

Saga / Populus Panel

March 2016

Populus interviewed 8,854 Saga respondents, all aged 50+, online between 21 and 28 March 2016. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

Family

- On average, Saga respondents with children had their last child when they were 31.
- Seven-in-ten Saga respondents were married (69%). A higher proportion of male respondents than female respondents were married (79% vs 56% respectively).
- A quarter of Saga respondents in a relationship (26%) had previously had a significant long-term relationship in which they were married. The majority (71%) had not been in a previous relationship.
- Of those Saga respondents with children and who had a previous long-term relationship, the majority (72%) had not had children with their new partner. 28% had had a child with their new partner.

Mortgage

- The vast majority of Saga respondents (88%) did not have a mortgage. 33% of 50-59 year olds had a mortgage compared to 5% of 80-89 year olds.
- Of those Saga respondents who had a mortgage, the average estimation of mortgage debt was £62,169. 17% were unable to estimate how much their mortgage debt was.
- On average, Saga respondents with a mortgage estimated they would be able to pay off their mortgage at age 67.
- Excluding a mortgage, the vast majority of Saga respondents (88%) did not have any outstanding loans.
- Of those 12% of Saga respondents who did have outstanding loans, the average estimation of loan debt was £10,154. The average age that these respondents expected to be able to pay off their outstanding loans was 69 years old.

Home alterations

- Of those Saga respondents who were partially or fully retired, 79% had made an alteration to their home since retirement. Over half of these (55%) had decorated a living room, study or hallway. A similar proportion (53%) had decorated a bedroom, around four-in-ten (38%) had a new bathroom fitted and 36% had a new kitchen fitted.

Populus Summary

- Of those who have made alterations to their home since retiring, the average amount spent on alterations was £17,169. 43% did not know how much they had spent on home alterations.
- Around half (48%) of Saga respondents who were partially or fully retired planned to make an alteration to their home. Decorating a living room, study or hallway was most popular (26%) followed by decorating a bedroom (25%).
- Over half (54%) of those who planned to make alterations didn't know how much they planned to spend on the home alterations. Of those who did know, the average amount that respondents intended to spend was £6,956.

Retirement

- Around seven-in-ten (69%) Saga respondents who were partially or fully retired agreed that it was 'important to have your own space/room in your house' when you retired. Female respondents were more likely than male respondents to agree with this statement (77% vs 63% respectively).
- Over half (59%) said they 'enjoyed spending time' in their home now that they were retired.
- Just under half (47%) of Saga respondents who were partially or fully retired said they now 'noticed more things that need repairing'. Around one-in-four (24%) agreed that they spend more money on their home now than they did when they were working. One-in-five (22%) Saga respondents who were partially or fully retired said that their family or friends visited their home more often now they were retired and one-in-five (21%) agreed that they were now more house proud.
- 63% disagreed that they got under their partners feet when at home.

Sugar Tax

- Three quarters (76%) of Saga respondents said that the Chancellor's recent announcement introducing a tax on the sugar content of soft drinks would have no difference on the likelihood of them buying sugary drinks for themselves. 21% said that this move made them less likely to buy sugary drinks for themselves.
- Around half 48% of Saga respondents with grandchildren said that the sugar tax announcement made them less likely to buy sugary drinks for their grandchildren. A similar proportion (46%) said the announcement had no effect on their likelihood to buy sugary drinks for their grandchildren.

EU Referendum

- If a referendum were held tomorrow, 38% of all Saga respondents said they would vote to remain, 44% would vote to leave the EU and 17% were unsure. Of those who gave a vote, 54% said they would vote to leave the EU and 46% said they would vote to remain.

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