

SAGA/POPULUS PANEL RESULTS

Populus received 13,195 responses from adults aged 50 and over to its online poll for SAGA between 9th and 16th April 2009. 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	7934	60%
	Female	5261	40%
Age	50 - 54	1550	12%
	55 - 59	3068	23%
	60 - 64	3945	30%
	65 - 69	2458	19%
	70 - 74	1285	10%
	75+	889	7%
Socio-Economic Group	AB	7289	55%
	C1	4044	31%
	C2	1260	10%
	DE	602	5%
Grandchildren or children?	Children but no grandchildren	4186	32%
	Grandchildren	7134	54%
	Neither	1875	14%
Region	London	865	7%
	South East	2922	22%
	South West	1440	11%
	West Midlands	1099	8%
	East Midlands	1045	8%
	North West	1558	12%
	North East	541	4%
	Yorkshire and the Humber	1124	9%
	East Anglia	959	7%
	Scotland	912	7%
	Wales	594	5%
	Northern Ireland	136	1%
	Total	13195	100%

Gardening

- 95% of respondents have a garden.
- The majority of these gardens - 82% - are maintained by the property owner themselves. One in ten are maintained by a family member or friend. Londoners are most likely to employ a gardener to maintain their gardens, with 12% doing so.
- There is a wide spread in the amount of time panellists spend gardening each week. While 20% spend less than an hour every week gardening 15% spend more than four hours every week.
- Gardening becomes, perhaps unsurprisingly, more difficult with age; whereas only 22% of 50 - 54 year olds say gardening is physically hard this rises to 51% amongst those aged 65 - 69, and to 72% amongst the oldest. For younger respondents, a lack of time rather than physical difficulties is the biggest barrier to gardening.
- Getting outside help to maintain the garden is roughly twice as popular an idea as downsizing the garden (21% would do the former, only 12% the latter.) Two third of respondents however would neither downsize nor bring in outside help.