

SAGA/POPULUS PANEL RESULTS

Populus received 14,178 responses from adults aged 50 and over to its online poll for SAGA between 17th and 22nd December 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	63%
	Female	37%
Age	50 – 54	10%
	55 – 59	22%
	60 – 64	29%
	65 – 69	21%
	70 – 74	11%
	75+	7%
Socio- Economic Group	AB	56%
	C1	31%
	C2	9%
	DE	4%
Grandchildren or children?	Children but no grandchildren	30%
	Grandchildren	55%
	Neither	15%
Region	London	7%
	South East	22%
	South West	12%
	West Midlands	8%
	East Midlands	8%
	North West	11%
	North East	4%
	Yorkshire and the Humber	9%
	East Anglia	8%
	Scotland	8%
	Wales	4%
	Northern Ireland	1%
	Total	14,178

Travel

- Nearly half (47%) of all respondents have a simple New Year's Travel Resolution – to go on more than one holiday in 2010. In second place is a desire to take less luggage on holiday (with one-in-five women choosing this option.) Taking an environmentally conscious holiday is the New Year's Travel Resolution of just 6%.
- 29% say the next ten years will bring no change to their taking of foreign holidays; they intend to travel about the same amount and travel the same distance. The number saying they will travel less frequently and stay closer to home is the same number as those saying they intend to take both more frequent holidays and to travel further from home (in both cases, 13%).
- Canada tops the list of destinations respondents would like to visit by 2020 with nearly half (47%) saying they want to visit – and over a quarter (28%) say they think they will have visited Canada by 2020. Closer to home, Spain is the most popular European destination (with 31% saying they would like to visit.) Curiously, 47% say they will have visited by 2020 – suggesting that some are likely to travel to Spain in the next ten years despite not having a real desire to go.

Politics

- Seven-in-ten (72%) support the existence of grammar schools in the UK, and just over half of all respondents (52%) 'strongly support' grammar schools. Support for grammar schools increases markedly with age; 39% of those aged 50 to 54 strongly support them compared to 69% among those aged 75 and over.
- Support for the creation of new grammar schools is a little lower at 68%. Support for allowing existing grammar schools to expand is a little lower still at 62%.
- 59% of Saga panellists believe the age of parliamentary candidates should be known to the public. Support for ensuring candidates broadly reflected the population was around the 40% mark for age, gender and ethnic origin.
- 80% of Saga members say they are 'certain to vote' at the next General Election – forty times the number who say they are certain not to vote.
- Respondents supported all five of the measures tested as ways to lower public spending / decrease the national debt; 88% supported

limiting the number of public servants paid more than the Prime Minister, 83% supported increasing retirement ages for public servants, 77% supported restricting benefits and pensions to those earning in excess of £100,000, and 74% supported a public sector recruitment freeze. Even the least supported initiative, a public sector pay freeze, was supported by 61%.

- Nearly three quarters (73%) supported the introduction of a universal pension in lieu of contributory and means-tested pensions.
- More than seven-in-ten support abolishing Employers' NIC contributions for workers aged over 60.

Fashion

- 36% of panellists say they like to dress fashionably compared to the 32% who say they do not. Over half (55%) of women say they like to dress fashionably, and nearly a quarter (24%) of men say the same. Saga panellists are independent in their tastes towards clothes however; just 6% copy 'looks' from magazines.
- Just over half (51%) say it is easy to buy clothes that suit them – a figure that varies little with age. Whereas women say the biggest obstacle to buying clothes is have sufficient choice (38%), men say it is finding clothes at the right price which proves most challenging (34%).

Driving

- 89% of respondents feel that refresher driving courses would be useful for those who haven't driven in some time or have lost confidence.
- Nearly (49%) half support refresher courses for those aged over 70 – but support from amongst this group is limited [31% of those aged 70 to 74, 32% for those aged 75 and over].
- Despite high levels of support for a wide range of differing types of drivers – those returning to the UK, those involved in accidents, those driving a manual after an automatic etc – only 14% think refresher courses would be useful for them personally.
- A third (34%) think speed awareness would be the most useful area for refresher training to cover, and 24% said motorway driving.

Public Services

- Over three quarters (79%) believe that NICE should consider the impact of new drugs on carers as well as sufferers.

- 85% support the abolition of hospital parking charges in England – with women more likely to support abolition than men.
- Perhaps unsurprisingly, 77% said they wanted to see more policemen and policewomen on patrol in their local area – with 63% saying the preferred police officers to patrol in pairs. Two thirds support more traffic police, even if this means greater funding of the police service.
- 62% believed it should be compulsory for pubs and clubs to have staggered closing times. Just one-in-five believed individual premises should be allowed to choose their own hours of business.
- 77% support extra training for NHS staff in how best to deal with old people – 86% of women support extra training, 72% of men support the same training.