

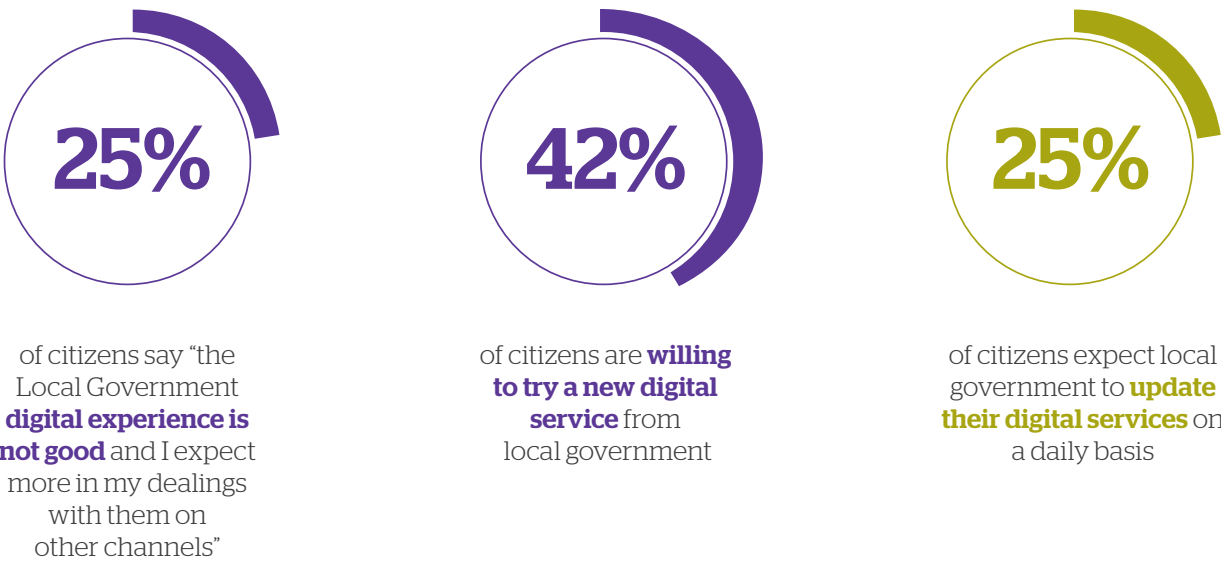
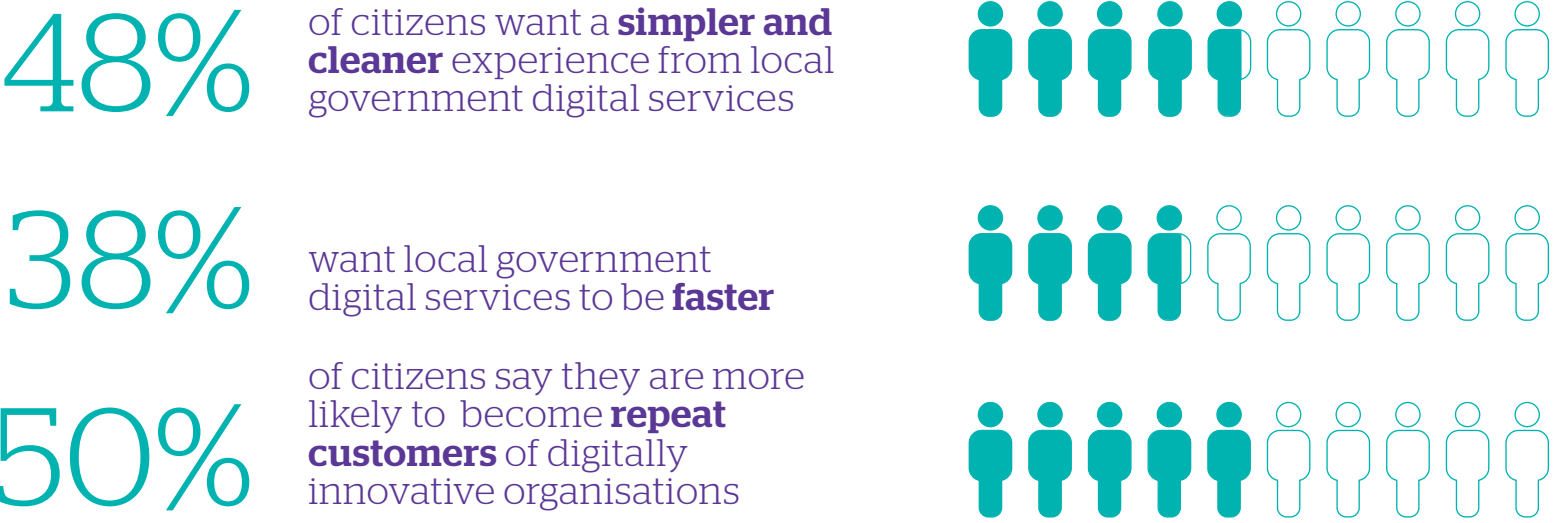
Demanding Digital

Local Government in focus

The rise of the digitally discerning citizen

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

Simple to use, but not basic:



Willingness to embrace digital is equal across all age groups.

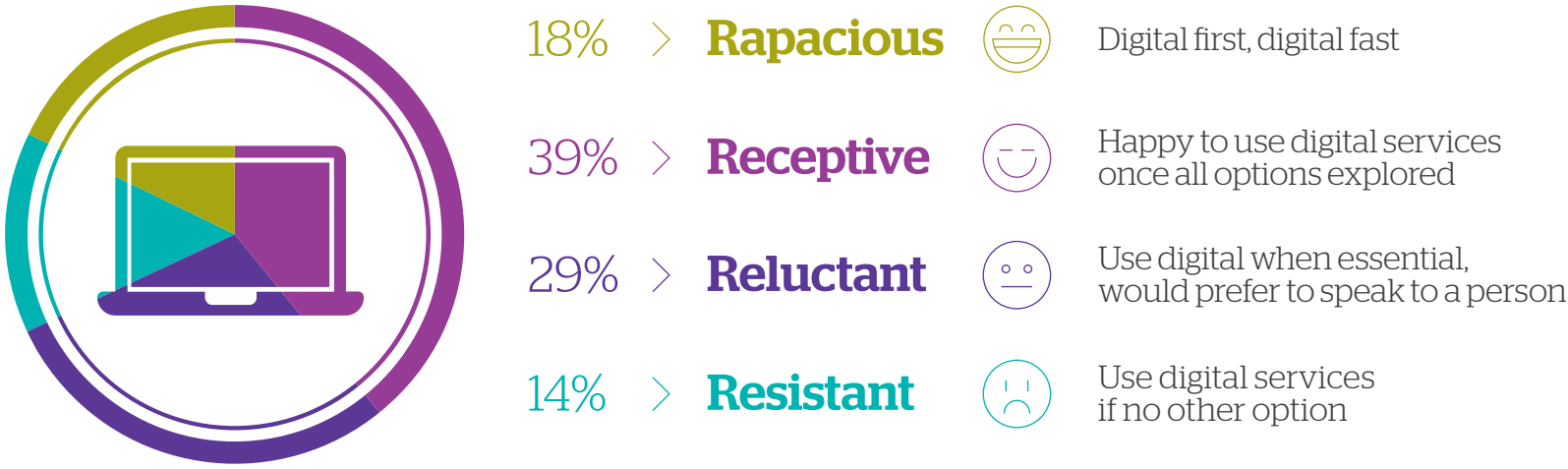


Age is no longer a barrier to digital adoption.

This willingness to embrace digital is equally present in those ages over 55 and those aged below 25.

Time to rethink your audience. They are digitally empowered.

There are 4 digital audiences your business must consider:



It's time to innovate.
50% of citizens say they are more likely to become repeat customers of digitally innovative organisations.