

## SAGA/POPULUS PANEL – JANUARY 2008 RESULTS

Populus received 10,045 responses from adults aged 50 and over to its online poll for SAGA between 11<sup>th</sup> and 21<sup>st</sup> January 2008. Populus is a member of the British Polling Council and abides by its rules. For more details go to [www.populuslimited.com](http://www.populuslimited.com)

### DEMOGRAPHICS

Gender	Male	6156	61%
	Female	3889	39%
Age	50 – 54	1665	17%
	55 – 59	2803	28%
	60 – 64	2700	27%
	65 and over	2883	29%
Grandchildren or children?	Children but no grandchildren	3489	35%
	Grandchildren	5258	52%
	Neither	1294	13%
Socio-Economic Group	AB	5954	59%
	C1	2709	27%
	C2	987	10%
	DE	379	4%
Region	London	1811	18%
	South	1369	14%
	South West	845	8%
	Wales	399	4%
	East Midlands	555	6%
	Eastern	845	8%
	Yorkshire & Humberside	917	9%
	North West	1042	10%
	North East	400	4%
	West Midlands	1032	10%
	Scotland	763	8%
	Northern Ireland	67	1%
	<b>Total</b>	<b>10045</b>	<b>100%</b>

## VALENTINE'S DAY

- 61% of panellists were planning to celebrate Valentine's Day in one way or another. Of these, 69% indicated that they would be sending a card, 26% planned to go out for a meal and 23% said that they would be sending flowers.
- Women were less likely than men to celebrate Valentine's Day. Slightly fewer than half (47%) of all female panellists said they would not be celebrating Valentine's Day, while only 34% of men said the same thing.
- The lower a panellists socio-economic grade the less likely they were to celebrate Valentine's Day - half of all DE respondents (50%) were not planning to mark the occasion, in contrast to just 36% of AB respondents.
- 16% of women were planning to cook a special meal on Valentine's Day, while only 9% of men planned to mark the occasion in this way.

## TRAVEL

- More than a third (37%) had travelled the world when they were younger. This was particularly true among respondents in high socio-economic groups; 40% of ABs travelled the world when they were younger, while this figure was only 25% among DEs.
- 71% wished that more travel opportunities had been open to them when they were younger. Of these respondents, however, more than three quarters (78%) felt that they had made up for it by travelling more in later life.
- More than a quarter (27%) of all panellists felt that their children or grandchildren were envious of the travelling they did now. Less than a quarter (24%) felt that the reverse was true.
- Only 6% worried that their travelling would result in them having less to pass on to their children or grandchildren.
- On average, panellists took around two (2.29) holidays abroad per year.
- After Europe (97%), the most visited continent was North America (63%), followed by Asia (43%), Africa (43%) and Australasia (27%).

- 44% of panellists indicated that – of the places that they had not already visited – Australasia was a place they would particularly like to explore.
- More than half of all panellists (51%) were inspired to travel by television programmes. Travel brochures (42%), books (34%), and films (23%) were also important in this regard.
- When thinking of where they would like to visit, panellists tended to be particularly attracted to places by scenery (91%), history (72%) and architecture (57%).
- Of the 5 annual events listed in the survey, the humpback whale migration to Canada was the popular, 27% of respondents indicated that this was the event they would most like to experience. Around a quarter (24%) answered ‘none of the above’ for this question.