

Death and Dying Survey

ONLINE Fieldwork : 28th April - 1st May 2011

Absolutes/col percents

Table 1

Q.1 Thinking about when someone you know has a friend or family member who has recently died, which of the following statements describe how you have felt when talking about it with them?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
I have not known what to say to them	479 24%	214 22%	266 26%	96 39%	94 29%	102 26%	81 23%	52 17%	55 13%	124 23%	147 25%	105 25%	103 22%	108 21%	124 23%	146 29%	64 22%	36 20%
I have deliberately avoided seeing them	50 2%	26 3%	24 2%	7 3%	16 5%	14 4%	7 2%	4 1%	1 *	11 2%	14 2%	14 3%	11 2%	7 1%	13 2%	19 4%	5 2%	6 3%
I have only talked about it if they have mentioned it first	574 28%	273 27%	301 29%	77 32%	106 33%	100 26%	90 26%	89 29%	112 26%	156 28%	164 28%	113 27%	141 30%	140 27%	178 33%	140 27%	76 26%	40 23%
I have felt comfortable having conversations about it with them	735 36%	325 33%	410 40%	41 17%	88 27%	124 32%	126 36%	128 42%	228 53%	217 40%	193 33%	149 35%	176 38%	183 36%	185 35%	186 37%	111 38%	69 39%
I have actively tried to get them to talk about how they were feeling	393 19%	175 18%	218 21%	44 18%	62 19%	63 16%	59 17%	75 25%	91 21%	102 19%	109 19%	98 23%	84 18%	104 20%	107 20%	95 19%	55 19%	32 18%
I have changed the subject if they have talked about dying and death	57 3%	31 3%	26 3%	13 5%	17 5%	9 2%	9 3%	7 2%	2 *	13 2%	20 3%	16 4%	9 2%	14 3%	13 2%	19 4%	5 2%	5 3%
I have avoided talking about it with them when I see them	127 6%	66 7%	62 6%	37 15%	21 6%	25 7%	15 4%	11 4%	19 4%	35 6%	35 6%	26 6%	32 7%	36 7%	34 6%	31 6%	16 6%	10 6%
None of these	316 16%	183 18%	133 13%	35 14%	61 19%	65 17%	46 13%	49 16%	60 14%	69 13%	104 18%	68 16%	75 16%	84 16%	82 15%	68 13%	48 16%	35 20%
Prefer not to say	117 6%	72 7%	45 4%	36 15%	22 7%	23 6%	15 4%	10 3%	11 3%	26 5%	40 7%	29 7%	21 5%	30 6%	35 6%	27 5%	15 5%	10 6%

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Table 2

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

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
<u>I would prefer to die young in an accident than to die old</u>																		
Agree	115 6%	65 7%	49 5%	28 12%	30 9%	19 5%	23 7%	7 2%	8 2%	29 5%	32 5%	35 8%	19 4%	32 6%	28 5%	35 7%	12 4%	8 5%
Disagree	1551 76%	723 73%	827 80%	154 63%	246 76%	286 74%	252 73%	250 82%	363 85%	436 80%	452 77%	298 70%	365 78%	385 75%	388 72%	400 79%	233 80%	144 82%
Don't know	267 13%	146 15%	121 12%	38 16%	34 10%	62 16%	56 16%	33 11%	44 10%	58 11%	68 12%	75 18%	65 14%	76 15%	82 15%	53 11%	38 13%	17 10%
Prefer not to say	96 5%	59 6%	37 4%	23 9%	15 5%	18 5%	13 4%	15 5%	12 3%	25 5%	36 6%	18 4%	17 4%	22 4%	38 7%	20 4%	9 3%	6 3%
<u>My quality of life is more important to me than how long I live for</u>																		
Agree	1387 68%	657 66%	730 71%	142 58%	194 60%	241 63%	236 69%	228 75%	345 81%	406 74%	385 65%	284 67%	312 67%	343 67%	352 66%	363 71%	207 71%	121 69%
Disagree	228 11%	119 12%	109 11%	37 15%	50 15%	46 12%	42 12%	23 7%	30 7%	46 8%	65 11%	58 14%	59 13%	52 10%	56 11%	56 11%	31 11%	32 18%
Don't know	323 16%	163 16%	160 15%	41 17%	63 19%	80 21%	55 16%	40 13%	43 10%	75 14%	99 17%	70 16%	78 17%	97 19%	87 16%	76 15%	46 16%	17 10%
Prefer not to say	90 4%	55 6%	35 3%	23 9%	17 5%	18 5%	11 3%	13 4%	9 2%	21 4%	38 7%	14 3%	17 4%	24 5%	40 7%	14 3%	8 3%	5 3%
<u>Dying is one of the things in life that I am most afraid of</u>																		
Agree	711 35%	286 29%	424 41%	100 41%	141 43%	126 33%	126 37%	90 30%	127 30%	168 31%	190 32%	179 42%	174 37%	175 34%	201 38%	175 34%	105 36%	55 31%
Disagree	912 45%	482 49%	430 42%	84 35%	125 39%	172 45%	152 44%	158 52%	221 52%	274 50%	264 45%	166 39%	208 45%	238 46%	216 40%	237 47%	126 43%	95 54%
Don't know	306 15%	161 16%	146 14%	37 15%	42 13%	68 18%	53 15%	41 13%	67 16%	83 15%	93 16%	63 15%	67 14%	78 15%	79 15%	77 15%	53 18%	20 11%
Prefer not to say	99 5%	64 6%	34 3%	22 9%	16 5%	19 5%	14 4%	15 5%	12 3%	22 4%	41 7%	17 4%	18 4%	25 5%	39 7%	20 4%	9 3%	5 3%

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Table 2

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

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
<u>Being told I am dying is one of the things I am most afraid of in life</u>																		
Agree	950 47%	390 39%	560 54%	111 46%	179 55%	184 48%	166 48%	127 42%	182 43%	244 45%	253 43%	221 52%	233 50%	231 45%	264 49%	237 47%	144 49%	75 43%
Disagree	672 33%	369 37%	302 29%	77 32%	90 28%	118 31%	108 31%	116 38%	163 38%	205 38%	205 35%	120 28%	142 30%	186 36%	152 28%	181 36%	83 28%	69 39%
Don't know	314 15%	176 18%	137 13%	34 14%	41 13%	63 16%	57 17%	49 16%	69 16%	76 14%	97 16%	70 16%	71 15%	74 14%	81 15%	75 15%	59 20%	25 14%
Prefer not to say	92 5%	58 6%	35 3%	21 9%	14 4%	19 5%	13 4%	13 4%	12 3%	22 4%	34 6%	16 4%	21 4%	25 5%	38 7%	16 3%	7 2%	6 4%
<u>People in Britain are uncomfortable discussing dying and death</u>																		
Agree	1320 65%	628 63%	692 67%	115 47%	181 56%	226 59%	240 70%	223 73%	335 78%	369 67%	375 64%	259 61%	317 68%	330 64%	348 65%	345 68%	179 61%	117 67%
Disagree	294 15%	143 14%	151 15%	61 25%	53 16%	58 15%	44 13%	27 9%	51 12%	68 12%	88 15%	69 16%	69 15%	69 13%	71 13%	79 16%	39 13%	36 20%
Don't know	335 17%	174 17%	162 16%	47 19%	75 23%	85 22%	50 15%	43 14%	34 8%	91 17%	91 16%	86 20%	67 14%	97 19%	83 15%	70 14%	69 24%	17 10%
Prefer not to say	79 4%	49 5%	30 3%	20 8%	15 5%	16 4%	11 3%	11 3%	7 2%	20 4%	33 6%	12 3%	14 3%	20 4%	33 6%	15 3%	6 2%	5 3%
<u>I think it is more acceptable to talk about dying and death now than it was 20 years ago</u>																		
Agree	1157 57%	533 54%	625 60%	85 35%	164 51%	204 53%	183 53%	211 69%	309 72%	316 58%	345 59%	227 53%	270 58%	291 57%	286 53%	294 58%	173 59%	113 64%
Disagree	284 14%	140 14%	144 14%	40 16%	47 14%	47 12%	72 21%	34 11%	44 10%	85 16%	74 13%	54 13%	71 15%	75 15%	84 16%	71 14%	24 8%	30 17%
Don't know	508 25%	272 27%	236 23%	94 39%	99 31%	118 31%	79 23%	50 16%	68 16%	127 23%	135 23%	135 32%	111 24%	126 24%	134 25%	132 26%	89 30%	27 15%
Prefer not to say	80 4%	50 5%	30 3%	23 10%	14 4%	15 4%	11 3%	10 3%	6 1%	20 4%	34 6%	11 2%	15 3%	23 4%	31 6%	13 3%	7 2%	6 3%

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

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
<u>If we felt more comfortable talking about dying and death, people would be less likely to die alone</u>																		
Agree	1056 52%	490 49%	566 55%	88 36%	156 48%	169 44%	178 52%	179 59%	287 67%	287 52%	288 49%	211 50%	270 58%	272 53%	261 49%	269 53%	149 51%	105 60%
Disagree	363 18%	173 17%	189 18%	78 32%	79 25%	73 19%	50 15%	48 16%	34 8%	96 18%	124 21%	79 18%	64 14%	94 18%	101 19%	90 18%	44 15%	34 19%
Don't know	531 26%	280 28%	251 24%	58 24%	73 23%	128 33%	105 30%	69 23%	98 23%	144 26%	143 24%	124 29%	121 26%	127 25%	142 27%	137 27%	93 32%	32 18%
Prefer not to say	79 4%	50 5%	29 3%	20 8%	15 5%	15 4%	12 3%	9 3%	8 2%	20 4%	34 6%	13 3%	11 2%	22 4%	30 6%	14 3%	7 2%	6 3%

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Table 3

Q.3 Please rate how scared, if at all, you are of each of the following things happening to you: SUMMARY TABLE**Base: All respondents**

		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		2028	2028	2028	2028	2028	2028	2028	2028	2028	2028	2028
Weighted base		2028	2028	2028	2028	2028	2028	2028	2028	2028	2028	2028
NET: Very/fairly scared		1361 67%	1681 83%	1201 59%	836 41%	944 47%	778 38%	1228 61%	1259 62%	790 39%	963 47%	1557 77%
Very scared	(4)	735 36%	1101 54%	593 29%	351 17%	622 31%	268 13%	628 31%	656 32%	327 16%	245 12%	877 43%
Fairly scared	(3)	626 31%	580 29%	607 30%	485 24%	322 16%	510 25%	600 30%	602 30%	463 23%	718 35%	679 34%
Not particularly scared	(2)	444 22%	217 11%	570 28%	574 28%	382 19%	490 24%	576 28%	481 24%	552 27%	741 37%	334 16%
Not at all scared	(1)	167 8%	76 4%	197 10%	554 27%	640 32%	668 33%	181 9%	222 11%	597 29%	277 14%	82 4%
NET: Not particularly/ Not at all scared		612 30%	292 14%	767 38%	1127 56%	1022 50%	1158 57%	757 37%	703 35%	1149 57%	1018 50%	416 21%
Prefer not to say		55 3%	55 3%	61 3%	65 3%	62 3%	92 5%	43 2%	66 3%	89 4%	47 2%	55 3%
Mean		2.98	3.37	2.81	2.32	2.47	2.20	2.84	2.86	2.27	2.47	3.19
Standard deviation		0.97	0.83	0.98	1.07	1.24	1.06	0.97	1.01	1.07	0.88	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

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Table 4

Q.3 Please rate how scared, if at all, you are of each of the following things happening to you: Being told I am dying

Base: All respondents

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170	
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176	
NET: Very/fairly scared	1361 67%	580 58%	781 75%	160 66%	228 70%	270 70%	237 69%	191 63%	275 64%	349 64%	378 64%	303 71%	332 71%	337 65%	361 67%	340 67%	208 71%	116 66%	
Very scared	(4) 36%	735 28%	275 44%	460 40%	98 44%	141 35%	134 38%	130 31%	95 32%	137 31%	172 33%	192 41%	173 42%	197 35%	181 38%	205 35%	180 39%	115 31%	54 31%
Fairly scared	(3) 31%	626 31%	305 31%	321 31%	63 26%	87 27%	136 35%	107 31%	97 32%	137 32%	177 32%	186 32%	129 30%	134 29%	155 30%	156 29%	161 32%	93 32%	62 35%
Not particularly scared	(2) 22%	444 26%	260 18%	184 19%	46 19%	59 18%	77 20%	70 20%	82 27%	111 26%	137 25%	145 25%	75 18%	87 19%	119 23%	101 19%	123 24%	52 18%	50 28%
Not at all scared	(1) 8%	167 12%	120 5%	47 13%	31 13%	30 9%	26 7%	27 8%	23 7%	30 7%	45 8%	52 9%	38 9%	33 7%	46 9%	53 10%	36 7%	24 8%	9 5%
NET: Not particularly/ Not at all scared	612 30%	380 38%	231 22%	77 32%	89 27%	104 27%	98 28%	104 34%	141 33%	182 33%	197 33%	113 27%	120 26%	164 32%	154 29%	159 31%	76 26%	59 33%	
Prefer not to say	55 3%	33 3%	22 2%	6 3%	7 2%	11 3%	10 3%	9 3%	11 3%	17 3%	13 2%	10 2%	15 3%	14 3%	20 4%	10 2%	9 3%	2 1%	
Mean	2.98	2.77	3.18	2.96	3.07	3.01	3.02	2.89	2.92	2.90	2.90	3.05	3.10	2.94	3.00	2.97	3.05	2.92	
Standard deviation	0.97	1.00	0.89	1.06	1.01	0.92	0.96	0.95	0.94	0.95	0.97	0.98	0.95	0.98	1.00	0.95	0.96	0.90	
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.06	0.04	0.04	0.05	0.04	0.06	0.07	

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Table 5

Q.3 Please rate how scared, if at all, you are of each of the following things happening to you: Dying in pain

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
NET: Very/fairly scared	1681	773	908	178	259	315	287	269	373	448	482	354	397	424	445	411	247	153
	83%	78%	88%	73%	80%	82%	83%	88%	87%	82%	82%	83%	85%	82%	83%	81%	85%	87%
Very scared	(4) 1101	443	658	109	183	190	199	185	236	281	298	246	276	289	302	248	170	93
	54%	45%	64%	45%	56%	49%	58%	61%	55%	51%	51%	58%	59%	56%	56%	49%	58%	53%
Fairly scared	(3) 580	330	250	69	77	125	89	84	137	168	184	108	121	135	143	164	78	60
	29%	33%	24%	28%	24%	32%	26%	27%	32%	31%	31%	25%	26%	26%	27%	32%	27%	34%
Not particularly scared	(2) 217	132	85	39	37	48	36	22	35	57	71	46	43	60	52	62	27	16
	11%	13%	8%	16%	11%	12%	10%	7%	8%	10%	12%	11%	9%	12%	10%	12%	9%	9%
Not at all scared	(1) 76	54	21	17	21	12	13	6	7	27	20	15	14	17	20	22	10	6
	4%	5%	2%	7%	6%	3%	4%	2%	2%	5%	3%	3%	3%	3%	4%	4%	3%	4%
NET: Not particularly/ Not at all scared	292	186	106	56	57	60	49	28	42	84	91	61	57	77	72	84	37	22
	14%	19%	10%	23%	18%	16%	14%	9%	10%	15%	15%	14%	12%	15%	13%	17%	13%	13%
Prefer not to say	55	35	20	9	7	10	9	8	12	15	15	11	13	14	18	13	8	1
	3%	3%	2%	4%	2%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	1%
Mean	3.37	3.21	3.52	3.16	3.33	3.31	3.41	3.51	3.45	3.32	3.33	3.41	3.45	3.39	3.41	3.28	3.43	3.37
Standard deviation	0.83	0.88	0.74	0.95	0.92	0.82	0.83	0.72	0.72	0.86	0.82	0.82	0.79	0.83	0.82	0.85	0.80	0.79
Standard error	0.02	0.03	0.02	0.07	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.04	0.04	0.04	0.05	0.06

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Table 6

Q.3 Please rate how scared, if at all, you are of each of the following things happening to you: Dying in hospital

Base: All respondents

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170	
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176	
NET: Very/fairly scared	1201	523	678	136	200	228	202	180	254	295	351	258	297	299	328	297	170	108	
	59%	53%	66%	56%	62%	59%	59%	59%	59%	54%	60%	61%	64%	58%	61%	58%	58%	61%	
Very scared	(4)	593	232	361	69	98	113	96	101	117	120	177	130	166	157	173	126	81	56
		29%	23%	35%	28%	30%	29%	28%	33%	27%	22%	30%	31%	36%	30%	32%	25%	28%	32%
Fairly scared	(3)	607	290	317	67	103	115	106	80	137	175	174	128	131	142	155	170	89	52
		30%	29%	31%	28%	32%	30%	31%	26%	32%	32%	30%	30%	28%	27%	29%	33%	30%	29%
Not particularly scared	(2)	570	316	254	68	81	108	96	90	128	186	159	110	115	157	130	150	81	52
		28%	32%	25%	28%	25%	28%	28%	29%	30%	34%	27%	26%	25%	31%	24%	29%	28%	30%
Not at all scared	(1)	197	123	73	28	35	37	37	26	33	50	58	46	42	44	57	47	33	15
		10%	12%	7%	11%	11%	10%	11%	9%	8%	9%	10%	11%	9%	9%	11%	9%	11%	8%
NET: Not particularly/ Not at all scared		767	439	328	96	116	145	133	115	162	236	218	156	156	201	187	197	114	67
		38%	44%	32%	39%	36%	38%	39%	38%	38%	43%	37%	37%	34%	39%	35%	39%	39%	38%
Prefer not to say		61	32	29	12	8	11	10	8	11	16	19	11	14	15	20	16	8	2
		3%	3%	3%	5%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	1%
Mean		2.81	2.66	2.96	2.76	2.83	2.81	2.78	2.86	2.81	2.69	2.83	2.83	2.93	2.82	2.86	2.76	2.77	2.85
Standard deviation		0.98	0.98	0.95	1.01	0.99	0.98	0.98	0.99	0.94	0.93	0.99	1.00	0.99	0.98	1.01	0.94	0.99	0.97
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.04	0.05	0.04	0.06	0.08

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Table 7

Q.3 Please rate how scared, if at all, you are of each of the following things happening to you: Going bankrupt

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
NET: Very/fairly scared	836 41%	379 38%	457 44%	128 53%	161 50%	171 44%	133 39%	120 40%	121 28%	208 38%	251 43%	194 46%	183 39%	224 43%	221 41%	195 38%	125 43%	71 40%
Very scared	(4) 17%	351 14%	215 21%	54 22%	60 18%	70 18%	63 18%	61 20%	42 10%	91 17%	95 16%	81 19%	84 18%	93 18%	106 20%	75 15%	51 17%	25 14%
Fairly scared	(3) 24%	485 25%	241 23%	74 31%	101 31%	101 26%	70 20%	59 19%	79 19%	117 21%	156 26%	113 27%	100 21%	130 25%	115 21%	120 24%	75 25%	45 26%
Not particularly scared	(2) 28%	574 28%	295 28%	59 24%	97 30%	122 32%	103 30%	84 28%	109 25%	155 28%	175 30%	118 28%	127 27%	159 31%	128 24%	147 29%	89 30%	51 29%
Not at all scared	(1) 27%	554 30%	255 25%	44 18%	59 18%	82 21%	96 28%	93 31%	181 42%	170 31%	147 25%	101 24%	136 29%	116 23%	160 30%	154 30%	73 25%	51 29%
NET: Not particularly/ Not at all scared	1127 56%	577 58%	550 53%	102 42%	156 48%	204 53%	199 58%	177 58%	289 68%	324 59%	322 55%	219 51%	262 56%	275 53%	287 54%	300 59%	162 55%	103 58%
Prefer not to say	65 3%	37 4%	28 3%	13 5%	7 2%	10 2%	13 4%	7 2%	16 4%	16 3%	15 3%	13 3%	21 5%	17 3%	27 5%	13 3%	6 2%	3 2%
Mean	2.32	2.23	2.41	2.60	2.51	2.42	2.30	2.30	1.96	2.24	2.35	2.42	2.30	2.40	2.33	2.24	2.36	2.26
Standard deviation	1.07	1.04	1.09	1.04	1.00	1.03	1.08	1.12	1.02	1.08	1.04	1.06	1.09	1.04	1.13	1.05	1.05	1.04
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.05	0.05	0.05	0.06	0.08

Death and Dying Survey

ONLINE Fieldwork : 28th April - 1st May 2011

Absolutes/col percents

Table 8

Q.3 Please rate how scared, if at all, you are of each of the following things happening to you: Going to prison

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
NET: Very/fairly scared	944 47%	437 44%	507 49%	111 46%	166 51%	191 50%	160 46%	144 47%	171 40%	222 41%	263 45%	211 50%	247 53%	252 49%	242 45%	233 46%	143 49%	74 42%
Very scared	(4) 31%	622 25%	378 36%	69 28%	94 29%	128 33%	105 30%	97 32%	130 30%	142 26%	177 30%	127 30%	176 38%	172 33%	157 29%	148 29%	95 32%	49 28%
Fairly scared	(3) 16%	322 19%	130 13%	42 17%	72 22%	63 16%	55 16%	47 16%	42 10%	80 15%	86 15%	84 20%	71 15%	79 15%	85 16%	84 17%	48 16%	25 14%
Not particularly scared	(2) 19%	382 20%	181 17%	60 24%	61 19%	76 20%	65 19%	51 17%	70 16%	104 19%	107 18%	88 21%	83 18%	103 20%	75 14%	100 20%	65 22%	39 22%
Not at all scared	(1) 32%	640 32%	326 32%	63 26%	90 28%	106 28%	108 31%	103 34%	169 40%	203 37%	202 34%	120 28%	115 25%	145 28%	193 36%	165 32%	80 27%	58 33%
NET: Not particularly/ Not at all scared	1022 50%	515 52%	507 49%	122 50%	151 47%	182 47%	173 50%	154 51%	240 56%	308 56%	309 53%	207 49%	198 42%	248 48%	268 50%	265 52%	145 50%	97 55%
Prefer not to say	62 3%	42 4%	20 2%	10 4%	6 2%	12 3%	12 3%	6 2%	16 4%	18 3%	15 3%	7 2%	21 5%	16 3%	25 5%	11 2%	5 2%	5 3%
Mean	2.47	2.39	2.55	2.50	2.53	2.57	2.47	2.46	2.32	2.30	2.42	2.52	2.69	2.56	2.40	2.43	2.55	2.38
Standard deviation	1.24	1.19	1.28	1.18	1.19	1.23	1.24	1.26	1.30	1.23	1.25	1.20	1.23	1.23	1.27	1.23	1.21	1.22
Standard error	0.03	0.04	0.04	0.08	0.07	0.06	0.07	0.07	0.07	0.05	0.06	0.07	0.06	0.05	0.06	0.06	0.07	0.09

Death and Dying Survey

ONLINE Fieldwork : 28th April - 1st May 2011

Absolutes/col percents

Table 9

Q.3 Please rate how scared, if at all, you are of each of the following things happening to you: Losing my job

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
NET: Very/fairly scared	778 38%	377 38%	402 39%	119 49%	175 54%	187 49%	171 50%	90 29%	36 8%	198 36%	242 41%	204 48%	134 29%	207 40%	198 37%	201 40%	100 34%	72 41%
Very scared	(4) 13%	268 12%	152 15%	38 16%	61 19%	68 18%	64 19%	25 8%	13 3%	75 14%	70 12%	72 17%	52 11%	76 15%	62 12%	73 14%	28 10%	29 16%
Fairly scared	(3) 25%	510 26%	250 24%	81 33%	115 35%	119 31%	106 31%	65 21%	24 6%	123 22%	173 29%	132 31%	82 17%	131 25%	135 25%	128 25%	72 25%	43 25%
Not particularly scared	(2) 24%	490 25%	246 24%	59 24%	96 30%	120 31%	90 26%	70 23%	55 13%	125 23%	151 26%	102 24%	111 24%	128 25%	118 22%	116 23%	84 29%	43 24%
Not at all scared	(1) 33%	668 33%	342 33%	53 22%	44 13%	68 18%	70 20%	129 42%	304 71%	204 37%	174 30%	100 24%	190 41%	151 29%	188 35%	175 34%	97 33%	58 33%
NET: Not particularly/ Not at all scared	1158 57%	570 57%	588 57%	112 46%	139 43%	188 49%	160 47%	199 65%	358 84%	329 60%	325 55%	202 48%	302 65%	280 54%	306 57%	291 57%	181 62%	101 57%
Prefer not to say	92 5%	47 5%	45 4%	12 5%	9 3%	10 3%	14 4%	16 5%	32 8%	20 4%	21 4%	19 5%	31 7%	29 6%	32 6%	17 3%	12 4%	3 2%
Mean	2.20	2.18	2.21	2.45	2.61	2.50	2.50	1.95	1.35	2.13	2.24	2.43	1.99	2.27	2.14	2.20	2.11	2.25
Standard deviation	1.06	1.04	1.08	1.02	0.95	0.99	1.03	1.01	0.74	1.08	1.02	1.05	1.05	1.07	1.06	1.08	1.00	1.09
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.06	0.06	0.04	0.04	0.05	0.06	0.05	0.05	0.05	0.05	0.06	0.09

Death and Dying Survey

ONLINE Fieldwork : 28th April - 1st May 2011

Absolutes/col percents

Table 10

Q.3 Please rate how scared, if at all, you are of each of the following things happening to you: Being a victim of violent crime

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
NET: Very/fairly scared	1228 61%	514 52%	714 69%	151 62%	216 67%	231 60%	203 59%	183 60%	244 57%	292 53%	354 60%	258 61%	323 69%	311 60%	330 62%	318 63%	163 56%	105 60%
Very scared	(4) 31%	628 21%	416 40%	85 35%	115 35%	122 32%	102 30%	93 31%	110 26%	137 25%	170 29%	138 32%	183 39%	167 32%	162 30%	156 31%	87 30%	56 32%
Fairly scared	(3) 30%	600 30%	298 29%	65 27%	101 31%	109 28%	101 29%	90 30%	134 31%	155 28%	185 31%	120 28%	140 30%	144 28%	169 31%	162 32%	76 26%	50 28%
Not particularly scared	(2) 28%	576 33%	249 24%	56 23%	64 20%	124 32%	103 30%	89 29%	140 33%	187 34%	165 28%	121 28%	102 22%	141 27%	135 25%	145 29%	94 32%	60 34%
Not at all scared	(1) 9%	181 12%	58 6%	31 13%	37 11%	24 6%	33 10%	24 8%	33 8%	54 10%	59 10%	37 9%	30 6%	52 10%	50 9%	39 8%	31 11%	9 5%
NET: Not particularly/ Not at all scared	757 37%	450 45%	307 30%	87 36%	101 31%	147 38%	136 39%	113 37%	172 40%	242 44%	224 38%	159 37%	132 28%	193 38%	186 35%	184 36%	125 43%	69 39%
Prefer not to say	43 2%	29 3%	14 1%	5 2%	7 2%	7 2%	6 2%	8 3%	10 2%	14 2%	9 2%	9 2%	11 2%	11 2%	19 4%	6 1%	5 2%	2 1%
Mean	2.84	2.62	3.05	2.86	2.93	2.87	2.80	2.85	2.77	2.70	2.80	2.86	3.05	2.85	2.86	2.87	2.76	2.87
Standard deviation	0.97	0.96	0.94	1.05	1.01	0.94	0.98	0.96	0.93	0.96	0.98	0.98	0.94	1.00	0.97	0.95	1.00	0.93
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.06	0.04	0.04	0.04	0.04	0.06	0.07

Death and Dying Survey

ONLINE Fieldwork : 28th April - 1st May 2011

Absolutes/col percents

Table 11

Q.3 Please rate how scared, if at all, you are of each of the following things happening to you: Dying alone

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
NET: Very/fairly scared	1259 62%	527 53%	732 71%	161 66%	214 66%	230 60%	209 61%	191 63%	253 59%	306 56%	350 59%	279 66%	323 69%	326 63%	336 63%	313 62%	178 61%	106 60%
Very scared	(4) 32%	656 226 23%	431 42%	96 39%	119 37%	122 32%	121 35%	91 30%	108 25%	152 28%	164 28%	156 37%	184 39%	173 34%	182 34%	140 27%	104 35%	59 33%
Fairly scared	(3) 30%	602 301 30%	301 29%	66 27%	96 30%	108 28%	88 26%	100 33%	145 34%	154 28%	186 32%	123 29%	139 30%	153 30%	154 29%	174 34%	75 26%	47 27%
Not particularly scared	(2) 24%	481 282 28%	199 19%	43 18%	63 20%	102 26%	89 26%	69 23%	115 27%	159 29%	134 23%	93 22%	95 20%	113 22%	120 22%	128 25%	73 25%	48 27%
Not at all scared	(1) 11%	222 145 15%	77 7%	30 12%	37 11%	40 10%	38 11%	35 11%	43 10%	69 13%	82 14%	37 9%	33 7%	58 11%	57 11%	51 13%	36 12%	20 11%
NET: Not particularly/ Not at all scared	703 35%	427 43%	276 27%	73 30%	100 31%	141 37%	127 37%	103 34%	159 37%	228 42%	217 37%	130 31%	128 27%	171 33%	177 33%	179 35%	109 37%	68 38%
Prefer not to say	66 3%	40 4%	27 3%	9 4%	10 3%	14 4%	9 3%	10 3%	15 3%	13 2%	22 4%	16 4%	16 3%	19 4%	23 4%	17 3%	5 2%	3 2%
Mean	2.86	2.64	3.08	2.97	2.94	2.84	2.87	2.84	2.77	2.73	2.76	2.97	3.05	2.89	2.90	2.82	2.86	2.83
Standard deviation	1.01	1.00	0.96	1.05	1.02	1.00	1.03	1.00	0.96	1.01	1.03	0.99	0.95	1.02	1.01	0.96	1.05	1.03
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.06	0.06	0.05	0.04	0.05	0.06	0.04	0.04	0.05	0.04	0.06	0.08

Death and Dying Survey

ONLINE Fieldwork : 28th April - 1st May 2011

Absolutes/col percents

Table 12

Q.3 Please rate how scared, if at all, you are of each of the following things happening to you: Getting divorced or a long-term relationship ending
Base: All respondents

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170	
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176	
NET: Very/fairly scared	790 39%	376 38%	414 40%	143 59%	175 54%	151 39%	122 35%	90 30%	110 26%	201 37%	203 35%	205 48%	181 39%	212 41%	212 40%	211 41%	112 38%	42 24%	
Very scared	(4) 16%	327 14%	183 18%	66 27%	71 22%	61 16%	52 15%	32 11%	45 10%	77 14%	72 12%	89 21%	89 19%	89 17%	78 15%	92 18%	46 16%	21 12%	
Fairly scared	(3) 23%	463 23%	232 22%	231 32%	77 32%	104 23%	90 20%	69 19%	58 15%	124 23%	131 22%	117 27%	92 20%	123 24%	134 25%	119 23%	66 23%	21 12%	
Not particularly scared	(2) 27%	552 28%	277 27%	276 22%	55 22%	77 24%	127 33%	104 30%	88 29%	102 24%	150 27%	179 30%	107 25%	116 25%	134 26%	132 25%	141 28%	85 29%	61 34%
Not at all scared	(1) 29%	597 29%	291 29%	306 30%	36 15%	62 19%	92 24%	104 30%	114 38%	188 44%	176 32%	186 32%	95 22%	140 30%	153 30%	153 29%	133 26%	88 30%	70 40%
NET: Not particularly/ Not at all scared	1149 57%	568 57%	581 56%	90 37%	139 43%	219 57%	208 60%	202 66%	290 68%	326 60%	366 62%	202 47%	256 55%	287 56%	285 53%	274 54%	172 59%	131 74%	
Prefer not to say	89 4%	50 5%	39 4%	10 4%	10 3%	15 4%	15 4%	12 4%	27 6%	21 4%	19 3%	19 4%	30 6%	16 3%	38 7%	24 5%	8 3%	4 2%	
Mean	2.27	2.24	2.29	2.74	2.59	2.32	2.21	2.03	1.92	2.19	2.16	2.49	2.30	2.30	2.28	2.35	2.25	1.96	
Standard deviation	1.07	1.05	1.09	1.03	1.05	1.02	1.06	1.02	1.04	1.06	1.02	1.07	1.12	1.09	1.06	1.08	1.06	1.01	
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.05	0.05	0.05	0.06	0.08	

Death and Dying Survey

ONLINE Fieldwork : 28th April - 1st May 2011

Absolutes/col percents

Table 13

Q.3 Please rate how scared, if at all, you are of each of the following things happening to you: Losing a possession with sentimental value

Base: All respondents

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170	
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176	
NET: Very/fairly scared	963 47%	410 41%	553 53%	160 66%	173 54%	174 45%	148 43%	132 43%	176 41%	208 38%	267 45%	242 57%	245 53%	243 47%	275 51%	228 45%	138 47%	78 44%	
Very scared	(4) 12%	245 10%	100 14%	145 23%	56 17%	56 11%	42 11%	38 7%	22 7%	30 9%	49 11%	62 15%	65 15%	69 13%	68 12%	66 13%	22 8%	23 13%	
Fairly scared	(3) 35%	718 31%	310 39%	408 43%	104 36%	117 34%	132 32%	110 36%	109 34%	145 29%	159 35%	177 42%	176 38%	175 34%	209 39%	162 32%	116 40%	55 31%	
Not particularly scared	(2) 37%	741 39%	388 34%	353 24%	100 31%	150 39%	135 39%	127 42%	170 40%	231 42%	226 38%	124 29%	160 34%	186 36%	172 32%	205 40%	111 38%	66 38%	
Not at all scared	(1) 14%	277 17%	166 11%	111 7%	18 13%	41 14%	52 14%	54 16%	39 13%	73 17%	93 17%	84 14%	50 12%	50 11%	74 14%	69 13%	68 13%	36 12%	30 17%
NET: Not particularly/ Not at all scared	1018 50%	554 56%	464 45%	77 32%	142 44%	202 52%	188 55%	166 55%	243 57%	324 59%	309 53%	174 41%	210 45%	260 51%	242 45%	273 54%	147 50%	96 54%	
Prefer not to say	47 2%	29 3%	18 2%	6 2%	9 3%	9 2%	8 2%	7 2%	8 2%	15 3%	12 2%	9 2%	11 2%	12 2%	19 4%	7 1%	7 2%	2 1%	
Mean	2.47	2.36	2.58	2.83	2.60	2.44	2.39	2.39	2.32	2.31	2.43	2.62	2.58	2.47	2.52	2.45	2.44	2.41	
Standard deviation	0.88	0.88	0.87	0.87	0.93	0.87	0.89	0.81	0.84	0.86	0.87	0.89	0.88	0.90	0.88	0.89	0.81	0.92	
Standard error	0.02	0.03	0.03	0.06	0.05	0.04	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.04	0.04	0.04	0.05	0.07	

Death and Dying Survey

ONLINE Fieldwork : 28th April - 1st May 2011

Absolutes/col percents

Table 14

Q.3 Please rate how scared, if at all, you are of each of the following things happening to you: A close friend or family member dying

Base: All respondents

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170	
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176	
NET: Very/fairly scared	1557 77%	671 68%	886 86%	201 83%	270 83%	292 76%	256 74%	224 74%	313 73%	394 72%	456 77%	339 80%	368 79%	382 74%	412 77%	392 77%	233 80%	138 78%	
Very scared	(4) 43%	877 33%	331 53%	546 59%	143 54%	175 40%	156 39%	134 40%	122 35%	148 35%	191 35%	236 40%	220 52%	232 50%	199 39%	244 46%	220 43%	144 49%	71 40%
Fairly scared	(3) 34%	679 34%	340 33%	339 24%	58 29%	95 35%	137 36%	123 33%	102 39%	165 37%	204 37%	120 28%	136 29%	183 36%	168 31%	173 34%	89 30%	67 38%	
Not particularly scared	(2) 16%	334 23%	226 10%	108 9%	22 11%	36 19%	74 18%	62 19%	58 19%	81 21%	117 15%	87 15%	63 14%	66 19%	98 16%	87 15%	77 13%	39 19%	33 2%
Not at all scared	(1) 4%	82 6%	64 2%	19 5%	13 4%	12 3%	10 5%	17 3%	10 5%	21 4%	22 5%	30 2%	9 5%	21 4%	23 3%	16 5%	28 4%	12 4%	4 2%
NET: Not particularly/ Not at all scared	416 21%	290 29%	126 12%	35 15%	48 15%	84 22%	79 23%	68 22%	102 24%	139 25%	118 20%	72 17%	87 19%	121 23%	103 19%	104 20%	51 18%	37 21%	
Prefer not to say	55 3%	33 3%	22 2%	7 3%	6 2%	9 2%	9 3%	13 4%	12 3%	14 3%	15 2%	15 3%	12 2%	12 2%	20 4%	13 2%	9 3%	1 1%	
Mean	3.19	2.98	3.40	3.40	3.36	3.16	3.11	3.15	3.06	3.06	3.15	3.34	3.27	3.11	3.24	3.18	3.29	3.17	
Standard deviation	0.86	0.92	0.75	0.87	0.83	0.83	0.88	0.85	0.87	0.86	0.87	0.82	0.88	0.87	0.84	0.89	0.86	0.81	
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.04	0.04	0.04	0.05	0.06	

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Absolutes/col percents

Table 15

Q.4 How old would you like to be when you die?**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
Under 60	52 3%	32 3%	20 2%	15 6%	13 4%	8 2%	13 4%	2 1%	- -	7 1%	15 2%	17 4%	13 3%	11 2%	18 3%	18 3%	4 1%	2 1%
60-70	75 4%	36 4%	38 4%	12 5%	24 8%	15 4%	12 4%	7 2%	3 1%	20 4%	23 4%	17 4%	14 3%	24 5%	18 3%	18 4%	10 3%	4 3%
71-80	241 12%	116 12%	125 12%	36 15%	37 12%	62 16%	43 12%	38 12%	26 6%	61 11%	56 9%	66 15%	58 12%	56 11%	67 12%	57 11%	31 11%	30 17%
81-90	557 27%	246 25%	311 30%	44 18%	78 24%	107 28%	93 27%	85 28%	151 35%	176 32%	171 29%	103 24%	107 23%	148 29%	130 24%	143 28%	76 26%	59 34%
91-100	387 19%	179 18%	208 20%	42 17%	53 16%	70 18%	68 20%	57 19%	97 23%	107 19%	115 20%	76 18%	90 19%	92 18%	105 20%	111 22%	56 19%	24 14%
Over 100	189 9%	107 11%	81 8%	16 6%	30 9%	25 6%	28 8%	40 13%	51 12%	53 10%	58 10%	37 9%	40 9%	51 10%	52 10%	40 8%	33 11%	13 7%
I would like to live forever	307 15%	169 17%	137 13%	52 21%	65 20%	49 13%	46 13%	43 14%	50 12%	59 11%	88 15%	73 17%	87 19%	71 14%	77 14%	81 16%	54 19%	23 13%
Prefer not to say	221 11%	107 11%	114 11%	26 11%	24 7%	48 13%	42 12%	31 10%	49 12%	65 12%	62 11%	37 9%	57 12%	62 12%	68 13%	42 8%	29 10%	21 12%

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Absolutes/col percents

Table 16

Q.5 At what point, if at all, do you think a health professional should talk to you about where you would like to be cared for when dying and where you would like to die? Please select one of the following options.

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
When you are healthy and well	290 14%	159 16%	131 13%	34 14%	77 24%	52 13%	63 18%	32 11%	33 8%	85 15%	67 11%	80 19%	59 13%	84 16%	80 15%	65 13%	41 14%	20 11%
When you are diagnosed with a life-limiting illness	1063 52%	498 50%	564 55%	119 49%	137 42%	207 54%	197 57%	178 58%	226 53%	302 55%	314 53%	213 50%	234 50%	262 51%	278 52%	258 51%	166 57%	98 56%
When you are very ill and close to dying	240 12%	124 13%	116 11%	31 13%	51 16%	42 11%	32 9%	28 9%	55 13%	57 10%	74 13%	52 12%	58 12%	62 12%	59 11%	68 13%	29 10%	21 12%
I don't think it is part of the health professional's job to talk to me about this	289 14%	131 13%	158 15%	25 10%	33 10%	59 15%	31 9%	49 16%	93 22%	77 14%	79 13%	50 12%	83 18%	73 14%	71 13%	74 15%	43 15%	28 16%
Prefer not to say	146 7%	81 8%	65 6%	34 14%	26 8%	25 6%	22 7%	18 6%	21 5%	27 5%	55 9%	31 7%	33 7%	33 6%	47 9%	43 8%	13 4%	9 5%

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Absolutes/col percents

Table 17

Q.6 Thinking about talking about dying and death, have you ever discussed any of the following, with your parents, partner or other family members?

SUMMARY TABLE

Base: All respondents

	The type of funeral they would want	Where they would like to die (e.g. at home, in hospital, in a hospice, in a care home)	The type of care and support they would want at the end of their lives	Whether they have made a will	The things they would like to do before they die	The type of care and support you would want in the final stages of your life
Unweighted base	2028	2028	2028	2028	2028	2028
Weighted base	2028	2028	2028	2028	2028	2028
Parents	469 23%	215 11%	259 13%	514 25%	184 9%	171 8%
Partner	663 33%	333 16%	372 18%	661 33%	460 23%	380 19%
Other relatives	243 12%	122 6%	132 7%	334 16%	156 8%	155 8%
Close friends	187 9%	90 4%	80 4%	167 8%	237 12%	96 5%
I have not discussed this with any of these people	818 40%	1314 65%	1247 61%	739 36%	1195 59%	1304 64%
Prefer not to say	111 5%	119 6%	118 6%	114 6%	117 6%	123 6%

Death and Dying Survey

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Absolutes/col percents

Table 18

Q.6 Thinking about talking about dying and death, have you ever discussed any of the following, with your parents, partner or other family members?

The type of funeral they would want

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
Partner	663 33%	323 33%	340 33%	44 18%	84 26%	120 31%	117 34%	123 41%	174 41%	215 39%	172 29%	136 32%	139 30%	145 28%	171 32%	177 35%	97 33%	73 41%
Parents	469 23%	171 17%	298 29%	79 32%	100 31%	108 28%	86 25%	58 19%	39 9%	116 21%	137 23%	119 28%	96 21%	111 21%	134 25%	115 23%	66 23%	43 25%
Other relatives	243 12%	86 9%	158 15%	30 12%	26 8%	26 7%	42 12%	60 20%	59 14%	56 10%	72 12%	48 11%	68 15%	61 12%	63 12%	67 13%	30 10%	23 13%
Close friends	187 9%	70 7%	117 11%	41 17%	39 12%	30 8%	27 8%	24 8%	27 6%	45 8%	69 12%	35 8%	39 8%	49 10%	47 9%	44 9%	22 8%	24 14%
I have not discussed this with any of these people	818 40%	438 44%	380 37%	94 39%	136 42%	167 43%	137 40%	104 34%	180 42%	212 39%	240 41%	172 40%	194 42%	209 41%	201 37%	219 43%	127 43%	62 35%
Prefer not to say	111 5%	75 8%	37 4%	32 13%	23 7%	23 6%	14 4%	9 3%	11 3%	29 5%	39 7%	18 4%	25 5%	36 7%	31 6%	23 5%	12 4%	9 5%

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Absolutes/col percents

Table 19

Q.6 Thinking about talking about dying and death, have you ever discussed any of the following, with your parents, partner or other family members?

Where they would like to die (e.g. at home, in hospital, in a hospice, in a care home)'

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
Partner	333 16%	177 18%	156 15%	21 9%	42 13%	61 16%	57 16%	57 19%	96 22%	103 19%	86 15%	79 18%	65 14%	79 15%	88 16%	89 17%	42 14%	36 20%
Parents	215 11%	80 8%	134 13%	35 15%	39 12%	56 15%	43 12%	26 8%	15 3%	59 11%	60 10%	50 12%	45 10%	54 11%	61 11%	58 11%	20 7%	21 12%
Other relatives	122 6%	56 6%	66 6%	23 9%	17 5%	17 4%	16 5%	27 9%	22 5%	29 5%	46 8%	24 6%	22 5%	31 6%	30 6%	35 7%	11 4%	15 9%
Close friends	90 4%	32 3%	58 6%	21 9%	20 6%	13 3%	11 3%	15 5%	10 2%	22 4%	33 6%	15 4%	20 4%	32 6%	18 3%	26 5%	6 2%	8 5%
I have not discussed this with any of these people	1314 65%	632 64%	682 66%	147 60%	209 65%	254 66%	224 65%	196 64%	284 67%	345 63%	381 65%	269 63%	319 68%	328 64%	344 64%	329 65%	208 71%	106 60%
Prefer not to say	119 6%	77 8%	42 4%	28 12%	24 7%	23 6%	14 4%	13 4%	16 4%	30 6%	41 7%	19 4%	29 6%	32 6%	37 7%	26 5%	15 5%	9 5%

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Table 20

Q.6 Thinking about talking about dying and death, have you ever discussed any of the following, with your parents, partner or other family members?

The type of care and support they would want at the end of their lives

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
Partner	372 18%	196 20%	175 17%	27 11%	45 14%	64 17%	68 20%	59 19%	110 26%	119 22%	97 17%	87 20%	68 15%	81 16%	103 19%	100 20%	45 15%	43 24%
Parents	259 13%	95 10%	164 16%	50 21%	44 14%	68 18%	49 14%	29 10%	19 4%	75 14%	68 11%	65 15%	51 11%	64 12%	72 13%	65 13%	37 13%	21 12%
Other relatives	132 7%	47 5%	86 8%	20 8%	15 5%	21 5%	22 6%	29 10%	25 6%	33 6%	40 7%	30 7%	29 6%	38 7%	45 8%	27 5%	9 3%	14 8%
Close friends	80 4%	35 4%	45 4%	15 6%	16 5%	14 4%	10 3%	14 4%	12 3%	23 4%	23 4%	15 4%	19 4%	25 5%	19 3%	22 4%	9 3%	7 4%
I have not discussed this with any of these people	1247 61%	609 61%	638 62%	137 56%	202 62%	240 62%	203 59%	194 64%	269 63%	317 58%	373 63%	249 58%	308 66%	318 62%	319 60%	311 61%	197 67%	102 58%
Prefer not to say	118 6%	77 8%	40 4%	32 13%	25 8%	22 6%	16 5%	11 4%	12 3%	30 6%	43 7%	18 4%	27 6%	32 6%	33 6%	29 6%	14 5%	9 5%

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Table 21

Q.6 Thinking about talking about dying and death, have you ever discussed any of the following, with your parents, partner or other family members?

Whether they have made a will

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
Partner	661 33%	344 35%	317 31%	23 9%	60 19%	110 29%	115 34%	129 42%	223 52%	250 46%	160 27%	131 31%	120 26%	143 28%	188 35%	166 33%	107 37%	57 32%
Parents	514 25%	189 19%	325 31%	78 32%	104 32%	127 33%	102 30%	63 21%	39 9%	137 25%	160 27%	124 29%	93 20%	125 24%	149 28%	125 25%	76 26%	39 22%
Other relatives	334 16%	133 13%	201 19%	30 12%	27 8%	48 12%	44 13%	73 24%	113 26%	102 19%	94 16%	68 16%	69 15%	77 15%	95 18%	89 17%	50 17%	24 13%
Close friends	167 8%	81 8%	86 8%	16 6%	30 9%	30 8%	32 9%	28 9%	32 7%	46 8%	51 9%	43 10%	28 6%	55 11%	46 9%	43 8%	14 5%	9 5%
I have not discussed this with any of these people	739 36%	383 39%	356 34%	104 43%	143 44%	157 41%	131 38%	88 29%	117 27%	147 27%	223 38%	160 38%	209 45%	198 38%	172 32%	190 37%	109 37%	70 40%
Prefer not to say	114 6%	76 8%	38 4%	32 13%	26 8%	22 6%	16 5%	10 3%	8 2%	30 6%	42 7%	18 4%	23 5%	31 6%	32 6%	25 5%	16 5%	10 6%

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Table 22

Q.6 Thinking about talking about dying and death, have you ever discussed any of the following, with your parents, partner or other family members?

The things they would like to do before they die

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
Partner	460 23%	226 23%	235 23%	41 17%	74 23%	87 22%	72 21%	78 26%	108 25%	141 26%	121 21%	109 26%	90 19%	104 20%	125 23%	129 25%	51 17%	51 29%
Close friends	237 12%	101 10%	136 13%	42 17%	48 15%	48 13%	32 9%	32 10%	34 8%	55 10%	76 13%	55 13%	51 11%	64 12%	60 11%	54 11%	35 12%	25 14%
Parents	184 9%	72 7%	112 11%	47 19%	44 14%	47 12%	26 8%	11 4%	10 2%	37 7%	54 9%	56 13%	38 8%	43 8%	57 11%	44 9%	24 8%	16 9%
Other relatives	156 8%	64 6%	92 9%	25 10%	23 7%	23 6%	24 7%	29 9%	31 7%	37 7%	46 8%	41 10%	32 7%	40 8%	38 7%	39 8%	21 7%	18 10%
I have not discussed this with any of these people	1195 59%	583 59%	613 59%	123 50%	173 53%	227 59%	218 63%	187 61%	268 63%	321 59%	344 59%	241 57%	289 62%	313 61%	302 56%	297 58%	190 65%	94 54%
Prefer not to say	117 6%	80 8%	37 4%	31 13%	25 8%	24 6%	15 4%	11 4%	11 3%	31 6%	44 8%	16 4%	25 5%	32 6%	36 7%	26 5%	14 5%	9 5%

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Table 23

Q.6 Thinking about talking about dying and death, have you ever discussed any of the following, with your parents, partner or other family members?

The type of care and support you would want in the final stages of your life

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
Partner	380 19%	211 21%	169 16%	20 8%	41 13%	65 17%	71 21%	75 25%	109 25%	121 22%	93 16%	96 22%	71 15%	80 16%	103 19%	108 21%	47 16%	43 24%
Parents	171 8%	70 7%	101 10%	33 14%	39 12%	42 11%	31 9%	13 4%	12 3%	35 6%	48 8%	50 12%	38 8%	37 7%	50 9%	52 10%	17 6%	14 8%
Other relatives	155 8%	65 7%	90 9%	16 7%	9 3%	20 5%	22 6%	38 13%	50 12%	39 7%	37 6%	39 9%	40 8%	36 7%	42 8%	44 9%	20 7%	12 7%
Close friends	96 5%	39 4%	56 5%	16 7%	11 3%	13 3%	20 6%	24 8%	13 3%	22 4%	33 6%	18 4%	23 5%	23 5%	23 4%	29 6%	14 5%	5 3%
I have not discussed this with any of these people	1304 64%	613 62%	691 67%	154 63%	217 67%	265 69%	214 62%	188 62%	265 62%	345 63%	386 66%	261 61%	312 67%	342 66%	336 63%	312 61%	209 71%	106 60%
Prefer not to say	123 6%	80 8%	44 4%	34 14%	25 8%	24 6%	15 4%	11 3%	15 3%	32 6%	48 8%	17 4%	26 6%	36 7%	36 7%	28 6%	14 5%	9 5%

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Table 24

Q.7 When talking about the death of someone you know, have you used any of the following phrases to avoid using the words death and dying?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2028	948	1080	205	340	421	360	320	382	714	516	303	495	546	505	504	303	170
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
Passed away	1163	521	642	156	224	230	183	155	215	313	341	235	273	294	325	267	169	108
	57%	52%	62%	64%	69%	60%	53%	51%	50%	57%	58%	55%	59%	57%	61%	52%	58%	61%
Deceased	474	245	229	55	80	91	92	67	88	157	145	72	101	124	113	138	60	40
	23%	25%	22%	23%	25%	24%	27%	22%	21%	29%	25%	17%	22%	24%	21%	27%	20%	23%
Kicked the bucket	414	267	147	36	63	87	94	53	81	120	106	88	100	97	111	98	60	48
	20%	27%	14%	15%	19%	23%	27%	17%	19%	22%	18%	21%	22%	19%	21%	19%	21%	27%
Passed on	369	187	181	51	70	64	68	57	59	99	115	72	83	90	98	94	55	32
	18%	19%	18%	21%	22%	17%	20%	19%	14%	18%	20%	17%	18%	17%	18%	18%	19%	18%
Gone to a better place	345	145	200	66	93	63	68	29	27	88	108	73	77	84	77	98	58	29
	17%	15%	19%	27%	29%	16%	20%	9%	6%	16%	18%	17%	16%	16%	14%	19%	20%	16%
Popped their clogs	342	191	151	46	59	79	57	46	56	97	96	70	80	63	99	97	52	32
	17%	19%	15%	19%	18%	20%	17%	15%	13%	18%	16%	16%	17%	12%	18%	19%	18%	18%
Departed	286	163	123	38	59	49	52	40	46	90	77	59	60	65	81	83	37	21
	14%	16%	12%	16%	18%	13%	15%	13%	11%	16%	13%	14%	13%	13%	15%	16%	12%	12%
Six feet under	242	136	106	53	42	55	44	26	22	63	65	57	57	49	56	72	35	31
	12%	14%	10%	22%	13%	14%	13%	8%	5%	11%	11%	13%	12%	9%	10%	14%	12%	17%
Brown bread	202	142	60	30	42	44	36	28	22	43	58	48	53	61	44	53	23	20
	10%	14%	6%	12%	13%	12%	10%	9%	5%	8%	10%	11%	11%	12%	8%	10%	8%	12%
Pegged it	175	108	66	19	30	39	31	28	28	53	52	33	36	31	55	47	29	12
	9%	11%	6%	8%	9%	10%	9%	9%	7%	10%	9%	8%	8%	6%	10%	9%	10%	7%
Croaked	157	102	55	36	20	39	34	15	13	39	44	38	36	27	42	53	17	17
	8%	10%	5%	15%	6%	10%	10%	5%	3%	7%	7%	9%	8%	5%	8%	10%	6%	10%
Met their maker	124	79	45	13	17	28	28	21	18	36	36	23	28	28	28	34	17	17
	6%	8%	4%	5%	5%	7%	8%	7%	4%	7%	6%	5%	6%	5%	5%	7%	6%	10%
Fallen off their perch	75	48	27	7	5	10	17	13	23	38	8	15	14	25	20	14	13	3
	4%	5%	3%	3%	2%	3%	5%	4%	5%	7%	1%	3%	3%	5%	4%	3%	4%	2%
Turned their toes up	49	36	12	2	3	4	12	12	16	21	10	12	6	14	15	13	5	2
	2%	4%	1%	1%	1%	1%	3%	4%	4%	4%	2%	3%	1%	3%	3%	3%	2%	1%

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Table 24

Q.7 When talking about the death of someone you know, have you used any of the following phrases to avoid using the words death and dying?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2028	994	1034	243	324	385	345	304	427	548	588	426	467	515	535	509	292	176
Cashed in their chips	39 2%	32 3%	7 1%	8 3%	8 2%	6 2%	8 2%	3 1%	6 1%	16 3%	8 1%	8 2%	7 2%	7 1%	12 2%	15 3%	3 1%	1 1%
Sleeping the big sleep	28 1%	18 2%	10 1%	9 4%	4 1%	8 2%	5 1%	1 *	1 *	2 *	10 2%	10 2%	6 1%	7 1%	8 1%	9 2%	3 1%	1 1%
I use another word or phrase	104 5%	54 5%	50 5%	13 5%	12 4%	13 3%	28 8%	15 5%	23 6%	34 6%	29 5%	18 4%	23 5%	22 4%	27 5%	27 5%	16 6%	12 7%
I don't think it's appropriate to avoid using the words 'death' or 'dying' when talking about the death of someone I know	425 21%	181 18%	244 24%	32 13%	34 11%	65 17%	67 19%	89 29%	139 33%	114 21%	120 20%	89 21%	102 22%	107 21%	99 18%	113 22%	62 21%	44 25%
Prefer not to say	76 4%	52 5%	24 2%	16 7%	12 4%	16 4%	14 4%	4 1%	14 3%	20 4%	27 5%	11 2%	18 4%	19 4%	19 4%	19 4%	10 4%	8 4%