

# Saga/Populus Panel

October 2016

## Executive summary

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### Energy

- Just under half (48%) of Saga respondents have switched energy providers in the last five years. Younger respondents (50-59 year olds) are the most likely to have switched in the last five years (51%), and this proportion falls with age (vs. 39% of 80-89 year olds).
- Of those that have switched energy providers in the last five years, three-fifths (61%) think the process was easier than they had expected. Only 8% say that the process of switching providers was a difficult one.
- By switching providers, 37% of Saga respondents saved more money than they had originally thought they would. Only 22% say that they didn't save as much as they thought.
- Nevertheless, Saga respondents who have switched energy providers see the process as a hassle – with only 14% believing the hassle outweighs the benefits of saving.
- Looking to the future, 44% of Saga respondents are worried about the cost of fuel – down from 51% in October 2015. 11% think they will struggle with energy bills this winter, and the same percentage (11%) plan to cut back on spending this winter to afford heating. Agreement with both these statements is down from October 2015 (19% vs. 16% respectively).
- Conversely, the number of Saga respondents who don't foresee any problems with the cost of heating this winter is up from last year (64% vs. 61% in October 2015).
- Concern regarding the cost of fuel is more prominent among younger respondents and those in lower social grades. More than half (51%) of 50-59 year olds say that they are worried about the cost of fuel, compared to 42% of 70-79 year olds. Meanwhile, 59% of DE respondents agree with this statement (vs. 40% of AB respondents).
- The most popular methods of keeping the price of energy bills down are only putting the heating on at certain times of the day (55%), or wearing extra layers of clothing (54%), followed by not heating as many rooms in the house (27%).
- When asked to think about the idea of means testing the Winter Fuel Payment, and using the money saved to reduce university tuition fees, Saga respondents are sceptical. While a third support this idea (32%), almost half (48%) opposed. Support is strongest among younger respondents (43% of those aged 50-59 years old).

## Summary of results

### Credit card

- Nine-in-ten Saga respondents (91%) have a credit card, and this proportion is higher among AB respondents (94%), than those in lower social grades (73% of DE respondents).
- Those with a credit card predict that they will spend an average of 45% of their Christmas spending total on Christmas presents. Second to this is the amount they will spend on their Christmas food (37% of their total Christmas spend), followed by alcohol to drink at home – which comprises 31% of their Christmas total. Credit card holders estimate spending 19% of their Christmas total spend on socialising, 13% on Christmas decorations, and 10% on a Christmas tree.
- Saga respondents recall receiving an average of 1.21 Christmas presents from their grandparents when they were children. Older respondents received fewer presents than their younger counterparts (1.00 present for 80-89 year olds vs. 1.43 presents for 50-59 year olds).
- By comparison, Saga grandparents plan to buy an average of 2.44 presents for each of their grandchildren this Christmas. Again, this number drops with age: grandparents aged 50-59 year old plan to buy each grandchild an average of 3.27 presents; while those aged 80-89 plan to buy just 1.50 presents for their grandchildren. Indeed, almost all (92%) believe that children get more presents now than they themselves did as children.
- Of those planning to buy their grandchildren Christmas presents this year, they estimate they will spend £65 on each grandchild's present.
- On Christmas, almost all Saga respondents (95%) believe that the holiday has become too commercialised. 89% agree that Christmas should be more about spending time with family than buying each other expensive presents, while a similar proportion (87%) believe that children expect more presents now than when they were younger.
- Nevertheless, over half (55%) of respondents love being able to spend money on their family (rising to 60% of women).

### AirBnB and home insurance

- Less than one-fifth (19%) of Saga respondents would considering using Airbnb to rent holiday accommodation – while 5% have done so in the past. Airbnb has the greatest appeal among younger respondents, with 31% of 50-59 year olds considering using it in the future (vs. 8% of 80-89 year olds). Similarly, AB respondents are more likely to consider using Airbnb than those in the DE social grade (21% vs. 10% respectively).
- 40% would never consider using Airbnb for their holidays.
- The vast majority of Saga respondents (82%) would never consider advertising their own property on Airbnb, with only 3% considering doing so.
- Almost all Saga respondents have both contents and building insurance on their property (91%). AB respondents are more likely to do so than DE respondents (94% vs. 71% respectively).
- Of those with that have insurance on their property, three quarters (73%) have cover for accidental damage, too.
- While most (67%) say that they purchased accidental damage cover to protect them in case the unexpected happens, a quarter (26%) claim it came as part of their insurance policy.

## Summary of results

- For those without accidental cover damage, more than 54% claim they are careful in their home / with their possession, so have no need to purchase this cover. 11% do not believe that insurers would pay out, should they need to claim, while 8% say they cannot afford the cost of accident damage cover.

## Politics

- Almost two-thirds (64%) of Saga respondents are satisfied with the job that Theresa May is doing overall as a Prime Minister. Of those that voted Conservative in the 2015 General Election, 86% are satisfied with Theresa May – compared to only 24% of 2015 Labour voters.
- 23% of Saga respondents are dissatisfied with the job that Theresa May is doing as Prime Minister, but would still prefer to have her as Prime Minister than Jeremy Corbyn. 13% of 2015 Conservative voters say this, and 31% of 2015 Labour voters say this.
- Just 12% are dissatisfied with the job that Theresa May is doing as Prime Minister, and would prefer to have Jeremy Corbyn as Prime Minister – with 45% of 2015 Labour voters saying this.

*Populus interviewed 9,560 Saga respondents, all aged 50+ online between 18 and 24 October 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)*