

**NFDA Releases Results of General Price List Survey**

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Brookfield, Wis. - The National Funeral Directors Association (NFDA) released the results of its biennial Member General Price List (GPL) Survey today. The report provides a comprehensive picture of the diversity of costs associated with a funeral, providing data that breaks down services by geographic region, size of firm, and type of service provided.

Perhaps the most frequently requested piece of information produced by the survey is the national average cost of a funeral. NFDA calculates the median cost of a funeral by totaling the cost of the following items: the funeral home's non-declinable basic services fee; removal/transfer of remains to funeral home; embalming; other preparation of the body; a metal casket; use of the funeral home and staff for viewing; use of the funeral home and staff for a funeral service; use of a hearse; use of a service car/van; and a basic memorial printed package (e.g., memorial cards, register book, etc.).

The national median cost for calendar year 2006 was \$6,195. If a vault is included, something which is typically required by a cemetery, that number rises to \$7,323. The cost does not take into account cemetery, monument or marker costs, or miscellaneous cash-advance items, such as flowers and obituaries. The cost of a funeral can vary by region; costs can also vary based on a funeral home's location and the size of the business.

NFDA mailed 3,000 self-administered surveys to member funeral homes in July 2007. Given the response rate of 38 percent, the data is statistically reliable. Respondents were asked to give GPL pricing information for certain funeral products and services as of December 31, 2006.

NFDA is the world's leading funeral service association, serving 19,500 individual members who represent more than 10,000 funeral homes in the United States and internationally. From its headquarters in Brookfield, Wis., and its Advocacy office in Washington, D.C., NFDA informs, educates and advocates to help members enhance the quality of service they provide to families. For more information, visit [www.nfda.org](http://www.nfda.org).

*Note: Members of the media that would like a complimentary copy of the NFDA GPL Survey should contact Jessica Koth ([jkoth@nfda.org](mailto:jkoth@nfda.org)) or Celine Clark ([cclark@nfda.org](mailto:cclark@nfda.org)).*

**National Average Cost of an Adult Funeral: 2006 vs. 2004**

Regular adult funeral costs (for funeral with a viewing and ceremony) include the following general items. Costs do not include cemetery, monument or marker costs, or miscellaneous cash-advance charges, such as flowers or obituaries.

? Non-declinable basic services fee  
? Removal/transfer of remains to funeral home  
? Embalming  
? Other preparation of the body  
? Use of facilities/staff for viewing  
? Use of facilities/staff for funeral ceremony  
? Hearse  
? Service car/van  
? Basic memorial printed package  
? Metal casket

<strong>Item</strong>	
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<p>2006*</p>	<p>2004*</p>
<p>Non-declinable basic services fee</p>	<p>\$1,595 (+9.2%)</p>
<p>\$1,460</p>	<p>\$1,460</p>
<p>Removal/transfer of remains to funeral home</p>	<p>\$233 (+19.5%)</p>
<p>\$195</p>	<p>\$195</p>
<p>Embalming</p>	<p>\$550 (+10.4%)</p>
<p>\$498</p>	<p>\$498</p>
<p>Other preparation of the body</p>	<p>\$203 (+16.0%)</p>
<p>\$175</p>	<p>\$175</p>
<p>Use of facilities/staff for viewing</p>	<p>\$406 (+19.8%)</p>
<p>\$339</p>	<p>\$339</p>
<p>Use of facilities/staff for funeral ceremony</p>	<p>\$463 (+17.2%)</p>
<p>\$395</p>	<p>\$395</p>
<p>Hearse</p>	<p>\$251 (+11.6%)</p>
<p>\$225</p>	<p>\$225</p>
<p>Service car/van</p>	<p>\$120 (+20.0%)</p>
<p>\$100</p>	<p>\$100</p>
<p>Basic memorial printed package</p>	<p>\$119 (+25.3%)</p>
<p>\$95</p>	<p>\$95</p>
<p><strong>Subtotal without casket</strong></p>	<p></p>

width="117" valign="top"> <p align="center"><span style="font-family: verdana,geneva;"><strong>\$3,930♦ (+12.9%)</strong></span></p> </td> <td width="62" valign="top"> <p align="center"><span style="font-family: verdana,geneva;"><strong>\$3,482</strong></span></p> </td> </tr> <tr> <td width="285" valign="top"> <p><span style="font-family: verdana,geneva;"></span></p> </td> <td width="117" valign="top"> <p align="center"><span style="font-family: verdana,geneva;"></span></p> </td> <td width="62" valign="top"> <p align="center"><span style="font-family: verdana,geneva;"></span></p> </td> </tr> <tr> <td width="285" valign="top"> <p><span style="font-family: verdana,geneva;">Metal casket (average charge for most frequently purchased item)</span></p> </td> <td width="117" valign="top"> <p align="center"><span style="font-family: verdana,geneva;">\$2,255♦ (+7.4%)</span></p> </td> <td width="62" valign="top"> <p align="center"><span style="font-family: verdana,geneva;">\$2,100</span></p> </td> </tr> <tr> <td width="285" valign="top" bgcolor="#000000"> <p><span style="font-family: verdana,geneva; color: #ffffff;"><strong>National Average Cost of an Adult Funeral</strong></span></p> </td> <td width="117" valign="top" bgcolor="#000000"> <p align="center"><span style="font-family: verdana,geneva; color: #ffffff;"><strong>\$6,195♦ (+11.0%)</strong></span></p> </td> <td width="62" valign="top" bgcolor="#000000"> <p align="center"><span style="font-family: verdana,geneva; color: #ffffff;"><strong>\$5,582</strong></span></p> </td> </tr> <tr> <td width="285" valign="top"> <p><span style="font-family: verdana,geneva;"></span></p> </td> <td width="117" valign="top"> <p align="center"><span style="font-family: verdana,geneva;"></span></p> </td> <td width="62" valign="top"> <p align="center"><span style="font-family: verdana,geneva;"></span></p> </td> </tr> <tr> <td width="285" valign="top"> <p><span style="font-family: verdana,geneva;">Vault (Average charge for most frequently purchased item)</span></p> </td> <td width="117" valign="top"> <p align="center"><span style="font-family: verdana,geneva;">\$1,128♦ (+13.0%)</span></p> </td> <td width="62" valign="top"> <p align="center"><span style="font-family: verdana,geneva;">\$998</span></p> </td> </tr> <tr> <td width="285" valign="top"> <p><span style="font-family: verdana,geneva;"><strong>Total with Vault</strong></span></p> </td> <td width="117" valign="top"> <p align="center"><span style="font-family: verdana,geneva;"><strong>\$7,323♦ (+11.3%)</strong></span></p> </td> <td width="62" valign="top"> <p align="center"><span style="font-family: verdana,geneva;"><strong>\$6,580</strong></span></p> </td> </tr> </table> <p><span style="font-family: verdana,geneva;"><em>\* Median Price - The amount at which half of the figures fall below and half are above. </em></span></p> <p><span style="font-family: verdana,geneva;">Source (09/08/2008): <a href="http://www.nfda.org/pressRelease.php?eID=293">http://www.nfda.org/pressRelease.php?eID=293</a></span></p> <p><span style="font-family: verdana,geneva;"><br /></span></p> <p>♦</p>