

Funeral Industry Attributes – People/Businesses: 2004 (Continued)

Building Measurable Value

	Total %	Gender		Own Property or Gravesite		Cremation (Loved One)		Cremation (Self)	
		Male % A	Female % B	Yes % C	No % D	Likely % E	Not Likely % F	Likely % G	Not Likely % H
Will not take advantage of the situation									
<u>Total Agree (Top 2 Box)</u>	65	61	67	69 D	59	61	70 E	58	72 G
Strongly agree	34	31	35	35	31	31	37	28	38 G
Somewhat agree	31	30	32	34	28	30	33	29	34
Received good value for the dollars spent									
<u>Total Agree (Top 2 Box)</u>	61	60	62	66 D	55	58	67 E	56	69 G
Strongly agree	32	30	33	34	28	30	34	29	35
Somewhat agree	30	30	29	32	27	28	32	27	34 E
Base: Total Respondents	(800)	(319)	(481)	(445)	(341)	(362)	(377)	(371)	(379)

A/B/C=Significant at 95% confidence level

Q.7 I am going to read you a list of attributes which may or may not describe people or businesses in this profession. For each description I read, I'd like you to tell me if you agree or disagree with the description.

Funeral Industry Attributes – People/Businesses: 2004 (Continued)

	Total %	Pre-Arrange Self		Pre-paid for Arrangements		Pre-Arrange Next 5 Years		Ever Involved in Arrangements	
		Yes % A	No % B	Yes % C	No % D	Likely % E	Not Likely % F	Yes % G	No % H
People in the industry are professional and competent									
Total Agree (Top 2 Box)	86	89	85	91	85	87	83	90 H	80
Strongly agree	52	53	54	56	45	60 F	47	58 H	44
Somewhat agree	34	36	32	35	40	28	36	32	36
Help relieve stress									
Total Agree (Top 2 Box)	75	76	77	78	74	80	72	78 H	69
Strongly agree	34	39	33	40	37	42 F	23	40 H	24
Somewhat agree	41	37	44	39	37	38	49 E	38	46 G
Base: Total Respondents	(800)	(222)	(409)	(139)	(78)	(218)	(179)	(481)	(318)

A/B/C=Significant at 95% confidence level

Q.7 I am going to read you a list of attributes which may or may not describe people or businesses in this profession. For each description I read, I'd like you to tell me if you agree or disagree with the description.

Funeral Industry Attributes – People/Businesses: 2004 (Continued)

	Total %	Pre-Arrange Self		Pre-paid for Arrangements		Pre-Arrange Next 5 Years		Ever Involved in Arrangements	
		Yes % A	No % B	Yes % C	No % D	Likely % E	Not Likely % F	Yes % G	No % H
Will not take advantage of the situation									
Total Agree (Top 2 Box)	65	66	66	70	60	68	61	68 H	58
Strongly agree	34	36	33	36	36	39 F	26	37 H	28
Somewhat agree	31	30	33	34	24	29	36	31	31
Received good value for the dollars spent									
Total Agree (Top 2 Box)	61	67	60	71 D	58	66 F	53	69 H	50
Strongly agree	32	38 B	29	41	29	36 F	22	35 H	26
Somewhat agree	30	29	31	30	28	30	30	34 H	23
Base: Total Respondents	(800)	(222)	(409)	(139)	(78)	(218)	(179)	(481)	(318)

A/B/C=Significant at 95% confidence level

Q.7 I am going to read you a list of attributes which may or may not describe people or businesses in this profession. For each description I read, I'd like you to tell me if you agree or disagree with the description.

Funeral Industry Attributes – Overall Experience: 2004

	Total %	Gender		Own Property or Gravesite		Cremation (Loved One)		Cremation (Self)	
		Male % A	Female % B	Yes % C	No % D	Likely % E	Not Likely % F	Likely % G	Not Likely % H
This service was helpful in paying tribute to or commemorating the life of my loved one									
<u>Total Agree (Top 2 Box)</u>	89	89	89	91	87	89	90	88	91
Strongly agree	56	51	60 A	60 D	52	55	59	54	61 G
Somewhat agree	32	38 B	29	31	35	34	31	34	30
The service had meaning and good value and reflected the deceased life									
<u>Total Agree (Top 2 Box)</u>	86	83	88	89 D	82	84	89 E	83	91 G
Strongly agree	56	51	59 A	60 D	50	54	58	53	61 G
Somewhat agree	30	32	29	29	32	30	31	30	30
Base: Have attended funeral or memorial	(788)	(315)	(473)	(439)	(335)	(359)	(370)	(368)	(371)

Building Measurable Value

A/B/C=Significant at 95% confidence level

Q.8 Now I'd like to ask you to tell me about your overall experience with the funeral process. I'm going to read you a couple of attributes which you may or may not feel are accurate descriptions of your experience.

Funeral Industry Attributes – Overall Experience: 2004 (Continued)

	Total %	Gender		Own Property or Gravesite		Cremation (Loved One)		Cremation (Self)	
		Male % A	Female % B	Yes % C	No % D	Likely % E	Not Likely % F	Likely % G	Not Likely % H
This service helped me remember the individual and helped me say goodbye									
<u>Total Agree (Top 2 Box)</u>	84	84	84	87 D	79	83	88	89	81 G
Strongly agree	53	50	55	57 D	47	52	56	51	59 G
Somewhat agree	31	34	28	30	32	31	32	31	29
The service was an important part of helping me begin the healing process after the death of my loved one									
<u>Total Agree (Top 2 Box)</u>	78	75	79	80	75	76	80	76	82
Strongly agree	49	44	52 A	54 D	42	47	51	46	54 G
Somewhat agree	29	30	28	26	33 C	30	29	30	28
Base: Have attended funeral or memorial	(788)	(315)	(473)	(439)	(335)	(359)	(370)	(368)	(371)

A/B/C=Significant at 95% confidence level

Q.8 Now I'd like to ask you to tell me about your overall experience with the funeral process. I'm going to read you a couple of attributes which you may or may not feel are accurate descriptions of your experience.

Funeral Industry Attributes – Overall Experience: 2004 (Continued)

	Total %	Pre-Arrange Self		Pre-paid for Arrangements		Pre-Arrange Next 5 Years		Ever Involved in Arrangements	
		Yes % A	No % B	Yes % C	No % D	Likely % E	Not Likely % F	Yes % G	No % H
This service was helpful in paying tribute to or commemorating the life of my loved one									
Total Agree (Top 2 Box)	89	93	88	91	95	90	85	90	87
Strongly agree	56	63 B	54	66	58	64 F	44	61 H	50
Somewhat agree	32	29	34	25	37	26	41 E	29	37
The service had meaning and good value and reflected the deceased life									
Total Agree (Top 2 Box)	86	87	87	86	88	87	86	87	84
Strongly agree	56	62 B	53	64	56	60 F	48	60 H	50
Somewhat agree	30	25	33 H	22	32	27	39 E	27	34
Base: Have attended funeral or memorial	(788)	(221)	(402)	(138)	(78)	(214)	(176)	(476)	(311)

A/B/C=Significant at 95% confidence level

Q.8 Now I'd like to ask you to tell me about your overall experience with the funeral process. I'm going to read you a couple of attributes which you may or may not feel are accurate descriptions of your experience.

Funeral Industry Attributes – Overall Experience: 2004 (Continued)

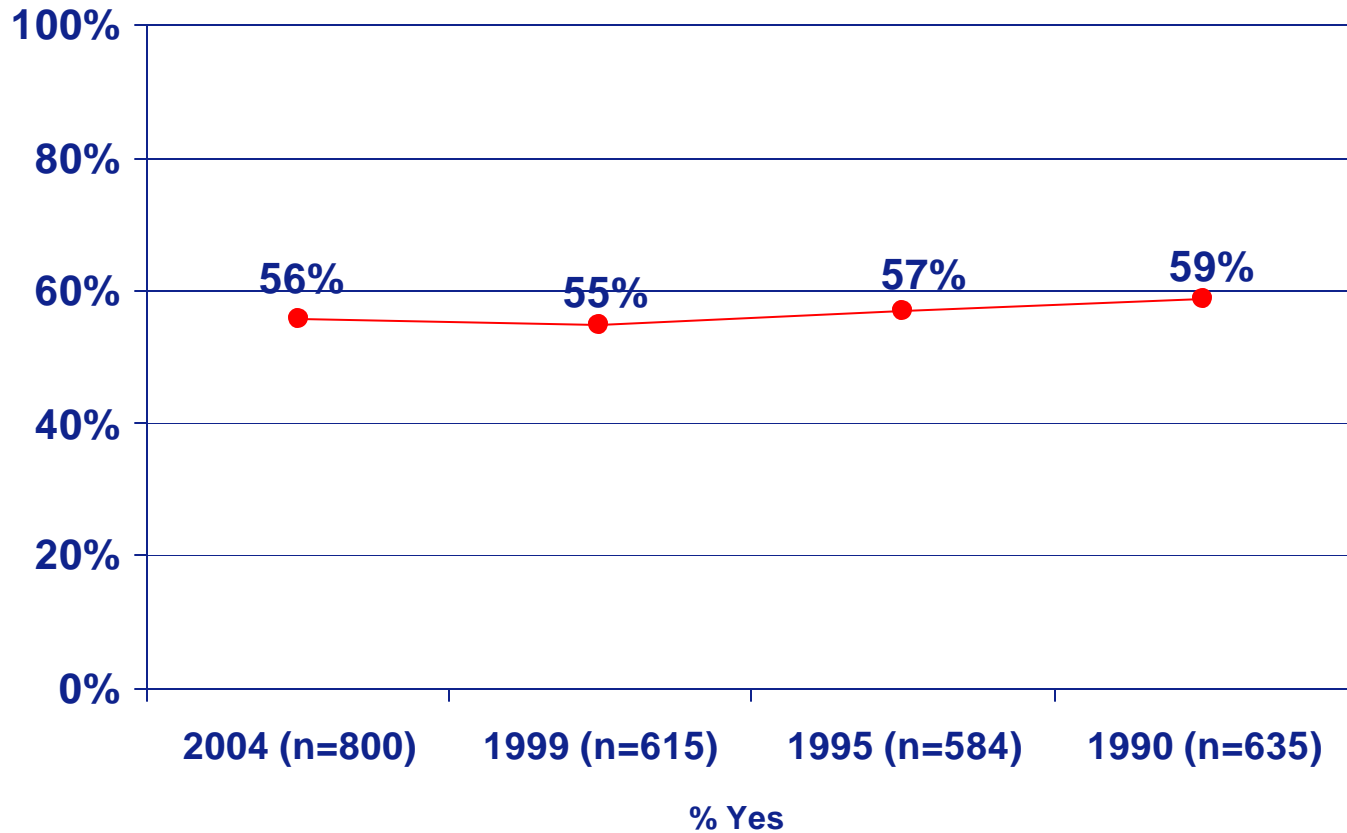
	Total %	Pre-Arrange Self		Pre-paid for Arrangements		Pre-Arrange Next 5 Years		Ever Involved in Arrangements	
		Yes % A	No % B	Yes % C	No % D	Likely % E	Not Likely % F	Yes % G	No % H
This service helped me remember the individual and helped me say goodbye									
<u>Total Agree (Top 2 Box)</u>	84	86	86	83	90	87	82	84	83
Strongly agree	53	58	53	59	56	62 F	43	54	52
Somewhat agree	31	27	33	24	33	25	39 E	30	31
The service was an important part of helping me begin the healing process after the death of my loved one									
<u>Total Agree (Top 2 Box)</u>	78	83	77	83	83	79	73	80	75
Strongly agree	49	56 B	46	61 D	45	53 F	39	26	33 G
Somewhat agree	29	27	31	22	38 C	26	35	26	33 G
Base: Have attended funeral or memorial	(788)	(221)	(402)	(138)	(78)	(214)	(176)	(476)	(311)

A/B/C=Significant at 95% confidence level

Q.8 Now I'd like to ask you to tell me about your overall experience with the funeral process. I'm going to read you a couple of attributes which you may or may not feel are accurate descriptions of your experience.

Property Ownership

Cemetery Property/Gravesite Ownership



Base: Total Respondents

All four years Q.11c Do you or your family currently own cemetery property or a gravesite?

Ownership of Cemetery Property/Gravesite: 2004

	Total %	Ethnicity			Age			Income			
		White % A	African American % B	Hispanic % C	40-54 % D	55-74 % E	75+ % F	Less than \$40,000 % G	\$40,000-\$75,000 % H	\$75,000-\$125,000 % I	\$125,000+ % J
Yes	56	56 C	55	43	45	64 D	77 DE	61 J	54	52	40
No	43	43	42	55 AB	53 EF	35 F	19	36	46	48 G	60 G
Base: Total Respondents	(800)	(704)	(120)	(120)	(417)	(295)	(88)	(244)	(202)	(127)	(47)

	Total %	Religion					Cremation (Loved One)		Cremation (Self)	
		Protestant % A	Catholic % B	Baptist % C	Other % D	None % E	Likely % F	Not Likely % G	Likely % H	Not Likely % I
Yes	56	67 DE	61 DE	73 DE	41	50	46	64 F	47	65 F
No	43	32	39	26	55 AC	49 AC	52 G	34	52 G	33
Base: Total Respondents	(800)	(148)	(132)	(66)	(44)	(242)	(362)	(377)	(371)	(379)

A/B/C=Significant at 95% confidence level

*Indicates less than .5%

Q.11c Do you or your family currently own cemetery property or a gravesite?

Ownership of Cemetery Property/Gravesite: 2004

	<i>Total %</i>	<i>Pre-arrange Self</i>		<i>Pre-arrange Next 5 Years</i>		<i>Ever involved in Arrangements</i>	
		<i>Yes % A</i>	<i>No % B</i>	<i>Likely % C</i>	<i>Not Likely % D</i>	<i>Yes % E</i>	<i>No % F</i>
Yes	56	79 B	44	47	40	64 F	42
No	43	19	55 A	52	59	35	55 E
Base: Total Respondents	(800)	(222)	(409)	(218)	(179)	(481)	(318)

A/B/C=Significant at 95% confidence level

*Indicates less than .5%

Q.11c Do you or your family currently own cemetery property or a gravesite?

Reasons Not Have Cemetery Property/Gravesite

	2004 %	1999 %	1995 %	1990 %
Never thought of purchasing/Never thought about it	28 ↓	18 ↓	23 ↓	36
Plan to be cremated	19	25	19	NA
No need	16	11	12	18
Cannot afford	8	9	9	6
Haven't gotten around to it	7	15	5	NA
Don't like thinking about death	4	3	5	4
Won't be buried here/Don't know where to be buried	4	9	6	NA
Not important to own	3	1	6	2
Too young/Not time	3	3	1	NA
Don't believe in it	3	1	NA	NA
Don't know where to go to purchase	2	*	2	2
Military will take care of it	2	3	3	NA
Body is going to science	--	1	1	NA
Never solicited	--	--	--	1
Other	2	3	10	28
Don't know/Refused	6	3	4	6
Base: Do not own cemetery property or gravesite	(341)	(278)	(246)	(250)

Arrows indicate significant shift over time

*Indicates less than .5%

2004 Q.11d What would you say are the reasons that you do not have cemetery property or gravesite?

1999, 1995, 1990 And why do you not have a plot?

Reasons Not Have Cemetery Property/Gravesite: 2004

	Total %	Ethnicity		
		White % A	African American % B	Hispanic % C
Never thought of purchasing/Never thought about it	28	29	24	24
Plan to be cremated	19	21 B	2	17 B
No need	16	15	12	12
Cannot afford	8	7	26 AC	9
Haven't gotten around to it	7	8	6	5
Don't like thinking about death	4	3	12 A	9 A
Won't be buried here/Don't know where to be buried	4	5	2	3
Not important to own	3	2	2	2
Too young/Not time	3	3	--	2
Don't believe in it	3	3	--	8
Base: Do not own cemetery property or gravesite	(341)	(302)	(50)	(66)

A/B/C=Significant at 95% confidence level

*Indicates less than .5%

NOTE: Base numbers are too small to be able to look at responses by gender (within ethnicity)

Q.11d What would you say are the reasons that you do not have a cemetery property or gravesite?

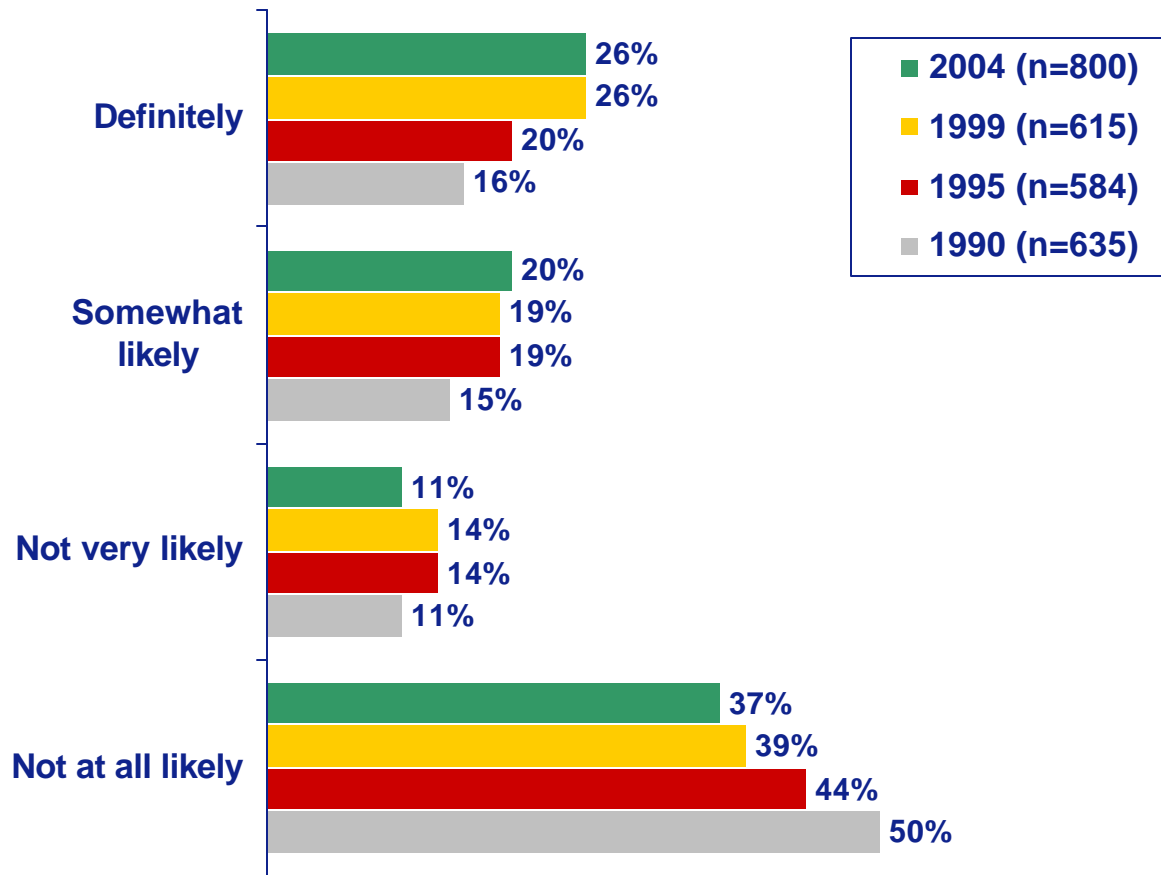
Why Purchased Cemetery Property/Gravesite

	2004*	1999	1995
	%	%	%
To assure location	21	51	31
Ancestor purchased	20	34	31
When pre-planning funeral	16	28	19
Following family tradition	15	37	22
Didn't want others to have to worry about it	10	53	3
Will die someday/need it eventually	8	38	1
When purchasing at-need	7	27	17
Better price/Free	5	24	3
Because if serious illness or imminent death	2	14	6
Husband/wife purchased	1	25	1
Provided by the military	1	12	2
Other	*	3	5
Base: Own cemetery property or gravesite in Q.11c	(445)	(337)	(333)

**NOTE: In 2004 changed to 'do not read list' to conserve survey length; this change accounts for some of the declines from 1999 2004, 1999, 1995 Q.11e* Why did you or your family purchase cemetery property or a gravesite?

Opinions Relating to Cremation

Cremation as an Option for a Loved One



Base: Total Respondents

All four years Q.12 Now, I'm going to move on to another topic and would like to talk about cremation. With cremation, you could choose to have a service with friends and relatives present, a service with only family and close friends, a memorial service, some other type of ceremony, or no ceremony. 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?

Cremation as an Option for a Loved One: 2004

	Total %	Ethnicity			Gender		Age		
		White %	African Am. %	Hispanic %	Male %	Female %	40-54 %	55-74 %	75+ %
		A	B	C	D	E	F	G	H
Top 2 Box	45	46 B	20	43 B	45	46	47	44	40
Definitely choose	26	27 B	11	26 B	20	30 D	23	28	31
Somewhat likely to choose	20	20 B	9	18	25 E	16	24 GH	16	9
Not very likely to choose	11	11	16	12	12	10	13 G	8	8
Not at all likely to choose	37	35	58 AC	33	36	37	33	39	44 F
Bottom 2 Box	47	46	74 AC	44	47	47	46	47	52
Base: Total Respondents	(800)	(704)	(120)	(120)	(319)	(481)	(417)	(295)	(88)

Q.12 Now, I'm going to move on to another topic and would like to talk about cremation. With cremation, you could choose to have a service with friends and relatives present, a service with only family and close friends, a memorial service, some other type of ceremony, or no ceremony. 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?

A/B/C=Significant at 95% confidence level

*Indicates less than .5%

Cremation as an Option for a Loved One: 2004

	Total %	Income				Education		
		Under \$40,000	\$40,000-\$75,000	\$75,000-\$125,000	\$125,000+	High school or less	Some college/College Grad	Grad School+
		% A	% B	% C	% D	% E	% F	% G
Top 2 Box	45	40	50 A	50	64 A	38	49 E	54 E
Definitely choose	26	22	27	24	34	24	27	27
Somewhat likely to choose	20	18	23	26	30	14	22 E	27 E
Not very likely to choose	11	11	15 D	10	4	11	12	9
Not at all likely to choose	37	43 BD	30	33	23	41	35	31
Bottom 2 Box	47	53 D	45 D	43	28	52 G	46	40
Base: Total Respondents	(800)	(244)	(202)	(127)	(47)	(297)	(361)	(128)

Q.12 Now, I'm going to move on to another topic and would like to talk about cremation. With cremation, you could choose to have a service with friends and relatives present, a service with only family and close friends, a memorial service, some other type of ceremony, or no ceremony. 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?

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Cremation as an Option for a Loved One: 2004

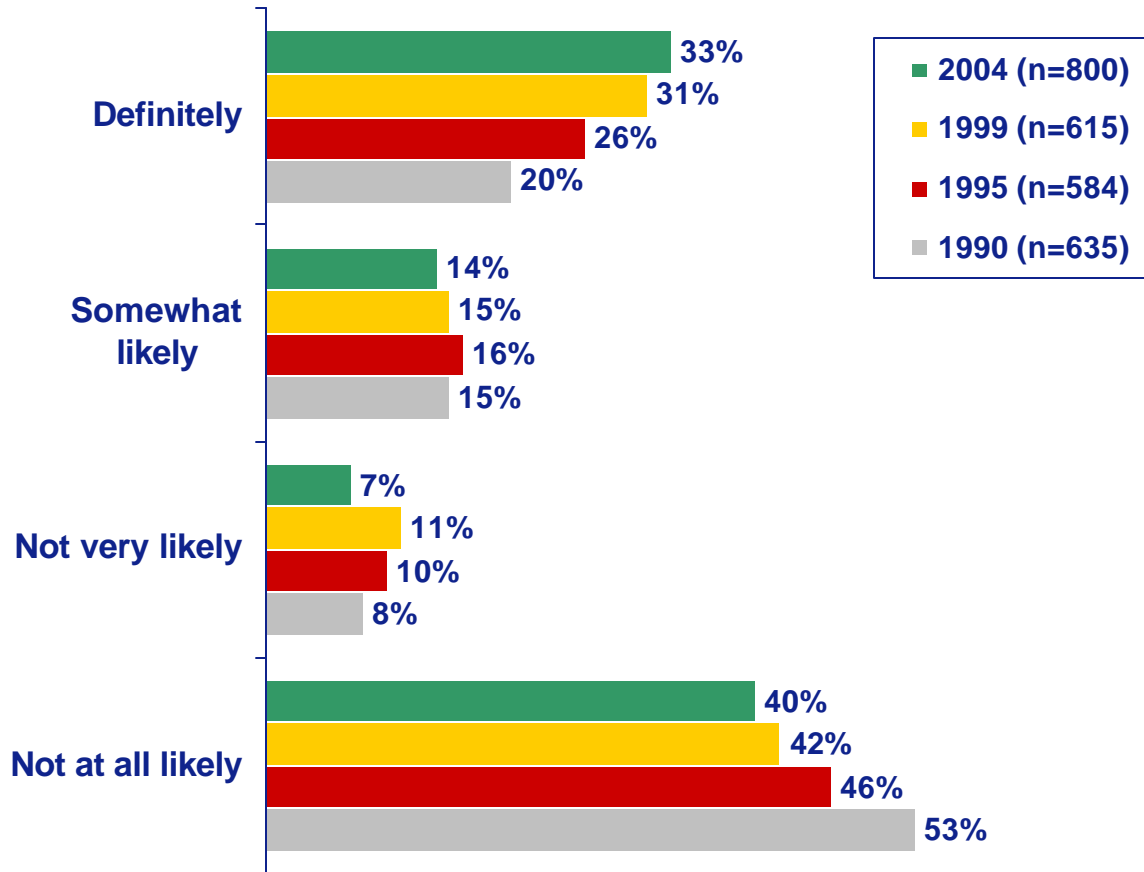
	Total %	Religion (Practicing)				
		Protestant %	Catholic %	Baptist %	Other %	None %
		A	B	C	D	E
Top 2 Box	45	41	36	29	36	60 ABCD
Definitely choose	26	26 C	21 C	8	25 C	36 ABC
Somewhat likely to choose	20	16	15	21	11	24
Not very likely to choose	11	11	14 E	14 E	11	6
Not at all likely to choose	37	38	43 E	53 AE	48 E	29
Bottom 2 Box	47	49 E	58 E	67 AE	59 E	35
Base: Total Respondents	(800)	(148)	(132)	(66)	(44)	(242)

Q.12 *Now, I'm going to move on to another topic and would like to talk about cremation. With cremation, you could choose to have a service with friends and relatives present, a service with only family and close friends, a memorial service, some other type of ceremony, or no ceremony. 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?*

A/B/C=Significant at 95% confidence level

*Indicates less than .5%

Cremation as an Option for Yourself



Base: Total Respondents

All four years Q.12a

How about for yourself? Would you definitely choose this option, be somewhat likely, not very likely, or not at all likely?

Cremation as an Option for Yourself: 2004

	Total %	Ethnicity			Gender		Age			Have Arranged	
		White %	Af. Am. %	Hispan. %	Male %	Female %	40-54 %	55-74 %	75+ %	Yes %	No %
		A	B	C	D	E	F	G	H	I	J
Top 2 Box	46	48 B	21	43 B	50	44	49 H	46	36	44	49
Definitely choose	33	35 B	14	32 B	32	33	33	34	31	32	34
Somewhat likely to choose	14	13 B	7	12	17 E	11	16 H	13	6	12	15
Not very likely to choose	7	8	5	4	6	7	7	7	5	6	8
Not at all likely to choose	40	39	68 AC	42	38	42	38	41	51 F	44 J	35
Bottom 2 Box	47	46	73 AC	46	45	49	45	48	56	51 J	43
Base: Total Respondents	(800)	(704)	(120)	(120)	(319)	(481)	(417)	(295)	(88)	(481)	(318)

Building Measurable Value

Q.12a How about for yourself? Would you definitely choose this option, be somewhat likely, not very likely, or not at all likely?

Cremation as an Option for Yourself: 2004

	Total %	Income				Education		
		Under \$40,000 % A	\$40,000-\$75,000 % B	\$75,000-\$125,000 % C	125,000+ % D	High school or less % E	Some college/ College grad % F	Grad school % G
Top 2 Box	46	45	50	50	66 AB	39	52 E	51 E
Definitely choose	33	34	32	31	49 BC	29	36 E	34
Somewhat likely to choose	14	11	17	19 A	17	10	16 E	16
Not very likely to choose	7	5	9	7	11	7	6	9
Not at all likely to choose	40	44 D	38 D	36 D	19	45 G	38	34
Bottom 2 Box	47	50 D	47 D	43	40	52 F	44	44
Base: Total Respondents	(800)	(244)	(202)	(127)	(47)	(297)	(361)	(128)

Q.12a How about for yourself? Would you definitely choose this option, be somewhat likely, not very likely, or not at all likely?

A/B/C=Significant at 95% confidence level

*Indicates less than .5%

Cremation as an Option for Yourself: 2004

	Religion					
	Total %	Protestant % A	Catholic % B	Baptist % C	Other % D	None % E
Top 2 Box	46	44 C	39	26	36	59 ABCD
Definitely choose	33	35 BC	23 C	11	25 C	47 ABCD
Somewhat likely to choose	14	9	16	15	11	12
Not very likely to choose	7	7	8	8	14 E	5
Not at all likely to choose	40	43 E	51 E	61 AE	48 E	30
Bottom 2 Box	47	51 E	58 E	68 AE	61 E	34
Base: Total Respondents	(800)	(148)	(132)	(66)	(44)	(242)

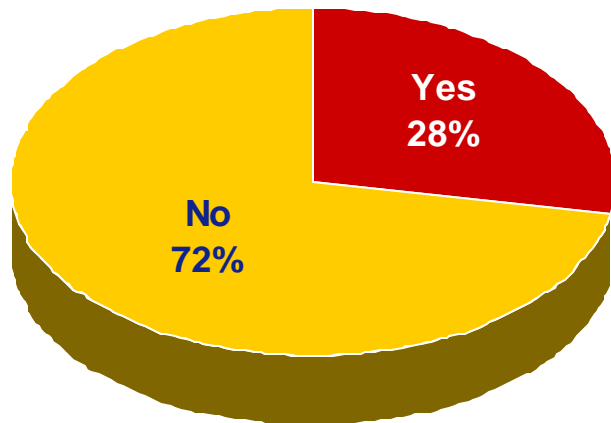
A/B/C=Significant at 95% confidence level

*Indicates less than .5%

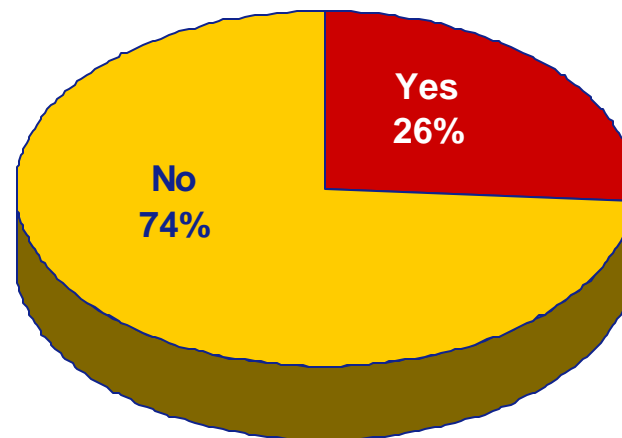
Q.12a How about for yourself? Would you definitely choose this option, be somewhat likely, not very likely, or not at all likely?

Past Exposure to Cremation

2004
(n=481)



1999
(n=354)



Base: Was involved with making past arrangements
2004 and
1999

Q.12b Earlier you mentioned that you have been involved in making arrangements for a friend or relative. In any of the funerals that you were involved in making arrangements, was the body cremated?

Building Measurable Value

Body Cremated in Funeral Where Involved with Arrangements: 2004

	<i>Total %</i>	<i>Ethnicity</i>		
		<i>White % A</i>	<i>African American % B</i>	<i>Hispanic % C</i>
Yes	28	28 B	13	21
No	72	71	86 A	79
Base: Involved with Arrangements	(481)	(435)	(72)	(47)

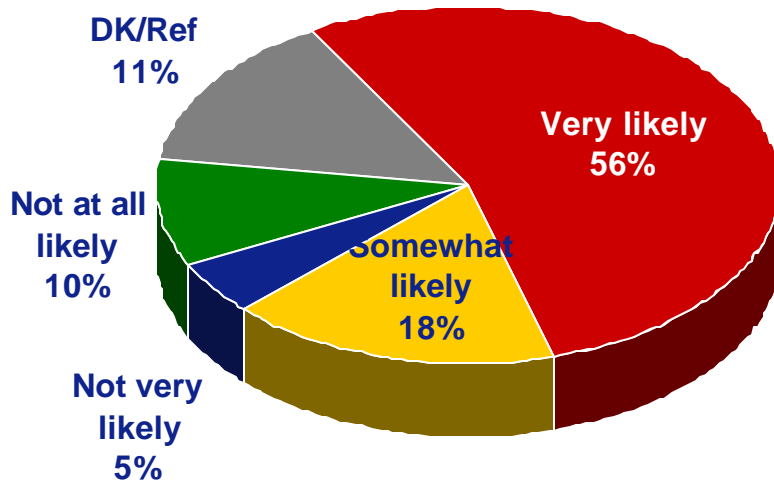
A/B/C=Significant at 95% confidence level

*Indicates less than .5%

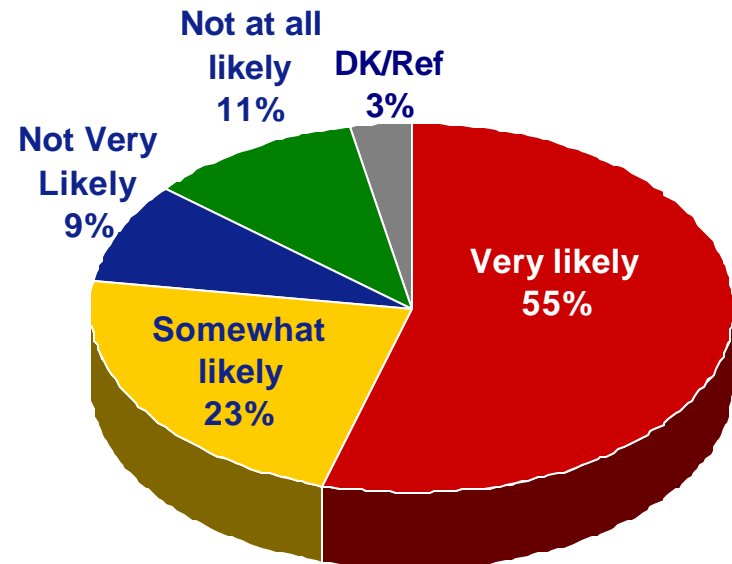
Q.12b *Earlier you mentioned that you have been involved in making arrangements for a friend or relative. In any of the funerals that you were involved in making arrangements, was the body cremated?*

Likelihood to Select Cremation Again

2004
Likelihood to select
cremation in the future
(n=133)



1999
Likelihood to select
cremation in the future
(n=93)



Base: Body was cremated
2004 and
1999 Q.12c

How likely would you be to select cremation again when involved in making funeral arrangements in the future? Would you say you are...?

Building Measurable Value

Likelihood to Select Cremation Again: 2004

	<i>Total %</i>	<i>Gender</i>	
		<i>Male % A</i>	<i>Female % B</i>
<u>Top 2 Box</u>	<u>74</u>	<u>69</u>	<u>78</u>
Very likely	56	45	63 A
Somewhat likely	18	24	15
Not very likely	5	8	4
Not at all likely	10	12	9
<u>Bottom 2 Box</u>	<u>15</u>	<u>20</u>	<u>12</u>
Base: Body was cremated	(133)	(51)	(82)

A/B/C=Significant at 95% confidence level

*Indicates less than .5%

Q.12c How likely would you be to select cremation again when involved in making funeral arrangements in the future? Would you say you are...?

Reasons for Choosing Cremation

Building Measurable Value

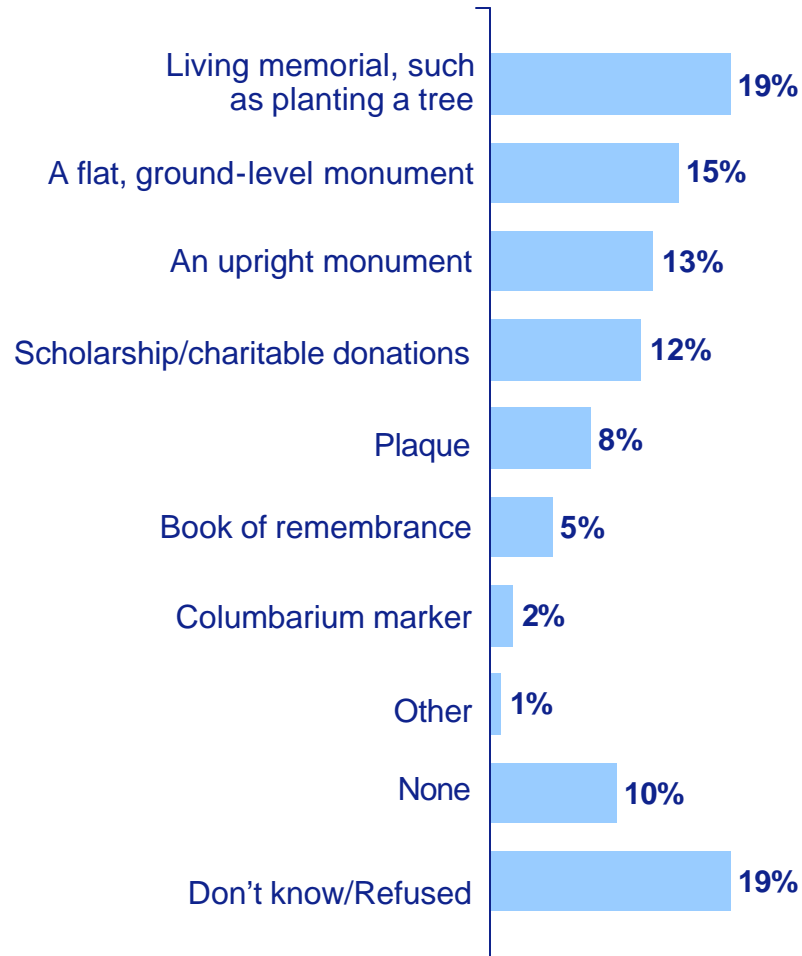
	2004 %	1999 %	1995 %	1990 %
Saves money	30 ↑	27	27	19
Saves land	13	17	16	16
Simpler	8	7	10	NA
Body not in earth	6	8	12	11
Preference	6	10	2	NA
No reason to save body	5	3	2	NA
Remains/ashes can be strewn	3	4	4	3
Less emotional	3	3	3	4
Remains can be sent to a more meaningful/some other place	3	1	1	NA
Don't want bugs eating my body	3	1	2	NA
Convenient	2	3	NA	10
Claustrophobia	2	1	--	NA
Unburdened soul	1	*	*	*
Religion	1	1	1	2
Don't want people to come see me	1	1	3	NA
Organ donor	1	*	1	NA
Base: Definitely/somewhat likely to choose cremation for myself	(371)	(278)	(249)	(221)

Reasons for Choosing Cremation (Continued)

	2004 %	1999 %	1995 %	1990 %
Family tradition	1	1	2	NA
Other	1	9	10	25
Can hold a memorial at a later date	*	*	--	NA
Don't know/Refused	7	3	5	10
Base: Definitely/somewhat likely to choose cremation for myself	(371)	(278)	(249)	(221)

Cremation Details

	%
<u>Urn Purchase Intent</u>	
Yes	56
No	33
Don't know/Refused	11
<u>Plans for cremated remains</u>	
Scatter remains	39
Bury ashes (plot)	16
Keep in urn at home	10
Place in a columbarium at a cemetery	8
Family can decide	5
Let deceased decide	3
Dispose (general)	3
Place in a columbarium at a church	1
Other	1
Don't know/Refused	14
Base: Definitely/somewhat likely to choose cremation for myself (371)	



NOTE: List of Q.13ee answers was read to respondents.

2004 Q.13cc At the time of making arrangements, would you plan to purchase an urn?

2004 Q.13d What would you plan to do with the cremated remains?

2004 Q.13ee And what kind of permanent memorial would you choose?

Type of Permanent Memorial: 2004

Building Measurable Value

	Total	Age			Income				Education		
		40-54 % A	55-74 % B	75+ % C	Under \$40,000 % D	\$40,000 - \$75,000 % E	\$75,000- \$125,000 % F	\$125,000 + % G	High school / or less % H	Some college / College Grad % I	Grad School+ % J
Living memorial, such as a tree	19	21	18	13	21	12	16	32 E	13	22	23
Flat, ground level monument	15	11	18	28 A	18 G	18 G	13	3	20	14	12
Upright monument	13	13	8	28 AB	13	11	14	16	17	12	9
Scholarship/charitable donation	12	11	14	6	6	15 D	14	13	7	12	22 HI
Plaque	8	10	5	9	8	7	10	10	7	9	8
Book of remembrance	5	5	5	3	3	7	6	--	3	6	3
Columbarium marker	2	2	3	--	4	2	2	3	3	3	--
None	10	10	12	6	12	13	6	6	12	11	5
Don't know	19	20	20	16	18	20	21	19	23	16	22
Base: Definitely/somewhat likely to choose cremation	(371)	(203)	(136)	(32)	(111)	(100)	(63)	(31)	(115)	(189)	(65)

2004 Q.13ee And what kind of permanent memorial would you choose?

A/B/C=Significant at 95% confidence level

*Indicates less than .5%

Reasons for Not Choosing Cremation for Self

	2004 %	1999 %	1995 %	1990 %
Do not believe in it	23 ↓	27 ↓	38	48
Personal preference/don't like it	22	28	13	NA
Religion does not allow	14	14	13	12
Tradition	10	8	12	9
Destroys the body	6	2	2	6
Never thought about it	6	3	NA	NA
Don't like fire/don't want to get burned	3	5	4	NA
Family wouldn't approve	3	1	2	NA
Already have a cemetery plot/funeral arrangements	2	1	2	NA
Too hard on survivors	1	1	3	NA
Donating organs to science	*	2	NA	NA
Other	*	4	9	14
Don't know/Refused	11	4	4	11
Base: Not very/not at all likely to choose cremation for myself	(379)	(330)	(327)	(385)

Arrows indicate significant shift over time

* Less than .5%

All four years

Q.13f Why would you not choose cremation?

Reasons for Not Choosing Cremation for Self: 2004

Building Measurable Value

	Total %	Ethnicity			Education		
		White %	African American %	Hispanic %	High school or Less %	Some college/ College grad %	Grad School+ %
		A	B	C	D	E	F
Do not believe in it	23	23	26	16	23	21	25
Personal preference/don't like it	22	21	24	16	25	16	27
Religion does not allow	14	13	11	31 AB	7	19 D	20 D
Tradition	10	10	8	5	10	11	9
Destroys the body	6	6	8	7	6	6	4
Never thought about it	6	5	6	7	6	6	5
Don't like fire/don't want to get burned	3	2	3	--	5	2	2
Family wouldn't approve	3	3	3	2	5	1	2
Already have a cemetery plot/funeral arrangements	2	2	2	--	1	4 D	2
Too hard on survivors	1	1	--	4 A	1	1	--
Base: Not very/not at all likely to choose cremation for myself	(379)	(326)	(88)	(55)	(155)	(159)	(56)

Q.13f Why would you not choose cremation?

A/B/C=Significant at 95% confidence level

*Indicates less than .5%

Reasons for Not Choosing Cremation for Self: 2004

	Total %	Religion					Have Arranged	
		Protestant % A	Catholic % B	Baptist % C	Other % D	None % E	Yes % F	No % G
Do not believe in it	23	28	16	16	19	22	24	21
Personal preference/don't like it	22	21	23	22	11	22	23	18
Religion does not allow	14	9	26 ACE	4	41	8	13	15
Tradition	10	8	12	9	7	14	9	11
Destroys the body	6	9 E	3	16 BE	--	1	5	7
Never thought about it	6	4	8	9	4	7	5	7
Don't like fire/don't want to get burned	3	5	1	2	4	4	3	3
Family wouldn't approve	3	1	--	7 A	--	6 A	3	3
Already have a cemetery plot/funeral arrangements	2	3	1	4	--	2	2	3
Too hard on survivors	1	--	--	--	--	1	1	1
Base: Not very/not at all likely to choose cremation for myself	(379)	(75)	(77)	(45)	(27)*	(83)	(243)	(136)

*Caution, small base

Q.13f Why would you not choose cremation?

A/B/C=Significant at 95% confidence level

*Indicates less than .5%

Pre-Arrangement

Pre-Arrangements

	2004 %	1999 %	1995 %	1990 %
Q.14: Better to:				
Pre-arrange your own service	72 ↓	84	80	76
Not pre-arrange your own service	20	14	17	19
Base: Total Respondents	(800)	(615)	(584)	(635)
Q.14a: If pre-arrange, first priority:				
Your funeral services	51	53	45	43
Your cemetery property	29 ↓	41	41	43
Monument or gravestone	7	NA	NA	NA
Neither	6	5	11	9
Q.14b: Made pre-arrangements for self?				
Yes	35	33	31	34
No	64	67	69	65
Base: Would Pre-arrange (2004)/Total Respondents (All other years)	(640)	(615)	(584)	(635)

NOTE: 14b-The option "monument or gravestone" was added in 2004 and can partially account for the lower percentage of respondents selecting "Cemetery property" as first priority

All four years

Q.14

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 think is better?

Q.14a

If you were to pre-arrange, which would be your first priority, pre-arranging for (Read list)?

Q.14b

Have you made any such pre-arrangements for yourself?

Pre-Arrangements: 2004

	Total %	Age		
		40-54 %	55-74 %	75+ %
		A	B	C
Preferred Pre-arrangements				
Pre-arrange your own service	72	75 C	71	61
Not pre-arrange your own service	20	17	21	30 A
Don't know	8	8	8	9
Base: Total Respondents	(800)	(417)	(295)	(88)

A/B/C=Significant at 95% confidence level

*Indicates less than .5%

Q.14

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 think is better?

Pre-Arrangements (Continued): 2004

	Gender		Education			Cremation (Loved One)		
	Total %	Male % A	Female % B	High School or Less % C	Some college/ College Grad % D	Grad School+ % E	Likely % F	Unlikely % G
<u>First Priority for Pre-arrangements</u>								
Funeral services	51	41	57 A	44	54 C	58 C	55	48
Cemetery property	29	32	27	34 E	27	23	21	36 F
Monument/gravestone	7	11 B	5	8	6	8	9	6
Neither	6	8	5	5	7	5	9 G	3
Don't know	8	9	7	9	6	6	6	7
Base: Those who prefer pre-arrangement	(640)	(256)	(384)	(237)	(282)	(109)	(282)	(307)

A/B/C=Significant at 95% confidence level

*Indicates less than .5%

Q.14a If you were to pre-arrange, which would be your first priority, pre-arranging for (Read list)?

Pre-Arrangements (Continued): 2004

	Total %	Cremation (Self)		Pre-arranged (Self)		Pre-paid Arrangement	
		Likely % A	Unlikely % B	Yes % C	No % D	Yes % E	No % F
<u>First Priority for Pre-arrangements</u>							
Funeral services	51	55	48	45	55 C	37	59 E
Cemetery property	29	20	37 A	35 D	26	42 F	21
Monument/gravestone	7	8	6	9	6	13 F	3
Neither	6	11 B	2	7	6	5	10
Don't know	8	5	8	5	8	4	8
Base: Those who prefer pre-arrangement	(640)	(295)	(303)	(222)	(409)	(139)	(78)

A/B/C=Significant at 95% confidence level

*Indicates less than .5%

Q.14a If you were to pre-arrange, which would be your first priority, pre-arranging for (Read list)?

Pre-Arrangements (Continued): 2004

	Age			Income				Ever Involved in Arrangements		
	Total %	40-54 %	55-74 %	75+ %	Under \$40,000 %	\$40,000-\$75,000 %	\$75,000-<\$125,000 %	\$125,000+ %	Yes %	No %
		A	B	C	D	E	F	G	H	I
Have made pre-arrangements	35	24	44 A	60 AB	38	31	31	22	41 I	25
Have not made pre-arrangements	64	75 BC	55 C	35	61	69	69	78 D	57	74 H
Base: Those who prefer pre-arrangement	(640)	(345)	(233)	(62)	(200)	(159)	(101)	(37)	(383)	(256)

A/B/C=Significant at 95% confidence level

*Indicates less than .5%

Q.14b Have you made any such pre-arrangements for yourself?

Actions Taken as Part of Pre-Arrangements

	2004* %	1999 %	1995 %	1990 %
Chosen a cemetery plot or grave space	33	73	66	75
Told another person of your plans	32	93	85	85
Selected a monument or gravestone	24	34	28	26
Chosen a cemetery	16	73	69	77
Included directions in will or letter	15	65	59	59
Have pre-paid through a funeral home or cremation society	15	NA	NA	NA
Selected a funeral home	12	56	53	53
Set aside money for a funeral	11	59	60	63
Chosen a casket (casket and urn combined in 1990 and 1995)	7	25	22	17
Chosen an urn (casket and urn combined in 1990 and 1995)	5	12	NA	NA
Selected an inscription	5	30	22	25
Arranged for flowers	2	6	7	8
Made arrangements to be placed in a mausoleum	2	10	4	NA
Base: Have made pre-arrangements for myself	(222)	(204)	(179)	(219)

**NOTE: In 2004 changed to 'do not read list' to conserve survey length; this change accounts for the significant declines from past years.*

All four years Q.15a What actions have you taken as part of the pre-arrangements you made?

Actions Taken as Part of Pre-Arrangements: 2004

	Total %	Gender		Education		
		Male % A	Female % B	High School or Less % C	Some College/College Graduate % D	Grad School+ % E
Chosen cemetery plot	33	34	32	35	26	46 D
Told another person of your plans	32	33	32	33	29	38
Selected gravestone/monument	24	16	29 A	26	23	23
Chosen cemetery	16	14	17	15	13	26
Included directions in will or letter	15	10	19	8	19 C	23 C
Pre-paid	15	13	16	13	16	15
Selected funeral home	12	8	14	10	14	10
Set aside money	11	11	11	6	13	15
Chosen casket	7	2	10 A	11	5	3
Chosen urn	5	6	5	--	6 C	15 C
Selected inscription	5	2	6	4	6	3
Arranged for flowers	2	2	2	--	3	3
Made arrangements to be place in mausoleum	2	1	2	1	2	3
None	3	2	4	4	4	--
Base: Have made pre-arrangements for myself	(222)	(83)	(139)	(80)	(102)	(39)

Pre-paid for Arrangements

	2004 %	1999 %	1995 %	1990 %
Pre-payment of arrangements				
Yes	63	54	60	57
No	35	46	40	43
Base: Have made pre-arrangements for myself	(222)	(204)	(179)	(219)
Items that have been pre-paid				
Burial plot/property	53	79	71	78
Monument/headstone	29	26	27	28
Everything	28	5	NA	NA
Services of a funeral home/director	14	30	30	30
Casket	13	29	23	18
Cremation	12	10	19	14
Vault	6	8	2	NA
Flowers	4	5	7	6
Insurance is paying for it	4	1	2	NA
Other	3	4	6	6
Base: Those who have pre-paid for pre-arrangements	(139)	(110)	(107)	(125)

NOTE: Many more respondents in 2004 over 1999 indicated that "everything" had been pre-paid, which accounts for some of the declines in other answer categories

Pre-paid for Arrangements: 2004

	Total %	Age			Income		
		40-54 % A	55-74 % B	75+ % C	Under \$40,000 % D	\$40,000-\$75,000 % E	\$75,000+ % F
Yes	63	58	60	81 AB	59	74 F	49
No	35	39 C	38 C	19	41	26	49
Base: Have made pre-arrangements for myself	(222)	(83)	(102)	(37)	(75)	(50)	(39)


A/B/C=Significant at 95% confidence level

*Indicates less than .5%

Q.15b Have you pre-paid for any of these arrangements?

Likelihood to Pre-Arrange in Next Five Years

- The proportion of the target audience that is planning to pre-arrange has grown. In 2004 about 1-in-4 of those that have not made pre-arrangements indicate they are very likely to do so in the next 5 years. This ratio was 1-in-6 in prior waves.

	2004 %	1999 %	1995 %	1990 %
Likelihood to pre-arrange own funeral, burial or cremation within the next 5 years				
Very likely	24 	16	17	17
Somewhat likely	28	28	26	30
Not very likely	21	27	23	22
Not at all likely	22	28	33	28
Base: Those who have not made pre-arrangements	(418)	(411)	(405)	(416)

Arrows indicate significant shift over time

2004, 1999 For the next couple of questions, please think of what you would choose for yourself.

and 1995 Q.16a How likely are you to make plans or pre-arrange the details of your own funeral, burial or cremation within the next 5 years?

1990 Q.16a How likely are you to make plans or pre-arrange the details of your own funeral within the next 5 years?

Likelihood to Pre-Arrange in Next Five Years: 2004

	<i>Total</i> %	<i>Ever Involved in Arrangements</i>	
		<i>Yes</i> % <i>A</i>	<i>No</i> % <i>B</i>
<u>Very/Somewhat Likely</u>	<u>52</u>	<u>56</u>	<u>47</u>
Very likely	24	26	22
Somewhat likely	28	31	26
Not very likely	21	20	23
Not at all likely	22	19	26
<u>Not very/Not at all Likely</u>	<u>43</u>	<u>38</u>	<u>48</u> A
Don't know	5	5	4
Base: Those who have not made pre-arrangements	(418)	(225)	(192)

A/B/C=Significant at 95% confidence level

*Indicates less than .5%

Q.16a How likely are you to make plans or pre-arrange the details of your own funeral, burial or cremation within the next 5 years?

Pre-Arrangement Actions Most Likely to Take

	2004 %	1999 %	1995 %
Action would take if were to pre-arrange			
Tell another person of your plans	86	87	92
Include specifications in will or letter	70 ↓	83 ↑	71
Choose a cemetery	56	55 ↓	67
Select a funeral home	53	58 ↓	69
Set aside money for a funeral	52 ↓	74	72
Choose a cemetery spot or grave space	51	53 ↓	62
Have pre-paid through a funeral home or cremation society	39	NA	NA
Select a monument or gravestone	39	39	43
Choose a casket (casket and urn combined in 1990 and 1995)	35	35 ↓	52
Choose an urn (casket and urn combined in 1990 and 1995)	17	19	NA
Make arrangements to be placed in a mausoleum	6	11	6
Select an inscription	NA	38	41
Buy insurance	NA	25	30
Arrange for a funeral trust	NA	23	23
Arrange for flowers	NA	14	11
None	2	1	1
Base: Likely to make plans or pre-arrange details of own funeral	(249)	(295)	(268)

NOTE: In December 2004, we re-asked this question to 249 of the 306 original respondents who answered this question in November 2004, as we suspected that perhaps the list of options was not read as they should have been in November. These are the December 2004 results.

2004, 1999, 1995 Very/somewhat/not very likely to make plans or pre-arrangements

2004, 1999, 1995 Q.16b Which of the following actions would you take if you were to pre-arrange? Would you (read list)?

Pre-Arrangement Actions Most Likely to Take: 2004

	Total %	Gender		Income		
		Male % A	Female % B	High School or Less % C	Some College/College Graduate % D	Graduate School + % E
Tell another person of your plans	86	84	88	86	89	89
Include specifications in will or letter	70	62	76 A	71	73	73
Choose a cemetery	56	62	52	56	56	64
Select a funeral home	53	53	53	63 D	48	50
Set aside money for a funeral	52	57	49	52	53	59
Choose a cemetery spot or grave space	51	56	47	54	51	48
Pre-pay through a funeral home or cremation society	39	41	39	47 E	38	27
Select a monument or gravestone	39	45	36	52 DE	37 E	20
Choose a casket (casket and urn combined in 1990 and 1995)	35	44 B	28	43 E	31	25
Choose an urn (casket and urn combined in 1990 and 1995)	17	16	18	17	19	14
Make arrangements to be placed in a mausoleum	6	7	5	4	8	5
None	2	4	1	2	1	2
Base: Likely to make plans or pre-arrange details of own funeral	(249)	(101)	(148)	(99)	(99)	(44)

NOTE: In December 2004, we re-asked this question to 249 of the 306 original respondents who answered this question in November 2004, as we suspected that perhaps the list of options was not read as they should have been in November. These are the December 2004 results. "Have vs Have not Arranged" results are not shown because there were no statistically significant differences between these two groups.

All four years: *Very/somewhat/not very likely to make plans or pre-arrangements*

All four years Q.16b *Which of the following actions would you take if you were to pre-arrange? Would you (read list)?*

Demographics

Demographic Profile of Respondents (not including ethnic oversample)

	<i>Total %</i>		<i>Total %</i>
<u>Gender</u>		<u>Education</u>	
Male	40	Some high school or less	7
Female	60	High school graduate	30
<u>Age</u>		Some college	24
40 to 44	22	College graduate	22
45 to 49	15	Some graduate school	4
50 to 54	16	Graduate degree	12
55 to 59	12	<u>Household Income</u>	
60 to 64	9	Under \$25,000	14
65 to 74	16	\$25,000 to \$39,999	16
75 and over	11	\$40,000 to \$49,999	11
Mean	56.0	\$50,000 to \$74,999	14
<u>Ethnicity</u>		\$75,000 to \$99,000	10
Caucasian/White	88	\$100,000 to \$124,999	6
Black/African American	6	\$125,000 to \$149,999	2
Hispanic	4	\$150,000 or more	4
Other	2	Mean	\$59,900
		Don't know/refused	23

Demographic Profile of Respondents (not including ethnic oversample)

	<i>Total %</i>		<i>Total %</i>
<u>Religious Preference</u>		<u>Practicing/Non-Practicing</u>	
Protestant	25	Practicing	71
Catholic	24	Non-practicing	27
Jewish	2	Have religious preference	(681)
Baptist	13	<u>Region</u>	
Muslim	*	New England	5
Christian (non-specific)	14	Mid-Atlantic	13
No organized religion	7	East North Central	19
Church of Jesus Christ of Latter-day Saints (Mormon)	2	West North Central	10
Pentecostal	3	South Atlantic	20
Buddhist	*	East South Central	7
Jehovah's Witness	*	West South Central	10
Lutheran	2	Mountain	6
Other	1	Pacific	10
Don't know/Refused	8		

*Indicates less than .5%

Appendix

Funeral Industry Attributes – People/Businesses

	1999		1995		1990	
	Have Arranged	Have not Arranged	Have Arranged	Have not Arranged	Have Arranged	Have not Arranged
	% A	% B	% C	% D	% E	% F
Show concern for the family or survivors						
<u>Total Agree (Top 2 Box)</u>	93	91	94 D	88	93	91
Strongly agree	66 B	56	65 D	52	69	61
Somewhat agree	28	36 A	29	36	24	30
Take special care to make ceremony and arrangements reflect the wishes of the family						
<u>Total Agree (Top 2 Box)</u>	96 B	90	98 D	92	92	93
Strongly agree	73 B	61	79 D	60	75 F	66
Somewhat agree	23	29	18	32 C	17	27 E
Give me confidence that it's handled well						
<u>Total Agree (Top 2 Box)</u>	92	89	92	89	90	91
Strongly agree	58 B	46	67 D	46	65	58
Somewhat agree	34	43 A	25	42 C	25	33 E
Base: Total Respondents	(354)	(261)	(357)	(227)	(417)	(218)

Q.7 *I am going to read you a list of attributes which may or may not describe people or businesses in this profession. For each description I read, I'd like you to tell me if you agree or disagree with the description.*

Funeral Industry Attributes – People/Businesses

	1999		1995		1990	
	<i>Have Arranged</i>	<i>Have not Arranged</i>	<i>Have Arranged</i>	<i>Have not Arranged</i>	<i>Have Arranged</i>	<i>Have not Arranged</i>
	<i>% A</i>	<i>% B</i>	<i>% C</i>	<i>% D</i>	<i>% E</i>	<i>% F</i>
Make me feel that I did the best I could have done						
<u>Total Agree (Top 2 Box)</u>	89	85	91 D	78	87 F	79
Strongly agree	59 B	45	64 D	38	62 F	49
Somewhat agree	30	40 A	26	41 C	24	30
People in the industry are professional and competent						
<u>Total Agree (Top 2 Box)</u>	87	84	93 D	87	88	82
Strongly agree	56 B	44	65 D	51	60	53
Somewhat agree	31	40 A	28	37 C	28	29
Help relieve stress						
<u>Total Agree (Top 2 Box)</u>	79	78	79	74	81 F	73
Strongly agree	39	41	42 D	32	46 F	38
Somewhat agree	40	37	38	41	34	35
Base: Total Respondents	(354)	(261)	(357)	(227)	(417)	(218)

Q.7 *I am going to read you a list of attributes which may or may not describe people or businesses in this profession. For each description I read, I'd like you to tell me if you agree or disagree with the description.*

Funeral Industry Attributes – People/Businesses

	1999		1995		1990	
	<i>Have Arranged</i>	<i>Have not Arranged</i>	<i>Have Arranged</i>	<i>Have not Arranged</i>	<i>Have Arranged</i>	<i>Have not Arranged</i>
	% A	% B	% C	% D	% E	% F
Will not take advantage of the situation						
<u>Total Agree (Top 2 Box)</u>	70	66	69 D	56	68 F	56
Strongly agree	41	34	42 D	22	43 F	29
Somewhat agree	30	32	27	34	25	27
Provide services which were valuable						
<u>Total Agree (Top 2 Box)</u>	94	92	93 D	88	92	89
Strongly agree	63	56	66 D	56	69 F	55
Somewhat agree	31	36	27	32	24	34 E
Base: Total Respondents	(354)	(261)	(357)	(227)	(417)	(218)

Building Measurable Value

Q.7 *I am going to read you a list of attributes which may or may not describe people or businesses in this profession. For each description I read, I'd like you to tell me if you agree or disagree with the description.*

Cemetery/Funeral Home Experience

	1999		1995		1990	
	<i>Have Arranged</i> % <i>A</i>	<i>Have not Arranged</i> % <i>B</i>	<i>Have Arranged</i> % <i>C</i>	<i>Have not Arranged</i> % <i>D</i>	<i>Have Arranged</i> % <i>E</i>	<i>Have not Arranged</i> % <i>F</i>
Anything would change?						
Yes	21	15	18	18	17	17
No	79	83	80	78	79	81
Base: Total Respondents	(354)	(261)	(357)	(227)	(417)	(218)

Building Measurable Value

1990 and 1995 Q.11a *Is there anything that you would change about your personal experience with cemeteries?*
 1999 and 2004 Q.11a *Is there anything that you would change about your personal experience with funeral homes?*

Ownership of Cemetery Property/Gravesite

	1999		1995		1990	
	<i>Have Arranged % A</i>	<i>Have not Arranged % B</i>	<i>Have Arranged % C</i>	<i>Have not Arranged % D</i>	<i>Have Arranged % E</i>	<i>Have not Arranged % F</i>
Do you/your family own cemetery property or a gravesite?						
Yes	63 B	43	65 D	45	64 F	50
No	37	57 A	35	54 C	35	49 E
Base: Total Respondents	(354)	(261)	(357)	(227)	(417)	(218)

Building Measurable Value

Q.11c Do you or your family currently own cemetery property or a gravesite?

Cremation as an Option for a Loved One

	1999		1995		1990	
	<i>Have Arranged</i> %	<i>Have not Arranged</i> %	<i>Have Arranged</i> %	<i>Have not Arranged</i> %	<i>Have Arranged</i> %	<i>Have not Arranged</i> %
	<i>A</i>	<i>B</i>	<i>C</i>	<i>D</i>	<i>E</i>	<i>F</i>
Would choose cremation for a loved one						
Total Likely (Top 2 Box)	<u>41</u>	<u>49</u> A	<u>34</u>	<u>46</u> C	<u>29</u>	<u>33</u>
Definitely likely	25	26	18	23	14	19
Somewhat likely	16	22 A	17	22	15	14
Total Unlikely (Bottom 2 Box)	<u>55</u>	<u>49</u>	<u>62</u> D	<u>52</u>	<u>63</u>	<u>57</u>
Not very likely	14	13	14	14	9	13
Not at all likely	41	36	48 D	38	54 F	44
Base: Total Respondents	(354)	(261)	(357)	(227)	(417)	(218)

Q.12 Now, I'm going to move on to another topic and would like to talk about cremation. With cremation, you could choose to have a service with friends and relatives present, a service with only family and close friends, a memorial service, some other type of ceremony, or no ceremony. 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?

Cremation as an Option for Self

	1999		1995		1990	
	<i>Have Arranged</i> %	<i>Have not Arranged</i> %	<i>Have Arranged</i> %	<i>Have not Arranged</i> %	<i>Have Arranged</i> %	<i>Have not Arranged</i> %
	<i>A</i>	<i>B</i>	<i>C</i>	<i>D</i>	<i>E</i>	<i>F</i>
Would choose cremation for self						
Total Likely (Top 2 Box)	<u>41</u>	<u>51</u> A	<u>39</u>	<u>48</u>	<u>34</u>	<u>37</u>
Definitely likely	29	32	24	30	19	22
Somewhat likely	11	19 A	15	18	14	15
Total Unlikely (Bottom 2 Box)	<u>58</u> B	<u>48</u>	<u>60</u> D	<u>50</u>	<u>61</u>	<u>59</u>
Not very likely	12	10	10	10	7	9
Not at all likely	45	38	50 D	40	54	50
Base: Total Respondents	(354)	(261)	(357)	(227)	(417)	(218)

Q.12a How about for yourself? Would you definitely choose this option, be somewhat likely, not very likely, or not at all likely?

Pre-Arrangements for Self

	1999		1995		1990	
	<i>Have Arranged</i> %	<i>Have not Arranged</i> %	<i>Have Arranged</i> %	<i>Have not Arranged</i> %	<i>Have Arranged</i> %	<i>Have not Arranged</i> %
	A	B	C	D	E	F
Made pre-arrangements for self?						
Yes	41 D	23	37 D	21	39 F	26
No	59	77 A	63	79 C	61	73 E
Base: Total Respondents	(354)	(261)	(357)	(227)	(417)	(218)

Q.14b *Have you made any such pre-arrangements for yourself?*

Likelihood to Pre-Arrange in Next Five Years

	1999		1995		1990	
	<i>Have Arranged</i> %	<i>Have not Arranged</i> %	<i>Have Arranged</i> %	<i>Have not Arranged</i> %	<i>Have Arranged</i> %	<i>Have not Arranged</i> %
	<i>A</i>	<i>B</i>	<i>C</i>	<i>D</i>	<i>E</i>	<i>F</i>
Total Likely (Top 2 Box)	46	43	48 D	36	53 F	36
Very likely	15	17	19	14	15	19
Somewhat likely	30	25	29	22	37 F	18
Total Unlikely (Bottom 2 Box)	54	57	51	63 C	44	61 E
Not very likely	27	27	21	26	20	26
Not at all likely	27	30	30	36	24	35 E
Base: Those who have not made pre-arrangements	(210)	(201)	(226)	(179)	(254)	(162)

Q.16a How likely are you to make plans or pre-arrange the details of your own funeral or burial within the next 5 years?