

Saga / Populus Panel Results Summary December 2011

**Populus interviewed 10,332
Saga customers, all aged
50+, online between 16 and
21 December 2011. Populus
is a member of the British
Polling Council and abides
by its rules; for more
information see
www.populus.co.uk .**

Air Travel

- Long queues to check in and long queues to get through security top the list of air travel dislikes. 29% said the thing they most disliked was queuing to check in, while 27% said the same about queues at security.
- More than two thirds - 68% - agreed that “queues for security checks when travelling or for passport control when I get back from holiday are too long” and fewer than one-in-ten disagreed with this statement. Amongst older participants, those aged over 70, agreement with the statement increased to 73%.
- There was little consensus, however, on whether the queues provided particularly onerous for those aged over 50. 41% agreed that not enough arrangements were made to help the over 50s, 35% neither agreed nor disagreed, and 16% disagreed.
- More than half - 52% - supported “special priority facilities for over 50s in security checks and passport control so older travellers do not have to stand in queues for too”. Support for the priority facilities increased with age; from 43% amongst those aged 50-54 to 66% amongst those aged over 75.

Benefits

- Participants assigned considerable importance to all the benefits tested: 97% described free prescriptions as important, 95% said the same about free eye tests, 90% regarded winter fuel payments as important, and 87% thought so of free bus passes. Even the ‘least important’ benefit – free TV licences – was seen as important by more than three quarters (77%) of participants.
- Three quarters of participants believed it was “right” that winter fuel allowances were given to all pensioners, with the most common explanation for this belief being that doing so minimised administration costs.

- Two thirds, 67%, oppose the Liberal Democrat's suggestion that universal benefits should begin to be means-tested. Around one-in-five (22%) supported the initiative.

Older People

- Just one-in-ten (11%) of those who took the survey said they felt 'old'. Even amongst the oldest group of respondents, those aged of 75, only 27% regarded themselves as old.
- More than half, 55%, of those interviewed support the introduction of a Cabinet-level Minister for Older People. A third, 33%, oppose the introduction.
- In regards to the introduction of 'Silverline' – a helpline to report mistreatment at the hands of carers or care homes – 62% believed such a service would help to protect vulnerable people. 41% believed such a service would drive improvements in the quality of care amongst professional homecare providers, and a smaller number - 20% - said the same of care provided by family members.
- Just 6% feared that the introduction of a 'Silverline' service "would destabilise relationships between carers and their loved ones or clients."

Shelter

- The most common house size for Saga panellists is 3 bedrooms, with 45% of participants having 3 bedrooms. 29% had 4 bedrooms, and 17% had 2 bedrooms.
- More than three-quarters, 77%, of participants feel their house is the right size. Just 14% felt it was too big, and 8% felt their house was too small for their needs.
- Being close to shops, services and transport links was seen as the most important neighbourhood factor when considering moving home. 62% said it was an important neighbourhood factor, compared to 42% who prioritised somewhere safe and secure, and the 36% who wanted to be close to friends and family.
- Looking at property features, being well insulated and easy-to-heat was seen as most important and more than half (54%) described this as important if looking to move house. 44% described having a garden or other outdoor space as important, and having at least one spare bedroom was seen as the third most important characteristic and was selected by 40%.
- Just 34% believed that retirement housing was a type of housing of interest to them either now or in the future, with the remainder either uninterested (47%) or not knowing enough to make a decision (19%).



- Amongst those uninterested in retirement housing, a desire to remain in their own homes was the main reason for participants having no interest in retirement housing – with 71% attributing this as a reason for their disinterest. More than half, 52%, expressed a preference to live in general housing in mixed communities.

Insurance

- 99% of participants say they have buildings insurance for their home.
- Most, 70%, expected to spend about the same on insurance in 2012 as 2011. Amongst those who think their spending will change, more plan to spend more on insurance (21%) than less (8%).

Gadgets on Holiday

- Sat Navs are the gadget most commonly taken on holiday by respondents, with 31% saying they have taken their Sat Nav on holiday in the last three years. Laptops, iPods and other MP3 players were also common holiday items, respectively taken by 28% and 26%.
- Staying in contact via e-mail is the most common reason for using portable devices whilst on holiday, with 52% saying they have either done this or would consider doing so. 31% have, or would, use a portable device to read a tour guide about their area they were on holiday in, while 29% have – or would – use portable devices for e-books.

