

The Dead Good Report



The way we view and [celebrate the end of our lives](#) is changing; and, as such, the way we talk about death is changing.

At [Pure Cremation](#), we see just how many more people are not only realising the importance of having the big conversation with their loved ones, but they are also making arrangements for their final farewell. However, we wanted to take a closer look at how we are doing as a nation when it comes to death.

This is why, with the help of renowned psychologist and author Sam Owen, we have launched the Dead Good Report – the result of an investigation into the views of 1,000 Brits on who they turn to for conversations about death and any perceived barriers they face, as well as their experiences of organising a funeral and thoughts on direct cremation.

We found a nation that is brimming with a desire to go out on its own terms, in its own unique style, and a younger generation that is confronting the conversation head-on and not shying away from what can be a difficult conversation. But what else did we find? What are we not telling our relatives? And where do we go from here?

[Download the Dead Good Report here](#)

The circle of life

Contrary to popular belief, we're actually surprisingly okay talking about death. Research by One Poll shows more than three-quarters of us (79%) have had a conversation about death. The Dead Good Report takes a closer look at these findings and explores a clear gender divide.

Women are much more likely than men to have spoken about death with their mother or children – perhaps a reflection of the circular matriarchal relationship in many families. Men, on the other hand, are marginally more likely than women to speak to a colleague, healthcare professional, or even a stranger.

Ultimately, the sad fact is, we only really tend to talk about death when prompted by death.

Studies have shown more than half of us only discuss the subject when an older family member has died, whilst just under a third admit the conversation is only ever prompted by hearing about a personal tragedy in the news. This has to change...

Talking about my generation

According to a study by One Poll, more than a third of young people admit that one of the biggest barriers to talking about death is that it's too far away for them to think about (36%). This is perhaps understandable; however fast forward a few years and the number of people saying this in the 25 to 36-year-old age group drops dramatically to 17%.

The Dead Good Report explores the differences between the generations when it comes to talking about death, and it reveals which age group is ushering in a new era of openness.

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