

# NCPC – Dying Matters

## **METHODOLOGY NOTE**

ComRes interviewed 2,055 GB adults online between 23rd and 24th April 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 1  
**Q.1 How scared are you of each of the following things happening to you?**  
**Summary Table**  
**Base: All respondents**

		Experience										
		Being told I am dying	Dying in pain	Dying in hospital	Going bankrupt	Going to prison	Losing my job	Being a victim of violent crime	Dying alone	Getting divorced or a long-term relationship ending	Losing a possession with sentimental value	A close friend or family member dying
Unweighted base		2055	2055	2055	2055	2055	2055	2055	2055	2055	2055	2055
Weighted base		2055	2055	2055	2055	2055	2055	2055	2055	2055	2055	2055
NET: Very/fairly scared		1454 71%	1635 80%	1180 57%	810 39%	919 45%	758 37%	1215 59%	1346 65%	830 40%	1005 49%	1633 79%
Very scared	(4)	784 38%	932 45%	521 25%	346 17%	583 28%	310 15%	612 30%	763 37%	332 16%	300 15%	867 42%
Fairly scared	(3)	670 33%	703 34%	659 32%	464 23%	336 16%	448 22%	603 29%	582 28%	498 24%	705 34%	767 37%
Not particularly scared	(2)	441 21%	320 16%	621 30%	669 33%	397 19%	502 24%	661 32%	485 24%	541 26%	784 38%	324 16%
Not at all scared	(1)	160 8%	100 5%	253 12%	576 28%	739 36%	795 39%	179 9%	224 11%	684 33%	266 13%	98 5%
NET: Not particularly/ Not at all scared		601 29%	420 20%	875 43%	1245 61%	1136 55%	1297 63%	840 41%	709 35%	1225 60%	1050 51%	422 21%
Mean		3.01	3.20	2.70	2.28	2.37	2.13	2.80	2.92	2.23	2.51	3.17
Standard deviation		0.95	0.87	0.98	1.05	1.23	1.09	0.96	1.02	1.08	0.90	0.86
Standard error		0.02	0.02	0.02	0.02	0.03	0.02	0.02	0.02	0.02	0.02	0.02

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 2  
**Q.1 How scared are you of each of the following things happening to you?**  
**Being told I am dying**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Very/fairly scared	1454 71%	644 64%	810 77%A	174 71%	246 71%	259 75%H	256 70%	217 71%	302 68%	378 69%	407 72%	318 71%	350 72%	216 74%	607 71%
Very scared	(4) 784 38%	295 29%	489 47%A	108 44%H	144 42%H	150 43%H	136 37%H	113 37%h	134 30%	189 34%	209 37%	180 40%	206 42%lj	130 44%n	325 38%
Fairly scared	(3) 670 33%	349 35%b	321 31%	66 27%	102 29%	109 31%	120 33%	104 34%	169 38%CD	189 34%	199 35%l	138 31%	145 30%	86 30%	281 33%
Not particularly scared	(2) 441 21%	255 25%B	186 18%	53 22%	65 19%	65 19%	77 21%	66 22%	115 26%DE	133 24%l	121 21%	93 21%	94 19%	60 20%	178 21%
Not at all scared	(1) 160 8%	107 11%B	52 5%	17 7%	35 10%	22 7%	33 9%	22 7%	30 7%	38 7%	42 7%	37 8%	44 9%	16 5%	75 9%
NET: Not particularly/ Not at all scared	601 29%	363 36%B	238 23%	70 29%	100 29%	87 25%	110 30%	88 29%	145 32%E	171 31%	162 28%	130 29%	138 28%	76 26%	252 29%
Mean	3.01	2.83	3.19A	3.09H	3.03	3.12fH	2.98	3.01	2.91	2.96	3.01	3.03	3.05	3.13n	3.00
Standard deviation	0.95	0.97	0.90	0.97	1.00	0.93	0.97	0.94	0.90	0.93	0.93	0.97	0.99	0.92	0.97
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.04

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 2  
**Q.1 How scared are you of each of the following things happening to you?**  
**Being told I am dying**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Very/fairly scared	1454 71%	141 76%DiL	78 76%dl	1236 70%	51 63%	176 78%DfJL	128 69%	133 72%	102 71%	139 68%	183 69%	207 72%l	116 63%
Very scared (4)	784 38%	74 40%	40 39%	670 38%	30 36%	98 43%iL	70 38%	77 42%	55 38%	68 33%	94 35%	118 41%l	60 33%
Fairly scared (3)	670 33%	67 36%	38 37%	566 32%	22 27%	78 35%	58 31%	55 30%	47 33%	71 35%	89 33%	89 31%	56 30%
Not particularly scared (2)	441 21%	36 20%	20 19%	385 22%	22 27%	39 17%	44 24%	36 20%	29 20%	47 23%	55 21%	65 23%	48 26%e
Not at all scared (1)	160 8%	8 4%	6 6%	146 8%a	9 11%ae	11 5%	13 7%	16 9%	12 8%	20 10%ae	29 11%AEK	16 5%	21 11%AEK
NET: Not particularly/ Not at all scared	601 29%	44 24%	25 24%	531 30%	31 37%AbE	50 22%	57 31%e	52 28%	41 29%	66 32%aE	84 31%E	81 28%	69 37%AbEk
Mean	3.01	3.12dijL	3.09l	3.00	2.88	3.17DfJL	3.00	3.05l	3.01	2.91	2.93	3.07lL	2.84
Standard deviation	0.95	0.87	0.89	0.96	1.03	0.88	0.95	0.98	0.97	0.97	0.99	0.92	1.01
Standard error	0.02	0.06	0.09	0.02	0.11	0.06	0.07	0.07	0.08	0.07	0.07	0.05	0.07

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**  
**\* small base**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 3  
**Q.1 How scared are you of each of the following things happening to you?**  
**Dying in pain**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Very/fairly scared	1635 80%	751 75%	884 84%A	195 80%	253 73%	262 76%	288 79%	256 84%DE	381 85%DEF	417 76%	451 79%	364 81%i	403 83%l	235 81%	648 75%
Very scared	(4) 932 45%	359 36%	573 55%A	114 47%	145 42%	145 42%	162 44%	160 53%DEFh	205 46%	223 41%	264 46%i	199 44%	245 50%l	136 47%	362 42%
Fairly scared	(3) 703 34%	392 39%B	311 30%	81 33%	108 31%	116 34%	126 34%	96 31%	176 39%DG	193 35%	187 33%	165 37%	157 32%	99 34%	286 33%
Not particularly scared	(2) 320 16%	190 19%B	131 12%	40 16%	63 18%gh	63 18%gh	57 16%	39 13%	57 13%	102 19%kL	94 16%	63 14%	61 13%	44 15%	158 18%
Not at all scared	(1) 100 5%	66 7%B	33 3%	9 4%	30 9%cGH	21 6%H	21 6%H	10 3%	9 2%	30 6%	25 4%	21 5%	24 5%	12 4%	52 6%
NET: Not particularly/ Not at all scared	420 20%	256 25%B	164 16%	49 20%	93 27%GH	84 24%GH	78 21%H	49 16%	66 15%	132 24%kL	119 21%	84 19%	85 17%	56 19%	211 25%
Mean	3.20	3.04	3.36A	3.23d	3.06	3.12	3.17	3.33DEF	3.29DEf	3.11	3.21i	3.21	3.28l	3.23n	3.12
Standard deviation	0.87	0.90	0.82	0.86	0.97	0.91	0.89	0.82	0.76	0.90	0.87	0.85	0.86	0.86	0.91
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.04	0.03	0.03	0.04	0.05	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 3  
**Q.1 How scared are you of each of the following things happening to you?**  
**Dying in pain**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Very/fairly scared	1635 80%	153 83%	85 83%	1397 79%	62 75%	182 80%	147 79%	150 81%	109 76%	157 76%	214 80%	228 79%	149 81%
Very scared	(4) 932 45%	89 48%f	52 50%f	792 45%	31 38%	112 50%dFi	70 38%	89 48%f	69 48%f	83 40%	126 47%f	133 46%	78 42%
Fairly scared	(3) 703 34%	64 35%	34 33%	605 34%	30 37%	70 31%	76 41%EHk	62 33%	40 28%	74 36%	88 33%	95 33%	71 38%h
Not particularly scared	(2) 320 16%	25 14%	12 12%	283 16%	17 20%	36 16%	30 16%	27 14%	27 18%	37 18%	37 14%	45 16%	28 15%
Not at all scared	(1) 100 5%	7 4%	6 5%	87 5%	4 5%	8 4%	9 5%	8 4%	8 6%	12 6%	16 6%	15 5%	8 4%
NET: Not particularly/ Not at all scared	420 20%	32 17%	17 17%	371 21%	21 25%	44 20%	38 21%	35 19%	35 24%	49 24%	53 20%	60 21%	36 19%
Mean	3.20	3.27i	3.28	3.19	3.08	3.26i	3.13	3.25	3.18	3.11	3.21	3.20	3.19
Standard deviation	0.87	0.83	0.87	0.88	0.88	0.86	0.85	0.86	0.93	0.90	0.90	0.89	0.84
Standard error	0.02	0.06	0.09	0.02	0.09	0.06	0.06	0.06	0.07	0.06	0.06	0.05	0.06

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

**\* small base**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 4  
**Q.1 How scared are you of each of the following things happening to you?**  
**Dying in hospital**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Very/fairly scared	1180 57%	517 51%	663 63%A	131 54%	192 56%	207 60%	207 57%	179 59%	264 59%	313 57%	307 54%	268 60%	293 60%j	161 55%	496 58%
Very scared	(4) 521 25%	181 18%	340 32%A	61 25%	89 26%	99 29%	90 24%	76 25%	107 24%	137 25%	133 23%	109 24%	142 29%j	79 27%	213 25%
Fairly scared	(3) 659 32%	336 33%	324 31%	70 29%	103 30%	108 31%	117 32%	103 34%	157 35%	175 32%	174 31%	158 35%	151 31%	82 28%	282 33%
Not particularly scared	(2) 621 30%	345 34%B	276 26%	82 33%	100 29%	109 32%	112 31%	85 28%	133 30%	173 31%	179 31%	128 29%	141 29%	98 34%	260 30%
Not at all scared	(1) 253 12%	145 14%B	109 10%	32 13%	53 15%E	30 9%	47 13%e	41 14%e	50 11%	64 12%	84 15%	52 12%	54 11%	33 11%	104 12%
NET: Not particularly/ Not at all scared	875 43%	490 49%B	385 37%	113 46%	154 44%	139 40%	159 43%	126 41%	183 41%	237 43%	263 46%l	180 40%	195 40%	131 45%	363 42%
Mean	2.70	2.55	2.85A	2.65	2.66	2.80	2.68	2.70	2.72	2.70	2.63	2.73	2.78J	2.71	2.70
Standard deviation	0.98	0.95	0.99	0.99	1.02	0.95	0.98	0.99	0.95	0.97	1.00	0.96	0.99	0.99	0.97
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 4  
**Q.1 How scared are you of each of the following things happening to you?**  
**Dying in hospital**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humbshire (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Very/fairly scared	1180 57%	109 59%f	60 59%	1012 57%	46 56%	134 59%f	91 49%	114 62%Fj	87 61%f	121 59%f	138 52%	167 58%f	112 61%F
Very scared	(4) 521 25%	47 25%	33 32%fJ	441 25%	19 23%	70 31%FJ	39 21%	48 26%	33 23%	48 23%	54 20%	81 28%j	49 27%
Fairly scared	(3) 659 32%	61 33%	28 27%	570 32%	27 33%	64 28%	52 28%	66 36%	54 38%ef	73 36%	84 32%	87 30%	63 34%
Not particularly scared	(2) 621 30%	51 28%	26 26%	544 31%	27 33%	71 31%	68 37%abghi	51 27%	37 26%	57 28%	87 33%	91 32%	54 29%
Not at all scared	(1) 253 12%	25 13%	16 16%	212 12%	9 11%	20 9%	26 14%	20 11%	19 13%	27 13%	42 16%e	30 10%	19 10%
NET: Not particularly/ Not at all scared	875 43%	76 41%	43 41%	756 43%	36 44%	92 41%	94 51%aeGhikL	71 38%	57 39%	84 41%	129 48%g	120 42%	73 39%
Mean	2.70	2.71	2.75	2.70	2.68	2.82FJ	2.56	2.77fj	2.70	2.70	2.57	2.76FJ	2.77fj
Standard deviation	0.98	1.00	1.07	0.97	0.96	0.98	0.98	0.96	0.97	0.97	0.98	0.98	0.96
Standard error	0.02	0.07	0.11	0.02	0.10	0.07	0.07	0.07	0.08	0.07	0.07	0.05	0.07

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**  
**\* small base**



**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 5  
**Q.1 How scared are you of each of the following things happening to you?**  
**Going bankrupt**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Very/fairly scared	810 39%	358 36%	452 43%A	146 60%DEFGH	169 49%FGH	145 42%FGH	120 33%	99 33%	131 29%	216 39%	245 43%L	171 38%	178 37%	125 43%	367 43%
Very scared	(4) 346 17%	137 14%	208 20%A	73 30%DEFGH	66 19%H	58 17%h	52 14%	47 15%	51 11%	89 16%	98 17%	82 18%	77 16%	50 17%	157 18%
Fairly scared	(3) 464 23%	221 22%	243 23%	73 30%FGH	103 30%FGH	87 25%fGH	68 19%	53 17%	80 18%	126 23%	148 26%kl	89 20%	102 21%	75 26%	210 24%
Not particularly scared	(2) 669 33%	344 34%	324 31%	67 27%	113 33%h	127 37%cgH	152 42%CDGH	90 30%	120 27%	178 32%	178 31%	162 36%	151 31%	109 37%	311 36%
Not at all scared	(1) 576 28%	305 30%b	272 26%	32 13%	64 18%	75 22%C	94 26%CD	115 38%CDEF	197 44%CDEF	156 28%	146 26%	115 26%	159 33%Jk	58 20%	181 21%
NET: Not particularly/ Not at all scared	1245 61%	649 64%B	596 57%	98 40%	177 51%C	201 58%C	247 67%CDE	206 67%CDE	316 71%CDE	334 61%	325 57%	277 62%	310 63%J	167 57%	492 57%
Mean	2.28	2.19	2.37A	2.77DEFGH	2.49FGH	2.37fGH	2.21H	2.10	1.97	2.27	2.34L	2.31	2.20	2.40	2.40
Standard deviation	1.05	1.02	1.07	1.02	1.00	1.00	0.98	1.08	1.04	1.05	1.04	1.05	1.06	0.99	1.01
Standard error	0.02	0.03	0.03	0.07	0.05	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 5  
**Q.1 How scared are you of each of the following things happening to you?**  
**Going bankrupt**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Very/fairly scared	810 39%	73 39%	41 39%	697 39%	31 38%	84 37%	59 32%	78 42%fi	49 34%	64 31%	125 47%eFHI	127 44%FhI	80 43%FI
Very scared	(4) 346 17%	37 20%l	19 19%	290 16%	12 14%	38 17%	26 14%	33 18%	18 13%	30 15%	52 19%l	59 20%fhL	23 12%
Fairly scared	(3) 464 23%	36 19%	21 21%	407 23%	19 24%	45 20%	34 18%	45 24%	31 21%	34 17%	73 27%aFI	69 24%i	57 31%AbEFhI
Not particularly scared	(2) 669 33%	55 30%	38 37%	575 33%	32 39%k	74 33%	75 41%AghJKI	56 30%	43 30%	78 38%K	81 30%	79 27%	56 30%
Not at all scared	(1) 576 28%	57 31%j	24 24%	495 28%	19 23%	69 30%j	51 27%	51 27%	52 36%bdJ	63 31%j	60 23%	81 28%	49 27%
NET: Not particularly/ Not at all scared	1245 61%	112 61%	62 61%	1070 61%	51 62%	142 63%j	126 68%gJKL	107 58%	95 66%Jk	141 69%gJKL	142 53%	160 56%	105 57%
Mean	2.28	2.28	2.35h	2.28	2.29	2.24	2.18	2.32h	2.10	2.15	2.44eFHI	2.36fHI	2.29
Standard deviation	1.05	1.11	1.04	1.04	0.98	1.06	0.99	1.06	1.03	1.02	1.05	1.10	0.99
Standard error	0.02	0.08	0.10	0.02	0.10	0.07	0.07	0.08	0.08	0.07	0.07	0.06	0.07

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**  
**\* small base**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 6  
**Q.1 How scared are you of each of the following things happening to you?**  
**Going to prison**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Very/fairly scared	919 45%	439 44%	480 46%	114 47%	158 46%	162 47% <sup>f</sup>	144 39%	144 47% <sup>f</sup>	197 44%	223 41%	254 45%	208 46%	234 48% <sup>l</sup>	137 47%	380 44%
Very scared	(4) 583 28%	248 25%	335 32% <sup>A</sup>	72 30%	80 23%	96 28%	96 26%	98 32% <sup>D</sup>	141 32% <sup>D</sup>	136 25%	152 27%	131 29%	165 34% <sup>J</sup>	76 26%	226 26%
Fairly scared	(3) 336 16%	191 19% <sup>B</sup>	145 14%	42 17%	79 23% <sup>FGH</sup>	66 19% <sup>FH</sup>	48 13%	46 15%	55 12%	87 16%	103 18%	77 17%	69 14%	62 21%	153 18%
Not particularly scared	(2) 397 19%	206 20%	191 18%	52 21% <sup>Gh</sup>	77 22% <sup>GH</sup>	69 20% <sup>Gh</sup>	91 25% <sup>GH</sup>	41 13%	67 15%	119 22%	111 19%	82 18%	86 18%	62 21%	181 21%
Not at all scared	(1) 739 36%	362 36%	377 36%	78 32%	111 32%	114 33%	132 36%	120 39% <sup>d</sup>	184 41% <sup>CDE</sup>	208 38%	205 36%	158 35%	168 34%	92 32%	299 35%
NET: Not particularly/ Not at all scared	1136 55%	568 56%	568 54%	130 53%	188 54%	184 53%	222 61% <sup>eg</sup>	162 53%	251 56%	326 59% <sup>L</sup>	316 55%	240 54%	254 52%	154 53%	479 56%
Mean	2.37	2.32	2.42	2.44	2.37	2.42	2.30	2.40	2.34	2.28	2.35	2.40	2.471	2.42	2.36
Standard deviation	1.23	1.20	1.27	1.22	1.16	1.21	1.21	1.29	1.30	1.21	1.22	1.24	1.27	1.18	1.21
Standard error	0.03	0.04	0.04	0.09	0.06	0.07	0.06	0.07	0.06	0.05	0.05	0.07	0.06	0.07	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 6  
**Q.1 How scared are you of each of the following things happening to you?**  
**Going to prison**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Very/fairly scared	919 45%	85 46%	48 47%	785 44%	35 43%	96 42%	72 39%	84 46%	60 41%	88 43%	141 53%EFil	129 45%	80 43%
Very scared	(4) 583 28%	60 32%	26 25%	497 28%	19 23%	68 30%	49 26%	54 29%	34 24%	57 28%	93 35%dfHkL	78 27%	45 24%
Fairly scared	(3) 336 16%	25 14%	22 22%Ef	288 16%	17 20%	28 12%	23 13%	31 17%	25 18%	31 15%	48 18%	51 18%	35 19%e
Not particularly scared	(2) 397 19%	34 19%	18 18%	345 20%	19 23%J	54 24%J	39 21%J	35 19%	34 24%J	41 20%j	34 13%	56 19%j	33 18%
Not at all scared	(1) 739 36%	65 35%	36 35%	637 36%	28 34%	76 34%	74 40%	66 36%	50 35%	77 37%	92 34%	103 36%	72 39%
NET: Not particularly/ Not at all scared	1136 55%	100 54%	54 53%	982 56%	47 57%	130 58%J	113 61%J	101 54%	84 59%j	118 57%j	126 47%	158 55%	105 57%j
Mean	2.37	2.43	2.37	2.36	2.32	2.39	2.25	2.39	2.30	2.33	2.53FI	2.36	2.28
Standard deviation	1.23	1.27	1.21	1.23	1.17	1.23	1.23	1.24	1.18	1.24	1.28	1.22	1.21
Standard error	0.03	0.09	0.12	0.03	0.12	0.08	0.09	0.09	0.09	0.09	0.09	0.07	0.09

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

**\* small base**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 7  
**Q.1 How scared are you of each of the following things happening to you?**  
**Losing my job**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Very/fairly scared	758 37%	343 34%	415 40%A	142 58%FGH	180 52%FGH	179 52%FGH	158 43%GH	76 25%H	23 5%	209 38%L	248 44%ikL	164 37%L	137 28%	167 57%	445 52%
Very scared (4)	310 15%	129 13%	180 17%A	64 26%FGH	72 21%GH	84 24%FGH	59 16%GH	24 8%H	7 1%	72 13%	87 15%	79 18%i	71 15%	61 21%	189 22%
Fairly scared (3)	448 22%	213 21%	235 22%	78 32%GH	108 31%GH	94 27%GH	99 27%GH	52 17%H	16 4%	137 25%kL	161 28%KL	84 19%l	66 14%	106 36%n	256 30%
Not particularly scared (2)	502 24%	243 24%	259 25%	65 27%H	106 31%GH	109 32%GH	109 30%GH	63 21%H	50 11%	132 24%	133 23%	135 30%iJL	102 21%	89 31%	285 33%
Not at all scared (1)	795 39%	421 42%B	374 36%	37 15%	60 17%	58 17%	99 27%CDE	166 54%CDEF	375 84%CDEFG	208 38%	188 33%	149 33%	249 51%JK	36 12%	128 15%
NET: Not particularly/ Not at all scared	1297 63%	664 66%B	633 60%	102 42%	166 48%	167 48%	208 57%CDE	229 75%CDEF	425 95%CDEFG	340 62%j	322 56%	284 63%j	351 72%JK	125 43%	414 48%
Mean	2.13	2.05	2.21A	2.69FGH	2.56FGH	2.59FGH	2.32GH	1.78H	1.23	2.13L	2.26iL	2.21L	1.92	2.66	2.59
Standard deviation	1.09	1.07	1.11	1.02	1.01	1.03	1.04	0.99	0.58	1.07	1.08	1.09	1.11	0.94	0.99
Standard error	0.02	0.03	0.03	0.08	0.05	0.06	0.05	0.05	0.03	0.04	0.05	0.06	0.05	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 7  
**Q.1 How scared are you of each of the following things happening to you?**  
**Losing my job**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Very/fairly scared	758 37%	83 45% <b>CfHIK</b>	35 34%	641 36%	31 37%	82 36%	64 35%	81 44% <b>HIK</b>	45 31%	59 29%	113 42% <b>hIk</b>	96 33%	69 37%
Very scared	(4) 310 15%	33 18% <b>hI</b>	12 12%	265 15%	9 12%	46 20% <b>bfHI</b>	24 13%	30 16% <b>i</b>	14 10%	18 9%	43 16% <b>I</b>	54 19% <b>fHI</b>	28 15% <b>i</b>
Fairly scared	(3) 448 22%	50 27% <b>EK</b>	22 22%	376 21%	21 26% <b>eK</b>	36 16%	41 22% <b>k</b>	52 28% <b>EK</b>	31 22% <b>k</b>	41 20%	71 27% <b>EK</b>	42 15%	41 22% <b>k</b>
Not particularly scared	(2) 502 24%	33 18%	25 24%	445 25% <b>A</b>	20 24%	60 26% <b>a</b>	48 26% <b>a</b>	41 22%	33 23%	62 30% <b>AI</b>	63 24%	77 27% <b>A</b>	40 22%
Not at all scared	(1) 795 39%	70 38%	43 42%	682 39%	31 38%	84 37%	73 39%	63 34%	66 46% <b>gJ</b>	84 41%	91 34%	115 40%	76 41%
NET: Not particularly/ Not at all scared	1297 63%	102 55%	68 66%	1127 64% <b>A</b>	51 63%	144 64%	121 65% <b>a</b>	104 56%	99 69% <b>AGj</b>	147 71% <b>AGJ</b>	154 58%	191 67% <b>AGj</b>	116 63%
Mean	2.13	2.25 <b>HI</b>	2.04	2.13	2.11	2.20 <b>hI</b>	2.08	2.26 <b>HI</b>	1.95	1.96	2.24 <b>HI</b>	2.13	2.11
Standard deviation	1.09	1.14	1.06	1.09	1.05	1.15	1.06	1.09	1.03	0.98	1.09	1.14	1.11
Standard error	0.02	0.08	0.10	0.03	0.11	0.08	0.07	0.08	0.08	0.07	0.07	0.06	0.08

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**  
**\* small base**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 8  
**Q.1 How scared are you of each of the following things happening to you?**  
**Being a victim of violent crime**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Very/fairly scared	1215 59%	519 52%	696 66%A	166 68%FGh	210 61%F	210 61%F	191 52%	174 57%	264 59%f	296 54%	333 58%	255 57%	331 68%JK	178 61%	472 55%
Very scared	(4) 612 30%	219 22%	394 38%A	84 34%F	108 31%	114 33%F	92 25%	87 28%	127 28%	133 24%	154 27%	141 31%l	185 38%JK	83 28%	238 28%
Fairly scared	(3) 603 29%	301 30%	302 29%	82 34%	101 29%	97 28%	99 27%	88 29%	136 30%	164 30%	179 31%k	114 26%	146 30%	95 33%	234 27%
Not particularly scared	(2) 661 32%	381 38%B	279 27%	60 25%	102 29%	116 34%c	140 38%CDh	102 33%c	141 32%	199 36%L	184 32%L	154 34%L	124 25%	88 30%	301 35%
Not at all scared	(1) 179 9%	106 11%B	73 7%	18 8%	35 10%e	19 6%	35 10%e	29 10%e	42 9%e	54 10%	53 9%	39 9%	34 7%	25 9%	86 10%
NET: Not particularly/ Not at all scared	840 41%	488 48%B	352 34%	78 32%	136 39%	135 39%	175 48%CDEh	131 43%C	184 41%c	253 46%L	237 42%L	193 43%L	157 32%	113 39%	387 45%
Mean	2.80	2.63	2.97A	2.95Fgh	2.82f	2.88F	2.68	2.76	2.78	2.68	2.76	2.80	2.99lJK	2.81	2.73
Standard deviation	0.96	0.94	0.96	0.94	0.99	0.94	0.96	0.97	0.97	0.95	0.95	0.98	0.95	0.95	0.98
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 8  
**Q.1 How scared are you of each of the following things happening to you?**  
**Being a victim of violent crime**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Very/fairly scared	1215 59%	101 54%	65 63%	1050 59%	47 57%	128 57%	114 61%	107 58%	85 59%	110 53%	176 66%Ael	175 61%	109 59%
Very scared	(4) 612 30%	58 31%i	34 33%i	520 29%	26 31%	66 29%	52 28%	53 29%	33 23%	45 22%	88 33%hl	93 32%hl	64 34%HI
Fairly scared	(3) 603 29%	43 23%	31 30%	530 30%a	22 26%	62 28%	61 33%Al	54 29%	52 36%AL	64 31%	88 33%al	82 28%	45 24%
Not particularly scared	(2) 661 32%	63 34%	30 30%	567 32%	28 34%	85 37%fJK	53 29%	65 35%	47 32%	74 36%jk	74 28%	80 28%	61 33%
Not at all scared	(1) 179 9%	21 11%e	8 7%	151 9%	7 9%	14 6%	18 10%	13 7%	12 8%	21 10%	17 6%	33 11%ej	15 8%
NET: Not particularly/ Not at all scared	840 41%	84 46%J	38 37%	717 41%	35 43%	98 43%j	71 39%	78 42%	58 41%	96 47%J	92 34%	113 39%	76 41%
Mean	2.80	2.74	2.89i	2.80	2.80	2.80	2.80	2.80	2.74	2.65	2.92ahl	2.82i	2.85i
Standard deviation	0.96	1.02	0.96	0.96	0.99	0.93	0.96	0.94	0.91	0.94	0.93	1.01	0.99
Standard error	0.02	0.07	0.09	0.02	0.11	0.06	0.07	0.07	0.07	0.07	0.06	0.06	0.07

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**  
**\* small base**



**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 9  
**Q.1 How scared are you of each of the following things happening to you?**  
**Dying alone**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Very/fairly scared	1346 65%	589 59%	756 72%A	162 66%	225 65%	244 71%F	216 59%	205 67%F	293 66%f	345 63%	373 66%	294 66%	334 68%i	194 67%	544 63%
Very scared	(4) 763 37%	285 28%	478 46%A	98 40%	125 36%	141 41%h	132 36%	113 37%	154 34%	177 32%	217 38%l	166 37%	202 41%l	117 40%	297 35%
Fairly scared	(3) 582 28%	304 30%	278 27%	64 26%	100 29%f	103 30%f	84 23%	92 30%F	140 31%F	168 31%	156 27%	127 28%	131 27%	77 26%	247 29%
Not particularly scared	(2) 485 24%	285 28%B	200 19%	60 25%	77 22%	68 20%	104 28%dEG	64 21%	113 25%e	140 26%	128 22%	109 24%	108 22%	71 24%	209 24%
Not at all scared	(1) 224 11%	132 13%B	91 9%	22 9%	44 13%	34 10%	47 13%	36 12%	41 9%	64 12%	68 12%	45 10%	47 10%	27 9%	106 12%
NET: Not particularly/ Not at all scared	709 35%	418 41%B	292 28%	82 34%	121 35%	102 29%	151 41%EGh	100 33%	154 34%	204 37%l	197 34%	154 34%	155 32%	98 33%	315 37%
Mean	2.92	2.74	3.09A	2.98	2.89	3.02F	2.82	2.93	2.91	2.84	2.92	2.93	3.00l	2.97	2.86
Standard deviation	1.02	1.01	0.99	1.01	1.04	1.00	1.06	1.03	0.98	1.01	1.04	1.01	1.01	1.01	1.03
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.06	0.04	0.04	0.04	0.06	0.04	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 9  
**Q.1 How scared are you of each of the following things happening to you?**  
**Dying alone**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Very/fairly scared	1346 65%	131 71% <sup>dFi</sup>	71 69%	1143 65%	49 59%	157 69% <sup>df</sup>	112 60%	136 73% <sup>DFIjkl</sup>	94 65%	126 61%	172 64%	184 64%	115 62%
Very scared	(4) 763 37%	70 38%	44 43%	649 37%	29 36%	77 34%	60 32%	70 38%	53 37%	77 38%	104 39%	114 40%	65 35%
Fairly scared	(3) 582 28%	61 33% <sup>iK</sup>	27 27%	494 28%	20 24%	79 35% <sup>dIJK</sup>	52 28%	66 36% <sup>dIJK</sup>	41 29%	49 24%	68 25%	69 24%	50 27%
Not particularly scared	(2) 485 24%	34 19%	21 21%	430 24%	25 30% <sup>aG</sup>	49 22%	57 31% <sup>AbeG</sup>	32 17%	37 26% <sup>g</sup>	50 24%	61 23%	71 25% <sup>g</sup>	48 26% <sup>g</sup>
Not at all scared	(1) 224 11%	19 10%	11 10%	194 11%	9 11%	20 9%	17 9%	17 9%	13 9%	30 14%	34 13%	33 11%	22 12%
NET: Not particularly/ Not at all scared	709 35%	54 29%	32 31%	624 35%	33 41% <sup>aG</sup>	69 31%	73 40% <sup>AeG</sup>	49 27%	50 35%	80 39% <sup>aG</sup>	95 36% <sup>g</sup>	104 36% <sup>g</sup>	70 38% <sup>G</sup>
Mean	2.92	2.99	3.01	2.90	2.85	2.95	2.84	3.02	2.93	2.84	2.91	2.92	2.86
Standard deviation	1.02	0.99	1.03	1.02	1.03	0.96	0.98	0.96	0.99	1.09	1.06	1.05	1.03
Standard error	0.02	0.07	0.10	0.02	0.11	0.06	0.07	0.07	0.08	0.08	0.07	0.06	0.08

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

**\* small base**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 10  
**Q.1 How scared are you of each of the following things happening to you?**  
**Getting divorced or a long-term relationship ending**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Very/fairly scared	830 40%	372 37%	458 44%A	156 64%DEFGH	167 48%FGH	157 45%FGH	122 33%	103 34%	125 28%	230 42%L	229 40%	198 44%L	173 35%	134 46%	370 43%
Very scared (4)	332 16%	135 13%	197 19%A	69 28%EFGH	73 21%FGH	63 18%FgH	39 11%	39 13%	49 11%	99 18%L	85 15%	86 19%L	62 13%	53 18%	133 16%
Fairly scared (3)	498 24%	237 24%	261 25%	87 36%deFGH	94 27%gH	94 27%gH	83 23%H	64 21%	75 17%	131 24%	143 25%	113 25%	111 23%	82 28%	237 28%
Not particularly scared (2)	541 26%	291 29%B	250 24%	55 22%	98 28%	97 28%	110 30%cH	78 26%	103 23%	161 29%k	154 27%	106 24%	120 25%	88 30%	240 28%
Not at all scared (1)	684 33%	344 34%	339 32%	33 14%	81 23%C	92 27%C	134 37%CDE	124 41%CDE	219 49%CDEFG	159 29%	187 33%	143 32%	195 40%IJK	70 24%	249 29%
NET: Not particularly/ Not at all scared	1225 60%	635 63%B	590 56%	88 36%	179 52%C	189 55%C	244 67%CDE	202 66%CDE	323 72%CDE	319 58%	341 60%	249 56%	315 65%IK	157 54%	489 57%
Mean	2.23	2.16	2.30A	2.79DEFGH	2.46FGH	2.37FGH	2.07H	2.06H	1.90	2.31L	2.22I	2.32L	2.08	2.40	2.30
Standard deviation	1.08	1.04	1.11	1.00	1.07	1.06	1.01	1.06	1.04	1.07	1.06	1.11	1.06	1.04	1.05
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.06	0.05	0.04	0.05	0.06	0.05	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 10  
**Q.1 How scared are you of each of the following things happening to you?**  
**Getting divorced or a long-term relationship ending**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Very/fairly scared	830 40%	82 44%fh	41 40%	707 40%	38 47%fh	95 42%f	62 34%	83 45%Fh	49 34%	74 36%	107 40%	121 42%f	78 42%
Very scared	(4) 332 16%	38 21%cFHiL	24 23%CFHiL	270 15%	16 20%FI	36 16%f	17 9%	35 19%Fhl	17 11%	28 14%	49 18%FI	49 17%F	21 11%
Fairly scared	(3) 498 24%	43 23%	17 17%	438 25%b	22 27%	59 26%b	45 24%	48 26%	32 22%	46 22%	58 22%	71 25%	57 31%Bj
Not particularly scared	(2) 541 26%	40 22%	28 27%	474 27%	23 28%	55 24%	64 34%AEghKI	47 25%	36 25%	60 29%	73 27%	71 25%	45 24%
Not at all scared	(1) 684 33%	64 34%	34 33%	586 33%	21 25%	75 33%	59 32%	55 30%	59 41%Dg	71 35%	87 33%	96 33%	62 34%
NET: Not particularly/ Not at all scared	1225 60%	103 56%	61 60%	1060 60%	44 53%	131 58%	123 66%adeGk	102 55%	95 66%adg	131 64%	160 60%	167 58%	107 58%
Mean	2.23	2.31fH	2.31h	2.22	2.42FHi	2.25h	2.11	2.35FH	2.04	2.15	2.26h	2.26h	2.20
Standard deviation	1.08	1.15	1.16	1.07	1.08	1.09	0.96	1.10	1.05	1.05	1.10	1.10	1.03
Standard error	0.02	0.08	0.11	0.03	0.11	0.07	0.07	0.08	0.08	0.07	0.07	0.06	0.08

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

**\* small base**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 11  
**Q.1 How scared are you of each of the following things happening to you?**  
**Losing a possession with sentimental value**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Very/fairly scared	1005 49%	412 41%	593 57%A	161 66%DEFGH	182 53%FGH	180 52%FGH	156 43%	130 43%	195 44%	257 47%	286 50%	205 46%	258 53%ik	151 52%	410 48%
Very scared (4)	300 15%	97 10%	203 19%A	64 26%DEFGH	61 18%H	58 17%H	46 13%H	39 13%H	32 7%	73 13%	70 12%	70 16%	87 18%IJ	42 14%	134 16%
Fairly scared (3)	705 34%	315 31%	390 37%A	97 40%FG	121 35%	123 35%	109 30%	91 30%	164 37%fg	184 34%	215 38%K	135 30%	170 35%	108 37%	276 32%
Not particularly scared (2)	784 38%	432 43%B	352 34%	65 27%	131 38%C	117 34%	146 40%C	138 45%CdE	187 42%CE	224 41%l	212 37%	178 40%	170 35%	95 33%	343 40%m
Not at all scared (1)	266 13%	164 16%B	103 10%	18 7%	33 9%	49 14%C	65 18%CDg	37 12%	65 14%Cd	68 12%	73 13%	65 15%	61 12%	46 16%	106 12%
NET: Not particularly/ Not at all scared	1050 51%	595 59%B	455 43%	83 34%	164 47%C	166 48%C	210 57%CDE	175 57%CDE	252 56%CDE	292 53%l	284 50%	243 54%l	231 47%	141 48%	449 52%
Mean	2.51	2.34	2.66A	2.85DEFGH	2.61FGH	2.55FH	2.38	2.43	2.36	2.48	2.50	2.47	2.58i	2.50	2.51
Standard deviation	0.90	0.86	0.90	0.90	0.88	0.93	0.92	0.86	0.82	0.87	0.87	0.92	0.92	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

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 11

**Q.1 How scared are you of each of the following things happening to you?**

**Losing a possession with sentimental value**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Very/fairly scared	1005 49%	93 50%	59 58%ceFI	853 48%	37 45%	101 45%	79 43%	97 52%ef	70 48%	90 44%	143 54%eFI	143 50%	92 50%
Very scared	(4) 300 15%	26 14%i	18 18%i	256 14%	10 12%	31 14%i	23 12%	22 12%	23 16%i	16 8%	54 20%fgl	45 16%i	31 17%i
Fairly scared	(3) 705 34%	67 36%	41 40%	597 34%	27 33%	70 31%	56 30%	75 41%ef	47 32%	74 36%	89 33%	97 34%	61 33%
Not particularly scared	(2) 784 38%	64 34%	28 28%	692 39%B	38 47%aBh	92 41%B	76 41%B	75 41%B	50 34%	84 41%B	99 37%	108 38%b	70 38%
Not at all scared	(1) 266 13%	28 15%Gj	15 15%g	223 13%	7 8%	32 14%G	30 16%dGj	13 7%	25 17%dGJ	32 15%Gj	25 9%	37 13%g	23 12%
NET: Not particularly/ Not at all scared	1050 51%	92 50%	44 42%	915 52%b	45 55%	125 55%bj	106 57%BgJ	88 48%	74 52%	115 56%Bj	124 46%	145 50%	93 50%
Mean	2.51	2.49	2.60fl	2.50	2.49	2.44	2.39	2.58fl	2.47	2.36	2.65EFI	2.53i	2.54i
Standard deviation	0.90	0.91	0.95	0.89	0.81	0.90	0.90	0.79	0.96	0.84	0.91	0.91	0.92
Standard error	0.02	0.07	0.09	0.02	0.09	0.06	0.06	0.06	0.08	0.06	0.06	0.05	0.07

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

**\* small base**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 12  
**Q.1 How scared are you of each of the following things happening to you?**  
**A close friend or family member dying**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Very/fairly scared	1633 79%	712 71%	922 88%A	214 87%EFGH	285 82%H	276 80%h	288 79%	240 79%	331 74%	426 78%	451 79%	357 80%	399 82%	236 81%	683 80%
Very scared	(4) 867 42%	290 29%	577 55%A	141 58%EFGH	171 50%FGH	160 46%GH	146 40%H	112 37%h	136 30%	209 38%	250 44%i	183 41%	226 46%l	154 53%N	346 40%
Fairly scared	(3) 767 37%	421 42%B	345 33%	73 30%	113 33%	117 34%	142 39%c	127 42%CD	195 44%CDE	218 40%	200 35%	175 39%	173 36%	82 28%	338 39%M
Not particularly scared	(2) 324 16%	227 23%B	97 9%	22 9%	42 12%	59 17%C	56 15%c	49 16%C	95 21%CD	92 17%	91 16%	75 17%	66 13%	42 14%	135 16%
Not at all scared	(1) 98 5%	68 7%B	29 3%	8 3%	19 6%	11 3%	22 6%	17 5%	21 5%	31 6%	28 5%	15 3%	24 5%	13 5%	41 5%
NET: Not particularly/ Not at all scared	422 21%	295 29%B	126 12%	31 13%	62 18%	70 20%C	78 21%C	66 21%C	116 26%CD	123 22%	119 21%	90 20%	89 18%	55 19%	176 20%
Mean	3.17	2.93	3.40A	3.42dEFGH	3.26fGH	3.23gH	3.13H	3.10	3.00	3.10	3.18	3.17	3.23l	3.29N	3.15
Standard deviation	0.86	0.88	0.77	0.80	0.88	0.84	0.88	0.86	0.84	0.87	0.87	0.83	0.86	0.88	0.85
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.05	0.03

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 12  
**Q.1 How scared are you of each of the following things happening to you?**  
**A close friend or family member dying**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Very/fairly scared	1633 79%	152 82%j	78 76%	1403 79%	62 75%	184 82%j	141 76%	154 83%J	123 85%bdfjJ	158 77%	196 73%	236 82%J	148 80%
Very scared	(4) 867 42%	87 47%j	45 44%	734 42%	37 46%	102 45%	71 39%	76 41%	62 43%	83 40%	101 38%	127 44%	75 41%
Fairly scared	(3) 767 37%	65 35%	33 32%	669 38%	24 29%	83 37%	70 38%	78 42%d	61 42%d	75 36%	95 36%	109 38%	73 40%
Not particularly scared	(2) 324 16%	26 14%	20 20%gh	278 16%	17 21%gh	34 15%	37 20%GH	20 11%	15 11%	37 18%gh	48 18%gh	42 15%	27 14%
Not at all scared	(1) 98 5%	7 4%	4 4%	86 5%	4 4%	7 3%	7 4%	11 6%	6 4%	11 5%	23 8%aEfK	9 3%	10 5%
NET: Not particularly/ Not at all scared	422 21%	33 18%	25 24%h	364 21%	21 25%h	42 18%	44 24%h	31 17%	21 15%	48 23%h	71 27%aeGHK	51 18%	37 20%
Mean	3.17	3.26J	3.15	3.16	3.16	3.23J	3.11	3.19	3.24J	3.12	3.03	3.23J	3.15
Standard deviation	0.86	0.83	0.89	0.86	0.91	0.82	0.85	0.85	0.80	0.88	0.95	0.82	0.86
Standard error	0.02	0.06	0.09	0.02	0.10	0.06	0.06	0.06	0.06	0.06	0.06	0.05	0.06

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**  
**\* small base**



**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 13  
**Q.2 Thinking about dying and death, to what extent do you agree or disagree with each of the following statements?**  
**Summary Table**  
**Base: All respondents**

	Statements					
	I would want to be told if I had a terminal illness	The thought of death does not scare me	I would want to be told if I only had days or hours to live	People in Britain are uncomfortable discussing dying and death	My quality of life is more important to me than how long I live for	Being told I am dying is one of the things I am most afraid of in life
Unweighted base	2055	2055	2055	2055	2055	2055
Weighted base	2055	2055	2055	2055	2055	2055
NET: Agree	1706 83%	784 38%	1543 75%	1699 83%	1622 79%	1185 58%
Strongly agree (4)	1033 50%	242 12%	941 46%	696 34%	641 31%	546 27%
Tend to agree (3)	673 33%	542 26%	602 29%	1003 49%	980 48%	639 31%
Tend to disagree (2)	120 6%	658 32%	171 8%	171 8%	225 11%	494 24%
Strongly disagree (1)	57 3%	506 25%	130 6%	42 2%	42 2%	259 13%
NET: Disagree	176 9%	1164 57%	301 15%	213 10%	267 13%	754 37%
Don't know	173 8%	107 5%	210 10%	143 7%	166 8%	116 6%
Mean	3.43	2.27	3.28	3.23	3.18	2.76
Standard deviation	0.74	0.98	0.90	0.70	0.72	1.01
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 14

**Q.2 Thinking about dying and death, to what extent do you agree or disagree with each of the following statements?**

**I would want to be told if I had a terminal illness**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Agree	1706 83%	834 83%	871 83%	187 77%	266 77%	287 83% <sup>d</sup>	312 85% <sup>CD</sup>	262 86% <sup>CD</sup>	390 87% <sup>CD</sup>	460 84%	474 83%	360 80%	413 85%	244 84%	688 80%
Strongly agree	(4) 1033 50%	481 48%	552 53% <sup>A</sup>	118 48%	161 47%	170 49%	203 55% <sup>DH</sup>	169 56% <sup>DH</sup>	211 47%	271 49%	293 51% <sup>k</sup>	196 44%	272 56% <sup>iK</sup>	150 51%	409 48%
Tend to agree	(3) 673 33%	353 35% <sup>b</sup>	320 31%	69 28%	105 30%	117 34%	109 30%	93 30%	179 40% <sup>CDFG</sup>	188 34% <sup>l</sup>	181 32%	163 36% <sup>L</sup>	141 29%	94 32%	280 33%
Tend to disagree	(2) 120 6%	65 6%	54 5%	15 6%	27 8% <sup>f</sup>	17 5%	15 4%	18 6%	27 6%	26 5%	39 7%	32 7%	23 5%	12 4%	66 8% <sup>m</sup>
Strongly disagree	(1) 57 3%	32 3%	24 2%	13 5% <sup>EgH</sup>	18 5% <sup>EGH</sup>	3 1%	11 3% <sup>eH</sup>	6 2%	5 1%	15 3%	11 2%	16 4%	15 3%	12 4%	25 3%
NET: Disagree	176 9%	98 10%	79 7%	28 12% <sup>eh</sup>	46 13% <sup>EFGH</sup>	21 6%	26 7%	24 8%	31 7%	41 7%	49 9%	48 11%	39 8%	25 8%	91 11%
Don't know	173 8%	75 7%	98 9%	28 12% <sup>gH</sup>	34 10% <sup>h</sup>	38 11% <sup>GH</sup>	28 8%	19 6%	26 6%	49 9%	47 8%	40 9%	37 8%	23 8%	80 9%
Mean	3.43	3.38	3.47 <sup>A</sup>	3.36	3.31	3.47 <sup>D</sup>	3.49 <sup>D</sup>	3.49 <sup>D</sup>	3.42 <sup>d</sup>	3.43 <sup>k</sup>	3.45 <sup>K</sup>	3.33	3.48 <sup>K</sup>	3.42	3.38
Standard deviation	0.74	0.76	0.72	0.86	0.86	0.66	0.73	0.71	0.66	0.73	0.72	0.78	0.75	0.78	0.77
Standard error	0.02	0.03	0.02	0.07	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.03	0.05	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 14

**Q.2 Thinking about dying and death, to what extent do you agree or disagree with each of the following statements?**

**I would want to be told if I had a terminal illness**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Agree	1706 83%	157 85%Fj	89 87%Fj	1459 83%	69 84%	188 83%f	140 75%	148 80%	115 80%	184 90%eFGHJ	207 77%	244 85%Fj	165 89%FGHJ
Strongly agree	(4) 1033 50%	98 53%f	54 52%	881 50%	36 44%	111 49%	80 43%	88 48%	62 43%	113 55%FH	136 51%	151 53%fh	103 55%FH
Tend to agree	(3) 673 33%	59 32%	35 35%	578 33%	33 41%J	77 34%	59 32%	59 32%	53 37%j	71 35%	71 27%	92 32%	62 34%
Tend to disagree	(2) 120 6%	8 4%	4 4%	107 6%	6 7%	13 6%	19 11%AbIkL	12 7%	9 6%	7 4%	16 6%	16 6%	8 4%
Strongly disagree	(1) 57 3%	6 3%	1 1%	50 3%	- -	7 3%	8 5%bdkL	8 4%dl	7 5%bdkL	4 2%	9 3%	5 2%	2 1%
NET: Disagree	176 9%	14 7%	5 5%	158 9%	6 7%	20 9%	28 15%ABdeIKL	21 11%il	16 11%il	11 5%	25 9%	21 7%	10 5%
Don't know	173 8%	14 8%	9 8%	150 8%	7 9%	18 8%	17 9%	17 9%	13 9%	10 5%	35 13%lKL	23 8%	10 6%
Mean	3.43	3.46Fh	3.51Fh	3.42	3.40	3.40	3.26	3.35	3.30	3.50FgH	3.44f	3.47FH	3.52FgH
Standard deviation	0.74	0.74	0.62	0.75	0.63	0.76	0.86	0.82	0.82	0.67	0.79	0.70	0.63
Standard error	0.02	0.06	0.06	0.02	0.07	0.05	0.06	0.06	0.07	0.05	0.06	0.04	0.05

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 15

**Q.2 Thinking about dying and death, to what extent do you agree or disagree with each of the following statements?**

**The thought of death does not scare me**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Agree	784 38%	430 43%B	354 34%	80 33%	119 34%	121 35%	142 39%	136 45%CDE	187 42%cde	212 39%	203 36%	178 40%	192 39%	96 33%	326 38%
Strongly agree	(4) 242 12%	163 16%B	79 8%	20 8%	33 10%	42 12%	44 12%	49 16%CD	54 12%	54 10%	58 10%	60 13%	70 14%lj	25 8%	100 12%
Tend to agree	(3) 542 26%	267 26%	275 26%	60 24%	86 25%	79 23%	98 27%	88 29%	132 30%e	158 29%	145 25%	118 26%	121 25%	72 25%	226 26%
Tend to disagree	(2) 658 32%	332 33%	326 31%	60 25%	108 31%	108 31%	111 30%	103 34%c	168 38%CdeF	183 33%	185 33%	146 33%	144 29%	87 30%	265 31%
Strongly disagree	(1) 506 25%	191 19%	315 30%A	83 34%GH	92 26%GH	101 29%GH	103 28%GH	58 19%	70 16%	124 23%	143 25%	105 23%	134 27%i	92 31%n	220 26%
NET: Disagree	1164 57%	523 52%	641 61%A	143 59%	199 58%	209 60%gh	214 58%	160 53%	238 53%	307 56%	328 58%	251 56%	277 57%	179 61%	485 56%
Don't know	107 5%	54 5%	53 5%	21 9%FG	28 8%FG	16 5%	10 3%	9 3%	23 5%	31 6%	39 7%l	19 4%	19 4%	17 6%	48 6%
Mean	2.27	2.42B	2.12	2.08	2.19	2.19	2.24	2.43CDEF	2.40CDEF	2.27	2.22	2.31	2.27	2.11	2.25m
Standard deviation	0.98	0.99	0.95	1.00	0.97	1.01	1.00	0.98	0.91	0.94	0.97	0.99	1.03	0.97	0.99
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.06	0.04

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 15

**Q.2 Thinking about dying and death, to what extent do you agree or disagree with each of the following statements?**

**The thought of death does not scare me**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Agree	784 38%	73 40%	37 36%	675 38%	32 39%	86 38%	61 33%	59 32%	52 36%	94 46%FGk	104 39%	107 37%	79 43%fg
Strongly agree	(4) 242 12%	19 10%	10 10%	213 12%	8 10%	26 11%	16 9%	21 12%	13 9%	29 14%	36 14%	34 12%	29 16%fh
Tend to agree	(3) 542 26%	54 29%g	27 26%	462 26%	24 29%	60 27%	45 24%	38 20%	40 27%	65 32%G	68 25%	72 25%	50 27%
Tend to disagree	(2) 658 32%	66 36%di	33 32%	559 32%	19 23%	71 31%	59 32%	70 38%Dhl	40 28%	55 27%	84 31%	104 36%DI	58 32%
Strongly disagree	(1) 506 25%	37 20%	29 28%	440 25%	26 31%aj	60 26%	49 27%	49 27%	46 32%AJkl	50 25%	55 21%	64 22%	40 22%
NET: Disagree	1164 57%	103 56%	61 60%	999 57%	45 54%	130 58%	108 59%	119 65%JI	86 60%	105 51%	139 52%	168 58%	99 53%
Don't know	107 5%	8 5%	5 5%	94 5%	5 7%	10 4%	15 8%gl	6 3%	6 4%	6 3%	24 9%egkl	13 5%	7 4%
Mean	2.27	2.31	2.18	2.27	2.18	2.24	2.17	2.17	2.14	2.36fh	2.35fh	2.28	2.38fgh
Standard deviation	0.98	0.93	0.97	0.99	1.02	0.99	0.96	0.97	0.99	1.02	0.99	0.96	1.01
Standard error	0.02	0.07	0.10	0.02	0.11	0.07	0.07	0.07	0.08	0.07	0.07	0.06	0.08

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 16

**Q.2 Thinking about dying and death, to what extent do you agree or disagree with each of the following statements?**

**I would want to be told if I only had days or hours to live**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Agree	1543 75%	768 76%	775 74%	167 68%	244 71%	250 72%	290 79%CD <sub>e</sub>	247 81%CDE	345 77%CD	424 77%k	435 76%	320 71%	365 75%	218 75%	628 73%
Strongly agree (4)	941 46%	454 45%	487 46%	116 48%	147 42%	146 42%	184 50%deH	156 51%DEH	192 43%	244 44%	277 49%K	183 41%	238 49%K	133 46%	386 45%
Tend to agree (3)	602 29%	314 31%	288 28%	50 21%	97 28% <sub>c</sub>	103 30% <sub>C</sub>	105 29% <sub>c</sub>	92 30% <sub>C</sub>	154 34% <sub>CD</sub>	179 33% <sub>jl</sub>	158 28%	137 31%	127 26%	85 29%	242 28%
Tend to disagree (2)	171 8%	83 8%	88 8%	32 13% <sub>DFG</sub>	24 7%	29 8% <sub>g</sub>	29 8%	14 5%	42 9% <sub>G</sub>	46 8%	35 6%	44 10% <sub>j</sub>	45 9% <sub>j</sub>	18 6%	79 9%
Strongly disagree (1)	130 6%	69 7%	61 6%	19 8%	35 10% <sub>fGH</sub>	21 6%	21 6%	15 5%	20 4%	29 5%	35 6%	38 9% <sub>i</sub>	28 6%	19 7%	67 8%
NET: Disagree	301 15%	152 15%	150 14%	51 21% <sub>FGH</sub>	59 17% <sub>G</sub>	50 15% <sub>g</sub>	50 14%	29 10%	62 14% <sub>g</sub>	76 14%	70 12%	83 18% <sub>iJ</sub>	73 15%	37 13%	147 17%
Don't know	210 10%	87 9%	123 12% <sub>A</sub>	26 11%	43 12% <sub>F</sub>	46 13% <sub>Fh</sub>	27 7%	29 9%	40 9%	50 9%	65 11%	45 10%	50 10%	37 13%	84 10%
Mean	3.28	3.25	3.30	3.21	3.18	3.25	3.33 <sub>d</sub>	3.40 <sub>cDeH</sub>	3.27	3.28 <sub>k</sub>	3.34 <sub>K</sub>	3.15	3.31 <sub>K</sub>	3.30	3.22
Standard deviation	0.90	0.91	0.89	0.99	1.00	0.90	0.87	0.82	0.83	0.86	0.88	0.96	0.90	0.90	0.95
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.04	0.06	0.04

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 16

**Q.2 Thinking about dying and death, to what extent do you agree or disagree with each of the following statements?**

**I would want to be told if I only had days or hours to live**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Agree	1543 75%	143 77%F	79 76%	1322 75%	57 69%	172 76%F	123 66%	142 77%F	101 70%	159 77%F	193 72%	222 77%F	153 83%DFHJ
Strongly agree	(4) 941 46%	88 48%f	47 45%	806 46%	31 38%	98 43%	70 38%	78 42%	64 44%	102 49%F	117 44%	150 52%DeFgj	99 53%DeFgj
Tend to agree	(3) 602 29%	54 29%	32 31%	516 29%	26 32%	74 33%k	53 29%	64 35%K	37 26%	57 28%	76 29%	72 25%	55 30%
Tend to disagree	(2) 171 8%	18 10%L	9 9%l	144 8%	8 10%l	19 8%l	21 11%L	15 8%	11 7%	21 10%L	21 8%	23 8%	7 4%
Strongly disagree	(1) 130 6%	11 6%	3 3%	116 7%	3 4%	15 7%	21 12%aBdlijKL	13 7%	14 10%bkL	11 5%	17 6%	15 5%	7 4%
NET: Disagree	301 15%	29 16%L	13 12%	260 15%	11 13%	34 15%L	42 23%BegjJKL	27 15%L	25 17%L	32 15%L	38 14%l	38 13%l	13 7%
Don't know	210 10%	13 7%	12 11%	185 10%	14 17%Aeglk	20 9%	20 11%	16 8%	18 12%	15 7%	37 14%ai	28 10%	18 10%
Mean	3.28	3.28F	3.34F	3.27	3.25	3.24f	3.04	3.22	3.19	3.31F	3.27F	3.37Fh	3.47adEFGHJ
Standard deviation	0.90	0.90	0.80	0.91	0.83	0.90	1.04	0.89	1.01	0.88	0.90	0.88	0.76
Standard error	0.02	0.07	0.08	0.02	0.10	0.06	0.08	0.07	0.09	0.07	0.07	0.05	0.06

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 17

**Q.2 Thinking about dying and death, to what extent do you agree or disagree with each of the following statements?**

**People in Britain are uncomfortable discussing dying and death**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Agree	1699 83%	829 82%	870 83%	170 69%	259 75%	276 80% <b>C</b>	305 83% <b>CD</b>	275 90% <b>CDEF</b>	414 92% <b>CDEF</b>	468 85% <b>jk</b>	460 81%	354 79%	417 85% <b>jk</b>	236 81%	682 79%
Strongly agree	(4) 696 34%	329 33%	367 35%	57 23%	101 29%	111 32% <b>c</b>	126 35% <b>C</b>	116 38% <b>CD</b>	184 41% <b>CDEf</b>	188 34%	198 35%	141 32%	169 35%	104 36%	260 30%
Tend to agree	(3) 1003 49%	500 50%	502 48%	112 46%	158 46%	165 48%	179 49%	158 52%	230 51%	280 51%	262 46%	213 47%	248 51%	132 45%	422 49%
Tend to disagree	(2) 171 8%	87 9%	84 8%	26 10% <b>H</b>	39 11% <b>H</b>	25 7%	37 10% <b>H</b>	23 8%	21 5%	39 7%	50 9%	53 12% <b>L</b>	29 6%	23 8%	88 10%
Strongly disagree	(1) 42 2%	21 2%	21 2%	12 5% <b>EGH</b>	10 3% <b>gh</b>	4 1%	10 3% <b>gh</b>	2 1%	4 1%	8 1%	16 3%	11 2%	7 1%	8 3%	20 2%
NET: Disagree	213 10%	108 11%	105 10%	38 15% <b>EGH</b>	49 14% <b>EGH</b>	29 8%	47 13% <b>egH</b>	25 8%	25 6%	47 9%	66 12% <b>L</b>	64 14% <b>IL</b>	36 7%	31 11%	108 13%
Don't know	143 7%	70 7%	73 7%	37 15% <b>FGH</b>	38 11% <b>FGH</b>	40 12% <b>FGH</b>	14 4%	5 2%	9 2%	34 6%	44 8%	30 7%	35 7%	24 8%	69 8%
Mean	3.23	3.21	3.25	3.03	3.14	3.26 <b>Cd</b>	3.20 <b>C</b>	3.30 <b>CDf</b>	3.35 <b>CDEf</b>	3.26 <b>k</b>	3.22	3.16	3.28 <b>K</b>	3.24	3.17
Standard deviation	0.70	0.70	0.70	0.80	0.75	0.66	0.74	0.63	0.62	0.66	0.74	0.74	0.65	0.74	0.72
Standard error	0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.04	0.03	0.05	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**



## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 17

**Q.2 Thinking about dying and death, to what extent do you agree or disagree with each of the following statements?**

**People in Britain are uncomfortable discussing dying and death**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Agree	1699 83%	166 90%CEGJ	87 85%j	1446 82%	67 82%	177 78%	155 84%J	148 80%	121 84%J	174 84%J	197 74%	243 84%J	165 89%EGJ
Strongly agree	(4) 696 34%	68 37%	34 33%	595 34%	23 28%	71 31%	64 34%	54 29%	40 27%	86 42%DEGH	90 34%	102 35%	67 36%
Tend to agree	(3) 1003 49%	98 53%iJ	53 52%j	852 48%	44 54%j	106 47%	91 49%j	94 51%j	81 56%iJ	88 43%	107 40%	141 49%j	98 53%iJ
Tend to disagree	(2) 171 8%	10 5%	9 8%	152 9%	7 9%	26 12%A	14 7%	18 10%	10 7%	19 9%	19 7%	23 8%	16 9%
Strongly disagree	(1) 42 2%	2 1%	1 1%	38 2%	- -	4 2%i	4 2%i	4 2%i	3 2%i	2 1%	16 6%ADeIKL	4 2%	- -
NET: Disagree	213 10%	12 7%	10 10%	190 11%	7 9%	31 14%A	18 10%	22 12%	13 9%	20 10%	35 13%a	27 10%	16 9%
Don't know	143 7%	7 4%	6 6%	131 7%a	8 10%aL	18 8%aL	12 6%i	15 8%L	10 7%i	12 6%	35 13%AbFhIKL	17 6%i	4 2%
Mean	3.23	3.30g	3.23	3.22	3.22	3.17	3.24	3.16	3.17	3.33EGhj	3.17	3.26	3.28
Standard deviation	0.70	0.64	0.67	0.71	0.60	0.72	0.70	0.70	0.66	0.68	0.85	0.68	0.62
Standard error	0.02	0.05	0.07	0.02	0.07	0.05	0.05	0.06	0.06	0.05	0.06	0.04	0.05

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 18

**Q.2 Thinking about dying and death, to what extent do you agree or disagree with each of the following statements?**

**My quality of life is more important to me than how long I live for**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Agree	1622 79%	778 77%	844 81%	193 79%E	250 72%	238 69%	299 81%DE	257 84%DE	384 86%cDE	450 82%L	446 78%	353 79%	373 76%	221 76%	656 76%
Strongly agree	(4) 641 31%	275 27%	367 35%A	102 42%DEFGH	101 29%	89 26%	103 28%	95 31%	151 34%E	181 33%	179 31%	134 30%	147 30%	95 33%	243 28%
Tend to agree	(3) 980 48%	503 50%b	477 46%	91 37%	150 43%	149 43%	195 53%CDE	162 53%CDE	233 52%CDE	269 49%	267 47%	219 49%	225 46%	126 43%	413 48%
Tend to disagree	(2) 225 11%	117 12%	108 10%	24 10%	41 12%	51 15%GH	43 12%	28 9%	40 9%	47 9%	61 11%	51 11%	66 13%I	32 11%	103 12%
Strongly disagree	(1) 42 2%	26 3%b	15 1%	5 2%	16 5%FGH	10 3%H	4 1%	4 1%	3 1%	8 1%	12 2%	11 2%	11 2%	3 1%	26 3%
NET: Disagree	267 13%	143 14%	124 12%	29 12%	57 17%GH	60 17%GH	47 13%	32 10%	42 9%	55 10%	73 13%	62 14%	77 16%I	35 12%	129 15%
Don't know	166 8%	86 9%	80 8%	22 9%h	38 11%FGH	47 14%FGH	21 6%	16 5%	21 5%	44 8%	50 9%	33 7%	39 8%	36 12%	73 9%
Mean	3.18	3.11	3.24A	3.31DEF	3.09	3.06	3.15	3.20dE	3.25Def	3.23L	3.18	3.15	3.13	3.23n	3.11
Standard deviation	0.72	0.73	0.71	0.75	0.82	0.77	0.67	0.67	0.64	0.68	0.72	0.73	0.75	0.70	0.75
Standard error	0.02	0.02	0.02	0.06	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 18

**Q.2 Thinking about dying and death, to what extent do you agree or disagree with each of the following statements?**

**My quality of life is more important to me than how long I live for**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Agree	1622 79%	154 83%FG	81 79%	1386 78%	62 76%	173 76%	137 74%	133 72%	121 84%eFGj	170 83%fG	204 76%	233 81%G	152 82%fG
Strongly agree	(4) 641 31%	51 27%	39 38%Ef	552 31%	27 33%e	51 22%	50 27%	60 32%e	44 31%	66 32%E	94 35%Ef	91 32%E	69 38%aEF
Tend to agree	(3) 980 48%	103 56%CBdGJl	43 41%	835 47%	35 43%	122 54%bGJl	88 47%	73 40%	77 54%bGJ	104 51%gj	110 41%	142 49%gj	83 45%
Tend to disagree	(2) 225 11%	15 8%	15 14%h	195 11%	13 16%ah	26 12%	19 10%	27 15%ah	10 7%	17 8%	29 11%	31 11%	22 12%
Strongly disagree	(1) 42 2%	4 2%	- -	38 2%	2 3%	8 3%bl	6 3%bl	4 2%	3 2%	4 2%	5 2%	6 2%	1 1%
NET: Disagree	267 13%	19 10%	15 14%	233 13%	15 19%ahi	34 15%	25 13%	31 17%h	13 9%	21 10%	34 13%	37 13%	24 13%
Don't know	166 8%	12 6%	7 6%	148 8%	5 6%	19 9%	23 12%aiKL	21 12%kL	10 7%	14 7%	29 11%kl	18 6%	9 5%
Mean	3.18	3.16	3.25E	3.17	3.12	3.04	3.12	3.16	3.21E	3.22E	3.23E	3.18e	3.25E
Standard deviation	0.72	0.67	0.71	0.72	0.79	0.72	0.75	0.77	0.66	0.68	0.74	0.72	0.70
Standard error	0.02	0.05	0.07	0.02	0.09	0.05	0.06	0.06	0.06	0.05	0.05	0.04	0.05

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 19

**Q.2 Thinking about dying and death, to what extent do you agree or disagree with each of the following statements?**

**Being told I am dying is one of the things I am most afraid of in life**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Agree	1185 58%	547 54%	638 61%A	143 58%	184 53%	218 63%Dg	213 58%	169 55%	259 58%	314 57%	305 53%	278 62%J	288 59%	172 59%	490 57%
Strongly agree	(4) 546 27%	226 22%	320 31%A	77 31%H	84 24%	104 30%H	111 30%H	82 27%H	88 20%	127 23%	151 26%	130 29%i	137 28%i	96 33%N	216 25%
Tend to agree	(3) 639 31%	321 32%	318 30%	66 27%	99 29%	114 33%	102 28%	87 29%	170 38%CDFG	186 34%J	154 27%	148 33%j	151 31%	77 26%	274 32%
Tend to disagree	(2) 494 24%	256 25%	238 23%	50 21%	87 25%	70 20%	86 24%	85 28%E	116 26%e	140 25%	144 25%	104 23%	107 22%	77 26%	204 24%
Strongly disagree	(1) 259 13%	146 14%B	113 11%	28 12%	47 14%	38 11%	52 14%	41 13%	53 12%	62 11%	82 14%	48 11%	68 14%	24 8%	111 13%m
NET: Disagree	754 37%	402 40%B	352 34%	78 32%	133 39%e	108 31%	139 38%e	125 41%cE	170 38%e	201 37%	226 40%	152 34%	175 36%	101 35%	315 37%
Don't know	116 6%	58 6%	58 6%	23 9%FGH	29 8%FGH	20 6%	15 4%	11 4%	19 4%	35 6%	39 7%k	17 4%	25 5%	18 6%	54 6%
Mean	2.76	2.66	2.85A	2.86h	2.70	2.87dgH	2.77	2.71	2.69	2.74	2.70	2.84j	2.77	2.89n	2.74
Standard deviation	1.01	1.00	1.00	1.03	1.02	0.99	1.05	1.02	0.94	0.96	1.04	0.98	1.03	0.99	1.00
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.06	0.04	0.04	0.05	0.06	0.05	0.06	0.04

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 19

**Q.2 Thinking about dying and death, to what extent do you agree or disagree with each of the following statements?**

**Being told I am dying is one of the things I am most afraid of in life**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Agree	1185 58%	115 62%lj	57 56%	1012 57%	50 61%	143 63%lj	106 57%	108 58%	86 60%i	101 49%	143 53%	176 61%l	100 54%
Strongly agree	(4) 546 27%	55 30%l	23 23%	467 26%	23 28%	61 27%	53 29%i	49 26%	45 31%l	40 20%	72 27%	82 29%l	43 23%
Tend to agree	(3) 639 31%	60 32%	34 33%	545 31%	27 33%	82 36%J	53 29%	59 32%	41 29%	61 30%	70 26%	94 33%	58 31%
Tend to disagree	(2) 494 24%	40 22%	30 29%	424 24%	21 25%	52 23%	44 24%	39 21%	32 22%	60 29%	62 23%	65 23%	49 27%
Strongly disagree	(1) 259 13%	19 10%	8 8%	232 13%	7 8%	21 9%	23 13%	28 15%e	15 10%	37 18%aBdEh	38 14%	35 12%	29 16%e
NET: Disagree	754 37%	59 32%	39 38%	656 37%	27 33%	72 32%	68 36%	68 37%	47 32%	97 47%ADEfgHjK	100 37%	100 35%	79 43%aeh
Don't know	116 6%	11 6%	7 7%	99 6%	5 6%	11 5%	11 6%	10 5%	11 8%	7 4%	25 9%IKL	12 4%	6 3%
Mean	2.76	2.87lL	2.75	2.75	2.86l	2.85ll	2.78l	2.73	2.88ll	2.53	2.73i	2.81l	2.63
Standard deviation	1.01	0.98	0.93	1.01	0.94	0.94	1.03	1.04	1.01	1.02	1.05	1.00	1.02
Standard error	0.02	0.07	0.09	0.02	0.10	0.06	0.07	0.08	0.08	0.07	0.07	0.06	0.08

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 20

**Q.3 Thinking about digital identity and what happens to it after death, to what extent do you agree or disagree with each of the following statements?**

**Summary Table****Base: All respondents**

	Statements					
	I have shared important online / social media passwords with a friend or family member in case I die	I have never thought about what will happen to my digital legacy (e.g. social media accounts, online music and photos) after I die	I would like a friend / family member to keep updating my social media accounts (i.e. Facebook, Twitter, Instagram) on my behalf after I die	I am concerned that the wrong people could access information on my social media accounts (i.e. Facebook, Twitter, Instagram) after I die	It is sad to think that my digital legacy (e.g. social media accounts, online music and photos) will die when I die	I have posted an online / social media tribute to someone who has died
Unweighted base	2055	2055	2055	2055	2055	2055
Weighted base	2055	2055	2055	2055	2055	2055
NET: Agree	296 14%	1456 71%	230 11%	658 32%	516 25%	558 27%
Strongly agree (4)	105 5%	788 38%	72 3%	260 13%	155 8%	254 12%
Tend to agree (3)	191 9%	668 33%	158 8%	398 19%	362 18%	304 15%
Tend to disagree (2)	401 20%	258 13%	323 16%	468 23%	460 22%	306 15%
Strongly disagree (1)	1235 60%	200 10%	1306 64%	681 33%	813 40%	1046 51%
NET: Disagree	1636 80%	459 22%	1629 79%	1149 56%	1273 62%	1352 66%
Don't know	123 6%	140 7%	196 10%	249 12%	265 13%	144 7%
Mean	1.57	3.07	1.46	2.13	1.92	1.88
Standard deviation	0.88	0.98	0.81	1.08	1.00	1.11
Standard error	0.02	0.02	0.02	0.03	0.02	0.03

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 21

**Q.3 Thinking about digital identity and what happens to it after death, to what extent do you agree or disagree with each of the following statements?  
I have shared important online / social media passwords with a friend or family member in case I die**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Agree	296 14%	154 15%	142 14%	36 15%	48 14%	59 17%	48 13%	41 13%	64 14%	86 16%	79 14%	61 14%	69 14%	37 13%	129 15%
Strongly agree	(4) 105 5%	49 5%	56 5%	8 3%	21 6%	32 9%CFGH	13 4%	14 5%	17 4%	35 6%	26 5%	20 4%	24 5%	15 5%	54 6%
Tend to agree	(3) 191 9%	106 10%	85 8%	28 12%	27 8%	27 8%	34 9%	27 9%	47 11%	51 9%	53 9%	41 9%	46 9%	22 7%	74 9%
Tend to disagree	(2) 401 20%	185 18%	216 21%	54 22%H	84 24%H	69 20%H	69 19%h	63 21%H	62 14%	88 16%	127 22%i	93 21%i	93 19%	68 23%	175 20%
Strongly disagree	(1) 1235 60%	603 60%	632 60%	133 54%	191 55%	195 56%	227 62%d	192 63%cd	299 67%CDE	341 62%	339 59%	261 58%	294 60%	173 59%	499 58%
NET: Disagree	1636 80%	789 78%	848 81%	187 76%	275 79%	264 76%	296 81%	255 84%cE	360 81%	429 78%	466 82%	354 79%	387 79%	241 83%	674 78%
Don't know	123 6%	64 6%	59 6%	21 9%G	23 7%g	23 7%G	23 6%g	9 3%	23 5%	34 6%	24 4%	32 7%j	32 7%	14 5%	56 7%
Mean	1.57	1.57	1.56	1.60	1.62h	1.68FgH	1.52	1.54	1.49	1.57	1.57	1.57	1.56	1.56	1.61
Standard deviation	0.88	0.88	0.87	0.84	0.89	0.99	0.83	0.85	0.84	0.92	0.85	0.85	0.87	0.86	0.91
Standard error	0.02	0.03	0.03	0.07	0.05	0.06	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.05	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 21

**Q.3 Thinking about digital identity and what happens to it after death, to what extent do you agree or disagree with each of the following statements?**

**I have shared important online / social media passwords with a friend or family member in case I die**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Agree	296 14%	25 13%	13 12%	258 15%	9 11%	37 17%	27 14%	26 14%	16 11%	33 16%	41 15%	42 15%	28 15%
Strongly agree	(4) 105 5%	5 3%	2 2%	98 6%	3 3%	14 6%g	8 4%	4 2%	6 4%	10 5%	13 5%	23 8%ABG	15 8%AbG
Tend to agree	(3) 191 9%	19 10%	11 10%	161 9%	6 7%	23 10%	19 10%	22 12%k	10 7%	23 11%	27 10%	19 6%	13 7%
Tend to disagree	(2) 401 20%	36 19%	16 16%	349 20%	23 28%bfHil	44 19%	33 18%	43 23%	24 16%	38 18%	54 20%	60 21%	33 18%
Strongly disagree	(1) 1235 60%	117 63%	70 68%k	1048 59%	47 57%	132 58%	112 60%	109 59%	92 64%	122 60%	157 59%	165 57%	112 61%
NET: Disagree	1636 80%	152 82%	86 84%	1397 79%	71 86%	175 78%	144 78%	152 82%	115 80%	160 78%	211 79%	224 78%	145 78%
Don't know	123 6%	8 4%	4 4%	111 6%	3 3%	13 6%	14 8%	7 4%	13 9%g	13 6%	15 6%	21 7%	12 7%
Mean	1.57	1.51	1.44	1.58	1.55	1.62	1.55	1.56	1.47	1.59	1.59	1.63	1.60
Standard deviation	0.88	0.81	0.77	0.89	0.79	0.92	0.87	0.80	0.83	0.89	0.89	0.95	0.96
Standard error	0.02	0.06	0.08	0.02	0.09	0.06	0.06	0.06	0.07	0.07	0.06	0.06	0.07

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base



## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 22

**Q.3 Thinking about digital identity and what happens to it after death, to what extent do you agree or disagree with each of the following statements?**

**I have never thought about what will happen to my digital legacy (e.g. social media accounts, online music and photos) after I die**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Agree	1456 71%	696 69%	760 73%	164 67%	235 68%	247 71%	264 72%	219 72%	327 73%	381 69%	393 69%	323 72%	359 74%	207 71%	602 70%
Strongly agree	(4) 788 38%	358 36%	430 41%A	77 31%	128 37%	138 40%c	133 36%	126 41%C	187 42%C	209 38%	212 37%	156 35%	211 43%jK	119 41%	319 37%
Tend to agree	(3) 668 33%	338 34%	330 32%	87 36%	108 31%	108 31%	131 36%	94 31%	140 31%	172 31%	181 32%	167 37%il	148 30%	88 30%	283 33%
Tend to disagree	(2) 258 13%	140 14%	119 11%	35 14%	45 13%	44 13%	42 11%	50 16%fH	43 10%	78 14%k	84 15%K	43 10%	54 11%	43 15%	119 14%
Strongly disagree	(1) 200 10%	106 11%	94 9%	23 10%	36 10%	32 9%	40 11%	25 8%	43 10%	57 10%	61 11%	45 10%	38 8%	30 10%	85 10%
NET: Disagree	459 22%	246 24%B	213 20%	58 24%	82 24%	77 22%	82 22%	75 24%	86 19%	134 24%L	145 25%kL	88 20%	91 19%	73 25%	204 24%
Don't know	140 7%	65 6%	75 7%	23 9%G	29 8%G	22 6%	20 6%	11 4%	34 8%G	34 6%	32 6%	36 8%	38 8%	12 4%	53 6%
Mean	3.07	3.01	3.13A	2.98	3.03	3.09	3.03	3.09	3.14	3.04	3.01	3.05	3.18J	3.06	3.04
Standard deviation	0.98	0.99	0.97	0.96	1.00	0.98	0.98	0.97	0.98	1.00	1.00	0.96	0.94	1.00	0.98
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.06	0.04	0.06	0.04

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 22

**Q.3 Thinking about digital identity and what happens to it after death, to what extent do you agree or disagree with each of the following statements?**  
**I have never thought about what will happen to my digital legacy (e.g. social media accounts, online music and photos) after I die**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Agree	1456 71%	130 70%	76 74%	1250 71%	66 81%afIjK	164 73%	128 69%	131 71%	106 74%	139 68%	185 69%	197 69%	133 72%
Strongly agree	(4) 788 38%	73 39%	39 38%	676 38%	28 34%	80 35%	69 37%	77 42%	55 39%	82 40%	107 40%	107 37%	71 39%
Tend to agree	(3) 668 33%	57 31%	37 36%	574 32%	38 47%AFGIJKI	85 37%I	59 32%	53 29%	51 35%	57 28%	78 29%	90 31%	62 33%
Tend to disagree	(2) 258 13%	22 12%	13 12%	224 13%	6 7%	25 11%	24 13%	29 16%d	16 11%	33 16%d	34 13%	36 12%	22 12%
Strongly disagree	(1) 200 10%	23 13%d	7 7%	170 10%	4 5%	21 9%	16 9%	14 7%	10 7%	24 12%	29 11%	33 11%	19 10%
NET: Disagree	459 22%	45 24%D	20 19%	394 22%	10 12%	46 20%	40 22%d	43 23%d	26 18%	57 28%Dh	63 24%D	68 24%D	41 22%d
Don't know	140 7%	10 5%	7 7%	123 7%	6 7%	16 7%	17 9%	12 6%	12 8%	9 5%	19 7%	22 8%	11 6%
Mean	3.07	3.03	3.13	3.07	3.18	3.06	3.07	3.12	3.15	3.00	3.06	3.02	3.06
Standard deviation	0.98	1.04	0.91	0.98	0.80	0.95	0.97	0.96	0.90	1.04	1.02	1.02	0.99
Standard error	0.02	0.08	0.09	0.02	0.09	0.07	0.07	0.07	0.08	0.08	0.07	0.06	0.08

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 23

**Q.3 Thinking about digital identity and what happens to it after death, to what extent do you agree or disagree with each of the following statements?**  
**I would like a friend / family member to keep updating my social media accounts (i.e. Facebook, Twitter, Instagram) on my behalf after I die**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Agree	230 11%	134 13%B	96 9%	34 14%gH	58 17%FGH	58 17%FGH	36 10%H	26 9%H	18 4%	53 10%	57 10%	70 16%JL	50 10%	40 14%	123 14%
Strongly agree	(4) 72 3%	44 4%b	28 3%	14 6%fGH	17 5%fGH	24 7%FGH	8 2%	5 1%	4 1%	12 2%	21 4%	20 4%	19 4%	12 4%	45 5%
Tend to agree	(3) 158 8%	90 9%b	69 7%	20 8%H	41 12%fgH	34 10%H	28 8%H	22 7%H	14 3%	41 7%	36 6%	50 11%JL	31 6%	28 10%	78 9%
Tend to disagree	(2) 323 16%	157 16%	167 16%	39 16%h	70 20%GH	63 18%gH	65 18%gH	38 13%	47 11%	82 15%	101 18%	71 16%	69 14%	53 18%	153 18%
Strongly disagree	(1) 1306 64%	628 62%	678 65%	134 55%	186 54%	182 53%	232 63%cDE	224 73%CDEF	348 78%CDEF	365 66%k	356 62%	270 60%	315 65%	175 60%	489 57%
NET: Disagree	1629 79%	785 78%	845 81%	173 71%	256 74%	245 71%	297 81%CDE	262 86%CDE	396 88%CDEF	447 81%k	457 80%	341 76%	385 79%	229 78%	643 75%
Don't know	196 10%	89 9%	107 10%	37 15%dfGH	32 9%	43 13%GH	33 9%g	17 5%	34 8%	50 9%	55 10%	37 8%	54 11%	24 8%	93 11%
Mean	1.46	1.51B	1.41	1.59fGH	1.65FGH	1.67FGH	1.43gH	1.33H	1.21	1.40	1.46	1.56ll	1.43	1.54	1.58
Standard deviation	0.81	0.86	0.75	0.92	0.91	0.96	0.75	0.68	0.53	0.74	0.80	0.88	0.80	0.85	0.90
Standard error	0.02	0.03	0.02	0.07	0.05	0.06	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.05	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 23

**Q.3 Thinking about digital identity and what happens to it after death, to what extent do you agree or disagree with each of the following statements?**

**I would like a friend / family member to keep updating my social media accounts (i.e. Facebook, Twitter, Instagram) on my behalf after I die**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Agree	230 11%	15 8%	18 18% <sup>c</sup> AHKL	197 11%	11 13% <sup>H</sup>	31 14% <sup>HI</sup>	19 10% <sup>h</sup>	27 15% <sup>aHI</sup>	7 5%	23 11% <sup>h</sup>	37 14% <sup>HI</sup>	27 9%	14 8%
Strongly agree	(4) 72 3%	2 1%	5 5% <sup>aHL</sup>	64 4%	3 4% <sup>h</sup>	13 6% <sup>AHL</sup>	6 3%	7 4%	1 1%	9 4% <sup>hl</sup>	14 5% <sup>AHL</sup>	10 4% <sup>hl</sup>	2 1%
Tend to agree	(3) 158 8%	13 7%	13 13% <sup>cHK</sup>	132 7%	7 9%	18 8%	13 7%	20 11% <sup>hk</sup>	6 4%	15 7%	23 9%	17 6%	13 7%
Tend to disagree	(2) 323 16%	29 16%	15 15%	279 16%	11 14%	38 17%	32 17%	34 18%	23 16%	32 15%	39 14%	40 14%	31 17%
Strongly disagree	(1) 1306 64%	127 69% <sup>g</sup>	62 60%	1117 63%	50 61%	139 62%	117 64%	108 58%	96 67%	132 64%	167 62%	184 64%	123 67%
NET: Disagree	1629 79%	156 84% <sup>bdgjk</sup>	77 75%	1396 79%	62 75%	177 78%	150 81%	141 76%	119 83%	164 80%	205 77%	223 78%	154 83%
Don't know	196 10%	14 7%	7 7%	175 10%	10 12%	18 8%	16 9%	17 9%	18 12%	18 9%	25 9%	37 13% <sup>ae</sup>	17 9%
Mean	1.46	1.36	1.60 <sup>AHKL</sup>	1.46	1.50 <sup>h</sup>	1.54 <sup>AHI</sup>	1.46 <sup>h</sup>	1.56 <sup>AHL</sup>	1.30	1.47 <sup>h</sup>	1.52 <sup>aHI</sup>	1.42	1.36
Standard deviation	0.81	0.68	0.92	0.81	0.86	0.90	0.79	0.85	0.59	0.83	0.89	0.79	0.66
Standard error	0.02	0.05	0.09	0.02	0.10	0.06	0.06	0.07	0.05	0.06	0.06	0.05	0.05

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 24

**Q.3 Thinking about digital identity and what happens to it after death, to what extent do you agree or disagree with each of the following statements?**

**I am concerned that the wrong people could access information on my social media accounts (i.e. Facebook, Twitter, Instagram) after I die**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Agree	658 32%	298 30%	359 34%A	103 42% <sup>d</sup>	117 34% <sup>EF</sup>	106 31%	112 31%	88 29%	132 30%	158 29%	181 32%	149 33%	169 35% <sup>l</sup>	96 33%	283 33%
Strongly agree	(4) 260 13%	124 12%	136 13%	33 13%	40 11%	48 14%	39 11%	38 13%	62 14%	56 10%	72 13%	57 13%	75 15% <sup>l</sup>	40 14%	108 13%
Tend to agree	(3) 398 19%	174 17%	224 21%A	70 29% <sup>d</sup>	77 22% <sup>g</sup>	58 17%	73 20%	49 16%	71 16%	102 18%	110 19%	92 21%	94 19%	56 19%	175 20%
Tend to disagree	(2) 468 23%	242 24%	226 22%	59 24% <sup>h</sup>	92 27% <sup>H</sup>	84 24% <sup>H</sup>	84 23% <sup>h</sup>	71 23% <sup>h</sup>	78 17%	132 24% <sup>l</sup>	140 25% <sup>l</sup>	103 23%	93 19%	84 29%	207 24%
Strongly disagree	(1) 681 33%	356 35% <sup>b</sup>	324 31%	57 23%	98 28%	105 30%	133 36% <sup>CD</sup>	109 36% <sup>Cd</sup>	179 40% <sup>CDE</sup>	193 35%	173 30%	153 34%	162 33%	77 26%	281 33% <sup>m</sup>
NET: Disagree	1149 56%	598 59%B	551 53%	116 47%	190 55%	189 55%	216 59% <sup>C</sup>	181 59% <sup>C</sup>	257 57% <sup>C</sup>	325 59% <sup>L</sup>	313 55%	256 57%	255 52%	160 55%	488 57%
Don't know	249 12%	111 11%	138 13%	25 10%	40 12%	51 15%	38 10%	37 12%	58 13%	67 12%	75 13%	43 10%	64 13%	35 12%	88 10%
Mean	2.13	2.07	2.19A	2.36e <sup>FGH</sup>	2.19 <sup>h</sup>	2.16	2.06	2.06	2.04	2.04	2.16 <sup>i</sup>	2.13	2.19 <sup>i</sup>	2.23	2.14
Standard deviation	1.08	1.07	1.08	1.03	1.03	1.09	1.05	1.08	1.13	1.04	1.06	1.07	1.13	1.05	1.06
Standard error	0.03	0.04	0.04	0.08	0.06	0.07	0.06	0.06	0.06	0.04	0.05	0.06	0.05	0.07	0.04

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 24

**Q.3 Thinking about digital identity and what happens to it after death, to what extent do you agree or disagree with each of the following statements?**

**I am concerned that the wrong people could access information on my social media accounts (i.e. Facebook, Twitter, Instagram) after I die**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Agree	658 32%	56 30%	31 30%	571 32%	29 35%	76 33%	51 27%	51 28%	48 34%	58 28%	100 37%Fgi	98 34%	60 32%
Strongly agree	(4) 260 13%	25 13%g	13 12%	222 13%	9 11%	31 14%g	19 10%	13 7%	19 13%g	26 13%g	50 19%FGK	27 9%	28 15%Gk
Tend to agree	(3) 398 19%	31 17%	18 18%	349 20%	20 24%	45 20%	32 17%	39 21%	29 20%	32 16%	50 19%	71 25%aflf	32 17%
Tend to disagree	(2) 468 23%	40 22%	26 26%	401 23%	16 19%	57 25%k	45 24%	52 28%K	34 24%	42 20%	56 21%	52 18%	48 26%k
Strongly disagree	(1) 681 33%	59 32%	33 33%	589 33%	32 39%h	71 31%	69 37%h	64 35%	38 26%	80 39%HI	82 31%	98 34%	54 29%
NET: Disagree	1149 56%	99 54%	60 58%	990 56%	47 58%	128 57%	113 61%hjk	116 63%HjK	72 50%	122 59%	139 52%	150 52%	102 55%
Don't know	249 12%	30 16%deg	12 12%	207 12%	6 7%	22 10%	21 11%	17 9%	24 17%deg	25 12%	28 11%	40 14%	23 12%
Mean	2.13	2.14	2.11	2.13	2.07	2.17	2.00	2.00	2.25fg	2.02	2.29FGI	2.11	2.21
Standard deviation	1.08	1.10	1.06	1.07	1.07	1.07	1.04	0.96	1.07	1.10	1.15	1.06	1.09
Standard error	0.03	0.09	0.11	0.03	0.12	0.08	0.08	0.08	0.10	0.08	0.08	0.06	0.09

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 25

**Q.3 Thinking about digital identity and what happens to it after death, to what extent do you agree or disagree with each of the following statements?**

**It is sad to think that my digital legacy (e.g. social media accounts, online music and photos) will die when I die**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Agree	516 25%	260 26%	257 24%	96 39%DEFGH	99 28%GH	93 27%GH	93 25%gH	58 19%	77 17%	127 23%	139 24%	129 29%i	121 25%	78 27%	259 30%
Strongly agree	(4) 8%	78 8%	77 7%	25 10%H	35 10%gH	36 10%gH	31 8%H	18 6%H	11 2%	32 6%	45 8%	37 8%	41 8%	31 11%	82 10%
Tend to agree	(3) 18%	182 18%	179 17%	71 29%DEFGH	64 18%g	58 17%	63 17%	40 13%	66 15%	95 17%	94 17%	92 21%	80 16%	47 16%	177 21%
Tend to disagree	(2) 22%	234 23%	226 22%	44 18%	97 28%CFH	80 23%	76 21%	71 23%	92 21%	122 22%	138 24%	98 22%	102 21%	90 31%N	179 21%
Strongly disagree	(1) 40%	397 39%	416 40%	65 27%	109 31%	119 34%	159 44%CDE	133 44%CDE	228 51%CDEFg	235 43%K	227 40%	152 34%	199 41%k	91 31%	305 36%
NET: Disagree	1273 62%	631 63%	643 61%	109 45%	206 60%C	199 57%C	236 64%Ce	204 67%CdE	320 72%CDEF	357 65%K	365 64%K	251 56%	301 62%	181 62%	484 56%
Don't know	265 13%	117 12%	149 14%	39 16%f	42 12%	54 16%fh	38 10%	43 14%	50 11%	65 12%	66 12%	68 15%	67 14%	33 11%	116 13%
Mean	1.92	1.93	1.91	2.27EFGH	2.08FGH	2.03GH	1.89H	1.79h	1.65	1.84	1.91	2.04l	1.91	2.07	2.05
Standard deviation	1.00	1.00	1.00	1.04	1.01	1.05	1.02	0.95	0.85	0.96	0.99	1.02	1.02	1.00	1.04
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.07	0.04

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 25

**Q.3 Thinking about digital identity and what happens to it after death, to what extent do you agree or disagree with each of the following statements?**

**It is sad to think that my digital legacy (e.g. social media accounts, online music and photos) will die when I die**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Agree	516 25%	44 24%	26 25%	447 25%	20 24%	61 27%	44 24%	45 24%	43 30%	45 22%	76 29%	65 23%	47 25%
Strongly agree (4)	155 8%	6 3%	7 6%	142 8%A	4 5%	19 9%a	14 8%a	17 9%A	16 11%Ak	14 7%	28 11%Ak	17 6%	13 7%
Tend to agree (3)	362 18%	38 20%	19 19%	305 17%	16 19%	42 18%	30 16%	28 15%	27 19%	31 15%	48 18%	48 17%	34 19%
Tend to disagree (2)	460 22%	44 24%	26 25%	391 22%	16 19%	56 25%	38 20%	44 24%	27 19%	49 24%	52 19%	64 22%	46 25%
Strongly disagree (1)	813 40%	68 37%	38 37%	707 40%	35 43%h	86 38%	79 42%H	79 43%H	44 31%	90 44%H	102 38%	123 43%H	68 37%
NET: Disagree	1273 62%	112 61%h	64 62%h	1098 62%	51 62%h	142 63%H	116 63%H	123 66%Hj	71 49%	140 68%HJ	153 57%	187 65%H	114 62%H
Don't know	265 13%	29 16%	13 13%	223 13%	11 13%	23 10%	24 13%	17 9%	30 21%EfGKI	21 10%	38 14%	36 12%	24 13%
Mean	1.92	1.89	1.93	1.92	1.84	1.97	1.88	1.90	2.13adfgIK	1.83	2.01k	1.83	1.95
Standard deviation	1.00	0.91	0.97	1.01	0.97	1.01	1.01	1.02	1.08	0.96	1.07	0.96	0.98
Standard error	0.02	0.07	0.10	0.03	0.11	0.07	0.08	0.08	0.10	0.07	0.08	0.06	0.08

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base



## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 26

**Q.3 Thinking about digital identity and what happens to it after death, to what extent do you agree or disagree with each of the following statements?**

**I have posted an online / social media tribute to someone who has died**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Agree	558 27%	229 23%	329 31%A	98 40%efGH	116 34%GH	110 32%GH	117 32%GH	69 23%H	48 11%	117 21%	164 29%l	123 28%l	154 32%l	93 32%	259 30%
Strongly agree	(4) 12%	97 10%	157 15%A	43 18%GH	43 12%H	59 17%GH	58 16%gH	31 10%H	20 4%	45 8%	79 14%l	47 10%	83 17%lK	45 16%	111 13%
Tend to agree	(3) 15%	131 13%	173 16%a	54 22%eGH	73 21%eGH	51 15%H	59 16%H	38 12%H	29 6%	71 13%	86 15%	77 17%	71 14%	48 16%	148 17%
Tend to disagree	(2) 15%	158 16%	148 14%	38 16%	62 18%fh	60 17%	47 13%	42 14%	57 13%	79 14%	96 17%L	77 17%L	55 11%	53 18%	141 16%
Strongly disagree	(1) 51%	546 54%B	500 48%	83 34%	139 40%	145 42%	177 48%Cd	186 61%CDEF	316 71%CDEFG	315 57%JKL	273 48%	212 47%	246 50%	131 45%	390 45%
NET: Disagree	1352 66%	705 70%B	648 62%	121 49%	201 58%c	205 59%c	224 61%C	228 75%CDEF	374 84%CDEFG	394 72%JKL	369 65%	289 65%	300 61%	184 63%	531 62%
Don't know	144 7%	74 7%	71 7%	26 11%Gh	28 8%G	31 9%G	26 7%G	9 3%	25 6%g	39 7%	37 6%	35 8%	34 7%	15 5%	69 8%
Mean	1.88	1.76	1.99A	2.27FGH	2.06GH	2.08GH	1.99GH	1.71H	1.41	1.70	1.94l	1.90l	1.98l	2.03	1.97
Standard deviation	1.11	1.04	1.15	1.16	1.10	1.17	1.17	1.05	0.81	1.01	1.12	1.07	1.20	1.14	1.11
Standard error	0.03	0.03	0.04	0.09	0.06	0.07	0.06	0.06	0.04	0.04	0.05	0.06	0.05	0.07	0.04

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 26

**Q.3 Thinking about digital identity and what happens to it after death, to what extent do you agree or disagree with each of the following statements?**

**I have posted an online / social media tribute to someone who has died**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Agree	558 27%	46 25%	43 41%CAe	470 FGHIJKL27%	26 31%l	67 30%l	45 24%	47 25%	38 26%	39 19%	74 28%i	82 28%l	52 28%i
Strongly agree	(4) 254 12%	16 9%	12 12%	226 13%	11 13%	39 17%Ahl	21 11%	23 12%	14 10%	19 9%	35 13%	39 14%	25 14%
Tend to agree	(3) 304 15%	30 16%i	31 30%CAe	243 FGHIJK 4%	15 18%i	28 12%	24 13%	24 13%	23 16%	20 10%	39 15%	43 15%	27 15%
Tend to disagree	(2) 306 15%	20 11%	13 12%	274 15%	14 18%	35 16%	26 14%	41 22%Abfhjkl	18 13%	38 19%a	38 14%	36 13%	27 14%
Strongly disagree	(1) 1046 51%	112 60%CBDeGJKl	38 37%	896 51%B	38 46%	113 50%b	101 54%Bg	83 45%	79 55%B	116 57%BG	129 48%b	144 50%B	93 50%b
NET: Disagree	1352 66%	131 71%Bk	51 50%	1170 66%B	52 63%b	149 66%B	126 68%B	124 67%B	97 67%B	154 75%BdeJKL	168 63%B	180 63%B	119 64%B
Don't know	144 7%	7 4%	9 9%	128 7%	5 6%	10 5%	14 8%	14 8%	9 6%	12 6%	25 9%ae	25 9%ae	13 7%
Mean	1.88	1.72	2.17CAFHik	1.88	1.98ai	1.97al	1.79	1.92i	1.80	1.70	1.92i	1.91ai	1.91i
Standard deviation	1.11	1.04	1.11	1.11	1.11	1.18	1.09	1.08	1.07	1.01	1.13	1.14	1.14
Standard error	0.03	0.08	0.11	0.03	0.12	0.08	0.08	0.08	0.09	0.07	0.08	0.07	0.09

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

**\* small base**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 27

**Q.4 When you think about what happens after you die, how concerned, or otherwise, are you about each of the following?**

**Summary Table****Base: All respondents**

		Concern				
		The grief of your family	Making adequate financial preparations for your family and friends	The possibility of family disagreements over money, property or belongings	Your funeral wishes not being followed	
Unweighted base		2055	2055	2055	2055	2055
Weighted base		2055	2055	2055	2055	2055
NET: Concerned		1634 80%	1223 59%	625 30%	517 25%	1549 75%
Very concerned	(4)	872 42%	483 23%	231 11%	187 9%	791 38%
Fairly concerned	(3)	762 37%	740 36%	395 19%	330 16%	758 37%
Not very concerned	(2)	235 11%	429 21%	638 31%	734 36%	259 13%
Not at all concerned	(1)	105 5%	306 15%	714 35%	707 34%	150 7%
NET: Not concerned		339 17%	735 36%	1352 66%	1441 70%	409 20%
Don't know		82 4%	97 5%	78 4%	97 5%	97 5%
Mean		3.22	2.71	2.07	2.00	3.12
Standard deviation		0.85	1.01	1.01	0.95	0.91
Standard error		0.02	0.02	0.02	0.02	0.02

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 28

**Q.4 When you think about what happens after you die, how concerned, or otherwise, are you about each of the following?**

**The grief of your family**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Concerned	1634 80%	747 74%	886 85%A	203 83%h	265 77%	285 82%h	291 79%	249 81%	341 76%	432 79%	434 76%	373 83%J	396 81%j	246 84%n	675 79%
Very concerned	(4) 872 42%	344 34%	527 50%A	132 54%DfGH	148 43%H	163 47%GH	164 45%gH	116 38%	149 33%	198 36%	240 42%l	205 46%l	229 47%l	132 45%	376 44%
Fairly concerned	(3) 762 37%	403 40%B	359 34%	72 29%	117 34%	122 35%	127 35%	133 44%CDeF	192 43%CDEF	233 42%JL	194 34%	168 38%	167 34%	115 39%	299 35%
Not very concerned	(2) 235 11%	153 15%B	82 8%	20 8%	35 10%	27 8%	44 12%	38 13%e	70 16%CDE	72 13%kL	77 14%kL	41 9%	44 9%	27 9%	93 11%
Not at all concerned	(1) 105 5%	70 7%B	35 3%	3 1%	29 8%CGh	19 6%C	19 5%C	12 4%	21 5%c	26 5%	34 6%	19 4%	25 5%	12 4%	55 6%
NET: Not concerned	339 17%	222 22%B	117 11%	23 10%	64 19%C	47 13%	63 17%C	51 17%C	91 20%CE	98 18%	112 20%KL	61 14%	69 14%	39 13%	148 17%
Don't know	82 4%	37 4%	45 4%	17 7%fGh	16 5%g	15 4%	12 3%	6 2%	15 3%	20 4%	24 4%	14 3%	23 5%	7 2%	36 4%
Mean	3.22	3.05	3.37A	3.46DEFGH	3.17	3.29H	3.23H	3.17	3.09	3.14	3.17	3.29j	3.29j	3.28	3.21
Standard deviation	0.85	0.89	0.78	0.72	0.94	0.85	0.87	0.81	0.83	0.83	0.90	0.82	0.85	0.80	0.89
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.05	0.04	0.04	0.03	0.04	0.05	0.04	0.05	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 28

**Q.4 When you think about what happens after you die, how concerned, or otherwise, are you about each of the following?**

**The grief of your family**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Concerned	1634 80%	150 81%	81 79%	1403 79%	67 82%	179 79%	142 77%	154 83%J	114 79%	162 79%	196 73%	234 81%j	154 84%J
Very concerned	(4) 872 42%	80 43%	45 43%	747 42%	36 44%	97 43%	78 42%	81 44%	65 45%	83 40%	101 38%	119 41%	88 47%j
Fairly concerned	(3) 762 37%	70 38%	37 36%	655 37%	31 38%	82 36%	64 34%	73 39%	49 34%	79 39%	96 36%	116 40%	67 36%
Not very concerned	(2) 235 11%	19 10%	13 12%	203 11%	8 10%	29 13%	26 14%	18 10%	19 13%	30 15%l	28 11%	30 10%	16 8%
Not at all concerned	(1) 105 5%	11 6%	5 5%	88 5%	3 3%	7 3%	8 4%	8 4%	3 2%	7 4%	30 11%adEFGHIK	12 4%	11 6%
NET: Not concerned	339 17%	30 16%	18 18%	291 16%	11 13%	35 16%	33 18%	26 14%	22 15%	37 18%	58 22%gKI	41 14%	27 14%
Don't know	82 4%	5 3%	3 3%	74 4%	4 5%	12 5%	10 5%	5 3%	8 6%	6 3%	13 5%	12 4%	4 2%
Mean	3.22	3.21	3.21	3.22	3.29j	3.26J	3.21	3.26J	3.30J	3.19	3.05	3.24J	3.28J
Standard deviation	0.85	0.87	0.87	0.85	0.79	0.81	0.85	0.82	0.79	0.82	0.99	0.81	0.86
Standard error	0.02	0.06	0.09	0.02	0.09	0.06	0.06	0.06	0.07	0.06	0.07	0.05	0.06

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 29

**Q.4 When you think about what happens after you die, how concerned, or otherwise, are you about each of the following?**

**Making adequate financial preparations for your family and friends**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Concerned	1223 59%	578 57%	645 62%a	145 59%	217 63%Gh	227 66%GH	228 62%Gh	158 52%	247 55%	331 60%	335 59%	246 55%	309 63%K	189 65%	517 60%
Very concerned	(4) 23%	483 20%	285 27%A	60 24%g	84 24%G	104 30%GH	90 25%G	52 17%	93 21%	116 21%	130 23%	107 24%	130 27%l	77 26%	196 23%
Fairly concerned	(3) 36%	740 38%	360 34%	85 35%	133 38%	123 35%	138 38%	107 35%	154 35%	216 39%K	205 36%	139 31%	180 37%	113 39%	321 37%
Not very concerned	(2) 21%	429 22%	204 19%	46 19%	76 22%	61 18%	72 20%	76 25%E	98 22%	110 20%	129 23%l	104 23%l	87 18%	68 23%	172 20%
Not at all concerned	(1) 15%	306 16%	142 14%	26 11%	32 9%	32 9%	58 16%DE	64 21%CDE	95 21%CDEf	84 15%	78 14%	82 18%jl	63 13%	25 9%	125 15%M
NET: Not concerned	735 36%	390 39%B	345 33%	71 29%	108 31%	94 27%	130 35%E	140 46%CDEF	193 43%CDEF	194 35%	207 36%l	186 41%l	149 31%	93 32%	297 35%
Don't know	97 5%	39 4%	58 6%	28 11%dFGH	21 6%FGH	26 7%FGH	8 2%	7 2%	7 2%	24 4%	28 5%	16 3%	29 6%	9 3%	45 5%
Mean	2.71	2.63	2.80A	2.83GH	2.83GH	2.93FGH	2.73GH	2.49	2.56	2.69	2.71	2.63	2.82iK	2.85	2.72
Standard deviation	1.01	0.99	1.01	0.97	0.93	0.96	1.01	1.01	1.05	0.99	0.99	1.05	0.99	0.92	1.00
Standard error	0.02	0.03	0.03	0.08	0.05	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.06	0.04

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 29

**Q.4 When you think about what happens after you die, how concerned, or otherwise, are you about each of the following?**

**Making adequate financial preparations for your family and friends**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Concerned	1223 59%	111 60%F	62 61%f	1049 59%	44 53%	129 57%f	88 48%	125 68%DeFij	89 62%F	116 56%	156 58%f	176 61%F	126 68%DEFij
Very concerned	(4) 483 23%	45 24%f	27 26%f	410 23%	16 19%	52 23%	31 17%	52 28%Fi	40 28%Fi	40 19%	59 22%	70 24%f	50 27%F
Fairly concerned	(3) 740 36%	66 36%	35 34%	639 36%	28 34%	77 34%	57 31%	73 39%	49 34%	76 37%	96 36%	107 37%	76 41%f
Not very concerned	(2) 429 21%	43 23%J	21 20%	365 21%	19 23%j	63 28%GJKI	49 27%gJK	32 17%	33 23%J	44 22%j	37 14%	51 18%	36 20%
Not at all concerned	(1) 306 15%	27 15%	13 12%	267 15%	13 16%	26 12%	36 19%EGHL	19 10%	13 9%	36 18%gHI	60 22%abEGHkL	44 15%	19 10%
NET: Not concerned	735 36%	70 38%g	34 33%	632 36%	32 39%g	89 39%GI	85 46%BGHjKL	51 28%	47 33%	80 39%GI	97 36%	94 33%	55 30%
Don't know	97 5%	4 2%	7 7%al	87 5%a	6 8%AL	8 3%	12 6%al	8 5%	8 5%	9 4%	15 6%a	17 6%al	4 2%
Mean	2.71	2.71F	2.80F	2.71	2.61	2.71F	2.48	2.90deFIJ	2.85FIj	2.61	2.61	2.75F	2.86dFIJ
Standard deviation	1.01	1.00	1.00	1.01	1.01	0.96	1.01	0.95	0.96	1.01	1.09	1.01	0.94
Standard error	0.02	0.07	0.10	0.02	0.11	0.07	0.07	0.07	0.08	0.07	0.08	0.06	0.07

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 30

**Q.4 When you think about what happens after you die, how concerned, or otherwise, are you about each of the following?**

**The possibility of family disagreements over money, property or belongings**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Concerned	625 30%	289 29%	336 32%	84 35%H	108 31%H	113 33%H	123 34%H	93 31%H	104 23%	171 31%	163 29%	142 32%	150 31%	111 38%N	263 31%
Very concerned	(4) 231 11%	96 10%	135 13%A	33 13%	33 9%	48 14%H	48 13%h	30 10%	39 9%	65 12%	55 10%	51 11%	59 12%	39 13%	91 11%
Fairly concerned	(3) 395 19%	194 19%	201 19%	52 21%h	75 22%H	65 19%	75 20%H	63 21%H	65 14%	105 19%	107 19%	91 20%	91 19%	72 25%	172 20%
Not very concerned	(2) 638 31%	325 32%	313 30%	76 31%	119 34%	108 31%	103 28%	93 31%	138 31%	190 35%L	176 31%	133 30%	139 28%	89 30%	265 31%
Not at all concerned	(1) 714 35%	361 36%	353 34%	62 26%	101 29%	102 29%	133 36%Cde	114 37%CDe	202 45%CDEFG	167 30%	209 37%l	158 35%	180 37%l	81 28%	293 34%m
NET: Not concerned	1352 66%	686 68%B	666 64%	139 57%	220 64%	210 61%	236 64%	207 68%Ce	340 76%CDEFG	358 65%	385 68%	291 65%	318 65%	169 58%	558 65%m
Don't know	78 4%	32 3%	46 4%	21 9%FGH	18 5%FGH	23 7%FGH	7 2%	5 2%	4 1%	21 4%	22 4%	15 3%	20 4%	12 4%	39 4%
Mean	2.07	2.02	2.12a	2.24GH	2.12H	2.18gH	2.11H	2.03H	1.87	2.13j	2.02	2.08	2.06	2.25N	2.07
Standard deviation	1.01	0.98	1.04	1.02	0.96	1.04	1.05	1.00	0.97	1.00	0.99	1.02	1.04	1.02	1.00
Standard error	0.02	0.03	0.03	0.08	0.05	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.06	0.04

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**



**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 30

**Q.4 When you think about what happens after you die, how concerned, or otherwise, are you about each of the following?**

**The possibility of family disagreements over money, property or belongings**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Concerned	625 30%	59 32%	32 31%	534 30%	22 26%	70 31%	44 24%	55 30%	39 27%	62 30%	95 35%F	89 31%	58 31%
Very concerned	(4) 231 11%	26 14%f	9 9%	196 11%	11 14%	22 10%	13 7%	26 14%f	18 13%	18 9%	31 12%	37 13%f	18 10%
Fairly concerned	(3) 395 19%	33 18%	23 22%	338 19%	10 12%	48 21%	31 17%	29 16%	21 15%	44 22%	63 24%dgh	52 18%	39 21%
Not very concerned	(2) 638 31%	49 26%	39 38%aJ	550 31%	31 37%aJ	72 32%	71 38%AHJ	55 30%	39 27%	61 30%	65 24%	93 32%j	62 34%j
Not at all concerned	(1) 714 35%	73 39%B	27 26%	615 35%b	26 32%	76 34%	61 33%	71 38%b	58 40%B	75 36%b	94 35%	94 33%	59 32%
NET: Not concerned	1352 66%	122 66%	66 64%	1165 66%	57 69%	148 65%	132 72%J	126 68%	97 67%	136 66%	160 60%	187 65%	122 66%
Don't know	78 4%	4 2%	5 5%	68 4%	4 5%	8 4%	9 5%	4 2%	8 5%	7 3%	13 5%	11 4%	6 3%
Mean	2.07	2.07	2.15	2.07	2.09	2.08	1.98	2.06	2.00	2.03	2.12	2.12	2.09
Standard deviation	1.01	1.08	0.93	1.01	1.02	0.99	0.91	1.06	1.06	0.98	1.05	1.03	0.98
Standard error	0.02	0.08	0.09	0.02	0.11	0.07	0.06	0.08	0.09	0.07	0.07	0.06	0.07

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 31

**Q.4 When you think about what happens after you die, how concerned, or otherwise, are you about each of the following?**

**Your funeral wishes not being followed**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Concerned	517 25%	220 22%	297 28%A	77 32%H	93 27%H	92 27%H	97 26%H	79 26%H	78 18%	132 24%	125 22%	110 25%	149 31%JK	84 29%	217 25%
Very concerned	(4) 187 9%	79 8%	107 10%a	36 15%eFH	34 10%h	29 8%	31 8%	31 10%H	26 6%	43 8%	45 8%	39 9%	59 12%J	36 12%n	72 8%
Fairly concerned	(3) 330 16%	141 14%	189 18%A	41 17%	59 17%H	63 18%H	66 18%H	48 16%	52 12%	89 16%	80 14%	70 16%	90 18%j	48 16%	145 17%
Not very concerned	(2) 734 36%	359 36%	375 36%	85 35%	119 34%	117 34%	115 31%	111 36%	187 42%DEF	200 36%	214 38%I	166 37%	154 32%	109 37%	275 32%
Not at all concerned	(1) 707 34%	395 39%B	312 30%	59 24%	110 32%c	109 32%	143 39%Cde	108 35%C	179 40%CDE	193 35%	199 35%	157 35%	159 33%	86 30%	317 37%M
NET: Not concerned	1441 70%	755 75%B	687 66%	143 59%	228 66%	227 65%	258 70%C	219 72%C	366 82%CDEFG	393 71%L	413 73%L	323 72%L	313 64%	195 67%	593 69%
Don't know	97 5%	33 3%	65 6%A	24 10%FGH	25 7%FGH	27 8%FGH	12 3%H	7 2%h	3 1%	24 4%	31 6%	15 3%	26 5%	13 4%	49 6%
Mean	2.00	1.90	2.09A	2.25deFGH	2.05H	2.04H	1.96h	2.01H	1.83	1.97	1.95	1.98	2.11J	2.12N	1.96
Standard deviation	0.95	0.93	0.97	1.02	0.97	0.95	0.97	0.97	0.85	0.93	0.92	0.94	1.02	0.99	0.96
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.06	0.04

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 31

**Q.4 When you think about what happens after you die, how concerned, or otherwise, are you about each of the following?**

**Your funeral wishes not being followed**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Concerned	517 25%	45 24%	25 24%	446 25%	23 28%	58 26%	43 24%	58 31%kL	39 27%i	38 18%	85 32%fIKL	64 22%	37 20%
Very concerned	(4) 187 9%	23 13%cFIkL	14 14%cFIkL	149 8%	13 16%FIKL	23 10%fi	10 5%	17 9%	14 10%	10 5%	30 11%fll	20 7%	10 5%
Fairly concerned	(3) 330 16%	22 12%	11 10%	297 17%	9 12%	34 15%	34 18%	41 22%ABdlkl	25 18%	27 13%	55 21%ABi	44 15%	27 14%
Not very concerned	(2) 734 36%	62 33%	42 41%GJ	630 36%	40 48%AfGJ	84 37%GJ	67 36%GJ	47 25%	61 42%GJ	81 39%GJ	69 26%	111 38%GJ	71 38%GJ
Not at all concerned	(1) 707 34%	76 41%cbDH	29 28%	603 34%	15 18%	73 32%D	65 35%Dh	73 40%bDH	36 25%	80 39%bDH	96 36%DH	95 33%D	68 37%DH
NET: Not concerned	1441 70%	137 74%gJ	71 69%	1233 70%	55 67%	157 70%	132 71%j	120 65%	97 67%	161 79%deGHJ	165 62%	205 71%J	139 75%gJ
Don't know	97 5%	2 1%	7 6%A	88 5%A	4 5%a	11 5%a	9 5%a	6 3%	8 5%A	6 3%	17 6%A	18 6%A	9 5%a
Mean	2.00	1.96	2.11ll	2.00	2.27AeFgIKL	2.04i	1.93	2.01	2.13fikL	1.84	2.08ll	1.96	1.88
Standard deviation	0.95	1.02	1.00	0.94	0.97	0.97	0.89	1.01	0.92	0.85	1.04	0.90	0.87
Standard error	0.02	0.07	0.10	0.02	0.11	0.07	0.06	0.08	0.08	0.06	0.07	0.05	0.07

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 32

**Q.4 When you think about what happens after you die, how concerned, or otherwise, are you about each of the following?**

**Not being there to support family / friends who need your help**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Concerned	1549 75%	720 71%	829 79%A	185 76%	258 75%	276 80%g	273 75%	222 73%	334 75%	412 75%	427 75%	339 76%	371 76%	237 81%N	624 73%
Very concerned	(4) 791 38%	314 31%	477 45%A	109 45%GH	127 37%	161 46%DGH	147 40%Gh	96 32%	151 34%	197 36%	216 38%	176 39%	202 41%i	132 45%N	311 36%
Fairly concerned	(3) 758 37%	406 40%B	352 34%	76 31%	132 38%	115 33%	127 35%	126 41%Ce	183 41%CEf	215 39%	211 37%	163 36%	169 35%	105 36%	312 36%
Not very concerned	(2) 259 13%	157 16%B	103 10%	26 11%	41 12%	33 10%	40 11%	56 18%CDEF	64 14%e	72 13%	72 13%	59 13%	57 12%	38 13%	104 12%
Not at all concerned	(1) 150 7%	90 9%B	60 6%	11 4%	26 8%	18 5%	39 11%CEg	20 7%	36 8%	39 7%	47 8%	32 7%	32 6%	9 3%	84 10%M
NET: Not concerned	409 20%	247 25%B	163 16%	37 15%	67 19%	51 15%	79 22%E	76 25%CE	99 22%cE	111 20%	119 21%	90 20%	89 18%	47 16%	187 22%rn
Don't know	97 5%	40 4%	56 5%	22 9%FGH	21 6%Gh	19 5%g	14 4%	8 2%	14 3%	26 5%	24 4%	18 4%	28 6%	7 2%	48 6%m
Mean	3.12	2.98	3.26A	3.28dFGH	3.11	3.28DFGH	3.08	3.00	3.04	3.09	3.09	3.12	3.18	3.26N	3.05
Standard deviation	0.91	0.93	0.87	0.86	0.91	0.86	0.98	0.88	0.91	0.90	0.93	0.91	0.90	0.81	0.96
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.05	0.04

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 32

**Q.4 When you think about what happens after you die, how concerned, or otherwise, are you about each of the following?**

**Not being there to support family / friends who need your help**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Concerned	1549 75%	148 80%fJ	78 76%	1323 75%	59 71%	173 76%j	131 71%	151 81%dFIJ	118 82%dFIJ	149 73%	182 68%	216 75%	144 78%j
Very concerned	(4) 791 38%	67 36%	53 52%CAEFhJK	670 38%	35 43%i	86 38%	70 38%	78 42%lj	57 40%	63 31%	87 32%	111 39%i	83 45%J
Fairly concerned	(3) 758 37%	81 44%BDFI	24 24%	653 37%B	23 28%	87 38%B	60 33%	73 40%B	61 43%Bdf	86 42%Bdf	96 36%B	105 36%B	62 33%
Not very concerned	(2) 259 13%	16 8%	19 18%AgHj	225 13%	13 16%	32 14%a	27 14%a	18 10%	13 9%	36 17%AgHJ	27 10%	38 13%	23 12%
Not at all concerned	(1) 150 7%	15 8%h	4 4%	131 7%	4 5%	10 4%	17 9%eH	10 6%	4 3%	16 8%h	40 15%aBDEfGHIKL	17 6%	13 7%
NET: Not concerned	409 20%	31 17%	23 22%H	356 20%	17 21%h	42 19%h	43 24%gH	29 15%	17 12%	52 25%aGH	67 25%aGH	54 19%h	35 19%h
Don't know	97 5%	6 3%	2 2%	88 5%	7 8%ll	11 5%	11 6%i	6 3%	9 6%i	4 2%	18 7%i	18 6%i	5 3%
Mean	3.12	3.12j	3.26lJ	3.11	3.19j	3.16iJ	3.06	3.21lJ	3.27fIJ	2.98	2.92	3.15iJ	3.19lJ
Standard deviation	0.91	0.89	0.90	0.91	0.91	0.85	0.97	0.85	0.75	0.90	1.05	0.88	0.92
Standard error	0.02	0.07	0.09	0.02	0.10	0.06	0.07	0.07	0.06	0.06	0.07	0.05	0.07

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 33

**Q.5 Has there ever been a dispute in your family following the death of a family member, and if so, which, if any, of the following was the dispute about?**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Any family dispute	667 32%	322 32%	345 33%	109 44% <sup>DFGH</sup>	116 34% <sup>H</sup>	126 36% <sup>gH</sup>	119 32% <sup>H</sup>	89 29%	109 24%	175 32%	168 29%	154 34%	170 35% <sup>j</sup>	106 36%	294 34%
Money / property	397 19%	191 19%	206 20%	65 27% <sup>FGH</sup>	72 21% <sup>h</sup>	72 21% <sup>h</sup>	66 18%	52 17%	70 16%	110 20%	115 20%	88 20%	84 17%	69 24%	160 19%
Belongings of sentimental value	268 13%	120 12%	148 14%	31 13%	33 10%	55 16% <sup>D</sup>	56 15% <sup>D</sup>	36 12%	58 13%	71 13%	62 11%	67 15%	68 14%	39 13%	109 13%
Funeral wishes	143 7%	57 6%	86 8% <sup>A</sup>	34 14% <sup>EFGH</sup>	30 9% <sup>eH</sup>	16 5%	23 6%	20 6%	19 4%	34 6%	30 5%	36 8%	43 9% <sup>J</sup>	20 7%	64 7%
Decisions that were made about the end of life care which a family member received whilst alive	90 4%	49 5%	41 4%	22 9% <sup>dFGH</sup>	15 4%	19 5% <sup>h</sup>	11 3%	12 4%	11 3%	28 5%	24 4%	21 5%	17 3%	15 5%	43 5%
Care of children	58 3%	36 4% <sup>b</sup>	22 2%	16 7% <sup>FGH</sup>	14 4% <sup>FGH</sup>	18 5% <sup>FGH</sup>	5 1% <sup>h</sup>	3 1%	1 *	16 3%	9 2%	16 3%	17 3% <sup>j</sup>	9 3%	36 4%
Funeral arrangements/ inscription on headstone/wake/ payment	2 *	1 *	2 *	- -	1 *	- -	2 *	- -	- -	1 *	1 *	- -	1 *	1 *	1 *
Outcome of a will reading	2 *	1 *	1 *	- -	- -	- -	- -	1 *	1 *	1 *	- -	- -	1 *	- -	- -
Other answers	11 1%	5 1%	6 1%	7 3% <sup>DEfgH</sup>	- -	- -	2 1%	2 1%	- -	2 *	- -	- -	9 2% <sup>iJK</sup>	* *	7 1%
Don't know	3 *	- -	3 *	- -	1 *	- -	1 *	- -	1 *	1 *	- -	1 *	1 *	1 *	- -
There has never been a dispute in my family following the death of a family member	1388 68%	685 68%	703 67%	136 56%	230 66% <sup>C</sup>	220 64%	247 68% <sup>C</sup>	217 71% <sup>Ce</sup>	339 76% <sup>CDEF</sup>	375 68%	402 71% <sup>l</sup>	293 66%	318 65%	186 64%	565 66%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Prepared by ComRes



## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 33

**Q.5 Has there ever been a dispute in your family following the death of a family member, and if so, which, if any, of the following was the dispute about?**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Any family dispute	667 32%	60 32%	33 32%	575 33%	29 35%	84 37% <sup>HK</sup>	54 29%	64 35% <sup>k</sup>	38 26%	63 31%	104 39% <sup>fHK</sup>	76 27%	62 33%
Money / property	397 19%	42 23% <sup>ef</sup>	24 23%	331 19%	16 20%	34 15%	28 15%	32 17%	27 19%	41 20%	64 24% <sup>EF</sup>	55 19%	33 18%
Belongings of sentimental value	268 13%	22 12%	17 17% <sup>Fh</sup>	228 13%	18 21% <sup>aFGHK</sup>	39 17% <sup>FgHK</sup>	14 8%	18 10%	12 8%	27 13%	39 15% <sup>Fh</sup>	33 12%	28 15% <sup>Fh</sup>
Funeral wishes	143 7%	14 8%	8 8%	121 7%	3 3%	21 9% <sup>Fk</sup>	7 4%	18 10% <sup>dFk</sup>	7 5%	18 9% <sup>f</sup>	21 8%	14 5%	11 6%
Decisions that were made about the end of life care which a family member received whilst alive	90 4%	8 4%	4 4%	77 4%	2 2%	9 4%	7 4%	8 5%	3 2%	18 9% <sup>defHK</sup>	13 5%	6 2%	11 6% <sup>k</sup>
Care of children	58 3%	5 3%	1 1%	52 3%	2 3%	7 3%	5 3%	12 6% <sup>BIK</sup>	3 2%	3 1%	11 4% <sup>k</sup>	3 1%	5 3%
Funeral arrangements/ inscription on headstone/wake/ payment	2 *	1 *	-	2 *	-	-	1 *	-	-	1 *	-	1 *	-
Outcome of a will reading	2 *	-	-	2 *	-	-	* *	-	1 *	-	-	* *	-
Other answers	11 1%	* *	1 1%	10 1%	1 1%	2 1%	1 *	-	-	-	2 1%	-	5 3% <sup>aghk</sup>
Don't know	3 *	-	-	3 *	-	-	-	-	-	-	1 *	1 *	1 *
There has never been a dispute in my family following the death of a family member	1388 68%	125 68%	70 68%	1193 67%	53 65%	142 63%	131 71% <sup>j</sup>	121 65%	106 74% <sup>EJ</sup>	142 69%	163 61%	211 73% <sup>EgJ</sup>	123 67%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

**\* small base**

Prepared by ComRes

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 34

**Q.5 Has there ever been a dispute in your family following the death of a family member, and if so, which, if any, of the following was the dispute about?**

**Base: All respondents who had a dispute in their family following the death of a family member**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	649	305	344	75	122	109	131	100	112	203	162	109	175	89	256
Weighted base	667	322	345	109*	116*	126*	119	89*	109*	175	168	154*	170	106*	294
NET: Any family dispute	667	322	345	109	116	126	119	89	109	175	168	154	170	106	294
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Money / property	397	191	206	65	72	72	66	52	70	110	115	88	84	69	160
	59%	59%	60%	60%	62%	57%	55%	59%	64%	63%L	68%kL	57%	49%	65%	54%
Belongings of sentimental value	268	120	148	31	33	55	56	36	58	71	62	67	68	39	109
	40%	37%	43%	28%	29%	44%cD	47%CD	40%	53%CD	40%	37%	43%	40%	37%	37%
Funeral wishes	143	57	86	34	30	16	23	20	19	34	30	36	43	20	64
	21%	18%	25%a	31%Eh	26%E	13%	20%	22%	17%	19%	18%	23%	25%	19%	22%
Decisions that were made about the end of life care which a family member received whilst alive	90	49	41	22	15	19	11	12	11	28	24	21	17	15	43
	13%	15%	12%	20%f	13%	15%	9%	13%	10%	16%	14%	14%	10%	14%	15%
Care of children	58	36	22	16	14	18	5	3	1	16	9	16	17	9	36
	9%	11%b	6%	15%FGH	12%FgH	14%FGH	4%	4%	1%	9%	5%	10%	10%	8%	12%
Funeral arrangements/ inscription on headstone/wake/ payment	2	1	2	-	1	-	2	-	-	1	1	-	1	1	1
	*	*	*	-	*	-	1%	-	-	*	1%	-	*	1%	*
Outcome of a will reading	2	1	1	-	-	-	-	1	1	1	-	-	1	-	-
	*	*	*	-	-	-	-	1%	1%	1%	-	-	*	-	-
Other answers	11	5	6	7	-	-	2	2	-	2	-	-	9	*	7
	2%	2%	2%	6%DEH	-	-	2%	2%	-	1%	-	-	5%iJK	*	2%
Don't know	3	-	3	-	1	-	1	-	1	1	-	1	1	1	-
	*	-	1%	-	1%	-	1%	-	1%	*	-	*	1%	1%	-

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

\* small base



## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 34

**Q.5 Has there ever been a dispute in your family following the death of a family member, and if so, which, if any, of the following was the dispute about?**

**Base: All respondents who had a dispute in their family following the death of a family member**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	649	61	33	555	29	78	56	60	39	59	87	89	58
Weighted base	667	60*	33**	575	29**	84*	54*	64*	38*	63*	104*	76*	62*
NET: Any family dispute	667	60	33	575	29	84	54	64	38	63	104	76	62
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Money / property	397	42	24	331	16	34	28	32	27	41	64	55	33
	59%	70% <sup>cEFGI</sup>	73%	58%	56%	41%	52%	50%	71% <sup>Efg</sup>	65% <sup>E</sup>	62% <sup>E</sup>	72% <sup>EFGL</sup>	53%
Belongings of sentimental value	268	22	17	228	18	39	14	18	12	27	39	33	28
	40%	37%	53%	40%	60%	47% <sup>FG</sup>	26%	28%	32%	43% <sup>f</sup>	38%	43% <sup>fg</sup>	45% <sup>fg</sup>
Funeral wishes	143	14	8	121	3	21	7	18	7	18	21	14	11
	21%	23%	24%	21%	10%	25%	13%	29% <sup>f</sup>	19%	29% <sup>f</sup>	20%	19%	17%
Decisions that were made about the end of life care which a family member received whilst alive	90	8	4	77	2	9	7	8	3	18	13	6	11
	13%	13%	14%	13%	7%	11%	12%	13%	9%	28% <sup>aEfgHJK</sup>	13%	8%	17%
Care of children	58	5	1	52	2	7	5	12	3	3	11	3	5
	9%	9%	2%	9%	7%	9%	10%	18% <sup>IK</sup>	9%	4%	11%	5%	8%
Funeral arrangements/ inscription on headstone/wake/ payment	2	1	-	2	-	-	1	-	-	1	-	1	-
	*	1%	-	*	-	-	1%	-	-	1%	-	1%	-
Outcome of a will reading	2	-	-	2	-	-	*	-	1	-	-	*	-
	*	-	-	*	-	-	1%	-	2%	-	-	1%	-
Other answers	11	*	1	10	1	2	1	-	-	-	2	-	5
	2%	1%	2%	2%	2%	2%	1%	-	-	-	2%	-	7% <sup>gik</sup>
Don't know	3	-	-	3	-	-	-	-	-	-	1	1	1
	*	-	-	*	-	-	-	-	-	-	1%	1%	1%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 35  
**Q.6 How familiar, or otherwise, are you with each of the following terms?**  
**Summary Table**  
**Base: All respondents**

	Terms				
	Palliative care	End of life care	Advance care planning	Do Not Attempt Cardio Pulmonary Resuscitation (DNACPR)	Hospice care
Unweighted base	2055	2055	2055	2055	2055
Weighted base	2055	2055	2055	2055	2055
Never heard of it	447 22%	390 19%	744 36%	375 18%	138 7%
NET: At least heard of	1608 78%	1665 81%	1311 64%	1680 82%	1917 93%
Heard of it but don't know what it is	396 19%	428 21%	550 27%	212 10%	230 11%
Have heard of it and know what it is	943 46%	993 48%	638 31%	1245 61%	1385 67%
Know what it is and have direct experience of this	268 13%	245 12%	124 6%	223 11%	302 15%

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 36

**Q.6 How familiar, or otherwise, are you with each of the following terms?****Palliative care****Base: All respondents**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
Never heard of it	447 22%	248 25%B	200 19%	95 39% <i>EFGH</i>	120 35% <i>eFGH</i>	94 27% <i>FGH</i>	65 18% <i>GH</i>	32 11%	42 9%	93 17%	129 23% <i>l</i>	117 26% <i>l</i>	109 22% <i>l</i>	50 17%	234 27% <i>M</i>
NET: At least heard of	1608 78%	760 75%	848 81%A	150 61%	226 65%	252 73% <i>Cd</i>	301 82% <i>CDE</i>	273 89% <i>CDEF</i>	406 91% <i>CDEF</i>	457 83% <i>JKL</i>	441 77%	331 74%	379 78%	242 83% <i>N</i>	625 73%
Heard of it but don't know what it is	396 19%	215 21%B	181 17%	58 24% <i>gH</i>	68 20% <i>H</i>	81 23% <i>GH</i>	77 21% <i>H</i>	50 16%	62 14%	94 17%	104 18%	94 21%	104 21%	62 21%	172 20%
Have heard of it and know what it is	943 46%	433 43%	510 49%A	67 27%	127 37% <i>c</i>	136 39% <i>C</i>	166 45% <i>CD</i>	179 59% <i>CDEF</i>	269 60% <i>CDEF</i>	285 52% <i>JKL</i>	259 45%	188 42%	211 43%	132 45%	352 41%
Know what it is and have direct experience of this	268 13%	112 11%	157 15%A	24 10%	31 9%	36 10%	58 16% <i>cDe</i>	44 15% <i>D</i>	75 17% <i>CDE</i>	77 14%	78 14%	49 11%	64 13%	48 16% <i>n</i>	102 12%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 36

**Q.6 How familiar, or otherwise, are you with each of the following terms?****Palliative care****Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
Never heard of it	447 22%	33 18%	27 26%l	387 22%	14 17%	52 23%l	47 25%al	45 24%l	26 18%	28 14%	83 31%ADeHIKL	59 21%i	33 18%
NET: At least heard of	1608 78%	152 82%fJ	76 74%	1380 78%	68 83%J	174 77%j	138 75%	140 76%	118 82%J	177 86%BFGJK	184 69%	229 79%J	152 82%J
Heard of it but don't know what it is	396 19%	36 20%	15 15%	345 19%	18 22%	43 19%	43 23%K	42 23%K	37 26%bJK	39 19%	47 18%	42 15%	34 19%
Have heard of it and know what it is	943 46%	98 53%cGHJ	45 43%	800 45%	37 45%	102 45%	82 44%	74 40%	58 41%	109 53%GHJ	108 40%	147 51%GhJ	84 45%
Know what it is and have direct experience of this	268 13%	18 10%	16 15%F	235 13%	13 16%F	30 13%f	13 7%	24 13%f	22 15%F	30 14%F	29 11%	40 14%F	34 18%AFj

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 37

**Q.6 How familiar, or otherwise, are you with each of the following terms?****End of life care****Base: All respondents**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
Never heard of it	390 19%	231 23%B	158 15%	65 27%FGH	101 29%FGH	81 23%FGH	57 16%H	42 14%	43 10%	79 14%	113 20%I	107 24%I	91 19%i	48 16%	198 23%M
NET: At least heard of	1665 81%	776 77%	889 85%A	179 73%	245 71%	265 77%	309 84%CDE	263 86%CDE	404 90%CDEF	470 86%JKI	457 80%	341 76%	397 81%	244 84%N	661 77%
Heard of it but don't know what it is	428 21%	209 21%	219 21%	60 25%D	57 16%	73 21%	81 22%d	62 20%	95 21%	115 21%	129 23%	84 19%	99 20%	54 18%	172 20%
Have heard of it and know what it is	993 48%	463 46%	530 51%a	93 38%	153 44%	159 46%	176 48%C	164 54%CDe	249 56%CDEF	281 51%	269 47%	202 45%	240 49%	148 51%	392 46%
Know what it is and have direct experience of this	245 12%	104 10%	141 13%A	26 11%	36 10%	33 10%	52 14%e	38 12%	60 13%	74 14%	58 10%	54 12%	58 12%	42 14%	97 11%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 37

**Q.6 How familiar, or otherwise, are you with each of the following terms?****End of life care****Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humbshire & (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
Never heard of it	390 19%	30 16%	29 28%CADEhIKL	330 19%	7 9%	35 16%	44 24%aDeIKL	39 21%Dil	27 18%d	28 14%	80 30%ADEgHIKL	45 16%	25 13%
NET: At least heard of	1665 81%	155 84%BfJ	74 72%	1437 81%B	75 91%BFGhJ	191 84%BfJ	141 76%	146 79%j	117 82%bJ	177 86%BFgJ	187 70%	243 84%BFJ	160 87%BFgJ
Heard of it but don't know what it is	428 21%	46 25%gl	26 25%gl	356 20%	16 19%	52 23%l	33 18%	30 16%	30 21%	30 14%	60 22%i	66 23%gl	40 22%
Have heard of it and know what it is	993 48%	90 49%Bj	36 35%	867 49%B	48 59%BehJ	106 47%b	94 51%BJ	97 52%BJ	67 46%	120 59%aBEHJkl	105 39%	140 49%Bj	89 48%b
Know what it is and have direct experience of this	245 12%	18 10%	11 11%	215 12%	11 13%	33 14%Fj	13 7%	19 11%	21 15%Fj	27 13%f	22 8%	36 12%f	32 17%aFJ

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 38

**Q.6 How familiar, or otherwise, are you with each of the following terms?**

**Advance care planning**

**Base: All respondents**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
Never heard of it	744 36%	388 39%B	355 34%	100 41%GH	157 45%FGH	141 41%fGH	124 34%	89 29%	133 30%	165 30%	222 39%l	182 41%l	174 36%i	99 34%	325 38%
NET: At least heard of	1311 64%	619 61%	693 66%A	144 59%	189 55%	205 59%	242 66%De	217 71%CDE	314 70%CDE	384 70%JKI	347 61%	266 59%	314 64%	193 66%	534 62%
Heard of it but don't know what it is	550 27%	268 27%	281 27%	81 33%D	80 23%	89 26%	98 27%	84 27%	119 27%	151 27%	150 26%	117 26%	132 27%	76 26%	244 28%
Have heard of it and know what it is	638 31%	299 30%	338 32%	50 20%	89 26%	96 28%c	120 33%Cd	113 37%CDE	170 38%CDE	190 35%K	172 30%	122 27%	155 32%	92 32%	240 28%
Know what it is and have direct experience of this	124 6%	51 5%	73 7%	13 5%	20 6%	21 6%	24 7%	19 6%	26 6%	44 8%J	25 4%	27 6%	28 6%	25 9%	51 6%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 38

**Q.6 How familiar, or otherwise, are you with each of the following terms?****Advance care planning****Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
Never heard of it	744 36%	61 33%	47 46%caDgIkL	635 36%	24 29%	87 38%IL	85 46%ADGikL	62 33%	53 37%I	57 28%	117 44%aDgIkL	101 35%	50 27%
NET: At least heard of	1311 64%	124 67%bFj	56 54%	1132 64%b	59 71%BFJ	139 62%	100 54%	123 67%bFj	91 63%	148 72%BEFJ	150 56%	187 65%bFj	135 73%BEFhJ
Heard of it but don't know what it is	550 27%	46 25%	23 22%	481 27%	26 32%	51 22%	48 26%	58 31%ej	37 25%	60 29%	60 22%	80 28%	62 34%bEJ
Have heard of it and know what it is	638 31%	71 38%cBFJ	25 24%	542 31%	25 31%	75 33%	49 26%	58 32%	43 30%	70 34%	72 27%	90 31%	58 31%
Know what it is and have direct experience of this	124 6%	6 3%	8 8%F	110 6%	7 9%F	13 6%F	3 1%	7 4%	11 8%F	18 9%aFg	19 7%F	17 6%F	14 8%F

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base



**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 39

**Q.6 How familiar, or otherwise, are you with each of the following terms?****Do Not Attempt Cardio Pulmonary Resuscitation (DNACPR)****Base: All respondents**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
Never heard of it	375 18%	208 21%B	167 16%	73 30%eFGH	92 27%FGH	75 22%GH	61 17%GH	26 9%	48 11%	99 18%	101 18%	97 22%l	79 16%	56 19%	180 21%
NET: At least heard of	1680 82%	799 79%	881 84%A	172 70%	254 73%	271 78%c	305 83%CD	279 91%CDEF	400 89%CDEF	451 82%	469 82%	351 78%	410 84%k	236 81%	679 79%
Heard of it but don't know what it is	212 10%	135 13%B	77 7%	26 11%	34 10%	49 14%FH	31 9%	35 11%	37 8%	63 12%	49 9%	55 12%	44 9%	21 7%	113 13%M
Have heard of it and know what it is	1245 61%	559 56%	686 65%A	123 50%	189 55%	189 55%	234 64%CDE	207 68%CDE	303 68%CDE	320 58%	361 63%ik	251 56%	313 64%iK	178 61%	487 57%
Know what it is and have direct experience of this	223 11%	106 10%	117 11%	23 9%	31 9%	33 9%	40 11%	37 12%	59 13%d	68 12%	58 10%	44 10%	53 11%	38 13%	79 9%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 39

**Q.6 How familiar, or otherwise, are you with each of the following terms?**

**Do Not Attempt Cardio Pulmonary Resuscitation (DNACPR)**

**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
Never heard of it	375 18%	21 11%	26 25%AikL	328 19%A	17 20%a	41 18%a	34 18%a	38 20%A	23 16%	33 16%	71 27%AefHIKL	47 16%	25 14%
NET: At least heard of	1680 82%	164 89%CBdefGJ	77 75%	1439 81%	65 80%	185 82%j	151 82%j	147 80%	121 84%J	173 84%bJ	196 73%	241 84%bJ	160 86%BJ
Heard of it but don't know what it is	212 10%	29 15%CbDHjK	7 7%	176 10%	5 6%	23 10%	25 13%dh	20 11%	9 6%	22 11%	25 9%	25 9%	23 13%h
Have heard of it and know what it is	1245 61%	119 65%	57 56%	1068 60%	52 63%	133 59%	113 61%	111 60%	97 67%b	122 59%	155 58%	177 61%	108 59%
Know what it is and have direct experience of this	223 11%	16 9%	13 12%j	195 11%	9 11%	28 12%fJ	13 7%	17 9%	15 11%	29 14%fJ	16 6%	40 14%fJ	28 15%aFJ

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 40  
**Q.6 How familiar, or otherwise, are you with each of the following terms?**  
**Hospice care**  
**Base: All respondents**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
Never heard of it	138 7%	75 7%	63 6%	40 16% <sup>EFGH</sup>	57 17% <sup>EFGH</sup>	29 8% <sup>FGH</sup>	5 1%	3 1%	4 1%	29 5%	43 8%	34 8%	31 6%	18 6%	80 9%
NET: At least heard of	1917 93%	932 93%	985 94%	205 84%	289 83%	317 92% <sup>CD</sup>	361 99% <sup>CDE</sup>	302 99% <sup>CDE</sup>	444 99% <sup>CDE</sup>	520 95%	526 92%	413 92%	457 94%	273 94%	779 91%
Heard of it but don't know what it is	230 11%	136 13% <sup>B</sup>	94 9%	48 20% <sup>FGH</sup>	56 16% <sup>fGH</sup>	47 14% <sup>GH</sup>	39 11% <sup>H</sup>	23 8% <sup>H</sup>	17 4%	54 10%	72 13%	56 13%	47 10%	33 11%	118 14%
Have heard of it and know what it is	1385 67%	651 65%	734 70% <sup>A</sup>	129 53%	201 58%	223 64% <sup>C</sup>	261 71% <sup>CDe</sup>	223 73% <sup>CDE</sup>	349 78% <sup>CDEF</sup>	372 68%	381 67%	294 66%	338 69%	198 68%	536 62%
Know what it is and have direct experience of this	302 15%	146 14%	157 15%	28 12%	32 9%	47 14%	61 17% <sup>D</sup>	56 18% <sup>cD</sup>	78 17% <sup>cD</sup>	94 17% <sup>j</sup>	73 13%	63 14%	72 15%	43 15%	125 15%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 40

**Q.6 How familiar, or otherwise, are you with each of the following terms?**

**Hospice care**

**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
Never heard of it	138 7%	6 3%	7 7%	125 7%a	3 3%	18 8%a	13 7%	10 5%	6 4%	8 4%	40 15%Ab	19 6%DEFGHIKL	9 5%
NET: At least heard of	1917 93%	179 97%ceJ	96 93%j	1642 93%	80 97%J	208 92%J	172 93%J	175 95%J	137 96%J	198 96%J	227 85%	269 94%J	176 95%J
Heard of it but don't know what it is	230 11%	28 15%celK	17 16%celK	185 10%	7 8%	20 9%	20 11%k	26 14%iK	25 17%dEIK	16 8%	35 13%iK	17 6%	20 11%
Have heard of it and know what it is	1385 67%	128 69%hJ	64 62%	1193 67%	59 72%hJ	158 70%hJ	131 71%HJ	131 71%hJ	86 60%	152 74%bHJ	151 57%	201 70%HJ	123 67%j
Know what it is and have direct experience of this	302 15%	22 12%	15 15%	265 15%	14 16%	30 13%	21 11%	18 10%	27 19%fG	31 15%	40 15%	50 17%fG	34 18%fG

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 41

**Q.7 Thinking about end of life care and end of life wishes, to what extent do you agree or disagree with each of the following statements?**

**Summary Table****Base: All respondents / respondents with partner**

		Statements				
		Providing end of life care for people who are dying should be a fundamental part of the work of the NHS	All healthcare professionals should receive compulsory training in how to talk sensitively to people who are dying and their families	I wouldn't know how to arrange end of life care and support for myself or a family member who was dying	I don't know the end of life wishes of my partner	All adults should be required to have a will to help avoid disputes after they have died (e.g. around money, property, legal guardians for children)
Unweighted base		2055	2055	2055	1204	2055
Weighted base		2055	2055	2055	1206	2055
NET: Agree		1756 85%	1842 90%	1220 59%	616 51%	1646 80%
Strongly agree	(4)	928 45%	1126 55%	408 20%	201 17%	776 38%
Tend to agree	(3)	828 40%	716 35%	812 40%	415 34%	870 42%
Tend to disagree	(2)	103 5%	70 3%	452 22%	289 24%	173 8%
Strongly disagree	(1)	25 1%	22 1%	223 11%	238 20%	44 2%
NET: Disagree		128 6%	92 4%	676 33%	528 44%	217 11%
Don't know		171 8%	121 6%	159 8%	62 5%	192 9%
Mean		3.41	3.52	2.74	2.51	3.28
Standard deviation		0.66	0.63	0.93	1.01	0.73
Standard error		0.02	0.01	0.02	0.03	0.02

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 42

**Q.7 Thinking about end of life care and end of life wishes, to what extent do you agree or disagree with each of the following statements?**

**Providing end of life care for people who are dying should be a fundamental part of the work of the NHS**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Agree	1756 85%	840 83%	916 87%A	175 72%	286 83%C	292 84%C	318 87%C	275 90%CD <sub>e</sub>	409 91%CDEF	477 87%	488 86%	379 85%	412 84%	244 84%	719 84%
Strongly agree	(4) 45%	928 37%	376 53%A	104 42%	143 41%	147 43%	162 44%	163 53%CDEF <sub>h</sub>	208 47%	237 43%	276 49% <sub>i</sub>	190 42%	225 46%	137 47%	352 41%
Tend to agree	(3) 40%	828 46%B	365 35%	72 29%	143 41%C	145 42%C	156 43%C	112 37%	200 45%CG	240 44% <sub>J</sub>	211 37%	190 42%	188 38%	107 37%	367 43%
Tend to disagree	(2) 5%	103 6%B	40 4%	24 10% <sub>d</sub> EF <sub>g</sub> H	18 5%	14 4%	14 4%	15 5%	18 4%	33 6%	24 4%	24 5%	22 4%	23 8%	43 5%
Strongly disagree	(1) 1%	25 2%B	5 *	6 3% <sub>e</sub> G	8 2% <sub>e</sub> G	1 *	6 2% <sub>g</sub>	* *	4 1%	6 1%	4 1%	11 2% <sub>j</sub>	5 1%	9 3% <sub>n</sub>	9 1%
NET: Disagree	128 6%	83 8%B	45 4%	30 12% <sub>d</sub> EF <sub>g</sub> H	25 7%	15 4%	21 6%	15 5%	22 5%	39 7%	28 5%	35 8%	27 5%	31 11% <sub>N</sub>	52 6%
Don't know	171 8%	84 8%	87 8%	39 16% <sub>d</sub> FG <sub>H</sub>	34 10% <sub>G</sub> H	38 11% <sub>G</sub> H	27 7% <sub>H</sub>	15 5%	17 4%	33 6%	55 10% <sub>l</sub>	34 8%	49 10% <sub>l</sub>	17 6%	87 10% <sub>m</sub>
Mean	3.41	3.30	3.52 <sub>A</sub>	3.33	3.35	3.43	3.40	3.51 <sub>CD</sub> F <sub>h</sub>	3.43	3.37	3.48 <sub>I</sub> K	3.35	3.44	3.35	3.38
Standard deviation	0.66	0.69	0.60	0.80	0.70	0.60	0.66	0.60	0.62	0.66	0.62	0.71	0.64	0.76	0.65
Standard error	0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.04	0.03	0.05	0.02

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 42

**Q.7 Thinking about end of life care and end of life wishes, to what extent do you agree or disagree with each of the following statements?**

**Providing end of life care for people who are dying should be a fundamental part of the work of the NHS**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Agree	1756 85%	160 87%	89 86%	1507 85%	76 93%FGJ	193 85%	154 83%	150 81%	131 91%fGJ	178 86%	213 80%	252 88%gJ	161 87%j
Strongly agree	(4) 928 45%	84 45%	42 41%	802 45%	35 42%	103 46%	95 51%G	69 37%	60 42%	90 44%	119 45%	139 48%G	92 50%G
Tend to agree	(3) 828 40%	76 41%f	47 46%F	705 40%	42 51%FJKl	90 40%	59 32%	81 44%F	71 49%FJKl	87 43%f	94 35%	113 39%	69 37%
Tend to disagree	(2) 103 5%	11 6%H	5 5%	86 5%	1 1%	11 5%h	10 5%h	8 4%	2 1%	14 7%dH	17 7%dH	14 5%h	8 5%
Strongly disagree	(1) 25 1%	1 *	3 3%	22 1%	- -	2 1%	5 3%k	2 1%	1 1%	2 1%	4 2%	2 1%	4 2%
NET: Disagree	128 6%	12 7%dh	8 8%dh	108 6%	1 1%	13 6%	15 8%DH	10 5%	3 2%	16 8%dh	22 8%DH	16 6%	12 6%d
Don't know	171 8%	13 7%	6 6%	152 9%	5 6%	20 9%	17 9%	25 14%abdhIKL	10 7%	12 6%	32 12%ik	20 7%	12 6%
Mean	3.41	3.41	3.32	3.42	3.43	3.43	3.45	3.35	3.41	3.38	3.39	3.45	3.44
Standard deviation	0.66	0.64	0.71	0.66	0.52	0.64	0.73	0.64	0.58	0.66	0.71	0.63	0.69
Standard error	0.02	0.05	0.07	0.02	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.04	0.05

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 43

**Q.7 Thinking about end of life care and end of life wishes, to what extent do you agree or disagree with each of the following statements?**

**All healthcare professionals should receive compulsory training in how to talk sensitively to people who are dying and their families**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Agree	1842 90%	878 87%	964 92%A	202 83%	289 83%	305 88%	325 89%cd	289 95%CDEF	431 96%CDEF	501 91%k	510 90%	392 88%	438 90%	257 88%	744 87%
Strongly agree	(4) 1126 55%	459 46%	666 64%A	130 53%	168 48%	180 52%	198 54%	191 63%cDEF	259 58%D	280 51%	327 57%l	233 52%	286 59%lk	163 56%	427 50%
Tend to agree	(3) 716 35%	419 42%B	297 28%	73 30%	121 35%	125 36%	128 35%	97 32%	172 38%cg	222 40%JL	183 32%	159 36%	152 31%	94 32%	317 37%
Tend to disagree	(2) 70 3%	48 5%B	22 2%	7 3%	20 6%gH	10 3%	19 5%gH	8 3%	7 2%	15 3%	19 3%	22 5%	14 3%	16 5%	34 4%
Strongly disagree	(1) 22 1%	17 2%B	5 *	5 2%gH	9 3%efGH	3 1%	3 1%	1 *	1 *	5 1%	5 1%	7 1%	6 1%	5 2%	16 2%
NET: Disagree	92 4%	65 6%B	28 3%	12 5%h	29 8%EGH	13 4%	22 6%gH	8 3%	8 2%	19 4%	24 4%	28 6%i	20 4%	20 7%	50 6%
Don't know	121 6%	65 6%	57 5%	30 12%FGH	28 8%GH	28 8%GH	19 5%h	8 3%	8 2%	29 5%	35 6%	28 6%	30 6%	14 5%	65 8%
Mean	3.52	3.40	3.64A	3.53	3.41	3.52d	3.50	3.61DeF	3.57Df	3.49	3.56ik	3.47	3.57ik	3.50	3.46
Standard deviation	0.63	0.67	0.55	0.67	0.74	0.61	0.64	0.55	0.54	0.60	0.61	0.67	0.62	0.68	0.67
Standard error	0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.03	0.02	0.02	0.03	0.04	0.03	0.04	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**



## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 43

**Q.7 Thinking about end of life care and end of life wishes, to what extent do you agree or disagree with each of the following statements?**

**All healthcare professionals should receive compulsory training in how to talk sensitively to people who are dying and their families**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Agree	1842 90%	168 91%	91 89%	1582 90%	74 90%	199 88%	162 88%	163 88%	131 91%	185 90%	235 88%	261 91%	171 92%
Strongly agree	(4) 1126 55%	91 49%	63 62%agi	971 55%	43 52%	118 52%	108 59%g	89 48%	81 56%	104 50%	156 58%g	171 59%AGi	101 55%
Tend to agree	(3) 716 35%	77 41%cBFJK	28 27%	611 35%	31 38%	81 36%	54 29%	74 40%bfjk	50 35%	82 40%bFJk	79 30%	90 31%	70 38%
Tend to disagree	(2) 70 3%	5 3%	7 6%jL	58 3%	3 3%	12 5%jL	7 4%l	6 3%	4 3%	10 5%L	6 2%	8 3%	2 1%
Strongly disagree	(1) 22 1%	3 1%	2 2%i	17 1%	- -	2 1%	3 2%i	4 2%i	1 1%	- -	4 2%	3 1%	1 *
NET: Disagree	92 4%	8 4%	9 8%ckL	76 4%	3 3%	14 6%L	10 6%l	10 5%l	5 4%	10 5%l	10 4%	11 4%	3 1%
Don't know	121 6%	9 5%	3 3%	110 6%	6 7%	13 6%	12 7%	12 6%	8 6%	10 5%	22 8%b	16 6%	11 6%
Mean	3.52	3.46	3.53	3.53	3.53	3.48	3.55	3.44	3.55	3.48	3.58ag	3.58aeG	3.56
Standard deviation	0.63	0.63	0.71	0.62	0.57	0.65	0.66	0.67	0.59	0.60	0.63	0.60	0.55
Standard error	0.01	0.05	0.07	0.02	0.06	0.04	0.05	0.05	0.05	0.04	0.04	0.03	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 44

**Q.7 Thinking about end of life care and end of life wishes, to what extent do you agree or disagree with each of the following statements?**

**I wouldn't know how to arrange end of life care and support for myself or a family member who was dying**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Agree	1220 59%	613 61%	607 58%	167 69%FGH	237 68%FGH	216 63%H	214 58%H	169 56%h	216 48%	314 57%	331 58%	281 63%	294 60%	179 61%	535 62%
Strongly agree	(4) 408 20%	204 20%	203 19%	65 27%GH	86 25%GH	73 21%H	78 21%gH	48 16%	57 13%	102 19%	107 19%	101 22%	98 20%	57 20%	180 21%
Tend to agree	(3) 812 40%	409 41%	404 39%	102 42%	151 44%H	143 41%	135 37%	122 40%	159 36%	212 39%	224 39%	181 40%	196 40%	122 42%	355 41%
Tend to disagree	(2) 452 22%	218 22%	234 22%	30 12%	43 13%	70 20%CD	83 23%CD	79 26%CD	146 33%CDEFG	131 24%	133 23%	88 20%	100 21%	57 19%	170 20%
Strongly disagree	(1) 223 11%	95 9%	128 12%a	15 6%	29 8%	25 7%	47 13%CdE	41 13%CdE	67 15%CDE	69 12%	59 10%	43 10%	53 11%	33 11%	80 9%
NET: Disagree	676 33%	313 31%	362 35%	44 18%	73 21%	95 27%Cd	130 35%CDE	120 39%CDE	213 48%CDEFG	200 36%K	192 34%	131 29%	154 31%	90 31%	250 29%
Don't know	159 8%	81 8%	79 7%	32 13%FGH	36 11%fGH	35 10%fGH	23 6%	15 5%	18 4%	36 7%	47 8%	36 8%	41 8%	23 8%	73 9%
Mean	2.74	2.78	2.70	3.03eFGH	2.95FGH	2.85fGH	2.71H	2.61h	2.48	2.68	2.73	2.82l	2.76	2.76	2.81
Standard deviation	0.93	0.91	0.94	0.85	0.89	0.87	0.97	0.92	0.91	0.94	0.91	0.92	0.93	0.93	0.90
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 44

**Q.7 Thinking about end of life care and end of life wishes, to what extent do you agree or disagree with each of the following statements?**

**I wouldn't know how to arrange end of life care and support for myself or a family member who was dying**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Agree	1220 59%	103 56%	59 58%	1057 60%	52 63%	149 66%all	107 58%	108 58%	91 63%	110 54%	158 59%	179 62%i	102 55%
Strongly agree	(4) 408 20%	31 17%	24 23%L	353 20%	13 15%	57 25%adL	39 21%L	39 21%L	35 24%iL	32 16%	57 21%L	58 20%L	23 12%
Tend to agree	(3) 812 40%	72 39%	36 35%	705 40%	40 48%b	92 41%	68 37%	68 37%	56 39%	78 38%	101 38%	121 42%	80 43%
Tend to disagree	(2) 452 22%	48 26%E	24 23%	380 22%	15 18%	38 17%	37 20%	37 20%	28 19%	53 26%E	58 22%	65 23%	49 26%E
Strongly disagree	(1) 223 11%	20 11%	14 13%	189 11%	10 12%	21 9%	21 11%	22 12%	14 10%	30 14%jk	23 9%	26 9%	23 12%
NET: Disagree	676 33%	68 37%E	38 37%e	569 32%	25 30%	59 26%	58 31%	59 32%	42 29%	83 40%Efhjk	81 30%	91 32%	72 39%Eh
Don't know	159 8%	13 7%	6 5%	140 8%	6 7%	18 8%	20 11%k	18 10%	11 8%	12 6%	28 10%	17 6%	10 6%
Mean	2.74	2.67	2.71	2.75	2.72	2.89AIL	2.76	2.75	2.84IL	2.58	2.80IL	2.78IL	2.59
Standard deviation	0.93	0.91	0.99	0.92	0.89	0.92	0.95	0.97	0.94	0.94	0.91	0.89	0.88
Standard error	0.02	0.07	0.10	0.02	0.10	0.06	0.07	0.08	0.08	0.07	0.07	0.05	0.07

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 45

**Q.7 Thinking about end of life care and end of life wishes, to what extent do you agree or disagree with each of the following statements?**

**I don't know the end of life wishes of my partner**

**Base: All respondents with partner**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	1204	634	570	38	219	193	220	216	318	456	281	220	247	165	437
Weighted base	1206	640	566	44*	222	213	225	202	301	373	297	306	230	184	497
NET: Agree	616 51%	315 49%	301 53%	30 68%GH	133 60%GH	137 65%GH	128 57%GH	90 45%H	98 33%	181 48%	153 52%	163 53%	119 52%	95 52%	291 59%
Strongly agree (4)	201 17%	97 15%	104 18%	14 33%FgH	54 24%FH	51 24%FH	25 11%	35 18%fH	21 7%	50 13%	51 17%	59 19% <i>i</i>	41 18%	36 20%	96 19%
Tend to agree (3)	415 34%	218 34%	197 35%	16 36%	79 35%gH	86 41%GH	103 46%DGH	54 27%	77 26%	131 35%	102 34%	104 34%	79 34%	59 32%	194 39%
Tend to disagree (2)	289 24%	157 25%	133 23%	7 15%	50 22%	35 16%	51 23%	46 23%	101 34%CDEFG	98 26%	62 21%	69 22%	61 26%	42 23%	103 21%
Strongly disagree (1)	238 20%	134 21%	104 18%	3 8%	18 8%	25 12%	38 17%D	60 29%CDEF	94 31%CDEF	78 21%	65 22%	58 19%	37 16%	32 18%	76 15%
NET: Disagree	528 44%	291 46%	236 42%	10 22%	68 31%	60 28%	89 40%cdE	106 52%CDEF	195 65%CDEFG	176 47%	127 43%	126 41%	98 43%	74 40%	179 36%
Don't know	62 5%	33 5%	28 5%	4 9%H	21 10%FGH	15 7%H	7 3%	7 3%	7 2%	17 4%	16 5%	17 5%	13 5%	14 8%	27 5%
Mean	2.51	2.46	2.56	3.03	2.84FGH	2.82FGH	2.53gH	2.34H	2.09	2.43	2.50	2.57	2.56	2.59	2.66
Standard deviation	1.01	1.01	1.01	0.94	0.93	0.96	0.91	1.10	0.93	0.98	1.04	1.03	0.98	1.03	0.98
Standard error	0.03	0.04	0.04	0.16	0.07	0.07	0.06	0.08	0.05	0.05	0.06	0.07	0.06	0.08	0.05

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

\* small base

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 45

**Q.7 Thinking about end of life care and end of life wishes, to what extent do you agree or disagree with each of the following statements?**

**I don't know the end of life wishes of my partner**

**Base: All respondents with partner**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	1204	105	62	1037	52	125	111	109	100	132	106	184	118
Weighted base	1206	103*	61*	1043	50*	126	106*	112*	92*	144	127*	169	116*
NET: Agree	616 51%	51 50%	28 46%	537 52%	23 47%	71 56%l	56 53%	61 54%i	55 60%lk	59 41%	71 56%l	80 47%	61 52%
Strongly agree	(4) 201 17%	17 17%d	15 24%Di	169 16%	3 6%	26 20%D	20 19%D	15 14%	19 21%D	19 13%	21 17%d	29 17%d	17 14%
Tend to agree	(3) 415 34%	34 33%	13 22%	368 35%B	21 41%B	46 36%b	36 34%	46 41%Bik	36 39%B	40 28%	49 39%B	51 30%	44 38%B
Tend to disagree	(2) 289 24%	23 22%	18 30%h	248 24%	16 33%eghj	25 20%	28 26%	21 19%	16 17%	38 27%	24 19%	51 30%egHj	28 24%
Strongly disagree	(1) 238 20%	25 25%j	13 22%	200 19%	10 19%	22 18%	16 15%	22 20%	16 17%	42 29%EFhJK	19 15%	30 18%	24 20%
NET: Disagree	528 44%	48 47%j	31 51%hJ	448 43%	26 52%ehJ	47 37%	44 41%	43 38%	32 35%	81 56%EFGHJ	43 34%	81 48%hJ	52 45%
Don't know	62 5%	3 3%	2 3%	57 5%	1 1%	8 6%	6 6%	8 7%	5 5%	4 3%	13 10%adLL	9 5%	3 3%
Mean	2.51	2.43	2.50	2.51	2.34	2.63dl	2.60l	2.52i	2.67dl	2.26	2.65dl	2.49i	2.48
Standard deviation	1.01	1.05	1.10	1.00	0.86	1.02	0.99	0.99	1.02	1.04	0.97	0.99	0.99
Standard error	0.03	0.10	0.14	0.03	0.12	0.09	0.10	0.10	0.11	0.09	0.10	0.08	0.09

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 46

**Q.7 Thinking about end of life care and end of life wishes, to what extent do you agree or disagree with each of the following statements?**  
**All adults should be required to have a will to help avoid disputes after they have died (e.g. around money, property, legal guardians for children)**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
NET: Agree	1646 80%	785 78%	861 82%A	188 77%	285 82%E	254 73%	286 78%	247 81%E	387 86%CEFG	456 83%L	462 81%I	358 80%	371 76%	228 78%	678 79%
Strongly agree (4)	776 38%	345 34%	431 41%A	103 42%F	130 38%	118 34%	118 32%	119 39%f	187 42%EF	212 39%	227 40%	167 37%	170 35%	115 40%	303 35%
Tend to agree (3)	870 42%	440 44%	430 41%	84 35%	155 45%C	136 39%	168 46%C	128 42%	199 45%C	243 44%	235 41%	191 43%	201 41%	112 38%	374 44%
Tend to disagree (2)	173 8%	102 10%B	71 7%	15 6%	23 7%	33 9%	36 10%	31 10%	35 8%	42 8%	37 7%	40 9%	54 11%iJ	25 8%	73 9%
Strongly disagree (1)	44 2%	32 3%B	12 1%	3 1%	3 1%	10 3%	10 3%	7 2%	11 2%	12 2%	13 2%	9 2%	10 2%	8 3%	21 2%
NET: Disagree	217 11%	134 13%B	83 8%	18 8%	26 8%	42 12%d	46 13%cD	38 12%d	45 10%	54 10%	50 9%	48 11%	65 13%iJ	32 11%	94 11%
Don't know	192 9%	87 9%	104 10%	38 16%FGH	35 10%H	49 14%fGH	34 9%h	20 7%H	15 3%	40 7%	58 10%	42 9%	53 11%i	32 11%	87 10%
Mean	3.28	3.19	3.36A	3.40EFg	3.32F	3.22	3.18	3.26	3.30F	3.29	3.32I	3.27	3.22	3.29	3.24
Standard deviation	0.73	0.77	0.67	0.69	0.66	0.77	0.75	0.75	0.72	0.72	0.72	0.72	0.75	0.76	0.73
Standard error	0.02	0.03	0.02	0.06	0.04	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.05	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 46

**Q.7 Thinking about end of life care and end of life wishes, to what extent do you agree or disagree with each of the following statements?**  
**All adults should be required to have a will to help avoid disputes after they have died (e.g. around money, property, legal guardians for children)**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
NET: Agree	1646 80%	151 82%	84 82%	1411 80%	65 80%	181 80%	145 79%	145 78%	122 85%	168 82%	212 79%	224 78%	148 80%
Strongly agree	(4) 776 38%	70 38%	40 39%	666 38%	28 34%	80 35%	68 37%	67 36%	50 35%	85 42%	104 39%	109 38%	73 39%
Tend to agree	(3) 870 42%	81 44%	44 43%	745 42%	38 46%	101 45%	77 42%	77 42%	72 50% <sup>jk</sup>	83 40%	108 40%	115 40%	75 41%
Tend to disagree	(2) 173 8%	13 7%	9 9% <sup>J</sup>	151 9%	9 10% <sup>J</sup>	18 8% <sup>j</sup>	17 9% <sup>J</sup>	15 8% <sup>j</sup>	6 4%	27 13% <sup>aHJ</sup>	9 3%	36 12% <sup>aHJ</sup>	15 8% <sup>j</sup>
Strongly disagree	(1) 44 2%	6 3%	5 5% <sup>cdK</sup>	34 2%	- -	7 3%	4 2%	2 1%	3 2%	3 1%	9 3%	3 1%	2 1%
NET: Disagree	217 11%	18 10%	14 14% <sup>hj</sup>	185 10%	9 10%	25 11%	21 11%	17 9%	9 6%	30 15% <sup>HJ</sup>	17 7%	39 13% <sup>HJ</sup>	17 9%
Don't know	192 9%	15 8% <sup>i</sup>	5 4%	172 10%	8 10% <sup>l</sup>	19 9% <sup>l</sup>	19 10% <sup>l</sup>	23 12% <sup>Bl</sup>	12 9% <sup>i</sup>	7 3%	38 14% <sup>Blk</sup>	25 9% <sup>l</sup>	20 11% <sup>bl</sup>
Mean	3.28	3.27	3.22	3.28	3.26	3.23	3.26	3.30	3.29	3.26	3.34	3.26	3.33
Standard deviation	0.73	0.74	0.81	0.72	0.66	0.75	0.74	0.69	0.66	0.75	0.73	0.73	0.70
Standard error	0.02	0.06	0.08	0.02	0.07	0.05	0.05	0.06	0.06	0.05	0.05	0.04	0.05

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 47

**Q.8 Thinking about what you would wish for your own care at the end of your life, please rank each of the following factors in order of importance to you. Summary Table**

**Base: All respondents**

	Factors					
	To be pain free	To be cared for and die in the place of my choice	To be with family or friends	To retain my dignity	To be sure I am not a burden on my family and friends	To be involved in decisions about my care or, if I am not able to, for my family or those close to me to be involved
Unweighted base	2055	2055	2055	2055	2055	2055
Weighted base	2055	2055	2055	2055	2055	2055
1 - Most important	587 29%	205 10%	433 21%	333 16%	288 14%	209 10%
2	427 21%	254 12%	336 16%	408 20%	302 15%	328 16%
3	334 16%	304 15%	345 17%	365 18%	321 16%	386 19%
4	289 14%	344 17%	350 17%	343 17%	347 17%	382 19%
5	235 11%	416 20%	337 16%	318 15%	352 17%	397 19%
6 - Least important	183 9%	533 26%	253 12%	287 14%	445 22%	353 17%
Mean	2.86	4.03	3.28	3.37	3.73	3.72
Standard deviation	1.65	1.67	1.69	1.66	1.72	1.60
Standard error	0.04	0.04	0.04	0.04	0.04	0.04



**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 48

**Q.8 Thinking about what you would wish for your own care at the end of your life, please rank each of the following factors in order of importance to you. Summary: Most important**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
To be pain free	587 29%	301 30%	286 27%	45 18%	81 24%	89 26% <sup>c</sup>	115 31% <sup>CD</sup>	110 36% <sup>CDE</sup>	146 33% <sup>CDe</sup>	147 27%	171 30%	128 29%	140 29%	82 28%	242 28%
To be with family or friends	433 21%	188 19%	245 23% <sup>A</sup>	79 33% <sup>FGH</sup>	100 29% <sup>FGH</sup>	97 28% <sup>FGH</sup>	69 19% <sup>H</sup>	43 14% <sup>h</sup>	44 10%	119 22%	126 22%	88 20%	100 20%	75 26%	197 23%
To retain my dignity	333 16%	172 17%	162 15%	35 14%	49 14%	44 13%	56 15%	60 20% <sup>E</sup>	89 20% <sup>dE</sup>	82 15%	77 13%	84 19% <sup>j</sup>	91 19% <sup>J</sup>	41 14%	134 16%
To be sure I am not a burden on my family and friends	288 14%	164 16% <sup>B</sup>	124 12%	28 12%	55 16%	51 15%	46 13%	36 12%	71 16%	89 16% <sup>J</sup>	63 11%	65 14%	70 14%	33 11%	126 15%
To be involved in decisions about my care or, if I am not able to, for my family or those close to me to be involved	209 10%	90 9%	120 11% <sup>a</sup>	29 12% <sup>e</sup>	27 8%	22 6%	43 12% <sup>E</sup>	35 11% <sup>E</sup>	53 12% <sup>dE</sup>	61 11%	64 11%	41 9%	44 9%	27 9%	81 9%
To be cared for and die in the place of my choice	205 10%	94 9%	111 11%	27 11%	33 10%	42 12% <sup>g</sup>	36 10%	22 7%	45 10%	51 9%	68 12%	42 9%	43 9%	33 11%	79 9%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 48

**Q.8 Thinking about what you would wish for your own care at the end of your life, please rank each of the following factors in order of importance to you. Summary: Most important**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
To be pain free	587 29%	36 20%	29 28%	522 30%A	27 32%A	62 27%a	66 35%AGHi	44 24%	35 24%	55 27%	92 34%AGh	86 30%A	56 30%A
To be with family or friends	433 21%	39 21%	20 19%	374 21%	22 27%	45 20%	33 18%	52 28%eFijl	32 22%	39 19%	52 19%	65 22%	34 18%
To retain my dignity	333 16%	36 20%kl	15 15%	282 16%	10 12%	40 17%	32 17%	30 16%	26 18%	43 21%Kl	42 16%	37 13%	23 12%
To be sure I am not a burden on my family and friends	288 14%	35 19%CdFi	21 20%cDFI	232 13%	7 9%	30 13%	17 9%	24 13%	19 13%	23 11%	37 14%	42 15%	32 17%dF
To be involved in decisions about my care or, if I am not able to, for my family or those close to me to be involved	209 10%	23 12%g	10 10%	177 10%	8 10%	19 9%	17 9%	11 6%	13 9%	23 11%	23 9%	40 14%eGj	22 12%g
To be cared for and die in the place of my choice	205 10%	15 8%	8 8%	182 10%	8 10%	30 13%K	20 11%	24 13%K	18 13%K	22 11%	22 8%	19 6%	18 10%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**  
**\* small base**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 49

**Q.8 Thinking about what you would wish for your own care at the end of your life, please rank each of the following factors in order of importance to you. To be pain free**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
1 - Most important	587 29%	301 30%	286 27%	45 18%	81 24%	89 26% <sup>c</sup>	115 31% <sup>CD</sup>	110 36% <sup>CDE</sup>	146 33% <sup>CDe</sup>	147 27%	171 30%	128 29%	140 29%	82 28%	242 28%
2	427 21%	204 20%	223 21%	40 16%	75 22%	65 19%	88 24% <sup>c</sup>	71 23% <sup>c</sup>	89 20%	113 21%	107 19%	110 25% <sup>j</sup>	97 20%	66 23%	179 21%
3	334 16%	174 17%	160 15%	40 16%	61 18% <sup>G</sup>	61 18% <sup>G</sup>	50 14%	35 12%	86 19% <sup>FG</sup>	98 18%	90 16%	75 17%	71 15%	41 14%	136 16%
4	289 14%	135 13%	155 15%	47 19% <sup>Eh</sup>	55 16%	39 11%	51 14%	40 13%	58 13%	82 15% <sup>j</sup>	65 11%	61 14%	82 17% <sup>J</sup>	43 15%	120 14%
5	235 11%	101 10%	134 13% <sup>a</sup>	41 17% <sup>DfGH</sup>	35 10%	52 15% <sup>dfGH</sup>	38 10%	27 9%	43 10%	66 12%	73 13% <sup>k</sup>	39 9%	56 12%	34 12%	100 12%
6 - Least important	183 9%	92 9%	91 9%	32 13% <sup>FGH</sup>	40 11% <sup>fgH</sup>	39 11% <sup>fgH</sup>	25 7%	22 7%	25 6%	44 8%	63 11% <sup>i</sup>	34 8%	42 9%	26 9%	82 10%
Mean	2.86	2.81	2.90	3.39 <sup>DeFGH</sup>	3.01 <sup>FGH</sup>	3.05 <sup>FGH</sup>	2.68	2.56	2.64	2.89	2.91	2.72	2.88	2.86	2.88
Standard deviation	1.65	1.65	1.65	1.68	1.66	1.72	1.60	1.62	1.55	1.62	1.74	1.58	1.66	1.66	1.67
Standard error	0.04	0.05	0.05	0.12	0.09	0.10	0.08	0.09	0.07	0.06	0.07	0.09	0.07	0.10	0.06

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 49

**Q.8 Thinking about what you would wish for your own care at the end of your life, please rank each of the following factors in order of importance to you. To be pain free**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
1 - Most important	587 29%	36 20%	29 28%	522 30%A	27 32%A	62 27%a	66 35%AGHi	44 24%	35 24%	55 27%	92 34%AGh	86 30%A	56 30%A
2	427 21%	49 26% <sup>c</sup> BdJK	15 15%	363 21%	13 16%	45 20%	40 22% <sup>j</sup>	42 23% <sup>J</sup>	32 22% <sup>j</sup>	52 25% <sup>b</sup> JK	38 14%	49 17%	51 27% <sup>Bd</sup> JK
3	334 16%	30 16%	13 12%	291 16%	17 20%	39 17%	26 14%	31 17%	19 13%	27 13%	53 20% <sup>i</sup>	47 16%	33 18%
4	289 14%	36 19% <sup>CDFGJKL</sup>	23 22% <sup>CDFGJKL</sup>	231 13%	6 8%	44 20% <sup>DFGJKL</sup>	21 11%	20 11%	28 20% <sup>DfGJKL</sup>	33 16% <sup>dL</sup>	29 11%	35 12% <sup>l</sup>	13 7%
5	235 11%	20 11%	15 15% <sup>e</sup>	199 11%	8 10%	18 8%	18 10%	30 16% <sup>Efll</sup>	16 11%	18 9%	28 11%	47 16% <sup>Efijl</sup>	17 9%
6 - Least important	183 9%	13 7%	8 8%	162 9%	11 14%	18 8%	15 8%	17 9%	15 10%	20 10%	27 10%	23 8%	15 8%
Mean	2.86	2.98 <sup>Fl</sup>	3.04 <sup>fl</sup>	2.83	2.88	2.85	2.61	3.00 <sup>Fl</sup>	3.02 <sup>FL</sup>	2.84	2.80	2.92 <sup>fl</sup>	2.62
Standard deviation	1.65	1.53	1.68	1.66	1.79	1.59	1.64	1.67	1.66	1.65	1.71	1.69	1.59
Standard error	0.04	0.11	0.17	0.04	0.19	0.11	0.11	0.13	0.13	0.12	0.12	0.10	0.12

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

**\* small base**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 50

**Q.8 Thinking about what you would wish for your own care at the end of your life, please rank each of the following factors in order of importance to you. To be cared for and die in the place of my choice**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
1 - Most important	205 10%	94 9%	111 11%	27 11%	33 10%	42 12%g	36 10%	22 7%	45 10%	51 9%	68 12%	42 9%	43 9%	33 11%	79 9%
2	254 12%	113 11%	141 13%	41 17%Eh	46 13%	33 10%	42 11%	42 14%	51 11%	67 12%	80 14%	48 11%	58 12%	39 14%	104 12%
3	304 15%	141 14%	163 16%	29 12%	61 18%e	42 12%	67 18%cE	42 14%	63 14%	88 16%k	93 16%k	52 12%	71 15%	50 17%	128 15%
4	344 17%	174 17%	170 16%	35 14%	49 14%	61 18%	61 17%	62 20%d	75 17%	83 15%	91 16%	75 17%	94 19%i	47 16%	142 17%
5	416 20%	216 21%	200 19%	55 22%h	76 22%H	83 24%H	71 19%	61 20%	70 16%	105 19%	106 19%	114 25%lJL	91 19%	53 18%	187 22%
6 - Least important	533 26%	270 27%	263 25%	58 24%	81 23%	85 25%	89 24%	76 25%	144 32%cDEFG	154 28%j	130 23%	117 26%	132 27%	69 24%	218 25%
Mean	4.03	4.11b	3.95	3.92	3.96	4.05	3.97	4.07	4.13	4.07J	3.84	4.16J	4.08J	3.87	4.06
Standard deviation	1.67	1.64	1.69	1.72	1.65	1.68	1.65	1.59	1.71	1.68	1.70	1.63	1.64	1.69	1.64
Standard error	0.04	0.05	0.05	0.13	0.09	0.09	0.08	0.09	0.08	0.06	0.07	0.09	0.07	0.10	0.06

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 50

**Q.8 Thinking about what you would wish for your own care at the end of your life, please rank each of the following factors in order of importance to you. To be cared for and die in the place of my choice**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
1 - Most important	205 10%	15 8%	8 8%	182 10%	8 10%	30 13%K	20 11%	24 13%K	18 13%K	22 11%	22 8%	19 6%	18 10%
2	254 12%	26 14%f	12 12%	216 12%	12 15%	22 10%	15 8%	17 9%	19 13%	20 10%	47 18%EFGL	48 17%EFGL	17 9%
3	304 15%	27 14%	18 18%	259 15%	11 13%	28 13%	23 12%	19 10%	22 15%	42 20%efG	38 14%	48 17%g	28 15%
4	344 17%	27 15%	8 8%	308 17%B	17 21%B	30 13%	35 19%B	39 21%Be	22 15%	33 16%b	51 19%B	54 19%B	26 14%
5	416 20%	42 22%k	22 22%	352 20%	19 24%k	48 21%k	49 26%JK	41 22%k	32 22%k	34 16%	45 17%	43 15%	42 23%k
6 - Least important	533 26%	48 26%	34 33%Dh	451 26%	14 17%	68 30%D	43 23%	45 24%	31 22%	55 27%	64 24%	77 27%	54 29%d
Mean	4.03	4.07	4.22	4.01	3.86	4.10	4.11	4.03	3.86	3.99	3.89	3.99	4.19
Standard deviation	1.67	1.65	1.69	1.67	1.60	1.77	1.62	1.69	1.70	1.67	1.65	1.62	1.66
Standard error	0.04	0.12	0.17	0.04	0.17	0.12	0.11	0.13	0.14	0.12	0.11	0.09	0.12

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

**\* small base**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 51

**Q.8 Thinking about what you would wish for your own care at the end of your life, please rank each of the following factors in order of importance to you. To be with family or friends**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
1 - Most important	433 21%	188 19%	245 23%A	79 33%FGH	100 29%FGH	97 28%FGH	69 19%H	43 14%h	44 10%	119 22%	126 22%	88 20%	100 20%	75 26%	197 23%
2	336 16%	161 16%	176 17%	52 21%GH	77 22%efGH	54 16%	61 17%h	40 13%	52 12%	75 14%	97 17%	71 16%	94 19%l	47 16%	146 17%
3	345 17%	172 17%	173 17%	41 17%	54 16%	59 17%	59 16%	61 20%	72 16%	88 16%	93 16%	80 18%	85 17%	44 15%	158 18%
4	350 17%	188 19%b	163 16%	31 13%	57 17%	66 19%c	59 16%	50 16%	87 20%c	90 16%	102 18%	90 20%L	68 14%	44 15%	149 17%
5	337 16%	170 17%	167 16%	23 10%	34 10%	33 9%	59 16%cDE	67 22%CDEf	121 27%CDEF	116 21%JKL	78 14%	67 15%	77 16%	46 16%	117 14%
6 - Least important	253 12%	128 13%	125 12%	18 7%	24 7%	37 11%	59 16%CD	43 14%CD	71 16%CD	62 11%	74 13%	52 12%	65 13%	37 13%	92 11%
Mean	3.28	3.37B	3.19	2.67	2.77	2.98c	3.42CDE	3.62CDE	3.90CDEFG	3.35	3.23	3.30	3.25	3.17	3.14
Standard deviation	1.69	1.67	1.71	1.61	1.58	1.68	1.74	1.63	1.55	1.70	1.70	1.65	1.71	1.76	1.66
Standard error	0.04	0.05	0.05	0.12	0.09	0.09	0.09	0.09	0.07	0.07	0.07	0.09	0.08	0.11	0.06

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 51

**Q.8 Thinking about what you would wish for your own care at the end of your life, please rank each of the following factors in order of importance to you. To be with family or friends**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
1 - Most important	433 21%	39 21%	20 19%	374 21%	22 27%	45 20%	33 18%	52 28%eFijl	32 22%	39 19%	52 19%	65 22%	34 18%
2	336 16%	27 14%	16 16%	294 17%	11 13%	42 18%	35 19%	24 13%	32 22%agi	28 13%	46 17%	45 16%	30 16%
3	345 17%	36 19%h	22 21%gH	288 16%	14 17%	30 13%	39 21%egH	23 13%	14 10%	39 19%H	42 16%	55 19%gH	31 17%
4	350 17%	29 15%	17 17%	305 17%	13 16%	40 18%	31 17%	37 20%	23 16%	37 18%	39 15%	50 17%	35 19%
5	337 16%	26 14%	16 16%	295 17%	14 17%	36 16%	28 15%	30 16%	24 17%	39 19%	58 22%ak	41 14%	26 14%
6 - Least important	253 12%	29 16%	12 12%	212 12%	8 10%	33 15%	19 10%	19 10%	19 13%	25 12%	31 12%	31 11%	28 15%
Mean	3.28	3.33	3.28	3.28	3.12	3.35	3.22	3.13	3.21	3.40	3.37	3.18	3.40
Standard deviation	1.69	1.74	1.65	1.69	1.72	1.73	1.59	1.73	1.76	1.66	1.70	1.66	1.70
Standard error	0.04	0.13	0.16	0.04	0.18	0.12	0.11	0.13	0.14	0.12	0.11	0.09	0.13

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

**\* small base**



**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 52

**Q.8 Thinking about what you would wish for your own care at the end of your life, please rank each of the following factors in order of importance to you. To retain my dignity**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
1 - Most important	333 16%	172 17%	162 15%	35 14%	49 14%	44 13%	56 15%	60 20%E	89 20%DE	82 15%	77 13%	84 19%j	91 19%J	41 14%	134 16%
2	408 20%	227 23%B	182 17%	31 13%	48 14%	71 20%cd	76 21%CD	79 26%CD	103 23%CD	111 20%	105 18%	93 21%	99 20%	57 19%	169 20%
3	365 18%	169 17%	196 19%	46 19%	49 14%	69 20%d	67 18%	55 18%	79 18%	89 16%	111 20%	84 19%	80 16%	54 19%	152 18%
4	343 17%	152 15%	191 18%a	41 17%	68 20%e	46 13%	68 18%e	48 16%	72 16%	104 19%KI	111 20%KL	58 13%	70 14%	58 20%	130 15%
5	318 15%	145 14%	173 17%	50 20%Gh	69 20%GH	57 16%G	56 15%G	25 8%	61 14%G	92 17%	87 15%	68 15%	70 14%	42 14%	143 17%
6 - Least important	287 14%	142 14%	145 14%	41 17%H	63 18%FgH	59 17%fH	44 12%	39 13%	43 10%	71 13%	78 14%	61 14%	77 16%	39 13%	131 15%
Mean	3.37	3.30	3.45a	3.66FGH	3.72FGH	3.51GH	3.34GH	3.05	3.09	3.42	3.46	3.26	3.33	3.41	3.43
Standard deviation	1.66	1.68	1.64	1.66	1.68	1.67	1.61	1.64	1.61	1.63	1.60	1.69	1.73	1.61	1.68
Standard error	0.04	0.05	0.05	0.12	0.09	0.09	0.08	0.09	0.07	0.06	0.07	0.10	0.08	0.10	0.06

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 52

**Q.8 Thinking about what you would wish for your own care at the end of your life, please rank each of the following factors in order of importance to you. To retain my dignity**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
1 - Most important	333 16%	36 20%kl	15 15%	282 16%	10 12%	40 17%	32 17%	30 16%	26 18%	43 21%kl	42 16%	37 13%	23 12%
2	408 20%	30 16%	33 32%CAEFGHIJKL	346 20%	23 28%AhJl	44 20%	40 22%	36 20%	24 16%	45 22%	40 15%	61 21%j	32 17%
3	365 18%	35 19%	19 19%	311 18%	11 13%	41 18%	33 18%	30 16%	31 21%	34 17%	41 15%	53 18%	37 20%
4	343 17%	28 15%	13 13%	302 17%	13 16%	39 17%	30 16%	32 17%	19 13%	33 16%	52 19%	50 17%	34 18%
5	318 15%	31 17%	12 11%	275 16%	12 14%	36 16%	22 12%	29 16%	20 14%	31 15%	47 18%	48 17%	29 16%
6 - Least important	287 14%	25 13%	11 11%	251 14%	13 16%	26 11%	28 15%i	27 14%	24 17%i	19 9%	45 17%l	39 14%	31 16%i
Mean	3.37	3.33	3.07	3.39b	3.40	3.29	3.30	3.40	3.38	3.11	3.59Bel	3.45bl	3.57Bl
Standard deviation	1.66	1.69	1.58	1.66	1.67	1.63	1.69	1.67	1.72	1.63	1.69	1.61	1.63
Standard error	0.04	0.12	0.16	0.04	0.18	0.11	0.12	0.13	0.14	0.12	0.11	0.09	0.12

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

**\* small base**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 53

**Q.8 Thinking about what you would wish for your own care at the end of your life, please rank each of the following factors in order of importance to you. To be sure I am not a burden on my family and friends**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
1 - Most important	288 14%	164 16%B	124 12%	28 12%	55 16%	51 15%	46 13%	36 12%	71 16%	89 16%J	63 11%	65 14%	70 14%	33 11%	126 15%
2	302 15%	149 15%	153 15%	45 19%G	50 14%g	51 15%g	51 14%g	29 9%	76 17%G	89 16%I	81 14%	72 16%	60 12%	37 13%	129 15%
3	321 16%	174 17%b	147 14%	43 18%	56 16%	55 16%	62 17%h	50 16%	55 12%	79 14%	86 15%	79 18%	78 16%	50 17%	137 16%
4	347 17%	181 18%	165 16%	41 17%	50 14%	64 19%	56 15%	58 19%	77 17%	89 16%	97 17%	78 17%	83 17%	50 17%	149 17%
5	352 17%	174 17%	178 17%	30 12%	64 19%	51 15%	78 21%Ceh	58 19%c	71 16%	83 15%	108 19%k	63 14%	98 20%IK	58 20%	148 17%
6 - Least important	445 22%	165 16%	280 27%A	56 23%	71 21%	73 21%	74 20%	75 24%	96 21%	120 22%	134 24%	91 20%	100 21%	64 22%	170 20%
Mean	3.73	3.55	3.92A	3.69	3.67	3.68	3.79	3.98cDEH	3.64	3.63	3.89IK	3.62	3.78	3.87	3.67
Standard deviation	1.72	1.69	1.74	1.71	1.76	1.72	1.69	1.66	1.77	1.78	1.69	1.71	1.71	1.67	1.71
Standard error	0.04	0.05	0.05	0.13	0.10	0.10	0.09	0.09	0.08	0.07	0.07	0.10	0.08	0.10	0.06

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 53

**Q.8 Thinking about what you would wish for your own care at the end of your life, please rank each of the following factors in order of importance to you. To be sure I am not a burden on my family and friends**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
1 - Most important	288 14%	35 19% <sup>CdFi</sup>	21 20% <sup>cDFI</sup>	232 13%	7 9%	30 13%	17 9%	24 13%	19 13%	23 11%	37 14%	42 15%	32 17% <sup>dF</sup>
2	302 15%	28 15%	13 12%	262 15%	8 10%	39 17%	29 15%	35 19% <sup>d</sup>	21 15%	35 17%	36 13%	37 13%	22 12%
3	321 16%	28 15%	19 19% <sup>K</sup>	274 16%	13 16%	41 18% <sup>K</sup>	32 17% <sup>K</sup>	38 20% <sup>K</sup>	24 16% <sup>k</sup>	32 16%	40 15%	30 10%	25 14%
4	347 17%	30 16%	18 17%	299 17%	13 16%	41 18%	28 15%	23 12%	25 17%	32 15%	41 15%	50 17%	47 25% <sup>aFGIJK</sup>
5	352 17%	30 16%	13 13%	309 18%	15 18%	38 17%	36 20% <sup>L</sup>	30 16%	26 18% <sup>l</sup>	36 18%	58 22% <sup>bL</sup>	50 17% <sup>l</sup>	20 11%
6 - Least important	445 22%	35 19%	19 19%	391 22%	25 31% <sup>abEgj</sup>	36 16%	43 23% <sup>e</sup>	36 19%	29 20%	48 24% <sup>e</sup>	55 21%	79 28% <sup>AEg</sup>	39 21%
Mean	3.73	3.52	3.46	3.77 <sup>a</sup>	4.18 <sup>ABEGhL</sup>	3.56	3.90 <sup>abe</sup>	3.58	3.73	3.82	3.80	3.92 <sup>ABEG</sup>	3.63
Standard deviation	1.72	1.78	1.77	1.71	1.66	1.65	1.66	1.70	1.70	1.71	1.71	1.79	1.73
Standard error	0.04	0.13	0.17	0.04	0.18	0.11	0.12	0.13	0.14	0.12	0.12	0.10	0.13

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

**\* small base**

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 54

**Q.8 Thinking about what you would wish for your own care at the end of your life, please rank each of the following factors in order of importance to you. To be involved in decisions about my care or, if I am not able to, for my family or those close to me to be involved**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
1 - Most important	209 10%	90 9%	120 11%a	29 12%e	27 8%	22 6%	43 12%E	35 11%E	53 12%dE	61 11%	64 11%	41 9%	44 9%	27 9%	81 9%
2	328 16%	153 15%	174 17%	35 14%	50 15%	72 21%dFg	50 14%	46 15%	75 17%	95 17%K	98 17%k	53 12%	81 17%k	46 16%	131 15%
3	386 19%	177 18%	209 20%	46 19%	65 19%	60 17%	62 17%	61 20%	92 21%	108 20%	96 17%	78 18%	103 21%	53 18%	148 17%
4	382 19%	177 18%	205 20%	49 20%	67 19%	70 20%	72 20%	47 15%	77 17%	102 18%	103 18%	86 19%	92 19%	51 17%	170 20%
5	397 19%	201 20%	196 19%	45 18%	69 20%	70 20%	65 18%	67 22%	81 18%	86 16%	117 21%l	97 22%l	96 20%	59 20%	164 19%
6 - Least important	353 17%	210 21%B	144 14%	40 16%	67 19%	53 15%	74 20%h	51 17%	69 15%	98 18%	91 16%	93 21%l	72 15%	55 19%	166 19%
Mean	3.72	3.87B	3.59	3.67	3.87H	3.73	3.79	3.71	3.59	3.64	3.67	3.94IJL	3.68	3.81	3.82
Standard deviation	1.60	1.61	1.57	1.61	1.56	1.52	1.65	1.62	1.61	1.62	1.62	1.59	1.54	1.61	1.60
Standard error	0.04	0.05	0.05	0.12	0.09	0.09	0.08	0.09	0.07	0.06	0.07	0.09	0.07	0.10	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 54

**Q.8 Thinking about what you would wish for your own care at the end of your life, please rank each of the following factors in order of importance to you. To be involved in decisions about my care or, if I am not able to, for my family or those close to me to be involved**

**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
1 - Most important	209 10%	23 12%g	10 10%	177 10%	8 10%	19 9%	17 9%	11 6%	13 9%	23 11%	23 9%	40 14%eGj	22 12%g
2	328 16%	26 14%	14 14%	288 16%	15 18%	35 15%	26 14%	31 16%	16 11%	27 13%	59 22%aeFHI	47 16%	33 18%
3	386 19%	30 16%	12 11%	345 19%b	17 20%	46 21%b	33 18%	43 23%Bi	35 24%Bi	32 16%	53 20%	55 19%	30 16%
4	382 19%	35 19%	24 24%E	323 18%	19 23%e	31 14%	39 21%e	34 18%	27 19%	37 18%	55 21%e	48 17%	31 17%
5	397 19%	36 20%j	24 24%GJ	336 19%	14 17%	50 22%GJ	32 17%	24 13%	26 18%	48 24%GJ	32 12%	59 20%gJ	50 27%FGhJ
6 - Least important	353 17%	35 19%L	19 18%l	300 17%	10 12%	44 20%kL	38 21%KL	42 23%dKL	26 18%l	38 18%L	45 17%l	38 13%	18 10%
Mean	3.72	3.76	3.93jk	3.71	3.56	3.85jK	3.86jK	3.85k	3.80	3.85jk	3.56	3.53	3.59
Standard deviation	1.60	1.66	1.58	1.59	1.52	1.61	1.59	1.57	1.55	1.63	1.57	1.62	1.57
Standard error	0.04	0.12	0.16	0.04	0.16	0.11	0.11	0.12	0.12	0.12	0.11	0.09	0.12

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

**\* small base**

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 55  
**Q.9 Where would you want to die, if you were able to choose?**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
In my home	1470 72%	728 72%	743 71%	174 71%	251 72%	252 73%	273 75%g	208 68%	313 70%	392 71%	403 71%	330 74%	346 71%	217 74%	613 71%
In a hospice	208 10%	82 8%	126 12%A	12 5%	17 5%	21 6%	38 10%CD	44 15%CDE	77 17%CDEF	59 11%	61 11%	39 9%	50 10%	33 11%n	64 7%
In the home of a person close to me	130 6%	70 7%	60 6%	23 9%H	25 7%H	30 9%H	20 6%	19 6%h	14 3%	39 7%	33 6%	30 7%	27 6%	10 3%	74 9%M
In a hospital	121 6%	63 6%	58 6%	15 6%	23 7%	24 7%	16 4%	16 5%	26 6%	33 6%	36 6%	23 5%	28 6%	17 6%	48 6%
In a nursing home/ care home	32 2%	14 1%	18 2%	4 2%	6 2%	5 1%	6 2%	8 2%h	4 1%	10 2%	8 1%	8 2%	6 1%	3 1%	14 2%
Do not care	12 1%	5 *	8 1%	6 3%EFGH	2 1%	1 *	1 *	- -	2 *	4 1%	5 1%	- -	4 1%	2 1%	4 1%
Abroad	8 *	5 1%	2 *	2 1%	2 1%	3 1%fh	- -	1 *	- -	2 *	1 *	2 *	4 1%	- -	6 1%
Outside	7 *	3 *	4 *	- -	4 1%fH	2 1%	- -	1 *	- -	1 *	4 1%	1 *	2 *	2 1%	3 *
Place of natural beauty	7 *	5 1%	1 *	4 1%deh	- -	- -	2 1%	* *	1 *	1 *	5 1%	- -	* *	- -	4 *
Just quickly	4 *	3 *	1 *	- -	1 *	- -	- -	2 1%	1 *	- -	1 *	2 *	1 *	- -	3 *
Doing something exciting	4 *	3 *	2 *	- -	4 1%efH	- -	- -	1 *	- -	1 *	2 *	2 *	- -	2 1%	2 *
In outer space	4 *	4 *b	- -	- -	- -	1 *	1 *	2 1%h	- -	- -	2 *	2 *	1 *	- -	3 *
Depends on circumstances	4 *	1 *	2 *	- -	* *	1 *	- -	- -	2 *	1 *	1 *	- -	2 *	- -	* *

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 55  
**Q.9 Where would you want to die, if you were able to choose?**  
**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
Beach	4 *	1 *	3 *	-	2 1%	1 *	1 *	-	-	2 *	1 *	-	1 *	-	3 *
With family/loved ones	3 *	2 *	1 *	1 *	-	-	-	-	2 *	-	1 *	2 *	-	1 *	2 *
Garden	2 *	-	2 *	-	1 *	-	-	1 *	1 *	1 *	-	-	2 *	-	1 *
Mountains	2 *	2 *	-	* *	-	-	1 *	-	-	1 *	-	1 *	-	* *	1 *
Woods/forest	2 *	1 *	1 *	-	-	-	1 *	-	1 *	1 *	-	-	1 *	-	-
Alone/in private	2 *	-	2 *	-	-	-	1 *	-	1 *	1 *	-	-	1 *	-	-
Somewhere special/ somewhere I am happy (non-specific)	2 *	1 *	1 *	-	1 *	-	1 *	-	-	-	-	-	2 *	-	-
Other answers	9 *	8 1%B	1 *	4 1%dH	-	1 *	4 1%dH	1 *	-	1 *	3 1%	4 1%	1 *	-	7 1%
Don't know	22 1%	8 1%	14 1%	1 *	11 3%cFgH	6 2%f	1 *	2 1%	2 *	5 1%	4 1%	3 1%	11 2%J	4 1%	8 1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n



## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 55

**Q.9 Where would you want to die, if you were able to choose?****Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
In my home	1470 72%	136 74% <sub>ij</sub>	74 72%	1259 71%	67 82% <sub>ij</sub>	162 72%	134 72% <sub>ij</sub>	137 74% <sub>ij</sub>	103 72%	143 70%	171 64%	209 73% <sub>j</sub>	134 72%
In a hospice	208 10%	12 7%	8 8%	188 11%	3 4%	28 13% <sub>aD</sub>	15 8%	21 11% <sub>d</sub>	16 11% <sub>d</sub>	25 12% <sub>aD</sub>	23 9%	36 12% <sub>aD</sub>	20 11% <sub>d</sub>
In the home of a person close to me	130 6%	14 8%	3 3%	113 6%	2 3%	11 5%	13 7%	16 8%	8 5%	14 7%	22 8%	13 5%	15 8%
In a hospital	121 6%	10 6%	4 4%	106 6%	4 5%	12 5%	13 7%	8 5%	11 8%	10 5%	26 10% <sub>bgikL</sub>	15 5%	6 3%
In a nursing home/ care home	32 2%	7 4% <sub>CGhi</sub>	1 1%	24 1%	2 2%	4 2%	4 2%	1 *	1 *	2 1%	4 2%	4 2%	2 1%
Do not care	12 1%	- -	4 4% <sub>CAFGHIJKI</sub>	8 *	1 1%	3 1%	1 *	- -	- -	- -	2 1%	* *	1 1%
Abroad	8 *	1 *	- -	7 *	2 2% <sub>Egik</sub>	- -	1 1%	- -	1 1%	- -	1 1%	* *	2 1%
Outside	7 *	1 *	- -	7 *	- -	- -	- -	1 *	- -	- -	2 1%	1 *	2 1%
Place of natural beauty	7 *	- -	- -	7 *	- -	- -	1 *	1 *	1 1%	2 1%	- -	2 1%	- -
Just quickly	4 *	- -	2 2% <sub>CafgiJl</sub>	2 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -
Doing something exciting	4 *	- -	- -	4 *	- -	- -	- -	- -	- -	3 1% <sub>k</sub>	2 1%	- -	- -
In outer space	4 *	1 1%	2 2% <sub>Cjk</sub>	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -
Depends on circumstances	4 *	1 *	- -	3 *	- -	- -	1 1%	- -	- -	1 *	1 *	- -	- -

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

\* small base

Prepared by ComRes

**Dying Matters Survey**  
**ONLINE Fieldwork: 23rd-24th April 2014**

Absolutes/col percents

Table 55  
**Q.9 Where would you want to die, if you were able to choose?**  
**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
Beach	4 *	1 *	-	3 *	-	-	-	-	-	-	2 1%	1 *	-
With family/loved ones	3 *	-	-	3 *	-	-	1 *	-	-	2 1%	-	-	-
Garden	2 *	-	-	2 *	-	-	-	-	-	1 *	1 *	1 *	-
Mountains	2 *	* *	-	1 *	-	-	-	1 1%	-	-	-	* *	-
Woods/forest	2 *	-	-	2 *	-	-	-	-	-	1 *	1 *	-	-
Alone/in private	2 *	1 *	-	1 *	-	-	-	-	-	-	1 *	-	-
Somewhere special/ somewhere I am happy (non-specific)	2 *	-	1 1%C	1 *	-	-	1 *	-	-	-	-	-	-
Other answers	9 *	-	-	9 1%	-	1 *	-	1 *	* *	-	6 2%afIK	-	1 1%
Don't know	22 1%	1 *	4 4%CaFGiL	18 1%	1 1%	4 2%	1 *	-	3 2%gl	1 1%	4 2%	4 1%	-

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**  
**\* small base**

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 56

**Q.10 Which, if any, of the following have you yourself ever done?****Base: All respondents**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2055	999	1056	185	335	315	388	347	485	673	557	314	511	266	756
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	292	859
Written a will	743 36%	402 40%B	341 33%	3 1%	36 10%C	67 19%CD	124 34%CDE	162 53%CDEF	350 78%CDEFG	250 46%JKL	207 36%L	153 34%l	133 27%	79 27%	209 24%
Registered to become an NHS organ donor or have an organ donor card	689 34%	293 29%	397 38%A	68 28%	113 33%	105 30%	102 28%	114 37%CeF	188 42%CDEF	207 38%L	200 35%L	144 32%	138 28%	96 33%	257 30%
Let someone know what your funeral wishes are	597 29%	275 27%	321 31%	35 15%	58 17%	83 24%CD	97 26%CD	124 41%CDEF	199 44%CDEF	150 27%	172 30%	127 28%	148 30%	77 26%	202 24%
Talked to someone about your organ donation wishes	479 23%	196 20%	282 27%A	60 25%	87 25%f	72 21%	68 19%	75 25%f	115 26%F	129 23%	142 25%	107 24%	101 21%	75 26%	182 21%
Asked a family member about their own end of life wishes	467 23%	197 20%	269 26%A	69 28%dE	69 20%	55 16%	84 23%E	76 25%E	113 25%E	131 24%	133 23%	107 24%	95 20%	66 23%	179 21%
Talked to someone about your end of life wishes	437 21%	190 19%	247 24%A	35 14%	69 20%	64 19%	86 24%C	69 23%C	114 25%CdE	122 22%	114 20%	91 20%	110 23%	56 19%	152 18%
Written down any of your wishes or preferences about your future care, should you be unable to make decisions for yourself	127 6%	66 7%	61 6%	14 6%	14 4%	11 3%	20 6%	17 5%	50 11%cDEFG	41 8%	35 6%	26 6%	25 5%	16 5%	49 6%
Initiated a discussion with your GP about your end of life wishes	33 2%	23 2%B	10 1%	1 *	11 3%cef	3 1%	4 1%	7 2%	8 2%	9 2%	9 2%	10 2%	5 1%	4 1%	19 2%
None of these	588 29%	310 31%b	278 27%	99 41%FGH	150 43%FGH	139 40%FGH	109 30%GH	51 17%H	39 9%	132 24%	156 27%	132 29%	169 35%J	81 28%	320 37%M

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Dying Matters Survey

### ONLINE Fieldwork: 23rd-24th April 2014

Absolutes/col percents

Table 56

**Q.10 Which, if any, of the following have you yourself ever done?****Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2055	191	103	1761	88	223	205	176	155	197	219	316	182
Weighted base	2055	185	103*	1767	82*	226	185	185	144	206	267	288	185
Written a will	743 36%	76 41%bDeghJ	30 29%	637 36%	22 26%	73 32%j	71 38%dJ	59 32%	44 30%	106 52%aBDEFGHJKl:4%	64	124 43%BDEGHJ	75 41%bDhJ
Registered to become an NHS organ donor or have an organ donor card	689 34%	68 37%j	31 30%	591 33%	36 44%bEFgHJ	68 30%	53 29%	56 30%	42 29%	76 37%J	72 27%	117 41%bEFGHJ	72 39%efJ
Let someone know what your funeral wishes are	597 29%	58 31%	29 28%	510 29%	28 34%	54 24%	51 28%	54 29%	45	72 35%EJ	64 24%	80 28%	61 33%ej
Talked to someone about your organ donation wishes	479 23%	52 28%	26 25%	401 23%	18 22%	46 21%	37 20%	37 20%	33 23%	52 25%	60 23%	68 24%	48 26%
Asked a family member about their own end of life wishes	467 23%	42 23%	23 23%	401 23%	14 17%	44 20%	34 19%	39 21%	31 21%	44 21%	60 23%	88 31%aDEFGHj	46 25%
Talked to someone about your end of life wishes	437 21%	46 25%	16 16%	375 21%	19 23%	41 18%	33 18%	41 22%	30 21%	40 19%	67 25%	66 23%	38 20%
Written down any of your wishes or preferences about your future care, should you be unable to make decisions for yourself	127 6%	16 9%bk	3 2%	108 6%	5 6%	12 5%	10 5%	19 10%BjK	10 7%	14 7%	14 5%	13 4%	11 6%
Initiated a discussion with your GP about your end of life wishes	33 2%	5 3%i	1 1%	28 2%	-	3 2%	1 *	6 3%fl	6 4%dFl	1 *	3 1%	6 2%	2 1%
None of these	588 29%	42 23%	41 39%CAIK	506 29%	28 33%aIK	68 30%lK	62 34%AIK	63 34%AIK	43 30%lK	37 18%	93 35%AIK	59 20%	54 29%lK

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l**

\* small base