



Research: Consumers spending on technology they can't use

Galaxy Report reveals home owners wasting money on duplicate technologies

Sydney, Australia – 3 April 2008 – A new report by Galaxy Research titled *The gizmo Household Technology Study* has revealed that Australians are increasingly spending their hard earned income on technology they don't know how to use. Moreover, two-thirds of the Australians surveyed (67%) admitted to putting up with technology they believed was not performing.

According to the study – commissioned by Australian-owned services provider gizmo – Australia's relentless appetite for new technology is tempered by the inability of consumers to use many of the features contained in items they buy.

The survey revealed the most common complaints about consumer technology to be:

- Hardware is slow to boot up (35%);
- Frequent pop-ups and error messages (25%);
- Not sharing devices such as printers or modems across multiple PCs (22%);
- Old or broken equipment (19%);
- Not being able to play music through a home stereo (16%); and
- Losing digital files like photos (3%).

Many Australians also admitted to not knowing how to fix minor problems when they occur.

“Consumers are buying up big on new technology, but many are struggling to get the most out of these investments,” said Brett Chenoweth, CEO gizmo. “In fact, the computer skills of many Australians are lagging between five and ten years behind the technology features they have in their homes.”

“Whether it's setting up shared iTunes libraries, networking file and print sharing, setting up a wireless network, or backing up precious documents and photos, many Australians are just not able to integrate technology in their homes.”



By failing to integrate, the report showed that Australians are duplicating the technologies they use at home. For example, seven in ten of Australians surveyed have two or more computers in their household, implying that there are large numbers of people who could create a household network without purchasing extra equipment. However, 40% of those surveyed with two or more computers did not have file sharing enabled, and 18% admitted that not all computers had access to the internet.

Moreover, 11% of surveyed Australians admitted to paying for two or more internet connections, when a networked house would allow all computers to share a single connection.

Similarly, one in three Australians surveyed (36%) have two or more printers in their household, yet almost half of these (46%) are not able to print from all computers to all printers, without the time consuming process of swapping files or cables.

According to Chenoweth, "Consumers are struggling to make sense of the constant technical evolution. Many are just buying the latest technology because they are captivated by a few key features, not realising those features might already exist in their homes."

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About gizmo

Whether it's over the phone or we come to your home, gizmo provides Australian consumers with a range of support services that help them make the most out of their technology purchases. Australian-owned gizmo gets computers, gadgets and other technologies. And we use our expertise to help Australians gain greater enjoyment from their technology.

Gizmo's services are available from 8am to 10pm weekdays and 9am to 6pm on weekends. For more information or for gizmo service, please visit www.gizmo.com.au or call 1300 275 449.

About *The gizmo Household Technology Study Report*

gizmo commissioned Galaxy Research to develop *The gizmo Household Technology Study Report*. 514 interviews were conducted online between Thursday, 28 February and Monday, 3 March 2008. Respondents were aged between 18-64 years.

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