

## SAGA/POPULUS PANEL RESULTS, March 2010

Populus received 14,271 responses from adults aged 50 and over to its online poll for SAGA between 12th and 18th March 2010. Populus is a member of the British Polling Council and abides by its rules, for more information see [www.populus.co.uk](http://www.populus.co.uk).

### DEMOGRAPHICS

<b>Gender</b>	Male	61%
	Female	39%
<b>Age</b>	50 - 54	10%
	55 - 59	21%
	60 - 64	29%
	65 - 69	21%
	70 - 74	11%
	75+	7%
<b>Retired</b>	Yes	65%
	No	35%
<b>Socio-Economic Group</b>	AB	55%
	C1	32%
	C2	9%
	DE	3%
<b>Grandchildren or children?</b>	Children but no grandchildren	30%
	Grandchildren	54%
	Neither	15%
<b>Region</b>	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	8%
	Scotland	7%
	Wales	4%
	Northern Ireland	1%
	<b>Total Respondents</b>	

### HONEYBEES

- 59% of respondents said they had noticed a decline in the number of honeybees in their gardens. Older respondents were more likely to have noticed a decline than younger respondents.
- Nearly half of all respondents (48%) said they were very concerned about the threat posed by disease and pests to British honeybees, with older respondents more concerned than younger panellists.

- 64% of Saga panellists have bee-friendly plants in their garden. 16% of panellists expressed a desire to help honeybees but felt they did not know how to.
- 88% of panellists said they did not currently keep honeybees and did not want to; the majority of these (60%) respondents said simply that they had 'no interest in keeping them'.
- One-in-five (21%) were quite or very worried about being stung by a bee (28% of women were quite or very worried). 86% of respondents had not been stung by a bee in the last five years.

#### **PETS AND CHOCOLATE**

- 4% of panellists fed their cats or dogs specialist pet friendly chocolate – although the vast majority of pet owners fed their pets neither regular nor specialist chocolate. Only 3 respondents (0%) fed their pets chocolate at Easter.

#### **TEENAGERS**

- One quarter (26%) of Saga panellists said they would cross the street to avoid a group of teenagers. Respondents were divided on whether they would ask a teenager with their feet on a train or bus seat to move them; 39% said they would, 40% said they would not.
- Four-in five believed that parents were too quick to defend their children from accusations about bad behaviour. There was very strong support for parents having a right to invite police officers into the home – 86% supported the initiative.
- Nearly three quarters (73%) felt that young people committing minor crimes were treated too lightly. Only 2%, or one-in-fifty, thought they were treated too harshly.

#### **CLARKSON-ESQUE BEHAVIOUR**

- 86% did none of the car / motor orientated activities. Attending motor shows was most popular, with 8% doing so.
- One-in-five (21%) said that cars were a hobby or interest to them (30% of men said so, only 8% of women did so). Only 8% said that Machinery or Engines were hobbies or of interest – well behind the 79% who said the same for reading or the 40% who said the same of DIY.
- Classical was the most popular type of music amongst respondents (although it was much more popular amongst older respondents than younger ones) with nearly three quarters (73%) saying they liked classical music. Rock was second most popular, with 49% saying they listened to rock music.
- Half of respondents described their personality, primarily, as 'friendly'. One-in-five (19%) said they were considered. 13% admitted to being grumpy old men or women.

#### **"THE PINCH"**

- Perhaps unsurprisingly, respondents rejected David Willetts' central argument. Only 9% accepted that baby-boomers had "stolen their children's future". Around one-in-five (22%) said they did not know whether they agreed or not with the argument put forth in "The Pinch".

#### **MOTORCYCLISTS**

- Motorcyclists had a dim view of other motorists; 75% said motorists were unaware of bikers and 58% described other motorists as inconsiderate. Only 11% said that motorists were considerate towards motorcyclists, and only 3% used the terms safe and alert to describe motorists.
- Not looking before pulling out at junctions was seen as the most frequent bad behaviour – chosen by 42% – with a third (32%) criticising motorists for not properly checking their mirrors for motorcyclists.
- Half of motorcyclists supported a compulsory virtual motorbike driving lesson for car drivers to give them a better insight into how motorcyclists behaved.