

# Saga/Populus Panel

December 2016

## Executive summary

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### New Year's resolution

- 58% of Saga respondents plan to set a New Year's resolution. The most popular resolution is to lose weight (35%), which is highest among women (38%) and younger respondents (41% of 50-59 year olds). Second to losing weight is becoming fitter (30%), which is also more popular among women (34%) and younger respondents (38% of 50-59 year olds).
- Other New Year's resolutions planned by Saga respondents include eating healthier (21%), doing up their home (16%), spending more time with family and friends (12%) and drinking less alcohol (10%).
- 42%, however, do not plan to make any New Year's resolutions, which is highest among men (46%) and older respondents (56% of 80-89 year olds).
- Over two-fifths (44%) of respondents plan to devote time in January to looking for a holiday. On average, they will spend 5 hours doing so. The same proportion (44%) say they will plan their finances in January, spending an average of 4 hours doing so.

### ISAs

- Two thirds of Saga respondents (66%) are currently using a cash ISA. Just over two-fifths (41%), however, currently use a shares / investment ISA. Men are more likely than women to be currently using a share / investment ISA (44% vs. 37% respectively), as are older respondents (44% of 80-89 year olds vs. 32% of 50-59 year olds), and AB respondents (49% vs. 13% of DE respondents).
- Few respondents have any intention of opening new ISAs. 9% are considering opening a shares / investment ISA, 13% are considering opening a cash ISA, and 5% are considering opening both.
- Of those who have never had a shares / investment ISA but are considering opening one, the majority (77%) claim that the reason for doing so is that low interest rates mean that they need to do something else with their money.

### Turning 50

- 86% of Saga respondents have been on a foreign holiday since turning 50, rising to 90% of AB respondents. On average respondents have been on holiday 17 times since turning 50.
- Almost four-fifths (78%) of Saga respondents have bought a new car since turning 50, and on average they have purchased 2 cars.

## Summary of results

- Since turning 50, 65% of Saga respondents have had significant work done to their house. 58% of respondents have bought a new kitchen, while 59% have bought a new bathroom.
- Only 9% of respondents have paid for an operation (not using health insurance) since turning 50.
- The most common way that people have exercised since turning 50 is walking (85%), and swimming (35%). 22% go to group exercise classes, higher among females than males (38% vs. 9% respectively). Less than one-in-ten (7%) have used exercise DVDs, and 2% have used online exercise videos.
- When asked about online exercise videos, 22% agree that they would only use these if they were free, while 42% believe that online exercise videos are not a good way of keeping fit.

## EU referendum

- Just over one third (36%) of Saga respondents agree with the statement, “the UK should accept free movement of EU citizens in order to retain tariff free access to the EU single market”, with over half (52%) disagreeing. Disagreement is strongest among men (56% vs. 46% of women) and older respondents (54% of 80-89 year olds vs. 47% of 50-59 year olds).
- When thinking about the future of the UK, 41% of respondents are currently more positive than they were immediately the EU referendum results. One third of respondents (33%) are more negative. Men are more likely than females to say they are more positive (44% vs. 37% respectively).
- If a referendum was held tomorrow, Saga respondents would be equally likely to vote Remain and Leave (both 46%). Women are more likely to vote Remain (48% vs. 45% of men), while men are more likely to vote Leave (49% vs. 43% of women). 2% wouldn't vote.

## Holidays

- When thinking about the holidays they take each year, 67% of Saga respondents say they take at least one weekend break. Just under half (49%) take at least one self-catering breaks each year, while the same proportion (49%) take a city break. 21% go on one or more cruises each year, while 18% go on special interest holidays.
- Three quarters (74%) of Saga respondents say that they are the main booker for their holidays. For 15%, their partner is the main booker.
- Saga holidaymakers are most likely to book transport and accommodations online, but from separate websites (27%). Younger respondents are the most likely to do this (35% of 50-59 year olds vs. 16% of 80-89 year olds). 20% of respondents book package holidays online, while 14% book package holidays over the telephone – highest among 80-89 year olds (22%).
- Over half of respondents that go on holidays (52%) book them 1-5 months in advance, while a third (31%) book 6-12 months in advance. By comparison, only 23% of respondents book their travel insurance 1-5 months in advance, while 27% book travel insurance 6-12 months in advance. 20% of respondents do not buy travel insurance.
- For 29% of holidaymakers, the most important aspect of a holiday from the given list is good quality food at the hotel. This is followed by small, exclusive hotels (14%), an expert tour manager (14%) and return transfers from your home in the UK to the airport (9%).
- When thinking about cruises, Saga holidaymakers say that the cruise destination is the most important factor to them (33%), followed by quality of cabin (9%), and then return chauffeur service to the port, or free car parking (8%).

## Summary of results

- 33% of Saga holidaymakers have been camel or elephant riding whilst on holiday, 27% have been snorkelling, 21% have been on a safari and 20% have been hiking. 8% have swam with dolphins while on holiday, 4% have been zip lining and only 1% have been bungee jumping.
- When thinking about what they would like to do on holiday, 35% of holidaymakers would consider going on a safari, 30% would consider a hot air balloon ride, 22% would consider snorkelling, and 21% would consider swimming with dolphins.
- Of the proposed holiday packages, Saga holidaymakers would most like to book the “Discover” package (35%). 26% would like to book the “Unwind” package, while a similar proportion (25%) would choose the “Stay & Explore” package. Only 9% would choose the “Go for it” package.
- In the Canaries, the most popular experience is whale and dolphin watching (55%), followed by stargazing (22%).
- In Scandinavia, Saga holidaymakers would most like to experience hunting for the Northern lights (65%), followed by husky dog sledging (20%).
- On a holiday in Italy, exploring Roman ruins (38%) or staying overnight in Venice (36%) are the most popular experiences.
- Saga holidaymakers are split over what they would prefer to do in the Baltics. 33% would most like to visit the UNESCO listed heritage old town of Tallinn, 28% would want a private tour of the Hermitage museum, 20% would like to see the famous ballet in St Petersburg, while the remaining 20% would want to watch the famous Tall Ships’ Race in European waters.
- In South Africa, the most popular experience is a journey on the luxurious Rovos railway (43%), followed by a Kruger safari (34%).
- On holiday in the Caribbean, Saga holidaymakers would most like to go on a helicopter tour over Monserrat (47%). 25% want to listen to the rhythms of the rumba in Havana and even learn the dance moves, while 17% would like to go kayaking through the rainforests of Trinidad and Tobago.
- In Britain and Ireland, the most popular experiences are the Giant's Causeway (44%) and Edinburgh Tattoo (34%).
- Meanwhile, watching the sunrise over the Taj Mahal (44%) is the most popular excursion for a holiday in the Indian Subcontinent.

*Populus interviewed 9,128 Saga respondents, all aged 50+ online between 13 and 19 December 2016. Data was weighted to be nationally representative. Populus is a member of the British Polling Council and abides by its rules; for more information [www.populus.co.uk](http://www.populus.co.uk)*