

Saga / Populus Panel

July 2013

Populus interviewed 11,211 Saga customers, all aged 50+, online between 10 and 19 July 2013. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

Pet ownership

- The majority of Saga respondents do not own a dog (81%); only 19% own a dog. Of those who are dog owners, 8% walk their pet twice a day and 6% walk it once a day.
- A fifth of dog owners (21%) walk their dog 1-3 miles a week, 15% walk their dog more than 15 miles each week. Only 9% of dog owners walk their dog under a mile each week.
- 71% of respondents believe that owning a pet improves your mental and physical wellbeing, although 79% say that owning a pet can be inconvenient. Of those Saga customers who own a dog, 84% say that if they did not own a dog they would not walk as often as they do.

Personal health

Body Mass Index	Percentage
Underweight (16-18.5 BMI)	1%
Healthy weight (18.5-25 BMI)	33%
Overweight (25-30 BMI)	38%
Moderately obese (30-35 BMI)	13%
Severely obese (35-40 BMI)	3%
Very severely obese (over 40 BMI)	1%
Don't know/refused to answer	10%

- A third (33%) of respondents are classified as having a 'healthy weight' (from 18.5-25) BMI, over a third (38%) are classified as 'overweight' (from 25-30) and 13% are classified as 'moderately obese' (from 30-35).
- 88% of Saga respondents own a set of bathroom scales. Men are slightly more likely than women to do so (89% compared to 86%). The likelihood of owning bathroom scales declines with social grade (AB: 90%, C1: 86%, C2: 83% and DE: 79%).
- Only 1 in 10 respondents (10%) weigh themselves every day, the majority weigh themselves once a week or occasionally (22% and 23% respectively).
- Similarly, of those respondents who own a set of bathroom scales, 11% weigh themselves every day, a quarter (24%) do so once a week and 23% weigh themselves occasionally.

Driving distractions

- 78% of Saga customers say they have been distracted by something whilst driving; 60% have been distracted in the last 12 months.
- Under half (45%) have been distracted by looking at a view or landmark and 39% have been distracted by changing the radio station or CD. Looking at accidents, having an insect in the car, using a Sat Nav and other passengers or back seat drivers are also likely to have distracted drivers (29%, 28%, 27% and 26% respectively).
- As a result of such distractions 39% have missed a turning and 16% have felt stressed or had a near miss. Only 2% say they have had an accident as a result of being distracted.

Bucket list

- Two-thirds (64%) of Saga respondents say that they would most like to travel before they die. A third (34%) would like to see their children or grandchildren get married and a quarter (24%) want to lose weight (rising to 30% of women).
- Other popular bucket list activities include learning a language (13%), writing a book (13%), learning to play an instrument (11%) and having children/grandchildren (9%).
- Money (50%) is regarded as the biggest obstacle preventing Saga customers from doing such activities before they die. This is followed by personal health (30%), time (29%) and the opinions of those around them (7%). One in five (19%) say there is nothing to prevent them from doing the things they would most like to do before they die.



EU referendum

- Three-quarters of Saga customers (73%) believe that there should be an in/out referendum on Britain's membership of the EU.
- Residents in London are least likely to think there should be an EU referendum (66%). Residents in East Anglia and the East Midlands are most likely to think there should be a referendum held (76% respectively).
- Of those who think there should be an EU membership referendum, 79% believe that it should be before the next general election and 21% believe it should be after. Women are more likely than men to think that an EU referendum should be held before the next general election (81% compared to 77%).
- If there were such a referendum, under half (45%) say they would vote to leave the EU and a third (33%) would vote to stay in the EU, 16% say they don't know which way they would vote.
- Respondents aged between 80-89 are most likely to vote to leave the EU (52%) and those aged between 50-59 are least likely to do so (41%). As social grade decreases, the likelihood of voting to leave the EU increases (AB: 39%, C1: 49%, C2: 59% and DE: 61%).
- Of those who think the referendum should be before the next general election, 63% would vote to leave the EU. Whereas of those who think the referendum should be held after the next general election, 62% would vote to stay in the EU.

EU membership referendum	Percentage
Would vote to leave the EU	45%
Would vote to stay in the EU	33%
Prefer not to say	6%
Don't know	16%

MPs' wages

- Three-quarters (73%) of Saga customers say they oppose MPs' wages rising to £75,000 and 61% say they strongly oppose the rise. Only 16% of respondents support the wage rise, rising to 19% of men compared with 13% of women.
- The likelihood of supporting an MP wage rise decreases with social grade (AB: 21%, C1: 13%, C2: 7% and DE: 6%).
- If there were fewer MPs, respondents are less averse to the pay rise. 28% would support it and 55% would oppose it.

