

Lifestyles in the age of COVID-19

Key findings

The first Hampshire Perspectives survey “Lifestyles in the Age of COVID-19”, aimed to inform the support that needs to be in place to help local residents, businesses and organisations as Hampshire seeks to move forward from the pandemic.

Between 23 September and 10 October 2020 almost 800 residents shared their perspective on how lifestyles in Hampshire have changed during the COVID-19 pandemic and how they may continue to evolve in the coming months.

Overall, respondents revealed that

- as well as significant lifestyle changes to work, social lives and internet usage, they are increasingly buying locally, relaxing, and learning new things. There has been a more mixed approach to exercise – which some have been embracing, but others less so;
- relationships with friends and work colleagues have been strongly affected and around half of families are feeling less close;
- where connections with neighbours have increased, this has enabled them to feel more involved in their community and less isolated;
- almost half of those who attended local groups or activities prior to the pandemic remain unable to do so, with fears for personal safety being a key barrier. Although many sessions have gone online, this isn't the right solution for everyone;
- they have many concerns about the impact of the pandemic – in particular the state of the national economy and people's adherence to government guidance. Health concerns also predominate – not just about personally catching the virus but also the impact on friends and family and the consequences of prolonged safety measures on mental wellbeing;
- they believe it will be at least six months before their life returns to normal.

The survey findings have been shared directly with the County Council's senior management team and Elected Members, along with officers working directly on projects that seek to restore the personal, social, economic and environmental well-being of the communities of Hampshire.

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