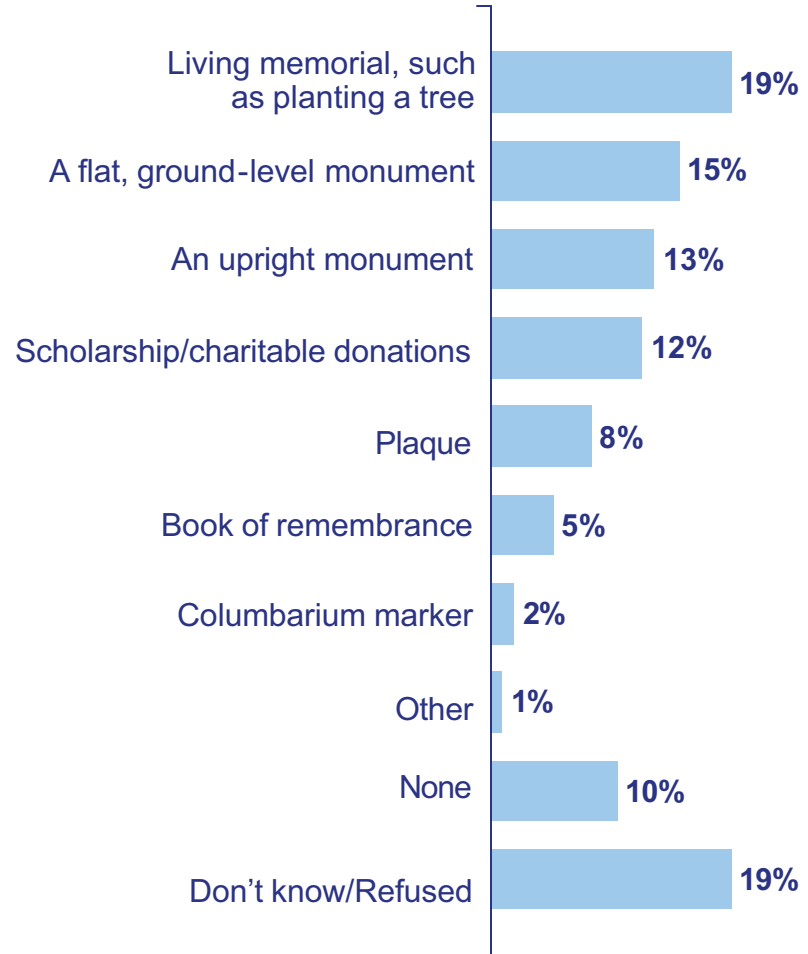


Cremation Details

Building Measurable Value

	%
<u>Urn Purchase Intent</u>	
Yes	56
No	33
Don't know/Refused	11
<u>Plans for cremated remains</u>	
Scatter remains	39
Bury ashes (plot)	16
Keep in urn at home	10
Place in a columbarium at a cemetery	8
Family can decide	5
Let deceased decide	3
Dispose (general)	3
Place in a columbarium at a church	1
Other	1
Don't know/Refused	14
Base: Definitely/somewhat likely to choose cremation for myself	(371)



NOTE: List of Q.13ee answers was read to respondents.

2004 Q.13cc At the time of making arrangements, would you plan to purchase an urn?

2004 Q.13d What would you plan to do with the cremated remains?

2004 Q.13ee And what kind of permanent memorial would you choose?