

# Digital Lives of Consumers - UK - 2022

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## This report looks at the following areas:

- The amount of time consumers are spending online and on what devices, ownership of smartphone by age
- Activities undertaken on desktop, tablet and laptop computers
- Competitive strategies of technology companies
- Digital communication methods consumers use to interact with friends, family and brands and businesses
- Security methods consumers are most comfortable using
- Consumers' attitudes and behaviours towards digital interactions and technology

35% of all consumers think "it's easier to find like-minded people online than in real life", a figure that rises to 56% of Generation Z. Lockdowns increased the importance of online connections and provided a way for consumers to link up around shared interests. It reflects how important the digital realm is for younger consumers, whose social and digital interactions are formed and nurtured in the online space.

Inflation is likely to put pressure on consumers' ability to afford expensive technology purchases, while some may postpone planned upgrades or replacements of items such as smartphones. Some consolidation of multiple video streaming services may also occur as consumers look to balance budgets. It will be crucial for brands to highlight the value that products can add to the lifestyles of consumers in order to avoid being squeezed out.

38% of 16-24s have "...been a victim or target of online abuse or harassment". The amount of time spent online by young people puts them at increased risk and brands will need to ensure online spaces are safe for everyone to enjoy. Failing to do so will see them face greater scrutiny and backlash from consumers.

57% of consumers think it's "important to stick up for what you believe in online" and are becoming ever more demanding of brands that align with their values. For technology brands and those operating in the digital space, it is essential



"The online space provides opportunities for consumers to find their identity and form communities, which will increase as brands focus on building a presence in metaverses. However, ensuring that such places are safe and respectful for communities will be vital to their long-term success."

– Joe Birch, Consumer Technology Analyst, March 2022

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to clearly demonstrate how you align with the values and what is being done to make the world a better place.

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