

DYING MATTERS COALITION – PUBLIC OPINION ON DEATH AND DYING

METHODOLOGY NOTE

ComRes interviewed 2,085 GB adults online between the 15th and 17th April 2016. Data were weighted to be representative of all GB 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

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 1
Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?
Summary
Base: All respondents

		Issues					
		Dying	Sex	Politics	Money	Religion	Immigration
Unweighted base		2085	2085	2085	2085	2085	2085
Weighted base		2085	2085	2085	2085	2085	2085
NET: Comfortable		1336 64%	1037 50%	1715 82%	1629 78%	1670 80%	1766 85%
Very comfortable	(4)	514 25%	331 16%	893 43%	684 33%	838 40%	936 45%
Fairly comfortable	(3)	823 39%	706 34%	821 39%	946 45%	832 40%	830 40%
Fairly uncomfortable	(2)	431 21%	553 27%	189 9%	283 14%	190 9%	151 7%
Very uncomfortable	(1)	193 9%	357 17%	47 2%	87 4%	71 3%	55 3%
NET: Uncomfortable		623 30%	909 44%	236 11%	370 18%	261 13%	206 10%
Prefer not to say		43 2%	54 3%	34 2%	33 2%	44 2%	32 2%
Don't know		82 4%	85 4%	101 5%	53 3%	110 5%	81 4%
Mean		2.85	2.52	3.31	3.11	3.26	3.34
Standard deviation		0.92	0.98	0.74	0.80	0.78	0.74
Standard error		0.02	0.02	0.02	0.02	0.02	0.02

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 2
Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?
Dying
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Comfortable	1336 64%	635 63%	701 66%	143 59%	210 58%	193 56%	227 61%	209 70%	354 76%	369 66%	352 63%	286 63%	330 65%	182 64%	522 58%
Very comfortable	(4) 514 25%	233 23%	281 26%	50 21%	73 20%	78 23%	96 26%	78 26%	138 30%	137 24%	127 23%	109 24%	139 27%	73 25%	188 21%
Fairly comfortable	(3) 823 39%	402 40%	421 39%	93 38%	137 38%	115 34%	132 35%	131 44%	216 46%	231 41%	224 40%	177 39%	190 37%	110 38%	334 37%
Fairly uncomfortable	(2) 431 21%	206 20%	225 21%	50 21%	84 23%	73 21%	87 23%	56 19%	80 17%	108 19%	135 24%	106 23%	81 16%	63 22%	189 21%
Very uncomfortable	(1) 193 9%	92 9%	100 9%	30 13%	44 12%	46 14%	31 8%	22 7%	19 4%	49 9%	40 7%	50 11%	54 11%	28 10%	115 13%
NET: Uncomfortable	623 30%	298 29%	325 30%	81 33%	127 35%	120 35%	118 32%	78 26%	99 21%	158 28%	175 31%	156 34%	134 26%	91 32%	303 34%
Prefer not to say	43 2%	32 3%	12 1%	3 1%	5 1%	11 3%	15 4%	3 1%	6 1%	14 3%	13 2%	2 *	14 3%	7 2%	24 3%
Don't know	82 4%	51 5%	32 3%	16 7%	19 5%	18 5%	11 3%	10 3%	8 2%	20 4%	21 4%	10 2%	30 6%	6 2%	45 5%
Mean	2.85	2.83	2.86	2.73	2.71	2.72	2.84	2.93	3.04	2.87	2.83	2.78	2.89	2.83	2.72
Standard deviation	0.92	0.92	0.93	0.96	0.95	1.00	0.93	0.88	0.81	0.91	0.88	0.94	0.96	0.94	0.97
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.06	0.04

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 2
Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?
Dying
Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Comfortable	1336 64%	131 72%	76 72%	1130 63%	58 67%	151 63%	118 67%	113 60%	97 63%	119 59%	165 60%	199 68%	110 60%
Very comfortable	(4) 514 25%	60 33%	21 20%	433 24%	23 26%	58 24%	49 28%	41 22%	38 25%	41 20%	64 23%	73 25%	46 25%
Fairly comfortable	(3) 823 39%	71 39%	55 52%	696 39%	35 40%	92 39%	69 39%	72 38%	58 38%	79 39%	101 37%	126 43%	64 35%
Fairly uncomfortable	(2) 431 21%	32 18%	16 15%	383 21%	14 16%	53 22%	36 21%	43 23%	35 23%	53 26%	57 21%	55 19%	37 20%
Very uncomfortable	(1) 193 9%	9 5%	10 9%	174 10%	10 11%	26 11%	13 7%	20 11%	10 7%	17 8%	33 12%	28 10%	18 10%
NET: Uncomfortable	623 30%	41 22%	26 24%	557 31%	24 28%	79 33%	49 28%	63 33%	46 30%	70 35%	89 32%	83 28%	55 30%
Prefer not to say	43 2%	6 3%	1 1%	36 2%	1 2%	3 1%	2 1%	1 1%	6 4%	3 2%	9 3%	5 2%	6 3%
Don't know	82 4%	4 2%	4 4%	75 4%	4 4%	7 3%	8 5%	11 6%	6 4%	9 5%	12 4%	5 2%	12 7%
Mean	2.85	3.06	2.86	2.82	2.86	2.80	2.93	2.76	2.87	2.76	2.77	2.87	2.83
Standard deviation	0.92	0.86	0.86	0.93	0.96	0.95	0.90	0.94	0.90	0.89	0.97	0.91	0.96
Standard error	0.02	0.07	0.09	0.02	0.10	0.06	0.07	0.07	0.08	0.06	0.06	0.05	0.07

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 3
Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?

Sex**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Comfortable	1037 50%	510 50%	527 49%	115 47%	164 45%	161 47%	186 50%	152 51%	259 55%	281 50%	261 47%	217 48%	278 55%	129 45%	425 48%
Very comfortable	(4) 331 16%	174 17%	157 15%	39 16%	54 15%	61 18%	61 16%	44 15%	73 16%	88 16%	65 12%	75 16%	102 20%	36 13%	142 16%
Fairly comfortable	(3) 706 34%	336 33%	370 35%	76 31%	110 30%	100 29%	125 34%	109 36%	186 40%	192 34%	196 35%	142 31%	176 35%	92 32%	282 32%
Fairly uncomfortable	(2) 553 27%	266 26%	287 27%	64 26%	104 29%	90 26%	89 24%	91 30%	115 25%	150 27%	164 29%	132 29%	106 21%	92 32%	240 27%
Very uncomfortable	(1) 357 17%	164 16%	193 18%	50 21%	66 18%	61 18%	74 20%	38 13%	67 14%	87 16%	96 17%	90 20%	84 16%	51 18%	162 18%
NET: Uncomfortable	909 44%	429 42%	480 45%	114 47%	170 47%	152 44%	163 44%	129 43%	182 39%	238 42%	260 46%	221 49%	190 37%	143 50%	402 45%
Prefer not to say	54 3%	37 4%	17 2%	3 1%	6 2%	15 4%	11 3%	5 2%	13 3%	22 4%	18 3%	4 1%	9 2%	7 2%	28 3%
Don't know	85 4%	39 4%	46 4%	10 4%	22 6%	14 4%	11 3%	14 5%	14 3%	21 4%	21 4%	12 3%	32 6%	8 3%	39 4%
Mean	2.52	2.55	2.49	2.45	2.45	2.51	2.50	2.56	2.60	2.54	2.44	2.46	2.63	2.42	2.49
Standard deviation	0.98	0.98	0.97	1.01	0.99	1.02	1.01	0.91	0.94	0.96	0.93	1.00	1.01	0.94	0.99
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.06	0.04

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 3
Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?

Sex

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Comfortable	1037 50%	101 56%	46 43%	889 49%	45 51%	120 50%	96 54%	96 51%	75 49%	97 48%	140 51%	127 43%	93 50%
Very comfortable	(4) 331 16%	26 14%	16 15%	289 16%	18 20%	38 16%	29 16%	30 16%	28 18%	25 12%	52 19%	40 14%	30 16%
Fairly comfortable	(3) 706 34%	75 42%	30 28%	601 33%	27 31%	82 34%	67 38%	67 36%	47 31%	72 36%	88 32%	87 30%	63 34%
Fairly uncomfortable	(2) 553 27%	51 28%	34 32%	467 26%	20 23%	68 29%	44 25%	41 22%	48 31%	49 24%	60 22%	89 30%	47 26%
Very uncomfortable	(1) 357 17%	20 11%	19 18%	318 18%	19 21%	39 16%	28 16%	36 19%	25 16%	38 19%	45 16%	60 21%	29 16%
NET: Uncomfortable	909 44%	72 39%	53 50%	784 44%	39 45%	107 45%	72 41%	77 41%	73 47%	86 43%	106 38%	148 51%	76 41%
Prefer not to say	54 3%	3 1%	4 3%	47 3%	1 1%	3 1%	1 *	5 3%	5 3%	5 3%	14 5%	7 2%	7 4%
Don't know	85 4%	6 3%	3 3%	77 4%	3 3%	10 4%	8 4%	9 5%	1 1%	13 7%	15 5%	10 3%	8 5%
Mean	2.52	2.62	2.44	2.51	2.52	2.53	2.57	2.52	2.53	2.46	2.60	2.39	2.56
Standard deviation	0.98	0.88	0.98	0.99	1.06	0.96	0.96	1.01	0.98	0.97	1.02	0.98	0.98
Standard error	0.02	0.07	0.10	0.02	0.11	0.06	0.07	0.08	0.09	0.07	0.06	0.06	0.07

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 4
Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?
Politics
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Comfortable	1715 82%	851 84%	863 81%	187 77%	286 79%	269 78%	286 77%	268 89%	417 89%	483 86%	461 82%	365 80%	406 80%	225 79%	714 80%
Very comfortable	(4) 893 43%	473 47%	421 39%	81 33%	133 37%	140 41%	149 40%	157 52%	234 50%	258 46%	218 39%	193 43%	225 44%	110 39%	348 39%
Fairly comfortable	(3) 821 39%	378 37%	443 41%	107 44%	153 42%	129 38%	138 37%	111 37%	183 39%	225 40%	244 43%	171 38%	181 36%	114 40%	366 41%
Fairly uncomfortable	(2) 189 9%	69 7%	120 11%	25 10%	36 10%	34 10%	45 12%	18 6%	30 6%	38 7%	55 10%	55 12%	41 8%	41 14%	89 10%
Very uncomfortable	(1) 47 2%	27 3%	21 2%	7 3%	10 3%	10 3%	15 4%	1 *	4 1%	13 2%	10 2%	9 2%	15 3%	3 1%	27 3%
NET: Uncomfortable	236 11%	96 9%	140 13%	32 13%	46 13%	44 13%	60 16%	19 6%	34 7%	51 9%	66 12%	63 14%	56 11%	44 15%	116 13%
Prefer not to say	34 2%	25 2%	9 1%	3 1%	5 2%	12 4%	11 3%	* *	2 1%	11 2%	11 2%	1 *	10 2%	6 2%	19 2%
Don't know	101 5%	44 4%	57 5%	20 8%	23 6%	17 5%	14 4%	13 4%	14 3%	16 3%	23 4%	25 6%	37 7%	12 4%	44 5%
Mean	3.31	3.37	3.26	3.19	3.23	3.27	3.21	3.47	3.44	3.36	3.27	3.28	3.33	3.24	3.25
Standard deviation	0.74	0.74	0.74	0.76	0.76	0.78	0.83	0.64	0.65	0.72	0.73	0.76	0.77	0.74	0.77
Standard error	0.02	0.02	0.02	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.05	0.03

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 4
Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?
Politics
Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Comfortable	1715 82%	158 87%	81 76%	1476 82%	72 83%	210 88%	151 85%	155 83%	122 79%	166 82%	226 82%	231 79%	143 78%
Very comfortable	(4) 893 43%	90 50%	39 37%	764 43%	36 41%	115 48%	78 44%	77 41%	66 43%	81 40%	127 46%	103 35%	82 45%
Fairly comfortable	(3) 821 39%	68 38%	41 39%	711 40%	36 41%	95 40%	73 41%	78 42%	56 36%	85 42%	99 36%	129 44%	61 33%
Fairly uncomfortable	(2) 189 9%	12 7%	19 17%	158 9%	9 10%	15 6%	12 7%	13 7%	18 12%	22 11%	20 7%	41 14%	8 4%
Very uncomfortable	(1) 47 2%	3 1%	1 1%	44 2%	2 2%	5 2%	1 1%	3 1%	7 4%	4 2%	5 2%	6 2%	10 5%
NET: Uncomfortable	236 11%	15 8%	19 18%	202 11%	11 12%	21 9%	13 7%	16 8%	25 16%	26 13%	26 9%	48 16%	18 10%
Prefer not to say	34 2%	2 1%	-	32 2%	1 1%	2 1%	1 *	1 1%	5 3%	3 2%	6 2%	8 3%	6 3%
Don't know	101 5%	7 4%	6 6%	88 5%	4 4%	7 3%	12 7%	15 8%	3 2%	7 3%	18 6%	5 2%	17 9%
Mean	3.31	3.42	3.19	3.31	3.29	3.39	3.39	3.34	3.23	3.26	3.38	3.17	3.34
Standard deviation	0.74	0.69	0.76	0.75	0.75	0.72	0.65	0.69	0.84	0.75	0.72	0.76	0.84
Standard error	0.02	0.06	0.08	0.02	0.08	0.05	0.05	0.05	0.08	0.05	0.05	0.04	0.06

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 5
Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?
Money
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Comfortable	1629 78%	795 78%	835 78%	189 78%	276 76%	242 71%	275 74%	250 83%	398 85%	445 79%	424 76%	366 81%	394 78%	224 78%	662 74%
Very comfortable	(4) 684 33%	352 35%	331 31%	77 32%	104 29%	102 30%	97 26%	108 36%	195 42%	177 32%	174 31%	162 36%	170 33%	77 27%	266 30%
Fairly comfortable	(3) 946 45%	443 44%	503 47%	113 47%	172 48%	140 41%	178 48%	141 47%	203 43%	268 48%	249 44%	205 45%	224 44%	147 51%	396 44%
Fairly uncomfortable	(2) 283 14%	128 13%	155 15%	34 14%	61 17%	56 16%	48 13%	38 13%	45 10%	72 13%	98 18%	58 13%	54 11%	39 14%	149 17%
Very uncomfortable	(1) 87 4%	47 5%	40 4%	6 3%	7 2%	21 6%	30 8%	9 3%	13 3%	18 3%	17 3%	16 4%	35 7%	12 4%	37 4%
NET: Uncomfortable	370 18%	175 17%	195 18%	41 17%	69 19%	77 23%	78 21%	47 16%	59 13%	90 16%	115 21%	75 16%	89 18%	51 18%	186 21%
Prefer not to say	33 2%	22 2%	11 1%	3 1%	3 1%	14 4%	9 3%	1 *	3 1%	13 2%	13 2%	2 *	6 1%	7 2%	21 2%
Don't know	53 3%	24 2%	29 3%	9 4%	13 4%	9 3%	9 3%	3 1%	8 2%	13 2%	9 2%	12 3%	19 4%	4 2%	25 3%
Mean	3.11	3.13	3.09	3.13	3.08	3.01	2.97	3.18	3.27	3.13	3.08	3.16	3.09	3.05	3.05
Standard deviation	0.80	0.82	0.79	0.76	0.75	0.87	0.87	0.76	0.76	0.77	0.79	0.79	0.86	0.77	0.81
Standard error	0.02	0.03	0.03	0.05	0.04	0.05	0.05	0.04	0.03	0.03	0.03	0.05	0.04	0.05	0.03

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 5
Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?
Money
Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Comfortable	1629 78%	149 82%	86 81%	1394 78%	65 74%	190 79%	147 83%	159 85%	117 76%	153 76%	202 74%	225 77%	136 74%
Very comfortable	(4) 684 33%	71 39%	25 24%	587 33%	30 34%	72 30%	63 36%	64 34%	61 40%	66 33%	92 34%	84 29%	54 29%
Fairly comfortable	(3) 946 45%	79 43%	61 57%	806 45%	35 40%	118 49%	84 47%	95 51%	55 36%	86 43%	110 40%	141 48%	82 45%
Fairly uncomfortable	(2) 283 14%	24 13%	12 11%	247 14%	13 15%	28 12%	20 11%	22 12%	16 10%	32 16%	48 17%	42 14%	26 14%
Very uncomfortable	(1) 87 4%	4 2%	3 3%	79 4%	5 6%	11 5%	5 3%	2 1%	14 9%	9 4%	9 3%	16 6%	8 5%
NET: Uncomfortable	370 18%	28 15%	15 15%	326 18%	18 21%	39 16%	25 14%	24 13%	30 19%	41 20%	57 21%	58 20%	35 19%
Prefer not to say	33 2%	2 1%	-	31 2%	1 1%	2 1%	1 *	1 *	5 3%	3 2%	7 3%	7 2%	5 3%
Don't know	53 3%	2 1%	5 4%	46 3%	4 5%	8 3%	5 3%	4 2%	3 2%	5 3%	9 3%	2 1%	7 4%
Mean	3.11	3.22	3.06	3.11	3.09	3.10	3.20	3.20	3.12	3.09	3.10	3.03	3.06
Standard deviation	0.80	0.76	0.71	0.81	0.87	0.79	0.75	0.69	0.94	0.83	0.82	0.82	0.81
Standard error	0.02	0.06	0.07	0.02	0.09	0.05	0.05	0.05	0.09	0.06	0.05	0.05	0.06

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 6
Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?
Religion
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Comfortable	1670 80%	797 79%	873 82%	200 83%	287 79%	265 77%	281 76%	249 83%	388 83%	457 81%	456 81%	359 79%	399 78%	223 78%	706 79%
Very comfortable	(4) 838 40%	414 41%	423 40%	98 40%	130 36%	144 42%	139 37%	124 41%	203 43%	227 41%	193 34%	192 42%	225 44%	104 36%	328 37%
Fairly comfortable	(3) 832 40%	383 38%	449 42%	102 42%	157 43%	121 35%	142 38%	125 42%	185 40%	229 41%	262 47%	167 37%	173 34%	120 42%	379 42%
Fairly uncomfortable	(2) 190 9%	91 9%	99 9%	19 8%	28 8%	33 10%	44 12%	23 8%	42 9%	46 8%	55 10%	53 12%	37 7%	28 10%	83 9%
Very uncomfortable	(1) 71 3%	43 4%	28 3%	7 3%	10 3%	17 5%	19 5%	5 2%	13 3%	13 2%	17 3%	19 4%	22 4%	10 3%	32 4%
NET: Uncomfortable	261 13%	134 13%	127 12%	26 11%	37 10%	50 15%	64 17%	28 9%	56 12%	59 10%	72 13%	72 16%	58 11%	38 13%	115 13%
Prefer not to say	44 2%	26 3%	18 2%	3 1%	7 2%	13 4%	10 3%	4 1%	7 1%	17 3%	14 2%	3 1%	11 2%	5 2%	22 2%
Don't know	110 5%	58 6%	52 5%	13 6%	30 8%	14 4%	17 4%	19 6%	17 4%	29 5%	20 4%	21 5%	41 8%	19 7%	51 6%
Mean	3.26	3.26	3.27	3.29	3.26	3.24	3.16	3.33	3.30	3.30	3.20	3.23	3.32	3.21	3.22
Standard deviation	0.78	0.81	0.75	0.75	0.74	0.85	0.85	0.71	0.76	0.74	0.75	0.83	0.81	0.78	0.78
Standard error	0.02	0.03	0.02	0.05	0.05	0.05	0.05	0.04	0.03	0.03	0.03	0.05	0.04	0.05	0.03

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 6
Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?
Religion
Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Comfortable	1670 80%	147 81%	77 73%	1446 80%	72 82%	200 83%	156 88%	153 82%	121 79%	160 79%	223 81%	213 73%	147 80%
Very comfortable	(4) 838 40%	75 41%	39 37%	724 40%	33 38%	104 44%	72 41%	79 42%	68 44%	76 37%	119 43%	101 35%	72 39%
Fairly comfortable	(3) 832 40%	72 40%	38 36%	722 40%	39 44%	96 40%	83 47%	75 40%	54 35%	85 42%	104 38%	113 39%	75 41%
Fairly uncomfortable	(2) 190 9%	22 12%	15 15%	152 8%	8 9%	19 8%	6 4%	16 8%	13 8%	22 11%	21 8%	37 13%	11 6%
Very uncomfortable	(1) 71 3%	4 2%	5 5%	62 3%	3 3%	7 3%	5 3%	4 2%	12 8%	4 2%	13 5%	11 4%	4 2%
NET: Uncomfortable	261 13%	26 15%	21 19%	214 12%	11 12%	26 11%	11 6%	20 10%	25 16%	26 13%	33 12%	48 16%	15 8%
Prefer not to say	44 2%	4 2%	2 2%	38 2%	1 1%	2 1%	* *	1 1%	5 3%	4 2%	8 3%	10 4%	6 4%
Don't know	110 5%	5 3%	6 6%	99 6%	4 5%	11 5%	10 6%	13 7%	3 2%	12 6%	10 4%	20 7%	15 8%
Mean	3.26	3.26	3.13	3.27	3.24	3.31	3.34	3.32	3.21	3.25	3.29	3.16	3.33
Standard deviation	0.78	0.77	0.87	0.78	0.76	0.76	0.69	0.73	0.92	0.74	0.82	0.82	0.71
Standard error	0.02	0.06	0.09	0.02	0.08	0.05	0.05	0.05	0.08	0.06	0.05	0.05	0.06

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 7
Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?
Immigration
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Comfortable	1766 85%	868 85%	898 84%	193 80%	291 81%	272 79%	303 82%	278 92%	429 92%	489 87%	456 81%	390 86%	431 85%	232 81%	734 82%
Very comfortable	(4) 936 45%	487 48%	449 42%	95 39%	146 41%	144 42%	146 39%	147 49%	258 55%	260 46%	217 39%	211 46%	248 49%	105 37%	374 42%
Fairly comfortable	(3) 830 40%	381 38%	449 42%	98 41%	145 40%	128 37%	157 42%	131 44%	171 37%	229 41%	239 43%	179 39%	183 36%	127 44%	360 40%
Fairly uncomfortable	(2) 151 7%	60 6%	91 9%	19 8%	31 9%	33 10%	36 10%	12 4%	20 4%	33 6%	58 10%	26 6%	34 7%	24 8%	72 8%
Very uncomfortable	(1) 55 3%	33 3%	22 2%	10 4%	12 3%	12 4%	9 2%	5 2%	6 1%	8 2%	10 2%	22 5%	15 3%	14 5%	25 3%
NET: Uncomfortable	206 10%	92 9%	114 11%	29 12%	44 12%	46 13%	45 12%	17 6%	26 5%	42 7%	68 12%	48 11%	49 10%	38 13%	97 11%
Prefer not to say	32 2%	23 2%	9 1%	3 1%	4 1%	10 3%	11 3%	1 *	3 1%	11 2%	12 2%	-	9 2%	5 2%	19 2%
Don't know	81 4%	32 3%	49 5%	17 7%	22 6%	15 4%	13 4%	4 1%	10 2%	19 3%	26 5%	16 4%	20 4%	11 4%	43 5%
Mean	3.34	3.38	3.31	3.25	3.27	3.27	3.27	3.42	3.50	3.40	3.27	3.32	3.38	3.20	3.30
Standard deviation	0.74	0.75	0.73	0.80	0.78	0.80	0.75	0.66	0.64	0.68	0.73	0.80	0.75	0.80	0.75
Standard error	0.02	0.02	0.02	0.06	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.05	0.03

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 7
Q.1 How comfortable or uncomfortable do you personally feel discussing the following issues with family and friends?
Immigration
Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Comfortable	1766 85%	161 89%	91 86%	1514 84%	74 85%	206 86%	156 88%	163 87%	123 80%	174 86%	228 83%	239 82%	150 82%
Very comfortable	(4) 936 45%	87 48%	38 36%	810 45%	39 45%	110 46%	92 52%	86 46%	78 51%	82 41%	134 49%	110 38%	79 43%
Fairly comfortable	(3) 830 40%	73 40%	53 50%	704 39%	35 40%	96 40%	64 36%	76 41%	45 29%	92 46%	94 34%	129 44%	72 39%
Fairly uncomfortable	(2) 151 7%	15 8%	8 8%	128 7%	5 6%	17 7%	12 7%	10 5%	14 9%	10 5%	21 8%	28 9%	10 6%
Very uncomfortable	(1) 55 3%	- -	2 2%	53 3%	5 6%	6 3%	1 1%	2 1%	10 7%	5 2%	7 3%	13 4%	3 2%
NET: Uncomfortable	206 10%	15 8%	10 10%	181 10%	10 12%	23 10%	14 8%	13 7%	24 16%	15 8%	28 10%	40 14%	14 8%
Prefer not to say	32 2%	2 1%	- -	31 2%	1 1%	2 1%	- -	1 *	6 4%	4 2%	8 3%	4 1%	5 3%
Don't know	81 4%	4 2%	5 4%	72 4%	2 3%	8 3%	7 4%	12 6%	1 1%	9 4%	10 4%	9 3%	14 8%
Mean	3.34	3.41	3.25	3.34	3.28	3.35	3.46	3.41	3.30	3.33	3.39	3.20	3.37
Standard deviation	0.74	0.65	0.69	0.75	0.83	0.73	0.67	0.67	0.90	0.70	0.75	0.80	0.70
Standard error	0.02	0.05	0.07	0.02	0.08	0.05	0.05	0.05	0.08	0.05	0.05	0.05	0.05

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 8

Q.2 Much of this section regards end of life plans. End of life plans include: funeral arrangements, decisions about where you would prefer to die, organ donation, what treatment you would or would not like to receive (advance care plan), making a will, granting lasting power of attorney (making decisions on your behalf when you are too ill to do so). Thinking about dying, death and bereavement, to what extent, if at all, do you agree or disagree with each of the following statements?

Summary**Base: All respondents**

	Statements						
	People in Britain are uncomfortable discussing dying, death and bereavement	I feel uncomfortable discussing dying, death and bereavement	If people in Britain felt more comfortable discussing dying, death and bereavement, it would be easier to have our end of life wishes met	If someone close to me were to die, I wouldn't know where to turn for support	End of life care for older people and people who are dying should be as much of a priority for the NHS as care for newborn babies	On the whole, I think that people who are dying in Britain are not treated with dignity and respect by health and care professionals	I would feel comfortable discussing my end of life care with my GP
Unweighted base	2085	2085	2085	2085	2085	2085	2085
Weighted base	2085	2085	2085	2085	2085	2085	2085
NET: Agree	1521 73%	692 33%	1626 78%	746 36%	1708 82%	1036 50%	1393 67%
Strongly agree (4)	477 23%	179 9%	632 30%	191 9%	951 46%	336 16%	600 29%
Tend to agree (3)	1045 50%	514 25%	993 48%	555 27%	757 36%	700 34%	793 38%
Tend to disagree (2)	241 12%	637 31%	131 6%	692 33%	132 6%	515 25%	256 12%
Strongly disagree (1)	49 2%	590 28%	37 2%	416 20%	42 2%	141 7%	128 6%
NET: Disagree	290 14%	1226 59%	168 8%	1108 53%	174 8%	656 31%	384 18%
Prefer not to say	51 2%	48 2%	50 2%	50 2%	43 2%	58 3%	49 2%
Don't know	223 11%	118 6%	240 12%	181 9%	160 8%	335 16%	259 12%
Mean	3.08	2.15	3.24	2.28	3.39	2.73	3.05
Standard deviation	0.71	0.96	0.67	0.93	0.72	0.87	0.88
Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.02

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 9

Q.2 Much of this section regards end of life plans. End of life plans include: funeral arrangements, decisions about where you would prefer to die, organ donation, what treatment you would or would not like to receive (advance care plan), making a will, granting lasting power of attorney (making decisions on your behalf when you are too ill to do so). Thinking about dying, death and bereavement, to what extent, if at all, do you agree or disagree with each of the following statements?

People in Britain are uncomfortable discussing dying, death and bereavement

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	1521 73%	737 73%	784 73%	146 60%	230 64%	238 70%	269 72%	245 82%	393 84%	424 76%	391 70%	327 72%	380 75%	217 76%	604 68%
Strongly agree	(4) 477 23%	215 21%	262 24%	33 14%	70 20%	84 24%	99 27%	76 25%	114 24%	116 21%	106 19%	134 30%	120 24%	51 18%	214 24%
Tend to agree	(3) 1045 50%	522 51%	522 49%	112 46%	159 44%	155 45%	170 46%	169 56%	279 60%	308 55%	285 51%	192 42%	259 51%	165 58%	391 44%
Tend to disagree	(2) 241 12%	122 12%	119 11%	42 17%	44 12%	41 12%	46 12%	31 10%	35 8%	60 11%	74 13%	53 12%	53 10%	38 13%	109 12%
Strongly disagree	(1) 49 2%	25 3%	24 2%	6 2%	10 3%	10 3%	11 3%	5 2%	8 2%	17 3%	5 1%	18 4%	9 2%	3 1%	34 4%
NET: Disagree	290 14%	147 14%	143 13%	48 20%	54 15%	51 15%	57 15%	36 12%	43 9%	78 14%	78 14%	71 16%	62 12%	41 14%	143 16%
Prefer not to say	51 2%	34 3%	16 2%	9 4%	11 3%	14 4%	11 3%	4 1%	3 1%	11 2%	22 4%	8 2%	10 2%	8 3%	29 3%
Don't know	223 11%	97 10%	126 12%	40 16%	67 19%	39 11%	35 9%	15 5%	28 6%	48 9%	69 12%	49 11%	57 11%	20 7%	119 13%
Mean	3.08	3.05	3.10	2.89	3.02	3.08	3.10	3.12	3.14	3.04	3.05	3.11	3.11	3.02	3.05
Standard deviation	0.71	0.70	0.71	0.71	0.74	0.75	0.76	0.66	0.63	0.70	0.65	0.80	0.68	0.63	0.78
Standard error	0.02	0.02	0.02	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.05	0.03	0.04	0.03

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 9

Q.2 Much of this section regards end of life plans. End of life plans include: funeral arrangements, decisions about where you would prefer to die, organ donation, what treatment you would or would not like to receive (advance care plan), making a will, granting lasting power of attorney (making decisions on your behalf when you are too ill to do so). Thinking about dying, death and bereavement, to what extent, if at all, do you agree or disagree with each of the following statements?

People in Britain are uncomfortable discussing dying, death and bereavement

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	1521 73%	136 75%	79 75%	1306 73%	61 70%	178 74%	122 69%	118 63%	114 74%	156 77%	188 69%	233 80%	135 73%
Strongly agree	(4) 477 23%	41 23%	29 27%	407 23%	19 22%	66 28%	31 17%	36 19%	34 22%	46 23%	61 22%	67 23%	47 25%
Tend to agree	(3) 1045 50%	95 52%	51 48%	899 50%	42 48%	111 47%	91 51%	82 44%	81 52%	111 55%	127 46%	166 57%	88 48%
Tend to disagree	(2) 241 12%	25 14%	11 10%	205 11%	12 14%	20 8%	22 12%	37 20%	19 12%	17 9%	30 11%	28 10%	20 11%
Strongly disagree	(1) 49 2%	6 3%	1 1%	42 2%	- -	5 2%	6 3%	3 2%	6 4%	3 1%	9 3%	2 1%	7 4%
NET: Disagree	290 14%	31 17%	12 11%	247 14%	12 14%	25 11%	28 16%	40 21%	25 16%	20 10%	39 14%	30 10%	27 14%
Prefer not to say	51 2%	5 3%	1 1%	46 3%	1 2%	6 2%	3 2%	1 1%	4 2%	5 3%	13 5%	5 2%	7 4%
Don't know	223 11%	9 5%	14 13%	199 11%	12 14%	31 13%	25 14%	27 15%	11 7%	20 10%	34 13%	23 8%	15 8%
Mean	3.08	3.03	3.17	3.08	3.10	3.18	2.98	2.96	3.01	3.13	3.05	3.13	3.08
Standard deviation	0.71	0.74	0.68	0.70	0.65	0.71	0.72	0.74	0.75	0.64	0.75	0.61	0.76
Standard error	0.02	0.06	0.07	0.02	0.07	0.05	0.06	0.06	0.07	0.05	0.05	0.04	0.06

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 10

Q.2 Much of this section regards end of life plans. End of life plans include: funeral arrangements, decisions about where you would prefer to die, organ donation, what treatment you would or would not like to receive (advance care plan), making a will, granting lasting power of attorney (making decisions on your behalf when you are too ill to do so). Thinking about dying, death and bereavement, to what extent, if at all, do you agree or disagree with each of the following statements?

I feel uncomfortable discussing dying, death and bereavement

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	692 33%	352 35%	341 32%	70 29%	146 40%	137 40%	123 33%	91 30%	125 27%	168 30%	178 32%	161 35%	184 36%	100 35%	318 36%
Strongly agree	(4) 179 9%	85 8%	94 9%	16 7%	45 12%	36 11%	29 8%	20 7%	32 7%	34 6%	41 7%	48 11%	56 11%	22 8%	95 11%
Tend to agree	(3) 514 25%	267 26%	247 23%	55 23%	101 28%	101 30%	94 25%	71 23%	93 20%	134 24%	137 25%	114 25%	128 25%	78 27%	223 25%
Tend to disagree	(2) 637 31%	329 32%	308 29%	74 31%	94 26%	91 27%	107 29%	102 34%	168 36%	191 34%	186 33%	126 28%	134 26%	83 29%	258 29%
Strongly disagree	(1) 590 28%	256 25%	334 31%	56 23%	80 22%	81 24%	116 31%	96 32%	161 34%	167 30%	139 25%	130 29%	153 30%	78 27%	228 26%
NET: Disagree	1226 59%	585 58%	642 60%	130 54%	174 48%	172 50%	222 60%	198 66%	329 70%	358 64%	325 58%	256 56%	287 56%	161 56%	487 54%
Prefer not to say	48 2%	33 3%	15 1%	9 4%	7 2%	12 3%	11 3%	4 1%	5 1%	11 2%	20 4%	5 1%	12 2%	8 3%	26 3%
Don't know	118 6%	46 5%	72 7%	32 13%	34 10%	21 6%	15 4%	8 3%	8 2%	23 4%	37 7%	31 7%	26 5%	17 6%	63 7%
Mean	2.15	2.19	2.10	2.15	2.35	2.30	2.11	2.05	1.99	2.07	2.16	2.19	2.19	2.17	2.23
Standard deviation	0.96	0.94	0.98	0.92	1.00	0.98	0.97	0.92	0.92	0.91	0.92	1.00	1.02	0.95	0.99
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.06	0.04

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 10

Q.2 Much of this section regards end of life plans. End of life plans include: funeral arrangements, decisions about where you would prefer to die, organ donation, what treatment you would or would not like to receive (advance care plan), making a will, granting lasting power of attorney (making decisions on your behalf when you are too ill to do so). Thinking about dying, death and bereavement, to what extent, if at all, do you agree or disagree with each of the following statements?

I feel uncomfortable discussing dying, death and bereavement

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	692 33%	52 29%	24 23%	616 34%	25 29%	87 36%	56 32%	59 31%	58 38%	68 34%	95 35%	103 35%	64 35%
Strongly agree	(4) 179 9%	8 5%	4 4%	166 9%	9 10%	21 9%	18 10%	21 11%	11 7%	18 9%	22 8%	25 9%	23 12%
Tend to agree	(3) 514 25%	44 24%	21 19%	449 25%	17 19%	66 28%	39 22%	38 20%	47 31%	50 25%	73 27%	78 27%	42 23%
Tend to disagree	(2) 637 31%	61 33%	33 31%	543 30%	28 32%	69 29%	37 21%	75 40%	44 28%	69 34%	85 31%	90 31%	47 26%
Strongly disagree	(1) 590 28%	62 34%	41 39%	486 27%	23 27%	67 28%	63 36%	44 23%	44 28%	51 25%	66 24%	81 28%	48 26%
NET: Disagree	1226 59%	122 68%	75 71%	1029 57%	51 58%	137 57%	100 57%	119 63%	87 57%	119 59%	150 55%	171 58%	95 52%
Prefer not to say	48 2%	5 3%	2 1%	42 2%	1 1%	6 2%	2 1%	1 *	6 4%	6 3%	9 3%	5 2%	6 4%
Don't know	118 6%	1 1%	5 5%	111 6%	10 12%	10 4%	19 10%	9 5%	3 2%	9 5%	21 7%	13 4%	17 9%
Mean	2.15	1.99	1.87	2.18	2.14	2.18	2.07	2.20	2.18	2.19	2.21	2.17	2.24
Standard deviation	0.96	0.89	0.88	0.97	0.99	0.97	1.05	0.95	0.95	0.94	0.94	0.96	1.04
Standard error	0.02	0.07	0.09	0.02	0.10	0.06	0.08	0.07	0.09	0.07	0.06	0.06	0.08

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 11

Q.2 Much of this section regards end of life plans. End of life plans include: funeral arrangements, decisions about where you would prefer to die, organ donation, what treatment you would or would not like to receive (advance care plan), making a will, granting lasting power of attorney (making decisions on your behalf when you are too ill to do so). Thinking about dying, death and bereavement, to what extent, if at all, do you agree or disagree with each of the following statements?
If people in Britain felt more comfortable discussing dying, death and bereavement, it would be easier to have our end of life wishes met
Base: All respondents

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	1626 78%	770 76%	856 80%	155 64%	247 68%	251 73%	302 81%	261 87%	410 88%	436 78%	409 73%	372 82%	408 80%	236 83%	647 72%
Strongly agree	(4) 632 30%	260 26%	372 35%	50 21%	81 23%	93 27%	133 36%	97 32%	179 38%	150 27%	142 25%	166 37%	174 34%	73 26%	240 27%
Tend to agree	(3) 993 48%	510 50%	484 45%	105 43%	166 46%	158 46%	169 46%	164 55%	231 49%	287 51%	267 48%	206 45%	234 46%	163 57%	407 46%
Tend to disagree	(2) 131 6%	69 7%	62 6%	29 12%	33 9%	31 9%	11 3%	12 4%	15 3%	40 7%	40 7%	23 5%	28 6%	17 6%	68 8%
Strongly disagree	(1) 37 2%	20 2%	18 2%	7 3%	13 3%	10 3%	- -	4 1%	4 1%	12 2%	11 2%	7 2%	7 1%	3 1%	21 2%
NET: Disagree	168 8%	89 9%	80 7%	36 15%	45 12%	41 12%	11 3%	17 6%	19 4%	53 9%	51 9%	30 7%	35 7%	20 7%	88 10%
Prefer not to say	50 2%	37 4%	14 1%	9 4%	8 2%	13 4%	11 3%	3 1%	6 1%	12 2%	24 4%	5 1%	10 2%	6 2%	27 3%
Don't know	240 12%	120 12%	120 11%	42 18%	61 17%	37 11%	47 13%	20 7%	33 7%	60 11%	77 14%	47 10%	56 11%	23 8%	131 15%
Mean	3.24	3.18	3.29	3.04	3.08	3.14	3.39	3.27	3.36	3.17	3.17	3.32	3.30	3.20	3.18
Standard deviation	0.67	0.67	0.67	0.75	0.75	0.74	0.56	0.62	0.60	0.68	0.68	0.66	0.66	0.60	0.71
Standard error	0.02	0.02	0.02	0.06	0.05	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.04	0.03

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 11

Q.2 Much of this section regards end of life plans. End of life plans include: funeral arrangements, decisions about where you would prefer to die, organ donation, what treatment you would or would not like to receive (advance care plan), making a will, granting lasting power of attorney (making decisions on your behalf when you are too ill to do so). Thinking about dying, death and bereavement, to what extent, if at all, do you agree or disagree with each of the following statements?
If people in Britain felt more comfortable discussing dying, death and bereavement, it would be easier to have our end of life wishes met
Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	1626 78%	152 84%	85 80%	1389 77%	62 70%	193 81%	137 77%	142 75%	129 84%	161 80%	194 70%	225 77%	147 80%
Strongly agree	(4) 632 30%	56 31%	36 34%	540 30%	22 25%	84 35%	66 37%	44 24%	56 37%	62 31%	81 29%	67 23%	57 31%
Tend to agree	(3) 993 48%	96 53%	49 46%	849 47%	39 45%	109 45%	71 40%	97 52%	73 47%	99 49%	113 41%	158 54%	90 49%
Tend to disagree	(2) 131 6%	10 6%	10 9%	111 6%	5 6%	10 4%	5 3%	18 10%	7 5%	10 5%	23 8%	24 8%	10 5%
Strongly disagree	(1) 37 2%	1 *	2 2%	35 2%	2 3%	6 2%	6 4%	3 2%	3 2%	3 1%	5 2%	4 1%	3 2%
NET: Disagree	168 8%	11 6%	12 11%	146 8%	7 8%	16 7%	11 6%	22 12%	10 7%	12 6%	27 10%	28 9%	13 7%
Prefer not to say	50 2%	5 3%	1 1%	44 2%	2 2%	5 2%	3 2%	1 *	6 4%	5 3%	11 4%	5 2%	6 3%
Don't know	240 12%	14 8%	8 8%	218 12%	17 19%	25 11%	26 15%	24 13%	9 6%	23 12%	43 16%	33 11%	18 10%
Mean	3.24	3.27	3.23	3.23	3.18	3.30	3.32	3.12	3.31	3.27	3.22	3.14	3.26
Standard deviation	0.67	0.59	0.72	0.68	0.71	0.69	0.74	0.67	0.66	0.64	0.71	0.63	0.66
Standard error	0.02	0.05	0.07	0.02	0.08	0.05	0.06	0.05	0.06	0.05	0.05	0.04	0.05

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 12

Q.2 Much of this section regards end of life plans. End of life plans include: funeral arrangements, decisions about where you would prefer to die, organ donation, what treatment you would or would not like to receive (advance care plan), making a will, granting lasting power of attorney (making decisions on your behalf when you are too ill to do so). Thinking about dying, death and bereavement, to what extent, if at all, do you agree or disagree with each of the following statements?

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

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	746 36%	365 36%	381 36%	100 41%	175 48%	154 45%	136 37%	82 27%	99 21%	163 29%	197 35%	166 36%	221 43%	104 36%	364 41%
Strongly agree	(4) 191 9%	88 9%	103 10%	28 12%	44 12%	43 13%	38 10%	20 7%	18 4%	35 6%	42 8%	48 11%	65 13%	28 10%	105 12%
Tend to agree	(3) 555 27%	277 27%	278 26%	72 30%	131 36%	111 32%	98 26%	63 21%	81 17%	127 23%	154 27%	118 26%	155 31%	76 27%	259 29%
Tend to disagree	(2) 692 33%	349 34%	343 32%	70 29%	91 25%	100 29%	127 34%	120 40%	183 39%	213 38%	201 36%	146 32%	132 26%	110 39%	263 29%
Strongly disagree	(1) 416 20%	180 18%	236 22%	28 11%	41 11%	41 12%	64 17%	79 26%	163 35%	138 25%	90 16%	94 21%	94 18%	43 15%	138 15%
NET: Disagree	1108 53%	529 52%	579 54%	98 41%	133 37%	141 41%	191 52%	199 66%	346 74%	351 63%	292 52%	240 53%	226 44%	154 54%	401 45%
Prefer not to say	50 2%	36 4%	14 1%	11 5%	7 2%	14 4%	11 3%	4 1%	3 1%	11 2%	19 3%	10 2%	10 2%	7 2%	27 3%
Don't know	181 9%	86 8%	95 9%	33 14%	47 13%	33 10%	33 9%	16 5%	20 4%	36 6%	53 10%	39 9%	52 10%	21 7%	102 11%
Mean	2.28	2.31	2.26	2.51	2.58	2.53	2.34	2.08	1.90	2.12	2.30	2.30	2.43	2.34	2.43
Standard deviation	0.93	0.90	0.95	0.91	0.89	0.91	0.92	0.88	0.84	0.88	0.87	0.95	0.98	0.88	0.94
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.06	0.04

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 12

Q.2 Much of this section regards end of life plans. End of life plans include: funeral arrangements, decisions about where you would prefer to die, organ donation, what treatment you would or would not like to receive (advance care plan), making a will, granting lasting power of attorney (making decisions on your behalf when you are too ill to do so). Thinking about dying, death and bereavement, to what extent, if at all, do you agree or disagree with each of the following statements?

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

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	746 36%	77 43%	33 31%	636 35%	28 32%	83 35%	57 32%	61 33%	52 34%	62 31%	112 41%	107 37%	74 40%
Strongly agree	(4) 191 9%	15 8%	9 8%	167 9%	7 8%	21 9%	17 10%	17 9%	8 5%	13 7%	38 14%	27 9%	20 11%
Tend to agree	(3) 555 27%	62 34%	24 23%	468 26%	21 24%	62 26%	40 22%	44 24%	45 29%	49 24%	74 27%	79 27%	54 29%
Tend to disagree	(2) 692 33%	56 31%	44 41%	592 33%	29 34%	76 32%	51 29%	63 33%	40 26%	74 36%	86 31%	106 36%	68 37%
Strongly disagree	(1) 416 20%	38 21%	21 19%	358 20%	20 23%	58 24%	43 24%	43 23%	41 27%	38 19%	38 14%	54 18%	23 12%
NET: Disagree	1108 53%	94 52%	64 61%	950 53%	49 56%	134 56%	94 53%	106 57%	82 53%	112 55%	124 45%	160 55%	90 49%
Prefer not to say	50 2%	4 2%	1 1%	45 2%	1 2%	6 2%	2 1%	2 1%	7 5%	5 3%	7 3%	6 2%	8 4%
Don't know	181 9%	6 4%	8 7%	167 9%	9 10%	17 7%	25 14%	18 10%	13 9%	22 11%	32 12%	19 7%	11 6%
Mean	2.28	2.32	2.22	2.28	2.19	2.21	2.20	2.21	2.14	2.21	2.47	2.30	2.43
Standard deviation	0.93	0.92	0.89	0.93	0.93	0.94	0.98	0.94	0.93	0.88	0.95	0.91	0.88
Standard error	0.02	0.07	0.09	0.02	0.10	0.06	0.07	0.07	0.09	0.07	0.06	0.05	0.07

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 13

Q.2 Much of this section regards end of life plans. End of life plans include: funeral arrangements, decisions about where you would prefer to die, organ donation, what treatment you would or would not like to receive (advance care plan), making a will, granting lasting power of attorney (making decisions on your behalf when you are too ill to do so). Thinking about dying, death and bereavement, to what extent, if at all, do you agree or disagree with each of the following statements?

End of life care for older people and people who are dying should be as much of a priority for the NHS as care for newborn babies

Base: All respondents

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	1708 82%	785 77%	923 86%	153 63%	256 71%	264 77%	324 87%	270 90%	441 94%	447 80%	450 80%	377 83%	434 85%	240 84%	673 75%
Strongly agree	(4) 951 46%	393 39%	558 52%	62 25%	123 34%	139 41%	194 52%	153 51%	280 60%	236 42%	225 40%	226 50%	264 52%	106 37%	354 40%
Tend to agree	(3) 757 36%	392 39%	365 34%	91 38%	133 37%	125 36%	130 35%	117 39%	162 35%	211 38%	225 40%	151 33%	170 33%	134 47%	319 36%
Tend to disagree	(2) 132 6%	76 8%	56 5%	34 14%	28 8%	30 9%	13 4%	13 4%	14 3%	48 9%	34 6%	31 7%	19 4%	20 7%	72 8%
Strongly disagree	(1) 42 2%	31 3%	10 1%	5 2%	19 5%	11 3%	1 *	3 1%	3 1%	13 2%	11 2%	10 2%	7 1%	4 1%	30 3%
NET: Disagree	174 8%	108 11%	66 6%	39 16%	47 13%	41 12%	14 4%	15 5%	16 3%	61 11%	45 8%	41 9%	27 5%	24 9%	102 11%
Prefer not to say	43 2%	32 3%	11 1%	9 4%	5 1%	13 4%	11 3%	2 1%	3 1%	11 2%	18 3%	4 1%	9 2%	6 2%	24 3%
Don't know	160 8%	91 9%	70 7%	41 17%	53 15%	24 7%	22 6%	13 4%	7 2%	42 7%	47 8%	33 7%	39 8%	15 5%	95 11%
Mean	3.39	3.28	3.49	3.09	3.19	3.28	3.53	3.47	3.57	3.32	3.34	3.42	3.50	3.29	3.29
Standard deviation	0.72	0.77	0.65	0.78	0.85	0.79	0.59	0.63	0.58	0.75	0.71	0.73	0.66	0.67	0.79
Standard error	0.02	0.02	0.02	0.06	0.05	0.05	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.04	0.03

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 13

Q.2 Much of this section regards end of life plans. End of life plans include: funeral arrangements, decisions about where you would prefer to die, organ donation, what treatment you would or would not like to receive (advance care plan), making a will, granting lasting power of attorney (making decisions on your behalf when you are too ill to do so). Thinking about dying, death and bereavement, to what extent, if at all, do you agree or disagree with each of the following statements?

End of life care for older people and people who are dying should be as much of a priority for the NHS as care for newborn babies

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	1708 82%	153 84%	90 84%	1466 82%	71 81%	207 87%	144 81%	150 80%	124 80%	165 82%	210 76%	250 86%	146 80%
Strongly agree	(4) 951 46%	79 44%	55 52%	817 45%	45 51%	123 51%	84 47%	89 47%	80 52%	87 43%	109 40%	118 40%	84 46%
Tend to agree	(3) 757 36%	74 41%	35 33%	649 36%	26 29%	85 35%	60 34%	61 33%	44 29%	78 39%	101 37%	132 45%	62 34%
Tend to disagree	(2) 132 6%	16 9%	8 8%	108 6%	8 9%	6 3%	6 3%	15 8%	17 11%	6 3%	24 9%	15 5%	11 6%
Strongly disagree	(1) 42 2%	2 1%	2 2%	38 2%	1 1%	7 3%	5 3%	3 1%	5 3%	1 1%	6 2%	7 2%	3 2%
NET: Disagree	174 8%	18 10%	10 9%	146 8%	9 10%	13 5%	11 6%	18 9%	23 15%	8 4%	30 11%	22 8%	14 7%
Prefer not to say	43 2%	4 2%	1 1%	38 2%	1 1%	4 2%	2 1%	1 *	4 2%	5 2%	9 3%	6 2%	7 4%
Don't know	160 8%	7 4%	6 6%	147 8%	7 8%	16 6%	20 11%	19 10%	4 3%	25 12%	26 9%	14 5%	17 9%
Mean	3.39	3.35	3.44	3.39	3.44	3.47	3.43	3.41	3.35	3.45	3.30	3.33	3.42
Standard deviation	0.72	0.70	0.72	0.72	0.74	0.70	0.73	0.72	0.83	0.60	0.75	0.69	0.70
Standard error	0.02	0.06	0.07	0.02	0.07	0.05	0.05	0.05	0.08	0.05	0.05	0.04	0.05

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 14

Q.2 Much of this section regards end of life plans. End of life plans include: funeral arrangements, decisions about where you would prefer to die, organ donation, what treatment you would or would not like to receive (advance care plan), making a will, granting lasting power of attorney (making decisions on your behalf when you are too ill to do so). Thinking about dying, death and bereavement, to what extent, if at all, do you agree or disagree with each of the following statements?

On the whole, I think that people who are dying in Britain are not treated with dignity and respect by health and care professionals

Base: All respondents

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	1036 50%	471 46%	565 53%	90 37%	154 43%	156 46%	187 50%	158 53%	290 62%	265 47%	250 45%	239 53%	282 55%	117 41%	426 48%
Strongly agree	(4) 336 16%	135 13%	201 19%	18 8%	58 16%	54 16%	59 16%	48 16%	99 21%	82 15%	78 14%	79 17%	97 19%	36 13%	127 14%
Tend to agree	(3) 700 34%	337 33%	363 34%	72 30%	96 27%	102 30%	128 34%	110 37%	191 41%	183 33%	172 31%	160 35%	185 36%	81 28%	299 33%
Tend to disagree	(2) 515 25%	287 28%	228 21%	61 25%	88 24%	77 22%	105 28%	83 28%	101 22%	162 29%	141 25%	107 24%	105 21%	95 33%	213 24%
Strongly disagree	(1) 141 7%	71 7%	71 7%	22 9%	26 7%	32 9%	17 5%	24 8%	21 4%	44 8%	39 7%	30 7%	28 5%	33 11%	51 6%
NET: Disagree	656 31%	357 35%	299 28%	83 34%	114 32%	109 32%	122 33%	107 36%	121 26%	206 37%	180 32%	137 30%	133 26%	128 45%	264 29%
Prefer not to say	58 3%	41 4%	17 2%	12 5%	7 2%	15 4%	13 3%	4 1%	7 2%	9 2%	23 4%	8 2%	17 3%	6 2%	28 3%
Don't know	335 16%	146 14%	189 18%	56 23%	86 24%	62 18%	50 13%	32 11%	48 10%	80 14%	108 19%	71 16%	76 15%	35 12%	176 20%
Mean	2.73	2.65	2.81	2.50	2.69	2.68	2.74	2.68	2.90	2.64	2.67	2.76	2.85	2.49	2.73
Standard deviation	0.87	0.85	0.89	0.85	0.92	0.93	0.83	0.87	0.82	0.88	0.88	0.87	0.86	0.90	0.85
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 14

Q.2 Much of this section regards end of life plans. End of life plans include: funeral arrangements, decisions about where you would prefer to die, organ donation, what treatment you would or would not like to receive (advance care plan), making a will, granting lasting power of attorney (making decisions on your behalf when you are too ill to do so). Thinking about dying, death and bereavement, to what extent, if at all, do you agree or disagree with each of the following statements?

On the whole, I think that people who are dying in Britain are not treated with dignity and respect by health and care professionals

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	1036 50%	88 49%	63 59%	884 49%	34 39%	124 52%	85 48%	88 47%	77 50%	109 54%	132 48%	158 54%	78 43%
Strongly agree	(4) 336 16%	35 19%	16 15%	285 16%	10 11%	44 18%	28 16%	35 19%	23 15%	32 16%	46 17%	44 15%	24 13%
Tend to agree	(3) 700 34%	53 29%	47 44%	600 33%	25 28%	79 33%	57 32%	53 28%	54 35%	77 38%	86 31%	114 39%	54 29%
Tend to disagree	(2) 515 25%	51 28%	20 19%	444 25%	29 33%	50 21%	46 26%	43 23%	46 30%	49 24%	66 24%	67 23%	49 27%
Strongly disagree	(1) 141 7%	22 12%	7 7%	113 6%	7 8%	19 8%	18 10%	12 6%	7 5%	6 3%	15 5%	15 5%	13 7%
NET: Disagree	656 31%	72 40%	27 25%	557 31%	36 41%	69 29%	64 36%	54 29%	53 34%	56 28%	80 29%	83 28%	62 34%
Prefer not to say	58 3%	4 2%	1 1%	53 3%	2 2%	4 2%	2 1%	3 2%	9 6%	6 3%	11 4%	9 3%	8 4%
Don't know	335 16%	17 9%	15 14%	304 17%	15 17%	43 18%	27 15%	42 22%	15 10%	31 16%	52 19%	43 15%	36 19%
Mean	2.73	2.63	2.80	2.73	2.52	2.77	2.64	2.78	2.71	2.82	2.77	2.77	2.64
Standard deviation	0.87	0.97	0.82	0.86	0.86	0.92	0.93	0.91	0.82	0.79	0.87	0.82	0.87
Standard error	0.02	0.08	0.09	0.02	0.09	0.07	0.07	0.08	0.08	0.06	0.06	0.05	0.07

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 15

Q.2 Much of this section regards end of life plans. End of life plans include: funeral arrangements, decisions about where you would prefer to die, organ donation, what treatment you would or would not like to receive (advance care plan), making a will, granting lasting power of attorney (making decisions on your behalf when you are too ill to do so). Thinking about dying, death and bereavement, to what extent, if at all, do you agree or disagree with each of the following statements?

I would feel comfortable discussing my end of life care with my GP

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	1393 67%	693 68%	700 65%	124 51%	192 53%	212 62%	276 74%	222 74%	366 78%	387 69%	377 67%	288 63%	341 67%	190 67%	559 63%
Strongly agree	(4) 600 29%	282 28%	318 30%	43 18%	61 17%	90 26%	118 32%	101 34%	186 40%	172 31%	142 25%	126 28%	160 31%	79 28%	208 23%
Tend to agree	(3) 793 38%	411 40%	382 36%	81 33%	131 36%	122 36%	159 43%	121 40%	180 38%	215 38%	235 42%	162 36%	181 36%	111 39%	352 39%
Tend to disagree	(2) 256 12%	122 12%	134 13%	39 16%	63 18%	47 14%	29 8%	33 11%	46 10%	76 14%	63 11%	62 14%	54 11%	35 12%	122 14%
Strongly disagree	(1) 128 6%	53 5%	75 7%	19 8%	32 9%	26 8%	20 5%	13 4%	19 4%	34 6%	24 4%	36 8%	35 7%	14 5%	63 7%
NET: Disagree	384 18%	175 17%	209 20%	58 24%	95 26%	72 21%	48 13%	46 15%	64 14%	110 20%	87 16%	98 22%	89 18%	49 17%	185 21%
Prefer not to say	49 2%	35 3%	13 1%	9 4%	9 2%	15 4%	11 3%	1 *	5 1%	11 2%	20 4%	6 1%	12 2%	7 2%	25 3%
Don't know	259 12%	112 11%	146 14%	51 21%	65 18%	43 13%	36 10%	32 11%	32 7%	53 9%	77 14%	63 14%	66 13%	40 14%	125 14%
Mean	3.05	3.06	3.04	2.81	2.77	2.97	3.15	3.16	3.24	3.06	3.07	2.98	3.08	3.07	2.95
Standard deviation	0.88	0.84	0.91	0.92	0.91	0.92	0.82	0.82	0.81	0.88	0.80	0.93	0.90	0.84	0.88
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.03	0.06	0.04	0.06	0.03

Death & Dying Survey

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Absolutes/col percents

Table 15

Q.2 Much of this section regards end of life plans. End of life plans include: funeral arrangements, decisions about where you would prefer to die, organ donation, what treatment you would or would not like to receive (advance care plan), making a will, granting lasting power of attorney (making decisions on your behalf when you are too ill to do so). Thinking about dying, death and bereavement, to what extent, if at all, do you agree or disagree with each of the following statements?

I would feel comfortable discussing my end of life care with my GP

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	1393 67%	129 71%	80 75%	1184 66%	60 69%	157 66%	122 69%	120 64%	111 72%	139 69%	159 58%	192 66%	122 67%
Strongly agree	(4) 600 29%	65 36%	32 30%	503 28%	30 34%	71 30%	58 33%	59 31%	44 29%	59 29%	62 22%	68 23%	51 28%
Tend to agree	(3) 793 38%	64 35%	48 45%	681 38%	30 35%	86 36%	64 36%	61 33%	67 44%	80 40%	98 35%	123 42%	71 39%
Tend to disagree	(2) 256 12%	21 12%	11 11%	224 12%	11 12%	30 12%	23 13%	27 14%	17 11%	17 8%	46 17%	38 13%	16 9%
Strongly disagree	(1) 128 6%	5 2%	3 3%	120 7%	4 5%	15 6%	7 4%	14 8%	5 3%	14 7%	21 8%	19 6%	21 12%
NET: Disagree	384 18%	26 14%	14 14%	344 19%	15 17%	45 19%	30 17%	41 22%	22 14%	31 15%	67 24%	56 19%	37 20%
Prefer not to say	49 2%	5 3%	1 1%	43 2%	1 1%	4 2%	2 1%	2 1%	5 3%	6 3%	9 3%	8 3%	6 3%
Don't know	259 12%	21 11%	11 10%	227 13%	12 14%	34 14%	23 13%	24 13%	16 10%	25 13%	40 15%	35 12%	18 10%
Mean	3.05	3.22	3.15	3.03	3.15	3.05	3.14	3.02	3.13	3.09	2.88	2.97	2.96
Standard deviation	0.88	0.79	0.76	0.89	0.87	0.89	0.84	0.94	0.77	0.88	0.92	0.85	0.98
Standard error	0.02	0.07	0.08	0.02	0.09	0.06	0.06	0.07	0.07	0.07	0.06	0.05	0.08

Death & Dying Survey

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Absolutes/col percents

Table 16
Q.3 Which, if any, of the following have you yourself done?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Any	1425 68%	639 63%	786 73%	134 55%	199 55%	197 57%	246 66%	226 75%	424 91%	415 74%	399 71%	298 65%	313 62%	194 68%	535 60%
Written a will	726 35%	361 36%	365 34%	3 1%	24 7%	67 20%	130 35%	157 52%	345 74%	254 45%	206 37%	145 32%	121 24%	83 29%	219 24%
Registered to become an organ donor or have an organ donor card	694 33%	286 28%	408 38%	72 30%	110 31%	90 26%	132 35%	108 36%	181 39%	216 38%	213 38%	124 27%	141 28%	104 36%	266 30%
Talked to someone about my funeral wishes	626 30%	270 27%	356 33%	41 17%	61 17%	78 23%	109 29%	115 38%	223 48%	194 35%	140 25%	142 31%	150 30%	82 29%	200 22%
Talked to someone about my own end of life wishes	519 25%	211 21%	308 29%	43 18%	66 18%	65 19%	100 27%	87 29%	158 34%	156 28%	128 23%	121 27%	114 22%	67 23%	187 21%
Asked a family member about their own end of life wishes	513 25%	204 20%	309 29%	61 25%	82 23%	69 20%	96 26%	83 28%	122 26%	145 26%	151 27%	108 24%	110 22%	74 26%	209 23%
Written down any of my wishes or preferences about my future care, should I become unable to make decisions myself	141 7%	54 5%	87 8%	5 2%	10 3%	12 4%	22 6%	22 7%	70 15%	48 8%	40 7%	20 4%	33 6%	19 7%	35 4%
Initiated a conversation with my GP about my end of life wishes	22 1%	13 1%	9 1%	- -	7 2%	4 1%	3 1%	2 1%	5 1%	8 2%	8 1%	1 *	5 1%	4 1%	8 1%
None of these	618 30%	352 35%	266 25%	99 41%	156 43%	135 39%	117 31%	70 23%	42 9%	135 24%	147 26%	149 33%	188 37%	85 30%	339 38%
Prefer not to say	42 2%	25 2%	18 2%	10 4%	6 2%	11 3%	9 2%	5 2%	2 *	11 2%	15 3%	8 2%	8 2%	7 2%	20 2%

Death & Dying Survey

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Absolutes/col percents

Table 16
Q.3 Which, if any, of the following have you yourself done?
Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Any	1425 68%	136 75%	76 71%	1213 67%	53 61%	155 65%	129 73%	124 66%	108 70%	139 69%	176 64%	202 69%	126 69%
Written a will	726 35%	70 39%	35 33%	621 35%	24 27%	80 33%	65 36%	61 32%	51 33%	94 47%	74 27%	118 40%	55 30%
Registered to become an organ donor or have an organ donor card	694 33%	78 43%	40 38%	576 32%	26 30%	75 31%	71 40%	53 28%	53 34%	68 34%	66 24%	96 33%	67 37%
Talked to someone about my funeral wishes	626 30%	66 36%	31 29%	530 29%	26 29%	64 27%	63 35%	49 26%	57 37%	69 34%	66 24%	80 27%	56 30%
Talked to someone about my own end of life wishes	519 25%	53 29%	28 26%	438 24%	20 23%	59 25%	51 29%	45 24%	36 23%	48 24%	65 24%	69 24%	45 25%
Asked a family member about their own end of life wishes	513 25%	47 26%	24 23%	442 25%	16 18%	60 25%	58 33%	40 21%	36 24%	46 23%	63 23%	75 26%	49 27%
Written down any of my wishes or preferences about my future care, should I become unable to make decisions myself	141 7%	19 11%	4 4%	118 7%	6 7%	17 7%	15 9%	9 5%	11 7%	15 7%	14 5%	23 8%	7 4%
Initiated a conversation with my GP about my end of life wishes	22 1%	4 2%	2 2%	16 1%	- -	2 1%	3 2%	3 1%	1 1%	1 1%	3 1%	2 1%	1 1%
None of these	618 30%	41 22%	29 27%	548 30%	32 37%	84 35%	47 26%	61 33%	41 27%	58 29%	91 33%	84 29%	51 28%
Prefer not to say	42 2%	4 2%	2 1%	36 2%	2 3%	1 *	2 1%	2 1%	5 3%	5 2%	8 3%	6 2%	7 4%

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Absolutes/col percents

Table 17
Q.4 Have you ever discussed any of the following with...?
Summary
Base: All respondents

	<u>Your partner</u>	<u>Your parents</u>	<u>Anyone at all</u>
Unweighted base	2085	2085	2085
Weighted base	2085	2085	2085
NET: Any	941 45%	839 40%	1285 62%
Their funeral wishes	606 29%	449 22%	888 43%
Where would they like to die (e.g. at home, in a hospice, in hospital, in a care home)	379 18%	270 13%	563 27%
Whether they have made a will	636 31%	578 28%	992 48%
The type of care and support they would want at the end of their lives	399 19%	300 14%	603 29%
Their end of life financial preparations	411 20%	323 15%	649 31%
Not applicable	872 42%	979 47%	609 29%
Prefer not to say	272 13%	267 13%	249 12%

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Absolutes/col percents

Table 18
Q.4 Have you ever discussed any of the following with...?
Your partner
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Any	941 45%	460 45%	481 45%	46 19%	126 35%	137 40%	177 48%	181 60%	273 59%	294 52%	236 42%	220 48%	191 38%	142 49%	366 41%
Whether they have made a will	636 31%	319 31%	317 30%	22 9%	48 13%	86 25%	118 32%	143 48%	219 47%	216 39%	174 31%	133 29%	113 22%	87 30%	225 25%
Their funeral wishes	606 29%	294 29%	312 29%	28 12%	62 17%	73 21%	115 31%	123 41%	205 44%	185 33%	140 25%	147 32%	134 26%	80 28%	205 23%
Their end of life financial preparations	411 20%	217 21%	193 18%	18 8%	47 13%	39 11%	68 18%	85 28%	154 33%	131 23%	107 19%	96 21%	76 15%	51 18%	145 16%
The type of care and support they would want at the end of their lives	399 19%	198 20%	201 19%	23 9%	49 14%	51 15%	71 19%	75 25%	130 28%	127 23%	97 17%	96 21%	79 16%	62 22%	133 15%
Where would they like to die (e.g. at home, in a hospice, in hospital, in a care home)	379 18%	203 20%	176 16%	28 12%	48 13%	35 10%	68 18%	68 23%	131 28%	109 19%	95 17%	85 19%	91 18%	54 19%	126 14%
Not applicable	872 42%	430 42%	441 41%	144 59%	193 54%	156 46%	147 40%	89 30%	142 30%	204 36%	259 46%	152 34%	256 50%	106 37%	407 46%
Prefer not to say	272 13%	125 12%	147 14%	52 22%	42 12%	49 14%	48 13%	30 10%	52 11%	63 11%	66 12%	82 18%	61 12%	39 14%	121 14%

Death & Dying Survey

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Absolutes/col percents

Table 18
Q.4 Have you ever discussed any of the following with...?
Your partner
Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Any	941 45%	86 47%	49 46%	807 45%	36 42%	108 45%	88 50%	92 49%	80 52%	92 45%	106 39%	128 44%	76 41%
Whether they have made a will	636 31%	62 34%	32 30%	542 30%	21 24%	71 30%	60 34%	60 32%	49 32%	69 34%	70 26%	95 32%	47 26%
Their funeral wishes	606 29%	58 32%	27 25%	521 29%	30 35%	71 30%	63 36%	61 33%	45 29%	60 30%	51 19%	90 31%	49 27%
Their end of life financial preparations	411 20%	44 24%	17 16%	350 19%	17 20%	55 23%	40 23%	40 21%	38 25%	45 22%	32 12%	60 21%	23 12%
The type of care and support they would want at the end of their lives	399 19%	43 24%	21 20%	335 19%	17 20%	54 23%	45 26%	39 21%	28 18%	35 17%	38 14%	53 18%	26 14%
Where would they like to die (e.g. at home, in a hospice, in hospital, in a care home)	379 18%	40 22%	12 11%	327 18%	19 22%	46 19%	35 20%	35 19%	31 20%	36 18%	42 15%	52 18%	30 16%
Not applicable	872 42%	86 48%	45 42%	740 41%	36 41%	94 39%	69 39%	74 40%	59 39%	84 42%	119 43%	118 40%	88 48%
Prefer not to say	272 13%	9 5%	13 12%	250 14%	15 18%	37 16%	20 11%	21 11%	15 10%	26 13%	50 18%	45 15%	20 11%

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Absolutes/col percents

Table 19
Q.4 Have you ever discussed any of the following with...?
Your parents
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Any	839 40%	357 35%	482 45%	110 46%	189 52%	175 51%	176 47%	118 39%	70 15%	229 41%	242 43%	197 43%	170 33%	156 55%	416 46%
Whether they have made a will	578 28%	238 23%	340 32%	66 27%	122 34%	118 35%	131 35%	94 31%	48 10%	156 28%	169 30%	135 30%	119 23%	99 35%	291 33%
Their funeral wishes	449 22%	180 18%	269 25%	52 21%	96 27%	96 28%	88 24%	78 26%	40 9%	127 23%	116 21%	97 21%	110 22%	76 26%	221 25%
Their end of life financial preparations	323 15%	128 13%	195 18%	32 13%	73 20%	64 19%	76 21%	46 15%	32 7%	91 16%	92 16%	68 15%	72 14%	59 21%	167 19%
The type of care and support they would want at the end of their lives	300 14%	108 11%	191 18%	46 19%	61 17%	58 17%	53 14%	52 17%	29 6%	89 16%	89 16%	65 14%	57 11%	52 18%	146 16%
Where would they like to die (e.g. at home, in a hospice, in hospital, in a care home)	270 13%	103 10%	167 16%	37 15%	57 16%	50 15%	50 13%	44 15%	32 7%	74 13%	66 12%	79 17%	51 10%	49 17%	135 15%
Not applicable	979 47%	521 51%	458 43%	81 33%	132 36%	118 34%	135 36%	151 50%	363 78%	269 48%	250 45%	190 42%	269 53%	91 32%	346 39%
Prefer not to say	267 13%	137 14%	130 12%	51 21%	40 11%	49 14%	60 16%	31 10%	35 8%	62 11%	68 12%	68 15%	69 14%	38 13%	132 15%

Death & Dying Survey

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Absolutes/col percents

Table 19
Q.4 Have you ever discussed any of the following with...?
Your parents
Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Any	839 40%	85 47%	35 33%	718 40%	28 32%	89 37%	74 42%	65 35%	74 48%	72 36%	135 49%	104 36%	77 42%
Whether they have made a will	578 28%	66 37%	25 24%	487 27%	16 18%	68 28%	50 28%	47 25%	46 30%	57 28%	78 28%	74 25%	51 28%
Their funeral wishes	449 22%	52 29%	16 15%	381 21%	17 19%	50 21%	46 26%	34 18%	27 17%	50 25%	67 24%	52 18%	38 21%
Their end of life financial preparations	323 15%	26 14%	17 16%	280 16%	10 12%	37 15%	26 15%	32 17%	35 23%	28 14%	41 15%	45 16%	26 14%
The type of care and support they would want at the end of their lives	300 14%	28 15%	17 16%	255 14%	9 10%	43 18%	27 15%	24 13%	24 15%	26 13%	46 17%	31 11%	25 14%
Where would they like to die (e.g. at home, in a hospice, in hospital, in a care home)	270 13%	26 14%	18 17%	225 13%	10 11%	34 14%	12 7%	28 15%	24 15%	27 13%	39 14%	33 11%	20 11%
Not applicable	979 47%	83 46%	56 53%	840 47%	42 48%	110 46%	83 47%	102 54%	70 45%	100 49%	105 38%	144 49%	85 46%
Prefer not to say	267 13%	13 7%	15 14%	239 13%	18 20%	41 17%	20 11%	20 11%	10 7%	30 15%	35 13%	44 15%	22 12%

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Absolutes/col percents

Table 20
Q.4 Have you ever discussed any of the following with...?
Anyone at all
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Any	1285	607	678	119	201	217	241	212	295	382	345	289	270	193	534
	62%	60%	63%	49%	56%	64%	65%	71%	63%	68%	61%	64%	53%	68%	60%
Whether they have made a will	992	473	519	78	142	166	188	178	241	305	277	217	192	140	410
	48%	47%	49%	32%	39%	48%	50%	59%	52%	54%	49%	48%	38%	49%	46%
Their funeral wishes	888	414	474	65	125	140	168	161	229	267	219	205	197	125	354
	43%	41%	44%	27%	35%	41%	45%	54%	49%	48%	39%	45%	39%	44%	40%
Their end of life financial preparations	649	314	335	43	105	92	123	113	172	191	177	143	138	95	272
	31%	31%	31%	18%	29%	27%	33%	37%	37%	34%	32%	31%	27%	33%	30%
The type of care and support they would want at the end of their lives	603	278	325	60	92	92	103	106	151	188	164	131	121	93	238
	29%	27%	30%	25%	26%	27%	28%	35%	32%	34%	29%	29%	24%	32%	27%
Where would they like to die (e.g. at home, in a hospice, in hospital, in a care home)	563	279	284	47	86	77	104	96	153	158	146	135	125	89	223
	27%	27%	27%	20%	24%	23%	28%	32%	33%	28%	26%	30%	24%	31%	25%
Not applicable	609	310	299	81	127	92	95	68	146	132	168	112	197	64	269
	29%	31%	28%	33%	35%	27%	25%	23%	31%	24%	30%	25%	39%	23%	30%
Prefer not to say	249	123	126	51	36	41	47	28	45	60	62	70	57	34	122
	12%	12%	12%	21%	10%	12%	13%	9%	10%	11%	11%	15%	11%	12%	14%

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Table 20
Q.4 Have you ever discussed any of the following with...?
Anyone at all
Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Any	1285 62%	118 65%	60 57%	1107 62%	48 55%	142 59%	117 66%	111 59%	112 73%	124 61%	169 61%	175 60%	110 60%
Whether they have made a will	992 48%	101 56%	46 43%	845 47%	30 34%	112 47%	90 51%	83 44%	81 53%	102 50%	121 44%	137 47%	89 49%
Their funeral wishes	888 43%	81 45%	33 31%	775 43%	37 43%	105 44%	90 51%	84 45%	64 42%	91 45%	104 38%	123 42%	75 41%
Their end of life financial preparations	649 31%	68 37%	27 25%	554 31%	22 26%	76 32%	57 32%	64 34%	63 41%	65 32%	64 23%	97 33%	46 25%
The type of care and support they would want at the end of their lives	603 29%	62 34%	32 30%	510 28%	22 25%	84 35%	59 33%	53 28%	41 27%	55 27%	71 26%	79 27%	46 25%
Where would they like to die (e.g. at home, in a hospice, in hospital, in a care home)	563 27%	57 31%	27 26%	479 27%	24 27%	67 28%	41 23%	53 28%	47 31%	57 28%	71 26%	72 25%	46 25%
Not applicable	609 29%	57 31%	36 34%	515 29%	24 28%	67 28%	45 25%	63 34%	34 22%	60 30%	78 28%	85 29%	60 33%
Prefer not to say	249 12%	14 8%	16 15%	219 12%	16 18%	35 15%	18 10%	17 9%	10 7%	26 13%	39 14%	40 14%	17 9%

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Table 21

Q.5 Thinking about death, dying and bereavement, please rank the following factors in order of how important they are to you to ensure a 'good death' is possible?

Summary**Base: All respondents**

		Factors					
		Being pain free	Being with your family and friends	Being cared for and able to die in the place of your choice	Retaining your dignity	Being involved in decisions about your care, or if you are not able to, for family or those close to you to be involved	Having your religious/spiritual needs met
Unweighted base		2085	2085	2085	2085	2085	2085
Weighted base		2085	2085	2085	2085	2085	2085
Most important	(1)	674 32%	408 20%	154 7%	278 13%	170 8%	99 5%
	(2)	398 19%	351 17%	290 14%	441 21%	251 12%	54 3%
	(3)	275 13%	320 15%	388 19%	356 17%	371 18%	74 4%
	(4)	195 9%	322 15%	397 19%	324 16%	450 22%	96 5%
	(5)	170 8%	295 14%	432 21%	320 15%	435 21%	132 6%
Least important	(6)	72 3%	89 4%	122 6%	65 3%	107 5%	1329 64%
I do not believe a good death is possible		301 14%	301 14%	301 14%	301 14%	301 14%	301 14%
Mean		2.44	3.01	3.58	3.09	3.59	5.29
Standard deviation		1.51	1.55	1.41	1.45	1.39	1.43
Standard error		0.04	0.04	0.03	0.03	0.03	0.03

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 22

Q.5 Thinking about death, dying and bereavement, please rank the following factors in order of how important they are to you to ensure a 'good death' is possible?

Being pain free

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
Most important	(1) 674 32%	327 32%	348 33%	71 29%	94 26%	105 31%	137 37%	110 37%	159 34%	198 35%	176 31%	152 33%	149 29%	105 37%	278 31%
	(2) 398 19%	196 19%	202 19%	46 19%	75 21%	65 19%	63 17%	60 20%	89 19%	105 19%	110 20%	85 19%	99 19%	43 15%	182 20%
	(3) 275 13%	120 12%	155 14%	32 13%	46 13%	44 13%	56 15%	37 12%	61 13%	69 12%	71 13%	56 12%	79 16%	43 15%	111 12%
	(4) 195 9%	85 8%	110 10%	25 10%	36 10%	25 7%	40 11%	27 9%	42 9%	66 12%	62 11%	41 9%	26 5%	29 10%	83 9%
	(5) 170 8%	85 8%	85 8%	25 11%	30 8%	35 10%	27 7%	24 8%	28 6%	44 8%	40 7%	37 8%	50 10%	26 9%	70 8%
Least important	(6) 72 3%	33 3%	39 4%	6 2%	15 4%	16 5%	15 4%	7 2%	13 3%	18 3%	21 4%	15 3%	18 3%	11 4%	34 4%
I do not believe a good death is possible	301 14%	170 17%	131 12%	38 16%	65 18%	52 15%	34 9%	36 12%	75 16%	61 11%	81 14%	70 15%	89 17%	30 11%	136 15%
Mean	2.44	2.41	2.47	2.54	2.59	2.55	2.41	2.31	2.31	2.41	2.47	2.41	2.48	2.46	2.45
Standard deviation	1.51	1.51	1.51	1.51	1.53	1.59	1.52	1.46	1.44	1.50	1.51	1.51	1.52	1.55	1.51
Standard error	0.04	0.05	0.05	0.11	0.10	0.10	0.08	0.08	0.07	0.06	0.07	0.09	0.08	0.10	0.06

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 22

Q.5 Thinking about death, dying and bereavement, please rank the following factors in order of how important they are to you to ensure a 'good death' is possible?

Being pain free

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
Most important	(1) 674 32%	43 24%	39 36%	593 33%	32 37%	84 35%	55 31%	64 34%	46 30%	70 35%	98 35%	95 32%	48 26%
	(2) 398 19%	37 20%	16 15%	345 19%	14 16%	53 22%	36 21%	40 21%	32 21%	34 17%	45 16%	61 21%	29 16%
	(3) 275 13%	33 18%	12 11%	230 13%	18 21%	23 10%	21 12%	29 15%	26 17%	22 11%	24 9%	42 14%	26 14%
	(4) 195 9%	22 12%	8 8%	165 9%	3 4%	18 8%	17 9%	19 10%	7 5%	18 9%	29 10%	31 11%	22 12%
	(5) 170 8%	16 9%	8 8%	145 8%	6 7%	27 11%	20 12%	6 3%	12 8%	19 9%	19 7%	18 6%	18 10%
Least important	(6) 72 3%	8 4%	5 4%	60 3%	1 1%	5 2%	7 4%	6 3%	10 7%	6 3%	10 4%	11 4%	4 2%
I do not believe a good death is possible	301 14%	23 13%	18 17%	260 14%	13 14%	29 12%	21 12%	23 12%	20 13%	33 16%	51 18%	34 12%	37 20%
Mean	2.44	2.72	2.38	2.42	2.19	2.36	2.56	2.27	2.54	2.40	2.36	2.42	2.62
Standard deviation	1.51	1.49	1.60	1.50	1.32	1.51	1.58	1.37	1.60	1.54	1.55	1.47	1.50
Standard error	0.04	0.13	0.17	0.04	0.14	0.10	0.12	0.11	0.15	0.12	0.10	0.09	0.12

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 23

Q.5 Thinking about death, dying and bereavement, please rank the following factors in order of how important they are to you to ensure a 'good death' is possible?

Being with your family and friends

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
Most important	(1) 408 20%	176 17%	232 22%	75 31%	82 23%	74 22%	63 17%	44 15%	70 15%	100 18%	118 21%	83 18%	107 21%	65 23%	172 19%
	(2) 351 17%	166 16%	184 17%	51 21%	48 13%	57 17%	73 20%	54 18%	68 15%	92 16%	87 16%	82 18%	89 17%	50 17%	148 17%
	(3) 320 15%	150 15%	170 16%	25 10%	66 18%	49 14%	62 17%	44 15%	75 16%	89 16%	87 15%	70 15%	74 15%	48 17%	133 15%
	(4) 322 15%	161 16%	161 15%	33 14%	51 14%	48 14%	68 18%	59 20%	63 13%	93 17%	76 14%	70 15%	83 16%	48 17%	147 16%
	(5) 295 14%	145 14%	150 14%	13 6%	31 9%	53 15%	47 13%	54 18%	97 21%	100 18%	89 16%	57 12%	50 10%	37 13%	115 13%
Least important	(6) 89 4%	47 5%	42 4%	7 3%	19 5%	9 3%	24 6%	9 3%	20 4%	26 5%	22 4%	23 5%	17 3%	8 3%	43 5%
I do not believe a good death is possible	301 14%	170 17%	131 12%	38 16%	65 18%	52 15%	34 9%	36 12%	75 16%	61 11%	81 14%	70 15%	89 17%	30 11%	136 15%
Mean	3.01	3.09	2.93	2.42	2.86	2.91	3.11	3.20	3.28	3.16	2.99	3.01	2.84	2.87	3.02
Standard deviation	1.55	1.55	1.55	1.46	1.55	1.55	1.54	1.49	1.56	1.55	1.58	1.55	1.50	1.50	1.55
Standard error	0.04	0.05	0.05	0.11	0.10	0.09	0.08	0.09	0.07	0.06	0.07	0.09	0.07	0.10	0.06

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 23

Q.5 Thinking about death, dying and bereavement, please rank the following factors in order of how important they are to you to ensure a 'good death' is possible?

Being with your family and friends

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
Most important	(1) 408 20%	41 23%	21 20%	346 19%	14 16%	43 18%	38 21%	35 19%	43 28%	41 20%	41 15%	57 20%	35 19%
	(2) 351 17%	31 17%	20 19%	299 17%	16 18%	34 14%	38 22%	29 15%	19 12%	43 21%	37 13%	53 18%	30 17%
	(3) 320 15%	23 12%	13 13%	284 16%	11 12%	53 22%	28 16%	40 22%	15 10%	25 12%	34 12%	47 16%	31 17%
	(4) 322 15%	29 16%	16 15%	277 15%	12 14%	46 19%	22 13%	31 16%	31 20%	22 11%	49 18%	44 15%	21 11%
	(5) 295 14%	26 14%	13 12%	257 14%	15 17%	27 11%	26 15%	22 12%	17 11%	34 17%	49 18%	46 16%	22 12%
Least important	(6) 89 4%	9 5%	5 5%	75 4%	7 8%	8 3%	4 2%	7 4%	10 7%	4 2%	15 5%	12 4%	7 4%
I do not believe a good death is possible	301 14%	23 13%	18 17%	260 14%	13 14%	29 12%	21 12%	23 12%	20 13%	33 16%	51 18%	34 12%	37 20%
Mean	3.01	2.96	2.95	3.01	3.25	3.03	2.82	2.98	2.93	2.87	3.32	3.01	2.90
Standard deviation	1.55	1.61	1.59	1.54	1.65	1.43	1.49	1.47	1.69	1.54	1.58	1.54	1.54
Standard error	0.04	0.13	0.17	0.04	0.18	0.10	0.11	0.11	0.16	0.12	0.10	0.10	0.12

Death & Dying Survey
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Absolutes/col percents

Table 24

Q.5 Thinking about death, dying and bereavement, please rank the following factors in order of how important they are to you to ensure a 'good death' is possible?

Being cared for and able to die in the place of your choice

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825	
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894	
Most important	(1)	154 7%	88 9%	66 6%	15 6%	27 7%	19 6%	31 8%	28 9%	35 8%	46 8%	36 6%	34 8%	38 7%	16 6%	77 9%
	(2)	290 14%	129 13%	161 15%	20 8%	57 16%	38 11%	61 17%	41 14%	73 16%	75 13%	80 14%	59 13%	76 15%	38 13%	127 14%
	(3)	388 19%	194 19%	194 18%	45 19%	58 16%	73 21%	81 22%	50 16%	82 18%	106 19%	102 18%	94 21%	86 17%	48 17%	172 19%
	(4)	397 19%	200 20%	197 18%	47 19%	56 16%	73 21%	61 17%	70 23%	90 19%	108 19%	100 18%	82 18%	107 21%	68 24%	151 17%
	(5)	432 21%	187 18%	245 23%	56 23%	70 19%	65 19%	88 24%	62 21%	92 20%	120 21%	131 23%	94 21%	87 17%	61 21%	178 20%
Least important	(6)	122 6%	48 5%	75 7%	22 9%	28 8%	22 6%	16 4%	13 4%	21 5%	44 8%	31 5%	21 5%	27 5%	25 9%	53 6%
I do not believe a good death is possible		301 14%	170 17%	131 12%	38 16%	65 18%	52 15%	34 9%	36 12%	75 16%	61 11%	81 14%	70 15%	89 17%	30 11%	136 15%
Mean		3.58	3.49	3.66	3.86	3.58	3.66	3.48	3.51	3.49	3.62	3.63	3.53	3.50	3.76	3.51
Standard deviation		1.41	1.40	1.41	1.40	1.49	1.34	1.40	1.41	1.40	1.45	1.40	1.38	1.40	1.39	1.44
Standard error		0.03	0.05	0.05	0.10	0.10	0.08	0.08	0.08	0.07	0.06	0.06	0.08	0.07	0.09	0.05

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 24

Q.5 Thinking about death, dying and bereavement, please rank the following factors in order of how important they are to you to ensure a 'good death' is possible?

Being cared for and able to die in the place of your choice

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
Most important	(1) 154 7%	8 5%	4 4%	142 8%	9 11%	21 9%	12 7%	16 8%	11 7%	16 8%	22 8%	24 8%	10 6%
	(2) 290 14%	33 18%	9 8%	248 14%	14 16%	29 12%	28 16%	30 16%	26 17%	25 13%	34 12%	36 12%	26 14%
	(3) 388 19%	43 23%	22 21%	323 18%	17 19%	43 18%	31 18%	28 15%	35 23%	32 16%	54 20%	55 19%	28 15%
	(4) 397 19%	34 19%	25 24%	338 19%	19 22%	48 20%	36 20%	39 21%	27 18%	41 20%	34 12%	51 18%	42 23%
	(5) 432 21%	34 19%	24 22%	375 21%	12 14%	59 25%	34 19%	39 21%	27 17%	44 22%	54 20%	74 25%	32 18%
Least important	(6) 122 6%	8 4%	3 3%	112 6%	3 4%	11 5%	15 8%	11 6%	8 5%	11 5%	26 10%	18 6%	8 4%
I do not believe a good death is possible	301 14%	23 13%	18 17%	260 14%	13 14%	29 12%	21 12%	23 12%	20 13%	33 16%	51 18%	34 12%	37 20%
Mean	3.58	3.47	3.73	3.58	3.28	3.61	3.62	3.55	3.43	3.61	3.64	3.65	3.57
Standard deviation	1.41	1.30	1.22	1.43	1.39	1.41	1.44	1.45	1.37	1.42	1.53	1.44	1.35
Standard error	0.03	0.11	0.13	0.04	0.15	0.10	0.11	0.11	0.13	0.11	0.10	0.09	0.11

Death & Dying Survey
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Absolutes/col percents

Table 25

Q.5 Thinking about death, dying and bereavement, please rank the following factors in order of how important they are to you to ensure a 'good death' is possible?

Retaining your dignity

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
Most important	(1) 278 13%	140 14%	138 13%	22 9%	37 10%	38 11%	62 17%	42 14%	77 16%	72 13%	80 14%	57 12%	70 14%	35 12%	111 12%
	(2) 441 21%	212 21%	229 21%	54 22%	60 17%	74 22%	86 23%	67 22%	100 21%	127 23%	128 23%	87 19%	98 19%	85 30%	162 18%
	(3) 356 17%	155 15%	201 19%	52 21%	49 14%	54 16%	65 17%	57 19%	79 17%	103 18%	102 18%	67 15%	84 16%	49 17%	158 18%
	(4) 324 16%	148 15%	176 16%	30 12%	60 17%	55 16%	71 19%	42 14%	66 14%	85 15%	89 16%	74 16%	76 15%	41 14%	143 16%
	(5) 320 15%	155 15%	165 15%	41 17%	77 21%	51 15%	44 12%	48 16%	59 13%	93 17%	66 12%	82 18%	80 16%	38 13%	152 17%
Least important	(6) 65 3%	35 3%	30 3%	5 2%	12 3%	18 5%	10 3%	8 3%	12 3%	21 4%	15 3%	17 4%	12 2%	7 3%	31 4%
I do not believe a good death is possible	301 14%	170 17%	131 12%	38 16%	65 18%	52 15%	34 9%	36 12%	75 16%	61 11%	81 14%	70 15%	89 17%	30 11%	136 15%
Mean	3.09	3.08	3.10	3.15	3.39	3.21	2.93	3.05	2.91	3.12	2.95	3.23	3.08	2.95	3.21
Standard deviation	1.45	1.48	1.41	1.37	1.47	1.48	1.41	1.43	1.44	1.45	1.40	1.49	1.45	1.38	1.46
Standard error	0.03	0.05	0.05	0.10	0.10	0.09	0.08	0.08	0.07	0.06	0.06	0.09	0.07	0.09	0.06

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 25

Q.5 Thinking about death, dying and bereavement, please rank the following factors in order of how important they are to you to ensure a 'good death' is possible?

Retaining your dignity

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
Most important	(1) 278 13%	30 16%	9 8%	240 13%	15 17%	29 12%	28 16%	36 19%	22 14%	22 11%	24 9%	39 13%	24 13%
	(2) 441 21%	37 20%	30 29%	373 21%	14 16%	57 24%	31 17%	33 18%	32 21%	42 21%	69 25%	69 24%	26 14%
	(3) 356 17%	25 14%	14 13%	317 18%	14 16%	48 20%	29 17%	35 19%	24 15%	38 19%	47 17%	54 18%	27 15%
	(4) 324 16%	25 14%	16 15%	283 16%	17 19%	36 15%	40 22%	20 11%	29 19%	35 17%	45 16%	42 15%	21 11%
	(5) 320 15%	32 18%	10 10%	277 15%	11 13%	36 15%	25 14%	34 18%	28 18%	29 14%	31 11%	47 16%	37 20%
Least important	(6) 65 3%	9 5%	8 8%	48 3%	4 4%	5 2%	3 2%	7 4%	- -	4 2%	9 3%	7 2%	10 5%
I do not believe a good death is possible	301 14%	23 13%	18 17%	260 14%	13 14%	29 12%	21 12%	23 12%	20 13%	33 16%	51 18%	34 12%	37 20%
Mean	3.09	3.13	3.15	3.08	3.07	3.04	3.07	3.02	3.06	3.11	3.07	3.04	3.34
Standard deviation	1.45	1.57	1.50	1.43	1.51	1.38	1.41	1.55	1.40	1.36	1.35	1.42	1.59
Standard error	0.03	0.13	0.16	0.04	0.16	0.10	0.11	0.12	0.13	0.11	0.09	0.09	0.13

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 26

Q.5 Thinking about death, dying and bereavement, please rank the following factors in order of how important they are to you to ensure a 'good death' is possible?

Being involved in decisions about your care, or if you are not able to, for family or those close to you to be involved

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
Most important	(1) 170 8%	70 7%	100 9%	12 5%	34 9%	32 9%	30 8%	28 9%	34 7%	56 10%	49 9%	34 8%	31 6%	19 7%	82 9%
	(2) 251 12%	118 12%	133 12%	27 11%	38 10%	43 13%	48 13%	39 13%	56 12%	86 15%	59 10%	55 12%	52 10%	34 12%	107 12%
	(3) 371 18%	190 19%	181 17%	38 16%	64 18%	57 17%	64 17%	65 22%	82 17%	106 19%	102 18%	78 17%	85 17%	57 20%	154 17%
	(4) 450 22%	197 19%	253 24%	59 24%	74 21%	70 20%	79 21%	55 18%	113 24%	120 21%	123 22%	107 23%	101 20%	57 20%	189 21%
	(5) 435 21%	214 21%	221 21%	50 21%	70 19%	68 20%	102 28%	63 21%	82 18%	105 19%	121 22%	93 20%	115 23%	70 24%	191 21%
Least important	(6) 107 5%	57 6%	50 5%	18 8%	16 4%	20 6%	14 4%	14 5%	26 5%	28 5%	26 5%	18 4%	35 7%	20 7%	36 4%
I do not believe a good death is possible	301 14%	170 17%	131 12%	38 16%	65 18%	52 15%	34 9%	36 12%	75 16%	61 11%	81 14%	70 15%	89 17%	30 11%	136 15%
Mean	3.59	3.64	3.54	3.80	3.53	3.54	3.65	3.48	3.58	3.43	3.60	3.58	3.77	3.72	3.54
Standard deviation	1.39	1.39	1.40	1.34	1.41	1.45	1.38	1.41	1.37	1.42	1.39	1.35	1.39	1.39	1.40
Standard error	0.03	0.05	0.05	0.10	0.09	0.09	0.07	0.08	0.06	0.06	0.06	0.08	0.07	0.09	0.05

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 26

Q.5 Thinking about death, dying and bereavement, please rank the following factors in order of how important they are to you to ensure a 'good death' is possible?

Being involved in decisions about your care, or if you are not able to, for family or those close to you to be involved

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
Most important	(1) 170 8%	26 14%	10 9%	135 7%	4 4%	22 9%	13 8%	10 5%	9 6%	14 7%	22 8%	19 7%	22 12%
	(2) 251 12%	15 8%	10 9%	227 13%	11 13%	34 14%	22 12%	28 15%	17 11%	21 10%	32 12%	34 12%	29 16%
	(3) 371 18%	29 16%	19 18%	322 18%	12 14%	36 15%	38 22%	26 14%	31 20%	46 23%	46 17%	54 19%	33 18%
	(4) 450 22%	38 21%	17 16%	395 22%	18 20%	53 22%	39 22%	42 22%	35 23%	42 21%	55 20%	79 27%	33 18%
	(5) 435 21%	41 23%	23 22%	371 21%	25 29%	50 21%	36 20%	48 26%	36 23%	40 20%	51 18%	60 21%	26 14%
Least important	(6) 107 5%	10 5%	9 9%	88 5%	5 6%	16 7%	8 4%	10 5%	6 4%	7 4%	20 7%	12 4%	4 2%
I do not believe a good death is possible	301 14%	23 13%	18 17%	260 14%	13 14%	29 12%	21 12%	23 12%	20 13%	33 16%	51 18%	34 12%	37 20%
Mean	3.59	3.53	3.70	3.59	3.87	3.58	3.55	3.73	3.68	3.57	3.62	3.62	3.17
Standard deviation	1.39	1.52	1.51	1.38	1.34	1.46	1.35	1.37	1.31	1.31	1.45	1.30	1.40
Standard error	0.03	0.13	0.16	0.03	0.14	0.10	0.10	0.10	0.13	0.10	0.10	0.08	0.11

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 27

Q.5 Thinking about death, dying and bereavement, please rank the following factors in order of how important they are to you to ensure a 'good death' is possible?

Having your religious/ spiritual needs met

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825	
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894	
Most important	(1)	99 5%	45 4%	54 5%	10 4%	23 6%	22 6%	15 4%	12 4%	17 4%	28 5%	21 4%	25 5%	25 5%	17 6%	38 4%
	(2)	54 3%	23 2%	30 3%	7 3%	18 5%	13 4%	5 1%	4 1%	7 1%	15 3%	15 3%	17 4%	7 1%	6 2%	32 4%
	(3)	74 4%	36 4%	38 4%	13 5%	13 4%	13 4%	10 3%	12 4%	14 3%	27 5%	16 3%	20 4%	12 2%	12 4%	30 3%
	(4)	96 5%	54 5%	42 4%	11 5%	17 5%	19 5%	19 5%	11 4%	19 4%	28 5%	30 5%	11 2%	27 5%	13 5%	45 5%
	(5)	132 6%	61 6%	71 7%	18 8%	18 5%	19 5%	29 8%	13 4%	35 7%	38 7%	33 6%	24 5%	38 7%	24 8%	52 6%
Least important	(6)	1329 64%	625 62%	703 66%	145 60%	206 57%	206 60%	259 70%	212 71%	301 64%	364 65%	364 65%	289 64%	312 61%	184 65%	561 63%
I do not believe a good death is possible		301 14%	170 17%	131 12%	38 16%	65 18%	52 15%	34 9%	36 12%	75 16%	61 11%	81 14%	70 15%	89 17%	30 11%	136 15%
Mean		5.29	5.29	5.30	5.23	5.06	5.13	5.42	5.45	5.42	5.25	5.36	5.23	5.34	5.25	5.27
Standard deviation		1.43	1.41	1.44	1.43	1.65	1.59	1.28	1.30	1.28	1.45	1.35	1.54	1.38	1.46	1.44
Standard error		0.03	0.05	0.05	0.11	0.11	0.10	0.07	0.07	0.06	0.06	0.06	0.09	0.07	0.10	0.05

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 27

Q.5 Thinking about death, dying and bereavement, please rank the following factors in order of how important they are to you to ensure a 'good death' is possible?

Having your religious/ spiritual needs met

Base: All respondents

	Total	Region												
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186	
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183	
Most important	(1)	99 5%	11 6%	6 5%	82 5%	1 1%	11 5%	9 5%	4 2%	4 2%	7 3%	17 6%	24 8%	6 3%
	(2)	54 3%	6 3%	3 2%	45 3%	5 6%	4 2%	1 *	4 2%	8 5%	4 2%	8 3%	5 2%	6 3%
	(3)	74 4%	5 3%	8 7%	61 3%	3 3%	8 3%	9 5%	6 3%	4 2%	6 3%	19 7%	7 2%	1 1%
	(4)	96 5%	11 6%	6 5%	80 4%	6 6%	10 4%	2 1%	13 7%	5 3%	11 5%	14 5%	10 3%	9 5%
	(5)	132 6%	10 5%	9 9%	113 6%	5 6%	12 5%	15 9%	15 8%	15 10%	4 2%	22 8%	13 5%	11 6%
Least important	(6)	1329 64%	116 64%	57 54%	1156 64%	55 63%	165 69%	120 68%	123 65%	98 64%	138 68%	144 52%	199 68%	113 62%
I do not believe a good death is possible		301 14%	23 13%	18 17%	260 14%	13 14%	29 12%	21 12%	23 12%	20 13%	33 16%	51 18%	34 12%	37 20%
Mean		5.29	5.20	5.07	5.32	5.34	5.39	5.39	5.44	5.35	5.45	4.99	5.25	5.40
Standard deviation		1.43	1.54	1.54	1.41	1.28	1.36	1.37	1.15	1.32	1.29	1.62	1.59	1.33
Standard error		0.03	0.13	0.16	0.04	0.14	0.09	0.10	0.09	0.13	0.10	0.11	0.10	0.11

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 28
Q.6 To what extent do you agree or disagree with the following statements?

Summary**Base: All respondents**

	Statements			
	Over the past five years, I have become more comfortable talking about my own death or dying, or that of people close to me	Over the past five years, people I know have become more comfortable talking about their own death or the death of someone close to them	Over the past five years, British people overall have become more comfortable talking about their own death or the death of someone close to them	I believe that everyone in the UK currently has equal access to good quality end of life care
Unweighted base	2085	2085	2085	2085
Weighted base	2085	2085	2085	2085
NET: Agree	1086 52%	904 43%	747 36%	512 25%
Strongly agree (4)	261 13%	143 7%	90 4%	158 8%
Tend to agree (3)	825 40%	762 37%	657 31%	354 17%
Tend to disagree (2)	378 18%	453 22%	461 22%	660 32%
Strongly disagree (1)	168 8%	111 5%	112 5%	493 24%
NET: Disagree	545 26%	563 27%	574 28%	1153 55%
Prefer not to say	89 4%	78 4%	67 3%	62 3%
Don't know	364 17%	539 26%	698 33%	358 17%
Mean	2.72	2.64	2.55	2.11
Standard deviation	0.85	0.76	0.74	0.94
Standard error	0.02	0.02	0.02	0.02

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 29

Q.6 To what extent do you agree or disagree with the following statements?

Over the past five years, I have become more comfortable talking about my own death or dying, or that of people close to me

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	1086 52%	501 49%	586 55%	98 40%	148 41%	151 44%	200 54%	179 60%	310 66%	309 55%	261 46%	243 54%	273 54%	139 49%	432 48%
Strongly agree	(4) 261 13%	104 10%	158 15%	21 9%	35 10%	31 9%	46 12%	42 14%	86 18%	73 13%	54 10%	64 14%	71 14%	24 8%	96 11%
Tend to agree	(3) 825 40%	397 39%	428 40%	77 32%	113 31%	120 35%	154 41%	137 46%	224 48%	236 42%	207 37%	179 39%	203 40%	115 40%	336 38%
Tend to disagree	(2) 378 18%	198 19%	180 17%	36 15%	72 20%	72 21%	71 19%	60 20%	66 14%	112 20%	122 22%	69 15%	75 15%	67 23%	161 18%
Strongly disagree	(1) 168 8%	88 9%	79 7%	24 10%	35 10%	32 9%	25 7%	23 8%	28 6%	38 7%	36 6%	41 9%	52 10%	13 5%	86 10%
NET: Disagree	545 26%	286 28%	259 24%	59 24%	107 30%	105 31%	96 26%	84 28%	94 20%	150 27%	158 28%	110 24%	127 25%	80 28%	247 28%
Prefer not to say	89 4%	52 5%	37 3%	20 8%	14 4%	19 6%	18 5%	4 1%	14 3%	16 3%	26 5%	19 4%	29 6%	11 4%	41 5%
Don't know	364 17%	176 17%	188 18%	65 27%	92 26%	67 20%	57 15%	34 11%	49 10%	86 15%	116 21%	83 18%	79 15%	56 20%	174 19%
Mean	2.72	2.66	2.79	2.61	2.58	2.59	2.75	2.75	2.91	2.75	2.67	2.75	2.73	2.68	2.65
Standard deviation	0.85	0.84	0.85	0.90	0.89	0.86	0.82	0.83	0.80	0.82	0.81	0.88	0.90	0.75	0.87
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.05	0.03

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 29

Q.6 To what extent do you agree or disagree with the following statements?

Over the past five years, I have become more comfortable talking about my own death or dying, or that of people close to me

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	1086 52%	110 61%	63 60%	913 51%	46 52%	135 57%	97 55%	90 48%	81 53%	100 49%	133 48%	135 46%	96 52%
Strongly agree	(4) 261 13%	23 13%	13 12%	226 13%	13 14%	34 14%	25 14%	24 13%	20 13%	21 10%	33 12%	31 11%	26 14%
Tend to agree	(3) 825 40%	87 48%	51 48%	687 38%	33 38%	102 42%	72 41%	66 35%	61 39%	79 39%	100 36%	104 36%	70 38%
Tend to disagree	(2) 378 18%	31 17%	16 15%	330 18%	11 13%	44 18%	23 13%	30 16%	33 21%	46 23%	44 16%	67 23%	32 17%
Strongly disagree	(1) 168 8%	13 7%	5 4%	150 8%	12 14%	14 6%	14 8%	15 8%	6 4%	18 9%	31 11%	27 9%	13 7%
NET: Disagree	545 26%	44 25%	21 19%	480 27%	23 27%	58 24%	37 21%	45 24%	39 25%	65 32%	75 27%	94 32%	44 24%
Prefer not to say	89 4%	7 4%	3 3%	80 4%	1 1%	6 2%	2 1%	9 5%	11 7%	10 5%	16 6%	12 4%	12 7%
Don't know	364 17%	20 11%	19 18%	325 18%	18 20%	41 17%	41 23%	43 23%	23 15%	28 14%	51 19%	50 17%	31 17%
Mean	2.72	2.77	2.85	2.71	2.67	2.80	2.80	2.73	2.80	2.62	2.65	2.61	2.78
Standard deviation	0.85	0.80	0.74	0.86	0.97	0.81	0.86	0.88	0.78	0.85	0.92	0.86	0.85
Standard error	0.02	0.07	0.08	0.02	0.11	0.06	0.07	0.07	0.08	0.07	0.06	0.06	0.07

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 30

Q.6 To what extent do you agree or disagree with the following statements?

Over the past five years, people I know have become more comfortable talking about their own death or the death of someone close to them

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	904 43%	397 39%	508 47%	84 35%	144 40%	135 40%	166 45%	142 47%	234 50%	258 46%	212 38%	210 46%	224 44%	124 43%	368 41%
Strongly agree	(4) 7%	143 5%	89 8%	13 5%	24 7%	27 8%	23 6%	17 6%	38 8%	35 6%	27 5%	40 9%	40 8%	14 5%	68 8%
Tend to agree	(3) 37%	762 34%	419 39%	70 29%	120 33%	108 32%	143 38%	125 42%	196 42%	223 40%	185 33%	170 37%	184 36%	110 39%	300 34%
Tend to disagree	(2) 22%	453 23%	218 20%	48 20%	72 20%	81 24%	85 23%	64 21%	103 22%	137 24%	133 24%	92 20%	90 18%	65 23%	200 22%
Strongly disagree	(1) 5%	111 6%	50 5%	12 5%	23 6%	18 5%	21 6%	21 7%	17 4%	18 3%	23 4%	30 7%	39 8%	10 4%	57 6%
NET: Disagree	563 27%	295 29%	269 25%	59 24%	95 26%	99 29%	106 28%	85 28%	120 26%	155 28%	156 28%	122 27%	130 26%	75 26%	257 29%
Prefer not to say	78 4%	49 5%	29 3%	21 9%	11 3%	16 5%	15 4%	4 1%	11 2%	17 3%	21 4%	17 4%	24 5%	12 4%	36 4%
Don't know	539 26%	275 27%	264 25%	78 32%	111 31%	92 27%	85 23%	70 23%	103 22%	131 23%	172 31%	105 23%	131 26%	76 26%	234 26%
Mean	2.64	2.56	2.70	2.60	2.61	2.62	2.62	2.61	2.72	2.67	2.59	2.66	2.63	2.64	2.60
Standard deviation	0.76	0.76	0.75	0.77	0.80	0.79	0.75	0.76	0.71	0.69	0.72	0.80	0.83	0.69	0.80
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.05	0.03

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 30

Q.6 To what extent do you agree or disagree with the following statements?

Over the past five years, people I know have become more comfortable talking about their own death or the death of someone close to them

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	904 43%	104 57%	38 36%	763 42%	38 43%	112 47%	90 51%	67 36%	69 45%	84 41%	110 40%	116 40%	76 41%
Strongly agree	(4) 143 7%	11 6%	6 5%	126 7%	8 9%	24 10%	11 6%	11 6%	15 10%	10 5%	15 6%	18 6%	14 8%
Tend to agree	(3) 762 37%	93 51%	32 30%	637 35%	30 34%	89 37%	79 45%	57 30%	54 35%	74 37%	95 34%	98 34%	62 34%
Tend to disagree	(2) 453 22%	33 18%	31 29%	389 22%	18 21%	49 21%	23 13%	48 26%	31 20%	51 25%	67 24%	58 20%	43 24%
Strongly disagree	(1) 111 5%	6 3%	3 3%	101 6%	8 9%	14 6%	6 3%	10 5%	8 5%	11 5%	16 6%	21 7%	8 5%
NET: Disagree	563 27%	39 22%	34 32%	490 27%	26 30%	64 27%	29 16%	58 31%	39 25%	62 31%	82 30%	79 27%	52 28%
Prefer not to say	78 4%	6 4%	1 1%	70 4%	1 1%	2 1%	2 1%	10 5%	9 6%	8 4%	14 5%	12 4%	11 6%
Don't know	539 26%	32 18%	33 31%	474 26%	23 26%	61 25%	56 32%	52 28%	37 24%	48 24%	68 25%	84 29%	45 24%
Mean	2.64	2.76	2.57	2.63	2.59	2.69	2.81	2.55	2.71	2.57	2.57	2.58	2.64
Standard deviation	0.76	0.65	0.70	0.77	0.87	0.80	0.67	0.76	0.81	0.73	0.76	0.80	0.77
Standard error	0.02	0.06	0.08	0.02	0.10	0.06	0.06	0.07	0.09	0.06	0.06	0.06	0.07

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 31

Q.6 To what extent do you agree or disagree with the following statements?

Over the past five years, British people overall have become more comfortable talking about their own death or the death of someone close to them

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	747 36%	338 33%	408 38%	66 27%	112 31%	106 31%	137 37%	117 39%	208 44%	208 37%	180 32%	183 40%	176 35%	106 37%	288 32%
Strongly agree	(4) 90 4%	37 4%	53 5%	8 3%	17 5%	16 5%	12 3%	10 3%	27 6%	23 4%	22 4%	28 6%	17 3%	9 3%	43 5%
Tend to agree	(3) 657 31%	302 30%	355 33%	58 24%	96 26%	90 26%	125 34%	107 36%	181 39%	185 33%	157 28%	155 34%	159 31%	97 34%	245 27%
Tend to disagree	(2) 461 22%	232 23%	230 21%	42 17%	80 22%	86 25%	79 21%	74 25%	101 22%	140 25%	122 22%	94 21%	105 21%	72 25%	205 23%
Strongly disagree	(1) 112 5%	62 6%	51 5%	8 3%	23 6%	20 6%	31 8%	16 5%	14 3%	30 5%	26 5%	25 6%	32 6%	16 5%	64 7%
NET: Disagree	574 28%	293 29%	281 26%	50 21%	103 29%	106 31%	110 30%	90 30%	114 24%	170 30%	148 26%	119 26%	137 27%	87 31%	269 30%
Prefer not to say	67 3%	42 4%	25 2%	18 7%	12 3%	14 4%	11 3%	3 1%	9 2%	13 2%	19 3%	14 3%	22 4%	9 3%	34 4%
Don't know	698 33%	342 34%	356 33%	108 45%	133 37%	117 34%	113 31%	90 30%	136 29%	171 30%	215 38%	139 31%	173 34%	84 29%	304 34%
Mean	2.55	2.50	2.60	2.56	2.49	2.48	2.48	2.53	2.69	2.53	2.54	2.61	2.51	2.51	2.48
Standard deviation	0.74	0.75	0.74	0.73	0.79	0.77	0.78	0.71	0.69	0.73	0.74	0.77	0.75	0.71	0.80
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.05	0.04

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 31

Q.6 To what extent do you agree or disagree with the following statements?**Over the past five years, British people overall have become more comfortable talking about their own death or the death of someone close to them****Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	747 36%	79 44%	36 33%	632 35%	32 37%	95 40%	83 47%	59 32%	52 33%	66 32%	89 32%	92 32%	64 35%
Strongly agree	(4) 90 4%	9 5%	4 3%	77 4%	5 5%	11 5%	10 6%	5 3%	10 7%	6 3%	15 6%	8 3%	8 4%
Tend to agree	(3) 657 31%	70 39%	32 30%	555 31%	28 32%	83 35%	73 41%	55 29%	42 27%	60 30%	74 27%	84 29%	57 31%
Tend to disagree	(2) 461 22%	39 22%	30 28%	392 22%	21 24%	49 20%	21 12%	44 24%	36 23%	60 30%	58 21%	67 23%	36 20%
Strongly disagree	(1) 112 5%	7 4%	6 6%	100 6%	3 3%	13 5%	6 4%	5 3%	8 5%	11 6%	14 5%	24 8%	14 8%
NET: Disagree	574 28%	46 25%	36 34%	491 27%	24 27%	62 26%	27 15%	50 26%	44 29%	72 35%	72 26%	91 31%	50 27%
Prefer not to say	67 3%	6 4%	1 1%	60 3%	* 1%	2 1%	3 1%	9 5%	8 5%	7 4%	13 5%	8 3%	10 5%
Don't know	698 33%	49 27%	34 32%	614 34%	31 35%	81 34%	65 36%	70 37%	50 32%	57 28%	101 37%	101 35%	59 32%
Mean	2.55	2.65	2.46	2.54	2.60	2.59	2.78	2.54	2.56	2.44	2.56	2.41	2.51
Standard deviation	0.74	0.70	0.73	0.75	0.72	0.75	0.69	0.66	0.79	0.71	0.79	0.77	0.79
Standard error	0.02	0.07	0.09	0.02	0.09	0.06	0.06	0.06	0.09	0.06	0.06	0.06	0.07

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 32

Q.6 To what extent do you agree or disagree with the following statements?
I believe that everyone in the UK currently has equal access to good quality end of life care

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	512 25%	260 26%	252 24%	75 31%	109 30%	88 26%	91 25%	69 23%	80 17%	125 22%	136 24%	129 28%	121 24%	89 31%	236 26%
Strongly agree	(4) 8%	158 6%	65 9%	93 8%	20 6%	23 6%	28 8%	37 10%	27 9%	22 5%	35 6%	36 6%	46 10%	41 8%	69 8%
Tend to agree	(3) 17%	354 19%	195 15%	159 23%	55 24%	85 24%	60 17%	54 14%	42 14%	58 12%	90 16%	100 18%	84 18%	80 16%	167 19%
Tend to disagree	(2) 32%	660 31%	311 33%	349 25%	111 31%	109 32%	106 29%	101 34%	174 37%	204 36%	185 33%	116 26%	155 30%	85 30%	271 30%
Strongly disagree	(1) 24%	493 24%	244 23%	249 12%	63 17%	68 20%	104 28%	92 31%	139 30%	145 26%	113 20%	117 26%	118 23%	58 20%	186 21%
NET: Disagree	1153 55%	555 55%	598 56%	87 36%	174 48%	177 52%	210 56%	193 64%	312 67%	350 62%	298 53%	233 51%	273 54%	142 50%	457 51%
Prefer not to say	62 3%	39 4%	23 2%	17 7%	11 3%	13 4%	11 3%	4 1%	7 1%	12 2%	17 3%	12 3%	20 4%	7 3%	32 4%
Don't know	358 17%	161 16%	196 18%	63 26%	67 18%	65 19%	60 16%	35 12%	68 15%	75 13%	109 19%	80 18%	94 19%	47 17%	169 19%
Mean	2.11	2.10	2.11	2.41	2.24	2.18	2.08	2.02	1.91	2.03	2.14	2.16	2.11	2.25	2.17
Standard deviation	0.94	0.92	0.95	0.91	0.89	0.94	1.01	0.97	0.85	0.89	0.90	1.02	0.95	0.95	0.94
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.06	0.06	0.04	0.04	0.04	0.06	0.05	0.07	0.04

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 32

Q.6 To what extent do you agree or disagree with the following statements?

I believe that everyone in the UK currently has equal access to good quality end of life care

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	512 25%	60 33%	21 20%	430 24%	25 29%	61 25%	45 26%	49 26%	43 28%	44 22%	53 19%	68 23%	42 23%
Strongly agree	(4) 158 8%	21 12%	4 4%	132 7%	10 11%	16 7%	13 7%	15 8%	15 10%	12 6%	16 6%	18 6%	17 9%
Tend to agree	(3) 354 17%	39 21%	17 16%	298 17%	16 18%	45 19%	33 18%	34 18%	28 18%	31 16%	36 13%	50 17%	25 14%
Tend to disagree	(2) 660 32%	54 30%	45 42%	561 31%	24 28%	63 26%	63 36%	54 29%	38 25%	75 37%	82 30%	99 34%	61 33%
Strongly disagree	(1) 493 24%	44 24%	22 21%	427 24%	19 21%	64 27%	33 18%	42 22%	51 33%	41 20%	70 25%	71 24%	37 20%
NET: Disagree	1153 55%	98 54%	67 63%	988 55%	43 49%	127 53%	96 54%	96 51%	89 58%	116 58%	152 55%	170 58%	98 54%
Prefer not to say	62 3%	6 4%	1 1%	55 3%	* 1%	3 1%	2 1%	6 3%	6 4%	9 4%	11 4%	8 3%	10 5%
Don't know	358 17%	16 9%	18 17%	324 18%	19 22%	48 20%	34 19%	36 19%	16 11%	33 16%	59 22%	46 16%	33 18%
Mean	2.11	2.24	2.04	2.10	2.24	2.06	2.18	2.16	2.05	2.10	1.99	2.07	2.16
Standard deviation	0.94	1.01	0.81	0.94	1.01	0.96	0.89	0.96	1.03	0.87	0.92	0.90	0.95
Standard error	0.02	0.08	0.09	0.02	0.11	0.07	0.07	0.08	0.10	0.07	0.06	0.06	0.08

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 33
Q.7 To what extent do you agree or disagree with the following statements?

Summary**Base: All respondents**

	Statements						
	I feel that talking about death, or making plans such as funeral arrangements, a will or advance care plan, could make death happen	I believe that some sort of medical breakthrough in the near future will prolong my life far beyond my current life expectancy	I would be glad to help someone I know organise or record their end of life plans if asked	I don't know where to find information to plan my own, or help someone sort out their own, end of life plans	Talking or thinking about my end of life planning makes death feel closer	Talking or thinking about my end of life scares me	I'd like to make my end of life plans but I don't know who among my friends or family I could to discuss it with
Unweighted base	2085	2085	2085	2085	2085	2085	2085
Weighted base	2085	2085	2085	2085	2085	2085	2085
NET: Agree	312 15%	517 25%	1403 67%	760 36%	939 45%	944 45%	403 19%
Strongly agree (4)	66 3%	87 4%	472 23%	136 7%	195 9%	291 14%	77 4%
Tend to agree (3)	246 12%	430 21%	931 45%	625 30%	745 36%	653 31%	326 16%
Tend to disagree (2)	435 21%	587 28%	208 10%	643 31%	471 23%	476 23%	766 37%
Strongly disagree (1)	1013 49%	398 19%	81 4%	320 15%	380 18%	426 20%	512 25%
NET: Disagree	1448 69%	985 47%	289 14%	963 46%	851 41%	902 43%	1278 61%
Prefer not to say	72 3%	61 3%	78 4%	75 4%	69 3%	67 3%	84 4%
Don't know	253 12%	522 25%	315 15%	286 14%	226 11%	171 8%	321 15%
Mean	1.64	2.14	3.06	2.33	2.42	2.44	1.98
Standard deviation	0.86	0.87	0.77	0.87	0.94	1.01	0.83
Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.02

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 34

Q.7 To what extent do you agree or disagree with the following statements?

I feel that talking about death, or making plans such as funeral arrangements, a will or advance care plan, could make death happen

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	312 15%	146 14%	166 16%	49 20%	79 22%	62 18%	39 10%	39 13%	44 9%	86 15%	76 14%	81 18%	69 13%	56 19%	146 16%
Strongly agree	(4) 66 3%	25 2%	41 4%	8 3%	24 7%	14 4%	6 2%	11 3%	5 1%	13 2%	19 3%	21 5%	13 3%	8 3%	44 5%
Tend to agree	(3) 246 12%	120 12%	125 12%	42 17%	55 15%	48 14%	33 9%	29 10%	39 8%	72 13%	57 10%	61 13%	55 11%	48 17%	102 11%
Tend to disagree	(2) 435 21%	223 22%	211 20%	46 19%	71 20%	88 26%	82 22%	59 20%	89 19%	112 20%	121 22%	98 22%	104 20%	64 22%	209 23%
Strongly disagree	(1) 1013 49%	482 47%	532 50%	91 38%	134 37%	134 39%	203 55%	166 55%	285 61%	301 54%	272 49%	198 44%	242 48%	133 46%	375 42%
NET: Disagree	1448 69%	705 69%	743 70%	137 57%	205 57%	222 65%	284 77%	225 75%	374 80%	413 74%	393 70%	297 65%	346 68%	196 69%	584 65%
Prefer not to say	72 3%	42 4%	30 3%	14 6%	11 3%	17 5%	13 3%	10 3%	6 1%	14 3%	19 3%	19 4%	20 4%	9 3%	37 4%
Don't know	253 12%	123 12%	130 12%	42 17%	66 18%	41 12%	36 10%	26 9%	43 9%	48 9%	73 13%	58 13%	75 15%	25 9%	126 14%
Mean	1.64	1.63	1.64	1.82	1.89	1.79	1.51	1.56	1.43	1.59	1.62	1.75	1.61	1.73	1.75
Standard deviation	0.86	0.83	0.88	0.92	1.00	0.89	0.75	0.84	0.71	0.83	0.85	0.92	0.84	0.88	0.91
Standard error	0.02	0.03	0.03	0.07	0.07	0.05	0.04	0.05	0.03	0.03	0.04	0.06	0.04	0.06	0.03

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 34

Q.7 To what extent do you agree or disagree with the following statements?

I feel that talking about death, or making plans such as funeral arrangements, a will or advance care plan, could make death happen

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	312 15%	21 12%	18 17%	272 15%	12 13%	36 15%	27 16%	30 16%	12 8%	35 17%	57 21%	38 13%	24 13%
Strongly agree (4)	66 3%	6 3%	1 1%	59 3%	1 1%	7 3%	1 1%	10 5%	4 3%	9 5%	11 4%	9 3%	7 4%
Tend to agree (3)	246 12%	15 8%	18 17%	212 12%	11 12%	29 12%	26 15%	20 11%	8 5%	26 13%	47 17%	29 10%	17 9%
Tend to disagree (2)	435 21%	34 19%	24 23%	377 21%	17 19%	44 18%	27 15%	38 20%	42 27%	43 21%	61 22%	69 24%	36 20%
Strongly disagree (1)	1013 49%	109 60%	55 52%	850 47%	42 48%	125 52%	95 54%	87 47%	78 51%	90 45%	103 37%	142 49%	88 48%
NET: Disagree	1448 69%	142 79%	79 74%	1227 68%	59 67%	169 71%	123 69%	125 67%	120 78%	133 66%	164 60%	211 72%	124 68%
Prefer not to say	72 3%	4 2%	2 1%	66 4%	1 1%	5 2%	3 2%	3 2%	9 6%	9 4%	14 5%	10 4%	12 6%
Don't know	253 12%	13 7%	7 7%	233 13%	16 19%	29 12%	24 13%	29 15%	13 8%	26 13%	40 15%	33 11%	24 13%
Mean	1.64	1.51	1.63	1.65	1.58	1.60	1.56	1.70	1.54	1.73	1.84	1.62	1.61
Standard deviation	0.86	0.82	0.80	0.86	0.80	0.86	0.81	0.93	0.75	0.92	0.92	0.83	0.87
Standard error	0.02	0.07	0.08	0.02	0.08	0.06	0.06	0.07	0.07	0.07	0.06	0.05	0.07

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 35

Q.7 To what extent do you agree or disagree with the following statements?

I believe that some sort of medical breakthrough in the near future will prolong my life far beyond my current life expectancy

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	517 25%	289 28%	229 21%	71 29%	98 27%	104 30%	88 24%	50 17%	106 23%	160 28%	136 24%	113 25%	109 21%	88 31%	228 26%
Strongly agree	(4) 87 4%	47 5%	40 4%	15 6%	16 4%	22 6%	12 3%	9 3%	13 3%	28 5%	15 3%	27 6%	17 3%	20 7%	46 5%
Tend to agree	(3) 430 21%	242 24%	188 18%	55 23%	82 23%	82 24%	76 20%	41 14%	94 20%	131 23%	121 22%	86 19%	92 18%	68 24%	183 20%
Tend to disagree	(2) 587 28%	299 29%	288 27%	57 24%	110 31%	81 24%	106 29%	92 31%	140 30%	172 31%	164 29%	128 28%	123 24%	83 29%	243 27%
Strongly disagree	(1) 398 19%	187 18%	211 20%	35 14%	65 18%	57 17%	80 22%	67 22%	94 20%	97 17%	95 17%	95 21%	111 22%	42 15%	175 20%
NET: Disagree	985 47%	485 48%	499 47%	92 38%	175 48%	138 40%	186 50%	159 53%	234 50%	269 48%	259 46%	223 49%	235 46%	125 44%	418 47%
Prefer not to say	61 3%	39 4%	22 2%	13 5%	10 3%	12 4%	13 3%	7 2%	5 1%	13 2%	17 3%	14 3%	17 3%	8 3%	33 4%
Don't know	522 25%	202 20%	320 30%	66 27%	78 22%	88 26%	85 23%	84 28%	121 26%	120 21%	149 27%	105 23%	149 29%	65 23%	215 24%
Mean	2.14	2.19	2.08	2.32	2.18	2.28	2.07	1.96	2.07	2.21	2.14	2.13	2.04	2.31	2.15
Standard deviation	0.87	0.87	0.87	0.91	0.86	0.93	0.86	0.83	0.84	0.87	0.83	0.92	0.89	0.89	0.90
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.06	0.04

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 35

Q.7 To what extent do you agree or disagree with the following statements?

I believe that some sort of medical breakthrough in the near future will prolong my life far beyond my current life expectancy

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	517 25%	45 25%	25 23%	447 25%	19 22%	55 23%	43 25%	65 35%	42 27%	46 23%	75 27%	64 22%	38 21%
Strongly agree	(4) 87 4%	9 5%	1 1%	77 4%	3 4%	7 3%	8 4%	13 7%	8 5%	10 5%	12 4%	10 3%	7 4%
Tend to agree	(3) 430 21%	37 20%	24 22%	370 21%	16 18%	48 20%	36 20%	52 28%	34 22%	36 18%	63 23%	54 19%	31 17%
Tend to disagree	(2) 587 28%	61 34%	36 34%	490 27%	19 21%	70 29%	46 26%	33 18%	44 29%	64 32%	68 25%	93 32%	53 29%
Strongly disagree	(1) 398 19%	40 22%	18 16%	341 19%	25 29%	39 16%	39 22%	34 18%	30 20%	35 18%	48 17%	57 20%	33 18%
NET: Disagree	985 47%	100 55%	54 51%	831 46%	44 51%	109 46%	85 48%	67 36%	74 48%	99 49%	115 42%	150 51%	86 47%
Prefer not to say	61 3%	4 2%	3 3%	54 3%	1 1%	5 2%	2 1%	2 1%	7 5%	7 4%	13 5%	7 2%	9 5%
Don't know	522 25%	31 17%	25 23%	466 26%	23 26%	70 29%	46 26%	53 28%	31 20%	49 24%	72 26%	71 24%	50 27%
Mean	2.14	2.10	2.11	2.14	1.95	2.14	2.09	2.33	2.17	2.14	2.20	2.08	2.10
Standard deviation	0.87	0.87	0.76	0.88	0.93	0.83	0.91	0.97	0.89	0.86	0.89	0.83	0.86
Standard error	0.02	0.08	0.09	0.02	0.10	0.06	0.08	0.08	0.09	0.07	0.07	0.06	0.08

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 36

Q.7 To what extent do you agree or disagree with the following statements?
I would be glad to help someone I know organise or record their end of life plans if asked
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	1403 67%	639 63%	764 71%	136 56%	228 63%	225 66%	265 71%	204 68%	345 74%	405 72%	375 67%	289 64%	333 65%	200 70%	565 63%
Strongly agree	(4) 472 23%	177 17%	294 28%	36 15%	90 25%	72 21%	85 23%	77 26%	111 24%	132 23%	124 22%	110 24%	106 21%	66 23%	188 21%
Tend to agree	(3) 931 45%	461 45%	469 44%	101 42%	137 38%	153 45%	180 48%	127 42%	233 50%	274 49%	251 45%	179 39%	227 45%	134 47%	378 42%
Tend to disagree	(2) 208 10%	133 13%	75 7%	33 14%	30 8%	41 12%	33 9%	31 10%	40 9%	53 9%	49 9%	67 15%	39 8%	31 11%	90 10%
Strongly disagree	(1) 81 4%	40 4%	42 4%	16 6%	16 4%	15 4%	6 2%	11 4%	19 4%	28 5%	29 5%	6 1%	19 4%	14 5%	39 4%
NET: Disagree	289 14%	173 17%	116 11%	48 20%	46 13%	55 16%	39 11%	41 14%	59 13%	80 14%	78 14%	73 16%	58 11%	44 16%	128 14%
Prefer not to say	78 4%	49 5%	29 3%	14 6%	14 4%	16 5%	12 3%	8 3%	15 3%	18 3%	21 4%	19 4%	20 4%	10 3%	38 4%
Don't know	315 15%	154 15%	161 15%	44 18%	73 20%	46 14%	56 15%	47 16%	49 10%	57 10%	86 15%	74 16%	98 19%	32 11%	162 18%
Mean	3.06	2.96	3.15	2.85	3.10	3.01	3.13	3.10	3.08	3.05	3.04	3.09	3.07	3.03	3.03
Standard deviation	0.77	0.76	0.77	0.83	0.81	0.78	0.67	0.78	0.75	0.78	0.80	0.74	0.75	0.79	0.79
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.05	0.03	0.03	0.04	0.05	0.04	0.05	0.03

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 36

Q.7 To what extent do you agree or disagree with the following statements?
I would be glad to help someone I know organise or record their end of life plans if asked

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	1403 67%	140 77%	65 61%	1197 67%	59 68%	157 65%	121 68%	131 70%	102 66%	135 67%	169 62%	197 67%	125 68%
Strongly agree	(4) 472 23%	50 28%	27 26%	394 22%	15 18%	51 21%	46 26%	43 23%	34 22%	43 21%	59 22%	55 19%	48 26%
Tend to agree	(3) 931 45%	90 50%	37 35%	803 45%	44 50%	106 44%	75 43%	88 47%	68 44%	93 46%	110 40%	142 49%	77 42%
Tend to disagree	(2) 208 10%	8 4%	19 18%	181 10%	10 11%	22 9%	16 9%	14 8%	11 7%	19 10%	37 13%	34 12%	17 9%
Strongly disagree	(1) 81 4%	4 2%	4 4%	73 4%	6 7%	12 5%	6 3%	6 3%	7 5%	4 2%	12 5%	12 4%	6 3%
NET: Disagree	289 14%	13 7%	23 22%	253 14%	16 18%	34 14%	23 13%	21 11%	19 12%	23 12%	49 18%	46 16%	23 13%
Prefer not to say	78 4%	6 3%	3 3%	68 4%	2 2%	6 2%	3 2%	5 3%	9 6%	10 5%	14 5%	8 3%	12 6%
Don't know	315 15%	22 12%	15 14%	279 15%	11 12%	43 18%	30 17%	30 16%	25 16%	33 17%	42 15%	40 14%	23 13%
Mean	3.06	3.22	3.00	3.05	2.92	3.03	3.12	3.11	3.07	3.10	2.99	2.98	3.13
Standard deviation	0.77	0.67	0.85	0.77	0.81	0.80	0.77	0.73	0.79	0.70	0.82	0.75	0.77
Standard error	0.02	0.06	0.09	0.02	0.09	0.06	0.06	0.06	0.08	0.06	0.06	0.05	0.06

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 37

Q.7 To what extent do you agree or disagree with the following statements?

I don't know where to find information to plan my own, or help someone sort out their own, end of life plans

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	760 36%	353 35%	407 38%	90 37%	160 44%	139 41%	146 39%	96 32%	129 28%	187 33%	206 37%	168 37%	200 39%	110 38%	343 38%
Strongly agree	(4) 136 7%	66 6%	70 7%	16 7%	44 12%	28 8%	14 4%	22 7%	12 3%	23 4%	32 6%	41 9%	40 8%	18 6%	74 8%
Tend to agree	(3) 625 30%	288 28%	337 31%	74 30%	116 32%	111 33%	132 36%	74 25%	117 25%	164 29%	173 31%	127 28%	160 31%	92 32%	269 30%
Tend to disagree	(2) 643 31%	340 33%	303 28%	61 25%	94 26%	102 30%	101 27%	115 38%	169 36%	200 36%	183 33%	135 30%	124 24%	87 30%	273 31%
Strongly disagree	(1) 320 15%	146 14%	174 16%	20 8%	29 8%	43 12%	60 16%	52 17%	116 25%	109 19%	65 12%	68 15%	78 15%	42 15%	105 12%
NET: Disagree	963 46%	486 48%	477 45%	82 34%	123 34%	145 42%	161 43%	168 56%	285 61%	309 55%	248 44%	204 45%	202 40%	129 45%	377 42%
Prefer not to say	75 4%	43 4%	32 3%	17 7%	10 3%	17 5%	12 3%	7 2%	12 2%	18 3%	19 3%	16 4%	21 4%	7 3%	36 4%
Don't know	286 14%	133 13%	154 14%	53 22%	68 19%	42 12%	52 14%	30 10%	42 9%	46 8%	87 16%	67 15%	86 17%	40 14%	137 15%
Mean	2.33	2.32	2.34	2.50	2.61	2.44	2.33	2.25	2.06	2.20	2.38	2.38	2.40	2.35	2.43
Standard deviation	0.87	0.85	0.88	0.82	0.87	0.86	0.84	0.87	0.82	0.83	0.82	0.91	0.91	0.86	0.86
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.06	0.03

Death & Dying Survey
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Absolutes/col percents

Table 37

Q.7 To what extent do you agree or disagree with the following statements?

I don't know where to find information to plan my own, or help someone sort out their own, end of life plans

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	760 36%	72 40%	46 43%	642 36%	33 38%	84 35%	56 32%	72 39%	49 32%	69 34%	99 36%	106 37%	72 39%
Strongly agree	(4) 136 7%	16 9%	3 2%	117 7%	6 7%	20 8%	9 5%	18 9%	10 6%	4 2%	20 7%	19 6%	12 7%
Tend to agree	(3) 625 30%	56 31%	44 41%	525 29%	27 31%	63 27%	48 27%	55 29%	39 26%	65 32%	79 29%	88 30%	60 33%
Tend to disagree	(2) 643 31%	56 31%	31 30%	556 31%	20 22%	74 31%	61 34%	49 26%	48 31%	62 31%	90 33%	99 34%	53 29%
Strongly disagree	(1) 320 15%	30 16%	18 17%	272 15%	19 21%	36 15%	29 16%	39 21%	23 15%	31 15%	33 12%	42 15%	22 12%
NET: Disagree	963 46%	86 48%	49 46%	828 46%	38 44%	109 46%	90 51%	88 47%	71 46%	93 46%	123 45%	142 49%	75 41%
Prefer not to say	75 4%	4 2%	2 2%	68 4%	- -	8 3%	2 1%	3 1%	11 7%	9 5%	12 4%	10 4%	13 7%
Don't know	286 14%	18 10%	8 8%	259 14%	16 18%	39 16%	29 16%	25 13%	23 15%	31 15%	41 15%	33 11%	23 13%
Mean	2.33	2.37	2.32	2.33	2.29	2.35	2.25	2.32	2.30	2.26	2.39	2.34	2.42
Standard deviation	0.87	0.90	0.81	0.87	0.95	0.90	0.84	0.96	0.87	0.80	0.85	0.85	0.84
Standard error	0.02	0.08	0.08	0.02	0.10	0.06	0.06	0.08	0.09	0.06	0.06	0.05	0.07

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 38
Q.7 To what extent do you agree or disagree with the following statements?
Talking or thinking about my end of life planning makes death feel closer
Base: All respondents

	Gender		Age						Social Grade				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825	
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894	
NET: Agree	939 45%	449 44%	490 46%	99 41%	165 46%	164 48%	166 45%	135 45%	210 45%	264 47%	236 42%	225 50%	214 42%	145 51%	400 45%	
Strongly agree	(4) 9%	195 9%	87 9%	108 10%	27 11%	47 13%	37 11%	29 8%	26 9%	28 6%	47 8%	48 9%	49 11%	50 10%	31 11%	96 11%
Tend to agree	(3) 36%	745 36%	362 36%	382 36%	72 30%	118 33%	126 37%	138 37%	109 36%	182 39%	217 39%	188 34%	176 39%	163 32%	114 40%	304 34%
Tend to disagree	(2) 23%	471 23%	258 25%	213 20%	51 21%	69 19%	70 20%	80 21%	87 29%	114 24%	143 26%	136 24%	84 18%	108 21%	68 24%	185 21%
Strongly disagree	(1) 18%	380 18%	154 15%	226 21%	39 16%	54 15%	56 16%	74 20%	48 16%	108 23%	100 18%	90 16%	89 20%	101 20%	41 14%	153 17%
NET: Disagree	851 41%	412 41%	438 41%	91 37%	123 34%	126 37%	153 41%	135 45%	222 48%	243 43%	226 40%	173 38%	209 41%	109 38%	338 38%	
Prefer not to say	69 3%	45 4%	24 2%	12 5%	13 4%	16 5%	12 3%	9 3%	8 2%	15 3%	18 3%	17 4%	19 4%	9 3%	36 4%	
Don't know	226 11%	109 11%	117 11%	40 17%	60 17%	37 11%	40 11%	21 7%	27 6%	39 7%	80 14%	40 9%	67 13%	23 8%	120 13%	
Mean	2.42	2.44	2.40	2.46	2.55	2.50	2.38	2.42	2.30	2.42	2.42	2.46	2.39	2.53	2.47	
Standard deviation	0.94	0.90	0.98	0.98	0.98	0.95	0.94	0.89	0.92	0.91	0.92	0.97	0.98	0.90	0.96	
Standard error	0.02	0.03	0.03	0.08	0.07	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.06	0.04	

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 38

Q.7 To what extent do you agree or disagree with the following statements?**Talking or thinking about my end of life planning makes death feel closer****Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	939 45%	73 40%	42 40%	824 46%	37 42%	121 50%	77 44%	79 42%	60 39%	100 49%	132 48%	133 46%	86 47%
Strongly agree	(4) 195 9%	17 9%	2 2%	175 10%	9 10%	19 8%	13 7%	17 9%	15 9%	22 11%	31 11%	28 10%	22 12%
Tend to agree	(3) 745 36%	56 31%	40 38%	649 36%	28 32%	101 42%	65 36%	61 33%	45 29%	78 39%	101 37%	105 36%	64 35%
Tend to disagree	(2) 471 23%	49 27%	29 27%	394 22%	22 25%	52 22%	35 20%	42 22%	40 26%	39 19%	56 20%	69 24%	38 21%
Strongly disagree	(1) 380 18%	47 26%	26 25%	307 17%	16 18%	39 16%	35 20%	36 19%	31 20%	32 16%	42 15%	48 17%	29 16%
NET: Disagree	851 41%	95 53%	55 52%	701 39%	38 43%	91 38%	70 39%	77 41%	71 46%	71 35%	99 36%	117 40%	67 37%
Prefer not to say	69 3%	5 3%	2 1%	62 3%	1 1%	3 1%	2 1%	5 3%	10 6%	9 4%	15 6%	7 2%	10 6%
Don't know	226 11%	7 4%	8 7%	211 12%	12 14%	25 10%	28 16%	27 14%	14 9%	23 11%	29 11%	34 12%	20 11%
Mean	2.42	2.26	2.19	2.45	2.40	2.48	2.38	2.39	2.33	2.53	2.52	2.45	2.51
Standard deviation	0.94	0.98	0.87	0.94	0.95	0.90	0.94	0.96	0.96	0.94	0.94	0.93	0.96
Standard error	0.02	0.08	0.09	0.02	0.10	0.06	0.07	0.08	0.09	0.07	0.06	0.06	0.08

Death & Dying Survey
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Absolutes/col percents

Table 39
Q.7 To what extent do you agree or disagree with the following statements?
Talking or thinking about my end of life scares me
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	944 45%	414 41%	530 50%	117 48%	200 55%	173 50%	159 43%	119 40%	177 38%	227 41%	260 46%	229 50%	228 45%	151 53%	415 46%
Strongly agree	(4) 291 14%	100 10%	191 18%	40 17%	74 20%	65 19%	35 9%	33 11%	44 9%	67 12%	84 15%	61 13%	80 16%	50 18%	130 14%
Tend to agree	(3) 653 31%	314 31%	339 32%	77 32%	126 35%	108 31%	124 33%	86 29%	133 28%	160 29%	176 31%	168 37%	148 29%	101 35%	285 32%
Tend to disagree	(2) 476 23%	264 26%	212 20%	49 20%	55 15%	70 20%	86 23%	91 30%	124 27%	147 26%	129 23%	86 19%	113 22%	66 23%	188 21%
Strongly disagree	(1) 426 20%	214 21%	212 20%	35 14%	56 16%	50 15%	82 22%	68 23%	136 29%	139 25%	95 17%	92 20%	100 20%	46 16%	162 18%
NET: Disagree	902 43%	478 47%	425 40%	83 34%	111 31%	120 35%	168 45%	159 53%	260 56%	287 51%	224 40%	178 39%	213 42%	112 39%	350 39%
Prefer not to say	67 3%	40 4%	27 3%	11 5%	11 3%	16 5%	12 3%	9 3%	8 2%	15 3%	21 4%	14 3%	18 3%	9 3%	36 4%
Don't know	171 8%	83 8%	88 8%	30 12%	39 11%	33 10%	33 9%	14 5%	23 5%	32 6%	56 10%	34 8%	50 10%	15 5%	94 10%
Mean	2.44	2.34	2.53	2.61	2.70	2.64	2.34	2.30	2.20	2.30	2.51	2.49	2.47	2.59	2.50
Standard deviation	1.01	0.96	1.05	0.99	1.02	1.01	0.97	0.97	0.99	1.01	0.99	1.00	1.03	0.99	1.01
Standard error	0.02	0.03	0.03	0.07	0.07	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.06	0.04

Death & Dying Survey

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Absolutes/col percents

Table 39

Q.7 To what extent do you agree or disagree with the following statements?

Talking or thinking about my end of life scares me

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	944 45%	87 48%	37 35%	820 46%	39 44%	112 47%	83 47%	82 44%	65 42%	95 47%	113 41%	137 47%	94 51%
Strongly agree	(4) 291 14%	27 15%	9 9%	255 14%	15 17%	32 14%	24 14%	29 15%	20 13%	30 15%	29 11%	42 15%	34 18%
Tend to agree	(3) 653 31%	60 33%	28 26%	565 31%	24 28%	80 33%	59 33%	54 29%	45 29%	65 32%	84 31%	94 32%	60 33%
Tend to disagree	(2) 476 23%	38 21%	29 28%	409 23%	16 18%	61 25%	30 17%	43 23%	32 21%	54 27%	59 22%	76 26%	38 21%
Strongly disagree	(1) 426 20%	44 25%	29 28%	352 20%	23 26%	43 18%	38 22%	38 21%	39 25%	38 19%	57 21%	50 17%	27 15%
NET: Disagree	902 43%	82 45%	59 55%	761 42%	39 44%	103 43%	68 39%	82 44%	71 46%	92 46%	116 42%	125 43%	65 36%
Prefer not to say	67 3%	6 3%	2 2%	59 3%	-	4 2%	4 2%	3 2%	9 6%	7 4%	12 4%	10 3%	10 5%
Don't know	171 8%	7 4%	8 8%	157 9%	10 11%	20 8%	22 13%	20 11%	9 6%	7 4%	34 12%	20 7%	15 8%
Mean	2.44	2.41	2.18	2.46	2.40	2.47	2.45	2.44	2.34	2.46	2.38	2.49	2.63
Standard deviation	1.01	1.05	0.98	1.01	1.10	0.98	1.04	1.04	1.05	0.99	0.99	0.98	1.00
Standard error	0.02	0.09	0.10	0.03	0.11	0.07	0.08	0.08	0.10	0.07	0.07	0.06	0.08

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Absolutes/col percents

Table 40

Q.7 To what extent do you agree or disagree with the following statements?

I'd like to make my end of life plans but I don't know who among my friends or family I could to discuss it with

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	403 19%	210 21%	193 18%	49 20%	95 26%	84 25%	62 17%	49 16%	65 14%	95 17%	103 18%	103 23%	102 20%	50 17%	201 23%
Strongly agree	(4) 77 4%	39 4%	38 4%	8 3%	30 8%	19 6%	6 2%	8 3%	6 1%	20 4%	12 2%	26 6%	19 4%	9 3%	41 5%
Tend to agree	(3) 326 16%	171 17%	155 14%	41 17%	65 18%	65 19%	56 15%	40 13%	59 13%	75 13%	91 16%	76 17%	83 16%	41 14%	160 18%
Tend to disagree	(2) 766 37%	390 38%	376 35%	73 30%	121 34%	118 35%	142 38%	128 43%	183 39%	227 40%	207 37%	161 35%	172 34%	119 42%	305 34%
Strongly disagree	(1) 512 25%	220 22%	292 27%	52 22%	62 17%	62 18%	101 27%	76 25%	159 34%	151 27%	127 23%	108 24%	127 25%	64 22%	192 21%
NET: Disagree	1278 61%	610 60%	668 62%	125 52%	183 51%	181 53%	243 65%	205 68%	342 73%	377 67%	334 59%	268 59%	298 59%	183 64%	497 56%
Prefer not to say	84 4%	48 5%	36 3%	14 6%	12 3%	19 5%	16 4%	7 2%	15 3%	19 3%	22 4%	18 4%	25 5%	10 3%	39 4%
Don't know	321 15%	148 15%	173 16%	54 22%	71 20%	59 17%	51 14%	40 13%	45 10%	69 12%	102 18%	66 14%	84 16%	44 15%	157 18%
Mean	1.98	2.04	1.93	2.02	2.23	2.15	1.90	1.92	1.78	1.93	1.97	2.06	1.99	1.98	2.07
Standard deviation	0.83	0.82	0.83	0.85	0.92	0.86	0.77	0.77	0.74	0.80	0.78	0.88	0.85	0.78	0.86
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.05	0.03

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 40

Q.7 To what extent do you agree or disagree with the following statements?

I'd like to make my end of life plans but I don't know who among my friends or family I could to discuss it with

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	403 19%	40 22%	26 24%	337 19%	12 13%	45 19%	26 15%	31 16%	34 22%	35 17%	75 27%	52 18%	27 15%
Strongly agree	(4) 77 4%	11 6%	- -	66 4%	4 5%	10 4%	4 2%	5 3%	3 2%	6 3%	16 6%	10 4%	8 4%
Tend to agree	(3) 326 16%	30 16%	26 24%	271 15%	7 8%	35 15%	22 12%	26 14%	31 20%	29 14%	60 22%	42 14%	19 10%
Tend to disagree	(2) 766 37%	66 37%	37 35%	663 37%	32 37%	80 33%	63 35%	66 35%	66 43%	86 42%	85 31%	114 39%	71 39%
Strongly disagree	(1) 512 25%	51 28%	21 20%	439 24%	27 30%	65 27%	53 30%	62 33%	30 19%	44 22%	51 19%	66 23%	41 22%
NET: Disagree	1278 61%	117 65%	58 55%	1102 61%	59 67%	145 61%	116 65%	128 68%	96 62%	130 64%	136 50%	180 62%	113 61%
Prefer not to say	84 4%	4 2%	3 3%	76 4%	1 1%	4 2%	3 1%	3 2%	13 8%	9 5%	18 7%	12 4%	12 7%
Don't know	321 15%	19 11%	20 18%	282 16%	16 18%	45 19%	32 18%	26 14%	11 7%	28 14%	45 16%	47 16%	32 17%
Mean	1.98	2.00	2.05	1.98	1.85	1.95	1.84	1.84	2.05	1.98	2.19	1.99	1.96
Standard deviation	0.83	0.89	0.75	0.82	0.85	0.86	0.79	0.81	0.75	0.76	0.89	0.80	0.82
Standard error	0.02	0.08	0.08	0.02	0.09	0.06	0.06	0.06	0.07	0.06	0.06	0.05	0.07

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 41

Q.8 Which of the following reasons, if any, describe how you would feel discussing the end of life wishes of someone close to you with them?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
I would be happy to talk to them	1051 50%	510 50%	541 51%	104 43%	143 40%	141 41%	195 53%	168 56%	301 64%	291 52%	283 50%	218 48%	259 51%	130 46%	401 45%
I would consider it a sign of closeness that I was asked	961 46%	455 45%	506 47%	98 41%	148 41%	122 36%	171 46%	155 52%	267 57%	291 52%	266 47%	189 42%	215 42%	131 46%	349 39%
I would feel awkward or uncomfortable	428 21%	241 24%	188 18%	63 26%	91 25%	83 24%	67 18%	53 18%	71 15%	116 21%	104 19%	98 22%	110 22%	67 24%	207 23%
I don't think I would know enough to have an informed discussion	320 15%	168 17%	151 14%	50 21%	60 17%	47 14%	52 14%	44 15%	67 14%	90 16%	89 16%	61 13%	79 16%	40 14%	124 14%
It would make the person's death feel closer	315 15%	154 15%	161 15%	41 17%	54 15%	60 17%	51 14%	46 15%	63 14%	87 16%	89 16%	75 17%	64 13%	45 16%	139 16%
I would not know what to say	311 15%	145 14%	166 16%	61 25%	69 19%	58 17%	49 13%	35 12%	40 9%	71 13%	92 16%	54 12%	94 19%	49 17%	148 17%
None of the above	151 7%	90 9%	61 6%	30 12%	31 9%	35 10%	23 6%	14 5%	18 4%	32 6%	46 8%	27 6%	46 9%	16 5%	83 9%

Death & Dying Survey

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Absolutes/col percents

Table 41

Q.8 Which of the following reasons, if any, describe how you would feel discussing the end of life wishes of someone close to you with them?

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
I would be happy to talk to them	1051 50%	104 58%	51 48%	896 50%	42 48%	122 51%	95 54%	89 48%	83 54%	102 50%	126 46%	141 48%	95 52%
I would consider it a sign of closeness that I was asked	961 46%	96 53%	49 46%	817 45%	35 40%	100 42%	91 52%	83 44%	88 57%	87 43%	109 40%	131 45%	92 50%
I would feel awkward or uncomfortable	428 21%	36 20%	22 21%	371 21%	18 21%	58 24%	33 19%	45 24%	27 17%	35 17%	56 21%	63 22%	35 19%
I don't think I would know enough to have an informed discussion	320 15%	26 14%	20 19%	274 15%	13 15%	32 13%	21 12%	30 16%	16 11%	25 13%	48 18%	52 18%	35 19%
It would make the person's death feel closer	315 15%	37 20%	11 11%	267 15%	11 13%	38 16%	20 11%	25 13%	23 15%	22 11%	55 20%	44 15%	30 16%
I would not know what to say	311 15%	22 12%	17 16%	273 15%	14 16%	46 19%	20 11%	33 18%	22 14%	26 13%	47 17%	39 13%	25 13%
None of the above	151 7%	10 6%	7 6%	134 7%	6 7%	11 5%	14 8%	14 7%	9 6%	17 8%	25 9%	19 7%	18 10%

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 42

Q.9 Thinking of social media and the end of life, to what extent do you agree or disagree with the following statements?

Summary**Base: All respondents**

	Statements				
	If I died tomorrow, someone I trust would know how to access my online accounts, including email and social media	Apart from contacting close friends and family, Facebook is the best method for sharing news of the death of someone close to me	If I knew I was dying, apart from contacting close friends and family, Facebook would be the best method of sharing the news	If someone I know on social media dies, I unfriend their account on Facebook soon after	I should be able to transfer digital properties I have paid for (e.g. music, films, games) to someone else when I die
Unweighted base	2085	2085	2085	2085	2085
Weighted base	2085	2085	2085	2085	2085
NET: Agree	973 47%	545 26%	432 21%	174 8%	1055 51%
Strongly agree (4)	387 19%	109 5%	99 5%	47 2%	499 24%
Tend to agree (3)	586 28%	436 21%	333 16%	127 6%	556 27%
Tend to disagree (2)	386 19%	314 15%	373 18%	298 14%	111 5%
Strongly disagree (1)	413 20%	730 35%	837 40%	539 26%	124 6%
NET: Disagree	799 38%	1044 50%	1210 58%	837 40%	235 11%
Not applicable	62 3%	175 8%	168 8%	661 32%	268 13%
Prefer not to say	74 4%	65 3%	65 3%	73 4%	66 3%
Don't know	177 9%	256 12%	210 10%	339 16%	461 22%
Mean	2.53	1.95	1.81	1.68	3.11
Standard deviation	1.07	1.00	0.96	0.86	0.92
Standard error	0.03	0.03	0.02	0.03	0.03

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 43

Q.9 Thinking of social media and the end of life, to what extent do you agree or disagree with the following statements?

If I died tomorrow, someone I trust would know how to access my online accounts, including email and social media

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	973 47%	461 45%	512 48%	74 31%	152 42%	135 39%	164 44%	159 53%	289 62%	288 51%	228 41%	213 47%	244 48%	124 43%	364 41%
Strongly agree	(4) 387 19%	170 17%	217 20%	33 14%	52 15%	44 13%	72 19%	52 17%	134 29%	109 19%	86 15%	84 19%	108 21%	41 14%	130 15%
Tend to agree	(3) 586 28%	291 29%	295 28%	41 17%	100 28%	91 26%	93 25%	106 35%	155 33%	179 32%	141 25%	129 28%	137 27%	83 29%	234 26%
Tend to disagree	(2) 386 19%	188 18%	198 19%	47 19%	61 17%	61 18%	76 20%	64 21%	77 17%	106 19%	124 22%	86 19%	70 14%	78 27%	158 18%
Strongly disagree	(1) 413 20%	206 20%	207 19%	73 30%	88 24%	87 25%	82 22%	45 15%	39 8%	99 18%	119 21%	90 20%	105 21%	60 21%	218 24%
NET: Disagree	799 38%	394 39%	405 38%	120 50%	149 41%	148 43%	157 42%	109 36%	117 25%	205 37%	243 43%	175 39%	175 34%	138 48%	376 42%
Not applicable	62 3%	28 3%	34 3%	1 1%	5 1%	12 4%	9 3%	11 4%	23 5%	9 2%	20 4%	13 3%	19 4%	3 1%	24 3%
Prefer not to say	74 4%	44 4%	30 3%	16 7%	18 5%	14 4%	13 4%	6 2%	7 2%	16 3%	20 4%	18 4%	20 4%	9 3%	40 4%
Don't know	177 9%	89 9%	88 8%	30 13%	37 10%	34 10%	28 7%	17 6%	31 7%	43 8%	49 9%	35 8%	51 10%	11 4%	89 10%
Mean	2.53	2.50	2.57	2.18	2.39	2.32	2.48	2.62	2.95	2.60	2.41	2.54	2.59	2.40	2.37
Standard deviation	1.07	1.06	1.08	1.12	1.08	1.07	1.10	0.98	0.95	1.04	1.06	1.07	1.12	1.01	1.08
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.06	0.06	0.04	0.04	0.05	0.07	0.06	0.07	0.04

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 43

Q.9 Thinking of social media and the end of life, to what extent do you agree or disagree with the following statements?

If I died tomorrow, someone I trust would know how to access my online accounts, including email and social media

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	973 47%	93 51%	50 47%	830 46%	42 48%	102 43%	87 49%	84 45%	74 48%	101 50%	110 40%	139 48%	90 49%
Strongly agree	(4) 387 19%	39 22%	19 18%	329 18%	15 17%	37 16%	35 20%	31 16%	24 16%	43 21%	47 17%	56 19%	40 22%
Tend to agree	(3) 586 28%	54 30%	32 30%	501 28%	28 32%	65 27%	52 29%	53 28%	50 32%	59 29%	63 23%	82 28%	50 27%
Tend to disagree	(2) 386 19%	28 16%	19 18%	339 19%	13 15%	45 19%	34 19%	44 24%	24 15%	31 16%	54 20%	59 20%	35 19%
Strongly disagree	(1) 413 20%	43 24%	23 22%	347 19%	15 17%	61 25%	24 14%	26 14%	28 18%	34 17%	62 23%	62 21%	34 19%
NET: Disagree	799 38%	71 39%	42 39%	686 38%	28 32%	106 44%	58 33%	70 37%	52 34%	66 32%	116 42%	120 41%	69 38%
Not applicable	62 3%	2 1%	5 5%	55 3%	4 5%	5 2%	2 1%	5 3%	10 7%	13 6%	8 3%	4 1%	3 2%
Prefer not to say	74 4%	7 4%	3 3%	64 4%	3 4%	5 2%	6 3%	2 1%	5 3%	7 3%	16 6%	13 5%	7 4%
Don't know	177 9%	8 4%	6 6%	163 9%	10 11%	21 9%	24 13%	27 14%	13 8%	15 8%	25 9%	15 5%	14 8%
Mean	2.53	2.54	2.50	2.54	2.59	2.38	2.68	2.58	2.55	2.66	2.42	2.51	2.60
Standard deviation	1.07	1.12	1.08	1.07	1.05	1.09	1.02	0.99	1.04	1.07	1.10	1.08	1.09
Standard error	0.03	0.09	0.11	0.03	0.11	0.07	0.08	0.08	0.10	0.08	0.07	0.07	0.09

Death & Dying Survey
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Absolutes/col percents

Table 44

Q.9 Thinking of social media and the end of life, to what extent do you agree or disagree with the following statements?

Apart from contacting close friends and family, Facebook is the best method for sharing news of the death of someone close to me

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825	
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894	
NET: Agree	545 26%	260 26%	285 27%	73 30%	137 38%	99 29%	98 26%	63 21%	76 16%	132 24%	153 27%	114 25%	146 29%	76 27%	276 31%	
Strongly agree	(4) 5%	109 5%	55 5%	54 5%	16 6%	31 8%	24 7%	19 5%	7 2%	12 3%	29 5%	28 5%	24 5%	28 6%	23 8%	54 6%
Tend to agree	(3) 21%	436 21%	205 20%	231 22%	57 24%	106 29%	75 22%	79 21%	56 19%	63 14%	103 18%	124 22%	90 20%	118 23%	53 19%	221 25%
Tend to disagree	(2) 15%	314 15%	155 15%	160 15%	43 18%	56 16%	51 15%	46 12%	46 15%	73 16%	97 17%	77 14%	81 18%	60 12%	43 15%	133 15%
Strongly disagree	(1) 35%	730 35%	349 34%	381 36%	69 29%	88 24%	108 32%	146 39%	119 40%	199 43%	214 38%	201 36%	157 34%	159 31%	117 41%	269 30%
NET: Disagree	1044 50%	504 50%	540 50%	112 46%	145 40%	159 47%	191 51%	165 55%	272 58%	310 55%	277 49%	237 52%	219 43%	160 56%	402 45%	
Not applicable	175 8%	88 9%	87 8%	6 2%	13 4%	21 6%	28 8%	32 11%	75 16%	45 8%	39 7%	40 9%	51 10%	15 5%	57 6%	
Prefer not to say	65 3%	39 4%	26 2%	16 7%	14 4%	16 5%	11 3%	4 1%	3 1%	15 3%	20 4%	12 3%	18 3%	10 3%	37 4%	
Don't know	256 12%	124 12%	132 12%	36 15%	53 15%	47 14%	43 11%	36 12%	42 9%	58 10%	72 13%	52 11%	74 15%	26 9%	122 14%	
Mean	1.95	1.96	1.95	2.11	2.28	2.06	1.90	1.79	1.68	1.88	1.95	1.95	2.04	1.92	2.09	
Standard deviation	1.00	1.01	1.00	1.01	1.03	1.04	1.02	0.92	0.89	0.98	1.01	0.99	1.03	1.05	1.02	
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.06	0.04	0.04	0.05	0.06	0.06	0.07	0.04	

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 44

Q.9 Thinking of social media and the end of life, to what extent do you agree or disagree with the following statements?
Apart from contacting close friends and family, Facebook is the best method for sharing news of the death of someone close to me
Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	545 26%	50 27%	32 30%	463 26%	28 32%	49 20%	50 28%	41 22%	47 31%	47 23%	88 32%	68 23%	45 25%
Strongly agree	(4) 109 5%	9 5%	4 4%	96 5%	5 5%	10 4%	8 5%	14 7%	8 5%	6 3%	22 8%	11 4%	12 6%
Tend to agree	(3) 436 21%	41 23%	28 26%	367 20%	24 27%	39 16%	42 24%	27 14%	39 25%	41 20%	66 24%	56 19%	33 18%
Tend to disagree	(2) 314 15%	23 13%	17 16%	274 15%	10 12%	44 18%	24 14%	43 23%	12 8%	29 14%	43 15%	42 15%	26 14%
Strongly disagree	(1) 730 35%	80 44%	32 30%	618 34%	27 31%	94 39%	59 34%	52 28%	57 37%	78 39%	71 26%	115 39%	63 35%
NET: Disagree	1044 50%	103 57%	49 46%	892 50%	37 42%	138 58%	84 47%	95 51%	69 45%	108 53%	114 41%	157 54%	90 49%
Not applicable	175 8%	13 7%	6 6%	156 9%	10 11%	16 7%	12 7%	16 9%	21 14%	20 10%	15 5%	30 10%	16 9%
Prefer not to say	65 3%	4 2%	2 2%	58 3%	* 1%	3 1%	5 3%	5 3%	6 4%	7 3%	13 5%	12 4%	7 4%
Don't know	256 12%	11 6%	16 15%	228 13%	12 13%	33 14%	26 15%	31 16%	10 7%	21 10%	46 17%	25 8%	25 14%
Mean	1.95	1.86	2.05	1.96	2.09	1.82	1.99	2.02	1.98	1.83	2.19	1.84	1.95
Standard deviation	1.00	1.00	0.98	1.00	1.03	0.95	1.00	1.00	1.06	0.95	1.04	0.97	1.04
Standard error	0.03	0.09	0.11	0.03	0.12	0.07	0.08	0.08	0.11	0.08	0.07	0.06	0.09

Death & Dying Survey
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Absolutes/col percents

Table 45

Q.9 Thinking of social media and the end of life, to what extent do you agree or disagree with the following statements?

If I knew I was dying, apart from contacting close friends and family, Facebook would be the best method of sharing the news

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	432 21%	219 22%	213 20%	61 25%	112 31%	87 25%	80 21%	42 14%	51 11%	107 19%	104 19%	102 22%	119 23%	61 21%	216 24%
Strongly agree	(4) 99 5%	55 5%	44 4%	13 5%	25 7%	21 6%	22 6%	8 3%	10 2%	23 4%	22 4%	31 7%	23 5%	13 5%	51 6%
Tend to agree	(3) 333 16%	164 16%	169 16%	48 20%	87 24%	66 19%	58 16%	34 11%	40 9%	84 15%	82 15%	72 16%	96 19%	47 17%	165 18%
Tend to disagree	(2) 373 18%	200 20%	173 16%	53 22%	61 17%	58 17%	66 18%	58 19%	77 16%	95 17%	105 19%	91 20%	83 16%	57 20%	164 18%
Strongly disagree	(1) 837 40%	371 37%	466 44%	75 31%	113 31%	130 38%	152 41%	139 46%	227 48%	248 44%	231 41%	175 38%	183 36%	124 43%	329 37%
NET: Disagree	1210 58%	571 56%	639 60%	129 53%	174 48%	188 55%	219 59%	198 66%	303 65%	343 61%	336 60%	265 58%	266 52%	181 63%	493 55%
Not applicable	168 8%	86 8%	82 8%	8 3%	12 3%	21 6%	26 7%	29 10%	72 15%	47 8%	38 7%	38 8%	44 9%	16 6%	52 6%
Prefer not to say	65 3%	39 4%	26 2%	15 6%	13 4%	14 4%	12 3%	6 2%	5 1%	18 3%	20 3%	12 3%	16 3%	7 2%	37 4%
Don't know	210 10%	101 10%	109 10%	29 12%	51 14%	32 9%	36 10%	27 9%	36 8%	46 8%	63 11%	37 8%	64 13%	21 7%	96 11%
Mean	1.81	1.88	1.76	1.99	2.08	1.92	1.83	1.63	1.53	1.74	1.76	1.89	1.89	1.80	1.91
Standard deviation	0.96	0.97	0.95	0.96	1.02	1.01	0.99	0.85	0.81	0.94	0.93	1.00	0.98	0.94	0.99
Standard error	0.02	0.03	0.03	0.07	0.07	0.06	0.06	0.05	0.04	0.04	0.04	0.06	0.05	0.06	0.04

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 45

Q.9 Thinking of social media and the end of life, to what extent do you agree or disagree with the following statements?
If I knew I was dying, apart from contacting close friends and family, Facebook would be the best method of sharing the news
Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	432 21%	37 21%	23 22%	372 21%	22 25%	40 17%	41 23%	45 24%	31 20%	30 15%	67 24%	64 22%	31 17%
Strongly agree	(4) 99 5%	5 3%	2 2%	91 5%	3 3%	9 4%	10 6%	17 9%	7 5%	5 2%	23 8%	11 4%	6 3%
Tend to agree	(3) 333 16%	32 18%	21 19%	280 16%	19 22%	32 13%	31 17%	27 15%	24 16%	26 13%	44 16%	53 18%	25 14%
Tend to disagree	(2) 373 18%	29 16%	22 21%	323 18%	10 11%	49 21%	29 16%	38 20%	21 14%	43 21%	51 18%	44 15%	38 21%
Strongly disagree	(1) 837 40%	89 49%	39 37%	709 39%	37 42%	110 46%	63 36%	62 33%	64 42%	90 45%	97 35%	118 41%	67 37%
NET: Disagree	1210 58%	118 65%	61 57%	1032 57%	47 53%	159 67%	92 52%	100 53%	85 55%	133 66%	147 54%	162 56%	105 57%
Not applicable	168 8%	11 6%	6 6%	151 8%	6 7%	17 7%	13 7%	15 8%	19 12%	19 9%	13 5%	33 11%	15 8%
Prefer not to say	65 3%	4 2%	2 2%	58 3%	* 1%	4 2%	6 3%	2 1%	5 3%	7 4%	15 5%	12 4%	7 4%
Don't know	210 10%	11 6%	14 13%	185 10%	12 14%	19 8%	25 14%	26 14%	13 9%	12 6%	33 12%	20 7%	24 13%
Mean	1.81	1.70	1.84	1.83	1.83	1.70	1.91	2.00	1.78	1.66	1.97	1.81	1.78
Standard deviation	0.96	0.91	0.89	0.97	0.98	0.89	1.01	1.05	0.98	0.84	1.04	0.96	0.90
Standard error	0.02	0.08	0.10	0.03	0.11	0.06	0.08	0.09	0.10	0.07	0.07	0.06	0.08

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 46

**Q.9 Thinking of social media and the end of life, to what extent do you agree or disagree with the following statements?
 If someone I know on social media dies, I unfriend their account on Facebook soon after**

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	174 8%	103 10%	71 7%	16 7%	47 13%	36 11%	20 5%	21 7%	33 7%	52 9%	42 8%	40 9%	40 8%	28 10%	73 8%
Strongly agree	(4) 47 2%	24 2%	22 2%	6 2%	11 3%	11 3%	5 1%	2 1%	13 3%	13 2%	14 2%	8 2%	13 3%	8 3%	16 2%
Tend to agree	(3) 127 6%	78 8%	49 5%	10 4%	36 10%	26 7%	15 4%	19 6%	20 4%	39 7%	29 5%	32 7%	27 5%	20 7%	57 6%
Tend to disagree	(2) 298 14%	143 14%	155 15%	46 19%	58 16%	49 14%	53 14%	39 13%	52 11%	75 13%	91 16%	78 17%	54 11%	46 16%	151 17%
Strongly disagree	(1) 539 26%	217 21%	322 30%	70 29%	105 29%	98 29%	111 30%	68 22%	88 19%	126 22%	141 25%	133 29%	139 27%	86 30%	240 27%
NET: Disagree	837 40%	360 35%	477 45%	116 48%	163 45%	147 43%	164 44%	107 35%	141 30%	201 36%	233 41%	211 46%	193 38%	132 46%	391 44%
Not applicable	661 32%	346 34%	315 29%	45 19%	73 20%	83 24%	119 32%	130 43%	211 45%	198 35%	168 30%	131 29%	164 32%	80 28%	245 27%
Prefer not to say	73 4%	44 4%	29 3%	15 6%	14 4%	17 5%	15 4%	6 2%	5 1%	22 4%	21 4%	9 2%	21 4%	8 3%	42 5%
Don't know	339 16%	163 16%	177 17%	50 21%	63 18%	58 17%	54 14%	36 12%	78 17%	88 16%	97 17%	63 14%	91 18%	38 13%	143 16%
Mean	1.68	1.80	1.58	1.64	1.78	1.72	1.53	1.65	1.75	1.76	1.69	1.66	1.63	1.68	1.68
Standard deviation	0.86	0.90	0.82	0.81	0.91	0.91	0.75	0.79	0.93	0.89	0.85	0.82	0.89	0.87	0.82
Standard error	0.03	0.04	0.04	0.07	0.07	0.07	0.05	0.07	0.07	0.05	0.05	0.06	0.06	0.07	0.04

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 46

**Q.9 Thinking of social media and the end of life, to what extent do you agree or disagree with the following statements?
 If someone I know on social media dies, I unfriend their account on Facebook soon after**

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	174 8%	19 11%	10 9%	145 8%	5 6%	16 7%	17 10%	16 8%	9 6%	12 6%	30 11%	28 10%	12 7%
Strongly agree (4)	47 2%	3 2%	2 2%	42 2%	1 2%	1 *	4 2%	8 4%	6 4%	3 1%	6 2%	10 3%	3 2%
Tend to agree (3)	127 6%	16 9%	8 8%	103 6%	4 4%	15 6%	13 7%	8 4%	3 2%	9 5%	24 9%	18 6%	9 5%
Tend to disagree (2)	298 14%	21 11%	13 13%	264 15%	14 16%	32 13%	19 11%	27 14%	29 19%	35 17%	45 16%	35 12%	28 15%
Strongly disagree (1)	539 26%	53 29%	27 25%	459 26%	26 29%	59 25%	46 26%	50 27%	35 23%	55 27%	76 28%	67 23%	46 25%
NET: Disagree	837 40%	74 41%	40 38%	723 40%	40 45%	91 38%	65 37%	77 41%	64 42%	90 44%	121 44%	102 35%	74 40%
Not applicable	661 32%	58 32%	35 33%	568 32%	26 30%	82 34%	59 33%	51 27%	57 37%	68 33%	68 25%	98 34%	60 33%
Prefer not to say	73 4%	7 4%	2 2%	64 4%	* 1%	5 2%	8 4%	2 1%	8 5%	8 4%	14 5%	10 4%	10 5%
Don't know	339 16%	23 13%	20 18%	296 16%	16 18%	45 19%	28 16%	42 23%	17 11%	25 12%	43 16%	52 18%	28 15%
Mean	1.68	1.67	1.70	1.69	1.57	1.61	1.70	1.72	1.72	1.60	1.73	1.78	1.64
Standard deviation	0.86	0.88	0.88	0.86	0.79	0.76	0.92	0.95	0.89	0.76	0.86	0.96	0.81
Standard error	0.03	0.10	0.12	0.03	0.11	0.07	0.09	0.10	0.12	0.08	0.07	0.08	0.09

Death & Dying Survey
ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 47

**Q.9 Thinking of social media and the end of life, to what extent do you agree or disagree with the following statements?
 I should be able to transfer digital properties I have paid for (e.g. music, films, games) to someone else when I die**

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2085	1069	1016	209	291	327	380	343	535	656	626	316	487	258	825
Weighted base	2085	1015	1070	242	361	342	372	301	467	561	561	455	509	286	894
NET: Agree	1055 51%	573 56%	482 45%	124 51%	209 58%	200 58%	201 54%	159 53%	162 35%	292 52%	284 51%	238 52%	241 47%	153 54%	487 54%
Strongly agree	(4) 499 24%	284 28%	215 20%	59 24%	88 24%	113 33%	116 31%	64 21%	60 13%	130 23%	130 23%	114 25%	125 25%	72 25%	233 26%
Tend to agree	(3) 556 27%	289 28%	267 25%	65 27%	121 34%	87 25%	85 23%	95 32%	102 22%	162 29%	153 27%	125 27%	116 23%	81 28%	254 28%
Tend to disagree	(2) 111 5%	57 6%	55 5%	22 9%	20 6%	21 6%	17 4%	11 4%	20 4%	35 6%	35 6%	28 6%	13 3%	34 12%	44 5%
Strongly disagree	(1) 124 6%	56 5%	68 6%	18 7%	26 7%	26 8%	18 5%	12 4%	23 5%	36 6%	27 5%	32 7%	28 6%	22 8%	61 7%
NET: Disagree	235 11%	112 11%	123 11%	40 17%	46 13%	47 14%	35 9%	24 8%	43 9%	71 13%	62 11%	60 13%	41 8%	55 19%	105 12%
Not applicable	268 13%	100 10%	168 16%	7 3%	12 3%	18 5%	35 9%	49 16%	147 31%	71 13%	61 11%	58 13%	78 15%	24 8%	62 7%
Prefer not to say	66 3%	39 4%	27 3%	16 6%	15 4%	16 5%	8 2%	5 2%	7 1%	18 3%	20 4%	10 2%	18 4%	8 3%	39 4%
Don't know	461 22%	191 19%	270 25%	56 23%	78 22%	62 18%	93 25%	64 21%	109 23%	109 19%	134 24%	88 19%	130 26%	46 16%	201 23%
Mean	3.11	3.17	3.04	3.01	3.06	3.16	3.27	3.15	2.97	3.06	3.12	3.07	3.20	2.98	3.11
Standard deviation	0.92	0.89	0.95	0.97	0.91	0.97	0.90	0.82	0.92	0.92	0.88	0.95	0.92	0.96	0.93
Standard error	0.03	0.03	0.04	0.08	0.06	0.06	0.06	0.06	0.06	0.04	0.05	0.07	0.06	0.07	0.04

Death & Dying Survey

ONLINE Fieldwork: 15th - 17th April 2016

Absolutes/col percents

Table 47

**Q.9 Thinking of social media and the end of life, to what extent do you agree or disagree with the following statements?
I should be able to transfer digital properties I have paid for (e.g. music, films, games) to someone else when I die**

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2085	164	105	1816	104	242	196	191	124	197	277	299	186
Weighted base	2085	181	106	1798	87	240	177	187	154	202	275	292	183
NET: Agree	1055 51%	109 60%	47 44%	899 50%	38 43%	114 48%	92 52%	88 47%	80 52%	108 54%	136 49%	147 51%	96 52%
Strongly agree	(4) 499 24%	58 32%	21 20%	420 23%	16 19%	59 25%	31 18%	39 21%	47 30%	39 19%	70 25%	62 21%	56 31%
Tend to agree	(3) 556 27%	51 28%	26 24%	479 27%	21 24%	55 23%	61 34%	49 26%	34 22%	69 34%	66 24%	85 29%	40 22%
Tend to disagree	(2) 111 5%	7 4%	4 4%	100 6%	4 5%	12 5%	5 3%	14 8%	7 4%	11 5%	17 6%	15 5%	14 8%
Strongly disagree	(1) 124 6%	11 6%	8 8%	104 6%	7 8%	11 5%	15 9%	12 7%	8 5%	7 3%	18 6%	19 7%	6 3%
NET: Disagree	235 11%	19 10%	12 12%	204 11%	12 13%	23 10%	21 12%	27 14%	15 10%	18 9%	35 13%	34 12%	20 11%
Not applicable	268 13%	20 11%	13 12%	235 13%	15 17%	38 16%	19 11%	20 11%	23 15%	31 15%	29 11%	32 11%	28 15%
Prefer not to say	66 3%	4 2%	3 2%	59 3%	1 1%	4 2%	7 4%	2 1%	6 4%	7 3%	13 5%	12 4%	8 4%
Don't know	461 22%	29 16%	31 29%	401 22%	22 25%	60 25%	39 22%	51 27%	30 19%	39 19%	61 22%	66 23%	32 18%
Mean	3.11	3.22	3.01	3.10	2.95	3.18	2.96	3.00	3.24	3.11	3.10	3.05	3.26
Standard deviation	0.92	0.91	0.99	0.92	1.01	0.91	0.94	0.95	0.92	0.78	0.96	0.92	0.86
Standard error	0.03	0.08	0.13	0.03	0.13	0.08	0.09	0.09	0.11	0.07	0.08	0.07	0.08