

# Saga / Populus Panel

## September 2013

Populus interviewed 10,045 Saga customers, all aged 50+, online between 20 and 26 September 2013. 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).

### Healthcare

- The majority of Saga respondents are positive about their current personal experience of NHS care (65%), with the proportion increasing with age to 78% of 80-89 year olds, but then sharply falling to 62% for those over 90.
- 71% of respondents agree with the government's plan for GPs to take more responsibility for patients' health and social care in order to have one main point of contact for support.
- Overall 2% of respondents receive care or support at home, rising to 19% of over 90s. Of all recipients, over half (56%) had not discussed their preference for where they received care prior to the need arising, and of those who are not receiving care, 77% have also not yet had this discussion with their family.
- However, 63% of respondents who have organised care for an elderly friend or relative did discuss whether they would prefer to be cared for at home or in a care home setting.

### Family relationships

- On average Saga respondents live 25 miles from their closest child, with the distance decreasing with social grade (AB:29, C1:22, C2:17 and DE:16).
- The average distance respondents live / lived most recently from their own parents is significantly higher at 44 miles, increasing with age to 65 miles for those over 90.
- Respondents find it easiest to discuss medical issues or finances (74% for both) with their children, while 'the birds and the bees', funeral wishes and how they would like to be cared for in future were at the other end of the scale, with 19%, 12% and 12% respectively labelling them difficult.

- Women find the prospect of discussing all topics with their children easier than men. The difference is greatest for discussing ‘the birds and the bees’, with 55% of women compared to 40% of men finding the conversation easy.
- Respondents find / have found all topics of discussion more difficult with their parents than with their children. With their parents, medical issues (48%) and finances (45%) were still the easiest, while ‘the birds and the bees’, how they would like to be cared for in the future and funeral wishes were again the most difficult, at 55%, 30% and 28% respectively.
- Discussing their will, medical issues and finances was viewed as the same level of ease with both their children and their partners. However, the prospect of discussing funeral wishes and care provisions for the future was rated easiest with their partners, with 65% and 60% of respondents respectively saying such conversations would be easy.

## Trust

	Percentage who would trust them to tell the truth	Percentage who are less trusting compared to 12 months ago
MP	11%	47%
Government Minister	8%	49%
Shadow Minister	6%	48%
Investment Banker	11%	44%
High Street Bank Manager	47%	25%
Police Officer	60%	18%
Chief Constable	48%	24%
Journalist	8%	41%
Newspaper Editor	9%	43%
GP/ Doctor	92%	5%
Tradesperson	33%	16%

- In comparison to their male counterparts, female Saga respondents are marginally less trusting of all political figures, High Street bank managers, journalists and tradespeople, while the reverse is only true for members of the police force.
- The level of trust in both politicians and journalists increases with age, with over 90s trusting 27% of MPs and 19% of newspaper editors to tell the truth.



- Excluding the medical profession, who 12% trust more than 12 months ago, the vast majority of respondents' trust in all groups has either stayed the same or decreased over the past year. Trust in police officers is the most stable, with 75% saying their trust has stayed about the same, while government ministers are the worst affected, with 46% trusting them the same and 49% saying their trust in them has decreased.

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## Reading

- On holiday Saga customers prefer to read crime thrillers (37%), followed by literary fiction (20%) and non-fiction (19%), with classics the most unpopular at 4%.
- The popularity of crime thrillers and literary fiction decreases steadily with social grade (AB: 39%, 22%; C1: 37%, 19%; C2:33%, 14%; DE: 27%, 13%).
- Physical books bought new (32%) are most popular for holiday reading, above second-hand physical books (27%), while E-readers like Kindles (22%) beat Tablets like iPads (4%).
- Browsing book shops (34%) is the most popular way of choosing what book to read next, followed by book reviews in the media (21%) and friends' recommendations (11%). At 6%, online recommendations are the least popular.
- Among those who selected 'none of the above' for questions about reading preference, there is a sharp increase in those aged over 90. While a total 13% of respondents rejected all listed genres and 14% all listed formats, this figure rises to 23% and 46% for over 90s. Similarly, 27% of all respondents do not choose their next book through any of the listed methods, increasing to 58% for those above 90.

