

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24 / Male	16-24 / Female	25-39 / Male	25-39 / Female	40-59 / Male	40-59 / Female	60+ / Male	60+ / Female

When it comes to religion, which applies to you?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
I regularly practice my religion	10%	10%	10%	12%	10%	8%	11%	16%	9%	11%	9%	7%	9%	9%	13%
I occasionally practice my religion	10%	8%	11%	10%	8%	9%	11%	11%	9%	7%	10%	8%	10%	8%	14%
I am affiliated with a religion, but non-practising	27%	25%	28%	15%	19%	26%	38%	15%	15%	18%	19%	23%	30%	37%	39%
I am not religious in any way	52%	55%	49%	60%	61%	55%	39%	55%	66%	61%	61%	61%	49%	45%	34%
Don't know	2%	2%	1%	3%	2%	2%	1%	3%	2%	3%	1%	1%	2%	1%	1%

Do you think life has a meaning?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
I think life does have a meaning	59%	50%	67%	57%	55%	58%	63%	56%	58%	45%	65%	48%	68%	53%	72%
I do not think life has a meaning	26%	34%	18%	30%	30%	26%	19%	31%	29%	37%	24%	37%	16%	29%	11%
Don't know	15%	16%	15%	13%	14%	16%	17%	13%	13%	18%	11%	15%	16%	18%	17%

How often, if at all, do you consider whether life has a meaning?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
At least once a day	9%	10%	9%	8%	11%	9%	9%	10%	5%	11%	12%	11%	7%	8%	9%
A few times a week	14%	12%	15%	23%	11%	14%	12%	21%	24%	11%	12%	13%	15%	9%	14%
A few times a month	16%	15%	17%	26%	17%	12%	13%	25%	26%	17%	18%	10%	15%	13%	14%
A few times a year	23%	22%	25%	24%	25%	22%	23%	22%	26%	22%	29%	21%	24%	22%	23%
Once a year	2%	2%	2%	3%	2%	2%	1%	3%	3%	3%	2%	2%	3%	2%	1%
Less than once a year	11%	11%	11%	3%	9%	14%	14%	3%	3%	10%	8%	15%	12%	13%	15%
Never	15%	19%	11%	6%	13%	15%	19%	7%	4%	14%	12%	20%	10%	26%	13%
Don't know	10%	9%	11%	8%	10%	12%	9%	8%	8%	13%	8%	9%	14%	7%	11%

Overall, do you think you have lived a meaningful life?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
I think I have	59%	57%	62%	44%	51%	58%	73%	48%	41%	46%	57%	51%	65%	75%	72%
I think I have not	23%	25%	21%	36%	29%	25%	12%	31%	40%	32%	27%	31%	19%	12%	12%
Don't know	17%	18%	16%	20%	19%	17%	15%	21%	19%	22%	17%	19%	15%	13%	16%

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Fieldwork Dates: 19th - 23rd March 2021

Total	Part of the UK				Social Grade		Marital status						
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

When it comes to religion, which applies to you?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
I regularly practice my religion	10%	10%	9%	12%	19%	11%	9%	5%	11%	3%	12%	10%	11%	9%
I occasionally practice my religion	10%	10%	5%	5%	19%	11%	9%	8%	8%	5%	11%	11%	8%	9%
I am affiliated with a religion, but non-practising	27%	27%	27%	27%	25%	26%	28%	28%	32%	21%	32%	20%	26%	43%
I am not religious in any way	52%	52%	56%	55%	36%	52%	52%	54%	49%	71%	43%	57%	51%	40%
Don't know	2%	2%	3%	1%	-	1%	2%	6%	1%	1%	2%	2%	4%	-

Do you think life has a meaning?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
I think life does have a meaning	59%	59%	54%	54%	67%	59%	59%	47%	64%	56%	62%	57%	60%	56%
I do not think life has a meaning	26%	25%	31%	28%	18%	25%	26%	30%	21%	30%	22%	30%	17%	19%
Don't know	15%	15%	15%	17%	15%	15%	16%	24%	15%	15%	16%	13%	23%	25%

How often, if at all, do you consider whether life has a meaning?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
At least once a day	9%	9%	9%	9%	15%	8%	11%	14%	13%	7%	8%	11%	7%	9%
A few times a week	14%	14%	7%	10%	11%	14%	13%	11%	11%	11%	14%	15%	13%	11%
A few times a month	16%	16%	17%	16%	10%	16%	16%	17%	14%	15%	13%	19%	22%	10%
A few times a year	23%	23%	30%	23%	22%	25%	21%	21%	23%	27%	23%	22%	24%	21%
Once a year	2%	2%	-	2%	2%	2%	2%	-	4%	1%	2%	2%	-	1%
Less than once a year	11%	11%	13%	10%	11%	14%	8%	8%	10%	14%	13%	8%	20%	10%
Never	15%	15%	14%	18%	13%	14%	15%	17%	18%	14%	16%	13%	3%	26%
Don't know	10%	10%	9%	11%	16%	7%	13%	12%	8%	11%	10%	10%	11%	13%

Overall, do you think you have lived a meaningful life?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
I think I have	59%	60%	65%	57%	56%	65%	53%	41%	61%	58%	70%	47%	52%	69%
I think I have not	23%	24%	18%	25%	17%	19%	28%	30%	24%	25%	14%	33%	20%	17%
Don't know	17%	17%	17%	18%	27%	15%	19%	29%	14%	17%	15%	19%	28%	14%

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Total	Religion practice			(Un)comfortable talking about death		Those who believe in			
	Practicing	Not practicing	Not religious	Comfortable	Uncomfortable	Heaven	Hell	Heaven and hell	Neither

When it comes to religion, which applies to you?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
I regularly practice my religion	10%	51%	-	-	10%	9%	20%	-	34%	1%
I occasionally practice my religion	10%	49%	-	-	9%	12%	23%	-	17%	4%
I am affiliated with a religion, but non-practising	27%	-	100%	-	26%	32%	40%	29%	34%	19%
I am not religious in any way	52%	-	-	100%	54%	46%	16%	59%	13%	75%
Don't know	2%	-	-	-	1%	2%	1%	12%	1%	1%

Do you think life has a meaning?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
I think life does have a meaning	59%	87%	67%	45%	58%	65%	83%	33%	86%	44%
I do not think life has a meaning	26%	6%	15%	39%	28%	21%	8%	26%	8%	41%
Don't know	15%	7%	18%	16%	14%	15%	10%	41%	6%	15%

How often, if at all, do you consider whether life has a meaning?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
At least once a day	9%	23%	6%	6%	10%	7%	11%	14%	20%	5%
A few times a week	14%	22%	15%	10%	14%	14%	23%	17%	18%	11%
A few times a month	16%	19%	18%	13%	16%	15%	18%	19%	18%	15%
A few times a year	23%	18%	24%	26%	24%	27%	21%	6%	22%	24%
Once a year	2%	0%	3%	3%	2%	3%	2%	11%	1%	3%
Less than once a year	11%	5%	12%	13%	11%	10%	6%	7%	7%	14%
Never	15%	4%	11%	21%	15%	13%	6%	19%	5%	22%
Don't know	10%	9%	11%	9%	8%	11%	12%	6%	10%	6%

Overall, do you think you have lived a meaningful life?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
I think I have	59%	77%	61%	53%	63%	55%	70%	25%	67%	57%
I think I have not	23%	13%	24%	27%	23%	25%	16%	64%	23%	25%
Don't know	17%	11%	15%	20%	14%	20%	14%	11%	10%	17%

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Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24 / Male	16-24 / Female	25-39 / Male	25-39 / Female	40-59 / Male	40-59 / Female	60+ / Male	60+ / Female

Which comes closer to your view about whether the course of a person's life is or is not predetermined by a higher power?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
The course of life is predetermined, and we can't change it	9%	8%	10%	10%	8%	9%	10%	13%	7%	8%	8%	6%	12%	8%	11%
The course of life is predetermined, but we can change it	23%	18%	28%	29%	24%	23%	21%	28%	29%	18%	29%	18%	27%	14%	27%
The course of life is NOT predetermined	56%	64%	50%	50%	53%	60%	59%	51%	49%	57%	49%	68%	52%	71%	48%
Don't know	11%	10%	12%	11%	16%	8%	11%	8%	14%	17%	14%	8%	9%	7%	14%

Is there someone for whom you would give your life to save theirs?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
There is	76%	72%	80%	69%	79%	76%	75%	64%	74%	72%	86%	72%	80%	74%	76%
There is not	9%	11%	7%	10%	6%	11%	8%	15%	6%	8%	4%	12%	9%	10%	7%
Don't know	16%	18%	14%	21%	15%	13%	17%	22%	20%	20%	10%	16%	10%	16%	17%

Would you like to live forever (if you would stop ageing, keep a body which was in the age you most desire and keep your mental capabilities)?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
I would	41%	45%	37%	39%	46%	43%	36%	44%	34%	47%	45%	53%	34%	38%	34%
I would not	42%	38%	46%	50%	35%	40%	46%	48%	53%	29%	40%	33%	47%	45%	48%
Don't know	17%	17%	17%	11%	20%	17%	18%	9%	13%	25%	15%	15%	19%	17%	18%

Is there anything worse than death?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
There is	65%	65%	65%	72%	69%	65%	59%	75%	70%	68%	71%	66%	64%	56%	61%
There isn't	19%	19%	20%	13%	19%	21%	22%	11%	14%	16%	22%	22%	20%	21%	22%
Don't know	16%	17%	14%	15%	12%	15%	20%	14%	16%	17%	8%	12%	17%	23%	17%

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Total	Part of the UK				Social Grade		Marital status						
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Which comes closer to your view about whether the course of a person's life is or is not predetermined by a higher power?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
The course of life is predetermined, and we can't change it	9%	8%	16%	10%	11%	8%	11%	9%	11%	5%	9%	10%	7%	12%
The course of life is predetermined, but we can change it	23%	23%	19%	21%	35%	23%	23%	34%	30%	19%	23%	23%	28%	20%
The course of life is NOT predetermined	56%	57%	55%	58%	46%	61%	52%	43%	51%	63%	57%	55%	54%	52%
Don't know	11%	11%	10%	11%	8%	9%	14%	14%	8%	12%	10%	13%	10%	16%

Is there someone for whom you would give your life to save theirs?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
There is	76%	76%	79%	70%	87%	79%	72%	72%	73%	77%	84%	65%	66%	70%
There is not	9%	9%	6%	12%	5%	7%	10%	9%	12%	6%	5%	13%	7%	13%
Don't know	16%	16%	15%	18%	8%	14%	17%	18%	15%	17%	11%	22%	28%	17%

Would you like to live forever (if you would stop ageing, keep a body which was in the age you most desire and keep your mental capabilities)?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
I would	41%	42%	36%	35%	38%	40%	42%	53%	40%	42%	38%	43%	55%	35%
I would not	42%	41%	46%	51%	42%	44%	39%	36%	45%	43%	42%	42%	37%	50%
Don't know	17%	17%	18%	14%	20%	16%	19%	11%	14%	15%	20%	15%	7%	14%

Is there anything worse than death?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
There is	65%	65%	65%	65%	65%	69%	60%	49%	59%	67%	64%	68%	65%	56%
There isn't	19%	20%	21%	19%	18%	18%	21%	28%	20%	20%	21%	16%	21%	26%
Don't know	16%	16%	14%	16%	17%	13%	19%	23%	21%	13%	16%	16%	15%	18%

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Total	Religion practice			(Un)comfortable talking about death		Those who believe in			
	Practicing	Not practicing	Not religious	Comfortable	Uncomfortable	Heaven	Hell	Heaven and hell	Neither

Which comes closer to your view about whether the course of a person's life is or is not predetermined by a higher power?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
The course of life is predetermined, and we can't change it	9%	16%	11%	5%	9%	8%	21%	10%	17%	5%
The course of life is predetermined, but we can change it	23%	45%	27%	13%	22%	26%	35%	61%	48%	11%
The course of life is NOT predetermined	56%	29%	48%	72%	60%	51%	32%	12%	26%	78%
Don't know	11%	10%	14%	10%	8%	15%	12%	17%	9%	7%

Is there someone for whom you would give your life to save theirs?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
There is	76%	77%	78%	74%	79%	71%	81%	65%	79%	75%
There is not	9%	7%	8%	10%	8%	11%	4%	5%	9%	10%
Don't know	16%	16%	14%	16%	13%	18%	16%	29%	13%	15%

Would you like to live forever (if you would stop ageing, keep a body which was in the age you most desire and keep your mental capabilities)?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
I would	41%	38%	42%	42%	38%	53%	48%	27%	40%	42%
I would not	42%	44%	40%	43%	48%	29%	37%	73%	46%	45%
Don't know	17%	18%	18%	15%	15%	18%	15%	-	14%	14%

Is there anything worse than death?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
There is	65%	68%	57%	69%	72%	50%	52%	63%	65%	70%
There isn't	19%	18%	26%	17%	17%	31%	32%	21%	24%	17%
Don't know	16%	14%	17%	15%	12%	19%	16%	16%	12%	13%

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Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24 / Male	16-24 / Female	25-39 / Male	25-39 / Female	40-59 / Male	40-59 / Female	60+ / Male	60+ / Female

How often do you think about death, either your own or in general?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
At least once a day	9%	7%	11%	12%	10%	10%	6%	10%	14%	8%	13%	9%	11%	4%	7%
A few times a week	20%	18%	21%	28%	19%	19%	18%	28%	28%	17%	20%	18%	20%	16%	20%
A few times a month	24%	22%	26%	27%	25%	22%	25%	23%	31%	25%	26%	21%	22%	21%	28%
A few times a year	27%	28%	25%	18%	24%	29%	30%	19%	16%	25%	23%	29%	28%	34%	27%
Once a year	2%	2%	2%	2%	3%	3%	2%	3%	1%	3%	3%	3%	3%	1%	2%
Less than once a year	7%	8%	6%	3%	5%	8%	9%	3%	2%	4%	6%	10%	7%	11%	8%
Never	4%	6%	2%	3%	3%	5%	5%	4%	1%	4%	2%	6%	3%	8%	2%
Don't know	7%	8%	7%	8%	11%	6%	5%	9%	7%	14%	7%	4%	8%	5%	5%

How, if at all, has the death of someone impacted your life? Tick all that apply.

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
I changed my priorities about what is important in life	34%	30%	38%	25%	36%	36%	36%	21%	28%	29%	43%	30%	41%	35%	37%
I have begun to appreciate life itself more	38%	35%	40%	35%	36%	36%	42%	37%	33%	29%	43%	31%	40%	41%	42%
I developed new interests	7%	7%	7%	10%	8%	7%	5%	10%	10%	9%	7%	6%	8%	4%	5%
I became a stronger person	27%	22%	31%	29%	28%	28%	25%	28%	30%	23%	32%	21%	34%	20%	29%
I became a weaker person	4%	4%	5%	6%	4%	5%	4%	3%	8%	3%	5%	5%	5%	3%	4%
I became more religious	5%	5%	4%	8%	6%	5%	3%	10%	6%	6%	5%	5%	5%	3%	3%
I have lost/weakened my faith	8%	8%	8%	6%	7%	9%	9%	4%	9%	8%	5%	8%	9%	8%	9%
I have become more open towards others	18%	19%	17%	16%	18%	16%	20%	14%	18%	20%	16%	15%	16%	23%	18%
I have become more closed towards others	8%	7%	9%	10%	9%	9%	5%	6%	13%	8%	9%	8%	9%	4%	6%
Not applicable, the death of someone has not impacted my life in any way	13%	16%	10%	21%	13%	11%	11%	24%	18%	13%	13%	16%	7%	16%	6%
None of these	11%	12%	10%	8%	13%	11%	10%	8%	9%	16%	9%	13%	9%	10%	11%
Prefer not to say	3%	3%	2%	3%	4%	2%	2%	3%	3%	6%	2%	3%	2%	2%	2%
Don't know	7%	8%	6%	9%	10%	5%	5%	9%	10%	12%	8%	7%	3%	4%	5%

Would you rather have another life after death or end your existence once you die?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
To have another life after death	52%	52%	52%	60%	52%	53%	47%	64%	57%	53%	52%	54%	52%	45%	49%
To die and end my existence	23%	23%	24%	20%	21%	23%	27%	14%	26%	19%	23%	22%	24%	30%	24%
Don't know	25%	25%	25%	20%	26%	24%	26%	23%	17%	28%	25%	24%	25%	25%	27%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Part of the UK				Social Grade		Marital status						
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

How often do you think about death, either your own or in general?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
At least once a day	9%	9%	11%	7%	10%	8%	10%	9%	8%	11%	7%	11%	13%	8%
A few times a week	20%	20%	19%	20%	19%	20%	19%	23%	20%	19%	18%	21%	30%	20%
A few times a month	24%	24%	30%	26%	16%	24%	24%	26%	22%	27%	24%	25%	22%	18%
A few times a year	27%	26%	20%	27%	38%	29%	24%	26%	30%	23%	30%	22%	17%	33%
Once a year	2%	2%	2%	3%	2%	3%	2%	-	1%	2%	2%	3%	-	2%
Less than once a year	7%	8%	5%	6%	4%	8%	6%	4%	7%	7%	8%	6%	7%	5%
Never	4%	4%	6%	6%	2%	3%	5%	-	4%	3%	5%	5%	3%	5%
Don't know	7%	7%	8%	5%	11%	5%	10%	12%	6%	8%	6%	8%	7%	9%

How, if at all, has the death of someone impacted your life? Tick all that apply.

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
I changed my priorities about what is important in life	34%	34%	39%	33%	35%	38%	31%	32%	30%	36%	37%	29%	43%	50%
I have begun to appreciate life itself more	38%	38%	33%	39%	33%	41%	33%	17%	37%	38%	40%	34%	46%	39%
I developed new interests	7%	7%	4%	6%	9%	7%	7%	9%	5%	8%	6%	7%	10%	11%
I became a stronger person	27%	27%	27%	32%	19%	29%	25%	24%	27%	28%	25%	26%	28%	41%
I became a weaker person	4%	4%	3%	4%	6%	4%	5%	13%	4%	5%	3%	6%	-	9%
I became more religious	5%	5%	2%	7%	9%	5%	5%	13%	5%	2%	5%	6%	-	3%
I have lost/weakened my faith	8%	8%	5%	8%	13%	8%	8%	-	11%	7%	9%	6%	7%	10%
I have become more open towards others	18%	18%	19%	17%	25%	19%	17%	8%	13%	19%	19%	16%	14%	27%
I have become more closed towards others	8%	8%	6%	6%	11%	7%	9%	4%	8%	8%	6%	9%	11%	12%
Not applicable, the death of someone has not impacted my life in any way	13%	14%	11%	9%	7%	12%	13%	12%	12%	12%	11%	18%	14%	2%
None of these	11%	11%	13%	10%	19%	10%	12%	9%	15%	11%	11%	12%	-	4%
Prefer not to say	3%	3%	2%	2%	3%	2%	3%	4%	3%	3%	2%	3%	3%	3%
Don't know	7%	7%	8%	5%	3%	5%	9%	19%	1%	9%	6%	8%	4%	2%

Would you rather have another life after death or end your existence once you die?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
To have another life after death	52%	52%	44%	53%	58%	50%	54%	41%	41%	54%	50%	55%	56%	46%
To die and end my existence	23%	23%	32%	22%	17%	26%	20%	39%	33%	20%	23%	21%	27%	26%
Don't know	25%	25%	24%	25%	26%	24%	26%	21%	26%	25%	26%	24%	17%	28%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Religion practice			(Un)comfortable talking about death		Those who believe in			
	Practicing	Not practicing	Not religious	Comfortable	Uncomfortable	Heaven	Hell	Heaven and hell	Neither

How often do you think about death, either your own or in general?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
At least once a day	9%	13%	8%	8%	10%	7%	10%	20%	12%	8%
A few times a week	20%	23%	20%	18%	21%	20%	20%	29%	23%	19%
A few times a month	24%	27%	22%	24%	25%	24%	27%	14%	21%	26%
A few times a year	27%	24%	28%	27%	27%	28%	26%	7%	23%	27%
Once a year	2%	1%	3%	2%	2%	4%	1%	-	3%	2%
Less than once a year	7%	6%	7%	8%	7%	8%	6%	12%	7%	8%
Never	4%	2%	5%	5%	4%	3%	6%	12%	3%	4%
Don't know	7%	5%	7%	7%	5%	6%	5%	6%	7%	6%

How, if at all, has the death of someone impacted your life? Tick all that apply.

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
I changed my priorities about what is important in life	34%	44%	38%	29%	36%	33%	43%	26%	44%	29%
I have begun to appreciate life itself more	38%	42%	42%	34%	39%	40%	46%	14%	42%	35%
I developed new interests	7%	9%	7%	6%	7%	7%	5%	6%	10%	6%
I became a stronger person	27%	33%	27%	25%	29%	23%	29%	37%	34%	24%
I became a weaker person	4%	5%	4%	4%	4%	5%	6%	29%	6%	3%
I became more religious	5%	20%	3%	0%	5%	4%	11%	-	15%	1%
I have lost/weakened my faith	8%	6%	10%	8%	8%	9%	7%	12%	9%	8%
I have become more open towards others	18%	22%	20%	16%	19%	16%	17%	5%	24%	17%
I have become more closed towards others	8%	9%	8%	7%	7%	9%	10%	34%	10%	6%
Not applicable, the death of someone has not impacted my life in any way	13%	7%	11%	16%	14%	10%	7%	6%	7%	17%
None of these	11%	6%	7%	15%	11%	9%	6%	-	6%	14%
Prefer not to say	3%	3%	3%	2%	2%	4%	3%	6%	2%	2%
Don't know	7%	6%	7%	6%	5%	7%	5%	-	5%	5%

Would you rather have another life after death or end your existence once you die?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
To have another life after death	52%	66%	55%	46%	51%	62%	73%	34%	65%	44%
To die and end my existence	23%	13%	19%	29%	27%	16%	7%	54%	16%	33%
Don't know	25%	21%	26%	24%	23%	22%	20%	13%	19%	23%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24 / Male	16-24 / Female	25-39 / Male	25-39 / Female	40-59 / Male	40-59 / Female	60+ / Male	60+ / Female

Do you think fearing death is rational or irrational?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
Rational	75%	74%	76%	72%	76%	76%	75%	71%	72%	76%	77%	75%	76%	72%	78%
Irrational	15%	16%	14%	18%	13%	14%	17%	19%	17%	12%	13%	15%	12%	20%	14%
Don't know	10%	10%	10%	10%	11%	10%	8%	10%	11%	12%	10%	9%	11%	8%	8%

Are you afraid of dying?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
I am	41%	35%	47%	43%	46%	43%	34%	43%	44%	35%	56%	39%	47%	26%	41%
I am not	43%	48%	37%	45%	36%	42%	48%	46%	43%	43%	29%	46%	38%	56%	41%
Don't know	16%	17%	16%	12%	19%	15%	18%	11%	13%	22%	16%	15%	16%	18%	18%

Has the fear of death ever affected you enjoying your life?

Unweighted base	1247	518	729	146	331	375	395	57	89	135	196	167	208	159	236
Base	1239	541	698	162	345	370	363	79	83	150	195	166	203	145	217
It has	32%	30%	33%	40%	38%	33%	21%	34%	45%	37%	38%	31%	34%	20%	21%
It has not	57%	56%	58%	44%	46%	58%	72%	47%	42%	43%	48%	59%	58%	72%	73%
Don't know	11%	13%	9%	16%	16%	8%	7%	19%	14%	20%	14%	10%	7%	8%	6%

Which do you fear more, your own death or the death of someone you love?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
My own death	6%	8%	4%	7%	6%	7%	5%	11%	3%	8%	5%	8%	5%	6%	3%
Death of someone I love	63%	60%	66%	66%	63%	62%	63%	63%	69%	55%	70%	59%	65%	62%	64%
Both equally	22%	21%	23%	20%	22%	22%	24%	17%	22%	24%	20%	21%	23%	21%	26%
Neither	4%	5%	3%	2%	2%	5%	6%	3%	1%	3%	1%	6%	4%	8%	5%
Prefer not to say	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Don't know	4%	5%	3%	4%	6%	4%	2%	4%	4%	8%	3%	5%	3%	2%	1%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Part of the UK				Social Grade		Marital status						
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Do you think fearing death is rational or irrational?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
Rational	75%	76%	73%	69%	83%	79%	71%	56%	75%	82%	77%	72%	75%	68%
Irrational	15%	15%	16%	21%	6%	14%	16%	30%	16%	10%	13%	18%	7%	24%
Don't know	10%	9%	11%	10%	11%	7%	13%	15%	8%	8%	10%	10%	18%	8%

Are you afraid of dying?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
I am	41%	41%	45%	35%	49%	41%	40%	33%	37%	45%	42%	39%	32%	36%
I am not	43%	43%	39%	48%	34%	42%	44%	46%	52%	40%	39%	45%	50%	52%
Don't know	16%	16%	16%	17%	17%	17%	16%	21%	12%	15%	19%	16%	17%	12%

Has the fear of death ever affected you enjoying your life?

Unweighted base	1247	1043	66	98	40	697	550	11	71	167	551	342	14	43
Base	1239	1043	64	94	39	672	567	12	67	166	532	359	14	39
It has	32%	33%	31%	24%	20%	30%	34%	37%	29%	33%	29%	35%	49%	19%
It has not	57%	57%	56%	60%	63%	62%	52%	44%	65%	57%	62%	49%	43%	77%
Don't know	11%	10%	12%	15%	17%	8%	14%	19%	6%	10%	9%	16%	8%	5%

Which do you fear more, your own death or the death of someone you love?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
My own death	6%	6%	6%	5%	4%	6%	6%	5%	7%	8%	4%	7%	4%	2%
Death of someone I love	63%	63%	61%	64%	77%	66%	59%	59%	61%	65%	65%	59%	55%	69%
Both equally	22%	23%	24%	19%	15%	21%	24%	18%	23%	21%	24%	21%	30%	19%
Neither	4%	4%	3%	7%	2%	4%	5%	4%	6%	3%	3%	6%	3%	5%
Prefer not to say	1%	1%	2%	-	-	1%	1%	4%	1%	1%	1%	1%	-	2%
Don't know	4%	3%	5%	5%	3%	3%	5%	10%	2%	2%	3%	6%	7%	3%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Religion practice			(Un)comfortable talking about death		Those who believe in			
	Practicing	Not practicing	Not religious	Comfortable	Uncomfortable	Heaven	Hell	Heaven and hell	Neither

Do you think fearing death is rational or irrational?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
Rational	75%	74%	80%	74%	75%	82%	79%	21%	74%	76%
Irrational	15%	16%	12%	16%	17%	9%	9%	51%	18%	17%
Don't know	10%	10%	8%	9%	7%	9%	13%	28%	9%	6%

Are you afraid of dying?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
I am	41%	34%	44%	42%	34%	70%	51%	7%	40%	40%
I am not	43%	51%	38%	42%	52%	16%	36%	81%	49%	46%
Don't know	16%	15%	18%	16%	14%	13%	13%	13%	11%	15%

Has the fear of death ever affected you enjoying your life?

Unweighted base	1247	209	368	646	744	393	169	3	199	636
Base	1239	208	357	649	737	391	165	3	201	628
It has	32%	41%	27%	31%	30%	40%	31%	36%	41%	29%
It has not	57%	52%	62%	58%	64%	49%	59%	29%	53%	62%
Don't know	11%	7%	11%	11%	6%	11%	10%	36%	7%	9%

Which do you fear more, your own death or the death of someone you love?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
My own death	6%	6%	5%	6%	5%	10%	5%	-	6%	7%
Death of someone I love	63%	62%	62%	65%	70%	47%	68%	74%	61%	64%
Both equally	22%	22%	26%	20%	18%	38%	21%	20%	26%	21%
Neither	4%	3%	4%	5%	5%	1%	2%	5%	4%	5%
Prefer not to say	1%	1%	0%	1%	0%	1%	2%	-	0%	0%
Don't know	4%	4%	3%	3%	1%	3%	2%	-	3%	3%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24 / Male	16-24 / Female	25-39 / Male	25-39 / Female	40-59 / Male	40-59 / Female	60+ / Male	60+ / Female

How comfortable are you talking about your own death?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
Very comfortable	27%	30%	24%	26%	26%	26%	28%	31%	21%	30%	22%	27%	25%	32%	25%
Fairly comfortable	45%	44%	46%	42%	38%	47%	49%	37%	47%	36%	40%	48%	46%	50%	48%
Fairly uncomfortable	15%	14%	16%	15%	15%	14%	15%	16%	14%	13%	17%	15%	13%	11%	17%
Very uncomfortable	7%	5%	8%	6%	11%	7%	4%	5%	6%	11%	12%	4%	10%	2%	5%
Don't know	5%	5%	5%	6%	7%	5%	3%	5%	8%	8%	7%	5%	5%	3%	3%
Prefer not to say	2%	2%	2%	5%	2%	1%	2%	6%	3%	2%	2%	2%	1%	2%	1%

Have you ever had a near-death experience?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
I have	24%	28%	20%	17%	27%	25%	22%	17%	18%	32%	23%	30%	20%	28%	17%
I have not	69%	64%	74%	70%	65%	68%	72%	70%	70%	59%	71%	64%	72%	65%	78%
Don't know	8%	8%	7%	13%	8%	7%	6%	13%	12%	9%	6%	7%	8%	7%	5%

Do you have a list of things you want to do before you die?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
I have an actual list of things I want to do	5%	4%	5%	7%	6%	4%	3%	9%	6%	5%	7%	3%	6%	3%	2%
I have no actual list, but an idea of things I want to do	53%	51%	55%	66%	60%	48%	47%	66%	66%	57%	63%	45%	51%	44%	49%
I don't, but I plan on making one	5%	4%	5%	8%	6%	4%	3%	7%	8%	4%	8%	4%	4%	3%	4%
I don't, and I don't plan on making one	34%	36%	31%	14%	22%	39%	46%	13%	15%	25%	18%	43%	35%	49%	43%
Don't know	4%	4%	3%	5%	6%	4%	1%	5%	6%	8%	4%	4%	4%	1%	1%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Part of the UK				Social Grade		Marital status						
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

How comfortable are you talking about your own death?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
Very comfortable	27%	27%	29%	27%	23%	26%	28%	46%	35%	26%	23%	28%	24%	38%
Fairly comfortable	45%	45%	44%	48%	44%	47%	42%	27%	38%	47%	50%	40%	44%	45%
Fairly uncomfortable	15%	15%	14%	11%	22%	16%	14%	4%	15%	14%	16%	14%	17%	12%
Very uncomfortable	7%	7%	6%	7%	2%	7%	7%	9%	6%	8%	6%	8%	10%	1%
Don't know	5%	5%	5%	5%	8%	4%	6%	4%	5%	4%	4%	8%	4%	2%
Prefer not to say	2%	2%	3%	2%	1%	1%	3%	10%	1%	1%	1%	3%	-	1%

Have you ever had a near-death experience?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
I have	24%	24%	26%	23%	23%	21%	26%	17%	32%	24%	22%	26%	12%	20%
I have not	69%	69%	66%	68%	72%	73%	64%	55%	59%	72%	72%	65%	75%	73%
Don't know	8%	7%	8%	9%	5%	6%	10%	28%	10%	4%	6%	9%	13%	7%

Do you have a list of things you want to do before you die?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
I have an actual list of things I want to do	5%	5%	4%	6%	-	4%	5%	22%	8%	4%	3%	6%	-	4%
I have no actual list, but an idea of things I want to do	53%	53%	52%	53%	57%	54%	52%	54%	47%	61%	49%	57%	61%	42%
I don't, but I plan on making one	5%	5%	2%	5%	5%	4%	5%	4%	5%	6%	4%	5%	8%	1%
I don't, and I don't plan on making one	34%	33%	39%	30%	35%	35%	32%	14%	38%	26%	42%	25%	24%	52%
Don't know	4%	4%	2%	6%	3%	2%	5%	6%	3%	3%	2%	6%	7%	-

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Religion practice			(Un)comfortable talking about death		Those who believe in			
	Practicing	Not practicing	Not religious	Comfortable	Uncomfortable	Heaven	Hell	Heaven and hell	Neither

How comfortable are you talking about your own death?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
Very comfortable	27%	30%	23%	28%	37%	-	23%	57%	27%	30%
Fairly comfortable	45%	41%	46%	46%	63%	-	39%	16%	44%	47%
Fairly uncomfortable	15%	15%	18%	12%	-	68%	18%	7%	16%	13%
Very uncomfortable	7%	8%	7%	6%	-	32%	12%	13%	7%	5%
Don't know	5%	4%	3%	6%	-	-	5%	7%	4%	4%
Prefer not to say	2%	3%	2%	1%	-	-	3%	-	2%	0%

Have you ever had a near-death experience?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
I have	24%	24%	24%	23%	25%	20%	16%	31%	27%	24%
I have not	69%	69%	69%	69%	69%	74%	78%	54%	67%	70%
Don't know	8%	6%	7%	8%	6%	6%	6%	16%	6%	6%

Do you have a list of things you want to do before you die?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
I have an actual list of things I want to do	5%	7%	3%	5%	4%	5%	6%	6%	8%	3%
I have no actual list, but an idea of things I want to do	53%	56%	53%	53%	56%	51%	52%	51%	57%	52%
I don't, but I plan on making one	5%	6%	5%	4%	4%	7%	5%	7%	6%	4%
I don't, and I don't plan on making one	34%	27%	35%	35%	34%	32%	33%	37%	26%	40%
Don't know	4%	4%	3%	3%	1%	4%	3%	-	3%	1%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24 / Male	16-24 / Female	25-39 / Male	25-39 / Female	40-59 / Male	40-59 / Female	60+ / Male	60+ / Female

If you had to guess, how old do you think you will be when you die?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
65 years old or younger [65]	8%	9%	7%	11%	14%	8%	1%	8%	14%	16%	12%	11%	5%	1%	1%
66 to 70 years old [68]	5%	6%	5%	3%	6%	8%	3%	5%	2%	5%	7%	8%	8%	4%	2%
71 to 75 years old [73]	8%	8%	7%	6%	7%	9%	8%	5%	7%	7%	6%	9%	8%	11%	6%
76 to 80 years old [78]	14%	15%	12%	12%	11%	16%	14%	12%	13%	13%	10%	15%	16%	17%	11%
81 to 85 years old [83]	18%	17%	19%	18%	16%	16%	23%	17%	19%	16%	16%	16%	16%	20%	25%
86 to 90 years old [88]	17%	14%	19%	19%	12%	14%	21%	15%	22%	9%	16%	11%	18%	20%	23%
91 to 100 years old [95.5]	7%	8%	7%	7%	6%	6%	10%	9%	5%	7%	6%	6%	7%	10%	10%
More than 100 years old [100]	2%	3%	1%	4%	2%	2%	1%	8%	-	2%	2%	3%	2%	2%	0%
Don't know	18%	17%	19%	13%	22%	19%	17%	14%	11%	21%	23%	18%	19%	15%	19%
Prefer not to say	3%	3%	3%	7%	3%	3%	2%	7%	7%	4%	3%	3%	3%	1%	2%
Mean	81.12	80.72	81.51	81.50	79.06	80.01	83.40	82.96	80.07	78.54	79.57	79.02	80.94	82.85	83.93
Std. dev	9.23	9.64	8.81	9.80	10.16	9.34	7.58	10.36	9.04	10.32	9.99	9.73	8.88	8.01	7.11

Have you ever imagined what your funeral will look like?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
I have, in detail	8%	5%	10%	9%	6%	7%	9%	7%	10%	6%	6%	4%	10%	5%	12%
I have, in general	41%	37%	45%	39%	38%	40%	46%	37%	42%	36%	40%	33%	46%	42%	49%
I have not	48%	54%	43%	46%	53%	51%	44%	49%	43%	55%	51%	60%	42%	50%	37%
Don't know	3%	3%	2%	6%	3%	2%	2%	8%	5%	3%	2%	2%	2%	2%	1%

What would you like to happen to your body when you die?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
I'd like to be buried	15%	15%	15%	19%	17%	14%	13%	24%	15%	17%	17%	12%	15%	12%	14%
I'd like to be cremated	45%	42%	48%	22%	37%	48%	58%	13%	30%	30%	44%	46%	50%	61%	55%
I'd like my body to be frozen and kept intact	1%	1%	1%	2%	1%	1%	1%	3%	1%	2%	-	1%	1%	1%	1%
I'd like my body donated for experiments	13%	14%	12%	21%	14%	10%	11%	23%	18%	17%	11%	9%	10%	11%	12%
Other	4%	4%	4%	6%	5%	5%	2%	7%	5%	4%	5%	5%	5%	2%	3%
I haven't decided	16%	17%	16%	22%	19%	17%	11%	21%	22%	21%	16%	18%	15%	9%	13%
Prefer not to say	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	0%	1%	0%	0%	1%
Don't know	5%	6%	4%	7%	7%	5%	3%	8%	7%	7%	7%	7%	4%	4%	2%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Part of the UK				Social Grade		Marital status						
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

If you had to guess, how old do you think you will be when you die?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
65 years old or younger [65]	8%	8%	7%	10%	5%	5%	11%	13%	4%	8%	4%	12%	16%	4%
66 to 70 years old [68]	5%	5%	4%	8%	15%	5%	5%	4%	10%	3%	5%	6%	3%	5%
71 to 75 years old [73]	8%	8%	10%	5%	11%	7%	8%	9%	7%	8%	8%	8%	3%	7%
76 to 80 years old [78]	14%	14%	11%	14%	9%	15%	12%	9%	13%	17%	15%	11%	22%	9%
81 to 85 years old [83]	18%	18%	25%	13%	18%	20%	16%	15%	19%	19%	20%	16%	6%	19%
86 to 90 years old [88]	17%	17%	15%	17%	12%	21%	12%	21%	16%	15%	18%	14%	22%	24%
91 to 100 years old [95.5]	7%	7%	6%	10%	11%	8%	7%	-	11%	5%	9%	7%	-	9%
More than 100 years old [100]	2%	2%	-	2%	-	2%	3%	-	3%	2%	2%	3%	3%	2%
Don't know	18%	18%	18%	19%	18%	15%	21%	19%	15%	18%	18%	19%	24%	19%
Prefer not to say	3%	3%	4%	2%	-	2%	4%	10%	3%	3%	2%	4%	-	2%
Mean	81.12	81.24	80.65	80.73	79.67	81.97	80.07	78.36	81.86	80.50	82.08	79.89	78.69	83.20
Std. dev	9.23	9.18	8.29	10.07	9.70	8.53	9.94	8.92	9.50	8.77	8.54	10.18	9.72	8.58

Have you ever imagined what your funeral will look like?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
I have, in detail	8%	7%	8%	10%	6%	8%	7%	9%	13%	8%	7%	6%	3%	10%
I have, in general	41%	41%	45%	39%	44%	44%	38%	43%	41%	42%	42%	38%	40%	54%
I have not	48%	49%	44%	49%	48%	47%	50%	38%	44%	48%	49%	52%	53%	34%
Don't know	3%	3%	3%	2%	2%	1%	5%	10%	3%	2%	2%	4%	4%	2%

What would you like to happen to your body when you die?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
I'd like to be buried	15%	14%	16%	19%	25%	14%	16%	28%	13%	11%	14%	19%	11%	18%
I'd like to be cremated	45%	45%	50%	39%	41%	50%	39%	30%	46%	48%	53%	33%	46%	63%
I'd like my body to be frozen and kept intact	1%	1%	1%	1%	-	1%	1%	-	1%	1%	0%	1%	3%	-
I'd like my body donated for experiments	13%	13%	14%	12%	10%	13%	12%	9%	15%	17%	11%	14%	15%	12%
Other	4%	4%	5%	7%	3%	4%	4%	4%	4%	4%	3%	5%	7%	-
I haven't decided	16%	16%	12%	19%	12%	14%	18%	15%	17%	16%	15%	19%	7%	5%
Prefer not to say	1%	1%	-	-	1%	1%	1%	-	1%	-	1%	1%	-	1%
Don't know	5%	5%	3%	3%	8%	3%	7%	15%	4%	5%	4%	7%	11%	1%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Religion practice			(Un)comfortable talking about death		Those who believe in			
	Practicing	Not practicing	Not religious	Comfortable	Uncomfortable	Heaven	Hell	Heaven and hell	Neither

If you had to guess, how old do you think you will be when you die?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
65 years old or younger [65]	8%	6%	5%	9%	9%	5%	6%	13%	6%	9%
66 to 70 years old [68]	5%	5%	5%	5%	6%	3%	4%	6%	6%	5%
71 to 75 years old [73]	8%	6%	8%	8%	8%	5%	6%	7%	7%	8%
76 to 80 years old [78]	14%	11%	16%	13%	15%	13%	12%	24%	14%	14%
81 to 85 years old [83]	18%	15%	21%	19%	20%	17%	19%	20%	17%	20%
86 to 90 years old [88]	17%	22%	15%	16%	17%	18%	21%	13%	15%	17%
91 to 100 years old [95.5]	7%	9%	8%	7%	8%	7%	8%	-	9%	7%
More than 100 years old [100]	2%	3%	2%	2%	2%	3%	2%	-	3%	2%
Don't know	18%	18%	17%	18%	15%	23%	19%	11%	19%	16%
Prefer not to say	3%	4%	4%	2%	1%	4%	5%	6%	3%	2%
Mean	81.12	82.62	81.39	80.49	80.67	82.56	82.21	77.45	81.97	80.59
Std. dev	9.23	9.48	8.56	9.36	9.22	8.98	8.82	7.91	9.49	9.05

Have you ever imagined what your funeral will look like?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
I have, in detail	8%	10%	7%	7%	10%	3%	10%	13%	11%	7%
I have, in general	41%	45%	42%	40%	46%	34%	41%	47%	44%	41%
I have not	48%	42%	49%	51%	44%	61%	46%	40%	42%	51%
Don't know	3%	3%	3%	2%	1%	2%	2%	-	3%	1%

What would you like to happen to your body when you die?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
I'd like to be buried	15%	34%	16%	8%	15%	18%	22%	22%	29%	9%
I'd like to be cremated	45%	36%	54%	45%	49%	38%	49%	38%	42%	47%
I'd like my body to be frozen and kept intact	1%	1%	1%	1%	1%	2%	-	13%	1%	1%
I'd like my body donated for experiments	13%	6%	7%	18%	15%	7%	4%	27%	7%	18%
Other	4%	4%	3%	5%	4%	3%	2%	-	3%	5%
I haven't decided	16%	13%	15%	17%	13%	22%	16%	-	15%	15%
Prefer not to say	1%	2%	1%	1%	0%	2%	1%	-	1%	1%
Don't know	5%	5%	4%	5%	3%	7%	6%	-	2%	4%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24 / Male	16-24 / Female	25-39 / Male	25-39 / Female	40-59 / Male	40-59 / Female	60+ / Male	60+ / Female

How long do you think people will remember you after you die?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
Not at all	9%	10%	8%	7%	8%	10%	8%	6%	8%	8%	8%	12%	9%	11%	6%
Up to five years	15%	16%	13%	14%	16%	15%	14%	14%	13%	15%	16%	17%	13%	16%	12%
Up to ten years	9%	9%	10%	10%	9%	11%	8%	8%	12%	8%	9%	12%	10%	8%	9%
Up to twenty years	13%	12%	14%	11%	11%	12%	15%	10%	12%	12%	11%	12%	13%	13%	17%
Up to fifty years	11%	11%	12%	7%	9%	12%	15%	6%	7%	10%	7%	10%	13%	16%	15%
Longer than fifty years	7%	7%	6%	13%	6%	5%	6%	19%	8%	4%	8%	6%	5%	7%	5%
Don't know	36%	34%	38%	38%	42%	34%	33%	37%	39%	43%	41%	31%	37%	29%	36%

Do you believe in life after death?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
I do	33%	26%	38%	38%	33%	33%	29%	39%	36%	29%	37%	25%	41%	20%	37%
I do not	42%	50%	34%	39%	39%	40%	46%	42%	36%	41%	36%	53%	28%	57%	37%
Don't know	26%	24%	28%	23%	28%	26%	25%	18%	28%	29%	27%	22%	30%	23%	26%

You mentioned that you believe in life after death. Which of the following forms, if any, do you believe this takes?

Unweighted base	691	249	442	95	161	213	222	39	56	62	99	75	138	73	149
Base	704	277	427	110	179	212	203	58	52	77	101	76	136	66	138
Another life where your soul lives on (e.g. Heaven/Hell)	43%	48%	39%	47%	43%	41%	43%	59%	34%	51%	36%	41%	41%	44%	42%
Reincarnation (e.g. starting a new life in a different physical body or form after death)	16%	15%	17%	19%	16%	19%	12%	15%	23%	11%	20%	22%	18%	10%	12%
Becoming a ghost/spirit	6%	5%	7%	4%	8%	7%	4%	5%	4%	5%	10%	4%	9%	4%	4%
Existing as something else/a different form	5%	8%	3%	4%	6%	6%	4%	3%	5%	9%	3%	13%	1%	4%	3%
A bodily/physical existence in another world	3%	6%	2%	5%	1%	3%	5%	8%	2%	1%	1%	5%	2%	10%	3%
Other	2%	1%	2%	-	2%	2%	2%	-	-	1%	2%	1%	2%	3%	2%
I believe there is something, but I don't know what	22%	14%	27%	19%	19%	19%	29%	10%	29%	15%	23%	10%	25%	20%	33%
Prefer not to say	1%	2%	0%	-	1%	1%	1%	-	-	1%	1%	3%	1%	3%	-
Don't know	2%	2%	2%	2%	4%	2%	1%	-	3%	5%	3%	1%	2%	1%	1%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Part of the UK				Social Grade		Marital status						
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

How long do you think people will remember you after you die?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
Not at all	9%	9%	9%	11%	5%	7%	10%	21%	11%	9%	7%	10%	6%	10%
Up to five years	15%	14%	21%	13%	16%	15%	15%	34%	13%	18%	13%	14%	17%	22%
Up to ten years	9%	10%	4%	6%	17%	10%	8%	4%	6%	11%	9%	10%	7%	12%
Up to twenty years	13%	13%	13%	12%	14%	15%	10%	5%	16%	11%	15%	10%	8%	14%
Up to fifty years	11%	11%	13%	11%	10%	13%	9%	5%	11%	10%	15%	8%	7%	9%
Longer than fifty years	7%	7%	9%	6%	7%	7%	7%	-	5%	6%	6%	8%	4%	4%
Don't know	36%	36%	32%	41%	32%	32%	41%	32%	40%	35%	35%	40%	52%	29%

Do you believe in life after death?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
I do	33%	33%	30%	32%	41%	29%	37%	28%	32%	29%	32%	35%	30%	33%
I do not	42%	42%	41%	41%	31%	46%	37%	40%	41%	41%	43%	40%	39%	43%
Don't know	26%	25%	30%	28%	28%	25%	26%	32%	27%	30%	25%	25%	31%	24%

You mentioned that you believe in life after death. Which of the following forms, if any, do you believe this takes?

Unweighted base	691	577	31	57	26	337	354	6	46	82	284	208	8	30
Base	704	592	31	58	24	330	374	7	44	80	278	230	8	27
Another life where your soul lives on (e.g. Heaven/Hell)	43%	43%	18%	50%	56%	47%	39%	39%	42%	30%	46%	47%	39%	46%
Reincarnation (e.g. starting a new life in a different physical body or form after death)	16%	17%	10%	18%	13%	13%	19%	46%	20%	19%	13%	16%	25%	14%
Becoming a ghost/spirit	6%	6%	6%	7%	4%	4%	7%	-	2%	7%	6%	6%	-	6%
Existing as something else/a different form	5%	5%	9%	-	-	5%	4%	15%	4%	11%	3%	4%	-	-
A bodily/physical existence in another world	3%	4%	9%	-	5%	4%	3%	-	4%	5%	3%	3%	-	3%
Other	2%	2%	7%	-	4%	2%	2%	-	-	1%	2%	1%	-	-
I believe there is something, but I don't know what	22%	21%	36%	23%	19%	23%	21%	-	28%	25%	24%	18%	24%	31%
Prefer not to say	1%	1%	-	2%	-	0%	2%	-	-	-	1%	1%	-	-
Don't know	2%	2%	6%	-	-	2%	2%	-	-	1%	2%	3%	12%	-

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Religion practice			(Un)comfortable talking about death		Those who believe in			
	Practicing	Not practicing	Not religious	Comfortable	Uncomfortable	Heaven	Hell	Heaven and hell	Neither

How long do you think people will remember you after you die?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
Not at all	9%	5%	7%	11%	9%	8%	6%	20%	8%	10%
Up to five years	15%	14%	15%	15%	16%	13%	13%	6%	13%	17%
Up to ten years	9%	9%	9%	10%	9%	11%	9%	19%	10%	9%
Up to twenty years	13%	11%	14%	13%	13%	14%	13%	24%	11%	15%
Up to fifty years	11%	17%	12%	9%	13%	10%	15%	6%	12%	11%
Longer than fifty years	7%	10%	5%	6%	7%	8%	10%	-	7%	6%
Don't know	36%	34%	37%	36%	33%	37%	35%	25%	39%	31%

Do you believe in life after death?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
I do	33%	69%	35%	17%	32%	35%	71%	19%	75%	12%
I do not	42%	11%	32%	59%	45%	36%	8%	38%	10%	69%
Don't know	26%	20%	34%	23%	23%	29%	21%	42%	14%	19%

You mentioned that you believe in life after death. Which of the following forms, if any, do you believe this takes?

Unweighted base	691	292	199	190	488	159	186	3	282	142
Base	704	297	199	197	494	166	183	3	294	143
Another life where your soul lives on (e.g. Heaven/Hell)	43%	71%	34%	11%	44%	40%	56%	36%	63%	3%
Reincarnation (e.g. starting a new life in a different physical body or form after death)	16%	6%	17%	30%	16%	18%	11%	64%	10%	33%
Becoming a ghost/spirit	6%	1%	7%	13%	7%	4%	3%	-	5%	10%
Existing as something else/a different form	5%	3%	6%	6%	6%	3%	2%	-	3%	14%
A bodily/physical existence in another world	3%	3%	4%	3%	3%	3%	4%	-	2%	4%
Other	2%	2%	1%	2%	2%	2%	2%	-	1%	4%
I believe there is something, but I don't know what	22%	12%	28%	31%	21%	25%	19%	-	15%	28%
Prefer not to say	1%	1%	0%	1%	0%	2%	2%	-	0%	1%
Don't know	2%	1%	2%	3%	1%	4%	2%	-	1%	2%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24 / Male	16-24 / Female	25-39 / Male	25-39 / Female	40-59 / Male	40-59 / Female	60+ / Male	60+ / Female

Do you think it is possible to contact the dead?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
I think it is	19%	13%	25%	20%	21%	24%	15%	18%	21%	16%	25%	15%	32%	8%	21%
I do not think it is	60%	68%	51%	59%	57%	55%	65%	63%	56%	63%	51%	67%	44%	76%	56%
Don't know	21%	18%	24%	21%	22%	21%	20%	19%	23%	21%	24%	18%	24%	17%	23%

Do you believe in heaven or in hell?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
I believe in heaven	12%	8%	16%	8%	8%	13%	15%	6%	10%	5%	12%	9%	17%	9%	20%
I believe in hell	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	0%
I believe in both	18%	17%	19%	19%	19%	18%	17%	24%	14%	19%	20%	15%	21%	16%	18%
I don't believe in either	54%	60%	48%	51%	52%	53%	56%	49%	53%	57%	48%	62%	45%	64%	48%
Don't know	16%	15%	17%	21%	19%	15%	13%	20%	22%	18%	19%	12%	17%	11%	14%

Has the coronavirus pandemic affected your views about death?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
It has	25%	21%	29%	35%	24%	26%	22%	32%	37%	18%	29%	22%	30%	18%	25%
It has not	69%	74%	65%	56%	69%	69%	76%	60%	51%	74%	65%	73%	65%	80%	71%
Don't know	5%	5%	5%	10%	7%	5%	2%	8%	11%	8%	6%	5%	4%	1%	3%

How, if at all, has the coronavirus pandemic affected your views about death?

Unweighted base	547	206	341	91	120	167	169	33	58	40	80	66	101	67	102
Base	549	222	327	102	126	166	154	48	54	47	79	67	100	60	94
I have become more worried about the death of my loved ones	72%	64%	78%	74%	77%	69%	69%	66%	81%	62%	86%	63%	73%	63%	74%
I am thinking about death more than I was before the pandemic	46%	43%	49%	52%	43%	45%	47%	46%	57%	42%	44%	38%	50%	47%	46%
I have become more worried about my own death	25%	23%	26%	16%	28%	23%	31%	14%	17%	26%	29%	17%	26%	35%	29%
I have become more accepting of my own death	9%	12%	8%	12%	6%	9%	11%	12%	12%	5%	8%	14%	5%	17%	8%
I have changed my beliefs about the afterlife because of the pandemic	1%	1%	1%	2%	1%	1%	1%	-	4%	2%	-	1%	-	-	1%
Other	6%	10%	4%	11%	5%	8%	2%	20%	3%	10%	2%	9%	7%	3%	2%
Don't know	3%	4%	2%	4%	4%	1%	2%	6%	2%	5%	4%	3%	-	2%	2%
Prefer not to say	1%	1%	0%	-	1%	1%	-	-	-	2%	-	1%	1%	-	-

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Part of the UK				Social Grade		Marital status						
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Do you think it is possible to contact the dead?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
I think it is	19%	19%	20%	21%	15%	16%	23%	28%	20%	21%	16%	23%	18%	16%
I do not think it is	60%	60%	62%	57%	61%	65%	53%	45%	58%	59%	63%	57%	57%	63%
Don't know	21%	21%	18%	22%	24%	18%	24%	28%	22%	20%	21%	20%	26%	21%

Do you believe in heaven or in hell?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
I believe in heaven	12%	11%	15%	13%	22%	12%	12%	24%	12%	11%	14%	9%	24%	14%
I believe in hell	1%	1%	2%	1%	-	1%	1%	-	2%	1%	-	1%	-	2%
I believe in both	18%	18%	14%	19%	25%	16%	20%	4%	21%	7%	19%	21%	14%	27%
I don't believe in either	54%	55%	53%	51%	34%	58%	48%	53%	49%	63%	53%	52%	50%	45%
Don't know	16%	16%	16%	16%	20%	13%	19%	19%	16%	19%	14%	18%	11%	12%

Has the coronavirus pandemic affected your views about death?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
It has	25%	25%	24%	26%	24%	25%	26%	37%	23%	20%	26%	26%	29%	20%
It has not	69%	69%	71%	71%	68%	72%	67%	48%	73%	75%	70%	68%	60%	77%
Don't know	5%	5%	5%	3%	8%	3%	8%	15%	4%	5%	4%	6%	11%	3%

How, if at all, has the coronavirus pandemic affected your views about death?

Unweighted base	547	459	26	48	14	298	249	8	34	58	233	156	8	17
Base	549	463	25	47	14	287	262	9	32	56	224	169	8	16
I have become more worried about the death of my loved ones	72%	72%	78%	69%	81%	75%	69%	75%	53%	75%	73%	71%	78%	76%
I am thinking about death more than I was before the pandemic	46%	48%	40%	33%	37%	49%	43%	36%	44%	43%	49%	43%	33%	57%
I have become more worried about my own death	25%	25%	33%	27%	12%	29%	21%	-	32%	24%	29%	17%	12%	60%
I have become more accepting of my own death	9%	9%	18%	6%	7%	9%	10%	12%	15%	12%	6%	11%	-	17%
I have changed my beliefs about the afterlife because of the pandemic	1%	1%	4%	-	-	1%	1%	-	-	2%	1%	-	-	-
Other	6%	6%	-	11%	-	6%	7%	13%	-	11%	5%	9%	-	-
Don't know	3%	3%	-	-	-	1%	4%	-	9%	2%	1%	3%	-	-
Prefer not to say	1%	1%	-	-	-	0%	1%	-	-	-	-	2%	-	-

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Religion practice			(Un)comfortable talking about death		Those who believe in			
	Practicing	Not practicing	Not religious	Comfortable	Uncomfortable	Heaven	Hell	Heaven and hell	Neither

Do you think it is possible to contact the dead?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
I think it is	19%	23%	24%	16%	20%	20%	33%	34%	36%	10%
I do not think it is	60%	53%	52%	67%	61%	58%	42%	35%	42%	77%
Don't know	21%	25%	25%	17%	19%	22%	25%	31%	22%	12%

Do you believe in heaven or in hell?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
I believe in heaven	12%	26%	18%	4%	10%	16%	100%	-	-	-
I believe in hell	1%	-	1%	1%	1%	1%	-	100%	-	-
I believe in both	18%	47%	23%	5%	18%	19%	-	-	100%	-
I don't believe in either	54%	13%	38%	78%	58%	47%	-	-	-	100%
Don't know	16%	15%	20%	13%	13%	17%	-	-	-	-

Has the coronavirus pandemic affected your views about death?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
It has	25%	31%	31%	21%	24%	32%	37%	28%	33%	20%
It has not	69%	65%	64%	75%	74%	62%	59%	65%	64%	76%
Don't know	5%	5%	5%	4%	2%	6%	4%	7%	3%	3%

How, if at all, has the coronavirus pandemic affected your views about death?

Unweighted base	547	127	178	239	370	148	95	4	124	241
Base	549	131	176	238	369	150	94	4	128	236
I have become more worried about the death of my loved ones	72%	69%	71%	75%	70%	75%	79%	74%	67%	72%
I am thinking about death more than I was before the pandemic	46%	51%	47%	44%	43%	54%	40%	24%	48%	49%
I have become more worried about my own death	25%	24%	26%	24%	21%	34%	18%	-	24%	28%
I have become more accepting of my own death	9%	11%	8%	10%	12%	5%	6%	22%	11%	10%
I have changed my beliefs about the afterlife because of the pandemic	1%	1%	-	2%	1%	1%	2%	-	-	1%
Other	6%	5%	4%	9%	7%	6%	2%	26%	4%	7%
Don't know	3%	3%	2%	2%	3%	1%	2%	-	2%	2%
Prefer not to say	1%	1%	-	1%	0%	1%	1%	-	1%	0%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24 / Male	16-24 / Female	25-39 / Male	25-39 / Female	40-59 / Male	40-59 / Female	60+ / Male	60+ / Female

Which comes closer to your view about the value of human life?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
All human lives are equally valuable	73%	69%	77%	67%	70%	73%	78%	67%	67%	66%	73%	68%	77%	73%	83%
Not all human lives are equally valuable	20%	23%	17%	23%	20%	22%	18%	23%	24%	21%	20%	27%	17%	23%	13%
Don't know	7%	8%	6%	10%	10%	6%	4%	10%	9%	14%	7%	6%	6%	4%	4%

Do you think it will ever be possible for humans to live forever?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
It will	10%	13%	7%	15%	13%	9%	5%	20%	10%	18%	9%	13%	5%	6%	5%
It will not	73%	71%	75%	70%	69%	75%	75%	67%	74%	62%	75%	73%	77%	78%	73%
Don't know	17%	16%	18%	14%	18%	16%	20%	13%	16%	20%	16%	15%	17%	17%	22%

At what age do you think should you start introducing children to the concept of death?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
Under two	5%	4%	5%	4%	5%	5%	4%	4%	4%	3%	7%	5%	5%	2%	5%
Between two and three years of age	8%	6%	11%	11%	10%	8%	7%	8%	14%	6%	15%	5%	10%	6%	8%
Between four and five years of age	15%	13%	18%	21%	16%	14%	14%	20%	23%	13%	20%	11%	16%	11%	16%
Between six and seven years of age	14%	14%	14%	14%	16%	15%	12%	16%	12%	16%	15%	15%	15%	11%	12%
Between eight and nine of age	7%	7%	7%	9%	6%	6%	7%	11%	8%	6%	6%	7%	6%	7%	7%
Between ten and eleven	5%	6%	4%	6%	3%	5%	7%	7%	6%	3%	2%	8%	3%	6%	7%
When they are twelve or older	10%	12%	8%	4%	7%	12%	14%	4%	4%	7%	6%	14%	11%	19%	10%
Other	6%	6%	7%	3%	4%	6%	10%	4%	2%	4%	3%	5%	7%	9%	10%
Don't know	29%	32%	26%	27%	33%	28%	27%	27%	27%	40%	26%	30%	27%	29%	25%

Have you ever sincerely wished death upon someone?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
I have and I regret it	8%	8%	8%	13%	9%	7%	6%	16%	10%	8%	10%	7%	7%	5%	6%
I have and I don't regret it	24%	28%	20%	20%	25%	27%	22%	26%	14%	31%	18%	30%	23%	23%	21%
I have not	62%	57%	67%	60%	58%	60%	68%	52%	68%	50%	66%	56%	64%	66%	70%
Don't know	6%	7%	5%	7%	8%	6%	4%	7%	7%	11%	5%	6%	5%	6%	3%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Part of the UK				Social Grade		Marital status						
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Which comes closer to your view about the value of human life?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
All human lives are equally valuable	73%	72%	78%	77%	77%	76%	69%	42%	79%	72%	74%	71%	64%	78%
Not all human lives are equally valuable	20%	21%	17%	16%	15%	19%	21%	47%	18%	22%	20%	20%	29%	19%
Don't know	7%	7%	5%	8%	8%	5%	9%	11%	3%	7%	6%	10%	7%	3%

Do you think it will ever be possible for humans to live forever?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
It will	10%	10%	12%	7%	9%	8%	11%	13%	11%	12%	8%	11%	12%	3%
It will not	73%	73%	71%	79%	72%	77%	69%	52%	69%	74%	75%	71%	66%	77%
Don't know	17%	18%	17%	13%	20%	15%	20%	34%	20%	14%	17%	18%	22%	20%

At what age do you think should you start introducing children to the concept of death?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
Under two	5%	4%	3%	8%	3%	5%	4%	-	4%	6%	5%	4%	7%	5%
Between two and three years of age	8%	9%	8%	10%	2%	10%	7%	-	7%	9%	9%	8%	7%	7%
Between four and five years of age	15%	16%	12%	16%	15%	16%	14%	26%	12%	15%	15%	15%	24%	11%
Between six and seven years of age	14%	14%	15%	9%	23%	15%	13%	21%	9%	14%	15%	14%	3%	11%
Between eight and nine of age	7%	7%	9%	7%	4%	6%	8%	-	5%	6%	6%	7%	4%	14%
Between ten and eleven	5%	5%	4%	5%	6%	5%	5%	15%	7%	4%	5%	5%	6%	8%
When they are twelve or older	10%	10%	12%	7%	12%	9%	12%	15%	14%	11%	12%	7%	11%	9%
Other	6%	6%	4%	6%	8%	6%	6%	-	9%	5%	7%	5%	10%	5%
Don't know	29%	28%	34%	32%	28%	27%	31%	22%	32%	29%	26%	34%	28%	30%

Have you ever sincerely wished death upon someone?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
I have and I regret it	8%	7%	11%	12%	13%	7%	9%	20%	7%	9%	6%	10%	16%	10%
I have and I don't regret it	24%	24%	28%	20%	20%	22%	25%	32%	33%	25%	21%	24%	38%	14%
I have not	62%	63%	55%	62%	57%	67%	58%	37%	58%	60%	68%	58%	39%	74%
Don't know	6%	6%	6%	5%	10%	4%	8%	11%	2%	6%	5%	8%	7%	2%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Religion practice			(Un)comfortable talking about death		Those who believe in			
	Practicing	Not practicing	Not religious	Comfortable	Uncomfortable	Heaven	Hell	Heaven and hell	Neither

Which comes closer to your view about the value of human life?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
All human lives are equally valuable	73%	82%	75%	69%	74%	75%	81%	56%	81%	71%
Not all human lives are equally valuable	20%	12%	20%	24%	22%	18%	15%	37%	13%	24%
Don't know	7%	6%	5%	7%	5%	7%	4%	7%	6%	5%

Do you think it will ever be possible for humans to live forever?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
It will	10%	11%	9%	9%	9%	12%	12%	14%	13%	9%
It will not	73%	74%	71%	75%	75%	73%	70%	79%	70%	77%
Don't know	17%	15%	20%	16%	16%	15%	18%	7%	17%	14%

At what age do you think should you start introducing children to the concept of death?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
Under two	5%	4%	3%	6%	6%	1%	2%	-	3%	6%
Between two and three years of age	8%	11%	6%	9%	10%	6%	6%	29%	9%	9%
Between four and five years of age	15%	17%	12%	16%	17%	14%	13%	26%	15%	17%
Between six and seven years of age	14%	14%	15%	14%	15%	11%	11%	12%	14%	15%
Between eight and nine of age	7%	8%	7%	7%	7%	7%	11%	7%	7%	6%
Between ten and eleven	5%	5%	7%	4%	5%	7%	7%	-	5%	5%
When they are twelve or older	10%	10%	14%	9%	10%	11%	16%	8%	13%	10%
Other	6%	8%	8%	5%	7%	5%	8%	-	9%	5%
Don't know	29%	23%	27%	31%	23%	36%	24%	18%	23%	28%

Have you ever sincerely wished death upon someone?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
I have and I regret it	8%	11%	7%	8%	9%	7%	7%	7%	14%	6%
I have and I don't regret it	24%	15%	20%	29%	26%	21%	13%	54%	22%	29%
I have not	62%	69%	68%	58%	62%	68%	76%	39%	59%	62%
Don't know	6%	6%	5%	6%	4%	4%	4%	-	5%	3%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Gender		Agegroup 16				Age Group 16+ by Gender							
	Male	Female	16-24	25-39	40-59	60+	16-24 / Male	16-24 / Female	25-39 / Male	25-39 / Female	40-59 / Male	40-59 / Female	60+ / Male	60+ / Female

Do you think it can ever be acceptable to celebrate someone's death, or is it never acceptable?

Unweighted base	2164	1001	1163	263	499	640	762	107	156	227	272	307	333	360	402
Base	2164	1050	1114	292	537	636	700	147	145	264	273	308	327	330	369
It can be acceptable	56%	61%	51%	62%	51%	56%	57%	71%	53%	59%	43%	58%	53%	60%	55%
It is never acceptable	23%	22%	24%	20%	24%	23%	24%	20%	19%	20%	28%	24%	22%	22%	25%
Don't know	21%	17%	25%	18%	25%	21%	19%	9%	28%	20%	29%	17%	25%	17%	20%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Part of the UK				Social Grade		Marital status						
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Do you think it can ever be acceptable to celebrate someone's death, or is it never acceptable?

Unweighted base	2164	1810	107	186	61	1194	970	22	144	277	906	617	28	89
Base	2164	1820	104	182	58	1149	1015	23	138	277	876	653	28	81
It can be acceptable	56%	56%	56%	54%	58%	55%	56%	77%	56%	58%	54%	55%	65%	54%
It is never acceptable	23%	23%	24%	25%	26%	25%	21%	17%	25%	20%	25%	23%	14%	31%
Don't know	21%	21%	20%	21%	16%	19%	23%	6%	19%	22%	21%	22%	21%	16%

YouGov - Death big study

Sample Size: 2164 UK Adults (16+)

Fieldwork Dates: 19th - 23rd March 2021

Total	Religion practice			(Un)comfortable talking about death		Those who believe in			
	Practicing	Not practicing	Not religious	Comfortable	Uncomfortable	Heaven	Hell	Heaven and hell	Neither

Do you think it can ever be acceptable to celebrate someone's death, or is it never acceptable?

Unweighted base	2164	425	592	1116	1552	465	263	15	380	1171
Base	2164	428	577	1126	1548	467	257	15	390	1160
It can be acceptable	56%	50%	54%	59%	60%	49%	54%	52%	48%	63%
It is never acceptable	23%	29%	25%	20%	23%	28%	30%	30%	30%	21%
Don't know	21%	21%	21%	20%	18%	23%	16%	18%	21%	17%