

Saga / Populus Panel

September 2012

Populus interviewed 9,049 Saga customers, all aged 50+, online between 28th and 5th September 2012. Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk.

The Ideal Chancellor

- The former Chancellors most likely to be trusted by Saga members to solve the UK's current financial problems were Nigel Lawson (18%) and Kenneth Clarke (12%). Gordon Brown, meanwhile, was picked out by 10% of Saga members. Respondents were evenly split between previous Labour (43%) and Conservative (59%) Chancellors as to who they would ideally want to manage the country current economic problems.
- Under a third (30%) of respondents felt that Boris Johnson would make a good prime minister, whereas three fifths (57%) felt that he would not.
- The most favoured current politician to be Chancellor was Vince Cable, with just under a fifth (18%) feeling he would be best placed to manage the economy. George Osborne was endorsed by only 6%, and Shadow Chancellor Ed Balls 5%. A quarter (26%) felt that no current politician was up to the task of managing the economy.
- Conservative politicians were the most favoured as potential candidates for Chancellor (32%), the Lib Dems second (22%), and Labour third (19%).
- Opinion was split over what was the most important area of government policy out of inflation, unemployment, interest rates and social care for the elderly, though inflation (28%) was – just – the most likely to be picked as the most important.
- The older the respondent, the more likely they were to think social care for the elderly was the most important issue, rising from a fifth (20%) of 50-54 year olds to more than a quarter (28%) amongst those aged 75 and above. Further to this, those in social grade DE (30%) were 9% more likely than those in AB to feel social care was the most important issue.

Illnesses

- Nearly half (48%) of all respondents personally knew someone who suffered from dementia. The older the respondent, the more likely they were to know someone with dementia, rising from 43% of 50-54 year olds to 53% of those aged 75 and above. A fifth (19%) of respondents did not personally know someone suffering from the illness but had third hand knowledge of someone who did.
- Cancer and Dementia were the most feared illnesses; four fifths of all respondents cited Cancer (80%) as the illness they were most fearful of developing and the same number cited Dementia (80%). Although the fear of Dementia increased by age-group (81% of those aged 75 and above are most fearful of developing Dementia compared to 72% of 50-54 year olds), the fear of developing Cancer remained the same across all ages.
- Respondents were less concerned about developing high blood pressure; only 5% of respondents said it was the illness they were most fearful of developing.
- Dementia is the illness respondents were most fearful of their partner, close friend or relative developing (84%); Cancer the second (82%); and a stroke third (70%).

News Sources

- The majority of respondents said they currently got their news from the National TV news (90%); however the number of respondents who relied on this media source fell with age (77% of 50-54 year olds got their news from the National TV news compared to 95% of those aged 75 and over).
- Around two thirds relied on the Local TV news (67%), the internet (65%) and the national newspaper (61%) for their news. Social media such as Facebook and Twitter was the least popular media source; only 6% of all respondents said they got their news from social media.
- The number of respondents who used the internet to get their news had nearly doubled in the last five years; (only 33% of all respondent said they used the internet as a media source five years ago compared to 65% of respondents who use it currently).
- The three most read newspaper sections were finance (62%), comments/letters (55%), the TV and radio listings (54%).
- There was significant disparity between the editorial focus of men and women. Particular topics of division were lifestyle (women 51%, men 23%), health (women 60%, men 33%), sport (women 20%, men 58%), and city/business (women 19%, men 46%).
- Trust in media sources was quite dispersed with no single technology being solidly endorsed. A third trusted TV (32%) most and national radio under a quarter (23%). However, only 13% trusted national newspapers out of all the potential options.



House & Garden Maintenance

- The most prevalent home/garden maintenance task was boiler maintenance, with three quarters (75%) doing so at least once a year. Those in social grade AB (79%) and older respondents (75+ 79%) were more likely to do so than those in DE (59%) or younger (50-54 61%).
- Other prevalent issues were trimming plants and trees near houses (49%), clearing gutters (45%), repairing dripping taps (34%), and checking the roof for loose tiles (31%).
- Respondents demonstrated a large degree of self reliance when carrying out a number of home maintenance tasks. Well over half of respondents said they dealt with each problem on their own, with the exception of boiler maintenance and sweeping the chimney.
- Reliance on friends was very low, with no more than 3% of respondents having friends help them with any such task. Dependence on family members was similarly low, with 16% being the highest for checking lagging pipes in or outside the house.
- However amongst all respondents 70-74 year olds (58%) were more likely to say they used to do more maintenance work than a 50 to 54 year old (34%).
- When asked why they performed less maintenance, outside not being qualified (58%), over a third (36%) said they preferred to pay someone else, whilst a further third (32%) sighted health and mobility issues.
- Three quarters (76%) of respondents had money set aside to deal with a home emergency such as a boiler breakdown or power failure. Those in social class AB (79%) were 25% more likely than those in DE to set aside money for a home emergency.

Government Pension Policy Proposals

- Nearly half (45%) of all respondents opposed the government policy which would allow parents and grandparents to access their pension pots early in order to help their children or grandchildren fund a deposit on their first home.
- Younger respondents were more likely to support the government policy; 21% of 50-54 years olds supported the policy compared to 16% of those aged 75 and over.

Secure Savings

- National Savings & Investment was considered the safest and most secure way to save money; 38% of all respondents believed their money would be completely safe and secure if they saved with National Savings & Investment.



- A fifth of all respondents thought that money saved with a UK bank (21%), The Post Office (20%) and a Building Society (21%) was completely secure safe and secure.
- Respondents who lived outside the UK (10%) were less likely to believe that money saved in a UK bank was 'completely safe and secure' (compared to 21% of all respondents who thought UK banks were completely safe and secure).
- Shares traded on the stock market was considered the least secure place to keep money; a fifth (21%) of all respondents thought their money would be 'not at all safe' if they saved their money as shares.

