

BRITAIN'S DIGITAL FAMILIES



Introduction

We analysed survey data from over **1,500** respondents in our **Britain's Digital DNA** research to profile the digital families that make up Britain today

The results reveal **6** archetypes of internet and technology users:
Britain's Digital Families

The results show a quarter (24 percent) are comfortable with the pace of digital change and innovation and are **Laidback Luis**, while 19 percent are **Anxious Andersons**. The remaining families are the **Carefree Careys** (15 percent), the **Online Owens** (15 percent), the **Contributing Coles** (15 percent), and the least digitally savvy of all: the **Analogue Alis** (12 percent)

Consumer-facing companies can use these findings to better understand customer groups – their likes and dislikes, what excites them or turns them off. And with this knowledge, companies gain a competitive edge that helps them thrive in the digital age

The Laidback Lui digital family makes up 24 percent of Britain

Summary of characteristics

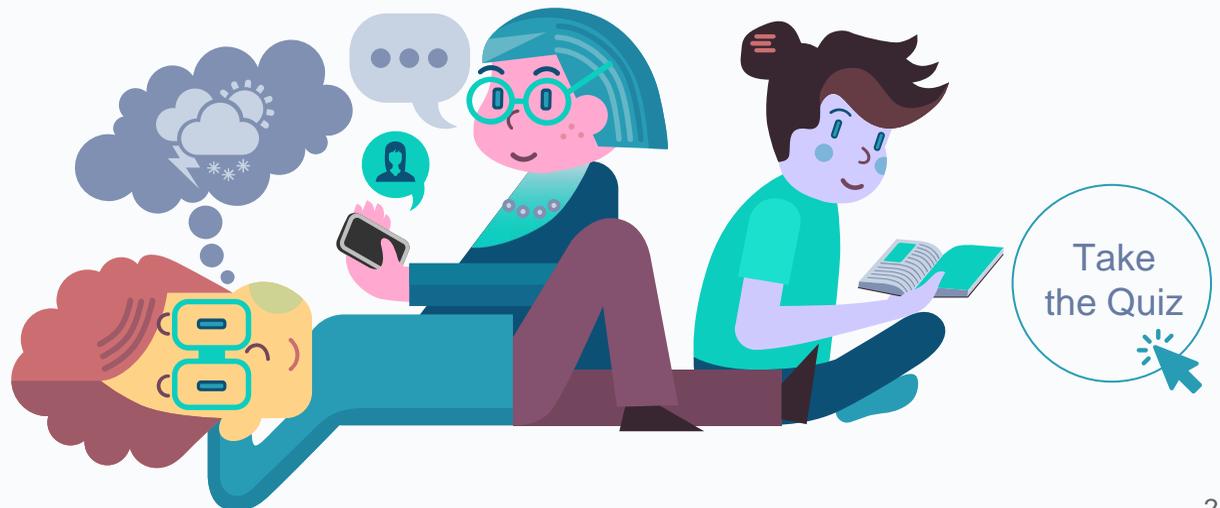
- While the internet can be a fun place to be, it doesn't dominate the lives of the Laidback Lui digital family
- They may not be the first to get the latest phone or gizmo, but will happily go with the flow if the product seems useful

Implications for consumer businesses

- The challenge for companies is finding ways to help people in this digital family, as they're happy to operate independently of technology
- This family represents an opportunity for businesses looking to move more of their customers online. A clear vision of how their lives can be made better and more convenient needs to be laid out, and time invested to bring them along on the journey

Fast fact

This family is least likely to think technology makes their job easier



The Anxious Anderson digital family makes up 19 percent of Britain

Summary of characteristics

- These are the type of people who want to tell big companies to mind their own business and keep their hands off any personal data
- They are the most likely of all the digital families to think technology is making young people less active and less curious

Implications for consumer businesses

- This digital family will only be willing to interact with companies who share their privacy values and have a strong track record in cyber security
- When interacting with the Anxious Andersons, businesses should be extra careful to limit the information they collect to a minimum, and transparently explain what's being recorded and why it's needed. They must avoid blurring the line between customer service and marketing
- Online payment systems can be more complex, with more approval steps, as this digital family value reassurance of their privacy over convenience

Fast fact

This is the digital family most likely to think technology makes young people less active and less curious



Take
the Quiz



The Carefree Carey digital family makes up 15 percent of Britain

Summary of characteristics

- Data privacy matters less to this group than convenience, good service, and totting up rewards points
- They're happy to share their information as long as they get something they value in return
- Perhaps because they're smart about sharing their data, they're a third less likely to have been a victim of fraud than the rest of the population

Implications for consumer businesses

- Most companies are already targeting this digital family with their move to online platforms
- However, digital start-ups that can make everything a little easier or more rewarding can poach this digital family away if traditional businesses don't do enough to ensure a seamless end-to-end user experience: intelligent search function, single log-on, and hassle-free payment
- Brand loyalty may not be a priority for this group

Fast fact

They're often online, but don't care about Facebook Likes



Take the Quiz

The Online Owen digital family makes up 15 percent of Britain

Summary of characteristics

- Technology is a huge part of life and viewed overwhelmingly positively. This digital family is forever connected and the first to Like or Tweet
- They get around using maps on their phones. Over half have friends “met” online channels but never in real life

Implications for consumer businesses

- To create an online experience tailored to this family, businesses must reach out through social media using recommendations and endorsements from trusted sources
- The Online Owens want to know they’re part of a trend that touches all aspects of their digital lives and to let everyone else know about it
- Add buttons to help them easily share what they’ve been doing – such as what they’ve bought – and get reactions from their digital friends

Fast fact

Half this family have friends “met” online but never in real life



Take
the Quiz



The Contributing Cole digital family makes up 15 percent of Britain

Summary of characteristics

- This family has fully embraced the internet: Bloggers, vloggers, coders, and sharers fall into this digital family
- They engage with social media every day and have internet friends they've never met in real life
- They know their way round a search engine and it's likely they've made money online

Implications for consumer businesses

- They want to feel like they're shaping the story, that they're the people companies should target to become brand champions
- Websites should allow them to customise their own experience, for instance by having custom product filters or curated lists
- Engage them in new product design and beta testing

Fast fact

This is the digital family least likely to be unemployed



Take the Quiz



The Analogue Ali digital family makes up 12 percent of Britain

Summary of characteristics

- This digital family may be fond of the internet, but finds it and technology complicated. They feel it is changing too fast for them to keep up
- They see fewer of the opportunities and convenience digital technology brings and worry about hyper-dependency and crime

Implications for consumer businesses

- As well as helping more of this group get online, businesses need to make it super easy for them to navigate once they are online
- Websites need to be simple to navigate with limited tabs, drop-downs, search options, and pop-ups
- Relationships can be built by offering clear access to help from real people

Fast fact

Analogue Alis get their news from the TV and are unlikely to use contactless payment



Take
the Quiz