

The logo for the National Funeral Directors Association (NFDA), consisting of the letters 'NFDA' in white on a dark blue square background.

NFDA

The full name of the National Funeral Directors Association, stacked in three lines in white text on a light blue background.

NATIONAL
FUNERAL
DIRECTORS
ASSOCIATION

A circular inset image showing a close-up of a bouquet of yellow roses placed inside a casket. The roses are vibrant and fresh, with some buds still closed. The casket's interior is visible, showing a dark, reflective surface.

2025 NFDA Consumer Awareness & Preferences Study

April 2025

[NFDA.org](https://www.nfda.org)



EXECUTIVE SUMMARY

Demographic Differences: 2025 vs. 2024

When comparing to historical results, please note that respondents to the 2025 study were older and had lower income levels when compared to 2024 respondents.

- In 2025, a significantly larger percentage of respondents were over the age of 60 vs. 2024 (32.2% compared to 24.8%, respectively).
- In 2025, more than half of respondents (55.4%) earned less than \$50,000 per year compared to 38.5% in 2024 and 37.3% in 2023.



EXECUTIVE SUMMARY

Online Arrangements – Today’s Consumers Increasingly Shop Online

- Almost half of consumers (48.9%) visited a funeral home website when they planned a funeral or memorial service.
 - 29.2% of those made all their arrangements online, and 39.4% started the arrangement process online but followed up with a funeral director.
 - 47.9% felt the online planning process was a good experience but still needed the assistance of a funeral director.
 - 36.9% were satisfied with the experience and were able to accomplish everything they wanted online.
- 15.0% of respondents said their first interaction with the funeral home was online, 3.9% said it was through social media, and 50.1% said it was in person.
- 12.9% of respondents would prefer to make funeral prearrangements online versus speaking directly to a funeral director. However, 31.8% would prefer to make arrangements online in conjunction with planning with a funeral director.



EXECUTIVE SUMMARY

Increased Usage of Funeral Home Websites and Facebook Pages

- Almost 74% of consumers have visited a funeral home's website, primarily to:
 - Look for an obituary.
 - Look for price information.
 - Look for information about planning a funeral.
 - Look for funeral/memorial service options.
- When selecting a funeral home, more than one-third of respondents (34.8%) said an online review either solidified their decision and/or steered them toward a particular funeral home.
- Of the 88.0% of respondents who use Facebook, 21.9% visited a funeral home's Facebook page, primarily to look for an obituary.
- 40.0% of those who use Facebook said they have used the services of a funeral home they found on Facebook (up from 21.3% in 2023).



EXECUTIVE SUMMARY

Funeral Home Shopping

- More than one-third of consumers (37.4%) called/visited more than one funeral home when they planned a funeral.
- When planning a funeral, 66.9% obtained pricing information directly from the funeral home, and 20.7% obtained it by phoning the funeral home.
- 69.2% felt it was easy or very easy to obtain pricing information.
- The main reason respondents chose a particular funeral home was because of affordable price (18.4%), they had an existing relationship with a funeral director (15.8%), or its location (11.7%).

General Price List is Important and Impacts Consumer Decisions

Of the respondents who contacted more than one funeral home when planning a service:

- 52.6% received a General Price List, and 22.5% did not know/remember.
- Almost all (90.1%) felt the General Price List was helpful and easy to understand.
- 64.3% of respondents feel it should be mandatory for funeral homes to post their prices online.
- When selecting a funeral home, 44.9% stated they would be much more likely to engage the funeral home if it had a General Price List posted online.



EXECUTIVE SUMMARY

Religion is Still an Important Part of a Funeral for Most Consumers

- In 2025, almost half of respondents (44.6%) felt having a religious component as part of a funeral was very important. In addition, 60.6% of respondents identify as Christian, and 18.3% had no religious preference.
- 37.0% felt it was very important to have the body/cremated remains present at a funeral.
- 58.3% have attended a funeral at a location other than a funeral home or a place of worship.
- More than half of respondents (51.2%) attended a funeral where a non-faith leader presided over the service.
- 36.3% would consider using a celebrant.

Livestreaming Services is Still Prevalent

- Almost two-thirds of respondents (63.6%) would arrange for friends/relatives to participate in a funeral/memorial via a streaming service.



EXECUTIVE SUMMARY

Prepaying is Motivated by Guaranteeing Prices and Spending Down Estates

- When making prearrangements, 55.3% would prefer to make those arrangements by speaking directly to a funeral director, 12.9% would prefer to make prearrangements online, and 31.8% would prefer a combination of both.
- Only 11.3% have actually made prearrangements in writing with a funeral director.
- 19.4% have prearranged and prepaid for their funerals. The main reasons include:
 - So survivors won't have to pay for arrangements.
 - To guarantee the prices of products and services.
 - So survivors won't have to worry about making arrangements.



OBJECTIVES

Main Study Objectives

- Measure consumer awareness and perceptions of funerals and funeral services to help NFDA members improve the quality of service they provide to families.
- To continue tracking changes in consumer awareness and preferences since 2012.
- Learn more about consumer attitudes toward new trends in funeral service, prearranging and prepaying, as well as their awareness of NFDA initiatives.
- Whenever possible, results are compared to previous NFDA Consumer Awareness & Perceptions studies.

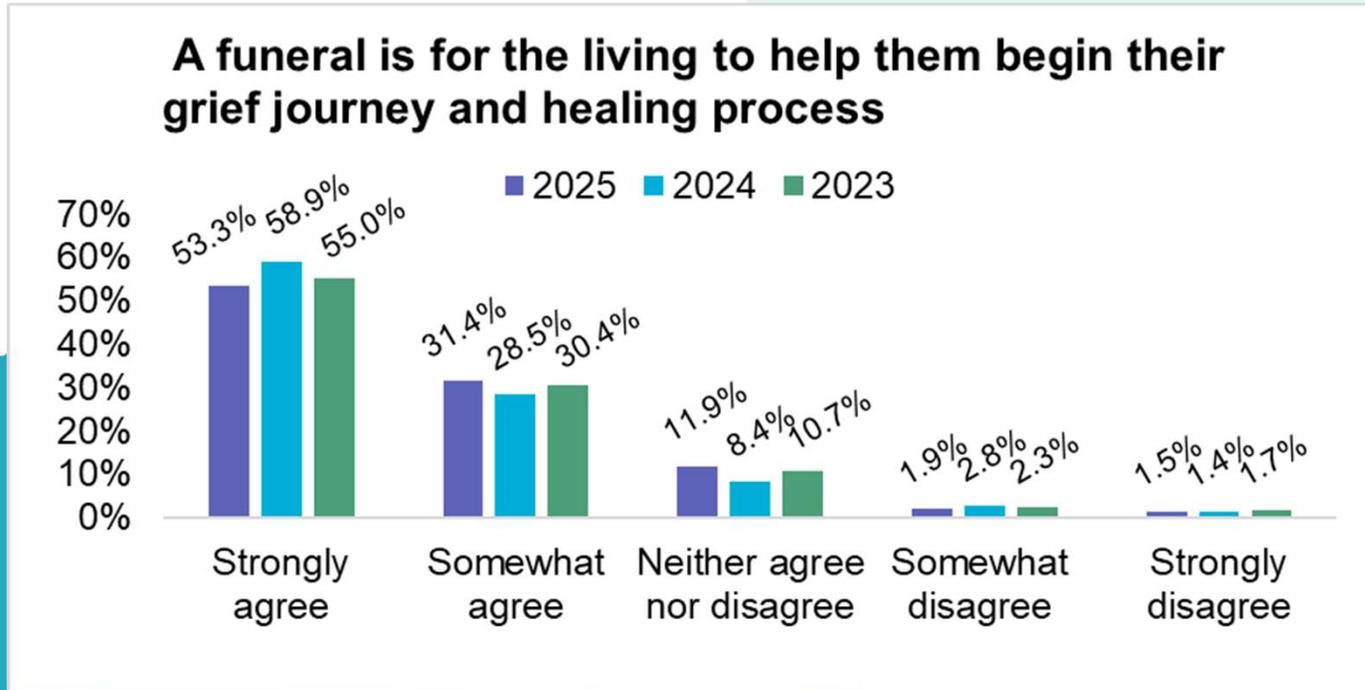


METHODOLOGY

- Study conducted March 5-10, 2025.
- Survey invitations emailed to an online consumer panel consisting of Americans, age 40 and older.
- Sampling method designed to generate a good representation of different racial/ethnic groups:
 - 816 surveys obtained from the general population (primarily White)
 - 102 from the Black/African-American population
 - 106 from the Asian population
 - 102 from the Hispanic population
- 1,126 completed surveys returned (includes other races not listed above).
- Results for all respondents projectable within a range of $\pm 2.8\%$ (with 95% confidence). Please note that consumers who participate in online panels are typically higher-than-average internet users with higher income and higher education levels.
- Average time to complete survey: 11 minutes

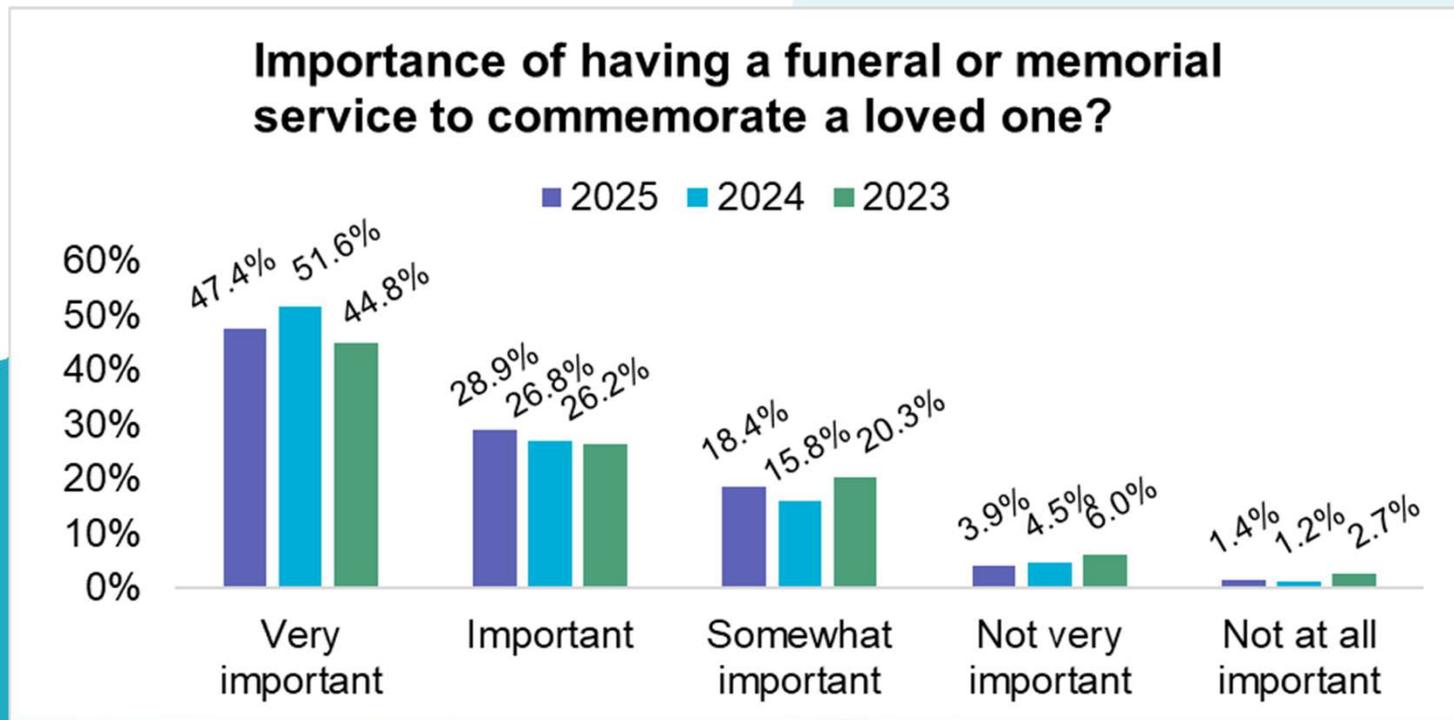
GRIEF JOURNEY

Most respondents either strongly agree (53.3%) or somewhat agree (31.4%) with the sentiment that a funeral is for the living to help them begin their grief journey and the healing process.



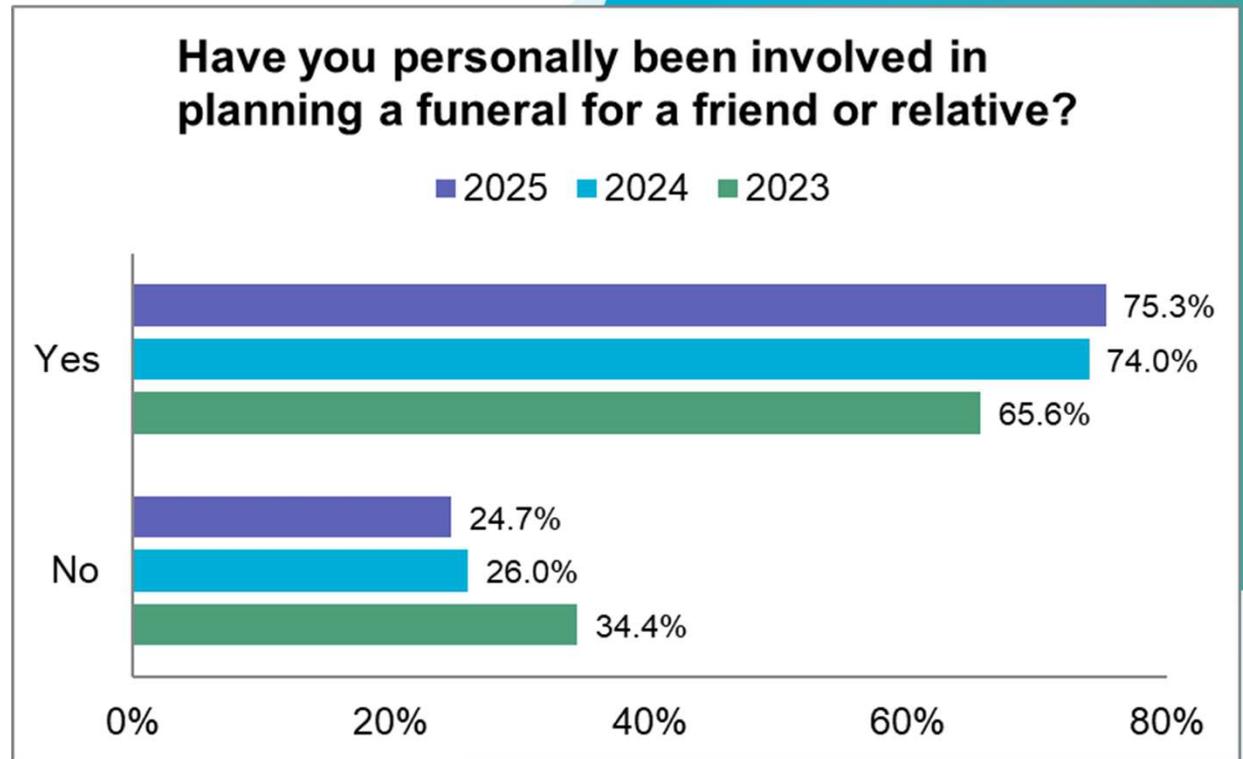
IMPORTANCE OF HAVING A FUNERAL

Three-quarters of respondents (76.3%) feel it is very important or important to have a funeral or memorial service to commemorate the life of a loved one.



FUNERAL PLANNING

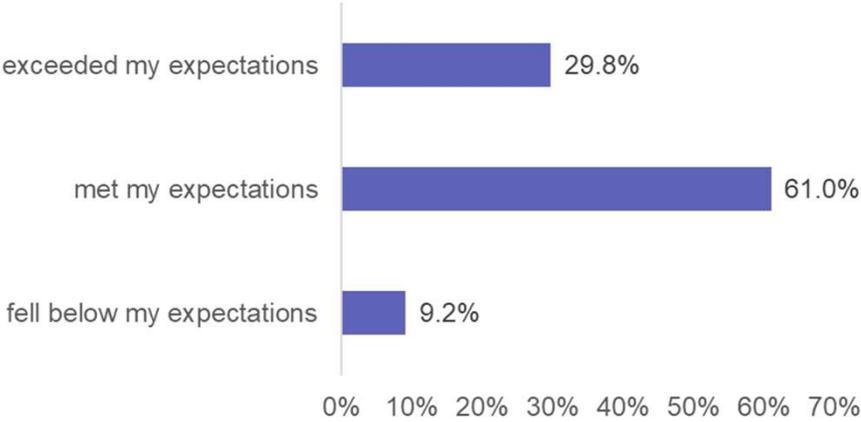
Three-quarters of respondents (75.3%) have personally been involved in planning a funeral for a friend or relative.



EXPECTATIONS

Sixty-one percent of respondents said the last service they planned with funeral staff met their expectations and almost 30% said the service exceeded their expectations.

Thinking about the last service you planned would you say the quality of service and care demonstrated by the funeral staff...



WHAT COULD HAVE BEEN BETTER?

A sampling of verbatim comments when asked: “What one thing about the last service you attended could have been better?”

A makeover so the space is welcoming instead of creepy.

It was a whirlwind but the staff I worked with were excellent; the family members who helped lacked nothing.

I can't think of anything; they were so helpful and walked us through the whole process.

Church was too long. Didn't speak about my best friend hardly at all. Just about God and religion.

I felt somewhat herded through the process. It would have been better to patiently offer options and discuss it.

I think they did a great job and everything went off without a hitch, but we were rushed a bit it felt because I know there's a timeframe we have to adhere to but a lot of people wanted to speak on my sister, and I felt bad for people who didn't get the chance to because we had to get on schedule.

I wish I had known more about the options.

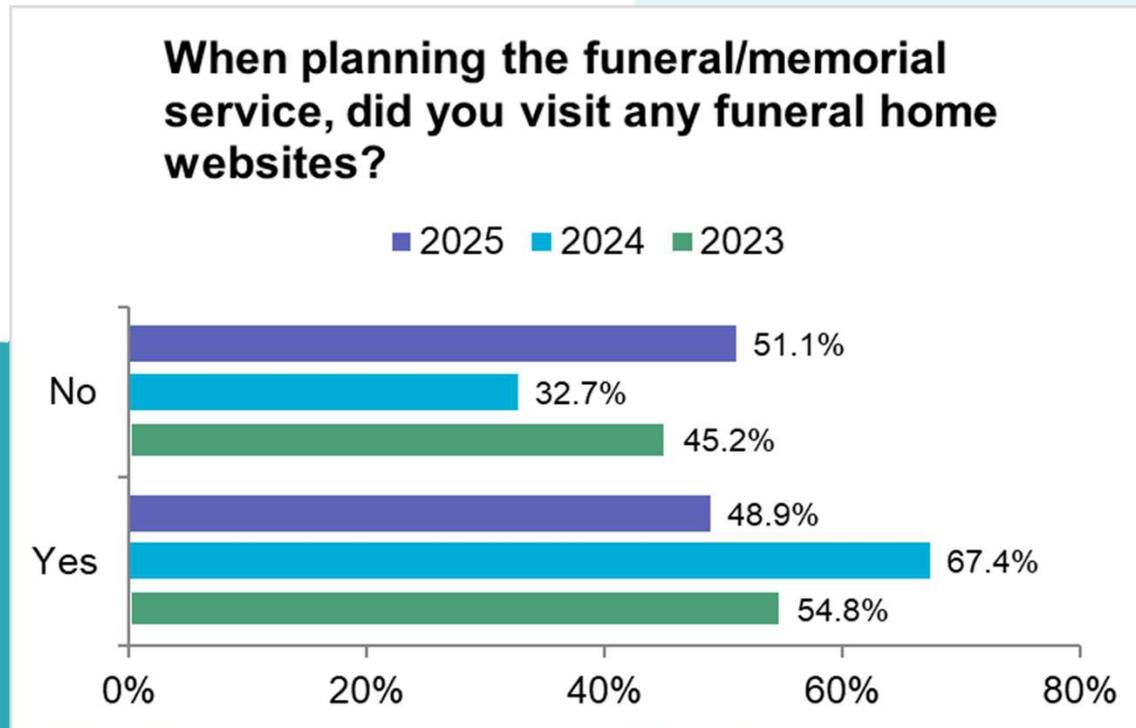
It seemed they were more involved in price than the family.

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Guidance for the family on how to share stories.

FUNERAL HOME WEBSITES

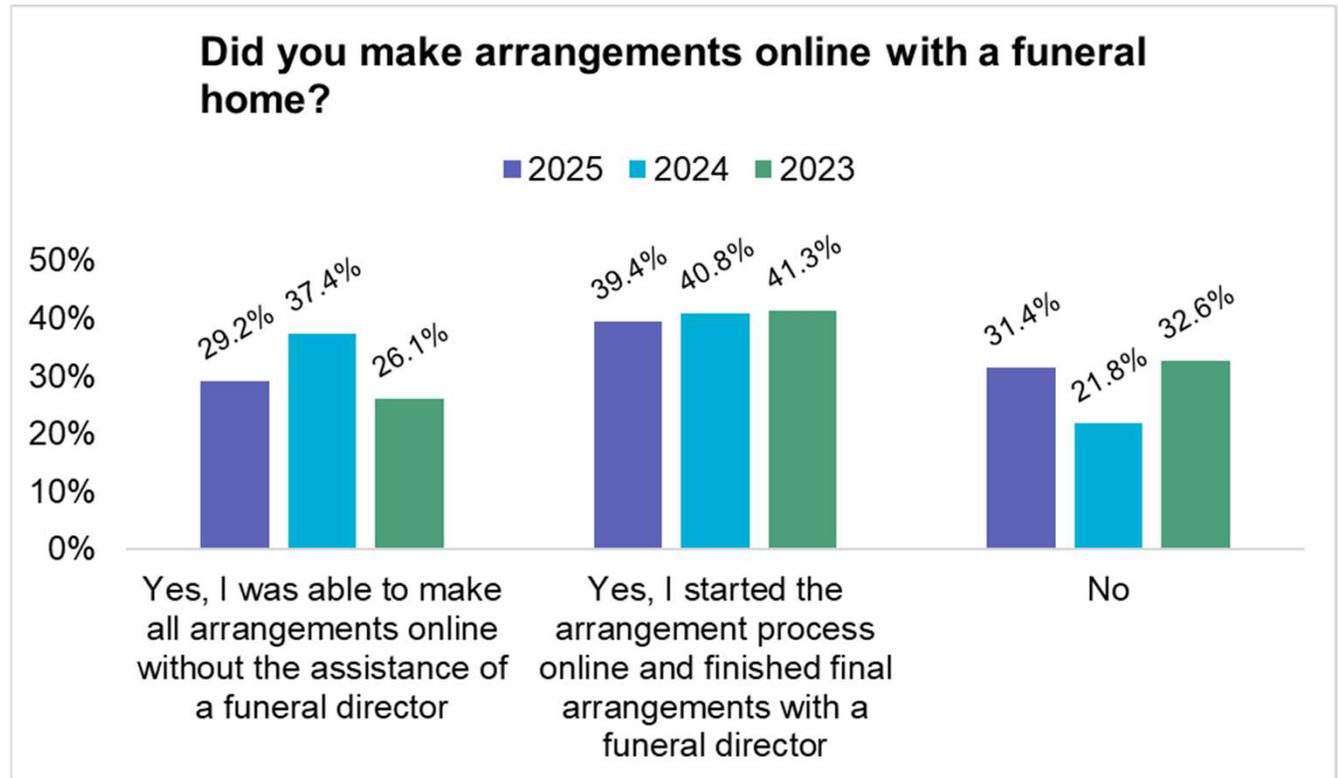
Of the 75% of respondents who have personally been involved in planning a funeral, approximately half (48.9%) have visited one or more funeral home websites when they planned the funeral or memorial service.





ONLINE ARRANGEMENTS

Of the 75% of respondents who planned a funeral, 29.2% were able to make all the arrangements online, and 39.4% were able to start the arrangement process online and finish making arrangements in person with a funeral director.

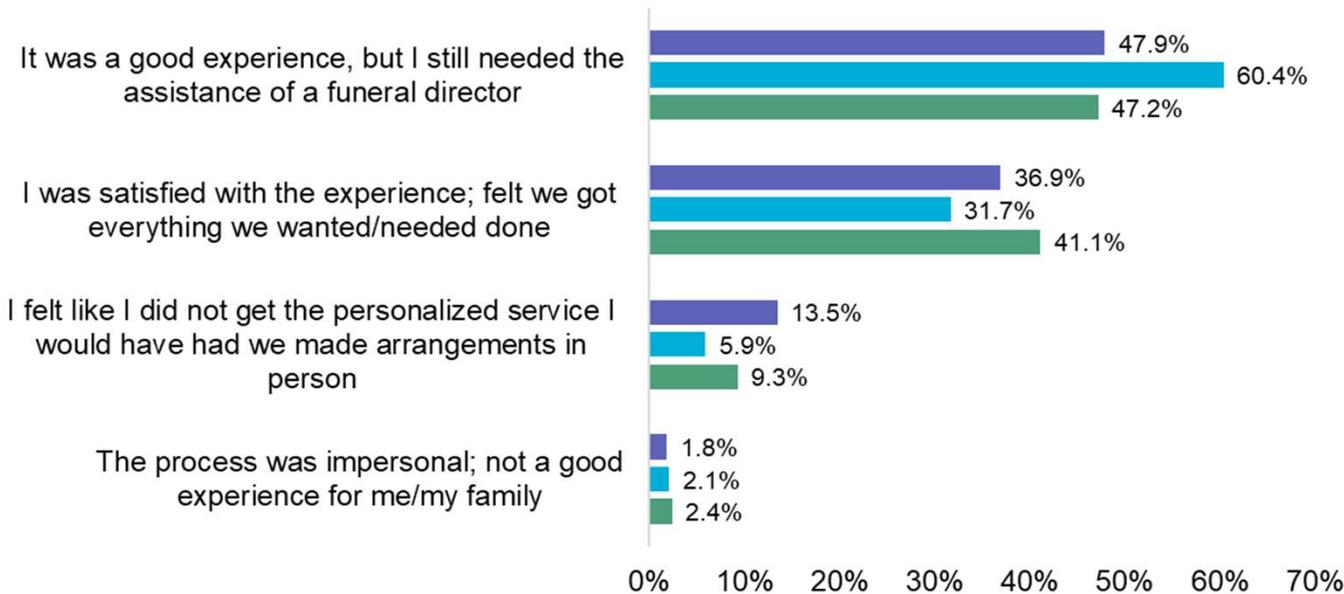




ONLINE ARRANGEMENTS

How would you best describe the process of making online arrangements?

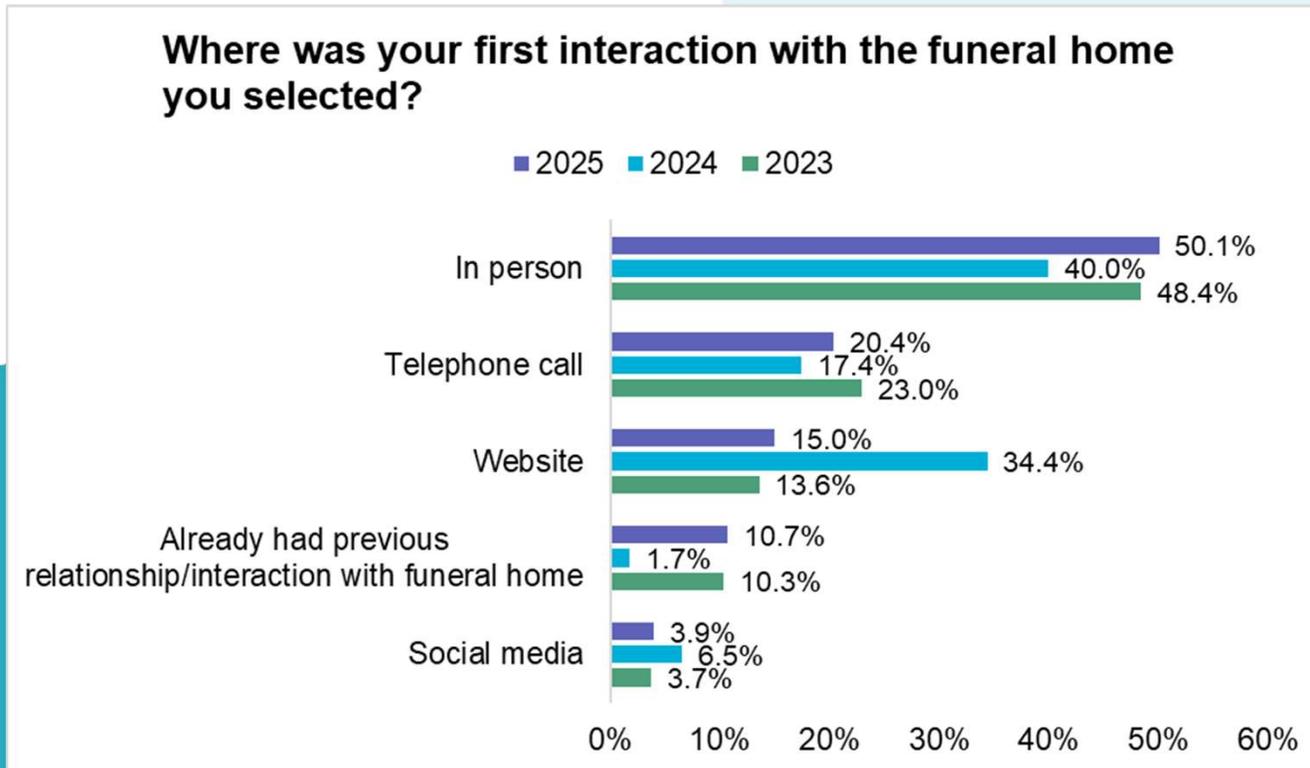
■ 2025 ■ 2024 ■ 2023



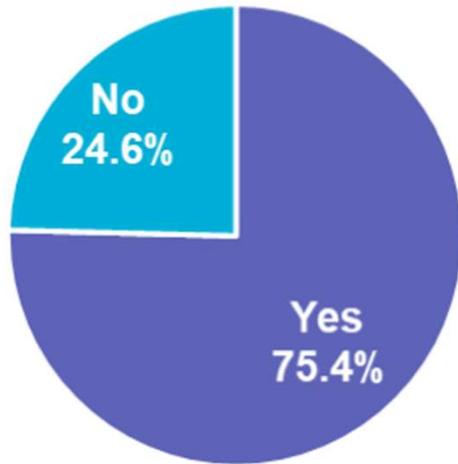
Of the respondents who made at least some of the arrangements online, almost half (47.9%) said it was a good experience but still needed the assistance of a funeral director, and 36.9% said they were satisfied with the experience and accomplished everything they wanted/needed online.

FIRST INTERACTION WITH FUNERAL HOME

Half of respondents (50.1%) first interacted with the funeral home they selected in person, followed by a telephone call, and the funeral home's website.



Did you physically visit the funeral home before making arrangements?



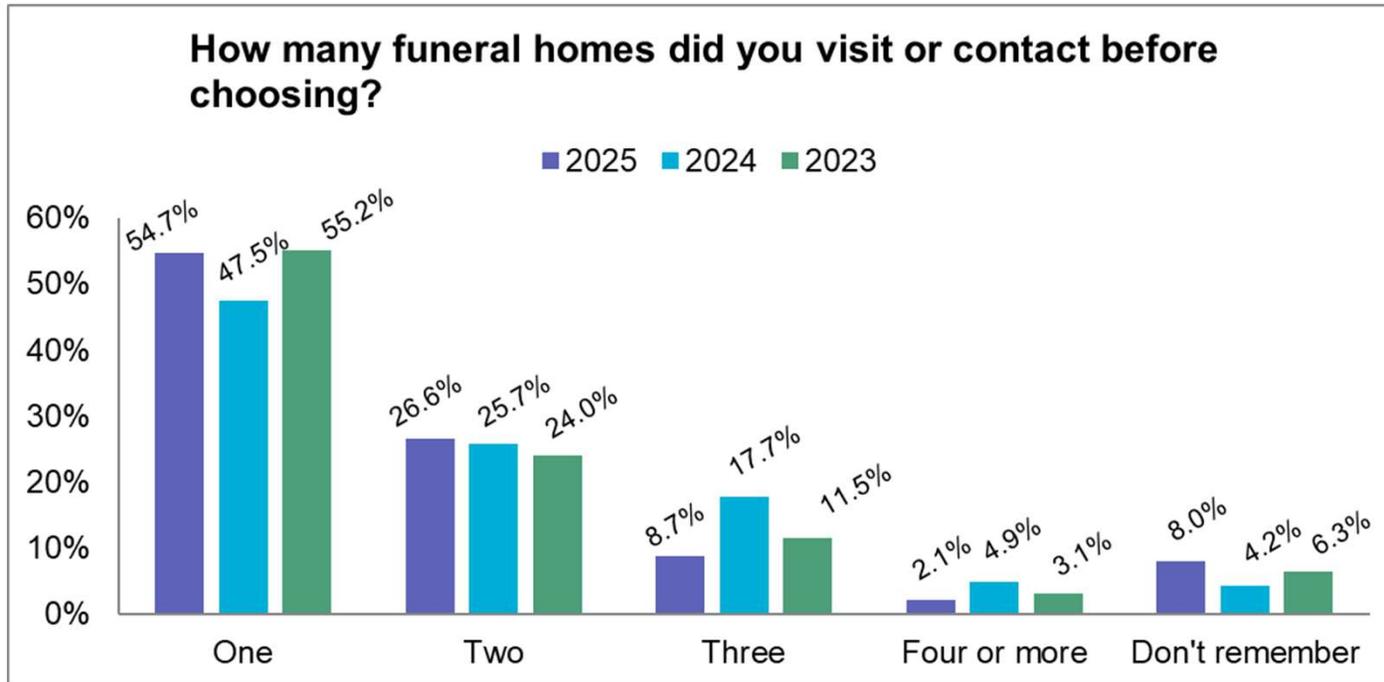
IN-PERSON VISIT

Three-quarters of respondents (75.4%) who planned a funeral physically visited the funeral home before making arrangements.



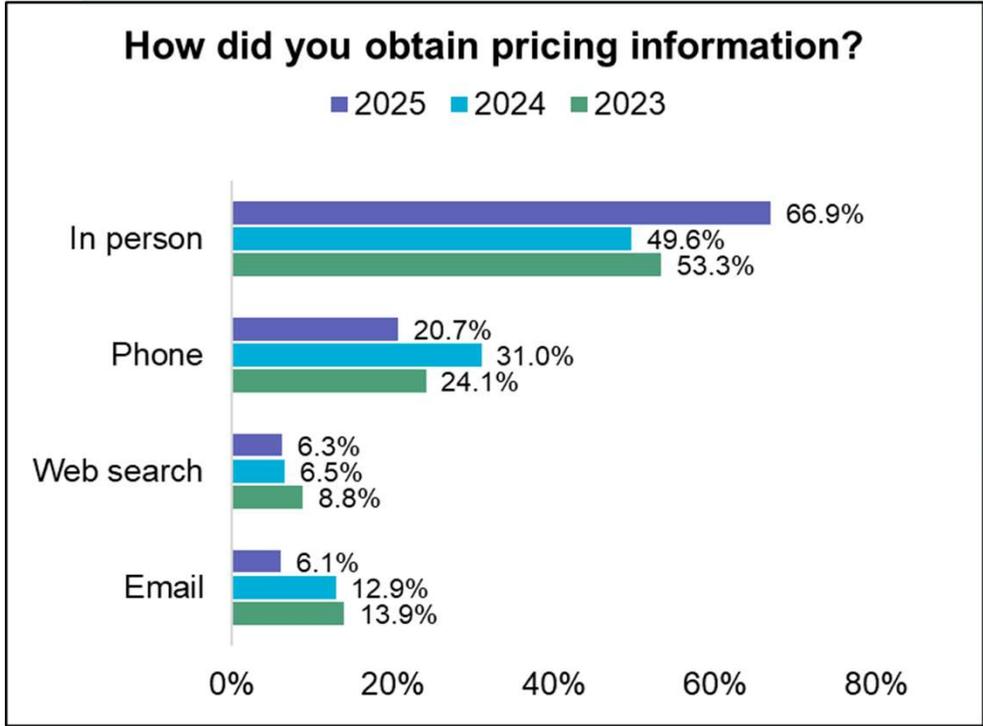
COMPARISON SHOPPING

Of the respondents who planned a funeral, more than half (54.7%) called/visited only one funeral home when they planned a funeral, and 37.4% called/visited two or more funeral homes.



PRICE SHOPPING

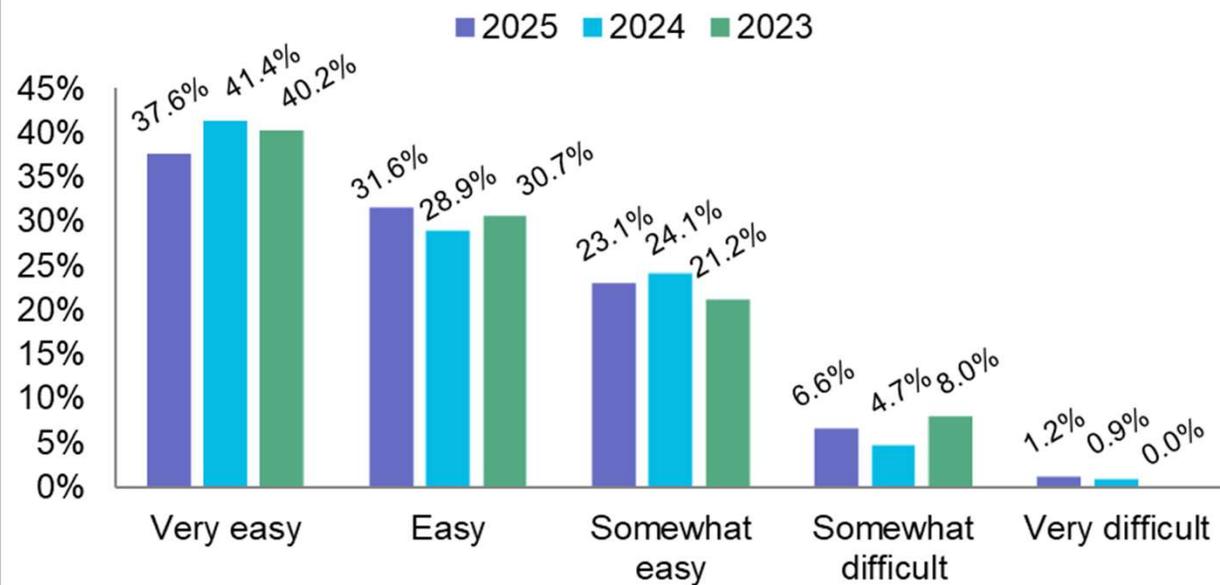
Of those who planned a funeral, 66.9% obtained pricing information in person; 20.7% obtained pricing information via the telephone; and only 6.3% obtained pricing via a web search.





PRICE SHOPPING

Ease of obtaining price information



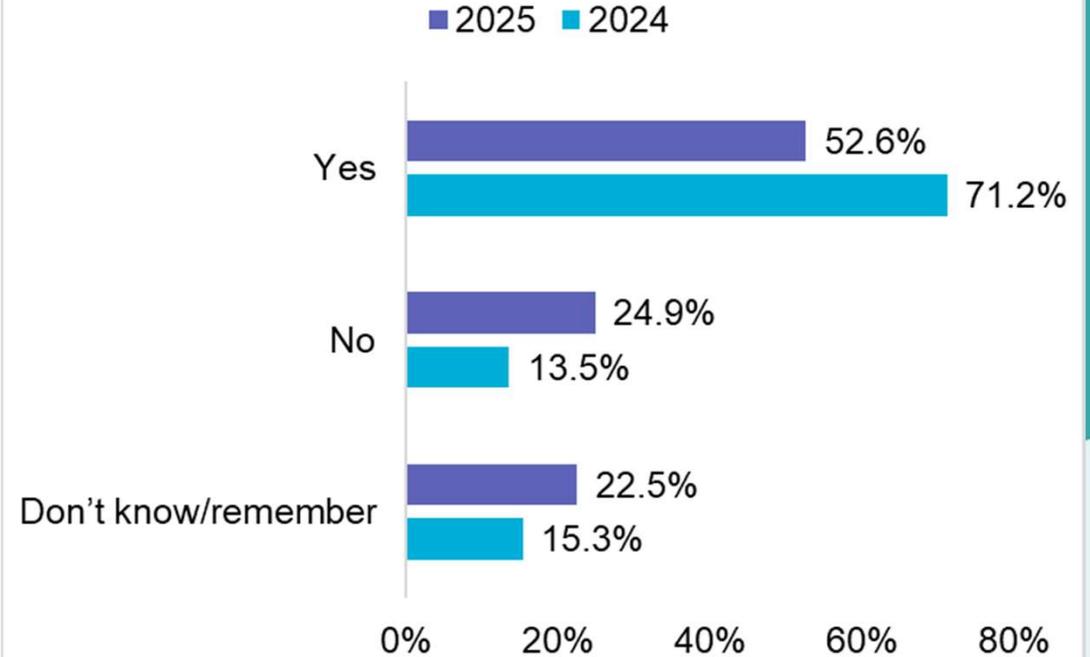
Of those who have planned a funeral, most felt it was either very easy (37.6%) or easy (31.6%) to obtain pricing information.

GENERAL PRICE LIST

Of those who planned a funeral, 52.6% said they remember receiving a General Price List, while 22.5% did not know/remember.

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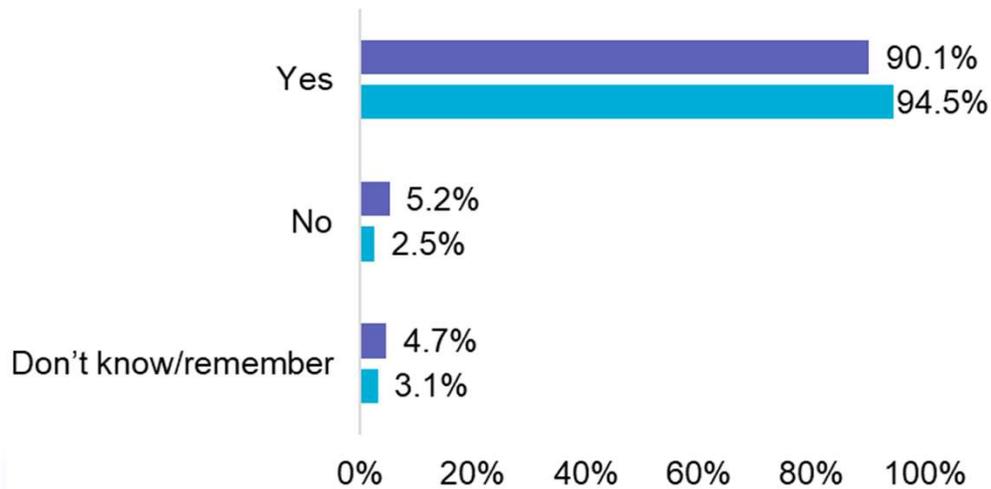
Have you ever been given a General Price List?



GENERAL PRICE LIST

Was the General Price List helpful and easy to understand?

■ 2025 ■ 2024

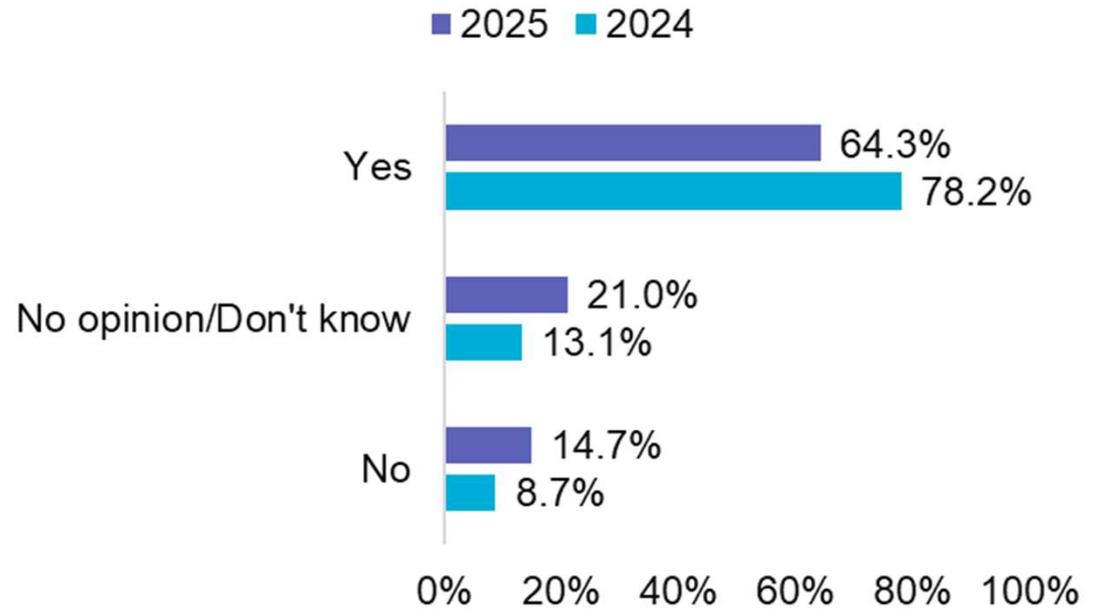


Of the respondents who planned a funeral and remember receiving a General Price List, almost all felt it was helpful and easy to understand.

GENERAL PRICE LIST

Of those who planned a funeral and received a General Price List, 64.3% felt it should be mandated for funeral homes to post prices online.

Should funeral homes be MANDATED to post prices online?

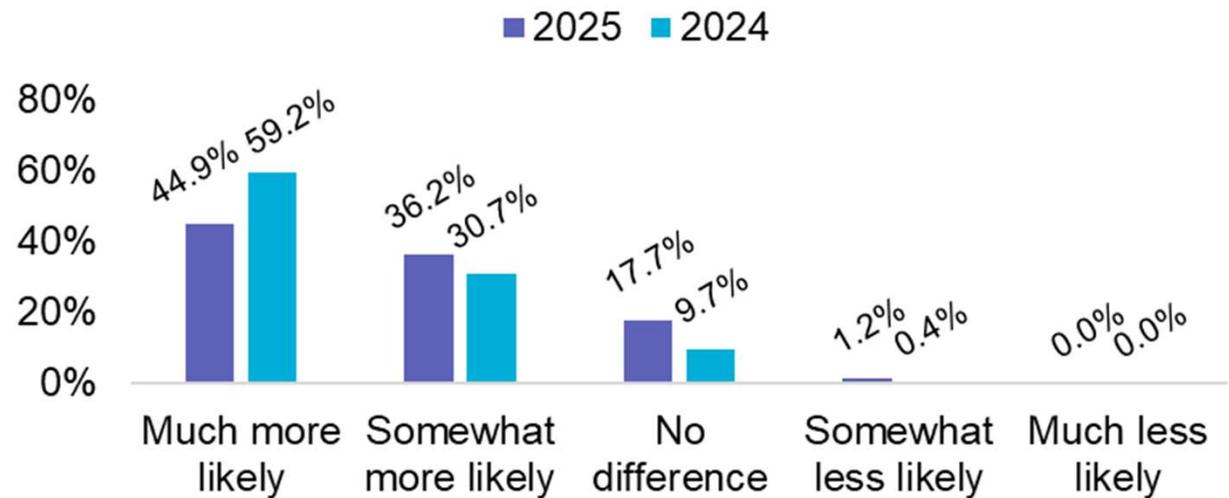


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GENERAL PRICE LIST

Of those who planned a funeral and received a General Price List, 44.9% said they would be much more likely to engage a funeral home if it had its General Price List posted online.

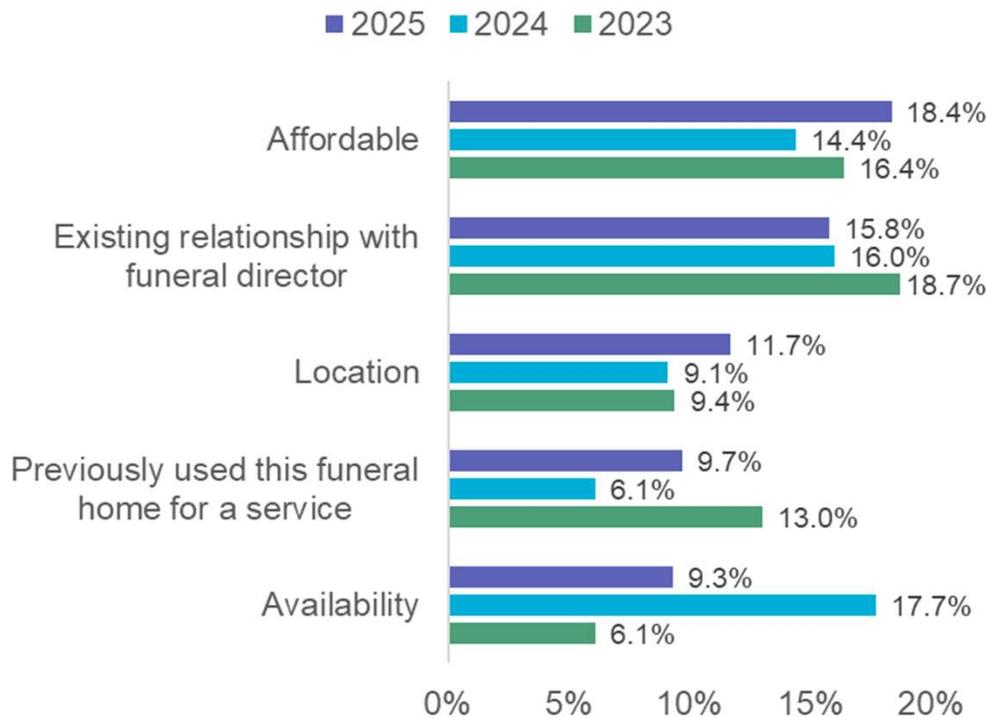
Would you be more/less likely to engage one if it had a General Price List posted online?





REASONS FOR SELECTING FUNERAL HOME

What was the main reason you chose the funeral home you did?

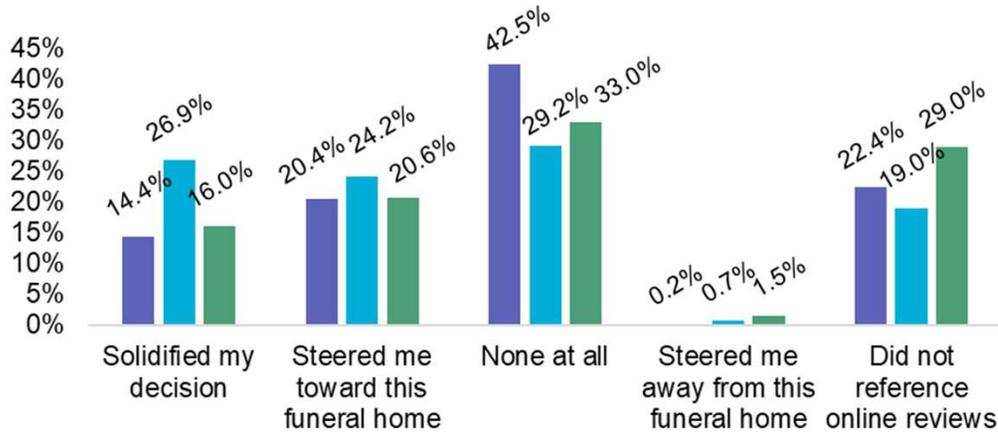


The top five reasons respondents chose a particular funeral home when they planned their last funeral include its affordable prices; they had an existing relationship with a funeral director; its location; they previously used the funeral home for a service; and its availability.

ONLINE REVIEWS

How much did an online review(s) influence your decision selecting a funeral home?

■ 2025 ■ 2024 ■ 2023

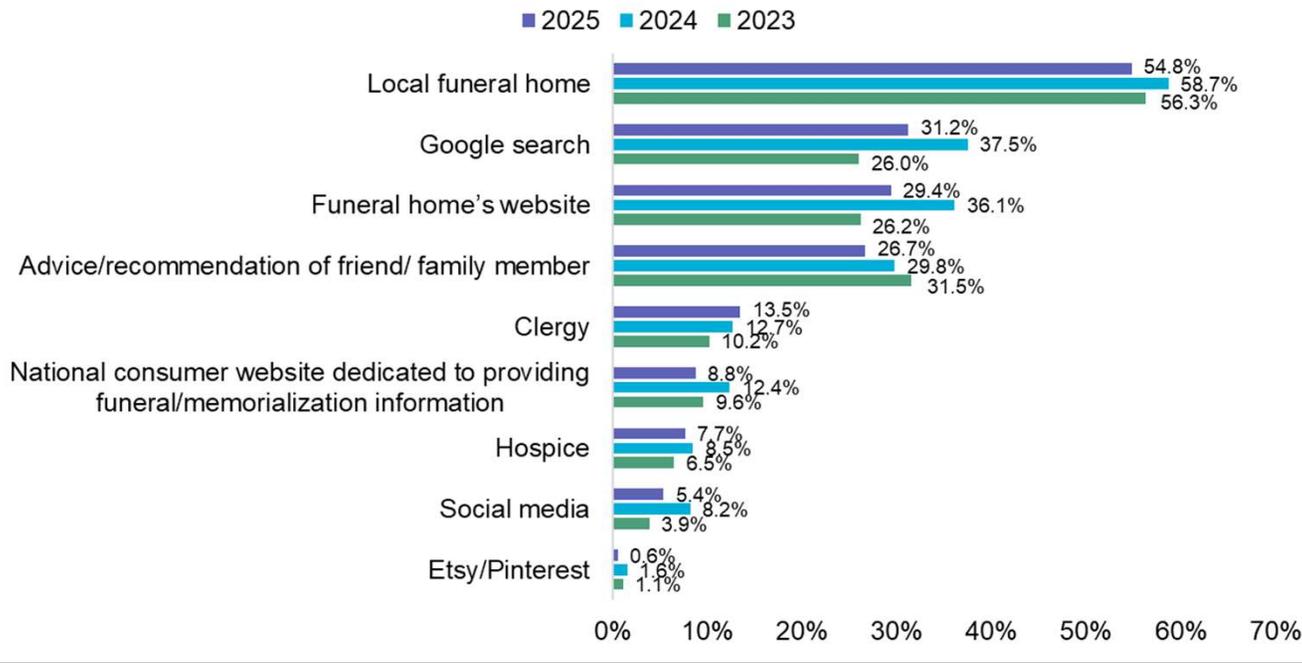


Of those who planned a funeral, 42.5% of respondents said an online review had no influence when selecting a funeral home, and 34.8% said an online review either solidified their decision when selecting a funeral home or steered them toward a funeral home.



FUNERAL INFORMATION SOURCES

If you needed to plan a funeral/memorial service, where would you most likely seek information?



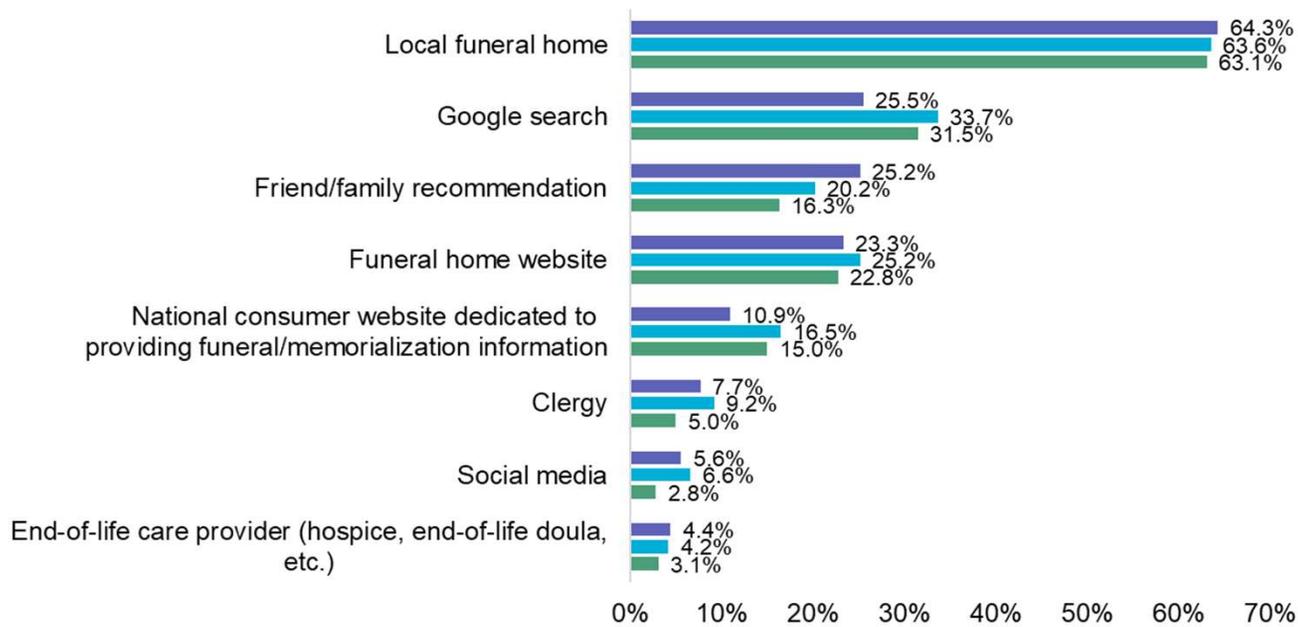
If consumers needed to plan a funeral or memorial service, most would seek advice from a local funeral home; conduct a Google search; search a funeral home's website; and/or seek the advice/recommendation of friends or family members.



PRICE INFORMATION

Where would you most likely seek price information for a funeral?

■ 2025 ■ 2024 ■ 2023

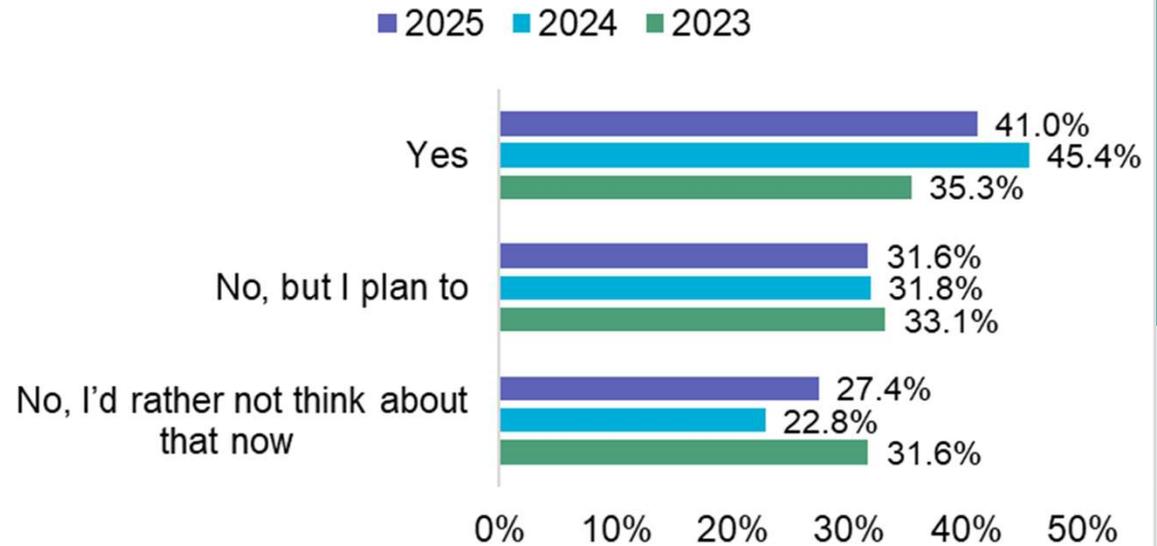


Most respondents (64.3%) said they would seek funeral price information from a local funeral home, followed by a Google search, family/friend recommendation, and/or a funeral home website.

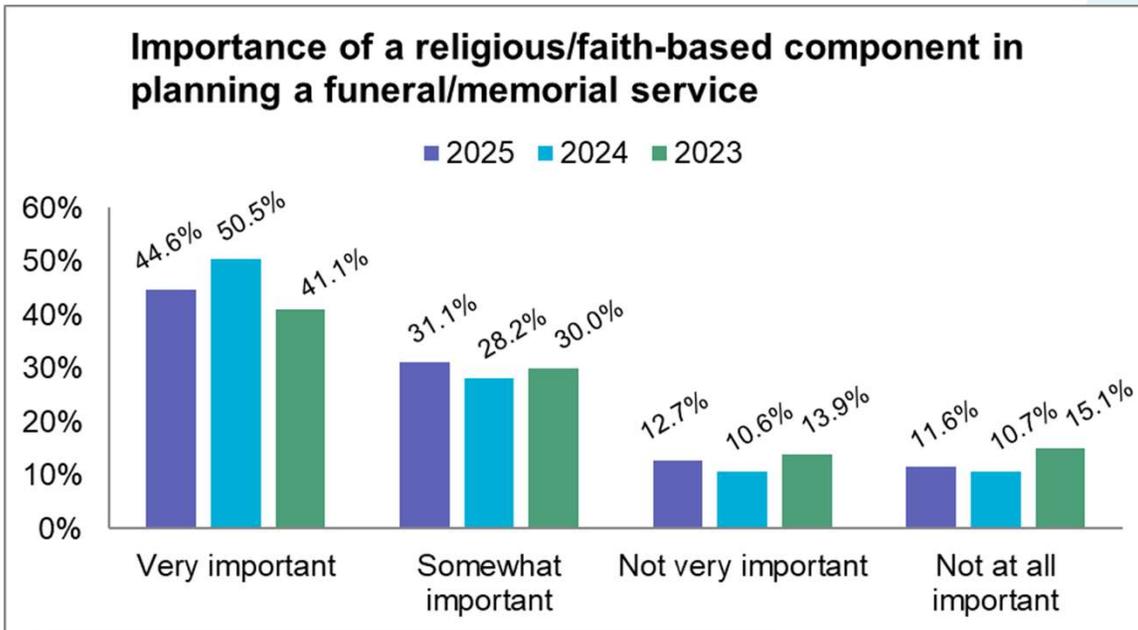
END-OF-LIFE OPTIONS

Forty-one percent of respondents have researched other end-of-life service options, 31.6% plan to, and 27.4% would rather not think about it.

Have you researched any other end-of-life service options such as senior care, assisted living, hospice/visiting nurses, or elder care legal services?



IMPORTANCE OF RELIGION

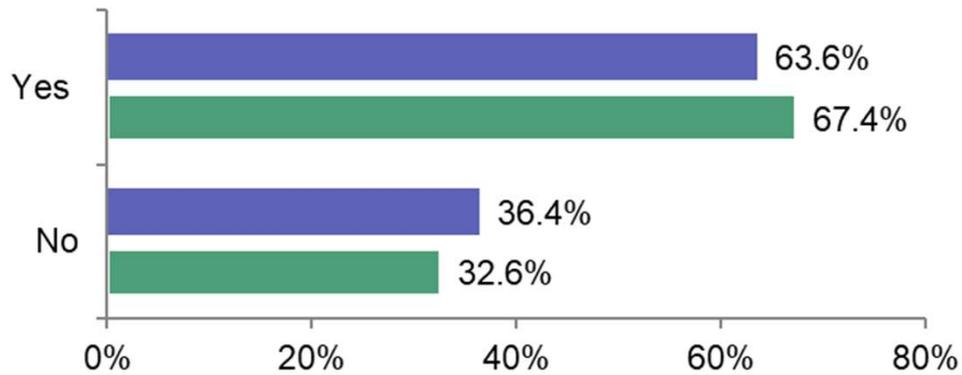


Three-quarters (75.7%) of respondents feel religion is a very important or somewhat important component of a loved one's funeral/memorial service.

LIVESTREAMING

Would you arrange for friends/relatives to participate in a funeral/memorial for a loved one via a streaming service?

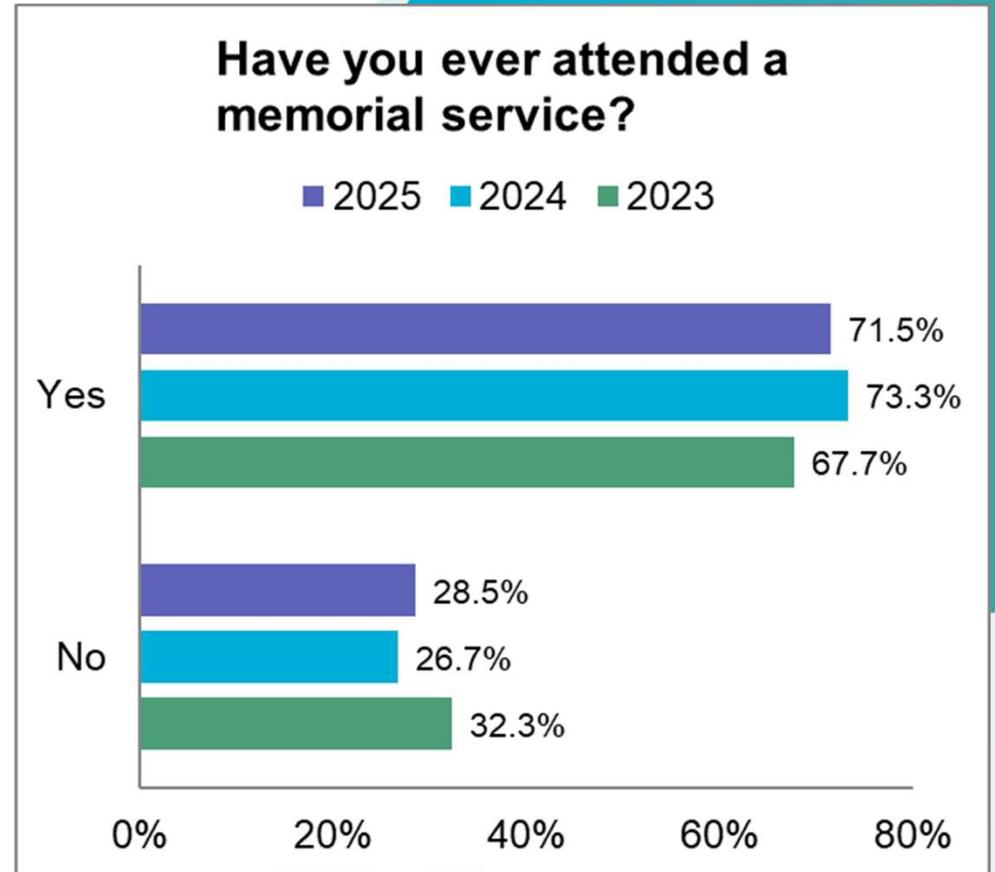
■ 2025 ■ 2024



Almost two thirds of respondents (63.6%) would arrange for friends/relatives to participate in a funeral or memorial service via a streaming service.

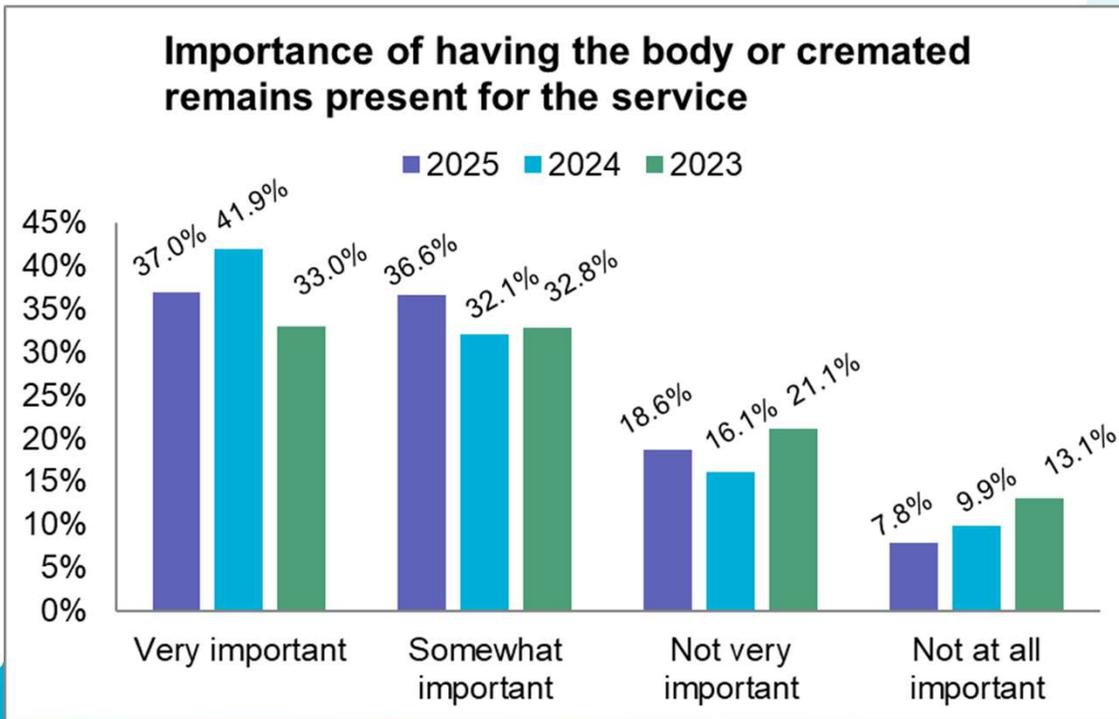
MEMORIAL SERVICES

Most study respondents (71.5%) have attended a memorial service.



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MEMORIAL SERVICES

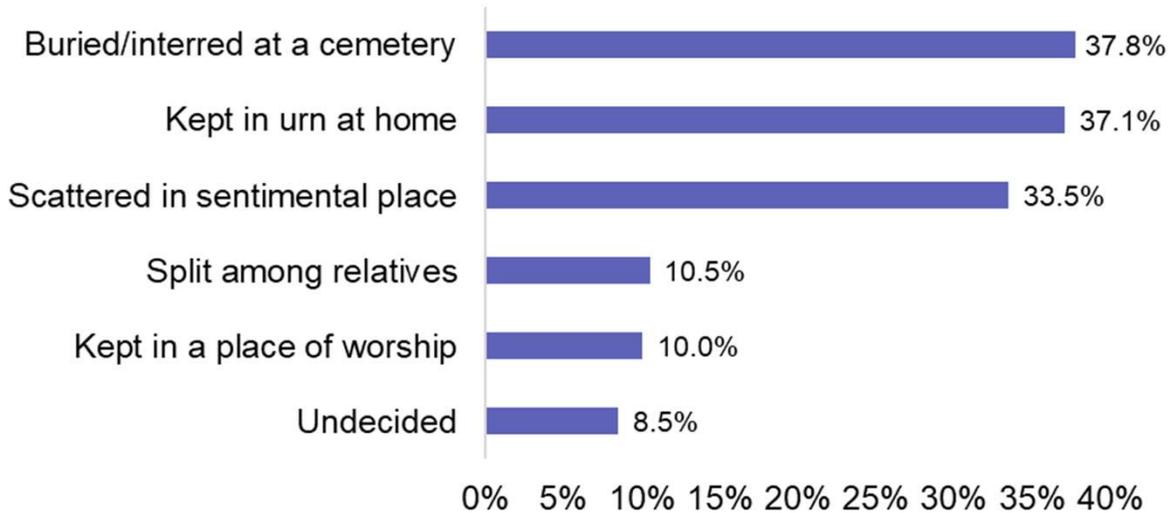


The percentage of respondents who feel it is very important or somewhat important to have the body or cremated remains present at a memorial service (73.6%) has remained essentially the same since last year (74.0%).



PLACEMENT OF CREMATED REMAINS

If your loved one was cremated, what did you do with the cremated remains?



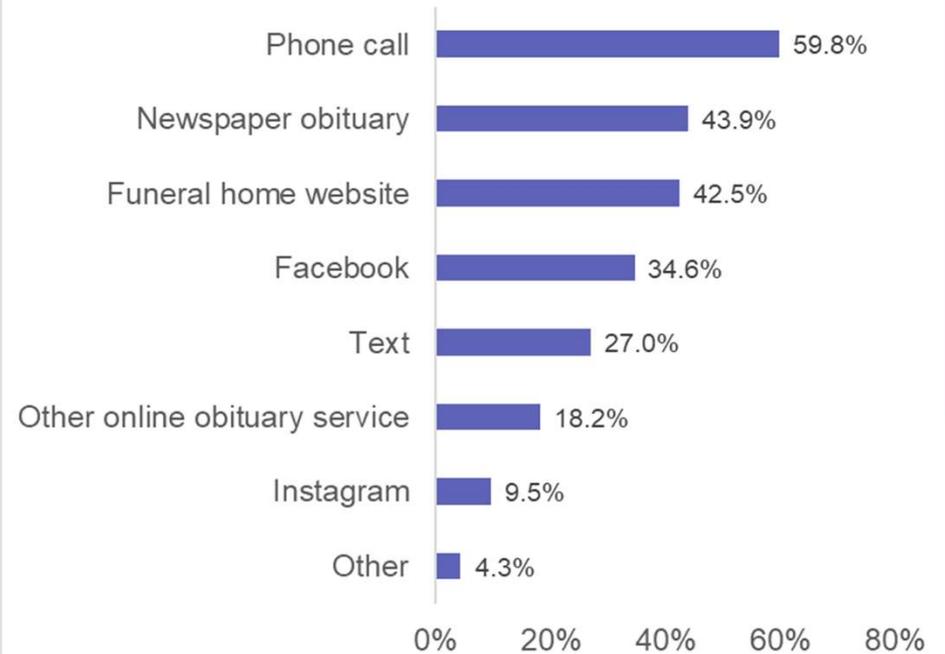
Of the respondents who were involved in planning a funeral for a cremated loved one, 37.8% buried or interred the remains at a cemetery; 37.1% kept them in an urn at home; and 33.5% scattered the cremated remains in a sentimental place.

INFORMING OTHERS

When informing people outside the immediate family of a death, more than half of respondents (59.8%) would either phone others, post a newspaper obituary (43.9%) and/or rely on a funeral home website (42.5%).

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When informing those outside the immediate family of the death of a loved one, what methods would you use?

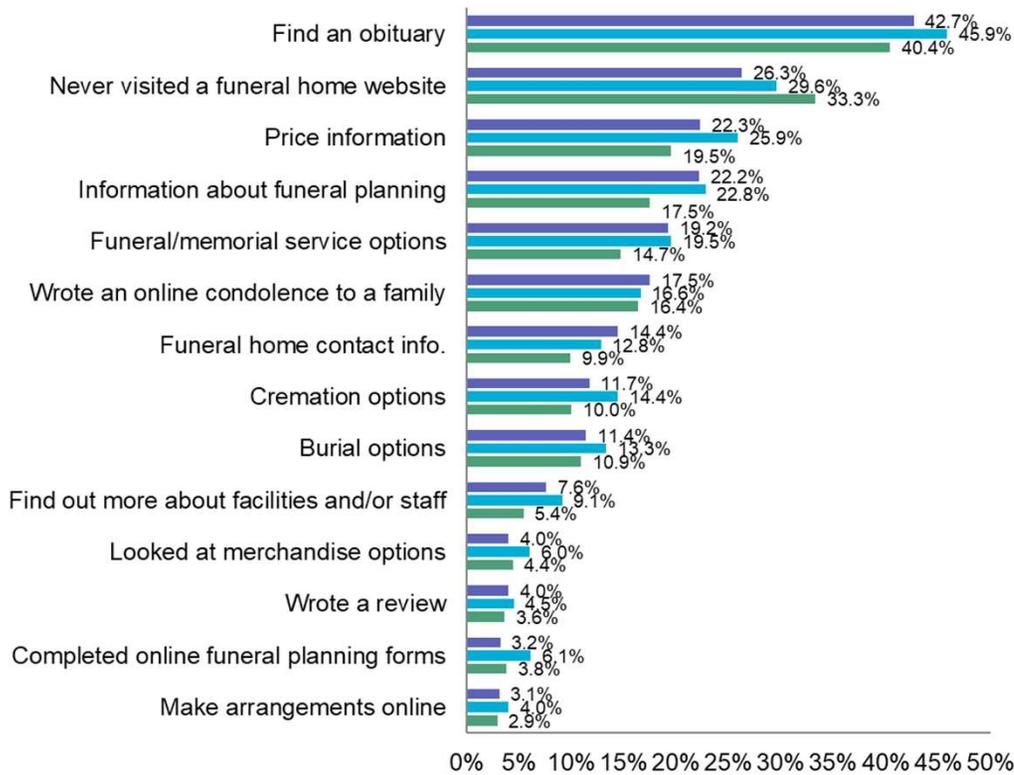




WEBSITE USAGE

Funeral home website usage

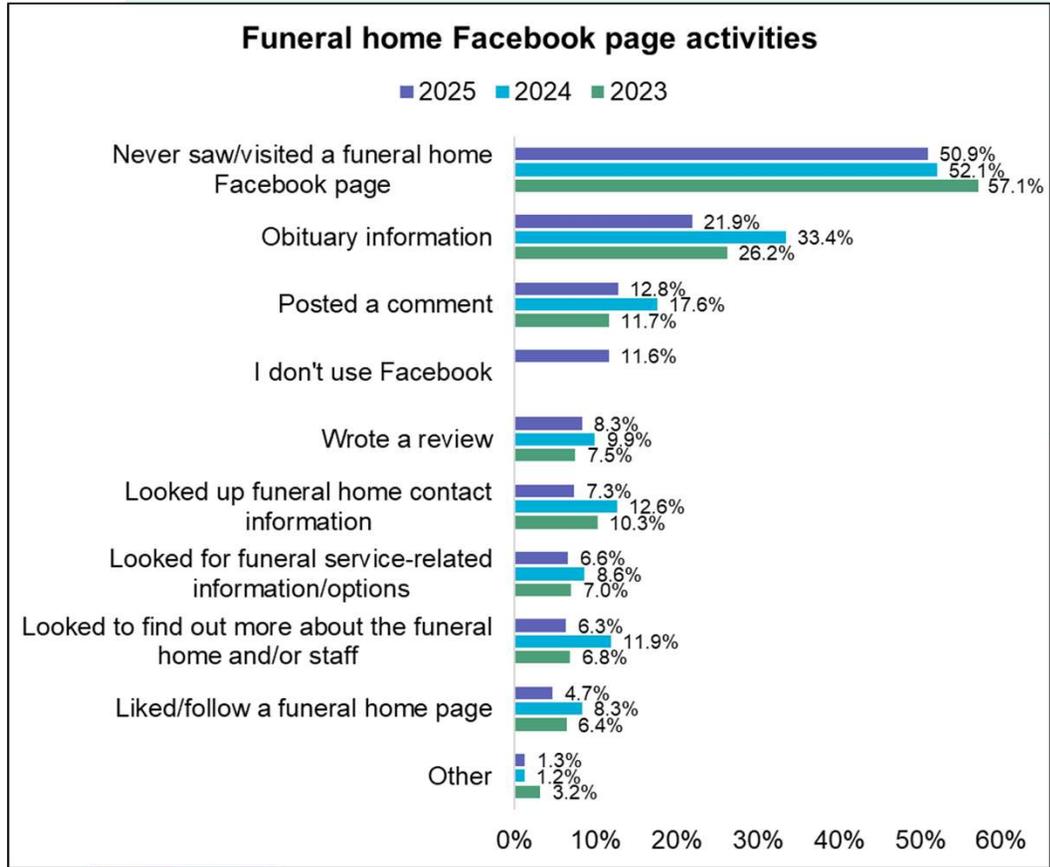
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Almost 74% of respondents have visited a funeral home website, primarily to look for an obituary; look for price information; look for information about funeral planning; and/or look for funeral/memorial service options.

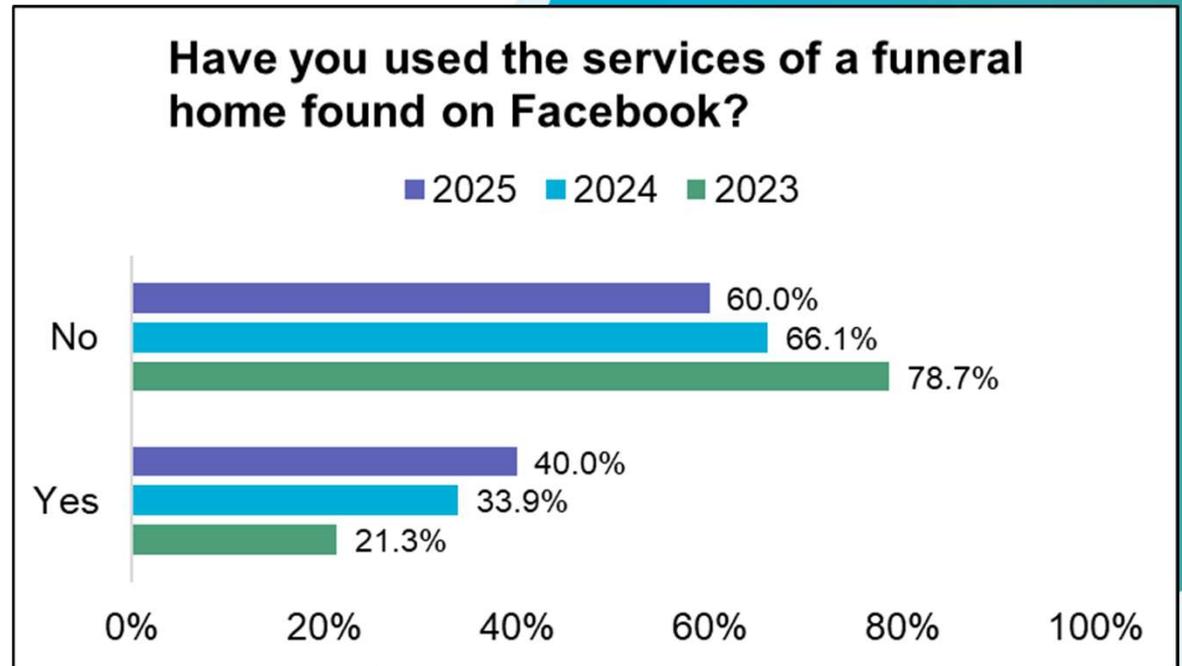
FACEBOOK USAGE

Approximately 12% of respondents said they do not use Facebook. Of the respondents using Facebook, 50.9% have never visited a funeral home's Facebook page, 21.9% looked for an obituary, and 12.8% posted a comment.



FACEBOOK USAGE

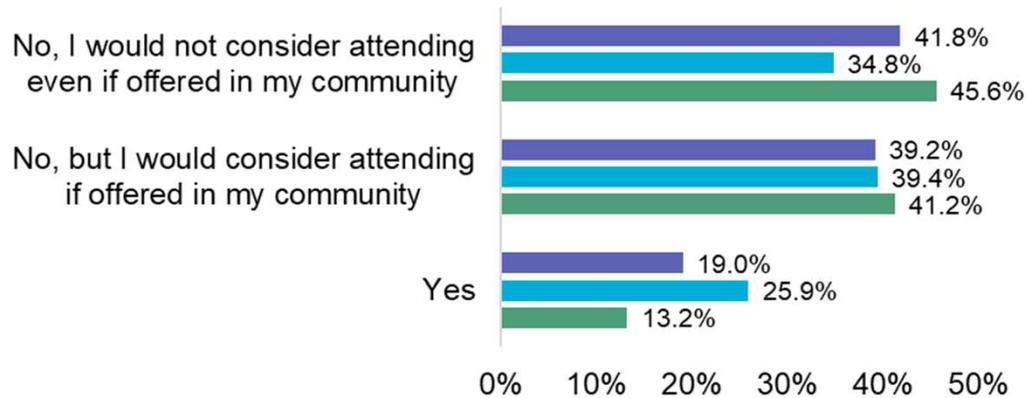
Of the respondents who have used Facebook, 40.0% have used the services of a funeral home they found on Facebook (up significantly from 2023 and 2024).



END-OF-LIFE EVENT

Have you ever attended an event that talked about end-of-life topics (such as a Before I Die festival, a Death Café, etc.)?

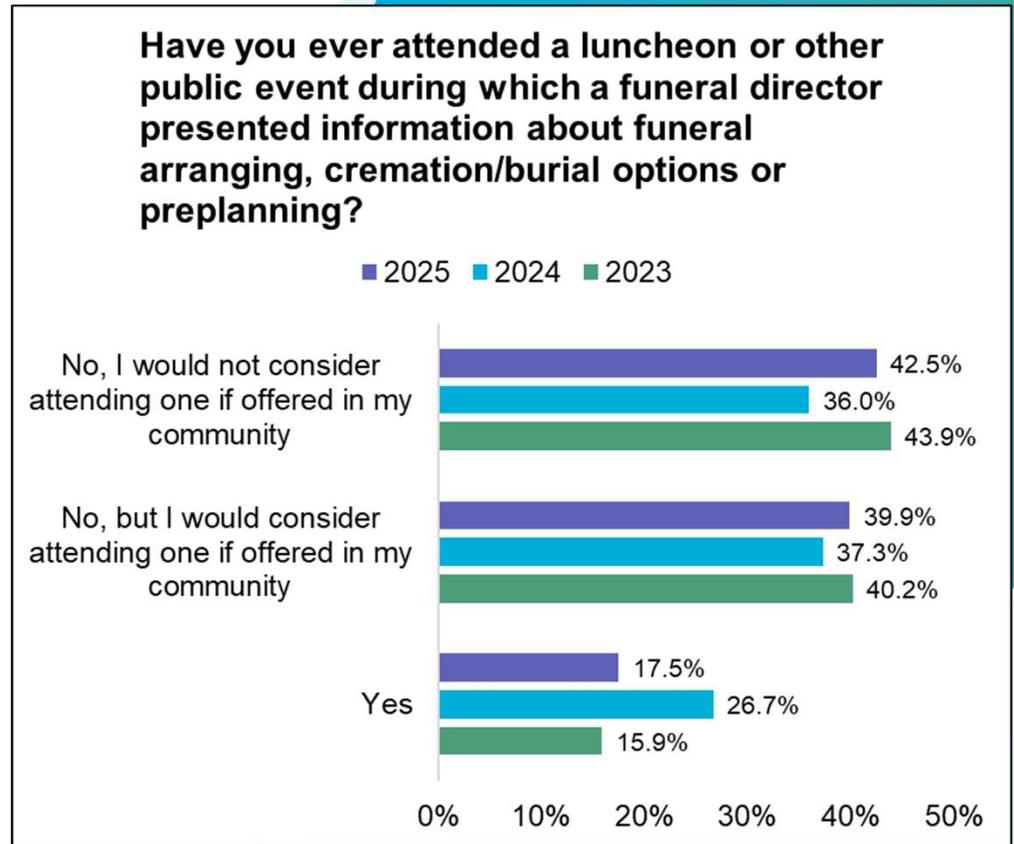
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Only 19.0% of respondents have attended an event that talked about end-of-life topics. An additional 39.2%, however, said they would consider attending such an event if it was offered in their community.

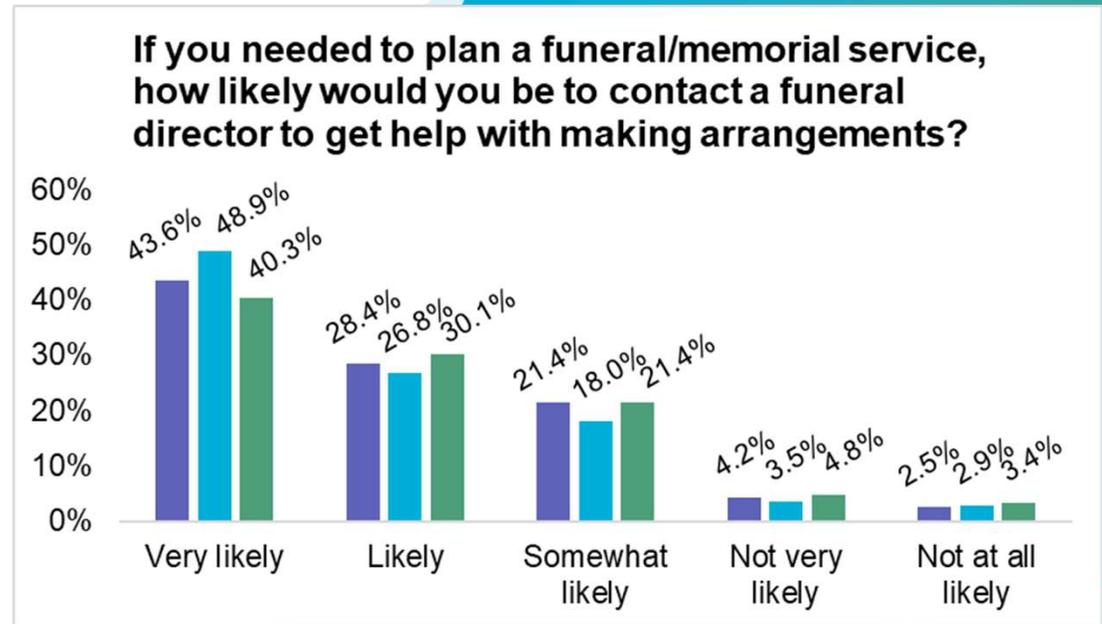
COMMUNITY PRESENTATIONS

Only 17.5% of respondents have attended a luncheon or other public event where a funeral director presented information about funeral arranging, cremation/burial options or preplanning. An additional 39.9% would consider attending one if it were offered in their community.



CONTACTING A FUNERAL DIRECTOR

Most respondents (72.0%) said they would be either very likely or likely to contact a funeral director to get help with making funeral/memorial service arrangements, while 6.7% said they would not be very likely or not at all likely to do so.



“I DON’T NEED A FUNERAL DIRECTOR”

A sampling of verbatim comments from the 6.7% of consumers who said they were unlikely to contact a funeral director.

Sure I could figure out the details myself.

Prefer to do all things, especially like this, online.

It’s up to the family.

My family and I would arrange things, but we may need some help from a funeral director.

Because they would be more interested in making money by pushing the more expensive funeral options.

I want a more personal touch.

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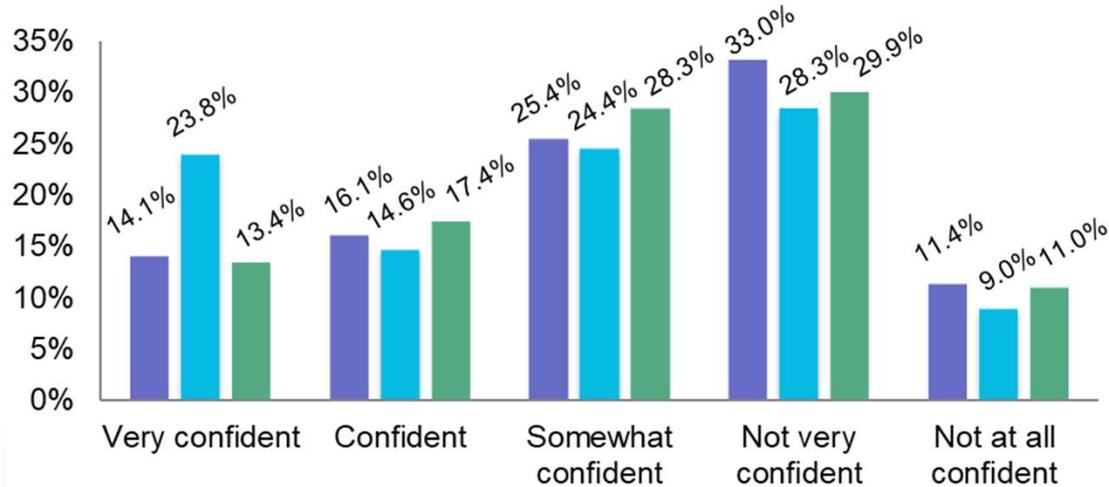
Just need cremation service.

I would only have to make arraignments for my wife, and she wants to be cremated with no service; just a small gathering without religious leadership.

“DO I NEED A FUNERAL DIRECTOR?”

How confident would you feel in planning and executing a funeral/memorial service without the assistance of a funeral director?

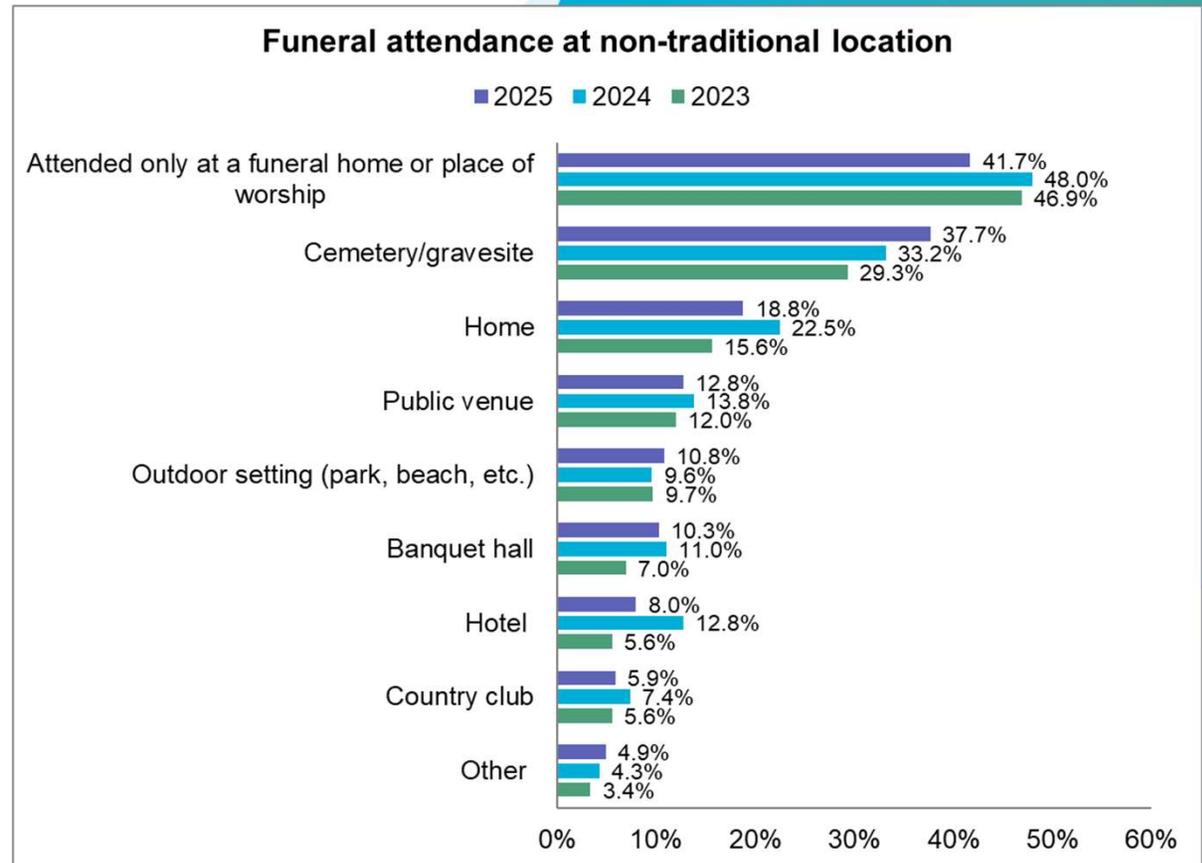
■ 2025 ■ 2024 ■ 2023



Almost half of respondents (44.4%) would feel either not very confident or not at all confident when planning a funeral without the help of a funeral director (up 7.1% since 2024), while 30.2% would feel confident or very confident doing so (down 8.2% from 2024).

FUNERAL LOCATIONS

More than half of respondents (58.3%) have attended a funeral at a location other than a funeral home or a place of worship (up 6.3% from 2024). The most common locations include a cemetery/gravesite, a home, and/or a public venue.

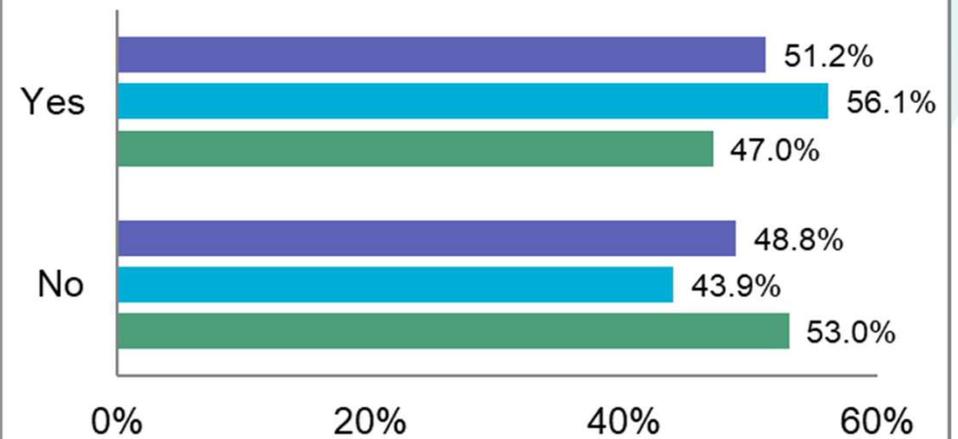


SERVICES WITHOUT FAITH LEADERS

More than half of respondents (51.2%) have planned and/or attended a service where someone other than a faith leader presided.

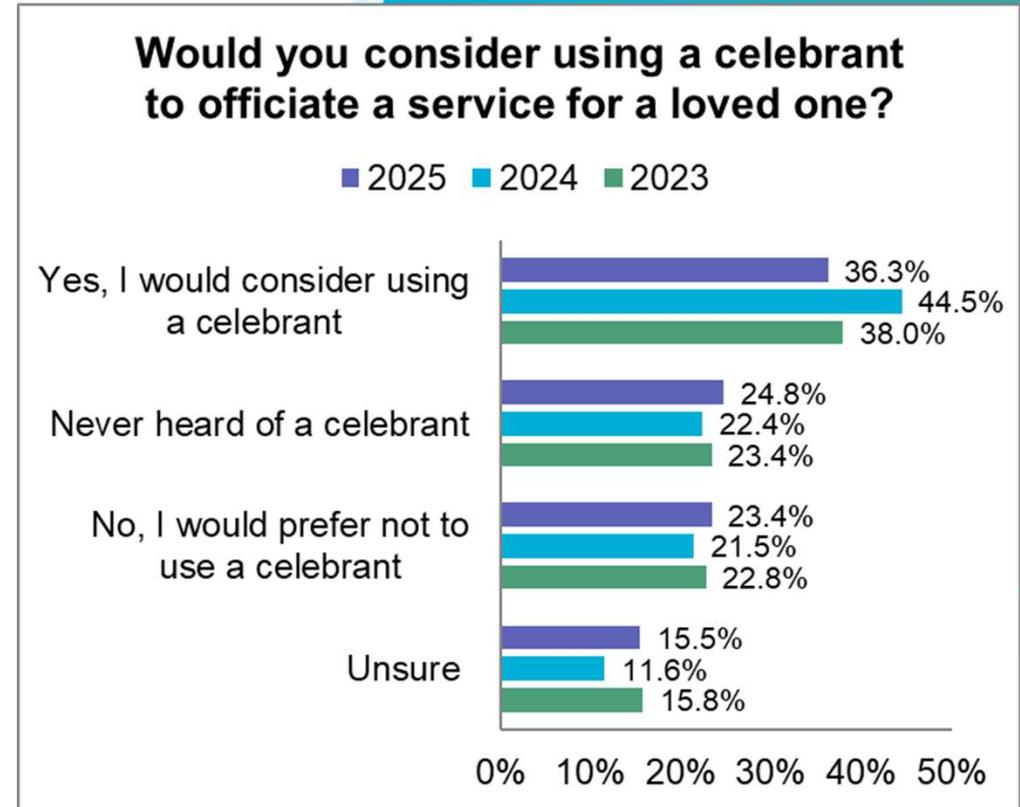
Have you planned/attended a funeral or memorial during which someone other than a faith leader presided over the service?

■ 2025 ■ 2024 ■ 2023



CELEBRANTS

More than one-third (36.3%) of respondents would consider using a celebrant, while 23.4% would prefer not to, and 24.8% have never heard of a celebrant.

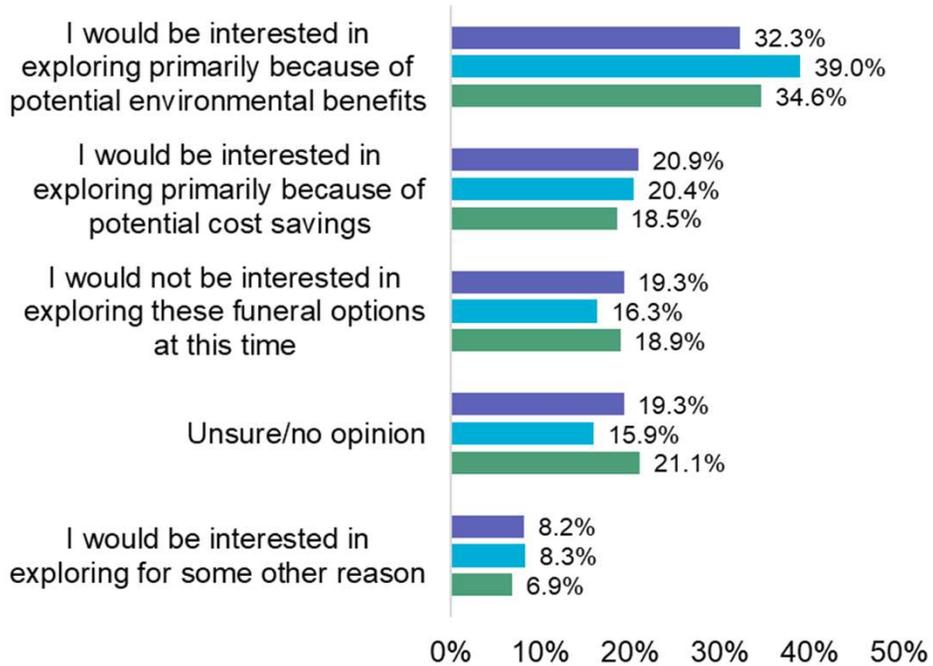




“GREEN” FUNERALS

Interest in “green” or “eco-friendly” and natural burial

■ 2025 ■ 2024 ■ 2023



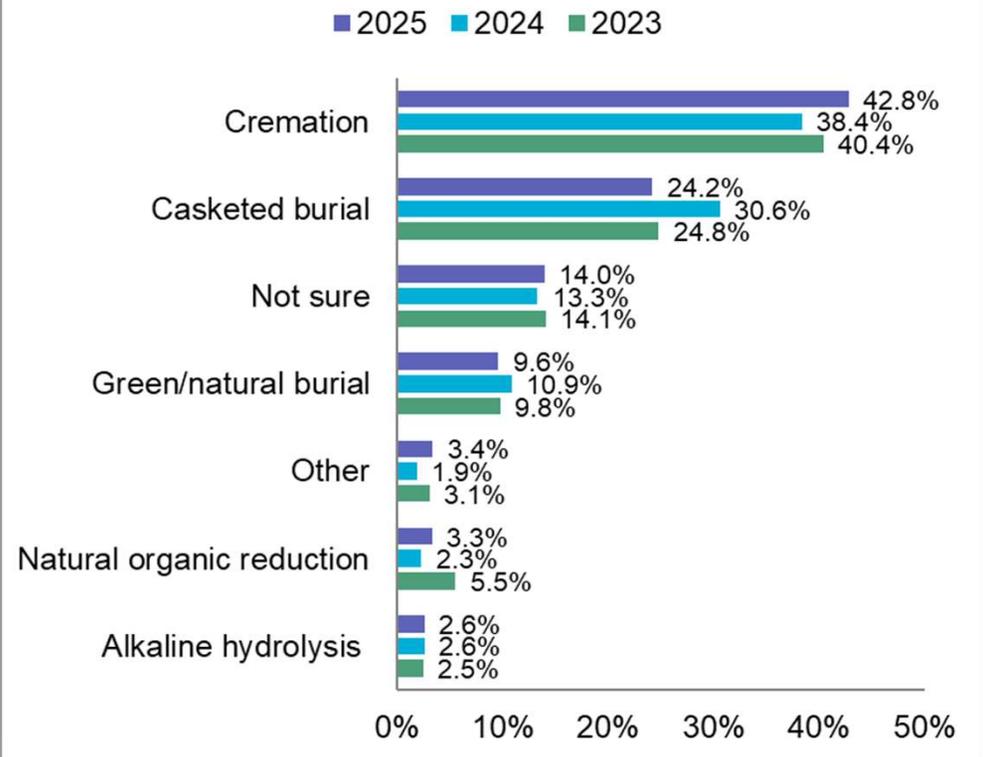
61.4% of respondents would be interested in exploring “green” funeral and natural burial options because of potential environmental benefits, cost savings, or for some other reason.

DISPOSITION PREFERENCE

Nearly 43% of respondents would choose cremation as their form of final disposition, while 24.2% would choose a casketed burial, 14.0% feel unsure, and only 9.6% would choose a green/natural burial.

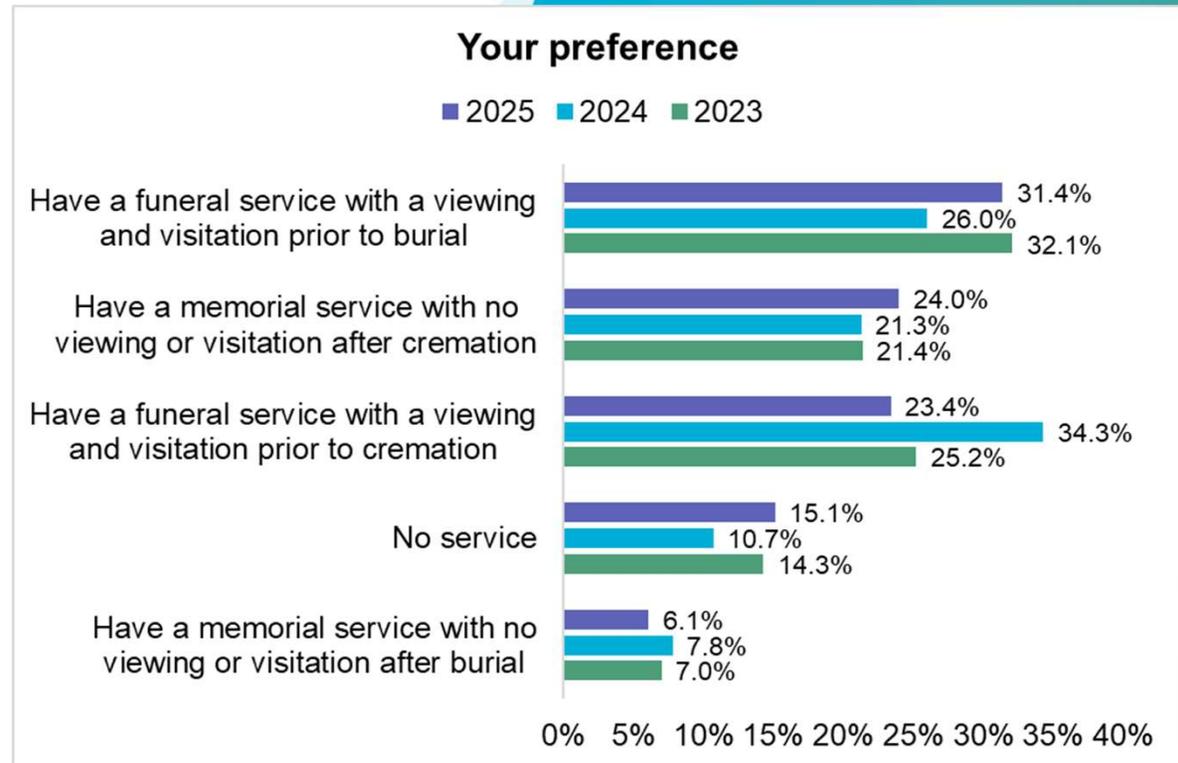


Which of the following would you prefer for yourself?



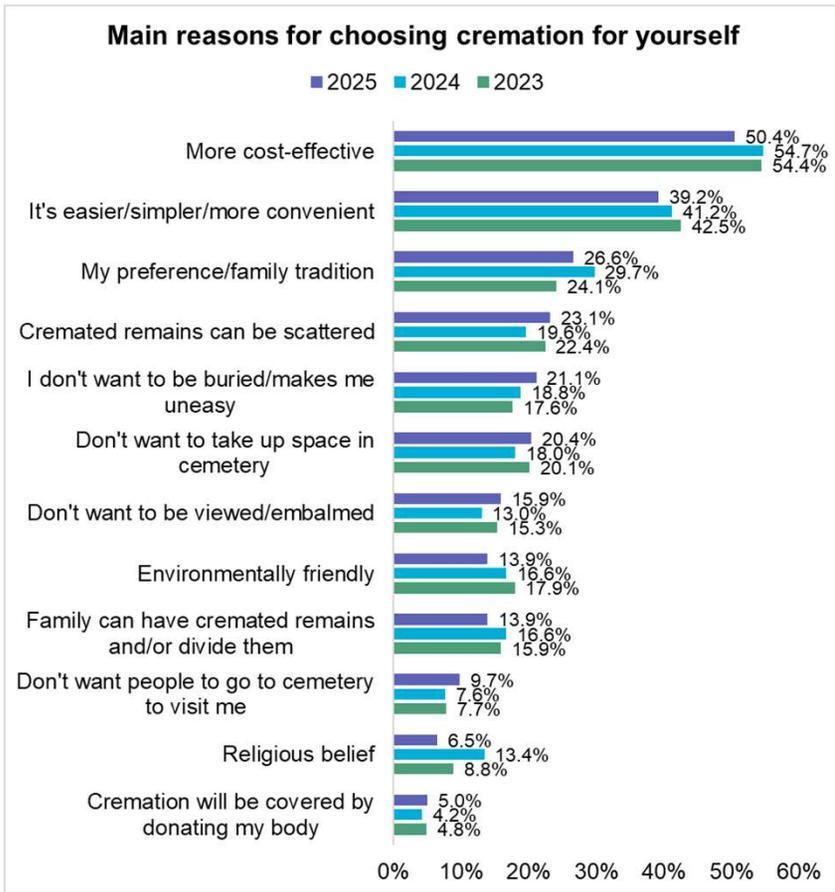
SERVICE/DISPOSITION PREFERENCE

Almost one third (31.4%) of respondents would prefer to have a funeral service with a viewing and visitation prior to burial, and 24.0% would prefer to have a memorial service with no viewing and visitation after cremation.





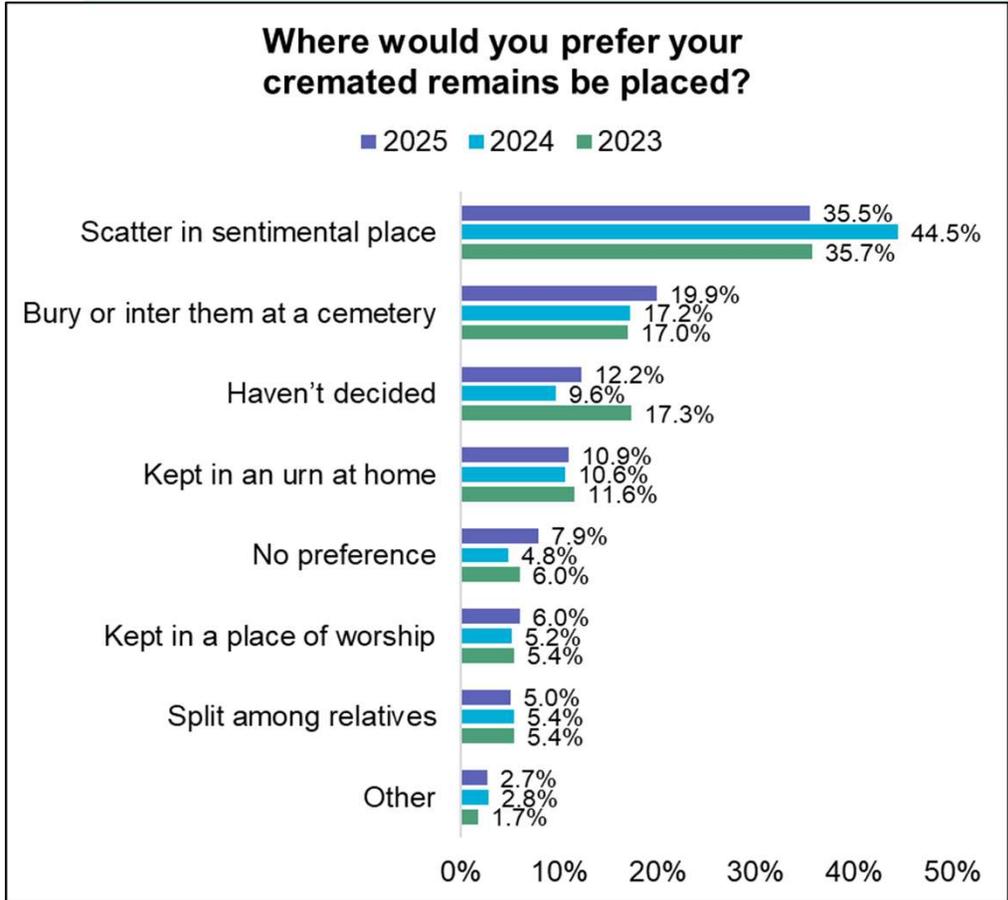
REASONS FOR CHOOSING CREMATION



The main reasons study respondents would choose cremation for themselves are that it is more cost-effective, it is easier/simpler/more convenient, and it's their preference/family tradition.

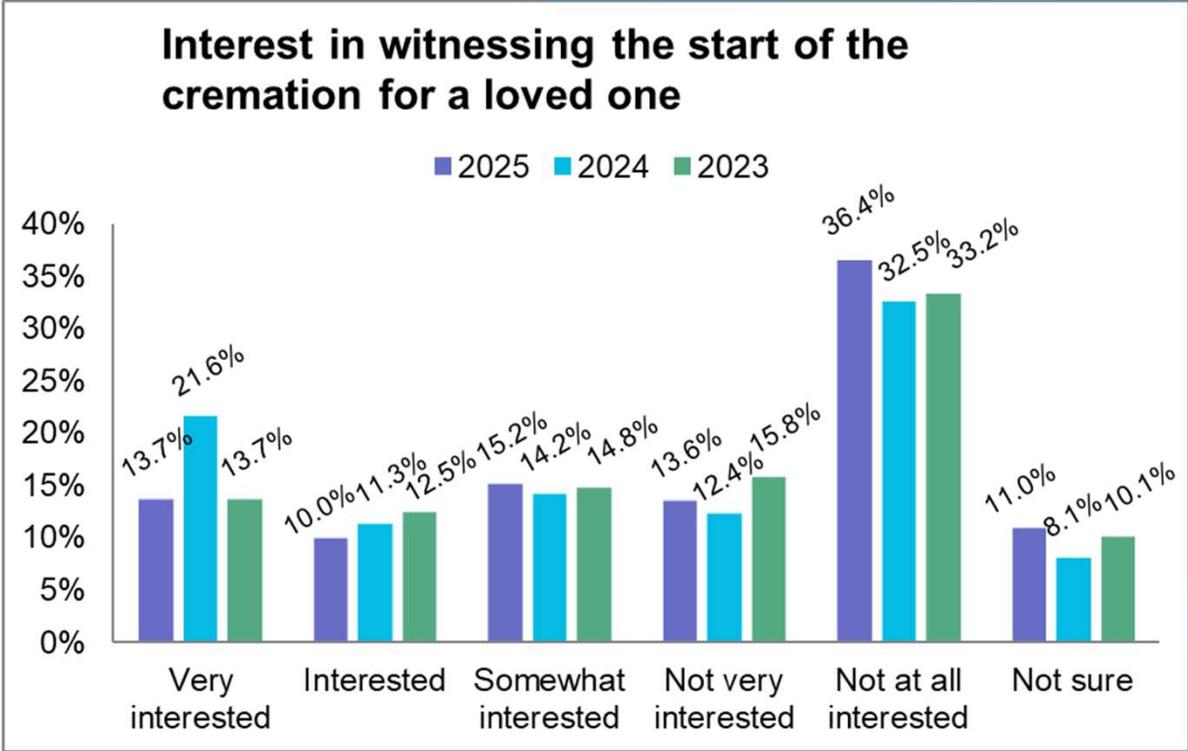
PLACEMENT OF CREMATED REMAINS

Of those who would prefer cremation for themselves, 35.5% would prefer to have their remains scattered in a sentimental place; 19.9% would prefer to bury or inter them at a cemetery; and 12.2% have not decided.



WITNESSING A CREMATION

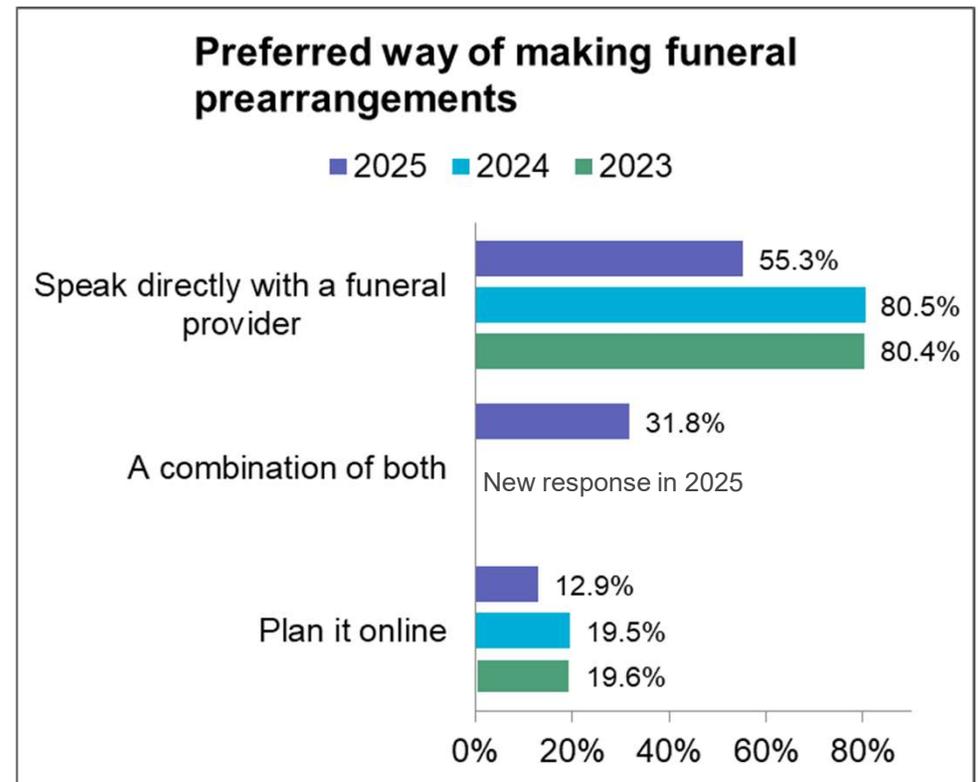
Almost one quarter of respondents (23.7%) said they would be either very interested or interested in witnessing the start of the cremation process, while 36.4% would not be interested at all.





PREARRANGEMENTS

In 2025, 12.9% of respondents would prefer to make funeral prearrangements online versus speaking directly with a funeral director, and 55.3% would prefer to work directly with a funeral director. However, 31.8% said they would prefer to make funeral prearrangements online in combination with working with a funeral director (new response category in 2025).

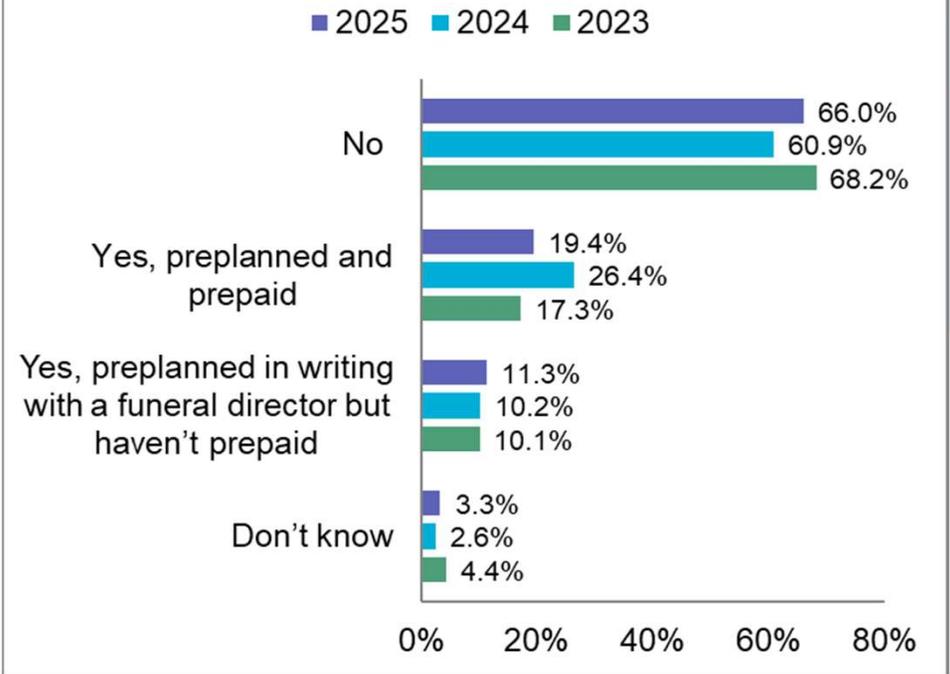


PREARRANGEMENTS

19.4% of respondents have preplanned and prepaid for their arrangements, while 11.3% have preplanned their funeral in writing with a funeral director but have not prepaid.



Have you made any prearrangements for yourself?





PREPAYMENT

Main reason for prepaying for arrangements

■ 2025 ■ 2024 ■ 2023

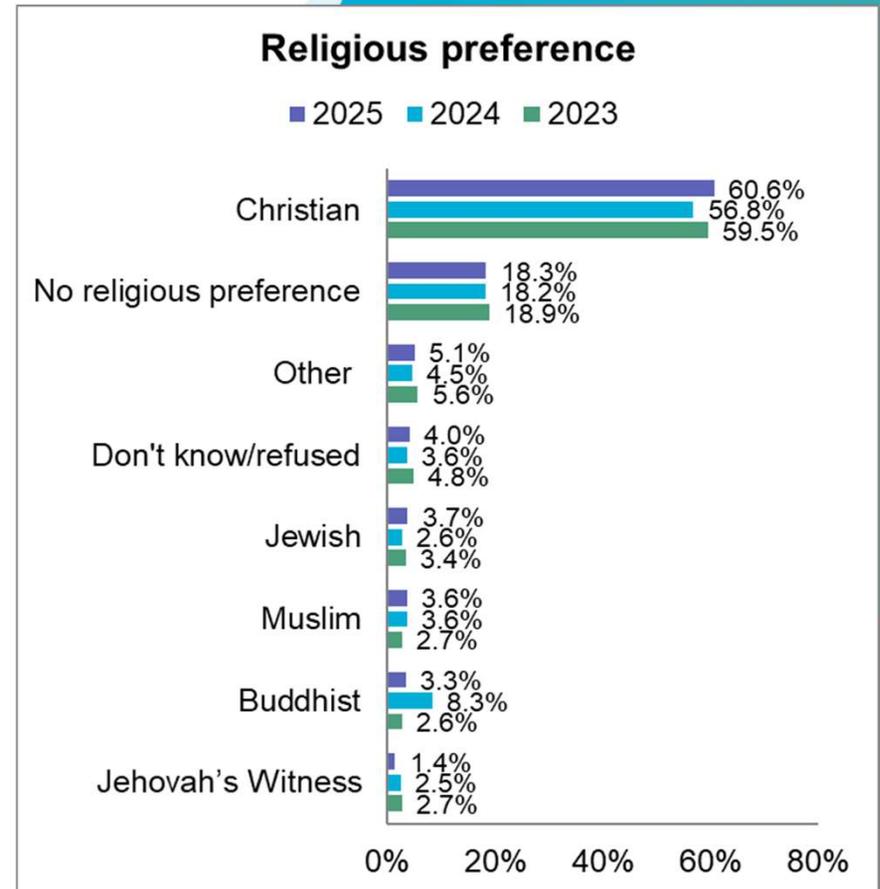


Of the 19.4% who preplanned and prepaid for their arrangements, most did this so their survivors would not have to pay; to guarantee the prices of products and/or services; so their survivors would not need to worry about making arrangements; and/or to spend down their estate to become eligible for Medicaid.

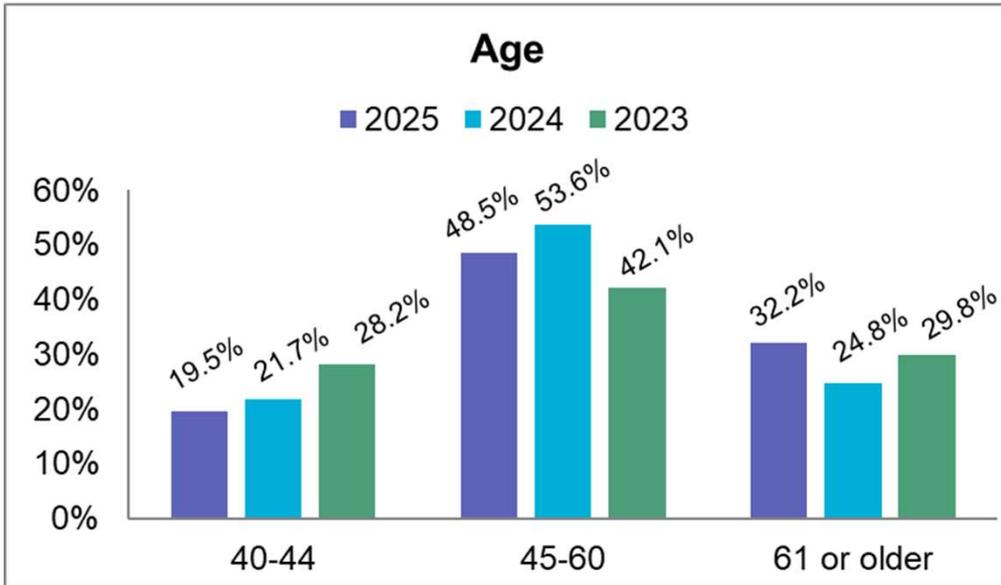
DEMOGRAPHICS: RELIGION

In terms of religious preferences, 60.6% of respondents identified themselves as Christian, and 18.3% stated they had no religious preference.

NFDA



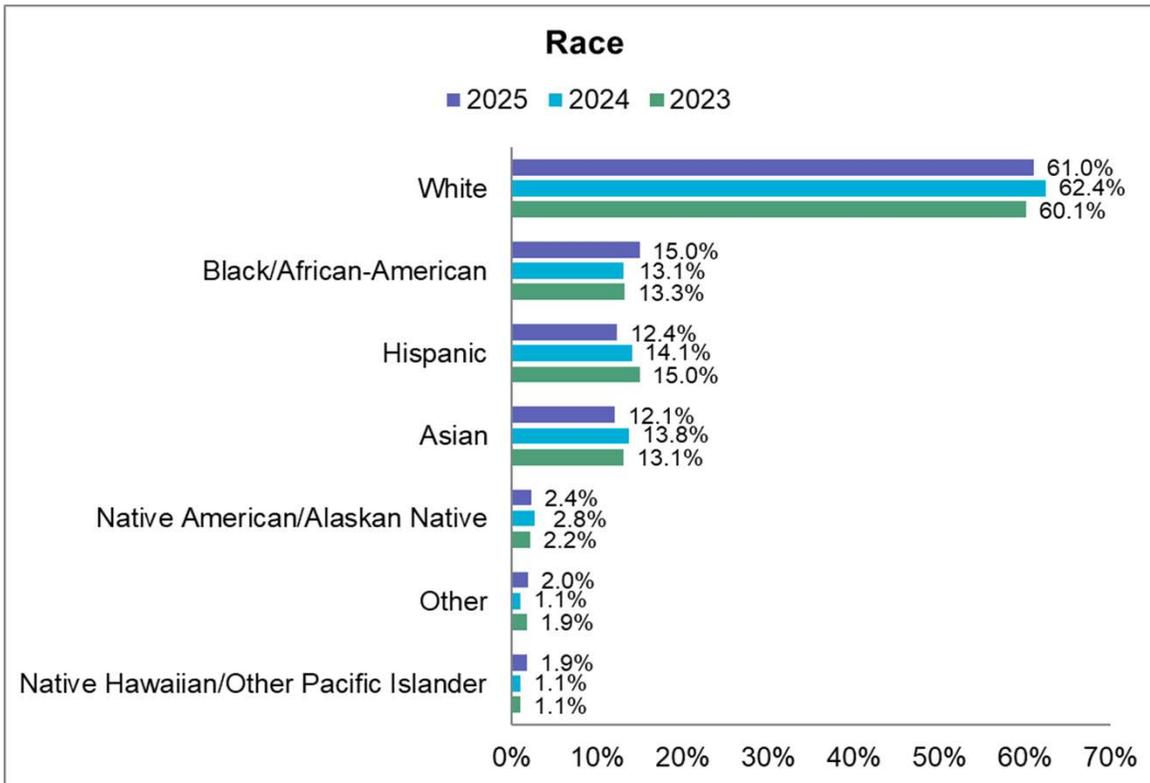
DEMOGRAPHICS: AGE



Only those 40 years or older were eligible to participate in this study. Almost half (48.5%) were between 45 and 60 years old, and 32.2% were more than 60 years old. In 2025, a significantly larger percentage of respondents were over the age of 60 when compared to 2024.

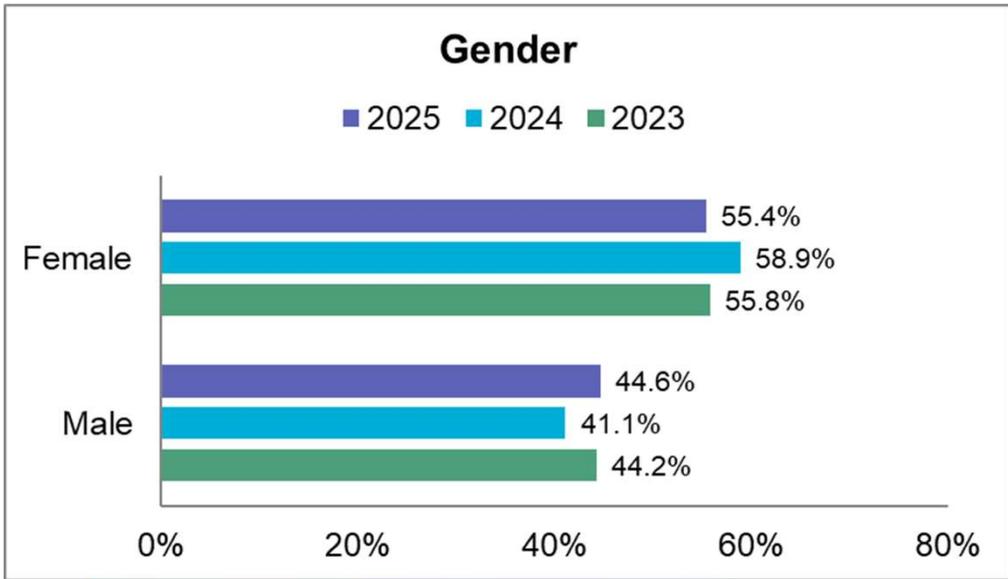


DEMOGRAPHICS: RACE



For this study, additional sampling of Black/African-American, Asian and Hispanic respondents was obtained in order to better represent these groups.

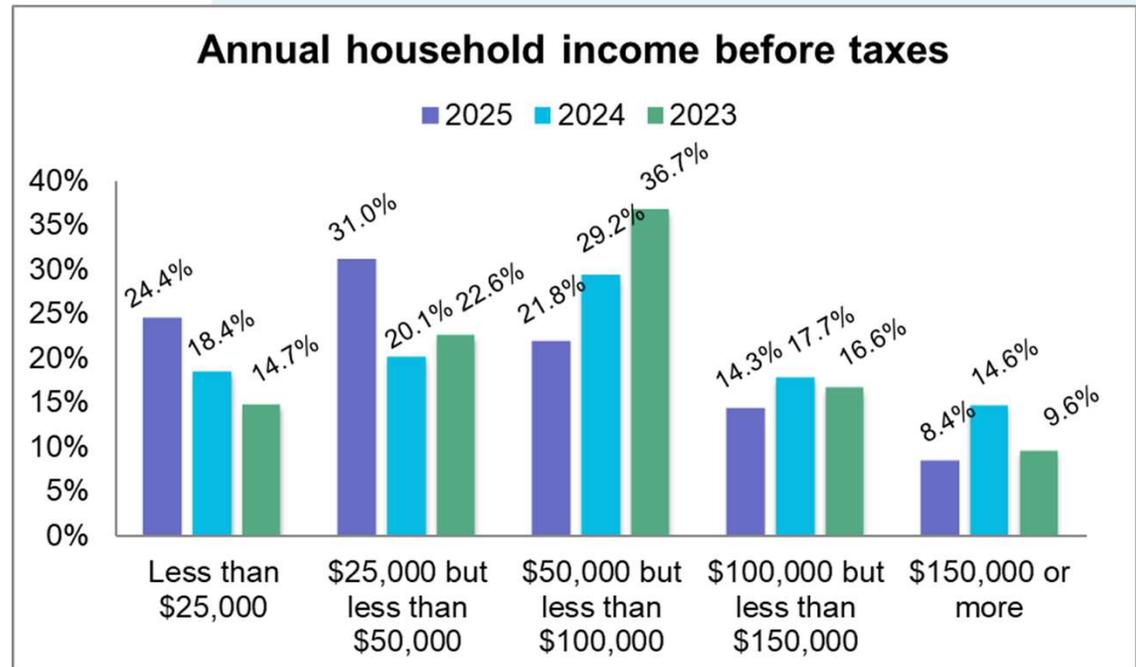
DEMOGRAPHICS: GENDER



The proportion of female to male respondents has fluctuated slightly over the past three years.

DEMOGRAPHICS: INCOME

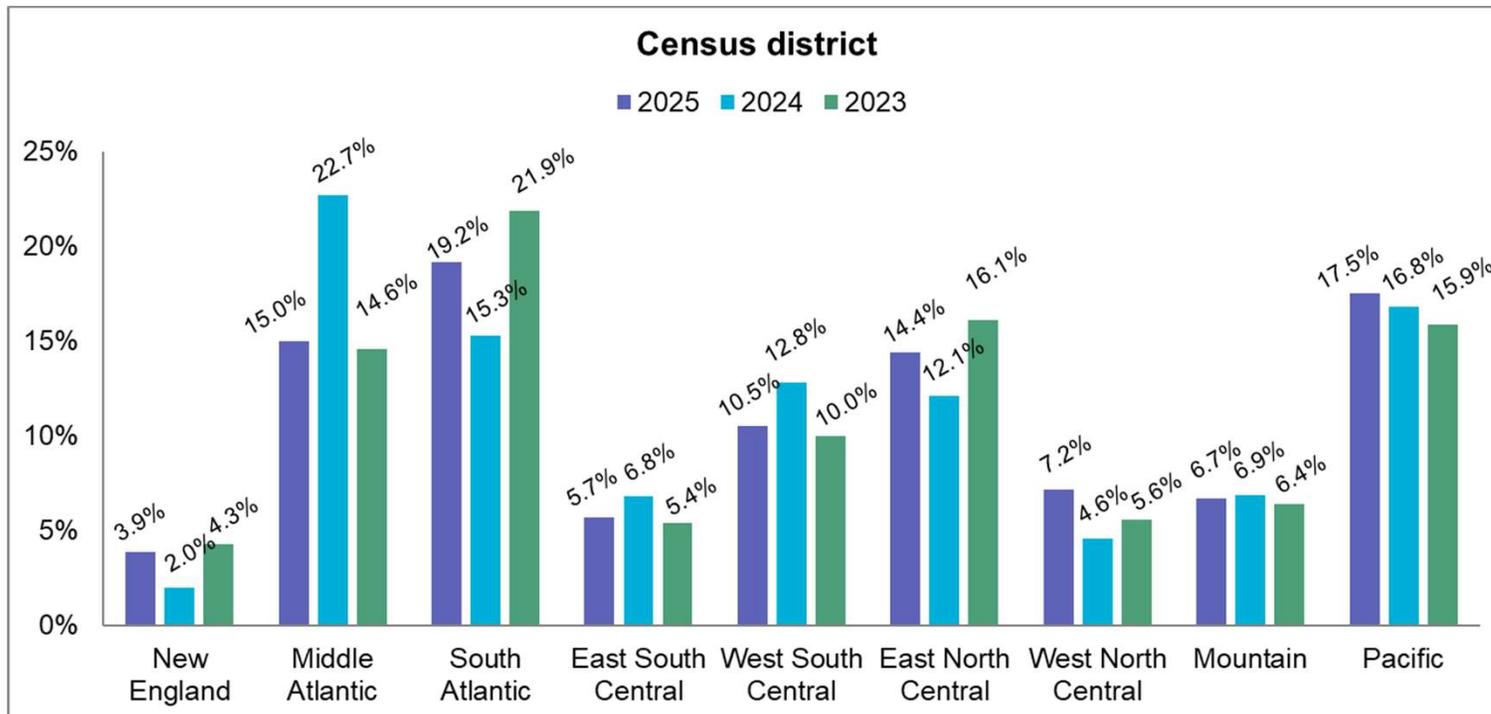
The 2025 respondents reported significantly lower income levels compared to the previous two survey years. More than half (55.4%) earned less than \$50,000 per year compared to 38.5% in 2024, and 37.3% in 2023.





DEMOGRAPHICS: REGION

A higher percentage of responses were received from the South Atlantic, Pacific, Middle Atlantic, and East North Central U.S. Census districts.





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This report was prepared by the National Funeral Directors Association (NFDA), the worldwide source of expertise and professional resources for all facets of funeral service. Through education, information and advocacy, NFDA is dedicated to supporting members in their mission to provide families with meaningful end-of-life services at the highest levels of excellence and integrity.

NFDA is the world's leading funeral service association, serving nearly 20,000 individual members who represent more than 11,000 funeral homes in the United States and 49 countries around the world. For more information, please contact 800-228-6332 or visit nfda.org.

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