

Funerals Market Investigation

Consumer survey results

30 January 2020

This is one of a series of consultative working papers which will be published during the course of the investigation. This paper should be read alongside the [Issues Statement](#) published on 8 April 2019 and other working papers published.

These papers do not form the inquiry group's provisional decision report. The group is carrying forward its information-gathering and analysis work and will proceed to prepare its provisional decision report, which is currently scheduled for publication in April/May 2020, taking into consideration responses to the consultation on the Issues Statement and responses to the working papers as well as other submissions made to us.

Parties wishing to comment on this paper should send their comments to Funerals@cma.gov.uk by 27 February 2020.

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The Competition and Markets Authority has excluded from this published version of the working paper information which the inquiry group considers should be excluded having regard to the three considerations set out in section 244 of the Enterprise Act 2002 (specified information: considerations relevant to disclosure). The omissions are indicated by [✂]. [Some numbers have been replaced by a range. These are shown in square brackets.] [Non-sensitive wording is also indicated in square brackets.]

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Executive summary

1. This Working Paper describes the results from the CMA's quantitative survey of consumers.
2. Funeral directors are local businesses: funeral directors used by the vast majority of survey respondents were located within a 20-minute drivetime of where the deceased had lived.
3. Only a minority of consumers compare the services of two or more funeral directors when deciding which one to use, and consumers' propensity to compare does not appear to be increasing. Similarly, consumers' propensity to go online to find out about funeral directors is very low and does not appear to be increasing over time.
4. Generally, people use a funeral director that is already known to them, follow the recommendations of family and friends, or base their choice on word-of-mouth. Information received as part of a recommendation tends to be practical and/or high-level/general information about the businesses concerned rather than specific information relating to the offering of the funeral director.
5. In over four-fifths of cases, the funeral director who collected the body also took care of the rest of the funeral arrangements. Very few customers considered switching at any point in the process.
6. Overall, around nine in ten consumers consider that their expectations of the funeral director were met or met *and* exceeded.
7. When it comes to choosing a crematorium, less than half of customers considered that they had a choice of crematorium. Overall, very few (just 1 in 14) compared the services of two or more crematoria.
8. Most consumers (over four in five) go to the funeral director with an idea of which crematorium they want to use already in mind, and most do not change their mind after they first meet with the funeral director.
9. Location and a personal connection with the venue are key factors in consumers' choice of a crematorium. Just over four-fifths told us that the deceased had lived within a 30-minute drive time of the crematorium they used.

Introduction

10. This Working Paper describes the results from the CMA's quantitative survey of consumers.¹
11. The results described here are used critically, alongside other evidence (including consumer survey evidence submitted by funeral directors), to inform a number of the other published Working Papers.

Survey methodology

12. The CMA commissioned the market research agency Ipsos MORI to include questions across eight waves² of its weekly face-to-face omnibus survey (Capibus).
13. The Ipsos MORI omnibus uses a controlled form of random location sampling (known as 'random locale'). Interviews are conducted in respondents' homes using a computer-aided personal interviewing (CAPI) methodology (where interviewers use handheld tablets to record respondents' answers). Participation in the survey is not incentivised, and those who take part do not know what topics will be covered in the interview to follow at the point they agree to be interviewed.
14. With a starting (or base) sample structured to be representative of the UK population of adults aged 15+, the survey collected responses from two main groups of consumers:
 - (a) UK adults aged 18+ who used a funeral director to make the arrangements for an at-need burial or cremation funeral since July 2017; these respondents answered what are referred to in this paper as the 'funeral director questions'.
 - (b) UK adults aged 18+ who had made the arrangements for an at-need cremation (with or without a funeral director) since July 2017; these respondents answered what are referred to in this paper as the 'crematoria questions'.
15. In addition, a small number of questions were included for:

¹ The CMA Market Investigation consumer survey

² Ipsos MORI conducts one face-to-face omnibus survey per week. In each wave of fieldwork, representative samples of c.2,000 adults in Great Britain aged 15 years and over are achieved. When required, an additional sample in Northern Ireland is added to produce a representative UK-wide sample.

- (a) UK adults aged 18+ who were responsible for activating a pre-paid funeral plan (PPFP) since July 2017.³
 - (b) UK adults aged 18+ who made the arrangements for an at-need burial or cremation funeral without using a funeral director since July 2017.
- 16. Finally, a single question was included for all UK adults aged 18+.⁴
- 17. Fieldwork took place over a total of eight waves, between 26 July and 16 October 2019. Of the eight waves:
 - (a) Three waves of GB fieldwork were dedicated to the funeral director questions (or, if applicable, the questions for PPFP and ‘no funeral director’ respondents). A proportionally representative boost of adults aged 18+ in Northern Ireland was also run. A total of 6,084 UK adults aged 18+ were interviewed.
 - (b) Five waves of GB fieldwork were dedicated to the crematoria questions. A proportionally representative boost of adults aged 18+ in Northern Ireland was also run. A total of 10,144 UK adults aged 18+ were interviewed.
- 18. All information collected on Capibus is weighted to correct for any minor deficiencies or imbalances in the achieved sample. The Ipsos MORI Capibus uses an interlocking ‘rim weighting’ system which weights to the latest set of census data or mid-year census estimates and Publishers Audience Measurement Company (PAMCo)-defined profiles for age, social grade, region and working status within sex, and additional profiles on tenure and ethnicity. In order to match the sample and weighting targets, the weight scheme was applied to all 6,084 respondents in the starting/base sample for the three funeral director questions waves (not just to those who were eligible to answer the CMA’s full question set, post-screening), and – separately – to all 10,144 respondents in the starting/base sample for the five crematoria questions waves (again, not just to those who were eligible to answer the CMA’s question set in full after screening).
- 19. Those eligible to answer the CMA’s funeral director or crematoria questions in full were identified using a number of screening questions.

³ The survey results for these respondents are not discussed in this Working Paper.

⁴ The survey results for these respondents are not discussed in this Working Paper.

- (a) For the questions about funeral directors, eligible respondents were defined as those who had been *personally involved*⁵ in making the arrangements for an *'at-need' burial or cremation funeral*⁶ in the UK since June 2017 where a funeral director was also involved in making at least some of the arrangements. An achieved sample of 279 respondents who met these criteria was obtained.
- (b) For the questions about crematoria, eligible respondents were defined as those who had been *personally involved* in making the arrangements for an *'at-need' cremation funeral in the UK since June 2017* where a funeral director was also involved in making at least some of the arrangements OR where a funeral director was not involved in making the arrangements and the respondent had dealt directly with the crematorium. An achieved sample of 376 respondents who met these criteria was obtained.
20. In addition, 82 respondents who were responsible for activating a pre-paid funeral plan since July 2017, and 34 respondents who arranged an at-need burial or cremation funeral without using a funeral director since July 2017, were interviewed.
21. The survey questionnaire was developed by the CMA, with comments on the draft version invited before it was finalised.⁷ A copy of all the CMA questions as asked during fieldwork may be found in the Appendix to this paper.
22. Copies of the data tables and survey technical report prepared by Ipsos MORI have been published on the case page.

CMA survey analysis

23. The quantitative survey analysis set out in the CMA's working papers and any future reporting is that of the CMA, based on data provided to it by Ipsos MORI, and not the analysis of Ipsos MORI. Some of the statistics presented

⁵ Personal involvement was defined for respondents as "having sole or shared responsibility for making important decisions about the funeral such as: what kind of funeral to have, when and where it would take place; and how much to pay for the arrangements being made".

⁶ An 'at-need' funeral was defined for respondents as "... one where the funeral arrangements are made and paid for at the time someone dies. They can be paid for using: someone's savings; money set aside by someone in their will; money paid out from a life insurance policy or Over-50s policy; a credit card or a loan; a Funeral Expense Payment from the Department of Work & Pensions (DWP); a grant from a charity. It is **not** a funeral that someone has partly or fully paid for in advance because they've bought a "pre-paid funeral plan".

⁷ The CMA published an [invitation to comment on the consumer survey questionnaire](#) and a copy of the draft questionnaire on the CMA website on 21 May 2019. A copy of the draft questionnaire was also sent directly to the following Parties for comment: Co-op, Dignity, Funeral Partners, Memoria, NAFD, SAIF and Westerleigh. All comments provided on the draft questionnaire were taken into account by the CMA in finalising the questionnaire used for fieldwork.

result from additional analysis of the survey dataset and may differ from the data tabulations provided to the CMA by Ipsos MORI as published.

24. Where the results are presented for questions asked only of subsets of the achieved samples of funeral director question respondents or crematoria question respondents, or comparisons are made between sub-groups, our analysis is usually based on responses from at least 100 respondents in the unweighted base (for a subset, or for each sub-group compared). Where we present results that are based on responses from less than 100 respondents in the unweighted base (for a subset, or for each sub-group compared), we do so qualitatively, and our conclusions should be regarded as indicative.
25. For differences between sub-groups, we comment on results which are statistically significant at the 95% confidence level.
26. In the main text, footnotes and tables, we use 'n' to indicate the number of respondents in a base (ie, "base size") or (especially when we are presenting results qualitatively) who gave a particular answer.
27. In tables, (<) denotes any value of less than half a percent but greater than zero.
28. Where percentages do not sum to 100, this may be due to rounding, multiple answers or the exclusion of don't know/prefer not to say/missing values.
29. Eligible respondents were asked to answer questions by reference to the most recent occasion in which they were involved in making the arrangements for an 'at-need' funeral.
 - (a) More than half (55%) of funeral director question respondents had arranged this type of funeral in the year prior to interview (since July/August/September/October 2018, depending on when fieldwork took place).
 - (b) More than half (58%) of crematoria question respondents had arranged this type of funeral in the year prior to interview (since July/August/September/October 2018, depending on when fieldwork took place).
30. Unless otherwise stated, the answers given by respondents were unprompted/spontaneous.

The funeral director questions results

31. Almost everyone who made the arrangements for an at-need funeral since July 2017 (n=314) used a funeral director: nine in ten consumers (90%, n=279) had done so. Where a funeral director was not used (10%, n=35), respondents most often said that – other than themselves – immediate family members (n=9), members of the wider/extended family (n=8) and/or friends (n=5) had been involved in making the arrangements instead.
32. The reasons given for not using a funeral director most often related to cost considerations (cumulatively, n=11 referred to not being able to afford a funeral director or to wanting to keep costs down as much as possible) and/or to a sense of propriety (cumulatively, n=8 referred to the funeral arrangements being their final duty/responsibility to the deceased or to not wanting to put the deceased in the hands of a stranger). However, in two cases, respondents referred to a previous poor experience of using a funeral director as a reason for not doing so on this occasion.

Finding and choosing a funeral director

33. As noted above, nine in ten consumers who had made the arrangements for an at-need funeral since July 2017 had used a funeral director (n=279). Usually, this was a ‘traditional’ funeral director (99%) rather than an online-only funeral provider (1%).
34. In line with results from the CMA Market Study consumer survey, only a minority of consumers (17%) compared the services of two or more funeral directors when deciding which one to use. Cumulatively, around a quarter (24%) considered that, effectively, there was no comparison to make, either because they were honouring the express wishes of the deceased (13%) or because, as they saw it, only one funeral director was available locally (12%). However, over half of consumers (54%) said they did not compare funeral directors even though they considered that a genuine choice of providers was open to them.

Table 1: Funeral director comparison (FD1+FD2 summary)

I/we did compare funeral directors (choice available and exercised)	17
I/we did not compare funeral directors (choice available but unexercised)	54
Choice made for me/us (deceased made their wishes known)	13
Choice made for me/us (only one local funeral director)	12
<i>All did not compare</i>	78
Don't know/can't remember	4

Source: CMA Market Investigation consumer survey
Base: 279 (all eligible funeral director question respondents)

35. Consumers' propensity to compare funeral directors does not appear to be increasing. Those who arranged an at-need funeral within the most recent 12 months of fieldwork were no more likely than those who had arranged one less recently (ie more than 12 months previously) to say they had compared funeral directors (18% versus 15%).
36. Amongst consumers with a choice of funeral director⁸, around two in five (38%, rising significantly to 46% of those who did not compare funeral directors) said they used a funeral director who was already known to them (either through arranging a previous funeral with the same business and/or through attending a funeral arranged by the same business). Over one in four (26%) found out about the funeral director they used through a recommendation from a personal contact, and one in five (20%) did so through local knowledge/word-of-mouth.

Table 2: How consumers found out about the funeral director they used (FD4)

	All*	Compared†	Did not compare‡	%
Previous personal experience: used them before to arrange a funeral	35	16	41	41
Recommendation by family member(s)/friend(s)/neighbour(s)/work colleague(s)	26	41	20	20
Local knowledge/word-of-mouth	20	24	18	18
Internet/online search using: a search engine/browser (eg Bing, Google etc.)	5	16	2	2
Recommendation by a member of staff at the care home/ nursing home/ hospice/hospital where the deceased died	5	2	6	6
Previous personal experience: attended a funeral they had arranged	4	-	5	5
Recommendation by a professional third-party	4	4	4	4
Funeral director is a friend/acquaintance	3	-	3	3
The deceased had already passed into their care (on the instruction of someone else)	2	-	2	2
Internet/online search using: price comparison website	1	-	1	1
Internet/online search using: directory/reviews-based comparison website	<	-	-	-
Internet/online search using: online map	-	-	-	-
<i>Any previous personal experience</i>	38	16	46	46
<i>Any recommendation</i>	33	47	28	28
<i>Any internet search</i>	6	16	3	3

Source: CMA Market Investigation consumer survey

* Base: 207 (all with a choice of funeral director)

† Base: 48 (nb frequencies shown as percentages, not Ns, for ease of comparison)

‡ Base: 146

37. As Table 2 shows, few of these respondents had used either a price comparison website⁹, or an online directory/reviews-based comparison website¹⁰, to find out about the funeral director they used, although 5% – most of whom (n=8/11) had compared funeral directors – reported that they had searched online using a search engine/browser.
38. It is also worth noting that, overall, consumers' propensity to go online to find out about funeral directors does not appear to be increasing over time. Amongst consumers with a choice of funeral director, the survey results

⁸ All with a choice of funeral director [exercised or not exercised] + don't know/can't remember at QFD1 + FD2 summary (n=207).

⁹ For example, AboutTheFuneral, Beyond, DeadRight, Funeral Booker, Your Funeral Choice

¹⁰ For example, FuneralZone, Good Funeral Guide, Google Reviews, Localfuneral.co.uk

indicate that those who arranged an at-need funeral within 12 months of fieldwork were no more likely than those who had arranged this type of funeral less recently (more than 12 months previously) to say they had made any kind of internet search (6% versus n=7/90).

39. When respondents found out about the funeral director they used through a recommendation (n=65), the information they received as part of the recommendation tended to be practical and/or high-level/general information about the businesses concerned rather than specific information about the funeral director's offering. Around one in four (n=18/65) had received no information other than the name, contact details and/or an idea of location for the firm.

Table 3: Information received as part of a recommendation (FD5)

	<i>n</i>
Name of the firm	42
Contact details	26
Local knowledge/word-of-mouth about them, their reputation	22
An idea of their location/proximity	19
An idea of what the staff were like	19
Level of customer care they provided/could be expected	16
Level of quality they provided/could be expected	14
Type of funerals available	10
Standard of their care for/respect for the remains of the deceased	9
General information about prices (reasonable, good value for money, fair etc.)	7
General/non-specific positive comment or endorsement (safe pair of hands, could rely on them, could trust them, everything went smoothly etc.)	6
Capable of meeting the specific requirements of respondent's faith	5
Specific information about prices ("we paid £x", etc.)	5
Standard of their vehicles	5
Standard of their customer-facing facilities	3
Standard of their behind-the-scenes facilities	2
Don't know/can't remember	1

Source: CMA Market Investigation consumer survey

Base: 65 (all who found out about the funeral director they used through a recommendation)

40. Where the use of a particular funeral director was not pre-determined by the deceased¹¹, respondents reported a variety of factors as being most important to their choice, but the one most frequently described as such was *previous personal experience: used them before to arrange a funeral* (26%). Again, those who did not compare funeral directors were significantly more likely than average (33%) to cite this as the most important factor in their choice.
41. However, relatively few said that either value for money (3%), prices (2%) and/or the range of funeral options on offer (1%) were important factors in their choice.

¹¹ All *except* those who honoured the express wishes of the deceased at QFD1 + FD2 summary (n=242)

Table 4: Most important factors in consumers' choice of funeral director (FD6a)

	%
Previous personal experience: used them before to arrange a funeral	26
Good reputation in the area	11
Recommendation by family member(s)/friend(s)/neighbour(s)/work colleague(s)	11
I/we liked/were happy with/trusted them and felt the funeral would be in safe hands	6
They were the only local firm	5
<i>Any previous personal experience</i>	<i>30</i>
<i>Any recommendation/ good reputation/ good customer/user reviews or ratings</i>	<i>28</i>

Source: CMA Market Investigation consumer survey

Base: 242 (all except those who honoured the express wishes of the deceased)

Note: table shows those factors with any mention by 5+% of respondents

42. Amongst respondents who said that previous personal experience¹² of the funeral director was the most important factor in their choice, reasons for saying this frequently reflected the influence of 'knowing what to expect'. In contrast, cost aspects were rarely alluded to (n=1/74 mentioned "value for money").

Table 5: Aspect of previous personal experience of most influence in choice (FD7b)

	<i>n</i>
Confidence/familiarity (knew they were a safe pair of hands/ could rely on them/ could trust them/ it would all go smoothly/satisfied with them on previous occasions etc.)	17
Level of customer care I/we knew I/we could expect	15
Family tradition	14
Capable of meeting our personalisation/bespoke requirements	9
Level of care of/respect for the remains of the deceased I/we knew I/we could expect	6
Availability of bereavement counselling/support/aftercare	4
Value for money	1
Capable of meeting the specific requirements for my/our faith	1
Funeral director is a friend/acquaintance	1
Location	1
Price	-
Something else	1
Nothing in particular	1
Don't know/can't remember	1

Source: CMA Market Investigation consumer survey

Base: 65 (all where previous personal experience was the most important factor in choosing the funeral director)

43. Likewise, the influence of 'knowing what to expect' was frequently reflected in the reasons given by respondents for saying that a recommendation or review was the most important factor in their choice of funeral director. Again, few of these respondents cited cost aspects (n=4/68 mentioned "price" and/or "value for money").

¹² All who had arranged a previous funeral with the same business and/or had attended a funeral arranged by the same business (n=74)

Table 6: Aspect of recommendation/reputation/reviews/ratings of most influence in choice (FD8b)

	<i>n</i>
Level of customer care I/we could expect	32
Level of quality I/we could expect	16
Confidence (felt they would be a safe pair of hands/ could rely on them/ could trust them/ it would all go smoothly)	14
Capable of meeting our personalisation/bespoke requirements	9
Capable of meeting the specific requirements for my/our faith	5
Price	4
Saved time/easiest decision/simplest thing to do	3
Value for money	3
Level of care of/respect for the remains of the deceased I/we could expect	3
What the staff are like	2
Availability of bereavement counselling/support/aftercare	1
Saved distress	1
Something else	2
Nothing in particular	1
Don't know/can't remember	1

Source: CMA Market Investigation consumer survey

Base: 68 (all where a recommendation, the funeral's director's good reputation in the area or good customer/user reviews or ratings of the funeral director was the most important factor in choosing the funeral director)

Making comparisons

44. As noted above, 17% of consumers (n=48) compared the services of two or more funeral directors when deciding which one to use. Almost all told us they had compared either two (n=23) or three (n=17) different providers.
45. For these respondents, the point of comparison most frequently mentioned was specific price information (n=15). Availability/waiting times, location and/or reputation/customer ratings were also mentioned by at least one in five 'comparers' as something they had compared on.

Table 7: What information do consumers use to compare funeral directors (FD11)

	<i>n</i>
Specific price information (e.g. an estimate or quote for the funeral you were arranging)	15
Availability/flexibility re. dates for the funeral (waiting times)	11
Location/proximity	11
Reputation/customer ratings	10
Range of funerals offered	7
General information about prices (e.g. example/headline/indicative costs given by telephone/ by email/ on the website)	6
Standard of their care for/respect for the remains of the deceased	6
Whether capable of meeting our personalisation/bespoke requirements	5
Number of years in business	4
Ownership (i.e. large brand or independent)	1
Standard of their vehicles (e.g. make/model, age, size, reliability, cleanliness etc.)	1
Whether capable of meeting the specific requirements for my/our faith	1
Other	4
Don't know/can't remember	3
<i>Compared on a single factor</i>	<i>21</i>
<i>Compared on two or more factors</i>	<i>25</i>

Source: CMA Market Investigation consumer survey

Base: 48 (all who compared funeral directors)

46. Specific price information, availability/waiting times or reputation/customer ratings were reported most frequently by 'comparers' as the most important criterion for them against which to compare funeral directors. In line with this,

while relatively few consumers overall said that price was an important factor in their choice of funeral director (see paragraph 41), the survey results indicate that those who compared providers were more likely than average to mention cost as a driver of choice¹³. ‘Comparers’ were also more likely than average (3%) to mention *good customer/user reviews or ratings*.¹⁴

Table 8: Most important comparator (FD12)

	<i>n</i>
Availability/flexibility re. dates for the funeral (waiting times)	8
Specific price information (e.g. an estimate or quote for the funeral you were arranging)	8
Reputation/customer ratings	7
Standard of their care for/respect for the remains of the deceased	6
Location/proximity	4
Range of funerals offered	3
General information about prices (e.g. example/headline/indicative costs given by telephone/ by email/ on the website)	2
Number of years in business	1
Whether capable of meeting our personalisation/bespoke requirements	1
Other	3
No single thing/all important	4
Don't know/can't remember	3

Source: CMA Market Investigation consumer survey
 Base: 48 (all who compared funeral directors)

47. Two in three comparers (n=32) had first compared funeral directors after the death but before the body was collected by a funeral director. Most of the rest had done so after the body of the deceased was collected but before they had the arrangement meeting (n=7) or before the death of the deceased person (n=6).
48. The majority (n=41) of consumers who compared funeral directors considered it to be easy¹⁵ to get all the information they needed with which to make the comparison. Three described it as ‘very difficult’.

Reasons for not comparing

49. In total, 86 consumers had a choice of funeral director but did not compare funeral directors and also did not use a funeral director already known to them.¹⁶ The reason given most often by these respondents for not comparing was that they trusted the recommendation of a personal contact (n=24). A similar number (n=21) said it had not occurred to them to compare, while n=16 said they had been happy with/trusted the first funeral director they got in touch with. Some respondents (n=10) said they did not have time to compare funeral directors because the funeral arrangements needed to be made quickly, but relatively few made explicit reference to feeling too upset to

¹³ Indicative finding (small base size): 3/48

¹⁴ Indicative finding (small base size): 4/48

¹⁵ *Very easy + fairly easy*

¹⁶ That is, those who knew about the funeral director they used through arranging a previous funeral with the same business.

talk repeatedly about the arrangements with different providers (n=7), or to thinking that making comparisons was inappropriate in the circumstances (n=4).

The funeral director's location

50. Funeral directors are local businesses, often in very close proximity to the deceased's home. From the survey:
- (a) Around one in four respondents (27%) told us that the deceased had lived within a five-minute drive time of the premises of the funeral director they used.
 - (b) Two in four respondents (44%) told us that the deceased had lived within a ten-minute drive time of the premises of the funeral director they used.
 - (c) Two-thirds of consumers (66%) told us that the deceased had lived within a fifteen-minute drive time of the premises of the funeral director they used.
 - (d) Four-fifths of consumers (81%) told us that the deceased had lived within a twenty-minute drive time of the premises of the funeral director they used.
51. Where consumers had compared funeral directors, over half (n=26/48) said they used the one with premises nearest (of those they compared) to the home of the deceased, while one in five (n=10/48) had used a funeral director with premises furthest (of those they compared) from the home of the deceased.

Collecting the body of the deceased

52. For ethical reasons and given the sensitivity of the subject, our survey avoided any direct questions about the circumstances surrounding the death of the person for whom respondents had arranged a funeral. Indirectly, however, a question about who had issued the death certificate allowed us to determine the place of death for most of the deceased concerned.

Table 9: Doctor who issued death certificate [deceased's place of death] (FDadd12)

	<i>All*</i>	<i>Compared†</i>	<i>Did not compare‡</i>	<i>%</i>
Home (death certificate issued by doctor who attended the home of the deceased person)	35	37		34
Hospital (death certificate issued by doctor who worked at the hospital where the deceased died)	24	27		24
Care home/nursing home/hospice (death certificate issued by doctor who attended the care home/nursing home of the deceased person or worked at the hospice where the deceased died)	24	22		24
Unknown (1) (death certificate issued by doctor who worked for the coroner/Procurator Fiscal)	7	4		8
Unknown (2) (death certificate issued by doctor who attended the funeral director's premises)	6	8		5
Don't know/can't remember	5	2		6
Refused	1	-		1

Source: CMA Market Investigation consumer survey

* Base: 279 (all eligible funeral director respondents)

† Base: 48 (nb frequencies shown as percentages, not Ns, for ease of comparison)

‡ Base: 218

53. As can be seen from Table 9, the deceased's place of death did not appear to have a bearing on whether consumers compared funeral directors. However, in cases where a post-mortem or inquest was not required by the coroner/Procurator Fiscal (as reported by 83% of all funeral director respondents), our results indicate a relationship between place of death and the time that elapsed until the deceased's body was collected by the funeral director, with (on the whole) bodies collected more quickly when a death occurred at home or in a care home/nursing home/hospice than when it occurred in a hospital (see Table 10). For example, in over half of at-home deaths (n=47/86) and in two-fifths of care home/nursing home/hospice deaths (n=25/57), the body of the deceased was collected within 6 hours. However, the body of the deceased was only removed within 6 hours in just one in ten hospital deaths (n=7/69). Where the person had died in a hospital, the body was more than three times more likely to be collected by a funeral director after 3 days had elapsed than where the person had died either at home or in a care home/nursing home/hospice.

Table 10: Collection of the deceased’s body by a funeral director (FDadd11B)

	All*	Home†	Care home/ nursing home/ hospice‡	% Hospital§
1-2 hours	16	19	19	5
3-4 hours	11	17	5	5
4-6 hours	13	19	16	2
All within 6 hours	39	55	40	11
7-12 hours	5	7	5	6
All within 12 hours	44	62	44	18
13-24 hours	9	8	6	13
All within 24 hours	54	70	50	31
More than 24 hours up to 3 days	17	12	26	23
All within 3 days	71	81	77	53
4-5 days	4	2	3	10
6-7 days	5	1	3	8
8-10 days	2	2	-	6
More than 10 days	<	-	2	2
All more than 3 days	11	6	8	26
Don't know/can't remember	17	14	18	32
Refused	1	-	--	-

Source: CMA Market Investigation consumer survey.

* Base: 235 (all where a post mortem/inquest was not required)

† Base: 86 (nb frequencies shown as percentages, not Ns, for ease of comparison)

‡ Base: 57 [care home n=29; nursing home n=16; hospice n=12] (nb frequencies shown as percentages, not Ns, for ease of comparison)

§ Base: 69 (nb frequencies shown as percentages, not Ns, for ease of comparison)

54. Our survey found that in most cases (79%), someone known to the deceased (whether the survey respondent themselves (43%) or a relative (36%)) was the person who contacted a funeral director about collecting the body. Even when an unrelated third party had done this (15%, n=45), someone known to the deceased – either the respondent or a relative – was often consulted first about who to contact (n=29 and n=7 respectively).¹⁷ Consequently, the survey found only three (3) definitive cases in which an unrelated third party¹⁸ had decided which funeral director to contact without any reference to someone the deceased knew. However, “consultation” by unrelated third parties did not always allow respondents to take a proactive role in the choice of funeral director: two, for example, told us the unrelated third party had simply “named one funeral director and asked for my/our OK to contact them”.
55. Eight in ten consumers (81%) said that the funeral director who collected the body of the deceased also made all the other arrangements for the funeral. Nearly all of these respondents (96%) had also not considered switching at

¹⁷ Cumulatively, 77% of eligible respondents had either made contact with the funeral director themselves or been consulted about which funeral director to contact.

¹⁸ Care/nursing home staff: n=2; coroner/Procurator Fiscal: n=1

any point, usually because they were already using the funeral director they wanted to use or did not feel it was necessary. Very few respondents, though, referred to the deterrent effect of potentially incurring additional costs by switching.

Table 11: Reasons for not switching (FD22b)

	All*	Considered switching at some point†	Did not consider switching at any point‡	%
Already using the funeral director I/we wanted to use	74	78	74	74
Didn't feel any need to do so/it wasn't necessary	22	-	23	23
Had no idea this was something you could do	1	-	1	1
Could not face/did not want the additional emotional upheaval	2	-	2	2
Did not want to delay the funeral arrangements	4	-	4	4
Did not want to incur additional costs by doing this	1	11	<	<
Wishes of the deceased	1	-	1	1
Easier	<	-	<	<
Was not comfortable with moving the deceased's remains again	-	-	-	-
Other	1	-	1	1
Don't know/can't remember	2	11	1	1

Source: CMA Market Investigation consumer survey

* Base: 227 (all where the funeral arrangements were made by the funeral director who collected the body of the deceased)

† Base: 9 (nb frequencies shown as percentages, not Ns, for ease of comparison)

‡ Base: 218

56. Around one in ten consumers (11%, n=30) had switched to a different funeral director after the body of the deceased was collected.

(a) Few of these respondents (n=6) had compared funeral directors, although most (n=23) considered they had a choice.

(b) The survey results indicate that the deaths concerned were no more likely than average to involve the coroner/Procurator Fiscal.¹⁹

(c) Likewise, the results do not indicate any differences in terms of switching depending on the place of death²⁰, or the time that elapsed until the deceased's body was collected by the funeral director²¹, compared with the average for all respondents.

(d) In terms of who had contacted the original funeral director:

- Nine respondents had themselves done so, and 12 said a relative of the deceased had done so (seven of whom consulted the respondent first).

¹⁹ Indicative finding (small base size): 3/30 said a post-mortem/inquest was ordered/opened

²⁰ Indicative finding (small base size): 14/30 – deceased died at home; 7/30 – deceased died in a care home/nursing home/hospice; 4/30 – deceased died in a hospice/hospital

²¹ Indicative finding (small base size): 16/30 – within 6 hours; 16/30 – within 12 hours; 18/30 – within 24 hours; 21/30 – within 3 days; 5/30 – more than 3 days

- Eight said an unrelated third party had contacted the original funeral director (seven of whom had consulted first with someone known to the deceased).
- To this extent, our results do not suggest that ‘switchers’ were less likely than average (79%) to say that someone known to the deceased was the person who contacted a funeral director about collecting the body.²²

The arrangement meeting

57. Most arrangement meetings²³ happen face-to-face and usually take place at the funeral director’s premises (although our results indicate that Welsh consumers are more likely than average to have the meeting in their own home).²⁴

Table 12: The arrangement meeting (FD23)

	%
Face-to-face at the funeral home	65
Face-to-face in your home	18
Face-to-face somewhere else	3
By Skype	<
By telephone	8
By email	-
Respondent not involved in the arrangement meeting	1
Don't know/can't remember	3
Refused	1
<i>Any face-to-face</i>	<i>83</i>
<i>Any NOT at the funeral home</i>	<i>30</i>

Source: CMA Market Investigation consumer survey
Base: 279 (all eligible funeral director respondents)

58. Amongst respondents who had the arrangement meeting in branch (n=180), two in five (41%) said the funeral director had given them the option to have the meeting elsewhere, and the same proportion (41%) said this option was not offered, although most in the latter group did not consider that to be an issue. Therefore, around eight in ten consumers who had an in-branch arrangement meeting (79%, or 52% of all eligible respondents) were content for it to go ahead in this location. Amongst those who had the arrangement meeting elsewhere (n=86), a little over half (n=47) had accepted the funeral director’s offer to do so, while around a third (n=29) had requested the meeting to take place elsewhere. Cumulatively, then, 29% of all eligible

²² Indicative finding (small base size)

²³ Defined in the questionnaire as “the occasion when you and the funeral director you used discussed the funeral arrangements in detail, i.e. had the main planning discussion”.

²⁴ Indicative finding (small base size): 10/20

respondents indicated a preference to have the arrangement meeting in a location other than in-branch.

59. Our survey results showed that most consumers (72%) had an arrangement meeting with one firm of funeral directors only. There was no evidence that ‘comparers’²⁵, or ‘switchers’²⁶, were more likely than average to say they had arrangement meetings with more than one firm of funeral directors. Taken together, this suggests that consumers’ choice of funeral director is largely decided by the time the arrangement meeting goes ahead.
60. Few consumers (19%) said they had attended the arrangement meeting on their own²⁷, with most (77%) accompanied by someone else who was directly affected by the death of the deceased.

Arranging a date for the funeral

61. When they started making the arrangements for the funeral, few respondents (20%) had a specific date/day in mind for when it should take place. Most frequently, respondents said they had no particular date/day in mind (39%), and a further one in three (33%, rising significantly to 39% of ABC1s²⁸) had an approximate date in mind.
62. Taking respondents as a whole, less than a third (30%) told us the first date/day for the funeral suggested or offered by the funeral director was within 7 days of the deceased’s death, and less than half (42%) told us that it was within 10 days of the deceased’s death. Six in ten respondents (60%) were initially offered a date/day within 14 days of the deceased’s death, and over seven in ten (72%) a date/day within 3 weeks of the death. However, more than one in ten respondents (12%) told us that the first date/day for the funeral suggested or offered by the funeral director was more than 3 weeks after the deceased’s death (with one in 20 initially offered a day/date more

²⁵ Indicative finding (small base size): 12/48

²⁶ Indicative finding (small base size): 5/30

²⁷ Men (25%) were significantly more likely than women (14%) to say this.

²⁸ Socio-economic group (SEG) is a classification system based on occupation. It enables a household and all its members to be classified according to the occupation of the Chief Income Earner (CIE). A number of questions need to be asked in the interview in order to assign social grade accurately. The interviewer probes the respondent for information about the occupation of the CIE, the type of organisation (s)he works for, job actually done, job title/rank/grade, and whether the CIE is self-employed. Also relevant are details of the number of people working at the place of employment and whether the CIE is responsible for anyone, together with confirmation of qualifications. The groups are most often defined as follows:

A: Higher managerial, administrative, professional, eg chief executive, senior civil servant, surgeon.

B: Intermediate managerial, administrative, professional, eg bank manager, teacher.

C1: Supervisory, clerical, junior managerial, eg shop floor supervisor, bank clerk, salesperson.

C2: Skilled manual workers, eg electrician, carpenter.

D: Semi-skilled and unskilled manual workers, eg assembly line worker, refuse collector, messenger.

E: Casual labourers, pensioners, unemployed, eg pensioners without private pensions and anyone living on basic benefits.

than 4 weeks after the death). Perhaps a little surprisingly, this pattern of response was broadly the same (ie the survey results indicated no differences) whether or not a post-mortem or inquest had been required by the coroner/Procurator Fiscal.

Table 13: Days between death of the deceased and first date suggested/offered for the funeral (FDadd3)

	All*	Post-mortem/inquest NOT required†	Post-mortem/inquest required‡	%
1	2	2	-	-
2 to 3	8	9	-	-
4-5	9	8	15	15
6-7	11	11	18	18
All within 7 days/1 week	30	30	33	
8-10	12	14	6	6
11-14	17	19	12	12
All within 14 days/2 weeks	60	62	52	
15-21	12	11	15	15
All within 21 days/3 weeks	72	74	67	
22-28	7	6	12	12
All within 28 days/4 weeks	78	79	79	
29-35	4	4	6	6
36+ days	1	<	3	3
All more than 4 weeks	6	5	9	
Don't know/can't remember	15	14	9	9
Refused	1	1	-	-

Source: CMA Market Investigation consumer survey.

* Base: 279 (all eligible funeral director respondents)

† Base: 235

‡ Base: 32 (nb frequencies shown as percentages, not Ns, for ease of comparison)

63. Nearly seven in ten consumers (69%) had accepted the first date/day that was suggested/offered by the funeral director (a result that was not influenced by whether they had started out with a specific, approximate or no particular date in mind), but 1% had asked for an earlier date, and one in six (18%) for a later date. Those who asked for a later date most often did so because the original suggestion was inconvenient/impossible to make for many who would be attending (n=27/50), or that it did not allow enough time to make the other arrangements (n=9/50). In most cases, the funeral had taken place within 7 days of the date offered originally (n=29/50) or 8-14 days later (n=12/50).
64. Almost all respondents (89%) said they had not considered switching to a different funeral director to get a better date/day for them (with those who started out with no particular date in mind more likely than average (94%) to say this). In this context, we note that their role in the decision about a date/day was sometimes limited by the funeral director's approach to the discussion: one in six consumers (16%) told us that before they had any

opportunity to say what their availability or preferences were, the funeral director simply named the first date/day (s)he had available in their schedule.

Table 14: How the first date/day for the funeral was suggested/offered by the funeral director (FDadd4)

	%
The funeral director checked and confirmed that <u>I/we had existing commitments</u> that could not be postponed/cancelled, then suggested/offered a date/day	22
The funeral director checked and confirmed that <u>I/we did not have existing commitments</u> that could not be postponed/cancelled, then suggested/offered a date/day	21
Before any discussion with me/us about my/our availability/preferences, the funeral director named the first date/day available in their schedule	16
Before any discussion with the funeral director about their availability, I/we gave them a firm date <u>after which</u> the funeral could take place	10
Before any discussion with the funeral director about their availability, I/we gave them a firm date <u>before which</u> the funeral had to take place	4
Another way	7
Don't know/can't remember	19
Refused	1

Source: CMA Market Investigation consumer survey
Base: 279 (all eligible funeral director respondents)

Cost transparency

65. Over two-thirds of consumers (68%) considered that, ahead of the arrangement meeting, they had some idea of what the cost of the funeral they were about to arrange would be or was likely to be. However, a quarter (26%) reported having no idea.
66. Those with an idea of cost ahead of the arrangement meeting were most likely to say it derived from previous personal experience of arranging a funeral and expecting the cost to be similar, or from knowing what personal contacts had paid previously (again, expecting the cost to be similar). However, few said their idea of cost derived directly from the funeral director.²⁹

²⁹ In one or more of the following ways: example/headline/indicative costs given by telephone during the call to arrange the collection of the deceased's body; example/headline/indicative costs given by telephone during the call to set up the arrangement meeting; example/headline/indicative costs given face-to-face during the visit to set up the arrangement meeting; got a verbal estimate prior to the meeting; got a written estimate prior to the meeting; got a written quote prior to the meeting; got a mix of written quote/written estimate prior to the meeting

Table 15: How consumers derive an idea of cost (FD28)

	%
Previous personal experience of arranging a funeral - expected similar cost	47
Knew what family member(s)/friend(s)/neighbour(s)/work colleague(s) have paid previously - expected similar cost	15
TV adverts about funeral prices	8
As part of a recommendation, was given information about prices	5
Example/headline/indicative costs <u>given on the funeral's director's own website</u>	5
Media articles/features/stories (newspaper/magazine, radio, TV, online)	4
Got a <u>verbal estimate</u> prior to the meeting	3
Example/headline/indicative costs <u>given on the website of other funeral directors</u>	2
Example/headline/indicative costs given face-to-face <u>during the visit to set up the arrangement meeting</u>	2
Got a <u>written estimate</u> prior to the meeting	1
Got a <u>written quote</u> prior to the meeting	1
Got a <u>mix</u> of written quote/written estimate prior to the meeting	1
Example/headline/indicative costs given by telephone <u>during the call to set up the arrangement meeting</u>	<
I/we just knew that funeral directors tend to give their services for free for a child's funeral	<
Example/headline/indicative costs given by telephone <u>during the call to arrange the collection of the deceased's body</u>	-
Don't know/can't remember	9
Refused	1
<i>Any provided directly by the funeral director</i>	<i>8</i>

Source: CMA Market Investigation consumer survey

Base: 182 (all with an idea of cost ahead of the arrangement meeting)

67. Consequently, our survey results show that:

- (a) Just 5% of all respondents (n=14) went to the arrangement meeting with some idea of costs derived directly from the funeral director.
- (b) Cumulatively, 37% of all the respondents (n=103) asked the funeral director directly for an idea of costs ahead of the arrangement meeting but did not receive this information.
 - 8% of all respondents (n=24) went to the arrangement meeting with no idea of costs although they had asked the funeral director for an idea
 - 30% of all respondents (n=79) went to the arrangement meeting with some idea of costs but not derived directly from the funeral director despite asking the funeral director for an idea
- (c) 46% of all respondents (n=129) did not ask the funeral director directly for an idea of costs ahead of the arrangement meeting.
 - 16% of all respondents (n=47) went to the arrangement meeting with no idea of costs and also did not ask the funeral director for an indication of costs.
 - 30% of all respondents (n=82) went to the arrangement meeting with some idea of costs but these were not derived directly from the funeral director and without asking the funeral director for an indication.

68. At the arrangement meeting, when it was discussed, the actual cost of the funeral was discussed in a variety of ways. With prompting, respondents most frequently said the funeral director had taken a step-by-step/itemised approach, that is, a price for each option as they went along and a grand total at the end (47%) or a price for each option as they went along plus a running total and a grand total at the end (6%). However, one in ten (10%) said the funeral director had provided only a grand total at the end of the discussion, while one in 14 (7%) said the cost of the funeral was not discussed at all at the arrangement meeting.

Table 16: Cost discussions at the arrangement meeting (FD30)

	%
The funeral director gave the price for each option as we went along, and the grand total/combined price for everything when I/we finished choosing	47
I/we told the funeral director our budget up-front (before we discussed any of the details)	12
The funeral director gave the grand total/combined price for everything when I/we finished choosing, but did not give us the price for each option as we went along	10
The funeral director gave the price for each option as we went along, as well as a running total for everything chosen up to that point, and the grand total/combined price for everything when I/we finished choosing	6
The funeral director asked to know my/our budget up-front (before we discussed any of the details)	4
Not applicable - cost was not discussed at all at the arrangement meeting	7
Not applicable - no need to discuss the cost at the arrangement meeting because I/we were opting for a fixed-price funeral package	6
Other	4
Don't know/can't remember	3
Refused	1
Missing	1
<i>Any itemised</i>	53

Source: CMA Market Investigation consumer survey
 Base: 279 (all eligible funeral director respondents)

69. In total, around three in five consumers received an estimate of the cost of the funeral from the funeral director during the arrangement meeting (37% verbal, 25% written), while nearly one in four (23%) received a written quote.

Cumulatively, therefore, 85% of consumers left the arrangement meeting with some idea of what the cost of the funeral would be. However, around one in six consumers (15%, n=42) told us they left the arrangement meeting without receiving either an estimate or quote for the cost of the funeral, nine of whom had nevertheless committed to using the funeral director during the arrangement meeting (for example, by paying a deposit or signing an agreement or contract).

70. After the arrangement meeting but before the funeral, most consumers (81%) had received either an estimate (23% verbal, 24% written) or a written quote (33%) from the funeral director (including three quarters (n=31/42) of those who left the arrangement meeting without an estimate or quote). However, a small number of consumers (4%, n=10) told us they received neither an estimate nor a quote before the funeral, two (2) of whom had committed to using the funeral director during the arrangement meeting, and seven (7) of

whom told us they had no idea what the cost of the funeral would be until they received the funeral director’s invoice for the full amount.

71. It is worth noting that over half of respondents (53%) agreed that they had committed to using the funeral director during the arrangement meeting (for example, by paying a deposit or signing an agreement or contract), and over a third of consumers (37%) agreed they had committed to using the funeral director (for example, by paying a deposit or signing an agreement or contract) before they were told what the full cost would be/was likely to be. (In total, 28% of all eligible respondents (n=78) *both* committed to using the funeral director during the arrangement meeting *and* committed to using the funeral director before they knew what the full cost of the funeral would be/was likely to be.)
72. A third of consumers (35%) said that at some point while the funeral arrangements were being made, there was a discussion between them and the funeral director about ways in which the cost of the funeral might be managed or reduced (usually initiated by the funeral director when this occurred). However, more than half (55%) said there had been no discussion of this nature, although most did not consider that to be problematic. Cumulatively, around one in five consumers (19%) said they had sought or would have welcomed an opportunity to talk about ways in which costs might be managed.

Table 17: Discussions about cost management (FD34)

	%
Yes, the funeral director raised it with me/us	25
Yes, I/we raised it with the funeral director	10
No, there was no discussion – would have been welcome	10
No, there was no discussion – but not an issue	45
Don't know/can't remember	10
Refused	1

Source: CMA Market Investigation consumer survey
 Base: 279 (all eligible funeral director respondents)

73. Two-thirds of consumers (65%) said that the full cost of the funeral was about what they had expected it to cost, with a further two in ten (21%) saying it had cost more than expected, and around one in ten (12%) that it had cost less. As is indicated in Table 18 below, ‘comparers’ were more likely than those who did not compare funeral directors to say the full cost was less than expected³⁰, and – correspondingly – less likely than those who did not compare to say the cost was in line with their expectations³¹.

³⁰ Indicative finding (small base size): 12/48

³¹ Indicative finding (small base size): 25/48

Table 18: Full cost of the funeral compared with cost expectations (FDadd37)

	All*	Compared†	Did not compare‡	%
Much less than you expected it to cost	4	14		2
A little less than you expected it to cost	8	10		8
About what you expected it to cost	65	51		67
A little more than you expected it to cost	13	19		12
Much more than you expected it to cost	8	7		8
Less (<i>much + a little</i>)	12	24		10
More (<i>a little + much</i>)	21	26		21
Don't know/can't remember	1	-		1
Refused	1	-		1

Source: CMA Market Investigation consumer survey

* Base: 279 (all eligible funeral director respondents)

† Base: 48 (nb frequencies shown as percentages, not Ns, for ease of comparison)

‡ Base: 218

74. In a similar vein, most of those who had received an estimate/quote before the funeral (78%) said the full cost of the funeral was the same/about the same as the estimate/quote, with a little more than one in ten (13%) saying it was higher, and a little less than one in ten (8%) that it was lower. As is indicated by the results shown in Table 19 below, 'comparers' were more likely than those who did not compare funeral directors to say the final cost (compared with the pre-funeral estimate/quote) was more than expected³² and, consequently, less likely to say the cost was in line with the estimate/quote.³³ However, it is worth noting that those who arranged a burial were no more likely than those who arranged a cremation to point to a mismatch (in any respect) between the estimate/quote they had received and the final cost of the funeral.³⁴ It is also worth noting that over three-quarters of all respondents to the funeral director questions (77%) agreed that they had understood that the bill/invoice for the full cost of the funeral would include third-party costs/disbursements as well as the funeral director's fees.

³² Indicative finding (small base size): 12/43

³³ Indicative finding (small base size): 28/43

³⁴ Indicative finding (small base size); n=59 who had received an estimate/quote and arranged a burial

Table 19: Full cost of the funeral compared with estimate/quote (FD38)

	All*	Compared†	Did not compare‡	%
Much lower	2	3	2	
A little lower	6	6	6	
The same/about the same	78	63	81	
A little higher	12	25	9	
A lot higher	1	2	1	
Lower (<i>much + a little</i>)	8	10	8	
Higher (<i>a little + much</i>)	13	27	10	
Don't know/can't remember	<	-	<	
Refused	-	-	-	

Source: CMA Market Investigation consumer survey

* Base: 239 (all who received an estimate/quote before the funeral)

† Base: 43 (nb frequencies shown as percentages, not Ns, for ease of comparison)

‡ Base: 188

Information transparency

75. Almost all consumers considered that they had received the right amount of information about funeral costs/options (88%) and at the right time (87%).

Quality transparency

76. Overall, a little under half of consumers (47%) told us that they had either asked to see (9%) or the funeral director had offered to show them (38%) the funeral director's facilities for taking care of the deceased person until the day of the funeral. Our survey results suggest that younger respondents (those in the 18-34 age range) are more likely than older consumers to ask to see these facilities.³⁵
77. A little over half of those who asked to see or received an offer to see the facilities for taking care of the deceased did so (56%, or 27% of all eligible funeral director respondents).

Consumer satisfaction

78. Respondents to the funeral director questions reported a high level of satisfaction with the services provided to them by the funeral director they used.
79. Overall, 4% (n=10) told us that their expectations of the funeral director's services had not been met at least in part (ie their expectations were "not met

³⁵ Indicative finding (small base size); n=10/34 18-34 year olds had asked the funeral director to show them, compared with n=10/85 35-54 year olds and 5% (n=6/160) of 55+ year olds

at all”). Nearly three in five (57%) said their expectations had been met in full, while an additional one in three (32%) said they had been met *and* exceeded.

80. Consequently, eight in ten (79%) said they had recommended (or would recommend) the funeral director they had used to someone else. These respondents (n=218) most frequently noted the level of customer care provided by the funeral director (32%), the confidence that could be placed in the funeral director (15%) or the level of customer care provided by the funeral director (10%) as the main reason for recommending them.

Table 20: Reasons for recommending the funeral director (FD43a)

	%
Level of customer care they provide	32
Confidence (know they are a safe pair of hands/can rely on them/can trust them/satisfied with them on previous occasion(s) etc.)	15
Level of quality they provide	10
Capable of meeting personalisation/bespoke requirements	8
Level of care of/respect for the remains of the deceased they provide	6
General/non-specific positive comment or endorsement (everything went smoothly/nothing went wrong)	5
Type of funerals available (e.g. lower-cost/simple, traditional, direct, green etc.)	4
Availability/flexibility re. dates for the funeral (waiting times)	3
Professional	3
Capable of meeting the specific requirements for my/our faith	3
Value for money	3
What the staff are like	2
Price	2
Funeral director is a friend/acquaintance	1
Location/proximity	1
Number of years in business	1
Another reason	2
No main reason/variety of reasons	<
Prefer not to say (refused)	1
Don't know/can't remember	1

Source: CMA Market Investigation consumer survey

Base: 218 (all who had recommended/would recommend the funeral director they used)

81. Meanwhile, just one in ten (10%) said they had not recommended (or would not recommend) the funeral director they had used to someone else. These respondents (n=30) most frequently said they had no main reason/a variety of reasons for not recommending the funeral director, but when they did mention specific reasons, these tended to be cost-related. For example, n=2 considered they had been pushed by the funeral director to include/pay for things they didn't want, while others referred to paying for things that weren't delivered, upfront deposits and general expense.

Table 21: Reasons for not recommending the funeral director (FD44a)

	<i>n</i>
Pushed to include/pay for things I/we didn't want	2
Things we asked for/paid for weren't delivered	1
General/non-specific negative comment (did not go smoothly/everything went wrong)	1
Did not meet the specific requirements for my/our faith	1
Required large deposit/payment in full upfront	1
Too expensive	1
Staff were unprofessional/badly trained	1
Another reason	5
No main reason/variety of reasons	12
Prefer not to say (refused)	2
Don't know/can't remember	2

Source: CMA Market Investigation consumer survey

Base: 30 (all who had not recommended/would not recommend the funeral director they used)

The crematoria questions results

Finding and choosing a crematorium

82. In line with results from the CMA Market Study consumer survey, only a minority of consumers (7%) compared the services of two or more crematoria when deciding which one to use. Cumulatively, nearly six in ten (57%) considered that, effectively, there was no comparison to make, either because there was only one local crematorium (47%) or because they were honouring the express wishes of the deceased (10%). Three in ten consumers (31%) said they did not compare crematoria although they considered themselves to have a choice.

Table 22: Funeral director comparison (C1+C2 summary)

	%
I/we did compare crematoria (choice available and exercised)	7
I/we did not compare crematoria (choice available but unexercised)	31
Choice made for me/us (deceased made their wishes known)	10
Choice made for me/us (only one local crematorium)	47
<i>All did not compare</i>	89
Don't know/can't remember	4

Source: CMA Market Investigation consumer survey

Base: 376 (all eligible crematoria question respondents)

83. Over four in five consumers who used a funeral director to arrange a cremation³⁶ told us they had an idea of which crematorium they wanted to use before they made contact with the funeral director (82%), and nearly four in five (78%) had not changed their mind post-contact (ie a crematorium they had envisaged initially was the one they eventually used). Indeed, our survey found that in two-thirds of cases overall (66%), the funeral director did not

³⁶ n=370/376; a total of six (6) respondents told us they did not use a funeral director and dealt personally with the crematorium to make the arrangements.

suggest or recommend an alternative when the consumer already had an idea of which crematorium they wanted to use, while in another 10% of cases the funeral director had suggested or recommended an alternative but the consumer did not act upon the suggestion/recommendation. In total, therefore, the funeral director had driven the selection of a crematorium for only a minority (19%, n=72) of consumers, and this was usually when the consumer had contacted the funeral director without their own idea of which crematorium they wanted to use; a total of just 13 respondents told us they had used a crematorium either suggested/recommended or determined by the funeral director despite having their own idea initially of which one to use (ie they had 'switched').

84. Amongst consumers who contacted the funeral director with an idea of which crematorium to use and did not 'switch' or who did not use a funeral director, almost four in five (79%) said they used a crematorium already known to them.

Table 23: How consumers found out about the crematorium they used (C5)

	All*	Compared†	Did not compare‡	%
It was already known to me/us	79	73		80
Local knowledge/word of mouth	8	13		7
Recommendation by family member(s)/friend(s)/neighbour(s)/work colleague(s)	7	-		7
Internet/online search using: a search engine/browser (eg Bing, Google etc.)	2	7		2
<i>Any recommendation</i>	8	-		8

Source: CMA Market Investigation consumer survey

* Base: 297 (all who used their initial choice of crematorium)

† Base: 14 (nb frequencies shown as percentages, not Ns, for ease of comparison)

‡ Base: 275

Note: table shows those factors with any mention by 2+% of respondents

85. When respondents had found out about the crematorium they used through a recommendation, most believed the recommendation had been made to them on grounds of the crematorium's location/proximity.

Table 24: Perceived grounds for recommending a crematorium (C6)

	n
Location/proximity	13
Capable of meeting the specific requirements for my/our faith	4
Reputation/customer ratings	4
Attractiveness of buildings and grounds	3
Availability/flexibility re. dates/time slots (waiting times)	3
General personal experience of using it before, or of attending a funeral there	2
Cremation fees/charges/costs	1
Quality of facilities (e.g. modern, well-maintained)	1
Size/capacity	1
Other	1

Source: CMA Market Investigation consumer survey

Base: 23 (all who found out about the crematorium they used through a recommendation)

86. Where the use of a particular crematorium was not pre-determined by the deceased³⁷, respondents reported a variety of factors as being most important to their choice, but the one most frequently described as such was *it is the only local crematorium* (34%, rising to 43% of consumers making any mention³⁸ of this factor).

Table 25: Factors in consumers' choice of crematorium (C7a/C7b)

	<i>Most important</i>	<i>% Any mention</i>
It is the only local crematorium	34	43
Personal experience of using it before, or of attending a funeral there	24	36
The distance/journey time/location was convenient	10	18
They had availability around the time we needed/wanted them	4	12
Recommendation by the funeral director	4	7
Attractive/peaceful/well-maintained place/building gardens	4	8
I/we liked the location	3	7
Recommendation by family member(s)/friend(s)/neighbour(s)/work colleague(s)	3	8
Good reputation in the area	3	10
Easy for funeral guests to find/get to	2	8
Easy to get from the crematorium to the venue for the reception afterwards/wake	-	5

Source: CMA Market Investigation consumer survey

Base: 242 (all except those who honoured the express wishes of the deceased)

Note: table shows those factors with any mention by 5+% of respondents, but ranked by most important factor

Making comparisons

87. As noted above, 7% of consumers (n=26) compared two or more crematoria when deciding which one to use. For these respondents, the point of comparison most frequently mentioned was attractiveness of the building and grounds (n=12), followed by location/proximity. Most (n=18) had compared crematoria on the basis of a single factor.

Table 26: What information do consumers use to compare crematoria (C8)

	<i>n</i>
Attractiveness of building and grounds	12
Location/proximity	11
Availability/flexibility re. dates/time slots (waiting times)	5
Cremation fees/charges/costs	4
Quality of facilities (e.g. modern, well-maintained)	4
Reputation/customer ratings	3
Capable of meeting the specific requirements for my/our faith	2
Range of facilities (e.g. disabled access, parking, refreshments, toilets etc., able to display photos, music system, web streaming etc.)	1
Slot length – offer the appropriate/right/ideal slot length	1
Standard of customer service/professionalism	1
Whether member of a quality mark scheme/trade body	1
Other	3
Don't know/can't remember	-

Source: CMA Market Investigation consumer survey

Base: 26 (all who compared crematoria)

³⁷ All *except* those who honoured the express wishes of the deceased at QC1 + C2 summary (n=339)

³⁸ "Any mention" = all who reported a factor as the most important factor in their choice plus all who reported the same factor as important (but not the most important factor) in their choice

Reasons for not comparing

88. In total, 41 consumers had a choice but did not compare crematoria and also did not use a crematorium already known to them. The reasons given most often by these respondents for not comparing were: that it did not occur to them to compare (n=8), that they liked/were happy with the first crematorium they considered (n=7), that they used the only local crematorium (n=6), and/or that they trusted the recommendation of either a personal contact (n=4) or the funeral director (n=5).

The crematorium's location

89. The majority of consumers (81%) told us they had used the crematorium that was the closest crematorium to where the deceased had lived. Cumulatively:
- (a) Around three in ten respondents (28%) told us that the deceased had lived within a ten-minute drive time of the crematorium they used.
 - (b) Two-thirds of consumers (65%) told us that the deceased had lived within a twenty-minute drive time of the crematorium they used.
 - (c) Just over four-fifths of consumers (83%) told us that the deceased had lived within a thirty-minute drive time of the crematorium they used.
90. Where consumers had not used the crematorium closest to where the deceased lived (14%, n=53), this was most often because it was not the 'family crematorium', ie the crematorium they always/traditionally used (n=21).

Arranging a date for the cremation

91. When they started making the arrangements for the funeral concerned, few respondents (20%) had a specific date/day in mind for when the cremation should take place. Most frequently, respondents said they had no particular date/day in mind (49%), or only an approximate date in mind (28%).
92. Nearly eight in ten consumers (79%) had accepted the first date/day they were offered³⁹ (a result that was not influenced by whether they had started out with a specific, approximate or no particular date in mind), but 2% had asked for an earlier date, and one in ten (11%) for a later date. Those who asked for a later date most often did so because the original suggestion was

³⁹ In most cases, via the funeral director: only 14% of consumers told us they had dealt directly with the crematorium to book it/make the main arrangements, while 73% said that a funeral director had dealt with the crematorium entirely on their behalf (ie they had no contact with the crematorium before the day of the cremation).

inconvenient/impossible to make for many who would be attending (n=20/40), or that it did not allow enough time to make the other arrangements (n=7/40). In most cases, the funeral had subsequently taken place within 3 days of the date offered originally (n=15/40) or 4-7 days later (n=12/40).

93. Nearly all respondents (95%, n=357) said they had not considered switching to a different crematorium to get a better date/day for them, usually because (as these consumers saw it) there wasn't an alternative (45% referred to the crematorium they had used being the only local option) and/or because they were happy to wait to use their preferred crematorium (34%). In this context, it is worth noting that nearly half of consumers (49%) told us that nothing would have encouraged them to travel further from where the deceased person lived to use a better crematorium, although three in ten (30%) thought that a recommendation (especially one by a personal contact) would encourage them to do so.

Table 27: Factors that would encourage consumers to travel further (C21)

Nothing	%
	49
Recommendation by family member(s)/friend(s)/neighbour(s)/work colleague(s)	22
Recommendation by a funeral director	11
More convenient location (e.g. better transport links)	8
Better availability/shorter waiting times	5
Better quality of facilities	5
Lower fees/charges/cost	4
Better quality of customer care/service	4
Recommendation by a professional third-party	3
Don't know	7
<i>Any recommendation</i>	30

Source: CMA Market Investigation consumer survey
Base: 376 (all eligible crematoria question respondents)

Consumer satisfaction

94. Respondents to the crematoria questions reported a high level of satisfaction with the services provided to them by the crematorium they used.
95. Overall, 1% (n=5) told us that their expectations of the crematorium had not been met at least in part (ie their expectations were "not met at all"). Two-thirds of consumers (66%) said their expectations had been met in full, while an additional one in three (29%) said they had been met *and* exceeded.
96. Consequently, seven in ten (70%) said they had recommended (or would recommend) the crematorium they had used to someone else. These respondents (n=263) most frequently noted the crematorium's location/proximity (26%) and/or its attractiveness (16%) as the main reason for recommending it.

Table 28: Reasons for recommending the crematorium (C24a)

	%
Location/proximity	26
Attractiveness of building and grounds	16
General/non-specific positive comment or endorsement (everything went smoothly/nothing went wrong)	12
Capable of meeting the specific requirements of my/our faith	6
Quality of facilities (e.g. modern, well-maintained)	6
Reputation/customer ratings	6
Standard of customer service/professionalism	5
Availability/waiting times	4
Size/capacity	3
Range of facilities (e.g. disabled access, parking, refreshments, toilets etc., able to display photos, music system, web streaming etc.)	3
What the staff are like	3
It's the 'family crematorium'/the crematorium we always/traditionally use	1
Only crematorium in the area	1
Cremation fees/charges/cost	1
Better than the alternative crematorium	1
Another reason	2
No main reason/variety of reasons	4
Prefer not to say (refused)	2
Don't know/can't remember	1

Source: CMA Market Investigation consumer survey

Base: 263 (all who had recommended/would recommend the crematorium they used)

97. However, nearly a quarter of consumers (23%) said they had not recommended (or would not recommend) the crematorium they had used to someone else. These respondents (n=87) most frequently said they had no main reason/a variety of reasons for not recommending it, but where specific reasons were mentioned they related most frequently to the inappropriateness (in the circumstances) of recommending a crematorium (n=7) or the lack of need to recommend it when there was only one local option (n=3).

Table 29: Reasons for not recommending the crematorium (FD25a)

	<i>n</i>
It's just not something you do/it's inappropriate	7
Only crematorium in the area	3
Did not meet the specific requirements for my/our faith	3
Waiting times	2
Lacked compassion/empathy	2
Staff were unprofessional/badly trained	2
Did not treat us with respect	1
Shabby/old-fashioned facilities	1
Size/capacity	1
Things we asked for/paid for weren't delivered	1
Too expensive	1
Another reason	6
No main reason/variety of reasons	46
Prefer not to say (refused)	4
Don't know/can't remember	10

Source: CMA Market Investigation consumer survey

Base: 87 (all who had not recommended/would not recommend the crematorium they used)

Appendix: Survey questionnaire

NEW SCREEN

FP MODULE – [Funerals]

(New Screen)

INTERVIEWER: PLEASE SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline SHOW, showscreen)

SHOW ALL

INTRO The following questions are about the ways in which people arrange funerals. We understand that this can sometimes be a difficult thing to talk about and would like to reassure you that these questions are asked for research purposes only. We will not ask for personal details about anyone who has died or the circumstances around their death. Your responses will be kept anonymous, and if there are any questions which you feel uncomfortable about answering, then you will be able to choose not to answer.

1. I wish to continue
2. I do not wish to continue **CLOSE**

ASK ALL

SQ1 At any time in the last 2 years (so since [TEXT SUB FOR INTERVIEW IN JULY: July][TEXT SUB FOR INTERVIEW IN AUG: August][TEXT SUB FOR INTERVIEW IN SEPT: September][TEXT SUB FOR INTERVIEW IN OCT: October] 2017), have you personally been involved in making the arrangements for a funeral which took place in the UK?

By 'involved', we mean having sole or shared responsibility for making important decisions about the funeral such as:

- what kind of funeral to have
- when and where it would take place
- how much to pay for the arrangements being made

MULTICODE CODES 1 AND 2, SINGLE CODE 3-5, ALLOW DK AND REF

1	Yes, I was involved in making arrangements for a funeral between [TEXT SUB FOR INTERVIEW IN JULY: July][TEXT SUB FOR INTERVIEW IN AUG: August][TEXT SUB FOR INTERVIEW IN SEPT: September][TEXT SUB FOR INTERVIEW IN OCT: October] 2018 and now	SQ2
2	Yes, I was involved in making arrangements for a funeral between [TEXT SUB FOR INTERVIEW IN JULY: July][TEXT SUB FOR INTERVIEW IN AUG: August][TEXT SUB FOR INTERVIEW IN SEPT: September][TEXT SUB FOR INTERVIEW IN OCT: October] 2017 and [TEXT SUB FOR INTERVIEW IN JULY: July][TEXT SUB FOR INTERVIEW IN AUG: August][TEXT SUB FOR INTERVIEW IN SEPT: September][TEXT SUB FOR INTERVIEW IN OCT: October] 2018	SQ2
3	No, I have not been involved in making arrangements for a funeral since [TEXT SUB FOR INTERVIEW IN JULY: July][TEXT SUB FOR INTERVIEW IN AUG: August][TEXT SUB FOR INTERVIEW IN SEPT: September][TEXT SUB FOR INTERVIEW IN OCT: October] 2017 (SINGLE MENTION)	SQnew1
4	Don't know/can't remember (SINGLE MENTION)	Close
5	REFUSED (SINGLE MENTION)	Close

ASK IF NOT INVOLVED IN FUNERAL (SQ1=3)

SQnew1 A pre-paid funeral plan allows someone to pay upfront (either in part or in full) for their funeral, well ahead of their death, either in a lump sum or in a set number of instalments (e.g. once a month for 24 months). May I just check ... At any time in the last 2 years, have you personally been

responsible for activating someone's pre-paid funeral plan, to pay for part or all of their funeral in the UK? By 'activate', we mean telling the plan provider that funeral arrangements should now be set in motion because the plan holder has died.

[MULTICODE OK CODES 1 AND 2, SINGLE CODE 3, ALLOW DK AND REF]

1	Yes, I activated a pre-paid funeral plan between [TEXT SUB FOR INTERVIEW IN JULY: July][TEXT SUB FOR INTERVIEW IN AUG: August][TEXT SUB FOR INTERVIEW IN SEPT: September][TEXT SUB FOR INTERVIEW IN OCT: October] 2018 and now	All odd-numbered waves (Wave 1/3/5/7/9), CLOSE All even-numbered waves (Wave 2/4/6/8), GO TO PFP2
2	Yes, I activated a pre-paid funeral plan between [TEXT SUB FOR INTERVIEW IN JULY: July][TEXT SUB FOR INTERVIEW IN AUG: August][TEXT SUB FOR INTERVIEW IN SEPT: September][TEXT SUB FOR INTERVIEW IN OCT: October] 2017 and [TEXT SUB FOR INTERVIEW IN JULY: July][TEXT SUB FOR INTERVIEW IN AUG: August][TEXT SUB FOR INTERVIEW IN SEPT: September][TEXT SUB FOR INTERVIEW IN OCT: October] 2018	All odd-numbered waves (Wave 1/3/5/7/9), CLOSE All even-numbered waves (Wave 2/4/6/8), GO TO PFP2
3	No, I have not activated a pre-paid funeral plan since [TEXT SUB FOR INTERVIEW IN JULY: July][TEXT SUB FOR INTERVIEW IN AUG: August][TEXT SUB FOR INTERVIEW IN SEPT: September][TEXT SUB FOR INTERVIEW IN OCT: October] 2017 (SINGLE MENTION)	Close
4	Don't know/can't remember (SINGLE MENTION)	Close
5	REFUSED (SINGLE MENTION)	Close

ASK FUNERAL ORGANISERS (SQ1=1 OR 2)

SQ2 The next few questions are about 'at need' funerals.

An 'at need' funeral is one where the funeral arrangements are made and paid for at the time someone dies. They can be paid for using:

- someone's savings
- money set aside by someone in their will
- money paid out from a life insurance or "Over-50s" policy
- a credit card or a loan
- a Funeral Expense Payment from the Department of Work & Pensions (DWP)
- a grant from a charity

It is not a funeral that someone has partly or fully paid for in advance because they've bought a "pre-paid funeral plan".

You said that you were involved in making arrangements for at least one funeral in the last 2 years in the UK. So far as you are aware, were you involved in making the arrangements for an 'at need' funeral?

[MULTICODE CODES 1 AND 2, SINGLE CODE 3, ALLOW DK AND REF]

1	Yes, I was involved in making arrangements for an "at need" funeral between [TEXT SUB FOR INTERVIEW IN JULY: July][TEXT SUB FOR INTERVIEW IN AUG: August][TEXT SUB FOR INTERVIEW IN SEPT: September][TEXT SUB FOR INTERVIEW IN OCT: October] 2018 and now	SQ3
2	Yes, I was involved in making arrangements for an "at need" funeral between [TEXT SUB FOR INTERVIEW IN JULY: July][TEXT SUB FOR INTERVIEW IN AUG: August][TEXT SUB FOR INTERVIEW IN SEPT: September][TEXT SUB FOR INTERVIEW IN OCT: October] 2017 and [TEXT SUB FOR INTERVIEW IN JULY: July][TEXT SUB FOR INTERVIEW IN AUG: August][TEXT SUB FOR INTERVIEW IN SEPT: September][TEXT SUB FOR INTERVIEW IN OCT: October] 2018	SQ3
3	No, I have not been involved in making arrangements for an "at need" funeral since [TEXT SUB FOR INTERVIEW IN JULY: July][TEXT SUB FOR INTERVIEW IN AUG: August][TEXT SUB FOR INTERVIEW IN SEPT: September][TEXT SUB FOR INTERVIEW IN OCT: October] 2017 (SINGLE MENTION)	SQnew3

4	Don't know/can't remember (SINGLE MENTION)	Close
5	REFUSED (SINGLE MENTION)	Close

ASK ALL FUNERAL ORGANISERS WHO DID NOT AT NEED (SQ2=3)

SQnew3 You said that you were involved in making the arrangements for at least one funeral in the last 2 years in the UK, but not an 'at need' funeral. A pre-paid funeral plan allows someone to pay upfront (either in part or in full) for their funeral, well ahead of their death, either in a lump sum or in a set number of instalments (e.g. once a month for 24 months). May I just check ... At any time in the last 2 years, have you personally been responsible for activating someone's pre-paid funeral plan, to pay for part or all of their funeral in the UK? By 'activate', we mean telling the plan provider that funeral arrangements should now be set in motion because the plan holder has died.

[MULTICODE OK CODES 1 AND 2, OTHERWISE SINGLE CODE, ALLOW REF]

1	Yes, I activated a pre-paid funeral plan between [TEXT SUB FOR INTERVIEW IN JULY: July][TEXT SUB FOR INTERVIEW IN AUG: August][TEXT SUB FOR INTERVIEW IN SEPT: September][TEXT SUB FOR INTERVIEW IN OCT: October] 2018 and now	All odd-numbered waves (Wave 1/3/5/7/9), CLOSE All even-numbered waves (Wave 2/4/6/8), GO TO PPFP2
2	Yes, I activated a pre-paid funeral plan between [TEXT SUB FOR INTERVIEW IN JULY: July][TEXT SUB FOR INTERVIEW IN AUG: August][TEXT SUB FOR INTERVIEW IN SEPT: September][TEXT SUB FOR INTERVIEW IN OCT: October] 2017 and [TEXT SUB FOR INTERVIEW IN JULY: July][TEXT SUB FOR INTERVIEW IN AUG: August][TEXT SUB FOR INTERVIEW IN SEPT: September][TEXT SUB FOR INTERVIEW IN OCT: October] 2018	All odd-numbered waves (Wave 1/3/5/7/9), CLOSE All even-numbered waves (Wave 2/4/6/8), GO TO PPFP2
3	No, I have not activated a prepaid funeral plan since [TEXT SUB FOR INTERVIEW IN JULY: July][TEXT SUB FOR INTERVIEW IN AUG: August][TEXT SUB FOR INTERVIEW IN SEPT: September][TEXT SUB FOR INTERVIEW IN OCT: October] 2017 (SINGLE MENTION)	Close
4	Don't know/can't remember (SINGLE MENTION)	Close

ASK ALL SQ2=1,2

SQ3 Thinking about the most recent occasion in which you were involved in making the arrangements for an 'at need' funeral. Which of the following, if any, best describes the type of funeral that was arranged?

SHOW SCREEN ITEMS 1-5

[SINGLE CODE, ALLOW HIDDEN NULL, DK AND REF]

1	A burial	
2	A cremation, with a funeral service or ceremony beforehand (a "traditional cremation"). The service/ceremony takes place in a religious or non-religious venue before the body of the deceased person is taken to the crematorium, or the service/ceremony is held at the crematorium itself.	
3	An unattended "direct cremation" (or "cremation without ceremony"). This is a cremation without any funeral service or ceremony beforehand. The body of the deceased person is moved from where they died straight to the crematorium. Mourners do not go to the crematorium at all.	
4	An attended "direct cremation" (or "cremation without ceremony"). This is a cremation without any funeral service or ceremony beforehand. The body of the deceased person is moved from where they died straight to the crematorium. A mourner (or a very small number of mourners) goes to the crematorium <u>only</u> to watch the coffin being placed into the cremator.	
5	A cremation , but not sure what type	

ASK ALL SQ2=1,2 WHO ARE SQ3=1,2,3,4,5,7,8 (NOT CODE 6)

SQ4 And did you use a funeral director (an undertaker) to make any of the arrangements for this 'at need' funeral? This could be either a funeral director with a branch (or branches), or an online-only funeral provider.

[SINGLE CODE, ALLOW HIDDEN DK AND REF]

1	Yes - a funeral director with a branch/branches was used	<p>All odd-numbered waves (Wave 1/3/5/7/9), WHEN SQ3 = 2,3,4,5 GO TO C1 (= any cremation type with traditional FD, filtered to crem-focus questions)</p> <p>All odd-numbered waves (Wave 1/3/5/7/9), when SQ3 = 1,7,8 GO TO CLOSE (= burial/unknown funeral type with traditional FD, filtered to close in crem-focus weeks)</p> <p>All even-numbered waves (Wave 2/4/6/8), when SQ3 = 1,2,3,4,5 GO TO FD1 (= burial or cremation with traditional FD, filtered to FD-focus questions)</p> <p>All even-numbered waves (Wave 1/3/5/7/9), when SQ3 = 7,8 GO TO CLOSE (= unknown funeral type with traditional FD, filtered to close in FD-focus weeks)</p>
2	Yes - an online-only funeral provider was used	<p>All odd-numbered waves (Wave 1/3/5/7/9), when SQ3 = 2,4 GO TO C1 (= attended cremation with non-traditional FD, filtered to crem-focus questions)</p> <p>All odd-numbered waves (Wave 1/3/5/7/9), when SQ3 = 3,5, GO TO CLOSE (= unattended/unknown cremation type with non-traditional FD, filtered to close in crem-focus weeks)</p> <p>All odd-numbered waves (Wave 1/3/5/7/9), when SQ3 = 1,7,8 GO TO CLOSE (= burial/unknown funeral type with non-traditional FD, filtered to close in crem-focus weeks)</p> <p>All even-numbered waves (Wave 2/4/6/8), when SQ3 = 1,2,3,4,5 GO ITO FD1 (= burial or cremation with non-traditional FD, filtered to FD focus questions)</p> <p>All even-numbered waves (Wave 2/4/6/8), when SQ3 = 7,8 GO TO CLOSE (= unknown funeral type with non-traditional FD, filtered to close in FD-focus weeks)</p>

3	No - neither a funeral director with a branch/branches nor an online funeral provider was used	<p>All odd-numbered waves (Wave 1/3/5/7/9), WHEN SQ3 = 2,3,4,5 GO TO SQnew2 (= any cremation type with no FD, filtered to "dealt directly with crem?" question in crem-focus weeks)</p> <p>All odd-numbered waves (Wave 1/3/5/7/9), WHEN SQ3 = 1,7,8 GO TO CLOSE (= burial/unknown funeral type with no FD, filtered to close in crem-focus weeks)</p> <p>All even-numbered waves (Wave 2/4/6/8), WHEN SQ3 = 1,2,3,4,5 GO TO FD45 (= burial or cremation with no FD, filtered to "who was involved?" and "why no FD involved?" questions in FD-focus weeks)</p> <p>All even-numbered waves (Wave 2/4/6/8), WHEN SQ3 = 7,8 GO TO CLOSE (= unknown funeral type with no FD, filtered to close in FD-focus weeks)</p>
4	Don't know/can't remember	Close
5	REFUSED	Close

ASK ALL SQ4=3 WHO ARE SQ3=1,2,3,4,5 IN ALL EVEN-NUMBERED WAVES (WAVES 2=4/6/8)

FD45 You said that you did not use a funeral director to make any of the arrangements for this 'at need' funeral. Other than you, who **was** involved in making the arrangements?

[MULTICODE OK EXCEPT CODE 9 OR 10. ALLOW REF. GREY OUT 8/9/10]

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| 1. Members of my/our immediate family | FD46 |
| 2. Members of my/our wider/extended family | FD46 |
| 3. Friends | FD46 |
| 4. Religious leader(s)/people from my/our place of faith
(e.g. Gurdwara, House of Worship, Mosque, Synagogue, Temple, Church etc.) | FD46 |
| 5. A charity | FD46 |
| 6. A local authority/council | FD46 |
| 7. An online direct funeral provider | FD46 |
| 8. Other [SPECIFY] | FD46 |
| 9. A funeral director/undertaker | REVERT TO SQ4 AND AMEND |
| 10. Don't know/can't remember | FD46 |

IF FD45=9

FDcheck: And was this funeral director online only, or did they have branches?

SINGLE CODE, ALLOW HIDDEN REF (CLOSE IF REF OR CODE 3)

1. A funeral director with a branch/branches
2. An online-only funeral provider
3. Don't know/can't remember

ASK ALL FD45/1-8, 10

FD46 And why did you not use a funeral director to make any of the arrangements?
DO NOT PROMPT

[MULTICODE OK EXCEPT CODE 10. ALLOW REF]

1	Cannot meet the specific requirements for my/our faith	DQ1
2	Could not afford the cost	DQ1
3	Easy to DIY/know what needs to be done	DQ1
4	Not appropriate to put such a personal matter in the hands of a stranger	DQ1
5	Our final duty/responsibility to the deceased to do this for them	DQ1
6	Previous bad/poor experience of using a funeral director/don't trust them	DQ1
7	Wanted to keep the costs down as much as possible	DQ1
8	Other [SPECIFY]	DQ1
9	Don't know/can't remember	DQ1

(New Screen)

INTERVIEWER: PLEASE DO NOT SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline DO NOT. notshowscreen)

ASK ALL SQ4 OR FDCHECK=1,2 WHO ARE ALSO SQ3=1,2,3,4,5 IN ALL EVEN-NUMBERED WAVES (WAVES 2,4,6,8)

FD1 As you answer the following questions, please continue to think about the most recent occasion in which you were involved in making the arrangements for an 'at need' funeral.

You said that a funeral director was used to make the arrangements for this "at need" funeral. When deciding which funeral director to use, did you compare the services of two or more funeral directors? DO NOT PROMPT. IF RESPONDENT SAYS THEY "DIDN'T HAVE A CHOICE"/"HAD NO CHOICE", PROBE FOR CORRECT "NOT APPLICABLE" CODE

[SINGLE CODE, ALLOW REF]

1	Yes, compared the services of two or more funeral directors	FD4
2	No, did not compare funeral directors	FD2
3	Not applicable (no choice): there is only one local funeral director	FD3
4	Not applicable (no choice): the deceased made their wishes known (choice of funeral director) in advance	FD17
5	I/we did not involve a funeral director in making the arrangements [RETURN TO SQ4]	CODE AS 3 AT SQ4
6	Don't know/can't remember	FD4

ASK ALL SQ4=3 WHO ARE ALSO SQ3=2,3,4,5 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9)

SQnew2 You said that a funeral director was not used to make the arrangements for this 'at need' funeral, where there was a cremation for the deceased person. May I just check, were you personally involved in dealing with the crematorium to make the arrangements?

By 'involved', we mean having sole or shared responsibility for making important decisions such as:

- which crematorium to use
- when the cremation would take place
- how much to pay for the arrangements being made

[SINGLE CODE, ALLOW REF]

1	Yes	C1
2	No	Close
3	Don't know/can't remember	Close

ASK ALL FD1=2

FD2 You said that you did not compare funeral directors. Just to check, did you have a **choice** of funeral directors to compare or not?

DO NOT PROMPT. PROBE FOR CORRECT "NO" CODE

[SINGLE CODE, ALLOW REF]

1	Yes, had a choice but did not compare funeral directors	FD4
2	No, there is only one local funeral director	FD3

3	No, the deceased made their wishes known (choice of funeral director) in advance	FD17
4	Don't know/can't remember	FD4

ASK ALL FD1=3 OR FD2=2

FD3a You said that you did not compare funeral directors because there is only one funeral director in the area. Can you tell me how far the premises of the funeral director you used are from where the deceased person lived? Please give me your answer in the number of minutes it takes to drive between them. ADD IF NECESSARY: A rough idea is OK if you're not exactly sure how long it takes. DO NOT PROMPT. RECORD TIME IN MINUTES (e.g. "quarter of an hour" = 15 minutes; "2 hours" = 120 minutes). IF LESS THAN A MINUTE (e.g. 30 seconds) RECORD AS ZERO

[ALLOW NUMERICAL ANSWERS ONLY. INCLUDE HARD CHECK IN SCRIPT FOR ALL ANSWERS >30 MINUTES. ALLOW REF]

ASK ALL FD1=3 OR FD2=2

FD3b So far as you're aware, how far are the premises of the NEXT NEAREST funeral director from where the deceased person lived? Again, please give me your answer in the number of minutes it would take to drive between them. ADD IF NECESSARY: A rough idea is OK if you're not exactly sure how long it would take. DO NOT PROMPT. RECORD TIME IN MINUTES (e.g. "quarter of an hour" = 15 minutes; "2 hours" = 120 minutes). IF LESS THAN A MINUTE (e.g. 30 seconds) RECORD AS ZERO

[ALLOW NUMERICAL ANSWERS ONLY. INCLUDE HARD CHECK IN SCRIPT FOR ALL ANSWERS >30 MINUTES. ALLOW REF]

1. **[SPECIFY NO. OF MINUTES]** **FD6a**
2. Don't know **FD6a**

ASK ALL FD1=1,6 AND ALL FD2=1,4

FD4 How did you find out about the funeral director you used?
DO NOT PROMPT, CODE RESPONSE(S) TO LIST, PROBE: "What other ways?"

[MULTICODE OK EXCEPT CODES 1 AND 13. ALLOW REF]

1. Previous personal experience: used them before to arrange a funeral
2. Previous personal experience: attended a funeral they had arranged
3. The deceased had already passed into their care (i.e. the FD had collected them at someone else's instruction, e.g. the coroner, staff at the care home/nursing home/hospice/hospital etc.)
4. Recommendation by family member(s)/friend(s)/neighbour(s)/work colleague(s)
5. Recommendation by a member of staff at the care home/nursing home/hospice/hospital where the deceased died
6. Recommendation by a professional third-party (e.g. bereavement counsellor/officer; Citizens Advice; charity staff; council/local authority staff; GP; paramedics/police; register office staff; religious leader; social worker; solicitor; other)
7. Local knowledge/word of mouth
8. Internet/online search using: search engine/browser (e.g. Bing, Google etc.)
9. Internet/online search using: directory/reviews-based comparison website (e.g. FuneralZone, Good Funeral Guide, Google Reviews, Localfuneral.co.uk)
10. Internet/online search using: price comparison website (e.g. AboutTheFuneral, Beyond, DeadRight, Funeral Booker, Your Funeral Choice)
11. Internet/online search using: online map (e.g. Google maps, Apple maps, etc)
12. Another way **[SPECIFY]**
13. Don't know/can't remember

ASK ALL WHO ARE ONE OR MORE OF FD4=4,5,6

FD5 You said that you found out about the funeral director you used through a recommendation. As part of the recommendation(s) you received, what type of information about the funeral director(s) were you given?

DO NOT PROMPT, CODE RESPONSE(S) TO LIST, PROBE: "Anything else?"

[MULTICODE OK EXCEPT CODE 18. ALLOW REF]

1. Name of the firm
2. An idea of their location/proximity (e.g. "they're in the High Street")
3. Contact details (address, telephone no., email address)
4. Local knowledge/word of mouth about them, their reputation
5. An idea of what the staff were like (e.g. friendly, helpful, kind/empathetic, polite, professional, not pushy etc.)
6. Type of funerals available (e.g. lower-cost/simple, traditional, direct, green etc.)
7. Capable of meeting the specific requirements for my/our faith
8. Level of customer care they provided/could be expected
9. Level of quality they provided/could be expected
10. Standard of their care for/respect for the remains of the deceased
11. Standard of their behind-the-scenes facilities (e.g. fridges, mortuary, room(s) for preparing the remains etc.)
12. Standard of their customer-facing facilities (e.g. external areas, reception area, meeting rooms, room(s) for viewing the remains, chapel etc.)
13. Standard of their vehicles (e.g. make/model, age, size, reliability, cleanliness etc.)
14. General information about prices (e.g. reasonable, good value for money, fair etc.)
15. Specific information about prices (e.g. "we paid £x")
16. General/non-specific positive comment or endorsement (a safe pair of hands/could rely on them/could trust them/everything went smoothly)
17. Other **[SPECIFY]**
18. Don't know/can't remember

ASK ALL FD1=1,6 AND ALL FD2=1,4 AND ALL FD1=3 AND ALL FD2=2

FD6a What was the most important factor for you in choosing the funeral director you used?

DO NOT PROMPT, CODE RESPONSE TO LIST

[SINGLE CODE. ALLOW REF]

1. Previous personal experience: used them before to arrange a funeral
2. Previous personal experience: attended a funeral they had arranged
3. The deceased had already passed into their care (i.e. the FD had collected them at someone else's instruction, e.g. the coroner, staff at the care home/nursing home/hospice/hospital etc.)
4. They had availability around the time we needed them/wanted
5. They were the only local firm
6. Recommendation by family member(s)/friend(s)/neighbour(s)/work colleague(s)
7. Recommendation by a member of staff at the care home/nursing home/hospice/hospital where the deceased died
8. Recommendation by a professional third-party (e.g. bereavement counsellor/officer; Citizens Advice; charity staff; council/local authority staff; GP; paramedics/police; register office staff; religious leader; social worker; solicitor; other)
9. Good customer/user reviews/ratings
10. Good reputation in the area
11. They were a well-established firm/they've been in the business for years
12. I/we liked/were happy with/trusted them and felt the funeral would be in safe hands
13. They were a family-owned business/small chain, not a large brand
14. They were a household/well-known name/large brand, not a family-owned business
15. Their funeral home/offices/premises was in a convenient location
16. Their prices
17. Their value for money
18. They offered a good range of funeral options
19. They used the crematorium that I/we wanted to use

20. They offered bereavement counselling/support/aftercare
21. Another reason **[SPECIFY]**
22. No single factor/all important
23. Don't know/can't remember

ASK ALL FD6a=1 OR FD6a=2

FD7b What aspect of your previous, personal experience most influenced you in choosing the funeral director you used?

DO NOT PROMPT

[SINGLE CODE. ALLOW REF]

1. Availability of bereavement counselling/support/aftercare
2. Capable of meeting our personalisation/bespoke requirements
3. Capable of meeting the specific requirements for my/our faith
4. Confidence/familiarity (knew they were a safe pair of hands/could rely on them/could trust them/it would all go smoothly/satisfied with them on previous occasions etc.)
5. Family tradition
6. Level of customer care I/we knew I/we could expect
7. Level of quality I/we knew I/we could expect
8. Level of care of/respect for the remains of the deceased I/we knew I/we could expect
9. Saved distress
10. Saved time/easiest decision/simplest thing to do
11. What the staff are like
12. Price
13. Value for money
14. Something else **[SPECIFY]**
15. Nothing in particular
16. Don't know/can't remember

ASK ALL FD6a=6,7,8,9,10

FD8b And what aspect of **[{TEXT SUB IF FD6a=6,7,8: the recommendation(s)}{TEXT SUB IF FD6a=9: their customer/user reviews/ratings}{TEXT SUB IF FD6a=10: their reputation}]** most influenced you in choosing the funeral director you used?

DO NOT PROMPT

[MULTICODE OK EXCEPT CODE 15. ALLOW REF]

1. Availability of bereavement counselling/support/aftercare
2. Capable of meeting our personalisation/bespoke requirements
3. Capable of meeting the specific requirements for my/our faith
4. Confidence (felt they would be a safe pair of hands/could rely on them/could trust them/it would all go smoothly/satisfied with them on previous occasions etc.)
5. Level of customer care I/we knew I/we could expect
6. Level of quality I/we could expect
7. Level of care of/respect for the remains of the deceased I/we could expect
8. Saved distress
9. Saved time/easiest decision/simplest thing to do
10. What the staff are like
11. Price
12. Value for money
13. Something else **[SPECIFY]**
14. Nothing in particular
15. Don't know/can't remember

ASK ALL WHO ARE FD1= 4 or 6 (DK) OR FD2=1, 3 or 4 (DK)

FD9a May I just check ... How far are the premises of the funeral director you used from where the deceased person lived? Please give me your answer in the number of minutes it takes to drive between them. ADD IF NECESSARY: A rough idea is OK if you're not exactly sure how long it takes. DO NOT PROMPT. RECORD TIME IN MINUTES (e.g. "quarter of an hour" = 15 minutes; "2 hours" = 120 minutes). IF LESS THAN A MINUTE (e.g. 30 seconds) RECORD AS ZERO

[ALLOW NUMERICAL ANSWERS ONLY. INCLUDE HARD CHECK IN SCRIPT FOR ALL ANSWERS >30 MINUTES. ALLOW REF]

ASK ALL WHO ARE FD1= 4 or 6 (DK) OR FD2=1, 3 or 4 (DK)

FD9b So far as you're aware, how far are the premises of the NEXT NEAREST funeral director from where the deceased person lived? Again, please give me your answer in the number of minutes it would take to drive between them. ADD IF NECESSARY: A rough idea is OK if you're not exactly sure how long it would take. DO NOT PROMPT. RECORD TIME IN MINUTES (e.g. "quarter of an hour" = 15 minutes; "2 hours" = 120 minutes). IF LESS THAN A MINUTE (e.g. 30 seconds) RECORD AS ZERO

[ALLOW NUMERICAL ANSWERS ONLY. INCLUDE HARD CHECK IN SCRIPT FOR ALL ANSWERS >30 MINUTES. ALLOW REF]

1. **[SPECIFY NO. OF MINUTES]**
2. Don't know

ASK ALL FD1=1

FD10 Earlier you said that you compared the services of two or more funeral directors when deciding which funeral director to use. In total, how many did you compare? (A rough idea is fine if you can't remember the exact number.)

[SINGLE CODE, ALLOW HIDDEN REF]

1. 2
2. 3
3. 4
4. 5
5. More than 5
6. Don't know/can't remember

ASK ALL FD1=1

FD11 What did you compare them on?
DO NOT PROMPT, CODE RESPONSE(S) TO LIST, PROBE: "Anything else?"

[MULTICODE OK EXCEPT CODE 18]

1. Availability/flexibility re. dates for the funeral (waiting times)
2. Location/proximity
3. Number of years in business
4. Ownership (i.e. large brand or independent)
5. General information about prices (e.g. example/headline/indicative costs given by telephone/by email/on the website)
6. Specific price information (e.g. an estimate or quote for the funeral you were arranging)
7. Range of funerals offered
8. Reputation/customer ratings
9. Standard of their care for/respect for the remains of the deceased
10. Standard of their behind-the-scenes facilities (e.g. fridges, mortuary, room(s) for preparing the remains etc.)
11. Standard of their customer-facing facilities (e.g. external areas, reception area, meeting rooms, room(s) for viewing the remains, chapel etc.)
12. Standard of their vehicles (e.g. make/model, age, size, reliability, cleanliness etc.)
13. Whether capable of meeting our personalisation/bespoke requirements
14. Whether capable of meeting the specific requirements for my/our faith

15. Whether member of a quality mark scheme/trade body
16. Whether they offer bereavement counselling/support/aftercare
17. Other **[SPECIFY]**
18. Don't know/can't remember

ASK ALL WHO SELECT TWO OR MORE OF FD11=1-17

FD12 And of these, what for you was the most important thing to compare them on?
DO NOT PROMPT

[SINGLE CODE, ONLY PULL ITEMS SELECTED AT FD11 INTO ITEM LIST, INCLUDE HARD CHECK IN SCRIPT IF RESPONDENTS GIVE ANSWER NOT GIVEN AT FD11. ALLOW REF]

1. Availability/flexibility re. dates for the funeral (waiting times)
2. Location/proximity
3. Number of years in business
4. Ownership (i.e. large brand or independent)
5. General information about prices (e.g. example/headline/indicative costs given by telephone/by email/on the website)
6. Specific price information (e.g. an estimate or quote for the funeral you were arranging)
7. Range of funerals offered
8. Reputation/customer ratings
9. Standard of their care for/respect for the remains of the deceased
10. Standard of their behind-the-scenes facilities (e.g. fridges, mortuary, room(s) for preparing the remains etc.)
11. Standard of their customer-facing facilities (e.g. external areas, reception area, meeting rooms, room(s) for viewing the remains, chapel etc.)
12. Standard of their vehicles (e.g. make/model, age, size, reliability, cleanliness etc.)
13. Whether capable of meeting our personalisation/bespoke requirements
14. Whether capable of meeting the specific requirements for my/our faith
15. Whether member of a quality mark scheme/trade body
16. Whether they offer bereavement counselling/support/aftercare
17. Other **[SPECIFY]**
18. No single thing/all important
19. Don't know/can't remember

ASK ALL FD1=1

FD13 Thinking about all the things you wanted to compare them on, how easy or difficult was it to get all the information you needed to do this?

[SINGLE CODE, REVERSE SCALE FOR 50% OF SAMPLE, ALLOW DK. ALLOW REF]

1. Very easy
2. Fairly easy
3. Neither easy nor difficult
4. Fairly difficult
5. Very difficult

(New Screen for FD1=1)

INTERVIEWER: PLEASE SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline SHOW, showscreen)

ASK ALL FD1=1

FD14 And which of these best describes the point at which you first compared the services of two or more funeral directors?

[SINGLE CODE. ALLOW REF, GREY OUT 5/6]

1. Before the death of the deceased person
2. After the deceased person's death, but before their body was collected by a funeral director

3. After the deceased person's body was collected but before you spoke to/met with any funeral director(s) to discuss the funeral arrangements in detail
4. After you spoke to/met with one funeral director to discuss the funeral arrangements in detail but before you spoke to/met with at least one further funeral director
5. At another point **[SPECIFY]**
6. Don't know/can't remember

(New Screen for FD1=1)

INTERVIEWER: PLEASE DO NOT SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline NOT, notshowscreens)

ASK ALL FD1=1

FD15a May I just check ... How far are the premises of the funeral director you used from where the deceased person lived? Please give me your answer in the number of minutes it takes to drive between them. ADD IF NECESSARY: A rough idea is OK if you're not exactly sure how long it takes. DO NOT PROMPT. RECORD TIME IN MINUTES (e.g. "quarter of an hour" = 15 minutes; "2 hours" = 120 minutes). IF LESS THAN A MINUTE (e.g. 30 seconds) RECORD AS ZERO

[ALLOW NUMERICAL ANSWERS ONLY. INCLUDE HARD CHECK IN SCRIPT FOR ALL ANSWERS >30 MINUTES. ALLOW REF]

- 1 **[SPECIFY NO. OF MINUTES]**
- 2 Don't know

ASK ALL FD1=1

FD15c Thinking about **[FD10=2/6 all of the][FD10=1 the two]** funeral directors you compared, did you use the one with premises that were ... ?

READ OUT ITEMS 1-3

[SINGLE CODE, REVERSE ORDER OF ITEMS 1 AND 2 FOR 50% OF SAMPLE. ALLOW REF]

- 1 The NEAREST to where the deceased person lived
- 2 The FURTHEST from where the deceased person lived
- 3 Neither the nearest nor the furthest from where the deceased person lived **[DO NOT SHOW IF Q10=1]**
- 4 Don't know/can't remember

ASK ALL FD1=1 WHO ARE NOT REF OR CODE 4 AT FD15C

FD15d And how far from where the deceased person lived were the premises of **[TEXT SUB IF FD10=1: the other][TEXT SUB IF FD10=NOT 1 AND 15c=1,3: the furthest][TEXT SUB IF FD10=NOT 1 AND FD15c=2: the nearest]** funeral director you compared? Please give me your answer in the number of minutes it would take to drive between them. ADD IF NECESSARY: A rough idea is OK if you're not exactly sure how long it would take.

DO NOT PROMPT. RECORD TIME IN MINUTES (e.g. "quarter of an hour" = 15 minutes; "2 hours" = 120 minutes). IF LESS THAN A MINUTE (e.g. 30 seconds) RECORD AS ZERO

[ALLOW NUMERICAL ANSWERS ONLY. INCLUDE HARD CHECK IN SCRIPT FOR ALL ANSWERS >30 MINUTES. ALLOW REF]

- 1 **[SPECIFY NO. OF MINUTES]**
- 2 Don't know

ASK ALL FD2=1 WHO ARE ALSO NOT FD4=1

FD16 Earlier you said that you didn't compare the services of two or more funeral directors when deciding which funeral director to use. Can you tell me why you didn't compare funeral directors? DO NOT PROMPT

[MULTICODE OK EXCEPT CODE 14. ALLOW REF]

- 1 It did not occur to me/us to compare
- 2 Everything needed to be arranged quickly, so there wasn't time

- 3 I/we felt too upset to talk about the funeral arrangements repeatedly to different people
- 4 It's just not something you do/it's inappropriate in this type of situation
- 5 I/we liked/were happy with/trusted the first funeral director I/we contacted/looked at/met
- 6 Funeral directors are all much the same/equally competent
- 7 The deceased had already passed into their care (i.e. the FD had collected them at someone else's instruction, e.g. the coroner, staff at the care home/nursing home/hospice/hospital etc.)
- 8 Trusted recommendation by family member(s)/friend(s)/neighbour(s)/work colleague(s)
- 9 Trusted recommendation by a member of staff at the care home/nursing home/hospice/hospital where the deceased died
- 10 Trusted recommendation by a professional third-party (e.g. bereavement counsellor/officer; Citizens Advice; charity staff; council/local authority staff; GP; paramedics/police; register office staff; religious leader; social worker; solicitor; other)
- 11 Trusted the customer/user reviews/ratings I/we saw for them
- 12 Trusted the local word-of-mouth about them
- 13 Another reason **[SPECIFY]**
- 14 Don't know/can't remember

(New Screen)

INTERVIEWER: PLEASE SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline SHOW, showscreen)

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FD17 When someone dies, a doctor must certify the death by issuing a Medical Certificate of Cause of Death, usually referred to as "the death certificate". Can you tell me in which of the following ways, if any, the death certificate was issued for the deceased person? Please just read out the number/letter of the answer that applies.

[SINGLE CODE. ALLOW HIDDEN REF/DK, GREY OUT 5]

1	A doctor issued the death certificate without needing to report the death to the [{TEXT SUB IF ENGLAND/WALES/NI: coroner}{TEXT SUB IF SCOTLAND: Procurator Fiscal}]
2	A doctor (or the police) reported the death to the [{TEXT SUB IF ENGLAND/WALES/NI: coroner}{TEXT SUB IF SCOTLAND: Procurator Fiscal}] who did not take any further action and gave permission for the death certificate to be issued
3	A doctor (or the police) reported the death to the [{TEXT SUB IF ENGLAND/WALES/NI: coroner}{TEXT SUB IF SCOTLAND: Procurator Fiscal}] who ordered a post-mortem before the death certificate could be issued
4	A doctor (or the police) reported the death to the [{TEXT SUB IF ENGLAND/WALES/NI: coroner}{TEXT SUB IF SCOTLAND: Procurator Fiscal}] who opened an inquest
5	Other (specify) [SPECIFY BOX]

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FDadd12 And was the death certificate issued by a doctor who ... ?

[SINGLE CODE. ALLOW HIDDEN REF + DK, GREY OUT 9]

1	... attended the death (came to see/examine the deceased person's body) at <u>the deceased person's home</u>
2	... attended the death (came to see/examine the deceased person's body) <u>at the care home</u> where the deceased person lived at the time of their death
3	... attended the death (came to see/examine the deceased person's body) <u>at the nursing home</u> where the deceased person lived at the time of their death
4	... <u>went to a funeral director's premises</u> to see/examine the deceased person's body (because their body had already been moved there)
5	... worked in the hospice where the deceased person was at the time of their death
6	... worked in the hospital where the deceased person was at the time of their death
7	... worked for the [{TEXT SUB IF ENGLAND/WALES/NI: coroner}{TEXT SUB IF SCOTLAND: Procurator Fiscal}]
8	... was a Forensic Medical Examiner (FME) for the police (also known as "a police doctor")
9	Other (specify) [SPECIFY BOX]

(New Screen)

INTERVIEWER: PLEASE DO NOT SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline DO NOT. notshowscreen)

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FD18 May I check ... Who contacted a funeral director about collecting the body of the deceased person from where they died?

DO NOT PROMPT, CODE RESPONSE TO LIST. PROBE 'POWER OF ATTORNEY' FOR RELATION TO DECEASED AND ONLY CODE IF NOT 1-3 OR 13/14

[SINGLE CODE. ALLOW REF]

1	I/we did [respondent]	
2	A relative of the deceased	
3	A friend/neighbour of the deceased	
4	The GP who attended following the death	
5	Staff at the care home where the deceased died	
6	Staff at the nursing home where the deceased died	
7	Staff at the hospice where the deceased died	
8	Staff at the hospital where the deceased died	
9	The paramedics/ambulance crew who attended following the death	
10	The police who attended following the death	
11	[SHOW FOR FD17/3,4 ONLY] The [{TEXT SUB IF ENGLAND/WALES/NI: coroner}{TEXT SUB IF SCOTLAND: Procurator Fiscal}]	
12	The deceased's home careworker(s)	
13	The deceased's key-worker/social worker	
14	The deceased's legal representative, e.g. guardian, solicitor	
15	The deceased's Power of Attorney	
16	Someone else [SPECIFY]	
17	Don't know/can't remember	

ASK ALL FD18=1

FDadd12a Before doing so, did you consult with anyone about which funeral director to contact, or not?

DO NOT PROMPT, PROBE FOR CORRECT "YES" CODE

[MULTICODE OK EXCEPT CODE 18 OR 19. ALLOW REF]

Yes, with ...

- 1 ... a relative of mine/ours
- 2 ... a relative of the deceased (but not of mine/ours)
- 3 ... a friend/neighbour of mine
- 4 ... a friend/neighbour of the deceased (but not of mine/ours)
- 5 ... the GP who attended following the death
- 6 ... staff at the care home where the deceased died
- 7 ... staff at the nursing home where the deceased died
- 8 ... staff at the hospice where the deceased died
- 9 ... staff at the hospital where the deceased died
- 10 ... the paramedics/ambulance crew who attended following the death
- 11 ... the police who attended following the death
- 12 [SHOW FOR FD17/3,4 ONLY] ... the [{TEXT SUB IF ENGLAND/WALES/NI: coroner}{TEXT SUB IF SCOTLAND: Procurator Fiscal}]
- 13 ... the deceased's home careworker(s)
- 14 ... the deceased's key-worker/social worker
- 15 ... the deceased's legal representative, e.g. guardian, solicitor
- 16 ... the deceased's Power of Attorney (if Power of Attorney not one of the above)
- 17 ... someone else [SPECIFY]
- 18 No
- 19 Don't know/can't remember

ASK ALL FD17=1,2,5 WHO ARE NOT FD18=1

FD19a You said that [TEXT SUB: <ANSWER AT QFD18>] contacted a funeral director about collecting the body of the deceased person. Before doing so, did they consult with you about which funeral director to contact, or not?

DO NOT PROMPT, PROBE FOR CORRECT "NO" CODE

[SINGLE CODE. ALLOW REF]

- 1 Yes, they consulted me/us
- 2 No, but they consulted with a relative of the deceased
- 3 No, but they consulted with someone else known to the deceased (e.g. friend/neighbour, careworker, PoA, legal representative etc.)
- 4 No, they decided for themselves
- 7 Don't know/can't remember

ASK ALL FD17=3,4

FD19b When the [{TEXT SUB IF ENGLAND/WALES/NI: coroner}{TEXT SUB IF SCOTLAND: Procurator Fiscal}] was ready to release the body of the deceased person, did they consult with you about which funeral director to contact about collecting the body of the deceased person, or not?

DO NOT PROMPT, PROBE FOR CORRECT "NO" CODE

[SINGLE CODE. ALLOW REF]

- 1 Yes, they consulted me/us
- 2 No, but they consulted with a relative of the deceased
- 3 No, but they consulted with someone else known to the deceased (e.g. friend/neighbour, careworker, PoA, legal representative etc.)
- 4 No, they decided for themselves
- 5 Not applicable - they released the body and told me/us to make arrangements for collection
- 6 Not applicable - they released the body and told a relative of the deceased to make arrangements for collection
- 7 Don't know/can't remember

(New Screen for FD1=1,3,4,6 or FD2=1,2,3,4)

INTERVIEWER: PLEASE SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline SHOW, showscreen)

ASK ALL FD19a=1 AND ALL FD19b=1

FD20a You said that you were consulted about which funeral director to contact. Which of the following best describes the way in which this was done?

[SINGLE CODE. ALLOW HIDDEN DK AND REF, GREY OUT 7]

- 1 They asked me/us to tell them which funeral director(s) to contact - they did not suggest/recommend anyone themselves
- 2 They asked me/us to tell them which funeral director(s) to contact - I/we asked them for their suggestions/recommendations
- 3 They asked me/us to tell them which funeral director(s) to contact - this was from a mix of their suggestions/recommendations and mine/ours
- 4 They named one funeral director and asked for my/our OK to contact them
- 5 They named a couple of funeral directors and asked for my/our OK to contact them
- 6 They asked for my/our OK to contact a funeral director/funeral director(s) of their choosing but didn't name them
- 7 Something else [SPECIFY]

ASK ALL FD19a=1 AND ALL FD19b=1

FD20b And may I just double-check ... who made contact with the funeral director?

[SINGLE CODE. ALLOW REF]

- 1 I/we did (respondent)
- 2 They did
- 3 Don't know/can't remember

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FDadd11B Approximately how long after the deceased person's death was their body **[TEXT SUB IF FD17=1,2,5, 6/DK/REF: collected from where they died by the funeral director]****[TEXT SUB IF FD17=3,4: collected by the funeral director after its release by the** **[TEXT SUB IF ENGLAND/WALES/NI: coroner]****[TEXT SUB IF SCOTLAND: Procurator Fiscal]**? Please give me your answer as the number of hours or days afterwards. ADD IF NECESSARY: A rough idea is OK if you're not exactly sure when.

[SINGLE CODE. ALLOW REF]

- 1 1-2 hours
- 2 3-4 hours
- 3 4-6 hours
- 4 7-12 hours
- 5 13-24 hours
- 6 More than 24 hours up to 3 days
- 7 4-5 days
- 8 6-7 days
- 9 8-10 days
- 10 More than 10 days
- 11 Don't know/can't remember

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FD21 Did the funeral director business which collected the body of the deceased person **[TEXT SUB IF FD17=3,4: after it was released by the** **[TEXT SUB IF ENGLAND/WALES/NI: coroner]****[TEXT SUB IF SCOTLAND: Procurator Fiscal]** **[TEXT SUB IF FD17=1,2,5: from where they died]** also make all the other arrangements for the funeral?

[SINGLE CODE. ALLOW REF]

- 1 Yes
- 2 No
- 3 Don't know/can't remember

ASK ALL FD21=1

FD22a At any point, did you consider using a different funeral director business to make all the other arrangements for the funeral?

[SINGLE CODE. ALLOW REF]

- 1 Yes
- 2 No
- 3 Don't know/can't remember

(New Screen FOR FD21=1)

INTERVIEWER: PLEASE DO NOT SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline DO NOT. notshowscreen)

ASK ALL FD21=1

FD22b Why did you decide to not use a different funeral director business?
DO NOT PROMPT.

[MULTICODE OK EXCEPT CODE 9] SUPPRESS CODE 3 IF FD22a = 1. ALLOW REF

1. Already using the funeral director I/we wanted to use
2. Didn't feel any need to do so/it wasn't necessary
3. Had no idea this was something you could do **[SHOW IF FD22a=2 OR 3]**

4. Could not face/did not want the additional emotional upheaval
5. Did not want to delay the funeral arrangements
6. Did not want to incur additional costs by doing this
7. Was not comfortable with moving the deceased's remains again
8. Other **[SPECIFY]**
9. Don't know/can't remember

(New Screen for FD21=1)

INTERVIEWER: PLEASE SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline SHOW, showscreen)

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FD23 Please think now about the occasion when you and the funeral director you used discussed the funeral arrangements in detail, i.e. had the main planning discussion. Did you have the discussion ...?

[SINGLE CODE. ALLOW HIDDEN DK AND REF, GREY OUT 7]

- 1 Face-to-face at the funeral home/on the firm's premises/in the branch
- 2 Face-to-face in your home
- 3 Face-to-face somewhere else **[SPECIFY]**
- 4 By Skype
- 5 By telephone
- 6 By email
- 7 Another way **[SPECIFY]**
- 8 Don't know/can't remember

(New Screen for FD23=1)

INTERVIEWER: PLEASE DO NOT SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline DO NOT. notshowscreen)

ASK ALL FD23=1

FD24 I'll refer to this detailed discussion of the funeral arrangements as the "arrangement meeting". Did the funeral director give you the option of having the arrangement meeting other than face-to-face on the firm's premises?

DO NOT PROMPT, PROBE FOR CORRECT "NO" CODE

[SINGLE CODE. ALLOW REF]

- 1 Yes
- 2 No, but would have welcomed this
- 3 No, and this was not an issue
- 4 Don't know/can't remember

(New Screen for FD23=1)

INTERVIEWER: PLEASE SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline SHOW, showscreen)

ASK ALL FD23=2-7

FD25 I'll refer to this detailed discussion of the funeral arrangements as the "arrangement meeting" **[TEXT SUB IF FD23=5,6: even though you didn't meet the funeral director face-to-face]**. Did the funeral director give you the option of having the arrangement meeting in this way, or was it done in this way at your request?

[SINGLE CODE. ALLOW REF]

- 1 The funeral director gave me/us the option
- 2 I/we requested it
- 3 Don't know/can't remember

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FD26 When you had the arrangement meeting with the funeral director you used, who, if anyone, accompanied you?

[MULTICODE OK ITEMS 2 AND 3, SINGLE CODE ITEM 1 AND DK, ALLOW HIDDEN DK]

- 1 No-one (I was on my own)
- 2 Someone else who was directly affected by the death (someone who knew the deceased person)
- 3 Someone else who was not directly affected by the death (someone who knew you but did not know the deceased person)

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FD27 Before you had the arrangement meeting, did you have at least some idea of what the cost of the funeral you were arranging would be (or was likely to be)?

[SINGLE CODE. ALLOW REF]

- 1 Yes
- 2 No
- 3 Don't know/can't remember

(New Screen for FD1=1,3,4,6 or FD2=1,2,3,4)

INTERVIEWER: PLEASE DO NOT SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline DO NOT. notshowscreen)

ASK ALL FD27=1

FD28 Can you tell me how you got this idea?

DO NOT PROMPT, CODE RESPONSE(S) TO LIST

[MULTICODE OK EXCEPT CODE 17, INCLUDE HARD CHECK IN SCRIPT AT ITEMS 10/11/12/13 TO ENSURE CORRECT INFORMATION IS CAPTURED]

ESTIMATE = what the supplier thinks the work will cost based on past experience, but is not a firm (or binding) offer to do the work at that price. The customer may end up paying more or less than the price estimated when the work is completed; QUOTE = an offer to do the work at a certain price or for a fixed fee. Once accepted by the customer, the price is binding, unless the customer seeks to vary the contract by changing the work to be done.

- 1 TV adverts about funeral prices
- 2 Previous personal experience of arranging a funeral - expected cost to be similar
- 3 Knew what family member(s)/friend(s)/neighbour(s)/work colleague(s) have paid previously - expected cost to be similar
- 4 As part of a recommendation, was given information about prices
- 5 Example/headline/indicative costs given on the funeral's director's own website
- 6 Example/headline/indicative costs given on the website of other funeral directors
- 7 Example/headline/indicative costs given **by telephone** during the call to arrange the collection of the deceased's body
- 8 Example/headline/indicative costs given **by telephone** during the call to set up the arrangement meeting
- 9 Example/headline/indicative costs given **face-to-face** during the visit to set up the arrangement meeting
- 10 Got a verbal estimate prior to the meeting [INTERVIEWER: Check definition of 'estimate']
- 11 Got a written estimate prior to the meeting [INTERVIEWER: Check definition of 'estimate']
- 12 Got a written quote prior to the meeting [INTERVIEWER: Check definition of 'quote']
- 13 Got a mix of written quote/written estimate prior to the meeting
- 14 Media articles/features/stories (newspaper/magazine, radio, TV, online)
- 15 I/we just knew that funeral directors tend to give their services for free for a child's funeral
- 16 Another way **[SPECIFY]**
- 17 Don't know/can't remember

ASK ALL FD27=1 WHO ARE NOT ALSO FD28=7,8,9,10,11,12,13 AND ASK ALL FD27=2

FD29 Did you ask the funeral director for some idea of what the cost would be (or was likely to be) before you had the arrangement meeting?

[SINGLE CODE. ALLOW REF]

- 1 Yes
- 2 No
- 3 Don't know/can't remember

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FD30 Which of the following best describes the way in which the actual cost of the funeral you were arranging was discussed during the arrangement meeting?
DO NOT PROMPT ON RESPONSES 1-6 BUT PROBE FOR CORRECT "NOT APPLICABLE" CODE

[SINGLE CODE. ALLOW HIDDEN DK AND REF, GREY OUT 6-9]

- 1 I/we told the funeral director our budget up-front (before we discussed any of the details)
- 2 The funeral director asked to know my/our budget up-front (before we discussed any of the details)
- 3 The funeral director gave me/us the price for each option as we went along, and the grand total/combined price for everything when I/we finished choosing
- 4 The funeral director gave me/us the grand total/combined price for everything when I/we finished choosing, but did not give us the price for each option as we went along
- 5 The funeral director gave me/us the price for each option as we went along, as well as a running total for everything I/we had chosen up to that point, and the grand total/combined price for everything when I/we finished choosing
- 6 Other type of discussion **[SPECIFY]**
- 7 Not applicable - the cost of the funeral was not discussed at all at the arrangement meeting
- 8 Not applicable - there was no need to discuss the cost of the funeral at the arrangement meeting because I/we were opting for a fixed-price funeral package
- 9 Other not applicable **[SPECIFY]**
- 10 Don't know/can't remember

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FD31a During the arrangement meeting, which of the following, if any, did the funeral director give you?

[MULTICODE OK EXCEPT CODES 5 AND 6, INCLUDE HARD CHECK IN SCRIPT AT ITEMS 1=2=3 TO ENSURE CORRECT INFORMATION IS CAPTURED. ALLOW HIDDEN NULL, DK AND REF, GREY OUT 4]

ESTIMATE = what the supplier thinks the work will cost based on past experience, but is not a firm (or binding) offer to do the work at that price. The customer may end up paying more or less than the price estimated when the work is completed; QUOTE = an offer to do the work at a certain price or for a fixed fee. Once accepted by the customer, the price is binding, unless the customer seeks to vary the contract by changing the work to be done.

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FD31b And which of these, if any, did they give you after the arrangement meeting but before the funeral itself?

[MULTICODE OK EXCEPT CODES 5 AND 6, INCLUDE HARD CHECK IN SCRIPT AT ITEMS 1=2=3 TO ENSURE CORRECT INFORMATION IS CAPTURED ALLOW HIDDEN NULL, DK AND REF, GREY OUT 4]

ESTIMATE = what the supplier thinks the work will cost based on past experience, but is not a firm (or binding) offer to do the work at that price. The customer may end up paying more or less than the price estimated when the work is completed; QUOTE = an offer to do the work at a certain price or for a fixed fee. Once accepted by the customer, the price is binding, unless the customer seeks to vary the contract by changing the work to be done.

- 1 A verbal estimate of the cost [INTERVIEWER: check definition of estimate]

- 2 A written estimate of the cost [INTERVIEWER: check definition of estimate]
- 3 A written quote for the cost [INTERVIEWER: check definition of quote]
- 4 Something else [SPECIFY]
- 5 None of these
- 6 Don't know/can't remember

ASK ALL WHO BOTH FD31a/b=5

FD35 You said that the funeral director did not give you either an estimate or a quote before the funeral itself. Is this correct?

[SINGLE CODE. ALLOW REF]

- 1 Yes
- 2 No **REVERT TO FD31a/FD31b AND AMEND**
- 3 Don't know/can't remember

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FD34 And may I just check ... either before or during the arrangement meeting, was there any discussion between you and the funeral director about ways in which the cost of the funeral might be managed or reduced?

DO NOT PROMPT, PROBE FOR CORRECT "YES" CODE, PROBE FOR CORRECT "NO" CODE

[SINGLE CODE. ALLOW REF]

- 1 Yes, they raised it with me/us
- 2 Yes, I/we raised it with them
- 3 No, there was no discussion, but I/we would have welcomed one
- 4 No, there was no discussion, and this was not an issue for me/us
- 5 Don't know/can't remember

ASK FD35=1

FD36 Did you know what the actual cost of the funeral would be (or was likely to be) before the funeral director sent you the bill/invoice for the full amount?

[SINGLE CODE. ALLOW REF]

- 1 Yes
- 2 No
- 3 Don't know/can't remember

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FD37 [{TEXT SUB IF FD27=1: Compared with your idea of what the funeral arrangements were likely to cost before the arrangement meeting}] Would you say the full cost of the funeral was ...?

[SINGLE CODE, FORWARD/REVERSE SCALE, ALLOW DK AND REF]

- 1 Much less than you expected it to cost
- 2 A little less than you expected it to cost
- 3 About what you expected it to cost
- 4 A little more than you expected it to cost
- 5 Much more than you expected it to cost

ASK ALL WHO ARE FD31a=1,2,3,4 AND/OR ALL WHO ARE FD31b=1,2,3,4

FD38 And compared with the estimate/quote you were given by the funeral director, was the full cost of the funeral ...?

[SINGLE CODE, FORWARD/REVERSE SCALE, ALLOW DK AND REF]

- 1 Much lower
- 2 A little lower
- 3 The same/about the same

- 4 A little higher
- 5 A lot higher

(New Screen)

INTERVIEWER: PLEASE SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline SHOW, showscreen)

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FDadd1 In which of the following ways was the cost of the funeral paid for? Please read out as many answers as apply.

[MULTICODE OK EXCEPT CODES 17 AND 18, RANDOMISE 1-9-ALLOW REF]

- 1 From money left by/inherited from the deceased person (e.g. their savings or the payout from a life insurance or "Over-50s" policy)
- 2 From your personal savings
- 3 From the personal savings of another family member [fix after code 2]
- 4 Using your credit card
- 5 Using the credit card of another family member [fix after code 4]
- 6 Using a bank/building society/credit union loan in your name
- 7 Using a bank/building society/credit union loan in the name of another family member [fix after code 6]
- 8 Using a Payday loan in your name
- 9 Using a Payday loan in the name of another family member [fix after code 8]
- 10 Using a Funeral Expense Payment from the Department of Work & Pensions
- 11 Using a grant or loan from a charity
- 12 Using a grant or loan from a trade union
- 13 Using a grant or loan from your place of faith (e.g. Gurdwara, House of Worship, Mosque, Synagogue, Temple, Church etc.)
- 14 Crowdfunding
- 15 Another way **[SPECIFY]**
- 16 Prefer not to say
- 17 Don't know/can't remember

(New Screen for FD1=1,3,4,6, or FD2=1,2,3,4)

INTERVIEWER: PLEASE DO NOT SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline NOT, notshowsreen)

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FD39 I'm going to read out a number of statements. Which, if any, applied when you were making the arrangements for this "at need" funeral?

READ OUT A-J

[SINGLE CODE PER STATEMENT, ROTATE STATEMENTS. ALLOW REF]

STATEMENTS

- 1. You committed to using the funeral director during the arrangement meeting (for example, by paying a deposit or signing an agreement or contract)
- 2. You had a detailed discussion of the funeral arrangements (an "arrangement meeting") with more than one firm of funeral directors
- 3. You had enough time to think about the options and costs for the funeral before making a firm decision about what to choose
- 4. You had time without the funeral director being present to decide what services you did and didn't want them to provide
- 5. You made a commitment to using the funeral director (for example, by paying a deposit or signing an agreement or contract) before they told you what the full cost of the funeral would be (or was likely to be)
- 6. You understood that the bill/invoice for the full cost of the funeral would include third-party costs/disbursements as well as the funeral director's fees
- 7. **[IF SQ3 = 2,3,4,5]** You visited the crematorium to have a look around in person at some point between the death of the deceased person and the day of the cremation

8. You were asked to pay in full for the funeral before the day of the funeral itself
9. You were given a time-limit by the funeral director to confirm what services you did and didn't want them to provide
10. You were offered the chance to pay for the funeral in instalments

ROW

- 1 Yes, applies to me/us
- 2 No, does not apply to me/us
- 3 Don't know/can't remember

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FD40a Thinking about the information you received about funeral options and costs, would you say the AMOUNT of information you received was ...?

READ OUT ITEMS 1-3

[SINGLE CODE, REVERSE ITEMS 1-3 FOR 50% OF SAMPLE. ALLOW REF]

- 1 Too little
- 2 The right amount
- 3 Too much
- 4 Don't know/can't remember

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FD40b And again thinking about the information you received about funeral options and costs, would you say you got it ... ?

READ OUT ITEMS 1-3

[SINGLE CODE, REVERSE ITEMS 1-3 FOR 50% OF SAMPLE. ALLOW REF]

- 1 Too soon
- 2 At the right time
- 3 Too late
- 4 Don't know/can't remember

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FDadd2 Before you started making the arrangements, which of the following best describes when you wanted the funeral to take place?

[SINGLE CODE. ALLOW REF]

- 1 I/we had a specific date/day in mind
- 2 I/we had an approximate date/day in mind
- 3 I/we had no particular date/day in mind
- 4 Don't know/can't remember

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FDadd3 How many days after the death of the deceased person was the first date/day suggested or offered by the funeral director as a day/date for the funeral? ADD IF NECESSARY: A rough idea is fine if you cannot remember exactly.

DO NOT PROMPT.

RECORD TIME IN DAYS (e.g. "a week" = 7 days; "a fortnight" = 14 days)

SINGLE CODE TO RANGE. ALLOW REF.

- 1 1
- 2 2 to 3
- 3 4 to 5
- 4 6 to 7
- 5 8 to 10
- 6 11 to 14
- 7 15 to 21

- 8 22 to 28
- 9 29 to 35
- 10 36 or more days
- 11 Don't know/can't remember

(New Screen)

INTERVIEWER: PLEASE SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline SHOW. showscreen)

ASK ALL FD1/1,6 AND ALL FD2/1,4, AND ALL FD1/3 AND ALL FD2/2, AND ALL FD1/4 AND ALL FD2/3

FDadd4 SHOW And which of the following, if any, best describes the way in which the first date/day for the funeral was suggested or offered by the funeral director?

[SINGLE CODE, REVERSE ITEMS 1-5 FOR 50% OF SAMPLE. ALLOW REF]

- 1 BEFORE any discussion with me/us about my/our availability or preferences, the funeral director named the first date/day they had available in their schedule
- 2 BEFORE any discussion with the funeral director about their availability, I/we gave them a firm date before which the funeral had to take place (the funeral had to happen on or before that date)
- 3 BEFORE any discussion with the funeral director about their availability, I/we gave them a firm date after which the funeral could take place (the funeral had to happen on or after that date)
- 4 The funeral director checked and confirmed that I/we did not have any upcoming commitments that could not be postponed or cancelled, THEN suggested/offered a date/day
- 5 The funeral director checked and confirmed that I/we had some upcoming commitments that could not be postponed or cancelled, THEN suggested/offered a date/day -
- 6 Another way **[SPECIFY]**
- 7 Don't know/can't remember

(New Screen)

INTERVIEWER: PLEASE DO NOT SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline DO NOT. notshowscreen)

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FDadd5 Did you accept the first date/day for the funeral that was suggested/offered?
DO NOT PROMPT. PROBE FOR CORRECT "NO" CODE

[SINGLE CODE. ALLOW REF]

- 1 Yes
- 2 No - we asked for a LATER date/day
- 3 No - we asked for an EARLIER date/day
- 4 Don't know/can't remember

ASK ALL FDadd5=2,3

FDadd6 Can you tell me why you asked for a different date/day?
DO NOT PROMPT

[MULTICODE OK EXCEPT CODE 10. ALLOW REF]

- 1 Knew that the paperwork would not be ready in time
- 2 Had to delay because the coroner/Procurator Fiscal referred the death for a post-mortem/inquest
- 3 Did not give me/us enough time to make the other arrangements
- 4 Inconvenient/impossible for many who would be attending the funeral to make that date
- 5 It was a date we did not want to always associate afterwards with a funeral (e.g. the birthday/wedding anniversary of one of the bereaved, etc.)
- 6 There was a particular significance to the date we requested
- 7 To meet the requirements of my/our faith

- 8 Fees/charges/costs better/more suitable
- 9 Another reason **[SPECIFY]**
- 10 Don't know/can't remember

ASK ALL FDadd5=2

FDadd7 How many days after the first date/day suggested/offered did you have the funeral? ADD IF NECESSARY: A rough idea is fine if you cannot remember exactly. DO NOT PROMPT. SINGLE CODE TO RANGE. RECORD TIME IN DAYS (e.g. "a week" = 7 days; "a fortnight" = 14 days)

[SINGLE CODE. INCLUDE HARD CHECK IN SCRIPT FOR ALL ANSWERS >28 DAYS. ALLOW REF]

- 1 1
- 2 2 to 3
- 3 4 to 5
- 4 6 to 7
- 5 8 to 10
- 6 11 to 14
- 7 15 to 21
- 8 22 to 28
- 9 29 to 35
- 10 36 or more days
- 11 Don't know/can't remember

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FDadd8 At any point, did you consider using a different funeral director in order to get a better date/day for you?

[SINGLE CODE. ALLOW REF]

- 1 Yes
- 2 No
- 3 Don't know/can't remember

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FDadd9 At any point, did you ask the funeral director to show you, or did the funeral director offer to show you, their facilities for taking care of the deceased person until the day of the funeral? DO NOT PROMPT. PROBE FOR CORRECT "YES" CODE

[SINGLE CODE. ALLOW REF]

- 1 Yes - I/we asked
- 2 Yes - they offered
- 3 No - neither asked nor offered
- 4 Don't know/can't remember

ASK ALL FDadd9=1,2

FDadd10 Did you see these facilities?

[SINGLE CODE. ALLOW REF]

- 1 Yes
- 2 No
- 3 Don't know/can't remember

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FD41 Thinking about all the different aspects of arranging the funeral, from when you started out through to the day itself, to what extent, if at all, did the funeral director meet your expectations of their services?

[SINGLE CODE, REVERSE SCALE FOR 50% OF SAMPLE, ALLOW (REFUSED), DK/CR]

- 1 Met and exceeded
- 2 Met in full
- 3 Met in part
- 4 Not met at all

ASK ALL FD1=1,3,4,6 OR FD2=1,2,3,4

FD42 Have you recommended (or would you recommend) the funeral director you used to someone else?

[SINGLE CODE]

- 1 Yes FD43A
- 2 No FD44A
- 3 Prefer not to say (refused) DQ1
- 4 Don't know/can't remember DQ1

ASK ALL FD42=1

FD43a What was/would be your main reason for recommending them?
DO NOT PROMPT

[SINGLE CODE]

- 1 Availability/flexibility re. dates for the funeral (waiting times) DQ1
- 2 Capable of meeting personalisation/bespoke requirements DQ1
- 3 Capable of meeting the specific requirements for my/our faith DQ1
- 4 Confidence (know they are a safe pair of hands/can rely on them/can trust them/satisfied with them on previous occasion(s) etc.) DQ1
- 5 Level of customer care they provide DQ1
- 6 Level of care of/respect for the remains of the deceased they provide DQ1
- 7 Level of quality they provide DQ1
- 8 Location/proximity DQ1
- 9 Membership of quality mark scheme/trade body DQ1
- 10 Number of years in business DQ1
- 11 Ownership (i.e. large chain or independent) DQ1
- 12 Price DQ1
- 13 Type of funerals available (e.g. lower-cost/simple, traditional, direct, green etc.) DQ1
- 14 Value for money DQ1
- 15 What the staff are like DQ1
- 16 General/non-specific positive comment or endorsement (everything went smoothly/nothing went wrong) DQ1
- 17 Another reason [SPECIFY] DQ1
- 18 No main reason/variety of reasons DQ1
- 19 Prefer not to say (refused) DQ1
- 20 Don't know/can't remember DQ1

ASK ALL FD42=2

FD44A What was/would be your main reason for not recommending them?
DO NOT PROMPT

[SINGLE CODE]

- 1 Did not meet the specific requirements for my/our faith DQ1
- 2 Did not treat us with respect DQ1
- 3 Lacked compassion/empathy DQ1
- 4 Mistakes made with aspects of the funeral/didn't happen as agreed DQ1
- 5 Offered only a limited range of options DQ1
- 6 Poor care of/respect for the remains of the deceased DQ1
- 7 Poor/no price transparency DQ1
- 8 Pushed to include/pay for things I/we didn't want DQ1

9	Required large deposit/payment in full upfront	DQ1
10	Staff were impolite/rude	DQ1
11	Staff were unprofessional/badly trained	DQ1
12	Staff were untidy/scruffy/inappropriately dressed	DQ1
13	Things we asked for/paid for weren't delivered	DQ1
14	Too expensive	DQ1
15	Would not let us view the body	DQ1
16	General/non-specific negative comment (did not go smoothly/everything went wrong)	DQ1
17	Another reason [SPECIFY]	DQ1
18	No main reason/variety of reasons	DQ1
19	Prefer not to say (refused)	DQ1
20	Don't know/can't remember	DQ1

ASK ALL SQnew1=1,2 AND ALL SQnew3=1,2

PPFP2 Thinking about the most recent funeral for which you activated someone's pre-paid funeral plan ... So far as you are aware, was the plan ...?

[SINGLE CODE, REVERSE ITEMS FOR 50% OF SAMPLE, ALLOW REF, DK/CR]

- 1 A **contribution** plan, where the plan provider agrees to pay a pre-set amount towards the third-party costs/disbursements (e.g. burial fee, cremation fee, doctor's fee etc.). The pre-set amount may not cover the third-party costs/disbursements in full at the time the plan is activated.
- 2 A **guaranteed** plan, where the plan provider agrees to cover/pay the third-party costs/disbursements (e.g. burial fee, cremation fee, doctor's fee etc.) in full at the time the plan is activated.

(New Screen)

INTERVIEWER: PLEASE DO NOT SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline NOT, notshowscreens)

ASK ALL SQnew1=1,2 AND ALL SQnew3=1,2

PPFP3 At the point you activated the plan, did it already name the funeral director who would provide the funeral, or not?

DO NOT PROMPT. PROBE FOR CORRECT "NO" CODE

[SINGLE CODE. ALLOW REF]

- 1 Yes - the plan already named a funeral director
- 2 No - the plan provider chose a funeral director when I/we activated the plan
- 3 No - the plan provider asked me/us to choose a funeral director from the shortlist they supplied when I/we activated the plan
- 4 No - the plan provider left the choice of funeral director entirely to me/us when I/we activated the plan
- 5 Something else [SPECIFY]
- 6 Don't know/can't remember

(New Screen)

INTERVIEWER: PLEASE SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline SHOW, showscreens)

ASK ALL SQnew1=1,2 AND ALL SQnew3=1,2

PPFP4 A pre-paid funeral plan allows the plan holder to buy a package of services and goods, depending on what they want the funeral director to provide when the plan is activated. For the plan holder we are talking about, which of the following services or goods were included in their package?

[MULTICODE OK EXCEPT CODE 12. ALLOW HIDDEN DK AND REF]

- 1 The funeral director's professional fees
- 2 Collection of the body of the deceased person

- 3 Care of the deceased person until the day of the funeral
- 4 Viewing of the deceased person
- 5 Embalming
- 6 Provision of a coffin
- 7 Provision of a hearse on the day of the funeral
- 8 Transport of family members on the day of the funeral (limousine/car hire)
- 9 Provision of additional services and goods (e.g. newspaper notice, printing, flowers, headstone, etc.)
- 10 Third-party costs/disbursements (e.g. burial fee, cremation fee, doctor's fee etc.)
- 11 Other **[SPECIFY]**

ASK ALL WHO SELECT ONE OR MORE OF PFP4=1-10

PPFP5 You mentioned a number of items that were included in the package. As I read out each one, which of the following statements best describes the payout by the plan provider?

READ OUT A-J

[SINGLE CODE PER STATEMENT, ONLY PULL ITEMS SELECTED AT PFP4 INTO STATEMENT LIST. ALLOW REF, FORWARD/REVERSE SCALE 1-4]

1. **A** The funeral director's professional fees
 2. **B** Collection of the body of the deceased person
 3. **C** Care of the deceased person until the day of the funeral
 4. **D** Viewing of the deceased person
 5. **E** Embalming
 6. **F** Provision of a coffin
 7. **G** Provision of a hearse on the day of the funeral
 8. **H** Transport of family members on the day of the funeral (limousine/car hire)
 9. **I** Provision of additional services and goods (e.g. newspaper notice, printing, flowers, headstone, etc.)
 10. **J** Third-party costs/disbursements (e.g. burial fee, cremation fee, doctor's fee etc.)
-
- 1 The plan covered the full cost; a top-up amount was not needed, but I/we chose to pay extra to upgrade what was provided
 - 2 The plan covered the full cost; a top-up amount was not needed, and I/we did not pay any extra to upgrade what was provided
 - 3 The plan did not cover the full cost; a top-up amount was needed, and I/we paid a top-up
 - 4 The plan did not cover the full cost; a top-up amount would have been needed, but I/we chose to not pay a top-up
 - 5 Don't know/can't remember

ASK ALL WHO ARE CODE 1 AND/OR CODE 3 AT ANY OF PFP5A-J

PPFP6 You said that you made a top-up payment. In which of the following ways was the cost of the top-up paid for? Please read out as many answers as apply.

[MULTICODE OK EXCEPT CODES 16 AND 17, RANDOMISE CODES 1-9]

- 1 From money left by/inherited from the deceased person (e.g. their savings or the payout from a life insurance or "Over-50s" policy)
- 2 From your personal savings
- 3 From the personal savings of another family member **[fix after code 2]**
- 4 Using your credit card
- 5 Using the credit card of another family member **[fix after code 4]**
- 6 Using a bank/building society/credit union loan in your name
- 7 Using a bank/building society/credit union loan in the name of another family member **[fix after code 6]**
- 8 Using a Payday loan in your name
- 9 Using a Payday loan in the name of another family member **[fix after code 8]**
- 10 Using a Funeral Expense Payment from the Department of Work & Pensions
- 11 Using a grant or loan from a charity
- 12 Using a grant or loan from a trade union

- 13 Using a grant or loan from your place of faith (e.g. Gurdwara, House of Worship, Mosque, Synagogue, Temple, Church etc.)
- 14 Crowdfunding
- 15 Another way [SPECIFY]
- 16 Prefer not to say
- 17 Don't know/can't remember

(New Screen)

INTERVIEWER: PLEASE DO NOT SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline NOT, notshowscreens)

ASK ALL SQnew1=1,2 AND ALL SQnew3=1,2

PPFPnew1 For the funeral we're discussing, did you buy any services or goods in addition to those included in the plan holder's package? By this, we mean anything that you thought should be part of the arrangements for the day even though the deceased person did not include it in their plan. DO NOT PROMPT, PROBE FOR CORRECT "YES" CODE(S)

[MULTICODE OK EXCEPT CODES 4 AND 5. ALLOW REF]

- | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> 1 Yes - from the funeral director providing the funeral 2 Yes - from a different funeral director 3 Yes - from a different type of provider 4 No 5 Don't know | <p>PPFPnew3</p> <p>PPFPnew3</p> <p>PPFPnew3</p> <p>PPFPnew3</p> <p>PPFPnew3</p> | <p>IF NOT ALSO CODE 1,</p> <p>IF NOT ALSO CODE 1,</p> <p>PPFPnew3</p> <p>PPFPnew3</p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|

ASK ALL PFPnew1=1

PPFPnew2 You said that you bought something in addition to the goods and services included in the plan holder's package from the funeral director who was providing the funeral. Can you tell me why you did not buy it from a different funeral director or other provider?

DO NOT PROMPT, CODE RESPONSE(S) TO LIST, PROBE: "Any other reason?"

[MULTICODE OK EXCEPT CODE 11. ALLOW REF]

1. **[DO NOT SHOW IF PFPnew1=2 OR 3]** Didn't know/didn't realise/had no idea that I/we could buy it from another provider
2. Didn't feel any need to do so/it wasn't necessary
3. Easier/more convenient to buy it from the same funeral director
4. Felt rude to buy it from another provider
5. Better fees/charges/cost than other providers
6. Better quality than other providers
7. Offered me/us a discount to buy it from them
8. Told by the funeral director that I/we could not buy it from another provider
9. Told by the plan provider that I/we could not buy it from another provider
10. Another reason [SPECIFY]
11. Don't know/can't remember

ASK ALL SQnew1=1,2 AND ALL SQnew3=1,2

PPFPnew3 1-14 So far as you know, which of the following, if any, best describes the circumstances in which the plan-holder bought their plan?

[SINGLE CODE, REVERSE ITEMS 1-14 FOR 50% OF SAMPLE. ALLOW REF]

1. In response to an advert (newspaper/magazine, radio, TV, online) **DQ3**
2. In response to a media article/feature/story (newspaper/magazine, radio, TV, online) **DQ3**
3. In response to a postal marketing/sales communication from a pre-paid funeral plan provider **DQ3**
4. In response to a telephone marketing/sales call from a pre-paid funeral plan provider **DQ3**

5. In response to door-to-door/in-home marketing/sales visit from a pre-paid funeral plan provider DQ3
6. It was suggested to them by a family member/friend/neighbour/work colleague DQ3
7. It was suggested to them by their bank/building society/credit union DQ3
8. It was suggested to them by their employer DQ3
9. It was suggested to them by their independent financial advisor DQ3
10. It was suggested to them by their insurance provider DQ3
11. It was suggested to them by their private pension provider DQ3
12. It was suggested to them by their trade union DQ3
13. It was suggested to them by their will-writer DQ3
14. It was suggested to them by a funeral director while they were involved in arranging an "at need" funeral DQ3
15. Other [SPECIFY] DQ3
16. Don't know/can't remember DQ3

ASK ALL SQ4=1 WHO ARE ALSO SQ3=2,3,4,5 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9) AND ALL SQ4=2 WHO ARE ALSO SQ3=2,4 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9)

OR

ASK ALL SQnew2=1

C1 As you answer the following questions, please continue to think about the most recent occasion in which you were involved in making the arrangements for an 'at need' cremation.

You said earlier that the person who died was cremated. When deciding which crematorium to use, did you compare the services of two or more crematoria, or did you just consider the one?

DO NOT PROMPT. IF RESPONDENT SAYS THEY "DIDN'T HAVE A CHOICE"/"HAD NO CHOICE", PROBE FOR CORRECT "NOT APPLICABLE" CODE

[SINGLE CODE. ALLOW REF]

- | | | |
|---|---------------------------------------------------------------------------------------------------------------|--------------------|
| 1 | Yes, compared the services of two or more crematoria | IF SQnew2=1, |
| | | C5, ELSE C3 |
| 2 | No, did not compare crematoria | C2 |
| 3 | Not applicable: the choice was made for us because there is only one local crematorium | C7a |
| 4 | Not applicable: the deceased (the person who died) made their wishes known (choice of crematorium) in advance | C10 |
| 5 | Don't know/can't remember | C5 |

ASK ALL C1=2

C2 You said that you did not compare crematoria. Just to check, did you have a choice of crematoria to compare?

DO NOT PROMPT. PROBE FOR CORRECT "NO" CODE

[SINGLE CODE. ALLOW REF]

- | | | |
|----|-----------------------------------------------------------------------------|------------------|
| 1. | Yes, had a choice but we did not compare crematoria | IF SQnew2=1, C5, |
| | | ELSE C3 |
| 2. | No, there is only one local crematorium | C7a |
| 3. | No, the deceased made their wishes known (choice of crematorium) in advance | C10 |
| 4. | Don't know/can't remember | C5 |

ASK ALL SQ4=1 WHO ARE ALSO SQ3=2,3,4,5 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9) AND ALL SQ4=2 WHO ARE ALSO SQ3=2,4 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9)

C3 Before you made contact with any funeral director(s), did you already have an idea of which crematorium [TEXT SUB IF C1=1: or crematoria] you wanted to use?

[SINGLE CODE. ALLOW REF]

- | | | |
|----|---------------------------|------------|
| 1. | Yes | C4 |
| 2. | No | C7a |
| 3. | Don't know/can't remember | C7a |

ASK ALL C3=1

C4 And may I just check, was the crematorium you eventually used ...?

READ OUT ITEMS 1, 2 OR 3

[SINGLE CODE. ALLOW REF]

- OR
1. ... a crematorium you had in mind BEFORE you contacted any funeral director(s)
- OR
2. ... a different crematorium, one that the funeral director suggested or recommended to you
- OR
3. ... a different crematorium, one that the funeral director decided to use
 4. Don't know/can't remember

ASK ALL C3=1 WHO ARE ALSO C4=1

Cnew2 May I just check ... Even though you used a crematorium you had in mind before you contacted any funeral director(s), did the funeral director(s) suggest or recommend a different crematorium to you?

[SINGLE CODE. ALLOW REF]

- 1 Yes
- 2 No
- 3 Don't know/can't remember

ASK ALL C4=1 AND ALL C1=5

OR

ASK C5 IF SQnew2=1 AND ALSO C1=1,5 OR C2=1,4

C5 How did you find out about the crematorium you used?

DO NOT PROMPT, CODE RESPONSE(S) TO LIST, PROBE: "What other ways?"

[MULTICODE OK EXCEPT CODES 1 AND 11. ALLOW REF]

- 1 It was already known to me/us
- 2 Recommendation by family member(s)/friend(s)/neighbour(s)/work colleague(s)
- 3 Recommendation by a member of staff at the care home/nursing home/hospice/hospital where the deceased died
- 4 Recommendation by a professional third-party (e.g. bereavement counsellor/officer; Citizens Advice; charity staff; council/local authority staff; GP; paramedics/police; register office staff; religious leader; social worker; solicitor; other)
- 5 Local knowledge/word of mouth
- 6 Internet/online search using: search engine/browser (e.g. Bing, Google etc.)
- 7 Internet/online search using: directory/reviews-based comparison website (e.g. FuneralZone, Good Funeral Guide, Google Reviews, Localfuneral.co.uk)
- 8 Internet/online search using: price comparison website (e.g. AboutTheFuneral, Beyond, DeadRight, Funeral Booker, Your Funeral Choice)
- 9 Internet/online search using: online map (e.g. Google maps, Apple maps, etc.)
- 10 Another way **[SPECIFY]**
- 11 Don't know/can't remember

ASK ALL WHO ARE ONE OR MORE OF C5/2,3,4

C6 You said that you found out about the crematorium you used through a recommendation. So far as you are aware, on what grounds was the recommendation made to you?

DO NOT PROMPT

[MULTICODE OK EXCEPT CODE 16. ALLOW REF]

- 1 Attractiveness of building and grounds
- 2 Availability/flexibility re. dates/time slots (waiting times)
- 3 Capable of meeting the specific requirements for my/our faith

- 4 Cremation fees/charges/costs
- 5 Location/proximity
- 6 Quality of facilities (e.g. modern, well-maintained)
- 7 Range of facilities (e.g. disabled access, parking, refreshments, toilets etc.; able to display photos, music system, web streaming etc.)
- 8 Reputation/customer ratings
- 9 Size/capacity
- 10 Slot length - offer a variety/choice of slot lengths, not a single slot length
- 11 Slot length - offer the appropriate/right/ideal slot length
- 12 Membership of quality mark scheme/trade body
- 13 General personal experience of using it before, or of attending a funeral there
- 14 General local knowledge/word-of-mouth
- 15 Other **[SPECIFY]**
- 16 Don't know/can't remember

ASK ALL C1=1,5 AND ALL C2=1,2,4 AND ALL C1=3

OR

ASK C7a (EXCEPT ITEM 4 OR 8) IF SQnew2=1 AND ALSO C1=1,5 OR IF SQnew2=1 AND ALSO C2=1,2,4

C7a What was the most important factor for you in choosing the crematorium you used?

DO NOT PROMPT, CODE RESPONSE TO LIST

[SINGLE CODE. ALLOW REF]

- 1 Personal experience of using it before, or of attending a funeral there
- 2 They had availability around the time we needed them/wanted
- 3 It is the only local crematorium
- 4 It belonged to the funeral director or was selected by the funeral director
- 5 Offered choice of dates/days and times for the service
- 6 Offered choice of service length/duration (variety/choice of slot lengths, not a single slot length)
- 7 Offered an appropriate/the right/the ideal slot length
- 8 Recommendation by the funeral director
- 9 Recommendation by family member(s)/friend(s)/neighbour(s)/work colleague(s)
- 10 Recommendation by a member of staff at the care home/nursing home/hospice/hospital where the deceased died
- 11 Recommendation by a professional third-party (e.g. bereavement counsellor/officer; Citizens Advice; charity staff; council/local authority staff; GP; paramedics/police; register office staff; religious leader; social worker; solicitor; other)
- 12 Good customer/user reviews/ratings
- 13 Good reputation in the area
- 14 Its size/capacity
- 15 Its prices
- 16 Its value for money
- 17 The distance/journey time/location was convenient
- 18 Easy for funeral guests to find/get to
- 19 Easy to get from the crematorium to the venue for the reception/wake afterwards
- 20 Facilities available (e.g. disabled access, music system, parking, refreshments, toilets etc.)
- 21 It was an attractive/peaceful/well-maintained place/buildings/gardens
- 22 I/we liked the location
- 23 Another reason **[SPECIFY]**
- 24 No single reason/all important
- 25 Don't know/can't remember

ASK ALL C1=1,5 AND ALL C2=1,2,4 AND ALL C1=3

OR

ASK C7b (EXCEPT ITEM 4 OR 8) IF SQnew2=1 AND ALSO C1=1,5 OR IF SQnew2=1 AND ALSO C2=1,2,4

C7b And what other factors, if any, were important?

DO NOT PROMPT, CODE RESPONSE(S) TO LIST

[MULTICODE OK EXCEPT CODE 24, ALLOW NULL AND REF]

- 1 Personal experience of using it before, or of attending a funeral there
- 2 They had availability around the time we needed them/wanted
- 3 It is the only local crematorium
- 4 It belonged to the funeral director or was selected by the funeral director
- 5 Offered choice of dates/days and times for the service
- 6 Offered choice of service length/duration (variety/choice of slot lengths, not a single slot length)
- 7 Offered an appropriate/the right/the ideal slot length
- 8 Recommendation by the funeral director
- 9 Recommendation by family member(s)/friend(s)/neighbour(s)/work colleague(s)
- 10 Recommendation by a member of staff at the care home/nursing home/hospice/hospital where the deceased died
- 11 Recommendation by a professional third-party (e.g. bereavement counsellor/officer; Citizens Advice; charity staff; council/local authority staff; GP; paramedics/police; register office staff; religious leader; social worker; solicitor; other)
- 12 Good customer/user reviews/ratings
- 13 Good reputation in the area
- 14 Its size/capacity
- 15 Its prices
- 16 Its value for money
- 17 The distance/journey time/location was convenient
- 18 Easy for funeral guests to find/get to
- 19 Easy to get from the crematorium to the venue for the reception/wake afterwards
- 20 Facilities available (e.g. disabled access, music system, parking, refreshments, toilets etc.)
- 21 It was an attractive/peaceful/well-maintained place/buildings/gardens
- 22 I/we liked the location
- 23 Another reason [SPECIFY]
- 24 Don't know/can't remember

ASK ALL C1=1

OR

ASK C8 IF SQnew2=1 AND ALSO C1=1

C8 Earlier you said that you compared the services of two or more crematoria when deciding which crematorium to use. What did you compare them on?

DO NOT PROMPT

[MULTICODE OK EXCEPT CODE 16. ALLOW REF]

- 1 Attractiveness of building and grounds
- 2 Availability/flexibility re. dates/time slots (waiting times)
- 3 Capable of meeting the specific requirements for my/our faith
- 4 Cremation fees/charges/costs
- 5 Location/proximity
- 6 Number of years in operation
- 7 Ownership (i.e. local authority or private)
- 8 Quality of facilities (e.g. modern, well-maintained)
- 9 Range of facilities (e.g. disabled access, parking, refreshments, toilets etc.; able to display photos, music system, web streaming etc.)
- 10 Reputation/customer ratings
- 11 Size of chapel(s)/capacity
- 12 Slot length - offer a variety/choice of slot lengths, not a single slot length
- 13 Slot length - offer the appropriate/right/ideal slot length

- 14 Whether member of a quality mark scheme/trade body
- 15 Other **[SPECIFY]**
- 16 Don't know/can't remember

ASK ALL C2=1 WHO ARE ALSO NOT C5=1

OR

ASK C9 (EXCEPT ITEM 8) IF SQnew2=1 AND ALSO C2=1 WHO ARE ALSO NOT C5=1

C9 Earlier you said that you didn't compare the services of two or more crematoria. Can you tell me why you didn't compare crematoria?

DO NOT PROMPT

[MULTICODE OK. ALLOW REF]

- 1 It did not occur to me/us to compare
- 2 Everything needed to be arranged quickly, so there wasn't time
- 3 It's just not something you do/it's inappropriate in this type of situation
- 4 The first one I/we considered had an available slot and we didn't want to lose it
- 5 I/we liked/were happy with/trusted the first crematorium I/we considered/contacted/met
- 6 Crematoria are all much the same/equally suitable
- 7 It is the only local crematorium
- 8 Trusted recommendation by the funeral director
- 9 Trusted recommendation by family member(s)/friend(s)/neighbour(s)/work colleague(s)
- 10 Trusted recommendation by a member of staff at the care home/nursing home/hospice/hospital where the deceased died
- 11 Trusted recommendation by a professional third-party (e.g. bereavement counsellor/officer; Citizens Advice; charity staff; council/local authority staff; GP; paramedics/police; register office staff; religious leader; social worker; solicitor; other)
- 12 Trusted the customer/user reviews/ratings I/we saw for them
- 13 Trusted the local word-of-mouth about them
- 14 Another reason **[SPECIFY]**
- 15 Don't know/can't remember

ASK ALL SQ4=1 WHO ARE ALSO SQ3=2,3,4,5 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9) AND ALL SQ4=2 WHO ARE ALSO SQ3=2,4 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9)

OR

ASK ALL SQnew2=1

C10 Thinking now about the crematorium you used.

How far is it from where the deceased person lived? Please give me your answer in the number of minutes it takes to drive between them. ADD IF NECESSARY: A rough idea is OK if you're not sure exactly how long it takes.

DO NOT PROMPT. RECORD TIME IN MINUTES (e.g. "quarter of an hour" = 15 mins; "2 hours" = 120 minutes). IF LESS THAN A MINUTE (e.g. 30 seconds) RECORD AS ZERO

[ALLOW NUMERICAL ANSWERS ONLY 0-180. INCLUDE HARD CHECK IN SCRIPT FOR ALL ANSWERS >60 MINUTES. ALLOW REF]

- 1 **[SPECIFY NO. OF MINUTES]**
- 2 Don't know

ASK ALL SQ4=1 WHO ARE ALSO SQ3=2,3,4,5 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9) AND ALL SQ4=2 WHO ARE ALSO SQ3=2,4 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9)

OR

ASK ALL SQnew2=1

C11 So far as you are aware, is this the closest crematorium to where the deceased person lived?

[SINGLE CODE. ALLOW REF]

- 1 Yes, it is definitely the closest
- 2 Yes, I think it is the closest

- 3 No, I don't think it is the closest
- 4 No, it is definitely not the closest
- 5 Don't know

ASK ALL C11=3,4

OR

ASK C12 IF SQnew2=1 AND C11=3,4 (EXCEPT ITEMS 17, 18, 19, 20) IF APPLICABLE

C12 Can you tell me why you didn't use the closest crematorium?

DO NOT PROMPT

[MULTICODE OK EXCEPT CODE 22. ALLOW REF]

- 1 Not the 'family crematorium'/the crematorium we always/traditionally use
- 2 Did not have availability around the time we needed them/wanted
- 3 Did not offer choice of dates/days and times for the service
- 4 Did not offer choice of service length/duration (variety/choice of slot lengths, not a single slot length)
- 5 Did not offer an appropriate/the right/the ideal slot length
- 6 Poor customer/user reviews/ratings
- 7 Poor reputation in the area
- 8 Difficult for funeral guests to find/get to
- 9 Difficult to get from the crematorium to the venue for the reception/wake afterwards
- 10 Unattractive building/grounds
- 11 Quality of facilities (e.g. old-fashioned, badly maintained)
- 12 Limited range of facilities (e.g. no/poor disabled access, parking, refreshments, toilets etc.; not able to display photos, music system, web streaming etc.)
- 13 Not big enough
- 14 Too big
- 15 Higher prices
- 16 Not capable of meeting the specific requirements of my/our faith
- 17 Funeral director did not recommend it **(DO NOT SHOW IF SQnew2=1 AND C11=3,4)**
- 18 Funeral director had no experience of using it **(DO NOT SHOW IF SQnew2=1 AND C11=3,4)**
- 19 Funeral director said they could not/did not use it **(DO NOT SHOW IF SQnew2=1 AND C11=3,4)**
- 20 Funeral director refused to use it **(DO NOT SHOW IF SQnew2=1 AND C11=3,4)**
- 21 Other **[SPECIFY]**
- 22 Don't know/can't remember

ASK ALL SQ4=1 WHO ARE ALSO SQ3=2,3,4,5 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9) AND ALL SQ4=2 WHO ARE ALSO SQ3=2,4 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9)

C13 May I just check, did you deal directly with the crematorium to book it/make the main arrangements, or did the funeral director deal with the crematorium on your behalf?

DO NOT PROMPT. PROBE FOR CORRECT "NO" CODE

[SINGLE CODE. ALLOW REF]

- 1 Yes - I/we dealt directly with the crematorium
- 2 No - funeral director dealt with the crematorium entirely on my/our behalf (I/we had no contact with the crematorium before the day of the cremation)
- 3 No - funeral director dealt with the crematorium largely on my/our behalf (I/we had only limited contact with the crematorium before the day of the cremation)
- 4 Don't know/can't remember

ASK ALL SQ4=1 WHO ARE ALSO SQ3=2,3,4,5 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9) AND ALL SQ4=2 WHO ARE ALSO SQ3=2,4 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9)

OR

ASK ALL SQnew2=1

Cnew1 And may I just check, at any point between the death of the deceased person and the day of the cremation, did you visit the crematorium to have a look around in person?

[SINGLE CODE. ALLOW REF]

- 1 Yes
- 2 No
- 3 Don't know/can't remember

ASK ALL SQ4=1 WHO ARE ALSO SQ3=2,3,4,5 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9) AND ALL SQ4=2 WHO ARE ALSO SQ3=2,4 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9)

OR

ASK ALL SQnew2=1

C14 Before you started making the arrangements, which of the following best describes when you wanted the cremation to take place?

[SINGLE CODE. ALLOW REF]

- 1 I/we had a specific date/day in mind
- 2 I/we had an approximate date/day in mind
- 3 I/we had no particular date/day in mind
- 4 Don't know/can't remember

ASK ALL SQ4=1 WHO ARE ALSO SQ3=2,3,4,5 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9) AND ALL SQ4=2 WHO ARE ALSO SQ3=2,4 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9)

OR

ASK ALL SQnew2=1

C15 Did you accept the first date/day for the cremation that you were offered?

DO NOT PROMPT. PROBE FOR CORRECT "NO" CODE

[SINGLE CODE. ALLOW REF]

- 1 Yes
- 2 No - we asked for a LATER date/day
- 3 No - we asked for an EARLIER date/day
- 4 Don't know/can't remember

ASK ALL C15=2,3

C16 Can you tell me why you asked for a different date/day?

DO NOT PROMPT

[MULTICODE OK EXCEPT CODE 10. ALLOW REF]

- 1 Knew that the paperwork would not be ready in time
- 2 Had to delay because the coroner/Procurator Fiscal referred the death for a post-mortem/inquest
- 3 Did not give me/us enough time to make the other arrangements
- 4 Inconvenient/impossible for many who would be attending the funeral to make that date
- 5 It was a date we did not want to always associate afterwards with a funeral (e.g. the birthday/wedding anniversary of one of the bereaved, etc.)
- 6 There was a particular significance to the date we requested
- 7 To meet the requirements of my/our faith
- 8 Fees/charges/cost better/more suitable
- 9 Another reason **[SPECIFY]**

10 Don't know/can't remember

ASK ALL C15=2

C17 How many days after the first date/day offered did you have the cremation? ADD IF NECESSARY: A rough idea is fine if you cannot remember exactly. DO NOT PROMPT. SINGLE CODE TO RANGE. RECORD TIME IN DAYS (e.g. "a week" = 7 days; "a fortnight" = 14 days)

[INCLUDE HARD CHECK IN SCRIPT FOR ALL ANSWERS >28 DAYS. ALLOW REF]

1. 1
2. 2 to 3
3. 4 to 5
4. 6 o 7
5. 8 to 10
6. 11 to 14
7. 15 to 21
8. 22 to 28
9. 29 to 35
10. 36 or more days
11. Don't know/can't remember

ASK ALL SQ4=1 WHO ARE ALSO SQ3=2,3,4,5 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9) AND ALL SQ4=2 WHO ARE ALSO SQ3=2,4 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9)

OR

ASK ALL SQnew2=1

C18 At any point, did you consider using a different crematorium in order to get a better date/day for you?

[SINGLE CODE. ALLOW REF]

- | | |
|---|---------------------------|
| 1 | Yes |
| 2 | No |
| 3 | Don't know/can't remember |

ASK ALL C18=2

OR

ASK C19 IF SQnew2=1 AND C18=2 (EXCEPT ITEM 11)

C19 Why did you not consider using a different crematorium?
DO NOT PROMPT

[MULTICODE OK EXCEPT CODE 1 AND CODE 13. ALLOW REF]

1. It is the only local crematorium - no alternative
2. Happy to wait to use my/our preferred crematorium
3. Alternative crematorium = further away
4. Alternative crematorium = less well located
5. Alternative crematorium = lower quality
6. Alternative crematorium = more expensive
7. Alternative crematorium = no better/even worse availability (as long/longer waiting times)
8. Alternative crematorium = not capable of meeting specific requirements of my/our faith
9. Alternative crematorium = not recommended
10. Alternative crematorium = not accessible/served by public transport
11. Funeral director said it was not an option
12. Another reason **[SPECIFY]**
13. Don't know/can't remember

ASK ALL SQ4=1 WHO ARE ALSO SQ3=2,3,4,5 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9) AND ALL SQ4=2 WHO ARE ALSO SQ3=2,4 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9)

OR

ASK ALL SQnew2=1

C20 **[{TEXT SUB IF C10=1: You told me earlier that it took <NO. AT C10=1> minutes to drive to the crematorium from where the deceased person lived.}]** How far would you have been prepared to travel from where the deceased person lived to use a better crematorium? Please give me your answer in the number of minutes it would take to drive there.

DO NOT PROMPT. RECORD TIME IN MINUTES (e.g. "quarter of an hour" = 15 mins; "2 hours" = 120 minutes)

[ALLOW NUMERICAL ANSWERS ONLY. INCLUDE HARD CHECK IN SCRIPT FOR ALL ANSWERS >60 MINUTES. ALLOW REF]

1. **[SPECIFY NO. OF MINUTES]**
2. Don't know

(New Screen)

INTERVIEWER: PLEASE SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline SHOW, showscreen)

ASK ALL SQ4=1 WHO ARE ALSO SQ3=2,3,4,5 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9) AND ALL SQ4=2 WHO ARE ALSO SQ3=2,4 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9)

OR

ASK ALL SQnew2=1

C21 ITEMS 1-10 Which, if any, of the following, would have encouraged you to travel further from where the deceased person lived to use a better crematorium?

[MULTICODE OK EXCEPT ITEMS 11 AND 10. ALLOW REF]

1. A recommendation by family member(s)/friend(s)/neighbour(s)/work colleague(s)
2. A recommendation by a funeral director
3. A recommendation by a professional third-party (e.g. bereavement counsellor/officer; Citizens Advice; charity staff; council/local authority staff; GP; paramedics/police; register office staff; religious leader; social worker; solicitor; other)
4. Better availability/shorter waiting times
5. Better quality of customer care/service
6. Better quality of facilities
7. Lower fees/charges/cost
8. More convenient geographic location (e.g. better transport links)
9. Nothing would have encouraged me/us to travel further
10. Don't know

(New Screen)

INTERVIEWER: PLEASE DO NOT SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

(DP: please underline DO NOT, notshowscreen)

ASK ALL SQ4=1 WHO ARE ALSO SQ3=2,3,4,5 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9) AND ALL SQ4=2 WHO ARE ALSO SQ3=2,4 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9)

OR

ASK ALL SQnew2=1

C22 To what extent, if at all, did the crematorium you used meet your expectations of their services?

[SINGLE CODE, REVERSE SCALE FOR 50% OF SAMPLE, ALLOW (REFUSED), DK/CR. ALLOW REF]

1. Met and exceeded)
2. Met in full

3. Met in part
4. Not met at all

ASK ALL SQ4=1 WHO ARE ALSO SQ3=2,3,4,5 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9) AND ALL SQ4=2 WHO ARE ALSO SQ3=2,4 IN ALL ODD-NUMBERED WAVES (WAVES 1,3,5,7,9)

OR

ASK ALL SQnew2=1

C23 Have you recommended (or would you recommend) the crematorium you used to someone else?

[SINGLE CODE.]

- | | |
|--------------------------------|-------------|
| 1. Yes | C24A |
| 2. No | C25A |
| 3. Prefer not to say (refused) | DQ1 |
| 4. Don't know/can't remember | DQ1 |

ASK ALL C23=1

C24a What was/would be your main reason for recommending it?
DO NOT PROMPT, CODE RESPONSE TO LIST

[SINGLE CODE.]

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------|------------|
| 1. Attractiveness of building and grounds | DQ1 |
| 2. Availability/waiting times | DQ1 |
| 3. Capable of meeting the specific requirements of my/our faith | DQ1 |
| 4. Cremation fees/charges/cost | DQ1 |
| 5. Location/proximity | DQ1 |
| 6. Quality of facilities (e.g. modern, well-maintained) | DQ1 |
| 7. Range of facilities (e.g. disabled access, parking, refreshments, toilets etc.; able to display photos, music system, web streaming etc.) | DQ1 |
| 8. Reputation/customer ratings | DQ1 |
| 9. Size/capacity | DQ1 |
| 10. Slot length - offer a variety/choice of slot lengths, not a single slot length | DQ1 |
| 11. Slot length - offer the appropriate/right/ideal slot length | DQ1 |
| 12. Membership of quality mark scheme/trade body | DQ1 |
| 13. General/non-specific positive comment or endorsement (everything went smoothly/nothing went wrong) | DQ1 |
| 14. Another reason [SPECIFY] | DQ1 |
| 15. No main reason/variety of reasons | DQ1 |
| 16. Prefer not to say (refused) | DQ1 |
| 17. Don't know/can't remember | DQ1 |

ASK ALL C23=2

C25a What was/would be your main reason for **not** recommending it?
DO NOT PROMPT, CODE RESPONSE TO LIST

[SINGLE CODE]

- | | |
|------------------------------------------------------------------------|------------|
| 1. Did not meet the specific requirements for my/our faith | DQ1 |
| 2. Did not treat us with respect | DQ1 |
| 3. Lacked compassion/empathy | DQ1 |
| 4. Mistakes made with aspects of the cremation/didn't happen as agreed | DQ1 |
| 5. Poor care of/respect for the remains of the deceased | DQ1 |
| 6. Offered only a limited range of options | DQ1 |
| 7. Pushed to include/pay for things I/we didn't want | DQ1 |
| 8. Shabby/old-fashioned facilities | DQ1 |
| 9. Size/capacity | DQ1 |
| 10. Staff were unprofessional/badly trained | DQ1 |
| 11. Things we asked for/paid for weren't delivered | DQ1 |

- | | |
|---------------------------------------------------------------------------------------|-----|
| 12. Too expensive | DQ1 |
| 13. Waiting times | DQ1 |
| 14. General/non-specific negative comment (did not go smoothly/everything went wrong) | DQ1 |
| 15. Another reason [SPECIFY] | DQ1 |
| 16. No main reason/variety of reasons | DQ1 |
| 17. Prefer not to say (refused) | DQ1 |
| 18. Don't know/can't remember | DQ1 |

ASK ALL QUESTIONED ON FUNERALS OR CREMATIONS (SQ4=1 or 2 AND SQ3=1,2,34 or 5 AND EVEN WEEK) or ((SQ4=1 AND SQ3=2,3,4 or 5) or (SQ4=2 AND SQ3=2 OR 4) or (SQnew2=1) IN ODD WEEKS)

DQ1 Thinking about the funeral we've been discussing today, how far do you live from where the deceased person died? Please give me your answer in the number of minutes it takes to drive there. ADD IF NECESSARY: A rough idea is OK if you're not sure exactly how long it takes. DO NOT PROMPT. RECORD TIME IN MINUTES (e.g. "quarter of an hour" = 15 minutes; "2 hours" = 120 minutes). IF LESS THAN A MINUTE (e.g. 30 seconds) RECORD AS ZERO

[ALLOW NUMERICAL ANSWERS ONLY. INCLUDE HARD CHECK IN SCRIPT FOR ALL ANSWERS >60 MINUTES. ALLOW REF]

- | | |
|-----------------------------|-----|
| 1. [SPECIFY NO. OF MINUTES] | DQ2 |
| 2. Don't know | DQ2 |

ASK ALL QUESTIONED ON FUNERALS OR CREMATIONS (SQ4=1 or 2 AND SQ3=1,2,34 or 5 AND EVEN WEEK) or ((SQ4=1 AND SQ3=2,3,4 or 5) or (SQ4=2 AND SQ3=2 OR 4) (SQnew2=1) IN ODD WEEKS)

DQ2 Was this the first time, or not the first time, that you have personally been involved in making the arrangements for a funeral which took place in the UK?

Just to remind you that by 'involved', we mean having sole or shared responsibility for making important decisions about the funeral such as:

- what kind of funeral to have
- when and where it would take place
- how much to pay for the arrangements being made

[SINGLE CODE, ALLOW REF/DK]

- | | |
|----------------------------|-----|
| 1. Yes - first time | DQ3 |
| 2. No - not the first time | DQ3 |

ASK ALL QUESTIONED ON ANY FUNERAL ALL QUESTIONED ON FUNERALS OR CREMATIONS (SQ4=1 or 2 AND SQ3=1,2,34 or 5 AND EVEN WEEK) or ((SQ4=1 AND SQ3=2,3,4 or 5) or (SQ4=2 AND SQ3=2 OR 4) (SQnew2=1) IN ODD WEEKS) OR SQNEW1=1 OR 2 OR SQNEW3=1 OR 2

DQ3 Which of these best describes how you were related to the deceased person? Are you their ...?

[SINGLE CODE, ALLOW REF/DK, GREY OUT 12-15]

1. Husband or wife
2. Civil partner
3. Partner (living together but not married/"common-law spouse")
4. Son or daughter/stepson or stepdaughter/foster son or foster daughter/son-in-law or daughter-in-law
5. Grandson or granddaughter
6. Brother or sister (sibling)
7. Uncle or aunt
8. Nephew or niece
9. Grandparent
10. Parent/step-parent/foster parent
11. Friend
12. Power of Attorney [only if not also one of codes 1-11]

13. Executor of the deceased's estate [only if not also one of codes 1-11]
14. Legal representative, e.g. guardian, solicitor [only if not also one of codes 1-11]
15. Other [only if not also one of codes 1-11] **[SPECIFY]**

Standard demographics/analysis variables

Sex (M; F)
Age (18-34; 35-54; 55+)
Area (urban/rural)
Social grade (AB; C1; C2; DE)
Ethnicity (White; BAME)
Nation (E; S; W; NI)
Internet usage (user; non-user)
Income
Faith
Respondent postcode (partial)