

The Rise of the Pet Funeral: Half of Animal Owners Hold Funerals for Deceased Pets

A new poll by a provider of funeral plans in the UK has unveiled that 51% of animal owners have held a funeral for their deceased pets, with one tenth of these arranging a formal ceremony to say their final farewells at an average cost of £105.

A poll conducted by a UK provider of funeral plans has revealed that half of British pet owners have held a funeral of some sort for their deceased animals with one tenth of this number (9%) forking out an average £105 in expenses on a more formal funeral to say farewell to their pets.

The study, conducted by www.perfectchoicefunerals.com, polled 1,608 British adults, all of whom were aged 18 or over and had owned a pet which had passed away within the past year. Participants were questioned about the steps they had taken when their pet had passed away.

Those taking part were asked “Did you have a funeral of some kind for your deceased pet(s)?” 49% said ‘no’, with the majority (67%) of these stating that they didn’t believe in commemorating the passing of an animal, whilst 16% stated that they didn’t want to distress their children by telling them that the pet had died.

The remaining 51%, who said ‘yes’, that they had held a funeral of some sort for a pet, were then asked whether the ceremony was formal or informal, with formal being described as a ceremony that had been paid for or similar (e.g. with money paid for a small gathering of friends and family). 91% stated that their ceremony had been informal, such as a short ceremony/burial in their garden. The remaining respondents (9%) stated that the ceremony had been a more formal affair.

In order to discover more about the financial implications of holding a formal ceremony for a deceased pet, the survey then asked all those who had opted for a formal ceremony to provide details on how much they had to pay in total (including any burial/cremation, ceremony, plaque or gathering costs). The average amount spent was £105.

The poll revealed that dogs were mostly likely to have a funeral held for them after their passing, followed by cats and, in third, rabbits.

Michael Liddle from Neville Funeral Service Ltd, a local independent funeral director based in Beds, Herts and Bucks said: “There are those who may find these costs extraordinary, but to many people the loss of a pet can be just as distressing as losing a family member. What we can see from the results of this survey is that Britain really is a nation of animal lovers and some are even prepared to part



with sometimes large sums of money in order to ensure that their pets are honoured in a dignified manner.”

Contact name: Louise Clarke
Role: Community and Pre-Need Manager
Contact number: 01582 499608
About Perfect Choice Funeral Plans

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.

