MINISTRY OF SOCIAL DEVELOPMENT
TE MANATŪ WHAKAHIATO ORA

15 FEB 2021

On 13 January 2021, you emailed the Ministry of Social Development (the Ministry) requesting, under the Official Information Act 1982, the following information:

1. *Average daily usage of the SuperGold website in the weeks between January 1st 2020 and 31st December 2020.*
2. *Average daily usage of the SuperGold mobile app in the weeks between January 1st 2020 and 31st December 2020.*
3. *Cumulative app download growth by month between January 2020 and December 2020.*
4. *"SuperGold Digital Experience Updates" from Feb 2020 to December 2020.*

The SuperGold Card is provided to seniors and veterans. The card provides access to discounts and offers from a wide range of businesses, government funded free off-peak public transport concessions, and services and discounts from local councils.

An increasing number of seniors own, and regularly use devices with internet access. As such, the Ministry is developing digital channels for SuperGold through a dedicated application (app) and website to allow seniors ease of access to information about their SuperGold card.

In response to questions one to four of your request, please find enclosed the following Appendix One. Question four has been interpreted as information on App update releases:

- **Table One** shows the average number of daily users for the SuperGold website, for each week between 1 January 2020 and 31 December 2020.
- **Table Two** shows the SuperGold Mobile App average number of daily users, for each week between 1 January 2020 and 31 December 2020.
- **Graph One** shows the SuperGold App downloads between 1 January 2020 and 31 December 2020.
- **Graph Two** shows the SuperGold App cumulative downloads between 1 January 2020 and 31 December 2020.
- **Table Three** shows the SuperGold App updates from February 2020 to December 2020.

The principles and purposes of the Official Information Act 1982 under which you made your request are:

- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public. The Ministry will do this by publishing this letter and attachments on the Ministry of Social Development's website. Your personal details will be deleted, and the Ministry will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response with us, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with this response regarding the SuperGold Mobile App and Website, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

Yours sincerely

Karen Bishop
Group General Manager, Client Experience and Design

Appendix One:

Table One: SuperGold Website average number of users per day, for each week between 1 January 2020 and 31 December 2020.

SuperGold Website average users		
Weeks	**Dates**	**Users per day**
1	1 – 4 January 2020	1027
2	5 – 11 January 2020	1369
3	12 – 18 January 2020	1051
4	19 – 25 January 2020	964
5	26 January – 1 February 2020	872
6	2 – 8 February 2020	1176
7	9 – 15 February 2020	3630
8	16 – 22 February 2020	1165
9	23 – 29 February 2020	1978
10	1 – 7 March 2020	819
11	8 – 14 March 2020	6126
12	15 – 21 March 2020	1258
13	22 – 28 March 2020	779
14	29 March 2020 – 4 April 2020	1405
16	5 – 11 April 2020	589
17	12 – 18 April 2020	565
18	19 – 25 April 2020	449
19	26 April – 2 May 2020	1431
20	3 – 9 May 2020	853
21	10 – 16 May 2020	681
22	17 – 23 May 2020	641
23	24 - 30 May 2020	709
24	31 May – 6 June 2020	3989
25	7 – 13 June 2020	1029
26	14 – 20 June 2020	848
27	21 – 27 June 2020	835
28	28 – 30 June 2020	856
29	1 – 4 July 2020	763
30	5 – 11 July 2020	792
31	12 – 18 July 2020	9668
32	19 – 25 July 2020	1683
33	26 July 2020 – 1 August 2020	1257
34	2 – 8 August 2020	4074
35	9 – 15 August 2020	1086
36	16 – 22 August 2020	871
37	23 – 29 August 2020	860
38	30 August – 5 September 2020	802
39	6 – 12 September 2020	794
40	13 – 19 September 2020	8071
41	20 – 26 September 2020	1267
42	27 – 29 September 2020	1028

SuperGold Website average users		
Weeks	**Dates**	**Users per day**
43	1 – 3 October 2020	5601
44	4 – 10 October 2020	1285
45	11 – 17 October 2020	918
46	18 – 24 October 2020	3103
47	25 – 31 October 2020	900
48	1 – 7 November 2020	2364
49	8 – 14 November 2020	2065
50	15 – 21 November 2020	11718
51	22 – 28 November 2020	2686
52	29 November – 5 December 2020	3934
53	6 – 12 December 2020	1179
54	13 – 19 December 2020	943
55	20 – 26 December 2020	738
56	27 – 31 December 2020	842

Table Two: SuperGold Mobile App average number of users per day, for each week between 1 January 2020 and 31 December 2020.
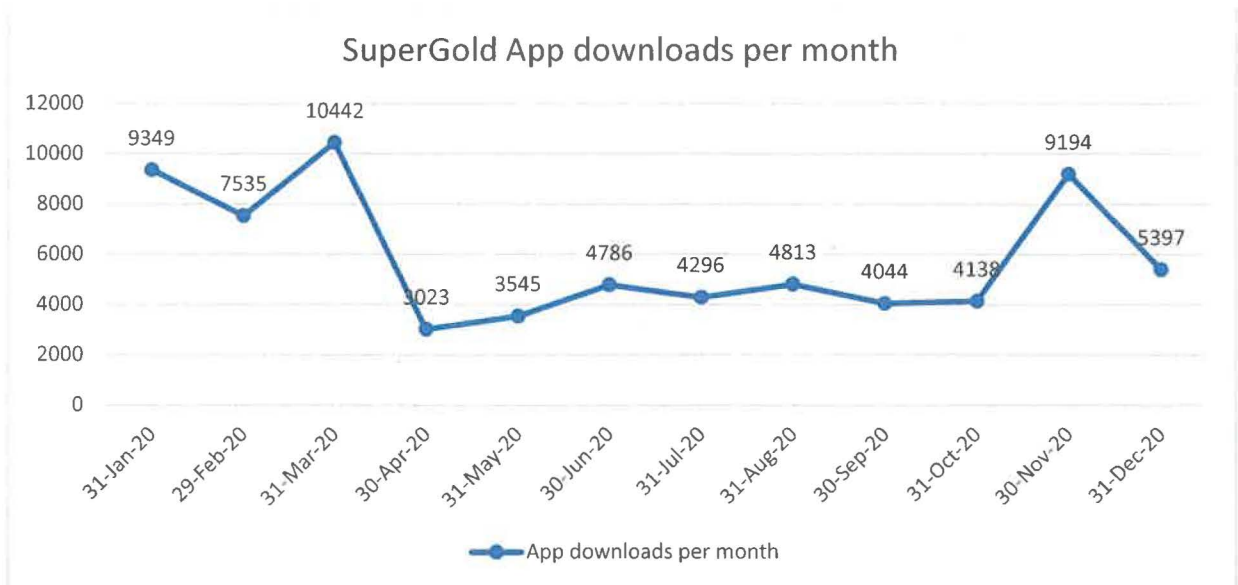
SuperGold Mobile App average users		
Weeks	**Dates**	**Users per day**
1	1 – 4 January 2020	1649
2	5 – 11 January 2020	1753
3	12 – 18 January 2020	1632
4	19 – 25 January 2020	1604
5	26 January – 1 February 2020	1616
6	2 – 8 February 2020	1756
7	9 – 15 February 2020	1558
8	16 – 22 February 2020	1513
9	23 – 29 February 2020	1389
10	1 – 7 March 2020	1424
11	8 – 14 March 2020	2706
12	15 – 21 March 2020	1840
13	22 – 28 March 2020	1562
14	29 March 2020 – 4 April 2020	2624
15	1 – 4 April 2020	1323
16	5 – 11 April 2020	1174
17	12 – 18 April 2020	1151
18	19 – 25 April 2020	1067
19	26 April – 2 May 2020	1109
20	3 – 9 May 2020	1080
21	10 – 16 May 2020	1153
22	17 – 23 May 2020	1175
23	24 - 30 May 2020	1204
24	31 May – 6 June 2020	1552
25	7 – 13 June 2020	1225

SuperGold Mobile App average users		
Weeks	**Dates**	**Users per day**
26	14 – 20 June 2020	1183
27	21 – 27 June 2020	1184
28	28 – 30 June 2020	1213
29	1 – 4 July 2020	1148
30	5 – 11 July 2020	1150
31	12 – 18 July 2020	1431
32	19 – 25 July 2020	1061
33	26 July 2020 – 1 August 2020	1136
34	2 – 8 August 2020	1407
35	9 – 15 August 2020	1282
36	16 – 22 August 2020	1325
37	23 – 29 August 2020	1317
38	30 August – 5 September 2020	1320
39	6 – 12 September 2020	1341
40	13 – 19 September 2020	1403
41	20 – 26 September 2020	1246
42	27 – 30 September 2020	1240
43	1 – 3 October 2020	1361
44	4 – 10 October 2020	1185
45	11 – 17 October 2020	1147
46	18 – 24 October 2020	1692
47	25 – 31 October 2020	1265
48	1 – 7 November 2020	1505
49	8 – 14 November 2020	1487
50	15 – 21 November 2020	1684
51	22 – 28 November 2020	1862
52	29 November – 5 December 2020	2892
53	6 – 12 December 2020	1682
54	13 – 19 December 2020	1428
55	20 – 26 December 2020	1331
56	27 – 31 December 2020	1369

Notes:

- Increased traffic from clients to the SuperGold website and app during certain weeks can be attributed to an eNewsletter campaign that contained SuperGold offers throughout the year.
- This is a count of logins, not distinct clients. A client may have logged into the website or app multiple times over a day.

Graph One: SuperGold App download growth by month between January 2020 and December 2020.

SuperGold App downloads per month

Notes:

- The reduction of app downloads between March 2020 and April 2020, was a direct result of the impact of COVID-19.

Graph Two: SuperGold App cumulative growth by month between January 2020 and December 2020.
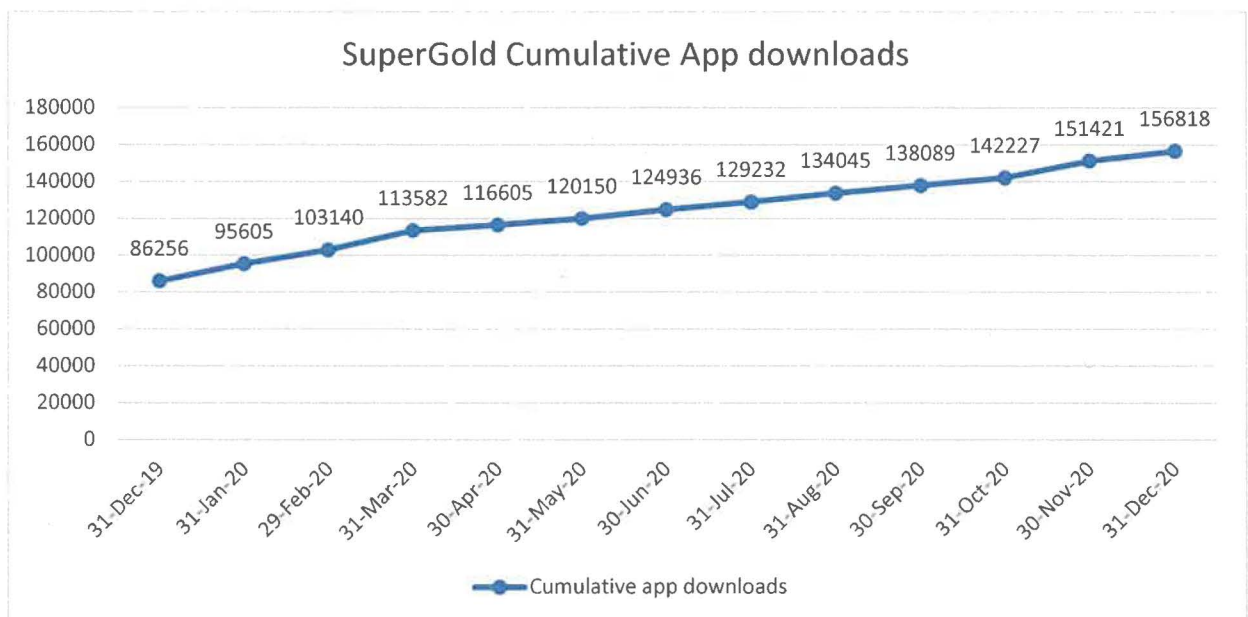
SuperGold Cumulative App downloads

Table Three: SuperGold App updates from February 2020 to December 2020

App release version	Date
1.6	20 February 2020
1.65	24 March 2020
1.7	4 June 2020
1.8	10 September 2020
1.9/1.10	21 October 2020