

# Demanding Digital Traditional Retail in focus

The rise of the digitally discerning consumer

The digitally discerning consumer wants more digital services from Traditional Retailers - can this revitalise the high street?

When it comes to digital services from the Traditional Retail industry:



What are consumers really looking for when it comes to digital experiences in Traditional Retail?



would like a **simpler, cleaner** experience

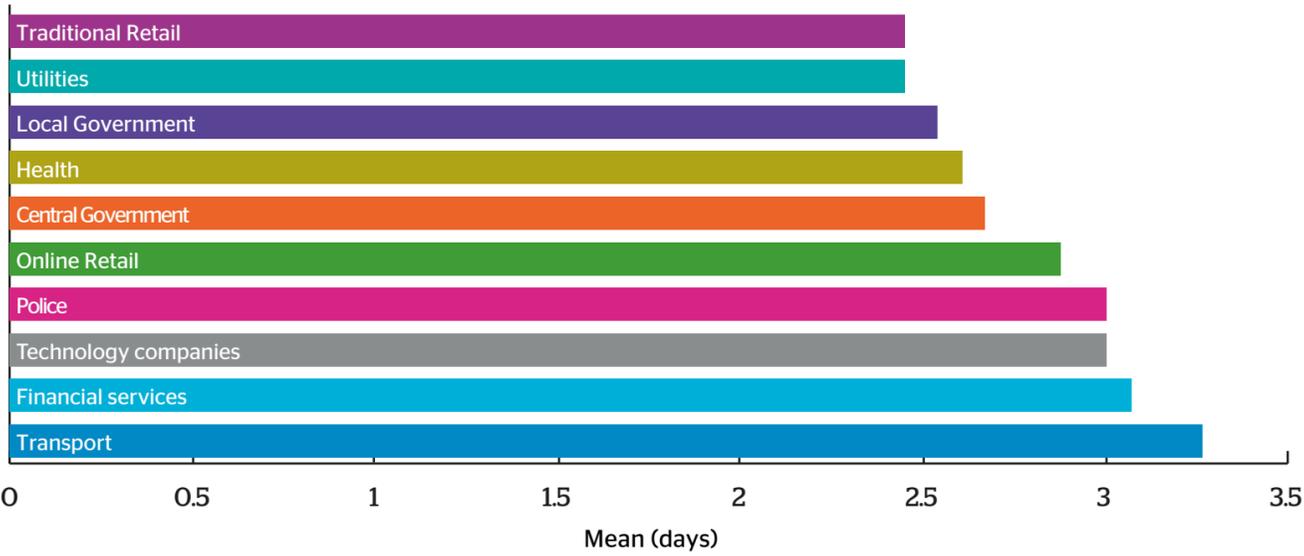


would like the digital service to **make things faster** for them



want the option to **earn discounts** or **loyalty** benefits

Consumers want Traditional Retailers to update their Digital services more regularly than other sectors:



Age is not a barrier to digital adoption



willingness to embrace digital is equal across all age groups

Across the board, willingness to use digital is **equally present among 55 year olds and under 25 year olds**

What makes consumers avoid Digital services?

