

SAGA/POPULUS PANEL RESULTS

Populus received 15,740 responses from adults aged 50 and over to its online poll for SAGA between 3rd and 14th August 2007. Populus is a member of the British Polling Council and abides by its rules. For more details go to www.populuslimited.com.

DEMOGRAPHICS

	Total	15740	100%
Gender	Male	9841	63%
	Female	5899	37%
Age	50 – 54	2906	18%
	55 – 59	4059	26%
	60 – 64	4068	26%
	65 and over	4707	30%
Grandchildren or children?	Children but no grandchildren	5186	33%
	Grandchildren	8475	54%
	Neither	2079	13%
ITV Region	LWT/Carlton (London)	2553	16%
	Meridian (South)	2037	13%
	HTV West / West Country (South West)	1256	8%
	HTV Wales (Wales)	624	4%
	Central East (East Midlands)	863	5%
	Anglia (Eastern)	1357	9%
	Yorkshire (Yorkshire & Humberside)	1484	9%
	Granada / Border (North West)	1831	12%
	Tyne Tees (North East)	631	4%
	Central / Central West (West Midlands)	1706	11%
	Border Scotland / Scottish / Grampian (Scotland)	1236	8%
	UTV (Northern Ireland)	162	1%
Socio-Economic Group	AB	8825	56%
	C1	4328	27%
	C2	1737	11%
	DE	850	5%

GORDON BROWN

- 40% of respondents said that they thought that so far Gordon Brown as Prime Minister was better than they had expected. 55% thought he was about the same and only 5% thought that he was worse than they had expected.

- He was most popular in the Scotland where 51% thought he was better than expected, followed by Wales (47%). Least likely to say he was better than expected were Northern Ireland (35%) and the North-West (36%).
- Nearly three quarters (71%) agreed that 'he seems sincerely determined to get to grips with the real problems facing this country'.
- More than half agreed that he has 'improved his image' (64%), 'shown that he is a strong leader' (58%), and that he 'represents significant change for the better from how things were under Tony Blair' (55%). Only 44%, on the other hand, thought that he was dull and uncharismatic.
- Most (62%) thought that he was a much more credible Prime Minister than David Cameron, although only 47% thought that he had brought a 'real sense of renewal to the Labour government'.

[8024 answering this question]*

BRITAIN

- Three quarters (75%) agreed that Britain was a tolerant country although less than a quarter (18%) thought that it was a united country.
- 65% agreed that one of the things that would most improve life in Britain today is people being more tolerant of different ethnic groups and cultures and half (52%) thought that multiculturalism was a good thing. Less than a third (30%), however, agreed that 'the diverse mix of races, cultures and religions now found in our society has improved Britain.'
- Only 23% of respondents agreed that 'Britain is a better country to live in now than it was 20 years ago.'
- Under half (43%) agreed that gay couples should have exactly the same rights as heterosexual couples. 50 - 54 year olds were most likely to agree with the statement (57%) while those who were 65 and over were least likely to agree (31%).
- 70% of respondents agreed with the statement, 'if we were starting with a blank piece of paper and designing a health system from scratch, we'd still create something very much like the NHS.'

* Unless otherwise stated, questions were answered by the whole sample.

- Less than a quarter (22%) thought that 'it would be better for the country if everyone who sends their children to privates schools chose to send them to state schools instead.'

[8120 answering this question]

HEALTH ISSUES

- 9% of respondents said that they had diabetes, 90% that they did not and 2% said that they did not know.
- Of those who did have diabetes, 12% had Type 1 and 88% had Type 2.
- Of those who did not have diabetes, 68% correctly identified increased thirst as a symptom of Type 2 diabetes, 61% fatigue, and 52% identified an increased need to urinate.
- Significantly less, however, were able to identify other symptoms such as blurred vision (36%), hard to heal skin infections (26%), loss of feeling in hands or feet (22%), weight loss (18%), irritability (17%), dry or itchy skin (12%), and nausea (6%).
- Over a quarter (28%) mistakenly believed that weight gain was a symptom of Type 2 diabetes. However, very few believed that the other false symptoms were real – muscular spasms (5%), bleeding gums (4%), diarrhoea (3%), and rapid hair loss (2%).
- Over three quarters (77%) thought that being overweight increased the risk of getting Type 2 diabetes. Half (48%) thought that being over a certain age was a risk factor and 46% thought that eating too much sugar was. Being related to a sufferer and drinking too much alcohol were each supported by just over a third (35%). Only 15% believed that belonging to a specific ethnic group was a risk factor while 0% thought that coming into regular and close contact with a sufferer increased the risk.
- 93% of non-sufferers said that they would be most likely to seek treatment from their GP if they were diagnosed with Type 2 diabetes.
- Sir Liam Donaldson, Chief Medical Officer, recently recommended a change to the way organs are donated in Britain, proposing that, instead of current arrangements whereby organs can only be used if a deceased person has signed up to the organ donors register or if the next of kin gives consent, there should be a system in which

individuals are presumed to have consented to the donation of their organs unless they opt out. Opinion amongst the Saga/Populus panel about this was divided; while 36% believed a deceased person's organs should always be donated unless they have withdrawn consent, nearly as many (29%) believed a person's organs should only be donated when they have actively given their consent.

- A further third (34%) thought that 'greater efforts should be made to promote the current organ donor system but if that is not sufficient, an opt-out system should then be considered.'

ONLINE PURCHASING

- Respondents were most likely to have bought flights online (72%), followed by holidays (69%). Half (50%) had bought train tickets over the internet and 58% events tickets.
- Books (73%), Electrical items (67%), CDs (63%) and clothing (57%) were also popular items to buy online.
- However, three quarters (75%) said that they would never buy a car online (with only 6% having done so) and nearly as many (71%) said they would never take out a loan online - 11% had done so.
- Furniture was also less popular than many of the other items listed; a quarter (24%) said they had bought furniture online but nearly half (44%) said they would never do so.

[8170 answering this question]

- 69% had visited a car insurance comparison website and of these, 44% had purchased their car insurance from one of these websites.
- More than four fifths of these respondents (83%) agreed that car insurance comparison websites are 'more focused on the lowest quote than about the details and exceptions that go along with them.'
- The majority agreed with each of the other statements; 'They are not clear about some aspects of what the insurance covers', 'They are useful to determine headline prices but I'd rather call the insurance companies directly so that I know what's included and what's not in the overall price' and 'It would be more useful if a comparison website had good policy and price details on say 20 or so policies from well-

known brands than if it had limited information and prices from several hundred insurers.' 79% agreed with each of these statements.

- Just under half (46%) said they always read the small print when it came to buying insurance. The remainder (54%) said they had a general idea but tended to rely on the reputation of the insurer they were dealing with.