

SAGA/POPULUS PANEL RESULTS, JANUARY 2010

Populus received 15,688 responses from adults aged 50 and over to its online poll for SAGA between 15th and 22nd January 2010. Populus is a member of the British Polling Council and abides by its rules, for more information see www.populus.co.uk.

DEMOGRAPHICS

Gender	Male	61%
	Female	39%
Age	50 - 54	11%
	55 - 59	21%
	60 - 64	29%
	65 - 69	20%
	70 - 74	11%
	75+	7%
	Socio-Economic Group	AB
C1		31%
C2		9%
DE		4%
Grandchildren or children?	Children but no grandchildren	30%
	Grandchildren	55%
	Neither	15%
Region	London	7%
	South East	21%
	South West	12%
	West Midlands	8%
	East Midlands	7%
	North West	11%
	North East	4%
	Yorkshire and the Humber	9%
	East Anglia	8%
	Scotland	7%
	Wales	4%
	Northern Ireland	1%
	Total Respondents	

BRINGING GENERATIONS TOGETHER

- Half (49%) of all respondents have contact “less often than monthly” with teenagers from outside their family. Only 35% had contact with teenagers weekly or more often.
- Younger people – teenagers, young adults, and people in their 20s – are the age group panellists have least contact with. Less than half of respondents have weekly or daily contact with young adults and only 55% have contact with those in their 20s weekly or daily. In contrast 86% of respondents have daily or weekly contact with non family members in their 50s.
- More respondents used the positive terms to describe teenagers – friendly (43%), approachable (40%) and open minded (32%) – than any of the negative terms. For retired people, while friendly

and approachable were the most common choices (64% and 57% respectively), the third most common word was prejudiced (chosen by 38% of respondents).

% Saying each of the following term applies to...	Teenagers	Retired people
Prejudiced	15%	38%
Aggressive	27%	7%
Open Minded	32%	26%
Friendly	43%	64%
Approachable	40%	57%
Confusing to me	21%	4%

- With regards to views towards teenagers, there was a general softening of attitudes amongst older respondents compared to younger respondents. Whereas three-in-five of those aged 50 to 59 described teenagers as aggressive, only 19% of those aged 75+ thought the same. 35% of those aged 50 to 54 regarded teenagers as approachable – 44% of those aged 75+ felt the same.
- Four-in-five (82%) believe most teenagers are law abiding, with women a little more likely to believe this than men (84% to 80%).
- There was sympathy for the pressures teenagers faced today. A little over two thirds (68%) agreed that young people are under greater financial, social and schools pressures than respondents were at their age.
- Nearly seven-in-ten (69%) felt there were too few opportunities for young and old to meet and talk and, again, women were more likely to think so than men were (74% to 66%).

VISITORS AT HOME

- Saga panellists know their neighbours very well; a third (32%) socialise together and a further 64% talk and say hello to each other. The highest level of not knowing the neighbours was recorded in London; but even here the figure was no higher than 6%.
- Just 3% say they would walk straight in to a friend's or neighbour's house; most (78%) say they would wait until the door was answered and 18% say they couldn't walk straight in any way as the door would be locked.
- Respondents expect broadly similar behaviour from their visitors; just 7% say their door is always open to visitors with three-in-five expecting visitors to wait at the door, and a third locking their door so visitors couldn't walk straight in.
- Three quarters (74%) feel the 'knock and walk in' culture has changed.
- A little over half of all respondents have unexpected visitors (49% say people always call or text beforehand). Friends and family are most likely to drop by unexpectedly (36% and 35% respectively) with business people much less likely to (just 13%).
- One-in-five (19%) would open the door to and let in an unexpected visitor. The majority of Saga panellists (78%) would go to the door but not open the door or let the caller in until they had identified the unexpected visitor.

CREDIT CARDS

- 93% of Saga panellists have a credit card. Of this 93%, 97% check their statements every month and across all demographic breaks the number checking their statement every month never falls below 96%.
- A third of respondents say they have been a victim of Credit Card fraud at some point. Those in London were the most unlucky (or careless) with 40% of Londoners saying they had been the victim of credit card fraud.

TOPICAL QUESTIONS

- Respondents thought that local supermarkets coped best with the recent poor weather conditions (90% thought they coped 'very well' or 'quite well'). Train companies and airports were perceived to have been the poorest performers – 10% of respondents thought they had coped 'very badly' with the recent weather conditions. Only 3% thought the emergency services had performed badly.
- Over half (58%) strongly supported a tax levy on banks similar to that which President Obama has recently announced, while only 3% would strongly oppose it. 86% of men would support the tax levy ('strongly support' or 'somewhat support') and 82% of women. 6% maintained a neutral stance, while 8% opposed the tax levy ('somewhat oppose' or 'strongly oppose').
- 72% of participants believe that the EU should give back power to the UK, while only 4% believe that more power should go to the EU. One-in-five (19%) believe that the balance is about right. This increases to one-in-four in London and Scotland, the two areas which also had the fewest number of participants who believed that the EU should give back power to the UK. The most support for this came from the East Midlands, where three quarters of people believed that power should be handed back to the UK.