

## Saga / Populus Panel Results, February 2012

Populus interviewed 10,862 Saga customers, all aged 50+, online between 20<sup>th</sup> and 27<sup>th</sup> February 2012. 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).

### Property

- Three quarters (75%) of respondents said that they own their own home without a mortgage, and a further fifth (19%) said that they own their own home with a mortgage. 6% said they did not own their own home. The older the respondent, the more likely it was that they owned their home without a mortgage (45% of 50-54 year olds rising to 85% of those over 75), and retired respondents were also more likely to own their home outright (84% compared to 55% of those still working).
- Four fifths (79%) of those respondents who said that they owned their own home (either with or without a mortgage) said that their home was a house, while 15% (rising to 20% of over 75s) said it was a bungalow. The most common number of bedrooms homeowners' homes had was three (45%), followed by four (31%).
- Those who did not own their own home were most likely to rent privately (36%) or from a housing association (21%).
- Two thirds (66%) of respondents disagreed with the idea that older people should be encouraged to sell their family home and move somewhere smaller to free up housing for families, with 52% doing so strongly. Less than one in five (17%) agreed.
- Two thirds (67%) of respondents said that their house was about the right size, a fifth (20%) that it was a little too large, and a tenth (11%) that it was a little too small. Younger respondents were more likely to say that their house was a little too small (16% of 50-54 year olds falling to 8% of those aged 75 and over). Of those respondents who said their home was too large, a little over a quarter (27%) said that they had considered selling it and moving somewhere smaller.
- For homeowners, the most popular reasons for not having sold their home were that it's expensive to move (39%), they have friends nearby (38%; a particular issue for older respondents, including 47% of over 75s), and that they love their garden (38%). Other significant reasons were that their home is a good investment (31%) and that there are no smaller homes they would want to move to (32%).

### Employment

- More than half (55%) of respondents were retired with a private pension, while a further 8% were retired on a state pension. A fifth (18%) were working full time, and 12% were working part time. Men were slightly more likely than women to be both working full time (20% compared to 15%) and retired on a private pension (60% compared to 48%), whilst women were much more likely to be working part time (16% compared to 9% of men).
- Most respondents (60%), and the vast majority of those retired (86%), said that they were both retired and did not intend to work again. A fifth (22%) said that they were happy with their current working arrangements. Of those working full time, 14% said they would be looking to reduce their hours in the next year, and 9% said they intended to retire altogether in the next year.
- Of those seeking to change their working status or secure a new job, a third (32%) were motivated by financial concerns, whilst almost a fifth (18%) were motivated by a desire to stay in work and use knowledge and skills. 15% were motivated by a desire to keep their brain and/or body active.

- Respondents felt that, of the options listed, the attitude of employers towards older workers would be the biggest barrier to them finding a new part-time job (30%), with younger respondents more likely to pick this answer (37% of 50-54 year olds compared to 18% of over 75s).
- The concept of job shares between young and old workers was very well received, with three quarters (75%) of respondents agreeing it was a good idea, and 30% doing so strongly. Just 5% disagreed.

### **Cruises**

- A third (34%) of respondents had been on a cruise, and 28% had both been on one and would do so again. A fifth (20%) said they had not been on a cruise but would like to do so (rising to 30% of those aged 50-54), whilst 45% had not been on one and had no desire to do so.
- Those who would consider a cruise in future were much more likely to prefer smaller, newer ships, the most popular being a newly built ship with up to 300 passengers (40%) and a newly built ship with 301 to 750 passengers (37%).
- It was felt that fellow passengers and crew speaking the same language was important, with 27% of those who would go on a cruise in the future describing it as very important, and 42% as quite important.

### **ISAs**

- Three quarters (76%) of respondents said they had a cash ISA, with women (79%) slightly more likely than men (74%) to have one, and retired respondents much more likely to have one than those still in work (79% compared to 69%).
- Of those with cash ISAs who were willing to disclose roughly how much they held in their account, the most common amount held was between £10,001 and £20,000 (16%). 26% held less than this, and 27% held more.
- More than two fifths (44%) of respondents said that they were intending to use their maximum ISA allowance this year, with men (46%) more likely than women (41%) to do so. A third (35%) said they did not intend to use the maximum allowance, and a fifth (21%) were unsure.
- The suggestion of a rule change to allow the full £10,680 ISA allowance to be invested in cash or shares as people please was strongly supported, with 45% strongly agreeing and a further 20% agreeing slightly. Those with a cash ISA were particularly supportive, with 50% strongly agreeing and a further 20% agreeing slightly.

### **Cars & pets abroad**

- Three quarters (77%) of respondents said that they would not be taking their car abroad this year. 14% said they would, with men (17%) more likely than women (10%) to be planning to take their car on holiday. France (88%) was by far the most popular driving destination, followed by Belgium (23%) and Germany (20%). Almost all drivers intended to take a warning triangle (96%), a first aid kit (92%) and a reflective jacket (89%).
- Very few respondents intended to take their pet on holiday, with 1% planning to take their dog(s) and even less than that planning to take their cat(s).

### **Government policy towards older people**

- A third (33%) of respondents said that, in general, Government policy had been very unfair towards older people. Only 10% said that policy had been quite (8%) or very (2%) fair.