

## SAGA/POPULUS PANEL RESULTS

Populus received 16520 responses from adults aged 50 and over to its online poll for SAGA between 10<sup>th</sup> and 20<sup>th</sup> October 2008. Populus is a member of the British Polling Council and abides by its rules. For more details go to [www.populus.co.uk](http://www.populus.co.uk)

### DEMOGRAPHICS

Gender	Male	9823	59%
	Female	6697	41%
Age	50 - 54	2568	16%
	55 - 59	3890	24%
	60 - 64	4510	28%
	65 - 69	2773	17%
	70 - 74	1492	9%
	75+	1000	6%
Grandchildren or children?	Children but no grandchildren	5244	32%
	Grandchildren	8967	54%
	Neither	2266	14%
Socio-Economic Group	AB	8870	54%
	C1	4726	29%
	C2	1821	11%
	DE	944	6%
Region	London	1170	7%
	South East	3377	20%
	South West	1809	11%
	West Midlands	1383	8%
	East Midlands	1233	7%
	North West	2067	13%
	North East	732	4%
	Yorkshire and the Humber	1398	8%
	East Anglia	1157	7%
	Scotland	1216	7%
	Wales	759	5%
	Northern Ireland	197	1%
	<b>Total</b>	<b>16520</b>	<b>100%</b>

## DOGS

- One-in-five (21%) panellists are dog owners.
- Nearly all (94%) dog owners say their dog wears a collar, four-in-five (81%) say they wear an ID tag and nearly three quarters (74%) say they have a ID microchip fitted.
- Dog owners overwhelmingly feel their dogs' carry sufficient identification. 97% of those whose dogs wear ID microchips feel this is sufficient identification.
- 60% of dog owners were aware of the regulations imposed by the Control of Dogs Order 1992.

## PETS

- Over a third (37%) of pet owners say they will be buying their pet a Christmas present this year. Dogs are set to be the luckiest pets this Christmas, with 54% of dog owners saying they intend to buy a present this year, whereas only 32% of cat owner say the same and only 27% of fish owners.
- Over half of pet owners – 55% – say they have bought a present for their pet at Christmas in the past.
- Most pets should expect a relatively modest Christmas present; well over half (57%) of pet owners say they will spend less than £5. 90% of pet owners will spend less than £10.
- 33% of pet owners sign at least some, or all, of their Christmas Cards with their pet (pets) names. This figure is highest among dog owners – with 46% of those with dogs saying they will sign some Christmas Cards with the name of their dog.
- Very few pet owners buy cards for their pets – just 4% do at Christmas or for Birthdays, and statistically 0% buy cards for Valentine's Day.

## WASTE COLLECTIONS

- Three-in-five respondents (59%) have their bins collected weekly, while 41% (two-in-five) have their bins collected fortnightly. However, 78% say they think general rubbish and waste should be collected weekly – with only 21% saying fortnightly.
- Faced with fortnightly bin collections, sharp divides emerge between how respondents say they would behave – and how they imagine others would behave. 1% of respondents say they would fly tip, but

69% expect others to do dump illegally. 18% say they would burn rubbish on the bonfire, but over half say they would expect others to do so.

- Respondents' top concern is the possible smell caused by fortnightly collections – with 70% citing this as a concern. Poor hygiene, encouraging vermin, encouraging animals to rip open bags and fears over fly-tipping were all cited by more than half.

#### **THE COMMONWEALTH**

- Two thirds of respondents – 67% – agree the Commonwealth has given Britain an understanding of different cultures and faiths.
- Three quarters – 76% – agree Britain has a multicultural heritage because of the Commonwealth.

#### **HOLIDAYS**

- 43% say they don't mind the ages of those they travel with when travelling without family. 19% say they prefer travelling with people of their own age.