

The Plug-in.

INSIGHTS INTO CORONAVIRUS (COVID-19)

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.



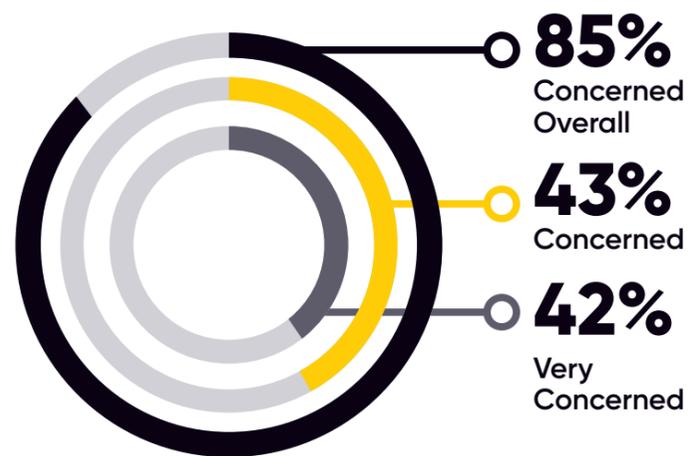
COVID-19



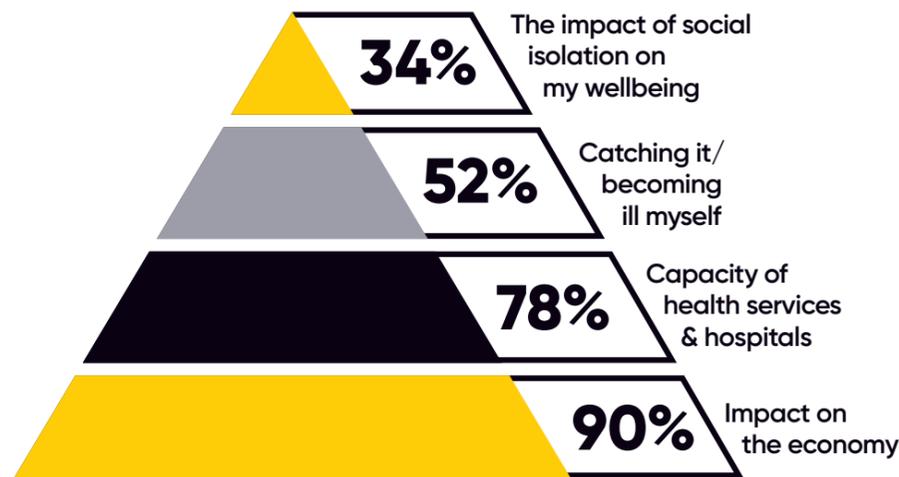
To ensure that older Australians are being heard during this difficult time The Plug-in conducted a survey to hear people's thoughts about the COVID-19 crisis, including the impact of the crisis and how people feel about the precautions being put in place to manage the situation.

CONCERNS:

Concern about COVID-19 is high:



South Australians 50+ are overwhelmingly community-minded in the areas they are most concerned about.

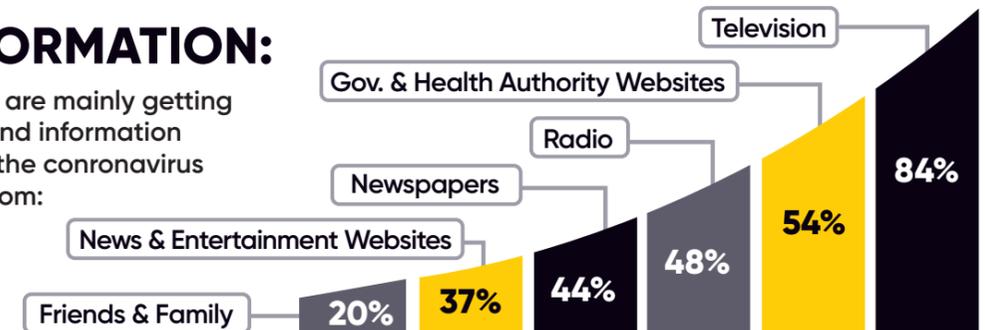


STRONGLY SUPPORTIVE OF THE GOVERNMENT MEASURES INTRODUCED



INFORMATION:

People are mainly getting news and information about the coronavirus crisis from:



TAKING ACTION:

Precautions and actions respondents are taking in addition to the Government's social and community guidelines.



“ Had cancer, but this may affect my family's health. More frightened for my family ”

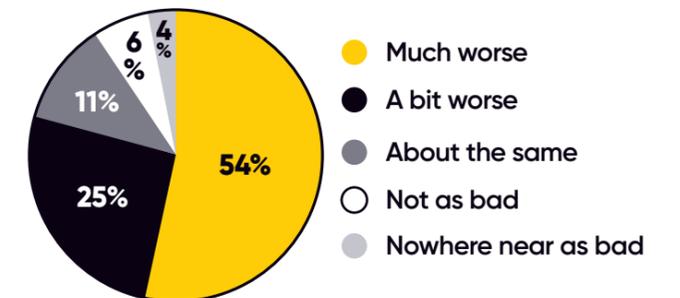
“ I feel that I may die as a result of this pandemic which is very annoying since I want to live another 10 years! ”

“ Most other crises I have experienced have had some element I could control, and this one I feel I have no control, beyond shutting myself away and refusing all visitors to my house, including family ”

“ In previous 'challenges' WW2, Financial melt-down etc people worked together to overcome difficulties. I'm saddened and disappointed at the selfish actions of hoarders ”

EXPERIENCE:

South Australians told us how they feel the coronavirus compares to other challenges they have experienced or witnessed.



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.



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Source: Based on responses to an online survey conducted by The Plug-in from March 19-31, 2020. The survey 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%