

Saga / Populus Panel

March 2015

Populus interviewed 10,462 Saga respondents, all aged 50+, online between 17 and 24 March 2015. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

Care Cap

- Three quarters (76%) of Saga respondents were aware of the Government's plan to introduce a cap on adult social care costs to limit the amount an individual must contribute towards the cost of their social care. Respondents in the AB social grade were more aware than those in the DE grade (81% vs. 53% respectively).
- Of those respondents aware of the care cap, two-thirds (65%) said it hadn't changed their attitude towards the funding of their care. Most respondents (62%) said they had always thought there was a chance they would still have to pay towards any future care needs.
- 21% of those aware of the care cap said they hadn't thought about their specific plans and would deal with it when the time comes. 7% were expecting the Government to fund any necessary future care.
- More than half of Saga respondents (59%) were unable to share a response as to at what level the care cap had been set. Only 7% correctly guessed that the care cap had been set to £72,000. 20% of respondents underestimated this amount and 14% overestimated it.
- Of those aware of the care cap on adult social care, two thirds (66%) believed that home care (including help with washing, administering medication etc.) would be included. Six in ten (61%) believed that medical treatment would be included, and the same proportion (60%) believed that medicine would be included. 57% believed that accommodation cost would be included.
- 83% believed that clothes would not be covered in the capped care cost, 81% believed that entertainment – including day trips – would not be covered, 61% said that food would not be covered and 68% said personal care – including haircuts and chiropody – would not be covered.

Populus Summary

- When asked when these changes to the care cap were due to take place, the majority of Saga respondents (71%) were unable to share a response. 10% correctly identified that these changes were due to take effect in April 2016, 5% thought it was sooner than April 2016 and 13% thought it was later than this date.
- The majority of Saga respondents (86%) would like to receive care in their home, if it were necessary in the future. 6% would like to receive care in a care home.
- Of those Saga respondents with elderly relatives, a third (33%) said they worry a lot about those relatives. Women were more likely than men to say they worried a lot (40% vs. 27% respectively).
- 62% of those with elderly relatives said that regular phone conversations with their elderly relatives would give them peace of mind about the health and wellbeing of those particular relatives. Half (50%) said that knowing their elderly relative had a carer who visits them regularly would give them peace of mind. A similar proportion (48%) felt that installing a distress alarm in the home of this elderly relative would help peace of mind. 19% felt that being able to video call (e.g. Skype/FaceTime) their relative would help ease their worry.

Pets

- Most Saga respondents (69%) did not own either a cat or a dog. 17% owned a cat and 17% owned a dog.
- Of those retired respondents who owned a cat or a dog, the vast majority (90%) got their first pet before they retired.
- Of those respondents without a cat or dog who were still in employment, 18% said they were considering getting a cat or a dog when they fully retired and a quarter (24%) said they would consider getting a cat or dog when they fully retired. Women were more likely than men to say they were considering getting a cat or a dog when they fully retired (24% vs. 14% respectively).
- Of those Saga respondents with pets, 69% agreed that their pet was an emotional support for them, 54% agreed that their pet helped them to keep fit and 41% agreed that they socialised more through owning a pet.
- Respondents in London were more likely than respondents overall to disagree that their pet helps them socialize more (41% vs. 29% respectively).

Populus Summary

- Women were more likely than men to agree that their pet was an emotional support for them (78% vs. 61% respectively).

Manifesto

- While three quarters (74%) of Saga respondents supported retaining the Winter Fuel Payment in its current form, 82% they supported giving people free or subsidised insulation and 72% supported energy companies giving a free allocation of energy units to their most vulnerable customers.
- Older respondents were more likely than younger respondents to support retaining the Winter Fuel Payment in its current form (85% of 80-89 year olds vs. 60% of 50-59 year olds).

Politics

- Of those naming a party to vote for in the General Election in May 2015, 46% planned to vote Conservative (up from 45% in February). 19% planned to vote Labour (up from 18% last month), 18% for UKIP (down from 19%) and 7% for the Liberal Democrats (unchanged from February).

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