

Saga / Populus Panel

May 2014

Populus interviewed 10,630 Saga customers, all aged 50+, online between 15 and 23 May 2014. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

Car ownership

- Most (92%) Saga respondents own a car. The proportion of car owners is highest among AB respondents (94%) and falls with social group (DE respondents: 82%).
- Car owners keep their cars in a variety of locations. Over half (54%) keep their car on the drive, while three-in-ten (29%) keep theirs in the garage. Younger car owners are more likely than their elders to keep their cars on the drive (58% of 50-59 year olds vs. 39% of 80-89 year olds), who are, in turn, most likely to keep their car in the garage (47% of 80-89 year olds vs. 20% of 50-59 year olds). Only 11% keep their car on a road, and 4% in a communal car park.
- Car owners are likely to view their cars as integral to their lives – with 77% agreeing that it is a lifeline, without which they would struggle to do many activities. Agreement with this statement is highest among older respondents (84% of 80-89 year olds).
- Only 27% of car owners view their car as their pride and joy, and this figure is higher among men than women (30% vs. 23% respectively).
- A quarter (24%) of car owners claim their car has been damaged by vandals. This proportions was highest among car owners keeping their car on the road (43%) or in a communal car park (29%), and lowest among those keeping their car in the garage (19%).
- Car owners that have had their car damaged by vandals spent on average £424 repairing the damage. 20% of car owners whose car had been previously damaged by vandals did not get the damage repaired. This proportion is highest among younger respondents (26% of 50-59 year olds) and falls with age.
- Among car owners who have had a motoring accident in the last 8 years, respondents are on average 83% certain of the exact year of this accident. Similarly, car owners who have had a driving conviction or fixed penalty notice in the last 8 years are on average 81% certain of the exact year this took place.

Being a landlord

- 9% of Saga respondents are landlords, with this proportion the highest among AB respondents (10%) and dropping with social group.
- Nearly half (47%) of all Saga landlords, became landlords after deciding to buy a property as an investment. Only 17% inherited a property and decide to let it out.
- Saga landlords are almost evenly split on how they manage their properties. 48% use the services of a letting agency, while 46% let it themselves. Landlords that inherited their property are more likely than average to use the services of a letting agency (62%), with only 37% managing the property/ properties themselves.
- Saga landlords have experienced a variety of problems throughout their experience as a landlord. 32% have had problems with tenants paying rent, 27% have had problems with tenants damaging property, and 12% have lost out on rent because they have had to evict tenants. One-in-ten (11%) have taken legal action against tenants. However, 56% have encountered none of these problems as a landlord.
- Only 16% of respondents view it likely that they will inherit property in the future. Younger respondent see themselves as most likely to inherit a property (31% of 50-59 year olds) and likelihood drops with age.
- If Saga respondents were to inherit a property, more than half (57%) would sell, and only 11% would let it out. 22% are unsure. When thinking about letting out a property, respondents are most dissuaded by the hassle of being a landlord (63%) and the prospect of getting bad tenants (58%), followed by worries about tenant disputes (40%) and the cost of maintenance (38%).
- When thinking about the new pension rules allowing pensioners to take out more of their pension in cash, 46% of respondents are neither more likely, nor less likely to invest in property. Only 6% are more likely, with 25% less likely. 18% are unsure.

Summer Festivals

- A quarter (24%) of respondents are planning to attend a festival this summer.
- When thinking about travelling to their planned festival, 64% plan to use a car, 10% will walk, 10% will use the train and 9% will use the bus. Only 2% plan to use a motorhome when travelling to their planned summer festival.
- 36% of respondents planning to attend a festival this summer intend to stay overnight. Two-fifths (40%) of these respondents plan to stay in a hotel, 14% plan to stay in a B&B and 13% plan to stay in a tent.



Holiday and Bank Holidays

- Two-fifths (40%) of Saga respondents have been on a specialist sporting holiday. The most common sporting holiday is a boating holiday (18%) or a skiing holiday (16%). AB respondents are the most likely to have been on one of these holidays, and likelihood drops with social grade.
- Respondents most often spend their bank holidays staying at home (41%) or spending time with family or friends (33%). Younger respondents are most likely to spend time with family and friends (36% of 50-59 year olds vs. 29% of 80-89 year olds), while older respondents, in turn, are more likely to stay at home (55% of 80-89 year olds vs. 28% of 50-59 year olds).
- When thinking about starting a holiday on a bank holiday at an airport, 34% of respondents would not consider it and 32% would only consider it if it was the only departure date available. 22% would be happy to travel on a bank holiday.
- If money were no object, respondents want to spend their bank holiday time with family and friends (31%) or travelling abroad (26%), followed by staying at home (16%), seeing local attractions (5%) or doing something more adventurous (5%). Women are most likely to want to spend time with family and friends (35%) whereas men are evenly split between spending time with family and friends and travelling abroad (28% for both).
- Among those wanting to travel abroad on a bank holiday, a third (32%) want a quiet, relaxing retreat in the sun, 27% want to sail the seas on a cruise ship, and 17% want an adventurous, off the beaten track tour.

