

Saga / Populus Panel

August 2014

Populus interviewed 10,080 Saga customers, all aged 50+, online between 13 and 21 August 2014. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

Holiday Preparation

- Almost all Saga respondents (91%) have taken a holiday, either in the UK or abroad, in the last three years. This proportion is higher among AB respondents than DE respondents (94% vs. 78% respectively).
- 96% of these respondents took one or more gadget with them on their last holiday, the most popular ones being cameras (76%), smartphones (43%) and iPads/tablets (37%). Younger respondents are more likely to take smartphones than their elders (59% of 50-59 year olds vs. 19% of 80-89 year olds). One-in-three took a kindle or e-reader (34%), 22% took a SatNav, and 18% took a laptop.
- The average value of holiday baggage taken by these respondents is £1,031. The value of men's baggage is worth more, on average, than women's baggage (£1,076 vs. £970 respectively).
- When preparing for their last holiday, Saga respondents who are in long term relationships claim that the destination (80%), duration (79%), and board basis of the holiday (75%) were jointly made with their partner/ spouse. 66% say they paid for the holiday jointly with their spouse, and 60% packed for the holiday jointly with their spouse.
- Men are more likely than women to have bought the travel insurance (55% vs. 44% respectively) and bought foreign currency (53% vs. 39% respectively). Men are also more likely to have driven to the airport, with 51% of men doing so in comparison to 7% of women.

Mobile Devices

- Nearly seven out of ten respondents (69%) own a laptop, whilst 51% own a tablet and 47% own a smartphone. Owning a smartphone is much more common among younger respondents (63% of 50-59 year olds) than older respondents (19% of 80-89 year olds).
- The most popular place to use these gadgets for things other than phone calls is the front room, which is the favourite of 69% of laptop users, 67% of smartphone users and 83% tablet users. 19% respondents use their smartphones in bed at night with younger respondents being more likely to do this than older ones (29% of 50-59 year olds vs. 10% of 80-89 year olds).
- Laptops and tablets are mainly used by these respondents to improve their knowledge (69% and 64% respectively) and plan holidays (67% and 49% respectively); smartphones are primarily used for finding directions in the car (40%) and using social media (26%). A higher proportion of younger respondents use their smartphones for social media than older respondents (36% of 50-59 year olds vs. 9% of 80-89 year olds).

Topical

- A large majority (88%) of respondents say they would prefer to receive care in their own homes than in a residential care home (8%); this is largely unchanged from August 2013 (87%).
- Two-thirds (67%) of respondents disagree that hospitals are right to charge patients and visitors for parking, with disagreement being higher among C2 and DE (both 73%) than AB respondents (64%).
- 63% of respondents say that paying for hospital parking would have no impact on them visiting their friends or loved ones in hospital. AB respondents are more likely to take this view than DE respondents (67% and 50% respectively).

Politics

- A third of respondents (33%) say they would like to see a nationalised TV debate in the run up to the next general election featuring party leaders from all parties including the Conservatives, Labour, the Liberal Democrats, UKIP and the Green Party; 27% say they don't want a debate.
- 43% of respondents will vote for the Conservative party in the next election and 19% plan to vote for the Labour party. 20% intend to vote UKIP and 7% plan to vote for the Liberal Democrats. UKIP support is higher among men than women (23% vs. 14% respectively).



- Three-quarters (73%) of respondents hope that Scotland will vote to stay in the UK in the upcoming referendum, with 16% holding no strong opinion. Only 11% hope Scotland votes to leave the UK and become an independent country. 65% of Scottish respondents hope that Scotland will stay and 28% hope it will leave the United Kingdom.
- 31% of Scottish respondents did not watch the recent TV debate Scottish independence, while 46% of respondents feel it made no difference to them.

