

Saga / Populus Panel

July 2016

Populus interviewed 8,161 Saga respondents, all aged 50+, online between 19 and 25 July 2016. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

Dream trips

- A quarter (25%) of Saga respondents said that they would go on a cruise if they could take a trip with no limitations (i.e. time, money or health). The next most frequently selected trips were a cultural holiday (16%) and a train trip (12%).
- A quarter (26%) said they would most like to travel to Europe, and a similar proportion (24%) said they would like to travel to Australasia/Oceania. Nearly a fifth (17%) said they would most like to travel to North America.
- Saga respondents were most likely to say they wanted their trip of a lifetime to last 2-3 weeks (26%) or 3-4 weeks (24%). 5% wanted their trip to last longer than six months.

EU referendum

- Nearly all (99%) Saga respondents had kept their travel plans unchanged since the result of the referendum. Only 1% cancelled a holiday that they had already planned.

Summer holidays with grandchildren

- More than half (56%) of respondents planned to look after their grandchildren over the school summer holidays. More than a third (35%) planned to look after their grandchildren at least once a week, including 6% who planned to do so for 4 days a week or more.
- Those aged under 60 were far more likely to have planned to look after their grandchildren: 71% of those aged 50-59 vs 49% of those aged 70-79. Retired Saga respondents were slightly less likely than non-retired respondents to have planned to look after their grandchildren (54% vs 65% respectively).
- Three-quarters (77%) of those who were planning to look after their grandchildren once a week or more intended to take them on days out, and a similar proportion planned to entertain them at home (76%). More than one-in-ten (14%) planned to take them on holiday somewhere in the UK whilst one-in-twenty (5%) planned to take them on holiday abroad.
- Saga respondents with grandchildren believed that, on average, they would spend £143 looking after them during the summer holidays. Men anticipated spending more money during the summer holidays than women (£154 vs £128 respectively).

Populus Summary

Best place to live in retirement

- One-in-ten (10%) respondents considered Dorset to be the best county in the UK for retired people to live, and a similar proportion (9%) named Devon. Cornwall was the third most frequently mentioned county, named by 7% of Saga respondents.
- A significant majority (87%) of respondents said that a great place to live in retirement needed to have good healthcare provision. Good transport links and a friendly neighbourhood were considered important by more than three-quarters (78% and 77% respectively), whilst 73% cited a low crime rate.
- Four-fifths (79%) of Saga respondents were happy with the community they lived in, and a majority (72%) were likely to recommend the place they currently lived as a place to retire.
- Of those who were likely to recommend the place they lived as a good place to retire, a significant majority said it was because it was near the countryside (85%), had good healthcare provision (79%) and was in a friendly neighbourhood (78%).
- Amongst those who were unlikely to recommend the place they lived as a good place to retire, the most commonly cited reasons were not being by the sea (37%), a higher cost of living (33%) and noise (33%).
- More than half (57%) of Saga respondents believed that the views and interests of older people were taken well by those in charge of public services in their area.
- Around half (53%) of respondents thought that there were usable public toilet facilities in their area but not enough of them, whilst a further 11% thought there were plenty of usable facilities.
- Nearly two-thirds (64%) described the quality of the public transport in their areas as good, including a quarter (25%) who described it as very good.
- Nearly all (90%) respondents felt safe from crime in their area.
- A majority (68%) of respondents thought that the NHS hospital/GP in their local area was good, including around a third (35%) who considered it very good. In contrast, one-fifth (19%) thought that social care in their local area was good

UK airports

- A fifth (19%) of respondents had stayed at a UK airport hotel the night before their foreign holiday in the last year.
- Three-in-five (60%) of those who had stayed in a UK airport hotel before their holiday did so because they had an early flight. The second most frequently cited reason was worrying about getting stuck in traffic on the morning of the flight (24%).
- Generally, the likelihood that respondents would stay in a UK airport hotel the night before their foreign holiday had not changed compared to three years ago; a majority (71%) said they were neither more nor less likely. Over one-in-ten (16%) said they were more likely to stay in a UK airport hotel the night before their foreign holiday, and a similar proportion (13%) said they were less likely.
- Nearly half (46%) of respondents said that airport lounges were not worth paying to use but they would use them if it was free to do so. Just one-in-ten (11%) said they would pay to use an airport lounge.

Populus Summary

- Two-in-five (39%) had used airport lounges in the past and a quarter (24%) wanted to use airport lounges in the future.

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