

Exploring public views on assisted dying

Survey 2 – September 2024



Summary

Public awareness of assisted dying has increased during 2024

Support for a change in the law to permit assisted dying continues

Having a right to choose and the ability to end suffering are key reasons given in support of a change of law

- In February 2024, 59% of the public had seen, read or heard about assisted dying via media sources or through in-person conversations. This rose to 82% in September 2024, likely reflecting the increased media coverage, interest and discussion about the topic.

- Seven in ten (70%) people in England support a change in the law on assisted dying. In comparison, around one in seven (14%) oppose a change, while a further 17% did not have a position or opinion.
- Increased exposure to messages on this issue does not appear to have affected the balance of public opinion in England towards assisted dying, with levels of support and opposition remaining consistent between February and September 2024 (February 2024 – 69% agree that assisted dying should be legal and 15% disagree; September 2024 – 70% agree the law should be changed to permit assisted dying; 14% disagree).

- When those who support a change in the law were asked to give the reasons for their view in their own words, the most commonly given explanations were that someone terminally ill or without quality of life should be allowed to end their life (49%), that people should not have to suffer (47%) and that people should have a right to choose (44%). More than two in five acknowledge that mental capacity is a prerequisite for an assisted death.
- When all survey respondents (irrespective of their support or opposition in principle) were presented with potential arguments in support of a law change, the reasons selected as most important were the right to choose, the right to end suffering and dignity.

Religious reasons, the view that taking a life is wrong, and safeguarding concerns are key reasons cited against a law change

Support for assisted dying is strongest for someone who has a terminal illness and less than 6 months to live

There is less support for assisted dying for a non-terminal physical illness than for assisted dying for a terminal illness

- Among those who oppose a change in the law, the explanations most common given to explain this point of view were religious beliefs (22%), the belief that assisted dying is wrong (21%) and the belief that life is sacred (20%).
 - Among all survey respondents, the most important reasons identified regarding why there should not be a change in the law still included views about the sanctity of life. However, among the total survey sample, safeguarding concerns, unintended consequences for end of life and palliative care, and the impacts on healthcare professionals, were selected as the most important considerations.
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- Seven in ten (70%) survey respondents said that assisted dying should be available when someone has a terminal illness and is expected to die within 6 months. This support drops to 64% in a scenario where someone has a terminal illness with a prognosis of 12 months to live.
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- The majority (56%) of the public support assisted dying for a person who has a physical medical condition that is not terminal but is expected to cause intolerable suffering, but over a third (35%) do not.

Assisted dying for under 18s and adult non-residents of England is more divisive

Respondents' individual experiences can lead to a variation in support depending on the context or scenario

Some opponents to a law change do appear to suggest assisted dying should be permissible when specific scenario details are described

- While 57% support assisted dying being possible for someone under the age of 18 with a terminal condition, this level of support is 13-percentage points lower than recorded for adults with a terminal condition (70%). For a child who is experiencing intolerable suffering, but does not have a terminal condition, support of assisted dying being possible drops further still to below half (47%).
 - Half (51%) of the public support a non-resident of England with a terminal illness being able to travel to England for an assisted death if they pay for this care.
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- Those living with a disability, those with a terminal illness, and those who have a family member or friend with a terminal illness have a tendency to express stronger support for assisted dying in specific scenarios compared to those not living with these circumstances. However, these variations are not found universally for all of the survey scenarios, emphasising the risk of over-generalising views on this subject.
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- Once those that said they did not agree to a change in the law on assisted dying generally (14%) were presented with more detailed scenarios, between 16% and 20% of this cohort responded that the law should change to allow assisted death in the circumstances described. This suggests that framing the conversation on this issue in a less abstract way (i.e. based on the scenarios people may face) elicits more supportive responses.

Most of the public want to see the decriminalisation of helping someone to travel to foreign clinics, such as Dignitas

There is clear public support for improving NHS palliative and end of life care

Opinions on assisted dying differ based on gender, age, religious views, ethnic identity and location

- Around two-thirds (68%) agree that if assisted dying remains illegal in England, the act of helping someone to travel to a foreign clinic such as Dignitas should be decriminalised. There is also support for health professionals to be able to advise on how to seek an assisted death at a foreign clinic without fear of being prosecuted (66%).

- 79% of the public want to see more funding to improve the quality and availability of NHS palliative care and 81% agree that people at the end of their life should have guaranteed continuity of care with their GP and a social care plan. 80% feel that there should be a commitment from the Government for more support and guidance for home carers.

- Support for the concept of assisted dying is strongest among males (72%), those aged 55-74 (77%), those who identify as white (75%), those with no religious beliefs (82%), and those living outside of London (regions outside London 68%-75%). Muslim respondents are least likely to support a change in the law on assisted dying (30%).

Views on changing the law

Information on assisted dying was given to respondents before they answered the questions in this section of the survey.

Definition of assisted dying

The survey provided a clear definition of 'assisted dying'. This was described as:

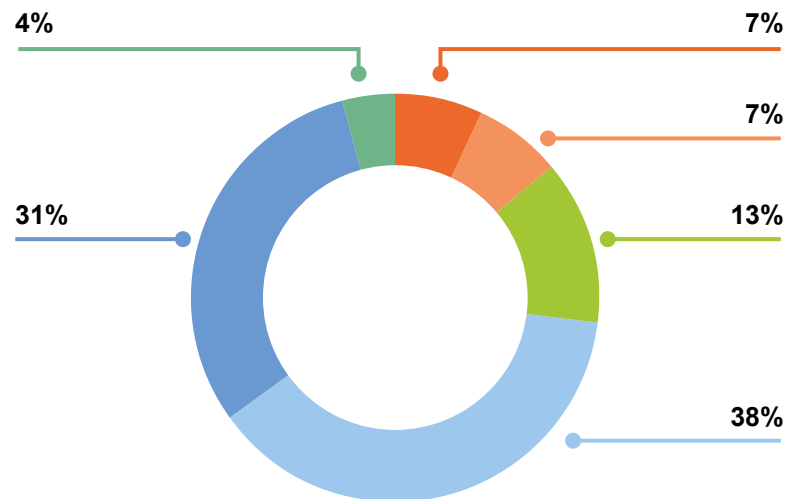
- The involvement of healthcare professionals in providing lethal drugs intended to end a patient's life at their voluntary request, subject to a set of conditions
- Healthcare professionals prescribing lethal drugs to eligible patients to take themselves. This is sometimes referred to as 'physician-assisted dying' or 'physician-assisted suicide'
- Healthcare professionals administering lethal drugs to eligible patients with the intention of ending that patient's life. This is sometimes referred to as '(voluntary) euthanasia'
- The law: Assisted dying is not legal in England

Seven in ten (70%) agree that the law in England should be changed to permit assisted dying. One in seven (14%) oppose the law changing.

Agreement that assisted dying should be legal in England

Q2. To what extent, if at all, do you agree or disagree that the law in England should be changed to permit assisted dying?

Unweighted sample base: 2011



70% agree that the law in England should be changed to permit assisted dying

14% disagree the law in England should be changed to permit assisted dying

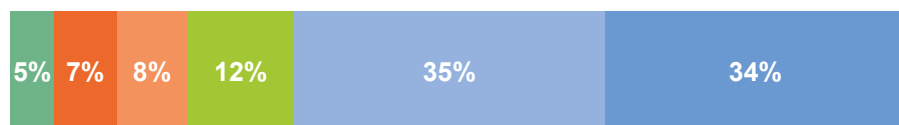
Strongly disagree Somewhat disagree Neither agree nor disagree Somewhat agree Strongly agree Don't know

The proportion of the public in England that support and oppose the concept of assisted dying remains unchanged between February and September 2024. This stability is notable given the increase in exposure to media messages on this subject over the same period.

Agreement that assisted dying should be legal in England Survey 1 vs Survey 2

Survey 1: A4. To what extent, if at all, do you agree or disagree that assisted dying should be legal in England?*

Unweighted sample base: 2031



Survey 1 – February 2024

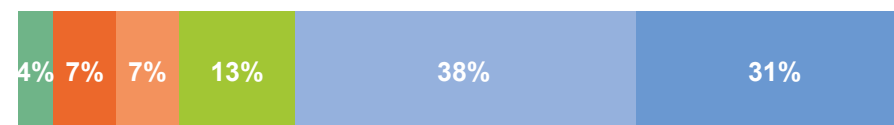
15% disagree that assisted dying should be legal

69% agree that assisted dying should be legal

■ Don't know
 ■ Strongly disagree
 ■ Somewhat disagree
 ■ Neither agree nor disagree
 ■ Somewhat agree
 ■ Strongly agree

Survey 2: Q2. To what extent, if at all, do you agree or disagree that the law in England should be changed to permit assisted dying?*

Unweighted sample base: 2011



Survey 2 – September 2024

14% disagree that assisted dying should be legal

70% agree that assisted dying should be legal

*Please note that the wording changed in this question between Survey 1 and Survey 2

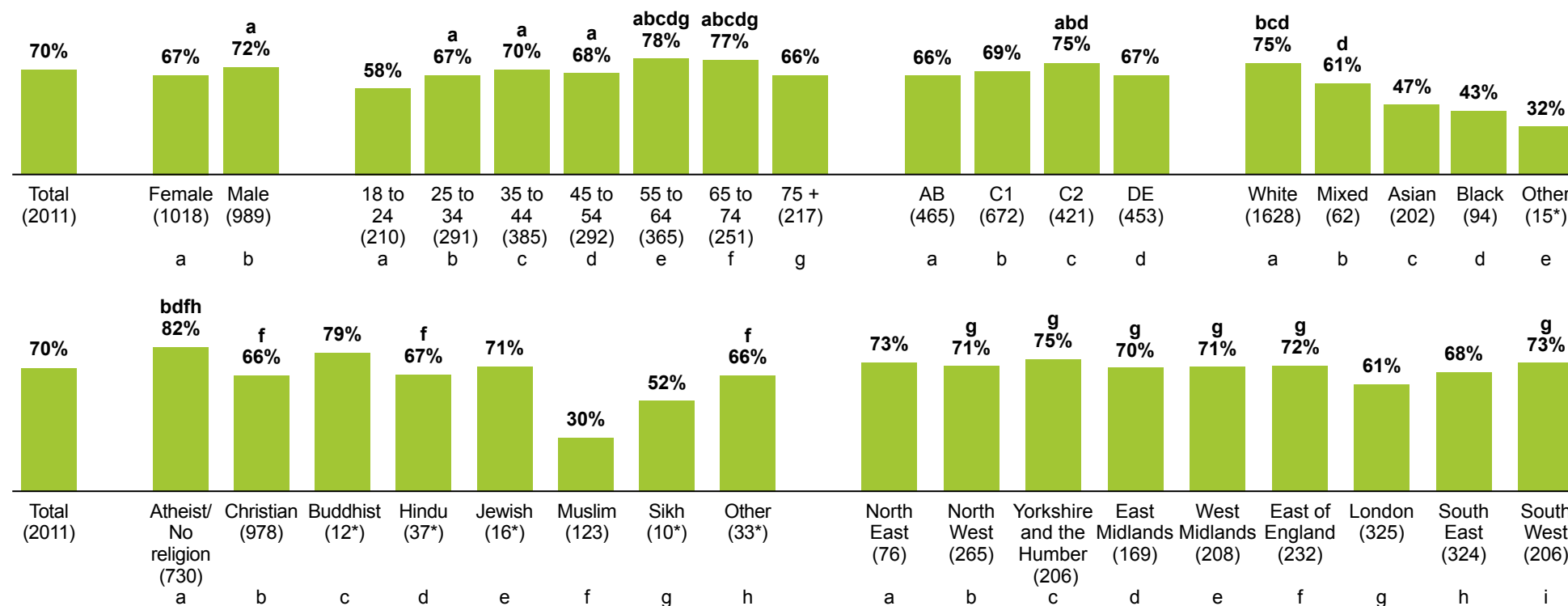
There is variation across demographics in those open to a change in the law. Those most open are male, those aged 55-74, those identifying as white and with no religion, and those living outside of London. As was seen in Survey 1, Muslim respondents are least likely to support a change in the law.

% Agreement the law should be changed to permit assisted dying in England

Q2. To what extent, if at all, do you agree or disagree that the law in England should be changed to permit assisted dying?

Unweighted sample bases in parentheses. *Base size lower than 50, treat statistics with caution.

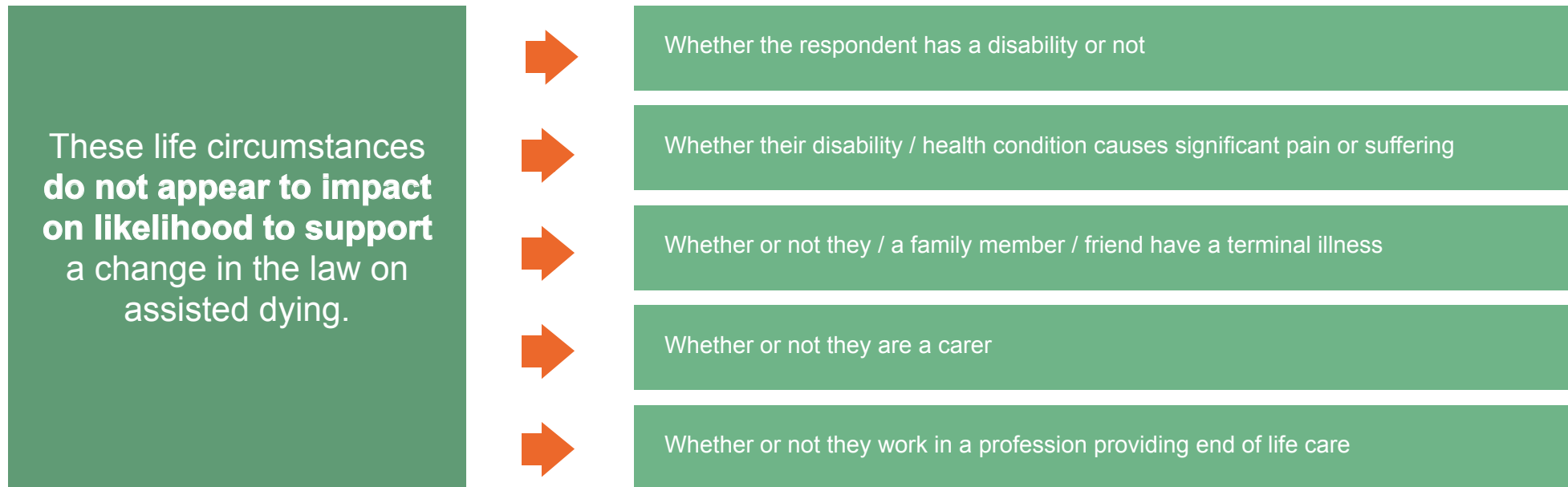
Significantly higher (a) within sub-group at the 95% confidence level.



Certain life circumstances, such as living with a disability, terminal illness or with significant pain, do not appear to impact on the likelihood to support the general concept of a change in the law on assisted dying. This is, however, not the case once detailed scenarios are introduced (see page 37).

Q2. To what extent, if at all, do you agree or disagree that the law in England should be changed to permit assisted dying?

Unweighted sample base: 2011



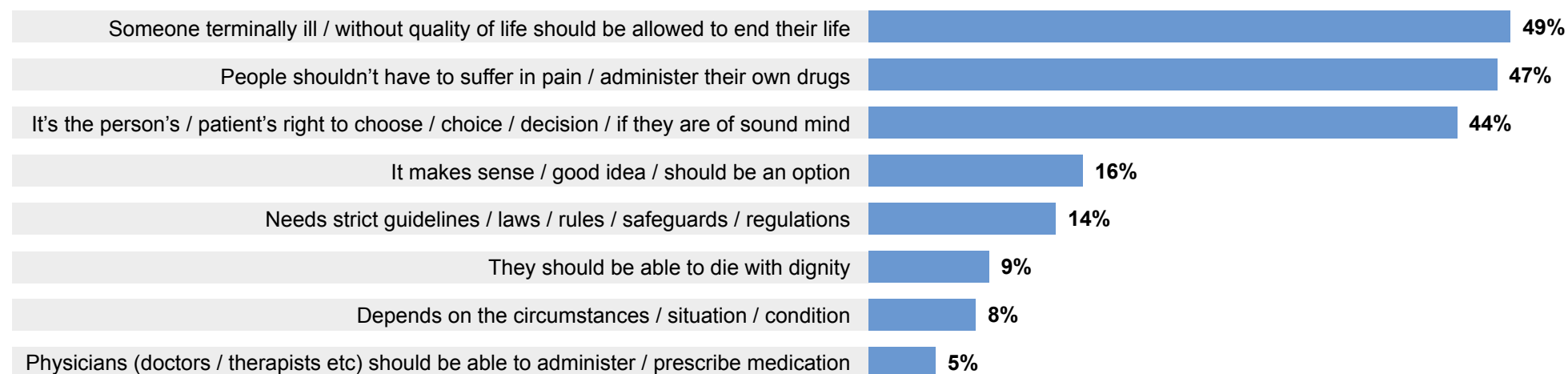
When those who support a change in the law were asked to explain in their own words the reasons that best explain their viewpoint, having the right to choose and the ability to end suffering are the dominant explanations. More than two in five responses acknowledged that mental capacity is a key pre-requisite.

Q2a. Please explain in your own words your reasons for saying this: those who agree that the law in England should be changed to permit assisted dying.

Unweighted sample base: 1415

Responses given by 5% or more of respondents shown on the graph.

Note that comments may have been allocated to more than one theme.



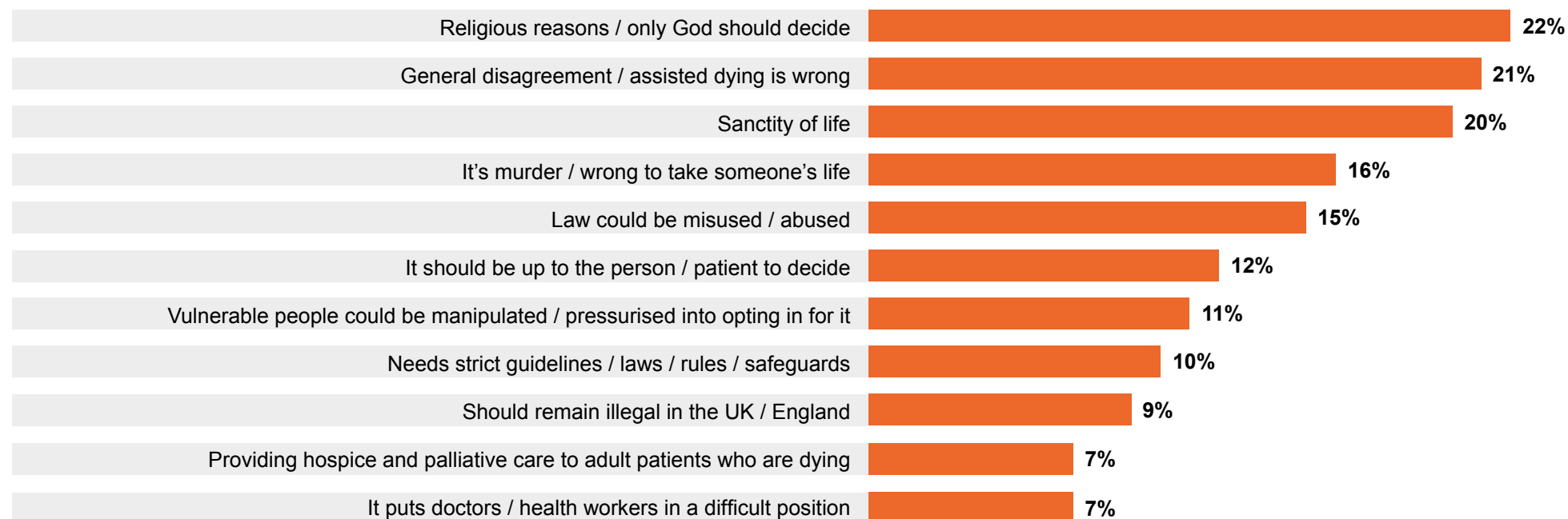
When those who oppose a change in the law were asked to explain in their own words the reasons that best explain their viewpoint, religious and ethical beliefs are the main factors. Concerns about the decision-making process are also cited.

Q2a. Please explain in your own words your reasons for saying this: those who disagree that the law in England should be changed to permit assisted dying.

Unweighted sample base: 277

Responses given by 5% or more of respondents shown on the graph.

Note that comments may have been allocated to more than one theme.



When presented with possible reasons why the law in England should be changed to permit assisted dying, the ability to end suffering, having the right to have a say in how to die and issues of dignity were deemed most important. All seven possible reasons had a mean importance score of at least 7 out of 10.

Q3. Below is a list of reasons that could explain why the law in England should be changed to permit assisted dying. For each reason, please say how important you think this is, where 1 is not important at all and 10 is very important.

Unweighted sample base: 2011

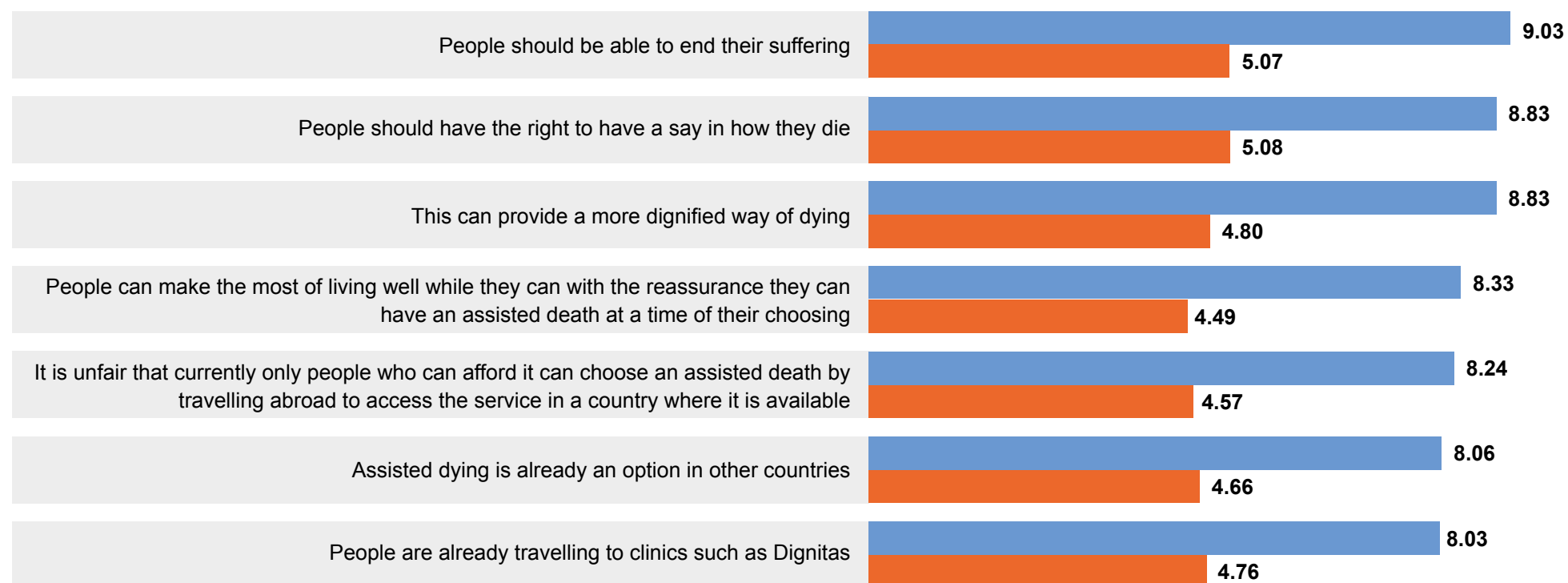


Among those who support a change in the law in England, the importance attributed to these reasons is stronger still.

Q3. Below is a list of reasons that could explain why the law in England should be changed to permit assisted dying. For each reason, please say how important you think this is, where 1 is not important at all and 10 is very important.

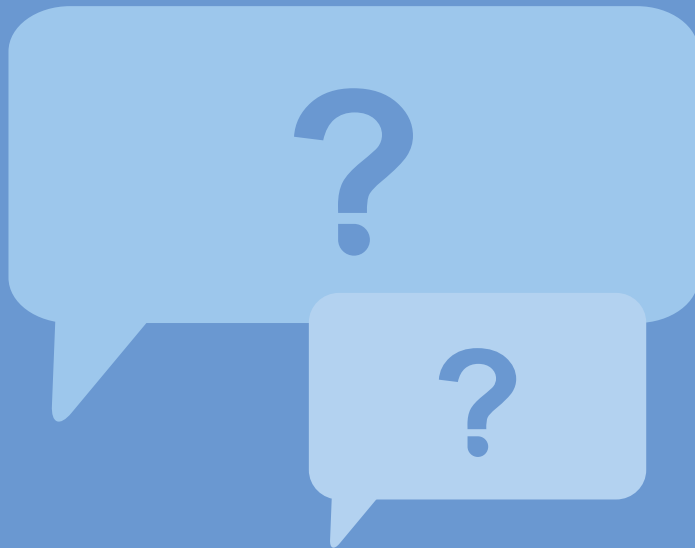
Unweighted sample bases in parentheses.

Mean score out of 10, sorted based on total



■ Agree with law change on assisted dying (1415)
 ■ Disagree with law change on assisted dying (277)

Additional important reasons mentioned to explain why the law in England should be changed.



Q3a. Are there any other important reasons why you think the law in England should be changed to permit assisted dying?

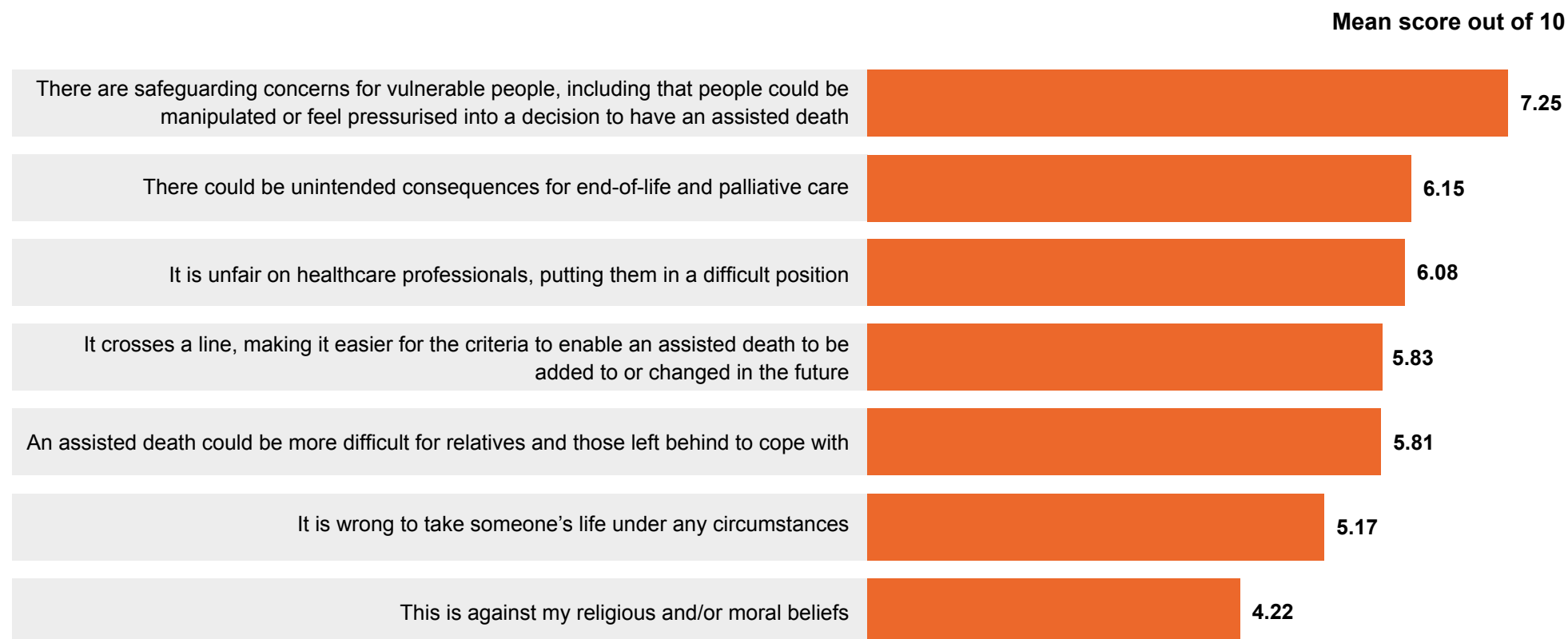
Unweighted sample base: 2011

- Families would not have to carry the burden of helping a loved one end their life, only to risk being prosecuted
- Comparison vs. how we treat animals
- Economic benefits, e.g. assisted death would reduce pressure on health and social care systems

Safeguarding concerns, unintended consequences for end of life and palliative care and impacts on healthcare professionals are the most important reasons for opposing a change in the law to permit assisted dying. The lower mean importance scores compared to those shown on pages 12 and 13 are a reflection of the overall balance of opinion in the survey sample towards a change in the law.

Q4. Below is a list of reasons that could explain why the law in England should not be changed to permit assisted dying. For each reason, please say how important you think this is, where 1 is not important at all and 10 is very important.

Unweighted sample base: 2011

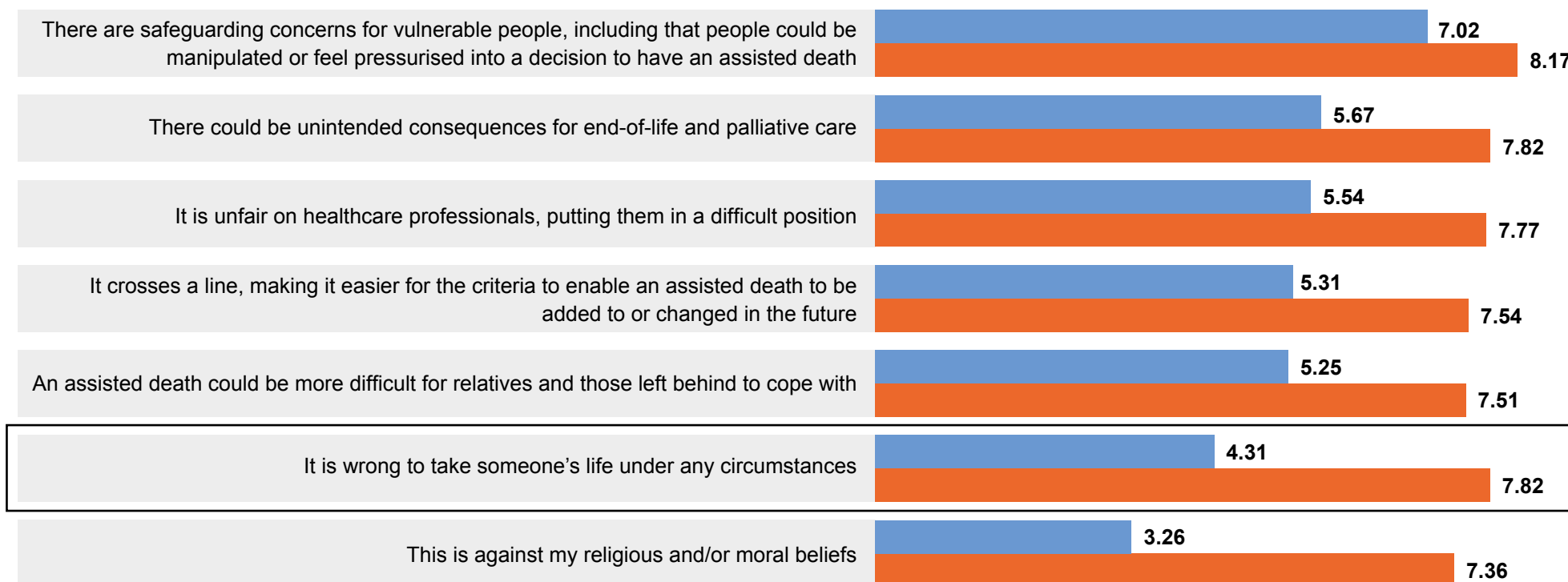


The same key reasons for opposing a change to the law come through amongst those that both support and oppose a law change. The sentiment that ‘it is wrong to take someone’s life under any circumstances’ comes through particularly strongly amongst those that oppose a law change.

Q4. Below is a list of reasons that could explain why the law in England should not be changed to permit assisted dying. For each reason, please say how important you think this is, where 1 is not important at all and 10 is very important.

Unweighted sample base: 2011

Mean score out of 10, sorted based on total



■ Agree with law change on assisted dying (1415)
 ■ Disagree with law change on assisted dying (277)

Additional important reasons mentioned to explain why the law in England should not be changed.



Q4a. Are there any other important reasons why you think the law in England should not be changed to permit assisted dying?

Unweighted sample base: 2011

- Misdiagnosis or errors by healthcare professionals could lead to unintended deaths
- Conflicts with Hippocratic Oath
- A change in the law could divert resources away from palliative care or research focused on curing terminal illnesses
- Individual involved could regret decision
- Fears that assisted dying could be politically prioritised to save money
- Fears that assisted dying could become part of an unregulated/ profit-driven industry
- Legalising assisted death sends a message that some lives (e.g. disabled, elderly) are less valuable
- Could create a society where death is seen as more acceptable than care

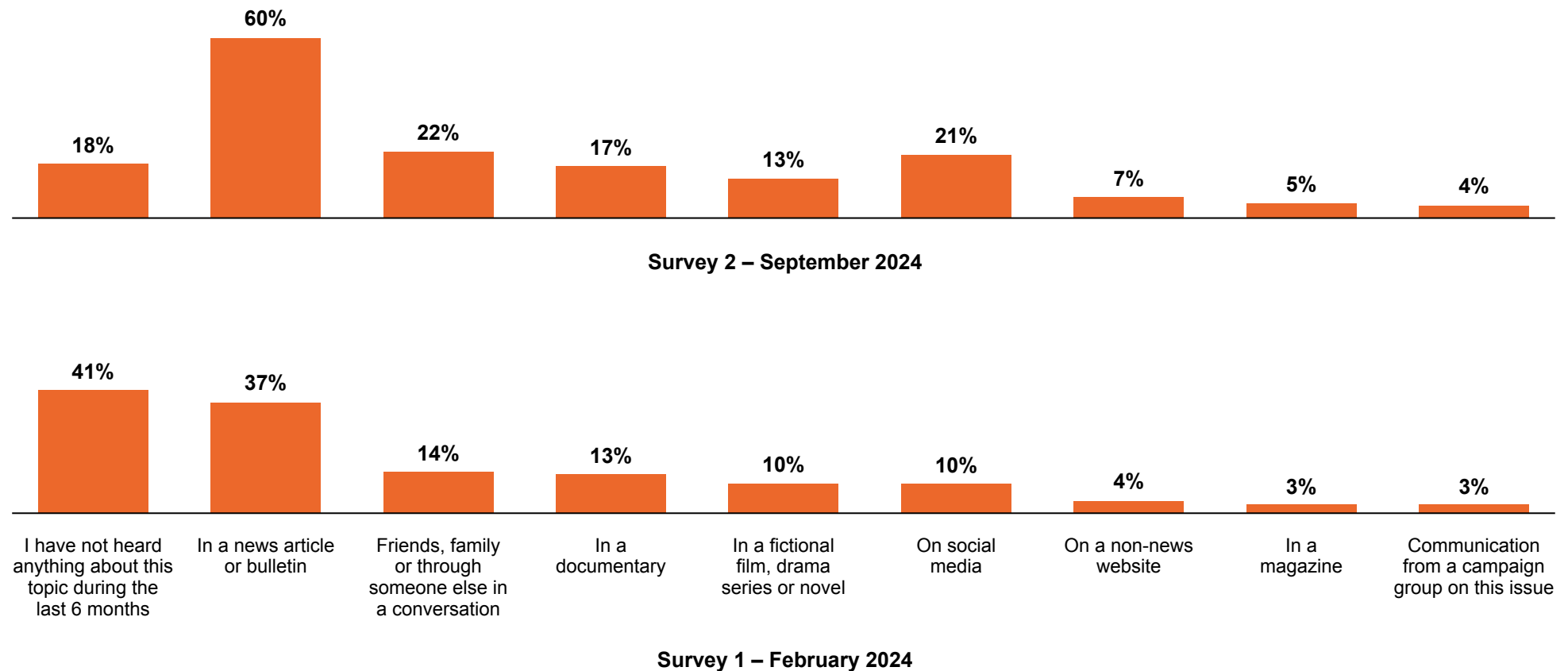
Engagement with media coverage of assisted dying

Public awareness of assisted dying has increased over 2024. In September, 82% recalled some form of messaging about this subject in the previous 6 months, up from 59% in February.

Seen/heard anything about assisted dying in the last 6 months (1)

Q1. Please select any sources below where you can remember seeing, reading or hearing about assisted dying in the last 6 months.

Unweighted sample base: Survey 1: 2031; Survey 2: 2011



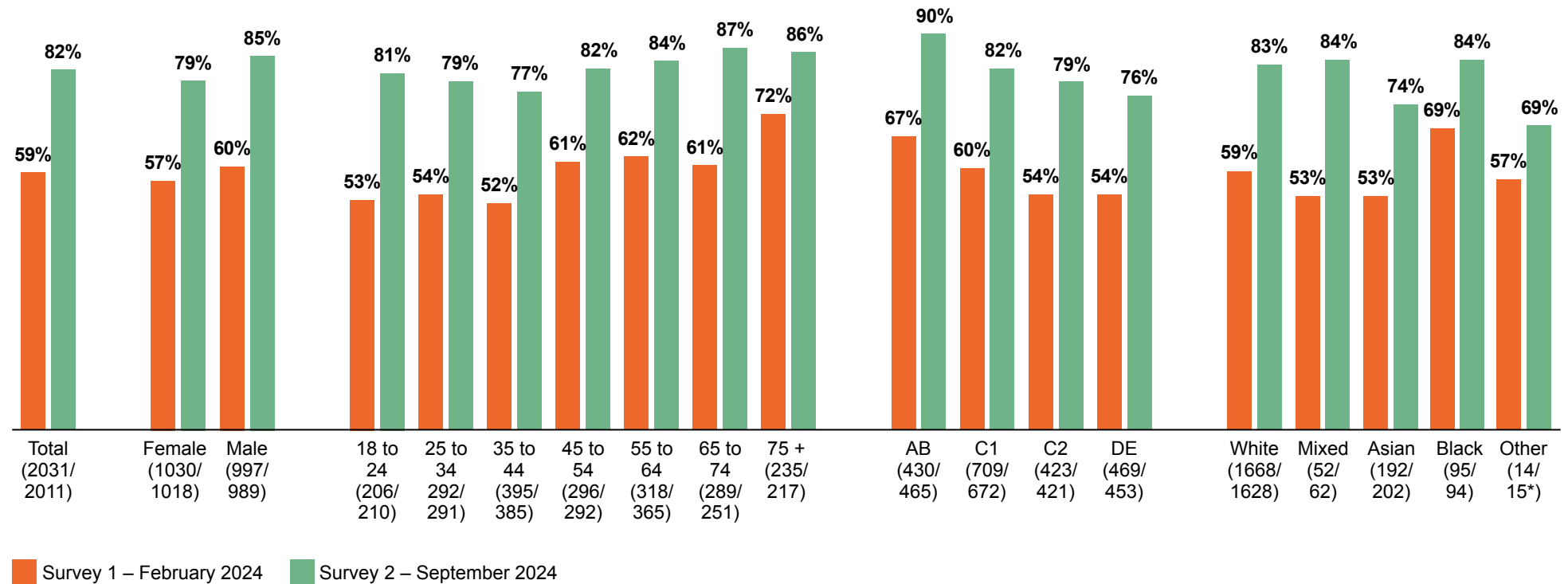
This increased exposure to the topic of assisted dying can be seen in all demographic groups.

Seen/heard anything about assisted dying in the last 6 months (2)

Q1. Please select any sources below where you can remember seeing, reading or hearing about assisted dying in the last 6 months.

Unweighted sample bases in parentheses (Survey 1 / Survey 2)

Engaged with subject



In what circumstances might assisted dying be permissible?

Exploring support for assisted dying via scenarios

The key discussions and recommendations emerging from the Nuffield Council on Bioethics Citizens' Jury 'Exploring public views on assisted dying' were translated into survey scenarios. The purpose of these was to explore public opinion on the following:

- When the option of assisted dying should be available (proximity to expected death)
- Availability of assisted dying for terminal illness and/or intolerable suffering
- Availability of assisted dying for under 18s
- Availability of assisted dying in England for non-UK residents

In a scenario involving an adult given 6 months left to live due to a terminal illness, seven in ten support their choice of an assisted death, reflecting the overall balance of opinion on the issue more generally.

Q5/1. In this scenario, do you think that the law in England should allow this person to choose an assisted death?

Unweighted sample base: 2011

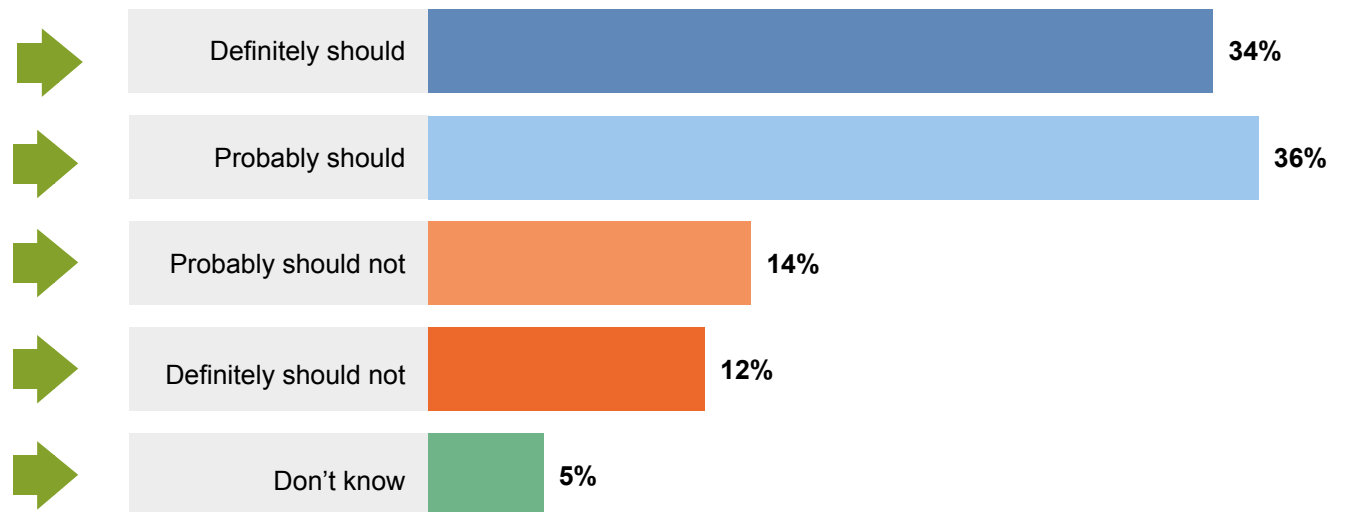
SCENARIO 1a | 6 months

Please imagine a person aged **18 years or older** who has a **terminal illness** who has been told they can reasonably be expected to die within **6 months**.

Two healthcare professionals have assessed them as being mentally competent to make decisions on their health.

They have repeatedly asked for an assisted death over several months.

They are a resident in England.



70% should

25% should not

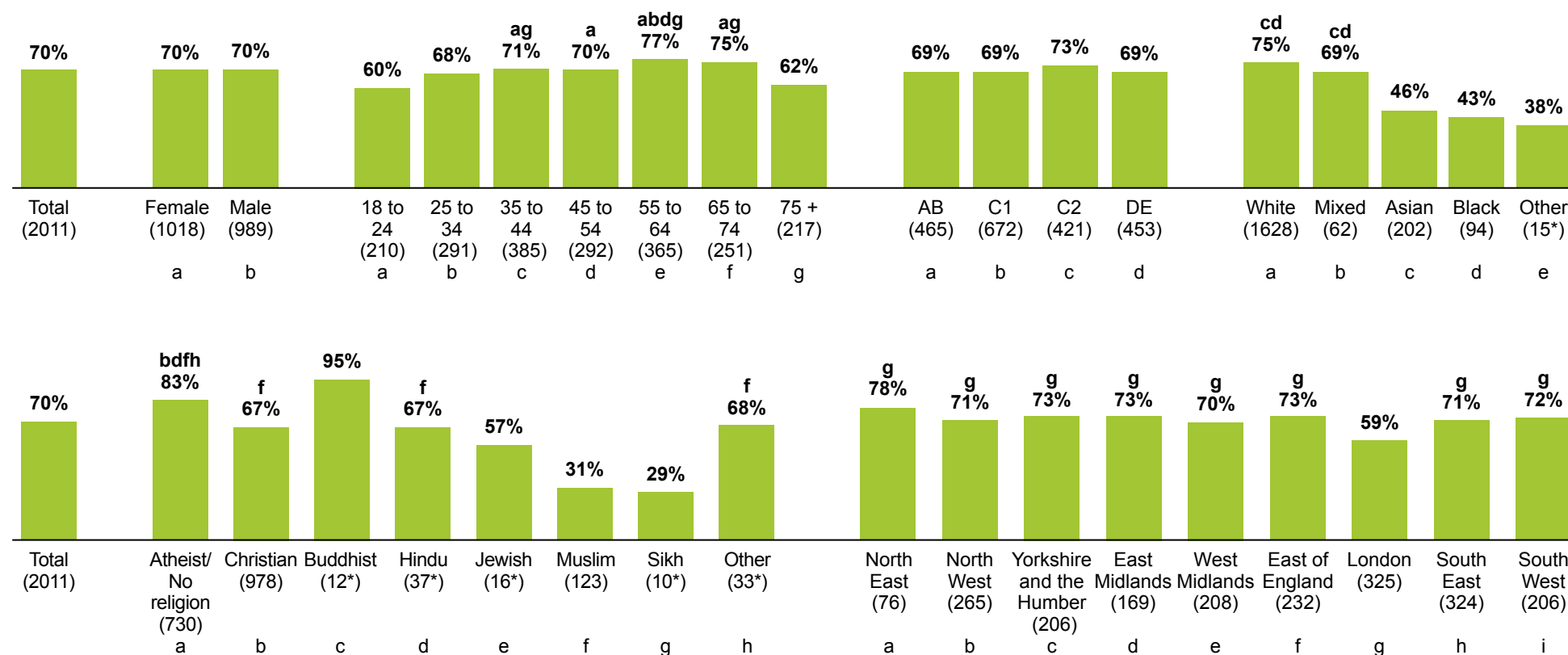
The variation in support for Scenario 1 generally mirrors acceptability of a law change on assisted dying (see page 9). Those aged 55-74, those identifying as white and with no religion, and those living outside of London, are most likely to support.

% Support for Scenario 1a: Adult prognosed 6 months to live

Q5/1. In this scenario, do you think that the law in England should allow this person to choose an assisted death?

*Unweighted sample bases in parentheses. *Base size lower than 50, treat statistics with caution.*

Significantly higher (a) within sub-group at the 95% confidence level.



Where an adult is given 12 months left to live due to terminal illness, support for an assisted death being possible drops to 64%. This is 6-percentage points lower than the level of support recorded for assisted dying when an adult has 6 months to live.

Q5/2. In this scenario, do you think that the law in England should allow this person to choose an assisted death?

Unweighted sample base: 2011

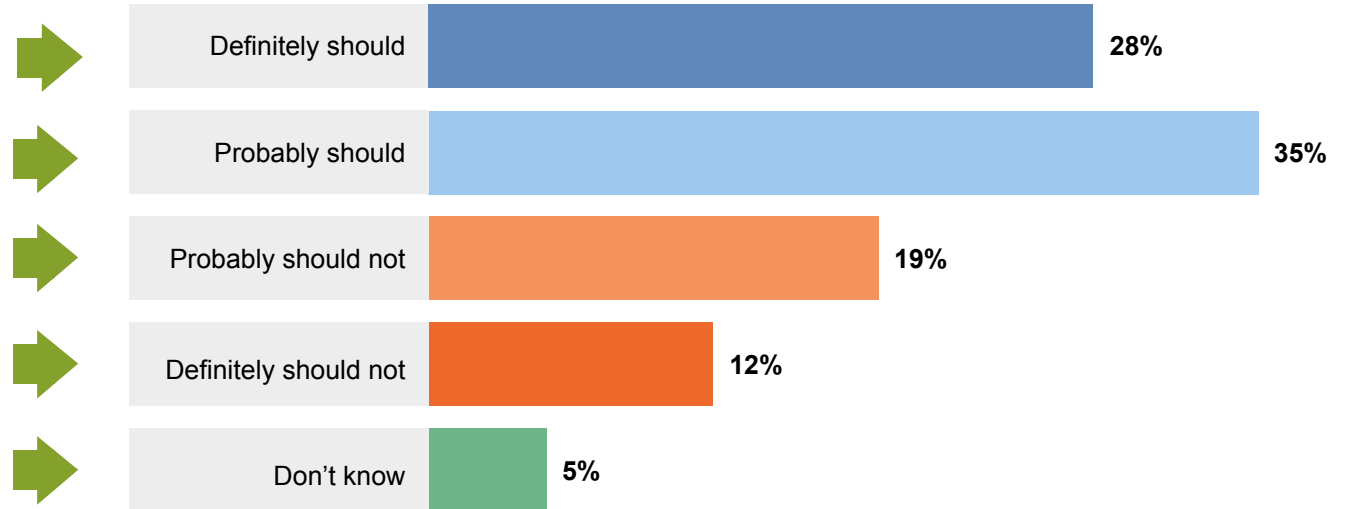
SCENARIO 1b | 12 months

Please imagine a person aged **18 years or older** who has a **terminal illness** who has been told they can reasonably be expected to die within **12 months**.

Two healthcare professionals have assessed them as being mentally competent to make decisions on their health.

They have repeatedly asked for an assisted death over several months.

They are a resident in England.



64% should

31% should not

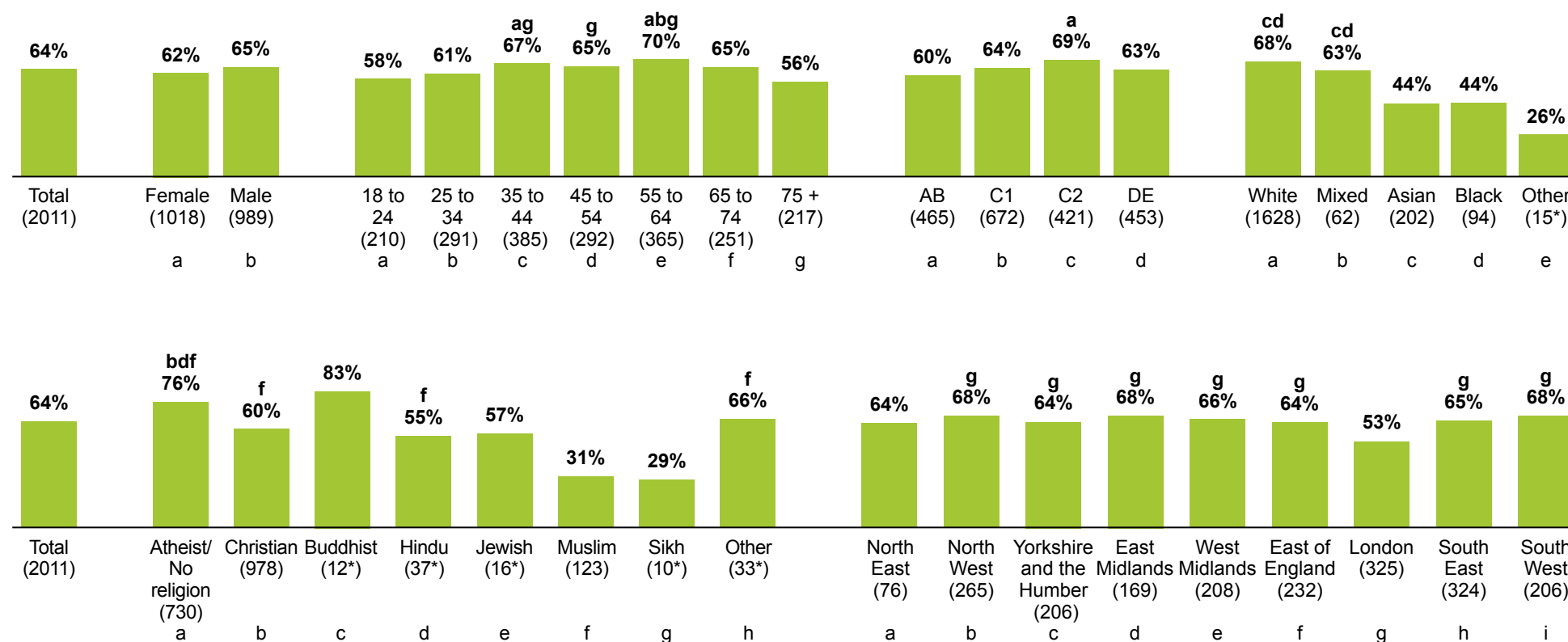
This slight drop in support based on the 12 months to live prognosis can also be observed across most demographics.

% Support for Scenario 1b: Adult prognosed 12 months to live

Q5/2. In this scenario, do you think that the law in England should allow this person to choose an assisted death?

*Unweighted sample bases in parentheses. *Base size lower than 50, treat statistics with caution.*

Significantly higher (a) within sub-group at the 95% confidence level.



Support for assisted dying is more muted in a case where a medical condition is not terminal but is likely to cause intolerable suffering. Over a third (35%) state an assisted death should not be permissible in such circumstances.

Q6. In this scenario, do you think that the law in England should allow this person to choose an assisted death?

Unweighted sample base: 2011

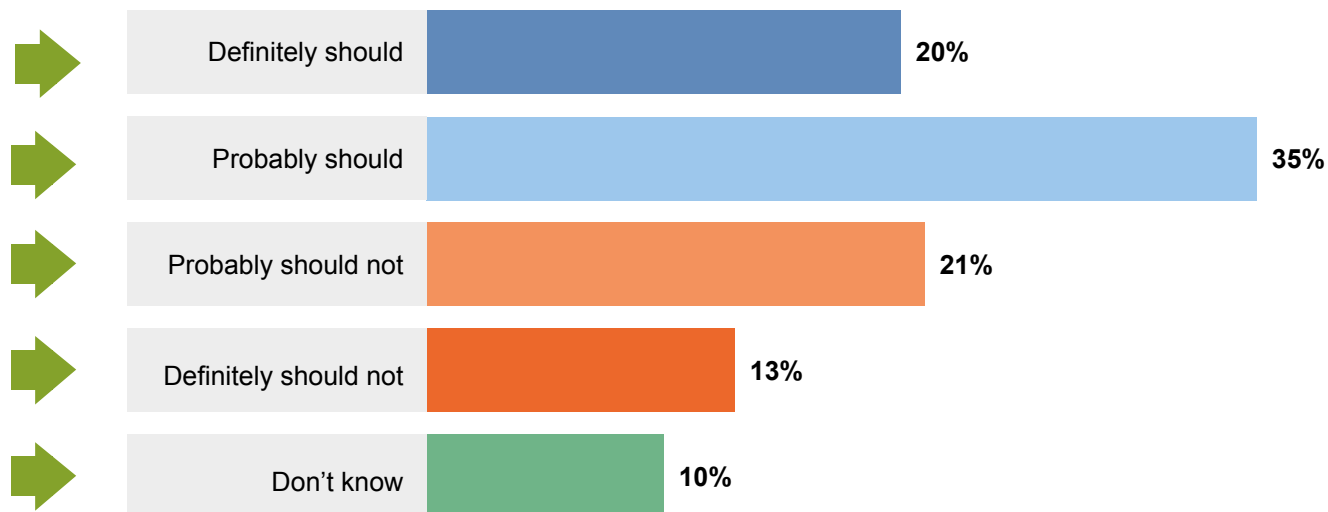
SCENARIO 2

Please imagine a person aged **18 years or older** who has a **physical medical condition that is not terminal but is expected to cause them what they describe as intolerable suffering**.

Two healthcare professionals have assessed them as being mentally competent to make decisions on their health.

They have repeatedly asked for an assisted death over several months.

They are a resident in England.



56% should

35% should not

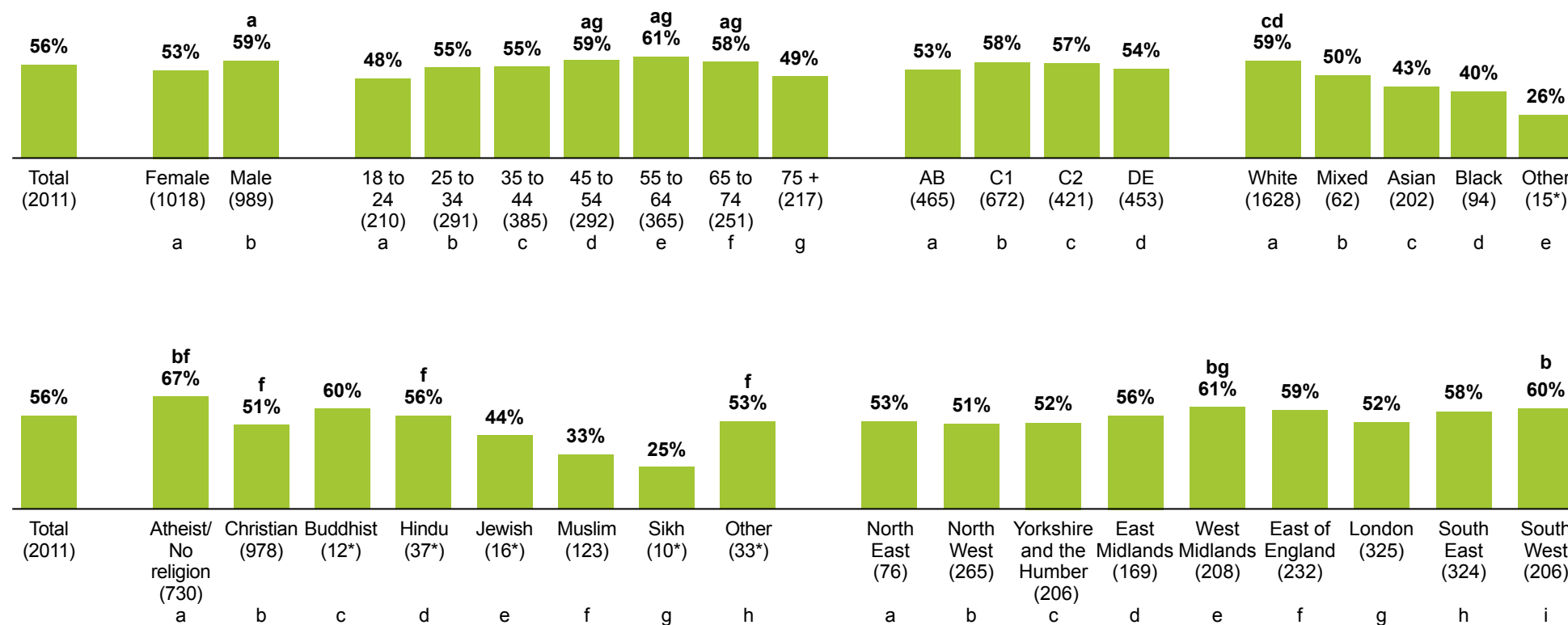
Where terminal illness is not a key driver of a potential assisted death case, more muted support can be seen across all demographics.

% Support for Scenario 2: Adult expected intolerable suffering

Q6. In this scenario, do you think that the law in England should allow this person to choose an assisted death?

*Unweighted sample bases in parentheses. *Base size lower than 50, treat statistics with caution.*

Significantly higher (a) within sub-group at the 95% confidence level.



When considering a child with a terminal illness, the majority still support their choice of an assisted death, although support drops by 13-percentage points compared to the equivalent scenario for an adult.

Q7. In this scenario, do you think that the law in England should allow this person to choose an assisted death?

Unweighted sample base: 2011

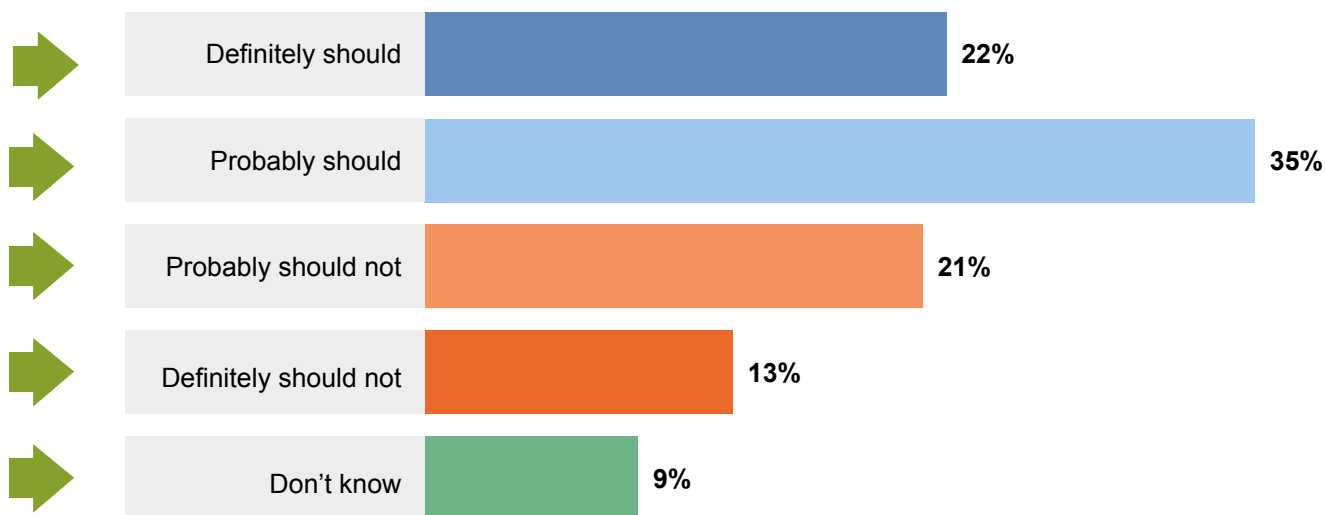
SCENARIO 3

Please imagine a person **under the age of 18** who has a **terminal illness**.

Two healthcare professionals have assessed them as being mentally competent to make decisions on their health.

They have repeatedly asked for an assisted death over several months.

They are a resident of England and their parent(s) support their wish to have an assisted death.



57% should

35% should not

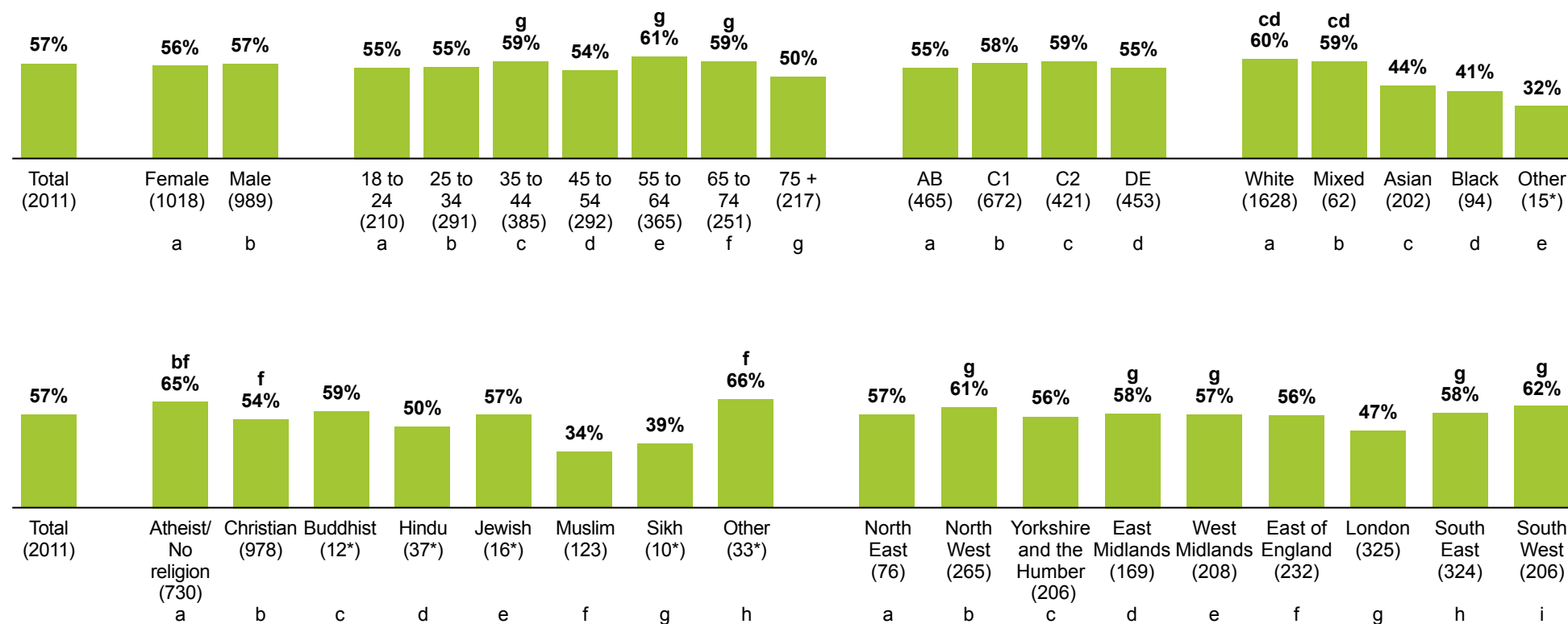
Where a child has a terminal illness, between five and six in ten of most demographic groups support the option of assist dying. Asian, Black and Muslim respondents are the exceptions.

% Support for Scenario 3: Child with terminal illness

Q7. In this scenario, do you think that the law in England should allow this person to choose an assisted death?

*Unweighted sample bases in parentheses. *Base size lower than 50, treat statistics with caution.*

Significantly higher (a) within sub-group at the 95% confidence level.

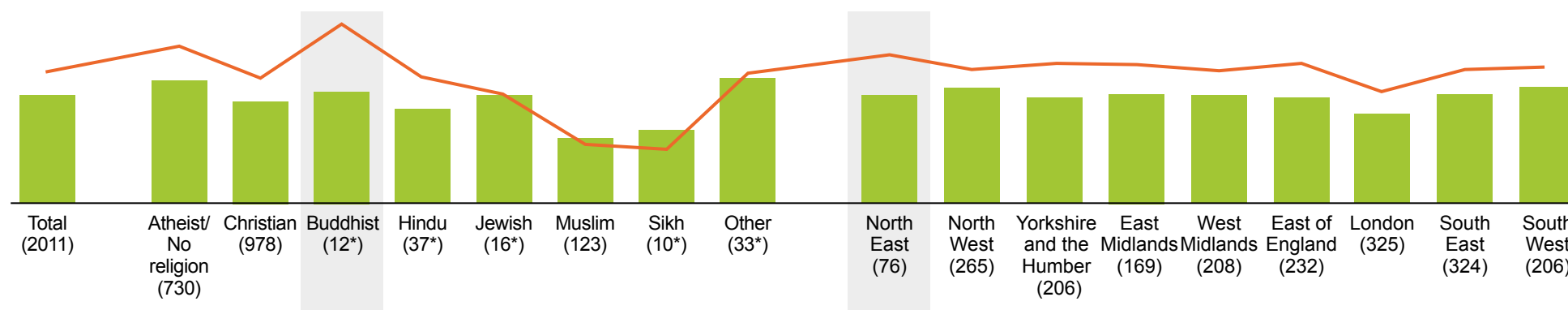
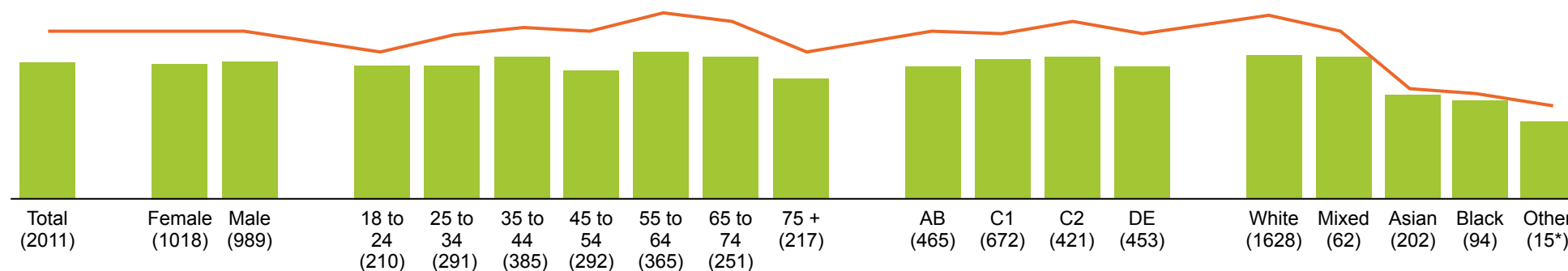


Support for assisted dying for terminal illness when a child is involved is consistently lower vs an adult in the same scenario, across almost all demographics.

% Support for adult vs child with terminal illness

Q5/1 vs Q7. In this scenario, do you think that the law in England should allow this person to choose an assisted death?

Unweighted sample bases in parentheses. *Base size lower than 50, treat statistics with caution.



■ Child — Adult ■ Showing > 20% difference

For a child with a non-terminal medical condition but likely to experience intolerable suffering, their choice of an assisted death is supported by a minority – this scenario is more polarising, again demonstrating the impact of prognosed end to life on opinion.

Q8. In this scenario, do you think that the law in England should allow this person to choose an assisted death?

Unweighted sample base: 2011

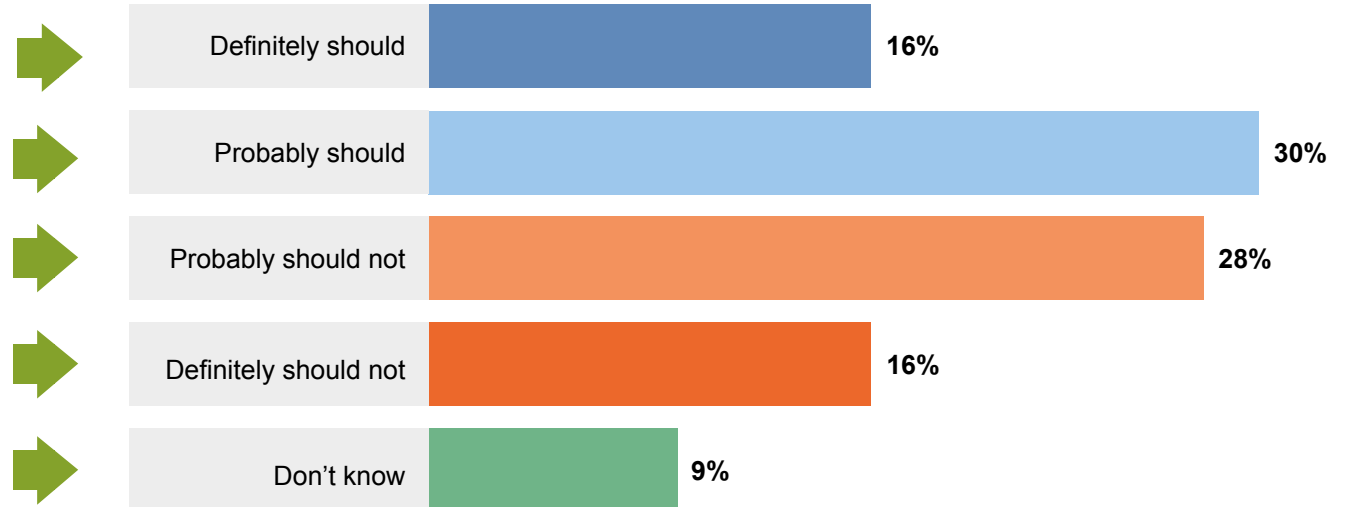
SCENARIO 4

Please imagine a person **under the age of 18** who has a **physical medical condition that is not terminal but is expected to cause them what they describe as intolerable suffering**.

Two healthcare professionals have assessed them as being mentally competent to make decisions on their health.

They have repeatedly asked for an assisted death over several months.

They are a resident of England and their parent(s) support their wish to have an assisted death.



47% should

44% should not

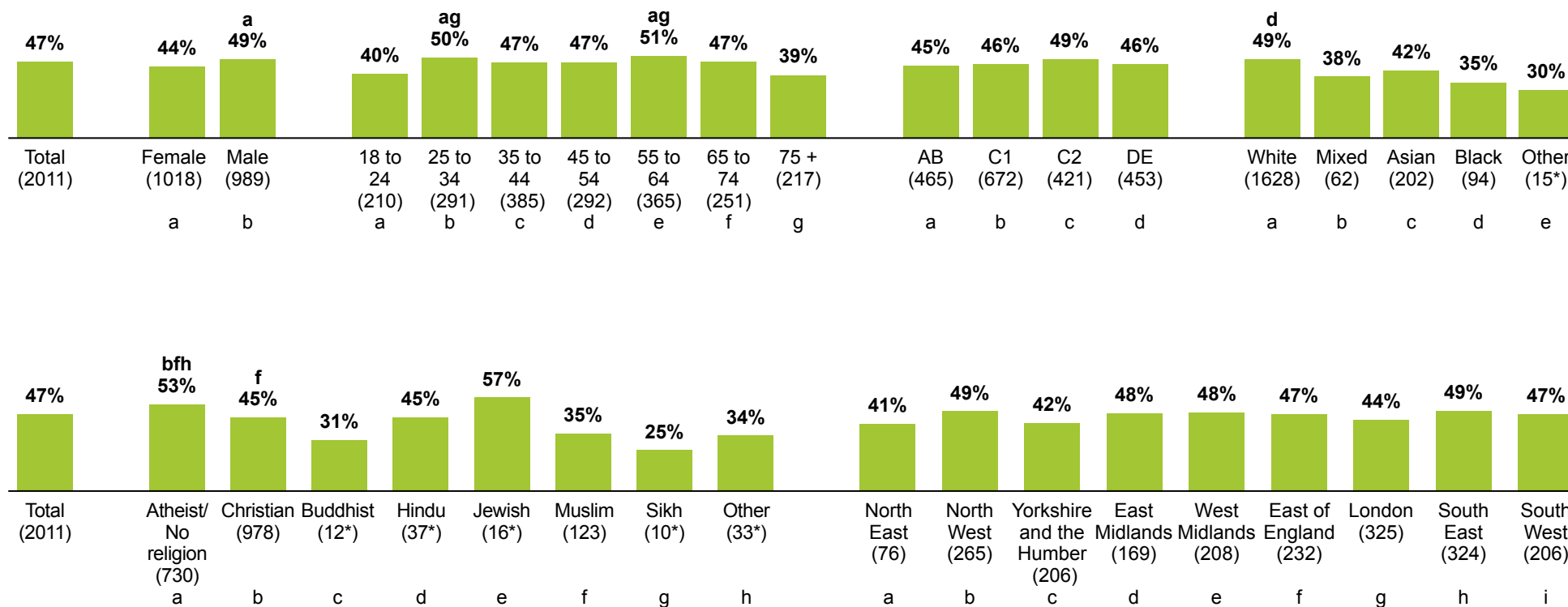
When considering a child who may experience intolerable suffering but who does not have a terminal illness, support drops away across key demographics.

% Support for Scenario 4: Child expected intolerable suffering

Q8. In this scenario, do you think the law in England should allow this person to choose an assisted death?

*Unweighted sample bases in parentheses. *Base size lower than 50, treat statistics with caution.*

Significantly higher (a) within sub-group at the 95% confidence level.



Around half the public feel comfortable with assisted dying options in England being accessed by adult non-residents. However, this level of support is almost 20 percentage points lower than for the same scenario with an adult resident of England.

Q9. In this scenario, do you think that the law in England should allow this person to choose an assisted death?

Unweighted sample base: 2011

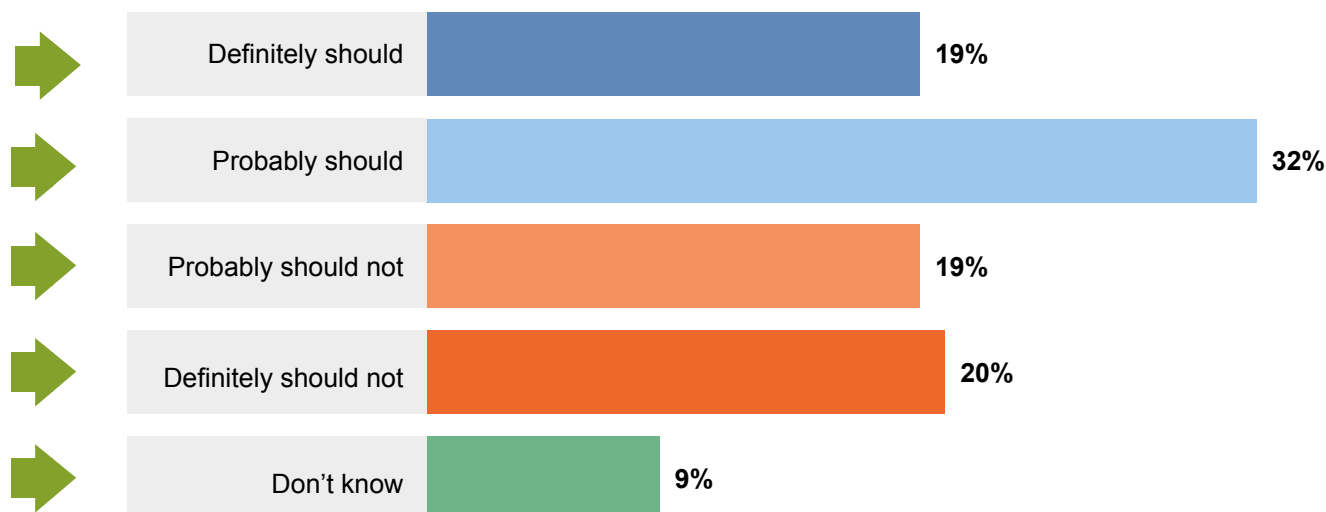
SCENARIO 5

Please imagine a person aged **18 years or older** who has a **terminal illness**.

They are not a resident of England and have heard that a change in the law means that assisted dying is legal in England. As a result, this person is planning to travel to England for an assisted death at a private clinic at their own expense.

Two healthcare professionals have assessed them as being mentally competent to make decisions on their health.

They have repeatedly asked over several months for an assisted death.



51% should

39% should not

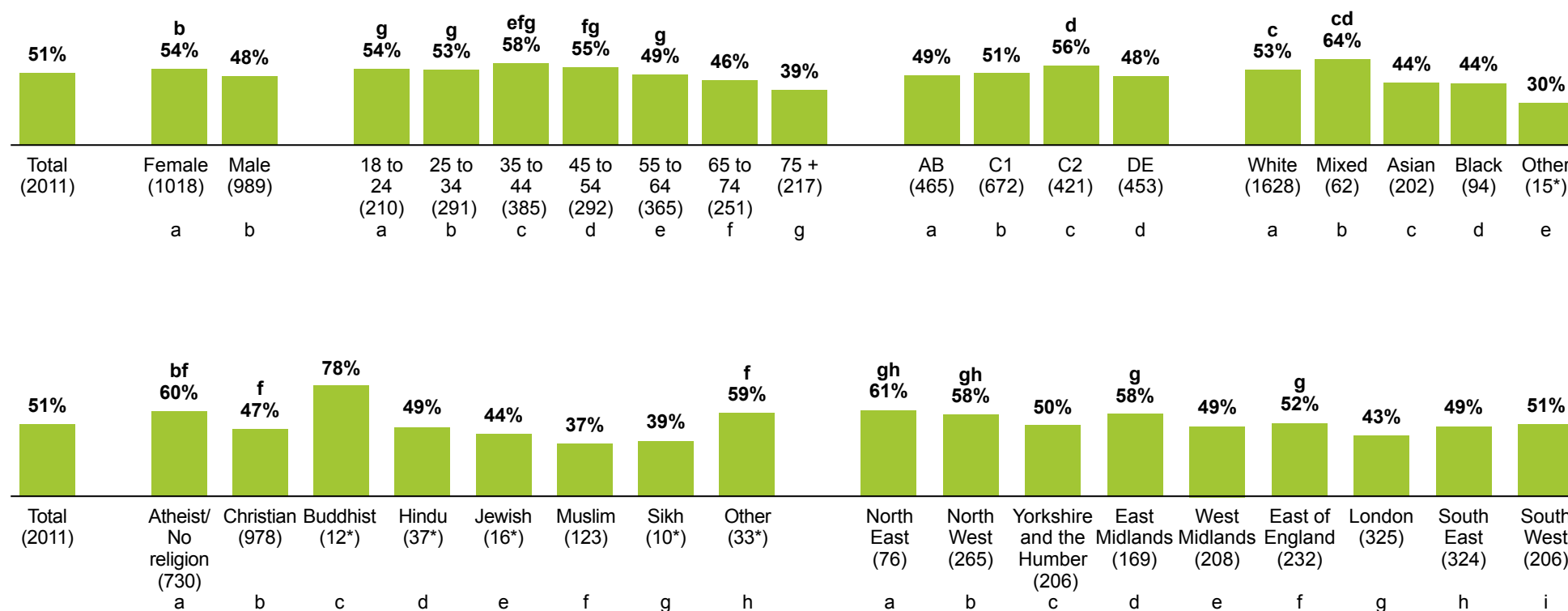
Reduced support for assisted death of an adult non-resident vs adult resident of England with a terminal illness is seen across multiple demographic groups.

% Support for Scenario 5: Adult non-resident of England with terminal illness

Q9. In this scenario, do you think that the law in England should allow this person to choose an assisted death?

*Unweighted sample bases in parentheses. *Base size lower than 50, treat statistics with caution.*

Significantly higher (a) within sub-group at the 95% confidence level.

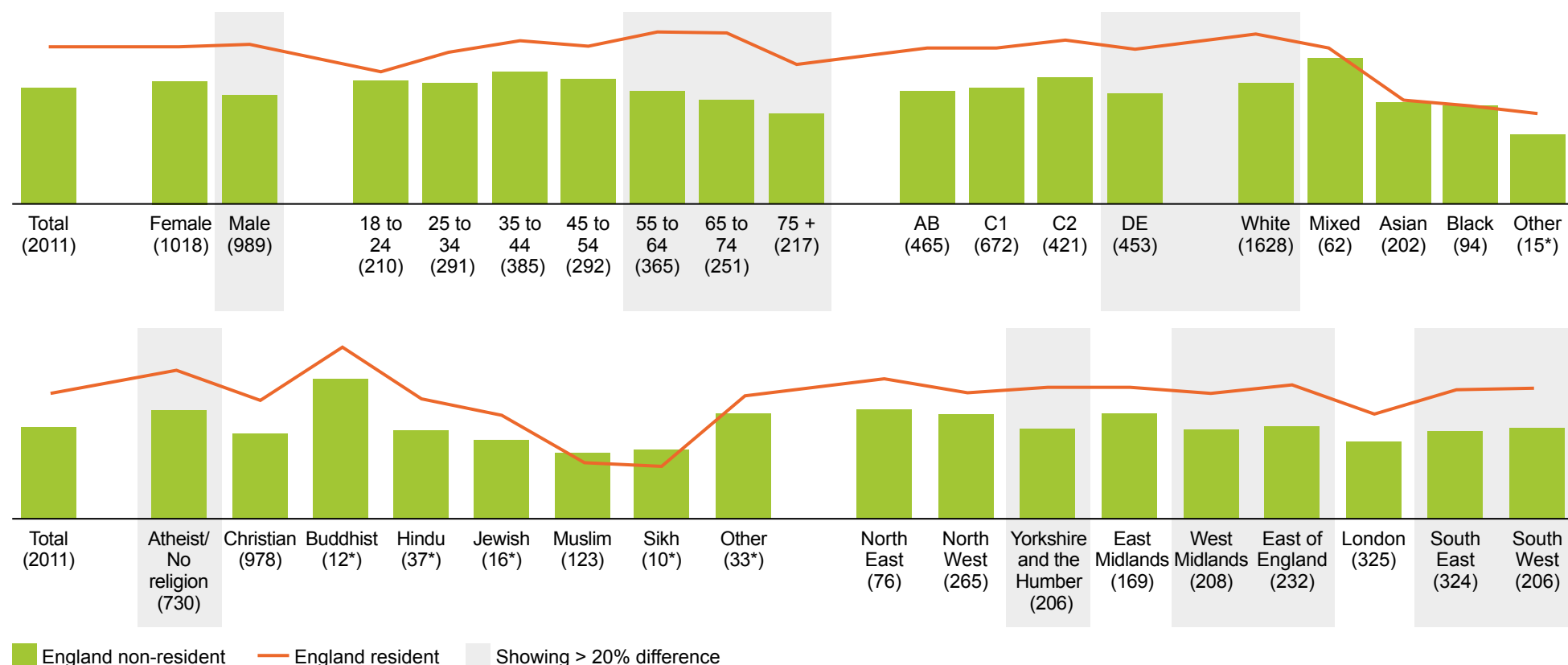


The reduction in support for the assisted death of an adult non-resident vs adult England resident is largely driven by males, older people, those who identify as white and with no religion. These are groups who generally have higher support for assisted dying.

% Support for adult English resident vs non-resident with terminal illness

Q5/1 vs Q9. In this scenario, do you think that the law in England should allow this person to choose an assisted death?

Unweighted sample bases in parentheses. *Base size lower than 50, treat statistics with caution.



Assisted dying is more acceptable in some (but not all scenarios) amongst those living with a disability, those with a terminal illness and those who have a family member or friend with a terminal illness.

Q5-Q9. In this scenario, do you think that the law in England should allow this person to choose an assisted death?

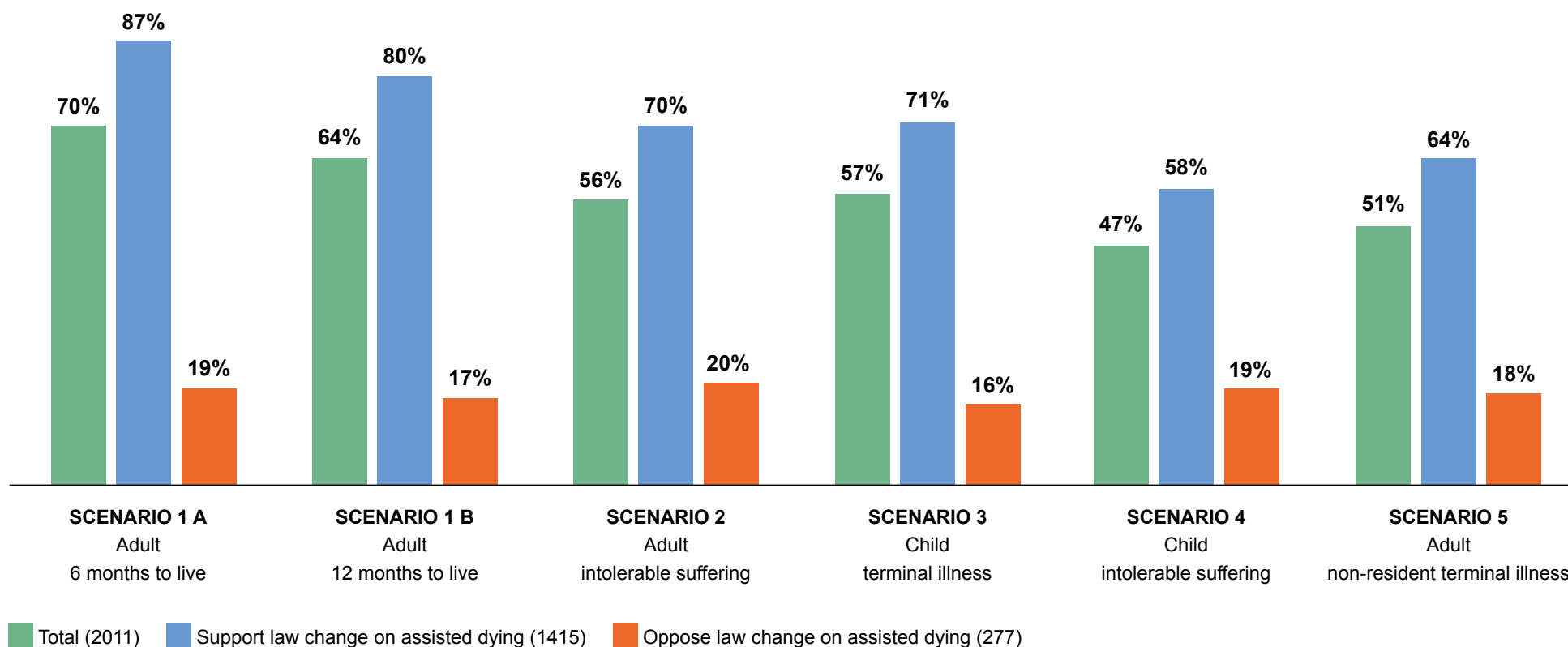
(+) denotes % is significantly higher vs total sample at the 95% confidence level.

Scenario	Total sample (2011)	Respondent has a disability (649)	Respondent has a terminal illness (105)	Respondent has a family member/ friend with a terminal illness (293)	Respondent has lost someone in the last 5 years (1254)	Respondent works in a profession providing end of life care (154)
Scenario 1a Adult 6 months to live	70%	75% (+)	68%	75% (+)	73% (+)	72%
Scenario 1b Adult 12 months to live	64%	68% (+)	69%	73% (+)	65%	69%
Scenario 2 Adult intolerable suffering	56%	60% (+)	60%	65% (+)	57% (+)	56%
Scenario 3 Child terminal illness	57%	61% (+)	68% (+)	69% (+)	58%	65% (+)
Scenario 4 Child intolerable suffering	47%	49%	58% (+)	57% (+)	48%	50%
Scenario 5 Adult non-resident terminal illness	51%	59% (+)	54%	62% (+)	52%	61% (+)

Support for assisted dying in each scenario is much higher amongst those who support assisted dying as a general concept. While support is generally much lower amongst those who said earlier in the survey that they do not support assisted dying, between 16% and 20% of these people gave a supportive response for each scenario. This may suggest that providing details/specifics may be persuasive even for those whose starting point is disagreement.

Q5-Q9. In this scenario, do you think that the law in England should allow this person to choose an assisted death?

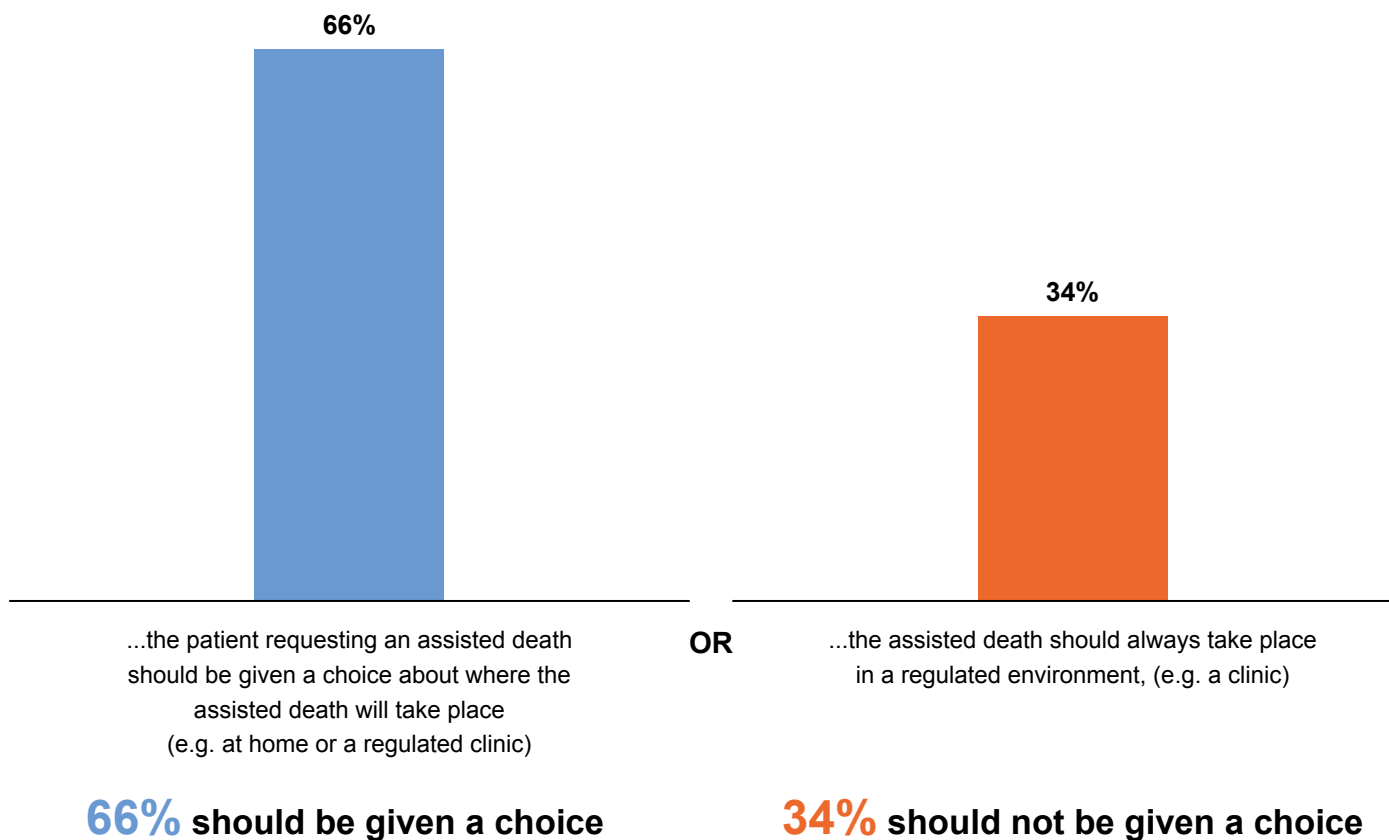
Unweighted sample bases in parentheses.



Two thirds of respondents believe that those requesting an assisted death should have a choice in the location of where this happens.

Q10. If the law in England were to change to allow assisted dying, do you think...

Unweighted sample base: 2011

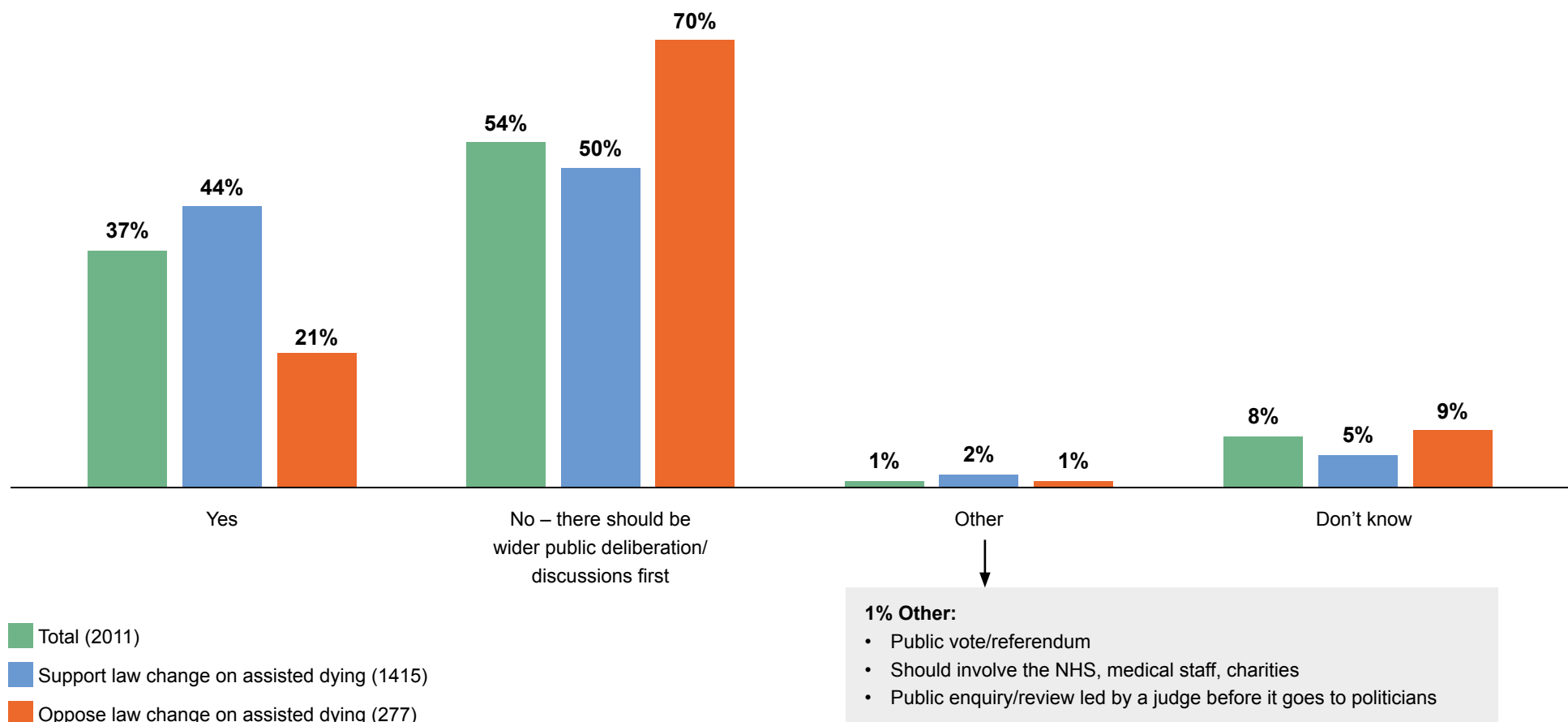


The way forward

There is considerable public appetite for broad discussions around the topic alongside the desire for a change in the law.

Q12. When new laws are passed they are usually proposed by the government, debated, and then voted on by MPs in Parliament. Is this procedure appropriate for assisted dying?

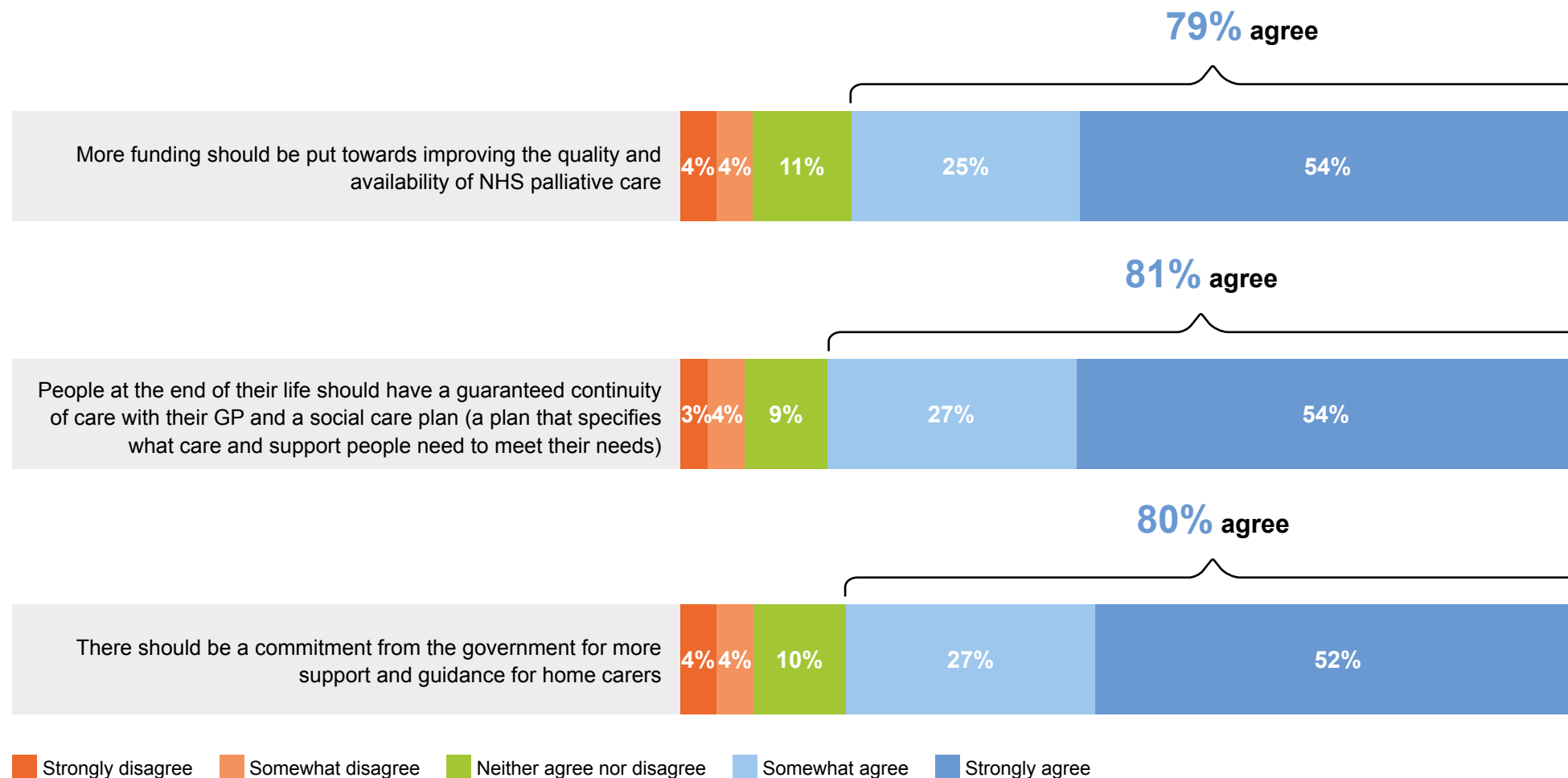
Unweighted sample bases in parentheses.



Four in five of the public in England support the funding of NHS palliative care and strengthening support for home carers.

Q13. If assisted dying in England were to remain illegal, do you agree or disagree with the following:

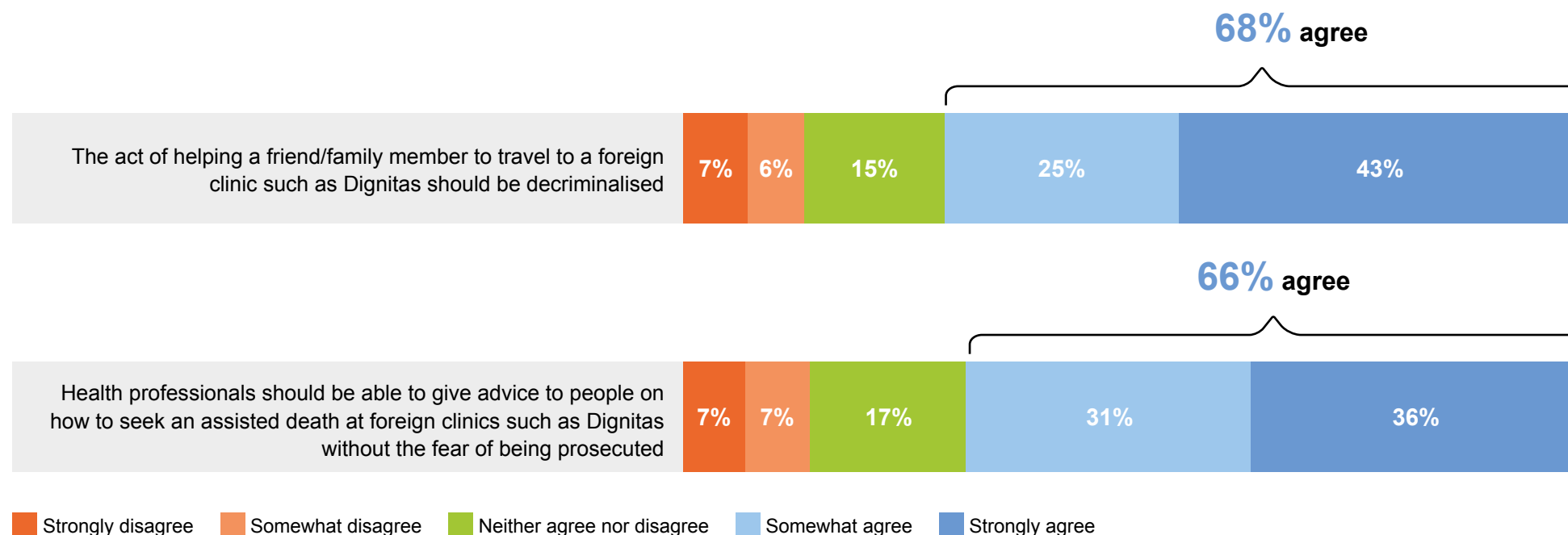
Unweighted sample base: 2011



If assisted dying were to remain illegal in England, two thirds of the public support greater ease of access to foreign clinics such as Dignitas. These options receive reduced support vs the options presented on page 41.

Q13. If assisted dying in England were to remain illegal, do you agree or disagree with the following:

Unweighted sample base: 2011



An open (text based) question on what else should happen if the law on assisted dying were to stay the same largely resulted in a restatement of previous positions, along with an appetite for improved end of life care to maximise quality of life/reduce suffering.

Q14. If the law on assisted dying were to stay as it is now, is there anything you would like to see happen or be changed?

Unweighted sample base: 2011

Key themes developed from a review of the text responses provided.

Restatement of personal position on this issue		Progress public discussion/debate	
The law should be changed / it must happen (regulations / safeguards)	19%	More public discussions / information / research / campaigning	7%
The law shouldn't be changed / don't change anything / stay the same	9%	Debate in Parliament / help from the Government / MPs / NHS	6%
Restatement of key arguments/rationale		There should be a referendum / public vote	2%
Religious reasons / only God should decide	1%	Not sure/no response	
The law could be misused / abused / mistakes could be made	1%	Not sure / it's a hard question to answer / can't think of anything	9%
It should be decriminalised / no imprisonment / prosecution for those who assist someone to die	7%	Nothing / No reason / No comment	28%
Improve end of life care		Don't know	2%
More needs to be done for the terminally ill / those who don't have a quality of life	10%		
Better healthcare and support for patients / relatives / NHS staff	9%		
Providing hospice and palliative care to adult patients who are dying	7%		
Providing adult patients who are dying with drugs that relieve symptoms of pain or suffering	8%		
They should be able to travel overseas where it is legal without consequences back home	8%		
Extra funding / resources / investment	4%		

Survey details

Data collection and cleaning

Fieldwork was conducted between 13 and 27 September 2024, with a total of 2,011 respondents completed. The survey was undertaken using an online panel. The design of the online survey was device agnostic, ensuring that it was accessible via both mobile and desktop devices. During the fieldwork, respondents' data was thoroughly checked for quality control. Responses that did not meet the following criteria were removed:

- Took under 3 minutes to complete the survey
- Didn't give full postcode
- Their full postcode didn't match the region they selected
- The respondent inputted random characters/numbers into open ended questions

Support

Given the sensitive nature of the subject matter, signposting to three support organisations was included at the start and end of the survey.

This information contained both telephone numbers and website links.



Survey sample

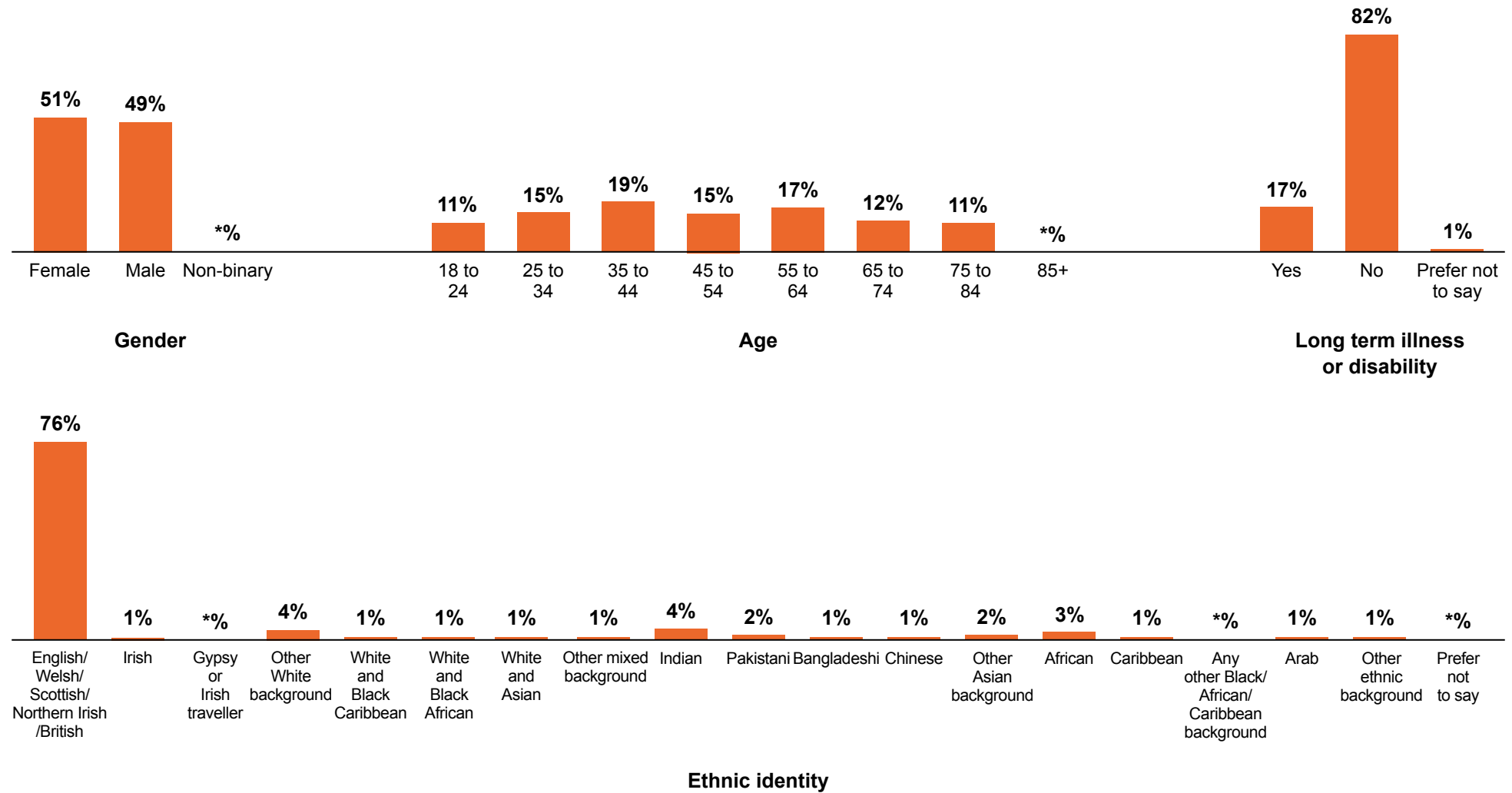
During the data collection, the composition of the survey sample was controlled using quotas. These quotas were set based on the following characteristics, with targets set using 2021 Census data for England:

- Age (5x age bands)
- Gender
- Ethnicity
- Socio-economic group (SEG)
- Geographic region

After the completion of fieldwork, the profile of the cleaned data set was reviewed by these variables. To correct some minor under- and over-representation, weights were applied by gender, age, ethnicity disability and region. This weighting process ensures that the resulting data set is fully representative of the population of England. Disability was also monitored for the sample.

Sample profile (1)

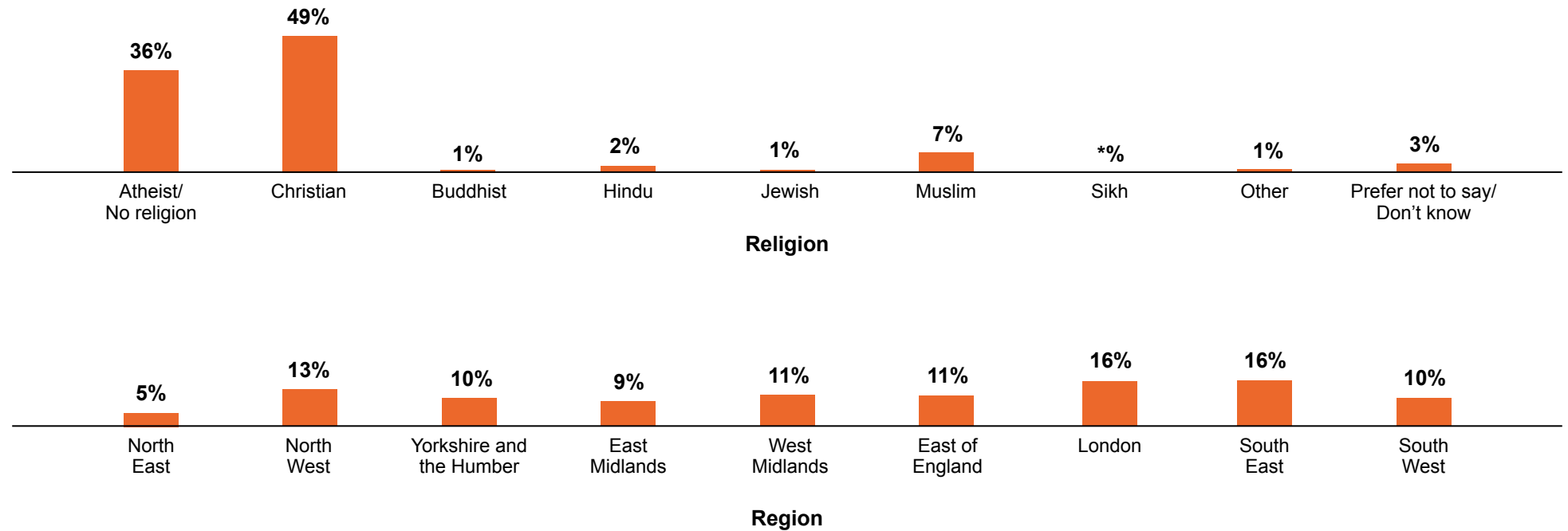
The profile of the survey sample after the application of corrective weighting is summarised below.



*Denotes less than 0.5%

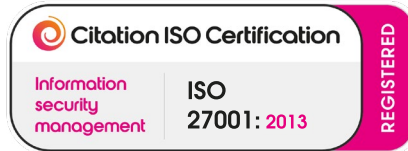
Sample profile (2)

The profile of the survey sample after the application of corrective weighting is summarised below.

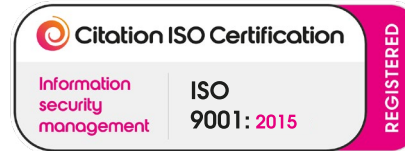


*Denotes less than 0.5%

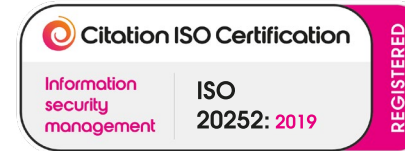
This project has been delivered to ISO 9001:2015, 20252:2019 and 27001:2013 standards.



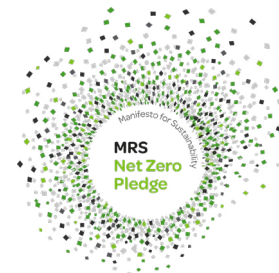
Certificate No: 374882021



Certificate No: 340192020



Certificate No: 340202020





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