

## SAGA/POPULUS PANEL RESULTS

Populus received 11612 responses from adults aged 50 and over to its online poll for SAGA between 12<sup>th</sup> and 22<sup>nd</sup> September 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	6945	60%
	Female	4667	40%
Age	50 - 54	1606	14%
	55 - 59	2701	23%
	60 - 64	3294	28%
	65 - 69	2057	18%
	70 - 74	1160	10%
	75+	757	7%
	Grandchildren or children?		
Grandchildren or children?	Children but no grandchildren	3802	33%
	Grandchildren	6134	53%
	Neither	1675	14%
Socio-Economic Group	AB	6599	57%
	C1	3173	27%
	C2	1194	10%
	DE	587	5%
Region	LWT/Carlton (London)	1926	17%
	Meridian (South)	1527	13%
	Anglia (Eastern)	952	8%
	Yorkshire	1120	10%
	HTV West / West Country (South West)	956	8%
	Tyne Tees (North East)	519	4%
	Central East (East Midlands)	580	5%
	HTV Wales (Wales)	453	4%
	Central / Central West (West Midlands)	1182	10%
	Border Scotland / Scottish / Grampian (Scotland)	884	8%
	UTV (Northern Ireland)	93	1%
	Granada / Border (North West)	1353	12%
	<b>Total</b>	<b>11612</b>	<b>100%</b>

## UK OLDER PEOPLE'S DAY

- Knowledge of UK Older People's Day is low – fewer than one in ten (9%) respondents were aware of the upcoming awareness day. While a third (34%) said that it was a “fitting way to celebrate the benefits of age” two thirds (66%) said it was counter-productive to single out older people. These views remain consistent among both older and younger respondents.

## HOLIDAYS

- Respondents prefer visiting new countries to going somewhere they've been before; 61% say visit a new country and 33% say go somewhere they have been before. Older people are, just a little, more likely to say go somewhere they've been before rather than somewhere new than younger people.

## THE COMMONWEALTH

- Just over half (52%) say the commonwealth is relevant to 21<sup>st</sup> Century Britain – with 54% of men thinking so, and just under half (49%) of women. Older people are much more likely to think the Commonwealth is relevant than younger people (41% of 50 – 54 year olds say it is relevant, where was 68% of the over 75s say it is relevant.)
- Views on whether the UK should field one united team, or four individual national teams, at the commonwealth games are split. Overall 52% say one united team, 48% say separate teams – but in Wales, Scotland and Northern Ireland there is strong support for retaining separate national teams (60%, 70%, 67%).

## DRINKING

- 7% of panellists say they never drink alcohol. The following figures refer to those who do, at least occasionally, drink alcohol.
- Only two-in-five respondents correctly identified what counted as a unit of alcohol, and men had a much better knowledge than women. Knowledge about maximum weekly intakes was better; with 76% identifying the recommended 14 units for men, 21 for women. Nonetheless, nearly a quarter (24%) did not know the Government's recommended weekly intakes.

- 19% of respondents had an alcoholic drink on every day of the seven days previous to the survey. Men were more likely to have had a drink on every day than women (22% to 14%).

Average Consumption (Rounded / Exact)	Over Last 7 Days	Over Last Month
Glasses of wine	5 / 5.05	17 / 16.75
Pints beef, cider, lager or stout	2 / 2.06	7 / 6.79
Measures of spirit	2 / 1.72	5 / 5.35
Other alcoholic drinks	0 / 0.24	1 / 0.84

- 95% of respondents say they “never” drink with the intention of getting drunk. Despite this, only 74% say they “never” find themselves drunk – which implies there are around 20% who, although not drinking with the intention of getting drunk, find themselves accidentally drunk.
- 78% say they never wake up with a hangover, and 73% never regret the amount they have had to drink.
- 5% have been ill from drinking too much in the past year – rising to one-in-ten of 50–54 year olds. A much higher number, 67%, say it has been years since they were last ill.
- Respondents are slightly more likely to worry about the drinking of their partner or another family member than their own drinking; 19% ‘sometimes’ or ‘often’ worry about their own drinking, with 30% ‘sometimes’ or ‘often’ worrying about a partners or family members drinking.