

## Hospice UK, Dying to be heard, Public Opinion Survey – 29<sup>th</sup> January 2020

*Methodology: Savanta ComRes interviewed 2,039 adults in Great Britain online from the 22<sup>nd</sup> to 23<sup>rd</sup> January 2020. Data were weighted to be demographically representative of adults in Great Britain by age, gender, region and social grade. Savanta ComRes is a member of the British Polling Council and abides by its rules. Full tables at [www.comresglobal.com](http://www.comresglobal.com)*

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**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 1

**Q1. Have you experienced the death of a relative, partner or close friend (otherwise known as bereavement) in the last five years?****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
Yes, once in the last five years	696 34%	338 34%	359 34%	77 34%	141 40%FH	124 38%fH	111 31%	110 36%H	135 29%	217 38%K	235 34%	244 32%	191 34%	198 35%	140 34%	168 34%	127 38%	306 36%
Yes, more than once in the last five years	560 27%	268 27%	292 28%	40 18%	78 22%	76 23%	106 29%Cd	85 28%C	174 37%CDEFG	119 21%	183 27%I	259 33%IJ	134 24%	160 28%	130 31%L	137 28%	79 24%	206 24%
No, I have experienced this but not in the last five years	608 30%	302 30%	307 29%	60 26%	100 28%	94 29%	110 31%	97 32%	147 31%	159 28%	205 30%	244 32%	174 31%	178 31%	110 27%	146 30%	99 30%	242 29%
No, I have never experienced this	167 8%	83 8%	83 8%	49 21%DEFGH	32 9%GH	30 9%GH	30 8%GH	10 3%	16 3%	80 14%JK	60 9%K	26 3%	55 10%m	37 6%	32 8%	43 9%	27 8%	85 10%
NET: Yes	1257 62%	606 61%	651 62%	117 52%	219 62%C	201 62%C	217 60%c	194 64%C	309 65%C	336 58%	417 61%	503 65%I	324 58%	358 62%	270 65%l	305 62%	205 62%	512 61%
NET: No	775 38%	385 39%	390 37%	108 48%DEfGH	132 37%	124 38%	141 39%	108 36%	163 34%	240 41%K	265 39%	270 35%	229 41%n	215 37%	142 34%	189 38%	127 38%	327 39%
Prefer not to say	7 *	4 *	3 *	1 *	2 1%	1 *	3 1%	- -	* *	2 *	4 1%k	* *	4 1%	* *	2 *	1 *	1 *	4 1%

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

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Absolutes/col percents

Table 2

**Q1. Have you experienced the death of a relative, partner or close friend (otherwise known as bereavement) in the last five years?****Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
Yes, once in the last five years	696 34%	57 32%	30 29%	609 35%	38 44%abgILM	80 34%	53 31%	82 45%ABFGIKLM	42 28%	72 37%	99 36%	89 31%	55 30%
Yes, more than once in the last five years	560 27%	41 23%	36 36%AHkm	483 27%	24 28%h	62 27%h	52 30%H	33 18%	51 34%AHkm	55 28%H	69 25%	93 32%aHm	44 24%
No, I have experienced this but not in the last five years	608 30%	63 35%EH	28 28%	517 29%	19 22%	74 31%h	54 31%h	40 22%	43 29%	59 30%	79 29%	86 30%h	62 34%eH
No, I have never experienced this	167 8%	16 9%	7 7%	144 8%	5 6%	17 7%	13 7%	26 14%eFgJL	13 9%	8 4%	25 9%j	16 6%	20 11%JL
NET: Yes	1257 62%	99 56%	66 65%	1092 62%	62 72%AfM	142 61%	105 61%	114 63%	93 62%	127 65%am	169 61%	181 64%m	99 54%
NET: No	775 38%	78 44%Ej	36 35%	661 38%	24 28%	91 39%e	67 39%	67 37%	56 37%	68 35%	105 38%	102 36%	83 46%EJL
Prefer not to say	7 *	* *	- -	7 *	- -	1 *	- -	1 *	* *	1 1%	2 1%	2 1%	- -

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

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

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Absolutes/col percents

Table 3

**Q1. Have you experienced the death of a relative, partner or close friend (otherwise known as bereavement) in the last five years?**

**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
Yes, once in the last five years	696 34%	696 100%BCD	- -	- -	- -	696 55%F	- -
Yes, more than once in the last five years	560 27%	- -	560 100%ACD	- -	- -	560 45%F	- -
No, I have experienced this but not in the last five years	608 30%	- -	- -	608 100%ABD	- -	- -	608 78%E
No, I have never experienced this	167 8%	- -	- -	- -	167 100%ABC	- -	167 22%E
NET: Yes	1257 62%	696 100%CD	560 100%CD	- -	- -	1257 100%F	- -
NET: No	775 38%	- -	- -	608 100%AB	167 100%AB	- -	775 100%E
Prefer not to say	7 *	- -	- -	- -	- -	- -	- -

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/row percents

Table 4

**Q2. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Summary****Base: All respondents**

	Total	Q2. Summary							Mean score	Standard deviation	Standard error
		Very comfortable (4)	Somewhat comfortable (3)	Somewhat uncomfortable (2)	Very uncomfortable (1)	NET: Comfortable	NET: Uncomfortable	Don't know/ Prefer not to say			
Their job or work	2039	1094 54%	752 37%	85 4%	11 1%	1846 91%	96 5%	97 5%	3.51	0.61	0.01
Their physical health	2039	878 43%	899 44%	158 8%	22 1%	1776 87%	180 9%	82 4%	3.35	0.68	0.02
Political topics or current affairs (e.g. Brexit)	2039	819 40%	789 39%	204 10%	75 4%	1608 79%	279 14%	152 7%	3.25	0.80	0.02
Their mental health	2039	753 37%	839 41%	274 13%	78 4%	1592 78%	353 17%	95 5%	3.17	0.81	0.02
Their thoughts about death (e.g. funeral plans, wills, medical issues)	2039	704 35%	820 40%	316 16%	105 5%	1524 75%	422 21%	93 5%	3.09	0.86	0.02
Their grief or bereavement	2039	663 33%	856 42%	357 17%	70 3%	1520 75%	427 21%	92 5%	3.09	0.81	0.02
Their religious/spiritual beliefs	2039	664 33%	815 40%	295 14%	99 5%	1479 73%	394 19%	166 8%	3.09	0.85	0.02
Personal financial or monetary matters	2039	615 30%	843 41%	369 18%	104 5%	1457 71%	473 23%	109 5%	3.02	0.85	0.02
Their sex life or sexual health	2039	367 18%	633 31%	584 29%	347 17%	1000 49%	932 46%	108 5%	2.53	0.99	0.02

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 5

**Q2.1. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?****Their grief or bereavement****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector		
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)	
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791	
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843	
NET: Comfortable	1520 75%	698 70%	822 79%A	159 70%	241 69%	236 72%	259 72%	231 76%d	393 83%CDEFG	401 69%	495 72%	624 81%LJ	422 76%n	434 76%n	289 70%	375 76%n	249 75%	602 71%	
Very comfortable	(4) 33%	663 28%	388 37%A	78 34%	105 30%	90 28%	119 33%	99 33%	172 37%de	183 32%	209 30%	272 35%j	184 33%n	197 34%N	113 27%	170 34%N	111 33%	257 30%	
Somewhat comfortable	(3) 42%	856 42%	423 42%	434 42%	82 36%	136 39%	146 45%c	140 39%	131 44%	220 47%CdF	218 38%	287 42%	352 45%I	237 43%	237 41%	177 43%	206 41%	138 41%	345 41%
Somewhat uncomfortable	(2) 17%	357 17%	208 21%B	149 14%	40 18%	75 21%H	62 19%h	60 17%	54 18%	65 14%	115 20%k	122 18%	119 15%	98 18%	101 18%	84 20%o	75 15%	57 17%	159 19%
Very uncomfortable	(1) 3%	70 3%	37 4%	34 3%	14 6%DH	6 2%	16 5%dH	19 5%DH	9 3%	7 1%	20 3%	35 5%K	16 2%	18 3%	19 3%	13 3%	20 4%	13 4%	33 4%
NET: Uncomfortable	427 21%	244 25%B	182 17%	54 24%H	81 23%H	78 24%H	79 22%H	63 21%H	71 15%	135 23%K	157 23%K	135 17%	116 21%	120 21%	96 23%	95 19%	69 21%	191 23%	
Don't know/ Prefer not to say	92 5%	53 5%	40 4%	13 6%gH	30 8%EGH	12 4%	22 6%GH	8 3%	8 2%	43 7%K	34 5%K	16 2%	20 4%	19 3%	28 7%LM	25 5%	15 4%	50 6%	
Mean	3.09	2.99	3.17A	3.05	3.06	2.99	3.06	3.09	3.20CDEFG	3.05	3.03	3.16IJ	3.09	3.10	3.01	3.12n	3.09	3.04	
Standard deviation	0.81	0.82	0.80	0.90	0.80	0.83	0.87	0.80	0.73	0.84	0.85	0.76	0.81	0.82	0.80	0.83	0.82	0.83	
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.05	0.03	

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

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Absolutes/col percents

Table 6

**Q2.1. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Their grief or bereavement**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
NET: Comfortable	1520 75%	132 74%	78 77%	1310 74%	70 82%Hk	173 74%	132 77%h	124 68%	112 75%	154 79%H	197 71%	206 72%	143 79%H
Very comfortable	(4) 663 33%	58 33%	26 26%	579 33%	34 40%bH	84 36%h	51 30%	48 26%	55 37%bH	58 30%	90 33%	91 32%	68 37%bH
Somewhat comfortable	(3) 856 42%	74 42%	52 51%FIkl	731 42%	36 42%	89 38%	81 47%f	76 42%	57 38%	96 49%FIkl	107 39%	115 40%	75 41%
Somewhat uncomfortable	(2) 357 17%	32 18%	17 16%	308 18%	9 11%	40 17%	28 16%	30 16%	29 20%e	34 18%	56 20%e	54 19%	27 15%
Very uncomfortable	(1) 70 3%	5 3%	2 2%	63 4%	3 3%	8 4%	5 3%	13 7%agJk	4 3%	3 2%	8 3%	10 4%	8 5%
NET: Uncomfortable	427 21%	36 20%	19 19%	372 21%	12 14%	48 21%	33 19%	43 24%e	34 23%	38 19%	64 23%e	65 23%	36 20%
Don't know/ Prefer not to say	92 5%	9 5% <i>m</i>	5 5%	78 4%	4 5%	13 6% <i>jm</i>	7 4%	15 8% <i>IJM</i>	3 2%	4 2%	15 5% <i>jm</i>	15 5% <i>jm</i>	3 2%
Mean	3.09	3.10	3.05	3.09	3.24H	3.12h	3.09	2.95	3.12	3.09	3.07	3.06	3.13h
Standard deviation	0.81	0.80	0.73	0.82	0.78	0.84	0.77	0.88	0.83	0.74	0.83	0.83	0.84
Standard error	0.02	0.06	0.08	0.02	0.08	0.06	0.06	0.07	0.07	0.05	0.06	0.05	0.06

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

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

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Absolutes/col percents

Table 7

**Q2.1. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?  
 Their grief or bereavement**

**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
NET: Comfortable	1520 75%	522 75%D	447 80%aCD	443 73%d	107 64%	969 77%F	550 71%
Very comfortable	(4) 663 33%	224 32%	211 38%aCd	179 29%	49 29%	435 35%F	227 29%
Somewhat comfortable	(3) 856 42%	298 43%	236 42%	264 43%d	59 35%	534 42%	323 42%
Somewhat uncomfortable	(2) 357 17%	121 17%	78 14%	122 20%B	32 19%	199 16%	154 20%E
Very uncomfortable	(1) 70 3%	22 3%	14 2%	19 3%	15 9%ABC	36 3%	34 4%e
NET: Uncomfortable	427 21%	143 21%b	92 16%	141 23%B	47 28%aB	235 19%	188 24%E
Don't know/ Prefer not to say	92 5%	31 5%	22 4%	24 4%	13 8%bc	53 4%	37 5%
Mean	3.09	3.09D	3.20ACD	3.03	2.92	3.14F	3.01
Standard deviation	0.81	0.80	0.78	0.80	0.95	0.79	0.84
Standard error	0.02	0.03	0.03	0.03	0.08	0.02	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**



**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 8

**Q2.2. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Their religious/ spiritual beliefs**

**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
NET: Comfortable	1479 73%	707 71%	772 74%	182 80% <sup>DEFG</sup>	247 70%	234 72%	255 71%	215 71%	346 73%	429 74%	489 71%	561 72%	415 74% <sup>N</sup>	418 73%	280 68%	366 74% <sup>n</sup>	248 74%	592 70%
Very comfortable	(4) 664 33%	314 32%	350 34%	85 38% <sup>f</sup>	120 34%	106 33%	107 30%	93 31%	153 32%	205 35%	213 31%	246 32%	195 35% <sup>n</sup>	190 33%	117 28%	163 33%	108 32%	257 31%
Somewhat comfortable	(3) 815 40%	393 39%	422 40%	96 43%	127 36%	128 39%	148 41%	122 40%	193 41%	224 39%	276 40%	314 41%	220 39%	228 40%	163 39%	203 41%	140 42%	335 40%
Somewhat uncomfortable	(2) 295 14%	156 16%	139 13%	24 11%	48 14%	56 17% <sup>c</sup>	51 14%	47 15%	68 14%	73 13%	107 16%	115 15%	82 15% <sup>o</sup>	95 17% <sup>O</sup>	64 15% <sup>o</sup>	54 11%	52 16%	131 15%
Very uncomfortable	(1) 99 5%	51 5%	48 5%	5 2%	16 5%	20 6% <sup>C</sup>	18 5% <sup>c</sup>	13 4%	28 6% <sup>C</sup>	21 4%	38 5%	41 5%	24 4%	23 4%	26 6%	27 5%	15 5%	38 5%
NET: Uncomfortable	394 19%	207 21%	187 18%	29 13%	64 18%	76 23% <sup>C</sup>	69 19% <sup>c</sup>	60 20% <sup>C</sup>	96 20% <sup>C</sup>	93 16%	145 21% <sup>i</sup>	156 20% <sup>i</sup>	105 19%	118 21%	90 22% <sup>o</sup>	81 16%	68 20%	169 20%
Don't know/ Prefer not to say	166 8%	81 8%	85 8%	16 7%	41 12% <sup>EH</sup>	16 5%	36 10% <sup>Eh</sup>	27 9% <sup>e</sup>	30 6%	57 10%	52 8%	57 7%	37 7%	37 7%	43 10% <sup>lM</sup>	49 10% <sup>lm</sup>	18 5%	82 10% <sup>P</sup>
Mean	3.09	3.06	3.12	3.25 <sup>EFGH</sup>	3.13	3.03	3.06	3.07	3.07	3.17 <sup>jk</sup>	3.05	3.07	3.13 <sup>n</sup>	3.09	3.00	3.12 <sup>n</sup>	3.08	3.07
Standard deviation	0.85	0.86	0.83	0.74	0.85	0.88	0.84	0.84	0.86	0.81	0.86	0.85	0.84	0.83	0.88	0.84	0.84	0.84
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.04	0.05	0.04	0.04	0.03	0.03	0.04	0.03	0.05	0.04	0.05	0.03

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

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Absolutes/col percents

Table 9

**Q2.2. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Their religious/ spiritual beliefs**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
NET: Comfortable	1479 73%	130 73%h	77 76%H	1272 72%	64 75%h	169 72%h	127 74%H	113 62%	111 75%H	143 73%H	200 73%H	205 72%h	138 76%H
Very comfortable	(4) 664 33%	52 29%	28 28%	585 33%	37 43%ABgHl	77 33%	52 30%	45 25%	54 36%H	66 34%h	99 36%H	89 31%	66 36%H
Somewhat comfortable	(3) 815 40%	78 44%e	49 48%dEk	687 39%	28 32%	92 39%	75 44%e	69 38%	57 39%	78 40%	101 37%	116 41%	72 40%
Somewhat uncomfortable	(2) 295 14%	28 16%e	17 16%e	250 14%	7 8%	29 12%	21 12%	27 15%	25 17%e	30 15%	43 16%e	41 15%	26 14%
Very uncomfortable	(1) 99 5%	8 4%	2 2%	89 5%	5 6%	11 5%	5 3%	20 11%ABFGjKm	5 4%	9 5%	8 3%	18 6%k	9 5%
NET: Uncomfortable	394 19%	36 20%	19 19%	339 19%	12 13%	40 17%	26 15%	47 26%EFG	30 20%	39 20%	51 19%	60 21%	35 19%
Don't know/ Prefer not to say	166 8%	12 7%	6 6%	149 8%	10 11%m	26 11%iM	18 10%m	21 12%iM	8 5%	13 7%	24 9%	21 7%	8 5%
Mean	3.09	3.05h	3.07	3.10	3.26aHl	3.13H	3.13H	2.87	3.13H	3.09H	3.16H	3.04h	3.13H
Standard deviation	0.85	0.82	0.75	0.85	0.88	0.84	0.77	0.96	0.83	0.85	0.82	0.88	0.85
Standard error	0.02	0.06	0.08	0.02	0.10	0.06	0.06	0.08	0.07	0.06	0.06	0.05	0.06

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

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

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 10

**Q2.2. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Their religious/ spiritual beliefs**

**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
NET: Comfortable	1479 73%	512 74%	407 73%	435 72%	121 72%	919 73%	556 72%
Very comfortable	(4) 664 33%	232 33%	178 32%	191 31%	63 38%	410 33%	254 33%
Somewhat comfortable	(3) 815 40%	280 40%	229 41%	244 40%	58 35%	509 41%	302 39%
Somewhat uncomfortable	(2) 295 14%	97 14%	76 14%	102 17%	19 12%	173 14%	122 16%
Very uncomfortable	(1) 99 5%	33 5%	26 5%	28 5%	10 6%	59 5%	38 5%
NET: Uncomfortable	394 19%	130 19%	102 18%	130 21%	30 18%	232 18%	160 21%
Don't know/ Prefer not to say	166 8%	54 8%	51 9%	43 7%	16 10%	105 8%	59 8%
Mean	3.09	3.11	3.10	3.06	3.15	3.10	3.08
Standard deviation	0.85	0.84	0.83	0.84	0.90	0.84	0.86
Standard error	0.02	0.03	0.04	0.04	0.07	0.02	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 11

**Q2.3. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?  
 Their thoughts about death (e.g. funeral plans, wills, medical issues)**

**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
NET: Comfortable	1524 75%	731 74%	793 76%	146 64%	232 66%	233 72%	271 75%CD	249 82%CDEF	393 83%CDEF	378 65%	504 73%I	642 83%IJ	427 77%n	443 77%N	294 71%	361 73%	251 75%	597 71%
Very comfortable	(4) 35%	317 32%	387 37%A	70 31%	113 32%	92 28%	119 33%	112 37%E	198 42%CDEF	183 32%	211 31%	311 40%IJ	206 37%N	209 37%N	121 29%	168 34%	119 36%	256 30%
Somewhat comfortable	(3) 40%	414 42%	406 39%	76 34%	119 34%	141 43%CD	152 42%cd	137 45%CD	194 41%cd	195 34%	294 43%I	331 43%I	220 40%	233 41%	173 42%	194 39%	132 40%	341 40%
Somewhat uncomfortable	(2) 16%	167 17%	149 14%	46 21%FGH	67 19%GH	55 17%g	51 14%	35 12%	61 13%	113 20%K	107 16%	96 12%	85 15%	81 14%	68 16%	83 17%	54 16%	141 17%
Very uncomfortable	(1) 5%	46 5%	59 6%	22 10%FGH	26 7%GH	26 8%GH	17 5%H	9 3%h	6 1%	47 8%K	43 6%K	15 2%	27 5%	31 5%	25 6%	23 5%	15 4%	57 7%
NET: Uncomfortable	422 21%	213 21%	208 20%	68 30%FGH	93 26%FGH	82 25%fGH	68 19%h	45 15%	66 14%	161 28%JK	150 22%K	111 14%	112 20%	112 20%	92 22%	106 21%	69 21%	197 23%
Don't know/ Prefer not to say	93 5%	50 5%	43 4%	12 5%h	27 8%EGH	11 3%	21 6%gH	8 3%	13 3%	40 7%K	32 5%k	21 3%	18 3%	18 3%	28 7%LM	29 6%lm	13 4%	49 6%
Mean	3.09	3.06	3.12	2.91	2.98	2.95	3.10CE	3.20CDE	3.28CDEF	2.95	3.03	3.25IJ	3.13n	3.12n	3.01	3.08	3.11	3.00
Standard deviation	0.86	0.84	0.87	0.97	0.93	0.89	0.83	0.77	0.73	0.95	0.87	0.75	0.85	0.86	0.86	0.85	0.84	0.89
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.04	0.04	0.05	0.04	0.05	0.03

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

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 12

**Q2.3. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?  
 Their thoughts about death (e.g. funeral plans, wills, medical issues)**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
NET: Comfortable	1524 75%	127 71%	76 74%	1322 75%	68 79%	171 73%	133 78%h	125 69%	112 75%	156 80%aHk	196 71%	214 75%	148 81%AfHK
Very comfortable	(4) 704 35%	61 34%	31 31%	612 35%	37 43%H	86 37%H	63 37%H	47 26%	48 33%	70 36%h	93 34%	94 33%	75 41%HI
Somewhat comfortable	(3) 820 40%	66 37%	45 44%	710 40%	31 36%	84 36%	70 41%	78 43%	63 42%	86 44%	103 37%	120 42%	73 40%
Somewhat uncomfortable	(2) 316 16%	33 18%em	17 17%	266 15%	8 9%	38 16%	26 15%	31 17%	22 15%	28 14%	44 16%	48 17%	20 11%
Very uncomfortable	(1) 105 5%	10 6%	6 6%	89 5%	4 5%	11 5%	6 3%	11 6%	11 7%J	5 2%	21 8%Jl	10 4%	9 5%
NET: Uncomfortable	422 21%	43 24%m	23 23%	355 20%	13 15%	49 21%	32 19%	42 23%	33 22%	33 17%	65 24%m	59 20%	30 16%
Don't know/ Prefer not to say	93 5%	8 4%	3 3%	82 5%	5 6%	15 6% <i>m</i>	6 4%	15 8%ijM	4 3%	7 3%	14 5%	13 5%	4 2%
Mean	3.09	3.05	3.02	3.10	3.24Hik	3.12	3.15h	2.97	3.03	3.17H	3.03	3.09	3.20Hik
Standard deviation	0.86	0.89	0.86	0.85	0.85	0.87	0.82	0.85	0.89	0.77	0.92	0.82	0.84
Standard error	0.02	0.07	0.09	0.02	0.09	0.06	0.06	0.07	0.07	0.06	0.06	0.05	0.06

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

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

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 13

**Q2.3. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?  
 Their thoughts about death (e.g. funeral plans, wills, medical issues)**

**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
NET: Comfortable	1524 75%	524 75%D	439 78%D	455 75%D	102 61%	963 77%F	557 72%
Very comfortable	(4) 704 35%	244 35%	208 37%	199 33%	53 32%	452 36%	251 32%
Somewhat comfortable	(3) 820 40%	280 40%D	231 41%D	256 42%D	50 30%	511 41%	306 39%
Somewhat uncomfortable	(2) 316 16%	113 16%	72 13%	100 16%	31 19%	186 15%	131 17%
Very uncomfortable	(1) 105 5%	31 4%	26 5%	30 5%	17 10%ABC	57 5%	47 6%
NET: Uncomfortable	422 21%	144 21%	98 18%	130 21%	47 28%ABe	242 19%	177 23%e
Don't know/ Prefer not to say	93 5%	29 4%	23 4%	23 4%	17 10%ABC	51 4%	40 5%
Mean	3.09	3.10D	3.16D	3.07	2.92	3.13F	3.04
Standard deviation	0.86	0.84	0.83	0.84	1.00	0.84	0.88
Standard error	0.02	0.03	0.04	0.03	0.08	0.02	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 14

**Q2.4. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Their sex life or sexual health**

**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
NET: Comfortable	1000 49%	460 46%	539 52%A	137 60%eFGH	203 58%FGH	169 52%H	170 47%H	143 47%H	178 38%	340 59%JK	339 49%K	320 41%	279 50%	277 48%	196 47%	247 50%	196 59%q	441 52%
Very comfortable	(4) 367 18%	157 16%	209 20%A	52 23%FGH	92 26%FGH	71 22%fGH	57 16%h	43 14%	53 11%	143 25%JK	127 19%K	96 12%	92 16%	106 18%	71 17%	98 20%	80 24%	162 19%
Somewhat comfortable	(3) 633 31%	303 30%	330 32%	85 38%eH	112 32%	98 30%	114 32%	100 33%h	125 26%	197 34%k	212 31%	225 29%	187 34%	172 30%	125 30%	149 30%	116 35%	279 33%
Somewhat uncomfortable	(2) 584 29%	302 30%	283 27%	49 22%	74 21%	87 27%	113 31%CD	89 29%cD	172 37%CDEG	123 21%	200 29%I	261 34%Ij	159 28%	163 28%	129 31%	134 27%	71 21%	225 27%
Very uncomfortable	(1) 347 17%	173 17%	174 17%	30 13%	48 14%	53 16%	64 18%	56 18%	96 20%CD	78 14%	117 17%	152 20%I	94 17%	109 19%	61 15%	84 17%	54 16%	127 15%
NET: Uncomfortable	932 46%	475 48%	457 44%	80 35%	121 34%	141 43%cd	177 49%CD	144 48%CD	268 57%CDEFG	201 35%	317 46%I	413 53%IJ	252 45%	272 47%	190 46%	218 44%	125 38%	353 42%
Don't know/ Prefer not to say	108 5%	60 6%	48 5%	10 4%	28 8%F	16 5%	14 4%	15 5%	26 5%	37 6%	30 4%	41 5%	25 5%	24 4%	28 7%	30 6%	12 4%	50 6%
Mean	2.53	2.48	2.58A	2.73FGH	2.76FGH	2.60gH	2.47H	2.45H	2.30	2.75JK	2.53K	2.36	2.52	2.50	2.53	2.56	2.69	2.60
Standard deviation	0.99	0.98	1.01	0.98	1.02	1.02	0.97	0.97	0.94	1.00	1.00	0.95	0.97	1.02	0.97	1.01	1.02	0.98
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.06	0.04	0.05	0.04	0.03	0.04	0.04	0.05	0.05	0.06	0.04

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

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 15

**Q2.4. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Their sex life or sexual health**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
NET: Comfortable	1000 49%	98 55% <sup>dFh</sup>	61 60% <sup>DFgHjLm</sup>	841 48%	42 49%	96 41%	80 47%	82 45%	75 51% <sup>f</sup>	95 48%	151 55% <sup>Fhl</sup>	133 47%	88 48%
Very comfortable	(4) 367 18%	31 18%	14 13%	322 18%	21 25% <sup>bFH</sup>	28 12%	30 17%	23 13%	36 24% <sup>bFHI</sup>	38 19% <sup>f</sup>	64 23% <sup>bFHI</sup>	47 17%	36 20% <sup>F</sup>
Somewhat comfortable	(3) 633 31%	67 38% <sup>DEIm</sup>	47 46% <sup>DEFGHIJKLmO%</sup>	519 30% <sup>ab</sup>	21 24%	68 29%	50 29%	59 32%	40 27%	57 29%	87 32%	86 30%	52 29%
Somewhat uncomfortable	(2) 584 29%	39 22%	20 20%	525 30% <sup>ab</sup>	24 28%	80 34% <sup>ABK</sup>	50 29%	48 26%	42 28%	62 32% <sup>ab</sup>	67 24%	93 33% <sup>ABk</sup>	59 33% <sup>ABk</sup>
Very uncomfortable	(1) 347 17%	33 18%	17 17%	298 17%	12 14%	39 17%	32 19%	40 22% <sup>jk</sup>	25 17%	28 14%	41 15%	50 18%	29 16%
NET: Uncomfortable	932 46%	72 40%	37 36%	823 47% <sup>b</sup>	36 42%	119 51% <sup>aBK</sup>	82 48% <sup>b</sup>	88 48% <sup>bk</sup>	67 45%	90 46%	108 39%	144 50% <sup>aBK</sup>	88 49% <sup>bk</sup>
Don't know/ Prefer not to say	108 5%	8 5%	4 4%	96 5%	8 9% <sup>Lm</sup>	19 8% <sup>LM</sup>	9 5%	12 6%	6 4%	11 6%	16 6%	9 3%	6 3%
Mean	2.53	2.57	2.58	2.52	2.65 <sup>fh</sup>	2.39	2.47	2.39	2.60 <sup>fh</sup>	2.56	2.67 <sup>FgHL</sup>	2.47	2.54
Standard deviation	0.99	1.00	0.94	1.00	1.05	0.93	1.01	1.00	1.05	0.98	1.02	0.98	0.99
Standard error	0.02	0.08	0.10	0.02	0.12	0.06	0.08	0.08	0.08	0.07	0.07	0.06	0.07

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

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



**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 16

**Q2.4. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Their sex life or sexual health**

**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
NET: Comfortable	1000 49%	364 52%C	270 48%	272 45%	91 54%C	634 50%	363 47%
Very comfortable	(4) 367 18%	157 22%BC	90 16%	84 14%	34 20%c	247 20%F	119 15%
Somewhat comfortable	(3) 633 31%	208 30%	179 32%	188 31%	57 34%	387 31%	244 32%
Somewhat uncomfortable	(2) 584 29%	163 23%	185 33%AD	199 33%AD	36 22%	348 28%	235 30%
Very uncomfortable	(1) 347 17%	129 19%b	80 14%	108 18%	28 17%	209 17%	137 18%
NET: Uncomfortable	932 46%	292 42%	264 47%ad	308 51%AD	64 39%	556 44%	372 48%
Don't know/ Prefer not to say	108 5%	40 6%	26 5%	29 5%	12 7%	66 5%	40 5%
Mean	2.53	2.60C	2.53	2.43	2.62C	2.56f	2.47
Standard deviation	0.99	1.06	0.94	0.95	1.02	1.01	0.97
Standard error	0.02	0.04	0.04	0.04	0.08	0.03	0.04

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 17

**Q2.5. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?****Their job or work****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
NET: Comfortable	1846 91%	883 89%	962 92%A	210 93%D	294 84%	297 91%D	330 92%D	287 95%DefH	426 90%D	504 87%	628 91%I	714 92%I	508 91%	532 93%nO	370 89%	436 88%	308 92%	760 90%
Very comfortable	(4) 54%	1094 50%	498 57%A	130 57%	174 49%	168 51%	199 55%	178 59%Deh	246 52%	303 52%	367 53%	424 55%	317 57%n	313 55%	209 51%	256 52%	174 52%	455 54%
Somewhat comfortable	(3) 37%	752 39%	385 35%	80 36%	121 34%	130 40%	131 36%	109 36%	180 38%	201 35%	261 38%	290 37%	191 34%	220 38%	161 39%	180 36%	133 40%	305 36%
Somewhat uncomfortable	(2) 4%	85 5%B	54 3%	31 4%	8 4%	30 8%ceFGH	14 4%g	11 3%	5 2%	17 4%	38 7%JK	25 4%	22 3%	23 4%	19 5%	21 4%	17 5%	38 5%
Very uncomfortable	(1) 1%	11 *	3 1%	8 *	1 1%	2 2%GH	2 *	* *	- -	3 *	8 1%K	* *	3 1%	1 *	3 1%	4 1%	1 *	6 1%
NET: Uncomfortable	96 5%	57 6%b	39 4%	9 4%	32 9%CFGH	21 6%G	12 3%	5 2%	17 4%	40 7%K	33 5%k	22 3%	26 5%	23 4%	21 5%	26 5%	18 5%	45 5%
Don't know/ Prefer not to say	97 5%	55 6%	43 4%	7 3%	26 7%cEG	8 2%	18 5%e	9 3%	28 6%Eg	34 6%	26 4%	38 5%	23 4%	18 3%	23 5%	34 7%lM	7 2%	39 5%p
Mean	3.51	3.47	3.55A	3.55de	3.43	3.44	3.54de	3.59DEh	3.52	3.48	3.49	3.54i	3.54	3.52	3.47	3.49	3.47	3.50
Standard deviation	0.61	0.62	0.60	0.58	0.68	0.68	0.59	0.53	0.57	0.65	0.63	0.56	0.61	0.58	0.62	0.63	0.62	0.63
Standard error	0.01	0.02	0.02	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.03	0.02	0.03	0.03	0.04	0.02

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

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 18

**Q2.5. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Their job or work**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
NET: Comfortable	1846 91%	161 91%	93 91%	1592 90%	78 91%	214 91%h	156 91%	154 85%	142 95%HKI	185 94%HK	237 86%	258 90%	169 93%HK
Very comfortable	(4) 1094 54%	90 51%	55 54%	950 54%	50 58%	125 53%	85 50%	91 50%	82 55%	105 54%	147 53%	152 53%	113 63%AfGHjkl
Somewhat comfortable	(3) 752 37%	71 40%m	38 37%	642 37%	28 33%	88 38%	71 41%m	64 35%	60 40%m	80 41%m	90 33%	106 37%	56 31%
Somewhat uncomfortable	(2) 85 4%	9 5%f	4 3%	73 4%	3 3%	4 2%	8 5%f	9 5%f	6 4%	6 3%	22 8%FJLm	8 3%	6 3%
Very uncomfortable	(1) 11 1%	2 1%	- -	10 1%	1 2%j	1 *	- -	3 1%	1 *	- -	1 *	2 1%	2 1%
NET: Uncomfortable	96 5%	10 6%f	4 3%	82 5%	4 5%	4 2%	8 5%	12 7%F	7 5%	6 3%	23 8%FJL	10 4%	8 4%
Don't know/ Prefer not to say	97 5%	7 4%I	6 6%I	85 5%	4 4%I	16 7%IjM	7 4%I	15 8%aLJM	- -	5 3%i	15 6%I	17 6%Im	4 2%i
Mean	3.51	3.46	3.53	3.51	3.54	3.55	3.47	3.46	3.50	3.52	3.47	3.52	3.59agh
Standard deviation	0.61	0.64	0.57	0.61	0.66	0.55	0.59	0.68	0.60	0.56	0.66	0.60	0.61
Standard error	0.01	0.05	0.06	0.01	0.07	0.04	0.04	0.05	0.05	0.04	0.04	0.04	0.04

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

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

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Absolutes/col percents

Table 19

**Q2.5. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Their job or work**

**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
NET: Comfortable	1846 91%	627 90%	512 91%	553 91%	147 88%	1139 91%	700 90%
Very comfortable	(4) 1094 54%	373 53%	311 55%	323 53%	84 51%	683 54%	407 53%
Somewhat comfortable	(3) 752 37%	254 37%	202 36%	230 38%	63 38%	456 36%	293 38%
Somewhat uncomfortable	(2) 85 4%	32 5%	22 4%	26 4%	4 3%	54 4%	30 4%
Very uncomfortable	(1) 11 1%	4 1%	3 *	3 1%	1 *	7 1%	4 *
NET: Uncomfortable	96 5%	37 5%	24 4%	29 5%	5 3%	61 5%	34 4%
Don't know/ Prefer not to say	97 5%	33 5%	24 4%	26 4%	15 9%aBC	56 4%	41 5%
Mean	3.51	3.50	3.53	3.50	3.52	3.51	3.50
Standard deviation	0.61	0.62	0.60	0.61	0.58	0.61	0.60
Standard error	0.01	0.02	0.03	0.03	0.05	0.02	0.02

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 20

**Q2.6. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?****Their physical health****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
NET: Comfortable	1776 87%	850 85%	926 89%A	198 88%d	286 81%	276 85%	313 87%d	270 89%D	433 92%DEF	485 84%	589 86%	702 91%IJ	490 88%	503 88%	357 86%	426 86%	290 87%	704 83%
Very comfortable	(4) 43%	397 40%	481 46%A	97 43%	144 41%	132 40%	152 42%	135 45%	218 46%	241 42%	283 41%	353 46%	255 46%n	245 43%	163 39%	215 43%	151 45%q	328 39%
Somewhat comfortable	(3) 44%	453 46%	445 43%	101 45%	143 40%	144 44%	161 45%	134 44%	215 46%	244 42%	306 45%	349 45%	235 42%	259 45%	195 47%	211 42%	139 42%	376 45%
Somewhat uncomfortable	(2) 8%	92 9%B	67 6%	16 7%	32 9%	29 9%	29 8%	23 8%	29 6%	48 8%	58 8%	53 7%	39 7%	51 9%	29 7%	39 8%	28 8%	84 10%
Very uncomfortable	(1) 1%	10 1%	12 1%	3 1%	3 1%	10 3% dFGH	3 1%	2 1%	1 *	6 1%	13 2%K	3 *	7 1%	5 1%	2 1%	7 1%	7 2%	9 1%
NET: Uncomfortable	180 9%	101 10%b	79 8%	19 9%	35 10%	39 12%H	31 9%	25 8%	31 7%	54 9%	71 10%K	56 7%	46 8%	57 10%	31 7%	47 9%	35 11%	93 11%
Don't know/ Prefer not to say	82 4%	44 4%	39 4%	9 4%	31 9% CEFGH	11 3%	16 4%H	8 2%	8 2%	40 7%JK	27 4%k	16 2%	21 4%	13 2%	25 6%M	23 5%M	8 2%	47 6%P
Mean	3.35	3.30	3.39A	3.34	3.33	3.26	3.34	3.37e	3.40E	3.34	3.30	3.39J	3.38	3.33	3.33	3.34	3.33	3.28
Standard deviation	0.68	0.68	0.67	0.68	0.69	0.75	0.66	0.65	0.62	0.69	0.71	0.63	0.68	0.68	0.64	0.70	0.73	0.69
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.02	0.03	0.03	0.03	0.03	0.04	0.03

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

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 21

**Q2.6. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Their physical health**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
NET: Comfortable	1776 87%	150 84%	93 91%h	1534 87%	73 86%	204 87%	151 88%	149 82%	135 91%Hk	178 91%aHK	231 84%	248 87%	164 90%Hk
Very comfortable	(4) 878 43%	82 46%	39 39%	756 43%	38 45%	101 43%	70 41%	70 39%	73 49%h	87 44%	112 41%	120 42%	84 46%
Somewhat comfortable	(3) 899 44%	68 38%	53 52%A	777 44%	35 41%	103 44%	81 47%	79 43%	61 41%	92 47%	118 43%	128 45%	80 44%
Somewhat uncomfortable	(2) 158 8%	17 10%	6 6%	135 8%	7 8%	17 7%	13 8%	14 8%	11 7%	11 6%	30 11%jm	22 8%	10 5%
Very uncomfortable	(1) 22 1%	3 2%	- -	19 1%	2 3%Fk	* *	1 1%	4 2%f	1 1%	3 1%	1 *	4 1%	2 1%
NET: Uncomfortable	180 9%	20 11%	6 6%	154 9%	9 11%	18 8%	14 8%	18 10%	12 8%	13 7%	31 11%	27 9%	12 7%
Don't know/ Prefer not to say	82 4%	8 4%	3 3%	71 4%	3 3%	12 5%I	6 4%	14 8%Jlm	2 1%	4 2%	13 5%i	11 4%	6 3%
Mean	3.35	3.35	3.33	3.35	3.32	3.37	3.33	3.29	3.41	3.37	3.31	3.32	3.40
Standard deviation	0.68	0.73	0.59	0.67	0.75	0.64	0.65	0.72	0.67	0.65	0.69	0.69	0.65
Standard error	0.02	0.06	0.06	0.02	0.08	0.04	0.05	0.06	0.05	0.05	0.05	0.04	0.05

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

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

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 22

**Q2.6. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Their physical health**

**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
NET: Comfortable	1776 87%	618 89%D	494 88%D	528 87%D	131 79%	1112 88%F	660 85%
Very comfortable	(4) 878 43%	313 45%	241 43%	248 41%	74 44%	553 44%	322 42%
Somewhat comfortable	(3) 899 44%	305 44%D	254 45%D	281 46%D	57 34%	559 44%	338 44%
Somewhat uncomfortable	(2) 158 8%	41 6%	43 8%	56 9%A	17 10%a	85 7%	72 9%e
Very uncomfortable	(1) 22 1%	12 2%c	4 1%	4 1%	2 1%	16 1%	6 1%
NET: Uncomfortable	180 9%	53 8%	47 8%	59 10%	19 11%	100 8%	78 10%
Don't know/ Prefer not to say	82 4%	26 4%	19 3%	20 3%	17 10%ABC	44 4%	37 5%
Mean	3.35	3.37	3.35	3.31	3.35	3.36	3.32
Standard deviation	0.68	0.68	0.66	0.67	0.74	0.67	0.68
Standard error	0.02	0.03	0.03	0.03	0.06	0.02	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 23

**Q2.7. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?****Their mental health****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
NET: Comfortable	1592 78%	739 74%	853 82%A	180 79%	258 73%	257 79%	284 79%	238 79%	376 80%d	438 76%	540 79%	614 79%	429 77%	463 81%N	308 74%	392 79%	272 82%Q	626 74%
Very comfortable	(4) 37%	312 31%	441 42%A	89 40%	135 38%	125 38%	128 36%	108 36%	167 35%	225 39%	253 37%	275 36%	212 38%	219 38%	139 34%	183 37%	125 37%	303 36%
Somewhat comfortable	(3) 41%	427 43%	412 39%	90 40%	123 35%	132 41%	155 43%d	130 43%d	209 44%D	213 37%	287 42%	339 44%I	217 39%	244 43%	169 41%	209 42%	148 44%	323 38%
Somewhat uncomfortable	(2) 13%	158 16%B	116 11%	28 12%	56 16%	36 11%	44 12%	42 14%	69 15%	84 15%	79 12%	111 14%	87 16%O	75 13%	59 14%	54 11%	39 12%	129 15%
Very uncomfortable	(1) 4%	47 5%b	31 3%	8 3%	10 3%	24 7%cDfgH	14 4%	11 4%	11 2%	18 3%	38 6%iK	22 3%	18 3%	21 4%	20 5%	20 4%	15 4%	39 5%
NET: Uncomfortable	353 17%	205 21%B	147 14%	36 16%	66 19%	60 18%	57 16%	54 18%	80 17%	102 18%	117 17%	133 17%	105 19%	96 17%	78 19%	73 15%	53 16%	168 20%
Don't know/ Prefer not to say	95 5%	51 5%	44 4%	11 5%	28 8%EGH	9 3%	20 5%	11 4%	16 3%	39 7%jK	29 4%	27 3%	22 4%	15 3%	28 7%M	30 6%M	7 2%	49 6%P
Mean	3.17	3.06	3.26A	3.21	3.18	3.13	3.17	3.15	3.17	3.19	3.15	3.16	3.17	3.18	3.11	3.19	3.17	3.12
Standard deviation	0.81	0.83	0.78	0.80	0.83	0.89	0.80	0.81	0.77	0.82	0.85	0.78	0.82	0.80	0.84	0.80	0.81	0.85
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.05	0.03	0.04	0.03	0.03	0.04	0.03	0.05	0.04	0.05	0.03

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



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Absolutes/col percents

Table 24

**Q2.7. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Their mental health**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
NET: Comfortable	1592 78%	132 74%	78 77%	1382 79%	73 85%ahk	178 76%	135 79%	134 74%	120 81%	166 85%AFHKL	205 74%	221 77%	149 82%ahk
Very comfortable	(4) 753 37%	71 40%	32 31%	650 37%	35 41%	81 34%	59 34%	65 36%	61 41%	74 38%	103 37%	103 36%	70 39%
Somewhat comfortable	(3) 839 41%	61 34%	47 46%a	732 42%a	38 45%	97 42%	77 45%a	69 38%	59 40%	92 47%Ak	102 37%	118 41%	79 44%a
Somewhat uncomfortable	(2) 274 13%	31 18%EJm	19 18%EJm	225 13%	4 5%	28 12%e	25 14%Ej	26 14%Ej	23 15%EJ	15 8%	42 15%EJ	42 15%EJ	19 10%
Very uncomfortable	(1) 78 4%	6 3%	1 1%	71 4%	4 5%	13 5%b	3 2%	10 6%b	3 2%	8 4%	12 4%	10 4%	8 4%
NET: Uncomfortable	353 17%	37 21%EJ	19 19%	296 17%	8 10%	41 17%	28 16%	36 20%ej	26 17%	24 12%	54 20%ej	53 18%ej	26 15%
Don't know/ Prefer not to say	95 5%	9 5%	4 4%	82 5%	4 5%	15 7%i	8 5%	11 6%i	3 2%	6 3%	16 6%i	12 4%	6 3%
Mean	3.17	3.17	3.12	3.17	3.27	3.12	3.17	3.11	3.22	3.22	3.14	3.15	3.20
Standard deviation	0.81	0.85	0.74	0.81	0.79	0.85	0.75	0.88	0.78	0.78	0.85	0.82	0.80
Standard error	0.02	0.07	0.08	0.02	0.09	0.06	0.06	0.07	0.06	0.06	0.06	0.05	0.06

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

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

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Absolutes/col percents

Table 25

**Q2.7. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Their mental health**

**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
NET: Comfortable	1592 78%	539 77% <sup>d</sup>	445 79% <sup>D</sup>	485 80% <sup>D</sup>	117 70%	984 78%	602 78%
Very comfortable	(4) 753 37%	262 38%	204 36%	224 37%	61 36%	466 37%	284 37%
Somewhat comfortable	(3) 839 41%	277 40%	241 43% <sup>d</sup>	261 43% <sup>d</sup>	56 34%	518 41%	317 41%
Somewhat uncomfortable	(2) 274 13%	94 14%	67 12%	83 14%	29 17%	162 13%	112 14%
Very uncomfortable	(1) 78 4%	32 5%	23 4%	18 3%	5 3%	55 4%	23 3%
NET: Uncomfortable	353 17%	127 18%	90 16%	101 17%	34 21%	217 17%	135 17%
Don't know/ Prefer not to say	95 5%	31 4%	25 5%	23 4%	15 9% <sup>ABC</sup>	56 4%	38 5%
Mean	3.17	3.16	3.17	3.18	3.14	3.16	3.17
Standard deviation	0.81	0.84	0.81	0.78	0.85	0.82	0.80
Standard error	0.02	0.03	0.03	0.03	0.07	0.02	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

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Absolutes/col percents

Table 26

**Q2.8. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Personal financial or monetary matters**

**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
NET: Comfortable	1457 71%	729 73%	728 70%	168 74%D	230 65%	243 74%D	250 69%	235 78%DFH	332 70%	399 69%	493 72%	566 73%	399 72%	424 74%n	280 68%	354 71%	246 74%	592 70%
Very comfortable	(4) 615 30%	302 30%	313 30%	75 33%	107 30%	94 29%	101 28%	102 34%	136 29%	181 31%	195 28%	238 31%	172 31%	185 32%	113 27%	146 29%	100 30%	255 30%
Somewhat comfortable	(3) 843 41%	427 43%	416 40%	94 42%	123 35%	149 46%D	149 41%	132 44%D	196 41%	217 38%	297 43%i	328 42%	228 41%	239 42%	167 40%	208 42%	146 44%	337 40%
Somewhat uncomfortable	(2) 369 18%	170 17%	199 19%	41 18%	61 17%	52 16%	70 19%	47 16%	97 20%	103 18%	122 18%	144 19%	111 20%	101 18%	77 19%	80 16%	59 18%	156 19%
Very uncomfortable	(1) 104 5%	38 4%	66 6%A	6 2%	27 8%CG	19 6%c	19 5%	10 3%	24 5%	32 6%	38 5%	34 4%	23 4%	27 5%	24 6%	31 6%	18 5%	41 5%
NET: Uncomfortable	473 23%	208 21%	265 25%A	47 21%	88 25%	71 22%	89 25%	58 19%	120 26%G	135 23%	160 23%	178 23%	134 24%	128 22%	100 24%	111 22%	77 23%	198 23%
Don't know/ Prefer not to say	109 5%	58 6%	51 5%	11 5%	34 10%cEGH	13 4%	22 6%	10 3%	20 4%	45 8%jK	34 5%	29 4%	24 4%	21 4%	34 8%LM	31 6%m	11 3%	54 6%p
Mean	3.02	3.06b	2.98	3.10	2.97	3.02	2.98	3.12dFH	2.98	3.03	3.00	3.03	3.03	3.05	2.97	3.01	3.02	3.02
Standard deviation	0.85	0.81	0.88	0.80	0.93	0.84	0.85	0.80	0.85	0.88	0.85	0.83	0.84	0.84	0.86	0.87	0.84	0.85
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.04	0.05	0.04	0.04	0.03	0.03	0.04	0.03	0.05	0.04	0.05	0.03

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

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 27

**Q2.8. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Personal financial or monetary matters**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
NET: Comfortable	1457 71%	134 75%k	73 72%	1251 71%	59 68%	167 71%	121 71%	121 66%	112 75%	141 72%	184 67%	206 72%	140 77%HK
Very comfortable	(4) 615 30%	51 29%	26 26%	538 31%	33 39%bh	73 31%	52 30%	47 26%	44 30%	58 29%	79 29%	89 31%	63 35%h
Somewhat comfortable	(3) 843 41%	83 47%E	47 46%E	713 41%	25 30%	94 40%	70 41%	74 41%	68 46%E	83 42%e	105 38%	117 41%e	77 43%e
Somewhat uncomfortable	(2) 369 18%	31 18%	13 13%	324 18%	17 19%	43 18%	29 17%	30 17%	30 20%	34 17%	59 22%b	52 18%	31 17%
Very uncomfortable	(1) 104 5%	7 4%	12 11%DAEFtjklM	86 5%	3 3%	8 3%	10 6%	16 9%aeFiLM	6 4%	10 5%	13 5%	13 5%	6 4%
NET: Uncomfortable	473 23%	38 21%	25 24%	411 23%	19 22%	51 22%	39 23%	46 26%	36 24%	44 22%	73 26%	66 23%	37 20%
Don't know/ Prefer not to say	109 5%	6 3%i	4 4%i	98 6%	8 9%aIM	17 7%IM	11 6%Im	15 8%IM	1 *	11 6%I	19 7%Im	13 5%I	4 2%
Mean	3.02	3.04	2.90	3.02	3.15bh	3.07h	3.02	2.90	3.01	3.02	2.97	3.04	3.11bh
Standard deviation	0.85	0.80	0.93	0.85	0.87	0.82	0.87	0.92	0.82	0.85	0.87	0.85	0.81
Standard error	0.02	0.06	0.10	0.02	0.10	0.05	0.07	0.07	0.06	0.06	0.06	0.05	0.06

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

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

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 28

**Q2.8. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Personal financial or monetary matters**

**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
NET: Comfortable	1457 71%	494 71%	402 72%	443 73%	114 68%	896 71%	556 72%
Very comfortable	(4) 615 30%	206 30%	172 31%	177 29%	57 34%	378 30%	235 30%
Somewhat comfortable	(3) 843 41%	288 41%	230 41%	265 44%D	56 34%	518 41%	322 42%
Somewhat uncomfortable	(2) 369 18%	127 18%	102 18%	106 17%	32 19%	229 18%	138 18%
Very uncomfortable	(1) 104 5%	46 7%b	24 4%	26 4%	8 5%	70 6%	34 4%
NET: Uncomfortable	473 23%	173 25%	126 22%	132 22%	40 24%	299 24%	172 22%
Don't know/ Prefer not to say	109 5%	30 4%	32 6%	34 6%	13 8%a	62 5%	47 6%
Mean	3.02	2.98	3.04	3.03	3.06	3.01	3.04
Standard deviation	0.85	0.88	0.84	0.82	0.89	0.86	0.84
Standard error	0.02	0.03	0.04	0.03	0.07	0.02	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 29

**Q2.9. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?****Political topics or current affairs (e.g. Brexit)****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
NET: Comfortable	1608 79%	834 84%B	774 74%	160 71%	251 71%	269 82%CD	284 79%CD	244 81%CD	400 85%CDF	411 71%	553 81%I	644 83%I	453 81%	447 78%	322 78%	386 78%	253 76%	649 77%
Very comfortable	(4) 40%	819 45%B	375 36%	84 37%	110 31%	143 44%DF	127 35%	130 43%DF	225 48%CDF	194 34%	270 39%i	355 46%IJ	263 47%MNO	232 41%n	141 34%	183 37%	111 33%	320 38%
Somewhat comfortable	(3) 39%	789 39%	399 38%	76 34%	140 40%	126 39%	158 44%Ch	114 38%	174 37%	217 37%	283 41%	289 37%	190 34%	215 38%	181 44%Lm	203 41%L	142 43%	329 39%
Somewhat uncomfortable	(2) 10%	204 7%	131 13%A	27 12%	42 12%	26 8%	39 11%	31 10%	40 8%	69 12%	64 9%	70 9%	55 10%	61 11%	38 9%	51 10%	43 13%	79 9%
Very uncomfortable	(1) 4%	75 2%	52 5%A	10 4%	15 4%	13 4%	13 4%	14 5%	12 3%	24 4%	25 4%	26 3%	20 4%	23 4%	12 3%	20 4%	15 4%	32 4%
NET: Uncomfortable	279 14%	97 10%	182 17%A	37 16%h	57 16%h	38 12%	52 14%	44 15%	52 11%	94 16%k	90 13%	96 12%	75 13%	84 15%	50 12%	71 14%	58 17%	112 13%
Don't know/ Prefer not to say	152 7%	64 6%	88 8%	29 13%EFGH	45 13%EFGH	19 6%	25 7%	14 4%	20 4%	74 13%JK	44 6%	34 4%	29 5%	42 7%	42 10%L	39 8%l	22 7%	83 10%
Mean	3.25	3.35B	3.15	3.19	3.13	3.30Df	3.19	3.25	3.36CDFg	3.15	3.24	3.32Ij	3.32nO	3.24	3.21	3.20	3.12	3.23p
Standard deviation	0.80	0.73	0.85	0.85	0.82	0.79	0.78	0.83	0.75	0.83	0.79	0.78	0.81	0.82	0.76	0.80	0.82	0.80
Standard error	0.02	0.02	0.03	0.06	0.05	0.04	0.04	0.05	0.03	0.04	0.03	0.03	0.04	0.03	0.04	0.04	0.05	0.03

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

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 30

**Q2.9. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Political topics or current affairs (e.g. Brexit)**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
NET: Comfortable	1608 79%	149 84%BgH	71 69%	1388 79%B	66 77%	186 79%b	128 75%	130 72%	117 79%	166 85%BGH	217 79%b	228 80%bh	150 83%BgH
Very comfortable	(4) 819 40%	80 45%begl	33 32%	706 40%	28 33%	94 40%	58 34%	68 38%	65 44%bg	90 46%BeGl	121 44%bgl	103 36%	79 43%g
Somewhat comfortable	(3) 789 39%	70 39%	38 37%	682 39%	38 44%	92 39%	70 41%	62 34%	52 35%	76 39%	96 35%	125 44%hik	71 39%
Somewhat uncomfortable	(2) 204 10%	13 7%	19 18%DaeFgJkL	173 10%	8 9%	20 9%	17 10%	23 13%	13 9%	16 8%	29 10%	28 10%	21 11%
Very uncomfortable	(1) 75 4%	8 5%	3 3%	64 4%	2 3%	8 3%	8 4%	9 5%	8 5%	4 2%	9 3%	10 4%	6 3%
NET: Uncomfortable	279 14%	21 12%	21 21%dafJl	237 13%	10 12%	28 12%	24 14%	32 17%j	20 14%	20 10%	38 14%	38 13%	26 14%
Don't know/ Prefer not to say	152 7%	7 4%	10 10%aM	135 8%	9 11%aM	21 9%aM	19 11%AjM	19 11%AjM	11 8%am	10 5%	20 7%am	20 7%am	5 3%
Mean	3.25	3.30b	3.10	3.25	3.21	3.27	3.17	3.17	3.27	3.35BGhl	3.29b	3.21	3.26
Standard deviation	0.80	0.81	0.83	0.80	0.75	0.78	0.82	0.87	0.85	0.73	0.81	0.78	0.79
Standard error	0.02	0.06	0.09	0.02	0.09	0.05	0.06	0.07	0.07	0.05	0.05	0.05	0.06

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

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

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Absolutes/col percents

Table 31

**Q2.9. How comfortable or uncomfortable would you feel talking to a close friend or family member who wanted to discuss the following issues or topics?**

**Political topics or current affairs (e.g. Brexit)**

**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
NET: Comfortable	1608 79%	540 78%	457 82%	480 79%	127 76%	997 79%	607 78%
Very comfortable	(4) 819 40%	292 42%	219 39%	241 40%	64 39%	511 41%	305 39%
Somewhat comfortable	(3) 789 39%	249 36%	238 42%A	239 39%	63 38%	486 39%	302 39%
Somewhat uncomfortable	(2) 204 10%	70 10%	54 10%	64 11%	14 8%	124 10%	78 10%
Very uncomfortable	(1) 75 4%	33 5%c	17 3%	16 3%	9 5%c	50 4%	25 3%
NET: Uncomfortable	279 14%	103 15%	71 13%	80 13%	23 14%	174 14%	103 13%
Don't know/ Prefer not to say	152 7%	53 8%	33 6%	49 8%	16 10%b	85 7%	65 8%
Mean	3.25	3.24	3.25	3.26	3.21	3.24	3.25
Standard deviation	0.80	0.84	0.77	0.77	0.85	0.81	0.79
Standard error	0.02	0.03	0.03	0.03	0.07	0.02	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**



**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/row percents

Table 32

**Q3. To what extent do you agree or disagree with the following statements?****Summary****Base: All respondents**

	Q3. Summary										
	Total	Strongly agree (4)	Tend to agree (3)	Tend to disagree (2)	Strongly disagree (1)	NET: Agree	NET: Disagree	Don't know/ Prefer not to say	Mean score	Standard deviation	Standard error
I would be happy to listen to someone I know who wants to talk about their personal experience of death or grief	2039	824 40%	915 45%	149 7%	19 1%	1739 85%	169 8%	131 6%	3.33	0.66	0.02
If a friend or relative wanted to talk to me about death, I would feel confident supporting them	2039	771 38%	927 45%	163 8%	34 2%	1698 83%	197 10%	145 7%	3.29	0.70	0.02
I would trust my GP to talk to me honestly about dying if I had reached that stage of a disease or condition	2039	720 35%	896 44%	152 7%	58 3%	1616 79%	210 10%	213 10%	3.25	0.74	0.02
If I was recently bereaved, I would rather someone accidentally said the wrong thing than nothing at all	2039	564 28%	874 43%	208 10%	83 4%	1438 71%	291 14%	310 15%	3.11	0.79	0.02
I would feel uncomfortable being around someone I knew to be recently bereaved	2039	99 5%	462 23%	700 34%	628 31%	561 28%	1327 65%	151 7%	2.02	0.89	0.02
We should leave conversations about death to the experts (doctors, therapists, faith leaders, etc.)	2039	111 5%	259 13%	675 33%	780 38%	371 18%	1455 71%	214 10%	1.84	0.89	0.02

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Absolutes/col percents

Table 33

**Q3.1. To what extent do you agree or disagree with the following statements?**  
**I would feel uncomfortable being around someone I knew to be recently bereaved**  
**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
NET: Agree	561 28%	322 32%B	239 23%	78 35%GH	120 34%GH	114 35%GH	104 29%H	70 23%H	75 16%	198 34%K	218 32%K	144 19%	148 27%	158 28%	115 28%	139 28%	100 30%	266 32%
Strongly agree	(4) 99 5%	47 5%	52 5%	14 6%gH	27 8%fGH	25 8%fGH	15 4%H	8 3%	9 2%	41 7%K	40 6%K	17 2%	25 4%	25 4%	22 5%	27 5%	26 8%	48 6%
Tend to agree	(3) 462 23%	275 28%B	187 18%	65 29%GH	93 26%H	89 27%GH	89 25%H	61 20%H	66 14%	157 27%K	178 26%K	127 16%	124 22%	133 23%	94 23%	111 22%	74 22%	218 26%
Tend to disagree	(2) 700 34%	349 35%	351 34%	70 31%	97 28%	92 28%	126 35%de	116 38%cDE	199 42%CDEF	167 29%	218 32%	315 41%IJ	200 36%	208 36%	128 31%	164 33%	88 26%	281 33%P
Strongly disagree	(1) 628 31%	243 24%	385 37%A	53 24%	90 26%	92 28%	108 30%	103 34%CD	181 38%CDEF	143 25%	201 29%	284 37%IJ	173 31%	172 30%	125 30%	157 32%	123 37%Q	213 25%
NET: Disagree	1327 65%	591 59%	736 71%A	123 54%	187 53%	184 57%	234 65%CDE	219 72%CDEF	380 80%CDEF	310 54%	419 61%I	598 77%IJ	373 67%	380 66%	254 61%	321 65%	211 63%	494 59%
Don't know/ Prefer not to say	151 7%	82 8%	69 7%	25 11%fGH	45 13%FGH	27 8%gH	22 6%	14 5%	18 4%	70 12%JK	50 7%K	31 4%	35 6%	35 6%	45 11%LM	36 7%	22 7%	83 10%
Mean	2.02	2.14B	1.90	2.19fGH	2.19fGH	2.16GH	2.03gH	1.91H	1.79	2.19K	2.09K	1.84	2.00	2.02	2.03	2.02	2.01	2.13p
Standard deviation	0.89	0.87	0.89	0.91	0.96	0.96	0.88	0.82	0.76	0.94	0.92	0.79	0.87	0.87	0.91	0.91	0.99	0.90
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.03	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.03

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

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 34

**Q3.1. To what extent do you agree or disagree with the following statements?**  
**I would feel uncomfortable being around someone I knew to be recently bereaved**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
NET: Agree	561 28%	43 25%	26 26%	491 28%	27 32%jl	60 25%	46 27%	63 35%afJL	44 29%j	40 20%	79 29%j	64 22%	69 38%AbFGJkL
Strongly agree	(4) 99 5%	5 3%	4 4%	90 5%	11 13%ABFGhIJKL	11 5%	8 5%	11 6%	5 3%	7 4%	13 5%	10 3%	14 8%ail
Tend to agree	(3) 462 23%	39 22%	22 22%	401 23%	16 19%	49 21%	37 22%	52 28%JL	39 26%Jl	33 17%	66 24%	54 19%	55 30%aeFgJL
Tend to disagree	(2) 700 34%	66 37%H	38 38%H	595 34%	31 37%H	77 33%H	67 39%H	42 23%	55 37%H	67 34%H	92 33%H	108 38%H	56 31%
Strongly disagree	(1) 628 31%	58 33%	30 30%	540 31%	23 27%	75 32%	48 28%	58 32%	46 31%	68 35%m	78 28%	98 34%m	46 25%
NET: Disagree	1327 65%	124 70%HM	69 67%hm	1135 64%	55 64%	153 65%hm	115 67%HM	100 55%	101 68%HM	135 69%HM	170 62%	206 72%HKM	101 56%
Don't know/ Prefer not to say	151 7%	10 6%	7 7%	134 8%	3 4%	22 9%I	11 6%	19 10%Il	4 3%	21 11%aeIl	26 10%I	16 6%	11 6%
Mean	2.02	1.94	1.99	2.03	2.19aJL	1.98	2.04	2.10JL	2.01	1.88	2.06jl	1.91	2.22AbFgiJL
Standard deviation	0.89	0.83	0.85	0.89	1.00	0.89	0.86	0.97	0.85	0.85	0.89	0.84	0.94
Standard error	0.02	0.07	0.09	0.02	0.11	0.06	0.07	0.08	0.07	0.06	0.06	0.05	0.07

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

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

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 35

**Q3.1. To what extent do you agree or disagree with the following statements?**  
**I would feel uncomfortable being around someone I knew to be recently bereaved**  
**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
NET: Agree	561 28%	212 30%B	116 21%	169 28%B	64 38%aBC	328 26%	233 30%e
Strongly agree	(4) 99 5%	49 7%BC	20 4%	18 3%	12 7%bC	69 6%	29 4%
Tend to agree	(3) 462 23%	163 23%B	96 17%	151 25%B	52 31%aB	259 21%	203 26%E
Tend to disagree	(2) 700 34%	223 32%	207 37%a	215 35%	52 31%	429 34%	267 34%
Strongly disagree	(1) 628 31%	213 31%D	200 36%aCD	180 30%D	35 21%	412 33%F	214 28%
NET: Disagree	1327 65%	435 63%D	406 73%ACD	394 65%D	87 52%	842 67%F	481 62%
Don't know/ Prefer not to say	151 7%	49 7%	37 7%	45 7%	16 9%	87 7%	61 8%
Mean	2.02	2.07B	1.88	2.01B	2.27ABC	1.99	2.07e
Standard deviation	0.89	0.94	0.84	0.84	0.90	0.90	0.86
Standard error	0.02	0.04	0.04	0.04	0.07	0.03	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 36

**Q3.2. To what extent do you agree or disagree with the following statements?****If I was recently bereaved, I would rather someone accidentally said the wrong thing than nothing at all****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
NET: Agree	1438 71%	669 67%	770 74%A	140 62%	204 58%	219 67%D	271 75%CDE	211 70%cD	393 83%CDEFG	344 60%	490 71%I	604 78%IJ	414 74%N	403 70%	270 65%	352 71%	230 69%	547 65%
Strongly agree	(4) 564 28%	227 23%	337 32%A	61 27%	84 24%	79 24%	121 34%DEG	65 22%	154 33%DEG	145 25%	200 29%	219 28%	159 29%	161 28%	110 27%	134 27%	96 29%	210 25%
Tend to agree	(3) 874 43%	441 44%	433 41%	79 35%	121 34%	140 43%cd	150 42%d	146 48%CDf	239 51%CDEF	200 35%	290 42%I	385 50%IJ	255 46%n	241 42%	160 39%	218 44%	134 40%	338 40%
Tend to disagree	(2) 208 10%	117 12%B	91 9%	36 16%eFH	47 13%FH	34 10%H	28 8%	37 12%fH	26 5%	83 14%JK	62 9%	63 8%	45 8%	64 11%l	51 12%l	48 10%	37 11%	107 13%
Strongly disagree	(1) 83 4%	37 4%	45 4%	10 5%	24 7%fGH	19 6%GH	12 3%	7 2%	12 2%	34 6%K	30 4%K	18 2%	20 4%	24 4%	24 6%o	15 3%	19 6%	40 5%
NET: Disagree	291 14%	155 16%	136 13%	46 20%FH	71 20%FH	53 16%fH	40 11%	44 15%H	37 8%	117 20%JK	92 13%k	81 10%	65 12%	88 15%l	75 18%LO	63 13%	56 17%	146 17%
Don't know/ Prefer not to say	310 15%	172 17%B	138 13%	40 18%H	77 22%FgH	54 17%H	49 14%H	47 16%H	42 9%	117 20%JK	104 15%k	89 11%	78 14%	82 14%	69 17%	81 16%	46 14%	150 18%
Mean	3.11	3.04	3.17A	3.02	2.96	3.03	3.22CDEG	3.06	3.24CDEG	2.99	3.13I	3.17I	3.15n	3.10	3.03	3.13	3.07	3.03
Standard deviation	0.79	0.77	0.80	0.86	0.91	0.83	0.76	0.71	0.68	0.89	0.80	0.70	0.76	0.80	0.86	0.75	0.86	0.83
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.04	0.04	0.03	0.05	0.03	0.03	0.03	0.03	0.05	0.04	0.05	0.03

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

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 37

**Q3.2. To what extent do you agree or disagree with the following statements?****If I was recently bereaved, I would rather someone accidentally said the wrong thing than nothing at all****Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
NET: Agree	1438 71%	134 76%fHK	73 72%	1231 70%	65 76%hK	158 67%	124 72%K	117 65%	105 70%	148 75%fHK	171 62%	206 72%K	137 76%fHK
Strongly agree	(4) 564 28%	54 30%k	24 24%	486 28%	24 29%	69 29%k	57 34%HKm	40 22%	47 31%hK	62 32%hK	59 21%	85 30%k	43 24%
Tend to agree	(3) 874 43%	81 45%	49 48%	745 42%	40 47%	89 38%	67 39%	77 42%	58 39%	86 44%	112 41%	121 42%	94 52%FGhIKl
Tend to disagree	(2) 208 10%	20 12%	9 9%	178 10%	8 10%	28 12%	18 11%	24 13%j	13 9%	14 7%	31 11%	27 10%	15 8%
Strongly disagree	(1) 83 4%	- -	4 3%A	79 4%A	4 5%A	13 6%A	6 3%A	6 3%A	5 4%A	8 4%A	20 7%AM	11 4%A	5 3%a
NET: Disagree	291 14%	20 12%	13 13%	257 15%	12 14%	42 18%jm	24 14%	30 17%	18 12%	23 12%	52 19%ajM	38 13%	19 11%
Don't know/ Prefer not to say	310 15%	23 13%	16 15%	271 15%	9 10%	35 15%	23 14%	34 19%e	26 18%	26 13%	52 19%e	41 15%	25 14%
Mean	3.11	3.21HK	3.09	3.10	3.11	3.07	3.19K	3.03	3.19K	3.18K	2.94	3.14K	3.12k
Standard deviation	0.79	0.66	0.74	0.81	0.79	0.87	0.79	0.78	0.79	0.78	0.88	0.79	0.69
Standard error	0.02	0.05	0.08	0.02	0.09	0.06	0.06	0.07	0.07	0.06	0.06	0.05	0.05

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

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

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 38

**Q3.2. To what extent do you agree or disagree with the following statements?**

**If I was recently bereaved, I would rather someone accidentally said the wrong thing than nothing at all**

**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
NET: Agree	1438 71%	482 69%D	425 76%AD	436 72%D	94 57%	907 72%f	530 68%
Strongly agree	(4) 564 28%	181 26%	188 34%ACD	158 26%	36 22%	369 29%f	194 25%
Tend to agree	(3) 874 43%	301 43%d	237 42%	278 46%D	58 35%	538 43%	336 43%
Tend to disagree	(2) 208 10%	75 11%	50 9%	55 9%	28 17%aBC	125 10%	82 11%
Strongly disagree	(1) 83 4%	38 5%C	19 3%	13 2%	10 6%C	56 4%	23 3%
NET: Disagree	291 14%	113 16%bC	69 12%	67 11%	38 23%aBC	181 14%	105 14%
Don't know/ Prefer not to say	310 15%	101 15%	67 12%	105 17%B	34 21%aB	168 13%	139 18%E
Mean	3.11	3.05	3.20AD	3.15AD	2.91	3.12	3.10
Standard deviation	0.79	0.83	0.77	0.71	0.89	0.80	0.76
Standard error	0.02	0.03	0.03	0.03	0.08	0.02	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 39

**Q3.3. To what extent do you agree or disagree with the following statements?****I would trust my GP to talk to me honestly about dying if I had reached that stage of a disease or condition****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
NET: Agree	1616 79%	786 79%	830 80%	170 75%	257 73%	256 79%	294 82% <sup>cD</sup>	239 79%	399 85% <sup>CDEg</sup>	427 74%	551 80% <sup>I</sup>	639 83% <sup>I</sup>	430 77%	467 81%	326 79%	393 79%	261 78%	649 77%
Strongly agree	(4) 720 35%	333 33%	388 37%	83 37%	105 30%	103 32%	138 38% <sup>De</sup>	100 33%	193 41% <sup>DEG</sup>	187 32%	241 35%	292 38% <sup>i</sup>	178 32%	211 37%	138 33%	192 39% <sup>L</sup>	109 33%	275 33%
Tend to agree	(3) 896 44%	453 46%	442 42%	88 39%	152 43%	153 47% <sup>c</sup>	157 43%	140 46%	207 44%	240 41%	310 45%	346 45%	252 45%	255 45%	188 45%	201 40%	152 46%	373 44%
Tend to disagree	(2) 152 7%	79 8%	73 7%	21 9% <sup>g</sup>	34 10% <sup>g</sup>	26 8%	27 7%	16 5%	28 6%	55 9% <sup>K</sup>	53 8%	44 6%	50 9%	39 7%	31 8%	31 6%	35 11%	66 8%
Strongly disagree	(1) 58 3%	35 3%	24 2%	4 2%	19 5% <sup>cFH</sup>	13 4% <sup>H</sup>	7 2%	12 4% <sup>H</sup>	3 1%	23 4% <sup>K</sup>	20 3%	15 2%	19 3%	15 3%	10 2%	14 3%	10 3%	32 4%
NET: Disagree	210 10%	113 11%	96 9%	25 11% <sup>h</sup>	53 15% <sup>fgH</sup>	39 12% <sup>H</sup>	33 9%	28 9%	32 7%	78 13% <sup>K</sup>	72 11% <sup>k</sup>	59 8%	69 12%	54 9%	41 10%	45 9%	46 14%	98 12%
Don't know/ Prefer not to say	213 10%	96 10%	117 11%	31 14% <sup>h</sup>	43 12%	31 9%	33 9%	35 12%	41 9%	74 13% <sup>j</sup>	64 9%	76 10%	57 10%	52 9%	46 11%	58 12%	27 8%	97 11%
Mean	3.25	3.21	3.29 <sup>A</sup>	3.27 <sup>d</sup>	3.11	3.17	3.30 <sup>De</sup>	3.23	3.37 <sup>DEG</sup>	3.17	3.24	3.31 <sup>lj</sup>	3.18	3.27 <sup>l</sup>	3.24	3.30 <sup>L</sup>	3.17	3.19
Standard deviation	0.74	0.75	0.72	0.74	0.83	0.76	0.71	0.75	0.64	0.80	0.74	0.69	0.76	0.72	0.72	0.74	0.76	0.77
Standard error	0.02	0.03	0.02	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.03	0.05	0.03

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



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Absolutes/col percents

Table 40

**Q3.3. To what extent do you agree or disagree with the following statements?****I would trust my GP to talk to me honestly about dying if I had reached that stage of a disease or condition****Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
NET: Agree	1616 79%	158 89%DBFgHlJKm	75 74%	1383 79%	74 87%BfHiJk	180 77%	139 81%j	134 74%	114 76%	142 73%	210 76%	241 84%BFHiJK	149 82%hJ
Strongly agree	(4) 720 35%	80 45%DbFHIJKl	32 32%	608 35%	41 48%BFHIJKL	79 34%	67 39%H	51 28%	48 33%	62 32%	89 32%	100 35%	70 38%h
Tend to agree	(3) 896 44%	79 44%	43 42%	775 44%	33 39%	101 43%	72 42%	83 46%	65 44%	80 41%	121 44%	141 49%j	79 44%
Tend to disagree	(2) 152 7%	9 5%	13 13%daiLm	130 7%	4 5%	19 8%	12 7%	20 11%aiL	8 5%	19 10%	21 8%	16 6%	11 6%
Strongly disagree	(1) 58 3%	* *	1 1%	56 3%A	1 1%	7 3%a	4 2%a	4 2%	11 8%ABeFGHjLm	6 3%a	14 5%AL	4 1%	5 3%A
NET: Disagree	210 10%	10 5%	14 14%Al	186 11%a	6 6%	25 11%a	16 9%	25 14%AL	19 13%Al	25 13%Al	35 13%Al	20 7%	16 9%
Don't know/ Prefer not to say	213 10%	9 5%	13 13%a	191 11%A	6 7%	29 13%A	16 9%	23 13%A	16 11%a	29 15%Aelm	30 11%a	25 9%	16 9%
Mean	3.25	3.42DBFHIJKl	3.19	3.23	3.43BfHIJK	3.23	3.31hi	3.14	3.13	3.19	3.17	3.29Hi	3.29h
Standard deviation	0.74	0.61	0.73	0.75	0.67	0.75	0.72	0.74	0.87	0.77	0.80	0.65	0.74
Standard error	0.02	0.05	0.08	0.02	0.07	0.05	0.06	0.06	0.07	0.06	0.06	0.04	0.05

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

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

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Absolutes/col percents

Table 41

**Q3.3. To what extent do you agree or disagree with the following statements?****I would trust my GP to talk to me honestly about dying if I had reached that stage of a disease or condition****Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
NET: Agree	1616 79%	546 78%	453 81%	483 79%	132 79%	999 79%	615 79%
Strongly agree	(4) 720 35%	232 33%	221 39%A	211 35%	56 33%	453 36%	266 34%
Tend to agree	(3) 896 44%	314 45%	232 41%	272 45%	77 46%	546 43%	349 45%
Tend to disagree	(2) 152 7%	60 9%	39 7%	39 6%	11 7%	99 8%	50 7%
Strongly disagree	(1) 58 3%	16 2%	19 3%	17 3%	5 3%	35 3%	23 3%
NET: Disagree	210 10%	76 11%	58 10%	56 9%	17 10%	134 11%	73 9%
Don't know/ Prefer not to say	213 10%	74 11%	49 9%	69 11%	18 11%	123 10%	87 11%
Mean	3.25	3.22	3.28	3.25	3.23	3.25	3.25
Standard deviation	0.74	0.72	0.76	0.73	0.74	0.74	0.73
Standard error	0.02	0.03	0.03	0.03	0.06	0.02	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

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Absolutes/col percents

Table 42

**Q3.4. To what extent do you agree or disagree with the following statements?****I would be happy to listen to someone I know who wants to talk about their personal experience of death or grief****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
NET: Agree	1739 85%	806 81%	933 89%A	180 80%	284 81%	274 84%	305 85%	271 90% <small>CDef</small>	425 90% <small>CDEF</small>	464 80%	579 84%	696 90% <small>IJ</small>	474 85%	495 86%	349 84%	421 85%	287 86%	691 82%
Strongly agree	(4) 824 40%	322 32%	502 48%A	98 43% <small>e</small>	135 38%	113 35%	150 42% <small>e</small>	121 40%	207 44% <small>E</small>	233 40%	263 38%	328 42%	227 41%	236 41%	163 39%	198 40%	138 41%	325 38%
Tend to agree	(3) 915 45%	484 49%B	431 41%	82 36%	149 42%	161 49% <small>C</small>	155 43%	151 50% <small>Cdf</small>	217 46% <small>C</small>	232 40%	315 46% <small>i</small>	368 48% <small>I</small>	247 44%	259 45%	186 45%	224 45%	149 45%	366 43%
Tend to disagree	(2) 149 7%	100 10%B	50 5%	21 9% <small>G</small>	31 9% <small>G</small>	27 8% <small>G</small>	32 9% <small>G</small>	10 3%	28 6%	52 9% <small>K</small>	60 9% <small>K</small>	38 5%	46 8%	44 8%	32 8%	28 6%	26 8%	79 9%
Strongly disagree	(1) 19 1%	12 1%	8 1%	2 1%	2 1%	3 1%	3 1%	6 2% <small>h</small>	3 1%	4 1%	6 1%	9 1%	5 1%	4 1%	6 1%	4 1%	2 1%	8 1%
NET: Disagree	169 8%	112 11%B	57 5%	23 10% <small>g</small>	34 10% <small>g</small>	30 9% <small>g</small>	35 10% <small>g</small>	16 5%	31 7%	56 10% <small>K</small>	65 10% <small>K</small>	47 6%	51 9%	48 8%	37 9%	33 7%	28 8%	87 10%
Don't know/ Prefer not to say	131 6%	77 8%B	54 5%	23 10% <small>fGH</small>	35 10% <small>fGH</small>	22 7% <small>h</small>	21 6%	14 5%	16 3%	58 10% <small>JK</small>	43 6% <small>k</small>	31 4%	32 6%	30 5%	28 7%	42 8% <small>m</small>	18 6%	65 8%
Mean	3.33	3.22	3.44A	3.36	3.31	3.26	3.33	3.34	3.38E	3.33	3.30	3.37j	3.33	3.34	3.31	3.35	3.34	3.30
Standard deviation	0.66	0.68	0.63	0.71	0.68	0.66	0.68	0.65	0.63	0.69	0.67	0.64	0.67	0.66	0.68	0.64	0.66	0.69
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.02	0.03	0.03	0.04	0.03	0.04	0.03

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

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Absolutes/col percents

Table 43

**Q3.4. To what extent do you agree or disagree with the following statements?****I would be happy to listen to someone I know who wants to talk about their personal experience of death or grief****Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
NET: Agree	1739 85%	159 89%fHk	92 90%H	1489 85%	75 88%h	194 83%	144 84%	141 77%	134 90%fHk	170 87%H	227 83%	247 87%H	156 86%h
Strongly agree	(4) 824 40%	71 40%	36 35%	717 41%	39 45%	101 43%h	69 40%	62 34%	61 41%	82 42%	115 42%	113 40%	75 41%
Tend to agree	(3) 915 45%	88 49%f	56 55%dFK	772 44%	37 43%	94 40%	74 43%	79 43%	73 49%	89 45%	112 41%	134 47%	81 45%
Tend to disagree	(2) 149 7%	10 6%	5 5%	135 8%	5 6%	15 7%	12 7%	21 12%abfijM	8 5%	12 6%	29 11%im	23 8%	9 5%
Strongly disagree	(1) 19 1%	1 1%	1 1%	17 1%	- -	4 2%	3 1%	1 1%	2 1%	2 1%	2 1%	2 1%	2 1%
NET: Disagree	169 8%	11 6%	6 6%	152 9%	5 6%	19 8%	14 8%	22 12%aim	9 6%	14 7%	31 11%	25 9%	11 6%
Don't know/ Prefer not to say	131 6%	8 4%	4 4%	119 7%	5 6%	21 9%ail	13 8%	18 10%aLL	6 4%	12 6%	17 6%	13 5%	14 8%
Mean	3.33	3.35	3.30	3.33	3.42h	3.37h	3.33	3.23	3.35	3.36	3.32	3.31	3.37h
Standard deviation	0.66	0.62	0.62	0.67	0.61	0.69	0.68	0.70	0.64	0.65	0.70	0.66	0.65
Standard error	0.02	0.05	0.06	0.02	0.07	0.05	0.05	0.06	0.05	0.05	0.05	0.04	0.05

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

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

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Absolutes/col percents

Table 44

**Q3.4. To what extent do you agree or disagree with the following statements?****I would be happy to listen to someone I know who wants to talk about their personal experience of death or grief****Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
NET: Agree	1739 85%	585 84%	500 89%AcD	521 86%D	131 78%	1085 86%	651 84%
Strongly agree	(4) 824 40%	284 41%	261 47%aCD	218 36%	59 35%	545 43%F	278 36%
Tend to agree	(3) 915 45%	301 43%	239 43%	302 50%AB	71 43%	540 43%	374 48%E
Tend to disagree	(2) 149 7%	55 8%	32 6%	40 7%	20 12%BC	87 7%	60 8%
Strongly disagree	(1) 19 1%	9 1%	7 1%	4 1%	- -	16 1%	4 *
NET: Disagree	169 8%	64 9%	39 7%	44 7%	20 12%bc	103 8%	63 8%
Don't know/ Prefer not to say	131 6%	48 7%B	21 4%	44 7%B	16 10%B	69 5%	60 8%e
Mean	3.33	3.33	3.40aCD	3.30	3.26	3.36f	3.29
Standard deviation	0.66	0.68	0.66	0.63	0.68	0.68	0.64
Standard error	0.02	0.03	0.03	0.03	0.06	0.02	0.02

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 45

**Q3.5. To what extent do you agree or disagree with the following statements?**  
**We should leave conversations about death to the experts (doctors, therapists, faith leaders, etc.)**

**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
NET: Agree	371 18%	212 21%B	159 15%	44 20%gH	83 24%GH	69 21%GH	72 20%GH	40 13%	62 13%	127 22%K	142 21%K	102 13%	97 17%	94 16%	80 19%	99 20%	71 21%	177 21%
Strongly agree	(4) 111 5%	57 6%	55 5%	9 4%	37 10%CFGH	24 8%GH	21 6%H	9 3%	11 2%	46 8%K	45 7%K	20 3%	31 6%	22 4%	32 8%M	26 5%	24 7%	56 7%
Tend to agree	(3) 259 13%	155 16%B	104 10%	35 15%h	47 13%	45 14%	52 14%	31 10%	50 11%	82 14%k	97 14%K	81 10%	66 12%	72 13%	48 12%	73 15%	47 14%	120 14%
Tend to disagree	(2) 675 33%	339 34%	335 32%	72 32%	99 28%	95 29%	122 34%	113 37%DE	173 37%DE	171 30%	217 32%	286 37%IJ	195 35%O	190 33%	148 36%O	142 29%	109 33%	270 32%
Strongly disagree	(1) 780 38%	321 32%	459 44%A	80 36%	128 36%	123 38%	129 36%	117 39%	203 43%CF	208 36%	251 37%	320 41%ij	221 40%	225 39%	143 35%	191 39%	126 38%	289 34%
NET: Disagree	1455 71%	661 66%	794 76%A	153 68%	227 64%	218 67%	251 69%	230 76%CDEF	376 80%CDEF	380 66%	469 68%	606 78%IJ	416 75%O	415 72%o	291 70%	333 67%	235 70%	559 66%
Don't know/ Prefer not to say	214 10%	122 12%B	91 9%	29 13%H	42 12%H	39 12%H	38 10%	32 11%	34 7%	71 12%K	76 11%	66 9%	43 8%	64 11%l	43 10%	64 13%L	27 8%	108 13%p
Mean	1.84	1.94B	1.74	1.86H	1.97GH	1.90gH	1.89gH	1.75	1.70	1.93K	1.89K	1.72	1.82	1.79	1.92m	1.85	1.90	1.92
Standard deviation	0.89	0.90	0.87	0.87	1.02	0.96	0.90	0.79	0.77	0.96	0.92	0.78	0.88	0.85	0.92	0.91	0.94	0.93
Standard error	0.02	0.03	0.03	0.06	0.07	0.06	0.05	0.05	0.04	0.05	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.04

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

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 46

**Q3.5. To what extent do you agree or disagree with the following statements?**  
**We should leave conversations about death to the experts (doctors, therapists, faith leaders, etc.)**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
NET: Agree	371 18%	30 17%	16 15%	325 18%	18 21%	44 19%	29 17%	47 26%abg	22 15%	31 16%	56 20%	51 18%	27 15%
Strongly agree	(4) 111 5%	6 3%	6 6%	99 6%	9 10%AGIj	16 7%gi	4 3%	10 6%	3 2%	8 4%	29 10%AGLJLM	14 5%	6 3%
Tend to agree	(3) 259 13%	24 13%	10 9%	226 13%	9 11%	29 12%	25 15%	37 20%BeFiJKIM	19 13%	23 12%	27 10%	37 13%	21 12%
Tend to disagree	(2) 675 33%	59 33%	29 28%	587 33%	30 35%	80 34%	57 33%	50 28%	48 32%	77 39%bHL	91 33%	85 30%	70 38%HI
Strongly disagree	(1) 780 38%	74 42%j	43 43%	662 38%	29 34%	85 36%	63 37%	60 33%	68 46%fHJm	62 32%	106 39%	122 43%hJ	66 36%
NET: Disagree	1455 71%	134 75%H	72 71%	1249 71%	59 69%	165 70%h	120 70%	110 61%	116 78%H	139 71%h	197 71%H	207 73%H	135 75%H
Don't know/ Prefer not to say	214 10%	14 8%	14 14%	186 11%	9 10%	25 11%	22 13%	24 13%	11 8%	26 13%	23 8%	27 10%	19 10%
Mean	1.84	1.77	1.76	1.85	1.97I	1.88i	1.80	1.98alLm	1.69	1.86i	1.91I	1.78	1.80
Standard deviation	0.89	0.83	0.91	0.89	0.98	0.91	0.82	0.94	0.79	0.82	0.99	0.89	0.80
Standard error	0.02	0.07	0.10	0.02	0.11	0.06	0.06	0.08	0.06	0.06	0.07	0.06	0.06

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

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

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 47

**Q3.5. To what extent do you agree or disagree with the following statements?**  
**We should leave conversations about death to the experts (doctors, therapists, faith leaders, etc.)**  
**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
NET: Agree	371 18%	141 20%	93 17%	102 17%	33 20%	233 19%	136 18%
Strongly agree	(4) 111 5%	47 7% <sup>c</sup>	32 6%	26 4%	7 4%	78 6% <sup>f</sup>	33 4%
Tend to agree	(3) 259 13%	94 13%	61 11%	76 13%	27 16%	155 12%	103 13%
Tend to disagree	(2) 675 33%	240 34%	169 30%	207 34%	56 33%	409 33%	263 34%
Strongly disagree	(1) 780 38%	243 35%	249 44% <sup>ACD</sup>	232 38%	56 34%	491 39%	288 37%
NET: Disagree	1455 71%	483 69%	418 75% <sup>ad</sup>	439 72%	112 67%	900 72%	551 71%
Don't know/ Prefer not to say	214 10%	73 11%	50 9%	67 11%	22 13%	123 10%	88 11%
Mean	1.84	1.91 <sup>Bc</sup>	1.76	1.81	1.89	1.84	1.83
Standard deviation	0.89	0.91	0.89	0.85	0.86	0.91	0.86
Standard error	0.02	0.04	0.04	0.04	0.07	0.03	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**



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Absolutes/col percents

Table 48

**Q3.6. To what extent do you agree or disagree with the following statements?**  
**If a friend or relative wanted to talk to me about death, I would feel confident supporting them**  
**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
NET: Agree	1698 83%	804 81%	894 86%A	175 77%	270 77%	271 83%d	305 85%CD	265 88%CD	411 87%CD	445 77%	576 84%I	676 87%Ij	462 83%	492 86%o	338 82%	406 82%	286 86%q	681 81%
Strongly agree	(4) 771 38%	331 33%	440 42%A	83 37%	132 37%	108 33%	143 40%	112 37%	193 41%E	215 37%	251 36%	305 39%	200 36%	213 37%	154 37%	204 41%	139 42%Q	286 34%
Tend to agree	(3) 927 45%	473 48%b	454 43%	92 41%	138 39%	163 50%CD	163 45%	153 51%CD	218 46%d	230 40%	326 47%I	371 48%I	262 47%o	279 49%O	184 45%	201 41%	147 44%	395 47%
Tend to disagree	(2) 163 8%	90 9%	73 7%	25 11%Gh	35 10%g	23 7%	30 8%	17 6%	33 7%	60 10%K	53 8%	50 6%	51 9%	39 7%	34 8%	38 8%	23 7%	76 9%
Strongly disagree	(1) 34 2%	21 2%	13 1%	5 2%h	12 4%fgH	6 2%	4 1%	3 1%	3 1%	18 3%jK	10 1%	6 1%	9 2%	10 2%	9 2%	6 1%	10 3%	13 2%
NET: Disagree	197 10%	111 11%B	86 8%	30 13%GH	47 13%GH	29 9%	34 9%	20 7%	36 8%	77 13%JK	63 9%	56 7%	60 11%	49 9%	43 10%	44 9%	34 10%	89 11%
Don't know/ Prefer not to say	145 7%	80 8%	65 6%	21 9%h	35 10%fgH	25 8%	22 6%	17 6%	25 5%	56 10%K	47 7%	42 5%	35 6%	31 5%	33 8%	45 9%M	13 4%	73 9%P
Mean	3.29	3.22	3.35A	3.23	3.23	3.24	3.31	3.31	3.34cdE	3.23	3.28	3.33I	3.25	3.28	3.27	3.34I	3.30	3.24
Standard deviation	0.70	0.71	0.67	0.76	0.79	0.68	0.68	0.63	0.65	0.78	0.68	0.64	0.70	0.68	0.72	0.69	0.74	0.69
Standard error	0.02	0.02	0.02	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.03	0.02	0.03	0.03	0.04	0.03	0.04	0.03

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

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 49

**Q3.6. To what extent do you agree or disagree with the following statements?**  
**If a friend or relative wanted to talk to me about death, I would feel confident supporting them**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
NET: Agree	1698 83%	153 86%k	92 90%dgHKm	1453 83%	77 90%HKm	196 83%	140 82%	143 79%	126 84%	166 85%	217 79%	242 85%	147 81%
Strongly agree	(4) 771 38%	73 41%	39 38%	659 37%	40 46%	94 40%	61 36%	64 35%	53 36%	73 37%	103 37%	102 36%	70 38%
Tend to agree	(3) 927 45%	80 45%	53 52%k	793 45%	37 43%	101 43%	79 46%	79 44%	73 49%	93 48%	114 41%	140 49%	77 42%
Tend to disagree	(2) 163 8%	16 9%E	3 3%	143 8%	2 2%	17 7%e	19 11%BE	16 9%e	10 6%	13 7%	29 10%bE	20 7%	18 10%bE
Strongly disagree	(1) 34 2%	2 1%	1 1%	31 2%	- -	2 1%	1 *	3 2%	5 3%gj	1 1%	8 3%	4 2%	6 3%gj
NET: Disagree	197 10%	19 10%E	4 4%	174 10%b	2 2%	19 8%e	20 12%bE	19 11%bE	15 10%E	15 7%e	37 13%BEj	24 8%e	24 13%BEj
Don't know/ Prefer not to say	145 7%	6 4%	6 6%	133 8%a	7 8%	20 8%a	11 6%	19 10%A	9 6%	15 8%	22 8%a	20 7%	10 6%
Mean	3.29	3.30	3.35	3.28	3.48aGHIjKLM	3.34	3.25	3.25	3.24	3.31	3.23	3.28	3.23
Standard deviation	0.70	0.70	0.59	0.70	0.54	0.67	0.68	0.72	0.73	0.64	0.77	0.67	0.78
Standard error	0.02	0.05	0.06	0.02	0.06	0.04	0.05	0.06	0.06	0.05	0.05	0.04	0.06

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

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

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Absolutes/col percents

Table 50

**Q3.6. To what extent do you agree or disagree with the following statements?**  
**If a friend or relative wanted to talk to me about death, I would feel confident supporting them**  
**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
NET: Agree	1698 83%	578 83%D	498 89%ACD	498 82%D	120 72%	1076 86%F	618 80%
Strongly agree	(4) 771 38%	266 38% <i>c</i>	246 44% <i>aCd</i>	199 33%	59 36%	511 41% <i>F</i>	258 33%
Tend to agree	(3) 927 45%	312 45% <i>d</i>	253 45% <i>d</i>	299 49% <i>D</i>	61 36%	565 45%	360 46%
Tend to disagree	(2) 163 8%	48 7% <i>b</i>	25 4%	62 10% <i>aB</i>	26 16% <i>ABc</i>	73 6%	88 11% <i>E</i>
Strongly disagree	(1) 34 2%	15 2% <i>b</i>	4 1%	8 1%	7 4% <i>BC</i>	19 2%	15 2%
NET: Disagree	197 10%	63 9% <i>B</i>	29 5%	70 12% <i>B</i>	33 20% <i>ABC</i>	92 7%	103 13% <i>E</i>
Don't know/ Prefer not to say	145 7%	55 8%	33 6%	40 7%	14 9%	89 7%	54 7%
Mean	3.29	3.29 <i>cD</i>	3.40 <i>ACD</i>	3.21	3.13	3.34 <i>F</i>	3.19
Standard deviation	0.70	0.71	0.62	0.69	0.85	0.67	0.73
Standard error	0.02	0.03	0.03	0.03	0.07	0.02	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 51

**Q4. Which, if any, of the following are the most useful things someone did after you were bereaved? Summary**  
**Base: All respondents who have experienced the death of a relative, partner or close friend in the last five years**

	Q4. Summary			
	Most useful	2nd Most useful	3rd Most useful	Top 3 Most useful
Unweighted base	1257	1257	1257	1257
Weighted base	1257	1257	1257	1257
Was happy to listen when I was ready to talk about my bereavement	319 25%	256 20%	201 16%	775 62%
Made a general offer to help me (e.g. 'If you need anything, just ask')	222 18%	212 17%	183 15%	618 49%
Gave me space to be alone and grieve	171 14%	178 14%	186 15%	535 43%
Encouraged me to talk about my bereavement	126 10%	139 11%	138 11%	403 32%
Carried on as if nothing had happened and treated me like before	138 11%	108 9%	114 9%	360 29%
Made a specific offer to help me (e.g. 'I'll bring some dinner around on Tuesday')	91 7%	122 10%	119 9%	332 26%
Something else	9 1%	6 *	37 3%	52 4%
No one did anything	135 11%	135 11%	135 11%	135 11%
Prefer not to say	45 4%	45 4%	45 4%	45 4%
Did not select a second or third rank	-	57 5%	100 8%	-

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Absolutes/col percents

Table 52

**Q4. Which, if any, of the following are the most useful things someone did after you were bereaved? Most useful****Base: All respondents who have experienced the death of a relative, partner or close friend in the last five years**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	1257	581	676	118	161	200	238	210	330	279	438	540	324	386	235	312	191	483
Weighted base	1257	606	651	117	219	201	217	194	309	336	417	503	324	358	270	305	205	512
Was happy to listen when I was ready to talk about my bereavement	319 25%	125 21%	194 30%A	28 24%	45 20%	46 23%	60 28%	57 30%d	83 27%	73 22%	106 25%	140 28%i	85 26%	96 27%n	53 20%	85 28%N	55 27%	123 24%
Made a general offer to help me (e.g. 'If you need anything, just ask')	222 18%	111 18%	112 17%	20 17%D	19 8%	31 15%d	39 18%D	40 21%D	74 24%DE	39 11%	70 17%i	114 23%IJ	67 21%N	64 18%	35 13%	56 18%	37 18%	70 14%
Gave me space to be alone and grieve	171 14%	99 16%B	72 11%	16 13%	35 16%h	28 14%	38 18%H	23 12%	31 10%	51 15%	66 16%K	54 11%	31 9%	54 15%L	37 14%	49 16%L	27 13%	73 14%
Carried on as if nothing had happened and treated me like before	138 11%	86 14%B	53 8%	18 15%E	29 13%	15 7%	22 10%	22 11%	32 10%	47 14%j	37 9%	54 11%	39 12%	30 8%	42 16%MO	27 9%	27 13%	62 12%
Encouraged me to talk about my bereavement	126 10%	53 9%	73 11%	8 7%	23 11%	26 13%	18 8%	17 9%	33 11%	32 9%	44 11%	51 10%	30 9%	40 11%	31 12%	25 8%	24 12%	50 10%
Made a specific offer to help me (e.g. 'I'll bring some dinner around on Tuesday')	91 7%	30 5%	61 9%A	14 12%GH	20 9%h	15 8%	18 8%h	10 5%	13 4%	34 10%K	33 8%K	23 5%	27 8%O	32 9%O	23 9%O	9 3%	17 8%	45 9%
Something else	9 1%	4 1%	5 1%	1 1%	2 1%	4 2%FH	- -	2 1%h	- -	3 1%	4 1%	2 *	5 1%	1 *	1 *	2 1%	2 1%	6 1%
No one did anything	135 11%	77 13%b	58 9%	8 7%	37 17%CFG	24 12%	16 7%	16 8%	34 11%	45 14%	40 9%	50 10%	30 9%	31 9%	34 12%	39 13%	13 6%	58 11%p
Prefer not to say	45 4%	22 4%	23 3%	4 3%	9 4%	11 6%	5 2%	7 4%	8 3%	13 4%	16 4%	15 3%	10 3%	9 2%	13 5%	13 4%	3 1%	26 5%P

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

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 53

**Q4. Which, if any, of the following are the most useful things someone did after you were bereaved? Most useful**  
**Base: All respondents who have experienced the death of a relative, partner or close friend in the last five years**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1257	99	68	1090	66	144	110	105	99	127	144	183	112
Weighted base	1257	99*	66*	1092	62*	142	105*	114*	93*	127	169	181	99*
Was happy to listen when I was ready to talk about my bereavement	319 25%	22 22%	14 21%	283 26%	21 34%H	41 29%h	29 27%	21 19%	24 25%	32 25%	46 28%	44 24%	25 26%
Made a general offer to help me (e.g. 'If you need anything, just ask')	222 18%	15 15%	13 20%	195 18%	14 22%	22 16%	19 18%	25 22%	15 16%	22 17%	25 15%	38 21%	14 14%
Gave me space to be alone and grieve	171 14%	12 12%	8 12%	151 14%	8 14%	17 12%	22 21%fiLM	19 16%	11 12%	17 14%	26 15%	21 12%	9 10%
Carried on as if nothing had happened and treated me like before	138 11%	19 19%DbEfhIL	5 8%	115 10%	2 3%	14 10%	12 11%e	11 9%	7 8%	15 11%e	19 11%	17 9%	18 19%bEfhIL
Encouraged me to talk about my bereavement	126 10%	10 10%	9 14%jM	107 10%	7 11%	13 9%	7 7%	14 13%m	16 17%GJLM	7 6%	21 12%m	17 9%	5 5%
Made a specific offer to help me (e.g. 'I'll bring some dinner around on Tuesday')	91 7%	4 4%	7 11%j	80 7%	2 3%	8 6%	9 9%	12 10%ej	8 8%	4 3%	11 7%	16 9%j	10 10%j
Something else	9 1%	3 3%DFhjlm	-	6 1%	2 3%Fhjlm	-	1 1%	-	-	-	2 1%	1 *	-
No one did anything	135 11%	8 8%	9 13%G	118 11%	4 6%	20 14%G	4 4%	10 9%	11 12%g	21 17%eGhk	15 9%	21 11%G	11 11%g
Prefer not to say	45 4%	6 6%g	1 1%	38 3%	2 3%	6 4%	1 1%	3 2%	2 2%	9 7%bGik	4 2%	6 4%	6 6%g

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

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

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 54

**Q4. Which, if any, of the following are the most useful things someone did after you were bereaved? Most useful**  
**Base: All respondents who have experienced the death of a relative, partner or close friend in the last five years**

	Experienced Bereavement in Last 5 Years					NET: Yes (e)	NET: No (f)
	Total	Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	1257	694	563	-	-	1257	-
Weighted base	1257	696	560	-.**	-.**	1257	-.**
Was happy to listen when I was ready to talk about my bereavement	319 25%	180 26%	139 25%	- -	- -	319 25%	- -
Made a general offer to help me (e.g. 'If you need anything, just ask')	222 18%	109 16%	114 20% <sup>a</sup>	- -	- -	222 18%	- -
Gave me space to be alone and grieve	171 14%	86 12%	85 15%	- -	- -	171 14%	- -
Carried on as if nothing had happened and treated me like before	138 11%	79 11%	59 11%	- -	- -	138 11%	- -
Encouraged me to talk about my bereavement	126 10%	74 11%	53 9%	- -	- -	126 10%	- -
Made a specific offer to help me (e.g. 'I'll bring some dinner around on Tuesday')	91 7%	53 8%	38 7%	- -	- -	91 7%	- -
Something else	9 1%	5 1%	4 1%	- -	- -	9 1%	- -
No one did anything	135 11%	89 13% <sup>B</sup>	46 8%	- -	- -	135 11%	- -
Prefer not to say	45 4%	23 3%	22 4%	- -	- -	45 4%	- -

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

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

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 55

**Q4. Which, if any, of the following are the most useful things someone did after you were bereaved? 2nd Most useful**  
**Base: All respondents who have experienced the death of a relative, partner or close friend in the last five years**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	1257	581	676	118	161	200	238	210	330	279	438	540	324	386	235	312	191	483
Weighted base	1257	606	651	117	219	201	217	194	309	336	417	503	324	358	270	305	205	512
Was happy to listen when I was ready to talk about my bereavement	256 20%	111 18%	145 22%	22 18%	40 18%	37 18%	51 23%	39 20%	67 22%	62 18%	88 21%	106 21%	61 19%	85 24%	54 20%	56 18%	48 23%	90 18%
Made a general offer to help me (e.g. 'If you need anything, just ask')	212 17%	107 18%	104 16%	21 18%	43 20%	23 12%	37 17%	42 22%	45 15%	64 19%	61 15%	87 17%	58 18%	55 15%	49 18%	50 16%	30 15%	98 19%
Gave me space to be alone and grieve	178 14%	88 15%	90 14%	22 19%D	18 8%	34 17%D	38 17%D	28 14%	39 13%	40 12%	72 17%i	67 13%	55 17%M	40 11%	40 15%	43 14%	29 14%	72 14%
Encouraged me to talk about my bereavement	139 11%	57 9%	82 13%	10 9%	19 9%	22 11%	30 14%	19 10%	39 13%	30 9%	51 12%	58 12%	37 11%	41 11%	26 10%	36 12%	24 12%	60 12%
Made a specific offer to help me (e.g. 'I'll bring some dinner around on Tuesday')	122 10%	54 9%	67 10%	10 8%	24 11%	17 8%	18 8%	18 9%	35 11%	34 10%	35 8%	53 11%	41 13%o	35 10%	22 8%	24 8%	28 14%q	45 9%
Carried on as if nothing had happened and treated me like before	108 9%	52 9%	56 9%	13 11%	24 11%	17 9%	14 6%	13 7%	26 8%	37 11%	31 8%	39 8%	23 7%	36 10%	19 7%	30 10%	22 11%	39 8%
Something else	6 *	3 *	3 1%	2 1%fH	- -	2 1%	- -	2 1%h	- -	2 1%	2 *	2 *	1 *	4 1%	- -	1 *	2 1%	3 1%
No one did anything	135 11%	77 13%b	58 9%	8 7%	37 17%CFG	24 12%	16 7%	16 8%	34 11%	45 14%	40 9%	50 10%	30 9%	31 9%	34 12%	39 13%	13 6%	58 11%p
Prefer not to say	45 4%	22 4%	23 3%	4 3%	9 4%	11 6%	5 2%	7 4%	8 3%	13 4%	16 4%	15 3%	10 3%	9 2%	13 5%	13 4%	3 1%	26 5%P
Did not select a second rank	57 5%	34 6%b	23 3%	6 5%d	3 1%	14 7%D	8 4%	11 6%D	16 5%D	8 3%	22 5%	26 5%i	8 3%	22 6%L	14 5%	12 4%	7 3%	22 4%

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

Prepared by Savanta ComRes

**Savanta:**  
ComRes



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Absolutes/col percents

Table 56

**Q4. Which, if any, of the following are the most useful things someone did after you were bereaved? 2nd Most useful**  
**Base: All respondents who have experienced the death of a relative, partner or close friend in the last five years**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1257	99	68	1090	66	144	110	105	99	127	144	183	112
Weighted base	1257	99*	66*	1092	62*	142	105*	114*	93*	127	169	181	99*
Was happy to listen when I was ready to talk about my bereavement	256 20%	24 25%J	16 24%j	216 20%	10 16%	25 18%	20 19%	26 23%j	19 20%	16 13%	39 23%J	43 24%J	17 17%
Made a general offer to help me (e.g. 'If you need anything, just ask')	212 17%	14 14%	13 20%	184 17%	10 16%	24 17%	16 15%	18 16%	23 25%jm	18 14%	33 20%	29 16%	14 14%
Gave me space to be alone and grieve	178 14%	16 16%	11 17%	151 14%	8 13%	16 11%	23 22%Fhik	14 12%	11 11%	20 16%	22 13%	26 14%	12 13%
Encouraged me to talk about my bereavement	139 11%	9 9%	5 8%	125 11%	7 11%	16 11%	13 13%	7 6%	8 9%	13 10%	24 14%h	23 13%	13 14%
Made a specific offer to help me (e.g. 'I'll bring some dinner around on Tuesday')	122 10%	9 9%	2 4%	110 10%	11 18%BGKL	20 14%BgKl	6 6%	13 12%	10 11%	16 12%bk	9 6%	14 8%	10 10%
Carried on as if nothing had happened and treated me like before	108 9%	7 7%	8 12%	93 9%	8 13%	8 6%	13 13%fi	13 11%	5 5%	9 7%	11 7%	14 8%	13 13%fi
Something else	6 *	- -	- -	6 1%	- -	2 1%	- -	1 1%	- -	2 1%	1 1%	1 *	- -
No one did anything	135 11%	8 8%	9 13%G	118 11%	4 6%	20 14%G	4 4%	10 9%	11 12%g	21 17%eGhk	15 9%	21 11%G	11 11%g
Prefer not to say	45 4%	6 6%g	1 1%	38 3%	2 3%	6 4%	1 1%	3 2%	2 2%	9 7%bGik	4 2%	6 4%	6 6%g
Did not select a second rank	57 5%	5 5%	1 2%	51 5%	2 4%	5 3%	8 8%l	10 9%bL	5 5%	4 3%	9 5%	5 3%	3 3%

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

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

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Absolutes/col percents

Table 57

**Q4. Which, if any, of the following are the most useful things someone did after you were bereaved? 2nd Most useful**  
**Base: All respondents who have experienced the death of a relative, partner or close friend in the last five years**

	Experienced Bereavement in Last 5 Years					NET: Yes (e)	NET: No (f)
	Total	Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	1257	694	563	-	-	1257	-
Weighted base	1257	696	560	-.**	-.**	1257	-.**
Was happy to listen when I was ready to talk about my bereavement	256 20%	129 18%	127 23% <sup>a</sup>	-	-	256 20%	-
Made a general offer to help me (e.g. 'If you need anything, just ask')	212 17%	110 16%	102 18%	-	-	212 17%	-
Gave me space to be alone and grieve	178 14%	100 14%	78 14%	-	-	178 14%	-
Encouraged me to talk about my bereavement	139 11%	72 10%	67 12%	-	-	139 11%	-
Made a specific offer to help me (e.g. 'I'll bring some dinner around on Tuesday')	122 10%	73 10%	49 9%	-	-	122 10%	-
Carried on as if nothing had happened and treated me like before	108 9%	66 9%	42 8%	-	-	108 9%	-
Something else	6 *	1 *	5 1%	-	-	6 *	-
No one did anything	135 11%	89 13% <sup>B</sup>	46 8%	-	-	135 11%	-
Prefer not to say	45 4%	23 3%	22 4%	-	-	45 4%	-

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

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

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 57

**Q4. Which, if any, of the following are the most useful things someone did after you were bereaved? 2nd Most useful**  
**Base: All respondents who have experienced the death of a relative, partner or close friend in the last five years**

Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)	
	Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)			
Weighted base	1257	696	560	-**	-**	1257	-**
Did not select a second rank	57 5%	33 5%	23 4%	-	-	57 5%	-

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**  
**\*\* very small base (under 30) ineligible for sig testing**

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Absolutes/col percents

Table 58

**Q4. Which, if any, of the following are the most useful things someone did after you were bereaved? 3rd Most useful**  
**Base: All respondents who have experienced the death of a relative, partner or close friend in the last five years**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	1257	581	676	118	161	200	238	210	330	279	438	540	324	386	235	312	191	483
Weighted base	1257	606	651	117	219	201	217	194	309	336	417	503	324	358	270	305	205	512
Was happy to listen when I was ready to talk about my bereavement	201 16%	99 16%	102 16%	23 19%	30 14%	36 18%	31 14%	29 15%	53 17%	52 16%	67 16%	81 16%	67 21%MO	49 14%	47 17%	38 13%	42 20%	78 15%
Gave me space to be alone and grieve	186 15%	79 13%	107 16%	23 19%	27 12%	24 12%	39 18%	35 18%	39 13%	49 15%	63 15%	74 15%	48 15%	58 16%	31 12%	49 16%	32 16%	77 15%
Made a general offer to help me (e.g. 'If you need anything, just ask')	183 15%	87 14%	96 15%	18 15%	28 13%	24 12%	38 18%	28 15%	48 15%	45 13%	62 15%	76 15%	34 10%	59 16%L	38 14%	53 17%L	30 15%	72 14%
Encouraged me to talk about my bereavement	138 11%	60 10%	77 12%	8 7%	35 16%CE	15 8%	23 11%	22 11%	34 11%	44 13%	38 9%	56 11%	39 12%	35 10%	31 12%	33 11%	28 14%	52 10%
Made a specific offer to help me (e.g. 'I'll bring some dinner around on Tuesday')	119 9%	52 9%	67 10%	15 12%	18 8%	19 9%	22 10%	16 8%	30 10%	33 10%	41 10%	46 9%	30 9%	32 9%	25 9%	32 11%	21 10%	43 8%
Carried on as if nothing had happened and treated me like before	114 9%	60 10%	54 8%	9 8%	15 7%	21 11%	24 11%	19 10%	25 8%	24 7%	45 11%	44 9%	32 10%	38 11%o	24 9%	20 7%	19 9%	52 10%
Something else	37 3%	17 3%	21 3%	1 1%	4 2%	7 4%	4 2%	8 4%c	13 4%c	5 2%	11 3%	21 4%i	10 3%	14 4%	6 2%	7 2%	6 3%	14 3%
No one did anything	135 11%	77 13%b	58 9%	8 7%	37 17%CFG	24 12%	16 7%	16 8%	34 11%	45 14%	40 9%	50 10%	30 9%	31 9%	34 12%	39 13%	13 6%	58 11%p
Prefer not to say	45 4%	22 4%	23 3%	4 3%	9 4%	11 6%	5 2%	7 4%	8 3%	13 4%	16 4%	15 3%	10 3%	9 2%	13 5%	13 4%	3 1%	26 5%P
Did not select a third rank	100 8%	53 9%	47 7%	10 8%	15 7%	18 9%	16 7%	15 8%	26 8%	24 7%	34 8%	41 8%	25 8%	31 9%	21 8%	22 7%	11 5%	39 8%

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

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Absolutes/col percents

Table 59

**Q4. Which, if any, of the following are the most useful things someone did after you were bereaved? 3rd Most useful**

**Base: All respondents who have experienced the death of a relative, partner or close friend in the last five years**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1257	99	68	1090	66	144	110	105	99	127	144	183	112
Weighted base	1257	99*	66*	1092	62*	142	105*	114*	93*	127	169	181	99*
Was happy to listen when I was ready to talk about my bereavement	201 16%	19 19%	14 21%	168 15%	8 12%	18 12%	12 11%	22 19%	15 17%	19 15%	26 15%	29 16%	20 21%g
Gave me space to be alone and grieve	186 15%	16 16%M	7 10%	163 15%	14 23%bgM	19 13%m	13 12%	22 19%M	14 15%m	18 14%m	23 14%m	34 19%M	6 6%
Made a general offer to help me (e.g. 'If you need anything, just ask')	183 15%	11 12%	8 12%	164 15%	10 16%	14 10%	28 27%ABFHiKLM	13 12%	15 16%	23 18%f	24 14%	24 14%	13 14%
Encouraged me to talk about my bereavement	138 11%	10 10%	7 10%	121 11%	7 11%	21 15%Ij	11 11%	11 10%	5 5%	9 7%	20 12%	23 13%i	14 14%i
Made a specific offer to help me (e.g. 'I'll bring some dinner around on Tuesday')	119 9%	9 9%	7 11%	103 9%	8 13%	13 9%	14 13%hj	6 6%	14 15%HJl	7 6%	17 10%	14 8%	10 10%
Carried on as if nothing had happened and treated me like before	114 9%	5 5%	9 13%al	100 9%	4 7%	19 13%agL	6 6%	14 12%	9 10%	11 8%	18 10%	11 6%	9 9%
Something else	37 3%	4 5%	2 3%	31 3%	1 2%	4 3%	2 1%	3 3%	2 3%	3 3%	8 4%	5 3%	3 3%
No one did anything	135 11%	8 8%	9 13%G	118 11%	4 6%	20 14%G	4 4%	10 9%	11 12%g	21 17%eGhk	15 9%	21 11%G	11 11%g
Prefer not to say	45 4%	6 6%g	1 1%	38 3%	2 3%	6 4%	1 1%	3 2%	2 2%	9 7%bGik	4 2%	6 4%	6 6%g
Did not select a third rank	100 8%	10 10%	4 5%	86 8%	4 7%	9 6%	15 14%bFiJl	11 9%	6 6%	6 5%	15 9%	13 7%	7 7%

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

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

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 60

**Q4. Which, if any, of the following are the most useful things someone did after you were bereaved? 3rd Most useful**  
**Base: All respondents who have experienced the death of a relative, partner or close friend in the last five years**

	Experienced Bereavement in Last 5 Years					NET: Yes (e)	NET: No (f)
	Total	Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	1257	694	563	-	-	1257	-
Weighted base	1257	696	560	-**	-**	1257	-**
Was happy to listen when I was ready to talk about my bereavement	201 16%	109 16%	92 16%	- -	- -	201 16%	- -
Gave me space to be alone and grieve	186 15%	114 16%	72 13%	- -	- -	186 15%	- -
Made a general offer to help me (e.g. 'If you need anything, just ask')	183 15%	102 15%	82 15%	- -	- -	183 15%	- -
Encouraged me to talk about my bereavement	138 11%	65 9%	73 13% <sup>a</sup>	- -	- -	138 11%	- -
Made a specific offer to help me (e.g. 'I'll bring some dinner around on Tuesday')	119 9%	59 9%	60 11%	- -	- -	119 9%	- -
Carried on as if nothing had happened and treated me like before	114 9%	66 9%	48 9%	- -	- -	114 9%	- -
Something else	37 3%	17 2%	20 4%	- -	- -	37 3%	- -
No one did anything	135 11%	89 13%B	46 8%	- -	- -	135 11%	- -
Prefer not to say	45 4%	23 3%	22 4%	- -	- -	45 4%	- -

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

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

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Absolutes/col percents

Table 60

**Q4. Which, if any, of the following are the most useful things someone did after you were bereaved? 3rd Most useful**  
**Base: All respondents who have experienced the death of a relative, partner or close friend in the last five years**

Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)	
	Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)			
Weighted base	1257	696	560	-**	-**	1257	-**
Did not select a third rank	100 8%	53 8%	47 8%	-	-	100 8%	-

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**  
**\*\* very small base (under 30) ineligible for sig testing**

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Absolutes/col percents

Table 61

**Q4. Which, if any, of the following are the most useful things someone did after you were bereaved? Top 3 Most useful**  
**Base: All respondents who have experienced the death of a relative, partner or close friend in the last five years**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	1257	581	676	118	161	200	238	210	330	279	438	540	324	386	235	312	191	483
Weighted base	1257	606	651	117	219	201	217	194	309	336	417	503	324	358	270	305	205	512
Was happy to listen when I was ready to talk about my bereavement	775 62%	335 55%	441 68%A	72 61%	115 52%	120 60%	141 65%D	125 64%D	203 66%D	187 56%	261 62%i	328 65%I	213 66%n	230 64%	154 57%	179 59%	145 70%Q	291 57%
Made a general offer to help me (e.g. 'If you need anything, just ask')	618 49%	305 50%	313 48%	59 50%e	89 41%	79 39%	115 53%DE	110 57%DE	166 54%DE	148 44%	193 46%	277 55%IJ	159 49%	178 50%	122 45%	159 52%	97 47%	239 47%
Gave me space to be alone and grieve	535 43%	266 44%	269 41%	60 51%DH	80 37%	86 43%	115 53%DegH	86 44%h	109 35%	140 42%	201 48%K	195 39%	134 41%	152 43%	108 40%	141 46%	89 43%	222 43%
Encouraged me to talk about my bereavement	403 32%	171 28%	233 36%A	27 23%	78 36%C	63 31%	71 33%c	58 30%	106 34%C	105 31%	133 32%	164 33%	106 33%	116 32%	89 33%	93 31%	77 37%	161 31%
Carried on as if nothing had happened and treated me like before	360 29%	198 33%B	162 25%	40 34%	68 31%	54 27%	60 28%	55 28%	83 27%	109 32%	114 27%	137 27%	94 29%	104 29%	85 32%	76 25%	67 33%	152 30%
Made a specific offer to help me (e.g. 'I'll bring some dinner around on Tuesday')	332 26%	136 22%	196 30%A	39 33%g	63 29%	51 25%	58 27%	44 22%	79 25%	101 30%	108 26%	122 24%	98 30%O	99 28%o	69 26%	66 21%	67 32%	133 26%
Something else	52 4%	23 4%	30 5%	3 3%	6 3%	14 7%F	4 2%	13 6%F	13 4%	10 3%	17 4%	25 5%	16 5%	20 6%	7 3%	9 3%	10 5%	23 5%
No one did anything	135 11%	77 13%b	58 9%	8 7%	37 17%CFG	24 12%	16 7%	16 8%	34 11%	45 14%	40 9%	50 10%	30 9%	31 9%	34 12%	39 13%	13 6%	58 11%p
Prefer not to say	45 4%	22 4%	23 3%	4 3%	9 4%	11 6%	5 2%	7 4%	8 3%	13 4%	16 4%	15 3%	10 3%	9 2%	13 5%	13 4%	3 1%	26 5%P

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



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Absolutes/col percents

Table 62

**Q4. Which, if any, of the following are the most useful things someone did after you were bereaved? Top 3 Most useful**  
**Base: All respondents who have experienced the death of a relative, partner or close friend in the last five years**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1257	99	68	1090	66	144	110	105	99	127	144	183	112
Weighted base	1257	99*	66*	1092	62*	142	105*	114*	93*	127	169	181	99*
Was happy to listen when I was ready to talk about my bereavement	775 62%	65 65%j	44 66%	667 61%	39 63%	84 59%	60 58%	70 61%	58 62%	66 52%	112 66%J	116 64%j	63 63%
Made a general offer to help me (e.g. 'If you need anything, just ask')	618 49%	40 41%	34 52%	543 50%	33 54%	60 42%	63 60%AFM	56 49%	53 57%AFm	62 49%	83 49%	92 51%	41 42%
Gave me space to be alone and grieve	535 43%	44 45%M	26 40%	465 43%	30 49%fM	52 36%	58 55%bFiklM	54 47%M	35 38%	56 44%M	71 42%M	80 44%M	28 28%
Encouraged me to talk about my bereavement	403 32%	28 29%	21 32%	354 32%	21 34%	51 36%J	32 30%	33 29%	29 31%	30 23%	65 38%J	63 35%J	32 32%
Carried on as if nothing had happened and treated me like before	360 29%	31 31%	22 33%	307 28%	14 23%	41 29%	31 30%	37 32%	21 23%	34 27%	47 28%	42 23%	40 41%EfJkL
Made a specific offer to help me (e.g. 'I'll bring some dinner around on Tuesday')	332 26%	22 22%	16 25%	293 27%	20 33%	41 29%	29 28%	31 27%	32 35%aJk	27 22%	37 22%	45 25%	29 30%
Something else	52 4%	8 8%d	2 3%	42 4%	3 5%	5 4%	3 3%	4 3%	2 3%	5 4%	10 6%	6 3%	3 3%
No one did anything	135 11%	8 8%	9 13%G	118 11%	4 6%	20 14%G	4 4%	10 9%	11 12%g	21 17%eGhk	15 9%	21 11%G	11 11%g
Prefer not to say	45 4%	6 6%g	1 1%	38 3%	2 3%	6 4%	1 1%	3 2%	2 2%	9 7%bGik	4 2%	6 4%	6 6%g

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

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

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Absolutes/col percents

Table 63

**Q4. Which, if any, of the following are the most useful things someone did after you were bereaved? Top 3 Most useful**  
**Base: All respondents who have experienced the death of a relative, partner or close friend in the last five years**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	1257	694	563	-	-	1257	-
Weighted base	1257	696	560	..*	..*	1257	..*
Was happy to listen when I was ready to talk about my bereavement	775 62%	418 60%	358 64%	- -	- -	775 62%	- -
Made a general offer to help me (e.g. 'If you need anything, just ask')	618 49%	320 46%	298 53%A	- -	- -	618 49%	- -
Gave me space to be alone and grieve	535 43%	300 43%	235 42%	- -	- -	535 43%	- -
Encouraged me to talk about my bereavement	403 32%	211 30%	192 34%	- -	- -	403 32%	- -
Carried on as if nothing had happened and treated me like before	360 29%	211 30%	149 27%	- -	- -	360 29%	- -
Made a specific offer to help me (e.g. 'I'll bring some dinner around on Tuesday')	332 26%	185 27%	147 26%	- -	- -	332 26%	- -
Something else	52 4%	24 3%	29 5%	- -	- -	52 4%	- -
No one did anything	135 11%	89 13%B	46 8%	- -	- -	135 11%	- -
Prefer not to say	45 4%	23 3%	22 4%	- -	- -	45 4%	- -

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

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

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Absolutes/col percents

Table 64

**Q5. If you wanted to have a serious conversation about some aspect of death or grief, who do you think would be most likely to listen to you? Summary**  
**Base: All respondents**

	Q5. Summary			
	Most likely to listen to you	2nd Most likely to listen to you	3rd Most likely to listen to you	Top 3 Most likely to listen to you
Unweighted base	2039	2039	2039	2039
Weighted base	2039	2039	2039	2039
Close family member	1118 55%	446 22%	109 5%	1673 82%
Good, long-term friend	550 27%	877 43%	167 8%	1593 78%
Work friend/ colleague	50 2%	124 6%	497 24%	671 33%
Relevant charity helpline	66 3%	93 5%	310 15%	470 23%
Faith leader (e.g. priest, rabbi, imam)	76 4%	91 4%	140 7%	307 15%
Someone else	27 1%	32 2%	233 11%	291 14%
I don't think anyone would be willing to listen	151 7%	151 7%	151 7%	151 7%
Did not select a second or third rank	-	225 11%	431 21%	-

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Absolutes/col percents

Table 65  
**Q5. If you wanted to have a serious conversation about some aspect of death or grief, who do you think would be most likely to listen to you? Most likely to listen to you**  
**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
Close family member	1118 55%	537 54%	581 56%	116 51%	176 50%	158 49%	202 56%e	184 61%CDE	283 60%CDE	292 50%	360 52%	467 60%LJ	301 54%	302 53%	217 52%	299 60%LMN	164 49%	444 53%
Good, long-term friend	550 27%	263 26%	286 27%	66 29%	94 27%	92 28%	95 26%	76 25%	126 27%	161 28%	187 27%	202 26%	160 29%O	174 30%O	116 28%O	100 20%	103 31%	230 27%
Faith leader (e.g. priest, rabbi, imam)	76 4%	48 5%B	28 3%	7 3%	14 4%	10 3%	11 3%	10 3%	25 5%	20 3%	22 3%	34 4%	19 3%	25 4%	19 5%	13 3%	15 4%	25 3%
Relevant charity helpline	66 3%	32 3%	35 3%	9 4%	11 3%	15 4%h	12 3%	10 3%	10 2%	20 3%	26 4%	20 3%	22 4%	23 4%	10 2%	12 2%	12 4%	30 4%
Work friend/ colleague	50 2%	22 2%	28 3%	8 4%GH	15 4%GH	12 4%GH	9 3%gH	2 1%	4 1%	23 4%K	22 3%K	6 1%	21 4%Mo	8 1%	13 3%	8 2%	14 4%	27 3%
Someone else	27 1%	11 1%	15 1%	5 2%GH	3 1%	7 2%GH	8 2%GH	1 *	2 *	9 1%K	16 2%K	2 *	7 1%	6 1%	4 1%	9 2%	6 2%	14 2%
I don't think anyone would be willing to listen	151 7%	81 8%	70 7%	14 6%	40 11%cfgH	31 10%H	23 6%	19 6%	23 5%	54 9%K	54 8%k	43 6%	28 5%	34 6%	36 9%L	54 11%LM	19 6%	74 9%

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

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Absolutes/col percents

Table 66  
**Q5. If you wanted to have a serious conversation about some aspect of death or grief, who do you think would be most likely to listen to you? Most likely to listen to you**  
**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
Close family member	1118 55%	106 60%k	57 56%	955 54%	52 61%	126 54%	104 60%K	102 56%	86 58%	105 54%	137 50%	149 52%	95 53%
Good, long-term friend	550 27%	43 24%	32 31%	475 27%	23 27%	63 27%	39 23%	51 28%	40 27%	53 27%	73 26%	84 29%	50 27%
Faith leader (e.g. priest, rabbi, imam)	76 4%	3 2%	5 5%	68 4%	2 3%	11 5%	7 4%	7 4%	6 4%	4 2%	17 6%aj	8 3%	7 4%
Relevant charity helpline	66 3%	4 2%	2 2%	61 3%	-	5 2%	7 4%eh	1 1%	3 2%	7 3%h	16 6%aEfHi	13 4%eH	9 5%EH
Work friend/ colleague	50 2%	2 1%	2 2%	47 3%	2 2%	5 2%	4 2%	3 2%	4 3%m	5 3%m	13 5%aM	9 3%m	1 *
Someone else	27 1%	6 4%DbikL	-	20 1%	3 3%bkl	2 1%	2 1%	3 2%	1 1%	2 1%	2 1%	2 1%	3 2%
I don't think anyone would be willing to listen	151 7%	13 8%	5 5%	133 8%	3 4%	22 9%	10 6%	15 8%	9 6%	19 10%	18 6%	21 7%	16 9%

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

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

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Absolutes/col percents

Table 67

**Q5. If you wanted to have a serious conversation about some aspect of death or grief, who do you think would be most likely to listen to you? Most likely to listen to you**  
**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
Close family member	1118 55%	362 52%	318 57%	352 58% <sup>ad</sup>	83 50%	680 54%	434 56%
Good, long-term friend	550 27%	197 28%	160 28%	150 25%	41 25%	356 28%	191 25%
Faith leader (e.g. priest, rabbi, imam)	76 4%	31 4%	21 4%	20 3%	4 2%	52 4%	23 3%
Relevant charity helpline	66 3%	25 4%	14 3%	21 4%	5 3%	40 3%	27 3%
Work friend/ colleague	50 2%	24 3% <sup>Bc</sup>	8 1%	10 2%	8 5% <sup>BC</sup>	32 3%	18 2%
Someone else	27 1%	10 1%	7 1%	5 1%	5 3% <sup>c</sup>	17 1%	10 1%
I don't think anyone would be willing to listen	151 7%	47 7%	32 6%	51 8%	21 12% <sup>AB</sup>	79 6%	71 9% <sup>E</sup>

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

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Absolutes/col percents

Table 68

**Q5. If you wanted to have a serious conversation about some aspect of death or grief, who do you think would be most likely to listen to you? 2nd Most likely to listen to you**  
**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
Good, long-term friend	877 43%	417 42%	459 44%	96 43%	122 35%	125 38%	164 46%De	139 46%De	230 49%DE	219 38%	289 42%	369 48%LJ	247 44%	249 43%	167 40%	214 43%	130 39%	328 39%
Close family member	446 22%	224 23%	222 21%	51 22%	81 23%	70 21%	79 22%	65 22%	100 21%	131 23%	149 22%	165 21%	137 25%O	136 24%O	101 24%O	73 15%	98 29%Q	178 21%
Work friend/ colleague	124 6%	65 7%	59 6%	13 6%H	22 6%H	31 9%H	28 8%H	18 6%H	12 3%	35 6%	59 9%K	30 4%	30 5%	42 7%	27 6%	26 5%	29 9%	76 9%
Relevant charity helpline	93 5%	44 4%	49 5%	10 4%	14 4%	14 4%	13 4%	14 5%	28 6%	24 4%	27 4%	43 6%	24 4%	27 5%	17 4%	24 5%	9 3%	44 5%
Faith leader (e.g. priest, rabbi, imam)	91 4%	47 5%	44 4%	8 3%	9 2%	11 3%	20 6%d	12 4%	31 7%De	16 3%	32 5%	43 6%I	31 6%N	24 4%n	8 2%	28 6%N	7 2%	37 4%
Someone else	32 2%	19 2%	13 1%	5 2%	11 3%fgh	6 2%	3 1%	2 1%	5 1%	15 3%K	9 1%	7 1%	11 2%	7 1%	6 1%	8 2%	9 3%	12 1%
I don't think anyone would be willing to listen	151 7%	81 8%	70 7%	14 6%	40 11%cfgH	31 10%H	23 6%	19 6%	23 5%	54 9%K	54 8%k	43 6%	28 5%	34 6%	36 9%L	54 11%LM	19 6%	74 9%
Did not select a second rank	225 11%	97 10%	128 12%	30 13%f	54 15%FH	37 11%	30 8%	32 11%	42 9%	84 14%JK	67 10%	74 10%	50 9%	54 9%	53 13%	69 14%LM	32 10%	95 11%

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

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Absolutes/col percents

Table 69

**Q5. If you wanted to have a serious conversation about some aspect of death or grief, who do you think would be most likely to listen to you? 2nd Most likely to listen to you**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
Good, long-term friend	877 43%	81 46%	43 42%	752 43%	42 49%k	93 40%	90 52%FKLM	80 44%	66 44%	91 47%k	103 37%	118 41%	71 39%
Close family member	446 22%	39 22%	20 20%	387 22%	17 19%	51 22%	35 20%	38 21%	35 24%	40 20%	60 22%	68 24%	43 24%
Work friend/ colleague	124 6%	11 6%	4 4%	108 6%	7 8%	12 5%	11 7%	10 6%	8 5%	7 4%	20 7%	23 8%j	9 5%
Relevant charity helpline	93 5%	5 3%	4 4%	84 5%	4 5%	15 6%g	4 2%	10 5%	5 3%	7 4%	17 6%g	12 4%	10 5%
Faith leader (e.g. priest, rabbi, imam)	91 4%	4 2%	4 4%	82 5%	2 2%	10 4%	7 4%	13 7%am	7 5%	7 3%	19 7%am	14 5%	5 3%
Someone else	32 2%	3 2%l	1 1%	27 2%	5 6%abFGHJLm	2 1%	1 *	- -	5 4%FgHJL	1 1%	9 3%fgHjL	* *	4 2%hl
I don't think anyone would be willing to listen	151 7%	13 8%	5 5%	133 8%	3 4%	22 9%	10 6%	15 8%	9 6%	19 10%	18 6%	21 7%	16 9%
Did not select a second rank	225 11%	20 11%	20 20%DaEGHIkL	185 11%	5 6%	30 13%	14 8%	16 9%	14 9%	24 12%	30 11%	29 10%	24 13%

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

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



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Absolutes/col percents

Table 70

**Q5. If you wanted to have a serious conversation about some aspect of death or grief, who do you think would be most likely to listen to you? 2nd Most likely to listen to you**  
**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
Good, long-term friend	877 43%	285 41%	248 44%	277 45%	63 38%	533 42%	340 44%
Close family member	446 22%	149 21%	120 21%	135 22%	41 25%	269 21%	176 23%
Work friend/ colleague	124 6%	42 6%	44 8%C	24 4%	12 7%	87 7%f	36 5%
Relevant charity helpline	93 5%	34 5%	22 4%	30 5%	6 3%	57 5%	35 5%
Faith leader (e.g. priest, rabbi, imam)	91 4%	33 5%	21 4%	33 5%	4 2%	54 4%	37 5%
Someone else	32 2%	18 3%Bd	4 1%	10 2%	- -	22 2%	10 1%
I don't think anyone would be willing to listen	151 7%	47 7%	32 6%	51 8%	21 12%AB	79 6%	71 9%E
Did not select a second rank	225 11%	87 13%C	69 12%C	49 8%	20 12%	156 12%F	69 9%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

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Absolutes/col percents

Table 71

**Q5. If you wanted to have a serious conversation about some aspect of death or grief, who do you think would be most likely to listen to you? 3rd Most likely to listen to you**  
**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
Work friend/ colleague	497 24%	251 25%	246 24%	55 24%H	95 27%H	92 28%H	109 30%gH	72 24%H	73 15%	150 26%K	202 29%K	145 19%	131 24%O	168 29%LO	111 27%O	87 18%	128 38%Q	256 30%
Relevant charity helpline	310 15%	146 15%	164 16%	36 16%E	46 13%	31 10%	60 17%E	54 18%E	85 18%E	81 14%	91 13%	138 18%J	107 19%NO	88 15%n	45 11%	71 14%	40 12%	109 13%
Good, long-term friend	167 8%	88 9%	79 8%	14 6%	30 8%	27 8%	23 6%	29 10%	45 9%	44 8%	49 7%	74 10%	43 8%	41 7%	35 9%	47 10%	37 11%	66 8%
Faith leader (e.g. priest, rabbi, imam)	140 7%	71 7%	70 7%	17 7%	14 4%	21 6%	18 5%	24 8%d	47 10%DeF	30 5%	39 6%	71 9%IJ	51 9%NO	43 8%	21 5%	25 5%	20 6%	43 5%
Close family member	109 5%	50 5%	59 6%	18 8%dG	14 4%	25 8%dG	22 6%G	5 2%	25 5%G	31 5%	47 7%K	30 4%	36 6%	31 5%	20 5%	21 4%	14 4%	58 7%
Someone else	233 11%	108 11%	125 12%	16 7%	29 8%	28 9%	49 14%CDe	37 12%c	73 16%CDE	45 8%	78 11%i	110 14%I	58 10%	56 10%	45 11%	73 15%LM	20 6%	69 8%
I don't think anyone would be willing to listen	151 7%	81 8%	70 7%	14 6%	40 11%cfgH	31 10%H	23 6%	19 6%	23 5%	54 9%K	54 8%k	43 6%	28 5%	34 6%	36 9%L	54 11%LM	19 6%	74 9%
Did not select a third rank	431 21%	200 20%	232 22%	56 25%F	86 24%F	70 21%f	56 15%	63 21%f	101 21%F	142 25%J	126 18%	164 21%	103 18%	111 19%	100 24%l	117 24%l	55 17%	168 20%

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

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 72

**Q5. If you wanted to have a serious conversation about some aspect of death or grief, who do you think would be most likely to listen to you? 3rd Most likely to listen to you**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
Work friend/ colleague	497 24%	53 30%kl	22 22%	422 24%	30 35%bfgHKLm	56 24%	39 23%	42 23%	38 26%	53 27%	58 21%	62 22%	44 24%
Relevant charity helpline	310 15%	20 11%	12 12%	278 16%	11 12%	36 15%	26 15%	31 17%	18 12%	29 15%	54 20%AiM	52 18%am	21 11%
Good, long-term friend	167 8%	14 8%	6 6%	147 8%	6 7%	20 8%	15 9%	15 8%	15 10%j	10 5%	26 9%	27 9%j	15 8%
Faith leader (e.g. priest, rabbi, imam)	140 7%	9 5%	4 4%	126 7%	3 4%	14 6%	13 8%	13 7%	7 5%	18 9%	19 7%	26 9%	14 7%
Close family member	109 5%	2 1%	3 3%	104 6%A	6 7%A	11 5%a	9 5%a	11 6%A	6 4%	9 5%	17 6%A	21 7%A	13 7%A
Someone else	233 11%	21 12%	19 19%DJKLM	192 11%	11 13%	29 13%l	26 15%Lm	28 15%Lm	17 12%	18 9%	26 9%	21 7%	16 9%
I don't think anyone would be willing to listen	151 7%	13 8%	5 5%	133 8%	3 4%	22 9%	10 6%	15 8%	9 6%	19 10%	18 6%	21 7%	16 9%
Did not select a third rank	431 21%	44 25%H	30 30%DefgHjl	358 20%	16 18%	47 20%	34 20%	27 15%	39 26%H	40 20%	58 21%	56 19%	43 24%h

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

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

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Absolutes/col percents

Table 73

**Q5. If you wanted to have a serious conversation about some aspect of death or grief, who do you think would be most likely to listen to you? 3rd Most likely to listen to you**  
**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
Work friend/ colleague	497 24%	162 23%	120 21%	173 28%AB	38 23%	282 22%	212 27%E
Relevant charity helpline	310 15%	103 15%	67 12%	115 19%aB	24 15%	171 14%	139 18%E
Good, long-term friend	167 8%	59 8%	42 8%	51 8%	14 9%	101 8%	66 8%
Faith leader (e.g. priest, rabbi, imam)	140 7%	35 5%	42 7%	46 8%a	17 10%A	77 6%	63 8%
Close family member	109 5%	45 6%c	32 6%	23 4%	8 5%	77 6%f	31 4%
Someone else	233 11%	83 12%c	83 15%CD	54 9%	13 8%	166 13%F	66 9%
I don't think anyone would be willing to listen	151 7%	47 7%	32 6%	51 8%	21 12%AB	79 6%	71 9%E
Did not select a third rank	431 21%	162 23%C	142 25%C	95 16%	32 19%	304 24%F	127 16%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

## Dying to be heard - Public Opinion Survey - January 2020

### ONLINE Fieldwork: 22nd to 23rd January 2020

Absolutes/col percents

Table 74  
**Q5. If you wanted to have a serious conversation about some aspect of death or grief, who do you think would be most likely to listen to you? Top 3 Most likely to listen to you**  
**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
Close family member	1673 82%	811 82%	862 83%	185 82%	270 77%	253 78%	303 84%De	254 84%De	408 86%DE	455 79%	557 81%	662 86%LJ	474 85%O	469 82%	338 82%	392 79%	276 83%	680 81%
Good, long-term friend	1593 78%	769 77%	824 79%	177 78% <sup>d</sup>	246 70%	245 75%	281 78%D	244 81%De	400 85%CDEF	423 73%	526 77%	645 83%LJ	449 81%O	464 81%O	318 77%	361 73%	270 81%Q	624 74%
Work friend/ colleague	671 33%	338 34%	333 32%	76 34% <sup>H</sup>	132 38% <sup>gH</sup>	135 41% <sup>cGH</sup>	147 41% <sup>GH</sup>	92 30% <sup>H</sup>	89 19%	209 36% <sup>K</sup>	282 41% <sup>K</sup>	181 23%	182 33% <sup>O</sup>	218 38% <sup>IO</sup>	150 36% <sup>O</sup>	122 25%	170 51% <sup>Q</sup>	359 43%
Relevant charity helpline	470 23%	222 22%	247 24%	55 24%	70 20%	60 18%	85 23%	78 26% <sup>E</sup>	123 26% <sup>dE</sup>	125 22%	144 21%	201 26% <sup>J</sup>	153 27% <sup>NO</sup>	138 24% <sup>N</sup>	72 18%	107 22%	62 18%	183 22%
Faith leader (e.g. priest, rabbi, imam)	307 15%	166 17% <sup>b</sup>	141 14%	31 14%	36 10%	42 13%	50 14%	46 15%	103 22% <sup>CDEFG</sup>	67 12%	93 13%	148 19% <sup>LJ</sup>	101 18% <sup>No</sup>	92 16% <sup>n</sup>	48 11%	67 13%	42 13%	105 12%
Someone else	291 14%	137 14%	154 15%	26 11%	43 12%	42 13%	61 17% <sup>c</sup>	39 13%	80 17% <sup>c</sup>	69 12%	103 15%	119 15%	75 14%	70 12%	55 13%	90 18% <sup>LMn</sup>	34 10%	95 11%
I don't think anyone would be willing to listen	151 7%	81 8%	70 7%	14 6%	40 11% <sup>cfgH</sup>	31 10% <sup>H</sup>	23 6%	19 6%	23 5%	54 9% <sup>K</sup>	54 8% <sup>k</sup>	43 6%	28 5%	34 6%	36 9% <sup>L</sup>	54 11% <sup>LM</sup>	19 6%	74 9%

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

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 75  
**Q5. If you wanted to have a serious conversation about some aspect of death or grief, who do you think would be most likely to listen to you? Top 3 Most likely to listen to you**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
Close family member	1673 82%	148 83%	80 78%	1446 82%	74 87%	188 80%	147 86%jk	151 83%	127 86%k	154 79%	214 78%	238 83%	152 84%
Good, long-term friend	1593 78%	138 78%	81 79%	1375 78%	71 83%k	176 75%	143 84%FKm	145 80%	121 81%k	154 79%	201 73%	228 80%	136 75%
Work friend/ colleague	671 33%	66 37%	28 28%	577 33%	39 45%BFgHjklM	73 31%	55 32%	55 31%	50 34%	66 34%	91 33%	95 33%	54 30%
Relevant charity helpline	470 23%	29 16%	18 18%	423 24%A	15 17%	57 24%a	36 21%	42 23%	26 18%	43 22%	88 32%ABEfGhLJM	76 27%AeI	40 22%
Faith leader (e.g. priest, rabbi, imam)	307 15%	17 9%	14 14%	277 16%A	7 8%	35 15%	27 16%a	32 18%Ae	20 13%	29 15%	54 20%AE	47 17%Ae	25 14%
Someone else	291 14%	31 18%L	20 20%jL	240 14%	20 23%fjklM	33 14%L	28 16%L	30 17%L	23 16%L	22 11%	37 14%l	23 8%	23 12%
I don't think anyone would be willing to listen	151 7%	13 8%	5 5%	133 8%	3 4%	22 9%	10 6%	15 8%	9 6%	19 10%	18 6%	21 7%	16 9%

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

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

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 76  
**Q5. If you wanted to have a serious conversation about some aspect of death or grief, who do you think would be most likely to listen to you? Top 3 Most likely to listen to you**  
**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
Close family member	1673 82%	556 80%	470 84%a	510 84%a	132 79%	1026 82%	641 83%
Good, long-term friend	1593 78%	541 78%	449 80%D	478 79%d	119 71%	991 79%	597 77%
Work friend/ colleague	671 33%	228 33%	173 31%	207 34%	59 35%	401 32%	266 34%
Relevant charity helpline	470 23%	163 23%b	104 19%	166 27%B	35 21%	268 21%	201 26%E
Faith leader (e.g. priest, rabbi, imam)	307 15%	100 14%	83 15%	98 16%	25 15%	183 15%	123 16%
Someone else	291 14%	112 16%Cd	93 17%Cd	68 11%	17 10%	205 16%F	86 11%
I don't think anyone would be willing to listen	151 7%	47 7%	32 6%	51 8%	21 12%AB	79 6%	71 9%E

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 77  
**Gender**  
**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
Male	995 49%	995 100%B	-	77 34%	133 38%	175 54%CD	188 52%CD	166 55%CD	256 54%CD	209 36%	363 53%I	423 55%I	311 56%MNO	277 48%o	194 47%	212 43%	135 41%	464 55%P
Female	1044 51%	-	1044 100%A	150 66%EFGH	220 62%EFGH	151 46%	173 48%	136 45%	216 46%	369 64%JK	323 47%	351 45%	245 44%	296 52%L	220 53%L	283 57%Lm	198 59%Q	379 45%

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



**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 78  
**Gender**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
Male	995 49%	89 50%	40 39%	866 49%b	46 54%bk	129 55%BjKL	91 53%BK	90 50%	69 47%	90 46%	114 42%	128 45%	109 60%aBhIJKL
Female	1044 51%	89 50%m	62 61%deFGM	894 51%	39 46%	106 45%	80 47%	91 50%m	79 53%M	106 54%fM	161 58%eFGM	158 55%FM	73 40%

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

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 79  
**Gender**  
**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
Male	995 49%	338 48%	268 48%	302 50%	83 50%	606 48%	385 50%
Female	1044 51%	359 52%	292 52%	307 50%	83 50%	651 52%	390 50%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 8o  
**Age**  
**Base: All respondents**

	Total	Gender		Age							Social Grade					Employment Sector		
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
18-24	226 11%	77 8%	150 14%A	226 100%DEFGH	- -	- -	- -	- -	- -	226 39%JK	- -	- -	84 15%mnO	65 11%O	43 10%	34 7%	32 9%	100 12%
25-34	352 17%	133 13%	220 21%A	- -	352 100%CEFGH	- -	- -	- -	- -	352 61%JK	- -	- -	78 14%	97 17%	104 25%LMO	74 15%	83 25%	205 24%
35-44	326 16%	175 18%b	151 14%	- -	- -	326 100%CDFGH	- -	- -	- -	- -	326 47%IK	- -	83 15%	105 18%	62 15%	76 15%	77 23%	192 23%
45-54	361 18%	188 19%	173 17%	- -	- -	- -	361 100%CDEGH	- -	- -	- -	361 53%IK	- -	76 14%	89 16%	93 22%LM	103 21%LM	87 26%	188 22%
55-64	302 15%	166 17%B	136 13%	- -	- -	- -	- -	302 100%CDEFH	- -	- -	- -	302 39%LJ	70 13%	85 15%	54 13%	93 19%LN	49 15%	108 13%
65+	472 23%	256 26%B	216 21%	- -	- -	- -	- -	- -	472 100%CDEFG	- -	- -	472 61%LJ	167 30%MNO	131 23%N	57 14%	116 23%N	6 2%	50 6%P
NET: 18-34	579 28%	209 21%	369 35%A	226 100%EFGH	352 100%EFGH	- -	- -	- -	- -	579 100%JK	- -	- -	162 29%O	162 28%O	147 36%LMO	108 22%	115 34%	305 36%
NET: 35-54	687 34%	363 36%B	323 31%	- -	- -	326 100%CDGH	361 100%CDGH	- -	- -	- -	687 100%IK	- -	158 28%	195 34%l	155 37%L	178 36%L	163 49%	381 45%
NET: 55+	774 38%	423 42%B	351 34%	- -	- -	- -	- -	302 100%CDEF	472 100%CDEF	- -	- -	774 100%LJ	237 42%N	217 38%N	112 27%	209 42%N	55 17%	158 19%
Average age	48.01	50.57B	45.58	21.75	29.84C	39.52CD	49.69CDE	59.57CDEF	71.35CDEFG	26.68	44.86I	66.75J	49.03N	47.58N	44.47	50.32MN	41.26	41.75

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

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 81  
**Age**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
18-24	226 11%	16 9%	11 11%	199 11%	9 11%	22 9%	16 9%	18 10%	23 15%af	19 10%	40 14%	31 11%	21 12%
25-34	352 17%	21 12%	17 17%	314 18%a	12 14%	37 16%	26 15%	33 18%	32 22%AjL	28 14%	73 27%AbEFGhJL	36 13%	35 19%al
35-44	326 16%	44 25%DFGjKLM	21 20%gLm	261 15%	22 26%FGIKLM	35 15%	20 12%	39 21%GiLM	20 14%	33 17%L	42 15%	29 10%	21 12%
45-54	361 18%	28 16%	17 17%	315 18%	14 16%	44 19%k	37 21%K	32 18%	22 15%	29 15%	34 12%	71 25%AIJK	33 18%
55-64	302 15%	26 14%	15 15%	262 15%	10 12%	41 18%	30 17%	22 12%	20 13%	33 17%	34 12%	47 17%	24 13%
65+	472 23%	43 24%	21 20%	409 23%	18 20%	56 24%	43 25%	37 21%	32 21%	54 27%k	52 19%	72 25%	47 26%
NET: 18-34	579 28%	37 21%	29 28%	513 29%A	22 25%	59 25%	42 25%	51 28%	55 37%AeFGJL	47 24%	113 41%ABEFGHJLm	67 23%	56 31%Al
NET: 35-54	687 34%	72 41%dIKm	38 37%	577 33%	36 42%IKm	78 33%	56 33%	71 39%iKm	42 28%	62 32%	76 28%	100 35%	55 30%
NET: 55+	774 38%	68 38%	36 35%	670 38%	28 33%	97 41%hK	72 42%hK	59 33%	51 35%	86 44%eHiK	86 31%	119 42%hK	70 39%
Average age	48.01	48.60K	46.66	48.03	46.85	49.22IK	50.40hIK	46.90	45.33	49.84IK	43.87	50.62bHIK	48.44K

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

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

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 82  
**Age**  
**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
18-24	226 11%	77 11%B	40 7%	60 10%	49 29%ABC	117 9%	108 14%E
25-34	352 17%	141 20%B	78 14%	100 16%	32 19%	219 17%	132 17%
35-44	326 16%	124 18%b	76 14%	94 15%	30 18%	201 16%	124 16%
45-54	361 18%	111 16%	106 19%	110 18%	30 18%	217 17%	141 18%
55-64	302 15%	110 16%D	85 15%D	97 16%D	10 6%	194 15%	108 14%
65+	472 23%	135 19%D	174 31%ACD	147 24%aD	16 10%	309 25%f	163 21%
NET: 18-34	579 28%	217 31%Bc	119 21%	159 26%b	80 48%ABC	336 27%	240 31%e
NET: 35-54	687 34%	235 34%	183 33%	205 34%	60 36%	417 33%	265 34%
NET: 55+	774 38%	244 35%D	259 46%AcD	244 40%aD	26 16%	503 40%F	270 35%
Average age	48.01	46.48D	51.74ACD	49.02AD	38.45	48.83F	46.75

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

## Dying to be heard - Public Opinion Survey - January 2020

### ONLINE Fieldwork: 22nd to 23rd January 2020

Absolutes/col percents

Table 83  
Social Grade  
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
A	143 7%	79 8%	64 6%	30 13% DEFGH	25 7%	20 6%	17 5%	21 7%	30 6%	55 10% Jk	37 5%	51 7%	143 26% MNO	-	-	-	30 9%	58 7%
B	414 20%	233 23% B	181 17%	54 24% DFG	53 15%	62 19%	59 16%	48 16%	137 29% DEFG	107 18%	121 18%	186 24% LJ	414 74% MNO	-	-	-	65 20%	161 19%
C1	573 28%	277 28%	296 28%	65 29%	97 28%	105 32% F	89 25%	85 28%	131 28%	162 28%	195 28%	217 28%	-	573 100% LNO	-	-	124 37% q	259 31%
C2	414 20%	194 19%	220 21%	43 19% H	104 30% CEGH	62 19% H	93 26% ceGH	54 18% H	57 12%	147 25% K	155 23% K	112 14%	-	-	414 100% LMO	-	66 20%	224 27% P
D	261 13%	114 12%	146 14%	26 11% h	57 16% H	46 14% H	52 15% H	48 16% H	32 7%	83 14% K	99 14% K	79 10%	-	-	-	261 53% LMN	45 14%	140 17%
E	235 12%	98 10%	137 13% A	9 4%	17 5%	29 9% Cd	51 14% CDe	45 15% CDE	85 18% CDE	26 4%	80 12% I	130 17% LJ	-	-	-	235 47% LMN	2 1%	1 *
NET: AB	557 27%	311 31% B	245 24%	84 37% DEFG	78 22%	83 25%	76 21%	70 23%	167 35% DEFG	162 28% j	158 23%	237 31% J	557 100% MNO	-	-	-	95 29%	219 26%
NET: ABC1	1130 55%	589 59% B	541 52%	149 66% DeFG	175 50%	188 58% dF	165 46%	155 51%	298 63% DFG	323 56%	353 51%	453 59% J	557 100% NO	573 100% NO	-	-	220 66% Q	479 57%
NET: C2DE	909 45%	406 41%	503 48% A	78 34%	178 50% CeH	138 42% c	196 54% CEH	147 49% CH	174 37%	255 44%	333 49% K	321 41%	-	-	414 100% LM	496 100% LM	114 34%	364 43% P
NET: DE	496 24%	212 21%	283 27% A	34 15%	74 21%	76 23% C	103 29% CD	93 31% CDEh	116 25% C	108 19%	178 26% I	209 27% I	-	-	-	496 100% LMN	47 14%	140 17%

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

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 84  
**Social Grade**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
A	143 7%	16 9%g	5 5%	122 7%	10 11%fG	11 5%	6 3%	12 7%	9 6%	12 6%	33 12%bFGijlm	19 7%	10 6%
B	414 20%	26 15%	20 20%E	367 21%a	6 7%	50 21%E	38 22%E	31 17%E	26 18%E	37 19%E	79 29%AEfHIJ	63 22%aE	39 22%E
C1	573 28%	54 31%	24 23%	495 28%	24 27%	60 26%	52 30%	51 28%	48 32%	56 28%	79 29%	80 28%	45 25%
C2	414 20%	24 14%	22 21%	368 21%A	24 29%AgK	56 24%Ak	30 17%	39 21%a	33 22%a	40 20%	47 17%	56 20%	44 24%Ak
D	261 13%	35 19%DFKL	15 15%K	211 12%	12 14%K	25 11%k	29 17%fkl	24 13%K	24 16%K	27 14%K	16 6%	31 11%k	23 13%K
E	235 12%	22 13%i	16 16%Ik	196 11%	10 12%	33 14%Ik	17 10%	24 13%l	9 6%	25 13%i	22 8%	36 12%i	19 11%
NET: AB	557 27%	42 24%	25 25%	489 28%	16 18%	61 26%	44 25%	43 24%	35 23%	48 25%	112 41%ABEFGHIJLM	82 29%e	50 27%
NET: ABC1	1130 55%	97 54%	49 48%	984 56%	39 46%	121 52%	95 56%	94 52%	83 56%	104 53%	191 69%ABEFGHIJLM	162 57%	95 52%
NET: C2DE	909 45%	81 46%K	53 52%K	775 44%	46 54%K	114 48%K	76 44%K	87 48%K	66 44%K	92 47%K	85 31%	123 43%K	87 48%K
NET: DE	496 24%	57 32%DiKlm	31 31%K	407 23%	22 26%K	58 25%K	46 27%K	48 27%K	33 22%K	52 27%K	38 14%	67 23%K	43 23%K

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

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

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 85  
**Social Grade**  
**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
A	143 7%	53 8%	36 6%	39 6%	12 7%	89 7%	52 7%
B	414 20%	138 20%	97 17%	135 22% <sup>b</sup>	43 26%B	235 19%	177 23%E
C1	573 28%	198 28%	160 29%	178 29%	37 22%	358 28%	215 28%
C2	414 20%	140 20%	130 23% <sup>c</sup>	110 18%	32 19%	270 21%	142 18%
D	261 13%	89 13%	68 12%	78 13%	25 15%	157 13%	103 13%
E	235 12%	79 11%	68 12%	68 11%	18 11%	148 12%	87 11%
NET: AB	557 27%	191 27%	134 24%	174 29% <sup>b</sup>	55 33%B	324 26%	229 30% <sup>e</sup>
NET: ABC1	1130 55%	388 56%	294 52%	352 58% <sup>b</sup>	92 55%	682 54%	443 57%
NET: C2DE	909 45%	308 44%	266 48% <sup>c</sup>	257 42%	75 45%	575 46%	332 43%
NET: DE	496 24%	168 24%	137 24%	146 24%	43 26%	305 24%	189 24%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**



**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 86  
**GO Region**  
**Base: All respondents**

	Total	Gender		Age								Social Grade				Employment Sector		
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	947	1092	224	270	330	391	322	502	494	721	824	551	609	364	515	311	791
Weighted base	2039	995	1044	226	352	326	361	302	472	579	687	774	557	573	414	496	333	843
Scotland	177 9%	89 9%	89 8%	16 7%	21 6%	44 14% <sup>CD</sup>	28 8%	26 8%	43 9%	37 6%	72 11% <sup>I</sup>	68 9%	42 8%	54 10% <sup>n</sup>	24 6%	57 11% <sup>LN</sup>	35 10%	67 8%
North East	86 4%	46 5%	39 4%	9 4%	12 4%	22 7% <sup>gh</sup>	14 4%	10 3%	18 4%	22 4%	36 5%	28 4%	16 3%	24 4%	24 6% <sup>L</sup>	22 4%	18 6%	32 4%
North West	234 12%	129 13% <sup>b</sup>	106 10%	22 10%	37 10%	35 11%	44 12%	41 14%	56 12%	59 10%	78 11%	97 13%	61 11%	60 11%	56 13%	58 12%	33 10%	99 12%
Yorkshire & Humberside	171 8%	91 9%	80 8%	16 7%	26 7%	20 6%	37 10% <sup>e</sup>	30 10% <sup>e</sup>	43 9%	42 7%	56 8%	72 9%	44 8%	52 9%	30 7%	46 9%	24 7%	67 8%
West Midlands	181 9%	90 9%	91 9%	18 8%	33 9%	39 12% <sup>gh</sup>	32 9%	22 7%	37 8%	51 9%	71 10% <sup>k</sup>	59 8%	43 8%	51 9%	39 9%	48 10%	29 9%	81 10%
East Midlands	149 7%	69 7%	79 8%	23 10% <sup>f</sup>	32 9%	20 6%	22 6%	20 7%	32 7%	55 10% <sup>Jk</sup>	42 6%	51 7%	35 6%	48 8%	33 8%	33 7%	25 8%	62 7%
Wales	102 5%	40 4%	62 6% <sup>a</sup>	11 5%	17 5%	21 6%	17 5%	15 5%	21 4%	29 5%	38 5%	36 5%	25 5%	24 4%	22 5%	31 6%	15 5%	43 5%
Eastern	196 10%	90 9%	106 10%	19 8%	28 8%	33 10%	29 8%	33 11%	54 11%	47 8%	62 9%	86 11%	48 9%	56 10%	40 10%	52 11%	34 10%	69 8%
London	275 14%	114 11%	161 15% <sup>A</sup>	40 18% <sup>FgH</sup>	73 21% <sup>EFGH</sup>	42 13%	34 9%	34 11%	52 11%	113 20% <sup>JK</sup>	76 11%	86 11%	112 20% <sup>MNO</sup>	79 14% <sup>O</sup>	47 11%	38 8%	42 13%	134 16%
South East	285 14%	128 13%	158 15%	31 14%	36 10%	29 9%	71 20% <sup>cDE</sup>	47 16% <sup>dE</sup>	72 15% <sup>dE</sup>	67 12%	100 15%	119 15% <sup>i</sup>	82 15%	80 14%	56 14%	67 14%	52 16%	109 13%
South West	181 9%	109 11% <sup>B</sup>	73 7%	21 9%	35 10%	21 7%	33 9%	24 8%	47 10%	56 10%	55 8%	70 9%	50 9%	45 8%	44 11%	43 9%	25 8%	79 9%

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

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 87  
**GO Region**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	172	99	1768	90	245	180	170	167	200	232	283	201
Weighted base	2039	177	102*	1760	86*	234	171	181	149	196	275	285	181
Scotland	177 9%	177 100%DBEFGHIJKLM	-	-	-	-	-	-	-	-	-	-	-
North East	86 4%	-	-	86 5%AB	86 100%ABFGHIJKLM	-	-	-	-	-	-	-	-
North West	234 12%	-	-	234 13%AB	-	234 100%ABEGHIJKLM	-	-	-	-	-	-	-
Yorkshire & Humberside	171 8%	-	-	171 10%AB	-	-	171 100%ABEFHIJKLM	-	-	-	-	-	-
West Midlands	181 9%	-	-	181 10%AB	-	-	-	181 100%ABEFGIJKLM	-	-	-	-	-
East Midlands	149 7%	-	-	149 8%AB	-	-	-	-	149 100%ABEFGHIJKLM	-	-	-	-
Wales	102 5%	-	102 100%DAEFGHIJKLM	-	-	-	-	-	-	-	-	-	-
Eastern	196 10%	-	-	196 11%AB	-	-	-	-	-	196 100%ABEFGHIJKLM	-	-	-
London	275 14%	-	-	275 16%AB	-	-	-	-	-	-	275 100%ABEFGHIJLM	-	-
South East	285 14%	-	-	285 16%AB	-	-	-	-	-	-	-	285 100%ABEFGHIJKM	-
South West	181 9%	-	-	181 10%AB	-	-	-	-	-	-	-	-	181 100%ABEFGHIJKL

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

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

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 88  
**GO Region**  
**Base: All respondents**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	2039	694	563	607	164	1257	771
Weighted base	2039	696	560	608	167	1257	775
Scotland	177 9%	57 8%	41 7%	63 10%	16 9%	99 8%	78 10%
North East	86 4%	38 5% <sup>c</sup>	24 4%	19 3%	5 3%	62 5% <sup>f</sup>	24 3%
North West	234 12%	80 11%	62 11%	74 12%	17 10%	142 11%	91 12%
Yorkshire & Humberside	171 8%	53 8%	52 9%	54 9%	13 8%	105 8%	67 9%
West Midlands	181 9%	82 12% <sup>BC</sup>	33 6%	40 7%	26 16% <sup>BC</sup>	114 9%	67 9%
East Midlands	149 7%	42 6%	51 9% <sup>a</sup>	43 7%	13 8%	93 7%	56 7%
Wales	102 5%	30 4%	36 6%	28 5%	7 4%	66 5%	36 5%
Eastern	196 10%	72 10% <sup>d</sup>	55 10% <sup>d</sup>	59 10% <sup>d</sup>	8 5%	127 10%	68 9%
London	275 14%	99 14%	69 12%	79 13%	25 15%	169 13%	105 14%
South East	285 14%	89 13%	93 17% <sup>aD</sup>	86 14%	16 10%	181 14%	102 13%
South West	181 9%	55 8%	44 8%	62 10%	20 12%	99 8%	83 11% <sup>E</sup>

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 89

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

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	1102	528	574	117	214	261	286	161	63	331	547	224	296	384	242	180	311	791
Weighted base	1177	600	577	131*	288	269	275	157	55*	420	544	213	315	384	290	188	333	843
NET: Public Sector	333 28%	135 23%	198 34%A	32 24%h	83 29%H	77 28%H	87 32%H	49 31%H	6 11%	115 27%	163 30%	55 26%	95 30%n	124 32%N	66 23%	47 25%	333 100%Q	-
A nationalised industry/state corporation	20 2%	16 3%B	3 1%	4 3%	5 2%	5 2%	3 1%	2 2%	-	9 2%	8 1%	2 1%	6 2%	5 1%	4 1%	4 2%	20 6%Q	-
Central government or civil service (including Courts service and Bank of England)	38 3%	21 3%	17 3%	5 4%	10 3%	11 4%	9 3%	3 2%	-	15 4%	20 4%	3 1%	17 5%n	11 3%	6 2%	5 3%	38 12%Q	-
Local government or council (including fire services, police and local authority controlled schools/colleges)	110 9%	47 8%	63 11%	7 5%	20 7%	24 9%	36 13%CDH	22 14%CDH	1 2%	27 6%	60 11%I	24 11%i	26 8%	53 14%lNo	17 6%	15 8%	110 33%Q	-
A university, or other grant funded establishment (include opted-out schools)	33 3%	13 2%	20 3%	2 1%	7 2%	9 3%	7 2%	8 5%	1 1%	8 2%	15 3%	9 4%	16 5%NO	12 3%	3 1%	2 1%	33 10%Q	-
A health authority or NHS Trust	92 8%	21 4%	70 12%A	11 9%	25 9%	22 8%	21 8%	12 8%	1 2%	36 9%	43 8%	13 6%	22 7%	33 9%	23 8%	14 7%	92 28%Q	-
The armed forces	2 *	2 *	-	-	1 *	-	1 *	-	-	1 *	1 *	-	-	-	2 1%	-	2 1%Q	-
Other public sector occupation (Please specify as much detail as possible)	38 3%	14 2%	24 4%	2 2%	16 5%G	6 2%	10 4%g	1 1%	3 5%G	18 4%	16 3%	4 2%	8 3%	11 3%	11 4%	7 4%	38 11%Q	-

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

\* small base

Prepared by Savanta ComRes

**Savanta:**  
ComRes

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 90

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

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	1177	600	577	131*	288	269	275	157	55*	420	544	213	315	384	290	188	333	843
NET: Private Sector	843	464	379	100	205	192	188	108	50	305	381	158	219	259	224	140	-	843
	72%	77%B	66%	76%	71%	72%	68%	69%	89% <sup>c</sup>	73%	70%	74%	70%	68%	77% <sup>lM</sup>	75%	-	100% <sup>P</sup>
A charity, voluntary organisation or trust	50	12	38	13	9	8	9	4	6	23	17	10	12	14	10	14	-	50
	4%	2%	7%A	10% <sup>DEFG</sup>	3%	3%	3%	2%	11% <sup>DEFG</sup>	5%	3%	5%	4%	4%	3%	7%	-	6% <sup>P</sup>
Self-employed (Private sector)	147	84	63	7	29	28	43	20	20	36	72	39	41	55	35	16	-	147
	13%	14%	11%	5%	10%	11%	16% <sup>Cd</sup>	13% <sup>c</sup>	35% <sup>CDEFG</sup>	9%	13% <sup>i</sup>	18% <sup>lj</sup>	13%	14% <sup>o</sup>	12%	9%	-	17% <sup>P</sup>
None of the above/ I work in the Private sector	646	368	278	79	167	156	136	85	24	246	292	108	166	190	179	111	-	646
	55%	61%B	48%	61% <sup>fH</sup>	58% <sup>h</sup>	58% <sup>fH</sup>	49%	54%	42%	59%	54%	51%	53%	50%	62% <sup>lM</sup>	59% <sup>m</sup>	-	77% <sup>P</sup>

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

\* small base

## Dying to be heard - Public Opinion Survey - January 2020

### ONLINE Fieldwork: 22nd to 23rd January 2020

Absolutes/col percents

Table 91

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

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1102	93	53	956	47	129	94	98	88	99	140	148	113
Weighted base	1177	101*	59*	1017	51*	132	91*	110*	87*	104*	176	161	105*
NET: Public Sector	333 28%	35 34%	15 26%	283 28%	18 36%	33 25%	24 27%	29 26%	25 29%	34 33%	42 24%	52 32%	25 24%
A nationalised industry/state corporation	20 2%	2 2%	- -	17 2%	2 5%gK	5 4%gK	- -	2 2%	1 1%	2 2%	* *	3 2%	1 1%
Central government or civil service (including Courts service and Bank of England)	38 3%	4 4%	1 1%	34 3%	5 9%bLJKL	7 5%	3 3%	5 4%	* 1%	1 1%	5 3%	3 2%	6 6%ijl
Local government or council (including fire services, police and local authority controlled schools/colleges)	110 9%	12 11%m	5 9%	94 9%	3 6%	7 6%	13 15%FKM	12 11%m	8 9%	16 15%FKM	9 5%	22 14%FKM	4 4%
A university, or other grant funded establishment (include opted-out schools)	33 3%	4 3%	3 4%	27 3%	1 2%	2 1%	* *	4 3%	1 1%	4 3%	7 4%	6 4%	3 2%
A health authority or NHS Trust	92 8%	9 9%	6 10%	77 8%	6 12%	8 6%	7 8%	7 6%	11 12%k	5 5%	10 5%	13 8%	10 10%
The armed forces	2 *	1 1%	- -	1 *	- -	- -	- -	- -	1 2%	- -	- -	- -	- -
Other public sector occupation (Please specify as much detail as possible)	38 3%	4 4%h	1 1%	33 3%	2 3%	4 3%	1 1%	- -	3 3%h	6 6%gH	11 6%gH	5 3%	2 2%
NET: Private Sector	843 72%	67 66%	43 74%	733 72%	32 64%	99 75%	67 73%	81 74%	62 71%	69 67%	134 76%	109 68%	79 76%

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

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

Prepared by Savanta ComRes

Savanta:

ComRes

**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 92

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

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	1177	101*	59*	1017	51*	132	91*	110*	87*	104*	176	161	105*
A charity, voluntary organisation or trust	50 4%	6 6%ij	9 16%De	35 FGIJKLM 3%	2 4%	3 3%	4 4%	9 8%fLJk	1 1%	1 1%	4 3%	6 4%	4 4%
Self-employed (Private sector)	147 13%	7 7%	3 5%	137 13%	3 6%	18 13%h	10 11%	6 5%	12 14%h	7 7%	29 17%abeHj	30 19%ABeHJ	21 21%ABEHJ
None of the above/ I work in the Private sector	646 55%	53 52%	31 53%	562 55%	27 54%	79 60%L	53 58%l	66 60%L	49 56%	62 59%l	100 57%l	73 45%	54 51%

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

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

**Dying to be heard - Public Opinion Survey - January 2020**  
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Absolutes/col percents

Table 93

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

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Unweighted base	1102	402	272	316	104	674	420
Weighted base	1177	433	285	342	112*	717	454
NET: Public Sector	333 28%	127 29%	79 28%	99 29%	27 24%	205 29%	127 28%
A nationalised industry/state corporation	20 2%	9 2%	2 1%	8 2%	- -	11 2%	8 2%
Central government or civil service (including Courts service and Bank of England)	38 3%	16 4%	7 2%	9 3%	6 5%	24 3%	15 3%
Local government or council (including fire services, police and local authority controlled schools/colleges)	110 9%	37 8%	32 11%	32 9%	9 8%	69 10%	42 9%
A university, or other grant funded establishment (include opted-out schools)	33 3%	10 2%	8 3%	10 3%	5 4%	17 2%	14 3%
A health authority or NHS Trust	92 8%	39 9%	23 8%	23 7%	7 6%	62 9%	30 7%
The armed forces	2 *	2 1%	- -	- -	- -	2 *	- -
Other public sector occupation (Please specify as much detail as possible)	38 3%	14 3%	6 2%	16 5%	1 1%	20 3%	18 4%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

**\* small base**

**Prepared by Savanta ComRes**

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ComRes



**Dying to be heard - Public Opinion Survey - January 2020**  
**ONLINE Fieldwork: 22nd to 23rd January 2020**

Absolutes/col percents

Table 94

**Do you work in any of the following occupations?**

**Base: All respondents who work**

	Total	Experienced Bereavement in Last 5 Years				NET: Yes (e)	NET: No (f)
		Yes, once in the last five years (a)	Yes, more than once in the last five years (b)	No, I have experienced this but not in the last five years (c)	No, I have never experienced this (d)		
Weighted base	1177	433	285	342	112*	717	454
NET: Private Sector	843	306	206	242	85	512	327
	72%	71%	72%	71%	76%	71%	72%
A charity, voluntary organisation or trust	50	13	11	15	11	24	26
	4%	3%	4%	4%	10%ABc	3%	6%
Self-employed (Private sector)	147	64	39	35	9	103	44
	13%	15% <sup>c</sup>	14%	10%	8%	14% <sup>F</sup>	10%
None of the above/ I work in the Private sector	646	228	156	193	65	384	258
	55%	53%	55%	56%	58%	54%	57%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d - e/f**

\* small base