Populus Polling Summary

Saga / Populus Panel
August 2013

Populus interviewed 11,729 Saga customers, all aged 50+, online between 14 and 22 August 2013. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk

Feeling under the weather

- A quarter (25%) of Saga respondents have not felt ill or under the weather at all in the last twelve months. Men are more likely than women to say they have not felt ill (29% compared to 19%).
  - 17% of respondents have felt ill once in the last 12 months
  - Just under one-third (30%) have felt under the weather a couple of times in the last year
  - 4% have felt ill constantly over the last 12 months. This rises to one-tenth (9%) of respondents from the DE social class.
- Only 8% of Saga respondents have had an operation in the last year, with major surgery more common for older members. One-fifth (20%) of those aged 80-89 have had an operation, as have one-tenth (10%) of those aged 70-79.
  - Cataract operations are the most common for those aged 80-89 (9%).
- In the event that a Saga member were to require care in the future, 87% say they would prefer to receive this care in their own home; only 8% say they would like to move into a residential care home.

GP visits

- Half (50%) of Saga members have visited their GP in the last 12 months as a result of a new illness. Two-thirds (64%) have seen their GP at least once in the last 12 months regarding an ongoing illness or condition.

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- When asked what would prompt a visit to their GP, blood in urine (82%) and stool (79%) are the most common concerns. Severe pain (76%) and 'new lumps' (69%) would prompt respondents to go to the GP.
- Three-quarters (73%) would visit their GP if they felt ill, however, only 6% would visit the GP after 1-3 days of illness. Respondents are most likely to visit their GP after 5 or more days of felling ill. 47% of respondents would visit their GP if they felt ill for more than 5 days.

Knowledge of Symptoms

Which of the following conditions, if any, do you think you know the symptoms of?

	Total	Male	Female
Arthritis	69%	64%	75%
Bowel cancer	62%	55%	72%
Skin Cancer	62%	54%	71%
Dementia	55%	49%	64%
Breast cancer	50%	25%	82%
Prostate cancer	47%	59%	33%
Lung cancer	43%	37%	51%
Osteoporosis	34%	22%	48%
Cervical cancer	18%	5%	34%
None of the above	10%	14%	5%

- Women are generally more aware than men of the symptoms of the conditions mentioned above.
- The most common source of knowledge about the conditions mentioned was through government health awareness campaigns (54%).
  - Two-thirds have seen government health awareness campaigns for bowel cancer (66%) and lung cancer (62%).
- Having a friend (34%) or a family member (23%) who had been affected by the illness are commonly cited reasons for respondents knowing the symptoms of illness.
  - 44% know of the symptoms of breast cancer by having a friend who had been affected by the illness.
  - Respondents know about the symptoms of Arthritis (55%) and Dementia (52%) through family members who had been affected by the illness.

Day to day / weekly health

- One-sixth (16%) of Saga members exercise five times per week, 22% three or four times a week and 17% once or twice a week for more than 30 minutes per session.
  - The most active respondents, exercising more than five times a week, for 30 minutes or more, are from the South West, East Midlands and East Anglia (17% respectively) and Scotland (18%).
- One-fifth (20%) claim to eat their 'five-a-day', 22% say they eat more than five portions of fruit and vegetables per day.
  - Women are more likely than men to eat more than five portions of fruit and veg per day (27% compared to 18%).
  - Respondents in London, the South West and East Anglia eat the most fruit and veg. One quarter (26%) say they eat more than five portions per day.
- The majority of Saga members do not smoke regularly: 93% have not smoked a cigarette or cigar in the last week.
  - Younger respondents are more likely to have smoked in the last week: 12% of respondents aged 50-59 had smoked in the last week, compared to 4% of those aged 70-79 and 2% of 80-89 year olds.
- The most common number of units of alcohol to drink per week is between 5 and 10. One-fifth (18%) of respondents said they would drink this amount. However, the same amount (18%) said they would drink none.
  - Women are less likely to consume alcohol, a quarter (25%) said they drink no units of alcohol, compared to 13% of men. 19% of male respondents drink over 20 units per week, compared to 4% of women.
  - 12% of Saga members claim to drink over 20 units of alcohol in one week, 9% drink between 10 and 15 units, 7% drink between 15 and 20 units per week.

Retirement activities

- Three-quarters (77%) of Saga members interviewed in this round of polling are retired.

Which, if any, of the following activities did you do in your first year of retirement?

Retirement activity	Total
Went on a holiday	60%
Relaxed	49%
DIY around my house	42%
Exercised more	37%

Started volunteering for a charity/ organisation	26%
Took up a new activity/ hobby	25%
Bought a new car	22%
Redecorated my house	20%
Got a part time job	17%
Travelled the world	13%
Enrolled in a college and took a course	12%
Moved home	12%
Took up a new sport	6%
Bought a pet	4%
Other	13%
None of these	4%

- Men are more likely to partake in home improvements, 53% of men said they did DIY around the home compared to only 28% of women. Women are more likely to start volunteering for a charity; a third (30%) said they had done this in their first year of retirement compared to 23% of men.
- Since retiring 53% read more, 50% travel more, 48% spend more time with family and friends and 36% exercise more.
- 22% of respondents were taught an activity or skill by a grandparent.
  - Of those who were taught a skill, and who also have grandchildren, 46% have passed on this skill to their grandchildren. This rises to 49% of those who are also retired.

Divorce

- One-third (30%) of Saga members have been divorced. Divorce is more common in younger respondents; only 12% of 80-89 year olds had ever been divorced, compared to 38% of 50-59 year olds and 31% of 60-69 year olds.
  - A quarter (26%) of these were divorced when they were aged 25-34 or 45-55, one-third (33%) got divorced when they were aged 35-44.
- One-third (30%) say they got divorced because their partner met someone else, 17% say they grew out of each other, and 10% say they themselves met someone else.