

Saga / Populus Panel

October 2013

Populus interviewed 10,505 Saga customers, all aged 50+, online between 18 and 24 October 2013. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

GP access

- Saga respondents find it easier to book an appointment with a GP in advance than on the same day (61% vs. 35% respectively). In fact, almost half of respondents (49%) find booking an appointment the same day difficult.
- Ease of appointment booking varies by region. Respondents in Northern Ireland in particular find it difficult to book an appointment the same day, closely followed by respondents in London (63% and 56% respectively).
- Almost two-thirds (65%) of respondents would likely use a free helpline that provided access to speak to a GP.

Driving

- Almost half (49%) of drivers have exceeded the 70 mph speed limit in a built up area in the past twelve months.
- Younger respondents are more likely to get angry behind the wheel. A higher proportion of younger respondents have got angry, used their horn or flashed their lights, or shouted at another road user in frustration (50-59 year olds: 38%, 25%, 26% respectively), compared to older drivers (80-89 year olds: 21%, 11%, 9% respectively).
- Male participants are also significantly more likely to exceed the speed limits, use their horn or flash their lights in anger, undertake someone, or stay in the middle lane than their female counterparts.
- Since the introduction of new driving laws in the UK, less than 1% of respondents who drive are sitting in the middle lane or driven too close to the car in front more frequently. Even though small contingents of respondents alter their driving habits to do these things less frequently (21% and 8% respectively), overall Saga drivers report no change (79% and 92% respectively).

- If Saga drivers had a minor bump with an unattended vehicle, a large majority (70%) would leave a note with their details.
- High proportions of Saga drivers always slow down for bicycles, give horses a wide berth and acknowledge other drivers when they are courteous (both 95%). However, less than a third always let other drivers out in a queue of traffic or let pedestrians cross the road (27% and 33% respectively), whilst only 21% would always stop to help people in distress.
- Older respondents are more likely than younger respondents to always let other drivers out in a queue of traffic (50-59 year olds: 27%, 80-89 year olds: 34%) and let pedestrians cross the road (50-59 year olds: 33%, 80-89 year olds: 43%).
- Females are much more likely to never stop and help people in distress than men (34% and 22% respectively).

Breakdowns

- 78% of Saga drivers have had a vehicle breakdown, with this proportion higher among men than women (81% and 73% respectively).
- Among these drivers, over three-fifths (62%) get out of the vehicle whilst waiting for assistance, with one quarter remaining in the vehicle. Men are considerably more likely to get out of the vehicle than women (67% vs. 54% respectively).
- Saga drivers believe that the motorway is the worst place to breakdown (44%), followed by country lanes (23%) and busy roads (19%). Snow is by far the worst weather for Saga drivers to breakdown in (56%), with considerably less citing rain, hail, fog and strong winds (27%, 5%, 4%, 4% respectively).
- 91% of Saga drivers keep objects in the car in case of an emergency, with a map, first aid kit and torch being the most popular (67%, 57% and 55% respectively).

Travelling

- When thinking of Bridget's itinerary, Saga respondents would most like to visit Australia (35%). Desire to visit Australia varies among social grades, from 33% among the AB social grade, to 45% among DE.
- Following Australia, men would most like to visit India (11%), whilst women are likely to choose Madagascar (10%).
- 36% of respondents would most like to go on a safari, although those in the older age categories are less keen on this.
- Respondents want to visit many of the sights on Bridget's itinerary: 24% want to see the Victoria Falls, 21% want to visit the Sydney Harbour and 16% would want to see the Taj Mahal.



Collecting

- 54% of respondents collect items, with men slightly more likely to collect than woman (56% vs. 50% respectively). The most frequently collected items among Saga customers are music records or CDs (24%), books (23%) and pictures or prints (11%).



- Overall, respondents priced the Patek Philippe watch at £2,490. Those in higher social grades guessed closest to the guide price, at £2,670, followed by 50-59 year olds (£2,640).



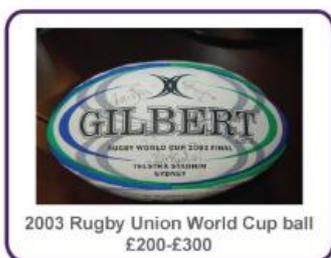
- Respondents correctly estimated the Beatles Fan Club publicity card, with an average price of £2,170. Older respondents underestimated this value, with 80-89 year olds estimating only £980.



- Respondents correctly guessed the value of the Silver tea and coffee set at £1,810. All demographics estimated within the actual guide price.



- The USA \$10 coin from 1879 was over-valued by respondents, at an average amount of £4,360. All demographic groups suggested an average of over £2,000 for this coin.



- Respondents overestimated the price of the Rugby World Cup ball at £1,190, with this overestimation replicated across all demographics.



- Respondents correctly guessed the price of the bottle of wine at an average of £1,640. Older respondents were the only to guess outside of the guide price range, with 80-89 year olds estimating only £840.



- Respondents greatly overestimated the price of the buffet at £9,510. Men and those aged 50-59 years believed the buffet cost the most, with guesses of £10,610 and £11,290 respectively.



Working Status

- Just under one-third of respondents (32%) are currently working, with 18% working full time. The vast majority of remaining respondents are retired, and most have a private pension.
- Among those working and aged 65 or over, 88% cite enjoying work and hesitance to retire as reasons they are still in employment. This reason becomes more prominent among older respondents, with 93% of 80-89 year olds citing this as a reason for remaining in employment, versus 86% of 65-69 year olds.
- Almost half (49%) of respondents cite financial restraints as a reason for remaining in employment, with this more common among lower social grades (AB: 40%, DE: 64%). Interestingly, those with grandchildren and great grandchildren are also very likely to cite this reason, with 63% of them doing so.
- Similarly, just over half (52%) claim they are still in employment due to how valued they are by their employer. Lower social grades are particularly unlikely to cite this as a reason to remain in employment (DE: 27%).

