

SAGA/POPULUS PANEL RESULTS, FEBRUARY 2010

Populus received 15,393 responses from adults aged 50 and over to its online poll for SAGA between 12th and 19th February 2010. Populus is a member of the British Polling Council and abides by its rules, for more information see www.populus.co.uk.

DEMOGRAPHICS

Gender	Male	61%
	Female	39%
Age	50 - 54	10%
	55 - 59	21%
	60 - 64	30%
	65 - 69	21%
	70 - 74	11%
	75+	7%
	Retired	Yes
No		35%
Socio-Economic Group	AB	56%
	C1	32%
	C2	9%
	DE	3%
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	7%
	North West	11%
	North East	4%
	Yorkshire and the Humber	9%
	East Anglia	7%
	Scotland	7%
	Wales	4%
	Northern Ireland	1%
	Total Respondents	

RADIO 2 BREAKFAST SHOW

- 15% of respondents used to listen to Terry Wogan's breakfast show but have stopped listening since Chris Evans took over the breakfast show. The same percentage, 15%, listened under Terry Wogan and continues to do so with Chris Evans.
- Only 7% prefer Chris Evans to Terry Wogan – more than eight times fewer than the number who preferred Terry Wogan to Chris Evans (60%).

HOUSE BUYING HISTORY

- 71% of Saga panellists purchased their first home in their 20s and 44% did so before their 26th birthday.
- Over half of these first homes had three bedrooms (57%). Just 5% were lucky enough to have 4 or more bedrooms in their first homes.
- Most Saga panellists have owned 4 homes (42% said they hadn't owned 4 homes). Approaching two-in-five, 38%, have owned at least 5 homes.
- The typical first house was a semi-detached (40% of first homes were semis). By the third home, 38% of Saga panellists owned detached homes – up from 11% who owned a detached first home.

LONG TERM CARE

- 15% admitted to not knowing how long term care could be funded. 62% thought care could be funded from investments, 58% from savings and 58% from selling the family home.
- Less conventionally, one-in-ten suggested playing (and presumably winning) the National Lottery.
- 73% regarded peace of mind as 'very important' when paying for long term care. 71% said the same about financial security and 68% about value for money.
- Women, seemingly, were more concerned about long term care than men; women gave greater importance to all five considerations than men did.

RETIREMENT

- Of those not yet retired, 71% planned to continue working into their 60s; 36% aiming to retire between 60-64 and 35% aiming to retire between 65-69. 7% planned to continue working into their 70s. Men were more likely to plan to retire between 65-69, and women more likely to plan to retire between 60-64.
- One-in-ten believe they will live for fewer than ten years in retirement. Nearly one-in-five (19%) hope to live for 21 years or longer.
- A quarter ranked financial security for them and their family as the most important consideration for retirement income. Second highest ranked was protecting income against inflation.
- Half of respondents (51%) said they wanted to downsize to a smaller home in retirement to minimise upkeep. Approaching a third (29%) wanted to remain in the home they have lived in for their adult life.
- 22% would consider releasing equity from their home; 7% by taking this action alone, 15% in combination with downsizing.

ISAs

- Just 37% of respondents have topped up their ISA since the limit was increased in October, and just 28% have taken full advantage of the higher limit.
- Of those who haven't topped up, half said this was because they lacked funds to top up. A slightly lower figure (46%) however said they did other things with their money that would bring a greater financial benefit to them. Only one-in-twenty were unaware of the new higher limit.

- 41% of those with ISAs plan to take full advantage of them in the 2010/11 tax year. Nearly a third – 31% - said they didn't yet know how much of their ISA allocation they would use.

HOLIDAY HOMES

- 9% of respondents owned a holiday home, with the highest number of these (39%) being in the UK. 18% were in Spain and 16% in France. Just one-in-ten (9%) of holiday homes were outside of Europe.
- Alarmingly, one-in-ten admitted to not having insurance for their holiday home. 45% insured their holiday home with a UK provider – the same percentage as insured with a provider in the country of their holiday home.
- Respondents were little concerned about changing Sterling / Euro exchange rates – only 13% were concerned about changing exchange rates.

CLIMATE CHANGE

- 49% described themselves as Global Warming Sceptics.
- 44% of women called themselves Believers (compared to just 39% of men). Over half (52%) of men called themselves Sceptics.