

SAGA/POPULUS PANEL RESULTS

Populus received 17,065 responses from adults aged 50 and over to its online poll for SAGA between 13th and 20th November 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	60%
	Female	40%
Age	50 – 54	12%
	55 – 59	22%
	60 – 64	29%
	65 – 69	20%
	70 – 74	10%
	75+	7%
Socio- Economic Group	AB	56%
	C1	31%
	C2	9%
	DE	4%
Grandchildren or children?	Children but no grandchildren	31%
	Grandchildren	54%
	Neither	15%
Region	London	7%
	South East	21%
	South West	12%
	West Midlands	8%
	East Midlands	8%
	North West	11%
	North East	4%
	Yorkshire and the Humber	9%
	East Anglia	7%
	Scotland	8%
	Wales	4%
	Northern Ireland	1%
	Total	17,065

Gardens and Grandchildren

- 70% of Saga panellists said they were gardeners – and slightly more women said so than men (73% to 68%).
- The vast majority of the gardeners were self-taught (70%), or had been taught by their parents (42%). Only 7% had been taught to garden by their grandparents.
- ‘Talking and chatting’ topped the list of activities grandparents did with their grandchildren, with nearly half (47%) saying this was one of the three things they did most often with their grandchildren. ‘Playing in the park/outside/garden’ was chosen by over a third (36%), ‘Reading books’ by 27% and ‘Playing puzzles or board games’ by a quarter.
- Gardening was chosen by just 4%.
- Of the vast majority who don’t garden with their grandchildren, the most common explanation was that grandchildren weren’t interested in gardening (29%). More than one in ten (13%) attributed not gardening with their grandchildren to preferring to garden without them.
- When asked about how grandparents would change their contact with their grandchildren, the highest percentage – 37% – said they would change nothing. A quarter (26%) simply said that they would like to see more of them.

Central European Time

- Three in five panellists (63%) support switching to Central European Time for lighter evenings. Men were more likely to support the switch than women (66% to 59%)

The Economy

- Over half (51%) predicted the FTSE 100 Index would increase from its current position, 41% predicted the index would be between 5501 and 6000 by the end of 2010 and 10% predicted it would break the 6000 barrier.
- Nearly a third – 31% – expect the recession to continue into 2011.
- A fifth (21%) predict the Bank of England base rate will be just 1% at the end of 2010. 10% think the base rate will remain at its current level.

- Only 1% think the base rate will be at 5% or higher by December 2010 – but 20% want the base rate to be at this level.

Christmas

- 55% of respondents reported the types of Christmas present they received changing over the last decade. Younger respondents were more likely to say so than older respondents; 62% of those 50 – 54 said they were receiving different presents, compared to only 51% of those aged 75+.
- Of those receiving different presents, most (35%) attributed this to their tastes changing. A quarter (24%) say this is because people buy presents they think older people will like.
- An entertaining treat – theatre tickets, a restaurant meal, and tickets to Paris – topped the list of most desired Christmas gift. Over half (52%) said this was the present they most wanted Santa to bring – a figure that increased to 64% amongst women. One in five men want something exciting this Christmas – the chance to drive a race car or to parachute jump.
- Well over half (59%) don't believe younger people understand the interests of the over 50s.

Travel Insurance

- 13% have found it difficult to get travel insurance because of their pre-existing medical conditions. Perhaps unsurprisingly, this figure increases with age (22% of those aged 75+ have found it difficult to get travel insurance.)
- Nonetheless, only 1% say it has been impossible to find cover – the same percentage as say they have stopped declaring their conditions.

Afghanistan

- Nearly half (49%) want Britain to set a timetable for withdrawal from Afghanistan.
- Men are much more likely than women (32% to 18%) to want British forces to stay in Afghanistan until the Taliban are defeated.