YouGov / NAFD Survey Results

Sample size: 1609 adults in England, Wales & Northern Ireland

Fieldwork: 29th - 30th September 2026

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Northern Ireland
Rebased Weighted Sample	1627	294	401	149	179	94	555	606	794	832	168	667	406	386	546	378	478	1485	92	50
Unweighted Sample	1609	274	420	167	181	91	635	605	685	924	110	578	487	434	636	368	390	1450	120	39
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Have you ever been involved in arranging a funeral following the death of a close family member or friend?																				
Yes, on multiple occasions	19	25	17	20	24	*12*	20	26	15	23	3	7	24	42	19	24	18	19	21	*26*
Yes, once	28	38	26	26	31	*29*	32	33	26	30	11	22	37	35	31	30	28	27	37	*30*
No	52	37	57	52	44	*59*	48	40	58	46	81	70	39	22	49	45	53	53	41	*40*
Prefer not to say	1	0	0	2	1	*0*	0	1	1	1	5	1	0	0	1	0	0	1	1	*3*
Which of the following, if any, is the most important thing on the day of a funeral?																				
Family and friends coming together	10	8	10	9	8	*17*	9	7	9	11	19	10	10	7	10	10	9	10	14	*8*
Honouring and celebrating the person's life	32	33	32	41	28	*31*	37	29	30	34	34	33	34	27	34	31	31	32	34	*36*
Supporting those who are grieving	9	6	13	6	9	*15*	9	9	10	8	6	10	10	8	9	9	10	9	6	*16*
Reflecting the deceased person's wishes	17	20	14	16	20	*19*	16	21	15	19	7	16	19	23	18	17	17	17	14	*15*
Giving the deceased person a respectful service	10	10	10	8	12	*6*	9	11	12	9	11	10	9	11	9	13	9	10	12	*12*
Being present with the deceased person during their final moments before cremation or burial	3	2	5	1	4	*1*	3	4	3	3	2	4	3	4	4	2	4	3	4	*6*
Having a personal and meaningful service	7	8	9	6	9	*4*	9	8	7	8	3	7	8	10	8	9	7	8	8	*0*
Ensuring everything runs smoothly on the day	3	5	3	2	2	*1*	3	3	4	2	0	3	3	3	2	3	5	3	3	*3*
Creating lasting memories and tributes	2	2	1	3	2	*2*	1	2	2	2	3	1	2	1	2	1	2	2	0	*3*
Other	1	3	0	2	0	*3*	1	1	1	1	0	2	0	1	1	1	1	1	0	*0*
Prefer not to say	2	0	1	4	2	*0*	1	1	3	1	7	1	0	3	1	2	2	2	2	*0*
Don't know	3	2	2	2	3	*1*	3	3	3	3	7	3	2	2	2	3	3	3	3	*0*

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		Region in England				Household Income				Have been involved in making funeral arrangements			
	Total	North	Midlands	London	Rest of South	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Yes, on multiple occasions	Yes, once	TOTAL YES	No
Rebased Weighted Sample	1627	408	282	204	591	203	395	337	299	312	451	763	849
Unweighted Sample	1609	403	303	167	577	210	390	332	307	366	482	848	752
	%	%	%	%	%	%	%	%	%	%	%	%	%
Have you ever been involved in arranging a funeral following the death of a close family member or friend?													
Yes, on multiple occasions	19	20	20	15	18	25	20	15	14	100	0	41	0
Yes, once	28	27	27	21	29	26	35	27	26	0	100	59	0
No	52	52	52	62	52	49	45	58	60	0	0	0	100
Prefer not to say	1	1	0	3	1	0	0	0	0	0	0	0	0
Which of the following, if any, is the most important thing on the day of a funeral?													
Family and friends coming together	10	12	8	12	9	11	12	10	10	8	11	10	11
Honouring and celebrating the person's life	32	30	36	25	34	29	29	35	38	31	33	32	33
Supporting those who are grieving	9	10	9	15	7	9	9	12	9	7	5	6	12
Reflecting the deceased person's wishes	17	18	16	17	18	18	17	16	16	22	18	20	15
Giving the deceased person a respectful service	10	9	10	11	10	12	11	9	7	10	10	10	10
Being present with the deceased person during their final moments before cremation or burial	3	3	4	2	4	6	3	2	5	5	4	4	3
Having a personal and meaningful service	7	9	7	6	7	6	9	6	7	8	11	10	5
Ensuring everything runs smoothly on the day	3	3	3	3	3	2	3	3	3	5	3	4	2
Creating lasting memories and tributes	2	1	3	2	2	1	3	2	1	2	2	2	2
Other	1	1	0	0	2	0	1	1	1	1	1	1	1
Prefer not to say	2	2	2	4	1	1	1	2	0	1	1	1	2
Don't know	3	4	2	1	3	5	2	1	3	1	1	1	5

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Fieldwork: 29th - 30th September 2026

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Northern Ireland
Rebased Weighted Sample	**1627**	294	401	149	179	94	555	606	794	832	168	667	406	386	546	378	478	1485	92	50
Unweighted Sample	**1609**	274	420	167	181	91	635	605	685	924	110	578	487	434	636	368	390	1450	120	39
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Generally speaking, how much, if at all, do you trust the funeral sector to act in the best interests of bereaved families?																				
Trust a great deal	**16**	15	14	19	20	*12*	16	17	15	16	12	16	13	19	16	16	18	14	26	*34*
Trust a fair amount	**58**	64	60	55	53	*61*	60	58	56	60	43	57	63	61	60	60	58	58	50	*59*
TOTAL TRUST	**74**	**79**	**74**	**74**	**73**	***73***	**76**	**75**	**71**	**76**	**55**	**73**	**76**	**80**	**76**	**76**	**76**	**72**	**76**	***93***
Don't trust very much	**12**	10	13	10	12	*13*	12	12	13	10	15	11	11	12	12	12	10	12	7	*5*
Don't trust at all	**3**	2	2	3	5	*2*	1	3	4	1	4	2	4	2	2	3	2	3	2	*0*
TOTAL DON'T TRUST	**15**	**12**	**15**	**13**	**17**	***15***	**13**	**15**	**17**	**11**	**19**	**13**	**15**	**14**	**14**	**15**	**12**	**15**	**9**	***5***
Don't know	**12**	9	12	13	11	*13*	10	10	13	12	26	14	9	7	11	9	12	13	14	*2*
As far as you are aware, do you think the funeral sector in [England/ Wales/ Northern Ireland] is or is not currently regulated?																				
Yes, it is regulated	**29**	25	28	32	33	*24*	27	28	29	28	34	28	27	28	28	33	26	28	31	*44*
No, it is not regulated	**25**	34	27	23	30	*24*	27	32	28	22	15	19	31	32	30	25	23	26	12	*17*
Don't know	**47**	41	44	46	37	*53*	47	40	43	50	50	53	41	39	43	43	51	46	57	*39*
You previously said you do not think the funeral sector in [England/ Wales/ Northern Ireland] is regulated. Do you think it should or should not be regulated?																				
[Asked only to respondents who don't think that the funeral sector is regulated; n= 431]																				
It should be regulated	**92**	*93*	91	*92*	*95*	*91*	93	92	92	92	*88*	88	93	95	89	*90*	94	93	*73*	*51*
It should not be regulated	**3**	*1*	4	*2*	*2*	*0*	3	3	3	4	*0*	6	3	2	5	*2*	3	3	*11*	*25*
Don't know	**5**	*6*	4	*5*	*3*	*9*	4	5	5	5	*12*	6	4	3	5	*8*	4	4	*15*	*24*

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Fieldwork: 29th - 30th September 2026

		Region in England				Household Income				Have been involved in making funeral arrangements			
	Total	North	Midlands	London	Rest of South	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Yes, on multiple occasions	Yes, once	TOTAL YES	No
Rebased Weighted Sample	**1627**	408	282	204	591	203	395	337	299	312	451	763	849
Unweighted Sample	**1609**	403	303	167	577	210	390	332	307	366	482	848	752
	%	%	%	%	%	%	%	%	%	%	%	%	%
Generally speaking, how much, if at all, do you trust the funeral sector to act in the best interests of bereaved families?													
Trust a great deal	**16**	15	12	11	16	16	16	18	13	25	17	20	12
Trust a fair amount	**58**	56	63	58	58	55	61	61	57	60	65	63	54
TOTAL TRUST	**74**	**71**	**75**	**69**	**74**	**71**	**77**	**79**	**70**	**85**	**82**	**83**	**66**
Don't trust very much	**12**	16	11	13	9	12	13	7	13	8	12	10	12
Don't trust at all	**3**	1	2	6	3	5	2	4	3	2	1	2	4
TOTAL DON'T TRUST	**15**	**17**	**13**	**19**	**12**	**17**	**15**	**11**	**16**	**10**	**13**	**12**	**16**
Don't know	**12**	12	12	12	14	13	7	10	15	5	5	5	19
As far as you are aware, do you think the funeral sector in [England/ Wales/ Northern Ireland] is or is not currently regulated?													
Yes, it is regulated	**29**	28	31	21	29	32	29	28	29	33	32	32	25
No, it is not regulated	**25**	29	28	22	24	24	26	26	28	33	26	29	22
Don't know	**47**	43	42	57	47	44	45	46	42	34	42	39	53
You previously said you do not think the funeral sector in [England/ Wales/ Northern Ireland] is regulated. Do you think it should or should not be regulated?													
[Asked only to respondents who don't think that the funeral sector is regulated; n= 431]													
It should be regulated	**92**	95	*92*	*94*	92	*90*	95	*92*	*84*	89	94	92	91
It should not be regulated	**3**	3	*3*	*2*	2	*7*	1	*4*	*6*	7	2	4	2
Don't know	**5**	2	*5*	*5*	5	*3*	4	*3*	*10*	4	3	4	6

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		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Northern Ireland
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Unweighted Sample	**1609**	274	420	167	181	91	635	605	685	924	110	578	487	434	636	368	390	1450	120	39
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And if the funeral sector were regulated, who do you think should be responsible for regulating it?

[Asked only to respondents who think that the funeral sector is regulated; n= 460]

A government regulator	**40**	*48*	50	*34*	*34*	*46*	49	37	35	46	*23*	44	37	46	46	41	39	41	*26*	*40*
An industry trade body	**33**	*34*	31	*42*	*36*	*30*	30	39	36	30	*41*	32	36	29	33	29	39	34	*29*	*25*
Local government	**14**	*11*	12	*16*	*9*	*16*	13	12	19	9	*26*	10	15	15	14	15	12	14	*22*	*13*
Other	**2**	*0*	0	*0*	*5*	*0*	0	1	2	1	*7*	1	1	1	2	0	3	2	*0*	*0*
Don't know	**10**	*7*	7	*8*	*16*	*8*	8	11	8	13	*4*	14	10	8	6	15	8	9	*23*	*22*

You previously said you had made funeral arrangements before. How clear or unclear where the funeral directors about the full costs of their services?

[Asked only to respondents who have been involved with making funeral arrangements before; n= 848]

Very clear	**51**	61	50	*52*	46	*62*	51	54	50	51	*34*	32	49	65	54	46	52	51	*56*	*42*
Fairly clear	**39**	32	39	*35*	39	*34*	41	36	39	39	*30*	52	43	28	36	43	38	39	*34*	*43*
TOTAL CLEAR	**90**	**93**	**89**	***87***	**85**	***96***	**92**	**90**	**89**	**90**	***64***	**84**	**92**	**93**	**90**	**89**	**90**	**90**	***90***	***85***
Fairly unclear	**5**	3	3	*9*	6	*3*	4	5	4	5	*9*	7	4	4	4	4	5	5	*5*	*9*
Very unclear	**1**	1	1	*0*	3	*0*	0	1	1	1	*0*	0	1	1	1	1	1	1	*0*	*0*
TOTAL UNCLEAR	**6**	**4**	**4**	***9***	**9**	***3***	**4**	**6**	**5**	**6**	***9***	**7**	**5**	**5**	**5**	**5**	**6**	**6**	***5***	***9***
Don't know	**5**	2	7	*4*	7	*2*	4	4	6	5	*28*	9	3	2	6	6	3	5	*5*	*6*

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	%	%	%	%	%	%	%	%	%	%	%	%	%
And if the funeral sector were regulated, who do you think should be responsible for regulating it?													
[Asked only to respondents who think that the funeral sector is regulated; n= 460]													
A government regulator	**40**	46	*44*	*38*	37	*37*	50	*39*	*40*	50	36	42	40
An industry trade body	**33**	24	*35*	*36*	40	*30*	29	*30*	*38*	26	39	34	32
Local government	**14**	19	*12*	*17*	11	*9*	15	*19*	*17*	13	16	15	15
Other	**2**	1	*1*	*3*	2	*4*	0	*0*	*0*	1	1	1	2
Don't know	**10**	10	*8*	*6*	9	*19*	7	*12*	*5*	9	9	9	11
You previously said you had made funeral arrangements before. How clear or unclear where the funeral directors about the full costs of their services?													
[Asked only to respondents who have been involved with making funeral arrangements before; n= 848]													
Very clear	**51**	43	52	*56*	54	57	50	50	39	57	46	51	*0*
Fairly clear	**39**	44	37	*42*	36	35	39	40	45	35	41	39	*0*
TOTAL CLEAR	**90**	**87**	**89**	***98***	**90**	**92**	**89**	**90**	**84**	**92**	**87**	**90**	***0***
Fairly unclear	**5**	7	4	*0*	4	6	6	5	6	5	5	5	*0*
Very unclear	**1**	2	0	*1*	0	1	1	1	1	1	1	1	*0*
TOTAL UNCLEAR	**6**	**9**	**4**	***1***	**4**	**7**	**7**	**6**	**7**	**6**	**6**	**6**	***0***
Don't know	**5**	4	7	*1*	6	2	5	4	10	2	7	5	*0*

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

You previously said that you have been involved in arranging a funeral. How good or poor was the quality of the service you received from the funeral directors?

[Asked only to respondents who have been involved with making funeral arrangements before; n= 848]

Very good	**65**	64	65	*70*	61	*75*	66	65	62	67	*67*	53	64	74	67	58	68	64	*77*	*65*
Fairly good	**31**	34	30	*25*	34	*25*	29	33	35	28	*27*	42	31	25	27	39	30	32	*21*	*29*
TOTAL GOOD	**96**	**98**	**95**	***95***	**95**	***100***	**95**	**98**	**97**	**95**	***94***	**95**	**95**	**99**	**94**	**97**	**98**	**96**	***98***	***94***
Fairly poor	**3**	1	3	*5*	5	*0*	4	2	2	3	*6*	1	4	2	3	2	2	3	*2*	*0*
Very poor	**0**	0	0	*0*	0	*0*	0	0	0	0	*0*	0	0	0	0	0	0	0	*0*	*0*
TOTAL POOR	**3**	**1**	**3**	***5***	**5**	***0***	**4**	**2**	**2**	**3**	***6***	**1**	**4**	**2**	**3**	**2**	**2**	**3**	***2***	***0***
Don't know	**1**	1	2	*0*	0	*0*	2	0	1	2	*0*	4	1	0	2	1	1	1	*0*	*6*

**This survey was carried out online. The figures have been weighted and are representative of all adults in the UK, excluding those in Scotland (aged 18+)*

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

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

You previously said that you have been involved in arranging a funeral. How good or poor was the quality of the service you received from the funeral directors?

[Asked only to respondents who have been involved with making funeral arrangements before; n= 848]

Very good	**65**	62	65	*60*	66	67	61	68	56	71	61	65	*0*
Fairly good	**31**	35	31	*31*	31	30	34	29	36	26	35	31	*0*
TOTAL GOOD	**96**	**97**	**96**	***91***	**97**	**97**	**95**	**97**	**92**	**97**	**96**	**96**	***0***
Fairly poor	**3**	3	2	*7*	2	2	3	1	6	3	2	3	*0*
Very poor	**0**	0	0	*0*	0	1	0	0	0	0	0	0	*0*
TOTAL POOR	**3**	**3**	**2**	***7***	**2**	**3**	**3**	**1**	**6**	**3**	**2**	**3**	***0***
Don't know	**1**	1	2	*2*	1	0	1	1	2	0	2	1	*0*

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