Independent Age – Conversations about Care

METHODOLOGY NOTE

ComRes interviewed 2,066 British adults online – including 116 aged 75+ – between the 13th and 14th April 2016. Data were weighted to be nationally representative of British adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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To commission a voting intention poll or a public opinion survey please contact Katharine Peacock:

katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 1
Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation?
Summary Table
Base: All respondents

	Topics						
	Who will care for me .../ Where I would like to live/ Preferences for end of life (NET)	Who will care for me when I'm older if I need it	Where I would like to live if I can no longer live at home	Who would make decisions on my behalf, for example about finances, if I cannot make these myself	My preferences for end of life care	How I would pay for any care needs I may have in the future	What I would like to include in my will
Unweighted base	2066	2066	2066	2066	2066	2066	2066
Weighted base	2066	2066	2066	2066	2066	2066	2066
I have discussed this with my family on a number of occasions	360 17%	202 10%	206 10%	268 13%	219 11%	154 7%	317 15%
I have discussed this with my family once	322 16%	216 10%	195 9%	294 14%	252 12%	211 10%	359 17%
I have never discussed this with my family but I am planning to	696 34%	718 35%	733 35%	735 36%	728 35%	724 35%	563 27%
I have never discussed this with my family and I do not intend to	512 25%	675 33%	653 32%	523 25%	611 30%	680 33%	532 26%
Not applicable	91 4%	136 7%	139 7%	130 6%	143 7%	138 7%	203 10%
Don't know/cannot remember	84 4%	119 6%	141 7%	116 6%	112 5%	158 8%	92 4%
NET: Discussed	683 33%	418 20%	401 19%	562 27%	472 23%	365 18%	676 33%
NET: Not discussed	1208 58%	1393 67%	1386 67%	1258 61%	1339 65%	1404 68%	1095 53%

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Conversations About Care Survey
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Absolutes/col percents

Table 2
Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic,
which statement best represents your own situation?
Who will care for me .../Where I would like to live/ Preferences for end of life (NET)
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
I have discussed this with my family on a number of occasions	360 17%	160 16%	200 19%	43 18%	47 13%	48 14%	59 16%	55 19%	83 23%DEF	26 27%cDEFg	109 23%DEF	105 19%	94 17%	74 16%	88 18%	40 16%	141 15%
I have discussed this with my family once	322 16%	134 13%	189 18%A	33 14%	60 17%	40 12%	59 16%	48 16%	67 18%E	16 17%	83 18%E	100 18%	80 14%	68 15%	75 15%	45 18%	138 15%
I have never discussed this with my family but I am planning to	696 34%	340 34%	356 34%	65 27%	125 35%c	125 37%C	124 34%	104 35%c	123 34%	30 31%	153 33%	206 37%N	194 35%	146 32%	150 30%	95 37%	317 35%
I have never discussed this with my family and I do not intend to	512 25%	279 28%B	233 22%	63 26%	89 25%	97 29%HJ	91 25%	73 25%	78 21%	21 22%	99 21%	109 20%	137 25%k	130 29%K	136 27%K	61 24%	241 26%
Not applicable	91 4%	46 5%	45 4%	22 9%EfGHIJ	21 6%HIJ	12 3%	18 5%hiJ	10 3%	8 2%	1 1%	9 2%	20 4%	30 5%m	12 3%	28 6%m	7 3%	35 4%
Don't know/cannot remember	84 4%	47 5%	37 3%	13 6%gHJ	17 5%hj	18 5%gHJ	18 5%Hj	7 2%	7 2%	3 4%	11 2%	15 3%	21 4%	22 5%	26 5%k	7 3%	41 5%
NET: Discussed	683 33%	294 29%	389 37%A	76 32%	107 30%	88 26%	118 32%	103 35%E	150 41%CDEF	42 43%CDEF	192 41%CDEFg	205 37%l	173 31%	142 31%	163 32%	84 33%	280 31%
NET: Not discussed	1208 58%	619 62%B	589 56%	129 54%	213 60%	221 65%CfHIJ	215 58%	177 60%	201 55%	51 52%	252 54%	315 57%	331 60%	275 61%	287 57%	157 61%	558 61%

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 3
Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic,
which statement best represents your own situation?
Who will care for me .../Where I would like to live/ Preferences for end of life (NET)
Base: All respondents

| | | | | | | Region | | | | | | | | | Do you have any children aged 18 or under? | | | | | | | |
| | | | | | | | Yorkshire & Humbersi | | | | | | | No child-ren aged 18 or | | NET: | NET: Any | Any aged | Any aged | Any aged | Any aged |
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	de (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	under (p)	NET: Yes (q)	Under 16 (r)	5-18 (s)	under 5 (t)	5-10 (u)	11-15 (v)	16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
I have discussed this with my family on a number of occasions	360 17%	36 20%j	19 18%	305 17%	17 20%	37 15%	33 19%	31 17%	31 21%j	25 12%	53 20%j	44 15%	33 18%	253 17%	105 18%	91 18%	85 18%	42 19%	46 19%	40 19%	23 17%
I have discussed this with my family once	322 16%	39 22%DBL	12 11%	272 15%	11 13%	38 16%	30 17%	29 15%	26 17%	29 15%	42 15%	40 14%	27 15%	228 15%	94 16%	81 16%	72 16%	38 17%	40 16%	28 13%	20 14%
I have never discussed this with my family but I am planning to	696 34%	49 27%	37 35%	610 34%a	21 24%	80 34%	57 33%	65 35%e	53 35%	63 32%	101 37%AE	110 38%AE	58 32%	469 32%	224 39%P	196 39%P	179 39%P	84 38%	91 37%	88 41%P	60 44%P
I have never discussed this with my family and I do not intend to	512 25%	47 26%k	28 27%	437 25%	29 34%HIKl	67 28%iK	44 25%	39 21%	30 20%	61 30%hiK	50 18%	69 24%	48 26%k	381 26%	129 22%	112 22%	106 23%	47 21%	59 24%	48 23%	29 21%
Not applicable	91 4%	7 4%	5 5%	79 4%	7 8%	8 3%	6 3%	11 6%	5 3%	10 5%	10 4%	12 4%	11 6%	80 5%QRSuVw	11 2%	10 2%	9 2%	7 3%	5 2%	3 2%	1 1%
Don't know/cannot remember	84 4%	2 1%	4 4%	77 4%A	1 1%	6 3%	5 3%	11 6%A	7 5%a	12 6%A	16 6%A	15 5%A	5 3%	67 5%	17 3%	15 3%	12 3%	5 2%	6 2%	5 2%	3 2%
NET: Discussed	683 33%	75 42%DbfhJL	30 29%	578 32%	29 33%	75 32%	63 36%j	60 32%	58 38%jl	54 27%	95 35%	84 29%	60 33%	481 33%	199 34%	171 34%	157 34%	80 36%	86 35%	68 32%	43 31%
NET: Not discussed	1208 58%	96 53%	66 62%	1047 59%	50 58%	148 62%a	102 58%	104 56%	83 55%	124 62%	151 55%	179 62%a	106 58%	850 58%	353 61%	308 61%	286 62%	132 59%	150 61%	135 64%	89 65%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 4
Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic,
which statement best represents your own situation?
Summary: Who will care for me .../Where I would like to live/ Preferences for end of life: Discussed (Net)
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Who will care for me when I'm older if I need it	418 20%	190 19%	229 22%	29 12%	61 17%	52 15%	69 19%C	65 22%Ce	107 29%CDEFG	35 36%CDEFG	142 31%CDEFG	133 24%L	94 17%	88 19%	103 20%	41 16%	168 18%
Where I would like to live if I can no longer live at home	401 19%	168 17%	233 22%A	59 25%DEf	58 16%	52 15%	65 18%	57 19%	87 24%DEF	23 24%dE	110 24%DEF	120 22%	104 19%	77 17%	100 20%	46 18%	168 18%
My preferences for end of life care	472 23%	215 21%	257 24%	40 17%	77 22%	64 19%	82 22%	77 26%Ce	105 29%CdEf	26 27%C	131 28%CdEf	140 25%n	126 23%	103 23%	103 20%	62 24%	195 21%
NET: "Discussed" for all of them	214 10%	98 10%	116 11%	16 6%	33 9%	27 8%	36 10%	36 12%C	49 13%CE	16 17%CDEF	65 14%CdEf	66 12%	55 10%	39 9%	54 11%	19 8%	93 10%

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

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 5
Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation?
Summary: Who will care for me .../Where I would like to live/ Preferences for end of life: Discussed (Net)
Base: All respondents

				Region											Do you have any children aged 18 or under?						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Who will care for me when I'm older if I need it	418 20%	51 28%DfhJL M	23 22%J	344 19%	20 23%J	47 20%J	40 23%J	36 19%j	42 27%JLM	23 12%	59 22%J	49 17%	29 16%	284 19%	132 23%	115 23%	107 23%	56 25%p	59 24%	47 22%	26 19%
Where I would like to live if I can no longer live at home	401 19%	40 22%fJ	23 22%j	338 19%	18 21%j	35 15%	37 21%J	33 18%	42 27%FhJIM	25 12%	64 23%FJ	53 18%	30 17%	276 19%	122 21%	105 21%	99 21%	47 21%	55 22%	44 21%	22 16%
My preferences for end of life care	472 23%	48 27%j	21 20%	403 23%	24 27%	51 22%	42 24%	41 22%	38 25%	36 18%	64 24%	64 22%	45 25%	328 22%	141 24%	120 24%	108 23%	60 27%	57 23%	49 23%	34 25%
NET: "Discussed" for all of them	214 10%	22 12%J	15 14%Jm	177 10%	12 14%Jm	19 8%	20 11%j	15 8%	23 15%fhJM	11 6%	33 12%J	30 10%	13 7%	143 10%	69 12%	60 12%	54 12%	30 13%	30 12%	25 12%	14 10%

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Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 6
Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic,
which statement best represents your own situation?
Summary: Who will care for me .../Where I would like to live/ Preferences for end of life: Not discussed (Net)
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri- vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Who will care for me when I'm older if I need it	1393 67%	685 68%	708 67%	163 68%Ij	238 66%I	250 74%dHIJ	255 69%hIJ	205 69%IJ	231 63%ij	51 53%	282 61%i	363 65%	387 70%n	320 71%n	323 64%	190 74%	646 71%
Where I would like to live if I can no longer live at home	1386 67%	703 70%B	683 64%	139 58%	246 69%C	245 72%Clj	243 66%c	208 70%C	245 67%C	59 61%	304 66%c	374 67%n	378 68%N	326 72%N	308 61%	187 73%	628 69%
My preferences for end of life care	1339 65%	661 66%	677 64%	155 65%	228 64%	237 70%hiJ	241 65%	188 63%	232 63%	57 59%	289 62%	354 64%	363 65%	305 68%	316 63%	174 68%	611 67%
NET: "Not discussed" for all of them	1077 52%	555 55%B	521 49%	113 47%	187 52%	205 60%CdFgHIJ	191 52%	156 52%	181 49%	45 46%	226 49%	283 51%	299 54%n	256 57%N	239 47%	144 56%	505 55%

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

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 7
Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic,
which statement best represents your own situation?
Summary: Who will care for me .../Where I would like to live/ Preferences for end of life: Not discussed (Net)
Base: All respondents

							Region									Do you have any children aged 18 or under?						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Who will care for me when I'm older if I need it	1393 67%	112 63%	70 66%	1211 68%	55 64%	170 72%alk	120 68%	121 65%	92 60%	145 73%alk	172 63%	207 71%alk	128 71%i	979 66%	407 70%	353 70%	327 71%	148 66%	174 70%	151 71%	104 76%P
Where I would like to live if I can no longer live at home	1386 67%	114 64%	69 65%	1203 68%	57 65%	172 73%alK	123 70%i	123 66%	92 60%	141 70%i	170 62%	199 69%	126 69%	973 66%	407 70%	354 70%	324 70%	159 71%	171 69%	148 70%	101 74%
My preferences for end of life care	1339 65%	114 63%	74 70%	1151 65%	51 58%	165 70%e	116 66%	119 64%	94 61%	137 68%	171 63%	183 63%	115 63%	931 63%	401 69%P	351 70%P	328 71%P	148 66%	176 71%P	153 72%P	96 70%
NET: "Not discussed" for all of them	1077 52%	86 48%	60 57%	930 52%	43 50%	134 56%k	95 54%	94 51%	75 49%	107 54%	130 48%	154 53%	97 53%	743 50%	328 57%P	286 57%P	266 57%P	123 55%	139 56%	125 59%P	83 61%P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 8
Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic,
which statement best represents your own situation?
Who will care for me when I'm older if I need it
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
I have discussed this with my family on a number of occasions	202 10%	96 10%	106 10%	12 5%	25 7%	27 8%	30 8%	32 11%C	56 15%CDEF	20 21%CDEFG	77 17%CDEFG	64 12%m	49 9%	33 7%	56 11%	13 5%	82 9%o
I have discussed this with my family once	216 10%	93 9%	123 12%	17 7%	36 10%	25 7%	40 11%	33 11%	51 14%CE	14 15%CE	66 14%CE	69 12%L	46 8%	55 12%l	47 9%	28 11%	86 9%
I have never discussed this with my family but I am planning to	718 35%	324 32%	393 37%A	75 31%	134 37%lj	131 39%hIJ	131 36%ij	107 36%i	114 31%	24 25%	139 30%	213 38%N	200 36%N	159 35%n	147 29%	108 42%	338 37%
I have never discussed this with my family and I do not intend to	675 33%	360 36%B	314 30%	88 37%d	104 29%	119 35%	124 34%	98 33%	116 32%	27 27%	143 31%	151 27%	187 34%K	161 36%K	176 35%K	81 32%	308 34%
Not applicable	136 7%	66 7%	70 7%	32 13%EFGHIJ	37 10%EfGHIJ	15 4%	21 6%	14 5%	13 4%	2 2%	16 3%	33 6%	42 8%M	16 4%	44 9%M	12 5%	51 6%
Don't know/cannot remember	119 6%	66 7%	54 5%	16 7%	21 6%	23 7%	23 6%	14 5%	15 4%	8 9%hj	23 5%h	26 5%	32 6%	26 6%	35 7%	13 5%	49 5%
NET: Discussed	418 20%	190 19%	229 22%	29 12%	61 17%	52 15%	69 19%C	65 22%Ce	107 29%CDEFG	35 36%CDEFG	142 31%CDEFG	133 24%L	94 17%	88 19%	103 20%	41 16%	168 18%
NET: Not discussed	1393 67%	685 68%	708 67%	163 68%lj	238 66%I	250 74%dHIJ	255 69%hIJ	205 69%IJ	231 63%ij	51 53%	282 61%i	363 65%	387 70%n	320 71%n	323 64%	190 74%	646 71%

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

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 9
Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic,
which statement best represents your own situation?
Who will care for me when I'm older if I need it
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
							Region								Do you have any children aged 18 or under?						
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
I have discussed this with my family on a number of occasions	202 10%	20 11%	14 13%hj	168 9%	12 14%hj	19 8%	19 11%	12 7%	20 13%hjl	13 7%	31 11%	22 8%	21 12%	141 10%	60 10%	53 11%	49 11%	24 11%	28 11%	25 12%	14 10%
I have discussed this with my family once	216 10%	31 17%DbJkLM	9 8%	176 10%	8 9%	28 12%JM	21 12%JM	24 13%JM	22 14%JM	10 5%	28 10%jM	27 9%m	8 4%	143 10%	72 12%	62 12%	58 13%	32 14%p	31 12%	23 11%	12 9%
I have never discussed this with my family but I am planning to	718 35%	47 26%	38 36%	633 36%A	23 26%	84 35%a	56 32%	71 38%Ae	46 30%	68 34%	106 39%Ae	112 39%Ae	68 37%Ae	468 32%	249 43%P	218 43%P	195 42%P	92 41%P	100 41%P	96 45%P	64 47%P
I have never discussed this with my family and I do not intend to	675 33%	66 37%hK	32 30%	577 32%	33 38%K	86 36%hK	64 37%hK	50 27%	46 30%	77 38%HK	66 24%	95 33%k	60 33%k	511 35%QRSTV?	159 27%	135 27%	132 28%	56 25%	73 30%	55 26%	40 29%
Not applicable	136 7%	10 5%	6 6%	120 7%	10 11%Fgi	9 4%	8 5%	16 9%f	7 4%	13 6%	22 8%f	21 7%	14 8%	114 8%QRSUVW	21 4%	20 4%	13 3%	13 6%w	7 3%	5 3%	1 1%
Don't know/cannot remember	119 6%	6 4%	7 6%	106 6%	2 2%	11 5%	8 4%	12 6%	12 8%	19 10%Aefgl	19 7%	13 4%	10 6%	100 7%QRStu	20 3%	16 3%	15 3%	6 3%	8 3%	8 4%	5 4%
NET: Discussed	418 20%	51 28%DfhJLM	23 22%J	344 19%	20 23%J	47 20%J	40 23%J	36 19%j	42 27%JLM	23 12%	59 22%J	49 17%	29 16%	284 19%	132 23%	115 23%	107 23%	56 25%p	59 24%	47 22%	26 19%
NET: Not discussed	1393 67%	112 63%	70 66%	1211 68%	55 64%	170 72%alk	120 68%	121 65%	92 60%	145 73%alk	172 63%	207 71%alk	128 71%i	979 66%	407 70%	353 70%	327 71%	148 66%	174 70%	151 71%	104 76%P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 10
Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic,
which statement best represents your own situation?
Where I would like to live if I can no longer live at home
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri- vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
I have discussed this with my family on a number of occasions	206 10%	87 9%	119 11%a	33 14%dEF	29 8%	22 6%	29 8%	32 11%e	49 14%DEF	12 13%E	62 13%DEF	63 11%	53 10%	38 8%	51 10%	24 9%	79 9%
I have discussed this with my family once	195 9%	81 8%	114 11%a	27 11%	29 8%	30 9%	36 10%	25 8%	38 10%	11 11%	49 10%	57 10%	51 9%	39 9%	49 10%	22 9%	89 10%
I have never discussed this with my family but I am planning to	733 35%	349 35%	385 36%	67 28%	130 36%c	129 38%C	125 34%	112 38%C	138 38%C	32 33%	170 37%C	232 42%LmN	194 35%	157 35%	150 30%	114 45%P	308 34%
I have never discussed this with my family and I do not intend to	653 32%	355 35%B	298 28%	72 30%	116 33%	117 34%	118 32%	96 32%	106 29%	27 28%	134 29%	142 26%	184 33%K	169 38%K	158 31%K	73 29%	320 35%
Not applicable	139 7%	68 7%	71 7%	29 12%EFGHiJ	32 9%HJ	18 5%	23 6%	16 5%	15 4%	5 6%	21 4%	34 6%m	38 7%M	14 3%	52 10%KIM	13 5%	56 6%
Don't know/cannot remember	141 7%	67 7%	74 7%	13 5%	22 6%	24 7%	37 10%cgHJ	17 6%	20 5%	9 9%	28 6%	28 5%	36 6%	33 7%	44 9%K	10 4%	63 7%
NET: Discussed	401 19%	168 17%	233 22%A	59 25%DEf	58 16%	52 15%	65 18%	57 19%	87 24%DEF	23 24%dE	110 24%DEF	120 22%	104 19%	77 17%	100 20%	46 18%	168 18%
NET: Not discussed	1386 67%	703 70%B	683 64%	139 58%	246 69%C	245 72%CIj	243 66%c	208 70%C	245 67%C	59 61%	304 66%c	374 67%n	378 68%N	326 72%N	308 61%	187 73%	628 69%

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 11
**Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic,
which statement best represents your own situation?**
Where I would like to live if I can no longer live at home
Base: All respondents

| | Total | Region | | | | | | | | | | | | Do you have any children aged 18 or under? | | | | | | | |
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
I have discussed this with my family on a number of occasions	206 10%	16 9%	15 15%J	174 10%	12 14%J	20 9%	17 10%j	18 10%j	21 14%J	9 5%	31 11%J	29 10%j	16 9%	147 10%	56 10%	49 10%	45 10%	22 10%	29 12%	17 8%	12 9%
I have discussed this with my family once	195 9%	24 13%dF	8 7%	164 9%	6 7%	15 6%	20 11%	16 8%	20 13%F	15 8%	33 12%F	24 8%	14 8%	128 9%	66 11%	57 11%	54 12%	26 11%	27 11%	27 13%	11 8%
I have never discussed this with my family but I am planning to	733 35%	47 26%	36 34%	649 36%A	23 27%	97 41%AE	63 36%a	71 38%A	56 36%a	69 34%	93 34%	112 39%Ae	65 36%a	492 33%	238 41%P	210 42%P	193 42%P	87 39%	101 41%p	94 44%P	60 44%P
I have never discussed this with my family and I do not intend to	653 32%	67 37%hIk	33 31%	553 31%	33 38%I	75 32%	60 34%i	52 28%	36 24%	72 36%I	77 28%	87 30%	61 33%i	481 33%v	169 29%	144 29%	131 28%	72 32%	70 28%	53 25%	40 29%
Not applicable	139 7%	15 8%	6 5%	118 7%	8 9%	16 7%	8 4%	16 9%	7 4%	17 8%	16 6%	17 6%	15 8%	114 8%QRSW	24 4%	22 4%	19 4%	12 5%	13 5%	9 4%	3 2%
Don't know/cannot remember	141 7%	10 6%	8 8%	123 7%	4 5%	14 6%	8 5%	14 7%	12 8%	18 9%	22 8%	19 7%	11 6%	114 8%QRsTU	27 5%	22 4%	22 5%	6 3%	8 3%	12 5%	11 8%tu
NET: Discussed	401 19%	40 22%fJ	23 22%j	338 19%	18 21%j	35 15%	37 21%J	33 18%	42 27%FhJIM	25 12%	64 23%FJ	53 18%	30 17%	276 19%	122 21%	105 21%	99 21%	47 21%	55 22%	44 21%	22 16%
NET: Not discussed	1386 67%	114 64%	69 65%	1203 68%	57 65%	172 73%aIK	123 70%i	123 66%	92 60%	141 70%i	170 62%	199 69%	126 69%	973 66%	407 70%	354 70%	324 70%	159 71%	171 69%	148 70%	101 74%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 12
Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic,
which statement best represents your own situation?
Who would make decisions on my behalf, for example about finances, if I cannot make these myself
Base: All respondents

| | | Gender | | | | | Age | | | | | | Social Grade | | | | Employment Sector | |
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
I have discussed this with my family on a number of occasions	268 13%	133 13%	135 13%	16 7%	29 8%	27 8%	50 14%CDE	41 14%CDE	75 20%CDEFG	29 30%CDEFGHJ	104 22%CDEFGh	89 16%Mn	76 14%m	43 10%	60 12%	28 11%	103 11%
I have discussed this with my family once	294 14%	134 13%	160 15%	27 11%	56 16%	37 11%	47 13%	41 14%	66 18%CEf	20 21%CEf	86 19%CEF	93 17%I	70 13%	60 13%	71 14%	33 13%	127 14%
I have never discussed this with my family but I am planning to	735 36%	336 33%	399 38%a	78 32%	134 37%I	137 40%cfIj	123 33%	109 36%I	129 35%ij	25 25%	154 33%i	207 37%N	200 36%	172 38%n	156 31%	107 42%	330 36%
I have never discussed this with my family and I do not intend to	523 25%	278 28%B	245 23%	77 32%dHIJ	86 24%ij	101 30%HIJ	99 27%HIJ	75 25%hIJ	71 19%	15 15%	86 18%	108 20%	146 26%K	131 29%K	138 27%K	62 24%	257 28%
Not applicable	130 6%	64 6%	66 6%	28 11%EFGHIJ	31 9%ehiJ	15 4%	21 6%	16 5%	17 5%	3 3%	20 4%	30 5%	33 6%	19 4%	47 9%KIM	12 5%	41 4%
Don't know/cannot remember	116 6%	62 6%	54 5%	15 6%Hj	22 6%Hj	22 6%HJ	28 8%HJ	16 5%h	9 2%	5 5%	14 3%	28 5%	31 6%	25 6%	32 6%	12 5%	58 6%
NET: Discussed	562 27%	267 26%	296 28%	43 18%	85 24%	65 19%	98 27%CE	83 28%CE	141 38%CDEFG	49 51%CDEFGHJ	190 41%CDEFGH	182 33%LMN	146 26%	103 23%	131 26%	62 24%	229 25%
NET: Not discussed	1258 61%	614 61%	644 61%	155 64%HIJ	220 62%IJ	238 70%DFGHIJ	222 60%IJ	184 62%hIJ	200 55%IJ	39 41%	239 52%I	315 57%	345 62%k	303 67%KN	294 58%	170 67%	587 64%

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 13
Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic,
which statement best represents your own situation?
Who would make decisions on my behalf, for example about finances, if I cannot make these myself
Base: All respondents

							Region								Do you have any children aged 18 or under?							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
I have discussed this with my family on a number of occasions	268 13%	28 16%	17 16%	223 13%	12 14%	23 10%	22 13%	23 12%	24 16%f	24 12%	36 13%	34 12%	25 14%	196 13%	72 12%	62 12%	62 13%	23 10%	32 13%	32 15%	20 15%
I have discussed this with my family once	294 14%	32 18%	10 10%	252 14%	10 11%	35 15%	37 21%BeHiJ Lm	22 12%	19 13%	25 13%	44 16%	34 12%	24 13%	193 13%	101 17%P	87 17%P	75 16%	47 21%P	41 17%	32 15%	19 14%
I have never discussed this with my family but I am planning to	735 36%	52 29%	36 34%	647 36%a	25 28%	90 38%a	55 31%	71 38%a	57 37%	73 36%	98 36%	115 40%Aeg	65 36%	506 34%	226 39%p	201 40%p	181 39%	87 39%	97 39%	83 39%	54 40%
I have never discussed this with my family and I do not intend to	523 25%	50 28%	31 30%	442 25%	30 35%hIklm	64 27%	45 26%	44 24%	30 20%	51 25%	63 23%	71 24%	44 24%	378 26%	141 24%	120 24%	117 25%	50 22%	63 25%	53 25%	36 26%
Not applicable	130 6%	11 6%	5 5%	113 6%	8 9%	15 6%	8 5%	14 8%	8 5%	12 6%	16 6%	17 6%	15 8%	109 7%QRSUVW%	20 4%S	19 2%	11 6%uw	13 3%	7 3%	6 3%	1 1%
Don't know/cannot remember	116 6%	6 3%	6 6%	104 6%	2 3%	11 5%	8 5%	12 6%	14 9%Ae	16 8%a	15 5%	18 6%	8 5%	95 6%QRsTuv	20 4%	16 3%	17 4%	4 2%	7 3%	6 3%	6 4%
NET: Discussed	562 27%	60 33%dfhjL	28 26%	475 27%	21 25%	58 24%	59 34%fhjL	45 24%	44 29%	49 24%	80 30%	68 24%	50 27%	389 26%	172 30%	149 30%	137 30%	70 31%	74 30%	63 30%	39 29%
NET: Not discussed	1258 61%	102 57%	67 63%	1089 61%	55 63%	154 65%	100 57%	115 62%	87 57%	123 62%	161 59%	186 64%	109 60%	884 60%	367 63%	321 64%	298 64%	137 61%	160 65%	137 65%	90 66%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
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Table 14
Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic,
which statement best represents your own situation?
My preferences for end of life care
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
I have discussed this with my family on a number of occasions	219 11%	102 10%	117 11%	18 8%	22 6%	31 9%	38 10%d	48 16%CDEF	48 13%cD	15 15%CDe	63 14%CDe	66 12%	54 10%	52 11%	48 9%	24 9%	90 10%
I have discussed this with my family once	252 12%	112 11%	140 13%	22 9%	55 16%ceg	34 10%	44 12%	29 10%	57 16%CEG	11 11%	68 15%Ceg	73 13%	72 13%	51 11%	55 11%	38 15%	105 11%
I have never discussed this with my family but I am planning to	728 35%	329 33%	399 38%A	73 30%	133 37%	126 37%	131 35%	102 34%	136 37%	28 29%	164 35%	218 39%N	196 35%	161 36%	152 30%	97 38%	330 36%
I have never discussed this with my family and I do not intend to	611 30%	332 33%B	279 26%	82 34%dHj	96 27%	111 33%h	110 30%	87 29%	95 26%	29 30%	125 27%	136 24%	167 30%K	144 32%K	164 32%K	77 30%	280 31%
Not applicable	143 7%	74 7%	69 7%	32 14%EFGHIJ	31 9%ehj	16 5%	20 5%	20 7%	18 5%	6 6%	24 5%	38 7%m	39 7%m	17 4%	50 10%kM	10 4%	58 6%
Don't know/cannot remember	112 5%	57 6%	56 5%	12 5%	21 6%	22 7%h	26 7%Hj	12 4%	12 3%	8 8%HJ	19 4%H	24 4%	28 5%	26 6%	35 7%k	10 4%	50 6%
NET: Discussed	472 23%	215 21%	257 24%	40 17%	77 22%	64 19%	82 22%	77 26%Ce	105 29%CdEf	26 27%C	131 28%CdEf	140 25%n	126 23%	103 23%	103 20%	62 24%	195 21%
NET: Not discussed	1339 65%	661 66%	677 64%	155 65%	228 64%	237 70%hiJ	241 65%	188 63%	232 63%	57 59%	289 62%	354 64%	363 65%	305 68%	316 63%	174 68%	611 67%

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 15
Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic,
which statement best represents your own situation?
My preferences for end of life care
Base: All respondents

							Region									Do you have any children aged 18 or under?						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
I have discussed this with my family on a number of occasions	219 11%	20 11%	15 14%j	185 10%	11 12%	25 11%	16 9%	18 10%	16 11%	14 7%	29 11%	35 12%	20 11%	160 11%	58 10%	49 10%	51 11%	21 9%	26 10%	27 13%	17 12%
I have discussed this with my family once	252 12%	28 16%B	6 6%	218 12%b	13 15%b	26 11%	26 15%B	22 12%	21 14%b	22 11%	35 13%b	29 10%	24 13%b	168 11%	83 14%	72 14%	57 12%	39 18%Pv	31 13%	22 10%	17 12%
I have never discussed this with my family but I am planning to	728 35%	59 33%E	38 36%E	631 35%	17 20%	84 35%E	64 36%E	72 39%Ej	62 41%Ej	59 29%	110 40%EJ	102 35%E	60 33%E	476 32%	248 43%P	218 43%P	202 44%P	95 42%P	108 44%P	92 43%P	60 44%P
I have never discussed this with my family and I do not intend to	611 30%	54 30%ik	36 34%IK	521 29%	33 38%HIK	81 34%hIK	53 30%i	47 25%	32 21%	78 39%HIKL	61 22%	82 28%	55 30%ik	455 31%qt	153 26%	132 26%	126 27%	54 24%	68 27%	62 29%	36 26%
Not applicable	143 7%	14 8%	5 5%	124 7%	8 9%	11 4%	9 5%	14 8%	13 9%	12 6%	18 7%	23 8%	17 9%f	121 8%QRSUVW%	22 4%	19 3%	14 3%	12 5%	8 3%	4 2%	3 2%
Don't know/cannot remember	112 5%	4 2%	6 5%	102 6%a	5 6%	10 4%	9 5%	12 6%a	8 5%	15 8%Am	19 7%am	19 7%a	5 3%	96 6%QRSTuV3%	17 3%	14 3%	13 3%	4 2%	7 3%	5 2%	4 3%
NET: Discussed	472 23%	48 27%j	21 20%	403 23%	24 27%	51 22%	42 24%	41 22%	38 25%	36 18%	64 24%	64 22%	45 25%	328 22%	141 24%	120 24%	108 23%	60 27%	57 23%	49 23%	34 25%
NET: Not discussed	1339 65%	114 63%	74 70%	1151 65%	51 58%	165 70%e	116 66%	119 64%	94 61%	137 68%	171 63%	183 63%	115 63%	931 63%	401 69%P	351 70%P	328 71%P	148 66%	176 71%P	153 72%P	96 70%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 16
Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic,
which statement best represents your own situation?
How I would pay for any care needs I may have in the future
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
I have discussed this with my family on a number of occasions	154 7%	84 8%	70 7%	12 5%	25 7%	18 5%	18 5%	28 10%ceF	38 10%CEF	15 16%CDEFg	53 12%CdEF	55 10%lN	37 7%	36 8%	26 5%	13 5%	68 7%
I have discussed this with my family once	211 10%	98 10%	113 11%	25 11%	41 11%	30 9%	35 9%	23 8%	46 13%G	11 12%	58 12%G	69 12%m	54 10%	38 8%	50 10%	28 11%	92 10%
I have never discussed this with my family but I am planning to	724 35%	320 32%	405 38%A	70 29%	127 35%	136 40%CIj	132 36%	104 35%	128 35%	27 27%	155 33%	222 40%LN	190 34%	164 36%n	148 29%	111 44%P	323 35%
I have never discussed this with my family and I do not intend to	680 33%	362 36%B	318 30%	90 38%hiJ	108 30%	108 32%	128 35%	110 37%ij	111 30%	26 27%	137 30%	142 26%	192 35%K	162 36%K	184 37%K	78 31%	320 35%
Not applicable	138 7%	69 7%	70 7%	29 12%EFGHIJ	32 9%GhJ	18 5%	24 6%	13 4%	19 5%	4 4%	23 5%	32 6%	42 8%M	16 3%	49 10%KM	9 3%	54 6%
Don't know/cannot remember	158 8%	75 7%	83 8%	14 6%	26 7%	28 8%	33 9%	20 7%	24 6%	14 14%CDeGHJ	37 8%H	35 6%	41 7%	35 8%	47 9%k	17 6%	57 6%
NET: Discussed	365 18%	182 18%	184 17%	37 16%	65 18%	48 14%	52 14%	51 17%	84 23%CEFg	27 27%CdEFG	111 24%CdEFG	124 22%LMN	91 16%	74 16%	76 15%	41 16%	160 18%
NET: Not discussed	1404 68%	681 68%	723 68%	160 67%I	234 65%i	245 72%hIJ	260 71%IJ	214 72%IJ	239 65%Ij	52 54%	292 63%I	365 66%	382 69%	326 72%kn	332 66%	189 74%	643 70%

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 17
Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic,
which statement best represents your own situation?
How I would pay for any care needs I may have in the future
Base: All respondents

								Region									Do you have any children aged 18 or under?				
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child-ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
I have discussed this with my family on a number of occasions	154 7%	12 7%	11 10%j	131 7%	8 9%	16 7%	17 9%j	10 6%	17 11%J	8 4%	22 8%	18 6%	16 9%j	113 8%	41 7%	38 7%	34 7%	15 7%	22 9%	14 7%	7 5%
I have discussed this with my family once	211 10%	23 13%bJ	6 5%	183 10%	6 7%	21 9%	19 11%J	26 14%BJ	17 11%J	9 4%	33 12%J	35 12%J	18 10%j	135 9%	75 13%P	66 13%P	58 13%p	32 14%P	29 12%	25 12%	16 12%
I have never discussed this with my family but I am planning to	724 35%	57 32%	42 40%	625 35%	26 30%	91 38%	64 36%	65 35%	53 34%	73 37%	95 35%	97 33%	60 33%	469 32%	252 43%P	222 44%P	206 44%P	95 42%P	108 44%P	99 47%P	58 42%P
I have never discussed this with my family and I do not intend to	680 33%	64 36%ik	31 30%	585 33%	35 40%hIK	84 35%ik	60 34%	53 29%	39 26%	81 41%HIK	72 27%	95 33%	65 36%ik	516 35%QRStU V	159 27%	132 26%	127 27%	60 27%	67 27%	53 25%	44 32%
Not applicable	138 7%	12 7%	6 5%	120 7%	8 9%	11 5%	9 5%	19 10%fg	9 6%	11 6%	18 7%	20 7%	14 8%	115 8%QRSuW	23 4%	21 4%	17 4%	12 5%	9 4%	9 4%	3 2%
Don't know/cannot remember	158 8%	11 6%	9 9%	138 8%	4 5%	14 6%	8 4%	11 6%	18 12%afGhM	17 9%	32 12%afGhM	25 9%	8 5%	129 9%QRStu	29 5%	26 5%	22 5%	9 4%	12 5%	12 6%	8 6%
NET: Discussed	365 18%	35 19%J	17 16%	314 18%	13 15%	37 16%j	36 20%J	37 20%J	33 22%J	17 9%	55 20%J	52 18%J	34 18%J	248 17%	116 20%	103 21%	93 20%	47 21%	52 21%	39 18%	23 17%
NET: Not discussed	1404 68%	121 68%	74 70%	1210 68%	61 70%	175 74%hIK	124 70%ik	119 64%	92 60%	155 77%aHIKL	168 62%	191 66%	125 69%	985 67%	412 71%	354 70%	333 72%p	155 69%	175 71%	152 72%	102 75%p

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 18
Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic,
which statement best represents your own situation?
What I would like to include in my will
Base: All respondents

| | Total | Gender | | Age | | | | | | | | Social Grade | | | | Employment Sector | |
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri- vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
I have discussed this with my family on a number of occasions	317 15%	138 14%	180 17%a	10 4%	34 9%C	45 13%C	62 17%CD	57 19%CDe	85 23%CDEF	24 25%CDEf	109 24%CDEF	98 18%N	92 17%N	68 15%	60 12%	29 11%	128 14%
I have discussed this with my family once	359 17%	165 16%	194 18%	28 12%	50 14%	49 14%	73 20%Cde	51 17%	88 24%CDEG	20 20%C	108 23%CDEg	107 19%N	109 20%N	71 16%	72 14%	50 20%	137 15%
I have never discussed this with my family but I am planning to	563 27%	280 28%	283 27%	78 32%GHIJ	125 35%FGHIJ	128 38%FGHIJ	97 26%HIJ	65 22%IJ	61 17%	10 10%	71 15%	157 28%	139 25%	120 27%	147 29%	97 38%	292 32%
I have never discussed this with my family and I do not intend to	532 26%	282 28%B	250 24%	80 33%EFHj	94 26%	74 22%	82 22%	82 27%	92 25%	28 29%	120 26%	137 25%	148 27%	130 29%n	116 23%	55 22%	255 28%o
Not applicable	203 10%	98 10%	106 10%	31 13%	36 10%	30 9%	37 10%	29 10%	32 9%	9 10%	41 9%	42 8%	44 8%	41 9%	76 15%KLM	15 6%	59 6%
Don't know/cannot remember	92 4%	43 4%	48 5%	12 5%	20 6%h	13 4%	18 5%	14 5%	9 3%	5 5%	14 3%	14 3%	24 4%	20 5%	33 7%K	9 4%	44 5%
NET: Discussed	676 33%	303 30%	373 35%A	39 16%	83 23%c	94 28%C	135 37%CDE	108 36%CDE	173 47%CDEFG	44 45%CDE	217 47%CDEFG	206 37%mN	201 36%N	138 31%	132 26%	79 31%	265 29%
NET: Not discussed	1095 53%	563 56%B	532 50%	158 66%FGHIJ	219 61%FGHIJ	202 59%FGHIJ	179 49%hJ	147 49%hJ	152 42%	38 40%	190 41%	295 53%	287 52%	250 56%	263 52%	152 59%	546 60%

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 19
Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic,
which statement best represents your own situation?
What I would like to include in my will
Base: All respondents

				Region										Do you have any children aged 18 or under?							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
I have discussed this with my family on a number of occasions	317 15%	28 16%	20 19%	268 15%	10 11%	29 12%	23 13%	31 16%	35 23%EFGjKL	29 15%	38 14%	41 14%	33 18%	229 15%t	87 15%	69 14%	79 17%R	23 10%	39 16%t	35 16%	27 19%T
I have discussed this with my family once	359 17%	39 22%Blm	10 10%	310 17%b	15 17%	41 17%	38 22%Blm	32 17%	35 23%BkLM	39 19%b	42 15%	42 15%	26 14%	259 18%u	99 17%	83 17%	74 16%	40 18%U	29 12%	39 18%U	28 21%U
I have never discussed this with my family but I am planning to	563 27%	36 20%	29 28%	498 28%A	20 23%	78 33%Alj	54 31%A	54 29%a	34 22%	49 24%	84 31%A	78 27%	48 26%	337 23%	222 38%P	203 40%P	176 38%P	94 42%P	104 42%P	81 38%P	45 33%P
I have never discussed this with my family and I do not intend to	532 26%	54 30%i	31 29%	447 25%	24 28%	63 27%	41 24%	44 24%	31 20%	51 25%	66 24%	77 27%	49 27%	406 28%QRSVw	122 21%	105 21%	95 20%	52 23%	55 22%	40 19%	26 19%
Not applicable	203 10%	15 8%	10 10%	179 10%	16 18%AFGIjK	20 8%	14 8%	21 11%	11 7%	19 10%	23 8%	36 13%	19 11%	166 11%QRST	38 6%	33 7%	32 7%	10 5%	18 7%	15 7%	11 8%
Don't know/cannot remember	92 4%	7 4%	4 4%	80 5%	2 2%	6 2%	6 4%	5 3%	6 4%	13 6%f	20 7%Fh	15 5%	7 4%	80 5%QRStUVW	11 2%	10 2%	7 2%	4 1%	3 1%	3 2%	1 1%
NET: Discussed	676 33%	68 38%kl	31 29%	578 32%	25 28%	70 30%	60 34%	62 34%	70 46%BEFGHJKLM	68 34%	80 29%	83 29%	59 32%	488 33%	187 32%	152 30%	153 33%r	63 28%	68 27%	74 35%u	55 40%TU
NET: Not discussed	1095 53%	90 50%	60 57%l	944 53%	44 51%	141 60%alj	95 54%i	98 53%	65 43%	100 50%	150 55%l	155 54%i	97 53%i	743 50%	345 59%P	309 61%P	271 59%P	146 65%PW	159 64%PvW	120 57%	71 52%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 20
Q.2 Which, if any, of the following topics would you find or have you found most difficult to discuss with a family member?
Summary Table
Base: All respondents

	Rating			
	Top 3 Most difficult (Net)	Most difficult	Second most difficult	Third most difficult
Unweighted base	2066	2066	2066	2066
Weighted base	2066	2066	2066	2066
Who will care for me when I'm older if I need it	873 42%	321 16%	314 15%	238 12%
Where I would like to live if I can no longer live at home	704 34%	137 7%	282 14%	285 14%
Who would make decisions on my behalf, for example about finances, if I cannot make these myself	585 28%	129 6%	231 11%	225 11%
My preferences for end of life care	944 46%	545 26%	213 10%	185 9%
How I would pay for any care needs I may have in the future	603 29%	174 8%	218 11%	211 10%
What I would like to include in my will	344 17%	91 4%	114 6%	140 7%
I would not find any of these topics hard to bring up with a relative	433 21%	433 21%	448 22%	506 24%
Don't know	235 11%	235 11%	247 12%	275 13%

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Conversations About Care Survey
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Table 21
Q.2 Which, if any, of the following topics would you find or have you found most difficult to discuss with a family member?
Top 3 Most difficult (Net)
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
My preferences for end of life care	944 46%	470 47%	474 45%	116 48%	169 47%	149 44%	178 48%	125 42%	168 46%	40 41%	208 45%	252 45%	244 44%	202 45%	246 49%	120 47%	412 45%
Who will care for me when I'm older if I need it	873 42%	434 43%	440 41%	101 42%	157 44%	132 39%	152 41%	119 40%	174 47%Eg	40 41%	213 46%e	231 42%	231 42%	185 41%	226 45%	108 42%	388 42%
Where I would like to live if I can no longer live at home	704 34%	359 36%	344 33%	51 21%	97 27%	129 38%CD	136 37%CD	122 41%CD	128 35%Cd	40 41%CD	168 36%CD	203 37%	181 33%	145 32%	174 34%	91 36%	308 34%
How I would pay for any care needs I may have in the future	603 29%	328 33%B	276 26%	66 27%	105 29%	123 36%cFHJ	94 25%	96 32%fHj	91 25%	30 31%	120 26%	172 31%	160 29%	116 26%	156 31%	83 33%	273 30%
Who would make decisions on my behalf, for example about finances, if I cannot make these myself	585 28%	304 30%b	281 27%	70 29%	106 30%	95 28%	101 27%	84 28%	104 28%	26 27%	129 28%	173 31%lm	144 26%	113 25%	156 31%l	77 30%	266 29%
What I would like to include in my will	344 17%	194 19%B	150 14%	72 30%DEFGHIJ	78 22%FGHIJ	66 19%GHIJ	54 15%HJ	31 10%	34 9%	10 11%	44 10%	88 16%	88 16%	83 18%	85 17%	47 18%	170 19%
I would not find any of these topics hard to bring up with a relative	433 21%	168 17%	264 25%A	48 20%	73 20%	63 18%	76 21%	63 21%	89 24%e	22 23%	111 24%e	118 21%n	121 22%N	111 25%N	83 16%	50 20%	179 20%
Don't know	235 11%	117 12%	118 11%	28 12%	38 11%	40 12%	48 13%	36 12%	34 9%	10 10%	44 10%	50 9%	75 13%K	49 11%	60 12%	25 10%	108 12%

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

Prepared by ComRes

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 22
Q.2 Which, if any, of the following topics would you find or have you found most difficult to discuss with a family member?
Top 3 Most difficult (Net)
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
															Region					Do you have any children aged 18 or under?	
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
My preferences for end of life care	944 46%	83 46%	49 47%	811 46%	39 45%	101 42%	86 49%	93 50%	69 45%	100 50%	121 44%	129 45%	74 41%	660 45%	281 48%	235 47%	224 48%	107 48%	118 48%	91 43%	71 52%v
Who will care for me when I'm older if I need it	873 42%	81 45%gM	51 48%gM	742 42%	34 39%	107 45%gM	61 35%	83 45%gm	69 45%gm	103 51%eGKlM	103 38%	120 42%	62 34%	607 41%	264 45%	225 45%	209 45%	102 45%	111 45%	82 39%	66 48%v
Where I would like to live if I can no longer live at home	704 34%	70 39%m	30 28%	604 34%	29 33%	89 37%	57 33%	60 32%	57 37%	81 40%bklm	85 31%	92 32%	54 30%	499 34%	203 35%	174 35%	171 37%	72 32%	86 35%	85 40%	53 39%
How I would pay for any care needs I may have in the future	603 29%	49 27%	32 30%	523 29%	20 23%	62 26%	50 28%	48 26%	44 29%	67 33%	91 33%	88 30%	52 29%	418 28%	183 32%	158 31%	143 31%	66 30%	72 29%	69 33%	46 33%
Who would make decisions on my behalf, for example about finances, if I cannot make these myself	585 28%	43 24%	31 30%	511 29%	20 23%	74 31%	42 24%	49 26%	40 26%	68 34%ag	90 33%ag	77 27%	51 28%	395 27%	188 32%P	158 31%p	140 30%	81 36%PU	67 27%	63 30%	54 40%PUv
What I would like to include in my will	344 17%	28 15%M	13 12%	304 17%	15 18%M	31 13%	35 20%fM	35 19%M	22 15%m	31 15%M	64 23%aBFijM	56 19%fM	14 8%	221 15%	122 21%P	112 22%P	94 20%P	50 22%P	52 21%P	44 21%p	24 17%
I would not find any of these topics hard to bring up with a relative	433 21%	37 20%	25 23%	372 21%	27 31%aHiJK	57 24%Hj	37 21%	29 16%	31 20%	32 16%	51 19%	66 23%h	42 23%h	317 21%	115 20%	103 20%	93 20%	44 19%	55 22%	43 20%	25 18%
Don't know	235 11%	22 12%	9 9%	203 11%	6 7%	20 8%	23 13%	32 17%EFJL	17 11%	16 8%	30 11%	27 9%	33 18%bEFiJkL	191 13%QRSTUW	41 8%	39 8%	35 7%	16 8%	19 8%	20 9%W	4 3%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 23
Q.2 Which, if any, of the following topics would you find or have you found most difficult to discuss with a family member?
Most difficult
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
My preferences for end of life care	545 26%	265 26%	280 26%	51 21%	98 27%	89 26%	111 30%C	74 25%	97 26%	25 26%	122 26%	147 27%	144 26%	105 23%	148 29%m	75 29%	229 25%
Who will care for me when I'm older if I need it	321 16%	169 17%	152 14%	32 13%	42 12%	58 17%	60 16%	44 15%	73 20%cDgi	12 12%	85 18%Di	81 15%	81 15%	81 18%	79 16%	36 14%	141 15%
How I would pay for any care needs I may have in the future	174 8%	96 10%	78 7%	18 7%	33 9%	37 11%fHj	23 6%	33 11%FHj	21 6%	11 11%hj	31 7%h	46 8%	45 8%	38 8%	45 9%	20 8%	89 10%
Where I would like to live if I can no longer live at home	137 7%	63 6%	74 7%	17 7%	25 7%	20 6%	20 6%	27 9%h	20 5%	8 8%	28 6%	38 7%	41 7%	23 5%	36 7%	26 10%p	56 6%
Who would make decisions on my behalf, for example about finances, if I cannot make these myself	129 6%	77 8%B	53 5%	22 9%F	25 7%f	21 6%	12 3%	17 6%	27 7%F	6 6%	33 7%F	49 9%LM	22 4%	22 5%	36 7%L	17 7%	56 6%
What I would like to include in my will	91 4%	51 5%	40 4%	24 10%EFGHIJ	24 7%GHJ	13 4%h	17 5%GHJ	4 1%	5 1%	3 3%	9 2%	26 5%	27 5%	21 5%	17 3%	6 2%	54 6%O
I would not find any of these topics hard to bring up with a relative	433 21%	168 17%	264 25%A	48 20%	73 20%	63 18%	76 21%	63 21%	89 24%e	22 23%	111 24%e	118 21%n	121 22%N	111 25%N	83 16%	50 20%	179 20%
Don't know	235 11%	117 12%	118 11%	28 12%	38 11%	40 12%	48 13%	36 12%	34 9%	10 10%	44 10%	50 9%	75 13%K	49 11%	60 12%	25 10%	108 12%

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 24
Q.2 Which, if any, of the following topics would you find or have you found most difficult to discuss with a family member?
Most difficult
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
													Region				Do you have any children aged 18 or under?				
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
My preferences for end of life care	545 26%	57 32%Kl	24 23%	464 26%	25 28%	59 25%	57 32%Kl	54 29%k	41 27%	54 27%	58 21%	69 24%	48 26%	374 25%	169 29%	138 27%	134 29%	61 27%	65 26%	53 25%	47 34%pv
Who will care for me when I'm older if I need it	321 16%	26 14%	22 20%	274 15%	9 11%	38 16%	23 13%	31 17%	27 18%	39 20%em	42 16%	41 14%	23 13%	218 15%	103 18%	85 17%	84 18%	36 16%	40 16%	35 17%	33 24%Puv
How I would pay for any care needs I may have in the future	174 8%	9 5%	13 12%aegi	153 9%	3 4%	25 11%ae	10 6%	14 7%	8 5%	20 10%a	27 10%a	28 10%a	17 9%	119 8%	55 10%	48 10%	47 10%	15 7%	22 9%	29 14%PTu	14 11%
Where I would like to live if I can no longer live at home	137 7%	12 7%B	1 1%	124 7%B	9 10%Bh	13 6%b	14 8%B	7 4%	12 8%B	19 10%Bh	22 8%B	18 6%b	9 5%	96 7%	40 7%	38 8%	33 7%	19 8%	20 8%	19 9%	8 6%
Who would make decisions on my behalf, for example about finances, if I cannot make these myself	129 6%	10 6%	5 5%	114 6%	3 3%	19 8%Gh	4 2%	7 4%	12 8%G	15 8%g	19 7%g	26 9%Gh	8 5%	105 7%QrSVw	24 4%	23 4%S	13 3%	15 7%v	9 4%	4 2%	3 2%
What I would like to include in my will	91 4%	7 4%m	6 6%fM	78 4%	5 6%M	5 2%	7 4%m	12 7%FjM	5 3%	5 3%	23 9%aFgiJM	14 5%M	2 1%	55 4%	34 6%p	31 6%p	25 5%	18 8%PvW	16 6%	8 4%	3 2%
I would not find any of these topics hard to bring up with a relative	433 21%	37 20%	25 23%	372 21%	27 31%aHiJK	57 24%Hj	37 21%	29 16%	31 20%	32 16%	51 19%	66 23%h	42 23%h	317 21%	115 20%	103 20%	93 20%	44 19%	55 22%	43 20%	25 18%
Don't know	235 11%	22 12%	9 9%	203 11%	6 7%	20 8%	23 13%	32 17%EFJL	17 11%	16 8%	30 11%	27 9%	33 18%bEFiJkL	191 13%QRSTUW	41 %7%	39 8%	35 8%	16 7%	19 8%	20 9%W	4 3%

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Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 25
Q.2 Which, if any, of the following topics would you find or have you found most difficult to discuss with a family member?
Second most difficult
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Who will care for me when I'm older if I need it	314 15%	155 15%	158 15%	40 17%	58 16%	49 14%	57 15%	42 14%	51 14%	17 18%	68 15%	90 16%	92 17%	58 13%	74 15%	41 16%	157 17%
Where I would like to live if I can no longer live at home	282 14%	135 13%	147 14%	18 7%	45 13%c	47 14%C	52 14%C	43 14%C	61 17%C	16 17%C	77 17%C	88 16%m	68 12%	51 11%	74 15%	34 13%	117 13%
Who would make decisions on my behalf, for example about finances, if I cannot make these myself	231 11%	117 12%	114 11%	16 7%	41 11%	40 12%c	42 11%c	39 13%C	44 12%C	9 10%	54 12%c	60 11%	61 11%	49 11%	61 12%	30 12%	101 11%
How I would pay for any care needs I may have in the future	218 11%	123 12%B	95 9%	23 9%	33 9%	44 13%	33 9%	34 12%	40 11%	12 12%	51 11%	54 10%	57 10%	45 10%	61 12%	33 13%p	78 9%
My preferences for end of life care	213 10%	107 11%	106 10%	45 19%dEFGHIJ	43 12%e	24 7%	38 10%	23 8%	33 9%	7 7%	40 9%	62 11%	47 8%	48 11%	56 11%	18 7%	106 12%o
What I would like to include in my will	114 6%	69 7%B	45 4%	21 9%GHIJ	22 6%hJ	30 9%fGHIJ	18 5%	11 4%	10 3%	2 2%	13 3%	23 4%	27 5%	38 8%Kln	26 5%	24 9%p	53 6%
I would not find any of these topics hard to bring up with a relative	448 22%	175 17%	273 26%A	50 21%	75 21%	66 19%	77 21%	68 23%	90 24%	22 23%	112 24%	125 23%N	124 22%n	112 25%N	87 17%	52 20%	187 20%
Don't know	247 12%	124 12%	122 12%	28 12%	41 11%	40 12%	51 14%	38 13%	38 10%	11 11%	49 11%	53 10%	79 14%K	49 11%	66 13%k	25 10%	114 12%

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 26
Q.2 Which, if any, of the following topics would you find or have you found most difficult to discuss with a family member?
Second most difficult
Base: All respondents

	Total					Region										Do you have any children aged 18 or under?						
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Who will care for me when I'm older if I need it	314 15%	28 16%	15 14%	271 15%	16 18%	36 15%	25 14%	31 17%	22 15%	35 17%	35 13%	46 16%	24 13%	232 16%	81 14%	70 14%	65 14%	30 13%	32 13%	25 12%	20 14%
Where I would like to live if I can no longer live at home	282 14%	28 15%	12 11%	242 14%	9 11%	32 14%	23 13%	29 16%	21 14%	30 15%	29 11%	37 13%	31 17%k	204 14%	78 13%	61 12%	63 14%	28 12%	25 10%	33 16%u	24 17%u
Who would make decisions on my behalf, for example about finances, if I cannot make these myself	231 11%	24 13%	13 12%	194 11%	7 8%	28 12%	16 9%	20 11%	16 10%	26 13%	32 12%	26 9%	22 12%	138 9%	92 16%P	77 15%P	71 15%P	39 17%P	37 15%P	32 15%P	28 21%P
How I would pay for any care needs I may have in the future	218 11%	20 11%	12 11%	185 10%	9 10%	25 11%	20 12%m	16 9%	24 16%hkM	25 12%m	25 9%	31 11%	11 6%	150 10%	67 11%	60 12%	50 11%	28 12%	33 13%	19 9%	10 7%
My preferences for end of life care	213 10%	12 7%	18 17%dAEFlM	183 10%	5 5%	20 8%	17 10%	20 11%	11 7%	23 11%m	47 17%AEFghlIM	31 11%m	10 6%	153 10%	59 10%	52 10%	48 10%	25 11%	27 11%	20 9%	14 10%
What I would like to include in my will	114 6%	7 4%b	- -	106 6%B	8 9%Bm	15 6%B	12 7%B	8 4%b	8 6%B	13 7%B	19 7%Bm	17 6%B	6 3%	71 5%	43 7%P	39 8%P	36 8%P	12 6%	18 7%	18 9%P	9 6%
I would not find any of these topics hard to bring up with a relative	448 22%	37 20%	25 24%	387 22%	27 31%aHJk	60 25%HJ	37 21%	30 16%	34 22%	32 16%	54 20%	70 24%hj	44 24%hj	328 22%	119 20%	105 21%	95 20%	46 20%	55 22%	43 20%	27 20%
Don't know	247 12%	24 13%	10 10%	213 12%	6 7%	21 9%	25 14%f	32 17%EFJI	17 11%	17 9%	32 12%	30 10%	33 18%bEFiJkL	202 14%QRSTUW%	42 8%	40 8%	36 7%	16 8%	20 10%W	21 4%	5

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 27
Q.2 Which, if any, of the following topics would you find or have you found most difficult to discuss with a family member?
Third most difficult
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Where I would like to live if I can no longer live at home	285 14%	162 16%B	123 12%	16 7%	27 8%	63 18%CDhj	64 17%CD	52 17%CD	47 13%CD	16 16%CD	63 14%CD	77 14%	72 13%	71 16%	65 13%	31 12%	135 15%
Who will care for me when I'm older if I need it	238 12%	109 11%	129 12%	29 12%	57 16%EF	25 8%	34 9%	32 11%	49 13%Ef	11 11%	60 13%E	60 11%	58 10%	47 10%	73 15%kl	31 12%	89 10%
Who would make decisions on my behalf, for example about finances, if I cannot make these myself	225 11%	110 11%	115 11%	32 13%h	40 11%	35 10%	47 13%h	28 10%	32 9%	10 11%	42 9%	64 12%	61 11%	42 9%	59 12%	31 12%	109 12%
How I would pay for any care needs I may have in the future	211 10%	108 11%	103 10%	26 11%	39 11%	43 13%hj	38 10%	29 10%	30 8%	8 8%	38 8%	72 13%M	57 10%	32 7%	50 10%	30 12%	106 12%
My preferences for end of life care	185 9%	98 10%	87 8%	20 8%	27 8%	35 10%	29 8%	28 9%	38 10%	7 8%	46 10%	42 8%	53 9%	49 11%	42 8%	27 10%	77 8%
What I would like to include in my will	140 7%	74 7%	66 6%	28 11%eFGHiJ	32 9%fhJ	23 7%	18 5%	16 5%	18 5%	5 5%	23 5%	39 7%	34 6%	24 5%	42 8%	17 7%	62 7%
I would not find any of these topics hard to bring up with a relative	506 24%	206 20%	299 28%A	58 24%	85 24%	72 21%	84 23%	73 24%	107 29%Ef	28 29%	134 29%Ef	140 25%n	133 24%	131 29%N	101 20%	60 24%	212 23%
Don't know	275 13%	139 14%	136 13%	32 13%	49 14%	43 13%	54 15%	40 13%	44 12%	12 12%	56 12%	60 11%	88 16%K	55 12%	73 14%k	28 11%	125 14%

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 28
Q.2 Which, if any, of the following topics would you find or have you found most difficult to discuss with a family member?
Third most difficult
Base: All respondents

				Region										Do you have any children aged 18 or under?							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Where I would like to live if I can no longer live at home	285 14%	30 17%M	17 16%M	237 13%	11 12%	43 18%gM	20 12%	24 13%	24 15%M	31 16%M	34 13%	36 13%	14 8%	199 13%	85 15%	75 15%	75 16%	26 11%	41 16%	33 15%	22 16%
Who will care for me when I'm older if I need it	238 12%	27 15%Gkm	14 13%	197 11%	8 10%	33 14%g	13 8%	21 11%	20 13%	29 14%gm	25 9%	33 11%	15 8%	158 11%	80 14%p	70 14%p	60 13%	36 16%p	39 16%pv	21 10%	13 10%
Who would make decisions on my behalf, for example about finances, if I cannot make these myself	225 11%	9 5%	13 12%a	203 11%A	10 12%a	26 11%A	21 12%A	22 12%A	12 8%	27 14%A	39 14%Ail	25 9%	20 11%A	152 10%	72 12%	58 11%	56 12%	27 12%	21 8%	26 12%	23 17%PU
How I would pay for any care needs I may have in the future	211 10%	20 11%F	7 7%	184 10%	8 9%	12 5%	20 11%F	19 10%f	13 8%	22 11%f	40 15%bFi	28 10%f	23 13%F	148 10%	62 11%	49 10%	47 10%	24 11%	17 7%	21 10%	21 15%pU
My preferences for end of life care	185 9%	14 8%	7 6%	164 9%	10 12%	21 9%	12 7%	19 10%	17 11%	23 12%k	17 6%	29 10%	16 9%	132 9%	53 9%	45 9%	43 9%	20 9%	26 10%	18 8%	11 8%
What I would like to include in my will	140 7%	14 8%	7 6%	120 7%	3 3%	12 5%	16 9%em	14 8%	9 6%	13 6%	21 8%	25 9%m	7 4%	95 6%	45 8%	42 8%	33 7%	19 9%	18 7%	18 8%	12 9%
I would not find any of these topics hard to bring up with a relative	506 24%	40 22%	29 27%j	438 25%	29 34%aHJk	67 28%HJ	45 25%j	35 19%	40 26%J	33 16%	63 23%	78 27%hJ	48 26%J	370 25%	134 23%	118 23%	108 23%	48 22%	62 25%	53 25%	30 22%
Don't know	275 13%	26 14%	12 11%	237 13%	7 9%	23 10%	28 16%f	32 17%eFj	19 13%	22 11%	33 12%	35 12%	38 21%bEFiJKL	222 15%QRSuW	50 9%	48 9%	42 9%	23 10%w	25 10%w	22 11%W	5 4%

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Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 29
Q.3 With which of the following family members, if any, would you find or have you found it most difficult to talk about preparing for getting older? Please select up to three.
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
My partner	367 18%	187 19%	179 17%	37 15%	99 28%CEfGHIJ	58 17%HJ	75 20%HIJ	46 16%	41 11%	11 11%	51 11%	103 18%	98 18%	86 19%	80 16%	54 21%	188 21%
Son	339 16%	142 14%	197 19%A	8 4%	42 12%C	73 22%CDg	76 21%CD	46 16%C	71 19%CD	22 23%CDg	93 20%CD	96 17%L	71 13%	86 19%L	86 17%l	42 16%	137 15%
Daughter	324 16%	145 14%	179 17%	9 4%	34 10%C	57 17%CD	78 21%CD	56 19%CD	70 19%CD	20 21%CD	90 19%CD	86 15%	72 13%	82 18%l	85 17%l	42 16%	128 14%
My wider family - aunts, uncles, cousins	167 8%	102 10%B	65 6%	33 14%EfgHIJ	31 9%ij	23 7%	32 9%iJ	25 8%j	20 5%	3 3%	23 5%	56 10%N	52 9%N	34 8%	24 5%	30 12%	82 9%
Brother	144 7%	80 8%	63 6%	22 9%HJ	29 8%hJ	31 9%HJ	22 6%	22 7%hj	15 4%	4 4%	19 4%	42 8%	36 6%	37 8%	29 6%	22 9%	68 7%
Sister	131 6%	71 7%	60 6%	23 10%dfHIJ	18 5%	22 6%	21 6%	25 9%hiJ	18 5%	3 3%	21 4%	36 7%	29 5%	33 7%	33 6%	19 7%	59 6%
Grandchildren	84 4%	40 4%	43 4%	10 4%Ef	7 2%	4 1%	5 1%	9 3%	40 11%CDEFG	9 10%CDEFG	49 11%CDEFG	21 4%	16 3%	19 4%	27 5%l	7 3%	18 2%
Daughter-in-law	49 2%	28 3%	20 2%	6 3%f	7 2%	3 1%	2 1%	5 2%	17 5%dEFG	8 9%CDEFG	25 5%DEFG	14 2%	13 2%	14 3%	8 2%	8 3%p	12 1%
Son-in-law	21 1%	11 1%	10 1%	4 2%F	1 *	1 *	- -	3 1%f	9 3%DEF	3 3%DEF	12 3%DEF	3 *	10 2%kn	7 1%	3 1%	3 1%	6 1%
Other	75 4%	34 3%	41 4%	9 4%	18 5%f	14 4%	8 2%	8 3%	13 4%	5 5%	18 4%	17 3%	18 3%	19 4%	22 4%	5 2%	30 3%
Not applicable	516 25%	237 24%	280 26%	77 32%dEFHj	85 24%	71 21%	82 22%	84 28%e	84 23%	32 34%dEFHJ	117 25%H	137 25%	140 25%	105 23%	135 27%	51 20%	222 24%
Don't know	391 19%	204 20%	187 18%	49 20%g	72 20%g	77 23%Gij	70 19%	42 14%	67 18%	13 14%	80 17%	90 16%	118 21%K	79 17%	104 21%k	49 19%	186 20%

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 30
Q.3 With which of the following family members, if any, would you find or have you found it most difficult to talk about preparing for getting older? Please select up to three.
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
My partner	367 18%	31 17%	27 26%dFM	309 17%	13 15%	35 15%	30 17%	33 18%	26 17%	40 20%m	57 21%M	52 18%	23 13%	225 15%	142 24%P	127 25%P	107 23%P	61 27%P	65 26%P	48 23%P	25 18%
Son	339 16%	24 13%	16 15%	299 17%	12 14%	52 22%Ajl	29 17%	30 16%	28 18%	29 14%	46 17%	44 15%	29 16%	176 12%	163 28%P	144 29%P	138 30%P	55 25%P	70 28%P	75 35%PT	39 28%P
Daughter	324 16%	38 21%diKIM	18 17%	268 15%	12 14%	47 20%iKm	25 14%	30 16%	19 12%	39 19%km	34 12%	40 14%	23 12%	172 12%	152 26%P	130 26%P	129 28%P	43 19%P	63 25%P	66 31%PT	43 32%PT
My wider family - aunts, uncles, cousins	167 8%	11 6%	8 7%	148 8%	7 8%	17 7%	16 9%	17 9%	8 5%	18 9%	33 12%aflm	22 8%	11 6%	121 8%	46 8%	41 8%	37 8%	16 7%	17 7%	18 8%	9 7%
Brother	144 7%	13 7%E	11 10%E	120 7%	1 1%	15 6%e	8 5%	10 5%e	13 8%E	19 9%E	19 7%E	21 7%E	16 9%E	115 8%qSu	29 5%	27 5%	21 5%	17 7%	10 4%	11 5%	7 5%
Sister	131 6%	15 8%	8 7%	108 6%	4 5%	19 8%	11 6%	8 4%	8 5%	13 6%	18 7%	19 7%	8 5%	105 7%q	26 4%	23 5%	22 5%	11 5%	10 4%	13 6%	7 5%
Grandchildren	84 4%	10 5%	1 1%	72 4%	3 4%	9 4%	7 4%	10 5%	10 6%b	8 4%	10 4%	11 4%	5 3%	70 5%QrSVW	13 2%	13 3%	10 2%	5 2%	9 4%V	1 1%	1 *
Daughter-in-law	49 2%	2 1%	- -	47 3%	3 3%	6 3%	5 3%	9 5%abl	1 1%	6 3%	7 3%	6 2%	4 2%	40 3%vw	8 1%	8 2%	7 1%	4 2%	6 2%	1 *	-
Son-in-law	21 1%	2 1%	1 1%	19 1%	1 1%	1 *	1 1%	2 1%	2 1%	4 2%	4 2%	2 1%	1 1%	21 1%QRS	-	-	-	-	-	-	-
Other	75 4%	5 3%	2 2%	67 4%	5 5%	7 3%	4 3%	9 5%	5 3%	7 4%	13 5%	11 4%	7 4%	62 4%qrsv	13 2%	10 2%	9 2%	6 3%	6 2%	2 1%	6 4%v
Not applicable	516 25%	42 24%	31 29%k	443 25%	28 32%fhJK	52 22%	44 25%	40 21%	40 26%	39 19%	52 19%	86 30%fhJK	63 35%AFgHJK	406 28%QRSuVw	108 19%	90 18%	90 19%	48 22%	52 21%	32 15%	27 20%
Don't know	391 19%	30 17%	14 14%	347 19%	18 21%	44 19%	35 20%	50 27%ABfiLM	28 18%	42 21%	58 21%l	43 15%	29 16%	298 20%QrSuw	89 15%	79 16%	64 14%	38 17%	35 14%	32 15%	17 13%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 31
Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues?
Sumary Table
Base: All respondents

		Issues					
		Who will care for me when I'm older if I need it	Where I would like to live if I can no longer live at home	Who would make decisions on my behalf, for example about finances, if I cannot make these myself	My preferences for end of life care	How I would pay for any care needs I may have in the future	What I would like to include in my will
Unweighted base		2066	2066	2066	2066	2066	2066
Weighted base		2066	2066	2066	2066	2066	2066
NET: Important		1637 79%	1627 79%	1676 81%	1635 79%	1602 78%	1337 65%
Very important	(4)	861 42%	846 41%	1024 50%	972 47%	830 40%	656 32%
Fairly important	(3)	776 38%	781 38%	652 32%	663 32%	771 37%	680 33%
Not very important	(2)	151 7%	155 8%	131 6%	153 7%	170 8%	334 16%
Not at all important	(1)	71 3%	77 4%	70 3%	72 3%	84 4%	190 9%
NET: Not important		222 11%	233 11%	200 10%	225 11%	254 12%	523 25%
Don't know		207 10%	206 10%	189 9%	205 10%	210 10%	206 10%
Mean		3.31	3.29	3.40	3.36	3.26	2.97
Standard deviation		0.78	0.79	0.78	0.79	0.81	0.97
Standard error		0.02	0.02	0.02	0.02	0.02	0.02

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Conversations About Care Survey
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Table 32
Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues?
Who will care for me when I'm older if I need it
Base: All respondents

		Total	Gender		Age								Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri- vate (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Important		1637 79%	751 75%	886 84%A	185 77%	286 80%	270 80%	291 79%	221 74%	306 83%cG	79 82%	384 83%cG	466 84%LMN	433 78%	348 77%	390 77%	217 85%p	723 79%
Very important	(4)	861 42%	356 35%	505 48%A	89 37%	136 38%	149 44%	154 42%	123 41%	164 45%c	45 46%	208 45%cd	246 44%l	213 38%	182 41%	219 43%	107 42%	368 40%
Fairly important	(3)	776 38%	395 39%	381 36%	96 40%	149 42%G	120 36%	137 37%	97 33%	142 39%	34 36%	176 38%	220 40%n	220 40%n	165 37%	171 34%	110 43%	355 39%
Not very important	(2)	151 7%	96 10%B	55 5%	23 9%	22 6%	24 7%	22 6%	26 9%	27 7%	7 8%	35 7%	36 7%	47 8%	30 7%	38 7%	17 7%	63 7%
Not at all important	(1)	71 3%	45 4%B	27 3%	5 2%	14 4%	10 3%	16 4%j	17 6%cHJ	8 2%	2 2%	10 2%	19 3%	17 3%	13 3%	22 4%	6 2%	32 3%
NET: Not important		222 11%	141 14%B	81 8%	27 11%	36 10%	33 10%	38 10%	42 14%hj	36 10%	9 10%	45 10%	55 10%	64 11%	43 10%	60 12%	23 9%	95 10%
Don't know		207 10%	115 11%b	92 9%	27 11%hj	36 10%	36 11%	39 11%h	35 12%Hj	25 7%	8 9%	34 7%	34 6%	59 11%K	59 13%K	55 11%K	15 6%	96 11%o
Mean		3.31	3.19	3.41A	3.27	3.27	3.35	3.30	3.24	3.35	3.38	3.36g	3.33	3.27	3.32	3.30	3.32	3.29
Standard deviation		0.78	0.82	0.72	0.74	0.77	0.76	0.80	0.87	0.73	0.73	0.73	0.76	0.77	0.76	0.82	0.72	0.77
Standard error		0.02	0.03	0.02	0.05	0.05	0.05	0.04	0.05	0.04	0.07	0.03	0.03	0.03	0.05	0.04	0.05	0.03

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 33
Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues?
Who will care for me when I'm older if I need it
Base: All respondents

| | | Total | Region | | | | | | | | | | | | Do you have any children aged 18 or under? | | | | | | | |
			Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child-ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base		2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Important		1637 79%	146 81%	89 84%e	1402 79%	62 72%	187 79%	142 81%	141 76%	125 82%e	160 80%	210 77%	230 79%	143 79%	1127 76%	503 87%P	441 87%P	402 87%P	199 89%Pw	218 88%Pw	179 85%P	110 81%
Very important	(4)	861 42%	77 43%j	35 33%	749 42%	35 40%	111 47%BJm	78 44%J	74 40%	70 46%bJ	66 33%	124 45%bJ	123 43%j	69 38%	583 39%	272 47%P	245 49%P	214 46%P	112 50%P	113 46%	107 50%P	57 42%
Fairly important	(3)	776 38%	69 39%	54 51%DaEFG HIKL	652 37%	27 32%	76 32%	64 36%	67 36%	55 36%	95 47%EFghi KL	86 32%	107 37%	75 41%fk	544 37%	231 40%	196 39%	188 41%	88 39%	105 42%v	73 34%	53 39%
Not very important	(2)	151 7%	10 6%B	-	140 8%B	7 8%B	21 9%B	14 8%B	13 7%B	11 7%B	13 7%B	26 9%B	21 7%B	14 8%B	117 8%RtUv	33 6%	22 4%	24 5%	9 4%	8 3%	8 4%	14 10%tUV
Not at all important	(1)	71 3%	10 5%g	3 3%	59 3%	6 7%GHil	9 4%	3 2%	4 2%	4 2%	6 3%	13 5%	8 3%	6 3%	60 4%QrSu	11 2%	10 2%	8 2%	5 2%	4 1%	7 3%	4 3%
NET: Not important		222 11%	20 11%B	3 3%	199 11%B	13 15%B	30 13%B	17 10%b	17 9%b	14 9%b	20 10%b	39 14%B	29 10%B	20 11%B	177 12%QRSTUv	44 8%	32 6%	32 7%	14 6%	12 5%	15 7%	17 13%tUv
Don't know		207 10%	13 7%	14 13%	180 10%	11 13%	20 8%	17 10%	28 15%Afk	13 9%	20 10%	24 9%	30 11%	18 10%	172 12%QRSTu	33 6%	31 6%	29 6%	10 5%	17 7%	18 8%	9 7%
Mean		3.31	3.28	3.32	3.31	3.20	3.33	3.37	3.34	3.37	3.22	3.29	3.33	3.26	3.26	3.40P	3.43P	3.40P	3.43P	3.43P	3.44Pw	3.29
Standard deviation		0.78	0.83	0.64	0.78	0.93	0.82	0.72	0.73	0.74	0.73	0.85	0.76	0.77	0.81	0.69	0.68	0.68	0.70	0.64	0.74	0.77
Standard error		0.02	0.06	0.07	0.02	0.10	0.06	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.02	0.03	0.03	0.04	0.05	0.05	0.06	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Conversations About Care Survey
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Table 34
Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues?
Where I would like to live if I can no longer live at home
Base: All respondents

| | | Total | Gender | | Age | | | | | | | | Social Grade | | | | Employment Sector | |
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Important		1627 79%	743 74%	885 83%A	185 77%	291 81%G	267 79%	281 76%	219 73%	310 85%CeFG	76 79%	386 83%cFG	459 83%Ln	424 76%	354 79%	391 77%	214 84%p	711 78%
Very important	(4)	846 41%	340 34%	506 48%A	89 37%	127 36%	142 42%	151 41%	127 43%	168 46%CD	42 43%	210 45%cD	242 44%	218 39%	188 42%	198 39%	107 42%	364 40%
Fairly important	(3)	781 38%	403 40%b	379 36%	95 40%g	163 46%eFGhij	125 37%	130 35%	92 31%	142 39%g	35 36%	176 38%g	217 39%	206 37%	166 37%	192 38%	106 42%	347 38%
Not very important	(2)	155 8%	100 10%B	55 5%	18 7%	24 7%	27 8%	28 8%	27 9%	23 6%	10 10%	33 7%	47 8%	50 9%n	30 7%	29 6%	16 6%	69 8%
Not at all important	(1)	77 4%	49 5%B	28 3%	12 5%hiJ	11 3%	11 3%	15 4%j	18 6%HiJ	8 2%	1 1%	9 2%	15 3%	23 4%	14 3%	25 5%k	8 3%	36 4%
NET: Not important		233 11%	150 15%B	83 8%	30 13%	34 10%	38 11%	43 12%	45 15%dHJ	31 9%	11 11%	42 9%	62 11%	73 13%	44 10%	54 11%	24 9%	105 11%
Don't know		206 10%	114 11%b	92 9%	25 11%	33 9%	35 10%	44 12%HJ	34 11%hj	25 7%	9 10%	35 7%	35 6%	59 11%K	53 12%K	59 12%K	18 7%	98 11%
Mean		3.29	3.16	3.41A	3.22	3.25	3.31	3.29	3.24	3.38Cdg	3.34	3.37Cdg	3.32	3.25	3.33	3.27	3.32	3.27
Standard deviation		0.79	0.83	0.73	0.83	0.73	0.78	0.81	0.90	0.72	0.73	0.72	0.76	0.81	0.76	0.82	0.75	0.80
Standard error		0.02	0.03	0.02	0.05	0.05	0.05	0.04	0.06	0.04	0.07	0.03	0.03	0.04	0.05	0.04	0.05	0.03

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

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Conversations About Care Survey
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Table 35
Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues?
Where I would like to live if I can no longer live at home
Base: All respondents

		Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
								Region										**Do you have any children aged 18 or under?**				
Unweighted base		2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base		2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Important		1627 79%	146 81%e	87 83%e	1394 78%	61 70%	191 81%e	145 83%Eh	138 74%	119 78%	155 78%	213 78%	225 78%	146 80%	1134 77%	486 84%P	428 85%P	384 83%P	197 88%PVW	214 87%PVW	168 79%	105 77%
Very important	(4)	846 41%	81 45%Bi	33 31%	732 41%b	34 39%	96 40%	76 43%b	71 38%	53 34%	72 36%	127 46%Blj	132 46%Blj	73 40%	587 40%	253 44%	225 45%p	205 44%	89 40%	109 44%	102 48%p	59 43%
Fairly important	(3)	781 38%	65 36%	55 52%DAEfg HKLm	662 37%	28 32%	96 40%kl	69 39%	67 36%	66 43%KL	83 42%kl	86 32%	93 32%	73 40%k	547 37%	233 40%	203 40%	179 39%	108 48%PVW	105 43%V	67 31%	46 34%
Not very important	(2)	155 8%	11 6%b	1 1%	144 8%B	9 10%B	22 9%B	11 6%b	16 9%B	12 8%B	15 8%B	22 8%B	26 9%B	11 6%B	112 8%	44 8%	32 6%	38 8%r	9 4%	13 5%	18 9%t	16 12%TU
Not at all important	(1)	77 4%	10 6%hl	4 4%	62 4%	5 5%	7 3%	4 2%	4 2%	6 4%	10 5%	13 5%	7 2%	6 3%	65 4%QrSu	12 2%	11 2%	8 2%	6 3%	4 1%	7 3%	4 3%
NET: Not important		233 11%	21 12%b	5 5%	207 12%b	13 15%B	29 12%b	15 8%	20 11%	18 12%b	25 13%b	35 13%b	33 11%b	18 10%	177 12%rtU	55 10%	43 9%	46 10%	15 7%	17 7%	26 12%U	20 14%TU
Don't know		206 10%	13 7%	13 12%	180 10%	12 14%af	17 7%	16 9%	27 15%AFk	16 10%	19 10%	24 9%	30 11%	18 10%	166 11%QRSTu	39 7%	33 6%	34 7%	11 5%	16 7%	18 9%	12 9%
Mean		3.29	3.30	3.25	3.29	3.21	3.27	3.36	3.30	3.20	3.20	3.32	3.36ij	3.30	3.26	3.34p	3.36P	3.35p	3.32	3.38p	3.35	3.29
Standard deviation		0.79	0.85	0.70	0.79	0.89	0.77	0.72	0.75	0.78	0.82	0.85	0.77	0.76	0.81	0.72	0.71	0.72	0.69	0.67	0.80	0.80
Standard error		0.02	0.06	0.08	0.02	0.10	0.05	0.06	0.06	0.07	0.06	0.06	0.05	0.06	0.02	0.03	0.04	0.04	0.05	0.05	0.06	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 36
Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues?
Who would make decisions on my behalf, for example about finances, if I cannot make these myself
Base: All respondents

		Total	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	Social Grade AB (k)	C1 (l)	C2 (m)	DE (n)	Employment Sector Public (o)	Pri-vate (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Important		1676 81%	774 77%	902 85%A	183 76%	291 81%	273 81%	296 80%	234 79%	318 87%CdEFG	81 84%	399 86%CeFG	464 83%	446 80%	360 80%	407 81%	223 87%P	724 79%
Very important	(4)	1024 50%	430 43%	594 56%A	110 46%	163 46%	164 48%	170 46%	145 49%	217 59%CDEFG	55 57%cdf	272 59%CDEFG	299 54%N	271 49%	217 48%	237 47%	140 55%P	423 46%
Fairly important	(3)	652 32%	344 34%B	308 29%	73 30%	128 36%HJ	109 32%	126 34%hJ	89 30%	101 27%	26 27%	127 27%	165 30%	175 31%	142 32%	170 34%	83 32%	301 33%
Not very important	(2)	131 6%	77 8%B	54 5%	25 11%eFHJ	23 6%	21 6%	17 5%	20 7%	18 5%	6 7%	24 5%	39 7%	36 7%	29 6%	26 5%	12 5%	66 7%
Not at all important	(1)	70 3%	45 4%B	25 2%	7 3%	13 4%	9 3%	16 4%	14 5%	10 3%	2 2%	12 3%	19 3%	19 3%	12 3%	21 4%	6 2%	30 3%
NET: Not important		200 10%	121 12%B	79 7%	33 14%eHJ	35 10%	30 9%	33 9%	33 11%	28 8%	8 8%	36 8%	58 10%	55 10%	41 9%	46 9%	18 7%	96 11%
Don't know		189 9%	111 11%B	79 7%	24 10%hj	32 9%	36 11%HJ	39 11%HJ	31 10%Hj	21 6%	7 8%	28 6%	34 6%	55 10%K	50 11%K	51 10%K	14 5%	94 10%O
Mean		3.40	3.30	3.50A	3.32	3.35	3.42	3.36	3.37	3.52CDEFG	3.50c	3.52CDeFG	3.42	3.39	3.41	3.37	3.48p	3.36
Standard deviation		0.78	0.82	0.72	0.81	0.78	0.75	0.79	0.83	0.72	0.72	0.72	0.78	0.78	0.75	0.79	0.71	0.78
Standard error		0.02	0.03	0.02	0.05	0.05	0.04	0.04	0.05	0.04	0.07	0.03	0.03	0.03	0.04	0.04	0.05	0.03

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

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 37
Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues?
Who would make decisions on my behalf, for example about finances, if I cannot make these myself
Base: All respondents

		Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base		2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Important		1676 81%	144 80%	87 83%	1445 81%	66 76%	191 80%	152 87%EHK	143 77%	125 82%	169 85%h	212 78%	240 83%	148 81%	1163 79%	506 87%P	439 87%P	408 88%P	196 88%P	220 89%P	179 85%p	117 86%p
Very important	(4)	1024 50%	93 52%	46 43%	885 50%	42 48%	124 52%	93 53%	82 44%	71 46%	96 48%	140 51%	144 50%	94 52%	705 48%	313 54%P	271 54%P	249 54%p	119 53%	129 52%	117 55%p	73 53%
Fairly important	(3)	652 32%	51 28%	42 39%afK	560 31%	24 27%	67 28%	59 33%	61 33%	54 36%k	73 37%K	72 26%	95 33%	54 30%	458 31%	192 33%	167 33%	158 34%K	78 35%	90 36%	62 29%	44 32%
Not very important	(2)	131 6%	17 9%bGJI	3 2%	111 6%	5 6%	23 10%BGJLm	4 2%	14 8%GJ	10 7%g	5 3%	27 10%BGJLm	14 5%	9 5%	100 7%U	31 5%	23 5%	20 4%	11 5%	7 3%	9 4%	9 7%u
Not at all important	(1)	70 3%	7 4%	3 3%	60 3%	5 5%h	7 3%	4 2%	3 1%	6 4%	6 3%	11 4%	10 4%	8 4%	60 4%QrSu	10 2%	10 2%	7 1%	5 2%	3 1%	7 3%	3 2%
NET: Not important		200 10%	24 14%bGJ	6 5%	171 10%	10 11%g	30 13%bGJ	9 5%	17 9%	16 10%g	11 5%	38 14%BGJI	24 8%	17 9%	160 11%QRSU	41 7%	33 7%	27 6%	17 7%u	9 4%	16 7%u	12 9%u
Don't know		189 9%	11 6%	13 12%	166 9%	11 13%a	16 7%	15 9%	26 14%AFk	12 8%	20 10%	23 8%	25 9%	17 9%	154 10%QRSTw	34 6%	32 6%	29 6%	11 5%	18 7%	17 8%	7 5%
Mean		3.40	3.37	3.40	3.41	3.36	3.39	3.50	3.39	3.35	3.44	3.36	3.42	3.42	3.37	3.48P	3.48P	3.50P	3.46	3.51P	3.49	3.45
Standard deviation		0.78	0.84	0.70	0.77	0.87	0.80	0.68	0.72	0.78	0.71	0.85	0.76	0.80	0.81	0.69	0.69	0.66	0.71	0.62	0.74	0.73
Standard error		0.02	0.06	0.07	0.02	0.10	0.05	0.05	0.06	0.07	0.06	0.06	0.05	0.06	0.02	0.03	0.03	0.03	0.05	0.04	0.06	0.07

Region spans columns (a) through (m). "Do you have any children aged 18 or under?" spans columns (p) through (w).

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 38
Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues?
My preferences for end of life care
Base: All respondents

		Total	Gender		Age								Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Important		1635	748	888	183	289	272	286	227	308	71	379	454	429	363	389	213	718
		79%	74%	84%A	76%	81%	80%	78%	76%	84%CFGIJ	74%	82%gl	82%ln	77%	81%	77%	83%	78%
Very important	(4)	972	381	591	101	159	151	175	143	201	42	243	259	251	219	243	127	406
		47%	38%	56%A	42%	44%	44%	48%	48%	55%CDEfglj	44%	53%CDEI	47%	45%	49%	48%	50%	44%
Fairly important	(3)	663	366	297	82	130	121	111	84	107	29	136	195	178	145	146	85	311
		32%	36%B	28%	34%	36%ghj	36%ghj	30%	28%	29%	30%	29%	35%N	32%	32%	29%	33%	34%
Not very important	(2)	153	100	54	24	28	22	22	21	24	12	36	45	51	22	35	17	71
		7%	10%B	5%	10%f	8%	7%	6%	7%	6%	12%eFhj	8%h	8%m	9%M	5%	7%	7%	8%
Not at all important		72	48	24	8	10	8	17	18	8	4	12	19	18	12	23	7	32
	(1)	3%	5%B	2%	3%	3%	2%	5%h	6%dEHJ	2%	4%	3%	3%	3%	3%	5%	3%	4%
NET: Not important		225	148	77	32	38	30	40	38	32	15	47	64	69	34	59	25	103
		11%	15%B	7%	13%	11%	9%	11%	13%	9%	16%eHJ	10%H	11%m	12%M	7%	12%m	10%	11%
Don't know		205	111	94	25	31	37	43	33	27	10	37	38	57	54	57	18	94
		10%	11%	9%	10%	9%	11%	12%hj	11%	7%	10%	8%	7%	10%K	12%K	11%K	7%	10%
Mean		3.36	3.21	3.51A	3.29	3.34	3.37	3.36	3.33	3.47CDfGIJ	3.27	3.43CI	3.34	3.33	3.44I	3.36	3.40	3.33
Standard deviation		0.79	0.84	0.71	0.80	0.76	0.73	0.83	0.88	0.73	0.85	0.76	0.78	0.80	0.73	0.84	0.76	0.79
Standard error		0.02	0.03	0.02	0.05	0.05	0.04	0.04	0.05	0.04	0.08	0.03	0.03	0.03	0.04	0.04	0.05	0.03

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

Prepared by ComRes

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 39
Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues?
My preferences for end of life care
Base: All respondents

		Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
								Region										Do you have any children aged 18 or under?				
Unweighted base		2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base		2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Important		1635 79%	147 82%e	86 81%	1403 79%	62 71%	191 81%	145 83%e	141 76%	121 79%	161 81%	214 79%	230 80%	137 75%	1120 76%	508 88%P	441 88%P	407 88%P	200 89%P	219 89%P	182 86%P	119 87%P
Very important	(4)	972 47%	84 47%	39 37%	849 48%b	47 54%BM	129 54%BHiM	91 52%BM	80 43%	67 44%	94 47%	126 46%	144 50%bM	70 39%	681 46%	287 49%	248 49%	230 50%	104 46%	116 47%	112 53%	71 52%
Fairly important	(3)	663 32%	63 35%Ef	46 44%DEFgh kL	554 31%	15 17%	63 26%	55 31%E	61 33%E	54 36%Ef	67 33%E	88 32%E	86 30%E	66 37%EF	438 30%	221 38%P	193 38%P	177 38%P	96 43%Pv	103 42%PV	70 33%	48 35%
Not very important	(2)	153 7%	9 5%	2 2%	143 8%B	8 9%B	23 10%aB	13 8%b	16 8%b	12 8%b	14 7%	22 8%b	20 7%b	15 8%b	123 8%QRSUV	31 5%	24 5%	18 4%	14 6%u	6 3%	5 2%	7 5%
Not at all important	(1)	72 3%	9 5%gh	6 6%gh	57 3%	7 8%fGHI	7 3%	2 1%	2 1%	6 4%	7 3%	10 4%	8 3%	8 5%gh	63 4%QRsT	9 2%	9 2%	9 2%	2 1%	5 2%	7 3%	3 2%
NET: Not important		225 11%	17 10%	8 7%	200 11%	15 17%bg	31 13%	15 9%	18 9%	18 12%	20 10%	32 12%	28 10%	23 13%	185 13%QRSTUV	40 7%	33 6%	27 6%	16 7%	12 5%	12 6%	10 8%
Don't know		205 10%	16 9%	12 11%	178 10%	10 12%	15 6%	15 8%	27 15%Fg	14 9%	19 9%	27 10%	30 10%	22 12%f	172 12%QRSTuw	32 6%	30 6%	29 6%	9 4%	16 7%	18 9%t	7 5%
Mean		3.36	3.35	3.28	3.37	3.33	3.41m	3.46M	3.38	3.30	3.37	3.34	3.42m	3.25	3.33	3.43P	3.43P	3.45P	3.40	3.43	3.48P	3.45
Standard deviation		0.79	0.81	0.79	0.79	0.99	0.81	0.70	0.71	0.81	0.78	0.81	0.77	0.83	0.84	0.68	0.68	0.68	0.65	0.66	0.72	0.71
Standard error		0.02	0.06	0.08	0.02	0.11	0.05	0.05	0.05	0.07	0.06	0.05	0.05	0.06	0.02	0.03	0.03	0.03	0.05	0.05	0.06	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 40
Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues?
How I would pay for any care needs I may have in the future
Base: All respondents

		Total	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	Social Grade AB (k)	C1 (l)	C2 (m)	DE (n)	Employment Sector Public (o)	Private (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Important		1602 78%	743 74%	858 81%A	179 75%	291 81%cG	271 80%G	278 76%	213 72%	295 80%G	74 77%	369 80%G	452 81%Ln	418 75%	348 77%	383 76%	221 86%P	700 77%
Very important	(4)	830 40%	353 35%	477 45%A	84 35%	129 36%	135 40%	143 39%	131 44%cd	165 45%CDf	43 44%	208 45%CDf	232 42%	211 38%	183 41%	204 40%	103 41%	347 38%
Fairly important	(3)	771 37%	390 39%	381 36%	95 40%G	162 45%fGHIJ	136 40%G	135 37%G	83 28%	129 35%g	32 33%	161 35%g	220 40%	207 37%	165 37%	180 36%	117 46%p	353 39%
Not very important	(2)	170 8%	97 10%B	73 7%	29 12%DE	22 6%	20 6%	32 9%	27 9%	29 8%	12 12%dE	41 9%	48 9%	53 10%	34 8%	36 7%	13 5%	77 8%
Not at all important	(1)	84 4%	51 5%B	33 3%	6 3%	11 3%	12 4%	19 5%	21 7%CDeHiJ	13 3%	2 2%	15 3%	22 4%	24 4%	15 3%	23 5%	7 3%	36 4%
NET: Not important		254 12%	149 15%B	106 10%	35 15%d	33 9%	32 10%	51 14%d	48 16%DE	42 11%	14 14%	56 12%	70 13%	77 14%	49 11%	59 12%	20 8%	113 12%o
Don't know		210 10%	115 11%	96 9%	26 11%	34 9%	36 11%	39 11%	36 12%j	30 8%	8 9%	38 8%	34 6%	61 11%K	53 12%K	62 12%K	14 6%	101 11%O
Mean		3.26	3.17	3.35A	3.20	3.27	3.30	3.22	3.24	3.33c	3.31	3.33cf	3.27	3.22	3.30	3.27	3.32	3.24
Standard deviation		0.81	0.84	0.76	0.78	0.73	0.77	0.85	0.94	0.79	0.79	0.79	0.80	0.82	0.78	0.82	0.70	0.80
Standard error		0.02	0.03	0.02	0.05	0.05	0.05	0.05	0.06	0.04	0.08	0.04	0.03	0.04	0.05	0.04	0.05	0.03

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

Prepared by ComRes

Conversations About Care Survey
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Absolutes/col percents

Table 41
Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues?
How I would pay for any care needs I may have in the future
Base: All respondents

		Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
								Region										Do you have any children aged 18 or under?				
Unweighted base		2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base		2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Important		1602 78%	139 77%	81 77%	1382 78%	59 68%	183 77%	148 85%EfHKI	139 75%	119 78%	160 80%E	206 76%	224 77%e	144 79%e	1096 74%	498 86%P	437 87%P	395 85%P	200 89%PW	214 86%Pw	177 83%P	107 78%
Very important	(4)	830 40%	73 41%	42 40%	715 40%	32 37%	103 44%j	74 42%j	80 43%j	57 37%	66 33%	112 41%	124 43%j	66 36%	572 39%	252 43%p	221 44%p	207 45%p	85 38%	106 43%	102 48%Pt	60 44%
Fairly important	(3)	771 37%	66 37%	39 37%	667 37%	26 30%	80 34%	74 42%eh	59 32%	62 41%	94 47%aEFHKL	94 35%	100 35%	78 43%efH	524 36%	245 42%P	216 43%P	188 41%p	114 51%PuVW	107 43%Pv	75 35%	47 34%
Not very important	(2)	170 8%	14 8%	6 6%	150 8%	11 12%g	24 10%	9 5%	17 9%	14 9%	12 6%	28 10%	24 8%	11 6%	134 9%qRstUV	36 6%	25 5%	28 6%	11 5%	11 5%	8 4%	16 12%TUV
Not at all important	(1)	84 4%	11 6%Gh	4 3%	69 4%	7 8%GH	11 5%	3 2%	4 2%	7 4%	8 4%	13 5%	10 3%	7 4%	72 5%QRStU	12 2%	10 2%	10 2%	4 2%	4 2%	7 3%	5 4%
NET: Not important		254 12%	25 14%g	10 9%	219 12%	17 20%bGhJlM	35 15%G	13 7%	21 11%	20 13%	20 10%	40 15%G	34 12%	18 10%	206 14%QRSTUV	48 8%	35 7%	37 8%	15 7%	15 6%	15 7%	21 15%TUV
Don't know		210 10%	16 9%	15 14%	180 10%	11 12%	19 8%	14 8%	26 14%f	14 9%	20 10%	26 10%	31 11%	20 11%	174 12%QRST	35 6%	33 7%	31 7%	9 4%	19 8%	20 10%t	9 7%
Mean		3.26	3.22	3.31	3.27	3.11	3.26	3.36Ej	3.34e	3.22	3.21	3.24	3.31e	3.26	3.23	3.35P	3.38P	3.37P	3.31	3.38P	3.42Pw	3.27
Standard deviation		0.81	0.87	0.77	0.80	0.96	0.85	0.69	0.77	0.81	0.76	0.85	0.80	0.76	0.84	0.70	0.68	0.70	0.66	0.66	0.73	0.83
Standard error		0.02	0.06	0.08	0.02	0.11	0.06	0.05	0.06	0.07	0.06	0.06	0.05	0.06	0.02	0.03	0.03	0.04	0.05	0.05	0.06	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

COMRES

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 42
Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues?
What I would like to include in my will
Base: All respondents

| | | Total | Gender | | Age | | | | | | | | Social Grade | | | | Employment Sector | |
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Important		1337 65%	609 61%	728 69%A	171 71%fGHIJ	267 75%FGHIJ	242 71%fGHIJ	237 64%GIj	153 51%	219 60%GIj	47 48%	266 57%I	367 66%	367 66%	291 65%	312 62%	189 74%	622 68%
Very important	(4)	656 32%	276 27%	380 36%A	88 37%GHIJ	132 37%GHIJ	125 37%GHIJ	123 34%GIJ	72 24%I	102 28%IJ	13 14%	115 25%I	175 31%	181 33%	145 32%	156 31%	94 37%	313 34%
Fairly important	(3)	680 33%	333 33%	347 33%	83 35%g	134 38%G	117 35%g	114 31%	80 27%	118 32%	34 35%	151 33%	192 35%	186 33%	147 33%	156 31%	94 37%	309 34%
Not very important	(2)	334 16%	184 18%B	150 14%	39 16%	41 11%	41 12%	59 16%	61 20%DE	71 19%DE	23 24%DEf	94 20%DE	93 17%	90 16%	75 17%	76 15%	36 14%	136 15%
Not at all important	(1)	190 9%	104 10%	85 8%	7 3%	10 3%	14 4%	34 9%CDE	50 17%CDEF	55 15%CDEF	19 20%CDEF	74 16%CDEF	62 11%IM	45 8%	30 7%	53 10%m	15 6%	55 6%
NET: Not important		523 25%	288 29%B	235 22%	46 19%	51 14%	55 16%	93 25%DE	111 37%CDEF	125 34%CDEF	42 44%CDEFhj	167 36%CDEF	155 28%	135 24%	105 23%	129 26%	51 20%	192 21%
Don't know		206 10%	109 11%	97 9%	23 9%	40 11%HJ	42 12%HJ	38 10%Hj	34 11%HJ	22 6%	8 8%	30 6%	34 6%	54 10%K	54 12%K	64 13%K	15 6%	100 11%O
Mean		2.97	2.87	3.06A	3.16fGHIJ	3.22FGHIJ	3.19FGHIJ	2.99GHIJ	2.66	2.77IJ	2.46	2.71I	2.92	3.00	3.02	2.94	3.11	3.08
Standard deviation		0.97	0.98	0.95	0.83	0.79	0.85	0.98	1.08	1.04	0.99	1.04	0.99	0.95	0.93	1.00	0.89	0.90
Standard error		0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.07	0.05	0.10	0.05	0.04	0.04	0.06	0.05	0.06	0.03

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 43
Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues?
What I would like to include in my will
Base: All respondents

		Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child-ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
								Region									Do you have any children aged 18 or under?					
Unweighted base		2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base		2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Important		1337 65%	116 64%	73 70%	1148 64%	51 59%	151 64%	125 71%elm	125 67%	104 68%	128 64%	173 63%	180 62%	111 61%	880 60%	451 78%P	394 78%P	358 77%P	174 78%P	196 79%P	157 74%P	97 71%P
Very important	(4)	656 32%	57 32%	30 28%	570 32%	27 31%	73 31%	58 33%	67 36%	56 37%	60 30%	94 35%	84 29%	51 28%	414 28%	238 41%P	207 41%P	189 41%P	86 38%P	105 42%P	83 39%P	51 38%P
Fairly important	(3)	680 33%	59 33%	44 42%deK	578 32%	24 28%	78 33%	67 38%k	58 31%	48 32%	67 34%	78 29%	96 33%	61 33%	465 31%	212 37%p	187 37%P	169 36%p	88 39%p	91 37%	73 35%	46 34%
Not very important	(2)	334 16%	32 18%	11 10%	292 16%	16 19%	44 19%b	24 14%	30 16%	20 13%	29 15%	44 16%	46 16%	38 21%Bgi	261 18%QRSUv	71 12%	58 11%	54 12%	33 15%u	23 9%	24 11%	25 19%Uv
Not at all important	(1)	190 9%	21 12%gH	8 8%	161 9%	8 10%h	24 10%H	10 6%	7 4%	15 10%H	24 12%gH	30 11%gH	30 10%H	13 7%	169 11%QRSTUVw	20 3%	15 3%	19 4%r	3 1%	6 2%	13 6%TU	8 6%t
NET: Not important		523 25%	52 29%bGh	19 18%	453 25%	25 28%	68 29%bGh	34 19%	37 20%	35 23%	53 26%	75 27%bg	76 26%	51 28%bgh	431 29%QRSTUV	91 16%	73 15%	73 16%	36 16%	28 11%	37 17%u	33 24%U
Don't know		206 10%	12 6%	13 13%	181 10%	11 13%	18 8%	17 9%	24 13%a	14 9%	20 10%	25 9%	33 12%	19 10%	166 11%QRStW	38 7%	37 7%	33 7%	14 6%	23 9%	19 9%	6 5%
Mean		2.97	2.90	3.03	2.97	2.92	2.92	3.09aflm	3.14AFJkLM	3.04	2.91	2.96	2.92	2.91	2.86	3.23P	3.25P	3.22P	3.22P	3.32PvW	3.17P	3.08P
Standard deviation		0.97	1.01	0.89	0.97	1.01	0.98	0.87	0.87	0.99	1.01	1.03	0.98	0.93	1.01	0.82	0.80	0.83	0.76	0.76	0.89	0.91
Standard error		0.02	0.07	0.10	0.02	0.11	0.07	0.07	0.07	0.08	0.08	0.07	0.06	0.07	0.03	0.04	0.04	0.04	0.06	0.05	0.07	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 44
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Sumary Table
Base: All respondents

	Statements								
	Who will care for them .../ Where they would like to live/ Preferences for end of life (NET)	Who will care for them when they are older	Where they would like to live if they could no longer live at home	Whether they are able to manage their finances	Whether they are experiencing difficulties with their memory	Whether they are lonely	Who might make decisions on their behalf if they cannot make these themselves in the future	Their preferences around end of life care	What they might include in their will
Unweighted base	2066	2066	2066	2066	2066	2066	2066	2066	2066
Weighted base	2066	2066	2066	2066	2066	2066	2066	2066	2066
We have discussed this on a number of occasions	345 17%	266 13%	212 10%	267 13%	282 14%	286 14%	250 12%	177 9%	226 11%
We have discussed this once	308 15%	230 11%	256 12%	236 11%	194 9%	220 11%	258 12%	228 11%	254 12%
We have never discussed this but I am planning to	410 20%	458 22%	462 22%	369 18%	374 18%	345 17%	444 22%	457 22%	293 14%
We have never discussed this and I don't intend to	309 15%	367 18%	382 18%	419 20%	414 20%	388 19%	380 18%	466 23%	550 27%
Not applicable	566 27%	603 29%	612 30%	626 30%	662 32%	681 33%	585 28%	592 29%	605 29%
Don't know	128 6%	142 7%	142 7%	148 7%	139 7%	146 7%	149 7%	146 7%	138 7%
NET: Discussed	653 32%	496 24%	468 23%	503 24%	476 23%	506 24%	508 25%	405 20%	480 23%
NET: Not discussed	719 35%	825 40%	844 41%	788 38%	788 38%	733 35%	825 40%	923 45%	843 41%

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 45
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Who will care for them .../Where they would like to live/ Preferences for end of life (NET)
Base: All respondents

	Total	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65-74 (h)	Age 75+ (i)	Age 65+ (j)	Social Grade AB (k)	Social Grade C1 (l)	Social Grade C2 (m)	Social Grade DE (n)	Employment Sector Public (o)	Employment Sector Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
We have discussed this on a number of occasions	345 17%	152 15%	193 18%a	40 17%I	49 14%I	62 18%IJ	68 18%IJ	67 22%DHIJ	54 15%IJ	5 5%	59 13%I	124 22%LMN	84 15%	69 15%	68 14%	49 19%	166 18%
We have discussed this once	308 15%	138 14%	169 16%	49 20%GHIJ	73 20%GHIJ	62 18%GHIJ	63 17%gHIJ	34 11%HiJ	22 6%	5 6%	27 6%	77 14%	86 15%	80 18%n	65 13%	48 19%	174 19%
We have never discussed this but I am planning to	410 20%	208 21%	202 19%	46 19%HIJ	113 31%CFGHIJ	100 29%CFGHIJ	76 21%gHIJ	45 15%HIJ	28 8%ij	2 2%	31 7%I	108 19%	109 20%	101 22%	92 18%	72 28%	214 23%
We have never discussed this and I don't intend to	309 15%	187 19%B	122 11%	54 22%fGHIJ	58 16%HIJ	61 18%HIJ	58 16%HIJ	39 13%hj	32 9%	7 8%	39 8%	66 12%	74 13%	73 16%k	96 19%KL	45 18%	149 16%
Not applicable	566 27%	252 25%	314 30%A	26 11%	40 11%	33 10%	76 21%CDE	102 34%CDEF	216 59%CDEFG	72 74%CDEFGHJ	288 62%CDEFGH	151 27%	161 29%	105 23%	148 29%m	34 13%	151 17%
Don't know	128 6%	69 7%	59 6%	25 10%GHJ	24 7%	22 6%	28 7%GhJ	11 4%	15 4%	5 5%	19 4%	29 5%	42 7%	23 5%	34 7%	7 3%	59 6%o
NET: Discussed	653 32%	290 29%	363 34%A	89 37%HIJ	122 34%HIJ	124 37%HIJ	131 35%HIJ	101 34%HIJ	76 21%IJ	10 11%	86 19%I	201 36%IN	170 31%	148 33%n	133 26%	97 38%	340 37%
NET: Not discussed	719 35%	395 39%B	324 31%	99 41%GHIJ	171 48%FGHIJ	160 47%FGHIJ	134 36%GHIJ	84 28%HIJ	60 16%	10 10%	70 15%	174 31%	183 33%	174 39%K	188 37%k	117 46%	363 40%

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 46
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Who will care for them .../Where they would like to live/ Preferences for end of life (NET)
Base: All respondents

	Total						Region										Do you have any children aged 18 or under?				
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child-ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247*	212	137
We have discussed this on a number of occasions	345 17%	30 17%	16 15%	299 17%	18 21%	46 19%	31 17%	29 16%	25 16%	31 16%	45 17%	41 14%	33 18%	236 16%	108 19%	89 18%	93 20%pr	30 14%	40 16%	51 24%PTU	33 24%PT
We have discussed this once	308 15%	28 16%	15 14%	265 15%	10 11%	27 11%	26 15%	31 17%	27 18%f	23 12%	60 22%eFgJLM	41 14%	21 11%	182 12%	125 22%P	109 22%P	95 21%P	49 22%P	42 17%p	46 22%P	28 21%P
We have never discussed this but I am planning to	410 20%	35 19%	18 17%	357 20%	16 19%	47 20%	32 18%	42 23%m	32 21%	49 25%M	53 20%	58 20%	28 15%	238 16%	169 29%P	151 30%Ps	125 27%P	82 37%PuV	71 29%P	52 24%P	38 28%P
We have never discussed this and I don't intend to	309 15%	26 14%	16 15%	267 15%	17 19%	40 17%	25 14%	25 14%	25 16%	35 18%	32 12%	43 15%	25 14%	223 15%	86 15%	79 16%	74 16%	34 15%	53 21%PtW	33 15%	16 11%
Not applicable	566 27%	52 29%	31 29%	483 27%	22 25%	70 29%k	51 29%k	46 25%	38 25%	48 24%	58 21%	89 31%K	62 34%hijK	495 33%QRSTUVW	70 12%	56 11%	56 12%	20 9%	29 12%	21 10%	18 13%
Don't know	128 6%	10 5%	9 9%f	110 6%	4 4%	7 3%	11 6%	12 7%	7 4%	13 7%	24 9%F	18 6%	14 7%f	104 7%QRs	23 4%	20 4%	19 4%	8 4%	13 5%	9 4%	4 3%
NET: Discussed	653 32%	58 32%	31 30%	564 32%	28 33%	73 31%	56 32%	60 32%	52 34%	54 27%	105 39%fJLm	81 28%	54 30%	417 28%	233 40%P	198 39%P	189 41%P	80 36%p	82 33%	98 46%PtU	61 44%PU
NET: Not discussed	719 35%	61 34%	34 32%	624 35%	33 38%	87 37%	57 33%	68 36%	56 37%	85 42%gKM	85 31%	100 35%	53 29%	461 31%	255 44%P	231 46%P	199 43%P	116 52%PVW	124 50%PVw	85 40%P	54 39%p

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 47
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Summary: Who will care for them .../Where they would like to live/ Preferences for end of life: Discussed (Net)
Base: All respondents

| | | Gender | | Age | | | | | | | | Social Grade | | | | Employment Sector | |
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri- vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Who will care for them when they are older	496 24%	223 22%	273 26%a	53 22%IJ	95 27%HIJ	96 28%HIJ	97 26%HIJ	86 29%HIJ	61 17%Ij	8 8%	69 15%I	153 27%N	132 24%	110 25%	100 20%	71 28%	262 29%
Where they would like to live if they could no longer live at home	468 23%	213 21%	255 24%	61 25%HIJ	84 24%HIJ	82 24%HIJ	98 27%HIJ	73 25%HIJ	61 17%ij	9 9%	70 15%I	147 26%N	124 22%n	110 24%N	87 17%	62 24%	250 27%
Their preferences around end of life care	405 20%	179 18%	226 21%a	55 23%HIJ	64 18%Ij	80 24%HIJ	85 23%HIJ	62 21%HIJ	53 14%Ij	6 6%	59 13%I	132 24%IN	109 20%n	90 20%n	74 15%	51 20%	215 24%
NET: "Discussed" for all of them	277 13%	126 13%	151 14%	29 12%i	46 13%i	53 16%hIJ	60 16%HIJ	46 16%hIJ	38 10%	5 6%	43 9%	90 16%N	77 14%N	64 14%N	45 9%	33 13%	155 17%

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 48
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Summary: Who will care for them .../Where they would like to live/ Preferences for end of life: Discussed (Net)
Base: All respondents

				Region											Do you have any children aged 18 or under?						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Who will care for them when they are older	496 24%	45 25%	27 25%	424 24%	22 26%	58 25%	48 28%Jl	43 23%	38 25%	36 18%	74 27%Jl	57 20%	47 26%j	308 21%	185 32%P	155 31%P	156 34%Pr	61 27%p	68 27%p	78 37%PtU	53 39%PTU
Where they would like to live if they could no longer live at home	468 23%	36 20%	19 18%	412 23%	22 25%	52 22%	46 26%L	41 22%	38 25%	39 20%	77 28%ajL	51 18%	45 25%l	296 20%	169 29%P	141 28%P	139 30%P	56 25%	55 22%	71 34%PtU	45 33%PU
Their preferences around end of life care	405 20%	31 17%	26 25%l	348 20%	19 22%	44 19%	31 17%	42 22%	31 20%	32 16%	66 24%jL	46 16%	37 20%	255 17%	147 25%P	124 25%P	118 25%P	41 18%	51 21%	63 30%PTU	44 32%PTU
NET: "Discussed" for all of them	277 13%	18 10%	19 18%l	240 13%	14 16%	26 11%	25 14%	27 15%	19 12%	22 11%	46 17%afL	29 10%	33 18%AfjL	170 12%	104 18%P	84 17%P	86 19%P	29 13%	34 14%	44 21%PtU	35 25%PTU

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 49
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Summary: Who will care for them .../Where they would like to live/ Preferences for end of life: Not discussed (Net)
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Who will care for them when they are older	825 40%	441 44%B	384 36%	131 55%FGHIJ	195 55%FGHIJ	178 53%FGHIJ	158 43%GHIJ	91 30%HIJ	65 18%IJ	6 7%	71 15%I	206 37%	206 37%	205 46%KL	208 41%	130 51%	425 47%
Where they would like to live if they could no longer live at home	844 41%	449 45%B	395 37%	123 51%fGHIJ	204 57%FGHIJ	185 55%FGHIJ	158 43%GHIJ	102 34%HIJ	63 17%ij	9 9%	72 16%I	213 38%	219 39%	200 44%	211 42%	143 56%P	430 47%
Their preferences around end of life care	923 45%	488 48%B	436 41%	128 53%GHIJ	220 61%cFGHIJ	190 56%FGHIJ	174 47%HIJ	121 40%HIJ	79 22%ij	13 13%	91 20%I	230 41%	235 42%	218 48%k	239 47%k	158 62%P	460 50%
NET: "Not discussed" for all of them	658 32%	365 36%B	293 28%	95 40%GHIJ	164 46%FGHIJ	140 41%fGHIJ	127 35%GHIJ	76 25%HIJ	52 14%IJ	4 5%	56 12%I	160 29%	168 30%	161 36%k	169 33%	105 41%	338 37%

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

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 50
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Summary: Who will care for them .../Where they would like to live/ Preferences for end of life: Not discussed (Net)
Base: All respondents

| | | | | | | | Region | | | | | | | | | | Do you have any children aged 18 or under? | | | | | |
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child-ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Who will care for them when they are older	825 40%	70 39%m	38 36%	717 40%	33 38%	97 41%M	63 36%	83 45%M	65 43%M	93 47%gM	110 40%M	119 41%M	53 29%	531 36%	291 50%P	263 52%PS	222 48%P	129 57%PVW	129 52%P	97 46%P	59 43%
Where they would like to live if they could no longer live at home	844 41%	75 42%m	44 42%	725 41%	35 41%	103 43%M	64 36%	83 45%M	64 42%	91 46%M	105 39%	119 41%m	60 33%	540 37%	300 52%P	271 54%PS	233 50%P	134 60%PV	139 56%Pv	101 48%P	68 49%P
Their preferences around end of life care	923 45%	81 45%	38 36%	804 45%	39 45%	113 47%M	82 47%m	84 45%	76 50%bM	100 50%bM	115 42%	130 45%m	66 36%	594 40%	326 56%P	290 58%P	256 55%P	148 66%PuVW	143 58%P	112 53%P	69 50%p
NET: "Not discussed" for all of them	658 32%	58 33%	33 31%	567 32%	24 28%	82 34%	56 32%	66 35%k	50 33%	71 35%	74 27%	96 33%	49 27%	420 28%	235 40%P	210 42%P	180 39%P	104 46%Pv	105 43%P	77 36%p	51 37%p

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 51
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Who will care for them when they are older
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
We have discussed this on a number of occasions	266 13%	119 12%	147 14%	28 12%I	42 12%I	46 14%Ij	48 13%I	57 19%CDefHIJ	40 11%Ij	4 4%	44 9%I	92 17%LmN	62 11%	54 12%	59 12%	38 15%	127 14%
We have discussed this once	230 11%	104 10%	126 12%	25 10%HiJ	52 15%gHIJ	50 15%gHIJ	49 13%HIJ	28 10%hJ	21 6%	4 4%	25 5%	61 11%	70 13%N	57 13%n	42 8%	34 13%	135 15%
We have never discussed this but I am planning to	458 22%	224 22%	233 22%	65 27%GHIJ	126 35%cFGHIJ	104 31%GHIJ	90 25%GHIJ	46 15%HIJ	25 7%i	2 2%	27 6%i	119 21%	120 22%	114 25%	105 21%	84 33%	245 27%
We have never discussed this and I don't intend to	367 18%	217 22%B	151 14%	66 28%DFGHIJ	70 19%HIJ	75 22%GHIJ	68 18%HIJ	45 15%IJ	40 11%Ij	4 4%	44 10%I	87 16%	86 15%	91 20%I	103 20%kl	46 18%	180 20%
Not applicable	603 29%	268 27%	335 32%A	27 11%	42 12%	38 11%	85 23%CDE	110 37%CDEF	227 62%CDEFG	74 77%CDEFGHIJ	301 65%CDEFGH	162 29%	170 31%m	111 25%	160 32%M	43 17%	161 18%
Don't know	142 7%	74 7%	68 6%	28 12%dGHJ	25 7%h	27 8%gHj	28 8%gH	12 4%	14 4%	8 8%gHj	22 5%h	35 6%	48 9%m	24 5%	36 7%	11 4%	65 7%
NET: Discussed	496 24%	223 22%	273 26%a	53 22%IJ	95 27%HIJ	96 28%HIJ	97 26%HIJ	86 29%HIJ	61 17%Ij	8 8%	69 15%I	153 27%N	132 24%	110 25%	100 20%	71 28%	262 29%
NET: Not discussed	825 40%	441 44%B	384 36%	131 55%FGHIJ	195 55%FGHIJ	178 53%FGHIJ	158 43%GHIJ	91 30%HIJ	65 18%IJ	6 7%	71 15%I	206 37%	206 37%	205 46%KL	208 41%	130 51%	425 47%

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 52
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Who will care for them when they are older
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
We have discussed this on a number of occasions	266 13%	24 13%	14 13%	228 13%	17 19%jl	37 16%	26 15%	25 14%	17 11%	20 10%	32 12%	31 11%	24 13%	182 12%	83 14%	72 14%	75 16%p	22 10%	34 14%	42 20%PTu	22 16%
We have discussed this once	230 11%	21 12%	12 12%	196 11%	5 6%	21 9%	22 13%	18 10%	21 14%	16 8%	42 15%efJL	26 9%	24 13%	126 9%	103 18%P	83 16%P	81 17%P	38 17%P	34 14%P	35 17%P	30 22%PU
We have never discussed this but I am planning to	458 22%	35 19%	23 21%	400 22%	17 19%	49 21%m	32 18%	48 26%M	34 23%M	59 30%AefGM	67 25%M	68 24%M	24 13%	272 18%	183 32%P	165 33%PS	135 29%P	84 38%PUvw	71 29%P	58 27%P	37 27%P
We have never discussed this and I don't intend to	367 18%	35 20%	15 15%	317 18%	16 18%	48 20%	31 18%	35 19%	31 20%	34 17%	42 16%	51 18%	29 16%	259 18%	108 19%	99 20%	87 19%	44 20%	58 23%p	39 19%	22 16%
Not applicable	603 29%	55 31%k	31 29%	517 29%	24 27%	74 31%K	53 30%k	47 25%	42 27%	58 29%	60 22%	95 33%K	66 36%HK	524 35%QRSTUVW	78 13%	63 13%	65 14%	23 10%	34 14%	27 13%	19 14%
Don't know	142 7%	9 5%	10 9%f	123 7%	8 10%F	8 4%	11 6%	12 7%	8 5%	13 7%	28 10%aF	17 6%	16 9%F	115 8%QRS	26 4%	23 5%	21 5%	11 5%	16 7%	9 4%	6 4%
NET: Discussed	496 24%	45 25%	27 25%	424 24%	22 26%	58 25%	48 28%JI	43 23%	38 25%	36 18%	74 27%JI	57 20%	47 26%j	308 21%	185 32%P	155 31%P	156 34%Pr	61 27%p	68 27%p	78 37%PtU	53 39%PTU
NET: Not discussed	825 40%	70 39%m	38 36%	717 40%	33 38%	97 41%M	63 36%	83 45%M	65 43%M	93 47%gM	110 40%M	119 41%M	53 29%	531 36%	291 50%P	263 52%PS	222 48%P	129 57%PVW	129 52%P	97 46%P	59 43%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 53
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Where they would like to live if they could no longer live at home
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
We have discussed this on a number of occasions	212 10%	94 9%	118 11%	25 10%I	26 7%	39 11%I	42 11%I	40 13%DIj	38 10%IJ	3 3%	41 9%I	76 14%MN	59 11%	38 8%	39 8%	22 9%	105 11%
We have discussed this once	256 12%	119 12%	138 13%	36 15%HIJ	58 16%HIJ	43 13%HiJ	57 15%HIJ	34 11%HJ	23 6%	6 6%	29 6%	71 13%	65 12%	72 16%N	49 10%	39 15%	145 16%
We have never discussed this but I am planning to	462 22%	218 22%	244 23%	56 23%HIJ	114 32%cFGHIJ	120 35%CFGHIJ	82 22%HIJ	54 18%HIJ	33 9%i	3 4%	36 8%i	130 23%	123 22%	101 22%	107 21%	85 33%p	240 26%
We have never discussed this and I don't intend to	382 18%	231 23%B	151 14%	67 28%EfGHIJ	90 25%GHIJ	66 19%HIJ	75 20%HIJ	48 16%HIJ	30 8%	6 6%	36 8%	83 15%	96 17%	99 22%K	104 21%K	58 23%	191 21%
Not applicable	612 30%	269 27%	344 32%A	30 13%	44 12%	44 13%	83 22%CDE	111 37%CDEF	227 62%CDEFG	72 75%CDEFGHJ	300 i5%CDEFGH	163 29%	168 30%	113 25%	168 33%M	40 16%	170 19%
Don't know	142 7%	76 8%	66 6%	26 11%GHJ	26 7%	28 8%gHj	29 8%gHj	12 4%	15 4%	7 7%	21 5%	32 6%	45 8%	27 6%	38 8%	11 4%	64 7%
NET: Discussed	468 23%	213 21%	255 24%	61 25%HIJ	84 24%HIJ	82 24%HIJ	98 27%HIJ	73 25%HIJ	61 17%ij	9 9%	70 15%I	147 26%N	124 22%n	110 24%N	87 17%	62 24%	250 27%
NET: Not discussed	844 41%	449 45%B	395 37%	123 51%fGHIJ	204 57%FGHIJ	185 55%FGHIJ	158 43%GHIJ	102 34%HIJ	63 17%ij	9 9%	72 16%I	213 38%	219 39%	200 44%	211 42%	143 56%P	430 47%

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 54
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Where they would like to live if they could no longer live at home
Base: All respondents

	Total						Region									Do you have any children aged 18 or under?					
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247*	212	137
We have discussed this on a number of occasions	212 10%	15 8%	10 9%	187 11%	12 14%h	25 10%	24 14%HI	12 7%	17 11%	18 9%	33 12%h	23 8%	23 13%h	145 10%	65 11%	52 10%	55 12%	15 7%	24 10%	27 13%t	22 16%pT
We have discussed this once	256 12%	21 12%	10 9%	225 13%	10 12%	27 11%	22 13%	29 16%I	21 14%	22 11%	44 16%I	28 10%	22 12%	151 10%	104 18%P	88 18%P	84 18%P	41 18%Pu	31 13%	45 21%PU	23 17%P
We have never discussed this but I am planning to	462 22%	37 21%	21 20%	404 23%	18 21%	58 24%M	31 18%	47 26%gM	35 23%	54 27%gM	66 24%m	66 23%	29 16%	277 19%	183 31%P	165 33%PS	136 29%P	83 37%P	75 30%P	63 30%P	42 31%P
We have never discussed this and I don't intend to	382 18%	38 21%	23 22%	321 18%	18 20%	45 19%	33 19%	36 19%	29 19%	37 18%	39 14%	53 18%	31 17%	263 18%	118 20%	107 21%	97 21%	51 23%	64 26%Pv	39 18%	25 18%
Not applicable	612 30%	58 32%k	33 32%	520 29%	24 27%	72 30%	54 31%	49 26%	40 26%	54 27%	64 23%	102 35%hiK	62 34%K	529 36%QRSTUVW	82 14%	67 13%	69 15%	22 10%	38 15%t	29 14%	19 14%
Don't know	142 7%	10 5%	8 8%	124 7%	6 6%	10 4%	11 6%	12 7%	11 7%	15 7%	27 10%F	17 6%	15 8%	112 8%qs	29 5%	26 5%	23 5%	12 5%	16 6%	10 5%	5 3%
NET: Discussed	468 23%	36 20%	19 18%	412 23%	22 25%	52 22%	46 26%L	41 22%	38 25%	39 20%	77 28%ajL	51 18%	45 25%I	296 20%	169 29%P	141 28%P	139 30%P	56 25%	55 22%	71 34%PtU	45 33%PU
NET: Not discussed	844 41%	75 42%m	44 42%	725 41%	35 41%	103 43%M	64 36%	83 45%M	64 42%	91 46%M	105 39%	119 41%m	60 33%	540 37%	300 52%P	271 54%PS	233 50%P	134 60%PV	139 56%Pv	101 48%P	68 49%P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 55
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Whether they are able to manage their finances
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
We have discussed this on a number of occasions	267 13%	128 13%	139 13%	22 9%i	28 8%	48 14%cDI	64 18%CDhIJ	57 19%CDHIJ	45 12%dIJ	3 3%	48 10%I	87 16%Ln	59 11%	64 14%	58 11%	33 13%	138 15%
We have discussed this once	236 11%	107 11%	129 12%	26 11%HIJ	61 17%cHIJ	46 13%HIJ	44 12%HIJ	35 12%HIJ	22 6%	3 3%	24 5%	71 13%N	66 12%	55 12%	44 9%	37 14%	135 15%
We have never discussed this but I am planning to	369 18%	187 19%	182 17%	52 22%GHIJ	86 24%fGHIJ	98 29%cFGHIJ	65 18%HIJ	42 14%HIJ	22 6%	5 5%	26 6%	103 18%	106 19%	75 17%	86 17%	63 25%	202 22%
We have never discussed this and I don't intend to	419 20%	231 23%B	188 18%	81 34%EFGHIJ	100 28%GHIJ	75 22%GHIJ	80 22%GHIJ	39 13%	35 10%	9 9%	44 10%	96 17%	110 20%	106 24%K	107 21%	67 26%	193 21%
Not applicable	626 30%	278 28%	349 33%A	30 13%	51 14%	44 13%	84 23%CDE	112 38%CDEF	230 63%CDEFG	75 77%CDEFGHIJ	304 66%CDEFGH	163 29%	174 31%	120 27%	169 34%m	41 16%	174 19%
Don't know	148 7%	76 8%	73 7%	29 12%GHIJ	33 9%GHIJ	28 8%GHJ	31 8%GHIJ	11 4%	13 4%	3 3%	16 3%	36 7%	41 7%	31 7%	40 8%	14 6%	72 8%
NET: Discussed	503 24%	235 23%	268 25%	48 20%I	88 25%hIJ	94 28%cHIJ	109 30%CHIJ	93 31%CHIJ	67 18%IJ	5 6%	72 16%I	158 28%LN	125 23%	119 26%n	101 20%	70 28%	273 30%
NET: Not discussed	788 38%	418 42%B	370 35%	133 55%FGHIJ	186 52%FGHIJ	173 51%FGHIJ	145 39%GHIJ	82 27%HIJ	57 16%	13 14%	71 15%	199 36%	215 39%	181 40%	193 38%	130 51%p	395 43%

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 56
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Whether they are able to manage their finances
Base: All respondents

| | Total | | | | | | Region | | | | | | | | | | Do you have any children aged 18 or under? | | | | | |
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshir e & Humbersi de (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child- ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247*	212	137
We have discussed this on a number of occasions	267 13%	22 12%	11 10%	235 13%	14 16%	39 16%lm	22 12%	25 13%	21 14%	27 14%	38 14%	31 11%	18 10%	185 13%	80 14%	69 14%	69 15%	24 11%	34 14%	33 16%	24 18%
We have discussed this once	236 11%	19 11%	14 13%	203 11%	10 12%	23 10%	13 8%	25 13%j	26 17%FGJL	15 7%	33 12%	29 10%	29 16%fGJl	127 9%	108 19%P	96 19%P	84 18%P	39 18%P	39 16%P	44 21%Pw	18 13%
We have never discussed this but I am planning to	369 18%	29 16%	17 16%	324 18%	14 16%	43 18%m	31 18%	37 20%M	29 19%m	46 23%IM	59 22%IM	44 15%	21 12%	233 16%	134 23%P	119 24%P	104 23%P	56 25%P	52 21%p	50 23%P	33 24%P
We have never discussed this and I don't intend to	419 20%	37 20%	24 23%	359 20%	16 19%	49 21%	39 22%	38 21%	30 20%	46 23%k	43 16%	60 21%	36 20%	275 19%	143 25%P	127 25%P	112 24%P	69 31%PV	72 29%PV	44 21%	31 23%
Not applicable	626 30%	57 32%k	33 31%	536 30%	25 29%	77 32%k	57 33%k	51 27%	39 26%	52 26%	64 24%	107 37%hIJK	64 35%ijK	541 37%QRSTU VW	83 14%	66 13%	68 15%	24 11%	34 14%	28 13%	21 15%
Don't know	148 7%	16 9%F	7 7%	125 7%	7 8%f	6 3%	13 7%F	10 5%	7 5%	15 7%f	35 13%FHILm	18 6%f	13 7%F	116 8%	31 5%	27 5%	26 6%	12 5%	17 7%	12 6%	9 7%
NET: Discussed	503 24%	41 23%	25 23%	438 25%	24 28%	62 26%	35 20%	50 27%	47 31%GjL	42 21%	71 26%	60 21%	48 26%	312 21%	188 32%P	164 33%P	153 33%P	63 28%P	73 30%P	77 36%P	42 31%P
NET: Not discussed	788 38%	65 36%	41 38%	682 38%	30 35%	92 39%	70 40%	75 40%m	59 39%	92 46%aIM	102 38%	104 36%	57 31%	508 34%	277 48%P	246 49%P	217 47%P	125 56%PV	124 50%P	94 44%P	64 47%P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 57
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Whether they are experiencing difficulties with their memory
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
We have discussed this on a number of occasions	282 14%	131 13%	151 14%	29 12%I	38 11%I	45 13%IJ	68 18%cDeHIJ	64 21%CDEHIJ	36 10%Ij	3 4%	39 8%I	83 15%I	61 11%	75 17%L	64 13%	35 14%	146 16%
We have discussed this once	194 9%	85 8%	109 10%	42 18%dEFGHIJ	41 12%HIJ	35 10%HiJ	36 10%HiJ	22 7%hj	15 4%	4 4%	19 4%	61 11%	56 10%	37 8%	40 8%	33 13%	102 11%
We have never discussed this but I am planning to	374 18%	189 19%	185 17%	44 18%GHIJ	97 27%CFGHIJ	108 32%CFGHIJ	63 17%gHIJ	35 12%HIJ	23 6%	3 3%	26 6%	104 19%	106 19%	80 18%	83 16%	67 26%	198 22%
We have never discussed this and I don't intend to	414 20%	233 23%B	182 17%	65 27%fGHIJ	89 25%gHIJ	77 23%HIJ	76 21%HIJ	54 18%hIJ	46 13%	7 7%	53 12%	96 17%	107 19%	101 22%k	111 22%k	66 26%	200 22%
Not applicable	662 32%	294 29%	369 35%A	35 14%	60 17%	49 15%	93 25%CDE	115 39%CDEF	233 64%CDEFG	76 79%CDEFGHIJ	309 67%CDEFGH	181 33%	186 33%	125 28%	171 34%m	46 18%	196 21%
Don't know	139 7%	74 7%	65 6%	25 10%GHIJ	32 9%GHIJ	26 8%GHJ	33 9%GHiJ	8 3%	13 4%	3 3%	16 3%	30 5%	40 7%	33 7%	36 7%	9 3%	71 8%O
NET: Discussed	476 23%	217 22%	260 25%	71 30%dHIJ	79 22%HIJ	80 23%HIJ	103 28%HIJ	85 29%HIJ	50 14%	8 8%	58 13%i	144 26%ln	117 21%	112 25%	104 21%	67 26%	249 27%
NET: Not discussed	788 38%	422 42%B	366 35%	109 46%fGHIJ	186 52%FGHIJ	185 54%cFGHIJ	139 38%gHIJ	89 30%HIJ	70 19%Ij	10 10%	80 17%I	200 36%	213 38%	181 40%	194 38%	133 52%P	398 44%

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 58
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Whether they are experiencing difficulties with their memory
Base: All respondents

			Region											Do you have any children aged 18 or under?							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247*	212	137
We have discussed this on a number of occasions	282 14%	22 12%	12 12%	248 14%	12 14%	34 14%	24 14%	28 15%	23 15%	18 9%	45 16%J	33 12%	32 17%Jl	188 13%	93 16%p	79 16%	78 17%p	28 13%	36 15%	43 20%Pt	27 20%p
We have discussed this once	194 9%	14 8%	8 8%	172 10%	4 5%	18 8%	16 9%m	21 11%M	19 12%eM	18 9%m	40 15%AEFM	29 10%M	7 4%	117 8%	76 13%P	67 13%P	61 13%P	32 14%P	25 10%	34 16%Pu	16 11%
We have never discussed this but I am planning to	374 18%	33 19%	13 12%	327 18%	23 26%BgKlM	44 18%	28 16%	39 21%m	36 24%BKlM	46 23%bkM	41 15%	47 16%	24 13%	217 15%	153 26%P	136 27%P	119 26%P	63 28%P	65 26%P	49 23%P	32 24%P
We have never discussed this and I don't intend to	414 20%	39 22%	28 27%Ik	348 20%	15 18%	61 26%lKl	34 20%	37 20%	22 14%	43 21%	46 17%	53 18%	36 20%	283 19%	131 22%	115 23%	104 23%	53 24%	62 25%p	49 23%	35 26%
Not applicable	662 32%	59 33%	37 35%	567 32%	28 32%	74 31%	62 35%K	50 27%	43 28%	61 30%	69 25%	110 38%HiK	70 38%HiK	563 38%QRSTUVW	98 17%	80 16%	79 17%	34 15%	44 18%	28 13%	23 17%
Don't know	139 7%	13 7%f	7 7%	119 7%	5 5%	6 3%	11 6%	11 6%	10 7%f	15 7%f	32 12%FghL	16 6%	13 7%F	108 7%w	30 5%	27 5%	23 5%	13 5%	15 6%	10 5%	4 3%
NET: Discussed	476 23%	36 20%	20 19%	420 24%	16 18%	52 22%	40 23%	49 26%j	41 27%j	36 18%	85 31%AbEFgJLM	62 22%	39 21%	305 21%	170 29%P	146 29%P	139 30%P	60 27%p	62 25%	76 36%PtU	42 31%P
NET: Not discussed	788 38%	72 40%	41 39%	675 38%	38 44%k	105 44%KIM	62 36%	75 41%k	58 38%	89 44%KIM	87 32%	100 35%	60 33%	500 34%	283 49%P	251 50%P	223 48%P	117 52%P	127 51%P	98 46%P	67 49%P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 59
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Whether they are lonely
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
We have discussed this on a number of occasions	286 14%	137 14%	149 14%	26 11%I	33 9%i	50 15%dI	67 18%CDhIJ	61 20%CDeHIJ	47 13%IJ	4 4%	50 11%I	92 16%IN	70 13%	67 15%	58 11%	37 15%	141 15%
We have discussed this once	220 11%	96 10%	124 12%	35 14%HIJ	58 16%fGHIJ	43 13%HIJ	39 11%HIJ	29 10%HIJ	13 3%	3 3%	16 3%	63 11%	57 10%	55 12%	45 9%	40 16%	108 12%
We have never discussed this but I am planning to	345 17%	168 17%	177 17%	49 21%fGHIJ	100 28%cFGHIJ	86 25%FGHIJ	55 15%HIJ	34 12%HIJ	18 5%	2 2%	20 4%	104 19%L	78 14%	80 18%	83 16%	57 22%	200 22%
We have never discussed this and I don't intend to	388 19%	221 22%B	168 16%	70 29%eFGHIJ	81 23%gHIJ	73 22%HIJ	68 19%HIJ	47 16%iJ	41 11%	8 8%	49 10%	92 16%	112 20%	85 19%	100 20%	62 24%	194 21%
Not applicable	681 33%	309 31%	372 35%a	32 14%	51 14%	60 18%	110 30%CDE	117 39%CDEF	234 64%CDEFG	76 79%CDEFGHIJ	310 67%CDEFGH	172 31%	192 35%	135 30%	182 36%k	48 19%	202 22%
Don't know	146 7%	75 7%	71 7%	28 12%GHIJ	35 10%GHIJ	27 8%GHJ	30 8%GHJ	9 3%	14 4%	4 4%	18 4%	34 6%	48 9%	28 6%	37 7%	10 4%	70 8%
NET: Discussed	506 24%	233 23%	272 26%	61 25%HIJ	91 25%HIJ	93 27%HIJ	106 29%HIJ	90 30%HIJ	59 16%IJ	7 7%	66 14%I	155 28%IN	127 23%	122 27%n	103 20%	77 30%	249 27%
NET: Not discussed	733 35%	389 39%B	345 33%	119 50%FGHIJ	182 51%FGHIJ	159 47%FGHIJ	123 33%HIJ	81 27%HIJ	59 16%	10 10%	69 15%	196 35%	189 34%	165 37%	183 36%	120 47%	393 43%

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 60
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Whether they are lonely
Base: All respondents

							Region										Do you have any children aged 18 or under?						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247*	212	137
We have discussed this on a number of occasions	286 14%	22 12%	14 14%	250 14%	16 18%	32 13%	32 19%jl	29 15%	20 13%	22 11%	37 14%	35 12%	28 15%	186 13%	98 17%P	86 17%P	86 19%P	24 11%	38 15%	48 23%PTU	27 20%PT
We have discussed this once	220 11%	16 9%	18 17%daefk lm	186 10%	7 8%	23 10%	21 12%	19 10%	25 16%aefkL M	23 11%	26 10%	26 9%	16 9%	136 9%	82 14%P	67 13%P	64 14%P	33 15%P	29 12%	26 12%	23 17%P
We have never discussed this but I am planning to	345 17%	27 15%	11 10%	307 17%	15 18%	36 15%	21 12%	36 20%bgM	28 18%	42 21%bGM	54 20%bGM	54 19%bgm	21 11%	206 14%	137 24%P	123 24%P	101 22%P	67 30%PuVW	57 23%P	42 20%p	26 19%
We have never discussed this and I don't intend to	388 19%	42 23%Gl	18 17%	329 18%	18 20%	56 24%Gl	23 13%	33 18%	29 19%	42 21%g	47 17%	46 16%	36 20%	264 18%	122 21%	112 22%p	97 21%	56 25%P	61 25%P	46 22%	24 18%
Not applicable	681 33%	60 33%	37 35%	584 33%	24 28%	82 34%	65 37%	55 30%	43 28%	58 29%	79 29%	111 38%hijK	67 37%k	568 38%QRSTUl VW	112 19%	91 18%	91 20%	33 15%	47 19%	37 18%	33 24%t
Don't know	146 7%	13 7%	7 7%	126 7%	7 8%	9 4%	13 7%	13 7%	9 6%	14 7%	30 11%Fil	17 6%	14 8%f	116 8%Qrw	29 5%	25 5%	24 5%	11 5%	16 6%	13 6%	5 3%
NET: Discussed	506 24%	38 21%	33 31%l	435 24%	23 26%	55 23%	53 30%aL	48 26%	45 29%l	45 22%	63 23%	61 21%	44 24%	323 22%	180 31%P	154 30%P	150 32%P	58 26%	67 27%	74 35%Ptu	50 36%Ptu
NET: Not discussed	733 35%	69 39%bG	28 27%	635 36%	33 38%G	92 39%bG	44 25%	70 37%G	56 37%G	83 41%BGm	100 37%G	100 35%G	56 31%	470 32%	259 45%P	235 47%PS	199 43%P	123 55%PVW	118 48%Pw	88 42%P	50 36%

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Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 61
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Who might make decisions on their behalf if they cannot make these themselves in the future
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
We have discussed this on a number of occasions	250 12%	110 11%	140 13%	25 10%	28 8%	43 13%di	49 13%dI	54 18%CDehIJ	46 12%di	6 6%	51 11%i	89 16%LN	56 10%	53 12%	53 10%	28 11%	119 13%
We have discussed this once	258 12%	133 13%	125 12%	27 11%j	54 15%HIJ	47 14%HIJ	60 16%HIJ	38 13%HiJ	26 7%	5 6%	32 7%	76 14%	72 13%	58 13%	53 10%	41 16%	140 15%
We have never discussed this but I am planning to	444 22%	216 22%	228 22%	54 22%gHIJ	121 34%CFGHIJ	120 36%CFGHIJ	79 21%gHIJ	45 15%HIJ	23 6%	3 3%	25 5%	112 20%	122 22%	107 24%	103 20%	77 30%	236 26%
We have never discussed this and I don't intend to	380 18%	208 21%B	172 16%	74 31%dEFGHIJ	80 22%GHIJ	67 20%HIJ	70 19%HIJ	44 15%IJ	39 11%	6 6%	45 10%	87 16%	97 17%	90 20%	107 21%K	61 24%	181 20%
Not applicable	585 28%	263 26%	322 30%a	29 12%	42 12%	36 11%	80 22%CDE	106 35%CDEF	220 60%CDEFG	73 75%CDEFGHJ	293 63%CDEFGH	157 28%	165 30%	111 25%	152 30%	36 14%	163 18%
Don't know	149 7%	76 8%	73 7%	31 13%efGHIJ	32 9%GHJ	26 8%gHJ	31 8%GHJ	11 4%	13 4%	4 4%	17 4%	35 6%	45 8%	32 7%	37 7%	11 4%	76 8%o
NET: Discussed	508 25%	243 24%	265 25%	52 22%I	82 23%I	90 27%HIJ	109 30%CdHIJ	92 31%CdHIJ	72 20%ij	11 12%	83 18%i	165 30%LN	127 23%	110 24%	105 21%	69 27%	259 28%
NET: Not discussed	825 40%	425 42%b	400 38%	128 53%FGHIJ	201 56%FGHIJ	187 55%FGHIJ	149 40%GHIJ	89 30%HIJ	61 17%ij	9 9%	70 15%I	199 36%	218 39%	198 44%K	210 42%k	138 54%P	417 46%

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 62
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Who might make decisions on their behalf if they cannot make these themselves in the future
Base: All respondents

							Region									Do you have any children aged 18 or under?						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247*	212	137
We have discussed this on a number of occasions	250 12%	21 12%	15 15%	213 12%	14 16%	30 13%	21 12%	21 11%	15 10%	21 10%	38 14%	29 10%	25 14%	176 12%	72 12%	59 12%	60 13%	21 9%	24 10%	32 15%u	24 17%tu
We have discussed this once	258 12%	22 12%	13 13%	222 12%	11 13%	28 12%	26 15%	22 12%	26 17%jM	19 9%	39 14%	35 12%	17 9%	142 10%	115 20%P	97 19%P	97 21%P	38 17%P	44 18%P	50 24%P	28 21%P
We have never discussed this but I am planning to	444 22%	31 17%	18 17%	395 22%	19 22%	49 20%	30 17%	48 26%agm	34 22%	58 29%AbfGl M	67 25%m	59 20%	31 17%	264 18%	177 30%P	161 32%PS	133 29%P	79 35%Pu	69 28%P	60 28%P	36 26%P
We have never discussed this and I don't intend to	380 18%	36 20%	18 17%	326 18%	16 18%	52 22%k	32 18%	34 18%	31 21%	36 18%	40 15%	55 19%	29 16%	264 18%	116 20%	104 21%	94 20%	53 24%p	65 26%PV	39 18%	26 19%
Not applicable	585 28%	54 30%k	33 31%	499 28%	22 26%	71 30%k	52 30%k	48 26%	39 25%	52 26%	60 22%	93 32%K	62 34%K	510 35%QRSTU VW	74 13%	59 12%	59 13%	22 10%	31 13%	20 10%	19 14%
Don't know	149 7%	15 9%F	8 7%	126 7%	5 5%	7 3%	14 8%F	12 7%	7 5%	15 7%f	30 11%Fi	18 6%	17 9%F	121 8%QRSw	27 5%	24 5%	21 4%	11 5%	14 6%	10 5%	4 3%
NET: Discussed	508 25%	43 24%	29 27%	436 24%	25 29%	58 24%	46 26%	43 23%	41 27%	40 20%	76 28%j	64 22%	42 23%	318 22%	187 32%P	156 31%P	156 34%Pr	59 26%	68 27%p	83 39%PTU	52 38%PTu
NET: Not discussed	825 40%	67 37%	36 34%	721 40%	35 40%	101 43%m	63 36%	82 44%M	66 43%m	94 47%bgM	107 39%	114 39%	60 33%	529 36%	293 50%P	266 53%PS	227 49%P	133 59%PVW	134 54%P	99 47%P	62 45%p

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Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 63
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Their preferences around end of life care
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
We have discussed this on a number of occasions	177 9%	73 7%	103 10%a	18 7%	26 7%	36 11%I	30 8%	31 10%I	32 9%	4 4%	35 8%i	69 12%LMN	42 7%	31 7%	35 7%	15 6%	91 10%o
We have discussed this once	228 11%	106 10%	123 12%	37 16%HIJ	38 11%HIJ	44 13%HIJ	54 15%HIJ	31 10%HIJ	21 6%	3 3%	24 5%	63 11%n	67 12%N	59 13%N	39 8%	36 14%	124 14%
We have never discussed this but I am planning to	457 22%	225 22%	232 22%	56 23%HIJ	121 34%CFGHIJ	101 30%fGHIJ	84 23%HIJ	59 20%HIJ	33 9%i	3 4%	37 8%i	109 20%	119 21%	111 25%	117 23%	75 29%	241 26%
We have never discussed this and I don't intend to	466 23%	263 26%B	204 19%	72 30%GHIJ	99 28%gHIJ	89 26%HIJ	89 24%HIJ	62 21%HIJ	46 12%	9 9%	55 12%	121 22%	116 21%	107 24%	122 24%	83 33%P	219 24%
Not applicable	592 29%	263 26%	329 31%A	30 13%	43 12%	42 12%	80 22%CDE	104 35%CDEF	220 60%CDEFG	72 75%CDEFGHJ	293 63%CDEFGH	160 29%	165 30%	113 25%	154 31%	37 14%	165 18%
Don't know	146 7%	77 8%	69 7%	27 11%GHJ	31 9%GHJ	27 8%gHJ	30 8%GHJ	11 4%	14 4%	5 6%	20 4%	33 6%	47 8%	30 7%	37 7%	9 4%	73 8%O
NET: Discussed	405 20%	179 18%	226 21%a	55 23%HIJ	64 18%lj	80 24%HIJ	85 23%HIJ	62 21%HIJ	53 14%lj	6 6%	59 13%I	132 24%IN	109 20%n	90 20%n	74 15%	51 20%	215 24%
NET: Not discussed	923 45%	488 48%B	436 41%	128 53%GHIJ	220 61%cFGHIJ	190 56%FGHIJ	174 47%HIJ	121 40%HIJ	79 22%ij	13 13%	91 20%I	230 41%	235 42%	218 48%k	239 47%k	158 62%P	460 50%

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

Prepared by ComRes

ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 64
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
Their preferences around end of life care
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
														Region / Do you have any children aged 18 or under?							
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247*	212	137
We have discussed this on a number of occasions	177 9%	12 7%	12 12%	152 9%	12 14%aJl	22 9%	14 8%	15 8%	11 7%	11 6%	27 10%	19 7%	20 11%j	122 8%	52 9%	42 8%	48 10%r	11 5%	26 10%T	24 11%T	20 15%PT
We have discussed this once	228 11%	19 11%	14 13%	195 11%	8 9%	22 9%	16 9%	26 14%	20 13%	21 10%	39 14%l	26 9%	17 9%	133 9%	95 16%P	82 16%P	70 15%P	30 13%p	25 10%	39 18%PU	24 17%Pu
We have never discussed this but I am planning to	457 22%	40 22%	15 14%	402 23%b	17 20%	58 25%bm	45 26%Bm	37 20%	38 25%b	50 25%bm	60 22%	66 23%b	31 17%	267 18%	187 32%P	164 33%P	143 31%P	92 41%PUVw	72 29%P	60 28%P	40 29%P
We have never discussed this and I don't intend to	466 23%	41 23%	24 23%	402 23%	22 25%	54 23%	37 21%	47 25%	38 25%	50 25%	55 20%	63 22%	35 19%	327 22%	139 24%	126 25%	113 24%	56 25%	70 28%p	52 25%	29 21%
Not applicable	592 29%	53 30%	31 29%	507 28%	24 27%	73 31%k	52 30%	47 25%	39 25%	52 26%	61 22%	96 33%K	64 35%hijK	512 35%QRSTUVW	79 14%	65 13%	65 14%	25 11%	36 15%	25 12%	18 13%
Don't know	146 7%	15 8%F	10 9%F	122 7%	4 5%	7 3%	11 6%	13 7%f	7 5%	16 8%F	30 11%FlI	18 6%	15 9%F	117 8%Qr	28 5%	25 5%	24 5%	10 4%	18 7%	12 6%	6 4%
NET: Discussed	405 20%	31 17%	26 25%l	348 20%	19 22%	44 19%	31 17%	42 22%	31 20%	32 16%	66 24%jL	46 16%	37 20%	255 17%	147 25%P	124 25%P	118 25%P	41 18%	51 21%	63 30%PTU	44 32%PTU
NET: Not discussed	923 45%	81 45%	38 36%	804 45%	39 45%	113 47%M	82 47%m	84 45%	76 50%bM	100 50%bM	115 42%	130 45%m	66 36%	594 40%	326 56%P	290 58%P	256 55%P	148 66%PuVW	143 58%P	112 53%P	69 50%p

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
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Absolutes/col percents

Table 65
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
What they might include in their will
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
We have discussed this on a number of occasions	226 11%	89 9%	137 13%A	24 10%I	38 11%I	44 13%hIJ	50 14%HIJ	37 13%IJ	31 9%IJ	1 2%	33 7%I	71 13%N	72 13%N	43 10%	40 8%	33 13%	114 13%
We have discussed this once	254 12%	135 13%	119 11%	27 11%hJ	57 16%HIJ	53 16%HIJ	55 15%HIJ	32 11%hJ	23 6%	6 7%	30 6%	70 13%	66 12%	62 14%	56 11%	50 20%P	122 13%
We have never discussed this but I am planning to	293 14%	152 15%	140 13%	49 21%FGHIJ	81 23%FGHIJ	82 24%FGHIJ	42 11%HIJ	23 8%hIJ	14 4%	2 2%	16 3%	90 16%n	72 13%	71 16%	60 12%	46 18%	173 19%
We have never discussed this and I don't intend to	550 27%	291 29%B	258 24%	86 36%dgHIJ	102 28%HIJ	99 29%HIJ	110 30%HIJ	81 27%HIJ	62 17%	10 10%	72 16%i	128 23%	139 25%	135 30%K	148 29%K	79 31%	267 29%
Not applicable	605 29%	267 27%	338 32%A	28 11%	47 13%	37 11%	84 23%CDE	113 38%CDEF	224 61%CDEFG	73 76%CDEFGHJ	297 64%CDEFGH	164 29%	168 30%	112 25%	161 32%M	37 15%	170 19%
Don't know	138 7%	72 7%	66 6%	26 11%GHiJ	33 9%GHJ	25 7%gHJ	27 7%gHJ	11 4%	12 3%	4 4%	16 3%	33 6%	39 7%	26 6%	40 8%	9 4%	68 7%o
NET: Discussed	480 23%	224 22%	256 24%	50 21%hIJ	96 27%HIJ	97 29%cHIJ	105 29%cHIJ	70 23%HIJ	55 15%i	8 8%	63 14%i	141 25%N	138 25%N	105 23%	96 19%	83 33%p	236 26%
NET: Not discussed	843 41%	444 44%B	399 38%	136 57%FGHIJ	182 51%FGHIJ	181 53%FGHIJ	152 41%HIJ	104 35%HIJ	76 21%Ij	12 12%	88 19%I	218 39%	210 38%	207 46%kL	208 41%	125 49%	440 48%

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 66
Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics?
What they might include in their will
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
									Region							Do you have any children aged 18 or under?					
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
We have discussed this on a number of occasions	226 11%	21 12%	11 10%	195 11%	12 14%	25 11%	22 12%	28 15%il	12 8%	19 9%	33 12%	25 9%	19 10%	158 11%	67 11%	61 12%	56 12%	27 12%	35 14%	26 12%	16 12%
We have discussed this once	254 12%	15 9%	19 18%AG	219 12%	9 10%	30 13%	15 8%	25 13%	20 13%	29 15%	32 12%	34 12%	26 14%	145 10%	108 19%P	89 18%P	90 19%P	33 15%p	41 17%P	41 20%P	29 21%P
We have never discussed this but I am planning to	293 14%	22 12%	7 7%	264 15%b	13 15%b	29 12%	24 14%	24 13%	26 17%Bm	33 16%Bm	55 20%ABFhM	43 15%b	17 10%	162 11%	130 22%P	120 24%PS	94 20%P	63 28%PUw	50 20%P	48 22%P	25 18%P
We have never discussed this and I don't intend to	550 27%	53 30%	26 25%	470 26%	23 26%	72 30%km	44 25%	53 28%	49 32%kM	55 28%	62 23%	74 26%	39 22%	380 26%	169 29%	147 29%	137 30%	68 30%	72 29%	63 30%	39 29%
Not applicable	605 29%	54 30%	35 33%k	517 29%	26 30%	72 30%k	58 33%K	47 25%	39 26%	52 26%	63 23%	96 33%K	64 35%hijK	525 36%QRSTUVW	77 13%	62 13%	62 13%	23 10%	32 13%	23 11%	20 14%
Don't know	138 7%	14 8%	8 7%	116 7%	4 5%	9 4%	13 8%	9 5%	7 4%	12 6%	28 10%Fhi	18 6%	16 9%f	107 7%	30 5%	25 5%	24 5%	11 5%	16 6%	11 5%	8 6%
NET: Discussed	480 23%	37 20%	30 28%	414 23%	21 24%	55 23%	36 21%	53 28%l	32 21%	48 24%	65 24%	59 20%	45 25%	302 20%	175 30%P	150 30%P	146 31%P	60 27%p	77 31%P	68 32%P	45 33%P
NET: Not discussed	843 41%	75 42%m	33 31%	735 41%b	36 41%	101 42%bM	68 39%	77 41%m	75 49%BgM	88 44%bM	117 43%bM	117 40%m	57 31%	542 37%	298 51%P	267 53%Ps	231 50%P	131 58%Puw	123 50%P	110 52%P	64 47%P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
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Table 67
Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative?
Summary Table
Base: All respondents

	Rating			
	Top 3 Most difficult (Net)	Most difficult	Second most difficult	Third most difficult
Unweighted base	2066	2066	2066	2066
Weighted base	2066	2066	2066	2066
Who will care for them when they are older	543 26%	150 7%	188 9%	204 10%
Where they would like to live if they can no longer live at home	508 25%	108 5%	213 10%	187 9%
Whether they are able to manage their finances	319 15%	68 3%	122 6%	129 6%
Whether they are experiencing difficulties with their memory	486 24%	162 8%	181 9%	143 7%
Whether they are lonely	394 19%	138 7%	122 6%	134 6%
Who would make decisions on their behalf, if they cannot make these themselves in the future	448 22%	102 5%	174 8%	172 8%
Their preferences for end of life care	748 36%	431 21%	148 7%	169 8%
What they might include in their will	321 16%	110 5%	109 5%	103 5%
I would not find any of these topics difficult to bring up with an elderly relative	256 12%	256 12%	256 12%	256 12%
I would find all of these topics difficult to bring up with an elderly relative	153 7%	153 7%	153 7%	153 7%
Don't know	387 19%	387 19%	401 19%	416 20%

Prepared by ComRes

ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 68
Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative?
Top 3 Most difficult (Net)
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Their preferences for end of life care	748 36%	363 36%	385 36%	89 37%HIJ	138 38%HIJ	147 43%HIJ	147 40%HIJ	117 39%HIJ	95 26%Ij	15 16%	110 24%I	206 37%	184 33%	180 40%I	177 35%	95 37%	369 40%
Who will care for them when they are older	543 26%	279 28%	264 25%	64 27%hIJ	105 29%HIJ	118 35%cFGHIJ	98 27%HIJ	73 25%Ij	72 20%	13 14%	85 18%	155 28%	142 26%	113 25%	133 26%	81 32%	254 28%
Where they would like to live if they can no longer live at home	508 25%	249 25%	259 24%	44 18%	90 25%cj	84 25%c	104 28%CHIJ	96 32%CeHIJ	74 20%	17 17%	91 20%	132 24%	135 24%	112 25%	129 26%	74 29%	236 26%
Whether they are experiencing difficulties with their memory	486 24%	238 24%	248 23%	73 30%FGHIJ	99 28%HIJ	82 24%Ij	82 22%i	65 22%i	72 20%	13 13%	85 18%	133 24%	128 23%	109 24%	115 23%	61 24%	236 26%
Who would make decisions on their behalf, if they cannot make these themselves in the future	448 22%	222 22%	226 21%	50 21%	83 23%j	87 26%HiJ	78 21%	70 24%hj	64 18%	16 17%	80 17%	128 23%l	104 19%	91 20%	125 25%L	56 22%	220 24%
Whether they are lonely	394 19%	196 19%	199 19%	73 30%EFGHIJ	89 25%FHIJ	64 19%HIJ	61 16%HiJ	60 20%HIJ	40 11%	8 9%	48 10%	123 22%LN	94 17%	92 20%	86 17%	52 20%	201 22%
What they might include in their will	321 16%	186 18%B	135 13%	57 24%DFGHIJ	52 15%I	69 20%GHIJ	56 15%IJ	39 13%i	41 11%	6 6%	48 10%	83 15%	83 15%	75 17%	80 16%	52 20%	167 18%
Whether they are able to manage their finances	319 15%	177 18%B	142 13%	37 15%	67 19%GhIJ	56 16%gi	71 19%GHIJ	31 11%	47 13%	9 9%	57 12%	97 17%m	94 17%	57 13%	71 14%	41 16%	152 17%
I would not find any of these topics difficult to bring up with an elderly relative	256 12%	108 11%	148 14%a	23 10%	38 11%	40 12%	50 14%	42 14%	51 14%	13 14%	64 14%	69 12%	75 14%N	66 15%N	46 9%	22 9%	115 13%

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

Prepared by ComRes

Conversations About Care Survey
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Table 68
Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative?
Top 3 Most difficult (Net)
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
I would find all of these topics difficult to bring up with an elderly relative	153 7%	59 6%	93 9%A	27 11%EFG	30 8%	19 6%	22 6%	15 5%	29 8%	11 11%efG	40 9%g	41 7%	40 7%	31 7%	41 8%	25 10%P	51 6%
Don't know	387 19%	197 20%	190 18%	26 11%	47 13%	43 13%	61 17%c	55 19%Ce	116 32%CDEFG	39 40%CDEFGhj	155 33%CDEFG	89 16%	115 21%K	74 17%	109 22%K	36 14%	131 14%

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

Conversations About Care Survey
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Table 69
Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative?
Top 3 Most difficult (Net)
Base: All respondents

							Region								Do you have any children aged 18 or under?						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Their preferences for end of life care	748 36%	69 39%e	33 32%	646 36%	23 27%	82 35%	75 42%Em	75 41%E	57 37%	76 38%	96 35%	100 35%	60 33%	511 35%	236 41%P	201 40%p	190 41%P	78 35%	97 39%	89 42%p	61 45%P
Who will care for them when they are older	543 26%	37 21%	23 22%	482 27%a	27 31%agM	66 28%gM	34 19%	65 35%ABGLM	49 32%AGIM	58 29%gM	83 31%AGIM	67 23%	34 19%	350 24%	192 33%P	171 34%P	154 33%P	68 30%p	78 31%P	78 37%P	45 33%P
Where they would like to live if they can no longer live at home	508 25%	34 19%	26 25%	448 25%a	15 18%	61 26%	45 26%	51 27%a	34 22%	55 28%a	68 25%	81 28%ae	38 21%	353 24%	152 26%	137 27%	127 28%	46 21%	62 25%	71 34%PTU	37 27%
Whether they are experiencing difficulties with their memory	486 24%	45 25%	35 34%DefGLM	405 23%	17 20%	52 22%	36 21%	44 24%	36 24%	49 25%	75 28%l	57 20%	38 21%	334 23%	150 26%	132 26%	117 25%	60 27%	54 22%	62 29%pu	30 22%
Who would make decisions on their behalf, if they cannot make these themselves in the future	448 22%	36 20%	32 31%daegh kM	380 21%	14 17%	51 22%	35 20%	38 21%	37 24%	54 27%eM	57 21%	62 22%	31 17%	308 21%	138 24%	118 23%	106 23%	59 26%	58 24%	50 24%	34 25%
Whether they are lonely	394 19%	35 19%M	19 18%	341 19%	21 24%M	42 18%m	41 23%M	34 18%m	25 17%	36 18%m	67 25%fiM	55 19%M	20 11%	277 19%	117 20%	104 21%S	83 18%	53 24%	46 18%	35 17%	25 18%
What they might include in their will	321 16%	32 18%	11 10%	278 16%	15 17%	38 16%	24 14%	39 21%blm	23 15%	27 14%	48 17%	40 14%	24 13%	206 14%	115 20%P	102 20%P	86 18%P	51 23%P	48 20%p	38 18%	28 21%p
Whether they are able to manage their finances	319 15%	26 15%	13 12%	280 16%	10 12%	45 19%	27 15%	26 14%	24 16%	25 13%	48 18%	41 14%	33 18%	187 13%	130 22%P	115 23%P	103 22%P	53 24%P	60 24%P	43 20%P	30 22%P
I would not find any of these topics difficult to bring up with an elderly relative	256 12%	28 15%Hijk	15 14%H	214 12%	19 22%fgHIJK	30 13%H	24 13%H	11 6%	12 8%	18 9%	24 9%	48 17%HIJK	28 15%Hijk	190 13%	64 11%	54 11%	54 12%	20 9%	30 12%	23 11%	16 11%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
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Table 69
Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative?
Top 3 Most difficult (Net)
Base: All respondents

| | | | | | | | | | | | | | | | | Do you have any children aged 18 or under? | | | | | | |
| | | | | | | | Region | | | | | | | No child-ren aged | | NET: | NET: Any | Any aged | Any aged | Any aged | Any aged |
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	18 or under (p)	NET: Yes (q)	Under 16 (r)	5-18 (s)	under 5 (t)	5-10 (u)	11-15 (v)	16-18 (w)
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
I would find all of these topics difficult to bring up with an elderly relative	153 7%	13 7%	3 3%	137 8%	6 7%	19 8%	13 8%	15 8%	14 9%b	18 9%b	14 5%	24 8%b	13 7%	115 8%V	37 6%	30 6%	28 6%	20 9%V	16 6%	7 3%	8 6%
Don't know	387 19%	34 19%	22 21%	332 19%	12 14%	41 17%	32 19%	33 18%	31 20%	36 18%	52 19%	47 16%	47 26%efhL	318 22%QRSTUVW	67 12%	59 12%	58 12%	28 12%	33 13%	26 12%	15 11%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 70
Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative?
Most difficult
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Their preferences for end of life care	431 21%	217 22%	213 20%	37 16%	78 22%hIJ	90 27%CHIJ	88 24%CHIJ	70 23%CHIJ	59 16%i	9 9%	68 15%i	119 21%L	90 16%	120 27%kLn	102 20%	57 22%	217 24%
Whether they are experiencing difficulties with their memory	162 8%	78 8%	84 8%	21 9%	44 12%EfGhIJ	17 5%	27 7%	21 7%	28 8%	4 4%	32 7%	42 7%	54 10%n	34 8%	32 6%	21 8%	79 9%
Who will care for them when they are older	150 7%	82 8%	69 6%	18 8%	26 7%	35 10%HiJ	26 7%	20 7%	21 6%	4 5%	25 5%	46 8%	34 6%	26 6%	44 9%	23 9%	71 8%
Whether they are lonely	138 7%	65 6%	74 7%	37 15%dEFGHIJ	36 10%eFHIJ	19 6%HiJ	18 5%hJ	18 6%HiJ	9 2%	1 1%	10 2%	42 8%	33 6%	37 8%	26 5%	14 5%	69 8%
What they might include in their will	110 5%	61 6%	49 5%	19 8%dgHiJ	15 4%	28 8%dgHiJ	23 6%HJ	12 4%	10 3%	3 3%	12 3%	34 6%M	36 6%M	11 2%	29 6%M	21 8%	48 5%
Where they would like to live if they can no longer live at home	108 5%	54 5%	55 5%	9 4%	15 4%	15 4%	17 5%	26 9%CDeF	22 6%	5 5%	26 6%	31 6%	30 5%	22 5%	25 5%	17 7%	39 4%
Who would make decisions on their behalf, if they cannot make these themselves in the future	102 5%	55 5%	48 4%	14 6%	12 3%	22 7%	19 5%	13 4%	14 4%	7 7%	21 5%	28 5%	29 5%	14 3%	31 6%m	12 5%	61 7%
Whether they are able to manage their finances	68 3%	31 3%	37 3%	7 3%i	16 4%I	12 3%i	17 5%Ij	6 2%	10 3%i	- -	10 2%	16 3%	19 3%	13 3%	19 4%	7 3%	34 4%
I would not find any of these topics difficult to bring up with an elderly relative	256 12%	108 11%	148 14%a	23 10%	38 11%	40 12%	50 14%	42 14%	51 14%	13 14%	64 14%	69 12%	75 14%N	66 15%N	46 9%	22 9%	115 13%

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

Prepared by ComRes

Conversations About Care Survey
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Table 70
Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative?
Most difficult
Base: All respondents

		Gender					Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
I would find all of these topics difficult to bring up with an elderly relative	153 7%	59 6%	93 9%A	27 11%EFG	30 8%	19 6%	22 6%	15 5%	29 8%	11 11%efG	40 9%g	41 7%	40 7%	31 7%	41 8%	25 10%P	51 6%
Don't know	387 19%	197 20%	190 18%	26 11%	47 13%	43 13%	61 17%c	55 19%Ce	116 32%CDEFG	39 40%CDEFGhj	155 33%CDEFG	89 16%	115 21%K	74 17%	109 22%K	36 14%	131 14%

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

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Table 71
Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative?
Most difficult
Base: All respondents

							Region								Do you have any children aged 18 or under?						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Their preferences for end of life care	431 21%	47 26%ELM	19 18%	365 21%	11 13%	46 19%	49 28%EfkLM	54 29%bEFKLM	35 23%	42 21%	52 19%	47 16%	30 16%	290 20%	140 24%p	122 24%p	116 25%P	41 18%	61 25%t	55 26%pt	31 23%
Whether they are experiencing difficulties with their memory	162 8%	8 5%	14 13%dAGiLM	139 8%	10 12%AGIM	22 9%agm	8 4%	18 10%agm	10 6%	15 7%	33 12%AGiLM	16 6%	7 4%	114 8%	48 8%	44 9%	35 8%	21 9%	14 6%	24 11%U	11 8%
Who will care for them when they are older	150 7%	11 6%	8 7%	132 7%	6 7%	21 9%	11 6%	16 9%	8 5%	15 8%	25 9%	20 7%	9 5%	102 7%	48 8%	41 8%	36 8%	20 9%	22 9%	12 6%	12 9%
Whether they are lonely	138 7%	14 8%	8 7%	117 7%	9 10%	11 5%	8 5%	9 5%	10 6%	11 6%	28 10%FghM	22 8%	8 4%	93 6%	45 8%	41 8%	37 8%	21 9%	20 8%	18 8%	13 9%
What they might include in their will	110 5%	5 3%	3 3%	102 6%	6 7%	15 6%	11 6%	6 3%	14 9%Abhk	9 4%	12 4%	20 7%a	9 5%	70 5%	39 7%	34 7%	27 6%	14 6%	13 5%	14 7%	10 7%
Where they would like to live if they can no longer live at home	108 5%	8 4%	3 3%	98 5%	4 5%	12 5%	8 4%	14 7%	7 5%	12 6%	14 5%	16 6%	11 6%	76 5%	33 6%	29 6%	26 6%	10 5%	14 6%	14 7%	7 5%
Who would make decisions on their behalf, if they cannot make these themselves in the future	102 5%	9 5%	7 7%	86 5%	2 2%	12 5%	7 4%	5 3%	6 4%	13 7%	12 4%	21 7%eh	9 5%	67 5%	35 6%	29 6%	30 7%	18 8%p	14 6%	12 6%	8 6%
Whether they are able to manage their finances	68 3%	5 3%	4 4%	60 3%	1 1%	8 4%	5 3%	5 3%	6 4%	9 5%	7 2%	7 2%	11 6%kl	42 3%	24 4%	22 4%	17 4%	13 6%p	11 5%	7 3%	6 4%
I would not find any of these topics difficult to bring up with an elderly relative	256 12%	28 15%Hijk	15 14%H	214 12%	19 22%fgHIJK	30 13%H	24 13%H	11 6%	12 8%	18 9%	24 9%	48 17%HIJK	28 15%Hijk	190 13%	64 11%	54 11%	54 12%	20 9%	30 12%	23 11%	16 11%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 71
Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative?
Most difficult
Base: All respondents

| | | | | | | | | | | | | | | | | Do you have any children aged 18 or under? | | | | | | | |
| | | | | | | Region | | | | | | | | | | | | | | | | | |
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshir e & Humbersi de (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child-ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
I would find all of these topics difficult to bring up with an elderly relative	153 7%	13 7%	3 3%	137 8%	6 7%	19 8%	13 8%	15 8%	14 9%b	18 9%b	14 5%	24 8%b	13 7%	115 8%V	37 6%	30 6%	28 6%	20 9%V	16 6%	7 3%	8 6%
Don't know	387 19%	34 19%	22 21%	332 19%	12 14%	41 17%	32 19%	33 18%	31 20%	36 18%	52 19%	47 16%	47 26%efhL	318 22%QRSTU VW	67 12%	59 12%	58 12%	28 12%	33 13%	26 12%	15 11%

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Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 72
Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative?
Second most difficult
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Where they would like to live if they can no longer live at home	213 10%	108 11%	104 10%	19 8%	33 9%	29 9%	56 15%CDEHiJ	44 15%CdEHiJ	23 6%	8 8%	31 7%	52 9%	56 10%	53 12%	52 10%	32 12%	105 11%
Who will care for them when they are older	188 9%	92 9%	96 9%	21 9%	41 12%ij	30 9%	36 10%	27 9%	27 7%	5 5%	32 7%	53 10%	47 8%	45 10%	44 9%	32 13%	82 9%
Whether they are experiencing difficulties with their memory	181 9%	87 9%	94 9%	26 11%Ij	36 10%I	38 11%IJ	28 8%i	22 8%i	28 8%ij	2 2%	30 7%I	57 10%	45 8%	38 8%	42 8%	25 10%	85 9%
Who would make decisions on their behalf, if they cannot make these themselves in the future	174 8%	89 9%	84 8%	18 8%	33 9%	44 13%cFgHJ	24 7%	24 8%	22 6%	8 8%	30 6%	45 8%l	31 5%	38 9%	59 12%kL	16 6%	85 9%
Their preferences for end of life care	148 7%	65 6%	84 8%	25 10%HIJ	23 7%i	26 8%lj	28 8%lj	24 8%lj	20 5%	2 2%	21 5%i	36 7%	49 9%	26 6%	37 7%	14 6%	67 7%
Whether they are lonely	122 6%	62 6%	60 6%	13 6%	29 8%HJ	24 7%HJ	21 6%	19 6%hj	12 3%	4 4%	16 4%	43 8%N	35 6%	25 5%	20 4%	19 7%	69 8%
Whether they are able to manage their finances	122 6%	74 7%B	48 5%	19 8%G	23 6%	23 7%g	23 6%	10 3%	21 6%	3 3%	24 5%	40 7%	37 7%	21 5%	24 5%	20 8%	55 6%
What they might include in their will	109 5%	60 6%	48 5%	20 8%fHIJ	23 6%lj	21 6%lj	15 4%	14 5%i	14 4%	1 1%	15 3%	27 5%	24 4%	30 7%	27 5%	13 5%	64 7%
I would not find any of these topics difficult to bring up with an elderly relative	256 12%	108 11%	148 14%a	23 10%	38 11%	40 12%	50 14%	42 14%	51 14%	13 14%	64 14%	69 12%	75 14%N	66 15%N	46 9%	22 9%	115 13%

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

Prepared by ComRes

ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 72
Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative?
Second most difficult
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
I would find all of these topics difficult to bring up with an elderly relative	153 7%	59 6%	93 9%A	27 11%EFG	30 8%	19 6%	22 6%	15 5%	29 8%	11 11%efG	40 9%g	41 7%	40 7%	31 7%	41 8%	25 10%P	51 6%
Don't know	401 19%	201 20%	200 19%	27 11%	47 13%	45 13%	66 18%c	56 19%Ce	119 33%CDEFG	40 41%CDEFGj	159 34%CDEFG	93 17%	119 21%k	77 17%	112 22%K	37 14%	137 15%

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

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 73
Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative?
Second most difficult
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
																Region →				Do you have any children aged 18 or under? →	
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Where they would like to live if they can no longer live at home	213 10%	18 10%	11 11%	184 10%	5 6%	21 9%	20 11%	19 10%	15 10%	25 12%	25 9%	36 12%	18 10%	147 10%	63 11%	57 11%	57 12%	16 7%	22 9%	36 17%PTU	21 16%pTu
Who will care for them when they are older	188 9%	13 7%	5 5%	170 10%	10 11%	19 8%	10 6%	19 10%	22 14%aBfGL M	25 13%bGIM	34 12%bGIM	21 7%	11 6%	118 8%	70 12%P	62 12%P	54 12%P	29 13%P	33 13%P	19 9%	15 11%
Whether they are experiencing difficulties with their memory	181 9%	21 12%eh	12 11%	148 8%	4 4%	16 7%	21 12%eh	12 6%	16 11%	20 10%	22 8%	20 7%	17 9%	121 8%	59 10%	50 10%	50 11%	21 9%	22 9%	23 11%	10 7%
Who would make decisions on their behalf, if they cannot make these themselves in the future	174 8%	10 6%	17 16%DAeGjK IM	147 8%	5 6%	30 13%AegKM	12 7%	17 9%	15 10%	17 8%	17 6%	25 9%	9 5%	116 8%	58 10%	50 10%	45 10%	20 9%	26 11%	26 12%p	15 11%
Their preferences for end of life care	148 7%	11 6%	8 7%	130 7%	5 6%	15 6%	13 8%	14 8%	9 6%	12 6%	22 8%	26 9%	13 7%	105 7%	44 8%	38 8%	34 7%	16 7%	16 6%	18 8%	11 8%
Whether they are lonely	122 6%	8 4%	6 6%	108 6%	7 8%M	11 5%	15 8%M	15 8%M	9 6%m	13 7%M	19 7%M	16 6%m	4 2%	88 6%s	34 6%	30 6%S	17 4%	21 9%UV	8 3%	6 3%	5 4%
Whether they are able to manage their finances	122 6%	10 5%	6 5%	107 6%	6 7%	19 8%	9 5%	11 6%	7 5%	8 4%	22 8%	13 4%	12 7%	78 5%	44 8%p	38 8%	38 8%p	12 6%	25 10%Pt	14 7%	10 7%
What they might include in their will	109 5%	15 8%BgIjL	- -	94 5%B	5 6%Bi	15 6%BI	6 4%b	18 10%BGIJL	2 1%	7 4%	21 8%BgIjL	9 3%	10 5%Bi	68 5%	40 7%p	36 7%p	29 6%	22 10%P	17 7%	15 7%	9 6%
I would not find any of these topics difficult to bring up with an elderly relative	256 12%	28 15%Hijk	15 14%H	214 12%	19 22%fgHIJK	30 13%H	24 13%H	11 6%	12 8%	18 9%	24 9%	48 17%HIJK	28 15%Hijk	190 13%	64 11%	54 11%	54 12%	20 9%	30 12%	23 11%	16 11%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 73
Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative?
Second most difficult
Base: All respondents

							Region										Do you have any children aged 18 or under?					
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
I would find all of these topics difficult to bring up with an elderly relative	153 7%	13 7%	3 3%	137 8%	6 7%	19 8%	13 8%	15 8%	14 9%b	18 9%b	14 5%	24 8%b	13 7%	115 8%V	37 6%	30 6%	28 6%	20 9%V	16 6%	7 3%	8 6%
Don't know	401 19%	34 19%	23 22%	344 19%	14 16%	43 18%	33 19%	36 19%	31 20%	37 18%	53 20%	50 17%	48 26%efjL	331 22%QRSTUVW	68 12%	59 12%	58 13%	28 12%	33 13%	26 12%	16 12%

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Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 74
Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative?
Third most difficult
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Who will care for them when they are older	204 10%	104 10%	100 9%	25 10%iJ	37 10%iJ	52 15%fGHIJ	36 10%iJ	26 9%	24 7%	4 4%	28 6%	56 10%	61 11%	43 10%	45 9%	25 10%	101 11%
Where they would like to live if they can no longer live at home	187 9%	87 9%	100 9%	15 6%	42 12%clj	39 12%clj	32 9%	25 9%	29 8%	4 4%	34 7%	48 9%	50 9%	36 8%	52 10%	25 10%	92 10%
Who would make decisions on their behalf, if they cannot make these themselves in the future	172 8%	78 8%	94 9%	18 7%I	37 10%elj	20 6%i	34 9%I	33 11%EIJ	28 8%IJ	1 1%	29 6%I	55 10%n	45 8%	38 9%	34 7%	28 11%	74 8%
Their preferences for end of life care	169 8%	81 8%	88 8%	26 11%HiJ	37 10%HJ	31 9%HJ	31 8%HJ	23 8%hj	16 4%	5 5%	21 5%	51 9%	46 8%	34 7%	38 8%	24 9%	85 9%
Whether they are experiencing difficulties with their memory	143 7%	74 7%	69 6%	26 11%DHJ	19 5%	26 8%h	26 7%	22 8%	16 4%	7 7%	22 5%	35 6%	29 5%	37 8%	42 8%l	15 6%	72 8%
Whether they are lonely	134 6%	69 7%	65 6%	23 9%hiJ	24 7%	21 6%	22 6%	23 8%j	19 5%	3 3%	22 5%	39 7%	26 5%	30 7%	39 8%l	19 8%	63 7%
Whether they are able to manage their finances	129 6%	72 7%	57 5%	11 5%	28 8%	22 6%	31 8%Hj	15 5%	17 5%	6 6%	23 5%	40 7%	38 7%	23 5%	28 6%	15 6%	63 7%
What they might include in their will	103 5%	65 6%B	38 4%	17 7%	15 4%	20 6%	17 5%	13 5%	18 5%	3 3%	20 4%	22 4%	23 4%	34 8%Kl	24 5%	18 7%	55 6%
I would not find any of these topics difficult to bring up with an elderly relative	256 12%	108 11%	148 14%a	23 10%	38 11%	40 12%	50 14%	42 14%	51 14%	13 14%	64 14%	69 12%	75 14%N	66 15%N	46 9%	22 9%	115 13%

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 74
Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative?
Third most difficult
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri- vate (p)
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
I would find all of these topics difficult to bring up with an elderly relative	153 7%	59 6%	93 9%A	27 11%EFG	30 8%	19 6%	22 6%	15 5%	29 8%	11 11%efG	40 9%g	41 7%	40 7%	31 7%	41 8%	25 10%P	51 6%
Don't know	416 20%	208 21%	208 20%	29 12%	51 14%	50 15%	67 18%c	59 20%C	121 33%CDEFG	40 41%CDEFG	161 35%CDEFG	100 18%	123 22%k	78 17%	115 23%km	39 15%	143 16%

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

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 75
Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative?
Third most difficult
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Who will care for them when they are older	204 10%	13 7%	11 10%	180 10%	12 14%	25 11%	13 7%	31 16%AGJKLM	19 12%	17 9%	25 9%	25 9%	14 8%	130 9%	73 13%P	67 13%P	64 14%P	18 8%	23 9%	47 22%PTUW	18 13%
Where they would like to live if they can no longer live at home	187 9%	8 5%	12 12%am	166 9%A	6 7%	28 12%AM	17 10%am	19 10%am	12 8%	18 9%	29 11%AM	28 10%am	9 5%	131 9%	56 10%	51 10%	45 10%	20 9%	27 11%	21 10%	9 6%
Who would make decisions on their behalf, if they cannot make these themselves in the future	172 8%	17 9%F	9 8%	147 8%	8 9%f	10 4%	16 9%F	16 8%f	16 10%FI	24 12%FL	28 10%FI	16 6%	13 7%	126 9%	45 8%	39 8%	31 7%	21 9%	18 7%	12 6%	11 8%
Their preferences for end of life care	169 8%	12 7%	6 6%	150 8%	7 8%	22 9%H	13 7%	7 4%	13 9%h	21 11%H	22 8%h	27 9%H	18 10%H	117 8%	52 9%	41 8%	39 8%	21 9%	20 8%	17 8%	19 14%Pv
Whether they are experiencing difficulties with their memory	143 7%	15 9%	9 9%	118 7%	3 4%	14 6%	8 4%	14 8%	10 6%	14 7%	20 7%	21 7%	14 8%	99 7%	43 7%	38 8%	32 7%	18 8%	19 7%	16 7%	9 7%
Whether they are lonely	134 6%	13 7%	4 4%	116 7%	5 5%	20 8%	18 10%iM	10 6%	7 5%	12 6%	21 8%	17 6%	8 4%	96 6%	37 6%	33 7%	29 6%	11 5%	18 7%	12 6%	7 5%
Whether they are able to manage their finances	129 6%	12 7%	3 3%	114 6%	3 3%	18 8%	13 7%	10 5%	11 7%	8 4%	19 7%	22 8%	10 6%	67 5%	62 11%P	55 11%P	48 10%P	27 12%P	24 10%P	22 10%P	14 11%P
What they might include in their will	103 5%	13 7%	8 8%	82 5%	4 5%	8 3%	7 4%	14 8%flm	7 5%	12 6%	14 5%	10 3%	6 3%	67 5%	36 6%	32 6%	29 6%	16 7%	18 7%	9 4%	9 7%
I would not find any of these topics difficult to bring up with an elderly relative	256 12%	28 15%Hijk	15 14%H	214 12%	19 22%fgHIJK	30 13%H	24 13%H	11 6%	12 8%	18 9%	24 9%	48 17%HIJK	28 15%Hijk	190 13%	64 11%	54 11%	54 12%	20 9%	30 12%	23 11%	16 11%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 75
Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative?
Third most difficult
Base: All respondents

| | | | | | | | Region | | | | | | | | | Do you have any children aged 18 or under? | | | | | | |
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
I would find all of these topics difficult to bring up with an elderly relative	153 7%	13 7%	3 3%	137 8%	6 7%	19 8%	13 8%	15 8%	14 9%b	18 9%b	14 5%	24 8%b	13 7%	115 8%V	37 6%	30 6%	28 6%	20 9%V	16 6%	7 3%	8 6%
Don't know	416 20%	36 20%	24 23%	356 20%	14 16%	44 19%	34 19%	39 21%	31 20%	38 19%	56 20%	51 18%	49 27%efjL	339 23%QRSTUVW	75 13%	65 13%	63 14%	31 14%	35 14%	28 13%	17 13%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 76
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Summary Table
Base: All respondents

		Topics								
		Who will care for them .../ Where they would like to live/ Preferences for end of life (NET)	Who will care for them when they are older	Where they would like to live if they could no longer live at home	Whether they are able to manage their finances	Whether they are experiencing difficulties with their memory	Whether they are lonely	Who might make decisions on their behalf if they cannot make these in the future	Their preferences around end of life care	What they might include in their will
Unweighted base		2066	2066	2066	2066	2066	2066	2066	2066	2066
Weighted base		2066	2066	2066	2066	2066	2066	2066	2066	2066
NET: Important		1760 85%	1691 82%	1684 82%	1654 80%	1652 80%	1665 81%	1696 82%	1665 81%	1090 53%
Very important	(4)	1277 62%	999 48%	977 47%	894 43%	920 45%	1016 49%	1033 50%	1025 50%	496 24%
Fairly important	(3)	482 23%	691 33%	708 34%	760 37%	733 35%	649 31%	662 32%	640 31%	594 29%
Not very important	(2)	31 1%	74 4%	70 3%	107 5%	104 5%	96 5%	69 3%	83 4%	426 21%
Not at all important	(1)	28 1%	37 2%	38 2%	41 2%	44 2%	38 2%	36 2%	39 2%	264 13%
NET: Not important		58 3%	111 5%	108 5%	148 7%	149 7%	134 6%	105 5%	123 6%	690 33%
Don't know		248 12%	264 13%	273 13%	264 13%	265 13%	267 13%	266 13%	278 13%	286 14%
Mean		3.66	3.47	3.46	3.39	3.40	3.47	3.50	3.48	2.74
Standard deviation		0.59	0.67	0.67	0.70	0.71	0.70	0.67	0.69	1.02
Standard error		0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

Conversations About Care Survey
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Table 77
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Who will care for them .../Where they would like to live/ Preferences for end of life (NET)
Base: All respondents

		Total	Gender		Age								Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Important		1760 85%	825 82%	935 88%A	215 90%GHIJ	324 90%fGHIJ	310 91%FGHIJ	312 85%hIJ	241 81%I	291 80%IJ	67 69%	358 77%I	491 88%LN	459 83%	405 90%LN	405 80%	237 93%P	793 87%
Very important	(4)	1277 62%	541 54%	737 70%A	151 63%I	219 61%i	219 65%I	226 61%I	186 63%I	227 62%lj	49 50%	275 59%I	349 63%	324 58%	299 66%L	305 61%	169 66%	561 61%
Fairly important	(3)	482 23%	284 28%B	198 19%	64 27%GHJ	104 29%GHiJ	90 27%GHJ	87 24%hj	55 18%	65 18%	18 19%	83 18%	142 25%N	135 24%	106 24%	100 20%	68 27%	232 25%
Not very important	(2)	31 1%	21 2%B	9 1%	5 2%j	7 2%	3 1%	6 2%	7 2%j	3 1%	-	3 1%	6 1%	14 3%kM	2 1%	8 1%	2 1%	18 2%
Not at all important	(1)	28 1%	24 2%B	3 *	2 1%	4 1%	2 *	6 2%	6 2%	7 2%	1 1%	8 2%	3 1%	7 1%	6 1%	11 2%K	1 *	14 2%
NET: Not important		58 3%	46 5%B	12 1%	7 3%	11 3%	4 1%	12 3%	13 4%E	10 3%	1 1%	11 2%	10 2%	21 4%K	9 2%	18 4%k	3 1%	32 4%o
Don't know		248 12%	136 13%b	112 11%	18 8%	23 6%	25 7%	44 12%De	44 15%CDE	65 18%CDEF	28 29%CDEFGHJ	94 20%CDEFgH	56 10%	75 13%kM	37 8%	80 16%KM	15 6%	89 10%
Mean		3.66	3.54	3.76A	3.64	3.61	3.68	3.64	3.66	3.70	3.67	3.69	3.67	3.62	3.69	3.65	3.69	3.62
Standard deviation		0.59	0.68	0.47	0.57	0.60	0.52	0.62	0.64	0.60	0.58	0.60	0.53	0.62	0.57	0.65	0.51	0.62
Standard error		0.01	0.02	0.02	0.04	0.04	0.03	0.03	0.04	0.03	0.06	0.03	0.02	0.03	0.03	0.03	0.03	0.02

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 78
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Who will care for them .../Where they would like to live/ Preferences for end of life (NET)
Base: All respondents

		Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
																Region ←		**Do you have any children aged 18 or under?** ←				
Unweighted base		2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base		2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247*	212	137
NET: Important		1760 85%	160 89%b	85 81%	1514 85%	74 86%	201 85%	150 86%	158 85%	134 87%	170 85%	235 86%	242 84%	151 83%	1213 82%	539 93%P	467 93%P	433 93%P	209 93%P	228 92%P	193 91%P	126 92%P
Very important	(4)	1277 62%	116 65%B	44 42%	1117 63%B	57 65%B	155 65%B	114 65%B	113 61%B	90 59%B	116 58%B	184 67%Bj	176 61%B	113 62%B	894 61%	377 65%	324 64%	313 67%Pr	130 58%	161 65%	146 69%pT	88 64%
Fairly important	(3)	482 23%	44 25%	41 39%DAEFG HjKLM	397 22%	18 20%	46 20%	37 21%	45 24%	43 28%fK	54 27%k	51 19%	65 23%	38 21%	319 22%	163 28%P	143 28%P	120 26%	79 35%PuV	67 27%	47 22%	38 28%
Not very important	(2)	31 1%	2 1%	- -	29 2%	- -	2 1%	2 1%	1 1%	3 2%	3 1%	11 4%befgHM	6 2%	1 *	20 1%	11 2%	9 2%	8 2%	5 2%	6 2%	4 2%	5 3%p
Not at all important	(1)	28 1%	- -	1 1%	26 1%	4 4%AgIjK	6 3%Ai	1 1%	3 2%a	- -	2 1%	2 1%	4 1%	3 2%a	26 2%QRsu	2 *	2 *	2 *	- -	- -	2 1%	2 1%
NET: Not important		58 3%	2 1%	1 1%	55 3%	4 4%	9 4%	3 2%	4 2%	3 2%	5 2%	13 5%a	10 4%	4 2%	46 3%	12 2%	10 2%	10 2%	5 2%	6 2%	6 3%	6 5%
Don't know		248 12%	17 10%	19 18%aK	212 12%	8 10%	28 12%	22 13%	24 13%	17 11%	25 13%	25 9%	37 13%	27 15%k	218 15%QRSTUV W	28 5%	27 5%	21 5%	10 5%	14 6%	13 6%	4 3%
Mean		3.66	3.70B	3.48	3.66B	3.63	3.67B	3.71B	3.65b	3.65b	3.62	3.68B	3.64b	3.68B	3.65	3.66	3.65	3.68	3.59	3.66	3.69t	3.60
Standard deviation		0.59	0.49	0.59	0.60	0.73	0.65	0.53	0.61	0.52	0.58	0.59	0.61	0.59	0.62	0.53	0.53	0.53	0.54	0.52	0.55	0.62
Standard error		0.01	0.04	0.07	0.02	0.08	0.05	0.04	0.05	0.04	0.05	0.04	0.04	0.05	0.02	0.02	0.03	0.03	0.04	0.04	0.04	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 79
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Summary: Who will care for them .../Where they would like to live/ Preferences for end of life: Important (Net)
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Who will care for them when they are older	1691 82%	784 78%	906 86%A	204 85%GHIJ	306 86%GHIJ	301 89%fGHIJ	306 83%gHIJ	229 77%i	280 76%ij	65 67%	345 75%i	467 84%lN	443 80%	392 87%LN	388 77%	230 90%P	761 83%
Where they would like to live if they could no longer live at home	1684 82%	775 77%	909 86%A	198 83%IJ	306 85%GHIJ	300 88%cFGHIJ	298 81%lj	233 78%I	284 78%lj	65 68%	349 75%I	467 84%N	448 81%	383 85%N	386 77%	232 91%P	749 82%
Their preferences around end of life care	1665 81%	764 76%	902 85%A	211 88%FGHIJ	303 85%FgHIJ	297 87%FGHIJ	286 78%I	232 78%I	279 76%IJ	59 61%	338 73%I	469 84%LN	434 78%	386 86%LN	376 75%	227 89%P	742 81%
"Important" for all of them	1566 76%	704 70%	862 81%A	188 78%hIJ	283 79%HIJ	285 84%FGHIJ	271 73%I	218 73%I	263 72%IJ	58 60%	321 69%I	437 79%IN	412 74%	364 81%LN	353 70%	218 86%P	695 76%

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

Prepared by ComRes

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Absolutes/col percents

Table 80
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Summary: Who will care for them .../Where they would like to live/ Preferences for end of life: Important (Net)
Base: All respondents

				Region										Do you have any children aged 18 or under?							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Who will care for them when they are older	1691 82%	152 85%	81 77%	1457 82%	70 81%	192 81%	146 83%	151 82%	127 83%	162 81%	230 84%	233 81%	145 80%	1157 78%	527 91%P	455 90%P	427 92%Pr	201 90%P	224 91%P	191 90%P	125 92%P
Where they would like to live if they could no longer live at home	1684 82%	149 83%	81 77%	1454 82%	72 83%	191 80%	146 83%	151 81%	130 85%	162 81%	219 81%	236 82%	146 80%	1152 78%	525 91%P	455 90%P	421 91%P	205 91%P	221 89%P	190 90%P	122 89%P
Their preferences around end of life care	1665 81%	146 81%	83 79%	1436 81%	70 81%	194 82%	144 82%	146 78%	125 82%	161 81%	217 80%	233 81%	145 80%	1148 78%	511 88%P	444 88%P	411 89%P	197 88%P	220 89%P	182 86%P	117 85%p
"Important" for all of them	1566 76%	135 75%	78 74%	1353 76%	67 77%	180 76%	138 79%	139 75%	118 77%	150 75%	201 74%	224 78%	136 75%	1068 72%	492 85%P	428 85%P	398 86%P	190 85%P	214 86%P	177 84%P	112 82%P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

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Table 81
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Summary: Who will care for them .../Where they would like to live/ Preferences for end of life: Not important (Net)
Base: All respondents

| | Total | Gender | | Age | | | | | | | | Social Grade | | | | Employment Sector | |
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Who will care for them when they are older	111 5%	78 8%B	33 3%	14 6%	26 7%e	11 3%	17 5%	23 8%Eij	18 5%	3 3%	20 4%	26 5%	34 6%	19 4%	33 6%	8 3%	59 6%
Where they would like to live if they could no longer live at home	108 5%	82 8%B	26 2%	18 8%eHiJ	22 6%j	13 4%	23 6%hJ	18 6%hJ	12 3%	2 2%	14 3%	29 5%	30 5%	19 4%	30 6%	6 2%	64 7%O
Their preferences around end of life care	123 6%	94 9%B	28 3%	8 4%	24 7%	14 4%	30 8%Ce	20 7%	19 5%	7 7%	25 5%	26 5%	40 7%kM	16 4%	41 8%KM	6 2%	67 7%O
"Not important" for all of them	54 3%	44 4%B	10 1%	6 3%	10 3%	4 1%	11 3%	13 4%E	9 2%	1 1%	10 2%	10 2%	19 3%k	8 2%	18 3%k	3 1%	30 3%

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

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Table 82
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Summary: Who will care for them .../Where they would like to live/ Preferences for end of life: Not important (Net)
Base: All respondents

							Region										Do you have any children aged 18 or under?				
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child-ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Who will care for them when they are older	111 5%	9 5%	3 3%	99 6%	6 7%	17 7%	6 4%	8 4%	8 5%	13 7%	15 5%	17 6%	8 4%	90 6%qrS	21 4%	18 4%	13 3%	11 5%	8 3%	8 4%	7 5%
Where they would like to live if they could no longer live at home	108 5%	9 5%	4 4%	96 5%	5 6%	17 7%	7 4%	8 4%	5 3%	10 5%	24 9%gim	14 5%	6 3%	85 6%	23 4%	19 4%	19 4%	8 3%	11 4%	9 4%	11 8%
Their preferences around end of life care	123 6%	7 4%	4 4%	111 6%	6 7%	15 6%	7 4%	14 7%	10 7%	11 6%	25 9%ag	16 5%	8 5%	90 6%	32 6%	26 5%	25 5%	14 6%	12 5%	12 6%	13 9%
"Not important" for all of them	54 3%	2 1%	1 1%	51 3%	4 4%	9 4%	3 2%	3 2%	2 1%	4 2%	12 5%ai	10 3%	4 2%	43 3%	11 2%	9 2%	10 2%	3 1%	6 2%	6 3%	6 5%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 83
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Who will care for them when they are older
Base: All respondents

		Total	Gender		Age								Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Important		1691 82%	784 78%	906 86%A	204 85%GHIJ	306 86%GHIJ	301 89%fGHIJ	306 83%gHIJ	229 77%i	280 76%ij	65 67%	345 75%i	467 84%lN	443 80%	392 87%LN	388 77%	230 90%P	761 83%
Very important	(4)	999 48%	399 40%	600 57%A	109 46%	170 48%	178 52%i	172 47%	146 49%	183 50%	41 42%	224 48%	285 51%L	247 44%	231 51%l	236 47%	129 50%	428 47%
Fairly important	(3)	691 33%	385 38%B	306 29%	94 39%GHIJ	136 38%GHIJ	123 36%GHIJ	133 36%GHIJ	83 28%	97 26%	24 25%	121 26%	183 33%	196 35%	161 36%	152 30%	101 40%	333 36%
Not very important	(2)	74 4%	47 5%B	28 3%	11 4%e	19 5%Ej	6 2%	10 3%	17 6%EfiJ	11 3%	1 1%	12 3%	17 3%	26 5%m	10 2%	21 4%	7 3%	37 4%
Not at all important	(1)	37 2%	32 3%B	5 1%	4 1%	7 2%	5 1%	7 2%	6 2%	7 2%	1 1%	8 2%	9 2%	8 1%	9 2%	11 2%	1 *	22 2%o
NET: Not important		111 5%	78 8%B	33 3%	14 6%	26 7%e	11 3%	17 5%	23 8%Eij	18 5%	3 3%	20 4%	26 5%	34 6%	19 4%	33 6%	8 3%	59 6%
Don't know		264 13%	144 14%b	120 11%	22 9%	26 7%	28 8%	45 12%D	46 15%CDE	69 19%CDEF	29 30%CDEFGHIJ	98 21%CDEFgH	63 11%	79 14%M	39 9%	83 16%KM	17 7%	95 10%
Mean		3.47	3.34	3.60A	3.42	3.41	3.52d	3.46	3.47	3.53cd	3.55	3.54cD	3.51l	3.43	3.49	3.46	3.50	3.42
Standard deviation		0.67	0.74	0.58	0.66	0.70	0.62	0.67	0.72	0.68	0.64	0.67	0.65	0.67	0.66	0.72	0.58	0.70
Standard error		0.02	0.03	0.02	0.04	0.04	0.04	0.04	0.05	0.04	0.07	0.03	0.03	0.03	0.04	0.04	0.04	0.03

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 84
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Who will care for them when they are older
Base: All respondents

		Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base		2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Important		1691 82%	152 85%	81 77%	1457 82%	70 81%	192 81%	146 83%	151 82%	127 83%	162 81%	230 84%	233 81%	145 80%	1157 78%	527 91%P	455 90%P	427 92%Pr	201 90%P	224 91%P	191 90%P	125 92%P
Very important	(4)	999 48%	85 47%b	37 35%	878 49%B	45 52%B	129 54%BiJ	92 53%BJ	91 49%B	66 43%	81 40%	147 54%BiJ	142 49%Bj	86 47%b	700 47%	294 51%	251 50%	247 53%pR	92 41%	126 51%T	114 54%T	75 55%T
Fairly important	(3)	691 33%	67 37%F	45 43%dFgkl	579 33%	26 30%	63 27%	54 31%	60 32%	61 40%Fk	81 41%Fgkl	83 31%	91 31%	59 33%	457 31%	233 40%P	204 41%P	180 39%P	109 49%PUVw	98 40%P	77 36%	50 37%
Not very important	(2)	74 4%	7 4%	1 1%	65 4%	1 2%	11 5%m	5 3%	5 3%	8 5%M	9 4%	13 5%m	12 4%	2 1%	59 4%	15 3%	12 2%	10 2%	8 4%	6 2%	6 3%	5 4%
Not at all important	(1)	37 2%	2 1%	1 1%	34 2%	4 5%aGIK	6 3%i	1 1%	3 2%	-	4 2%	2 1%	6 2%	6 3%I	31 2%	6 1%	6 1%	3 1%	3 1%	2 1%	2 1%	2 2%
NET: Not important		111 5%	9 5%	3 3%	99 6%	6 7%	17 7%	6 4%	8 4%	8 5%	13 7%	15 5%	17 6%	8 4%	90 6%qrS	21 4%	18 4%	13 3%	11 5%	8 3%	8 4%	7 5%
Don't know		264 13%	19 10%	21 20%daK	225 13%	10 12%	29 12%	23 13%	26 14%	17 11%	25 13%	28 10%	38 13%	29 16%	230 16%QRSTUVW	33 6%	31 6%	23 5%	12 5%	15 6%	14 6%	4 3%
Mean		3.47	3.46	3.38	3.48	3.45	3.50j	3.55bJ	3.50	3.43	3.36	3.53J	3.48	3.47	3.46	3.49	3.48	3.52R	3.37	3.50T	3.53T	3.49
Standard deviation		0.67	0.64	0.61	0.68	0.80	0.73	0.61	0.67	0.61	0.70	0.64	0.69	0.71	0.70	0.61	0.62	0.58	0.62	0.59	0.60	0.66
Standard error		0.02	0.05	0.07	0.02	0.09	0.05	0.05	0.05	0.05	0.06	0.04	0.04	0.06	0.02	0.03	0.03	0.03	0.05	0.04	0.05	0.06

Columns header spans: Region (Scotland through South West); Do you have any children aged 18 or under? (No children aged 18 or under through Any aged 16-18)

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 85
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Where they would like to live if they could no longer live at home
Base: All respondents

		Total	Gender Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	Age 55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	Social Grade C1 (l)	C2 (m)	DE (n)	Employment Sector Public (o)	Private (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Important		1684 82%	775 77%	909 86%A	198 83%IJ	306 85%GHIJ	300 88%cFGHIJ	298 81%Ij	233 78%I	284 78%Ij	65 68%	349 75%I	467 84%N	448 81%	383 85%N	386 77%	232 91%P	749 82%
Very important	(4)	977 47%	392 39%	585 55%A	107 45%i	164 46%I	166 49%I	182 49%I	142 48%I	184 50%IJ	32 33%	216 47%I	267 48%	253 46%	221 49%	236 47%	117 46%	426 47%
Fairly important	(3)	708 34%	384 38%B	324 31%	91 38%HJ	142 40%FGHJ	133 39%fGHJ	116 31%	92 31%	100 27%	34 35%	133 29%	200 36%n	195 35%	162 36%	151 30%	115 45%P	323 35%
Not very important	(2)	70 3%	49 5%B	22 2%	15 6%gHIJ	16 5%HiJ	11 3%j	15 4%HJ	8 3%	5 1%	1 1%	6 1%	21 4%	21 4%	11 2%	17 3%	5 2%	42 5%
Not at all important	(1)	38 2%	34 3%B	4 *	3 1%	5 1%	3 1%	9 2%	10 3%E	7 2%	1 1%	8 2%	8 1%	9 2%	8 2%	13 3%	1 *	22 2%o
NET: Not important		108 5%	82 8%B	26 2%	18 8%eHiJ	22 6%j	13 4%	23 6%hJ	18 6%hJ	12 3%	2 2%	14 3%	29 5%	30 5%	19 4%	30 6%	6 2%	64 7%O
Don't know		273 13%	148 15%b	125 12%	23 10%	31 9%	26 8%	47 13%e	46 15%cDE	71 19%CDEF	29 30%CDEFGHIJ	100 22%CDEFgH	60 11%	78 14%	48 11%	88 17%KM	17 7%	102 11%o
Mean		3.46	3.32	3.59A	3.40	3.42	3.48	3.47	3.45	3.56CDgi	3.42	3.53CDi	3.46	3.45	3.48	3.46	3.46	3.42
Standard deviation		0.67	0.75	0.56	0.68	0.66	0.61	0.71	0.75	0.65	0.62	0.64	0.66	0.67	0.66	0.72	0.56	0.71
Standard error		0.02	0.03	0.02	0.04	0.04	0.04	0.04	0.05	0.04	0.07	0.03	0.03	0.03	0.04	0.04	0.04	0.03

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

Prepared by ComRes

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 86
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Where they would like to live if they could no longer live at home
Base: All respondents

		Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child-ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
									Region								Do you have any children aged 18 or under?					
Unweighted base		2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base		2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Important		1684 82%	149 83%	81 77%	1454 82%	72 83%	191 80%	146 83%	151 81%	130 85%	162 81%	219 81%	236 82%	146 80%	1152 78%	525 91%P	455 90%P	421 91%P	205 91%P	221 89%P	190 90%P	122 89%P
Very important	(4)	977 47%	79 44%	35 34%	863 48%B	43 50%b	116 49%B	91 52%Bj	96 52%Bj	68 44%	84 42%	141 52%Bj	141 49%B	83 46%b	698 47%T	274 47%	235 47%	233 50%R	83 37%	120 49%T	108 51%T	68 50%T
Fairly important	(3)	708 34%	70 39%hK	46 43%dfgHK	592 33%	29 34%	75 32%	55 31%	55 30%	62 41%fhK	78 39%hK	79 29%	95 33%	63 35%	455 31%	251 43%P	220 44%Ps	189 41%P	122 55%PUVW	101 41%P	82 39%p	54 39%p
Not very important	(2)	70 3%	9 5%	2 2%	59 3%	1 1%	9 4%	4 2%	5 2%	4 2%	8 4%	17 6%eM	9 3%	3 2%	53 4%	17 3%	15 3%	14 3%	8 3%	9 4%	7 3%	7 5%
Not at all important	(1)	38 2%	- -	1 1%	37 2%a	4 4%A	8 3%A	3 1%	3 2%a	1 1%	3 1%	7 2%a	5 2%	3 2%a	32 2%rt	6 1%	4 1%	6 1%	- -	2 1%	2 1%	4 3%T
NET: Not important		108 5%	9 5%	4 4%	96 5%	5 6%	17 7%	7 4%	8 4%	5 3%	10 5%	24 9%gim	14 5%	6 3%	85 6%	23 4%	19 4%	19 4%	8 3%	11 4%	9 4%	11 8%
Don't know		273 13%	22 12%	20 19%k	231 13%	10 11%	30 13%	23 13%	27 14%	17 11%	28 14%	30 11%	38 13%	30 16%	239 16%QRSTUVW	32 5%	31 6%	23 5%	12 5%	16 6%	13 6%	4 3%
Mean		3.46	3.44	3.36	3.47	3.45	3.44	3.54b	3.53b	3.45	3.41	3.46	3.49	3.48	3.47t	3.45	3.45	3.47	3.35	3.46T	3.49T	3.41
Standard deviation		0.67	0.60	0.62	0.68	0.76	0.75	0.63	0.66	0.61	0.66	0.74	0.67	0.65	0.70	0.61	0.60	0.62	0.55	0.61	0.61	0.72
Standard error		0.02	0.05	0.07	0.02	0.08	0.05	0.05	0.05	0.05	0.05	0.05	0.04	0.05	0.02	0.03	0.03	0.03	0.04	0.04	0.05	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 87
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Whether they are able to manage their finances
Base: All respondents

		Total	Gender		Age								Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Important		1654 80%	765 76%	890 84%A	197 82%hIJ	309 86%FGHIJ	294 87%FGHIJ	285 78%I	229 77%i	274 75%	66 68%	340 73%	469 84%LN	428 77%	374 83%IN	384 76%	229 90%P	738 81%
Very important	(4)	894 43%	366 36%	528 50%A	91 38%	146 41%	162 48%CI	159 43%	127 43%	176 48%CdIJ	33 35%	209 45%cI	265 48%L	224 40%	187 42%	217 43%	103 40%	403 44%
Fairly important	(3)	760 37%	399 40%B	362 34%	106 44%FGHiJ	163 46%FGHIJ	132 39%HJ	127 34%Hj	102 34%hj	99 27%	32 33%	131 28%	203 37%	204 37%	186 41%N	167 33%	126 49%P	336 37%
Not very important	(2)	107 5%	66 7%B	41 4%	20 8%DHIJ	13 4%	16 5%	28 8%dHIJ	14 5%	13 4%	1 1%	15 3%	26 5%	39 7%N	22 5%	20 4%	10 4%	59 6%
Not at all important	(1)	41 2%	30 3%B	11 1%	3 1%	5 1%	4 1%	9 2%	9 3%	9 3%	1 1%	11 2%	5 1%	9 2%	9 2%	18 4%KI	2 1%	19 2%
NET: Not important		148 7%	96 10%B	51 5%	23 10%dlj	18 5%	20 6%	37 10%DehIJ	24 8%i	23 6%	3 3%	26 6%	31 6%	48 9%k	32 7%	37 7%	11 4%	78 9%o
Don't know		264 13%	145 14%B	119 11%	20 9%	31 9%	24 7%	46 12%E	45 15%CDE	69 19%CDEF	28 29%CDEFGHJ	98 21%CDEFgH	56 10%	80 14%Km	45 10%	83 17%KM	15 6%	98 11%o
Mean		3.39	3.28	3.50A	3.30	3.37	3.44C	3.35	3.37	3.48CdF	3.43	3.47CF	3.46Lm	3.35	3.36	3.38	3.38	3.37
Standard deviation		0.70	0.75	0.64	0.69	0.64	0.65	0.75	0.76	0.73	0.64	0.71	0.64	0.71	0.69	0.76	0.60	0.72
Standard error		0.02	0.03	0.02	0.04	0.04	0.04	0.04	0.05	0.04	0.07	0.04	0.03	0.03	0.04	0.04	0.04	0.03

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 88
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Whether they are able to manage their finances
Base: All respondents

		Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base		2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247*	212	137
NET: Important		1654 80%	155 86%dbLM	80 76%	1420 80%	71 82%	194 82%	142 81%	147 79%	123 81%	158 79%	222 81%	224 78%	139 76%	1133 77%	514 89%P	448 89%P	413 89%P	203 90%P	228 92%PV	181 85%P	119 87%P
Very important	(4)	894 43%	75 42%	34 32%	785 44%B	39 45%	114 48%BJ	77 44%b	83 45%b	65 43%	72 36%	136 50%BJI	119 41%	79 44%b	640 43%	249 43%	212 42%	209 45%r	85 38%	109 44%	91 43%	65 48%
Fairly important	(3)	760 37%	80 44%DFhKM	46 44%km	635 36%	32 37%	79 33%	65 37%	64 34%	58 38%	86 43%fKm	86 32%	105 36%	59 33%	493 33%	265 46%P	236 47%P	204 44%P	118 53%PvW	120 48%P	91 43%P	54 39%
Not very important	(2)	107 5%	5 3%	5 5%	97 5%	2 3%	10 4%	9 5%	9 5%	11 7%a	10 5%	18 7%a	19 7%a	9 5%	75 5%	31 5%	25 5%	24 5%	10 4%	6 3%	15 7%U	10 8%U
Not at all important	(1)	41 2%	2 1%	1 1%	37 2%	4 4%i	6 3%	3 2%	3 2%	1 *	3 1%	5 2%	7 3%	5 3%	36 2%qRsu	5 1%	3 1%	4 1%	1 *	1 *	2 1%	4 3%tUv
NET: Not important		148 7%	7 4%	7 6%	134 8%a	6 7%	16 7%	11 7%	13 7%	12 8%	12 6%	23 9%a	26 9%a	14 8%	111 8%U	37 6%	28 5%	29 6%	11 5%	7 3%	16 8%U	15 11%tU
Don't know		264 13%	18 10%	19 18%k	227 13%	9 11%	28 12%	22 13%	26 14%	17 11%	30 15%	27 10%	39 13%	29 16%k	233 16%QRSTUVW	30 5%	28 6%	21 5%	11 5%	12 5%	14 7%W	3 2%
Mean		3.39	3.41	3.30	3.39	3.38	3.44	3.41	3.42	3.39	3.33	3.44	3.34	3.40	3.40	3.38	3.38	3.40	3.35	3.43	3.37	3.35
Standard deviation		0.70	0.62	0.66	0.71	0.78	0.72	0.68	0.70	0.66	0.66	0.73	0.74	0.74	0.73	0.64	0.62	0.64	0.58	0.56	0.66	0.76
Standard error		0.02	0.05	0.07	0.02	0.09	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.06	0.02	0.03	0.03	0.03	0.04	0.04	0.05	0.07

Column headers for Region span (d) to (m); "Do you have any children aged 18 or under?" spans (p) to (w).

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

COMRES

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 89
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Whether they are experiencing difficulties with their memory
Base: All respondents

		Total	Gender		Age								Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Important		1652	761	892	200	306	292	295	229	270	61	331	462	432	375	383	228	743
		80%	76%	84%A	83%gHIJ	85%GHIJ	86%fGHIJ	80%hIJ	77%I	74%Ij	63%	72%I	83%LN	78%	83%lN	76%	90%P	81%
Very important	(4)	920	378	542	114	170	175	165	125	142	29	171	260	226	209	224	121	422
		45%	38%	51%A	48%HIJ	47%HIJ	51%GHIJ	45%IJ	42%I	39%	30%	37%	47%L	41%	46%	44%	47%	46%
Fairly important	(3)	733	383	350	86	136	117	130	103	129	32	160	201	206	166	159	108	321
		35%	38%B	33%	36%	38%	34%	35%	35%	35%	33%	35%	36%	37%n	37%	32%	42%p	35%
Not very important	(2)	104	66	39	14	18	20	19	17	12	4	16	27	35	20	23	8	59
		5%	7%B	4%	6%	5%	6%	5%	6%	3%	4%	3%	5%	6%	4%	4%	3%	6%
Not at all important	(1)	44	33	11	5	5	2	9	9	14	1	16	7	12	10	16	3	18
		2%	3%B	1%	2%	1%	*	2%e	3%E	4%dE	1%	3%E	1%	2%	2%	3%K	1%	2%
NET: Not important		149	99	50	19	22	22	28	26	27	5	32	34	47	30	38	11	77
		7%	10%B	5%	8%	6%	6%	8%	9%	7%	5%	7%	6%	8%	7%	8%	4%	8%o
Don't know		265	146	119	21	30	26	45	43	70	30	100	60	77	45	83	15	95
		13%	15%B	11%	9%	8%	8%	12%e	14%cDE	19%CDEF	32%CDEFGHIJ	22%CDEFGH	11%	14%	10%	16%KM	6%	10%o
Mean		3.40	3.29	3.51A	3.41	3.43	3.48gHJ	3.40	3.36	3.34	3.35	3.34	3.44L	3.35	3.42	3.40	3.44	3.40
Standard deviation		0.71	0.77	0.63	0.71	0.67	0.64	0.72	0.76	0.77	0.68	0.76	0.66	0.72	0.70	0.76	0.63	0.72
Standard error		0.02	0.03	0.02	0.05	0.04	0.04	0.04	0.05	0.04	0.08	0.04	0.03	0.03	0.04	0.04	0.04	0.03

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 90
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Whether they are experiencing difficulties with their memory
Base: All respondents

		Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base		2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Important		1652 80%	152 84%BM	76 72%	1425 80%	71 82%	191 80%	143 82%	151 81%	129 84%BM	154 77%	224 82%bm	226 78%	135 74%	1136 77%	510 88%P	443 88%P	415 90%P	194 86%P	222 90%P	188 89%P	118 86%P
Very important	(4)	920 45%	77 43%	36 34%	807 45%b	39 46%	106 45%	89 51%BIJ	87 47%b	58 38%	75 37%	142 52%aBIJ	127 44%	84 46%b	632 43%	284 49%P	244 48%p	233 50%P	102 46%	121 49%	106 50%p	69 50%
Fairly important	(3)	733 35%	75 42%dGKM	40 38%	618 35%	31 36%	85 36%	54 31%	65 35%	71 47%fGHKLM	80 40%kM	82 30%	99 34%	51 28%	504 34%	225 39%p	199 39%p	182 39%p	91 41%	101 41%p	82 39%	49 36%
Not very important	(2)	104 5%	8 4%	8 8%	88 5%	3 3%	8 3%	6 3%	7 4%	7 4%	15 7%f	15 5%	16 6%	13 7%f	70 5%	34 6%	27 5%	23 5%	17 8%v	11 4%	7 3%	12 9%pV
Not at all important	(1)	44 2%	1 1%	3 3%	40 2%	4 4%ai	10 4%AI	2 1%	3 2%	1 *	5 3%	5 2%	7 2%	3 2%	41 3%QRSTU	3 1%	3 1%	3 1%	- -	1 *	2 1%	2 2%
NET: Not important		149 7%	9 5%	11 10%	129 7%	7 8%	18 8%	8 5%	11 6%	7 5%	20 10%g	19 7%	23 8%	16 9%	111 8%	38 6%	30 6%	26 6%	17 8%	12 5%	10 5%	14 11%UV
Don't know		265 13%	19 11%	19 18%	227 13%	9 11%	28 12%	24 14%	24 13%	16 11%	26 13%	29 11%	40 14%	30 17%k	230 16%QRSTUVW	33 6%	31 6%s	22 5%	13 6%	14 6%	14 7%	4 3%
Mean		3.40	3.41	3.26	3.41	3.38	3.37	3.52BfiJ	3.45bj	3.36	3.28	3.49BJ	3.39	3.43	3.38	3.44	3.44	3.46	3.40	3.47	3.47	3.39
Standard deviation		0.71	0.63	0.75	0.72	0.78	0.78	0.65	0.68	0.60	0.74	0.70	0.73	0.74	0.74	0.64	0.63	0.63	0.64	0.60	0.63	0.73
Standard error		0.02	0.05	0.08	0.02	0.09	0.05	0.05	0.05	0.05	0.06	0.05	0.05	0.06	0.02	0.03	0.03	0.03	0.05	0.04	0.05	0.07

Column headers spanning: Region (covers Scotland through South West); Do you have any children aged 18 or under? (covers No children aged 18 or under through Any aged 16-18).

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 91
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Whether they are lonely
Base: All respondents

		Total	Gender		Age								Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Important		1665	763	902	204	310	293	285	234	276	63	340	463	444	386	372	225	751
		81%	76%	85%A	85%FgHIJ	87%FGHIJ	86%FGHIJ	77%I	78%I	75%Ij	66%	73%I	83%N	80%N	86%LN	74%	88%p	82%
Very important	(4)	1016	414	602	133	180	179	178	142	165	40	205	288	244	252	232	133	459
		49%	41%	57%A	55%HIJ	50%	53%hiJ	48%	48%	45%	41%	44%	52%Ln	44%	56%LN	46%	52%	50%
Fairly important	(3)	649	349	300	72	130	114	107	91	111	23	135	175	200	134	140	92	292
		31%	35%B	28%	30%	36%flj	34%i	29%	31%	30%	24%	29%	32%	36%mN	30%	28%	36%	32%
Not very important	(2)	96	60	35	11	18	19	23	12	11	2	13	28	25	17	27	10	53
		5%	6%B	3%	4%	5%	6%ij	6%hiJ	4%	3%	2%	3%	5%	4%	4%	5%	4%	6%
Not at all important		38	35	4	5	5	2	9	7	9	2	10	9	7	8	14	1	20
	(1)	2%	3%B	*	2%	1%	1%	3%e	2%	2%e	2%	2%e	2%	1%	2%	3%I	*	2%
NET: Not important		134	95	39	15	23	21	32	19	20	3	23	37	32	24	41	11	73
		6%	9%B	4%	6%	6%	6%	9%hiJ	6%	5%	4%	5%	7%	6%	5%	8%	4%	8%o
Don't know		267	148	119	20	25	25	51	45	70	30	100	56	80	40	91	20	90
		13%	15%B	11%	8%	7%	8%	14%cDE	15%CDE	19%CDEf	31%CDEFGHIJ	2%CDEFGH	10%	14%KM	9%	18%KM	8%	10%
Mean		3.47	3.33	3.59A	3.51	3.45	3.50	3.43	3.46	3.46	3.52	3.47	3.48	3.43	3.54ln	3.43	3.51	3.45
Standard deviation		0.70	0.78	0.58	0.69	0.67	0.64	0.75	0.71	0.71	0.69	0.70	0.69	0.66	0.66	0.76	0.60	0.72
Standard error		0.02	0.03	0.02	0.04	0.04	0.04	0.04	0.05	0.04	0.08	0.03	0.03	0.03	0.04	0.04	0.04	0.03

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 92
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Whether they are lonely
Base: All respondents

							Region									Do you have any children aged 18 or under?						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber- side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child- ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Important	1665 81%	155 86%dbhJm	81 77%	1429 80%	70 80%	195 82%	142 81%	146 79%	129 84%j	152 76%	220 81%	232 80%	143 79%	1145 78%	514 89%P	447 89%P	413 89%P	200 89%P	222 90%P	184 87%P	119 87%P
Very important (4)	1016 49%	82 46%	43 40%	891 50%	43 50%	126 53%bJ	87 50%	85 46%	77 50%	81 40%	154 57%ABHJ	149 51%J	89 49%	705 48%	307 53%p	265 53%	247 53%p	108 48%	120 49%	119 56%p	75 55%
Fairly important (3)	649 31%	72 40%DFgKL M	39 37%K	538 30%	26 30%	70 29%	55 31%	62 33%k	52 34%k	71 36%K	65 24%	83 29%	54 30%	439 30%	207 36%P	182 36%P	166 36%P	91 41%Pv	101 41%PV	66 31%	44 32%
Not very important (2)	96 5%	4 2%	3 2%	89 5%	3 4%	8 3%	9 5%	11 6%	7 5%	12 6%	19 7%a	14 5%	7 4%	66 4%	30 5%	26 5%	22 5%	13 6%	12 5%	12 5%	8 6%
Not at all important (1)	38 2%	1 *	1 1%	36 2%	4 5%AGI	6 2%	1 1%	4 2%	1 1%	3 1%	8 3%a	6 2%	4 2%	33 2%qRtu	5 1%	3 *	5 1%r	-	1 *	2 1%	4 3%Tu
NET: Not important	134 6%	5 3%	4 4%	125 7%A	8 9%A	14 6%	10 6%	15 8%A	8 5%	15 7%a	26 10%A	20 7%a	10 6%	99 7%	35 6%	29 6%	27 6%	13 6%	13 5%	13 6%	12 9%
Don't know	267 13%	20 11%	20 19%K	227 13%	9 11%	28 12%	23 13%	25 13%	16 11%	33 17%k	27 10%	37 13%	28 16%k	233 16%QRSTUV W	31 5%	28 6%	23 5%	11 5%	13 5%	14 7%	6 4%
Mean	3.47	3.48	3.44	3.47	3.40	3.51	3.49	3.41	3.50	3.38	3.49	3.49	3.49	3.46	3.49	3.49	3.49	3.45	3.45	3.53	3.45
Standard deviation	0.70	0.57	0.64	0.71	0.83	0.70	0.65	0.72	0.62	0.70	0.77	0.71	0.70	0.72	0.64	0.63	0.65	0.61	0.61	0.65	0.75
Standard error	0.02	0.04	0.07	0.02	0.09	0.05	0.05	0.06	0.05	0.06	0.05	0.05	0.05	0.02	0.03	0.03	0.03	0.05	0.04	0.05	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 93
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Who might make decisions on their behalf if they cannot make these in the future
Base: All respondents

		Total	Gender		Age									Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Important		1696 82%	782 78%	913 86%A	197 82%Ij	307 86%gHIJ	301 89%cFGHIJ	304 83%IJ	237 80%I	285 78%IJ	65 67%	350 75%I	474 85%LN	439 79%	388 86%LN	395 78%	226 88%p	760 83%
Very important	(4)	1033 50%	417 41%	616 58%A	112 47%	182 51%	182 54%	178 48%	143 48%	192 53%	43 44%	235 51%	296 53%N	274 49%	230 51%	234 46%	131 51%	450 49%
Fairly important	(3)	662 32%	365 36%B	297 28%	85 36%HIJ	124 35%HIJ	119 35%HIJ	125 34%HIJ	94 32%hj	92 25%	22 23%	114 25%	179 32%	165 30%	158 35%	161 32%	94 37%	310 34%
Not very important	(2)	69 3%	44 4%B	25 2%	16 7%efHIJ	14 4%j	10 3%	11 3%	11 4%j	6 2%	1 1%	7 1%	14 3%	28 5%Km	10 2%	16 3%	9 3%	42 5%
Not at all important	(1)	36 2%	30 3%B	6 1%	3 1%	8 2%	2 *	8 2%e	6 2%	8 2%e	1 1%	10 2%e	5 1%	7 1%	12 3%k	12 2%k	4 2%	17 2%
NET: Not important		105 5%	74 7%B	31 3%	19 8%EHIJ	22 6%	12 4%	19 5%	17 6%	14 4%	2 2%	16 4%	19 3%	36 6%K	22 5%	28 6%	12 5%	58 6%
Don't know		266 13%	150 15%B	116 11%	23 10%	30 8%	26 8%	45 12%e	44 15%DE	67 18%CDEF	30 31%CDEFGHJ	97 21%CDEFGH	62 11%	81 15%M	41 9%	81 16%KM	17 7%	96 11%
Mean		3.50	3.37	3.61A	3.41	3.47	3.54c	3.47	3.48	3.57Cf	3.59c	3.57Cdf	3.55N	3.49	3.48	3.46	3.48	3.46
Standard deviation		0.67	0.74	0.57	0.70	0.69	0.59	0.68	0.69	0.67	0.62	0.66	0.61	0.68	0.68	0.71	0.65	0.69
Standard error		0.02	0.03	0.02	0.05	0.04	0.03	0.04	0.04	0.04	0.07	0.03	0.03	0.03	0.04	0.03	0.04	0.03

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 94
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Who might make decisions on their behalf if they cannot make these in the future
Base: All respondents

		Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base		2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Important		1696 82%	154 86%m	83 79%	1459 82%	73 84%	200 84%	146 83%	155 83%	131 86%m	162 81%	218 80%	232 80%	141 78%	1169 79%	520 90%P	450 89%P	419 90%P	199 89%P	221 89%P	191 90%P	123 90%P
Very important	(4)	1033 50%	90 50%	41 39%	903 51%b	50 57%Bj	126 53%Bj	93 53%B	94 51%b	70 46%	88 44%	151 55%BiJm	147 51%b	84 46%	726 49%	303 52%	256 51%	244 53%	103 46%	118 48%	119 56%tu	78 57%t
Fairly important	(3)	662 32%	64 36%K	42 40%eKl	556 31%	23 27%	74 31%	53 30%	61 33%	61 40%egKL	75 37%K	68 25%	85 29%	57 32%	444 30%	217 37%P	193 38%P	175 38%P	96 43%P	103 41%P	73 34%	45 33%
Not very important	(2)	69 3%	5 3%	2 2%	62 3%	1 2%	3 1%	3 2%	5 3%	5 3%	9 4%	17 6%Fg	13 5%f	5 3%	47 3%	21 4%	17 3%	15 3%	10 5%	8 3%	5 3%	6 4%
Not at all important	(1)	36 2%	1 *	1 1%	34 2%	4 4%Alj	6 3%i	3 2%	3 2%	-	2 1%	6 2%	6 2%	3 2%	30 2%	6 1%	6 1%	4 1%	4 2%	3 1%	2 1%	2 2%
NET: Not important		105 5%	6 3%	4 3%	96 5%	5 6%	10 4%	6 4%	8 4%	5 3%	11 5%	23 8%Afgi	20 7%	8 5%	77 5%	27 5%	23 5%	19 4%	14 6%	11 4%	7 3%	8 6%
Don't know		266 13%	20 11%	19 18%	227 13%	8 10%	27 12%	23 13%	23 12%	17 11%	27 14%	31 12%	38 13%	32 18%fk	230 16%QRSTUVW	33 6%	31 6%	25 5%	11 5%	16 6%	14 6%	5 4%
Mean		3.50	3.52	3.42	3.50	3.52	3.52	3.55	3.51	3.48	3.43	3.51	3.48	3.49	3.50	3.49	3.48	3.50	3.40	3.45	3.55Tu	3.51
Standard deviation		0.67	0.58	0.63	0.68	0.77	0.68	0.64	0.66	0.57	0.65	0.73	0.71	0.67	0.69	0.63	0.63	0.62	0.66	0.62	0.59	0.67
Standard error		0.02	0.04	0.07	0.02	0.09	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.02	0.03	0.03	0.03	0.05	0.04	0.05	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 95
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Their preferences around end of life care
Base: All respondents

		Total	Gender		Age								Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Important		1665 81%	764 76%	902 85%A	211 88%FGHIJ	303 85%FgHIJ	297 87%FGHIJ	286 78%I	232 78%I	279 76%IJ	59 61%	338 73%I	469 84%LN	434 78%	386 86%LN	376 75%	227 89%P	742 81%
Very important	(4)	1025 50%	414 41%	611 58%A	110 46%I	180 50%I	174 51%I	187 51%I	150 50%I	191 52%IJ	32 34%	224 48%I	288 52%n	260 47%	244 54%IN	233 46%	136 53%	448 49%
Fairly important	(3)	640 31%	350 35%B	290 27%	100 42%FGHIJ	122 34%fHJ	123 36%FGHJ	99 27%	82 27%	87 24%	27 28%	114 25%	181 33%	175 31%	142 31%	142 28%	91 36%	294 32%
Not very important	(2)	83 4%	60 6%B	23 2%	6 3%	18 5%	13 4%	22 6%cHJ	12 4%	9 2%	5 5%	13 3%	21 4%	30 5%M	8 2%	24 5%M	4 1%	46 5%O
Not at all important	(1)	39 2%	34 3%B	5 1%	2 1%	7 2%	2 *	8 2%e	8 3%E	10 3%E	2 2%	12 3%E	5 1%	9 2%	8 2%	17 3%K	3 1%	20 2%
NET: Not important		123 6%	94 9%B	28 3%	8 4%	24 7%	14 4%	30 8%Ce	20 7%	19 5%	7 7%	25 5%	26 5%	40 7%kM	16 4%	41 8%KM	6 2%	67 7%O
Don't know		278 13%	148 15%	130 12%	21 9%	31 9%	28 8%	52 14%cdE	45 15%CDE	69 19%CDE	31 32%CDEFGHJ	100 2%CDEFGH 11%	61 11%	82 15%k	49 11%	87 17%KM	22 8%	105 11%
Mean		3.48	3.33	3.62A	3.45	3.46	3.51i	3.47	3.48	3.55lj	3.36	3.51I	3.52ln	3.44	3.55IN	3.42	3.55	3.45
Standard deviation		0.69	0.77	0.57	0.61	0.69	0.60	0.74	0.74	0.71	0.76	0.72	0.63	0.70	0.64	0.78	0.59	0.72
Standard error		0.02	0.03	0.02	0.04	0.04	0.04	0.04	0.05	0.04	0.08	0.04	0.03	0.03	0.04	0.04	0.04	0.03

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 96
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
Their preferences around end of life care
Base: All respondents

		Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base		2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247*	212	137
NET: Important		1665 81%	146 81%	83 79%	1436 81%	70 81%	194 82%	144 82%	146 78%	125 82%	161 81%	217 80%	233 81%	145 80%	1148 78%	511 88%P	444 88%P	411 89%P	197 88%P	220 89%P	182 86%P	117 85%p
Very important	(4)	1025 50%	91 51%B	37 35%	897 50%B	49 56%Bi	115 48%b	97 55%Bl	97 52%B	65 42%	94 47%	152 56%Bl	140 49%B	89 49%B	725 49%	297 51%	258 51%	246 53%	104 46%	123 50%	119 56%t	69 50%
Fairly important	(3)	640 31%	55 31%	46 44%DaEGHKlm	539 30%	22 25%	79 33%K	47 27%	49 26%	61 40%EGHK	67 34%K	65 24%	93 32%k	56 31%	423 29%	213 37%P	185 37%P	165 36%P	94 42%PV	97 39%PV	63 30%	48 35%
Not very important	(2)	83 4%	7 4%	1 1%	74 4%	2 2%	8 3%	4 2%	8 4%	7 5%	9 4%	20 7%bfGM	12 4%	5 2%	55 4%	28 5%	24 5%	21 5%	14 6%	12 5%	10 5%	9 6%
Not at all important	(1)	39 2%	- -	2 2%a	37 2%a	4 4%A	7 3%A	3 2%	6 3%A	3 2%	3 1%	4 2%	4 1%	4 2%a	35 2%QRstU	4 1%	2 *	4 1%r	- -	- -	2 1%	4 3%TU
NET: Not important		123 6%	7 4%	4 4%	111 6%	6 7%	15 6%	7 4%	14 7%	10 7%	11 6%	25 9%ag	16 5%	8 5%	90 6%	32 6%	26 5%	25 5%	14 6%	12 5%	12 6%	13 9%
Don't know		278 13%	26 14%	19 18%	234 13%	10 12%	29 12%	24 14%	26 14%	17 11%	28 14%	31 11%	40 14%	28 15%	239 16%QRSTUVW	37 6%	35 7%	27 6%	13 6%	15 6%	17 8%	7 5%
Mean		3.48	3.55bl	3.36	3.48	3.51	3.44	3.58Bfl	3.48	3.39	3.46	3.51	3.49	3.50	3.48	3.48	3.49	3.50	3.42	3.48	3.54w	3.40
Standard deviation		0.69	0.59	0.65	0.70	0.79	0.73	0.64	0.76	0.68	0.67	0.73	0.66	0.68	0.71	0.63	0.61	0.64	0.62	0.60	0.65	0.75
Standard error		0.02	0.05	0.07	0.02	0.09	0.05	0.05	0.06	0.06	0.05	0.05	0.04	0.05	0.02	0.03	0.03	0.03	0.05	0.04	0.05	0.07

Region (columns a–m) | **Do you have any children aged 18 or under?** (columns p–w)

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 97
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
What they might include in their will
Base: All respondents

		Total	Gender		Age								Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Important		1090 53%	517 51%	573 54%	149 62%FGHIJ	242 68%FGHIJ	214 63%FGHIJ	174 47%HIJ	143 48%HIJ	143 39%IJ	25 26%	168 36%I	300 54%	288 52%	250 55%	253 50%	159 62%	531 58%
Very important	(4)	496 24%	215 21%	282 27%A	60 25%gHIJ	122 34%cFGHIJ	103 30%GHIJ	91 25%GHIJ	52 18%I	61 17%Ij	8 8%	69 15%I	149 27%	125 23%	108 24%	114 23%	62 24%	261 29%
Fairly important	(3)	594 29%	303 30%	291 27%	89 37%FHIJ	121 34%FHIJ	111 33%FHIJ	84 23%	90 30%FHIJ	82 22%	17 18%	99 21%	151 27%	163 29%	142 31%	138 27%	96 38%P	270 30%
Not very important	(2)	426 21%	199 20%	227 21%	54 23%	60 17%	67 20%	72 20%	67 22%	83 23%d	22 23%	105 23%d	124 22%n	110 20%	101 22%	90 18%	56 22%	175 19%
Not at all important	(1)	264 13%	137 14%	128 12%	13 5%	21 6%	31 9%	67 18%CDE	43 14%CDe	83 19%CDE	19 20%CDE	89 19%CDE	62 11%	77 14%	53 12%	73 14%	22 9%	99 11%
NET: Not important		690 33%	336 33%	354 33%	67 28%	81 23%	98 29%	139 38%CDE	110 37%CDe	153 42%CDE	41 43%CDE	194 42%CDE	185 33%	187 34%	154 34%	163 32%	78 31%	274 30%
Don't know		286 14%	153 15%	133 13%	24 10%	34 10%	28 8%	54 15%dE	45 15%dE	71 19%CDE	30 31%CDEFGHJ	101 22%CDEFGH	71 13%	81 15%	46 10%	88 18%KM	19 7%	109 12%o
Mean		2.74	2.70	2.78	2.91FGHIJ	3.06FGHIJ	2.92FGHIJ	2.63hIJ	2.60IJ	2.45i	2.21	2.41i	2.80	2.71	2.76	2.71	2.84	2.86
Standard deviation		1.02	1.02	1.03	0.87	0.91	0.97	1.12	1.00	1.07	1.00	1.06	1.02	1.03	0.99	1.05	0.92	1.01
Standard error		0.02	0.04	0.03	0.06	0.06	0.06	0.06	0.06	0.06	0.11	0.05	0.04	0.05	0.06	0.05	0.06	0.04

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 98
Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics?
What they might include in their will
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Important	1090 53%	91 51%	59 56%	940 53%	45 52%	114 48%	93 53%	108 58%fM	83 54%	101 51%	163 60%FjM	150 52%	83 46%	707 48%	380 66%P	336 67%P	308 67%P	152 68%PW	180 73%PVW	130 61%P	77 56%
Very important (4)	496 24%	43 24%j	20 19%	433 24%	22 25%	63 27%iJ	37 21%	54 29%IJ	28 19%	33 16%	88 32%aBGIJLM	67 23%	40 22%	329 22%	165 28%P	145 29%P	137 30%P	52 23%	84 34%PTw	58 27%	34 25%
Fairly important (3)	594 29%	48 27%	39 37%FM	507 28%	24 27%	51 21%	56 32%F	54 29%	55 36%FM	69 34%FM	75 27%	83 29%f	43 23%	378 26%	215 37%P	191 38%P	171 37%P	100 45%PVW	96 39%P	72 34%P	43 31%
Not very important (2)	426 21%	42 23%B	10 10%	374 21%B	21 25%B	54 23%B	36 21%B	32 17%	34 22%B	40 20%b	54 20%b	61 21%B	42 23%B	316 21%	109 19%	91 18%	84 18%	42 19%	42 17%	41 19%	31 22%
Not at all important (1)	264 13%	25 14%	15 14%	224 13%	10 12%	39 16%hK	20 11%	18 10%	16 11%	28 14%	26 9%	41 14%	26 15%	209 14%QRSTU	54 9%	42 8%	45 10%	14 6%	8 3%	26 12%tU	25 18%TU
NET: Not important	690 33%	67 37%bh	25 24%	598 34%b	32 37%	93 39%BHK	56 32%	50 27%	50 33%	68 34%	79 29%	102 35%bh	69 38%BHk	524 35%QRSTU	163 28%	133 26%	129 28%	56 25%	51 21%	67 31%U	56 41%TUv
Don't know	286 14%	22 12%	21 20%k	243 14%	10 11%	30 13%	27 15%	29 15%	19 13%	31 15%	31 11%	37 13%	30 17%	246 17%QRSTUVW	37 6%	35 7%	26 6%	16 7%	16 7%	15 7%	5 3%
Mean	2.74	2.70	2.76	2.75	2.73	2.67	2.74	2.92aFJlM	2.71	2.62	2.93AFiJLM	2.70	2.64	2.67	2.90P	2.93P	2.92P	2.92PW	3.11PTVW	2.83	2.64
Standard deviation	1.02	1.04	1.02	1.02	1.02	1.10	0.98	1.00	0.94	0.98	1.00	1.04	1.06	1.05	0.95	0.93	0.96	0.85	0.83	1.00	1.06
Standard error	0.02	0.08	0.12	0.03	0.11	0.08	0.08	0.08	0.08	0.08	0.07	0.07	0.08	0.03	0.04	0.05	0.05	0.06	0.06	0.08	0.10

Region (columns a–m) · Do you have any children aged 18 or under? (columns p–w)

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 99
Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)?
Summary Table
Base: All respondents

	Factors				
	Not knowing how to start the conversation	Not wanting to face up to the issue	Not wanting to worry or upset the person I am talking to	Being concerned the person I'm talking to won't agree with my point of view	Being concerned that I don't have enough knowledge about the subject
Unweighted base	2066	2066	2066	2066	2066
Weighted base	2066	2066	2066	2066	2066
Has stopped me from having a conversation	223 11%	277 13%	369 18%	161 8%	153 7%
Might stop me from having a conversation	797 39%	729 35%	914 44%	697 34%	798 39%
Would not stop me from having a conversation	723 35%	733 36%	491 24%	858 42%	772 37%
Don't know / not applicable	322 16%	327 16%	292 14%	351 17%	344 17%

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 100
Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)?
Not knowing how to start the conversation
Base: All respondents

| | Total | Gender | | Age | | | | | | | | Social Grade | | | | Employment Sector | |
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Has stopped me from having a conversation	223 11%	104 10%	119 11%	28 12%i	51 14%HIJ	38 11%i	40 11%i	30 10%	31 9%	5 5%	36 8%	68 12%m	58 10%	37 8%	60 12%	34 13%	100 11%
Might stop me from having a conversation	797 39%	377 38%	420 40%	120 50%dFGHIJ	148 41%gHIJ	144 43%GHIJ	149 41%gHIJ	100 34%	112 31%	24 25%	136 29%	213 38%	216 39%	183 41%	184 37%	122 48%P	357 39%
Would not stop me from having a conversation	723 35%	359 36%	364 34%	54 23%	113 32%C	117 35%C	125 34%C	121 41%CD	150 41%CDf	43 44%CDef	193 42%CDeF	198 36%	183 33%	165 37%	177 35%	75 29%	321 35%
Don't know / not applicable	322 16%	166 16%	157 15%	38 16%	46 13%	40 12%	54 15%	47 16%	73 20%DEf	25 26%CDEFG	98 21%DEFg	76 14%	98 18%k	65 14%	83 16%	25 10%	136 15%o

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 101
Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)?
Not knowing how to start the conversation
Base: All respondents

															Do you have any children aged 18 or under?							
														No child-ren aged 18 or under			NET: Any	NET: Any	Any aged	Any aged	Any aged	Any aged
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	(p)	NET: Yes (q)	NET: Under 16 (r)	5-18 (s)	under 5 (t)	5-10 (u)	11-15 (v)	16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Has stopped me from having a conversation	223 11%	26 14%bm	7 7%	190 11%	13 15%m	23 10%	16 9%	20 11%	18 12%	22 11%	37 14%m	26 9%	14 8%	147 10%	76 13%p	63 12%	56 12%	28 13%	27 11%	26 12%	22 16%p
Might stop me from having a conversation	797 39%	67 37%E	36 34%	695 39%	20 23%	82 35%e	68 39%E	86 46%bEFm	59 39%E	94 47%abEFk m	104 38%E	114 40%E	66 37%E	551 37%	244 42%p	210 42%	199 43%p	93 42%	115 47%PV	79 37%	55 40%
Would not stop me from having a conversation	723 35%	58 32%	47 45%dagHJ k	618 35%	33 38%	106 44%AGHJK Lm	56 32%	57 31%	56 37%	59 30%	87 32%	99 34%	64 35%	508 34%	210 36%	189 37%	168 36%	86 39%	87 35%	88 42%p	49 36%
Don't know / not applicable	322 16%	29 16%	16 15%	278 16%	20 23%FHIJ	26 11%	35 20%Fhij	22 12%	19 12%	25 12%	44 16%	49 17%f	37 20%FHij	270 18%QRSTUV W	50 9%	43 9%	41 9%	17 7%	18 7%	19 9%	10 8%

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Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 102
Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)?
Not wanting to face up to the issue
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Has stopped me from having a conversation	277 13%	119 12%	157 15%a	29 12%i	51 14%Ij	50 15%IJ	63 17%HIJ	40 13%I	38 10%	6 6%	43 9%	74 13%	72 13%	56 12%	74 15%	46 18%	126 14%
Might stop me from having a conversation	729 35%	358 36%	370 35%	107 45%FGHIJ	155 43%FGHIJ	129 38%HIJ	121 33%ij	94 31%	99 27%	23 24%	122 26%	205 37%	190 34%	169 38%	165 33%	105 41%	346 38%
Would not stop me from having a conversation	733 36%	368 37%	366 34%	63 26%	103 29%	122 36%C	125 34%c	124 42%CDf	155 42%CDF	41 42%CD	196 42%CDeF	199 36%	190 34%	158 35%	187 37%	79 31%	306 33%
Don't know / not applicable	327 16%	161 16%	166 16%	41 17%	48 14%	39 12%	58 16%	40 13%	74 20%DEG	27 28%CDEFGhj	101 22%DEFG	78 14%	104 19%K	67 15%	79 16%	25 10%	136 15%o

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 103
Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)?
Not wanting to face up to the issue
Base: All respondents

| | | | | | | | Region | | | | | | | | | Do you have any children aged 18 or under? | | | | | | |
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child-ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Has stopped me from having a conversation	277 13%	29 16%	9 9%	239 13%	12 14%	32 13%	21 12%	24 13%	19 12%	38 19%BgIM	39 14%	36 12%	19 11%	184 12%	93 16%p	82 16%p	72 15%	35 16%	36 15%	33 16%	16 12%
Might stop me from having a conversation	729 35%	59 33%	38 36%	632 35%	30 35%	83 35%	60 34%	70 38%	56 37%	77 38%	98 36%	99 34%	59 33%	486 33%	238 41%P	206 41%P	187 40%P	93 42%P	112 45%PV	75 35%	57 42%p
Would not stop me from having a conversation	733 36%	67 37%	42 40%	624 35%	27 31%	100 42%eJK	62 35%	65 35%	58 38%	61 30%	84 31%	101 35%	66 36%	533 36%	198 34%	170 34%	166 36%	75 33%	85 34%	81 38%	53 39%
Don't know / not applicable	327 16%	25 14%	16 15%	286 16%	17 20%F	23 10%	33 19%F	26 14%	20 13%	24 12%	51 19%Fj	53 18%F	37 21%FJ	274 19%QRSTUVW	52 9%	46 9%	38 8%	21 9%	15 6%	24 11%U	10 8%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 104
Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)?
Not wanting to worry or upset the person I am talking to
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Has stopped me from having a conversation	369 18%	147 15%	222 21%A	51 21%eij	78 22%ehIJ	51 15%	62 17%	57 19%	59 16%	12 12%	71 15%	99 18%	107 19%	70 16%	93 18%	66 26%P	150 16%
Might stop me from having a conversation	914 44%	447 44%	467 44%	117 49%ghiJ	163 45%	166 49%GHiJ	165 45%	118 40%	149 41%	37 38%	186 40%	264 47%	237 43%	197 44%	216 43%	117 46%	415 45%
Would not stop me from having a conversation	491 24%	265 26%B	226 21%	36 15%	73 20%	91 27%C	92 25%C	83 28%Cd	93 25%C	23 24%c	115 25%C	126 23%	118 21%	134 30%KLN	113 22%	51 20%	228 25%
Don't know / not applicable	292 14%	147 15%	145 14%	35 15%e	45 12%	32 9%	49 13%	40 13%	66 18%dEf	25 26%CDEFGhj	91 20%DEFGh	66 12%	94 17%KM	49 11%	83 16%KM	20 8%	121 13%o

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

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 105
Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)?
Not wanting to worry or upset the person I am talking to
Base: All respondents

| | | | | Region | | | | | | | | | | Do you have any children aged 18 or under? | | | | | | | |
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child-ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Has stopped me from having a conversation	369 18%	35 20%	15 14%	319 18%	19 22%	39 17%	27 16%	26 14%	34 22%h	38 19%	61 22%Hm	48 17%	27 15%	257 17%	112 19%	96 19%	87 19%	41 18%	43 17%	39 19%	25 18%
Might stop me from having a conversation	914 44%	80 44%e	42 40%	793 44%	27 31%	107 45%E	79 45%e	96 52%bEKl	73 48%E	100 50%Ek	110 40%	122 42%	79 43%e	639 43%	270 47%	232 46%	214 46%	107 48%	120 48%	89 42%	63 46%
Would not stop me from having a conversation	491 24%	45 25%	33 31%ijk	413 23%	23 26%	68 29%IJk	39 22%	41 22%	29 19%	39 19%	56 21%	76 26%	42 23%	332 22%	156 27%p	140 28%P	129 28%P	62 28%	72 29%p	66 31%P	39 29%
Don't know / not applicable	292 14%	19 11%	16 15%	257 14%	18 21%AFhij	23 10%	30 17%F	22 12%	17 11%	24 12%	45 16%f	44 15%f	34 19%aFhi	249 17%QRSTUVW	41 7%	37 7%	33 7%	14 6%	13 5%	18 8%	10 7%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 106
Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)?
Being concerned the person I'm talking to won't agree with my point of view
Base: All respondents

| | | Gender | | | | | | Age | | | | | Social Grade | | | | Employment Sector | |
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Has stopped me from having a conversation	161 8%	80 8%	81 8%	25 10%I	30 8%i	24 7%	25 7%	23 8%i	32 9%lj	2 3%	34 7%I	49 9%	46 8%	27 6%	39 8%	25 10%	70 8%
Might stop me from having a conversation	697 34%	324 32%	373 35%	99 41%GHIJ	144 40%GHIJ	133 39%GHIJ	131 36%gHiJ	84 28%h	81 22%	25 26%	106 23%	183 33%	184 33%	166 37%	164 32%	99 39%	348 38%
Would not stop me from having a conversation	858 42%	433 43%	425 40%	79 33%	132 37%	141 42%c	153 42%c	143 48%CD	166 45%CD	43 45%C	209 45%CD	242 44%	215 39%	201 45%	199 40%	100 39%	366 40%
Don't know / not applicable	351 17%	169 17%	181 17%	37 15%	52 15%	41 12%	59 16%	48 16%	88 24%CDEFG	26 26%CDEFG	113 24%CDEFG	82 15%	111 20%KM	56 12%	102 20%KM	32 12%	130 14%

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 107
Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)?
Being concerned the person I'm talking to won't agree with my point of view
Base: All respondents

							Region									Do you have any children aged 18 or under?						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Has stopped me from having a conversation	161 8%	14 8%	9 9%	137 8%	3 3%	17 7%	14 8%	11 6%	21 14%EfHLM	17 9%	28 10%el	15 5%	11 6%	114 8%u	47 8%	37 7%	32 7%	18 8%u	10 4%	13 6%	13 9%u
Might stop me from having a conversation	697 34%	65 36%bM	26 25%	606 34%b	26 30%	77 33%m	57 32%m	75 40%BM	49 32%	75 37%bM	100 37%bM	106 37%bM	42 23%	458 31%	235 40%P	210 42%P	195 42%P	94 42%P	112 45%Pw	89 42%P	48 35%
Would not stop me from having a conversation	858 42%	76 43%	53 51%dJKl	728 41%	37 43%	115 48%JKL	73 42%	75 40%	60 39%	73 37%	97 35%	111 38%	88 48%JKl	614 42%	241 41%	205 41%	196 42%	85 38%	107 43%	88 41%	65 47%
Don't know / not applicable	351 17%	24 13%	17 16%	310 17%	21 24%AFh	28 12%	32 18%	25 14%	23 15%	35 17%	48 18%	58 20%F	41 22%AFH	291 20%QRSTUVW	58 10%	52 10%	40 9%	27 12%u	18 7%	22 11%	11 8%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 108
Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)?
Being concerned that I don't have enough knowledge about the subject
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri- vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Has stopped me from having a conversation	153 7%	84 8%	68 6%	20 8%	33 9%i	27 8%	23 6%	21 7%	25 7%	4 4%	29 6%	44 8%	44 8%	31 7%	35 7%	24 9%	74 8%
Might stop me from having a conversation	798 39%	385 38%	412 39%	110 46%fGHIJ	161 45%GHIJ	153 45%GHIJ	142 38%HIJ	96 32%	111 30%	25 25%	136 29%	224 40%	203 37%	192 43%n	179 35%	100 39%	384 42%
Would not stop me from having a conversation	772 37%	371 37%	400 38%	72 30%	118 33%	122 36%	147 40%Cd	131 44%CDe	145 39%C	36 38%	181 39%C	208 37%	197 36%	166 37%	201 40%	104 41%	325 36%
Don't know / not applicable	344 17%	166 16%	178 17%	38 16%	46 13%	37 11%	56 15%	50 17%e	85 23%CDEFg	32 33%CDEFGHJ	117 25%CDEFGh	81 15%	111 20%KM	62 14%	90 18%	27 10%	131 14%

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

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 109
Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)?
Being concerned that I don't have enough knowledge about the subject
Base: All respondents

				Region										Do you have any children aged 18 or under?							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child-ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Has stopped me from having a conversation	153 7%	8 5%	4 4%	141 8%	4 5%	12 5%	15 9%	12 7%	17 11%AbFl	18 9%	29 11%AbFl	16 5%	17 9%a	101 7%	52 9%	41 8%	38 8%	20 9%	21 8%v	10 5%	15 11%V
Might stop me from having a conversation	798 39%	75 42%M	40 38%M	683 38%	29 33%	103 43%M	69 39%M	71 38%M	59 39%M	84 42%M	108 40%M	116 40%M	45 25%	540 37%	253 44%P	223 44%P	202 44%P	100 45%p	111 45%P	96 45%P	53 39%
Would not stop me from having a conversation	772 37%	72 40%k	42 40%	657 37%	34 39%	93 39%	57 32%	79 43%gKl	57 37%	73 36%	85 31%	97 34%	82 45%GKL	538 36%	231 40%	200 40%	189 41%	87 39%	100 41%	85 40%	60 44%
Don't know / not applicable	344 17%	24 14%	19 18%	301 17%	19 22%Fhj	29 12%	35 20%Fh	23 12%	20 13%	26 13%	51 19%f	60 21%aFHij	37 21%aFHij	298 20%QRSTUVW	45 3%	40 8%	34 7%	18 8%	15 6%	21 10%	8 6%

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Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 110
Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following?
Summary Table
Base: All respondents

		Actions				
		Look online for advice about how to begin the conversation	Look online for information about different options	Contact a telephone advice line or helpline	Prepare what I might say in advance	Ask friends or family how they had tackled similar conversations
Unweighted base		2066	2066	2066	2066	2066
Weighted base		2066	2066	2066	2066	2066
NET: Likely		926 45%	1312 63%	507 25%	1487 72%	1123 54%
Very likely	(4)	374 18%	602 29%	166 8%	726 35%	418 20%
Fairly likely	(3)	552 27%	710 34%	341 17%	761 37%	705 34%
Not very likely	(2)	416 20%	230 11%	600 29%	150 7%	336 16%
Not at all likely	(1)	349 17%	202 10%	539 26%	106 5%	228 11%
NET: Not likely		765 37%	432 21%	1139 55%	256 12%	564 27%
Not applicable - I would never have this conversation		164 8%	150 7%	180 9%	148 7%	179 9%
Don't know		211 10%	172 8%	241 12%	176 9%	200 10%
Mean		2.56	2.98	2.08	3.21	2.78
Standard deviation		1.05	0.97	0.97	0.84	0.97
Standard error		0.03	0.02	0.02	0.02	0.02

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 111
Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following?
Look online for advice about how to begin the conversation
Base: All respondents

		Total	Gender Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	Age 45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	Social Grade AB (k)	C1 (l)	C2 (m)	DE (n)	Employment Sector Public (o)	Private (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Likely		926 45%	467 46%	459 43%	138 57%FGHIJ	199 56%FGHIJ	185 54%FGHIJ	169 46%HIJ	120 40%HIJ	98 27%ij	17 18%	115 25%i	260 47%N	247 44%n	222 49%N	197 39%	139 55%	489 54%
Very likely	(4)	374 18%	193 19%	180 17%	60 25%GHIJ	75 21%GHIJ	83 24%GHIJ	80 22%GHIJ	38 13%lj	34 9%	5 5%	39 8%	102 18%	100 18%	88 20%	84 17%	62 24%	207 23%
Fairly likely	(3)	552 27%	274 27%	279 26%	78 32%FHIJ	125 35%FHIJ	102 30%HIJ	90 24%HIJ	82 28%HIJ	64 17%	12 13%	76 16%	158 28%N	147 26%	134 30%N	113 22%	77 30%	282 31%
Not very likely	(2)	416 20%	205 20%	210 20%	41 17%	52 14%	68 20%	68 19%	68 23%D	96 26%CDeF	23 24%D	119 26%CDeF	117 21%	120 22%	76 17%	103 20%	45 18%	172 19%
Not at all likely	(1)	349 17%	157 16%	192 18%	21 9%	43 12%	31 9%	58 16%CE	69 23%CDEF	100 27%CDEF	27 28%CDEF	127 27%CDEF	99 18%	79 14%	77 17%	94 19%l	34 13%	111 12%
NET: Not likely		765 37%	362 36%	402 38%	62 26%	95 27%	98 29%	127 34%Cd	137 46%CDEF	196 53%CDEFg	50 52%CDEF	246 53%CDEFg	216 39%	199 36%	153 34%	197 39%	80 31%	283 31%
Not applicable - I would never have this conversation		164 8%	83 8%	81 8%	14 6%	16 4%	11 3%	24 6%e	25 8%dE	51 14%CDEFG	24 25%CDEFGHJ	74 6%CDEFGH	35 6%	53 10%kM	23 5%	52 10%KM	9 4%	45 5%
Don't know		211 10%	94 9%	117 11%	27 11%GHJ	48 13%GHIJ	44 13%GHIj	49 13%GHIJ	16 5%	22 6%	6 6%	28 6%	45 8%	56 10%	52 12%	58 12%k	27 11%	97 11%
Mean		2.56	2.61	2.52	2.88FGHIJ	2.79GHIJ	2.84FGHIJ	2.64GHIJ	2.34HIJ	2.11	1.93	2.08	2.55	2.60	2.62	2.47	2.76	2.76
Standard deviation		1.05	1.04	1.06	0.96	0.99	0.97	1.08	1.03	1.01	0.94	1.00	1.05	1.02	1.06	1.07	1.03	1.01
Standard error		0.03	0.04	0.04	0.07	0.06	0.06	0.06	0.06	0.06	0.10	0.05	0.05	0.05	0.06	0.05	0.07	0.04

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 112
Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would
you be to do each of the following?
Look online for advice about how to begin the conversation
Base: All respondents

		Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base		2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Likely		926 45%	93 52%dELM	51 49%EM	782 44%	27 31%	104 44%em	84 48%EM	99 54%EfjLM	74 48%EM	87 43%e	127 47%EM	118 41%	63 35%	586 40%	337 58%P	298 59%P	267 58%P	145 65%P	147 59%P	124 59%P	76 56%P
Very likely (4)		374 18%	38 21%	20 19%	316 18%	15 17%	49 21%	26 15%	47 26%GJkLm	29 19%	29 14%	47 17%	44 15%	30 17%	211 14%	160 28%P	139 28%P	126 27%P	67 30%P	65 26%P	60 28%P	33 24%P
Fairly likely (3)		552 27%	55 31%EM	32 30%EM	465 26%	11 13%	55 23%e	57 33%EFM	52 28%EM	44 29%EM	58 29%EM	80 29%EM	74 26%Em	33 18%	374 25%	176 30%P	158 31%P	142 31%P	78 35%P	82 33%P	64 30%	44 32%
Not very likely (2)		416 20%	22 12%	15 14%	379 21%A	22 26%Ab	43 18%	41 24%Ab	34 19%	30 20%a	52 26%ABfk	49 18%	70 24%Ab	35 20%a	310 21%t	105 18%	89 18%	80 17%	33 15%	39 16%	35 16%	21 16%
Not at all likely (1)		349 17%	30 17%h	19 18%	300 17%	16 19%h	47 20%H	19 15%	19 10%	25 16%	33 16%	37 14%	55 19%H	43 24%GHK	283 19%QRSTUV	63 11%	51 10%	54 12%	21 9%	26 11%	23 11%	20 15%
NET: Not likely		765 37%	52 29%	34 32%	679 38%A	39 44%AHk	90 38%ah	67 38%ah	53 29%	55 36%	85 43%AHK	86 32%	126 43%AbHK	78 43%AHK	593 40%QRSTUVw	168 29%	140 28%	134 29%	54 24%	65 26%	58 27%	42 30%
Not applicable - I would never have this conversation		164 8%	13 7%	11 10%	140 8%	10 12%hj	19 8%	10 6%	10 5%	14 9%	10 5%	25 9%	21 7%	21 11%ghJ	148 10%QRSTUVw	15 3%	12 2%	12 3%	6 3%	6 2%	4 2%	6 4%
Don't know		211 10%	21 12%	10 9%	181 10%	12 13%i	25 10%	15 8%	23 12%i	10 6%	18 9%	34 13%i	25 9%	20 11%	150 10%	60 10%	55 11%	50 11%	19 8%	29 12%	26 12%	13 9%
Mean		2.56	2.69eLM	2.62	2.55	2.39	2.55	2.56	2.84EFGiJLM	2.61m	2.48	2.64lM	2.44	2.36	2.44	2.86P	2.88P	2.84P	2.96P	2.88P	2.88P	2.75P
Standard deviation		1.05	1.08	1.07	1.05	1.10	1.11	0.97	1.01	1.04	0.99	1.01	1.03	1.13	1.04	1.00	0.99	1.01	0.97	0.99	1.01	1.05
Standard error		0.03	0.08	0.12	0.03	0.13	0.08	0.08	0.08	0.09	0.08	0.07	0.07	0.09	0.03	0.05	0.05	0.05	0.07	0.07	0.08	0.10

Region spans columns Scotland (a) through South West (m). "Do you have any children aged 18 or under?" spans No children aged 18 or under (p) through Any aged 16-18 (w).

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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ONLINE Fieldwork: 13th - 14th April 2016

Table 113
Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would
you be to do each of the following?
Look online for information about different options
Base: All respondents

		Total	Gender		Age								Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Likely		1312 63%	632 63%	680 64%	158 66%HIJ	259 72%fGHIJ	239 71%GHIJ	239 65%HIJ	178 60%IJ	202 55%IJ	35 37%	238 51%I	360 65%N	369 66%N	310 69%N	273 54%	169 66%	643 70%
Very likely	(4)	602 29%	291 29%	310 29%	76 32%HIJ	127 36%gHIJ	101 30%HIJ	115 31%HIJ	84 28%iJ	81 22%	17 18%	98 21%	160 29%N	186 33%N	140 31%N	116 23%	88 35%	294 32%
Fairly likely	(3)	710 34%	340 34%	370 35%	81 34%I	132 37%lj	138 41%fGhIJ	125 34%I	95 32%I	122 33%IJ	18 19%	139 30%I	201 36%	183 33%	170 38%n	157 31%	81 32%	348 38%
Not very likely	(2)	230 11%	112 11%	118 11%	33 14%D	24 7%	34 10%	41 11%d	36 12%d	50 14%D	12 13%d	62 13%D	74 13%Lm	52 9%	42 9%	62 12%	34 13%	92 10%
Not at all likely	(1)	202 10%	100 10%	102 10%	11 5%	29 8%e	15 4%	25 7%	42 14%CDEF	56 15%CDEF	24 25%CDEFGHJ	79 7%CDEFH	59 11%I	42 7%	40 9%	62 12%L	22 9%	57 6%
NET: Not likely		432 21%	212 21%	220 21%	44 18%	53 15%	48 14%	66 18%	78 26%cDEF	105 29%CDEF	36 38%CDEFGhj	142 31%CDEF	134 24%Lm	93 17%	81 18%	124 25%LM	56 22%p	150 16%
Not applicable - I would never have this conversation		150 7%	80 8%	70 7%	17 7%e	15 4%	11 3%	22 6%	23 8%dE	42 11%cDEF	21 22%CDEFGHJ	63 4%CDEFGH	28 5%	50 9%Km	24 5%	48 10%KM	8 3%	44 5%
Don't know		172 8%	83 8%	89 8%	22 9%HiJ	30 9%hJ	41 12%GHIJ	41 11%GHIJ	18 6%	17 5%	3 4%	20 4%	34 6%	44 8%	35 8%	59 12%KLm	22 8%	77 8%
Mean		2.98	2.98	2.99	3.11GHIJ	3.14GHIJ	3.14GHIJ	3.08GHIJ	2.86lj	2.74IJ	2.40	2.68I	2.93	3.11KN	3.05N	2.83	3.04	3.11
Standard deviation		0.97	0.98	0.96	0.87	0.92	0.81	0.91	1.05	1.04	1.19	1.08	0.98	0.93	0.93	1.02	0.97	0.88
Standard error		0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.07	0.06	0.13	0.05	0.04	0.04	0.06	0.05	0.07	0.03

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

Prepared by ComRes

COMRES

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 114
Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following?
Look online for information about different options
Base: All respondents

		Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base		2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Likely		1312 63%	111 62%E	59 56%	1141 64%	40 46%	144 61%E	121 69%bEm	128 69%bEm	101 66%E	144 72%aBEFLM	179 66%E	177 61%E	108 59%e	888 60%	418 72%P	360 71%P	329 71%P	177 79%PUV	177 71%P	145 68%p	99 72%P
Very likely (4)		602 29%	56 31%e	27 26%	519 29%	17 19%	78 33%E	59 33%E	54 29%	38 25%	55 28%	78 28%	75 26%	65 36%EiL	396 27%	202 35%P	171 34%P	163 35%P	85 38%P	79 32%	75 35%P	47 34%p
Fairly likely (3)		710 34%	56 31%	32 30%	622 35%	23 27%	66 28%	62 35%M	73 39%eFM	62 41%aeFM	89 44%ABEFIM	101 37%FM	103 36%fM	43 24%	492 33%	216 37%	189 37%	165 36%	92 41%p	97 39%	70 33%	52 38%
Not very likely (2)		230 11%	21 12%	16 16%m	193 11%	13 15%	30 12%	25 14%m	23 12%	15 10%	19 10%	25 9%	28 10%	15 8%	167 11%	63 11%	53 11%	50 11%	18 8%	25 10%	21 10%	12 9%
Not at all likely (1)		202 10%	20 11%gH	12 11%H	170 10%	11 12%gH	23 10%H	10 6%	6 3%	19 12%gH	16 8%h	21 8%h	42 14%GHjK	22 12%GH	163 11%QRSTw	38 7%	37 7%	33 7%	12 5%	19 8%	19 9%	8 6%
NET: Not likely		432 21%	41 23%h	28 27%Hk	362 20%	24 28%HK	53 22%	35 20%	29 15%	33 22%	36 18%	46 17%	70 24%Hk	37 21%	330 22%QrsTw	101 17%	90 18%	83 18%	30 13%	44 18%	39 18%	20 15%
Not applicable - I would never have this conversation		150 7%	13 7%	10 10%h	127 7%	12 13%GHJI	19 8%	9 5%	7 4%	12 8%	9 4%	22 8%h	19 6%	19 11%gHJ	136 9%QRSTUV	14 2%	10 2%	11 2%	5 2%	4 2%	3 1%	6 4%v
Don't know		172 8%	14 8%	8 7%	150 8%	11 13%glj	22 9%	10 6%	22 12%glj	7 5%	11 6%	26 9%	23 8%	18 10%	123 8%	48 8%	43 9%	42 9%	12 5%	23 9%t	25 12%T	12 9%
Mean		2.98	2.96	2.86	2.99	2.73	3.01e	3.09EL	3.13bEIL	2.90	3.02e	3.05EI	2.85	3.03e	2.92	3.12P	3.10P	3.12P	3.21P	3.08p	3.09p	3.16P
Standard deviation		0.97	1.02	1.01	0.96	1.03	1.01	0.89	0.80	0.98	0.89	0.91	1.04	1.08	1.00	0.89	0.90	0.91	0.83	0.90	0.96	0.86
Standard error		0.02	0.08	0.11	0.02	0.12	0.07	0.07	0.06	0.08	0.07	0.06	0.07	0.09	0.03	0.04	0.05	0.05	0.06	0.07	0.08	0.08

Region / Do you have any children aged 18 or under?

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 115
Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following?
Contact a telephone advice line or helpline
Base: All respondents

		Total	Gender		Age								Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Likely		507 25%	260 26%	247 23%	59 25%HIJ	96 27%HIJ	115 34%CdfGHIJ	97 26%HIJ	66 22%ij	61 17%	14 14%	75 16%	140 25%	133 24%	123 27%	112 22%	76 30%	278 30%
Very likely	(4)	166 8%	92 9%	74 7%	27 11%GHIJ	35 10%gHIJ	39 11%GHIJ	31 8%HIJ	16 6%	16 4%	3 3%	18 4%	46 8%	42 7%	39 9%	39 8%	22 9%	97 11%
Fairly likely	(3)	341 17%	168 17%	173 16%	32 13%	61 17%j	76 22%CHIJ	66 18%hJ	49 17%	46 12%	11 11%	57 12%	94 17%	91 16%	83 18%	73 15%	54 21%	181 20%
Not very likely	(2)	600 29%	276 27%	323 31%	71 30%i	95 27%	99 29%i	105 28%i	94 32%I	116 32%IJ	19 20%	135 29%I	182 33%N	167 30%n	124 28%	126 25%	76 30%	267 29%
Not at all likely	(1)	539 26%	265 26%	274 26%	67 28%Ef	94 26%e	67 20%	79 22%	85 29%Ef	114 31%EF	33 34%EF	147 32%EF	151 27%	133 24%	120 27%	134 27%	60 24%	201 22%
NET: Not likely		1139 55%	541 54%	597 56%	138 58%ef	189 53%	166 49%	184 50%	180 60%EF	230 63%DEFi	52 54%	282 61%DEFi	333 60%IN	300 54%	245 54%	261 52%	136 53%	468 51%
Not applicable - I would never have this conversation		180 9%	93 9%	87 8%	21 9%d	15 4%	18 5%	28 8%d	28 9%De	47 13%DEF	22 23%CDEFGHJi	69 15%CDEFGH	39 7%	53 10%	30 7%	58 11%KM	8 3%	57 6%
Don't know		241 12%	112 11%	129 12%	22 9%	58 16%CGHJ	40 12%hj	59 16%CGHJ	24 8%	28 8%	9 10%	37 8%	44 8%	70 13%K	53 12%k	74 15%K	34 13%	111 12%
Mean		2.08	2.11	2.06	2.09HIJ	2.13HIJ	2.31CdGHIJ	2.17GHIJ	1.99ij	1.87	1.75	1.85	2.07	2.09	2.11	2.04	2.18	2.23
Standard deviation		0.97	0.99	0.94	1.02	1.01	0.98	0.97	0.91	0.86	0.88	0.87	0.95	0.95	0.99	0.99	0.96	0.99
Standard error		0.02	0.04	0.03	0.07	0.07	0.06	0.06	0.06	0.05	0.10	0.04	0.04	0.04	0.06	0.05	0.07	0.04

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

Prepared by ComRes

COMRES

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 116
Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following?
Contact a telephone advice line or helpline
Base: All respondents

		Total	Region												Do you have any children aged 18 or under?							
			Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base		2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Likely		507 25%	49 27%EM	21 20%	436 24%	10 12%	48 20%	40 23%e	58 31%bEFGlM	43 28%EM	47 24%E	91 33%BEFGjLM	66 23%E	33 18%	313 21%	192 33%P	168 33%P	158 34%P	76 34%P	95 38%Pw	67 32%P	39 28%p
Very likely (4)		166 8%	13 7%	8 8%	145 8%	5 6%	20 8%	10 6%	19 10%L	13 9%	17 8%	32 12%gL	14 5%	14 8%	93 6%	71 12%P	66 13%P	58 13%P	27 12%P	34 14%PW	25 12%Pw	8 6%
Fairly likely (3)		341 17%	37 20%EFM	13 12%	292 16%	5 6%	28 12%	29 17%E	39 21%EFM	30 19%EfM	30 15%E	59 22%bEFM	53 18%EfM	19 10%	219 15%	121 21%P	102 20%P	100 22%P	49 22%P	61 25%P	42 20%	31 22%P
Not very likely (2)		600 29%	41 23%	27 25%	532 30%a	23 27%	73 31%a	62 35%AIK	55 30%	35 23%	69 35%AIK	65 24%	94 33%Aik	55 30%	424 29%	173 30%	145 29%	135 29%	67 30%u	56 23%	65 30%u	49 36%U
Not at all likely (1)		539 26%	53 29%k	31 29%	456 26%	27 31%k	64 27%	44 25%	42 23%	46 30%K	54 27%	55 20%	73 25%	50 27%	415 28%QRStvW	122 21%	110 22%	95 21%	46 21%	55 22%	45 21%	24 17%
NET: Not likely		1139 55%	94 52%	57 54%	988 55%	50 58%k	138 58%K	106 60%K	97 52%	82 54%	123 61%K	121 44%	167 58%K	104 57%K	839 57%QRSU	295 51%	255 51%	230 50%	114 51%	111 45%	110 52%	72 53%
Not applicable - I would never have this conversation		180 9%	13 7%	14 13%HJ	152 9%	13 15%afHJkl	20 8%	15 9%	9 5%	17 11%hj	10 5%	23 8%	23 8%	21 12%HJ	157 11%QRSTUV	21 4%w	19 4%	18 4%	9 4%	11 5%	6 3%	6 5%
Don't know		241 12%	23 13%	12 12%	205 12%	13 15%i	31 13%i	15 8%	21 11%	11 7%	20 10%	38 14%i	33 11%	23 13%	169 11%	72 12%	63 12%	57 12%	26 12%	30 12%	29 14%	19 14%
Mean		2.08	2.07	1.99	2.09	1.81	2.02	2.04	2.23Eflm	2.08	2.06	2.32ABEFGiJLM	2.03	1.98	1.99	2.29P	2.29P	2.31P	2.30P	2.36P	2.26P	2.21P
Standard deviation		0.97	0.99	0.99	0.96	0.93	0.97	0.89	0.98	1.02	0.94	1.02	0.88	0.96	0.94	1.00	1.02	1.00	0.99	1.05	0.99	0.86
Standard error		0.02	0.08	0.12	0.03	0.12	0.07	0.07	0.08	0.09	0.08	0.07	0.06	0.08	0.03	0.05	0.05	0.06	0.08	0.08	0.08	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 117
Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following?
Prepare what I might say in advance
Base: All respondents

		Total	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65-74 (h)	Age 75+ (i)	Age 65+ (j)	Social Grade AB (k)	Social Grade C1 (l)	Social Grade C2 (m)	Social Grade DE (n)	Employment Sector Public (o)	Employment Sector Private (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Likely		1487 72%	710 71%	776 73%	180 75%i	248 69%	254 75%ij	266 72%	220 74%i	257 70%	62 65%	319 69%	432 78%MN	420 76%mN	310 69%	325 65%	193 76%	684 75%
Very likely	(4)	726 35%	353 35%	373 35%	94 39%ei	116 32%	107 32%	136 37%	109 37%	137 37%i	27 28%	164 35%i	220 40%mN	201 36%n	150 33%	155 31%	86 34%	341 37%
Fairly likely	(3)	761 37%	358 36%	403 38%	86 36%	132 37%	147 43%fHJ	130 35%	110 37%	120 33%	35 36%	155 34%	212 38%	219 39%n	160 36%	170 34%	106 42%	343 38%
Not very likely	(2)	150 7%	84 8%b	66 6%	14 6%	32 9%f	27 8%	20 5%	17 6%	28 8%	11 12%cFG	40 9%f	35 6%	24 4%	45 10%kL	46 9%L	20 8%	59 6%
Not at all likely	(1)	106 5%	53 5%	53 5%	8 4%	24 7%E	8 2%	17 5%	22 7%cE	24 7%E	3 3%	27 6%E	25 5%	17 3%	30 7%L	34 7%L	10 4%	41 4%
NET: Not likely		256 12%	137 14%	119 11%	22 9%	56 16%Cef	35 10%	37 10%	39 13%	52 14%cf	14 15%	66 14%cf	60 11%l	41 7%	74 16%KL	80 16%KL	29 12%	99 11%
Not applicable - I would never have this conversation		148 7%	80 8%	67 6%	16 7%	15 4%	14 4%	24 7%	22 7%	38 10%DEf	19 19%CDEFGHJ	56 2%CDEFgH	28 5%	49 9%K	28 6%	43 9%K	8 3%	51 6%
Don't know		176 9%	79 8%	97 9%	22 9%hIJ	38 11%gHIJ	37 11%GHIJ	41 11%GHIJ	17 6%i	20 5%i	1 1%	21 5%i	36 7%	46 8%	38 8%	56 11%K	25 10%	80 9%
Mean		3.21	3.19	3.22	3.32Dij	3.12	3.22	3.27d	3.19	3.20	3.14	3.18	3.27MN	3.31MN	3.12	3.10	3.21	3.26
Standard deviation		0.84	0.85	0.82	0.78	0.89	0.72	0.82	0.89	0.90	0.80	0.88	0.81	0.74	0.90	0.91	0.78	0.81
Standard error		0.02	0.03	0.03	0.05	0.06	0.04	0.05	0.06	0.05	0.08	0.04	0.03	0.03	0.05	0.05	0.06	0.03

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 118
Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following?
Prepare what I might say in advance
Base: All respondents

| | | | | Region | | | | | | | | | | Do you have any children aged 18 or under? | | | | | | | |
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Likely	1487 72%	134 75%Em	72 68%	1281 72%	49 56%	174 73%E	128 73%E	143 77%EM	109 71%E	151 75%Em	195 71%E	214 74%Em	119 66%	1040 70%	442 76%P	382 76%P	347 75%	172 77%	184 74%	162 76%	103 75%
Very likely (4)	726 35%	65 36%	31 30%	629 35%	28 33%	88 37%	60 34%	73 39%	47 31%	79 40%	92 34%	96 33%	66 36%	521 35%	202 35%	167 33%	166 36%	71 32%	83 33%	73 34%	55 40%
Fairly likely (3)	761 37%	69 38%E	40 38%e	651 37%	20 23%	86 36%e	67 38%Em	71 38%E	62 41%EM	71 36%e	102 38%E	117 41%EM	54 30%	519 35%	240 41%P	215 43%PS	181 39%	101 45%P	102 41%	89 42%p	48 35%
Not very likely (2)	150 7%	14 8%	6 6%	130 7%	5 6%	17 7%	16 9%k	15 8%	13 9%	19 10%k	13 5%	19 7%	12 7%	97 7%	52 9%	42 8%	43 9%	19 8%	22 9%	13 6%	15 11%p
Not at all likely (1)	106 5%	7 4%	9 9%HjK	89 5%	11 13%AFGHiJKl	10 4%	9 5%h	3 1%	9 6%H	6 3%	7 3%	18 6%Hk	15 8%HJK	81 6%	23 4%	21 4%	22 5%	9 4%	10 4%	13 6%	6 4%
NET: Not likely	256 12%	21 12%	15 15%k	219 12%	16 19%HK	27 11%	25 14%K	17 9%	23 15%K	26 13%k	20 7%	38 13%k	27 15%K	178 12%	75 13%	63 13%	65 14%	27 12%	32 13%	27 13%	21 15%
Not applicable - I would never have this conversation	148 7%	13 7%	10 9%h	125 7%	12 14%fGHJL	16 7%	10 6%	7 4%	14 9%h	9 4%	25 9%Hjl	14 5%	19 10%HJL	131 9%QRSTUVw	16 3%	14 3%	13 3%	9 4%	8 3%	3 2%	5 4%
Don't know	176 9%	12 6%	9 8%	156 9%	9 11%	20 8%	12 7%	19 10%	7 5%	15 8%	33 12%al	24 8%	16 9%	128 9%	47 8%	45 9%	39 8%	16 7%	23 9%	20 9%	8 6%
Mean	3.21	3.24	3.08	3.21	3.01	3.25e	3.17	3.33BEIlm	3.11	3.27e	3.30bEi	3.16	3.16	3.22	3.20	3.19	3.19	3.18	3.18	3.17	3.23
Standard deviation	0.84	0.80	0.93	0.84	1.11	0.82	0.84	0.71	0.85	0.80	0.73	0.85	0.96	0.85	0.80	0.79	0.83	0.77	0.80	0.84	0.84
Standard error	0.02	0.06	0.10	0.02	0.13	0.06	0.07	0.05	0.07	0.06	0.05	0.05	0.08	0.02	0.04	0.04	0.04	0.06	0.06	0.07	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 119
Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following?
Ask friends or family how they had tackled similar conversations
Base: All respondents

		Total	Gender		Age								Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Likely		1123 54%	541 54%	582 55%	155 65%FGHIJ	210 59%fGHIJ	219 65%FGHIJ	189 51%IJ	147 50%I	170 46%Ij	33 34%	203 44%I	322 58%IN	290 52%	253 56%	258 51%	157 61%	558 61%
Very likely	(4)	418 20%	190 19%	228 21%	60 25%gHIJ	71 20%i	78 23%HIJ	84 23%HIJ	54 18%	60 16%	11 12%	71 15%	119 21%	105 19%	100 22%	95 19%	73 29%p	204 22%
Fairly likely	(3)	705 34%	351 35%	354 33%	95 40%FgHIJ	139 39%FgHIJ	140 41%FGHIJ	105 29%	94 32%i	110 30%	22 23%	132 28%	204 37%	185 33%	153 34%	164 32%	84 33%	355 39%
Not very likely	(2)	336 16%	172 17%	164 16%	34 14%	53 15%	50 15%	60 16%	56 19%	66 18%	17 17%	83 18%	97 17%	103 19%m	61 14%	75 15%	43 17%	138 15%
Not at all likely	(1)	228 11%	114 11%	114 11%	10 4%	36 10%C	21 6%	41 11%CE	43 15%CE	57 16%CDEf	20 21%CDEF	77 17%CDEF	63 11%	56 10%	53 12%	56 11%	22 9%	78 9%
NET: Not likely		564 27%	286 28%	278 26%	44 18%	89 25%	70 21%	101 27%Ce	100 33%CDE	123 34%CDEf	37 38%CDEF	160 35%CDEF	159 29%	159 29%	114 25%	132 26%	64 25%	216 24%
Not applicable - I would never have this conversation		179 9%	90 9%	89 8%	17 7%	15 4%	13 4%	27 7%e	31 10%DE	53 15%CDEF	24 24%CDEFGHJI	77 17%CDEFGH	34 6%	60 11%Km	30 7%	55 11%Km	10 4%	50 5%
Don't know		200 10%	89 9%	111 10%	24 10%hIJ	44 12%GHIJ	37 11%HIJ	52 14%GHIJ	20 7%	20 6%	3 3%	23 5%	40 7%	46 8%	54 12%K	60 12%Kl	23 9%	89 10%
Mean		2.78	2.75	2.81	3.03DFGHIJ	2.82gHIJ	2.96fGHIJ	2.80gHIJ	2.64I	2.59i	2.35	2.54i	2.78	2.76	2.82	2.76	2.94	2.88
Standard deviation		0.97	0.96	0.97	0.82	0.93	0.85	1.01	1.01	1.02	1.07	1.03	0.96	0.95	0.99	0.98	0.96	0.91
Standard error		0.02	0.03	0.03	0.06	0.06	0.05	0.06	0.06	0.06	0.11	0.05	0.04	0.04	0.06	0.05	0.07	0.03

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 120
Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following?
Ask friends or family how they had tackled similar conversations
Base: All respondents

	Total	Region												Do you have any children aged 18 or under?							
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Likely	1123	99	51	973	36	123	109	109	89	112	161	147	86	745	374	331	294	151	163	141	83
	54%	55%e	49%	55%	42%	52%	62%bEfLM	59%EM	58%Em	56%e	59%ElM	51%	47%	50%	64%P	66%P	63%P	67%P	66%P	67%P	61%P
Very likely (4)	418	42	21	356	9	46	41	30	30	40	72	51	36	257	159	140	132	56	71	66	33
	20%	23%E	19%	20%	11%	20%e	23%E	16%	20%	20%e	26%EHL	18%	20%e	17%	27%P	28%P	28%P	25%	29%P	31%P	24%p
Fairly likely (3)	705	58	31	617	27	77	68	79	59	72	89	96	50	488	215	191	162	95	92	75	50
	34%	32%	29%	35%	31%	32%	39%M	43%abFklM	38%M	36%	33%	33%	27%	33%	37%	38%p	35%	42%P	37%	36%	37%
Not very likely (2)	336	31	17	288	15	46	27	29	19	33	42	52	25	245	90	76	67	34	32	27	20
	16%	17%	16%	16%	18%	19%	15%	16%	13%	16%	16%	18%	14%	17%	16%	15%	14%	15%	13%	13%	15%
Not at all likely (1)	228	20	12	196	10	28	13	15	21	25	16	38	31	175	52	40	46	15	19	18	19
	11%	11%k	12%	11%	11%	12%K	8%	8%	14%gK	12%K	6%	13%K	17%GHK	12%Rt	9%	8%	10%r	7%	8%	9%	14%tu
NET: Not likely	564	50	29	485	25	73	40	44	41	57	58	90	56	420	142	116	113	49	51	45	39
	27%	28%	27%	27%	29%	31%K	23%	24%	27%	29%	21%	31%gK	31%K	28%RtUv	24%	23%	24%	22%	21%	21%	28%
Not applicable - I would never have this conversation	179	15	15	149	12	20	12	11	12	14	26	21	21	162	16	13	13	6	7	5	6
	9%	8%	14%dgHjl	8%	14%gHjl	8%	7%	6%	8%	7%	10%	7%	11%h	11%QRSTUVW	3%	3%	3%	3%	3%	2%	4%
Don't know	200	15	10	175	13	21	14	22	11	16	27	32	19	150	48	44	44	19	27	20	9
	10%	8%	9%	10%	15%i	9%	8%	12%	7%	8%	10%	11%	10%	10%	8%	9%	9%	8%	11%	10%	6%
Mean	2.78	2.81	2.74	2.78	2.58	2.72	2.91EfLM	2.81	2.75	2.75	2.99bEFhIJLM	2.68	2.64	2.71	2.93P	2.96P	2.93P	2.96P	3.00Pw	3.01Pw	2.80
Standard deviation	0.97	0.99	1.01	0.97	0.94	0.98	0.90	0.87	0.99	0.98	0.90	0.99	1.09	0.97	0.94	0.92	0.97	0.86	0.92	0.95	1.01
Standard error	0.02	0.08	0.12	0.03	0.12	0.07	0.07	0.07	0.09	0.08	0.06	0.07	0.09	0.03	0.04	0.05	0.05	0.07	0.07	0.08	0.10

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 121
Gender
Base: All respondents

	Total	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	Social Grade AB (k)	C1 (l)	C2 (m)	DE (n)	Employment Sector Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Male	1006 49%	1006 100%B	- -	89 37%	167 47%c	184 54%CHJ	207 56%CDgHJ	146 49%C	162 44%	52 54%Chj	214 46%C	283 51%N	271 49%	230 51%n	223 44%	117 46%	533 58%O
Female	1060 51%	- -	1060 100%A	151 63%dEFGIJ	191 53%F	156 46%	161 44%	152 51%f	204 56%EFi	45 46%	249 54%EFi	273 49%	285 51%	220 49%	281 56%Km	138 54%P	381 42%

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 122
Gender
Base: All respondents

							Region										Do you have any children aged 18 or under?					
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Male	1006 49%	83 46%	65 61%DAefh jKLM	859 48%	39 45%	114 48%	88 50%	92 49%	89 59%AefkL M	97 49%	129 47%	129 45%	81 45%	721 49%	282 49%	246 49%	242 52%R	98 44%	134 54%T	103 49%	61 45%
Female	1060 51%	97 54%BI	41 39%	922 52%B	47 55%bi	123 52%bi	88 50%	94 51%b	63 41%	103 51%b	143 53%Bi	160 55%BI	101 55%BI	756 51%	298 51%	259 51%S	221 48%	126 56%U	113 46%	109 51%	75 55%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 123
Age
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
18-24	240	89	151	240	-	-	-	-	-	-	-	75	68	53	43	32	98
	12%	9%	14%A	100%DEFGHIJ	-	-	-	-	-	-	-	13%N	12%n	12%	9%	13%	11%
25-34	358	167	191	-	358	-	-	-	-	-	-	101	102	88	68	58	221
	17%	17%	18%	-	100%CEFGHIJ	-	-	-	-	-	-	18%N	18%N	19%N	13%	23%	24%
35-44	339	184	156	-	-	339	-	-	-	-	-	64	90	88	98	50	215
	16%	18%b	15%	-	-	100%CDFGHIJ	-	-	-	-	-	12%	16%K	19%K	19%K	20%	24%
45-54	368	207	161	-	-	-	368	-	-	-	-	74	103	105	86	63	215
	18%	21%B	15%	-	-	-	100%CDEGHIJ	-	-	-	-	13%	18%K	23%KN	17%	25%	24%
55-64	298	146	152	-	-	-	-	298	-	-	-	89	77	50	82	43	126
	14%	14%	14%	-	-	-	-	100%CDEFHIJ	-	-	-	16%m	14%	11%	16%m	17%	14%
65+	463	214	249	-	-	-	-	-	366	97	463	153	116	66	128	9	39
	22%	21%	23%	-	-	-	-	-	100%CDEFG	100%CDEFG	100%CDEFG	28%LM	21%M	15%	25%M	3%	4%
Average age	47.40	48.06	46.77	21.46	29.98C	39.49CD	49.63CDE	59.23CDEF	68.79CDEFG HJ	77.97CDEFG H	70.71CDEFG	48.65IM	46.66m	44.51	49.41LM	42.05	41.61

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

Prepared by ComRes

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 124
Age
Base: All respondents

	Total	Region Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Do you have any children aged 18 or under? No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
18-24	240 12%	8 4%	18 17%Al	214 12%A	16 19%AfijL	25 11%A	21 12%A	27 15%A	15 10%a	20 10%a	41 15%Al	26 9%a	23 13%A	208 14%QRSUVWi	29 5%	28 6%S	15 3%	22 10%UVW	13 5%VW	2 1%	1 *
25-34	358 17%	36 20%EF	20 19%e	301 17%	8 9%	30 12%	28 16%	27 15%	26 17%	31 16%	62 23%EFghjM	64 22%EFhM	25 14%	194 13%W	163 28%P	160 32%PS	93 20%P	124 55%PUVW	78 32%PVW	22 10%W	2 2%
35-44	339 16%	26 15%	14 13%	299 17%	17 19%	47 20%	26 15%	42 23%abgjkL	28 18%	29 14%	41 15%	41 14%	29 16%	130 9%	207 36%P	188 37%P	176 38%P	69 31%P	110 44%PTW	92 43%PTW	42 30%P
45-54	368 18%	41 23%dL	21 20%L	306 17%	19 22%L	38 16%	34 19%L	32 17%I	26 17%I	37 19%L	53 19%L	30 11%	38 21%L	218 15%T	148 26%P	113 22%P	146 32%PR	8 4%	44 18%T	82 39%PTU	70 51%PTUV
55-64	298 14%	32 18%HK	14 13%	252 14%	9 11%	36 15%h	31 18%HK	17 9%	18 12%	37 18%HK	28 10%	54 19%HiKm	22 12%	273 18%QRSTUVw	24 4%	13 2%	24 5%R	1 1%	2 1%	13 6%TU	16 12%TUv
65+	463 22%	36 20%	18 17%	409 23%	18 21%	62 26%K	36 21%	41 22%	40 26%k	46 23%	48 18%	73 25%k	44 24%	454 31%QRSTUVW	9 2%	2 *	9 2%R	-	1 *	2 1%	6 5%TUV
Average age	47.40	48.94bhK	44.73	47.40	46.17	48.96bhK	47.76K	45.57	48.81K	48.89bhK	43.68	48.63K	48.27K	50.47QRSTUV	39.78	38.30	42.03R	32.66	38.08T	43.83TU	47.96TUV

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 125
Social Grade
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
AB	556 27%	283 28%	273 26%	75 31%EF	101 28%EF	64 19%	74 20%	89 30%EF	110 30%EF	43 45%CDEFGHJi	153 33%EFH	556 100%LMN	-	-	-	74 29%	232 25%
C1	556 27%	271 27%	285 27%	68 29%	102 28%	90 26%	103 28%	77 26%	93 25%	23 24%	116 25%	-	556 100%KMN	-	-	97 38%P	258 28%
C2	450 22%	230 23%	220 21%	53 22%IJ	88 25%GHIJ	88 26%GHIJ	105 29%GHIJ	50 17%I	63 17%IJ	3 3%	66 14%I	-	-	450 100%KLN	-	46 18%	266 29%O
DE	504 24%	223 22%	281 27%A	43 18%	68 19%	98 29%CD	86 23%	82 27%CD	101 27%CD	27 28%Cd	128 28%CD	-	-	-	504 100%KLM	38 15%	158 17%
NET: ABC1	1111 54%	553 55%	558 53%	143 60%EF	203 57%Ef	154 45%	177 48%	166 56%Ef	203 55%Ef	66 68%DEFGHJ	269 58%EFH	556 100%MN	556 100%MN	-	-	171 67%P	490 54%
NET: C2DE	955 46%	453 45%	502 47%	97 40%	155 43%I	185 55%CDGHIJ	191 52%CdghIJ	132 44%I	163 45%IJ	31 32%	194 42%I	-	-	450 100%KL	504 100%KL	84 33%	424 46%O

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

Prepared by ComRes

ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 126
Social Grade
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
															Do you have any children aged 18 or under?						
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
AB	556 27%	55 31%eJ	22 21%	478 27%	16 19%	71 30%eJ	47 27%	48 26%	46 30%ej	40 20%	86 32%bEJ	74 26%	48 27%	419 28%Qr	135 23%	118 23%	110 24%	52 23%	60 24%	47 22%	32 24%
C1	556 27%	44 24%	37 35%aeFhil	475 27%	18 21%	48 20%	55 32%F	44 24%	36 24%	69 34%aEFHiL	80 29%F	69 24%	54 30%F	407 28%	146 25%	129 26%	110 24%	59 26%	55 22%	51 24%	32 24%
C2	450 22%	33 18%	17 16%	401 23%	27 31%ABJM	52 22%	37 21%	51 28%abJM	33 22%	33 17%	66 24%jm	72 25%jM	29 16%	271 18%	179 31%P	157 31%P	148 32%P	66 30%P	83 34%P	70 33%P	40 29%P
DE	504 24%	48 27%K	29 28%K	427 24%	25 29%K	66 28%gK	35 20%	42 22%k	37 24%K	58 29%gK	40 15%	74 26%K	50 27%K	380 26%QRs	120 21%	101 20%	95 21%	47 21%	50 20%	44 21%	32 23%
NET: ABC1	1111 54%	99 55%E	59 56%e	953 54%	35 40%	119 50%	103 59%El	93 50%	82 54%e	109 55%E	166 61%EFHL	143 49%	103 57%E	826 56%QRSUVw	282 49%	247 49%	220 48%	111 49%	114 46%	98 46%	65 47%
NET: C2DE	955 46%	80 45%	46 44%	828 46%	52 60%AbGiJKM	118 50%K	73 41%	93 50%K	70 46%	91 45%	106 39%	146 51%gK	79 43%	651 44%	299 51%P	258 51%P	243 52%P	113 51%	133 54%P	114 54%P	72 53%p

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 127
GO Region
Base: All respondents

	Total	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65-74 (h)	Age 75+ (i)	Age 65+ (j)	Social Grade AB (k)	Social Grade C1 (l)	Social Grade C2 (m)	Social Grade DE (n)	Employment Sector Public (o)	Employment Sector Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Scotland	180 9%	83 8%	97 9%	8 3%	36 10%C	26 8%C	41 11%C	32 11%C	28 8%C	8 8%C	36 8%C	55 10%	44 8%	33 7%	48 9%	20 8%	85 9%
North East	87 4%	39 4%	47 4%	16 7%Dgi	8 2%	17 5%	19 5%d	9 3%	16 4%	2 2%	18 4%	16 3%	18 3%	27 6%k	25 5%	10 4%	40 4%
North West	237 11%	114 11%	123 12%	25 10%	30 8%	47 14%di	38 10%	36 12%	56 15%Dflj	7 7%	62 13%DI	71 13%L	48 9%	52 12%	66 13%L	23 9%	103 11%
Yorkshire & Humberside	175 8%	88 9%	88 8%	21 9%	28 8%	26 8%	34 9%	31 10%	29 8%	8 8%	36 8%	47 9%	55 10%	37 8%	35 7%	24 9%	77 8%
West Midlands	186 9%	92 9%	94 9%	27 11%G	27 8%	42 12%dG	32 9%	17 6%	34 9%	7 7%	41 9%	48 9%	44 8%	51 11%	42 8%	27 10%	76 8%
East Midlands	153 7%	89 9%B	63 6%	15 6%	26 7%	28 8%	26 7%	18 6%	31 9%	9 9%	40 9%	46 8%	36 7%	33 7%	37 7%	20 8%	67 7%
Wales	105 5%	65 6%B	41 4%	18 8%ij	20 6%	14 4%	21 6%	14 5%	16 4%	2 2%	18 4%	22 4%	37 7%km	17 4%	29 6%	16 6%	46 5%
Eastern	200 10%	97 10%	103 10%	20 8%	31 9%	29 8%	37 10%	37 12%	36 10%	10 10%	46 10%	40 7%	69 12%KM	33 7%	58 11%Km	30 12%	78 9%
London	272 13%	129 13%	143 14%	41 17%GHJ	62 17%GHJ	41 12%	53 14%gh	28 9%	35 10%	13 13%	48 10%	86 16%N	80 14%N	66 15%N	40 8%	33 13%	141 15%
South East	289 14%	129 13%	160 15%	26 11%	64 18%CeF	41 12%	30 8%	54 18%CeF	53 14%F	20 21%CEF	73 16%F	74 13%	69 12%	72 16%	74 15%	29 11%	126 14%
South West	182 9%	81 8%	101 9%	23 9%	25 7%	29 9%	38 10%	22 7%	32 9%	12 12%	44 10%	48 9%	54 10%	29 6%	50 10%	24 9%	77 8%

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

Prepared by ComRes

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 128
GO Region
Base: All respondents

| | Total | Region | | | | | | | | | | | | Do you have any children aged 18 or under? | | | | | | | |
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Scotland	180 9%	180 100%DBEFGH IJKLM	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	135 9%	42 7%	36 7%	37 8%	16 7%	21 8%	17 8%	10 7%
North East	87 4%	- -	- -	87 5%Ab	87 100%ABFGHI JKLM	- -	- -	- -	- -	- -	- -	- -	- -	66 4%	20 3%	18 4%	17 4%	5 2%	8 3%	11 5%	6 4%
North West	237 11%	- -	- -	237 13%AB	- -	237 100%ABEGHI JKLM	- -	- -	- -	- -	- -	- -	- -	163 11%	74 13%	64 13%	58 13%	24 11%	27 11%	31 15%	17 12%
Yorkshire & Humberside	175 8%	- -	- -	175 10%AB	- -	- -	175 100%ABEFHI JKLM	- -	- -	- -	- -	- -	- -	125 8%	50 9%	40 8%	42 9%	15 7%	18 7%	16 7%	10 8%
West Midlands	186 9%	- -	- -	186 10%AB	- -	- -	- -	186 100%ABEFGI JKLM	- -	- -	- -	- -	- -	126 9%	59 10%	50 10%	50 11%	20 9%	34 14%P	20 9%	16 11%
East Midlands	153 7%	- -	- -	153 9%AB	- -	- -	- -	- -	153 100%ABEFGH JKLM	- -	- -	- -	- -	104 7%	49 8%	45 9%	41 9%	18 8%	22 9%	20 10%	8 6%
Wales	105 5%	- -	105 100%DAEFGH IJKLM	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	71 5%	34 6%	30 6%	31 7%	12 5%	19 8%	14 7%	11 8%
Eastern	200 10%	- -	- -	200 11%AB	- -	- -	- -	- -	- -	200 100%ABEFGH IKLM	- -	- -	- -	148 10%v	52 9%	44 9%	36 8%	25 11%v	20 8%	12 6%	14 10%v
London	272 13%	- -	- -	272 15%AB	- -	- -	- -	- -	- -	- -	272 100%ABEFGH IJLM	- -	- -	186 13%	86 15%	82 16%pS	63 14%	42 19%P	34 14%	38 18%pw	15 11%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 128
GO Region
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
																	Region			Do you have any children aged 18 or under?	
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
South East	289 14%	- -	- -	289 16%AB	- -	- -	- -	- -	- -	- -	- -	289 100%ABEFGH IJKM	- -	223 15%qrSV	65 11%	58 12%	46 10%	31 14%v	26 10%	17 8%	14 10%
South West	182 9%	- -	- -	182 10%AB	- -	- -	- -	- -	- -	- -	- -	- -	182 100%ABEFGH IJKL	130 9%	50 9%	38 7%	43 9%r	15 7%	19 8%	16 8%	17 12%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 129
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Yes	1246 60%	605 60%	640 60%	179 75%dEFGHIJ	239 67%EFGIj	196 58%	195 53%	160 54%	224 61%Fg	54 55%	278 60%f	420 76%LMN	342 62%N	258 57%N	225 45%	182 71%P	576 63%
No	820 40%	401 40%	419 40%	61 25%	119 33%c	144 42%CD	173 47%CDHj	138 46%CDh	142 39%C	43 45%CD	185 40%Cd	135 24%	214 38%K	192 43%K	279 55%KLM	73 29%	338 37%O

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 130
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

| | | | | Region | | | | | | | | | | | Do you have any children aged 18 or under? | | | | | | |
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Yes	1246 60%	106 59%	62 59%	1078 60%	49 57%	146 62%	102 58%	100 54%	94 62%	123 62%	185 68%aegHI	169 58%	110 61%	879 60%	361 62%	314 62%	280 60%	143 64%u	138 56%	132 62%	87 64%
No	820 40%	74 41%k	43 41%	704 40%	38 43%k	91 38%	74 42%k	86 46%K	58 38%	77 38%	88 32%	120 42%k	71 39%	597 40%	219 38%	190 38%	184 40%	82 36%	109 44%t	80 38%	50 36%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 131
Tenure
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Homeowners	1290	627	663	130	170	192	223	210	284	81	365	446	359	272	213	170	569
	62%	62%	63%	54%	48%	56%d	61%D	71%CDEF	78%CDEFg	84%CDEFG	79%CDEFG	80%LMN	65%N	60%N	42%	67%	62%
Owned outright - without mortgage	666	323	342	51	35	43	79	134	250	75	325	242	190	120	114	55	199
	32%	32%	32%	21%DE	10%	13%	21%DE	45%CDEF	68%CDEFG	77%CDEFGhj	70%CDEFGh	44%LMN	34%MN	27%	23%	22%	22%
Owned with a mortgage or loan	625	303	321	79	135	149	144	77	34	6	40	203	169	153	99	114	370
	30%	30%	30%	33%gHIJ	38%GHIJ	44%CGHIJ	39%GHIJ	26%HIJ	9%	6%	9%	37%LN	30%N	34%N	20%	45%	40%
NET: Renters	745	364	380	96	176	145	143	87	81	16	97	97	193	170	284	83	329
	36%	36%	36%	40%GHIJ	49%cFGHIJ	43%GHIJ	39%GHIJ	29%HIJ	22%	16%	21%	17%	35%K	38%K	56%KLM	32%	36%
Rented from the council	299	150	149	22	54	67	72	40	38	6	44	22	52	84	141	32	110
	14%	15%	14%	9%	15%chIJ	20%CgHIJ	19%CgHIJ	14%i	10%	6%	9%	4%	9%K	19%KL	28%KLM	12%	12%
Rented from a housing association	156	86	70	18	31	26	28	27	24	2	26	11	43	32	70	19	57
	8%	8%	7%	7%I	9%I	8%I	8%I	9%Ij	7%Ij	2%	6%I	2%	8%K	7%K	14%KLM	7%	6%
Rented from someone else	290	129	161	56	92	52	43	20	19	8	27	64	98	54	73	32	162
	14%	13%	15%	23%EFGHIJ	26%EFGHIJ	15%GHIJ	12%gHJ	7%	5%	8%	6%	12%	18%KM	12%	15%	13%	18%o
Rent free	31	15	16	13	11	3	3	-	1	-	1	13	3	8	7	3	16
	2%	1%	2%	6%EFGHIJ	3%eFGHiJ	1%	1%	-	*	-	*	2%L	1%	2%	1%	1%	2%

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 132
Tenure
Base: All respondents

								Region									Do you have any children aged 18 or under?							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Homeowners	1290 62%	114 63%K	62 59%	1114 63%	57 66%K	155 65%K	114 65%K	109 59%	112 73%aBHKLM	148 74%aBfgHKLM	141 52%	166 58%	111 61%k	949 64%QRSTUVW	336 58%	293 58%	268 58%	114 51%	138 56%	125 59%	82 60%
Owned outright - without mortgage	666 32%	61 34%K	33 31%	572 32%	23 27%	86 36%KI	64 37%KI	53 29%	61 40%ehKL	77 39%ehKL	64 23%	79 27%	64 35%KI	603 41%QRSTUVW	60 10%	43 12%R	55 8%	7 3%	19 8%T	29 14%TU	28 20%TUv
Owned with a mortgage or loan	625 30%	53 30%	30 28%	542 30%	34 39%M	69 29%	50 28%	56 30%	51 33%	71 35%m	78 29%	87 30%	47 26%	346 23%	276 48%P	250 50%PS	213 46%P	107 48%P	119 48%P	96 45%P	54 40%P
NET: Renters	745 36%	65 36%iJ	40 38%iJ	639 36%	29 34%	78 33%	57 33%	72 39%IJ	39 26%	51 25%	128 47%AeFGIJm	115 40%IJ	70 38%IJ	501 34%	240 41%P	209 41%P	194 42%P	107 48%P	109 44%P	87 41%p	53 39%
Rented from the council	299 14%	39 22%DFIJIM	19 18%IjM	240 13%	14 16%iM	27 11%	33 19%fIJM	38 21%FIJIM	12 8%	18 9%	45 17%IJM	41 14%iM	13 7%	187 13%	110 19%P	97 19%P	99 21%P	43 19%P	54 22%P	51 24%P	25 18%
Rented from a housing association	156 8%	13 7%	6 6%	137 8%	6 7%	25 11%Gij	7 4%	13 7%	8 5%	11 5%	23 8%g	29 10%G	16 9%g	107 7%	49 8%	39 8%	43 9%r	18 8%	22 9%	21 10%	15 11%
Rented from someone else	290 14%	13 7%	15 14%a	262 15%A	10 11%	26 11%	18 10%	21 11%	19 13%	22 11%	60 22%AEFGHIJI	45 16%A	41 22%AEFGHIJI	208 14%V	81 14%	74 15%S	52 11%	47 21%PUVW	33 13%V	15 7%	14 10%
Rent free	31 2%	1 *	2 2%	28 2%	* *	4 2%	4 2%	4 2%	2 1%	1 1%	3 1%	8 3%	1 1%	27 2%qrSuv	4 1%	2 *	1 *	2 1%	- -	- -	1 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 133
What is the highest educational level that you have achieved to date?
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
No formal education	12 1%	4 *	8 1%	- -	3 1%	1 *	5 1%c	1 *	2 *	1 1%	2 *	1 *	1 *	4 1%	6 1%KL	1 *	5 1%
Primary	10 *	5 *	5 *	1 *	2 *	3 1%f	- -	- -	3 1%f	1 1%Fg	4 1%f	1 *	- -	4 1%l	5 1%KL	- -	5 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	1054 51%	520 52%	534 50%	80 33%	123 34%	182 54%CD	227 62%CDei	182 61%CD	211 58%CD	50 52%CD	261 56%CD	163 29%	279 50%K	274 61%KL	337 67%KL	111 43%	459 50%
University degree or equivalent professional qualification, NVQ level 4, etc.	662 32%	330 33%	333 31%	51 21%	159 44%CEFGHIJ	109 32%C	107 29%c	86 29%c	114 31%C	37 38%Cf	151 33%C	224 40%MN	205 37%MN	124 27%	110 22%	95 37%	318 35%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	217 11%	103 10%	114 11%	25 10%	59 16%cFGHIJ	43 13%Fj	25 7%	26 9%	32 9%	7 8%	40 9%	132 24%LMN	34 6%	28 6%	23 5%	47 18%P	109 12%
Still in full time education	85 4%	31 3%	55 5%A	79 33%DEFGHIJ	6 2%efgHJ	- -	* *	- -	- -	- -	- -	28 5%mn	32 6%MN	12 3%	14 3%	2 1%	6 1%
Don't know	9 *	7 1%	3 *	1 *	2 1%	1 *	2 1%	2 1%	2 *	- -	2 *	3 1%	1 *	2 *	3 1%	- -	5 1%
Prefer not to answer	16 1%	7 1%	9 1%	4 2%E	6 2%e	- -	2 1%	1 *	3 1%	1 1%	3 1%	4 1%	3 1%	4 1%	5 1%	- -	8 1%

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 134
What is the highest educational level that you have achieved to date?
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
														Region →		*Do you have any children aged 18 or under?* →					
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
No formal education	12 1%	2 1%	- -	10 1%	- -	2 1%	1 1%	- -	1 1%	1 *	1 *	4 1%	- -	8 1%	3 1%	2 *	3 1%	- -	1 *	2 1%	1 1%
Primary	10 *	1 *	- -	9 1%	- -	- -	1 1%	2 1%	3 2%fk	- -	- -	3 1%	- -	7 *	3 1%	3 1%	3 1%	3 1%	3 1%	- -	- -
Secondary school, high school, NVQ levels 1 to 3, etc.	1054 51%	81 45%	52 49%	921 52%	45 51%	121 51%k	94 53%K	101 55%K	78 51%	116 58%AK	115 42%	152 53%K	100 55%aK	759 51%T	291 50%	249 49%	246 53%R	86 39%	122 49%T	128 60%PTU	85 62%PTU
University degree or equivalent professional qualification, NVQ level 4, etc.	662 32%	69 38%dHm	36 34%h	558 31%	28 32%	79 33%H	53 30%	42 23%	60 39%Hjm	59 30%	93 34%H	91 32%h	52 29%	457 31%	203 35%	181 36%pS	150 32%	101 45%PUVW	82 33%	67 32%	37 27%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	217 11%	21 11%	13 12%	184 10%	5 6%	19 8%	17 10%	26 14%efll	9 6%	16 8%	46 17%EFgIJL	24 8%	21 12%	147 10%	70 12%	63 12%	56 12%	30 13%V	39 16%PVw	12 6%	11 8%
Still in full time education	85 4%	4 2%	4 4%	77 4%	9 10%AgIJLM	12 5%i	7 4%	11 6%ll	1 1%	6 3%	17 6%all	7 2%	6 3%	83 6%QRSTUVW	2 *	1 *	1 *	1 *	- -	- -	1 1%
Don't know	9 *	1 1%	1 1%	8 *	- -	3 1%	2 1%	1 1%	1 *	- -	- -	1 *	- -	6 *	2 *	1 *	2 1%	- -	- -	1 1%	1 1%
Prefer not to answer	16 1%	1 *	- -	15 1%	- -	2 1%	- -	2 1%	- -	2 1%	1 *	6 2%gik	2 1%	9 1%	5 1%	5 1%S	1 *	4 2%	- -	1 *	- -

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 135
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

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri- vate (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Yes - responsible for half or more of the items bought	1885 91%	872 87%	1014 96%A	186 78%	334 93%C	321 95%CHJ	343 93%C	283 95%CHJ	330 90%C	88 91%C	418 90%C	494 89%	502 90%	423 94%Kl	467 93%k	231 91%	843 92%
No - not responsible for most of the items bought	181 9%	135 13%B	46 4%	53 22%DEFGHIJ	24 7%	18 5%	25 7%	15 5%	37 10%EG	9 9%	45 10%EG	62 11%Mn	54 10%m	28 6%	37 7%	24 9%	71 8%

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 136
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										Do you have any children aged 18 or under?						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Yes - responsible for half or more of the items bought	1885 91%	173 96%DBGHIM	91 86%	1622 91%	80 92%	222 93%bhiM	159 90%	164 88%	134 88%	184 92%	251 92%	271 94%BhiM	158 87%	1326 90%	553 95%P	483 96%Ps	438 94%P	217 97%P	238 96%P	198 93%	129 95%
No - not responsible for most of the items bought	181 9%	7 4%	14 14%AfL	159 9%	7 9%A	16 8%	17 7%	22 10%A	19 12%Afl	16 12%Afl	22 8%	18 8%	24 6%	151 13%AFL	28 10%QRSTU	21 5%	26 4%	7 6%r	9 3%	14 4%	7 7%

Note: the "No - not responsible" row values appear as: Total 181/9%; Scotland 7/4%; Wales 14/14%AfL; NET England 159/9%; North East 7/9%A; North West 16/8%; Yorkshire 17/7%; West Midlands 22/10%A; East Midlands 19/12%Afl; Eastern 16/12%Afl; London 22/8%; South East 18/8%; South West 24/6%; No children 151/13%AFL; NET Yes 28/10%QRSTU; Under 16 21/5%; Any 5-18 26/4%; under 5 7/6%r; 5-10 9/3%; 11-15 14/4%; 16-18 7/7%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 137
How many cars are there in your household?
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	65+	AB	C1	C2	DE	Public	Pri-vate
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
No cars in the household	450	195	255	61	85	100	75	58	53	17	70	74	116	69	191	37	192
	22%	19%	24%A	25%HJ	24%HJ	30%FGHIJ	20%Hj	19%	14%	18%	15%	13%	21%Km	15%	38%KLM	15%	21%o
NET: Any	1616	812	804	179	273	239	293	240	313	79	393	482	440	381	313	218	722
	78%	81%B	76%	75%	76%	70%	80%E	81%E	86%CDEF	82%E	85%CDEf	87%LN	79%N	85%IN	62%	85%p	79%
1	856	434	422	46	137	132	161	125	198	57	255	223	235	201	197	95	355
	41%	43%	40%	19%	38%C	39%C	44%C	42%C	54%CDEFG	59%CDEFG	55%CDEFG	40%	42%	45%	39%	37%	39%
2	571	281	290	74	108	90	97	81	103	18	122	203	151	133	85	96	259
	28%	28%	27%	31%I	30%I	26%	26%	27%	28%ij	19%	26%i	37%LMN	27%N	29%N	17%	38%P	28%
3+	190	97	93	59	28	17	35	35	12	4	16	56	54	48	31	27	107
	9%	10%	9%	25%DEFGHIJ	8%HJ	5%	9%EHJ	12%EHIJ	3%	4%	3%	10%N	10%N	11%N	6%	11%	12%

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

Prepared by ComRes

COMRES

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 138
How many cars are there in your household?
Base: All respondents

							Region										Do you have any children aged 18 or under?					
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child-ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
No cars in the household	450 22%	52 29%DEHIJ LM	20 19%	377 21%	13 15%	58 24%HIJ	39 22%hIJ	27 15%	19 13%	25 12%	112 41%ABEFG HIJLM	52 18%	32 18%	343 23%QRSUv	103 18%	90 18%s	72 16%	43 19%u	33 13%	35 16%	25 18%
NET: Any	1616 78%	127 71%K	85 81%K	1404 79%A	74 85%AK	179 76%K	136 78%K	158 85%AFgK	133 87%AFGK	175 88%AFGK	161 59%	237 82%AK	150 82%AK	1134 77%	477 82%P	414 82%P	391 84%Pr	181 81%	214 87%Pt	177 84%p	112 82%
1	856 41%	70 39%	41 39%	745 42%	46 53%AbFgJ K	87 37%	71 40%	79 43%	77 50%aFgJK	75 37%	96 35%	131 45%fK	82 45%k	619 42%W	234 40%	213 42%	185 40%	100 44%W	110 45%W	85 40%w	42 30%
2	571 28%	39 22%	32 30%K	500 28%a	20 23%	76 32%AK	50 29%K	62 33%AKI	49 32%AK	71 35%AeKL	48 17%	73 25%k	51 28%K	370 25%	200 34%P	173 34%P	167 36%P	71 32%p	92 37%P	78 37%P	50 36%P
3+	190 9%	18 10%	12 12%i	159 9%	8 9%	16 7%	15 8%	18 9%	8 5%	29 15%FIK	17 6%	32 11%Ik	17 9%	145 10%RTU	44 8%	28 6%	39 8%R	11 5%	11 5%	15 7%	20 15%TUV

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Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 139
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Total	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	Social Grade AB (k)	C1 (l)	C2 (m)	DE (n)	Employment Sector Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
White	1886 91%	919 91%	967 91%	198 83%	297 83%	299 88%c	346 94%CDE	289 97%CDEf	360 98%CDEF	96 99%CDEF	456 99%CDEF	490 88%	508 91%k	415 92%k	472 94%K	224 88%	818 90%
NET: BAME	156 8%	77 8%	79 7%	37 16%eFGHIJ	52 15%FGHIJ	34 10%fGHIJ	21 6%GHiJ	6 2%	5 1%	1 1%	5 1%	59 11%LmN	38 7%	31 7%	28 5%	29 11%	81 9%
Mixed	33 2%	17 2%	17 2%	2 1%	18 5%CFGHiJ	8 2%fHJ	2 *	2 1%	1 *	1 1%	2 *	13 2%n	9 2%	7 2%	4 1%	- -	26 3%O
Asian	64 3%	32 3%	32 3%	26 11%DEFGHIJ	16 5%GHIJ	10 3%HiJ	8 2%HJ	3 1%hJ	- -	- -	- -	31 6%LmN	11 2%	13 3%	9 2%	13 5%	29 3%
Black	42 2%	23 2%	19 2%	6 3%Gj	8 2%G	14 4%GHIJ	9 3%Gj	- -	4 1%g	- -	4 1%	10 2%	11 2%	10 2%	11 2%	12 5%p	21 2%
Chinese	8 *	1 *	7 1%	1 1%	6 2%eFHJ	- -	- -	1 *	- -	- -	- -	4 1%	1 *	1 *	1 *	2 1%	3 *
Other ethnic group	8 *	4 *	4 *	2 1%j	4 1%hj	2 *	1 *	- -	- -	- -	- -	1 *	5 1%m	- -	2 *	2 1%	2 *
Prefer not to answer	25 1%	11 1%	14 1%	5 2%fhJ	9 2%FHJ	6 2%hJ	1 *	3 1%	1 *	- -	1 *	6 1%	10 2%	5 1%	4 1%	2 1%	15 2%

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 140
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
White	1886 91%	175 98%DHIKl	103 98%DHiK	1607 90%	84 97%K	226 95%K	167 95%K	169 91%K	141 92%K	195 97%HiKl	184 67%	269 93%K	171 94%K	1389 94%QRSTUV	491 85%	420 83%	406 88%R	173 77%	210 85%T	189 89%T	127 93%TU
NET: BAME	156 8%	2 1%	2 2%	152 9%AB	3 3%j	11 5%aJ	8 5%aJ	15 8%AbJM	10 6%AJ	1 *	86 32%ABEFGHIJLM	14 5%aJ	5 3%j	74 5%	80 14%P	76 15%PS	55 12%P	44 20%PVW	38 15%PW	22 10%P	8 6%
Mixed	33 2%	-	*	33 2%a	1 1%	-	2 1%	1 1%	5 3%AFjM	1 *	17 6%ABeFGHJLM	6 2%afm	-	13 1%	21 4%P	19 4%PS	8 2%	15 7%PUV	3 1%	3 1%	4 3%p
Asian	64 3%	-	2 2%	63 4%A	1 1%	8 3%AJ	2 1%	6 3%AJ	2 2%	-	34 12%ABEFGHIJLM	6 2%aj	3 2%	31 2%	32 5%P	30 6%P	25 5%P	16 7%P	17 7%P	11 5%P	4 3%
Black	42 2%	-	-	42 2%a	1 1%	3 1%	2 1%	5 3%AJ	3 2%	-	26 9%ABEFGHIJLM	2 1%	2 1%	18 1%	24 4%P	24 5%P	19 4%P	11 5%Pw	15 6%PW	8 4%Pw	1 1%
Chinese	8 *	2 1%	-	6 *	*	-	-	2 1%	-	-	4 1%I	-	-	7 *	1 *	1 *	1 *	-	1 *	-	-
Other ethnic group	8 *	-	-	8 *	-	-	2 1%I	1 *	-	-	5 2%afjLm	-	-	6 *	2 *	2 *	1 *	2 1%	1 *	-	-
Prefer not to answer	25 1%	2 1%	-	23 1%	-	-	-	2 1%	2 1%	5 2%Fg	3 1%	6 2%Fg	6 3%FG	13 1%	10 2%	9 2%S	2 *	7 3%PUv	-	1 1%	1 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 141
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Christian	1081	525	556	75	127	156	201	187	261	73	334	295	272	234	281	128	434
	52%	52%	52%	31%	36%	46%CD	55%CDE	63%CDEf	71%CDEFG	76%CDEFG	72%CDEFG	53%	49%	52%	56%L	50%	47%
NET: Other	133	55	78	30	40	20	18	11	11	3	14	43	31	25	34	12	58
	6%	5%	7%	12%EFGHIJ	11%EFGHIJ	6%hj	5%	4%	3%	3%	3%	8%	6%	5%	7%	5%	6%
Muslim	45	21	24	15	15	9	5	-	2	-	2	16	12	8	9	8	18
	2%	2%	2%	6%eFGHIJ	4%FGHiJ	3%GHJ	1%g	-	1%	-	*	3%	2%	2%	2%	3%	2%
Hindu	14	7	7	2	4	2	2	2	-	-	-	8	1	2	2	-	8
	1%	1%	1%	1%hj	1%hJ	1%	1%j	1%j	-	-	-	1%L	*	1%	*	-	1%
Jewish	18	5	13	2	8	-	*	1	5	2	8	4	5	4	6	1	7
	1%	1%	1%	1%	2%EFg	-	*	*	1%Ef	2%EFG	2%EF	1%	1%	1%	1%	*	1%
Sikh	1	-	1	1	-	*	-	-	-	-	-	1	-	-	*	-	*
	*	-	*	*	-	*	-	-	-	-	-	*	-	-	*	-	*
Buddhist	20	9	11	6	1	3	6	4	1	-	1	3	3	4	9	1	11
	1%	1%	1%	2%DHJ	*	1%	2%hJ	1%hJ	*	-	*	1%	1%	1%	2%kl	*	1%
Other	34	13	22	4	12	6	5	4	3	1	3	10	10	6	8	2	14
	2%	1%	2%	2%	3%HJ	2%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%
None	814	410	405	124	178	157	147	96	93	19	113	205	245	180	184	109	401
	39%	41%	38%	52%FGHIJ	50%FGHIJ	46%GHIJ	40%gHIJ	32%hIJ	25%	20%	24%	37%	44%KN	40%	37%	43%	44%
Prefer not to say	38	17	20	11	13	5	2	3	2	1	3	13	8	12	4	6	21
	2%	2%	2%	5%EFGHJ	4%FgHJ	2%	1%	1%	*	1%	1%	2%n	1%	3%n	1%	2%	2%

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

Prepared by ComRes

COMRES

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 142
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Christian	1081 52%	95 53%	60 57%j	926 52%	46 53%	134 56%J	86 49%	106 57%J	86 56%j	90 45%	141 52%	149 52%	89 49%	797 54%qrT	283 49%	246 49%	236 51%	84 38%	121 49%T	114 54%T	77 56%T
NET: Other	133 6%	5 3%	3 3%	125 7%A	4 5%	15 6%a	9 5%	8 4%	5 3%	9 5%	53 19%ABEFGHIJLM	17 6%	5 3%	85 6%	47 8%p	46 9%PS	32 7%	26 12%PW	19 8%w	18 8%W	4 3%
Muslim	45 2%	- -	1 1%	44 2%a	1 1%	5 2%a	4 2%a	6 3%Am	1 1%	3 1%	20 7%ABeFGhIJLM	5 2%	1 *	19 1%	25 4%P	25 5%PS	14 3%P	19 8%PuVW	11 4%P	5 3%	2 2%
Hindu	14 1%	- -	1 *	13 1%	- -	1 1%	1 *	- -	1 *	- -	9 3%AfgHJLm	1 *	1 *	5 *	8 1%P	7 1%P	8 2%P	2 1%	5 2%P	4 2%P	1 1%
Jewish	18 1%	- -	- -	18 1%	- -	3 1%	- -	- -	- -	1 *	14 5%AbeFGHIJLM	1 *	- -	18 1%QRS	-	-	-	-	-	-	-
Sikh	1 *	- -	- -	1 *	- -	*	-	-	-	-	-	-	1 1%	1 *	-	-	-	-	-	-	-
Buddhist	20 1%	3 2%	1 1%	16 1%	2 2%jm	3 1%	2 1%	1 *	-	-	4 2%	5 2%	-	16 1%	4 1%	4 1%	3 1%	2 1%	1 *	3 1%	-
Other	34 2%	2 1%	* *	32 2%	2 2%	3 1%	2 1%	2 1%	4 2%	6 3%	6 2%	5 2%	3 2%	25 2%	10 2%	10 2%	7 2%	4 2%	3 1%	6 3%	-
None	814 39%	78 43%K	42 40%K	694 39%	35 41%K	84 35%K	80 46%fhK	67 36%K	56 37%K	96 48%FHiK	70 26%	121 42%K	84 46%FhiK	576 39%	235 41%	197 39%	190 41%	102 46%	103 42%	78 37%	56 41%
Prefer not to say	38 2%	2 1%	- -	36 2%	1 1%	4 2%	1 1%	4 2%	6 4%abgL	5 3%	9 3%gl	2 1%	3 2%	20 1%	15 3%p	15 3%PS	5 1%	12 5%PUvW	4 2%	3 1%	-

(Region: columns a–m. Do you have any children aged 18 or under?: columns p–w.)

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

COMRES

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 143
Which of the following best describes where you live?
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Urban	1621 78%	808 80%b	813 77%	196 82%GHIJ	304 85%GHIJ	291 86%fGHIJ	295 80%GHIJ	214 72%	258 70%	63 65%	320 69%	428 77%	438 79%	359 80%	396 79%	204 80%	756 83%
Urban - Population over 10,000	815 39%	428 43%B	387 37%	131 55%EFGHIJ	170 47%FGHIJ	150 44%fGHIJ	138 37%HIJ	98 33%i	105 29%	23 24%	128 28%	240 43%MN	234 42%mn	160 36%	181 36%	112 44%	392 43%
Town and Fringe	806 39%	380 38%	426 40%	65 27%	135 38%C	141 41%C	157 43%C	116 39%C	153 42%C	40 41%C	193 42%C	188 34%	204 37%	199 44%KL	215 43%Kl	92 36%	365 40%
NET: Rural	445 22%	198 20%	246 23%a	44 18%	54 15%	48 14%	73 20%e	84 28%CDEF	109 30%CDEF	34 35%CDEF	143 31%CDEF	128 23%	118 21%	91 20%	108 21%	52 20%	158 17%
Village	392 19%	183 18%	210 20%	40 17%	47 13%	47 14%	61 17%	75 25%CDEF	94 26%CDEF	29 30%CDEF	123 27%CDEF	106 19%	103 19%	86 19%	97 19%	47 19%	141 15%
Hamlet & Isolated Dwelling	52 3%	16 2%	37 3%A	4 2%	7 2%	2 *	12 3%E	9 3%E	14 4%E	5 5%E	19 4%E	22 4%Mn	15 3%	5 1%	10 2%	4 2%	16 2%

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 144
Which of the following best describes where you live?
Base: All respondents

		Region													Do you have any children aged 18 or under?							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Urban	1621 78%	128 71%B	60 57%	1433 80%AB	69 80%BJ	201 85%ABgIJM	134 77%BJ	153 82%ABiJm	112 73%B	131 66%	269 99%ABEFGHIJLM	228 79%aBJ	135 74%Bj	1121 76%	492 85%P	428 85%P	387 83%P	188 84%P	209 84%P	170 80%	115 84%p
Urban - Population over 10,000	815 39%	70 39%BJ	19 18%	726 41%B	30 35%B	87 37%Bj	66 38%BJ	69 37%Bj	50 33%B	53 27%	208 76%ABEFGHIJLM	93 32%B	70 38%BJ	573 39%	237 41%	215 43%S	174 38%	97 43%w	93 38%	86 40%	45 33%
Town and Fringe	806 39%	58 32%K	41 39%K	707 40%a	39 46%aK	114 48%AgjKM	68 39%K	85 46%AKm	62 40%K	78 39%K	60 22%	135 47%AKM	66 36%K	548 37%	256 44%P	213 42%p	213 46%PR	90 40%	115 47%P	85 40%	70 51%PtV
NET: Rural	445 22%	52 29%DFHKIHIKLM	45 43%DAEFGHIKLM	348 20%	17 20%K	36 15%K	41 23%fK	33 18%K	41 27%FhK	69 34%EFGHKLm	4 1%	61 21%K	46 26%FhK	356 24%QRSTUw	88 15%	76 15%	77 17%	37 16%	39 16%	42 20%	22 16%
Village	392 19%	40 22%FK	34 32%DeFHKLm	318 18%	16 18%K	32 14%K	40 23%FK	30 16%K	38 25%FhK	67 33%AEFGHKLM	4 1%	54 19%K	37 21%fK	312 21%QRStU	79 14%	67 13%	68 15%	33 15%	31 13%	37 17%	20 15%
Hamlet & Isolated Dwelling	52 3%	11 6%DFGHiJKl	12 11%DEFGHIJKLm	30 2%	1 1%k	4 2%k	1 1%	2 1%	3 2%K	2 1%	- -	7 2%K	9 5%fGHJK	43 3%	9 2%	9 2%	8 2%	3 1%	8 3%	5 2%	1 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 145
Which of the following best describes your current working status?
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	65+	AB	C1	C2	DE	Public	Private
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Working	1169	650	519	130	279	265	278	169	41	7	48	306	356	312	196	255	914
	57%	65%B	49%	54%HIJ	78%CGHIJ	78%CGHIJ	75%CGHIJ	57%HIJ	11%	7%	10%	55%N	64%KN	69%KN	39%	100%	100%
Working full time - working 30 hours per week or more	926	585	340	98	243	212	226	131	13	3	16	245	278	254	148	201	725
	45%	58%B	32%	41%HIJ	68%CGHIJ	63%CGHIJ	61%CGHIJ	44%HIJ	4%	3%	3%	44%N	50%kN	56%KN	29%	79%	79%
Working part time - working between 8 and 29 hours per week	244	65	179	32	37	53	52	38	28	5	32	61	77	58	48	54	190
	12%	6%	17%A	13%HIJ	10%	16%dHIJ	14%HIJ	13%HIJ	8%	5%	7%	11%	14%N	13%	10%	21%	21%
NET: Not working	897	356	541	110	79	74	91	129	325	89	415	250	200	139	308	-	-
	43%	35%	51%A	46%DEF	22%	22%	25%	43%DEF	89%CDEFG	93%CDEFG	90%CDEFG	45%LM	36%	31%	61%KLM	-	-
Not working but seeking work or temporarily unemployed or sick	85	41	44	10	26	24	22	4	1	-	1	11	7	10	57	-	-
	4%	4%	4%	4%gHIJ	7%GHIJ	7%GHIJ	6%GHIJ	1%j	*	-	*	2%	1%	2%	11%KLM	-	-
Not working and not seeking work/ student	161	66	95	96	19	11	22	14	-	-	-	39	48	18	56	-	-
	8%	7%	9%a	40%DEFGHIJ	5%HIJ	3%HiJ	6%HIJ	5%HIJ	-	-	-	7%m	9%M	4%	11%KM	-	-
Retired on a state pension only	173	54	119	-	2	-	1	18	124	28	152	11	20	24	117	-	-
	8%	5%	11%A	-	1%	-	*	6%CDEF	34%CDEFG	29%CDEFG	33%CDEFG	2%	4%	5%K	23%KLM	-	-
Retired with a private pension	327	176	151	-	-	1	3	63	199	61	260	160	99	50	18	-	-
	16%	18%b	14%	-	-	*	1%	21%CDEF	54%CDEFG	63%CDEFG	56%CDEFG	29%LMN	18%MN	11%N	4%	-	-
House person, housewife, househusband, etc.	150	19	131	4	32	38	44	30	1	1	2	29	26	36	60	-	-
	7%	2%	12%A	2%hj	9%CHIJ	11%CHIJ	12%CHIJ	10%CHIJ	*	1%	*	5%	5%	8%l	12%KL	-	-

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 146
Which of the following best describes your current working status?
Base: All respondents

				Region										Do you have any children aged 18 or under?							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Working	1169 57%	105 59%	62 59%	1002 56%	50 57%	126 53%	101 58%	102 55%	86 56%	109 54%	174 64%FjL	154 53%	101 56%	718 49%	445 77%P	393 78%P	355 77%P	174 78%P	192 78%P	157 74%P	97 71%P
Working full time - working 30 hours per week or more	926 45%	85 47%	48 45%	793 45%	41 47%	99 42%	79 45%	83 45%	73 48%	85 42%	142 52%FjLM	120 42%	72 39%	558 38%	365 63%P	324 64%P	297 64%P	145 65%P	157 63%P	134 63%P	78 57%P
Working part time - working between 8 and 29 hours per week	244 12%	20 11%	14 14%	209 12%	9 10%	26 11%	23 13%	19 10%	13 9%	24 12%	32 12%	34 12%	29 16%i	160 11%	80 14%	69 14%	59 13%	29 13%	35 14%	23 11%	20 15%
NET: Not working	897 43%	74 41%	43 41%	779 44%	37 43%	112 47%K	74 42%	84 45%	67 44%	92 46%k	99 36%	135 47%K	81 44%	759 51%QRSTUVW	135 23%	111 22%	108 23%	50 22%	55 22%	55 26%	39 29%
Not working but seeking work or temporarily unemployed or sick	85 4%	12 7%dHjK	7 7%HjK	66 4%	6 7%HjK	8 3%	6 3%	2 1%	8 5%Hk	5 2%	5 2%	17 6%HjK	9 5%Hk	62 4%tu	23 4%	18 4%	21 5%	2 1%	3 1%	14 6%TU	8 5%TU
Not working and not seeking work/ student	161 8%	12 7%	12 11%I	137 8%	6 6%	22 9%I	19 11%I	16 9%i	5 3%	14 7%	27 10%I	18 6%	11 6%	149 10%QRSTUVW	11 2%	7 1%	9 2%	3 1%	5 2%	1 1%	4 3%v
Retired on a state pension only	173 8%	10 6%	7 6%	156 9%	4 4%	23 10%K	11 6%	21 11%aegK	16 11%K	19 9%k	12 4%	30 10%K	20 11%aeK	169 11%QRSTUVW	4 1%	1 *	4 1%R	1 1%	1 *	-	2 2%v
Retired with a private pension	327 16%	26 15%	13 12%	288 16%	17 19%	42 18%	26 15%	24 13%	28 18%	36 18%	39 14%	50 17%	27 15%	322 22%QRSTUVW	5 1%	3 1%	5 1%r	-	1 1%	1 1%	5 3%TUv
House person, housewife, househusband, etc.	150 7%	14 8%	4 4%	132 7%	5 6%	17 7%	13 8%	20 11%bk	9 6%	19 9%	16 6%	19 7%	13 7%	57 4%	92 16%P	83 16%P	69 15%P	43 19%P	44 18%P	38 18%P	20 15%P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 147
Do you work in any of the following occupations?
Base: All respondents who work

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	1056	554	502	125	208	241	279	148	47	8	55	325	350	208	173	234	822
Weighted base	1169	650	519	130*	279	265	278	169	41*	7**	48*	306	356	312	196	255	914
NET: Public Sector	255 22%	117 18%	138 27%A	32 25%	58 21%	50 19%	63 23%	43 26%	8 20%	1 11%	9 18%	74 24%M	97 27%Mn	46 15%	38 19%	255 100%P	- -
Central government including all administrative departments and central government agencies such as the Bank of England	11 1%	7 1%	4 1%	1 1%	2 1%	1 *	4 2%	4 2%	- -	- -	- -	4 1%	6 2%	1 *	- -	11 4%P	- -
HM Forces	7 1%	7 1%B	- -	- -	3 1%	2 1%	2 1%	- -	- -	- -	- -	- -	2 *	4 1%	2 1%	7 3%P	- -
National Health Service	61 5%	22 3%	38 7%A	8 6%	21 8%f	11 4%	10 4%	10 6%	1 1%	- -	1 1%	13 4%	26 7%m	11 3%	11 5%	61 24%P	- -
Universities and Academies funded by government	24 2%	13 2%	12 2%	4 3%	9 3%	3 1%	4 1%	3 2%	1 3%	- -	1 3%	10 3%m	9 3%	3 1%	2 1%	24 10%P	- -
Courts service	2 *	1 *	1 *	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	2 1%P	- -
Local government administration	33 3%	9 1%	23 4%A	4 3%g	8 3%	9 3%g	7 3%	* *	4 9%DeFG	- -	4 8%dfG	7 2%	13 4%	9 3%	4 2%	33 13%P	- -
Police service	5 *	3 *	2 *	- -	- -	- -	3 1%	2 1%	- -	- -	- -	- -	5 1%k	- -	- -	5 2%P	- -
Public sector housing	9 1%	5 1%	4 1%	4 3%Fg	2 1%	2 1%	1 *	- -	- -	- -	- -	5 2%m	3 1%	- -	1 *	9 3%P	- -
Teaching employed by local education authority including voluntary aided schools and foundation schools	47 4%	14 2%	33 6%A	4 3%	8 3%	9 3%	13 5%	12 7%d	1 3%	- -	1 2%	24 8%LMn	13 4%	3 1%	7 4%	47 18%P	- -

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Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 147
Do you work in any of the following occupations?
Base: All respondents who work

| | | Gender | | Age | | | | | | | | Social Grade | | | | Employment Sector | |
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Weighted base	1169	650	519	130*	279	265	278	169	41*	7**	48*	306	356	312	196	255	914
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	11 1%	10 1%b	2 *	- -	- -	3 1%	8 3%Dg	- -	- -	1 11%	1 2%d	- -	1 *	5 1%k	5 3%KL	11 4%P	- -
Bradford and Bingley or Northern Rock Building societies	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other public sector occupation (please specify as much detail as possible)	46 4%	25 4%	21 4%	7 5%d	4 2%	9 3%	12 4%	13 7%D	1 3%	- -	1 2%	10 3%	19 5%	10 3%	7 3%	46 18%P	- -
None of the above (Private Sector)	914 78%	533 82%B	381 73%	98 75%	221 79%	215 81%	215 77%	126 74%	33 80%	6 89%	39 82%	232 76%	258 73%	266 85%KL	158 81%l	- -	914 100%O

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Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

COMRES

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 148
Do you work in any of the following occupations?
Base: All respondents who work

							Region									Do you have any children aged 18 or under?						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	1056	105	55	896	46	119	95	98	78	83	146	135	96	672	377	335	296	141	162	135	81
Weighted base	1169	105*	62*	1002	50*	126*	101*	102*	86*	109*	174	154	101*	718	445	393	355	174	192	157	97*
NET: Public Sector	255 22%	20 19%	16 26%	219 22%	10 21%	23 18%	24 24%	27 26%	20 23%	30 28%	33 19%	29 19%	24 24%	138 19%	117 26%P	99 25%p	96 27%P	41 23%	45 23%	44 28%P	29 29%p
Central government including all administrative departments and central government agencies such as the Bank of England	11 1%	1 1%	- -	9 1%	* 1%	- -	1 1%	- -	1 1%	2 2%	3 2%	2 1%	1 1%	8 1%	3 1%	2 1%	2 1%	1 1%	1 1%	- -	2 2%
HM Forces	7 1%	- -	- -	7 1%	- -	- -	1 1%	- -	2 3%k	- -	- -	2 1%	2 2%	2 *	5 1%p	5 1%p	4 1%	1 1%	2 1%	2 1%	2 2%p
National Health Service	61 5%	5 5%	6 10%K	49 5%	4 8%k	8 6%	5 5%	5 5%	7 8%k	4 4%	4 2%	7 4%	6 6%	26 4%	35 8%P	32 8%PS	22 6%	22 12%PU	11 6%	10 6%	6 6%
Universities and Academies funded by government	24 2%	1 *	5 7%DAFKL	19 2%	- -	* *	4 4%k	4 4%k	4 4%fk	4 4%	1 1%	1 1%	2 2%	22 3%QRStU	2 1%	1 *	2 1%	- -	- -	1 1%	1 1%
Courts service	2 *	- -	- -	2 *	- -	- -	- -	- -	1 1%	1 1%	- -	- -	- -	1 *	1 *	1 *	- -	1 1%	- -	- -	- -
Local government administration	33 3%	2 2%	1 1%	30 3%	2 4%j	7 6%J	3 3%	2 2%	1 1%	- -	3 2%	7 5%j	4 4%	15 2%	17 4%	17 4%p	16 4%p	9 5%pw	9 5%w	7 4%w	- -
Police service	5 *	- -	- -	5 *	- -	- -	2 2%	- -	- -	1 1%	1 1%	1 1%	- -	4 1%	1 *	1 *	1 *	- -	- -	1 1%	- -
Public sector housing	9 1%	- -	- -	9 1%	2 3%l	1 1%	- -	1 1%	- -	2 2%	4 2%	- -	- -	4 1%	5 1%	5 1%	4 1%	2 1%	4 2%p	1 1%	- -

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 148
Do you work in any of the following occupations?
Base: All respondents who work

	Total						Region									Do you have any children aged 18 or under?					
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Weighted base	1169	105*	62*	1002	50*	126*	101*	102*	86*	109*	174	154	101*	718	445	393	355	174	192	157	97*
Teaching employed by local education authority including voluntary aided schools and foundation schools	47 4%	3 3%	2 3%	42 4%	1 2%	3 2%	2 2%	6 6%	3 3%	6 5%	13 7%f	5 3%	4 4%	28 4%t	19 4%	17 4%	19 5%	1 1%	8 4%t	11 7%T	7 8%T
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	11 1%	1 1%	2 4%dKl	8 1%	- -	1 1%	2 2%	* *	- -	3 3%kl	- -	- -	1 1%	7 1%r	4 1%	- -	4 1%r	- -	- -	- -	4 4%PTUV
Bradford and Bingley or Northern Rock Building societies	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other public sector occupation (please specify as much detail as possible)	46 4%	6 6%	1 1%	39 4%	1 2%	3 2%	5 5%	8 8%fk	2 2%	7 7%	4 3%	5 3%	5 5%	22 3%	24 5%	18 5%	22 6%Pr	3 2%	9 5%	12 7%PT	6 6%
None of the above (Private Sector)	914 78%	85 81%	46 74%	783 78%	40 79%	103 82%	77 76%	76 74%	67 77%	78 72%	141 81%	126 81%	77 76%	580 81%QrSVw	328 74%	293 75%	259 73%	133 77%	147 77%	114 72%	69 71%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 149
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
No children aged 18 or under	1477 71%	721 72%	756 71%	208 87%DEF	194 54%E	130 38%	218 59%E	273 92%cDEF	358 98%CDEFG	97 100%CDEFG	454 98%CDEFG	419 75%M	407 73%M	271 60%	380 75%M	138 54%	580 63%O
NET: Yes	580 28%	282 28%	298 28%	29 12%HIJ	163 45%CGHIJ	207 61%CDFGHIJ	148 40%CGHIJ	24 8%HIJ	9 2%	-	9 2%	135 24%	146 26%	179 40%KLN	120 24%	117 46%P	328 36%
Yes - children aged under 5 years old	224 11%	98 10%	126 12%	22 9%FGHIJ	124 35%CEFGHIJ	69 20%CFGHIJ	8 2%gHJ	1 *	-	-	-	52 9%	59 11%	66 15%KN	47 9%	41 16%	133 15%
Yes - children aged 5 to 10 years old	247 12%	134 13%b	113 11%	13 5%GHIJ	78 22%CFGHIJ	110 32%CDFGHIJ	44 12%CGHIJ	2 1%	1 *	-	1 *	60 11%	55 10%	83 18%KLN	50 10%	45 18%	147 16%
Yes - children aged 11 to 15 years old	212 10%	103 10%	109 10%	2 1%	22 6%CHIJ	92 27%CDGHIJ	82 22%CDGHIJ	13 4%CHIJ	2 *	-	2 *	47 8%	51 9%	70 16%KLN	44 9%	44 17%	114 12%
Yes - children aged 16 to 18 years old	137 7%	61 6%	75 7%	1 *	2 1%	42 12%CDGHIJ	70 19%CDEGHIJ	16 5%CDHIJ	6 2%	-	6 1%	32 6%	32 6%	40 9%	32 6%	29 11%	69 8%
Refused	9 *	4 *	5 1%	3 1%HJ	1 *	2 1%	2 1%	1 *	-	-	-	1 *	3 1%	1 *	4 1%	-	6 1%

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

Prepared by ComRes

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 150
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

				Region												Do you have any children aged 18 or under?						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
No children aged 18 or under	1477 71%	135 75%	71 68%	1270 71%	66 76%	163 69%	125 71%	126 68%	104 68%	148 74%	186 68%	223 77%FHiK	130 71%	1477 100%QRSTUVW	- -	- -	- -	- -	- -	- -	- -
NET: Yes	580 28%	42 24%	34 32%l	504 28%	20 23%	74 31%L	50 28%	59 32%L	49 32%l	52 26%	86 32%L	65 23%	50 27%	-	580 100%P	504 100%P	463 100%P	224 100%P	247 100%P	212 100%P	137 100%P
Yes - children aged under 5 years old	224 11%	16 9%	12 12%	197 11%	5 6%	24 10%	15 9%	20 11%	18 12%	25 13%	42 15%aegm	31 11%	15 8%	-	224 39%P	224 44%PS	107 23%P	224 100%PUVW	95 38%PVW	28 13%PW	8 6%P
Yes - children aged 5 to 10 years old	247 12%	21 11%	19 18%jL	208 12%	8 10%	27 11%	18 10%	34 18%fgJLm	22 14%	20 10%	34 12%	26 9%	19 11%	-	247 43%P	247 49%P	247 53%PR	95 42%PW	247 100%PTVW	73 34%PW	23 17%P
Yes - children aged 11 to 15 years old	212 10%	17 10%	14 13%jL	181 10%	11 12%l	31 13%JL	16 9%	20 11%l	20 13%JL	12 6%	38 14%JL	17 6%	16 9%	-	212 37%P	212 42%P	212 46%PR	28 12%P	73 29%PT	212 100%PTUVW	48 35%PT
Yes - children aged 16 to 18 years old	137 7%	10 5%	11 10%l	116 7%	6 7%	17 7%	10 6%	16 8%	8 5%	14 7%	15 6%	14 5%	17 9%l	-	137 24%P	61 12%P	137 29%PR	8 3%P	23 9%PT	48 22%PTU	137 100%PTUV
Refused	9 *	2 1%	- -	7 *	1 1%	* *	1 *	1 *	- -	- -	1 *	1 *	2 1%	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 151
Which of the following ITV regions do you live in?
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Anglia	223 11%	108 11%	116 11%	29 12%	38 11%	35 10%	34 9%	36 12%	40 11%	11 11%	51 11%	48 9%	72 13%KM	37 8%	67 13%KM	36 14%p	85 9%
Border	35 2%	16 2%	19 2%	* *	3 1%	8 2%c	5 1%	5 2%	12 3%Cd	1 1%	12 3%C	6 1%	6 1%	15 3%Kl	8 1%	5 2%	13 1%
Central	286 14%	148 15%	139 13%	35 15%	43 12%	60 18%dG	51 14%	30 10%	54 15%g	13 13%	67 15%g	89 16%L	65 12%	71 16%	62 12%	38 15%	120 13%
Granada	216 10%	105 10%	111 10%	24 10%	29 8%	41 12%	36 10%	33 11%	47 13%di	6 6%	53 11%i	67 12%L	46 8%	41 9%	62 12%L	18 7%	98 11%
London	367 18%	170 17%	197 19%	46 19%	83 23%EGHJ	49 14%	66 18%	46 15%	55 15%	22 22%ehj	77 17%	109 20%N	97 17%n	95 21%N	66 13%	41 16%	176 19%
Meridian	203 10%	93 9%	110 10%	19 8%	42 12%F	32 9%	25 7%	40 14%cFh	31 9%	14 14%cFhj	45 10%h	52 9%	58 10%	43 10%	50 10%	20 8%	95 10%
STV	171 8%	79 8%	92 9%	7 3%	34 9%C	25 7%c	41 11%Chj	29 10%C	26 7%C	9 9%C	35 7%C	53 9%	42 8%	30 7%	46 9%	20 8%	80 9%
Tyne Tees	90 4%	41 4%	49 5%	17 7%Dgij	8 2%	17 5%	19 5%d	11 4%	17 5%	2 2%	19 4%	19 3%	18 3%	28 6%kl	26 5%	10 4%	40 4%
Wales	104 5%	63 6%B	41 4%	18 8%ij	20 6%	14 4%	19 5%	14 5%	16 4%	2 2%	18 4%	22 4%	36 7%k	17 4%	28 6%	16 6%	45 5%
West	66 3%	40 4%b	26 2%	9 4%	7 2%	13 4%	18 5%dG	4 1%	12 3%	4 4%	16 3%	11 2%	22 4%k	19 4%k	14 3%	9 3%	29 3%
Westcountry	104 5%	43 4%	61 6%	13 6%	20 5%	19 6%	16 4%	13 4%	18 5%	5 5%	23 5%	30 5%	30 5%	15 3%	30 6%	18 7%	45 5%
Yorkshire	200 10%	100 10%	100 9%	22 9%	31 9%	28 8%	38 10%	35 12%	38 10%	9 9%	46 10%	50 9%	64 12%	40 9%	46 9%	25 10%	88 10%

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 152
Which of the following ITV regions do you live in?
Base: All respondents

							Region									Do you have any children aged 18 or under?						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Anglia	223 11%	- -	- -	223 13%AB	- -	- -	- -	- -	23 15%ABEFG HKLM	181 91%ABEFGH IKLM	- -	19 7%ABEFGH- KM	- -	167 11%v	57 10%	50 10%	42 9%	30 13%V	26 10%	14 6%	14 10%
Border	35 2%	10 5%DBEGHI JKLM	- -	25 1%	- -	25 11%aBEGHI JKLM	- -	- -	- -	- -	- -	- -	- -	22 2%	12 2%	11 2%	11 2%	7 3%u	2 1%	10 5%PUw	1 1%
Central	286 14%	- -	- -	286 16%AB	- -	- -	- -	172 93%ABEFG IJKLM	104 68%ABEFGJ KLM	- -	1 *	3 1%	6 3%AbFGJ K	201 14%	84 14%	72 14%	69 15%	28 13%	39 16%	34 16%	20 15%
Granada	216 10%	- -	2 1%kl	214 12%AB	- -	211 89%ABEGHI JKLM	- -	3 1%kl	1 *	- -	- -	- -	- -	146 10%	69 12%	59 12%	54 12%	19 8%	28 11%	26 12%	18 13%
London	367 18%	- -	- -	367 21%AB	- -	* *	- -	- -	1 1%	14 7%ABEF GHIM	271 100%ABEFG HIJLM	80 28%ABEFGH- IJM	- -	262 18%	104 18%	97 19%S	76 16%	50 22%w	43 17%	43 20%	18 13%
Meridian	203 10%	- -	- -	203 11%AB	- -	- -	- -	- -	- -	1 *	- -	186 64%ABEFGH IJKM	16 9%ABEFG HIJK	144 0%	57 10%	51 10%	39 8%	27 12%u	18 7%	16 7%	14 10%
STV	171 8%	170 95%DBEFGH IJKLM	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	131 9%	38 6%	33 7%	33 7%	14 6%	19 8%	14 6%	9 6%
Tyne Tees	90 4%	- -	- -	90 5%AB	87 100%ABFGHI JKLM	- -	4 2%aFhijK Lm	- -	- -	- -	- -	- -	- -	70 5%	20 3%	18 4%	17 4%	5 2%	8 3%	11 5%	6 4%
Wales	104 5%	- -	104 99%DAEFGH- IJKLM	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	71 5%	33 6%	29 6%	30 6%	12 5%	18 7%	13 6%	10 7%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 152
Which of the following ITV regions do you live in?
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
West	66 3%	- -	- -	66 4%Ab	- -	1 *	- -	11 6%ABEFGIJKL	- -	- -	- -	- -	54 30%ABEFGHIJKL	46 3%	19 3%	15 3%	17 4%	3 1%	10 4%t	5 3%	6 5%t
Westcountry	104 5%	- -	- -	104 6%AB	- -	- -	- -	- -	- -	- -	- -	- -	104 57%ABEFGHIJKL	71 5%	33 6%	26 5%	29 6%	13 6%	16 6%	9 4%	9 7%
Yorkshire	200 10%	- -	- -	200 11%AB	- -	- -	172 98%ABEFHIJKLM	- -	24 16%ABEFHJKLM	4 2%afhKLm	- -	- -	- -	144 10%	55 9%	44 9%	46 10%	17 7%	20 8%	18 9%	12 9%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 153
Marital Status
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Single	586	304	282	204	139	114	72	28	27	1	28	147	176	110	153	76	291
	28%	30%	27%	85%DEFGHIJ	39%FGHIJ	34%FGHIJ	20%GHIJ	9%I	7%IJ	1%	6%I	26%	32%kM	24%	30%	30%	32%
NET: Married/ Civil partnership/ co habiting	1223	617	606	34	212	213	250	207	246	62	308	360	303	306	255	156	549
	59%	61%b	57%	14%	59%C	63%C	68%CD	69%CD	67%Cd	64%C	67%Cd	65%LN	54%	68%LN	51%	61%	60%
Married	915	465	451	6	129	143	182	171	225	60	285	284	221	223	187	104	368
	44%	46%	43%	2%	36%C	42%C	50%CDe	57%CDEf	61%CDEF	62%CDEF	61%CDEF	51%LN	40%	49%LN	37%	41%	40%
Civil Partnership	18	12	6	2	5	4	5	1	2	-	2	3	7	3	5	3	11
	1%	1%	1%	1%	1%	1%	1%j	*	*	-	*	*	1%	1%	1%	1%	1%
Co Habiting	290	140	149	26	79	66	62	35	20	2	22	73	74	80	62	49	171
	14%	14%	14%	11%HIJ	22%CGHIJ	19%CGHIJ	17%cgHIJ	12%HIJ	6%i	2%	5%i	13%	13%	18%kn	12%	19%	19%
NET: Widowed/ separated/ divorced	248	83	165	-	3	12	45	61	93	34	127	46	72	34	96	22	71
	12%	8%	16%A	-	1%	4%Cd	12%CDE	21%CDEF	25%CDEF	35%CDEFGHJ	27%CDEFGh	8%	13%KM	8%	19%KLM	9%	8%
Widowed	69	17	52	-	1	1	4	9	34	20	54	14	19	12	24	6	10
	3%	2%	5%A	-	*	*	1%	3%CDE	9%CDEFG	21%CDEFGHJ	2%CDEFGH	3%	3%	3%	5%k	2%	1%
Separated	31	10	21	-	2	3	9	6	9	2	11	5	11	3	12	2	12
	2%	1%	2%a	-	1%	1%	2%C	2%C	2%Cd	2%C	2%C	1%	2%	1%	2%k	1%	1%
Divorced	148	56	92	-	-	9	32	45	50	12	62	27	42	19	60	14	49
	7%	6%	9%A	-	-	3%CD	9%CDE	15%CDEF	14%CDEF	12%CDE	13%CDEF	5%	8%km	4%	12%KLM	6%	5%
Prefer not to answer	8	3	6	2	3	-	2	2	-	-	-	3	5	-	1	2	3
	*	*	1%	1%hj	1%	-	*	1%	-	-	-	*	1%	-	*	1%	*

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

Prepared by ComRes

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 154
Marital Status
Base: All respondents

		Region													Do you have any children aged 18 or under?							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Single	586 28%	44 24%	37 35%al	505 28%	27 31%	66 28%	47 27%	50 27%	34 22%	54 27%	91 34%al	78 27%	57 32%i	512 35%QRSTU VW	71 12%	61 12%	57 12%	23 10%	32 13%	26 12%	12 9%
NET: Married/ Civil partnership/ co habiting	1223 59%	106 59%	58 55%	1059 59%	53 61%	150 63%KM	108 61%km	117 63%kM	109 71%ABgjK LM	120 60%	143 52%	166 58%	94 52%	744 50%	477 82%P	420 83%P	376 81%P	197 88%PvW	210 85%Pw	171 81%P	106 77%P
Married	915 44%	90 50%bGkM	40 38%	785 44%	39 45%	110 46%	67 38%	85 46%	85 56%BGKLMl	92 46%	110 40%	125 43%	71 39%	560 38%	353 61%P	316 63%P	289 62%P	136 61%P	173 70%PTW	134 63%P	77 56%P
Civil Partnership	18 1%	3 2%	1 1%	15 1%	2 2%	1 1%	- -	3 2%	- -	3 1%	1 *	3 1%	1 1%	5 *	13 2%P	10 2%P	7 2%P	7 3%PU	2 1%	2 1%	3 2%P
Co Habiting	290 14%	12 7%	17 16%A	260 15%A	12 14%a	39 16%A	40 23%AhJKL M	28 15%A	24 15%A	25 12%	32 12%	39 13%A	21 12%	178 12%	111 19%P	94 19%P	80 17%P	53 24%PUv	36 14%	34 16%	25 19%p
NET: Widowed/ separated/ divorced	248 12%	28 15%eFl	9 9%	212 12%	6 7%	20 9%	20 12%	19 10%	10 7%	26 13%i	37 13%i	43 15%Fl	29 16%eFl	216 15%QRSTUV	33 6%	22 4%	30 7%R	5 2%	5 2%	15 7%TU	19 14%TUV
Widowed	69 3%	10 6%defij	4 4%	55 3%	1 1%	5 2%	5 3%	7 4%	3 2%	4 2%	10 4%	12 4%	9 5%	65 4%QRSTUV	5 1%	3 1%	4 1%	2 1%	- -	2 1%	4 3%U
Separated	31 2%	2 1%	- -	29 2%	1 1%	2 1%	2 1%	5 3%	2 1%	4 2%	7 2%	4 2%	3 2%	23 2%	8 1%	7 1%	6 1%	3 1%	3 1%	2 1%	3 2%
Divorced	148 7%	15 8%h	5 5%	127 7%	5 6%	13 6%	13 8%	7 4%	6 4%	18 9%hi	20 7%	27 9%Hi	17 10%Hi	128 9%QRSTU	20 3%	12 2%	20 4%R	- -	2 1%	10 5%TU	12 9%TU
Prefer not to answer	8 *	2 1%D	1 1%	5 *	1 1%	1 *	- -	- -	- -	- -	2 1%	1 *	1 1%	6 *	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

COMRES

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 155
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Glasgow	95 5%	47 5%	48 5%	4 2%	14 4%	15 5%	26 7%Cij	17 6%C	16 4%	2 2%	18 4%	26 5%	26 5%	18 4%	25 5%	9 3%	44 5%
Edinburgh	66 3%	27 3%	39 4%	2 1%	18 5%Ch	10 3%	11 3%	12 4%C	8 2%	6 6%CHJ	14 3%cH	25 4%L	12 2%	11 2%	19 4%	9 3%	30 3%
Newcastle	91 4%	42 4%	49 5%	16 7%D	8 2%	15 4%	20 5%d	11 4%	18 5%d	2 3%	21 4%	16 3%	21 4%	29 7%K	24 5%	8 3%	42 5%
Leeds	86 4%	44 4%	42 4%	10 4%	18 5%	9 3%	16 4%	14 5%	15 4%	4 4%	19 4%	29 5%N	29 5%N	18 4%	10 2%	14 6%	41 4%
Hull	42 2%	22 2%	21 2%	5 2%d	1 *	6 2%d	8 2%D	11 4%D	11 3%D	1 1%	12 3%D	8 1%	16 3%m	4 1%	14 3%m	6 2%	18 2%
Sheffield	49 2%	22 2%	27 3%	5 2%	10 3%	10 3%	11 3%	5 2%	6 2%	3 3%	9 2%	7 1%	14 3%	17 4%K	11 2%	5 2%	20 2%
Manchester	163 8%	84 8%	79 7%	19 8%	16 4%	33 10%D	25 7%	21 7%	43 12%DFG	6 7%	50 11%Df	51 9%L	33 6%	33 7%	46 9%l	13 5%	77 8%
Liverpool	79 4%	36 4%	43 4%	11 5%	16 4%	13 4%	14 4%	11 4%	12 3%	2 2%	14 3%	19 4%	19 3%	17 4%	23 5%	9 4%	33 4%
Nottingham	89 4%	52 5%b	37 3%	11 5%	11 3%	16 5%	14 4%	11 4%	21 6%	5 5%	26 6%	29 5%l	17 3%	21 5%	21 4%	13 5%	34 4%
Birmingham	168 8%	86 9%	82 8%	24 10%g	24 7%	39 11%dGhiJ	33 9%	16 5%	27 7%	5 5%	32 7%	47 8%	40 7%	47 11%n	34 7%	27 10%	72 8%
Norwich	99 5%	49 5%	50 5%	11 4%	17 5%	17 5%	20 5%	14 5%	17 5%	4 4%	21 5%	18 3%	38 7%KM	14 3%	30 6%km	14 6%	42 5%
Milton Keynes	63 3%	30 3%	33 3%	7 3%	12 3%	9 3%	7 2%	12 4%	12 3%	3 3%	16 3%	13 2%	13 2%	20 4%	17 3%	13 5%p	23 2%
Brighton	31 1%	14 1%	17 2%	2 1%	6 2%e	1 *	6 2%e	7 2%E	7 2%E	1 1%	9 2%e	5 1%	10 2%	5 1%	11 2%k	3 1%	11 1%

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

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 155
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Oxford	31	17	14	2	7	3	2	6	9	2	11	8	7	10	5	3	15
	2%	2%	1%	1%	2%	1%	1%	2%	2%f	2%	2%f	2%	1%	2%	1%	1%	2%
London	465	214	251	59	104	74	75	58	68	27	95	133	124	111	97	52	223
	23%	21%	24%	25%h	29%eFGHJ	22%	20%	19%	19%	28%fgHJ	21%H	24%n	22%	25%n	19%	20%	24%
Southampton	77	31	46	7	11	10	14	18	10	6	17	24	26	13	15	10	35
	4%	3%	4%	3%	3%	3%	4%	6%h	3%	6%hj	4%h	4%	5%	3%	3%	4%	4%
Bristol	78	42	36	8	7	14	19	7	17	5	22	25	21	14	19	6	38
	4%	4%	3%	3%	2%	4%	5%dg	2%	5%	6%dg	5%dg	4%	4%	3%	4%	2%	4%
Plymouth	67	23	44	8	13	13	9	9	12	1	13	17	25	8	17	14	25
	3%	2%	4%A	4%	4%	4%	3%	3%	3%	1%	3%	3%	5%M	2%	3%	5%p	3%
Cardiff	77	50	27	14	14	10	14	14	10	1	10	18	26	16	18	12	32
	4%	5%B	3%	6%hIJ	4%	3%	4%	5%ij	3%	1%	2%	3%	5%	4%	4%	5%	4%
None of these	150	74	76	15	31	20	25	23	27	9	36	38	39	24	49	16	60
	7%	7%	7%	6%	9%	6%	7%	8%	7%	9%	8%	7%	7%	5%	10%M	6%	7%

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

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Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 156
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Glasgow	95	95	-	-	-	-	-	-	-	-	-	-	-	71	23	20	21	4	10	12	7
	5%	53%DBEFGH IJKLM	-	-	-	-	-	-	-	-	-	-	-	5%t	4%	4%	4%	2%	4%	6%t	5%
Edinburgh	66	66	-	-	-	-	-	-	-	-	-	-	-	52	13	12	10	7	5	5	2
	3%	37%DBEFGH IJKLM	-	-	-	-	-	-	-	-	-	-	-	4%	2%	2%	2%	3%	2%	2%	1%
Newcastle	91	-	-	91	81	9	1	-	-	-	-	-	-	69	21	19	17	6	8	11	6
	4%	-	-	5%AB	94%ABFGHI JKLM	4%AbGHIJ KLM	1%	-	-	-	-	-	-	5%	4%	4%	4%	3%	3%	5%	4%
Leeds	86	-	-	86	-	-	86	-	-	-	-	-	-	59	27	25	22	11	11	10	2
	4%	-	-	5%Ab	-	-	49%ABEFHI JKLM	-	-	-	-	-	-	4%	5%	5%	5%	5%	4%	5%	2%
Hull	42	-	-	42	-	-	38	-	5	-	-	-	-	38	5	3	5	-	1	3	2
	2%	-	-	2%a	-	-	22%ABEFHI JKLM	-	3%AFHJKL M	-	-	-	-	3%QRsTu	1%	1%	1%	-	*	1%	1%
Sheffield	49	-	-	49	-	1	41	-	7	-	-	-	-	29	20	15	16	6	8	3	6
	2%	-	-	3%A	-	*	24%ABEFHI JKLM	-	5%AbeFHJ KLM	-	-	-	-	2%	3%	3%	4%p	3%	3%	2%	5%p
Manchester	163	-	3	161	-	145	2	14	-	-	-	-	-	112	51	44	39	16	22	17	11
	8%	-	3%aijKLm	9%Ab	-	61%ABEGHI JKLM	1%	8%AEGIJK LM	-	-	-	-	-	8%	9%	9%	9%	7%	9%	8%	8%
Liverpool	79	-	11	68	-	67	-	1	1	-	-	-	-	52	27	24	23	10	8	12	8
	4%	-	10%DAEGHI JKLM	4%A	-	28%ABEGHI JKLM	-	*	1%	-	-	-	-	3%	5%	5%	5%	4%	3%	6%	6%
Nottingham	89	-	-	89	-	-	-	*	87	1	-	-	-	62	27	25	22	9	10	12	4
	4%	-	-	5%AB	-	-	-	*	57%ABEFGH JKLM	1%	-	-	-	4%	5%	5%	5%	4%	4%	5%	3%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 156
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Birmingham	168 8%	-	1 1%	167 9%AB	-	-	-	154 83%ABEFGIJKLM	10 7%AbEFGJKLM	1 1%	-	-	1 1%	109 7%	58 10%	49 10%	48 10%p	18 8%	33 13%Pt	20 10%	16 11%
Norwich	99 5%	-	-	99 6%AB	-	-	-	-	1 *	94 47%ABEFGHIKLM	-	4 1%k	-	77 5%V	22 4%	18 4%	15 3%	11 5%v	10 4%V	2 1%	7 5%V
Milton Keynes	63 3%	-	-	63 4%Ab	-	-	-	-	25 16%ABEFGHKLM	26 13%ABEFGHKLM	-	11 4%AbeFGHKM	-	41 3%	21 4%	21 4%	18 4%	12 6%pw	13 5%w	7 3%	1 1%
Brighton	31 1%	-	-	31 2%	-	-	-	-	-	-	-	31 11%ABEFGHIJKM	-	25 2%	6 1%	6 1%	4 1%	3 1%	2 1%	2 1%	1 1%
Oxford	31 2%	-	-	31 2%	-	-	-	4 2%afgjK	-	-	-	22 8%ABEFGHIJKM	5 3%AFGiJK	28 2%qr	3 1%	3 1%	3 1%	1 1%	1 *	2 1%	-
London	465 23%	-	-	465 26%AB	-	-	-	-	-	56 28%ABEFGHIM	272 100%ABEFGHIJLM	136 47%ABEFGHIJM	-	328 22%	136 23%	129 26%S	93 20%	69 31%PUW	52 21%	51 24%	24 17%
Southampton	77 4%	-	-	77 4%Ab	-	-	-	-	-	-	-	55 19%ABEFGHIJKm	22 12%ABEFGHIJK	53 4%	23 4%	18 4%	20 4%	5 2%	8 3%	11 5%	9 7%t
Bristol	78 4%	-	2 2%fkl	76 4%A	-	-	-	1 1%	-	-	-	-	75 41%ABEFGHIJKL	64 4%qRsUv	13 2%	8 2%	10 2%	4 1%	2 1%	3 1%	6 4%Uv
Plymouth	67 3%	-	-	67 4%Ab	-	-	-	-	-	-	-	-	67 37%ABEFGHIJKL	39 3%	27 5%P	21 4%	25 5%P	10 5%	14 6%P	7 3%	7 5%

Region: NET: England (d), North East (e), North West (f), Yorkshire & Humberside (g), West Midlands (h), East Midlands (i), Eastern (j), London (k), South East (l), South West (m)

Do you have any children aged 18 or under? — No children aged 18 or under (p), NET: Yes (q), NET: Under 16 (r), NET: Any 5-18 (s), Any aged under 5 (t), Any aged 5-10 (u), Any aged 11-15 (v), Any aged 16-18 (w)

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

COMRES

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 156
Which of the following cities do you live in, or nearest to?
Base: All respondents

				Region										Do you have any children aged 18 or under?							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Cardiff	77 4%	- -	77 73%DAEFGH-IJKLM	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	51 3%	26 5%	24 5%	25 5%	11 5%	15 6%p	11 5%	8 6%
None of these	150 7%	19 10%dGK	12 11%gK	119 7%	6 6%K	16 7%K	7 4%K	12 6%K	17 11%GK	21 10%GK	-	29 10%GK	12 6%K	118 8%qR	31 5%	22 4%	28 6%R	11 5%	13 5%	10 5%	9 7%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

COMRES

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 157
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

		Total	Gender		Age									Social Grade				Employment Sector	
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base		2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base		2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Up to £7,000	(3.5)	79 4%	34 3%	46 4%	19 8%dEfGHiJ	15 4%	9 3%	15 4%	10 3%	8 2%	3 3%	11 2%	2 *	19 3%K	10 2%K	49 10%KLM	1 *	13 1%
£7,001 to £14,000	(10.5)	287 14%	123 12%	164 15%a	18 7%	38 11%	51 15%Cf	37 10%	54 18%CDF	71 20%CDF	18 18%CdF	89 19%CDF	27 5%	62 11%K	39 9%K	158 31%KLM	18 7%	77 8%
£14,001 to £21,000	(17.5)	332 16%	154 15%	178 17%	20 8%	52 15%C	56 17%C	58 16%C	47 16%C	79 21%CDfg	20 21%C	99 21%CDFg	42 8%	109 20%K	76 17%K	105 21%K	27 11%	130 14%
£21,001 to £28,000	(24.5)	331 16%	147 15%	184 17%	28 12%	63 18%c	42 13%	67 18%Ce	41 14%	67 18%Ce	22 23%CEG	89 19%CEg	82 15%	94 17%	84 19%	70 14%	37 15%	138 15%
£28,001 to £34,000	(31)	292 14%	165 16%B	127 12%	23 10%	60 17%C	47 14%	54 15%c	44 15%	53 15%c	11 12%	65 14%	84 15%N	85 15%N	81 18%N	42 8%	42 16%	163 18%
£34,001 to £41,000	(37.5)	254 12%	141 14%B	113 11%	15 6%	50 14%CHIJ	56 16%CHIJ	48 13%ChiJ	47 16%CHIJ	32 9%	6 7%	38 8%	92 17%N	75 13%N	56 12%N	32 6%	42 16%	148 16%
£41,001 to £48,000	(44.5)	141 7%	85 8%B	57 5%	22 9%HJ	24 7%	27 8%Hj	31 9%HJ	18 6%	14 4%	6 6%	20 4%	62 11%IMN	44 8%N	31 7%N	5 1%	33 13%p	75 8%
£48,001 to £55,000	(51.5)	109 5%	49 5%	60 6%	15 6%	26 7%ghJ	20 6%	21 6%	11 4%	13 4%	3 3%	16 4%	54 10%LN	18 3%	28 6%IN	10 2%	23 9%	66 7%
£55,001 to £62,000	(58.5)	29 1%	24 2%B	5 1%	7 3%DhiJ	1 *	6 2%d	8 2%Dj	6 2%d	3 1%	-	3 1%	10 2%	8 1%	7 2%	4 1%	5 2%	20 2%
£62,001 to £69,000	(65.5)	34 2%	21 2%	13 1%	8 3%HiJ	8 2%HJ	8 2%HJ	5 1%HJ	4 1%hJ	-	-	-	23 4%LMN	5 1%	5 1%	1 *	6 2%	19 2%
£69,001 to £76,000	(72.5)	10 *	3 *	7 1%	3 1%egHJ	2 *	-	5 1%EgHJ	-	-	-	-	7 1%LN	-	3 1%I	-	1 *	8 1%
£76,001 to £83,000	(79.5)	7 *	3 *	5 *	2 1%j	3 1%j	2 1%	-	-	-	-	-	4 1%	2 *	-	1 *	-	6 1%
£83,001 or more	(86)	28 1%	11 1%	17 2%	14 6%DEFGHIJ	1 *	6 2%dhJ	3 1%	3 1%	1 *	-	1 *	24 4%LMN	1 *	3 1%	-	7 3%	10 1%

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

Prepared by ComRes

ComRes

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 157
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
Prefer not to answer	133 6%	49 5%	84 8%A	47 20%DEFGHIJ	13 4%	10 3%	15 4%	15 5%	25 7%dE	7 8%dE	33 7%dEf	43 8%	36 6%	27 6%	27 5%	13 5%	42 5%
Average income (£000's)	28.61	29.74B	27.50	35.04DEFGHIJ	29.46HIJ	29.98gHIJ	29.82gHIJ	27.22HIJ	24.02	23.57	23.93	38.09LMN	27.38N	29.53lN	18.96	34.88p	32.29

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Absolutes/col percents

Table 158
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

		Total	Region												Do you have any children aged 18 or under?						
			Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base		2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base		2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
Up to £7,000	(3.5)	79	10	9	60	3	7	6	6	4	6	9	11	8	70	9	7	6	3	3	1	2
		4%	6%	9%DFghijKl	3%	4%	3%	3%	3%	3%	3%	3%	4%	5%	5%QRStUV	2%	1%	1%	1%	1%	1%	2%
£7,001 to £14,000	(10.5)	287	25	14	248	12	43	17	22	23	19	44	42	26	230	55	45	48	17	24	25	16
		14%	14%	13%	14%	14%	18%GJ	10%	12%	15%	9%	16%gj	15%	14%	16%QRSTU	10%	9%	10%	8%	10%	12%	11%
£14,001 to £21,000	(17.5)	332	29	18	285	16	33	34	26	31	46	28	41	30	251	80	67	71	23	41	29	23
		16%	16%	17%	16%	19%k	14%	19%K	14%	20%K	23%FhKL	10%	14%	16%k	17%rT	14%	13%	15%	10%	16%t	14%	17%
£21,001 to £28,000	(24.5)	331	30	15	286	12	31	40	32	31	27	41	42	29	234	97	88	73	45	43	32	19
		16%	17%	14%	16%	14%	13%	23%FJkL	17%	21%f	13%	15%	15%	16%	16%	17%	17%	16%	20%	17%	15%	14%
£28,001 to £34,000	(31)	292	18	16	257	12	37	28	32	17	31	35	35	31	197	95	87	73	44	48	28	13
		14%	10%	15%	14%	14%	16%	16%	17%a	11%	15%	13%	12%	17%a	13%	16%	17%p	16%	20%PW	19%PvW	13%	10%
£34,001 to £41,000	(37.5)	254	21	8	225	9	25	17	23	13	32	35	48	24	161	93	79	74	39	39	30	25
		12%	12%	8%	13%	10%	11%	10%	13%	9%	16%bi	13%	16%bfgl	13%	11%	16%P	16%P	16%P	18%P	16%p	14%	18%P
£41,001 to £48,000	(44.5)	141	16	10	116	8	15	9	9	8	8	14	30	15	82	58	53	45	20	22	27	14
		7%	9%j	9%	7%	10%j	6%	5%	5%	5%	4%	5%	10%ghJk	8%	6%	10%P	11%P	10%P	9%p	9%	13%P	10%p
£48,001 to £55,000	(51.5)	109	15	2	92	10	12	7	11	10	8	18	9	7	68	41	34	33	14	14	17	11
		5%	8%BgLm	2%	5%	12%BfGJLM	5%	4%	6%	6%	4%	7%b	3%	4%	5%	7%p	7%	7%p	6%	6%	8%p	8%
£55,001 to £62,000	(58.5)	29	3	2	24	-	3	2	4	2	3	3	6	2	20	9	9	7	4	2	5	3
		1%	2%	2%	1%	-	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	2%	2%	2%	1%	3%	2%
£62,001 to £69,000	(65.5)	34	1	2	31	1	9	4	-	1	3	10	2	1	23	11	6	10	1	2	4	6
		2%	*	2%h	2%	1%	4%AHLM	2%h	-	1%	2%	4%AHLM	1%	*	2%	2%	1%	2%R	*	1%	2%	4%PTU
£69,001 to £76,000	(72.5)	10	-	-	10	-	3	1	-	-	-	7	-	-	7	4	4	4	1	1	4	-
		*	-	-	1%	-	1%	*	-	-	-	3%ahijLm	-	-	*	1%	1%	1%	*	*	2%p	-
£76,001 to £83,000	(79.5)	7	1	1	5	-	-	1	-	1	2	1	-	-	3	5	5	3	5	3	-	-
		*	1%	1%l	*	-	-	1%	-	*	1%	*	-	-	*	1%p	1%p	1%	2%Pv	1%P	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 158
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

		Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No children aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
								Region									Do you have any children aged 18 or under?					
Weighted base		2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
£83,001 or more	(86)	28 1%	4 2%	1 *	23 1%	-	3 1%	1 1%	2 1%	2 1%	2 1%	6 2%	7 2%	1 *	21 1%	7 1%	6 1%	7 1%	2 1%	2 1%	4 2%	2 1%
Prefer not to answer		133 6%	7 4%	7 7%	118 7%	2 2%	17 7%	9 5%	19 10%AEI	10 7%	13 7%	22 8%	16 5%	10 5%	111 7%QRSTUVW	17 3%	15 3%	10 2%	7 3%	5 2%	6 3%	3 2%
Average income (£000's)		28.61	28.89	26.78	28.69	28.43	28.98	27.99	28.41	26.79	28.42	31.24bglM	29.29	26.61	27.29	31.86P	31.93P	31.86P	32.21P	30.42P	32.93Pu	32.02P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 159
Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	65+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Private (p)
Unweighted base	2066	970	1096	264	283	313	389	297	404	116	520	632	604	326	504	234	822
Weighted base	2066	1006	1060	240	358	339	368	298	366	97	463	556	556	450	504	255	914
NET: Yes	420 20%	190 19%	230 22%	25 11%	44 12%	65 19%CD	100 27%CDEG	59 20%CD	98 27%CDEg	27 28%CDeg	125 27%CDEG	74 13%	90 16%	86 19%K	169 34%KLM	38 15%	97 11%
Yes - physical condition	255 12%	106 11%	149 14%A	5 2%	20 6%c	33 10%Cd	58 16%CDE	39 13%CD	76 21%CDEG	23 23%CDEfG	99 21%CDEfG	46 8%	57 10%	50 11%	102 20%KLM	25 10%P	40 4%
Yes - disability	152 7%	71 7%	81 8%	7 3%	11 3%	18 5%	38 10%CDE	33 11%CDE	36 10%CDE	10 10%CD	46 10%CDE	15 3%	41 7%K	30 7%K	66 13%KLM	9 3%	28 3%
Yes - mental condition	142 7%	64 6%	78 7%	18 8%GHIJ	26 7%GHIJ	34 10%GHIJ	54 15%CDeGHIJ	7 2%HJ	2 *	-	2 *	24 4%	20 4%	26 6%	71 14%KLM	8 3%	42 5%
Yes - other	20 1%	13 1%	7 1%	2 1%	1 *	3 1%	7 2%dHj	5 2%h	1 *	2 2%dHj	3 1%H	3 1%	7 1%	3 1%	7 1%	1 *	8 1%
No	1604 78%	796 79%	808 76%	208 87%eFGHIJ	302 84%FgHIJ	272 80%FHiJ	261 71%	230 77%f	262 71%	69 72%	331 71%	466 84%N	461 83%N	357 79%N	320 64%	213 83%	800 88%
Prefer not to say	42 2%	20 2%	22 2%	6 3%E	12 3%Ei	1 *	7 2%e	8 3%Ei	7 2%	-	7 1%	16 3%L	4 1%	8 2%	14 3%L	5 2%	17 2%

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

Conversations About Care Survey
ONLINE Fieldwork: 13th - 14th April 2016

Table 160
Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	No child-ren aged 18 or under (p)	NET: Yes (q)	NET: Under 16 (r)	NET: Any 5-18 (s)	Any aged under 5 (t)	Any aged 5-10 (u)	Any aged 11-15 (v)	Any aged 16-18 (w)
Unweighted base	2066	197	99	1770	90	243	185	197	155	181	242	279	198	1548	508	440	401	191	215	182	122
Weighted base	2066	180	105*	1781	87*	237	175	186	153	200	272	289	182	1477	580	504	463	224	247	212	137
NET: Yes	420 20%	47 26%dEHKl	22 21%k	351 20%	12 14%	58 25%ehK	40 23%K	30 16%	39 25%ehK	46 23%K	34 12%	54 19%k	37 20%K	321 22%QRTU	98 17%	79 16%	91 20%R	18 8%	35 14%T	50 24%TU	28 21%T
Yes - physical condition	255 12%	26 14%	12 11%	218 12%	8 9%	36 15%hk	25 14%	17 9%	24 16%hk	33 16%hKl	25 9%	30 10%	21 12%	203 14%QRTU	51 9%	37 7%	50 11%R	8 3%	19 8%t	25 12%T	18 13%T
Yes - disability	152 7%	21 12%DeHKl	7 7%	124 7%	4 5%	23 10%hk	12 7%	8 4%	13 8%	15 7%	13 5%	18 6%	18 10%Hk	122 8%QRT	28 5%	22 4%	27 6%r	4 2%	13 5%T	12 6%t	10 7%T
Yes - mental condition	142 7%	17 10%K	9 8%	116 7%	5 6%	15 6%	14 8%	13 7%	12 8%	17 9%k	11 4%	20 7%	9 5%	96 6%	46 8%	37 7%	40 9%	8 3%	12 5%	26 12%PTU	12 9%t
Yes - other	20 1%	4 2%fgh	1 1%	15 1%	-	1 *	-	-	1 1%	4 2%gh	1 1%	3 1%	2 1%	14 1%	6 1%	6 1%	5 1%	2 1%	2 1%	5 2%	2 1%
No	1604 78%	129 72%	81 77%	1394 78%a	74 85%Afgl	175 74%	131 75%	151 82%Afi	111 72%	152 76%	233 86%AbFGI JLM	225 78%	140 77%	1123 76%	476 82%P	418 83%PS	368 79%	204 91%PUVW	207 84%PV	162 76%	107 78%
Prefer not to say	42 2%	3 2%	2 2%	37 2%	*	4 2%	4 2%	4 2%	3 2%	2 1%	5 2%	10 4%j	5 3%	34 2%v	7 1%	7 1%	5 1%	2 1%	5 2%	-	1 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - p/q - p/r/s - p/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Page	Table	Title	Base Description	Base
	1	1	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? Summary Table	Base: All respondents	2066
●	2	2	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? Who will care for me .../Where I would like to live/ Preferences for end of life (NET)	Base: All respondents	2066
●	3	3	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? Who will care for me .../Where I would like to live/ Preferences for end of life (NET)	Base: All respondents	2066
●	4	4	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? Summary: Who will care for me .../Where I would like to live/ Preferences for end of life: Discussed (Net)	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	5	5	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? Summary: Who will care for me .../Where I would like to live/ Preferences for end of life: Discussed (Net)	Base: All respondents	2066
●	6	6	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? Summary: Who will care for me .../Where I would like to live/ Preferences for end of life: Not discussed (Net)	Base: All respondents	2066
●	7	7	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? Summary: Who will care for me .../Where I would like to live/ Preferences for end of life: Not discussed (Net)	Base: All respondents	2066
●	8	8	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? Who will care for me when I'm older if I need it	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	9	9	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? Who will care for me when I'm older if I need it	Base: All respondents	2066
●	10	10	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? Where I would like to live if I can no longer live at home	Base: All respondents	2066
●	11	11	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? Where I would like to live if I can no longer live at home	Base: All respondents	2066
●	12	12	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? Who would make decisions on my behalf, for example about finances, if I cannot make these myself	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	13	13	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? Who would make decisions on my behalf, for example about finances, if I cannot make these myself	Base: All respondents	2066
●	14	14	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? My preferences for end of life care	Base: All respondents	2066
●	15	15	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? My preferences for end of life care	Base: All respondents	2066
●	16	16	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? How I would pay for any care needs I may have in the future	Base: All respondents	2066
●	17	17	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? How I would pay for any care needs I may have in the future	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	18	18	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? What I would like to include in my will	Base: All respondents	2066
●	19	19	Q.1 Below are a number of things that people may wish to discuss with their family when thinking about getting older. For each topic, which statement best represents your own situation? What I would like to include in my will	Base: All respondents	2066
	20	20	Q.2 Which, if any, of the following topics would you find or have you found most difficult to discuss with a family member? Summary Table	Base: All respondents	2066
●	21	21	Q.2 Which, if any, of the following topics would you find or have you found most difficult to discuss with a family member? Top 3 Most difficult (Net)	Base: All respondents	2066
●	22	22	Q.2 Which, if any, of the following topics would you find or have you found most difficult to discuss with a family member? Top 3 Most difficult (Net)	Base: All respondents	2066
●	23	23	Q.2 Which, if any, of the following topics would you find or have you found most difficult to discuss with a family member? Most difficult	Base: All respondents	2066
●	24	24	Q.2 Which, if any, of the following topics would you find or have you found most difficult to discuss with a family member? Most difficult	Base: All respondents	2066
●	25	25	Q.2 Which, if any, of the following topics would you find or have you found most difficult to discuss with a family member? Second most difficult	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	26	26	Q.2 Which, if any, of the following topics would you find or have you found most difficult to discuss with a family member? Second most difficult	Base: All respondents	2066
●	27	27	Q.2 Which, if any, of the following topics would you find or have you found most difficult to discuss with a family member? Third most difficult	Base: All respondents	2066
●	28	28	Q.2 Which, if any, of the following topics would you find or have you found most difficult to discuss with a family member? Third most difficult	Base: All respondents	2066
●	29	29	Q.3 With which of the following family members, if any, would you find or have you found it most difficult to talk about preparing for getting older? Please select up to three.	Base: All respondents	2066
●	30	30	Q.3 With which of the following family members, if any, would you find or have you found it most difficult to talk about preparing for getting older? Please select up to three.	Base: All respondents	2066
	31	31	Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues? Sumary Table	Base: All respondents	2066
●	32	32	Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues? Who will care for me when I'm older if I need it	Base: All respondents	2066
●	33	33	Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues? Who will care for me when I'm older if I need it	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	34	34	Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues? Where I would like to live if I can no longer live at home	Base: All respondents	2066
●	35	35	Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues? Where I would like to live if I can no longer live at home	Base: All respondents	2066
●	36	36	Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues? Who would make decisions on my behalf, for example about finances, if I cannot make these myself	Base: All respondents	2066
●	37	37	Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues? Who would make decisions on my behalf, for example about finances, if I cannot make these myself	Base: All respondents	2066
●	38	38	Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues? My preferences for end of life care	Base: All respondents	2066
●	39	39	Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues? My preferences for end of life care	Base: All respondents	2066
●	40	40	Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues? How I would pay for any care needs I may have in the future	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	41	41	Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues? How I would pay for any care needs I may have in the future	Base: All respondents	2066
●	42	42	Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues? What I would like to include in my will	Base: All respondents	2066
●	43	43	Q.4 How important, if at all, do you think it is to talk to your family about each of the following issues? What I would like to include in my will	Base: All respondents	2066
	44	44	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Sumary Table	Base: All respondents	2066
●	45	45	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Who will care for them .../Where they would like to live/ Preferences for end of life (NET)	Base: All respondents	2066
●	46	46	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Who will care for them .../Where they would like to live/ Preferences for end of life (NET)	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	47	47	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Summary: Who will care for them .../Where they would like to live/ Preferences for end of life: Discussed (Net)	Base: All respondents	2066
●	48	48	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Summary: Who will care for them .../Where they would like to live/ Preferences for end of life: Discussed (Net)	Base: All respondents	2066
●	49	49	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Summary: Who will care for them .../Where they would like to live/ Preferences for end of life: Not discussed (Net)	Base: All respondents	2066
●	50	50	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Summary: Who will care for them .../Where they would like to live/ Preferences for end of life: Not discussed (Net)	Base: All respondents	2066
●	51	51	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Who will care for them when they are older	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	52	52	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Who will care for them when they are older	Base: All respondents	2066
●	53	53	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Where they would like to live if they could no longer live at home	Base: All respondents	2066
●	54	54	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Where they would like to live if they could no longer live at home	Base: All respondents	2066
●	55	55	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Whether they are able to manage their finances	Base: All respondents	2066
●	56	56	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Whether they are able to manage their finances	Base: All respondents	2066
●	57	57	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Whether they are experiencing difficulties with their memory	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	58	58	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Whether they are experiencing difficulties with their memory	Base: All respondents	2066
●	59	59	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Whether they are lonely	Base: All respondents	2066
●	60	60	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Whether they are lonely	Base: All respondents	2066
●	61	61	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Who might make decisions on their behalf if they cannot make these themselves in the future	Base: All respondents	2066
●	62	62	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Who might make decisions on their behalf if they cannot make these themselves in the future	Base: All respondents	2066
●	63	63	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Their preferences around end of life care	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	64	64	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? Their preferences around end of life care	Base: All respondents	2066
●	65	65	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? What they might include in their will	Base: All respondents	2066
●	66	66	Q.5 Which, if any, of the following statements best describes your interaction with elderly relatives on each of these topics? What they might include in their will	Base: All respondents	2066
	67	67	Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative? Summary Table	Base: All respondents	2066
●	68	68	Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative? Top 3 Most difficult (Net)	Base: All respondents	2066
●	69	68	Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative? Top 3 Most difficult (Net)	Base: All respondents	2066
●	70	69	Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative? Top 3 Most difficult (Net)	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	71	69	Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative? Top 3 Most difficult (Net)	Base: All respondents	2066
●	72	70	Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative? Most difficult	Base: All respondents	2066
●	73	70	Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative? Most difficult	Base: All respondents	2066
●	74	71	Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative? Most difficult	Base: All respondents	2066
●	75	71	Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative? Most difficult	Base: All respondents	2066
●	76	72	Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative? Second most difficult	Base: All respondents	2066
●	77	72	Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative? Second most difficult	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	78	73	Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative? Second most difficult	Base: All respondents	2066
●	79	73	Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative? Second most difficult	Base: All respondents	2066
●	80	74	Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative? Third most difficult	Base: All respondents	2066
●	81	74	Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative? Third most difficult	Base: All respondents	2066
●	82	75	Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative? Third most difficult	Base: All respondents	2066
●	83	75	Q.6 Which, if any, of the following topics would you find or have you found most difficult to discuss with an elderly relative? Third most difficult	Base: All respondents	2066
	84	76	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Summary Table	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	85	77	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Who will care for them .../Where they would like to live/ Preferences for end of life (NET)	Base: All respondents	2066
●	86	78	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Who will care for them .../Where they would like to live/ Preferences for end of life (NET)	Base: All respondents	2066
●	87	79	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Summary: Who will care for them .../Where they would like to live/ Preferences for end of life: Important (Net)	Base: All respondents	2066
●	88	80	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Summary: Who will care for them .../Where they would like to live/ Preferences for end of life: Important (Net)	Base: All respondents	2066
●	89	81	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Summary: Who will care for them .../Where they would like to live/ Preferences for end of life: Not important (Net)	Base: All respondents	2066
●	90	82	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Summary: Who will care for them .../Where they would like to live/ Preferences for end of life: Not important (Net)	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	91	83	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Who will care for them when they are older	Base: All respondents	2066
●	92	84	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Who will care for them when they are older	Base: All respondents	2066
●	93	85	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Where they would like to live if they could no longer live at home	Base: All respondents	2066
●	94	86	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Where they would like to live if they could no longer live at home	Base: All respondents	2066
●	95	87	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Whether they are able to manage their finances	Base: All respondents	2066
●	96	88	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Whether they are able to manage their finances	Base: All respondents	2066
●	97	89	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Whether they are experiencing difficulties with their memory	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	98	90	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Whether they are experiencing difficulties with their memory	Base: All respondents	2066
●	99	91	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Whether they are lonely	Base: All respondents	2066
●	100	92	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Whether they are lonely	Base: All respondents	2066
●	101	93	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Who might make decisions on their behalf if they cannot make these in the future	Base: All respondents	2066
●	102	94	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Who might make decisions on their behalf if they cannot make these in the future	Base: All respondents	2066
●	103	95	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Their preferences around end of life care	Base: All respondents	2066
●	104	96	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? Their preferences around end of life care	Base: All respondents	2066
●	105	97	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? What they might include in their will	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	106	98	Q.7 How important, if at all, do you think it is to talk to elderly relatives about the following topics? What they might include in their will	Base: All respondents	2066
	107	99	Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)? Summary Table	Base: All respondents	2066
●	108	100	Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)? Not knowing how to start the conversation	Base: All respondents	2066
●	109	101	Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)? Not knowing how to start the conversation	Base: All respondents	2066
●	110	102	Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)? Not wanting to face up to the issue	Base: All respondents	2066
●	111	103	Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)? Not wanting to face up to the issue	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	112	104	Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)? Not wanting to worry or upset the person I am talking to	Base: All respondents	2066
●	113	105	Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)? Not wanting to worry or upset the person I am talking to	Base: All respondents	2066
●	114	106	Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)? Being concerned the person I'm talking to won't agree with my point of view	Base: All respondents	2066
●	115	107	Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)? Being concerned the person I'm talking to won't agree with my point of view	Base: All respondents	2066
●	116	108	Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)? Being concerned that I don't have enough knowledge about the subject	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	117	109	Q.8 Which of the following, if any, has or would stop you from having conversations about preparing for older age (either your own or an elderly relative's)? Being concerned that I don't have enough knowledge about the subject	Base: All respondents	2066
	118	110	Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following? Summary Table	Base: All respondents	2066
●	119	111	Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following? Look online for advice about how to begin the conversation	Base: All respondents	2066
●	120	112	Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following? Look online for advice about how to begin the conversation	Base: All respondents	2066
●	121	113	Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following? Look online for information about different options	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	122	114	Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following? Look online for information about different options	Base: All respondents	2066
●	123	115	Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following? Contact a telephone advice line or helpline	Base: All respondents	2066
●	124	116	Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following? Contact a telephone advice line or helpline	Base: All respondents	2066
●	125	117	Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following? Prepare what I might say in advance	Base: All respondents	2066
●	126	118	Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following? Prepare what I might say in advance	Base: All respondents	2066
●	127	119	Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following? Ask friends or family how they had tackled similar conversations	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	128	120	Q.9 Before having a conversation about preparing for older age (either your own or an elderly relative's), how likely or unlikely would you be to do each of the following? Ask friends or family how they had tackled similar conversations	Base: All respondents	2066
●	129	121	Gender	Base: All respondents	2066
●	130	122	Gender	Base: All respondents	2066
●	131	123	Age	Base: All respondents	2066
●	132	124	Age	Base: All respondents	2066
●	133	125	Social Grade	Base: All respondents	2066
●	134	126	Social Grade	Base: All respondents	2066
●	135	127	GO Region	Base: All respondents	2066
●	136	128	GO Region	Base: All respondents	2066
●	137	128	GO Region	Base: All respondents	2066
●	138	129	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2066
●	139	130	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2066
●	140	131	Tenure	Base: All respondents	2066
●	141	132	Tenure	Base: All respondents	2066
●	142	133	What is the highest educational level that you have achieved to date?	Base: All respondents	2066
●	143	134	What is the highest educational level that you have achieved to date?	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	144	135	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	2066
●	145	136	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	2066
●	146	137	How many cars are there in your household?	Base: All respondents	2066
●	147	138	How many cars are there in your household?	Base: All respondents	2066
●	148	139	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2066
●	149	140	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2066
●	150	141	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2066
●	151	142	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2066
●	152	143	Which of the following best describes where you live?	Base: All respondents	2066
●	153	144	Which of the following best describes where you live?	Base: All respondents	2066
●	154	145	Which of the following best describes your current working status?	Base: All respondents	2066
●	155	146	Which of the following best describes your current working status?	Base: All respondents	2066

	Page	Table	Title	Base Description	Base
●	172	157	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2066
●	173	157	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2066
●	174	158	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2066
●	175	158	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2066
●	176	159	Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?	Base: All respondents	2066
●	177	160	Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?	Base: All respondents	2066