

Oxfordshire Visitor Survey 2007

Final report

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Leisure, culture and tourism research & consultancy

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EXECUTIVE SUMMARY

- The largest proportion of visitors, around 67%, were day visitors. This group was split relatively evenly between day visitors from home (37%) and day visitors from holiday bases elsewhere (30%). 33% were visitors staying in Oxfordshire.
- Visiting parties contained on average 2.46 people and 87% of all visiting parties contained adults only.
- 80% of visitors were ABC1s.
- 31% of visitors were overseas visitors, with the USA, followed by Australia, Germany and Canada among the most popular countries of origin. The remaining 69% of visitors were from a wide range of locations in the UK, with the rest of Oxfordshire, Greater London, Buckinghamshire and Berkshire among the most popular counties of origin.
- 33% of staying visitors were staying with friends or relatives throughout Oxfordshire. A further third were staying in serviced accommodation.
- Leisure and holiday purposes were the main purpose of visits for the majority of visitors to Oxfordshire (64%).
- The average length of stay for day visitors was found to be 4.18 hours.
- The average length of a staying trip was found to be 5.90 nights.
- 63% of visitors had travelled to Oxfordshire by private motor vehicle. Bus and coach services were the second most popular mode of transport used (16%).
- Only 9% of visitors were visiting Oxfordshire as part of an organised party.
- 38% of visitors were visiting Oxfordshire for the first time.
- Some key influences on the decisions to visit Oxfordshire were: *'there is plenty to see and do'*, *'it has a good reputation'*, *'we have been before and know we like it'* and *'it has good places to shop'*.
- 40% of visitors had come to Oxfordshire without using any sources of information prior to their visit. Around 28% had been advised by friends / relatives for destination information prior to their visit.
- Visiting places to eat and drink and shopping, were found to be the most frequented activities undertaken by visitors to Oxfordshire (63% & 56% respectively).
- On average, a domestic overnight visitor was found to have spent £40.19 per person per 24 hours and an overseas overnight visitor was found to have spent £38.47 per 24 hours. As overseas visitors stay on average around 5 nights longer than domestic visitors, overall trip expenditure is significantly higher.
- On average, a day visitor (both from home and from holiday bases) was found to have spent £22.68 per person per 24 hours.
- 90% of all visitors felt that the likelihood of them recommending Oxfordshire to somebody else was 'high' or 'very high'.

- Particular likes visitors mentioned included: the architecture, history aspects, the general atmosphere, and the museums / attractions. Feeling unsafe and litter were the two most mentioned aspects that spoil the visit to Oxfordshire.

1. INTRODUCTION

1.1 Background

This report presents the findings of a survey of visitors to the districts of Oxfordshire conducted between July and October 2007. The survey was commissioned by the Economic Development Unit at Oxfordshire County Council and undertaken by the Research Unit at Tourism South East.

The purpose of the 2007 survey was to provide information on the origin, profile and behaviour of visitors to Oxfordshire in order to identify emerging trends. The survey aimed to explore views on the strengths and weaknesses of the districts of Oxfordshire as visitor destinations and evaluate visitor's opinions on specific aspects of their visitor experience. This data will then help guide the Council's future visitor management and facility development work.

Expenditure data was also gathered from visitors in order to inform the 2007 Tourism Economic Impact Study.

1.2 Objectives

The objectives of the 2007 Visitor Survey were as follows:

- i) To provide basic data on the profile, origin, behaviour, use of facilities and opinions of visitors to Oxfordshire to help improve understanding of tourism within the county
- ii) To ensure that marketing campaigns are properly focused and allow their effectiveness to be monitored
- iii) To identify the main reasons why visitors come to Oxfordshire and their particular likes and dislikes

1.3 Methodology

In order to meet the above research objectives a face to face questionnaire survey was carried out by experienced Tourism South East interviewers between 18th July and 4th October 2007. A copy of the questionnaire used can be found in Appendix 1. Adults were sampled on a random basis at key locations within a range of towns across the districts, with the interview schedule including weekday and weekend sessions. The towns used were:

Cherwell – Banbury and Bicester

Oxford City – Oxford City

South Oxfordshire – Dorchester on Thames, Henley, Thame and Wallingford

Vale of White Horse – Abingdon and Wantage

West Oxfordshire – Burford, Chipping Norton, Witney and Woodstock

Interview sessions, each lasting for approximately 5 hours, were undertaken, resulting in a total of 822 completed interviews. 48% of interviews were gained in Oxford City, 16% were from West Oxfordshire, 13% were from South Oxfordshire, 12% were from Vale of White Horse and the remaining 10% were from Cherwell.

Table 1: Sample by interview location

Location	Number of interviews	Sample (%)
Cherwell	86	10
Oxford City	398	48
South Oxfordshire	110	13
Vale of White Horse	99	12
West Oxfordshire	129	16
Oxfordshire Total	822	100

In order to ensure consistency with the definition of a ‘visitor’, a filter card was used to exclude residents of the district where the interview was being conducted from the main survey and also those on day visits concerned with their normal work, study or household shopping. Those being interviewed were initially asked whether they lived in the area where the interview was taking place. If they did, then the interview would not go any further as this report is focusing on visitors only. A similar filter applied to question three – if the main reason for visiting the place where the interview was being conducted was for regular/household shopping or study then it implied that the person being interviewed visits this place quite regularly and therefore does not fit the ‘visitor’ definition.

Because satisfaction surveys rely on visitors having used or experienced a particular service or facility, interviews were not conducted before 11am, and only those who were at least half way through their visit were interviewed.

1.4 Statistical Reliability

All sample surveys are subject to statistical error that varies with the sample size. If a survey has a sample of 822 then the margins within which one can be 95% certain that the true figures will lie within are presented below:

Sample = 822	Result	95% Confidence Interval
	(%)	+/-
	10 or 90	2.1
	20 or 80	2.7
	30 or 70	3.1
	40 or 60	3.3
	50	3.4

This means, for example, we can be 95% certain that if 20% of the sample is found to have a particular characteristic or view, there is an estimated 95% chance that the true population percentage lies in the range of +/- 2.7% i.e. between 17.3% and 22.7%.

The margins of error shown above should be borne in mind when interpreting the results contained in this report.

1.5 Presentation of Results

The key findings are presented under the following headings:

- Profile of visitors
- Origin of visitors
- Characteristic of visit
- Visitor expenditure
- Visitor opinions

Key findings generally refer to all visitors, although commentary is provided where there is a significant difference between visitor types (eg. day and staying visitors).

1.6 Definitions

For the purpose of this report, visitors to Oxfordshire are divided into three main types:

'Day visitors from home' – visitors who had travelled to the interview district from, and were returning to, homes outside of the interview district on the day of their visit.

'Day visitors on holiday' – visitors travelling to the interview district for the day from holiday bases outside of the interview district.

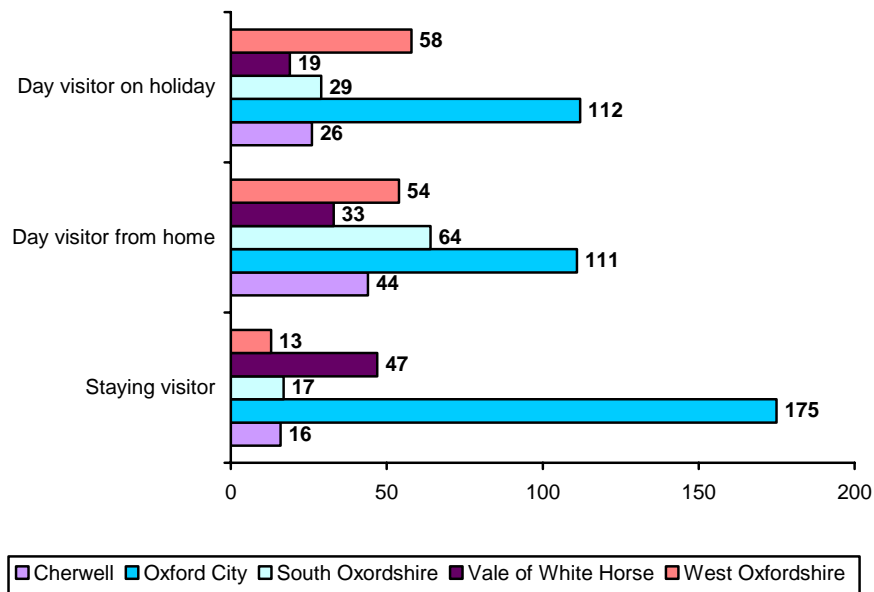
'Staying visitors' – visitors staying overnight in accommodation in the interview district.

2. PROFILE OF VISITORS

2.1 Visitor Type

Out of the 822 visitors that were interviewed, 550 (67%) were day visitors. This group was split relatively evenly between day visitors from home (37%) and day visitors on holiday (30%). The remaining 272 visitors (33%) were staying overnight in commercial or non-commercial accommodation in Oxfordshire.

Figure 1: Type of visitor 2007 (numbers of people)



Oxford City had the highest proportion of visitors (48.4% of total visitors to Oxfordshire). Within this group of visitors to Oxford City 56% were day visitors and 44% were staying visitors. Within all five districts the highest proportion of visitors varied among the visitor types. Day visitors from home were the highest proportion in South Oxfordshire (58%) and Cherwell (51%), day visitors on holiday constituted the largest group in West Oxfordshire (45%) and Oxford City (28%) and in Vale of White Horse the highest amount of visitors were staying visitors (47%)

2.2 Group Size and Composition

The 822 respondents to the survey represent 822 separate visitor groups. Of these visitor groups 814 answered the question on the number of people in their immediate party. Contained in these visitor groups are a total of 4000 individuals. Table 2, below, provides average group sizes broken down by visitor type.

Table 2a: Average group size – by visitor type

	Average number of people per group		
	Adults	Children	Total
Day visitors from home	2.05	0.29	2.34
Day visitors on holiday	2.59	0.30	2.89
Staying visitors	2.04	0.16	2.20
All visitors	2.21	0.25	2.46

The average size of groups surveyed was 2.46 people (2.21 adults and 0.25 children). Day visitors on holiday averaged the largest group size at 2.59 people; they also contained the largest proportion of children at 0.30 per visitor group.

South Oxfordshire had the largest average group size of 2.89 and Oxford City had the smallest average group size at 2.26. There was an average of 0.49 children per group of visitors to South Oxfordshire which was the highest among all the districts. However the highest amount of adults in each group was in West Oxfordshire at 2.61 adults per group.

Table 2b: Average group size – by district

	Average number of people per group		
	Adults	Children	Total
Cherwell	2.00	0.30	2.30
Oxford City	2.08	0.18	2.26
South Oxfordshire	2.40	0.49	2.89
West Oxfordshire	2.61	0.21	2.82
Vale of White Horse	2.12	0.28	2.40
All visitors	2.21	0.25	2.46

Eighty-seven percent of all groups to Oxfordshire contained only adults and 13% of all groups contained children. Just over half of the total groups (54%) were groups of two adults. 20% of all groups contained a single adult. Among all the groups with children two adults and one child was the most common (30% of all groups with children).

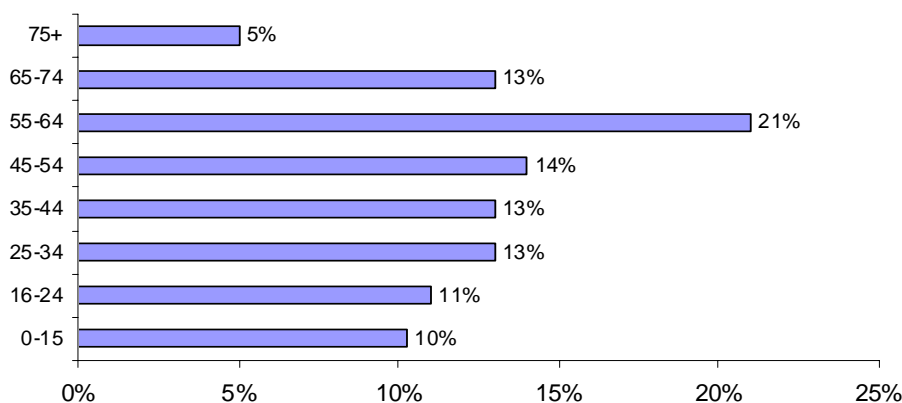
West Oxfordshire contained the highest proportion of a particular group among the five districts, which consisted of two adults (59% of all groups to West Oxfordshire). Oxford City and Vale of White Horse had the least number of groups that contained children (12% each).

Table 3: Group composition

Group Composition – all visitors	Oxfordshire		Cherwell	Oxford City	South Oxon	Vale of White Horse	West Oxon
	Count	%	%	%	%	%	%
One Adult	161	20	23	25	14	20	10
Two Adults	433	54	49	51	58	57	59
Three Adults	59	7	8	6	5	6	11
Four Adults	36	5	1	5	4	5	5
Five + Adults	8	1	2	1	1	0	0
Adults Only	697	87	83	88	82	88	85
One adult and one child	9	1	2	1	1	2	1
One adult and two or more children	9	1	1	1	1	2	1
Two adults and one child	32	4	5	3	7	2	5
Two adults and two or more children	25	3	5	3	4	3	1
Three adults and one child	11	1	0	2	1	0	2
Three adults and two or more children	13	2	4	1	3	2	2
Four or more adults with one or more children	8	1	0	1	1	1	3
Adults and Children	107	13	17	12	18	12	15
Total	804	100	100	100	100	100	100

2.3 Age Profile

Figure 2: Age Profile



Given the high proportion of groups containing adults only, it is not surprising to find that only 10% of visitors are children.

The largest proportion of visitors forming part of the visitor groups interviewed fell into the 55 to 64 age category (21%), followed by the 45 to 54 age band (14%). A further 13% of visitors were aged between groups aged 35 and 44, and 25 and 34 years. The 65 to 74 year age group also contained 13% of visitors and only 5% were in the 75+ age band.

Overall, 90% of visitors were adults and 10% were children aged 15 or under.

2.4 Employment Status

Visitors were asked to indicate the employment status of the chief income earner in their household. 819 visitors responded to this question.

Table 4: Employment status – All visitors

	Oxfordshire		Cherwell	Oxford City	South Oxon	Vale of White Horse	West Oxon
	Count	%	%	%	%	%	%
Employed full-time	420	51	49	54	47	36	61
Employed part-time	31	4	6	4	5	1	4
Self-employed	95	11	16	12	16	6	6
Retired	212	26	24	18	32	54	26
Full-time student living at home	9	1	1	2	0	0	0
Full-time student living away	22	3	4	4	0	0	2
Unemployed	6	1	0	0	1	3	1
Refused	24	3	0	6	1	0	0
Total	819	100	100	100	100	100	100

Just over half (51%) of visitors had a chief income earner in full time employment. 26% were retired. Less than 1% were unemployed and a further 4% were in full time education.

2.5 Socio-Economic Profile

The socio-economic profile of visitors to Oxfordshire is based on the occupation of the household's highest income earner and takes into account the previous occupation of those who were retired.

Eighty percent of visitors fell into the more affluent ABC1 socio-economic profile. With 49% falling into the most affluent AB group (professionals, senior and middle managers) who make up 22% of the UK adult population. 31% of visitors were 'C1s' (comprising junior managerial and other non-manual occupations) who make up 33% of the UK adult population. These figures illustrate the affluent socio-economic profile amongst visitors to Oxfordshire.

Only 14% of visitors to Oxford City fell into the skilled manual worker category (C2), a lower proportion than the 25% who make up the UK population. The remaining 6% were in the lowest 'DE' group, compared with a national average of 20% of the UK adult population.

Table 5: Socio-economic profile

	% of UK adult population	Oxfordshire	Cherwell	Oxford City	South Oxon	Vale of White Horse	West Oxon
	%	%	%	%	%	%	%
AB	22	49	47	45	48	51	57
C1	33	31	32	37	31	19	21
C2	25	14	15	13	16	19	13
DE	20	6	6	5	5	11	9
Total	100	100	100	100	100	100	100

3. ORIGIN OF VISITORS

3.1 Place of Residence

3.1.1 Domestic/Overseas

Sixty-nine percent of all visitors to Oxfordshire were domestic visitors and 31% were overseas visitors. South Oxfordshire had the highest proportion of domestic visitors (88%) and therefore the lowest proportion of overseas visitors (12%). Oxford City saw an almost equal amount of domestic and overseas visitors (52% and 48% respectively).

Table 6: Domestic/Overseas visitors

	Oxfordshire		Cherwell	Oxford City	South Oxon	Vale of White Horse	West Oxon
	Count	%	%	%	%	%	%
Domestic Visitors	564	69	86	52	88	84	84
Overseas Visitors	249	31	14	48	12	16	16
Total	813	100	100	100	100	100	100

Table 7 (domestic visitors) and Table 8 (overseas visitors) shows the origin of day and staying visitors by county and country of origin based on those who answered the question.

3.1.2 Domestic Visitors

Under a quarter (16%) of all domestic visitors came from other districts within Oxfordshire. Smaller proportions were from the Greater London area (11%), and Buckinghamshire (9%).

Only 27% of day visitors from home came from Oxfordshire. The home locations where visitors who live in other districts of Oxfordshire are from include: Witney, Didcot, Abingdon, Banbury and Bicester. 13% visited from Greater London for the day and a further 13% travelled from Buckinghamshire.

The home locations of domestic day visitors from holiday accommodation outside of Oxford City and staying visitors were widespread throughout the UK. The Greater London area was the most frequently mentioned place of residence by both visitor types (7% of day visitors on holiday and 9% of staying visitors). 7% of day visitors on holiday also came from West Yorkshire. See Table 7, overleaf, for complete breakdowns.

Table 7: Place of Residence – by County (UK visitors)

	Oxfordshire		Cherwell	Oxford	South Oxon	Vale	West Oxon
	Count	%	%	%	%	%	%
Oxfordshire	88	16	15	15	5	26	19
Greater London	62	11	16	14	9	6	6
Buckinghamshire	48	9	8	5	20	5	8
Berkshire	39	7	1	3	20	7	6
Hampshire	25	4	0	5	6	6	4
Gloucester	17	3	1	1	0	4	9
Wiltshire	16	3	3	4	1	4	2
Essex	15	3	3	1	5	2	3
Hertfordshire	15	3	3	2	3	5	1
West Yorkshire	15	3	4	3	2	2	2
West Midlands	14	2	4	4	1	1	1
Kent	13	2	1	3	3	1	2
Lancashire	13	2	1	2	1	2	5
Cheshire	12	2	3	3	0	1	2
North Hampshire	12	2	5	2	1	1	1
Cambridgeshire	11	2	1	2	1	2	3
Surrey	11	2	1	1	5	0	2
Scotland	10	2	4	2	1	1	1
Somerset (incl Bristol)	9	2	0	3	1	1	1
South Wales	9	2	1	0	1	2	4
Warwickshire	8	1	1	2	0	0	3
Bedfordshire	7	1	1	2	0	1	1
Devon	7	1	1	2	0	1	1
North Yorkshire	7	1	1	1	1	2	2
Middlesex	7	1	1	0	5	0	0
Derbyshire	6	1	0	0	2	2	2
East Sussex	5	1	0	1	0	0	0
Leicestershire	5	1	3	0	0	2	2
Nottinghamshire	5	1	1	0	2	1	1
Durham	4	1	0	1	0	1	1
Lincolnshire	4	1	1	0	1	1	1
Merseyside	4	1	0	1	0	0	0
West Sussex	4	1	1	1	0	1	1
Worcestershire	4	1	3	0	0	1	1
Northern Ireland	4	1	0	1	0	1	1
Dorset	3	1	0	1	0	1	1
Norfolk	3	1	1	1	0	0	0
Northumberland	3	1	0	0	0	1	1
Shropshire	3	1	0	0	0	2	2
South Yorkshire	3	1	0	1	1	0	0
Cornwall (& Scilly Isles)	2	0	0	1	0	0	0
Cumbria	2	0	2	0	0	0	0
Staffordshire	2	0	1	0	0	0	0
East Yorkshire	2	0	0	0	0	1	1
Channel Islands	1	0	0	0	0	0	0
Greater Manchester	1	0	0	0	0	0	0
Suffolk	1	0	1	0	0	0	0
Tyne & Wear	1	0	0	0	0	0	0
North Wales	1	0	0	0	0	0	0
Mid Wales	1	0	0	0	0	0	0

N.B. Percentages may not equal exactly 100% due to rounding

3.1.3 Overseas Visitors

Table 8: Overseas Visitors Place of Residence – by Country

	Oxfordshire		Cherwell	Oxford City	South Oxon	Vale of White Horse	West Oxon
	Count	%	%	%	%	%	%
U.S.A	50	20	8	21	15	13	24
Australia	28	11	0	12	0	20	14
Germany	23	9	8	9	8	20	10
Canada	20	8	0	9	0	7	10
New Zealand	11	4	0	5	0	13	0
France	10	4	0	3	15	0	10
Italy	10	4	0	4	15	0	0
Netherlands	9	4	17	3	8	0	5
South Africa	9	4	0	3	23	0	5
Japan	9	4	8	3	0	13	0
Spain	6	2	8	2	0	0	5
Poland	6	2	0	3	0	0	0
Denmark	5	2	0	3	0	0	0
India	4	2	0	2	8	0	0
Belgium	3	1	0	1	0	7	5
Greece	3	1	8	2	0	0	0
Rep. of Ireland	3	1	17	1	0	0	0
Portugal	3	1	0	2	0	0	5
Oman	3	1	0	2	0	7	0
Czech Republic	3	1	0	1	8	0	0
Romania	3	1	0	1	0	0	0
Sweden	2	1	0	1	0	0	0
Hungary	2	1	0	1	0	0	5
Mexico	2	1	0	1	0	0	0
Thailand	2	1	8	1	0	0	0
Singapore / Indonesia	2	1	0	1	0	0	0
Cyprus	1	0	8	0	0	0	0
Norway	1	0	0	1	0	0	0
Former Yugoslavia	1	0	0	1	0	0	0
United Arab Emirates	1	0	0	1	0	0	0
Brazil	1	0	0	1	0	0	0
Colombia	1	0	0	0	0	0	5
Trinidad & Tobago	1	0	0	1	0	0	0
Hong Kong	1	0	0	1	0	0	0
China	1	0	0	1	0	0	0
Korea	1	0	0	1	0	0	0
Brunei	1	0	0	1	0	0	0
Estonia	1	0	0	1	0	0	0
Lithuania	1	0	0	1	0	0	0
Nigeria	1	0	8	0	0	0	0
Slovenia	1	0	0	1	0	0	0
Ukraine	1	0	0	1	0	0	0

N.B. Percentages may not equal exactly 100% due to rounding

All 249 overseas visitors interviewed during the survey period named their country. Of these, 107 overseas visitors (43%) were day visitors on holiday staying elsewhere in the UK and 141 (57%) were staying in Oxfordshire.

The four main countries of origin represented were the U.S.A (22% all overseas day visitors on holiday and 19% staying visitors); Australia (9% day visitors on holiday and 13% staying visitors); Germany (6% day visitors on holiday and 12% staying visitors); and Canada (7% day visitors on holiday and 9% staying visitors).

Visitors to Oxford City represented the most countries among the five districts - totalling visitors from 40 different countries.

It should be noted that overseas visitors tend to be under represented in face to face visitor surveys due to difficulties experienced when interviewing visitors for whom English is not their first language.

3.2 Location of Accommodation

272 visitors in total (53% of all visitors staying away from home) were staying overnight in Oxfordshire. Almost three quarters of all 'staying away from home' visitors who were visiting Vale of White Horse were staying overnight in the district (71%). This district and Oxford City were the only two districts where there were proportionally more visitors staying in the district than staying elsewhere. Only 23% of all 'staying away from home visitors' were actually staying in West Oxfordshire.

Day visitors on holiday were asked to indicate the location of their accommodation,

Around half of day visitors on holiday staying in accommodation outside of the district they were visiting were staying in other locations in Oxfordshire. These locations include Abingdon (9 visitors), Witney (7 visitors), Oxford (7 visitors) Bicester (5 visitors), Kiddlington (4 visitors) and Banbury (4 visitors). The remaining day visitors on holiday were staying in Greater London (15%), Gloucester (8%), Berkshire (5%), Wiltshire (5%) and Warwickshire (5%). In total 18 different individual county locations were mentioned.

3.3 Accommodation Used

Of the 516 staying visitors interviewed a third (33%) were found to be staying with friends or relatives throughout Oxfordshire. A further third were staying in serviced accommodation in Oxfordshire (23% in hotels and 10% in B&B/Guest houses).

An additional 12% of staying visitors were staying Youth Hostels or University Accommodation.

Over 40% of visitors were staying with friends or relatives in Cherwell (48%), South Oxfordshire (45%) and Vale of White Horse (41%). The highest proportions of visitors staying in serviced accommodation were in the districts Oxford City (37%) and West Oxfordshire (47%).

Table 9: Type of accommodation used – Staying visitors

	Oxfordshire		Cherwell	Oxford City	South Oxon	Vale of White Horse	West Oxon
	Count	%	%	%	%	%	%
Home of friend/relative	169	33	48	27	45	41	31
Hotel	117	23	14	26	19	6	29
Youth Hostel/University accommodation	62	12	0	22	7	0	0
B&B/Guest House	54	10	7	11	7	4	18
Touring caravan	30	6	5	2	7	15	11
Narrow Boat/Boat/Yacht	26	5	7	1	13	23	0
Camping	19	4	15	2	2	4	3
Rented self catering	13	3	2	3	0	0	5
Language school	17	3	0	5	0	3	0
Pub/Inn	4	1	0	1	0	2	1
Static Caravan – owned	1	0	0	0	0	0	0
Static Caravan – rented	1	0	0	0	0	0	1
Other	3	0	2	0	0	2	1
Total	516	100	100	100	100	100	100

4. CHARACTERISTICS OF VISIT

4.1 Main Purpose of Visit to Oxfordshire

All visitors were asked about their main purpose for visiting Oxfordshire on the day that they were interviewed. The majority of visitors (64%) described their visit as a holiday or leisure based visit. A significant number were visiting Oxfordshire to see friends and/or relatives – VFR - (17%). A further 11% were there on a special shopping trip, 5% were on business or attending a conference and 3% were language students.

The highest proportion of visitors visiting a district in Oxfordshire for leisure / holiday purposes was in South Oxfordshire (75%). In the district of Cherwell the main reason for visiting was a special or non – regular shopping trip (52%) whereas only 32% were visiting for leisure / holiday reasons. 26% of visitors to Vale of White Horse were visiting friends or relatives. This was the highest proportion of those visiting friends / relatives as their main reason among the five districts. 6% of total visitors to Oxford City were language students.

Table 10: Purpose of visit to Oxfordshire

	Oxfordshire		Cherwell	Oxford City	South Oxon	Vale of White Horse	West Oxon
	Count	%	%	%	%	%	%
Leisure/holiday	525	64	32	64	75	66	73
Visiting friends and/or relatives (VFR)	137	17	16	15	18	26	15
Shopping trip (special/non-regular)	91	11	52	7	3	4	9
Business/attending a conference	42	5	0	8	4	3	2
Language student	27	3	0	6	0	1	1
Total	822	100	100	100	100	100	100

4.2 Length of Stay in Oxfordshire

4.2.1 Staying visitors and day visitors on holiday

Table 11a shows the average length of stay in nights in Oxfordshire. The average length of stay within Oxfordshire was 5.90 nights. Visitors stayed the longest in West Oxfordshire where the average number of nights was 7.55 followed by Oxford City with an average of 6.55 nights.

Overseas visitors tended to have a longer length of stay compared to domestic visitors. The average length of stay for overseas visitors was 8.12 nights whereas the average for domestic visitors was 3.34 nights.

Table 11a: Average length of stay

Average number of nights	
Oxfordshire	5.90
Cherwell	5.70
Oxford City	6.55
South Oxon	2.03
Vale of White	4.88
West Oxon	7.55

4.2.2 Day visitors from home

All day visitors from home were asked to indicate how many hours they were spending in Oxfordshire on the day they were interviewed.

Overall, the average was 4.18 hours, with a maximum stay of 12 hours. The average length of stay was the highest in Oxford City at 5.50 hours.

Table 11b: Average duration of visit - Hours

Average number of nights	
Oxfordshire	4.18
Cherwell	3.27
Oxford City	5.50
South Oxon	3.84
Vale of White	2.89
West Oxon	2.61

4.3 Main Form of Transport Used to Travel to Oxfordshire

Nearly two thirds of all visitors (63%) had travelled to Oxfordshire by private car / van / motorcycle / motorhome. This is significantly lower than the high volume of motor vehicle usage for domestic holiday travel on a national basis where the results of the United Kingdom Survey for 2003 indicates that, on average, around 73% of the population uses their car for travel.

Under one fifth overall (16%) had travelled to Oxfordshire on a bus or coach service, higher than the national statistics where, on average, 4% of the UK population travel by train for domestic holiday travel. 11% had travelled to Oxfordshire by train just under the national figure of 12% of the population use the train for their holiday travel in the UK.

Table 12: Main form of transport used to travel to Oxfordshire

	Oxfordshire		Cherwell	Oxford City	South Oxon	Vale of White	West Oxon
	Count	%	%	%	%	%	%
Private vehicle	515	63	78	47	75	69	83
Bus/coach service	135	16	2	27	6	9	7
Train	95	11	15	19	1	2	2
Walked	26	3	0	3	3	5	4
Coach tour	22	3	2	2	10	0	2
Bicycle	6	1	0	1	0	1	2
Other	23	3	2	1	5	14	0
Total	822	100	100	100	100	100	100

Oxford City was the only district in which visitors travelled by all modes of transport listed in the table above. West Oxfordshire had the highest proportion of visitors who travelled by private vehicle (83%) and Oxford City had the highest proportion that travelled in by bus / coach service (27%).

The 23 visitors who mentioned 'other' as their form of transportation stated they had travelled by boat.

4.4 Organised Groups and Coach Parties

Visitors were asked whether they had travelled to Oxfordshire as part of an organised group. Overall, 73 visitors (9%) out of 822 were visiting Oxfordshire as part of a group.

Table 13: Organised groups

	Oxfordshire		Cherwell	Oxford City	South Oxon	Vale of White Horse	West Oxon
	Count	%	%	%	%	%	%
Yes	73	9	3	8	12	17	5
No	749	91	97	92	88	83	95
Total	822	100	100	100	100	100	100

Vale of White Horse had the most visitors who came with an organised group or coach party (17%) and Cherwell had the least (3%).

4.5 Whether First Time Visit

Thirty-eight percent of visitors responding to the survey were visiting Oxfordshire for the first time. The remaining 62% had visited Oxfordshire on at least one occasion previously

Table 14: Whether first time visit

	Oxfordshire		Cherwell	Oxford City	South Oxon	Vale of White Horse	West Oxon
	Count	%	%	%	%	%	%
Yes	313	38	27	45	37	31	31
No	509	62	73	55	63	69	69
Total	822	100	100	100	100	100	100

Within every district more visitors had visited the district before than those who were there for the first time. Oxford City had the closest margin between those who had visited before (55%) and those who had not (45%). Over two thirds of all visitors to the rest of the four districts had visited the area before.

Day visitors on holiday (48%) and staying visitors (44%) were significantly more likely to be on their first visit to Oxfordshire than day visitors from home (25%).

4.6 Influence on Decision to Visit

Visitors were asked to identify the level of influence that specific features had had before their visit to the district in Oxfordshire. Visitors were invited to select from a list of statements.

Some key influences that visitors identified for their visit to Oxfordshire were 'there is plenty to see and do', 'it has a good reputation', 'we have been before and know we like it' and 'it has good places to shop'.

There were a number of statements that visitors saw of no importance in influencing their decision to visit Oxfordshire. These were 'to take up a promotional offer', 'because it has good night life', and 'because we were interested by an ad'.

Tables 15 and 16, below, shows the different statements and the percentage of people in each district that thought it either was a key influence in visiting Oxfordshire or not an influence at all.

Table 15: Level of key influence on decision visit

	Cherwell	Oxford City	South Oxfordshire	Vale of White Horse	West Oxfordshire
	%	%	%	%	%
We just wanted to explore a new area	29	41	49	31	34
To visit a particular event or exhibition	23	20	20	22	13
To visit a specific attraction/museum/etc	17	34	29	28	18
There is plenty to see and do	28	53	34	30	25
It has a good reputation	48	55	34	41	27
We are interested by an ad we saw	13	9	2	5	12
To take up a promotional offer	17	4	4	5	1
We have been before & know we like it	61	36	51	59	46
It is easy to get to	56	30	43	47	43
It is a good place to meet others	32	17	17	33	17
It is a good place for families	28	13	25	21	20
It has good places to eat/drink	33	19	25	36	40
It has good places to shop	71	20	20	31	28
It has good night life	2	4	2	2	3

Table 16: Percentage of visitors that were not influenced

	Cherwell	Oxford City	South Oxfordshire	Vale of White Horse	West Oxfordshire
Influence:	None	None	None	None	None
	%	%	%	%	%
We just wanted to explore a new area	48	36	38	51	49
To visit a particular event or exhibition	68	68	75	75	80
To visit a specific attraction/museum/etc	83	43	55	65	74
There is plenty to see and do	41	18	27	45	36
It has a good reputation	18	24	34	29	56
We are interested by an ad we saw	58	84	94	94	81
To take up a promotional offer	71	95	92	95	94
We have been before & know we like it	21	49	34	32	43
It is easy to get to	16	37	36	42	29
It is a good place to meet others	58	66	69	59	70
It is a good place for families	49	74	69	71	62
It has good places to eat/drink	34	53	41	44	37
It has good places to shop	6	53	56	44	39
It has good night life	90	86	96	98	93

NB There was originally another column – some influence – involved in the question, which is not shown. Full results can be found in appendix 1.

4.7 Sources of Visitor Information

To assess the effectiveness of the destination's marketing tools, visitors were asked to identify any features, advertisements or other promotional materials for the district in Oxfordshire which they were visiting that they had come across before their visit. Visitors were invited to select from a list of potential sources.

Overall, 40% of visitors did not use any sources of information to plan their visit. Proportionately more visitors to South Oxfordshire had not used any sources of information to plan their visit than other districts.

Of those who selected sources from the list, 28% selected 'friends / relatives'. This differed across the districts, with 32% of Oxford City visitors being advised by 'friends / relatives' compared with 15% of visitors to Vale of White Horse.

Overall, 21% of visitors to Oxfordshire had used a website as a source of information for planning their visit and 13% had used a guidebook on the district each were visiting. 8% said that they had used a brochure and a further 7% had contacted the Visitor Information Centre in the districts. Only 2% said that they had seen an advertisement for the district they were visiting.

Table 17: Sources of visitor information

	All visitors		Cherwell	Oxford City	South Oxfordshire	Vale of White Horse	West Oxfordshire
	Count	%	%	%	%	%	%
Did not use any information	325	40	38	30	56	49	48
Advertisement	15	2	2	1	2	0	5
Brochure	67	8	7	11	4	3	8
Website	171	21	15	31	10	8	12
VIC at destination	59	7	5	11	0	8	2
Friends/relatives	229	28	31	32	23	15	28
Guide book about the area	105	13	5	18	3	14	9
Members guide book	22	3	0	3	0	7	4
Other	68	8	6	7	11	11	9

Visitors who mentioned that they had consulted a website were asked to specify which ones. The most popular were Local Council websites with 24% (39 visitors) of those who had looked at a website. A further 19% (30 visitors) had been directed to sites via Google. 17% could not remember which website they had looked at.

Some 'other' sources of information mentioned that were used to influence the decision to visit a district in Oxfordshire included Caravan Club, library, just knew about it, lived here before and local newspaper.

4.8 Activities Undertaken

Visiting a place to eat and/or drink (63%) and shopping (56%) were the most frequented activities undertaken by visitors to Oxfordshire. Visiting a tourist attraction was another popular activity amongst visitors with 48% overall saying they were going to participate in this activity.

92% of visitors to Cherwell went shopping and 64% visited a pub / restaurant. Proportionally Oxford City had the highest amount of visitors who visited a tourist attraction (67%). Two thirds of visitors to West Oxfordshire visited a pub / restaurant. This was also the most common activity in Vale of White Horse (60%).

Table 18: Activities undertaken

	All visitors		Cherwell	Oxford City	South Oxfordshire	Vale of White Horse	West Oxfordshire
	Count	%	%	%	%	%	%
Visiting/Meeting friends or relatives	186	23	26	22	21	33	17
Attended an event	78	10	12	7	9	14	13
Visit a tourist attraction	388	48	7	67	34	43	33
Participated in a sports activity	53	7	1	5	13	18	2
Shopping	451	56	92	50	35	58	63
Visit a pub/restaurant/etc	508	63	64	67	45	60	66
Toured around in car or bus	100	12	2	18	7	4	13
Went on a guide walk	47	6	0	10	2	1	5
Had a beauty/pampering experience	11	1	0	2	1	2	1
Other	136	17	9	15	30	13	18

Those who mentioned visiting a tourist attraction whilst on their visit were asked to specify the attraction. 122 visitors mentioned museums, 92 visitors stated colleges in general, 57 mentioned an abbey or a church, 23 mentioned castles, 15 the Bodleian Library, 14 visited parks or gardens and 12 visitors mentioned Blenheim Palace.

Of the 78 visitors that mentioned visiting to attend an event the most commonly mentioned event was a conference or business meeting (19 visitors) and music festivals (19 visitors). 13 visitors also mentioned carnival rally and 5 visitors mentioned a fair

5. VISITOR EXPENDITURE

All visitors were asked to estimate the amount of money they had spent on the following items:

Accommodation (all commercial accommodation stayed at

Eating & drinking (in cafes, pubs, restaurants, hotels etc.)

Shopping (souvenirs, guidebooks, clothes, groceries, etc)

Entertainment (admissions to attractions, theatre/cinema tickets, guided tours etc.)

Travel & transport in the area (fuel, fares, parking charges, car hire and taxi).

Visitors were asked to provide figures for expenditure that took place in the destination only. This would exclude for example expenditure on petrol which was purchased on route, outside the destination. It should also be noted that the figures collected for shopping expenditure excludes any large purchases over £500. As the sample is relatively low, a single large purchase item can easily skew results providing an over-inflated average expenditure figure.

A final point to highlight is that the average per visitor per night/day expenditure figure for each destination is based on information provided by all the visitors interviewed and this includes visitors who spent nothing during their trip.

5.1 Domestic Staying Visitor Expenditure

Table 20a: Average expenditure in Oxfordshire – Domestic staying visitors (£/per person/per 24 hours)

Category of expenditure (£)	Oxfordshire	Cherwell	Oxford City	South Oxon	Vale of White Horse	West Oxon
Base	121	10	50	13	35	13
Accommodation	£13.03	£14.52	£22.36	£5.84	£1.62	£20.80
Catering	£14.33	£10.47	£18.96	£17.22	£5.22	£19.77
Entertainment	£2.74	£0.00	£6.32	£0.95	£0.08	£6.36
Retail	£8.68	£6.82	£12.10	£12.31	£9.13	£3.06
Travel	£1.41	£0.26	£1.69	£0.29	£2.29	£2.00
Average spend total	£40.19	£32.07	£61.43	£36.61	£18.84	£51.99

The first aspect to point out in the interpretation of the expenditure data for domestic overnight visitors is the small sample base on which they are based. In total 121 domestic visitors staying overnight in one of the destinations in Oxfordshire provided us with expenditure figures. Whereas this sample size is valid to provide a county overall average expenditure figure, the district figures need to be treated with caution. Given the small sample base and the low volume of business visitors encountered (who tend to be high spenders) the average expenditure figures at destination level are likely to be an under-estimation, especially at Cherwell where we would expect spend on retail to be much higher given the presence of Bicester Village.

Based on the survey results, the average expenditure each day/night by a domestic visitor staying overnight in Oxfordshire during their trip is £40.19. This is significantly lower than the national average expenditure figure. According to the United Kingdom Tourism Survey, average expenditure per visitor per night in 2007 was £53.70.

5.2 Overseas Staying Visitor Expenditure

Table 20b: Average expenditure in Oxfordshire – Overseas staying visitors (£/per person/per 24 hours)

Category of expenditure (£)	Oxfordshire	Cherwell	Oxford City	South Oxon	Vale of White Horse	West Oxon
Base	130	6	109	3	8	4
Accommodation	14.91	4.17	32.82	0.00	2.67	20.00
Catering	15.15	24.44	15.39	8.75	9.67	17.50
Entertainment	1.32	0.00	4.12	2.17	0.31	0.00
Retail	9.19	10.00	15.45	10.00	6.75	3.75
Travel	0.88	1.26	2.10	0.00	0.00	0.91
Average spend total	38.47	40.01	69.89	20.92	19.40	42.16

Apart of Oxford City where over 100 overseas visitors staying in the City/District were encountered, the sample for the other destinations is too low to provide reliable data. Therefore the only figures which can be used usefully are the average expenditure for the County overall and the average expenditure in Oxford. Based on the survey results, the average expenditure each day/night by an overseas visitor staying overnight in Oxfordshire during their trip is £38.47. The national average is £64 according to the International Passenger Survey 2007.

5.3 Day Visitor Expenditure

The day visitor average expenditure combines results for both day visitors from home and day visitors travelling from holiday bases outside the destination interviewed at.

As the sample is much larger we are more confident on the reliability of the results.

Table 21: Average expenditure in Oxfordshire – Day visitors (£/per person/per 24 hours)

Category of expenditure (£)	Oxfordshire	Cherwell	Oxford City	South Oxon	Vale of White Horse	West Oxon
Base	550	70	223	93	52	112
Eating out	7.09	7.58	9.89	4.40	4.17	5.87
Shopping	12.98	45.10	12.72	4.64	3.79	6.08
Entertainment	1.68	0	3.59	0.91	0.15	0.63
Travel	0.93	0.47	1.75	0.41	0.35	0.57
Average spend total	22.68	53.15	27.95	10.36	8.46	13.15

According to the survey results visitor spending the day in Oxfordshire spent on average £22.68. According to the last national day visit survey in 2005 the average expenditure is £42.93, and in Oxfordshire, all destinations apart from Cherwell show much lower average expenditure.

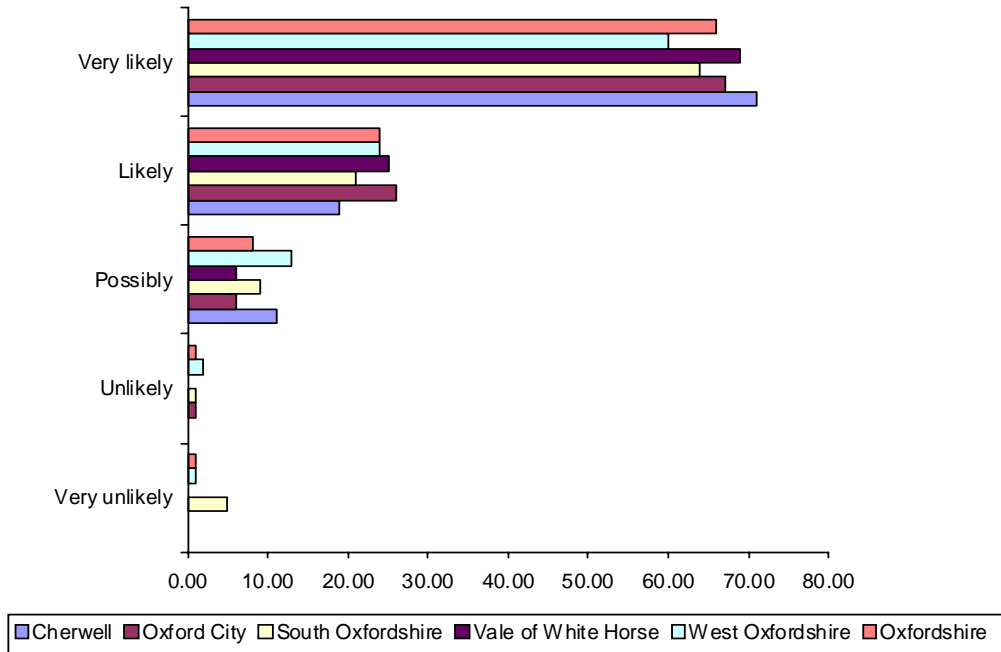
6. VISITOR OPINIONS

6.1 Likelihood of Recommending

Finally, visitors were asked to rate the overall enjoyment of their visit to Oxfordshire and the likelihood of them recommending visiting Oxfordshire to somebody else.

Ninety percent of visitors to Oxfordshire felt that the likelihood of them recommending Oxfordshire to somebody else was ‘high’ or ‘very high’. Over 84% of visitors throughout the individual districts stated that they were either ‘very likely’ or ‘likely’ to recommend the district that they had visited. 94% of visitors to Vale of White Horse felt they were likely or very likely to recommend visiting Vale of White Horse.

Figure 3: Likelihood of Recommending (% of visitors per district)



Seven visitors felt that they were ‘very unlikely’ to recommend Oxfordshire and the reasons given were: transportation / traffic, dirtiness; menacing people / crime, unimpressive shops and expensive.

There were no visitors to Vale of White Horse district or Cherwell who stated that wouldn’t recommend the district they had visited. The highest percentage that would not recommend a district was in South Oxfordshire where 5 visitors stated it was ‘very unlikely’ and 1 visitor stated ‘unlikely’.

6.2 Particular Likes about Oxfordshire and Things that Spoilt the Visit

Visitors were invited to comment on what they most liked or enjoyed about their visit to Oxfordshire. In total 384 visitors commented on 51 different aspects. Those mentioned by 11 or more people are presented below.

Most popular likes about Oxfordshire (Base: 384 visitors)

- Architecture (165 visitors; 43%)
- History (92 visitors; 24%)
- Atmosphere (86 visitors; 22%)
- Museums / attractions (78 visitors; 20%)
- Shops in general (25 visitors; 7%)
- Gardens / Parks (11 visitors; 3%)

Visitors were also invited to comment on anything that may have spoilt their visit to Oxfordshire. In total only 82 visitors commented on something which had spoilt their visit. The responses mentioned by 5 or more people are presented below. 34 different comments were given in total.

Most common things that spoilt visit to Oxfordshire (Base 82 visitors)

- Feeling unsafe (12 visitors; 15%)
- Litter (9 visitors; 11%)
- Attractions closed (8 visitors; 10%)
- Expensive (7 visitors; 9%)
- Toilets (6 visitors; 8%)
- Parking (6 visitors; 8%)
- Traffic (5 visitors; 6%)

APPENDICES

APPENDIX 1
COPY OF QUESTIONNAIRE

OXFORDSHIRE VISITOR SURVEY 2007

Date: / /07

Interviewer:

Time: 1100-1300 -1 1301-1500 -2 1501-1700 -3 1701+ -4

Weather: Wet -1 Cloudy (completely overcast) -2 Sunny (or sunny intervals) -3

Location: (ADD NAME)

Good morning/afternoon. My name is and I am from the Regional Tourist Board (Tourism South East). We are conducting a survey of visitors to various destinations in OXFORDSHIRE. It should only take a few minutes. Would you be willing to take part? Refusal/Closures: 1 2 3 4 5 6 7 8 9 10

1 Do you live in the Vale of White Horse?

Yes -1 *Thank and close interview. Do not count to quota. Record interview closures*
 No -2 *Go to Q2*

2 How close to the end of your visit are you? READ LIST

Just going -1
 Will probably stay a little longer -2
 About half way through -3
 Just arrived -4 → *Close interview. Do not count to quota*

3 What is your MAIN reason for visiting (ADD NAME)?
 SHOWCARD 1 – ONE RESPONSE ONLY

Leisure or holiday visit -1
 Visiting friends or relatives -2
 Shopping trip (special/non-regular) -3
 Business/attending a conference -4
 Language student -5
 Shopping trip (regular/household) -6
 Work/study here -7
 Other (specify) -8 } *Close interview. Do not count to quota*

4 Where do you live?

Home town.....
 County/Country.....

5a Have you come from there today?

Yes -1 No -2

5b Are you returning there today?

Yes -1 No -2

IF 'YES' TO BOTH Q5A & Q5B GO TO Q7a

6a What sort of accommodation are you staying in?

Hotel -01
 B&B/Guest House -02
 Pub/Inn -03
 Rented self catering accommodation -04
 Touring caravan -05
 Static caravan – owned -06
 Static caravan – rented -07
 Camping -08
 Youth hostel -09
 Boat/yacht -10
 Holiday centre/village -11
 Host family -12
 Home of friend/relative -13
 Second home -14
 Timeshare -15
 University accommodation -16
 Other (specify) -17

6b Are you staying overnight in (ADD NAME)?

Yes -1 *Go to Q6d*
 No -2 *Go to Q6c*

6c Where are you staying?

Nearest town.....County.....
GO TO Q8

6d How many nights are you spending in total in (ADD NAME)?

nights

6e How much has/will you and your party be spending on your accommodation for the duration of your stay in (add NAMED) (inclusive of breakfast if included in the price of your accommodation)?

£.....

Put "0" if spent/expect to spend nothing

Tick box if Don't know/Can't recall/Declined to say

GO TO Q8

7a Approximately what time did you arrive in (ADD NAME) today? (DAY VISITORS ONLY)

..... (24 hr clock – to the nearest hour)

7b. Approximately what time do you expect to leave (name of destination) today? (DAY VISITORS ONLY)

..... (24 hr clock – to the nearest hour)

8 Is this your first ever visit to (ADD NAME)?

Yes -1 No -2

9 From this list (SHOWCARD 2) please indicate which of these things had an influence on why you chose to visit (ADD NAME) on this trip? Where 1 is a 'key influence', 2 is 'of some influence' and 3 is of 'no importance'.

CIRCLE ALL RESPONSES

We just wanted to explore a new area -1 -2 -3
 To visit a particular event or exhibition -1 -2 -3
 To visit a specific attraction/museum/etc -1 -2 -3
 Because there is plenty to see and do -1 -2 -3
 Because it has a good reputation -1 -2 -3
 Because we are interested by an ad we saw -1 -2 -3
 To take up a promotional offer -1 -2 -3
 Because we have been before & know we like it -1 -2 -3
 Because it is easy to get to -1 -2 -3
 Because it is a good place to meet others -1 -2 -3
 Because it is a good place for families -1 -2 -3
 Because it has good places to eat/drink -1 -2 -3
 Because it has good places to shop -1 -2 -3
 Because it has a good night life -1 -2 -3

10 Which of the following did you use to find out about

10 Which of the following did you use to find out about (ADD NAME)? (SHOWCARD 3) CIRCLE ALL RESPONSES

- I did not use any information -1
- Advertisement -2
- Brochure -3
- Website -4
- (please specify)
- TIC/VIC at destination -5
- Friends/relatives -6
- Guide book about the area -7
- Members guide book (eg. National Trust Handbook) -8
- Other -9
- (please specify)

11 What activities have you/will you be undertaking whilst visiting (ADD NAME) today? CIRCLE ALL RESPONSES

- Visiting/meeting friends/relatives -1
- Attended an event -2
- (please specify)
- Visited a tourist/visitor attraction -3
- (please specify)
- Participated in a sports/leisure activity -4
- Shopping -5
- Visited a pub/tea room/restaurant/etc -6
- Toured around in car/bus/etc -7
- Went on a guided walk/tour -8
- Had a beauty/pampering/health related experience -9
- Other -10
- (please specify)

12 What was the main form of transport you used to reach (ADD NAME)?

- Car/van/Motorhome -1 Bicycle -4
- Bus/Coach service -2 Train -5
- Coach tour -3 Walked -6
- Other (specify) -7

13 Are you part of an organised group or coach party?

- Yes -1 No -2

14 How would you rate the overall enjoyment of your visit to (ADD NAME)? (READ LIST)

- Very low -1 High -4
- Low -2 Very high -5
- Average -3 Don't know -6

15 What did you like most about (ADD NAME)?

.....

16 What, if anything, spoilt your visit to (ADD NAME)?

.....

17a How likely are you to recommend (ADD NAME) to someone else? (READ LIST)

- Very unlikely -1 Go to Q17b
- Unlikely -2 Go to Q17b
- Possibly -3 Go to Q18
- Likely -4 Go to Q18
- Very likely -5 Go to Q18
- Don't know -6 Go to Q18

17b Why do you say that?

.....

ASK ALL:

18 Thinking about today as a whole, how much do you expect that you and your immediate party will have spent today and this evening in total in (ADD NAME) on the following: Put "0" if spent/expect to spend nothing.

a) Eating & drinking £.....
 (in cafes, pubs, restaurants, hotels etc.)
 Tick box if Don't know/Can't recall/Declined to say

b) Shopping £.....
 (including souvenirs, guidebooks, clothes, sweets, drinks, food, other purchases)
 Tick box if Don't know/Can't recall/Declined to say

c) Entertainment £.....
 (including admissions to attractions, theatre/cinema tickets, guided tours etc.)
 Tick box if Don't know/Can't recall/Declined to say

d) Travel & transport in ----- £.....
 (including fuel, fares, car parking charges)
 Tick box if Don't know/Can't recall/Declined to say

19 How many people do these amounts cover?

People

20 Including yourself, how many people in your immediate party are male and female, and which of these age groups do they fall into? (SHOWCARD 4 - WRITE No's)

	Age	Male	Female
A	0-15		
B	16-24		
C	25-34		
D	35-44		
E	45-54		
F	55-64		
G	65-74		
H	75+		

21 Which of the following categories applies to the chief income earner in your household? (SHOWCARD 5)

- Employed full-time (30+ hrs per week) -01 Go to Q22
- Employed part-time (up to 29 hrs per week) -02 Go to Q22
- Self-employed -03 Go to Q22
- Retired -04 Go to Q22
- Full-time student living at home -05 Go to Q22
- Full time student living away -06 Go to Q23
- Unemployed -07 Go to Q23
- Refused -08 Go to Q23

22 What is/was the principal occupation of the chief income earner in your household in terms of:

Position/job title (grade/skill level/industry/type of company/etc)

.....

23 What is your postcode?

24 Finally, could I have your name and home telephone number? This will be treated in the strictest confidence and will only be used for the purpose of back-checking the questionnaire.

Name of respondent:

Home Tel No:

APPENDIX 2
FACTORS THAT HAD SOME INFLUENCE ON DECISION TO VISIT

	Cherwell	Oxford City	South Oxfordshire	Vale of White Horse	West Oxfordshire
We just wanted to explore a new area	23	23	13	18	18
To visit a particular event or exhibition	10	12	5	3	7
To visit a specific attraction/museum/etc	0	23	16	7	8
There is plenty to see and do	31	29	39	25	39
It has a good reputation	34	21	32	17	30
We are interested by an ad we saw	29	7	4	2	7
To take up a promotional offer	12	1	4	0	5
We have been before & know we like it	17	15	15	9	12
It is easy to get to	27	33	21	11	28
It is a good place to meet others	11	17	15	9	13
It is a good place for families	23	14	6	9	18
It has good places to eat/drink	33	28	34	21	23
It has good places to shop	23	27	24	25	32
It has good night life	8	10	2	0	4