

# 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

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

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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)

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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

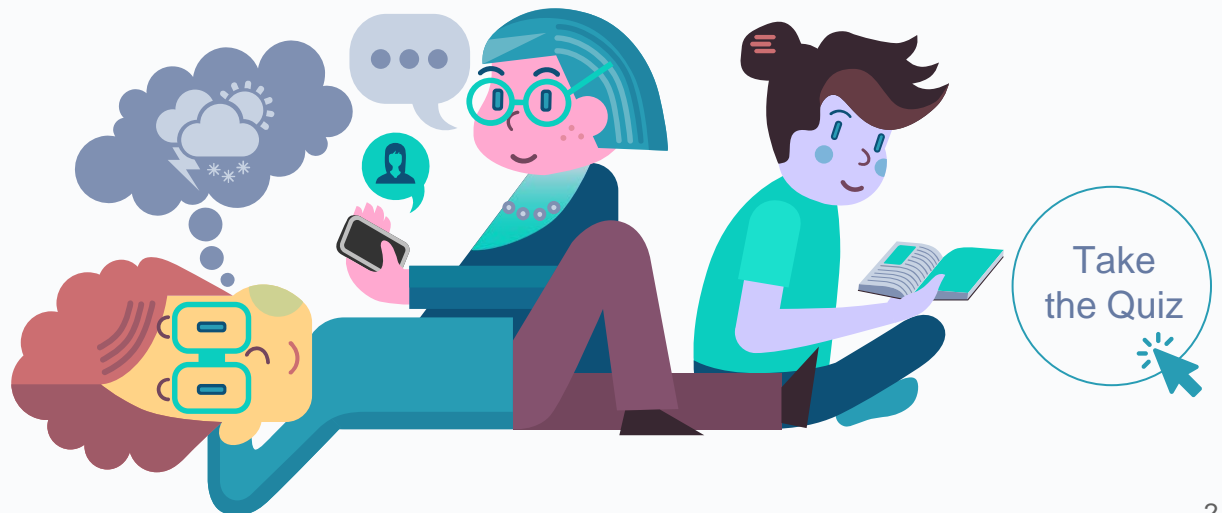
- While the internet can be a fun place to be, it doesn't dominate the lives of the Laidback Lui digital family
- They may not be the first to get the latest phone or gizmo, but will happily go with the flow if the product seems useful

## 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



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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



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# 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  
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