

SAGA/POPULUS PANEL RESULTS

Populus received 15694 responses from adults aged 50 and over to its online poll for SAGA between 9th and 16th January 2009. 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	9675	60%
	Female	6390	40%
Age	50 - 54	2150	13%
	55 - 59	3859	24%
	60 - 64	4707	29%
	65 - 69	2888	18%
	70 - 74	1506	9%
	75+	976	6%
Socio-Economic Group	AB	8749	55%
	C1	4856	30%
	C2	1544	10%
	DE	839	5%
Grandchildren or children?	Children but no grandchildren	5008	31%
	Grandchildren	8770	55%
	Neither	2277	14%
Region	London	1140	7%
	South East	3416	21%
	South West	1786	11%
	West Midlands	1313	8%
	East Midlands	1245	8%
	North West	1876	12%
	North East	687	4%
	Yorkshire and the Humber	1383	9%
	East Anglia	1148	7%
	Scotland	1157	7%
	Wales	706	4%
	Northern Ireland	183	1%
		Total	16065

HOME / HOUSE QUESTIONS

- According to respondents, the key to turning a house into a home is being in a safe neighbourhood (74% said so) and being decorated to personal taste (70%). Knowing the neighbours is important to nearly two thirds (65%).
- 89% of respondents say where they currently live is their home rather than just a house. These answers change with age, among those aged 50–54 84% say home – among those aged over 75 this rises to 94%.
- Many Saga panellists have lived at their current address for a considerable time; 30% have lived where they live now for the last 25 years or longer.
- Respondents are evenly divided on whether home is a house, or the wider region or town in which they grew up; 51% said it was a specific town / region, while 49% disagreed.
- 58% of respondents are worried, to some extent, about the value of their home. 8% are very worried. Of those who are worried, the most common reason – cited by 51% – is concern about the value of the inheritance they will leave for children. “I was hoping to release equity from my property to fund my retirement” was chosen by a quarter.
- Views on downsizing are mixed; while 16% have already done so (with this proportion increasing to the 20%+ among older respondents) one in ten say they would never do so. Over half of homeowners, 53%, say they “have no plans to downsize ... but wouldn’t rule it out.”
- Among those who haven’t downsized, only 4% outright say equity release is preferable than downsizing. While, 22% say they would consider both options twice this number – 44% – say they’d rather downsize than release equity.