

SAGA/POPULUS PANEL RESULTS

Populus received 9974 responses from adults aged 50 and over to its online poll for SAGA between 9th and 19th November 2007. Populus is a member of the British Polling Council and abides by its rules. For more details go to www.populuslimited.com.

DEMOGRAPHICS

Gender	Male	6206	62%
	Female	3768	38%
Age	50 - 54	1727	17%
	55 - 59	2796	28%
	60 - 64	2647	27%
	65 and over	2804	28%
Grandchildren or children?	Children but no grandchildren	3464	35%
	Grandchildren	5220	52%
	Neither	1290	13%
Socio-Economic Group	AB	5777	58%
	C1	2802	28%
	C2	998	10%
	DE	397	4%
ITV Region	LWT/Carlton (London)	1788	18%
	Meridian (South)	1368	14%
	HTV West / West Country (South West)	795	8%
	HTV Wales (Wales)	401	4%
	Central East (East Midlands)	517	5%
	Anglia (Eastern)	850	9%
	Yorkshire (Yorkshire & Humberside)	945	9%
	Granada / Border (North West)	1064	11%
	Tyne Tees (North East)	355	4%
	Central / Central West (West Midlands)	1043	10%
	Border Scotland / Scottish / Grampian (Scotland)	776	8%
	UTV (Northern Ireland)	72	1%
Total		9974	100%

CHRISTMAS PRESENTS

- Over eight out of ten (84%) respondents said that they delivered their Christmas presents by hand. 13% took them to the Post Office, leaving just 2% who arranged delivery by mail order and 2% who gave them to others to deliver.
- Nearly all respondents (98%) did at least some of their Christmas shopping traditionally by visiting the shops on foot. Half, however, also did some with the use of mail order catalogues (50%) and nearly nine out of ten (87%) did at least some of their shopping for presents on the internet.
- Respondents plan to spend an average of £371.67 on Christmas presents this year. A fifth (21%), however, anticipate spending more than £500.
- Overall, people were most likely to say that they would spend the most money on their children at Christmas (37%) – however, the proportion was much higher (65%) for those people who had children but no grandchildren. People who had neither were most likely to spend money on their wives, husbands or partners (47%).
- Men were twice as likely to say that they would spend the most money on their partners (39%) than women (19%).
- Of those people who have grandchildren, two thirds (65%) thought their grandchildren received more presents at Christmas time than they need. A further third (35%) thought that they received the right number and 0% thought that their grandchildren did not receive enough presents at Christmas time.

MODERN-DAY CHRISTMAS

- Respondents were least likely to agree with the statement, ‘I enjoy Christmas more now that I did when I was a child’. They were most likely to agree with the statement, ‘The true meaning of Christmas these days appears to have been lost.’
- When receiving presents, more than two thirds (72%) said that they thanked the giver in person either when they gave them the present or the next time they saw them, one third (32%) phoned people to thank them and a quarter (26%) thanked them with thank you notes. 0% said that they didn’t usually thank people for their presents.

- In contrast, 18% said that they did not mind whether people thanked them for their presents or not, and 56% would prefer to be thanked in person rather than receiving a thank you note (13%), a phone call (10%) or a text or email (2%).
- Nearly eight out of ten respondents (79%) said that they found the Christmas period a little, quite or very stressful.
- Of those who did think that it was stressful, over half (54%) thought that the most stressful thing about the Christmas period was shopping. 17% thought the pressure to enjoy themselves was the most stressful and 10% thought spending time with their family was the most stressful element of the Christmas period.
- When asked what they would most like to do after Christmas to relax, 42% said they would like to go on holiday, 31% said that they would like to spend time at home on their own and 17% that they would like to catch up with friends they haven't seen over Christmas. 4% would like to go back to work.
- Respondents were presented with a list of things that might now happen in order to remove the element of religion from some Christmas traditions. They were asked whether these things were perfectly reasonable, a sad but accurate reflection that the spiritual element out of Christmas has gone for many people or a complete over reaction to multiculturalism.
- People were most likely to say that renaming 'Christmas lights', 'Winter Lights' was an overreaction to multiculturalism (85%). They were least likely to say so about sending cards that said 'Season's Greetings' or 'Happy Holidays' instead of 'Merry Christmas' (61%).