

YouGov / Compassion in Dying Survey Results

Sample Size: Overall total 4007 GB Adults
Sample Size: Consented total 3454 GB Adults
Fieldwork: 2nd - 4th April 2013

	Voting intention				2010 Vote			Gender		Age				Social grade	
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample 4007	X	X	X	X	1250	1043	887	1947	2060	485	1022	1370	1130	2284	1723
Unweighted Sample 4007	905	1381	272	395	1176	1098	896	1903	2104	368	994	1580	1065	2675	1332
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[The following questions were only asked to those who consented to answering the questions. N= 3454]

Thinking back to the last close relative or friend who has died, did they pass away suddenly or were they suffering from a short or long illness?

Suddenly	21	22	22	20	21	21	22	20	22	21	28	22	23	17	20	23
Short illness	33	37	31	34	41	38	32	32	35	32	23	31	33	41	34	33
Long illness	35	32	37	38	32	33	38	38	32	37	26	31	37	38	36	32
Not applicable - no one close to me has died	10	9	10	7	6	9	8	10	11	10	23	17	7	4	10	11

Some people talk about people dying well or in a good way...

Thinking back to the last close relative or friend of yours who has died, generally speaking do you think they died in a good way or bad way?

[Only asked to those who selected short or long illness. N=2414]

A good way	42	47	41	51	37	43	42	45	43	42	42	39	41	47	44	40
A bad way	45	42	46	37	48	44	45	42	44	45	45	46	47	42	43	47
Don't know	13	11	12	12	15	13	13	13	13	13	13	16	12	12	13	13

You previously said you know someone close to you who has died in a bad way...

Which, if any, of the following do you think could have helped to improve this situation? (Please tick all that apply)

[Only asked to those who selected "bad way" in the previous question. N=1064]

Better communication between medical staff and the patient/patient's family	39	36	35	36	56	40	36	39	30	46	30	31	40	45	35	44
Improved coordination/organisation of care	33	31	35	34	35	32	33	36	29	36	36	33	33	33	32	35
Being able to die in the place of their choice	31	32	30	37	31	34	27	32	32	31	30	27	36	28	30	33
More availability of treatment	27	19	29	24	40	25	29	26	29	26	25	28	26	29	25	30
Better access to specialised services	25	23	25	22	30	22	27	26	26	23	21	24	25	26	22	28
Being with family/friends	23	26	24	21	20	22	23	25	22	23	26	21	25	21	23	23
If their end-of-life wishes had been known	19	16	20	15	17	18	20	15	19	18	18	16	23	15	19	18
None of the above	17	22	14	23	10	19	17	14	18	16	29	20	16	14	20	13
Don't know	5	5	4	6	3	4	4	6	4	5	6	5	4	5	4	5

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Fieldwork: 2nd - 4th April 2013

	Region					End-of-life wishes formally recorded?			
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	Don't know
Weighted Sample	4007	513	1302	857	986	349	405	1154	745
Unweighted Sample	4007	579	1327	782	937	382	411	1212	791
	%	%	%	%	%	%	%	%	%

[The following questions were only asked to those who consented to answering the questions. N= 3454]

Thinking back to the last close relative or friend who has died, did they pass away suddenly or were they suffering from a short or long illness?

Suddenly	21	18	23	20	22	24	0	0	0
Short illness	33	33	34	37	30	33	48	51	47
Long illness	35	36	33	33	39	33	52	49	53
Not applicable - no one close to me has died	10	13	10	11	9	10	0	0	0

Some people talk about people dying well or in a good way...

Thinking back to the last close relative or friend of yours who has died, generally speaking do you think they died in a good way or bad way?

[Only asked to those who selected short or long illness. N=2414]

A good way	42	47	44	39	40	48	58	40	38
A bad way	45	44	41	46	49	41	33	51	41
Don't know	13	9	15	15	11	11	9	9	21

You previously said you know someone close to you who has died in a bad way...

Which, if any, of the following do you think could have helped to improve this situation? (Please tick all that apply)

[Only asked to those who selected "bad way" in the previous question. N=1064]

Better communication between medical staff and the patient/patient's family	39	40	39	42	35	39	29	44	33
Improved coordination/organisation of care	33	33	36	36	30	26	29	36	31
Being able to die in the place of their choice	31	33	30	38	26	28	22	36	25
More availability of treatment	27	30	25	29	29	22	28	26	29
Better access to specialised services	25	20	28	29	22	15	25	24	25
Being with family/friends	23	23	24	25	22	15	20	26	19
If their end-of-life wishes had been known	19	18	15	18	21	26	13	23	14
None of the above	17	19	18	14	16	26	25	13	21
Don't know	5	7	5	4	3	5	6	3	8

Fieldwork: 2nd - 4th April 2013

	Voting intention					2010 Vote			Gender		Age				Social grade	
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
Weighted Sample	4007	X	X	X	X	1250	1043	887	1947	2060	485	1022	1370	1130	2284	1723
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of the following places best describes where they died?

[Only asked to those who selected short or long illness. N=2414]

Hospital	51	48	51	53	61	50	52	51	51	50	42	49	53	51	50	51
Their home	20	20	22	18	18	20	23	19	20	21	22	20	20	21	20	21
Hospice	12	14	11	11	9	13	11	11	13	11	16	11	12	11	13	10
Care/residential home	11	12	10	8	8	10	10	13	10	12	10	13	9	12	12	11
Nursing home	5	5	3	10	2	5	4	5	4	5	5	4	5	5	4	5
In a public space or place (e.g. a road)	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Other	1	0	0	0	1	1	0	0	0	1	0	0	0	1	1	0
Don't know	1	0	1	1	0	1	1	0	1	1	5	2	0	0	1	1

Did they make their wishes for their end-of-life medical treatment and care known to you?

[Only asked to those who selected short or long illness. N=2414]

Yes, they did	25	32	23	24	20	28	24	24	24	26	21	21	26	27	26	23
No, they didn't	63	57	66	68	67	60	64	67	63	63	52	60	65	66	63	64
Don't know	12	11	12	8	12	12	12	9	13	11	27	19	9	7	11	13

Do you know if their end-of-life wishes had been formally recorded (for example, through completing a Living Will or Advance Decision, or having their wishes recorded in their medical notes) so that medical professionals knew what they had wanted?

[Only asked to those who selected short or long illness. N=2414]

Yes, their end-of-life wishes had been formally recorded	18	20	19	15	14	17	17	17	19	16	24	22	16	15	17	18
No, their end-of-life wishes had not been formally recorded	50	49	51	56	57	50	52	51	46	54	26	39	55	57	50	50
Don't know	32	31	31	29	30	32	31	32	35	30	51	39	29	28	32	32

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

Fieldwork: 2nd - 4th April 2013

	Region					End-of-life wishes formally recorded?			
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	Don't know
Weighted Sample	4007	513	1302	857	986	349	405	1154	745
Unweighted Sample	4007	579	1327	782	937	382	411	1212	791
	%	%	%	%	%	%	%	%	%

And which of the following places best describes where they died?

[Only asked to those who selected short or long illness. N=2414]

Hospital	51	48	49	55	49	51	40	56	48
Their home	20	21	19	23	20	18	27	17	22
Hospice	12	12	13	8	12	13	14	9	15
Care/residential home	11	11	12	9	12	10	12	12	9
Nursing home	5	5	5	4	4	7	6	5	4
In a public space or place (e.g. a road)	0	0	0	0	0	0	0	0	0
Other	1	1	1	0	0	1	0	1	0
Don't know	1	1	1	0	2	0	0	0	2

Did they make their wishes for their end-of-life medical treatment and care known to you?

[Only asked to those who selected short or long illness. N=2414]

Yes, they did	25	21	25	25	28	20	51	25	11
No, they didn't	63	68	63	61	61	68	40	72	62
Don't know	12	11	12	13	11	11	9	3	26

Do you know if their end-of-life wishes had been formally recorded (for example, through completing a Living Will or Advance Decision, or having their wishes recorded in their medical notes) so that medical professionals knew what they had wanted?

[Only asked to those who selected short or long illness. N=2414]

Yes, their end-of-life wishes had been formally recorded	18	16	19	17	17	19	100	0	0
No, their end-of-life wishes had not been formally recorded	50	52	48	51	52	48	0	100	0
Don't know	32	32	33	32	31	32	0	0	100

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*