

Saga / Populus Panel

May 2016

Populus interviewed 8,650 Saga respondents, all aged 50+, online between 16 and 23 May 2016. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

EU Referendum

- If a referendum were held tomorrow, 42% of all Saga respondents would vote to remain, 46% would vote to leave the EU and 12% are unsure. Of those giving a vote, 52% say they would vote to leave the EU and 48% say they would vote to remain.

Canal boats

- The vast majority of Saga respondents (99%) do not currently own a narrow boat; 1% of respondents do.
- One-third of Saga respondents (33%) have been on a narrow boat holiday or are considering going on one – 20% have been on one and 13% are considering going on one.
- Three-fifths (62%) have never been on a narrow boat holiday nor are they considering doing so. Respondents in the AB social grade are more likely than those in the DE social grade to have been on or to consider going on a narrowboat holiday (36% vs. 22% respectively).
- Of those who have been on a narrow boat holiday or are considering going on one, 85% are attracted to the peacefulness of the holiday, 84% are attracted to being in the picturesque countryside, 59% like the thought of stopping off in pubs along the way and 39% are attracted to sailing the narrow boat itself.

Travel

- One-quarter of Saga respondents (25%) have fallen ill whilst abroad; three-quarters (75%) have not.
- If they were to fall ill abroad and need non-emergency medical treatment, Saga respondents are most likely to call a rep at their resort/ hotel (50%), their travel insurance provider (49%) or their hotel reception (45%) for help.
- When thinking who they would call for help first, almost three-in-ten (27%) Saga respondents would call a family member they were on holiday with, one-fifth (19%) would call a rep at their resort, and 16% would call their hotel reception. 12% of Saga respondents would call their travel insurance provider first.

Populus Summary

Share Dealing

- Around half (48%) of Saga respondents own shares in a company. A similar proportion (49%) do not own shares in a company. Male respondents are more likely than female respondents to own shares in a company (55% vs. 38% respectively) and those in the AB social grade are more likely than those in the DE social grade to own shares in a company (55% vs. 26% respectively).
- Around half (47%) of Saga respondents gamble; 52% do not gamble. Those in the DE social grade are more likely than those in the AB social grade to gamble (57% vs. 44% respectively). Non-retired Saga respondents are also more likely than retired respondents to gamble (56% vs. 44% respectively).
- Of those respondents who gamble, 42% gamble once a week. Saga respondents say they spend, on average, £18 a month gambling.
- On average, male respondents are more likely than female respondents to spend money on gambling (£21 vs. £15 respectively).
- When thinking about buying shares, investing money and gambling, three-fifths of Saga respondents (63%) think it is safer to buy shares than it is to gamble. Around half (53%) think you make more money investing in companies than you do if you gamble and a similar proportion (51%) prefer to buy shares than gamble.
- 58% of Saga respondents disagree that they feel more comfortable gambling or betting than investing in the stock market.

Credit cards

- The vast majority of Saga respondents (92%) have a credit card; 7% do not have a credit card. Respondents have, on average, two credit cards each.
- Nine-in-ten Saga respondents with credit cards (89%) say they pay their credit card off in full at the end of every month. Over half (55%) use their credit card to make the most of the interest free period between purchasing an item and their payment due date. Half (49%) agree that having a credit card helps them better manage their money and one-fifth (21%) only use their credit card for purchases over £100 so they are covered by the Credit Consumer Act should the company they are buying from go bust.
- 84% of all Saga respondents think it is too easy for young people to get into credit card debt. 13% think that credit cards should only be used in an emergency; two-thirds (66%), however, disagree.
- Almost eight-in-ten (78%) Saga respondents disagree that in the past they would have been embarrassed to say they had a credit card; 4%, however, agree.
- Of those respondents who do not have a credit card, just over half (56%) say they will never get one.

Populus Summary

Cream tea/ Scones

- When thinking about how they eat their scones, two-thirds of Saga respondents put the jam on first and then the cream on top; 13% put the cream on first and then the jam on top.

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