

# How we have stayed CONNECTED



Over the past 12 months, **almost half of Irish people** say that they have had more family interactions as a result of using digital technologies compared to a normal year.

- **Two in five** have had more interaction with friends as a result of using digital technologies over the past 12 months.



**A third** of those living in urban locations have considered moving to more rural communities based on their recent experience using digital technologies.

- **22%** of those living in rural communities **have considered moving to a more urban area.**



**Social messaging apps** (64%) prove to be the **most popular form of communications** throughout the Covid-19 pandemic.

- Followed by social networks (20%) and Zoom (8%).



**One in four** people have made **new social connections through online community initiatives** over the past 12 months.

- **Men report making more new social connections** than women (26% v 21%).



**More than two in five** people have taken up a **new digital or online hobby** over the past 12 months.

- **Men** are less likely to have taken up a new digital hobby.
- **Rural dwellers** are less likely to have taken up a new digital hobby.



**7 in 10** people in Ireland are **satisfied with their broadband connection.**

- Those aged **35+** are **more likely to rate their broadband connection as excellent/good** than younger demographics.
- Those in **urban areas** are **more likely to rate the quality of their broadband connection as excellent** (29% urban v 18% rural).



**Almost half** of people surveyed feel that community spirit has improved as a result of Covid-19 lockdowns.



**Almost a quarter** of people in Ireland feel that their broadband has worsened over the last 12 months.