

Resident Survey 2025



Representative survey of **1,100** residents conducted via telephone and face-to-face interviews



426 responses received to **online** version of the survey



This report includes a selection of **key findings** from the **representative** survey only

Key strengths and priorities for Cheltenham

Top 3 performing areas



85% are **satisfied** with the **events** that are held in Cheltenham



83% **agree** with the statement "I would **recommend Cheltenham** as a place to live"



82% are **satisfied** with their **local area** as a place to live

Top 3 areas for improvement



Residents would like to see an improvement in the **cleanliness** and **upkeep** of Cheltenham
This includes **road maintenance**, which is the **responsibility of Gloucestershire County Council**



36% are **dissatisfied** with the **range** of shops available



Around **seven in ten** agree that there is a **need for more affordable homes** in Cheltenham
70% to rent and **68%** to buy

The Council is performing consistent with or above the national average

■ Cheltenham Resident Survey 2025

■ LGA National Polling Survey

Satisfaction with their **local area** as a place to live



Satisfaction with the way the Council **runs things**



Perception that the Council keeps residents **well informed**



Agree that the Council provides **value for money**



Did you know that **11%** of Cheltenham residents' **council tax** is allocated to **Cheltenham Borough Council**?

One in eight could **correctly identify** that 10-19% of their council tax is allocated to the Council



Perceptions of living in Cheltenham

% **agreement**



"Cheltenham has a **vibrant culture** and is an **exciting** place to live"



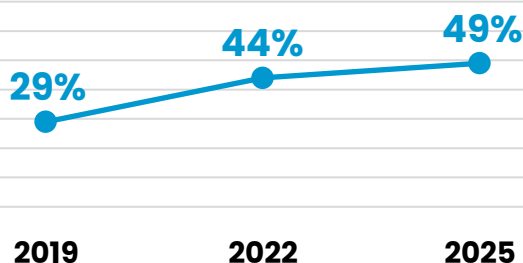
"Cheltenham has a **positive future**"



"Cheltenham is a place that offers **opportunity** for **young people**"

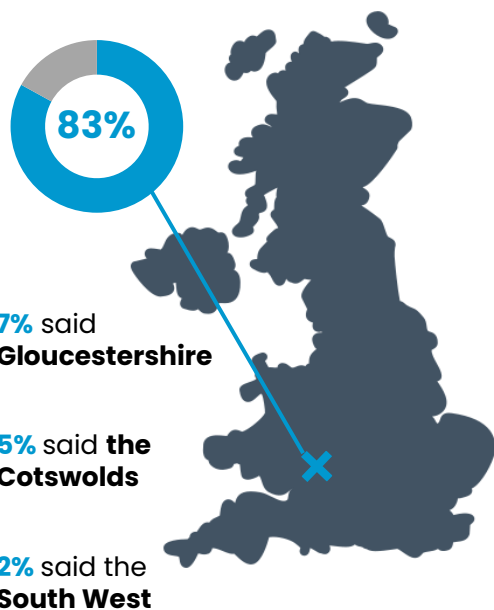


Whilst there is room to improve, **agreement** with the statement "By living in Cheltenham, I have the **opportunity to grow my career**" has continued to **increase** since 2019

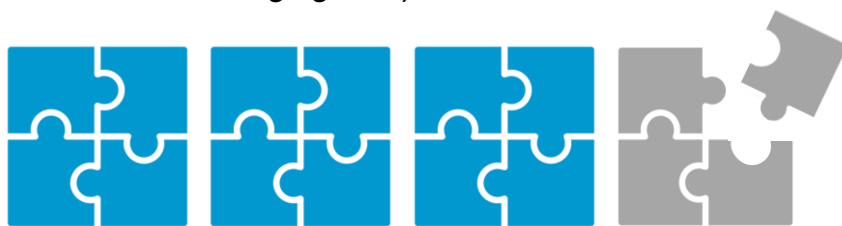


Local representation

If speaking to someone from elsewhere in the UK, over **eight in ten** would say they live in **Cheltenham**



76% **agree** with the statement "I feel a sense of **belonging** to my local area"



85% think it is **important** that they are **represented** by a **local council** or **local councillors**

