YouGov / Anthony Nolan
Strangers

GB Sample: 2,353 GB Adults (aged 18+)
Fieldwork Time: 5th - 6th June 2014

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

For the following questions, by "seeing a stranger in a risky situation" we mean fairly everyday situations where you see people you don't know in potentially risky circumstances (e.g. falling over, collapsing/ fainting, getting into fights, falling asleep on public transport, looking lost, etc.).**

Which, if any, of the following have you ever done when you've seen a stranger in a risky situation? (Please tick all that apply)

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted base	2353	1123	1230	278	288	372	521	894	1306	1047	526	355	217	287	499	138	331
Base: All GB Adults	2353	1129	1224	282	388	404	455	824	1294	1059	579	386	226	301	539	118	205
Intervened and offered to help	57%	56%	58%	47%	49%	56%	64%	60%	60%	52%	55%	52%	60%	60%	55%	63%	63%
Called the emergency services (e.g. Police, ambulance, fire brigade, etc.)	32%	35%	30%	14%	26%	36%	36%	37%	33%	31%	28%	32%	35%	32%	33%	39%	34%
Slowed down/ stopped to watch what's going on	23%	25%	22%	39%	30%	28%	20%	14%	24%	23%	21%	19%	22%	32%	25%	17%	27%
Ignored the situation completely	15%	18%	12%	26%	19%	18%	14%	8%	16%	13%	14%	11%	16%	21%	13%	11%	19%
Pretended I'm texting/ on the phone to act like I haven't noticed	5%	5%	5%	15%	9%	4%	3%	1%	4%	6%	4%	7%	3%	6%	4%	6%	5%
Posted about it on social media (e.g. Twitter, Facebook, etc.)	3%	3%	3%	9%	6%	3%	3%	0%	2%	4%	3%	2%	3%	5%	3%	2%	4%
Taken a photo/ video on my mobile phone	2%	3%	1%	2%	7%	2%	1%	1%	3%	2%	1%	2%	3%	7%	2%	1%	1%
None of these	15%	14%	16%	12%	15%	13%	15%	16%	14%	16%	18%	19%	13%	11%	14%	10%	10%
Don't know/ can't recall	11%	11%	12%	18%	11%	13%	8%	10%	10%	13%	10%	13%	12%	9%	12%	13%	11%

Which, if any, of the following would stop you from intervening/ offering to help a stranger in a risky situation? (Please tick all that apply. If nothing would stop you from helping, please tick the "Not applicable" option)

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted base	2353	1123	1230	278	288	372	521	894	1306	1047	526	355	217	287	499	138	331
Base: All GB Adults	2353	1129	1224	282	388	404	455	824	1294	1059	579	386	226	301	539	118	205
Not wanting to risk my own life/ safety to help	46%	44%	47%	50%	44%	55%	49%	38%	49%	42%	47%	41%	41%	53%	45%	49%	45%
Not knowing how to help	36%	35%	36%	54%	39%	35%	34%	30%	38%	34%	36%	30%	36%	42%	37%	29%	36%
Feeling too awkward to help	19%	21%	18%	35%	24%	23%	17%	11%	19%	19%	17%	19%	20%	24%	20%	18%	19%
Assuming that someone else will help	11%	13%	9%	22%	14%	13%	9%	6%	10%	12%	11%	7%	13%	16%	10%	5%	15%
Not knowing the person in the situation	7%	8%	6%	12%	8%	9%	6%	3%	6%	7%	6%	7%	7%	8%	5%	4%	8%
Being too busy to help	5%	7%	4%	11%	6%	8%	5%	2%	4%	6%	3%	5%	6%	8%	5%	7%	5%
Other	3%	4%	3%	5%	4%	3%	2%	2%	3%	3%	2%	3%	2%	4%	5%	1%	2%
Don't know	7%	8%	6%	6%	5%	8%	7%	7%	5%	9%	8%	7%	7%	5%	7%	6%	7%
Not applicable – nothing would stop me intervening/ offering to help	23%	22%	24%	16%	17%	16%	24%	32%	22%	25%	23%	28%	28%	15%	22%	28%	25%

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Please imagine that each of the following are strangers to you, apart from the pet which is your own...

How likely, if at all, would you be to help each of the following if you saw them in a risky situation? (Please tick one option on each row)

- A pensioner on their own

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted base	2353	1123	1230	278	288	372	521	894	1306	1047	526	355	217	287	499	138	331
Base: All GB Adults	2353	1129	1224	282	388	404	455	824	1294	1059	579	386	226	301	539	118	205
Very likely	59%	55%	62%	49%	52%	51%	66%	65%	59%	58%	62%	60%	61%	53%	53%	72%	61%
Fairly likely	32%	34%	30%	34%	31%	37%	29%	31%	33%	31%	29%	29%	30%	32%	40%	23%	31%
Not very likely	3%	4%	2%	6%	4%	3%	2%	2%	3%	3%	2%	4%	4%	3%	3%	1%	4%
Not at all likely	1%	1%	1%	0%	3%	0%	1%	1%	1%	1%	1%	1%	0%	3%	0%	1%	1%
Don't know	6%	6%	5%	10%	10%	8%	3%	2%	4%	7%	6%	6%	5%	9%	4%	4%	3%
Net: Total likely	**91%**	**89%**	**93%**	**83%**	**83%**	**88%**	**95%**	**96%**	**92%**	**89%**	**91%**	**89%**	**91%**	**85%**	**93%**	**94%**	**92%**
Net: Total not likely	**4%**	**5%**	**3%**	**6%**	**7%**	**4%**	**3%**	**2%**	**4%**	**4%**	**3%**	**5%**	**4%**	**6%**	**3%**	**2%**	**5%**

Please imagine that each of the following are strangers to you, apart from the pet which is your own...

How likely, if at all, would you be to help each of the following if you saw them in a risky situation? (Please tick one option on each row)

- A child (aged 12 and under) on their own

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted base	2353	1123	1230	278	288	372	521	894	1306	1047	526	355	217	287	499	138	331
Base: All GB Adults	2353	1129	1224	282	388	404	455	824	1294	1059	579	386	226	301	539	118	205
Very likely	53%	44%	62%	48%	47%	50%	58%	56%	55%	51%	56%	56%	51%	49%	49%	63%	53%
Fairly likely	31%	34%	29%	33%	27%	34%	30%	33%	33%	30%	31%	28%	34%	31%	36%	24%	30%
Not very likely	6%	10%	3%	8%	8%	5%	5%	6%	5%	7%	5%	5%	7%	7%	7%	3%	8%
Not at all likely	3%	5%	1%	2%	6%	3%	3%	2%	3%	3%	2%	3%	2%	4%	3%	3%	4%
Don't know	6%	8%	5%	9%	12%	8%	5%	3%	5%	9%	7%	7%	6%	9%	5%	7%	5%
Net: Total likely	**85%**	**78%**	**90%**	**80%**	**75%**	**84%**	**88%**	**89%**	**87%**	**81%**	**86%**	**84%**	**85%**	**80%**	**85%**	**88%**	**83%**
Net: Total not likely	**9%**	**14%**	**4%**	**10%**	**13%**	**8%**	**8%**	**8%**	**8%**	**10%**	**7%**	**9%**	**9%**	**11%**	**10%**	**6%**	**12%**

GB Sample: 2,353 GB Adults (aged 18+)
Fieldwork Time: 5th - 6th June 2014

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Please imagine that each of the following are strangers to you, apart from the pet which is your own...

How likely, if at all, would you be to help each of the following if you saw them in a risky situation? (Please tick one option on each row)

- A teenager (aged 13 to 17) on their own

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted base	2353	1123	1230	278	288	372	521	894	1306	1047	526	355	217	287	499	138	331
Base: All GB Adults	2353	1129	1224	282	388	404	455	824	1294	1059	579	386	226	301	539	118	205
Very likely	25%	21%	28%	19%	23%	19%	30%	27%	25%	24%	25%	26%	23%	24%	22%	30%	27%
Fairly likely	44%	42%	45%	39%	34%	45%	45%	49%	45%	42%	46%	43%	43%	40%	44%	46%	41%
Not very likely	19%	23%	15%	25%	21%	23%	16%	15%	19%	19%	16%	17%	22%	18%	22%	13%	22%
Not at all likely	5%	6%	4%	6%	7%	5%	4%	3%	5%	5%	4%	5%	5%	6%	5%	4%	5%
Don't know	8%	9%	8%	11%	14%	9%	6%	6%	6%	11%	9%	10%	7%	12%	7%	7%	6%
Net: Total likely	**68%**	**63%**	**73%**	**58%**	**58%**	**63%**	**74%**	**76%**	**70%**	**66%**	**71%**	**69%**	**66%**	**65%**	**66%**	**76%**	**68%**
Net: Total not likely	**23%**	**28%**	**19%**	**30%**	**29%**	**27%**	**19%**	**19%**	**23%**	**24%**	**20%**	**22%**	**27%**	**24%**	**27%**	**17%**	**27%**

Please imagine that each of the following are strangers to you, apart from the pet which is your own...

How likely, if at all, would you be to help each of the following if you saw them in a risky situation? (Please tick one option on each row)

- A woman on their own

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted base	2353	1123	1230	278	288	372	521	894	1306	1047	526	355	217	287	499	138	331
Base: All GB Adults	2353	1129	1224	282	388	404	455	824	1294	1059	579	386	226	301	539	118	205
Very likely	40%	38%	42%	29%	36%	34%	45%	47%	40%	41%	41%	44%	38%	36%	37%	49%	46%
Fairly likely	45%	45%	45%	47%	41%	49%	45%	44%	47%	43%	45%	41%	50%	42%	50%	41%	40%
Not very likely	6%	7%	5%	10%	9%	6%	5%	4%	6%	6%	5%	6%	6%	8%	6%	4%	8%
Not at all likely	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	2%	2%	1%	3%	1%	-	1%
Don't know	7%	8%	7%	12%	12%	10%	5%	4%	6%	9%	7%	8%	5%	11%	7%	5%	6%
Net: Total likely	**85%**	**83%**	**87%**	**76%**	**77%**	**83%**	**90%**	**91%**	**87%**	**83%**	**86%**	**85%**	**88%**	**77%**	**86%**	**90%**	**86%**
Net: Total not likely	**7%**	**9%**	**6%**	**12%**	**11%**	**7%**	**6%**	**5%**	**7%**	**7%**	**6%**	**7%**	**7%**	**12%**	**7%**	**4%**	**9%**

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Please imagine that each of the following are strangers to you, apart from the pet which is your own...

How likely, if at all, would you be to help each of the following if you saw them in a risky situation? (Please tick one option on each row)

- A man on their own

Unweighted base	2353	1123	1230	278	288	372	521	894	1306	1047	526	355	217	287	499	138	331
Base: All GB Adults	2353	1129	1224	282	388	404	455	824	1294	1059	579	386	226	301	539	118	205
Very likely	16%	19%	13%	11%	17%	13%	19%	18%	17%	16%	17%	16%	15%	16%	14%	26%	17%
Fairly likely	40%	45%	36%	37%	39%	36%	43%	42%	41%	39%	37%	40%	41%	36%	43%	40%	45%
Not very likely	26%	22%	30%	31%	21%	31%	25%	25%	27%	25%	28%	24%	28%	29%	26%	20%	24%
Not at all likely	7%	6%	9%	9%	9%	9%	6%	6%	6%	9%	7%	9%	7%	7%	8%	5%	6%
Don't know	10%	8%	12%	13%	14%	11%	8%	8%	9%	12%	11%	11%	9%	12%	9%	9%	8%
Net: Total likely	**56%**	**64%**	**49%**	**48%**	**56%**	**49%**	**62%**	**60%**	**58%**	**55%**	**54%**	**56%**	**56%**	**52%**	**57%**	**66%**	**62%**
Net: Total not likely	**34%**	**28%**	**39%**	**39%**	**30%**	**40%**	**30%**	**32%**	**33%**	**34%**	**35%**	**33%**	**35%**	**36%**	**34%**	**25%**	**30%**

Please imagine that each of the following are strangers to you, apart from the pet which is your own...

How likely, if at all, would you be to help each of the following if you saw them in a risky situation? (Please tick one option on each row)

- A parent who has their child(ren) (aged 12 and under) with them

Unweighted base	2353	1123	1230	278	288	372	521	894	1306	1047	526	355	217	287	499	138	331
Base: All GB Adults	2353	1129	1224	282	388	404	455	824	1294	1059	579	386	226	301	539	118	205
Very likely	41%	39%	42%	29%	40%	37%	46%	44%	42%	39%	43%	43%	35%	37%	38%	51%	43%
Fairly likely	42%	41%	42%	42%	38%	42%	39%	44%	42%	41%	42%	37%	44%	38%	48%	38%	40%
Not very likely	8%	9%	7%	15%	6%	9%	8%	6%	8%	8%	7%	9%	12%	9%	7%	4%	11%
Not at all likely	3%	4%	3%	2%	6%	3%	3%	3%	3%	3%	2%	4%	2%	6%	3%	2%	2%
Don't know	7%	7%	6%	11%	10%	9%	4%	3%	5%	8%	7%	7%	7%	10%	5%	6%	4%
Net: Total likely	**82%**	**80%**	**84%**	**71%**	**78%**	**79%**	**85%**	**88%**	**84%**	**80%**	**84%**	**80%**	**79%**	**75%**	**85%**	**89%**	**83%**
Net: Total not likely	**11%**	**13%**	**10%**	**17%**	**12%**	**12%**	**11%**	**9%**	**11%**	**12%**	**9%**	**13%**	**14%**	**15%**	**10%**	**6%**	**13%**

GB Sample: 2,353 GB Adults (aged 18+)
Fieldwork Time: 5th - 6th June 2014

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Please imagine that each of the following are strangers to you, apart from the pet which is your own...

How likely, if at all, would you be to help each of the following if you saw them in a risky situation? (Please tick one option on each row)

- My pet (e.g. dog, cat, etc.)

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted base	2353	1123	1230	278	288	372	521	894	1306	1047	526	355	217	287	499	138	331
Base: All GB Adults	2353	1129	1224	282	388	404	455	824	1294	1059	579	386	226	301	539	118	205
Very likely	58%	52%	63%	58%	54%	57%	62%	58%	58%	58%	58%	57%	54%	54%	60%	68%	58%
Fairly likely	21%	22%	20%	20%	21%	24%	22%	20%	21%	21%	21%	20%	27%	18%	24%	13%	21%
Not very likely	6%	7%	4%	4%	6%	7%	4%	7%	6%	6%	7%	5%	6%	6%	5%	5%	6%
Not at all likely	5%	6%	4%	4%	5%	4%	5%	5%	6%	3%	5%	7%	5%	6%	4%	3%	5%
Don't know	10%	11%	9%	15%	13%	8%	8%	10%	9%	12%	10%	11%	8%	17%	8%	10%	9%
Net: Total likely	79%	75%	83%	77%	75%	81%	84%	78%	79%	79%	79%	78%	81%	72%	83%	82%	79%
Net: Total not likely	11%	14%	8%	8%	12%	11%	8%	12%	12%	9%	11%	12%	10%	11%	9%	8%	11%

Based on what you know, how willing, if at all, would you be to **donate your stem cells to a stranger with blood cancer (e.g. leukaemia, lymphoma, etc.)?**

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted base	2353	1123	1230	278	288	372	521	894	1306	1047	526	355	217	287	499	138	331
Base: All GB Adults	2353	1129	1224	282	388	404	455	824	1294	1059	579	386	226	301	539	118	205
Very willing	34%	33%	34%	27%	30%	30%	38%	38%	33%	35%	34%	37%	30%	29%	32%	46%	39%
Fairly willing	36%	37%	35%	32%	35%	43%	35%	35%	38%	33%	37%	31%	42%	34%	40%	32%	34%
Not very willing	9%	9%	9%	12%	12%	7%	8%	8%	10%	8%	8%	10%	8%	13%	9%	4%	10%
Not at all willing	4%	5%	3%	3%	4%	4%	4%	4%	4%	4%	3%	5%	3%	5%	4%	5%	6%
Don't know	14%	12%	15%	19%	14%	13%	13%	13%	12%	16%	16%	15%	13%	16%	13%	12%	10%
Prefer not to say	3%	3%	3%	7%	5%	2%	2%	1%	2%	4%	3%	3%	4%	3%	3%	1%	1%
Net: Total willing	70%	71%	69%	59%	65%	73%	73%	73%	72%	68%	70%	68%	73%	64%	71%	78%	73%
Net: Total not willing	13%	14%	12%	15%	16%	12%	12%	13%	14%	12%	11%	15%	11%	18%	13%	9%	16%

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What the world thinks

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Based on what you know, how willing, if at all, would you be to **accept** stem cells from a stranger if you had blood cancer (e.g. leukaemia, lymphoma, etc.)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted base	2353	1123	1230	278	288	372	521	894	1306	1047	526	355	217	287	499	138	331
Base: All GB Adults	2353	1129	1224	282	388	404	455	824	1294	1059	579	386	226	301	539	118	205
Very willing	54%	57%	52%	55%	52%	54%	55%	55%	58%	50%	55%	52%	57%	52%	53%	59%	57%
Fairly willing	27%	25%	29%	21%	27%	28%	28%	29%	27%	28%	26%	28%	31%	26%	29%	22%	26%
Not very willing	3%	3%	3%	3%	3%	2%	3%	2%	2%	3%	2%	4%	2%	4%	2%	1%	4%
Not at all willing	2%	3%	1%	1%	2%	2%	2%	2%	2%	2%	1%	2%	1%	4%	1%	2%	4%
Don't know	12%	10%	13%	13%	13%	13%	11%	11%	9%	14%	13%	12%	8%	11%	12%	14%	9%
Prefer not to say	2%	2%	3%	6%	4%	2%	2%	1%	2%	3%	3%	3%	2%	3%	3%	1%	1%
Net: Total willing	**81%**	**82%**	**81%**	**76%**	**78%**	**82%**	**83%**	**84%**	**85%**	**77%**	**81%**	**80%**	**88%**	**78%**	**82%**	**82%**	**83%**
Net: Total not willing	**5%**	**6%**	**4%**	**4%**	**5%**	**4%**	**5%**	**4%**	**4%**	**5%**	**3%**	**6%**	**3%**	**8%**	**3%**	**4%**	**8%**

You said that you would not be willing to donate your stem cell to a stranger with blood cancer (e.g. leukaemia, lymphoma, etc.)…

Which, if any, of the following are reasons why you would not be willing to donate? (Please tick all that apply)

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted base	312	158	154	*41*	*46*	*41*	67	117	183	129	55	53	*25*	*49*	65	*13*	52
Base: All GB Adults who would not be willing to donate their stem cells to a stranger with blood cancer	312	159	153	*42*	*62*	*47*	57	105	181	131	62	58	*25*	*53*	71	*11*	33
Concerns about my health	34%	32%	37%	*37%*	*19%*	*37%*	35%	41%	34%	35%	35%	26%	*38%*	*33%*	39%	*44%*	35%
Donating sounds painful	32%	32%	32%	*43%*	*45%*	*41%*	27%	19%	35%	29%	34%	26%	*44%*	*30%*	37%	*16%*	29%
I'm scared of hospitals/ needles	25%	29%	21%	*53%*	*26%*	*24%*	22%	16%	25%	26%	19%	25%	*21%*	*23%*	32%	*14%*	34%
My age	21%	20%	23%	*5%*	*-*	*3%*	19%	50%	22%	20%	19%	22%	*23%*	*23%*	18%	*28%*	23%
I don't have a reason to do it	15%	16%	15%	*28%*	*12%*	*17%*	13%	12%	14%	18%	17%	9%	*13%*	*15%*	23%	*10%*	12%
I wouldn't have a personal connection with the person I'm donating to	12%	11%	13%	*18%*	*15%*	*11%*	11%	8%	11%	13%	11%	4%	*8%*	*11%*	17%	*17%*	19%
Donating sounds too time-consuming	12%	12%	12%	*13%*	*19%*	*21%*	8%	6%	12%	12%	15%	5%	*13%*	*8%*	16%	*9%*	15%
Other	10%	13%	6%	*7%*	*2%*	*16%*	17%	8%	10%	10%	4%	14%	*19%*	*15%*	4%	*8%*	9%
Don't know	6%	5%	7%	*-*	*12%*	*5%*	5%	6%	6%	7%	7%	6%	*10%*	*9%*	4%	*8%*	2%
Prefer not to say	2%	1%	2%	*-*	*2%*	*2%*	2%	1%	2%	1%	1%	-	*-*	*2%*	3%	*-*	2%