

# Saga / Populus Panel

April 2015

Populus interviewed 9,885 Saga respondents, all aged 50+, online between 21 and 27 April 2015. 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).

## Travel

- Almost two-thirds (63%) of Saga respondents planned to take a holiday outside of the UK in the remainder of 2015. Younger respondents were more likely to do so than their elders (60% of 50-59 year olds vs. 45% of 80-89 year olds).
- Among respondents planning to take a holiday in 2015, 28% were planning a beach holiday, 16% were planning a cruise, and 12% were planning a city break.
- 42% of respondents planning to take a holiday in 2015 said that their holiday would last between one and two weeks, while 27% said it would last 5 days to a week. For 21%, their holiday will last between a fortnight and a month.
- Of those planning to take a holiday in 2015, three-in-ten (29%) will book all inclusive, while a similar number will book accommodation only (28%). Younger respondents were more likely to book accommodation only than all inclusive (35% vs. 24% of 50-59 year olds respectively). Older respondents, on the other hand, preferred all inclusive to accommodation only (48% vs. 16% of 80-89 year olds).
- Thinking about their next holiday, four-fifths (80%) of respondents planned to carry local currency exchanged prior to travel. One quarter (24%) said they would carry local currency withdrawn from local ATMs, and 10% would use a pre-paid multi-currency cash card.
- Of those exchanging money prior to their travels, 63% planned to watch the exchange rate and buy it when they knew they would get a good rate. One third (34%) planned to buy it when they needed it, regardless of the rate. On average they planned to exchange £487 prior to their travels, with this amount highest among men (£541) and those aged 50-59 (£510), and lowest among woman (£411) and those aged 80-89 (£395).

## Populus Summary

- When abroad, over half (55%) of respondents planned to use local cash currency when making purchases. This figure was slightly higher among women than men (57% vs. 53% respectively). 38% planned to use a UK bank issued credit card.
- Of those planning on holidaying outside of the UK in the remainder of 2015, 46% said they never exchange any left-over local currency back to sterling – higher among men than females (49% vs. 42% respectively). 37% sometimes changed it back into sterling, and 10% always did.
- Of those not changing their money back into sterling when returning from holidays, on average they had £239 of foreign currency home. This figure was highest among men (£275) than women (£188).

## Home

- When out of their home, the most common items lost by Saga respondents were clothing (32%), umbrellas (27%), wallets or purses (16%) or a bank card (16%).
- The most commonly broken items were spectacles (14%), sunglasses (13%) and mobile or smart phones (5%).

## Legal

- 27% of respondents have used a Lasting Power of Attorney (previously called Enduring Power of Attorney) on behalf of another person. Of these respondents, 13% have had a problems when using a Lasting Power of Attorney. Younger respondents were more likely than older respondents to have had a problems when using a Lasting Power of Attorney (17% of 50-59 year olds vs. 12% of 70-79 year olds).

## Medical

- Four-in-ten (39%) of Saga respondents said that they would be likely to pay for non-life threatening medical treatment, if it meant they would get treated quicker. Respondents in the AB social grade were more likely than those in the DE social grade to pay for non-life threatening medical treatment (46% vs. 18% respectively).
- Saga respondents underestimated the cost of private knee replacements (85%), private hip replacements (69%) and cataract surgery (66%). 42% overestimated the cost of a private hernia operation.
- If they were to arrange medical treatment, Saga respondents said that the most important factor would be speed of access to treatment (62%), followed by access to

## Populus Summary

a specialist of their choice (33%). The least important factors were access to a hospital of their choice (40%) and ease of organising treatment (40%).

- While four-in-ten (40%) of Saga respondents felt that the NHS had got worse over the last year, one-in-five (20%) said it had improved, and 34% said it had stayed the same. Older respondents were more likely than younger respondents to feel that the NHS had improved in the last year (30% of 80-89 year olds vs. 16% of 50-59 year olds).

## Age

- Overall Saga respondents felt younger than their true age at heart (said by 96%). Only 2% thought they felt older at heart, while 2% felt the same age as their real age.
- On average, respondents considered a person 'old' when they turned 79 years old. Men considered someone to be old at age 77, while for women someone was old when aged 81. Three-in-ten (29%) would not consider someone to be old.

## Politics

- Of those naming a party to vote for in the General Election in May 2015, 47% planned to vote Conservative (up from 46% in March). 18% planned to vote Labour (down from 19% last month), 15% for UKIP (down from 18%) and 9% for the Liberal Democrats (up from 7% in March).

**Email: [aevans@populus.co.uk](mailto:aevans@populus.co.uk)**  
**Phone: +44 [0]20 7553 4134**