

Saga / Populus Panel

November 2013

Populus interviewed 11,138 Saga customers, all aged 50+, online between 13 and 21 November 2013. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

Neighbours

- Almost three-quarters (72%) of Saga respondents know their neighbour on a first name basis. Half (50%) say they are good friends with their neighbours.
- Respondents from Yorkshire are most likely to talk to their neighbour over the garden fence (61%) but are less likely than Londoners to give their neighbours a key to their house (41% in London compared 33% in Yorkshire).
- The majority (85%) of Saga customers say they are happy with the relationship they have with their neighbours and would not want to get to know them better. Londoners are most likely to say they wish they knew all of their neighbours better.
- Over a quarter (28%) of Saga respondents who live outside the UK said they wished they knew all of their neighbours better.
- Saga respondents are happy to help their neighbours with a number of activities; taking in parcels and packages (94%) and putting bins out (58%) are the most likely favours. Watering plants (37%), looking after pets (25%) and lending them sugar or milk (22%) are also mentioned.
- Nine in ten (90%) Saga respondents say their neighbours have taken in a parcel or package for them.

Holidays

- Four-fifths (81%) of Saga respondents went on holiday on 2013, the same proportion plan to go on holiday in 2014.

- Older respondents were less likely to have gone on holiday last year. One-third (33%) aged 80-89, rising to two-thirds (63%) aged over 90. Retirees were also more likely than those still working to have gone away in 2013 (82% compared to 77%).
- Saga respondents in the DE social class are much less likely to plan a holiday for 2014: 60% in the DE social grade said they are planning a holiday for 2014 compared to 86% of those in AB.
- Two-thirds (65%) say they are planning to spend the same amount on their holiday as they did last year. Just under a quarter (23%) say they will spend more on their next holiday.
- The vast majority (80%) of Saga customers planning a holiday for 2014 say they will travel to Europe in 2014, one-sixth (15%) say they will go to North America. Asia (9%) and Australia and Oceania (6%) are slightly less popular travel destinations for 2014.

The Economy

- Saga respondents are largely unsure about the trading price of the FTSE 100 Index, over half (53%) say they do not know the price it will be trading for at the end of 2013.
- Men are less likely than women to say they don't know what the FTSE 100 Index will be trading at, 71% of women say they don't know compared to 40% of men.
- 7% respectively think it will be trading between 6500-6599, 6700-6799, 7000-7099 or over 7100. 8% think it will be trading just below 7000 - between 6800-6999.
- The level of uncertainty regarding the FTSE 100 Index trading price increases as social grading declines. Three-quarters (73%) of respondents classed as DE say they do not know what the FTSE 100 Index will trade at compared to 46% in the AB social class say who say they don't know.
- Saga respondents are more informed with regard to the Bank of England's base rate than the FTSE 100 Index. 80% of men say the base rate will still be at 0.5%, compared to only 60% of women - who are more likely than men to say it will rise to between 0.5% and 1%. (21% of women compared to 12% of men)

The 'Green Energy Levy'

- Over half of Saga respondents (54%) say they are opposed to the 'Green Energy Levy' which is projected to rise to 14% of average household energy bills by 2020 in order to fund the development of alternatives to energy from fossil fuels.
- Retired Saga customers are also more than those still working to oppose the notion, 57% compared to 48%.



- 28% of Saga customers say they support the 'Green Energy Levy' in order to fund the development alternative energy sources. Respondents located in London are the most likely to support the Levy, 34% are in favour of the idea.
- Respondents in the North East (57%), Wales (57%), Yorkshire and Humberside (55%), the South West (55%) and the East Midland (55%) are in opposition to the Levy.
- Four-fifths (83%) of Saga customers would favour the money to be raised through general income taxation, by which contribution would be graded according to individual means. Younger respondents are most likely to favour a flat rate tax added to all household gas and electricity bills. A quarter (23%) of those aged 50-59 would favour this form of tax.

Christmas

- 85% of respondents will send a Christmas card to their neighbours this year, 23% say they will send one to all of their neighbours. 4% of Saga customers do not send Christmas cards.
- Books (44%) are regarded as the present Saga respondents would most like to receive this Christmas. Clothes or shoes come in at a close second, with 40% saying they would like to receive this type of gift. Theatre tickets or a holiday/ short break are also high-up on the Christmas wish list, with 37% and 36% of Saga customers saying they would like these presents respectively.
- Women are generally more enthused than man by the Christmas presents on the list below:

	Total	Male	Female
Books	44%	40%	49%
Clothes or shoes	40%	38%	42%
Theatre or concert tickets	37%	27%	50%
Holiday/ short break	36%	29%	45%
Toiletries	28%	19%	40%
DVDs	26%	26%	27%
iPad (or iPad mini)	20%	17%	25%
Jewellery	19%	3%	39%
Slippers	18%	17%	20%
Car	12%	13%	12%



Laptop	12%	12%	12%
Other tablet device	11%	10%	11%
Kindle	10%	8%	12%
Charitable donation	9%	6%	14%
Scarf and gloves	9%	6%	12%
Mobile phone	8%	8%	9%
Sports equipment (bike, trainers)	8%	10%	5%
Sat Nav	7%	8%	7%
Gym Membership	3%	2%	4%
Pet	2%	1%	3%
None of the above	12%	16%	7%

