

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 1
Q.1 Thinking about the quality and standard of care that you would like to receive if you were terminally ill, which of the following are most important to you?
Most Important
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
Being kept pain free	660 25%	331 26%	330 25%	70 22%	92 22%	115 23%	106 24%	114 29%	163 30%	191 27%	179 24%	139 25%	151 25%	103 26%	252 24%
Having my friends and family around me	512 20%	240 19%	271 20%	84 27%	122 29%	112 23%	66 15%	57 15%	70 13%	151 21%	145 19%	103 19%	114 19%	74 19%	232 22%
Not being a burden on my friends and family	460 18%	239 19%	221 17%	57 18%	57 14%	87 18%	92 21%	65 17%	102 19%	107 15%	117 16%	113 21%	123 21%	86 22%	160 15%
Having medical and nursing support readily available	444 17%	214 17%	230 17%	48 15%	77 18%	68 14%	82 19%	63 16%	106 19%	123 18%	142 19%	82 15%	96 16%	60 15%	186 17%
Being cared for in the place of my choice	393 15%	198 16%	195 15%	26 8%	41 10%	88 18%	68 15%	73 19%	97 18%	109 15%	127 17%	70 13%	88 15%	42 11%	174 16%
Having emotional support available	97 4%	32 3%	64 5%	23 7%	17 4%	20 4%	16 4%	13 3%	7 1%	12 2%	31 4%	31 6%	23 4%	20 5%	43 4%
None of these	36 1%	20 2%	15 1%	5 2%	9 2%	5 1%	11 3%	5 1%	* *	10 1%	13 2%	8 2%	4 1%	6 2%	19 2%

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Table 1

Q.1 Thinking about the quality and standard of care that you would like to receive if you were terminally ill, which of the following are most important to you?

Most Important

Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
Being kept pain free	660 25%	59 27%	27 24%	67 23%	60 27%	56 24%	43 22%	33 25%	68 29%	84 26%	71 22%	71 31%	22 28%	290 25%	370 25%
Having my friends and family around me	512 20%	39 18%	24 21%	66 22%	47 21%	56 24%	42 21%	36 27%	43 18%	49 15%	56 17%	39 17%	16 20%	236 21%	276 19%
Not being a burden on my friends and family	460 18%	47 22%	25 22%	58 19%	37 17%	33 14%	42 21%	25 19%	32 13%	43 14%	58 18%	42 18%	18 23%	218 19%	242 17%
Having medical and nursing support readily available	444 17%	37 17%	20 18%	51 17%	39 18%	35 15%	33 17%	19 14%	30 13%	67 21%	67 21%	31 14%	13 17%	168 15%	276 19%
Being cared for in the place of my choice	393 15%	32 15%	14 13%	42 14%	27 12%	36 15%	29 15%	16 12%	41 17%	55 17%	57 18%	36 16%	7 10%	179 16%	214 15%
Having emotional support available	97 4%	1 *	2 2%	6 2%	9 4%	13 6%	7 3%	2 2%	20 8%	13 4%	15 5%	7 3%	2 2%	40 3%	57 4%
None of these	36 1%	3 1%	1 1%	7 2%	3 1%	4 2%	1 1%	2 2%	3 1%	6 2%	-	5 2%	1 1%	17 1%	19 1%

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Table 2

Q.1 Thinking about the quality and standard of care that you would like to receive if you were terminally ill, which of the following are most important to you?

2nd Most Important

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
Being kept pain free	599 23%	288 23%	311 23%	68 22%	88 21%	101 20%	107 24%	109 28%	127 23%	176 25%	178 24%	110 20%	136 23%	95 24%	255 24%
Having medical and nursing support readily available	532 20%	272 21%	260 20%	63 20%	67 16%	94 19%	85 19%	91 23%	134 24%	170 24%	162 21%	102 19%	97 16%	65 17%	208 20%
Having my friends and family around me	488 19%	222 17%	265 20%	75 24%	91 22%	96 19%	78 18%	54 14%	93 17%	108 15%	121 16%	131 24%	128 21%	81 21%	213 20%
Being cared for in the place of my choice	414 16%	206 16%	209 16%	27 9%	58 14%	81 16%	77 17%	62 16%	110 20%	118 17%	116 15%	74 13%	106 18%	57 15%	145 14%
Not being a burden on my friends and family	360 14%	186 15%	174 13%	45 14%	65 16%	86 17%	56 13%	49 12%	60 11%	85 12%	109 14%	86 16%	81 13%	49 13%	149 14%
Having emotional support available	165 6%	76 6%	89 7%	29 9%	38 9%	27 5%	29 7%	20 5%	22 4%	34 5%	54 7%	34 6%	44 7%	36 9%	75 7%
None of these	42 2%	25 2%	17 1%	5 2%	11 3%	9 2%	11 3%	5 1%	* *	12 2%	14 2%	10 2%	6 1%	7 2%	21 2%

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Q.1 Thinking about the quality and standard of care that you would like to receive if you were terminally ill, which of the following are most important to you?

2nd Most Important

Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ire-land	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
Being kept pain free	599 23%	55 25%	27 24%	78 26%	42 19%	56 24%	42 21%	28 21%	52 22%	71 22%	75 23%	57 25%	18 23%	248 22%	351 24%
Having medical and nursing support readily available	532 20%	45 21%	28 25%	60 20%	45 20%	53 23%	43 22%	26 19%	49 21%	60 19%	65 20%	43 19%	14 18%	256 22%	276 19%
Having my friends and family around me	488 19%	35 16%	22 20%	55 18%	39 18%	32 14%	43 22%	21 16%	49 21%	58 18%	69 21%	47 21%	16 20%	221 19%	267 18%
Being cared for in the place of my choice	414 16%	31 14%	14 13%	36 12%	52 23%	37 16%	37 19%	30 22%	37 16%	46 14%	41 13%	42 18%	12 15%	172 15%	242 17%
Not being a burden on my friends and family	360 14%	31 14%	15 14%	51 17%	30 14%	33 14%	19 10%	19 14%	35 15%	42 13%	43 13%	29 13%	13 16%	166 15%	194 13%
Having emotional support available	165 6%	18 8%	5 4%	11 4%	10 5%	19 8%	11 5%	9 6%	12 5%	32 10%	28 9%	6 3%	5 6%	66 6%	99 7%
None of these	42 2%	3 1%	1 1%	7 2%	4 2%	5 2%	1 1%	2 2%	3 1%	9 3%	1 *	5 2%	1 1%	18 2%	24 2%

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Table 3

Q.1 Thinking about the quality and standard of care that you would like to receive if you were terminally ill, which of the following are most important to you?

3rd Most Important

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
Having medical and nursing support readily available	571 22%	287 23%	284 21%	57 18%	76 18%	104 21%	88 20%	87 22%	159 29%	162 23%	142 19%	130 24%	138 23%	88 23%	204 19%
Being kept pain free	526 20%	237 19%	289 22%	71 23%	81 19%	106 22%	96 22%	65 17%	106 20%	119 17%	157 21%	123 23%	126 21%	75 19%	213 20%
Being cared for in the place of my choice	485 19%	228 18%	258 19%	56 18%	93 22%	82 17%	83 19%	90 23%	80 15%	136 19%	136 18%	105 19%	109 18%	80 21%	216 20%
Having my friends and family around me	445 17%	214 17%	230 17%	57 18%	59 14%	86 17%	72 16%	73 19%	98 18%	119 17%	123 16%	96 18%	106 18%	70 18%	174 16%
Not being a burden on my friends and family	300 12%	166 13%	134 10%	31 10%	52 12%	55 11%	50 11%	39 10%	72 13%	95 14%	89 12%	43 8%	73 12%	33 9%	136 13%
Having emotional support available	219 8%	106 8%	113 9%	32 10%	45 11%	50 10%	36 8%	30 8%	27 5%	57 8%	89 12%	35 6%	39 7%	37 9%	90 8%
None of these	54 2%	37 3%	18 1%	8 3%	11 3%	10 2%	16 4%	5 1%	3 1%	14 2%	19 2%	14 3%	8 1%	7 2%	32 3%

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Q.1 Thinking about the quality and standard of care that you would like to receive if you were terminally ill, which of the following are most important to you?

3rd Most Important

Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
Having medical and nursing support readily available	571 22%	43 19%	23 20%	60 20%	40 18%	42 18%	43 22%	37 28%	70 30%	65 20%	73 23%	63 28%	13 16%	249 22%	323 22%
Being kept pain free	526 20%	44 20%	26 23%	64 21%	52 23%	49 21%	48 24%	18 13%	34 14%	64 20%	79 25%	34 15%	15 19%	230 20%	296 20%
Being cared for in the place of my choice	485 19%	43 20%	23 20%	53 18%	45 20%	41 17%	34 17%	25 19%	46 19%	56 18%	60 19%	43 19%	17 21%	229 20%	257 18%
Having my friends and family around me	445 17%	52 24%	14 12%	56 19%	39 18%	37 16%	27 14%	21 16%	40 17%	52 16%	51 16%	38 16%	17 22%	188 16%	256 18%
Not being a burden on my friends and family	300 12%	21 9%	17 15%	34 11%	25 11%	33 14%	17 9%	18 13%	21 9%	34 11%	40 12%	33 14%	8 10%	127 11%	172 12%
Having emotional support available	219 8%	13 6%	8 7%	21 7%	18 8%	27 12%	23 12%	12 9%	19 8%	37 12%	18 5%	15 6%	8 10%	100 9%	119 8%
None of these	54 2%	3 1%	2 2%	8 3%	4 2%	5 2%	5 2%	2 2%	6 2%	10 3%	2 1%	5 2%	1 2%	25 2%	30 2%

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Table 4

Q.1 Thinking about the quality and standard of care that you would like to receive if you were terminally ill, which of the following are most important to you?

1st-3rd Most Important

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
Being kept pain free	1786 69%	856 67%	930 70%	209 67%	261 63%	323 65%	309 70%	288 74%	397 73%	486 69%	515 68%	372 68%	413 69%	273 70%	719 67%
Having medical and nursing support readily available	1547 59%	773 61%	774 58%	167 53%	219 53%	266 54%	255 58%	241 62%	398 73%	456 65%	446 59%	315 58%	331 55%	213 54%	599 56%
Having my friends and family around me	1444 56%	677 53%	767 58%	217 69%	273 65%	294 59%	216 49%	184 47%	260 48%	378 54%	389 52%	330 60%	348 58%	226 58%	619 58%
Being cared for in the place of my choice	1293 50%	632 50%	661 50%	110 35%	192 46%	251 51%	228 52%	225 58%	287 53%	362 52%	379 50%	248 45%	303 51%	180 46%	535 50%
Not being a burden on my friends and family	1120 43%	590 46%	530 40%	133 43%	174 42%	227 46%	199 45%	153 39%	234 43%	286 41%	314 42%	242 44%	277 46%	169 43%	445 42%
Having emotional support available	481 18%	214 17%	267 20%	83 27%	100 24%	97 20%	81 18%	64 16%	56 10%	102 15%	174 23%	100 18%	106 18%	93 24%	209 20%
None of these	36 1%	20 2%	15 1%	5 2%	9 2%	5 1%	11 3%	5 1%	* *	10 1%	13 2%	8 2%	4 1%	6 2%	19 2%

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Table 4

Q.1 Thinking about the quality and standard of care that you would like to receive if you were terminally ill, which of the following are most important to you?

1st-3rd Most Important

Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ire-land	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
Being kept pain free	1786 69%	158 72%	81 71%	208 70%	153 69%	160 68%	133 68%	78 59%	153 65%	219 69%	225 70%	161 70%	55 70%	768 67%	1018 70%
Having medical and nursing support readily available	1547 59%	125 57%	71 63%	171 58%	125 56%	130 56%	119 61%	82 61%	150 63%	192 61%	205 63%	138 60%	40 51%	672 59%	875 60%
Having my friends and family around me	1444 56%	127 58%	60 53%	177 60%	125 56%	124 53%	112 57%	78 58%	133 56%	159 50%	177 55%	124 54%	48 62%	645 56%	799 55%
Being cared for in the place of my choice	1293 50%	106 49%	52 46%	131 44%	123 55%	113 49%	99 50%	71 53%	124 52%	157 49%	159 49%	122 53%	36 46%	580 51%	713 49%
Not being a burden on my friends and family	1120 43%	99 45%	57 50%	142 48%	92 42%	99 43%	78 40%	62 46%	88 37%	119 37%	141 44%	104 45%	38 49%	512 45%	608 42%
Having emotional support available	481 18%	32 15%	16 14%	39 13%	38 17%	59 25%	40 20%	23 17%	51 21%	82 26%	60 19%	28 12%	14 19%	206 18%	276 19%
None of these	36 1%	3 1%	1 1%	7 2%	3 1%	4 2%	1 1%	2 2%	3 1%	6 2%	-	5 2%	1 1%	17 1%	19 1%

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Table 5

Q.2 You said being cared for in the place of my choice. Why do you say that?**Base: All respondents saying being cared for in the place of my choice was most important**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	396	203	193	16	38	87	72	82	101	131	113	56	96	39	155
Weighted base	393	198	195	26	41	88	68	73	97	109	127	70	88	42	174
Would want to be somewhere I liked/ familiar/ my own home in my final days	150 38%	68 35%	81 42%	4 15%	18 43%	36 41%	27 39%	30 41%	35 36%	41 38%	38 30%	27 39%	44 50%	16 39%	60 35%
I would want to make the choice/ not someone else/ Doctor	110 28%	47 24%	63 32%	5 19%	9 22%	30 35%	14 21%	24 33%	27 28%	21 19%	49 38%	23 33%	17 20%	9 22%	43 25%
To be comfortable as possible	60 15%	25 12%	35 18%	11 44%	8 20%	14 16%	16 23%	3 4%	7 7%	15 14%	19 15%	9 12%	17 19%	9 21%	31 18%
Better quality care to be found/ standard of care elsewhere is poor	32 8%	18 9%	14 7%	1 6%	- -	6 7%	- -	10 14%	14 14%	9 9%	14 11%	2 3%	6 7%	1 3%	13 8%
The most important to me/ priority/ what I would need/ other factors less relevant	28 7%	18 9%	10 5%	3 12%	4 9%	9 10%	3 4%	1 2%	9 9%	10 9%	6 5%	8 12%	4 4%	4 9%	15 9%
Love my family/ friends/ they are important/ want them around me	19 5%	10 5%	9 4%	3 10%	3 8%	4 5%	1 1%	3 4%	5 5%	5 5%	4 3%	5 7%	5 6%	- -	11 6%
For emotional well being/ lift spirits	18 5%	10 5%	8 4%	1 4%	2 6%	4 4%	3 4%	4 6%	4 4%	9 8%	4 3%	3 4%	2 2%	3 6%	8 5%
Reassurance/ peace of mind/ security	16 4%	8 4%	9 4%	3 10%	- -	6 6%	- -	5 6%	3 3%	3 3%	6 5%	1 1%	6 7%	1 2%	7 4%
Quality of life/ enjoy/ make most of my final days/ be active	11 3%	4 2%	7 4%	- -	* 1%	5 5%	3 4%	1 1%	3 3%	2 2%	1 1%	4 6%	4 5%	2 6%	4 2%
Have experience of/ of someone being terminally ill/ requiring care	10 2%	2 1%	8 4%	- -	- -	3 3%	4 6%	1 1%	2 2%	4 4%	- -	3 5%	3 3%	3 8%	5 3%
Would not want to be a burden to friends/ family	9 2%	4 2%	5 2%	- -	* 1%	3 4%	2 2%	2 2%	2 3%	3 3%	1 1%	3 5%	2 2%	1 1%	6 4%

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Table 5
Q.2 You said being cared for in the place of my choice. Why do you say that?
Base: All respondents saying being cared for in the place of my choice was most important

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	393	198	195	26	41	88	68	73	97	109	127	70	88	42	174
Would be supportive/ would make my condition/ illness bearable	7 2%	3 2%	4 2%	2 9%	-	2 2%	-	3 4%	-	-	1 1%	3 4%	4 5%	-	6 3%
I am independent/ would want to remain independent	5 1%	1 1%	4 2%	-	3 7%	-	-	1 2%	1 1%	2 2%	2 1%	1 1%	1 1%	2 4%	2 1%
Would want to spend as much time as I could with friends/ family/ say goodbye	5 1%	* *	4 2%	-	-	1 2%	-	1 2%	2 2%	3 3%	1 *	-	1 1%	-	1 *
Would want to be looked after by professionals/ people who can provide the correct treatment	5 1%	2 1%	2 1%	-	* 1%	2 2%	-	-	2 2%	1 1%	2 2%	-	1 1%	-	2 1%
Less Upsetting for those around you/ friends/ family	4 1%	2 1%	1 1%	-	-	-	1 2%	2 3%	-	3 3%	-	-	* *	2 5%	-
Access to help/ support/ treatment/ when I need it	3 1%	2 1%	1 *	1 4%	-	1 1%	-	1 1%	-	1 1%	1 1%	-	1 1%	-	1 *
To have a familiar face around/ not be with people I did not know	2 1%	2 1%	1 *	-	-	2 2%	-	1 1%	-	1 1%	-	* 1%	1 2%	-	2 1%
State/ NHS should care for me/ have paid National Insurance	2 *	-	2 1%	-	-	-	-	-	2 2%	-	2 1%	-	-	-	-
It is a fundamental/ basic right	2 *	1 1%	1 *	-	-	* *	-	* *	1 1%	* *	-	-	1 1%	-	1 *
For mental well being	1 *	-	1 1%	-	-	-	1 2%	-	-	1 1%	-	-	-	-	1 1%
I do not like pain/ would not want pain/ pain is debilitating	1 *	-	1 1%	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-
Would not want to be alone	1 *	1 *	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-

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Table 5

Q.2 You said being cared for in the place of my choice. Why do you say that?

Base: All respondents saying being cared for in the place of my choice was most important

	Gender		Age					Social Grade				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Weighted base	393	198	195	26	41	88	68	73	97	109	127	70	88	42	174
Family/ friends would want to help me	*	*	-	-	-	-	-	-	*	*	-	-	-	-	-
Other answers	15 4%	8 4%	7 4%	-	2 4%	4 5%	6 8%	1 1%	3 3%	4 4%	5 4%	5 7%	1 1%	-	12 7%
Nothing/ no reason	2 *	* *	1 1%	-	1 3%	* *	-	-	-	-	* *	-	1 1%	-	* *
Don't know	8 2%	2 1%	6 3%	-	-	1 1%	3 4%	2 3%	2 2%	2 2%	2 2%	2 2%	2 2%	1 2%	2 1%

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Q.2 You said being cared for in the place of my choice. Why do you say that?

Base: All respondents saying being cared for in the place of my choice was most important

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ire-land	Yes	No
Unweighted base	396	32	30	35	25	31	31	29	36	42	51	33	21	185	211
Weighted base	393	32	14	42	27	36	29	16	41	55	57	36	7	179	214
Would want to be somewhere I liked/ familiar/ my own home in my final days	150 38%	11 33%	5 36%	5 13%	14 50%	16 44%	11 38%	6 36%	19 46%	16 29%	27 48%	16 45%	4 60%	61 34%	89 42%
I would want to make the choice/ not someone else/ Doctor	110 28%	10 31%	3 18%	13 31%	8 30%	15 41%	9 30%	7 41%	12 30%	12 22%	14 25%	6 18%	1 13%	62 35%	48 22%
To be comfortable as possible	60 15%	6 18%	3 19%	10 23%	2 6%	5 15%	1 5%	1 6%	9 23%	10 19%	6 11%	5 14%	1 14%	30 17%	30 14%
Better quality care to be found/ standard of care elsewhere is poor	32 8%	-	1 5%	8 20%	2 6%	6 16%	1 2%	1 6%	1 3%	5 9%	4 8%	2 6%	1 8%	16 9%	15 7%
The most important to me/ priority/ what I would need/ other factors less relevant	28 7%	6 18%	1 10%	1 2%	2 7%	-	-	-	2 5%	3 5%	8 14%	6 16%	-	9 5%	19 9%
Love my family/ friends/ they are important/ want them around me	19 5%	1 2%	1 5%	2 4%	2 6%	2 6%	2 6%	2 10%	1 4%	-	3 6%	4 10%	-	7 4%	12 5%
For emotional well being/ lift spirits	18 5%	-	2 14%	1 3%	3 11%	1 3%	2 5%	1 6%	3 7%	1 2%	2 3%	2 6%	*	6 3%	12 6%
Reassurance/ peace of mind/ security	16 4%	-	1 7%	2 6%	2 7%	1 2%	3 9%	1 6%	-	3 6%	-	3 9%	-	6 4%	10 5%
Quality of life/ enjoy/ make most of my final days/ be active	11 3%	-	* 2%	* 1%	2 6%	2 7%	1 3%	1 4%	1 3%	2 3%	2 4%	-	-	6 4%	5 2%
Have experience of/ of someone being terminally ill/ requiring care	10 2%	1 4%	1 7%	-	-	-	2 7%	-	1 2%	3 5%	1 2%	1 2%	* 6%	6 3%	4 2%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 5

Q.2 You said being cared for in the place of my choice. Why do you say that?

Base: All respondents saying being cared for in the place of my choice was most important

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Weighted base	393	32	14	42	27	36	29	16	41	55	57	36	7	179	214
Would not want to be a burden to friends/ family	9 2%	-	-	-	-	-	1 5%	2 9%	-	1 2%	3 6%	2 5%	* 3%	4 2%	5 2%
Would be supportive/ would make my condition/ illness bearable	7 2%	-	-	-	-	-	-	1 9%	4 9%	1 2%	-	2 4%	-	7 4%	1 *
I am independent/ would want to remain independent	5 1%	1 4%	* 2%	-	-	-	-	* 2%	-	-	2 4%	1 3%	-	3 2%	1 1%
Would want to spend as much time as I could with friends/ family/ say goodbye	5 1%	* 2%	-	1 2%	1 4%	-	1 4%	-	1 3%	-	-	-	-	2 1%	2 1%
Would want to be looked after by professionals/ people who can provide the correct treatment	5 1%	1 4%	-	-	-	-	-	-	1 3%	1 1%	1 1%	-	* 6%	3 2%	1 1%
Less Upsetting for those around you/ friends/ family	4 1%	-	-	-	-	2 6%	-	1 8%	-	-	-	-	-	4 2%	-
Access to help/ support/ treatment/ when I need it	3 1%	1 4%	-	1 2%	-	-	-	-	-	1 1%	-	-	-	-	3 1%
To have a familiar face around/ not be with people I did not know	2 1%	-	-	-	-	1 2%	1 3%	1 4%	-	-	-	-	* 6%	2 1%	1 *
State/ NHS should care for me/ have paid National Insurance	2 *	-	-	-	-	-	-	-	2 4%	-	-	-	-	2 1%	-
It is a fundamental/ basic right	2 *	* 1%	1 7%	-	-	-	-	* 1%	-	-	-	-	-	* *	1 1%
For mental well being	1 *	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	1 1%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 5

Q.2 You said being cared for in the place of my choice. Why do you say that?

Base: All respondents saying being cared for in the place of my choice was most important

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Weighted base	393	32	14	42	27	36	29	16	41	55	57	36	7	179	214
I do not like pain/ would not want pain/ pain is debilitating	1 *	- -	- -	1 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Would not want to be alone	1 *	- -	- -	- -	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	1 *	- -
Family/ friends would want to help me	* *	- -	* 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *
Other answers	15 4%	2 5%	- -	4 9%	1 4%	1 3%	3 10%	- -	- -	4 7%	1 1%	1 3%	- -	7 4%	9 4%
Nothing/ no reason	2 *	- -	- -	- -	- -	- -	1 4%	- -	- -	- -	- -	- -	* 4%	2 1%	- -
Don't know	8 2%	- -	1 4%	1 2%	1 3%	- -	- -	* 2%	1 2%	2 4%	2 4%	- -	- -	3 2%	5 2%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 6
Q.2 You said having my friends and family around me. Why do you say that?
Base: All respondents saying having my friends and family around me was most important

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	519	248	271	67	109	117	83	67	76	176	142	78	123	72	206
Weighted base	512	240	271	84	122	112	66	57	70	151	145	103	114	74	232
Love my family/ friends/ they are important/ want them around me	218 43%	84 35%	134 49%	43 51%	46 38%	49 44%	26 39%	25 43%	29 41%	54 36%	60 42%	50 48%	54 48%	34 46%	94 40%
The most important to me/ priority/ what I would need/ other factors less relevant	91 18%	49 21%	41 15%	11 13%	25 20%	25 22%	7 10%	11 20%	12 18%	24 16%	27 19%	24 23%	16 14%	11 15%	46 20%
For emotional well being/ lift spirits	70 14%	35 15%	35 13%	20 23%	12 10%	11 10%	10 15%	13 22%	5 8%	26 18%	17 12%	12 12%	14 12%	12 16%	27 11%
Would want to spend as much time as I could with friends/ family/ say goodbye	69 13%	37 15%	32 12%	9 11%	16 13%	15 14%	11 17%	11 19%	5 8%	24 16%	21 15%	11 11%	13 11%	8 10%	37 16%
Would be supportive/ would make my condition/ illness bearable	49 10%	21 9%	28 10%	4 4%	12 10%	8 7%	9 13%	6 10%	11 16%	23 15%	9 6%	10 10%	7 6%	8 11%	19 8%
Would not want to be alone	19 4%	6 2%	14 5%	3 4%	5 4%	4 4%	4 6%	2 4%	1 2%	7 4%	5 3%	3 3%	5 4%	4 5%	10 4%
Family/ friends would want to help me	15 3%	6 3%	9 3%	- -	2 2%	3 3%	3 5%	3 5%	4 6%	3 2%	6 4%	4 4%	2 2%	2 3%	9 4%
Reassurance/ peace of mind/ security	13 3%	7 3%	7 2%	1 1%	3 3%	1 1%	3 4%	3 5%	2 2%	2 2%	4 3%	3 3%	4 3%	1 2%	9 4%
Quality of life/ enjoy/ make most of my final days/ be active	11 2%	5 2%	6 2%	* 1%	4 3%	3 3%	2 3%	- -	2 2%	3 2%	5 3%	2 2%	1 *	2 2%	6 3%
To be comfortable as possible	11 2%	4 2%	6 2%	4 4%	5 4%	2 1%	- -	1 1%	- -	3 2%	5 3%	* *	3 3%	* 1%	6 2%
Would aid recovery/ help get better/ keep condition under control	7 1%	1 *	7 2%	7 8%	- -	- -	- -	- -	* 1%	2 1%	* *	- -	5 5%	1 1%	5 2%
For mental well being	7 1%	1 1%	6 2%	3 3%	1 1%	1 1%	2 2%	* 1%	- -	1 1%	3 2%	2 2%	2 1%	1 1%	2 1%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 6

Q.2 You said having my friends and family around me. Why do you say that?

Base: All respondents saying having my friends and family around me was most important

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	512	240	271	84	122	112	66	57	70	151	145	103	114	74	232
It is obvious/ self explanatory	7 1%	5 2%	2 1%	1 2%	1 1%	2 2%	1 1%	1 2%	-	2 1%	3 2%	2 2%	-	2 2%	5 2%
Better quality care to be found/ standard of care elsewhere is poor	6 1%	5 2%	1 *	-	-	* *	1 2%	* 1%	4 5%	2 1%	-	3 3%	1 1%	-	3 1%
To have a familiar face around/ not be with people I did not know	6 1%	2 1%	4 1%	-	1 1%	1 1%	2 4%	1 2%	1 1%	1 1%	2 1%	1 1%	2 2%	3 4%	2 1%
Have experience of/ of someone being terminally ill/ requiring care	5 1%	3 1%	2 1%	-	1 1%	1 1%	2 3%	-	1 1%	2 1%	-	2 2%	1 1%	-	5 2%
Less Upsetting for those around you/ friends/ family	4 1%	2 1%	2 1%	1 1%	-	* *	-	-	3 4%	1 1%	2 2%	-	* *	-	1 *
Would want to be somewhere I liked/ familiar/ my own home in my final days	3 1%	1 *	2 1%	-	2 2%	-	1 1%	-	-	2 1%	-	-	1 1%	1 2%	1 *
People should/ do not have to suffer/ suffer needlessly	3 1%	1 *	2 1%	2 3%	-	-	1 1%	-	-	2 1%	-	-	1 *	2 3%	1 *
It is a fundamental/ basic right	1 *	1 *	-	-	-	-	-	-	1 2%	1 1%	-	-	-	-	-
Would not want to be a burden to friends/ family	1 *	1 *	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	1 *
I do not like pain/ would not want pain/ pain is debilitating	1 *	-	1 *	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 *
Access to help/ support/ treatment/ when I need it	1 *	-	1 *	-	-	-	-	-	1 1%	-	1 *	-	-	-	-
Have had experience of someone dying in pain	1 *	1 *	-	-	-	-	1 1%	-	-	-	-	1 1%	-	-	1 *

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 6

Q.2 You said having my friends and family around me. Why do you say that?

Base: All respondents saying having my friends and family around me was most important

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	512	240	271	84	122	112	66	57	70	151	145	103	114	74	232
Would want to be looked after by professionals/ people who can provide the correct treatment	* *	- -	* *	- -	- -	- -	- -	- -	* 1%	* *	- -	- -	- -	- -	- -
State/ NHS should care for me/ have paid National Insurance	* *	* *	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -
Other answers	4 1%	2 1%	2 1%	- -	2 2%	- -	1 2%	* 1%	1 1%	1 *	2 1%	- -	2 2%	- -	- -
Nothing/ no reason	5 1%	5 2%	- -	- -	2 2%	2 1%	- -	- -	1 1%	1 1%	2 1%	1 1%	2 1%	2 2%	2 1%
Don't know	9 2%	4 2%	5 2%	1 1%	2 2%	3 3%	1 1%	1 1%	1 1%	2 1%	3 2%	* *	4 4%	1 1%	3 1%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 6

Q.2 You said having my friends and family around me. Why do you say that?

Base: All respondents saying having my friends and family around me was most important

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	519	36	43	54	42	47	45	48	38	36	54	33	43	235	284
Weighted base	512	39	24	66	47	56	42	36	43	49	56	39	16	236	276
Love my family/ friends/ they are important/ want them around me	218 43%	15 39%	8 34%	32 49%	22 47%	24 42%	24 57%	10 27%	13 30%	28 57%	24 42%	16 41%	2 16%	106 45%	111 40%
The most important to me/ priority/ what I would need/ other factors less relevant	91 18%	6 16%	4 16%	9 14%	3 7%	10 17%	5 12%	10 29%	10 23%	5 10%	14 24%	11 28%	4 23%	39 16%	52 19%
For emotional well being/ lift spirits	70 14%	5 14%	3 13%	3 5%	11 23%	15 27%	4 9%	4 12%	2 6%	11 22%	7 12%	1 3%	3 18%	29 12%	41 15%
Would want to spend as much time as I could with friends/ family/ say goodbye	69 13%	7 19%	4 17%	3 4%	9 19%	4 7%	1 4%	6 16%	5 12%	8 16%	9 16%	8 22%	4 26%	29 12%	40 15%
Would be supportive/ would make my condition/ illness bearable	49 10%	3 8%	2 8%	6 9%	6 12%	7 12%	4 10%	6 16%	5 12%	3 6%	4 6%	-	5 29%	23 10%	26 9%
Would not want to be alone	19 4%	3 6%	1 3%	4 7%	1 1%	1 3%	2 5%	3 9%	2 5%	-	2 3%	-	* 2%	11 5%	8 3%
Family/ friends would want to help me	15 3%	3 8%	2 7%	-	2 4%	1 2%	-	-	-	4 8%	-	2 6%	1 8%	11 5%	4 2%
Reassurance/ peace of mind/ security	13 3%	1 2%	-	-	1 3%	* 1%	4 9%	2 5%	* 1%	-	2 4%	2 6%	* 2%	6 3%	7 3%
Quality of life/ enjoy/ make most of my final days/ be active	11 2%	1 2%	2 7%	2 3%	1 2%	1 2%	3 7%	1 1%	-	-	-	* 1%	-	5 2%	6 2%
To be comfortable as possible	11 2%	1 2%	1 4%	2 4%	2 3%	-	-	* 1%	1 3%	1 2%	1 2%	-	1 6%	4 2%	6 2%
Would aid recovery/ help get better/ keep condition under control	7 1%	-	* 2%	5 8%	-	-	-	-	-	-	-	2 4%	-	-	7 3%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 6

Q.2 You said having my friends and family around me. Why do you say that?

Base: All respondents saying having my friends and family around me was most important

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Weighted base	512	39	24	66	47	56	42	36	43	49	56	39	16	236	276
For mental well being	7 1%	1 3%	-	1 1%	1 2%	1 1%	-	-	1 3%	-	1 1%	1 3%	* 2%	4 2%	3 1%
It is obvious/ self explanatory	7 1%	-	-	-	-	-	1 2%	1 2%	1 2%	1 3%	1 2%	1 3%	* 2%	3 1%	3 1%
Better quality care to be found/ standard of care elsewhere is poor	6 1%	-	* 1%	3 4%	1 2%	1 2%	* 1%	-	-	-	-	-	* 1%	5 2%	1 *
To have a familiar face around/ not be with people I did not know	6 1%	1 3%	1 3%	-	2 4%	-	-	1 2%	1 1%	-	* 1%	-	* 2%	3 1%	2 1%
Have experience of/ of someone being terminally ill/ requiring care	5 1%	-	-	2 3%	-	-	-	-	2 5%	-	1 1%	1 1%	-	3 1%	3 1%
Less Upsetting for those around you/ friends/ family	4 1%	-	-	-	1 2%	1 2%	-	-	-	-	1 2%	-	1 4%	3 1%	* *
Would want to be somewhere I liked/ familiar/ my own home in my final days	3 1%	1 2%	-	1 2%	-	-	-	-	1 2%	-	-	-	-	-	3 1%
People should/ do not have to suffer/ suffer needlessly	3 1%	-	-	-	-	-	-	1 1%	-	-	2 4%	-	-	2 1%	1 *
It is a fundamental/ basic right	1 *	-	-	-	-	-	-	-	1 3%	-	-	-	-	1 *	-
Would not want to be a burden to friends/ family	1 *	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	1 *
I do not like pain/ would not want pain/ pain is debilitating	1 *	-	-	-	-	-	1 2%	-	-	-	-	-	-	1 *	-

Perceptions of Death Survey

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Absolutes/col percents

Table 6

Q.2 You said having my friends and family around me. Why do you say that?

Base: All respondents saying having my friends and family around me was most important

	Total	Region											Q.6 Has someone close to you (relative or friend) died in the last three years?		
		Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Weighted base	512	39	24	66	47	56	42	36	43	49	56	39	16	236	276
Access to help/ support/ treatment/ when I need it	1 *	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	1 *
Have had experience of someone dying in pain	1 *	-	1 2%	-	-	-	-	-	-	-	-	-	-	1 *	-
Would want to be looked after by professionals/ people who can provide the correct treatment	* *	-	* 2%	-	-	-	-	-	-	-	-	-	-	-	* *
State/ NHS should care for me/ have paid National Insurance	* *	-	-	-	-	-	* 1%	-	-	-	-	-	-	* *	-
Other answers	4 1%	-	* 1%	2 3%	-	-	-	-	1 1%	-	1 3%	-	-	3 1%	1 1%
Nothing/ no reason	5 1%	-	1 3%	-	-	-	2 6%	-	-	2 3%	-	-	-	2 1%	3 1%
Don't know	9 2%	1 4%	* 2%	2 3%	-	-	1 1%	2 5%	2 4%	1 3%	-	-	-	1 *	8 3%

Perceptions of Death Survey

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Absolutes/col percents

Table 7

Q.2 You said having medical and nursing support readily available. Why do you say that?

Base: All respondents saying having medical and nursing support readily available was most important

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	450	224	226	35	60	74	88	72	121	146	133	62	109	64	160
Weighted base	444	214	230	48	77	68	82	63	106	123	142	82	96	60	186
Would want to be looked after by professionals/ people who can provide the correct treatment	147 33%	74 35%	72 32%	22 47%	31 41%	31 46%	24 29%	17 26%	22 21%	30 24%	47 33%	35 43%	35 37%	26 44%	63 34%
Access to help/ support/ treatment/ when I need it	93 21%	33 16%	59 26%	11 22%	19 25%	20 30%	15 18%	13 21%	14 14%	20 16%	37 26%	12 14%	24 25%	14 23%	35 19%
The most important to me/ priority/ what I would need/ other factors less relevant	74 17%	41 19%	32 14%	3 7%	9 12%	6 9%	19 24%	14 23%	22 20%	25 20%	15 11%	19 23%	15 16%	10 17%	33 18%
Would not want to be a burden to friends/ family	32 7%	21 10%	11 5%	6 13%	7 9%	7 10%	2 2%	1 1%	9 9%	7 6%	11 8%	5 6%	9 9%	5 9%	16 8%
Reassurance/ peace of mind/ security	28 6%	6 3%	22 9%	6 12%	3 4%	2 3%	3 4%	7 11%	7 7%	13 10%	13 9%	2 2%	1 1%	7 12%	11 6%
Better quality care to be found/ standard of care elsewhere is poor	27 6%	11 5%	16 7%	2 4%	3 4%	2 3%	6 8%	2 3%	12 11%	13 11%	6 4%	2 2%	5 6%	4 7%	5 3%
Would be supportive/ would make my condition/ illness bearable	19 4%	10 5%	9 4%	- -	2 3%	3 4%	6 7%	5 8%	2 2%	3 3%	8 6%	4 5%	3 3%	2 3%	11 6%
I do not like pain/ would not want pain/ pain is debilitating	17 4%	9 4%	9 4%	1 3%	3 3%	1 1%	1 1%	1 2%	11 10%	9 7%	2 1%	5 6%	1 1%	1 2%	1 1%
Quality of life/ enjoy/ make most of my final days/ be active	14 3%	9 4%	5 2%	- -	2 3%	1 1%	5 6%	2 3%	4 4%	7 6%	1 1%	3 4%	3 3%	1 2%	5 3%
Less Upsetting for those around you/ friends/ family	13 3%	3 1%	10 4%	- -	4 5%	2 4%	2 2%	* 1%	4 4%	6 5%	3 2%	3 3%	1 1%	2 3%	5 3%
Would aid recovery/ help get better/ keep condition under control	12 3%	6 3%	5 2%	4 8%	1 2%	1 2%	3 4%	1 1%	2 2%	2 2%	3 2%	2 2%	6 6%	2 3%	4 2%

Perceptions of Death Survey

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Absolutes/col percents

Table 7

Q.2 You said having medical and nursing support readily available. Why do you say that?

Base: All respondents saying having medical and nursing support readily available was most important

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Weighted base	444	214	230	48	77	68	82	63	106	123	142	82	96	60	186
To be comfortable as possible	9 2%	4 2%	5 2%	-	1 1%	1 2%	2 3%	1 2%	3 3%	2 2%	1 1%	3 4%	2 2%	2 4%	1 1%
For emotional well being/ lift spirits	8 2%	3 1%	6 2%	1 2%	2 3%	2 3%	-	1 1%	2 2%	3 3%	4 3%	-	*	2 4%	4 2%
Have experience of/ of someone being terminally ill/ requiring care	8 2%	2 1%	6 3%	3 7%	2 3%	-	-	-	3 2%	7 6%	-	-	1 1%	-	7 4%
State/ NHS should care for me/ have paid National Insurance	7 1%	2 1%	4 2%	-	-	3 5%	1 1%	*	2 2%	-	1 1%	2 3%	3 3%	-	2 1%
It is obvious/ self explanatory	6 1%	5 2%	1 1%	-	-	2 3%	1 1%	2 3%	1 1%	2 2%	4 2%	-	-	1 1%	3 2%
People should/ do not have to suffer/ suffer needlessly	5 1%	3 2%	1 1%	1 1%	-	2 3%	1 1%	1 2%	-	2 2%	*	1 1%	1 1%	-	4 2%
I would want to make the choice/ not someone else/ Doctor	4 1%	1 1%	2 1%	-	2 3%	-	-	-	1 1%	1 1%	2 2%	-	-	-	2 1%
It is a fundamental/ basic right	3 1%	1 *	2 1%	1 2%	-	-	1 1%	1 1%	1 1%	2 1%	-	-	1 1%	*	1 *
Would not want to be alone	3 1%	2 1%	1 *	-	-	-	2 2%	1 1%	-	1 1%	1 1%	-	1 1%	-	1 *
Love my family/ friends/ they are important/ want them around me	2 *	1 *	1 *	-	-	-	2 2%	1 1%	-	1 *	1 1%	-	*	-	-
Would want to be somewhere I liked/ familiar/ my own home in my final days	1 *	1 *	1 *	-	1 1%	-	1 1%	-	-	-	1 *	-	1 1%	-	1 *
For mental well being	1 *	-	1 *	-	-	-	1 1%	-	-	-	1 1%	-	-	1 2%	-
Have experience of pain	1 *	-	1 *	1 2%	-	-	-	-	-	1 1%	-	-	-	1 1%	-

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 7

Q.2 You said having medical and nursing support readily available. Why do you say that?

Base: All respondents saying having medical and nursing support readily available was most important

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	444	214	230	48	77	68	82	63	106	123	142	82	96	60	186
I am independent/ would want to remain independent	*	*	-	-	-	-	*	-	-	-	-	-	*	-	*
Would want to spend as much time as I could with friends/ family/ say goodbye	*	*	-	-	-	-	-	-	*	*	-	-	-	-	-
Other answers	9 2%	7 3%	3 1%	-	1 1%	1 1%	1 1%	4 6%	3 3%	4 3%	4 3%	-	1 1%	1 1%	5 3%
Nothing/ no reason	3 1%	1 1%	2 1%	-	1 1%	-	-	1 1%	2 2%	-	-	1 1%	2 2%	1 1%	1 *
Don't know	10 2%	6 3%	4 2%	-	5 6%	1 1%	1 1%	2 2%	1 1%	3 3%	3 2%	2 2%	1 2%	-	6 3%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 7

Q.2 You said having medical and nursing support readily available. Why do you say that?

Base: All respondents saying having medical and nursing support readily available was most important

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ire-land	Yes	No
Unweighted base	450	36	37	45	41	35	36	31	30	49	51	30	29	188	262
Weighted base	444	37	20	51	39	35	33	19	30	67	67	31	13	168	276
Would want to be looked after by professionals/ people who can provide the correct treatment	147 33%	13 35%	6 29%	17 32%	12 30%	11 30%	10 30%	5 29%	10 32%	27 40%	22 33%	12 37%	4 31%	52 31%	95 34%
Access to help/ support/ treatment/ when I need it	93 21%	6 17%	3 17%	7 13%	7 17%	8 23%	5 16%	3 18%	5 17%	19 29%	20 30%	6 18%	2 19%	30 18%	62 23%
The most important to me/ priority/ what I would need/ other factors less relevant	74 17%	8 22%	3 15%	5 10%	11 29%	6 16%	5 16%	3 19%	6 20%	6 10%	11 17%	6 20%	1 11%	28 17%	45 16%
Would not want to be a burden to friends/ family	32 7%	- -	1 4%	3 5%	4 11%	2 7%	5 14%	- -	* 2%	4 6%	10 15%	2 7%	* 4%	8 5%	24 9%
Reassurance/ peace of mind/ security	28 6%	2 4%	1 7%	4 8%	- -	1 2%	1 3%	1 7%	2 6%	5 8%	8 12%	2 6%	1 9%	5 3%	23 8%
Better quality care to be found/ standard of care elsewhere is poor	27 6%	2 5%	1 7%	4 7%	2 4%	1 3%	- -	4 24%	1 5%	3 5%	4 6%	1 4%	3 22%	15 9%	12 5%
Would be supportive/ would make my condition/ illness bearable	19 4%	2 4%	- -	5 9%	1 3%	2 5%	2 5%	- -	1 2%	3 4%	2 3%	2 8%	- -	9 5%	10 4%
I do not like pain/ would not want pain/ pain is debilitating	17 4%	- -	2 8%	3 5%	4 11%	1 2%	2 5%	* 2%	1 5%	4 6%	1 1%	- -	- -	6 4%	11 4%
Quality of life/ enjoy/ make most of my final days/ be active	14 3%	2 5%	1 3%	2 4%	- -	- -	3 9%	* 1%	4 12%	1 1%	- -	2 6%	- -	7 4%	7 2%
Less Upsetting for those around you/ friends/ family	13 3%	- -	- -	3 6%	1 2%	3 8%	1 3%	* 3%	- -	2 3%	2 3%	- -	1 8%	3 2%	11 4%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 7

Q.2 You said having medical and nursing support readily available. Why do you say that?

Base: All respondents saying having medical and nursing support readily available was most important

	Total	Region											Q.6 Has someone close to you (relative or friend) died in the last three years?		
		Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Weighted base	444	37	20	51	39	35	33	19	30	67	67	31	13	168	276
Would aid recovery/ help get better/ keep condition under control	12 3%	-	3 13%	1 2%	1 1%	5 14%	1 2%	-	1 3%	1 1%	-	-	* 2%	4 2%	8 3%
To be comfortable as possible	9 2%	1 2%	2 11%	-	-	-	1 2%	2 9%	1 2%	1 1%	2 3%	-	-	4 3%	4 2%
For emotional well being/ lift spirits	8 2%	-	-	-	1 3%	2 6%	2 5%	* 3%	-	2 3%	1 1%	-	-	1 1%	7 3%
Have experience of/ of someone being terminally ill/ requiring care	8 2%	-	-	1 3%	-	-	-	-	3 11%	2 3%	-	1 4%	-	3 2%	5 2%
State/ NHS should care for me/ have paid National Insurance	7 1%	-	1 3%	-	1 2%	2 6%	1 3%	* 3%	-	-	1 2%	-	-	6 3%	1 *
It is obvious/ self explanatory	6 1%	1 1%	-	1 1%	1 1%	1 3%	1 4%	-	-	-	-	2 6%	-	5 3%	1 *
People should/ do not have to suffer/ suffer needlessly	5 1%	-	* 2%	-	-	1 2%	2 5%	-	-	1 2%	1 1%	-	-	3 2%	2 1%
I would want to make the choice/ not someone else/ Doctor	4 1%	-	-	1 2%	-	-	-	-	2 8%	-	-	-	-	-	4 1%
It is a fundamental/ basic right	3 1%	-	* 1%	-	-	1 2%	* 1%	-	-	1 1%	1 2%	-	-	2 1%	1 1%
Would not want to be alone	3 1%	1 2%	-	-	-	-	-	-	1 3%	-	1 1%	-	-	3 2%	-
Love my family/ friends/ they are important/ want them around me	2 *	* 1%	-	-	1 3%	-	-	-	-	-	-	1 2%	-	1 *	2 1%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 7

Q.2 You said having medical and nursing support readily available. Why do you say that?

Base: All respondents saying having medical and nursing support readily available was most important

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Weighted base	444	37	20	51	39	35	33	19	30	67	67	31	13	168	276
Would want to be somewhere I liked/ familiar/ my own home in my final days	1 *	1 2%	1 3%	-	-	-	-	-	-	-	-	-	-	-	1 *
For mental well being	1 *	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	1 *
Have experience of pain	1 *	-	-	-	-	1 2%	-	-	-	-	-	-	-	1 *	-
I am independent/ would want to remain independent	* *	-	-	-	-	-	-	-	-	* 1%	-	-	-	-	* *
Would want to spend as much time as I could with friends/ family/ say goodbye	* *	-	* 1%	-	-	-	-	-	-	-	-	-	-	* *	-
Other answers	9 2%	1 2%	1 5%	2 4%	-	-	-	2 9%	-	1 1%	2 3%	1 2%	1 5%	4 3%	5 2%
Nothing/ no reason	3 1%	-	-	2 3%	-	-	1 2%	-	-	-	-	-	1 5%	1 *	2 1%
Don't know	10 2%	2 6%	-	1 3%	1 2%	-	-	-	1 2%	4 6%	-	-	* 4%	3 2%	7 3%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 8

Q.2 You said having emotional support available. Why do you say that?

Base: All respondents saying having emotional support available was most important

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	86	30	56	13	16	23	17	9	8	14	28	17	27	14	36
Weighted base	97	32	64	23	17	20	16	13	7	12	31	31	23	20	43
For emotional well being/ lift spirits	31 32%	10 30%	21 33%	9 41%	3 16%	6 27%	3 19%	9 70%	2 22%	4 34%	12 39%	11 36%	4 18%	6 29%	16 37%
Would be supportive/ would make my condition/ illness bearable	22 23%	4 12%	18 28%	- -	4 25%	7 33%	6 35%	3 19%	2 34%	3 26%	10 32%	* 1%	8 37%	3 17%	5 12%
The most important to me/ priority/ what I would need/ other factors less relevant	19 20%	7 21%	12 19%	10 44%	2 10%	4 20%	2 13%	- -	1 16%	1 5%	5 17%	9 30%	4 16%	3 17%	12 28%
For mental well being	11 12%	3 9%	8 13%	4 18%	4 24%	2 9%	1 9%	- -	- -	1 6%	1 2%	7 23%	3 13%	4 19%	3 6%
Would not want to be a burden to friends/ family	4 4%	- -	4 6%	- -	1 9%	1 4%	2 11%	- -	- -	1 6%	- -	* 1%	3 12%	1 4%	1 2%
Access to help/ support/ treatment/ when I need it	3 3%	3 8%	1 1%	2 9%	- -	1 4%	* 3%	- -	- -	1 6%	- -	2 7%	* 2%	1 4%	2 5%
Would not want to be alone	3 3%	- -	3 5%	- -	- -	2 9%	- -	1 10%	- -	1 6%	- -	2 7%	* 2%	* 2%	2 5%
Less Upsetting for those around you/ friends/ family	3 3%	- -	3 5%	- -	- -	- -	2 15%	1 6%	- -	- -	2 5%	- -	2 8%	- -	1 2%
Love my family/ friends/ they are important/ want them around me	2 2%	1 2%	2 3%	- -	- -	1 3%	2 11%	- -	- -	1 5%	- -	2 5%	- -	- -	1 1%
Reassurance/ peace of mind/ security	2 2%	- -	2 3%	- -	- -	- -	- -	1 10%	1 11%	1 7%	- -	1 4%	- -	- -	1 3%
Would want to be looked after by professionals/ people who can provide the correct treatment	1 1%	- -	1 2%	- -	1 7%	- -	- -	- -	- -	- -	1 4%	- -	- -	1 6%	- -

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 8

Q.2 You said having emotional support available. Why do you say that?**Base: All respondents saying having emotional support available was most important**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	97	32	64	23	17	20	16	13	7	12	31	31	23	20	43
Have experience of/ of someone being terminally ill/ requiring care	1 1%	-	1 1%	-	-	-	-	1 6%	-	-	1 2%	-	-	-	-
Quality of life/ enjoy/ make most of my final days/ be active	* *	-	* *	-	* 2%	-	-	-	-	-	-	-	* 1%	-	-
Other answers	2 3%	2 7%	-	1 5%	-	-	-	-	1 17%	-	1 4%	1 4%	-	-	-
Nothing/ no reason	3 3%	3 9%	-	-	2 14%	* 2%	-	-	-	* 3%	2 8%	-	-	-	3 7%
Don't know	3 3%	3 9%	1 1%	* 1%	2 9%	-	-	2 12%	-	1 11%	-	-	2 9%	1 6%	2 4%

Perceptions of Death Survey

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Absolutes/col percents

Table 8

Q.2 You said having emotional support available. Why do you say that?**Base: All respondents saying having emotional support available was most important**

	Total	Region											Q.6 Has someone close to you (relative or friend) died in the last three years?		
		Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	86	1	5	6	9	9	7	5	10	11	11	6	6	40	46
Weighted base	97	1	2	6	9	13	7	2	20	13	15	7	2	40	57
For emotional well being/ lift spirits	31 32%	-	-	*	3 36%	7 53%	4 55%	1 58%	7 38%	3 20%	4 28%	1 11%	* 24%	11 28%	20 36%
Would be supportive/ would make my condition/ illness bearable	22 23%	-	1 43%	2 24%	2 25%	1 6%	-	1 55%	6 29%	3 22%	4 29%	1 22%	* 28%	11 27%	11 19%
The most important to me/ priority/ what I would need/ other factors less relevant	19 20%	-	-	-	2 25%	4 30%	1 22%	* 15%	2 12%	5 40%	3 22%	-	* 6%	8 20%	11 19%
For mental well being	11 12%	1 100%	1 29%	2 24%	2 26%	3 22%	-	* 8%	3 15%	-	-	-	* 10%	5 13%	6 11%
Would not want to be a burden to friends/ family	4 4%	-	-	-	-	-	1 16%	* 18%	-	-	1 5%	2 26%	-	3 7%	1 2%
Access to help/ support/ treatment/ when I need it	3 3%	-	-	-	-	-	* 7%	-	-	-	3 19%	-	-	1 3%	2 4%
Would not want to be alone	3 3%	-	-	-	-	1 11%	-	-	-	-	1 5%	1 16%	-	2 6%	1 1%
Less Upsetting for those around you/ friends/ family	3 3%	-	-	-	2 17%	-	-	-	-	-	-	2 26%	-	2 6%	1 1%
Love my family/ friends/ they are important/ want them around me	2 2%	-	-	2 26%	-	-	-	-	-	1 5%	-	-	-	-	2 4%
Reassurance/ peace of mind/ security	2 2%	-	-	-	1 9%	1 11%	-	-	-	-	-	-	-	1 3%	1 1%

Perceptions of Death Survey

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Absolutes/col percents

Table 8

Q.2 You said having emotional support available. Why do you say that?**Base: All respondents saying having emotional support available was most important**

	Total	Region											Q.6 Has someone close to you (relative or friend) died in the last three years?		
		Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Weighted base	97	1	2	6	9	13	7	2	20	13	15	7	2	40	57
Would want to be looked after by professionals/ people who can provide the correct treatment	1 1%	-	-	-	-	-	-	-	-	1 9%	-	-	-	1 3%	-
Have experience of/ of someone being terminally ill/ requiring care	1 1%	-	-	-	1 8%	-	-	-	-	-	-	-	-	1 2%	-
Quality of life/ enjoy/ make most of my final days/ be active	* *	-	* 11%	-	-	-	-	-	-	-	-	-	-	-	* *
Other answers	2 3%	-	-	1 18%	-	-	-	-	1 6%	-	-	-	-	-	2 4%
Nothing/ no reason	3 3%	-	* 17%	-	-	-	-	-	-	-	-	2 36%	-	-	3 5%
Don't know	3 3%	-	-	-	-	-	-	-	-	3 20%	-	-	1 42%	1 3%	2 4%

Perceptions of Death Survey

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Absolutes/col percents

Table 9

Q.2 You said being kept pain free. Why do you say that?**Base: All respondents saying being kept pain free was most important**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	655	341	314	45	75	113	116	127	179	231	174	106	144	93	223
Weighted base	660	331	330	70	92	115	106	114	163	191	179	139	151	103	252
I do not like pain/ would not want pain/ pain is debilitating	343 52%	174 53%	169 51%	35 50%	50 54%	72 62%	55 52%	64 56%	68 42%	92 48%	97 54%	67 48%	88 58%	56 54%	137 55%
Quality of life/ enjoy/ make most of my final days/ be active	98 15%	43 13%	55 17%	21 29%	7 7%	12 10%	11 11%	18 16%	29 18%	32 17%	25 14%	27 20%	13 9%	18 18%	33 13%
People should/ do not have to suffer/ suffer needlessly	80 12%	46 14%	35 11%	9 12%	11 12%	15 13%	17 16%	12 10%	17 10%	26 14%	22 12%	12 9%	21 14%	11 11%	30 12%
The most important to me/ priority/ what I would need/ other factors less relevant	46 7%	24 7%	22 7%	3 4%	6 6%	1 1%	10 9%	8 7%	19 12%	14 7%	13 7%	11 8%	8 5%	4 4%	22 9%
To be comfortable as possible	35 5%	10 3%	24 7%	6 8%	9 10%	5 4%	2 2%	4 4%	8 5%	13 7%	8 5%	7 5%	7 4%	4 4%	14 6%
Would be supportive/ would make my condition/ illness bearable	29 4%	11 3%	18 5%	* 1%	3 3%	3 3%	1 1%	9 8%	13 8%	10 5%	10 6%	4 3%	5 3%	4 4%	9 3%
Less Upsetting for those around you/ friends/ family	29 4%	12 4%	16 5%	- -	5 6%	4 4%	6 6%	2 2%	11 7%	9 5%	11 6%	3 2%	6 4%	5 5%	7 3%
Have had experience of someone dying in pain	24 4%	6 2%	18 5%	2 3%	4 4%	4 3%	3 3%	2 2%	8 5%	4 2%	7 4%	6 4%	7 5%	2 2%	6 2%
It is obvious/ self explanatory	21 3%	16 5%	4 1%	- -	5 5%	4 3%	2 2%	6 5%	3 2%	10 5%	6 3%	3 2%	2 1%	5 5%	8 3%
Have experience of pain	19 3%	6 2%	13 4%	1 1%	1 2%	6 5%	1 1%	2 2%	8 5%	3 2%	4 2%	2 1%	11 7%	2 2%	3 1%
Would not want to be a burden to friends/ family	15 2%	3 1%	13 4%	6 9%	3 3%	1 1%	1 1%	1 1%	3 2%	4 2%	5 3%	6 4%	1 1%	6 6%	5 2%
For emotional well being/ lift spirits	12 2%	3 1%	9 3%	- -	- -	6 6%	3 3%	- -	2 1%	* *	- -	11 8%	- -	4 4%	5 2%
For mental well being	11 2%	1 *	10 3%	- -	- -	5 5%	4 4%	- -	1 1%	1 *	2 1%	4 3%	4 3%	1 1%	7 3%

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Absolutes/col percents

Table 9

Q.2 You said being kept pain free. Why do you say that?**Base: All respondents saying being kept pain free was most important**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	660	331	330	70	92	115	106	114	163	191	179	139	151	103	252
Have experience of/ of someone being terminally ill/ requiring care	8 1%	4 1%	5 1%	-	-	2 2%	1 1%	2 1%	3 2%	3 2%	2 1%	-	3 2%	1 1%	1 1%
Would want to spend as much time as I could with friends/ family/ say goodbye	6 1%	* *	6 2%	-	-	4 4%	* *	1 1%	1 *	1 1%	1 *	4 3%	-	5 5%	* *
I am independent/ would want to remain independent	5 1%	2 1%	3 1%	-	-	1 1%	2 2%	-	1 1%	2 1%	2 1%	-	-	2 2%	1 *
Better quality care to be found/ standard of care elsewhere is poor	3 *	1 *	2 1%	-	3 4%	-	-	-	-	1 1%	-	-	2 1%	-	1 *
It is a fundamental/ basic right	3 *	3 1%	-	-	-	-	-	-	3 2%	-	2 1%	-	1 1%	-	2 1%
Would want to be looked after by professionals/ people who can provide the correct treatment	2 *	-	2 1%	-	-	-	-	2 2%	-	2 1%	-	-	-	-	2 1%
Reassurance/ peace of mind/ security	2 *	1 *	1 *	-	-	1 1%	-	-	1 *	1 *	-	1 1%	-	-	1 *
Love my family/ friends/ they are important/ want them around me	1 *	-	1 *	-	-	-	1 1%	-	-	-	1 *	-	-	-	1 *
Would aid recovery/ help get better/ keep condition under control	1 *	1 *	-	-	-	1 1%	-	-	-	-	-	-	1 *	-	-
Other answers	4 1%	4 1%	* *	1 2%	-	-	-	1 1%	2 1%	-	1 1%	2 1%	1 1%	-	1 *
Nothing/ no reason	1 *	1 *	-	* 1%	1 1%	-	-	-	-	1 *	-	* *	-	* *	1 *
Don't know	16 2%	8 2%	8 3%	1 2%	1 1%	5 4%	7 7%	1 1%	1 1%	1 1%	9 5%	1 1%	4 3%	5 5%	7 3%

Perceptions of Death Survey

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Absolutes/col percents

Table 9

Q.2 You said being kept pain free. Why do you say that?**Base: All respondents saying being kept pain free was most important**

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	655	53	47	60	53	49	44	51	57	64	65	57	55	296	359
Weighted base	660	59	27	67	60	56	43	33	68	84	71	71	22	290	370
I do not like pain/ would not want pain/ pain is debilitating	343 52%	22 36%	15 56%	42 63%	32 54%	21 38%	26 61%	18 55%	36 52%	39 46%	44 61%	39 55%	10 44%	153 53%	190 51%
Quality of life/ enjoy/ make most of my final days/ be active	98 15%	8 14%	4 15%	5 7%	10 17%	11 19%	6 14%	5 16%	9 14%	13 15%	9 12%	13 18%	4 20%	42 15%	55 15%
People should/ do not have to suffer/ suffer needlessly	80 12%	10 18%	2 7%	7 10%	5 8%	8 14%	2 4%	3 9%	8 11%	13 16%	13 18%	7 9%	3 15%	29 10%	52 14%
The most important to me/ priority/ what I would need/ other factors less relevant	46 7%	7 12%	4 14%	3 5%	2 3%	6 12%	6 13%	1 3%	4 6%	- -	5 7%	7 11%	1 4%	28 10%	19 5%
To be comfortable as possible	35 5%	1 1%	* 1%	5 8%	5 8%	4 8%	5 11%	1 4%	2 3%	6 7%	1 1%	3 4%	2 8%	12 4%	23 6%
Would be supportive/ would make my condition/ illness bearable	29 4%	4 6%	1 3%	3 5%	1 1%	3 5%	1 3%	2 6%	2 3%	3 4%	2 2%	5 7%	3 14%	9 3%	19 5%
Less Upsetting for those around you/ friends/ family	29 4%	2 3%	- -	1 2%	2 3%	2 3%	2 5%	1 4%	6 9%	2 3%	1 1%	9 13%	1 3%	12 4%	16 4%
Have had experience of someone dying in pain	24 4%	3 5%	2 6%	2 3%	2 4%	- -	2 4%	2 6%	2 2%	3 4%	2 2%	3 5%	1 4%	13 4%	11 3%
It is obvious/ self explanatory	21 3%	- -	- -	3 5%	5 9%	2 3%	- -	1 3%	4 5%	1 1%	3 4%	2 3%	1 5%	8 3%	13 3%
Have experience of pain	19 3%	4 7%	- -	2 2%	2 4%	1 1%	1 3%	2 7%	- -	1 1%	4 6%	* 1%	1 6%	7 2%	12 3%
Would not want to be a burden to friends/ family	15 2%	1 2%	1 4%	1 1%	- -	2 3%	6 13%	- -	1 2%	2 2%	1 2%	- -	* 1%	3 1%	12 3%

Perceptions of Death Survey

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Absolutes/col percents

Table 9

Q.2 You said being kept pain free. Why do you say that?**Base: All respondents saying being kept pain free was most important**

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Weighted base	660	59	27	67	60	56	43	33	68	84	71	71	22	290	370
For emotional well being/ lift spirits	12 2%	-	-	-	2 4%	-	2 5%	-	-	-	3 4%	4 6%	-	7 2%	5 1%
For mental well being	11 2%	3 6%	* 1%	-	-	-	2 5%	* 1%	3 4%	-	2 2%	-	-	3 1%	7 2%
Have experience of/ of someone being terminally ill/ requiring care	8 1%	1 1%	* 1%	1 2%	1 2%	-	-	1 3%	-	3 3%	-	-	1 2%	6 2%	2 1%
Would want to spend as much time as I could with friends/ family/ say goodbye	6 1%	-	* 1%	-	-	-	1 2%	-	-	1 1%	-	4 6%	-	-	6 2%
I am independent/ would want to remain independent	5 1%	-	1 3%	-	-	1 2%	-	-	1 2%	1 2%	-	-	-	1 *	4 1%
Better quality care to be found/ standard of care elsewhere is poor	3 *	2 4%	-	-	-	1 2%	-	-	-	-	-	-	-	-	3 1%
It is a fundamental/ basic right	3 *	-	-	1 1%	-	2 3%	-	-	-	-	-	-	-	2 1%	1 *
Would want to be looked after by professionals/ people who can provide the correct treatment	2 *	-	-	-	2 4%	-	-	-	-	-	-	-	-	2 1%	-
Reassurance/ peace of mind/ security	2 *	-	-	-	-	-	-	1 2%	-	1 1%	-	-	-	1 *	1 *
Love my family/ friends/ they are important/ want them around me	1 *	-	-	-	-	-	1 2%	-	-	-	-	-	-	1 *	-
Would aid recovery/ help get better/ keep condition under control	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	1 *

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Table 9

Q.2 You said being kept pain free. Why do you say that?**Base: All respondents saying being kept pain free was most important**

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Weighted base	660	59	27	67	60	56	43	33	68	84	71	71	22	290	370
Other answers	4 1%	-	* 2%	-	1 1%	-	-	-	-	1 1%	-	2 3%	-	3 1%	1 *
Nothing/ no reason	1 *	-	* 1%	-	-	-	-	-	-	1 1%	-	-	-	1 *	* *
Don't know	16 2%	2 3%	* 2%	1 1%	-	8 14%	2 4%	-	1 1%	3 3%	-	-	-	7 3%	9 2%

Perceptions of Death Survey

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Absolutes/col percents

Table 10

Q.2 You said not being a burden on my friends and family. Why do you say that?**Base: All respondents saying not being a burden on my friends and family was most important**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	464	245	219	38	54	98	92	72	110	133	110	88	133	73	143
Weighted base	460	239	221	57	57	87	92	65	102	107	117	113	123	86	160
Would not want to be a burden to friends/ family	315 69%	159 67%	156 71%	38 67%	42 74%	64 74%	60 65%	48 75%	62 60%	73 69%	81 69%	82 72%	79 64%	54 62%	113 71%
Less Upsetting for those around you/ friends/ family	60 13%	29 12%	31 14%	10 17%	6 10%	12 14%	13 14%	9 14%	11 11%	16 15%	23 20%	9 8%	12 10%	14 16%	22 14%
I am independent/ would want to remain independent	37 8%	14 6%	23 10%	3 5%	3 6%	8 9%	9 10%	7 11%	7 7%	3 3%	9 8%	10 9%	14 12%	8 10%	13 8%
Have experience of/ of someone being terminally ill/ requiring care	20 4%	5 2%	16 7%	2 3%	- -	1 1%	8 8%	- -	11 10%	5 4%	5 5%	5 5%	5 4%	5 5%	* *
The most important to me/ priority/ what I would need/ other factors less relevant	18 4%	14 6%	4 2%	- -	3 5%	5 6%	2 2%	4 6%	5 4%	6 6%	1 1%	6 5%	5 4%	4 4%	11 7%
It is obvious/ self explanatory	14 3%	7 3%	7 3%	2 4%	* *	2 2%	2 2%	3 4%	5 5%	4 4%	3 2%	3 3%	4 3%	1 1%	6 4%
State/ NHS should care for me/ have paid National Insurance	9 2%	8 4%	* *	- -	- -	- -	1 1%	- -	8 8%	1 1%	* *	5 4%	2 2%	5 6%	* *
Love my family/ friends/ they are important/ want them around me	8 2%	4 2%	4 2%	3 5%	- -	3 3%	1 1%	1 2%	- -	- -	2 2%	2 2%	3 3%	2 2%	5 3%
For emotional well being/ lift spirits	3 1%	1 1%	2 1%	1 2%	- -	- -	2 2%	- -	1 1%	1 1%	- -	- -	3 2%	- -	- -
Quality of life/ enjoy/ make most of my final days/ be active	3 1%	1 1%	1 1%	- -	- -	2 2%	- -	- -	1 1%	1 1%	1 1%	- -	- -	2 2%	- -
Better quality care to be found/ standard of care elsewhere is poor	2 *	1 *	1 *	- -	- -	* 1%	- -	2 3%	- -	2 2%	- -	* *	- -	- -	- -

Perceptions of Death Survey

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Table 10

Q.2 You said not being a burden on my friends and family. Why do you say that?

Base: All respondents saying not being a burden on my friends and family was most important

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Weighted base	460	239	221	57	57	87	92	65	102	107	117	113	123	86	160
Would want to spend as much time as I could with friends/ family/ say goodbye	2 *	1 *	1 *	-	1 2%	-	1 1%	-	-	-	1 1%	1 1%	-	-	2 1%
Would want to be looked after by professionals/ people who can provide the correct treatment	1 *	-	1 1%	-	-	1 1%	-	* 1%	-	1 1%	* *	-	-	* 1%	1 1%
Would be supportive/ would make my condition/ illness bearable	1 *	1 1%	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-
People should/ do not have to suffer/ suffer needlessly	1 *	1 1%	-	-	-	1 1%	-	-	-	-	-	1 1%	-	1 1%	-
Would want to be somewhere I liked/ familiar/ my own home in my final days	1 *	1 *	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%
I do not like pain/ would not want pain/ pain is debilitating	1 *	1 *	* *	-	* 1%	-	-	-	1 1%	1 1%	-	-	* *	-	-
Family/ friends would want to help me	1 *	-	1 *	-	-	-	-	-	1 1%	-	-	-	1 1%	1 1%	-
Access to help/ support/ treatment/ when I need it	1 *	-	1 *	-	-	-	-	-	1 1%	-	-	1 1%	-	-	-
Have had experience of someone dying in pain	1 *	* *	1 *	-	-	-	* *	1 1%	-	1 1%	-	-	* *	-	-
Would not want to be alone	1 *	1 *	-	-	-	-	1 1%	-	-	1 1%	-	-	-	-	1 1%
It is a fundamental/ basic right	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-
I would want to make the choice/ not someone else/ Doctor	* *	-	* *	-	-	-	* *	-	-	-	-	-	* *	-	-

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Absolutes/col percents

Table 10

Q.2 You said not being a burden on my friends and family. Why do you say that?

Base: All respondents saying not being a burden on my friends and family was most important

	Gender		Age					Social Grade				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Weighted base	460	239	221	57	57	87	92	65	102	107	117	113	123	86	160
Other answers	3 1%	1 *	1 1%	-	1 2%	-	-	* *	1 1%	1 1%	* *	-	1 1%	-	-
Nothing/ no reason	7 2%	6 3%	1 *	-	4 6%	-	1 1%	* *	2 2%	* *	5 5%	1 1%	1 1%	4 4%	-
Don't know	15 3%	6 2%	10 4%	5 8%	1 2%	3 3%	4 5%	* 1%	2 2%	3 2%	3 3%	2 2%	8 6%	3 4%	5 3%

Perceptions of Death Survey

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Absolutes/col percents

Table 10

Q.2 You said not being a burden on my friends and family. Why do you say that?

Base: All respondents saying not being a burden on my friends and family was most important

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	464	37	42	43	32	26	40	37	31	34	57	38	47	212	252
Weighted base	460	47	25	58	37	33	42	25	32	43	58	42	18	218	242
Would not want to be a burden to friends/ family	315 69%	29 61%	17 68%	40 70%	23 62%	21 63%	26 63%	22 87%	22 70%	24 56%	47 81%	31 74%	13 71%	160 73%	155 64%
Less Upsetting for those around you/ friends/ family	60 13%	6 12%	4 16%	3 6%	5 14%	3 9%	11 27%	2 7%	5 14%	13 29%	6 10%	1 2%	2 13%	27 12%	34 14%
I am independent/ would want to remain independent	37 8%	3 5%	2 10%	9 16%	3 7%	4 11%	1 2%	1 6%	2 6%	2 5%	3 5%	5 12%	2 11%	23 11%	13 6%
Have experience of/ of someone being terminally ill/ requiring care	20 4%	3 6%	2 7%	4 8%	3 8%	- -	- -	1 6%	2 5%	- -	4 8%	1 3%	- -	8 4%	13 5%
The most important to me/ priority/ what I would need/ other factors less relevant	18 4%	2 4%	- -	4 7%	- -	4 13%	4 9%	- -	1 3%	- -	1 2%	1 3%	1 4%	8 4%	10 4%
It is obvious/ self explanatory	14 3%	2 3%	1 6%	1 2%	1 4%	1 3%	1 1%	1 3%	1 2%	- -	2 3%	4 10%	* 1%	4 2%	10 4%
State/ NHS should care for me/ have paid National Insurance	9 2%	5 10%	- -	- -	- -	- -	- -	1 3%	2 7%	- -	* 1%	1 1%	- -	5 2%	3 1%
Love my family/ friends/ they are important/ want them around me	8 2%	- -	- -	2 4%	1 3%	- -	- -	- -	1 3%	1 3%	1 2%	1 2%	- -	3 1%	4 2%
For emotional well being/ lift spirits	3 1%	- -	- -	1 1%	- -	- -	- -	* 1%	- -	1 3%	1 2%	- -	- -	1 1%	2 1%
Quality of life/ enjoy/ make most of my final days/ be active	3 1%	- -	* 2%	- -	- -	1 2%	- -	- -	- -	- -	1 2%	- -	* 2%	2 1%	* *

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Table 10

Q.2 You said not being a burden on my friends and family. Why do you say that?

Base: All respondents saying not being a burden on my friends and family was most important

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Weighted base	460	47	25	58	37	33	42	25	32	43	58	42	18	218	242
Better quality care to be found/ standard of care elsewhere is poor	2 *	-	* 2%	-	-	-	-	1 3%	-	-	-	1 2%	-	2 1%	*
Would want to spend as much time as I could with friends/ family/ say goodbye	2 *	-	-	-	-	-	1 2%	-	-	1 2%	-	-	-	-	2 1%
Would want to be looked after by professionals/ people who can provide the correct treatment	1 *	1 2%	-	-	-	-	* 1%	-	-	-	-	-	-	* *	1 *
Would be supportive/ would make my condition/ illness bearable	1 *	-	-	1 1%	-	-	* 1%	-	-	-	-	-	-	1 1%	-
People should/ do not have to suffer/ suffer needlessly	1 *	-	-	-	1 3%	-	-	-	-	-	-	-	-	1 1%	-
Would want to be somewhere I liked/ familiar/ my own home in my final days	1 *	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	1 *
I do not like pain/ would not want pain/ pain is debilitating	1 *	-	-	-	-	-	* 2%	-	-	-	-	1 2%	-	* *	1 *
Family/ friends would want to help me	1 *	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	1 *
Access to help/ support/ treatment/ when I need it	1 *	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	1 *
Have had experience of someone dying in pain	1 *	-	-	-	-	-	* 2%	1 2%	-	-	-	-	-	* *	1 *
Would not want to be alone	1 *	-	-	-	-	-	1 2%	-	-	-	-	-	-	1 *	-

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Table 10

Q.2 You said not being a burden on my friends and family. Why do you say that?

Base: All respondents saying not being a burden on my friends and family was most important

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Weighted base	460	47	25	58	37	33	42	25	32	43	58	42	18	218	242
It is a fundamental/basic right	1 *	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	1 *
I would want to make the choice/ not someone else/ Doctor	* *	-	-	-	-	-	-	-	-	-	-	-	* 1%	* *	- -
Other answers	3 1%	-	-	-	-	-	-	-	1 4%	1 3%	-	-	* 1%	-	3 1%
Nothing/ no reason	7 2%	-	-	-	2 5%	-	1 2%	-	-	4 8%	-	-	1 5%	2 1%	6 2%
Don't know	15 3%	5 10%	* 1%	2 4%	3 8%	-	1 1%	-	1 4%	1 2%	1 1%	-	1 8%	2 1%	13 5%

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Table 11

Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation?

Summary**Base: All respondents**

		Situations					
		Being cared for in the place of my choice	Having my friends and family around me	Having medical and nursing support readily available	Having emotional support available	Being kept pain free	Not being a burden on my friends and family
Unweighted base		2601	2601	2601	2601	2601	2601
Weighted base		2601	2601	2601	2601	2601	2601
NET: Confident		1035 40%	2114 81%	1538 59%	1540 59%	1636 63%	1263 49%
Very confident	(4)	165 6%	891 34%	274 11%	336 13%	271 10%	262 10%
Fairly confident	(3)	870 33%	1223 47%	1265 49%	1204 46%	1364 52%	1001 38%
Fairly unconfident	(2)	851 33%	218 8%	644 25%	559 22%	509 20%	717 28%
Very unconfident	(1)	337 13%	89 3%	170 7%	163 6%	164 6%	221 8%
NET: Unconfident		1188 46%	308 12%	813 31%	723 28%	673 26%	937 36%
Don't know		377 15%	179 7%	249 10%	338 13%	292 11%	401 15%
Mean		2.39	3.20	2.70	2.76	2.75	2.59
Standard deviation		0.83	0.75	0.77	0.79	0.75	0.82
Standard error		0.02	0.02	0.02	0.02	0.02	0.02

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Table 12

Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation?

Being cared for in the place of my choice

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939	
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066	
NET: Confident	1035 40%	536 42%	499 38%	140 45%	165 40%	190 38%	174 39%	152 39%	215 39%	271 39%	289 38%	234 43%	242 40%	149 38%	424 40%	
Very confident	(4) 6%	165 6%	75 7%	90 7%	27 9%	21 5%	39 8%	36 8%	14 4%	27 5%	32 4%	32 4%	40 7%	61 10%	28 7%	70 7%
Fairly confident	(3) 33%	870 36%	461 31%	410 31%	113 36%	144 35%	151 31%	138 31%	137 35%	188 34%	239 34%	256 34%	194 36%	180 30%	121 31%	355 33%
Fairly unconfident	(2) 33%	851 32%	412 32%	439 33%	97 31%	134 32%	157 32%	147 33%	126 32%	191 35%	236 34%	263 35%	174 32%	178 30%	133 34%	345 32%
Very unconfident	(1) 13%	337 12%	150 12%	188 14%	24 8%	44 10%	75 15%	55 12%	65 17%	74 14%	97 14%	91 12%	68 12%	81 13%	46 12%	128 12%
NET: Unconfident	1188 46%	562 44%	627 47%	121 39%	177 43%	232 47%	201 46%	191 49%	265 49%	334 48%	354 47%	242 44%	258 43%	179 46%	473 44%	
Don't know	377 15%	177 14%	200 15%	52 17%	74 18%	72 15%	67 15%	48 12%	65 12%	98 14%	112 15%	70 13%	98 16%	63 16%	168 16%	
Mean	2.39	2.42	2.36	2.54	2.42	2.36	2.41	2.29	2.35	2.34	2.36	2.43	2.44	2.40	2.41	
Standard deviation	0.83	0.81	0.85	0.80	0.79	0.88	0.85	0.82	0.81	0.81	0.78	0.84	0.90	0.83	0.83	
Standard error	0.02	0.02	0.03	0.06	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.04	0.05	0.03	

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Table 12

Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation?

Being cared for in the place of my choice

Base: All respondents

	Total	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?	
		Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	North-ern Ire-land	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
NET: Confident	1035 40%	90 41%	41 36%	110 37%	90 40%	109 47%	86 44%	61 46%	93 40%	115 36%	130 40%	82 35%	28 35%	452 39%	584 40%
Very confident	(4) 165 6%	14 6%	4 4%	15 5%	17 8%	18 8%	9 5%	7 5%	17 7%	31 10%	20 6%	7 3%	5 7%	71 6%	94 6%
Fairly confident	(3) 870 33%	77 35%	36 32%	95 32%	72 33%	91 39%	77 39%	54 41%	77 32%	85 27%	110 34%	74 32%	22 29%	380 33%	490 34%
Fairly unconfident	(2) 851 33%	68 31%	37 33%	109 37%	69 31%	68 29%	58 30%	41 31%	79 33%	89 28%	114 35%	92 40%	29 37%	378 33%	473 33%
Very unconfident	(1) 337 13%	30 14%	16 14%	30 10%	32 14%	28 12%	17 9%	19 15%	32 13%	57 18%	38 12%	28 12%	9 12%	154 13%	184 13%
NET: Unconfident	1188 46%	98 45%	53 47%	139 47%	101 45%	95 41%	75 38%	60 45%	110 47%	146 46%	152 47%	119 52%	38 49%	532 46%	656 45%
Don't know	377 15%	30 14%	20 17%	47 16%	32 14%	29 12%	34 18%	12 9%	33 14%	56 18%	43 13%	29 13%	12 16%	164 14%	214 15%
Mean	2.39	2.39	2.31	2.38	2.39	2.49	2.48	2.40	2.39	2.34	2.40	2.30	2.36	2.38	2.40
Standard deviation	0.83	0.84	0.81	0.78	0.87	0.84	0.76	0.83	0.85	0.95	0.81	0.75	0.83	0.83	0.83
Standard error	0.02	0.06	0.06	0.05	0.07	0.06	0.06	0.06	0.06	0.07	0.05	0.06	0.06	0.03	0.02

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 13

Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation?

Having my friends and family around me

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
NET: Confident	2114 81%	1054 83%	1060 80%	251 80%	335 80%	406 82%	361 82%	317 81%	443 81%	576 82%	609 81%	457 84%	473 79%	337 86%	855 80%
Very confident	(4) 34%	891 33%	426 35%	124 40%	145 35%	169 34%	144 33%	119 31%	190 35%	192 27%	244 32%	229 42%	225 38%	136 35%	364 34%
Fairly confident	(3) 47%	1223 49%	628 45%	127 41%	190 46%	237 48%	218 49%	198 51%	254 46%	384 55%	364 48%	227 42%	248 41%	202 52%	491 46%
Fairly unconfident	(2) 8%	218 8%	99 9%	18 6%	36 9%	45 9%	37 8%	36 9%	48 9%	61 9%	62 8%	39 7%	56 9%	21 5%	87 8%
Very unconfident	(1) 3%	89 3%	38 3%	51 4%	10 3%	11 3%	20 4%	11 3%	18 5%	20 4%	25 4%	33 4%	10 2%	21 4%	39 4%
NET: Unconfident	308 12%	137 11%	171 13%	27 9%	47 11%	65 13%	48 11%	54 14%	67 12%	86 12%	95 13%	50 9%	77 13%	32 8%	126 12%
Don't know	179 7%	84 7%	95 7%	34 11%	35 8%	23 5%	33 7%	19 5%	35 6%	40 6%	51 7%	40 7%	48 8%	21 5%	85 8%
Mean	3.20	3.21	3.20	3.32	3.23	3.18	3.21	3.13	3.20	3.12	3.17	3.33	3.23	3.25	3.20
Standard deviation	0.75	0.72	0.78	0.74	0.73	0.77	0.71	0.78	0.76	0.72	0.77	0.71	0.78	0.69	0.76
Standard error	0.02	0.02	0.02	0.05	0.04	0.03	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.03

Perceptions of Death Survey

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Absolutes/col percents

Table 13

Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation?

Having my friends and family around me

Base: All respondents

	Total	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?	
		Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	North-ern Ire-land	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
NET: Confident	2114 81%	179 82%	87 77%	239 81%	192 86%	194 83%	164 84%	114 85%	192 81%	224 71%	273 84%	185 81%	70 89%	953 83%	1162 80%
Very confident	(4) 891 34%	74 34%	39 34%	91 31%	88 39%	82 35%	68 34%	56 42%	75 32%	101 32%	118 36%	71 31%	30 38%	435 38%	457 31%
Fairly confident	(3) 1223 47%	105 48%	49 43%	148 50%	105 47%	112 48%	97 49%	57 43%	117 49%	122 39%	156 48%	115 50%	40 51%	518 45%	705 49%
Fairly unconfident	(2) 218 8%	25 11%	11 9%	18 6%	9 4%	18 8%	15 7%	9 6%	24 10%	35 11%	24 7%	26 11%	5 6%	83 7%	135 9%
Very unconfident	(1) 89 3%	4 2%	3 2%	8 3%	8 4%	7 3%	4 2%	4 3%	9 4%	25 8%	12 4%	6 3%	1 1%	42 4%	48 3%
NET: Unconfident	308 12%	29 13%	13 12%	26 9%	17 8%	25 11%	19 10%	12 9%	32 14%	61 19%	36 11%	32 14%	6 7%	125 11%	183 13%
Don't know	179 7%	11 5%	13 12%	32 11%	13 6%	14 6%	13 7%	8 6%	12 5%	33 10%	15 5%	13 5%	3 3%	70 6%	109 7%
Mean	3.20	3.20	3.22	3.21	3.30	3.23	3.25	3.32	3.15	3.05	3.23	3.15	3.32	3.25	3.17
Standard deviation	0.75	0.72	0.74	0.70	0.72	0.73	0.69	0.73	0.76	0.91	0.75	0.73	0.64	0.76	0.74
Standard error	0.02	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.02	0.02

Perceptions of Death Survey

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Absolutes/col percents

Table 14

Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation?

Having medical and nursing support readily available

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
NET: Confident	1538 59%	796 62%	742 56%	195 63%	245 59%	277 56%	259 58%	224 57%	338 62%	423 60%	457 61%	309 57%	349 58%	235 60%	617 58%
Very confident	(4) 274 11%	132 10%	142 11%	42 14%	39 9%	52 10%	45 10%	38 10%	58 11%	57 8%	73 10%	52 10%	91 15%	35 9%	111 10%
Fairly confident	(3) 1265 49%	665 52%	600 45%	153 49%	207 50%	225 45%	213 48%	186 48%	280 51%	366 52%	383 51%	257 47%	258 43%	200 51%	505 47%
Fairly unconfident	(2) 644 25%	275 22%	369 28%	60 19%	95 23%	130 26%	112 25%	107 28%	138 25%	183 26%	177 23%	149 27%	135 23%	99 25%	259 24%
Very unconfident	(1) 170 7%	87 7%	82 6%	8 3%	20 5%	44 9%	28 6%	36 9%	34 6%	43 6%	53 7%	30 6%	43 7%	20 5%	68 6%
NET: Unconfident	813 31%	363 28%	451 34%	69 22%	116 28%	175 35%	140 32%	143 37%	172 31%	226 32%	230 31%	179 33%	178 30%	119 30%	327 31%
Don't know	249 10%	116 9%	133 10%	48 15%	55 13%	43 9%	44 10%	23 6%	36 7%	52 7%	67 9%	59 11%	71 12%	37 9%	122 11%
Mean	2.70	2.73	2.67	2.87	2.73	2.63	2.69	2.62	2.71	2.67	2.69	2.68	2.75	2.71	2.70
Standard deviation	0.77	0.76	0.77	0.71	0.72	0.81	0.76	0.80	0.75	0.73	0.76	0.75	0.83	0.72	0.77
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.03

Perceptions of Death Survey

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Absolutes/col percents

Table 14

Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation?

Having medical and nursing support readily available

Base: All respondents

	Total	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?	
		Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-eastern Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
NET: Confident	1538 59%	139 64%	68 59%	173 58%	126 57%	145 62%	116 59%	81 61%	144 61%	173 55%	186 57%	144 63%	43 56%	711 62%	828 57%
Very confident	(4) 274 11%	24 11%	11 10%	38 13%	23 10%	26 11%	21 11%	14 10%	29 12%	38 12%	20 6%	22 10%	8 10%	133 12%	140 10%
Fairly confident	(3) 1265 49%	115 53%	56 49%	135 45%	103 46%	120 51%	95 48%	67 50%	115 49%	136 43%	166 51%	122 53%	35 45%	577 50%	687 47%
Fairly unconfident	(2) 644 25%	54 25%	28 25%	68 23%	62 28%	54 23%	44 23%	33 25%	57 24%	73 23%	90 28%	54 24%	25 32%	273 24%	371 26%
Very unconfident	(1) 170 7%	12 6%	5 4%	20 7%	16 7%	12 5%	8 4%	8 6%	20 8%	31 10%	19 6%	13 6%	3 4%	67 6%	102 7%
NET: Unconfident	813 31%	67 30%	33 29%	89 30%	78 35%	67 29%	53 27%	41 31%	77 33%	105 33%	109 34%	68 29%	28 36%	340 30%	474 33%
Don't know	249 10%	13 6%	13 11%	35 12%	18 8%	21 9%	27 14%	12 9%	16 7%	39 12%	29 9%	18 8%	6 8%	97 8%	152 10%
Mean	2.70	2.73	2.73	2.73	2.65	2.75	2.77	2.71	2.69	2.65	2.63	2.72	2.67	2.74	2.67
Standard deviation	0.77	0.74	0.73	0.80	0.79	0.74	0.73	0.75	0.81	0.85	0.71	0.73	0.74	0.76	0.77
Standard error	0.02	0.05	0.05	0.05	0.06	0.06	0.05	0.06	0.06	0.06	0.04	0.05	0.05	0.02	0.02

Perceptions of Death Survey

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Absolutes/col percents

Table 15

Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation?

Having emotional support available

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939	
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066	
NET: Confident	1540 59%	782 61%	758 57%	204 65%	258 62%	293 59%	252 57%	210 54%	322 59%	427 61%	440 58%	320 59%	353 59%	251 64%	629 59%	
Very confident	(4) 13%	336 13%	172 12%	165 21%	65 10%	43 13%	65 12%	55 12%	45 12%	64 10%	71 11%	80 14%	75 18%	110 14%	57 12%	132
Fairly confident	(3) 46%	1204 48%	611 45%	593 45%	139 52%	215 46%	229 45%	198 42%	166 47%	258 51%	356 48%	360 45%	245 41%	243 50%	195 47%	497
Fairly unconfident	(2) 22%	559 20%	253 23%	306 18%	55 20%	82 20%	96 20%	107 24%	86 22%	133 24%	138 20%	173 23%	118 22%	131 22%	70 18%	222
Very unconfident	(1) 6%	163 5%	65 7%	98 3%	10 4%	15 8%	39 5%	22 13%	51 5%	27 7%	50 6%	49 5%	29 6%	35 6%	24 6%	60
NET: Unconfident	723 28%	318 25%	405 31%	65 21%	97 23%	135 27%	129 29%	136 35%	160 29%	188 27%	222 29%	147 27%	167 28%	94 24%	282 26%	
Don't know	338 13%	175 14%	164 12%	44 14%	62 15%	66 13%	61 14%	43 11%	63 12%	87 12%	92 12%	80 15%	79 13%	46 12%	155 15%	
Mean	2.76	2.81	2.71	2.96	2.81	2.75	2.75	2.59	2.74	2.73	2.71	2.78	2.82	2.82	2.77	
Standard deviation	0.79	0.76	0.81	0.77	0.69	0.82	0.77	0.89	0.75	0.77	0.77	0.79	0.84	0.78	0.77	
Standard error	0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.05	0.03	0.03	0.03	0.04	0.04	0.04	0.03	

Perceptions of Death Survey

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Absolutes/col percents

Table 15

Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation?

Having emotional support available

Base: All respondents

	Total	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?	
		Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	North-ern Ire-land	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
NET: Confident	1540 59%	134 61%	59 52%	181 61%	142 64%	146 62%	109 55%	79 59%	130 55%	180 57%	208 64%	125 54%	48 62%	695 61%	846 58%
Very confident	(4) 336 13%	30 14%	11 10%	48 16%	21 10%	32 14%	29 15%	15 11%	28 12%	49 15%	41 13%	21 9%	11 14%	175 15%	161 11%
Fairly confident	(3) 1204 46%	104 48%	48 42%	133 45%	120 54%	114 49%	80 41%	64 48%	102 43%	132 41%	167 51%	104 45%	37 48%	520 45%	684 47%
Fairly unconfident	(2) 559 22%	44 20%	31 27%	55 18%	40 18%	45 19%	54 28%	27 20%	59 25%	56 18%	60 18%	71 31%	17 22%	248 22%	312 21%
Very unconfident	(1) 163 6%	12 6%	6 5%	19 6%	18 8%	16 7%	4 2%	8 6%	21 9%	28 9%	15 5%	11 5%	5 7%	70 6%	93 6%
NET: Unconfident	723 28%	57 26%	36 32%	74 25%	58 26%	61 26%	59 30%	35 26%	80 34%	84 26%	75 23%	83 36%	23 29%	318 28%	405 28%
Don't know	338 13%	28 13%	18 16%	42 14%	23 10%	27 12%	29 15%	20 15%	27 11%	53 17%	41 13%	23 10%	7 9%	135 12%	203 14%
Mean	2.76	2.79	2.68	2.82	2.72	2.78	2.80	2.76	2.65	2.76	2.83	2.65	2.76	2.79	2.73
Standard deviation	0.79	0.78	0.76	0.82	0.77	0.80	0.75	0.77	0.84	0.87	0.74	0.74	0.80	0.81	0.78
Standard error	0.02	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.05	0.05	0.06	0.02	0.02

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Absolutes/col percents

Table 16

Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation?

Being kept pain free

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
NET: Confident	1636 63%	845 66%	790 60%	188 60%	244 59%	280 57%	285 64%	258 66%	381 70%	444 63%	468 62%	362 66%	361 60%	250 64%	658 62%
Very confident	(4) 271 10%	143 11%	128 10%	28 9%	40 10%	53 11%	51 12%	40 10%	59 11%	68 10%	60 8%	57 10%	87 15%	38 10%	110 10%
Fairly confident	(3) 1364 52%	702 55%	662 50%	160 51%	203 49%	228 46%	234 53%	219 56%	321 59%	376 54%	409 54%	305 56%	274 46%	212 54%	548 51%
Fairly unconfident	(2) 509 20%	238 19%	271 20%	57 18%	83 20%	104 21%	96 22%	74 19%	96 18%	157 22%	142 19%	93 17%	117 20%	78 20%	203 19%
Very unconfident	(1) 164 6%	71 6%	93 7%	12 4%	21 5%	46 9%	23 5%	31 8%	30 6%	35 5%	53 7%	32 6%	44 7%	21 5%	72 7%
NET: Unconfident	673 26%	310 24%	364 27%	69 22%	103 25%	150 30%	119 27%	105 27%	126 23%	192 27%	195 26%	125 23%	162 27%	99 25%	275 26%
Don't know	292 11%	120 9%	172 13%	55 18%	69 17%	64 13%	38 9%	26 7%	39 7%	67 9%	91 12%	59 11%	76 13%	42 11%	133 12%
Mean	2.75	2.79	2.72	2.79	2.76	2.67	2.77	2.73	2.81	2.75	2.72	2.79	2.77	2.77	2.75
Standard deviation	0.75	0.73	0.77	0.69	0.73	0.83	0.74	0.77	0.71	0.72	0.74	0.73	0.82	0.72	0.76
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.03

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Absolutes/col percents

Table 16

Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation?

Being kept pain free

Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-eastern Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
NET: Confident	1636 63%	148 68%	70 62%	170 57%	138 62%	143 61%	134 68%	90 67%	144 61%	175 55%	216 67%	155 67%	52 67%	745 65%	891 61%
Very confident	(4) 271 10%	23 10%	9 8%	29 10%	26 11%	20 9%	19 10%	14 10%	28 12%	37 12%	33 10%	27 12%	7 9%	135 12%	136 9%
Fairly confident	(3) 1364 52%	126 57%	61 54%	141 48%	112 50%	123 53%	115 59%	77 57%	116 49%	138 44%	182 56%	128 56%	45 58%	610 53%	755 52%
Fairly unconfident	(2) 509 20%	42 19%	24 21%	61 21%	48 21%	50 21%	34 17%	26 20%	49 21%	66 21%	55 17%	42 18%	13 16%	235 20%	275 19%
Very unconfident	(1) 164 6%	14 6%	5 5%	22 7%	15 7%	17 7%	8 4%	5 4%	16 7%	25 8%	20 6%	13 6%	4 6%	63 5%	101 7%
NET: Unconfident	673 26%	56 25%	29 25%	84 28%	63 28%	67 29%	42 21%	31 23%	64 27%	90 28%	75 23%	55 24%	17 22%	298 26%	376 26%
Don't know	292 11%	15 7%	15 13%	43 14%	22 10%	23 10%	20 10%	12 9%	28 12%	52 16%	33 10%	20 9%	9 12%	105 9%	187 13%
Mean	2.75	2.77	2.74	2.70	2.74	2.70	2.82	2.81	2.75	2.71	2.79	2.80	2.79	2.78	2.73
Standard deviation	0.75	0.73	0.70	0.79	0.78	0.75	0.67	0.68	0.78	0.82	0.73	0.73	0.71	0.74	0.76
Standard error	0.02	0.05	0.05	0.05	0.06	0.06	0.05	0.05	0.06	0.06	0.05	0.05	0.05	0.02	0.02

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Absolutes/col percents

Table 17

Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation?

Not being a burden on my friends and family

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
NET: Confident	1263 49%	645 51%	618 47%	148 47%	187 45%	210 43%	215 49%	194 50%	308 56%	346 49%	336 45%	274 50%	306 51%	201 51%	482 45%
Very confident	(4) 10%	262 9%	142 11%	31 10%	35 8%	52 11%	41 9%	43 11%	59 11%	50 7%	61 8%	68 13%	82 14%	35 9%	96 9%
Fairly confident	(3) 38%	1001 41%	477 36%	117 37%	152 37%	158 32%	174 39%	152 39%	249 46%	296 42%	275 36%	206 38%	224 37%	165 42%	386 36%
Fairly unconfident	(2) 28%	717 28%	352 27%	89 28%	110 26%	158 32%	124 28%	113 29%	124 23%	202 29%	249 33%	126 23%	139 23%	110 28%	306 29%
Very unconfident	(1) 8%	221 8%	104 8%	116 9%	15 5%	39 9%	49 10%	41 9%	34 9%	42 8%	51 7%	69 9%	45 8%	55 9%	99 9%
NET: Unconfident	937 36%	457 36%	481 36%	103 33%	149 36%	207 42%	165 37%	147 38%	166 30%	254 36%	318 42%	171 31%	195 33%	135 35%	405 38%
Don't know	401 15%	173 14%	227 17%	61 19%	80 19%	77 16%	62 14%	49 13%	72 13%	102 15%	100 13%	101 18%	98 16%	55 14%	178 17%
Mean	2.59	2.60	2.59	2.65	2.55	2.51	2.57	2.59	2.69	2.57	2.50	2.67	2.67	2.63	2.54
Standard deviation	0.82	0.81	0.84	0.77	0.83	0.86	0.82	0.83	0.80	0.76	0.81	0.86	0.88	0.77	0.83
Standard error	0.02	0.02	0.03	0.06	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.04	0.03

Perceptions of Death Survey

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Absolutes/col percents

Table 17

Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation?

Not being a burden on my friends and family

Base: All respondents

	Total	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?	
		Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	North-ern Ire-land	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
NET: Confident	1263 49%	116 53%	58 51%	142 48%	121 54%	105 45%	91 46%	62 47%	117 50%	147 46%	159 49%	106 46%	38 48%	584 51%	679 47%
Very confident	(4) 262 10%	25 11%	13 12%	28 9%	33 15%	18 8%	19 10%	14 11%	19 8%	38 12%	34 10%	14 6%	7 9%	136 12%	126 9%
Fairly confident	(3) 1001 38%	91 42%	44 39%	115 39%	88 40%	88 38%	72 37%	48 36%	98 42%	108 34%	126 39%	93 40%	30 39%	448 39%	553 38%
Fairly unconfident	(2) 717 28%	65 30%	25 22%	83 28%	55 25%	77 33%	55 28%	45 33%	67 28%	81 26%	86 27%	57 25%	21 27%	306 27%	411 28%
Very unconfident	(1) 221 8%	12 6%	11 10%	21 7%	18 8%	13 6%	15 8%	6 4%	29 12%	37 12%	21 7%	32 14%	6 8%	99 9%	122 8%
NET: Unconfident	937 36%	77 35%	36 32%	104 35%	73 33%	91 39%	69 35%	50 38%	95 40%	118 37%	107 33%	89 39%	27 35%	405 35%	532 37%
Don't know	401 15%	26 12%	20 18%	50 17%	28 13%	37 16%	36 18%	21 16%	24 10%	53 17%	57 18%	35 15%	13 17%	158 14%	242 17%
Mean	2.59	2.67	2.64	2.61	2.70	2.56	2.59	2.63	2.50	2.56	2.64	2.45	2.59	2.63	2.56
Standard deviation	0.82	0.78	0.87	0.80	0.86	0.75	0.82	0.77	0.84	0.90	0.80	0.85	0.82	0.84	0.81
Standard error	0.02	0.06	0.07	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.06	0.03	0.02

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 18

Q.4 Which of the following services, if any, are provided free of charge to someone who is terminally ill or dying in the UK? When thinking about personal care, we mean for example, washing, feeding, helping people out of bed. When thinking about medical care, we mean for example, the administration of drugs.

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
NET: Medical care	1954 75%	941 74%	1013 76%	189 61%	280 67%	360 73%	332 75%	325 83%	467 86%	561 80%	567 75%	401 73%	425 71%	294 75%	745 70%
Medical care in an NHS hospital	1775 68%	849 67%	926 70%	172 55%	247 59%	341 69%	303 68%	294 75%	418 77%	515 73%	517 69%	373 68%	370 62%	272 70%	666 62%
Medical care in a hospice	1144 44%	514 40%	629 47%	68 22%	124 30%	183 37%	194 44%	229 59%	345 63%	357 51%	317 42%	223 41%	247 41%	171 44%	379 36%
Medical care in a care home	546 21%	239 19%	307 23%	48 15%	60 14%	89 18%	80 18%	110 28%	160 29%	171 24%	158 21%	99 18%	119 20%	78 20%	174 16%
NET: Personal care	1586 61%	753 59%	833 63%	158 51%	222 53%	285 58%	273 62%	265 68%	383 70%	448 64%	450 60%	327 60%	361 60%	255 65%	587 55%
Personal care in an NHS hospital	1211 47%	564 44%	647 49%	128 41%	168 40%	221 45%	214 48%	206 53%	275 50%	332 47%	347 46%	269 49%	263 44%	195 50%	451 42%
Personal care in a hospice	920 35%	403 32%	518 39%	44 14%	95 23%	157 32%	161 36%	189 48%	275 50%	289 41%	247 33%	191 35%	194 32%	146 37%	302 28%
Personal care in a home	403 16%	176 14%	227 17%	28 9%	70 17%	73 15%	88 20%	59 15%	86 16%	93 13%	114 15%	84 15%	112 19%	52 13%	162 15%
Personal care in a care home	318 12%	139 11%	179 13%	26 8%	49 12%	70 14%	58 13%	41 10%	75 14%	70 10%	94 13%	74 13%	79 13%	48 12%	114 11%
None of the above	60 2%	27 2%	33 3%	7 2%	8 2%	12 2%	18 4%	6 2%	8 1%	11 2%	16 2%	8 1%	25 4%	6 2%	39 4%
Don't know	454 17%	235 18%	219 17%	92 30%	95 23%	89 18%	71 16%	48 12%	59 11%	96 14%	136 18%	110 20%	112 19%	57 14%	221 21%

Perceptions of Death Survey

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Absolutes/col percents

Table 18

Q.4 Which of the following services, if any, are provided free of charge to someone who is terminally ill or dying in the UK? When thinking about personal care, we mean for example, washing, feeding, helping people out of bed. When thinking about medical care, we mean for example, the administration of drugs.

Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-east Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
NET: Medical care	1954 75%	177 81%	81 71%	197 66%	172 77%	175 75%	153 78%	111 83%	175 74%	231 73%	237 73%	183 79%	62 79%	905 79%	1048 72%
Medical care in an NHS hospital	1775 68%	170 78%	75 66%	172 58%	152 68%	156 67%	143 73%	106 79%	164 69%	204 64%	206 64%	171 74%	56 72%	827 72%	948 65%
Medical care in a hospice	1144 44%	105 48%	49 43%	121 41%	101 45%	103 44%	91 47%	64 48%	100 42%	116 37%	147 45%	108 47%	40 51%	566 49%	578 40%
Medical care in a care home	546 21%	50 23%	25 22%	56 19%	42 19%	59 25%	42 21%	32 24%	43 18%	70 22%	53 16%	56 25%	18 24%	261 23%	285 20%
NET: Personal care	1586 61%	143 65%	71 62%	169 57%	134 60%	144 62%	117 60%	78 59%	138 59%	191 60%	200 62%	147 64%	52 67%	767 67%	819 56%
Personal care in an NHS hospital	1211 47%	126 57%	53 47%	125 42%	95 43%	110 47%	96 49%	62 46%	107 45%	128 40%	150 46%	117 51%	41 52%	583 51%	628 43%
Personal care in a hospice	920 35%	90 41%	37 32%	101 34%	85 38%	73 31%	64 33%	49 37%	80 34%	103 32%	113 35%	94 41%	32 41%	496 43%	425 29%
Personal care in a home	403 16%	44 20%	20 18%	45 15%	32 14%	39 17%	24 12%	20 15%	20 9%	54 17%	53 16%	35 15%	17 22%	205 18%	198 14%
Personal care in a care home	318 12%	40 18%	13 11%	30 10%	33 15%	35 15%	15 8%	15 11%	14 6%	44 14%	33 10%	36 15%	10 13%	147 13%	171 12%
None of the above	60 2%	6 3%	7 6%	12 4%	2 1%	6 2%	1 1%	3 2%	6 2%	6 2%	9 3%	4 2%	-	19 2%	41 3%
Don't know	454 17%	30 14%	20 18%	72 24%	39 17%	36 15%	36 18%	14 11%	45 19%	55 17%	59 18%	35 15%	13 17%	164 14%	291 20%

Perceptions of Death Survey

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Absolutes/col percents

Table 19
Q.5 To what extent do you agree or disagree with each of the following statements?

Summary

Base: All respondents

	Statements					
	People in UK don't talk about death and dying enough	I feel uncomfortable talking about death and dying	If someone close to me were terminally ill, I wouldn't know where to turn to for practical support	End of life care for people who are dying should be more of a priority for the NHS	If I or someone close to me were terminally ill, I'm confident I would be involved in decisions about my/their care	If I or someone close to me were terminally ill, I feel confident that the NHS would provide me with a high quality of care
Unweighted base	2601	2601	2601	2601	2601	2601
Weighted base	2601	2601	2601	2601	2601	2601
NET: Agree	1846 71%	1165 45%	1310 50%	1996 77%	1817 70%	1220 47%
Agree strongly (4)	634 24%	312 12%	284 11%	834 32%	546 21%	194 7%
Tend to agree (3)	1212 47%	853 33%	1026 39%	1162 45%	1271 49%	1026 39%
Tend to disagree (2)	389 15%	764 29%	826 32%	218 8%	400 15%	761 29%
Disagree strongly (1)	84 3%	571 22%	291 11%	30 1%	61 2%	279 11%
NET: Disagree	473 18%	1335 51%	1117 43%	248 10%	461 18%	1040 40%
Don't know	282 11%	101 4%	174 7%	357 14%	323 12%	342 13%
Mean	3.03	2.36	2.54	3.25	3.01	2.50
Standard deviation	0.77	0.97	0.85	0.68	0.72	0.82
Standard error	0.02	0.02	0.02	0.01	0.02	0.02

Perceptions of Death Survey

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Absolutes/col percents

Table 20
Q.5 To what extent do you agree or disagree with each of the following statements?
People in UK don't talk about death and dying enough
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
NET: Agree	1846 71%	897 70%	950 72%	150 48%	255 61%	358 72%	324 73%	307 79%	452 83%	518 74%	541 72%	386 71%	401 67%	282 72%	738 69%
Agree strongly	(4) 634 24%	305 24%	329 25%	41 13%	90 22%	140 28%	116 26%	102 26%	144 26%	162 23%	190 25%	130 24%	152 25%	98 25%	254 24%
Tend to agree	(3) 1212 47%	591 46%	621 47%	109 35%	165 40%	218 44%	208 47%	204 52%	309 57%	356 51%	352 47%	256 47%	248 42%	183 47%	484 45%
Tend to disagree	(2) 389 15%	212 17%	177 13%	86 28%	76 18%	70 14%	60 13%	49 13%	48 9%	105 15%	105 14%	76 14%	102 17%	54 14%	169 16%
Disagree strongly	(1) 84 3%	37 3%	47 4%	22 7%	29 7%	11 2%	15 3%	4 1%	4 1%	14 2%	33 4%	21 4%	16 3%	16 4%	42 4%
NET: Disagree	473 18%	249 20%	224 17%	108 35%	105 25%	81 16%	75 17%	52 13%	52 10%	120 17%	138 18%	97 18%	118 20%	70 18%	210 20%
Don't know	282 11%	129 10%	153 12%	55 17%	56 13%	55 11%	43 10%	31 8%	41 8%	64 9%	75 10%	63 12%	79 13%	40 10%	118 11%
Mean	3.03	3.02	3.05	2.66	2.88	3.11	3.07	3.13	3.17	3.04	3.03	3.02	3.03	3.04	3.00
Standard deviation	0.77	0.76	0.77	0.85	0.88	0.75	0.77	0.67	0.62	0.71	0.79	0.77	0.78	0.79	0.79
Standard error	0.02	0.02	0.02	0.06	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.04	0.03	0.04	0.03

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 20

Q.5 To what extent do you agree or disagree with each of the following statements?

People in UK don't talk about death and dying enough

Base: All respondents

	Total	Region											Q.6 Has someone close to you (relative or friend) died in the last three years?		
		Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ire-land	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
NET: Agree	1846 71%	154 70%	77 68%	203 68%	169 76%	166 71%	140 71%	94 70%	179 76%	206 65%	229 71%	176 76%	53 68%	828 72%	1018 70%
Agree strongly	(4) 634 24%	54 25%	24 21%	70 24%	65 29%	58 25%	50 26%	28 21%	59 25%	78 25%	65 20%	69 30%	13 17%	305 27%	329 23%
Tend to agree	(3) 1212 47%	100 45%	53 47%	133 45%	104 47%	109 47%	90 46%	66 49%	121 51%	128 40%	164 51%	107 46%	40 51%	524 46%	689 47%
Tend to disagree	(2) 389 15%	37 17%	19 16%	57 19%	28 13%	32 14%	29 15%	17 13%	39 16%	42 13%	50 15%	29 13%	11 14%	183 16%	206 14%
Disagree strongly	(1) 84 3%	5 2%	4 4%	9 3%	3 1%	10 4%	5 2%	3 3%	3 1%	26 8%	11 3%	2 1%	2 3%	30 3%	54 4%
NET: Disagree	473 18%	42 19%	23 20%	66 22%	31 14%	42 18%	34 17%	20 15%	41 18%	67 21%	61 19%	31 13%	14 18%	213 19%	260 18%
Don't know	282 11%	23 11%	13 12%	27 9%	22 10%	25 11%	22 11%	20 15%	16 7%	44 14%	34 11%	23 10%	11 15%	106 9%	176 12%
Mean	3.03	3.03	2.96	2.98	3.15	3.03	3.07	3.04	3.07	2.94	2.98	3.18	2.95	3.06	3.01
Standard deviation	0.77	0.76	0.78	0.78	0.71	0.79	0.75	0.72	0.70	0.90	0.74	0.70	0.72	0.76	0.77
Standard error	0.02	0.06	0.06	0.05	0.05	0.06	0.06	0.05	0.05	0.06	0.05	0.05	0.05	0.02	0.02

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Absolutes/col percents

Table 21
Q.5 To what extent do you agree or disagree with each of the following statements?
I feel uncomfortable talking about death and dying
Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939	
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066	
NET: Agree	1165 45%	581 46%	584 44%	136 44%	210 50%	238 48%	184 42%	153 39%	243 45%	314 45%	350 46%	253 46%	248 41%	192 49%	464 44%	
Agree strongly	(4) 12%	312 12%	150 12%	162 12%	52 17%	63 15%	63 13%	55 12%	30 8%	49 9%	67 10%	72 10%	81 15%	92 15%	41 10%	142 13%
Tend to agree	(3) 33%	853 33%	431 34%	422 32%	84 27%	147 35%	175 35%	130 29%	123 32%	194 36%	247 35%	279 37%	172 32%	156 26%	152 39%	322 30%
Tend to disagree	(2) 29%	764 29%	390 31%	375 28%	88 28%	92 22%	138 28%	134 30%	179 34%	206 33%	202 29%	158 27%	199 29%	33% 33%	111 28%	315 30%
Disagree strongly	(1) 22%	571 22%	259 20%	312 24%	58 18%	93 22%	105 21%	105 24%	96 24%	114 21%	162 23%	174 23%	111 20%	123 21%	76 19%	239 22%
NET: Disagree	1335 51%	648 51%	687 52%	145 47%	185 44%	242 49%	240 54%	229 59%	294 54%	369 53%	376 50%	269 49%	322 54%	187 48%	554 52%	
Don't know	101 4%	46 4%	55 4%	31 10%	21 5%	14 3%	18 4%	8 2%	9 2%	20 3%	28 4%	25 4%	28 5%	12 3%	47 4%	
Mean	2.36	2.38	2.34	2.46	2.46	2.41	2.31	2.23	2.33	2.32	2.34	2.43	2.38	2.41	2.36	
Standard deviation	0.97	0.95	0.99	1.02	1.02	0.97	0.99	0.91	0.91	0.94	0.95	0.99	1.00	0.93	0.99	
Standard error	0.02	0.03	0.03	0.07	0.06	0.04	0.05	0.04	0.04	0.03	0.04	0.05	0.04	0.05	0.03	

Perceptions of Death Survey

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Absolutes/col percents

Table 21
Q.5 To what extent do you agree or disagree with each of the following statements?
I feel uncomfortable talking about death and dying
Base: All respondents

	Total	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?	
		Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ire-land	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
NET: Agree	1165 45%	99 45%	40 35%	130 44%	105 47%	109 47%	87 44%	56 42%	100 42%	147 46%	148 46%	103 45%	40 52%	478 42%	687 47%
Agree strongly	(4) 312 12%	27 13%	9 7%	38 13%	17 8%	24 10%	15 7%	18 13%	22 9%	44 14%	47 14%	38 17%	14 18%	139 12%	173 12%
Tend to agree	(3) 853 33%	72 33%	31 27%	93 31%	89 40%	85 36%	73 37%	38 29%	78 33%	103 33%	101 31%	65 28%	26 33%	338 29%	515 35%
Tend to disagree	(2) 764 29%	66 30%	44 39%	94 32%	59 27%	69 29%	54 28%	41 31%	74 31%	76 24%	94 29%	72 31%	22 29%	359 31%	406 28%
Disagree strongly	(1) 571 22%	49 22%	27 24%	61 21%	53 24%	46 20%	48 24%	33 25%	57 24%	63 20%	71 22%	50 22%	13 16%	283 25%	288 20%
NET: Disagree	1335 51%	115 53%	71 62%	155 52%	112 50%	114 49%	102 52%	74 55%	131 55%	140 44%	165 51%	122 53%	35 45%	642 56%	694 48%
Don't know	101 4%	5 2%	3 3%	11 4%	5 2%	10 4%	7 4%	4 3%	6 3%	30 10%	11 3%	5 2%	3 3%	28 2%	73 5%
Mean	2.36	2.36	2.19	2.38	2.32	2.39	2.29	2.31	2.28	2.45	2.40	2.41	2.56	2.30	2.41
Standard deviation	0.97	0.97	0.90	0.96	0.93	0.93	0.93	1.00	0.94	1.00	1.00	1.02	0.99	0.98	0.95
Standard error	0.02	0.07	0.06	0.06	0.07	0.07	0.07	0.07	0.07	0.07	0.06	0.07	0.07	0.03	0.03

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Absolutes/col percents

Table 22

Q.5 To what extent do you agree or disagree with each of the following statements?

If someone close to me were terminally ill, I wouldn't know where to turn to for practical support

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939	
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066	
NET: Agree	1310 50%	620 49%	690 52%	181 58%	255 61%	288 58%	212 48%	161 41%	214 39%	343 49%	387 51%	276 51%	304 51%	198 51%	590 55%	
Agree strongly	(4) 11%	284 11%	138 11%	146 11%	39 13%	59 14%	74 15%	50 11%	24 6%	37 7%	56 8%	77 10%	71 13%	79 13%	32 8%	145 14%
Tend to agree	(3) 39%	1026 39%	482 38%	544 41%	141 45%	196 47%	213 43%	162 37%	137 35%	178 33%	287 41%	309 41%	205 38%	225 38%	166 42%	445 42%
Tend to disagree	(2) 32%	826 32%	447 35%	379 29%	68 22%	103 25%	139 28%	147 33%	157 40%	211 39%	238 34%	244 32%	152 28%	192 32%	128 33%	308 29%
Disagree strongly	(1) 11%	291 11%	123 10%	168 13%	25 8%	19 4%	37 7%	52 12%	56 14%	104 19%	83 12%	88 12%	59 11%	60 10%	37 10%	82 8%
NET: Disagree	1117 43%	570 45%	547 41%	93 30%	122 29%	175 35%	199 45%	213 55%	315 58%	321 46%	332 44%	211 39%	253 42%	166 42%	390 37%	
Don't know	174 7%	85 7%	89 7%	39 12%	40 10%	32 6%	31 7%	16 4%	16 3%	38 5%	36 5%	59 11%	41 7%	28 7%	85 8%	
Mean	2.54	2.53	2.54	2.71	2.78	2.70	2.51	2.35	2.28	2.48	2.52	2.59	2.58	2.53	2.67	
Standard deviation	0.85	0.83	0.87	0.82	0.76	0.83	0.86	0.81	0.86	0.82	0.84	0.88	0.86	0.79	0.83	
Standard error	0.02	0.02	0.03	0.06	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.04	0.03	

Perceptions of Death Survey

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Absolutes/col percents

Table 22

Q.5 To what extent do you agree or disagree with each of the following statements?

If someone close to me were terminally ill, I wouldn't know where to turn to for practical support

Base: All respondents

	Total	Region											Q.6 Has someone close to you (relative or friend) died in the last three years?		
		Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-east Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
NET: Agree	1310 50%	114 52%	57 50%	157 53%	115 51%	136 58%	87 44%	64 48%	119 50%	155 49%	159 49%	109 47%	39 50%	535 47%	775 53%
Agree strongly	(4) 284 11%	22 10%	9 8%	32 11%	27 12%	33 14%	12 6%	11 8%	27 11%	46 15%	35 11%	21 9%	9 12%	106 9%	178 12%
Tend to agree	(3) 1026 39%	92 42%	48 42%	125 42%	87 39%	104 44%	75 38%	54 40%	92 39%	108 34%	125 38%	88 38%	30 38%	429 37%	598 41%
Tend to disagree	(2) 826 32%	78 35%	33 29%	89 30%	78 35%	60 26%	71 36%	45 33%	65 27%	88 28%	101 31%	91 40%	27 35%	397 35%	429 30%
Disagree strongly	(1) 291 11%	19 8%	17 15%	32 11%	21 9%	21 9%	25 13%	15 11%	33 14%	45 14%	38 12%	20 9%	6 8%	157 14%	134 9%
NET: Disagree	1117 43%	96 44%	50 44%	120 41%	99 45%	81 35%	96 49%	60 45%	98 41%	133 42%	139 43%	112 48%	34 43%	554 48%	563 39%
Don't know	174 7%	9 4%	7 6%	19 7%	9 4%	16 7%	13 7%	9 7%	20 8%	29 9%	26 8%	10 4%	5 7%	59 5%	115 8%
Mean	2.54	2.56	2.46	2.57	2.57	2.68	2.41	2.48	2.52	2.54	2.52	2.50	2.57	2.44	2.61
Standard deviation	0.85	0.80	0.86	0.84	0.84	0.85	0.81	0.82	0.90	0.94	0.86	0.79	0.82	0.86	0.84
Standard error	0.02	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.07	0.06	0.05	0.06	0.06	0.03	0.02

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 23

Q.5 To what extent do you agree or disagree with each of the following statements?

End of life care for people who are dying should be more of a priority for the NHS

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
NET: Agree	1996 77%	957 75%	1039 78%	207 66%	264 63%	354 72%	357 81%	323 83%	491 90%	559 80%	567 75%	397 73%	473 79%	279 71%	768 72%
Agree strongly	(4) 834 32%	341 27%	493 37%	72 23%	98 24%	139 28%	128 29%	148 38%	250 46%	212 30%	222 29%	186 34%	214 36%	107 27%	284 27%
Tend to agree	(3) 1162 45%	616 48%	546 41%	135 43%	166 40%	216 44%	229 52%	175 45%	241 44%	347 49%	345 46%	211 39%	260 43%	172 44%	483 45%
Tend to disagree	(2) 218 8%	129 10%	88 7%	29 9%	61 15%	46 9%	34 8%	30 8%	18 3%	62 9%	77 10%	44 8%	34 6%	36 9%	118 11%
Disagree strongly	(1) 30 1%	22 2%	8 1%	6 2%	4 1%	10 2%	3 1%	2 1%	6 1%	4 1%	11 1%	7 1%	8 1%	1 *	19 2%
NET: Disagree	248 10%	151 12%	97 7%	35 11%	65 16%	56 11%	37 8%	32 8%	24 4%	66 9%	88 12%	52 9%	42 7%	37 9%	137 13%
Don't know	357 14%	167 13%	190 14%	70 22%	88 21%	84 17%	49 11%	35 9%	31 6%	77 11%	100 13%	97 18%	83 14%	75 19%	161 15%
Mean	3.25	3.15	3.34	3.13	3.09	3.18	3.22	3.32	3.43	3.23	3.19	3.28	3.32	3.22	3.14
Standard deviation	0.68	0.69	0.65	0.71	0.72	0.72	0.63	0.65	0.62	0.64	0.70	0.71	0.67	0.65	0.71
Standard error	0.01	0.02	0.02	0.05	0.04	0.03	0.03	0.03	0.03	0.02	0.03	0.04	0.03	0.04	0.03

Perceptions of Death Survey

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Absolutes/col percents

Table 23

Q.5 To what extent do you agree or disagree with each of the following statements?

End of life care for people who are dying should be more of a priority for the NHS

Base: All respondents

	Total	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?	
		Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ire-land	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
NET: Agree	1996 77%	182 83%	91 80%	213 72%	181 81%	178 76%	146 74%	95 71%	181 77%	219 69%	251 78%	194 84%	65 83%	904 79%	1092 75%
Agree strongly	(4) 834 32%	76 35%	31 27%	86 29%	75 34%	70 30%	58 29%	37 27%	76 32%	101 32%	108 33%	87 38%	30 38%	421 37%	413 28%
Tend to agree	(3) 1162 45%	105 48%	60 53%	126 43%	105 47%	109 47%	88 45%	59 44%	105 44%	119 37%	144 44%	107 46%	35 45%	483 42%	680 47%
Tend to disagree	(2) 218 8%	13 6%	8 7%	39 13%	14 6%	23 10%	19 10%	16 12%	18 8%	24 8%	23 7%	16 7%	4 6%	92 8%	126 9%
Disagree strongly	(1) 30 1%	2 1%	3 3%	1 *	2 1%	2 1%	2 1%	1 1%	2 1%	7 2%	4 1%	2 1%	* 1%	8 1%	22 2%
NET: Disagree	248 10%	15 7%	11 10%	41 14%	17 7%	25 11%	21 11%	16 12%	21 9%	32 10%	27 8%	18 8%	5 6%	100 9%	148 10%
Don't know	357 14%	22 10%	12 11%	43 15%	25 11%	30 13%	29 15%	22 17%	34 15%	66 21%	46 14%	18 8%	8 10%	143 13%	213 15%
Mean	3.25	3.30	3.16	3.17	3.28	3.21	3.21	3.18	3.26	3.24	3.28	3.32	3.35	3.31	3.20
Standard deviation	0.68	0.64	0.69	0.70	0.65	0.68	0.68	0.68	0.67	0.75	0.67	0.66	0.63	0.67	0.68
Standard error	0.01	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.04	0.05	0.05	0.02	0.02

Perceptions of Death Survey

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Absolutes/col percents

Table 24

Q.5 To what extent do you agree or disagree with each of the following statements?

If I or someone close to me were terminally ill, I'm confident I would be involved in decisions about my/their care

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
NET: Agree	1817 70%	899 71%	918 69%	209 67%	295 71%	344 70%	322 73%	256 66%	390 71%	483 69%	522 69%	399 73%	413 69%	280 72%	746 70%
Agree strongly	(4) 546 21%	264 21%	282 21%	47 15%	94 22%	109 22%	91 21%	79 20%	127 23%	123 17%	140 19%	133 24%	150 25%	63 16%	230 22%
Tend to agree	(3) 1271 49%	635 50%	636 48%	162 52%	201 48%	235 48%	231 52%	178 46%	263 48%	361 51%	381 51%	265 49%	263 44%	216 55%	516 48%
Tend to disagree	(2) 400 15%	194 15%	206 16%	44 14%	47 11%	75 15%	56 13%	87 22%	91 17%	119 17%	124 16%	68 12%	88 15%	55 14%	153 14%
Disagree strongly	(1) 61 2%	32 2%	30 2%	6 2%	6 1%	16 3%	11 2%	7 2%	15 3%	13 2%	19 3%	12 2%	17 3%	3 1%	27 3%
NET: Disagree	461 18%	225 18%	236 18%	51 16%	53 13%	90 18%	67 15%	94 24%	106 19%	133 19%	143 19%	80 15%	106 18%	58 15%	180 17%
Don't know	323 12%	151 12%	172 13%	52 17%	68 16%	60 12%	53 12%	40 10%	49 9%	86 12%	90 12%	68 12%	80 13%	53 14%	140 13%
Mean	3.01	3.01	3.01	2.96	3.10	3.01	3.04	2.94	3.01	2.96	2.97	3.09	3.05	3.00	3.02
Standard deviation	0.72	0.72	0.73	0.67	0.68	0.75	0.70	0.74	0.75	0.69	0.72	0.72	0.77	0.63	0.73
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.03

Perceptions of Death Survey

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Absolutes/col percents

Table 24

Q.5 To what extent do you agree or disagree with each of the following statements?

If I or someone close to me were terminally ill, I'm confident I would be involved in decisions about my/their care

Base: All respondents

	Total	Region											Q.6 Has someone close to you (relative or friend) died in the last three years?		
		Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ire-land	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
NET: Agree	1817 70%	159 73%	82 72%	204 69%	156 70%	169 72%	132 67%	97 73%	164 69%	211 66%	218 67%	169 73%	56 72%	813 71%	1004 69%
Agree strongly	(4) 546 21%	46 21%	24 21%	69 23%	46 21%	31 13%	35 18%	29 22%	50 21%	71 22%	78 24%	52 23%	17 22%	282 25%	264 18%
Tend to agree	(3) 1271 49%	113 52%	58 51%	136 46%	110 50%	138 59%	97 49%	68 51%	114 48%	140 44%	140 43%	117 51%	39 50%	531 46%	739 51%
Tend to disagree	(2) 400 15%	35 16%	17 15%	51 17%	34 15%	38 16%	34 17%	20 15%	46 19%	27 9%	58 18%	30 13%	11 14%	185 16%	215 15%
Disagree strongly	(1) 61 2%	4 2%	2 2%	9 3%	9 4%	1 *	3 2%	1 1%	5 2%	11 3%	8 3%	5 2%	2 3%	27 2%	34 2%
NET: Disagree	461 18%	39 18%	20 17%	60 20%	42 19%	39 17%	37 19%	21 16%	51 22%	38 12%	66 20%	35 15%	13 17%	213 19%	249 17%
Don't know	323 12%	21 10%	12 11%	32 11%	24 11%	26 11%	27 14%	15 12%	22 9%	69 22%	40 12%	26 11%	9 11%	122 11%	201 14%
Mean	3.01	3.01	3.03	3.00	2.97	2.96	2.96	3.06	2.97	3.09	3.01	3.06	3.02	3.04	2.99
Standard deviation	0.72	0.70	0.70	0.77	0.76	0.59	0.70	0.68	0.74	0.75	0.77	0.71	0.73	0.75	0.70
Standard error	0.02	0.05	0.05	0.05	0.06	0.04	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.02	0.02

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Absolutes/col percents

Table 25

Q.5 To what extent do you agree or disagree with each of the following statements?

If I or someone close to me were terminally ill, I feel confident that the NHS would provide me with a high quality of care

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939	
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066	
NET: Agree	1220 47%	655 51%	565 43%	162 52%	206 50%	231 47%	218 49%	153 39%	249 46%	324 46%	328 43%	267 49%	301 50%	204 52%	496 47%	
Agree strongly	(4) 7%	194 9%	117 6%	77 8%	24 9%	39 8%	41 8%	35 8%	25 6%	31 6%	41 6%	47 6%	40 7%	66 11%	33 8%	71 7%
Tend to agree	(3) 39%	1026 42%	538 37%	488 37%	138 44%	168 40%	190 39%	184 42%	128 33%	218 40%	283 40%	280 37%	228 42%	234 39%	171 44%	425 40%
Tend to disagree	(2) 29%	761 26%	338 32%	423 32%	70 22%	117 28%	131 26%	130 29%	139 36%	174 32%	212 30%	245 32%	137 25%	167 28%	93 24%	295 28%
Disagree strongly	(1) 11%	279 9%	121 12%	158 12%	26 8%	36 9%	61 12%	45 10%	50 13%	61 11%	74 11%	91 12%	63 12%	50 8%	41 10%	118 11%
NET: Disagree	1040 40%	458 36%	581 44%	96 31%	153 37%	192 39%	176 40%	188 48%	235 43%	286 41%	336 45%	201 37%	217 36%	134 34%	414 39%	
Don't know	342 13%	162 13%	180 14%	54 17%	57 14%	72 14%	48 11%	49 13%	61 11%	92 13%	91 12%	78 14%	81 13%	53 14%	155 15%	
Mean	2.50	2.58	2.42	2.62	2.58	2.50	2.53	2.38	2.45	2.48	2.43	2.52	2.61	2.58	2.49	
Standard deviation	0.82	0.82	0.81	0.79	0.81	0.86	0.81	0.82	0.79	0.79	0.81	0.83	0.83	0.83	0.82	
Standard error	0.02	0.02	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.05	0.03	

Perceptions of Death Survey

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Absolutes/col percents

Table 25

Q.5 To what extent do you agree or disagree with each of the following statements?

If I or someone close to me were terminally ill, I feel confident that the NHS would provide me with a high quality of care

Base: All respondents

	Total	Region											Q.6 Has someone close to you (relative or friend) died in the last three years?		
		Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ire-land	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
NET: Agree	1220 47%	124 57%	53 46%	118 40%	104 47%	118 51%	89 45%	67 50%	113 48%	126 40%	144 44%	129 56%	35 45%	542 47%	678 47%
Agree strongly	(4) 194 7%	23 10%	10 9%	22 8%	16 7%	20 9%	13 7%	10 7%	17 7%	22 7%	14 4%	20 9%	7 9%	101 9%	92 6%
Tend to agree	(3) 1026 39%	101 46%	42 37%	96 32%	88 39%	98 42%	76 39%	57 43%	96 41%	104 33%	130 40%	109 47%	28 37%	441 38%	585 40%
Tend to disagree	(2) 761 29%	52 24%	39 35%	103 35%	64 29%	63 27%	61 31%	33 25%	69 29%	88 28%	98 30%	68 29%	23 29%	348 30%	413 28%
Disagree strongly	(1) 279 11%	19 9%	9 8%	30 10%	29 13%	26 11%	15 8%	11 8%	28 12%	55 17%	30 9%	19 8%	9 11%	134 12%	145 10%
NET: Disagree	1040 40%	71 33%	48 42%	133 45%	93 42%	89 38%	76 39%	44 33%	97 41%	142 45%	128 40%	86 37%	31 40%	483 42%	557 38%
Don't know	342 13%	24 11%	13 11%	45 15%	26 12%	26 11%	31 16%	23 17%	26 11%	49 16%	52 16%	15 6%	11 15%	123 11%	219 15%
Mean	2.50	2.65	2.53	2.44	2.46	2.54	2.53	2.59	2.49	2.35	2.47	2.61	2.50	2.50	2.51
Standard deviation	0.82	0.81	0.80	0.82	0.84	0.83	0.77	0.78	0.82	0.89	0.76	0.78	0.85	0.84	0.80
Standard error	0.02	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.06	0.03	0.02

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Absolutes/col percents

Table 26

Q.6 Has someone close to you (relative or friend) died in the last three years?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
Yes	1147	562	585	111	152	221	207	191	266	300	325	238	285	175	429
	44%	44%	44%	36%	36%	45%	47%	49%	49%	43%	43%	44%	48%	45%	40%
No	1454	713	741	201	265	273	236	199	280	402	430	308	314	216	637
	56%	56%	56%	64%	64%	55%	53%	51%	51%	57%	57%	56%	52%	55%	60%

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Table 26

Q.6 Has someone close to you (relative or friend) died in the last three years?**Base: All respondents**

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
Yes	1147 44%	103 47%	52 45%	136 46%	95 42%	110 47%	94 48%	58 43%	97 41%	120 38%	137 42%	106 46%	41 52%	1147 100%	-
No	1454 56%	116 53%	62 55%	161 54%	128 58%	124 53%	102 52%	76 57%	139 59%	197 62%	187 58%	124 54%	37 48%	-	1454 100%

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Table 27

Q.7 Thinking about the person or people you knew who has/have died recently, did you provide them with hands-on care and support in any of the following ways?

Base: All respondents who know someone who has died in the last three years

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1168	590	578	77	131	227	223	223	287	373	307	186	302	158	382
Weighted base	1147	562	585	111	152	221	207	191	266	300	325	238	285	175	429
Emotional support (e.g. being there in person or over the phone to talk)	676 59%	332 59%	344 59%	55 49%	66 44%	122 55%	126 61%	133 70%	173 65%	202 67%	185 57%	132 55%	157 55%	91 52%	252 59%
Practical help around the house (e.g. housework, food shopping)	395 34%	196 35%	199 34%	36 32%	37 25%	81 36%	70 34%	85 45%	86 32%	103 34%	100 31%	95 40%	97 34%	48 27%	155 36%
Practical care (e.g. helping them out of bed, feeding them, washing them, liaising with healthcare professionals)	265 23%	116 21%	149 26%	27 24%	20 13%	55 25%	52 25%	61 32%	51 19%	73 24%	75 23%	58 24%	58 20%	35 20%	105 25%
Financial support (e.g. helping them manage their finances, provide them with financial support)	157 14%	81 14%	76 13%	10 9%	15 10%	27 12%	32 16%	39 21%	33 13%	45 15%	54 17%	18 7%	40 14%	17 10%	62 14%
Other	83 7%	33 6%	50 8%	2 2%	6 4%	14 6%	20 10%	16 8%	25 9%	31 10%	21 7%	14 6%	17 6%	7 4%	31 7%
None of these	367 32%	172 31%	196 33%	46 42%	68 45%	73 33%	61 30%	42 22%	77 29%	77 26%	104 32%	78 33%	108 38%	64 37%	132 31%

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Absolutes/col percents

Table 27

Q.7 Thinking about the person or people you knew who has/have died recently, did you provide them with hands-on care and support in any of the following ways?

Base: All respondents who know someone who has died in the last three years

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	1168	90	92	113	91	90	97	85	86	90	134	93	107	1168	-
Weighted base	1147	103	52	136	95	110	94	58	97	120	137	106	41	1147	-
Emotional support (e.g. being there in person or over the phone to talk)	676 59%	59 58%	27 52%	94 69%	49 52%	64 58%	49 52%	30 52%	55 57%	77 64%	81 60%	64 61%	25 61%	676 59%	-
Practical help around the house (e.g. housework, food shopping)	395 34%	35 34%	20 40%	47 35%	37 39%	33 30%	26 27%	17 30%	30 30%	48 40%	51 37%	34 32%	17 42%	395 34%	-
Practical care (e.g. helping them out of bed, feeding them, washing them, liaising with healthcare professionals)	265 23%	21 20%	12 23%	25 18%	19 20%	27 24%	21 22%	13 23%	16 16%	29 24%	41 30%	27 25%	15 36%	265 23%	-
Financial support (e.g. helping them manage their finances, provide them with financial support)	157 14%	13 13%	8 16%	20 15%	11 11%	12 11%	12 13%	7 12%	11 12%	14 12%	22 16%	21 20%	4 11%	157 14%	-
Other	83 7%	7 7%	7 13%	10 8%	10 10%	3 3%	6 7%	5 9%	9 9%	7 6%	10 7%	5 5%	3 8%	83 7%	-
None of these	367 32%	37 36%	13 25%	35 26%	31 33%	31 28%	39 41%	22 37%	34 35%	35 29%	41 30%	40 38%	10 24%	367 32%	-

Perceptions of Death Survey

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Absolutes/col percents

Table 28

Q.8 Thinking about the person or people you knew who has/have died recently, how easy was it for them to access the support that they needed when they were coming to the end of their life?

Base: All respondents who know someone who has died in the last three years

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1168	590	578	77	131	227	223	223	287	373	307	186	302	158	382
Weighted base	1147	562	585	111	152	221	207	191	266	300	325	238	285	175	429
NET: Easy	676 59%	342 61%	334 57%	58 52%	92 61%	101 46%	117 56%	127 67%	182 69%	194 64%	188 58%	141 59%	154 54%	108 62%	234 55%
Very easy	(4) 161 14%	75 13%	86 15%	14 13%	17 11%	20 9%	30 15%	23 12%	57 22%	49 16%	50 15%	30 12%	32 11%	21 12%	57 13%
Fairly easy	(3) 515 45%	266 47%	249 42%	43 39%	75 49%	81 37%	86 42%	104 55%	125 47%	144 48%	138 43%	111 47%	122 43%	87 50%	177 41%
Fairly difficult	(2) 231 20%	116 21%	114 20%	30 27%	21 14%	58 26%	45 22%	35 18%	42 16%	55 18%	64 20%	52 22%	60 21%	29 17%	99 23%
Very difficult	(1) 65 6%	21 4%	45 8%	6 6%	10 6%	17 8%	10 5%	11 6%	12 4%	19 6%	25 8%	11 5%	11 4%	12 7%	26 6%
NET: Difficult	296 26%	137 24%	159 27%	36 32%	31 20%	74 34%	55 27%	46 24%	54 20%	73 24%	89 27%	63 27%	71 25%	41 23%	125 29%
Don't know	175 15%	83 15%	91 16%	18 16%	29 19%	46 21%	35 17%	17 9%	29 11%	33 11%	48 15%	34 14%	60 21%	27 15%	70 16%
Mean	2.79	2.83	2.76	2.70	2.81	2.59	2.80	2.80	2.96	2.84	2.77	2.78	2.78	2.79	2.74
Standard deviation	0.79	0.74	0.84	0.81	0.77	0.81	0.79	0.75	0.79	0.80	0.85	0.76	0.74	0.78	0.81
Standard error	0.03	0.03	0.04	0.10	0.08	0.06	0.06	0.05	0.05	0.04	0.05	0.06	0.05	0.07	0.04

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Absolutes/col percents

Table 28

Q.8 Thinking about the person or people you knew who has/have died recently, how easy was it for them to access the support that they needed when they were coming to the end of their life?

Base: All respondents who know someone who has died in the last three years

	Total	Region											Q.6 Has someone close to you (relative or friend) died in the last three years?		
		Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	1168	90	92	113	91	90	97	85	86	90	134	93	107	1168	-
Weighted base	1147	103	52	136	95	110	94	58	97	120	137	106	41	1147	-
NET: Easy	676 59%	60 58%	32 61%	93 68%	52 55%	67 61%	51 54%	30 52%	60 62%	67 55%	79 58%	64 60%	23 57%	676 59%	-
Very easy	(4) 161 14%	10 10%	9 18%	22 16%	14 14%	14 13%	18 19%	7 11%	18 19%	16 13%	14 10%	16 15%	4 11%	161 14%	-
Fairly easy	(3) 515 45%	50 48%	22 43%	71 52%	39 41%	53 48%	33 35%	23 40%	42 43%	51 42%	65 48%	48 45%	19 46%	515 45%	-
Fairly difficult	(2) 231 20%	23 23%	12 24%	23 17%	18 19%	14 13%	21 22%	15 25%	13 14%	25 21%	37 27%	22 20%	9 21%	231 20%	-
Very difficult	(1) 65 6%	3 3%	2 3%	4 3%	7 8%	9 8%	7 7%	2 4%	6 6%	12 10%	4 3%	8 7%	2 5%	65 6%	-
NET: Difficult	296 26%	26 25%	14 27%	27 20%	25 26%	23 21%	28 29%	17 29%	19 20%	37 31%	40 30%	29 28%	11 26%	296 26%	-
Don't know	175 15%	17 17%	6 12%	16 12%	17 18%	20 19%	16 17%	11 19%	17 18%	16 14%	17 12%	13 12%	7 17%	175 15%	-
Mean	2.79	2.78	2.85	2.93	2.76	2.80	2.79	2.74	2.91	2.68	2.75	2.77	2.75	2.79	-
Standard deviation	0.79	0.69	0.78	0.70	0.86	0.82	0.90	0.76	0.84	0.88	0.70	0.84	0.76	0.79	-
Standard error	0.03	0.08	0.09	0.07	0.10	0.10	0.10	0.09	0.10	0.10	0.06	0.09	0.08	0.03	-

Perceptions of Death Survey

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Absolutes/col percents

Table 29

Q.9 Thinking again about the person or people you knew who died recently, overall, how would you describe the quality of the care and support they received from local services when they were coming to the end of their life?

Base: All respondents who know someone who has died in the last three years

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1168	590	578	77	131	227	223	223	287	373	307	186	302	158	382
Weighted base	1147	562	585	111	152	221	207	191	266	300	325	238	285	175	429
NET: Good	778 68%	392 70%	386 66%	59 53%	104 68%	139 63%	145 70%	134 70%	197 74%	222 74%	214 66%	161 68%	181 64%	132 75%	273 64%
Very good	(4) 350 31%	169 30%	181 31%	19 17%	36 24%	45 21%	65 31%	71 37%	114 43%	98 33%	103 32%	70 30%	79 28%	53 30%	120 28%
Fairly good	(3) 428 37%	223 40%	205 35%	39 35%	68 45%	94 42%	81 39%	63 33%	83 31%	124 41%	111 34%	90 38%	102 36%	78 45%	153 36%
Fairly poor	(2) 149 13%	74 13%	75 13%	13 12%	20 13%	29 13%	27 13%	27 14%	33 12%	33 11%	50 15%	34 14%	32 11%	10 6%	66 15%
Very poor	(1) 56 5%	15 3%	41 7%	10 9%	8 5%	14 7%	12 6%	7 4%	4 2%	12 4%	21 7%	11 5%	13 4%	10 5%	27 6%
NET: Poor	205 18%	89 16%	116 20%	23 21%	29 19%	43 20%	38 19%	34 18%	38 14%	45 15%	71 22%	45 19%	44 16%	20 11%	93 22%
No opinion	68 6%	33 6%	35 6%	10 9%	6 4%	19 9%	15 7%	8 4%	10 4%	18 6%	14 4%	11 5%	25 9%	13 8%	20 5%
Don't know	96 8%	48 9%	48 8%	20 18%	13 9%	20 9%	8 4%	15 8%	20 8%	15 5%	25 8%	21 9%	35 12%	10 6%	43 10%
Mean	3.09	3.14	3.05	2.83	2.99	2.93	3.08	3.17	3.31	3.16	3.04	3.07	3.10	3.16	3.00
Standard deviation	0.85	0.78	0.92	0.93	0.82	0.85	0.87	0.85	0.78	0.80	0.91	0.85	0.84	0.81	0.90
Standard error	0.03	0.03	0.04	0.12	0.08	0.06	0.06	0.06	0.05	0.04	0.06	0.07	0.05	0.07	0.05

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Absolutes/col percents

Table 29

Q.9 Thinking again about the person or people you knew who died recently, overall, how would you describe the quality of the care and support they received from local services when they were coming to the end of their life?

Base: All respondents who know someone who has died in the last three years

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	1168	90	92	113	91	90	97	85	86	90	134	93	107	1168	-
Weighted base	1147	103	52	136	95	110	94	58	97	120	137	106	41	1147	-
NET: Good	778 68%	66 64%	38 73%	94 70%	65 68%	73 67%	60 63%	41 70%	65 67%	78 65%	96 70%	73 69%	30 73%	778 68%	-
Very good	(4) 350 31%	32 31%	19 36%	43 31%	34 36%	31 28%	20 22%	22 37%	26 27%	31 26%	38 28%	41 39%	13 33%	350 31%	-
Fairly good	(3) 428 37%	34 33%	19 37%	52 38%	30 32%	42 38%	39 42%	19 33%	39 40%	47 39%	58 43%	32 31%	16 40%	428 37%	-
Fairly poor	(2) 149 13%	18 17%	6 12%	14 10%	8 9%	21 19%	15 16%	9 16%	15 16%	11 9%	18 13%	10 10%	4 9%	149 13%	-
Very poor	(1) 56 5%	2 2%	2 4%	4 3%	8 9%	3 3%	5 5%	1 1%	1 1%	18 15%	3 2%	8 8%	2 4%	56 5%	-
NET: Poor	205 18%	19 19%	8 16%	17 13%	17 18%	24 22%	20 21%	10 17%	16 17%	29 24%	21 16%	18 17%	5 13%	205 18%	-
No opinion	68 6%	7 7%	3 6%	13 9%	6 6%	5 5%	8 9%	2 4%	5 5%	6 5%	6 4%	6 5%	1 3%	68 6%	-
Don't know	96 8%	10 10%	3 5%	11 8%	8 8%	8 7%	6 7%	5 9%	11 12%	7 6%	13 10%	9 8%	4 11%	96 8%	-
Mean	3.09	3.13	3.18	3.19	3.12	3.05	2.95	3.22	3.11	2.85	3.11	3.15	3.19	3.09	-
Standard deviation	0.85	0.80	0.84	0.78	0.97	0.82	0.83	0.79	0.74	1.03	0.76	0.95	0.81	0.85	-
Standard error	0.03	0.09	0.09	0.08	0.11	0.09	0.09	0.09	0.09	0.12	0.07	0.11	0.08	0.03	-

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Absolutes/col percents

Table 30

Q.10 Overall, how would you describe the support you received from family and friends for helping you to support/care for your terminally ill friend or family member?

Base: All respondents who know someone who has died in the last three years

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1168	590	578	77	131	227	223	223	287	373	307	186	302	158	382
Weighted base	1147	562	585	111	152	221	207	191	266	300	325	238	285	175	429
NET: Good	833 73%	409 73%	424 72%	84 75%	106 70%	155 70%	156 76%	135 71%	196 74%	224 75%	237 73%	178 75%	193 68%	133 76%	313 73%
Very good	(4) 530 46%	269 48%	261 45%	51 46%	66 44%	92 42%	96 46%	88 46%	138 52%	151 50%	140 43%	109 46%	130 46%	84 48%	185 43%
Fairly good	(3) 303 26%	140 25%	162 28%	33 30%	40 26%	63 29%	61 29%	48 25%	58 22%	73 24%	97 30%	69 29%	63 22%	49 28%	128 30%
Fairly poor	(2) 57 5%	27 5%	30 5%	3 2%	9 6%	10 4%	11 5%	12 6%	14 5%	18 6%	13 4%	10 4%	17 6%	10 6%	21 5%
Very poor	(1) 26 2%	10 2%	17 3%	* *	2 2%	8 4%	7 4%	6 3%	2 1%	5 2%	10 3%	6 2%	6 2%	3 2%	10 2%
NET: Poor	84 7%	37 7%	47 8%	3 3%	12 8%	18 8%	18 9%	18 10%	15 6%	23 8%	22 7%	16 7%	23 8%	14 8%	31 7%
No opinion	173 15%	94 17%	80 14%	13 12%	21 14%	31 14%	26 13%	31 16%	51 19%	42 14%	48 15%	37 16%	46 16%	17 10%	61 14%
Don't know	57 5%	22 4%	35 6%	12 10%	13 9%	17 8%	6 3%	7 3%	3 1%	11 4%	17 5%	7 3%	22 8%	12 7%	24 6%
Mean	3.46	3.50	3.42	3.55	3.44	3.38	3.40	3.41	3.57	3.50	3.41	3.45	3.47	3.46	3.42
Standard deviation	0.74	0.71	0.77	0.58	0.73	0.79	0.79	0.81	0.65	0.72	0.75	0.73	0.76	0.72	0.73
Standard error	0.02	0.03	0.04	0.08	0.07	0.06	0.06	0.06	0.04	0.04	0.05	0.06	0.05	0.06	0.04

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Absolutes/col percents

Table 30

Q.10 Overall, how would you describe the support you received from family and friends for helping you to support/care for your terminally ill friend or family member?

Base: All respondents who know someone who has died in the last three years

	Total	Region											Q.6 Has someone close to you (relative or friend) died in the last three years?		
		Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	1168	90	92	113	91	90	97	85	86	90	134	93	107	1168	-
Weighted base	1147	103	52	136	95	110	94	58	97	120	137	106	41	1147	-
NET: Good	833 73%	71 69%	35 67%	101 74%	63 67%	82 74%	67 71%	46 80%	66 68%	89 74%	104 76%	82 77%	28 70%	833 73%	-
Very good	(4) 530 46%	49 48%	22 43%	66 49%	36 38%	50 45%	40 42%	32 54%	35 37%	64 53%	66 49%	54 51%	16 39%	530 46%	-
Fairly good	(3) 303 26%	22 21%	13 25%	35 25%	27 29%	32 29%	27 29%	15 26%	30 31%	25 21%	38 27%	27 26%	12 31%	303 26%	-
Fairly poor	(2) 57 5%	6 5%	7 13%	8 6%	3 4%	5 4%	4 5%	1 2%	4 4%	7 6%	6 5%	3 3%	3 6%	57 5%	-
Very poor	(1) 26 2%	2 2%	1 1%	1 1%	3 3%	2 2%	5 5%	- -	2 3%	5 4%	2 2%	2 2%	2 4%	26 2%	-
NET: Poor	84 7%	8 7%	7 14%	8 6%	6 7%	7 7%	9 10%	1 2%	7 7%	12 10%	9 6%	5 5%	4 10%	84 7%	-
No opinion	173 15%	16 15%	8 15%	18 13%	19 20%	18 16%	12 12%	7 13%	18 19%	18 15%	19 14%	15 15%	7 17%	173 15%	-
Don't know	57 5%	9 9%	2 4%	9 6%	7 7%	3 3%	6 7%	3 5%	7 7%	2 1%	5 4%	4 4%	1 3%	57 5%	-
Mean	3.46	3.51	3.33	3.52	3.39	3.45	3.33	3.63	3.37	3.46	3.50	3.55	3.31	3.46	-
Standard deviation	0.74	0.74	0.80	0.66	0.77	0.73	0.86	0.54	0.75	0.83	0.70	0.67	0.83	0.74	-
Standard error	0.02	0.09	0.09	0.07	0.09	0.09	0.10	0.07	0.09	0.10	0.07	0.08	0.09	0.02	-

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Absolutes/col percents

Table 31
Q.11 To what extent has your experience of someone you know dying affected your feelings about your own death?
Base: All respondents who know someone who has died in the last three years

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1168	590	578	77	131	227	223	223	287	373	307	186	302	158	382
Weighted base	1147	562	585	111	152	221	207	191	266	300	325	238	285	175	429
NET: More concerned	521 45%	229 41%	291 50%	37 33%	67 44%	118 53%	107 52%	83 44%	108 41%	131 44%	155 48%	94 40%	140 49%	74 42%	209 49%
It has made me a lot more concerned about getting the help I need (+2)	219 19%	89 16%	130 22%	15 13%	25 17%	58 26%	48 23%	36 19%	37 14%	55 18%	70 22%	36 15%	58 20%	32 18%	83 19%
It has made me slightly more concerned about getting the help I need (+1)	301 26%	140 25%	161 28%	22 20%	42 27%	60 27%	60 29%	47 25%	71 27%	76 25%	85 26%	58 25%	82 29%	42 24%	126 29%
It has made no difference to my views on whether I will get the help I need (0)	474 41%	257 46%	216 37%	41 36%	69 46%	85 38%	77 37%	84 44%	118 45%	128 42%	132 41%	107 45%	108 38%	84 48%	157 37%
It has made me slightly less concerned about getting the help I need (-1)	59 5%	33 6%	27 5%	7 6%	2 2%	8 4%	7 3%	14 8%	21 8%	17 6%	19 6%	15 6%	8 3%	9 5%	23 5%
It has made me a lot less concerned about getting the help I need (-2)	29 3%	17 3%	13 2%	7 7%	1 1%	1 *	5 2%	2 1%	13 5%	9 3%	4 1%	8 4%	9 3%	2 1%	6 1%
NET: Less concerned	89 8%	50 9%	39 7%	14 13%	4 3%	9 4%	12 6%	16 9%	34 13%	26 9%	22 7%	24 10%	17 6%	11 6%	29 7%
Don't know	64 6%	26 5%	38 7%	20 18%	12 8%	10 5%	11 5%	6 3%	5 2%	16 5%	15 5%	13 6%	20 7%	6 3%	34 8%
Mean	0.57	0.47	0.68	0.33	0.62	0.79	0.71	0.55	0.38	0.53	0.64	0.44	0.65	0.55	0.65
Standard deviation	0.96	0.94	0.97	1.09	0.83	0.90	0.96	0.93	1.00	0.97	0.94	0.96	0.96	0.90	0.93
Standard error	0.03	0.04	0.04	0.14	0.08	0.06	0.07	0.06	0.06	0.05	0.05	0.07	0.06	0.07	0.05

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Absolutes/col percents

Table 31

Q.11 To what extent has your experience of someone you know dying affected your feelings about your own death?

Base: All respondents who know someone who has died in the last three years

	Total	Region											Q.6 Has someone close to you (relative or friend) died in the last three years?		
		Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	1168	90	92	113	91	90	97	85	86	90	134	93	107	1168	-
Weighted base	1147	103	52	136	95	110	94	58	97	120	137	106	41	1147	-
NET: More concerned	521 45%	58 56%	24 46%	48 35%	47 50%	53 49%	44 47%	24 41%	37 38%	65 54%	60 44%	43 41%	19 46%	521 45%	-
It has made me a lot more concerned about getting the help I need (+2)	219 19%	20 19%	10 19%	23 17%	18 19%	20 19%	19 20%	6 11%	16 17%	39 32%	22 16%	21 20%	5 12%	219 19%	-
It has made me slightly more concerned about getting the help I need (+1)	301 26%	38 37%	14 26%	25 18%	29 31%	33 30%	25 27%	18 31%	20 21%	26 22%	38 28%	22 21%	14 33%	301 26%	-
It has made no difference to my views on whether I will get the help I need (0)	474 41%	36 35%	21 40%	65 48%	42 45%	42 39%	40 42%	30 51%	45 46%	37 30%	55 40%	45 43%	17 41%	474 41%	-
It has made me slightly less concerned about getting the help I need (-1)	59 5%	4 4%	2 5%	7 5%	4 4%	6 6%	3 3%	1 3%	6 6%	6 5%	9 6%	8 7%	3 6%	59 5%	-
It has made me a lot less concerned about getting the help I need (-2)	29 3%	-	1 1%	6 4%	2 2%	5 4%	1 1%	* 1%	6 6%	2 2%	3 3%	4 4%	* 1%	29 3%	-
NET: Less concerned	89 8%	4 4%	3 6%	12 9%	5 6%	11 10%	4 4%	2 3%	12 12%	8 7%	12 9%	12 11%	3 7%	89 8%	-
Don't know	64 6%	5 5%	4 8%	11 8%	-	3 3%	7 7%	3 5%	4 4%	10 8%	10 7%	6 5%	3 6%	64 6%	-
Mean	0.57	0.74	0.63	0.42	0.62	0.55	0.66	0.50	0.38	0.85	0.52	0.49	0.53	0.57	-
Standard deviation	0.96	0.83	0.93	1.00	0.90	1.01	0.90	0.76	1.05	1.04	0.95	1.04	0.85	0.96	-
Standard error	0.03	0.09	0.10	0.10	0.09	0.11	0.09	0.09	0.11	0.11	0.08	0.11	0.08	0.03	-

Perceptions of Death Survey
ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 32
Gender
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
Male	1275	1275	-	107	200	244	211	212	300	404	339	273	258	173	617
	49%	100%	-	34%	48%	49%	48%	54%	55%	58%	45%	50%	43%	44%	58%
Female	1326	-	1326	205	216	251	231	178	245	298	415	273	340	218	449
	51%	-	100%	66%	52%	51%	52%	46%	45%	42%	55%	50%	57%	56%	42%

Perceptions of Death Survey
ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 32
Gender
Base: All respondents

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
Male	1275 49%	108 49%	62 54%	147 50%	99 44%	125 54%	108 55%	75 56%	113 48%	140 44%	154 48%	107 47%	36 46%	562 49%	713 49%
Female	1326 51%	111 51%	52 46%	149 50%	124 56%	108 46%	88 45%	59 44%	123 52%	177 56%	169 52%	123 53%	42 54%	585 51%	741 51%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 33
Age
Base: All respondents

	Gender		Age					Social Grade				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
18-24	312 12%	107 8%	205 15%	312 100%	-	-	-	-	-	60 8%	95 13%	71 13%	86 14%	48 12%	118 11%
25-34	416 16%	200 16%	216 16%	-	416 100%	-	-	-	-	103 15%	148 20%	77 14%	89 15%	83 21%	248 23%
35-44	494 19%	244 19%	251 19%	-	-	494 100%	-	-	-	128 18%	139 18%	117 21%	109 18%	96 25%	279 26%
45-54	442 17%	211 17%	231 17%	-	-	-	442 100%	-	-	78 11%	133 18%	106 19%	125 21%	92 23%	245 23%
55-64	390 15%	212 17%	178 13%	-	-	-	-	390 100%	-	125 18%	111 15%	76 14%	79 13%	49 13%	126 12%
65+	546 21%	300 24%	245 18%	-	-	-	-	-	546 100%	208 30%	128 17%	99 18%	110 18%	24 6%	49 5%
Average age	47.00	48.80	45.28	21.80	30.31	39.85	49.63	59.73	69.41	50.36	45.24	46.14	46.06	42.02	41.45

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 33
Age
Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
18-24	312 12%	19 9%	8 7%	39 13%	27 12%	29 12%	17 9%	8 6%	30 13%	54 17%	49 15%	24 10%	8 10%	111 10%	201 14%
25-34	416 16%	42 19%	18 16%	56 19%	29 13%	29 13%	33 17%	24 18%	25 11%	65 20%	56 17%	27 12%	13 17%	152 13%	265 18%
35-44	494 19%	37 17%	19 17%	49 16%	46 21%	54 23%	33 17%	19 15%	36 15%	78 25%	67 21%	35 15%	21 27%	221 19%	273 19%
45-54	442 17%	39 18%	28 24%	39 13%	35 16%	51 22%	43 22%	28 21%	44 18%	45 14%	38 12%	41 18%	12 16%	207 18%	236 16%
55-64	390 15%	31 14%	18 16%	42 14%	39 17%	30 13%	27 14%	27 20%	46 19%	36 11%	40 12%	39 17%	17 21%	191 17%	199 14%
65+	546 21%	53 24%	24 21%	71 24%	49 22%	41 17%	43 22%	28 21%	56 24%	38 12%	73 23%	65 28%	7 9%	266 23%	280 19%
Average age	47.00	48.03	49.01	46.95	47.82	46.02	47.77	49.19	49.22	42.08	46.00	50.18	44.35	48.60	45.74

Perceptions of Death Survey
ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 34
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
AB	702 27%	404 32%	298 22%	60 19%	103 25%	128 26%	78 18%	125 32%	208 38%	702 100%	-	-	-	129 33%	248 23%
C1	754 29%	339 27%	415 31%	95 31%	148 35%	139 28%	133 30%	111 28%	128 24%	-	754 100%	-	-	144 37%	353 33%
C2	546 21%	273 21%	273 21%	71 23%	77 18%	117 24%	106 24%	76 19%	99 18%	-	-	546 100%	-	74 19%	288 27%
DE	598 23%	258 20%	340 26%	86 28%	89 21%	109 22%	125 28%	79 20%	110 20%	-	-	-	598 100%	43 11%	177 17%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 34
Social Grade
Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
AB	702 27%	59 27%	28 25%	81 27%	57 26%	55 23%	62 31%	40 30%	63 27%	95 30%	86 27%	49 21%	27 34%	300 26%	402 28%
C1	754 29%	47 21%	34 30%	66 22%	67 30%	80 34%	52 26%	33 25%	68 29%	116 37%	93 29%	74 32%	25 33%	325 28%	430 30%
C2	546 21%	49 22%	28 25%	61 21%	57 25%	53 23%	41 21%	28 21%	52 22%	54 17%	72 22%	41 18%	12 15%	238 21%	308 21%
DE	598 23%	64 29%	24 21%	89 30%	42 19%	46 20%	42 21%	32 24%	53 23%	53 17%	73 23%	66 29%	14 18%	285 25%	314 22%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 35
GO Region
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
Scotland	219 8%	108 8%	111 8%	19 6%	42 10%	37 7%	39 9%	31 8%	53 10%	59 8%	47 6%	49 9%	64 11%	42 11%	72 7%
North East	114 4%	62 5%	52 4%	8 3%	18 4%	19 4%	28 6%	18 5%	24 4%	28 4%	34 5%	28 5%	24 4%	20 5%	39 4%
North West	297 11%	147 12%	149 11%	39 12%	56 14%	49 10%	39 9%	42 11%	71 13%	81 12%	66 9%	61 11%	89 15%	27 7%	130 12%
Yorkshire & Humberside	223 9%	99 8%	124 9%	27 9%	29 7%	46 9%	35 8%	39 10%	49 9%	57 8%	67 9%	57 10%	42 7%	37 10%	69 6%
West Midlands	233 9%	125 10%	108 8%	29 9%	29 7%	54 11%	51 12%	30 8%	41 7%	55 8%	80 11%	53 10%	46 8%	40 10%	99 9%
East Midlands	196 8%	108 8%	88 7%	17 5%	33 8%	33 7%	43 10%	27 7%	43 8%	62 9%	52 7%	41 7%	42 7%	34 9%	79 7%
Wales	134 5%	75 6%	59 4%	8 3%	24 6%	19 4%	28 6%	27 7%	28 5%	40 6%	33 4%	28 5%	32 5%	24 6%	45 4%
Eastern	236 9%	113 9%	123 9%	30 10%	25 6%	36 7%	44 10%	46 12%	56 10%	63 9%	68 9%	52 9%	53 9%	29 7%	98 9%
London	317 12%	140 11%	177 13%	54 17%	65 16%	78 16%	45 10%	36 9%	38 7%	95 14%	116 15%	54 10%	53 9%	53 14%	158 15%
South East	324 12%	154 12%	169 13%	49 16%	56 13%	67 14%	38 9%	40 10%	73 13%	86 12%	93 12%	72 13%	73 12%	25 6%	153 14%
South West	230 9%	107 8%	123 9%	24 8%	27 6%	35 7%	41 9%	39 10%	65 12%	49 7%	74 10%	41 8%	66 11%	39 10%	88 8%
Northern Ireland	78 3%	36 3%	42 3%	8 3%	13 3%	21 4%	12 3%	17 4%	7 1%	27 4%	25 3%	12 2%	14 2%	21 5%	33 3%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 35
GO Region
Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
Scotland	219 8%	219 100%	-	-	-	-	-	-	-	-	-	-	-	103 9%	116 8%
North East	114 4%	-	114 100%	-	-	-	-	-	-	-	-	-	-	52 5%	62 4%
North West	297 11%	-	-	297 100%	-	-	-	-	-	-	-	-	-	136 12%	161 11%
Yorkshire & Humberside	223 9%	-	-	-	223 100%	-	-	-	-	-	-	-	-	95 8%	128 9%
West Midlands	233 9%	-	-	-	-	233 100%	-	-	-	-	-	-	-	110 10%	124 9%
East Midlands	196 8%	-	-	-	-	-	196 100%	-	-	-	-	-	-	94 8%	102 7%
Wales	134 5%	-	-	-	-	-	-	134 100%	-	-	-	-	-	58 5%	76 5%
Eastern	236 9%	-	-	-	-	-	-	-	236 100%	-	-	-	-	97 8%	139 10%
London	317 12%	-	-	-	-	-	-	-	-	317 100%	-	-	-	120 10%	197 14%
South East	324 12%	-	-	-	-	-	-	-	-	-	324 100%	-	-	137 12%	187 13%
South West	230 9%	-	-	-	-	-	-	-	-	-	-	230 100%	-	106 9%	124 9%
Northern Ireland	78 3%	-	-	-	-	-	-	-	-	-	-	-	78 100%	41 4%	37 3%

Perceptions of Death Survey

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Absolutes/col percents

Table 36
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
Yes	1613 62%	807 63%	806 61%	205 66%	280 67%	272 55%	233 53%	247 63%	376 69%	536 76%	486 64%	328 60%	262 44%	262 67%	670 63%
No	988 38%	468 37%	520 39%	107 34%	137 33%	222 45%	209 47%	143 37%	170 31%	166 24%	268 36%	219 40%	336 56%	129 33%	396 37%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 36
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
Yes	1613 62%	135 62%	70 62%	199 67%	116 52%	130 56%	122 62%	75 56%	152 64%	222 70%	206 64%	129 56%	56 72%	733 64%	880 61%
No	988 38%	84 38%	44 38%	97 33%	106 48%	103 44%	74 38%	59 44%	85 36%	95 30%	118 36%	101 44%	22 28%	415 36%	574 39%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 37
Tenure
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
NET: Homeowners	1769 68%	894 70%	875 66%	141 45%	221 53%	307 62%	301 68%	326 84%	472 86%	593 84%	516 68%	386 71%	274 46%	272 70%	704 66%
Owned outright - without mortgage	858 33%	447 35%	411 31%	46 15%	39 9%	71 14%	99 22%	219 56%	384 70%	311 44%	239 32%	164 30%	144 24%	87 22%	222 21%
Owned with a mortgage or loan	911 35%	446 35%	464 35%	95 30%	182 44%	236 48%	202 46%	108 28%	88 16%	282 40%	278 37%	222 41%	129 22%	185 47%	482 45%
NET: Renters	800 31%	362 28%	438 33%	155 50%	189 45%	181 37%	140 32%	63 16%	73 13%	101 14%	231 31%	153 28%	315 53%	116 30%	345 32%
Rented from the council	338 13%	149 12%	189 14%	48 15%	64 15%	74 15%	74 17%	32 8%	47 9%	25 4%	70 9%	69 13%	174 29%	50 13%	134 13%
Rented from a housing association	131 5%	58 5%	73 6%	22 7%	27 6%	29 6%	29 6%	13 3%	11 2%	14 2%	31 4%	24 4%	62 10%	12 3%	42 4%
Rented from someone else	331 13%	156 12%	176 13%	86 27%	98 24%	78 16%	37 8%	18 5%	15 3%	61 9%	130 17%	60 11%	79 13%	54 14%	168 16%
Rent free	32 1%	19 2%	12 1%	16 5%	7 2%	6 1%	1 *	1 *	1 *	8 1%	7 1%	8 1%	9 2%	3 1%	17 2%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 37
Tenure
Base: All respondents

	Total	Region											Q.6 Has someone close to you (relative or friend) died in the last three years?		
		Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
NET: Homeowners	1769 68%	128 58%	84 73%	205 69%	172 77%	154 66%	148 75%	100 75%	170 72%	177 56%	218 67%	153 67%	60 77%	793 69%	976 67%
Owned outright - without mortgage	858 33%	57 26%	32 28%	100 34%	79 35%	71 30%	64 33%	52 39%	100 42%	80 25%	99 31%	100 43%	24 31%	392 34%	466 32%
Owned with a mortgage or loan	911 35%	70 32%	52 45%	105 35%	94 42%	83 36%	83 42%	48 36%	70 29%	97 31%	119 37%	54 23%	36 46%	401 35%	510 35%
NET: Renters	800 31%	90 41%	29 25%	88 30%	47 21%	77 33%	48 25%	32 24%	59 25%	135 42%	104 32%	73 32%	18 23%	346 30%	454 31%
Rented from the council	338 13%	40 18%	15 13%	37 13%	20 9%	38 16%	24 12%	9 7%	20 8%	58 18%	48 15%	22 10%	6 8%	164 14%	174 12%
Rented from a housing association	131 5%	19 9%	5 4%	15 5%	10 5%	14 6%	7 3%	8 6%	11 4%	16 5%	14 4%	11 5%	2 3%	57 5%	74 5%
Rented from someone else	331 13%	31 14%	9 8%	36 12%	16 7%	25 11%	18 9%	16 12%	29 12%	60 19%	43 13%	40 17%	9 12%	125 11%	206 14%
Rent free	32 1%	1 1%	1 1%	3 1%	4 2%	3 1%	- -	1 1%	7 3%	5 2%	1 *	3 1%	1 1%	8 1%	24 2%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 38
At what age did you finish your full time education?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
Under 16	830 32%	439 34%	391 29%	41 13%	55 13%	145 29%	179 40%	149 38%	261 48%	124 18%	172 23%	249 46%	285 48%	77 20%	304 29%
17-18	599 23%	262 21%	337 25%	71 23%	81 20%	103 21%	119 27%	117 30%	107 20%	149 21%	192 25%	114 21%	144 24%	91 23%	262 25%
19-24	799 31%	400 31%	399 30%	87 28%	198 47%	168 34%	109 25%	102 26%	136 25%	320 46%	260 34%	124 23%	94 16%	180 46%	357 33%
25-34	110 4%	66 5%	44 3%	- -	36 9%	38 8%	13 3%	9 2%	12 2%	46 7%	29 4%	12 2%	22 4%	20 5%	51 5%
35+	31 1%	11 1%	20 2%	- -	- -	5 1%	7 1%	6 2%	13 2%	11 2%	8 1%	5 1%	6 1%	5 1%	8 1%
Still in full time education	133 5%	55 4%	78 6%	97 31%	24 6%	10 2%	2 *	- -	* *	28 4%	62 8%	27 5%	16 3%	9 2%	36 3%
Never had any full time education	11 *	6 1%	4 *	1 *	2 *	4 1%	- -	1 *	2 *	3 *	* *	2 *	6 1%	- -	5 1%
Don't know	28 1%	14 1%	14 1%	* *	7 2%	7 1%	2 1%	4 1%	9 2%	8 1%	10 1%	4 1%	7 1%	* *	14 1%
Prefer not to answer	60 2%	23 2%	37 3%	14 5%	13 3%	15 3%	12 3%	1 *	5 1%	13 2%	21 3%	9 2%	17 3%	10 2%	27 3%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 38
At what age did you finish your full time education?
Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ire-land	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
Under 16	830 32%	62 28%	46 40%	103 35%	86 39%	76 32%	70 36%	43 32%	69 29%	60 19%	109 34%	89 39%	17 22%	398 35%	432 30%
17-18	599 23%	49 23%	27 23%	74 25%	46 21%	62 27%	48 25%	32 24%	67 28%	61 19%	75 23%	38 16%	20 26%	264 23%	336 23%
19-24	799 31%	73 33%	30 26%	72 24%	63 28%	66 28%	58 29%	39 30%	76 32%	112 35%	98 30%	82 36%	30 39%	328 29%	472 32%
25-34	110 4%	14 6%	3 3%	19 7%	5 2%	5 2%	4 2%	7 5%	9 4%	27 9%	6 2%	6 3%	3 4%	50 4%	60 4%
35+	31 1%	4 2%	1 1%	4 1%	3 1%	1 *	3 2%	3 2%	2 1%	1 *	5 2%	2 1%	* *	13 1%	18 1%
Still in full time education	133 5%	8 4%	5 4%	15 5%	13 6%	12 5%	4 2%	6 4%	7 3%	32 10%	21 6%	7 3%	4 5%	53 5%	80 6%
Never had any full time education	11 *	- -	- -	2 1%	- -	2 1%	1 *	- -	- -	2 1%	4 1%	- -	* 1%	4 *	7 *
Don't know	28 1%	2 1%	1 1%	3 1%	1 1%	2 1%	3 1%	2 2%	2 1%	3 1%	4 1%	3 1%	2 2%	14 1%	14 1%
Prefer not to answer	60 2%	7 3%	1 1%	4 1%	4 2%	6 3%	5 3%	1 1%	5 2%	20 6%	2 1%	4 2%	1 1%	25 2%	35 2%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 39
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
No formal education	15 1%	12 1%	3 *	1 *	5 1%	3 1%	1 *	* *	4 1%	1 *	1 *	7 1%	7 1%	-	6 1%
Primary	11 *	4 *	7 1%	2 1%	3 1%	-	2 *	2 1%	2 *	1 *	4 1%	2 *	4 1%	1 *	2 *
Secondary school, high school, NVQ levels 1 to 3, etc.	1277 49%	613 48%	663 50%	141 45%	158 38%	240 49%	252 57%	200 51%	286 52%	206 29%	319 42%	346 63%	406 68%	146 37%	521 49%
University degree or equivalent professional qualification, NVQ level 4, etc.	928 36%	458 36%	470 35%	81 26%	171 41%	178 36%	149 34%	143 37%	205 38%	341 49%	300 40%	153 28%	133 22%	177 45%	394 37%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	253 10%	145 11%	108 8%	17 5%	59 14%	63 13%	31 7%	41 10%	43 8%	136 19%	77 10%	21 4%	19 3%	63 16%	102 10%
Still in full time education	67 3%	25 2%	42 3%	58 19%	5 1%	4 1%	-	-	-	13 2%	37 5%	7 1%	10 2%	1 *	18 2%
Don't know	9 *	3 *	5 *	3 1%	2 *	-	2 *	-	2 *	-	2 *	3 1%	4 1%	-	4 *
Prefer not to answer	41 2%	14 1%	27 2%	8 2%	13 3%	7 1%	6 1%	4 1%	4 1%	5 1%	14 2%	7 1%	15 3%	3 1%	18 2%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 39
What is the highest educational level that you have achieved to date?
Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
No formal education	15 1%	2 1%	- -	1 *	2 1%	1 1%	1 1%	1 1%	2 1%	1 *	4 1%	- -	* *	5 *	11 1%
Primary	11 *	1 1%	2 2%	1 *	1 *	- -	- -	1 1%	2 1%	- -	3 1%	- -	- -	6 1%	5 *
Secondary school, high school, NVQ levels 1 to 3, etc.	1277 49%	104 48%	62 55%	158 53%	121 55%	130 56%	96 49%	59 44%	115 49%	123 39%	168 52%	103 45%	37 48%	581 51%	696 48%
University degree or equivalent professional qualification, NVQ level 4, etc.	928 36%	73 34%	30 26%	99 33%	75 34%	75 32%	80 41%	51 38%	91 39%	117 37%	110 34%	96 42%	31 39%	404 35%	524 36%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	253 10%	27 12%	15 14%	21 7%	16 7%	19 8%	15 8%	16 12%	15 6%	49 15%	25 8%	27 12%	8 11%	110 10%	143 10%
Still in full time education	67 3%	6 3%	4 4%	10 3%	5 2%	6 3%	* *	5 3%	7 3%	13 4%	10 3%	1 *	1 2%	28 2%	39 3%
Don't know	9 *	1 1%	- -	2 1%	- -	2 1%	- -	* *	2 1%	- -	* *	1 *	- -	2 *	7 *
Prefer not to answer	41 2%	4 2%	1 1%	4 1%	4 2%	1 *	3 2%	1 1%	3 1%	15 5%	3 1%	3 1%	* *	12 1%	29 2%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 40

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
Yes - responsible for half or more of the items bought	2288 88%	1050 82%	1238 93%	199 64%	377 91%	471 95%	422 95%	349 90%	470 86%	595 85%	676 90%	483 88%	534 89%	354 91%	942 88%
No - not responsible for most of the items bought	313 12%	225 18%	88 7%	113 36%	39 9%	24 5%	20 5%	41 10%	76 14%	107 15%	78 10%	63 12%	64 11%	37 9%	124 12%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 40

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
Yes - responsible for half or more of the items bought	2288 88%	203 93%	102 90%	262 88%	195 87%	202 86%	166 85%	115 86%	200 85%	295 93%	273 84%	205 89%	70 89%	1033 90%	1255 86%
No - not responsible for most of the items bought	313 12%	16 7%	11 10%	35 12%	28 13%	32 14%	30 15%	19 14%	37 15%	22 7%	51 16%	25 11%	9 11%	114 10%	199 14%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 41
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
No cars in the household	525 20%	210 16%	316 24%	101 32%	95 23%	127 26%	90 20%	40 10%	73 13%	88 13%	169 22%	55 10%	214 36%	72 19%	196 18%
NET: Any	2076 80%	1065 84%	1010 76%	212 68%	322 77%	367 74%	352 80%	350 90%	473 87%	614 87%	586 78%	492 90%	384 64%	319 81%	870 82%
1	1077 41%	544 43%	533 40%	72 23%	188 45%	201 41%	176 40%	166 42%	275 50%	266 38%	320 42%	245 45%	247 41%	138 35%	427 40%
2	762 29%	394 31%	368 28%	84 27%	95 23%	134 27%	136 31%	137 35%	177 32%	260 37%	206 27%	187 34%	108 18%	139 36%	324 30%
3+	236 9%	126 10%	110 8%	56 18%	39 9%	32 6%	40 9%	48 12%	22 4%	88 12%	60 8%	60 11%	29 5%	42 11%	118 11%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 41
How many cars are there in your household?
Base: All respondents

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
No cars in the household	525 20%	57 26%	17 15%	43 14%	40 18%	40 17%	29 15%	20 15%	18 8%	144 45%	60 18%	48 21%	9 12%	228 20%	297 20%
NET: Any	2076 80%	162 74%	97 85%	254 86%	183 82%	193 83%	167 85%	114 85%	218 92%	173 55%	264 82%	182 79%	69 88%	919 80%	1156 80%
1	1077 41%	108 49%	49 43%	140 47%	93 42%	108 46%	76 39%	52 39%	99 42%	115 36%	125 39%	86 37%	25 33%	482 42%	595 41%
2	762 29%	47 21%	43 37%	93 31%	73 33%	56 24%	61 31%	44 33%	99 42%	48 15%	92 29%	73 32%	33 42%	342 30%	420 29%
3+	236 9%	7 3%	5 5%	21 7%	17 7%	29 12%	29 15%	17 13%	21 9%	10 3%	46 14%	23 10%	11 14%	96 8%	141 10%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 42
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
White	2393	1189	1204	255	353	443	420	379	542	640	676	517	560	350	969
	92%	93%	91%	82%	85%	90%	95%	97%	99%	91%	90%	95%	94%	90%	91%
NET: Non-white	180	74	106	49	59	47	16	7	2	48	70	28	34	37	87
	7%	6%	8%	16%	14%	10%	4%	2%	*	7%	9%	5%	6%	9%	8%
Mixed	32	9	23	8	14	6	2	1	*	8	18	1	5	5	17
	1%	1%	2%	3%	3%	1%	*	*	*	1%	2%	*	1%	1%	2%
Asian	86	43	42	23	26	26	7	5	-	24	21	22	18	18	41
	3%	3%	3%	7%	6%	5%	1%	1%	-	3%	3%	4%	3%	5%	4%
Black	33	14	19	5	8	13	7	-	-	7	18	2	6	10	16
	1%	1%	1%	2%	2%	3%	2%	-	-	1%	2%	*	1%	3%	1%
Chinese	19	6	13	9	5	2	1	-	1	7	7	1	4	3	8
	1%	*	1%	3%	1%	*	*	-	*	1%	1%	*	1%	1%	1%
Other ethnic group	10	2	8	3	5	1	*	1	-	3	6	*	1	1	4
	*	*	1%	1%	1%	*	*	*	-	*	1%	*	*	*	*
Prefer not to answer	28	12	16	8	5	4	6	4	2	14	9	1	4	4	10
	1%	1%	1%	3%	1%	1%	1%	1%	*	2%	1%	*	1%	1%	1%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 42
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
White	2393 92%	209 96%	111 98%	275 93%	210 95%	213 91%	180 92%	131 98%	224 95%	239 75%	302 93%	224 97%	76 98%	1061 92%	1332 92%
NET: Non-white	180 7%	9 4%	2 2%	19 6%	10 5%	17 7%	16 8%	2 1%	7 3%	74 23%	17 5%	7 3%	1 1%	79 7%	101 7%
Mixed	32 1%	2 1%	1 1%	3 1%	4 2%	1 *	2 1%	1 *	6 2%	8 3%	4 1%	1 *	* *	15 1%	17 1%
Asian	86 3%	3 1%	1 1%	11 4%	7 3%	14 6%	9 5%	- -	- -	31 10%	7 2%	3 1%	1 1%	44 4%	42 3%
Black	33 1%	- -	- -	- -	- -	3 1%	1 1%	* *	- -	26 8%	2 1%	1 *	- -	13 1%	20 1%
Chinese	19 1%	4 2%	- -	1 *	- -	- -	3 1%	1 *	1 1%	4 1%	3 1%	2 1%	- -	3 *	16 1%
Other ethnic group	10 *	- -	- -	4 1%	- -	- -	1 *	* *	- -	5 1%	1 *	- -	- -	4 *	6 *
Prefer not to answer	28 1%	1 1%	1 1%	3 1%	2 1%	4 2%	- -	1 1%	6 3%	5 2%	5 1%	- -	1 1%	8 1%	21 1%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 43
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
Christian	1386 53%	683 54%	702 53%	118 38%	160 38%	226 46%	251 57%	235 60%	396 73%	390 56%	385 51%	314 58%	297 50%	203 52%	505 47%
NET: Other	201 8%	97 8%	103 8%	29 9%	58 14%	41 8%	23 5%	25 6%	25 5%	54 8%	57 8%	41 8%	49 8%	39 10%	88 8%
Muslim	50 2%	22 2%	28 2%	12 4%	19 5%	14 3%	5 1%	- -	- -	15 2%	15 2%	8 1%	13 2%	13 3%	20 2%
Hindu	27 1%	16 1%	11 1%	6 2%	9 2%	7 1%	1 *	5 1%	- -	8 1%	6 1%	11 2%	3 *	5 1%	15 1%
Jewish	20 1%	9 1%	11 1%	- -	- -	2 *	4 1%	3 1%	12 2%	5 1%	6 1%	1 *	8 1%	1 *	4 *
Sikh	10 *	6 *	4 *	1 *	5 1%	2 *	2 *	- -	- -	1 *	1 *	4 1%	5 1%	3 1%	6 1%
Buddhist	22 1%	13 1%	9 1%	5 2%	- -	4 1%	3 1%	5 1%	5 1%	6 1%	7 1%	4 1%	5 1%	2 *	9 1%
Other	71 3%	32 2%	40 3%	5 1%	25 6%	12 2%	10 2%	13 3%	7 1%	19 3%	23 3%	13 2%	16 3%	15 4%	34 3%
None	962 37%	462 36%	500 38%	153 49%	190 46%	212 43%	160 36%	126 32%	121 22%	243 35%	286 38%	184 34%	249 42%	140 36%	447 42%
Prefer not to say	52 2%	32 3%	20 2%	12 4%	8 2%	16 3%	8 2%	4 1%	3 1%	15 2%	27 4%	7 1%	4 1%	9 2%	25 2%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 43

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
Christian	1386 53%	121 55%	62 55%	161 54%	126 56%	131 56%	95 48%	78 58%	124 52%	152 48%	149 46%	128 56%	59 76%	626 55%	760 52%
NET: Other	201 8%	13 6%	2 2%	27 9%	16 7%	23 10%	22 11%	7 5%	19 8%	43 13%	20 6%	10 4%	1 1%	101 9%	100 7%
Muslim	50 2%	1 *	1 1%	11 4%	5 2%	12 5%	9 5%	* *	- -	11 3%	- -	- -	* *	23 2%	27 2%
Hindu	27 1%	2 1%	- -	6 2%	1 *	1 *	2 1%	- -	- -	12 4%	4 1%	- -	- -	15 1%	12 1%
Jewish	20 1%	- -	- -	3 1%	- -	- -	1 1%	1 1%	4 2%	7 2%	3 1%	- -	* 1%	12 1%	8 1%
Sikh	10 *	- -	- -	- -	2 1%	2 1%	1 1%	- -	- -	5 1%	- -	- -	- -	3 *	7 *
Buddhist	22 1%	5 2%	- -	1 *	2 1%	- -	1 1%	* *	7 3%	2 1%	2 1%	2 1%	- -	9 1%	12 1%
Other	71 3%	5 2%	1 1%	6 2%	7 3%	8 3%	7 4%	4 3%	8 3%	6 2%	11 3%	8 3%	* 1%	39 3%	32 2%
None	962 37%	81 37%	48 42%	108 36%	77 35%	70 30%	77 39%	47 36%	92 39%	111 35%	142 44%	93 40%	16 20%	396 35%	566 39%
Prefer not to say	52 2%	4 2%	1 1%	2 1%	4 2%	9 4%	2 1%	2 2%	2 1%	11 4%	13 4%	- -	2 3%	24 2%	28 2%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 44
Which of the following best describes where you live?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
NET: Urban	2020	980	1040	267	355	421	326	276	375	508	624	401	488	298	859
	78%	77%	78%	85%	85%	85%	74%	71%	69%	72%	83%	73%	82%	76%	81%
Urban - Population over 10,000	1062	567	496	150	195	239	160	149	169	281	352	192	238	182	473
	41%	44%	37%	48%	47%	48%	36%	38%	31%	40%	47%	35%	40%	47%	44%
Town and Fringe	958	413	545	117	160	182	166	127	205	227	272	209	250	116	386
	37%	32%	41%	37%	39%	37%	38%	33%	38%	32%	36%	38%	42%	30%	36%
NET: Rural	581	295	286	45	61	74	116	114	171	194	131	145	111	93	207
	22%	23%	22%	15%	15%	15%	26%	29%	31%	28%	17%	27%	18%	24%	19%
Village	504	259	245	38	58	64	104	95	146	164	116	127	98	87	172
	19%	20%	18%	12%	14%	13%	24%	24%	27%	23%	15%	23%	16%	22%	16%
Hamlet & Isolated Dwelling	76	36	41	8	3	10	12	19	25	30	15	18	13	6	35
	3%	3%	3%	3%	1%	2%	3%	5%	5%	4%	2%	3%	2%	1%	3%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 44
Which of the following best describes where you live?
Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	North-ern Ire-land	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
NET: Urban	2020 78%	158 72%	90 79%	252 85%	153 69%	191 82%	137 70%	85 64%	159 67%	317 100%	261 81%	155 68%	61 78%	880 77%	1140 78%
Urban - Population over 10,000	1062 41%	94 43%	46 41%	117 40%	75 34%	99 43%	70 36%	35 27%	61 26%	257 81%	108 33%	67 29%	30 38%	468 41%	594 41%
Town and Fringe	958 37%	63 29%	43 38%	135 45%	78 35%	92 39%	67 34%	50 37%	97 41%	60 19%	153 47%	88 38%	31 40%	412 36%	546 38%
NET: Rural	581 22%	61 28%	24 21%	44 15%	69 31%	42 18%	59 30%	48 36%	78 33%	- -	63 19%	75 32%	17 22%	267 23%	313 22%
Village	504 19%	45 21%	24 21%	43 14%	64 29%	37 16%	55 28%	39 29%	65 27%	- -	58 18%	63 27%	13 16%	237 21%	267 18%
Hamlet & Isolated Dwelling	76 3%	16 7%	1 *	2 1%	6 3%	5 2%	3 2%	10 7%	13 5%	- -	5 2%	12 5%	5 6%	30 3%	46 3%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 45
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
NET: Working	1457	790	667	166	330	375	336	175	74	377	497	363	220	391	1066
	56%	62%	50%	53%	79%	76%	76%	45%	13%	54%	66%	66%	37%	100%	100%
Working full time - working 30 hours per week or more	1144	695	450	109	292	315	259	137	33	319	394	276	156	312	832
	44%	54%	34%	35%	70%	64%	58%	35%	6%	45%	52%	50%	26%	80%	78%
Working part time - working between 8 and 29 hours per week	312	95	217	57	38	60	78	38	41	58	103	87	63	79	233
	12%	7%	16%	18%	9%	12%	18%	10%	7%	8%	14%	16%	11%	20%	22%
NET: Not working	1144	485	659	146	86	119	106	215	472	325	257	184	379	-	-
	44%	38%	50%	47%	21%	24%	24%	55%	87%	46%	34%	34%	63%	-	-
Not working but seeking work or temporarily unemployed or sick	169	71	98	49	32	46	28	13	1	14	24	21	110	-	-
	7%	6%	7%	16%	8%	9%	6%	3%	*	2%	3%	4%	18%	-	-
Not working and not seeking work	147	59	88	76	19	18	15	17	2	15	53	22	57	-	-
	6%	5%	7%	24%	4%	4%	3%	4%	*	2%	7%	4%	10%	-	-
Retired on a state pension only	150	42	108	-	-	-	1	23	126	14	19	26	92	-	-
	6%	3%	8%	-	-	-	*	6%	23%	2%	3%	5%	15%	-	-
Retired with a private pension	478	299	179	-	1	1	8	133	336	249	125	77	27	-	-
	18%	23%	13%	-	*	*	2%	34%	61%	35%	17%	14%	5%	-	-
House person, housewife, househusband, etc.	200	13	186	21	35	54	53	28	8	33	36	38	92	-	-
	8%	1%	14%	7%	8%	11%	12%	7%	2%	5%	5%	7%	15%	-	-

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 45
Which of the following best describes your current working status?
Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ire-land	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
NET: Working	1457 56%	114 52%	60 52%	157 53%	106 48%	139 60%	113 58%	69 52%	127 54%	212 67%	178 55%	127 55%	54 69%	604 53%	852 59%
Working full time - working 30 hours per week or more	1144 44%	92 42%	51 45%	130 44%	83 37%	113 48%	86 44%	54 40%	93 40%	165 52%	135 42%	98 43%	43 54%	469 41%	675 46%
Working part time - working between 8 and 29 hours per week	312 12%	22 10%	8 7%	26 9%	23 10%	26 11%	27 14%	15 12%	34 14%	47 15%	43 13%	28 12%	12 15%	135 12%	177 12%
NET: Not working	1144 44%	105 48%	54 48%	140 47%	116 52%	94 40%	83 42%	64 48%	109 46%	106 33%	146 45%	103 45%	24 31%	543 47%	601 41%
Not working but seeking work or temporarily unemployed or sick	169 7%	23 11%	6 6%	21 7%	14 6%	18 8%	9 4%	6 5%	13 6%	16 5%	22 7%	17 7%	4 5%	81 7%	88 6%
Not working and not seeking work	147 6%	18 8%	7 6%	12 4%	17 8%	17 7%	9 4%	10 7%	7 3%	19 6%	18 5%	10 4%	4 5%	58 5%	89 6%
Retired on a state pension only	150 6%	10 4%	9 8%	22 7%	9 4%	10 4%	8 4%	8 6%	14 6%	13 4%	27 8%	18 8%	3 3%	70 6%	80 6%
Retired with a private pension	478 18%	39 18%	20 18%	57 19%	49 22%	36 15%	43 22%	29 21%	54 23%	37 12%	60 19%	47 20%	7 9%	232 20%	246 17%
House person, housewife, househusband, etc.	200 8%	14 7%	11 10%	27 9%	28 13%	13 5%	15 8%	12 9%	21 9%	20 6%	20 6%	12 5%	6 8%	102 9%	98 7%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 46
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1298	703	595	96	266	374	339	155	68	417	429	256	196	359	939
Weighted base	1457	790	667	166	330	375	336	175	74	377	497	363	220	391	1066
NET: Public Sector	391 27%	173 22%	218 33%	48 29%	83 25%	96 26%	92 27%	49 28%	24 33%	129 34%	144 29%	74 20%	43 20%	391 100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	34 2%	18 2%	16 2%	5 3%	6 2%	5 1%	11 3%	4 2%	3 4%	13 3%	18 4%	2 1%	1 *	34 9%	-
HM Forces	* *	* *	- -	- -	- -	* *	- -	- -	- -	* *	- -	- -	- -	* *	- -
National Health Service	96 7%	36 5%	60 9%	23 14%	23 7%	25 7%	17 5%	9 5%	-	33 9%	26 5%	26 7%	12 6%	96 25%	-
Universities and Academies funded by government	35 2%	16 2%	20 3%	11 7%	10 3%	5 1%	5 1%	2 1%	3 4%	14 4%	14 3%	5 1%	2 1%	35 9%	-
Courts service	7 *	4 1%	3 *	- -	1 *	4 1%	2 1%	- -	- -	2 *	5 1%	1 *	- -	7 2%	-
Local government administration	40 3%	21 3%	19 3%	1 1%	11 3%	7 2%	13 4%	3 2%	4 5%	12 3%	27 5%	* *	1 *	40 10%	-
Police service	10 1%	6 1%	4 1%	- -	4 1%	2 *	4 1%	1 *	- -	1 *	9 2%	- -	- -	10 2%	-
Public sector housing	12 1%	7 1%	4 1%	- -	4 1%	4 1%	3 1%	1 *	- -	4 1%	4 1%	1 *	2 1%	12 3%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	63 4%	15 2%	49 7%	1 1%	4 1%	16 4%	19 6%	18 10%	5 7%	29 8%	23 5%	5 1%	6 3%	63 16%	-
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	17 1%	13 2%	3 1%	2 1%	2 1%	5 1%	5 1%	3 1%	1 1%	- -	1 *	6 2%	10 5%	17 4%	-

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 46
Do you work in any of the following occupations?
Base: All respondents who work

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1457	790	667	166	330	375	336	175	74	377	497	363	220	391	1066
Bradford and Bingley or Northern Rock Building societies	*	-	*	-	*	-	-	-	-	-	*	-	-	*	-
Other public sector occupation (please specify as much detail as possible)	76 5%	36 5%	40 6%	4 2%	18 5%	22 6%	13 4%	10 6%	9 12%	22 6%	18 4%	27 7%	10 5%	76 19%	-
None of the above (Private Sector)	1066 73%	617 78%	449 67%	118 71%	248 75%	279 74%	245 73%	126 72%	49 67%	248 66%	353 71%	288 80%	177 80%	-	1066 100%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 46
Do you work in any of the following occupations?
Base: All respondents who work

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ire-land	Yes	No
Unweighted base	1298	94	95	122	89	109	103	88	95	150	132	97	124	540	758
Weighted base	1457	114	60	157	106	139	113	69	127	212	178	127	54	604	852
NET: Public Sector	391 27%	42 37%	20 34%	27 17%	37 35%	40 29%	34 30%	24 35%	29 23%	53 25%	25 14%	39 31%	21 39%	175 29%	216 25%
Central government including all administrative departments and central government agencies such as the Bank of England	34 2%	6 5%	2 3%	-	2 2%	3 2%	3 2%	4 6%	1 1%	5 2%	1 *	3 3%	4 8%	16 3%	18 2%
HM Forces	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *	* *	- -
National Health Service	96 7%	9 8%	5 9%	4 2%	9 9%	18 13%	9 8%	3 4%	4 3%	12 6%	3 1%	17 13%	4 8%	47 8%	49 6%
Universities and Academies funded by government	35 2%	1 1%	* 1%	4 3%	1 1%	-	* *	5 7%	4 3%	7 3%	5 3%	6 5%	* 1%	21 4%	14 2%
Courts service	7 *	- -	* 1%	-	-	3 2%	1 1%	-	-	-	-	2 1%	1 1%	3 *	4 1%
Local government administration	40 3%	4 4%	2 3%	3 2%	4 4%	3 2%	6 6%	2 3%	3 2%	6 3%	1 1%	1 1%	4 7%	11 2%	29 3%
Police service	10 1%	2 1%	1 2%	-	1 1%	1 1%	3 2%	-	-	-	2 1%	-	-	6 1%	4 *
Public sector housing	12 1%	-	-	-	5 5%	-	-	-	1 1%	6 3%	-	-	-	5 1%	7 1%
Teaching employed by local education authority including voluntary aided schools and foundation schools	63 4%	2 2%	4 7%	4 3%	6 6%	9 7%	5 4%	1 1%	8 6%	9 4%	4 2%	7 6%	4 7%	28 5%	35 4%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 46
Do you work in any of the following occupations?
Base: All respondents who work

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Weighted base	1457	114	60	157	106	139	113	69	127	212	178	127	54	604	852
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	17 1%	1 1%	1 1%	-	3 3%	2 2%	-	2 3%	1 1%	1 1%	3 2%	2 1%	-	5 1%	11 1%
Bradford and Bingley or Northern Rock Building societies	* *	-	* 1%	-	-	-	-	-	-	-	-	-	-	-	*
Other public sector occupation (please specify as much detail as possible)	76 5%	16 14%	4 7%	11 7%	6 5%	1 1%	6 6%	7 10%	7 6%	5 2%	6 4%	1 1%	4 6%	32 5%	44 5%
None of the above (Private Sector)	1066 73%	72 63%	39 66%	130 83%	69 65%	99 71%	79 70%	45 65%	98 77%	158 75%	153 86%	88 69%	33 61%	429 71%	637 75%

Perceptions of Death Survey

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Absolutes/col percents

Table 47
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
No children aged 18 or under	1867 72%	932 73%	935 71%	253 81%	254 61%	202 41%	262 59%	361 93%	535 98%	513 73%	555 74%	382 70%	416 70%	238 61%	691 65%
NET: Yes	720 28%	334 26%	386 29%	55 18%	162 39%	286 58%	176 40%	29 7%	11 2%	186 26%	193 26%	163 30%	178 30%	150 38%	371 35%
NET: Under 16	626 24%	289 23%	337 25%	53 17%	162 39%	260 53%	127 29%	19 5%	5 1%	160 23%	172 23%	144 26%	149 25%	122 31%	334 31%
Yes - children aged under 5 years old	244 9%	97 8%	147 11%	42 13%	107 26%	83 17%	11 3%	- -	1 *	65 9%	64 8%	46 8%	69 12%	39 10%	127 12%
Yes - children aged 5 to 10 years old	314 12%	157 12%	157 12%	10 3%	93 22%	159 32%	46 10%	4 1%	3 *	83 12%	76 10%	76 14%	79 13%	59 15%	169 16%
Yes - children aged 11 to 15 years old	274 11%	133 10%	142 11%	10 3%	33 8%	117 24%	96 22%	16 4%	3 1%	68 10%	84 11%	65 12%	58 10%	53 14%	156 15%
Yes - children aged 16 to 18 years old	164 6%	81 6%	84 6%	4 1%	4 1%	55 11%	81 18%	13 3%	6 1%	46 7%	33 4%	40 7%	45 7%	48 12%	62 6%
Refused	14 1%	9 1%	5 *	4 1%	1 *	6 1%	4 1%	- -	- -	3 *	7 1%	1 *	3 1%	3 1%	4 *

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 47
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
No children aged 18 or under	1867 72%	166 76%	81 71%	212 72%	149 67%	172 74%	123 63%	98 73%	172 73%	235 74%	242 75%	169 73%	48 62%	829 72%	1038 71%
NET: Yes	720 28%	53 24%	33 29%	84 28%	73 33%	54 23%	72 37%	36 27%	64 27%	78 25%	81 25%	61 27%	30 38%	314 27%	406 28%
NET: Under 16	626 24%	49 22%	27 24%	78 26%	70 31%	45 19%	59 30%	32 24%	54 23%	69 22%	66 20%	50 22%	28 36%	273 24%	353 24%
Yes - children aged under 5 years old	244 9%	12 6%	8 7%	40 14%	28 13%	12 5%	19 10%	11 8%	15 7%	27 9%	35 11%	25 11%	11 13%	107 9%	137 9%
Yes - children aged 5 to 10 years old	314 12%	30 14%	13 11%	45 15%	33 15%	27 11%	26 13%	11 8%	28 12%	41 13%	27 8%	19 8%	14 19%	140 12%	174 12%
Yes - children aged 11 to 15 years old	274 11%	21 10%	13 12%	34 11%	31 14%	23 10%	30 15%	16 12%	30 13%	20 6%	23 7%	22 9%	11 15%	129 11%	146 10%
Yes - children aged 16 to 18 years old	164 6%	6 3%	11 9%	19 6%	15 7%	18 8%	18 9%	11 8%	15 6%	12 4%	16 5%	17 7%	6 8%	81 7%	83 6%
Refused	14 1%	-	-	-	1 1%	7 3%	* *	-	-	4 1%	1 *	-	* *	4 *	10 1%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 48
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
Anglia	242 9%	119 9%	123 9%	33 10%	34 8%	36 7%	43 10%	43 11%	53 10%	65 9%	61 8%	60 11%	56 9%	33 8%	108 10%
Central	385 15%	195 15%	190 14%	48 15%	56 13%	78 16%	82 19%	52 13%	69 13%	99 14%	129 17%	80 15%	77 13%	66 17%	161 15%
Grampian	30 1%	10 1%	21 2%	3 1%	3 1%	6 1%	7 2%	5 1%	6 1%	6 1%	4 1%	11 2%	9 2%	5 1%	11 1%
Granada	295 11%	152 12%	143 11%	40 13%	56 14%	44 9%	38 9%	44 11%	73 13%	86 12%	59 8%	62 11%	89 15%	25 6%	124 12%
London	457 18%	216 17%	242 18%	71 23%	82 20%	119 24%	69 16%	57 15%	60 11%	133 19%	160 21%	79 14%	86 14%	69 18%	217 20%
Meridian	218 8%	94 7%	124 9%	26 8%	42 10%	34 7%	24 5%	28 7%	65 12%	56 8%	76 10%	43 8%	43 7%	12 3%	102 10%
Scottish	173 7%	86 7%	87 7%	14 4%	38 9%	29 6%	30 7%	22 6%	40 7%	47 7%	36 5%	36 7%	53 9%	31 8%	59 6%
Tyne Tees	134 5%	75 6%	59 4%	10 3%	18 4%	23 5%	30 7%	23 6%	30 6%	36 5%	43 6%	29 5%	26 4%	27 7%	45 4%
Wales & West	209 8%	111 9%	98 7%	17 5%	34 8%	34 7%	34 8%	46 12%	44 8%	54 8%	53 7%	48 9%	55 9%	34 9%	78 7%
Westcountry	125 5%	59 5%	66 5%	13 4%	11 3%	20 4%	30 7%	15 4%	36 7%	26 4%	38 5%	21 4%	40 7%	27 7%	47 4%
Yorkshire	257 10%	123 10%	134 10%	30 10%	30 7%	51 10%	43 10%	41 10%	63 11%	68 10%	71 9%	67 12%	52 9%	42 11%	82 8%
UTV	75 3%	35 3%	40 3%	8 3%	12 3%	19 4%	12 3%	16 4%	7 1%	27 4%	25 3%	10 2%	13 2%	20 5%	32 3%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 48
Which of the following ITV regions do you live in?
Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ire-land	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
Anglia	242 9%	-	-	1 *	1 *	1 1%	27 14%	-	199 84%	-	12 4%	-	1 1%	100 9%	142 10%
Central	385 15%	2 1%	-	2 1%	-	223 95%	136 70%	1 1%	-	2 1%	13 4%	4 2%	-	185 16%	200 14%
Grampian	30 1%	30 14%	-	-	-	1 *	-	-	-	-	-	-	-	13 1%	18 1%
Granada	295 11%	-	1 *	286 96%	-	2 1%	1 1%	1 1%	-	-	3 1%	-	1 1%	139 12%	156 11%
London	457 18%	-	-	1 *	-	-	1 *	-	30 13%	315 99%	109 34%	1 1%	1 1%	180 16%	278 19%
Meridian	218 8%	-	-	-	-	1 *	-	-	1 *	-	186 58%	29 13%	-	86 7%	132 9%
Scottish	173 7%	172 79%	-	1 *	-	-	-	-	-	-	-	-	-	81 7%	92 6%
Tyne Tees	134 5%	15 7%	113 99%	4 1%	2 1%	-	-	-	-	-	-	-	-	63 5%	71 5%
Wales & West	209 8%	-	-	1 *	-	2 1%	-	131 98%	-	-	-	75 33%	-	93 8%	116 8%
Westcountry	125 5%	-	-	1 *	-	3 1%	-	-	-	-	-	120 52%	* 1%	61 5%	64 4%
Yorkshire	257 10%	-	* *	-	220 99%	-	30 15%	-	7 3%	-	-	-	-	107 9%	151 10%
UTV	75 3%	-	-	-	-	-	-	-	-	-	-	-	75 97%	39 3%	36 2%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 49
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
Single	671 26%	326 26%	344 26%	228 73%	164 39%	137 28%	92 21%	29 7%	20 4%	128 18%	224 30%	135 25%	184 31%	121 31%	315 30%
NET: Married/ Civil partnership/ co habiting	1578 61%	825 65%	753 57%	76 24%	239 57%	309 62%	273 62%	284 73%	398 73%	488 70%	411 54%	367 67%	312 52%	213 55%	647 61%
Married	1224 47%	681 53%	542 41%	18 6%	131 32%	220 44%	222 50%	264 68%	368 68%	405 58%	315 42%	279 51%	224 37%	158 40%	453 43%
Civil Partnership	21 1%	10 1%	11 1%	1 *	7 2%	6 1%	2 *	1 *	4 1%	8 1%	7 1%	1 *	6 1%	2 *	10 1%
Co Habiting	333 13%	134 10%	200 15%	56 18%	100 24%	83 17%	49 11%	19 5%	26 5%	75 11%	89 12%	87 16%	82 14%	53 14%	184 17%
NET: Widowed/ separated/ divorced	332 13%	116 9%	217 16%	- -	11 3%	43 9%	74 17%	77 20%	127 23%	78 11%	114 15%	40 7%	101 17%	55 14%	93 9%
Widowed	79 3%	27 2%	52 4%	- -	4 1%	3 1%	5 1%	14 4%	53 10%	19 3%	34 5%	7 1%	18 3%	7 2%	17 2%
Separated	42 2%	16 1%	25 2%	- -	5 1%	10 2%	11 3%	8 2%	6 1%	13 2%	13 2%	2 *	14 2%	9 2%	11 1%
Divorced	212 8%	72 6%	140 11%	- -	2 1%	30 6%	58 13%	55 14%	68 12%	46 7%	67 9%	30 6%	69 12%	39 10%	64 6%
Prefer not to answer	20 1%	8 1%	12 1%	9 3%	3 1%	5 1%	3 1%	* *	- -	8 1%	7 1%	5 1%	1 *	1 *	10 1%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 49
Marital Status
Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	North-ern Ire-land	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
Single	671 26%	70 32%	22 20%	69 23%	40 18%	72 31%	46 24%	27 21%	44 19%	135 42%	79 24%	51 22%	15 20%	239 21%	432 30%
NET: Married/ Civil partnership/ co habiting	1578 61%	123 56%	74 65%	191 64%	148 67%	137 59%	130 66%	94 70%	165 70%	128 40%	192 59%	143 62%	53 68%	747 65%	831 57%
Married	1224 47%	93 42%	61 53%	145 49%	128 58%	110 47%	100 51%	68 51%	127 54%	93 29%	133 41%	120 52%	45 58%	581 51%	642 44%
Civil Partnership	21 1%	1 *	1 1%	7 2%	2 1%	- -	2 1%	2 2%	1 *	2 1%	- -	2 1%	1 1%	11 1%	10 1%
Co Habiting	333 13%	29 13%	12 10%	38 13%	18 8%	27 12%	29 15%	23 17%	37 16%	32 10%	59 18%	21 9%	7 9%	154 13%	179 12%
NET: Widowed/ separated/ divorced	332 13%	25 12%	18 16%	32 11%	32 14%	24 10%	19 10%	12 9%	28 12%	49 15%	50 15%	35 15%	9 11%	156 14%	177 12%
Widowed	79 3%	7 3%	4 3%	11 4%	6 3%	3 1%	4 2%	2 2%	4 2%	8 3%	21 7%	6 3%	2 3%	49 4%	30 2%
Separated	42 2%	6 3%	4 3%	2 1%	6 3%	4 2%	1 1%	1 1%	3 1%	7 2%	4 1%	2 1%	1 1%	10 1%	32 2%
Divorced	212 8%	13 6%	10 9%	19 6%	20 9%	17 7%	15 7%	8 6%	20 9%	33 11%	25 8%	26 11%	6 7%	96 8%	116 8%
Prefer not to answer	20 1%	1 *	- -	5 2%	2 1%	- -	1 *	1 1%	- -	6 2%	3 1%	1 *	1 1%	6 1%	14 1%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 50
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
Glasgow	121 5%	59 5%	63 5%	15 5%	25 6%	23 5%	18 4%	15 4%	25 5%	34 5%	28 4%	22 4%	38 6%	15 4%	40 4%
Edinburgh	62 2%	30 2%	31 2%	3 1%	13 3%	10 2%	11 2%	8 2%	16 3%	19 3%	8 1%	16 3%	18 3%	14 4%	22 2%
Newcastle	116 4%	64 5%	52 4%	8 2%	17 4%	21 4%	27 6%	18 5%	26 5%	29 4%	35 5%	29 5%	23 4%	21 5%	40 4%
Leeds	95 4%	34 3%	61 5%	16 5%	11 3%	14 3%	18 4%	15 4%	22 4%	20 3%	29 4%	29 5%	16 3%	16 4%	32 3%
Hull	53 2%	30 2%	23 2%	3 1%	6 1%	12 2%	9 2%	9 2%	15 3%	13 2%	21 3%	9 2%	10 2%	5 1%	20 2%
Sheffield	71 3%	42 3%	30 2%	6 2%	10 2%	22 5%	7 2%	12 3%	15 3%	29 4%	15 2%	13 2%	14 2%	13 3%	22 2%
Manchester	220 8%	113 9%	108 8%	31 10%	36 9%	40 8%	31 7%	35 9%	47 9%	56 8%	51 7%	46 8%	66 11%	19 5%	108 10%
Liverpool	92 4%	47 4%	45 3%	11 4%	18 4%	11 2%	12 3%	15 4%	25 5%	29 4%	20 3%	16 3%	26 4%	8 2%	31 3%
Nottingham	125 5%	66 5%	60 4%	20 6%	18 4%	21 4%	24 6%	17 4%	25 5%	38 5%	38 5%	28 5%	22 4%	22 6%	49 5%
Birmingham	214 8%	120 9%	94 7%	25 8%	31 7%	47 10%	45 10%	24 6%	41 8%	53 7%	64 9%	48 9%	49 8%	36 9%	86 8%
Norwich	103 4%	51 4%	52 4%	12 4%	11 3%	17 4%	17 4%	22 6%	25 4%	29 4%	25 3%	27 5%	22 4%	15 4%	45 4%
Milton Keynes	59 2%	31 2%	28 2%	10 3%	15 4%	6 1%	11 3%	10 2%	7 1%	14 2%	15 2%	19 3%	11 2%	8 2%	32 3%
Brighton	47 2%	20 2%	27 2%	9 3%	2 *	7 1%	5 1%	5 1%	18 3%	16 2%	13 2%	4 1%	13 2%	2 1%	20 2%
Oxford	31 1%	12 1%	19 1%	5 1%	3 1%	6 1%	5 1%	7 2%	6 1%	7 1%	15 2%	4 1%	5 1%	5 1%	14 1%
London	554 21%	257 20%	298 22%	92 29%	107 26%	138 28%	74 17%	63 16%	81 15%	155 22%	191 25%	102 19%	107 18%	74 19%	266 25%
Southampton	82 3%	45 4%	37 3%	5 2%	18 4%	15 3%	7 2%	10 3%	27 5%	22 3%	28 4%	17 3%	15 2%	3 1%	37 3%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 50
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
Bristol	105 4%	52 4%	53 4%	10 3%	17 4%	19 4%	11 2%	22 6%	25 5%	23 3%	32 4%	20 4%	30 5%	18 5%	43 4%
Plymouth	75 3%	34 3%	41 3%	6 2%	6 1%	4 1%	27 6%	11 3%	22 4%	10 1%	22 3%	18 3%	25 4%	16 4%	28 3%
Cardiff	90 3%	52 4%	38 3%	6 2%	20 5%	13 3%	20 5%	16 4%	16 3%	27 4%	23 3%	18 3%	22 4%	18 5%	33 3%
Belfast	78 3%	36 3%	42 3%	8 3%	13 3%	21 4%	12 3%	17 4%	7 1%	27 4%	25 3%	12 2%	14 2%	21 5%	33 3%
None of these	207 8%	83 7%	124 9%	11 4%	20 5%	28 6%	51 12%	39 10%	57 11%	51 7%	56 7%	48 9%	53 9%	42 11%	63 6%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 50
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
Glasgow	121 5%	121 55%	-	-	-	-	-	-	-	-	-	-	-	60 5%	61 4%
Edinburgh	62 2%	61 28%	*	-	-	-	-	-	-	-	-	-	-	25 2%	36 3%
Newcastle	116 4%	-	110 97%	6 2%	-	-	-	-	-	-	-	-	-	53 5%	63 4%
Leeds	95 4%	-	*	-	95 42%	-	-	-	-	-	-	-	-	42 4%	53 4%
Hull	53 2%	-	-	-	49 22%	-	3 1%	-	2 1%	-	-	-	-	26 2%	27 2%
Sheffield	71 3%	-	-	-	60 27%	-	11 6%	-	-	-	-	-	-	24 2%	47 3%
Manchester	220 8%	-	1 *	204 69%	4 2%	10 4%	1 1%	* *	-	-	-	-	-	105 9%	115 8%
Liverpool	92 4%	-	-	71 24%	-	1 *	-	20 15%	-	-	-	-	-	35 3%	57 4%
Nottingham	125 5%	-	*	-	-	2 1%	114 58%	-	8 4%	-	-	-	-	60 5%	65 4%
Birmingham	214 8%	-	-	-	-	195 84%	15 8%	* *	-	-	-	3 1%	-	103 9%	111 8%
Norwich	103 4%	-	-	-	-	-	-	-	102 43%	-	1 *	-	-	40 3%	63 4%
Milton Keynes	59 2%	-	-	-	-	1 *	23 12%	-	25 11%	-	10 3%	-	-	23 2%	36 2%
Brighton	47 2%	-	-	-	-	-	-	-	-	-	47 14%	-	-	23 2%	24 2%
Oxford	31 1%	-	-	-	-	6 2%	-	-	1 *	-	20 6%	4 2%	-	17 2%	14 1%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 50
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
London	554 21%	-	-	-	-	-	2 1%	-	61 26%	317 100%	172 53%	1 1%	-	210 18%	344 24%
Southampton	82 3%	-	-	-	-	-	-	-	-	-	53 16%	29 13%	-	34 3%	48 3%
Bristol	105 4%	-	-	-	-	-	1 1%	-	-	-	-	104 45%	-	47 4%	58 4%
Plymouth	75 3%	-	-	-	-	-	-	-	-	-	-	75 33%	-	38 3%	37 3%
Cardiff	90 3%	-	-	-	-	1 *	-	90 67%	-	-	-	-	-	39 3%	51 4%
Belfast	78 3%	-	-	-	-	-	-	-	-	-	-	-	78 100%	41 4%	37 3%
None of these	207 8%	37 17%	2 2%	15 5%	15 7%	18 8%	26 13%	23 17%	37 15%	-	20 6%	14 6%	-	101 9%	106 7%

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 51
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

		Gender			Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base		2601	1309	1292	218	359	519	477	432	596	842	710	413	636	359	939
Weighted base		2601	1275	1326	312	416	494	442	390	546	702	754	546	598	391	1066
Up to £7,000	(3.5)	127 5%	46 4%	80 6%	34 11%	27 6%	13 3%	25 6%	16 4%	12 2%	3 *	29 4%	10 2%	84 14%	3 1%	21 2%
£7,001 to £14,000	(10.5)	329 13%	111 9%	219 16%	37 12%	37 9%	68 14%	55 12%	43 11%	89 16%	28 4%	98 13%	27 5%	176 29%	14 4%	92 9%
£14,001 to £21,000	(17.5)	418 16%	215 17%	203 15%	45 14%	58 14%	55 11%	70 16%	73 19%	117 21%	81 12%	120 16%	89 16%	127 21%	54 14%	143 13%
£21,001 to £28,000	(24.5)	460 18%	249 20%	211 16%	37 12%	74 18%	83 17%	80 18%	68 17%	118 22%	100 14%	143 19%	137 25%	79 13%	85 22%	195 18%
£28,001 to £34,000	(31)	349 13%	202 16%	147 11%	30 10%	58 14%	83 17%	72 16%	52 13%	55 10%	122 17%	102 13%	94 17%	32 5%	65 17%	175 16%
£34,001 to £41,000	(37.5)	216 8%	113 9%	103 8%	28 9%	30 7%	59 12%	45 10%	26 7%	29 5%	75 11%	71 9%	49 9%	22 4%	49 13%	113 11%
£41,001 to £48,000	(44.5)	114 4%	57 4%	57 4%	6 2%	39 9%	32 6%	26 6%	6 1%	5 1%	42 6%	34 4%	26 5%	13 2%	35 9%	65 6%
£48,001 to £55,000	(51.5)	64 2%	38 3%	26 2%	8 2%	19 4%	14 3%	8 2%	5 1%	11 2%	36 5%	17 2%	9 2%	3 *	16 4%	34 3%
£55,001 to £62,000	(58.5)	31 1%	19 2%	12 1%	2 1%	3 1%	9 2%	10 2%	4 1%	4 1%	16 2%	12 2%	4 1%	-	13 3%	13 1%
£62,001 to £69,000	(65.5)	25 1%	18 1%	7 1%	2 *	1 *	5 1%	8 2%	7 2%	1 *	23 3%	1 *	1 *	-	10 3%	11 1%
£69,001 to £76,000	(72.5)	13 1%	8 1%	5 *	-	6 1%	3 1%	3 1%	1 *	-	7 1%	3 *	2 *	1 *	1 *	9 1%
£76,001 to £83,000	(79.5)	17 1%	11 1%	6 *	2 1%	4 1%	3 1%	2 *	2 1%	3 1%	12 2%	5 1%	-	-	-	12 1%
£83,001 or more	(86)	26 1%	15 1%	10 1%	-	2 1%	10 2%	2 *	8 2%	3 1%	18 3%	3 *	4 1%	1 *	4 1%	17 2%
Prefer not to answer		413 16%	172 14%	241 18%	81 26%	59 14%	56 11%	37 8%	79 20%	100 18%	139 20%	116 15%	96 18%	62 10%	43 11%	165 16%
Average income (£000's)		26.38	28.37	24.35	22.85	28.33	29.56	27.15	26.27	22.88	35.37	25.91	27.33	16.69	32.33	30.21

Perceptions of Death Survey

ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 51
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Region													Q.6 Has someone close to you (relative or friend) died in the last three years?	
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ire-land	Yes	No
Unweighted base	2601	198	207	248	204	200	205	203	205	239	289	200	203	1168	1433
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
Up to £7,000	(3.5) 127 5%	18 8%	7 6%	13 5%	11 5%	14 6%	5 3%	9 7%	10 4%	17 5%	9 3%	11 5%	2 3%	56 5%	70 5%
£7,001 to £14,000	(10.5) 329 13%	35 16%	13 12%	40 13%	24 11%	24 10%	24 12%	15 11%	32 13%	37 12%	50 16%	29 12%	7 9%	155 14%	174 12%
£14,001 to £21,000	(17.5) 418 16%	30 14%	14 12%	54 18%	50 22%	34 15%	43 22%	27 20%	30 13%	37 12%	40 12%	49 21%	10 13%	201 18%	216 15%
£21,001 to £28,000	(24.5) 460 18%	48 22%	21 18%	65 22%	26 12%	51 22%	30 15%	21 16%	49 21%	46 15%	52 16%	39 17%	12 16%	215 19%	245 17%
£28,001 to £34,000	(31) 349 13%	30 14%	14 12%	36 12%	34 15%	36 16%	20 10%	16 12%	31 13%	40 13%	51 16%	29 13%	12 15%	151 13%	198 14%
£34,001 to £41,000	(37.5) 216 8%	16 8%	12 10%	26 9%	24 11%	15 6%	7 4%	14 11%	14 6%	35 11%	27 8%	20 9%	6 8%	93 8%	123 8%
£41,001 to £48,000	(44.5) 114 4%	9 4%	6 5%	13 4%	6 3%	13 6%	12 6%	3 3%	16 7%	15 5%	7 2%	10 4%	4 5%	54 5%	60 4%
£48,001 to £55,000	(51.5) 64 2%	9 4%	5 5%	4 2%	4 2%	6 3%	3 2%	6 4%	6 2%	8 2%	5 2%	1 *	6 8%	22 2%	42 3%
£55,001 to £62,000	(58.5) 31 1%	3 1%	3 3%	2 1%	2 1%	2 1%	4 2%	2 1%	2 1%	- -	2 1%	4 2%	4 5%	8 1%	24 2%
£62,001 to £69,000	(65.5) 25 1%	3 1%	* *	- -	1 1%	4 2%	3 1%	2 1%	2 1%	2 1%	3 1%	2 1%	3 4%	16 1%	9 1%
£69,001 to £76,000	(72.5) 13 1%	- -	1 1%	2 1%	- -	- -	3 1%	1 *	3 1%	3 1%	- -	- -	1 1%	4 *	9 1%
£76,001 to £83,000	(79.5) 17 1%	- -	2 1%	- -	2 1%	- -	1 1%	2 1%	2 1%	- -	7 2%	- -	* *	7 1%	10 1%
£83,001 or more	(86) 26 1%	2 1%	2 2%	4 1%	3 1%	- -	1 *	4 3%	2 1%	3 1%	3 1%	1 *	2 3%	14 1%	11 1%
Prefer not to answer	413 16%	16 8%	13 12%	37 13%	34 15%	33 14%	40 21%	11 9%	38 16%	75 24%	67 21%	36 16%	9 11%	151 13%	262 18%

Perceptions of Death Survey
ONLINE Fieldwork : 6th-8th February 2013

Absolutes/col percents

Table 51
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Region												Q.6 Has someone close to you (relative or friend) died in the last three years?		
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Yes	No
Weighted base	2601	219	114	297	223	233	196	134	236	317	324	230	78	1147	1454
Average income (£000's)	26.38	24.89	29.18	24.98	26.11	25.71	26.23	28.09	27.38	26.49	26.66	24.25	33.52	25.96	26.73

	Page	Table	Title	Base Description	Base
	1	1	Q.1 Thinking about the quality and standard of care that you would like to receive if you were terminally ill, which of the following are most important to you? Most Important	Base: All respondents	2601
	2	1	Q.1 Thinking about the quality and standard of care that you would like to receive if you were terminally ill, which of the following are most important to you? Most Important	Base: All respondents	2601
	3	2	Q.1 Thinking about the quality and standard of care that you would like to receive if you were terminally ill, which of the following are most important to you? 2nd Most Important	Base: All respondents	2601
	4	2	Q.1 Thinking about the quality and standard of care that you would like to receive if you were terminally ill, which of the following are most important to you? 2nd Most Important	Base: All respondents	2601
	5	3	Q.1 Thinking about the quality and standard of care that you would like to receive if you were terminally ill, which of the following are most important to you? 3rd Most Important	Base: All respondents	2601
	6	3	Q.1 Thinking about the quality and standard of care that you would like to receive if you were terminally ill, which of the following are most important to you? 3rd Most Important	Base: All respondents	2601
	7	4	Q.1 Thinking about the quality and standard of care that you would like to receive if you were terminally ill, which of the following are most important to you? 1st-3rd Most Important	Base: All respondents	2601
	8	4	Q.1 Thinking about the quality and standard of care that you would like to receive if you were terminally ill, which of the following are most important to you? 1st-3rd Most Important	Base: All respondents	2601
	9	5	Q.2 You said being cared for in the place of my choice. Why do you say that?	Base: All respondents saying being cared for in the place of my choice was most important	396
	10	5	Q.2 You said being cared for in the place of my choice. Why do you say that?	Base: All respondents saying being cared for in the place of my choice was most important	393

	Page	Table	Title	Base Description	Base
	11	5	Q.2 You said being cared for in the place of my choice. Why do you say that?	Base: All respondents saying being cared for in the place of my choice was most important	393
	12	5	Q.2 You said being cared for in the place of my choice. Why do you say that?	Base: All respondents saying being cared for in the place of my choice was most important	396
	13	5	Q.2 You said being cared for in the place of my choice. Why do you say that?	Base: All respondents saying being cared for in the place of my choice was most important	393
	14	5	Q.2 You said being cared for in the place of my choice. Why do you say that?	Base: All respondents saying being cared for in the place of my choice was most important	393
	15	6	Q.2 You said having my friends and family around me. Why do you say that?	Base: All respondents saying having my friends and family around me was most important	519
	16	6	Q.2 You said having my friends and family around me. Why do you say that?	Base: All respondents saying having my friends and family around me was most important	512
	17	6	Q.2 You said having my friends and family around me. Why do you say that?	Base: All respondents saying having my friends and family around me was most important	512
	18	6	Q.2 You said having my friends and family around me. Why do you say that?	Base: All respondents saying having my friends and family around me was most important	519
	19	6	Q.2 You said having my friends and family around me. Why do you say that?	Base: All respondents saying having my friends and family around me was most important	512
	20	6	Q.2 You said having my friends and family around me. Why do you say that?	Base: All respondents saying having my friends and family around me was most important	512
	21	7	Q.2 You said having medical and nursing support readily available. Why do you say that?	Base: All respondents saying having medical and nursing support readily available was most important	450
	22	7	Q.2 You said having medical and nursing support readily available. Why do you say that?	Base: All respondents saying having medical and nursing support readily available was most important	444
	23	7	Q.2 You said having medical and nursing support readily available. Why do you say that?	Base: All respondents saying having medical and nursing support readily available was most important	444
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43	12	Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation? Being cared for in the place of my choice	Base: All respondents	2601
44	12	Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation? Being cared for in the place of my choice	Base: All respondents	2601
45	13	Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation? Having my friends and family around me	Base: All respondents	2601
46	13	Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation? Having my friends and family around me	Base: All respondents	2601
47	14	Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation? Having medical and nursing support readily available	Base: All respondents	2601
48	14	Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation? Having medical and nursing support readily available	Base: All respondents	2601
49	15	Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation? Having emotional support available	Base: All respondents	2601

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	51	16	Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation? Being kept pain free	Base: All respondents	2601
	52	16	Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation? Being kept pain free	Base: All respondents	2601
	53	17	Q.3 Thinking about the quality and standard of care for the terminally ill in the United Kingdom, how confident, or otherwise, are you that the following would occur should you find yourself in that situation? Not being a burden on my friends and family	Base: All respondents	2601
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	55	18	Q.4 Which of the following services, if any, are provided free of charge to someone who is terminally ill or dying in the UK? When thinking about personal care, we mean for example, washing, feeding, helping people out of bed. When thinking about medical care, we mean for example, the administration of drugs.	Base: All respondents	2601
	56	18	Q.4 Which of the following services, if any, are provided free of charge to someone who is terminally ill or dying in the UK? When thinking about personal care, we mean for example, washing, feeding, helping people out of bed. When thinking about medical care, we mean for example, the administration of drugs.	Base: All respondents	2601
	57	19	Q.5 To what extent do you agree or disagree with each of the following statements? Summary	Base: All respondents	2601
	58	20	Q.5 To what extent do you agree or disagree with each of the following statements? People in UK don't talk about death and dying enough	Base: All respondents	2601
	59	20	Q.5 To what extent do you agree or disagree with each of the following statements? People in UK don't talk about death and dying enough	Base: All respondents	2601

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60	21	Q.5 To what extent do you agree or disagree with each of the following statements? I feel uncomfortable talking about death and dying	Base: All respondents	2601
61	21	Q.5 To what extent do you agree or disagree with each of the following statements? I feel uncomfortable talking about death and dying	Base: All respondents	2601
62	22	Q.5 To what extent do you agree or disagree with each of the following statements? If someone close to me were terminally ill, I wouldn't know where to turn to for practical support	Base: All respondents	2601
63	22	Q.5 To what extent do you agree or disagree with each of the following statements? If someone close to me were terminally ill, I wouldn't know where to turn to for practical support	Base: All respondents	2601
64	23	Q.5 To what extent do you agree or disagree with each of the following statements? End of life care for people who are dying should be more of a priority for the NHS	Base: All respondents	2601
65	23	Q.5 To what extent do you agree or disagree with each of the following statements? End of life care for people who are dying should be more of a priority for the NHS	Base: All respondents	2601
66	24	Q.5 To what extent do you agree or disagree with each of the following statements? If I or someone close to me were terminally ill, I'm confident I would be involved in decisions about my/their care	Base: All respondents	2601
67	24	Q.5 To what extent do you agree or disagree with each of the following statements? If I or someone close to me were terminally ill, I'm confident I would be involved in decisions about my/their care	Base: All respondents	2601
68	25	Q.5 To what extent do you agree or disagree with each of the following statements? If I or someone close to me were terminally ill, I feel confident that the NHS would provide me with a high quality of care	Base: All respondents	2601
69	25	Q.5 To what extent do you agree or disagree with each of the following statements? If I or someone close to me were terminally ill, I feel confident that the NHS would provide me with a high quality of care	Base: All respondents	2601
70	26	Q.6 Has someone close to you (relative or friend) died in the last three years?	Base: All respondents	2601
71	26	Q.6 Has someone close to you (relative or friend) died in the last three years?	Base: All respondents	2601
72	27	Q.7 Thinking about the person or people you knew who has/have died recently, did you provide them with hands-on care and support in any of the following ways?	Base: All respondents who know someone who has died in the last three years	1168
73	27	Q.7 Thinking about the person or people you knew who has/have died recently, did you provide them with hands-on care and support in any of the following ways?	Base: All respondents who know someone who has died in the last three years	1168

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74	28	Q.8 Thinking about the person or people you knew who has/have died recently, how easy was it for them to access the support that they needed when they were coming to the end of their life?	Base: All respondents who know someone who has died in the last three years	1168
75	28	Q.8 Thinking about the person or people you knew who has/have died recently, how easy was it for them to access the support that they needed when they were coming to the end of their life?	Base: All respondents who know someone who has died in the last three years	1168
76	29	Q.9 Thinking again about the person or people you knew who died recently, overall, how would you describe the quality of the care and support they received from local services when they were coming to the end of their life?	Base: All respondents who know someone who has died in the last three years	1168
77	29	Q.9 Thinking again about the person or people you knew who died recently, overall, how would you describe the quality of the care and support they received from local services when they were coming to the end of their life?	Base: All respondents who know someone who has died in the last three years	1168
78	30	Q.10 Overall, how would you describe the support you received from family and friends for helping you to support/care for your terminally ill friend or family member?	Base: All respondents who know someone who has died in the last three years	1168
79	30	Q.10 Overall, how would you describe the support you received from family and friends for helping you to support/care for your terminally ill friend or family member?	Base: All respondents who know someone who has died in the last three years	1168
80	31	Q.11 To what extent has your experience of someone you know dying affected your feelings about your own death?	Base: All respondents who know someone who has died in the last three years	1168
81	31	Q.11 To what extent has your experience of someone you know dying affected your feelings about your own death?	Base: All respondents who know someone who has died in the last three years	1168
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83	32	Gender	Base: All respondents	2601
84	33	Age	Base: All respondents	2601
85	33	Age	Base: All respondents	2601
86	34	Social Grade	Base: All respondents	2601
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	91	36	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2601
	92	37	Tenure	Base: All respondents	2601
	93	37	Tenure	Base: All respondents	2601
	94	38	At what age did you finish your full time education?	Base: All respondents	2601
	95	38	At what age did you finish your full time education?	Base: All respondents	2601
	96	39	What is the highest educational level that you have achieved to date?	Base: All respondents	2601
	97	39	What is the highest educational level that you have achieved to date?	Base: All respondents	2601
	98	40	Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?	Base: All respondents	2601
	99	40	Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?	Base: All respondents	2601
	100	41	How many cars are there in your household?	Base: All respondents	2601
	101	41	How many cars are there in your household?	Base: All respondents	2601
	102	42	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2601
	103	42	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2601
	104	43	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2601
	105	43	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2601
	106	44	Which of the following best describes where you live?	Base: All respondents	2601
	107	44	Which of the following best describes where you live?	Base: All respondents	2601
	108	45	Which of the following best describes your current working status?	Base: All respondents	2601
	109	45	Which of the following best describes your current working status?	Base: All respondents	2601
	110	46	Do you work in any of the following occupations?	Base: All respondents who work	1298

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	111	46	Do you work in any of the following occupations?	Base: All respondents who work	1457
	112	46	Do you work in any of the following occupations?	Base: All respondents who work	1298
	113	46	Do you work in any of the following occupations?	Base: All respondents who work	1457
	114	47	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2601
	115	47	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2601
	116	48	Which of the following ITV regions do you live in?	Base: All respondents	2601
	117	48	Which of the following ITV regions do you live in?	Base: All respondents	2601
	118	49	Marital Status	Base: All respondents	2601
	119	49	Marital Status	Base: All respondents	2601
	120	50	Which of the following cities do you live in, or nearest to?	Base: All respondents	2601
	121	50	Which of the following cities do you live in, or nearest to?	Base: All respondents	2601
	122	50	Which of the following cities do you live in, or nearest to?	Base: All respondents	2601
	123	50	Which of the following cities do you live in, or nearest to?	Base: All respondents	2601
	124	51	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2601
	125	51	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2601
	126	51	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2601