

Saga / Populus Panel

July 2014

Populus interviewed 9,918 Saga customers, all aged 50+, online between 18 and 24 July 2014. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

Favourite Holiday Destinations

- Three-quarters (75%) of Saga respondents have a favourite holiday destination abroad to which they have travelled on multiple occasions. This proportion is higher among AB respondents than DE respondents (78% vs. 63%).
- Of those respondents with a favourite holiday destination abroad, on average, they had visited this destination 7 times. Indeed, almost a third (31%) had holidayed at their favourite destination on 10 or more occasions.
- For two-thirds (66%) of these respondents, their favourite holiday destinations are located in Europe, with Southern Europe being the most popular (39%). 16% of respondents' favourite holiday destination are in America, while 12% are in Australasia.
- When thinking about what factors make the destination their favourite, respondents cite the weather (65%), the scenery (63%), the food (52%) and the culture (52%) as most important. The local people (46%), attractions (33%) and the resort / hotel (32%) also contribute to it being their favourite holiday destination.
- The vast majority (91%) of these respondents had recommended their favourite holiday destination to others, and two-thirds (66%) had taken their friends or family to this destination.

The Vinyl Countdown

- Radio is the most popular way that Saga respondents listen to music, with three-quarters of respondents doing so regularly (75%). Three-fifths (62%) of respondents use a CD player, while 35% use the television. Only 10% of respondents regularly use a vinyl record player to listen to music, in comparison to more modern devices such as an MP3 player or a tablet (26% and 18% respectively).

- Of those respondents regularly using a vinyl record player to listen to music, almost two-thirds (64%) said this was thanks to owing a lot of vinyl records. 15% say this is because the sound is better than on digital players, with more men saying this than women (17% vs. 11% respectively).

Helping Children and Grandchildren at University

- Almost three-fifths (58%) of parents have had children leave home for university, and 2% have children leaving home for university this year. AB respondents are more likely to have / have had children leaving home for university than DE respondents (68% vs 36%).
- Of those who have / have had children leave home for university, more than three-quarters (77%) left their child's / children's room exactly as it was. 13% used it as a spare room for family or friends.
- When thinking about their children leaving home university, almost three-fifths (58%) said they felt a mixture of sadness and pride / happiness, and this was particularly true of women in comparison to men (67% vs. 51% respectively).
- 71% of respondents whose children had left / were leaving home for university say that they paid, or will pay, for some bills for their children's university stay. Men were more likely to say this than women (75% vs. 66% respectively), younger respondents more likely than older (75% of 50-59 year olds vs. 63% of 80-89 year olds), and AB respondents more likely than DE respondents (75% vs. 53% of DE respondents). A quarter say they did / will do their children's food shopping (25%) whilst a similar proportion say they did / will do their washing (24%).
- Two-thirds (67%) of respondents helped, or are planning to help fund their children's university education, with agreement highest among men (69%), those aged 50-59 (73%) and AB respondents (71%). On average, these respondents say they contributed or are planning to contribute £6,777.
- Over a quarter (28%) of grandparents have had grandchildren leave for university or leaving home for university this year. This is particularly true of older respondents (69% of 80-89 year olds vs. 7% of 50-59 year olds).
- Only a third (34%) of respondents helped, or are planning to help fund their grandchildren's university education. On average, these respondents say they contributed or are planning to contribute £3,988.

Noisy Hospitals

- Just under half (48%) of Saga respondents have spent time overnight in a hospital since they turned 50. This is particularly true of older respondents (78% of 80-89 year olds vs. 26% of 50-59 year olds).



- Of respondents who had spent time overnight in a hospital since they turned 50, 42% found that noises from other patients had prevented them getting a good night sleep. Other things preventing these respondents from having a good night sleep were pain (25%), staff talking on the ward (24%) and beeping of machinery (21%). Only 3% of these respondents recall that nurses' squeaky shoes prevented them from having a good night sleep.
- A quarter (26%) claim that when they stayed overnight in hospital nothing had prevented them from having a good night sleep, and this is particularly true of men compared to women (31% vs. 19% respectively), and older respondents (36% of 80-89 year olds vs. 17% of 50-59 year olds).

Politics

- 30% of respondents say they will cast their vote for the Conservatives in the June 2015 General Election, and this proportion is highest among older respondents (43% of 80-89 year olds vs. 21% of 50-59 year olds).
- 14% say they will vote Labour and 14% say UKIP. Only 5% intend to vote for the Liberal Democrats and 27% are unsure. Uncertainty is highest among women than men (35% vs. 21% respectively) and younger respondents (33% of 50-59 year olds vs. 21% of 80-89 year olds).

