

SAGA/POPULUS PANEL RESULTS

Populus received 11527 responses from adults aged 50 and over to its online poll for SAGA between 13th and 25th March 2008. Populus is a member of the British Polling Council and abides by its rules. For more details go to www.populus.co.uk

DEMOGRAPHICS

Gender	Male	7011	61%
	Female	4516	39%
Age	50 - 54	1942	17%
	55 - 59	3110	27%
	60 - 64	3097	27%
	65 and over	3372	29%
Grandchildren or children?	Children but no grandchildren	3954	34%
	Grandchildren	6030	52%
	Neither	1544	13%
Socio-Economic Group	AB	6803	59%
	C1	3173	28%
	C2	1118	10%
	DE	433	4%
Region	LWT/Carlton (London)	1967	17%
	Meridian (South)	1648	14%
	Anglia (Eastern)	1005	9%
	Yorkshire	1049	9%
	HTV West / West Country (South West)	962	8%
	Tyne Tees (North East)	436	4%
	Central East (East Midlands)	606	5%
	HTV Wales (Wales)	428	4%
	Central / Central West (West Midlands)	1191	10%
	Border Scotland / Scottish / Grampian (Scotland)	889	8%
	UTV (Northern Ireland)	102	1%
	Granada / Border (North West)	1245	11%
	Total	11527	100%

PETS

- Two fifths of panellists have a household pet. Younger panellists are noticeably more likely to have a pet – just over half (52%) of 50 – 54 year olds own a pet, where as only 29% of those 65 and over do.
- Cats and Dogs are, by far, the most popular choice of pet (56% and 49%) respectively. In a distant third place are fish on 14%. There are some sharp regional differences, in London 65% of panellists with a pet have a cat while dog ownership falls to 37%. Those panellists in Wales with pets are much more likely – 62% – to have a dog.
- Very few panellists spend over £40 per month on pet food, with over a third (36%) spending between £11 – £20 and a quarter spending £21 – £30. A third of panellists' pets have nothing spent on their treats and toys. Nearly half (49%) of those with pets spend under £5 per month on treats and toys. The majority – 71% – of pet owners spend nothing on their pet's birthday.
- When asked about economic worries and concerns and what they would cut back on, pet owners on the Panel overwhelmingly (75%) said they would cut back “on treats for myself”. 24% said they cut back on treats for their pet, 18% would try and avoid trips to the vets and 11% would buy cheaper food for their pet.

GRANDCHILDREN

- Just over a quarter of panellists (26%) regularly look after their grandchildren.
- Most (92%) panellists receive no payment at all for looking after their grandchildren. Those that are paid mainly receive ‘payment in kind’ by being helped around the home or in a similar way.

MORTGAGES / EQUITY RELEASE

- 94% of panellists are home owners. Homeownership, perhaps unsurprisingly, is linked to social grade (96% of ABs own their own home, while only 75% of DEs do so.)
- Two thirds of panellists have paid off their mortgage – with older panellists noticeably more likely to have done so (four in five of the over 65s have, where as only 39% of those aged 50 – 54 have done so.) Of those who have paid of their mortgages more than half (58%) did so in their 50s.

- A quarter of panellists are still paying off their mortgage. Of those still paying their mortgage 18% plan to postpone retirement in order to pay off the outstanding amount, 13% plan to regularly take from their pension to do so and 12% intend to use a lump sum from their pension.
- Over three quarters (76%) of respondents rule out using equity release products. 22% would consider using an equity release product and 3% say they have used such a product.
- For the quarter of panellists who either have used or would consider an equity release product the most common motivation is to pay for care home costs or to pay for medical expenses (both chosen by 37% of respondents.)
- Two thirds of those who have used or would consider an equity release product would discuss their decision with their family, but for most of these their families' opinions wouldn't be decisive. Just over a quarter (26%) says that the decision has "nothing to do with anybody else".
- Over half (51%) of panellists say equity release products "should only be used as a last resort", 30% say they are concerned about the negative stories they have read in the papers and 36% believe they are mis-sold to the vulnerable. More positive statements attract little support, only 16% said they were an "ideal way to benefit from your equity to enjoy retirement" and only 6% agreed that they were a good way of giving money to family.