

The Plug-in.

INSIGHTS INTO BUSHFIRES & CLIMATE CHANGE

COTA SA's social enterprise The Plug-in, is a specialist market insights operation which connects older people with business, industry and researchers. We give older people an influential voice and enable clients to innovate and improve products, services and policies for the growing 50+ market.



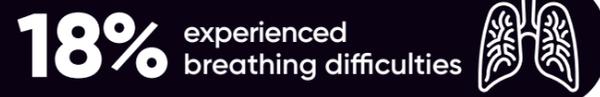
BUSHFIRES & CLIMATE CHANGE



The recent bushfire crisis has pushed natural disasters and the environment to the top of many South Australians' minds. The Plug-in and COTA SA want to ensure that older Australians are being heard so The Plug-in conducted a survey to find out how people aged 50+ were feeling.

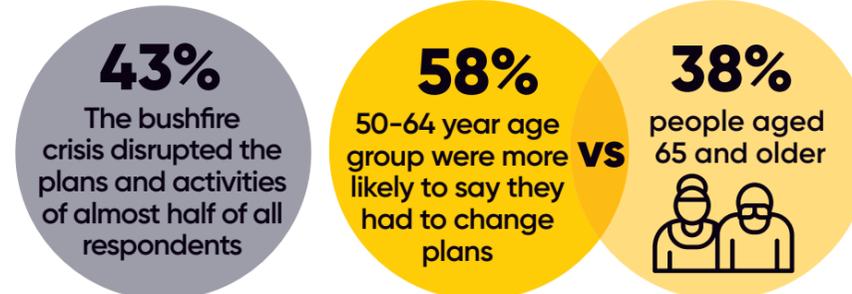
DIRECT IMPACT:

36% of respondents were impacted directly.



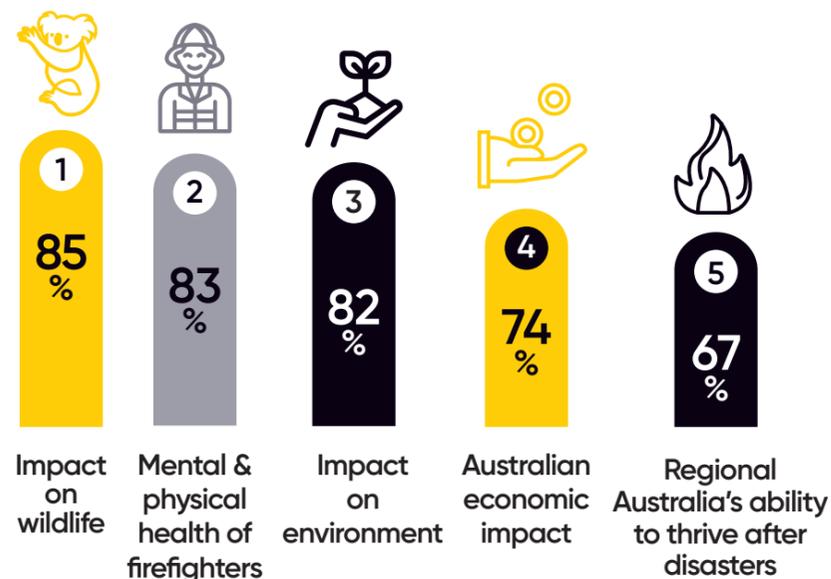
INDIRECT IMPACT:

What further effects, if any, did the bushfires have?

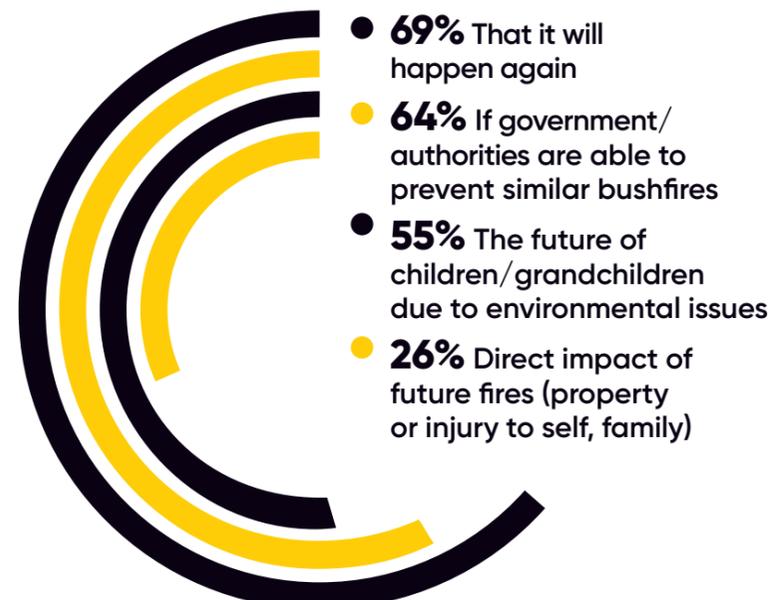


CONCERNS:

RESPONDENTS' BIGGEST CONCERNS NOW



RESPONDENTS' CONCERNS ABOUT THE FUTURE



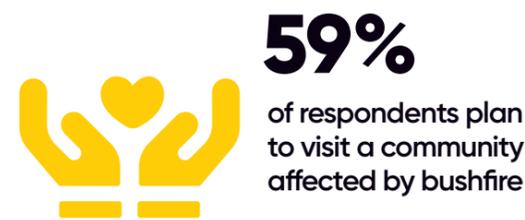
ACTIONS:

Respondents are overwhelmingly community-minded



78% have already donated or fundraised for the bushfires crisis

IN THE NEXT 6 MONTHS



CONNECT WITH US!

If you're an individual over 50, we invite you to join our community of "Influencers" to have your say and share your valuable insights - it's free and simple to register! If you're from an organisation that wants to understand your customers at a deeper level, then connect with us - we are ready to partner with you.



The Plug-in.

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Source: Based on responses to an online survey conducted by The Plug-in from February 4 to March 4, 2020. The survey was open to everyone and represents a diverse community of South Australians over the age of 50. Includes questions where respondents could select more than one response therefore answers may add up to more than 100%.