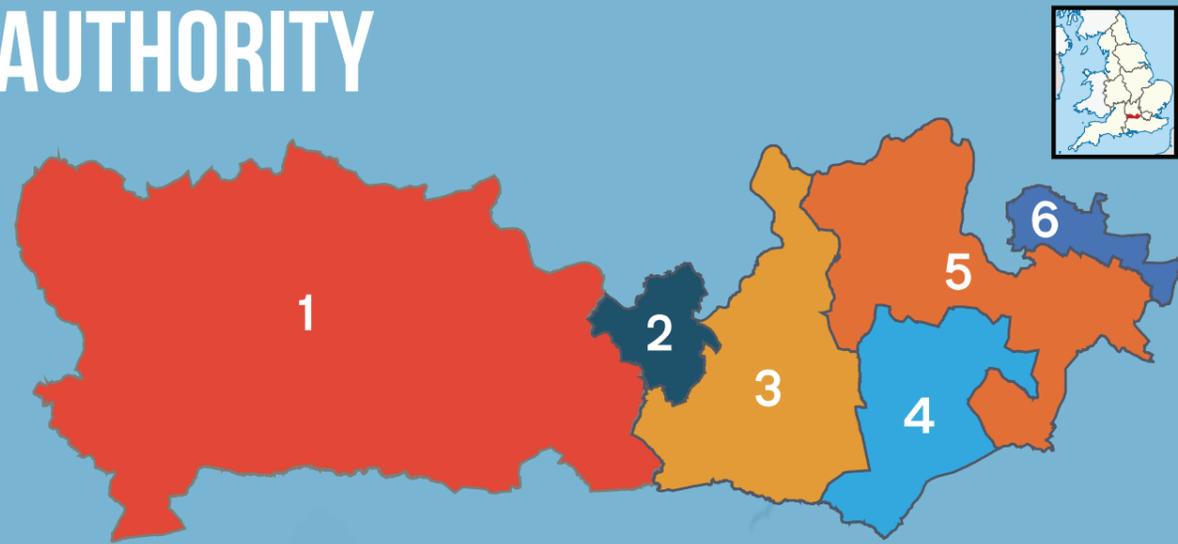


1,634 RESPONSES

- 49% of responses were from Over 65's (811)
- 51% of responses were from Retired individuals (842)
- 30% of responses were from Residents in Wokingham (489)
- 56% of responses were from Graduates/Post Graduates (910)

RESPONSES BY LOCAL AUTHORITY

- West Berkshire - 20%
- Reading - 14%
- Wokingham - 30%
- Bracknell - 16%
- RBWM - 19%
- Slough - 1%



BARRIERS AND CHALLENGES

- 83% of responses stated there were no digital services they would like to use but don't due to barriers (1,225)
- 58% of responses stated they felt internet access/broadband was somewhat expensive (873)
- 92% of responses stated they felt that internet enabled devices were expensive (1,391)
- 78% stated they had never faced any financial barriers to upgrading devices of access (1,176)
- 93% are not aware of any digital inclusion programmes in their community (1,358)
- 94% stated they had never participated in any community initiatives aimed at improving digital skills (1,377)
- 58% want to see more affordable internet access in the future (825), along with faster internet access (46%, 648) and better access to public WiFi (43%, 602)

DEVICES AND CONNECTION

- 94% of respondents had a smartphone (1,528)
- 96% have fixed line broadband at home (1,562)
- 79% had sufficient mobile coverage at home (1,274)
- 61% had a landline (938), 40% rarely use it (371)

INITIATIVES AND SERVICES

- 55% knew of the Superfast Broadband Project (855)
- 72% had not heard of Project Gigabit (1,113)
- 71% knew of the Copper Switchover project (1,095)
- 43% did not know about council digital services (624)

DIGITAL INCLUSION

- 65% of respondents never attended a digital course (987)
- Almost **all digital tasks** listed could be complete confidently
- 44% had never searched for a job online (661)
- 30% had never streamed on a social media platform (938)

BERKSHIRE RESIDENTS SURVEY - OFFLINE

55+

37% were aged between 55 - 64 years old



39% were of retirement age



37% of responses were from West Berkshire residents

Current Access



48% had no internet access at home



100% use friends / family to access the internet



55% had no device to access the internet on*



52% have a home 'landline' phone*



*46% would use it daily if had a device



*35% only use it a few times a week

Likely Usage



76% would use it to keep in touch with friends/family



56% would use it to shop online



44% would use it for accessing health and doctors

Barriers to accessing internet



54% said that lack of internet access at home was a barrier



39% felt they lacked the skills and knowledge to access the internet



37% did not have access to a device which prevents them doing things online



36% felt that the high cost of devices and internet access stopped them doing things online

Awareness of Help and Support



98% not aware of programmes available in their area to help people access technology



86% had not used a local support programme



88% think people would benefit from learning how to use new technology



97% felt they could visit their local library to access the internet or a computer if needed