

Saga / Populus Panel

August 2015

Populus interviewed 9,794 Saga respondents, all aged 50+, online between 20 and 26 August 2015. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

Savings

- Half (49%) of Saga respondents put money away for themselves each month. 27% of Saga grandparents save money for their grandchildren monthly.
- Male Saga grandparents are slightly more likely to put money aside for their grandchildren than female grandparents (28% vs. 26% respectively).
- The average amount of money saved by Saga respondents for themselves on a monthly basis is £164.79. Saga grandparents put £55.79 aside on average for their grandchildren every month.
- Saga respondents from the AB social grade are 16% more likely to put money away for themselves each month than those in DE (52% vs. 37% respectively), saving £88 more on average.
- 39% of Saga respondents who put money aside for their grandchildren anticipate the money going towards university fees, 31% towards school/university supplies and 18% towards a deposit for a house or flat.
- The main purpose of Saga respondents' personal savings is to pay for holidays/travelling (59%).

Health

- Just under three-quarters (73%) of Saga respondents have had some kind of NHS medical treatment since turning 60. This percentage decreases from the AB to DE social grades (76% of those in the AB social grade vs. 64% in DE).
- Of those who have had NHS medical treatment since turning 60, 34% had their most recent treatment between the ages 65-70. The average age respondents had their most recent treatment is 68 years old.
- 63% of Saga respondents have elderly relatives or friends who since turning 60 have had NHS medical treatment. The average age of friends or relatives of Saga respondents who have had NHS medical treatment since turning 60 is 77 years old.
- Overall the majority of Saga respondents feel that their age has had no effect at all on the treatment that they have received from the NHS. Indeed, one-in-five (21%) suggest that their age has had a positive effect on their communication with doctors and nurses.

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EU Referendum

- 46% of Saga respondents suggest that they will vote for the United Kingdom to remain in the European Union, 39% that they will vote to leave, and 14% do not know.
- In England, respondents in London are the most likely to vote to remain in the EU (51%), however it is the respondents living in Scotland who are the most pro-EU in the UK (61%).
- 43% of respondents in the East Midlands will vote to leave the EU compared with 41% who will vote to remain in it; the only region with more respondents voting to leave the EU than to remain in it.
- Only 28% of DE respondents will vote to remain in the EU while 52% will vote to leave. In comparison, 54% of AB respondents will vote to remain in the EU and 34% will vote to leave.

Travel

- Booking transport and accommodation online from separate websites is the most popular way of organising holidays overall (27%), however the usage of booking websites decreases amongst the older respondents who instead prefer to use the telephone (24% of those aged between 80-89 book package holidays over the telephone).
- Saga respondents would prefer to go on a city break than any other type of holiday (49%), however almost half (45%) of C2 respondents favour beach holidays over all others.
- The majority of respondents (54%) identify Europe as being their ideal holiday destination.
- Almost one-third (31%) of respondents suggest that money is the main barrier preventing them from taking their ideal holiday. 55% of DE respondents identify this as their most important barrier, compared with 26% of AB respondents.
- Male respondents who have not yet retired are more likely to spend more money on all types of holidays when they retire than their female counterparts (23% vs. 18% respectively).

Car Parking

- 46% of respondents agree that they are more likely to shop out of town so as to not pay for parking.
- Almost half of respondents (47%) avoid driving to places if they have to pay for parking. 39% tend to walk to the shops or use public transport to avoid paying for parking.
- One-third of respondents (33%) suggest that parking costs have no effect on where they shop. 52% of those in the North West feel that car parking costs effect where they shop; the most of any region.

Assisted Dying

- Almost two-thirds (61%) of respondents support legislation to allow Dignitas to set up a branch in the UK while only 17% oppose it.

Populus Summary

- While all other regions have 58% support and above for Dignitas, only 37% of respondents in Northern Ireland support the change in legislation and 35% oppose it.

Winter Fuel Allowance

- 45% of Saga respondents oppose means testing for the Winter Fuel Allowance, while 37% support it.
- Female respondents show slightly more support for the allowance than their male counterparts (39% vs. 36%).
- AB respondents show less opposition for means testing than DE respondents (44% vs. 48% respectively).

Email: aevans@populus.co.uk

Phone: +44 [0]207 553 4134