

# Saga/Populus Panel

September 2016

## Executive summary

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### Saga Money

- Nine out of ten (92%) Saga respondents had ever invested in financial products. 77% of respondents had bought cash ISAs, three-in-four (74%) had cash savings accounts, over half (56%) had invested in shares and one-in-ten (13%) had property investments.
- Of those Saga respondents who had ever invested in financial products, seven-in-ten (69%) currently had cash savings accounts and the same proportion (69%) had cash ISAs.
- When thinking about the Bank of England's cut to the base rate from 0.5% to 0.25% at the beginning of August, one third of all Saga respondents (32%) said they were thinking of putting more of their savings into some form of non-cash investment.
- Nearly one-quarter of respondents (23%) who had only ever invested in cash savings or cash ISAs said they were starting to think about investing in something other than cash for the first time.
- 28% of all Saga respondents who currently had cash savings agreed that they would like to take some of their cash savings and invest them but didn't know where to start.

### Pets

- Two thirds of all Saga respondents (67%) did not own either a cat or a dog and were not planning on getting one. 15% of respondents were cat owners, and the same percentage of respondents were dog owners. Nearly one in five (19%) of female respondents had one or more cats compared to 13% of male respondents.
- Of those respondents that currently owned cats, nearly two-thirds (63%) owned one cat, one quarter had two cats (26%), and 10% had three or more cats. Nearly a third (32%) of respondents got their cat when it was 8-12 weeks old. 12% of cat owning respondents got cats aged five or older.
- One quarter of cat owners (26%) got a rescue kitten and 21% got an older rescue cat. One fifth (20%) inherited a cat from a family member or friend. 14% of cat owners bought a kitten and 6% of bought a pedigree cat or kitten.
- Of those Saga respondents that got an older rescue cat, 59% got their cat when it was between 1-2 years old.

## Summary of results

- Of those Saga respondents that owned dogs, three quarters (76%) had just one. 19% of respondents had two dogs and 6% had three or more. 42% of dogs were got between the ages of 8-12 weeks. 11% of dog owning respondents got their dogs aged five or older.
- 35% of dog owning Saga respondents bought a pedigree dog, and a quarter (27%) got an older rescue dog.
- Of those Saga respondents thinking about getting a cat or dog, 42% were interested in an older rescue dog. A quarter of respondents wanted a young dog/ puppy (27%) and 25% wanted a rescue puppy. Respondents looking for a pet were less interested in owning cats in general. 20% would consider an older rescue cat, 12% a rescue kitten, and one in ten (10%) a young cat/ kitten.
- Over half (52%) of Saga respondents did not have pet insurance for any of their animals, while two-fifths (41%) had insurance for all their animals.
- Nearly three-quarters (73%) of Saga respondents with a pet but without insurance said they would pay with their savings instead. A quarter (27%) agreed that pet insurance was good value for money while 47% disagreed. 22% of all respondents with a cat or dog agreed that they could not afford pet insurance.

## Planning

- When thinking about events they had to arrange or deal with, 55% of all Saga respondents identified the death of a family member as a very stressful activity. 35% described moving house as stressful and 26% described personal injury or illness as stressful.
- 97% of all Saga respondents did not currently receive any care/ support. Of those that did not currently receive any care or support, nearly two thirds (63%) would consider a carer visiting their home, over half (52%) would consider a retirement home or village and 42% would consider family support if they require care in the future. Over a quarter (28%) would consider a care or residential home.
- Should they need care in the future, respondents not currently receiving care said that their most preferred care service was a retirement village/ house (61%), followed by family support (59%) and a visiting carer (50%).
- For those Saga respondents who did not currently receive care, three quarters (75%) said they had no plans in place to set aside finances to cover any care costs they might need in the future; 25% had put plans in place.
- One fifth (21%) of all Saga respondents had had a conversation with relatives about how they would like to be care for should the need arise in the future. Female respondents were more likely than male respondents to have discussed the issue with their families (33% vs. 20% respectively).

## Politics

- When asked about the last General Election in May 2015, 43% of respondents said they voted for the Conservative party, 16% voted Labour and 11% voted UKIP.

## Summary of results

- Regarding recent developments in UK politics, 84% of all Saga respondents agreed that the recent Labour Leadership contest had damaged the party's reputation, with 64% strongly agreeing with this statement.
- 38% of all respondents agreed that events after Brexit had made them lose confidence in the Conservative party, while a third of respondents (32%) disagreed.
- 14% of all Saga respondents agreed that Jeremy Corbyn was the right person to lead the Labour party; two thirds of respondents (65%) disagreed.
- Two thirds of all Saga respondents (66%) said they were satisfied with the job Theresa May was doing as Prime Minister. 87% of Conservatives compared to a quarter of Labour voters (28%) said they were satisfied with the Prime Minister's performance.
- 23% of respondents said they were dissatisfied with the job Theresa May was doing as Prime Minister but still preferred her as Prime Minister to Jeremy Corbyn.
- 11% of all Saga respondents were dissatisfied with the job Theresa May was doing and would prefer to have Jeremy Corbyn as Prime Minister.

*Populus interviewed 9,654 Saga respondents, all aged 50+ online between 20 and 26 September 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)*