

Saga / Populus Panel Results, May 2011

Populus interviewed 11,289 Saga customers, all aged 50+, online between 13th and 20th May 2011. Populus is a member of the British Polling Council and abides by its rules, for more information see www.populus.co.uk.

Dental services

- One in five respondents (19%) have had difficulty in finding an NHS dentist and this is a particular problem among respondents from the South West (25% have had difficulty). Almost half of respondents (49%), however, have not had difficulties and a third (32%) haven't tried to find an NHS dentist.
- Half of Saga customers (48%) use NHS dental services and more than a third (36%) use private dental services. Younger respondents were more likely to use NHS dental services (54% of 50-54 year olds use the NHS compared with 46% of those aged 75 and over) while the over 75s were more likely than those aged 50-54 to use private dental services (41% compared with 29%).
- Dental care was viewed as extremely important (a rating of 10) by half of respondents (50%). A further 30% rated dental care as 8 or 9 in terms of importance. Only 1% rated dental care as 0 – not at all important.
- One in ten Saga customers (11%) have had Cosmetic Dental Treatment (such as teeth whitening and teeth straightening). Women and respondents aged 50-54 were more likely than men and those over 75 to have had treatment (16% and 15% compared with 8% and 5% respectively).
- The majority of Saga customers (58%) visit the dentist twice a year. 7% do not visit the dentist at all and this figure was particularly high among men (9% compared with 5% of women).
- Respondents felt that, of the options given, a local, independent dentist was the most trustworthy - awarding it an average trust score of 7.45 compared with 7.21 for the NHS. A dentist affiliated to Saga was seen as the third most trustworthy (6.64) ahead of a dentist part of a large health linked organisation like Boots or BUPA (6.33) and a dental scheme offered from a Supermarket (4.73).

Mobile devices

- Three quarters of Saga customers (76%) do not own any mobile devices such as iPads or Android phones and this figure rose to 84% of those aged over 75. 21% of respondents own a smart phone and 5% own a tablet (eg. iPad). 7% of respondents own an iPhone making it the most popular mobile device.
- Of the 21% of respondents who own a smart phone, 67% use it to access the internet, 39% use it to download Apps. Of those who own a tablet (5% of total), three quarters (76%) use it to access the internet and 60% use it to download Apps. More than a third (38%) of these Saga customers with a mobile device would be interested in a free discounts app and 32% would be interested in a free puzzles app.
- Of the majority of Saga customers (76%) who do not own a mobile device, only 10% expect to buy one or receive one as a present this year and 7% don't know what these devices are.
- More than a third (36%) of respondents use Facebook and this figure was particularly high among women (44% compared with 30% of men). Younger respondents, too, were more likely to use Facebook than older respondents (47% of those aged 50-54 use Facebook compared with just 23% of those aged 75 and over).

Retirement

- When asked about how much Government should fund care in later life, 42% of Saga customers believed that 100% should be funded by the Government and a further 27% believed that 75% should be funded by the Government.
- The majority of respondents (58%) also agreed that everyone should be entitled to some funding for their care needs while 32% agreed that Government should fully fund care for all later in life.
- If Saga customers had to sell their house in order to pay for long-term care, half (49%) felt that it would be unfair to have to use the value of their house to cover their care needs and 39% felt that they would be disappointed if they could not leave their house to my children or relatives.
- 14% of respondents currently care for older relatives. Women were more likely to do this than men (17% compared with 13% of men). Women were also more likely than men to care for younger relatives (10% compared with 7%).
- 40% of respondents believe the word 'pension' is generally perceived negatively - roughly the same number as those who believe it is perceived positively (38%). Older respondents such as the over 75s were more likely to believe it was perceived positively than 50-54 year olds (55% compared with 29%).
- Of the new names for 'pensions', the most popular (favoured by 7%) was 'Retirement Rescue Fund'. Three quarters of Saga customers (76%), however, said that none of the new names would encourage people to save more in a pension fund.
- While more than a third of respondents (39%) would support a national monthly £1 million prize for those who save into pensions, a similar number (38%) would oppose it. The number of those that would oppose it was higher among the over 75s (42%) than the 50-54 year olds (29%).

Cutting back

- A third of respondents (34%) are cutting down to conserve their money in case the economy gets worse and 26% feel it is right to cut back in the current economic times. A quarter (25%) have cut back because they are worried about inflation and a similar number (25%) have cut back because prices have gone up so much they cannot afford things that they used to buy.
- A third of Saga customers (34%) have not cut back on their spending and this figure was much higher among men (39%) than among women (25%).
- Most respondents (54%) would like to see the introduction of tax relief on private medical insurance premiums for those aged 65 and over.

Crime

- Two thirds of Saga customers (65%) agreed that there would be less crime if we made more use of prisons and less use of community sentences and support for this stance was higher among men than women (70% compared with 57%).