



Rushmoor Resident Survey 2025 – Written report

Prepared by Lake Market Research

December 2025

Research context

- *An overview of project background, research objectives, methodology and analysis approach*

Research objectives

- Rushmoor Borough Council commissioned Lake Market Research to support with the design, management and analysis of a face-to-face survey amongst residents of the Borough.
- The survey is intended to understand:
 - *Residents' perceptions of their local area, including factors that contribution to their overall satisfaction levels and safety perceptions*
 - *Residents' views and experiences of the council, including any disparities in experience by demographic sub-group*
 - *Residents' views and experiences of services and facilities in Rushmoor*
 - *Residents' views and experiences Aldershot and Farnborough town centres, including news sources*



Methodology

Survey with residents of Rushmoor:

- 542 interviews in total
- Interviews with residents at home
- Sampling error of +/-3% at a confidence level of 95%
- Fieldwork took place in October and November 2025
- Residents randomly selected to take part by Lake Market Research
- Quotas set to achieve a profile representative of Rushmoor

Dataset weighted by population statistics supplied by Rushmoor Borough Council:

- Age
 - Gender
 - Working status
 - Ethnicity
-

Comparisons made to LGA national polling where applicable

The profile of residents taking part reflects that of Rushmoor

Age:

- 30% aged 18-34
- 36% aged 35-54
- 15% aged 55-64
- 20% aged 65 & over

Gender:

- 50% male
- 50% female

Working status:

- 45% employee full time
- 13% employee part time
- 7% self employed
- 12% not working
- 22% retired

Disability / health condition:

- 16% yes
- 83% no
- 2% prefer not to say

Ethnicity:

- 77% White
- 17% Asian
- 3% Black
- 2% Mixed

Notes on the report

Statistical significance:

Our sample is subject to a sampling error of +/-3% at a confidence level of 95%.

- To give an example, a finding of 50% on a base size of 542 interviews has a sampling error of +/-4.2% at the 95% confidence level. That is to say that if the survey returns a finding of 50% for a particular question there is a 95% probability that the 'true' figure (amongst all residents and not just those interviewed) will lie between +/-3% of that findings.
- When looking at subgroups within a sample, this sampling error increases.

Valid data:

All questions have been reported based on all residents answering each question. The only exception to this rule is for service satisfaction, whereby results are filtered on the residents who indicated they use each service.

Rounding:

Results have been presented rounded to 0 decimal places and so some totals may not be equal to 100% and some nets may not equal the sum of individual components.

Demographic differences:

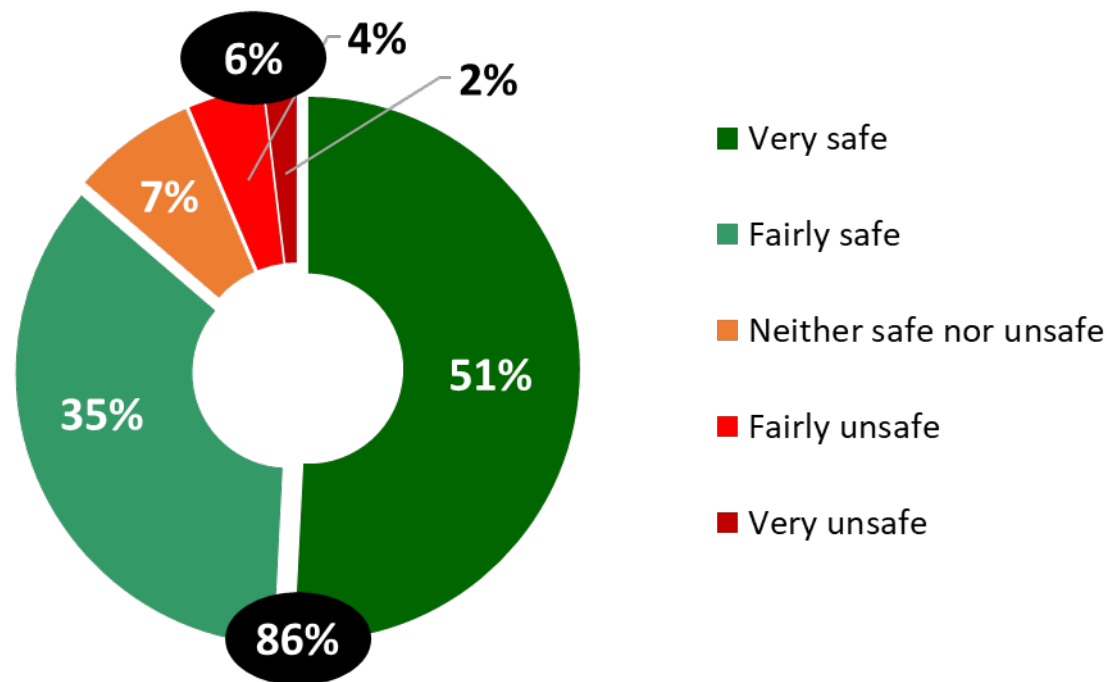
Responses have been separated into different mutually exclusive sub-groups and the data has been compared to see whether there are any significant differences. Any differences have been highlighted in green or red.

Key findings - Local area perceptions and cohesion

- *Focused on residents' perceptions of their local area, including factors that contribute to their overall satisfaction levels and safety perceptions – safety, belonging, different backgrounds getting on well*

Perception of safety in local area during the day

- The majority (86%) feel safe in their local area during the day; over half (51%) feel very safe. 6% feel unsafe.
- The proportion feeling very safe during the day is significantly lower amongst female residents (41%) compared to male residents (60%).



	% Very Safe
Male	60%
Female	41%
Aged 18-34	48%
Aged 35-54	55%
Aged 55-64	48%
Aged 65 & over	48%
Working	51%
Not working (excl retired)	47%
Retired	51%
White ethnicity	49%
BME ethnicity	55%
Have disability / health condition that limits daily activities	44%

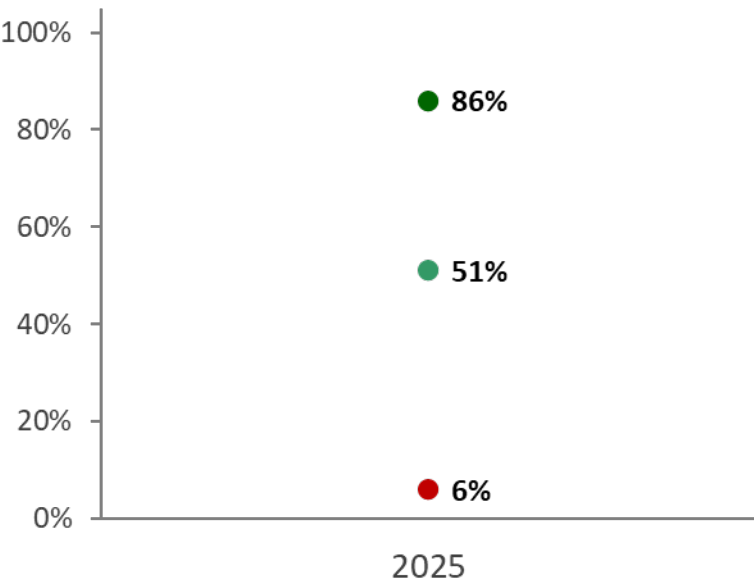
Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

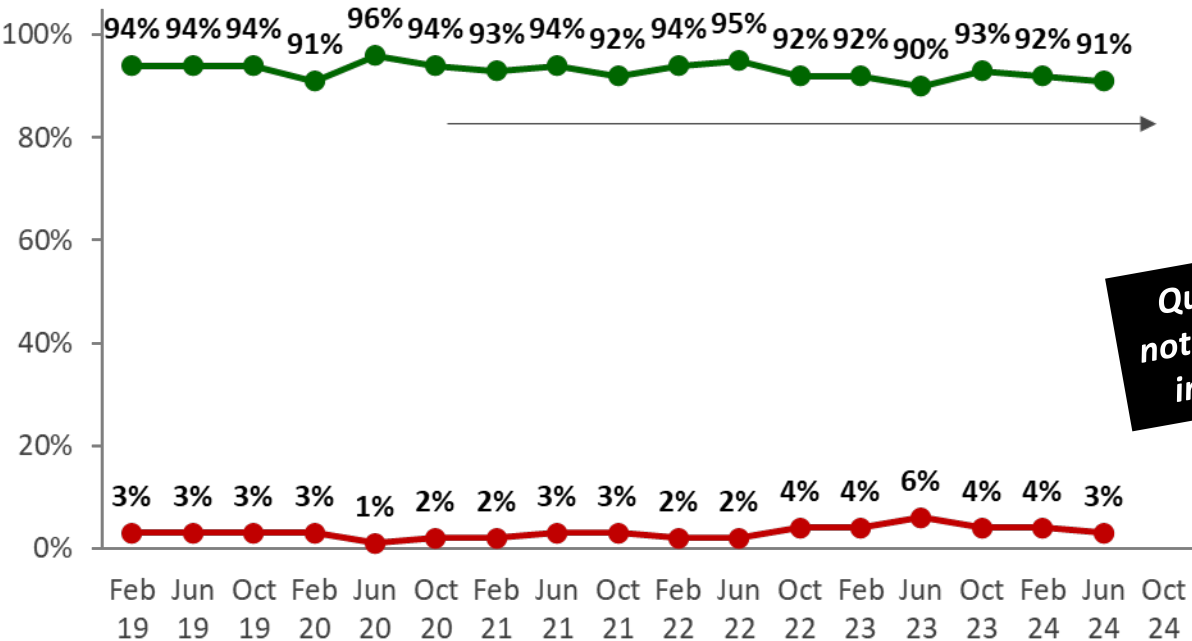
Perception of safety in local area during the day – benchmarks

- The proportion feeling safe is marginally lower than the national averages recorded in the 2024 quarterly national polling conducted by the LGA.

Rushmoor Resident Survey, adults 18+



LG Inform National Quarterly polling, British adults 18+

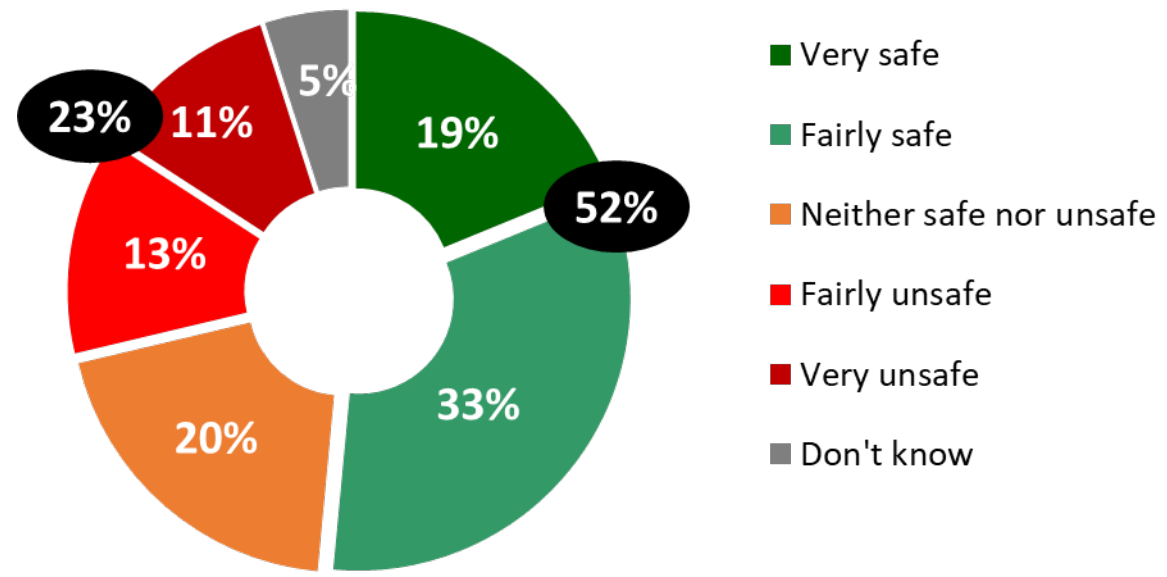


—●— Very / fairly safe %
 — Very safe %
 —●— Very / fairly unsafe %

How safe or unsafe do you feel when outside in your local area during the day?
 Base: Rushmoor Resident Survey, n=542; Base: LG Inform National Quarterly polling, 1,000 per wave

Perception of safety in local area after dark

- As expected, the proportion feeling safe after dark (52%) is lower than observed during the day (86%). Only 19% feel very safe and 23% feel unsafe.
- The proportion feeling safe after dark is significantly lower amongst female residents, residents aged 65 & over and residents who have a disability / health condition that limits their daily activities.



	% Safe
Male	66%
Female	37%
Aged 18-34	52%
Aged 35-54	57%
Aged 55-64	49%
Aged 65 & over	43%
Working	55%
Not working (excl retired)	41%
Retired	46%
White ethnicity	50%
BME ethnicity	56%
Have disability / health condition that limits daily activities	33%

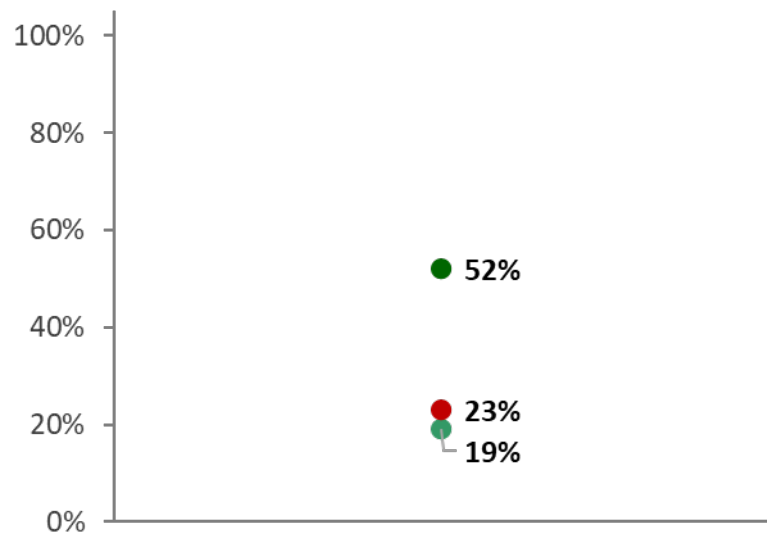
Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

Perception of safety in local area after dark – benchmarks

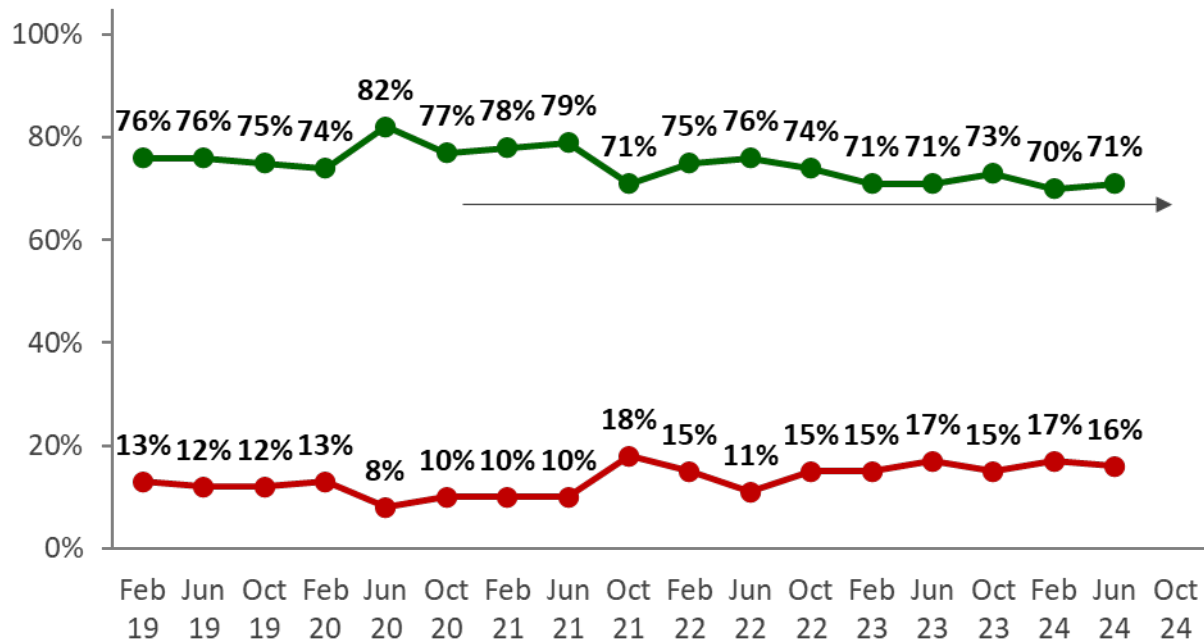
- The proportion feeling safe is significantly lower than the national averages recorded in the 2024 quarterly national polling conducted by the LGA.
- Whilst the proportion feeling unsafe is marginally higher than the national averages recorded, it is not significantly so due to a higher proportion selecting neither.

Rushmoor Resident Survey, adults 18+



2025

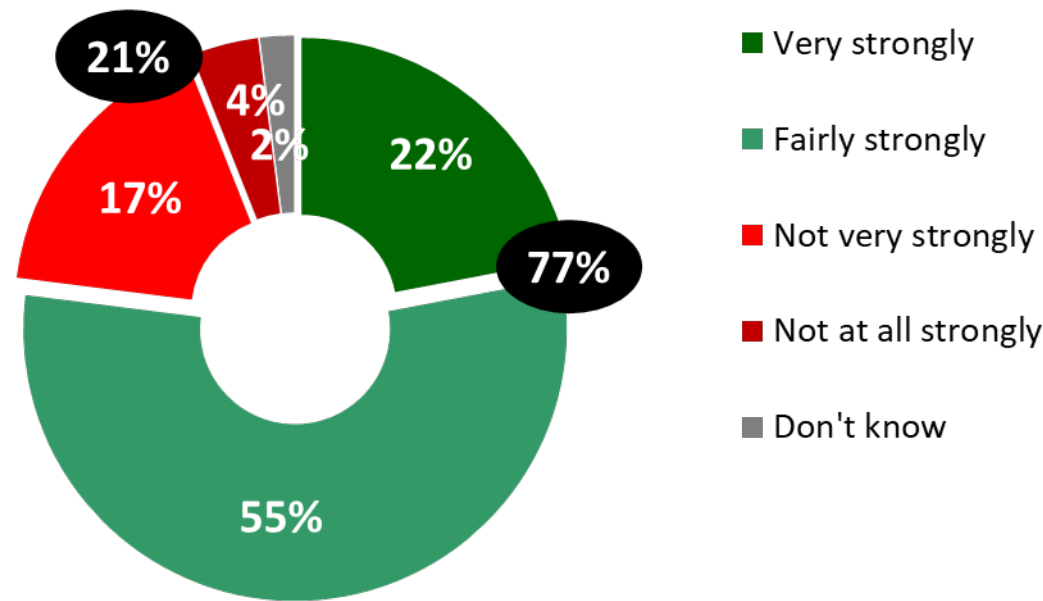
LG Inform National Quarterly polling, British adults 18+



— Very / fairly safe %
 — Very safe %
 — Very / fairly unsafe %

Sense of belonging to local area

- Just over three quarters (77%) feel they strongly belong to their local area; 22% believe this very strongly. 21% selected not very / not at all strongly.
- A significantly higher proportion of residents aged 65 & over feel they belong (84%). A significantly lower proportion of residents of white ethnicity feel they belong (74%).



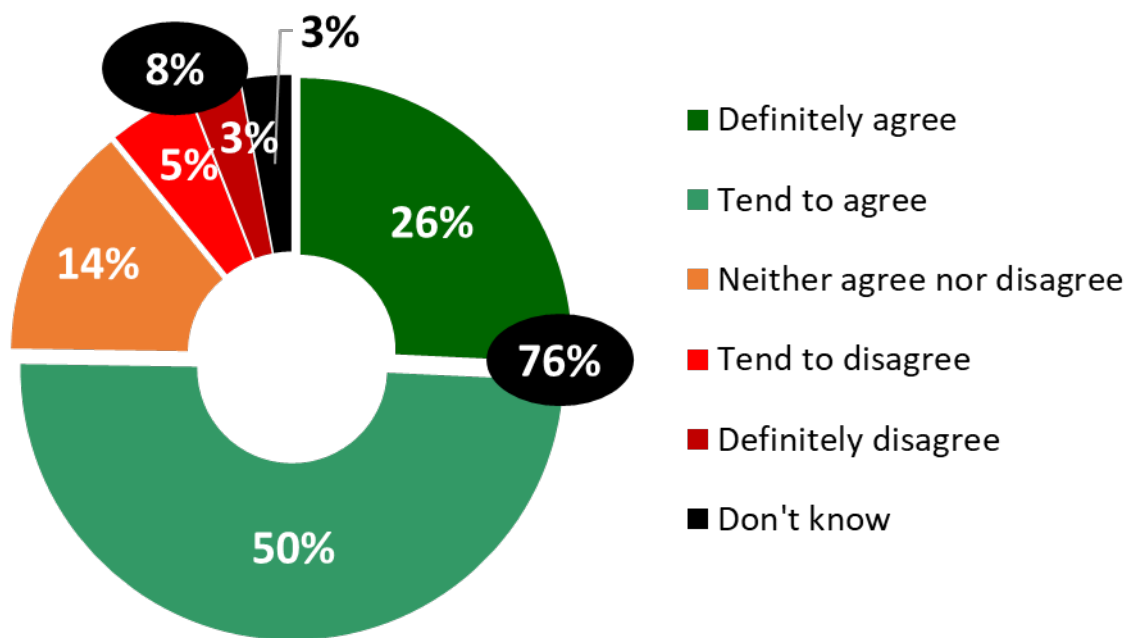
	Net % strongly	% very strongly
Male	80%	21%
Female	73%	22%
Aged 18-34	74%	17%
Aged 35-54	76%	23%
Aged 55-64	74%	26%
Aged 65 & over	84%	24%
Working	75%	19%
Not working (excl retired)	77%	25%
Retired	82%	29%
White ethnicity	74%	22%
BME ethnicity	87%	22%
Have disability / health condition that limits daily activities	78%	30%

Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

Local area is a place where people from different backgrounds get on well together

- Just over three quarters (76%) agree their local area is a place where people from different backgrounds get on well together. 26% definitely agree.
- Agreement levels are broadly consistent by age and gender. A significantly lower proportion of residents of white ethnicity agree.



	Net % Agree	% definitely agree
Male	77%	26%
Female	76%	26%
Aged 18-34	75%	23%
Aged 35-54	78%	31%
Aged 55-64	72%	22%
Aged 65 & over	78%	23%
Working	74%	26%
Not working (excl retired)	78%	28%
Retired	81%	25%
White ethnicity	73%	24%
BME ethnicity	85%	32%
Have disability / health condition that limits daily activities	78%	27%

Significantly higher % than other subgroups at 95% confidence level

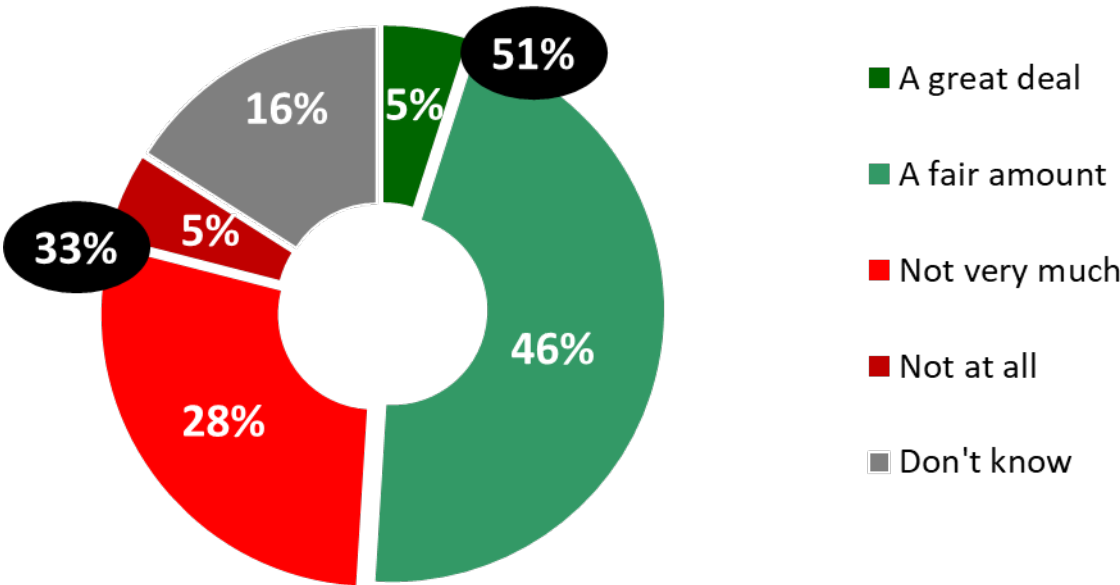
Significantly lower % than other subgroups at 95% confidence level

Key findings - Council perceptions

- *Providing an understanding of residents' views and experiences of the council, including any disparities in experience by demographic sub-group*

Degree to which Rushmoor Borough Council acts on concerns of local residents

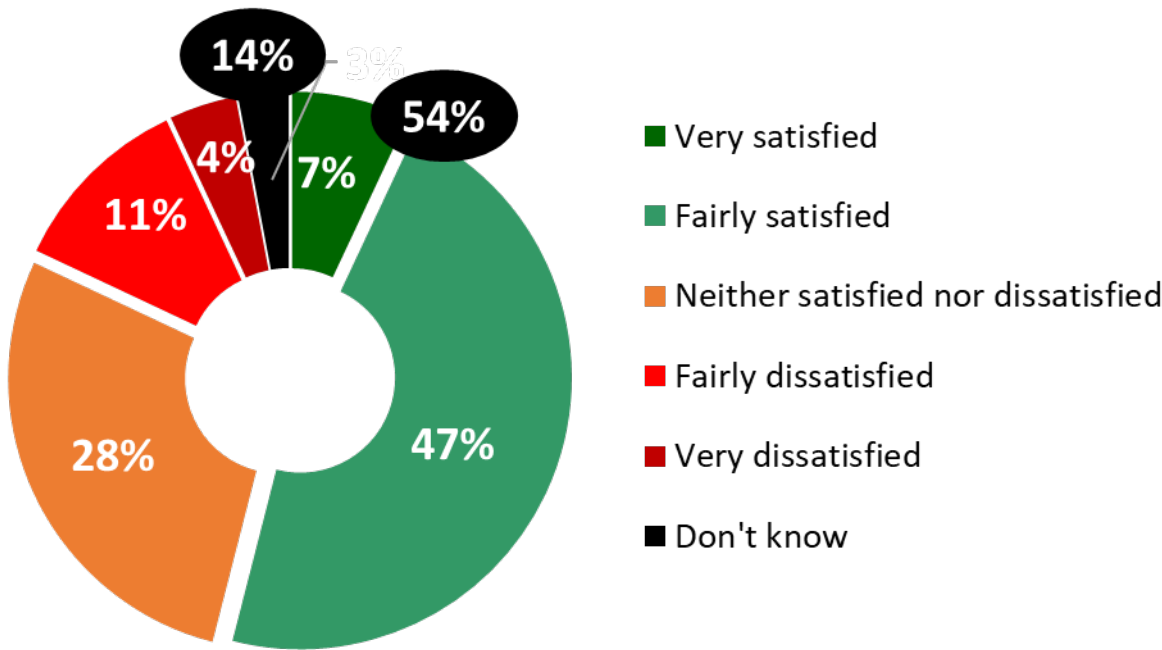
- Just over half (51%) believe the council acts on the concerns of local residents a great deal / a fair amount. However, it should be noted that only 5% agree a great deal.
- There are no significant differences in opinion by subgroup.



	Net % great deal / fair amount
Male	53%
Female	50%
Aged 18-34	54%
Aged 35-54	53%
Aged 55-64	44%
Aged 65 & over	50%
Working	52%
Not working (excl retired)	48%
Retired	52%
White ethnicity	49%
BME ethnicity	59%
Have disability / health condition that limits daily activities	50%

Satisfaction with way Rushmoor Borough Council runs things

- Just over half (54%) are satisfied with the way Rushmoor Borough Council runs things. Almost one in ten residents (7%) say they are very satisfied.
- There are no significant differences in satisfaction levels by subgroup.

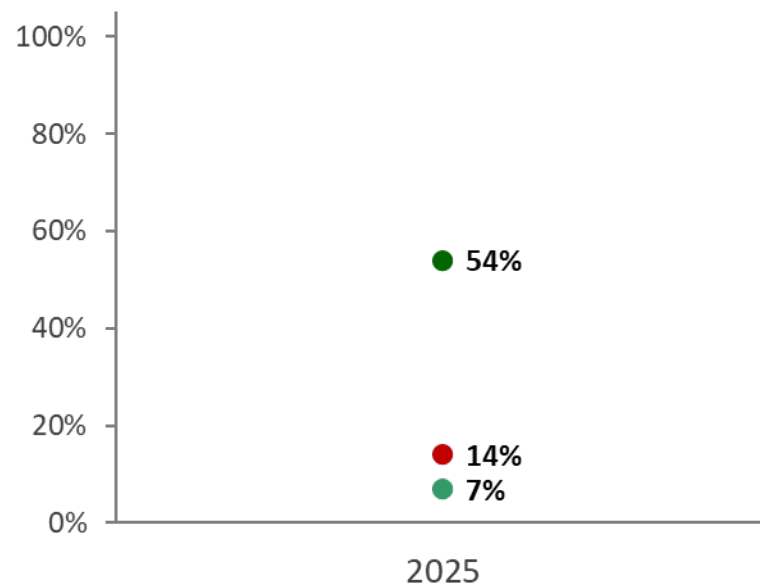


	Net % Satisfied
Male	56%
Female	52%
Aged 18-34	58%
Aged 35-54	52%
Aged 55-64	52%
Aged 65 & over	53%
Working	54%
Not working (excl retired)	54%
Retired	53%
White ethnicity	52%
BME ethnicity	60%
Have disability / health condition that limits daily activities	47%

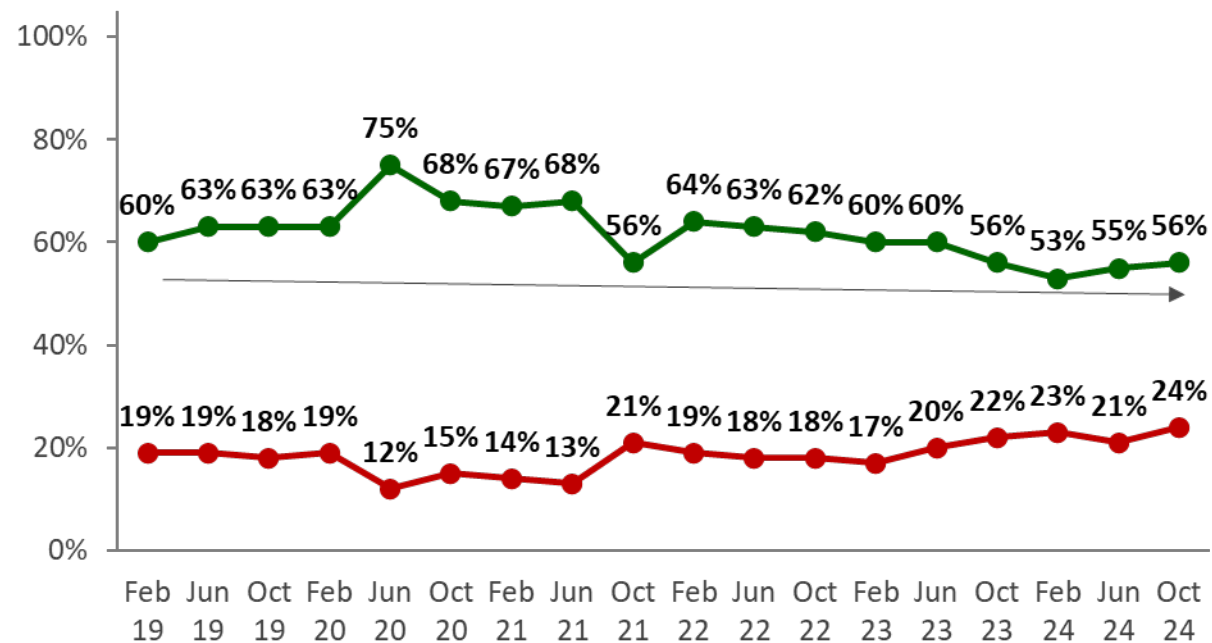
Satisfaction with way Rushmoor Borough Council runs things – benchmarks

- The proportion satisfied is broadly in line with the national average recorded in the quarterly national polling conducted by the LGA.
- The proportion dissatisfied is lower than the national average recorded in the quarterly national polling conducted.

Rushmoor Resident Survey, adults 18+



LG Inform National Quarterly polling, British adults 18+



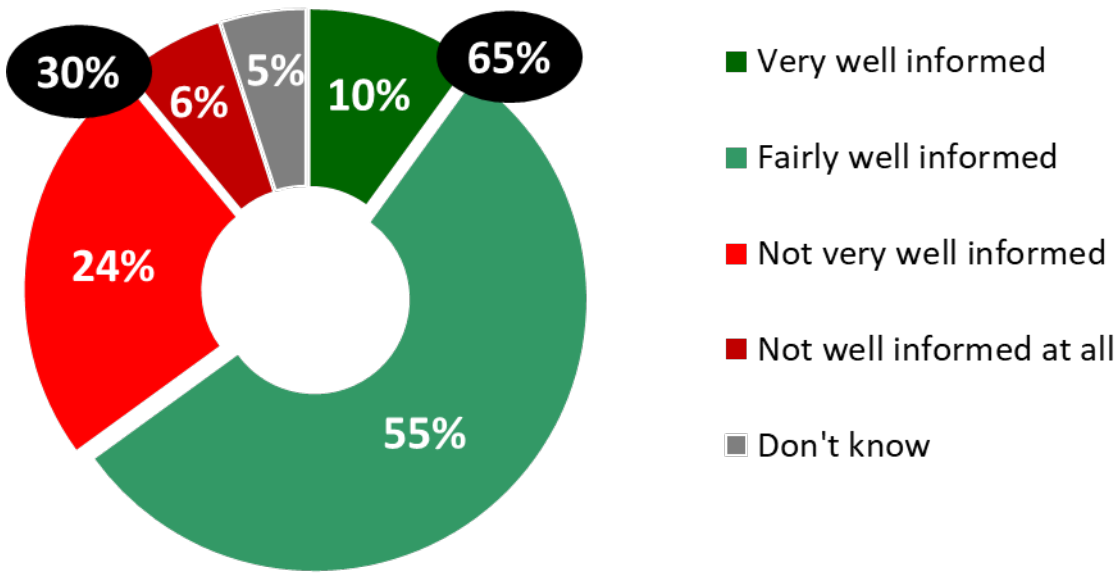
—●— Very / fairly satisfied %
 —●— Very satisfied %
 —●— Very / fairly dissatisfied %

Considering everything, how satisfied or dissatisfied are you with the way the Rushmoor Borough Council runs things?

Base: Rushmoor Council Resident Survey, n=542; Base: LG Inform National Quarterly polling, 1,000 per wave

Degree to which Council keeps residents informed about services and what’s happening

- 65% indicated they believe Rushmoor Borough Council keeps them informed about services and what’s happening in the area. However, it should be noted that only 10% believe the council keeps them very informed.
- There are no significant differences in satisfaction levels by subgroup.

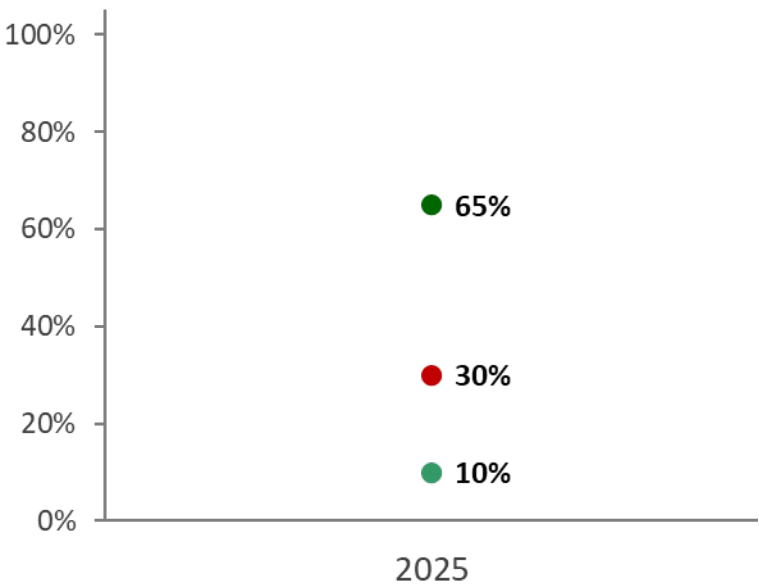


	Net % Informed
Male	67%
Female	62%
Aged 18-34	61%
Aged 35-54	68%
Aged 55-64	63%
Aged 65 & over	66%
Working	64%
Not working (excl retired)	63%
Retired	69%
White ethnicity	64%
BME ethnicity	68%
Have disability / health condition that limits daily activities	59%

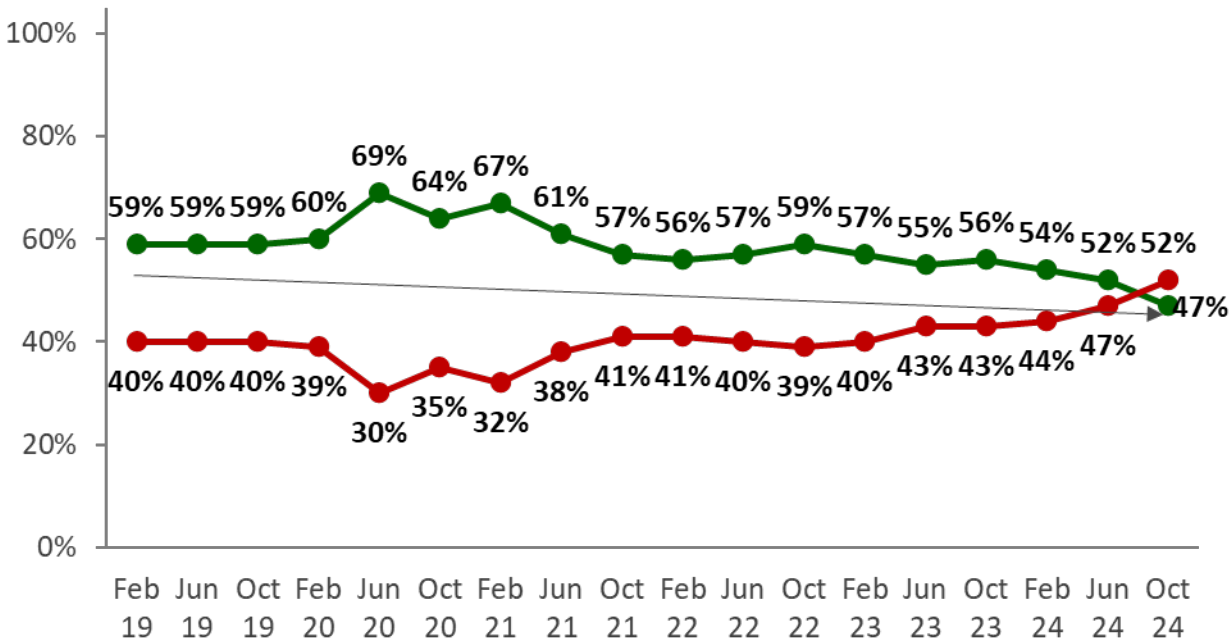
Degree to which Rushmoor Borough Council keeps residents informed about services and benefits – benchmarks

- The proportion informed is higher than the national average recorded in the quarterly national polling conducted by the LGA.
- The proportion not informed is lower than the national average recorded in the quarterly national polling conducted

Rushmoor Resident Survey, adults 18+



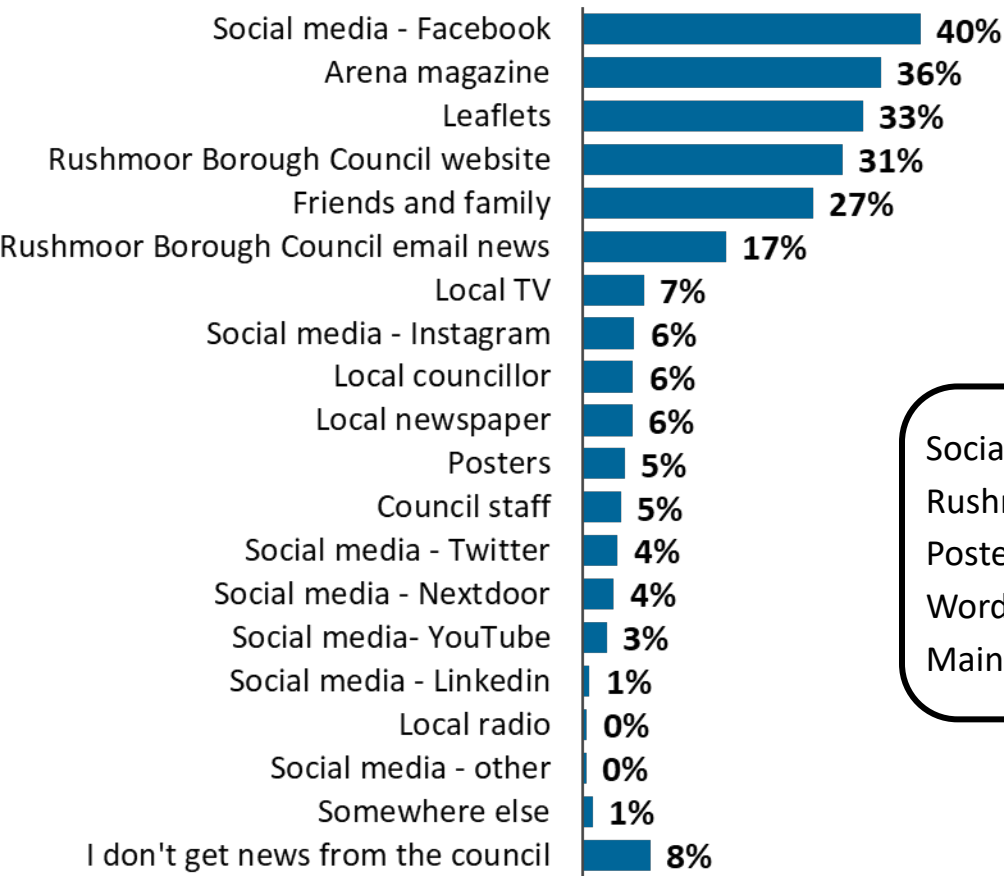
LG Inform National Quarterly polling, British adults 18+



— Very / fairly informed %
 — Very informed %
 — Not very / not at all informed %

Sources of news about Rushmoor Borough Council and what they are doing in Aldershot and Farnborough

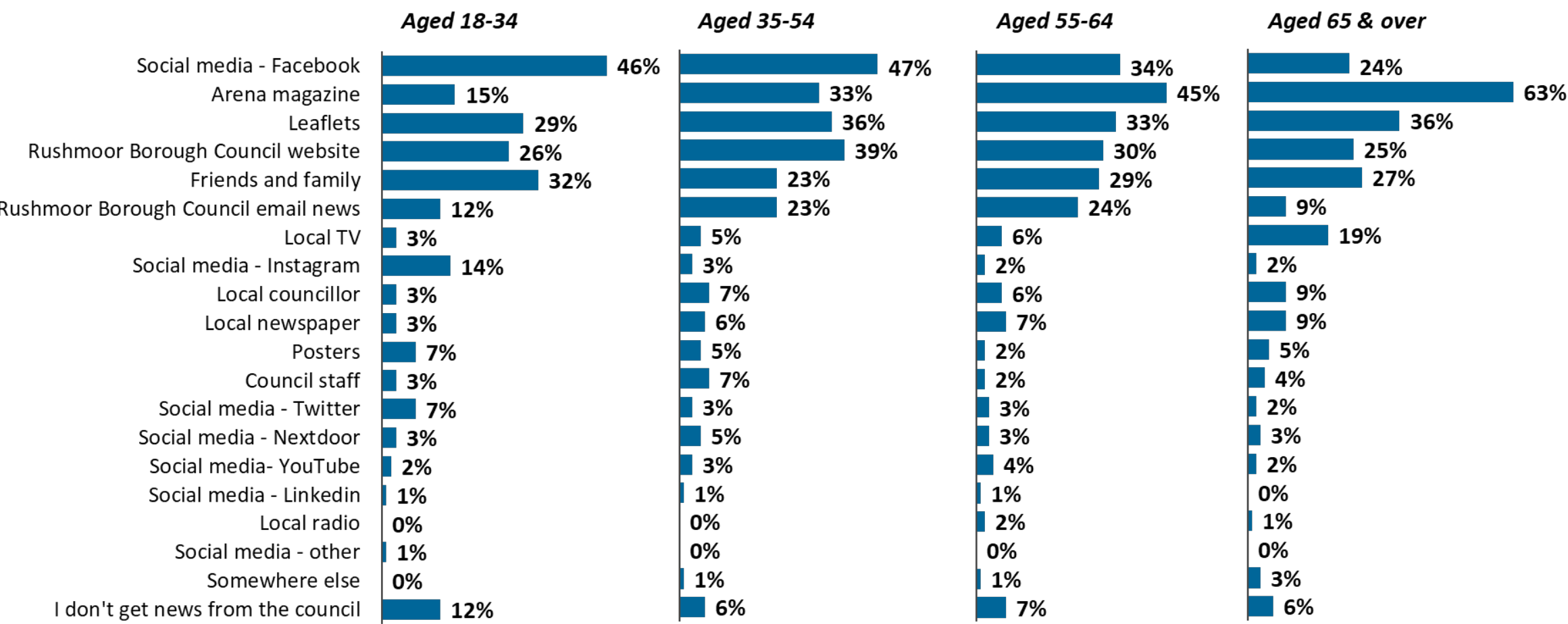
- A variety of modes are used to find out about the council and what they are doing in Aldershot and Farnborough.
- Facebook, the Arena magazine, leaflets, the council website and friends and family are the most popular sources.
- 57% claim they get news from a council channel (website / email news / Arena magazine).



Social media (net) – 46%
Rushmoor Borough Council (website / email news / Arena magazine) – 57%
Posters / leaflets – 35%
Word of mouth (councillors, staff, friends and family) – 32%
Mainstream media (TV, newspaper and/or radio) – 12%

Sources of news about Rushmoor Borough Council and what they are doing in Aldershot and Farnborough – by age

- Contrasting sources used by age groups with Facebook and friends and family dominating news sources amongst 18-34 year olds.
- Arena magazine use is highest amongst residents aged 55 & over. Website use and email news peaks amongst 35-64 year olds.

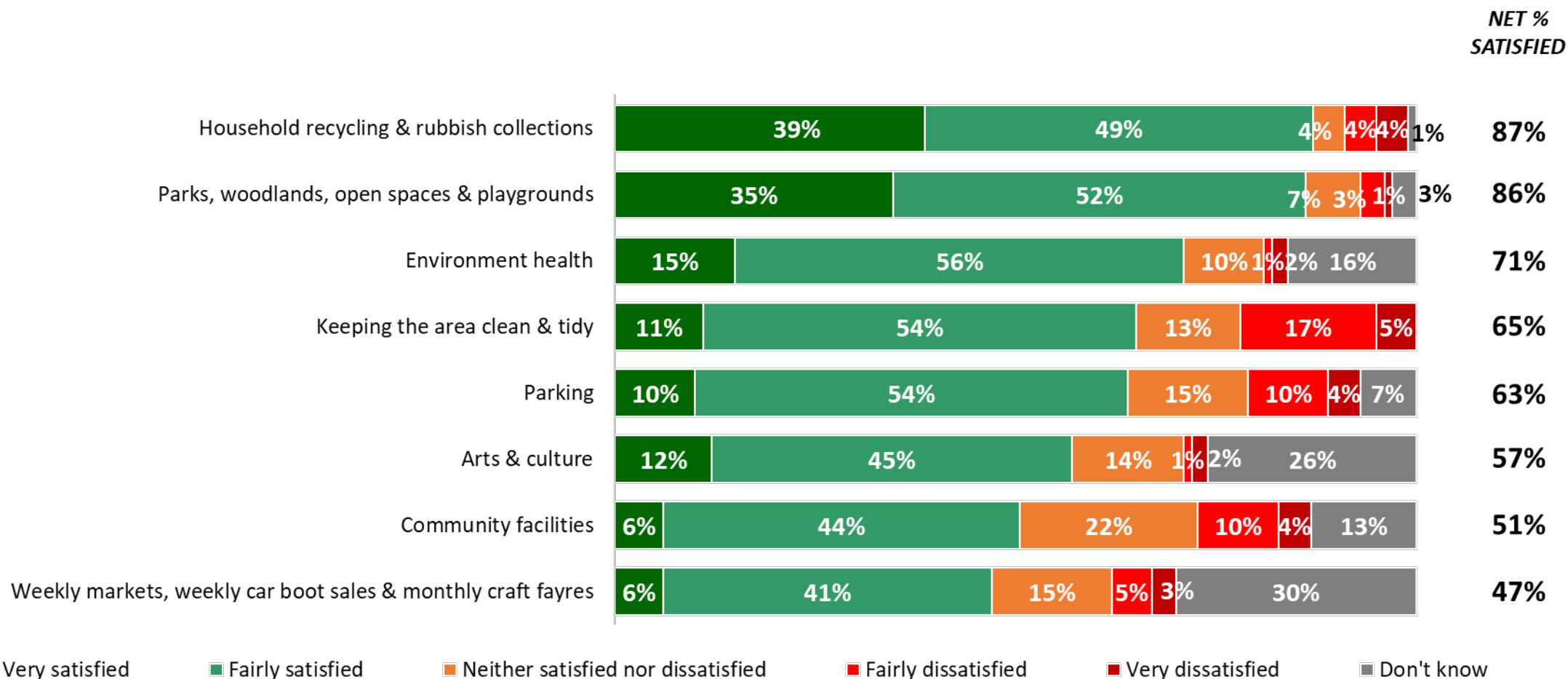


Key findings – Service satisfaction

- *Providing an understanding of residents' views and experiences of services and facilities in Rushmoor*

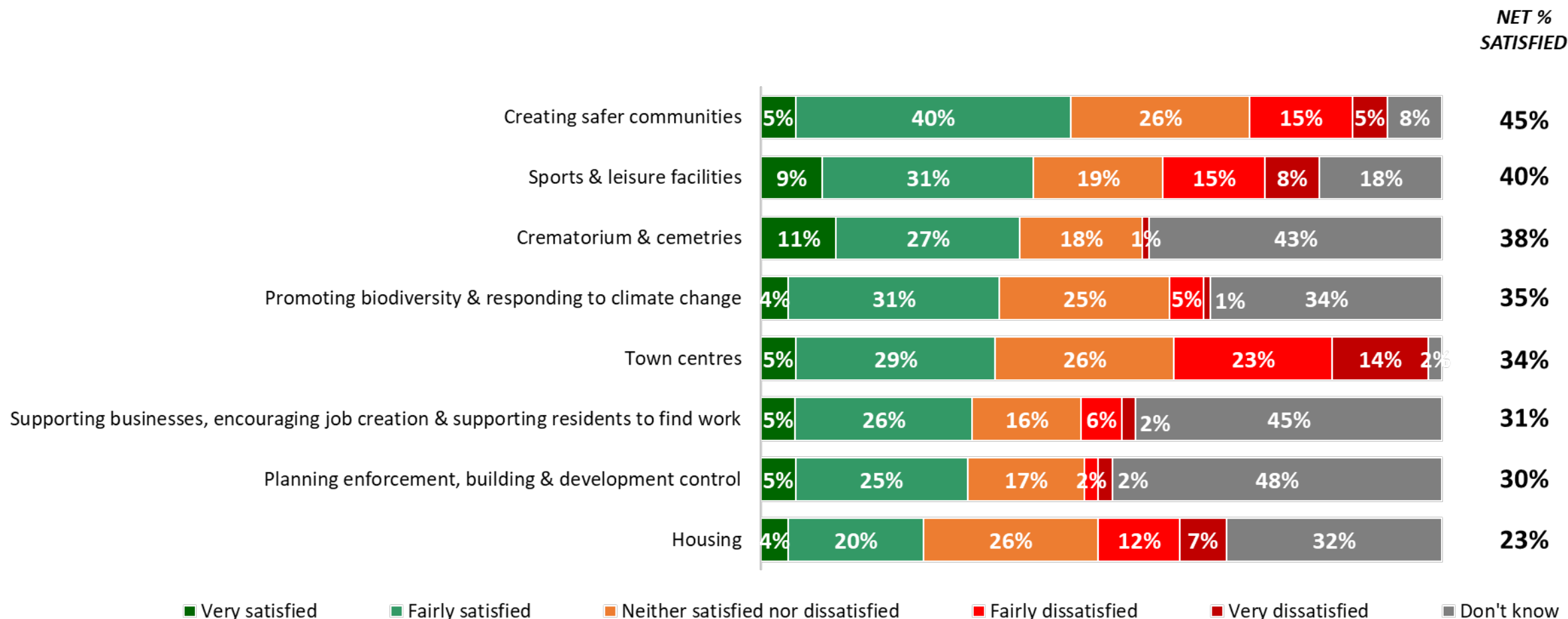
Satisfaction with services and facilities (1)

- Satisfaction with household recycling and rubbish collection and parks, woodlands, open spaces and playgrounds is high.
- Satisfaction with keeping the area clean and tidy and parking is comparably lower.



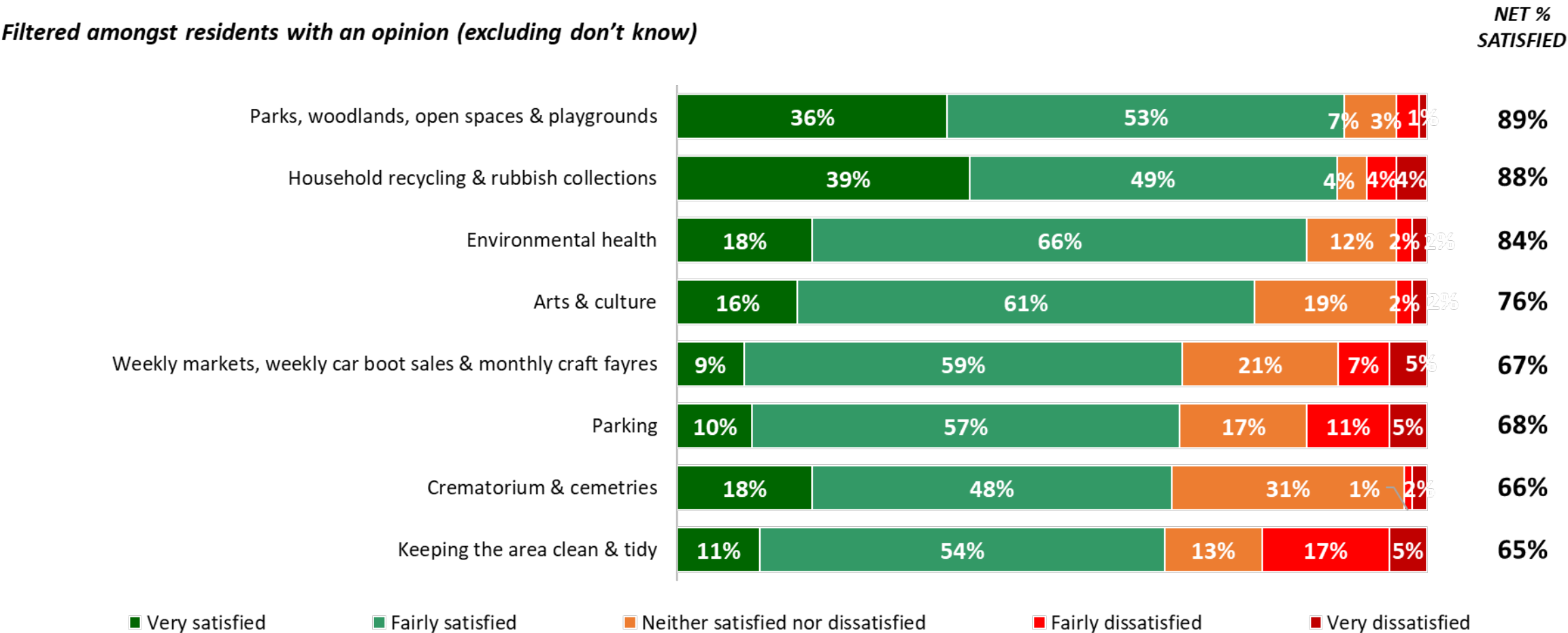
Satisfaction with services and facilities (2)

- The following services tested received higher proportions of neither satisfied nor dissatisfied and/or don't know ratings suggesting lower levels of familiarity.
- Satisfaction with town centres is one of the lowest of the services and facilities tested.



Satisfaction with services and facilities – amongst those with an opinion (1)

- Amongst those who provided an opinion only, satisfaction with parks, woodlands, open spaces & playgrounds, household recycling and rubbish collections and environmental health ranks highest. Arts and culture facilities is also high.
- Comparably lower satisfaction levels with crematorium & cemeteries are observed due to a higher proportion of neither ratings.



Base:
(various,
above
50)

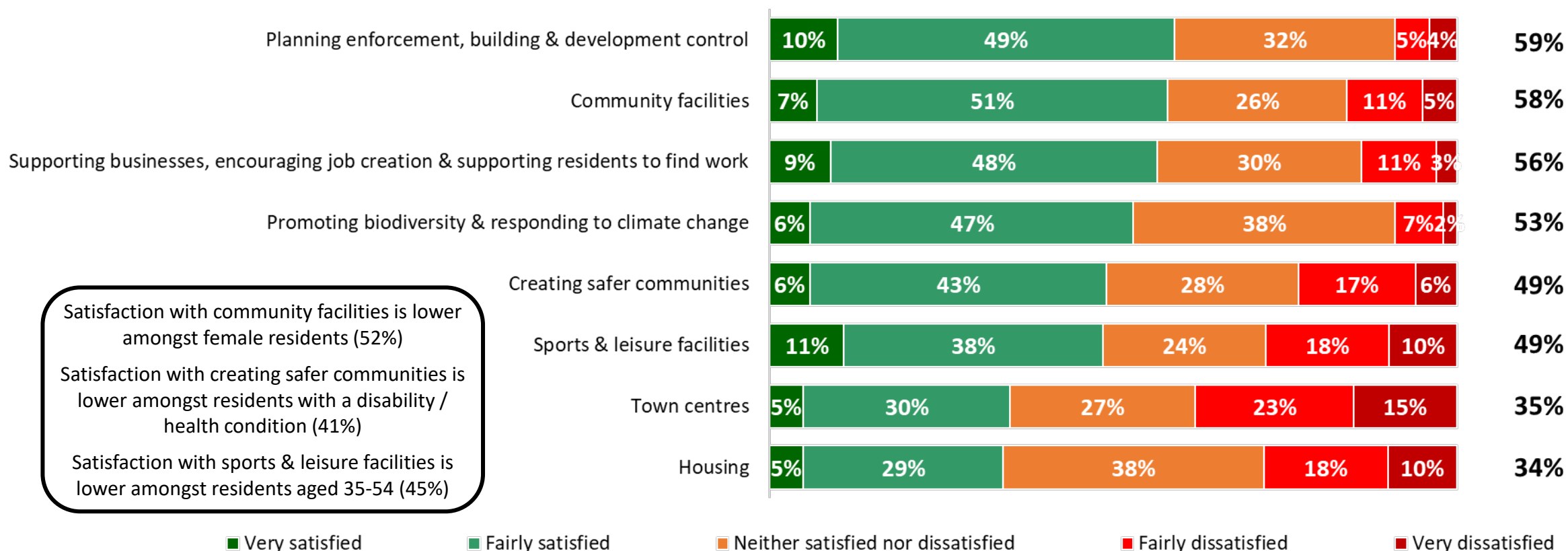
Please could you tell me how satisfied or dissatisfied you are with these services and facilities in Rushmoor... (excluding don't know)

Satisfaction with services and facilities – amongst those with an opinion (2)

- Amongst those who provided an opinion only, creating safer communities and sports and leisure facilities receive mixed satisfaction levels.
- Satisfaction levels observed for town centres and housing services are low and represent potential areas of improvement.

Filtered amongst residents with an opinion (excluding don't know)

NET %
SATISFIED

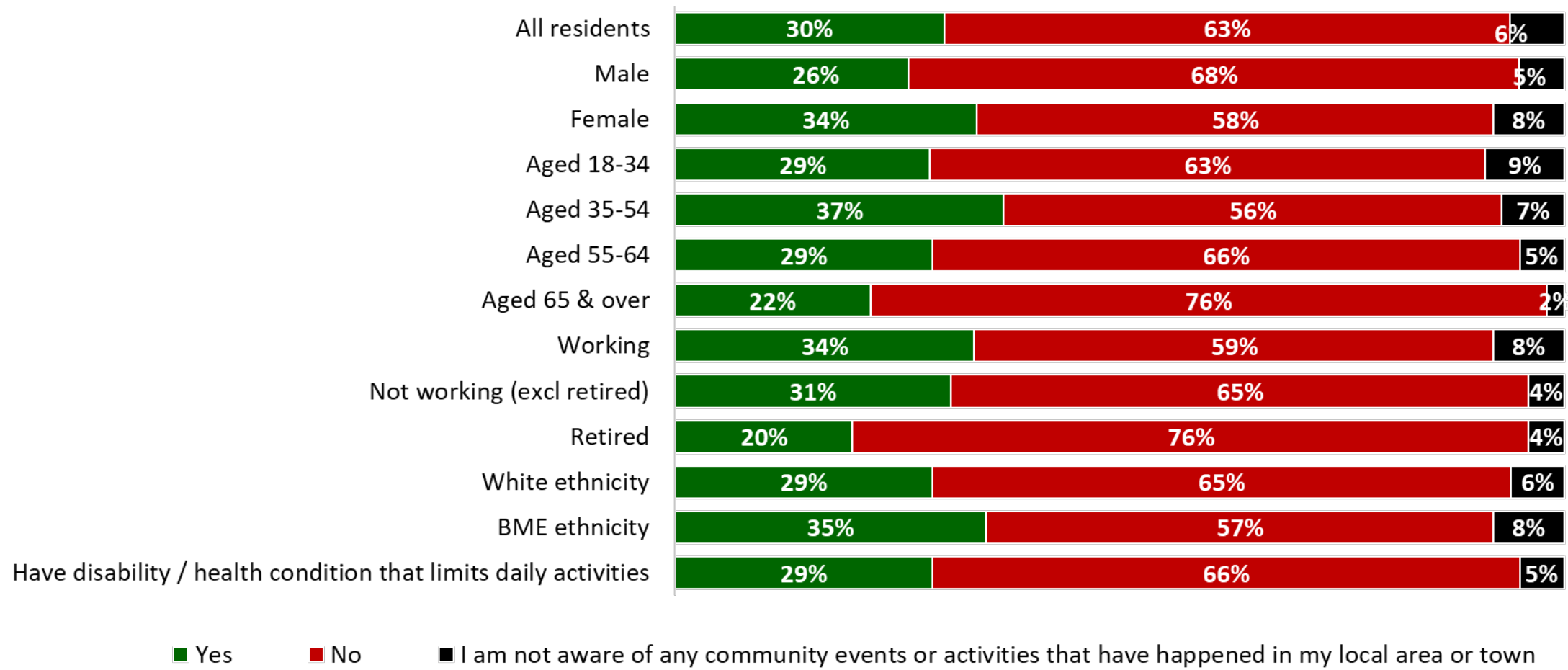


Key findings – Town centre news and perceptions

- *Providing an understanding of residents' views and experiences Aldershot and Farnborough town centres, including news sources*

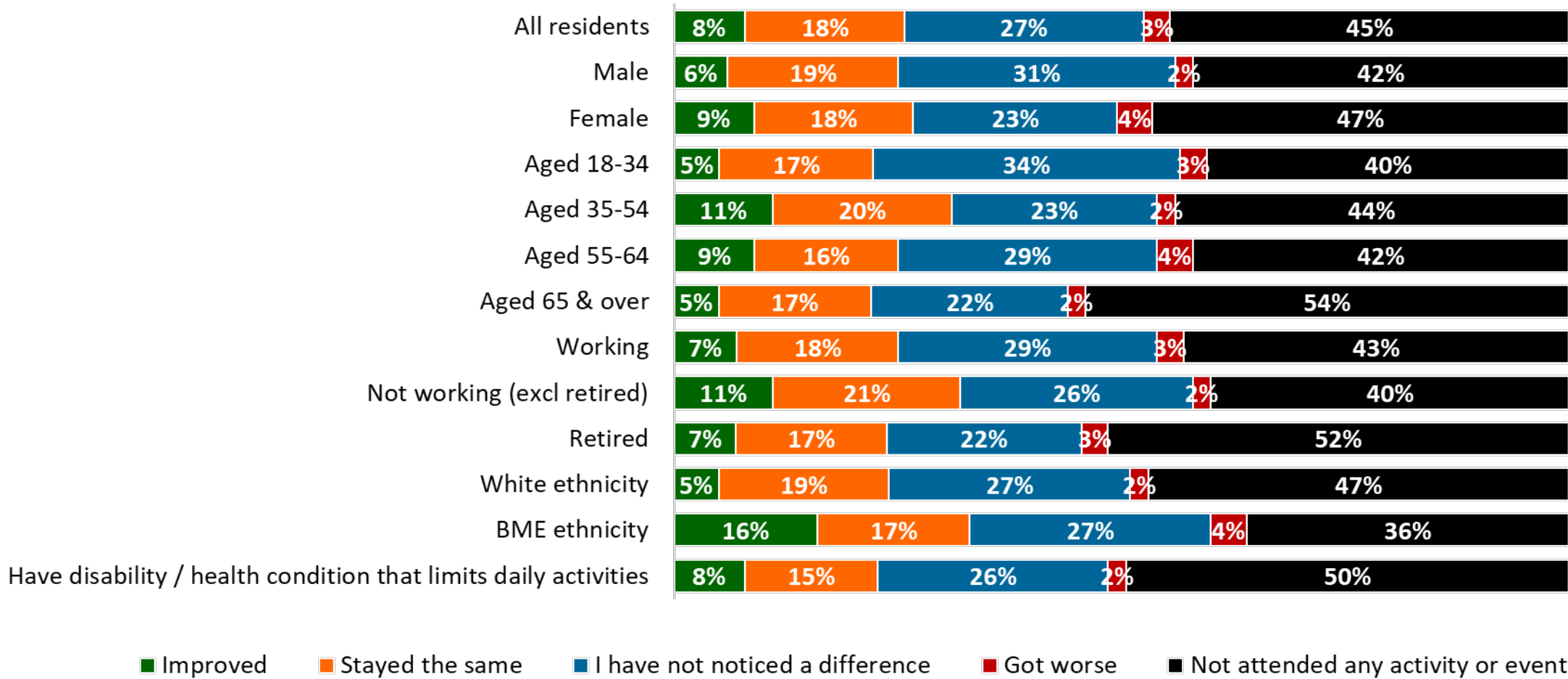
Attendance at community events & activities in local area in past 12 months

- Just under a third (30%) have attended community events & activities in their local area in the last year.
- Claimed attendance is broadly consistent amongst demographic subgroups but highest amongst female residents, residents aged 35-54, working residents and residents of BME ethnicity; lowest amongst residents aged 65 & over.



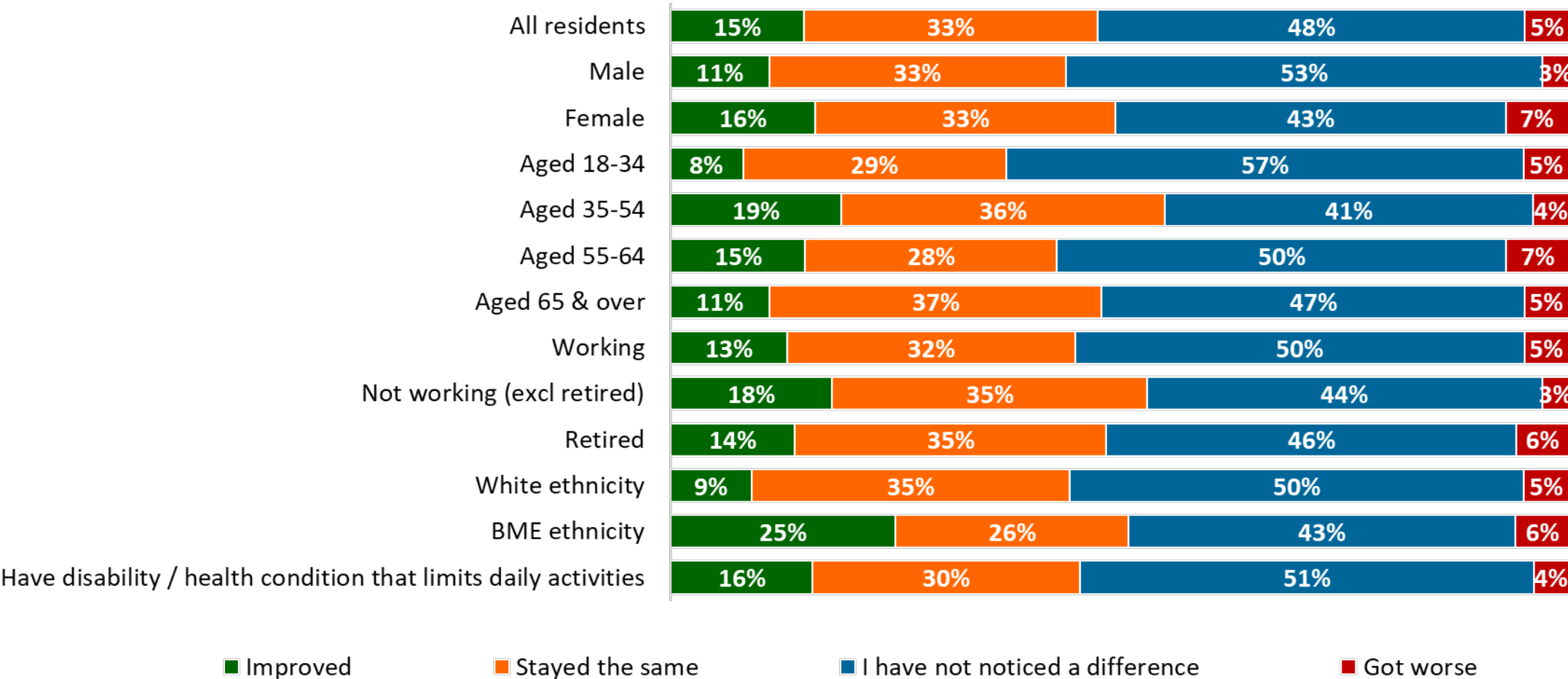
Perceptions of arts & culture-based activities and events in Aldershot

- Just over half (55%) provided an opinion on Aldershot’s arts & culture activities and events. A higher proportion of residents aged 18-64 gave an opinion.
- Few have noticed an improvement (8%), but few also believe it has got worse (3%).



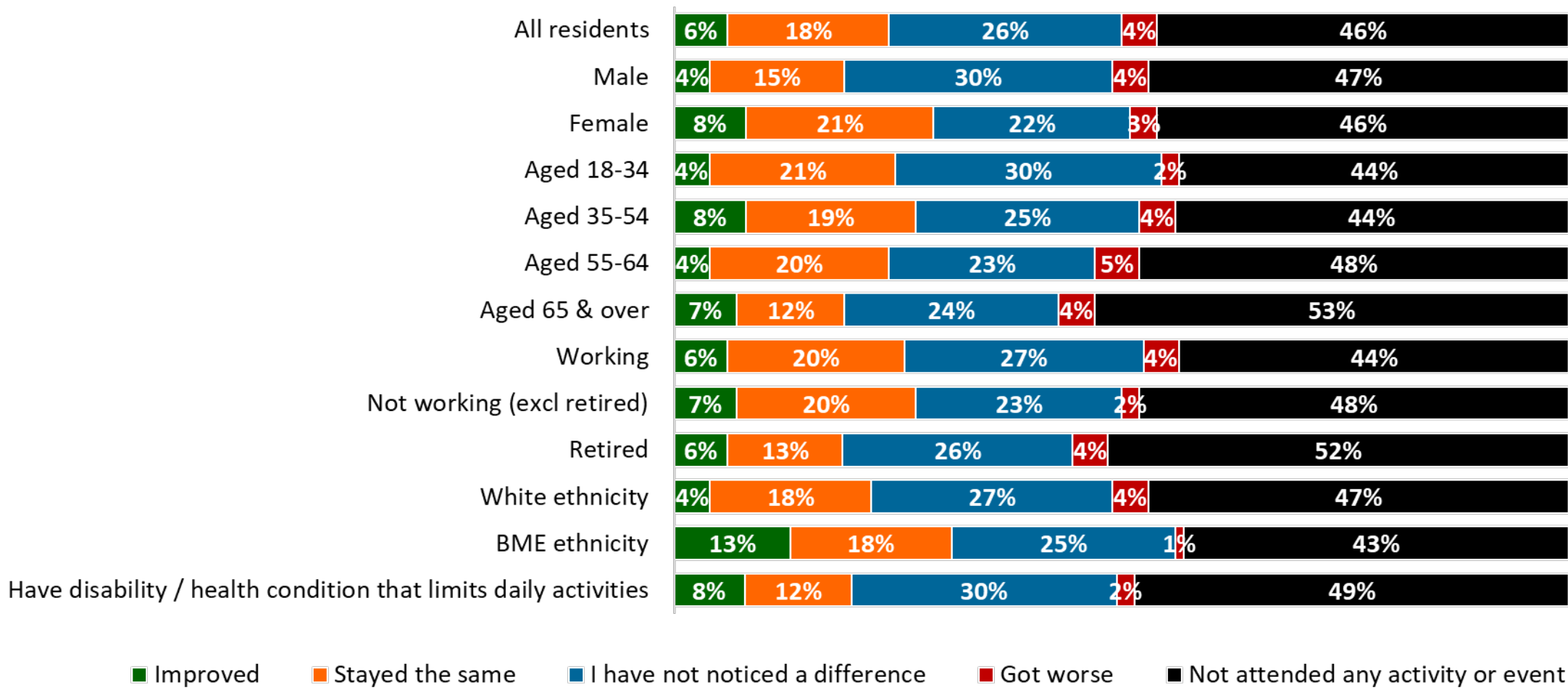
Perceptions of arts & culture-based activities & events in Aldershot – those with an opinion

- Amongst those giving an opinion only, 33% believe they have stayed the same and 48% indicated they have not noticed a difference.
- Improvement perceptions are highest amongst residents aged 35-54 and residents of a BME ethnicity.



Perceptions of arts and culture-based activities and events in Farnborough

- Just over half (54%) provided an opinion on Farnborough’s arts & culture activities and events. A higher proportion of residents aged 18-64 gave an opinion.
- Few have noticed an improvement (6%), but few also believe it has got worse (4%).

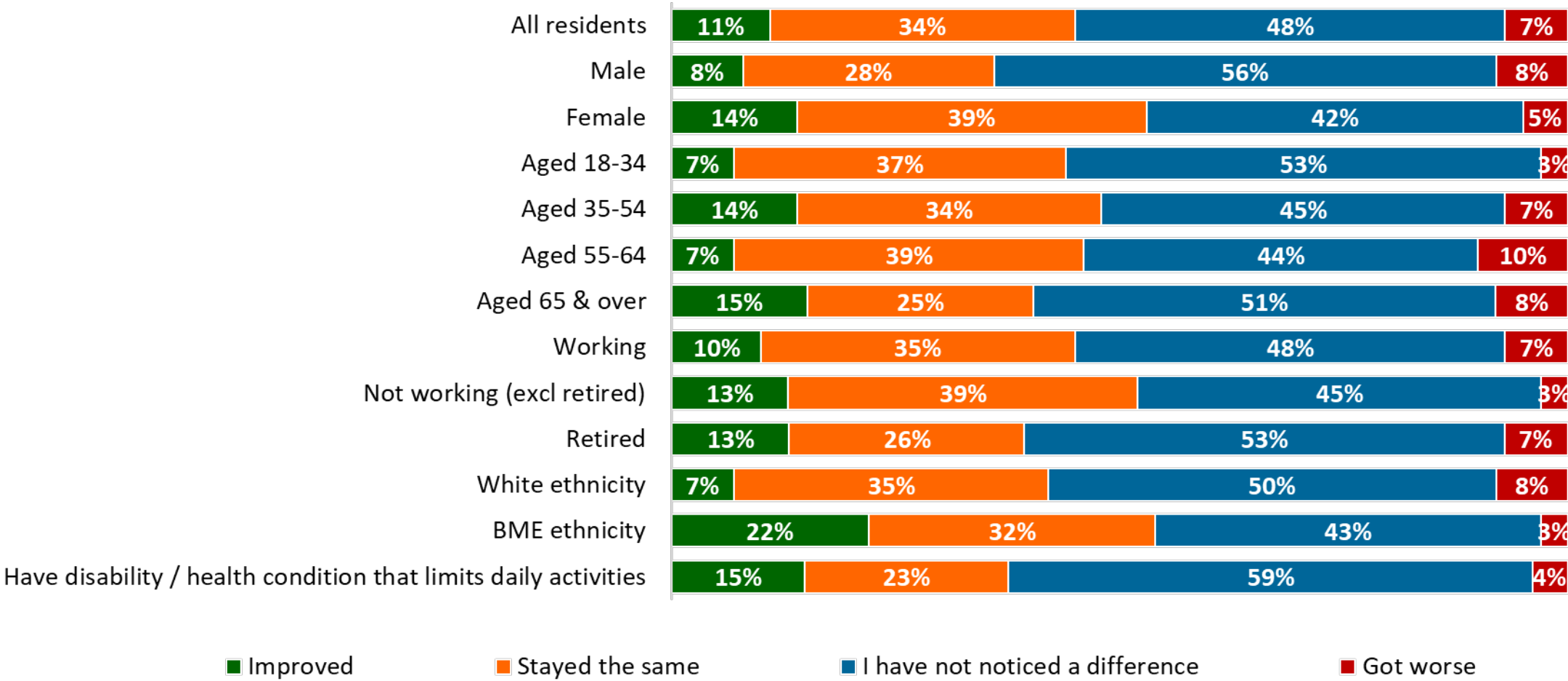


Base:
(542)

Over the last 12 months, do you think that arts and culture-based activities and events in Farnborough have.....

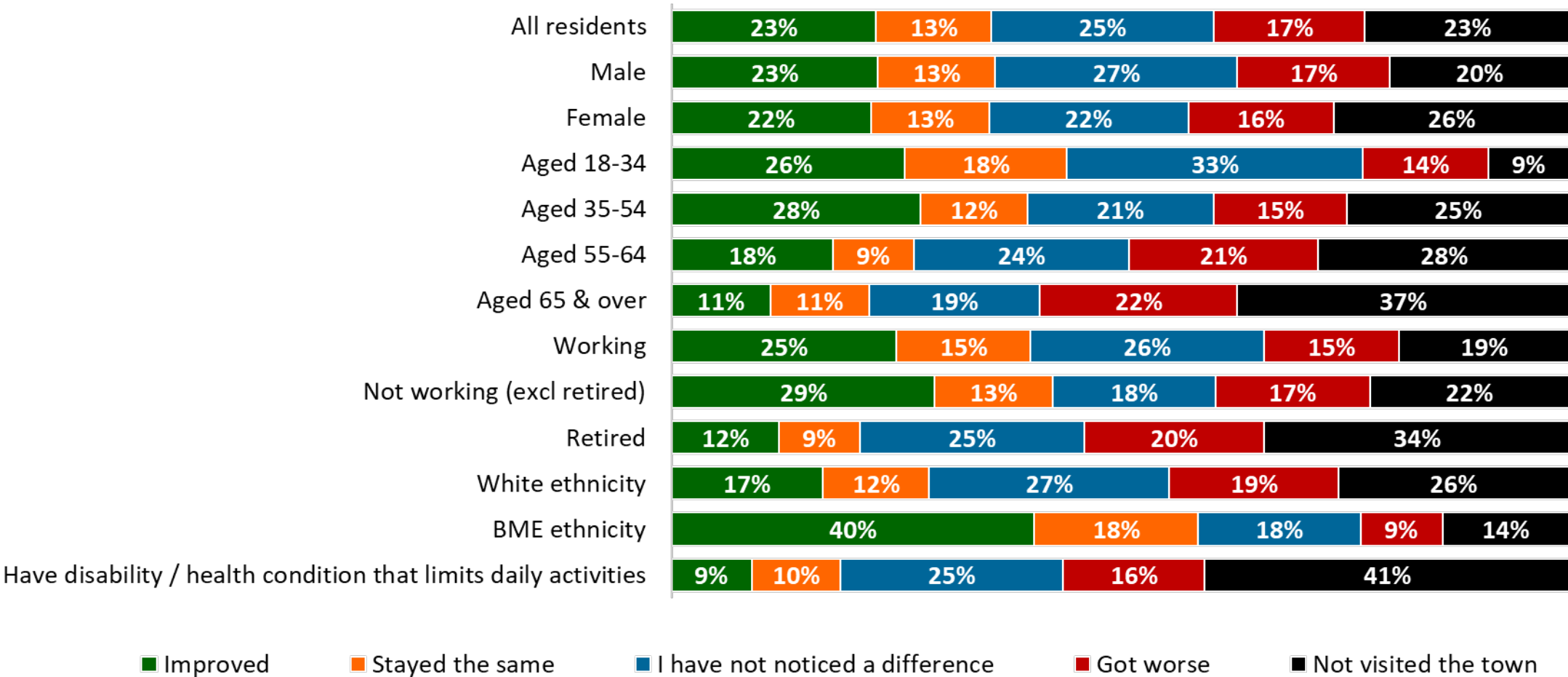
Perceptions of arts & culture-based activities & events in Farnborough – with an opinion

- Amongst those giving an opinion only, 34% believe they have stayed the same and 48% indicated they have not noticed a difference.
- Improvement perceptions are highest amongst residents aged 35-54 and 65 & over and residents of a BME ethnicity.



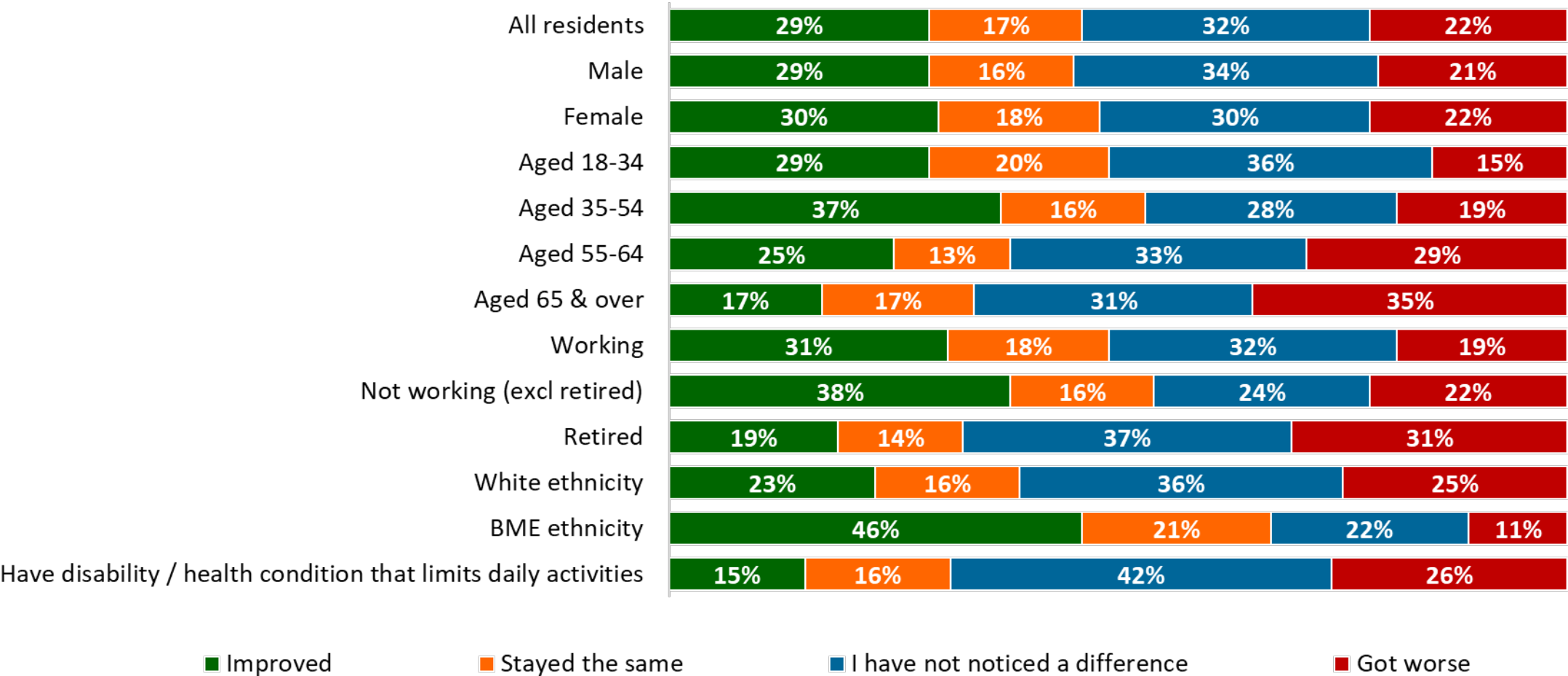
Perceptions of the look of Aldershot town centre

- Just over three quarters (77%) provided an opinion on Aldershot town centre’s look. A higher proportion of residents aged 18-34 gave an opinion.
- Just under a quarter (23%) have noticed an improvement, but 17% also believe it has got worse.



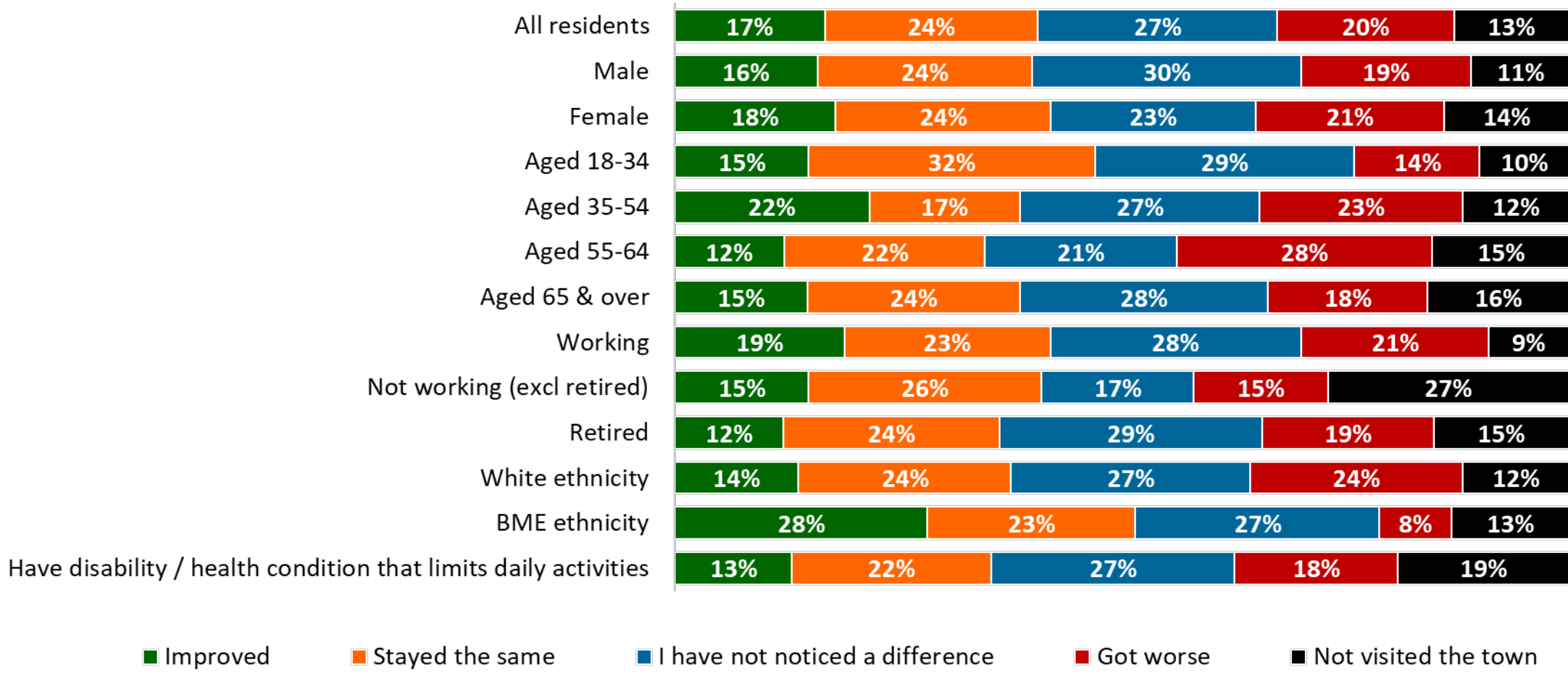
Perceptions of the look of Aldershot town centre – those with an opinion

- Amongst those giving an opinion only, 29% believe it has improved and 22% believe it has got worse.
- Improvement perceptions are highest amongst residents aged 35-54, non-working residents and residents of a BME ethnicity.



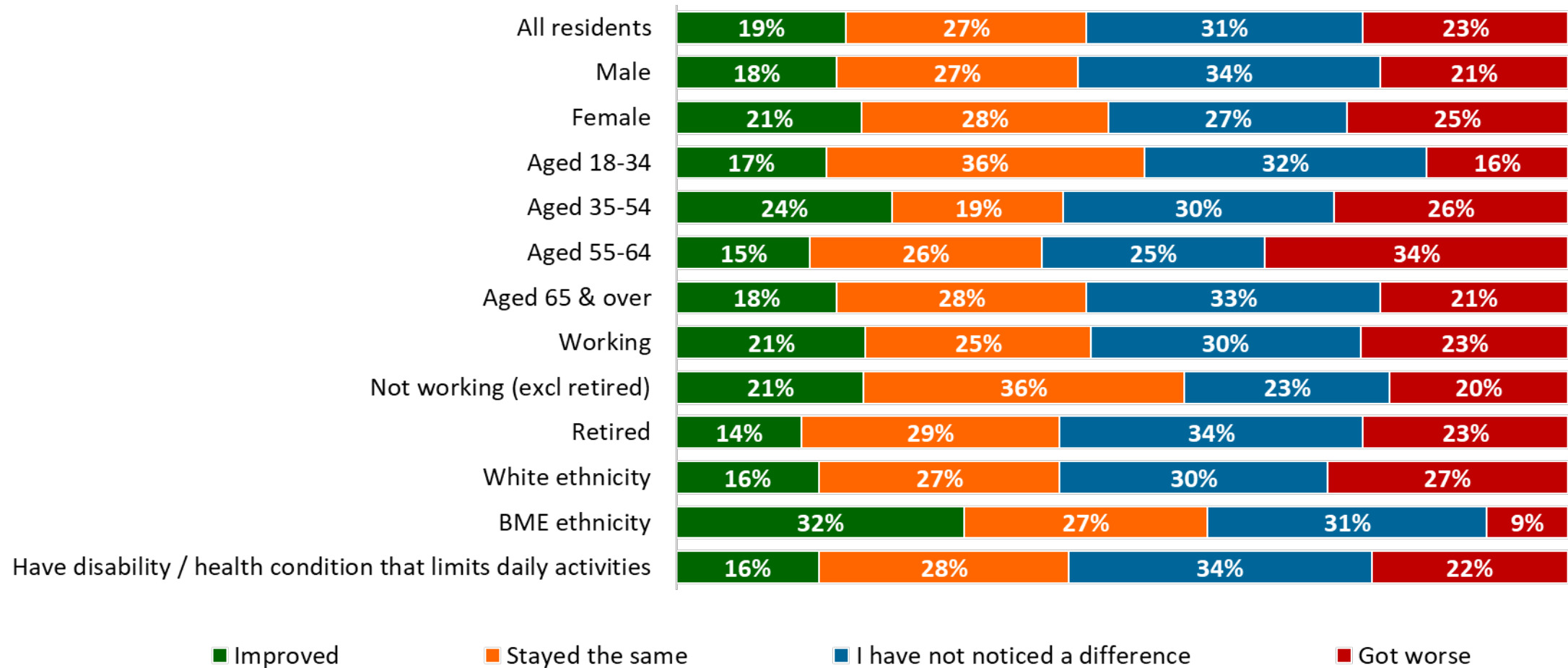
Perceptions of the look of Farnborough town centre

- The vast majority (87%) provided an opinion on Farnborough town centre’s look. The majority of all demographic subgroups provided an opinion with the exception of residents not currently working.
- Just under one in five (17%) have noticed an improvement, but 20% also believe it has got worse.



Perceptions of the look of Farnborough town centre

- Amongst those giving an opinion only, 19% believe it has improved and 23% believe it has got worse.
- No significant differences observed, but improvement perceptions are highest amongst residents aged 35-54 and residents of a BME ethnicity.

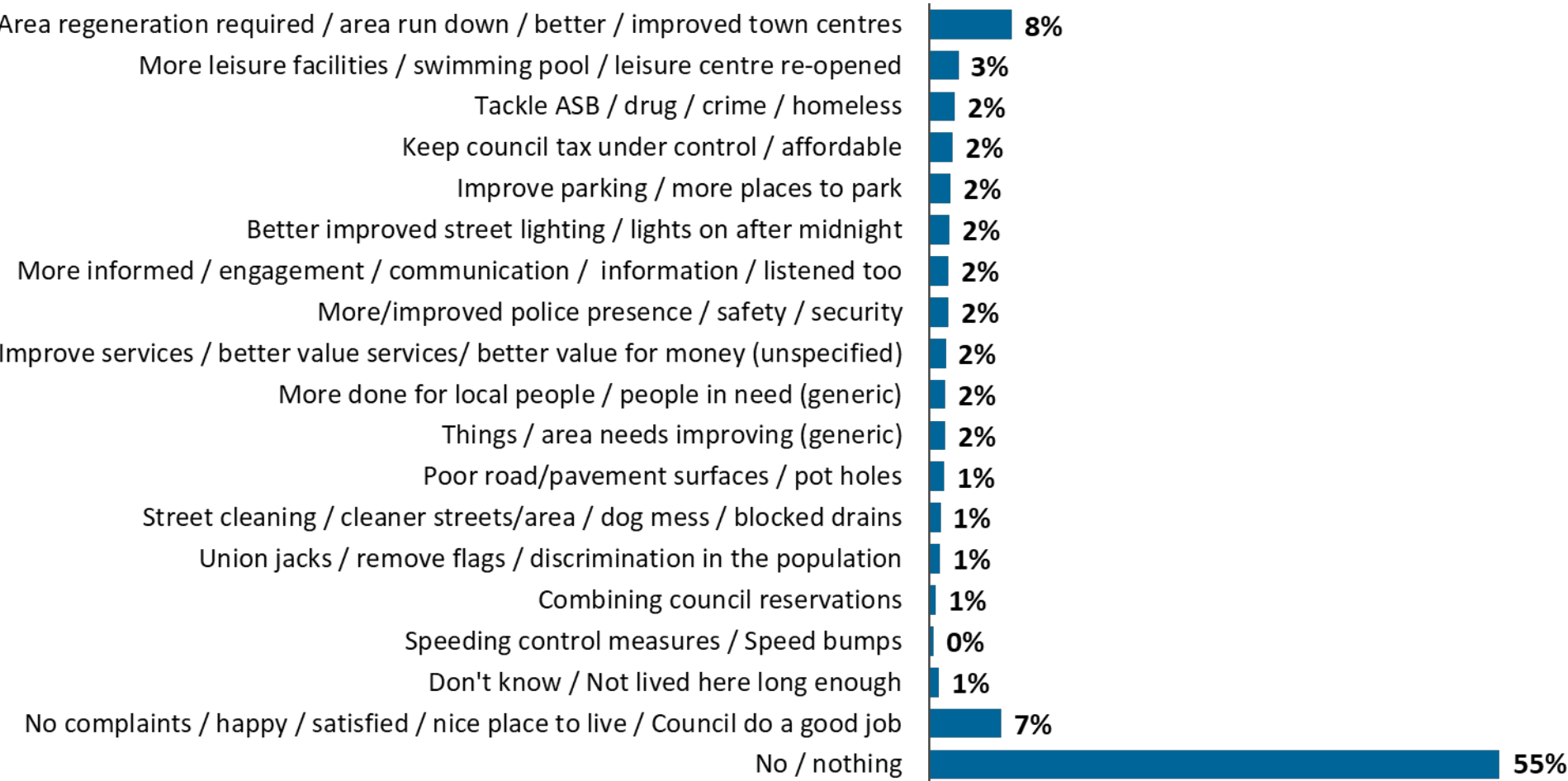


Key findings – Any further feedback for council

- *Additional feedback for the council in residents' own words*

Any further feedback for Rushmoor Borough Council (in residents' own words)

- When prompted openly, just under half provided additional feedback to pass back to the council (45%).
- A variety of matters were put forward but the most common related to regeneration / improvements to town centre locations.



Report prepared by Lake Market Research

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