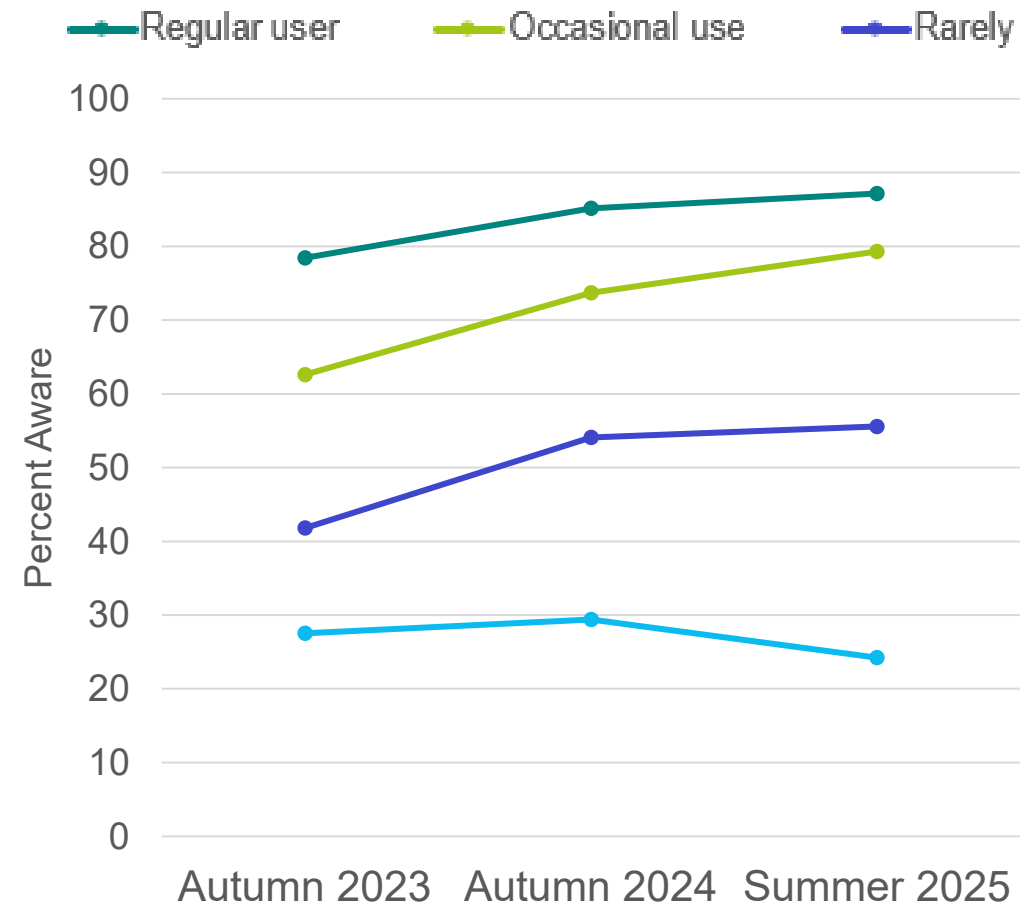
BSIP Fares Initiative Impact Survey 2025

Headline Charts

Summer 2025



67% of respondents were aware of the West Yorkshire Mayor's bus fare cap in the summer 2025



Between autumn 2023 and autumn 2024 there was a general increase in awareness of the Mayor's bus fare cap

More recently the awareness level among people who never use a bus has reduced, while there has been some increase among those who use a bus occasionally or rarely.

Some of the recent growth in awareness among occasional users is from respondents who have reduced their bus use and who are now categorised as occasional rather than regular users.

Question A8: Are you aware of the West Yorkshire Mayor's bus fare caps introduced in September 2022 (the current caps are £6 for a day and £2.50 for single journeys)?

Question B1: How often do you catch a bus in West Yorkshire? **Weighted Base:** autumn 2023 - 1,028; autumn 2024 - 1,997; summer 2025 - 2,221.

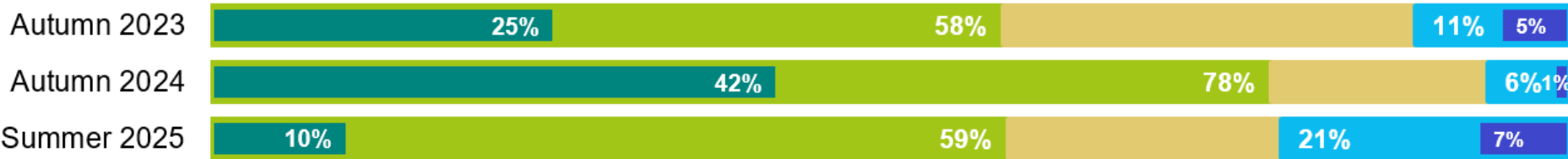
Ease of understanding and ease of use

Strongly Agree Agree Neutral Disagree Strongly Disagree

73% of respondents agreed that they **understood how much it costs to catch a bus in West Yorkshire**, compared to **79%** in autumn 2024, and **69%** in autumn 2023.



59% of respondents agreed that the fare cap **makes it easier for them to make multiple bus journeys on the same day**, compared with **78%** in autumn 2024 and 58% in autumn 2023.



A plausible theory is that two years of stability in West Yorkshire from September 2022 increased people’s understanding of bus fares. It is also plausible that the period when the maximum fares was £2 across England also helped.

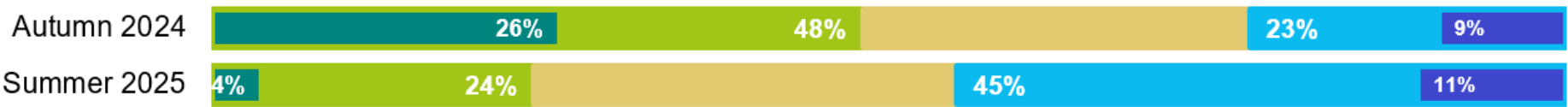
Affordability and Access

Strongly Agree Agree Neutral Disagree Strongly Disagree

69% of respondents agreed that they can **afford to travel by bus in West Yorkshire whenever they want to**, compared to 75% in autumn 2024.



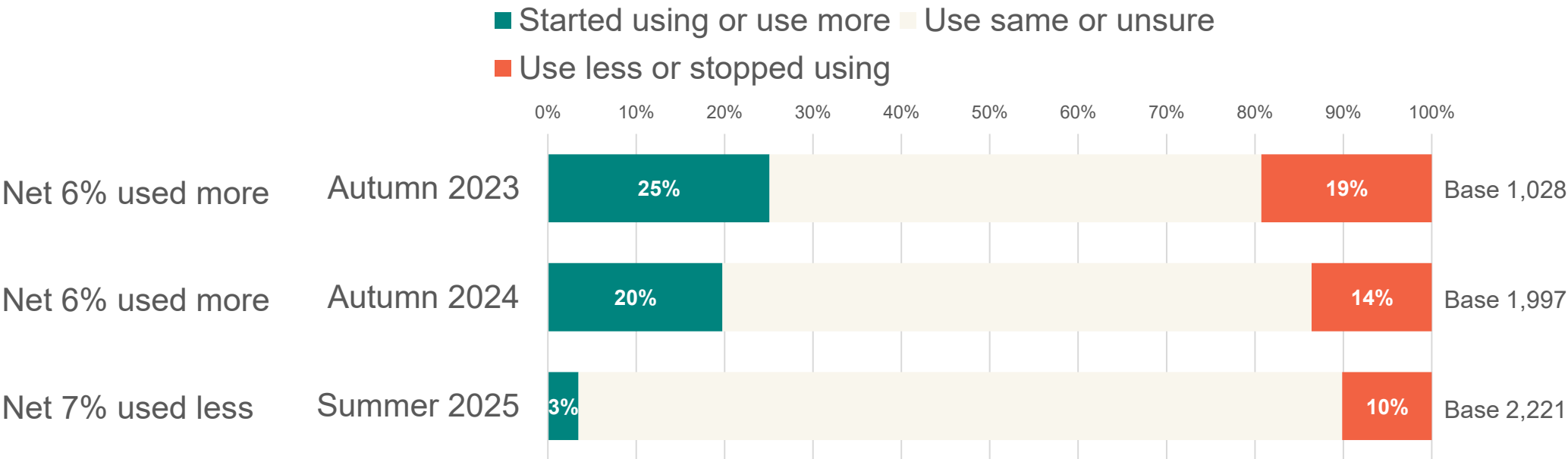
24% of respondents agreed that the fare cap had improved their **ability to access job opportunities or consider employment further from home**, compared with 48% in autumn, while those who disagreed increased from 23% to 45%.



34% agreed that the fare cap **encouraged them to participate in more leisure activities**, while 40% disagreed. This was a change from 52% agreed and 26% disagreed in Autumn 2024.



Change in Bus Use



About **3%** of respondents used the bus more or started using buses since the fare increases, compared with **10%** who use less or stopped using them.

This is a net loss of **7%**. This is opposite to the net gain of 6% indicated in autumn 2024.

Influence of fares on change in bus use

Respondents who had changed their use of the bus were asked whether this was due to the fares.

The net difference in weighted respondents suggests a net decrease of around **2% due to fares**.

Influenced by Fares	Count	% of All (base 2,221)
Increased use	99	1%
Decreased use	225	3%
Net Decrease	126	2%

Question C1: Is increased use due to any of the following? **Base:** using the bus more / started using the bus / using the bus some but for longer distances. Excludes respondents who had recently moved into West Yorkshire, for whom it may be assumed that 'new home' is the main reason.

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

Change in bus use – demographics

		Net Change	Base
	Summer 2025	-7%	2221
Gender	Male	-5%	1133
	Female	-8%	1085
Age Range	Age 19-25	-17%	339
	Age 26-35	-5%	484
	Age 36-45	-5%	481
	Age 46-55	-5%	464
	Age 56-65	-5%	427
Ethnicity	All White Ethnicities	-7%	1728
	All Other Ethnicities	-5%	480
Economic Status	Working	-6%	1672
	Unemployed	-9%	150
	In Education	-3%	112
	Looking after home/family	-15%	71
	Sick / Disabled / Retired	-7%	195

		Net Change	Base
Household cars / vans	None available	-5%	882
	One available	-6%	745
	Two available	-6%	440
	Three+ available	-21%	146
IMD Quintile	(Most deprived) 1	-7%	690
	2	-6%	388
	3	-5%	418
	4	-8%	380
	(Least deprived) 5	-6%	223
Home District	Bradford	-6%	482
	Calderdale	-13%	194
	Kirklees	-11%	406
	Leeds	-7%	742
	Wakefield	0%	332
	Visitor	9%	64

Groups with largest net decrease in bus use were people age 19-25, people looking after home/family, and people from households with three or more cars available.

Reasons for more bus use

	Total	Use more	Started using	Use same but longer distance
Cheaper than the alternatives	24%	26%	20%	29%
Improved reliability and punctuality	3%	4%	0%	6%
More buses in the timetables	5%	6%	0%	10%
Nicer buses	1%	2%	0%	0%
Concern for the environment	8%	11%	0%	14%
Other reasons	84%	85%	86%	78%
New home	7%	6%	5%	13%
New place of work / study	33%	41%	24%	30%
Other	49%	43%	60%	47%
Don't know	2%	2%	0%	5%
Sum	127%	135%	106%	142%
Weighted Base	94	45	32	18

Reasons for less bus use

	Use Less	Stopped using	Total
Bus fares have increased	41%	5%	30%
Bus reliability / punctuality problems	14%	15%	14%
Bus services have been reduced or withdrawn	4%	4%	4%
Bus over-crowded / not comfortable	1%	2%	1%
I have less need to go places	22%	19%	21%
My health has made it harder to use buses	4%	0%	3%
My options for other transport have improved	6%	44%	18%
Other	8%	12%	9%
Total	100%	100%	100%
Weighted Base	152	73	225

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



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Thank you

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