

Saga / Populus Panel May 2012

Populus interviewed 8,659 Saga customers, all aged 50+, online between 11th and 21st May 2012. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

The drought

- Two thirds (66%) of respondents said that they had used the same amount of water as usual in the past month. Younger respondents were only slightly more likely to maintain about the same water consumption during the drought (70% of 50-54 year olds compared to 61% of over 75's).
- 58% of respondents said they showered instead of bathing in order to save water, whilst just under half of all respondents (49%) favoured collecting rain water in a water butt.
- There was a significant minority (15%) that stated that they do not conserve water. This was more prominent in younger groups (18% 50-54 year olds, compared to 12% of over 75's). Men were also more likely to hold this view (18% compared to 11% of women).
- 80% of respondents were very likely to observe a hosepipe ban. Women were more probable to be very likely observe the ban (85% compared to 77% of men). Only 1% of respondents were very unlikely to observe the ban, despite 15% stating they do not conserve water.
- A quarter (25%) said they were neither likely nor unlikely to report someone breaking the hosepipe ban. Generally however people were more unlikely than likely to report offenders. 23% were quite unlikely, whilst 18% were very unlikely. This contrasted to 19% who were quite likely, and 9% very likely.

Life insurance

- A quarter (25%) estimated that a funeral would cost £2501-£3000, and just under a quarter (24%) estimated a cost of £3001-£4000. In addition 17% projected a cost of £2001-£2500.

- Significantly, 91% had not planned in advance for their funeral. Unsurprisingly this position dropped gradually from 95% amongst 50-54 year olds to 86% amongst over 75's. Just 12% of respondents had started saving for their funeral.
- Just over half (51%) declared they were very unlikely to pre-pay for their own funeral, and a further 19% said they were quite unlikely.
- There was a significant minority of those who did not discuss their wishes after they were gone, (26% of 50-54 year olds, decreasing gradually to 17% of over 75's). 59% said that they discussed their wishes with their partner or spouse, whilst 45% said they discussed them with their children.
- Worries following death focussed on family health (21%) and health (21%). Men's worries of their families' financial well-being were 10% higher, (36%) than women's (26%). However 43% of respondents said they had none of the worries listed.

The Queen's Jubilee

- Just under a quarter (24%) of respondents said they intended to watch the jubilee on television with friends/family. There was also a general trend toward greater enthusiasm with age. 14% of 65-over 75s said they intend to get involved in a street party, versus 9% of 55-64 year olds. In addition 29.5% of 65-over 75's intend to watch it on TV with friends/family, compared to 21.5% of 55-64 year olds. Over a third (36%) stated they will do nothing (32%) or that they would carry on as normal (4%).
- Over half (55%) strongly agreed it was important to feel a sense of pride in and affiliation to your country. 70% of over 75's saw it as important. This dropped to under half (47%) for 50-54 year olds. Within the UK, the region with the lowest feelings of affiliation was Northern Ireland (39%), whilst those in residence outside the UK were the highest (64%). In total only 14% of respondents were either apathetic or disagreed with this statement.
- 67% agree slightly or strongly that they wish Britain was more patriotic. In total the level of apathy and disagreement regarding this statement stood at 32%.
- Over half (53%) strongly disagreed that they did not care about patriotism. Men were slightly more likely (54%), than women (50%) to strongly disagree. Those that disagreed strongly rose from 46% (50-54 year olds) to over 64% (75 and over). 15% neither agreed nor disagreed.
- Disagreement increased (57%) amongst respondents when asked if they were against patriotism. This view rose from 52% (50-54 year olds) to 67% (75 and over), whilst those who slightly agreed dropped from 23% (50-54 year olds) to 15% (75 and over).
- Over three quarters (78%) stated they were either strongly or slightly patriotic. Just under half (45%) stated they were strongly patriotic.



- That a sense of duty and loyalty to one's country is important (64%) was found to be the lesson that could be taken from the Royal Family. The second most prevalent (53%) was that integrity and manners are important characteristics. Age was the most important factor in association of the Royal Family with positive lessons. In response to every potential lesson approval rose by a third or more between the age groups 50-54 year olds and 75 and over.
- 70% thought that society had become either a little or a lot worse since the Queen's coronation. The group that was most likely to feel it had become a lot worse was 65-69 year olds (48%).

Fathers

- A fifth (21%) of respondents said they would be likely to turn to their father regarding financial or money matters, with women (25%) slightly more likely than men (19%) to do so.
- 30% felt they were either quite or very likely to ask their father for help in DIY and household maintenance. This was mirrored by 26% who felt they quite or very unlikely to do so.
- An even spread continued when asked about home emergencies. 25% were quite or very likely, whilst 27% were quite or very unlikely.
- Respondents were less likely to ask their father for help in car maintenance in comparison to the above issues. 20% were either quite or very likely, versus 34% who were either quite or very unlikely. Feelings were very similar in regard to car breakdown. 21% were either slightly or very likely, versus 33% who were either quite or very unlikely.
- Respondents were more negative and apathetic toward fatherly advice and hobbies. 15% were either slightly or very likely, whilst 32% were quite or very unlikely.
- Just under a quarter (23% % 24%) stated that education and work/career were their most important areas of fatherly advice. Women (19%) were 9% less likely than men (28%) to have received priceless advice in regard to their work or career.
- The vast majority (85%) found that it was non-applicable when asked how much time does your father/grandfather give you each month. This is highly age specific with a steep 30% increase from 62% (50-54 year olds) to 91% (75 and over). The most prevalent time period was 1-6 hours ranging from 9% for 50-54 year olds to 1% of over 75's.
- Family based events were the most frequent events at people's homes. Over half (57%) were family get togethers. 36% were either birthday parties or Christmas parties. 65% of respondents had attended between 1-5 family gathering/parties.



Coalition Policies

- 46% thought that accelerating the pension age for men was unfair. This figure increased from 43% for retirees to 54% for non-retirees. 33% saw it as fair or very fair.

- There was a reduced feeling of unfairness toward accelerating the pension age for women. Here 35% saw it as fair or very fair compared to 45% who saw it as either unfair or very unfair.
- Strangely women were 13% more likely to see the change in male pensions as unfair or very unfair. This sentiment was not returned by men, 42% of whom saw the changes to the female pension as fair, compared to 24% of women.
- 61% of respondents felt increased contributions from public sector workers was either fair or very fair. Retirees were 8% more likely to agree it was fair or very fair.
- Just under a quarter (24%) saw it as neither as fair nor unfair that winter fuel allowance payments this year were lower than last year, whilst 55% thought it unfair. People in social grade AB were 12% more likely to hold this view than those in DE.
- A triple lock on pension was seen as either fair or very fair by just under half (49%) of respondents. Abolishing the default retirement age was considered fair by 41% of respondents.
- 59% of respondents thought it fair to retain universal pensioner benefits. Those in retirement were 9% more in favour (fair or very fair) of retaining universal pensioner benefits.

