

Annex 2: Operator sales and usage data insights

Analysis of operator data for September 2025 (a typical month) shows the highest sales and usage volumes on the following bus services:

Service	Percentage of overall on bus sales and usage
S1	11.43%
X2	6.11%
S5	4.10%
5	3.90%
X32	3.83%
S9	3.63%
X3	3.39%
S7	3.26%
1	3.18%
X40	3.11%
S3	2.79%
X1	2.77%
400	2.71%
33	2.11%
10	2.06%

The top 5 for the Young Persons tickets:

Service	Percentage of YP ticket on-bus sales and usage
S1	14%
X2	5%
S7	4%
S5	4%
S9	4%

The top 5 for the Adult tickets:

	Percentage of adult ticket on-bus sales and usage
S1	8%
X2	7%
X32	6%
5	5%
X3	5%

S5	4%
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The data indicates that:

- MyBus use is strongest (both for young people and adults) on core interurban routes (Carterton, Abingdon and Bicester to Oxford).
- MyBus usage is particularly popular in West Oxfordshire and from Witney. This is expected to be because it is the area with the largest cross over of services from different operators outside Oxford.
- Lower usage occurs on peripheral or lower-frequency services.
- Go Ahead data in particular appears to indicate that large numbers of passengers are using the tickets for single operator journeys.