

Saga / Populus Panel

29 June 2012

Populus interviewed 9,229 Saga customers, all aged 50+, online between 22nd and 28th June 2012. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

Trust

- Doctors and police officers top the trust 'league table'. More junior ranks of police officers are trusted to a greater extent than more senior levels.

On the whole, would you say you normally trust each of the following to tell the truth, or not?

	Tell the truth	Not tell the truth
GP/Doctor	92%	3%
Police Officer	70%	13%
Police Detective	61%	17%
Chief Constable	58%	20%
High Street Bank Manager	52%	27%
Tradesperson	36%	29%
MP	15%	63%
Government Minister	12%	68%
Investment Banker	11%	63%
Shadow Minister	10%	71%
Journalist	8%	71%
Newspaper Editor	8%	70%
Newspaper Proprietor	6%	72%

- Journalists, Newspaper Editors, and Newspaper Proprietors are the least trusted – fewer than one-in-ten would trust any of them to tell the truth, with 72% not able to normally trust Newspaper Proprietors to tell the truth.
- Journalists, Newspaper Editors, and Newspaper Proprietors have suffered the largest declines to reported trust – more than half say they are now less trusting of each.
- GPs and Doctors are the only group to have seen a net rise in trust – but by just 1%.

Are you more or less trusting of each of the following now compared to 12 months ago?

	More trusting	About the same amount	Less trusting
Newspaper Proprietor	1%	37%	60%
Newspaper Editor	1%	39%	59%
Journalist	1%	44%	54%
Government Minister	1%	48%	50%
Shadow Minister	1%	49%	49%
Banker	1%	48%	48%
MP	1%	53%	45%
Bank Manager	1%	72%	24%
Police Constable	2%	78%	17%
Police Detective	2%	82%	14%
Police Officer	2%	83%	13%
Tradesperson	2%	85%	11%
GP/Doctor	7%	87%	6%

Cars

- Almost all, 93%, of participants own a car. Figures throughout this section refer to those who own a car.
- More than three quarters (77%) take their car to the garage for minor repairs like new batteries, cam belt replacements, and oil filter changes.
- Men and women’s behaviour differs sharply when it comes to making their own repairs: while 15% of men make minor repairs themselves, just 2% of women do. In contrast, 16% of women ask their partner for help while less than 1% of men do the same.
- Around one-in-eight (13%) have needed professional help having tried – and failed – to fix a minor issue with their car themselves.



Second Life

A combination of factors has been used to determine those enjoying a 'Second Life' – those in second relationships, with second families. To qualify as having a Second Life, participants must:

- Have children
- Be either married, co-habiting or in a civil partnership
- Have previously had another relationship in which they were married, co-habiting or in a civil partnership
- Have had children with their new partner

Using this criteria, 5% of the panel are in their Second Life and this group display a number of characteristics:

- They had their last child, on average, at age 38 rather than age 31 for other panel members. Nearly a third, 31%, of those in a Second Life have had their last child after the age of 41.
- While those in their Second Life are more likely to have a mortgage (26% to 17%) the amount outstanding is lower than average: around £59,600 compared to around £62,500.
- Non-mortgage debt is higher amongst Second Lifers (19% to 13%), and tends to be of a higher value: around £21,500 compared to around £10,600.
- Those in their Second Life are a little more likely to be paying school fees for children or grandchildren – 6% compared to 2% amongst all. They are significantly more likely, however, to be paying university fees – 21% of those in a Second Life are, compared to 8% who have not started a Second Life.

Improving Legal Services

- Just 4% felt that no changes were needed to the legal services market.
- Fixed fees were, by some way, the most popular suggested alteration – with 81% supporting fixed price services.
- Use of clear, 'plain' English was supported by 66% and three-in-five (60%) wanted to see better value for money.

Government Priorities

- Reform of the welfare system is seen as the Government's most urgent priority by 34%.
- Reforming the funding of social care is ranked second overall, but is seen as a particular priority by women (30% compared to 22% for men).
- Reform of the House of Lords, by some way, is seen as the least important government priority – just 3% say it should be Government's focus.

