



NCPC / HOSPICE UK PUBLIC OPINION RESEARCH: DEATH AND DYING DATA TABLES

Methodology: ComRes interviewed 2,004 British adults online between 18th and 19th April 2018. Data were weighted to be demographically representative of all British adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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Death and Dying Survey

ONLINE Fieldwork: 18th-19th April 2018

Absolutes/col percents

Table 1

Q.1 Thinking about someone you knew well who has died, which of the following do you miss most about them?

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2004	851	1153	179	231	336	392	392	474	410	728	866	709	546	317	432	314	795
Weighted base	2004	978	1026	224	344	322	356	295	462	569	679	756	536	558	412	497	295	860
Talking to them	474 24%	242 25%	232 23%	31 14%	67 19%	70 22% ^c	83 23% ^C	97 33% ^{CDEF}	127 28% ^{CDE}	97 17%	153 22% ⁱ	224 30% ^{IJ}	142 27% ^N	136 24%	79 19%	117 24%	67 23%	206 24%
Seeing them	438 22%	223 23%	215 21%	43 19%	78 23%	72 22%	103 29% ^{CeGH}	53 18%	90 19%	121 21%	175 26% ^K	143 19%	95 18%	110 20%	110 27% ^{LM}	123 25% ^{Lm}	66 22%	188 22%
Spending time with them or something you regularly did together	378 19%	187 19%	191 19%	34 15%	55 16%	51 16%	67 19%	67 23% ^{cdE}	104 23% ^{cdE}	89 16%	119 17%	171 23% ^{IJ}	114 21% ⁿ	109 20%	67 16%	88 18%	63 21% ^q	137 16%
The way they made you feel when you were with them	138 7%	65 7%	73 7%	13 6%	23 7%	18 6%	25 7%	18 6%	41 9%	35 6%	43 6%	59 8%	45 8%	34 6%	27 6%	33 7%	11 4%	63 7% ^p
Being physically close to them e.g. hugging them	117 6%	41 4%	76 7% ^A	20 9% ^f	17 5%	20 6%	15 4%	14 5%	32 7%	36 6%	34 5%	46 6%	27 5%	42 8% ^{IN}	14 3%	35 7% ⁿ	15 5%	47 5%
The sound of their voice	104 5%	37 4%	67 7% ^A	11 5%	20 6%	20 6%	21 6%	15 5%	18 4%	31 6%	40 6%	32 4%	22 4%	31 6%	25 6%	26 5%	13 5%	50 6%
The sound of them laughing	58 3%	21 2%	37 4% ^a	8 4%	10 3%	10 3%	9 3%	8 3%	13 3%	18 3%	19 3%	20 3%	14 3%	18 3%	12 3%	14 3%	8 3%	28 3%
The smell of them	17 1%	8 1%	8 1%	- -	1 *	5 2%	5 1%	1 *	4 1%	1 *	10 2% ⁱ	5 1%	5 1%	6 1%	3 1%	3 1%	5 2%	6 1%
Everything (non-specific)	2 *	1 *	1 *	- -	- -	* *	1 *	* *	* *	- -	1 *	1 *	* *	- -	1 *	1 *	1 *	1 *
The help/ support they gave	2 *	1 *	1 *	- -	- -	- -	1 *	1 *	- -	- -	1 *	1 *	1 *	1 *	- -	- -	- -	2 *
Going to visit them/ the missed opportunities to visit them	2 *	2 *	- -	- -	- -	- -	1 *	- -	1 *	- -	1 *	1 *	2 *	- -	- -	- -	- -	1 *
Having them/ knowing they were there	2 *	2 *	- -	- -	- -	- -	1 *	- -	1 *	- -	1 *	1 *	1 *	- -	- -	1 *	- -	- -

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

Prepared by ComRes

Death and Dying Survey

ONLINE Fieldwork: 18th-19th April 2018

Absolutes/col percents

Table 1

Q.1 Thinking about someone you knew well who has died, which of the following do you miss most about them?

Base: All respondents

	Total	Gender		Age							Social Grade				Employment Sector			
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Weighted base	2004	978	1026	224	344	322	356	295	462	569	679	756	536	558	412	497	295	860
Looking after them/ doing things for them	1 *	1 *	1 *	-	-	-	-	1 1%	-	-	-	1 *	1 *	1 *	-	-	-	1 *
Other answers	4 *	1 *	4 *	1 *	-	1 *	1 *	-	2 *	1 *	2 *	2 *	1 *	1 *	1 *	1 *	2 1%q	1 *
I don't have anyone close to me who has died	317 16%	155 16%	162 16%	65 29% EFGH	74 22% FGH	58 18% FGH	42 12%	27 9%	51 11%	139 24% JK	100 15% K	78 10%	76 14%	95 17%	75 18%	71 14%	51 17%	143 17%
Don't know	5 *	2 *	3 *	-	-	1 *	1 *	1 *	2 1%	-	1 *	4 1%	2 *	3 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/q

Death and Dying Survey

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Absolutes/col percents

Table 1

Q.1 Thinking about someone you knew well who has died, which of the following do you miss most about them?

Base: All respondents

	Total	Region											Know Someone Well Who Has Died		
		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)	Yes (n)	No (o)
Unweighted base	2004	162	105	1737	111	233	179	172	144	201	211	280	206	1706	298
Weighted base	2004	176	100*	1727	84*	230	168	180	150	192	267	279	176	1687	317
Talking to them	474 24%	41 23%	27 27%	406 23%	17 20%	57 25%	38 23%	33 18%	31 21%	41 22%	75 28%h	74 27%h	38 22%	474 28%O	-
Seeing them	438 22%	35 20%	22 22%	382 22%	26 30%aHKM	55 24%k	45 27%HKm	31 17%	32 21%	46 24%	44 16%	72 26%hKm	32 18%	438 26%O	-
Spending time with them or something you regularly did together	378 19%	36 20%	15 15%	327 19%	13 15%	49 21%l	32 19%	36 20%	33 22%l	42 22%l	51 19%	40 14%	31 18%	378 22%O	-
The way they made you feel when you were with them	138 7%	7 4%	5 5%	125 7%	1 2%	13 6%	10 6%	15 8%e	11 7%e	12 6%	18 7%e	27 10%aE	17 10%aE	138 8%O	-
Being physically close to them e.g. hugging them	117 6%	4 2%	4 4%	109 6%a	8 10%Af	9 4%	11 7%	8 4%	8 5%	17 9%Af	18 7%	16 6%	14 8%A	117 7%O	-
The sound of their voice	104 5%	7 4%b	-	97 6%B	4 4%B	7 3%	11 7%B	10 5%B	8 5%B	11 6%B	20 8%Bf	12 4%B	15 8%BF	104 6%O	-
The sound of them laughing	58 3%	6 3%	3 3%	49 3%	1 1%	5 2%	6 3%	4 2%	2 1%	2 1%	14 5%eiJ	10 4%	4 2%	58 3%O	-
The smell of them	17 1%	-	1 1%	16 1%	2 2%Afj	1 *	1 1%	4 2%afj	-	*	4 1%	2 1%	1 1%	17 1%	-
Everything (non-specific)	2 *	-	-	2 *	*	-	-	1 1%	-	*	-	-	*	2 *	-
The help/ support they gave	2 *	1 *	-	1 *	-	-	-	1 1%	-	-	-	-	-	2 *	-
Going to visit them/ the missed opportunities to visit them	2 *	-	-	2 *	-	-	-	-	-	-	1 *	-	1 1%	2 *	-

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 - n/o

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

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Base: All respondents

	Region												Know Someone Well Who Has Died		
	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)	Yes (n)	No (o)
Weighted base	2004	176	100*	1727	84*	230	168	180	150	192	267	279	176	1687	317
Having them/ knowing they were there	2 *	-	-	2 *	-	-	-	-	1 *	-	-	1 *	-	2 *	-
Looking after them/ doing things for them	1 *	-	1 1%d	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-
Other answers	4 *	-	-	4 *	-	3 1%	-	1 *	-	1 *	-	-	-	4 *	-
I don't have anyone close to me who has died	317 16%	38 22% <small>dgJKl</small>	21 21% <small>j</small>	258 15%	12 15%	36 16%	23 14%	42 23% <small>fGJKLM</small>	24 16%	22 11%	37 14%	37 13%	25 14%	-	317 100% <small>N</small>
Don't know	5 *	2 1% <small>DI</small>	1 1%	2 *	1 1%	-	-	1 *	-	-	-	-	1 *	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 - n/o

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Death and Dying Survey

ONLINE Fieldwork: 18th-19th April 2018

Absolutes/col percents

Table 2

Q.2 In your experience, who is most responsible for initiating practical conversations about death, e.g. making a will, planning a funeral etc.?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2004	851	1153	179	231	336	392	392	474	410	728	866	709	546	317	432	314	795
Weighted base	2004	978	1026	224	344	322	356	295	462	569	679	756	536	558	412	497	295	860
The person it affects	885 44%	422 43%	463 45%	48 22%	108 31% ^c	143 44% ^{CD}	170 48% ^{CD}	158 54% ^{CDE}	257 56% ^{CDEF}	157 28%	313 46% ^I	415 55% ^{IJ}	262 49% ^{No}	254 45% ^N	156 38%	213 43%	116 39%	372 43%
A parent or carer/ child as applicable	209 10%	87 9%	123 12% ^A	50 22% ^{EFGH}	54 16% ^{EGH}	30 9% ^{gH}	39 11% ^{GH}	17 6%	19 4%	104 18% ^{JK}	70 10% ^K	35 5%	61 11%	49 9%	51 12%	49 10%	36 12%	98 11%
Other family	191 10%	114 12% ^B	77 8%	18 8%	14 4%	27 8% ^d	34 10% ^D	35 12% ^D	63 14% ^{cDEf}	32 6%	61 9% ⁱ	98 13% ^{IJ}	49 9%	55 10%	41 10%	45 9%	28 9%	68 8%
Friends	143 7%	79 8%	64 6%	13 6%	32 9%	19 6%	31 9%	20 7%	27 6%	45 8%	51 7%	47 6%	44 8%	40 7%	29 7%	29 6%	24 8%	73 8%
Lawyer	42 2%	14 1%	28 3% ^a	6 2% ^F	19 5% ^{EFGH}	2 1%	1 *	4 1% ^f	10 2% ^F	24 4% ^{JK}	3 *	14 2% ^J	14 3%	12 2%	5 1%	11 2%	5 2%	23 3%
Health care professional (e.g. GP or nurse)	30 2%	12 1%	19 2%	6 3%	3 1%	9 3% ^G	6 2%	2 1%	5 1%	9 2%	14 2% ^k	7 1%	7 1%	10 2%	6 1%	7 1%	9 3% ^Q	7 1%
Faith or community leader	27 1%	12 1%	15 1%	9 4% ^{EfGH}	9 2% ^{GH}	2 1%	4 1%	1 *	2 *	18 3% ^{JK}	7 1%	3 *	6 1%	12 2% ⁿ	2 1%	7 1%	6 2%	16 2%
Myself	6 *	2 *	4 *	1 *	-	-	-	2 1%	4 1%	1 *	-	5 1% ^J	2 *	3 1%	1 *	-	-	-
It would depend on the circumstances	2 *	1 *	1 *	-	-	-	-	1 *	1 *	-	-	2 *	-	-	-	2 *	-	1 *
No one	1 *	-	1 *	-	-	-	-	1 *	-	-	-	1 *	-	1 *	-	-	-	1 *
Other answers	2 *	2 *	-	-	-	-	-	-	2 *	-	-	2 *	1 *	1 *	-	-	-	-
Don't know	467 23%	234 24%	233 23%	74 33% ^{FGH}	105 31% ^{FGH}	89 28% ^{FGH}	72 20%	55 19%	72 16%	179 31% ^{JK}	161 24% ^K	126 17%	90 17%	122 22% ^L	121 29% ^{LM}	133 27% ^L	72 24%	203 24%

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

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Base: All respondents

	Total	Region											Know Someone Well Who Has Died		
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Unweighted base	2004	162	105	1737	111	233	179	172	144	201	211	280	206	1706	298
Weighted base	2004	176	100*	1727	84*	230	168	180	150	192	267	279	176	1687	317
The person it affects	885 44%	72 41%	48 47%	765 44%	45 54%afhkLm	99 43%	78 46%	76 42%	73 49%	95 49%l	113 43%	112 40%	74 42%	778 46%O	107 34%
A parent or carer/ child as applicable	209 10%	16 9%	8 8%	186 11%	5 6%	19 8%	11 7%	17 10%	15 10%	22 12%	43 16%abEFGl	28 10%	25 14%efG	188 11%O	21 7%
Other family	191 10%	22 12%K	6 6%	163 9%	11 13%hK	27 12%K	19 11%k	12 7%	14 10%	14 7%	5 5%	34 12%hK	18 10%k	177 10%O	14 5%
Friends	143 7%	9 5%	6 6%	128 7%	4 5%	17 8%J	13 8%J	17 9%J	11 7%j	5 3%	19 7%j	32 12%aeJM	9 5%	131 8%O	12 4%
Lawyer	42 2%	4 2%	-	38 2%	1 1%	5 2%	2 1%	5 3%	5 3%	4 2%	13 5%BgLM	3 1%	1 1%	35 2%	6 2%
Health care professional (e.g. GP or nurse)	30 2%	4 2%j	-	27 2%	2 2%j	6 2%j	1 *	3 1%	2 2%	-	6 2%j	3 1%	5 3%gJ	25 1%	5 2%
Faith or community leader	27 1%	1 1%	1 1%	25 1%	2 3%l	3 1%	1 1%	3 2%	-	4 2%	4 1%	5 2%	2 1%	24 1%	3 1%
Myself	6 *	1 1%	-	5 *	* *	-	-	-	-	1 *	1 *	2 1%	1 *	4 *	2 1%
It would depend on the circumstances	2 *	-	-	2 *	-	-	-	1 1%	-	-	-	1 *	-	2 *	-
No one	1 *	-	1 1%D	-	-	-	-	-	-	-	-	-	-	1 *	-
Other answers	2 *	-	-	2 *	-	1 *	-	-	-	-	-	1 *	1 *	1 *	1 *
Don't know	467 23%	48 27%e	31 31%dEikL	388 22%	13 16%	54 23%	43 25%e	47 26%e	30 20%	49 25%e	54 20%	57 21%	41 23%	321 19%	145 46%N

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 - n/o

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Absolutes/col percents

Table 3

Q.3 Imagine that someone you know well but do not live close to has died. How would you prefer to find out about their death?

Summary Table**Base: All respondents**

	<u>Top 3 (Net)</u>	<u>Most preferred</u>	<u>Second most preferred</u>	<u>Third most preferred</u>
Unweighted base	2004	2004	2004	2004
Weighted base	2004	2004	2004	2004
NET: Direct communication	1990 99%	1921 96%	1660 83%	1506 75%
Phone call	1702 85%	1061 53%	539 27%	101 5%
Social media direct message	253 13%	29 1%	75 4%	149 7%
Email	579 29%	60 3%	179 9%	340 17%
Formal letter/card	624 31%	62 3%	195 10%	367 18%
Text message	595 30%	73 4%	185 9%	338 17%
In person through a mutual connection	1334 67%	637 32%	486 24%	211 11%
NET: Non-direct communication	206 10%	62 3%	53 3%	110 5%
Newspaper announcement	132 7%	36 2%	31 2%	66 3%
Social media post	93 5%	26 1%	22 1%	44 2%
Other	89 4%	21 1%	8 *	60 3%
Don't know	- -	- -	282 14%	328 16%
NET: Online	842 42%	115 6%	276 14%	533 27%

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Absolutes/col percents

Table 4

Q.3 Imagine that someone you know well but do not live close to has died. How would you prefer to find out about their death?

Top 3 (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+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2004	851	1153	179	231	336	392	392	474	410	728	866	709	546	317	432	314	795
Weighted base	2004	978	1026	224	344	322	356	295	462	569	679	756	536	558	412	497	295	860
NET: Direct communication	1990 99%	968 99%	1022 100%	220 98%	342 99%	322 100% ^{Cf}	353 99%	295 100% ^{Cf}	459 99%	561 99%	675 99%	754 100%	533 99%	557 100%	408 99%	492 99%	295 100%	853 99%
Phone call	1702 85%	816 84%	885 86%	175 78%	260 75%	277 86% ^{CD}	295 83% ^d	267 90% ^{CDEF}	429 93% ^{CDEF}	435 76%	572 84% ^I	695 92% ^{IJ}	464 86% ^N	491 88% ^N	327 79%	420 85% ⁿ	237 80%	710 83%
In person through a mutual connection	1334 67%	653 67%	681 66%	147 65%	206 60%	201 62%	229 64%	216 73% ^{cDEF}	335 73% ^{DEF}	353 62%	430 63%	551 73% ^{IJ}	351 65%	396 71% ^{IN}	257 62%	330 66%	197 67%	539 63%
Formal letter/card	624 31%	316 32%	308 30%	52 23%	80 23%	92 28%	99 28%	111 38% ^{CDEF}	190 41% ^{CDEF}	132 23%	191 28%	301 40% ^{IJ}	177 33% ^m	154 28%	138 34% ^m	155 31%	78 26%	256 30%
Text message	595 30%	266 27%	329 32% ^A	78 35% ^{GH}	136 40% ^{GH}	111 34% ^{GH}	121 34% ^{GH}	64 22%	87 19%	214 38% ^K	231 34% ^K	150 20%	151 28%	161 29%	123 30%	162 33%	120 41% ^Q	269 31%
Email	579 29%	330 34% ^B	249 24%	23 10%	73 21% ^C	77 24% ^C	108 30% ^{CDe}	98 33% ^{CDE}	201 44% ^{CDEFG17%}	96 27% ^I	184 27% ^I	299 40% ^{IJ}	200 37% ^{MNO}	162 29% ^o	100 24%	116 23%	55 19%	244 28% ^P
Social media direct message	253 13%	118 12%	134 13%	46 21% ^{fGH}	65 19% ^{GH}	49 15% ^{GH}	49 14% ^{gh}	26 9% ^H	16 4%	112 20% ^{JK}	98 14% ^K	43 6%	65 12%	70 13%	53 13%	65 13%	32 11%	134 16% ^p
NET: Non-direct communication	206 10%	137 14% ^B	70 7%	19 8%	44 13%	33 10%	40 11%	28 9%	41 9%	63 11%	74 11%	69 9%	62 11% ^o	53 9%	54 13% ^O	38 8%	22 7%	114 13% ^P
Newspaper announcement	132 7%	89 9% ^B	43 4%	4 2%	28 8% ^C	16 5% ^c	24 7% ^C	23 8% ^C	37 8% ^C	32 6%	40 6%	61 8%	43 8% ^O	31 6%	39 9% ^{mO}	19 4%	12 4%	71 8% ^P
Social media post	93 5%	64 7% ^B	29 3%	17 8% ^{GH}	26 8% ^{GH}	21 7% ^{GH}	19 5% ^{GH}	5 2%	4 1%	43 8% ^K	40 6% ^K	9 1%	26 5%	25 4%	24 6%	18 4%	11 4%	60 7% ^p
Other	89 4%	53 5% ^b	36 4%	15 7%	17 5%	13 4%	14 4%	15 5%	16 3%	32 6%	27 4%	30 4%	22 4%	21 4%	14 3%	33 7% ^{lmn}	10 3%	39 5%
NET: Online	842 42%	464 47% ^B	379 37%	76 34%	139 40%	135 42%	150 42%	125 42% ^c	217 47% ^C	215 38%	285 42%	342 45% ^I	265 49% ^{MNO}	238 43%	155 38%	185 37%	90 31%	393 46% ^P

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

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Absolutes/col percents

Table 4

Q.3 Imagine that someone you know well but do not live close to has died. How would you prefer to find out about their death?

Top 3 (Net)

Base: All respondents

	Total	Region											Know Someone Well Who Has Died		
		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)	Yes (n)	No (o)
Unweighted base	2004	162	105	1737	111	233	179	172	144	201	211	280	206	1706	298
Weighted base	2004	176	100*	1727	84*	230	168	180	150	192	267	279	176	1687	317
NET: Direct communication	1990	175	100	1715	83	230	166	180	150	190	263	278	174	1676	314
Phone call	1702 85%	148 84%	85 85%	1469 85%	72 86%	204 88%gk	138 82%	152 84%	129 86%	172 89%gK	217 81%	233 84%	153 87%	1454 86%O	248 78%
In person through a mutual connection	1334 67%	126 71%kl	72 72%kl	1136 66%	61 72%kl	162 70%kL	112 66%	116 64%	103 68%	139 72%KL	162 61%	170 61%	112 64%	1153 68%O	181 57%
Formal letter/card	624 31%	49 28%	23 23%	553 32%b	20 24%	63 27%	52 31%	62 35%be	50 33%b	56 29%	89 33%b	101 36%BEf	59 34%b	531 31%	94 30%
Text message	595 30%	61 35%M	33 32%	502 29%	34 40%FHijM	63 27%	50 30%	48 26%	43 29%	55 28%	86 32%m	83 30%	41 23%	488 29%	108 34%
Email	579 29%	30 17%	26 26%a	524 30%A	22 26%	70 30%A	41 24%	67 37%AbeGJ	44 29%A	50 26%a	100 37%AbeGJl	81 29%A	51 29%A	486 29%	93 30%
Social media direct message	253 13%	21 12%	14 14%	217 13%	10 11%	22 10%	17 10%	21 12%	11 7%	37 19%FGHIL	41 15%l	32 12%	26 15%l	214 13%	39 12%
NET: Non-direct communication	206 10%	24 14%bj	6 6%	176 10%	6 7%	21 9%	23 13%bj	18 10%	16 11%	13 7%	29 11%	32 11%	18 10%	167 10%	40 13%
Newspaper announcement	132 7%	18 10%dBj	3 3%	111 6%	4 5%	13 6%	12 7%	11 6%	11 7%	10 5%	18 7%	16 6%	15 8%	115 7%	17 5%
Social media post	93 5%	7 4%	3 3%	83 5%	2 2%	9 4%	10 6%Jm	13 7%eJM	8 5%j	3 2%	18 7%JM	16 6%jm	3 2%	66 4%	27 8%N
Other	89 4%	10 6%	4 4%	75 4%	4 5%	10 4%	8 5%	5 3%	10 6%	7 4%	8 3%	10 4%	13 8%HKl	77 5%	12 4%
NET: Online	842 42%	55 31%	41 41%	746 43%A	31 36%	96 41%a	61 36%	87 48%AeG	61 41%	83 43%A	143 54%AbEFGJlJL41%a	113 41%a	72 41%a	702 42%	140 44%

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 - n/o

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

Death and Dying Survey

ONLINE Fieldwork: 18th-19th April 2018

Absolutes/col percents

Table 5
Q.3 Imagine that someone you know well but do not live close to has died. How would you prefer to find out about their death?
Most preferred
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2004	851	1153	179	231	336	392	392	474	410	728	866	709	546	317	432	314	795
Weighted base	2004	978	1026	224	344	322	356	295	462	569	679	756	536	558	412	497	295	860
NET: Direct communication	1921 96%	909 93%	1012 99%A	214 96%	314 91%	313 97%D	344 96%D	286 97%D	450 97%D	529 93%	657 97%I	736 97%I	515 96%N	548 98%LN	379 92%	479 97%N	287 97%q	814 95%
Phone call	1061 53%	492 50%	569 55%A	107 48%	139 40%	185 58%CD	197 55%D	167 57%CD	267 58%CD	246 43%	382 56%I	433 57%I	305 57%m	287 51%	212 51%	257 52%	153 52%	458 53%
In person through a mutual connection	637 32%	308 32%	328 32%	84 37%Ef	124 36%E	87 27%	103 29%	90 31%	149 32%	208 37%J	190 28%	239 32%	149 28%	200 36%Ln	118 29%	170 34%L	94 32%	256 30%
Text message	73 4%	32 3%	40 4%	11 5%gH	17 5%GH	22 7%GH	14 4%gH	5 2%	4 1%	28 5%K	36 5%K	9 1%	11 2%	29 5%L	12 3%	21 4%I	19 7%Q	30 3%
Formal letter/card	62 3%	32 3%	30 3%	5 2%	8 2%	7 2%	11 3%	11 4%	19 4%	13 2%	18 3%	30 4%	17 3%	14 2%	20 5%mo	11 2%	8 3%	31 4%
Email	60 3%	30 3%	30 3%	3 1%	13 4%	8 3%	13 4%	12 4%c	12 3%	15 3%	21 3%	24 3%	27 5%MNO	13 2%	9 2%	11 2%	7 2%	24 3%
Social media direct message	29 1%	15 1%	14 1%	5 2%H	14 4%eGH	4 1%H	6 2%H	1 *	- -	18 3%jK	9 1%K	1 *	6 1%	6 1%	8 2%	9 2%	6 2%	15 2%
NET: Non-direct communication	62 3%	56 6%B	6 1%	7 3%	24 7%EFGH	5 2%	8 2%	8 3%	9 2%	31 5%JK	13 2%	17 2%	19 3%mo	9 2%	27 7%IMO	7 1%	6 2%	38 4%
Newspaper announcement	36 2%	33 3%B	3 *	1 *	14 4%CEf	2 1%	4 1%	7 2%e	9 2%	15 3%j	6 1%	15 2%j	13 2%MO	4 1%	15 4%MO	4 1%	5 2%	18 2%
Social media post	26 1%	23 2%B	3 *	7 3%gH	10 3%GH	4 1%h	4 1%h	1 1%	1 *	17 3%jK	8 1%k	2 *	6 1%	5 1%	12 3%ImO	3 1%	1 1%	20 2%p
Other	21 1%	13 1%	7 1%	3 1%	6 2%g	4 1%	5 1%g	1 *	3 1%	9 2%k	9 1%k	3 *	3 *	1 *	6 2%m	10 2%LM	1 *	8 1%
NET: Online	115 6%	68 7%b	48 5%	14 6%h	36 11%EGH	16 5%	23 6%H	15 5%h	12 3%	50 9%jK	38 6%k	27 4%	39 7%M	24 4%	29 7%	24 5%	15 5%	59 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/q

Death and Dying Survey

ONLINE Fieldwork: 18th-19th April 2018

Absolutes/col percents

Table 5

Q.3 Imagine that someone you know well but do not live close to has died. How would you prefer to find out about their death?

Most preferred

Base: All respondents

	Total	Region											Know Someone Well Who Has Died		
		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)	Yes (n)	No (o)
Unweighted base	2004	162	105	1737	111	233	179	172	144	201	211	280	206	1706	298
Weighted base	2004	176	100*	1727	84*	230	168	180	150	192	267	279	176	1687	317
NET: Direct communication	1921	165	97	1659	83	225	161	169	142	188	254	268	169	1622	299
	96%	94%	97%	96%	98%	98%ah	96%	94%	95%	98%ah	95%	96%	96%	96%	94%
Phone call	1061	84	53	924	46	121	88	99	84	104	138	144	101	904	157
	53%	48%	52%	54%	54%	52%	52%	55%	56%	54%	52%	52%	57%	54%	49%
In person through a mutual connection	637	65	35	537	30	80	57	48	41	66	77	88	50	538	99
	32%	37%h	35%	31%	36%	35%	34%	27%	27%	34%	29%	32%	28%	32%	31%
Text message	73	9	3	60	3	10	3	7	5	3	12	16	2	57	16
	4%	5%jm	3%	3%	3%	4% ^m	2%	4%	3%	1%	4% ^m	6% ^{gJM}	1%	3%	5%
Formal letter/card	62	3	2	56	2	4	5	5	7	7	10	10	7	48	14
	3%	2%	2%	3%	2%	2%	3%	3%	4%	4%	4%	3%	4%	3%	4%
Email	60	1	3	56	*	8	5	5	5	7	9	9	6	49	11
	3%	1%	3%	3%	*	4%	3%	3%	3%	4%	4%	3%	3%	3%	3%
Social media direct message	29	2	*	26	2	1	4	4	1	2	7	1	3	25	4
	1%	1%	*	2%	2% ^l	1%	3% ^l	2%	1%	1%	3% ^l	*	2%	1%	1%
NET: Non-direct communication	62	8	3	51	1	3	4	11	5	2	11	10	4	47	15
	3%	5% ^j	3%	3%	1%	1%	2%	6% ^{eFJm}	3%	1%	4% ^j	4% ^j	2%	3%	5%
Newspaper announcement	36	6	1	28	1	2	3	7	2	2	4	6	2	26	10
	2%	3%	1%	2%	1%	1%	2%	4% ^{fj}	1%	1%	2%	2%	1%	2%	3%
Social media post	26	2	2	22	-	1	2	4	3	-	6	4	2	21	6
	1%	1%	2% ^j	1%	-	1%	1%	2% ^j	2% ^j	-	2% ^j	1%	1%	1%	2%
Other	21	3	-	17	1	2	3	*	3	3	2	1	3	18	3
	1%	2%	-	1%	1%	1%	2%	*	2%	1%	1%	*	2%	1%	1%
NET: Online	115	6	6	104	2	11	11	14	9	9	23	15	11	96	20
	6%	3%	5%	6%	3%	5%	7%	8%	6%	4%	9% ^{ae}	5%	6%	6%	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 - n/o

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

Death and Dying Survey

ONLINE Fieldwork: 18th-19th April 2018

Absolutes/col percents

Table 6

Q.3 Imagine that someone you know well but do not live close to has died. How would you prefer to find out about their death?

Second most preferred

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2004	851	1153	179	231	336	392	392	474	410	728	866	709	546	317	432	314	795
Weighted base	2004	978	1026	224	344	322	356	295	462	569	679	756	536	558	412	497	295	860
NET: Direct communication	1660 83%	831 85%B	830 81%	165 74%	265 77%	258 80%	289 81%c	261 89%CDEF	422 91%CDEF	430 76%	547 81%i	683 90%IJ	460 86%No	469 84%	328 80%	403 81%	227 77%	699 81%
Phone call	539 27%	263 27%	276 27%	62 27%	104 30%	77 24%	86 24%	78 26%	134 29%	166 29%j	162 24%	212 28%j	129 24%	175 31%LN	91 22%	144 29%n	71 24%	215 25%
In person through a mutual connection	486 24%	235 24%	252 25%	47 21%	53 15%	83 26%D	88 25%D	93 31%CDf	124 27%D	99 17%	171 25%l	216 29%l	140 26%o	134 24%	111 27%o	102 20%	80 27%	208 24%
Formal letter/card	195 10%	107 11%	88 9%	17 8%	34 10%	24 8%	22 6%	31 10%F	67 15%CEF	51 9%	46 7%	98 13%iJ	56 10%	46 8%	40 10%	53 11%	18 6%	78 9%
Text message	185 9%	94 10%	92 9%	20 9%	36 11%	34 11%	38 11%h	25 8%	32 7%	56 10%	71 11%k	57 8%	52 10%M	33 6%	47 11%M	53 11%M	29 10%	86 10%
Email	179 9%	104 11%B	75 7%	5 2%	20 6%	29 9%C	38 11%Cd	27 9%C	60 13%CD	25 4%	67 10%l	88 12%l	62 12%NO	57 10%no	26 6%	34 7%	22 7%	71 8%
Social media direct message	75 4%	29 3%	47 5%a	15 7%gH	18 5%H	11 3%H	18 5%H	8 3%h	4 1%	33 6%K	30 4%K	12 2%	20 4%	24 4%	14 3%	18 4%	8 3%	42 5%
NET: Non-direct communication	53 3%	36 4%B	17 2%	2 1%	15 4%cgH	12 4%ch	14 4%cgH	5 2%	6 1%	17 3%	26 4%K	11 1%	19 4%	13 2%	8 2%	13 3%	5 2%	34 4%
Newspaper announcement	31 2%	24 2%B	7 1%	- -	8 2%c	6 2%c	7 2%c	3 1%	6 1%	8 1%	14 2%	9 1%	12 2%o	8 1%	7 2%	4 1%	3 1%	20 2%
Social media post	22 1%	12 1%	10 1%	2 1%	7 2%H	5 2%H	7 2%H	1 *	- -	9 2%K	12 2%K	1 *	7 1%	5 1%	1 *	9 2%n	3 1%	14 2%
Other	8 *	7 1%	2 *	3 1%	2 *	1 *	1 *	1 1%	1 *	4 1%	2 *	2 *	5 1%n	1 *	- -	3 1%	* *	7 1%
Don't know	282 14%	104 11%	178 17%A	55 24%EFGH	64 18%GH	52 16%GH	52 15%GH	27 9%	33 7%	118 21%JK	104 15%K	60 8%	52 10%	75 14%l	76 19%Lm	78 16%L	61 21%Q	120 14%
NET: Online	276 14%	145 15%	131 13%	22 10%	45 13%	45 14%	63 18%CG	37 13%	65 14%	66 12%	109 16%i	101 13%	90 17%No	86 15%N	40 10%	60 12%	33 11%	127 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/q

Prepared by ComRes



Death and Dying Survey

ONLINE Fieldwork: 18th-19th April 2018

Absolutes/col percents

Table 6

Q.3 Imagine that someone you know well but do not live close to has died. How would you prefer to find out about their death?

Second most preferred

Base: All respondents

	Total	Region											Know Someone Well Who Has Died		
		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)	Yes (n)	No (o)
Unweighted base	2004	162	105	1737	111	233	179	172	144	201	211	280	206	1706	298
Weighted base	2004	176	100*	1727	84*	230	168	180	150	192	267	279	176	1687	317
NET: Direct communication	1660	139	83	1438	70	191	133	153	126	164	229	226	146	1418	242
	83%	79%	83%	83%	83%	83%	79%	85%	84%	85%	86%	81%	83%	84%O	76%
Phone call	539	54	25	461	20	66	43	45	35	63	68	77	44	467	73
	27%	31%	25%	27%	24%	29%	25%	25%	23%	33%i	26%	28%	25%	28%	23%
In person through a mutual connection	486	42	32	413	23	58	37	50	46	40	56	59	44	429	58
	24%	24%	32%dgjkl	24%	28%	25%	22%	28%	31%jkl	21%	21%	21%	25%	25%O	18%
Formal letter/card	195	14	9	172	6	20	20	16	13	25	28	24	19	161	34
	10%	8%	9%	10%	7%	9%	12%	9%	9%	13%	11%	9%	11%	10%	11%
Text message	185	16	5	164	12	25	19	13	12	12	28	26	16	157	28
	9%	9%	5%	9%	14%BhJ	11%	11%	7%	8%	6%	11%	9%	9%	9%	9%
Email	179	7	7	165	8	18	7	20	16	15	34	28	19	143	36
	9%	4%	7%	10%A	9%	8%	4%	11%AG	11%aG	8%	13%AG	10%aG	11%AG	8%	11%
Social media direct message	75	5	6	64	2	5	8	8	3	8	15	11	4	62	13
	4%	3%	6%	4%	2%	2%	4%	5%	2%	4%	6%	4%	3%	4%	4%
NET: Non-direct communication	53	7	1	45	1	4	5	6	4	5	11	7	2	40	13
	3%	4%	1%	3%	2%	2%	3%	3%	3%	4%	4%	2%	1%	2%	4%
Newspaper announcement	31	6	-	25	1	2	3	3	1	3	7	2	2	28	3
	2%	3%dbfl	-	1%	2%	1%	2%	2%	1%	2%	3%	1%	1%	2%	1%
Social media post	22	1	1	20	-	2	2	2	2	2	4	5	1	13	9
	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	1%	2%	*	1%	3%N
Other	8	1	-	7	1	-	1	-	-	*	-	2	3	8	1
	*	1%	-	*	1%	-	1%	-	-	*	-	1%	2%fk	*	*
Don't know	282	29	16	237	12	35	29	22	20	23	27	44	25	221	61
	14%	17%	16%	14%	14%	15%	17%k	12%	13%	12%	10%	16%	14%	13%	19%N

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 - n/o

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

Death and Dying Survey
ONLINE Fieldwork: 18th-19th April 2018

Absolutes/col percents

Table 6

Q.3 Imagine that someone you know well but do not live close to has died. How would you prefer to find out about their death?

Second most preferred

Base: All respondents

	Region												Know Someone Well Who Has Died		
	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)	Yes (n)	No (o)
Weighted base	2004	176	100*	1727	84*	230	168	180	150	192	267	279	176	1687	317
NET: Online	276 14%	14 8%	13 13%	249 14%A	10 11%	25 11%	17 10%	31 17%Afg	22 14%	25 13%	52 20%AeFG	44 16%A	24 13%	217 13%	59 19%N

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 - n/o

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

Death and Dying Survey

ONLINE Fieldwork: 18th-19th April 2018

Absolutes/col percents

Table 7

Q.3 Imagine that someone you know well but do not live close to has died. How would you prefer to find out about their death?

Third most preferred

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2004	851	1153	179	231	336	392	392	474	410	728	866	709	546	317	432	314	795
Weighted base	2004	978	1026	224	344	322	356	295	462	569	679	756	536	558	412	497	295	860
NET: Direct communication	1506 75%	760 78%B	745 73%	140 62%	242 70%	234 73%C	268 75%C	234 80%CD _e	386 84%CD _{EF}	382 67%	503 74%I	620 82%I _J	432 81%MNO	417 75%	291 71%	365 74%	205 69%	638 74%
Formal letter/card	367 18%	178 18%	189 18%	29 13%	39 11%	60 19%D	67 19%D	69 23%CD	104 22%CD	68 12%	127 19%I	173 23%I _J	104 19%	94 17%	79 19%	91 18%	52 18%	147 17%
Email	340 17%	196 20%B	144 14%	15 7%	41 12%	39 12% _c	57 16%C	59 20%CD _E	129 28%CD _{EF}	56 10%	96 14%i	188 25%I _J	111 21% _m O	92 17%	66 16%	71 14%	27 9%	149 17% _P
Text message	338 17%	140 14%	197 19%A	46 21% _{GH}	83 24% _e GH	55 17% _g H	69 19% _{GH}	34 12%	51 11%	129 23% _K	124 18% _K	85 11%	87 16%	99 18%	64 15%	88 18%	72 24% _Q	153 18%
In person through a mutual connection	211 11%	110 11%	101 10%	17 7%	30 9%	31 10%	38 11%	33 11%	62 13% _{cd}	46 8%	69 10%	95 13% _l	62 12% _N	62 11% _n	28 7%	58 12% _N	23 8%	76 9%
Social media direct message	149 7%	75 8%	74 7%	26 12% _{GH}	34 10% _H	34 11% _{GH}	25 7% _H	17 6% _H	12 3%	60 11% _K	59 9% _K	29 4%	39 7%	41 7%	31 8%	38 8%	17 6%	77 9%
Phone call	101 5%	61 6%B	40 4%	6 3%	17 5%	15 5%	13 4%	22 8% _{CF}	28 6%	23 4%	28 4%	50 7% _J	30 6%	28 5%	24 6%	20 4%	13 4%	37 4%
NET: Non-direct communication	110 5%	61 6%	49 5%	12 5%	15 4%	20 6%	22 6%	16 5%	26 6%	27 5%	42 6%	42 5%	30 6%	34 6%	28 7% _o	18 4%	11 4%	59 7% _p
Newspaper announcement	66 3%	32 3%	33 3%	3 1%	6 2%	8 3%	13 4%	14 5% _{cd}	23 5% _{Cd}	9 2%	21 3%	36 5% _l	17 3%	20 4%	16 4%	12 2%	5 2%	33 4%
Social media post	44 2%	29 3% _b	16 2%	9 4% _{GH}	9 3% _h	12 4% _{GH}	9 3% _g H	2 1%	3 1%	18 3% _K	21 3% _K	5 1%	13 2%	14 2%	12 3%	6 1%	6 2%	26 3%
Other	60 3%	33 3%	27 3%	10 4%	9 3%	9 3%	8 2%	13 4%	12 3%	19 3%	17 2%	25 3%	14 3%	18 3%	7 2%	20 4%	9 3%	24 3%
Don't know	328 16%	123 13%	205 20%A	63 28% _{EF} GH	78 23% _f GH	59 18% _{GH}	59 16% _{GH}	32 11%	38 8%	140 25% _{JK}	118 17% _K	70 9%	60 11%	89 16% _L	86 21% _L	93 19% _L	70 24% _Q	139 16%
NET: Online	533 27%	300 31%B	233 23%	51 23%	83 24%	85 26%	91 25%	78 27%	145 31% _{cdf}	134 24%	176 26%	223 29% _l	163 30% _O	147 26%	109 26%	115 23%	51 17%	252 29% _P

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

Prepared by ComRes



Death and Dying Survey

ONLINE Fieldwork: 18th-19th April 2018

Absolutes/col percents

Table 7

Q.3 Imagine that someone you know well but do not live close to has died. How would you prefer to find out about their death?

Third most preferred

Base: All respondents

	Total	Region												Know Someone Well Who Has Died	
		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)	Yes (n)	No (o)
Unweighted base	2004	162	105	1737	111	233	179	172	144	201	211	280	206	1706	298
Weighted base	2004	176	100*	1727	84*	230	168	180	150	192	267	279	176	1687	317
NET: Direct communication	1506 75%	130 74%	72 72%	1303 75%	65 77%	167 73%	115 68%	145 81%fGm	111 74%	156 81%fGlm	212 79%G	205 74%	127 72%	1284 76%O	222 70%
Formal letter/card	367 18%	31 18%	12 12%	324 19%	13 15%	38 16%	27 16%	42 23%BJ	30 20%j	24 12%	50 19%	67 24%BefgJ	33 19%	321 19%o	46 14%
Email	340 17%	21 12%	16 16%	304 18%a	14 16%	44 19%a	29 17%	41 23%Ajlm	23 16%	27 14%	57 21%A	43 15%	26 15%	293 17%	46 15%
Text message	338 17%	36 20%fm	24 24%dFLM	278 16%	19 22%FM	28 12%	29 17%	28 16%	26 17%	39 20%Fm	46 17%	41 15%	22 13%	274 16%	64 20%
In person through a mutual connection	211 11%	19 11%	5 5%	187 11%b	8 9%	24 11%	18 11%	18 10%	16 11%	32 17%BefhL	29 11%	23 8%	19 11%	186 11%	25 8%
Social media direct message	149 7%	14 8%g	8 8%g	127 7%	6 7%	16 7%	5 3%	9 5%	7 4%	28 14%aeFGHIKL	19 7%	20 7%g	19 11%Ghi	127 8%	22 7%
Phone call	101 5%	10 5%	8 8%j	84 5%	7 8%j	17 7%j	7 4%	8 4%	9 6%	6 3%	11 4%	12 4%	8 5%	83 5%	18 6%
NET: Non-direct communication	110 5%	10 6%	2 2%	98 6%	4 4%	15 7%b	13 8%bj	8 4%	10 7%b	6 3%	14 5%	15 6%	12 7%b	94 6%	16 5%
Newspaper announcement	66 3%	6 4%	2 2%	58 3%	2 2%	9 4%h	6 4%h	1 1%	8 5%H	5 3%	7 3%	8 3%	11 6%bH	61 4%o	4 1%
Social media post	44 2%	4 2%	* *	40 2%	2 2%	6 3%	7 4%bjM	6 4%jm	3 2%	1 1%	7 3%	8 3%	1 *	33 2%	12 4%n
Other	60 3%	6 3%	4 4%	50 3%	3 3%	8 4%	4 3%	4 2%	7 5%	4 2%	5 2%	7 3%	7 4%	51 3%	9 3%
Don't know	328 16%	30 17%	22 22%hjk	276 16%	13 16%	40 17%	36 21%hjk	23 13%	22 14%	26 14%	35 13%	51 18%	31 17%	258 15%	70 22%N

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

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

Death and Dying Survey
ONLINE Fieldwork: 18th-19th April 2018

Absolutes/col percents

Table 7

Q.3 Imagine that someone you know well but do not live close to has died. How would you prefer to find out about their death?

Third most preferred

Base: All respondents

	Region												Know Someone Well Who Has Died		
	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)	Yes (n)	No (o)
Weighted base	2004	176	100*	1727	84*	230	168	180	150	192	267	279	176	1687	317
NET: Online	533 27%	38 22%	24 24%	471 27%	21 25%	65 28%	40 24%	56 31%ai	33 22%	56 29%	83 31%ai	71 25%	46 26%	453 27%	80 25%

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 - n/o

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

Death and Dying Survey

ONLINE Fieldwork: 18th-19th April 2018

Absolutes/col percents

Table 8
Q.4 In every day conversation, what words or phrases would you prefer to use to refer to someone's death?
Base: All respondents

	Gender			Age							Social Grade				Employment Sector			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2004	851	1153	179	231	336	392	392	474	410	728	866	709	546	317	432	314	795
Weighted base	2004	978	1026	224	344	322	356	295	462	569	679	756	536	558	412	497	295	860
NET: Passed away/ passed on/ their passing/ they have passed/ passed over	1093 55%	490 50%	603 59%A	136 61%H	195 57%H	172 54%h	210 59%H	164 56%H	216 47%	331 58%K	382 56%K	380 50%	277 52%	302 54%	240 58%l	275 55%	179 61%q	462 54%
Passed/ passing away/ They have passed away	837 42%	340 35%	497 48%A	120 53%DEFGH	142 41%	131 41%	153 43%	117 40%	174 38%	262 46%K	285 42%	291 38%	201 38%	242 43%l	197 48%Lo	197 40%	146 50%Q	332 39%
Passing/ Their passing	149 7%	94 10%B	55 5%	11 5%	32 9%H	31 10%cH	32 9%H	22 8%h	21 5%	43 8%	63 9%K	43 6%	44 8%	36 6%	27 7%	41 8%	19 6%	78 9%
Passed/ They have passed	64 3%	32 3%	32 3%	6 3%	16 5%H	8 3%	13 4%H	16 5%eH	5 1%	23 4%	21 3%	20 3%	16 3%	14 2%	12 3%	23 5%	7 3%	38 4%
Passed on/ They have passed on	64 3%	32 3%	32 3%	4 2%	10 3%	6 2%	15 4%	11 4%	18 4%	14 3%	21 3%	29 4%	23 4%N	21 4%	7 2%	13 3%	11 4%	25 3%
Passed over/ They have passed over	16 1%	7 1%	10 1%	- -	1 *	2 *	3 1%	6 2%c	5 1%	1 *	5 1%	10 1%i	7 1%N	2 *	- -	7 1%n	1 1%	4 1%
Dead/ died/ death/ they have died/ they are dead/ dying/ they are dying	574 29%	286 29%	288 28%	36 16%	73 21%	69 21%	89 25%C	112 38%CDEF	195 42%CDEF	109 19%	158 23%	307 41%IJ	204 38%MNO	170 30%NO	89 22%	112 22%	76 26%	203 24%
Sad/ sad news/ it is sad they have died	76 4%	40 4%	36 4%	10 4%	14 4%	13 4%	10 3%	15 5%	14 3%	24 4%	23 3%	29 4%	16 3%	27 5%	13 3%	19 4%	13 4%	39 5%
Sorry/ I am sorry they have died	64 3%	22 2%	42 4%A	6 3%	13 4%	10 3%	9 3%	9 3%	17 4%	19 3%	19 3%	26 3%	16 3%	14 2%	9 2%	25 5%mn	10 3%	21 2%
Departed/ gone/ they are not here any more	54 3%	25 3%	29 3%	5 2%	16 5%gH	6 2%	15 4%gH	5 2%	6 1%	21 4%K	21 3%k	12 2%	11 2%	16 3%	10 2%	16 3%	8 3%	28 3%
Loss/ lost/ it is a loss/ you have suffered a loss	46 2%	20 2%	26 2%	2 1%	8 2%	10 3%	7 2%	4 1%	16 3%g	10 2%	16 2%	20 3%	15 3%M	6 1%	6 1%	19 4%Mn	6 2%	12 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/q

Death and Dying Survey

ONLINE Fieldwork: 18th-19th April 2018

Absolutes/col percents

Table 8

Q.4 In every day conversation, what words or phrases would you prefer to use to refer to someone's death?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Weighted base	2004	978	1026	224	344	322	356	295	462	569	679	756	536	558	412	497	295	860
No longer with us/ they have left us	36 2%	12 1%	24 2%	6 3%	10 3%	5 1%	7 2%	2 1%	6 1%	16 3%k	12 2%	9 1%	15 3%O	14 2%O	6 2%o	1 *	9 3%	20 2%
Offer of condolences/ sympathy/ thoughts/ support	28 1%	12 1%	16 2%	2 1%	8 2%	2 1%	4 1%	4 1%	8 2%	10 2%	6 1%	11 1%	10 2%	5 1%	6 1%	8 2%	3 1%	12 1%
At peace/ at rest/ peaceful/ rest in peace	28 1%	14 1%	14 1%	6 3%G	3 1%	4 1%	9 2%G	1 *	5 1%	9 2%	13 2%k	6 1%	8 1%	11 2%	5 1%	4 1%	7 2%q	7 1%
Deceased/ the are deceased	27 1%	16 2%	11 1%	2 1%	7 2%	6 2%	2 1%	2 1%	7 2%	10 2%	8 1%	9 1%	9 2%	8 1%	6 2%	4 1%	7 2%	11 1%
Mention of memories/ remembrance/ reflections on the person/ their life/ positive mention of the deceased	21 1%	11 1%	11 1%	2 1%	2 1%	2 1%	3 1%	3 1%	8 2%	4 1%	5 1%	11 2%	3 1%	5 1%	5 1%	8 2%	3 1%	10 1%
Explanation of circumstance of death: e.g. quickly, peacefully, of illness etc.	18 1%	4 *	14 1%A	1 1%	7 2%	2 1%	3 1%	2 1%	3 1%	8 1%	5 1%	5 1%	7 1% mN	2 *	-	9 2% mN	3 1%	3 *
They are in a better place/ situation	17 1%	4 *	13 1%a	2 1%	4 1%	5 1%	3 1%	1 *	2 *	6 1%	7 1%	3 *	2 *	5 1%	3 1%	7 1%	4 1%	4 1%
I have no preference/ do not care/ any words are fine	17 1%	12 1%b	4 *	1 1%	2 1%	4 1%F	-	3 1%f	6 1%F	3 1%	4 1%	9 1%	4 1%	2 *	6 1% m	5 1%	-	8 1%
I would be direct/ to the point (non-specific)	14 1%	9 1%	6 1%	2 1%	1 *	4 1%	2 1%	3 1%	2 *	3 1%	6 1%	5 1%	4 1%	4 1%	3 1%	3 1%	1 *	6 1%
Other reference to the difficulty of the situation: e.g. tragic, awful, devastating etc.	13 1%	8 1%	6 1%	3 1%	3 1%	3 1%	1 *	4 1% fH	1 *	6 1%	3 *	5 1%	6 1%	2 *	1 *	4 1%	3 1%	7 1%

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

Prepared by ComRes



Death and Dying Survey

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Absolutes/col percents

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Q.4 In every day conversation, what words or phrases would you prefer to use to refer to someone's death?

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Weighted base	2004	978	1026	224	344	322	356	295	462	569	679	756	536	558	412	497	295	860
Gone to heaven/ to be with God/ the Lord/ the angels	13 1%	3 *	10 1%	-	2 1%	1 *	3 1%	3 1%	4 1%	2 *	4 1%	7 1%	3 1%	3 1%	6 1%o	1 *	1 *	5 1%
Snuffed it	11 1%	10 1%B	1 *	-	-	-	3 1%	6 2%cDEH	2 *	-	3 *	8 1%l	2 *	* *	7 2%IM	2 *	-	5 1%
Mention of how much the deceased will be missed	11 1%	6 1%	4 *	1 *	2 1%	2 1%	* *	2 1%	3 1%	3 1%	2 *	5 1%	3 1%	3 1%	2 *	* *	2 1%	3 *
It depends/ depends on circumstances/ who you are talking to	6 *	1 *	5 1%	-	1 *	-	* *	2 1%	3 1%	1 *	* *	5 1%j	4 1%	2 *	-	* *	* *	4 *
Other answers	109 5%	59 6%	50 5%	7 3%	21 6%	25 8%c	18 5%	18 6%	21 5%	27 5%	43 6%	40 5%	28 5%	35 6%	19 5%	27 5%	11 4%	46 5%
Nothing/ none	53 3%	27 3%	26 2%	7 3%	14 4%fG	15 5%FGh	5 1%	2 1%	9 2%	21 4%K	20 3%	12 2%	14 3%	15 3%	11 3%	13 3%	7 2%	30 4%
Don't know	167 8%	92 9%	75 7%	33 15%fGH	35 10%GH	37 12%GH	31 9%GH	12 4%	19 4%	68 12%K	68 10%K	30 4%	34 6%	45 8%	32 8%	55 11%L	27 9%	85 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/q

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Base: All respondents

	Total	Region											Know Someone Well Who Has Died		
		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)	Yes (n)	No (o)
Unweighted base	2004	162	105	1737	111	233	179	172	144	201	211	280	206	1706	298
Weighted base	2004	176	100*	1727	84*	230	168	180	150	192	267	279	176	1687	317
NET: Passed away/ passed on/ their passing/ they have passed/ passed over	1093 55%	77 44%	57 57%ak	959 56%A	50 59%AK	138 60%AK	96 57%AK	103 57%AK	86 57%AK	107 56%ak	122 46%	157 56%AK	101 57%AK	947 56%O	147 46%
Passed/ passing away/ They have passed away	837 42%	56 32%	46 45%AK	736 43%A	44 53%AfK	93 40%k	72 43%aK	82 46%AK	71 47%AK	87 45%AK	83 31%	122 44%AK	80 45%AK	723 43%o	114 36%
Passing/ Their passing	149 7%	11 6%e	6 6%e	132 8%	1 1%	29 13%aEijLm	16 10%E	14 8%E	8 6%	13 7%e	21 8%E	18 7%e	12 7%e	127 8%	22 7%
Passed/ They have passed	64 3%	6 3%	4 4%	54 3%	2 2%	7 3%	4 2%	2 1%	4 3%	5 2%	13 5%	10 4%	9 5%h	58 3%	7 2%
Passed on/ They have passed on	64 3%	5 3%	2 2%	57 3%	5 6%iJ	11 5%j	5 3%	7 4%	3 2%	3 2%	7 3%	10 3%	5 3%	57 3%	7 2%
Passed over/ They have passed over	16 1%	1 1%	1 1%	14 1%	* 1%	3 1%	2 1%	1 *	- -	3 2%	1 *	2 1%	1 1%	15 1%	1 *
Dead/ died/ death/ they have died/ they are dead/ dying/ they are dying	574 29%	48 27%	31 31%	495 29%	26 31%	63 27%	47 28%	46 26%	40 27%	71 37%fHIL	77 29%	68 24%	57 32%I	485 29%	89 28%
Sad/ sad news/ it is sad they have died	76 4%	10 6%hM	4 4%	62 4%	4 4%	8 3%	4 2%	3 2%	7 5%h	8 4%	10 4%	15 6%hM	2 1%	68 4%	8 3%
Sorry/ I am sorry they have died	64 3%	9 5%I	5 5%i	50 3%	4 4%i	6 3%	4 2%	7 4%	1 1%	8 4%i	8 3%	7 3%	5 3%	62 4%O	2 1%
Departed/ gone/ they are not here any more	54 3%	4 2%	2 2%	48 3%	1 2%	4 2%	4 2%	6 3%	4 3%	7 4%	12 4%	5 2%	5 3%	43 3%	11 4%
Loss/ lost/ it is a loss/ you have suffered a loss	46 2%	8 4%dhk	3 3%	35 2%	2 2%	4 2%	2 1%	1 1%	3 2%	3 2%	2 1%	10 4%k	7 4%hk	44 3%O	2 *

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 - n/o

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

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Weighted base	2004	176	100*	1727	84*	230	168	180	150	192	267	279	176	1687	317
No longer with us/ they have left us	36 2%	1 *	2 2%	33 2%	2 3%	3 1%	4 2%	3 2%	3 2%	3 2%	4 2%	8 3%a	3 2%	35 2%	2 *
Offer of condolences/ sympathy/ thoughts/ support	28 1%	5 3%i	1 1%	22 1%	-	2 1%	1 *	3 1%	-	1 1%	6 2%	7 3%i	3 2%	22 1%	6 2%
At peace/ at rest/ peaceful/ rest in peace	28 1%	6 4%Dg	2 2%	19 1%	1 2%	4 2%	1 *	2 1%	1 1%	2 1%	3 1%	4 1%	2 1%	24 1%	4 1%
Deceased/ the are deceased	27 1%	2 1%	1 1%	25 1%	1 1%	5 2%	2 1%	2 1%	4 3%	1 *	4 1%	6 2%	1 1%	26 2%	1 *
Mention of memories/ remembrance/ reflections on the person/ their life/ positive mention of the deceased	21 1%	1 *	-	21 1%	1 1%	2 1%	4 2%i	6 3%aijk	-	1 1%	2 1%	4 1%	1 1%	17 1%	4 1%
Explanation of circumstance of death: e.g. quickly, peacefully, of illness etc.	18 1%	4 3%dgil	-	14 1%	* 1%	3 1%l	-	3 2%l	-	4 2%gL	2 1%	-	1 *	17 1%	1 *
They are in a better place/ situation	17 1%	5 3%Dij	-	12 1%	1 1%	1 1%	1 *	2 1%	-	-	3 1%	2 1%	2 1%	16 1%	1 *
I have no preference/ do not care/ any words are fine	17 1%	2 1%	1 1%	13 1%	1 1%	4 2%l	1 *	-	-	1 1%	5 2%l	-	2 1%l	11 1%	6 2%n
I would be direct/ to the point (non-specific)	14 1%	1 1%	-	13 1%	1 1%	1 *	2 1%	-	4 3%fHjk	* *	1 1%	3 1%	1 1%	11 1%	3 1%
Other reference to the difficulty of the situation: e.g. tragic, awful, devastating etc.	13 1%	2 1%	-	12 1%	-	2 1%	1 1%	-	3 2%	1 1%	3 1%	2 1%	-	12 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 - n/o
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Prepared by ComRes

Death and Dying Survey

ONLINE Fieldwork: 18th-19th April 2018

Absolutes/col percents

Table 8

Q.4 In every day conversation, what words or phrases would you prefer to use to refer to someone's death?

Base: All respondents

	Total	Region											Know Someone Well Who Has Died		
		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)	Yes (n)	No (o)
Weighted base	2004	176	100*	1727	84*	230	168	180	150	192	267	279	176	1687	317
Gone to heaven/ to be with God/ the Lord/ the angels	13 1%	- -	- -	13 1%	- -	1 1%	1 1%	2 1%	- -	1 1%	3 1%	3 1%	2 1%	13 1%	- -
Snuffed it	11 1%	3 2%Dj	- -	8 *	- -	* *	- -	1 1%	- -	- -	1 1%	4 1%	1 *	9 1%	2 1%
Mention of how much the deceased will be missed	11 1%	- -	- -	11 1%	3 3%AbghIKIM	2 1%	1 *	1 *	- -	2 1%	- -	2 1%	- -	11 1%	- -
It depends/ depends on circumstances/ who you are talking to	6 *	1 1%	- -	5 *	- -	1 *	2 1%	- -	- -	* *	- -	2 1%	1 *	6 *	1 *
Other answers	109 5%	16 9%dblijm	3 3%	90 5%	4 5%	11 5%	9 6%	11 6%	3 2%	7 4%	18 7%i	18 6%i	8 4%	98 6%	11 4%
Nothing/ none	53 3%	11 6%DfhJLM	2 2%	40 2%	2 2%j	4 2%	9 5%JLM	3 2%	7 5%JIM	1 *	10 4%Jm	4 1%	1 1%	45 3%	7 2%
Don't know	167 8%	18 10%EF	10 10%ef	139 8%	2 2%	9 4%	12 7%	16 9%ef	8 5%	18 10%EF	35 13%EFI	26 10%EF	13 7%e	111 7%	56 18%N

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 - n/o

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

Death and Dying Survey

ONLINE Fieldwork: 18th-19th April 2018

Absolutes/col percents

Table 9

Q.5 Roughly how often, if at all, would you say you think about dying or death?

Base: All respondents

	Total	Gender		Age							Social Grade				Employment Sector			
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2004	851	1153	179	231	336	392	392	474	410	728	866	709	546	317	432	314	795
Weighted base	2004	978	1026	224	344	322	356	295	462	569	679	756	536	558	412	497	295	860
At least once a day	244 12%	100 10%	143 14%A	26 11%	51 15%H	44 14%h	52 15%gH	29 10%	42 9%	77 14%k	96 14%K	71 9%	50 9%	65 12%	55 13%l	73 15%L	37 13%	102 12%
Once a week	408 20%	188 19%	220 21%	46 21%	72 21%	63 20%	63 18%	65 22%	100 22%	118 21%	126 19%	164 22%	108 20%	114 20%	80 19%	106 21%	60 20%	169 20%
Once a month	230 11%	104 11%	126 12%	42 19% ^d EFGH	40 12%	30 9%	33 9%	31 10%	54 12%	82 14%J	63 9%	85 11%	74 14%nO	72 13%o	40 10%	43 9%	33 11%	100 12%
Once every few months	282 14%	119 12%	163 16%A	27 12%	44 13%	38 12%	51 14%	38 13%	83 18% ^c Eg	71 12%	90 13%	122 16%	93 17%nO	78 14%	50 12%	61 12%	40 13%	122 14%
Rarely	572 29%	317 32%B	255 25%	55 25%	83 24%	94 29%	104 29%	97 33% ^c D	139 30%	139 24%	198 29%	236 31% ^l	146 27%	172 31%	112 27%	141 28%	90 30%	240 28%
Never	102 5%	69 7%B	32 3%	11 5%	24 7% ^h	13 4%	22 6%	15 5%	17 4%	35 6%	35 5%	32 4%	26 5%	25 5%	24 6%	27 5%	16 5%	53 6%
Don't know	117 6%	53 5%	65 6%	11 5%	21 6%	30 9% ^G H	23 6%	14 5%	18 4%	33 6%	53 8% ^K	32 4%	26 5%	17 3%	42 10% ^L M	33 7% ^M	12 4%	51 6%
Prefer not to say	49 2%	27 3%	21 2%	7 3%	9 3%	9 3%	9 3%	6 2%	9 2%	16 3%	18 3%	15 2%	13 2%	15 3%	10 2%	11 2%	7 2%	22 3%
NET: Once a week or more	652 33%	288 29%	364 35%A	72 32%	123 36%	107 33%	115 32%	94 32%	142 31%	195 34%	222 33%	236 31%	159 30%	179 32%	135 33%	180 36% ^L	98 33%	271 32%
NET: Once a month/ every few months	512 26%	223 23%	289 28%A	68 30% ^E	85 25%	69 21%	84 24%	69 23%	137 30% ^E fg	153 27%	153 23%	206 27% ^J	167 31% ^{NO}	150 27% ^o	91 22%	105 21%	73 25%	223 26%
NET: Rarely/ Never	674 34%	386 39%B	288 28%	66 29%	107 31%	108 33%	125 35%	112 38% ^c	156 34%	173 30%	233 34%	268 35%	172 32%	198 35%	136 33%	168 34%	105 36%	293 34%

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

Death and Dying Survey

ONLINE Fieldwork: 18th-19th April 2018

Absolutes/col percents

Table 9

Q.5 Roughly how often, if at all, would you say you think about dying or death?

Base: All respondents

	Total	Region											Know Someone Well Who Has Died		
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Yes (n)	No (o)
Unweighted base	2004	162	105	1737	111	233	179	172	144	201	211	280	206	1706	298
Weighted base	2004	176	100*	1727	84*	230	168	180	150	192	267	279	176	1687	317
At least once a day	244 12%	19 11%	12 12%g	213 12%	16 20%aFGHlm	24 10%	10 6%	20 11%g	19 13%G	25 13%G	47 18%afGl	31 11%g	20 11%g	221 13%O	23 7%
Once a week	408 20%	33 18%	17 17%	359 21%	13 16%	47 20%	28 17%	31 17%	35 23%	38 20%	52 19%	68 24%g	48 27%abEGHjk	353 21%	55 17%
Once a month	230 11%	14 8%	13 13%	202 12%	8 10%	36 15%al	20 12%	24 13%	14 10%	24 12%	28 11%	27 10%	22 12%	206 12%O	23 7%
Once every few months	282 14%	29 17%j	11 11%	241 14%	14 17%j	37 16%j	25 15%	32 18%JK	19 13%	18 9%	27 10%	42 15%j	27 15%	253 15%O	29 9%
Rarely	572 29%	54 30%	32 32%	487 28%	20 24%	63 27%	59 35%ehM	46 26%	48 32%	60 31%	73 27%	76 27%	41 23%	480 28%	92 29%
Never	102 5%	15 9%Dij	9 9%DfjJ	78 4%	3 3%	10 4%	11 7%J	9 5%	5 3%	4 2%	13 5%	15 5%	8 5%	59 3%	43 14%N
Don't know	117 6%	9 5%	4 4%	104 6%	7 9%Fm	7 3%	12 7%f	17 9%FM	7 5%	18 9%FM	15 5%	15 5%	6 4%	78 5%	39 12%N
Prefer not to say	49 2%	4 2%	2 2%	43 2%	2 2%	8 3%h	4 2%	1 *	3 2%	6 3%h	11 4%H	5 2%	4 2%	37 2%	12 4%
NET: Once a week or more	652 33%	51 29%	29 28%	572 33%	30 35%G	71 31%g	37 22%	51 28%	54 36%G	63 33%G	99 37%G	99 36%G	68 39%aGh	574 34%O	78 25%
NET: Once a month/ every few months	512 26%	44 25%	25 24%	444 26%	22 26%	73 32%iJK	45 27%	56 31%jK	33 22%	41 22%	55 21%	69 25%	48 28%	460 27%O	52 17%
NET: Rarely/ Never	674 34%	69 39%em	41 41%eM	564 33%	23 27%	72 31%	71 42%EFhKIM	56 31%	53 35%	64 33%	86 32%	91 33%	49 28%	539 32%	135 43%N

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

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