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Saga / Populus Panel

January 2015

Populus interviewed 10,015 Saga respondents, all aged 50+, online between 15 and 22 January 2015. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

Smoking

- Only 6% of Saga respondents consider themselves to be smokers. This proportion is higher among 50-59 year olds (8%) and those in the C2 (8%) or DE (11%) social grades. 45% of respondents used to smoke, but do not smoke any longer, while almost half (49%) do not smoke and never have done.
- 4% of current or former smokers have completely replaced smoking tobacco with e-cigarettes / e-vapour products / vapourisers, with this more common among younger smokers than their elders (7% of 50-59 years old vs. 1% of 80-89 year olds).
- 40% of current smokers have used e-cigarettes / e-vapour products / vapourisers to help them give up smoking, although only 3% use solely e-cigarettes now. 24% use e-cigarettes sometimes, while 13% tried to give up using tobacco with e-cigarettes, but no longer use the product. Females are more likely than males to have used e-cigarettes to try and help them give up smoking (45% vs. 37% respectively).
- Of those who smoked in the past, the nearly all (97%) gave up smoking without the aid of e-cigarettes. 2% used e-cigarettes alone to help them give up smoking, and 1% used e-cigarettes alongside other 'stop-smoking' products.

Holidays

- Over half (52%) of respondents have changed their holiday habits over the last 10 years, with this proportion higher among women than men (57% vs. 48% respectively).
- Of those who have reported a change in their holiday habits, two-in-three have changed the frequency of their holidays (67%) and over half report a change in holiday destination (56%), while 46% have changed their type of holiday, 40% have changed the length of their holidays, and 35% have changed the time of year they travel.

Populus Summary

- Two-thirds of those reporting a change in holiday frequency travel more often than they did 10 years ago (67%), while 27% travel less frequently.
- Of those who have changed their holiday destinations, 34% now travel to more exotic destinations than they did 10 years ago, with this proportions highest among younger respondents (39% of 50-59 year olds vs. 13% of 80-89 year olds). One quarter (24%) now travel to destinations that do not involve long haul flights – highest among older respondents (80-89 years olds: 31%) – and 16% now only travel to destinations in the UK – again highest among those aged 80-89 years old (36%).
- How respondents have changed their holiday type in the last 10 years varies by age. Most popular among older respondents is an increase of cruise ship holidays (33% of 80-89 year olds), while younger respondents report taking more touring holidays (35% of 60-69 years olds).
- Over half of those reporting a change in the time of holiday they travel over the last 10 years say they now avoid travelling during the school holidays (53%). 21% now travel at times when there are less likely to be people abroad.

Driving

- Nine-in-ten (91%) of Saga respondents drive a motor vehicle, with likelihood to drive higher among men (95%) than women (84%). AB respondents are more likely than those in the DE social grade to drive (93% vs. 78% respectively).
- When asked what the Government should do to reduce the cost of motoring, two-fifths (40%) of Saga drivers think that the tax on fuel should be reduced. 14% think that the Government should cut insurance premium tax to reduce the cost of insuring a vehicle, 11% suggest reducing or abolishing road tax for pensioners and the same proportion want to see the Government stopping tolls on roads when the cost of building them has been recouped.
- Three-quarters (73%) of drivers believe that the Government should spend more public money on improving the conditions of roads. Agreement to this is constant across all demographic groups.
- A small majority (71%) of drivers agree that car tax in its current form should be changed so that it is not a set price for all, but is added to the cost of fuel. Agreement with this statement is strongest among males (75%) and older respondents (79% of 80-89 year olds).

Populus Summary

- When imagining they had to stop driving, Saga drivers think that they would find food shopping (67%), attending health appointments (64%), seeing family (59%) and friends (51%) the most difficult. However, when asked what they would do less frequently, other shopping (41%), eating out (37%) and entertainment such as the theatre (33%) are most popular.

Prescription Medications

- Almost three-quarters (71%) of Saga respondents take one or most prescription medication regularly. 87% of those aged 80-89 years old take one or more prescription medication, compared to only 56% of 50-59 year olds. Male Saga respondents are slightly more likely to take one or more prescription medication regularly than their female counterparts (73% vs. 69% respectively).
- Almost all Saga respondents (97%) who take prescription medications regularly know what all their medications are for.
- Of Saga respondents who take prescription medications regularly, 21% have had their medications reviewed by a medical professional in the last month, 45% in the last 1-6 months, 22% in the 6-12 months and 7% 1-2 years ago.

Retirement

- When thinking about their retirements, Saga respondents are most likely to look for a home with a private outdoor space for gardening (37%), choose a three bedroom home to live in (25%), convert a bedroom in their house into an office (25%) or choose retirement living which encourages children/ grandchildren to visit every week (22%). Only 6% plan to look for a property with an on-site swimming pool, while 5% want a property with a on-site spa or gym.

Political

- Of those naming a party to vote for in the General Election in May 2015, 42% plan to vote Conservative, 18% for Labour, 21% for UKIP and 7% for the Liberal Democrats.

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