

## SAGA/POPULUS PANEL RESULTS

Populus received 13,018 responses from adults aged 50 and over to its online poll for SAGA between 8th and 15th May 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	7650	59%
	Female	5368	41%
Age	50 - 54	1496	11%
	55 - 59	3037	23%
	60 - 64	3910	30%
	65 - 69	2380	18%
	70 - 74	1315	10%
	75+	894	7%
Socio-Economic Group	AB	7076	55%
	C1	4099	32%
	C2	1167	9%
	DE	608	5%
Grandchildren or children?	Children but no grandchildren	4025	31%
	Grandchildren	7155	55%
	Neither	1823	14%
Region	London	924	7%
	South East	2820	22%
	South West	1404	11%
	West Midlands	1056	8%
	East Midlands	1011	8%
	North West	1551	12%
	North East	505	4%
	Yorkshire and the Humber	1125	9%
	East Anglia	933	7%
	Scotland	960	7%
	Wales	565	4%
	Northern Ireland	149	1%
	<b>Total</b>	<b>13018</b>	<b>100%</b>

## Health and Lifestyle

- Dementia tops the list of health concerns – 53% of respondents were concerned about Dementia. Half of all respondents were concerned about Cancer and nearly two in five (38%) were concerned about Strokes. There were some noticeable differences between men and women; while 60% of women fear dementia, only 48% of men do the same. A little more than one in ten (13%) say they have no health concerns at all – this rises to 15% among men.
- 86% say they keep their minds active to try and prevent health conditions developing and 83% eat a balanced, nutritious diet. Two thirds (67%) exercise regularly. The least popular option was quitting drinking alcoholic drinks, only one in twenty – 5% – have done so.
- Almost one in five (18%) don't exercise at all in a regular week – and this rises to 25% among the over 75s. Those in lower social groups (DE) are twice as likely as those in the highest social group (AB) not to exercise. Almost 40% exercise three or more times a week, for at least 30 minutes each time.
- Only 40% get their full 'five a day' portions of fruit and vegetables on an average day. A similar number – 42% – though eat three of four portions of fruit and vegetables a day. Worryingly, 5% have either none or just one portion of fruit and vegetables a day. Saga members in the South West have highest consumption of fruit and vegetables (44% have 'five a day') while those in Northern Ireland have the lowest (just 34% have the full 'five a day').

## Financial Support for Grandchildren and Family

- Among grandparents, six in ten are saving for their grandchildren [42% are not saving for their grandchildren]. Children's savings accounts are the most popular means of doing so; with a quarter (26%) choosing this method. Of those Grandparents saving for their grandchildren the most common motivation – chosen by over half – was the desire to help children with education, career or property once they reach adulthood. Of those Grandparents saving for their grandchildren, at least 15% save over £500 per year.
- Saga members support their families in a number of ways; almost half (46%) have supported children who have fell on difficult times, and 18% have funded a deposit for children. Of those who provide

financial support, children rather than parents or grandchildren are the largest recipients of financial aid.

### **The Budget and ISAs**

- 60% believe the increase in the tax free ISA limit will have no positive impact on their finances. 30% value the recognition by Government that the over 50s have special needs in public policy.

### **British Holidays**

- Just under two thirds (65%) have either already – or plan on – holidaying in the UK this year. Of these holidays, 13% are replacements for holidays abroad.
- Partners are, by far, the most popular holiday partner – 72% did / plan to take their partner on their UK holiday. Children, friends and grandchildren are all chosen by more than 10% of respondents.

### **Political Questions**

- Tackling crime and anti-social behaviour is the most important political issue to Saga members (84%). Four in five, 80%, say that dealing with the recession is important. Improving the NHS is chosen by three quarters. Supporting grandparents who care for grandchildren is chosen by just one fifth of Saga members (21%) and tackling fuel poverty is an important issue for fewer than two in five Saga members (39%).
- The Conservatives are regarded as the best party on six of the nine issues tested (and tie as best on a seventh issue), the two issues Labour lead or tie on – tackling fuel poverty and supporting grandparents – are regarded as the least important issues facing Saga members. The Liberal Democrats lead on a single issue, tackling climate change.
- On not a single issue does Gordon Brown enjoy a lead as ‘best leader’. Nick Clegg, like his party, is regarded as best on tackling climate change. On all other issues – eight of nine – David Cameron is regarded the best leader.
- On a number of issues, more Saga members explicitly regarded ‘none’ of the leaders or parties as best. Most noticeably, on the Post Office network 30% regarded none of the major parties as being best on the issue – the same number who regarded none of the leaders as being best.