

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 1

**Q.1 Thinking about your own death for a moment, which one of these statements best describes how you feel?**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1018	470	548	92	168	211	178	158	211	321	258	131	308	273	245	260	148	92
Weighted base	1018	489	529	121	161	201	171	151	212	265	295	214	244	267	267	251	144	90
I fear the way I will die but not death itself	306 30%	127 26%	179 34%	25 21%	49 30%	51 26%	43 25%	54 36%	84 40%	84 32%	86 29%	63 30%	73 30%	84 31%	71 27%	71 28%	52 36%	28 32%
I neither fear death nor the way I will die	253 25%	151 31%	102 19%	24 20%	34 21%	67 33%	49 28%	32 21%	48 23%	76 29%	68 23%	49 23%	60 25%	67 25%	75 28%	61 24%	24 17%	27 30%
I fear both the way I will die and death itself	199 20%	69 14%	130 25%	31 26%	39 24%	38 19%	36 21%	25 17%	29 14%	43 16%	68 23%	43 20%	46 19%	52 20%	50 19%	52 21%	30 21%	15 16%
Refuse to answer	43 4%	25 5%	18 3%	12 10%	8 5%	4 2%	7 4%	4 3%	7 3%	12 4%	14 5%	9 4%	8 3%	8 3%	15 6%	9 3%	8 5%	3 3%
I fear death itself but not the way I will die	37 4%	21 4%	16 3%	9 8%	4 2%	4 2%	9 5%	10 6%	1 1%	10 4%	12 4%	8 4%	6 3%	10 4%	6 2%	11 4%	6 4%	5 5%
Other	13 1%	10 2%	3 1%	- -	3 2%	4 2%	1 1%	- -	4 2%	3 1%	4 1%	1 1%	5 2%	5 2%	- -	6 2%	1 1%	1 1%
Don't know	167 16%	86 18%	81 15%	19 16%	24 15%	33 16%	26 15%	27 18%	38 18%	37 14%	44 15%	40 19%	47 19%	41 15%	50 19%	43 17%	22 16%	12 13%

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Table 1

**Q.1 Thinking about your own death for a moment, which one of these statements best describes how you feel?**

**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1018	92	48	123	89	81	54	84	131	142	94	80
Weighted base	1018	90	46	118	88	96	53	94	129	137	91	77
I fear the way I will die but not death itself	306 30%	28 32%	10 23%	36 30%	24 28%	24 25%	14 26%	24 26%	44 34%	40 29%	38 42%	23 30%
I neither fear death nor the way I will die	253 25%	27 30%	11 24%	29 25%	20 23%	30 31%	11 20%	25 27%	32 24%	35 26%	13 15%	20 25%
I fear both the way I will die and death itself	199 20%	15 16%	13 28%	21 17%	18 21%	19 20%	11 21%	18 19%	20 16%	32 23%	19 21%	13 17%
Refuse to answer	43 4%	3 3%	- -	5 4%	3 4%	10 11%	5 10%	3 3%	2 1%	7 5%	3 3%	2 3%
I fear death itself but not the way I will die	37 4%	5 5%	- -	6 5%	5 5%	- -	3 5%	3 4%	6 5%	4 3%	3 3%	2 3%
Other	13 1%	1 1%	1 1%	3 3%	2 2%	- -	- -	- -	4 3%	1 1%	1 1%	- -
Don't know	167 16%	12 13%	11 23%	18 15%	15 17%	13 14%	9 17%	19 21%	22 17%	19 13%	13 15%	17 22%

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

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Table 2  
**Q.2 What sort of funeral would you like?**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1018	470	548	92	168	211	178	158	211	321	258	131	308	273	245	260	148	92
Weighted base	1018	489	529	121	161	201	171	151	212	265	295	214	244	267	267	251	144	90
A Christian funeral	372 37%	168 34%	204 39%	25 20%	46 28%	63 31%	61 35%	67 44%	112 53%	104 39%	99 33%	91 43%	78 32%	80 30%	95 36%	107 42%	54 38%	36 40%
A non-religious funeral, without any references to God included	178 17%	89 18%	88 17%	15 12%	37 23%	44 22%	34 20%	25 16%	23 11%	55 21%	47 16%	31 14%	45 19%	52 20%	40 15%	39 15%	27 19%	19 22%
I have never given the question any thought	159 16%	75 15%	84 16%	23 19%	34 21%	43 21%	27 16%	15 10%	18 9%	29 11%	51 17%	34 16%	44 18%	39 14%	50 19%	38 15%	19 13%	14 15%
My family or friends can decide	132 13%	78 16%	54 10%	23 19%	19 12%	19 10%	22 13%	21 14%	28 13%	38 14%	44 15%	23 11%	27 11%	33 13%	35 13%	36 14%	14 10%	14 16%
A religious funeral, but not a Christian one	42 4%	16 3%	26 5%	11 9%	5 3%	10 5%	2 1%	6 4%	7 3%	5 2%	13 4%	4 2%	19 8%	20 8%	13 5%	7 3%	* *	1 2%
Other	27 3%	12 3%	15 3%	1 1%	4 3%	3 2%	5 3%	6 4%	8 4%	7 3%	9 3%	8 4%	3 1%	9 3%	6 2%	3 1%	8 5%	1 2%
Refuse to answer	36 4%	17 4%	18 3%	9 7%	5 3%	1 *	12 7%	3 2%	6 3%	9 3%	7 2%	11 5%	9 4%	11 4%	11 4%	2 1%	9 7%	2 2%
Don't know	71 7%	32 7%	39 7%	15 12%	11 7%	19 9%	9 5%	8 5%	10 5%	17 6%	25 9%	11 5%	18 7%	22 8%	17 6%	20 8%	11 8%	2 2%

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

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Table 2  
**Q.2 What sort of funeral would you like?**  
**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1018	92	48	123	89	81	54	84	131	142	94	80
Weighted base	1018	90	46	118	88	96	53	94	129	137	91	77
A Christian funeral	372 37%	36 40%	20 44%	51 43%	36 41%	30 32%	19 37%	40 42%	36 28%	44 32%	35 39%	25 33%
A non-religious funeral, without any references to God included	178 17%	19 22%	8 17%	16 14%	15 17%	18 19%	9 18%	13 14%	27 21%	25 18%	18 20%	8 11%
I have never given the question any thought	159 16%	14 15%	6 14%	21 18%	11 12%	18 18%	7 13%	18 20%	22 17%	17 12%	12 13%	14 18%
My family or friends can decide	132 13%	14 16%	9 19%	18 15%	9 11%	15 16%	7 13%	7 7%	13 10%	21 15%	7 8%	13 17%
A religious funeral, but not a Christian one	42 4%	1 2%	1 2%	2 2%	4 4%	- -	* 1%	8 8%	15 12%	5 4%	- -	6 7%
Other	27 3%	1 2%	- -	1 1%	2 2%	- -	- -	2 2%	2 1%	8 6%	8 9%	4 5%
Refuse to answer	36 4%	2 2%	- -	- -	2 3%	7 7%	6 11%	2 3%	3 3%	8 6%	4 4%	2 2%
Don't know	71 7%	2 2%	2 5%	8 7%	9 11%	7 7%	4 8%	4 4%	11 9%	10 7%	7 8%	6 8%

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 3  
**Q.3 Which of the following arrangements, if any, have you put in place for your own death?**  
**Base: All respondents**  
**Summary Table**

	I have made a will	I have taken out life insurance	I have made arrangements for my funeral	I have made my peace with my God
Unweighted base	1018	1018	1018	1018
Weighted base	1018	1018	1018	1018
Yes	432 42%	420 41%	72 7%	217 21%
No	533 52%	520 51%	872 86%	270 26%
Not applicable	6 1%	32 3%	18 2%	308 30%
Refuse to answer	40 4%	37 4%	46 5%	84 8%
Don't know	8 1%	10 1%	9 1%	138 14%

## Death Survey

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Absolutes/col percents

Table 4

**Q.3 Which of the following arrangements, if any, have you put in place for your own death?****Base: All respondents****I have made a will**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1018	470	548	92	168	211	178	158	211	321	258	131	308	273	245	260	148	92
Weighted base	1018	489	529	121	161	201	171	151	212	265	295	214	244	267	267	251	144	90
Yes	432 42%	204 42%	228 43%	1 1%	23 14%	68 34%	67 39%	104 69%	169 80%	126 48%	111 38%	102 48%	92 38%	98 37%	117 44%	106 42%	68 47%	43 48%
No	533 52%	257 53%	276 52%	109 90%	129 80%	126 63%	92 54%	42 28%	35 16%	130 49%	168 57%	102 48%	133 54%	151 57%	137 52%	134 53%	65 45%	45 50%
Not applicable	6 1%	4 1%	3 *	1 1%	1 *	2 1%	1 *	1 *	1 *	- -	1 *	- -	5 2%	1 *	1 *	4 1%	1 1%	- -
Refuse to answer	40 4%	20 4%	19 4%	8 7%	7 5%	5 2%	7 4%	5 3%	7 3%	9 3%	11 4%	9 4%	12 5%	14 5%	10 4%	6 2%	8 6%	2 2%
Don't know	8 1%	4 1%	3 1%	2 1%	1 1%	1 1%	4 2%	- -	- -	1 *	4 1%	1 1%	2 1%	3 1%	1 *	2 1%	2 1%	- -

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 4

**Q.3 Which of the following arrangements, if any, have you put in place for your own death?****Base: All respondents****I have made a will**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1018	92	48	123	89	81	54	84	131	142	94	80
Weighted base	1018	90	46	118	88	96	53	94	129	137	91	77
Yes	432 42%	43 48%	23 50%	43 36%	40 46%	36 38%	21 39%	41 43%	39 30%	59 43%	47 52%	40 52%
No	533 52%	45 50%	20 44%	70 59%	44 51%	52 55%	25 47%	51 55%	83 64%	69 50%	41 45%	34 43%
Not applicable	6 1%	- -	2 4%	1 1%	1 1%	- -	1 2%	1 1%	1 *	- -	- -	- -
Refuse to answer	40 4%	2 2%	1 3%	2 2%	2 2%	7 8%	7 13%	1 1%	5 4%	9 6%	1 1%	3 3%
Don't know	8 1%	- -	- -	2 2%	- -	- -	- -	- -	2 2%	1 1%	2 2%	1 1%

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 5  
**Q.3 Which of the following arrangements, if any, have you put in place for your own death?**

**Base: All respondents**

**I have taken out life insurance**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1018	470	548	92	168	211	178	158	211	321	258	131	308	273	245	260	148	92
Weighted base	1018	489	529	121	161	201	171	151	212	265	295	214	244	267	267	251	144	90
Yes	420 41%	206 42%	214 40%	12 10%	45 28%	100 50%	93 54%	75 49%	95 45%	135 51%	111 38%	83 39%	91 37%	97 36%	106 40%	119 47%	58 41%	40 45%
No	520 51%	244 50%	276 52%	97 81%	104 64%	93 46%	63 37%	71 47%	91 43%	113 43%	160 54%	117 55%	129 53%	145 55%	143 54%	116 46%	72 50%	43 48%
Not applicable	32 3%	18 4%	13 2%	* *	3 2%	3 2%	5 3%	2 2%	17 8%	7 3%	11 4%	3 1%	11 5%	7 2%	8 3%	8 3%	6 4%	3 3%
Refuse to answer	37 4%	17 3%	20 4%	8 7%	7 5%	2 1%	8 4%	4 2%	8 4%	8 3%	10 3%	9 4%	11 4%	13 5%	8 3%	6 2%	7 5%	2 2%
Don't know	10 1%	3 1%	6 1%	3 2%	2 1%	3 1%	2 1%	- -	- -	2 1%	4 1%	1 1%	2 1%	5 2%	1 *	2 1%	1 1%	1 1%



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Table 5  
**Q.3 Which of the following arrangements, if any, have you put in place for your own death?**  
**Base: All respondents**  
**I have taken out life insurance**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1018	92	48	123	89	81	54	84	131	142	94	80
Weighted base	1018	90	46	118	88	96	53	94	129	137	91	77
Yes	420 41%	40 45%	19 42%	58 49%	42 48%	36 38%	21 40%	37 39%	32 25%	64 47%	37 41%	33 43%
No	520 51%	43 48%	23 50%	50 42%	43 49%	49 52%	24 45%	54 58%	86 67%	59 43%	48 52%	40 52%
Not applicable	32 3%	3 3%	2 4%	5 4%	1 1%	3 3%	2 4%	2 3%	2 2%	4 3%	4 4%	3 4%
Refuse to answer	37 4%	2 2%	2 4%	3 2%	1 2%	6 7%	6 11%	1 1%	5 4%	8 6%	1 1%	1 2%
Don't know	10 1%	1 1%	-	2 2%	-	1 1%	-	-	3 3%	2 1%	1 1%	-

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 6

**Q.3 Which of the following arrangements, if any, have you put in place for your own death?****Base: All respondents****I have made arrangements for my funeral**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1018	470	548	92	168	211	178	158	211	321	258	131	308	273	245	260	148	92
Weighted base	1018	489	529	121	161	201	171	151	212	265	295	214	244	267	267	251	144	90
Yes	72 7%	36 7%	36 7%	1 1%	4 2%	8 4%	13 8%	15 10%	32 15%	18 7%	18 6%	14 6%	23 10%	14 5%	17 6%	21 8%	11 8%	9 10%
No	872 86%	411 84%	461 87%	110 91%	148 92%	187 93%	143 84%	126 83%	157 74%	232 87%	256 87%	185 87%	199 81%	228 86%	235 88%	215 86%	117 81%	77 86%
Not applicable	18 2%	11 2%	7 1%	* *	1 *	1 1%	2 1%	6 4%	8 4%	2 1%	6 2%	2 1%	8 3%	5 2%	2 1%	6 2%	5 3%	1 1%
Refuse to answer	46 5%	25 5%	21 4%	8 7%	8 5%	3 2%	10 6%	5 3%	12 6%	10 4%	12 4%	11 5%	12 5%	16 6%	12 4%	5 2%	10 7%	3 3%
Don't know	9 1%	6 1%	4 1%	2 1%	1 1%	1 1%	2 1%	- -	3 1%	3 1%	3 1%	1 1%	2 1%	4 1%	1 *	4 2%	1 1%	- -

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 6

**Q.3 Which of the following arrangements, if any, have you put in place for your own death?****Base: All respondents****I have made arrangements for my funeral**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1018	92	48	123	89	81	54	84	131	142	94	80
Weighted base	1018	90	46	118	88	96	53	94	129	137	91	77
Yes	72 7%	9 10%	3 7%	11 9%	7 8%	6 6%	4 7%	6 6%	7 6%	7 5%	8 8%	5 7%
No	872 86%	77 86%	39 85%	100 85%	76 87%	81 85%	42 79%	86 92%	113 88%	115 84%	75 83%	67 87%
Not applicable	18 2%	1 1%	3 6%	2 2%	1 1%	1 1%	2 3%	- -	* *	4 3%	3 4%	2 2%
Refuse to answer	46 5%	3 3%	1 2%	3 3%	1 2%	7 7%	6 11%	2 2%	6 4%	10 7%	4 5%	3 4%
Don't know	9 1%	- -	- -	2 2%	2 2%	1 1%	- -	- -	2 2%	1 1%	1 1%	- -

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 7

**Q.3 Which of the following arrangements, if any, have you put in place for your own death?****Base: All respondents****I have made my peace with my God**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1018	470	548	92	168	211	178	158	211	321	258	131	308	273	245	260	148	92
Weighted base	1018	489	529	121	161	201	171	151	212	265	295	214	244	267	267	251	144	90
Yes	217 21%	77 16%	141 27%	11 9%	26 16%	36 18%	26 15%	44 29%	75 35%	57 22%	59 20%	49 23%	53 21%	53 20%	54 20%	60 24%	31 22%	19 21%
No	270 26%	139 28%	131 25%	47 39%	44 27%	53 26%	50 29%	37 25%	38 18%	62 23%	76 26%	71 33%	61 25%	73 27%	84 32%	72 28%	26 18%	15 17%
Not applicable	308 30%	164 34%	145 27%	26 22%	53 33%	72 36%	57 33%	43 29%	57 27%	92 35%	88 30%	50 23%	78 32%	80 30%	68 26%	80 32%	45 31%	35 39%
Refuse to answer	84 8%	40 8%	44 8%	10 9%	13 8%	16 8%	17 10%	9 6%	19 9%	20 7%	23 8%	17 8%	24 10%	25 9%	24 9%	9 3%	20 14%	7 8%
Don't know	138 14%	69 14%	70 13%	26 21%	25 16%	24 12%	22 13%	18 12%	24 11%	34 13%	49 17%	27 13%	28 11%	36 13%	36 14%	32 13%	21 15%	13 15%

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Table 7

**Q.3 Which of the following arrangements, if any, have you put in place for your own death?****Base: All respondents****I have made my peace with my God**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1018	92	48	123	89	81	54	84	131	142	94	80
Weighted base	1018	90	46	118	88	96	53	94	129	137	91	77
Yes	217 21%	19 21%	8 18%	34 29%	17 20%	18 19%	12 22%	23 25%	25 19%	28 20%	20 22%	13 17%
No	270 26%	15 17%	17 37%	21 18%	34 38%	27 28%	13 25%	30 32%	36 28%	37 27%	13 14%	28 36%
Not applicable	308 30%	35 39%	15 32%	40 34%	25 29%	27 28%	12 23%	18 19%	38 30%	42 31%	33 37%	24 30%
Refuse to answer	84 8%	7 8%	2 5%	3 2%	4 4%	12 12%	9 18%	8 8%	9 7%	16 11%	10 12%	4 6%
Don't know	138 14%	13 15%	3 7%	21 18%	8 9%	12 12%	7 13%	15 16%	21 16%	15 11%	14 16%	9 11%

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 8

**Q.4 In the past the body of a dead person would be laid out in the family home before the funeral, when the deceased's friends would come to offer their condolences to relatives. Have you ever seen a dead body in real life?**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1018	470	548	92	168	211	178	158	211	321	258	131	308	273	245	260	148	92
Weighted base	1018	489	529	121	161	201	171	151	212	265	295	214	244	267	267	251	144	90
No	310 30%	144 29%	166 31%	67 55%	79 49%	70 35%	39 23%	21 14%	33 16%	87 33%	96 32%	69 32%	58 24%	91 34%	88 33%	67 27%	41 29%	22 24%
NET: Yes	671 66%	323 66%	349 66%	45 37%	71 44%	129 64%	128 75%	127 84%	172 81%	169 64%	191 65%	135 63%	176 72%	162 61%	171 64%	178 71%	94 66%	67 75%
Yes, once	234 23%	104 21%	130 25%	24 20%	34 21%	53 26%	46 27%	34 22%	43 20%	54 20%	76 26%	52 24%	53 22%	57 21%	63 24%	59 23%	33 23%	22 25%
Yes, twice	153 15%	72 15%	81 15%	11 9%	16 10%	27 13%	29 17%	32 21%	39 18%	40 15%	34 12%	37 17%	42 17%	42 16%	38 14%	38 15%	24 17%	11 13%
Yes 3 times or more	284 28%	147 30%	137 26%	10 8%	21 13%	49 24%	53 31%	61 40%	90 42%	76 29%	81 27%	46 21%	82 34%	62 23%	70 26%	81 32%	37 26%	34 37%
Can't remember	12 1%	9 2%	3 1%	1 1%	3 2%	2 1%	1 1%	1 *	5 2%	1 *	2 1%	3 2%	6 2%	6 2%	1 *	2 1%	3 2%	- -
Refuse to answer	25 2%	13 3%	12 2%	8 6%	9 5%	1 *	3 2%	3 2%	2 1%	7 3%	6 2%	7 3%	4 2%	8 3%	6 2%	4 2%	6 4%	1 1%

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Table 8

**Q.4 In the past the body of a dead person would be laid out in the family home before the funeral, when the deceased's friends would come to offer their condolences to relatives. Have you ever seen a dead body in real life?**

**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1018	92	48	123	89	81	54	84	131	142	94	80
Weighted base	1018	90	46	118	88	96	53	94	129	137	91	77
No	310 30%	22 24%	13 28%	28 24%	27 30%	36 38%	13 25%	30 32%	45 35%	47 34%	28 30%	22 28%
NET: Yes	671 66%	67 75%	31 68%	87 74%	60 68%	53 56%	34 65%	63 67%	79 61%	83 60%	60 66%	55 71%
Yes, once	234 23%	22 25%	7 15%	34 28%	19 21%	19 19%	7 14%	21 23%	21 17%	36 26%	25 28%	23 30%
Yes, twice	153 15%	11 13%	4 9%	18 15%	16 18%	11 11%	10 19%	16 17%	20 15%	22 16%	14 16%	11 14%
Yes 3 times or more	284 28%	34 37%	20 43%	36 30%	25 29%	24 25%	17 33%	26 28%	38 29%	25 18%	20 22%	20 26%
Can't remember	12 1%	- -	1 1%	1 1%	- -	1 1%	2 3%	- -	4 3%	2 1%	1 1%	- -
Refuse to answer	25 2%	1 1%	1 3%	1 1%	1 2%	5 5%	3 6%	1 1%	2 2%	6 4%	2 2%	1 1%

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 9  
**Q.5 Thinking about the publicity surrounding the recent death of Jade Goody, how helpful or unhelpful do you think this has been in making people think specifically about death?**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1018	470	548	92	168	211	178	158	211	321	258	131	308	273	245	260	148	92
Weighted base	1018	489	529	121	161	201	171	151	212	265	295	214	244	267	267	251	144	90
NET: Helpful	424 42%	162 33%	261 49%	49 41%	77 47%	80 40%	80 47%	56 37%	82 39%	99 37%	130 44%	86 40%	109 45%	112 42%	111 42%	91 36%	66 46%	44 49%
It has been very helpful (4)	116 11%	38 8%	78 15%	8 7%	20 12%	32 16%	24 14%	18 12%	15 7%	20 8%	30 10%	27 12%	40 16%	36 13%	33 13%	19 8%	15 11%	12 14%
It has been fairly helpful (3)	308 30%	124 25%	183 35%	41 34%	57 35%	48 24%	56 33%	38 25%	67 32%	79 30%	100 34%	60 28%	69 28%	76 29%	78 29%	71 28%	51 35%	31 35%
It has been fairly unhelpful (2)	83 8%	44 9%	38 7%	10 8%	13 8%	22 11%	13 7%	10 6%	15 7%	25 9%	33 11%	13 6%	12 5%	22 8%	21 8%	26 10%	9 7%	5 5%
It has been very unhelpful (1)	123 12%	84 17%	39 7%	13 11%	14 9%	18 9%	22 13%	26 17%	29 14%	43 16%	32 11%	24 11%	24 10%	26 10%	34 13%	38 15%	15 10%	10 11%
NET: Unhelpful	205 20%	129 26%	77 15%	23 19%	27 17%	40 20%	35 20%	36 24%	44 21%	67 25%	65 22%	36 17%	36 15%	47 18%	55 21%	64 26%	24 17%	14 16%
Refuse to answer	46 5%	25 5%	21 4%	9 8%	12 7%	7 4%	7 4%	5 3%	6 3%	6 2%	16 5%	15 7%	10 4%	7 3%	19 7%	6 2%	11 8%	3 4%
Don't know	342 34%	172 35%	170 32%	39 32%	46 29%	73 36%	49 29%	54 36%	80 38%	93 35%	85 29%	76 36%	89 36%	100 38%	82 31%	91 36%	42 29%	28 31%
Mean	2.66	2.40	2.89	2.60	2.80	2.78	2.71	2.52	2.54	2.46	2.65	2.73	2.86	2.77	2.67	2.46	2.74	2.80
Standard deviation	0.99	1.04	0.89	0.92	0.90	1.01	1.01	1.10	0.98	1.01	0.93	1.01	1.00	0.98	1.02	1.00	0.94	0.97
Standard error	0.04	0.06	0.05	0.12	0.09	0.09	0.09	0.11	0.09	0.07	0.07	0.12	0.07	0.08	0.08	0.08	0.10	0.12



## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 9

**Q.5 Thinking about the publicity surrounding the recent death of Jade Goody, how helpful or unhelpful do you think this has been in making people think specifically about death?**

**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1018	92	48	123	89	81	54	84	131	142	94	80
Weighted base	1018	90	46	118	88	96	53	94	129	137	91	77
NET: Helpful	424 42%	44 49%	14 29%	46 39%	31 36%	39 41%	27 52%	42 45%	53 41%	59 43%	39 43%	30 39%
It has been very helpful	(4) 116 11%	12 14%	3 7%	15 12%	1 1%	12 13%	10 19%	12 12%	15 11%	21 16%	5 6%	9 12%
It has been fairly helpful	(3) 308 30%	31 35%	10 22%	31 26%	30 34%	27 28%	17 33%	30 32%	38 29%	38 28%	33 37%	21 27%
It has been fairly unhelpful	(2) 83 8%	5 5%	5 10%	10 8%	11 13%	8 8%	3 6%	4 4%	11 8%	11 8%	6 7%	10 12%
It has been very unhelpful	(1) 123 12%	10 11%	6 12%	15 12%	18 20%	12 12%	5 10%	12 13%	12 10%	13 10%	10 11%	10 13%
NET: Unhelpful	205 20%	14 16%	10 23%	25 21%	29 34%	20 20%	8 16%	16 17%	23 18%	24 18%	16 18%	20 25%
Refuse to answer	46 5%	3 4%	1 3%	2 2%	2 2%	11 12%	6 12%	5 5%	2 1%	6 4%	5 5%	2 3%
Don't know	342 34%	28 31%	21 45%	45 39%	25 28%	26 27%	11 20%	31 33%	52 40%	48 35%	31 34%	25 32%
Mean	2.66	2.80	2.47	2.65	2.24	2.68	2.90	2.72	2.72	2.81	2.63	2.59
Standard deviation	0.99	0.97	1.02	1.04	0.91	1.03	0.99	1.02	0.96	1.00	0.89	1.02
Standard error	0.04	0.12	0.20	0.12	0.12	0.15	0.16	0.14	0.11	0.11	0.12	0.14

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 10

**Q.6 Do you agree or disagree with the following statements?****Base: All respondents****Summary Table**

	More public money should be given to enable people to die where they choose and as painlessly as possible	Euthanasia, which permits the deliberate ending of a person's life, should be legal	There should be a government funded public information campaign on issues related to death and dying, to help people prepare for their own death	The religious faith I have helps me deal with the death of a loved one or prepare me for my own death	I believe that organ donation in the event of a person's death should be compulsory unless they opt out
Unweighted base	1018	1018	1018	1018	1018
Weighted base	1018	1018	1018	1018	1018
Agree	606 59%	609 60%	495 49%	304 30%	531 52%
Disagree	167 16%	132 13%	217 21%	383 38%	298 29%
Refuse to answer	37 4%	42 4%	33 3%	73 7%	40 4%
Don't know	209 21%	234 23%	273 27%	259 25%	149 15%

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 11

**Q.6 Do you agree or disagree with the following statements?****Base: All respondents****More public money should be given to enable people to die where they choose and as painlessly as possible**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1018	470	548	92	168	211	178	158	211	321	258	131	308	273	245	260	148	92
Weighted base	1018	489	529	121	161	201	171	151	212	265	295	214	244	267	267	251	144	90
Agree	606 59%	273 56%	333 63%	64 53%	90 56%	123 61%	102 59%	89 59%	138 65%	157 59%	157 53%	120 56%	171 70%	151 57%	166 62%	147 58%	92 64%	51 57%
Disagree	167 16%	94 19%	73 14%	23 19%	28 18%	33 16%	21 12%	25 17%	37 18%	51 19%	54 18%	36 17%	26 11%	53 20%	33 12%	33 13%	22 15%	26 29%
Refuse to answer	37 4%	19 4%	17 3%	8 7%	6 4%	3 1%	6 3%	5 3%	8 4%	8 3%	10 3%	10 5%	8 3%	9 3%	11 4%	6 2%	7 5%	3 3%
Don't know	209 21%	103 21%	106 20%	26 21%	37 23%	43 22%	42 25%	32 21%	29 14%	49 18%	74 25%	47 22%	39 16%	54 20%	57 21%	66 26%	22 15%	10 12%

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 11

**Q.6 Do you agree or disagree with the following statements?****Base: All respondents****More public money should be given to enable people to die where they choose and as painlessly as possible**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1018	92	48	123	89	81	54	84	131	142	94	80
Weighted base	1018	90	46	118	88	96	53	94	129	137	91	77
Agree	606 59%	51 57%	30 66%	67 57%	50 57%	55 58%	31 59%	59 63%	64 49%	87 63%	61 67%	52 67%
Disagree	167 16%	26 29%	5 10%	13 11%	16 18%	15 16%	7 13%	10 11%	31 24%	22 16%	15 17%	7 10%
Refuse to answer	37 4%	3 3%	1 3%	3 3%	1 2%	6 7%	6 11%	3 3%	5 4%	4 3%	2 2%	2 2%
Don't know	209 21%	10 12%	10 21%	35 29%	21 24%	19 20%	9 17%	22 23%	29 23%	24 18%	13 14%	16 21%

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 12

**Q.6 Do you agree or disagree with the following statements?****Base: All respondents****Euthanasia, which permits the deliberate ending of a person's life, should be legal**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1018	470	548	92	168	211	178	158	211	321	258	131	308	273	245	260	148	92
Weighted base	1018	489	529	121	161	201	171	151	212	265	295	214	244	267	267	251	144	90
Agree	609 60%	300 61%	309 58%	68 56%	105 65%	133 66%	96 56%	84 56%	123 58%	157 59%	173 59%	134 63%	146 60%	162 61%	153 57%	151 60%	83 58%	60 67%
Disagree	132 13%	68 14%	65 12%	15 13%	16 10%	15 7%	26 15%	21 14%	40 19%	42 16%	39 13%	20 9%	31 13%	38 14%	38 14%	24 10%	16 11%	16 18%
Refuse to answer	42 4%	21 4%	21 4%	10 8%	5 3%	3 2%	8 5%	8 5%	9 4%	7 3%	13 4%	11 5%	12 5%	9 4%	14 5%	7 3%	10 7%	3 3%
Don't know	234 23%	100 20%	134 25%	28 23%	35 22%	50 25%	42 24%	39 26%	40 19%	59 22%	71 24%	49 23%	55 23%	57 21%	62 23%	69 28%	35 24%	10 11%

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 12

**Q.6 Do you agree or disagree with the following statements?****Base: All respondents****Euthanasia, which permits the deliberate ending of a person's life, should be legal**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1018	92	48	123	89	81	54	84	131	142	94	80
Weighted base	1018	90	46	118	88	96	53	94	129	137	91	77
Agree	609 60%	60 67%	29 62%	70 59%	53 61%	56 58%	22 41%	53 56%	73 57%	89 65%	61 67%	45 58%
Disagree	132 13%	16 18%	6 12%	9 8%	9 10%	14 15%	9 18%	15 16%	22 17%	16 12%	7 8%	9 11%
Refuse to answer	42 4%	3 3%	2 5%	3 3%	1 2%	7 7%	6 11%	3 4%	5 3%	5 4%	4 4%	4 5%
Don't know	234 23%	10 11%	10 21%	36 30%	24 27%	20 21%	16 31%	22 24%	30 23%	27 20%	19 21%	20 26%

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 13

**Q.6 Do you agree or disagree with the following statements?****Base: All respondents****There should be a government funded public information campaign on issues related to death and dying, to help people prepare for their own death**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1018	470	548	92	168	211	178	158	211	321	258	131	308	273	245	260	148	92
Weighted base	1018	489	529	121	161	201	171	151	212	265	295	214	244	267	267	251	144	90
Agree	495 49%	230 47%	265 50%	58 48%	75 46%	103 51%	84 49%	68 45%	108 51%	131 50%	140 48%	101 47%	123 50%	134 50%	126 47%	131 52%	62 43%	43 47%
Disagree	217 21%	105 21%	112 21%	18 15%	36 22%	43 21%	33 19%	36 24%	51 24%	71 27%	60 20%	46 22%	40 16%	59 22%	48 18%	48 19%	37 26%	25 28%
Refuse to answer	33 3%	19 4%	14 3%	8 7%	5 3%	2 1%	5 3%	5 3%	8 4%	7 2%	9 3%	9 4%	8 3%	6 2%	10 4%	6 2%	7 5%	3 3%
Don't know	273 27%	135 28%	139 26%	36 30%	46 29%	53 26%	50 29%	43 28%	45 21%	56 21%	86 29%	57 27%	73 30%	67 25%	83 31%	67 27%	37 26%	19 21%

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 13

**Q.6 Do you agree or disagree with the following statements?****Base: All respondents****There should be a government funded public information campaign on issues related to death and dying, to help people prepare for their own death**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1018	92	48	123	89	81	54	84	131	142	94	80
Weighted base	1018	90	46	118	88	96	53	94	129	137	91	77
Agree	495 49%	43 47%	27 59%	58 49%	46 52%	43 45%	21 39%	45 48%	63 49%	71 52%	41 45%	37 48%
Disagree	217 21%	25 28%	7 14%	17 14%	24 28%	14 14%	11 20%	21 23%	29 22%	30 22%	26 29%	13 17%
Refuse to answer	33 3%	3 3%	1 3%	3 3%	1 2%	6 7%	6 11%	2 2%	2 2%	4 3%	2 2%	2 2%
Don't know	273 27%	19 21%	11 24%	40 34%	16 19%	33 34%	16 30%	25 27%	35 27%	32 23%	21 24%	25 32%



## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 14

**Q.6 Do you agree or disagree with the following statements?****Base: All respondents****The religious faith I have helps me deal with the death of a loved one or prepare me for my own death**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1018	470	548	92	168	211	178	158	211	321	258	131	308	273	245	260	148	92
Weighted base	1018	489	529	121	161	201	171	151	212	265	295	214	244	267	267	251	144	90
Agree	304 30%	129 26%	175 33%	27 23%	39 24%	63 31%	37 22%	48 32%	90 42%	84 32%	79 27%	60 28%	80 33%	75 28%	75 28%	81 32%	45 31%	29 32%
Disagree	383 38%	197 40%	186 35%	37 31%	67 42%	79 39%	72 42%	59 39%	69 33%	110 42%	109 37%	75 35%	88 36%	104 39%	100 38%	90 36%	51 36%	37 41%
Refuse to answer	73 7%	37 8%	36 7%	13 11%	12 7%	12 6%	13 8%	10 6%	12 6%	16 6%	20 7%	19 9%	17 7%	11 4%	18 7%	17 7%	16 11%	10 11%
Don't know	259 25%	126 26%	132 25%	43 36%	43 27%	47 23%	49 29%	35 23%	41 19%	54 20%	86 29%	60 28%	58 24%	77 29%	74 28%	63 25%	32 22%	14 16%

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 14

**Q.6 Do you agree or disagree with the following statements?****Base: All respondents****The religious faith I have helps me deal with the death of a loved one or prepare me for my own death**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1018	92	48	123	89	81	54	84	131	142	94	80
Weighted base	1018	90	46	118	88	96	53	94	129	137	91	77
Agree	304 30%	29 32%	16 34%	41 35%	24 28%	23 24%	22 42%	30 32%	34 26%	41 30%	22 24%	21 27%
Disagree	383 38%	37 41%	14 31%	42 36%	34 39%	29 30%	15 29%	36 38%	52 40%	52 38%	36 40%	36 46%
Refuse to answer	73 7%	10 11%	4 8%	8 7%	6 7%	11 12%	9 16%	4 4%	5 4%	6 5%	7 8%	4 5%
Don't know	259 25%	14 16%	12 27%	27 23%	24 27%	33 34%	6 12%	24 26%	38 30%	38 28%	25 28%	17 22%

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 15

**Q.6 Do you agree or disagree with the following statements?****Base: All respondents****I believe that organ donation in the event of a person's death should be compulsory unless they opt out**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1018	470	548	92	168	211	178	158	211	321	258	131	308	273	245	260	148	92
Weighted base	1018	489	529	121	161	201	171	151	212	265	295	214	244	267	267	251	144	90
Agree	531 52%	252 52%	279 53%	44 37%	88 54%	110 55%	95 56%	78 52%	115 54%	146 55%	164 56%	101 47%	120 49%	139 52%	122 46%	138 55%	77 53%	55 62%
Disagree	298 29%	152 31%	145 27%	47 39%	43 27%	60 30%	43 25%	45 30%	60 28%	79 30%	69 23%	67 31%	83 34%	80 30%	89 33%	68 27%	38 26%	23 26%
Refuse to answer	40 4%	22 5%	18 3%	9 8%	7 4%	5 2%	6 3%	5 3%	8 4%	7 2%	10 3%	11 5%	13 5%	6 2%	11 4%	8 3%	12 8%	3 3%
Don't know	149 15%	62 13%	87 16%	20 17%	24 15%	27 13%	27 16%	22 15%	29 14%	33 13%	52 18%	35 16%	29 12%	42 16%	45 17%	37 15%	17 12%	8 9%

## Death Survey

### ONLINE Fieldwork : 24th - 26th April 2009

Absolutes/col percents

Table 15

**Q.6 Do you agree or disagree with the following statements?****Base: All respondents****I believe that organ donation in the event of a person's death should be compulsory unless they opt out**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1018	92	48	123	89	81	54	84	131	142	94	80
Weighted base	1018	90	46	118	88	96	53	94	129	137	91	77
Agree	531 52%	55 62%	27 60%	63 53%	48 55%	43 44%	26 49%	38 40%	63 49%	76 55%	51 56%	42 55%
Disagree	298 29%	23 26%	12 26%	30 26%	26 30%	33 35%	12 23%	32 34%	45 34%	35 26%	25 28%	23 30%
Refuse to answer	40 4%	3 3%	1 3%	4 3%	3 3%	7 7%	6 12%	2 2%	3 2%	3 2%	6 7%	3 3%
Don't know	149 15%	8 9%	5 11%	21 18%	11 13%	13 14%	8 16%	22 23%	19 14%	24 17%	8 9%	9 12%