

## **FUNERAL DIRECTORS AND CREMATORIA SERVICES MARKET INVESTIGATION**

### **Invitation to comment on consumer survey draft questionnaire**

1. As part of its investigation into the funerals sector, the Competition and Markets Authority (CMA) intends to conduct a quantitative survey of consumers who recently arranged a funeral.
2. It is proposed that the survey will comprise one or more waves of interviews on a well-established Omnibus survey (i.e. a weekly, large-scale, multi-client market research survey of a nationally representative sample of the UK population).
3. We now welcome comments on the draft questionnaire to be used in the proposed survey.
4. The draft questionnaire may be found on the [funerals sector investigation case page](#).
5. In addition to responses to the questions outlined in the draft questionnaire, Omnibus surveys collect as standard a range of demographic variables which will be available for analysis.
6. The questionnaire may be revised ahead of fieldwork, to reflect comments received and/or our own development of the questions.
7. In accordance with the tight timetable which is necessary for this work, the deadline for comments is **5pm on Tuesday 28 May 2019**. All comments should be addressed to [funerals@cma.gov.uk](mailto:funerals@cma.gov.uk).