

YouGov Survey Results

Sample Size: 1546 GB Adults
Fieldwork: 14th - 15th August 2016

	EU Ref Vote			Vote in 2015				Gender		Age				Social Grade		Region						
	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1546	608	660	232	436	362	93	147	748	798	179	660	382	325	881	665	186	513	332	373	142	
Unweighted Sample	1546	742	641	135	441	392	117	164	703	843	195	595	429	327	987	559	168	521	321	384	152	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were able to choose, how long would you like to live for?

Until an age under 50	2	2	0	3	2	0	1	0	2	1	4	2	1	0	1	2	3	1	1	3	1
Until an age between 51 and 60	1	2	1	0	1	1	3	1	2	1	2	2	1	0	2	1	1	1	1	2	3
Until an age between 61 and 70	3	2	4	2	3	2	2	4	3	3	5	3	5	0	2	4	3	3	2	3	7
Until an age between 71 and 80	10	10	9	14	11	11	9	6	12	8	11	10	12	6	10	10	13	11	8	8	10
Until an age between 81 and 90	22	24	24	15	23	27	27	23	19	25	19	19	25	27	23	21	20	22	27	19	22
Until an age between 91 and 100	21	21	24	15	27	22	15	21	19	23	19	19	16	33	23	19	21	23	17	22	20
Until an age between 101 and 110	7	6	7	7	8	4	10	12	7	7	4	7	6	10	6	8	4	9	7	6	4
Beyond the age of 110	14	14	14	15	10	13	11	16	19	9	13	16	13	12	15	13	18	11	17	13	16
Don't know	20	18	16	29	14	20	22	17	17	23	23	23	21	12	19	22	17	19	20	25	17

Do you currently have a written will?

Yes, I do	39	39	47	21	54	33	56	46	37	41	5	20	53	80	43	35	26	47	41	35	36
No, I do not	58	59	52	75	43	65	44	53	59	57	91	75	45	20	56	61	72	50	57	60	62
I don't know	3	2	1	4	3	2	0	1	4	2	3	4	2	0	2	4	2	2	2	5	2

How many funerals have you been to?

0	4	5	2	8	3	2	2	2	5	3	17	4	1	0	4	4	7	5	3	3	1
1	5	7	3	6	6	6	4	3	6	5	20	6	2	0	6	5	6	5	5	5	6
2	10	9	7	21	7	10	12	5	9	10	24	12	5	2	10	10	12	11	9	8	9
3-5	30	31	31	32	26	34	30	32	31	30	26	40	28	18	30	31	34	31	33	28	24
6-10	23	23	29	8	29	22	29	26	22	24	4	21	30	29	25	20	19	26	17	27	23
10-20	13	12	15	8	15	14	13	15	12	14	1	7	17	25	13	13	12	11	17	12	13
More than 20	7	8	8	6	7	7	8	11	9	6	1	2	10	18	8	7	6	7	8	8	11
Don't know	7	5	5	11	7	5	2	5	6	8	7	7	7	8	5	10	4	4	8	10	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What clothing do you think it is acceptable to wear at a funeral?

Black clothing	22	19	22	29	18	21	18	27	24	19	38	26	15	11	22	22	30	20	23	16	29
Dark, sombre colours, but not necessarily	45	47	48	37	46	46	55	47	45	45	38	42	51	48	47	43	44	46	41	49	44
Any colour of clothing	29	31	28	27	33	30	26	25	25	32	16	27	30	39	28	31	22	31	32	28	24
Don't know	4	3	2	7	3	4	1	1	6	3	7	5	4	2	4	5	3	4	4	7	3

Would you prefer to outlive your partner, or your partner to outlive you?

I would prefer to outlive my partner	22	21	24	19	26	23	20	19	20	24	14	19	24	31	25	19	25	22	22	21	25
I would prefer my partner to outlive me	27	26	28	27	27	28	33	29	31	22	26	26	26	27	24	29	27	28	26	26	24
I don't have a partner	20	21	18	20	15	21	21	17	19	20	32	20	16	16	18	22	18	19	19	21	20
Don't know	32	31	30	33	32	27	26	34	31	33	28	35	34	26	33	30	29	32	33	32	31

When you die would you prefer to be buried or cremated?

Buried	17	19	17	13	15	19	17	17	16	17	20	17	14	17	17	16	21	14	18	14	24
Cremated	58	54	65	52	64	57	57	64	57	58	42	52	65	71	58	57	53	60	64	57	47
Something else	5	7	3	5	5	5	6	5	7	4	10	5	6	3	5	6	6	5	3	7	6
Don't know	20	20	15	30	16	19	20	14	20	21	28	26	15	9	19	21	20	21	16	22	23

Would you prefer that your ashes be kept or scattered?

[Only asked to those who indicated they wanted to be cremated; n=899]

Kept	7	5	8	9	6	10	2	13	5	9	7	7	7	7	8	6	21	6	5	7	2
Scattered	79	83	81	70	81	79	83	72	82	77	81	74	82	83	78	82	65	80	81	81	85
Don't know	13	12	11	21	13	11	15	15	13	14	12	18	11	9	14	12	14	14	13	13	14

Are you afraid of death?

Yes I am	32	34	28	40	27	37	37	33	24	39	35	38	27	24	31	33	34	30	29	34	34
No I am not	50	49	56	39	56	46	44	57	58	42	44	44	54	58	50	49	50	53	49	45	50
Don't know	19	18	16	21	18	17	19	10	18	19	20	18	19	19	19	18	16	17	22	20	16