



## **YUGOV POLL SHOWS LEGACY AND FINAL RESTING PLACE AMONG THE MOST IMPORTANT FACTORS FOR CONSUMERS WHEN PLANNING A FUNERAL**

A final resting place, leaving a legacy and ensuring final wishes are met are among three of the most important considerations for consumers planning their funerals in 2021.

But the desire for the traditional trappings of a funeral such as lavish ceremonies, services led by clergy, and a convoy of hearses and limousines are fast becoming a thing of the past for the twenty-first century family.

The news comes from Pure Cremation – the UK's first dedicated national provider of direct cremation – and follows a survey commissioned by the company and carried out by YouGov in February this year.

Of the 1,067 adults over the age of 50 questioned, 65 per cent agreed they would want their funeral wishes carried out, and when planning a funeral for someone else two thirds (66 per cent) said it was important that their loved ones' wishes were fulfilled.

While 22 per cent said they would want to be remembered with a permanent memorial such as a headstone or plaque, three times this number (68 per cent) agreed the scattering of the ashes was among the most important factors to consider.

The trend for less formal ways to mark the end of a significant life continues to gather pace, with more than half (53%) reporting that a farewell party or gathering of family and friends in their loved one's honour was important. Only three per cent said they believed a lavish farewell service was necessary.

Over the past 12 months the funeral industry has undergone something of a revolution with direct cremation increasing in popularity, last year rising near five-fold and now accounting for 14% of all funerals.<sup>1</sup>

The results of the YouGov poll also mirrored those resulting from a recent survey Pure Cremation carried out among its own 11,000 funeral plan holders last year.

The Big Future of Funerals Survey<sup>2</sup> – believed to be one of the biggest surveys ever undertaken in the funerals sector – showed a distinct move away from traditional ceremonies, churches, clergy and cars, with more people choosing a celebration of life for their nearest and dearest, and a meaningful location for their final resting place cited as one of the most important elements of that farewell.

Catherine Powell, who founded Pure Cremation with her husband Bryan more than five years ago, said: “For generations we have defaulted to traditions that date back to Victorian times, but our society is beginning to question whether this format is in step with modern beliefs, lifestyles and relationships. More people today are starting to recognise there are many ways to acknowledge loss and celebrate what someone meant to you.

“Change has been a long time coming, but these surveys clearly show that the public are driving the changes that will reshape the funeral landscape for good.”

<sup>1</sup> SunLife (2021), Cost of Dying Report, [sunlife.co.uk/costofdying2021](https://sunlife.co.uk/costofdying2021)

<sup>2</sup> [The Big Future of Funerals Survey Report \(yumpu.com\)](https://yumpu.com)

[www.purecremation.co.uk](https://www.purecremation.co.uk)