

FUNERALS ARE NOW GENERATION DRIVEN

Generational funeral spending shifts affects the funeral choices.

Gone are the days of the traditional funeral being the only way to go. Now the final choice is made not based on the person's "Last Wish" but rather on which generation is making the funeral arrangements.

If the person for whom the funeral arrangement is being made is part of the "World War II" generation then the funeral is more likely to be "American Traditional." This funeral choice would include visitation services; church; newspaper; limousine; cemetery burial and reception after the funeral. However, if the deceased is without personal funds to pay for their funeral, the final funeral choice then depends on the person faced with using their funds to pay for the "Traditional" funeral services. Each generation has a different idea regarding funeral choices and accompanying expenses.

The next generation, the "Baby Boomers" may possibly dip into their own funds to go "Traditional" but it's less likely because of changing economic times. The X and Y generations have even less available funds. Clearly, each generation has a very different opinion as to what a funeral service should include.

Large number of "World War II and "Baby Boomers" generations make Pre-Need funeral arrangements. Pre-Need is based on using available funds. If the person doesn't exercise the option of using currently available funds then the family will have to pay for the funeral services at the time of need. This is the first and main reason for making "Pre-Need" funeral arrangements. It is a case of...Use it or lose it.

The second reason the "World War II and "Baby Boomer" generations make Pre Need because the person making the arrangement knows that their family doesn't have the funds to carry out their final wishes at the time of need. The third reason for "Pre-Need" is because the person making the arrangement is without family. That person wants to be certain that if something were to happen to them, their funeral choice would be conducted without the involvement of anyone else.

When the choice is being made by the "X" Generation and funds are not available they lean more toward funeral services with few enhancements. Cremation is included in the funeral service of choice for the X generation. The selection of a cremation saves on the cost of purchasing a cemetery grave, paying the opening and closing costs, and then placing a grave box or vault into the grave. For the X generation and even more so for the Y generation who have even less available funds, it's a clear and simple choice.

"Today's funerals are not about whom has passed away; it is about whom is making the actual choice. Now more than ever the funeral arrangement is a 'Generational Choice'. Now more than ever...Funerals are generation driven. Each generation's approach to funeral spending will continue to change the funeral service provider's choices and payment options" says David A. Casper, Managing Funeral Director, Casper Funeral Services (<http://www.casperfuneralservices.com>) Casper Funeral Home has been family owned for close to a century and are the leader in [International Funeral Shipping](#) and provides repatriation services from the United States to anywhere in the world

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