

SAGA/POPULUS PANEL RESULTS

Populus received 9,441 responses from adults aged 50 and over to its online poll for SAGA between 11th and 21st September 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	60%
	Female	40%
Age	50 – 54	10%
	55 – 59	23%
	60 – 64	30%
	65 – 69	20%
	70 – 74	11%
	75+	7%
Socio- Economic Group	AB	56%
	C1	32%
	C2	9%
	DE	4%
Grandchildren or children?	Children but no grandchildren	30%
	Grandchildren	55%
	Neither	15%
Region	London	8%
	South East	22%
	South West	11%
	West Midlands	8%
	East Midlands	8%
	North West	11%
	North East	4%
	Yorkshire and the Humber	9%
	East Anglia	8%
	Scotland	8%
	Wales	4%
	Total	9,441

Paying for Care

- Panellists estimate a year's worth of care to cost £25,357 – with views varying sharply by age. Younger panellists, those aged 50 to 54, estimate a year's care to cost £34,385 while those aged 75+ estimate care to cost £21,295 on average.
- Just 4% say they would “be easily able to afford” care fees of £30,000 per year. Two-in-five (43%) say they could afford the care fees – but only by selling their home. A further 17% would be able to afford care by using their savings. A quarter (26%) of panellists say that while they won't qualify for local council funded care nor can they afford to pay for their own care.
- 42% of panellists say they would move their loved ones to different areas in order to receive specialist care. Only 7% say they would move loved ones further away from family in order to save on care fees.

Keeping in Contact

- Nearly three-in-five (59%) are still in contact with friends from schools or university – with over two thirds of women (68%) saying they are still in touch with these friends. 81% are still in touch with old work colleagues and nearly one-in-ten (9%) are still in touch with their first love.
- 37% say they don't stay in contact with these groups of people because they have nothing in common any more – the same proportion, however, say they would like to make contact again. A quarter say they don't stay in touch because they are too busy with their current friends / life.

Annuities

- 95% of respondents say they have never been tempted to lie about their health while completing insurance / loan applications. 3% say they have been tempted to lie about a travel insurance application.
- 63% of respondents would spend half an hour phoning insurance providers to save £300 a year, the same percentage as would take part in a 10 minute telephone survey. Driving to cheaper petrol stations and supermarkets were less popular options.

The NHS

- 87% of respondents have used the NHS in the last two years – and they have had broadly positive experiences. 43% described their

experience of the NHS as “very good” and a further 37% say they had a “good” experience. Just 4% say their experience was poor – and only 1% say it was a “very poor” experience.

- Overall perceptions of the NHS are more mixed however. 44% say the NHS has stayed the same over the last 2 years, 29% say the NHS has improved over the same period (with just 5% saying it has got much better) and 21% say it has got worse (with 4% saying the NHS has become much worse). Looking ahead, expectations are low – 35% expect the NHS to get worse over the coming years, 35% expect it to stay the same – just a 24% expect the NHS to have improved in 5 years time.

Ageism

- Two thirds (68%) of respondents believe there is clear evidence of ageism against older presenter on TV.
- Of those who think there is ageism on TV, 81% say ageism is more evident against women than men (only 2% say it is more evident against men than women). With regards to the most ageist TV channels, 40% say ageism is about the same across all the channels – of those prepared to name a more ageist channel, the BBC is seen as most ageist and is chosen by a quarter.
- Respondents feel there is a programming bias in favour of younger people (74% say so) and three-in-five say the needs and interests of the over 50s are ignored by programme makers.

Political Questions

- There has been very little change to the tracking scores since last month.
- Dealing with crime and anti-social behaviour, improving the NHS and dealing with the current recession remain the three key political issues for Saga panellists.
- Across almost issues David Cameron and the Conservatives are viewed as the best leader / party – and they enjoy leads on all the key issues.