

## YouGov Internal Survey Results - Dying

30th - 31st August 2018

Sample size: 2034 Adults

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

If it were possible, would you rather know when you are going to die, how you are going to die, both, or neither?

Unweighted base	2034	938	1096	195	306	368	327	838
<b>Base: All GB adults</b>	<b>2034</b>	<b>988</b>	<b>1046</b>	<b>228</b>	<b>314</b>	<b>375</b>	<b>317</b>	<b>800</b>
When I am going to die	8%	9%	8%	10%	13%	9%	6%	7%
How I am going to die	4%	4%	3%	12%	5%	4%	2%	2%
Both	14%	15%	14%	18%	16%	16%	15%	12%
Neither	66%	65%	67%	52%	57%	64%	68%	74%
Don't know	7%	7%	7%	8%	10%	8%	10%	4%

To what extent, if at all, are you afraid of dying? (Please select the option that best applies)

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<b>Base: All GB adults</b>	<b>2034</b>	<b>988</b>	<b>1046</b>	<b>228</b>	<b>314</b>	<b>375</b>	<b>317</b>	<b>800</b>
Very afraid	11%	8%	13%	13%	16%	14%	9%	8%
Fairly afraid	25%	21%	29%	29%	26%	26%	20%	25%
Not very afraid	32%	35%	29%	32%	33%	28%	34%	32%
Not afraid at all	20%	24%	16%	17%	18%	19%	22%	22%
Don't know	10%	10%	11%	7%	7%	11%	13%	11%
Prefer not to say	2%	2%	2%	1%	0%	2%	2%	2%