

Saga / Populus Panel Results, January 2011

Populus received 13,403 responses from Saga members aged 50 and over to its online poll for Saga between 14th and 21st January 2011. Populus is a member of the British Polling Council and abides by its rules, for more information see www.populus.co.uk.

Standard of Living

- The majority of respondents (72%) believe their standard of living to be about the same or better than this time last year.
- Things seem to be worst for those living in Yorkshire and the Humber, with 31% of respondents reporting their standard of living is a bit or much worse.
- There is a stark contrast between the standard of living for those in different socio-economic groups with 68% of AB panelists maintaining the same standard of living, compared to just 50% of DE respondents.

Happiness

- Three quarters (77%) of all respondents claim to be about as happy, or happier, than they were last year.
- Those in socio-economic group DE seem to fare the worst in the happiness stakes, with 35% considering themselves to be a bit or much less happy this year, compared to just 20% in group AB.

Healthiness

- 71% of respondents with no children reported being about the same or healthier relative to last year.
- 27% and 30% of those in socio-economic groups AB and C1 respectively said they felt a bit or much less healthy than last year, compared to 32% and 37% of those in C2 and DE.
- Working had only a very slight impact on whether respondents felt the same or healthier than last year with 63% responding this way, compared to 59% of retired panelists.

Exercise

- 21% of those aged between 50 and 54 claimed to never exercise, compared to just 13% of respondents between 70 and 74.
- Respondents belonging to socio-economic group C2 had the highest proportion of those claiming to never exercise than the other class groups.

Growing Concerns

- Over 60% of all respondents, regardless of gender or age, have become more concerned over the cost of living in the last year.
- Older respondents were more likely to have become more concerned about their health, with 44% of those over 75 concerned, compared to 34% of those aged 50-54.
- 79% of DE group respondents were worried about the cost of living compared to 57% of those in group AB.

Hobbies and leisure activities

- 63% of respondents in Wales, Northern Ireland and the West Midlands spend about the same amount of time on hobbies and leisure activities as they did last year.
- Almost half (45%) of respondents in socio-economic group DE are planning to take fewer holidays over the next 12 months compared to the previous 12 months.

Work Status

- 16% of female respondents work part-time compared to 8% of male respondents.

- One in five (22%) of respondents over 75 do not consider themselves to be retired.
- 50% of all respondents have retired.

Sex Life

- One in five men (21%) rated their sex life as worse this year than last, versus 12% of women.

Comparing 2011 to the early 1980s

- One in five women (20%) are likely to cut down on their main annual holiday now compared to a quarter of women (26%) in the early 1980s.
- 41% of male respondents would not make personal cuts in the early 1980s and are not likely to make any now.
- Fewer than one in five (17%) of respondents reported their favourite holiday destination in the 1980s to be outside of the UK and Europe.
- A quarter of those living in London (24%) had a favourite holiday destination outside of the UK and Europe in the 1980s, compared to just over one in ten (13%) of those from the North West.
- One in ten (11%) of Londoners would most like to go to Asia this year, compared to one in twenty-five of those hailing from the North East.
- The highest proportion of Saga panelists (37%) would like to holiday in Europe this year.
- The favourite 1980s gadget of 40% of all respondents was the Walkman.
- Only 8% of those aged 50-54 give the Teasmade as their favourite gadget of the early 1980s compared to 30% of those aged 75 and over.
- Three quarters of respondents (73%) said their favourite gadget now is the laptop. This was true of 78% of those 75 and over and 65% of those aged between 50 and 54.