

SAGA/POPULUS PANEL RESULTS

Populus received 10,834 responses from adults aged 50 and over to its online poll for SAGA between 9th and 19th October 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	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	4%
Grandchildren or children?	Children but no grandchildren	31%
	Grandchildren	55%
	Neither	14%
Region	London	7%
	South East	22%
	South West	11%
	West Midlands	8%
	East Midlands	8%
	North West	11%
	North East	4%
	Yorkshire and the Humber	9%
	East Anglia	7%
	Scotland	7%
	Wales	4%
	Northern Ireland	1%
	Total	10,834

Pensions

- Two in five (40%) have started to receive a private sector pension in the last three years – perhaps unsurprisingly, this figure increases to half or higher among those aged 60 to 69.
- 22% of this 40% received a defined contribution or hybrid pension scheme. Of those with defined contribution or hybrid pensions, 44% purchased an annuity when they started drawing pensions – and most of these (85%) were informed of the ‘Open Market Option.’
- Panellists used a wide variety of sources to find out information about the ‘Open Market Option’. Approaching half (44%) met an adviser of their choice, a fifth (21%) were referred to an advisor, and 29% received information by letter.
- Of those informed of the ‘Open Market Option’, over half (55%) took advantage of the option to purchase their annuity from a different provider. The 44% who did not [1% said they didn’t know] purchased their annuity from their pension provider because they were happy with the rate offered (59%) and because of external / independent advice (27%).
- 80% of those who have started receiving a pension in the last three years said their pension scheme communicated with them either very or fairly effectively.

Grey Hair

- One in ten Saga panellists spotted their first grey hair either in their teens or their twenties. Over a third (34%) spotted their first grey hair in their forties, and a quarter (27%) did not spot their first grey hair until their fifties. Just 3% have been lucky enough never to spot a grey hair.
- 9% – of both men and women – say they still dye their hair. A third (34%) said they became comfortable going grey during their forties, 28% said their fifties and nearly a quarter (24%) weren’t comfortable until their sixties.

Political Questions

- David Cameron and the Conservative Party were widely seen to have had the best conference season; 52% thought the Conservatives performed best during the conference season and 56% thought David Cameron was the best performing leader.

- 47% thought Labour had the worst party conference, and half of all respondents thought Gordon Brown had the worst party conference of the major leaders.
- A high number of respondents answered 'Don't Know' (ranging from 24% to 30%) – with women more likely than men to have no firm view on which parties and leaders had the best / worst party conferences.
- More than four in five (84%) said they were moving away from Labour, with just over two thirds (69%) saying they were moving towards the Conservative Party. Views on the Liberal Democrats were evenly split; 49% were moving towards, 51% were moving away from.