

YouGov Survey Results

Sample Size: 1639 GB Adults

Fieldwork: 9th - 10th November 2015

	Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1639	557	459	115	197	795	844	195	415	561	469	934	705	210	533	351	403	143
Unweighted Sample	1639	533	446	114	215	818	821	116	284	666	573	1054	585	200	537	372	370	160
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you ever thought about your own funeral?

Yes, I have	66	67	67	67	71	61	71	54	55	65	81	68	63	65	65	65	67	68
No, I have not	32	32	31	32	28	37	26	41	41	32	19	30	34	30	33	33	31	29
Don't know	2	1	3	2	1	2	3	5	4	2	1	3	2	4	2	2	2	4

Which of the following parts of your funeral have you thought about? Please select all that apply

[Only asked to respondents who have thought about their funeral;

n=1135]

The music	62	66	61	49	58	61	63	81	59	63	58	63	60	55	63	57	70	58
The coffin or urn	35	33	34	36	36	29	39	36	33	33	37	34	35	28	33	33	41	36
The wake, or social gathering after	30	27	29	25	32	27	31	37	30	26	31	30	29	22	29	31	35	24
The reaction of people attending	30	30	31	26	24	33	27	54	35	27	22	30	29	30	27	33	30	32
The speeches	17	17	19	11	12	18	17	29	15	17	15	18	16	20	14	17	18	22
My epitaph (words written in my memory, or inscribed on my gravestone)	16	14	14	17	12	18	14	27	13	17	12	17	13	14	16	16	15	19
The clothes	13	11	13	12	11	10	16	23	20	10	10	14	12	7	13	16	14	13
Something else	28	22	30	32	33	26	29	13	29	30	30	27	29	29	28	28	27	28
None of these	5	5	5	12	4	4	6	0	2	5	9	5	6	4	6	5	3	12
Don't know	1	1	1	0	2	1	1	0	2	1	2	1	2	1	2	2	1	0

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

Cremation	51	56	48	48	58	48	53	28	43	51	67	51	50	50	51	51	51	46
Burial	18	16	21	14	13	19	16	25	18	19	12	17	18	19	14	20	16	30
Donated to medical science	10	9	11	13	7	9	11	15	10	8	10	11	9	10	11	9	11	7
Cryonic preservation (frozen with possibility of resuscitation)	2	2	2	0	1	3	1	4	3	2	0	2	3	0	2	1	4	2
Something else	2	1	1	8	2	2	3	2	1	3	2	2	2	3	4	2	1	0
Don't know	17	15	17	17	18	18	16	26	25	16	9	17	18	18	19	16	16	15

And where would you like to be buried?

[Only asked to respondents who want to be buried; n=278]

In a graveyard, next to relatives or friends	59	68	55	30	63	59	60	54	65	59	56	56	63	59	54	68	52	64
In a graveyard – I don't mind where	21	16	25	38	20	25	17	30	22	19	18	23	20	22	23	12	25	26
In a field or woodland	13	13	16	3	13	11	16	13	5	15	22	16	10	8	14	15	18	7
At home	1	1	2	0	4	1	2	0	0	3	1	0	3	0	2	2	1	0
At sea	0	0	0	0	0	0	1	0	1	0	0	1	0	0	1	0	0	0
Somewhere else	1	2	0	4	0	1	2	0	0	1	3	2	1	0	2	1	0	2
Don't know	3	1	2	26	0	3	3	2	6	3	0	3	3	10	3	1	3	0

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and Vote May 2015.

		Unweighted no.	Weighted no.
Age and Gender			
	Male 18 to 24	70	103
	Male 25 to 39	118	216
	Male 40 to 59	345	290
	Male 60 +	315	223
	Female 18 to 24	89	101
	Female 25 to 39	193	218
	Female 40 to 59	353	297
	Female 60 +	233	268
Region			
	North England	456	422
	Midlands	255	281
	East	168	165
	London	202	220
	South England	380	393
	Wales	99	86
	Scotland	156	149
Social Grade			
	AB	671	480
	C1	424	498
	C2	259	360
	DE	362	378
Newspaper Type			
	Express / Mail	267	244
	Sun / Star	308	345
	Mirror / Record	159	151
	Guardian / Independent	119	76
	FT / Times / Telegraph	127	137
	Other Paper	200	197
	No Paper	536	566
Vote Share May 2015			
	Conservative	554	583
	Labour	471	480
	Liberal Democrat	126	120
	UKIP	220	206
	Green	63	60
	Other	98	94
	Didn't vote / Don't know	184	172

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk