

# Saga / Populus Panel

October 2014

Populus interviewed 10,176 Saga customers, all aged 50+, online between 17 and 23 October 2014. Populus is a member of the British Polling Council and abides by its rules; for more information see [www.populus.co.uk](http://www.populus.co.uk).

## Energy costs

- Around half of respondents (53%) are worried about the cost of heating their home. Respondents in the DE social grade are more likely to be worried than AB respondents (73% vs. 47% respectively).
- 22% of respondents think they will struggle with their energy bills this winter, and this figure is higher for women than men (28% vs. 18% respectively).
- 52% of respondents think they will not have any problems with the cost of heating their home this winter.

	<i>SUM: Agree</i>	<b>Strongly agree</b>	<b>Slightly agree</b>	<b>Neither agree nor disagree</b>	<b>Slightly disagree</b>	<b>Strongly disagree</b>	<i>SUM: Disagree</i>	<b>Don't know</b>
<b>I am worried about the cost of heating my home</b>	53%	17%	36%	20%	14%	13%	26%	0%
<b>I think I will struggle with energy bills this winter</b>	22%	7%	15%	24%	24%	29%	53%	1%
<b>I will have to cut back on other spending to afford heating this winter</b>	20%	6%	14%	21%	24%	34%	58%	1%
<b>I don't think I will have any problems with the cost of heating this winter</b>	52%	24%	27%	19%	15%	14%	29%	1%

## Populus Summary

- Women are more likely than men to take action in response to higher energy costs. Only 18% said they would do nothing, compared to 29% of men.
- In response to higher energy costs, respondents are most likely to put on extra layers of clothing (59%). Women are more likely to do so than men (68% vs. 52%), who believe the best option is to only put the heating on at certain times of the day (56%).
- 27% say their house always feels warm and well-heated, in comparison to only 2% who say their house is always cold and poorly heated. 21% say their house is sometimes warm and well-heated, and 12% have a home that is sometimes cold and poorly-heated.
- Of those respondents who say that they live in a house that at times is cold, more than three-quarters (79%) said that their health has not been affected by the cold. Additionally, the majority (84%) are not worried about their health this winter because they may not be able to heat their home.
- Over half (55%) of respondents support the renationalisation of energy companies, while 20% oppose.

## Dental treatment

- 39% of respondents have had dental treatment following a dental emergency such as tooth infection or an accident that resulted in damage to their teeth. There is very little variation in this proportion within demographics.
- Respondents spent, on average, £228 on this treatment. Those in the AB social grade spend the highest average amount (£257) compared to those in the DE social grade who report spending an average of £105.
- Aside from pain, the cost of dental treatment is what respondents described as the thing they disliked the most about a visit to the dentist (59%), followed by getting an suitable appointment time (7%).

## Holidays abroad

- 82% of respondents have been on holiday, either abroad or in the UK, in the last 12 months.
- Almost three-quarters (73%) communicate with family or friends at home whilst on their trip. This proportion is highest amongst younger respondents (74% of 50-59 year olds vs. 64% of 80-89 year olds).

## Populus Summary

- Of those who communicate with their family whilst away, the most popular method of communication (73%) is by text message, followed by email (46%) or telephone (41%). 22% of respondents have sent a postcard and this percentage increases with age (20% of 50-59 year olds vs. 29% of 80-89 year olds). 1% of respondents use Twitter.

## Pensions

- 39% of respondents have a non-state pension or salary related company scheme. More male respondents (44%) have a non-state pension than female respondents (32%).
- 14% of people plan to, or have already, drawn money from their pension, with this figure higher among younger respondents than their elders (27% of 50-59 year olds vs. 1% of 80-89 year olds).
- 37% use, or would use, the money to secure their or their spouse's future income. This figure is higher for men than it is for women (41% vs. 28% respectively). 4% use it, or would use it, to help fund their grandchildren financially. 2% of respondents suggest using the money to fund a new sports car or fast living.

## Politics and the West Lothian question

- 40% of Saga respondents with an intention to vote plan to vote Conservative in the next General Election, largely unchanged from last month. 24% intend to vote UKIP, and 18% intend to vote Labour.
- Three-quarters (76%) of respondents believe that Welsh, Northern Irish and Scottish MPs should be excluded from voting in Westminster on issues which have been devolved to their respective national parliaments or assemblies.
- In comparison, only 64%, 65% and 55% of respondents in Scotland, Wales and Northern Ireland respectively, agree with the 'English votes for English laws' proposition.
- One-third of respondents (32%) agree that excluding MPs from non-English constituencies from some votes would erode the stability and harmony of the British constitution. This number rises to 48% of respondents in Scotland, 46% in Wales and 40% in Northern Ireland.

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