

EXHIBIT A

URGENT – REPLY DEADLINE JUNE 15, 1999

REQUEST FOR ASSISTANCE FROM NFDA MEMBERS

As you are aware, the FTC is reviewing the Funeral Rule and is looking for current information regarding funeral practices. Please assist NFDA by completing this survey and returning it to the toll-free fax number we have arranged just for this survey. The toll-free fax number is **888-270-0161**.

Your response will help us provide accurate information to the FTC. Your response will help enable us to provide the FTC with a true reflection of funeral service today. Please take five minutes and complete the survey. If you cannot decide how to answer a question, please skip it.

Thank you very much for your assistance.

NFDA Funeral Home Survey

Please mark an "X" by the one best answer to the following questions.

1. In the past five years, have you noticed: [3,210 Responses]

21.1% (677) A substantial increase in shoppers telephoning the funeral home for price information.

43.3% (1,340) A modest increase in shoppers telephoning the funeral home for price information.

31.5% (1,011) No change in the number of shoppers telephoning the funeral home for price information.

2.9% (93) A modest decrease in shoppers telephoning the funeral home for price information.

1.2% (39) A substantial decrease in shoppers telephoning the funeral home for price information.

2. In the past five years, have you noticed: [3,212 Responses]

11.1% (358) A substantial increase in shoppers visiting the funeral home for price information.

43.8% (1,407) A modest increase in shoppers visiting the funeral home for price information.

42.2% (1,356) No change in shoppers visiting the funeral home for price information.

1.7% (54) A substantial decrease in shoppers visiting the funeral home for price information.

1.2% (37) A modest decrease in shoppers visiting the funeral home for price information.

3. Do consumers who receive the General Price List at the beginning of the funeral arrangement conference and use it for reference during arrangements: [3,008 Responses]

1.0% (31) Spend substantially more than consumers who do not use the General Price List during arrangements.

7.9% (237) Spend slightly more than consumers who do not use the General Price List during arrangements.

85.1% (2,559) Spend about the same as consumers who do not use the General Price List during arrangements.

2.6% (90) Spend significantly less than consumers who do not use the General Price List during arrangements.

2.6% (91) Spend slightly less than consumers who do not use the General Price List during arrangements.

4. Do consumers who purchase a funeral on a preneed basis: [3,156 Responses]

3.6% (113) Spend substantially more than at-need consumers.

21.9% (692) Spend slightly more than at-need consumers.

58.9% (1,860) Spend about the same as at-need consumers.

4.6% (146) Spend substantially less than at-need consumers.

10.9% (345) Spend slightly less than at-need consumers.

5. In the past two years, has your funeral home provided funeral services to families that have used a casket purchased or obtained from a third-party supplier? [3,150 Responses]

47.9% (1,510) _____ Yes

52.1% (1,640) _____ No

If yes, how many families would you estimate have used a third-party casket in the last two years? (See Attachment A)

ATTACHMENT A

5. How many families would you estimate have used a third party casket in the last two years? [1,442 Responses]

Families Using Third-Party Caskets	Number of Funeral Homes Reporting	Percentage of Response
0	2	.1%
1	355	24.6%
2	291	20.2%
3	205	14.2%
4	114	7.9%
5	112	7.8%
6	84	5.8%
7	13	.9%
8	41	2.8%
9	6	.4%
10	77	5.3%
11	2	.1%
12	19	1.3%
13	8	.6%
14	3	.2%
15	28	1.9%
16	1	.1%
17	1	.1%
18	5	.3%
20	26	1.8%
23	3	.2%
24	1	.1%
25	9	.6%
30	11	.8%
32	1	.1%
35	2	.1%
40	3	.2%
45	1	.1%
46	1	.1%
47	1	.1%
48	2	.1%
50	7	.5%
51	1	.1%
55	1	.1%
60	2	.1%
75	2	.1%
125	1	.1%
Total	1,442	100.0%

ATTACHMENT B

5. What is the average amount of the discount the funeral home offers to families who purchase a casket from the funeral home?

Dollar Amount of Discount	Number of Funeral Homes Reporting	Percentage of Response
\$.00	1	.3%
\$1.00	4	1.4%
\$25.00	1	.3%
\$30.00	1	.3%
\$45.00	2	.7%
\$50.00	2	.7%
\$60.00	2	.7%
\$70.00	1	.3%
\$75.00	4	1.4%
\$80.00	1	.3%
\$85.00	3	1.0%
\$95.00	1	.3%
\$100.00	26	8.9%
\$125.00	5	1.7%
\$127.00	1	.3%
\$130.00	3	1.0%
\$135.00	2	.7%
\$148.00	1	.3%
\$150.00	16	5.5%
\$155.00	2	.7%
\$175.00	4	1.4%
\$180.00	1	.3%
\$200.00	24	8.2%
\$225.00	2	.7%
\$230.00	1	.3%
\$242.00	1	.3%
\$244.00	1	.3%
\$250.00	12	4.1%
\$260.00	1	.3%
\$265.00	1	.3%
\$290.00	1	.3%
\$295.00	3	1.0%
\$300.00	27	9.2%
\$320.00	1	.3%
\$348.00	1	.3%
\$350.00	5	1.7%
\$355.00	1	.3%
\$360.00	1	.3%

Dollar Amount of Discount	Number of Funeral Homes Reporting	Percentage of Response
\$365.00	1	.3
\$375.00	1	.3%
\$390.00	2	.7%
\$395.00	2	.7%
\$400.00	19	6.5%
\$425.00	2	.7%
\$433.00	2	.7%
\$435.00	2	.7%
\$450.00	5	1.7%
\$475.00	1	.3%
\$482.00	1	.3%
\$490.00	2	.7%
\$495.00	1	.3%
\$500.00	29	9.9%
\$520.00	1	.3%
\$540.00	1	.3%
\$550.00	3	1.0%
\$570.00	1	.3%
\$595.00	1	.3%
\$600.00	8	2.7%
\$605.00	1	.3%
\$615.00	1	.3%
\$650.00	1	.3
\$665.00	2	.7%
\$685.00	1	.3%
\$700.00	4	.7%
\$725.00	1	.3%
\$800.00	7	2.4%
\$830.00	1	.3%
\$850.00	1	.3%
\$900.00	3	1.0%
\$1,000.00	13	4.4%
\$,1035.00	1	.3%
\$1,100.00	1	.3%
\$1,200.00	3	1.0%
Total	293	100%

Average Discount: \$366.00

