



**Study of American Attitudes Toward
Ritualization and Memorialization**
Executive Summary 2015

Background and Objectives

- FAMIC commissioned the first study of the public's attitudes toward ritualization and memorialization in September 1990 to:
 - Determine the personal values that drive decision-making behavior,
 - Learn more about attitudes toward cremation and pre-planning, and
 - Study trends over time toward simplification in funeral and burial services, to assess emerging trends in shopping for funeral and burial services at non-traditional sources, and to track whether there is an increase in the preference for cremation.
- Subsequent waves (1995, 1999, 2004, 2010 and 2015) have been guided by the following research objectives:
 - Discover differences among various segments of the market to aid in development of targeted communications and marketing,
 - Learn more about attitudes toward pre-planning, cremation, monuments, cemeteries and other aspects of memorialization, and
 - Analyze changes in attitudes over time.

Method

- Online interviews were conducted from March 31 – April 10, 2015 among:
 - Adult Americans, 40 years of age and older representative of the general population
 - Adult Americans, 40 years of age and older of African American ethnicity
 - Adult Americans, 40 years of age and older of Hispanic ethnicity
 - Adult Americans, 40 years of age and older of Asian ethnicity
 - Adult Americans, age 20 to 39 and have attended at least two services within the past two years
- The sample was weighted to ensure that the data are balanced and that they accurately represent the population nationally. Figures for age, sex, race/ethnicity, education, household income and region, were weighted where necessary, to bring them into line with the population. The ethnic oversamples were included within the general population for weighting purposes.
- Propensity score weighting was also used to adjust for consumers' propensity to be online. This technique minimizes potential bias associated with Internet-based panel samples by minimizing socio-demographic, attitudinal and behavioral differences between online respondents and those who complete surveys by other means to produce similar distributions.
- The study was transitioned from phone in past waves (1990, 1995, 1999, 2004 and 2010) to online in 2015*. It should be noted that consumers who participate in online panels are typically high Internet users, have higher tolerance for issues that may generate privacy concerns in others, tend to be more socially engaged and more informed.

**When reporting on the 2015 main survey questions, we have used an "adjusted base" – by excluding the "don't know/refused" and "none" options (which were volunteered in the past) from the 2015 results and reporting on the revised percentages to correct for any mode-driven differences observed.*

Method (Continued)

Wave	Date	Total Sample Size	Sample Size of Respondents Aged 40+
Benchmark	Sept 1990	1000	635
Wave 1	Sept 1995	1001	584
Wave 2	Sept 1999	1002	615
Wave 3	Nov 2004	961	961
Wave 4	April 2010	858	507
Wave 5	April 2015	1,543	1,238*

Wave 5 Sample Groups	Sample Size
General Population Age 40+	1,238*
African American Oversample Age 40+	154
Hispanic Oversample Age 40+	152
Asian Oversample Age 40+	102
General Population Oversample Age 20-39	305

**In 2015, the ethnic oversamples were included within the general population 40+ for weighting purposes.*

Executive Summary

- The public turns to both experts (funeral directors) and their personal network (friends/family) when making funeral planning and arrangements.
- Impressions of the industry tend to be positive, but cost remains a concern.
- Awareness of the “Have the Talk of a Lifetime” campaign is currently low. Some are already having this type of conversation.
- A majority say they would pre-arrange for their funeral or memorial service, though most have yet to do so.
- Cremation is an increasingly popular option in 2015.
- Awareness of green funeral options remains moderate over the past five years, but interest is growing.
- On the other hand, adults are more aware of pet memorial services now than they were five years ago, but consistently do not feel open to it.

Executive Summary (Continued)

- Younger adults (ages 20-39) have distinctly different expectations when making funeral arrangements and interacting with the industry than those who are older. They are more likely to:
 - Create or attend online/virtual memorialization sites.
 - Hear about funeral service information through social networking, in addition to more traditional sources like obituaries.
 - Allow their friends/relatives to pre-arrange funeral/memorial options for them.
 - Use the internet to “crowdsource” funds for funeral/memorial costs.
- Ethnicity also plays a role in funeral and memorial service preferences and planning.
 - **African Americans 40+** hold seemingly more traditional views. They are more likely to attend services at a place of worship and less likely to consider cremation for themselves or friends/family. For those who would consider cremation, they feel strongly that they would not want the body present at the ceremony. They also have a slightly higher association with Baptists and other Christian religions, which may contribute to these views.
 - **Hispanics 40+** value price and convenience for funeral options. They also are slightly more likely to feel “having the talk” would be meaningful.
 - **Asian Americans 40+** appear to be less engaged with the industry overall, and feel less open when it comes to having “the Talk of a Lifetime.”

Implications

The “Have the Talk of a Lifetime” campaign has low awareness

- Consider spreading the message through partnerships with local funeral homes and funeral directors, while utilizing channels such as advertising and social media to reach a broader audience.
- In messaging, emphasize how this type of conversation will be meaningful and the personal value it brings to families.

Few have pre-arranged

- Connect pre-arrangements to “Have the Talk of a Lifetime” communications and emphasize it as an important solution in the funeral process.
- Consider partnerships to help communicate the importance of pre-arrangements.

Cost remains a primary concern

- Use pre-arrangement as a way to combat this concern.
- Increased popularity of cremation helps, as many consider it a cost saving option. Equip funeral directors with information and tools to help families realize that a ceremony or other comforting service can still be a part of cremation.

The industry is keeping up with internet usages on some key measures; how does the industry stay ahead of that curve?

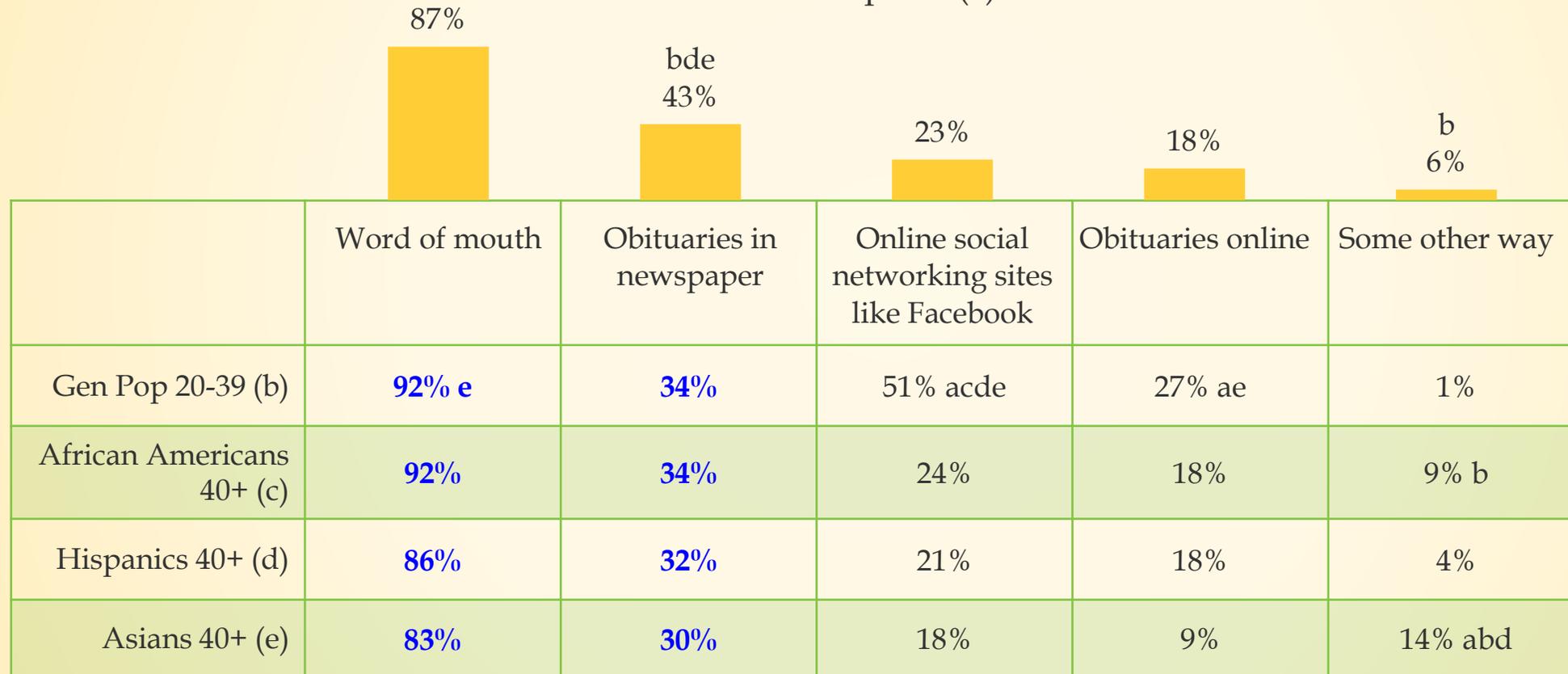
- Highlight online memorialization offerings, an area the public is interested in and not yet fully utilizing.
- Provide comprehensive and easy-to-navigate information on websites. Although the public is using the internet to select and locate providers, they are not going one step further to research service options – perhaps because this information doesn’t exist.

Detailed Findings

Word of mouth and obituaries are commonly used sources across the board. Younger adults more likely to look online.

Sources of Funeral Service Information for People You May have Known

Gen Pop 40+ (a)



Base: All Respondents (2015 Gen Pop 40+ n=1209, Gen Pop 20-39 n=298, African Americans 40+ n=149, Hispanics 40+ n=146, Asians 40+ n=96) 2010, 2015 Q2A. How do you typically hear or find out about funeral services for people you may have known?

Funeral homes/directors and friends/relatives are the top sources of information for both arrangements and merchandise in 2015.

Gen Pop 40+

Sources of Information for...	Funeral or Service <u>Arrangements</u>		Funeral or Service <u>Merchandise</u>	
	2015 (a)	2010 (b)	2015 (a)	2010 (b)
Funeral home/director	65%	65%	66%	70%
Friends/relatives	64%	59%	59%	57%
Others who have gone through the experience	47%	44%	47%	48%
Depends on the will/wishes of the deceased	38%	65%^a	31%	58%^a
Own experience	35%	49% ^a	32%	48% ^a
Church/church leaders	30%	52% ^a	25%	44% ^a
Internet (other than social networking sites)	20%	14%	23%	19%
Hospice	7%	32% ^a	5%	26% ^a
Social networking sites, such as Facebook*	4%	n/a	4%	n/a
Advertisement/phone book	3%	18% ^a	4%	17% ^a
Library/book/magazine	2%	5% ^a	1%	3%
No one to turn to	1%	4% ^a	0%	5%
Other	1%	2%	1%	3%
Base: Total Respondents	(1178)	(507)	(1167)	(507)

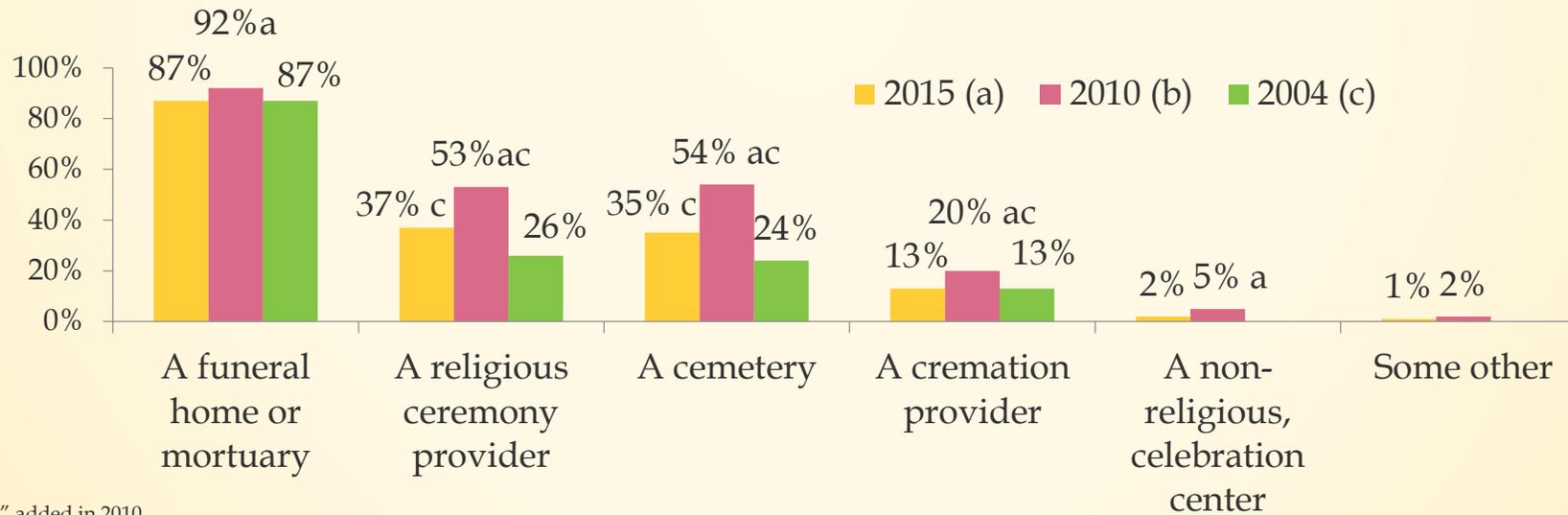
2010, 2015 Q3E1. In the future, if you needed information on making funeral or service arrangements, where would you look for that information?
 2010, 2015 Q3E2. In the future, if you needed information on making funeral or service merchandise, where would you look for that information?

*Note: Study transitioned from phone to online in 2015.
 Added in 2015.

Majority of those who have made arrangements also have been involved in selecting a provider for the funeral/memorial service. A funeral home or mortuary continues to top the list of providers used.

Involvement in Selecting Provider and Provider Used

Gen Pop 40+	2015	2010	2004
	a	b	c
Yes	75% c	73% c	60%
No	25%	26%	40% ab
Base: Involved in Making Arrangements	(692)	(365)	(481)



Note: Study transitioned from phone to online in 2015.

* "or mortuary" added in 2010

2015 Q3A. Please think about the most recent funeral or memorial service (including burial and cremation) for which you made arrangements. Were you personally involved in selecting a provider for those arrangements?

2004-2010 Q3A. Please think about the most recent funeral/cremation you were involved with making the arrangements for. Were you personally involved in selecting a provider for those arrangements?

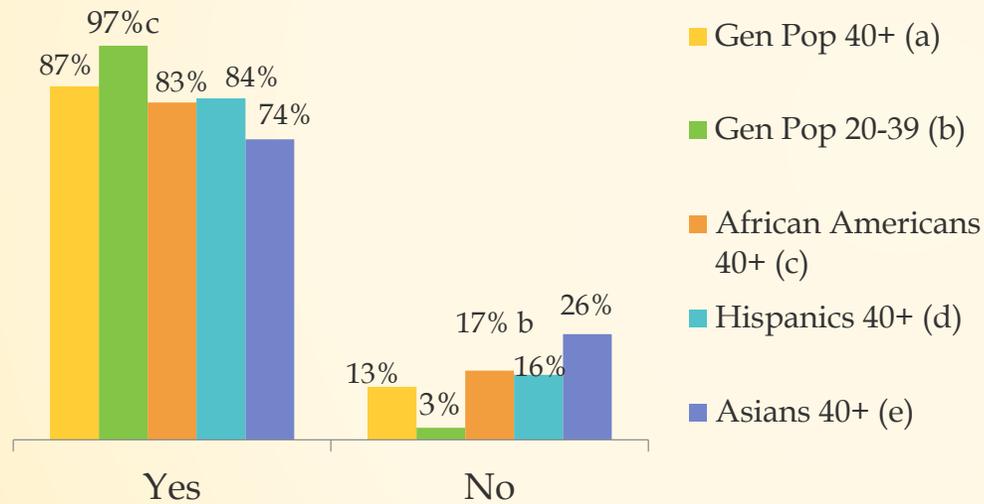
Base: Involved in selecting a provider (2004 n= 300, 2010 n=253, 2015 n=519)

2004-2015 Q3AA. Which of the following providers did you use?

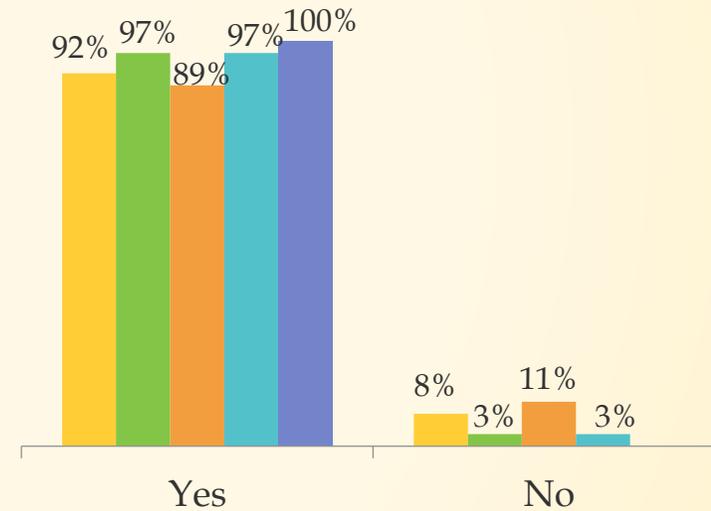


A majority would approach the same provider in the future and request similar services.

Whether Would Use Same Provider Again in the Future



Whether Would Seek to Make Similar Arrangements Again in the Future



* Caution: Low Base size

Base: Involved in selecting a provider (2015 Gen Pop 40+ n=467, Gen Pop 20-39 n=79, African Americans 40+ n=44, Hispanics 40+ n=49, Asians 40+ n=19*)

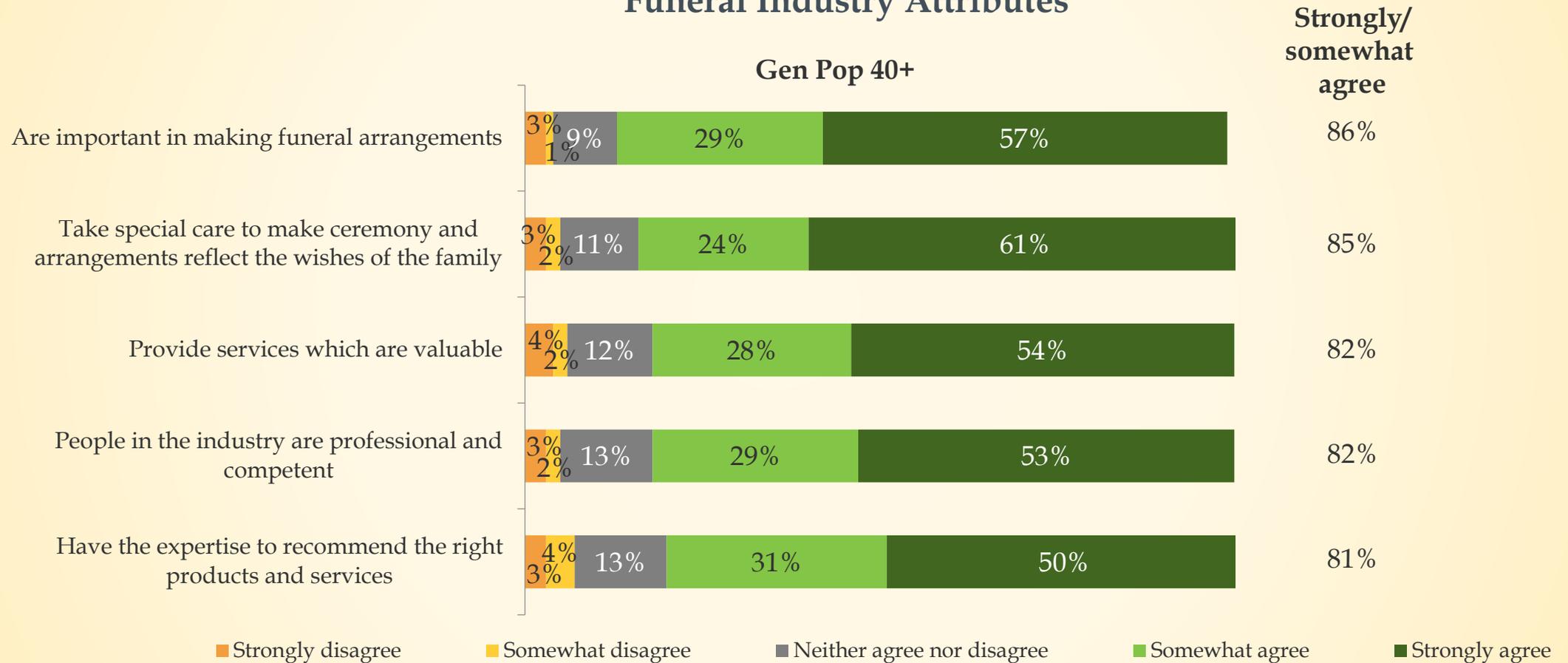
2015 Q3B4A. Would you use the same provider again in the future?

Base: Involved in selecting a provider (2015 Gen Pop 40+ n=467, Gen Pop 20-39 n=79, African Americans 40+ n=44, Hispanics 40+ n=48, Asians 40+ n=21*)

2015 Q3B4B. Overall, would you seek to make similar arrangements again in the future?

Most of those age 40+ agrees that people and businesses in the industry are important in making funeral arrangements and that they take care to reflect families' wishes.

Funeral Industry Attributes



Base: All respondents (2015 Gen Pop 40+ n= bases vary)

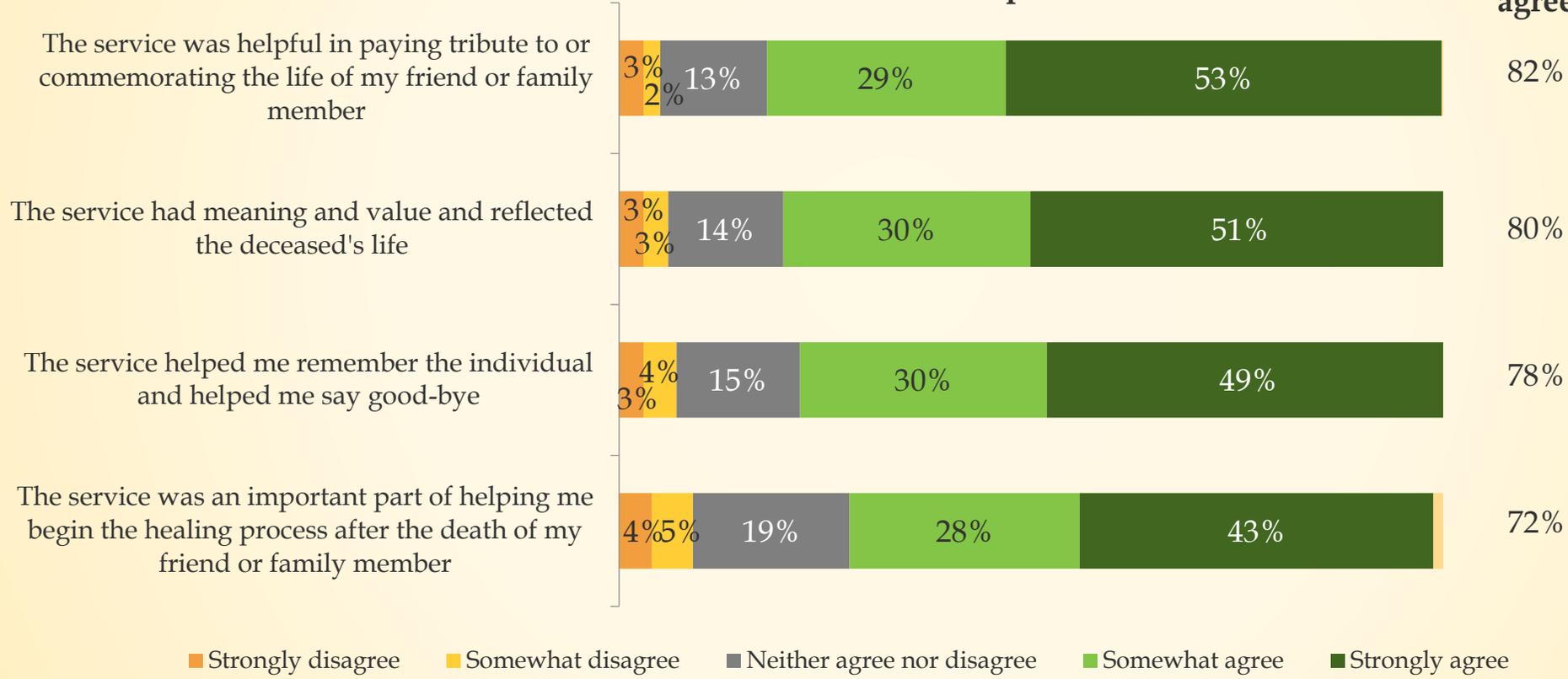
2015 Q7. Now you will read a list of attributes which may or may not describe people or businesses in the funeral services profession. Please indicate your level of agreement with each description.

Additionally, most of those age 40+ feels the service was helpful in paying tribute, had meaning and helped them say good-bye to their friend or family member.

Funeral Service Attributes

Gen Pop 40+

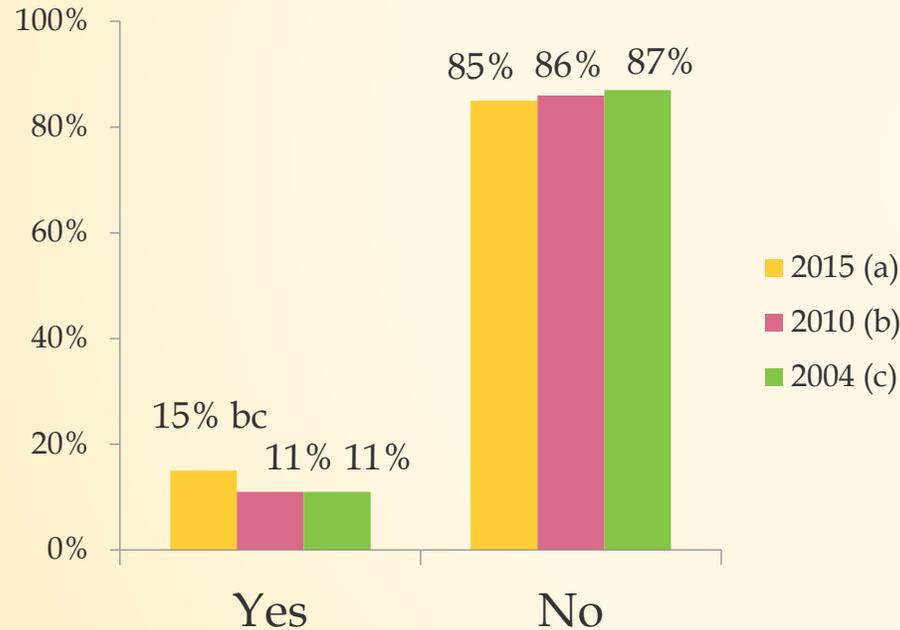
Strongly/
somewhat
agree



* Changed "loved one" to "friend or family member" in 2015
 Base: All respondents (2015 Gen Pop 40+ n= bases vary)
 2015 Q8. Now please tell us about your overall experience with the funeral process. Please indicate your level of agreement with each description.

Price has been a top concern since 2004.

Whether There is Anything You Would Change about Your Personal Experience with Funeral Homes
Gen Pop 40+



What would be changed...	2015	2010	2004
	a	b	c
Price (expensive/stop upselling)	36%	42%	34%
Would plan ahead/research/be more informed	17%	-	-
Staff mentions (general)	10%	9%	-
Improve atmosphere of funeral home	10%	-	-
Need to consider cremation	7%	4%	3%
Other service mentions	7%	2%	-
Make funeral service shorter	6%	-	-
Would not use them at all	6% b	1%	-
Less commercialization/more compassion	5%	15% a	5%
Make service more personal	1%	7%	11% a
Dislike the open casket	1%	5%	3%
Better choices for music/hymns	1%	3%	-
Do not rush service/process	1%	-	-
Wish service was not needed/That loved one didn't die	1%	-	-
Offer more options	1%	-	-
Other	4%	8%	-
Base: Have Ever Attended a Funeral or Memorial	(139)	(59)	(87)

Base: Have Ever Attended a Funeral or Memorial (2004 n=800, 2010 n=503, 2015 n=1036)

2004-2015 Q11A. Is there anything that you would change about your personal experience with funeral homes?

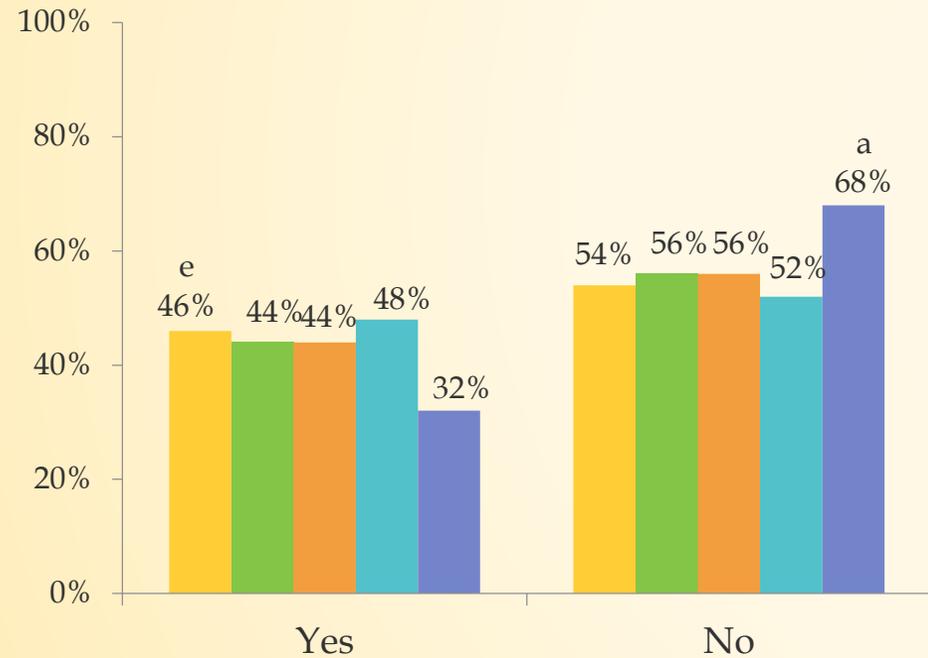
Base: Would change experience

2004-2015 Q11B. What would you change? (Open ended response)

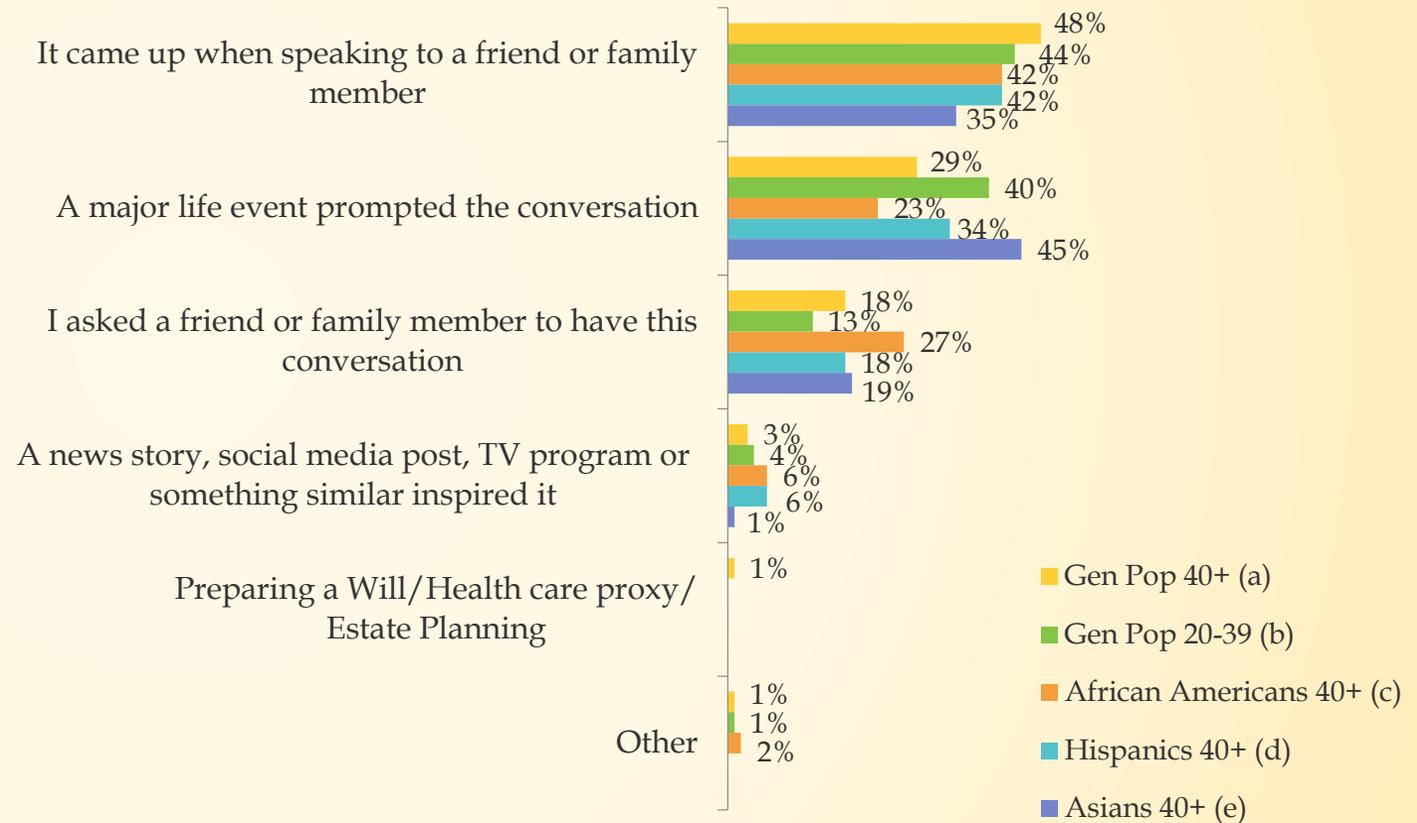
Note: Study transitioned from phone to online in 2015.

Nearly half have had a conversation about how they would like to be remembered, and it generally came up during a discussion with a friend or family member, or due to a life event.

Whether Had Conversation with a Friend or Family Member about How You Would Like to be Remembered



How It Came Up



Added in 2015 * Caution: Low Base size

Base: All respondents (2015 Gen Pop 40+ n=1188, Gen pop 20-39 n=294, African Americans 40+ n=143, Hispanics 40+ n=142, Asians 40+ n=94)

2015 Q16B. Have you ever had a conversation with a friend or family member about how you would like to be remembered during your own funeral or memorial service (including burial and cremation)?

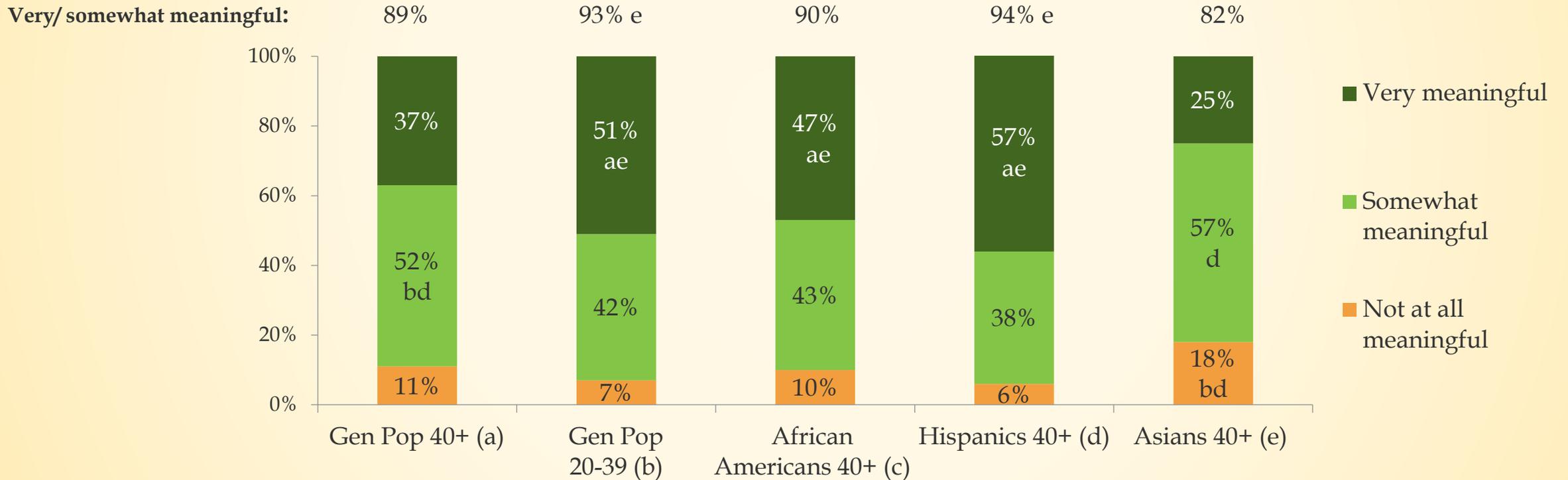
Base: Those who have had the conversation (2015 Gen Pop 40+ n=514, Gen pop 20-39 n=128, African Americans 40+ n=61, Hispanics 40+ n=68, Asians 40+ n=28*)

2015 Q16C. When you had the conversation about how you would like to be remembered, how did it come up?



A majority across all groups believe that the discussion will be at least somewhat meaningful.

How Meaningful the Discussion [about How You Would Like to be Remembered] Would Be



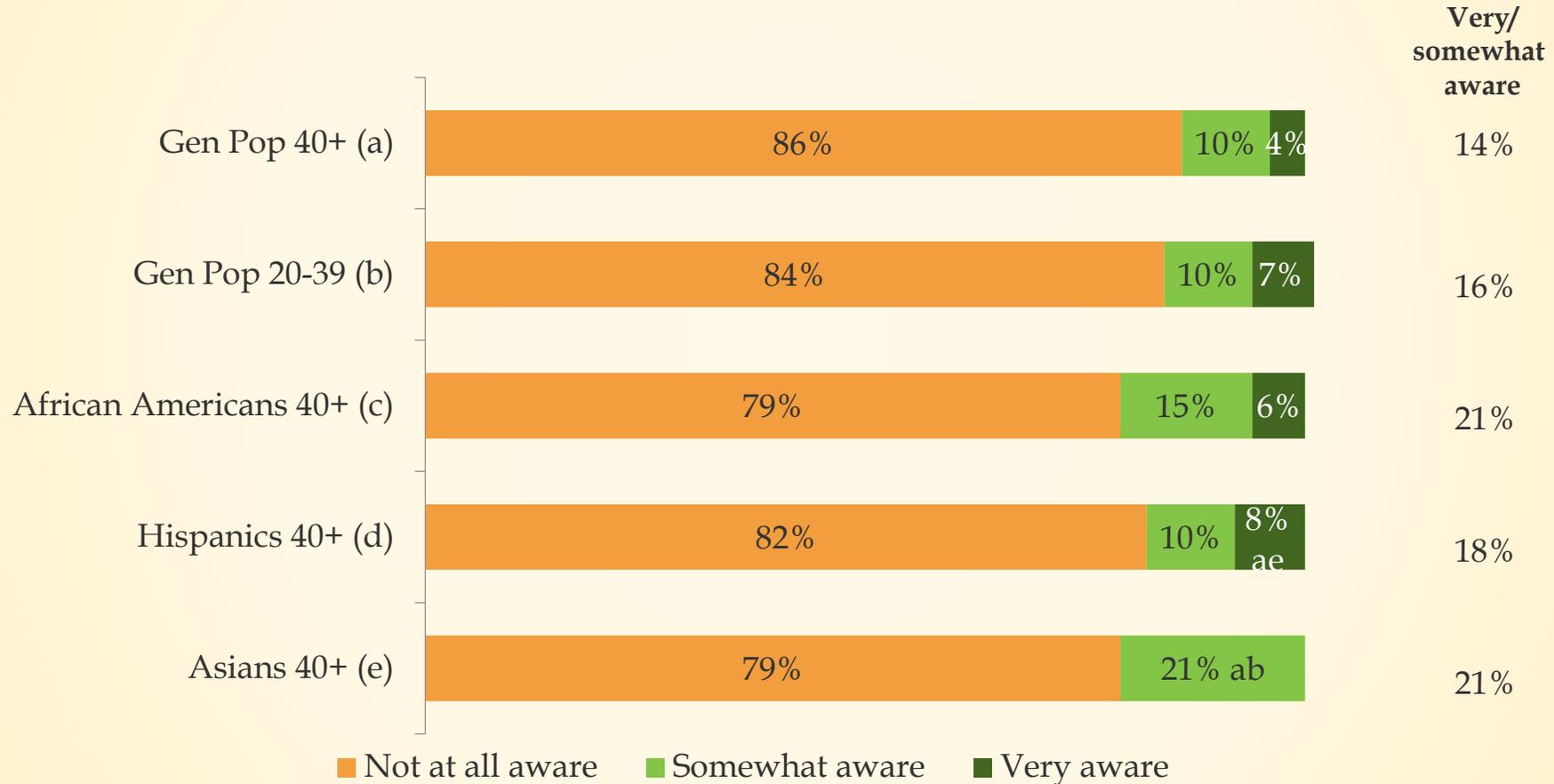
Added in 2015

Base: All respondents (2015 Gen Pop 40+ n=1078, Gen pop20-39 n=285, African Americans 40+ n=135, Hispanics 40+ n=128, Asians 40+ n=79)

2015 Q16F. How meaningful do you feel this discussion would be?

The awareness of the “Have the Talk of a Lifetime” campaign is currently low, as it is at the beginning stages of being launched.

Level of Awareness With the New Campaign “Have the Talk of a Lifetime”



Added in 2015

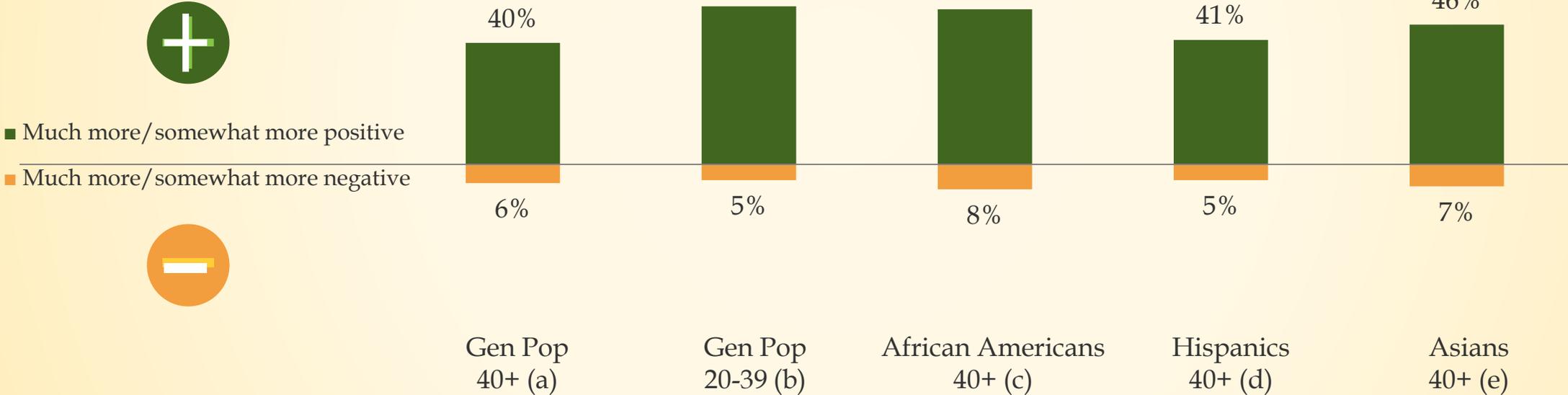
Base: All respondents (2015 Gen Pop 40+ n=1181, Gen pop 20-39 n=291, African Americans 40+ n=140, Hispanics 40+ n=145, Asians 40+ n=90)

2015 Q16E. There is a new campaign sponsored by the funeral industry called “Have the Talk of a Lifetime.” It is designed to help people talk about what matters most in their lives and how they made a difference. These discussions can help people make important decisions about how they wish to remember and honor the lives of their friends and family.



The “Have the Talk of a Lifetime” message typically has a positive (or neutral) effect on adults’ perceptions of the funeral industry.

Impact of “Have the Talk of a Lifetime” on Funeral Industry Perceptions



Added in 2015

Base: All respondents (2015 Gen Pop 40+ n=1117, Gen pop 20-39 n=276, African Americans 40+ n=137, Hispanics 40+ n=138, Asians 40+ n=86)

2015 Q16G. Would you say this kind of message (“Have the Talk of a Lifetime”) makes you feel...?

A majority of those age 40+ would choose to pre-arrange their services, but most have yet to do so. Cremation and funeral services remain priorities.

Pre-Arrangements Gen Pop 40+	2015	2010	2004	1999	1995	1990
	a	b	c	d	e	f
Would prefer to...						
Pre-arrange own service	69%	66%	72% b	84% abcf	80% abc	76% ab
Allow friends or relatives to arrange after your death*	31% cdef	27% cdef	20% d	14%	17%	19% d
Most important to pre-arrange for...						
Your cremation services	40% b	29%	NA	NA	NA	NA
Your funeral services	31%	41% a	51% abef	53% abef	45% a	43% a
Your cemetery property	17%	25% a	29% a	41% abc	41% abc	43% abc
I wouldn't pre-arrange**	11% bcd	2%	6% b	5% b	11% bcd	9% bcd
Made pre-arrangements for self...						
Yes	17%	25% a	35% ab	33% ab	31% ab	34% ab
No	83% bcdef	75% cdef	64%	67%	69%	65%
Base: All respondents	(1029/1044/1199)	(507)	(800)	(615)	(584)	(635)

* Worded "Not pre-arrange your own service" from 1990-2004

** Worded "Neither" from 1990-2004

1990-2015 Q14. Some people pre-arrange or plan the details of their own service or cremation, while others allow such decisions to be made by friends or relatives after death. Which one of the two alternatives do you prefer?

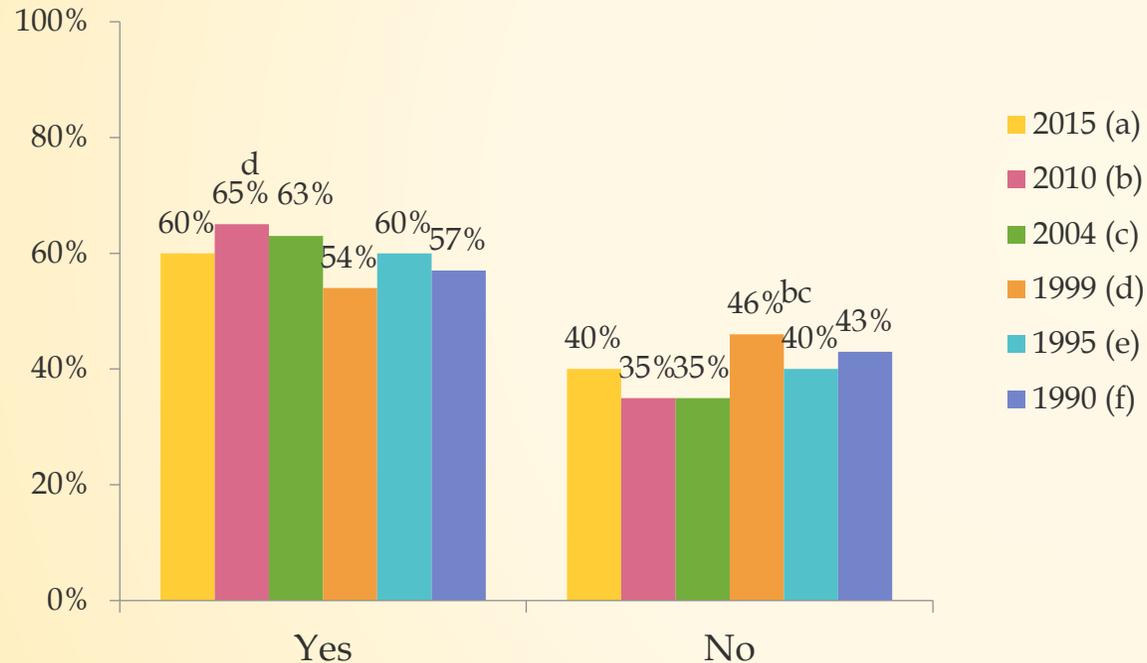
1990-2015 Q14A. If you were to pre-arrange, which would be your first priority, pre-arranging for...

1990-2015 Q14B. Have you made any such pre-arrangements for yourself?

Note: Study transitioned from phone to online in 2015.

A majority who have pre-arranged continue to have pre-paid for arrangements. Typically using their bank/savings account for payments, so their survivors wouldn't be burdened.

Whether Have Pre-Paid
Gen Pop 40+ *



Base: Have made pre-arrangements (2015 Gen Pop 40+ n=207)
1990-2015 Q15B. Have you pre-paid for any of these arrangements?
Base: Pre-Paid For Arrangements (2015 Gen Pop 40+ n=123, 124)
2010, 2015 Q15B1. How did you pre-pay for these arrangements?
2010, 2015 Q15B5. What was the main reason for pre-paying for these arrangements?

Pre-Payment Method	Gen Pop 40+* 2015
Own bank/savings account	37%
Trust fund through funeral home	23%
Life insurance policy through funeral home	17%
Purchased own life insurance policy (not through funeral home)	9%
Through own/family trust fund (not through funeral home)	4%
Installment payment	2%
Crematory service/Neptune Society	2%
Paid through cash	1%
Just paid it	1%
Other	4%

Why Pre-Paid	Gen Pop 40+* 2015
So my survivors wouldn't have to pay for them/worry about them	74%
To guarantee my final wishes are taken care of exactly how I want them	17%
To spend down my estate and become eligible for Medicaid (Title 19, etc.)	4%
Want to have one family plot	4%
Want to be prepared/Have it pre-arranged	1%
Other reason	1%

Note: Study transitioned from phone to online in 2015.

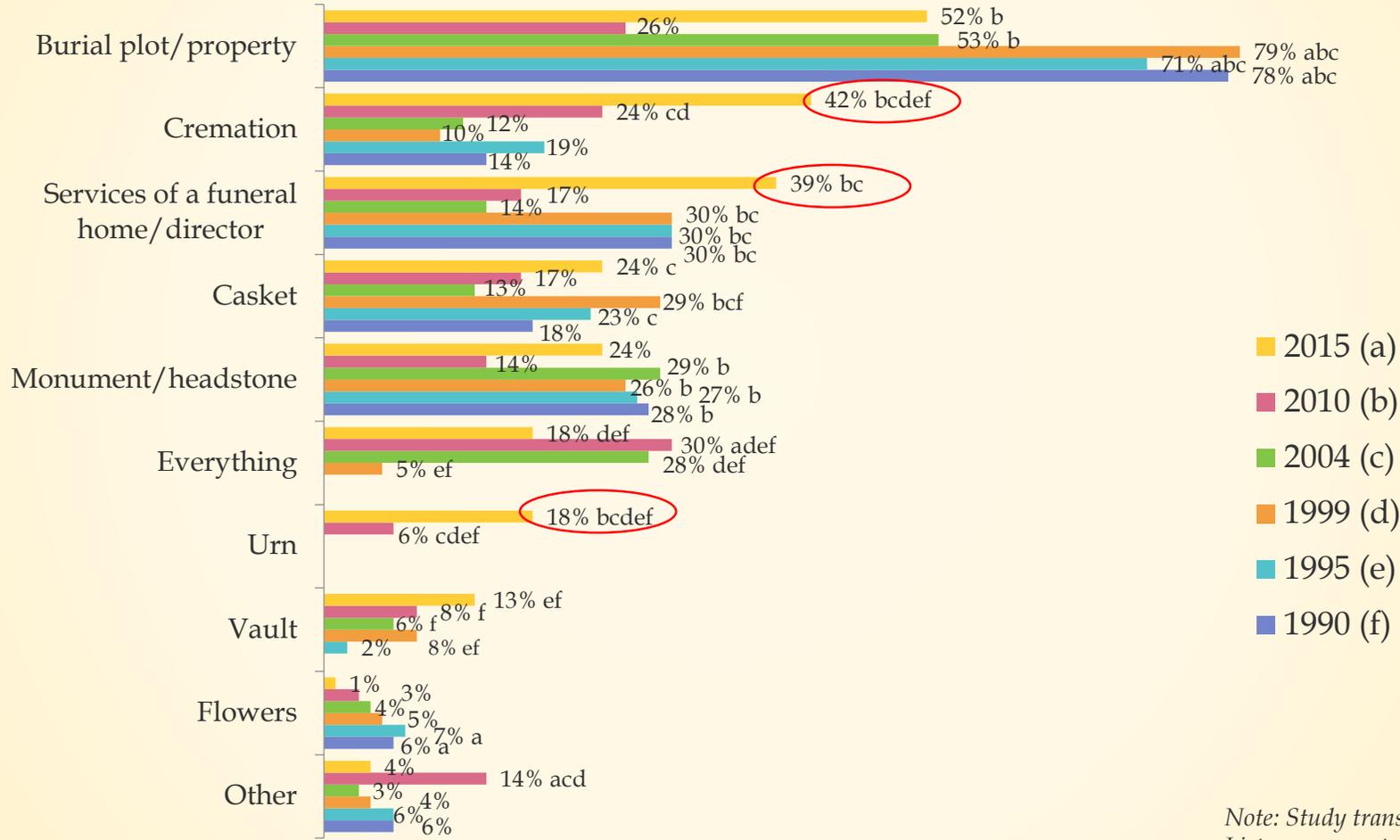
*Other audiences not displayed due to small base size.



In 2015, fewer adults are pre-paying for everything and instead selecting specific items such as cremation, funeral home/director services and urns.

Items that Have Been Pre-Paid

Gen Pop 40+



Note: Study transitioned from phone to online in 2015. List was presented in the online survey in 2015, but was not read aloud by interviewers in the past.

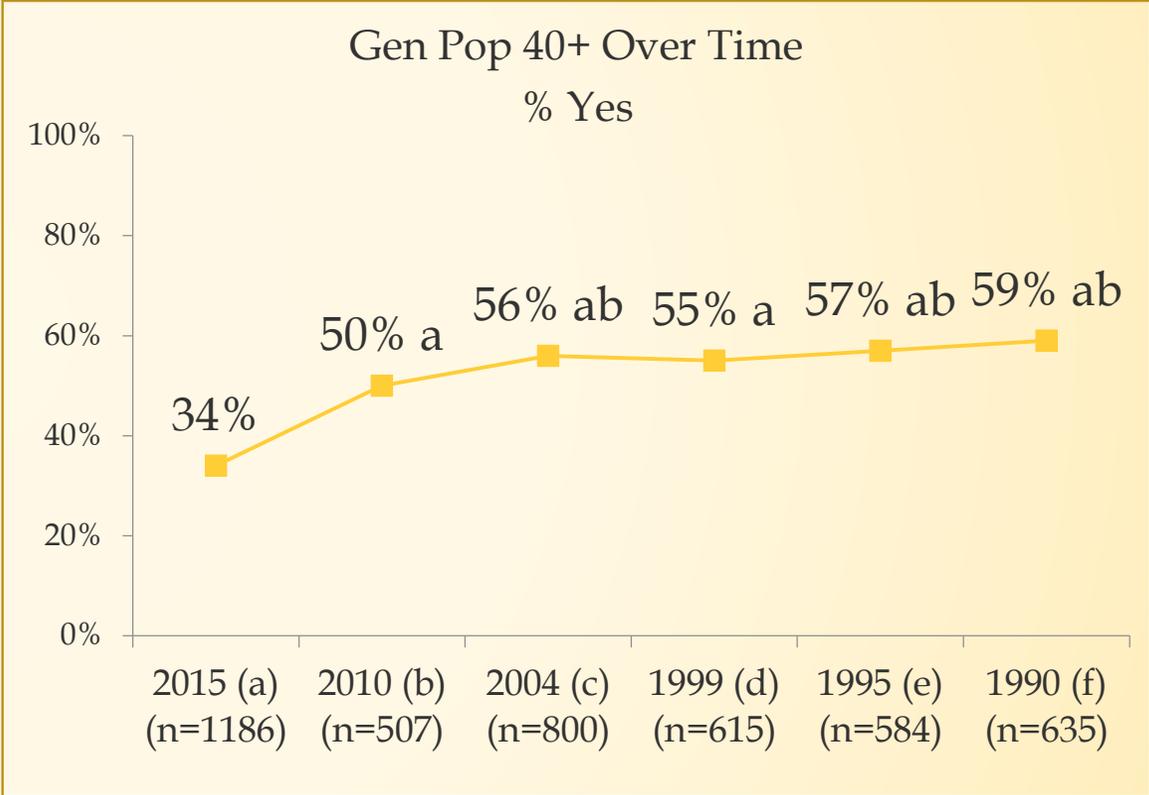
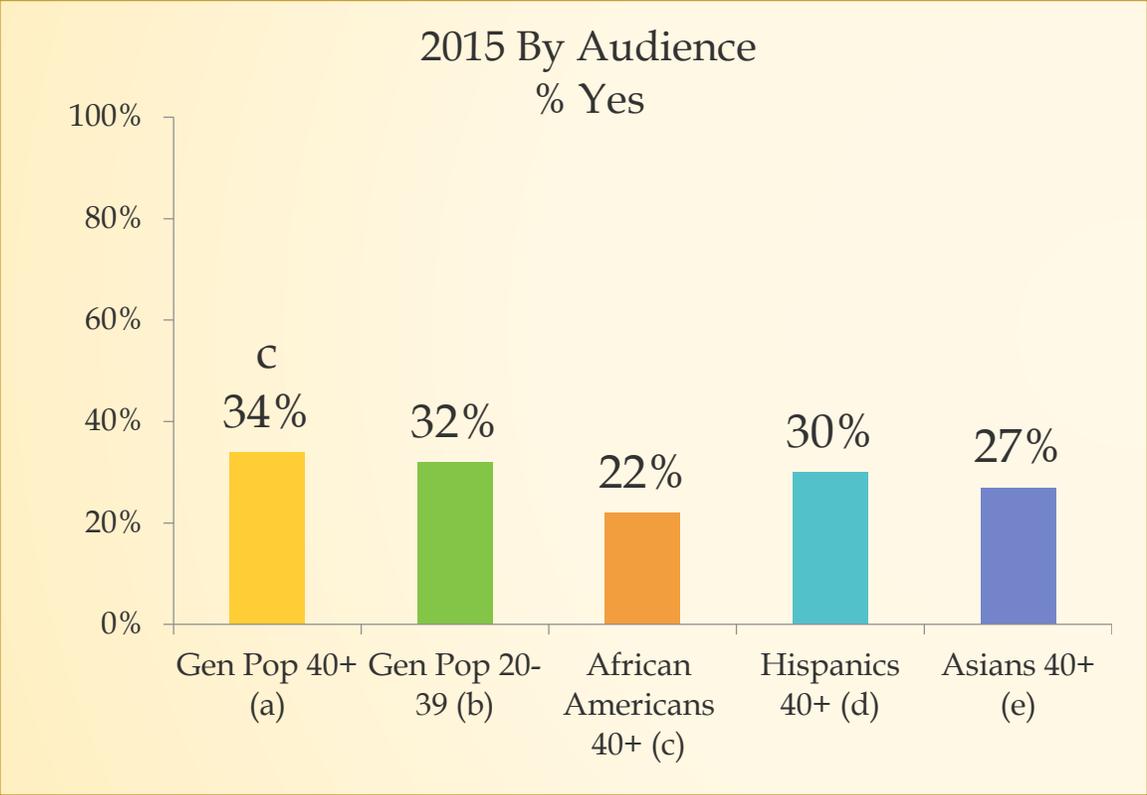
Base: Those who have pre-paid (1990 n=125, 1995 n=107, 1999 n=110, 2004 n=139, 2010 n=91, 2015 n=120)

2015 Q15C. What items have already been pre-paid for?

1990-2010 Q15C. What items have already been paid for?

One-third of the general population aged 40+ owns a cemetery property or gravesite – declining over time.

Whether Own Cemetery Property/Gravesite



Note: Study transitioned from phone to online in 2015.

Base: All respondents (2015 Gen Pop 40+ n=1186, Gen Pop 20-39 n=283, African Americans 40+ n=139, Hispanics 40+ n=141, Asians 40+ n=100)
 1990-2015 Q11C. Do you or does your family currently own cemetery property or a grave site?



Location remains important, while prior relationship and expertise gain ground as important factors in monument selection in 2015.

Why Purchased Gravestone/Marker/ Monument from There	2015	2010	2004
Gen Pop 40+	a	b	c
We know them/used them before/old family friends	31% bc	14%	16%
It's their business/expertise	29% bc	8%	15% b
Location	21%	24% c	15%
Reputation	17% bc	7%	4%
Quality of the monument	16% bc	4%	4%
You get what you want/see what you're getting	16% bc	4%	2%
Ensure that monument has correct information/name/date	16% bc	1%	3%
Better qualified in their job/know what they're doing	15% bc	7%	4%
The cost/gives a good deal	14%	14%	11%
They give you more options/choices/selection	12% c	11%	6%
Better service/compassionate	11% c	15% c	3%
Cuts out the middle man	10% bc	2%	2%
They would pay attention to it/special care	9% c	5%	2%
Funeral Director/cemetery did not handle monuments	6% bc	2%	2%
Better information	4% bc	0%	1%
Base: Purchased gravestone/marker	(289)	(142)	(232)

Note: Study transitioned from phone to online in 2015. List was presented in the online survey in 2015, but was not read aloud by interviewers in the past.

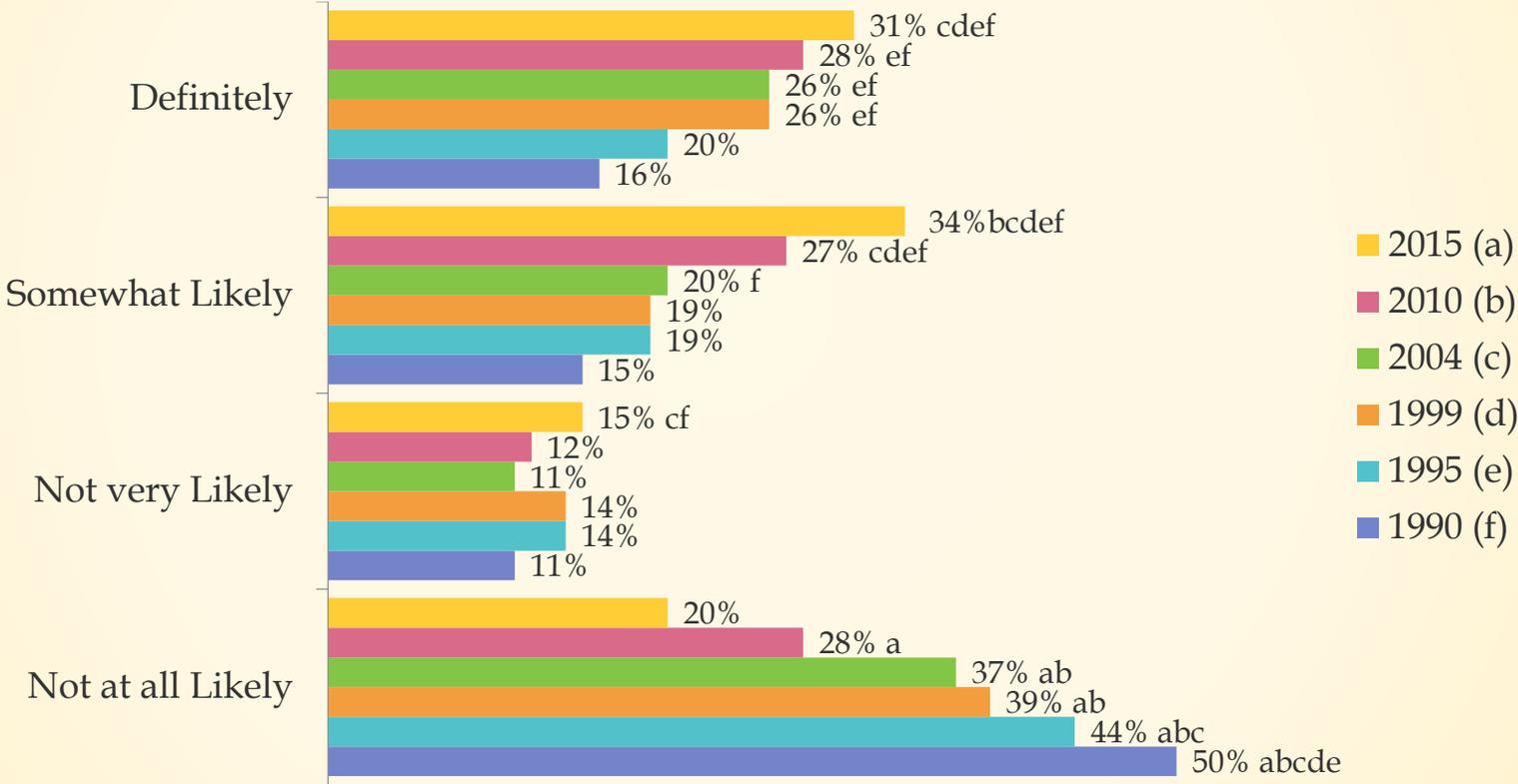
2015 Q3CB. Why did you buy the gravestone, monument or marker from there?

2004-2010 Q3CB. Why did you buy it from there?

Popularity of choosing cremation for a friend/family member has grown in 2015.

Cremation as an Option for Friend or Family Member*

Gen Pop 40+



Note: Study transitioned from phone to online in 2015.
 *Wording changed from 'loved one' to 'friend or family member' in 2015.

Base: All respondents (1990 n=635, 1995 n=584, 1999 n=615, 2004 n=800, 2010 n=507, 2015 n=1017)

2015 Q12. In general, how likely would you be to choose cremation for a friend or family member?

1990-2010 Q12. Now I'm going to move on to another topic and would like to talk about cremation. In general, how likely would you be to choose cremation for a loved one? Would you definitely choose this option, be somewhat likely, not very likely or not at all likely?



While many religions would consider cremation for friends/family, consideration among Protestants, Catholics and the non-religious has increased in 2015.

Cremation as an Option for Friend or Family Member*

Definitely/ Somewhat Likely	2015 (a)	2010 (b)	2004 (c)
Protestant	64% bc	49%	41%
Catholic	62% bc	47%	36%
Baptist	43%	44%	29%
Other	57% c	60% c	36%
No organized religion	91%bc	69%	60%

Note: Study transitioned from phone to online in 2015.
 *Wording changed from 'loved one' to 'friend or family member in 2015.

Base: 2015 (Protestant n=200, Catholic n=233, Baptist n=81, Other n=304, None n=171); 2010 (Protestant n=87, Catholic n=122, Baptist n=51, Other n=192, None n=32); 2004 (Protestant n=148, Catholic n=132, Baptist n=66, Other n=44, None n=242)

2015 Q12. In general, how likely would you be to choose cremation for a friend or family member?

2004-2010 Q12. Now I'm going to move on to another topic and would like to talk about cremation. In general, how likely would you be to choose cremation for a loved one? Would you definitely choose this option, be somewhat likely, not very likely or not at all likely?



Saving money is the prime reason for choosing cremation among the general population and African Americans; however, convenience is also a major reason for Hispanics 40+.

Reasons for Choosing Cremation	Gen Pop 40+	Gen Pop 20-39	African Americans 40+	Hispanics 40+	Asians 40+
	a	b	c	d	e
Saves money	22% e	21% e	30% e	14%	5%
Remains/ashes can be scattered**	14%	6%	11%	15%	10%
Preference	11%	14%	8%	8%	11%
No reason to save body	11%	14%	19%	12%	19%
Convenient/easier for the family*	10%	9%	5%	23% abce	5%
Remains can be sent to a more meaningful or some other place	7%	6%	3%	9%	15% a
Simpler	6%	6%	5%	8%	7%
Organ donor	4%	11% a	1%	5%	5%
Body not in earth	4%	2%	3%	2%	3%
Can hold a memorial at a later date	3%	1%	7% b	1%	1%
Saves land	3%	1%	1%	-	-
Family tradition	2%	3%	-	-	13% acd
Less emotional	2%	1%	3%	5%	1%
Religion	1%	4%	3%	0%	5% a
Base: Likely to choose cremation	(639)	(153)	(49)	(74)	(66)

*(In 2015, "easier to the family" is added)

** (In 2015, "strewed" has been changed to "scattered")

2015 Q13A. There are many reasons why people choose cremation for themselves or their friends or family members. What is your main reason for choosing it?

2010 Q13A. There are many reasons why people choose cremation for themselves or loved ones. What is your main reason for choosing it?

Over time, the main rationale for not choosing cremation has shifted from not believing in it to personal preference.

Reasons for Not Choosing Cremation Gen Pop 40+	2015	2010	2004	1999	1995	1990
	a	b	c	d	e	f
Personal preference/don't like it	30% bce	18%	22% e	28% be	13%	NA
Do not believe in it	11%	21% a	23% a	27% a	38% abcd	48% abcde
Tradition	11%	10%	10%	8%	12%	9%
Religion does not allow	10%	16%	14%	14%	13%	12%
Have a plot	7% bcde	2%	2%	1%	2%	NA
Don't like fire/don't want to get burned	7% bc	3%	3%	5%	4%	NA
Never thought about it	6%	5%	6%	3%	NA	NA
Family would not approve	6% de	3%	3%	1%	2%	NA
Destroys the body	4%	2%	6% bde	2%	2%	6% bde
Donating organs to science	2% c	-	*	2% c	NA	NA
Too hard on survivors	1%	*	1%	1%	3% b	NA
Others	4% c	14% acd	*	4% c	9% acd	14% acde
Base: Not likely to choose cremation for others	(341)	(195)	(379)	(330)	(327)	(385)

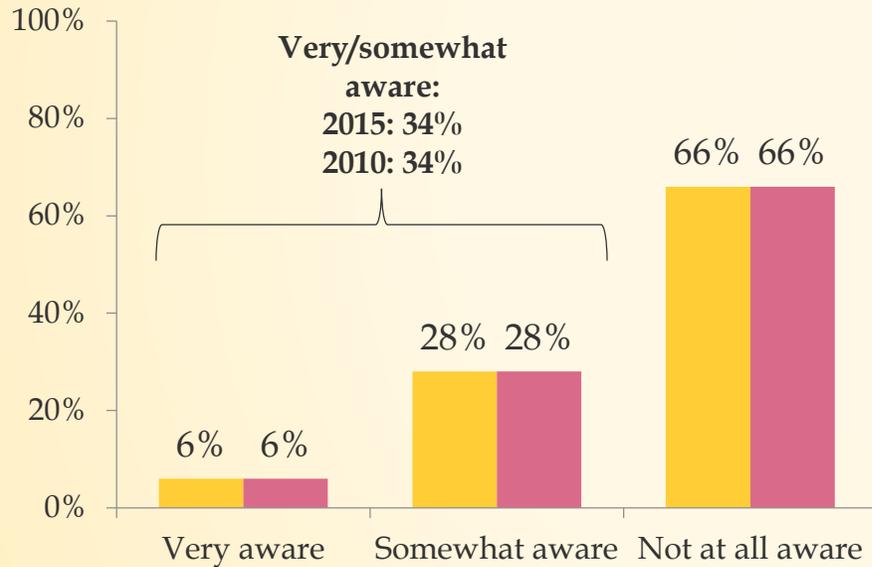
*(In 2015, "Already have a cemetery plot/funeral arrangements" is changed to "have a plot")
1990-2015 Q13F. Why would you not choose cremation?

Note: Study transitioned from phone to online in 2015. List was presented in the online survey in 2015, but was not read aloud by interviewers in the past.

Interest in “Green” funeral services is growing.

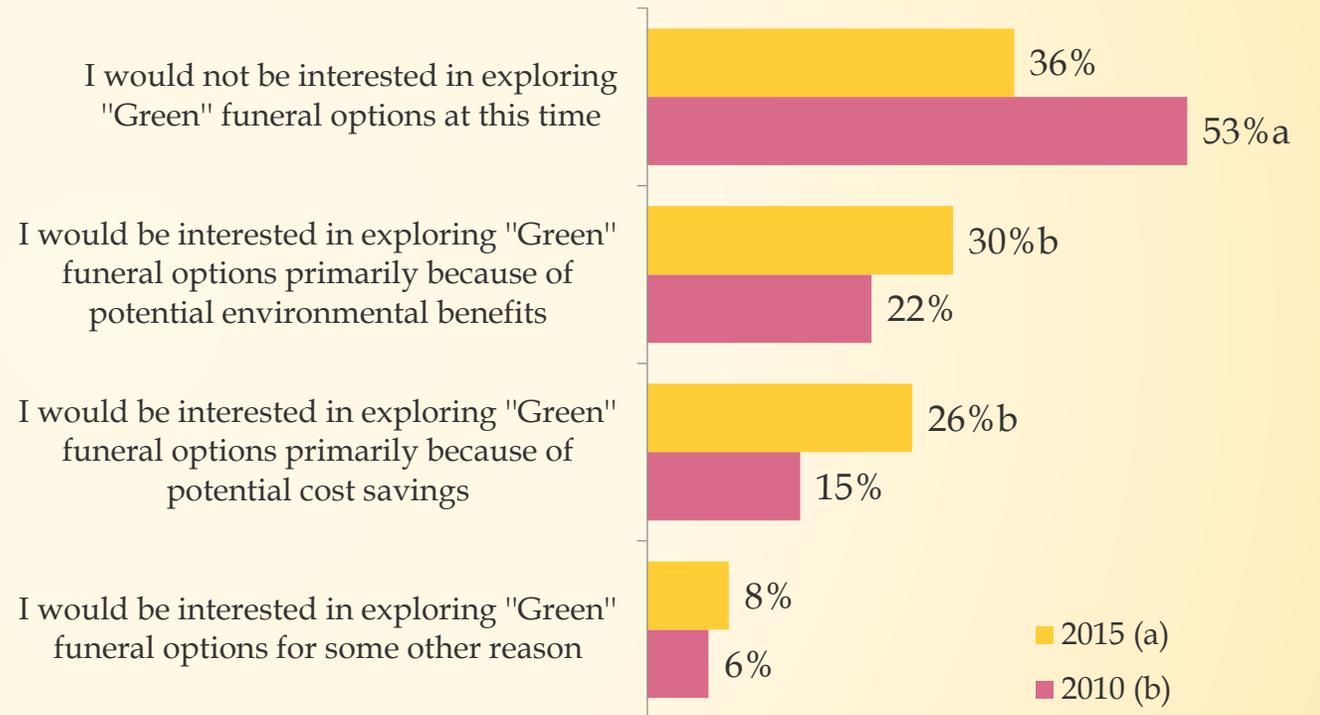
Gen Pop 40+

Level of Awareness with “Green” or “Eco Friendly” Funeral Services



Gen Pop 40+

Interest in “Green” Funeral Services



Note: Study transitioned from phone to online in 2015.

Base: All respondents (2015 n=1161/1025, 2010 n=507)

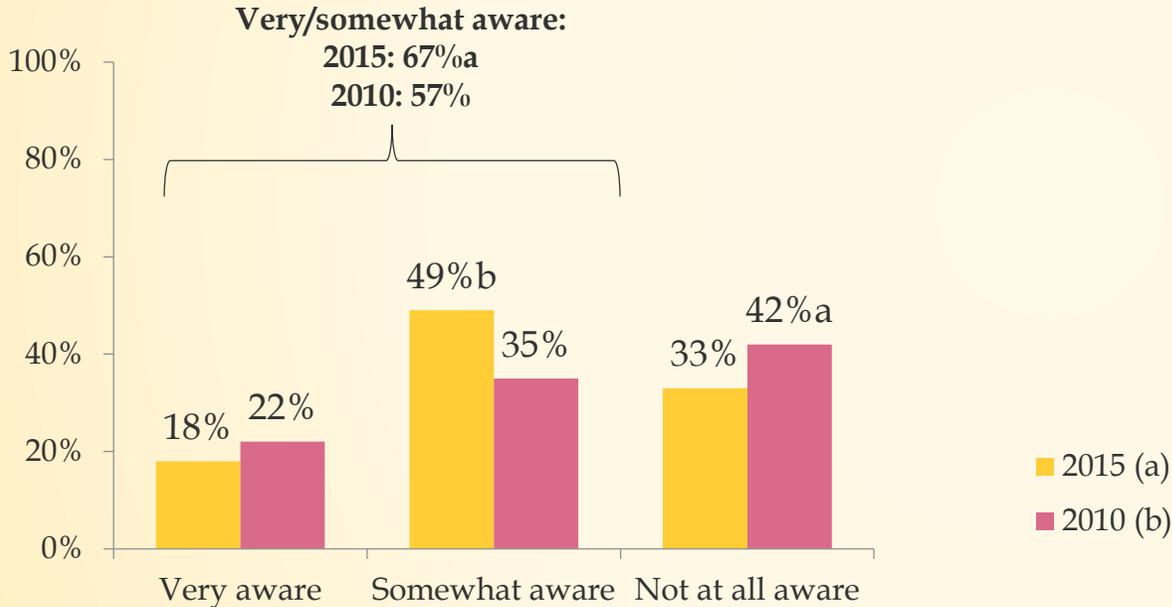
2010, 2015 Q9A. How aware are you of “Green” or “Eco Friendly” funeral services?

2010, 2015 Q9B. Regardless of how aware you may be of “Green” funeral services, which of the following statements best reflects your opinion toward them?

Despite growing awareness, not many would be likely to have a pet memorial service.

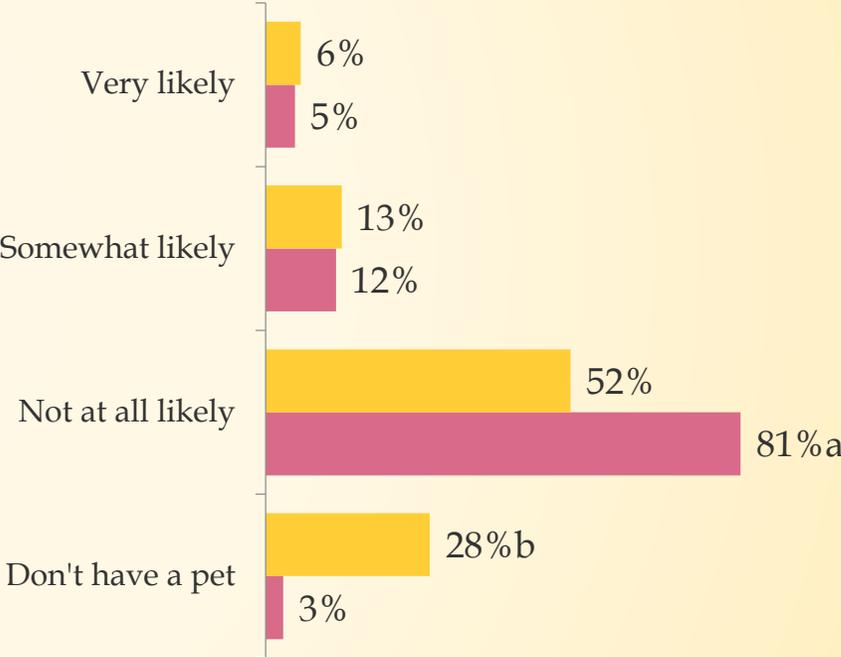
Gen Pop 40+

Level of awareness with Pet Memorial Services



Gen Pop 40+

Likelihood to Have a Pet Memorial Service



Note: Study transitioned from phone to online in 2015.

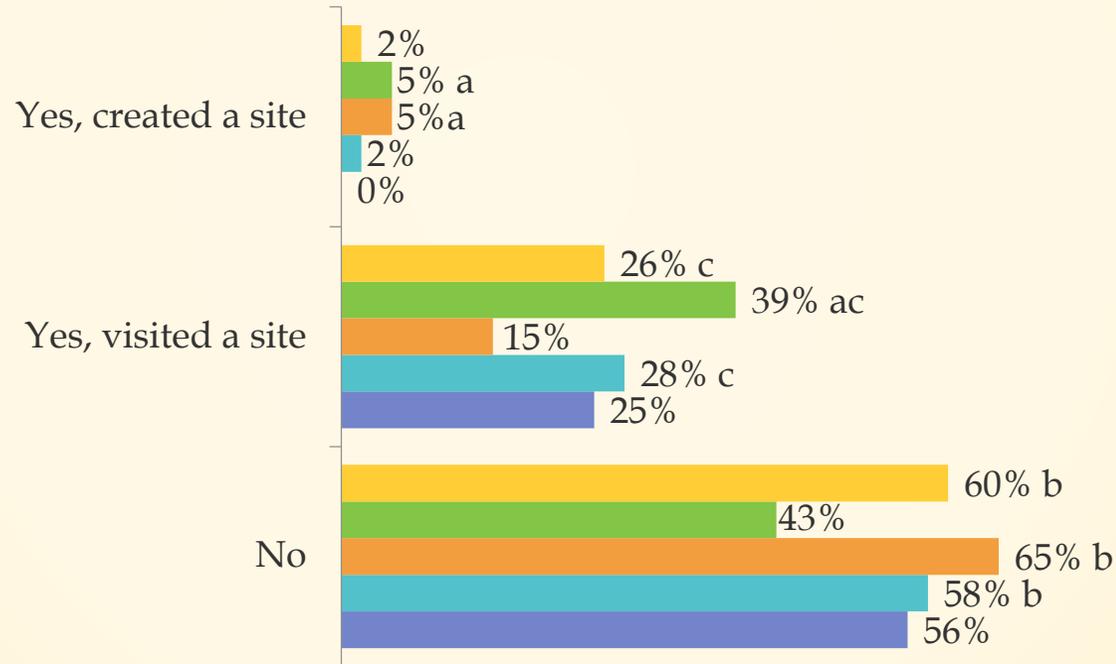
Base: All respondents (2015 n=1148, 1162, 2010 n=507)
 2010, 2015 Q9C. How aware are you that some Funeral Homes offer Pet Memorial Services?
 2010, 2015 Q9D. Regardless of how aware you were, how likely would you be to have a Pet Memorial Service?



Although most are aware of virtual memorializations, more than half of those 40+ have not participated in one; participation is most common among those aged 20-39 and least common among African Americans.

Participated in Online/Virtual Memorialization

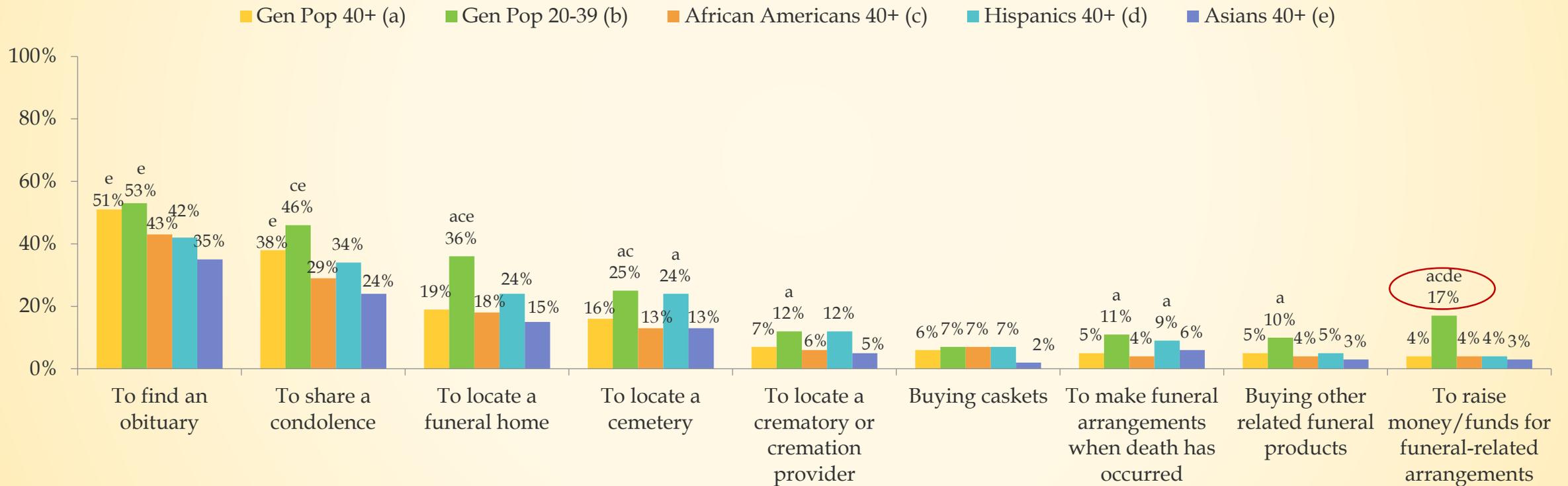
■ Gen Pop 40+ (a) ■ Gen Pop 20-39 (b) ■ African Americans 40+ (c) ■ Hispanics 40+ (d) ■ Asians 40+ (e)



Base: All Respondents (2015 Gen Pop 40+ n=1225, Gen Pop 20-39 n=305, African Americans 40+ n=153, Hispanics 40+ n=145, Asians 40+ n=102) 2015 Q2. Have you participated in any type of online or virtual memorialization in the last 2 years, either by creating or visiting a special web site dedicated to someone who has died?

Internet usage for funeral-related searches is consistent across the ethnicities. Those aged 20-39 are more likely to use the internet in various ways, particularly for raising funds.

Visited a web-site or the internet



Base: All respondents (Base size varies)
 2015 Q20B. Have you ever visited a web-site or the Internet for any of the following?

While interest in funeral service offerings varies by group, online memorializations and customizable funeral options are generally viewed as attractive.

Interest in Funeral Service Offerings

Top 2 Box Interested (Probably/Definitely Interested)	Gen Pop 40+	Gen Pop 20-39	African Americans 40+	Hispanics 40+	Asians 40+
	a	b	c	d	e
Online memorializations	54%	77% acde	54%	49%	46%
Customizable funeral products	47%	79% acde	53%	47%	41%
Reception hall or room	43%	70% acde	47%	43%	54%
Grief counseling services	41%	70% acde	46%	46%	39%
Catering food or beverages	36%	66% acde	45%	37%	41%
Set up hotel accommodations	23%	54% acde	31%	30%	23%
House cleaning service for your home	20%	43% acde	28%	23%	15%

Base: All respondents (Base size varies)
 2015 Q21C. How interested would you be in your funeral service provider offering the following services?



