

## SAGA/POPULUS PANEL RESULTS

Populus received 10,308 responses from adults aged 50 and over to its online poll for SAGA between 14<sup>th</sup> and 20<sup>th</sup> August 2009. Populus is a member of the British Polling Council and abides by its rules. For more details go to [www.populus.co.uk](http://www.populus.co.uk)

### DEMOGRAPHICS

Gender	Male	60%
	Female	40%
Age	50 – 54	10%
	55 – 59	23%
	60 – 64	30%
	65 – 69	20%
	70 – 74	11%
	75+	7%
Socio-Economic Group	AB	56%
	C1	31%
	C2	9%
	DE	4%
Grandchildren or children?	Children but no grandchildren	30%
	Grandchildren	55%
	Neither	15%
Region	London	7%
	South East	22%
	South West	11%
	West Midlands	8%
	East Midlands	8%
	North West	12%
	North East	4%
	Yorkshire and the Humber	9%
	East Anglia	8%
	Scotland	7%
	Wales	4%
	<b>Total</b>	<b>10,308</b>

## Motorbikes

- 3% of respondents currently own a motorbike. Nearly a fifth – 18% – had previously owned a motorbike, and a further 5% said they would like to own a bike. Bike ownership declines with age.
- Touring and standard bikers were the most popular (26% and 20% respectively) and account for nearly half of all bikes. 14% of over 50s bikers own a scooter. Over half of those who own a bike described themselves as having “always been a biker.” Only 6% said they had “just got into biking.”
- The pleasure of riding – “the freedom of the open road” – was chosen by 83% of bikers as explaining why they ride motorbikes. No other explanation was chosen by more than a quarter of bikers.
- Over two thirds (67%) of bikers first started riding aged between 16 and 20. Only 3% have started to ride since turning 50.
- Barry Sheene is the most nominated motorbike hero (chosen by 14%). Geoff Duke and Mike Hailwood were both nominated by 10% of those with a bike or interested in bikes.

## ISAs

- Just one-in-twenty were able to, unprompted, identify £10,200 as the ISA limit from October. Over half admitted to not knowing.
- Respondents fared better with current limits – 38% identified £7,200 as the current maximum investment, with men more likely to know the limit than women (41% to 34%). Only 30% correctly identified the current limit of £3,600 in a Cash ISA.
- Nearly two-in-five (39%) plan to top up their ISAs. 38% of those with ISAs currently use their full allowance.
- Just 18% of the panel – less than one-in-five – don’t have an ISA.

## Political Questions

- There has been little change to the tracking scores since last month.
- Dealing with crime and anti-social behaviour, dealing with the recession and improving the NHS are the most important issues for Saga panellists – all chosen by more than three quarters of respondents.

- The Conservatives and David Cameron continue to be regarded as the best party and leader on the six issues that matter most to respondents.
- Nick Clegg and the Liberal Democrats are regarded as best on climate change (the 7<sup>th</sup> most important issue) and Gordon Brown and the Labour Party are seen as best on tackling fuel poverty.
- When asked “if you were Prime Minister, what issue would be your top priority to address” nearly a third (32%) said they would prioritise tackling the recession and leading the economic recovery. One-in-five said they would tackle excess immigration and reform the immigration system. 10% would focus on reforming the tax and benefits system – with most comments in this category focused on lowering taxes.
- When asked “what one thing would make the biggest positive difference to you individually” panellists focused on financial concerns. All three of the biggest differences (all chosen by 18% of people) concerned money; pay rises, lottery wins and greater personal financial security, or lower tax rates, or reform of the pension and benefits system leading to greater financial security.
- 51% of panellists strongly oppose the idea of Tony Blair being made the first President of the European Council. A further 8% somewhat oppose the move. Men are more hostile to the idea than women – 5% of men strongly oppose, just 45% of women do the same.