

MyBus Oxfordshire Ticket Survey Results
(28 August – 26 October 2025)

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2. Executive Summary

110 bus users completed the MyBus Oxfordshire Ticket Survey, conducted from 28 August to 26 October 2025 which gathered feedback on the MyBus ticket. The survey aimed to understand the impact of the tickets on bus use, why, where and when the tickets are being used and user satisfaction.

Key Findings:

Impact on Bus Usage

Half of respondents (50%) agreed and strongly agreed that MyBus tickets have increased their use of bus services, while only 3% disagreed. This demonstrates a clear positive effect of the scheme on encouraging bus travel.

Awareness and Usage

34.5% use MyBus tickets regularly, 30.9% occasionally, and 35.5% rarely or never. Lack of awareness remains a significant barrier (20%).

Drivers of Satisfaction

The most valued features are cost savings (56%), convenience (39%), and flexibility to use multiple bus companies (49%).

Barriers to Use

The most common reasons for not using MyBus tickets include lack of awareness (20%), the perception that other travel options are cheaper (11%), and limited ticket validity on certain routes (3%).

Opportunities for Improvement

Respondents most frequently requested lower prices (39%), more routes (24%), easier ways to buy tickets (17%), and better promotion (26%).

Demographic

The survey reached a broad cross-section of Oxfordshire residents, with responses from all major districts and a range of age groups. The majority (83%) identified as White British, with a balanced gender split.

Conclusion:

The MyBus ticket scheme in Oxfordshire has made a significant positive impact on local bus usage, with half of survey respondents reporting that the tickets have encouraged them to use buses more frequently. The scheme is valued for its cost savings, convenience, and the flexibility it offers by allowing travel across multiple bus operators. These features have resonated with a broad demographic, supporting a wide range of travel purposes from commuting and education to leisure and shopping.

3. Methodology

The MyBus Oxfordshire Ticket Survey was conducted between 28 August and 26 October 2025.

The survey was distributed via email to passengers of Go Ahead and Stagecoach bus services in Oxfordshire who had previously consented to receive marketing communications. This targeted approach ensured that the survey reached individuals with recent or ongoing experience of bus travel in the region.

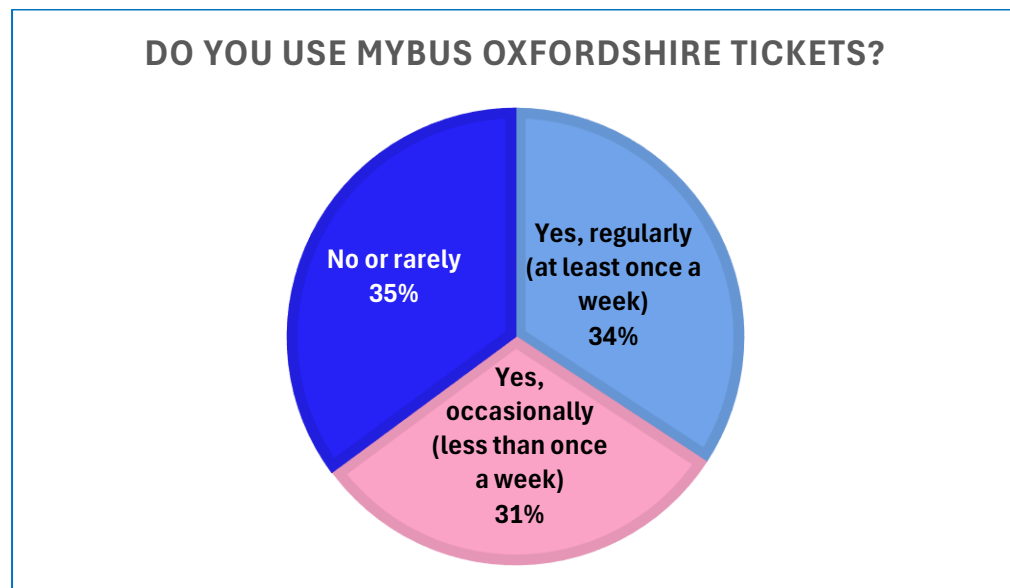
Participants were invited to complete the survey online, with questions covering ticket usage, barriers to adoption, satisfaction with the scheme, and demographic information.

In total, 110 responses were received and analysed. The data collected shows perspectives from both users and non-users, contributing to an understanding of opinions about MyBus tickets, their usage patterns, and their effects on bus ridership.

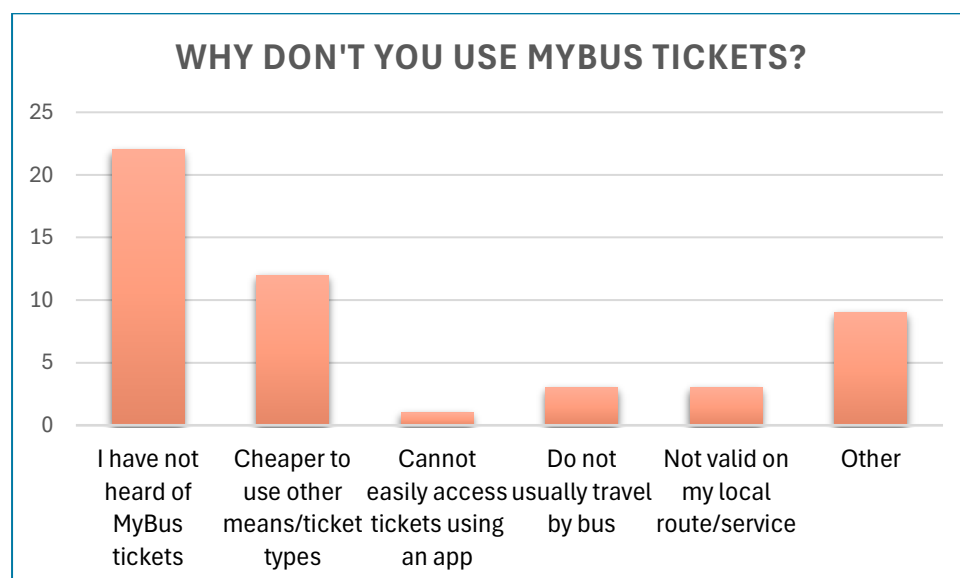
Results may under-represent non-digital users and those not opted into marketing communications.

4. Results by Question

This section presents a detailed analysis of the responses to each question.



Response	Count
Yes, regularly (at least once a week)	38
Yes, occasionally (less than once a week)	34
No or rarely	39

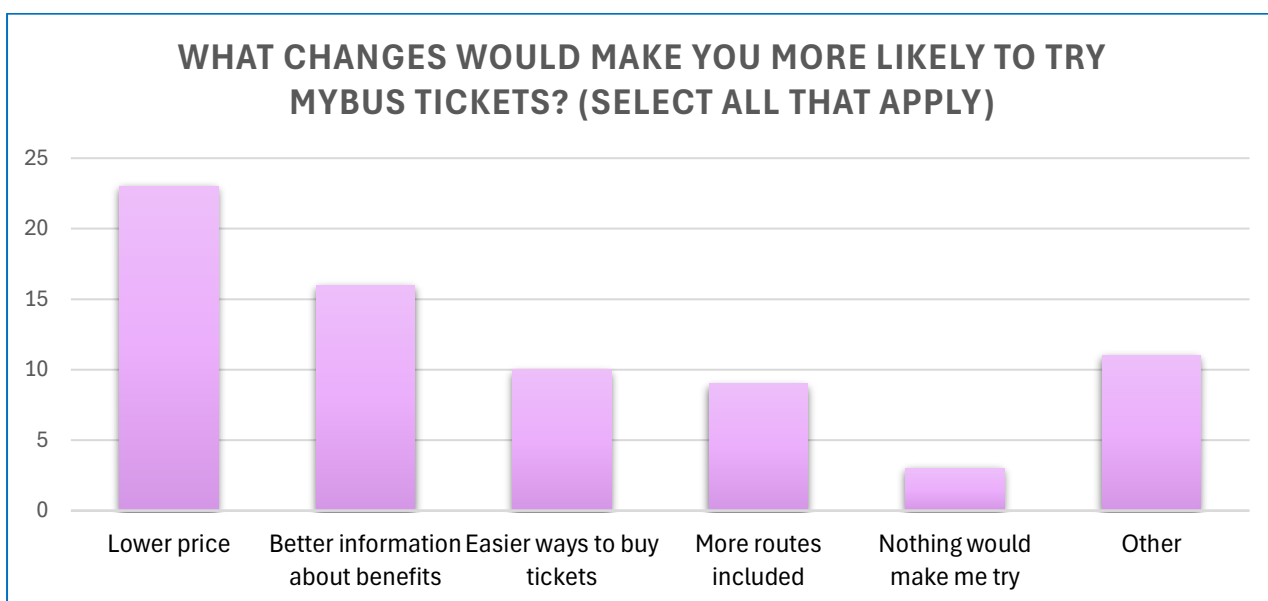


Only asked of those that selected 'No or rarely' to the first question.

Reason	Count
I have not heard of MyBus tickets	22
Cheaper to use other means/ticket types	12

<i>Do not usually travel by bus</i>	3
<i>Not valid on my local route/service</i>	3
<i>Cannot easily access tickets using an app</i>	1
<i>Other</i>	9

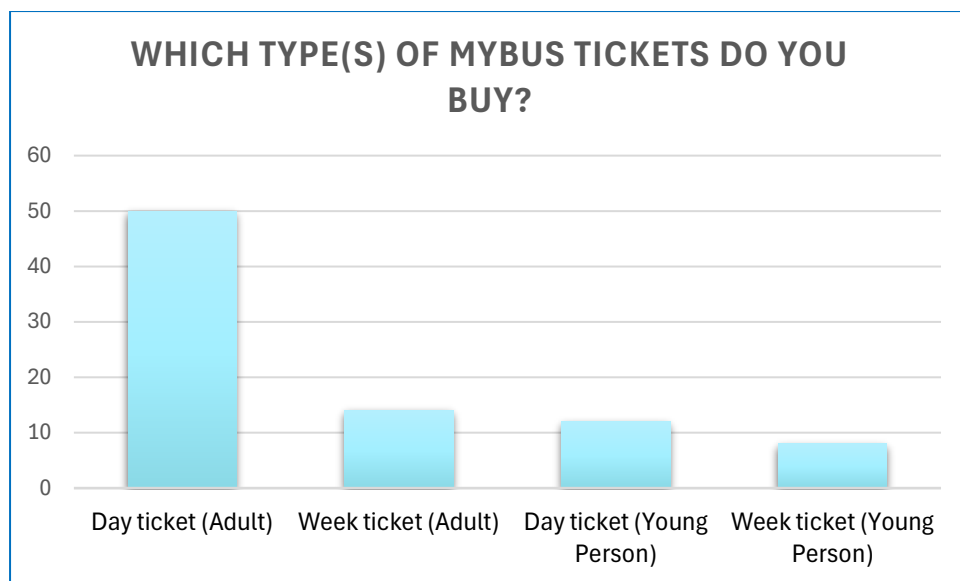
'Other' reasons given for not using MyBus tickets included already having a concessionary bus pass, working from home or rarely needing to travel by bus or preferring alternative modes of transport such as cycling. Some respondents also mentioned issues with ticket validity on certain routes, difficulties purchasing tickets, or a general reluctance to use buses.



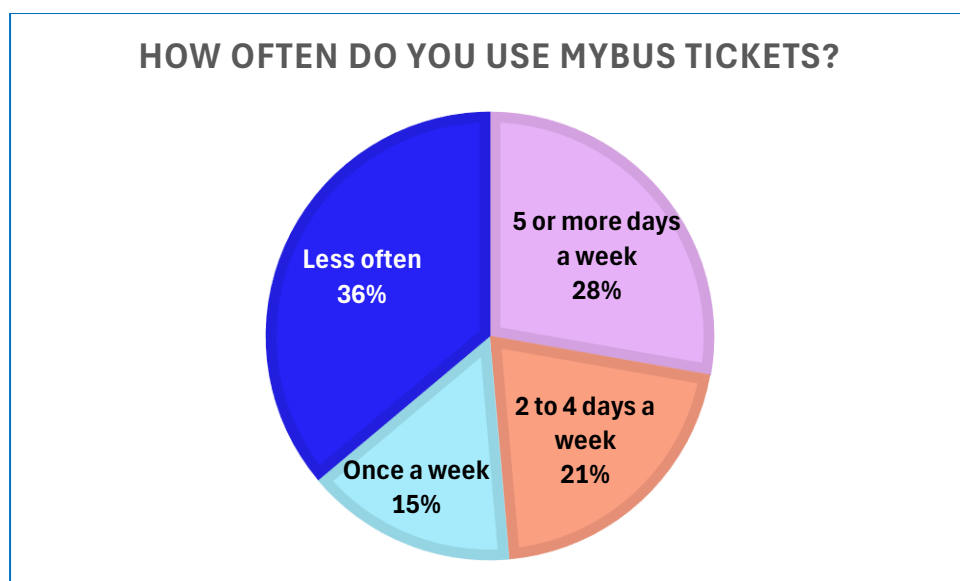
Only asked of those that selected 'No or rarely' to the first question.

<i>Change</i>	<i>Count</i>
<i>Lower price</i>	23
<i>Better information about benefits</i>	16
<i>Easier ways to buy tickets</i>	10
<i>More routes included</i>	9
<i>Nothing would make me try</i>	3
<i>Other</i>	11

The 'other' responses include requests for more flexible or zonal pricing, improved driver awareness and ticket validity, more frequent buses (especially at weekends) and suggestions for multimodal or student-specific tickets.

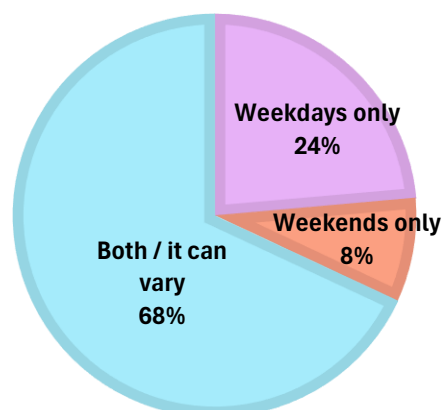


<i>Ticket Type</i>	<i>Count</i>
<i>Day ticket (Adult)</i>	50
<i>Week ticket (Adult)</i>	14
<i>Day ticket (Young Person)</i>	12
<i>Week ticket (Young Person)</i>	8



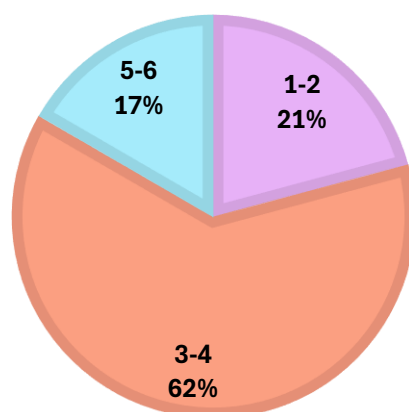
<i>Frequency</i>	<i>Count</i>
<i>5 or more days a week</i>	20
<i>2 to 4 days a week</i>	15
<i>Once a week</i>	11
<i>Less often</i>	26

WHICH DAYS DO YOU TYPICALLY TRAVEL USING MYBUS?

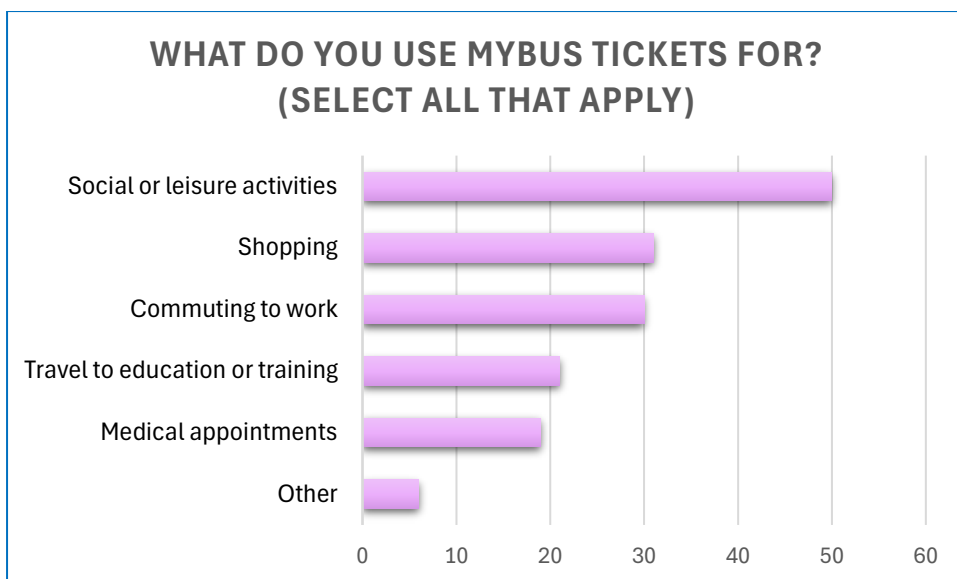


<i>Days</i>	<i>Count</i>
<i>Weekdays only</i>	17
<i>Weekends only</i>	6
<i>Both / it can vary</i>	49

ON AVERAGE, HOW MANY BUS TRIPS DO YOU MAKE PER DAY WHEN USING MYBUS?

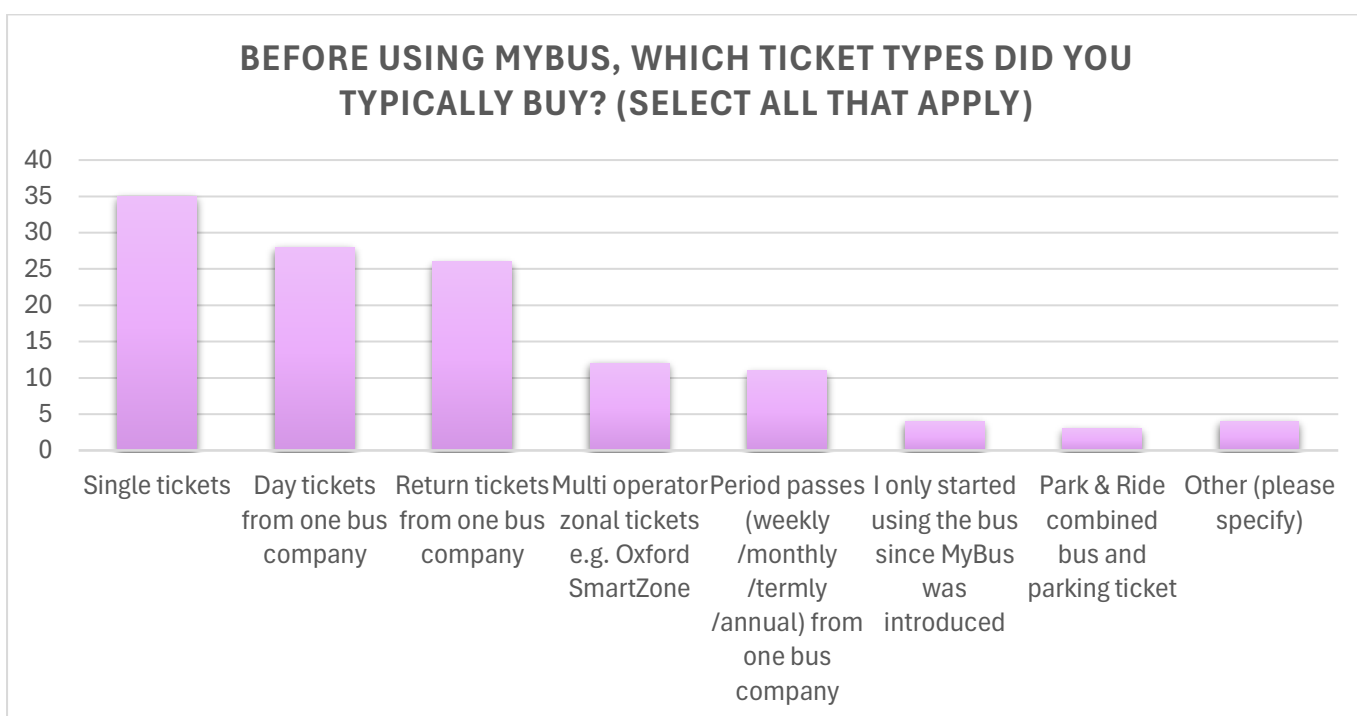


<i>Trips per day</i>	<i>Count</i>
1-2	15
3-4	45
5-6	12



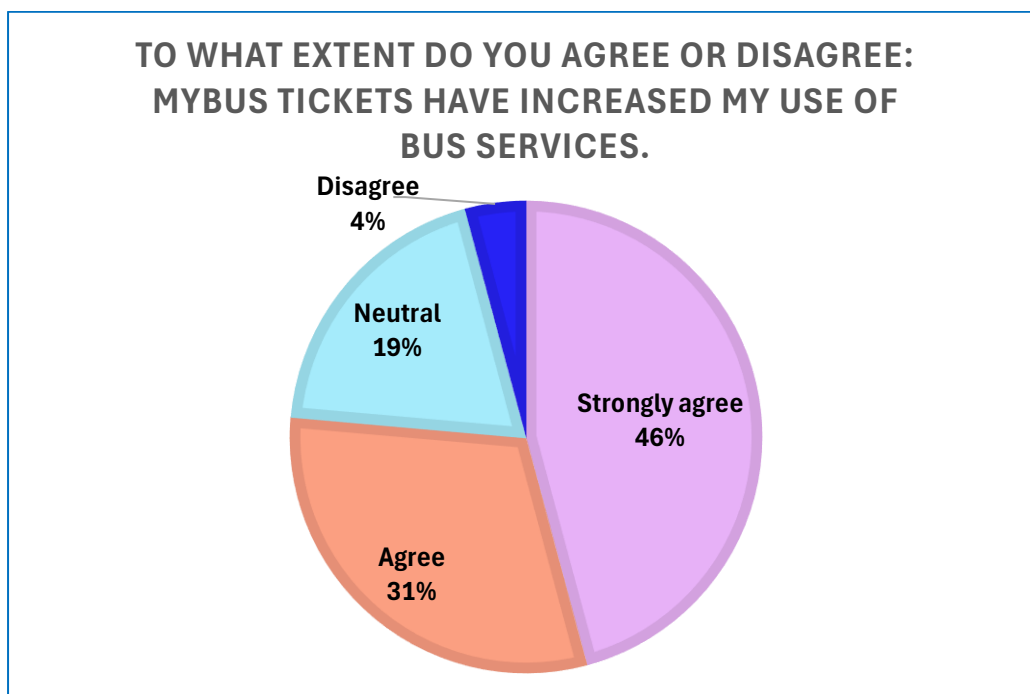
<i>Purpose</i>	<i>Count</i>
<i>Social or leisure activities</i>	50
<i>Shopping</i>	31
<i>Commuting to work</i>	30
<i>Travel to education or training</i>	21
<i>Medical appointments</i>	19
<i>Other</i>	6

The 'other' responses mention using MyBus tickets for purposes such as visiting family and friends, and to undertake caring responsibilities.



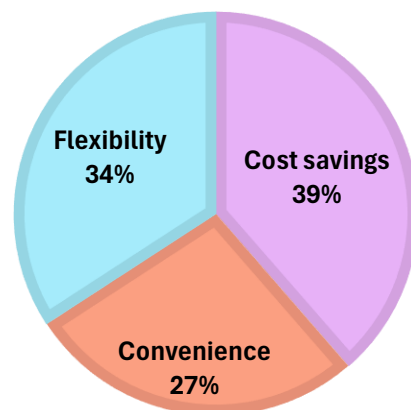
<i>Ticket</i>	<i>Count</i>
<i>Single tickets</i>	35
<i>Day tickets from one bus company</i>	28
<i>Return tickets from one bus company</i>	26
<i>Multi operator zonal tickets e.g. Oxford SmartZone</i>	12
<i>Period passes (weekly /monthly /termly /annual) from one bus company</i>	11
<i>I only started using the bus since MyBus was introduced</i>	4
<i>Park & Ride combined bus and parking ticket</i>	3
<i>Other</i>	4

Respondents who selected 'other' options previously used multi trip tickets or said they relied on their older persons bus pass after 9am.



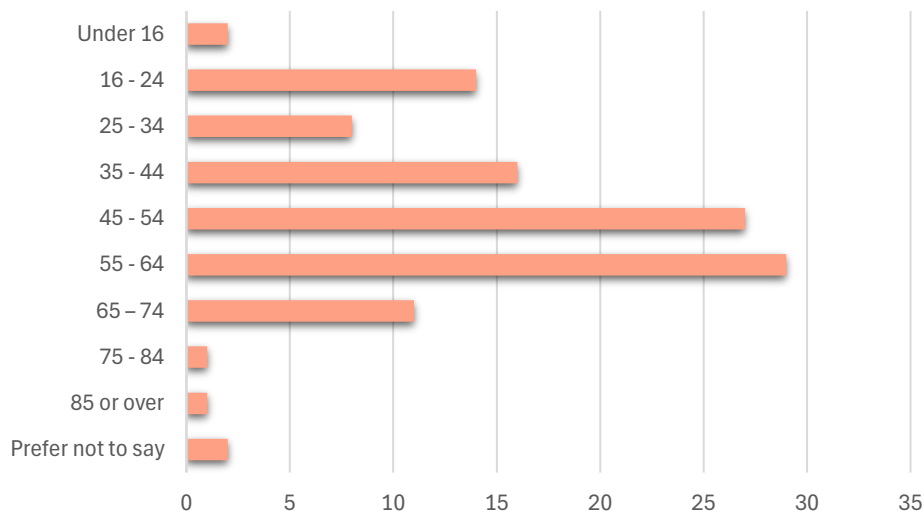
<i>Agreement Level</i>	<i>Count</i>
<i>Strongly agree</i>	33
<i>Agree</i>	22
<i>Neutral</i>	14
<i>Disagree</i>	3

WHAT DO YOU LIKE MOST ABOUT MYBUS TICKETS? (SELECT ALL THAT APPLY)



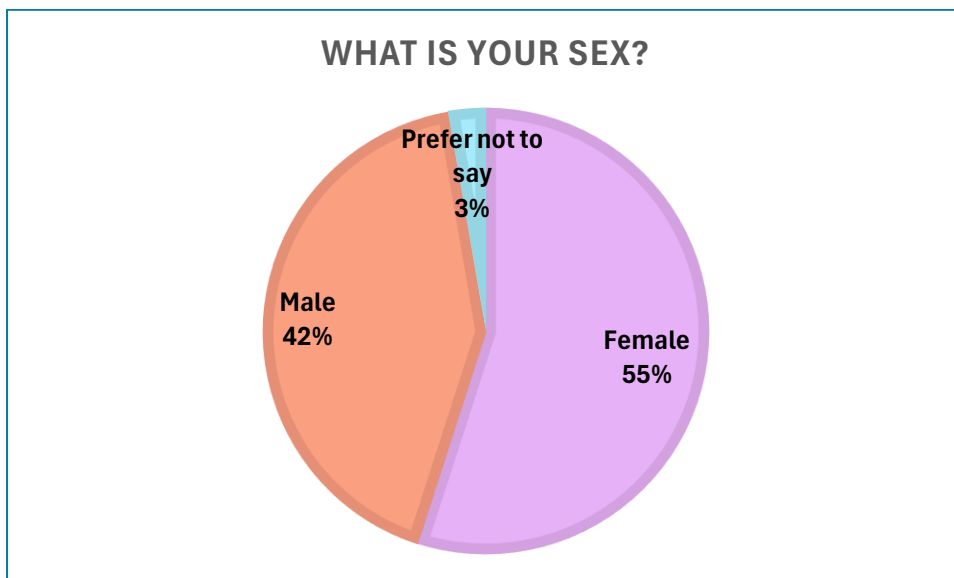
Feature	Count
<i>Cost savings</i>	61
<i>Convenience</i>	43
<i>Flexibility</i>	54

WHAT IS YOUR AGE GROUP?

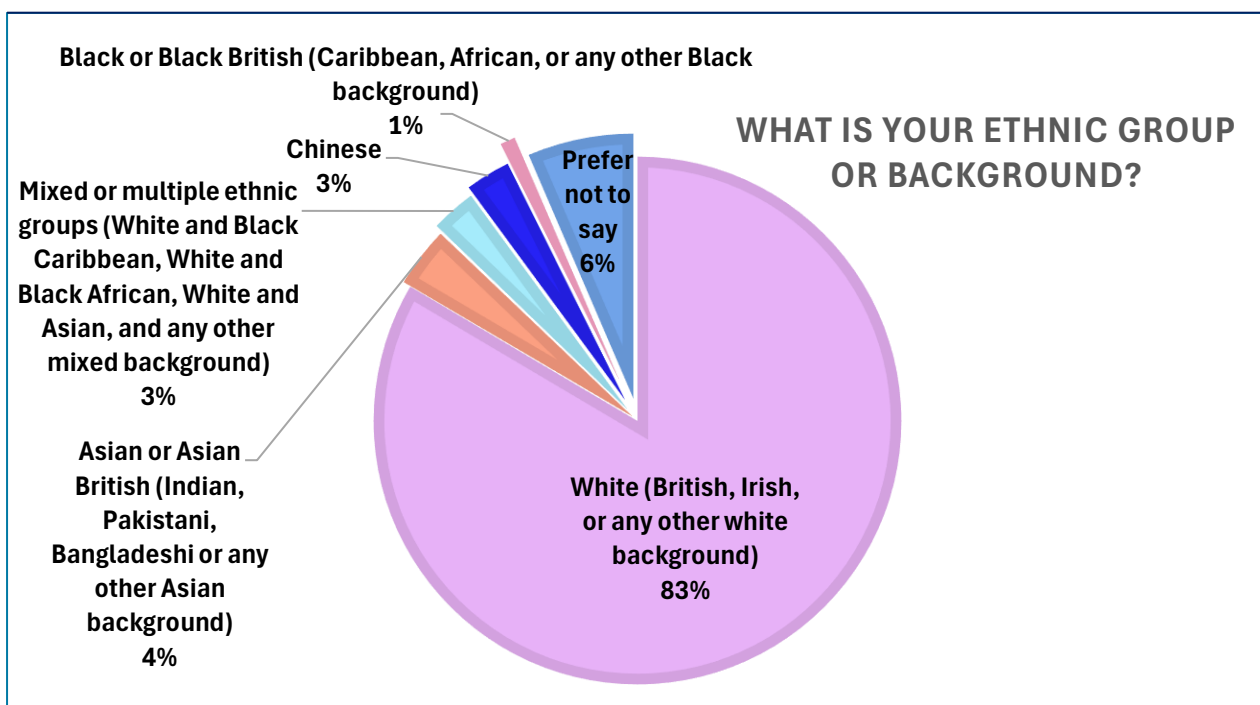


Age	Count
<i>Under 16</i>	2
<i>16 - 24</i>	14
<i>25 - 34</i>	8
<i>35 - 44</i>	16
<i>45 - 54</i>	27
<i>55 - 64</i>	29

65 – 74	11
75 - 84	1
85 or over	1
Prefer not to say	2



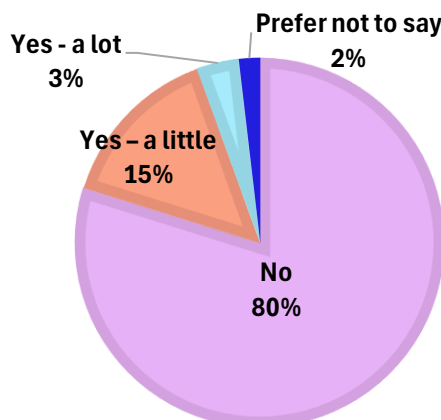
<i>Sex</i>	<i>Count</i>
<i>Female</i>	61
<i>Male</i>	47
<i>Prefer not to say</i>	3



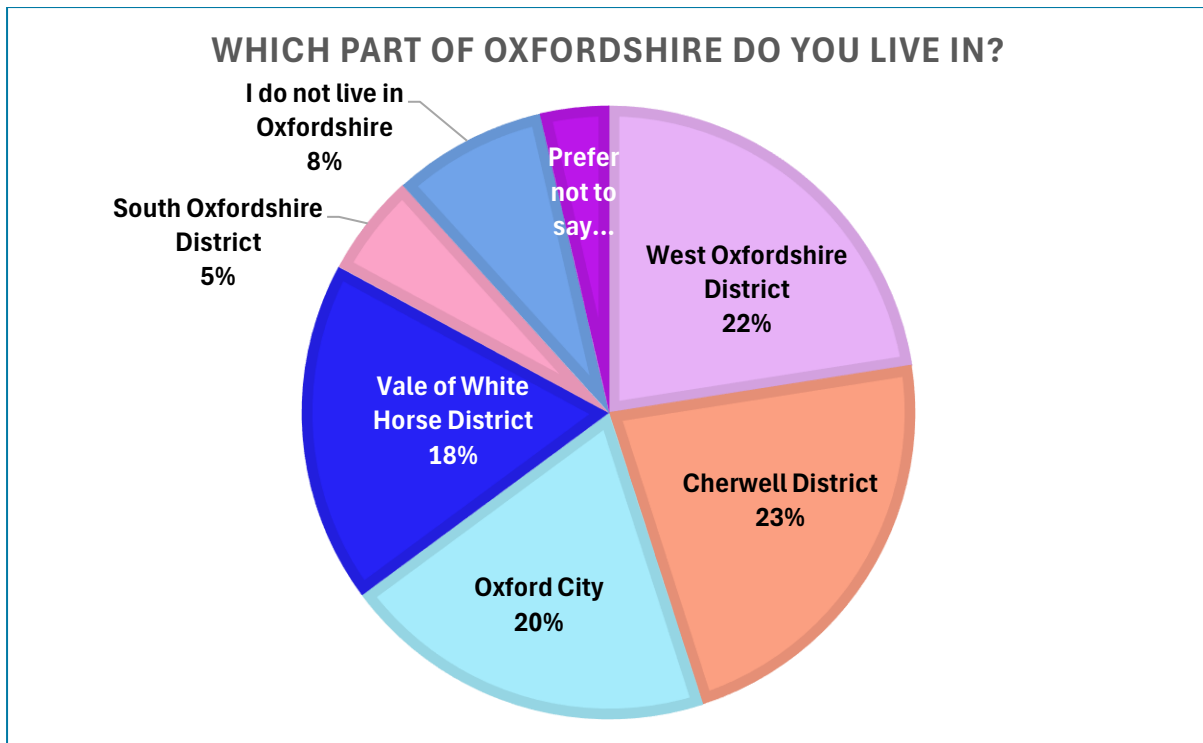
<i>Ethnic Group</i>	<i>Count</i>
<i>White (British, Irish, or any other white background)</i>	91
<i>Asian or Asian British (Indian, Pakistani, Bangladeshi or any other Asian background)</i>	4
<i>Mixed or multiple ethnic groups (White and Black Caribbean, White and Black African, White and Asian, and any other mixed background)</i>	3
<i>Chinese</i>	3
<i>Black or Black British (Caribbean, African, or any other Black background)</i>	1
<i>Prefer not to say</i>	7

ARE YOUR DAY-TO-DAY ACTIVITIES LIMITED BECAUSE OF A LONG-TERM ILLNESS, HEALTH PROBLEM OR DISABILITY WHICH HAS LASTED, OR IS EXPECTED TO LAST, AT LEAST

12 MONTHS?



<i>Response</i>	<i>Count</i>
<i>No</i>	87
<i>Yes - a little</i>	16
<i>Yes - a lot</i>	4
<i>Prefer not to say</i>	2



Area	Count
West Oxfordshire District	25
Cherwell District	25
Oxford City	22
Vale of White Horse District	20
South Oxfordshire District	6
I do not live in Oxfordshire	9
Prefer not to say	4

5. Further Insights

This section presents several cross-analyses (cross-tabulations) between key survey questions to gain deeper insights into user behaviour and preferences.

Ticket type and travel purpose

- Day ticket (Adult) dominates across all purposes, especially for Shopping, Social or leisure activities, and Commuting to work.
- Week ticket (Adult) is strongly associated with Commuting to work, indicating regular travel patterns.
- Young Person tickets (Day and Week) are heavily linked to Travel to education or training, but also appear for Social or leisure activities.
- Occasional mentions of other purposes like Medical appointments show moderate use across ticket types.

Ticket type and increased use of bus services

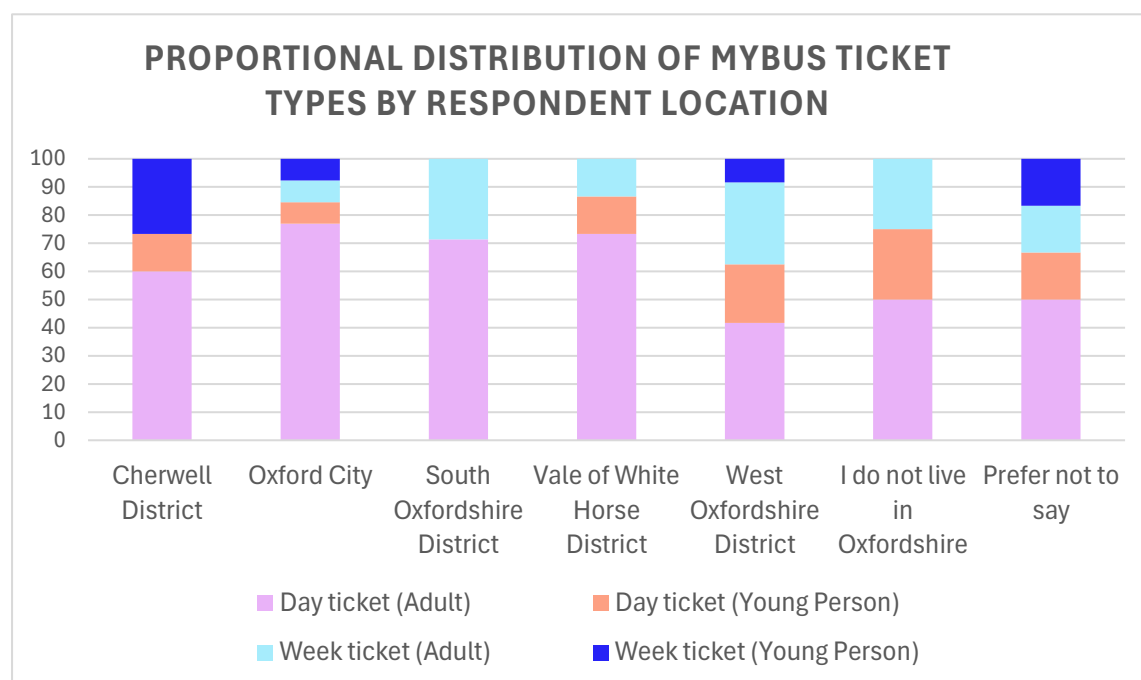
- Day ticket users are more likely to report that MyBus tickets have increased their bus use.
- Week ticket users are also positive, but the effect is less pronounced, and there is a higher proportion of neutral responses.
- Very few respondents in either group selected "Disagree."

Age and increased use of bus services

- Age groups 16–24, 25–34 and 45–54 are most likely to report that MyBus tickets have increased their bus use, especially with "Strongly agree."
- Age groups 35–44 and 55–64 show more mixed or moderate agreement, with "Neutral" and "Agree" being more common.
- Older groups (65+) have very small sample sizes but tend toward positive or neutral responses.
- Very few respondents in any age group selected "Disagree."

Ticket type and location

The below chart compares the distribution of MyBus ticket types by the home location of survey respondents. It highlights which ticket types are proportionally most popular in each district, helping to identify local patterns and preferences. Please note that sample sizes vary between districts; in some areas, the number of responses is relatively small, so findings should be interpreted with caution and may not be representative of the wider population.



6. Comments received

Positive

- *This scheme is so great and useful and affordable - I can't think of a way to improve it!*
- *Really good ticket, do not lose the ability to go across the border to Swindon, Cheltenham and Newbury either as this makes it very good*
- *This is an excellent scheme, wholly happy with the validity of tickets! Hope it continues!*
- *Keep it going I will need to purchase adult ticket next year*
- *I use the bus at least 2 days per week to Oxford and always purchase £3 single tickets, however the My Bus Daily tickets have been so convenient and cost saving for journeys that involve multiple bus trips.*
- *All good is even more Sunday bus for plus*
- *Thank you for this option*
- *Great ticket! So happy to see its finally one for the area, very great value especially when traveling multiple operators and gives more freedom of journey choice*
- *Great for my grandkids during school holidays*
- *Please keep this ticket available, it's especially handy on route 850 throughout*
- *Excellent value for money, Easy to use, Love the multi-company options for ease and flexibility, Use when I have been unable to use my car to work, So easy to use with the App, Absolutely hassle free*
- *The ability to use any company in Oxford is great. A small step towards an integrated system!*
- *My son left his bag on the bus on his first day using it to school yesterday, and the support, the service and the efficiency of locating his bag was incredible. So I'd like to give my sincere thanks to all the team of stagecoach. Drivers are very friendly and very helpful aswell. You guys have changed my opinion about public service positively. Thank you.*
- *I live in Cherwell District. Going to work in Oxford anywhere outside of Oxford Town center requires 2 tickets per trip or 4 tickets per day (£12 if different bus companies). That doubles my monthly commuting cost. As such, I forgo any job opportunities outside of Oxford Town Center. If MyBus will be a more or less permanent feature, that opens up my career horizons immediately by capping my daily commuting cost to £6.50.*

Neutral

- *I usually use Oxford Smart Zone or 12-singles instead.*

Suggestions for improvement

- *There is a weekly ticket which you can only buy using app would be good if you could also buy on bus.*
- *MyBus is a great step in the right direction. However it should work like Oyster in London and be used on trains too. It's still a tad overpriced if to be honest we if want to discourage car use especially in Oxford. It's also not advertised*

enough too. I do think there are drivers who are not aware of the value of MyBus tickets. Especially those who drive into Oxford. I'd like to see the scheme extended Nationally too.

- My first attempt at buying the MyBus ticket failed because the bus driver couldn't sell it, even though MyBus is valid on that WOCT bus. Every driver on applicable routes should be able to sell the ticket.
- Clarity on routes and zones.
- Please offer a student ticket for university students for about in the middle of young person and adult tickets
- Please increase frequency of bus service from Banbury to The Warriner School. Also, would highly appreciate if you can look at having a double decker on this route as kids often can't board the bus because it is over crowded and once they miss this, the next one is after an hour.
- Ticket alternatives cause delays. Many times I have witnessed that ticket machine on the bus is not scanning; paying by cash/card also causes delays as people get on the bus and start searching their bags and/or pockets for their card/coins etc
- Be clearer on which buses the MyBus ticket can be used.
- Perhaps include rail use as well so it's a multimodal ticket, a bit like an oyster card. You could call it Oxtopus, can I claim royalties if you choose that name.
- It'd be very useful to have some Sunday services for some routes, particularly in Bicester.
- Bus operators with their own unlimited travel tickets need to readjust their offerings now that MyBus exists. For example, Stagecoach offer a very limited 'Oxford Plus' day ticket for about 30p less than the MyBus ticket - which covers the whole county. If I could purchase a ticket for a smaller zone - whether it be multi operator or not - I would have greater cost savings and be more likely to use the bus daily. The current MyBus ticket is indeed very useful but offering zones to it at a fraction of the price would be more reasonable to a lot of users.
- You need a smartphone? Don't forget elderly PAX
- An annual ticket would be great. Even better if it could be used on local trains as well in Oxfordshire.
- Different drivers call it different things which can be frustrating when buying a ticket on the bus.
- Need to bring in monthly or direct debit subscription options.
- Please keep the paper ticket option and don't move it onto the app as the only option - my phone battery means I can't rely on having e-tickets.
- Can the morning 7:00am - 8:30am X35 wantage to harwell and evening X35 4:30 - 5:30pm be more frequent, please, like every 20 minutes, only during these times?