

## Saga / Populus Panel Results, June 2011

Populus interviewed 11,279 Saga customers, all aged 50+, online between 17th and 23<sup>rd</sup> June 2011. Populus is a member of the British Polling Council and abides by its rules, for more information see [www.populus.co.uk](http://www.populus.co.uk).

### Care in Older Age

- Respondents expressed an overwhelming preference to live in their own home in older age. 93% said they would prefer to live in their own home compared to a care home or moving in with family. Three-in-five (61%) expressed a preference to stay in their current home, with a further third (32%) wanting to downsize.
- For those without parents in care homes, the primary reason for not sending parents to care homes was a belief that “it was my responsibility to look after them” with three-in-five thinking so. 44% said they had had no need to send their parents to a care home as they had sufficient space themselves to provide care. 28% noted that they would have felt too guilty to send their parents to a care home.
- For those with parents in care homes, reassurance was the main emotion experienced with 60% saying they became “reassured that they were now being properly looked after” once their parents entered a care home. While 11% felt relief, twice this number said they felt guilty (22%).
- Those with parents in care homes were generally positive about the experience of choosing a care home, with 69% saying it had been a positive experience.
- In choosing a care home, comfort and friendly staff were ranked well above location, cost of care, and specialist services for most. Over two thirds (68%) said “finding a home that felt comfortable and had friendly staff” was the most important factor when choosing a home. 20% said finding a home that provided specialist care was most important, just 10% a care home close to the family home, and only 2% a low cost care home.
- A third (34%) of panellists, when asked how care should be funded, expressed a preference for the state to fund all care. Second most popular was a system of compulsory insurance to fund care costs. Just 12% agreed that those with a home should be expected to fund their own care.
- Just 12% had considered how to fund the cost of their care prior to their 50s. 30% admitted to still not having given the subject much thought.

### The NHS

- Respondents, by a modest margin, believed the NHS to have deteriorated over the last year with 28% saying the level of treatment had declined with just 14% saying it had improved. Nearly half, 46%, believed the level of treatment to have not changed.
- Looking 2 years ahead, respondents were critical about the likely future of the NHS. 37% expected the level of treatment from the NHS to decline, with just 13% expecting it to get better. Looking further ahead, over 5 years, while 21% expected the level of treatment to improve, 39% expected it to deteriorate.

### Relationships asked to women only

- Around two thirds (68%) of women interviewed were in a long-term relationship or marriage.
- Sense of humour and kindness were seen as the most desirable characteristics in a long-term partner and both were chosen by over half (52%) of the women interviewed. Honesty, reliability, and companionship were all seen as important too and were selected by 42%, 41%, and 38% of respondents respectively. Sexual chemistry was rated as important by a considerably higher number of women than romance (17% compared to 8%).
- Four-in-five (82%) of women viewed monogamy as critical to the success of a long-term relationship.

- 10% of women interviewed had cheated on their partner, with a further 11% having “almost cheated” on their partner. The large majority of respondents however, 71%, say they haven’t come close to cheating.
- Respondents were generally happy in their relationships; 36% admitted to “ups and downs” but being pretty happy, 26% acknowledged that their relationship wasn’t perfect “but works”, while 31% were very happy and “wouldn’t change a thing”. 5% admitted to staying together because splitting would entail upheaval, the same percentage as stayed together because of financial concerns.
- Two thirds of those interviewed had no regrets about their relationship.

**Clothing** *asked to women only*

- Of the list of clothing items offered, jeans were the most popular with 73% of women wearing them. Cropped trousers (58%), sleeveless tops and dresses (50%), and maxi dresses (33%) were other popular items. Leather trousers, boob tubes and all in one jumpsuits were the least popular items (selected by 1% or 2% of respondents).
- ‘Appropriateness’ was seen as the biggest reason not to wear particular clothing by 63% of women. Weight and age were also seen as important influencers in deciding what to wear.