

SAGA/POPULUS PANEL RESULTS

Populus received 14,757 responses from adults aged 50 and over to its online poll for SAGA between 16th and 20th February 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	8826	60%
	Female	5931	40%
Age	50 - 54	1864	13%
	55 - 59	3445	23%
	60 - 64	4386	30%
	65 - 69	2627	18%
	70 - 74	1476	10%
	75+	918	6%
Socio-Economic Group	AB	7934	54%
	C1	4744	32%
	C2	1525	10%
	DE	554	4%
Grandchildren or children?	Children but no grandchildren	4628	31%
	Grandchildren	8034	54%
	Neither	2095	14%
Region	London	1036	7%
	South East	3124	21%
	South West	1623	11%
	West Midlands	1223	8%
	East Midlands	1187	8%
	North West	1752	12%
	North East	654	4%
	Yorkshire and the Humber	1243	8%
	East Anglia	1026	7%
	Scotland	1078	7%
	Wales	648	4%
	Northern Ireland	163	1%
		Total	14757

Smoking

- Only 9% of respondents currently smoke. Almost half (46%) have smoked in the past but gave up some time ago. Older respondents were more likely to have smoked and quit, while younger ones were more likely still to be smoking. Two-fifths (43%) have never smoked.
- There was no overwhelming reason for people quitting – two-thirds (66%) put it down to ‘something else’. One-fifth (19%) said it was because of medical advice.
- Three-quarters of smokers have smoked for more than 30 years, with one-third (32%) smoking between 41 and 50 years, another third (36%) 31–40 years and 9% smoking for more than 50 years.
- Of those who still smoked, half (50%) said that they would quit smoking if they were given medical advice to do so. One-third said they would do it to improve their fitness (34%) or because they wanted to extend their life expectancy (34%). Three-quarters of smokers with grandchildren said they did not smoke in front of them (78%).

Grandchildren questions

- Of those with grandchildren, more than half (59%) live within 10 miles to their nearest one. Just over half (52%) see their closest grandchild or grandchildren frequently (once a week).
- Almost two-thirds (62%) say they are very close, and another third (30%) say they are reasonably close. Almost half (48%) say that they spend between £101 and £999 a year contributing to their grandchild or grandchildren. However, only one-quarter (25%) say they make a big or very big contribution to their grandchild’s or grandchildren’s care, with one-quarter (27%) saying they do not contribute at all.
- Three-quarters (74%) say that they take a big or very big interest in their grandchild’s or grandchildren’s education, with only 5% saying they take a small or no amount. Half (49%) say they try to identify and encourage their grandchildren’s skills and talents very much, with another two-fifths (41%) saying they do so a reasonable amount.
- One-third of those with grandchildren feel their grandchildren can confide in them a great deal (34%) while almost half (49%) say they can do so a reasonable amount.

Poverty, Savings and Pensions questions

- Almost half (47%) of respondents believe that poverty will increase significantly over the next year for pensioners, and almost half (48%) also believe that fuel poverty will do the same. Just over half (55%) believe that their standard of living will fall as a result of the drop in interests brought on by the financial crisis.
- Meanwhile, two-thirds (64%) of those retired believe that they have adequate pension funds for their retirement but only one-third (34%) of those who have not fully retired think the same about their pension fund. Only one-quarter of Saga members support the Government's policy to increase the retirement age gradually to 68, with half (51%) opposing it somewhat (20%) or strongly (31%).

Commonwealth questions

- While 40% of respondents feel more warmly to a country that is a member of the Commonwealth, the vast majority (86%) say that it does not make them more likely to visit a country. There is a clear age division, with both warmth and the likelihood of it making them more likely to travel to a country increasing with the age of the respondent.