

# Saga / Populus Panel

2 August 2012

Populus interviewed 10,791 Saga customers, all aged 50+, online between 25<sup>th</sup> July and 2<sup>nd</sup> August 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).

## Well-being and the cost of living

- Just 10% of respondents reported that their standard of living had improved in the past year. 29%, by contrast, said that their standard of living had got worse. Younger respondents were much more likely than older to report that their standard of living had got worse (41% of 50-54 year olds and 37% of 55-59 year olds compared to 25% of over 75s).
- A fifth (21%) of respondents said that they were happier since last year, and a similar proportion (22%) said that they had become less happy. The youngest respondents were more likely to have become less happy (31% of 50-54 year olds).
- 30% of respondents said that they had become less healthy, whilst just 14% said that they felt healthier than they did last year.
- Financial issues were of the greatest concern to respondents. Over half (55%) said that the cost of living had become a greater concern over the past year, with the youngest respondents particularly likely to report an increase in this worry (66% of 50-54 year olds). Savings income (46%) and interest rates (41%) were the issues next most likely to have become a greater concern. As well as the cost of living, the youngest respondents were also more likely to be worried about their current/future pension income (45% of 50-54 year olds and 46% of 55-59 year olds compared to 18% of over 75s).
- Respondents were more likely than not to feel satisfied, purposeful, happy and positive, although in each case significant minorities felt the opposite. Significant minorities also felt worried (25%) and lonely (22%). The younger the respondent, the less likely they were to feel satisfied (6.57 amongst 50-54 year olds compared to 7.29 amongst over 75s), happy (6.63 amongst 50-54 year olds compared to 7.39 amongst over 75s), and positive (6.69 amongst 50-54 year olds compared to 7.50

amongst over 75s).

	Mean Score (/10)
Satisfaction	7.11
Purpose	7.16
Happiness	7.27
Worry	3.55
Loneliness	2.73
Positivity	7.28

- Family relationships and health were most important in influencing how happy respondents were. Income and friends were also important to the vast majority.

**How important or unimportant is each of the following in influencing how happy you feel at the moment? [All respondents]**

	NET: Important	Neither important nor unimportant	NET: Unimportant
<b>My relationship with my spouse / partner</b>	94%	3%	2%
<b>My relationship with my children</b>	94%	3%	2%
<b>My health</b>	94%	4%	3%
<b>My partner's or family's health</b>	94%	3%	3%
<b>My relationship with my grandchildren</b>	89%	6%	3%
<b>My income</b>	84%	12%	4%
<b>My relationship with my friends</b>	83%	13%	4%
<b>My hobbies / interests</b>	77%	18%	5%
<b>My work</b>	64%	25%	9%
<b>My sexual relationship</b>	51%	34%	14%
<b>External factors seen in the news</b>	46%	38%	15%

- A quarter (25%) of respondents said that their relationship with their grandchildren had improved in the past year, whilst a fifth (20%) said that their hobbies and interests had improved. A third (34%) said that their income had deteriorated, whilst over half (53%) said that external factors seen in the news had got worse.



Over the past year, to what extent would you say each of the following has improved or got worse? [All respondents]

	NET: Improved	Stayed the same	NET: Got worse
My relationship with my grandchildren	24%	72%	3%
My hobbies / interests	20%	73%	7%
My relationship with my children	19%	77%	4%
My income	18%	48%	34%
My relationship with my spouse / partner	16%	76%	8%
My work	16%	56%	28%
My health	14%	54%	32%
My relationship with my friends	11%	85%	4%
My partner's or family's health	8%	64%	28%
My sexual relationship	6%	76%	17%
External factors seen in the news	2%	45%	53%

- Over a third of respondents had cut back on using their car (36%) and eating at pubs or restaurants (36%). A quarter had cut back on donating to charity (25%) and heating their home (27%).

Compared to this time last year, have you cut back, increased or not changed your spending on the following? [All respondents]

	Cut back	Not changed	Increased
Club memberships (e.g. gym/golf)	19%	78%	3%
Hairdressing/ beauty products	21%	77%	2%
Using the phone	19%	76%	5%
Donating to charity	25%	66%	9%
Visiting theatre/cinema/ museums/film rental	29%	66%	4%
Clothes	33%	62%	5%
Heating your home	27%	61%	13%
Using the car	36%	59%	5%
Taking short breaks	32%	57%	12%
Eating at pubs or restaurants	36%	56%	8%



- In response to the rising cost of living, almost half (47%) of respondents said that they had cut back on non-essential spending, while a third (34%) said they had helped children or grandchildren financially. The youngest respondents were particularly likely to have cut back on non-essential spending (63% of 50-54 year olds compared to, for example, 43% of 65-69 year olds). Almost a fifth (18%) had cut back on essential spending, and amongst these respondents food spending was the most likely area to have been chosen for reduced spending (78%).
- A massive majority (93%) of respondents said that prices had gone up in the past year, with 8% saying they had increased by more than 10%. 88% said that this trend was likely to continue into the next year.
- The items respondents felt had increased in price the most were car running costs (71%), household services (65%), and groceries (50%).

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### Grandparents and the summer holidays

- Of those respondents with grandchildren, almost three fifths (58%) said they will spend time looking after them over the summer holidays. On average, grandparents estimated they would spend almost a day (0.89) looking after their grandchildren over the summer holidays.
- Grandparents were most likely to say they would entertain their grandchildren at home (28%) or on day trips (26%), and on average grandparents estimated that they would spend £67.20 looking after their grandchildren over the summer holidays.

