

# The Plug-in.

## INSIGHTS INTO TECHNOLOGY USE AND VIEWS

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.



### TECHNOLOGY



The Plug-in wanted to hear about the different views and uses of technology amongst South Australians aged 50+.



**96%** of respondents are using the internet on a daily basis

**82%**

say technology has made life better overall



**78%** are concerned about security of personal information

### MOST COMMON TECHNOLOGY USED:



**99%** Computer (laptop or desktop)



**87%** Mobile Phone (smart phone)



**73%** Tablet (eg. iPad, Kindle)



**69%** Apps (eg Uber, games)



**60%** Digital Radio



**58%** GPS or navigation tool in car

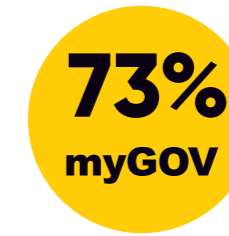


**57%** Smart TV (connected to internet)

### ADMINISTRATION & PURCHASES



**90%** Banking & Paying Bills



**73%** Govt. Services (eg. MyGov, Centrelink, My Aged Care)



**83%** of respondents have used online shopping



**23%** have used Uber or other transport apps

### MAIN USES OF THE INTERNET:

#### COMMUNICATING & SOCIAL USES



**97%** Emailing

**51%**

**f** Social Media (including photo sharing)

**35%**



**Group Chat** (whatsapp/Messenger)

#### INFORMATION & ENTERTAINMENT

**96%**

Looking for information

**82%**

Reading news & weather

**49%**

Entertainment (eg. streaming TV, movies, games)

**32%**

Reading books & magazines

### 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.

Powered by  
**COTA**  
SOUTH AUSTRALIA

P: 08 8224 5526 | E: connect@theplugin.com.au

Visit: [theplugin.com.au](http://theplugin.com.au)

Source: Based on responses to an online survey conducted by The Plug-in from February 12 to March 4, 2020. The survey was open to everyone and represents a diverse community of South Australians over the age of 50 who access the Internet. Includes questions where respondents could select more than one response therefore answers may add up to more than 100%.