

NORTHEAST FUNERAL SERVICE Partnership

Recognizing the untapped strength of collaboration

2020 MEMBER SURVEY RESULTS

The following information is a summary of data obtained in February 2020 from the second regional multi-state survey of the Northeast Funeral Service Partnership. The results, delayed due to the COVID-19 pandemic, are meant to inform the leadership and executive staff of the Connecticut, Massachusetts, New Jersey State, New York State and Pennsylvania Funeral Directors Associations. The information and trends depicted should help the Partnership and state associations individually and jointly create, share and position products and services to better serve their members in the future. We are grateful to the 456 funeral homes that participated.

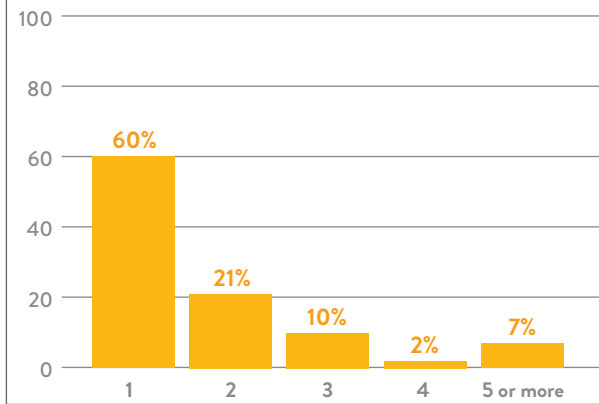


FIRM PROFILE

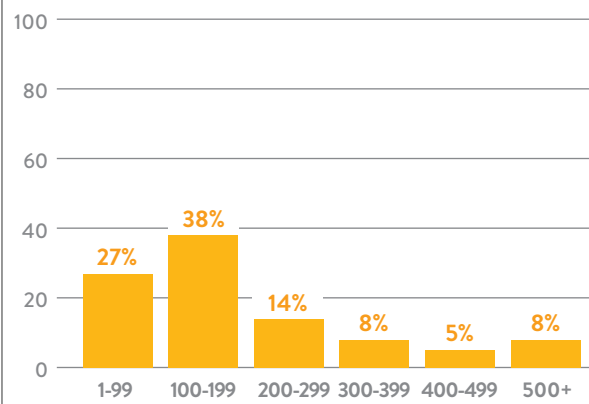


85% OF FUNERAL FIRMS
DESCRIBE THEIR OWNERSHIP STRUCTURE AS INDEPENDENTLY OWNED.

NUMBER OF LOCATIONS



AVERAGE NUMBER OF CALLS PER YEAR



58% OF FUNERAL FIRMS
DO NOT HAVE A SUCCESSION PLAN.

STAFF PROFILE

THE AVERAGE FUNERAL FIRM EMPLOYS:

2-4 FULL-TIME LICENSED FUNERAL DIRECTORS

0 PART-TIME LICENSED FUNERAL DIRECTORS

0 FULL-TIME NON-LICENSED STAFF

2-4 PART-TIME NON-LICENSED STAFF

OF THE FULL-TIME LICENSED FUNERAL DIRECTORS



55%
ARE MALE



45%
ARE FEMALE

RESPONDENT PROFILE

TYPICAL RESPONDENT

Owner

50-69 years old

White

Licensed over 30 years

Chose funeral service as their first career

Has a Bachelor's or Associate Degree

RESIDENTS/INTERNS/APPRENTICES*

75% OF FUNERAL FIRMS HAVE EMPLOYED OR HOSTED AN INTERN IN THE PAST.

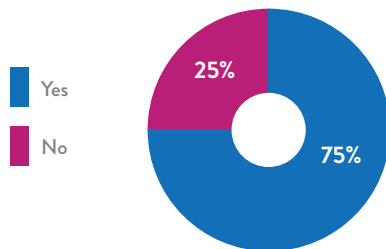
OF THOSE WHO HAVE, job readiness of the candidate was rated as:

30% Well prepared

54% Somewhat prepared

16% Not at all prepared

FUNERAL FIRMS WILLING TO HIRE OR HOST AN INTERN IN THE FUTURE



THE AVERAGE RESPONDENT AGREES THAT:

the intern experience should be improved.

there should be legislative and/or regulatory efforts for improvement.

a curriculum should be developed for funeral directors charged with training interns.

the licensee training or mentoring the intern should be trained or certified in that task.

* For reporting purposes, a resident/intern/apprentice is hereinafter referred to as an intern.

AVERAGE ANNUAL SALARIES

(EXCLUDING BONUS AND BENEFITS)

TOP THREE ANSWERS IN EACH CATEGORY REPORTED

OWNERS EARN:

\$70K-\$79K	8%
\$90K-\$99K	11%
\$100K >	46%



LICENSED FUNERAL DIRECTORS

WITH 15+ YEARS' EXPERIENCE EARN:	\$70K-\$79K	11%
	\$80K-\$89K	14%
	\$90K-\$99K	10%

WITH 11-14 YEARS' EXPERIENCE EARN:	\$60K-\$69K	8%
	\$70K-\$79K	9%
	\$80K-\$89K	8%

WITH 6-10 YEARS' EXPERIENCE EARN:	\$50K-\$59K	8%
	\$60K-\$69K	11%
	\$70K-\$79K	7%

WITH 2-5 YEARS' EXPERIENCE EARN:	\$40K-\$49K	10%
	\$50K-\$59K	14%
	\$60K-\$69K	7%

WITH <2 YEARS' EXPERIENCE EARN:	\$30K-\$39K	9%
	\$40K-\$49K	11%
	\$50K-\$59K	12%

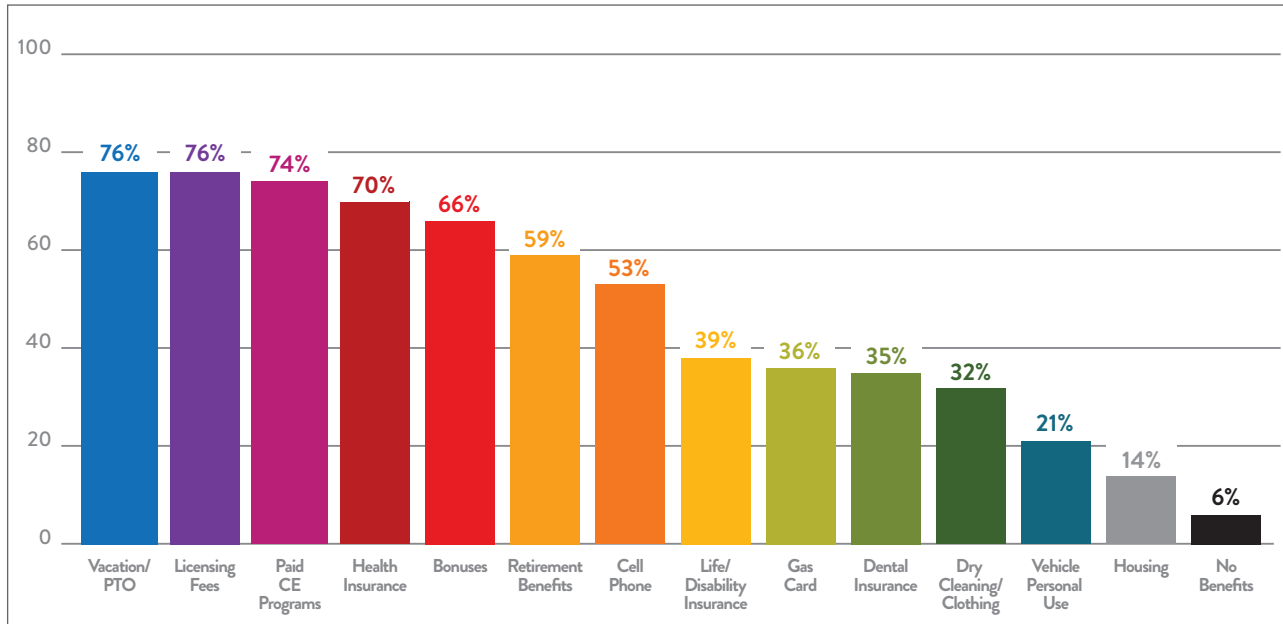
INTERNS

EARN:	<\$19K	8%
	\$20K-\$29K	14%
	\$30K-\$39K	16%
	\$40K-\$49K	8%

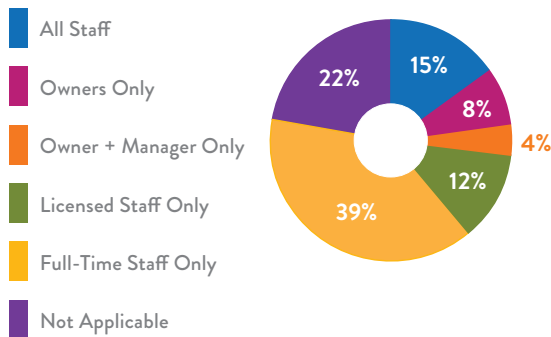
32% OF FUNERAL FIRMS

HAVE NO LICENSED FUNERAL DIRECTORS WITH 15+ YEARS' EXPERIENCE ON STAFF.

EMPLOYER PROVIDED BENEFITS

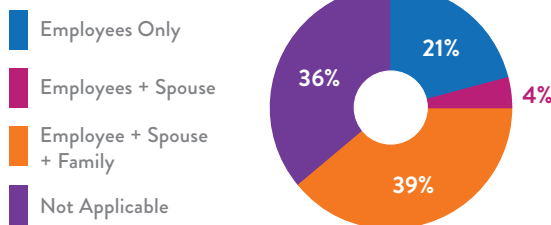


STAFF ELIGIBLE FOR HEALTH, DENTAL, LIFE AND/OR DISABILITY INSURANCE BENEFITS



56% OF FUNERAL FIRMS
CONTRIBUTE TOWARD
EMPLOYEE RETIREMENT.

HEALTH AND DENTAL BENEFITS PROVIDED



42% OF FUNERAL FIRMS
OFFER LIFE INSURANCE.

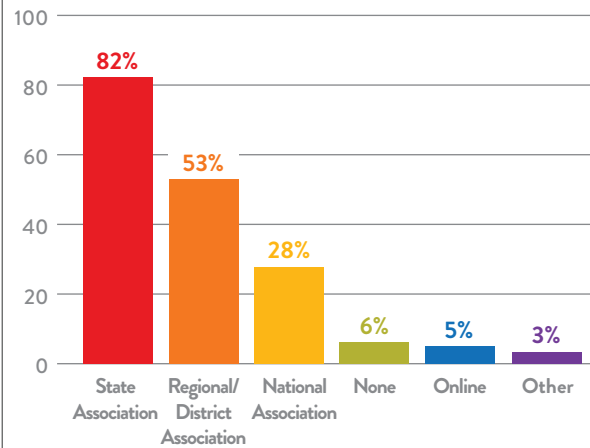
CONTINUING EDUCATION



82% OF FUNERAL FIRMS

PAY FOR LICENSED STAFF TO ATTEND CE OFFERINGS.

WHERE LICENSED STAFF OBTAIN CE CREDITS



CE TOPICS THOUGHT EXTREMELY IMPORTANT

70% ARRANGEMENTS/
CUSTOMER SERVICE

68% LAWS/
REGULATIONS

66% NON-TRADITIONAL/
CURRENT TRENDS

61% CREMATION

61% EMBALMING/
PREPARATION

55% PRENEED

CE TOPICS THOUGHT MODERATELY IMPORTANT

54% GRIEF COUNSELING

49% BUSINESS/
MARKETING/
TECHNOLOGY

BUSINESS ISSUES/TRENDS

TOP THREE ISSUES RATED AS EXTREMELY IMPORTANT

82% PROFITABILITY/
CASH FLOW

70% CHANGING
CUSTOMS/
NON-TRADITIONAL
FUNERALS

69% CREMATION/
DIRECT DISPOSITION

TOP THREE ISSUES RATED AS MODERATELY IMPORTANT

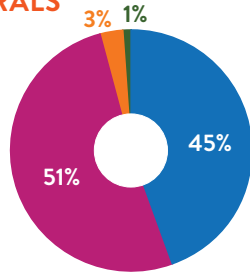
49% CASKET
DISCOUNTERS

43% BUSINESS
SUCCESSION
ISSUES

36% PRENEED
ACCEPTANCE/
GROWTH

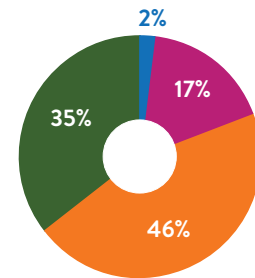
ANNUAL CASELOAD OF PREFUNDED FUNERALS

- Less than 25%
- Between 25%–50%
- Between 50%–75%
- More than 75%

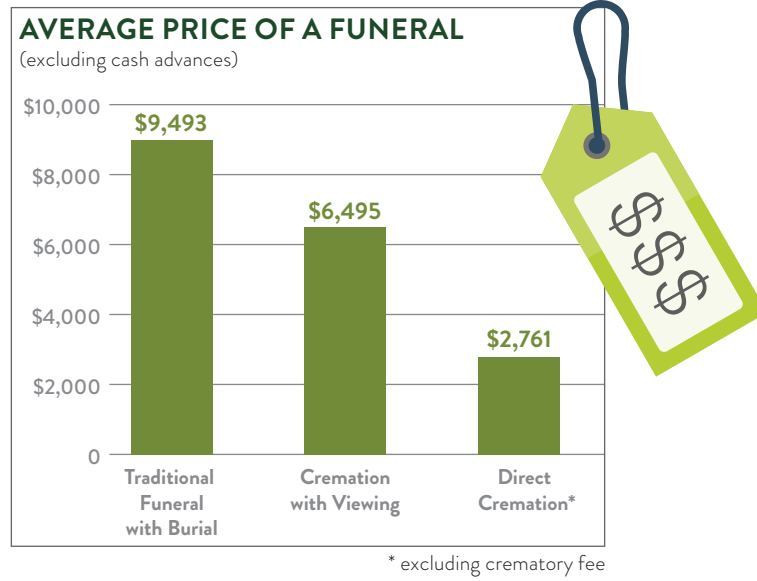


FAMILIES HAVING RELIGIOUS SERVICES

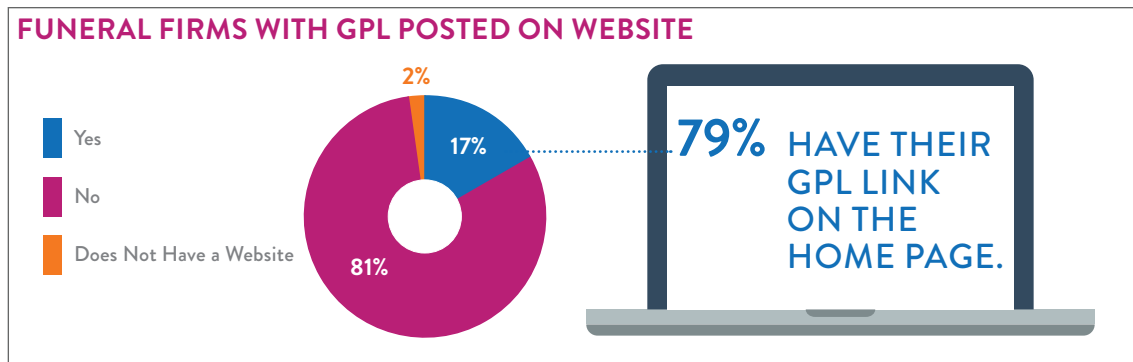
- Less than 25%
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PRICING



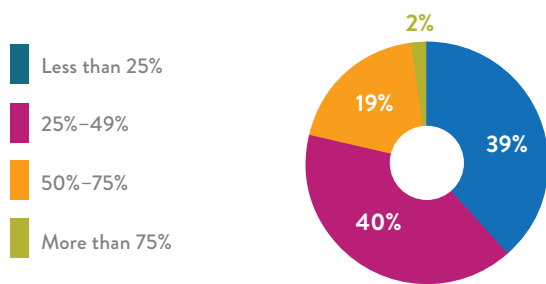
WEBSITE



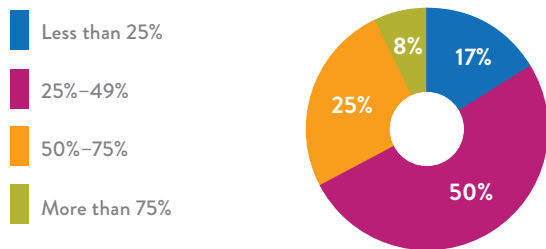
CREMATION



DIRECT CREMATIONS



CREMATIONS THAT INCLUDE VIEWING/ MEMORIAL SERVICE



HOW CREMATED REMAINS ARE DISPOSED

49% RETURNED TO
NEXT-OF-KIN

31% BURIED

9% SCATTERED

6% ENTOMBED

3% UNKNOWN

2% ABANDONED AT
FUNERAL HOME

RESPONDENTS

MOST RESPONDENTS AGREE WITH THE FOLLOWING STATEMENTS

There should be reciprocity between states with regard to accepting out-of-state funeral director licenses.

A funeral director licensed for at least 5 years and in good standing should be allowed to practice in other states upon passing that state's law exam.

A valid, passing National Board Exam score should only be required when a funeral director initially applies for a license.

Legislative and/or regulatory efforts should be made to ensure license reciprocity between states.

PERCENTAGE OF SURVEY RESPONDENTS BY STATE



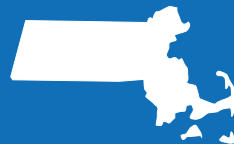
NEW YORK

31%



PENNSYLVANIA

22%



MASSACHUSETTS

21%



NEW JERSEY

16%



CONNECTICUT

10%