

Saga / Populus Panel

June 2015

Populus interviewed 10,141 Saga respondents, all aged 50+, online between 23 and 30 June 2015. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

Driving distractions

- 88% of Saga respondents said they drive a motor vehicle regularly. Men were more likely to drive than women (94% vs. 81% respectively).
- 72% of regular drivers reported being distracted whilst driving in the last 12 months. Younger drivers were more likely than older drivers to get distracted (75% of 50-59 year olds vs. 42% of 80-89 year olds respectively).
- Four in ten (40%) said they had been distracted by other drivers, one quarter (25%) said they had been distracted by changing the radio station or CD and one fifth (21%) reported being distracted by their Sat Nav.
- Over half (54%) of Saga respondents disagreed that they got more distracted now than they did five years ago. Women were more likely than men to disagree with this statement (60% vs. 50% respectively).
- 42% disagreed that in-car technology had made them more distracted than before.
- While three in ten (30%) agreed that technology in cars helped them concentrate on the road, a similar proportion (28%) disagreed with this statement.
- Saga respondents were more likely to disagree than agree that women get more distracted than men when they are driving (25% vs. 21% respectively). They were also more likely to disagree than agree that men get more distracted when they are driving (26% vs. 14% respectively).
- While the majority of Saga respondents (56%) said that getting distracted had not affected them in any way, 22% said that being distracted had caused them to miss a turning, and 14% said it had resulted in some form of stress.

Grandlords

- The vast majority of Saga respondents (92%) said they were not landlords, 8% said they were. Respondents in the AB social grade were more likely than those in the DE social grade to be landlords (10% vs. 1% respectively).
- Of those respondents who said they were landlords, most (43%) said they had been a landlord for more than ten years.
- 45% of landlords said they had purchased the property with the specific purpose of renting it out, 14% inherited the property and later decided to let it out.
- Over half (54%) of landlords said they also managed their properties, 45% did not.

Populus Summary

- Of those who managed their properties, a quarter (24%) said doing so was harder than they had expected, 64% said it was how they expected it to be, and 11% said it was easier than they thought it would be.
- The biggest long-term concern for landlords was renting their property out to bad tenants (36%), followed by the worry that the property would become difficult to manage as they got older (19%).
- One fifth of landlords (19%) made £500-£999 a month from their rental property after paying the mortgage, management fees and bills. 7% said they broke even and 4% said they made a loss.
- 78% of landlords had a Gas Safety Certificate for all or some of their rental properties, 20% did not.

BBC Licence Fee

- The vast majority (88%) of Saga respondents liked the fact that there are no adverts on the BBC. Three quarters (76%) agreed that the BBC offered high quality news coverage and 56% agreed that the BBC offered services that other commercial providers cannot. However, almost six in ten (58%) agreed that there were too many repeats on the BBC.
- The majority (53%) of respondents disagreed that the BBC did not cater to their age group.
- Respondents were split on whether they thought the BBC was more interested in ratings than quality; 32% agreed with this statement, while 30% disagreed and 33% neither agreed nor disagreed.
- 43% of Saga respondents thought that the BBC should continue to be funded by the Licence Fee, 27% thought it should be replaced in its entirety and 20% thought the BBC should be funded by a hybrid of methods. 11% were unsure.
- Of those who thought the BBC should continue to be funded by the Licence Fee, 62% thought the Licence Fee should increase and 30% thought it should be frozen at its current level.
- Of those Saga respondents who wanted the BBC funding model to be changed, a majority (63%) thought the BBC should allow commercial sponsorship (e.g. product placement) of programmes. Three in ten (29%) thought the BBC should show adverts like most other TV channels, 22% thought the BBC should be funded by a monthly subscription charge and 8% thought the BBC should become a pay-per-view service.

EU Referendum

- 47% of Saga respondents said they would vote 'Yes' to the EU Referendum question ("Should the United Kingdom remain a member of the European Union?"), 37% said they would vote 'No' and 15% were unsure.
- Respondents in Scotland were the most likely to vote 'Yes' (63%) and respondents in East Anglia were the most likely to vote 'No' (42%).

Populus Summary

The National Lottery

- Just over half (53%) of Saga respondents played the National Lottery ('Lotto'). Respondents in the DE social grade were more likely than those in the AB social category to play the Lotto (62% vs. 49% respectively). 47% did not play the Lotto.
- When asked about the announced changes that Camelot is due to make to the Lotto, the majority (51%) of Saga respondents said this would make them less likely to play, 43% said it would make them neither more or less likely to play and 1% said it would make them more likely to play.

Email: croberts@populus.co.uk
Phone: +44 [0]20 7780 7676