

SAGA/POPULUS PANEL RESULTS

Populus received 15456 responses from adults aged 50 and over to its online poll for SAGA between 12th and 19th November 2008. Populus is a member of the British Polling Council and abides by its rules. For more details go to www.populus.co.uk

DEMOGRAPHICS

Gender	Male	9497	61%
	Female	5959	39%
Age	50 – 54	2033	13%
	55 – 59	3672	24%
	60 – 64	3622	23%
	65 – 69	3674	24%
	70 – 74	1476	10%
	75+	1007	7%
Grandchildren or children?	Children but no grandchildren	4823	31%
	Grandchildren	8445	55%
	Neither	2183	14%
Region	London	1119	7%
	South East	3196	21%
	South West	1756	11%
	West Midlands	1280	8%
	East Midlands	1226	8%
	North West	1795	12%
	North East	646	4%
	Yorkshire and the Humber	1350	9%
	East Anglia	1095	7%
	Scotland	1137	7%
	Wales	674	4%
	Northern Ireland	167	1%
	Total	15456	100%

EQUITY RELEASE QUESTIONS

- The vast majority of the Populus / Saga Panel are homeowners; 69% outright, and a further 24% own with a mortgage. The following questions were asked only to this majority of homeowners.
- Very few – only 2% – have already used equity release. Three quarters say they “would not consider doing so”.
- Paying for care home costs topped the lists of possible uses for income from equity release, 20% said they would consider using equity release for this purpose. Paying for medical expenses was nearly as popular – 19% said so. A number of possibilities received virtually no support.
- There was clear scepticism and reluctance to use equity release products. Nearly half (49%) said they should only be used as a last resort, and two in five (43%) thought they were mis-sold to vulnerable people.
- When asked about consulting with family, most said they would consult but there was a divide about the role family would play; 39% said family members views’ wouldn’t be decisive, while a lower number – 28% – thought the views of family members were key.

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GRANDPARENTS AND CAR SEATS

- 22% of Grandparents said they had experienced difficulty in fitting a child seat.
- Only a quarter (26%) of Grandparents correctly identified 12 at the age children below a set height needed to use a child seat until. While 35% admitted they didn't know, a higher number guessed ages below 12 – potentially violating the law.
- Grandparents had even less an idea about the minimum height requirement with half (51%) saying they didn't know. Only 14% correctly identified 135 cms.

ENTERTAINMENT QUESTIONS

- The panel took the clear view that in the BBC Ross / Brand controversy that the BBC was seriously in the wrong. Three quarters felt the BBC should be held to higher standards than other broadcasters, and over two thirds (69%) felt there was no place on the BBC for edgy humour. Only 11% admitted to looking forward to the return of Jonathan Ross.
- Bruce Forsyth is the panels' first choice to be honoured; 47% say he should be honoured in the New Year's Honour List. Newsnight host Jeremy Paxman and retired F1 driver David Coulthard tie in second place each receiving support from 19% of the panel.

NEW YEAR'S RESOLUTIONS

- Losing weight and seeing more of the world top the list of New Year's Resolutions – 52% say they want to do each. Interestingly, 48% of men say they want to lose weight. Spending more time with family is another popular option, with 25% saying so.

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RELIGIOUS BELIEF QUESTIONS

- Nearly half of the panel describe their religious beliefs as Church of England. 24% say they are either Agnostic or Atheist.
- Of those holding a religious belief, nearly 59% said their beliefs were the same strength today as earlier in their adult life. Of those saying stronger or weaker, 21% said weaker – narrowly ahead of stronger (19%).
- Answers for doubts about God were similar too, 63% say they doubted the existence of God no more or no less. 18% doubted the existence of God more.
- Almost half (46%) of all respondents with a religious belief said they went to their place of worship less often now than previously. A smaller number (41%) said they went with the same regularity. Only 13% went more often now than in the past.
- Declining attendance at places of worship did not though have a direct impact on prayer, 46% say they pray with the same frequency – although a third (35%) say they now pray less regularly.
- Panellists – all over the age of 50 – felt strongly that it was important for places of worship to embrace and attract younger worshippers, three quarters agreed with the statement “it is important for places of worship to embrace and appeal to younger people.” Only 15% agreed that places of worship “neglect the needs of older people.”
- Panellists with religious views felt the influence of religion in the UK was declining (53% disagreed that the influence of religion was increasing) and most (67%) described this decline as “regrettable”.
- Among agnostics and atheists, very few had changed their religious beliefs recently. 45% had been agnostic or atheist all their adult life, and 34% had become so during their adult life. Only 2% said they had done so “recently.”
- The disestablishment of the Church of England divided opinions – 24% supported, with a slightly higher number, 28%, opposing. Most – 37% – though said they neither supported nor opposed. An unusually high number, 12%, didn’t know or had no view on the question.