

SAGA/POPULUS PANEL RESULTS

Populus received 9307 responses from adults aged 50 and over to its online poll for SAGA between 11th and 17th July 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	5628	60%
	Female	3679	40%
Age	50 - 54	1444	16%
	55 - 59	2461	26%
	60 - 64	2578	28%
	65 and over	2833	30%
Grandchildren or children?	Children but no grandchildren	3171	34%
	Grandchildren	4841	52%
	Neither	1306	14%
Socio-Economic Group	AB	5418	58%
	C1	2563	28%
	C2	891	10%
	DE	410	4%
Region	LWT/Carlton (London)	1586	17%
	Meridian (South)	1311	14%
	Anglia (Eastern)	834	9%
	Yorkshire	884	10%
	HTV West / West Country (South West)	781	8%
	Tyne Tees (North East)	363	4%
	Central East (East Midlands)	495	5%
	HTV Wales (Wales)	361	4%
	Central / Central West (West Midlands)	909	10%
	Border Scotland / Scottish / Grampian (Scotland)	678	7%
	UTV (Northern Ireland)	79	1%
	Granada / Border (North West)	1008	11%
	Total	9307	100%

HOLIDAYS

- Nearly three quarters (72%) are going on holiday this summer. Of those who are going on holiday, one-in-five (21%) plan of listening to music on their iPod / MP3 player. Three-in-five own a camera phone, but over half (51%) say that won't be using it to take photos while on holiday. Indeed, only one-in-twenty say they will use their camera phone as much as or more than a standalone camera.

HOLIDAYS WITH FAMILY

- Panellists who holiday with family are most likely to do so with their children – just over a quarter (27%) have taken a holiday with their children in the last year. Over half (57%) have been on holiday with their children in the last five years. While just under a quarter (23%) have holidayed with relatives of their own age in the last year, over a third (34%) say they have never been on holiday with relatives their own age. Over half (53%) say it has been 25 years since they have, or indeed that they have never, been on holiday with older relatives. One-in-five (22%) say they have taken their parents on holiday for a special occasion in the past with another 18% saying they have paid / contributed to a special holiday for their parents – a total of 40%.

COMMONWEALTH ANNIVERSARY

- By more than a 2:1 margin, respondents favour celebrating the 60th (diamond) anniversary of the Commonwealth by using the 4th plinth in Trafalgar Square. Just under a quarter (24%) favoured something contemporary – e.g. a diamond-shaped sculpture – and one-in-five wanted a display of a contemporary Commonwealth figure. Far fewer wanted a symbol of the British Empire.

HOLIDAY HOMES

- About one-in-ten (11%) own a holiday home. Nearly half (48%) let their holiday home to family, and over a third (34%) to friends. Just over one-in-ten let their holiday home to people recommended to them and to strangers (13% and 11% respectively.) Concerns about renting are dominated by fears over damage, the level of hassle and not wanting someone else in a home they use (all around 25%.) Those with holiday homes tend to be more comfortable renting the home to older people than younger people – 31% were 'very comfortable' to loan to someone in their 60s, only 4% said the same for someone in their 20s.

THE ECONOMY / HOUSEHOLD BILLS

- Expectations for the economy and household situation are bleak. Only 10% expect their household situation to improve in the coming 12 months, only one-in-fifty think the country's financial position will improve. Well over-half (58%) say the country's financial position will 'get a lot worse'.
- While most say they can afford rising fuel prices, a quarter say they expect to struggle in the winter. One-in-ten say they are already struggling with the higher prices. In total then, just over a third are struggling / will struggle in the winter. In response, most (73%) are making an effort to use less energy and over a third (38%) have made attempts to improve their energy efficiency. Nearly a third (30%) have cut back on little luxuries.