

# Saga / Populus Panel

September 2014

Populus interviewed 9,794 Saga customers, all aged 50+, online between 12 and 19 September 2014. 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).

## Benefits

- As in May 2013, the majority of Saga respondents would not be willing to give up, or pay tax on the value of, age-related benefits, although they are much more likely to do so if the money was going towards better care for the elderly. This is particularly true for the winter fuel allowance, eye tests and TV licence.

Benefit		NET: Likely		NET: Unlikely	
		May-13	Sept-14	May-13	Sept-14
Free bus pass	<b>WITHOUT</b> knowing money would go to care for the elderly	23%	27%	61%	58%
	<b>WITH</b> knowing money would go to care for the elderly	35%	38%	45%	44%
Free TV licence	<b>WITHOUT</b> knowing money would go to care for the elderly	20%	25%	59%	51%
	<b>WITH</b> knowing money would go to care for the elderly	34%	39%	43%	37%
Free prescriptions	<b>WITHOUT</b> knowing money would go to care for the elderly	8%	7%	83%	85%
	<b>WITH</b> knowing money would go to care for the elderly	15%	15%	65%	68%
Free eye tests	<b>WITHOUT</b> knowing money would go to care for the elderly	11%	11%	76%	75%
	<b>WITH</b> knowing money would go to care for the elderly	23%	26%	55%	54%
Winter fuel allowance	<b>WITHOUT</b> knowing money would go to care for the elderly	18%	22%	66%	59%
	<b>WITH</b> knowing money would go to care for the elderly	29%	34%	49%	45%

## Populus Summary

### Retirement plans

- Almost a third of Saga respondents (31%) have not fully retired. These respondents plan to retire at an average age of 66 years old, regardless of social grade. 44% of non-retired respondents don't know at what age they will fully retire.
- When asked how their retirement plans have changed in the last five years, for three in ten (30%) of non-retired respondents, plans have stayed the same. This figure is higher among men than women (35% vs. 25% respectively). 29% say that they plan to retire later than they did five years ago, while 16% have put their retirement on hold and are unsure when they will retire now. Respondents whose retirement plans have changed expected to retire at an age of 64 years old five years ago.
- The most commonly cited reasons for changing retirement plans are financial reasons (34%), changes to state pension age (24%), and the latter was particularly true of those in the DE social grade (37% vs. 20% of AB respondents). One tenth of respondents wanted to fund a better retirement and the same proportion enjoy working (both 10%). Only 8% of respondents changed their retirement plans due to a desire to keep fit and for 4% enjoying the social aspect of work was the motivation behind changing retirement plans.
- Of those respondents who plan to continue working later than they planned five years ago, 44% plan to retain the role and working hours they are already doing, while just under a third (31%) plan to reduce their hours in the same job. Only 4% plan to retrain to get a different job.
- Over half (53%) of respondents say they are unlikely to move home in their retirement. Younger respondents are more likely to move than older respondents (46% of 50-59 year olds vs. 16% of 80-89 year olds).
- Of those likely to move home in retirement, 55% say they are likely to move to a bungalow, 52% are likely to move to a small house, 25% are likely to move to a purpose built retirement flat, and 23% are likely to move to a non-retirement flat.
- Almost seven-in-ten (69%) of those likely to move in retirement will do so to move to a property that will suit them better in retirement. Other reasons for moving home include releasing capital to enjoy retirement (22%), to be closer to family (15%) and to move to an area that's more rural (15%).
- When looking for a new property in retirement a number of factors are important in this decision. 19% want a property that they will not have to move from again, 18% want a more manageable home, 14% seek more outdoor space, and 14% will look for high quality accommodation.

## Populus Summary

### Travel Insurance

- Over two-thirds (69%) of respondents have one or more ongoing medical condition, and this figure is highest among older respondents (85% of 80-89 year olds vs. 55% of 50-59 year olds).
- Of respondents with one or more ongoing medical conditions, only 3% have become ill while on holiday due to an ongoing medical condition in the last three years. 43% of these respondents were not significantly ill enough to need to use travel insurance, and this is higher among women than men (49% vs. 38% respectively). 23% of respondents who have become ill while on holiday due to an ongoing medical condition in the last three years claimed on their travel insurance.
- When buying travel insurance, the most important consideration for respondents is ensuring that the cover meets requirements (59%). Only 14% cite the price of the insurance as a main consideration. One-in-ten (10%) Saga respondents do not buy travel insurance.
- When thinking about the last time respondents bought travel insurance, just over one quarter (26%) had it from their bank account, a similar proportion (24%) bought it online through an insurer direct and 21% bought it using a travel insurance website. Only 11% used the cover offered with their holiday provider.
- Half (50%) of respondents with travel insurance have an annual policy, while just over a third (35%) take out a new policy for every holiday. AB respondents are most likely to have annual cover (56% vs. 29% of DE respondents). DE respondents, on the other hand, are more likely to take out a new policy for every holiday (50% vs. 30% of AB respondents).

### Carers

- 16% of Saga respondents have caring responsibilities for an elderly person, either in their own home or at another location, for which they are not paid.
- Just over two-in-ten (22%) of these respondents had to give up, or reduce the hours of, their work to meet their caring responsibilities, and a similar proportion (24%) have had to adapt my home to suit the needs of the person they care for.
- Saga respondents with caring responsibilities estimate that it costs an average of £171 to care for their elderly relative/ friend each month.

## — Populus Summary

### Car Tax

- Almost eight-in-ten (78%) of Saga respondents correctly know that in October people will no longer need to display a tax disc in their car. Men are more likely to correctly know this than women (82% vs. 72% respectively).

### Politics

- 41% of Saga respondents with an intention to vote plan to vote Conservative in the General Election, down from 43% last month. 23% intend to vote UKIP, up from 20% in August – and 19% intend to vote Labour.

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