

Revealed: The Most Shocking Celebrity Deaths of the Last Five Years

A new study conducted by a UK funeral plan provider has revealed the ten most shocking celebrity deaths of the past five years. Paul Walker from the Fast and Furious films was voted by Britons as the most shocking, followed by other iconic celebrities such as Whitney Houston, Robin Williams and Amy Winehouse.

New research from a UK provider of funeral plans has revealed that the death of Paul Walker has been voted as the most shocking celebrity death of the past 5 years. Whitney Houston and Robin Williams followed closely behind, with the British public most affected by deaths of celebrities which 'came out of nowhere'.

The study, conducted by Perfect Choice Funeral Plans, polled 2,872 British adults, all of whom were aged 18 or over, with an even gender split. The survey was conducted as part of research into the British public's attitudes towards death and the effect of celebrity culture.

Initially, all participants were asked 'Has there been any celebrity deaths within the past 5 years that have affected you e.g. made you feel upset, shocked or distressed?' 84% of respondents revealed that there had been, compared to only 16% of respondents who said that they had not been affected by any celebrity deaths.

Following on from this, respondents were presented with a list of celebrities who have passed away within the past five years and were asked to select all those that they had been shocked or affected by. Researchers compiled the results to reveal the top ten most shocking celebrity deaths as:

- 1) Paul Walker – 61%
- 2) Whitney Houston – 55%
- 3) Robin Williams – 52%
- 4) Amy Winehouse – 51%
- 5) Cory Monteith – 44%
- 6) Peaches Geldof – 39%
- 7) Phillip Seymour Hoffman – 37%
- 8) Ryan Dunn – 34%
- 9) James Gandolfini – 24%
- 10) Phillip Hughes – 23%

In order to understand more about respondents' reactions, the survey then asked all relevant respondents to disclose what made them most affected by a celebrity death. Results were revealed as follows:

1. The death came out of nowhere – 34%
2. They were my favourite celebrity – 29%
3. I admired their work – 26%
4. Their death was of an upsetting nature – 22%
5. I felt for their families – 19%



Following on from this, respondents were asked to reveal how they had heard the news of shocking celebrity deaths. A majority of respondents (63%) said that they found out on 'social media', whilst 25% said they found out via an 'official news outlet'. 8% said that they found out from a 'family member' or 'friend'.

Next, respondents were asked to disclose to identify any changes they had experienced when watching or listening to the celebrity's following their death. A majority of respondents (54%) stated that they 'appreciated it more', while only 7% said they 'liked their work less' after their death. The remaining respondents (39%) said their experiences were 'unchanged' by the news.

Michael Liddle from Neville Funeral Service Ltd, a local independent funeral director based in Beds, Herts and Bucks said: "There have been some really shocking celebrity deaths recently and a lot of us have been affected, extending well beyond the devout fans. Many of these deaths were really tragic and unexpected, causing a real ripple around the world. Death is such a tough thing to deal with, even when it is a celebrity death. These instances often come as a surprise or mirror our own worries or experiences, so it's completely understandable that we feel a sense of loss when we hear the news."

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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.

