

Saga / Populus Panel Results, March 2012

Populus interviewed 10,319 Saga customers, all aged 50+, online between 9th and 15th March 2012. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

James Bond

- Three fifths (60%) of respondents said that Sean Connery was their favourite James Bond actor. Men (64%) were more likely than women (54%) to think this, whereas women were more likely to think Pierce Brosnan was the best James Bond actor (12% compared to 6% of men). Younger respondents were much more likely to pick out more recent James Bond actors. For example, 15% of those aged 50-54 chose Daniel Craig, compared to just 3% of those aged 75 and over.
- Odd Job proved to be the most popular James Bond villain with 20% of the vote, and he was followed in popularity by Goldfinger (17%) and Ernst Stavro Blofeld (15%).
- 'Goldfinger' (21%) was the most popular James Bond film, followed by 'From Russia with Love' (17%). The youngest respondents were more likely to pick 'Casino Royale', the most recent Bond film on the list (16% of 50-54 year olds falling to 6% of those aged 75 and over).

April Fools

- Half (50%) of respondents had played an April Fools joke on someone, with men more likely to have done so than women (54% compared to 44%), and a little under three fifths (57%) of respondents had had an April Fools joke played on them.
- Most respondents said they liked April Fools jokes: 16% said they're fun and a further 46% said that they liked them as long as they don't go too far. One in five (19%, rising to 34% of both those who had never played an April Fools joke on anyone and those who had never had a joke played on them) said that they were annoying. 23% of those who had had an April Fools joke played on them said that such jokes were fun.
- Half (48%) of respondents said that they would like it were a joke played on them, but only if it didn't go too far. More than a quarter (27%, rising to 32% of women) said that they would not want an April Fools joke played on them. 12% of those who had previously had a joke played on them said they would not like it were it to happen again.
- Over two thirds (69%) of respondents said that they try to work out the media's April Fools jokes, rising to 78% of those who have played jokes on other people and 76% of those who had previously had jokes played on them. 69% of respondents said that such hoax stories are a bit of fun (rising to 82% of those who had played April Fools jokes on people), although 9% said that the stories just confuse people.

Gardens

- Most respondents (76%) said they spend no more than £100 on new plants for their garden each year, and 42% spend £50 or less. Three fifths (59%) said they will spend the same amount on their garden this year as they did in 2011.
- A quarter (26%) of respondents said that they redesign their garden less frequently than every five years, and a fifth (19%) said they never redesign it. Just 15% said they redesign their garden once every five years or more often than that. 41% said that their garden constantly evolves. Of those who said they redesign their garden, half (52%) said that they just add new plants when they see something that they like, whilst a fifth (22%) said that their garden is an important part of their life and they like to develop it.
- Most respondents with a garden said that they buy their plants from garden centres (76%), whilst three fifths (58%) said that they use local nurseries. Women were more likely than men

to use a supermarket (41% compared to 30%) and to get plants from friends (36% compared to 25%).

- Half (48%) of respondents said that their garden is where they relax, and 35% said that they love their garden. Women were more likely than men to love their garden (44% compared to 29%), use it to de-stress (31% compared to 24%) and to say that they can't wait to get out in their garden again this spring (37% compared to 28%).

Homes

- Most respondents (77%) said they would not be making major alterations to their home in the next twelve months, but a significant minority (18%) said they would, with younger respondents more likely than older to say this (20% of 50-54 year olds falling to 9% of those 75 and over). Of those planning work on their homes, almost a third (31%) said they intended to fit a new kitchen, and a similar proportion (31%) said that they intended to fit a new bathroom.
- The most common reason for this work was to modernise the property, with almost half (47%) of those planning alterations falling into this category. 10% said that the work was to make their home easier to use, with the likelihood of this being the reason increasing markedly with age.
- A fifth (20%) of those planning work on their homes said that an architect would cost between £50 and £100 per hour, and a quarter (24%) said it would cost between £101 and £200. 29% said that they did not know how much an hour of an architect's time would cost.
- The vast majority (89%) of respondents said that they have a shed, garage or other outbuilding on their property, and the most common use for such a building was reported to be storage (88%).

Younger person's savings

- 44% of respondents said that the best thing a young, basic rate tax payer could do with any spare cash is put it in an ISA, whilst a third (33%) said it is best to put it towards a pension. Men were particularly likely to suggest the latter (37% compared to 26% of women), whereas women were keener on the idea of putting the money in an ISA (50% compared to 40% of men).

Mansion tax

- Most respondents (85%) said that their home was worth £500,000 or less, and just 1% said they thought their home might be worth over £1million.
- Over half (54%) of respondents said they were in favour of a tax on homes worth over £1million, with 28% completely in favour. 28% of respondents were against such a tax, with almost a fifth (18%) completely against.
- 78% of those who thought their home was worth over £1million were completely against a tax on properties of such value, and 20% said that they were extremely worried that such a tax would force them to sell their home.

The economy

- Over half (54%) of respondents strongly disagreed that the economic climate in the UK had made them consider moving abroad, and a further 9% slightly disagreed. A fifth (20%) either slightly or strongly agreed that they had considered emigrating, with younger respondents much more likely than older to do so (34% of 50-54 year olds falling to 12% of those aged 75 and over).
- Over half (54%) of respondents agreed that their financial situation had deteriorated since the coalition government had come to power, with 22% (rising to 32% of those aged 50-54) strongly agreeing. Just 15%, however, agreed that they would have been better off under a Labour

government, with just 6% strongly agreeing and 42% (and almost half – 47% - of men) strongly disagreeing.

- Over half (55%) of respondents said that 20 year olds were, on average, worse off now than they had been when the respondents were that age themselves. The likelihood of thinking this decreased with age, however, from 67% of those aged 50-54 to 43% of those aged 75 and over.

Government policy towards older people

- 55% of respondents said that, in general, Government policy had been unfair towards older people, with 18% saying it had been very unfair. Only 16% said that policy had been quite (14%) or very (2%) fair.