

## SAGA/POPULUS PANEL RESULTS

Populus received 11,668 responses from adults aged 50 and over to its online poll for SAGA between 6<sup>th</sup> and 13<sup>th</sup> July 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	29%
	65 – 69	20%
	70 – 74	11%
	75+	7%
Socio- Economic Group	AB	56%
	C1	32%
	C2	9%
	DE	3%
Grandchildren or children?	Children but no grandchildren	30%
	Grandchildren	56%
	Neither	14%
Region	London	8%
	South East	22%
	South West	11%
	West Midlands	9%
	East Midlands	8%
	North West	11%
	North East	4%
	Yorkshire and the Humber	9%
	East Anglia	7%
	Scotland	7%
	Wales	4%
	<b>Total</b>	<b>11,668</b>

### Long Term Care

- More than four-in-five (84%) people think that the current system of means-assessment for long-term care is unfair, 55% believing it to be very unfair.
- Half of all respondents (51%) think that long-term care should be provided at a set standard to everyone by the state, but that individual's can top this level of care up if they wish.
- One-fifth of Saga panellists think the best way to fund long-term care is through people contributing the same amount through their working lives to pay for it. Only 6% think there should be a one-off payment at death or retirement to cover the costs of LTC.
- One-sixth (16%) think that the costs of long-term care should be met entirely by the Government from taxes.

### Insurance questions

- Four-in-five (83%) of Saga panellists carry a phone with them day-to-day, beaten only by a wallet / purse (92%) and keys (98%). Only 12% carry a camera, and 7% a music device such as an iPod.
- One-in-three (32%) Saga panellists would be most likely to phone their insurer to make a claim, knowing they were covered, if they lost one or some of the items they carry with them regularly. Almost as many (31%) would be most likely to buy a replacement.
- Only 2% would take it back to the shop where they bought it to try and get a replacement, and one-in-ten (10%) would check to see if the item was covered by warranty.

### Life after retirement

- Two-thirds (64%) of Saga panellists are retired. The rate of retirement naturally increases with each group, with only 13% of 50-54 years olds retired but 69% of 60-64 year olds and 91% of 65-69 year olds.
- Four-in-five of those retired feel they have more leisure time since retiring. 37% say they have much more leisure time, 43% some more leisure time. 10% say they have less leisure time (7% some less time, 3% much less time)
- Gardening and growing fruit or vegetables are the clear number one activity since retiring, with two-fifths having done this (41%). One-

third (33%) have done other activities in the home, and one-quarter (27%) have been baking or cooking.

- One-quarter (25%) have also engaged in photography and a fifth in volunteering (20%), but painting, playing an instrument and most sports have less than 10% of Saga members taking part since retirement.
- Two-thirds of retirees say that the activities they do are things they didn't have time to when they were working.
- Retirees are evenly split between being just as busy as they were when working and having more spare time but happy to have it, both with 47%. Only 5% have more spare time and wish they had more to do.
- Almost half (47%) of retirees say they have spent more than £500 on their hobbies since retiring.

### Holidays

- Feeling physically and mentally healthier is by far the most valued thing about going on holiday, with almost half (45%) selecting this. Only experiencing new cultures came close, with one-in-three (31%) saying this was the most valued thing.

### Pensions

- Saga members are on the whole against the plan to raise the retirement age gradually, with 48% against overall, one-quarter (27%) strongly. One-third are in favour of the plans, but only 9% strongly support the plans.
- Perhaps unsurprisingly those who would be above the new retirement age are much more in favour of the proposal, with more than half of 70+ year olds supporting it. However, only 29% of 50-54 year olds support the proposal.

### Political Questions

- Scores for issues of interest have shifted only slightly. Dealing with crime and anti-social behaviour and tackling the current recession both remain the top concerns of panellists (chosen by 88% and 79% respectively, compared to 84% and 80% in May).
- There has been little change in the parties and leaders regarded best on each issue. The Conservatives continue to lead on every issue

except for climate change (where the Liberal Democrats lead) and tackling fuel poverty (where Labour lead). Views on the party leaders closely reflect those of the parties themselves, with David Cameron still leading on 7 of 9 issues and now equal with Gordon Brown in tackling fuel poverty.