

Saga / Populus Panel

February 2016

Populus interviewed 9,539 Saga respondents, all aged 50+, online between 16 and 22 January 2016. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

Pets

- 84% of Saga respondents did not own a dog. 16% of respondents owned at least one dog.
- Of those Saga respondents who were dog owners, the vast majority (93%) had all their dogs microchipped, 6% had none of their dogs microchipped.
- The majority of Saga respondents (57%) were not aware of the new law coming into effect on 6 April 2016 stating that all dogs aged 8 weeks and over must be microchipped; 43% were aware of the law.

Health

- Saga respondents were most likely to change their eating habits/lifestyle because of advice from their doctor (83%), if they became unable to do things they usually did (60%) or if their clothes started to get tight (46%).
- Female respondents were more likely than male respondents to change their eating habits/lifestyle if their clothes started to get tight (55% vs. 40% respectively) or if they had to buy a bigger clothes size when they went shopping (40% vs. 25% respectively).
- Male respondents were more likely than female respondents to change their eating habits/lifestyle after comments from their partner about their health (48% vs. 24% respectively) or about their appearance (35% vs. 19% respectively).
- Since retiring, 56% of retired Saga respondents walk more than they did when they were working or of working age. 12% swim more now than they did when they were working, 12% go to classes (e.g. yoga, pilates) and 10% cycle more now than they did when working.
- 31% of retired Saga respondents swim less now than when they did when working, 24% cycle less now than when they were working and 22% walk less now when they were working.

LTC

- When thinking about the cost of care facilities, two-thirds (68%) of Saga respondents underestimated the cost of residential care in a care home. One-fifth (19%) guessed

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within the correct range and 12% thought the cost would be higher than the average of £756 per week.

- On average, Saga respondents guessed the cost of residential care in a care home was £567 per week.
- When thinking about the average weekly cost of nursing care in a care home (£563 per week), two-thirds (67%) of Saga respondents overestimated the cost, 22% underestimated the cost and 9% guessed within the correct range.
- On average, Saga respondents guessed the cost of nursing care in a care home was £803 per week.

Travel

- Saga respondents said they were most likely to take a holiday for “R&R” (rest and relaxation) purposes (71%). Two-thirds (66%) said they wanted to escape to a warmer climate/get more sun and one-third said they took a holiday to exercise (32%).
- Male respondents were more likely than female respondents to take a holiday to exercise (34% vs. 29% respectively).
- Of those respondents who said they took holidays for health benefits, 72% said they felt more relaxed after taking their holiday, 60% said they felt happier, 44% said they felt less stressed and 43% said they felt healthier.
- Almost half (47%) of Saga respondents who took a holiday for health benefits said they thought those health benefits would last for more than a month. 14% said the benefits would last 3-4 weeks after they returned.
- Two-thirds of Saga respondents (68%) agreed that taking a holiday was a vital requirement to keep healthy, 11% disagreed. Respondents in the AB social grade were more likely than those in the DE social grade to agree with this statement (71% vs. 59% respectively).

EU Referendum

- If an EU referendum were held tomorrow, 40% of Saga respondents would vote for the UK to remain a member of the European Union – down from 43% in December 2015. 43% would vote to leave – the same proportion as in December. 17% did not know how they would vote – up from 14% in December.
- Three-quarters (76%) of Saga respondents said they were unlikely to change how they will vote in the upcoming EU referendum.

Equity release

- Over half (53%) of Saga respondents said there was no aspect of their home that was currently in need of repair.
- Of those respondents (45%) who needed part of the home repaired, 13% said their guttering/drainage needed repair, 11% said the roofing needed repair and 9% said their heating needed repair.

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- Of those Saga respondents who needed one or more areas of their home repaired, 16% said the guttering/drainage was in greatest need of repair and the same proportion (16%) said the roofing was in greatest need of repair.
- Half (50%) of respondents with aspects of their home needing repair said they would pay for the repair out of their regular income/pension. A similar proportion (48%) said they would pay for the repair using their savings.
- Of those respondents who did not plan on paying for their repairs, 18% said it was because they would do the repair themselves and 17% said it was because they could not afford the repair.

Email: croberts@populus.co.uk
Phone: +44 [0]207 780 7676