

J17017017-25-03 22-JUN - 01-JUL 2018
PUBLIC FINAL
FUNERALS MARKET STUDY RESEARCH (QUANTITATIVE)

14 Aug 2018

Table 1
W001A At any time in the last 2 years (so since June 2016), have you personally been involved in making the arrangements for a funeral which took place in the UK?
Base: All Adults 18+ in the UK

Unweighted Base

Weighted Base

Effective Base

Yes, I was involved in making arrangements for a funeral between June 2017 and now

Yes, I was involved in making arrangements for a funeral between June 2016 and May 2017

No, I have not been involved in making arrangements for a funeral since June 2016

Any involved (Net)

Don't know

Refused

TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
	MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
6109	2931	3178	1643	1785	2681	4684	1425	1499	1924	1244	1442	5338	739	5067	523	342	177	5387	722
6109	2984	3125	1727	2052	2330	4714	1395	1671	1721	1237	1480	5300	780	5124	516	291	178	5493	616
5563	2611	2961	1477	1660	2521	4256	1308	1394	1778	1129	1300	4875	663	4615	480	315	161	4914	667
304 5%	118 4%	187 6%a	43 3%	115 6%c	146 6%c	228 5%	76 5%	97 6%	85 5%	60 5%	62 4%	275 5%an	26 3%	247 5%	24 5%	20 7%	13 7%	278 5%	27 4%
234 4%	120 4%	114 4%	49 3%	72 3%	114 5%cd	183 4%	51 4%	85 5%kl	75 4%l	43 3%l	31 2%	213 4%	20 3%	192 4%	20 4%	9 3%	12 7%cq	216 4%	18 3%
5562 91%	2743 92%b	2819 90%	1633 95%de	1866 91%e	2063 89%	4299 91%	1263 91%	1486 89%	1558 91%	1133 92%l	1385 94%l	4804 91%	734 94%nm	4678 91%r	471 91%r	261 90%	152 86%	4996 91%	566 92%
532 9%	235 8%	297 9%a	91 5%	184 9%c	257 11%cd	404 9%	127 9%	178 11%kl	159 9%l	101 8%	93 6%	483 9%an	44 6%	435 8%	43 8%	28 10%	26 14%op	487 9%	45 7%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15 *	6 *	9 *	3 *	2 *	10 d	11 *	4 *	6 *	4 *	2 *	3 *	13 *	2 *	12 *	2 *	2 1%	-	10 *	5 1%q

Proportions:Means: Columns Tested (5% risk level) - a/b - c/d/e - f/h - i/j/kl - m/n - o/p/q/r - s/t
Overlap formulae used.

14 Aug 2018

Table 2
WO01A At any time in the last 2 years (so since June 2016), have you personally been involved in making the arrangements for a funeral which took place in the UK?
Base: All Adults 18+ in the UK

Unweighted Base

Weighted Base

Effective Base

Yes, I was involved in making arrangements for a funeral between June 2017 and now

Yes, I was involved in making arrangements for a funeral between June 2016 and May 2017

No, I have not been involved in making arrangements for a funeral since June 2016

Any involved (Net)

Don't know

Refused

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
6109	109	248	48	266	81	106	119
6109	107*	242	46*	262	79*	105*	116
5563	100	229	45	245	74	97	111
304 5%	65 60%	131 54%	23 49%	149 57%	42 53%	51 48%	70 60%
234 4%	44 41%	115 47%	23 51%	117 44%	37 47%	55 52%	47 40%
5562 91%	-	-	-	-	-	-	-
532 9%	107 100%	242 100%	46 100%	262 100%	79 100%	105 100%	116 100%
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
15 *	-	-	-	-	-	-	-

Proportions: Means: Columns Tested (5% risk level) = a/b = e/f = i/j/k
Overlap formulae used. * small base

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Table 3
WO01A At any time in the last 2 years (so since June 2016), have you personally been involved in making the arrangements for a funeral which took place in the UK?
Base: All Adults 18+ in the UK agreeing to participate

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	6092	2923	3169	1640	1784	2668	4672	1420	1493	1919	1241	1439	5322	738	5055	521	339	177	5376	716
Weighted Base	6094	2978	3116	1724	2050	2319	4704	1390	1665	1717	1235	1477	5286	778	5113	514	289	178	5483	611
Effective Base	5547	2604	2953	1475	1659	2509	4245	1304	1388	1774	1127	1297	4861	662	4604	479	312	161	4904	662
Yes, I was involved in making arrangements for a funeral between June 2017 and now	304	118	187	43	115	146	228	76	97	85	60	62	275	26	247	24	20	13	278	27
	5%	4%	6%a	3%	6%c	6%c	5%	5%	6%	5%	5%	4%	5%an	3%	5%	5%	7%	7%	5%	4%
Yes, I was involved in making arrangements for a funeral between June 2016 and May 2017	234	120	114	49	72	114	183	51	85	75	43	31	213	20	192	20	9	12	216	18
	4%	4%	4%	3%	3%	5%cd	4%	4%	5%kl	4%l	3%l	2%	4%	3%	4%	4%	3%	7%qq	4%	3%
No, I have not been involved in making arrangements for a funeral since June 2016	5562	2743	2819	1633	1866	2063	4299	1263	1486	1558	1133	1385	4804	734	4678	471	261	152	4996	566
	91%	92%b	90%	95%de	91%e	89%	91%	91%	89%	91%	92%l	94%ij	91%	94%lm	91%r	92%r	90%	86%	91%	93%
Any involved (Net)	532	235	297	91	184	257	404	127	178	159	101	93	483	44	435	43	28	26	487	45
	9%	8%	10%a	5%	9%c	11%cd	9%	9%	11%kl	9%l	8%	6%	9%an	6%	9%	8%	10%	14%op	9%	7%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions: Means: Columns Tested (5% risk level) - a/b - c/d/e - f/h - i/j/kl - m/n - o/p/q/r - s/t
Overlap formulae used.

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Table 4
WO01A At any time in the last 2 years (so since June 2016), have you personally been involved in making the arrangements for a funeral which took place in the UK?
Base: All Adults 18+ in the UK agreeing to participate

Unweighted Base

Weighted Base

Effective Base

Yes, I was involved in making arrangements for a funeral between June 2017 and now

Yes, I was involved in making arrangements for a funeral between June 2016 and May 2017

No, I have not been involved in making arrangements for a funeral since June 2016

Any involved (Net)

Don't know

Refused

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
6092	109	248	48	266	81	106	119
6094	107*	242	46*	262	79*	105*	116
5547	100	229	45	245	74	97	111
304 5%	65 60%	131 54%	23 49%	149 57%	42 53%	51 48%	70 60%
234 4%	44 41%	115 47%	23 51%	117 44%	37 47%	55 52%	47 40%
5562 91%	-	-	-	-	-	-	-
532 9%	107 100%	242 100%	46 100%	262 100%	79 100%	105 100%	116 100%
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) = a/b = e/f = i/j%
Overlap formulae used. * small base

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Table 5
W001B You said that you were involved in making arrangements for at least one funeral in the last 2 years.
As far as you are aware, were you involved in making the arrangements for an 'at need' funeral?
 Base: All Adults 18+ in the UK involved in making funeral arrangements in the past 24 months

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	541	239	302	87	162	292	409	132	163	183	104	91	495	41	440	43	33	25	490	51
Weighted Base	532	235	297	91*	184	257	404	127	178	159	101**	93*	483	44*	435	43*	28**	26**	487	45*
Effective Base	496	215	281	78	150	278	373	123	152	169	96	83	454	37	404	40	30	22	450	47
Yes, I was involved in making arrangements for an "at need" funeral between June 2017 and now	209	80	129	31	79	99	154	56	71	56	44	39	192	16	168	22	13	7	196	14
	39%	34%	43%a	35%	43%	38%	38%	44%	40%	35%	43%	42%	40%	36%	39%	51%	45%	28%	40%	31%
Yes, I was involved in making arrangements for an "at need" funeral between June 2016 and May 2017	152	73	79	33	43	76	113	39	59	49	24	20	140	11	123	12	5	11	143	9
	29%	31%	27%	36% ^d	23%	30%	28%	30%	33%	31%	24%	22%	29%	24%	28%	29%	19%	45%	29%	20%
No, I have not been involved in making arrangements for an "at need" funeral since June 2016	172	79	93	26	64	83	138	34	51	57	33	31	153	17	146	11	9	7	151	22
	32%	34%	31%	29%	35%	32%	34%	27%	29%	36%	33%	34%	32%	39%	34%	24%	32%	27%	31%	48% ^e
Any involved in 'At need' funeral (Net)	352	151	201	60	119	173	261	91	126	102	66	58	325	25	283	33	18	19	330	23
	66%	64%	68%	67%	65%	67%	65%	71%	70%	64%	66%	63%	67%	57%	65%	76%	64%	73%	68% ^t	51%
Don't know	3	1	2	1	1	1	1	1	1	-	1	-	3	-	2	-	1	-	3	-
	1%	*	1%	1%	*	*	*	1%	1%	-	1%	-	1%	-	*	-	2%	-	1%	-
Refused	4	4	-	3	1	-	3	1	1	-	-	3	2	2	3	-	1	-	3	1
	1%	2% ^b	-	4% ^d	*	-	1%	*	*	-	-	4% ^{ij}	1%	3%	1%	-	2%	-	1%	1%

Proportions/Means: Columns Tested (5% risk level) = ab - cde - fh - ijkl - mn - opq - st
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 6
W001B You said that you were involved in making arrangements for at least one funeral in the last 2 years.
As far as you are aware, were you involved in making the arrangements for an 'at need' funeral?
Base: All Adults 18+ in the UK involved in making funeral arrangements in the past 24 months

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base 541	109	248	48	266	81	106	119
Weighted Base 532	107*	242	46*	262	79*	105*	116
Effective Base 496	100	229	45	245	74	97	111
Yes, I was involved in making arrangements for an "at need" funeral between June 2017 and now 209 39%	70 66%	137 56%	26 56%	154 59%	45 57%	56 53%	72 62%
Yes, I was involved in making arrangements for an "at need" funeral between June 2016 and May 2017 152 29%	40 37%	112 46%	20 44%	116 44%	34 43%	51 48%	48 41%
No, I have not been involved in making arrangements for an "at need" funeral since June 2016 172 32%	- -	- -	- -	- -	- -	- -	- -
Any involved in 'At need' funeral (Net) 352 66%	107 100%	242 100%	46 100%	262 100%	79 100%	105 100%	116 100%
Don't know 3 1%	- -	- -	- -	- -	- -	- -	- -
Refused 4 1%	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - e/f - i/j/k
Overlap formulae used. * small base

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Table 7
WO02 - 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?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	360	158	202	58	105	197	269	91	116	117	68	59	333	24	287	34	21	18	332	28
Weighted Base	352	151	201	60*	119*	173	261	91*	126	102	66*	58*	325	25**	283	33*	18**	19**	330	23**
Effective Base	332	144	188	52	98	188	247	85	109	108	63	54	307	22	265	32	19	16	307	26
A burial with a funeral service or ceremony beforehand	100	50	50	18	32	50	76	23	31	20	26	22	89	9	67	11	4	18	90	9
	28%	33%	25%	29%	27%	29%	29%	26%	25%	20%	39%j	38%j	27%	38%	24%	35%	21%	95%	27%	41%
A 'direct' burial, i.e. a burial without a funeral service or ceremony	7	4	3	1	3	3	5	2	1	2	1	2	5	2	5	1	-	1	6	1
	2%	3%	1%	2%	2%	2%	2%	2%	1%	2%	2%	4%	1%	10%	2%	3%	-	5%	2%	5%
A cremation with a funeral service or ceremony beforehand	221	92	130	39	78	104	162	60	85	70	37	29	209	11	189	18	14	-	212	9
	63%	61%	64%	64%	66%	60%	62%	65%	68%kl	69%kl	56%	49%	64%	44%	67%	55%	79%	-	64%	42%
A 'direct' cremation, i.e. a cremation without a funeral service or ceremony	20	5	15	2	5	13	14	6	7	9	1	4	19	1	19	1	-	-	17	3
	6%	3%	8%	4%	4%	8%	5%	7%	6%	8%k	1%	7%	6%	4%	7%	4%	-	-	5%	13%
There was a burial, but I can't remember/not sure whether it was 'direct' or not	1	-	1	1	-	-	1	-	-	-	-	1	1	-	1	-	-	-	1	-
	*	-	*	1%	-	-	*	-	-	-	-	1%	*	-	*	-	-	-	*	-
There was a cremation, but I can't remember/not sure whether it was 'direct' or not	1	-	1	-	-	1	1	-	1	-	-	-	1	-	1	-	-	-	1	-
	*	-	1%	-	-	1%	*	-	1%	-	-	-	*	-	*	-	-	-	*	-
ANY Burial (Net)	107	54	53	20	35	53	82	25	33	22	27	25	94	12	73	12	4	19	97	10
	30%	36%	26%	32%	29%	31%	31%	28%	26%	22%	41%ij	43%ij	29%	47%	26%	38%	21%	100%	29%	46%
ANY cremation (Net)	242	97	146	41	83	119	177	66	93	79	38	33	229	12	209	20	14	-	230	12
	69%	64%	72%	68%	70%	69%	68%	72%	74%kl	77%kl	57%	56%	71%	49%	74%	60%	79%	-	70%	54%
Direct Burial or Cremation (Net)	27	9	18	4	8	16	19	8	8	11	2	6	24	4	24	2	-	1	23	4
	8%	6%	9%	6%	6%	9%	7%	9%	7%	10%	3%	11%	7%	14%	8%	7%	-	5%	7%	18%

Proportions/Means: Columns Tested (5% risk level) ~ a/b ~ c/d/e ~ f/h ~ i/j/k/l ~ m/n ~ o/p/q ~ s/t
Overlap formulae used ~ *small base; **very small base (under 30) ineligible for sig testing

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Table 7
WO02 - 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?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	352	151	201	60*	119*	173	261	91*	126	102	66*	58*	325	25**	283	33*	18**	19**	330	23**
Burial or	321	142	179	56	110	155	238	83	116	91	63	51	298	21	256	30	18	18	302	19
Cremation with	91%	94%	89%	93%	92%	90%	91%	91%	93%	89%	95%	87%	92%	82%	90%	90%	100%	95%	92%	82%
service or ceremony beforehand (Net)																				
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	3	-	3	-	2	1	3	-	-	1	1	1	2	1	2	1	-	-	3	-
	1%	-	1%	-	1%	1%	1%	-	-	1%	1%	1%	1%	4%	1%	3%	-	-	1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/h - i/j/k/l - m/n - o/p/q/r - s/t
Overlap formulae used. * - small base; ** - very small base (under 30) ineligible for sig testing

14 Aug 2018

Table 8
W002 - 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?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	360	109	248	48	266	81	106	119
Weighted Base	352	107*	242	46*	262	79*	105*	116
Effective Base	332	100	229	45	245	74	97	111
A burial with a funeral service or ceremony beforehand	100 28%	100 93%b	-	8 17%	75 29%	28 35%	27 25%	30 26%
A 'direct' burial, i.e. a burial without a funeral service or ceremony	7 2%	7 7%b	-	2 4%	3 1%	2 3%	1 1%	1 1%
A cremation with a funeral service or ceremony beforehand	221 63%	-	221 91%a	32 68%	170 65%	41 52%	71 67%i	79 69%i
A 'direct' cremation, i.e. a cremation without a funeral service or ceremony	20 6%	-	20 8%a	3 7%	15 6%	7 9%	5 5%	5 4%
There was a burial, but I can't remember/not sure whether it was 'direct' or not	1 *	1 1%	-	-	-	-	-	-
There was a cremation, but I can't remember/not sure whether it was 'direct' or not	1 *	-	1 *	1 2%f	-	-	1 1%	-
ANY Burial (Net)	107 30%	107 100%b	-	9 20%	78 30%	30 38%	28 27%	31 27%
ANY cremation (Net)	242 69%	-	242 100%a	36 78%	184 70%	48 61%	77 73%	84 73%
Direct Burial or Cremation (Net)	27 8%	7 7%	20 8%	5 11%	18 7%	9 12%	6 6%	6 5%
Burial or Cremation with service or ceremony beforehand (Net)	321 91%	100 93%	221 91%	39 85%	245 93%	68 87%	97 92%	110 95%

Proportions/Means: Columns Totalled (95% risk level) ~ a/b ~ c/d ~ i/j
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Table 8
W002 - 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?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Weighted Base	352	107* 242	46* 262	79* 105* 116			
Don't know	-	-	-	-	-	-	-
Refused	3	-	1	-	1	1	-
	1%	-	2% [†]	-	1%	1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - e/f - i/j/k
Overlap formulae used - * small base

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Table 9
WO03 - And was a funeral director (an undertaker) involved in making any of the arrangements for this 'at need' funeral?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who recall funeral type, or who refused to say what type of "at need" funeral was arranged

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	360	158	202	58	105	197	269	91	116	117	68	59	333	24	287	34	21	18	332	28
Weighted Base	352	151	201	60*	119*	173	261	91*	126	102	66*	58*	325	25**	283	33*	18**	19**	330	23**
Effective Base	332	144	188	52	98	188	247	85	109	108	63	54	307	22	265	32	19	16	307	26
Yes	329	144	185	55	108	165	241	88	120	98	60	51	308	18	260	33	18	18	310	18
	93%	95%	92%	91%	91%	96%	92%	97%	96%	95%	90%	88%	95%	72%	92%	100%	100%	96%	94%	80%
No	21	5	16	5	8	7	18	3	4	3	7	7	15	6	20	-	-	1	16	4
	6%	3%	8%	9%	7%	4%	7%	3%	3%	3%	10% <i>i</i>	12% <i>l</i>	4%	24%	7%	-	-	4%	5%	20%
Don't know	2	2	-	-	2	1	2	-	2	1	-	-	2	-	2	-	-	-	2	-
	1%	1%	-	-	1%	*	1%	-	1%	1%	-	-	1%	-	1%	-	-	-	1%	-
Refused	1	-	1	-	1	-	1	-	-	1	-	-	-	1	1	-	-	-	1	-
	*	-	1%	-	1%	-	*	-	-	1%	-	-	-	4%	*	-	-	-	*	-

Proportions/Mean: Columns Tested (95% risk level) = ab - cd/e - fh - i/j/k - mn - op/q - st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 10
W003 - And was a funeral director (an undertaker) involved in making any of the arrangements for this 'at need' funeral?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who recall funeral type, or who refused to say what type of "at need" funeral was arranged

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	360	109	248	48	266	81	106	119
Weighted Base	352	107*	242	46*	262	79*	105*	116
Effective Base	332	100	229	45	245	74	97	111
Yes	329	93	234	46	262	79	105	116
	93%	86%	97%a	100%	100%	100%	100%	100%
No	21	12	8	-	-	-	-	-
	6%	12%b	3%	-	-	-	-	-
Don't know	2	2	-	-	-	-	-	-
	1%	2%b	-	-	-	-	-	-
Refused	1	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) = a/b - e/f - i/j%
Overlap formulae used. * small base

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Table 11
WOQ1 - You said that the funeral director was involved in making 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?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, or who refused to say what type of "at need" funeral was arranged, where a funeral director was engaged

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	331	150	181	53	92	186	245	86	112	109	58	52	310	18	261	32	21	17	309	22
Weighted Base	325	142	183	55*	106*	164	238	86*	120	95	58*	51*	304	18**	258	31**	18**	18**	307	17**
Effective Base	305	137	169	48	86	177	225	80	105	100	54	48	286	17	241	30	19	15	286	20
Yes, we compared the services of two or more funeral directors	46	19	28	11	13	22	39	7	21	11	7	8	41	4	41	2	2	2	45	1
	14%	13%	15%	20%	12%	14%	16%	8%	17%	11%	12%	15%	14%	22%	16%	6%	9%	9%	15%	7%
No, we did not compare funeral directors	226	104	122	33	74	118	161	65	81	66	41	38	213	11	174	24	14	15	212	14
	70%	73%	67%	61%	70%	72%	68%	75%	68%	69%	71%	74%	70%	62%	67%	77%	76%	83%	69%	81%
Not applicable: the choice was made for us because there is only one local funeral director	12	6	7	4	2	6	8	4	2	4	5	2	12	-	8	3	2	-	12	1
	4%	4%	4%	7%	2%	4%	4%	5%	2%	4%	8% ^l	3%	4%	-	3%	10%	9%	-	4%	4%
Not applicable: the deceased (the person who died) made their wishes known (choice of funeral director) in advance	24	7	17	1	10	14	18	6	12	6	3	3	23	1	22	1	-	1	23	1
	7%	5%	9%	2%	9%	8%	7%	7%	10%	6%	6%	6%	8%	4%	9%	5%	-	4%	8%	4%
I/we did not involve a funeral director in making the arrangements [DO NOT READ OUT]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All not applicable (Net)	37	13	24	5	12	20	26	10	14	10	8	4	36	1	30	5	2	1	35	1
	11%	9%	13%	9%	11%	12%	11%	12%	12%	11%	14%	9%	12%	4%	11%	15%	9%	4%	11%	8%
DK or can't remember	16	7	9	6	7	3	12	4	4	9	2	1	14	2	14	1	1	1	15	1
	5%	5%	5%	11% ^e	7%	2%	5%	5%	3%	9%	3%	3%	5%	12%	5%	3%	6%	4%	5%	4%

Proportions/Mean: Columns Tested (5% risk level) * ab - cde - fh - ijkl - mn - op/q - st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 12
WOQ1 - You said that the funeral director was involved in making 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?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, or who refused to say what type of "at need" funeral was arranged, where a funeral director was engaged

Unweighted Base

Weighted Base

Effective Base

Yes, we compared the services of two or more funeral directors

No, we did not compare funeral directors

Not applicable: the choice was made for us because there is only one local funeral director

Not applicable: the deceased (the person who died) made their wishes known (choice of funeral director) in advance

I/we did not involve a funeral director in making the arrangements [DO NOT READ OUT]

All not applicable (Net)

DK or can't remember

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
331	93	236	48	266	81	106	119
325	92*	231	46*	262	79*	105*	116
305	86	218	45	245	74	97	111
46	9	36	46	-	15	11	19
14%	10%	16%	100% ^l	-	19%	10%	16%
226	67	159	-	226	52	77	80
70%	73%	69%	-	86% ^o	66%	73%	70%
12	5	8	-	12	5	3	3
4%	5%	3%	-	5%	7%	3%	2%
24	6	18	-	24	1	10	13
7%	7%	8%	-	9% ^o	1%	9% ^l	11% ^l
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
37	11	26	-	37	6	13	16
11%	12%	11%	-	14% ^o	8%	12%	14%
16	4	11	-	-	6	5	1
5%	5%	5%	-	-	7% ^k	4%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - i/j/k
Overlap formulae used - * small base

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Table 13
WOQ1A - You said that you did not compare funeral directors. Just to check, did you have a choice of funeral directors to compare or did you just look at one?
Base: All Adults 18+ in the UK involved in arranging an "at need" burial or cremation in the past 24 months (or who refused to say what type of "at need" funeral was arranged)
who did not compare funeral directors and did not indicate they had no choice

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE-MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	228	107	121	31	62	135	166	62	77	74	40	37	215	11	175	24	16	13	210	18
Weighted Base	226	104*	122	33**	74*	118	161	65*	81*	66*	41*	38*	213	11**	174	24**	14**	15**	212	14**
Effective Base	210	97	113	28	59	128	152	58	72	68	37	34	198	10	161	22	14	12	194	17
Yes, we had a choice but we did not compare funeral directors	162	75	87	23	54	86	107	55	66	43	30	24	155	7	123	17	12	11	152	11
	72%	73%	71%	68%	73%	72%	67%	85% ^f	81% ^{ij}	65%	74%	62%	73%	65%	71%	73%	86%	73%	72%	77%
No, there is only one local funeral director	34	15	18	4	13	17	31	3	7	13	5	9	28	4	28	3	1	2	31	2
	15%	15%	15%	12%	17%	14%	19% ^h	4%	8%	19% ⁱ	13%	24% ^l	13%	35%	16%	12%	9%	11%	15%	17%
No, the deceased made their wishes known (choice of funeral director) in advance	30	13	17	7	7	16	23	7	9	10	5	5	30	-	23	3	1	2	29	1
	13%	13%	14%	20%	9%	13%	14%	11%	11%	15%	13%	13%	14%	-	13%	14%	5%	16%	14%	6%
All who did not have a choice of funeral director (Net)	63	28	35	11	20	33	54	10	16	23	11	14	58	4	51	6	2	4	60	3
	28%	27%	29%	32%	27%	28%	33% ^h	15%	19%	35% ⁱ	26%	38% ^l	27%	35%	29%	27%	14%	27%	28%	23%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) = ab - cde - fh - ijk - mn - op/q - st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 14

WOQ1A - You said that you did not compare funeral directors. Just to check, did you have a choice of funeral directors to compare or did you just look at one?

Base: All Adults 18+ in the UK involved in arranging an "at need" burial or cremation in the past 24 months (or who refused to say what type of "at need" funeral was arranged) who did not compare funeral directors and did not indicate they had no choice

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	228	68	160	-	228	52	76	84
Weighted Base	226	67*	159	..*	226	52*	77*	80*
Effective Base	210	62	148	-	210	48	69	78
Yes, we had a choice but we did not compare funeral directors	162 72%	46 69%	116 73%	-	162 72%	36 69%	58 75%	57 71%
No, there is only one local funeral director	34 15%	10 15%	24 15%	-	34 15%	7 14%	11 15%	14 17%
No, the deceased made their wishes known (choice of funeral director) in advance	30 13%	11 16%	19 12%	-	30 13%	9 17%	8 10%	10 12%
All who did not have a choice of funeral director (Net)	63 28%	21 31%	42 27%	-	63 28%	16 31%	19 25%	23 29%
Don't know	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) ~ a/b ~ c/d ~ e/f ~ g/h
Overlap formulae used ~ *small base; **very small base (under 30) ineligible for sig testing

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Table 15
WOQ1/A Funeral director comparison and choice summary
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, or who refused to say what type of "at need" funeral was arranged, where a funeral director was engaged

TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
	MALE (a)	FE-MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLAND (o)	SCOTLAND (p)	WALES (q)	NORTH EIRELAND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base 331	150	181	53	92	186	245	86	112	109	58	52	310	18	261	32	21	17	309	22
Weighted Base 325	142	183	55*	106*	164	238	86*	120	95	58*	51*	304	18**	258	31**	18**	18**	307	17**
Effective Base 305	137	169	48	86	177	225	80	105	100	54	48	286	17	241	30	19	15	286	20
Yes, we compared the services of two or more funeral directors 46 14%	19 13%	28 15%	11 20%	13 12%	22 14%	39 16%	7 8%	21 17%	11 11%	7 12%	8 15%	41 14%	4 22%	41 16%	2 6%	2 9%	2 9%	45 15%	1 7%
No, we did not compare funeral directors (but we had a choice) 162 50%	75 53%	87 48%	23 41%	54 51%	86 52%	107 45%	55 64% [†]	66 55%	43 45%	30 52%	24 46%	155 51%	7 40%	123 47%	17 56%	12 66%	11 60%	152 49%	11 62%
Not applicable, choice made for us (only one local funeral director) 46 14%	21 15%	25 14%	8 14%	15 14%	23 14%	39 16%	7 8%	9 7%	17 18% [†]	10 17%	11 21% [†]	41 13%	4 22%	36 14%	6 20%	3 16%	2 9%	43 14%	3 18%
Not applicable, choice made for us (deceased made their wishes known) 54 17%	20 14%	34 18%	8 14%	17 16%	30 18%	41 17%	13 15%	21 18%	16 17%	9 15%	8 16%	53 17%	1 4%	45 18%	5 16%	1 3%	3 17%	52 17%	2 9%
Funeral director not involved in the arrangements - -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know/Can't remember 16 5%	7 5%	9 5%	6 11% [†]	7 7%	3 2%	12 5%	4 5%	4 3%	9 9%	2 3%	1 3%	14 5%	2 12%	14 5%	1 3%	1 6%	1 4%	15 5%	1 4%
Any not applicable (Net) 100 31%	41 29%	59 32%	16 28%	32 30%	53 32%	80 34%	20 23%	30 25%	33 34%	18 32%	19 36%	94 31%	5 26%	81 31%	11 35%	3 19%	5 26%	95 31%	5 27%

Proportions/Mean: Columns Tested (0% risk level) = ab - cde - fh - ijk - mn - opq - st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 16
WOQ1/A Funeral director comparison and choice summary
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, or who refused to say what type of "at need" funeral was arranged, where a funeral director was engaged

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	331	93	236	48	266	81	106	119
Weighted Base	325	92*	231	46*	262	79*	105*	116
Effective Base	305	86	218	45	245	74	97	111
Yes, we compared the services of two or more funeral directors	46	9	36	46	-	15	11	19
	14%	10%	16%	100% ^f	-	19%	10%	16%
No, we did not compare funeral directors (but we had a choice)	162	46	116	-	162	36	58	57
	50%	50%	50%	-	62% ^g	46%	55%	49%
Not applicable, choice made for us (only one local funeral director)	46	15	31	-	46	12	15	16
	14%	16%	13%	-	18% ^g	16%	14%	14%
Not applicable, choice made for us (deceased made their wishes known)	54	17	37	-	54	10	17	23
	17%	19%	16%	-	21% ^g	12%	16%	20%
Funeral director not involved in the arrangements	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Don't know/Can't remember	16	4	11	-	-	6	5	1
	5%	5%	5%	-	-	7% ^k	4%	1%
Any not applicable (Net)	100	32	68	-	100	22	32	39
	31%	35%	29%	-	38% ^g	28%	30%	34%

Proportions/Mean: Columns Tested (5% risk level) - a/b - e/f - i/j/k
Overlap formulae used - * small base

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Table 17
WOQ2 - How did you find out about the funeral director you used?
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors or had a choice but did not compare or don't know/can't remember whether they compared

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	224	104	120	37	64	123	160	64	84	69	39	32	210	13	176	20	16	12	209	15
Weighted Base	225	101*	124	40*	75*	111	159	66*	90*	63*	39*	33**	210	13**	177	20**	15**	13**	212	13**
Effective Base	206	95	112	33	59	117	147	60	78	64	36	29	194	12	162	19	15	11	193	14
They were already known to me/us (personal experience of using them before, or of attending a funeral that they arranged etc.)	129	60	69	16	40	73	89	40	52	34	23	20	121	7	94	17	8	10	120	9
	57%	59%	56%	41%	53%	66% ^c	56%	60%	57%	55%	58%	62%	58%	55%	53%	64%	58%	77%	57%	68%
The deceased had already passed into their care (i.e. from the place of death)	5	1	4	1	1	3	5	-	2	1	2	-	5	-	5	-	-	-	5	-
	2%	1%	3%	2%	2%	3%	3%	-	3%	2%	4%	-	2%	-	3%	-	-	-	2%	-
Funeral director recommended by (NET)	60	28	31	13	21	25	46	13	27	15	9	8	52	6	50	2	5	2	55	4
	26%	28%	25%	33%	28%	23%	29%	20%	30%	25%	23%	24%	25%	45%	28%	11%	35%	19%	26%	32%
... family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	43	21	22	9	15	19	33	10	20	9	7	7	37	5	35	1	5	2	39	4
	19%	21%	18%	23%	20%	17%	21%	15%	22%	14%	18%	22%	17%	39%	20%	5%	35%	19%	18%	32%
... a bereavement counsellor/ officer	2	1	1	1	1	-	2	-	1	-	-	1	2	-	2	-	-	-	2	-
	1%	1%	1%	3%	1%	-	1%	-	1%	-	-	2%	1%	-	1%	-	-	-	1%	-
... a GP	1	-	1	1	-	-	1	-	-	1	-	-	1	-	1	-	-	-	1	-
	1%	-	1%	3%	-	-	1%	-	-	2%	-	-	1%	-	1%	-	-	-	1%	-
... a member of staff at the care home/ hospice/hospital where the deceased died	7	2	5	2	3	2	5	2	4	3	-	-	7	-	7	-	-	-	7	-
	3%	2%	4%	5%	4%	2%	3%	3%	5%	4%	-	-	3%	-	4%	-	-	-	3%	-
... a member of staff at the register office	1	-	1	-	1	-	1	-	-	1	-	-	1	-	1	-	-	-	1	-
	*	-	*	-	1%	-	*	-	-	1%	-	-	*	-	*	-	-	-	*	-
... a religious leader	6	3	3	-	2	4	5	1	3	1	2	-	5	1	5	1	-	-	6	-
	3%	3%	2%	-	3%	3%	3%	2%	4%	1%	5%	-	3%	6%	3%	6%	-	-	3%	-

Proportions/Mean: Columns Tested (5% risk level) = a/b - c/d/e - f/h - i/j/k - m/n - o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 17

WOQ2 - How did you find out about the funeral director you used?

Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors or had a choice but did not compare or don't know/can't remember whether they compared

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	225	101*	124	40*	75*	111	159	66*	90*	63*	39*	33**	210	13**	177	20**	15**	13**	212	13**
...a social worker	1	1	-	1	-	-	1	-	-	1	-	-	1	-	1	-	-	-	1	-
...a solicitor	2	1	1	1	-	1	2	-	-	1	1	-	2	-	2	-	-	-	2	-
... someone else	1	1	-	-	-	1	1	-	-	1	-	-	1	-	1	-	-	-	1	-
Contacted an organization (NET)	*	1	-	-	-	1*	*	-	-	1*	-	-	*	-	*	-	-	-	*	-
	2	2	-	1	-	1	2	-	-	2	-	-	1	1	2	-	-	-	2	-
	1%	2%	-	4%	-	1%	1%	-	-	-	6% _d	-	1%	7%	1%	-	-	-	1%	-
The council/ local authority	2	2	-	1	-	1	2	-	-	2	-	-	1	1	2	-	-	-	2	-
Adverts, directories, leaflets, notices, posters (NET)	1	2%	-	4%	-	1%	1%	-	-	-	6% _d	-	1%	7%	1%	-	-	-	1%	-
	1	-	1	-	-	1	1	-	-	1	-	-	1	-	1	-	-	-	1	-
	*	-	1%	-	-	1%	1%	-	-	2%	-	-	*	-	1%	-	-	-	*	-
...at the care home/hospital/ hospital where the deceased died	1	-	1	-	-	1	1	-	-	1	-	-	1	-	1	-	-	-	1	-
Internet/online search (NET)	*	-	1%	-	-	1%	1%	-	-	2%	-	-	*	-	1%	-	-	-	*	-
	9	3	5	3	4	2	4	4	3	-	3	3	7	1	8	-	-	1	9	-
	4%	3%	4%	7%	5%	2%	3%	6%	4%	-	7% _d	8%	3%	9%	4%	-	-	5%	4%	-
...using a search engine/ browser (e.g. Bing, Google etc.)	9	3	5	3	4	2	4	4	3	-	3	3	7	1	8	-	-	1	9	-
Advertisement (NET)	4%	3%	4%	7%	5%	2%	3%	6%	4%	-	7% _d	8%	3%	9%	4%	-	-	5%	4%	-
	4	1	4	1	2	2	4	1	3	1	-	1	4	1	4	-	1	-	4	-
	2%	1%	3%	2%	2%	2%	2%	1%	3%	2%	-	2%	2%	6%	2%	-	6%	-	2%	-
...on the radio	1	-	1	1	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-
...on the internet	*	-	1%	2%	-	-	-	1%	1%	-	-	-	*	-	-	-	6%	-	*	-
	4	1	3	-	2	2	4	-	2	1	-	1	3	1	4	-	-	-	4	-
	2%	1%	2%	-	2%	2%	2%	-	2%	2%	-	2%	1%	6%	2%	-	-	-	2%	-
Other (NET)	22	11	11	5	10	6	13	9	6	10	4	1	22	-	20	1	1	-	22	-
	10%	11%	9%	14%	14%	6%	8%	13%	7%	17%	11%	4%	11%	-	11%	6%	8%	-	10%	-
	18	8	10	4	7	6	11	7	5	7	4	1	18	-	18	-	-	-	18	-
Local knowledge/ word-of-mouth	8%	8%	8%	11%	9%	6%	7%	10%	6%	11%	11%	4%	8%	-	10%	-	-	-	8%	-

Proportions/Mean: Columns Tested (5% risk level) = a/b ~ c/d ~ e ~ f/h ~ i/j/k ~ m/n ~ o/p/q ~ r ~ s
 Overlap formulae used: * small base; ** very small base (under 30) ineligible for sig testing

Table 17
WQ02 - How did you find out about the funeral director you used?

Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors or had a choice but did not compare or don't know/can't remember whether they compared

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TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
	MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
225	101*	124	40*	75*	111	159	66*	90*	63*	39*	33**	210	13**	177	20**	15**	13**	212	13**
1	1	-	-	1	-	-	1	-	1	-	-	1	-	-	-	1	-	1	-
*	1%	-	-	1%	-	-	2%	-	2%	-	-	1%	-	-	-	8%	-	1%	-
2	1	1	1	1	-	2	-	-	2	-	-	2	-	1	1	-	-	2	-
1	1%	1%	3%	2%	-	1%	-	-	4%	-	-	1%	-	1%	6%	-	-	1%	-
1	1	-	-	1	-	-	1	1	-	-	-	1	-	1	-	-	-	1	-
*	1%	-	-	1%	-	-	2%	1%	-	-	-	*	-	1%	-	-	-	*	-
19	7	11	6	7	7	15	3	8	6	3	1	18	1	17	1	-	-	19	-
8%	7%	9%	14%	9%	6%	10%	5%	9%	10%	8%	2%	8%	6%	10%	6%	-	-	9%	-
4	1	3	1	2	*	4	-	1	2	-	1	4	-	4	-	-	-	4	-
2%	1%	2%	3%	3%	*	2%	-	1%	3%	-	2%	2%	-	2%	-	-	-	2%	-

Proportions/Mean: Columns Tested (5% risk level) = ab - cde - fh - ijk - mn - op/q - st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 18
WOQ2 - How did you find out about the funeral director you used?

Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors or had a choice but did not compare or don't know/can't remember whether they compared

	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base							
Weighted Base							
Effective Base							
They were already known to me/us (personal experience of using them before, or of attending a funeral that they arranged etc.)	224 57%	164 53%	48 32%	159 67% ^e	57 51%	71 64%	78 58%
The deceased had already passed into their care (i.e. from the place of death)	5 2%	4 2%	2 4%	3 2%	1 1%	2 3%	2 3%
Funeral director recommended by (NET)	60 26%	47 29%	20 43% ^f	35 22%	16 29%	18 25%	19 25%
... family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	43 19%	35 21%	14 30% ^f	27 16%	12 22%	12 16%	14 18%
... a bereavement counsellor/ officer	2 1%	2 1%	1 2%	- -	1 2%	1 1%	- -
... a GP	1 1%	1 1%	- -	1 1%	1 2%	- -	- -
... a member of staff at the care home/ hospice/hospital where the deceased died	7 3%	5 3%	3 6%	4 3%	1 1%	3 4%	1 2%
... a member of staff at the register office	1 *	1 *	1 1%	- -	- -	- -	1 1%
... a religious leader	6 3%	5 3%	2 5%	3 2%	2 3%	1 2%	2 3%
... a social worker	1 *	- -	1 2%	- -	- -	- -	1 1%

Proportions/Means: Columns Treated (5% risk level) - a/b - c/d - i/j
Overlap formulae used - * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

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Table 18
WOQ2 - How did you find out about the funeral director you used?

Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors or had a choice but did not compare or don't know/can't remember whether they compared

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Weighted Base	225	60*	163	46*	162	56*	74*	77*
...a solicitor	2 1%	1 2%	1 1%	1 2%	1 1%	-	1 2%	1 1%
... someone else	1 *	-	1 *	1 1%	-	-	-	1 1%
Contacted an organization (NET)	2 1%	1 2%	1 1%	- *	2 1%	1 2%	-	1 1%
The council/ local authority	2 1%	1 2%	1 1%	- *	2 1%	1 2%	-	1 1%
Adverts, directories, leaflets, notices, posters (NET)	1 *	-	1 1%	1 2%	-	1 2%	-	-
...at the care home/hospice/hospital where the deceased died	1 *	-	1 1%	1 2%	-	1 2%	-	-
Internet/online search (NET)	9 4%	3 5%	6 3%	7 16% ^f	-	3 5%	2 3%	4 5%
...using a search engine/browser (e.g. Bing, Google etc.)	9 4%	3 5%	6 3%	7 16% ^f	-	3 5%	2 3%	4 5%
Advertisement (NET)	4 2%	-	4 3%	4 10% ^f	-	2 4%	1 1%	2 2%
...on the radio	1 *	-	1 1%	- 2%	-	-	-	1 1%
...on the internet	4 2%	-	4 2%	4 9% ^f	-	2 4%	1 1%	1 1%
Other (NET)	22 10%	2 4%	20 12%	6 14%	15 9%	2 4%	4 5%	13 17% ^{ij}
Local knowledge/ word-of-mouth	16 8%	2 4%	15 9%	6 14%	10 6%	1 2%	3 4%	11 15% ^{ij}
Looked in the Phone Book / Yellow Pages / Thompson Local / 118 (paper or online versions)	1 *	-	1 1%	-	1 1%	-	-	1 1%

Proportions: Means: Columns Tested (5% risk level) - a/b - e/f - i/j
Overlap formulae used - * small base

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Table 18
WOQ2 - How did you find out about the funeral director you used?

Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors or had a choice but did not compare or don't know/can't remember whether they compared

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
225	60*	163	46*	162	56*	74*	77*
2	-	2	-	2	1	1	-
1%	-	1%	-	1%	2%	2%	-
Cycled, drove or walked past their premises							
Other							
1	-	1	-	1	-	-	1
*	-	1%	-	1%	-	-	1%
Recommendation from a professional third-party (Net)							
19	3	15	7	9	5	6	5
8%	6%	9%	16% ^f	6%	9%	9%	7%
Don't know/can't remember							
4	1	2	-	-	2	1	-
2%	2%	1%	-	-	4%	2%	-

Proportions/Mean: Columns Tested (8% risk level) - a/b - e/f - i/j/k
Overlap formulae used. * small base

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Table 19
WOQ3A - What was the most important factor for you in choosing the funeral director you used?
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	275	129	146	45	77	153	203	72	93	89	49	44	255	17	215	26	20	14	255	20
Weighted Base	271	122	149	48*	90*	134	198	73*	99*	79*	49*	43*	251	17**	213	26**	17**	15**	255	16**
Effective Base	253	117	136	41	72	145	186	67	87	82	45	40	235	16	198	24	18	13	235	19
Personal experience of using them before, or of attending a funeral that they had arranged	110	47	63	16	29	65	80	30	38	36	18	18	100	10	85	12	5	8	105	5
	41%	39%	42%	33%	33%	49% ^d	40%	42%	39%	46%	36%	41%	40%	57%	40%	47%	30%	54%	41%	32%
The deceased had already passed into their care (i.e. from the place of death) and we didn't want to move them again	6	-	6	1	3	2	5	1	2	-	3	1	6	-	6	-	-	-	6	-
	2%	-	4% ^a	1%	4%	1%	2%	2%	2%	-	7% ^d	2%	2%	-	3%	-	-	-	2%	-
They were able to fit us in around the time we needed them	8	4	4	-	4	4	7	1	2	2	2	1	7	1	6	-	1	1	7	1
	3%	3%	3%	-	4%	3%	4%	1%	2%	3%	4%	3%	3%	5%	3%	-	4%	9%	3%	4%
They were the only local firm	20	11	9	5	7	8	14	6	5	9	3	3	19	-	15	1	2	2	16	4
	7%	9%	6%	10%	8%	6%	7%	8%	5%	11%	6%	8%	8%	-	7%	4%	12%	14%	6%	26%
Recommendation (NET)	39	19	20	9	15	14	28	11	15	8	8	8	37	1	28	6	3	2	37	2
	14%	15%	13%	20%	17%	11%	14%	15%	16%	10%	16%	17%	15%	8%	13%	21%	17%	12%	14%	12%
...by family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	31	16	15	8	10	12	21	10	10	8	7	6	29	1	21	4	3	2	29	2
	11%	13%	10%	17%	11%	9%	10%	14%	10%	10%	13%	14%	12%	8%	10%	17%	17%	12%	11%	12%
...by a bereavement counsellor/ officer	2	-	2	1	1	-	2	-	1	-	-	1	2	-	2	-	-	-	2	-
	1%	-	2%	2%	2%	-	1%	-	1%	-	-	3%	1%	-	1%	-	-	-	1%	-
...by a member of staff at the care home/ hospice/hospital where the deceased died	2	-	2	-	2	-	2	-	2	-	-	-	2	-	2	-	-	-	2	-
	1%	-	1%	-	2%	-	1%	-	2%	-	-	-	1%	-	1%	-	-	-	1%	-
...by a religious leader	4	3	1	-	2	2	3	1	3	-	1	-	4	-	3	1	-	-	4	-
	2%	2%	1%	-	3%	1%	2%	2%	3%	-	2%	-	2%	-	1%	5%	-	-	2%	-

Proportions/Mean: Columns Tested (5% risk level) = a/b - c/d/e - (h - i)/j/k - m/n - o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 19
WOQ3A - What was the most important factor for you in choosing the funeral director you used?
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	271	122	149	48*	90*	134	198	73*	99*	79*	49*	43*	251	17**	213	26**	17**	15**	255	16**
Reputation/ professionalism	23	8	16	2	5	17	17	6	11	4	6	3	22	1	19	2	2	-	23	1
	9%	6%	10%	3%	6%	12%	9%	9%	11%	5%	13%	6%	9%	7%	9%	9%	14%	-	9%	5%
Good customer/ user reviews/ ratings	2	-	2	-	-	2	1	1	-	-	1	1	2	-	1	1	-	-	2	-
	1%	-	2%	-	-	2%	1%	1%	-	-	3%	2%	1%	-	1%	5%	-	-	1%	-
Good reputation in the area	9	3	6	-	3	6	8	1	6	2	1	-	9	-	8	-	1	-	9	-
	3%	2%	4%	-	3%	4%	4%	1%	6%	3%	2%	-	3%	-	4%	-	6%	-	3%	-
They were a well-established firm/they've been in the business for years	5	2	3	-	1	4	4	1	2	1	2	-	5	-	3	1	1	-	5	-
	2%	1%	2%	-	2%	3%	2%	1%	2%	1%	5%	-	2%	-	2%	4%	4%	-	2%	-
I/we liked/were happy with/ trusted them and felt the funeral would be in safe hands	5	3	3	-	1	4	2	3	4	1	1	-	4	1	5	-	1	-	5	1
	2%	2%	2%	-	1%	3%	1%	5%	4%	1%	2%	-	2%	7%	2%	-	4%	-	2%	5%
The presentation of their premises and staff (professional, smart etc.)	3	1	2	2	-	1	3	-	1	-	1	2	3	-	3	-	-	-	3	-
	1%	1%	1%	3%	-	1%	2%	-	1%	-	2%	3%	1%	-	1%	-	-	-	1%	-
Their offer (NET)	25	15	10	4	10	12	20	6	8	13	2	2	25	-	22	1	2	-	23	2
	9%	13%	7%	8%	11%	9%	10%	8%	8%	16%	5%	5%	10%	-	10%	4%	12%	-	9%	14%
They were a family-owned business/small chain, not a large brand	3	3	-	-	3	1	1	2	1	1	1	1	3	-	3	2	-	-	3	-
	1%	3%b	-	-	3%	*	1%	3%	1%	1%	1%	2%	1%	-	2%	-	-	-	1%	-
They were a household/well- known name/large brand, not a family-owned business	1	1	-	-	1	-	-	1	1	-	-	-	1	-	1	-	-	-	1	-
	*	1%	-	-	1%	-	-	1%	1%	-	-	-	*	-	*	-	-	-	*	-
Their funeral home/offices/ premises was in a convenient location	9	7	2	1	4	4	7	2	3	6	-	-	9	-	6	1	2	-	8	1
	3%	6%b	1%	2%	4%	3%	3%	3%	3%	7%	-	-	3%	-	3%	4%	12%	-	3%	6%

Proportions/Means: Columns Treated (95% risk level) = a/b ~ c/d e ~ f/h ~ i/j/k/l ~ m/n ~ o/p/q/r ~ s/t
Overlap formulae used. * = small base; ** = very small base (under 30) ineligible for sig testing

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PUBLIC FINAL
FUNERALS MARKET STUDY RESEARCH (QUANTITATIVE)

14 Aug 2018

Table 19
WOQ3A - What was the most important factor for you in choosing the funeral director you used?
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	271	122	149	48*	90*	134	198	73*	99*	79*	49*	43*	251	17**	213	26**	17**	15**	255	16**
Their prices	6	3	3	2	1	3	6	-	3	3	-	1	6	-	6	-	-	-	6	-
	2%	2%	2%	4%	2%	2%	3%	-	3%	4%	-	2%	2%	-	3%	-	-	-	2%	-
Their value for money	4	-	4	-	1	3	3	1	-	2	2	-	4	-	4	-	-	-	4	1
	2%	-	3%	-	1%	3%	2%	1%	-	3%	4%	-	2%	-	2%	-	-	-	1%	4%
Generally flexible to our needs	2	1	1	1	-	1	2	-	-	1	-	1	2	-	2	-	-	-	1	1
	1%	1%	*	2%	-	1%	1%	-	-	1%	-	2%	1%	-	1%	-	-	-	*	4%
Their range/types of funeral (NET)	14	8	6	4	5	5	9	5	8	3	1	3	10	3	13	1	-	-	13	1
	5%	6%	4%	9%	5%	4%	5%	6%	8%	4%	2%	6%	4%	16%	6%	3%	-	-	8%	7%
They offered a good range of funeral options	5	2	3	1	2	2	5	-	3	1	-	1	2	2	5	-	-	-	5	-
	2%	2%	2%	2%	3%	1%	3%	-	3%	1%	-	2%	1%	13%	2%	-	-	-	2%	-
Could choose a humanist/non-religious funeral	4	2	2	2	2	-	1	3	2	2	-	-	4	-	4	-	-	-	4	-
	1%	2%	1%	4%	3%	-	1%	4%	2%	3%	-	-	2%	-	2%	-	-	-	2%	-
Could choose a religious funeral	1	1	-	1	-	1	1	1	1	-	-	1	1	-	1	1	-	-	1	-
	1%	1%	-	2%	-	*	*	1%	1%	-	-	2%	1%	-	*	3%	-	-	1%	-
Offered a 'simple'/no-frills' funeral package	3	1	2	1	-	2	2	1	2	-	1	-	3	-	3	-	-	-	2	1
	1%	1%	1%	2%	-	1%	1%	1%	2%	-	2%	-	1%	-	1%	-	-	-	1%	7%
Offered a traditional funeral package	1	1	-	-	-	1	1	-	-	-	-	1	-	1	1	-	-	-	1	-
	*	1%	-	-	-	1%	*	-	-	-	-	2%	-	5%	*	-	-	-	*	-
Other (NET)	24	10	14	7	9	8	17	6	9	4	6	4	23	1	17	3	2	2	24	-
	9%	8%	9%	15%	10%	6%	9%	9%	9%	5%	12%	10%	9%	5%	8%	11%	10%	12%	9%	-
They used the crematorium that I/we wanted to use	4	1	4	-	2	3	4	1	1	2	1	1	4	1	4	1	-	-	4	-
	2%	1%	2%	-	2%	2%	2%	1%	1%	2%	2%	2%	1%	5%	2%	3%	-	-	2%	-
They used the natural burial ground that I/we wanted to use	2	1	1	-	-	2	1	1	1	-	-	1	2	-	-	2	-	-	2	-
	1%	1%	1%	-	-	2%	1%	1%	1%	-	-	2%	1%	-	-	8%	-	-	1%	-
There was a choice of officiator for the funeral service	1	1	-	1	-	-	1	-	-	-	1	-	1	-	1	-	-	-	1	-
	1%	1%	-	3%	-	-	1%	-	-	-	3%	-	1%	-	1%	-	-	-	1%	-

Proportions/Mean: Columns Treated (95% risk level) = a/b = c/d = e = f/h = i/j/k = m/n = o/p/q = r/s
Overlap formulae used. * = small base. ** = very small base (under 30) ineligible for sig testing
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J17017017-25-03 22-JUN - 01-JUL 2018
PUBLIC FINAL
FUNERALS MARKET STUDY RESEARCH (QUANTITATIVE)

14 Aug 2018

Table 19
WOQ3A - What was the most important factor for you in choosing the funeral director you used?
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE-MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLAND (o)	SCOTLAND (p)	WALES (q)	NORTH IRELAND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	271	122	149	48*	90*	134	198	73*	99*	79*	49*	43*	251	17**	213	26**	17**	15**	255	16**
Deceased's wishes	4 1%	4 3%b	-	2 4%	1 1%	1 1%	2 1%	2 2%	-	-	4 8%j	-	4 2%	-	2 1%	-	-	2 12%	4 1%	-
Choice made by another family member	4 1%	* *	3 2%	3 5%e	1 *	1 1%	2 1%	2 2%	3 3%	* 1%	-	1 2%	4 1%	-	4 2%	-	-	-	4 1%	-
The funeral director's empathy / sensitivity	3 1%	1 1%	2 1%	-	3 3%	-	3 1%	-	2 2%	1 2%	-	-	3 1%	-	3 1%	-	-	-	3 1%	-
Other	5 2%	1 1%	4 3%	1 3%	3 3%	1 1%	4 2%	1 2%	3 3%	1 1%	-	2 5%	5 2%	-	4 2%	-	2 10%	-	5 2%	-
Recommendation from a professional third-party (NET)	8 3%	3 2%	5 3%	1 2%	5 6%	2 1%	7 4%	1 2%	6 6%j	-	1 2%	1 3%	8 3%	-	7 3%	1 5%	-	-	8 3%	-
Don't know	2 1%	-	2 1%	-	2 2%	-	2 1%	-	2 2%	-	-	-	2 1%	-	2 1%	-	-	-	2 1%	-
Refused	1 *	-	1 *	-	1 1%	-	1 *	-	-	-	-	1 2%	1 *	-	1 *	-	-	-	1 *	-

Proportions/Mean: Columns Tested (5% risk level) = a/b - c/d/e - f/h - i/j/k/l - m/n - o/p/q/r - s/t
Overlap formulae used - * small base; ** very small base (under 30) ineligible for sig testing

14 Aug 2018

Table 20
WOQ3A - What was the most important factor for you in choosing the funeral director you used?
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	275	75	198	48	210	71	87	96
Weighted Base	271	75*	195	46*	209	69*	88*	93*
Effective Base	253	69	182	45	193	65	80	89
Personal experience of using them before, or of attending a funeral that they had arranged	110 41%	34 45%	76 39%	8 17%	99 47% ^e	25 37%	38 43%	39 42%
The deceased had already passed into their care (i.e. from the place of death) and we didn't want to move them again	6 2%	2 2%	4 2%	2 3%	3 1%	3 4%	1 2%	2 2%
They were able to fit us in around the time we needed them	8 3%	1 2%	7 3%	1 1%	6 3%	- -	5 5%	2 2%
They were the only local firm	20 7%	5 6%	15 8%	2 3%	17 8%	4 5%	6 6%	7 8%
Recommendation (NET)	39 14%	9 12%	28 15%	8 17%	27 13%	10 15%	14 15%	10 10%
...by family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	31 11%	9 12%	20 10%	6 14%	21 10%	8 12%	9 11%	8 8%
...by a bereavement counsellor/ officer	2 1%	- -	2 1%	- -	1 1%	1 2%	1 2%	- -
...by a member of staff at the care home/ hospice/hospital where the deceased died	2 1%	- -	2 1%	- -	2 1%	- -	2 2%	- -
...by a religious leader	4 2%	- -	4 2%	1 3%	3 1%	1 2%	1 1%	2 2%
Reputation/ professionalism	23 9%	4 5%	20 10%	6 12%	17 8%	1 2%	12 13%	9 9%

Proportions/Means: Columns Tested (5% risk level) = a/b - c/d - i/j/k
Overlap formulae used. *small base

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14 Aug 2018

Table 20
WQ3A - What was the most important factor for you in choosing the funeral director you used?
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Weighted Base	271	75*	195	46*	209	69*	88*	93*
Good customer/ user reviews/ ratings	2 1%	-	2 1%	1 2%	1 1%	-	2 3%	-
Good reputation in the area	9 3%	4 5%	5 3%	1 2%	7 3%	-	4 4%	3 3%
They were a well-established firm/they've been in the business for years	5 2%	1 1%	4 2%	2 4%	3 1%	1 2%	2 2%	2 2%
I/we liked/were happy with/ trusted them and felt the funeral would be in safe hands	5 2%	-	5 3%	2 4%	3 2%	-	2 2%	4 4%
The presentation of their premises and staff (professional, smart etc.)	3 1%	-	3 2%	1 2%	2 1%	-	2 3%	1 1%
Their offer (NET)	25	6	20	8	16	8	6	10
They were a family-owned business/small chain, not a large brand	9% 3 1%	7% - 1%	10% 3 2%	17% ^f 4% 1%	8% 1 1%	12% - 2%	7% 1 2%	11% 2 2%
They were a household/well-known name/large brand, not a family-owned business	1 *	- -	1 1%	- -	1 *	- -	- -	1 1%
Their funeral home/offices/ premises was in a convenient location	9 3%	2 3%	7 4%	- -	9 4%	1 2%	3 3%	4 4%
Their prices	6 2%	3 3%	4 2%	3 7% ^f	2 1%	4 6% ^k	1 2%	1 1%
Their value for money	4 2%	- -	4 2%	2 4%	2 1%	2 3%	1 1%	1 1%

14 Aug 2018

Table 20
WOQ3A - What was the most important factor for you in choosing the funeral director you used?
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Weighted Base	271	75*	195	46*	209	69*	88*	93*
Generally flexible to our needs	2 1%	1 1%	1 *	1 2%	1 *	1 1%	- -	1 1%
Their range/types of funeral (NET)	14 5%	4 6%	10 5%	4 8%	11 5%	4 5%	2 3%	8 9%
They offered a good range of funeral options	5 2%	2 3%	3 2%	4 8% ^f	1 1%	1 2%	2 3%	1 2%
Could choose a humanist/non-religious funeral	4 1%	- -	4 2%	- -	4 2%	- -	- -	4 4%
Could choose a religious funeral	1 1%	1 1%	1 *	- -	1 1%	1 1%	- -	1 1%
Offered a 'simple'/no-frills' funeral package	3 1%	1 1%	2 1%	- -	3 1%	2 3%	- -	1 1%
Offered a traditional funeral package	1 *	1 1%	- -	- -	1 *	- -	- -	1 1%
Other (NET)	24 9%	9 12%	14 7%	10 21% ^f	13 6%	12 18% ^{ijk}	3 3%	7 7%
They used the crematorium that I/we wanted to use	4 2%	1 1%	4 2%	1 2%	3 2%	3 4%	1 1%	1 1%
They used the natural burial ground that I/we wanted to use	2 1%	2 3% ^b	- -	- -	2 1%	1 2%	- -	1 1%
There was a choice of officiator for the funeral service	1 1%	1 2%	- -	- -	1 1%	1 2%	- -	- -
Deceased's wishes	4 1%	3 4% ^b	1 *	2 4%	2 1%	3 4%	- -	1 1%
Choice made by another family member	4 1%	- -	4 2%	3 5% ^f	1 *	* 1%	- -	2 2%

Proportions/Means: Columns Treated (5% risk level) ~ a/b ~ c/d ~ i/j/k
Overlap formulae used ~ *small base

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14 Aug 2018

Table 20
WQ3A - What was the most important factor for you in choosing the funeral director you used?
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
271	75*	195	46*	209	69*	88*	93*
3	-	3	3	-	3	-	-
1%	-	1%	6% [†]	-	4%	-	-
5	2	4	1	4	1	2	2
2%	2%	2%	3%	2%	2%	2%	2%
8	-	8	1	6	2	4	2
3%	-	4%	3%	3%	3%	5%	2%
Don't know	2	-	-	-	-	2	-
1%	2%	-	-	-	-	2%	-
Refused	1	-	-	-	1	-	-
*	-	-	-	-	1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - e/f - i/j/k
Overlap formulae used - * small base

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FUNERALS MARKET STUDY RESEARCH (QUANTITATIVE)

14 Aug 2018

Table 21
WOQ3B - And what other factors, if any, were important?
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	275	129	146	45	77	153	203	72	93	89	49	44	255	17	215	26	20	14	255	20
Weighted Base	271	122	149	48*	90*	134	198	73*	99*	79*	49*	43*	251	17**	213	26**	17**	15**	255	16**
Effective Base	253	117	136	41	72	145	186	67	87	82	45	40	235	16	198	24	18	13	235	19
Personal experience of using them before, or of attending a funeral that they had arranged	89	41	48	14	23	52	60	29	33	30	15	11	87	3	65	13	4	7	83	7
	33%	34%	32%	30%	26%	39% ^d	30%	40%	33%	37%	31%	26%	34%	15%	31%	49%	24%	49%	32%	41%
The deceased had already passed into their care (i.e. from the place of death) and we didn't want to move them again	5	1	3	1	1	2	5	-	2	1	1	-	5	-	5	-	-	-	5	-
	2%	1%	2%	3%	2%	1%	2%	-	2%	2%	2%	-	2%	-	2%	-	-	-	2%	-
They were able to fit us in around the time we needed them	20	12	9	4	9	8	14	6	8	8	1	2	18	2	14	3	3	-	18	2
	7%	9%	6%	8%	10%	6%	7%	8%	9%	11%	2%	5%	7%	14%	7%	11%	18%	-	7%	12%
They were the only local firm	14	5	9	2	5	7	12	2	3	5	3	3	14	-	10	1	1	2	13	1
	5%	4%	6%	5%	5%	5%	6%	3%	3%	6%	6%	7%	6%	-	5%	4%	5%	13%	5%	5%
Recommendation (NET)	50	29	20	11	18	21	40	10	12	17	14	7	42	8	40	8	1	1	48	1
	18%	24% ^b	14%	23%	20%	16%	20%	13%	13%	21%	28% ^d	15%	17%	45%	19%	32%	4%	5%	19%	9%
...by family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	40	22	18	10	13	17	33	7	11	13	11	5	33	8	33	6	1	1	39	1
	15%	18%	12%	22%	14%	13%	17%	10%	11%	17%	22%	12%	13%	45%	16%	21%	4%	5%	15%	9%
...by a bereavement counsellor/ officer	2	2	1	1	2	-	2	-	-	1	-	1	2	-	2	-	-	-	2	-
	1%	1%	*	1%	2%	-	1%	-	-	1%	-	3%	1%	-	1%	-	-	-	1%	-
...by a member of staff at the care home/ hospice/hospital where the deceased died	3	3	-	-	1	1	3	-	1	2	-	-	3	-	2	1	-	-	3	-
	1%	2%	-	-	1%	1%	1%	-	1%	2%	-	-	1%	-	1%	2%	-	-	1%	-
...by a religious leader	3	2	1	-	2	1	1	1	1	1	1	-	3	-	1	1	-	-	3	-
	1%	2%	*	-	2%	1%	1%	2%	1%	1%	2%	-	1%	-	1%	5%	-	-	1%	-

Proportions/Mean: Columns Tested (5% risk level) = a/b - c/d/e - f/h - i/j/k - m/n - o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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14 Aug 2018

Table 21
WOQ3B - And what other factors, if any, were important?
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE-MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLAND (o)	SCOTLAND (p)	WALES (q)	NORTH EIRELAND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	271	122	149	48*	90*	134	198	73*	99*	79*	49*	43*	251	17**	213	26**	17**	15**	255	16**
...by a social worker	1	-	1	-	1	-	-	1	-	-	1	-	1	-	1	-	-	-	1	-
...from someone else	2	1	1	-	-	2	1	1	-	1	1	-	2	-	1	1	-	-	2	-
Reputation/ professionalism	60	24	36	11	11	38	43	17	21	18	11	10	56	2	52	4	4	-	56	4
Good customer/ user reviews/ ratings	22%	20%	24%	23%	12%	29% ^d	22%	23%	21%	22%	23%	24%	22%	11%	25%	14%	23%	-	22%	22%
Good reputation in the area	20	7	13	6	-	14	16	4	8	4	4	4	17	2	19	1	1	-	20	-
They were a well-established firm/they've been in the business for years	7%	6%	9%	13% ^d	-	10% ^d	8%	5%	8%	5%	7%	10%	7%	11%	9%	3%	4%	-	8%	-
I/we liked/were happy with/ trusted them and felt the funeral would be in safe hands	27	13	15	3	7	18	17	10	11	10	4	2	26	1	22	2	3	-	24	3
The presentation of their premises and staff (professional, smart etc.)	10%	10%	10%	5%	7%	13%	9%	14%	11%	12%	9%	5%	10%	6%	10%	8%	19%	-	10%	18%
Their offer (NET)	12	7	5	1	3	8	7	4	4	6	1	1	12	-	10	2	-	-	10	2
They were a family-owned business/small chain, not a large brand	4%	5%	3%	2%	3%	6%	4%	6%	4%	7%	3%	2%	5%	-	5%	8%	-	-	4%	10%
They were a household/well-known name/large brand, not a family-owned business	11	3	8	2	3	6	8	3	4	3	2	3	11	-	10	1	-	-	11	-
	4%	3%	5%	4%	3%	5%	4%	5%	4%	4%	3%	7%	4%	-	5%	4%	-	-	4%	-
	2	-	2	-	1	1	2	-	1	-	1	-	2	-	2	-	-	-	2	-
	1%	-	2%	-	2%	1%	1%	-	1%	-	3%	-	1%	-	1%	-	-	-	1%	-
	47	21	26	8	10	28	31	16	19	13	9	6	44	2	40	2	3	3	45	2
They were a family-owned business/small chain, not a large brand	17%	17%	17%	18%	11%	21%	16%	21%	19%	16%	18%	14%	17%	12%	19%	7%	15%	19%	17%	14%
They were a household/well-known name/large brand, not a family-owned business	15	6	9	2	5	8	9	5	5	6	4	-	15	-	13	-	-	2	15	-
	5%	5%	6%	4%	5%	6%	5%	7%	5%	8%	8%	-	6%	-	6%	-	-	12%	6%	-
	6	5	1	3	-	3	3	2	3	-	3	-	6	-	3	-	1	2	6	-
	2%	4%	1%	7% ^d	-	2%	2%	3%	3%	-	6% ^j	-	2%	-	2%	-	4%	12%	2%	-

Proportions/Means: Columns Treated (95% risk level) * a/b - c/d/e - f/h - i/j/k/l - m/n - o/p/q/r - s/t
Overlap formulae used - *small base; **very small base (under 30) ineligible for sig testing

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Table 21
WOQ3B - And what other factors, if any, were important?
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE-MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLAND (o)	SCOTLAND (p)	WALES (q)	NORTH EIRELAND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	271	122	149	48*	90*	134	198	73*	99*	79*	49*	43*	251	17**	213	26**	17**	15**	255	16**
Their funeral home/offices/ premises was in a convenient location	6 2%	4 3%	2 2%	-	2 2%	5 4%	3 1%	4 5%	3 3%	2 3%	1 2%	-	6 3%	-	6 3%	-	-	-	6 2%	1 6%
Their prices	13 5%	4 3%	9 6%	5 10%	3 3%	5 4%	10 5%	2 3%	6 6%	4 5%	2 3%	1 2%	11 5%	-	9 4%	2 7%	1 7%	1 7%	12 5%	1 4%
Their value for money	11 4%	3 2%	8 5%	2 5%	1 1%	7 5%	9 5%	2 2%	3 3%	3 3%	2 4%	3 6%	9 3%	2 12%	8 4%	2 7%	1 4%	-	9 4%	1 8%
Generally flexible to our needs	4 2%	2 1%	3 2%	1 1%	1 1%	3 2%	2 1%	3 4%	1 1%	1 1%	-	3 7%	4 2%	-	4 2%	-	1 4%	-	4 2%	-
Their range/types of funeral (NET)	29 11%	16 13%	13 9%	5 10%	8 9%	17 12%	23 12%	6 8%	12 12%	5 6%	6 12%	6 15%	29 12%	-	26 12%	1 5%	1 4%	1 9%	27 10%	3 17%
They offered a good range of funeral options	10 4%	6 5%	4 3%	2 3%	2 2%	6 5%	9 5%	1 1%	4 4%	2 2%	2 3%	3 6%	10 4%	-	10 5%	-	1 4%	-	10 4%	1 4%
Could choose a "green"/ environmentally conscious funeral	4 1%	1 1%	2 2%	-	1 1%	2 2%	4 2%	-	1 1%	-	3 5%	-	4 1%	-	2 1%	1 5%	-	-	4 1%	-
Could choose a humanist/non-religious funeral	6 2%	2 2%	4 3%	2 4%	3 4%	1 1%	3 1%	4 5%	3 3%	2 2%	-	2 4%	6 3%	-	6 3%	-	-	-	6 2%	1 4%
Could choose a religious funeral	3 1%	1 1%	2 1%	1 3%	-	2 1%	2 1%	1 1%	1 1%	-	1 3%	1 2%	3 1%	-	3 1%	-	-	-	2 1%	1 4%
Offered a 'simple'/no-frills funeral package	2 1%	2 2%	1 *	-	-	2 2%	2 1%	-	1 1%	2 2%	-	-	2 1%	-	2 1%	-	-	-	2 1%	1 4%
Offered a traditional funeral package	2 1%	1 1%	1 *	-	-	2 2%	2 1%	-	1 1%	1 2%	-	-	2 1%	-	2 1%	-	-	-	1 *	1 9%

Proportions/Mean: Columns Tested (5% risk level) = a/b ~ c/d ~ e ~ f/h ~ i/j/k/l ~ m/n ~ o/p/q/r ~ s/t
Overlap formulae used ~ *small base; **very small base (under 30) ineligible for sig testing

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Table 21
WOQ3B - And what other factors, if any, were important?
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	271	122	149	48*	90*	134	198	73*	99*	79*	49*	43*	251	17**	213	26**	17**	15**	255	16**
Offered a 'direct' burial (a burial without a service or ceremony beforehand)	1*	1	-	-	1	-	1	-	-	-	-	1	1	-	-	-	-	1	1	-
		1%	-	-	1%	-	1%	-	-	-	-	3%	1%	-	-	-	-	9%	*	-
Offered a 'direct' cremation (a cremation without a service or ceremony beforehand)	1*	1	-	-	-	1	1	-	1	-	-	-	1	-	1	-	-	-	1	-
		1%	-	-	-	1%	1%	-	1%	-	-	-	*	-	1%	-	-	-	*	-
Other (NET)	28	14	14	8	10	9	20	8	12	11	3	1	25	3	23	4	2	-	27	1
	10%	12%	9%	18% ^e	12%	7%	10%	11%	12%	14%	7%	3%	10%	16%	11%	14%	10%	-	11%	4%
They used the crematorium that I/we wanted to use	14	10	4	4	6	4	12	2	4	6	3	-	14	-	11	2	1	-	14	-
	5%	8%	3%	9%	7%	3%	6%	3%	4%	8%	7%	-	6%	-	5%	8%	6%	-	6%	-
They used the natural burial ground that I/we wanted to use	2	1	1	-	1	1	1	1	-	2	-	-	2	-	1	1	-	-	2	-
	1%	1%	1%	-	1%	1%	*	1%	-	2%	-	-	1%	-	*	3%	-	-	1%	-
There was a choice of officiator for the funeral service	1*	1	-	-	-	1	1	-	1	-	-	-	1	-	1	-	-	-	1	-
		1%	-	-	-	*	*	-	1%	-	-	-	*	-	*	-	-	-	*	-
I/we liked the look and feel of the premises/ funeral directors (e.g. location, appearance, buildings, gardens, cemetery, etc.)	2	-	2	1	-	1	1	1	1	-	-	1	2	-	1	1	-	-	2	-
	1%	-	1%	1%	-	1%	1%	1%	1%	-	-	2%	1%	-	*	3%	-	-	1%	-
Choice made by another family member	3	1	1	-	1	1	1	1	3	-	-	-	3	-	3	-	-	-	3	-
	1%	1%	1%	-	2%	1%	1%	2%	3%	-	-	-	1%	-	1%	-	-	-	1%	-
Other	8	2	6	4	2	2	5	3	4	3	-	1	5	3	7	-	1	-	7	1
	3%	2%	4%	8%	2%	2%	2%	4%	4%	4%	-	1%	2%	16%	3%	-	3%	-	3%	4%

Proportions/Means: Columns Tested (5% risk level) = a/b - c/d/e - f/h - i/j/k - m/n - o/p/q/r - s/t
Overlap formulae used. * = small base. ** = very small base (under 30) ineligible for sig. testing
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Table 21
WOQ3B - And what other factors, if any, were important?
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
	MALE (a)	FE-MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLAND (o)	SCOTLAND (p)	WALES (q)	NORTH EIRELAND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
271	122	149	48*	90*	134	198	73*	99*	79*	49*	43*	251	17**	213	26**	17**	15**	255	16**
8	6	2	1	5	2	6	2	2	3	2	1	8	-	6	2	-	-	8	-
3%	5%	1%	1%	6%	2%	3%	3%	2%	4%	4%	3%	3%	-	3%	7%	-	-	3%	-

Weighted Base Recommendation from a professional third-party (NET)

None	21	10	12	3	10	8	18	3	9	4	2	6	19	2	18	-	-	3	20	1
	8%	8%	8%	7%	11%	6%	9%	4%	9%	5%	5%	14%	8%	11%	9%	-	-	21%	8%	5%
Don't know	5	2	3	-	4	2	3	3	3	1	-	1	4	1	5	-	-	-	5	-
	2%	2%	2%	-	4%	1%	1%	3%	3%	1%	-	3%	1%	6%	3%	-	-	-	2%	-
Refused	2	-	2	-	2	-	2	-	-	1	-	1	2	-	2	-	-	-	2	-
	1%	-	1%	-	2%	-	1%	-	-	1%	-	2%	1%	-	1%	-	-	-	1%	-

Proportions/Mean: Columns Tested (5% risk level) = ab - cd; e - fh - ij; kl - mn - op; q - st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 22
WOQ3B - And what other factors, if any, were important?

Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	275	75	198	48	210	71	87	96
Weighted Base	271	75*	195	46*	209	69*	88*	93*
Effective Base	253	69	182	45	193	65	80	89
Personal experience of using them before, or of attending a funeral that they had arranged	89 33%	35 46%b	55 28%	8 18%	77 37%e	18 27%	28 32%	36 39%
The deceased had already passed into their care (i.e. from the place of death) and we didn't want to move them again	5 2%	-	5 2%	2 4%	3 1%	-	2 3%	2 2%
They were able to fit us in around the time we needed them	20 7%	4 5%	16 8%	1 2%	18 9%	7 9%	7 8%	5 5%
They were the only local firm	14 5%	7 9%	7 4%	3 6%	11 5%	5 7%	7 7%	3 3%
Recommendation (NET)	50 18%	14 19%	36 18%	7 14%	39 19%	7 10%	17 19%	21 23% ^d
...by family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	40 15%	14 19%	27 14%	5 11%	32 15%	7 10%	12 14%	17 18%
...by a bereavement counsellor/ officer	2 1%	-	2 1%	1 2%	2 1%	-	1 1%	2 2%
...by a member of staff at the care home/ hospice/hospital where the deceased died	3 1%	-	3 1%	-	3 1%	-	1 2%	1 1%
...by a religious leader	3 1%	-	3 1%	1 1%	2 1%	-	1 1%	1 1%
...by a social worker	1 *	-	1 *	-	-	-	-	1 1%

Proportions/Means: Columns Totalled (95% risk level) ~ a/b ~ c/d ~ i/j/k
Overlap formulae used. * small base

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Table 22
WOQ3B - And what other factors, if any, were important?

Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Weighted Base	271	75*	195	46*	209	69*	88*	93*
...from someone else	2 1%	-	2 1%	1 2%	1 *	-	2 2%	-
Reputation/ professionalism	60 22%	14 19%	46 24%	14 31%	44 21%	16 23%	20 23%	19 20%
Good customer/ user reviews/ ratings	20 7%	5 7%	15 8%	5 11%	15 7%	4 7%	6 7%	9 9%
Good reputation in the area	27 10%	6 8%	21 11%	5 11%	22 11%	6 8%	11 12%	8 9%
They were a well-established firm/they've been in the business for years	12 4%	2 2%	10 5%	1 2%	9 4%	4 5%	4 5%	3 3%
I/we liked/were happy with/ trusted them and felt the funeral would be in safe hands	11 4%	3 4%	8 4%	4 8%	8 4%	5 7%	4 4%	1 1%
The presentation of their premises and staff (professional, smart etc.)	2 1%	-	2 1%	-	2 1%	1 2%	-	1 1%
Their offer (NET)	47	12	34	14	28	20	14	11
	17%	16%	17%	29% ^d	13%	28% ^{uk}	16%	11%
They were a family-owned business/small chain, not a large brand	15 5%	4 6%	11 5%	2 5%	10 5%	6 8%	5 6%	3 3%
They were a household/well-known name/large brand, not a family-owned business	6 2%	3 4%	3 1%	1 2%	5 2%	3 5%	-	3 3%
Their funeral home/offices/ premises was in a convenient location	6 2%	2 3%	4 2%	-	6 3%	2 3%	2 3%	1 1%

Proportions/Mean: Columns Totalled (95% risk level) ~ a/b ~ c/d ~ i/j/k

Overlap formulae used. * = small base

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Table 22
WQ3B - And what other factors, if any, were important?

Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Weighted Base	271	75*	195	46*	209	69*	88*	93*
Their prices	13	3	8	6	2	6	5	1
	5%	4%	4%	14% ^f	1%	9% ^k	5%	1%
Their value for money	11	1	9	6	5	4	5	2
	4%	1%	5%	13% ^f	2%	6%	5%	2%
Generally flexible to our needs	4	-	4	1	3	1	2	1
	2%	-	2%	2%	2%	1%	2%	1%
Their range/types of funeral (NET)	29	9	21	8	20	6	9	14
	11%	12%	11%	18%	9%	9%	10%	15%
They offered a good range of funeral options	10	3	7	4	6	1	3	5
	4%	4%	4%	9%	3%	1%	4%	6%
Could choose a "green"/environmentally conscious funeral	4	1	2	2	1	1	1	1
	1%	2%	1%	5% ^f	1%	2%	2%	1%
Could choose a humanist/non-religious funeral	6	-	6	1	4	-	3	3
	2%	-	3%	2%	2%	-	3%	4%
Could choose a religious funeral	3	1	2	-	3	3	-	-
	1%	2%	1%	-	2%	5% ^k	-	-
Offered a 'simple'/no-frills' funeral package	2	1	2	1	1	1	-	2
	1%	1%	1%	2%	1%	1%	-	2%
Offered a traditional funeral package	2	-	2	-	2	-	-	2
	1%	-	1%	-	1%	-	-	2%
Offered a 'direct' burial (a burial without a service or ceremony beforehand)	1	1	-	-	1	-	1	-
	*	2%	-	-	1%	-	1%	-

Proportions/Mean: Columns Tested (5% risk level) ~ a/b ~ c/d ~ i/j
Overlap formulae used ~ *small base

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Table 22
WOQ3B - And what other factors, if any, were important?

Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
271	75*	195	46*	209	69*	88*	93*
Offered a 'direct' cremation (a cremation without a service or ceremony beforehand)	1 1%	-	-	1 1%	-	-	1 1%
Other (NET)	28 10%	6 3%	22 11%	4 2%	24 12%	7 3%	12 5%
They used the crematorium that I/we wanted to use	14 5%	1 2%	13 7%	4 2%	11 5%	7 3%	4 2%
They used the natural burial ground that I/we wanted to use	2 1%	2 2%b	-	2 1%	-	-	2 2%
There was a choice of officiator for the funeral service	1 1%	-	1 1%	-	-	-	-
I/we liked the look and feel of the premises/ funeral directors (e.g. location, appearance, buildings, gardens, cemetery, etc.)	2 1%	1 1%	1 1%	2 1%	-	-	2 2%
Choice made by another family member	3 1%	-	3 1%	-	-	1 1%	-
Other	8 3%	2 3%	6 3%	8 4%	-	3 3%	5 5%
Recommendation from a professional third-party (NET)	8 3%	-	8 4%	1 3%	6 3%	3 4%	5 5%
None	21 8%	5 7%	16 8%	4 2%	16 6%	7 10%	5 6%

Proportions: Means: Columns Tested (5% risk level) = a/b - c/d - i/j
Overlap formulae used. * small base

Table 22
WOQ3B - And what other factors, if any, were important?

Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
271	75*	195	46*	209	69*	88*	93*
5	1	4	1	4	2	2	1
2%	1%	2%	2%	2%	3%	3%	1%
Refused	-	1	-	1	1	-	-
1%	-	1%	-	1%	1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - e/f - i/j/k
Overlap formulae used - * small base

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Table 23
WOQ3A/WOQ3B Factor importance summary
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	275	129	146	45	77	153	203	72	93	89	49	44	255	17	215	26	20	14	255	20
Weighted Base	271	122	149	48*	90*	134	198	73*	99*	79*	49*	43*	251	17**	213	26**	17**	15**	255	16**
Effective Base	253	117	136	41	72	145	186	67	87	82	45	40	235	16	198	24	18	13	235	19
Personal experience of using them before, or of attending a funeral that they had arranged	134	59	75	21	34	79	94	40	49	44	20	21	124	10	104	13	7	9	125	9
	49%	48%	50%	44%	38%	59% ^d	47%	55%	50%	56%	40%	48%	49%	57%	49%	51%	40%	63%	49%	56%
The deceased had already passed into their care (i.e. from the place of death) and we didn't want to move them again	8	1	7	2	3	3	7	1	3	1	3	1	8	-	8	-	-	-	8	-
	3%	1%	5%	4%	4%	2%	3%	2%	3%	2%	7%	2%	3%	-	4%	-	-	-	3%	-
They were able to fit us in around the time we needed them	26	14	12	4	12	10	20	6	11	10	2	4	24	2	19	3	3	1	24	2
	10%	12%	8%	8%	14%	8%	10%	8%	11%	13%	4%	8%	10%	14%	9%	11%	18%	9%	10%	12%
They were the only local firm	29	15	14	5	10	14	22	7	7	12	5	6	29	-	23	1	2	3	25	4
	11%	13%	9%	12%	11%	10%	11%	10%	7%	15%	10%	14%	11%	-	11%	4%	12%	23%	10%	26%
Recommendation (NET)	74	38	37	18	26	30	57	17	25	22	16	12	66	8	60	9	4	2	72	3
	27%	31%	24%	39% ^e	29%	22%	29%	23%	25%	28%	32%	27%	26%	45%	28%	36%	21%	12%	28%	17%
...by family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	60	31	29	17	18	25	45	15	18	19	13	10	52	8	48	6	4	2	57	3
	22%	25%	19%	35% ^e	20%	19%	23%	20%	19%	24%	26%	22%	21%	45%	22%	25%	21%	12%	22%	17%
...by a bereavement counsellor/ officer	5	2	3	2	3	-	5	-	1	1	-	3	5	-	5	-	-	-	5	-
	2%	1%	2%	4% ^e	3% ^e	-	2%	-	1%	1%	-	7%	2%	-	2%	-	-	-	2%	-
...by a member of staff at the care home/ hospice/hospital where the deceased died	4	3	2	-	3	1	4	-	2	2	-	-	4	-	3	1	-	-	4	-
	1%	2%	1%	-	3%	1%	2%	-	2%	2%	-	-	2%	-	2%	2%	-	-	2%	-
...by a religious leader	5	3	2	-	3	2	4	1	3	1	1	-	5	-	4	1	-	-	5	-
	2%	2%	1%	-	3%	1%	2%	2%	3%	1%	2%	-	2%	-	2%	5%	-	-	2%	-

Proportions/Mean: Columns Tested (5% risk level) = a/b = c/d/e = f/h = i/j/k = m/n = o/p/q = s/t

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 23
WOQ3A/WOQ3B Factor importance summary
Base: All Adults 18+ in the UK involved in arranging an “at need” funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	271	122	149	48*	90*	134	198	73*	99*	79*	49*	43*	251	17**	213	26**	17**	15**	255	16**
...by a social worker	1	-	1	-	1	-	-	1	-	-	1	-	1	-	1	-	-	-	1	-
...from someone else	2	1	1	-	-	2	1	1	-	1	1	-	2	-	1	1	-	-	2	-
Reputation/ professionalism	72	29	43	11	13	48	52	19	26	20	15	10	67	3	62	5	5	-	67	4
Good customer/ user reviews/ ratings	26%	24%	29%	23%	15%	36% ^d	26%	27%	26%	26%	31%	24%	27%	18%	29%	19%	27%	-	26%	28%
Good reputation in the area	22	7	15	6	-	16	18	5	8	4	5	6	19	2	20	2	1	-	22	-
They were a well-established firm/they've been in the business for years	8%	6%	10%	13% ^d	-	12% ^d	9%	6%	8%	5%	10%	13%	8%	11%	9%	8%	4%	-	9%	-
I/we liked/were happy with/ trusted them and felt the funeral would be in safe hands	34	15	19	3	9	22	24	10	14	12	5	2	32	1	29	2	3	-	31	3
The presentation of their premises and staff (professional, smart etc.)	12%	12%	13%	5%	10%	16%	12%	14%	15%	15%	11%	5%	13%	6%	13%	8%	19%	-	12%	18%
They were a family-owned business/small chain, not a large brand	17	8	8	1	4	12	11	5	5	7	4	1	17	-	13	3	1	-	15	2
They were a household/well-known name/large brand, not a family-owned business	6%	7%	5%	2%	4%	9%	6%	7%	5%	8%	7%	2%	7%	-	6%	11%	4%	-	6%	10%
Weighted Base	17	6	11	2	4	10	10	7	7	4	3	3	15	1	15	1	1	-	16	1
Reputation/ professionalism	6%	5%	7%	4%	5%	8%	5%	9%	7%	5%	5%	7%	6%	7%	7%	4%	4%	-	6%	5%
Good customer/ user reviews/ ratings	5	1	4	2	1	3	5	-	2	-	2	2	5	-	5	-	-	-	5	-
Good reputation in the area	2%	1%	3%	3%	2%	2%	3%	-	2%	-	4%	3%	2%	-	3%	-	-	-	2%	-
They were a well-established firm/they've been in the business for years	63	33	30	11	17	35	44	19	24	22	10	7	59	2	52	3	5	3	60	3
I/we liked/were happy with/ trusted them and felt the funeral would be in safe hands	23%	27%	20%	23%	19%	26%	22%	26%	24%	28%	20%	16%	23%	12%	25%	11%	28%	19%	24%	18%
The presentation of their premises and staff (professional, smart etc.)	18	9	9	2	8	9	11	8	6	7	5	1	18	-	16	-	-	2	18	-
They were a family-owned business/small chain, not a large brand	7%	8%	6%	4%	8%	7%	5%	10%	6%	8%	9%	2%	7%	-	8%	-	-	12%	7%	-
They were a household/well-known name/large brand, not a family-owned business	7	6	1	3	1	3	3	4	4	-	3	-	7	-	4	-	1	2	7	-
Weighted Base	3%	5% ^b	1%	7%	1%	2%	2%	5%	4%	-	6% ^j	-	3%	-	2%	-	4%	12%	3%	-

Proportions/Mean: Columns Treated (9% risk level) - a,b - c,d,e - f,h - i,j,k,l - m,n - o,p,q,r - s,t
Overlap formulae used - *small base; **very small base (under 30) ineligible for sig testing
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Table 23
WOQ3A/WOQ3B Factor importance summary
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE-MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLAND (o)	SCOTLAND (p)	WALES (q)	NORTH EIRELAND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	271	122	149	48*	90*	134	198	73*	99*	79*	49*	43*	251	17**	213	26**	17**	15**	255	16**
Their funeral home/offices/ premises was in a convenient location	14 5%	10 8%b	4 3%	1 2%	5 6%	8 6%	10 5%	5 6%	6 6%	7 9%	1 2%	-	14 6%	-	11 5%	1 4%	2 12%	-	13 5%	1 6%
Their prices	16 6%	6 5%	10 7%	5 10%	3 4%	8 6%	14 7%	2 3%	8 8%	5 7%	2 3%	2 4%	14 6%	-	12 6%	2 7%	1 7%	1 7%	16 6%	1 4%
Their value for money	14 5%	3 2%	11 7%	2 5%	2 2%	9 7%	11 6%	2 3%	3 3%	5 6%	3 5%	3 6%	12 5%	2 12%	11 5%	2 7%	1 4%	-	12 5%	2 12%
Generally flexible to our needs	6 2%	3 2%	3 2%	2 4%	1 1%	4 3%	4 2%	3 4%	1 1%	2 2%	-	4 8%a	6 2%	-	5 3%	-	1 4%	-	5 2%	1 4%
Their range/types of funeral (NET)	39 14%	21 17%	18 12%	7 14%	11 13%	21 16%	31 16%	8 11%	17 17%	7 9%	7 14%	8 18%	35 14%	3 18%	35 16%	2 9%	1 4%	1 9%	35 14%	4 23%
They offered a good range of funeral options	14 5%	7 6%	7 5%	2 3%	4 5%	8 6%	13 7%	1 1%	8 6%	2 3%	2 3%	3 6%	11 4%	2 13%	14 6%	-	1 4%	-	14 5%	1 4%
Could choose a "green"/ environmentally conscious funeral	4 1%	1 1%	2 2%	-	1 1%	2 2%	4 2%	-	1 1%	-	3 5%a	-	4 1%	-	2 1%	1 5%	-	-	4 1%	-
Could choose a humanist/non-religious funeral	8 3%	3 3%	4 3%	2 4%	4 5%	1 1%	4 2%	4 5%	3 3%	3 4%	-	2 4%	8 3%	-	8 4%	-	-	-	7 3%	1 4%
Could choose a religious funeral	5 2%	3 2%	2 1%	2 5%	-	2 2%	3 1%	2 3%	2 2%	-	1 3%	2 3%	5 2%	-	4 2%	1 3%	-	-	4 2%	1 4%
Offered a 'simple'/no-trills funeral package	5 2%	2 2%	3 2%	1 2%	-	4 3%	4 2%	1 1%	2 2%	2 2%	1 2%	-	5 2%	-	5 2%	-	-	-	3 1%	2 10%
Offered a traditional funeral package	3 1%	2 2%	1 *	-	-	3 2%	3 1%	-	1 1%	1 2%	-	1 2%	2 1%	1 5%	3 1%	-	-	-	1 1%	1 9%

Proportions/Mean: Columns Tested (5% risk level) = a/b = c/d/e = f/h = i/j/k/l = m/n = o/p/q/r = st
Overlap formulae used = *small base; **very small base (under 30) ineligible for sig testing

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Table 23
WOQ3A/WOQ3B Factor importance summary
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	271	122	149	48*	90*	134	198	73*	99*	79*	49*	43*	251	17**	213	26**	17**	15**	255	16**
Offered a 'direct' burial (a burial without a service or ceremony beforehand)	1*	1	-	-	1	-	1	-	-	-	-	1	1	-	-	-	-	1	1	-
		1%	-	-	1%	-	1%	-	-	-	-	3%	1%	-	-	-	-	9%	*	-
Offered a 'direct' cremation (a cremation without a service or ceremony beforehand)	1*	1	-	-	-	1	1	-	1	-	-	-	1	-	1	-	-	-	1	-
		1%	-	-	-	1%	1%	-	1%	-	-	-	*	-	1%	-	-	-	*	-
Other (NET)	47	21	26	14	17	16	34	14	21	12	8	6	44	4	36	6	3	2	47	1
	17%	18%	17%	30%e	19%	12%	17%	19%	21%	15%	16%	13%	17%	21%	17%	22%	20%	12%	18%	4%
They used the crematorium that I/we wanted to use	18	11	7	4	8	6	15	3	5	7	4	1	17	1	14	3	1	-	18	-
	7%	9%	5%	9%	9%	4%	7%	4%	5%	9%	9%	2%	7%	5%	6%	11%	6%	-	7%	-
They used the natural burial ground that I/we wanted to use	4	2	2	-	1	3	2	2	1	2	-	1	4	-	1	3	-	-	4	-
	1%	1%	1%	-	1%	2%	1%	2%	1%	2%	-	2%	1%	-	*	11%	-	-	1%	-
There was a choice of officiator for the funeral service	2	2	-	1	-	1	2	-	1	-	1	-	2	-	2	-	-	-	2	-
	1%	2%	-	3%	-	*	1%	-	1%	-	3%	-	1%	-	1%	-	-	-	1%	-
I/we liked the look and feel of the premises/ funeral directors (e.g. location, appearance, buildings, gardens, cemetery, etc.)	2	-	2	1	-	1	1	1	1	-	-	1	2	-	1	1	-	-	2	-
	1%	-	1%	1%	-	1%	1%	1%	1%	-	-	2%	1%	-	*	3%	-	-	1%	-
Deceased's wishes	4	4	-	2	1	1	2	2	-	-	4	-	4	-	2	-	-	2	4	-
	1%	3%b	-	4%	1%	1%	1%	2%	-	-	8%ij	-	2%	-	1%	-	-	12%	1%	-
Choice made by another family member	6	2	4	3	2	2	3	3	5	*	-	1	6	-	6	-	-	-	6	-
	2%	2%	3%	5%	2%	1%	2%	4%	5%	1%	-	2%	3%	-	3%	-	-	-	2%	-

Proportions/Means: Columns Treated (95% risk level) - a,b - c,d,e - f,h - i,j,k,l - m,n - o,p,q,r - s,t
Overlap formulae used. * small base. ** very small base (under 30) ineligible for sig testing
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Table 23
WOQ3A/WOQ3B Factor importance summary
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
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	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	271	122	149	48*	90*	134	198	73*	99*	79*	49*	43*	251	17**	213	26**	17**	15**	255	16**
The funeral director's empathy / sensitivity	3	1	2	-	3	-	3	-	2	1	-	-	3	-	3	-	-	-	3	-
Other	1%	1%	1%	-	3%	-	1%	-	2%	2%	-	-	1%	-	1%	-	-	-	1%	-
Recommendation from a professional third-party (NET)	13	3	10	5	5	4	9	4	7	3	-	3	10	3	11	-	2	-	13	1
	5%	3%	7%	11%e	5%	3%	4%	6%	7%	4%	-	6%	4%	16%	5%	-	14%	-	5%	4%
	14	7	7	2	9	3	12	2	6	3	2	3	14	-	12	2	-	-	14	-
	5%	6%	5%	4%	10%e	2%	6%	3%	6%	4%	4%	7%	6%	-	6%	7%	-	-	6%	-
None	21	10	12	3	10	8	18	3	9	4	2	6	19	2	18	-	-	3	20	1
	8%	8%	8%	7%	11%	6%	9%	4%	9%	5%	5%	14%	8%	11%	9%	-	-	21%	8%	5%
Don't know	5	4	1	2	1	2	3	2	1	-	4	-	5	-	3	-	-	2	5	-
	2%	3%	1%	4%	1%	1%	2%	2%	1%	-	8%ij	-	2%	-	1%	-	-	12%	2%	-
Refused	2	-	2	-	2	-	2	-	-	1	-	1	2	-	2	-	-	-	2	-
	1%	-	1%	-	2%	-	1%	-	-	1%	-	2%	1%	-	1%	-	-	-	1%	-

Proportions/Means: Columns Tested (5% risk level) = ab - cde - fh - ijkl - mn - op/q - st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 24
WOQ3A/WOQ3B Factor importance summary
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	275	75	198	48	210	71	87	96
Weighted Base	271	75*	195	46*	209	69*	88*	93*
Effective Base	253	69	182	45	193	65	80	89
Personal experience of using them before, or of attending a funeral that they had arranged	134 49%	45 61%b	88 45%	10 22%	119 57%e	31 45%	43 48%	51 55%
The deceased had already passed into their care (i.e. from the place of death) and we didn't want to move them again	8 3%	2 2%	7 3%	3 6%	4 2%	3 4%	2 3%	3 3%
They were able to fit us in around the time we needed them	26 10%	5 7%	21 11%	1 3%	22 11%	7 9%	12 14%	5 6%
They were the only local firm	29 11%	9 12%	20 10%	4 8%	24 12%	8 11%	10 11%	8 9%
Recommendation (NET)	74 27%	18 24%	55 28%	13 29%	56 27%	14 20%	25 28%	28 30%
...by family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	60 22%	18 24%	40 21%	11 25%	45 22%	12 17%	18 20%	22 24%
...by a bereavement counsellor/ officer	5 2%	-	5 3%	1 2%	3 1%	1 2%	2 2%	2 2%
...by a member of staff at the care home/ hospice/hospital where the deceased died	4 1%	-	4 2%	-	4 2%	-	3 3%	1 1%
...by a religious leader	5 2%	-	5 2%	2 4%	3 1%	1 2%	1 1%	2 3%
...by a social worker	1 *	-	1 *	-	-	-	-	1 1%

Proportions/Means: Columns Totaled (95% risk level) ~ a/b ~ c/d ~ i/j
Overlap formulae used ~ small base

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Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Weighted Base	271	75*	195	46*	209	69*	88*	93*
...from someone else	2 1%	-	2 1%	1 2%	1 *	-	2 2%	-
Reputation/ professionalism	72	18	54	16	54	16	26	25
	26%	24%	28%	36%	26%	23%	29%	26%
Good customer/ user reviews/ ratings	22 8%	5 7%	17 9%	6 14%	16 8%	4 7%	9 10%	9 9%
Good reputation in the area	34 12%	10 13%	24 12%	6 13%	27 13%	6 8%	14 15%	10 11%
They were a well-established firm/they've been in the business for years	17 6%	3 4%	14 7%	3 7%	12 6%	5 7%	6 6%	5 5%
I/we liked/were happy with/ trusted them and felt the funeral would be in safe hands	17 6%	3 4%	14 7%	6 12%	11 5%	5 7%	5 6%	5 5%
The presentation of their premises and staff (professional, smart etc.)	5 2%	-	5 3%	1 2%	5 2%	1 2%	2 3%	2 2%
Their offer (NET)	63	16	46	18	39	21	21	19
	23%	21%	24%	30%	19%	30%	24%	20%
They were a family-owned business/small chain, not a large brand	18 7%	4 6%	14 7%	4 9%	11 6%	6 8%	7 8%	5 5%
They were a household/well-known name/large brand, not a family-owned business	7 3%	3 4%	4 2%	1 2%	6 3%	3 5%	-	4 4%
Their funeral home/offices/ premises was in a convenient location	14 5%	3 5%	11 6%	-	14 7%	3 5%	5 6%	5 5%

Proportions/Mean: Columns Totalled (95% risk level) ~ a/b ~ c/d ~ e/f ~ g/h
Overlap formulae used. * = small base
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

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Table 24
WOQ3A/WOQ3B Factor importance summary
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Weighted Base	271	75*	195	46*	209	69*	88*	93*
Their prices	16	5	11	8	4	8	6	2
	6%	6%	5%	17%^f	2%	12%^k	7%	2%
Their value for money	14	1	12	8	5	5	5	3
	5%	1%	6%	17%^f	3%	7%	6%	4%
Generally flexible to our needs	6	1	5	2	4	2	2	2
	2%	1%	3%	5%	2%	2%	2%	2%
Their range/types of funeral (NET)	39	11	28	11	27	9	11	19
	14%	15%	14%	24%	13%	13%	12%	20%
They offered a good range of funeral options	14	4	10	7	8	2	5	7
	5%	5%	5%	14%^f	4%	3%	6%	7%
Could choose a "green"/environmentally conscious funeral	4	1	2	2	1	1	1	1
	1%	2%	1%	5%^f	1%	2%	2%	1%
Could choose a humanist/non-religious funeral	8	-	8	1	5	-	3	5
	3%	-	4%	2%	3%	-	3%	5%
Could choose a religious funeral	5	2	3	-	5	4	-	1
	2%	3%	1%	-	2%	6%^j	-	1%
Offered a 'simple'/no-frills' funeral package	5	1	4	1	3	2	-	3
	2%	1%	2%	2%	2%	3%	-	3%
Offered a traditional funeral package	3	1	2	-	3	-	-	3
	1%	1%	1%	-	1%	-	-	3%
Offered a 'direct' burial (a burial without a service or ceremony beforehand)	1	1	-	-	1	-	1	-
	*	2%	-	-	1%	-	1%	-

Proportions/Mean: Columns Tested (5% risk level) ~ a/b ~ c/d ~ i/j
Overlap formulae used ~ *small base

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Table 24
WOQ3A/WOQ3B Factor importance summary
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Weighted Base	271	75*	195	46*	209	69*	88*	93*
Offered a 'direct' cremation (a cremation without a service or ceremony beforehand)	1	1	-	-	1	-	-	1
	1	1%	-	-	1%	-	-	1%
Other (NET)	47	13	34	12	35	16	10	18
	17%	17%	18%	26%	17%	23%	11%	19%
They used the crematorium that I/we wanted to use	18	2	15	5	13	8	4	4
	7%	3%	8%	10%	6%	12%	5%	5%
They used the natural burial ground that I/we wanted to use	4	4	-	-	4	1	-	3
	1%	5%b	-	-	2%	2%	-	3%
There was a choice of officiator for the funeral service	2	1	1	-	2	1	-	-
	1%	2%	*	-	1%	2%	-	-
I/we liked the look and feel of the premises/ funeral directors (e.g. location, appearance, buildings, gardens, cemetery, etc.)	2	1	1	-	2	-	-	2
	1%	1%	1%	-	1%	-	-	2%
Deceased's wishes	4	3	1	2	2	3	-	1
	1%	4%b	*	4%	1%	4%	-	1%
Choice made by another family member	6	-	6	3	3	*	1	2
	2%	-	3%	5%	2%	1%	1%	2%
The funeral director's empathy / sensitivity	3	-	3	3	-	3	-	-
	1%	-	1%	6%l	-	4%	-	-
Other	13	4	9	1	12	1	4	7
	5%	5%	5%	3%	6%	2%	5%	7%

Proportions: Means: Columns Tested (5% risk level) = a/b - e/f - i/j
Overlap formulae used. * small base

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Table 24
WOQ3A/WOQ3B Factor importance summary
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors
or had a choice but did not compare or had a choice of one funeral director only or don't know/can't remember whether they compared

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
271	75*	195	46*	209	69*	88*	93*
14	-	14	3	10	2	6	6
5%	-	7% ^{ab}	5%	5%	3%	7%	6%

Weighted Base Recommendation from a professional third-party (NET)	21	5	15	4	16	7	5	7
None	8%	7%	8%	8%	8%	10%	6%	8%
Don't know	5	3	2	3	2	4	-	1
	2%	4%	1%	7% ^{cf}	1%	5% ^j	-	1%
Refused	2	-	1	-	1	-	-	-
	1%	-	1%	-	1%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - e/f - i/j/k
Overlap formulae used - * small base

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Table 25
WOQ5 - Earlier you said that you compared the services of two or more funeral directors when deciding which funeral director to use. 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?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who compared funeral directors

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	48	20	28	11	13	24	40	8	20	12	8	8	43	4	42	2	2	2	47	1
Weighted Base	46*	19**	28**	11**	13**	22**	39*	7**	21**	11**	7**	8**	41*	4**	41*	2**	2**	2**	45*	1**
Effective Base	45	19	26	10	12	23	37	8	19	11	8	7	40	4	39	2	2	2	44	1
(+2) Very easy	18	8	9	2	7	9	14	4	8	3	4	3	18	-	15	-	1	2	17	1
	38%	45%	34%	16%	53%	41%	35%	58%	40%	27%	54%	37%	43%	-	38%	-	44%	100%	37%	100%
(+1) Fairly easy	23	7	15	8	4	10	21	2	11	5	2	5	18	3	21	1	1	-	23	-
	49%	39%	56%	75%	30%	47%	53%	28%	51%	44%	33%	63%	45%	76%	51%	50%	56%	-	50%	-
(0) Neither easy nor difficult	6	3	3	1	2	3	5	1	2	3	1	-	5	1	5	1	-	-	6	-
	13%	17%	10%	9%	17%	12%	12%	14%	9%	29%	13%	-	12%	24%	12%	50%	-	-	13%	-
(-1) Fairly difficult	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(-2) Vary difficult	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All easy (Net)	40	16	25	10	11	20	34	6	19	8	6	8	36	3	36	1	2	2	39	1
	87%	83%	90%	91%	83%	88%	88%	86%	91%	71%	87%	100%	88%	76%	88%	50%	100%	100%	87%	100%
All difficult (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET DIFFERENCE	40	16	25	10	11	20	34	6	19	8	6	8	36	3	36	1	2	2	39	1
	87%	83%	90%	91%	83%	88%	88%	86%	91%	71%	87%	100%	88%	76%	88%	50%	100%	100%	87%	100%
Mean	1.26	1.28	1.24	1.07	1.36	1.29	1.23	1.43	1.31	0.98	1.41	1.37	1.31	0.76	1.26	0.50	1.44	2.00	1.24	2.00
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/h - i/j/k/l - m/n - o/p/q/r - s/t
Overlap formulae used - * small base; ** very small base (under 30) ineligible for sig testing

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Table 26
WOQ5 - Earlier you said that you compared the services of two or more funeral directors when deciding which funeral director to use.
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?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who compared funeral directors

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	48	10	37	48	-	16	12	19
Weighted Base	46*	9**	36*	46*	..*	15**	11**	19**
Effective Base	45	9	35	45	-	15	12	18
(+2) Very easy	18	5	13	18	-	5	4	9
	38%	49%	37%	38%	-	32%	35%	49%
(+1) Fairly easy	22	4	19	23	-	8	5	8
	49%	41%	52%	49%	-	53%	49%	41%
(0) Neither easy nor difficult	6	1	4	6	-	2	2	2
	13%	10%	11%	13%	-	15%	16%	10%
(-1) Fairly difficult	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
(-2) Very difficult	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
All easy (Net)	40	8	32	40	-	13	9	17
	87%	90%	89%	87%	-	85%	84%	90%
All difficult (Net)	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
NET DIFFERENCE	40	8	32	40	0	13	9	17
	87%	90%	89%	87%	0%	85%	84%	90%
Mean	1.26	1.39	1.26	1.26	-	1.17	1.19	1.39
Don't know	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) = a/b = n1 / n2
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 27
WOQ6 - 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?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who had a choice and did not compare funeral directors
and did not use a funeral director already known to them

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	51	24	27	9	16	26	34	17	17	20	10	4	49	2	42	2	5	2	48	3
Weighted Base	53*	25**	28**	10**	21**	23**	36*	17**	20**	19**	10**	4**	51*	2**	44*	2**	5**	2**	51*	2**
Effective Base	47	22	25	8	15	25	31	16	16	18	9	4	45	2	38	2	4	2	44	3
It did not occur to me/us to compare	10	4	7	2	5	4	5	5	4	4	1	1	10	-	10	-	1	-	10	-
	20%	15%	24%	17%	24%	17%	15%	29%	21%	20%	15%	25%	20%	-	22%	-	16%	-	20%	-
Didn't want to/ couldn't/not appropriate (NET)	10	4	6	4	4	2	10	-	2	4	3	-	8	2	9	1	-	-	10	-
	19%	14%	23%	40%	19%	9%	26%	-	11%	22%	34%	-	16%	100%	20%	49%	-	-	20%	-
Everything needed to be arranged quickly, so there wasn't time	6	1	5	2	2	2	6	-	1	3	2	-	5	1	5	1	-	-	6	-
	12%	4%	20%	19%	12%	9%	18%	-	7%	16%	20%	-	11%	48%	12%	49%	-	-	12%	-
I/we felt too upset to talk about the funeral arrangements again and again to different people	2	1	1	1	1	-	2	-	1	-	1	-	1	1	2	-	-	-	2	-
	5%	6%	4%	10%	7%	-	7%	-	5%	-	14%	-	3%	52%	6%	-	-	-	5%	-
It's just not something you do/it's inappropriate in this type of situation	1	1	-	1	-	-	1	-	-	1	-	-	1	-	1	-	-	-	1	-
	2%	4%	-	12%	-	-	3%	-	-	6%	-	-	2%	-	3%	-	-	-	2%	-
Chose 1st option/ no clear difference (NET)	9	6	3	2	1	6	6	3	5	3	1	-	9	-	8	-	1	-	8	1
	17%	24%	11%	16%	7%	27%	17%	18%	25%	17%	8%	-	18%	-	18%	-	29%	-	17%	29%
I/we liked/were happy with/ trusted the first funeral director I/we contacted/looked at/met	7	5	2	1	1	5	5	2	4	2	1	-	7	-	6	-	1	-	7	1
	14%	21%	8%	7%	7%	23%	15%	13%	21%	12%	8%	-	14%	-	14%	-	29%	-	13%	29%
Funeral directors are all much the same/equally competent	2	1	1	1	-	1	1	1	1	1	-	-	2	-	2	-	-	-	2	-
	3%	3%	3%	9%	-	4%	2%	5%	4%	5%	-	-	3%	-	4%	-	-	-	3%	-

Proportions/Means: Columns Totalled 100% (risk level) = a/b = c/d = e = f/h = i/j/k/l = m/n = o/p/q/r = s/t
Overlap formulae used. * = small base. ** = very small base (under 30) ineligible for sig testing
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

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Table 27
WOQ6 - 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?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who had a choice and did not compare funeral directors and did not use a funeral director already known to them

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE-MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLAND (o)	SCOTLAND (p)	WALES (q)	NORTH IRELAND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	53*	25**	28**	10**	21**	23**	36*	17**	20**	19**	10**	4**	51*	2**	44*	2**	5**	2**	51*	2**
Didn't have a choice (NET)	1	1	-	-	1	-	1	-	-	1	-	-	1	-	1	-	-	-	1	-
	1%	3%	-	-	3%	-	2%	-	-	3%	-	-	1%	-	1%	-	-	-	1%	-
	1	1	-	-	1	-	1	-	-	1	-	-	1	-	1	-	-	-	1	-
	1%	3%	-	-	3%	-	2%	-	-	3%	-	-	1%	-	1%	-	-	-	1%	-
Trusted recommendation I was/we were given (NET)	16	8	8	1	6	9	10	6	6	5	2	3	16	-	13	1	1	1	16	-
	31%	32%	30%	12%	29%	41%	28%	36%	30%	28%	23%	75%	32%	-	29%	51%	31%	58%	32%	-
... by family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	12	6	6	1	5	6	9	3	5	5	-	3	12	-	10	-	1	1	12	-
	23%	25%	22%	12%	24%	28%	25%	19%	25%	25%	-	75%	24%	-	22%	-	31%	58%	24%	-
... by a member of staff at the care home/ hospice/hospital where the deceased died	1	1	-	-	-	1	-	1	-	1	-	-	1	-	1	-	-	-	1	-
	1%	3%	-	-	-	3%	-	4%	-	4%	-	-	1%	-	1%	-	-	-	1%	-
... by a religious leader	2	1	1	-	1	1	-	2	1	-	1	-	2	-	1	1	-	-	2	-
	4%	5%	4%	-	6%	5%	-	13%	5%	-	12%	-	4%	-	2%	51%	-	-	4%	-
... by someone else	1	-	1	-	-	1	-	1	-	-	1	-	1	-	1	-	-	-	1	-
	2%	-	4%	-	-	5%	3%	-	-	-	11%	-	2%	-	2%	-	-	-	2%	-
Trusted reputation/reviews (NET)	8	5	3	1	3	4	4	4	3	3	2	-	8	-	6	-	1	1	6	2
	15%	19%	11%	14%	13%	17%	11%	24%	16%	14%	21%	-	16%	-	14%	-	24%	42%	13%	71%
Trusted the customer/user reviews/ratings I/we saw for them	2	2	-	1	1	-	2	-	-	1	1	-	2	-	2	-	-	-	2	-
	4%	8%	-	14%	3%	-	6%	-	-	3%	14%	-	4%	-	5%	-	-	-	4%	-
Trusted the local word-of-mouth about them	3	2	1	-	2	1	2	1	1	2	-	-	3	-	2	-	1	-	3	-
	8%	7%	4%	-	8%	5%	5%	6%	5%	9%	-	-	6%	-	4%	-	24%	-	6%	-
Other	4	2	2	-	1	3	1	3	2	1	1	-	4	-	3	-	-	1	2	2
	7%	7%	7%	-	5%	12%	2%	17%	10%	4%	7%	-	7%	-	7%	-	-	42%	4%	71%

Proportions/Means: Columns Truncated (0% risk level) - a/b - c/d/e - f/h - i/j/k - m/n - o/p/q - r/st
Overlap formulae used - * small base; ** very small base (under 30) ineligible for sig testing
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Table 27
WOQ6 - 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?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who had a choice and did not compare funeral directors
and did not use a funeral director already known to them

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TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
	MALE (a)	FE-MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLAND (o)	SCOTLAND (p)	WALES (q)	NORTH ERN IRELAND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
53*	25**	28**	10**	21**	23**	36*	17**	20**	19**	10**	4**	51*	2**	44*	2**	5**	2**	51*	2**
3	2	1	-	1	2	-	3	1	1	1	-	3	-	2	1	-	-	3	-
6%	7%	4%	-	6%	8%	-	17%	5%	4%	12%	-	6%	-	4%	51%	-	-	6%	-
1	-	1	-	1	-	1	-	1	-	-	-	1	-	1	-	-	-	1	-
3%	-	5%	-	7%	-	4%	-	7%	-	-	-	3%	-	3%	-	-	-	3%	-

Proportions/Mean: Columns Tested (5% risk level) = ab - cd/e - fh - ijk/l - mn - op/q - st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 28
WOQ6 - 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?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who had a choice and did not compare funeral directors and did not use a funeral director already known to them

Unweighted Base
Weighted Base
Effective Base
It did not occur
to me/us to
compare
Didn't want to/
couldn't/not
appropriate (NET)
Everything
needed to be
arranged
quickly, so
there wasn't
time
I/we felt too
upset to talk
about the
funeral
arrangements
again and again
to different
people
It's just not
something you
do/it's
inappropriate in
this type of
situation
Chose 1st option/
no clear
difference (NET)
I/we liked/were
happy with/
trusted the
first funeral
director I/we
contacted/looked
at/met
Funeral
directors are
all much the
same/equally
competent

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
51	10	41	-	51	14	16	18
53*	10**	43*	-**	53*	15**	17**	18**
47	9	38	-	47	13	14	17
10	3	7	-	10	1	3	7
20%	31%	17%	-	20%	5%	17%	37%
10	-	10	-	10	4	4	2
19%	-	23%	-	19%	30%	21%	11%
6	-	6	-	6	3	2	1
12%	-	15%	-	12%	20%	15%	5%
2	-	2	-	2	1	-	1
5%	-	6%	-	5%	10%	-	6%
1	-	1	-	1	-	1	-
2%	-	3%	-	2%	-	7%	-
9	2	7	-	9	2	3	3
17%	19%	17%	-	17%	12%	15%	14%
7	2	6	-	7	2	1	3
14%	19%	13%	-	14%	12%	5%	14%
2	-	2	-	2	-	2	-
3%	-	4%	-	3%	-	10%	-

Proportions/Mean: Columns Tested (5% risk level) = a/b = c/d = i/j
Overlap formulae used. *small base; **very small base (under 30) ineligible for sig testing

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Table 28
WOQ6 - 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?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who had a choice and did not compare funeral directors and did not use a funeral director already known to them

Weighted Base
Didn't have a
choice (NET)

...because the
deceased had
already passed
into their care
and I/we didn't
want to move
them again

Trusted
recommendation I
was/we were given
(NET)

... by family
member(s)/
friend(s)/
neighbour(s)/
work
colleague(s)

... by a member
of staff at the
care home/
hospice/hospital
where the
deceased died

... by a
religious leader
... by someone
else

Trusted
reputation/reviews
(NET)

Trusted the
customer/user
reviews/ratings
I/we saw for
them

Trusted the
local word-of-
mouth about them

Other

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
53*	10**	43*	-**	53*	15**	17**	18**
1	-	1	-	1	-	-	1
1%	-	1%	-	1%	-	-	4%
1	-	1	-	1	-	-	1
1%	-	1%	-	1%	-	-	4%
16	4	13	-	16	5	8	2
31%	39%	29%	-	31%	36%	46%	11%

12	4	9	-	12	4	5	2
23%	39%	20%	-	23%	29%	28%	11%
1	-	1	-	1	-	1	-
1%	-	2%	-	1%	-	4%	-
2	-	2	-	2	-	2	-
4%	-	5%	-	4%	-	13%	-
1	-	1	-	1	1	-	-
2%	-	3%	-	2%	7%	-	-
8	2	6	-	8	2	1	5
15%	22%	13%	-	15%	14%	7%	27%

2	1	1	-	2	1	-	1
4%	15%	1%	-	4%	9%	-	4%
3	-	3	-	3	-	-	3
5%	-	7%	-	5%	-	-	16%
4	1	3	-	4	1	1	2
7%	7%	7%	-	7%	5%	7%	11%

Proportions/Mean: Columns Tested (5% risk level) = a/b = c/d = v/x
Overlap formulae used - *small base; **very small base (under 30) ineligible for sig testing

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Table 28
WOQ6 - 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?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who had a choice and did not compare funeral directors
and did not use a funeral director already known to them

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
53*	10**	43*	-**	53*	15**	17**	18**
3	-	3	-	3	-	3	-
6%	-	7%	-	6%	-	17%	-
1	-	1	-	1	1	-	-
3%	-	3%	-	3%	10%	-	-

Proportions/Mean: Columns Tested (5% risk level) = ab - ef = 1%
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 29
WOQ7_1 Thinking about all the things you had to decide with the funeral director, how easy or difficult was it to get all the information you needed to understand?
... which services you could choose not to buy from them
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, or who refused to say what type of "at need" funeral was arranged,
where a funeral director was engaged

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	331	150	181	53	92	186	245	86	112	109	58	52	310	18	261	32	21	17	309	22
Weighted Base	325	142	183	55*	106*	164	238	86*	120	95	58*	51*	304	18**	258	31**	18**	18**	307	17**
Effective Base	305	137	169	48	86	177	225	80	105	100	54	48	286	17	241	30	19	15	286	20
(+2) Very easy	176	62	114	28	56	92	120	56	72	48	35	21	167	9	139	17	11	10	166	10
54%	54%	44%	62%a	51%	53%	56%	50%	65%a	60%a	50%	61%a	41%	55%	48%	54%	54%	61%	55%	54%	60%
(+1) Fairly easy	95	52	43	14	35	46	75	20	30	27	17	21	87	7	75	8	4	7	89	6
29%	29%	37%b	23%	25%	33%	28%	31%	23%	25%	28%	30%	41%	28%	41%	29%	27%	25%	37%	29%	33%
(0) Neither easy nor difficult	43	24	19	11	12	19	35	8	17	14	3	9	39	2	38	3	1	2	42	1
13%	13%	17%	10%	20%	12%	12%	15%	9%	14%	14%	6%	17%	13%	11%	15%	9%	4%	9%	14%	4%
(-1) Fairly difficult	5	1	4	-	2	4	4	2	1	3	1	1	5	-	4	1	1	-	5	1
2%	2%	1%	2%	-	2%	2%	2%	2%	1%	3%	1%	2%	2%	-	1%	2%	5%	-	2%	4%
(-2) Very difficult	3	2	1	1	-	2	2	1	1	1	1	-	3	-	-	2	1	-	3	-
1%	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	2%	-	1%	-	-	6%	6%	-	1%	-
All easy (Net)	271	114	156	42	91	136	194	76	102	75	52	42	254	16	214	25	15	16	254	16
83%	83%	81%	85%	77%	85%	84%	82%	88%	85%	78%	91%	82%	83%	89%	83%	81%	86%	91%	83%	83%
All difficult (Net)	8	3	5	1	2	5	6	2	2	3	2	1	8	-	4	2	2	-	7	1
2%	2%	2%	3%	2%	2%	3%	2%	3%	2%	4%	3%	2%	3%	-	1%	8%	11%	-	2%	4%
NET DIFFERENCE	262	111	151	41	89	132	189	74	100	71	50	41	246	16	210	23	13	16	247	16
81%	81%	78%	83%	75%	84%	81%	79%	86%	83%	75%	87%	80%	81%	89%	81%	73%	75%	91%	80%	89%
Mean	1.36	1.22	1.46a	1.26	1.38	1.37	1.30	1.50	1.42	1.29	1.46	1.21	1.36	1.38	1.36	1.25	1.31	1.46	1.35	1.49
Don't know	4	1	3	1	2	1	4	-	-	4	-	-	4	-	3	1	-	-	4	-
1%	1%	1%	1%	1%	1%	1%	1%	-	-	4%a	-	-	1%	-	1%	3%	-	-	1%	-

Proportions: Means: Columns Tested (0% risk level) - a,b - c,d,e - f,h - i,j,k,l - m,n - o,p,q,r - s,t
Overlap formulae used. * - small base; ** - very small base (under 30) ineligible for sig testing

Table 30
WOQ7_1 Thinking about all the things you had to decide with the funeral director, how easy or difficult was it to get all the information you needed to understand?
... which services you could choose not to buy from them
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, or who refused to say what type of "at need" funeral was arranged, where a funeral director was engaged

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	331	93	236	48	266	81	106	119
Weighted Base	325	92*	231	46*	262	79*	105*	116
Effective Base	305	86	218	45	245	74	97	111
(+2) Very easy	176	48	127	22	146	36	54	70
	54%	52%	55%	46%	56%	46%	51%	61%
(+1) Fairly easy	95	25	70	15	76	25	36	30
	29%	27%	30%	33%	29%	32%	34%	26%
(0) Neither easy nor difficult	43	16	26	9	30	16	11	11
	13%	18%	11%	19%	11%	20%	11%	10%
(-1) Fairly difficult	5	2	4	-	5	-	2	3
	2%	2%	2%	-	2%	-	2%	3%
(-2) Very difficult	3	1	2	-	3	-	2	1
	1%	1%	1%	-	1%	-	2%	1%
All easy (Net)	271	73	197	37	222	62	90	100
	83%	79%	85%	81%	85%	79%	85%	87%
All difficult (Net)	8	3	5	-	8	-	4	4
	2%	3%	2%	-	3%	-	4%	3%
NET DIFFERENCE	262	70	191	37	214	62	86	96
	81%	76%	83%	81%	82%	79%	82%	83%
Mean	1.36	1.28	1.39	1.29	1.37	1.27	1.31	1.43
Don't know	4	-	4	-	2	1	-	-
	1%	-	2%	-	1%	1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - e/f - i/j/k
Overlap formulae used - * small base

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Table 31
WOQ7_2 Thinking about all the things you had to decide with the funeral director, how easy or difficult was it to get all the information you needed to understand?
... which services they themselves would provide and which would be provided through them by someone else (a sub-contractor)
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, or who refused to say what type of "at need" funeral was arranged,
where a funeral director was engaged

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	331	150	181	53	92	186	245	86	112	109	58	52	310	18	261	32	21	17	309	22
Weighted Base	325	142	183	55*	106*	164	238	86*	120	95	58*	51*	304	18**	258	31**	18**	18**	307	17**
Effective Base	305	137	169	48	86	177	225	80	105	100	54	48	286	17	241	30	19	15	286	20
(+2) Very easy	172	66	107	27	55	91	118	54	71	44	34	23	163	9	139	13	13	8	164	8
53%		46%	58%a	48%	52%	55%	50%	63%l	59%	47%	59%	44%	54%	51%	54%	41%	74%	45%	53%	47%
(+1) Fairly easy	84	40	45	14	30	40	69	16	22	32	15	16	77	6	64	11	2	7	78	6
26%		28%	24%	25%	28%	25%	29%	18%	18%	33%l	25%	32%	25%	32%	25%	36%	12%	37%	25%	36%
(0) Neither easy nor difficult	56	33	23	13	17	26	44	12	23	14	8	12	52	3	47	4	1	3	54	1
17%		23%b	13%	23%	16%	16%	18%	14%	19%	14%	13%	23%	17%	17%	18%	15%	4%	19%	18%	8%
(-1) Fairly difficult	7	2	5	1	1	4	5	2	3	2	1	1	7	-	4	1	2	-	6	1
2%		1%	3%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	-	1%	4%	11%	-	2%	4%
(-2) Very difficult	2	1	1	-	-	2	-	2	1	1	-	-	2	-	1	1	-	-	1	1
1%		*	1%	-	-	1%	-	2%l	1%	1%	-	-	1%	-	*	2%	-	-	*	6%
All easy (Net)	257	105	151	41	85	131	187	70	93	76	49	39	240	15	203	24	15	15	242	14
79%		74%	83%	74%	80%	80%	78%	81%	77%	80%	85%	76%	79%	83%	79%	77%	86%	81%	79%	83%
All difficult (Net)	8	2	6	1	1	6	5	3	4	3	1	1	8	-	5	2	2	-	7	2
3%		2%	3%	2%	1%	4%	2%	4%	3%	3%	2%	2%	3%	-	2%	6%	11%	-	2%	9%
NET DIFFERENCE	249	103	146	40	84	125	182	66	89	73	48	38	232	15	199	22	13	15	236	13
77%		73%	80%	72%	80%	76%	76%	77%	74%	77%	83%	74%	76%	83%	77%	72%	75%	81%	77%	73%
Mean	1.31	1.20	1.39	1.22	1.35	1.31	1.28	1.39	1.33	1.27	1.42	1.18	1.31	1.34	1.32	1.13	1.49	1.26	1.32	1.14
Don't know	4	1	3	1	3	1	3	1	1	3	-	-	4	-	3	1	-	-	4	-
1%		1%	1%	1%	2%	*	1%	1%	1%	3%	-	-	1%	-	1%	3%	-	-	1%	-

Proportions: Means: Columns Tested (0% risk level) = ab - cde - fh - ijkl - mn - op/q - st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 32
WOQ7_2 Thinking about all the things you had to decide with the funeral director, how easy or difficult was it to get all the information you needed to understand?
... which services they themselves would provide and which would be provided through them by someone else (a sub-contractor)
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, or who refused to say what type of "at need" funeral was arranged, where a funeral director was engaged

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	331	93	236	48	266	81	106	119
Weighted Base	325	92*	231	46*	262	79*	105*	116
Effective Base	305	86	218	45	245	74	97	111
(+2) Very easy	172	47	124	20	145	34	59	66
	53%	51%	54%	43%	55%	43%	56%	57%
(+1) Fairly easy	84	25	59	17	64	22	28	28
	26%	28%	26%	37%	24%	28%	27%	24%
(0) Neither easy nor difficult	56	18	38	9	43	22	15	16
	17%	19%	16%	19%	16%	28%jk	14%	14%
(-1) Fairly difficult	7	2	5	1	6	-	3	3
	2%	2%	2%	2%	2%	-	3%	3%
(-2) Very difficult	2	-	2	-	2	-	1	1
	1%	-	1%	-	1%	-	1%	1%
All easy (Net)	257	73	183	37	209	56	87	94
	79%	79%	79%	79%	80%	72%	82%	81%
All difficult (Net)	8	2	6	1	7	-	3	4
	3%	2%	3%	2%	3%	-	3%	4%
NET DIFFERENCE	249	71	177	36	201	56	83	90
	77%	77%	76%	78%	77%	72%	79%	78%
Mean	1.31	1.28	1.32	1.20	1.33	1.15	1.34	1.35
Don't know	4	-	4	-	3	*	-	1
	1%	-	2%	-	1%	1%	-	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - e/f - i/j/k
Overlap formulae used - * small base

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Table 33
WOQ7_3 Thinking about all the things you had to decide with the funeral director, how easy or difficult was it to get all the information you needed to understand?
... what you would be paying in total
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, or who refused to say what type of "at need" funeral was arranged,
where a funeral director was engaged

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	331	150	181	53	92	186	245	86	112	109	58	52	310	18	261	32	21	17	309	22
Weighted Base	325	142	183	55*	106*	164	238	86*	120	95	58*	51*	304	18**	258	31**	18**	18**	307	17**
Effective Base	305	137	169	48	86	177	225	80	105	100	54	48	286	17	241	30	19	15	286	20
(-2) Very easy	195	75	119	26	66	102	135	59	80	49	37	29	184	11	155	15	13	11	181	13
60%		53%	65%a	47%	62%	63%	57%	69%	67%j	51%	64%	56%	60%	59%	60%	49%	73%	64%	59%	75%
(+1) Fairly easy	77	42	35	14	22	41	63	15	21	26	14	16	70	6	61	12	1	3	73	4
24%		30%b	19%	26%	21%	25%	26%	17%	18%	27%	24%	32%	23%	32%	24%	40%	3%	18%	24%	25%
(0) Neither easy nor difficult	40	19	21	13	14	13	30	10	12	17	5	5	37	2	32	3	3	3	40	-
12%		14%	11%	23%e	13%	8%	13%	11%	10%	17%	9%	11%	12%	10%	12%	8%	14%	18%	13%	-
(-1) Fairly difficult	7	3	4	1	1	5	6	1	4	1	1	1	7	-	6	-	1	-	7	-
2%		2%	2%	1%	1%	3%	2%	1%	3%	1%	2%	1%	2%	-	2%	-	6%	-	2%	-
(-2) Very difficult	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All easy (Net)	272	117	155	40	88	144	198	74	102	75	51	45	254	16	216	27	14	15	255	17
84%		83%	85%	73%	83%	88%a	83%	86%	84%	78%	88%	88%	83%	90%	84%	80%	77%	82%	83%	100%
All difficult (Net)	7	3	4	1	1	5	6	1	4	1	1	1	7	-	6	-	1	-	7	-
2%		2%	2%	1%	1%	3%	2%	1%	3%	1%	2%	1%	2%	-	2%	-	6%	-	2%	-
NET DIFFERENCE	265	114	151	39	87	138	193	73	97	74	50	44	247	16	210	27	13	15	248	17
82%		81%	83%	72%	82%	85%a	81%	84%	81%	77%	86%	87%	81%	90%	81%	89%	71%	82%	81%	100%
Mean	1.44	1.35	1.51	1.22	1.49	1.49c	1.40	1.56	1.51	1.32	1.52	1.43	1.45	1.49	1.44	1.42	1.50	1.45	1.43	1.75
Don't know	6	2	4	1	3	2	5	2	2	3	1	-	6	-	5	1	1	-	6	-
2%		1%	2%	3%	3%	1%	2%	2%	2%	3%	2%	-	2%	-	2%	3%	4%	-	2%	-

Proportions: Means: Columns Tested (0% risk level) = ab - cd/e - fh - ij/k - mn - op/q - st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 34
WOQ7_3 Thinking about all the things you had to decide with the funeral director, how easy or difficult was it to get all the information you needed to understand?
... what you would be paying in total
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, or who refused to say what type of "at need" funeral was arranged,
where a funeral director was engaged

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	331	93	236	48	266	81	106	119
Weighted Base	325	92*	231	46*	262	79*	105*	116
Effective Base	305	86	218	45	245	74	97	111
(+2) Very easy	195	53	141	22	164	46	66	72
	60%	57%	61%	47%	62%	58%	63%	62%
(+1) Fairly easy	77	24	53	15	60	21	28	26
	24%	26%	23%	33%	23%	26%	26%	23%
(0) Neither easy nor difficult	40	14	26	8	28	11	12	12
	12%	15%	11%	16%	11%	14%	11%	10%
(-1) Fairly difficult	7	2	5	1	5	1	-	5
	2%	2%	2%	2%	2%	1%	-	5%j
(-2) Very difficult	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
All easy (Net)	272	77	194	37	224	66	94	98
	84%	83%	84%	80%	85%	85%	89%	85%
All difficult (Net)	7	2	5	1	5	1	-	5
	2%	2%	2%	2%	2%	1%	-	5%j
NET DIFFERENCE	265	75	189	36	219	66	94	93
	82%	82%	82%	79%	83%	83%	89%	80%
Mean	1.44	1.39	1.47	1.26	1.48	1.43	1.51	1.42
Don't know	6	-	6	-	5	*	-	-
	2%	-	3%	-	2%	1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - e/f - i/j/k
Overlap formulae used - * small base

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Table 35
WOQ7_4 Thinking about all the things you had to decide with the funeral director, how easy or difficult was it to get all the information you needed to understand?
... what the price did and did not cover
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, or who refused to say what type of "at need" funeral was arranged,
where a funeral director was engaged

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	331	150	181	53	92	186	245	86	112	109	58	52	310	18	261	32	21	17	309	22
Weighted Base	325	142	183	55*	106*	164	238	86*	120	95	58*	51*	304	18**	258	31**	18**	18**	307	17**
Effective Base	305	137	169	48	86	177	225	80	105	100	54	48	286	17	241	30	19	15	286	20
(+2) Very easy	183	70	114	29	58	96	130	54	77	49	30	26	173	10	149	15	13	7	173	11
	56%	49%	62%a	53%	55%	59%	54%	62%	64%	52%	53%	52%	57%	54%	58%	48%	70%	38%	56%	61%
(+1) Fairly easy	85	45	40	11	29	45	63	22	24	25	19	18	80	4	65	12	1	7	81	4
	26%	32%	22%	20%	27%	27%	26%	25%	20%	26%	32%	34%	26%	20%	25%	38%	7%	40%	26%	23%
(0) Neither easy nor difficult	43	21	22	12	15	16	33	9	16	15	4	7	39	3	34	3	3	4	40	3
	13%	15%	12%	22%e	14%	10%	14%	11%	13%	16%	7%	14%	13%	18%	13%	8%	14%	23%	13%	16%
(-1) Fairly difficult	6	3	3	1	1	4	6	-	2	1	3	-	6	1	4	1	1	-	6	-
	2%	2%	2%	2%	1%	2%	2%	-	2%	1%	6%	-	2%	3%	2%	4%	6%	-	2%	-
(-2) Very difficult	2	1	1	-	-	2	2	-	-	-	-	-	1	1	2	-	-	-	2	-
	1%	1%	*	-	-	1%	1%	-	-	2%	-	-	*	5%	1%	-	-	-	1%	-
All easy (Net)	268	115	154	40	87	141	193	76	101	75	49	44	253	13	214	26	14	14	254	15
	83%	81%	84%	73%	82%	86%a	81%	87%	84%	78%	85%	86%	83%	74%	83%	85%	77%	77%	83%	84%
All difficult (Net)	8	4	3	1	1	5	8	-	2	2	3	-	6	1	6	1	1	-	8	-
	2%	3%	2%	2%	1%	3%	3%	-	2%	3%	6%	-	2%	8%	2%	4%	6%	-	3%	-
NET DIFFERENCE	261	110	150	39	86	136	185	76	99	72	46	44	247	12	209	25	13	14	246	15
	80%	78%	82%	71%	81%	83%	78%	87%	82%	76%	79%	86%	81%	66%	81%	82%	71%	77%	80%	84%
Mean	1.39	1.28	1.47a	1.27	1.39	1.42	1.34	1.52	1.49	1.30	1.34	1.37	1.41	1.15	1.41	1.33	1.46	1.15	1.38	1.45
Don't know	6	2	4	1	3	2	5	2	2	3	1	-	6	-	5	1	1	-	6	-
	2%	1%	2%	3%	3%	1%	2%	2%	2%	3%	2%	-	2%	-	2%	3%	4%	-	2%	-

Proportions: Means: Columns Tested (0% risk level) = ab - cd/e - fh - ij/k - mn - op/q - st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 36
WOQ7_4 Thinking about all the things you had to decide with the funeral director, how easy or difficult was it to get all the information you needed to understand?
... what the price did and did not cover
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, or who refused to say what type of "at need" funeral was arranged, where a funeral director was engaged

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	331	93	236	48	266	81	106	119
Weighted Base	325	92*	231	46*	262	79*	105*	116
Effective Base	305	86	218	45	245	74	97	111
(+2) Very easy	183	49	133	20	156	40	62	71
	56%	53%	56%	43%	59% ^e	51%	59%	61%
(+1) Fairly easy	85	22	62	15	67	25	32	26
	26%	24%	27%	33%	25%	32%	30%	22%
(0) Neither easy nor difficult	43	16	26	9	30	11	9	17
	13%	18%	11%	19%	11%	14%	9%	14%
(-1) Fairly difficult	6	3	4	2	4	2	2	2
	2%	3%	2%	4%	2%	2%	2%	2%
(-2) Very difficult	2	2	-	1	1	1	-	1
	1%	2%	-	2%	*	1%	-	1%
All easy (Net)	268	71	196	35	223	64	94	96
	83%	78%	85%	76%	85%	82%	89%	83%
All difficult (Net)	8	4	4	3	5	3	2	3
	2%	5%	2%	6%	2%	3%	2%	2%
NET DIFFERENCE	201	67	192	32	216	62	91	94
	60%	73%	83%	70%	83% ^e	79%	86%	81%
Mean	1.39	1.25	1.45	1.11	1.45 ^e	1.29	1.45	1.42
Don't know	6	-	6	-	5	*	-	-
	2%	-	3%	-	2%	1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - e/f - i/j/k
Overlap formulae used - * small base

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Table 37
WOQG - And, approximately, how much did the funeral arrangements cost in total - pounds?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, or who refused to say what type of "at need" funeral was arranged, where a funeral director was engaged

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE					ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE-MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLAND (o)	SCOTLAND (p)	WALES (q)	NORTH IRELAND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)	
Unweighted Base	331	150	181	53	92	186	245	86	112	109	58	52	310	18	261	32	21	17	309	22	
Weighted Base	325	142	183	55*	106*	164	238	86*	120	95	58*	51*	304	18**	258	31**	18**	18**	307	17**	
Effective Base	305	137	169	48	86	177	225	80	105	100	54	48	286	17	241	30	19	15	286	20	
(1000) Up to 2,000	21	4	18	5	6	11	19	2	8	4	7	3	21	-	16	3	-	3	20	1	
	7%	3%	10%a	9%	5%	6%	8%	3%	7%	4%	11%	5%	7%	-	6%	9%	-	15%	7%	8%	
(2499.5) 2,001-3,000	57	29	28	12	18	27	44	13	16	18	14	9	52	4	43	2	5	7	55	2	
	18%	21%	15%	21%	17%	17%	18%	15%	13%	19%	24%	18%	17%	22%	17%	6%	29%	41%	18%	12%	
(3499.5) 3,001-4,000	105	44	62	11	38	57	78	28	40	27	16	23	101	3	80	16	4	5	103	3	
	32%	31%	34%	20%	35%	35%a	33%	32%	33%	28%	27%	44%	33%	16%	31%	52%	21%	30%	33%	16%	
(4499.5) 4,001-5,000	64	29	35	8	21	35	44	20	27	21	8	8	59	4	51	6	4	2	58	6	
	20%	20%	19%	15%	20%	21%	18%	24%	23%	22%	13%	16%	20%	25%	20%	19%	25%	14%	19%	35%	
(5001) Over 5,000	52	23	28	12	16	23	36	15	21	14	11	5	47	4	46	2	3	-	49	2	
	16%	16%	15%	22%	15%	14%	15%	18%	18%	15%	19%	10%	16%	25%	18%	8%	18%	-	16%	14%	
More than 4,000	116	52	63	21	37	58	80	36	49	35	19	13	107	9	97	8	8	2	107	9	
	36%	37%	35%	38%	35%	35%	34%	41%	40%	37%	32%	26%	35%	49%	38%	27%	43%	14%	35%	49%	
More than 3,000	221	96	125	32	75	115	158	63	89	62	34	36	208	12	177	24	11	8	210	11	
	68%	68%	68%	57%	70%	70%	66%	73%	74%	65%	59%	71%	68%	66%	69%	79%	64%	44%	68%	65%	
More than 2,000	278	125	153	43	93	143	202	76	104	80	48	46	260	16	220	26	17	15	265	13	
	86%	88%	84%	78%	87%	87%	85%	89%	87%	84%	83%	89%	85%	88%	85%	85%	93%	85%	86%	77%	
Up to 3,000	79	33	45	17	24	38	63	16	24	22	21	12	73	4	59	5	5	10	75	4	
	24%	23%	25%	30%	22%	23%	26%	18%	20%	23%	36%a	24%	24%	22%	23%	15%	29%	56%	24%	20%	
Up to 4,000	184	77	107	27	61	95	141	43	64	49	36	35	174	7	139	21	9	15	178	6	
	57%	54%	59%	50%	58%	58%	59%	50%	53%	51%	62%	68%	57%	39%	54%	67%	50%	86%	58%	36%	
Up to 5,000	248	106	142	36	82	130	184	63	91	70	44	43	234	12	190	26	13	18	236	12	
	76%	75%	78%	65%	78%	79%a	77%	74%	76%	73%	76%	84%	77%	63%	74%	86%	75%	100%	77%	71%	
Mean	3602.9	3694.7	3533.3	3554.9	3625.9	3603.2	3529.9	3807.5	3706.5	3670.9	3384.4	3491.3	3588.5	3945.3	3657.4	3536.3	3747.9	2852.9	3593.5	3783.6	
Don't know	22	10	13	7	7	9	16	6	5	11	3	3	20	2	19	2	1	-	20	3	
	7%	7%	7%	12%	6%	5%	7%	7%	5%	11%	5%	5%	7%	12%	7%	6%	7%	-	6%	15%	
Refused	3	3	-	-	1	2	2	1	2	*	-	-	3	-	3	-	-	-	3	-	
	1%	2%	-	-	1%	1%	1%	1%	2%	*	-	-	1%	-	1%	-	-	-	1%	-	

Proportions/Mean: Columns Tested (0% risk level) - a/b - c/d/e - f/h - i/j/k/l - m/n - o/p/q/r - s/t
Overlap formulae used - *small base; **very small base (under 30) ineligible for sig testing

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Table 38
WOQ8 - And, approximately, how much did the funeral arrangements cost in total - pounds?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, or who refused to say what type of "at need" funeral was arranged, where a funeral director was engaged

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	331	93	236	48	266	81	106	119
Weighted Base	325	92*	231	46*	262	79*	105*	116
Effective Base	305	86	218	45	245	74	97	111
(1000) Up to	21	7	14	3	16	21	-	-
2,000	7%	8%	6%	7%	6%	27%jk	-	-
(2499.5) 2,001-	57	23	34	12	42	57	-	-
3,000	16%	25%b	15%	25%	16%	73%jk	-	-
(3499.5) 3,001-	105	28	77	11	90	-	105	-
4,000	32%	31%	33%	24%	34%	-	100%k	-
(4499.5) 4,001-	64	12	52	10	54	-	-	64
5,000	20%	13%	22%	21%	21%	-	-	55%ij
(5001) Over	52	19	33	9	42	-	-	52
5,000	16%	21%	14%	19%	16%	-	-	45%ij
More than 4,000	116	31	84	19	96	-	-	116
	36%	34%	36%	41%	37%	-	-	100%ij
More than 3,000	221	59	161	30	186	-	105	116
	68%	64%	70%	64%	71%	-	100%l	100%l
More than 2,000	278	82	195	42	229	57	105	116
	86%	89%	84%	89%	87%	73%	100%l	100%l
Up to 3,000	79	30	48	15	58	79	-	-
	24%	33%b	21%	32%	22%	100%jk	-	-
Up to 4,000	184	58	124	26	148	79	105	-
	57%	63%	54%	56%	56%	100%k	100%k	-
Up to 5,000	248	70	176	36	202	79	105	64
	76%	77%	76%	77%	77%	100%k	100%k	55%
Mean	3602.9	3495.17	3652.96	3580.40	3644.80	2091.27	3499.50l	4723.72j
Don't know	22	3	20	2	16	-	-	-
	7%	3%	9%	3%	6%	-	-	-
Refused	3	-	3	-	2	-	-	-
	1%	-	1%	-	1%	-	-	-

Proportions: Means: Columns Tested (5% risk level) - a/b - e/f - i/j/k
Overlap formulae used. * small base

Table 39
WOQ9 - And compared with what you thought the funeral arrangements were likely to cost, would you say this was...?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months where a funeral director was engaged
who reported a price or refused to say what the price was

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERIN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	309	141	168	46	87	176	230	79	107	98	55	49	290	16	243	30	19	17	290	19
Weighted Base	303	132	170	48*	100*	155	223	80*	115	85*	55*	48*	284	16**	239	29**	17**	18**	288	15**
Effective Base	285	128	157	42	81	167	212	74	101	90	51	45	268	15	224	28	18	15	268	18
Less than you expected it to cost	27	12	15	5	5	16	19	8	12	6	5	5	26	1	22	2	2	1	25	2
	9%	9%	9%	11%	5%	11%	8%	10%	10%	7%	9%	10%	9%	8%	9%	5%	13%	6%	9%	16%
About what you expected it to cost	226	101	125	31	83	112	164	62	88	64	39	35	218	8	176	24	10	16	216	10
	75%	76%	74%	64%	83% ^c	72%	74%	78%	77%	75%	72%	72%	77%	52%	74%	83%	59%	90%	75%	66%
More than you expected it to cost	46	18	28	11	11	24	39	8	14	14	11	8	38	6	39	3	4	-	45	1
	15%	14%	16%	23%	11%	16%	17%	10%	12%	16%	19%	17%	13%	40%	16%	12%	25%	-	16%	8%
Don't know	1	1	1	-	-	1	1	1	-	1	-	1	1	-	-	-	1	1	-	1
	*	1%	*	-	-	1%	*	1%	-	1%	-	2%	*	-	-	-	4%	-	-	9%
Refused	2	-	2	1	-	1	1	1	1	1	-	-	2	-	2	-	-	-	2	-
	1%	-	1%	2%	-	*	*	1%	1%	1%	-	-	1%	-	1%	-	-	-	1%	-

Proportions/Mean: Columns Tested (5% risk level) = ab - cd/e - fh - ij/k - mn - op/q - st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 40
WQ99 - And compared with what you thought the funeral arrangements were likely to cost, would you say this was...?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months where a funeral director was engaged
who reported a price or refused to say what the price was

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	309	90	217	47	250	81	106	119
Weighted Base	303	89*	212	45*	246	79*	105*	116
Effective Base	285	83	200	44	230	74	97	111
Less than you expected it to cost	27	5	22	3	23	12	8	7
	9%	6%	10%	6%	9%	15%	8%	6%
About what you expected it to cost	226	70	156	30	189	61	83	80
	75%	78%	74%	67%	77%	78%	78%	69%
More than you expected it to cost	46	13	33	11	33	6	14	26
	15%	15%	15%	25% ^f	13%	8%	13%	23% ^h
Don't know	1	1	1	-	1	-	1	1
	*	1%	*	-	*	-	1%	1%
Refused	2	1	1	1	1	-	-	2
	1%	1%	*	2%	*	-	-	1%

Proportions/Mean: Columns Tested (0% risk level) - a/b - e/f - i/j/k
Overlap formulae used. * small base

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Table 41
WOQ10 - May I just double-check ... When you were deciding which funeral director to use, did you search online for any information about them?
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors or had a choice but did not compare or don't know/can't remember whether they compared

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	224	104	120	37	64	123	160	64	84	69	39	32	210	13	176	20	16	12	209	15
Weighted Base	225	101*	124	40*	75*	111	159	66*	90*	63*	39*	33**	210	13**	177	20**	15**	13**	212	13**
Effective Base	206	95	112	33	59	117	147	60	78	64	36	29	194	12	162	19	15	11	193	14
Yes, I/we definitely searched online for information	31	10	21	10	6	15	25	6	15	7	4	5	28	3	27	2	1	1	31	-
14%	14%	10%	17%	25% ^d	8%	13%	16%	9%	16%	11%	11%	16%	13%	22%	15%	9%	10%	5%	15%	-
Yes, I think that I/we searched online for information, but I'm not sure	11	5	6	3	5	3	7	4	3	1	5	3	9	1	9	-	2	-	10	1
5%	5%	5%	5%	9%	6%	3%	4%	6%	3%	1%	12% ^j	8%	4%	8%	5%	-	11%	-	5%	8%
No, I/we did not search online for information	181	85	96	26	62	93	125	56	71	54	30	25	172	9	139	18	12	13	169	12
80%	80%	84%	77%	66%	83%	84% ^c	79%	85%	79%	87%	77%	77%	82%	69%	78%	91%	79%	95%	80%	92%
All searching online (Net)	42	16	27	14	11	18	32	10	18	8	9	8	37	4	37	2	3	1	41	1
19%	19%	16%	21%	34% ^{d,e}	15%	16%	20%	15%	20%	12%	23%	23%	18%	31%	21%	9%	21%	5%	19%	8%
Don't know	2	1	1	-	2	-	2	-	1	-	-	-	2	-	1	-	-	-	2	-
1%	1%	1%	1%	-	2%	-	1%	-	1%	1%	-	-	1%	-	1%	-	-	-	1%	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) = ab - cde - fh - ijkl - mn - op/q - st
Overlap formulae used: * small base; ** very small base (under 30) ineligible for sig testing

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Table 42
WOQ10 - May I just double-check ... When you were deciding which funeral director to use, did you search online for any information about them?
Base: All Adults 18+ in the UK involved in arranging an "at need" funeral in the past 24 months who compared funeral directors or had a choice but did not compare or don't know/can't remember whether they compared

	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	224	58	164	48	159	57	71
Weighted Base	225	60*	163	46*	162	56*	74*
Effective Base	206	54	151	45	146	52	65
Yes, I/we	31	5	26	25	6	7	9
definitely	14%	8%	16%	53% ^f	3%	12%	12%
searched online							
for information							
Yes, I think that	11	4	7	4	5	6	1
I/we searched	5%	6%	4%	9%	3%	10% ^j	1%
online for							
information, but							
I'm not sure							
No, I/we did not	181	51	129	18	152	44	63
search online for	80%	86%	79%	38%	94% ^e	77%	85%
information							
All searching	42	8	32	29	10	12	10
online (Net)	19%	14%	20%	62% ^f	6%	22%	13%
Don't know	2	-	2	-	-	1	-
	1%	-	1%	-	-	1%	2%
Refused	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - e/f - i/j/k
Overlap formulae used - * small base

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Table 43
WOQ11A - Thinking about all the things you wanted to find out, how easy or difficult was it to get information you needed about them online?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who searched online for information about funeral directors

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	44	17	27	13	11	20	33	11	18	9	9	8	39	4	37	2	4	1	43	1
Weighted Base	42*	16**	27**	14**	11**	18**	32*	10**	18**	8**	9**	8**	37*	4**	37*	2**	3**	1**	41*	1**
Effective Base	42	16	26	12	10	19	31	10	18	8	7	7	37	4	35	2	4	1	41	1
(+2) Very easy	20	9	10	6	4	9	14	6	7	4	6	3	20	-	16	1	2	1	20	-
	46%	58%	39%	43%	40%	53%	42%	60%	37%	54%	67%	36%	53%	-	43%	50%	77%	100%	47%	-
(+1) Fairly easy	18	6	12	8	5	6	17	1	10	4	1	4	13	4	17	1	-	-	18	-
	43%	37%	47%	57%	42%	33%	54%	10%	53%	46%	10%	56%	35%	100%	47%	50%	-	-	44%	-
(0) Neither easy nor difficult	4	1	4	-	2	2	1	3	2	-	2	1	4	-	4	-	1	-	3	1
	11%	5%	14%	-	18%	14%	4%	31%	10%	-	23%	9%	12%	-	10%	-	23%	-	8%	100%
(-1) Fairly difficult	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(-2) Very difficult	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All easy (Net)	38	15	23	14	9	15	31	7	16	8	7	7	33	4	33	2	2	1	38	-
	89%	95%	86%	100%	82%	86%	96%	69%	90%	100%	77%	91%	88%	100%	90%	100%	77%	100%	92%	-
All difficult (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.36	1.54	1.25	1.43	1.21	1.39	1.38	1.29	1.27	1.54	1.44	1.27	1.41	1.00	1.32	1.50	1.53	2.00	1.39	0.00
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (95% risk level) ** ab - cde - fh - ijkl - mn - op/q - st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 44
WOQ11A - Thinking about all the things you wanted to find out, how easy or difficult was it to get information you needed about them online?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who searched online for information about funeral directors

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	44	8	34	30	11	12	11	20
Weighted Base	42*	8**	32*	29**	10**	12**	10**	19**
Effective Base	42	8	32	29	10	11	11	19
(+2) Very easy	20	5	13	12	6	4	5	9
	48%	62%	42%	43%	57%	31%	57%	47%
(+1) Fairly easy	18	3	15	16	3	7	3	8
	43%	38%	47%	54%	28%	53%	38%	44%
(0) Neither easy nor difficult	4	4	4	1	2	2	1	2
	11%	-	12%	2%	17%	16%	7%	9%
(-1) Fairly difficult	-	-	-	-	-	-	-	-
(-2) Very difficult	-	-	-	-	-	-	-	-
All easy (Net)	38	8	28	28	9	10	9	17
	89%	100%	88%	98%	83%	84%	93%	91%
All difficult (Net)	-	-	-	-	-	-	-	-
Mean	1.36	1.62	1.30	1.41	1.40	1.14	1.50	1.38
Don't know	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) = a/b = e/f = i/j/k
Overlap formulae used. * = small base; ** = very small base (under 30) ineligible for sig testing

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Table 45
WOQ11B - Can you tell me why you didn't search online for information about them?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who didn't search online for information about funeral directors

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	178	86	92	24	51	103	125	53	65	59	30	24	169	9	137	18	12	11	164	14
Weighted Base	181	85*	96*	26**	62*	93*	125	56*	71*	54*	30**	25**	172	9**	139	18**	12**	13**	169	12**
Effective Base	163	78	85	21	48	98	114	49	60	55	27	22	155	8	125	17	11	10	151	13
Didn't need to/ didn't think to (NET)	147	71	76	20	47	80	102	45	56	48	24	19	138	9	110	16	10	11	139	8
	81%	84%	79%	76%	76%	86%	82%	80%	79%	88%	80%	75%	80%	100%	80%	86%	88%	89%	82%	66%
They were already known to me/us	135	63	71	18	42	75	92	43	52	42	24	17	125	9	101	16	9	9	128	6
	74%	75%	74%	68%	68%	80%	74%	76%	73%	77%	80%	68%	73%	100%	73%	86%	79%	75%	76%	54%
Didn't occur to me/us to use the internet/go online	11	6	5	1	5	5	9	2	4	5	1	1	11	-	10	-	-	1	10	1
	6%	7%	5%	4%	8%	5%	7%	4%	5%	10%	3%	4%	6%	-	7%	-	-	8%	6%	5%
It's just not something you do/ it's inappropriate for this kind of purchase	3	2	1	1	-	2	2	1	1	1	-	1	3	-	1	-	1	1	2	1
	1%	2%	1%	3%	-	2%	1%	2%	1%	2%	-	3%	2%	-	1%	-	9%	6%	1%	6%
Prefer to use providers recommended by (NET)	27	12	14	5	12	10	20	7	11	6	6	3	27	-	22	3	1	1	27	-
	15%	14%	15%	18%	20%	11%	16%	12%	16%	12%	20%	12%	16%	-	16%	18%	6%	9%	16%	-
... family member(s)/ friend(s)/ neighbour(s)/work colleague(s)	21	9	12	5	9	7	16	5	8	6	5	3	21	-	18	2	1	1	21	-
	12%	11%	12%	18%	15%	8%	13%	9%	11%	11%	16%	12%	12%	-	13%	11%	6%	9%	13%	-
... a member of staff at the care home/hospice/ hospital where the deceased died	2	1	2	-	2	1	2	1	2	1	-	-	2	-	2	-	-	-	2	-
	1%	1%	2%	-	2%	1%	1%	1%	2%	1%	-	-	1%	-	2%	-	-	-	1%	-
... a religious leader	2	2	-	-	1	1	1	1	1	-	1	-	2	-	1	1	-	-	2	-
	1%	3%	-	-	2%	1%	1%	2%	1%	-	4%	-	1%	-	1%	7%	-	-	1%	-
... a social worker	1	-	1	-	-	1	1	-	1	-	-	-	1	-	1	-	-	-	1	-
	1%	-	1%	-	-	1%	1%	-	1%	-	-	-	1%	-	1%	-	-	-	1%	-
Don't trust online information about funeral directors as it is (NET)	3	2	1	-	1	2	3	-	-	2	1	-	3	-	3	-	-	-	3	-
	1%	2%	1%	-	1%	2%	2%	-	-	3%	3%	-	2%	-	2%	-	-	-	2%	-
... patchy/ inconsistent/ unreliable	1	-	1	-	-	1	1	-	-	1	-	-	1	-	1	-	-	-	1	-
	*	-	1%	-	-	1%	1%	-	-	2%	-	-	*	-	1%	-	-	-	*	-

Proportions/Mean: Columns Tested (5% risk level) = a/b = c/d/e = f/h = i/j/k/l = m/n = o/p/q/r = s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 45
WOQ11B - Can you tell me why you didn't search online for information about them?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who didn't search online for information about funeral directors

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	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	181	85*	96*	26**	62*	93*	125	56*	71*	54*	30**	25**	172	9**	139	18**	12**	13**	169	12**
...not impartial	1	1	-	-	1	-	1	-	-	-	1	-	1	-	1	-	-	-	1	-
*	1	1%	-	-	1%	-	1%	-	-	-	3%	-	*	-	1%	-	-	-	1%	-
...not provided in a standard/like-for-like way	1	1	-	-	-	1	1	-	-	1	-	-	1	-	1	-	-	-	1	-
	1	1%	-	-	-	1%	1%	-	-	2%	-	-	1%	-	1%	-	-	-	1%	-
Could not (NET)	8	2	6	2	1	4	5	3	1	2	1	3	8	-	5	1	-	1	4	4
	4%	3%	6%	9%	2%	4%	4%	5%	1%	4%	4%	13%	5%	-	4%	8%	-	11%	2%	35%
Do not have any access to the internet	5	1	4	1	-	4	4	1	1	1	-	3	5	-	4	-	-	1	1	4
	3%	1%	5%	5%	-	4%	3%	3%	1%	2%	-	13%	3%	-	3%	-	-	11%	1%	35%
Do not have easy access to the internet	2	1	1	1	1	-	1	1	-	1	1	-	2	-	1	1	-	-	2	-
	1%	2%	1%	4%	2%	-	1%	2%	-	2%	4%	-	1%	-	1%	8%	-	-	1%	-
Other (NET)	5	2	3	1	2	3	4	2	3	1	1	-	5	-	5	-	1	-	5	1
	3%	2%	3%	4%	3%	3%	3%	3%	5%	2%	2%	-	3%	-	3%	-	6%	-	3%	6%
Other	5	2	3	1	2	3	4	2	3	1	1	-	5	-	5	-	1	-	5	1
	3%	2%	3%	4%	3%	3%	3%	3%	5%	2%	2%	-	3%	-	3%	-	6%	-	3%	6%
Prefer to use providers recommendation by a professional third-party (Net)	5	3	3	-	3	3	4	2	4	1	1	-	5	-	4	1	-	-	5	-
	3%	3%	3%	-	4%	3%	3%	3%	5%	1%	4%	-	3%	-	3%	7%	-	-	3%	-
Don't know	3	1	1	-	3	-	1	1	1	1	-	-	3	-	3	-	-	-	3	-
	2%	1%	2%	-	4%	-	1%	2%	2%	2%	-	-	2%	-	2%	-	-	-	2%	-
None	1	1	-	-	-	1	-	1	1	-	-	-	1	-	1	-	-	-	1	-
*	*	1%	-	-	-	1%	-	1%	1%	-	-	-	*	-	1%	-	-	-	*	-

Proportions: Means: Columns Tested (5% risk level) = ab - cd* e - fh - ij*kl - mn - op*qr - st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 46

WOQ11B - Can you tell me why you didn't search online for information about them?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who didn't search online for information about funeral directors

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
178	50	128	18	148	44	59	58
181	51*	129	18**	152	44*	63*	58*
163	46	117	16	136	40	54	54
147	44	103	12	127	33	53	48
81%	86%	79%	69%	84%	76%	84%	84%
Unweighted Base							
Weighted Base							
Effective Base							
Didn't need to/didn't think to (NET)							
They were already known to me/us							
135	40	95	12	117	31	45	45
74%	77%	74%	69%	77%	72%	72%	79%
Didn't occur to me/us to use the internet/go online							
11	3	8	-	9	2	6	3
6%	6%	6%	-	6%	4%	10%	5%
It's just not something you do/it's inappropriate for this kind of purchase							
3	2	1	-	2	-	3	-
1%	3%	1%	-	1%	-	4%	-
Prefer to use providers recommended by (NET)							
27	4	22	4	22	4	13	7
15%	9%	17%	21%	14%	9%	22%	12%
... family member(s)/ friend(s)/ neighbour(s)/work colleague(s)							
21	4	17	3	17	4	9	6
12%	9%	13%	15%	12%	9%	14%	10%
... a member of staff at the care home/hospice/hospital where the deceased died							
2	-	2	-	2	-	2	-
1%	-	2%	-	1%	-	3%	-
... a religious leader							
2	-	2	-	2	-	1	1
1%	-	2%	-	1%	-	2%	2%
... a social worker							
1	-	1	-	-	-	1	-
1%	-	1%	6%	-	-	2%	-
Don't trust online information about funeral directors as it is (NET)							
3	1	2	-	3	-	2	1
1%	2%	1%	-	2%	-	3%	1%
... patchy/inconsistent/unreliable							
1	-	1	-	1	-	1	-
*	-	1%	-	1%	-	1%	-
...not impartial							
1	1	-	-	1	-	-	1
*	2%	-	-	1%	-	-	1%

Proportions/Mean: Columns Treated (0% risk level) ~ a/b ~ of ~ 1/x
Overlap formulae used ~ *small base; **very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

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Table 46

WOQ11B - Can you tell me why you didn't search online for information about them?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who didn't search online for information about funeral directors

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Weighted Base	181	51*	129	18**	152	44*	63*	58*
...not provided in a standard/like-for-like way	1 1%	-	1 1%	-	1 1%	-	1 2%	-
Could not (NET)	8	4	4	1	5	3	-	5
	4%	8%	3%	7%	4%	7%	-	8% ^d
Do not have any access to the internet	5 3%	1 3%	4 3%	1 7%	4 3%	2 4%	-	3 6%
Do not have easy access to the internet	2 1%	2 5% ^b	-	-	1 1%	1 3%	-	1 2%
Other (NET)	5	-	5	2	4	2	3	1
	3%	-	4%	9%	2%	4%	5%	1%
Other	5 3%	-	5 4%	2 9%	4 2%	2 4%	3 5%	1 1%
Prefer to use providers recommendation by a professional third-party (Net)	5 3%	-	5 4%	1 6%	4 3%	-	4 7%	1 2%
Don't know	3 2%	-	3 2%	-	1 1%	1 3%	-	-
None	1 *	1 1%	-	-	1 *	1 2%	-	-

Proportions/Mean: Columns Tested (5% risk level) = a-b = e-f = i-j/k
Overlap formulae used. * = small base; ** = very small base (under 30) ineligible for sig testing

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Table 47
WOQ12 - 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 look at one?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, where the deceased was cremated

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	236	101	135	39	65	132	171	65	84	86	36	30	224	11	199	20	17	-	222	14
Weighted Base	231	95*	136	41*	76*	115	168	64*	90*	75*	34*	32**	218	12**	199	18**	14**	..*	220	11**
Effective Base	218	92	126	36	61	126	157	61	79	79	34	28	207	10	184	19	16	-	206	13
Yes, we compared the services of two or more crematoria	15	2	13	4	4	6	12	3	6	7	2	-	14	1	13	1	1	-	15	-
	6%	2%	9%a	10%	6%	5%	7%	4%	6%	9%	7%	-	6%	6%	6%	6%	5%	-	7%	-
No, we did not compare crematoria	161	70	90	24	50	87	118	43	65	46	25	25	153	7	143	8	9	-	154	7
	69%	74%	66%	58%	66%	76%e	70%	67%	70%	61%	72%	78%	70%	55%	72%	45%	63%	-	70%	63%
Not applicable: the choice was made for us because there is only one local crematorium	27	10	17	8	7	12	15	12	8	12	5	1	25	2	17	6	4	-	24	3
	12%	11%	12%	20%	9%	10%	9%	19%j	9%	17%	15%	4%	11%	16%	9%	32%	28%	-	11%	28%
Not applicable: the deceased (the person who died) made their wishes known (choice of crematorium) in advance	19	6	13	2	8	9	15	4	8	5	1	5	18	1	17	2	-	-	18	1
	8%	6%	10%	5%	10%	8%	9%	6%	9%	7%	3%	16%	8%	9%	9%	10%	-	-	8%	10%
Any Not applicable (Net)	46	16	30	10	15	21	30	16	16	18	6	6	43	3	35	8	4	-	42	4
	20%	17%	22%	25%	20%	19%	18%	25%	18%	23%	18%	20%	20%	27%	17%	42%	28%	-	19%	37%
DK or can't remember	10	7	3	3	6	1	7	2	3	5	1	1	9	1	8	1	1	-	10	-
	4%	8%b	2%	7%e	8%e	1%	4%	4%	3%	7%	3%	2%	4%	11%	4%	7%	5%	-	5%	-

Proportions/Mean: Columns Tested (5% risk level) - a,b - c,d,e - f,h - i,j,k,l - m,n - o,p,q,r - s,t
Overlap formulae used. * - small base; ** - very small base (under 30) ineligible for sig testing

Table 48
WOQ12 - 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 look at one?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, where the deceased was cremated

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TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base							
236	-	236	37	187	50	77	87
Weighted Base							
231	..	231	36*	184	48*	77*	84*
Effective Base							
218	-	218	35	173	46	71	81
Yes, we compared the services of two or more crematoria	15	15	6	8	6	3	4
6%	-	6%	17% ^l	4%	13% ^j	3%	5%
No, we did not compare crematoria	161	161	23	134	33	57	59
69%	-	69%	65%	73%	69%	75%	70%
Not applicable: the choice was made for us because there is only one local crematorium	27	27	3	21	5	8	11
12%	-	12%	9%	12%	10%	11%	13%
Not applicable: the deceased (the person who died) made their wishes known (choice of crematorium) in advance	19	19	2	16	2	7	10
8%	-	8%	5%	9%	4%	9%	11%
Any Not applicable (Net)	46	46	5	37	7	15	20
20%	-	20%	14%	20%	14%	20%	24%
DK or can't remember	10	10	2	5	2	1	1
4%	-	4%	4%	3%	3%	2%	1%

Proportions/Means: Columns Tested (5% risk level) = a/b = c/d = 1/1%
Overlap formulae used: * small base; ** very small base (under 30) ineligible for sig testing

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Table 49
WOQ12A - You said that you did not compare crematoria. Just to check, did you have a choice of crematoria to compare?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months where the deceased was cremated who did not compare crematoria

Unweighted Base
Weighted Base
Effective Base
Yes, we had a choice but we did not compare crematoria
No, there is only one local crematorium
No, the deceased made their wishes known (choice of crematorium) in advance
Any who did not have a choice of crematoria
Don't know

TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
	MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
161	73	88	22	42	97	119	42	61	51	25	24	154	6	142	9	10	-	152	9
161	70*	90*	24**	50*	87*	118	43*	65*	46*	25**	25**	153	7**	143	8**	9**	**	154	7**
149	67	82	20	39	93	109	39	56	47	24	22	143	6	132	8	9	-	141	9
59	26	33	7	17	36	40	19	29	14	6	10	55	4	53	3	3	-	55	4
37%	37%	36%	27%	33%	42%	34%	44%	45%	30%	23%	42%	36%	60%	37%	32%	35%	-	36%	59%
87	39	48	15	29	42	65	22	27	28	18	13	84	2	75	6	6	-	85	2
54%	55%	53%	64%	58%	49%	55%	51%	42%	61%	73%	53%	55%	27%	53%	68%	65%	-	55%	29%
15	5	9	2	4	8	13	2	8	4	1	1	14	1	15	-	-	-	14	1
9%	7%	10%	8%	9%	10%	11%	5%	13%	9%	4%	5%	9%	12%	10%	-	-	-	9%	11%
101	44	57	17	34	51	78	24	36	32	19	14	98	3	90	6	6	-	99	3
63%	63%	64%	73%	67%	58%	66%	56%	55%	70%	77%	58%	64%	40%	63%	68%	65%	-	64%	41%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) = a/b - c/d/e - f/h - i/j/k/l - m/n - o/p/q/r - s/t
Overlap formulae used: * small base; ** very small base (under 30) ineligible for sig testing

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Table 50

WOQ12A - You said that you did not compare crematoria. Just to check, did you have a choice of crematoria to compare?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months where the deceased was cremated who did not compare crematoria

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	161	-	161	23	134	33	57	60
Weighted Base	161	**	161	23**	134	33*	57*	59*
Effective Base	149	-	149	22	123	30	52	56
Yes, we had a choice but we did not compare crematoria	59	-	59	8	50	10	22	24
	37%	-	37%	36%	37%	29%	38%	41%
No, there is only one local crematorium	87	-	87	14	72	22	30	28
	54%	-	54%	60%	54%	67%	53%	47%
No, the deceased made their wishes known (choice of crematorium) in advance	15	-	15	1	12	1	5	7
	9%	-	9%	5%	9%	4%	9%	12%
Any who did not have a choice of crematoria	101	-	101	15	84	24	35	35
	63%	-	63%	64%	63%	71%	62%	59%
Don't know	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) = a/b = c/d = i/j/k
Overlap formulae used: * small base; ** very small base (under 30) ineligible for sig testing

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Table 51
WOQ12/A Crematoria comparison summary
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, where the deceased was cremated

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	236	101	135	39	65	132	171	65	84	86	36	30	224	11	199	20	17	-	222	14
Weighted Base	231	95*	136	41*	76*	115	168	64*	90*	75*	34*	32**	218	12**	199	18**	14**	-.**	220	11**
Effective Base	218	92	126	36	61	126	157	61	79	79	34	28	207	10	184	19	16	-	206	13
Yes, we compared the services of two or more crematoria	15	2	13	4	4	6	12	3	6	7	2	-	14	1	13	1	1	-	15	-
	6%	2%	9%a	10%	6%	5%	7%	4%	6%	9%	7%	-	6%	6%	6%	6%	5%	-	7%	-
No, we did not compare crematoria (but we had a choice)	59	26	33	7	17	36	40	19	29	14	6	10	55	4	53	3	3	-	55	4
	26%	27%	24%	16%	22%	31%	24%	30%	33%j	18%	17%	33%	25%	33%	27%	15%	22%	-	25%	37%
Not applicable, choice made for us (only one local crematorium)	114	49	65	23	36	54	80	34	36	41	23	14	109	4	93	11	10	-	109	5
	49%	51%	48%	57%	48%	47%	48%	53%	40%	54%	68%l	45%	50%	33%	47%	63%	68%	-	49%	46%
Not applicable, choice made for us (deceased made their wishes known)	34	11	23	4	12	18	28	6	17	9	2	6	32	2	32	2	-	-	32	2
	15%	12%	17%	10%	16%	15%	16%	10%	18%	12%	5%	20%	15%	16%	16%	10%	-	-	15%	17%
Don't know/can't remember	10	7	3	3	6	1	7	2	3	5	1	1	9	1	8	1	1	-	10	-
	4%	8%b	2%	7%e	8%e	1%	4%	4%	3%	7%	3%	2%	4%	11%	4%	7%	5%	-	5%	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All not applicable (NET)	148	60	88	27	48	72	108	40	52	50	25	21	141	6	125	13	10	-	141	7
	64%	63%	64%	67%	64%	63%	64%	62%	58%	66%	73%	65%	65%	49%	63%	73%	68%	-	64%	63%

Proportions/Means: Columns Tested (5% risk level) - a,b - c,d,e - f,h - i,j,k,l - m,n - o,p,q,r - s,t
Overlap formulae used. * - small base; ** - very small base (under 30) ineligible for sig testing

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Table 52
WQ12/A Crematoria comparison summary
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, where the deceased was cremated

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	236	-	236	37	187	50	77	87
Weighted Base	231	**	231	36*	184	48*	77*	84*
Effective Base	218	-	218	35	173	46	71	81
Yes, we compared the services of two or more crematoria	15 6%	-	15 6%	6 17% ^f	8 4%	6 13% ^j	3 3%	4 5%
No, we did not compare crematoria (but we had a choice)	59 26%	-	59 26%	8 23%	50 27%	10 20%	22 29%	24 29%
Not applicable, choice made for us (only one local crematorium)	114 49%	-	114 49%	17 47%	94 51%	27 56%	39 51%	38 45%
Not applicable, choice made for us (deceased made their wishes known)	34 15%	-	34 15%	3 8%	28 15%	3 7%	12 16%	17 20%
Don't know/can't remember	10 4%	-	10 4%	2 4%	5 3%	2 3%	1 2%	1 1%
Refused	-	-	-	-	-	-	-	-
All not applicable (NET)	148 64%	-	148 64%	20 56%	121 66%	30 63%	51 66%	55 65%

Proportions/Mean: Columns Tested (5% risk level) = ab - cd = 1%
Overlap formulae used: * small base; ** very small base (under 30) ineligible for sig testing

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Table 53
WOQ13A - Which of the following best describes the way in which the crematorium you used was selected?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months where the deceased was cremated who compared crematoria

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	21	7	14	5	7	9	18	3	6	11	3	1	19	2	18	1	2	-	21	-
Weighted Base	19*	6**	14**	5**	7**	7**	17**	3**	6**	11**	2**	1**	17**	2**	17**	1**	1**	-**	19**	-**
Effective Base	20	6	13	5	6	9	17	3	6	10	3	1	18	2	17	1	2	-	20	-
Before contacting the funeral director, I/we shortlisted a couple of crematoria (I/we told the funeral director what the choices were)	5	1	4	3	1	1	3	2	2	3	-	-	5	-	5	-	-	-	5	-
	24%	20%	26%	54%	15%	10%	17%	73%	36%	25%	-	-	27%	-	28%	-	-	-	24%	-
After contacting the funeral director, they shortlisted a couple of crematoria (the funeral director told me/us what the choices were)	11	3	7	3	4	4	10	1	3	5	2	1	8	2	8	1	1	-	11	-
	55%	64%	51%	46%	63%	53%	59%	27%	46%	47%	100%	100%	49%	100%	48%	100%	100%	-	55%	-
Other	1	1	1	-	-	1	1	-	-	1	-	-	1	-	1	-	-	-	1	-
	7%	9%	7%	-	-	21%	9%	-	-	13%	-	-	8%	-	8%	-	-	-	7%	-
Don't know	2	-	2	-	1	1	2	-	1	1	-	-	2	-	2	-	-	-	2	-
	11%	-	16%	-	16%	15%	13%	-	18%	11%	-	-	13%	-	13%	-	-	-	11%	-
Refused	*	*	-	-	*	-	*	-	-	*	-	-	*	-	*	-	-	-	*	-
	2%	8%	-	-	6%	-	3%	-	-	4%	-	-	2%	-	3%	-	-	-	2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/h - i/j/k/l - m/n - o/p/q/r - s/t
Overlap formulae used. * - small base; ** - very small base (under 30) ineligible for sig testing

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Table 54
WQ13A - Which of the following best describes the way in which the crematorium you used was selected?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months where the deceased was cremated who compared crematoria

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	21	-	21	7	11	9	3	6
Weighted Base	19*	..	19**	6**	10**	8**	3**	5**
Effective Base	20	-	20	7	10	8	3	6
Before contacting the funeral director, I/we shortlisted a couple of crematoria (I/we told the funeral director what the choices were)	5	-	5	2	2	2	1	2
	24%	-	24%	28%	19%	27%	34%	34%
After contacting the funeral director, they shortlisted a couple of crematoria (the funeral director told me/us what the choices were)	11	-	11	3	6	4	1	3
	55%	-	55%	55%	57%	48%	31%	66%
Other	1	-	1	-	1	1	1	-
	7%	-	7%	-	14%	6%	36%	-
Don't know	2	-	2	1	1	1	-	-
	11%	-	11%	17%	11%	13%	-	-
Refused	1	-	1	-	-	-	-	-
	2%	-	2%	-	-	5%	-	-

Proportions/Mean: Columns Tested (5% risk level) ** ab - el - 1%
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 55
WOQ13B - Which of the following best describes the way in which the crematorium you used was selected?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months where the deceased was cremated who did not compare crematoria, but did have a choice

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	60	28	32	5	15	40	42	18	27	16	6	11	57	3	54	2	4	-	55	5
Weighted Base	59*	26**	33**	7**	17**	36*	40*	19**	29**	14**	6**	10**	55*	4**	53*	3**	3**	..*	55*	4**
Effective Base	55	25	29	5	13	38	38	17	24	15	6	10	52	3	49	2	4	-	50	5
Before contacting the funeral director, I/we decided which crematorium to use (I/we told the funeral director what the choice was)	39	19	20	5	10	24	28	11	21	8	1	9	35	4	37	1	1	-	36	3
	66%	72%	61%	74%	62%	66%	70%	58%	71%	57%	16%	91%	63%	100%	69%	48%	23%	-	65%	86%
After contacting the funeral director, they decided which crematorium to use (the funeral director told me/us what the choice was)	18	7	10	2	5	11	12	5	6	6	5	1	18	-	14	1	2	-	17	1
	30%	28%	31%	26%	28%	31%	30%	28%	20%	43%	84%	9%	32%	-	26%	52%	77%	-	31%	15%
Other	3	-	3	-	2	1	-	3	3	-	-	-	3	-	3	-	-	-	3	-
	4%	-	8%	-	9%	3%	-	14%	9%	-	-	-	5%	-	5%	-	-	-	5%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - ab - cde - fh - ijk - mn - op/q - st
Overlap formulae used. * - small base; ** - very small base (under 30) ineligible for sig testing

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Table 56
WQ13B - Which of the following best describes the way in which the crematorium you used was selected?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months where the deceased was cremated who did not compare crematoria, but did have a choice

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	60	-	60	9	50	11	23	23
Weighted Base	59*	..	59*	8**	50*	10**	22**	24**
Effective Base	55	-	55	8	45	10	21	21
Before contacting the funeral director, I/we decided which crematorium to use (I/we told the funeral director what the choice was)	39	-	39	6	33	3	14	20
	66%	-	66%	69%	66%	28%	66%	84%
After contacting the funeral director, they decided which crematorium to use (the funeral director told me/ us what the choice was)	18	-	18	3	14	5	7	4
	30%	-	30%	31%	29%	56%	30%	16%
Other	3	-	3	-	3	2	1	-
	4%	-	4%	-	5%	16%	5%	-
Don't know	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) = a/b = c/d = i/jk
Overlap formulae used. .. small base; ** very small base (under 30) ineligible for sig testing

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Table 57
WOQ13A/WOQ13B Crematoria selection summary
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months where the deceased was cremated who had a choice of crematoria

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	81	35	46	10	22	49	60	21	33	27	9	12	76	5	72	3	6	-	76	5
Weighted Base	78*	32*	47*	12**	24**	43*	57*	21**	35**	24**	8**	11**	72*	6**	70*	4**	4**	-**	74*	4**
Effective Base	74	31	43	9	20	47	54	20	30	25	8	11	70	5	66	3	6	-	69	5
Choice of crematorium was driven by consumer	44	20	24	8	11	24	31	13	23	10	1	9	40	4	42	1	1	-	40	3
	56%	63%	51%	65%	48%	57%	54%	60%	65%	43%	11%	85%	55%	66%	59%	34%	16%	-	54%	85%
Choice was driven by funeral director	28	11	17	4	9	15	22	6	9	11	7	2	26	2	22	3	4	-	27	1
	36%	34%	37%	35%	39%	34%	39%	28%	24%	45%	89%	15%	36%	34%	31%	66%	84%	-	37%	15%
Other	4	1	4	-	2	2	1	3	3	1	-	-	4	-	4	-	-	-	4	-
	5%	2%	8%	-	7%	6%	3%	12%	7%	6%	-	-	6%	-	6%	-	-	-	5%	-
Don't know	2	-	2	-	1	1	2	-	1	1	-	-	2	-	2	-	-	-	2	-
	3%	-	5%	-	5%	2%	4%	-	3%	5%	-	-	3%	-	3%	-	-	-	3%	-
Refused	*	*	-	-	*	-	*	-	-	*	-	-	*	-	*	-	-	-	*	-
	1%	1%	-	-	2%	-	1%	-	-	2%	-	-	1%	-	1%	-	-	-	1%	-

Proportions/Mean: Columns Tested (95% risk level) ** ab - cd/e - fh - ij/k - mn - op/q**
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 58
WOQ13A/WOQ13B Crematoria selection summary
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months where the deceased was cremated who had a choice of crematoria

	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	81	81	16	61	20	26	29
Weighted Base	78*	78*	14**	61*	17**	25**	29**
Effective Base	74	74	15	56	18	24	27
Choice of crematorium was driven by consumer	44	44	7	35	5	15	22
	56%	56%	52%	58%	28%	62%	75%
Choice was driven by funeral director	28	28	6	20	9	7	7
	36%	36%	41%	33%	52%	30%	25%
Other	4	4	-	4	2	2	-
	5%	5%	-	7%	12%	8%	-
Don't know	2	2	1	1	1	-	-
	3%	3%	7%	2%	6%	-	-
Refused	*	*	-	-	-	-	-
	1%	1%	-	-	2%	-	-

Proportions/Mean: Columns Tested (5% risk level) = a/b = e/f = i/j
Overlap formulae used: * small base; ** very small base (under 30) ineligible for sig testing

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Table 59
WOQ14 - And may I just check, was the crematorium you eventually used ...? READ OUT
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who decided which crematorium to use

Unweighted Base

Weighted Base

Effective Base

...a crematorium
you had
shortlisted/
decided before you
contacted the
funeral director,
or

... a different
crematorium, one
that the funeral
director told you
about

Don't know

TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
	MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
45	22	23	6	11	28	33	12	22	12	1	10	42	3	43	1	1	-	41	4
44*	20**	24**	8**	11**	24**	31*	13**	23**	10**	1**	9**	40*	4**	42*	1**	1**	-**	40*	3**
42	21	21	6	10	27	30	11	20	11	1	9	39	3	40	1	1	-	38	4
44	20	24	8	11	24	31	13	23	10	1	9	40	4	42	1	1	-	40	3
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (0% risk level) = ab - cd/e - fh - ij/k - mn - op/q - st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 60

WOQ14 - And may I just check, was the crematorium you eventually used ...? READ OUT

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who decided which crematorium to use

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base 45	-	45	8	36	6	17	21
Weighted Base 44*	..*	44*	7**	35*	5**	15**	22**
Effective Base 42	-	42	7	33	6	16	19
...a crematorium you had shortlisted/ decided before you contacted the funeral director, or ... a different crematorium, one that the funeral director told you about 44	-	44	7	35	5	15	22
100%	-	100%	100%	100%	100%	100%	100%
Don't know	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) ~ a/b ~ e/f ~ i/j/k
Overlap formulae used ~ *small base; **very small base (under 30) ineligible for sig testing

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Table 61
WOQ15 - How did you find out about the crematorium you used?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who drove choice of crematorium
or don't know/can't remember whether they compared crematoria

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	53	28	25	8	16	29	39	14	24	16	2	11	49	4	49	2	2	-	49	4
Weighted Base	53*	26**	26**	11**	17**	25**	37*	15**	26**	15**	2**	10**	47*	5**	49*	2**	1**	..*	49*	3**
Effective Base	49	26	23	8	15	28	35	13	22	15	2	10	45	4	45	2	2	-	45	4
It was already known to me/us	32	14	18	4	8	20	21	12	21	6	1	5	28	4	30	1	1	-	30	3
Recommendation (NET)	62%	55%	68%	40%	49%	79%	55%	77%	81%	40%	43%	47%	60%	75%	62%	52%	51%	-	60%	78%
... by family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	12	8	4	3	5	4	11	1	1	5	1	5	11	1	11	1	-	-	11	1
... by a bereavement counsellor/ officer	23%	31%	14%	26%	30%	16%	29%	8%	3%	36%	57%	46%	22%	25%	22%	48%	-	-	23%	22%
... by a religious leader	8	4	4	1	3	4	8	-	1	3	-	5	8	-	8	-	-	-	7	1
... by a solicitor	16%	17%	14%	13%	16%	16%	22%	-	3%	19%	-	46%	17%	-	17%	-	-	-	15%	22%
Internet/online search (NET)	1	1	-	1	-	-	1	-	-	1	-	-	-	1	1	-	-	-	1	-
...using a search engine/ browser (e.g. Bing, Google etc.)	3%	5%	-	13%	-	-	4%	-	-	9%	-	-	-	25%	3%	-	-	-	3%	-
...using an online directory/ reviews-based comparison website (e.g. FuneralZone, Good Funeral Guide, Google Reviews, Localfuneral.co.uk)	2	2	-	-	1	1	1	1	1	-	1	-	2	-	1	1	-	-	2	-
Other (NET)	4%	8%	-	-	7%	3%	2%	8%	3%	-	57%	-	4%	-	2%	48%	-	-	4%	-
	1	1	-	-	1	-	1	-	-	1	-	-	1	-	1	-	-	-	1	-
	2%	4%	-	-	7%	-	3%	-	-	8%	-	-	2%	-	2%	-	-	-	2%	-
	4	2	1	1	2	1	4	-	2	2	-	-	4	-	4	-	-	-	4	-
	7%	9%	4%	10%	11%	2%	9%	-	7%	12%	-	-	7%	-	7%	-	-	-	7%	-

Proportions/Means: Columns Truncated (0% risk level) - a/b - c/d/e - f/h - i/j/k - m/n - o/p/q - r/s
Overlap formulae used - *small base; **very small base (under 30) ineligible for sig testing
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

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Table 61
WOQ15 - How did you find out about the crematorium you used?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who drove choice of crematorium
or don't know/can't remember whether they compared crematoria

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE-MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLAND (o)	SCOTLAND (p)	WALES (q)	NORTHERN IRELAND (r)	INTERNET USERS (s)	NON-INTERNET USERS (t)
Weighted Base	53*	26**	26**	11**	17**	25**	37*	15**	26**	15**	2**	10**	47*	5**	49*	2**	1**	..**	49*	3**
Local knowledge/ word-of-mouth	2 3%	2 7%	-	-	2 11%	-	2 5%	-	-	2 12%	-	-	2 4%	-	2 4%	-	-	-	2 4%	-
Other	2 3%	1 2%	1 4%	1 10%	-	1 2%	2 5%	-	2 7%	-	-	-	2 4%	-	2 4%	-	-	-	2 3%	-
Recommendation by a professional third-party	4 8%	4 17%	-	1 13%	2 14%	1 3%	3 9%	1 8%	1 3%	2 17%	1 57%	-	3 7%	1 25%	3 7%	1 48%	-	-	4 9%	-
Don't know/can't remember	5 10%	2 9%	3 10%	2 14%	3 17%	1 3%	4 10%	1 8%	2 6%	3 19%	-	1 7%	5 11%	-	4 9%	-	1 49%	-	5 10%	-

Proportions/Mean: Columns Tested (95% risk level) = ab - cd/e - fh - ij/kl - mn - op/q - st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 62

WOQ15 - How did you find out about the crematorium you used?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who drove choice of crematorium or don't know/can't remember whether they compared crematoria

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	53	-	53	9	40	7	18	22
Weighted Base	53*	..**	53*	9**	39*	5**	17**	23**
Effective Base	49	-	49	8	37	6	17	20
It was already known to me/us	32	-	32	4	29	2	12	15
	62%	-	62%	40%	73%	39%	73%	68%
Recommendation (NET)	12	-	12	3	8	1	4	5
	23%	-	23%	32%	19%	20%	27%	22%
... by family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	8	-	8	3	5	1	3	4
	16%	-	16%	32%	13%	20%	19%	17%
... by a bereavement counsellor/ officer	1	-	1	-	-	-	-	-
	3%	-	3%	-	-	-	-	-
...by a religious leader	2	-	2	-	2	-	1	1
	4%	-	4%	-	5%	-	7%	3%
...by a solicitor	1	-	1	-	1	-	-	1
	2%	-	2%	-	3%	-	-	5%
Internet/online search (NET)	2	-	2	1	1	-	-	2
	4%	-	4%	11%	3%	-	-	9%
...using a search engine/ browser (e.g. Bing, Google etc.)	1	-	1	1	-	-	-	1
	2%	-	2%	11%	-	-	-	4%
...using an online directory/ reviews-based comparison website (e.g. FuneralZone, Good Funeral Guide, Google Reviews, LocalFuneral.co.uk)	1	-	1	-	1	-	-	1
	2%	-	2%	-	3%	-	-	5%
Other (NET)	4	-	4	-	2	2	-	2
	7%	-	7%	-	6%	33%	-	8%
Local knowledge/ word-of-mouth	2	-	2	-	2	-	-	2
	3%	-	3%	-	5%	-	-	8%

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Table 62

WOQ15 - How did you find out about the crematorium you used?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months who drove choice of crematorium or don't know/can't remember whether they compared crematoria

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Weighted Base	53*	53*	9**	39*	5**	17**	23**
Other	2	2	-	1	2	-	-
	3%	3%	-	2%	33%	-	-
Recommendation by a professional third-party	4	4	-	3	-	1	2
	8%	8%	-	8%	-	7%	8%
Don't know/can't remember	5	5	2	2	*	-	1
	10%	10%	17%	5%	8%	-	3%

Proportions/Mean: Columns Tested (5% risk level) = ab - ef = 1%
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 63
WOQ16A - What was the most important factor for you in choosing the crematorium you used?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who compared crematoria, or had a choice but did not compare, or had a choice of one crematorium only, or who don't know/can't remember whether they compared crematoria

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	204	90	114	35	56	113	145	59	69	76	34	25	194	9	169	18	17	-	192	12
Weighted Base	197	84*	113	37*	64*	97	140	57*	74*	66*	32*	25**	186	10**	167	17**	14**	..*	188	9**
Effective Base	188	81	107	32	52	108	133	55	64	70	32	23	179	8	156	17	16	-	177	11
Personal experience of using them before, or of attending a funeral that they had arranged	52	20	32	8	15	29	36	16	20	17	8	7	51	1	45	4	3	-	52	1
	26%	24%	28%	21%	24%	30%	26%	28%	27%	26%	25%	26%	27%	14%	27%	25%	19%	-	27%	7%
They were able to fit us in around the time we needed them	8	5	4	3	2	4	6	3	2	4	1	2	6	2	7	1	1	-	8	-
	4%	6%	3%	7%	4%	4%	4%	5%	3%	5%	3%	7%	3%	21%	4%	4%	8%	-	4%	-
It is the only local crematorium	62	32	30	9	20	33	41	21	27	21	5	9	60	3	49	6	7	-	56	6
	32%	38%	27%	25%	32%	34%	30%	36%	37%k	31%	17%	37%	32%	27%	29%	39%	49%	-	30%	66%
It belonged to the funeral director or was selected by the funeral director	2	-	2	-	2	-	-	2	2	-	-	-	2	-	2	-	-	-	2	-
	1%	-	2%	-	-	2%	-	4%l	3%	-	-	-	1%	-	1%	-	-	-	1%	-
Offered choice (NET)	2	2	-	1	-	2	1	2	1	-	1	1	2	-	2	1	-	-	2	-
	1%	3%	-	2%	-	2%	1%	3%	1%	-	2%	3%	1%	-	1%	5%	-	-	1%	-
...of days and times for the service	2	2	-	-	-	2	1	1	1	-	1	-	2	-	2	-	-	-	2	-
	1%	2%	-	-	-	2%	1%	2%	1%	-	2%	-	1%	-	1%	-	-	-	1%	-
...of service length/duration	1	1	-	1	-	-	-	1	-	-	-	1	1	-	-	1	-	-	1	-
	*	1%	-	2%	-	-	-	1%	-	-	-	3%	*	-	-	5%	-	-	*	-
Recommendation (NET)	24	8	16	11	8	6	21	3	9	7	4	4	21	3	23	1	-	-	24	-
	12%	10%	14%	29%e	13%	6%	15%	6%	13%	10%	13%	14%	11%	30%	14%	5%	-	-	13%	-
...by the funeral director	6	6	-	1	3	2	5	1	3	2	1	-	5	1	6	-	-	-	6	-
	3%	7%b	-	4%	4%	2%	3%	2%	4%	4%	2%	-	3%	13%	4%	-	-	-	3%	-
...by family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	17	2	14	9	4	4	15	2	5	4	3	4	15	2	16	1	-	-	17	-
	8%	3%	13%a	25%de	6%	4%	10%	3%	7%	7%	11%	14%	8%	17%	10%	5%	-	-	9%	-

Proportions/Mean: Columns Tested (5% risk level) * a/b - c/d/e - f/h - i/j/k - m/n - o/p/q - r/s
Overlap formulae used - *small base; **very small base (under 30) ineligible for sig testing

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Table 63
WOQ16A - What was the most important factor for you in choosing the crematorium you used?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who compared crematoria, or had a choice but did not compare, or had a choice of one crematorium only, or who don't know/can't remember whether they compared crematoria

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	197	84*	113	37*	64*	97	140	57*	74*	66*	32*	25**	186	10**	167	17**	14**	..**	188	9**
...by a member of staff at the care home/ hospice/hospital where the deceased died	2 1%	- -	2 1%	- -	2 2%	- -	2 1%	- -	2 2%	- -	- -	- -	2 1%	- -	2 1%	- -	- -	- -	2 1%	- -
Reputation (NET)	3 2% 1 1%	- - - -	3 3% 1 1%	- - - -	- - - -	3 3% 1 1%	2 2% 1 1%	1 1% - -	- - - -	- - - -	3 10% 1 4%	- - - -	3 2% 1 1%	- - - -	1 1% - -	1 8% 1 8%	1 5% - -	- - - -	3 2% 1 1%	- - - -
Good customer/ user reviews/ ratings	2 1%	- -	2 2%	- -	- -	2 2%	1 1%	1 1%	- -	- -	2 6%	- -	2 1%	- -	1 1%	- -	1 5%	- -	2 1%	- -
Good reputation in the area	1 1%	- -	1 1%	- -	- -	1 1%	1 1%	- -	1 1%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	1 1%	- -
Their offer (NET)	1 1%	- -	1 1%	- -	- -	1 1%	1 1%	- -	1 1%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	1 1%	- -
Their prices	35 18% 19 10%	15 17% 9 11%	21 18% 9 8%	2 6% 1 1%	16 26% 10 15%	17 17% 9 9%	26 19% 14 10%	9 16% 5 8%	9 12% 4 6%	15 22% 9 14%	10 31% 5 15%	2 7% 1 3%	35 19% 18 10%	1 8% 1 8%	30 18% 16 10%	2 14% 1 7%	3 19% 1 9%	- - -	33 18% 18 10%	2 27% 1 8%
The distance/ journey time/ location was convenient	1 1%	1 1%	1 1%	- -	1 1% 1 1%	1 1%	1 1%	- -	- -	1 2% -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	1 *	1 7%
Easy to get from the crematorium to the venue for the reception/ wake afterwards	3 1%	1 1%	2 2%	- -	1 1% 1 1%	2 2%	3 2% -	- -	2 3% -	- -	1 3% -	- -	3 2% -	- -	3 2% -	- -	- -	- -	3 2%	- -
Facilities available (e.g. disabled access, music system, parking, refreshments, toilets etc.)	5 2%	1 1%	4 3%	1 2%	1 2% 2 3%	3 3%	3 2% 2 3%	2 3%	1 1% 2 3%	2 3% 1 2%	1 2% 1 5%	1 5% 1 3%	5 3% -	- -	4 2% -	- -	1 5% -	- -	4 2% 13%	1 13%

Proportions/Mean: Columns Tested (5% risk level) = a/b = c/d/e = f/h = i/j/k/l = m/n = o/p/q/r = s/t
Overlap formulae used: * = small base; ** = very small base (under 30) ineligible for sig testing

Table 63
WOQ16A - What was the most important factor for you in choosing the crematorium you used?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who compared crematoria, or had a choice but did not compare, or had a choice of one crematorium only, or who don't know/can't remember whether they compared crematoria

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE-MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLAND (o)	SCOTLAND (p)	WALES (q)	NORTHERN IRELAND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	197	84*	113	37*	64*	97	140	57*	74*	66*	32*	25**	186	10**	167	17**	14**	..**	188	9**
It was an attractive/peaceful/well-maintained place/buildings/gardens	1 1%	-	1 1%	-	1 2%	-	1 1%	-	-	1 2%	-	-	1 1%	-	-	1 7%	-	-	1 1%	-
I/we liked the location	2 1%	1 1%	1 1%	1 3%	1 2%	-	1 1%	1 2%	1 2%	1 2%	-	-	2 1%	-	2 1%	-	-	-	2 1%	-
It was the deceased's wish to use them	2 1%	-	2 2%	-	1 2%	1 1%	1 1%	1 2%	-	-	2 8%ij	-	2 1%	-	2 1%	-	-	-	2 1%	-
Other	2 1%	2 2%	-	-	-	2 2%	2 1%	-	1 1%	-	1 3%	-	2 1%	-	1 1%	-	1 5%	-	2 1%	-
None	2 1%	-	2 1%	2 4%	-	-	2 1%	-	-	-	-	2 6%	2 1%	-	2 1%	-	-	-	2 1%	-
Don't know	4 2%	1 1%	3 3%	2 6%	2 2%	1 1%	4 3%	-	2 2%	3 4%	-	-	4 2%	-	4 3%	-	-	-	4 2%	-

Proportions/Mean: Columns Tested (5% risk level) = a/b - c/d/e - f/h - i/j/k/l - m/n - o/p/q/r/st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 64

WOQ16A - What was the most important factor for you in choosing the crematorium you used?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who compared crematoria, or had a choice but did not compare, or had a choice of one crematorium only, or who don't know/can't remember whether they compared crematoria

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	204	-	204	34	161	47	66	71
Weighted Base	197	..*	197	33*	157	44*	65*	68*
Effective Base	188	-	188	32	148	43	60	66
Personal experience of using them before, or of attending a funeral that they had arranged	52	-	52	5	47	14	20	14
	26%	-	26%	14%	30%	31%	31%	21%
They were able to fit us in around the time we needed them	8	-	8	1	7	1	1	5
	4%	-	4%	4%	5%	2%	2%	7%
It is the only local crematorium	62	-	62	14	48	10	22	24
	32%	-	32%	44%	30%	22%	33%	36%
It belonged to the funeral director or was selected by the funeral director	2	-	2	-	2	-	1	1
	1%	-	1%	-	1%	-	2%	2%
Offered choice (NET)	2	-	2	1	2	2	1	-
	1%	-	1%	2%	1%	4%	1%	-
...of days and times for the service	2	-	2	1	1	1	1	-
	1%	-	1%	2%	1%	2%	1%	-
...of service length/duration	1	-	1	-	1	1	-	-
	1	-	1	-	1%	2%	-	-
Recommendation (NET)	24	-	24	3	18	5	8	9
	12%	-	12%	8%	11%	11%	12%	14%
...by the funeral director	6	-	6	1	4	1	3	1
	3%	-	3%	2%	3%	3%	4%	1%
...by family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	17	-	17	2	12	4	4	9
	8%	-	8%	7%	8%	8%	6%	13%
...by a member of staff at the care home/ hospice/hospital where the deceased died	2	-	2	-	2	-	2	-
	1%	-	1%	-	1%	-	2%	-

Proportions/Means: Columns Tested (5% risk level) = a/b - d/f - i/j/k
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Table 64

WOQ16A - What was the most important factor for you in choosing the crematorium you used?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who compared crematoria, or had a choice but did not compare, or had a choice of one crematorium only, or who don't know/can't remember whether they compared crematoria

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Weighted Base	197	197	197	33*	157	44*	65*	68*
Reputation (NET)	3	-	3	-	3	1	1	1
Good customer/ user reviews/ ratings	2%	-	2%	-	2%	2%	2%	1%
Good reputation in the area	1	-	1	-	1	-	1	-
1%	1%	-	1%	-	1%	-	2%	-
1	2	-	2	-	2	1	-	1
1%	1%	-	1%	-	1%	2%	-	1%
Their offer (NET)	1	-	1	1	-	1	-	-
1%	1%	-	1%	3% ^f	-	2%	-	-
Their prices	1	-	1	-	-	1	-	-
1%	1%	-	1%	3% ^f	-	2%	-	-
Location & facilities (NET)	35	-	35	6	26	11	8	13
18%	18%	-	18%	19%	17%	25%	12%	20%
The distance/ journey time/ location was convenient	19	-	19	3	16	8	5	5
10%	10%	-	10%	8%	10%	17%	8%	7%
Easy for funeral guests to find/ get to	1	-	1	-	1	-	-	1
1%	1%	-	1%	-	1%	-	-	2%
Easy to get from the crematorium to the venue for the reception/ wake afterwards	3	-	3	2	1	1	-	2
1%	1%	-	1%	6% ^f	1%	2%	-	3%
Facilities available (e.g. disabled access, music system, parking, refreshments, toilets etc.)	5	-	5	2	3	-	2	2
2%	2%	-	2%	6%	2%	-	3%	3%
It was an attractive/ peaceful/well- maintained place/buildings/ gardens	1	-	1	-	1	1	-	-
1%	1%	-	1%	-	1%	3%	-	-
I/we liked the location	2	-	2	-	1	-	-	1
1%	1%	-	1%	-	1%	-	-	2%
It was the deceased's wish to use them	2	-	2	-	1	1	-	1
1%	1%	-	1%	-	1%	3%	-	2%

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Table 64
WOQ16A - What was the most important factor for you in choosing the crematorium you used?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who compared crematoria, or had a choice but did not compare, or had a choice of one crematorium only, or who don't know/can't remember whether they compared crematoria

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Weighted Base	197	197	33*	157	44*	65*	68*
Other	2	2	-	2	-	1	1
	1%	1%	-	1%	-	1%	1%
None	2	2	-	2	-	2	-
	1%	1%	-	1%	-	2%	-
Don't know	4	4	2	2	*	1	-
	2%	2%	5%	1%	1%	1%	-

Proportions/Mean: Columns Tested (5% risk level) = ab - cd = 1%
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 65
WOQ16B - And what other factors, if any, were important?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who compared crematoria, or had a choice but did not compare, or had a choice of one crematorium only, or who don't know/can't remember whether they compared crematoria

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	204	90	114	35	56	113	145	59	69	76	34	25	194	9	169	18	17	-	192	12
Weighted Base	197	84*	113	37*	64*	97	140	57*	74*	66*	32*	25**	186	10**	167	17**	14**	..*	188	9**
Effective Base	188	81	107	32	52	108	133	55	64	70	32	23	179	8	156	17	16	-	177	11
Personal experience of using them before, or of attending a funeral that they had arranged	57	27	30	8	21	29	40	17	23	22	6	7	56	2	47	7	4	-	56	1
	29%	32%	27%	22%	32%	30%	29%	30%	31%	33%	17%	26%	30%	17%	28%	41%	29%	-	30%	15%
They were able to fit us in around the time we needed them	20	7	13	4	4	13	16	4	7	4	6	3	16	4	17	3	-	-	20	-
	10%	9%	11%	9%	6%	13%	11%	7%	10%	6%	18%	13%	9%	38%	10%	16%	-	-	11%	-
It is the only local crematorium	39	20	19	8	12	19	25	15	18	14	2	6	36	3	31	6	3	-	37	2
	20%	24%	17%	22%	19%	20%	18%	26%	24%k	21%k	5%	25%	19%	33%	19%	35%	18%	-	20%	27%
It belonged to the funeral director or was selected by the funeral director	2	2	1	-	1	1	2	1	-	2	-	1	2	-	1	1	-	-	2	-
	1%	2%	1%	-	2%	1%	1%	1%	-	3%	-	3%	1%	-	1%	7%	-	-	1%	-
Offered choice (NET)	9	3	6	4	3	1	6	2	4	2	2	1	7	2	7	-	2	-	9	-
	4%	4%	5%	11%e	5%	1%	4%	4%	6%	3%	6%	3%	4%	17%	4%	-	13%	-	5%	-
...of days and times for the service	7	3	4	4	3	1	5	2	4	2	1	-	6	2	5	-	2	-	7	-
	4%	4%	4%	10%e	5%	1%	3%	4%	6%	3%	4%	-	3%	17%	3%	-	13%	-	4%	-
...of service length/duration	2	-	2	1	1	1	1	1	-	-	1	1	2	-	2	-	-	-	2	-
	1%	-	2%	2%	1%	1%	1%	1%	-	-	4%	3%	1%	-	1%	-	-	-	1%	-
Recommendation (NET)	19	10	9	6	7	7	17	2	8	5	4	2	15	4	16	1	2	-	17	2
	10%	11%	8%	16%	10%	7%	12%	4%	10%	7%	14%	8%	8%	38%	9%	5%	16%	-	9%	21%
...by the funeral director	6	3	2	3	1	1	4	2	1	2	2	-	3	2	4	-	2	-	5	1
	3%	4%	2%	9%	1%	1%	3%	3%	1%	4%	7%	-	2%	21%	2%	-	11%	-	3%	8%
...by family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	10	5	5	3	4	3	10	-	4	3	1	2	8	2	9	1	-	-	9	1
	5%	5%	5%	9%	6%	3%	7%h	-	5%	4%	5%	8%	4%	17%	5%	5%	-	-	5%	13%
...by a bereavement counsellor/ officer	1	-	1	-	-	1	1	-	-	1	-	-	1	-	1	-	-	-	1	-
	*	-	1%	-	-	1%	1%	-	-	1%	-	-	*	-	*	-	-	-	*	-

Proportions/Means: Columns Totaled (0% risk level) - ab - cd e - fh - ijkl - mn - op/q - st
Overlap formulae used - *small base; **very small base (under 30) ineligible for sig testing
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

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Table 65
WOQ16B - And what other factors, if any, were important?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who compared crematoria, or had a choice but did not compare, or had a choice of one crematorium only, or who don't know/can't remember whether they compared crematoria

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE-MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLAND (o)	SCOTLAND (p)	WALES (q)	NORTH EIRELAND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	197	84*	113	37*	64*	97	140	57*	74*	66*	32*	25**	186	10**	167	17**	14**	..**	188	9**
...by a religious leader	2	2	-	-	1	1	2	-	2	-	-	-	2	-	2	-	-	-	2	-
1	1	2%	-	-	1%	1%	1%	-	2%	-	-	-	1%	-	1%	-	-	-	1%	-
...by a solicitor	1	-	1	-	-	1	-	1	-	-	1	-	1	-	-	-	1	-	1	-
*	*	-	1%	-	-	1%	-	1%	-	-	2%	-	+	-	-	-	5%	-	+	-
...from someone else	1	1	-	-	1	-	1	-	1	-	-	-	1	-	1	-	-	-	1	-
1	1	2%	-	-	2%	-	1%	-	2%	-	-	-	1%	-	1%	-	-	-	1%	-
Reputation (NET)	20	6	15	5	2	14	15	5	9	8	1	3	19	2	19	1	-	-	19	1
10%	10%	7%	13%	14% ^d	2%	14% ^d	11%	9%	13%	11%	3%	10%	10%	17%	11%	9%	-	-	10%	13%
Good customer/ user reviews/ ratings	9	2	7	4	1	4	9	-	3	4	-	3	7	2	7	1	-	-	8	1
4%	4%	2%	6%	12% ^d	1%	4%	6%	-	3%	5%	-	10%	4%	17%	4%	9%	-	-	4%	13%
Good reputation in the area	13	4	9	1	2	10	8	5	7	5	1	-	13	-	12	1	-	-	13	-
6%	6%	4%	8%	3%	2%	10%	5%	9%	9%	7%	3%	-	7%	-	7%	5%	-	-	7%	-
Their offer (NET)	5	2	3	1	2	2	3	2	2	2	1	-	5	-	5	-	-	-	5	-
2%	2%	2%	2%	3%	3%	2%	2%	3%	3%	3%	2%	-	3%	-	3%	-	-	-	3%	-
Their prices	2	1	1	1	1	-	2	-	1	1	-	-	2	-	2	-	-	-	2	-
1%	1%	2%	1%	3%	2%	-	2%	-	1%	2%	-	-	1%	-	1%	-	-	-	1%	-
Their value for money	2	1	2	-	1	2	1	2	1	1	1	-	2	-	2	-	-	-	2	-
1%	1%	1%	1%	-	1%	2%	+	3%	1%	1%	2%	-	1%	-	1%	-	-	-	1%	-
Location & facilities (NET)	44	14	30	5	15	25	30	14	18	13	8	5	43	1	38	5	1	-	42	3
22%	22%	16%	27%	13%	23%	29%	22%	24%	24%	19%	26%	20%	23%	12%	23%	32%	5%	-	22%	26%
The distance/ journey time/ location was convenient	24	10	14	2	9	12	14	10	13	7	1	2	22	1	21	2	1	-	22	2
12%	12%	12%	12%	6%	14%	13%	10%	17%	18%	10%	4%	9%	12%	12%	13%	11%	5%	-	12%	20%
Easy for funeral guests to find/ get to	7	4	3	-	1	5	4	3	3	2	1	1	7	-	5	1	-	-	7	-
3%	3%	4%	3%	-	2%	6%	3%	5%	4%	3%	3%	4%	4%	-	3%	7%	-	-	4%	-
Easy to get from the crematorium to the venue for the reception/ wake afterwards	3	2	1	-	1	2	2	1	-	2	-	1	3	-	2	1	-	-	3	-
1%	1%	2%	1%	-	2%	2%	1%	2%	-	3%	-	4%	2%	-	1%	7%	-	-	2%	-
Facilities available (e.g. disabled access, music system, parking, refreshments, toilets etc.)	3	1	2	-	1	2	2	1	1	1	1	-	3	-	-	2	1	-	3	-
2%	2%	1%	2%	-	1%	2%	2%	1%	1%	1%	4%	-	2%	-	-	14%	5%	-	2%	-

Proportions/Means: Columns Totalled 10% risk level: * a-b-c-d-e-f-h-i-j-k-l-m-n-o-p-q-r-st
Overlap formulae used. + small base. ** very small base (under 30) ineligible for sig testing
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

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Table 65

WOQ16B - And what other factors, if any, were important?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who compared crematoria, or had a choice but did not compare, or had a choice of one crematorium only, or who don't know/can't remember whether they compared crematoria

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	197	84*	113	37*	64*	97	140	57*	74*	66*	32*	25**	186	10**	167	17**	14**	..**	188	9**
It was an attractive/peaceful/well-maintained place/buildings/gardens	7 3%	1 1%	6 5%	1 2%	1 2%	5 5%	3 2%	4 6%	1 1%	3 4%	2 7%	1 4%	7 4%	-	4 2%	3 15%	1 5%	-	7 4%	-
I/we liked the location	15 8%	3 3%	13 11%a	3 8%	5 8%	7 8%	10 7%	6 10%	6 8%	3 4%	4 12%	2 10%	15 8%	-	15 9%	-	-	-	15 8%	1 8%
It was the deceased's wish to use them	1 1%	-	1 1%	-	1 2%	-	1 1%	-	-	-	-	1 5%	1 1%	-	1 1%	-	-	-	1 1%	-
Other	3 2%	1 1%	2 2%	-	-	3 3%	2 1%	1 2%	2 3%	-	1 2%	-	3 2%	-	3 2%	-	-	-	3 2%	-
None	19 10%	9 10%	11 9%	6 15%	7 11%	7 7%	12 9%	7 12%	8 11%	6 9%	2 6%	3 13%	18 10%	1 8%	16 10%	1 7%	2 15%	-	17 9%	2 22%
Don't know	12 6%	5 6%	7 6%	2 6%	6 10%	3 4%	9 6%	3 6%	3 4%	5 8%	3 11%	-	11 6%	-	11 7%	-	1 4%	-	12 6%	-

Proportions/Mean: Columns Tested (5% risk level) = ab - cd/e - fh - ijk/l - mn - op/q - st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 66
WOQ16B - And what other factors, if any, were important?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who compared crematoria, or had a choice but did not compare, or had a choice of one crematorium only, or who don't know/can't remember whether they compared crematoria

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	204	-	204	34	161	47	66	71
Weighted Base	197	..*	197	33*	157	44*	65*	68*
Effective Base	188	-	188	32	148	43	60	66
Personal experience of using them before, or of attending a funeral that they had arranged	57	-	57	6	52	9	23	20
	29%	-	29%	18%	33%	21%	35%	30%
They were able to fit us in around the time we needed them	20	-	20	4	16	4	6	7
	10%	-	10%	12%	10%	9%	10%	10%
It is the only local crematorium	39	-	39	4	34	6	16	15
	20%	-	20%	14%	22%	15%	25%	22%
It belonged to the funeral director or was selected by the funeral director	2	-	2	-	2	1	1	1
	1%	-	1%	-	2%	1%	2%	1%
Offered choice (NET)	9	-	9	1	7	2	-	5
	4%	-	4%	3%	4%	5%	-	8% ^d
...of days and times for the service	7	-	7	1	5	1	-	5
	4%	-	4%	3%	3%	3%	-	7% ^d
...of service length/duration	2	-	2	-	1	1	-	1
	1%	-	1%	-	1%	2%	-	2%
Recommendation (NET)	19	-	19	5	12	4	5	6
	10%	-	10%	14%	8%	9%	7%	9%
...by the funeral director	6	-	6	2	3	2	-	2
	3%	-	3%	2%	2%	4%	-	2%
...by family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	10	-	10	1	8	1	4	3
	5%	-	5%	4%	5%	3%	6%	4%
...by a bereavement counsellor/ officer	1	-	1	1	-	-	1	-
	*	-	*	2%	-	-	1%	-
...by a religious leader	2	-	2	1	1	1	-	1
	1%	-	1%	3%	*	2%	-	1%

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Table 66

WOQ16B - And what other factors, if any, were important?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who compared crematoria, or had a choice but did not compare, or had a choice of one crematorium only, or who don't know/can't remember whether they compared crematoria

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
	197	..**	197	33*	157	44*	65*	68*
Weighted Base								
...by a solicitor	1	-	1	-	1	-	-	1
...from someone else	1	-	1	-	1	-	-	-
	1%	-	1%	-	1%	-	-	-
Reputation (NET)	20	-	20	5	15	3	8	9
	10%	-	10%	16%	10%	7%	13%	13%
Good customer/ user reviews/ ratings	9	-	9	4	5	1	2	6
	4%	-	4%	11%	3%	2%	3%	9%
Good reputation in the area	13	-	13	2	11	2	7	3
	6%	-	6%	5%	7%	4%	11%	5%
Their offer (NET)	5	-	5	1	2	3	1	1
	2%	-	2%	4%	1%	8%	1%	1%
Their prices	2	-	2	1	-	2	-	-
	1%	-	1%	4% ^l	-	5%	-	-
Their value for money	2	-	2	-	2	1	1	1
	1%	-	1%	-	1%	2%	1%	1%
Location & facilities (NET)	44	-	44	10	34	15	15	13
	22%	-	22%	29%	22%	34%	23%	20%
The distance/ journey time/ location was convenient	24	-	24	7	16	7	9	8
	12%	-	12%	22%	10%	15%	14%	11%
Easy for funeral guests to find/ get to	7	-	7	1	6	3	3	-
	3%	-	3%	3%	4%	6% ^k	5%	-
Easy to get from the crematorium to the venue for the reception/ wake afterwards	3	-	3	1	2	1	2	-
	1%	-	1%	3%	1%	1%	4%	-
Facilities available (e.g. disabled access, music system, parking, refreshments, toilets etc.)	3	-	3	1	2	-	2	1
	2%	-	2%	2%	1%	-	4%	1%

Proportions/Mean: Columns Tested (5% risk level) ** a/b - c/d - i/j/k
Overlap formulae used - *small base; ** very small base (under 30) ineligible for sig testing

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Table 66
WOQ16B - And what other factors, if any, were important?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who compared crematoria, or had a choice but did not compare, or had a choice of one crematorium only, or who don't know/can't remember whether they compared crematoria

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Weighted Base	197	..*	197	33*	157	44*	65*	68*
It was an attractive/peaceful/well-maintained place/buildings/gardens	7 3%	- -	7 3%	2 5%	5 3%	1 3%	5 8%	1 1%
I/we liked the location	15 8%	- -	15 8%	3 10%	12 8%	7 17%	4 6%	4 6%
It was the deceased's wish to use them	1 1%	- -	1 1%	- -	1 1%	- -	1 2%	- -
Other	3 2%	- -	3 2%	- -	3 2%	- -	- -	3 5%
None	19 10%	- -	19 10%	3 9%	16 10%	3 8%	6 9%	8 12%
Don't know	12 6%	- -	12 6%	2 6%	6 4%	2 4%	1 1%	3 5%

Proportions/Mean: Columns Tested (5% risk level) = a/b = c/d = 1/x%
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 67

WOQ16A/WOQ16B What were the most important factors for you in choosing the crematorium you used?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who compared crematoria, or had a choice but did not compare, or had a choice of one crematorium only, or who don't know/can't remember whether they compared crematoria

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	204	90	114	35	56	113	145	59	69	76	34	25	194	9	169	18	17	-	192	12
Weighted Base	197	84*	113	37*	64*	97	140	57*	74*	66*	32*	25**	186	10**	167	17**	14**	..*	188	9
Effective Base	188	81	107	32	52	108	133	55	64	70	32	23	179	8	156	17	16	-	177	11
Personal experience of using them before, or of attending a funeral that they had arranged	76	32	44	12	24	40	55	21	29	29	10	8	73	3	65	7	4	-	75	1
	38%	38%	39%	32%	38%	41%	39%	36%	39%	44%	32%	31%	39%	31%	39%	41%	29%	-	40%	15%
They were able to fit us in around the time we needed them	25	9	15	6	5	14	18	7	8	7	6	4	21	4	21	3	1	-	25	-
	12%	11%	13%	16%	8%	14%	13%	12%	11%	10%	18%	16%	11%	38%	13%	16%	8%	-	13%	-
It is the only local crematorium	75	37	37	14	24	37	50	25	34	25	6	10	71	4	61	7	7	-	69	6
	38%	44%	33%	38%	37%	38%	36%	43%	46%k	37%	19%	40%	38%	41%	36%	44%	49%	-	37%	66%
It belonged to the funeral director or was selected by the funeral director	5	2	3	-	1	4	2	3	2	2	-	1	5	-	4	1	-	-	5	-
	2%	2%	3%	-	2%	4%	1%	5%	3%	3%	-	3%	3%	-	2%	7%	-	-	3%	-
Offered choice (NET)	11	6	6	5	3	3	7	4	5	2	3	2	9	2	9	1	2	-	11	-
	6%	7%	5%	14%e	5%	3%	5%	7%	7%	3%	9%	6%	5%	17%	5%	5%	13%	-	6%	-
...of days and times for the service	9	5	4	4	3	2	6	3	5	2	2	-	7	2	7	-	2	-	9	-
	4%	6%	4%	10%	5%	2%	4%	6%	7%	3%	6%	-	4%	17%	4%	-	13%	-	5%	-
...of service length/duration	3	1	2	2	1	1	1	1	-	-	1	2	3	-	2	1	-	-	3	-
	1%	1%	2%	4%	1%	1%	1%	3%	-	-	4%	6%	2%	-	1%	5%	-	-	2%	-
Recommendation (NET)	34	12	22	12	11	11	28	6	13	10	7	5	30	4	31	1	2	-	32	2
	17%	15%	19%	34%e	18%	11%	20%	10%	17%	14%	22%	19%	16%	38%	19%	5%	16%	-	17%	21%
...by the funeral director	10	8	2	3	4	3	7	3	4	3	3	-	8	2	9	-	2	-	10	1
	5%	9%b	2%	9%	6%	3%	5%	5%	5%	5%	9%	-	4%	21%	5%	-	11%	-	5%	8%
...by family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	22	6	16	10	6	6	20	2	7	6	3	5	20	2	21	1	-	-	21	1
	11%	7%	14%	28%de	9%	6%	14%h	3%	10%	10%	11%	19%	11%	17%	13%	5%	-	-	11%	13%
...by a bereavement counsellor/ officer	1	-	1	-	-	1	1	-	-	1	-	-	1	-	1	-	-	-	1	-
	*	-	1%	-	-	1%	1%	-	-	1%	-	-	*	-	*	-	-	-	*	-

Proportions/Means: Columns Treated (95% risk level) - ab - cd e - fh - ijkl - mn - op/q/r - st
 Overlap formulae used - *small base; **very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

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Table 67
WOQ16A/WOQ16B What were the most important factors for you in choosing the crematorium you used?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who compared crematoria, or had a choice but did not compare, or had a choice of one crematorium only, or who don't know/can't remember whether they compared crematoria

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	197	84*	113	37*	64*	97	140	57*	74*	66*	32*	25**	186	10**	167	17**	14**	..**	188	9**
...by a member of staff at the care home/ hospice/hospital where the deceased died	2 1%	-	2 1%	-	2 2%	-	2 1%	-	2 2%	-	-	-	2 1%	-	2 1%	-	-	-	2 1%	-
...by a religious leader	2 1%	2 2%	-	-	1 1%	1 1%	2 1%	-	2 2%	-	-	-	2 1%	-	2 1%	-	-	-	2 1%	-
...by a solicitor	1 *	-	1 1%	-	-	1 1%	-	1 1%	-	-	1 2%	-	1 *	-	-	-	1 5%	-	1 *	-
...from someone else	1 1%	1 2%	-	-	1 2%	-	1 1%	-	1 2%	-	-	-	1 1%	-	1 1%	-	-	-	1 1%	-
Reputation (NET)	24 12%	6 7%	18 16%	5 14% ^d	2 2%	17 17% ^d	18 13%	6 10%	9 13%	8 11%	4 13%	3 10%	22 12%	2 17%	20 12%	3 17%	1 5%	-	22 12%	1 13%
Good customer/ user reviews/ ratings	10 5%	2 2%	8 7%	4 12% ^d	1 1%	5 5%	10 7% ^h	-	3 3%	4 5%	1 4%	3 10%	8 5%	2 17%	7 4%	3 17%	-	-	9 5%	1 13%
Good reputation in the area	14 7%	4 4%	11 9%	1 3%	2 2%	12 12% ^d	9 6%	6 10%	7 9%	5 7%	3 9%	-	14 8%	-	13 8%	1 5%	1 5%	-	14 8%	-
Their offer (NET)	6 3%	2 2%	4 3%	1 3%	2 3%	3 3%	4 3%	2 3%	3 4%	2 3%	1 2%	-	6 3%	-	6 3%	-	-	-	6 3%	-
Their prices	3 2%	1 2%	2 2%	1 3%	1 2%	1 1%	3 2%	-	2 3%	1 2%	-	-	3 2%	-	3 2%	-	-	-	3 2%	-
Their value for money	2 1%	1 1%	2 1%	-	1 1%	2 2%	1 3%	2 3%	1 1%	1 1%	1 2%	-	2 1%	-	2 1%	-	-	-	2 1%	-
Location & facilities (NET)	65 33%	25 29%	40 36%	6 17%	25 39% ^c	34 35%	46 33%	19 33%	21 29%	23 34%	16 49%	5 20%	63 34%	2 20%	56 33%	6 39%	3 19%	-	62 33%	3 34%
The distance/ journey time/ location was convenient	39 20%	19 22%	21 18%	3 8%	17 27% ^c	19 20%	27 19%	12 22%	16 21%	15 22%	6 19%	3 12%	37 20%	2 20%	35 21%	3 18%	1 9%	-	37 20%	3 28%
Easy for funeral guests to find/ get to	8 4%	4 5%	4 3%	-	2 3%	6 6%	5 4%	3 5%	3 4%	3 5%	1 3%	1 4%	8 4%	-	7 4%	1 7%	-	-	7 4%	1 7%
Easy to get from the crematorium to the venue for the reception/ wake afterwards	6 3%	3 3%	3 3%	-	2 3%	4 4%	5 3%	1 2%	2 3%	2 3%	1 3%	1 4%	6 3%	-	5 3%	1 7%	-	-	6 3%	-

Proportions/Means: Columns Totalled 10% risk level: * ab - cde - fh - ijkl - mn - op/q - st
Overlap formulae used: ** small base: *** very small base (under 30) ineligible for sig testing

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Table 67
WOQ16A/WOQ16B What were the most important factors for you in choosing the crematorium you used?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who compared crematoria, or had a choice but did not compare, or had a choice of one crematorium only, or who don't know/can't remember whether they compared crematoria

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE-MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLAND (o)	SCOTLAND (p)	WALES (q)	NORTH EIRELAND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Weighted Base	197	84*	113	37*	64*	97	140	57*	74*	66*	32*	25**	186	10**	167	17**	14**	..**	188	9**
Facilities available (e.g. disabled access, music system, parking, refreshments, toilets etc.)	8	1	6	1	2	5	5	3	1	3	2	1	8	-	4	2	1	-	6	1
	4%	2%	5%	2%	3%	5%	4%	5%	2%	4%	7%	5%	4%	-	2%	14%	10%	-	3%	13%
It was an attractive/peaceful/well-maintained place/buildings/gardens	7	1	6	1	1	5	3	4	1	3	2	1	7	-	4	3	1	-	7	-
	3%	1%	5%	2%	2%	5%	2%	6%	1%	4%	7%	4%	4%	-	2%	15%	5%	-	4%	-
I/we liked the location	17	4	13	3	6	7	10	7	6	4	4	2	17	-	17	-	-	-	16	1
	8%	4%	11%	8%	10%	8%	7%	12%	8%	6%	12%	10%	9%	-	10%	-	-	-	8%	8%
It was the deceased's wish to use them	4	-	4	-	3	1	2	1	-	-	2	1	4	-	4	-	-	-	4	-
	2%	-	3%	-	4%	1%	2%	2%	-	-	8%ij	5%	2%	-	2%	-	-	-	2%	-
Other	5	2	2	-	-	5	3	1	3	-	2	-	5	-	4	-	1	-	5	-
	2%	3%	2%	-	-	5%	2%	2%	4%	-	5%	-	3%	-	2%	-	5%	-	3%	-
None	19	9	11	6	7	7	12	7	8	6	2	3	18	1	16	1	2	-	17	2
	10%	10%	9%	15%	11%	7%	9%	12%	11%	9%	6%	13%	10%	8%	10%	7%	15%	-	9%	22%
Don't know	12	5	7	2	6	3	9	3	3	5	3	-	11	-	11	-	1	-	12	-
	6%	6%	6%	6%	10%	4%	6%	6%	4%	8%	11%	-	6%	-	7%	-	4%	-	6%	-

Proportions/Mean: Columns Tested (5% risk level) = ab - cd/e - fh - ij/kl - mn - op/q - st
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 68

WOQ16A/WOQ16B What were the most important factors for you in choosing the crematorium you used?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who compared crematoria, or had a choice but did not compare, or had a choice of one crematorium only, or who don't know/can't remember whether they compared crematoria

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	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	204	-	204	34	161	47	66	71
Weighted Base	197	-**	197	33*	157	44*	65*	68*
Effective Base	188	-	188	32	148	43	60	66
Personal experience of using them before, or of attending a funeral that they had arranged	76 38%	-	76 38%	7 20%	69 44% ^e	16 38%	28 43%	24 35%
They were able to fit us in around the time we needed them	25 12%	-	25 12%	4 12%	20 13%	4 9%	7 11%	10 14%
It is the only local crematorium	75 38%	-	75 38%	15 45%	59 38%	14 31%	24 37%	29 43%
It belonged to the funeral director or was selected by the funeral director	5 2%	-	5 2%	-	5 3%	1 1%	2 3%	2 3%
Offered choice (NET)	11	-	11	2	9	4	1	5
6%	6%	-	6%	6%	6%	8%	1%	8%
...of days and times for the service	9 4%	-	9 4%	2 6%	6 4%	2 5%	1 1%	5 7%
...of service length/duration	3 1%	-	3 1%	-	2 1%	2 4%	-	1 2%
Recommendation (NET)	34	-	34	8	23	7	10	13
17%	17%	-	17%	23%	15%	16%	15%	19%
...by the funeral director	10 5%	-	10 5%	2 7%	7 4%	3 6%	3 4%	2 4%
...by family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	22 11%	-	22 11%	4 11%	16 10%	4 8%	7 10%	10 15%
...by a bereavement counsellor/ officer	1 *	-	1 *	1 2%	-	-	1 1%	-

Proportions/Means: Columns Tested (5% risk level) = a/b - c/d = v/x
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 68

WOQ16A/WOQ16B What were the most important factors for you in choosing the crematorium you used?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who compared crematoria, or had a choice but did not compare, or had a choice of one crematorium only, or who don't know/can't remember whether they compared crematoria

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Weighted Base	197	..**	197	33*	157	44*	65*	68*
...by a member of staff at the care home/ hospice/hospital where the deceased died	2 1%	- -	2 1%	- -	2 1%	- -	2 2%	- -
...by a religious leader	2 1%	- -	2 1%	1 3%	1 *	1 2%	- -	1 1%
...by a solicitor	1 *	- -	1 *	- -	1 *	- -	- -	1 1%
...from someone else	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -
Reputation (NET)	24 12%	- -	24 12%	5 16%	18 12%	4 9%	10 15%	10 14%
Good customer/ user reviews/ ratings	10 5%	- -	10 5%	4 11%	7 4%	1 2%	3 5%	6 9%
Good reputation in the area	14 7%	- -	14 7%	2 5%	13 8%	3 7%	7 11%	4 6%
Their offer (NET)	6 3%	- -	6 3%	2 7% ^{kl}	2 1%	4 10% ^{ijk}	1 1%	1 1%
Their prices	3 2%	- -	3 2%	2 7% ^{kl}	- -	3 8% ^{ijk}	- -	- -
Their value for money	2 1%	- -	2 1%	- -	2 1%	2 2%	1 1%	1 1%
Location & facilities (NET)	65 33%	- -	65 33%	13 40%	48 31%	19 43%	21 32%	21 31%
The distance/ journey time/ location was convenient	39 20%	- -	39 20%	9 28%	30 19%	12 27%	14 22%	12 17%
Easy for funeral guests to find/ get to	8 4%	- -	8 4%	1 3%	7 4%	3 6%	3 5%	1 2%
Easy to get from the crematorium to the venue for the reception/ wake afterwards	6 3%	- -	6 3%	3 9% ^{kl}	3 2%	1 3%	2 4%	2 3%

Proportions/Means: Columns Tested (5% risk level) = a/b = c/d = i/j/k
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 68

WOQ16A/WOQ16B What were the most important factors for you in choosing the crematorium you used?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who compared crematoria, or had a choice but did not compare, or had a choice of one crematorium only, or who don't know/can't remember whether they compared crematoria

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
	197	-**	197	33*	157	44*	65*	68*
Facilities available (e.g. disabled access, music system, parking, refreshments, toilets etc.)	8 4%	-	8 4%	3 8%	5 3%	-	4 7%	3 4%
It was an attractive/peaceful/well-maintained place/buildings/gardens	7 3%	-	7 3%	2 5%	5 3%	1 3%	5 8%	1 1%
I/we liked the location	17 8%	-	17 8%	3 10%	12 8%	7 17%	4 6%	4 6%
It was the deceased's wish to use them	4 2%	-	4 2%	-	2 2%	1 3%	1 2%	1 2%
Other	5 2%	-	5 2%	-	5 3%	-	1 1%	4 6%
None	19 10%	-	19 10%	3 9%	16 10%	3 8%	6 9%	8 12%
Don't know	12 6%	-	12 6%	2 6%	6 4%	2 4%	1 1%	3 5%

Proportions/Mean: Columns Tested (5% risk level) ** ab - ef = 1%
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 69
WOQ18 - Earlier you said that you compared the services of two or more crematoria. 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?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months where the deceased was cremated who Compared crematoria

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	16	3	13	4	4	8	13	3	6	7	3	-	15	1	14	1	1	-	16	-
Weighted Base	15*	2**	13**	4**	4**	6**	12**	3**	6**	7**	2**	**	14**	1**	13**	1**	1**	**	15**	**
Effective Base	15	3	12	4	4	8	12	3	6	6	3	-	14	1	13	1	1	-	15	-
(+2) Very easy	6	1	5	3	-	3	5	1	1	3	2	-	6	-	6	-	-	-	6	-
	40%	65%	36%	76%	-	45%	42%	34%	19%	49%	70%	-	42%	-	46%	-	-	-	40%	-
(+1) Fairly easy	5	-	5	-	3	2	5	-	3	1	1	-	4	1	4	1	-	-	5	-
	33%	-	38%	-	70%	28%	40%	-	52%	17%	30%	-	29%	100%	29%	100%	-	-	33%	-
(0) Neither easy nor difficult	3	-	3	1	1	1	2	1	1	2	-	-	3	-	3	-	-	-	3	-
	22%	-	26%	24%	30%	15%	19%	39%	17%	34%	-	-	24%	-	25%	-	-	-	22%	-
(-1) Fairly difficult	1	1	-	-	-	1	-	1	1	-	-	-	1	-	-	-	1	-	1	-
	5%	35%	-	-	-	11%	-	27%	12%	-	-	-	5%	-	-	-	100%	-	5%	-
(-2) Very difficult	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All easy (Net)	11	1	9	3	3	4	10	1	4	4	2	-	10	1	10	1	-	-	11	-
	73%	65%	74%	76%	70%	73%	81%	34%	71%	66%	100%	-	71%	100%	75%	100%	-	-	73%	-
All difficult (Net)	1	1	-	-	-	1	-	1	1	-	-	-	1	-	-	-	1	-	1	-
	5%	35%	-	-	-	11%	-	27%	12%	-	-	-	5%	-	-	-	100%	-	5%	-
NET DIFFERENCE	10	1	9	3	3	4	10	*	3	4	2	0	9	1	10	1	-1	0	10	0
	68%	30%	74%	76%	70%	62%	81%	7%	59%	66%	100%	0%	66%	100%	75%	100%	-100%	0%	68%	0%
Mean	1.08	0.94	1.11	1.52	0.70	1.07	1.23	0.41	0.77	1.14	1.70	-	1.09	1.00	1.20	1.00	-1.00	-	1.08	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - ab - cde - fh - ijk - mn - op/q - st
Overlap formulae used - * small base; ** very small base (under 30) ineligible for sig testing

Table 70
WOQ18 - Earlier you said that you compared the services of two or more crematoria. 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?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months where the deceased was cremated who Compared crematoria

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	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	16	-	16	7	8	7	3	5
Weighted Base	15*	**	15**	6**	8**	6**	3**	4**
Effective Base	15	-	15	7	7	7	3	5
(+2) Very easy	6	-	6	1	4	2	2	2
	40%	-	40%	11%	55%	37%	64%	43%
(+1) Fairly easy	5	-	5	4	1	4	-	1
	33%	-	33%	61%	15%	63%	-	18%
(0) Neither easy nor difficult	3	-	3	1	2	-	1	1
	22%	-	22%	16%	30%	-	36%	23%
(-1) Fairly difficult	1	-	1	1	-	-	-	1
	5%	-	5%	12%	-	-	-	16%
(-2) Very difficult	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
All easy (Net)	11	-	11	4	5	6	2	3
	73%	-	73%	72%	70%	100%	64%	61%
All difficult	1	-	1	1	-	-	-	1
(Net)	5%	-	5%	12%	-	-	-	16%
NET DIFFERENCE	10	0	10	4	5	6	2	2
	68%	0%	68%	61%	70%	100%	64%	45%
Mean	1.08	-	1.08	0.72	1.24	1.37	1.28	0.88
Don't know	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) ~ a/b ~ n/100
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 71
WOQ19 - 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?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who had a choice but did not compare crematoria
and did not use a crematorium already known to them

Unweighted Base
Weighted Base
Effective Base
It did not occur
to me/us to
compare
Didn't want to/
couldn't/not
appropriate (NET)
Everything
needed to be
arranged
quickly, so
there wasn't
time
It's just not
something you
do/it's
inappropriate in
this type of
situation
Chose 1st option/
no clear
difference (NET)
The first one I/
we looked at had
an available
slot and we
didn't want to
lose it
I/we liked/were
happy with/
trusted the
first
crematorium I/we
contacted
Didn't have a
choice (NET)
...because they
were the only
local
crematorium

TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
	MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
30	14	16	3	9	18	22	8	9	10	5	6	30	-	26	1	3	-	28	2
29*	13**	16**	3**	10**	16**	21**	8**	10**	9**	5**	6**	29**	**	25**	1**	2**	**	28**	1**
27	12	15	3	8	17	20	7	8	10	5	6	27	-	23	1	3	-	25	2
13	8	5	1	6	5	9	4	6	4	-	2	13	-	13	-	-	-	13	-
45%	58%	34%	32%	66%	34%	44%	46%	65%	46%	-	44%	45%	-	51%	-	-	-	47%	-
3	2	2	1	1	2	2	2	1	1	2	-	3	-	2	-	2	-	3	-
12%	14%	10%	22%	11%	11%	8%	23%	7%	13%	35%	-	12%	-	7%	-	74%	-	13%	-
2	1	2	1	-	2	2	1	1	-	2	-	2	-	2	-	1	-	2	-
8%	6%	10%	22%	-	11%	8%	9%	7%	-	35%	-	8%	-	7%	-	29%	-	9%	-
1	1	-	-	1	-	-	1	-	1	-	-	1	-	-	-	1	-	1	-
4%	8%	-	-	11%	-	-	14%	-	13%	-	-	4%	-	-	-	46%	-	4%	-
8	4	4	1	2	4	7	1	2	2	2	2	8	-	6	1	-	-	7	1
27%	28%	26%	46%	22%	26%	34%	8%	15%	24%	42%	39%	27%	-	25%	100%	-	-	26%	54%
2	1	1	1	1	-	2	-	-	1	-	1	2	-	2	-	-	-	2	-
7%	5%	9%	46%	7%	-	10%	-	-	7%	-	26%	7%	-	8%	-	-	-	8%	-
6	3	3	-	2	4	5	1	2	1	2	1	6	-	4	1	-	-	5	1
20%	23%	17%	-	16%	26%	24%	8%	15%	16%	42%	13%	20%	-	17%	100%	-	-	18%	54%
1	-	1	-	-	1	1	-	-	-	1	-	1	-	1	-	-	-	1	-
4%	-	7%	-	-	7%	5%	-	-	-	23%	-	4%	-	4%	-	-	-	4%	-
1	-	1	-	-	1	1	-	-	-	1	-	1	-	1	-	-	-	1	-
4%	-	7%	-	-	7%	5%	-	-	-	23%	-	4%	-	4%	-	-	-	4%	-

Proportions/Mean: Columns Tested (5% risk level) = a/b = c/d/e = f/h = i/j/k = m/n = o/p/q/r = s/t
Overlap formulae used. *small base; **very small base (under 30) ineligible for sig testing

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Table 71
WOQ19 - 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?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who had a choice but did not compare crematoria and did not use a crematorium already known to them

	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
	MALE	FE-MALE	18-34	35-54	55+	URBAN	RURAL	AB	C1	C2	DE	WHITE	BAME	ENGLAND	SCOTLAND	WALES	NORTH IRELAND	INTER NET USERS	NON INTER NET USERS
TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
29*	13**	16**	3**	10**	16**	21**	8**	10**	9**	5**	6**	29**	..**	25**	1**	2**	..**	28**	1**
3	1	3	-	-	3	2	2	1	2	-	-	3	-	3	-	1	-	3	1
12%	5%	17%	-	-	21%	7%	23%	12%	25%	-	-	12%	-	11%	-	26%	-	10%	46%
Weighted Base																			
Trusted recommendation I was/we were given (NET)																			
... by the funeral director	3	2	-	-	3	2	1	1	2	-	-	3	-	3	-	-	-	3	-
10%	5%	13%	-	-	17%	7%	16%	12%	18%	-	-	10%	-	11%	-	-	-	10%	-
... by family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	1	1	-	-	1	-	1	-	1	-	-	1	-	-	-	1	-	-	1
2%	-	4%	-	-	4%	-	8%	-	7%	-	-	2%	-	-	-	26%	-	-	46%
Trusted reputation/reviews (NET)																			
Trusted the customer/user reviews/ratings I/we saw for them	1	1	-	1	-	1	1	-	1	1	-	1	-	1	-	-	-	1	-
4%	5%	4%	-	13%	-	3%	8%	-	7%	13%	-	4%	-	5%	-	-	-	5%	-
Other (NET)																			
3	1	2	-	-	3	2	1	-	-	-	1	3	-	3	-	-	-	3	-
9%	5%	12%	-	-	16%	7%	13%	17%	-	-	17%	9%	-	10%	-	-	-	9%	-
Other	3	2	-	-	3	2	1	2	-	-	1	3	-	3	-	-	-	3	-
9%	5%	12%	-	-	16%	7%	13%	17%	-	-	17%	9%	-	10%	-	-	-	9%	-

Proportions/Mean: Columns Tested (5% risk level) - a,b - c,d,e - f,h - i,j,k,l - m,n - o,p,q,r - s,t
Overlap formulae used. ** small base; *** very small base (under 30) ineligible for sig testing

14 Aug 2018

Table 72

WOQ19 - 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?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who had a choice but did not compare crematoria and did not use a crematorium already known to them

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)			
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)	
Unweighted Base	30	-	30	5	24	8	11	9
Weighted Base	29*	..**	29**	5**	23**	7**	11**	9**
Effective Base	27	-	27	5	22	7	9	8
It did not occur to me/us to compare	13	-	13	1	12	3	6	3
	45%	-	45%	16%	52%	35%	59%	32%
Didn't want to/ couldn't/not appropriate (NET)	3	-	3	2	2	1	-	2
	12%	-	12%	35%	8%	10%	-	23%
Everything needed to be arranged quickly, so there wasn't time	2	-	2	2	1	1	-	1
	8%	-	8%	35%	3%	10%	-	11%
It's just not something you do/it's inappropriate in this type of situation	1	-	1	-	1	-	-	1
	4%	-	4%	-	5%	-	-	12%
Chose 1st option/ no clear difference (NET)	8	-	8	2	5	2	4	3
	27%	-	27%	49%	20%	20%	33%	31%
The first one I/ we looked at had an available slot and we didn't want to lose it	2	-	2	1	1	-	-	2
	7%	-	7%	30%	3%	-	-	23%
I/we liked/were happy with/ trusted the first crematorium I/we contacted	6	-	6	1	4	2	4	1
	20%	-	20%	19%	18%	20%	33%	7%
Didn't have a choice (NET)	1	-	1	-	1	1	-	-
	4%	-	4%	-	5%	15%	-	-
...because they were the only local crematorium	1	-	1	-	1	1	-	-
	4%	-	4%	-	5%	15%	-	-

Proportions/Mean: Columns Tested (5% risk level) ~ a/b ~ c/d ~ i/j/k
Overlap formulae used ~ *small base; **very small base (under 30) ineligible for sig testing

14 Aug 2018

Table 72

WOQ19 - 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?

Base: All Adults 18+ in the UK involved in making arrangements for an "at need" cremation in the past 24 months who had a choice but did not compare crematoria and did not use a crematorium already known to them

TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
	BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
29*	..**	29**	5**	23**	7**	11**	9**
3	-	3	-	3	1	2	1
12%	-	12%	-	14%	8%	14%	14%

Weighted Base	3	-	3	-	3	-	2	1
Trusted recommendation I was/we were given (NET)	10%	-	10%	-	12%	-	14%	14%
... by the funeral director	1	-	1	-	1	-	-	-
... by family member(s)/ friend(s)/ neighbour(s)/ work colleague(s)	2%	-	2%	-	3%	8%	-	-
Trusted reputation/reviews (NET)	1	-	1	-	1	-	-	1
Trusted the customer/user reviews/ratings I/we saw for them	4%	-	4%	-	3%	-	-	15%
Other (NET)	3	-	3	-	3	-	-	-
Other	9%	-	9%	-	11%	35%	-	-
	3	-	3	-	3	-	-	-
	9%	-	9%	-	11%	35%	-	-

Proportions/Mean: Columns Tested (5% risk level) = a/b = e/f = i/jk
Overlap formulae used. ** small base; *** very small base (under 30) ineligible for sig testing

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Table 73
WOQ20 - Thinking about all the things you had to decide about the crematorium, how easy or difficult was it to get all the information you needed to do this?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, where the deceased was cremated

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
Unweighted Base	236	101	135	39	65	132	171	65	84	86	36	30	224	11	199	20	17	-	222	14
Weighted Base	231	95*	136	41*	76*	115	168	64*	90*	75*	34*	32**	218	12**	199	18**	14**	..**	220	11**
Effective Base	218	92	126	36	61	126	157	61	79	79	34	28	207	10	184	19	16	-	206	13
(+2) Very easy	120	46	74	21	34	65	84	36	46	35	21	18	114	6	102	11	7	-	113	6
	52%	49%	54%	50%	45%	57%	50%	57%	51%	47%	61%	56%	52%	46%	52%	59%	47%	-	51%	59%
(+1) Fairly easy	74	37	38	13	28	34	58	16	29	27	9	9	69	5	67	4	4	-	72	2
	32%	38%	28%	31%	37%	29%	35%	25%	32%	36%	27%	29%	32%	37%	34%	20%	26%	-	33%	18%
(0) Neither easy nor difficult	28	9	19	4	11	13	18	10	11	9	4	5	27	1	22	3	3	-	26	2
	12%	10%	14%	11%	14%	12%	11%	16%	12%	12%	11%	15%	13%	8%	11%	16%	20%	-	12%	17%
(-1) Fairly difficult	3	2	1	1	1	1	3	-	2	1	-	-	2	1	2	-	1	-	3	-
	1%	2%	1%	2%	1%	1%	2%	-	2%	1%	-	-	1%	8%	1%	-	7%	-	1%	-
(-2) Very difficult	1	-	1	-	-	1	1	-	-	1	-	-	1	-	1	-	-	-	-	1
	0%	-	1%	-	-	1%	1%	-	-	1%	-	-	-	-	-	-	-	-	-	6%
All easy (Net)	194	83	111	33	62	99	142	52	75	62	30	27	183	10	169	15	10	-	186	8
	84%	87%	82%	81%	82%	86%	85%	82%	83%	82%	89%	85%	84%	85%	85%	79%	73%	-	84%	77%
All difficult (Net)	3	2	2	1	1	2	3	-	2	1	-	-	2	1	2	-	1	-	3	1
	1%	2%	1%	2%	1%	1%	2%	-	2%	2%	-	-	1%	8%	1%	-	7%	-	1%	6%
NET DIFFERENCE	191	81	110	32	61	97	139	52	73	61	30	27	181	9	167	15	9	0	183	8
	83%	85%	81%	79%	81%	85%	83%	82%	81%	80%	89%	85%	83%	76%	84%	79%	66%	0%	83%	72%
Mean	1.37	1.36	1.39	1.37	1.30	1.42	1.36	1.42	1.36	1.32	1.50	1.41	1.38	1.22	1.39	1.44	1.13	-	1.38	1.25
Don't know	6	1	4	2	3	1	5	1	3	3	-	-	6	-	5	1	-	-	6	-
	2%	2%	3%	6%	3%	1%	3%	2%	3%	4%	-	-	3%	-	2%	4%	-	-	3%	-

Proportions/Means: Columns Tested (5% risk level) = a/b - c/d/e - f/h - i/j/k - m/n - o/p/q - r/s
Overlap formulae used. * = small base; ** = very small base (under 30) ineligible for sig testing

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Table 74
WOQ20 - Thinking about all the things you had to decide about the crematorium, how easy or difficult was it to get all the information you needed to do this?
Base: All Adults 18+ in the UK involved in making arrangements for an "at need" funeral in the past 24 months, where the deceased was cremated

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	236	-	236	37	187	50	77	87
Weighted Base	231	**	231	36*	184	48*	77*	84*
Effective Base	218	-	218	35	173	46	71	81
(+2) Very easy	120	-	120	15	101	23	39	47
	52%	-	52%	42%	55%	47%	52%	56%
(+1) Fairly easy	74	-	74	16	55	19	29	21
	32%	-	32%	44%	30%	41%	38%	25%
(0) Neither easy nor difficult	28	-	28	4	22	5	8	12
	12%	-	12%	10%	12%	11%	10%	14%
(-1) Fairly difficult	3	-	3	-	3	-	-	3
	1%	-	1%	-	1%	-	-	3%
(-2) Very difficult	1	-	1	-	1	-	-	1
	*	-	*	-	*	-	-	1%
All easy (Net)	194	-	194	31	156	42	69	68
	84%	-	84%	86%	85%	88%	90%	81%
All difficult (Net)	3	-	3	-	3	-	-	3
	1%	-	1%	-	2%	-	-	4%
NET DIFFERENCE	191	0	191	31	153	42	69	65
	83%	0%	83%	86%	83%	88%	90% ^k	77%
Mean	1.37	-	1.37	1.34	1.39	1.36	1.42	1.34
Don't know	6	-	6	2	3	*	-	1
	2%	-	2%	4%	2%	1%	-	1%

Proportions/Mean: Columns Tested (5% risk level) = a/b = e/f = i/j/k
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 75
DEMOGRAPHICS
Base: All Adults 18+ in the UK

	TOTAL	GENDER		AGE			AREA		SOCIAL GRADE					ETHNICITY		NATIONS				INTERNET USAGE	
		MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)	
Unweighted Base	6109	2931	3178	1643	1785	2681	4684	1425	1499	1924	1244	1442	5338	739	5067	523	342	177	5387	722	
Weighted Base	6109	2984	3125	1727	2052	2330	4714	1395	1671	1721	1237	1480	5300	780	5124	516	291	178	5493	616	
Effective Base	5563	2611	2961	1477	1660	2521	4256	1308	1394	1778	1129	1300	4875	663	4615	480	315	161	4914	667	
GENDER																					
MALE																					
	2984	2984	-	876	1015	1094	2313	671	860	785	670	670	2584	381	2505	249	144	87	2739	245	
	49%	100%b	-	51%e	49%	47%	49%	48%	51%jl	46%	54%jl	45%	49%	49%	49%	48%	49%	49%	50%t	40%	
FEMALE																					
	3125	-	3125	851	1037	1236	2401	723	811	936	568	810	2716	399	2619	267	148	91	2754	371	
	51%	-	100%a	49%	51%	53%e	51%	52%	49%	54%ik	46%	55%ik	51%	51%	51%	52%	51%	51%	50%	60%u	
AGE																					
15-34																					
	1727	876	851	1727	-	-	1409	318	368	551	381	428	1388	331	1493	126	49	60	1706	21	
	28%	29%	27%	100%de	-	-	30%h	23%	22%	32%l	31%l	29%l	26%	42%lm	29%pq	24%q	17%	34%pq	31%t	3%	
35-54																					
	2052	1015	1037	-	2052	-	1595	457	601	579	427	446	1722	321	1704	180	100	69	1986	66	
	34%	34%	33%	-	100%ce	-	34%	33%	36%l	34%l	34%l	30%	32%	41%lm	33%	35%	34%	39%	36%t	11%	
55+																					
	2330	1094	1236	-	-	2330	1710	619	702	591	430	607	2190	128	1928	210	142	50	1800	530	
	38%	37%	40%a	-	-	100%cd	36%	44%f	42%jk	34%	35%	41%jk	41%ln	16%	38%r	41%r	49%op	28%	33%	86%u	
AREA																					
URBAN																					
	4714	2313	2401	1409	1595	1710	4714	-	1235	1399	937	1144	3999	689	4238	258	79	139	4238	476	
	77%	78%	77%	82%de	78%e	73%	100%h	-	74%	81%ik	76%	77%l	75%	88%l	83%pq	50%q	27%	78%pq	77%	77%	
RURAL																					
	1395	671	723	318	457	619	-	1395	436	322	300	336	1301	90	867	257	212	39	1255	140	
	23%	22%	23%	18%	22%e	27%cd	-	100%i	26%jl	19%	24%j	23%j	25%ln	12%	17%	50%or	73%op	22%	23%	23%	
SOCIAL GRADE																					
AB																					
	1671	860	811	368	601	702	1235	436	1671	-	-	-	1458	199	1448	121	83	19	1616	55	
	27%	29%b	26%	21%	29%c	30%e	26%	31%l	100%jd	-	-	-	28%	26%	28%pr	23%r	29%r	10%	29%t	9%	
C1	1721	785	936	551	579	591	1399	322	-	1721	-	-	1470	244	1464	118	79	60	1610	111	
	28%	26%	30%a	32%de	28%e	25%	30%h	23%	-	100%kl	-	-	28%	31%	29%p	23%	27%	34%pt	29%t	18%	
C2	1237	670	568	381	427	430	937	300	-	-	1237	-	1092	141	1002	148	49	38	1107	130	
	20%	22%b	18%	22%e	21%	18%	20%	22%	-	-	100%ijl	-	21%	18%	20%	29%oq	17%	21%	20%	21%	
DE	1480	670	810	428	446	607	1144	336	-	-	-	1480	1280	195	1210	128	80	62	1161	319	
	24%	22%	26%a	25%cd	22%	26%cd	24%	24%	-	-	-	100%jk	24%	25%	24%	25%	28%	35%op	21%	52%u	
ETHNICITY																					
WHITE																					
	5300	2584	2716	1388	1722	2190	3999	1301	1458	1470	1092	1280	5300	-	4342	502	281	174	4745	554	
	87%	87%	87%	80%	84%e	94%cd	85%	93%l	87%	85%	88%j	86%	100%ln	-	85%	97%o	97%o	98%o	86%	90%u	
BAME	780	381	399	331	321	128	689	90	199	244	141	195	-	780	757	11	7	3	720	59	
	13%	13%	13%	19%de	16%e	5%	15%h	6%	12%	14%k	11%	13%	-	100%lm	15%pqr	2%	3%	2%	13%t	10%	

Proportions: Means: Columns Tested (5% risk level) - a/b - c/d/e - f/h - i/j/k/l - m/n - o/p/q/r - s/t
Overlap formulae used.

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Table 75
DEMOGRAPHICS
Base: All Adults 18+ in the UK

Weighted Base

NATIONS

ENGLAND

SCOTLAND

WALES

NORTHERN IRELAND

TOTAL	GENDER		AGE			AREA		SOCIAL GRADE				ETHNICITY		NATIONS				INTERNET USAGE	
	MALE (a)	FE- MALE (b)	18-34 (c)	35-54 (d)	55+ (e)	URBAN (f)	RURAL (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WHITE (m)	BAME (n)	ENGLA ND (o)	SCOTL AND (p)	WALES (q)	NORTH ERN IRELA ND (r)	INTER NET USERS (s)	NON INTER NET USERS (t)
6109	2984	3125	1727	2052	2330	4714	1395	1671	1721	1237	1480	5300	780	5124	516	291	178	5493	616
5124 84%	2505 84%	2619 84%	1493 86% de	1704 83%	1928 83%	4238 90% h	887 64%	1448 87% kl	1464 85% kl	1002 81%	1210 82%	4342 82%	757 97% m	5124 100% pqr	-	-	-	4627 84% t	497 81%
516 8%	249 8%	267 9%	126 7%	180 9%	210 9%	258 5%	257 18% f	121 7%	118 7%	148 12% ijl	128 9%	502 9% n	11 1%	-	516 100% oqr	-	-	472 9%	44 7%
291 5%	144 5%	148 5%	49 3%	100 5% c	142 6% c	79 2%	212 15% l	83 5%	79 5%	49 4%	80 5%	281 5% n	7 1%	-	-	291 100% opr	-	252 5%	39 6% s
178 3%	87 3%	91 3%	60 3% e	69 3% e	50 2%	139 3%	39 3%	19 1%	60 3% l	38 3% l	62 4% l	174 3% n	3 *	-	-	-	178 100% opq	142 3%	35 6% s

Proportions: Means: Columns Tested (5% risk level) - a/b - c/d/e - f/h - i/j/kl - m/n - op/qr - st
Overlap formulae used.

Table 76
DEMOGRAPHICS
Base: All Adults 18+ in the UK

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO 3,000 (i)	3,001 - 4,000 (j)	MORE THAN 4,000 (k)
Unweighted Base	6109	109	248	48	266	81	106	119
Weighted Base	6109	107*	242	46*	262	79*	105*	116
Effective Base	5563	100	229	45	245	74	97	111
GENDER								
MALE	2984 49%	54 51%	97 40%	19 41%	116 44%	33 42%	44 42%	52 45%
FEMALE	3125 51%	53 49%	146 60%	28 59%	146 56%	45 58%	62 58%	63 55%
AGE								
15-34	1727 28%	20 18%	41 17%	11 24%	38 15%	17 21%	11 10%	21 18%
35-54	2052 34%	35 32%	83 34%	13 28%	86 33%	24 30%	38 36%	37 32%
55+	2330 38%	53 50%	119 49%	22 48%	138 53%	38 48%	57 54%	58 50%
AREA								
URBAN	4714 77%	82 77%	177 73%	39 85%	187 71%	63 80%	78 74%	80 69%
RURAL	1395 23%	25 23%	66 27%	7 15%	75 29%	16 20%	28 26%	36 31%
SOCIAL GRADE								
AB	1671 27%	33 30%	93 38%	21 45%	95 36%	24 30%	40 38%	49 42%
C1	1721 28%	22 21%	79 33%a	11 23%	76 29%	22 28%	27 26%	35 30%
C2	1237 20%	27 25%b	38 16%	7 15%	49 19%	21 26%	16 15%	19 16%
DE	1480 24%	25 23%b	33 13%	8 17%	42 16%	12 16%	23 22%	13 12%
ETHNICITY								
WHITE	5300 87%	94 87%	229 95%a	41 89%	249 95%	73 93%	101 96%	107 92%
BAME	780 13%	12 11%b	12 5%	4 9%	12 5%	4 5%	3 3%	9 8%
NATIONS								
ENGLAND	5124 84%	73 68%	209 86%a	41 89%	203 78%	59 75%	80 76%	97 84%
SCOTLAND	516 8%	12 11%	20 8%	2 4%	28 11%	5 6%	16 15%	8 7%

Proportions/Mean: Columns Tested (5% risk level) = a/b - e/f - i/j
Overlap formulae used. * small base

Table 76
DEMOGRAPHICS
Base: All Adults 18+ in the UK

	TOTAL	NATURE OF FUNERAL		COMPARISON OF FUNERAL DIRECTOR		COST OF FUNERAL (POUNDS)		
		BURIAL (a)	CREMATION (b)	COMPARED (e)	DID NOT COMPARE (f)	UP TO		MORE THAN
						3,000 (i)	- 4,000 (j)	4,000 (k)
Weighted Base	6109	107*	242	46*	262	79*	105*	116
WALES	291	4	14	2	15	5	4	8
	5%	4%	6%	3%	6%	7%	4%	7%
NORTHERN IRELAND	178	19	-	2	15	10	5	2
	3%	17% ^{ab}	-	4%	6%	13% ^{ak}	5%	2%

Proportions/Mean: Columns Tested (5% risk level) = a/b = e/f = i/j%
Overlap formulae used. * small base