

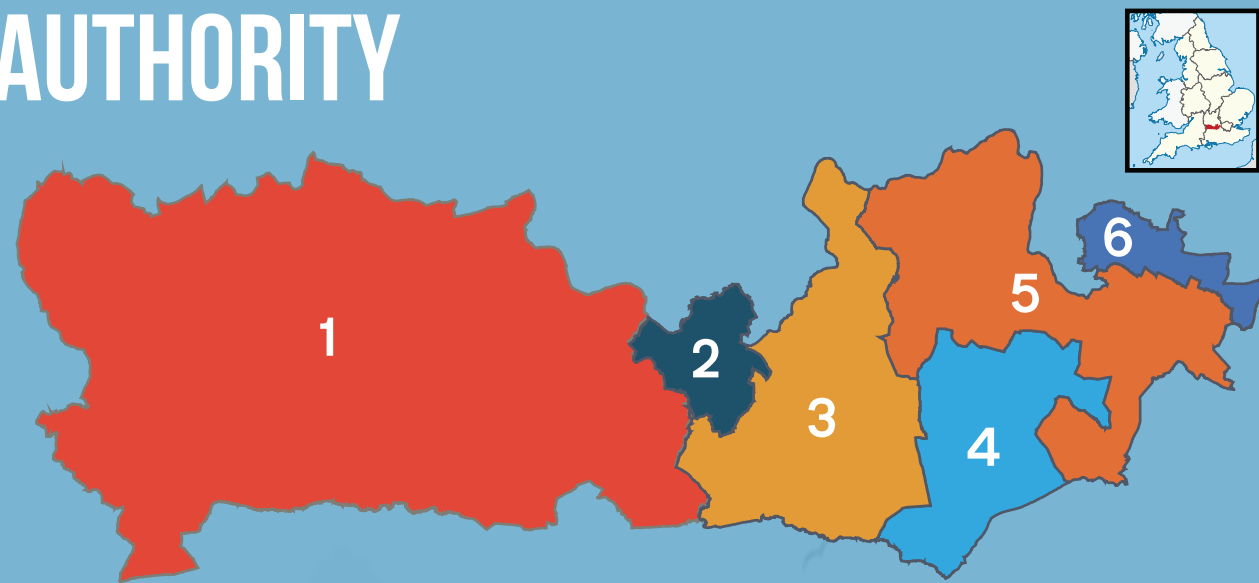
BERKSHIRE RESIDENTS SURVEY ON DIGITAL 2025

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%







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)


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)


BERKSHIRE RESIDENTS SURVEY - OFFLINE



37% were aged between 55 - 64 years old




39% were of retirement age




37% of responses were from West Berkshire residents


Current Access



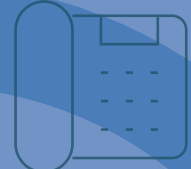
48% had no internet access at home




55% had no device to access the internet on*




*46% would use it daily if had a device



100% use friends / family to access the internet



52% have a home 'landline' phone*



*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