



INTERVIEW SCHEDULE
2010 Study of American
Attitudes Toward Ritualization
and Memorialization

REPORT



Study of American Attitudes Toward Ritualization and Memorialization August 4, 2010

Created for: FAMIC

Presented by: Harris Interactive

Interviewing: April, 2010

Respondents: 507 General Population over 40 years old
Oversamples: 101 General Population ages 20-39
100 African Americans
100 Hispanics
50 Asians

NOTE: A (*) means less than one-half percent responding; and a (-) means non-response or zero percent

1A. Have you ever attended a funeral or memorial service?

GP 40+	
507	BASE
99%	Yes
1%	No

1B. How many funerals and memorial services have you attended at each of these locations over the past 2 years?

SUMMARY TABLE OF MEANS

GP 40+	
503	BASE
2.8	Funeral home
2.8	A place of worship
2.1	A cemetery or crematory
0.6	A public place such as a park or theater
0.3	Hotel or functional facility
0.1	Some other place

BASE: Q1A/2,3 OR Q1B/7,8

1DD. Which of the following reasons is the one that best describes why you have not attended any memorial services in the past two years? [READ LIST]

GP 40+	
51	BASE
72%	There has not been a death and services that you felt you should attend during that time
-	There was one or more deaths, but there were no services or ceremonies offered for you to attend
7%	There was a death and services were held, but you decided not to go, or
21%	Is there some other reason?

2. 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?

GP 40+	
507	BASE
1%	Yes, created a site
16%	Yes, visited a site
83%	No
-	Not aware these types of sites existed
*	Don't know/Refused

2A. How do you typically hear or find out about funeral services for people you may have known?

GP 40+	
507	BASE
81%	Word of mouth
54%	Obituaries in newspaper
4%	Obituaries online
1%	Online social networking sites like Facebook
19%	Some other way
*	Don't know/Refused

3. Have you personally ever been involved in making funeral or cremation arrangements for either a friend or relative? [RECORD ONE RESPONSE]

GP 40+	
507	BASE
68%	Yes
32%	No

Base: Respondents Who Have Ever Been Personally Involved In Making Funeral Or Cremation Arrangements

3A. 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?

GP 40+	
365	BASE
73%	Yes
26%	No
*	Don't know/Refused

Base: Respondents Who Were Recently Involved In Making Funeral Or Cremation Arrangements

3AA. Which of the following providers did you use: [READ LIST]

GP 40+	
253	BASE
92%	A funeral home or mortuary
54%	A cemetery
53%	A religious ceremony provider
20%	A cremation provider
5%	A non-religious, celebration center
2%	Some other

BASE: MORE THAN ONE PROVIDER SELECTED AT Q3AA (Q3AA>1)

3B2. Which one of the providers that you used was the most important in providing meaning and value to the arrangements.

GP 40+	
182	BASE
62%	A funeral home or mortuary
33%	A religious ceremony provider
2%	A cemetery
1%	A cremation provider
-	A non-religious, celebration center
1%	Some other
2%	Don't know/Refused

Base: Respondents Who Were Recently Involved In Making Funeral Or Cremation Arrangements

3B4a. Would you use the same provider again in the future? [RECORD ONE RESPONSE]

GP 40+	
253	BASE
87%	Yes
11%	No
2%	Don't know/Refused

Base: Respondents Who Were Recently Involved In Making Funeral Or Cremation Arrangements

3B4b. Overall, would you seek to make similar arrangements again in the future?

GP 40+	
253	BASE
89%	Yes
9%	No
1%	Don't know/Refused

Base: Respondents Who Were Recently Involved In Making Funeral Or Cremation Arrangements

3C. When you last made these arrangements, where did you go to purchase the gravestones or marker, if you purchased one? [DO NOT READ. RECORD ONE RESPONSE]

GP 40+	
253	BASE
25%	Did not purchase
19%	Monument builder
16%	Funeral home
16%	Cemetery
7%	Other
7%	Was already purchased [Pre-Arranged]
5%	Government/Military supplied
-	Internet
5%	Don't know/Refused

Base: Purchased Gravestone Or Marker

3CB. Why did you buy it from there?

GP 40+	
142	BASE
24%	Location
15%	Better service/Compassionate
14%	We know them/Used them before/Old family friends
14%	The cost/Gives a good deal
11%	They give you more options/Choices/Selection
8%	It's their business/Expertise
7%	Better qualified in their job/Know what they're doing
7%	Reputation
5%	They would pay attention to it/Special care
4%	Quality of monument
4%	You get what you want/See what you're getting
2%	Cuts out the middle man
2%	Funeral Director/Cemetery did not handle monuments
1%	Ensure that monument has correct information/Name/Date
-	Better information
10%	Don't Know/Refused

Base: Purchased Or Already Had Gravestone/Marker

3D. Was the monument or gravestone made before or after the death?

GP 40+	
190	BASE
18%	Before the death
80%	After the death
1%	DK/Cannot remember
1%	Refused

Base: Monument/Gravestone Made Before Or After Death

3DA. How long before/ after the death...?

GP 40+	
185	BASE
40%	1 week up to 1 month
28%	1 month up to 6 months
11%	6 months up to 1 year
4%	1 year up to 5 years
5%	5 years up to 10 years
6%	More than 10 years
6%	Don't know/Cannot remember
1%	Refused

BEFORE

GP 40+	
40	BASE
10%	1 week up to 1 month
3%	1 month up to 6 months
2%	6 months up to 1 year
12%	1 year up to 5 years
20%	5 years up to 10 years
31%	More than 10 years
17%	Don't know/Cannot remember
5%	Refused

AFTER

GP 40+	
145	BASE
47%	1 week up to 1 month
34%	1 month up to 6 months
13%	6 months up to 1 year
2%	1 year up to 5 years
1%	5 years up to 10 years
*	More than 10 years
4%	Don't know/Cannot remember
-	Refused

3E1. In the future, if you needed information on making funeral or service arrangements, where would you look for that information?

GP 40+	
507	BASE
65%	Funeral home/director
65%	Depends on the will/wishes of the deceased
59%	Friends/relatives
52%	Church/church leaders
49%	Own experience
44%	Others who have gone through the experience
32%	Hospice
18%	Advertisement/phone book
14%	Internet
5%	Library/book/magazine
4%	No one to turn to
2%	Other
2%	Don't know/refused

3E2. In the future, if you needed information on funeral or service merchandise, where would you look for that information?

GP 40+	
507	BASE
70%	Funeral home/director
58%	Depends on the will/wishes of the deceased
57%	Friends/relatives
48%	Others who have gone through the experience
48%	Own experience
44%	Church/church leaders
26%	Hospice
19%	Internet
17%	Advertisement/phone book
5%	No one to turn to
3%	Library/book/magazine
3%	Other
2%	Don't know/refused

3F. In the future, if you were to purchase a gravestone or marker, where would you go?

GP 40+	
507	BASE
25%	Funeral home
34%	Monument builder
11%	Cemetery
4%	Advertising
8%	Wouldn't purchase
6%	Friends/relatives
4%	Internet
3%	Other
5%	Don't know/Refused

7. I am going to read you a list of attributes which may or may not describe people or businesses in the funeral services profession. For each description I read, I'd like you to tell me your level of agreement with the description. The first is "[insert description]". Would you say you strongly agree/disagree or somewhat agree/disagree? How about...

SUMMARY TABLE OF AGREE

GP 40+	
507	BASE
95%	Take special care to make ceremony and arrangements reflect the wishes of the family...
94%	Provide services which are valuable...
93%	Are important in making funeral arrangements...
89%	People in the industry are professional and competent
89%	Have the expertise to recommend the right products and services...

SUMMARY TABLE OF DISAGREE

GP 40+	
507	BASE
5%	People in the industry are professional and competent
5%	Have the expertise to recommend the right products and services...
3%	Provide services which are valuable...
3%	Are important in making funeral arrangements...
1%	Take special care to make ceremony and arrangements reflect the wishes of the family...

Take special care to make ceremony and arrangements reflect the wishes of the family...

GP 40+	
507	BASE
95%	AGREE (NET)
72%	Strongly agree
23%	Somewhat agree
2%	Neither agree nor disagree
1%	DISAGREE (NET)
1%	Somewhat disagree
*	Strongly disagree
2%	Don't know/Refused

People in the industry are professional and competent

GP 40+	
507	BASE
89%	AGREE (NET)
57%	Strongly agree
32%	Somewhat agree
4%	Neither agree nor disagree
5%	DISAGREE (NET)
4%	Somewhat disagree
2%	Strongly disagree
2%	Don't know/Refused

Provide services which are valuable...

GP 40+	
507	BASE
94%	AGREE (NET)
58%	Strongly agree
36%	Somewhat agree
2%	Neither agree nor disagree
3%	DISAGREE (NET)
2%	Somewhat disagree
1%	Strongly disagree
2%	Don't know/Refused

Have the expertise to recommend the right products and services...

GP 40+	
507	BASE
89%	AGREE (NET)
51%	Strongly agree
39%	Somewhat agree
2%	Neither agree nor disagree
5%	DISAGREE (NET)
3%	Somewhat disagree
2%	Strongly disagree
3%	Don't know/Refused

Are important in making funeral arrangements...

GP 40+	
507	BASE
93%	AGREE (NET)
60%	Strongly agree
33%	Somewhat agree
2%	Neither agree nor disagree
3%	DISAGREE (NET)
2%	Somewhat disagree
1%	Strongly disagree
2%	Don't know/Refused

Base: Respondents Who Ever Attended A Funeral Or Memorial Service

8. Now I'd like to ask you to tell me about your overall experience with the funeral process. I am going to read you a couple of attributes and for each description I read, I'd like you to tell me your level of agreement with it. The first is: [READ AND ROTATE]

SUMMARY TABLE OF AGREE

GP 40+	
503	BASE
95%	The service was helpful in paying tribute to or commemorating the life of your loved one...
92%	The service had meaning and value and reflected the deceased life...
88%	The service helped you remember the individual and helped you say good-bye...
87%	The service was an important part of helping you begin the healing process after the death of your loved one...

SUMMARY TABLE OF DISAGREE

GP 40+	
503	BASE
8%	The service was an important part of helping you begin the healing process after the death of your loved one...
5%	The service helped you remember the individual and helped you say good-bye...
3%	The service was helpful in paying tribute to or commemorating the life of your loved one...
3%	The service had meaning and value and reflected the deceased life...

The service was helpful in paying tribute to or commemorating the life of your loved one.

GP 40+	
503	BASE
95%	AGREE (NET)
65%	Strongly agree
30%	Somewhat agree
1%	Neither agree nor disagree
3%	DISAGREE (NET)
2%	Somewhat disagree
1%	Strongly disagree
1%	Don't know/Refused

The service was an important part of helping you begin the healing process after the death of your loved one.

GP 40+	
503	BASE
87%	AGREE (NET)
60%	Strongly agree
27%	Somewhat agree
4%	Neither agree nor disagree
8%	DISAGREE (NET)
4%	Somewhat disagree
3%	Strongly disagree
2%	Don't know/Refused

The service had meaning and value and reflected the deceased life

GP 40+	
503	BASE
92%	AGREE (NET)
63%	Strongly agree
29%	Somewhat agree
3%	Neither agree nor disagree
3%	DISAGREE (NET)
2%	Somewhat disagree
1%	Strongly disagree
2%	Don't know/Refused

The service helped you remember the individual and helped you say good-bye

GP 40+	
503	BASE
88%	AGREE (NET)
67%	Strongly agree
21%	Somewhat agree
5%	Neither agree nor disagree
5%	DISAGREE (NET)
3%	Somewhat disagree
2%	Strongly disagree
2%	Don't know/Refused

Base: Respondents Who Ever Attended A Funeral Or Memorial Service

11A. In general, is there anything that you would change about your personal experience with funeral homes?

GP 40+	
503	BASE
11%	Yes
86%	No
3%	Don't know/Refused

Base: Respondents Who Would Change Personal Experiences

11B. What would you change?

GP 40+	
59	BASE
15%	Price, it's so expensive
5%	Make service more personal
4%	Less commercialization/more compassion
5%	Dislike the open casket
9%	Need to consider cremation
4%	More room/overcrowded
3%	Staff mentions – general
1%	Wishes of deceased should be followed
1%	Better choices for music/hymns
8%	Availability of minister/clergy
15%	Would not use them at all
5%	Other
1%	No answer

9A. Now I'd like to mention a couple of developments in the funeral services industry.

The first is "Green" or "Eco Friendly" Funerals and Burials. These are options designed to have less of an impact on the environment and include things like biodegradable caskets and less use of chemicals in preparing the body for burial.

How aware are you of "Green" or "Eco Friendly" funeral services?

GP 40+	
507	BASE
33%	AWARE (NET)
6%	Very aware
28%	Somewhat aware
66%	Not at all aware
1%	Don't know/Refused

9B. Regardless of how aware you may be of "Green" funeral services, which of the following statements best reflects your opinion toward them? [READ LIST]

GP 40+	
507	BASE
53%	I would not be interested in exploring "Green" funeral options at this time
22%	I would be interested in exploring "Green" funeral options primarily because of potential environmental benefits
15%	I would be interested in exploring "Green" funeral options primarily because of potential cost savings
6%	I would be interested in exploring "Green" funeral options for some other reason
4%	Don't know/Refused

9C. The next area we will ask you about is Pet Memorial Services. These include offering similar funeral products and services for animals that are offered to humans, such as cremation or special burial places. How aware are you that some Funeral Homes offer Pet Memorial Services?

GP 40+	
507	BASE
57%	AWARE (NET)
22%	Very aware
35%	Somewhat aware
42%	Not at all aware
1%	Don't know/Refused

9D. Regardless of how aware you were, how likely would you be to have a Pet Memorial Service?

GP 40+	
507	BASE
17%	LIKELY (NET)
5%	Very likely
12%	Somewhat likely
81%	Not at all likely
3%	Don't have a pet

11C. Now turning to something different, do you or your family currently own cemetery property or a grave site?

GP 40+	
507	BASE
50%	Yes
49%	No
1%	Don't know/Refused

Base: Currently Do Not Own Cemetery Property Or A Grave Site

11D. What would you say are the reasons that you do not have a cemetery property or grave site?

GP 40+	
227	BASE
28%	Never thought of purchasing/Never thought about it
22%	Plan to be cremated
11%	No need
10%	Cannot afford
8%	Haven't gotten around to it
1%	Don't like thinking about death
4%	Won't be buried here/Don't know where to be buried
3%	Not important to own
3%	Too young/Not time
2%	Don't believe in it
-	Don't know where to go to purchase
5%	Military will take care of it
*	Body is going to science
*	Never solicited
5%	Already own a cemetery property/grave site
3%	Church owns cemetery
2%	No family there/I am from another place
4%	Other
3%	Don't know/Refused

Base: Currently Own Cemetery Property Or A Grave Site

11E. Why did you or your family purchase cemetery property or a grave site?

GP 40+	
275	BASE
51%	Don't want others to worry about it
43%	Family member purchased
42%	To assure location
33%	Will need to purchase eventually
33%	Following family tradition
19%	Better price/fee
15%	Military provided
9%	Because of serious illness or imminent death
8%	Other
1%	Don't know/refused

Base: Currently Own Cemetery Property Or A Grave Site

11G. Do you still intend to use the property for yourself or your family as originally planned?

GP 40+	
275	BASE
88%	Yes
9%	No
3%	Don't know/Refused

12. 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?

GP 40+	
507	BASE
55%	TOP 2 BOX (NET)
28%	Definitely
27%	Somewhat likely
40%	BOTTOM 2 BOX (NET)
12%	Not very likely
28%	Not at all likely
5%	Don't know/refused

Base: Respondents Likely To Choose Cremation

12A. If you were to have a cremation for a loved one, which type of ceremony would you be most likely to have?

GP 40+	
287	BASE
40%	Without the body present at all, maybe just photographs present
31%	With the body present in a casket prior to being cremated
23%	With the cremated body present in an urn
2%	I wouldn't have a ceremony at all
4%	Don't know/refused

Base: Respondents Likely To Choose Cremation

13A. There are many reasons why people choose cremation for themselves or loved ones. What is your main reason for choosing it?

GP 40+	
287	BASE
33%	Saves money
12%	Saves land
14%	Preference
4%	Body not in earth
3%	Simpler
3%	Convenient
2%	Remains/ashes can be strewn
2%	Less emotional
2%	Family tradition
1%	No reason to save body
1%	Remains can be sent to a more meaningful/some other place
1%	Don't want bugs eating my body

Base: Respondents Unlikely To Choose Cremation

13F. Why would you not choose cremation?

GP 40+	
195	BASE
21%	Do not believe in it
18%	Personal preference
16%	Religion does not allow
10%	Tradition
5%	Never thought about it
3%	Family would not approve
3%	Don't like fire
2%	Have a plot
2%	Destroys body
14%	Other
*	Too hard on survivors
-	Donating organs to science
5%	Don't know/Refused

Base: Respondents Who Have Ever Been Personally Involved In Making Funeral Or Cremation Arrangements

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?

GP 40+	
365	BASE
39%	Yes
61%	No

Base: Body Was Cremated

13D. And what did you do with the cremated remains?

GP 40+	
139	BASE
24%	Bury ashes (plot)
19%	Place in a columbarium at a cemetery
18%	Keep in urn at home
16%	Scatter remains
2%	Let deceased decide
2%	Dispose (general)
1%	Family can decide
*	Place in a columbarium at a church
14%	Other
4%	Don't know/Refused

Base: Body Was Cremated

13E. And did you have a permanent memorial to remember them in some way?

GP 40+	
139	BASE
67%	Yes
28%	No
5%	Don't know/Refused

Base: Permanent Memorial Was Acquired

13EE. And what kind of permanent memorial did you acquire?

GP 40+	
93	BASE
32%	Plaque
22%	A flat, ground-level monument
21%	Living memorial such as planting a tree
18%	An upright monument
16%	Book of remembrance
13%	Columbarium marker
11%	Scholarship/Charitable Donations
17%	Other
5%	Don't know/Refused

14. Switching topics a bit...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?

GP 40+	
507	BASE
66%	Pre-arrange your own service
27%	Allow friends or relatives to arrange after your death
7%	Don't know/Refused

14A. If you were to pre-arrange, which would be your first priority, pre-arranging for:

GP 40+	
507	BASE
41%	Your funeral services
29%	Your cremation services
25%	Your cemetery property
2%	I wouldn't pre-arrange
4%	Don't know/Refused

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

GP 40+	
507	BASE
25%	Yes
75%	No
*	Don't know/Refused

Base: Have Made Pre-arrangements

15A. Which of the following actions have you taken as part of the pre-arrangements you made? Have you...

GP 40+	
162	BASE
88%	Told another person of your plans
66%	Included directions in will or letter
61%	Chosen a cemetery
59%	Chosen a cemetery plot or grave space
59%	Set aside money for a funeral
48%	Selected a funeral home
45%	Have pre-paid through a funeral home or cremation society
36%	Selected a monument or gravestone
34%	Selected an inscription
26%	Chosen a casket
21%	Arranged for flowers
15%	Chosen an urn
11%	Made arrangements to be placed in a mausoleum
1%	None
1%	Don't know/Refused

Base: Have Made Pre-arrangements

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

GP 40+	
162	BASE
65%	Yes
35%	No
*	Don't know/Refused

Base: Have Pre-paid For Arrangements

15B1. How did you pre-pay for these arrangements?

GP 40+	
91	BASE
45%	Own bank/savings account
7%	Purchased own life insurance policy (not through funeral home)
6%	Trust fund through funeral home
6%	Life insurance policy through funeral home
5%	Through own/family trust fund (not through funeral home)
11%	Paid through cash
5%	Paid through check
4%	Saved/earned money
3%	Installment payment
3%	Just paid it
4%	Other

Base: Have Pre-paid For Arrangements

15B5. What was the main reason for pre-paying for these arrangements? [DO NOT READ LIST]

GP 40+	
91	BASE
65%	So my survivors wouldn't have to pay for them/worry about them
8%	To guarantee my final wishes are taken care of exactly how I want them
-	To spend down my estate and become eligible for Medicaid
11%	Cheaper to pay now
5%	Want to be prepared
4%	Don't have anyone else to do it
1%	Want to have one family plot
5%	Other reason
1%	Don't know/Refused

Base: Have Pre-paid For Arrangements

15B2. Have any of your arrangement plans changed since you pre-paid?

GP 40+	
91	BASE
10%	Yes
89%	No
*	Don't know/Refused

Base: Have Pre-paid For Arrangements

15C. What items have already been paid for? [DO NOT READ LIST. ACCEPT MULTIPLE RESPONSES]

GP 40+	
91	BASE
30%	Everything
26%	Burial plot/property
24%	Cremation
17%	Services of a funeral home/ director
17%	Casket
14%	Monument/headstone
8%	Vault
6%	Urn
3%	Flowers
14%	Other
11%	Don't know/Refused

Base: Respondents Of Age 40+ Who Have Not Made Pre-arrangements

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?

GP 40+	
345	BASE
49%	TOP 2 BOX (NET)
16%	Very likely
32%	Somewhat likely
51%	BOTTOM 2 BOX (NET)
26%	Not very likely
25%	Not at all likely
*	Don't know/Refused

Base: Not Likely To Plan

17. Has the current state of the economy had any impact on your end of life planning decisions?

GP 40+	
82	BASE
4%	Yes
96%	No

20A. On a different topic, have you, personally, ever visited a store not located in a funeral home to shop for caskets or other funeral related products? [RECORD ONE RESPONSE]

GP 40+	
507	BASE
14%	Yes
86%	No

20A1. In general, how comfortable are you purchasing funeral-related products outside of a funeral home, for example at retail stores or online. Would you say you are...

GP 40+	
507	BASE
44%	TOP 2 BOX (NET)
21%	Very comfortable
24%	Somewhat comfortable
50%	BOTTOM 2 BOX (NET)
25%	Somewhat uncomfortable
25%	Very uncomfortable
6%	Don't know/Refused

20B. Have you ever visited a web-site or the Internet for any of the following:

SUMMARY TABLE OF YES

GP 40+	
507	BASE
32%	To find an obituary?
12%	To locate a funeral home?
12%	To locate a cemetery?
7%	Buying other related funeral products?
4%	To locate a crematory or cremation provider?
3%	Buying caskets?

21B. Some funeral homes, cemeteries and crematories are owned and operated by publicly-held, national corporations and others are privately held independent businesses. Do you have a preference on the type of ownership status you would want to work with when making funeral arrangements?

GP 40+	
507	BASE
51%	No preference
44%	Prefer privately held independent businesses
2%	Prefer publicly-held corporations
2%	Don't know
*	Refused

21C. How interested would you be in your funeral service provider offering the following services [INSERT SERVICES]? Would you say you would definitely be interested, probably be interested, or not have much interest in that service?

SUMMARY TABLE OF INTERESTED

GP 40+	
507	BASE
37%	Reception hall or room
36%	Online memorializations
28%	Grief counseling services
27%	Customizable funeral products
22%	Catering food or beverages
20%	Set up hotel accommodations
12%	House cleaning service for your home

SUMMARY TABLE OF NOT MUCH INTEREST

GP 40+	
507	BASE
88%	House cleaning service for your home
79%	Set up hotel accommodations
75%	Catering food or beverages
71%	Grief counseling services
70%	Customizable funeral products
62%	Online memorializations
62%	Reception hall or room

Online memorializations

GP 40+	
507	BASE
36%	INTERESTED (NET)
12%	Definitely Interested
25%	Probably Interested
62%	Not Much Interest
1%	Don't Know/Refused

Grief counseling services

GP 40+	
507	BASE
28%	INTERESTED (NET)
11%	Definitely Interested
17%	Probably Interested
71%	Not Much Interest
1%	Don't Know/Refused

Customizable funeral products

GP 40+	
507	BASE
27%	INTERESTED (NET)
6%	Definitely Interested
21%	Probably Interested
70%	Not Much Interest
3%	Don't Know/Refused

Catering food or beverages

GP 40+	
507	BASE
22%	INTERESTED (NET)
9%	Definitely Interested
14%	Probably Interested
75%	Not Much Interest
2%	Don't Know/Refused

Reception hall or room

GP 40+	
507	BASE
37%	INTERESTED (NET)
13%	Definitely Interested
25%	Probably Interested
62%	Not Much Interest
1%	Don't Know/Refused

Set up hotel accommodations

GP 40+	
507	BASE
20%	INTERESTED (NET)
7%	Definitely Interested
14%	Probably Interested
79%	Not Much Interest
1%	Don't Know/Refused

House cleaning service for your home

GP 40+	
507	BASE
12%	INTERESTED (NET)
5%	Definitely Interested
7%	Probably Interested
88%	Not Much Interest
*	Don't Know/Refused

21D. In the past several months have you seen, read or heard any news reports about the funeral industry?

GP 40+	
507	BASE
13%	Yes
86%	No
1%	Don't know/Refused

Base: Aware Of Funeral Industry

21E. Would you say these stories make you feel...?

GP 40+	
63	BASE
20%	TOP 2 BOX (NET)
8%	Much more positive toward the funeral industry
12%	Somewhat more positive toward the funeral industry
46%	Neither positive nor negative toward the funeral industry
33%	BOTTOM 2 BOX (NET)
28%	Somewhat more negative toward the funeral industry
5%	Much more negative toward the funeral industry
1%	Don't know/Refused

DEMOGRAPHICS

AGE

GP 40+	
507	BASE
15%	40-44
16%	45-49
16%	50-54
13%	55-59
11%	60-64
16%	65-74
13%	75 And Over

GENDER

GP 40+	
507	BASE
47%	Male
53%	Female

RACE

GP 40+	
507	BASE
84%	White
7%	Black
2%	Asian or Pacific Islander
1%	Native American or Alaskan Native
2%	Mixed racial background
1%	Other race
3%	Hispanic
2%	African American

22. What was the last grade of formal education you completed?

GP 40+	
507	BASE
2%	Less than high school
6%	Completed some high school
38%	Completed high school
16%	Completed some college
7%	Associate's Degree
16%	Completed College
3%	Completed some graduate school
12%	Completed graduate school
*	Refused

24. What is your approximate annual household income before taxes? Is it...

GP 40+	
507	BASE
8%	Less than \$15,000
8%	\$15,000 but less than \$25,000
8%	\$25,000 but less than \$35,000
11%	\$35,000 but less than \$50,000
15%	\$50,000 but less than \$75,000
11%	\$75,000 but less than \$100,000
22%	\$100,000 or over
17%	Don't know/Refused

26. What is your religious preference, if any?

GP 40+	
507	BASE
23%	Catholic
15%	Protestant
15%	Christian [Non-specific]
10%	Baptist
7%	No organized religion
3%	Jewish
2%	Pentecostal
1%	Muslim
1%	Church of Jesus Christ of Latter-day Saints
*	Buddhist
*	Jehovah's Witness
17%	Other
6%	Don't know/Refused

Base: Respondents Who Have Religious Preference

27. Would you say that, for you personally, having a religious funeral ceremony is a very important priority, a fairly important priority, a somewhat important priority, a low priority, or not a priority at all?

GP 40+	
484	BASE
65%	TOP 2 BOX (NET)
54%	Very important priority
10%	Fairly important
13%	Somewhat important
22%	BOTTOM 2 BOX (NET)
9%	Low priority
13%	Not a priority at all
*	Don't know/Refused

Q320 Region

GP 40+	
507	BASE
22%	East
26%	Midwest
31%	South
20%	West

Q368 Including yourself, how many people age 18 or older live in your household? If you live in more than one household, please answer for only one of the households.

GP 40+	
507	BASE
21%	1
56%	2
15%	3
4%	4
1%	5+
1%	Don't Know
2%	Decline to answer
2.1	<i>MEAN</i>