**Residents Survey
Summary of findings
July 2025**

Who responded to this survey?

The results are based on a sample of responses to an online survey from recipients, living within the county who have registered to receive information from Experience Oxfordshire.

Residents responding represented all Oxfordshire districts:

- 28% Oxford City
- 21% South Oxfordshire
- 20% Vale of White Horse
- 19% West Oxfordshire
- 12% Cherwell

What did we learn about the local Oxfordshire audience?

- 65% stated their gender was female and 30% male. Respondents represented ages brackets between 25 and over 75 with the majority falling within 25-74 range (22% 25-44; 20% 45-54; 22% 55-64; 23% 65-74). 56% of respondents are working (including 14% working part-time) and 31% of respondents are retired. 82% have no children under the age of 16 in their household.
- When travelling, 38% travel with their partner; 30% with family; 18% with friends and 9% spend most of their leisure time on their own.
- When asked about the current cost of living 53% said they were being cautious with their spending while 9% have been hit hard with no option but to cut back. 35% said their spending had not been affected and 3% said their situation had improved.
- 47% said that this year they would spend the same as last on leisure activities. 33% said they would spend less.
- 32% were looking for more "free things to do", 32% were spending less on eating out and another 30% were more likely to holiday in the UK.

What do residents think about Oxfordshire?

Most residents associated Oxfordshire with culture-related attributes (77% identified the county as offering museums, galleries and heritage; 64% said it was historical; 57% recognised Oxfordshire as offering arts and culture). Its open spaces and attractive countryside with opportunities for walking and cycling were also popular choices (45% and 42% respectively). 34% associated gourmet pubs and restaurants with the county and 29% attributed it has having gardens worth visiting, however only 19% described the county as "Easy to travel around".

When asked to rate Oxfordshire on a scale of 1-5 (where 1 is poor and 5 is excellent) residents, although less enthusiastic than visitors who were asked to do the same, were extremely positive with regard to the quality of the cultural scene, range and quality of visitor attractions, general feeling of safety and the overall experience of the county. Residents were less satisfied with cleanliness of public spaces, signage for getting around and value for money.

How appealing is Oxfordshire as a destination?

42% of respondents found Oxfordshire quite appealing as a destination and 40% find it very appealing. 12% were neutral with 7% finding it quite unappealing or not at all appealing.

When asked to compare their county with a list of other destination within the UK, however, Oxfordshire residents found it more appealing as a holiday destination than all destinations listed bar Devon & Cornwall, Dorset & The New Forest and the Lake District.

90% of respondents would recommend Oxfordshire to a friend, family member or colleague as a place to visit.

What activities do respondents engage in?

The most popular activities within Oxfordshire were visiting a pub/restaurant/café (100%) followed by visits to attractions (100%), cultural venues and museums (100%) and attending events (80%). 80% went "speciality" shopping for non-regular purchases outside of their everyday needs. Outside of Oxfordshire, the top three choices for shopping trips were London (45%), Reading (29%) and Milton Keynes (17%).

Which towns in Oxfordshire were the most visited by respondents?

91% Oxford
62% Woodstock
57% Abingdon
57% Burford
56% Witney

How do residents view the visitor economy?

89% of respondents recognised the importance of tourism to Oxfordshire in terms of the contribution it makes to the local economy, however a significant number of respondents recognised the negative impact tourism can have in terms of increased traffic, the environment and residents' quality of life.