

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 1

Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?

Summary

Base: All respondents

	Issues					
	Dying	Sex	Politics	Money	Religion	Immigration
Unweighted base	2028	2028	2028	2028	2028	2028
Weighted base	2028	2028	2028	2028	2028	2028
NET: Comfortable	1433 71%	1154 57%	1653 82%	1514 75%	1614 80%	1710 84%
Very comfortable (4)	655 32%	426 21%	932 46%	681 34%	826 41%	984 49%
Fairly comfortable (3)	778 38%	729 36%	721 36%	833 41%	788 39%	726 36%
Fairly uncomfortable (2)	357 18%	501 25%	220 11%	346 17%	213 10%	153 8%
Very uncomfortable (1)	158 8%	299 15%	51 2%	117 6%	72 4%	66 3%
NET: Uncomfortable	515 25%	800 39%	271 13%	463 23%	285 14%	218 11%
Don't know	80 4%	74 4%	104 5%	51 3%	129 6%	100 5%
Mean	2.99	2.66	3.32	3.05	3.25	3.36
Standard deviation	0.92	0.98	0.78	0.87	0.80	0.77
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

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Table 2

Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?

Dying

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2028	899	1129	172	335	410	368	331	412	774	470	311	473	288	788	
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833	
NET: Comfortable	1433	715	717	138	212	254	257	240	332	396	417	301	320	216	565	
	71%	72%	69%	57%	65%	66%	74%	79%	78%	72%	71%	71%	69%	71%	68%	
Very comfortable	(4)	655	345	310	62	97	114	119	104	158	182	179	138	155	82	257
		32%	35%	30%	26%	30%	30%	35%	34%	37%	33%	31%	32%	33%	27%	31%
Fairly comfortable	(3)	778	371	407	76	115	139	138	136	174	214	237	163	164	134	309
		38%	37%	39%	31%	35%	36%	40%	45%	41%	39%	40%	38%	35%	44%	37%
Fairly uncomfortable	(2)	357	162	195	53	65	76	50	40	73	97	117	65	79	62	159
		18%	16%	19%	22%	20%	20%	15%	13%	17%	18%	20%	15%	17%	20%	19%
Very uncomfortable	(1)	158	67	91	32	35	38	22	15	16	34	39	39	45	18	66
		8%	7%	9%	13%	11%	10%	6%	5%	4%	6%	7%	9%	10%	6%	8%
NET: Uncomfortable		515	229	286	85	99	113	72	56	89	132	156	104	123	80	224
		25%	23%	28%	35%	31%	29%	21%	18%	21%	24%	27%	24%	26%	26%	27%
Don't know		80	50	30	20	13	18	16	9	5	21	15	21	23	7	43
		4%	5%	3%	8%	4%	5%	5%	3%	1%	4%	3%	5%	5%	2%	5%
Mean		2.99	3.05	2.93	2.75	2.88	2.90	3.08	3.11	3.12	3.03	2.97	2.99	2.97	2.95	2.96
Standard deviation		0.92	0.90	0.93	1.02	0.98	0.96	0.88	0.83	0.83	0.89	0.89	0.94	0.97	0.86	0.93
Standard error		0.02	0.03	0.03	0.08	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.05	0.05	0.03

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Absolutes/col percents

Table 2

Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?

Dying

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2028	170	102	246	173	192	155	112	186	224	280	188
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
NET: Comfortable	1433 71%	122 69%	68 74%	155 65%	136 76%	124 66%	118 75%	77 71%	135 71%	167 66%	199 76%	132 72%
Very comfortable	(4) 655 32%	64 36%	36 40%	70 30%	65 37%	57 30%	60 38%	39 37%	53 28%	73 28%	80 31%	56 30%
Fairly comfortable	(3) 778 38%	58 33%	31 34%	85 36%	70 39%	67 36%	58 37%	37 35%	82 43%	95 37%	118 45%	76 41%
Fairly uncomfortable	(2) 357 18%	40 23%	17 19%	48 20%	24 13%	35 19%	26 16%	18 17%	40 21%	46 18%	32 12%	31 17%
Very uncomfortable	(1) 158 8%	12 7%	3 3%	22 9%	12 7%	22 12%	10 7%	8 8%	7 3%	28 11%	20 8%	14 7%
NET: Uncomfortable	515 25%	52 30%	20 22%	70 29%	36 20%	57 30%	36 23%	27 25%	46 24%	74 29%	52 20%	45 24%
Don't know	80 4%	2 1%	4 4%	13 5%	7 4%	6 3%	4 2%	4 4%	9 5%	14 5%	9 4%	8 4%
Mean	2.99	3.00	3.15	2.90	3.10	2.88	3.09	3.04	3.00	2.88	3.03	2.99
Standard deviation	0.92	0.94	0.85	0.95	0.89	0.99	0.91	0.94	0.81	0.97	0.88	0.90
Standard error	0.02	0.07	0.09	0.06	0.07	0.07	0.07	0.09	0.06	0.07	0.05	0.07

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Absolutes/col percents

Table 3

Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?

Sex

Base: All respondents

		Gender		Age						Social Grade				Employment Sector		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base		2028	899	1129	172	335	410	368	331	412	774	470	311	473	288	788
Weighted base		2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833
NET: Comfortable		1154	596	559	131	195	216	191	181	240	293	307	264	290	173	488
		57%	60%	54%	54%	60%	56%	56%	59%	56%	53%	52%	62%	62%	57%	59%
Very comfortable	(4)	426	254	172	61	72	71	71	67	83	91	108	121	106	48	192
		21%	26%	17%	25%	22%	19%	21%	22%	20%	17%	18%	28%	23%	16%	23%
Fairly comfortable	(3)	729	342	387	70	123	145	121	114	157	202	199	143	184	125	295
		36%	34%	37%	29%	38%	38%	35%	37%	37%	37%	34%	34%	40%	41%	35%
Fairly uncomfortable	(2)	501	243	258	53	67	96	84	67	134	167	165	86	82	74	198
		25%	24%	25%	22%	21%	25%	24%	22%	31%	31%	28%	20%	18%	24%	24%
Very uncomfortable	(1)	299	122	177	47	54	56	55	42	44	71	95	59	74	46	119
		15%	12%	17%	19%	17%	15%	16%	14%	10%	13%	16%	14%	16%	15%	14%
NET: Uncomfortable		800	365	435	100	121	153	139	109	178	238	260	145	156	119	316
		39%	37%	42%	41%	37%	40%	40%	36%	42%	43%	44%	34%	34%	39%	38%
Don't know		74	33	41	13	9	16	14	14	8	17	21	16	20	10	29
		4%	3%	4%	5%	3%	4%	4%	5%	2%	3%	4%	4%	4%	3%	3%
Mean		2.66	2.76	2.56	2.63	2.67	2.63	2.63	2.71	2.67	2.59	2.56	2.80	2.72	2.60	2.70
Standard deviation		0.98	0.98	0.97	1.08	1.01	0.96	1.00	0.98	0.91	0.92	0.98	1.02	1.00	0.94	0.99
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.05	0.03	0.05	0.06	0.05	0.06	0.04

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Table 3

Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?

Sex

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2028	170	102	246	173	192	155	112	186	224	280	188
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
NET: Comfortable	1154 57%	105 60%	53 57%	126 53%	120 67%	85 45%	94 60%	62 58%	109 57%	142 55%	149 57%	110 59%
Very comfortable	(4) 426 21%	38 22%	24 26%	41 17%	50 28%	35 19%	31 20%	29 27%	37 19%	49 19%	56 21%	35 19%
Fairly comfortable	(3) 729 36%	67 38%	29 32%	85 36%	70 39%	50 27%	63 40%	33 31%	72 38%	92 36%	93 36%	74 40%
Fairly uncomfortable	(2) 501 25%	43 25%	21 23%	52 22%	39 22%	58 31%	37 24%	20 19%	47 25%	66 26%	69 27%	47 25%
Very uncomfortable	(1) 299 15%	24 14%	12 13%	51 21%	15 9%	36 19%	25 16%	24 23%	24 13%	32 13%	32 12%	23 12%
NET: Uncomfortable	800 39%	67 38%	33 36%	103 43%	54 30%	94 50%	63 40%	44 41%	72 38%	98 39%	101 39%	70 38%
Don't know	74 4%	4 2%	6 6%	9 4%	4 2%	8 4%	1 1%	1 1%	9 5%	15 6%	10 4%	6 3%
Mean	2.66	2.69	2.74	2.51	2.89	2.47	2.64	2.62	2.67	2.66	2.69	2.68
Standard deviation	0.98	0.97	1.02	1.03	0.93	1.02	0.98	1.12	0.95	0.95	0.96	0.93
Standard error	0.02	0.08	0.10	0.07	0.07	0.08	0.08	0.11	0.07	0.07	0.06	0.07

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ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 4

Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?

Politics

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2028	899	1129	172	335	410	368	331	412	774	470	311	473	288	788
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833
NET: Comfortable	1653	834	819	163	247	305	294	261	383	463	487	332	371	254	672
	82%	84%	79%	67%	76%	79%	85%	86%	90%	85%	83%	78%	80%	84%	81%
Very comfortable	(4)	932	514	418	96	126	166	170	152	222	283	262	196	191	377
		46%	52%	40%	39%	39%	43%	49%	50%	52%	45%	46%	41%	42%	45%
Fairly comfortable	(3)	721	320	402	68	121	139	124	109	160	180	224	136	180	295
		36%	32%	39%	28%	37%	36%	36%	36%	38%	33%	38%	32%	39%	41%
Fairly uncomfortable	(2)	220	97	123	44	50	41	28	28	29	52	71	54	43	97
		11%	10%	12%	18%	15%	11%	8%	9%	7%	10%	12%	13%	9%	10%
Very uncomfortable	(1)	51	23	27	3	10	19	6	7	5	13	10	15	13	24
		2%	2%	3%	1%	3%	5%	2%	2%	1%	2%	2%	4%	3%	3%
NET: Uncomfortable		271	121	150	47	60	61	34	35	34	65	80	69	56	121
		13%	12%	15%	19%	18%	16%	10%	11%	8%	12%	14%	16%	12%	13%
Don't know		104	39	65	33	17	19	17	8	9	20	21	24	39	40
		5%	4%	6%	13%	5%	5%	5%	3%	2%	4%	4%	6%	8%	3%
Mean		3.32	3.39	3.25	3.22	3.18	3.23	3.40	3.37	3.44	3.39	3.30	3.28	3.28	3.27
Standard deviation		0.78	0.77	0.78	0.82	0.82	0.85	0.72	0.75	0.68	0.76	0.75	0.84	0.77	0.80
Standard error		0.02	0.03	0.02	0.07	0.05	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.03

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Table 4

Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?

Politics

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2028	170	102	246	173	192	155	112	186	224	280	188
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
NET: Comfortable	1653 82%	149 85%	79 86%	191 80%	145 81%	148 79%	134 85%	87 81%	158 83%	207 81%	204 79%	151 82%
Very comfortable	(4) 932 46%	77 44%	41 45%	113 47%	81 45%	81 43%	73 46%	49 46%	102 53%	124 48%	107 41%	85 46%
Fairly comfortable	(3) 721 36%	73 41%	38 41%	78 33%	64 36%	68 36%	61 39%	38 35%	56 30%	83 33%	97 37%	66 36%
Fairly uncomfortable	(2) 220 11%	23 13%	5 5%	24 10%	17 9%	22 12%	13 8%	15 14%	17 9%	32 13%	34 13%	19 10%
Very uncomfortable	(1) 51 2%	- -	1 1%	10 4%	3 2%	8 4%	6 4%	3 3%	5 3%	3 1%	9 4%	4 2%
NET: Uncomfortable	271 13%	23 13%	6 6%	34 14%	20 11%	29 16%	19 12%	18 17%	21 11%	35 14%	43 17%	23 12%
Don't know	104 5%	3 2%	7 7%	13 6%	14 8%	10 5%	5 3%	2 2%	11 6%	14 5%	13 5%	11 6%
Mean	3.32	3.31	3.40	3.31	3.36	3.25	3.32	3.26	3.42	3.36	3.22	3.33
Standard deviation	0.78	0.70	0.66	0.83	0.74	0.83	0.78	0.81	0.77	0.75	0.82	0.76
Standard error	0.02	0.05	0.07	0.05	0.06	0.06	0.06	0.08	0.06	0.05	0.05	0.06

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 5

Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?

Money

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2028	899	1129	172	335	410	368	331	412	774	470	311	473	288	788	
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833	
NET: Comfortable	1514	772	742	161	225	257	262	239	371	445	435	301	332	211	616	
	75%	78%	72%	66%	69%	67%	76%	79%	87%	81%	74%	71%	71%	70%	74%	
Very comfortable	(4)	681	373	307	69	90	117	123	120	162	202	194	137	148	88	279
		34%	38%	30%	28%	28%	30%	36%	39%	38%	37%	33%	32%	32%	29%	34%
Fairly comfortable	(3)	833	399	435	92	135	140	138	120	208	243	241	165	185	123	336
		41%	40%	42%	38%	42%	36%	40%	39%	49%	44%	41%	39%	40%	41%	40%
Fairly uncomfortable	(2)	346	149	197	44	72	88	53	43	45	70	107	83	87	75	137
		17%	15%	19%	18%	22%	23%	15%	14%	11%	13%	18%	19%	19%	25%	17%
Very uncomfortable	(1)	117	45	71	22	20	31	21	16	7	18	34	31	34	10	55
		6%	5%	7%	9%	6%	8%	6%	5%	2%	3%	6%	7%	7%	3%	7%
NET: Uncomfortable		463	195	268	65	92	119	74	59	53	88	140	114	120	85	192
		23%	20%	26%	27%	28%	31%	22%	19%	12%	16%	24%	27%	26%	28%	23%
Don't know		51	27	24	18	7	9	9	6	2	14	13	11	14	7	25
		3%	3%	2%	7%	2%	2%	3%	2%	1%	3%	2%	3%	3%	2%	3%
Mean		3.05	3.14	2.97	2.92	2.93	2.91	3.08	3.15	3.24	3.18	3.04	2.98	2.99	2.97	3.04
Standard deviation		0.87	0.84	0.88	0.94	0.87	0.93	0.88	0.86	0.71	0.79	0.87	0.91	0.90	0.83	0.89
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.05	0.03

Bereavement Survey

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Absolutes/col percents

Table 5

Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?

Money

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2028	170	102	246	173	192	155	112	186	224	280	188
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
NET: Comfortable	1514 75%	138 78%	72 79%	180 76%	149 83%	144 77%	113 72%	73 68%	146 77%	186 73%	181 69%	132 71%
Very comfortable	(4) 681 34%	56 32%	26 29%	86 36%	65 36%	62 33%	54 34%	33 30%	73 38%	95 37%	66 25%	65 35%
Fairly comfortable	(3) 833 41%	82 47%	46 50%	94 40%	84 47%	82 44%	58 37%	40 38%	73 38%	91 36%	115 44%	67 36%
Fairly uncomfortable	(2) 346 17%	28 16%	13 14%	42 17%	14 8%	30 16%	29 18%	20 19%	30 16%	47 18%	56 21%	38 20%
Very uncomfortable	(1) 117 6%	8 5%	5 5%	10 4%	12 7%	8 4%	16 10%	12 11%	7 4%	11 4%	16 6%	10 6%
NET: Uncomfortable	463 23%	36 21%	18 19%	52 22%	26 15%	37 20%	44 28%	32 30%	38 20%	58 23%	72 28%	48 26%
Don't know	51 3%	2 1%	2 2%	6 3%	4 2%	6 3%	* *	2 2%	6 3%	11 4%	7 3%	5 3%
Mean	3.05	3.06	3.04	3.10	3.15	3.09	2.96	2.88	3.15	3.11	2.91	3.04
Standard deviation	0.87	0.82	0.81	0.85	0.85	0.82	0.97	0.98	0.84	0.87	0.86	0.90
Standard error	0.02	0.06	0.08	0.06	0.06	0.06	0.08	0.09	0.06	0.06	0.05	0.07

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 6

Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?

Religion

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2028	899	1129	172	335	410	368	331	412	774	470	311	473	288	788
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833
NET: Comfortable	1614	788	827	193	249	284	272	252	365	449	458	326	381	234	656
	80%	79%	80%	79%	77%	74%	79%	83%	86%	82%	78%	77%	82%	77%	79%
Very comfortable	(4)	826	426	400	107	118	147	148	125	181	241	222	166	197	326
		41%	43%	39%	44%	36%	38%	43%	41%	43%	44%	38%	39%	42%	39%
Fairly comfortable	(3)	788	362	426	85	131	136	124	127	184	208	237	160	184	330
		39%	36%	41%	35%	40%	35%	36%	42%	43%	38%	40%	38%	39%	40%
Fairly uncomfortable	(2)	213	107	106	23	43	53	29	28	37	59	69	48	36	87
		10%	11%	10%	9%	13%	14%	8%	9%	9%	11%	12%	11%	8%	10%
Very uncomfortable	(1)	72	39	33	4	18	11	18	9	12	18	17	19	18	28
		4%	4%	3%	2%	5%	3%	5%	3%	3%	3%	3%	4%	4%	3%
NET: Uncomfortable		285	146	139	27	61	64	47	37	50	78	87	67	54	115
		14%	15%	13%	11%	19%	17%	14%	12%	12%	14%	15%	16%	12%	14%
Don't know		129	60	68	24	15	38	26	16	11	21	43	33	32	61
		6%	6%	7%	10%	5%	10%	7%	5%	3%	4%	7%	8%	7%	7%
Mean		3.25	3.26	3.24	3.35	3.13	3.21	3.26	3.27	3.29	3.28	3.22	3.20	3.29	3.13
Standard deviation		0.80	0.82	0.78	0.74	0.86	0.81	0.85	0.76	0.75	0.80	0.78	0.83	0.79	0.84
Standard error		0.02	0.03	0.02	0.06	0.05	0.04	0.05	0.04	0.04	0.03	0.04	0.05	0.04	0.03

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 6

Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?

Religion

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2028	170	102	246	173	192	155	112	186	224	280	188
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
NET: Comfortable	1614 80%	150 85%	71 78%	192 80%	147 82%	143 76%	132 84%	80 75%	149 78%	208 82%	200 77%	143 77%
Very comfortable	(4) 826 41%	69 39%	38 42%	112 47%	81 46%	65 35%	67 42%	39 36%	83 44%	109 43%	96 37%	66 36%
Fairly comfortable	(3) 788 39%	81 46%	33 36%	80 33%	65 37%	78 41%	65 41%	42 39%	65 34%	99 39%	104 40%	77 41%
Fairly uncomfortable	(2) 213 10%	15 9%	7 8%	26 11%	20 11%	21 11%	15 9%	11 10%	14 8%	24 9%	33 13%	26 14%
Very uncomfortable	(1) 72 4%	7 4%	5 5%	6 2%	4 3%	4 2%	4 3%	9 8%	9 5%	8 3%	9 4%	7 4%
NET: Uncomfortable	285 14%	22 13%	12 13%	31 13%	25 14%	25 14%	19 12%	20 19%	23 12%	31 12%	43 16%	33 18%
Don't know	129 6%	4 2%	9 9%	15 6%	7 4%	19 10%	7 4%	7 6%	18 9%	16 6%	18 7%	9 5%
Mean	3.25	3.23	3.26	3.34	3.30	3.21	3.29	3.10	3.30	3.29	3.18	3.15
Standard deviation	0.80	0.78	0.84	0.78	0.78	0.76	0.75	0.92	0.83	0.77	0.81	0.82
Standard error	0.02	0.06	0.09	0.05	0.06	0.06	0.06	0.09	0.06	0.05	0.05	0.06

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 7

Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?

Immigration

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2028	899	1129	172	335	410	368	331	412	774	470	311	473	288	788	
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833	
NET: Comfortable	1710	852	858	189	264	309	300	266	382	480	505	344	380	249	709	
	84%	86%	83%	77%	81%	80%	87%	88%	90%	88%	86%	81%	82%	82%	85%	
Very comfortable	(4)	984	515	469	100	131	171	186	166	230	274	267	216	227	116	410
		49%	52%	45%	41%	40%	44%	54%	55%	54%	50%	45%	51%	49%	38%	49%
Fairly comfortable	(3)	726	337	389	88	133	138	114	100	152	206	238	128	154	133	300
		36%	34%	38%	36%	41%	36%	33%	33%	36%	38%	41%	30%	33%	44%	36%
Fairly uncomfortable	(2)	153	66	87	18	35	30	25	21	24	35	48	34	36	33	59
		8%	7%	8%	7%	11%	8%	7%	7%	6%	6%	8%	8%	8%	11%	7%
Very uncomfortable	(1)	66	35	31	11	13	18	4	8	11	14	15	21	15	12	24
		3%	3%	3%	5%	4%	5%	1%	3%	3%	3%	3%	5%	3%	4%	3%
NET: Uncomfortable		218	101	118	29	47	49	29	29	35	48	64	55	51	46	83
		11%	10%	11%	12%	15%	13%	8%	10%	8%	9%	11%	13%	11%	15%	10%
Don't know		100	41	58	26	13	27	16	9	9	19	20	26	35	9	41
		5%	4%	6%	11%	4%	7%	5%	3%	2%	3%	3%	6%	7%	3%	5%
Mean		3.36	3.40	3.33	3.27	3.23	3.29	3.47	3.43	3.44	3.40	3.33	3.35	3.37	3.20	3.38
Standard deviation		0.77	0.77	0.77	0.82	0.80	0.83	0.69	0.75	0.72	0.73	0.74	0.85	0.78	0.80	0.75
Standard error		0.02	0.03	0.02	0.07	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.05	0.03

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 7

Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?

Immigration

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2028	170	102	246	173	192	155	112	186	224	280	188
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
NET: Comfortable	1710 84%	149 84%	78 85%	196 82%	150 84%	161 86%	131 83%	91 85%	167 88%	211 83%	214 82%	165 89%
Very comfortable	(4) 984 49%	84 48%	42 46%	124 52%	97 54%	91 49%	83 53%	50 47%	97 51%	121 47%	110 42%	87 47%
Fairly comfortable	(3) 726 36%	65 37%	36 39%	72 30%	53 29%	70 37%	48 30%	41 38%	70 37%	90 35%	104 40%	78 42%
Fairly uncomfortable	(2) 153 8%	18 10%	3 3%	22 9%	17 9%	9 5%	13 8%	10 10%	13 7%	18 7%	18 7%	11 6%
Very uncomfortable	(1) 66 3%	5 3%	4 5%	8 3%	8 4%	5 2%	9 6%	3 3%	2 1%	9 4%	12 5%	2 1%
NET: Uncomfortable	218 11%	23 13%	7 8%	29 12%	24 13%	14 7%	22 14%	14 13%	15 8%	27 11%	30 11%	13 7%
Don't know	100 5%	5 3%	7 7%	13 6%	5 3%	13 7%	5 3%	3 3%	8 4%	17 7%	17 6%	7 4%
Mean	3.36	3.33	3.35	3.38	3.38	3.41	3.34	3.32	3.44	3.36	3.28	3.40
Standard deviation	0.77	0.78	0.78	0.80	0.83	0.71	0.86	0.78	0.68	0.78	0.80	0.66
Standard error	0.02	0.06	0.08	0.05	0.06	0.05	0.07	0.07	0.05	0.05	0.05	0.05

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 8

Q.2 Thinking about dying do you agree or disagree with each of the following statements?**Base: All respondents**

	<u>Gender</u>			<u>Age</u>						<u>Social Grade</u>				<u>Employment Sector</u>	
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>Public</u>	<u>Pri-vate</u>
Unweighted base	2028	899	1129	172	335	410	368	331	412	774	470	311	473	288	788
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833

People in Britain are uncomfortable discussing dying, death and bereavement

Agree	1437	701	736	145	209	257	256	239	332	395	435	278	330	207	592
	71%	71%	71%	59%	64%	67%	74%	78%	78%	72%	74%	65%	71%	68%	71%
Disagree	275	145	130	36	59	59	40	37	44	81	74	66	54	56	104
	14%	15%	13%	15%	18%	15%	12%	12%	10%	15%	12%	16%	12%	18%	12%
Don't know	316	148	168	63	56	69	50	28	49	72	79	82	82	40	137
	16%	15%	16%	26%	17%	18%	14%	9%	12%	13%	14%	19%	18%	13%	16%

I feel uncomfortable discussing dying, death and bereavement

Agree	641	319	321	121	116	119	103	75	108	164	190	123	165	90	291
	32%	32%	31%	50%	36%	31%	30%	25%	25%	30%	32%	29%	35%	30%	35%
Disagree	1221	603	617	93	170	220	225	211	302	349	353	259	260	180	475
	60%	61%	60%	38%	52%	57%	65%	69%	71%	64%	60%	61%	56%	59%	57%
Don't know	167	71	96	30	39	46	17	19	16	35	46	44	42	33	68
	8%	7%	9%	12%	12%	12%	5%	6%	4%	6%	8%	10%	9%	11%	8%

Bereavement Survey

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Absolutes/col percents

Table 8

Q.2 Thinking about dying do you agree or disagree with each of the following statements?**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833
<u>If people in Britain felt more comfortable discussing dying, death and bereavement, it would be easier to have our end of life wishes met</u>															
Agree	1587	751	836	159	215	290	288	257	377	434	468	327	358	236	630
	78%	76%	81%	65%	66%	75%	84%	85%	89%	79%	80%	77%	77%	78%	76%
Disagree	149	98	52	37	42	29	21	8	12	38	39	43	30	31	73
	7%	10%	5%	15%	13%	8%	6%	3%	3%	7%	7%	10%	6%	10%	9%
Don't know	292	145	147	47	67	66	36	38	37	76	82	56	78	36	130
	14%	15%	14%	19%	21%	17%	10%	13%	9%	14%	14%	13%	17%	12%	16%
<u>If someone close to me were to die, I wouldn't know where to turn to for support</u>															
Agree	600	269	330	106	123	135	99	65	72	140	176	120	163	94	272
	30%	27%	32%	44%	38%	35%	29%	21%	17%	26%	30%	28%	35%	31%	33%
Disagree	1208	609	599	96	150	204	216	214	328	352	358	248	250	177	455
	60%	61%	58%	40%	46%	53%	63%	70%	77%	64%	61%	58%	54%	58%	55%
Don't know	220	115	105	41	52	46	30	25	26	55	54	58	53	32	106
	11%	12%	10%	17%	16%	12%	9%	8%	6%	10%	9%	14%	11%	11%	13%

Bereavement Survey

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Absolutes/col percents

Table 8

Q.2 Thinking about dying do you agree or disagree with each of the following statements?**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833
End of life care for older people and people who are dying should be as much of a priority for the NHS as care for newborn babies															
Agree	1690	793	897	166	241	310	301	270	402	448	491	362	389	250	664
	83%	80%	87%	68%	74%	80%	87%	89%	94%	82%	83%	85%	83%	83%	80%
Disagree	134	88	45	32	38	22	19	11	12	43	45	14	31	26	66
	7%	9%	4%	13%	12%	6%	5%	4%	3%	8%	8%	3%	7%	8%	8%
Don't know	205	112	92	46	46	53	25	24	12	56	52	50	46	27	103
	10%	11%	9%	19%	14%	14%	7%	8%	3%	10%	9%	12%	10%	9%	12%
On the whole, I think that people who are dying in Britain are not treated with dignity and respect by health and care professionals															
Agree	1194	558	636	120	169	207	222	207	271	315	341	254	285	170	481
	59%	56%	62%	49%	52%	54%	64%	68%	64%	57%	58%	60%	61%	56%	58%
Disagree	455	249	206	62	76	87	82	57	91	136	145	82	92	79	187
	22%	25%	20%	25%	24%	23%	24%	19%	21%	25%	25%	19%	20%	26%	22%
Don't know	378	187	192	62	79	91	41	40	64	97	102	90	89	54	165
	19%	19%	19%	25%	24%	24%	12%	13%	15%	18%	17%	21%	19%	18%	20%

Bereavement Survey

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Absolutes/col percents

Table 8

Q.2 Thinking about dying do you agree or disagree with each of the following statements?**Base: All respondents**

	<u>Gender</u>			<u>Age</u>						<u>Social Grade</u>				<u>Employment Sector</u>	
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>Public</u>	<u>Private</u>
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833
<u>I would feel comfortable discussing my end of life care wishes with my GP</u>															
Agree	1216	621	595	100	167	227	228	196	299	343	370	248	255	190	472
	60%	62%	58%	41%	51%	59%	66%	64%	70%	63%	63%	58%	55%	63%	57%
Disagree	444	214	230	96	91	75	60	60	62	119	116	92	117	64	210
	22%	22%	22%	39%	28%	19%	17%	20%	15%	22%	20%	22%	25%	21%	25%
Don't know	368	159	209	47	66	84	57	49	65	86	103	86	94	49	151
	18%	16%	20%	19%	20%	22%	17%	16%	15%	16%	17%	20%	20%	16%	18%

Bereavement Survey

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Absolutes/col percents

Table 8
Q.2 Thinking about dying do you agree or disagree with each of the following statements?
Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2028	170	102	246	173	192	155	112	186	224	280	188
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
<u>People in Britain are uncomfortable discussing dying, death and bereavement</u>												
Agree	1437 71%	121 69%	62 68%	169 71%	122 68%	141 75%	117 74%	83 77%	140 74%	170 67%	184 71%	126 68%
Disagree	275 14%	29 16%	16 17%	35 15%	28 15%	23 12%	23 15%	11 10%	18 9%	30 12%	37 14%	26 14%
Don't know	316 16%	26 15%	13 15%	34 14%	29 16%	23 12%	18 11%	13 12%	32 17%	55 22%	39 15%	32 18%
<u>I feel uncomfortable discussing dying, death and bereavement</u>												
Agree	641 32%	50 28%	26 28%	85 36%	59 33%	70 37%	42 27%	30 28%	59 31%	74 29%	87 33%	60 32%
Disagree	1221 60%	116 66%	58 63%	128 54%	106 59%	102 54%	111 70%	68 64%	115 60%	156 61%	154 59%	108 58%
Don't know	167 8%	10 6%	7 8%	26 11%	14 8%	16 9%	5 3%	9 8%	16 8%	26 10%	19 7%	18 9%

Bereavement Survey

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Absolutes/col percents

Table 8
Q.2 Thinking about dying do you agree or disagree with each of the following statements?
Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
<u>If people in Britain felt more comfortable discussing dying, death and bereavement, it would be easier to have our end of life wishes met</u>												
Agree	1587 78%	144 82%	74 81%	191 80%	134 75%	147 79%	130 82%	81 76%	151 79%	180 71%	206 79%	148 80%
Disagree	149 7%	12 7%	7 8%	15 6%	15 8%	11 6%	13 9%	10 9%	11 6%	25 10%	15 6%	16 9%
Don't know	292 14%	20 12%	11 12%	32 13%	30 17%	29 16%	14 9%	17 15%	28 15%	50 20%	40 15%	20 11%
<u>If someone close to me were to die, I wouldn't know where to turn to for support</u>												
Agree	600 30%	47 27%	29 32%	78 33%	37 21%	61 33%	44 28%	23 22%	49 26%	88 34%	89 34%	56 30%
Disagree	1208 60%	112 64%	53 58%	140 59%	116 65%	104 56%	101 64%	70 65%	117 62%	133 52%	146 56%	115 62%
Don't know	220 11%	17 10%	9 10%	21 9%	26 14%	22 12%	12 8%	14 13%	24 13%	34 13%	26 10%	14 8%

Bereavement Survey

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Absolutes/col percents

Table 8

Q.2 Thinking about dying do you agree or disagree with each of the following statements?**Base: All respondents**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
<u>End of life care for older people and people who are dying should be as much of a priority for the NHS as care for newborn babies</u>												
Agree	1690 83%	151 86%	77 84%	195 82%	154 86%	151 80%	142 90%	90 83%	162 85%	191 75%	222 85%	155 84%
Disagree	134 7%	11 6%	5 5%	18 7%	10 6%	20 11%	7 4%	7 6%	10 5%	19 8%	15 6%	11 6%
Don't know	205 10%	14 8%	10 10%	25 11%	15 8%	17 9%	9 5%	11 10%	17 9%	45 18%	22 9%	19 10%
<u>On the whole, I think that people who are dying in Britain are not treated with dignity and respect by health and care professionals</u>												
Agree	1194 59%	106 60%	46 50%	140 59%	106 59%	113 60%	98 62%	73 68%	108 57%	130 51%	169 65%	104 56%
Disagree	455 22%	49 28%	29 32%	56 24%	44 24%	29 15%	30 19%	16 15%	47 25%	53 21%	49 19%	54 29%
Don't know	378 19%	21 12%	16 18%	42 18%	29 16%	46 24%	30 19%	19 18%	35 19%	71 28%	42 16%	27 15%

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Absolutes/col percents

Table 8

Q.2 Thinking about dying do you agree or disagree with each of the following statements?**Base: All respondents**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
<u>I would feel comfortable discussing my end of life care wishes with my GP</u>												
Agree	1216 60%	116 66%	54 59%	137 58%	107 60%	111 59%	105 67%	61 57%	123 65%	135 53%	156 60%	110 60%
Disagree	444 22%	34 19%	20 22%	61 26%	39 22%	37 20%	29 18%	23 22%	29 15%	77 30%	59 23%	37 20%
Don't know	368 18%	27 15%	17 19%	40 17%	33 18%	40 21%	24 15%	23 22%	38 20%	44 17%	45 17%	38 21%

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Absolutes/col percents

Table 9
Q.3 Which, if any, of the following have you yourself done?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2028	899	1129	172	335	410	368	331	412	774	470	311	473	288	788
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833
NET: Any	1491	693	798	132	204	233	266	257	400	430	422	311	328	238	535
	74%	70%	77%	54%	63%	60%	77%	84%	94%	79%	72%	73%	70%	79%	64%
Let someone know whether I would want to be buried or cremated	1011	453	558	80	111	149	187	193	292	281	278	206	245	150	343
	50%	46%	54%	33%	34%	39%	54%	63%	69%	51%	47%	48%	53%	50%	41%
Written a will	751	372	379	5	39	87	128	165	326	268	228	139	116	104	209
	37%	37%	37%	2%	12%	23%	37%	54%	77%	49%	39%	33%	25%	34%	25%
Registered to become an NHS organ donor or have an organ donor card	629	260	369	62	93	101	113	91	170	200	184	122	123	114	214
	31%	26%	36%	25%	29%	26%	33%	30%	40%	37%	31%	29%	26%	38%	26%
Talked to someone about my own end of life wishes	620	282	337	55	69	96	110	98	191	185	165	126	145	87	205
	31%	28%	33%	23%	21%	25%	32%	32%	45%	34%	28%	30%	31%	29%	25%
Asked a family member about their own end of life wishes	545	238	307	63	77	97	90	79	140	160	155	105	125	87	205
	27%	24%	30%	26%	24%	25%	26%	26%	33%	29%	26%	25%	27%	29%	25%
Written down any of my wishes or preferences about my future care, should I become unable to make decisions myself	153	71	82	14	12	16	27	25	59	50	45	20	38	20	45
	8%	7%	8%	6%	4%	4%	8%	8%	14%	9%	8%	5%	8%	7%	5%
Initiated a discussion with my GP about my end of life wishes	43	23	20	2	12	5	3	6	15	14	11	8	10	9	12
	2%	2%	2%	1%	4%	1%	1%	2%	4%	2%	2%	2%	2%	3%	1%
None of these	537	300	237	111	121	152	79	47	26	117	167	115	138	65	298
	26%	30%	23%	46%	37%	40%	23%	16%	6%	21%	28%	27%	30%	21%	36%

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 9
Q.3 Which, if any, of the following have you yourself done?
Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2028	170	102	246	173	192	155	112	186	224	280	188
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
NET: Any	1491 74%	136 77%	70 76%	167 70%	124 69%	133 71%	126 80%	86 80%	140 74%	167 66%	192 74%	151 82%
Let someone know whether I would want to be buried or cremated	1011 50%	94 53%	52 57%	119 50%	90 50%	84 45%	93 59%	58 54%	97 51%	88 34%	138 53%	97 53%
Written a will	751 37%	64 36%	21 23%	77 32%	63 35%	71 38%	63 40%	48 45%	83 44%	71 28%	105 40%	85 46%
Registered to become an NHS organ donor or have an organ donor card	629 31%	48 27%	35 38%	76 32%	64 36%	51 27%	50 31%	37 35%	56 29%	65 25%	92 36%	55 30%
Talked to someone about my own end of life wishes	620 31%	62 35%	33 36%	59 25%	48 27%	56 30%	53 34%	34 31%	54 28%	72 28%	92 35%	56 30%
Asked a family member about their own end of life wishes	545 27%	55 31%	24 26%	59 25%	45 25%	52 28%	39 24%	35 32%	49 26%	55 21%	82 31%	52 28%
Written down any of my wishes or preferences about my future care, should I become unable to make decisions myself	153 8%	20 11%	7 7%	9 4%	15 9%	13 7%	12 8%	11 10%	11 6%	17 6%	27 10%	11 6%
Initiated a discussion with my GP about my end of life wishes	43 2%	2 1%	2 2%	3 1%	1 1%	5 3%	5 3%	3 3%	2 1%	13 5%	3 1%	4 2%
None of these	537 26%	40 23%	22 24%	71 30%	55 31%	55 29%	32 20%	22 20%	50 26%	88 34%	68 26%	34 18%

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 10

Q.4 Roughly how often, if at all, would you say that you think about dying or death?**Base: All respondents**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2028	899	1129	172	335	410	368	331	412	774	470	311	473	288	788
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833
NET: At least monthly	864 43%	419 42%	445 43%	94 39%	144 44%	150 39%	144 42%	134 44%	198 46%	238 44%	249 42%	175 41%	201 43%	140 46%	310 37%
NET: At least weekly	610 30%	299 30%	312 30%	67 28%	90 28%	106 28%	108 31%	94 31%	144 34%	163 30%	172 29%	127 30%	149 32%	81 27%	219 26%
At least once a day	224 11%	106 11%	118 11%	30 12%	33 10%	42 11%	44 13%	30 10%	45 11%	53 10%	58 10%	58 14%	55 12%	36 12%	68 8%
Once a week	386 19%	193 19%	193 19%	37 15%	57 18%	64 17%	64 19%	64 21%	99 23%	109 20%	114 19%	69 16%	94 20%	45 15%	151 18%
Once a month	254 13%	120 12%	134 13%	27 11%	54 17%	44 11%	36 10%	39 13%	54 13%	76 14%	77 13%	48 11%	53 11%	59 20%	92 11%
Once every few months	331 16%	135 14%	196 19%	40 16%	46 14%	59 15%	63 18%	54 18%	69 16%	91 17%	120 20%	56 13%	63 14%	51 17%	131 16%
Rarely	656 32%	357 36%	299 29%	80 33%	96 30%	137 36%	118 34%	86 28%	139 33%	177 32%	176 30%	147 35%	156 33%	103 34%	303 36%
Never	100 5%	56 6%	44 4%	9 4%	23 7%	26 7%	9 3%	19 6%	14 3%	19 3%	27 5%	31 7%	24 5%	3 1%	50 6%
Don't know	77 4%	27 3%	50 5%	21 9%	15 5%	12 3%	10 3%	12 4%	7 2%	21 4%	16 3%	17 4%	22 5%	6 2%	38 5%

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 10

Q.4 Roughly how often, if at all, would you say that you think about dying or death?**Base: All respondents**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2028	170	102	246	173	192	155	112	186	224	280	188
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
NET: At least monthly	864 43%	69 39%	32 35%	107 45%	73 41%	77 41%	54 34%	49 46%	75 39%	119 47%	127 49%	81 44%
NET: At least weekly	610 30%	46 26%	30 33%	70 29%	47 26%	53 28%	41 26%	37 34%	53 28%	95 37%	84 32%	55 30%
At least once a day	224 11%	19 11%	17 18%	16 7%	19 10%	14 8%	8 5%	19 17%	21 11%	41 16%	34 13%	17 9%
Once a week	386 19%	27 15%	13 15%	53 22%	29 16%	39 21%	33 21%	18 17%	32 17%	55 21%	50 19%	38 20%
Once a month	254 13%	23 13%	2 2%	38 16%	26 15%	24 13%	13 8%	12 12%	22 12%	24 9%	42 16%	26 14%
Once every few months	331 16%	29 17%	17 18%	32 14%	27 15%	28 15%	31 20%	14 13%	37 19%	36 14%	38 15%	40 22%
Rarely	656 32%	66 37%	36 39%	73 31%	66 37%	69 37%	54 34%	36 34%	66 35%	72 28%	70 27%	50 27%
Never	100 5%	6 4%	1 1%	16 7%	7 4%	8 4%	17 11%	3 2%	7 3%	21 8%	10 4%	7 4%
Don't know	77 4%	6 3%	6 7%	10 4%	6 3%	6 3%	2 1%	5 5%	6 3%	7 3%	16 6%	7 4%

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 11

Q.5 If someone close to you were to die tomorrow, which of the following statements do you think would apply to you?

Base: All respondents

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2028	899	1129	172	335	410	368	331	412	774	470	311	473	288	788
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833
NET: Any	1326	615	711	187	254	270	219	172	225	339	378	277	332	205	577
	65%	62%	69%	77%	78%	70%	64%	57%	53%	62%	64%	65%	71%	68%	69%
I wouldn't be able to afford their funeral	702	300	402	133	154	171	113	73	58	128	183	164	227	96	333
	35%	30%	39%	55%	48%	44%	33%	24%	14%	23%	31%	38%	49%	32%	40%
I wouldn't know which authorities I would have to notify to inform of their death	572	240	332	111	141	127	78	61	54	129	176	121	145	94	275
	28%	24%	32%	45%	43%	33%	23%	20%	13%	24%	30%	28%	31%	31%	33%
I wouldn't know what their end of life wishes were	547	252	295	88	111	108	94	65	82	147	144	118	138	79	252
	27%	25%	29%	36%	34%	28%	27%	21%	19%	27%	24%	28%	30%	26%	30%
I wouldn't know how to organise their funeral	490	206	284	115	119	108	66	42	39	111	138	99	142	81	226
	24%	21%	27%	47%	37%	28%	19%	14%	9%	20%	23%	23%	31%	27%	27%
I would be prompted to talk to those close to me about my own end of life wishes	405	182	223	41	68	74	57	58	107	117	119	92	77	67	154
	20%	18%	22%	17%	21%	19%	17%	19%	25%	21%	20%	22%	17%	22%	18%
I wouldn't know where to turn for bereavement support	361	158	203	73	70	90	47	44	38	83	96	73	109	55	160
	18%	16%	20%	30%	22%	23%	14%	14%	9%	15%	16%	17%	23%	18%	19%
None of these	545	298	247	23	32	85	101	120	186	176	162	106	101	81	184
	27%	30%	24%	9%	10%	22%	29%	39%	44%	32%	27%	25%	22%	27%	22%
Don't know	156	81	75	34	39	31	24	12	15	32	48	42	34	17	71
	8%	8%	7%	14%	12%	8%	7%	4%	4%	6%	8%	10%	7%	6%	9%

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 11

Q.5 If someone close to you were to die tomorrow, which of the following statements do you think would apply to you?

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2028	170	102	246	173	192	155	112	186	224	280	188
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
NET: Any	1326	103	58	162	114	126	103	75	134	160	173	118
	65%	59%	63%	68%	64%	67%	66%	70%	71%	63%	67%	64%
I wouldn't be able to afford their funeral	702	61	37	90	71	68	51	39	65	71	91	59
	35%	35%	40%	38%	40%	36%	32%	36%	34%	28%	35%	32%
I wouldn't know which authorities I would have to notify to inform of their death	572	37	20	66	49	61	50	31	62	79	73	42
	28%	21%	22%	28%	28%	32%	32%	29%	33%	31%	28%	23%
I wouldn't know what their end of life wishes were	547	48	22	69	44	52	40	26	60	70	75	41
	27%	27%	23%	29%	25%	28%	25%	24%	31%	28%	29%	22%
I wouldn't know how to organise their funeral	490	35	23	59	40	48	34	25	53	65	65	43
	24%	20%	25%	25%	22%	26%	22%	23%	28%	26%	25%	23%
I would be prompted to talk to those close to me about my own end of life wishes	405	28	9	48	43	36	33	23	42	48	49	44
	20%	16%	10%	20%	24%	19%	21%	22%	22%	19%	19%	24%
I wouldn't know where to turn for bereavement support	361	19	15	48	25	39	37	16	33	53	49	27
	18%	11%	16%	20%	14%	21%	23%	15%	18%	21%	19%	14%
None of these	545	58	25	57	51	52	48	27	45	62	67	55
	27%	33%	28%	24%	28%	28%	30%	25%	23%	24%	26%	30%
Don't know	156	15	9	20	14	10	6	6	11	33	20	12
	8%	9%	10%	8%	8%	5%	4%	5%	6%	13%	8%	6%

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 12

Q.6 Thinking about when someone close to you has died in the last 5 years, which of the following statements applied?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2028	899	1129	172	335	410	368	331	412	774	470	311	473	288	788
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833
NET: Any	419	195	224	49	73	67	62	71	97	103	151	86	79	77	150
	21%	20%	22%	20%	22%	17%	18%	23%	23%	19%	26%	20%	17%	25%	18%
I received the support I needed after they died	272	126	146	35	47	30	41	43	77	72	100	51	49	51	85
	13%	13%	14%	14%	14%	8%	12%	14%	18%	13%	17%	12%	11%	17%	10%
I discussed their end of life wishes with them before they died	169	63	105	6	22	26	30	34	50	42	74	19	33	24	50
	8%	6%	10%	3%	7%	7%	9%	11%	12%	8%	13%	5%	7%	8%	6%
I discussed plans for their funeral with them	166	84	82	13	15	32	22	36	47	39	64	37	25	25	54
	8%	8%	8%	5%	5%	8%	6%	12%	11%	7%	11%	9%	5%	8%	7%
None of these, although someone close to me has died in the past 5 years	670	320	350	93	114	134	123	90	116	163	168	153	185	98	274
	33%	32%	34%	38%	35%	35%	36%	30%	27%	30%	29%	36%	40%	32%	33%
No one close to me has died in the last 5 years	939	479	460	102	138	184	160	143	212	282	268	186	203	128	409
	46%	48%	45%	42%	43%	48%	46%	47%	50%	51%	46%	44%	43%	42%	49%

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 12

Q.6 Thinking about when someone close to you has died in the last 5 years, which of the following statements applied?

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2028	170	102	246	173	192	155	112	186	224	280	188
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
NET: Any	419 21%	41 23%	12 14%	47 20%	43 24%	34 18%	44 28%	27 25%	26 14%	49 19%	59 23%	36 19%
I received the support I needed after they died	272 13%	25 14%	7 7%	28 12%	29 16%	21 11%	32 20%	19 18%	20 11%	23 9%	41 16%	28 15%
I discussed their end of life wishes with them before they died	169 8%	21 12%	7 8%	12 5%	10 5%	14 7%	23 14%	11 10%	17 9%	13 5%	26 10%	17 9%
I discussed plans for their funeral with them	166 8%	17 10%	3 3%	19 8%	18 10%	12 6%	17 11%	12 11%	10 5%	22 8%	28 11%	10 5%
None of these, although someone close to me has died in the past 5 years	670 33%	52 30%	43 47%	83 35%	56 31%	59 31%	43 27%	40 37%	77 40%	75 29%	89 34%	54 29%
No one close to me has died in the last 5 years	939 46%	83 47%	36 39%	108 45%	81 45%	95 51%	70 45%	40 38%	87 46%	131 51%	112 43%	95 52%

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 13

Q.7 If you were told you were dying, how concerned or unconcerned would you be about each of the following?

Summary

Base: All respondents

	Concerns				
	Not being cared for properly	Not knowing what would happen to my family	Not being able to choose where I die	Being a burden on those close to me	People would avoid talking to me about the fact I was dying
Unweighted base	2028	2028	2028	2028	2028
Weighted base	2028	2028	2028	2028	2028
NET: Concerned	1489 73%	1496 74%	1258 62%	1669 82%	1279 63%
Very concerned (4)	799 39%	934 46%	587 29%	1036 51%	563 28%
Fairly concerned (3)	690 34%	562 28%	671 33%	633 31%	715 35%
Fairly unconcerned (2)	273 13%	250 12%	410 20%	165 8%	392 19%
Very unconcerned (1)	124 6%	138 7%	177 9%	73 4%	143 7%
NET: Unconcerned	397 20%	388 19%	587 29%	239 12%	535 26%
Don't know	142 7%	143 7%	182 9%	120 6%	215 11%
Mean	3.15	3.22	2.90	3.38	2.94
Standard deviation	0.90	0.94	0.96	0.80	0.92
Standard error	0.02	0.02	0.02	0.02	0.02

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 14

Q.7 If you were told you were dying, how concerned or unconcerned would you be about each of the following?

Not being cared for properly

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2028	899	1129	172	335	410	368	331	412	774	470	311	473	288	788
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833
NET: Concerned	1489	698	791	165	218	261	247	252	345	393	454	294	348	209	595
	73%	70%	76%	68%	67%	68%	72%	83%	81%	72%	77%	69%	75%	69%	71%
Very concerned	(4) 799	338	462	90	94	144	130	147	194	217	234	140	209	108	291
	39%	34%	45%	37%	29%	37%	38%	48%	46%	40%	40%	33%	45%	36%	35%
Fairly concerned	(3) 690	360	329	75	124	117	117	105	151	176	221	154	139	101	305
	34%	36%	32%	31%	38%	30%	34%	35%	35%	32%	37%	36%	30%	33%	37%
Fairly unconcerned	(2) 273	158	115	38	45	50	55	25	60	81	69	64	59	52	115
	13%	16%	11%	16%	14%	13%	16%	8%	14%	15%	12%	15%	13%	17%	14%
Very unconcerned	(1) 124	67	57	10	28	34	25	16	12	38	29	30	27	21	53
	6%	7%	6%	4%	8%	9%	7%	5%	3%	7%	5%	7%	6%	7%	6%
NET: Unconcerned	397	225	172	48	72	84	80	41	71	118	98	94	86	73	168
	20%	23%	17%	20%	22%	22%	23%	14%	17%	22%	17%	22%	18%	24%	20%
Don't know	142	71	71	30	34	41	17	11	9	36	36	37	33	21	70
	7%	7%	7%	12%	11%	11%	5%	4%	2%	7%	6%	9%	7%	7%	8%
Mean	3.15	3.05	3.24	3.15	2.98	3.08	3.08	3.30	3.27	3.12	3.19	3.04	3.22	3.05	3.09
Standard deviation	0.90	0.91	0.88	0.88	0.93	0.97	0.93	0.85	0.81	0.93	0.85	0.91	0.91	0.93	0.90
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.06	0.03

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 14

Q.7 If you were told you were dying, how concerned or unconcerned would you be about each of the following?

Not being cared for properly

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2028	170	102	246	173	192	155	112	186	224	280	188
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
NET: Concerned	1489 73%	135 77%	58 63%	171 72%	136 76%	137 73%	120 76%	81 75%	138 73%	174 68%	194 75%	143 77%
Very concerned	(4) 799 39%	64 37%	32 35%	99 42%	67 38%	77 41%	59 38%	58 54%	70 37%	87 34%	108 41%	78 42%
Fairly concerned	(3) 690 34%	71 40%	26 28%	72 30%	69 39%	60 32%	61 39%	23 22%	68 36%	88 34%	87 33%	65 35%
Fairly unconcerned	(2) 273 13%	26 15%	19 21%	31 13%	22 12%	29 15%	17 11%	16 15%	29 15%	31 12%	33 13%	20 11%
Very unconcerned	(1) 124 6%	9 5%	8 8%	14 6%	13 7%	9 5%	12 8%	3 3%	11 6%	21 8%	12 5%	12 7%
NET: Unconcerned	397 20%	35 20%	27 30%	44 19%	35 20%	37 20%	29 18%	19 18%	41 21%	52 21%	45 17%	32 17%
Don't know	142 7%	5 3%	6 7%	23 10%	8 4%	13 7%	9 6%	8 7%	11 6%	28 11%	21 8%	10 5%
Mean	3.15	3.12	2.97	3.19	3.11	3.18	3.13	3.36	3.10	3.06	3.21	3.19
Standard deviation	0.90	0.86	0.99	0.91	0.91	0.88	0.91	0.86	0.90	0.95	0.86	0.90
Standard error	0.02	0.07	0.10	0.06	0.07	0.07	0.07	0.08	0.07	0.07	0.05	0.07

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 15

Q.7 If you were told you were dying, how concerned or unconcerned would you be about each of the following?

Not knowing what would happen to my family

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2028	899	1129	172	335	410	368	331	412	774	470	311	473	288	788	
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833	
NET: Concerned	1496	683	813	199	256	310	249	223	260	387	422	333	354	237	642	
	74%	69%	79%	82%	79%	80%	72%	73%	61%	71%	72%	78%	76%	78%	77%	
Very concerned	(4)	934	384	550	132	168	221	155	134	123	221	249	215	249	148	394
		46%	39%	53%	54%	52%	57%	45%	44%	29%	40%	42%	50%	53%	49%	47%
Fairly concerned	(3)	562	299	263	67	88	89	94	89	136	166	173	118	104	89	248
		28%	30%	25%	27%	27%	23%	27%	29%	32%	30%	29%	28%	22%	29%	30%
Fairly unconcerned	(2)	250	151	100	10	25	25	44	48	99	83	83	35	50	27	87
		12%	15%	10%	4%	8%	6%	13%	16%	23%	15%	14%	8%	11%	9%	10%
Very unconcerned	(1)	138	79	59	8	13	19	28	23	47	42	44	23	29	20	44
		7%	8%	6%	3%	4%	5%	8%	7%	11%	8%	8%	6%	6%	7%	5%
NET: Unconcerned		388	229	159	19	38	44	72	71	145	124	127	58	79	48	132
		19%	23%	15%	8%	12%	11%	21%	23%	34%	23%	22%	14%	17%	16%	16%
Don't know		143	82	62	26	30	32	24	11	21	36	39	34	34	18	60
		7%	8%	6%	11%	9%	8%	7%	4%	5%	7%	7%	8%	7%	6%	7%
Mean		3.22	3.08	3.34	3.48	3.40	3.45	3.17	3.14	2.83	3.11	3.14	3.34	3.33	3.28	3.28
Standard deviation		0.94	0.96	0.89	0.76	0.82	0.84	0.97	0.96	0.99	0.95	0.95	0.87	0.92	0.91	0.88
Standard error		0.02	0.03	0.03	0.06	0.05	0.04	0.05	0.05	0.05	0.04	0.05	0.05	0.04	0.06	0.03

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 15

Q.7 If you were told you were dying, how concerned or unconcerned would you be about each of the following?

Not knowing what would happen to my family

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2028	170	102	246	173	192	155	112	186	224	280	188
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
NET: Concerned	1496 74%	127 72%	71 78%	182 76%	143 80%	145 77%	122 78%	73 68%	134 71%	168 66%	194 75%	137 74%
Very concerned	(4) 934 46%	79 45%	47 51%	116 49%	85 47%	93 50%	82 52%	54 50%	79 41%	104 41%	110 42%	85 46%
Fairly concerned	(3) 562 28%	48 27%	25 27%	65 27%	58 32%	52 27%	40 26%	19 17%	56 29%	63 25%	84 32%	52 28%
Fairly unconcerned	(2) 250 12%	22 12%	7 7%	17 7%	23 13%	23 12%	14 9%	12 11%	33 17%	36 14%	36 14%	28 15%
Very unconcerned	(1) 138 7%	15 8%	5 5%	16 7%	6 3%	11 6%	8 5%	13 12%	13 7%	23 9%	16 6%	13 7%
NET: Unconcerned	388 19%	37 21%	12 13%	33 14%	29 16%	33 18%	22 14%	25 24%	45 24%	59 23%	52 20%	41 22%
Don't know	143 7%	12 7%	9 9%	24 10%	7 4%	10 5%	13 8%	9 9%	10 5%	28 11%	14 5%	7 4%
Mean	3.22	3.17	3.36	3.31	3.29	3.28	3.36	3.16	3.11	3.10	3.17	3.17
Standard deviation	0.94	0.98	0.87	0.91	0.82	0.90	0.87	1.09	0.95	1.01	0.91	0.95
Standard error	0.02	0.08	0.09	0.06	0.06	0.07	0.07	0.11	0.07	0.07	0.06	0.07

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 16

Q.7 If you were told you were dying, how concerned or unconcerned would you be about each of the following?

Not being able to choose where I die

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2028	899	1129	172	335	410	368	331	412	774	470	311	473	288	788	
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833	
NET: Concerned	1258	569	690	131	203	228	221	202	274	340	374	256	288	189	494	
	62%	57%	67%	54%	63%	59%	64%	66%	64%	62%	64%	60%	62%	62%	59%	
Very concerned	(4)	587	241	346	63	94	124	99	91	118	141	180	102	164	84	225
		29%	24%	33%	26%	29%	32%	29%	30%	28%	26%	31%	24%	35%	28%	27%
Fairly concerned	(3)	671	327	344	68	109	104	122	111	156	200	194	154	124	105	270
		33%	33%	33%	28%	34%	27%	35%	37%	37%	36%	33%	36%	27%	35%	32%
Fairly unconcerned	(2)	410	232	179	52	57	66	70	62	104	112	108	99	92	58	169
		20%	23%	17%	21%	18%	17%	20%	20%	24%	20%	18%	23%	20%	19%	20%
Very unconcerned	(1)	177	111	66	24	29	40	29	21	34	51	51	37	38	27	79
		9%	11%	6%	10%	9%	10%	8%	7%	8%	9%	9%	9%	8%	9%	10%
NET: Unconcerned		587	343	245	76	86	106	100	82	137	163	159	135	131	86	249
		29%	34%	24%	31%	27%	28%	29%	27%	32%	30%	27%	32%	28%	28%	30%
Don't know		182	82	100	37	35	51	24	20	15	45	56	35	47	28	90
		9%	8%	10%	15%	11%	13%	7%	7%	4%	8%	9%	8%	10%	9%	11%
Mean		2.90	2.77	3.04	2.82	2.93	2.93	2.91	2.96	2.87	2.86	2.94	2.82	2.99	2.89	2.86
Standard deviation		0.96	0.98	0.92	1.00	0.96	1.02	0.94	0.91	0.92	0.94	0.96	0.93	0.99	0.95	0.97
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.05	0.04	0.05	0.05	0.05	0.06	0.04

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 16

Q.7 If you were told you were dying, how concerned or unconcerned would you be about each of the following?

Not being able to choose where I die

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2028	170	102	246	173	192	155	112	186	224	280	188
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
NET: Concerned	1258 62%	112 64%	55 60%	157 66%	108 60%	120 64%	103 65%	69 64%	119 63%	136 53%	167 64%	111 60%
Very concerned	(4) 587 29%	49 28%	26 28%	84 35%	52 29%	60 32%	51 32%	31 29%	51 27%	60 24%	73 28%	51 27%
Fairly concerned	(3) 671 33%	64 36%	30 32%	73 31%	57 32%	59 32%	52 33%	39 36%	68 36%	76 30%	94 36%	61 33%
Fairly unconcerned	(2) 410 20%	34 19%	18 20%	42 17%	42 24%	31 16%	32 21%	18 17%	42 22%	53 21%	53 20%	45 24%
Very unconcerned	(1) 177 9%	18 10%	9 10%	19 8%	12 7%	16 8%	13 8%	11 10%	13 7%	33 13%	15 6%	18 10%
NET: Unconcerned	587 29%	52 29%	27 30%	61 26%	55 31%	46 25%	45 29%	29 27%	55 29%	86 34%	68 26%	64 34%
Don't know	182 9%	12 7%	9 10%	20 8%	16 9%	22 12%	9 6%	9 9%	16 9%	33 13%	25 10%	10 6%
Mean	2.90	2.87	2.87	3.02	2.90	2.99	2.95	2.91	2.90	2.74	2.96	2.82
Standard deviation	0.96	0.96	0.98	0.96	0.94	0.97	0.95	0.97	0.91	1.02	0.89	0.97
Standard error	0.02	0.08	0.10	0.06	0.07	0.07	0.08	0.09	0.07	0.07	0.06	0.07

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 17

Q.7 If you were told you were dying, how concerned or unconcerned would you be about each of the following?

Being a burden on those close to me

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2028	899	1129	172	335	410	368	331	412	774	470	311	473	288	788	
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833	
NET: Concerned	1669	787	882	185	251	306	291	261	375	446	476	349	399	250	671	
	82%	79%	85%	76%	77%	80%	84%	86%	88%	81%	81%	82%	85%	83%	81%	
Very concerned	(4)	1036	439	598	106	160	186	174	168	242	263	302	204	269	145	401
		51%	44%	58%	44%	49%	48%	51%	55%	57%	48%	51%	48%	58%	48%	48%
Fairly concerned	(3)	633	348	285	79	91	121	117	93	133	184	174	145	130	105	270
		31%	35%	28%	32%	28%	31%	34%	31%	31%	34%	30%	34%	28%	35%	32%
Fairly unconcerned	(2)	165	99	67	22	33	30	22	24	35	49	53	38	25	24	72
		8%	10%	6%	9%	10%	8%	6%	8%	8%	9%	9%	9%	5%	8%	9%
Very unconcerned	(1)	73	44	29	7	14	15	17	8	13	17	29	11	16	10	37
		4%	4%	3%	3%	4%	4%	5%	3%	3%	3%	5%	3%	3%	3%	4%
NET: Unconcerned		239	142	96	28	47	45	38	32	48	66	82	49	41	34	109
		12%	14%	9%	12%	15%	12%	11%	10%	11%	12%	14%	12%	9%	11%	13%
Don't know		120	64	56	31	26	34	15	11	2	35	31	28	26	19	53
		6%	6%	5%	13%	8%	9%	4%	4%	1%	6%	5%	6%	6%	6%	6%
Mean		3.38	3.27	3.48	3.33	3.33	3.36	3.36	3.44	3.42	3.35	3.34	3.36	3.48	3.36	3.33
Standard deviation		0.80	0.83	0.75	0.78	0.85	0.81	0.82	0.76	0.78	0.79	0.85	0.77	0.77	0.78	0.83
Standard error		0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.04	0.04	0.05	0.03

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 17

Q.7 If you were told you were dying, how concerned or unconcerned would you be about each of the following?

Being a burden on those close to me

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2028	170	102	246	173	192	155	112	186	224	280	188
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
NET: Concerned	1669 82%	150 85%	79 86%	198 83%	145 81%	162 87%	135 85%	93 86%	165 87%	177 69%	217 83%	150 81%
Very concerned	(4) 1036 51%	90 51%	48 52%	124 52%	94 52%	112 59%	87 55%	56 52%	99 52%	105 41%	129 50%	93 50%
Fairly concerned	(3) 633 31%	59 34%	31 34%	73 31%	51 29%	51 27%	47 30%	37 34%	67 35%	72 28%	88 34%	57 31%
Fairly unconcerned	(2) 165 8%	9 5%	4 5%	16 7%	20 11%	15 8%	13 8%	3 3%	15 8%	31 12%	24 9%	15 8%
Very unconcerned	(1) 73 4%	10 6%	5 5%	9 4%	4 2%	1 *	7 4%	3 2%	2 1%	15 6%	7 3%	10 6%
NET: Unconcerned	239 12%	19 11%	9 10%	25 11%	24 14%	16 8%	19 12%	6 6%	17 9%	46 18%	31 12%	25 14%
Don't know	120 6%	7 4%	4 4%	15 7%	9 5%	10 5%	4 2%	9 8%	8 4%	32 13%	12 5%	10 5%
Mean	3.38	3.36	3.39	3.40	3.39	3.54	3.40	3.48	3.44	3.19	3.37	3.32
Standard deviation	0.80	0.84	0.81	0.79	0.79	0.67	0.82	0.70	0.69	0.92	0.78	0.86
Standard error	0.02	0.07	0.08	0.05	0.06	0.05	0.07	0.07	0.05	0.07	0.05	0.07

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 18

Q.7 If you were told you were dying, how concerned or unconcerned would you be about each of the following?

People would avoid talking to me about the fact I was dying

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2028	899	1129	172	335	410	368	331	412	774	470	311	473	288	788	
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833	
NET: Concerned	1279	541	738	168	189	243	223	191	266	335	384	264	296	206	503	
	63%	54%	71%	69%	58%	63%	65%	63%	62%	61%	65%	62%	63%	68%	60%	
Very concerned	(4)	563	215	348	93	90	112	93	82	93	139	148	109	167	80	216
		28%	22%	34%	38%	28%	29%	27%	22%	25%	25%	26%	36%	26%	26%	
Fairly concerned	(3)	715	326	390	74	99	131	130	109	173	196	236	155	128	287	
		35%	33%	38%	31%	30%	34%	38%	36%	41%	36%	40%	36%	28%	42%	35%
Fairly unconcerned	(2)	392	248	143	31	68	64	63	55	111	123	91	85	92	44	164
		19%	25%	14%	13%	21%	17%	18%	18%	26%	23%	15%	20%	20%	14%	20%
Very unconcerned	(1)	143	94	49	14	24	26	30	28	21	35	46	32	30	17	76
		7%	9%	5%	6%	7%	7%	9%	9%	5%	6%	8%	7%	6%	6%	9%
NET: Unconcerned		535	342	193	45	91	90	93	83	133	158	137	117	122	61	240
		26%	34%	19%	19%	28%	23%	27%	27%	31%	29%	23%	27%	26%	20%	29%
Don't know		215	111	104	31	44	53	29	30	27	54	67	45	49	35	90
		11%	11%	10%	13%	14%	14%	8%	10%	6%	10%	11%	11%	10%	12%	11%
Mean		2.94	2.75	3.11	3.16	2.91	2.99	2.91	2.90	2.85	2.89	2.93	2.90	3.04	3.01	2.87
Standard deviation		0.92	0.94	0.85	0.91	0.95	0.92	0.93	0.95	0.84	0.90	0.90	0.91	0.95	0.85	0.95
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.06	0.04	0.03	0.04	0.05	0.05	0.05	0.04

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 18

Q.7 If you were told you were dying, how concerned or unconcerned would you be about each of the following?

People would avoid talking to me about the fact I was dying

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2028	170	102	246	173	192	155	112	186	224	280	188
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
NET: Concerned	1279 63%	111 63%	55 60%	152 64%	114 64%	119 64%	106 67%	65 61%	127 67%	141 55%	166 64%	123 67%
Very concerned	(4) 563 28%	42 24%	28 30%	73 31%	59 33%	56 30%	52 33%	28 26%	52 27%	53 21%	78 30%	43 23%
Fairly concerned	(3) 715 35%	68 39%	28 30%	79 33%	55 31%	64 34%	54 34%	37 35%	75 40%	88 35%	88 34%	80 43%
Fairly unconcerned	(2) 392 19%	37 21%	19 21%	42 18%	34 19%	32 17%	32 20%	18 17%	33 17%	55 21%	53 20%	37 20%
Very unconcerned	(1) 143 7%	18 10%	5 6%	13 5%	12 7%	12 6%	9 6%	10 9%	15 8%	20 8%	18 7%	12 6%
NET: Unconcerned	535 26%	55 31%	24 27%	55 23%	46 26%	44 23%	41 26%	28 26%	48 25%	75 29%	71 27%	48 26%
Don't know	215 11%	10 6%	12 13%	32 13%	19 10%	25 13%	11 7%	15 14%	16 8%	39 15%	24 9%	13 7%
Mean	2.94	2.81	2.98	3.03	3.01	3.00	3.01	2.90	2.94	2.81	2.96	2.90
Standard deviation	0.92	0.94	0.93	0.90	0.94	0.92	0.91	0.95	0.91	0.92	0.92	0.86
Standard error	0.02	0.07	0.10	0.06	0.08	0.07	0.08	0.10	0.07	0.07	0.06	0.07

Bereavement Survey

ONLINE Fieldwork : 13th-15th April 2012

Absolutes/col percents

Table 19

Q.8 Which of the following celebrity deaths has had the greatest impact on you?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2028	899	1129	172	335	410	368	331	412	774	470	311	473	288	788
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	466	303	833
Princess Diana	578 28%	203 20%	375 36%	41 17%	87 27%	115 30%	119 35%	104 34%	111 26%	138 25%	169 29%	125 29%	145 31%	112 37%	223 27%
Michael Jackson	120 6%	54 5%	65 6%	42 17%	38 12%	23 6%	13 4%	4 1%	- -	30 6%	31 5%	22 5%	37 8%	14 5%	57 7%
John F Kennedy	113 6%	65 7%	48 5%	3 1%	5 1%	1 *	3 1%	27 9%	74 17%	47 9%	36 6%	16 4%	14 3%	6 2%	18 2%
John Lennon	96 5%	58 6%	38 4%	4 2%	5 2%	19 5%	23 7%	37 12%	7 2%	22 4%	28 5%	24 6%	21 5%	18 6%	47 6%
Amy Winehouse	82 4%	32 3%	49 5%	22 9%	26 8%	16 4%	6 2%	8 3%	3 1%	21 4%	22 4%	26 6%	13 3%	14 5%	41 5%
Whitney Houston	47 2%	19 2%	28 3%	10 4%	11 3%	17 4%	4 1%	3 1%	2 *	9 2%	15 3%	8 2%	16 3%	5 2%	24 3%
Martin Luther King Jr	45 2%	21 2%	24 2%	6 2%	5 2%	1 *	4 1%	9 3%	19 4%	17 3%	11 2%	10 2%	7 1%	6 2%	16 2%
Elvis Presley	33 2%	16 2%	17 2%	2 1%	- -	7 2%	12 4%	4 1%	7 2%	10 2%	7 1%	7 2%	9 2%	5 2%	12 1%
Kurt Cobain	31 2%	21 2%	11 1%	5 2%	11 3%	12 3%	2 *	1 *	- -	10 2%	6 1%	9 2%	6 1%	12 4%	12 1%
None of these	802 40%	476 48%	326 32%	94 39%	108 33%	163 42%	146 42%	101 33%	191 45%	225 41%	243 41%	164 39%	170 36%	94 31%	357 43%
Don't know	81 4%	29 3%	52 5%	15 6%	27 8%	10 3%	12 4%	6 2%	11 3%	17 3%	20 3%	14 3%	30 6%	16 5%	25 3%

Bereavement Survey

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Absolutes/col percents

Table 19

Q.8 Which of the following celebrity deaths has had the greatest impact on you?

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2028	170	102	246	173	192	155	112	186	224	280	188
Weighted base	2028	176	92	238	179	188	158	107	190	255	260	185
Princess Diana	578 28%	42 24%	37 41%	75 31%	50 28%	58 31%	48 30%	33 31%	57 30%	49 19%	73 28%	54 29%
Michael Jackson	120 6%	12 7%	5 5%	13 5%	7 4%	15 8%	9 6%	2 2%	4 2%	27 11%	16 6%	9 5%
John F Kennedy	113 6%	14 8%	5 5%	7 3%	5 3%	5 3%	8 5%	8 7%	15 8%	20 8%	13 5%	12 7%
John Lennon	96 5%	3 2%	3 3%	22 9%	9 5%	2 1%	10 7%	6 6%	8 4%	10 4%	15 6%	7 4%
Amy Winehouse	82 4%	8 5%	* *	12 5%	12 6%	5 3%	3 2%	2 2%	5 2%	12 5%	14 5%	8 4%
Whitney Houston	47 2%	2 1%	1 2%	7 3%	4 2%	6 3%	3 2%	2 2%	4 2%	10 4%	6 2%	1 *
Martin Luther King Jr	45 2%	2 1%	3 3%	6 2%	4 2%	3 2%	1 1%	2 2%	4 2%	15 6%	3 1%	3 2%
Elvis Presley	33 2%	1 1%	2 2%	3 1%	2 1%	2 1%	3 2%	3 3%	4 2%	3 1%	4 2%	4 2%
Kurt Cobain	31 2%	2 1%	2 2%	2 1%	2 1%	3 2%	2 1%	1 1%	3 2%	10 4%	3 1%	1 1%
None of these	802 40%	85 48%	30 33%	83 35%	77 43%	79 42%	66 42%	43 40%	76 40%	88 35%	100 38%	75 41%
Don't know	81 4%	5 3%	3 3%	7 3%	6 4%	9 5%	5 3%	5 4%	9 4%	12 5%	12 4%	10 5%