November 2025

Residents' Survey 2025

Report prepared by Oxford City Council

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Contents

Introduction

1 Introduction

1.1 Background and objectives

The purpose of this report is to detail the findings of the 2025 Oxford Residents' Survey and, where relevant, make comparisons to the 2024 and 2023 Residents' Surveys, as it is now in its third year, having relaunched in July 2023.

Most questions within the survey remain the same as the last two years' surveys, allowing for direct comparisons to be made between 2023, 2024, and 2025. This year, some updates were made to questions relating to the Council's online services and two additional questions on Local Government Reorganisation (LGR) were included.

This survey aims to give people who live in Oxford the opportunity to let us know how we are doing as a council, how satisfied they are with the services we are delivering, what services are most important to them, perceptions of their local area, community safety, the local economy, as well as their health and wellbeing.

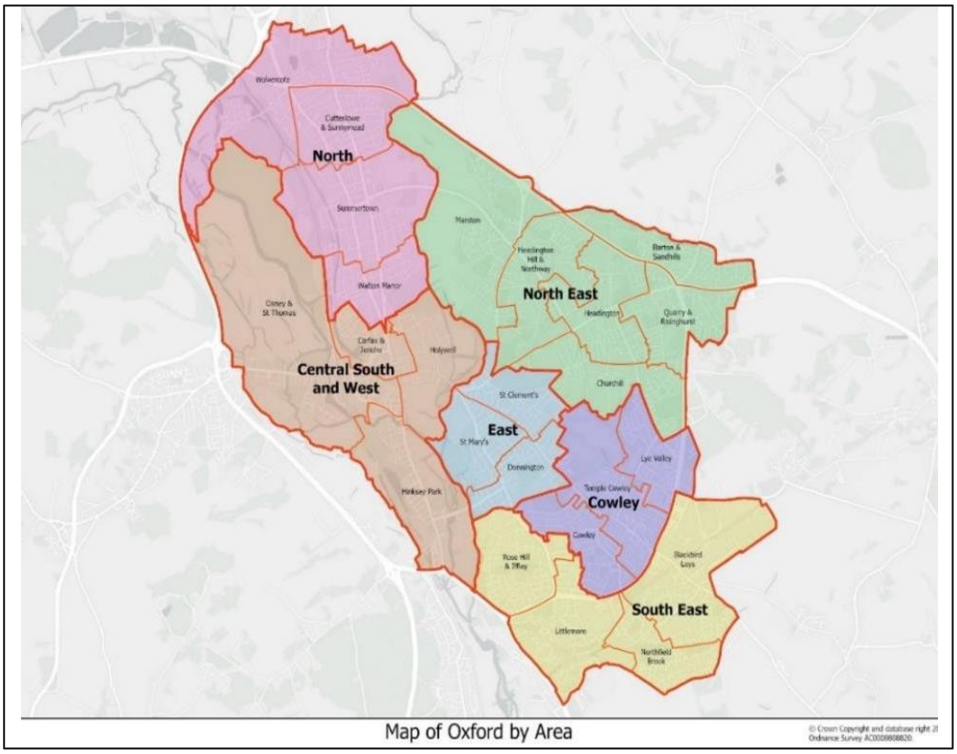
Conducting the survey annually enables us to track satisfaction levels and public perceptions on a variety of issues over time, helping us to identify trends and understand how residents respond to the changes and improvements we implement in our service delivery and policies.

The findings of this survey are being used to help develop Council services, and data from the survey inform some of our Corporate-level Key Performance Indicators (KPIs).

Whilst the Residents' Survey focuses mostly on issues relating to Oxford City Council, it does also include questions relating to services provided or supported by Oxfordshire County Council. Where Oxfordshire County Council has responsibility for a service, this was made clear to those who completed the survey. We appreciate that residents rarely make the distinction between the two service providers, and it is important in any such survey to address issues which have greatest impact.

Oxford City Council is responsible for services such as planning, housing, Council Tax collection, housing benefits, business rates, environmental health, licensing, refuse and recycling collection, leisure services and parks, tourism, and cemeteries, whereas services such as schools, safeguarding children, social care for the elderly, the fire service, roads, libraries and the museums service, trading standards, land use, transport planning and waste management are the responsibility of Oxfordshire County Council.

Fig 1.1: Map of Oxford by Area



Findings from the Residents' Survey are looked at by area. The local areas in Oxford City Council, along with the wards they comprise, are defined below:

- **North**: Wolvercote, Cutteslowe and Sunnymead, Summertown, Walton Manor.
- **North East**: Marston, Headington Hill and Northway, Headington, Barton and Sandhills, Quarry and Risinghurst, Churchill.
- **East**: Donnington, St Clements, St Mary's.
- **Central South & West**: Osney and St Thomas, Carfax and Jericho, Holywell, Hinksey Park.
- **Cowley**: Temple Cowley, Cowley, Lye Valley.
- **South East**: Blackbird Leys, Littlemore, Northfield Brook, Rose Hill and Iffley.

1.2 The approach

The survey was conducted online and was distributed to the Oxford Residents' Panel, an online group of Oxford residents which is broadly representative of the Oxford population.

1,035 members of Oxford Residents' Panel were invited to take part in the survey and there were 406 valid responses in total which allows us to undertake analysis at sub-group level. There are now nearly 1,100 members of the Residents Panel and growing.

The online survey typically contains 32 questions and fieldwork ran from 23rd July to 15th September 2025. This year two additional questions on LGR were included and a question on verge mowing was removed. An independent polling company, Beehive Research, oversees both the administration of the Residents Panel and the data analysis and application of appropriate weightings from the survey findings. Beehive Research has confirmed the survey results are robust and the results are accurate within ±5% a confidence level, with a margin of error of 4.86%.

Data has been weighted by age, gender, area and ethnicity to counteract non-response bias. The weighting profile was based on 2021 Census data for the population of Oxford.

As the majority of the questionnaire design, as well as ward boundaries (which make up the six areas reported) remain the same as last year, direct comparisons between the findings of the 2023, 2024 and 2025 Residents' Surveys can be made.

Throughout this report, the word 'Council' relates to Oxford City Council unless specifically stated otherwise.

1.3 Benchmarking

LG Inform is a benchmarking tool provided by the Local Government Association (LGA), which conducts regular national telephone polling of residents' satisfaction with local government, three times a year. In addition, regional level results are available on a yearly basis. The LGA outlines a set of resident satisfaction questions that councils can use in their local surveys and provides results that can be benchmarked against national and regional results.

The LGA's national and regional figures are obtained using a telephone poll. As the mode of data collection can have a marked impact on results, it is important to note that it is best to compare results collected using the same method. The LGA therefore recommends that only councils using a telephone survey method should benchmark against the LGA figures and as such, due to the fact that our Residents' Survey was conducted online, we will not use LGA's data for the purposes of direct benchmarking, though it provides useful trend data for comparison. The latest report, which was conducted in October 2024 can be found here.

As we will be conducting our survey on an annual basis, we will be able to establish a baseline as well as track findings over time, thus allowing us to understand any changes in residents' perceptions and levels of satisfaction as we make improvements to our services.

1.4 Statistical reliability and margins of error

The respondents to the questionnaire are only samples of the total "population", so we cannot be certain that the figures obtained are exactly those we would have if everybody had been surveyed. We can, however, predict the variation between the sample results and the "true" values from knowing the size of the samples on which the results are based and the number of times that a particular answer is given.

It is important to note that margins of error relate only to samples that have been selected using strict random probability sampling methods. However, in practice, it is reasonable to assume that these calculations provide a good indication of the confidence intervals relating to this survey and the sampling approach used.

Unless otherwise stated, all comparisons made in the report commentary between sub-groups in Oxford are based on statistically significant differences. Please note that for the data to remain statistically robust, in some instances, it cannot be broken down further into sub-groups, for example, for local area and specific ethnic group. The data is therefore not reported at ward level (groupings of which make up the six areas across Oxford – see above) or individual ethnic group level but rather is reported by area. For ethnic group data is reported as either the 'all-white group' (which comprises all White ethnic groups) or the 'Ethnic Minority group', which comprises all Ethnic Minority groups other than White ethnic groups.

Oxford City Council is a tier 2 or lower-tier English local authority, accorded powers and responsibilities similar to that of other district councils, such as Cherwell District Council or South & Vale District Councils, and different from those of tier 1 or upper-tier councils such as Oxfordshire County Council. Oxford City Council is not responsible for transport or education or child or adult social care and neither layer of local government is responsible for the health system or policing. However, given many residents are not aware of which public bodies have responsibility for which services and many typically think about this wider range of factors when considering whether or not an area is desirable, some questions were included in the survey that concern functions delivered by these other bodies.

Please see the technical report at the end of this document for more details on statistical reliability.

1.5 Acknowledgements

Oxford City Council would like to thank Beehive Research for their assistance throughout this project. We would also like to give our sincere thanks to the 406 residents who took the time to participate in the survey.

Summary of key findings

2 Summary of key findings

2.1 General satisfaction and Area differences

- **Overall Satisfaction:** Most Oxford residents remain satisfied with their local area as a place to live (77%), this is a significant increase compared to 2023 (66%), and 2024 (70%). Residents living in the Central South & West area are the most satisfied (90%). Dissatisfaction is notably higher in Cowley (27%) and South East (25%) compared to the city average.

- **Living environment factors:** Public transport, the level of crime, and infrastructure for walking and cycling are the top factors residents consider important for a good place to live. Affordable housing, while still in the top five of most important factors, has dropped in priority compared to previous years.

2.2 Cleanliness and Transport

- **Cleanliness:** Over half of residents are satisfied with the cleanliness of residential streets and the city centre (55%), with parks rated even higher (68%). Central South & West stands out for residential street cleanliness (82%), while Cowley lags behind (38%).

- **Transport:** Residents continue to express concern about transport, with most aspects perceived as having worsened over the past year—especially congestion (63% say it's worse) and journey times by car (53% worse). However, air quality is seen as improving, reversing a previous negative trend.

2.3 Community Life and Cohesion

- **Community Cohesion:** 79% of residents agree their area is a place where people from different backgrounds get along, up from 76% in 2023. Central South & West is the most positive (92%), while South East is the least (66%). Whilst there is no significant difference in levels of agreement between the ethnic minority and all white ethnic groups (75% and 80% respectively), ethnic minority residents' *disagreement* has significantly risen since 2023 (from 6 to 12%).

- **Participation:** 52% feel people come together to improve their community, a significant increase from 44% last year. This significant increase is especially true among ethnic minority residents, from 22% in 2024 to 54% in 2025. There was not much change within the all-white group (50% in 2024 and 51% in 2025).

- **Community Assets:** Parks and public spaces are most valued for fostering good relations (68% agree), with cultural events also seen as important (50%).

2.4 Safety and Anti-social Behaviour

- **Feeling Safe:** Most residents feel safe during the day in both their local area (90%) and the city centre (88%), but this drops at night (68% and 63% respectively). Central South & West residents feel safest, while South East residents feel least safe.

- **Anti-social Behaviour:** Speeding vehicles, dangerous driving, rubbish/litter and fly tipping remain the top concerns. 34% believe the police and council deal effectively with anti-social behaviour, a slight decrease from previous years. Perceptions of anti-social behaviour worsening outnumber those seeing improvement, though most feel things have stayed the same.

2.5 Health and Well-being

- **General Health:** 69% rate their health as good or very good, unchanged from previous years. However, only 51% of over-65s and 51% of the ethnic minority group residents report good health. 21% of residents provide unpaid care, with higher rates among older residents and those in the North.

- **Physical Activity:** Walking is the most common activity (95% at least weekly), followed by cycling (53%). Use of council leisure facilities remains low, with most residents never using them.

- **Unpaid care:** Just over a fifth (21%) provide some form of unpaid care for others (friends, family etc). Older residents (65 years plus), those living in the North area and residents who rate their health as bad, are more likely to be providing unpaid care.

2.6 Economic Outlook and Personal Finances

- **Economic Optimism:** Optimism about Oxford's economy has risen significantly (43% positive, up from 35% in 2024), with pessimism declining significantly as compared to 2023 (52% in 2023 to 42% in 2025) and for the first time since 2023, levels of optimism are higher than pessimism. However, only 20% expect their personal finances to improve in the next year, while 29% expect them to worsen.

- **Financial Pressures:** 48% have been affected by the economic climate, especially regarding housing affordability, holidays, and job security. Residents from the ethnic minority group and social and private renters are particularly impacted.

2.7 Council Performance and Services

- **Council Satisfaction:** 60% are satisfied with how the Council runs things, and 63% feel well-informed—both up from last year. Engagement in policy-making and service design has also increased (53%).

- **Service Ratings:** Parks and open spaces, museums, and access to nature are the highest-rated services. Satisfaction with museums (86%) and parks/open spaces (83%) has increased, while community centres have seen a decline (32%) compared to last year.

- **Housing and Infrastructure:** Dissatisfaction remains high regarding infrastructure for new homes (47%) and homelessness prevention (44%). Retrofitting housing is the top net-zero priority.

- **Digital Services:** 71% use online council services, with website usability and customer service as the main issues for non-users. The main reason residents say they are not using our online services is because 'they have no need'.

2.8 Emerging Trends 2023 - 2025

Now that we have three years of data, we can see the following trends are starting to emerge:

- **Resident Satisfaction:** Satisfaction with the Council, the local area as a place to live, keeping residents informed and engaging residents in policy and service design have all shown year on year improvement and are significantly better than two years ago.

- **Top Factors for a Good Place to Live:** The top five factors for a good place to live remain the same, although the order shifts: Public transport, crime levels, walking/cycling infrastructure, parks/open spaces, and affordable housing.

- **Housing Needs:** Housing needs are consistently an area of dissatisfaction (housing affordability and building enough housing).

- **Anti-Social Behaviours:** Speeding vehicles, inconvenient/dangerous parking, rubbish/litter and fly tipping are consistently the anti-social behaviours believed to have worsened more than others and are also considered the most problematic.

- **Safety Perceptions:** Most residents feel very or fairly safe (both in their local area and city centre), however residents feeling very safe during the day in the city centre has fallen year on year from 66% → 57% → 52%, a significant drop.
- **Community Cohesion:** Over the past three years, most residents agree that there is strong community cohesion, with 79% agreeing this year. However, disagreement among ethnic minority residents has doubled (albeit from a small percentage) — from 6% in 2023 to 12% in 2025 — a statistically significant rise.

- **Museums and parks/open spaces:** continue to receive the highest satisfaction among council services.
- **Travel:** Issues around travel (journey times and congestion) have been reported year on year since 2023, with a higher percentage of residents believing things have got worse rather than better.

Living in Oxford

3 Living in Oxford

This section of the report examines overall attitudes towards the local area and residents' priorities for their area.

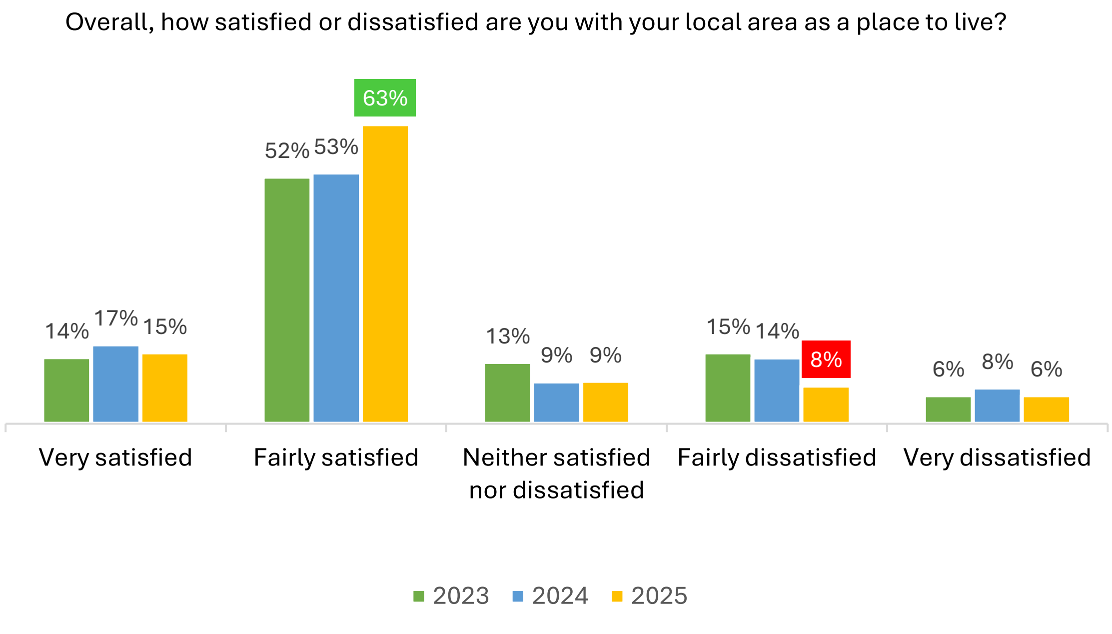
Summary

- Most residents are satisfied with their local area as a place to live (77%), with just over a tenth dissatisfied (14%). This is a significant increase compared to previous years (66% in 2023 and 70% in 2024).
- Residents in the Central South & West areas are the most satisfied – this was one of the least satisfied areas last year. Cowley has the lowest levels of satisfaction.
- Public transport, the level of crime, and infrastructure to enable people to walk and cycle around the city are seen as the most important aspects in making somewhere a good place to live.
- A majority of residents are satisfied with the cleanliness of residential streets, the city centre and parks.
- When asked about various aspects of transport, as in previous years, more respondents feel things have got worse rather than better over the past year.

3.1 General satisfaction with the area

Residents were asked to think about 'your local area', to be the area within 15-20 minutes of walking distance from their home. They were asked, 'Overall, how satisfied or dissatisfied are you with your local area as a place to live?'

Figure 3.1: Satisfaction with the local area

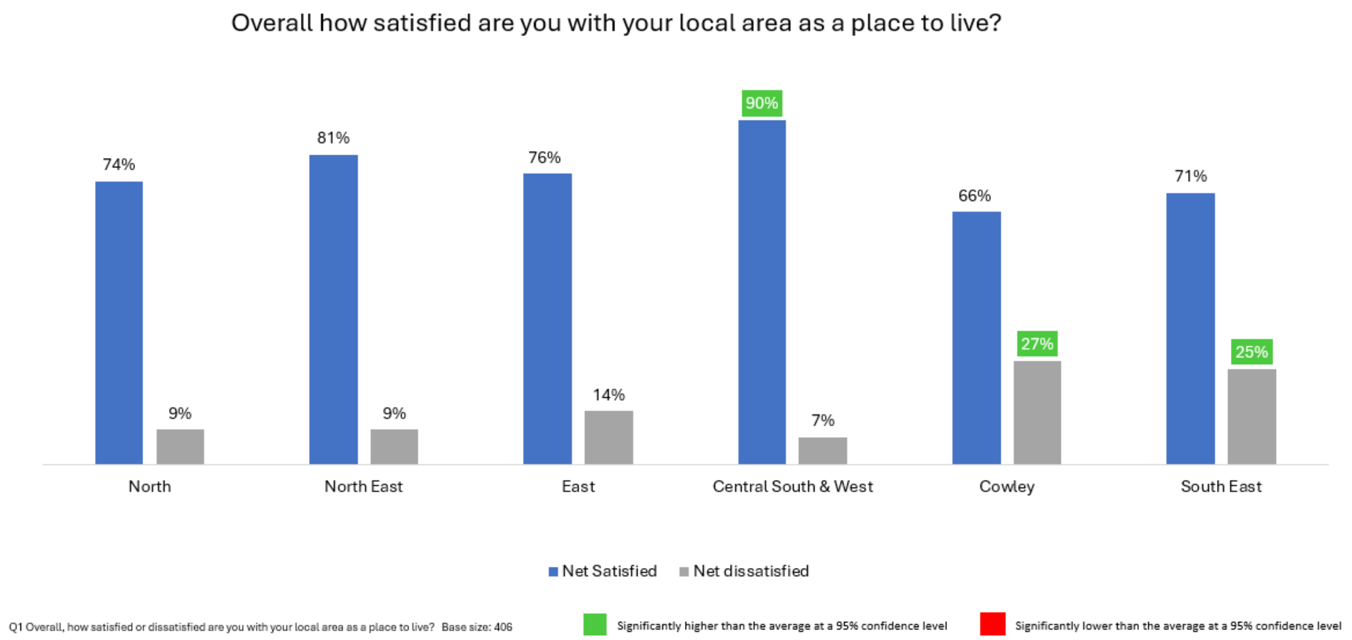


Most residents are satisfied with their local area as a place to live (77%), with just over a tenth dissatisfied (14%). Adults aged 35-64 (66%), and social renters (57%) are significantly less satisfied with their local area as a place to live (vs 77% average).

A common finding of residents' surveys is that generally satisfaction with the local area is closely linked to perceptions of the Council. Residents were asked to think about the range of services Oxford City Council provides to the community, as well as the services their household uses. For the residents satisfied with their local area as a place to live, 73% of them are satisfied with the way the council runs things, compared with the 60% average satisfaction with how the council runs things. Conversely, among residents who are dissatisfied with their local area, 80% are dissatisfied with how the Council runs things, compared with 21% overall dissatisfaction.

Looking at net satisfaction (very satisfied or fairly satisfied) with your local area based on Oxford area, we found:

Figure 3.2: Satisfaction with the local area by Oxford Area



Residents in the Central South & West area are the most satisfied with their local area (90% vs 77% average). Residents in the North, Cowley, and South East areas have significantly lower rates of satisfaction than those in Central South & West (74%, 66%, and 71% respectively).

Likewise, a statistically higher proportion of residents in Cowley and South East areas are dissatisfied with their local area when compared with the 14% average (27% and 25%).

3.2 Key drivers of satisfaction

Residents were asked to select up to five of the most important things in making somewhere a good place to live.

Figure 3.3: Top 5 most important things in making somewhere a good place to live, 2023-2025

Priority	2023	2024	2025
Public Transport	39%	41%	45%
The level of crime	31%	35%	39%
Infrastructure for walking/cycling	31%	35%	37%
Affordable decent housing	43%	37%	35%
Parks and open spaces	36%	43%	35%*

Q2 Thinking generally, which of the things below would you say are most important in making somewhere a good place to live? (Tick up to five boxes that you think are the most important). Base size 406 *Other 1 at 29% included various themes
*Access to nature also scored 35% in 2025 but did not appear on the top 5 in 2023 and 2024.

Public transport, the level of crime and infrastructure that enable people to walk and cycle around the city are seen as the most important aspects in making somewhere a good place to live.

Although public transport has always been a priority, this year it emerged as the most important issue for most groups, surpassing previous years. In 2024, it ranked second after parks and open spaces, and in 2023, it followed affordable decent housing. Notably, affordable housing dropped from first place in 2023 (43%) to fourth in 2025 (35%).

Even though this year, there is broad agreement that public transport is the most important factor in making an area a good place to live, residents from ethnic minority groups place greater emphasis on affordable, decent housing (50% compared to 35% avg). The ethnic minority group also differs from the average by placing higher importance on people from different backgrounds getting along well together (39% compared to 24% avg).

The older age group (65 years and older) also shows distinctive preferences. Although they also value public transport the most (51%), they place greater importance on GP services (50% compared to 29%) and hospital services (29% compared to 12%). Notably, they are less concerned about access to nature (18% compared to 35%) and infrastructure that enables people to walk and cycle around the city (19% compared to 37%).

Similarly, the female group places more value on GP services than the male group (42% compared to 16%).

Residents were given the option to list other things they value in making somewhere a good place to live. The responses were variable, with the most common being complementary comments related to transport links and health services.

Illustrated below are the top 5 most important things according to the local area:

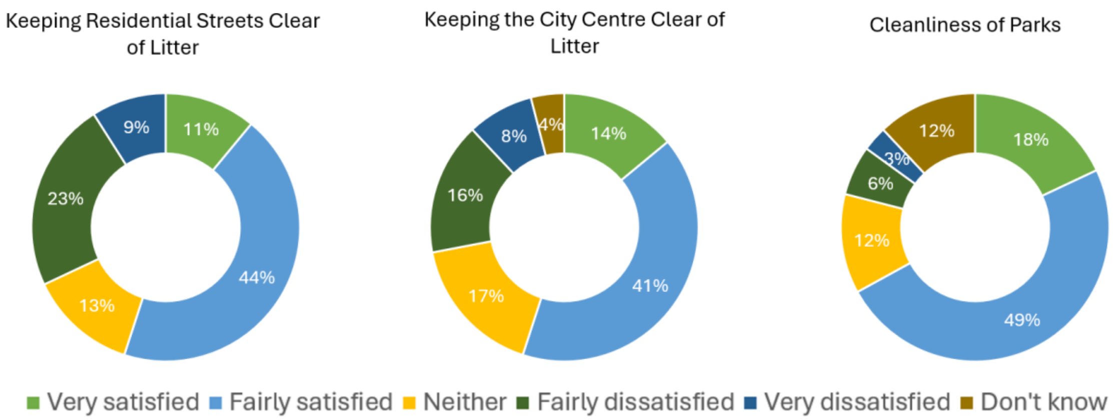
Figure 3.4: The top 5 most important things according to local areas (area % vs average %)

North	North East	East	Central South & West	Cowley	South East
Clean streets and park areas (46% vs 32%)	The level of crime (53% vs 39%) (*)	Public transport (60% vs 45%) (*)	Infrastructures to enable people to walk and cycle around the city (64% vs 37%)	Affordable decent housing (45% vs 35%)	Clean streets and park areas (60% vs 32%) (*)
GP Services (42% vs 29%)	Parks and open spaces (40% vs 35%)	Parks and open spaces (51% vs 35%) (*)	Public transport (51% vs 45%)	Public transport (33% vs 45%)	Public transport (52% vs 45%)
Infrastructures to enable people to walk and cycle around the city (41% vs 37%)	Public transport (40% vs 45%)	Affordable decent housing (44% vs 35%)	Affordable decent housing (39% vs 35%)	Infrastructures to enable people to walk and cycle around the city (31% vs 37%)	Affordable decent housing (42% vs 35%)

(*) shows statistical significance compared to the average proportion.

3.3 Cleanliness in Oxford

Figure 3.5: Cleanliness in Oxford across three categories



	Keeping Residential Streets Clear of Litter	Keeping the City Centre Clear of Litter	Cleanliness of Parks
Satisfied	55%	55%	68%
Dissatisfied	31%	23%	9%

Q6 How satisfied or dissatisfied are you with the cleanliness of the following? Keeping residential streets clear of litter, Keeping the city centre clear of litter, Parks (e.g. Cutteslowe & Sunnymead Park, Hinksey Park, Florence Park, South Park, Bury Knowle Park, Blackbird Leys Park). Base size: 406

Over half of the residents (55%) are satisfied with the cleanliness of their residential streets and keeping the city centre clear of litter. Notably, residents were most satisfied with the cleanliness of parks (68%). The parks include: Cutteslowe & Sunnymead Park, Hinksey Park, Florence Park, South Park, Bury Knowle Park, and Blackbird Leys Park.

The group aged 35 to 64 has the lowest percentage of satisfaction with residential area and city centre cleanliness.

Satisfaction with residential street cleanliness also varies by area. Central South & West show notably high satisfaction (82% vs 55%) compared to the average, while Cowley reports lower satisfaction rates (38% vs 55%). When asked about satisfaction with keeping the city centre clear of litter, East residents are more satisfied than average (76% vs 55%). In addition, North residents are considerably more satisfied than average with the cleanliness of parks (38% vs 23%).

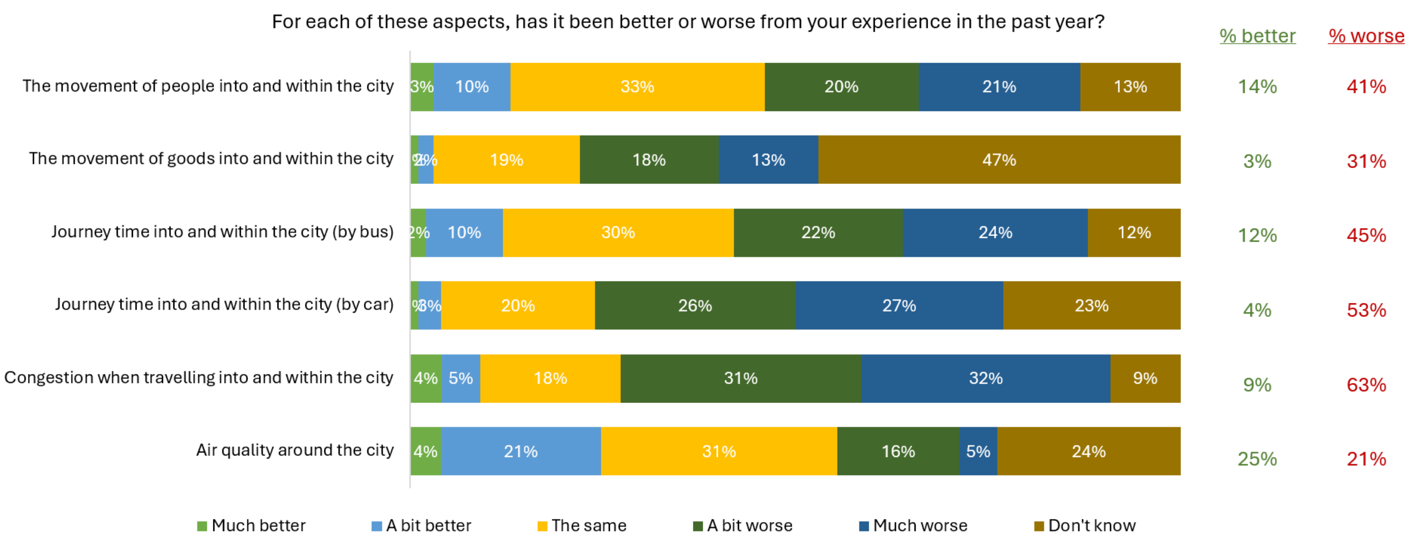
Additionally residents who are more satisfied with their local area as a place to live are also more satisfied with cleanliness in residential streets, the city centre, and parks (65%, 65% and 77% respectively).

3.4 Transport

Respondents were informed that while Oxfordshire County Council takes the leading responsibility for transport in the city and for oversight of bus services, Oxford City Council is interested in knowing how transport in Oxford has impacted daily life. Residents were asked if each aspect had been better or worse from their experience in the past year.

When asked about various aspects of transport, more respondents feel that things have worsened rather than improved over the past year. The only exception is air quality, which has shifted from a higher percentage of negative evaluations in previous years to a greater percentage of positive evaluations this year.

Figure 3.6: How transport has changed in the past year



Q31 While Oxfordshire County Council takes the leading responsibility for transport in the city and for oversight of bus services, Oxford City Council is interested in knowing how the transport in Oxford has impacted your daily life. Please tell us for each of the aspects, has it been better or worse from your experience in the past year. Base size: 406

The aspects of transport with the highest percentage of "worse" responses are "congestion when travelling into and within the city" (63%) and "journey times into and within the city by car" (53%). Notably, the percentage of respondents reporting worsening conditions has been decreasing over the years. The only aspect that has seen an increase in negative evaluations is "the movement of people into and within the city". For the third year running, air quality has the highest percentage of residents believing it has got better over the past 12 months and more residents believe it has got better than worse.

About two-thirds of residents provided comments on transport needs and provision in Oxford. These have been analysed and the main themes include:

Figure 3.7: Key themes from residents' comments on transport

Public transport	Residents called for more accessible public transport, highlighting the need for more frequent bus services, additional stops in certain areas, and better use of technology to track arrival times. High fares were seen as a barrier, especially for families. The "pickup bus" scheme was praised and suggested for reinstatement, and some also raised the need for more railway stations.
Cycling	Residents requested more cycle lanes and bike-friendly infrastructure, such as additional bike racks, to improve safety and security. Better facilities were seen as key to encouraging cleaner transport options like cycling and walking.
E-bikes and e-scooters	Residents raised concerns about the use of e-bikes and e-scooters, particularly regarding their speed and the behaviour of some users, which causes discomfort and safety worries for pedestrians. Many called for stricter regulation to address these issues.
Traffic	Comments on LTNs, congestion charges, and traffic or bus gates showed no clear consensus. While some residents felt LTNs increased congestion in certain areas and expressed frustration, others supported these measures as effective ways to reduce car use, traffic, and pollution in the city

Q.32 Do you have any further comments on transport needs and provision in Oxford? . Base size: 262

Community Life

4 Community life

This section examines different aspects of community life in Oxford, such as the extent to which people from different ethnic and national backgrounds get on well together, whether people pull together to improve their local area, and whether a community's assets and facilities help with social cohesion.

Summary

Community Cohesion

79% of residents agree their area is a place where people from different backgrounds get along, with no significant difference seen in levels of agreement between the all-white and ethnic minority groups.

Agreement is highest in Central South & West (92%) and lowest in the South East (66%), though a majority agree in all areas.

Ethnic Minority Perceptions

Disagreement among ethnic minority residents about community cohesion has doubled since 2023 (from 6% to 12%) a significant increase. However, levels of agreement that people get on is still high among the ethnic minority group, at 75%.

Community Participation

52% feel people come together to improve their community. This is slightly higher among ethnic minority residents (54%) than all-white group residents (51%), reversing last year's trend. Among ethnic minority residents, agreement that people come together has significantly increased (from 22% to 54%) and disagreement has significantly decreased (from 37% to 19%).

Spaces for Connection

Parks and public spaces remain the most valued for fostering good relations (68% agree).

Residents in the South-East are significantly more likely to value Community Centres for good relations (61% vs 45% overall).

4.1 Community cohesion

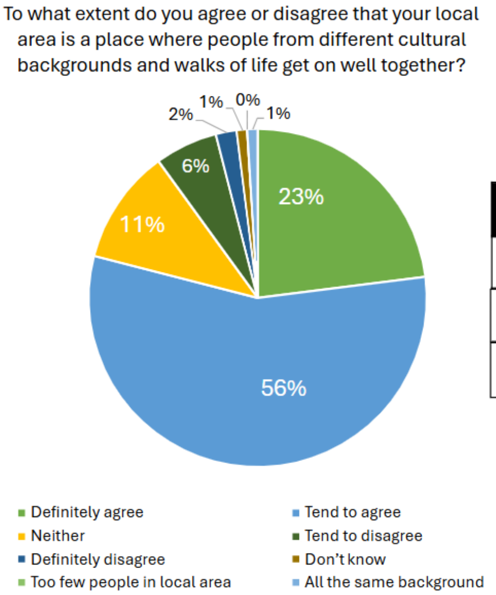
Residents were asked if their local area is a place where people from different ethnic and national backgrounds get on well together. 'Getting on well together' was defined as treating each other with respect and neighbourliness.

Most people feel that their local area is a welcoming place where individuals from different cultural backgrounds get on well. In 2025, nearly eight in ten residents (79%) agreed that people in their community get on well together, showing a steady improvement from 76% in 2023.

Looking at the results more closely, the sense of cohesion is strong across all groups:

- Among residents from the all-white group, agreement remains high at 80%.
- For ethnic minority residents, perceptions have improved, rising from 66% in 2024 to 75% in 2025. While this is encouraging, this group is still more likely to express concerns, with 12% disagreeing, a significant increase since 2023 (6%).

Figure 4.1: Community cohesion – different backgrounds get along



	Total			all-white groups			Ethnic Minority		
	'23	'24	**'25**	'23	'24	**'25**	'23	'24	**'25**
Agree	76%	78%	**79%**	76%	81%	**80%**	76%	66%	**75%**
Disagree	9%	6%	**9%**	10%	5%	**8%**	6%	11%	**12%**

Significant at a 95% confidence level

Higher than 2023 only

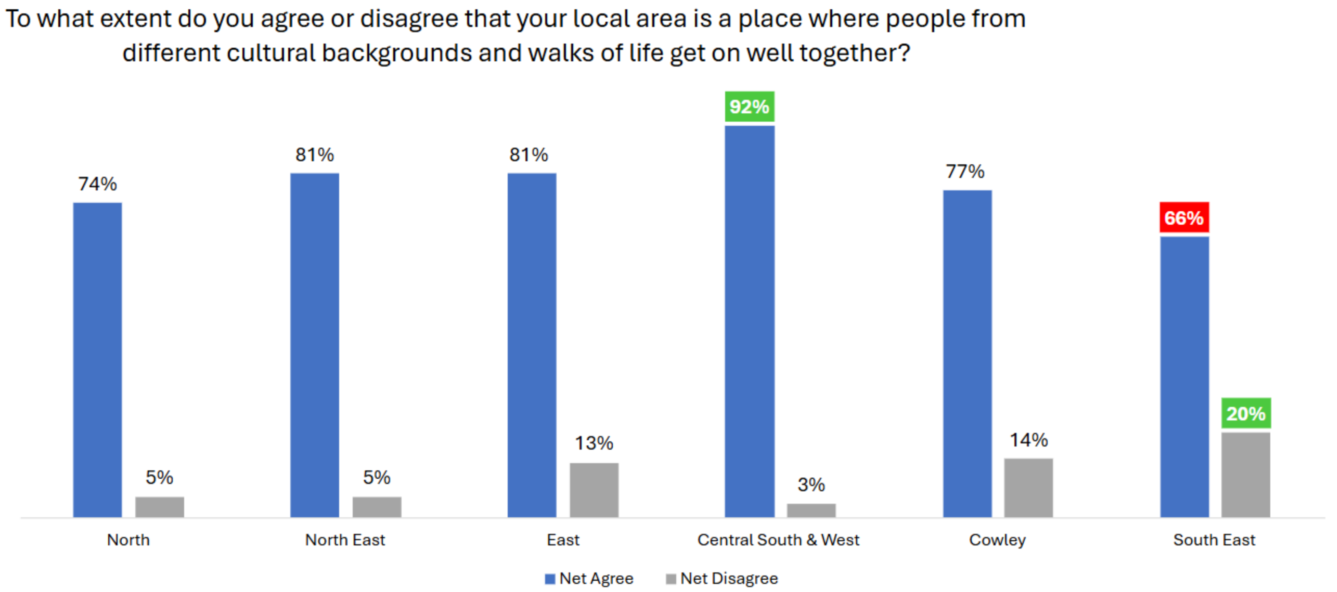
Q19 To what extent do you agree or disagree that your local area is a place where people from different cultural backgrounds and walks of life get on well together? By getting on well together, we mean treating each other with respect, neighbourliness (welcoming and friendly), and inclusivity (feeling included).
Base size 406 (2025), 363 (2024), 509 (2023)

Residents who reported themselves as having bad health, were significantly less likely to agree (63% vs 79% overall) and more likely to disagree (31% vs 9% overall) that their local area is a place where people from different cultural backgrounds and walks of life get on well together.

We also found that residents who are satisfied with their local area as a place to live, and residents who are satisfied with how the Council is running things were significantly more likely to agree and less likely to disagree (86% and 87% respectively vs 79% avg).

We can also see that the strength of this perception varies by region. The Central South & West stands out as the most positive area, with an impressive 92% agreeing that people in their local area get on well together, significantly higher than the overall average. In contrast, the South East shows the lowest level of agreement at 66%, and the highest level of disagreement at 20%, marking it as an area where perceptions of cohesion are weaker.

Figure 4.2: Community cohesion – different backgrounds get along – area breakdown



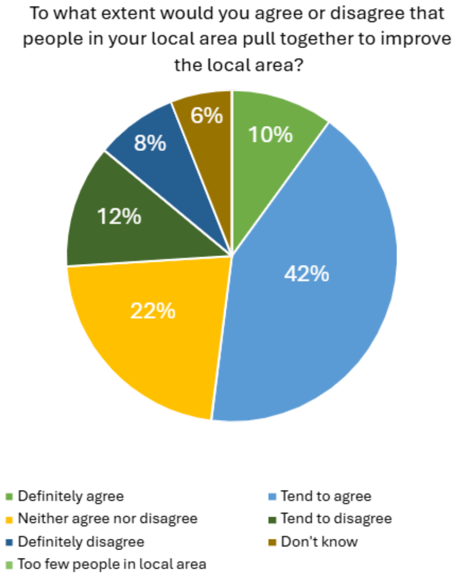
Q19 To what extent do you agree or disagree that your local area is a place where people from different cultural backgrounds and walks of life get on well together? By getting on well together, we mean treating each other with respect, neighbourliness (welcoming and friendly), and inclusivity (feeling included). Base size 406

Significantly higher than the average at a 95% confidence level

Significantly lower than the average at a 95% confidence level

Residents were then asked if people in their local area pull together to improve the local area.

Figure 4.3: Community cohesion – pulling together



	Total			all-white groups			Ethnic Minority		
	'23	'24	**'25**	'23	'24	**'25**	'23	'24	**'25**
Agree	49%	44%	**52%**	46%	50%	**51%**	59%	22%	**54%**
Disagree	27%	25%	**21%**	30%	21%	**21%**	15%	37%	**19%**

Significant at a 95% confidence level

- Higher than 2024 only
- Lower than 2023 only
- Lower than 2024 only

Q20 To what extent would you agree or disagree that people in your local area pull together to improve the local area? Base size 406 (2025), 363 (2024), 509 (2023)

The findings in Fig 4.3 show that just over half of residents believe people in their local area pull together to make improvements. In 2025, 52% agreed with this statement, marking a significant increase from 44% in 2024 and returning closer to 2023 levels (49%). At the same time, disagreement has fallen significantly to 21%, compared to the 2023 level (27%).

Looking at difference by ethnic group:

- All-white group report 51% agreement. Disagreement significantly dropping to 21%, compared to 2023 (30%).
- Among ethnic minority residents, agreement is stronger at 54% (significantly higher than 2024 when it was 22%) although still slightly lower than 2023 when it was 59%, and disagreement is significantly lower at 19% (compared to 2024 when it was 37%).

Looking at different areas, the North (65% vs 52% overall) is significantly more likely to agree. Whilst, Cowley, is significantly more likely to disagree (33% vs 21%).

Residents who reported themselves as having bad health, were significantly more likely to disagree (41% vs 21% overall), on the other hand, residents who own their home outright, were significantly less likely to disagree (13%) that people in your local area pull together to improve the local area.

4.2 Community assets and facilities

Residents were asked for their opinion on whether community centres, leisure facilities, parks and other public spaces, and culture events help people in their local area get on well together.

Fig 4.4 below shows that parks and other public spaces are seen as most effective, with 68% agreeing they foster positive connections and only 4% disagreeing. This suggests that shared outdoor spaces play a key role in bringing communities together.

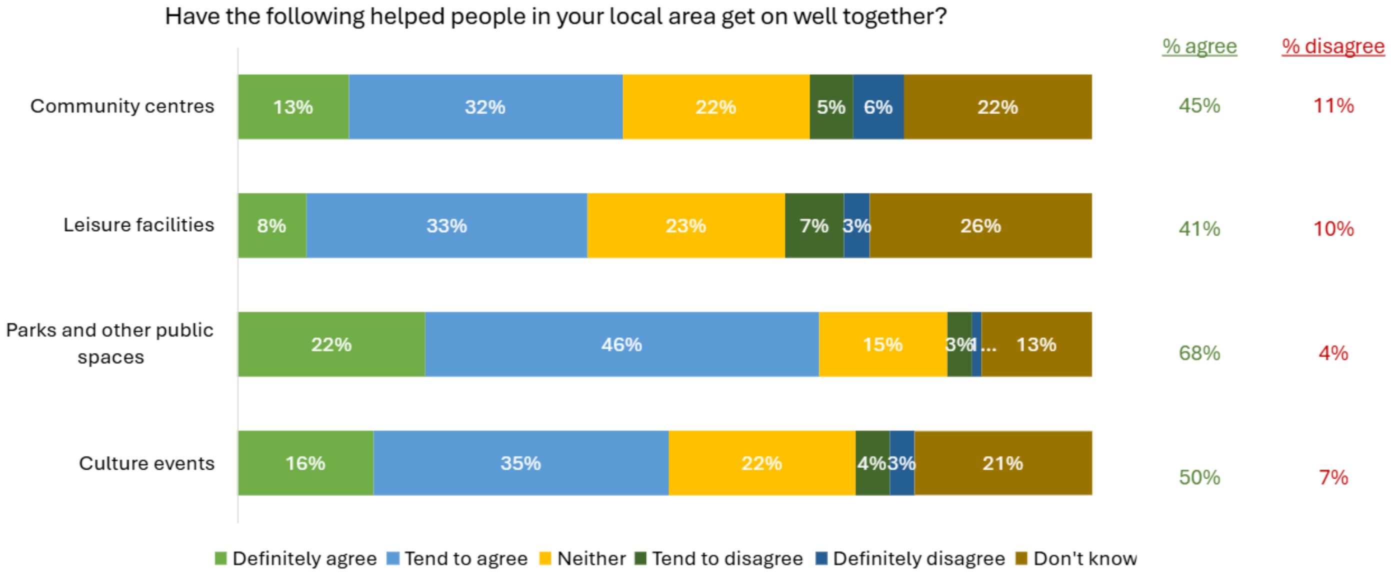
Cultural events also stand out, with half of respondents (50%) agreeing they help people mix and only 7% disagreeing, highlighting the value of events that celebrate diversity and shared experiences. Residents in the East area are significantly more likely to agree this is the case (70%).

Community centres and leisure facilities are viewed positively by some, but less strongly overall:

- Community centres: 45% agree, 11% disagree, while 22% neither agree nor disagree, indicating mixed perceptions. A significantly higher proportion of South East residents than the average, feel that community centres help people in their local area get on well together (61%).

- Leisure facilities: 41% agree, 10% disagree, and a relatively high proportion (26%) say they don't know, suggesting these spaces may not be as widely recognized for promoting social cohesion. Data also shows that only a small proportion of residents use our leisure facilities.

Figure 4.4: Community cohesion based on assets and facilities



Q21 Have the following helped people in your local area get on well together? Base size: 406

*Please note that where the % agree and % disagree score appears to not equal the totals, this is a result of rounding.

Feeling safe

5 Feeling safe

This section considers residents' perceptions of safety, crime, and anti-social behaviour issues in Oxford.

Summary

Safety

Most Oxford residents **feel safe** during the day both in their local area (90%) and in the city centre (88%). However, levels of feeling **very safe** in the city centre during the day have fallen significantly since 2023 from 66% to 57% to 52%.

Residents feel less safe at night - 68% feel safe in their local area at night and 63% feel safe in the city centre after dark. This follows a similar pattern seen in 2024 and 2023.

Residents in Central South & West are most likely to feel safe in their local area during the day and night. Whilst residents in the South East are most likely to feel unsafe during the day and night.

Anti-social behaviour

Just over a third (34%) agree that the police and Council effectively deal with anti-social behaviour and crime in their local area, however residents from the all-white group are significantly more likely to disagree that this is the case compared to the ethnic minority group (39% vs 20%).

Like 2023 and 2024, more residents perceive that most types of anti-social behaviours have worsened over the past 12 months than improved. However, the largest proportion of residents believe these behaviours have remained the same. The anti-social behaviours believed to have worsened the most remain consistent since 2023 – speeding vehicles/dangerous driving, bad parking, rubbish, litter and fly tipping.

As was the case in the last two years, 'speeding vehicles & dangerous driving', 'cars parked inconveniently, dangerously or illegally' as well as 'rubbish or litter' are seen as the biggest anti-social problems in local areas

5.1 Community safety

To gain further insight into residents' views of their local area, survey respondents were asked whether they feel safe in their local area and the city centre, both during the day and at night.

Fig. 5.1 below shows that most respondents feel safe when outside during the day, both in their local area and in the city centre.

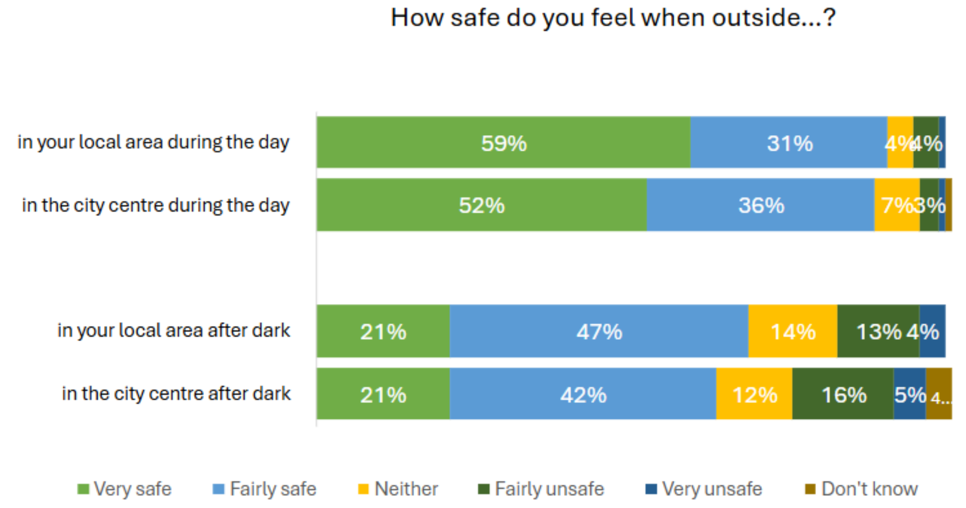
- Local area (day): 90% feel safe, with 59% saying they feel *very safe*.
- City centre (day): 88% feel safe, though fewer (52%) rate it as *very safe*. The *very safe* percentage has fallen significantly since 2023 from 66% to 57% in 2024 and now to 52%.

However, feelings of safety decline noticeably after dark:

- Local area (night): 68% feel safe, but only 21% feel *very safe*.
- City centre (night): Safety perceptions are lowest here, with 63% feeling safe and 20% feeling unsafe.

The proportion of people feeling unsafe rises from 6% in local areas during the day to 17% after dark, and from 4% in city centres during the day to 20% after dark.

Figure 5.1: How safe residents feel when outside



	Day		Night	
	Local Area	City Centre	Local Area	City Centre
Safe	**90%**	**88%**	**68%**	**63%**
Unsafe	**6%**	**4%**	**17%**	**20%**

Q14 How safe or unsafe do you feel when outside...? Base size: 406

Some key differences in perceptions of safety:

Local area after dark:
- Ages 35–64 feel less safe (57% vs 68% overall).
- Ages 65+ feel more unsafe (24% vs 17% overall).

Local area (any time):
- Residents in Oxford for 10+ years feel less safe:
- Night: 56% vs 68% overall
- Day: 84% vs 90% overall

City centre after dark:
- Ages 35–64 (52%) and 65+ (50%) feel less safe vs 63% overall.
- Men feel safer (72%) than women (54%).

Taking a closer look at how perceptions of safety differ between local areas, we found the following:

Table 5.1: How safe residents feel when outside based on local area

	Average	North	North East	East	Central South & West	Cowley	South East
After Dark	**68%**	84%	71%	63%	87%	60%	37%
During the day	**90%**	97%	93%	84%	100%	83%	80%

Q14 How safe or unsafe do you feel when outside...? Base size: 406 — Significantly higher than the average at a 95% confidence level — Significantly lower than the average at a 95% confidence level

The residents of the Central South & West feel the safest in their local area throughout the day and night. Whilst the residents of the South East feel the least safe in their local area, regardless of the time of day, additionally the proportion of South East residents feeling safe after dark has significantly decreased since last year, when it was 59% compared to 37% this year.

5.2 Dealing with crime and anti-social behaviour

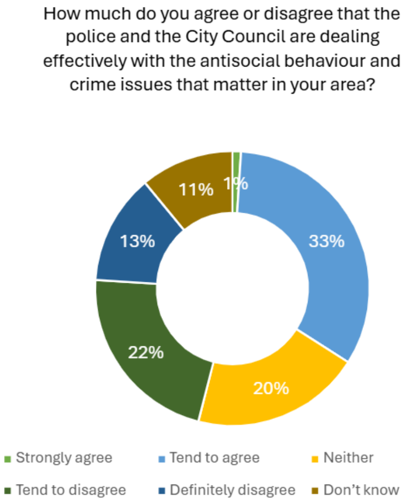
Respondents were asked for their general views about whether the Police and Oxford City Council are dealing with the anti-social behaviour and crime issues that matter in their local area.

Fig. 5.2 shows that just over one in three residents (34%) believe that the Police and Council effectively deal with anti-social behaviour and crime in their local area. This is significantly lower than 2023 but not 2024.

The level of disagreement is the lowest in Central South & West (15%), whilst it is the highest in the South East (54%), as compared to the average of 29%.

As has been seen in previous years, residents who said that they were dissatisfied with their local area as a place to live, were also significantly less likely to agree (17% vs 34%).

Figure 5.2: Residents' perceptions on the Police and Council's dealing with antisocial behaviour and crime



	2023	2024	2025
Agree	44%	35%	34%
Disagree	29%	43%	35%

Q15 How much do you agree or disagree that the police and the City Council are dealing effectively with the antisocial behaviour and crime issues that matter in your area? Base size: 406

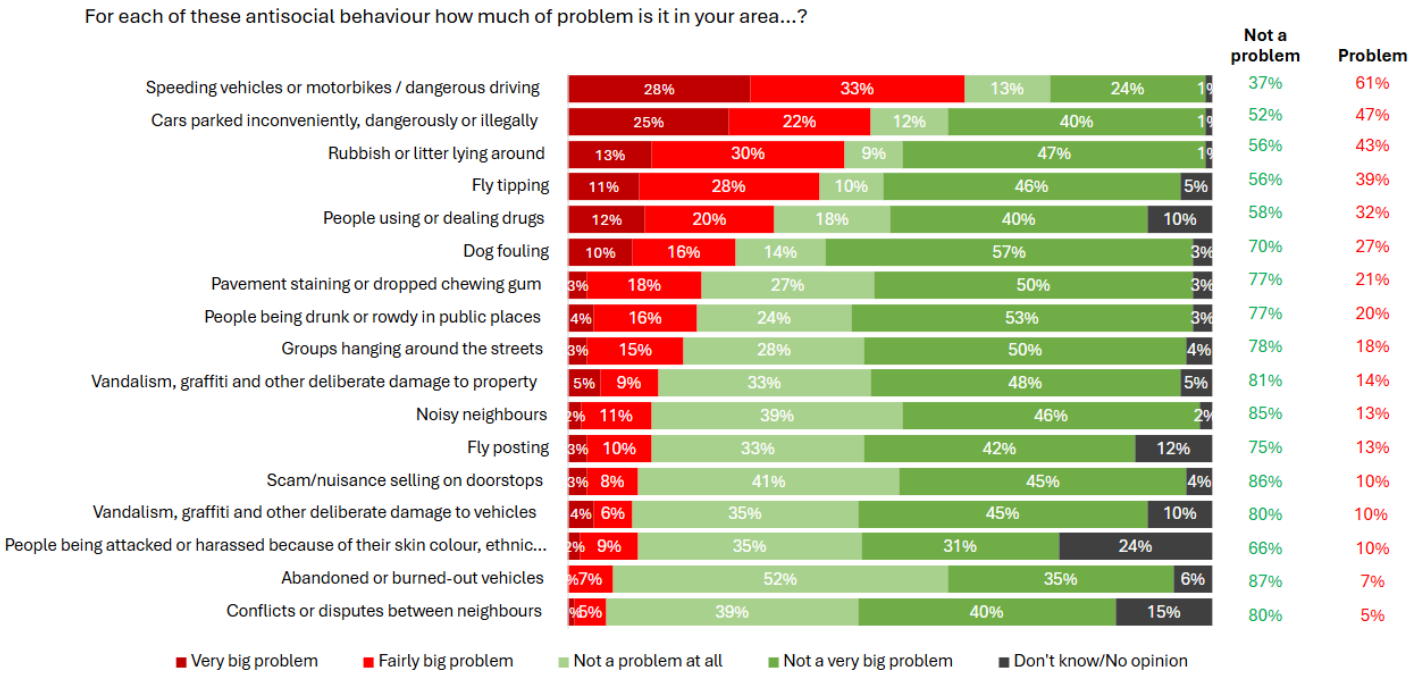
Residents were asked about a broad range of different types of anti-social behaviour, and whether these are a problem in their local area.

Fig 5.3 below shows the anti-social behaviours most highly rated as being a problem include speeding vehicles or dangerous driving, with 61% saying it is a problem (28% a *very big problem*). Cars parked dangerously or illegally follows at 47%, and rubbish or litter lying around at 43%. These three behaviours have consistently topped the list since 2023, although the order has changed.

Residents aged 35-64 are more likely to find the following behaviours more of a problem, as compared to the other age groups:

- Vandalism, graffiti and other deliberate damage to property (23% vs 14% overall),
- Vandalism, graffiti and other deliberate damage to vehicles (17% vs 10% overall)
- People using or dealing drugs (45% vs 32% overall)
- Groups hanging around the streets (26% vs 18% overall)
- Fly tipping (50% vs 39% overall). On the other hand, the 65+ age group are significantly less likely to find this a problem (27%)
- Scam/nuisance selling on doorstops (19% vs 10% overall)
- Dog fouling (40% vs 27% overall). On the other hand, the 18-34 age group are significantly less likely to find this a problem (10%)

Figure 5.3: Antisocial behaviour



Q17 Below is a list of different types of antisocial behaviour. For each one, please tell us if this is a problem in your area. Base size: 406

*Please note that where the net problem and net not a problem score appears to not be equal to the totals, this is a result of rounding

Additionally, social housing renters are more likely to find noisy neighbours or loud parties (38% vs 13%), people being attacked or harassed because of their skin colour, ethnic origin, religion or sexual orientation (35% vs 10%), conflicts or disputes between neighbours (16% vs 5%) to be a problem. Homeowners are more likely to find people using or dealing drugs (41% vs 32% overall), and dog fouling (34% vs 27%) to be a problem.

Residents who have lived in Oxford for over 10 years are more likely to find the following behaviours more of a problem:

- Vandalism, graffiti and other deliberate damage to property a problem (23%), compared to those who have lived in the city for 3-10 years (4%).
- Vandalism, graffiti and other deliberate damage to vehicles a problem (17% vs 10% overall).
- People using or dealing drugs (46%), compared to those who have lived in the city for less than 3 years (13%).
- Groups hanging around the streets (24% vs 18% overall)

To get a deeper insight, we looked at anti-social problems by area:

Figure 5.4: The top 3 anti-social problems by local areas (area % vs average % shown)

North	North East	East	Central South & West	Cowley	South East
Speeding vehicles or motorbikes / dangerous driving (67% vs 61%)	Speeding vehicles or motorbikes / dangerous driving (57% vs 61%)	Speeding vehicles or motorbikes / dangerous driving (80% vs 61%)	Speeding vehicles or motorbikes / dangerous driving (42% vs 61%)	Speeding vehicles or motorbikes / dangerous driving (64% vs 61%)	People using or dealing drugs (63% vs 32%)
Cars parked inconveniently, dangerously or illegally (48% vs 47%)	Cars parked inconveniently, dangerously or illegally (51% vs 47%)	Cars parked inconveniently, dangerously or illegally (58% vs 47%)	Cars parked inconveniently, dangerously or illegally (41% vs 47%)	Fly tipping (60% vs 39%)	Speeding vehicles or motorbikes / dangerous driving (62% vs 61%)
Pavement staining or dropped chewing gum (39% vs 21%)	Rubbish or litter lying around (49% vs 43%)	People using or dealing drugs (50% vs 32%)	Rubbish or litter lying around (21% vs 43%)	Rubbish or litter lying around (55% vs 43%)	Fly tipping (50% vs 39%)

Significantly higher than the average at a 95% confidence level   Significantly lower than the average at a 95% confidence level

Percentages shown are for net problem (Very big problem plus Fairly Big Problem)

Q17 Below is a list of different types of antisocial behaviour. For each one, please tell us if this is a problem in your area. Base size: 406

Across 5 out of 6 areas, speeding vehicles and dangerous driving appears in the number 1 spot for the top problem. For the South East and East, people using or dealing drugs is significantly higher than the average. Whilst fly tipping is significantly more of a problem in Cowley, pavement staining or dropped chewing gum is significantly more of a problem in the North.

To gauge the direction of travel over the last twelve months, respondents were asked whether the different anti-social behaviour issues had got better, worse or stayed the same over this time.

These findings are ordered according to 'net improvement' in the last year – that is, the proportion saying 'better' minus the proportion saying 'worse'.

Where there is a negative net improvement score, this means a higher proportion of respondents think the issue has got worse over the last 12 months than those who feel it has got better.

Table 5.2: Change in antisocial behaviours over the last 12 months

Behaviour	Better	Worse	Stayed the same	Don't know/ No opinion	Net Improvement
Speeding vehicles or motorbikes / dangerous driving	1%	41%	48%	9%	-40%
Cars parked inconveniently, dangerously or illegally	1%	37%	49%	13%	-36%
Rubbish or litter lying around	6%	29%	58%	8%	-23%
Fly tipping	3%	21%	59%	17%	-18%
People using or dealing drugs	2%	16%	56%	26%	-14%
People being drunk or rowdy in public places	4%	13%	61%	22%	-9%
Dog fouling	7%	16%	61%	16%	-9%
People being attacked or harassed because of their skin colour, ethnic origin, religion or sexual orientation	1%	9%	49%	41%	-8%
Groups hanging around the streets	3%	10%	64%	22%	-7%
Vandalism, graffiti and other deliberate damage to property	2%	7%	63%	28%	-5%
Fly posting	2%	7%	59%	32%	-5%
Vandalism, graffiti and other deliberate damage to vehicles	3%	7%	59%	31%	-4%
Noisy neighbours or loud parties	2%	4%	70%	23%	-2%
Conflicts or disputes between neighbours	2%	4%	62%	32%	-2%
Scam/nuisance selling on doorstops	6%	7%	61%	26%	-1%
Abandoned or burned-out vehicles	6%	5%	56%	33%	1%
Pavement staining or dropped chewing gum	5%	3%	67%	25%	2%

Q18 In your opinion have the following antisocial behaviours got better, worse or stayed the same over the last 12 months? Base size: 406

Like 2023 and 2024, across most types of anti-social behaviours, more residents perceive them to have got worse, than better in the last 12 months, however the highest proportion of residents believe they have stayed the same.

Only 19% of residents aged 65+ feel that rubbish or litter lying around has gotten worse, this is significantly less than the overall percentage of 29%. Similarly, only 1% of 65+ age group found conflicts or disputes between neighbours to have gotten worse (significantly lower than the 4% overall). The 65+ age group also reported significantly higher result than the average to express that scam/nuisance selling on doorstops has gotten better (12% vs 6% average). A significantly higher proportion of those aged 35-64 expressed that people using or dealing drugs (24% vs 16%), and fly tipping (30% vs 21%) has gotten worse.

Table 5.3: Change in antisocial behaviours over the last 12 months – local area breakdown according to significantly

worse or better compared to the average.

	Significantly Better	Significantly Worse
Noisy neighbours or loud parties	-	South East (13% vs 4%)
Rubbish or litter lying around	Central South & West (13% vs 6%)	-
Vandalism, graffiti and other deliberate damage to property	-	-
Vandalism, graffiti and other deliberate damage to vehicles	East (7% vs 3%)	Central South & West (15% vs 7%)
People using or dealing drugs	East (8% vs 2%)	South East (40% vs 16%)
People being drunk/ rowdy in public places	East (15% vs 4%)	North (24% vs 13%)
Groups hanging around the streets	Central South & West (13% vs 3%)	-
Pavement staining/ dropped chewing gum	Central South & West (15% vs 5%)	-
Fly tipping	Central South & West (14% vs 3%), Cowley (9% vs 3%)	Cowley (41% vs 21%)
Fly posting	-	Cowley (30% vs 7%)
Abandoned or burned-out vehicles	Central South & West (17% vs 6%)	
People being attacked/harassed because of skin colour, ethnic origin, religion or sexual orientation	-	-
Speeding vehicles or motorbikes / dangerous driving	-	East (56% vs 41%), Cowley (56% vs 41%)
Cars parked inconveniently, dangerously or illegally	-	-
Scam/nuisance selling on doorstops	-	Central South & West (0% vs 7%)
Conflicts or disputes between neighbours	-	North East (10% vs 4%)
Dog fouling	Central South & West (15% vs 7%)	-

Q18 In your opinion have the following antisocial behaviours got better, worse or stayed the same over the last 12 months?
Where a cell is blank, this is because no area is significantly worse or better than the average.

Table 5.3 takes a closer look at a local level. Improvements were noted in several areas, particularly Central South & West, where perception is that a number of issues have got better in the last 12 months, such as litter, pavement staining, fly tipping, groups hanging around the streets, abandoned vehicles, and dog fouling. The East also reported improvements in vandalism, drug-related activity and people being drunk/ rowdy in public places.

Concerns remain however, with some areas seeing worsening trends. The South East reported significant increases in noisy neighbours, and drug-related issues. Cowley experienced more fly tipping and posting, while the East and Cowley saw sharp rises in problems with speeding vehicles and motorbikes or dangerous driving.

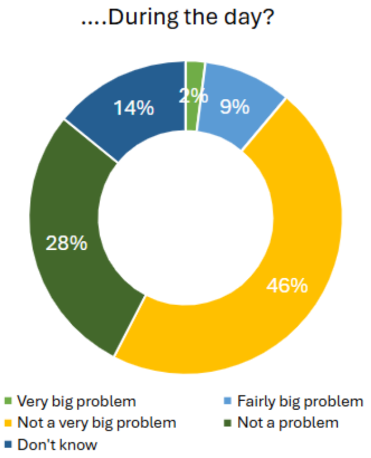
The ethnic minority group felt that Vandalism, graffiti and other deliberate damage to vehicles has got significantly worse (16% vs 7%). Females felt that dog fouling has got significantly worse (11% vs 3% men). Those with reported bad health felt that most behaviours (10 out 17) have got significantly worse.

5.3 Alcohol related anti-social behaviour

Residents were asked for their views on alcohol-related antisocial behaviour in Oxford city centre during the day and at night.

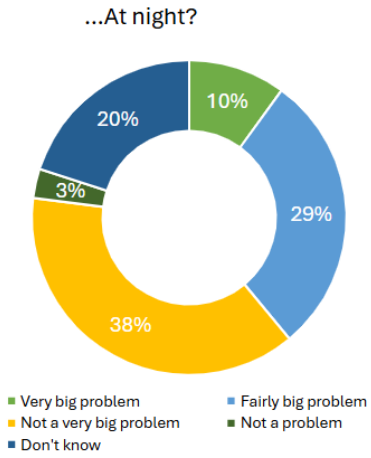
Figure 5.5: Alcohol related anti-social behaviour

In your opinion how much of a problem, if at all, is alcohol-related antisocial behaviour in Oxford city centre ....



Not a problem	74%
A problem	11%

Q16 In your opinion how much of a problem, if at all, is alcohol-related antisocial behaviour in Oxford city centre during the day? Base size: 406



Not a problem	41%
A problem	39%

Q16 In your opinion how much of a problem, if at all, is alcohol-related antisocial behaviour in Oxford city centre at night? Base size: 406

During the day, alcohol-related antisocial behaviour in the city centre is generally not seen as a major issue. 74% of respondents said it is not a problem, while only 11% considered it a problem. At night, concerns increase significantly. 41% said it is not a problem, but 39% considered it a problem.

Residents aged 65+ see alcohol-related antisocial behaviour as significantly more of a problem during the day, 17% as compared to the 11% average.

Certain groups expressed alcohol-related antisocial behaviour as significantly more of a problem during the night (average is 39%):

- Residents whose day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months (56%)
- Residents who have reported to having bad health (62%)
- Residents who look after, or give any unpaid help (49%)

Whilst other groups expressed alcohol-related antisocial behaviour as significantly more of a problem during the day (average is 11%) and night (39%):

- Residents in the North: day - 26% and night - 59%
- Residents who are overall dissatisfied with their local area as a place to live: day – 21% and night – 56%
- Residents who are overall dissatisfied with the way Oxford City Council runs things: day – 36% and night – 61%

Health and well-being

6 Health and well-being

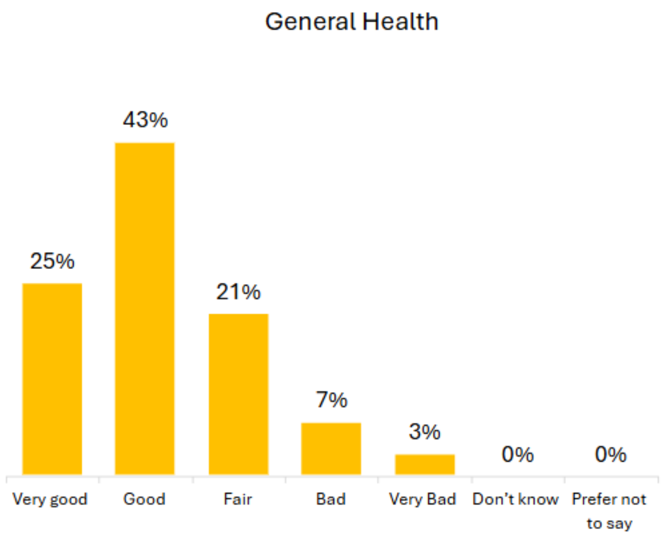
This section explores the physical health and well-being of residents.

Summary

- Most residents rate their health as very good or good (69%), while only 10% describe their health as very bad or bad. This is very similar to 2024 when the findings were 69% and 9% respectively.
- Older residents and ethnic minority residents are less likely to report good health than the average (51%, 51% vs 69% avg.)
- One in five residents (21%) provide unpaid help or care to others, with most care givers providing between 1 to 19 hours of care each week. Residents in the North are most likely to provide unpaid care.
- Walking is the most popular form of physical exercise, with 95% of residents walking at least once a week.
- More than half (53%) cycle weekly, similar to 2024 (54%). Residents in the North and East are more likely to cycle at least once a week than residents in other areas.
- The majority of residents have never used the Council's leisure facilities, and only a small percentage use them regularly (at least once a week).

6.1 Perceived health

Figure 6.1: General health



Very good/good health	69%
Very bad/bad health	10%

Q25 How is your health in general? Base size: 406

Most residents self-assess their health as very good or good (69%, same as in 2023 and 2024) with only 10% assessing their health as very bad or bad (8% in 2023 and 9% in 2024).

A large proportion of residents in Cowley self-assessed their health as very bad or bad (23% vs 10% overall).

Very good or good health is less common among, as compared to the average of 69%:

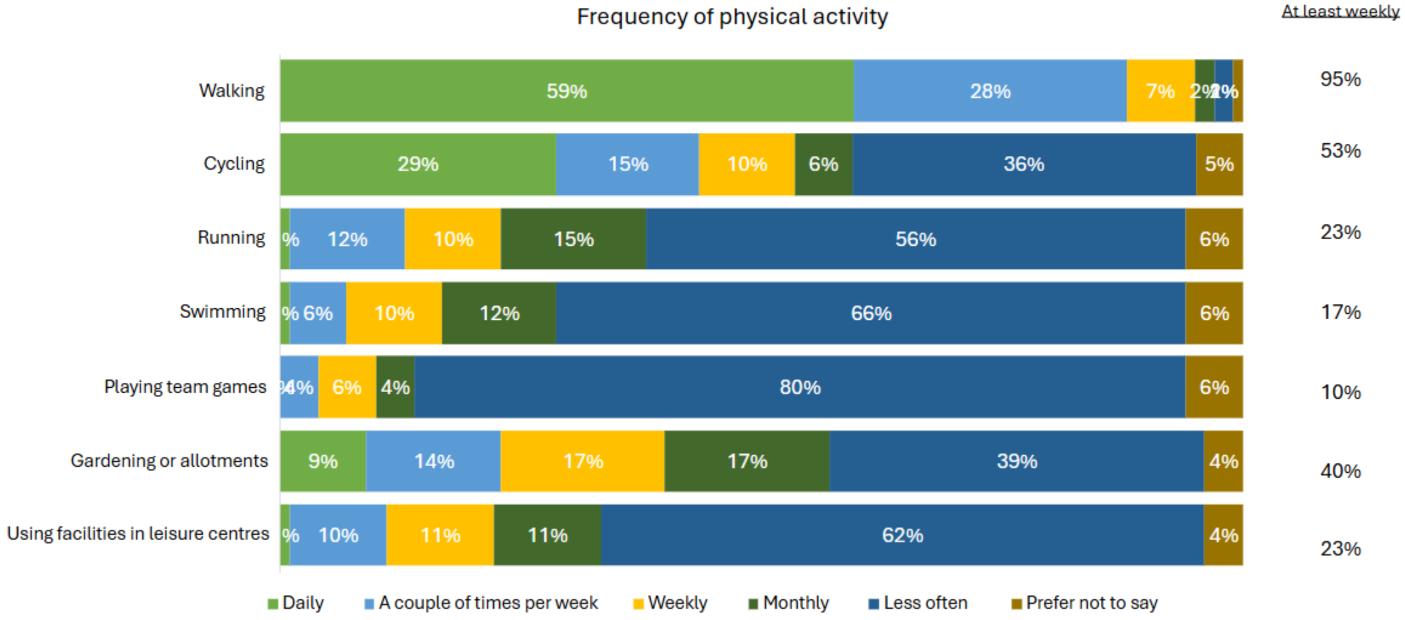
- The over 65s (51%)
- Ethnic minority group (51%)
- Residents who look after, or provide unpaid help (50%)

- Residents who have lived in Oxford over 10 years (59%)
- Social renters (16%)
- Residents who are overall dissatisfied with their local area as a place to live (53%)

6.2 Physical Activity

Residents were provided with a list of different physical activities and were asked to select how frequently they had been doing the activity in the last year.

Figure 6.2: Frequency of physical activity



Q26 Below is a list of different types of physical activities. For each one, please tell us how often you have been doing it in the last year.
Base size 406

Walking is the most common form of physical exercise with over nine in ten residents (95%) walking at least once a week. Just over half (53%) of residents cycle once a week. Walking and cycling were the most frequently used form of physical activity in 2023 and 2024 as well.

Residents aged 65+ walk (86%), cycle (39%) and run (6%) significantly less than the average weekly figures (95%, 53% and 23% respectively). However, they are significantly more likely to participate in gardening (53% vs 40% average).

Residents in Cowley are less likely to walk (79% vs 95% overall), and swim (2% vs 17%) at least once a week, whilst residents in Central South & West are less likely to cycle at least once a week (38% vs 53% overall). Playing team games is especially unpopular in the North East (3%), and the East (1%), as compared to the 10% average.

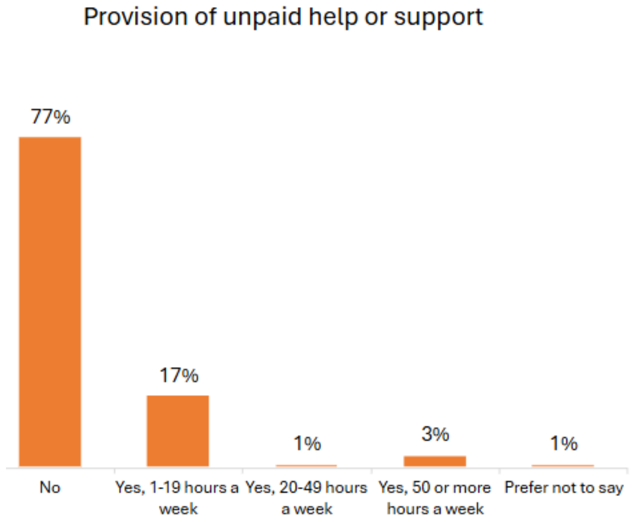
South East residents are especially keen on gardening (56%), this is in contrast to the least keen in Central South & West (18%).

Residents in the North are more likely to run (36% vs 23% overall) and play team games (40% vs 10% overall) at least once a week.

Residents in the ethnic minority group are significantly less likely to cycle (36% vs 53%), and garden (18% vs 40%) at least once a week.

6.3 Care given to others

Figure 6.3: Provision of unpaid help or support



Net Provides unpaid support 21%

Q28 Do you provide any unpaid help or support? Base size: 406

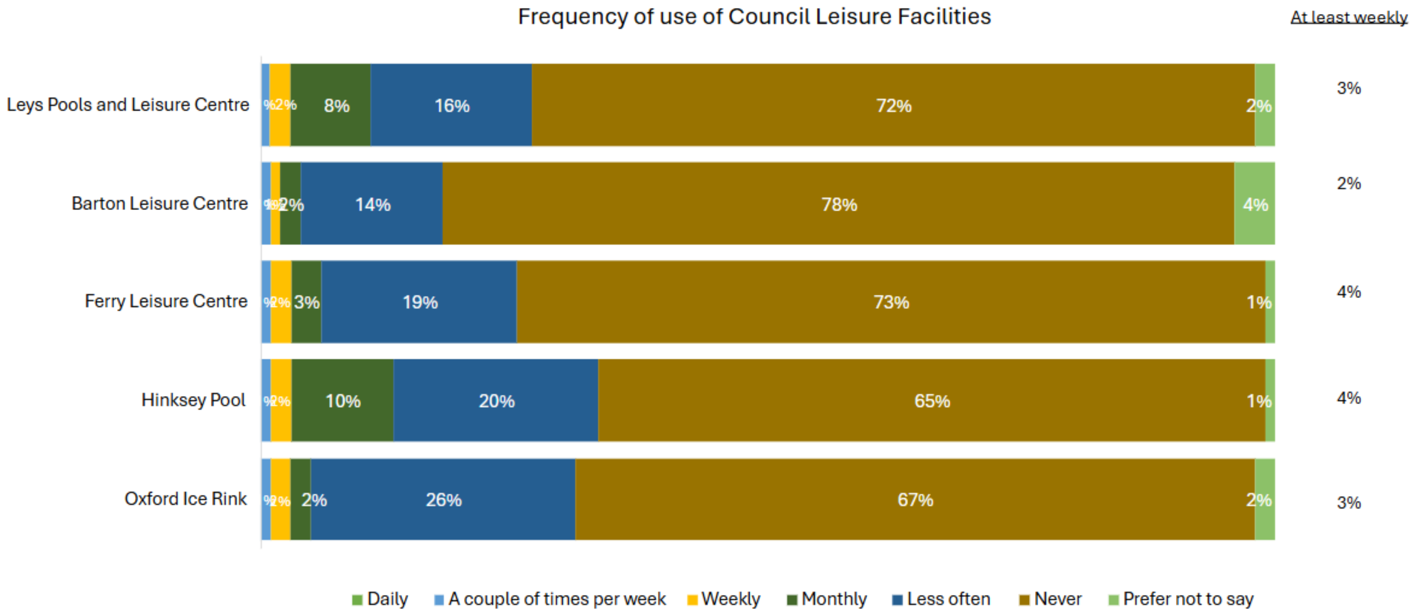
Just over one in five residents (21%) provide unpaid help or care to someone else, with the majority of those who provide unpaid care providing between 1-19 hours per week. This proportion remains similar to 2023 and 2024, when it was 20%.

The provision of unpaid help/support is significantly higher among certain groups, when compared with the average of 21%:

- Over 65s – 32%
- Those living in the North - 33%
- Residents whose day-to-day activities are limited because of a health problem or disability – 36%
- Residents who have reported to having bad health – 59%
- Residents who are overall dissatisfied with their local area as a place to live – 34%

6.4 Use of Council Leisure Facilities

Figure 6.4: Use of Council Leisure Facilities



Q27 Have you ever used any of the Council's leisure facilities in the list below? If yes, how often have you been using them in the last year? Base size 406

As was the case in the previous two years, only a small percentage of respondents use the council's leisure facilities regularly (at least once a week), with most respondents having never used any of the Council's leisure facilities.

South East residents are significantly more likely to use Leys Pools and Leisure Centre (14% vs 3% overall) at least once a week. While residents in the North are significantly more likely to use Ferry Leisure Centre (10% vs 4% overall) and Hinksey Pool (10% vs 4% overall) at least once a week. Central South & West residents are significantly more likely to use Oxford Ice Rink (16% vs 3% overall).

In relation to use of the Oxford Ice Rink at least once a week, women 5% (vs 0% men) and the ethnic minority group 10% (vs 1% all-white group) use the rink significantly more.

Social renters are significantly more likely to use Leys Pools and Leisure Centre (18% vs 3% overall) and Barton Leisure Centre (10% vs 2% overall), at least once a week.

The Economy

7 The Economy

This section looks at the perceived economic performance of Oxford and respondents' outlook on their personal finances.

Summary

Optimism about Oxford's economy* has risen significantly, with 43% of respondents expressing a positive outlook — up from 35% in 2024, a statistically significant increase. For the first time since 2023 levels of optimism are higher than levels of pessimism (43% vs 42%)

Meanwhile, pessimism has edged down to 42% from 47%, though this change is not statistically significant but is compared to 2023 when it was 52%.

Half of Oxford's residents reported not being affected by the current economic climate. This is significantly higher than last year (36%).

For residents affected by the current climate, 'Not being able to buy a home or move home' is still the biggest issue, as it was in 2024. However, this has significantly decreased from 27% last year to 19% this year.

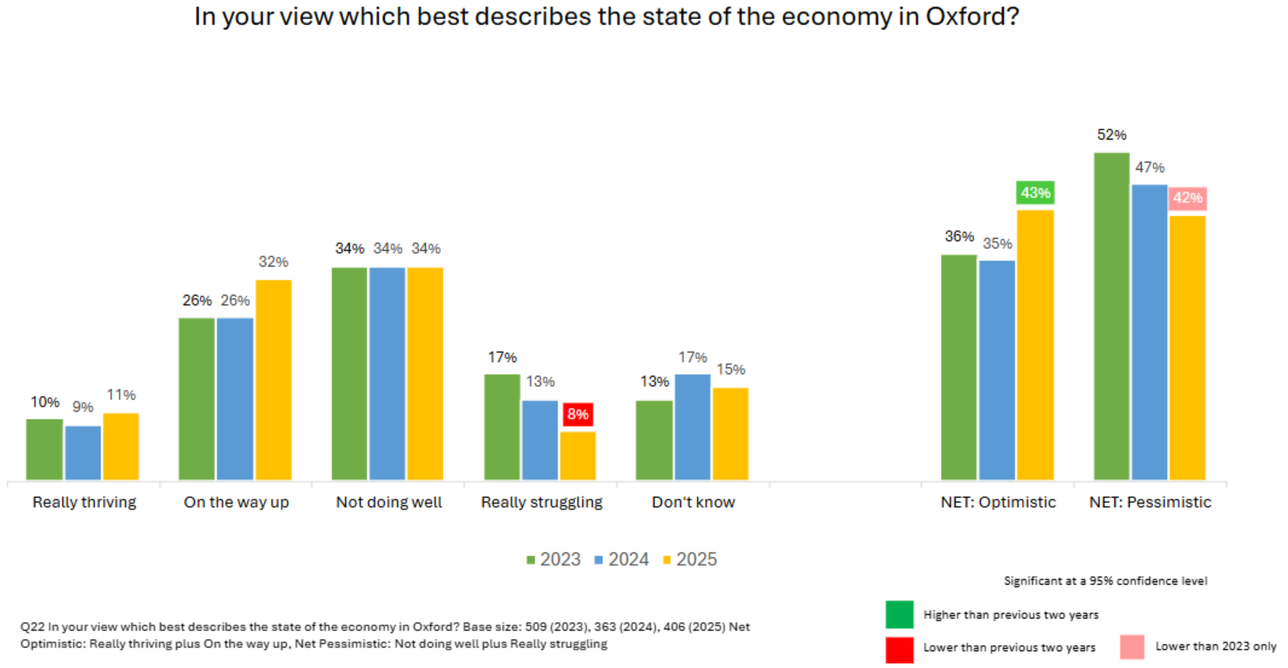
20% believe their personal finances will improve in the coming year, compared to 29% who expect them to worsen. These findings are very similar to last year (17% expected improvement vs 31% who thought they would get worse)

*It is likely that broader economic factors as well as personal circumstances influence responses to this question.

7.1 The state of the economy in Oxford

Respondents were asked how they would describe the state of the economy in Oxford.

Figure 7.1: State of the economy



Compared to the previous two years, respondents in Oxford are significantly more optimistic about the economy (43%). The proportion of pessimism (42%) has significantly reduced since 2023 (52%). There is also a significant reduction in the proportion of residents who think the economy is really struggling (8%), compared to 17% in 2023, and 13% in 2024.

A significant proportion of residents in the North, 48%, think the state of Oxford's economy is not doing well, compared to the average of 34%. Whilst a significant proportion of residents in Central South & West feel the economy is on the way up, 46% compared to the 32% average.

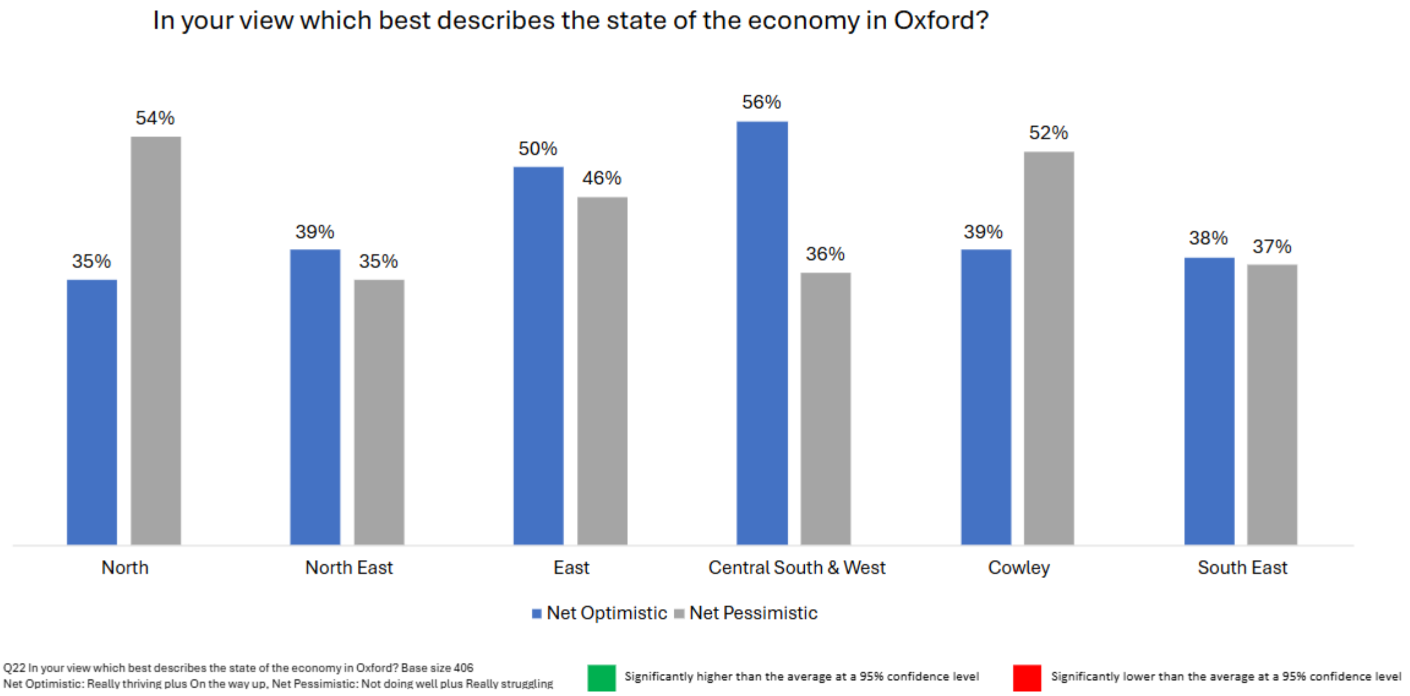
Men are overall more optimistic (56%), compared to women (29%).

Certain groups expressed that they think the economy is really struggling significantly more than the average of 8%:

- Residents aged 35-64 years old - 14%
- Residents in the South East - 17%
- Residents whose day-to-day activities are limited because of a health problem or disability – 16%
- Residents who have reported to having bad health – 29%
- Residents who provide unpaid care – 17%
- Social renters – 22%
- Residents who are overall dissatisfied with their local area as a place to live – 34%
- Residents who are overall dissatisfied with the way Oxford City Council runs things – 29%

Comparisons were made on residents' perceptions on the state of the economy based on their local area:

Figure 7.2: State of the economy, perceptions based on local area



None of the local area percentages differ significantly from the overall totals for net optimism and net pessimism. This is different to the previous two years, when there were significant differences between the local areas.

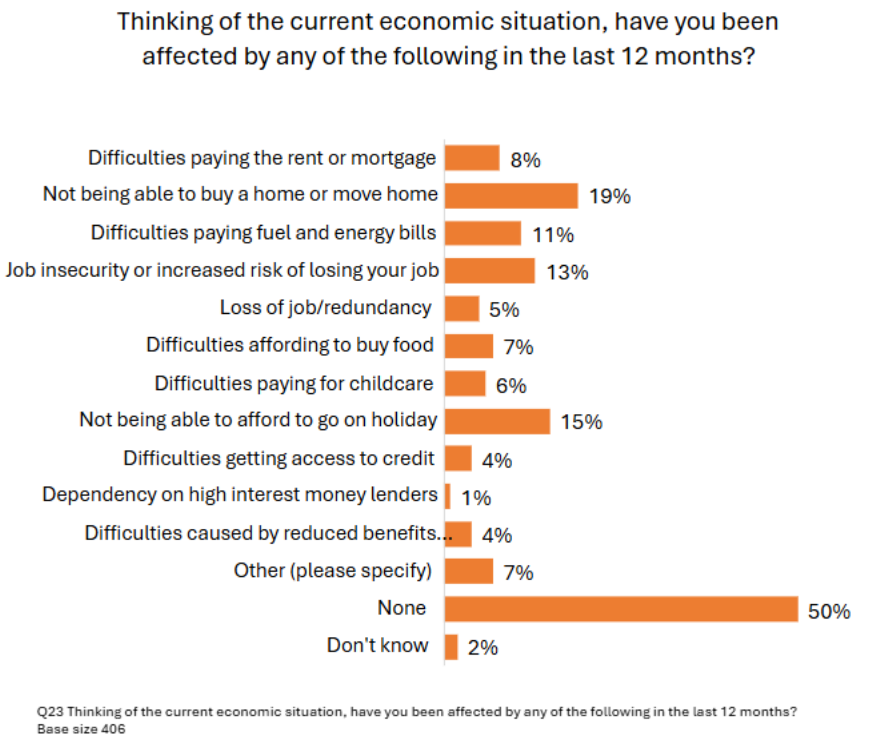
7.2 Residents' personal finances in the last 12 months

Residents were asked to think of the current economic situation, and if they have been affected by any difficulties in the last 12 months.

Just under half of residents (48%) have been affected by the current economic climate. This is a significant decrease as compared to 2024, where the proportion was 59%.

Nearly one in five (19%) feeling that the economic climate has affected their ability to buy a home or move, 15% not being able to afford to go on holiday and 13% experiencing job insecurity or increased risk of losing their job.

Figure 7.3: Residents' personal finances in the last 12 months



Residents aged 35-64 have been most affected by 'difficulties paying the rent or mortgage' (14% vs 8% overall), 'job insecurity or increased risk of losing your job' (22% vs 13% overall), and 'difficulties affording to buy food' (12% vs 7% overall). Whilst residents aged 65+ have been most affected by 'Loss of job/redundancy' (8% vs 5% overall).

Residents who live in the North East experience a much higher proportion of 'not being able to buy a home or move home' (29% vs 19%). While in the East area, residents are more likely to experience 'Difficulties paying for childcare' (15% vs 6% overall). Cowley residents are significantly more likely to experience 'Job insecurity or increased risk of losing your job' (35% vs 13%). South East residents are significantly more likely to experience 'Difficulties affording to buy food' (16% vs 7%).

Women (26%) are significantly more likely to experience 'Not being able to buy a home or move home', compared to men (13%).

Residents who reported to have bad health, residents who are unpaid carers, and social renters are significantly affected more across various economic difficulties, to name a few 'Difficulties paying the rent or mortgage', 'Job insecurity or increased risk of losing your job', and 'Difficulties affording to buy food'.

Residents who have lived in Oxford for 3-10 years have been more affected by 'Difficulties paying for childcare', 12% vs 6% overall. Whilst, residents who have lived in Oxford for over 10 years had a significantly higher proportion of expressing 'Difficulties paying fuel and energy bills' (18% vs 11% overall).

Private renters (35%), along with social renters (63%), are significantly more affected by 'Not being able to buy a home or move home' (19% overall).

Residents from the ethnic minority group are also significantly more likely to have been adversely affected in the past 12 months by the following, than the all white group:

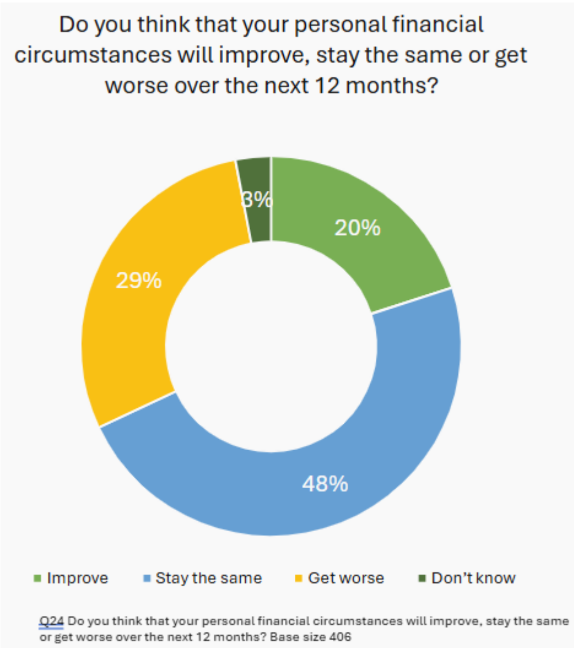
- Difficulties paying fuel and energy bills (19% vs 8%)
- Job insecurity or increased risk of losing your job (23% vs 10%)

7.3 Residents' personal finances in the next 12 months

Residents were asked if they thought that their personal finances will get better or worse over the next 12 months.

Only 20% feel that their personal finances will improve over the next year, compared to 29% who feel it will get worse. These findings are similar to 2023 (Improve: 17%, Get worse: 28%) and 2024 (Improve: 17%, Get worse: 31%).

Figure 7.4: Residents' personal finances in the next 12 months



Residents aged 18-34 (39%) are significantly more optimistic about their personal financial circumstances improving compared to residents aged 35-64 (9%) and residents aged 65+ (3%). Men (29%) are significantly more optimistic than women (10%).

Residents who have self-reported to have good health are significantly more optimistic about their financing improving (24% vs 20% overall), whilst residents who have self-reported to have bad health are significantly more pessimistic (51% vs 29%).

Residents who provide unpaid care are more pessimistic about their finances (46% vs 29% overall).
Those who have lived in Oxford for 3-10 years (35%) are more significantly more optimistic than those who have lived in Oxford for 10+ years (8%).

Private renters (36%) are more significantly more optimistic than those who own their own homes (13%).

Residents who are overall dissatisfied with their local area as a place to live (56%) and Residents who are overall dissatisfied with the way Oxford City Council runs things (49%) are significantly more pessimistic compared to the average of 29%.

Council performance

8 Council performance

This section of the report examines residents' overall perceptions of the Council, as well as their views on the services it provides and the value for money it represents.

Summary

Resident Satisfaction and Engagement
Council Performance: 60% of residents are satisfied with how the Council runs things; 63% feel well-informed about its services—up from 54% and 55% respectively in 2024. (52% and 48% in 2023)
Engagement: 53% feel engaged in policy-making and service design, rising from 45% in 2024 and 41% in 2023 — a statistically significant increase.

Top-Rated Services
Most Satisfied with: Parks and open spaces (50%) top the list, followed by cultural facilities (40%) and access to nature (33%)—consistent with previous years.
Highest levels of Satisfaction: Museums (86%) and parks/open spaces (83%), both up from 79%.
Lowest levels of Satisfaction: Community centres (32%).

Housing and Infrastructure
Dissatisfaction Outweighs Satisfaction: 47% are dissatisfied with infrastructure delivery for new home vs 7% satisfied; 44% dissatisfied with homelessness prevention vs 17% satisfied and 44% dissatisfied we are building enough homes vs only 14% satisfied.

Net-Zero Priorities
Top Priority: Retrofitting housing remains the leading priority.
Biggest Shift: Air quality dropped from 42% (2024) to 27% (2025).
Falling Priority: Carbon-neutral homes moved from top 3 to bottom 3.

Digital Services
Usage: 71% use online services (down from 75%); 52% report no issues.
Top Issues: Website usability (18%), customer service (17%), outdated info (17%).
Non-Usage Reasons: No need (61%), unawareness (20%), preference for other channels (13%).

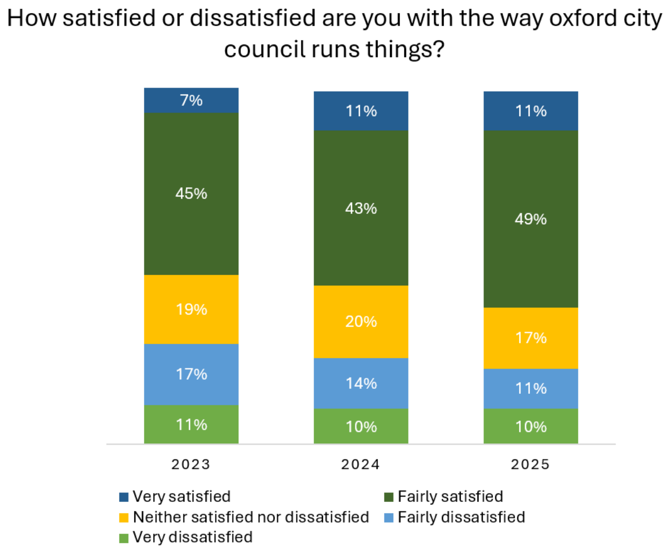
8.1 General satisfaction with the Council

To gain insight into residents' perceptions of Oxford City Council, respondents were asked for their overall view about the Council's performance.

The majority of residents are satisfied with how the Council runs things (60%), how it keeps them informed (63%), and over half feel the Council engages well with them in policy-making and service design (53%). In 2023, satisfaction levels were lower, with satisfaction around 50% and only 41% for engagement in policy-making. These figures reflect a steady increase in resident satisfaction from 2023 to 2025.

Figure 8.1: Satisfaction levels with Oxford City Council

	2023	2024	2025
NET: Satisfied	52%	54%	60%
NET: Dissatisfied	28%	24%	21%



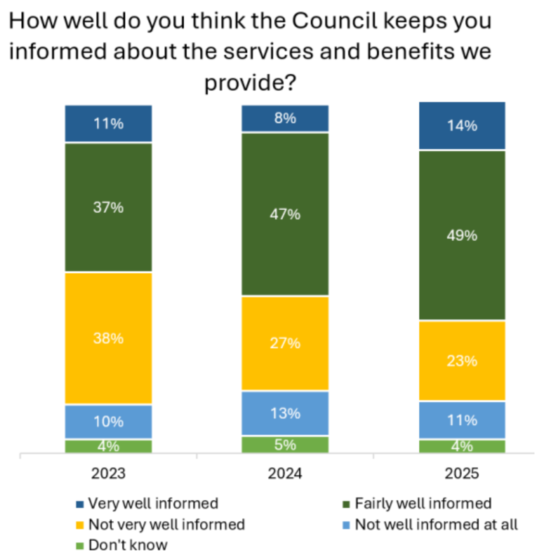
Significant at a 95% confidence level:
Higher than 2023 only
Lower than 2023 only

Q3 Overall, how satisfied or dissatisfied are you with the way Oxford City Council runs things? Base Size: 509 (2023), 363 (2024), 406 (2025)

Residents aged 35 to 64 (49%), residents who self-reported to having bad health (38%), those who have lived in Oxford for over 10 years, and residents who are dissatisfied with their local area as a place to live (12%) reported lower satisfaction with how the council run things compared to the overall average (60%).

Figure 8.2: Informed levels with Oxford City Council

	2023	2024	2025
NET: Well informed	48%	55%	63%
NET: Not well informed	48%	41%	33%



Significant at a 95% confidence level:
Higher than previous two years
Lower than previous two years

Q5 How well do you think Oxford City Council keeps you informed about the services and benefits we provide? Base size 406 (2025), 363 (2024), 509 (2023)

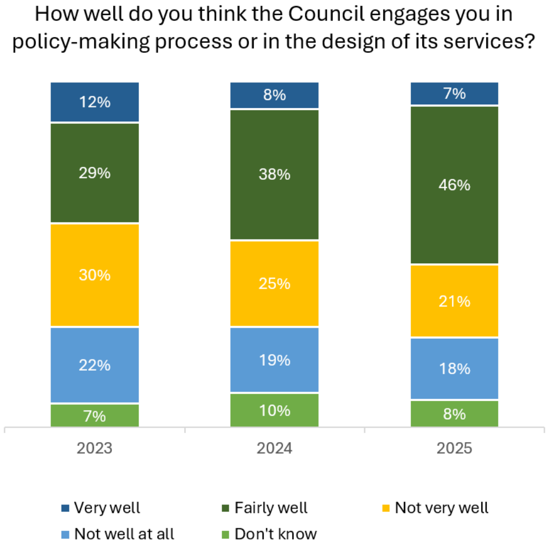
Residents in Central South & West said they are significantly more well informed (85%), compared to those in Cowley, who feel significantly less well informed (46%), compared to the overall of 63%.

Additionally, unpaid carers (51%), residents who are dissatisfied with their local area as a place to live (25%), and residents who are dissatisfied with the way Oxford City Council runs things (26%) feel significantly less well informed, compared to the average of 63%.

Figure 8.3: Engagement levels with Oxford City Council

	2023	2024	2025
NET: Well	41%	45%	53%
NET: Not well	52%	44%	39%

Significant at a 95% confidence level:
- Higher than previous two years
- Lower than 2023 only



Q4 How well do you think Oxford City Council engages you in our policy-making process or in the design of services we provide? Base size 406 (2025), 363 (2024), 509 (2023)

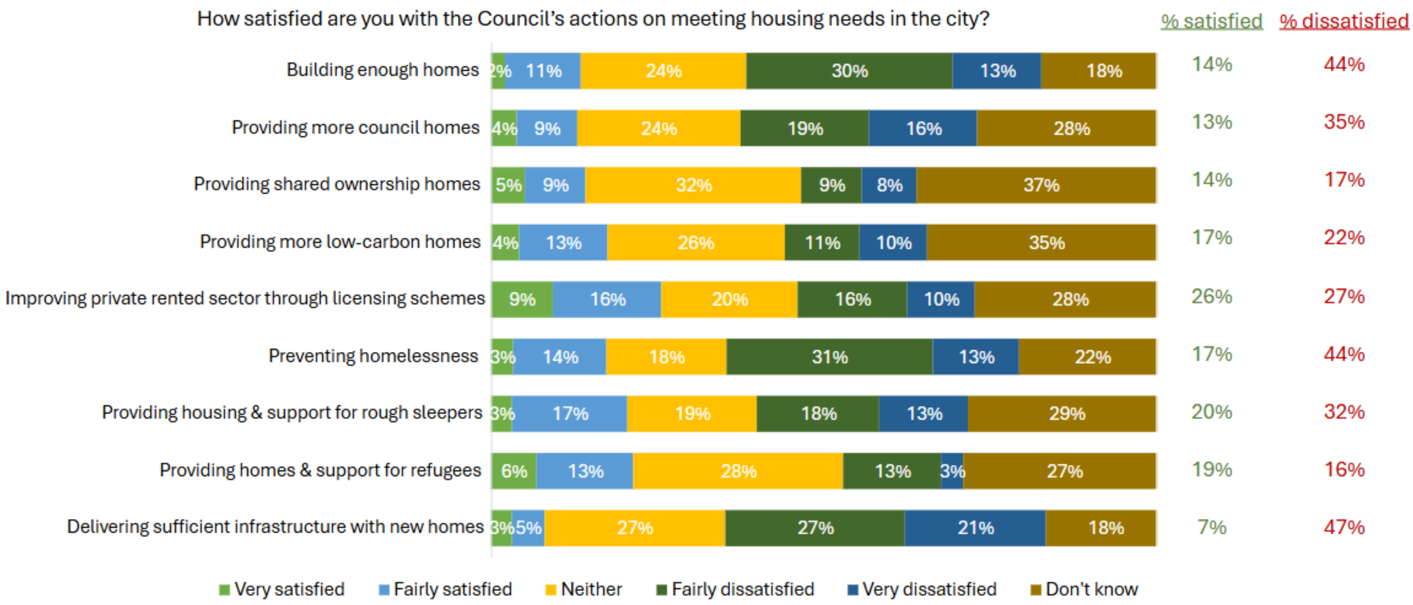
Residents aged 35-64 (37%), North East (40%) and Cowley (37%) residents, unpaid carers (35%), residents who have lived in Oxford for over 10 years (43%), residents who are dissatisfied with their local area as a place to live (13%), and residents who are dissatisfied with the way Oxford City Council runs things (11%) feel significantly less well engaged, compared to the average of 53%.

On the other hand, Central South & West residents (80%), and residents who have lived in Oxford for 3-10 years (66%), feel significantly more well engaged, compared to the average of 53%.

8.2 Satisfaction levels with housing needs in the city

Residents were asked how satisfied they are with the Council's actions on meeting the housing needs in the city.

Figure 8.4: Satisfaction with the housing needs



Q7 How satisfied or dissatisfied are you with Oxford City Council's actions on meeting the housing needs in the city? Base size: 406

Similar to 2023 and 2024, levels of dissatisfaction with what the Council is doing to meet housing needs are generally higher than levels of satisfaction.

Similar to the previous two years, the highest levels of dissatisfaction are seen for 'delivering sufficient infrastructure to accompany new homes' (47%), preventing homelessness (44%) and building enough homes (44%).

A higher proportion of residents over the age of 65 are satisfied with the Council's action on 'Building enough homes' (21% vs 14% overall) and 'Delivering sufficient infrastructure to accompany new homes' (15% vs 7% overall). Whilst, a higher proportion of residents aged 35-64 are dissatisfied with the Council's action on 'Delivering sufficient infrastructure to accompany new homes' (57% vs 47% overall).

Cowley residents are significantly more dissatisfied than the average with the following actions: 'Building enough homes' (61% vs 44% overall), 'Providing more council homes' (63% vs 35% overall), and 'Providing more low-carbon homes' (37% vs 22%).

North residents are also significantly more dissatisfied than the average with the following actions: 'Providing more low-carbon homes' (42% vs 22% overall), 'Improving the private rented sector through licensing' (44% vs 27% overall), and 'Preventing homelessness' (57% vs 44% overall). On the other hand, North residents are significantly more satisfied than the average with 'Providing housing and support for people experiencing rough sleeping' (37% vs 20% overall).

Central South & West residents are significantly more dissatisfied than the average with the following actions: 'Providing housing and support for people experiencing rough sleeping' (52% vs 32% overall), and 'Providing homes and support for refugees' (29% vs 16% overall). On the other hand, Central South & West residents are significantly more satisfied than the average with 'Delivering sufficient infrastructure to accompany new homes' (16% vs 47% overall).

Another local area that is significantly more dissatisfied than the average is the South East, with these actions: 'Improving the private rented sector through licensing' (43% vs 27% overall) and 'Delivering sufficient infrastructure to accompany new homes' (63% vs 47%).

Whilst East residents are significantly more satisfied than the average with several of the following actions: 'Providing more council homes' (23% vs 13% overall), 'Providing shared ownership homes' (24% vs 14% overall), 'Providing more low-carbon homes' (34% vs 17% overall), and 'Improving the private rented sector through licensing' (46% vs 26% overall).

A higher proportion of men (57%) are dissatisfied with the Council's action on 'Delivering sufficient infrastructure to accompany new homes' than women (38%).

The ethnic minority group are significantly more dissatisfied with the Council's action on 'Providing homes and support for refugees' (32% vs 16% overall).

Social renters are significantly more dissatisfied than the average with the following actions: 'Building enough homes' (67% vs 44% overall), 'Providing more council homes' (73% vs 35% overall), and 'Providing shared ownership home' (55% vs 17% overall). On the other hand, social renters are significantly more satisfied than the average with 'improving the private rented sector through licensing schemes' (49% vs 26% overall), 'Preventing homelessness' (54% vs 17% overall), 'Providing housing and support for people experiencing rough sleeping' (60% vs 20% overall).

Private renters are particularly dissatisfied with the Council's action on 'Building enough homes' (58% vs 44% overall), however, they have a much higher proportion of satisfaction on 'Providing housing and support for people experiencing rough sleeping' (32% vs 20% overall).

8.3 Satisfaction with services delivered/supported by the Council

Figure 8.4: Satisfaction with services delivered/supported by the Council

Overall

1	Public transport	45%
2	The level of crime	39%
3	Infrastructures to enable people to walk and cycle around the city	37%
4	Parks and open spaces	35%
4	Affordable decent housing	35%
4	Access to nature	35%

Those who are satisfied with their local area as a place to live

1	Public transport	47%
2	The level of crime	41%
2	Infrastructures to enable people to walk and cycle around the city	41%
4	Access to nature	38%
5	Affordable decent housing	37%

Those who are dissatisfied with their local area as a place to live

1	Public transport	41%
1	The level of crime	41%
3	*GP services	29%
4	Road and pavement repairs	28%
4	Parks and open spaces	28%

Q2 Thinking generally, which of the things below would you say are most important in making somewhere a good place to live? (Tick up to five boxes that you think are the most important). Base size 406
*Other 1 at 29% included various themes

Services rated as the most important in making somewhere a good place to live include public transport (45%), the level of crime (39%), and infrastructures to enable people to walk and cycle around the city (37%). Although the order of the top 3 spots has changed over the past two years, the same five factors are consistently seen in the top five (see figure 3.3).

Residents aged over 65 rate the following services significantly higher for what makes somewhere a good place to live:

- Community activities and events (13% vs 7% overall)
- Hospital services (29% vs 12% overall)
- GP Services (50% vs 29% overall)
- Facilities and services for older people (e.g. culture and leisure facilities, lunch clubs) (13% vs 3%)

Women (42%) rate GP services as significantly more important in making somewhere a good place to live than men (16%).

Ethnic minority residents rate the following services as significantly more important for what makes somewhere a good place to live:

- Affordable decent housing (50% vs 30% all white group)
- Job prospects (25% vs 11% all white group)
- People of different backgrounds getting on well together (39% vs 19% all white group)

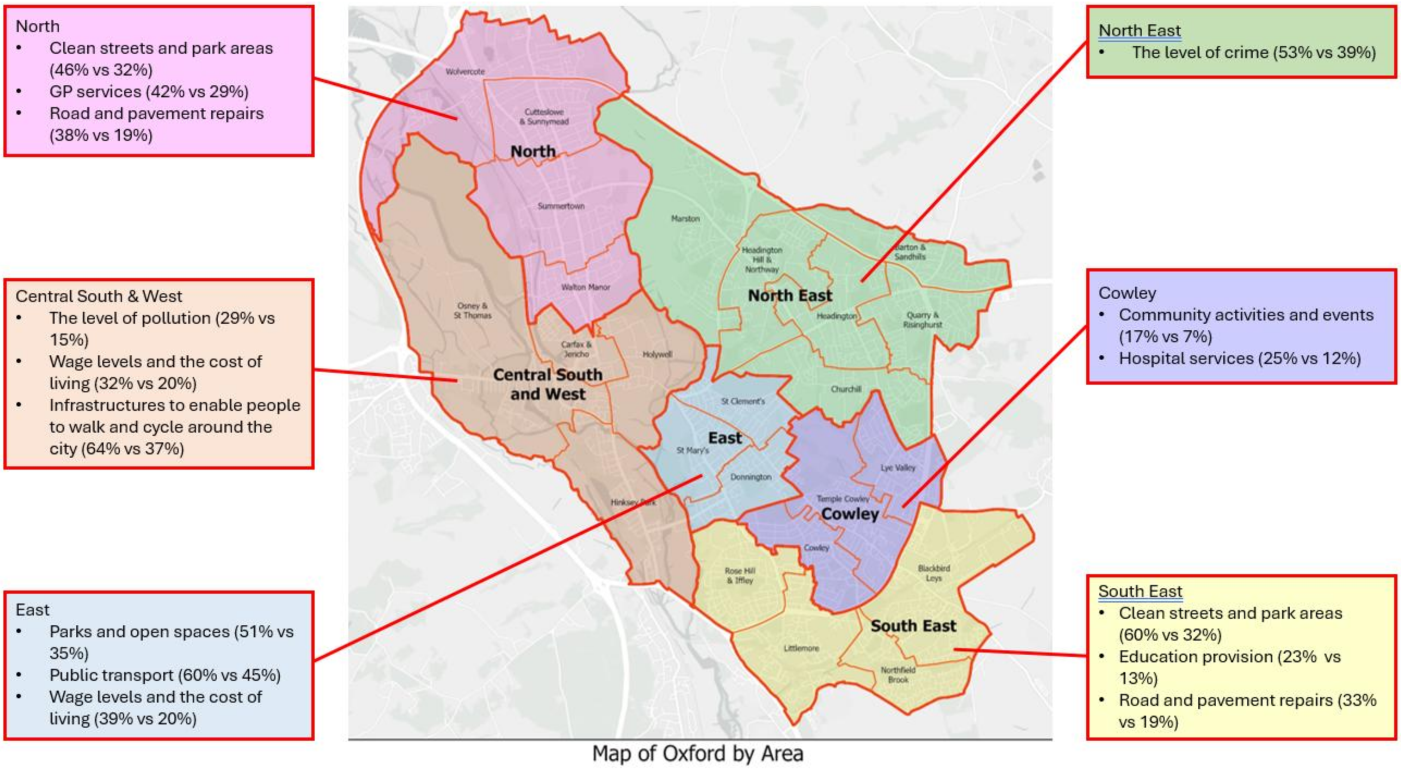
Residents who have lived in Oxford for less than 3 years rate the following services significantly higher for what makes somewhere a good place to live: Wage levels and the cost of living (44% vs 20% overall), and Infrastructures to enable people to walk and cycle around the city (58% vs 37% overall). Whereas for residents who have lived in Oxford for 3-10 years, Public transport is significantly higher (61% vs 45% overall). For residents who have lived in Oxford for over 10 years, education provision (22% vs 13% overall) and the level of traffic congestion (27% vs 19%) are significantly higher than the average.

Social renters rate the following services significantly higher than the average for what makes somewhere a good place to live:

- Access to nature (57% vs 35%)
- Affordable decent housing (59% vs 35%)
- Cultural facilities (e.g. museums, theatres) (43% vs 11%)

Fig 8.5 below takes a closer look at what residents within the different local areas rated significantly higher for what makes somewhere a good place to live.

Figure 8.5: What makes somewhere a good place to live, the services rated significantly higher by area



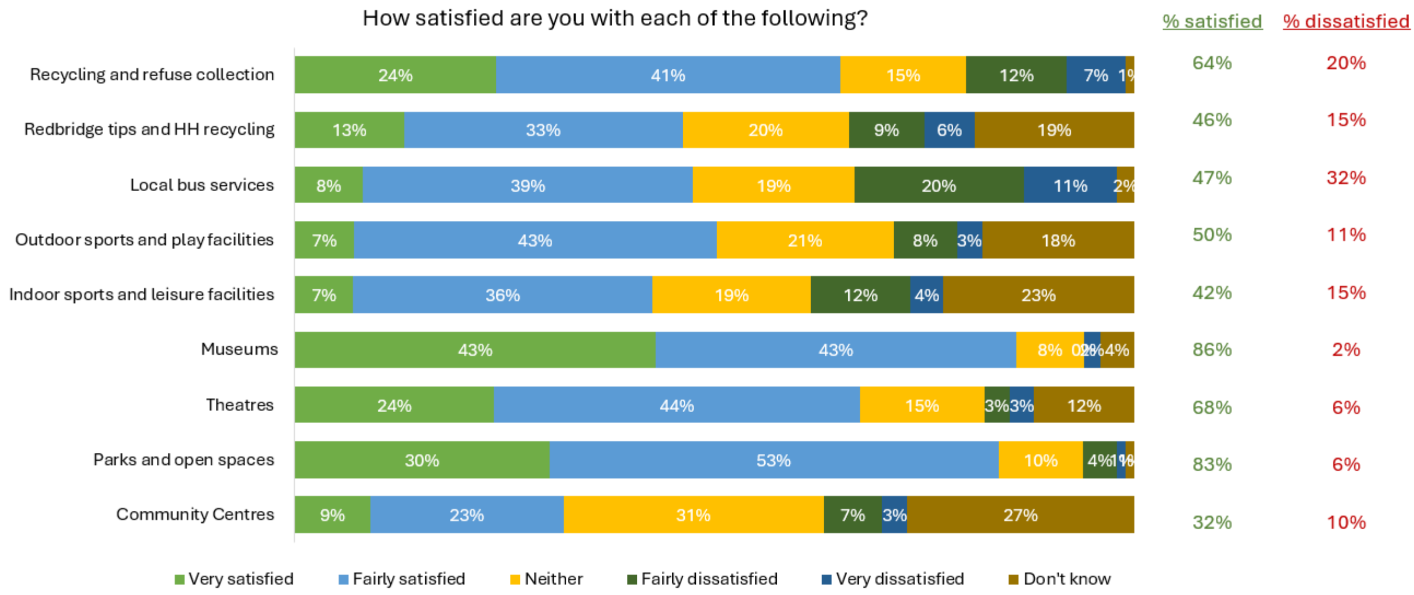
Q2 Thinking generally, which of the things below would you say are most important in making somewhere a good place to live? (Tick up to five boxes that you think are the most important). Base size 406

Residents were provided with the option to enter their own open-ended responses as to what they think are the things that are most important in making somewhere a good place to live, in terms of services, delivered or supported by Oxford City Council. An analysis of the responses shows a wide range of things that matter to the residents. Below details the most common themes:

- **Transport and Traffic Concerns**
  Strong opposition to LTNs (Low Traffic Neighbourhoods), traffic filters, and Botley Road restrictions; Desire for freedom of transport choice, including car use; Complaints about parking difficulties and access issues.
- **Local Services and Infrastructure**
  Importance of health services (GPs, hospitals, dentists); Need for community centres, upkeep of public spaces, and better transport links; Concerns about disabled residents in poor housing conditions.
- **Council Engagement and Governance**
  Frustration that the Council doesn't listen to residents; Perception of being dictated to by external councillors; Criticism of Council's traffic plans and lack of responsiveness.
- **Shops, Cafes, and Social Spaces**
  Value placed on independent shops, restaurants, and cafes; Desire for a mix of housing, businesses, and community spaces; Interest in social events and mixed-use areas.

Residents were informed that Oxford City Council is interested in their views on some of the services provided or supported by the City Council and in some cases by Oxfordshire County Council and were asked to determine how satisfied they were with each of the services. Here are the findings:

Figure 8.4: Satisfaction with Council provided services



Q9 Oxford City Council is interested in your views on some of the services provided or supported by the City Council and in some cases Oxfordshire County Council. How satisfied or dissatisfied are you with each of the following? Base size: 406

Similar to 2023 and 2024, satisfaction with Council services is highest for museums (86%) and parks & open spaces (83%).

Satisfaction with Indoor sports and leisure facilities (42%) has significantly improved since 2023, when it was 33%. There has also been in a significant increase in satisfaction for Local bus services (47%), since 2024, when it was 37%. However, satisfaction has significantly decreased since 2024 for Community centres, from 45% down to 32%.

A higher proportion of residents over the age of 65 are satisfied with the Council's provision of 'Recycling and refuse collection' (79% vs 64% overall), 'Recycling centre at Redbridge' (64% vs 46% overall) and 'Local bus services' (63% vs 47% overall). On the other hand, the over 65 age group are significantly more dissatisfied with 'Parks and open spaces' (12% vs 6% overall), and 'Community centres' (19% vs 10% overall). The 35–64-year-olds are significantly more dissatisfied with 'Recycling and refuse collection' (28% vs 20% overall), and 'Theatres' (11% vs 6% overall).

Residents in the North are significantly more dissatisfied with 'Recycling and refuse collection' (35% vs 20% overall), and 'Recycling centre at Redbridge' (34% vs 15% overall). Whereas East residents are significantly more dissatisfied with 'Indoor sports and leisure facilities' (32% vs 15% overall), and 'Community Centres' (22% vs 10% overall). However, a higher proportion of East residents are more satisfied with the Council's provision of 'Local bus services' (62% vs 47% overall), 'Museums' (98% vs 86% overall), and 'Theatres' (87% vs 68% overall). Central South & West residents are more satisfied with the Council's provision of 'Local bus services' (64% vs 47% overall), and 'Theatres' (87% vs 68% overall).

Additionally, South East residents are more satisfied with the Council's provision of 'Indoor sports and leisure facilities' (66% vs 42%), and 'Community Centres' (59% vs 32%). While on the other hand, Cowley residents are more dissatisfied with the Council's provision of 'Outdoor sports and play facilities' (21% vs 11% overall), 'Museums' (6% vs 2% overall), 'Theatres' (21% vs 6% overall).

A higher proportion of women are dissatisfied with 'Recycling centre at Redbridge' (22% vs 15% overall), and 'Local bus services' (39% vs 32%).

The all-white group are significantly more satisfied with 'Recycling and refuse collection' (71% vs 64% overall), whereas the ethnic minority group are significantly more dissatisfied with this service (36% vs 20% overall).

Residents were provided with an opportunity to provide reasons for why they were dissatisfied with any local services. Below is a summary of the most popular reasons provided by 193 respondents:

1. Public Transport (Buses)
- Cost: Many residents find bus fares too expensive, especially for families, children, and those needing to change buses.
- Frequency & Reliability: Complaints about infrequent, unreliable, and reduced services, especially in evenings and weekends.
- Route Changes: Difficulty in cross-city travel due to route splits and lack of direct services.
- Accessibility: Some areas lack any bus service, making travel difficult for non-drivers.

2. Roads, Traffic, and Congestion
- Potholes & Repairs: Widespread dissatisfaction with the condition of roads and pavements, including potholes and poor maintenance.
- Congestion: Increased traffic congestion, often attributed to new housing developments and traffic management schemes (e.g., LTNs, bus gates).
- Parking: Reduced parking availability, especially for those with mobility needs.

3. Refuse, Recycling, and Street Cleanliness
- Collection Issues: Missed bin collections, careless handling, and infrequent refuse/recycling services.
- Fly-tipping & Litter: Concerns about increased fly-tipping, overflowing bins, and litter, especially outside the city centre.
- Recycling Accessibility: Difficulty accessing recycling centres, especially for non-car owners, and complaints about booking systems and charges for bulky waste.

4. Housing
- Affordability: High prices and lack of affordable or council housing, with many feeling priced out of the market.
- Quality: Poor quality of rental housing and dissatisfaction with housing provision for single people and families.
- Infrastructure: New housing developments perceived as lacking supporting infrastructure (roads, schools, health services).

5. Parks, Open Spaces, and Leisure Facilities
- Maintenance: Neglected parks, poor upkeep of flower beds, benches, and playgrounds.
- Accessibility: Limited access to sports and leisure facilities, especially indoor options like swimming and tennis.
- Loss of Green Spaces: Concerns about building on parks and open spaces, reducing areas for recreation.

6. Community Centres and Local Amenities
- Closure & Underfunding: Loss or poor condition of community centres, especially in certain areas.
- Lack of Activities: Limited community activities for various age groups, especially working adults and young people.

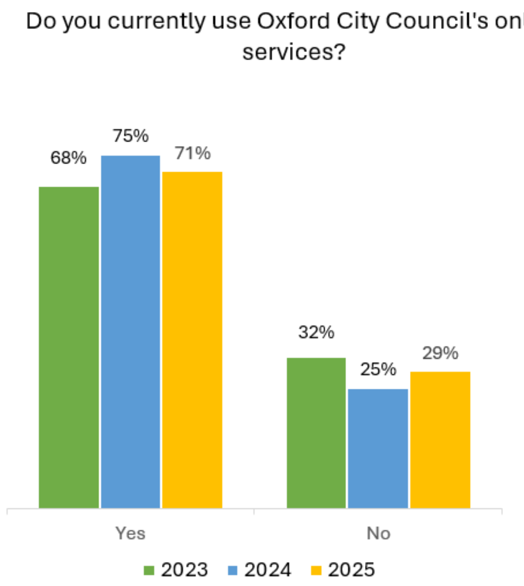
7. Crime, Safety, and Anti-social Behaviour
- Safety Concerns: Increased reports of crime, anti-social behaviour, and lack of visible policing.
- Drug Use & Rough Sleeping: Concerns about open drug dealing, rough sleeping, and feeling unsafe in public spaces.

8. Cycling and Walking Infrastructure
- Cycle Network: Disjointed and poorly maintained cycle lanes, unsafe conditions for cyclists and pedestrians.
- Scooters & E-bikes: Issues with misuse and lack of control over e-scooters and bikes, impacting pedestrian safety.

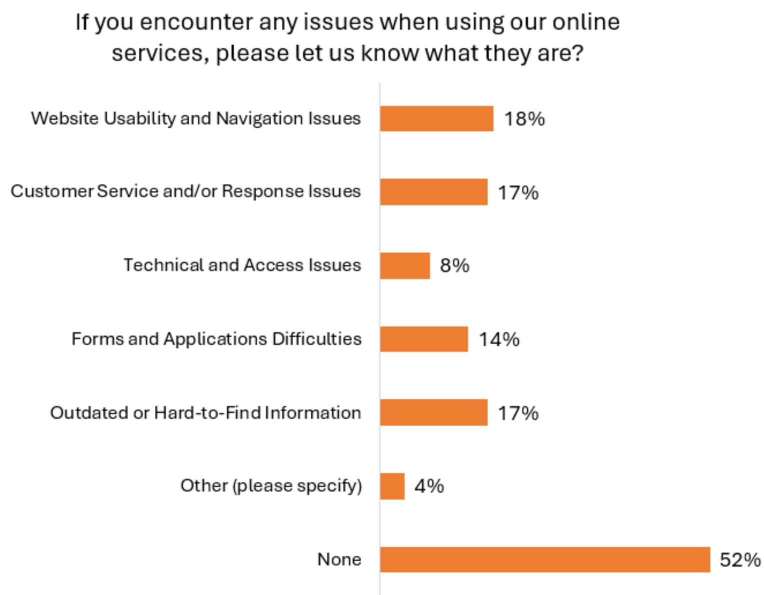
9. Consultation and Council Responsiveness
- Lack of Engagement: Perception that the council does not listen to residents or act on feedback.
- Consultation Process: Dissatisfaction with how consultations are run and communicated.

8.4 Use of Online Services

Figure 8.5: Use of online services



Q11. Do you currently use Oxford City Council's online services (e.g. website, online forms)?
Base size 406 (2025), 363 (2024), 509 (2023)



Q12. If you encounter any issues when using our online services, please let us know what they are? (Please tick as many boxes as applicable) Base size 242

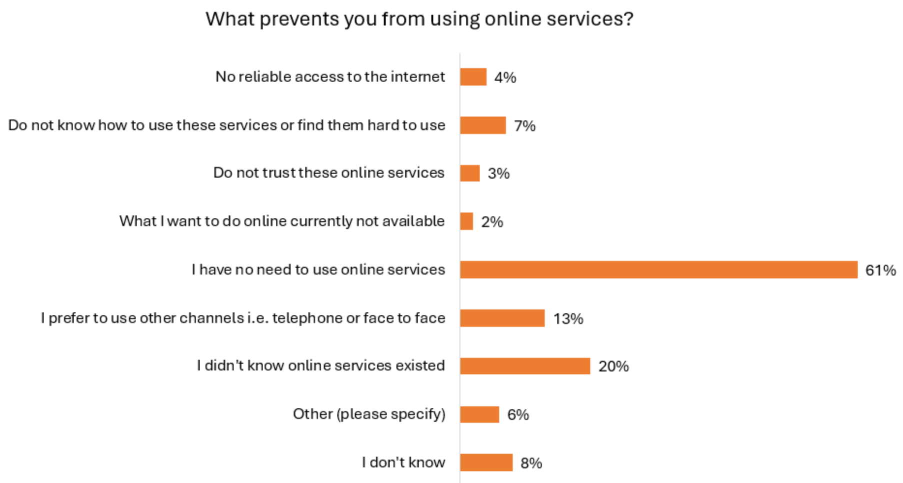
Most respondents (71%) currently use Council services online. There hasn't been a significant change in the level of online use since 2023. The main reason for not using the Council's services online: Website Usability and Navigation Issues (18%).

A large proportion of the over 65s (78%) use Council services online, compared with the overall 71%.

Unlike 2023, when the South East had the smallest proportion of users of the Council services online, in 2025, the South East had the highest proportion of online users (87% compared to the 71% average). Whilst Central South & West residents (59%) are significantly less likely to use the online services than the average.

A high proportion of social renters (93% vs 71% overall) use the Council's online services.

Figure 8.6: Reasons preventing online use



Common themes for 'Other' (7 text responses): poor user experience, preference for human interaction, lack of time/motivation, trust and reliability issues with the online system

Q13. You said you currently do not use any of our online services (website, online forms). What is preventing you from doing so? (Please tick as many boxes as applicable). Base 120 Certain elements of Q13 do not work due to the survey being online. Does this question make sense with the remaining options? Base size 99

Fig 8.6 looks at the reasons preventing residents' online use. The most common reason, cited by 61% of respondents, is that they simply have no need to use online services. 20% of respondents said they didn't know online services existed and 13%

prefer using other channels such as telephone or face-to-face.

8.5 Council Actions and Policies

Residents were asked from a list of ten options what they think should be the biggest priorities for action with regards to Oxford City Council's commitment to become a net zero council by 2030 and to work with partners and residents to pursue a net zero city by 2040.

Figure 8.7: Priorities on pursuing net zero

Top Priorities

1st	Supporting and enabling retrofit of private sector and public sector housing
2nd	Supporting and enabling zero-carbon public transport
3rd	*Increasing biodiversity | Enhancing the city's parks and green spaces | Improving flood defences | Planting more trees

Bottom 3 Priorities

8th	Supporting and enabling retrofit of community and commercial/institutional/retail buildings
9th	Building carbon-neutral new homes
10th	Improving air quality

* 3rd place is shared between 4 items as they were very closely ranked (all within the range of 1%).
Q30b Oxford City Council has committed to becoming a net zero council by 2030 and to work with partners and residents to pursue a net zero city by 2040. What do you see as the biggest priorities for action? Please select the elements below to rank them in terms of priorities with 1 being the top priority. Base size: 406

The top priorities relating to housing and transport, specifically, 'supporting and enabling retrofit of housing sector (public and private)', and 'supporting and enabling zero carbon public transport' have stayed the same since 2023.

Fig 8.7 above shows of this year's third priority is shared between 4 different priorities that were closely ranked.

Local Government Reorganisation

9 Local Government Reorganisation (LGR)

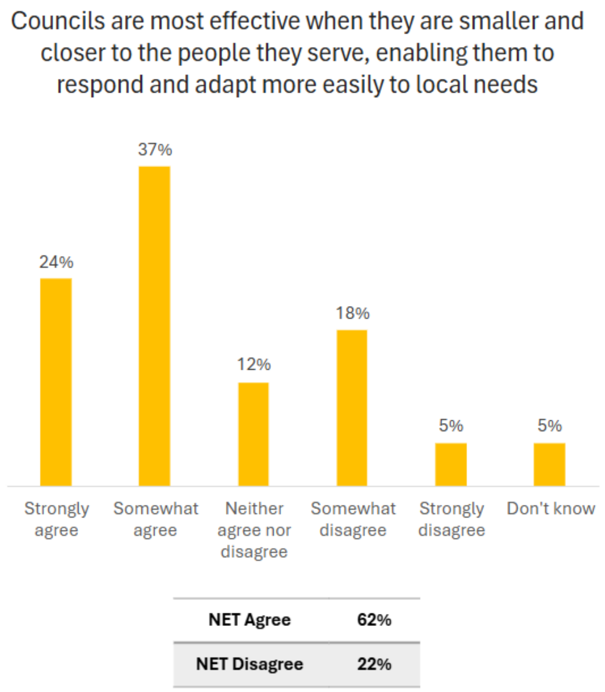
Unlike previous years, this year, residents were asked two questions relating to LGR.

Summary

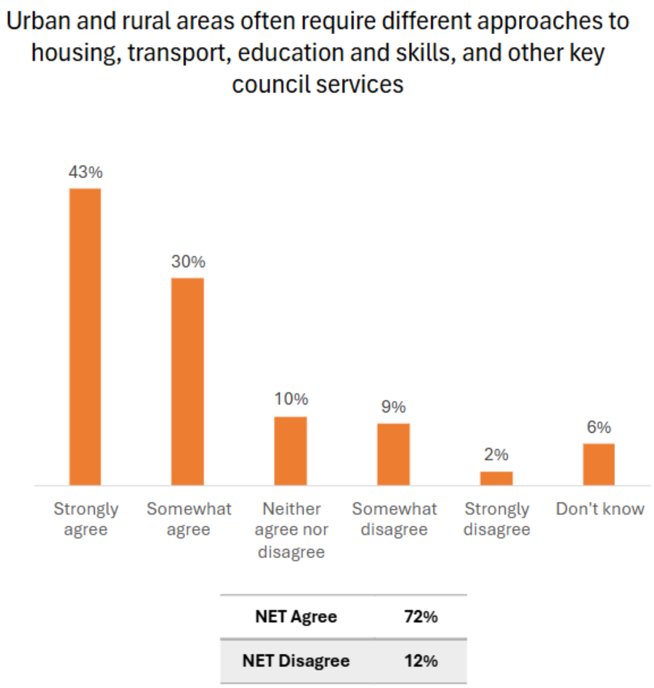
- A majority of residents (62%) agree that councils are most effective when they are smaller and closer to the people they serve, enabling them to respond and adapt more easily to local needs.
- An even bigger majority (72%) agree that urban and rural areas often require different approaches to housing, transport, education and skills, and other key council services.
- A substantial majority of 90% agree that the council should prioritise good quality services and responding to local need.
- Whilst levels of agreement (43%) and disagreement (40%) were fairly equal on prioritising cost savings.
- These findings are very similar to the results from the public consultation for the same questions, where 69% agreed councils are more effective when smaller and closer, 80% agreed urban and rural places need different approaches, 89% agreed the council should prioritise good quality services and only 43% agreed that cost savings should be prioritised.

9.1 Perspectives on Local Governance and Service Delivery

Fig 9.1 Decision making in your area



Q.32a1 Thinking about decision-making for your area, to what extent do you agree or disagree with the following statements? - Councils are most effective when they are smaller and closer to the people they serve, enabling them to respond and adapt more easily to local needs. Base 406

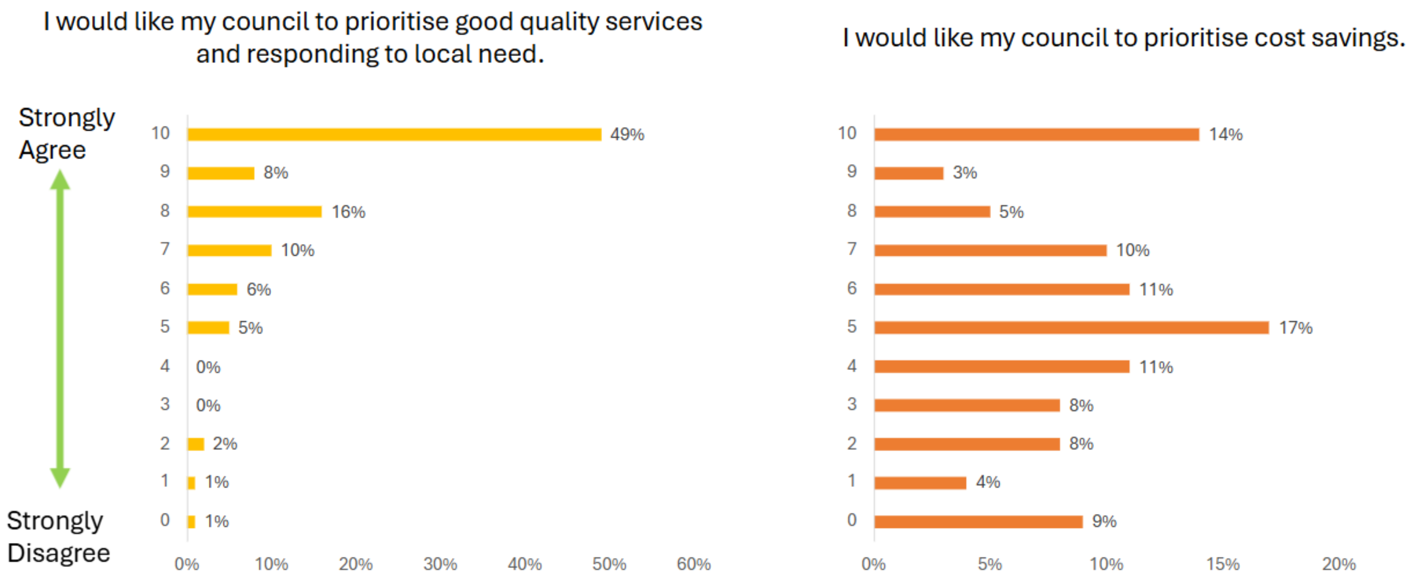


Q.32a2 Thinking about decision-making for your area, to what extent do you agree or disagree with the following statements? - Urban and rural areas often require different approaches to housing, transport, education and skills, and other key council services. Base 406

Fig 9.1 shows that most respondents believe councils are more effective when they are smaller and closer to the people they serve. 62% agreed with this statement. Only 22% disagreed, while 12% were neutral and 5% were unsure. This suggests that many residents value local decision-making and responsiveness to community needs.

There is even stronger agreement that urban and rural areas require different approaches to services like housing, transport, education, and skills. 72% agreed and just 12% disagreed, and 10% were neutral. This highlights a clear expectation for tailored solutions that reflect the distinct challenges of urban and rural communities.

Fig 9.2 Good quality services, local need and cost savings



NET Agree (scores 6-10)	90%
NET Disagree (scores 0-4)	5%

NET Agree (scores 6-10)	43%
NET Disagree (scores 0-4)	40%

Q34 How strongly do you agree or disagree with the following statements? A. I would like my council to prioritise good quality services and responding to local need. B. I would like my council to prioritise cost savings. Base 406

Fig 9.2 shows there is overwhelming support for prioritising quality and responsiveness. 90% of respondents agreed (scores 6–10), with nearly half (49%) giving the highest possible rating. Only 5% disagreed, showing that residents strongly value service quality over other considerations.

Views on cost savings are more divided. 43% agreed that councils should prioritise cost savings, but 40% disagreed, and the remaining respondents were neutral.

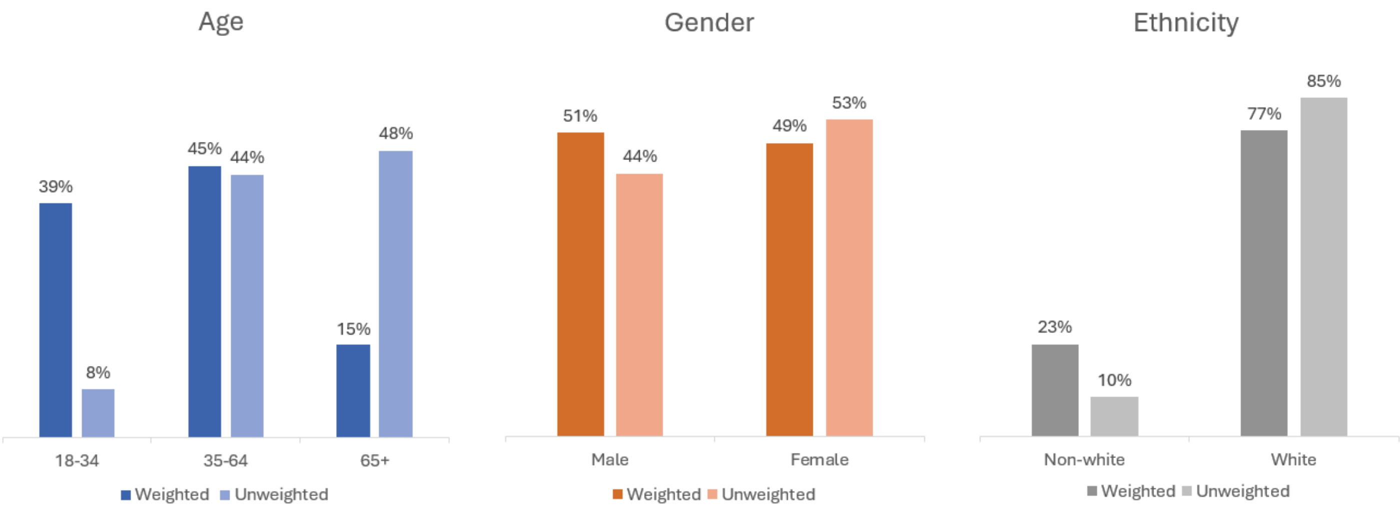
Technical report

10 Technical report

10.1 Respondent profile

The following figure shows the profile of respondents, both weighted and unweighted, and the key demographic profile of the Oxford population aged 18+, taken from Census 2021 data. As with many surveys, younger people are less likely to take part which means the sample is biased towards older people and therefore weightings were applied as a result.

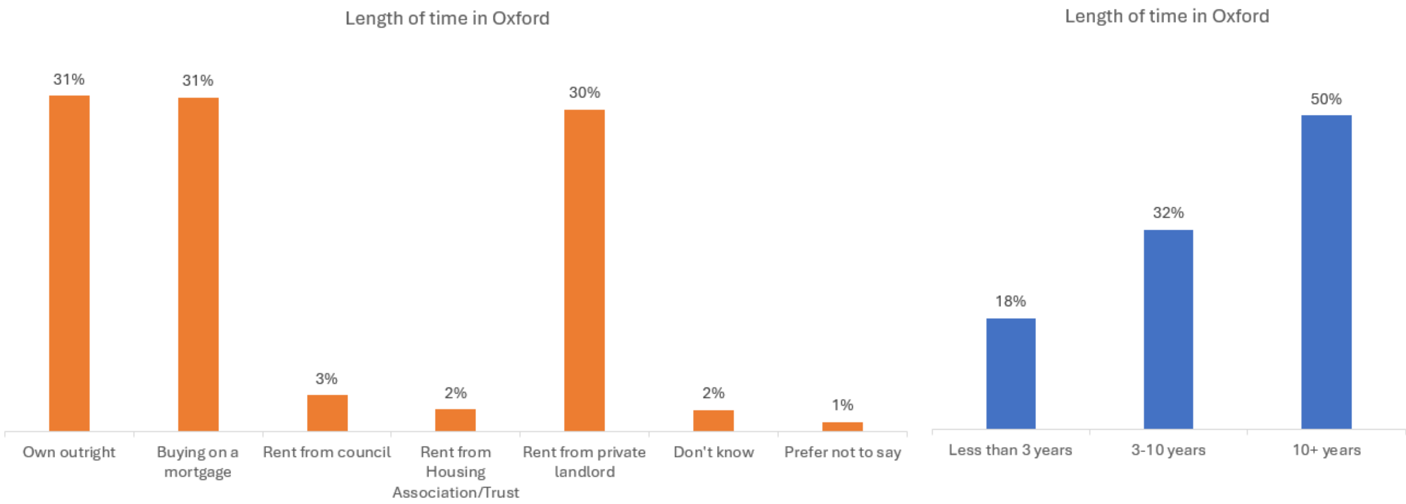
Figure 10.1: respondent profile



10.2 Demographics

The following figures show that over half of respondents are owner occupiers, with 31% owning their property outright. Just under a third rent (30%) from a private landlord, whilst 5% are social renters. Half of the respondents have lived in Oxford for 10 or more years and just under a fifth (18%) are newer residents (having lived in Oxford for less than 3 years).

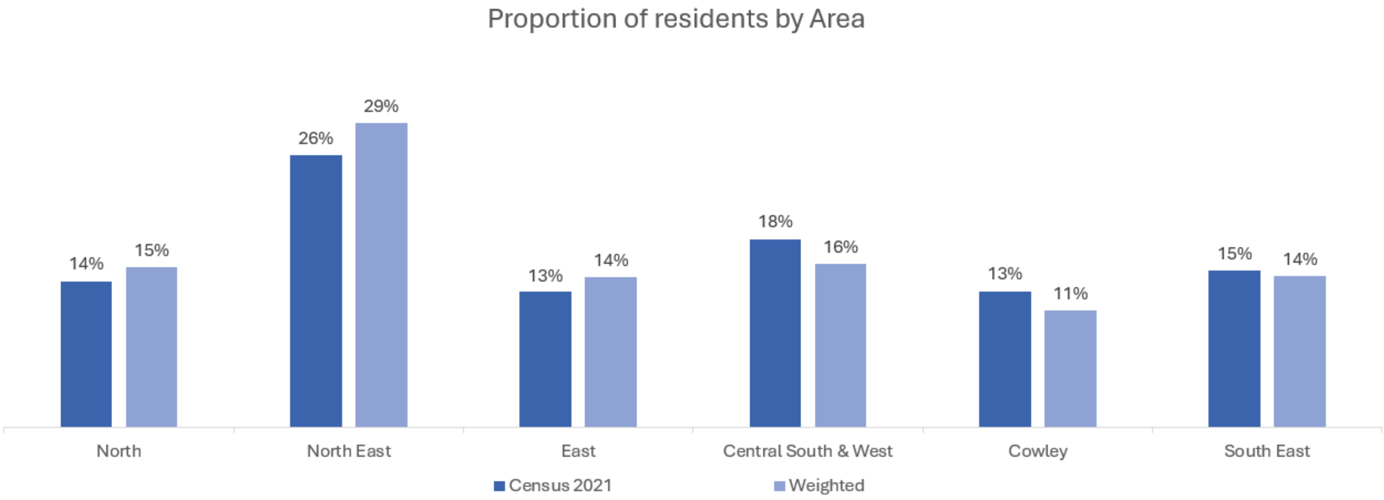
Figure 10.2: Tenure and length of residency in Oxford



10.3 Local areas

The profile of residents who responded to the survey has been weighted to match the profile of Oxford residents overall for the 18 years and over population. This can be seen in the chart below.

Figure 10.3: Profile of Oxford Residents



10.4 Sample frame and design

The Oxford Resident's Panel is a unique online research community where residents can share their views and opinions on subjects such as the future of Oxford City, the services provided by the Council, or other local organisations it links directly with, such as the local transport authority, police or universities. It is members of this panel who responded to the Oxford Residents' Survey, and we will be able to use the same methodology on an annual basis to track findings over time.

10.5 Weighting

Data were weighted back to the known population profile of Oxford to counter-act non-response bias. Data is weighted by age, gender, ethnicity and area. The weighting profile was based on the 2021 Census data for the over 18 years old population.

10.6 Statistical reliability

The respondents to the questionnaire are only samples of the total "population", so we cannot be certain that the figures obtained are exactly those we would have if everybody had been surveyed and responded. But we can predict the variation between the sample results and the "true" values from knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given. The confidence with which we can make this prediction is usually 95% - that is, the chances are 95 in 100 that the "true" value will fall within a specified range.

The table below illustrates the predicted ranges for different sample sizes and percentage results at the "95% confidence interval". An indication of approximate sampling tolerances is given in the table below. Strictly speaking, the tolerances shown here apply only to random samples, so the comparison with online, panel research is indicative.

Size of sample on which the survey results are based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90% ±	30% or 70% ±	50% ±
100 surveyed	6	9	10
200 surveyed	4	6	7
500 surveyed	3	4	4

For example, with a sample of 500 where 30% give a particular answer, the chances are 19 in 20 that the "true" value (which would have been obtained if the whole population had been surveyed) will fall within the range of plus or minus 4 percentage points from the sample result, which is very accurate.

When results are compared between separate groups within a sample, different results may be obtained. The difference may be "real", or it may occur by chance (because not everyone in the population has been surveyed). To test if the difference is a real one - i.e., if it is "statistically significant", we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we assume the " 95% confidence interval", the differences between the two sample results must be greater than the values given in the table below:

Size of sample at sub-group level compared	Differences required for significance at or near these percentage levels		
	10% or 90% ±	30% or 70% ±	50% ±
100 and 100	8	13	14
200 and 200	6	9	10
200 and 400	5	8	9
500 and 500	4	6	6

For more information

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