



# Burying Traditions

The Changing Face of UK Funerals

Media Report 2019



# Introduction

Traditionally, a funeral was a service held in a formal or religious setting where mourners dressed in dark clothing and paid their respects to a person who had passed away. Mourners would later head to a local pub or family member's house to engage in what's known as a wake. Where a cremation had taken place, ashes would be kept within a family member's home or scattered at the local crematorium.

However, times have changed. Whilst it's clear that we as a nation are still reluctant to think about and plan for our funerals, we now know what we want and in response, the funeral industry is rapidly changing in order to keep up with and fulfil consumers' individual needs.

Just one in ten (**10%**) people say they would want a traditional religious funeral and a further two fifths (**44%**) see funerals becoming more informal in the future.

But how are funerals changing? Clearly a burial or a cremation needs to take place when a person dies. Yet what happens either side of this can be uniquely tailored and personalised to fit individual demands. The question is, do we as stiff upper lipped Brits feel able to break the norm when it comes to funerals

and arrange less formal goodbyes, exactly as we would say, a birthday or a wedding?

It is known that in many cases, having a traditional service as part of a cremation or a burial can help bereaved people come to terms with and understand their grief. But does the service need to follow the rules built by tradition?

In this most in-depth look at the ways we say goodbye, Co-op, the largest national funeral director, explores the current and future trends across funerals. Based on insight from its funeral directors from over 500,000 funerals conducted in the last five years and the views of 4,000 British adults via YouGov<sup>1</sup>.



# Are we saying goodbye to the traditional religious funeral service?

According to three quarters (**77%**) of Co-op's funeral directors, requests for funerals to take place outside of traditional religious settings have increased in the last five years. A further tenth (**11%**) said they expect that they will in the future.

Furthermore, Co-op's employees have seen an increase in families requesting that celebrants conduct funerals, as opposed to religious leaders and, in some instances, families are even choosing to lead funerals themselves.

## Humanists UK Head of Ceremonies Isabel Russo commented:

*"Our humanist funeral celebrants conduct thousands of non-religious funerals every year in England and Wales. With an increasing non-religious population, these ceremonies will continue to grow as more people look to honour their loved ones with a deeply personalised ceremony that is authentic to the individual who has died."*

When looking at what's to come in the future, half (**51%**) of people think more funerals will take place outside of traditional religious settings.

Supporting this expectation from people, according to Co-op's insight, requests for traditional elements of funerals including limousines and pallbearers are declining.

In the last five years, requests for traditional pallbearers to carry coffins has dropped from

**91%** in 2014  
to just  
**20%** in 2019

In the last five years, the use of pallbearers to carry coffins has dropped by four fifths (**78%**). Requests to arrange obituaries have declined by over a third (**37%**) and asks for traditional limousines have declined by a sixth (**16%**).



Are we saying goodbye to the traditional religious funeral service? *Continued*

When asked what British adults would want for their own funerals, over a third (**36%**) said they'd prefer for their loved ones to have a get-together to celebrate their life, as opposed to a full funeral service.

Also supporting the thought that the traditional service is on its way out, a fifth (**21%**) of people said they believe that the wake will actually become more important than the funeral service.

In response to this growing consumer demand, last year Co-op launched a direct to cremation-style funeral, 'Cremation Without Ceremony'. Put on the map by the late David Bowie, this unconventional funeral option has had an unprecedented uptake. Now, **one in every 25** funerals arranged by Co-op are direct cremations, making the funeral provider market leader in this space.

Whilst currently the most affordable choice from Co-op, insight from the business shows that those choosing direct cremations are not always basing their decision on cost. Instead of covering the cost of a traditional funeral service, people are increasingly choosing to put those funds towards a separate celebratory-style get-together with friends and family – something that half (**48%**) of people said they'd want to do in memory of a late loved one.

**36%**  
said they'd prefer for their loved ones to have a get-together to celebrate their life



# From leopard print coffins to steam train arrivals: memories to last a lifetime

When it comes to personalising a funeral, over four fifths (**86%**) of Co-op's funeral directors agree that people are now more open to unique and personalised aspects than they were five years ago. Therefore the move away from traditional send-offs to more tailored tributes is more apparent now than ever before.

Three quarters (**74%**) of Co-op's funeral directors said they've had requests for personalised, unique floral tributes to be included within a service. Two thirds (**64%**) have been asked to arrange a personalised coffin, with examples including rainbow colours, football team crests and leopard print.

And individual touches don't stop there. Co-op's employees have arranged some particularly quirky themed funerals at the request of families. A sixth (**15%**) have been asked to arrange a super-hero themed funeral, whilst a third (**31%**) have tailored entire ceremonies around a deceased's hobby, from football to ballroom dancing and everything in between.

**74%**  
of Co-op's funeral directors have had requests for personalised, unique floral tributes

**64%**  
of Co-op's funeral directors have been asked to arrange a personalised coffin



# From tractors, to trailers to tandem bicycles

## Fifth of UK adults want to drive out in unique style

It's evident that driving out in style is important to the nation. Requests for alternative hearses have risen by a fifth (**21%**) in the last three years. In response to this, Co-op has added two unique hearses to its fleet - one multi-coloured rainbow hearse, the second a floral hearse scattered with poppies.

Revealing an expected increase in personalisation of hearses in the future, half (**48%**) of funeral directors have been asked to source a unique vehicle for a funeral.

When asking the experts what they think has led to this shift towards more unique funerals, the majority explained that people feel more able to act on their loved ones, personal wishes, than they would have previously.

However, a number of funeral directors commented that families often look into having personal and more unique elements to funerals but later change their minds due to concerns about what others will think, given that what they're planning isn't the 'norm'.



### Ten most unique hearses as seen by Co-op

- 1 Only Fools and Horses Hearse
- 2 Canal Boat
- 3 Milk Float
- 4 Converted Steam Train
- 5 Lorry
- 6 Tractor and Trailer
- 7 Quad Bike
- 8 Motorcycle Hearse
- 9 Tandem Bicycle
- 10 Horse and Carriage



# A zoo, a bus and a teepee

Final destination choices for British adults

Whilst three quarters (**77%**) of Co-op's employees have had requests for funerals to take place outside of traditional religious settings, two fifths (**43%**) of people say they didn't know it was even possible to have a funeral at another location.

According to Co-op's funeral directors, many have had requests to conduct funerals in a deceased's back garden, whilst others have led funeral processions onto a golf course.

Some of the most unique funeral destination requests Co-op's funeral directors have ever had include a zoo, a cattle auction house and a teepee.



## Top 10 most unique requests for all or part of a funeral to take place are:

- 1 At a zoo
- 2 On a bus
- 3 McDonald's Drive Thru
- 4 Beside a snooker table, with the deceased's coffin resting on top
- 5 Next to the 18th hole on a golf course
- 6 Inside a café
- 7 Cattle auction house
- 8 Sports clubs including Kettering Town FC, Glossop Cricket Club and Notts County FC
- 9 Next to a busy bypass
- 10 In a teepee



A zoo, a bus and a tee-pee. *Continued*

When given the option, a fifth (**19%**) of people said they'd like their funeral to take place in the countryside. A sixth (**15%**) would choose their favourite beauty spot and a seventh (**14%**) would want their funeral on a beach.



of adults would like their funeral to take place in the countryside



**14%**

of adults would want their funeral on a beach

## TOP 10 DESTINATIONS FOR BRITS' FUNERALS

- 1 **19%** want theirs in the countryside
- 2 **15%** would choose a favourite beauty spot
- 3 **14%** would consider a beach
- 4 **11%** would want theirs by a lake
- 5 **10%** would have it at their house
- 6 **10%** would want it by a river
- 7 **9%** would opt for a mountain
- 8 **8%** would choose their own garden
- 9 **7%** would head out to sea for it
- 10 **3%** would choose a football ground



## The pawfect send-off

As a nation of animal lovers, perhaps it's no surprise that three fifths (**57%**) of Co-op's employees have had requests for pets to be present at funerals. Whether that be leading a funeral procession, attending a funeral along with other mourners, or joining the wake. Furthermore, a fifth (**21%**) of Co-op's funeral directors have had requests to arrange a pet-themed funeral.

**A** further fifth (**19%**) of Co-op's employees said they expect to receive more requests for pets to be present at funerals in the future.

And it doesn't 'paws' there, the leading funeral provider's employees reported many requests for pets' ashes to be placed inside coffins alongside deceased.

Further highlighting our love as a nation for animals, one in ten (**10%**) people said they would consider sponsoring an animal in memory of a late loved one.



**57%**  
of funeral directors  
have had pets  
at funerals

# Funeral fashions

The future is bright

Today's funeral now has an average of 50 guests in attendance and when it comes to what they wear, it's clear that anything goes.

Over four fifths (**84%**) of Co-op's funeral directors have reported an increasing shift in families asking mourners to wear brighter colours at services.

In the last 12 months, nine out of ten of Co-op's employees (**87%**) have conducted funerals where mourners wore bright colours, and over four fifths (**85%**) have arranged funerals where guests wore the deceased's favourite hue.

Almost three quarters (**70%**) have had requests for mourners to wear whatever they want, whilst half (**48%**) have known mourners to dress in jeans and tracksuits in the last 12 months.

When adults were asked what they would want mourners to wear when their time comes, a fifth (**19%**) said they'd want guests to wear really bright colours and a further two fifths (**41%**) predicted that more people will wear brighter colours at funerals in the future.

\*According to Co-op's funeral directors and arrangers

## FUNERAL FASHIONS IN THE LAST 12 MONTHS\*



# Coffin keepsakes

When it comes to our final resting place, it's clear from the research that for those Brits who have made some or all of their wishes known, what sits beside them is important. A fifth (22%) of people have already made decisions about what they want inside their coffin.

Some of the most unique and perhaps unusual items Co-op's funeral directors have been asked to place inside coffins are as follows:

- 1 Chinese takeaway
- 2 A false leg
- 3 A mobile phone
- 4 Wizard of Oz costume
- 5 A violin
- 6 A pair of clown shoes
- 7 A set of skis
- 8 Argos catalogue
- 9 Guitar
- 10 Pork pie
- 11 A scone, cream and jam
- 12 Toffee Crisp
- 13 Broomstick
- 14 An autographed tennis ball
- 15 Dustpan and brush
- 16 Playing cards
- 17 Fishing rod
- 18 Half a bar of chocolate
- 19 A wedding dress
- 20 A Russian doll



Coffin keepsakes. *Continued*

*"I once conducted a funeral for a very keen fisherman. The gentleman was dressed in his full fishing gear, including his deerstalker hat and waders, and we placed his fishing rod within his wicker coffin."*

**- Kenny Mclachlan, Co-op Funeral Director**

When people were asked what they would want inside their coffin, half (**49%**) opted for photographs, a quarter (**27%**) a teddy bear and a fifth (**22%**) jewellery.

Furthermore, British humour rings true as a sixth (**15%**) of people anticipate a great escape, opting for torches and mobile phones within their coffins. Others wanted an alarm button.



**49%**

of adults opted for photographs inside their coffin



#### ITEMS BRITS WANT INSIDE THEIR COFFINS:

- Half (**49%**) would choose photographs
- A quarter (**27%**) want a teddy bear
- A fifth (**22%**) want jewellery
- Almost a fifth (**17%**) want letters
- Over a tenth (**13%**) would want a book
- A tenth (**12%**) would choose a bottle of their favourite tippie
- A tenth (**9%**) want a mobile phone within their reach
- A tenth (**8%**) would want their glasses
- Whilst **6%** would want a torch close by



# Floral farewells

Quarter of Brits would choose a personalised floral tribute

A replica of a lorry, a 3D lion and a butterfly are among the most unique of Co-op's floral funeral arrangements.

Floral tributes are among the many ways people are choosing to personalise their send offs. When asked about the floral arrangements at their own funerals, a quarter (**24%**) of Brits said they would want a personalised floral tribute. Marking this growing trend, Co-op has identified the most unique floral arrangements requested by families.

## Top 10 most unique floral tributes

- 1 A 3D lion
- 2 A floral replica of a family's lorry
- 3 A butterfly
- 4 A dartboard
- 5 A 3D handbag
- 6 A Newcastle football shirt
- 7 A tribute formed around a vinyl record
- 8 A packet of Werther's Original
- 9 A vegetable patch
- 10 A floral arrangement incorporating a carpenter's saw



When it comes to our own floral farewells, favourite sports teams, artistic hobbies and pets are popular tributes, according to UK adults



## Top floral tribute themes for the future

- 1 Me/my name
- 2 My family
- 3 My pet(s)
- 4 My favourite sports team
- 5 Artistic hobby e.g. knitting, painting
- 6 My religious belief
- 7 My career/work life
- 8 Favourite animal other than a pet
- 9 Musical instrument
- 10 Favourite food



Floral farewells. *Continued*

Furthermore, when it comes to the most popular flowers people are choosing for funerals, roses are most in demand, followed by lilies, carnations and sunflowers.

**Jane Collingbourne, Florist at the Co-op, commented:**

*"Flowers and funerals have always gone hand in hand. I've worked as a florist for funerals at Co-op for 19 years and have seen an increasing number of clients requesting floral arrangements that represent something unique to them or to their loved one.*

*"We've had all sorts of requests over the years - 3D arrangements, a smiley face emoji made of flowers and we've even created a floral tribute around a vinyl. Choosing something personalised is a really simple way of adding a special touch to the funeral which usually adds a bit of colour to the service and a smile to loved ones' faces."*

TOP 10 MOST POPULAR FUNERAL FLOWERS:

- |   |           |    |        |
|---|-----------|----|--------|
| 1 | Rose      | 6  | Orchid |
| 2 | Lily      | 7  | Tulip  |
| 3 | Carnation | 8  | Poppy  |
| 4 | Sunflower | 9  | Peony  |
| 5 | Daffodil  | 10 | Daisy  |



# My Way or the Highway

## #FuneralMusic

Two thirds (**62%**) of UK adults say they've been to a funeral where the deceased's favourite music was played and two fifths (**42%**) say they want their favourite songs to be played at their own funerals.

**A**ware that funeral music is important to the nation and can be a trigger for starting a conversation about funeral wishes, Co-op recently announced its 2019 #FuneralMusic chart. The hot list, which first launched in 2002, saw Frank Sinatra's 'My Way' top of the funeral pops, followed by Andrea Bocelli and Eva Cassidy.

Revealing a shift in music at final farewells, for the first time ever, no traditional hymns made the cut. 'The Lord is my Shepherd' and 'Abide with me', previously strong contenders in the funeral chart, were pushed out as Westlife and Ed Sheeran made their debuts. Further illustrating that some traditions are not set to last, Co-op has seen requests for organists to play at funeral services decrease by a third (**33%**) in the last five years.

Research from the Co-op reveals a trend in more people keeping music in the family, as a third (**32%**) of people say they would consider asking a relative to do the honour of performing.

When it comes to music genres, pop proves to be the most popular, with a quarter (**25%**) of UK adults

revealing they would want such music at their funeral. A further fifth (**19%**) would opt for rock, whilst a fifth (**20%**) would choose classical for their final farewell.

### Sinitta, singer and TV personality, commented:

*"Music at funerals is such a personal choice and it's interesting to see that whilst some classics such as 'My Way' are here to stay, there's also a good mix of new music making its way into the chart.*

*"When it comes to my funeral, I'd choose the prayers, readings and create my own track list, so my children wouldn't have to worry about it. I'd have 'Shout To The Lord' and 'Always' by Stevie Wonder. 'Always' would be a love letter to my children, friends and family, telling them I'll continue to love them and leave them with my love."*



42%

of UK adults want their favourite song to be played at their own funeral

# Burial or cremation?

Half of people yet to give their funeral any thought

When it comes to our own final goodbyes, whilst half (49%) of people have given their funeral some thought, almost half (45%) of people haven't done anything by way of sharing their wishes with anyone. Less than a tenth (7%) have put their wishes in a funeral plan, while a fifth (21%) are yet to decide if they'd like to be buried or cremated.

For two fifths (40%) of people, ensuring their funeral is a celebration of life as opposed to a sombre affair is something they're clear on.

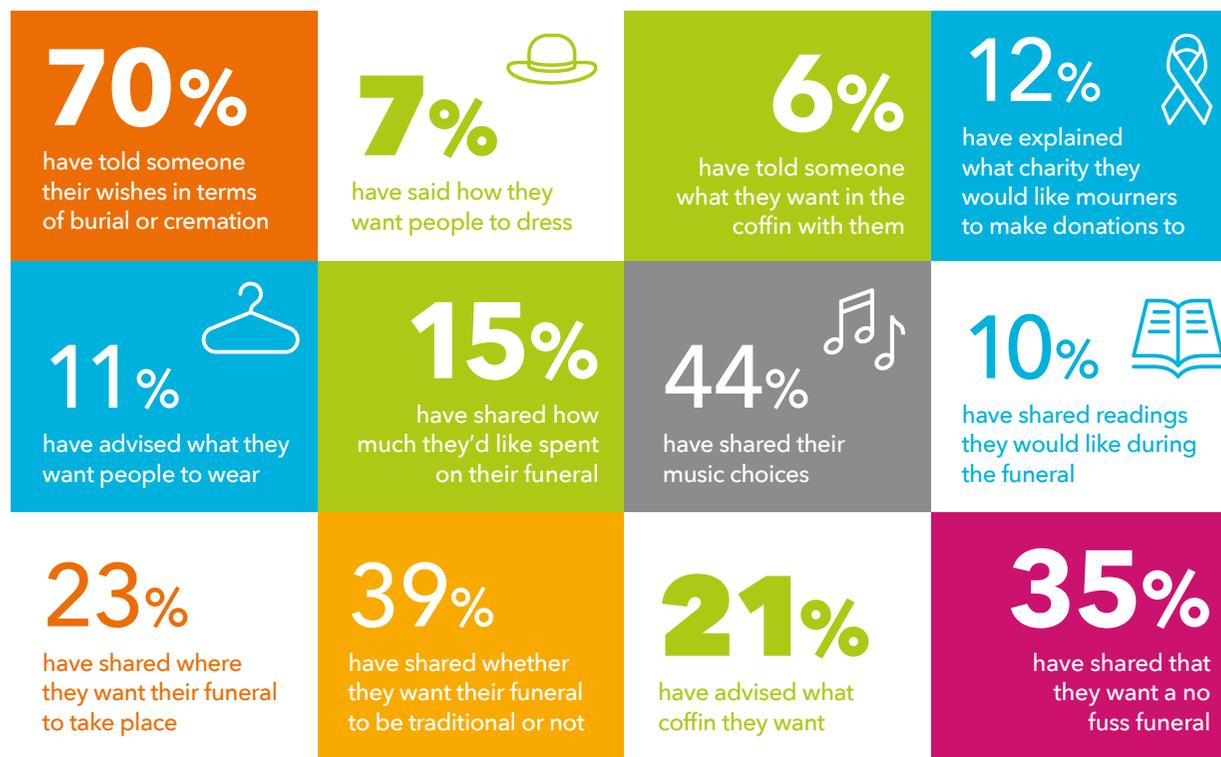
Of those people who have either put a funeral plan in place or told their loved ones about all or some of their wishes, the most sharable decisions are whether they want to be buried or cremated, what music they want played and whether they want their funeral to be traditional or not.

Other decisions that Brits are choosing to share with loved ones include who they don't want at their funeral, what people should wear and what they'd like in the coffin with them.

*"As scary as it may seem to talk about death and our end of life wishes, it's infinitely preferable to leaving our loved ones wondering if they made the right decisions. Discussing even little things, like what song you'd like to be played at your funeral or whether you'd want to be buried or cremated, can go a long way in preventing turmoil felt by family and friends."*

- Julia Samuel, author of *Grief Works*

## MOST SHARABLE FUNERAL CHOICES ACCORDING TO THE NATION



# Silence is deadly

Biggest Ever Survey barometer

One year ago Co-op launched its Biggest Ever Survey into death, dying and bereavement. It was the first time national attitudes towards death had been looked at on such a large scale.

At that time, **18 million** people said they were uncomfortable talking about death. Latest research reveals that in the last year, this has decreased to **16.5 million**. Whilst there's still a long way to go in getting the nation more comfortable opening up about death, it's encouraging to see that more of us are perhaps willing to talk about the inevitable with others.

Whilst so many UK adults don't feel able to share such important wishes, a quarter (**26%**) say they now know exactly what they want when it comes to their own funeral. One year ago, just a fifth (**22%**) said the same, again revealing that whilst there's still room for improvement, as a nation we're moving in the right direction. With this in mind, to encourage more people to share wishes with a loved one, Co-op is launching #MyFuneralWish - a hashtag to encourage people to share their funeral wishes publicly.

**Samantha Tyrer, Managing Director of Co-op Funeralcare, said:**

*"The funeral sector is rapidly changing. Whilst 16.5 million of us still feel uncomfortable talking about death, we're clear on what we want, and in the majority of cases, it's no longer a traditional funeral service."*

*"Our funerals represent the unique life an individual has lived. More so now than ever before, we're seeing requests for wonderfully personalised ceremonies, whether that be on the 18th hole of a golf club, or having a pet dog present on the day. The choices are endless and so it's absolutely crucial that people make their wishes known to ensure they're not missed."*



**16.5 million**  
people are uncomfortable  
talking about death

# No fuss eco-friendly funerals on the up

It seems what's popular in funerals has changed in the last 12 months. A third (**33%**) of people said that when it comes to their own send off, they don't want any fuss, compared to just a quarter (**27%**) who felt the same in 2018.

Furthermore, almost a fifth (**18%**) of people say they want an eco-friendly funeral, compared to just a sixth (**15%**) who said the same one year ago.

Biodegradable coffins are on the up. Here are Co-op's top 5 range of eco-friendly coffins:

- **Bamboo coffin** - bio-degradable coffin manufactured by hand using woven bamboo
- **Banana leaf coffin** - 100% natural and bio-degradable, the banana leaves are removed from the banana plant after fruiting and woven into a rope
- **Cardboard coffin** - made from bio-degradable cardboard, from at least 70% post-consumer waste, sourced from British mills
- **Grey woollen coffin** - hand-made and assembled in Yorkshire using 100% Pure New British Wool supported on a strong recycled cardboard frame
- **Picture coffin** - manufactured using bio-degradable materials, with images printed on to paper which is bonded on to the coffin

The research also reveals an increasing number of people now wanting a non-religious service. Over a quarter (**27%**) stating this versus just less than a quarter (**24%**) in 2018.

**David Collingwood, Director of Funerals commented:**

*"Letting people know they don't want any fuss at their funeral is a top priority when it comes to sharing wishes for so many people. We're seeing this become a reality as one in 25 of the funerals we do are direct to cremation. A sixth (16%) of the funerals we do are simple funerals, making it the second most popular choice for the families we look after."*



# From tradition to technology

## Death in a digital age

As the traditional funeral is seen to be on its way out, it's perhaps no surprise that the use of technology is on its way in.

With the majority of people now having access to a smartphone, Co-op has started to explore the use of technology when it comes to arranging a funeral.

From an online funeral arrangement form, to chatbots enabling people to ask questions about funeral choices, Co-op is exploring changes in how people plan and arrange final farewells.

Co-op's funeral directors say technology is increasingly being used within funerals.

When asked what people think about the role of technology in funerals, a tenth (**11%**) said they would create a Facebook or other memorial page in a loved

one's memory. Almost a tenth (**7%**) said they had actually been to a funeral where video content was shown and some even cited that the service they attended was streamed online.

In terms of predictions for the future, a third (**30%**) said they expect social media to play a bigger role in the funeral service in the future, whether that be the invites, sharing photos from the day or posting condolences online.

Furthermore, a fifth (**20%**) said in the next 10 years, they expect that more funerals will be live and over a tenth (**13%**) think more people will take selfies at funerals.



**Raegan Drew, Funeral Director said:**

*"Over the last few years, we've started to see a trend of more families taking to social media to share the news that a loved one has passed, as well as when and where their funeral will be taking place. As social platforms become more popular, traditional ways of letting people know about a person's death are dying out. In the last five years we've seen requests for obituaries decline by **37%**."*

**59%**

of Co-op's employees have supported families with the live streaming of a funeral

whilst;

**26%**

have known mourners to post on social media from the funeral itself.



**43%**

of funeral directors have conducted funerals where video footage was part of the service

and a further;

**58%**

have helped families take a recording of a funeral.



# Ashes to ashes, fireworks to tattoos...

For decades, ashes have been held in beautiful urns and placed on top of mantelpieces or scattered across local beauty spots.

But according to Co-op's funeral directors, these traditions are by no means set to last. Employees at the largest funeral provider have recalled some of the most unique ways families have paid tribute to their loved ones, from creating a tattoo, taking them to a baseball ground in the USA and scattering ashes during a skydive. Here's some of the most unique ways we as a nation have commemorated our loved ones.



## TOP 10 MOST UNIQUE ASHES TRIBUTES:

- 1 Inside the furnace of a steam train
- 2 Putting them inside a firework
- 3 Creating a tattoo
- 4 Scattering during a skydive
- 5 Sent up over the sea inside a balloon
- 6 Putting them in a model aeroplane
- 7 Taking them around the world
- 8 Putting them inside a car so they can always travel with them
- 9 Keeping them inside a rucksack so they could be carried everywhere
- 10 Scattering at a USA baseball ground



Ashes to ashes, fireworks to tattoos. *Continued*

It's evident that reaching a decision about what to do with a loved one's ashes isn't always easy. One in ten (**9%**) people who have arranged a cremation say they cannot decide what to do with their loved one's ashes. Of those who did make a decision, one in ten (**11%**) are unsure that they made the right one.

Perhaps unaware of the art of the possible when it comes to ashes, almost a third (**28%**) of people buried their loved one's ashes in a crematorium, a fifth (**19%**) scattered them in a crematorium and almost a fifth (**17%**) scattered them on a landmark or beauty spot.

**But how do we make that final decision?**

- Over a third (**36%**) went with what they felt was right
- A third (**32%**) did what their loved one asked them to
- A tenth (**9%**) haven't decided what to do with them
- A tenth (**9%**) went with what they thought was tradition
- **4%** took advice from the funeral home
- **2%** copied what a friend or family had done previously

**MOST COMMON THINGS PEOPLE HAVE DONE WITH LOVED ONES ASHES**



Ashes to ashes, fireworks to tattoos. *Continued*

Co-op's business data shows a rapidly increasing trend of more people making less traditional choices when it comes to ashes. From 2017 to 2018, the number of families choosing to convert their loved one's ashes into jewellery including cufflinks, earrings, pendants and signet rings increased by a fifth (**21%**).

**David Collingwood, Co-op's Director of Funerals said:**

*"Unless a conversation prior to a death has been had, knowing what to do with a person's ashes can be an extremely difficult decision for someone to have to make. We've known families hold on to ashes for years because they simply cannot decide what to do with them. Unfortunately this can make the grieving process and coming to terms with a loss even more difficult and, in some cases, can even cause rifts between family members."*

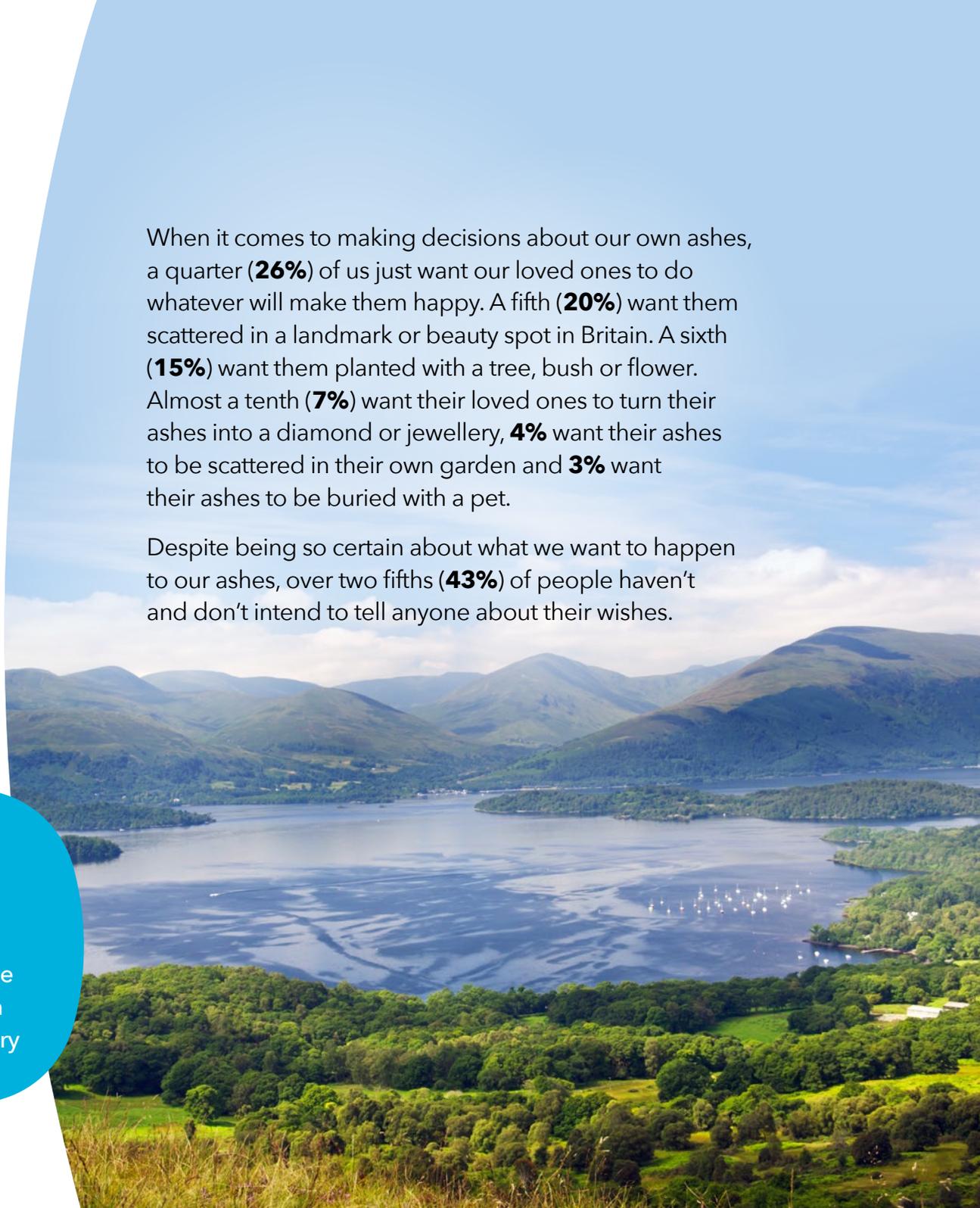


21%

increase in people  
choosing to turn  
ashes into jewellery

When it comes to making decisions about our own ashes, a quarter (**26%**) of us just want our loved ones to do whatever will make them happy. A fifth (**20%**) want them scattered in a landmark or beauty spot in Britain. A sixth (**15%**) want them planted with a tree, bush or flower. Almost a tenth (**7%**) want their loved ones to turn their ashes into a diamond or jewellery, **4%** want their ashes to be scattered in their own garden and **3%** want their ashes to be buried with a pet.

Despite being so certain about what we want to happen to our ashes, over two fifths (**43%**) of people haven't and don't intend to tell anyone about their wishes.



# Notes to Editors

Case studies of families willing to discuss the unique choices they have made for a loved one's funeral are available.

ISDN line is also available for broadcast interviews with funeral directors.

**For more information contact:**

**Emily Penkett:** [Emily.Penkett@coop.co.uk](mailto:Emily.Penkett@coop.co.uk) / 07738 621201

**Sarah Pyatt:** [Sarah.Pyatt@coop.co.uk](mailto:Sarah.Pyatt@coop.co.uk) / 07850 002312

**Claire Newmarch:** [Claire.Newmarch@coop.co.uk](mailto:Claire.Newmarch@coop.co.uk) / 07808 609944

**Catherine Turner:** [Catherine.Turner@coop.co.uk](mailto:Catherine.Turner@coop.co.uk) / 07834 090783

 @coopukpress

 @coopukpress

<sup>1</sup> Co-op is the UK's largest national funeral provider, with over 1,000 funeral homes, conducting 100,000 funerals annually. This report is compiled of Co-op's own business data from 2014 to date<sup>1</sup> and insight from Co-op's funeral arrangers and directors between June and July 2019.<sup>2</sup> In addition, Co-op worked with YouGov in July 2019 to conduct research among 4,186 British adults between 9th and 11th July 2019. The survey was carried out online. These figures have been weighted and are representative of all GB adults aged 18+ and a re-run of questions from the Co-op's Biggest Ever Survey by YouGov among 2,000 UK adults.



