

Saga / Populus Panel

April 2013

Populus interviewed 10,350 Saga customers, all aged 50+, online between 12 and 25 April 2013. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

Contents Insurance

- 15% of Saga customers have adult children living at home with them. Half (50%) of these adult children are aged between 18 and 24 and a further 30% are aged between 25 and 30, whilst 7% are aged 41 or older.
- In nearly half these cases, the adult children have never left home (45%). Otherwise, having just finished university or having split with a partner are the most common reasons for adult children living at home (12% and 10% respectively).
- Over half (53%) of those respondents with adult children who have moved back home have not altered their insurance policies to include all of their children's belongings. 37% - nearly two fifths - have altered their insurance, with parents in the South West particularly likely to have done so (50%).

The NHS

- Two fifths (40%) of respondents think that the NHS has got worse over the last year, whilst just 14% think it has improved. Women are more likely than men to feel that the NHS has got worse (44% compared to 37%), and respondents in Wales and Northern Ireland are also particularly negative (50% and 65% respectively).
- Saga customers are also likely to be pessimistic regarding the future of the NHS in the next two years. 43% think the level of treatment on offer will get worse, whereas just 21% feel it will improve. Again, women are more negative than men (47% saying treatment will get worse compared to 41% of men).
- Similarly, 43% of respondents think that the level of treatment offered by the NHS will have got worse in five years' time.

- However, respondents are more likely to be positive when it comes to GP services. A third (32%) say their GP service has improved over the last five years, compared to a quarter (25%) who said their service had got worse.

Health & Fitness

- Almost all (94%) Saga customers exercise, and more than two thirds (69%) do so more than once a week. The most exercised region is Scotland, where three quarters (74%) of Saga customers exercise more than once a week.
- By far the most popular form of exercise is walking (88%). The next most popular is sex, which a fifth (20%) of Saga customers take part in regularly, followed by swimming (15%), going to the gym (14%), and cycling (14%).
- Most Saga customers who exercise do so for the sake of their health or fitness (72%), whilst almost half do so to control or lose weight (46%).
- Those who don't exercise are often physically unable (46%), and indeed more than a quarter (27%) of all respondents say that their physical condition always or often prevents them from doing sports. Others, however, are either lacking in motivation (18%), or are too lazy (14%).
- More than half (56%) of respondents describe themselves as overweight, with those in the North East (61%) and Northern Ireland (65%) particularly likely to do so. Female respondents are likely to feel that their dress size has increased since they were 25 (77%), with the most common increase either one (28%) or two (28%) sizes. Men are even more likely to feel they have got bigger since they were 25 (88%), and more than a fifth (22%) think their waist size has gone up by five or more inches.
- More than half (57%) of Saga customers have never been on a diet. Men (71%) are particularly likely to have never been on a diet, whereas nearly two fifths (37%) of women say they've been on 1-5 diets in their lifetime.

Voting Intention

- A quarter (25%) of Saga customers say they will vote Conservative at the next election. The older the respondent, the more likely they are to be intending to vote Conservative (17% of 50-54 year olds, rising to 32% of those aged 75 and over).
- The next most popular party is UKIP, with 18% of Saga customers proposing to vote for this party. Men are much more likely than women to say they will vote UKIP (21% compared to 12%), as are older voters when compared to younger (14% of 50-54 year olds, rising to 21% of those aged 75 and over).
- 17% of Saga customers are unsure of how they will vote, whilst just 15% say they will vote Labour.

