

Saga / Populus Panel

February 2015

Populus interviewed 11,168 Saga respondents, all aged 50+, online between 17 and 23 February 2015. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

Travel Plans

- Over one quarter of Saga respondents (28%) predict their holiday habits will change in the future. This proportion is highest among 50-59 year olds (33%), those in the AB social grade (30%), and those who are not retired (34%).
- Of those who see their travel plans changing in the future, over half (58%) think their holiday destination will change, while a similar proportion believe the frequency at which they go on holiday will change (55%). 43% think the type of holidays they will take in the future will change, 39% think the length of holiday will change, whilst 32% think that the time of year they travel will change.
- Among respondents who think their holiday frequency will change in the future, half (50%) believe they will travel on holiday more often - up to three or four times a year. This is particularly common among men (55%). In turn, three in ten (30%) claim they will go on holiday less frequently in the future, with this figure higher among women than men (37% vs. 25%).
- 36% of those who think their future holiday destinations will change, will travel to destinations that do not involve a long flight in the future, and this is more common among older respondents than young (45% of 70-79 year olds vs. 24% of 50-59 year olds). Younger respondents, in turn, estimate they will travel to more exotic destinations in the future (38% of 50-59 year olds vs. 16% of 70-79 year olds).
- One third (33%) of those who think the type of holiday they take will change will mostly travel on touring holidays, while 21% will choose a relaxing resort. 12% will mostly travel on cruises.
- Of those who expecting time of year of holiday to change in the future 41% will travel at different times of the year, while a similar proportion (40%) will avoid travelling during school holidays.

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- When thinking about future holidays, almost half (45%) expect holidays to remain largely unchanged in the future. 38% think staying in more unknown areas of the world will become more popular in the future, 9% think people will travel abroad much less frequently, and 7% expect travelling more freely into space to become more popular.

Politics

- Of those naming a party to vote for in the General Election in May 2015, 45% plan to vote Conservative (up from 42% in January). 18% plan to vote Labour (unchanged from last month), 19% for UKIP (down from 21%) and 7% for the Liberal Democrats (unchanged from January).

Employment

- Seven-in-ten (70%) Saga respondents are fully retired – with this figure higher among AB respondents (75%) than DE respondents (62%). 14% work full time and 13% work part time.
- Of those still working, 72% are employed and 27% are self employed. Self employment is more common as respondents get older (18% of 50-59 year olds vs. 52% of 70-79 year olds) and among AB respondents than DE respondents (32% vs. 9% respectively). Only 5% of those working volunteer.
- Those self-employed respondents have been self-employed for an average of 16 years. Men have been self-employed for slightly longer than women (17 years vs. 15 years respectively). The most popular reason for self employment among these respondents is the independence it offers them, with almost three-quarters citing this reason (72%).
- Only 16% of those who are not self-employed but still working would like to be self-employed in the future, and only 9% are considering self-employment / starting their own business in the future.
- Most respondents (82%) are happy with their current employment status. Happiness with job status is higher among those fully retired (85%) or working part time (82%), and lower among those working full time (71%), those long term unemployed but not looking for work (43%).
- Employed respondents find the ability to use their experience and skills (85%) the most important thing about their job, followed closely by achieving a sense of fulfillment and purpose (84%), supporting the lifestyle they would like (81%),

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providing for themselves and their family (79%) and boosting retirement income (77%).

- Only 12% of working respondents are likely to change careers in the future. This figure is highest for those aged 50-59 (17%), and falls with age. Of those likely to change career, 42% need financial support or security, 35% need help to identify what job would suit them best, and 29% need increased skills and knowledge.
- For 36% of those not fully retired, retirement plans have not changed in the last five years. This proportion is higher among men than women (42% vs. 29% respectively). 24% plan to retire later than they did five years ago, down from 29% in September 2014.

Driverless cars

- When thinking about driverless cars, 59% agree that they will enable older people to continue to be mobile later in life. This proportion is generally stable among all demographics. However, only one third (35%) would be happy to be a passenger in a driverless car – highest among men and AB respondents (37% for both).

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