

## Perfect Choice Funeral Plans

### £1,275 Void in Perceived Funeral Costs when compared with Average Funeral Cost

*A new study conducted by a provider of funeral plans in the UK has revealed a substantial gap of £1,275 between the actual average funeral costs compared to the expectations of funeral expenses according to Britons who have not yet had to organise one.*

New research from a UK provider of funeral plans has unveiled that the average funeral cost is over a thousand pounds more than what the average Briton would expect, prior to having to organise one. The survey found a gap of £1,275 between the average actual cost of funerals, as estimated by members of the public who have organised a funeral before, and the expected cost of members of the public who have never had to manage finances for a funeral. It was also revealed that Britons expect the coffin to be the biggest expense, whereas in reality it usually works out that the burial or cremation costs are the most expensive.

The study, conducted by [www.perfectchoicefunerals.com](http://www.perfectchoicefunerals.com), polled 1,793 British adults, all of whom were aged 18 or over. Participants were questioned about their experiences of funerals as part of ongoing research into planning trends across the UK.

Initially, all participants were asked "Have you been involved in the organisation and financial management of a funeral?" to which 61% of respondents said that they had. The survey then asked this group of respondents to state how much the total cost of the funeral was. The average answer was revealed as £3,175.

In order to compare this against perceived funeral costs, all respondents who had not been involved in organising a funeral were asked to state how much they believed the total cost of a funeral might be. The team at Perfect Choice calculated an average figure of £1,900, revealing a difference of £1,275 between the expectations and the actual cost.

To understand the results further, the survey then asked all respondents who had not been involved in planning a funeral to provide details on what they believed was the biggest expense. Respondents were able to select all answers they felt were applicable, which revealed the below top 5:

- 1) Coffin – 54%
- 2) Wake – 46%
- 3) Burial/Cremation – 32%
- 4) Care of the deceased – 25%
- 5) Hearse/Limo hire – 18%

In contrast, the survey then asked all respondents who had organised a funeral to state which element had actually been the most expensive when organising a funeral. The majority (59%) stated that the burial/cremation had cost the most, 35% stated that the cost of the service was the most expensive element and 25% stated that the coffin had cost the most.



Finally, the survey asked all respondents who had been involved in planning a funeral whether the costs had been taken care of prior to the passing of the deceased, either via a plan or in savings set aside. 35% said that there had been no plans in place or savings set aside to cover the funeral expenses.

Michael Liddle from Neville Funeral Service, a local independent funeral director based in Beds, Herts and Bucks said: "It is interesting to see just how much actual funeral costs differ to the people's perceptions. We know that these costs come at the worst time, when very few people are in the mood to sit down with a calculator; because of this, our aim is to educate people about these costs and the various options that are available to suit differing budgets and circumstances. We would encourage everyone to consider forward planning so that financial provision is in place for when the time comes."

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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.

