

Saga / Populus Panel

25 January 2013

Populus interviewed 8,989 Saga customers, all aged 50+, online between 18-24 January 2013. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

Standard of living

- When asked whether their standing of living has changed over the last 12 months, more than a quarter of Saga members (27%) said it has got worse (rising to 47% of DEs) while less than a tenth (9%) said it has improved. A majority of two-thirds (64%) said it has stayed the same.
- Happiness amongst Saga members is largely the same as a year ago: six-in-ten (60%) felt “about as happy as I was” 12 months ago, a fifth felt happier (19%) and a fifth less happy (21%).
- Nearly three-in-ten members reported feeling less healthy (28%) compared to last year. This rose to 39% of those 75 years old or over and 36% of DEs. Most member felt about the same health-wise (56%) and a small minority (14%) felt healthier.

Q. Which, if any, of the following have become a greater concern to you over the last year?

Cost of living	58%
Interest rates	41%
My savings income	39%
My retirement income	30%
My current/future pension income	29%
My health	29%
Quality of healthcare	23%
Levels of crime	15%
Funding care needs	11%
My earnings	11%
Job security	6%
None of these	10%

- Cost of living had become a greater concern for three-in-five members (58%). A significant proportion said they are becoming more concerned about interest rates (41%), savings income (39%) and retirement income (30%).
- Those in work were more likely to say that their retirement income (42%) and their future pension (46%) were becoming greater concerns than those already in retirement (25% and 24%, respectively).
- More under-65s (38%) said they had become more concerned about their current or future pension over the last year than members 65 years and over (25%).
- More than three-in-five (63%) said external factors seen in the news had got worse over the past year, and less than one percent thought it had improved.
- Three-in-ten said their income (32%) or their health (29%) had got worse over the past year: much more than those who said either had improved (11% and 11%, respectively).
- Other social factors were more likely to have improved than got worse, such as relationships with children (13%), grandchildren (12%) or partner (10%). Furthermore, 17% said their hobbies and interests had improved over the last year (only 9% said worse).

Cost of living

- Heating was the only thing which more Saga members reported spending a greater amount on this year (23%) rather than cutting back (19%).
- More than a third (36%) said this year they had cut back on using the car and a similar proportion have cut back on eating out in pubs and restaurants (33%) and clothes (30%).
- Around a quarter have cut back on going to the cinema, theatre or renting films (23%) rather than increased (9%). A similar number had cut back on short breaks (27%).
- More than a third (68%) reported making changes in response to the rising cost of living. The most common action was to cut back on non-essential spending (45%), followed by helping children or grandchildren financially (32%) or cutting back on presents this year (31%).
- More than a quarter of those still working said they had delayed retirement in response to the rising cost of living (27%).
- A minority of 15% reported cutting back on essential spending. Of these members, 87% cut back on food, 71% cut back on fuel and transport costs, 63% cut back on heating and 57% limited spending on home maintenance.
- More than nine-in-ten Saga members thought the price of goods had gone up over the past year (95%). Most thought prices had increased by 2-4% or 4-6% (29% and 31%, respectively).



- The vast majority of members expect prices to rise again over the next 12 months (92%), with six-in-ten (60%) predicting a rise of between 2-6%.

Q. Which items do you feel have increased in price the most in recent months? Please tick the three areas.

Household services e.g. Gas, electricity and oil	74%
Groceries	72%
Car running costs including petrol	61%
Insurance	20%
Alcohol & tobacco	14%
Public Transport costs	12%
Foreign holidays	7%
Restaurants & eating out	6%
Satellite TV subscription	5%
Newspapers	4%
Clothing & footwear	4%
Telephone	3%
Holidays in the UK	3%
Entertainment - e.g. cinema, theatre	2%
Staying in hotels	2%
Housing - e.g. rent and mortgages	2%
Club memberships - e.g. golf, gym	1%
Communications	1%
Non-prescription drugs and remedies	1%
Chemists goods	1%
Prescription medicines	1%
Recreation & culture	1%
None of the above	1%

- Most Saga members had noticed essential daily costs increasing in recent months, rather than entertainment and luxury items. 74% said gas and electricity bills, 72% said groceries and 61% the cost of running the car had increased the most recently.

Health insurance and valentines story

- Seven-in-ten Saga members said they are sexually active (71%). A quarter (23%) said they have sex at least once a week, 16% once a fortnight and 14% once a month.
- Four-in-five said their sex life is less frequent compared to their sex life in their 20s and 30s (82%).
- A slightly greater number of members said they now enjoyed sex less (36%) while others said they now enjoy it more (28%). More than four-in-ten (44%) disagreed that their sex life was more boring than in their 20s and 30s.
- Three-in-five members said there is now less pressure (61%) and half said their sex life is more relaxing now (49%) compared to earlier in life.



- On average, Saga members reported having a total of 7.4 sexual partners in their lifetime. A quarter said they have had one sexual partner (24%) and further quarter said they have had two or three (23%). One-in-ten (10%) reported more than 20 sexual partners over their lifetime.
- Only 1% of sexually active Saga members have had an STI since turning 50.

Home insurance and business

- One-in-ten (10%) Saga members run their own business. Of these business-owners 79% run their business from home.
- Of the retired business-owners, 37% started their business after retirement.
- Four-in-ten Saga members who are yet to retire would consider starting a business from home in their retirement (39%). Three-in-ten said they would like to do this (29%).

Q. Which, if any, of the following best describes the business you operate?

Accountant	4%
Journalist/Writer	4%
Therapist	3%
Computer technician	3%
Gardener/Landscaper	2%
I buy and sell things on the internet	2%
Photographer	2%
Artist	1%
Financial advisor	1%
Psychologist	1%
Antiques dealer	1%
Personal trainer	1%
Cleaner	1%
Web designer	1%
Other	46%
None of the above	27%

- The type of businesses Saga members are running varies greatly, with three quarters of businesses not fitting into the categories supplied (73%).
- While very few members currently run a business buying and selling things on the internet (2%), 13% said they would consider starting and running this type of business from home.
- In terms of both business or personal use, 17% reported selling things on Ebay or Amazon (16% Ebay, 2% Amazon).



Care services

- The vast majority of Saga members said they were not receiving care services at present (97%). Two percent said they receive care in their own home.
- If members were to need care in the future, three fifths would prefer to receive care in their own home (58%). A minority of 14% would prefer care in a retirement village and 10% would prefer to receive care in sheltered accommodation.

