

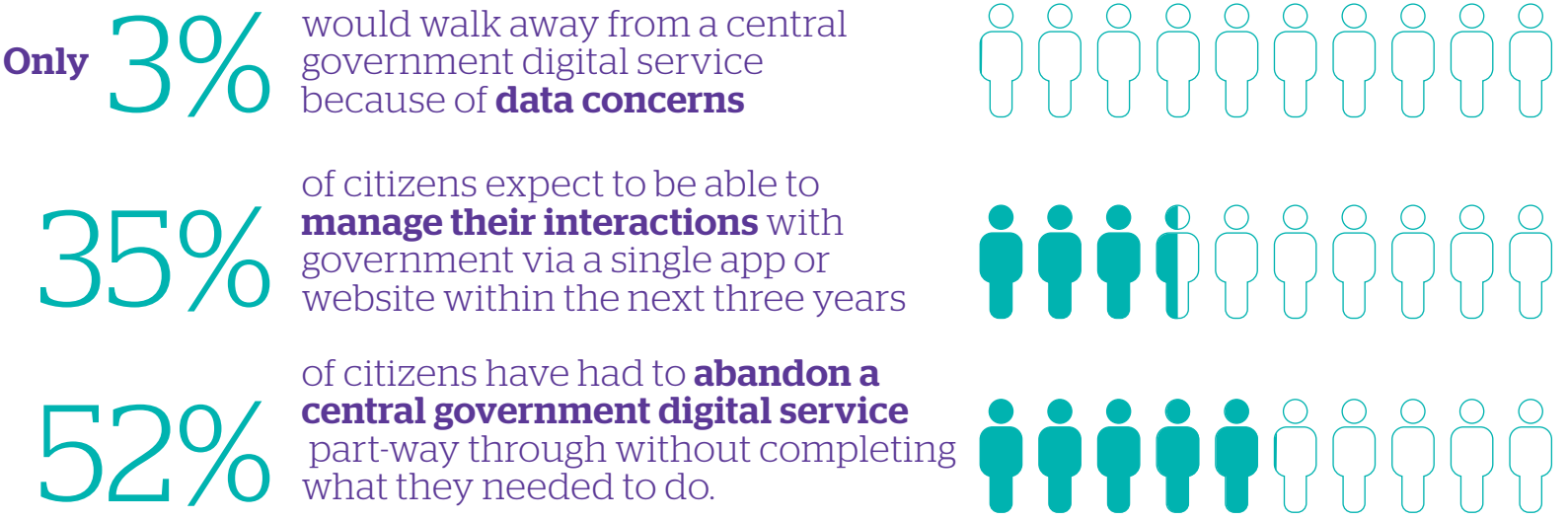
Demanding Digital

Central Government in focus

The rise of the digitally discerning citizen

The digitally discerning citizen has clear expectations of what they want from central government digital services

When it comes to digital services from central government:



The demanding citizen is uncompromising in their willingness to walk away

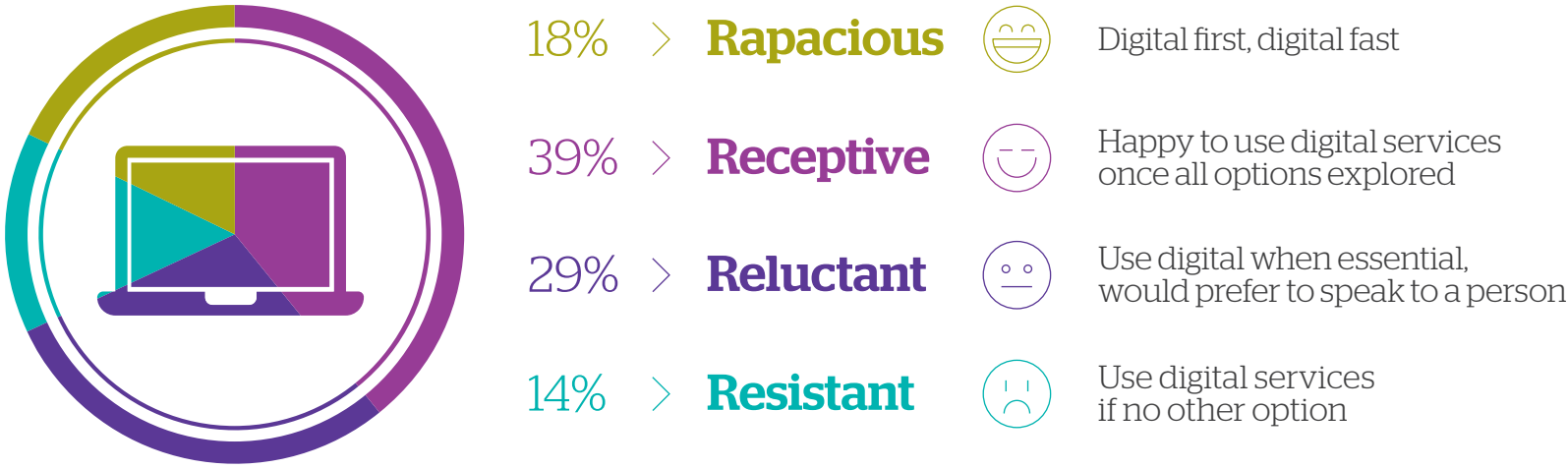


Age is no longer a barrier to digital adoption.



Time to rethink your audience. They are digitally empowered.

There are 4 digital audiences your business must consider:



It's time to innovate.
 38% of citizens expect to be able to vote for a political party online within three years.