



Rushmoor Resident Survey 2026 – Written report

Prepared by Lake Market Research

August 2026

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 contribute 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*
- This follows an initial baseline survey conducted in Autumn 2025.



Methodology

Survey with residents of Rushmoor:

- 535 interviews in total
- Interviews with residents at home
- Sampling error of +/-4.2% at a confidence level of 95%
- Fieldwork took place in July 2026
- 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
- 19% aged 65 & over

Working status:

- 46% employee full time
- 13% employee part time
- 6% self employed
- 12% not working
- 21% retired

Ethnicity:

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

Gender:

- 50% male
- 50% female

Disability / health condition:

- 18% yes
- 80% no
- 2% prefer not to say

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 535 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 +/-4.2% 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:

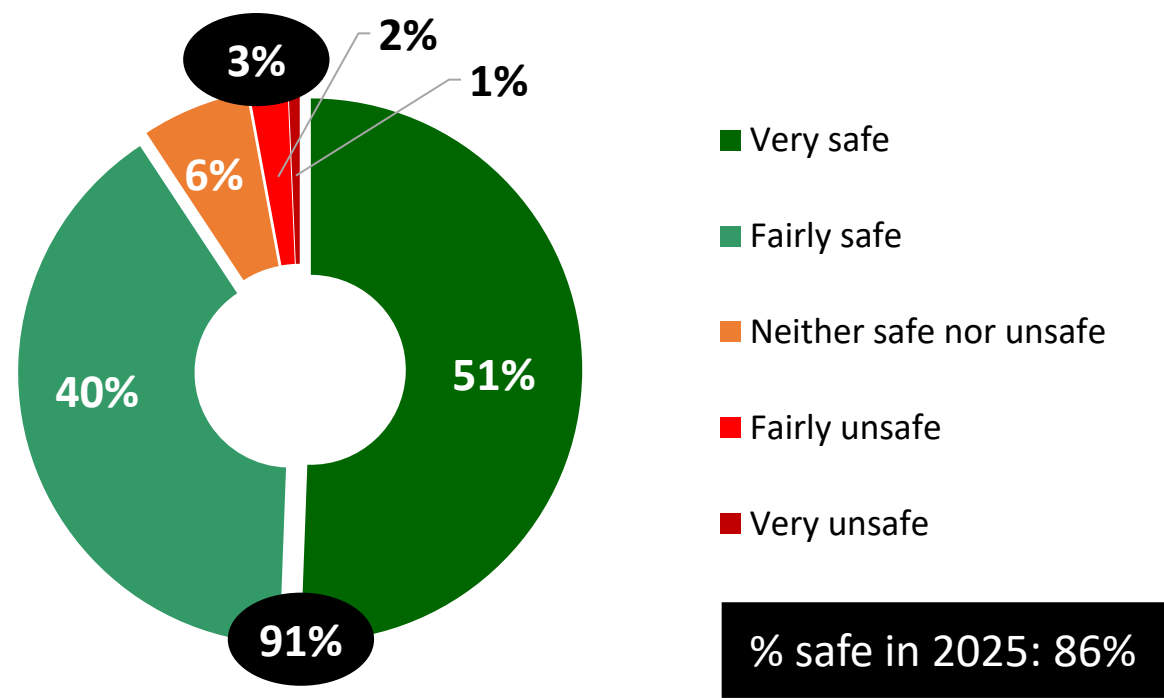
Responses have been separated into different mutually exclusive sub-groups and the data has been compared to see whether there are any significant differences. Any differences have been highlighted in green or red.

Key findings - Local area perceptions and cohesion

- *Focused on residents' perceptions of their local area, including factors that contribution 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 (91%) feel safe in their local area during the day (with a small increased observed from 2025). Over half (51%) feel very safe. 3% feel unsafe.
- Consistent with 2025 levels, the proportion feeling very safe during the day is significantly lower amongst female residents (46%) compared to male residents (55%).



	% Very Safe
Male	55%
Female	46%
Aged 18-34	52%
Aged 35-54	53%
Aged 55-64	46%
Aged 65 & over	48%
Working	51%
Not working (excl retired)	55%
Retired	47%
White ethnicity	51%
BME ethnicity	48%
Have disability / health condition that limits daily activities	46%

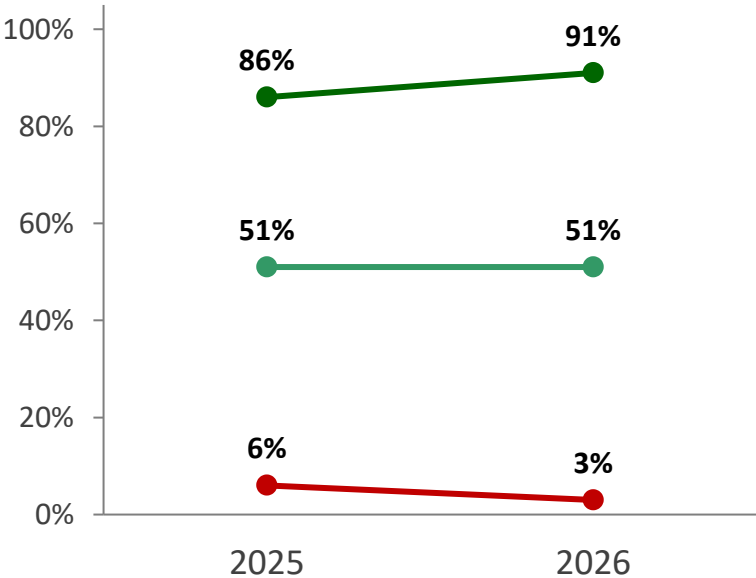
Significantly **higher** % than other subgroups at 95% confidence level

Significantly **lower** % than other subgroups at 95% confidence level

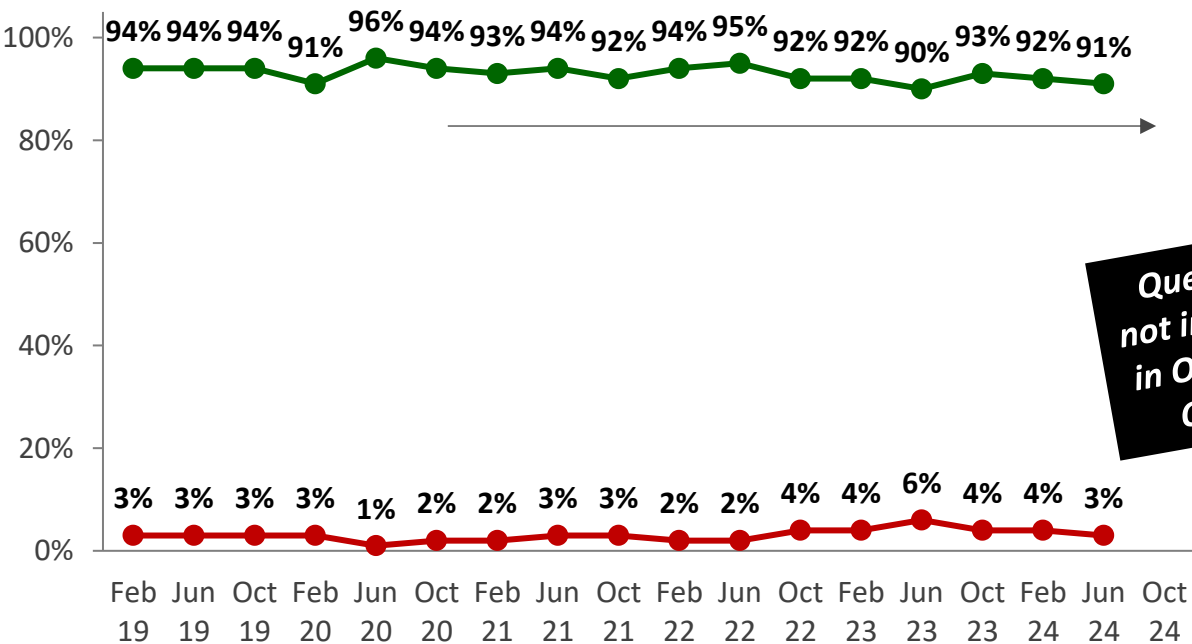
Perception of safety in local area during the day – benchmarks

- The proportion feeling safe is broadly consistent with the national averages recorded in the last national polling conducted by the LGA.

Rushmoor Resident Survey, adults 18+



LG Inform National Quarterly polling, British adults 18+

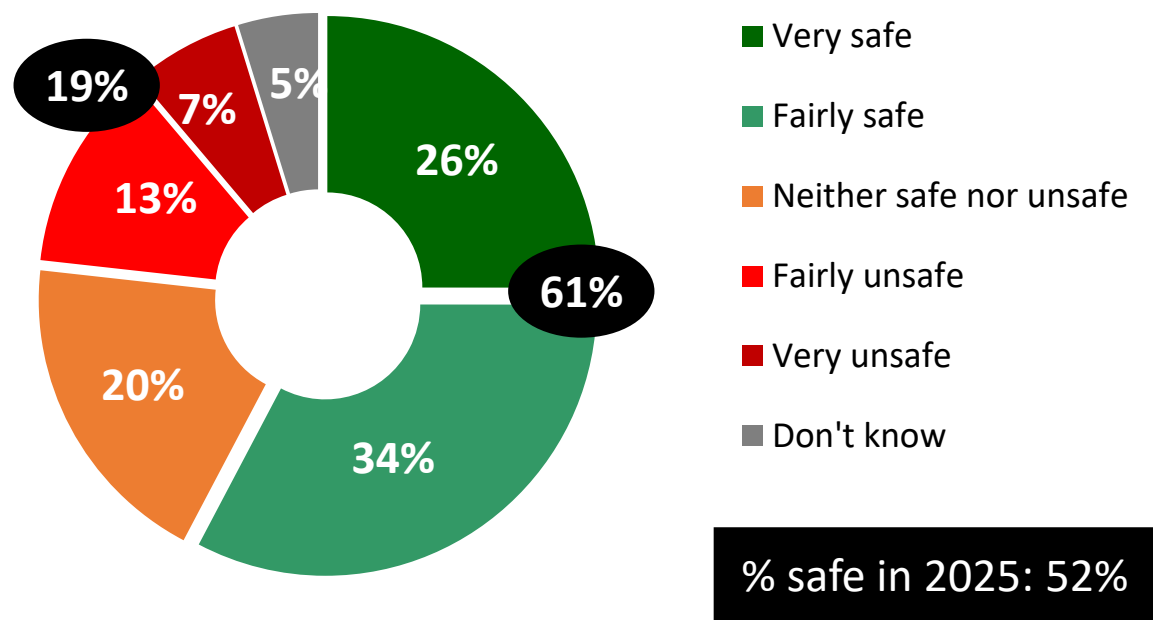


Question not included in Oct 24 or Oct 25

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

Perception of safety in local area after dark

- As expected, the proportion feeling safe after dark (61%) is lower than observed during the day (91%) – however, a small increase on 2025 levels is observed. 26% feel very safe and 19% feel unsafe.
- Consistent with 2025 levels, 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	74%
Female	48%
Aged 18-34	70%
Aged 35-54	58%
Aged 55-64	61%
Aged 65 & over	49%
Working	65%
Not working (excl retired)	58%
Retired	48%
White ethnicity	57%
BME ethnicity	73%
Have disability / health condition that limits daily activities	46%

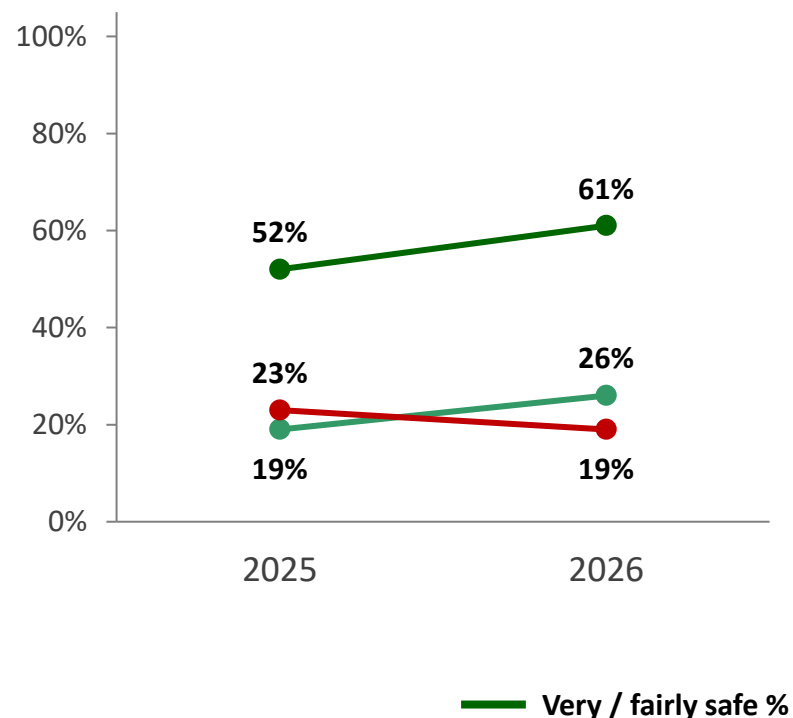
Significantly **higher** % than other subgroups at 95% confidence level

Significantly **lower** % than other subgroups at 95% confidence level

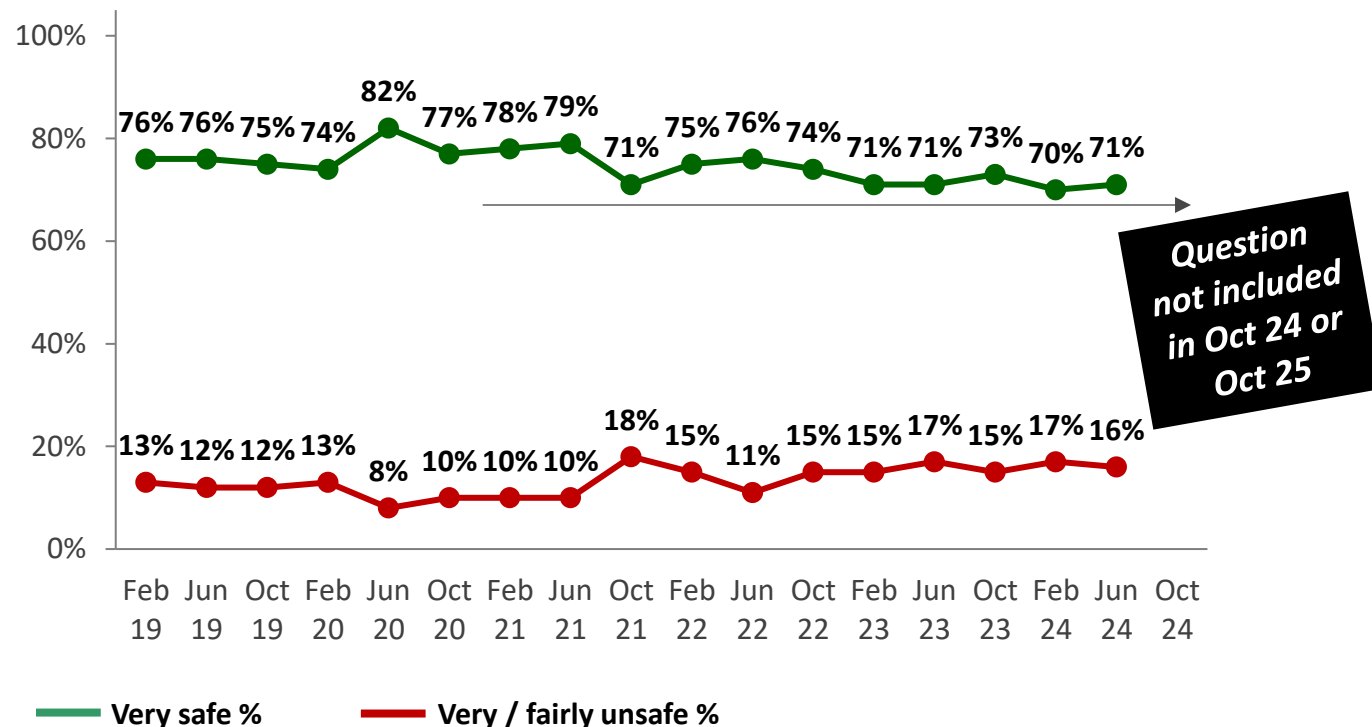
Perception of safety in local area after dark – benchmarks

- The proportion feeling safe remains significantly lower than the national averages recorded in the last 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+



LG Inform National Quarterly polling, British adults 18+

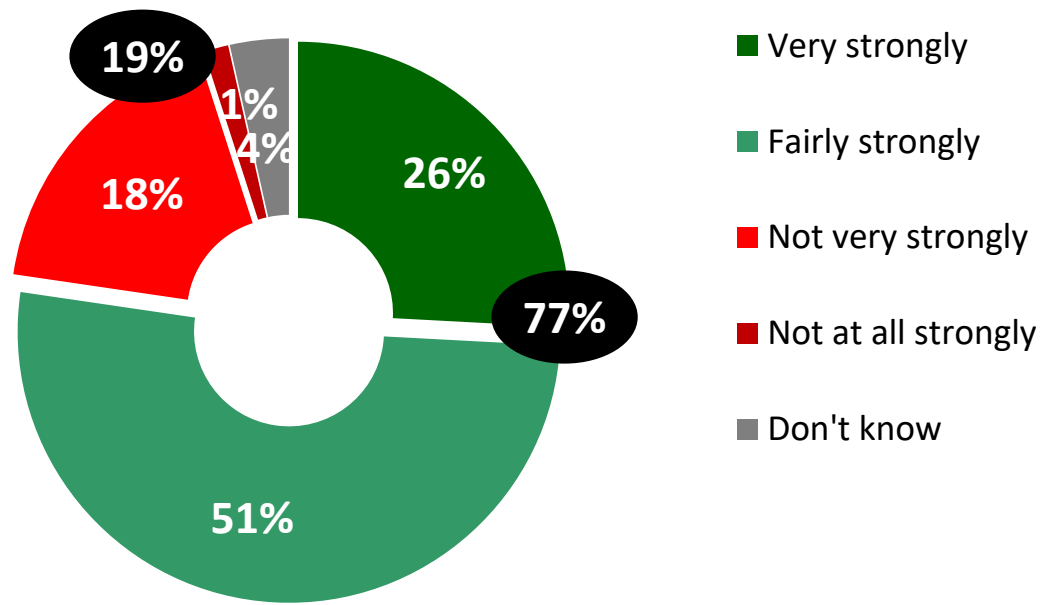


How safe or unsafe do you feel when outside in your local area after dark?

Base: Rushmoor Resident Survey, n=498; Base: LG Inform National Quarterly polling, 1,000 per wave

Sense of belonging to local area

- Consistent with 2025, just over three quarters (77%) feel they strongly belong to their local area; 26% believe this very strongly. 19% selected not very / not at all strongly.
- Consistent with 2025, a significantly higher proportion of residents aged 65 & over feel they strongly belong (37%). A significantly lower proportion of working residents feel they strongly belong (21%).



% strong in 2025: 77%

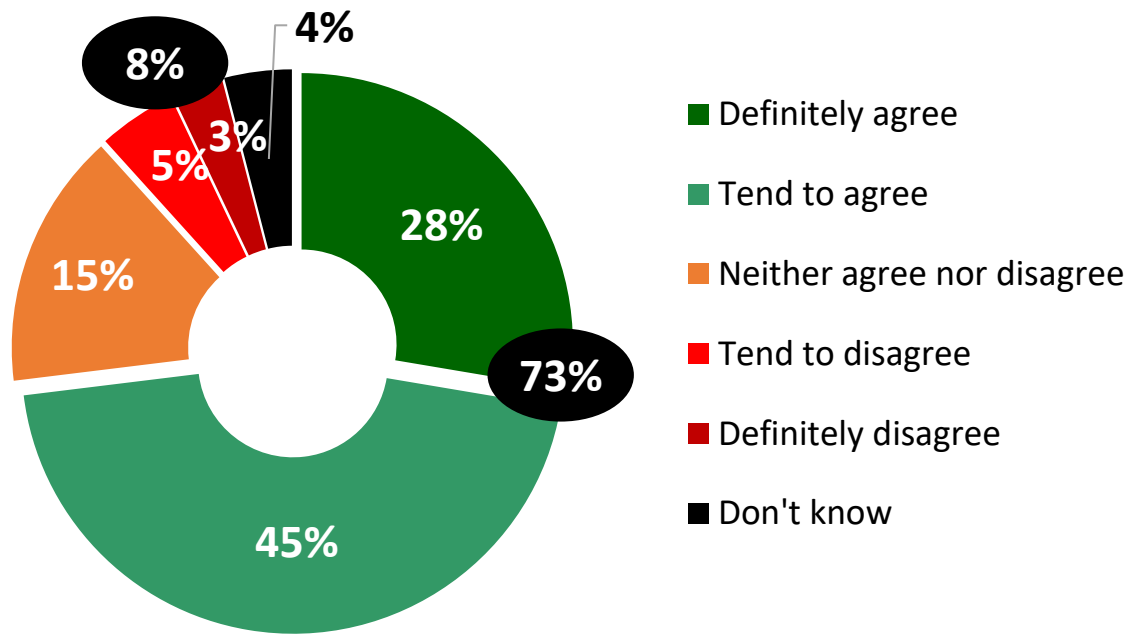
	Net % strongly	% very strongly
Male	78%	27%
Female	76%	25%
Aged 18-34	80%	19%
Aged 35-54	73%	24%
Aged 55-64	74%	29%
Aged 65 & over	84%	37%
Working	76%	21%
Not working (excl retired)	79%	36%
Retired	81%	35%
White ethnicity	76%	27%
BME ethnicity	81%	24%
Have disability / health condition that limits daily activities	73%	31%

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 under three quarters (73%) agree their local area is a place where people from different backgrounds get on well together. 28% definitely agree.
- Agreement levels are broadly consistent by age and gender. Agreement is significantly lower amongst residents of white ethnicity and residents who have a disability / health condition that limits their daily activities.



	Net % Agree	% definitely agree
Male	74%	27%
Female	72%	29%
Aged 18-34	75%	25%
Aged 35-54	71%	29%
Aged 55-64	73%	23%
Aged 65 & over	75%	32%
Working	73%	28%
Not working (excl retired)	71%	32%
Retired	74%	25%
White ethnicity	68%	26%
BME ethnicity	89%	33%
Have disability / health condition that limits daily activities	65%	29%

Significantly higher % than other subgroups at 95% confidence level

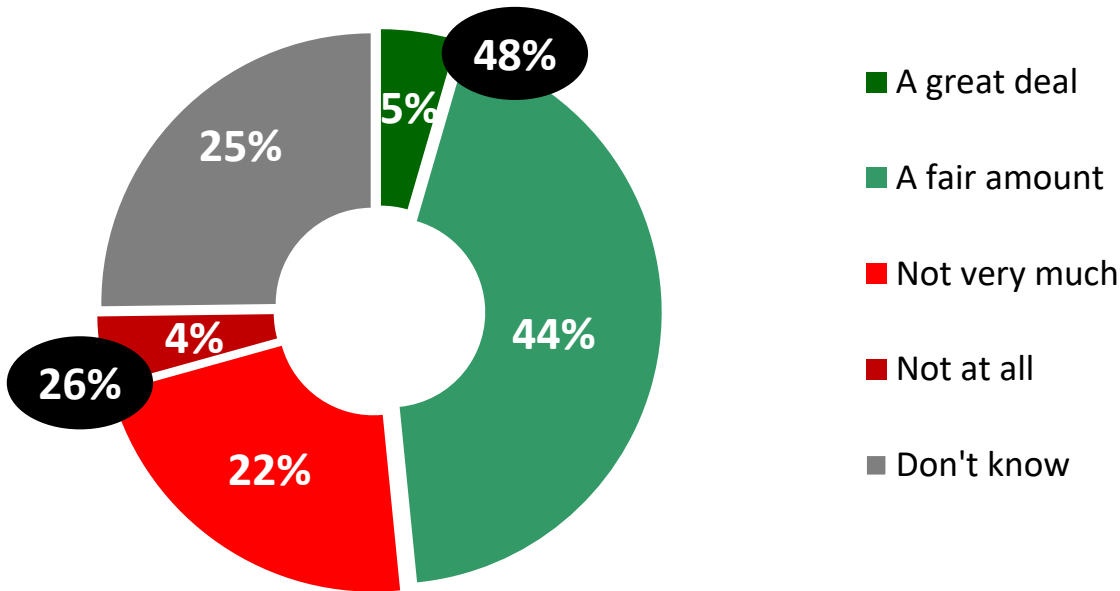
Significantly lower % than other subgroups at 95% confidence level

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 under half (48%) believe the council acts on the concerns of local residents a great deal / a fair amount. However, it should be noted that consistent with 2025, only 5% agree a great deal.
- Agreement is significantly lower amongst residents of white ethnicity.



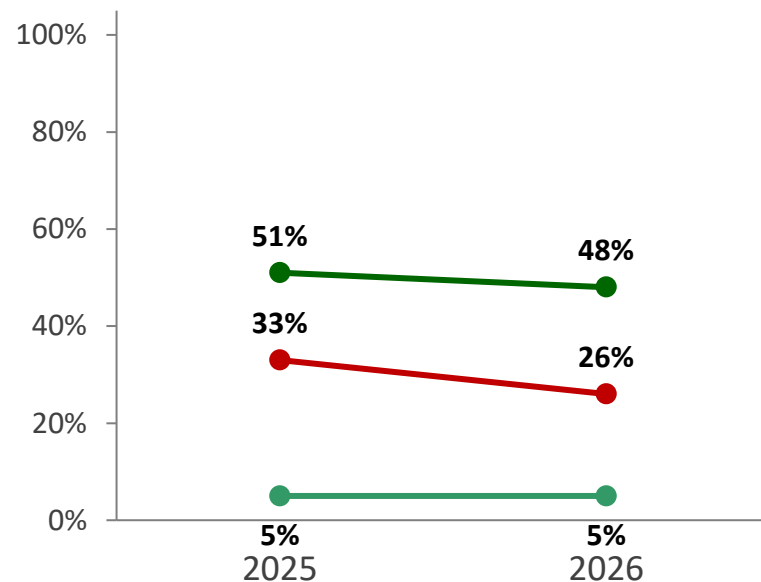
% great deal / fair amount in 2025: 51%

	Net % great deal / fair amount
Male	52%
Female	45%
Aged 18-34	45%
Aged 35-54	53%
Aged 55-64	46%
Aged 65 & over	47%
Working	51%
Not working (excl retired)	43%
Retired	44%
White ethnicity	45%
BME ethnicity	59%
Have disability / health condition that limits daily activities	43%

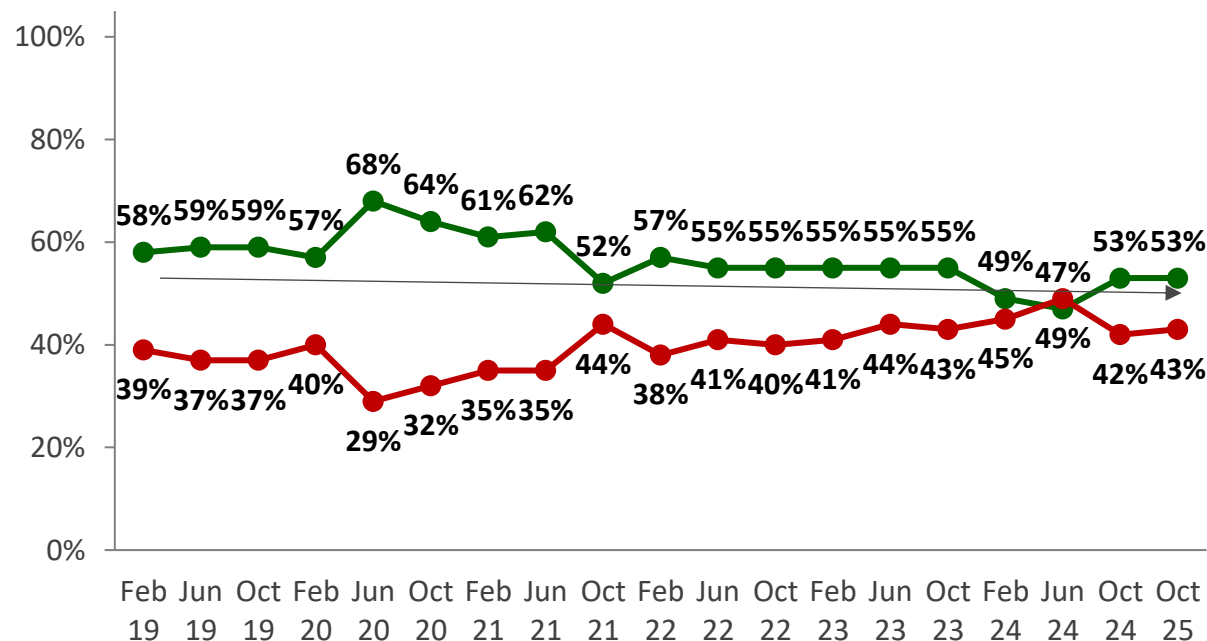
Degree to which Council acts on concerns of local residents – benchmarks

- The proportion believe the council acts on the concerns of local residents a great deal / a fair amount is marginally lower than the national average recorded in the national polling conducted by the LGA.
- The proportion disagreeing is lower than the national average recorded in the national polling due to a high proportion of Rushmoor residents indicating they did not know.

Rushmoor Resident Survey, adults 18+



LG Inform National Quarterly polling, British adults 18+



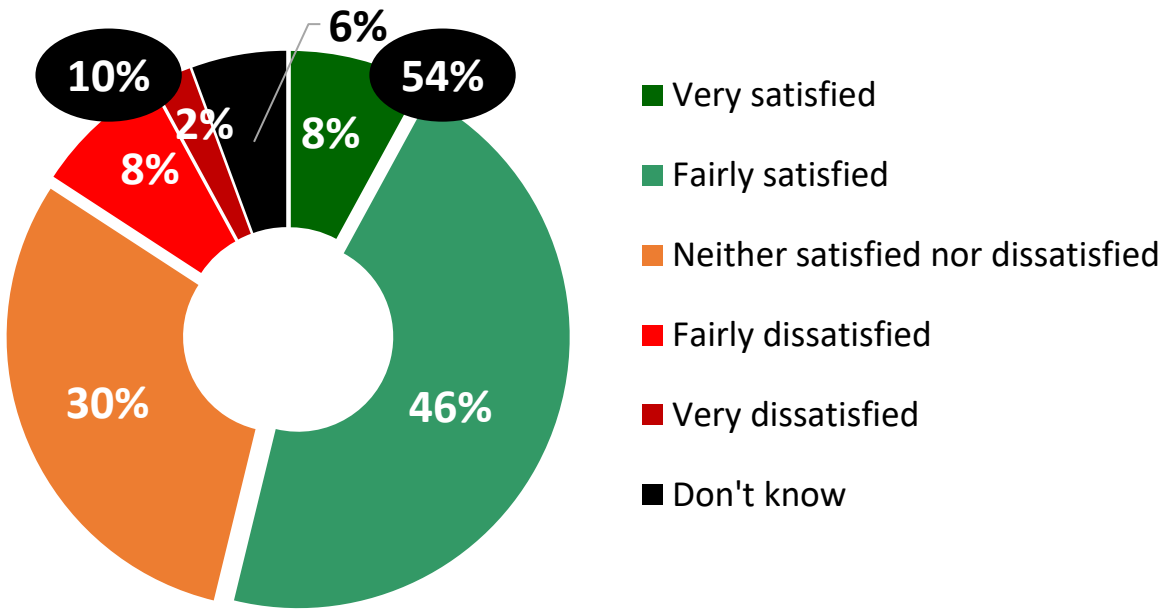
—●— A great deal / fair amount %
 —●— A great deal %
 —●— Not very much / not at all %

To what extent do you think Rushmoor Borough Council acts on the concerns of local residents?

Base: Rushmoor Council Resident Survey, n=535; Base: LG Inform National Quarterly polling, 1,000 per wave

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 (8%) say they are very satisfied.
- The proportion feeling satisfied is significantly lower amongst female residents and residents of white ethnicity.



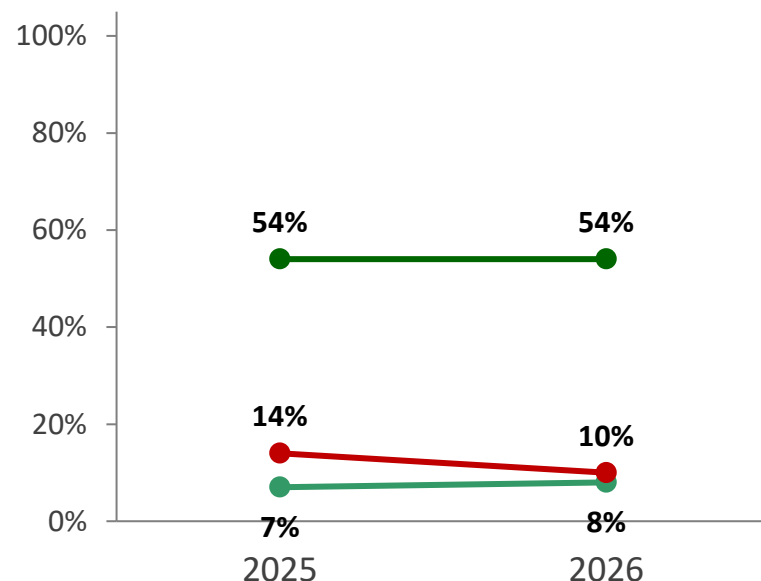
% satisfied in 2025: 54%

	Net % Satisfied
Male	58%
Female	49%
Aged 18-34	53%
Aged 35-54	54%
Aged 55-64	50%
Aged 65 & over	59%
Working	54%
Not working (excl retired)	52%
Retired	55%
White ethnicity	51%
BME ethnicity	63%
Have disability / health condition that limits daily activities	49%

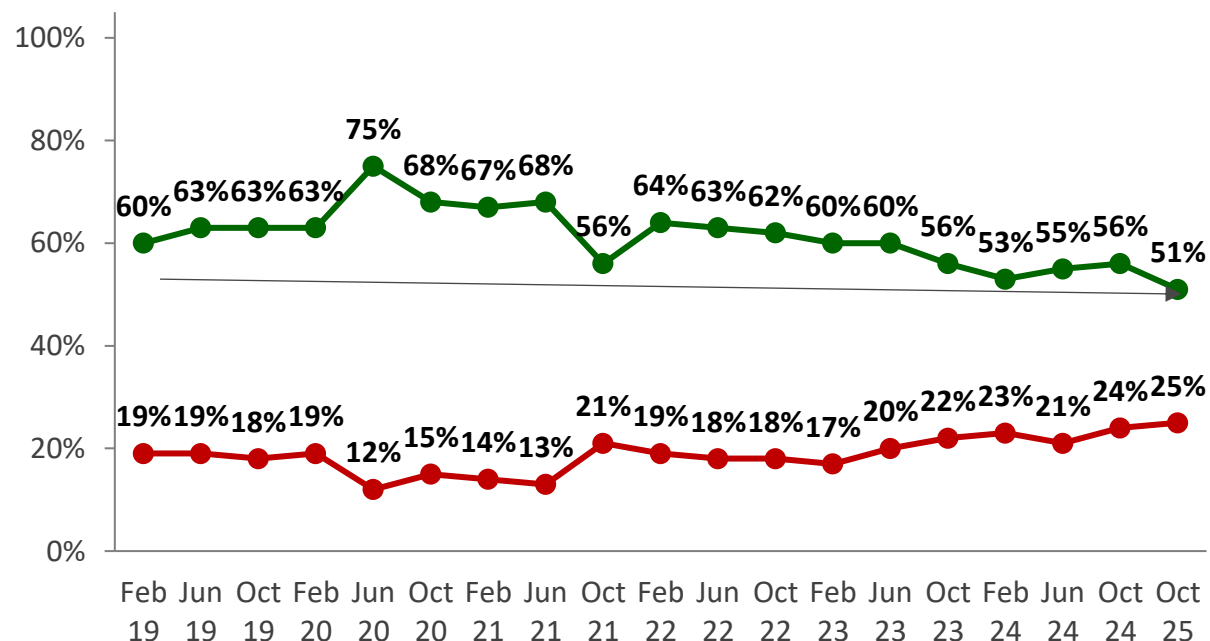
Satisfaction with way Rushmoor Borough Council runs things – benchmarks

- The proportion satisfied is now marginally higher than the national average recorded in the national polling conducted by the LGA.
- The proportion dissatisfied is lower than the national average recorded in the national polling.

Rushmoor Resident Survey, adults 18+



LG Inform National Quarterly polling, British adults 18+



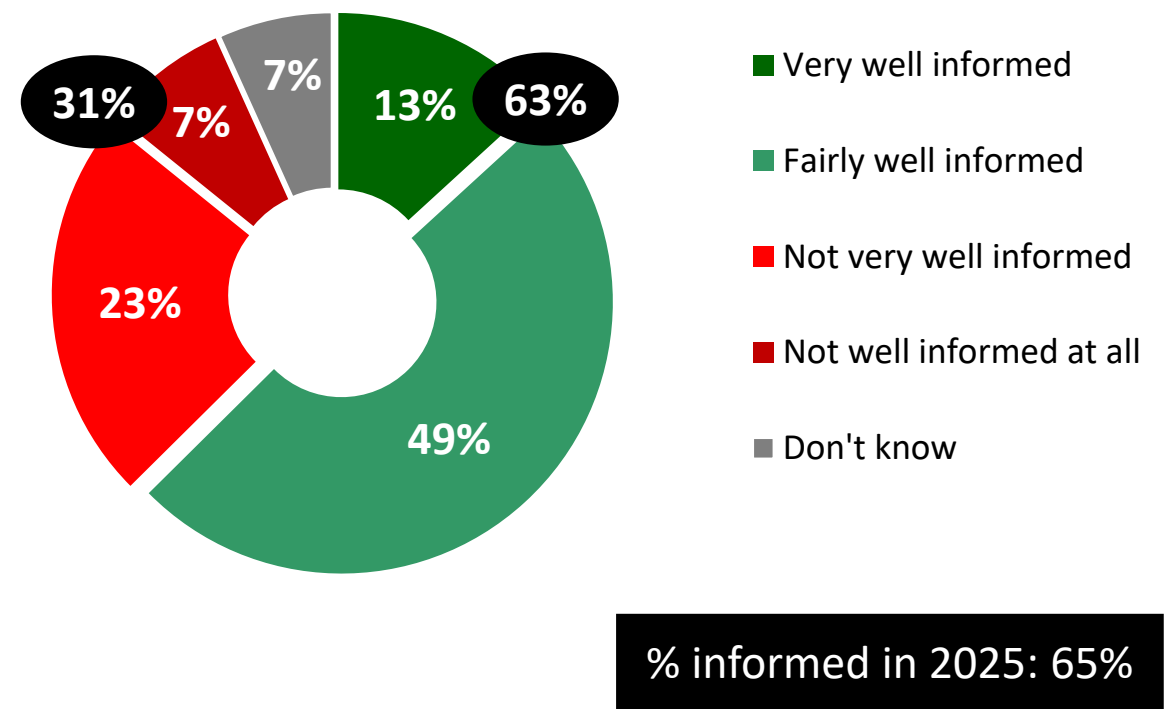
— Very / fairly satisfied %
 — Very satisfied %
 — Very / fairly dissatisfied %

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

Base: Rushmoor Council Resident Survey, n=535; Base: LG Inform National Quarterly polling, 1,000 per wave

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

- 63% 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 13% believe the council keeps them very informed.
- There are no significant differences in perceptions by subgroup.

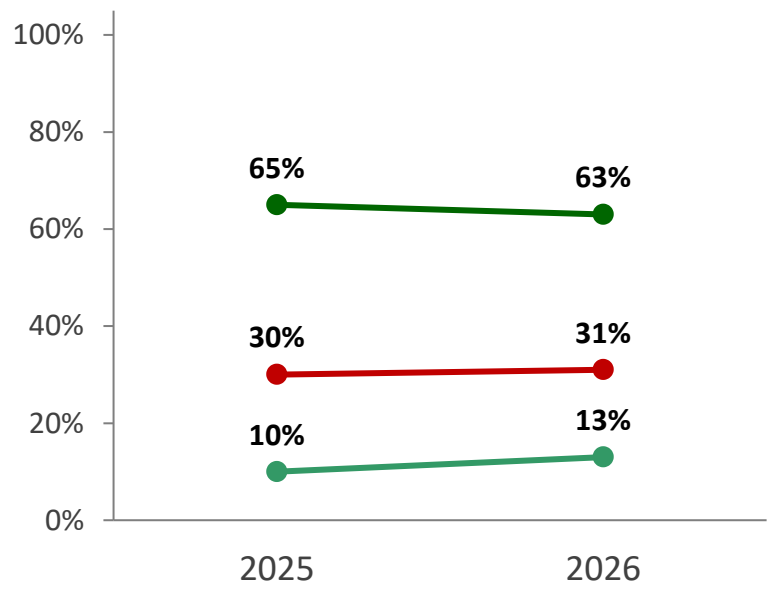


	Net % Informed
Male	62%
Female	63%
Aged 18-34	56%
Aged 35-54	65%
Aged 55-64	65%
Aged 65 & over	65%
Working	64%
Not working (excl retired)	57%
Retired	63%
White ethnicity	61%
BME ethnicity	67%
Have disability / health condition that limits daily activities	62%

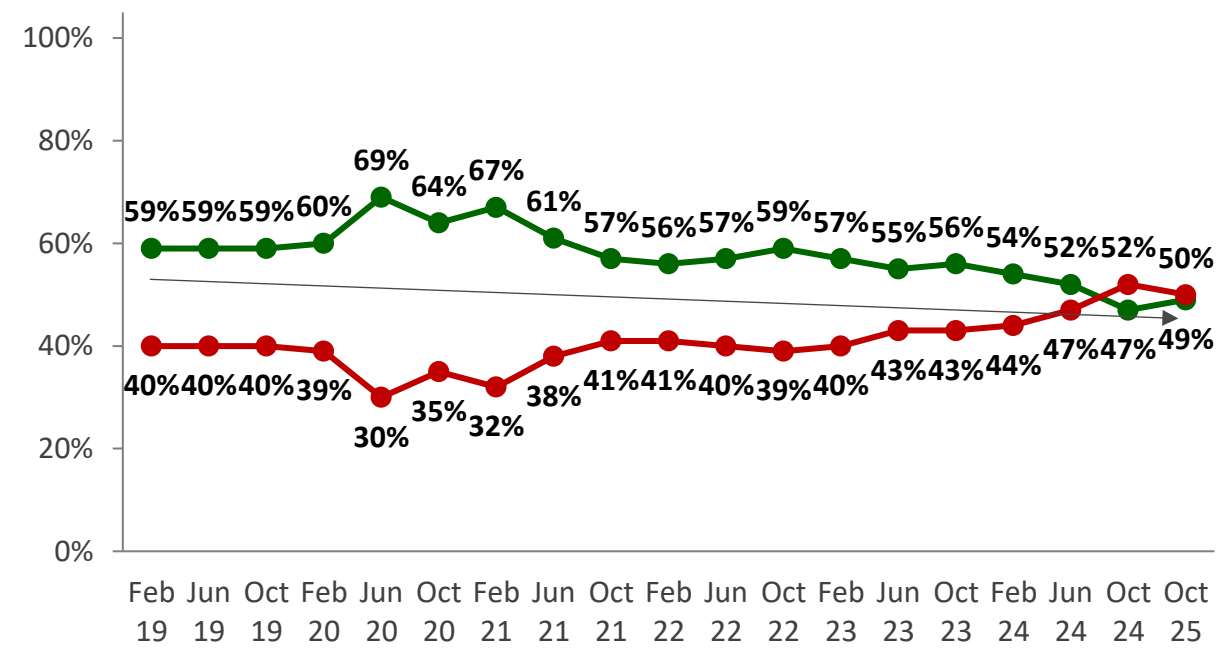
Degree to which Rushmoor Borough Council keeps residents informed about services and benefits – benchmarks

- The proportion informed is higher than the national average recorded in the 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+



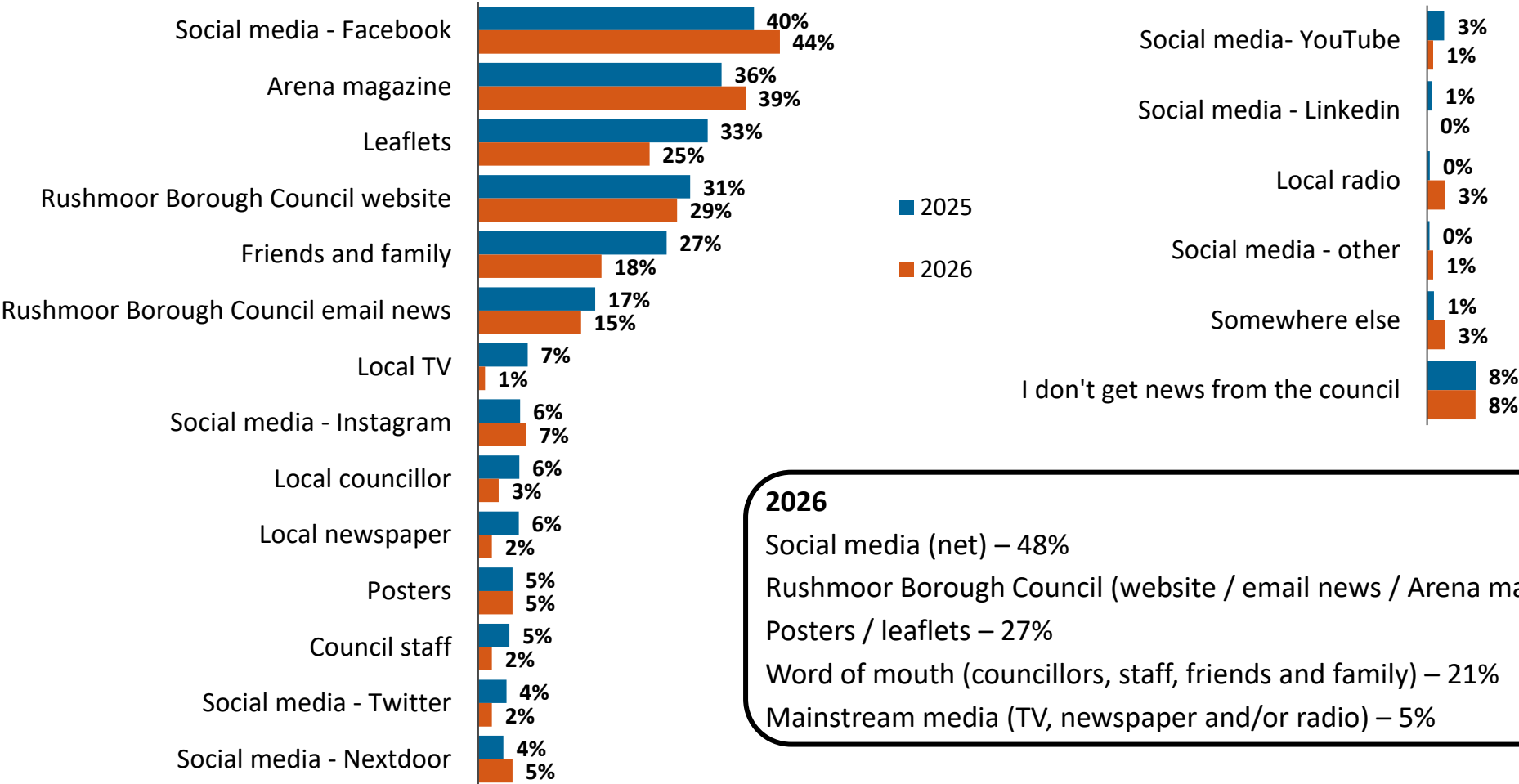
LG Inform National Quarterly polling, British adults 18+



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

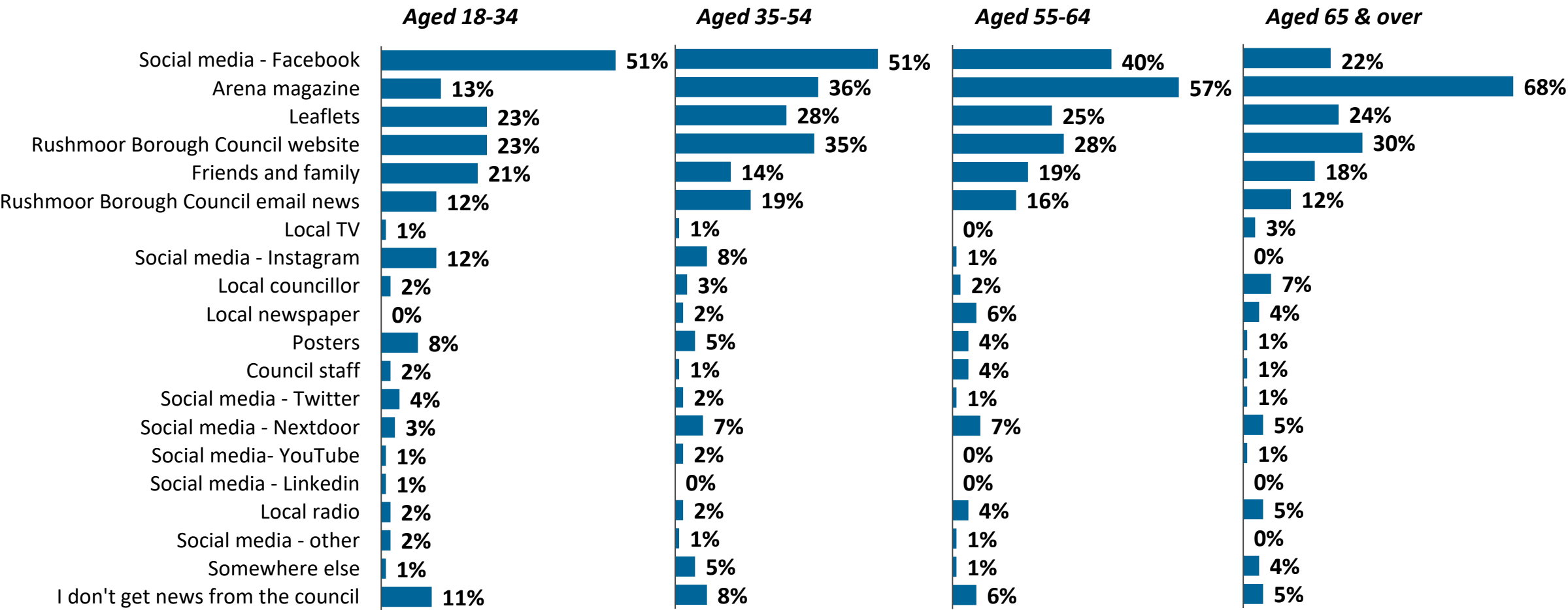
Sources of news about Rushmoor Borough Council and what they are doing in Aldershot and Farnborough

- 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 leaflets are the most popular sources.
- 59% claim they get news from a council channel (website / email news / Arena magazine).



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 dominating news sources amongst 18-34 year olds.
- Arena magazine use is highest amongst residents aged 55 & over. Website use peaks amongst 35-54 year olds.

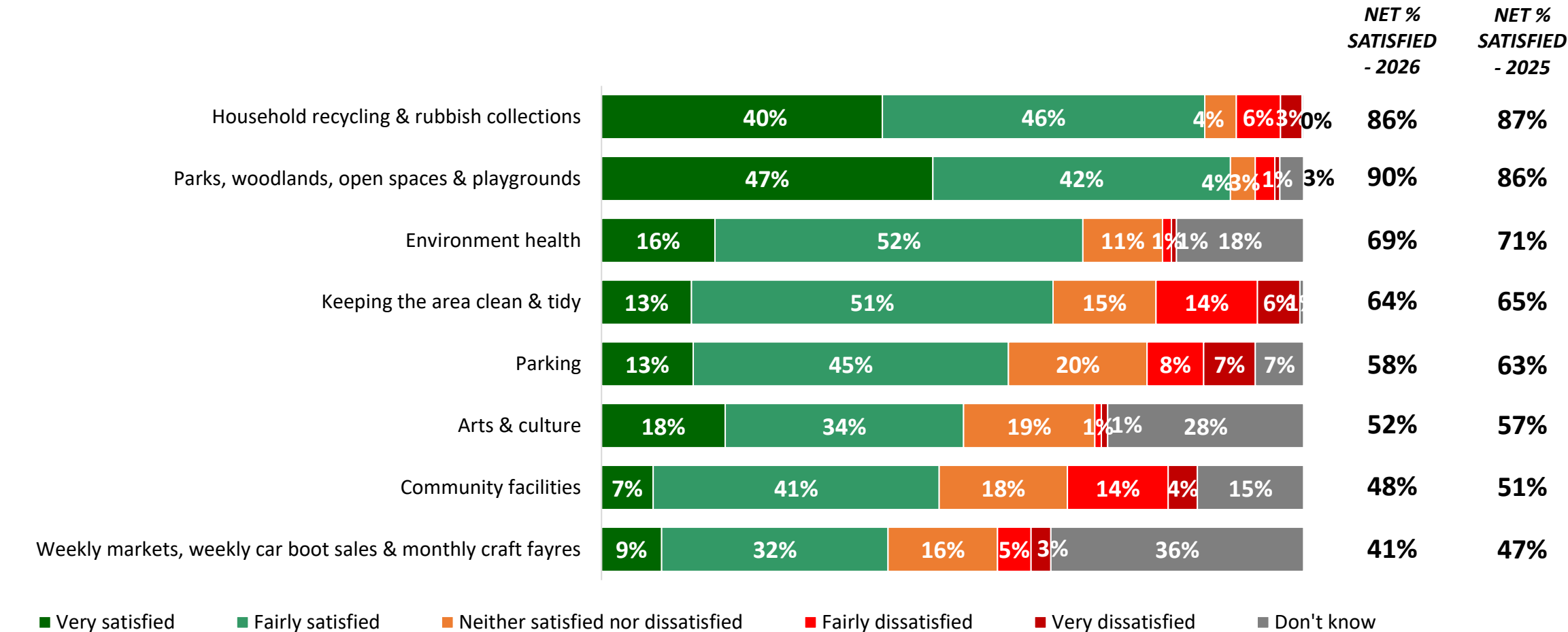


Key findings – Service satisfaction

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

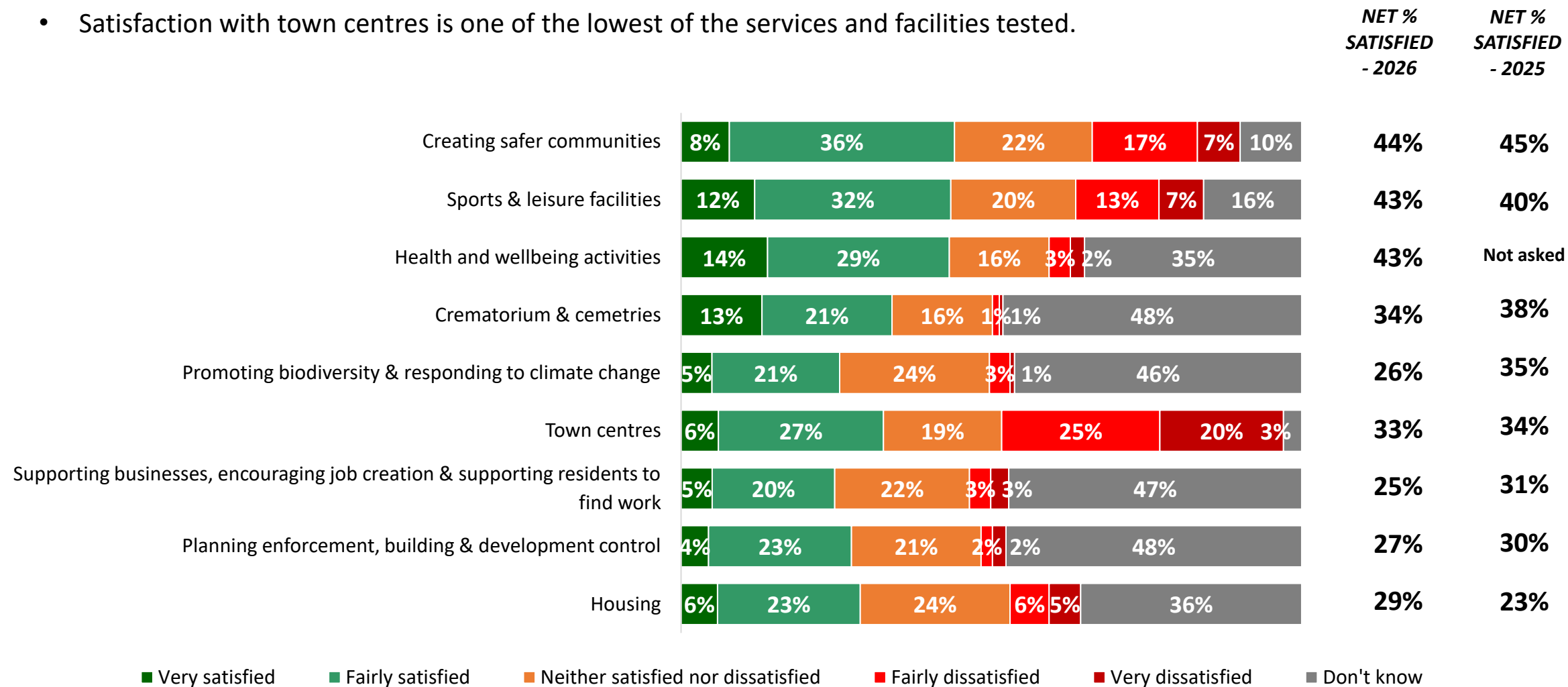
Satisfaction with services and facilities (1)

- 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 notably comparably lower.



Satisfaction with services and facilities (2)

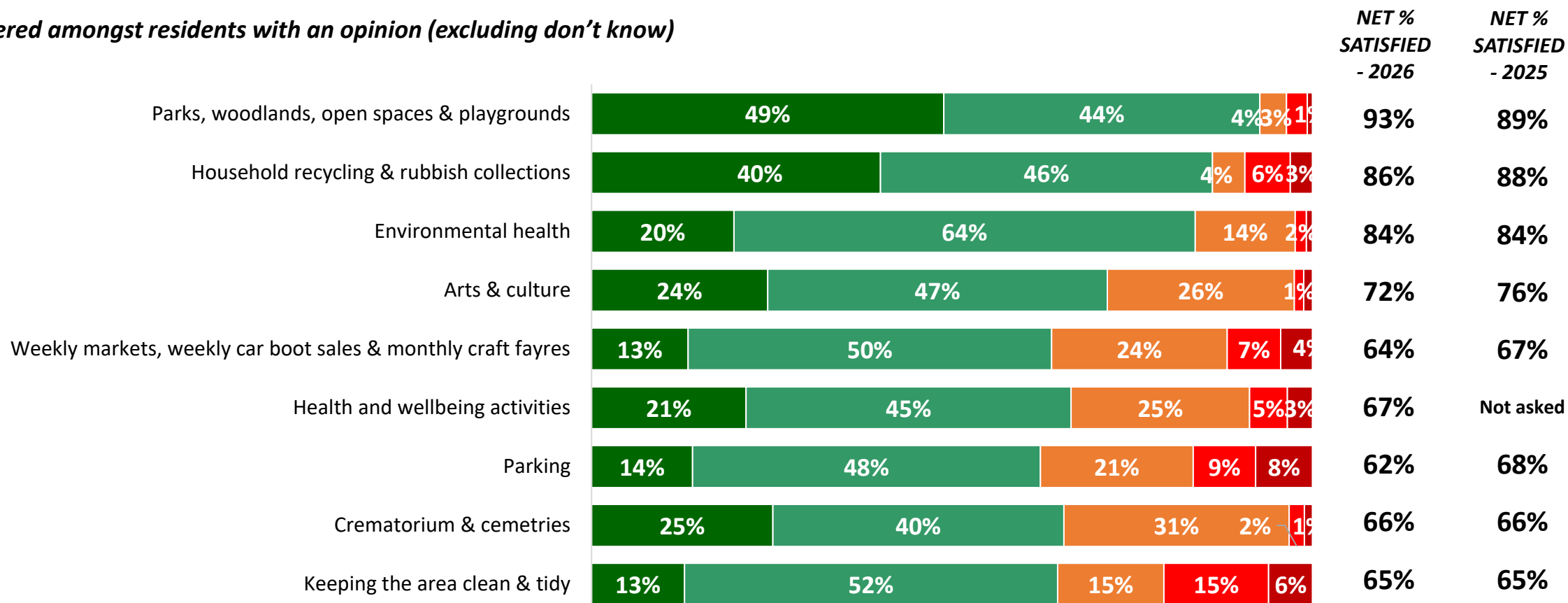
- The following services tested received higher proportions of neither satisfied nor dissatisfied and/or don't know ratings suggesting lower levels of familiarity.
- Satisfaction with town centres is one of the lowest of the services and facilities tested.



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 has marginally reduced from 2025.
- Satisfaction with arts and culture facilities and parking has improved from 2025.

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



Base:
(various,
above
50)

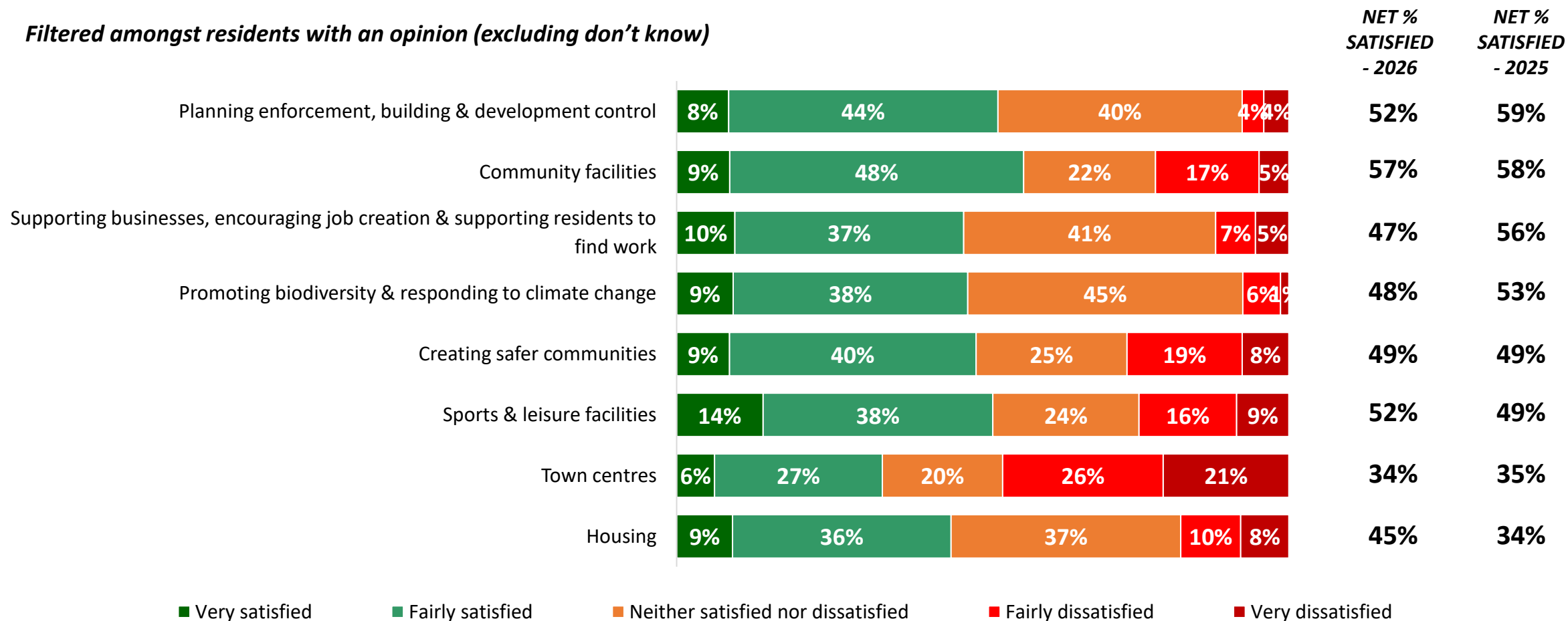
■ Very satisfied ■ Fairly satisfied ■ Neither satisfied nor dissatisfied ■ Fairly dissatisfied ■ Very dissatisfied

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, satisfaction has improved versus 2025 for planning enforcement, building and development control, supporting businesses / employment opportunities and promoting biodiversity and responding to climate change.
- Satisfaction with housing has reduced from 2025.

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



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)

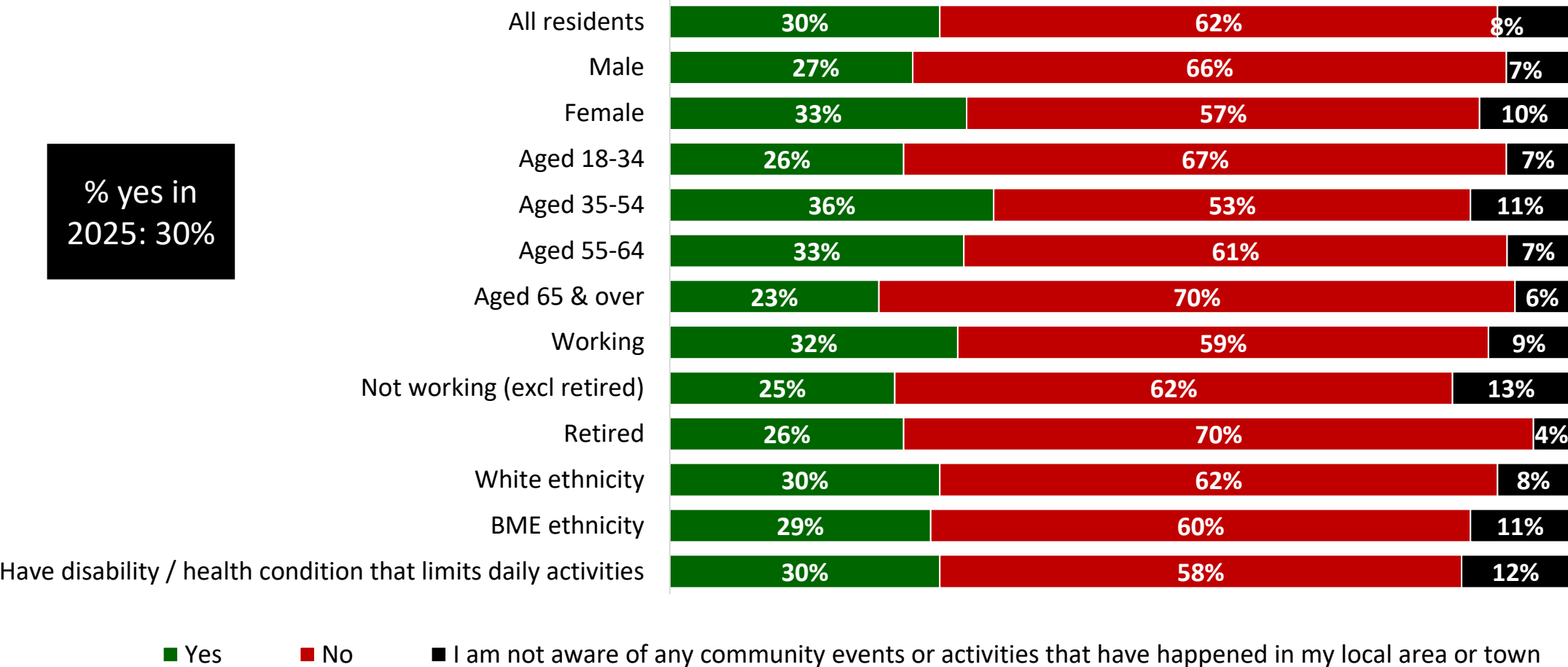
Key findings – Town centre news and perceptions

- *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 and working residents; lowest amongst residents aged 18-34 and aged 65 & over.

% yes in 2025: 30%

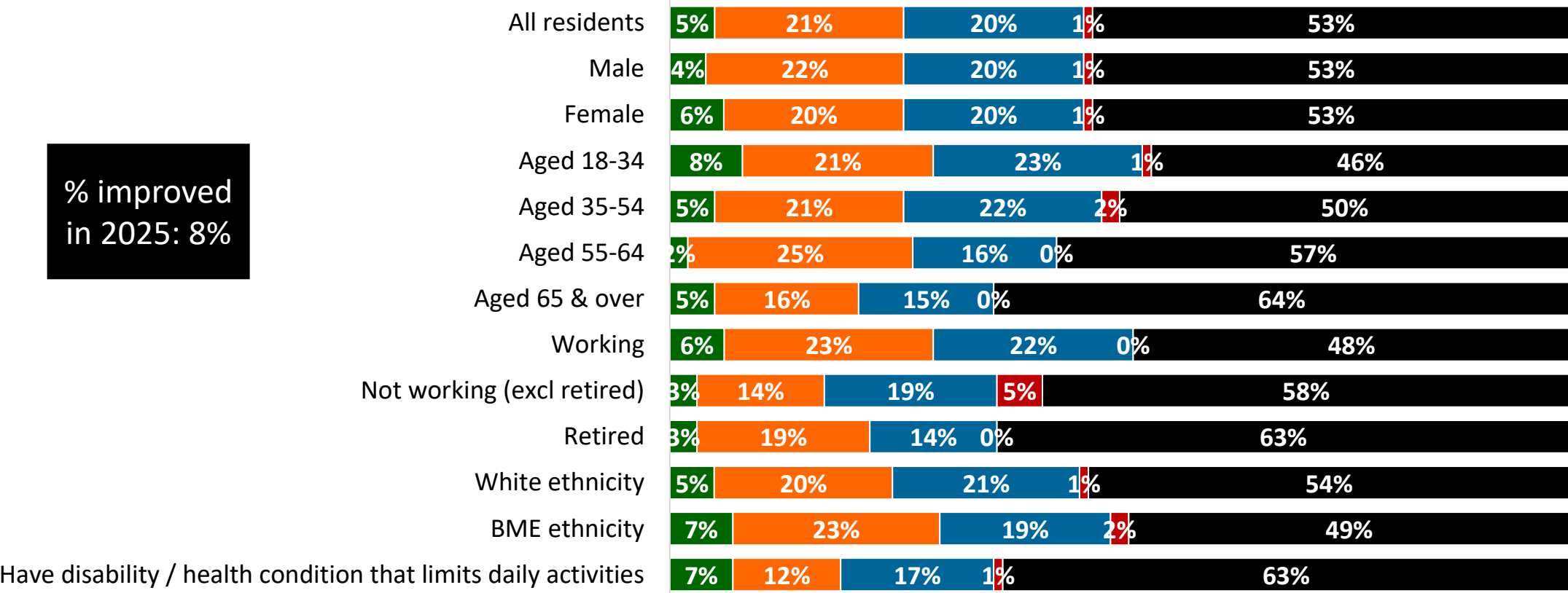


■ Yes ■ No ■ I am not aware of any community events or activities that have happened in my local area or town

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

- Just over half (57%) provided an opinion on Aldershot’s arts & culture activities and events. A higher proportion of residents aged 18-54 gave an opinion.
- Few have noticed an improvement (5%), but very few also believe it has got worse (1%).

% improved
in 2025: 8%

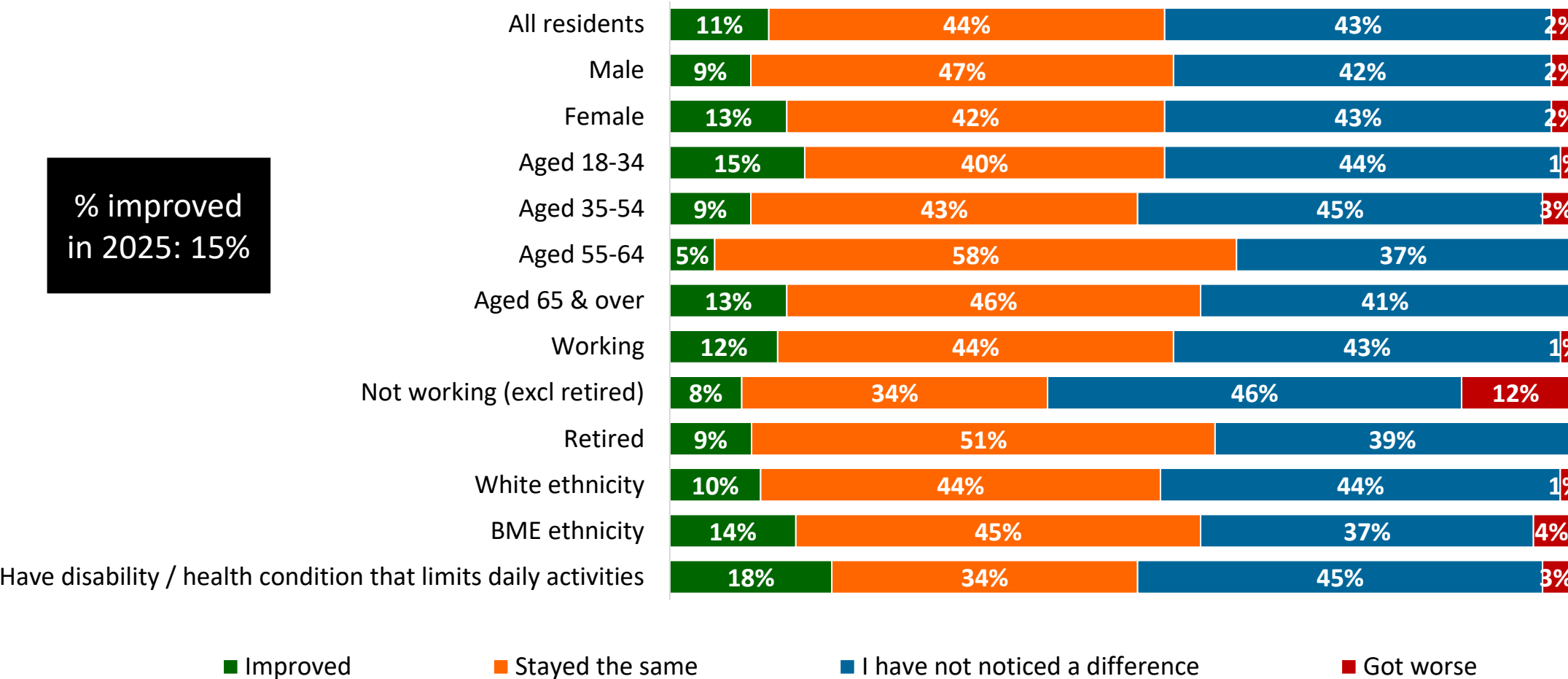


■ Improved ■ Stayed the same ■ I have not noticed a difference ■ Got worse ■ Not attended any activity or event

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

- Amongst those giving an opinion only, 44% believe they have stayed the same and 43% indicated they have not noticed a difference.
- Improvement perceptions are highest amongst residents aged 18-34.

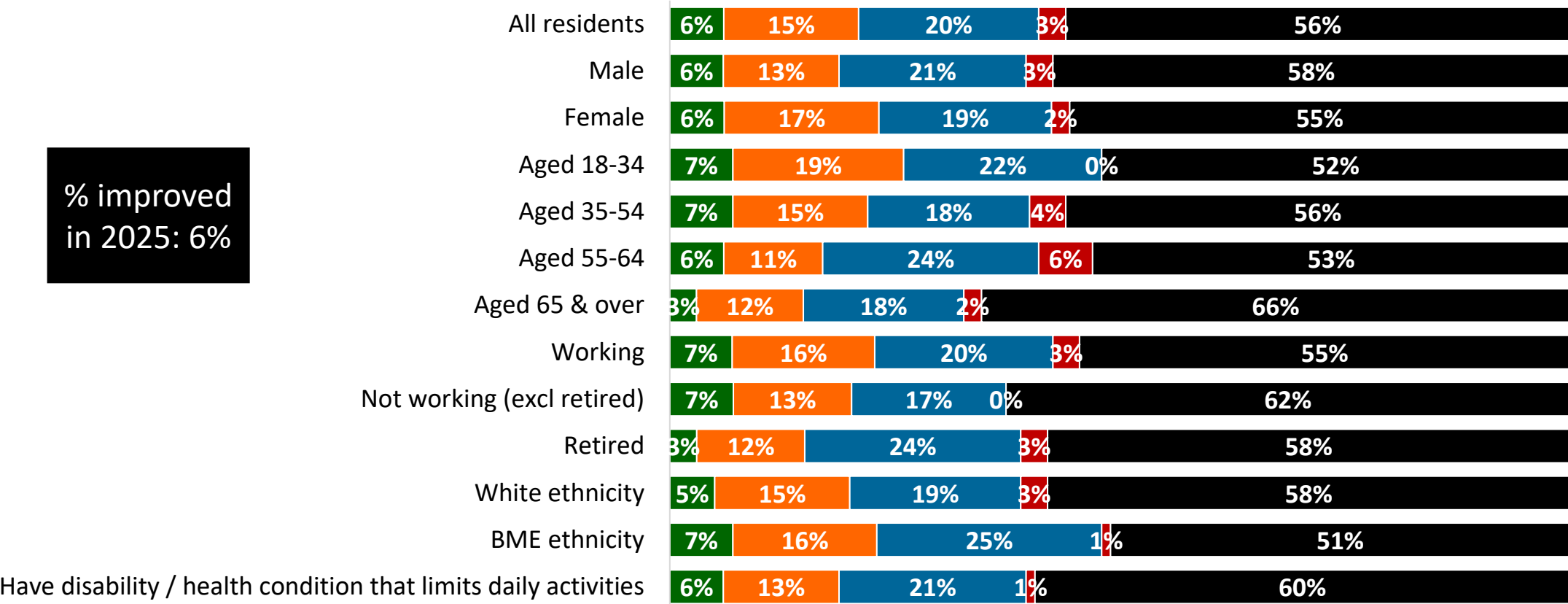
% improved
in 2025: 15%



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 (3%).

% improved
in 2025: 6%

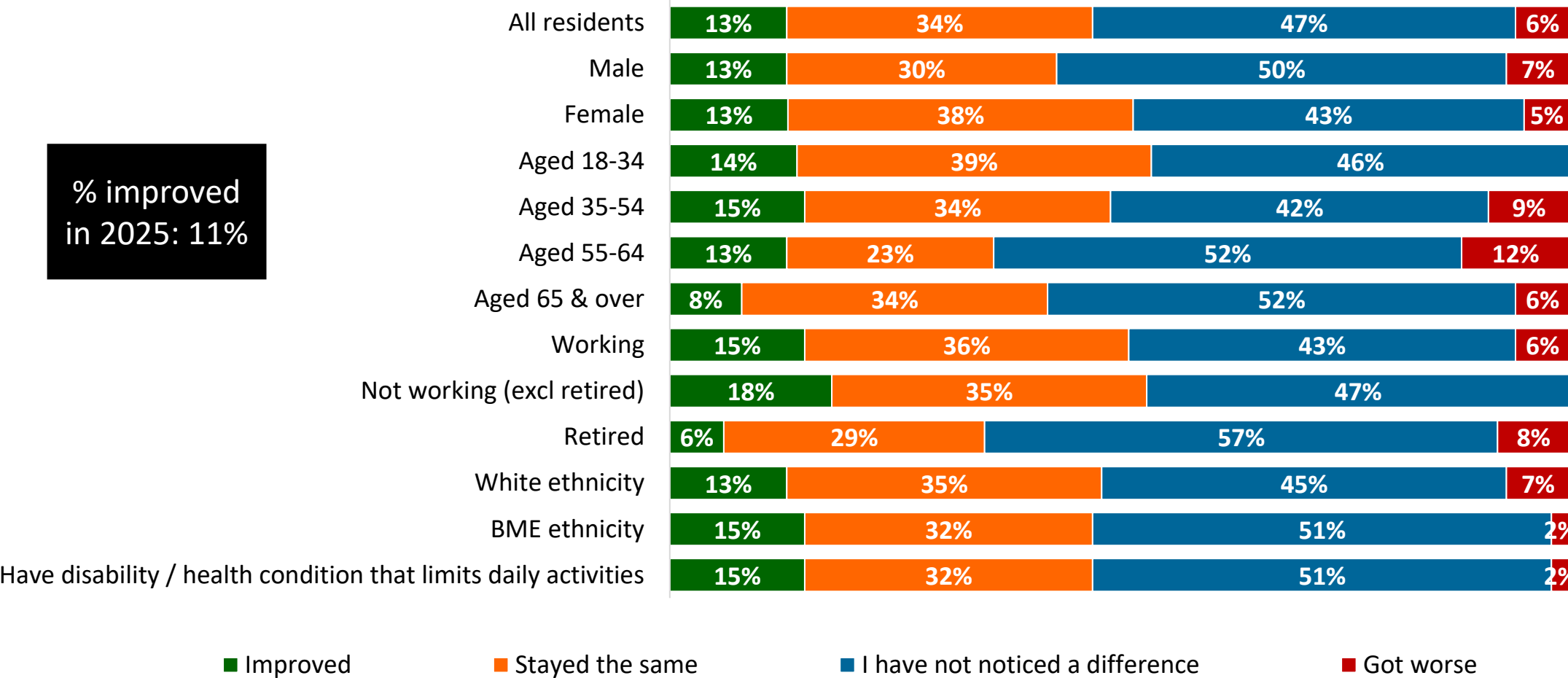


■ Improved ■ Stayed the same ■ I have not noticed a difference ■ Got worse ■ Not attended any activity or event

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 47% indicated they have not noticed a difference.
- Improvement perceptions are broadly consistent by demographic group.

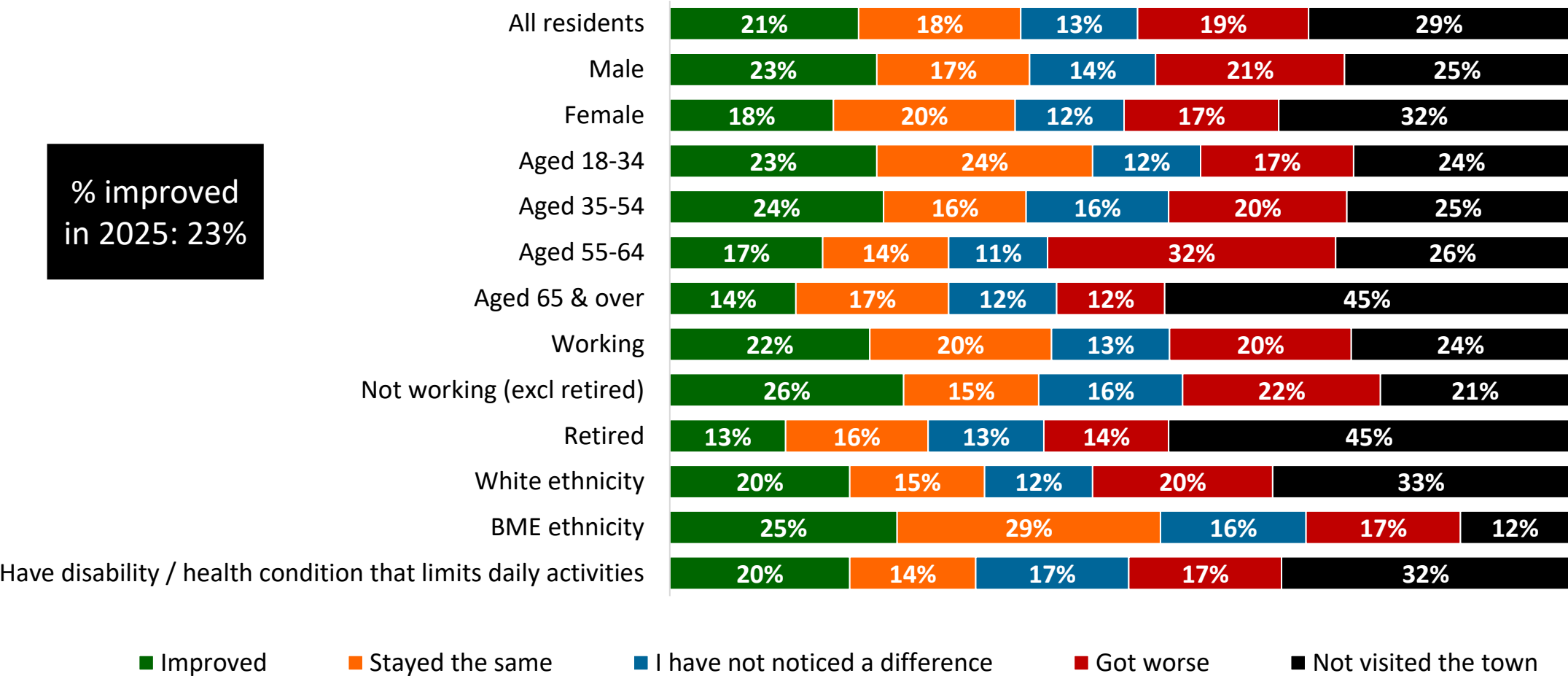
% improved
in 2025: 11%



Perceptions of the look of Aldershot town centre

- Just over seven in ten (71%) provided an opinion on Aldershot town centre’s look. A higher proportion of residents aged 18-64 gave an opinion.
- Just over one in five (21%) have noticed an improvement, but 19% also believe it has got worse.

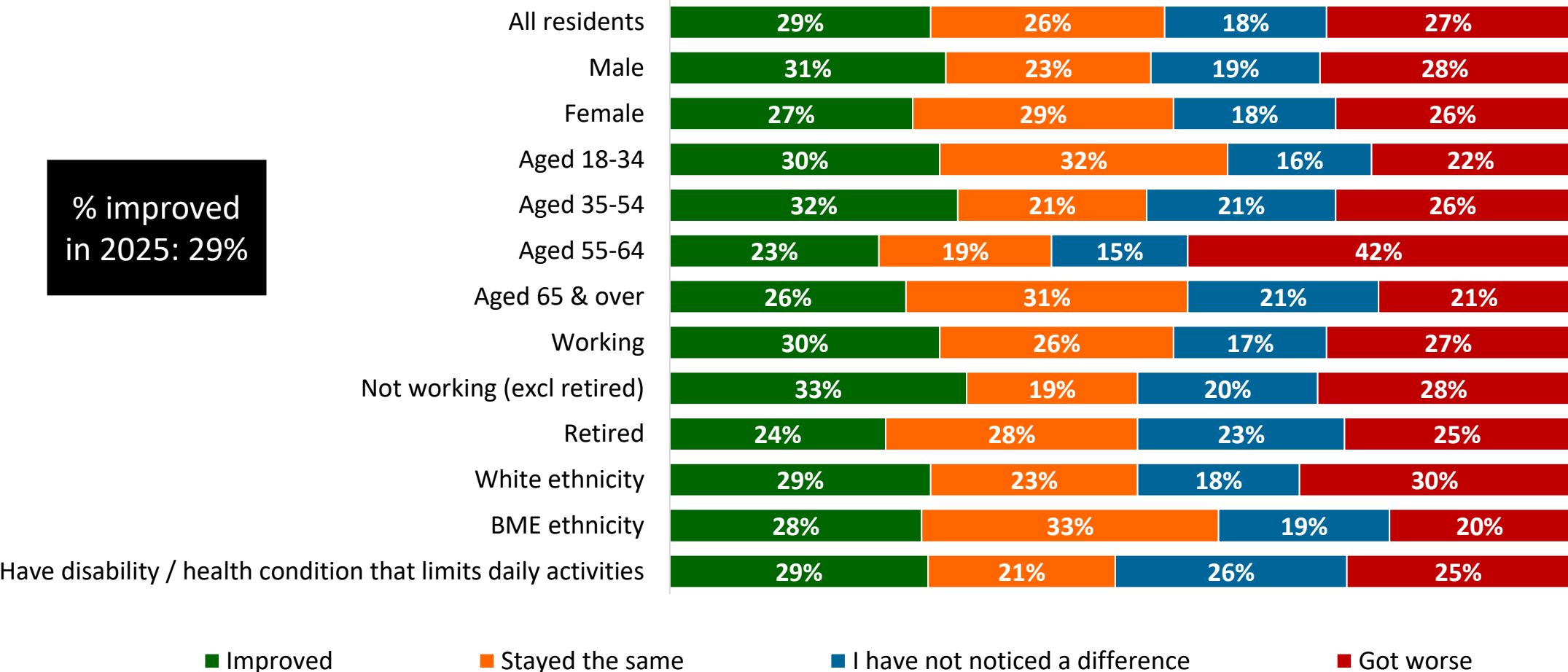
% improved
in 2025: 23%



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

- Amongst those giving an opinion only, there are mixed views with 29% believing it has improved and 27% believing it has got worse.
- Improvement perceptions are weakest amongst residents aged 55-64.

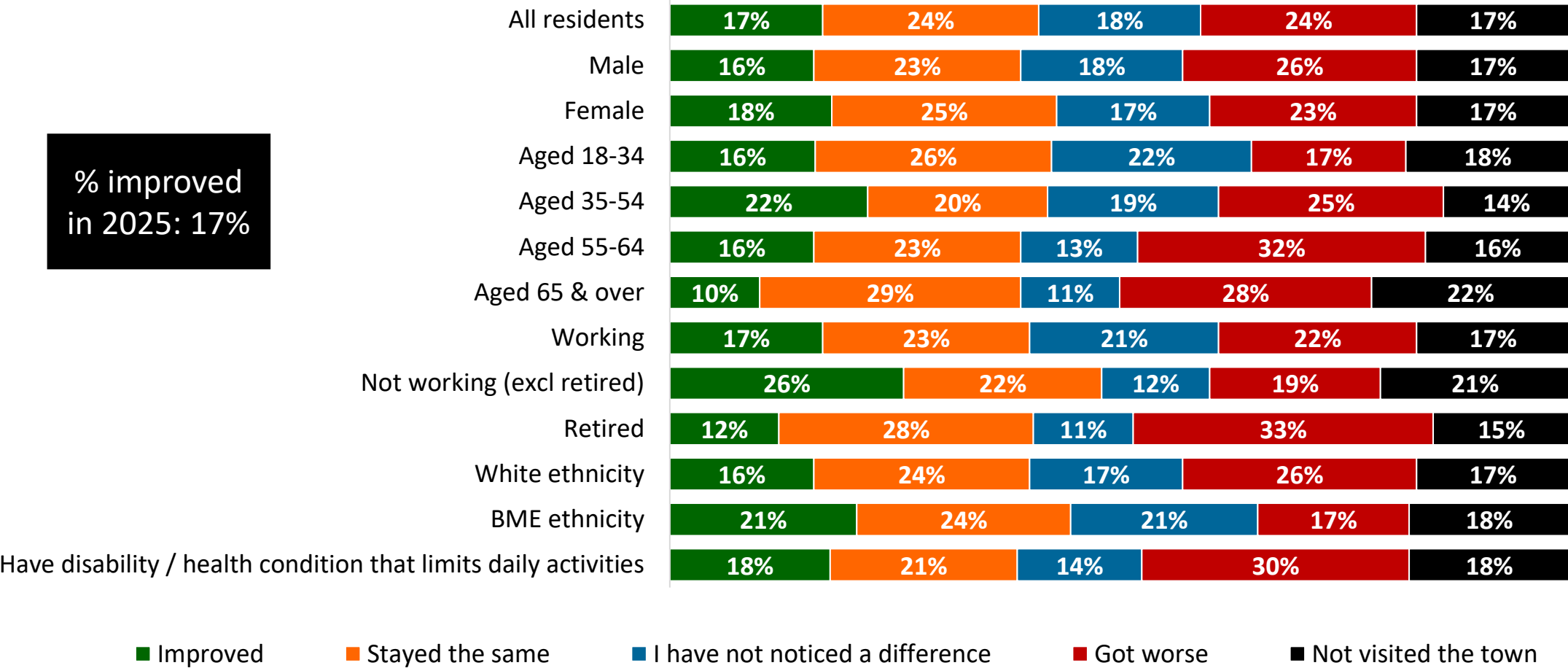
% improved
in 2025: 29%



Perceptions of the look of Farnborough town centre

- The vast majority (83%) provided an opinion on Farnborough town centre’s look. The majority of all demographic subgroups provided an opinion.
- Just under one in five (17%) have noticed an improvement, but 24% also believe it has got worse.

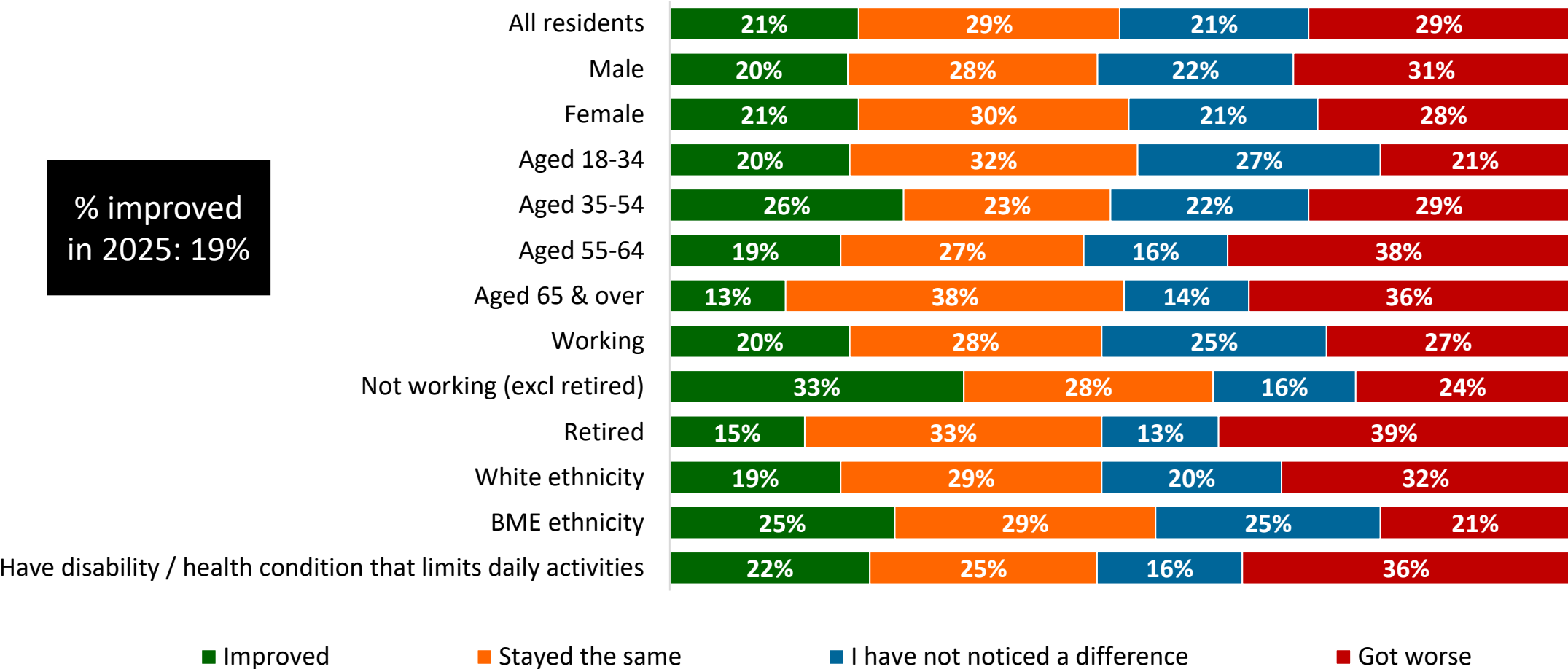
% improved
in 2025: 17%



Perceptions of the look of Farnborough town centre

- Amongst those giving an opinion only, there are mixed views with 21% believing it has improved and 29% believing it has got worse.
- No significant differences observed, but improvement perceptions are highest amongst non-working residents.

% improved
in 2025: 19%

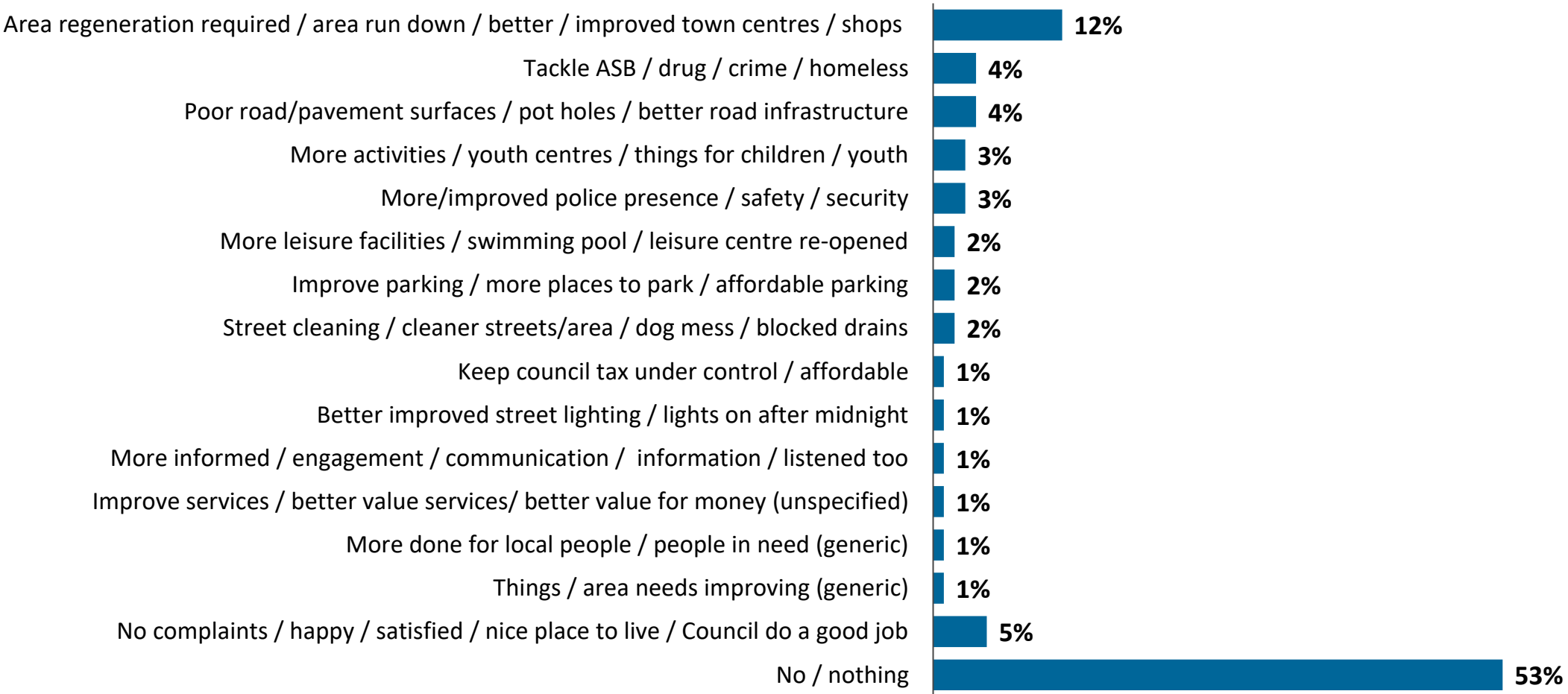


Key findings – Any further feedback for council

- *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 (47%).
- 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

August 2026

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