

Saga / Populus Panel

June 2016

Populus interviewed 7,945 Saga respondents, all aged 50+, online between 20 and 27 June 2016. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

Charities

- 85% of Saga respondents thought that the Alzheimer's Society was addressing an important issue compared with just over two thirds for the Carers Trust (69%) and Silverline (68%).
- A tenth of respondents (11%) already supported the Alzheimer's Society, compared with 1% who supported the Carers Trust and less than 1% who supported Silverline. Around a fifth of respondents would consider supporting the Alzheimer's Society (22%), Silverline (19%) and the Carers Trust (18%).
- The Alzheimer's Society was respondents' first choice charity for Saga to support by a small margin. More than three in five (63%) thought that Saga should support the Alzheimer's Society, compared with around half for Silverline (53%) and the Carers Trust (49%).

Travel

- The most common items for Saga respondents to take with them when they travelled on holidays abroad were over the counter medicines (60%), tea bags (31%), and travel appliances (18%). Female respondents were more likely than males to take each of these items with them on holiday (68% vs 54%, 34% vs 28%, and 21% vs 15% respectively).
- When thinking about holiday, 13% said they had forgotten travel adaptors, 9% had forgotten chargers, and 7% had forgotten sunglasses.
- Respondents most recently went on holiday with their partner/spouse (59%), their children (29%) or their grandchildren (16%).
- Two thirds (67%) said that the cost of their most recent holiday was shared, and a quarter (26%) said they paid in full for the holiday themselves.
- Respondents were least likely to say the cost of their most recent holiday was shared when they went with grandchildren (61%) and children (60%), and most likely to say the cost was shared when they went with cousins (89%) or siblings (85%).
- Regardless of who paid for the holiday, respondents said that their most recent holiday with family members costed £2,966 on average. Those in the South East spent the most on their most recent holiday (£3,236) and those in Wales spent the least (£2,465). Over a third (36%) said they did not know how much the holiday costed.

Populus Summary

- In the next year, half (49%) of respondents were planning on going away with their partner/spouse, 18% with their children, and 11% with their grandchildren.
- Of those planning on going away with family members, 72% said that the cost would be shared, and 23% said that they would pay in full for the holiday. Men were more likely than women to say that they would pay in full (32% vs only 11% for female respondents).
- Respondents estimated that their next holiday with family members would cost £3,386 on average (£420 higher than the average reported cost (£2,966) of their most recent holiday with family members).

Health

- The majority of Saga respondents said that they would be prompted to go to the GP because of blood in urine (90%), blood in stools (86%) or severe pain (82%).
- There was very little difference between the proportion of male respondents and the proportion of female respondents who said that they would be prompted to go to the GP for each symptom, with the exception of new lumps, which 83% of female respondents said would prompt them to go to the GP compared with only 63% of male respondents.
- Only 29% of respondents overall would go to the GP for weight loss, 28% for discharge, and 11% for diarrhoea and sickness.
- The conditions that respondents most commonly said they knew the symptoms of were arthritis (67%), skin cancer (63%), bowel cancer (62%), and dementia (58%). 84% of female respondents said they knew the symptoms of breast cancer, but only a third (33%) of female respondents said the same for cervical cancer. Three in five male respondents (59%) said they knew the symptoms of prostate cancer.
- Only 38% of respondents overall said they knew the symptoms of lung cancer and 33% of osteoporosis.
- Women were more likely to report knowing the symptoms for each condition (with the exception of prostate cancer); 14% of male respondents said they did not know the symptoms of any of the conditions compared with only 5% of female respondents.
- Of those aware of the symptoms of each condition, government health awareness campaigns were the most common way of knowing about the symptoms of bowel cancer (59%), breast cancer (54%), skin cancer (51%), lung cancer (49%), prostate cancer (48%) and cervical cancer (43%).
- Having a family member who had been affected was the most common way of knowing the symptoms of dementia (54%), arthritis (54%) and osteoporosis (37%).

Populus Summary

Retirement

- Of those who were fully or partially retired, two in five (40%) had been retired for at least ten years. Three in ten (31%) had been retired for five to ten years and a similar proportion (29%) had been retired for less than five years.
- Almost half (48%) of retired respondents said they had 'lots' more time since retiring to undertake leisure activities and a further 37% said they had 'some' more time.
- The activity that retired respondents most commonly reported taking up since retirement was voluntary work (25%), followed by exercise sessions (16%) and gardening (15%).
- The majority of respondents who had taken up new activities since retiring said they did not have time to do them when they were working. For example, nine in ten (90%) of those who had taken up voluntary work said they did not have time when they were working. 86% of those who had taken up golf, 70% of those who had taken up exercise, and 67% of those who had taken up gardening since retirement said the same.
- Retired respondents were divided on how full their life was now that they were retired. 48% said that they had more spare time but were happy to have that spare time, whereas 45% said that they were just as busy as they were before they were retired. Only one in twenty (5%) said they wished they had more to do.
- On average, retired respondents said that they had spent £317 on activities they had undertaken in the last year. Those in higher social grades reported spending significantly more, with those in the AB social grade spending £358 on average compared with those in the DE social grade spending £193 on average.

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