

## Digital Connectivity

### Key findings

Digital Connectivity was the fifth Hampshire Perspectives survey. It sought to understand how residents are using the internet and online services during the pandemic.

Between 17 December 2020 and 3 January 2021, **770** residents shared their perspective to help the County Council to consider where it may need to change and adapt to enable people to access its services in different ways, as well as to help understand any potential impacts on the local economy and local transport patterns if more everyday tasks are completed online.

Overall, the survey revealed that:

- Respondents are increasingly turning to digital technology in many aspects of their lives. Most notably, there are significant increases in use of online channels to shop and communicate, but also significant new and increased use to engage with local healthcare providers and local authorities.
- Importantly, increased use of digital technology is likely to be ongoing - with the majority of respondents, including first time users, intending to embed many aspects of their behaviour change.
- Over half of respondents had supported their family to go online during the pandemic, with around a third supporting friends, a quarter supporting family and one in ten supporting colleagues to do likewise – most commonly for shopping, communicating, and booking GP appointments.
- Use of digital technologies to communicate during the pandemic had a strong correlation with reduced isolation, improved mental health and wellbeing and the maintenance and development of relationships.
- Respondents who are reluctant to use digital technologies generally expressed a preference for doing things in person. However, clearer navigation within websites could improve confidence and encourage further use of online platforms. Insufficient equipment or broadband was a barrier for one in five respondents.

The survey findings have been shared directly with the County Council's public health, social care, strategic transport and economic development teams, 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)*