

A third of Britons have had a near death experience

A new study conducted by a UK provider of funeral plans has revealed that 31% of Britons have had a near death experience, with the most common incident of this nature voted as a near-miss traffic collision. This was voted ahead of 'following surgery' and actually being 'involved in a traffic collision' in the top five most common circumstances resulting in a near death experience. Furthermore, 70% of those who'd had a near death experience stated that it had made them re-evaluate their life.

New research from Perfect Choice Funeral Plans has revealed that almost a third of Britons have had a near death experience. A near-miss traffic collision was voted as the most common circumstance for a near death experience and was joined in the top five by 'severe illness' and 'during childbirth'. The study also revealed that of the 70% who had re-evaluated their life following their near death experience, the majority had sought to change their job.

The team at www.perfectchoicefunerals.com polled 2,458 British adults during the study, all aged 18 or over, with an even number of male and female respondents. The study was conducted as part of ongoing research into the British public's attitudes towards death and the impact of near death experiences on the lives of those who have experienced them.

Initially, all participants were asked whether they had ever had a near death experience (including any near misses that could have had fatal outcome), to which 31% stated that they had. These respondents were then asked to detail the circumstances in which the near death experience had taken place. Respondents were able to select all answers that they felt were applicable (if they'd had more than one), which revealed the below top five:

- 1) Near-miss road collision – 52%
- 2) Following surgery – 45%
- 3) Involved in a road collision – 36%
- 4) Following a severe illness – 28%
- 5) During childbirth – 16%

The survey then asked all those who'd had a near death experience whether it had made them re-evaluate any aspects of their life, to which 70% stated that it had. These respondents were then asked which aspects they had re-evaluated following their near death experience and were able to select all answers that they felt were applicable. The majority (47%) stated that they had looked to change their job, 41% had re-evaluated their financial situation and 38% had re-evaluated their relationship. 25% said that they had thought more about travelling following a near death experience and 19% said that it had prompted them to think about their arrangements for the future.



Finally, when questioned on their attitude to risk, 42% of the relevant respondents actually said that they felt more of a risk-taker than before their near death experience. 34% felt less of a risk-taker and the remaining 24% were unsure either way.

Michael Liddle from Neville Funeral Service Ltd, a local independent funeral director based in Beds, Herts and Bucks who offers Perfect Choice funeral pre-payment plans said: "When we are faced with difficult circumstances, it can often prompt us to think differently about the ways in which we conduct our lives and none more so than a near death experience. When a situation like this occurs, it can help those who experience them to appreciate things that perhaps they took for granted before and offer an alternate view on life, which has come through in these results.

What these results also show is just how fragile life can be and how quickly it can be taken away, so we encourage everyone to bear this in mind in a positive light to appreciate all that life offers us and the opportunities we have to make sure our loved ones are taken care of should the worst happen – this could be in the form of Wills, savings/investments or pre-arranged funeral plans.

More and more people are choosing to put funeral plans in place in advance which can be a huge relief for their family as they provide both practical and financial help in difficult times – we encourage our families to consider options before it's too late even if this is as simple as specifying whether they want to be cremated or buried."

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About Perfect Choice Funeral Plans

Perfect Choice Funeral Plans are provided by NAFD Services Limited which was set-up by the National Association of Funeral Directors (NAFD) whose member firms carry out over 80% of all funerals in the UK. NAFD Services Limited is a founding member of the Funeral Planning Authority, the official body that oversees the operation of companies offering funeral plans.

Perfect Choice Funeral Plan funds are held securely in a guaranteed whole of life assurance policy. For maximum security NAFD Services only works with UK-based life assurance companies that are authorised by the Prudential Regulation Authority (PRA) and regulated by the PRA and Financial Conduct Authority. A key difference with Perfect Choice Funeral Plans is that the pre-payment monies cannot be used for anything other than the client's funeral for total peace of mind.

