

SAGA/POPULUS PANEL RESULTS

Populus received 10613 responses from adults aged 50 and over to its online poll for SAGA between 8th and 14th August 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	6391	60%
	Female	4222	40%
Age	50 - 54	1717	16%
	55 - 59	2699	25%
	60 - 64	2892	27%
	65 and over	3307	31%
Grandchildren or children?	Children but no grandchildren	5734	54%
	Grandchildren	3481	33%
	Neither	1397	13%
Socio-Economic Group	AB	5998	57%
	C1	2942	28%
	C2	1139	11%
	DE	467	4%
Region	LWT/Carlton (London)	1758	17%
	Meridian (South)	1441	14%
	Anglia (Eastern)	865	8%
	Yorkshire	905	9%
	HTV West / West Country (South West)	815	8%
	Tyne Tees (North East)	497	5%
	Central East (East Midlands)	693	7%
	HTV Wales (Wales)	647	6%
	Central / Central West (West Midlands)	912	9%
	Border Scotland / Scottish / Grampian (Scotland)	862	8%
	UTV (Northern Ireland)	105	1%
	Granada / Border (North West)	1075	10%
	Total	10613	100%

NEIGHBOURS / NEIGHBOURHOODS

- One-in-four talk to their neighbours at least once a day, and a further 60% talk to their neighbours at least once a week. In total, 85% – more than four-in-five – talk to their neighbours at least weekly. Only 2%, one-in-fifty, say they never talk to their neighbours. The Over 50s are much more likely to talk to their neighbours than they are to use social networking sites or online messaging services.
- Half share keys with their neighbours in some way – with the over 65s the most likely to. A resounding 94% say they talk to their neighbours simply to be friendly and to socialise – not to arrange childcare, DIY or to ask for advice. Over half say they either check on their neighbours or their neighbours check in on them – and again, the oldest are most likely to check in / be checked on by their neighbours.
- When asked about having more to do with neighbours, three fifths said they had enough to do with their neighbours – perhaps unsurprisingly if half share keys and / or check on each other – and two fifths said they would like more to do with their neighbours. The vast majority, 86%, don't communicate electronically with their neighbours.

INSURANCE AND AGE DISCRIMINATION

- While one-in-ten say they have been refused travel insurance because of their age, virtually none say they have been refused motor insurance. One quarter of the over 65s say they have been refused travel insurance in the past.
- Most of those – 92% – who have been refused insurance, were later able to find an alternative insurer able to provide cover. Of those able to find an alternative, most (84%) said it was not at all difficult or time consuming to find such cover.
- Panellists supported the idea of companies unable to provide insurance providing the details of another company or independent website. The independent website / helpline idea was the more popular option of the two; attracting support from 83% of respondents, rather than 68% who supported recommending another company.
- Three quarters (77%) support the idea of insurance companies being obliged to quote everyone regardless of age – and more than half of all respondents (55%) said it was a very good idea. Fewer than one-

in-ten (9%) thought insurance companies quoting regardless of age was a bad idea.

- Support softens when the implications for Saga are made clear; 40% now support the idea, 28% are neutral and 29% say it is a bad idea. Supporters still outweigh opponents however.
- If insurance companies were obliged to sell to all regardless of age, just over half (52%) expect competition to lead to improved deals and service – but a higher number, 61%, say the quality of service offered by specialists, like Saga, would fall. There was little appetite for age discrimination law to be expanded to cover discounts offered to particular age groups (78% disagreed) or promoting and selling to particular groups (75% disagreed.) Nearly a third (31%) said insurance was a valid reason to refuse to offer insurance to a customer.

MADONNA

- Two-in-five (41%) say Madonna is a bad role model for people aged 50 and over – noticeably more than the 27% who say she is a good role model. More feel she hasn't had a positive impact on Britain than think she has, but there is little support for the idea Madonna must start behaving differently now she is 50 – only 21% agreed with this statement.