

YouGov Survey Results

Sample Size: 1770 GB Adults
Fieldwork: 16th - 17th August 2015

	Vote in 2015				Gender		Age				Social Grade		Region					
	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	1770	602	496	124	212	858	912	211	448	605	506	1009	761	227	575	379	435	154
Unweighted Sample	1770	555	496	135	226	828	942	171	331	708	560	1123	647	210	594	374	423	169
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much does death scare you?

A lot	20	20	22	17	23	13	27	18	21	22	19	20	20	20	21	22	18	16
A little	48	48	47	56	47	50	47	53	51	43	48	49	46	45	47	46	52	50
Not at all	25	26	24	19	24	31	20	22	20	29	27	24	26	28	26	25	22	28
Not sure	7	6	7	7	6	6	7	7	8	7	6	6	8	7	6	7	7	6

If you died today would you die happy or unhappy?

Happy	40	42	41	39	40	38	43	28	37	40	50	44	36	42	44	41	37	37
Unhappy	32	31	32	38	33	34	31	42	35	32	25	31	34	35	30	35	31	33
Not sure	27	27	26	24	26	28	26	30	28	28	25	25	30	23	27	24	32	31

Do you believe in an afterlife?

Definitely	15	16	16	8	17	12	18	14	14	17	15	12	19	17	17	16	12	13
Probably	21	26	18	18	23	17	25	19	20	21	24	21	22	19	21	22	22	22
TOTAL PROBABLY / DEFINITELY	36	42	34	26	40	29	43	33	34	38	39	33	41	36	38	38	34	35
Probably not	24	23	26	26	25	26	23	24	27	23	24	26	23	28	25	24	23	21
Definitely not	24	21	24	37	21	31	17	32	21	23	23	27	19	25	23	25	22	30
TOTAL PROBABLY NOT / DEFINITELY NOT	48	44	50	63	46	57	40	56	48	46	47	53	42	53	48	49	45	51
Not sure	15	14	16	10	14	14	16	11	19	15	14	14	17	11	14	14	20	14

If there were a heaven and a hell, which would you end up in?

Heaven	48	49	49	47	49	40	54	45	46	51	46	47	48	52	48	43	48	48
Hell	10	9	12	7	10	14	6	7	11	12	9	11	10	11	10	10	11	14
Not sure	42	41	39	46	41	45	39	48	43	38	45	43	42	37	42	47	41	38

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	Total	Definitely	Probably	Probably not	Definitely not	Not sure	Probably / Definitely	Probably not / Definitely not
Weighted Sample	1770	267	377	432	422	272	644	854
Unweighted Sample	1770	261	376	432	440	261	637	872
	%	%	%	%	%	%	%	%

How much does death scare you?

A lot	20	17	20	18	22	23	19	20
A little	48	42	57	56	40	43	51	48
Not at all	25	35	19	22	34	17	26	28
Not sure	7	6	4	4	5	18	5	5

If you died today would you die happy or unhappy?

Happy	40	49	44	39	37	34	46	38
Unhappy	32	29	31	34	39	24	30	36
Not sure	27	22	26	27	23	42	24	25

Do you believe in an afterlife?

Definitely	15	100	0	0	0	0	42	0
Probably	21	0	100	0	0	0	59	0
TOTAL PROBABLY / DEFINITELY	36	100	100	0	0	0	100	0
Probably not	24	0	0	100	0	0	0	51
Definitely not	24	0	0	0	100	0	0	49
TOTAL PROBABLY NOT / DEFINITELY NOT	48	0	0	100	100	0	0	100
Not sure	15	0	0	0	0	100	0	0

If there were a heaven and a hell, which would you end up in?

Heaven	48	68	63	45	29	41	65	37
Hell	10	5	5	8	22	9	5	15
Not sure	42	27	33	47	50	50	30	48

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

If you could live forever, would you choose to?

Yes	28	27	26	31	33	35	21	31	32	26	25	27	29	23	26	32	29	27
No	48	45	52	48	46	44	51	43	43	49	52	48	47	58	48	44	45	50
Not sure	25	28	22	20	22	22	27	26	25	25	23	24	25	20	26	24	26	24

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	%	%	%	%	%	%	%	%

If you could live forever, would you choose to?

Yes	28		26	25	29	30	28		25	30
No	48		52	48	49	50	36		50	50
Not sure	25		22	26	22	20	36		25	21

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

What age do you hope to live to?

For full list of ages see Sheet1

MEDIAN	90	90	90	90	85	90	90	90	90	86	90	90	88	90	90	90	90	87
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What do you think is the average life expectancy of someone in the UK?

For full list of ages see Sheet2

MEAN	81	83	80	82	80	80	82	78	80	81	83	81	80	83	81	79	81	80
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MEDIAN	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80	79
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	%	%	%	%	%	%	%	%

What age do you hope to live to?
For full list of ages see Sheet1

MEDIAN	90	90	90	89	87	90	90	88
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What do you think is the average life expectancy of someone in the UK?
For full list of ages see Sheet2

MEAN	81	83	79	80	81	82	81	80
MEDIAN	80	80	80	80	80	80	80	80