

# Saga / Populus Panel

April 2016

Populus interviewed 8,996 Saga respondents, all aged 50+, online between 18 and 26 April 2016. 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).

## EU Referendum

- If a referendum were held tomorrow, 41% of all Saga respondents would vote to remain, 45% would vote to leave the EU and 14% are unsure. Of those giving a vote, 52% say they would vote to leave the EU and 48% say they would vote to remain.

## Health (wearable technologies)

- 6% of Saga respondents wear a device that monitors their activity levels.
- Three-fifths (62%) of Saga respondents who wear an activity monitor wear one to motivate them to move more. 43% wear one to help them get fitter, while 39% wear one to keep a closer eye on their health.
- When asked about the different methods of monitoring health, Saga respondents most frequently monitor their health by weighing themselves. 14% weigh themselves daily, 30% weigh themselves weekly and 34% weigh themselves fortnightly or monthly.
- After weighing themselves, Saga respondents most frequently check their blood pressure; 9% check it at least once a week, while 27% check their blood pressure either fortnightly or monthly.
- Male respondents are more likely than female respondents to check their heart rate (61% vs. 44% respectively). Male respondents are also more likely than female respondents to check their sugar levels (37% vs. 29% respectively).
- A majority of Saga respondents never check their body fat (76%), their sugar levels (66%) or their BMI (60%).
- Most Saga respondents (70%) have spent nothing in the last 12 months on monitoring their health. The average spend among Saga respondents on monitoring their health is £28. Women spend more money than men on monitoring their health (£31 vs £26 respectively).
- 62% of Saga respondents like to do exercise outdoors.
- Half (49%) prefer to exercise on their own rather than with other people.
- Only 16% of Saga respondents like to exercise in a class. Female respondents are more likely than male respondents to say they like to exercise in a class (29% vs. 6% respectively). Female respondents are also more likely than male respondents to like to exercise with friends (34% vs. 21% respectively).
- Only 15% of respondents like to do exercise indoors in a gym.

## Populus Summary

### Home (Lodgers)

- The vast majority (99%) of Saga respondents do not let out a room in their property; 1% do. Of all those not currently letting out a room in their property, 1% are considering letting out a room.
- Among all Saga respondents currently letting out a room in their property, half (50%) have been letting out a room for five or more years. Saga respondents who currently let out a room earn, on average, £443 a month letting out their room.
- Among Saga respondents currently letting out a room and considering letting out a room, for two-thirds (67%) the main motive for this is to earn some extra money.

### Travel

- Just under half of Saga respondents (48%) say that by the end of 2016 they will have taken one or more city breaks. 14% will take 1 city break, and a similar proportion (16%) will take 2 city breaks.
- Respondents in the AB social grade are more likely than those in the DE social grade to take a city break in 2016 (53% vs. 31% respectively).
- Among all respondents planning to take a city break this year, the average spend on flights and accommodation per person is £384. On average those planning on taking a city break will take £285 with them as spending money.

### Care

- When thinking about potentially installing CCTV cameras in their own home, 42% say they would consider installing a CCTV camera in their own home to document the care they receive.
- Two-thirds of Saga respondents (64%) agree they would only consider installing a CCTV camera in their home if they suspected wrongdoing.
- When thinking about potentially installing CCTV camera in the home of an elderly friend/relative who requires care, 54% say they worry about what happens about their friend/relative's house when no one is around. A similar proportion (53%) agree that installing a CCTV camera would give them greater peace of mind about what happens in their friend/relative's home.
- Three-fifths of Saga respondents (61%) would only consider installing a CCTV camera in their friend/relative's home if they suspected wrongdoing.

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