

## Choosing Local

### Key findings

This report provides a summary of the key findings from the eighth Hampshire Perspectives survey, which focused on the theme of choosing local and was all about understanding holiday plans for 2021 and whether respondents will continue with any changes to shopping habits that they may have formed during the pandemic.

Between 12 March 2021 and 22 March 2021, **819** residents shared their perspective on ways in which residents and the County Council could to support the local economy recover from COVID-19 as well as looking at ways to help achieve the County Council's climate change targets.

Overall, the survey revealed that:

- over half (55%) are planning or have booked a holiday for this year. Over two thirds (68%) of those planning a holiday are intending to stay in the UK;
- when booking a holiday, respondents were concerned about the impact COVID-19 could have on their safety (70%) and were also concerned about the risk of cancellation when booking their main holiday (69%);
- when considering their main holiday for 2021, respondents were most interested in holidays where they could visit the countryside (63%) relax (58%) and get away from it all (54%);
- most respondents reported that they buy groceries that were produced in or around Hampshire with 38% doing so once a week. 58% of respondents said that knowing what is available locally would help motivate them to buy groceries produced locally from a local shop;
- before the pandemic, respondents reported that they were more likely to buy second-hand items from local retailers/ neighbours or sellers when compared to during the pandemic. However, knowing what is available locally and a lower pricing point on items could motivate respondents to buy from second-hand sellers again in future.

The survey findings have been shared directly with the County Council's Climate Change team, and Economic and Countryside Services, as well as with the Covid Recovery Group and Elected Members.

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*Formed in September 2020, Hampshire Perspectives is the County Council's online residents' forum – a diverse group of people who share their views to help the County Council to shape services and make decisions that are right for local residents. As yet, the forum is not fully representative of the Hampshire population, so findings are indicative, rather than generalisable to the county as a whole. For further information contact [insight@hants.gov.uk](mailto:insight@hants.gov.uk)*