

# PERSPECTIVE SERIES: CONNECTED NATION

## THE HYPER-CONNECTED NATION

What are the public expecting from Government digital delivery?



### Average of 3 devices

The average UK citizen has 3 web-connected devices in addition to a PC/laptop the most common being:<sup>1</sup>



### How do citizens feel about connectivity<sup>1</sup>

**77%** describe their home internet connection as essential. Frustrated, angry, annoyed, lost are the most common descriptors of how they felt the last time they lost it.

**86%** say technology has made them feel more connected with the world around them.

### The public want more online

41% of the UK population interacted online with public authorities in the last 12 months.<sup>1</sup>

77% citizens want to manage all or most of their Government services online including:<sup>2</sup>

- Taxation 50%
- Pensions & benefits 43%
- Employment services 41%
- Voting 40%
- Health services 37%
- Education 33%

Virtually all (93%) have a desire to manage local Government services online including:

- Book a doctor's appointment 74%
- Report issues in the community (e.g. graffiti/anti-social behaviour) 63%
- Access medical test results 56%
- Report a crime 48%

### 3 top tips

**1**  
Seamless physical and online services  
Government online platforms should work together with offline services enabling a smoother journey for citizens.

**2**  
The citizen is the consumer  
Government digital services should be user-friendly and built with the citizen at front of mind.

**3**  
Security is paramount  
Keeping all government digital channels secure is essential to keep your citizens' and organisations' data safe from identity theft and cyber attacks.

#### SOURCES

1. OFCOM ([www.ofcom.org.uk](http://www.ofcom.org.uk))
2. Connected Nation  
Delivering digital Government to the citizen