

Businesses and employment data sheet

Last updated: January 2026

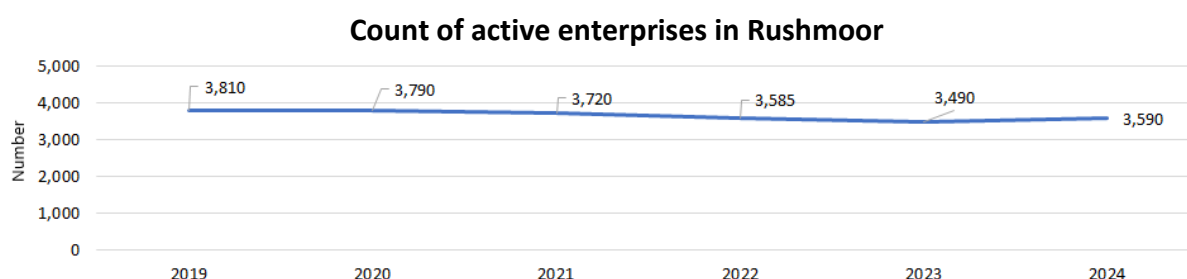
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Summary – In 2024 there were more business births than deaths in Rushmoor, and in England as a whole. Rushmoor had higher percentage of full-time jobs than in Hampshire, the South East and Great Britain. Also, in 2023 Rushmoor had a higher proportion of jobs in information and communication and professional, scientific and technical activities. In comparison Rushmoor has a lower percentage of micro units and a slightly higher percentage of small, medium and large units, than Hampshire, the South East and Great Britain

Number of businesses

In 2024 there were 3,590 active enterprises (these are defined as businesses that had either turnover or employment at any time during the reference period). This is more than in 2023 (3,490 active enterprises). The following table shows the count of active enterprises in Rushmoor over the past six years.

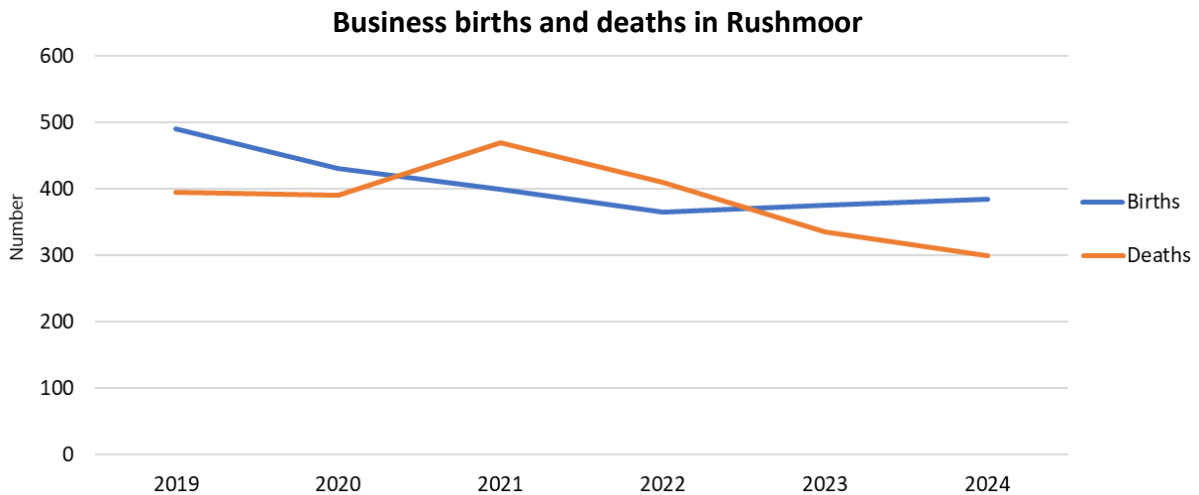


(Source: Office for National Statistics)

<https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/businessdemographyreferencetable>)

Business births and deaths

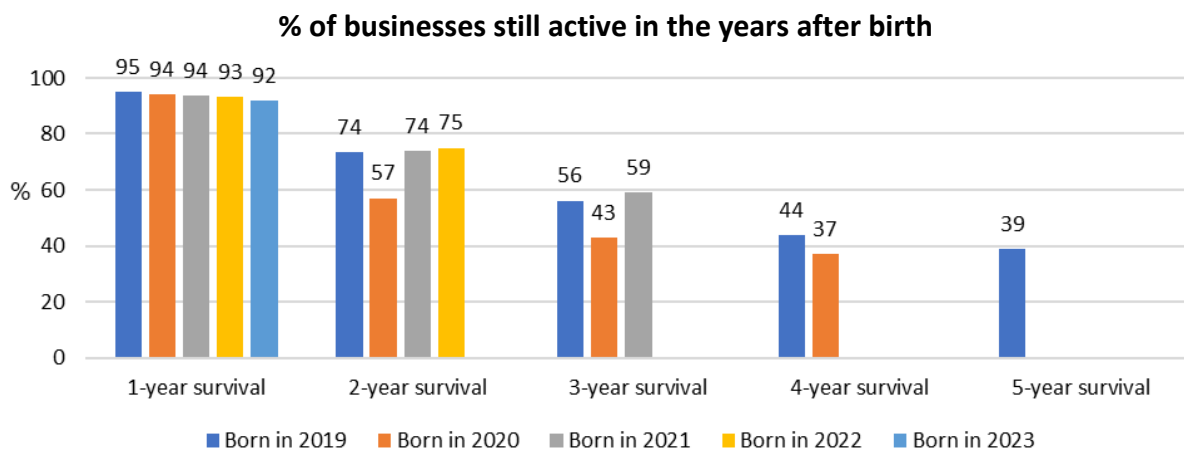
In 2024 there were 10.7% (385) business births (as a proportion of all active enterprises) and 8.4% (300) deaths in Rushmoor. This means that there were more business births than business deaths. In England the rate of business births as a percentage of active enterprises as was 9.9% and the rate of business deaths was 8.7% (2024).



(Source: Office for National Statistics)

<https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/businessdemographyreferencetable>)

The table below shows the number of businesses still active in the years after their birth. Only 57% of business born in 2020 survived 2 years, 43% survived 3 years and 37% survived 4 years.



(Source: Office for National Statistics)

<https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/businessdemographyreferencetable>)

After 5 years 39% of business born in 2019 were still active, this is similar to the percentage for England (38.%).

Number of units

In 2025 Rushmoor had 4,050 units. A unit is defined as an individual site such as a shop or a factory. This is more than the number of units in 2024 (3,945 units). The following table shows the size of the units in Rushmoor. In comparison, Rushmoor has a lower percentage of micro units, and a higher percentage of small, medium and large units.

Unit size	Rushmoor number	Rushmoor	Hampshire	South East	England
Micro (0 to 9 employees)	3,265	80.6%	83.6%	85.1%	84.2%
Small (10 to 49 employees)	600	14.8%	13.4%	12.1%	12.7%
Medium (50 to 249 employees)	160	4.0%	2.7%	2.5%	2.7%
Large (250+ employees)	25	0.6%	0.4%	0.4%	0.4%

(Source: Office for National Statistics NOMIS <https://www.nomisweb.co.uk/reports/lmp/la/2038431789/report.aspx?town=rushmoor>)

Number of employee jobs in Rushmoor

In 2024 there were approximately 52,000 employee jobs in Rushmoor (employee jobs excludes self-employed, government-supported trainees and HM Forces). This is lower than in 2023 (53,000). Of the employee jobs in Rushmoor, 75.0% of these were full time jobs and 25.0% were part time jobs. This was a higher percentage of full-time jobs than in Hampshire, the South East and Great Britain.

Employee jobs 2023	Rushmoor	Hampshire	South East	Great Britain
Full-time	75.0%	69.26%	68.7%	69.2%
Part-time	25.0%	30.8%	31.3%	30.8%

(Source: Office for National Statistics NOMIS [Labour Market Profile - Nomis - Official Census and Labour Market Statistics](#))

Note: the percentages are calculated using numbers rounded, so may not add up to 100% exactly.

Types of employment in Rushmoor

The table below shows the industries in Rushmoor, Hampshire, the South East and Great Britain.

Employee jobs by industry 2024	Rushmoor (number)	Rushmoor (%)	Hampshire (%)	South East (%)	Great Britain (%)
B : Mining and quarrying	0	0	0.1	0	0.2
C : Manufacturing	3,000	5.8	7.2	5.8	7.3
D : Electricity, gas, steam and air conditioning supply	250	0.5	0.3	0.4	0.4
E : Water supply; sewerage, waste management and remediation activities	700	1.3	0.8	0.9	0.7
F : Construction	2,000	3.8	6	5.5	5
G : Wholesale and retail trade; repair of motor vehicles and motorcycles	8,000	15.4	17.1	15.2	13.7
H : Transportation and storage	1,750	3.4	4.6	4.9	5
I : Accommodation and food service activities	3,000	5.8	8	7.8	7.8
J : Information and communication	9,000	17.3	5.7	5.6	4.5
K : Financial and insurance activities	2,000	3.8	2.8	2.5	3.4
L : Real estate activities	700	1.3	1.8	1.8	1.9

M : Professional, scientific and technical activities	7,000	13.5	9.3	9.3	9.3
N : Administrative and support service activities	4,000	7.7	7.7	8.3	8.6
O : Public administration and defence; compulsory social security	1,250	2.4	4.4	3.6	4.9
P : Education	3,500	6.7	7.8	9.8	8.6
Q : Human health and social work activities	3,000	5.8	11.1	13.7	14.2
R : Arts, entertainment and recreation	800	1.5	2.6	2.6	2.5
S : Other service activities	1,000	1.9	2.4	2.1	1

(Source: Office for National Statistics NOMIS [Labour Market Profile - Nomis - Official Census and Labour Market Statistics](#))

Rushmoor differs from Hampshire, the South East and England by having a higher proportion of jobs in Information and communication and professional, scientific and technical activities. Rushmoor also has a lower percentage of human health and social work activity jobs, this maybe due to Rushmoor not having a hospital.

The largest industries in Rushmoor are:

- 9,000 jobs - Information and communication – 11.6% more jobs than the Hampshire average, 11.7% South East average, and 12.8% more jobs than the Great Britain average.
- 8,000 jobs - Wholesale and retail trade; repair of motor vehicles and motorcycles – Rushmoor's percentage of jobs is similar to Hampshire's, the South East's and Great Britain's.
- 7,000 jobs - Professional, scientific and technical activities – 4.2% more jobs in Rushmoor in than the Hampshire average, the South East average and the Great Britain average.

The table does not include self-employed, government-supported trainees and HM Forces.

Data from the Ministry of Defence shows that in April 2025 there were 2,840 military personnel and 370 civilian staff in Rushmoor.

(Source: Ministry of Defence [Location statistics for UK regular armed forces and civilians: 2025 - GOV.UK](#))