

**Older Americans and Preneed  
Funeral and Burial Arrangements:  
Findings from a Five-State Telephone Survey**

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# **Older Americans and Preneed Funeral and Burial Arrangements: Findings from a Five-State Telephone Survey**

## **Executive Summary**

### **Purpose of This Study**

This survey was conducted on behalf of AARP to assess various aspects of preneed funeral and burial arrangements for the population age 50 and older in five states.<sup>1</sup> Four main areas were explored -- the rate of solicitation, the rate of purchase, the types of goods and services purchased, and the method of payment for preneed funeral and burial arrangements.

### **Methodology**

During November and December 1998, telephone interviews were conducted by ICR Survey Research Group of Media, Pennsylvania, in five states: Alabama, California, Illinois, Ohio, and Pennsylvania. A total of 2,013 interviews with persons age 50 and older were conducted, with at least 400 in each state.

The same survey was administered to a nationwide sample of 627 adults a few months prior to the individual state surveys. Individual state results are compared and contrasted with each other and with the findings from the nationwide survey.

The sample was weighted<sup>2</sup> by key demographics to provide representative estimates of the 50+ population within each of the five states and also for the nationwide survey. Therefore, the survey allows us to extrapolate findings from respondents to the 50+ population in each state and nationwide. These population estimates appear in the text and the tables.

In the survey, preneed funeral and burial arrangements were treated as separate areas of investigation. A funeral is defined as a service honoring the recently deceased, and typically entails the services of a funeral director and a funeral home. Burial is defined as an in-ground disposition with a headstone, or other type of memorial.

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<sup>1</sup> A preneed purchase is a payment for funeral or burial goods or services prior to one's death, or in advance of need.

<sup>2</sup> Weighting is a procedure applied to survey data when the characteristics of the sample (for example, the people included in a sample survey) diverge from the population from which the sample is drawn. Often these population characteristics are demographic in nature, including, for example, gender, age, or race. In order to project the findings from a sample survey to the population in question, the data from each sampled unit or individual must be adjusted (multiplied by a factor ranging from less than 1.0 to more than 1.0). For example, if 40 percent of the sample consists of persons within an age group that occurs in only 10 percent of the population, then the contribution of the findings from this subgroup to the survey findings as a whole must be adjusted downward to compensate for its overrepresentation in the sample.

## Key Findings

- Nationwide, 43 percent of the 50+ population (28.4 million people) report being solicited about the purchase of preneed funeral arrangements. The incidence varies by state, from a low of 29 percent of adults 50+ in Illinois to a high of 44 percent of those 50+ in Ohio and 42 percent in California.
  
- Almost four in 10 adults in the U.S. age 50+ (39%) report being solicited about the purchase of preneed burial goods and services. Once again, residents of Illinois report significantly fewer solicitations compared to the nation as a whole and other states (28%).
  
- Nationwide, 21 million Americans age 50+ (32% of all Americans age 50+) report having purchased preneed funeral or burial arrangements. Among the five states surveyed, Alabama, Pennsylvania, and Ohio residents are more likely than residents of California, Illinois, and the nation as a whole to have preplanned and prepaid for funeral or burial arrangements.
  
- The goods and services most often purchased by the 50+ population nationwide are plots/niches/mausoleums (27%) or other burial goods and services such as headstones, liners and vaults, caskets, urns and opening and closing of grave (18%). Purchases of plots/niches/mausoleums is especially common in Alabama (42%), Pennsylvania (40%) and Ohio (39%). It is far less common in Illinois (31%) and California (26%). A similar purchase pattern exists for other burial goods and services. They are more common in Alabama (34%), Pennsylvania (27%) and Ohio (25%) than Illinois (18%) or California (19%).
  
- Nationwide, 41 percent who have prepaid funeral expenses paid all at once, while 47 percent paid over time. These patterns vary dramatically by state. It is most common to have paid all at once in Illinois (66%), Pennsylvania (63%), Ohio (60%) and to a lesser extent California (50%). Adults 50+ who have prepaid funeral expenses in Alabama are more likely to pay over time (42%) than all at once (37%).
  
- Among adults age 50+ nationwide who reported prepaying their burial expenses, three in five paid all at once. Again, most respondents in Illinois (67%), Ohio (64%), Pennsylvania (63%) and California (54%) paid all at once.

- Prepaid funeral funds are often invested by funeral homes in life insurance policies. This practice is more common nationwide (30%), in Illinois (28%), and in Alabama (22%) than in Pennsylvania (18%), California (14%), and Ohio (11%). Some other kind of investment of the funds is made by the funeral home in 14 percent of cases nationwide, but in less than 10 percent of any of the states sampled.
- Considerable proportions of individuals report that their prepaid funeral funds are either not invested or they do not know what happens with their funds: over half in California (60%) and in Alabama (56%). Investment of prepaid funeral funds occurs most often in Illinois (57%) and least often in California (33%). None of the sampled states approach the national rate of invested funds (75%).
- Among those who have prepaid burial arrangements nationally, 61 percent (11 million age 50+) already hold the title to the burial plot or niche. In the five states sampled, however, significantly fewer individuals report holding the title to the plot or niche (ranging from 37% to 45%).
- While 18 percent (3.2 million nationally) report that the funeral director or cemetery invests their prepaid burial funds in some manner, many more claim that they do not know what happens to the money they prepay for burial arrangements (only 7% nationally, compared with a range of 12% to 19% in the states).
- At least 10 percent of respondents in each state say that their prepaid burial funds are *not* invested in any way.

# **Older Americans and Preneed Funeral and Burial Arrangements: Findings from a Five-State Telephone Survey**

## **Detailed Findings**

### **Background and Methodology**

This survey was conducted on behalf of AARP to assess various aspects of preneed funeral and burial arrangements for the population age 50 and older in five states.<sup>3</sup> Four main areas were explored - the rate of solicitation, the rate of purchase, the types of goods and services purchased and the method of payment for preneed funeral and burial arrangements.

During November and December 1998, telephone interviews were conducted by ICR Survey Research Group of Media, Pennsylvania, in five states: Alabama, California, Illinois, Ohio, and Pennsylvania. A total of 2,013 interviews with persons age 50 and older were conducted, with at least 400 in each state.

The same survey was also administered to a nationwide sample of 627 adults age 50 and older a few months prior to the state surveys. Findings for the five state states are compared and contrasted with each other and with the findings from the nationwide survey.

All samples (national and state) were weighted<sup>4</sup> to provide representative estimates of the 50+ population within each of the five states and also for the nationwide survey. Therefore, the survey allows us to extrapolate findings from respondents to the 50+ population in each state and nationwide. These population estimates appear in the text and tables.

In the survey, preneed funeral and burial arrangements were treated as separate areas of investigation. A funeral is defined as a service honoring the recently deceased, and typically entails the services of a funeral director and a funeral home. Burial is defined as an in-ground disposition with a headstone, or other type of memorial.

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<sup>3</sup> A preneed purchase is a payment for funeral or burial goods or services prior to one's death, or in advance of need.

<sup>4</sup> Weighting is a procedure applied to survey data when the characteristics of the sample (for example, the people included in a sample survey) diverge from the population from which the sample is drawn. Often these population characteristics are demographic in nature, including, for example, gender, age, or race. In order to project the findings from a sample survey to the population in question, the data from each sampled unit or individual must be adjusted (multiplied by a factor ranging from less than 1.0 to more than 1.0). For example, if 40 percent of the sample consists of persons within an age group that occurs in only 10 percent of the population, then the contribution of the findings from this subgroup to the survey findings as a whole must be adjusted downward to compensate for its overrepresentation in the sample.

## **Contact about Purchasing the Funeral in Advance**

Among the five states sampled, Ohio residents report the highest rate of solicitation about purchasing preneed funeral arrangements (44%), while Illinois represents the lowest (29%). The contact rate in Illinois is significantly lower than the national rate (43%) and also significantly lower than all other states (Figure 1).

### **FIGURE 1. PERCENT OF 50+ POPULATION CONTACTED ABOUT PURCHASE OF PRENEED FUNERAL ARRANGEMENTS NATIONWIDE AND BY STATE**

The method of solicitation (mail, phone, or in-person) is equally frequent in three states--Alabama, Ohio, and Pennsylvania -- while mail contact is slightly more likely than phone or in-person contact in Illinois. Contact by mail is more common than in-person contact in California (Table 1). Contact by mail is significantly lower in Alabama, Pennsylvania, and Illinois than in the U.S. as a whole.

**TABLE 1. INCIDENCE OF CONTACT ABOUT PURCHASE OF PRENEED FUNERAL ARRANGEMENTS NATIONWIDE AND BY STATE (50+ Population)**

<b>California</b>	<b>Sample n*</b>				
<b>a</b>			627		
			402		
		402406403400	<i>Population</i>		
			<i>(est. in millions)</i>		
			66.1		
			1.08		
			3.54		
			2.94		
			2.9		
			6.65		
			<b>% contacted</b>		
		<b>(est. in millions)</b>	43%		
		(28.4 m)	40%		
		(.43 m)	38%		
		(1.35 m)	29%		
		(.85 m)	44%		
		(1.3 m)	42%		
(2.8 m)	<b>Mail</b>	241414162021	<b>Phone</b>	181917101517	<b>In-person</b> 151616101613

\* The tables in this report present the sample size on which the column percents are based and provide the corresponding population parameter. For example, a sample n of 627 is equivalent to 66.1 million U.S. adults age 50 and older. In comparing differences between states, a 7 percentage point difference is required for statistical significance. For differences between any state and the national percentage, a difference of 6 percent is required.

*Subgroup Differences:*

*In California:* Likelihood of contact for purchase of preneed funeral arrangements is greater for the 55-64 year olds (50%) and those 65+ (43%) than for those 50-54 (23%).

*In Alabama:* Those earning under \$15,000 annually were contacted less frequently (29%) than those earning \$44 - \$55,000 (59%) and those earning over \$55,000 (52%).

## **Contact about Purchasing the Burial or Other Disposition in Advance**

Again, residents of Illinois report significantly fewer solicitations for the purchase of preneed burial goods and services (28%) compared to the nation as a whole and the other states surveyed. Ohio residents report more frequent contact (44%) than Illinois and Pennsylvania (Figure 2).

### **FIGURE 2. PERCENT OF 50+ POPULATION CONTACTED ABOUT PURCHASE OF PRENEED BURIAL OR OTHER DISPOSITION NATIONWIDE AND BY STATE**

Mail solicitation is more common in Ohio (17%) and California (21%) than in the other states, while phone solicitation is somewhat more frequent in Pennsylvania (19%). Illinois and California report the lowest rates of in-person solicitation (Table 2).

**TABLE 2. INCIDENCE OF CONTACT ABOUT PURCHASE OF PRENEED BURIAL OR OTHER DISPOSITION NATIONWIDE AND BY STATE (50+ Population)**

	<b>U.S.</b>	<b>Alabama</b>	<b>Pennsylvania</b>	<b>Illinois</b>	<b>Ohio</b>	<b>California</b>
<b>Sample n*</b>	627	402	402	406	403	400
<i>Population (est. in millions)</i>	66.1	1.08	3.54	2.94	2.9	6.65
<b>% contacted (est. in millions)</b>	39% (25.7 m)	39% (.42 m)	36% (1.3 m)	28% (.8 m)	44% ( 1.3 m)	40% (2.6 m)
<b>Mail</b>	17	11	10	13	17	21
<b>Phone</b>	17	17	19	7	14	15
<b>In-person</b>	14	17	16	12	20	12

□□ The tables in this report present the sample size on which the column percents are based and provide the corresponding population parameter. For example, a sample n of 627 is equivalent to 66.1 million U.S. adults age 50 and older. In comparing differences between states, a □7 percentage point difference is required for statistical significance. For differences between any state and the national percentage, a difference of □6 percent is required.

*Subgroup Differences:*

*In California:* Respondents age 50-54 were less likely to be contacted (18%) than those age 55-64 (48%) or those 65 and older (42%).

*In Ohio:* Those age 50-54 were more likely to be contacted (57%) than those 55-64 (41%) or 65+ (43%).

*In Alabama:* Women were more likely than men to be contacted about preneed burial purchase (42% vs. 33%). Those in the very highest income level (\$55,000 and above) were contacted more often than those under \$15,000 (53% vs. 31%).

**Prepayment of Any Part of Funeral or Burial Expenses**

Nationwide, 21 million Americans age 50 and older (32% of all Americans age 50+) report having purchased preneed funeral or burial arrangements (Figure 3). Among the five states surveyed, Alabama, Pennsylvania, and Ohio residents are more likely than residents of California, Illinois, and the nation as a whole to have preplanned and prepaid for funeral or burial arrangements (Figure 3).

**FIGURE 3. PERCENT OF 50+ POPULATION WHO HAVE PREPLANNED AND PREPAID ANY PART OF THEIR FUNERAL OR BURIAL EXPENSES**

## NATIONWIDE AND BY STATE\*

\*The numbers of persons age 50+ represented by these percentages are as follows: U.S. (21.0 m), Alabama (.52 m), Pennsylvania (1.5 m), Illinois (1.0 m), Ohio (1.2 m), and California (2.5 m).

### *Subgroup Differences:*

*In California:* Women are more likely than men to have made a preneed purchase (43% vs. 31%). The likelihood of making a preneed purchase increases with age from 15 percent (age 50-54) to 31 percent (age 55-64) to 52 percent (65+).

*In Ohio:* Those age 55 and above make preneed purchases more often than those under age 55 (46% vs. 29%).

*In Illinois:* The likelihood of making a preneed purchase increases with age from 16% (age 50-54) to 23 percent (age 55-64) to 46 percent (65+). The highest earners (\$55,000+) are significantly less likely to purchase in advance than those earning under \$15,000 (12% vs. 45%).

*In Alabama:* Women make preneed purchases more often than men (53% vs. 39%). Respondents age 65+ make preneed purchases more often than those 50-54 and 55-64 (58% vs. 28% and 41%, respectively).

## Goods and Services Purchased in Advance

All respondents indicated the type of purchase they made: (1) the services of the funeral director or funeral home; (2) a burial plot, mausoleum, or niche; or (3) other burial services or goods such as a headstone, grave liner or vault, urn, or opening or closing of the grave, etc. Responses include those who have paid for these services in full, and those who are in the process of making payments on any funeral or burial arrangements.

Table 3 presents both the percentage of the 50+ population *and* the percentage of preneed purchasers who have made specific purchase types. In all five states, the purchase of a burial plot, mausoleum, or niche was the most common prepaid expense. For example, nationally, 27 percent, or 18 million adults age 50+, have purchased these items in advance (equal to 86% of all preneed purchasers nationally). Alabamans have the highest rate of paying preneed for a burial plot or niche (42% of the 50+ population in the state, or .42 million individuals), while California has the lowest rate for the same purchases (26% or 1.7 million).

**TABLE 3. TYPE OF ADVANCE FUNERAL/BURIAL PURCHASE  
NATIONWIDE AND BY STATE**  
*(% of total 50+ population in state and % of all preneed purchasers (PP) in state)*

	U.S.		AL		PA		IL		OH		CA	
	50+	PP	50+	PP	50+	PP	50+	PP	50+	PP	50+	PP
<b>Sample n*</b>	<b>627</b>	190	<b>402</b>	189	<b>402</b>	176	<b>406</b>	132	<b>403</b>	169	<b>400</b>	145
<i>Population (est. in millions)</i>	<b>66.1</b>	21.0	<b>1.0</b>	.52	<b>3.5</b>	1.56	<b>2.9</b>	1.0	<b>2.9</b>	1.2	<b>6.7</b>	2.5
<b>Plot, niche, mausoleum</b>	<b>27%</b>	86%	<b>42%</b>	88%	<b>40%</b>	91%	<b>31%</b>	90%	<b>39%</b>	94%	<b>26%</b>	70%
<b>Other: headstone, vault or liner, casket, urn, open/ close grave</b>	<b>18%</b>	58%	<b>34%</b>	71%	<b>27%</b>	62%	<b>18%</b>	54%	<b>25%</b>	60%	<b>19%</b>	50%
<b>Funeral Director or Home</b>	<b>13%</b>	40%	<b>22%</b>	46%	<b>19%</b>	43%	<b>15%</b>	43%	<b>16%</b>	40%	<b>14%</b>	38%
<b>% purchasing all three above</b>	<b>9%</b>	30%	<b>18%</b>	38%	<b>15%</b>	35%	<b>11%</b>	35%	<b>15%</b>	35%	<b>10%</b>	28%

\* For the subsample of preneed purchasers, in looking at significant differences between states or between a state and the national percentage, a  $\square\square$  percentage point difference is required for statistical significance. For the total 50+ population, a  $\square$  percentage point difference is required.

For other burial goods and services, such as a headstone or vault, 18 percent of the 50+ population nationwide have made such purchases, and comparable rates are found in Illinois (18%) and California (19%). The rate for these purchases in Alabama is significantly higher (34%).

Fewer respondents have prepaid funeral goods and services: 13 percent nationwide (8.5 million persons age 50+) have made such purchases, and similar rates are found in all states except Alabama, where 22 percent of all older residents have prepaid funeral arrangements (.22 million).

In summary, the following differences noted in Table 3 are statistically significant:

- In Alabama, Pennsylvania, and Ohio, 50+ residents are significantly *more likely* to have prepaid a plot, niche, or mausoleum compared with other states and the nation overall;
- In Alabama, residents are *more likely* to have prepaid other burial goods and services such as headstone, grave liner or vault, casket, urn;
- In Alabama, those 50+ have more often prepaid for funeral goods and services than in other states and in the country as a whole.

#### *Subgroup Differences:*

Due to the very small sizes of the demographic subsamples in individual states for this question, only a few statistically significant subgroup differences are found relating to a specific type of advance purchase.

*In Illinois:* Among preneed purchasers, older respondents (65+) are more likely to have prepaid for funeral arrangements than those under 65 (56% vs. 19%).

*In Ohio:* Among preneed purchasers, older respondents (65+) are more likely to have prepaid for funerals than those under 65 (47% vs. 30%).

*In California:* Among preneed purchasers, younger respondents (under 65) are more likely to have prepaid for funeral arrangements than those 65+ (50% vs. 33%).

*In Alabama:* Among preneed purchasers, older respondents (65+) are more likely to have prepaid for other burial goods and services than those under 65 (80% vs. 58%).

## Terms of Payment for Cost of Funeral

Respondents were asked whether they paid the entire cost of funeral arrangements at once, or are paying it over time (Table 4). If paying over time, they were asked whether the payments are still being made or are complete. Respondents to this item consist of all individuals over the age of 50 who have preplanned and prepaid the *funeral specifically*.

**TABLE 4. TERMS OF PAYMENT, FUNERAL ONLY,  
NATIONWIDE AND BY STATE  
(50+ Population)**

	<b>U.S.</b>	<b>AL</b>	<b>PA</b>	<b>IL</b>	<b>OH</b>	<b>CA</b>
<b>Sample n*</b>	76	86	74	50	69	56
<i>Population (est. in millions)</i>	8.3	.24	.67	.43	.496	.94
<b>Paid all at once</b>	41%	37%	63%	66%	60%	50%
<b>Paying over time</b>	47%	42%	20%	16%	22%	36%
<b>Paid over time but completed</b>	9%	15%	10%	13%	9%	11%
<b>N/A, DK</b>	3%	6%	7%	5%	8%	4%

\* Responses in this table are based only on those individuals who prepaid *funeral* expenses. Because so few respondents prepaid funeral expenses (roughly 12% of the 50+ population), demographic subgroup analysis was not able to be conducted for the state samples.

Nationwide and in Alabama, a plurality of individuals are in the process of paying the cost of the funeral over time (47% and 42% respectively). In the remaining states, however, majorities or half made their purchase with a single payment—Pennsylvania (63%), Illinois (66%), Ohio (60%), and California (50%).

## Terms of Payment for Cost of Burial and Burial-Related Goods and Services

Respondents who paid in advance for *burial or burial-related goods and services* were asked whether they paid the entire cost at once or are paying it over time (Table 5). If paying over time, they were asked whether the payments are still being made or are complete. Respondents to this item consist of all individuals over the age of 50 who have preplanned and prepaid *burial goods and services specifically*.

**TABLE 5 TERMS OF PAYMENT, BURIAL AND BURIAL-RELATED GOODS AND SERVICES ONLY, NATIONWIDE AND BY STATE (50+ Population)**

	<b>U.S.</b>	<b>AL</b>	<b>PA</b>	<b>IL</b>	<b>OH</b>	<b>CA</b>
<b>Sample n*</b>	158	178	162	121	161	111
<i>Population (est. in millions)</i>	18.1	.486	1.44	.9	1.17	1.9
<b>Paid all at once</b>	60%	49%	63%	67%	64%	54%
<b>Paying over time</b>	28%	24%	21%	14%	18%	26%
<b>Paid over time but completed</b>	7%	16%	7%	9%	9%	12%
<b>N/A, DK</b>	4%	11%	9%	10%	9%	8%

\* Responses are based only on those individuals who prepaid *burial* expenses. Because of the small subsample sizes when responses are broken down demographically, subgroup analysis did not reveal any significant differences in the state samples.

In all states and nationwide, most have prepaid the entire cost of the burial or burial goods and services in one payment: 60 percent nationwide, and ranging from a significant low of 49 percent in Alabama to a high of 67 percent in Illinois. Considerably smaller proportions are paying over time, with Illinois residents being least likely to do so (23 % either paying over time or having completed paying over time). This contrasts with Alabama, where 40 percent are either paying over time or have completed incremental payments.

## Disposition of Funds Prepaid for Funeral and Burial Goods and Services

Respondents were asked whether the funeral home or cemetery invested the prepaid funds in some way (such as in a life insurance policy), held the prepaid funds in trust until needed, or whether, in the case of the burial plot, the respondent already holds the title to the property. Tables 6 and 7 present this information for funeral and burial payments respectively. As with the previous questions, responses are based only on those individuals who have preplanned and prepaid these costs.

With regard to those who prepaid funeral costs (Table 6), 31 percent of 50+ preneed purchasers nationally (2.5 million) report that these funds were placed in a trust fund. Similar rates are found in Ohio (27%), while Alabama residents are least likely to have prepaid funeral funds placed in trust (15%).

**TABLE 6. DISPOSITION OF FUNDS PREPAID TO FUNERAL HOME, NATIONWIDE AND BY STATE (50+ Population)**

	U.S.	AL	PA	IL	OH	CA
<b>Sample n*</b>	76	86	74	50	69	56
<i>Population (est. in millions)</i>	8.3	.24	.67	.43	.496	.94
<b>Trust Fund</b>	31%	15%	20%	24%	27%	19%
<b>Life Insurance Policy</b>	30	21	17	28	11	14
<b>Other Type of investment acct.</b>	14	--	7	5	1	3
<b>None of the Above</b>	11	29	22	10	24	27
<b>Don't Know</b>	13	27	23	27	23	33
<b>N/A, Refused</b>	3	2	11	6	8	2

\* Responses are based only on those individuals who prepaid *funeral* expenses. Because so few respondents prepaid funeral expenses (roughly 12% of the 50+ population), demographic subgroup analysis was not able to be conducted for the state samples.

Prepaid funeral funds are often invested by funeral homes in life insurance policies. This practice is more common nationwide (30%), in Illinois (28%), and in Alabama (22%), and seen less often in

Pennsylvania (18%), California (14%), and Ohio (11%). Some other kind of investment of the funds is made by the funeral home in 14 percent of the cases nationwide, but in less than 10 percent of any of the states sampled.

It is noteworthy that considerable proportions of individuals report that their prepaid funeral funds are either not invested or they do not know what happens with their funds: over half in California (60%) and in Alabama (56%). Of the five sampled states, Illinois shows some kind of investment of prepaid funeral funds the most frequently (57%), and California the least often (33%). None of the sampled states approach the national rate of invested funds (75%).

**TABLE 7. DISPOSITION OF FUNDS PREPAID FOR BURIAL, BURIAL GOODS AND SERVICES NATIONWIDE AND BY STATE (50+ Population)**

	<b>U.S.</b>	<b>AL</b>	<b>PA</b>	<b>IL</b>	<b>OH</b>	<b>CA</b>
<b>Sample n*</b>	158	178	162	121	161	111
<i>Population (est. in millions)</i>	18.1	.486	1.44	.9	1.17	1.9
<b>Already hold title to plot</b>	61%	40%	37%	37%	45%	44%
<b>Life Insurance Policy</b>	16	16	14	12	7	8
<b>Other type of investment acct</b>	5	--	3	3	3	3
<b>Trust Fund</b>	4	8	10	13	9	12
<b>None of the above</b>	7	11	16	12	13	11
<b>Don't know</b>	7	19	12	16	18	13
<b>N/A, refused</b>	1	6	8	8	4	7

\* Responses in this table are based only on those individuals who prepaid *burial* expenses. Because of the small subsample sizes when responses are broken down demographically, subgroup analysis did not reveal any significant differences in the state samples.

Table 7 presents similar information for prepaid burial funds. Among those who have prepaid a burial plot, goods and services nationally, 61 percent (11 million age 50+) already hold the title to the burial plot or niche. In the five states sampled, however, significantly fewer individuals report holding the title to the plot or niche (ranging from 37% to 45%).

While 18 percent (3.2 million nationally) report that the funeral director or cemetery invests their prepaid burial funds in some manner, many more claim that they do not know what happens to the money they prepay for burial arrangements (7% nationally, compared with a range of 12% to 19% in the five states).

In addition, at least 10 percent of respondents in each state say that their prepaid burial funds are *not* invested in any way ( none of the above ).

## **Management and Upkeep of Plot**

Among those who prepaid for burial arrangements and already hold the title to the plot, almost all report that the funeral director or cemetery is responsible for management, upkeep, and other day-to-day care of the property (91% nationally, 95% in Ohio, 90% in Alabama, 95% in Pennsylvania, 97% in Illinois, and 90% in California).

## **Summary**

The data presented here indicate that many aspects of preneed funeral and burial purchases in the five states examined differ significantly from the national pattern. Foremost among these is the higher rate of preneed purchase in most of the states, which suggests more intensive industry marketing , particularly in Alabama, Pennsylvania and Ohio. The data do not suggest a clear pattern of age-targeted marketing, however. In some states, initial contact is reportedly greater among younger age groups (50-64), while in others, contact rates are higher for those age 65 and older. In four of the five states, the likelihood of an actual purchase does increase with age.

More dramatically, the five states differ from the national picture in the proportion of preneed purchasers who indicate that their prepaid funds are invested in some fashion. For payments to funeral homes, 75 percent of preneed purchasers nationwide indicate their funds are invested by the funeral home, while the corresponding percentage across the five states ranges from only 33 percent to 57 percent.

With regard to prepaid burial, 61 percent of preneed purchasers nationwide hold title to their plot, while the range among the five states in this survey is 37 to 45 percent.

Certain states stand out in terms of preneed purchase patterns. Alabama residents, for example, have a much higher likelihood of having prepaid a funeral, a plot or other burial goods and services. This substantiates the national survey which disclosed the southern region of the U.S. as having higher preneed purchase rates than the nation overall. Alabamans also have a higher rate of paying in installments than other states.

California is notable for its very high proportion of purchasers (60%) who say either that their prepaid funeral funds are not invested or they do not know what happens to their payments. Illinois, on the other hand, claims the highest rate of investment of prepaid funeral funds (57%) which still does not approximate the national rate of 75 percent.

## **APPENDIX**

## ALABAMA AT A GLANCE

- Alabama residents age 50 and older are similar to the nation as a whole in terms of frequency with which they are solicited to purchase preneed funerals (40% or .43 million) and burial goods and services (39% or .42 million).
- Almost half of Alabamans age 50 and older (48% or .52 million) have prepaid part or all of their funeral or burial expenses, a significantly higher percentage than the U.S. as a whole (32%).
- Alabamans age 50 and older are more likely to have purchased preneed burial goods and services other than a cemetery plot or mausoleum compared to the nation as a whole (34% vs. 18%), and compared to other states surveyed.
- Compared to the four other states surveyed, Alabamans who have made preneed purchases are significantly more likely to be paying/have paid in installments for their funeral purchases (57%) and burial goods and services (40%).
- Alabamans are only half as likely as their national counterparts to have their preneed funeral funds invested in some way (36% vs. 75%). Alabamans are also less likely to hold the title to their cemetery plot (40% vs. 61% nationwide).

## CALIFORNIA AT A GLANCE

- Of the 6.65 million Californians age 50 and older, 42 percent (2.8 million) report being solicited about purchasing a preneed funeral, and 40 percent (2.6 million) have been solicited about purchasing preneed burial goods and services.
- Roughly 2.5 million California residents age 50 and older (38%) have purchased part or all of their funeral and burial in advance.
- Older Californians are significantly less likely than their Ohio, Pennsylvania and Alabama counterparts to have purchased a cemetery plot, niche, or mausoleum, but the rate is comparable to the incidence nationwide (26% and 27%). Interestingly, younger purchasers (50-64) are more likely to have purchased preneed funeral services than those over 65 (50% vs. 33%).
- Forty-seven percent of those who have made a preneed funeral purchase are paying/have paid over time (compared to 56% nationally), while 50 percent have paid in one lump payment. Similarly, slightly over half (54%) have paid in a lump sum for preneed burial purchases.
- One-third of preneed funeral purchasers age 50+ report that they do not know what happens to the funds they prepaid to the funeral home, and additionally, 27 percent report that the funds are not invested in a life insurance policy, trust fund, or other type of investment.
- Forty-four percent of Californians who have prepaid burial goods and services hold the title to the burial plot, while 23 percent report that the funds are invested in some way. The proportion holding the title is considerably lower than that of the 50+ population nationwide (61%).

## ILLINOIS AT A GLANCE

- In Illinois, the rate at which adults age 50 and older are solicited about purchasing preneed funeral arrangements (29%) and burial arrangements (28%) is significantly lower than the rate reported nationally (43% and 39% respectively), and lower than that found in the four other states examined.
- Of the 2.94 million adults age 50 and older in Illinois, 34 percent (1 million) have preplanned and prepaid some part of their funeral or burial. This is comparable to the 32 percent disclosed nationally.
- Nine in 10 preneed purchasers in Illinois report purchasing a cemetery plot, burial niche, or mausoleum (equivalent to 31% of all Illinois adults age 50+). Eighteen percent of older Illinois residents (just over half of all purchasers) report having purchased other burial goods and services, corresponding to the national percentages for these purchases.
- Compared to the other states examined, older residents of Illinois who have made preneed purchases are the most likely to have prepaid in one lump sum for both funeral (66%) and burial goods and services (67%). They also most often have had the prepaid funds invested in some way.

## OHIO AT A GLANCE

- Ohio residents age 50 and older report comparatively high rates of solicitation about purchasing preneed funeral and burial goods and services (44%, or 1.26 million individuals).
- Forty-two percent of Ohio residents age 50 and older report having purchased a preneed funeral or burial arrangements (1.23 million), compared with a 32 percent nationally.
- Six in 10 older persons in Ohio who have made a preneed purchase report paying in a single payment for preneed funeral purchases, significantly greater than the 41 percent reported nationwide. Older Ohio residents are about equally likely as persons 50+ nationwide to have prepaid preneed burial purchases in one single payment (64%).
- Among Ohio purchasers, 39 percent believe their prepaid funeral funds are invested in some way. Many (23%) admit not knowing the disposition of their prepaid funeral funds.
- Almost half of Ohio residents who have purchased a burial plot or niche (45%) hold title to it. This compares with 61 percent nationwide. Again, 18 percent report that they do not know what happens to prepaid burial funds.

## PENNSYLVANIA AT A GLANCE

- In Pennsylvania, 38 percent of older adults (1.33 million) report being solicited about purchasing funeral arrangements in advance, and 36 percent (1.28 million) were contacted about preneed burial arrangements. These contact rates are comparable with the U. S. as a whole.
- Forty-four percent (1.56 million) of Pennsylvania residents age 50 and older report purchasing some or all of their funeral or burial in advance. This is significantly higher than the national rate of preneed purchase (32%).
- Of all Pennsylvanians age 50 and older, four in 10 have purchased a burial plot, niche, or mausoleum (more than 90% of those who have made an advance purchase). More than one on four (27%) have paid for other burial goods, such as headstone, vault, etc. (equivalent to 62% of all Pennsylvania purchasers). These rates are significantly above the national rates for these purchases.
- A majority (63%) of those 50 and older who made funeral purchases made them in a single payment (higher than the national rate of 47%). Three in 10 were either paying or had paid over time. Regarding terms of payment for burial goods and services, a majority of 63 percent made a single lump payment, comparable to the national rate of 60 percent.
- Among those who purchased preneed burial goods and services in Pennsylvania, 37 percent report that they already hold title to the plot. This is somewhat lower than most of the other states examined and far lower than what was disclosed nationally (61%).
- Over one-quarter (27%) of purchasers of preneed burial goods and services report that their funds are invested in some way: trust fund (10%), life insurance policy (14%), or other investment (3%). Twelve percent do not know what becomes of the prepaid burial funds, and 23 percent do not know what becomes of the prepaid funeral funds.

## **STATE QUESTIONNAIRES**

## AARP Funeral Survey

ALABAMA (n=402 )

(ASK THIS INSERT OF AGE 50+ ONLY)

Now I want to ask you a few questions about prepaid funerals and burials. To simplify the survey process, please keep the following definitions in mind. For the purpose of this survey, the term "funeral" is defined as a service honoring the recently deceased. A funeral typically entails the services of a funeral director and the use of a funeral home. The term "burial" is defined as an in-ground disposition with a headstone or other type of memorial.

- AF-1.** Have you ever been contacted about purchasing your funeral in advance, either by telephone, by mail, or in person?  
(CODES 1, 2, AND 3 MAY BE MULTIPLE RESPONSE)

YES (net)	40%
1 Yes- Phone	19%
2 Yes Mail	14%
3 Yes - In person	16%
4 No, never contacted	58%
D (DO NOT READ) Don't Know	2%
R (DO NOT READ) Refused	*

- AF-2.** Have you ever been contacted about purchasing your burial or other final disposition in advance, either by telephone, by mail, or in person?

YES (net)	39%
1 Yes- Phone	17%
2 Yes Mail	11%
3 Yes - In Person	17%
4 No, never contacted	59%
D (DO NOT READ) Don't Know	3%
R (DO NOT READ) Refused	*

- AF-3.** Have you preplanned and prepaid any part of your funeral or burial expenses?  
(INTERVIEWER NOTE: IF RESPONDENT IS CURRENTLY MAKING PAYMENTS IN REGARD COUNT AS YES. IF RESPONDENT VOLUNTEERS THAT THEY HAVE MADE A WILL OR CONSULTED A LAWYER BUT HAVE PURCHASED NO OTHER ARRANGEMENTS COUNT AS NO.)

1 Yes	48%	CONTINUE
2 No	52%	SKIP TO NEXT SECTION
D Don't Know	1%	SKIP TO NEXT SECTION
R Refused	*	SKIP TO NEXT SECTION

AF-4. Which, if any, of the following expenses have you purchased in advance? For the purposes of this survey, if you are in the process of making payments on any of these funeral or burial needs please answer as if you have already purchased the item. (n=189)  
Did you purchase & ?

a. The funeral, that is, the services of the funeral director or funeral home

1 Yes 46%

a. A burial plot, mausoleum, or niche

1 Yes 88%

c. Other burial goods or services, such as a headstone, grave vault or liner, casket or urn, or opening and closing of the grave

1 Yes 71%

d. None of these

1 Yes 4%

(ASK Q.5/Q.6 IF Q.4a = 1) (n=86)

AF-5. Thinking just of the funeral, did you pay for the entire cost at one time, or are you buying it over time?

1	Paid entire cost at one time	37%
2	Paying over time	42%
3	(VOLUNTEERED) Paid over time but all payments complete	15%
N/A	(VOLUNTEERED) Not applicable, gift, inheritance, etc.	2%
D	(DO NOT READ) Don't Know	4%
R	(DO NOT READ) Refused	*

(ASK Q.6 IF Q.5 = 1, 2, OR 3) (n=86)

AF-6. (Were the funds you paid/Are the funds you are paying) to the funeral director or funeral home for the funeral ... ?

(READ LIST. CODES 1, 2, AND 3 MAY BE MULTIPLE RESPONSE)

1	Deposited in trust fund until needed	15%
2	Or used to purchase a life insurance policy that will be used for the funeral expenses or	21%
3	Placed in some other type of investment oriented fund or policy SPECIFY	*
(VOL)	Bank Withdrawal/savings/checking	4%
(VOL)	Pre-paid/payment plan/monthly payments	1%
N	(DO NOT READ) None of these, have set up own investment accounts to cover these expenses	29%
D	(DO NOT READ) Don't Know	27%
R	(DO NOT READ) Refused	*
N/A	Not applicable, gift, inheritance, etc.	2%

(ASK Q. 7/Q. 8 IF Q.4b OR c = 1) (n=178)

AF-7. Thinking of the **burial or other burial goods and services**, did you pay for the entire cost at one time, or are you buying it over time?

1	Paid entire cost at one time	49%
2	Paying over time	24%
3	(VOLUNTEERED) Paid over time but all payments are complete	16%
N/A	(VOLUNTEERED) Not applicable, gift, inheritance, etc.	6%
D	(DO NOT READ) Don't Know	6%
R	(DO NOT READ) Refused	*

(ASK Q.8 IF Q.7 = 1, 2, OR 3) (n=178)

AF-8. (Were the funds you **paid/Are** the funds you are paying) to the funeral director or cemetery for the **burial or other burial goods and services...?**  
(READ LIST. CODES 1, 2, AND 3 MAY BE MULTIPLE RESPONSE)

1	Deposited in a trust fund until needed	9%
2	Or used to purchase a life insurance policy that will be used for the burial expenses or	16%
3	Placed in some other type of investment oriented fund or policy (SPECIFY)	*
4	Do you already hold title to burial plot or other items yourself	40%
N	(DO NOT READ) None of these, have set up own investment accounts to cover these expenses	11%
D	(DO NOT READ) Don't Know	19%
R	Refused	*

(ADD TO DEMOGRAPHICS)

AF-9. Are you or is anyone else in your household a member of A-A-R-P, the American Association of Retired Persons?

1	Yes	42%
2	No	58%
D	Don t Know	*
R	Refused	*

## AARP Funeral Survey

## CALIFORNIA (n=400)

(ASK THIS INSERT OF AGE 50+ ONLY)

Now I want to ask you a few questions about prepaid funerals and burials. To simplify the survey process, please keep the following definitions in mind. For the purpose of this survey, the term "funeral" is defined as a service honoring the recently deceased. A funeral typically entails the services of a funeral director and the use of a funeral home. The term "burial" is defined as an in-ground disposition with a headstone or other type of memorial.

AF-1. Have you ever been contacted about purchasing your funeral in advance, either by telephone, by mail, or in person? (CODES 1 AND 3 MAY BE MULTIPLE RESPONSE)

YES (net)	42%
1 Yes - Phone	17%
2 Yes - Mail	21%
3 Yes - In person	14%
4 No, never contacted	57%
D (DO NOT READ) Don't Know	1%
R (DO NOT READ) Refused	*

AF-2. Have you ever been contacted about purchasing your burial or other final disposition in advance, either by telephone, by mail, or in person?

YES (net)	40%
1 Yes - Phone	15%
2 Yes - Mail	21%
3 Yes - In	12%
4 No, never contacted	58%
D (DO NOT READ) Don't Know	3%
R (DO NOT READ) Refused	*

AF-3. Have you preplanned and prepaid any part of your funeral or burial expenses? (INTERVIEWER NOTE: IF RESPONDENT IS CURRENTLY MAKING PAYMENTS IN REGARD COUNT AS YES. IF RESPONDENT VOLUNTEERS THAT THEY HAVE MADE A WILL OR CONSULTED A

LAWYER BUT HAVE PURCHASED NO OTHER ARRANGEMENTS  
COUNT AS NO.)

1 Yes	38%	CONTINUE
2 No	62%	SKIP TO NEXT SECTION
D Don't Know	1%	SKIP TO NEXT SECTION
R Refused	*	SKIP TO NEXT SECTION

AF-4. Which, if any, of the following expenses have you purchased in advance? For the purposes of this survey, if you are in the process of making payments on any of these funeral or burial needs please answer as if you have already purchased the item. (n=145)

Did you purchase & ?

a. The funeral, that is, the services of the funeral director or funeral home

1 Yes 38%

b. A burial plot, mausoleum, or niche

1 Yes 70%

c. Other burial goods or services, such as a headstone, grave vault or liner, casket or urn, or opening and closing of the grave

1 Yes 50%

d. None of these

1 Yes 22%

(ASK Q.5/Q.6 IF Q.4a = 1) (n=56)

AF-5. Thinking just of the funeral, did you pay for the entire cost at one time, or are you buying it over time?

1 Paid entire cost at one time 50%

2 Paying over time 36%

3 (VOLUNTEERED) Paid over time but all payments complete 11%

N/A (VOLUNTEERED) Not applicable, gift, inheritance, etc. 2%

D (DO NOT READ) Don't Know 2%

R (DO NOT READ) Refused \*

(ASK Q.6 IF Q.5 = 1, 2, OR 3) (n=56)

AF-6. (Were the funds you paid/Are the funds you are paying) to the funeral director or funeral home for the funeral ... ?

(READ LIST. CODES 1 AND 3 MAY BE MULTIPLE RESPONSE)

1 Deposited in trust fund until needed 19%

2	Or used to purchase a life insurance policy that will be used for the funeral expenses or	14%
3	Placed in some other type of investment oriented fund or policy (SPECIFY)	3%
N	(DO NOT READ) None of these, have set up own investment accounts to cover these expenses	27%
	(VOL) Bank Withdrawal/savings/checking	2%
	(VOL) Pre-paid/payment plan/monthly payments	*
READ) Don't Know	D	33%
	R (DO NOT READ) Refused	*
	N/A Not applicable, gift, inheritance, etc.	2%

(ASK Q. 7/Q. 8 IF Q.4b OR c = 1)

(n=111)

AF-7. Thinking of the **burial or other burial goods and services**, did you pay for the entire cost at one time, or are you buying it over time?

1	Paid entire cost at one time	54%
2	Paying over time	26%
3	(VOLUNTEERED)Paid over time but payments are complete	12%
N/A	(VOLUNTEERED) Not applicable, gift, inheritance, etc.	6%
D	(DO NOT READ) Don't Know	2%
R	(DO NOT READ) Refused	1%

(ASK Q.8 IF Q.7 = 1, 2, OR 3)

(n=111)

AF-8. (Were the funds you **paid/Are** the funds you are paying) to the funeral director or cemetery for the **burial or other burial goods and services...?**

(READ LIST. CODES 1 AND 3 MAY BE MULTIPLE RESPONSE)

1	Deposited in a trust fund until needed	12%
2	Or used to purchase a life insurance policy that will be used for the <b>burial</b> expenses or	8%
3	Placed in some other type of investment oriented fund or policy (SPECIFY)	3%
4	Do you already hold title to burial plot or other items yourself	44%
N	(DO NOT READ) None of these, have set up own investment accounts to cover these expenses	11%
N/A	(VOLUNTEERED) Not applicable, gift, inheritance, etc.	6%
D	(DO NOT READ) Don't Know	13%
R	Refused	2%

(ADD TO DEMOGRAPHICS)

AF-9. Are you or is anyone else in your household a member of A-A-R-P, the American Association of Retired Persons?

1	Yes	50%
2	No	48%
D	Don't Know	1%
R	Refused	*

December 1998

Media, Pennsylvania 19063

FUNERQN.DOC

## AARP Funeral Survey

## ILLINOIS (n=406)

(ASK THIS INSERT OF AGE 50+ ONLY)

Now I want to ask you a few questions about prepaid funerals and burials. To simplify the survey process, please keep the following definitions in mind. For the purpose of this survey, the term "funeral" is defined as a service honoring the recently deceased. A funeral typically entails the services of a funeral director and the use of a funeral home. The term "burial" is defined as an in-ground disposition with a headstone or other type of memorial.

**AF-1.** Have you ever been contacted about purchasing your funeral in advance, either by telephone, by mail, or in person?

(CODES 1 AND 3 MAY BE MULTIPLE RESPONSE)

YES (net)	29%
1 Yes - Phone	10%
2 Yes - Mail	16%
3 Yes - In person	10%
4 No, never contacted	69%
<b>D</b> (DO NOT READ) Don't Know	2%
<b>R</b> (DO NOT READ) Refused	*

**AF-2.** Have you ever been contacted about purchasing your burial or other final disposition in advance, either by telephone, by mail, or in person?

YES (net)	28.5%
1 Yes - Phone	7%
2 Yes - Mail	13%

3	Yes - In person	12%
4	No, never contacted	69%
D	(DO NOT READ) Don't Know	2%
R	(DO NOT READ) Refused	*

**AF-3.** Have you **preplanned** and prepaid any part of your funeral or burial expenses?  
 (INTERVIEWER NOTE: IF RESPONDENT IS CURRENTLY MAKING PAYMENTS IN REGARD COUNT AS YES. IF RESPONDENT VOLUNTEERS THAT THEY HAVE MADE A WILL OR CONSULTED A LAWYER BUT HAVE PURCHASED NO OTHER ARRANGEMENTS COUNT AS NO.)

1	Yes	34%	CONTINUE
2	No	66%	SKIP TO NEXT SECTION
D	Don't Know	*	SKIP TO NEXT SECTION
R	Refused	*	SKIP TO NEXT SECTION

AF-4. Which, if any, of the following expenses have you purchased in advance? For the purposes of this survey, if you are in the process of making payments on any of these funeral or burial needs please answer as if you have already purchased the item. (n=132)

Did you purchase & ?

a. The funeral, that is, the services of the funeral director or funeral home

1 Yes 43%

b. A burial plot, mausoleum, or niche

1 Yes 90%

c. Other burial goods or services, such as a headstone, grave vault or liner, casket or urn, or opening and closing of the grave

1 Yes 54%

d. None of these

1 Yes \*

(ASK Q.5/Q.6 IF Q.4a = 1) (n=50)

AF-5. Thinking just of the funeral, did you pay for the entire cost at one time, or are you buying it over time?

1 Paid entire cost at one time 66%

2 Paying over time 16%

3 (VOLUNTEERED) Paid over time but all payments complete 14%

N/A (VOLUNTEERED) Not applicable, gift, inheritance, etc. \*

D (DO NOT READ) Don't Know 5%

R (DO NOT READ) Refused \*

(ASK Q.6 IF Q.5 = 1, 2, OR 3) (n=50)

AF-6. (Were the funds you paid/Are the funds you are paying) to the funeral director or funeral home for the funeral ... ?

(READ LIST. CODES 1 AND 3 MAY BE MULTIPLE RESPONSE)

1	Deposited in trust fund until needed	24%
2	Or used to purchase a life insurance policy that will be used for the funeral expenses or	28%
3	Placed in some other type of investment oriented fund or policy (SPECIFY)	5%
N	(DO NOT READ) None of these, have set up own investment accounts to cover these expenses	10%
D	(DO NOT READ) Don't Know	27%
R	(DO NOT READ) Refused	6%
N/A	Not applicable, gift, inheritance, etc.	*

(ASK Q. 7/Q. 8 IF Q.4b OR c = 1) (n=121)

AF-7. Thinking of the **burial or other burial goods and services**, did you pay for the entire cost at one time, or are you buying it over time?

1	Paid entire cost at one time	67%
2	Paying over time	14%
3	(VOLUNTEERED) Paid over time but all payments are complete	9%
N/A	(VOLUNTEERED) Not applicable, gift, inheritance, etc.	6%
D	(DO NOT READ) Don't Know	3%
R	(DO NOT READ) Refused	1%

(ASK Q.8 IF Q.7 = 1, 2, OR 3)

(n=121)

AF-8. (Were the funds you **paid/Are** the funds you are paying) to the funeral director or cemetery for the **burial or other burial goods and services...?**

(READ LIST. CODES 1 AND 3 MAY BE MULTIPLE RESPONSE)

1	Deposited in a trust fund until needed	11%
2	Or used to purchase a life insurance policy that will be used for the <b>burial</b> expenses or	13%
3	Placed in some other type of investment oriented fund or policy (SPECIFY)	3%
4	Do you already hold title to burial plot or other items yourself	37%
N	(DO NOT READ) None of these, have set up own investment accounts to cover these expenses	12%
D	(DO NOT READ) Don't Know	16%
N/A	Not applicable, gift, inheritance	6%

(ADD TO DEMOGRAPHICS)

AF-9. Are you or is anyone else in your household a member of A-A-R-P, the American Association of Retired Persons?

1 Yes	5%
2 No	44%
D Don't Know	1%
R Refused	*

December 1998

Media, Pennsylvania 19063

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## AARP Funeral Survey

OHIO (n=403)

(ASK THIS INSERT OF AGE 50+ ONLY)

Now I want to ask you a few questions about prepaid funerals and burials. To simplify the survey process, please keep the following definitions in mind. For the purpose of this survey, the term "funeral" is defined as a service honoring the recently deceased. A funeral typically entails the services of a funeral director and the use of a funeral home. The term "burial" is defined as an in-ground disposition with a headstone or other type of memorial.

AF-1. Have you ever been contacted about purchasing your funeral in advance, either by telephone, by mail, or in person?

(CODES 1 AND 3 MAY BE MULTIPLE RESPONSE)

YES (net)	44%
1 Yes - Phone	15%
2 Yes - Mail	20%
3 Yes - In person	16%
4 No, never contacted	55%
D (DO NOT READ) Don't Know	1%
R (DO NOT READ) Refused	*

AF-2. Have you ever been contacted about purchasing your burial or other final disposition in advance, either by telephone, by mail, or in person?

YES (net)	44%
1 Yes -	14%
2 Yes - Mail	16%
3 Yes - In person	20%

- 4 No, never contacted 55%
- D (DO NOT READ) Don't Know 1%
- R (DO NOT READ) Refused \*

AF-3. Have you **preplanned** and prepaid any part of your funeral or burial expenses?

(INTERVIEWER NOTE: IF RESPONDENT IS CURRENTLY MAKING PAYMENTS IN REGARD COUNT AS YES. IF RESPONDENT VOLUNTEERS THAT THEY HAVE MADE A WILL OR CONSULTED A LAWYER BUT HAVE PURCHASED NO OTHER ARRANGEMENTS COUNT AS NO.)

- 1 Yes 42% CONTINUE
- 2 No 57% SKIP TO NEXT SECTION
- D Don't Know 1% SKIP TO NEXT SECTION
- R Refused \* SKIP TO NEXT SECTION

AF-4. Which, if any, of the following expenses have you purchased in advance? For the purposes of this survey, if you are in the process of making payments on any of these funeral or burial needs please answer as if you have already purchased the item. (n=169)

Did you purchase & ?

a) The funeral, that is, the services of the funeral director or funeral home

1 Yes 40%

a) A burial plot, **mausoleum**, or niche

1 Yes 94%

c) Other burial goods or services, such as a headstone, grave vault or liner, casket or **urn**, or opening and closing of the grave

1 Yes 60%

d. None of these

1 Yes 3%

(ASK Q.5/Q.6 IF Q.4a = 1) (n=69)

AF-5. Thinking just of the funeral, did you pay for the entire cost at one time, or are you buying it over time?

1	Paid entire cost at one time	61%
2	Paying over time	22%
3	(VOLUNTEERED) Paid over time but all payments complete	9%
N/A	(VOLUNTEERED) Not applicable, gift, inheritance, etc.	5%
D	(DO NOT READ) Don't Know	1%
R	(DO NOT READ) Refused	2%

(ASK Q.6 IF Q.5 = 1, 2, OR 3) (n=69)

AF-6. (Were the funds you paid/Are the funds you are paying) to the funeral director or funeral home for the funeral ... ?

(READ LIST. CODES 1 AND 3 MAY BE MULTIPLE RESPONSE)

1	Deposited in trust fund until needed	27%
2	Or used to purchase a life insurance policy that will be used for the funeral expenses or	11%
3	Placed in some other type of investment oriented fund or policy (SPECIFY)	1%
N	(DO NOT READ) None of these, have set up own investment accounts to cover these	24%
	(VOL) Bank Withdrawal/savings/checking	1%
	(VOL) Pre-paid/payment plan/monthly payments	4%
D	(DO NOT READ) Don't Know	23%
R	(DO NOT READ) Refused	3%
N/A	Not applicable, gift, inheritance, etc.	5%

(ASK Q. 7/Q. 8 IF Q.4b OR c = 1)

(n=161)

AF-7. Thinking of the **burial or other burial goods and services**, did you pay for the entire cost at one time, or are you buying it over time?

1	Paid entire cost at one time	64%
2	Paying over time	18%
3	(VOLUNTEERED) Paid over time but all payments are complete	9%
4	(VOLUNTEERED) Not applicable, gift, inheritance, etc.	3%
D	(DO NOT READ) Don't Know	5%
R	(DO NOT READ) Refused	1%

(ASK Q.8 IF Q.7 = 1, 2, OR 3)

(n=161)

AF-8. (Were the funds you **paid/Are** the funds you are paying) to the funeral director or cemetery for the **burial or other burial goods and services...?**

(READ LIST. CODES 1 AND 3 MAY BE MULTIPLE RESPONSE)

1	Deposited in a trust fund until needed	9%
2	Or used to purchase a life insurance policy that will be used for the burial expenses or	7%
3	Placed in some other type of investment oriented fund or policy (SPECIFY (VOL) Bank Withdrawal/savings/checking	3%
4	Do you already hold title to burial plot or other items yourself	45%
N	(DO NOT READ) None of these, have set up own investment accounts to cover these expenses	13%
D	(DO NOT READ) Don't Know	18%
R	Refused	1%

(ADD TO DEMOGRAPHICS)

AF-9. Are you or is anyone else in your household a member of A-A-R-P, the American Association of Retired Persons?

1 Yes	50%
2 No	47%
D Don't Know	2%
R Refused	*

AARP Funeral Survey  
 PENNSYLVANIA (N=402)

(ASK THIS INSERT OF AGE 50+ ONLY)

Now I want to ask you a few questions about prepaid funerals and burials. To simplify the survey process, please keep the following definitions in mind. For the purpose of this survey, the term "funeral" is defined as a service honoring the recently deceased. A funeral typically entails the services of a funeral director and the use of a funeral home. The term "burial" is defined as an in-ground disposition with a headstone or other type of memorial.

AF-1. Have you ever been contacted about purchasing your funeral in advance, either by telephone, by mail, or in person? (CODES 1 AND 3 MAY BE MULTIPLE RESPONSE)

YES (net)	38%
1 Yes - Phone	17%
2 Yes - Mail	14%
3 Yes - In person	16 %
4 No, never contacted	61%
D (DO NOT READ) Don't Know	2%
R (DO NOT READ) Refused	*

AF-2. Have you ever been contacted about purchasing your burial or other final disposition in advance, either by telephone, by mail, or in person?

YES (net)	36%
1 Yes - Phone	19%
2 Yes - Mail	9%
3 Yes - In person	16%
4 No, never contacted	62%

- D (DO NOT READ) Don't Know 2%
- R (DO NOT READ) Refused \*

AF-3. Have you **preplanned** and prepaid any part of your funeral or burial expenses?

(INTERVIEWER NOTE: IF RESPONDENT IS CURRENTLY MAKING PAYMENTS IN REGARD COUNT AS YES. IF RESPONDENT VOLUNTEERS THAT THEY HAVE MADE A WILL OR CONSULTED A LAWYER BUT HAVE PURCHASED NO OTHER ARRANGEMENTS COUNT AS NO.)

- 1 Yes 44% CONTINUE
- 2 No 55% SKIP TO NEXT SECTION
- D Don't Know \* SKIP TO NEXT SECTION
- R Refused 1% SKIP TO NEXT SECTION

AF-4. Which, if any, of the following expenses have you purchased in advance? For the purposes of this survey, if you are in the process of making payments on any of these funeral or burial needs please answer as if you have already purchased the item. (n=176)

Did you purchase & ?

a) The funeral, that is, the services of the funeral director or funeral home

Yes 43%

b) A burial plot, mausoleum, or niche

1 Yes 91%

c) Other burial goods or services, such as a headstone, grave vault or liner, casket or urn, or opening and closing of the grave

1 Yes 62%

d. None of these

1 Yes 6%

(ASK Q.5/Q.6 IF Q.4a = 1)

(n=74)

AF-5. Thinking just of the funeral, did you pay for the entire cost at one time, or are you buying it over time?

1 Paid entire cost at one time 63%

2 Paying over time 20%

3 (VOLUNTEERED) Paid over time but all payments complete 10%

4 (VOLUNTEERED) Not applicable, gift, inheritance, etc. 3%

D (DO NOT READ) Don't Know 3%

R (DO NOT READ) Refused \*

(ASK Q.6 IF Q.5 = 1, 2, OR 3) (n=74)

AF-6. (Were the funds you paid/Are the funds you are paying) to the funeral director or funeral home for the funeral ... ?

(READ LIST. CODES 1 AND 3 MAY BE MULTIPLE RESPONSE)

1	Deposited in trust fund until needed	20%
2	Or used to purchase a life insurance policy that will be used for the funeral expenses or	17%
3	Placed in some other type of investment oriented fund or policy (SPECIFY)	7%
N	(DO NOT READ) None of these, have set up own investment accounts to cover these expenses	22%
	(VOL) Bank Withdrawal/savings/checking	1%
	(VOL) Pre-paid/payment plan/monthly payments	1%
D	(DO NOT READ) Don't Know	22%
R	(DO NOT READ) Refused	8%
N/A	Not applicable, gift, inheritance, etc.	3%

(ASK Q. 7/Q. 8 IF Q.4b OR c = 1)

(n=162)

AF-7. Thinking of the **burial or other burial goods and services**, did you pay for the entire cost at one time, or are you buying it over time?

1	Paid entire cost at one time	63%
2	Paying over time	21%
3	(VOLUNTEERED) Paid over time but all payments are complete	7%
4	(VOLUNTEERED) Not applicable, gift, inheritance, etc.	5%
D	(DO NOT READ) Don't Know	3%
R	(DO NOT READ) Refused	1%

(ASK Q.8 IF Q.7 = 1,2, OR 3)

(n=162)

AF-8. (Were the funds you **paid/Are** the funds you are paying) to the funeral director or cemetery for the **burial or other burial goods and services...?**

(READ LIST. CODES 1 AND 3 MAY BE MULTIPLE RESPONSE)

1	Deposited in a trust fund until needed	10%
2	Or used to purchase a life insurance policy that will be used for the burial expenses or	14%
3	Placed in some other type of investment oriented fund or policy (SPECIFY)	3%
4	Do you already hold title to burial plot or other items yourself	37%
N	(DO NOT READ) None of these, have set up own accounts to cover these expenses	16%
	(VOL) Bank Withdrawal/savings/checking	1%
N/A	(VOLUNTEERED) Not applicable, gift, inheritance, etc.	5%
D	(DO NOT READ) Don't Know	11%
R	Refused	3%

(ADD TO DEMOGRAPHICS)

AF-9. Are you or is anyone else in your household a member of A-A-R-P, the American Association of Retired Persons?

1 Yes	54%
2 No	44%
D Don't Know	1%
R Refused	1%

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# Program Development and Services

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