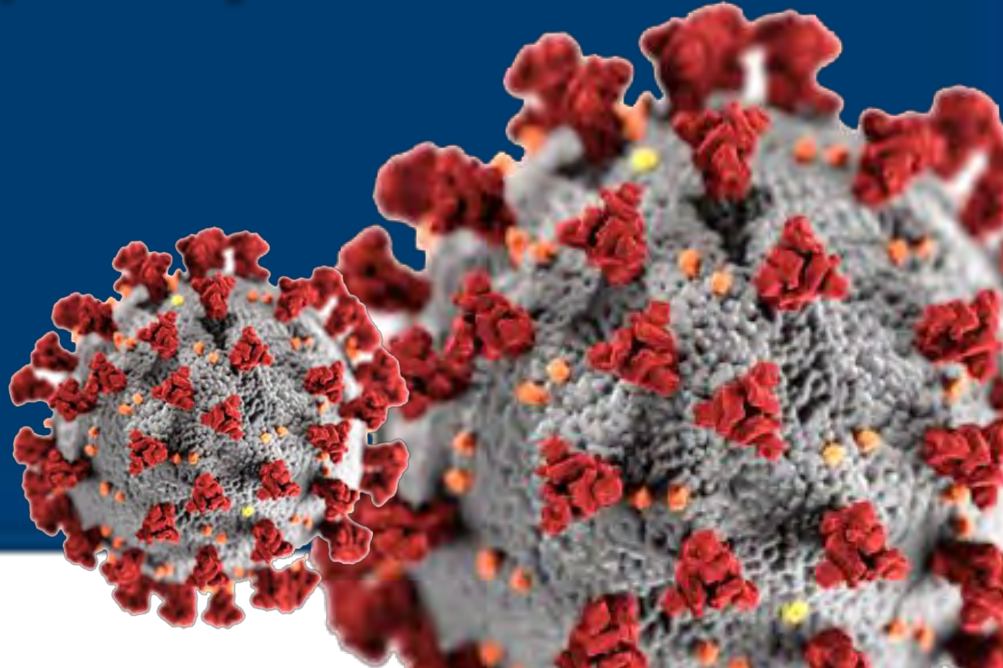


NFDA

NATIONAL
FUNERAL
DIRECTORS
ASSOCIATION

2020 NFDA Member COVID-19 Information Follow-Up Study

August 2020



Methodology

- The purpose of this follow-up study was to measure members' satisfaction with the COVID-19-related information NFDA is providing, measure changes since the original study was conducted in May of 2020, and gauge how the COVID-19 pandemic has affected their businesses.
- A survey link was emailed to the 4,525 NFDA main contacts who had a valid email address.
- A reminder email was sent one week after the initial survey invitation was sent.
- A total of 646 attendees completed the online evaluation, for a final response rate of 14.3%.

Highlights

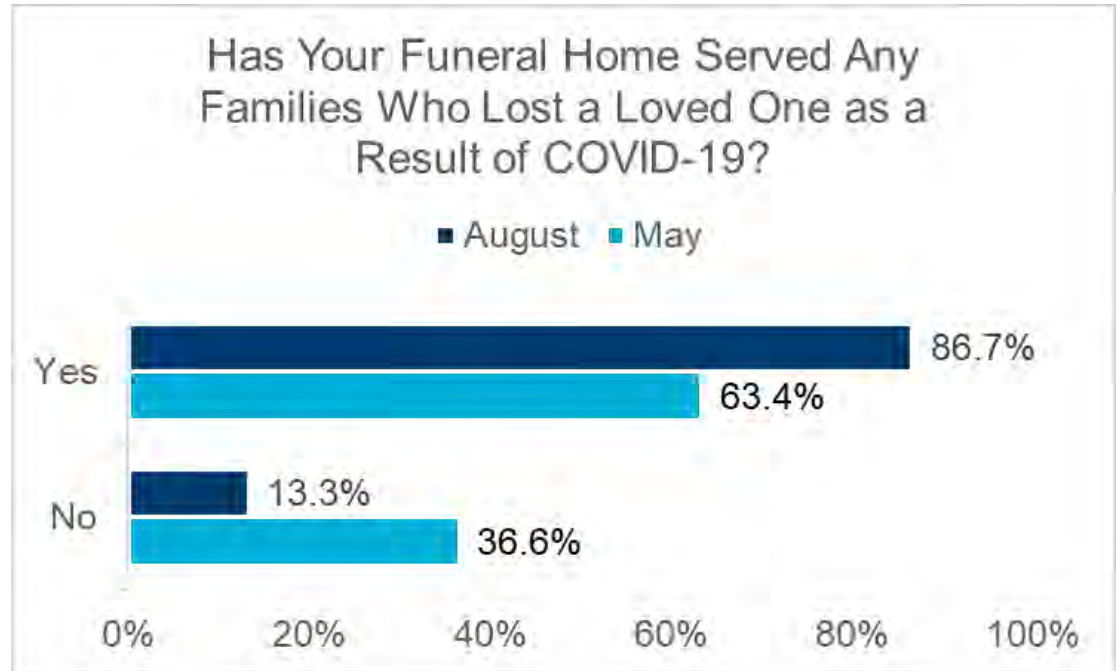
- Members are turning to NFDA for COVID-19 information. Respondents' primary source of COVID-19 information are:
 - 57.8% NFDA website
 - 29.3% NFDA publications
 - 17.7% NFDA webinars/educational opportunities
- COVID-19 is affecting funeral homes' profit margins:
 - 17.8% of firms stated the crisis has increased their profits (by an average of 20.1%)
 - 53.8% of firms stated the crisis has decreased their profits (by an average of 18.3%)
 - 28.3% of firms stated their profits have remained the same

Highlights

- 86.7% of firms have served at least one family who lost a loved one as a result of COVID-19
- Over half (60.9%) said the cremation rate at their firm has increased since the crisis began
- PPE is still scarce in some areas but is more readily available compared to May 2020
 - 43.2% are still having problems securing PPE
- Approximately half (50.4%) of funeral homes have had staff who have been tested for COVID-19.
- Only 14.2% of firms have had someone at their firm fall ill with COVID-19. Of those, 21.8% believe they were exposed at work, 50.5% were exposed outside of work and 44.6% were unsure where the exposure occurred.

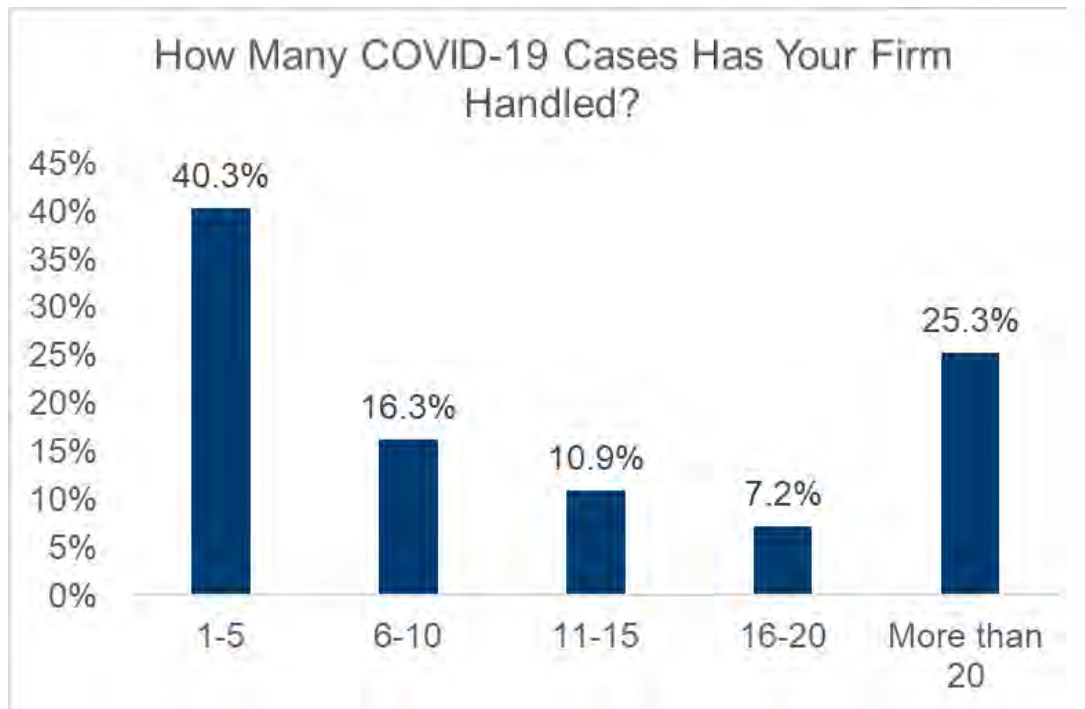
Serving families

Since May, there has been a 23.2% increase in the number of firms that have served families who lost a loved one as a result of COVID-19



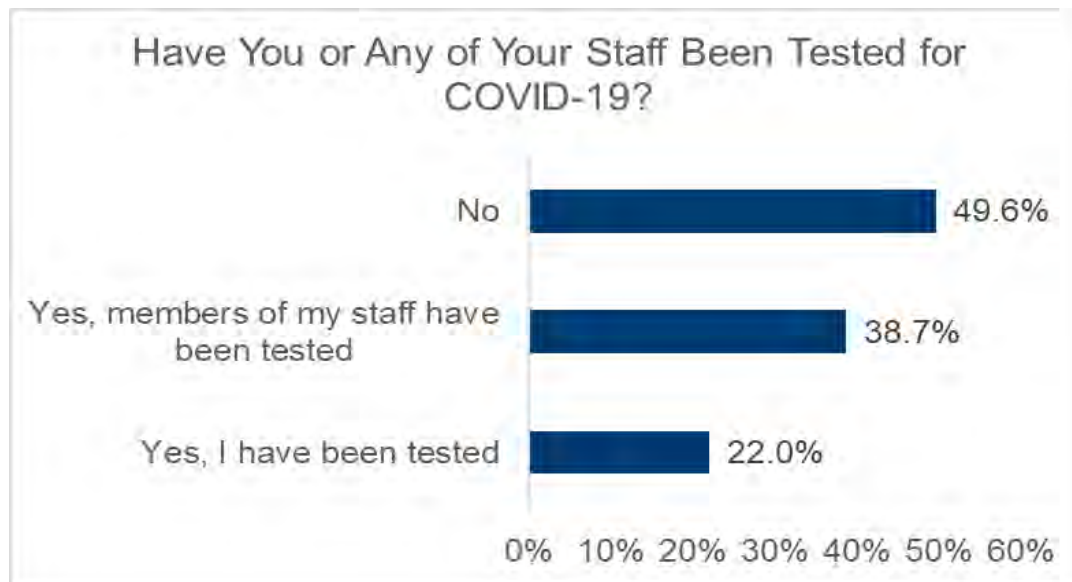
Number of cases handled

Of the 86.7% of firms that have handled COVID-19 cases, 56.6% have handled fewer than 11 cases.



COVID-19 Testing

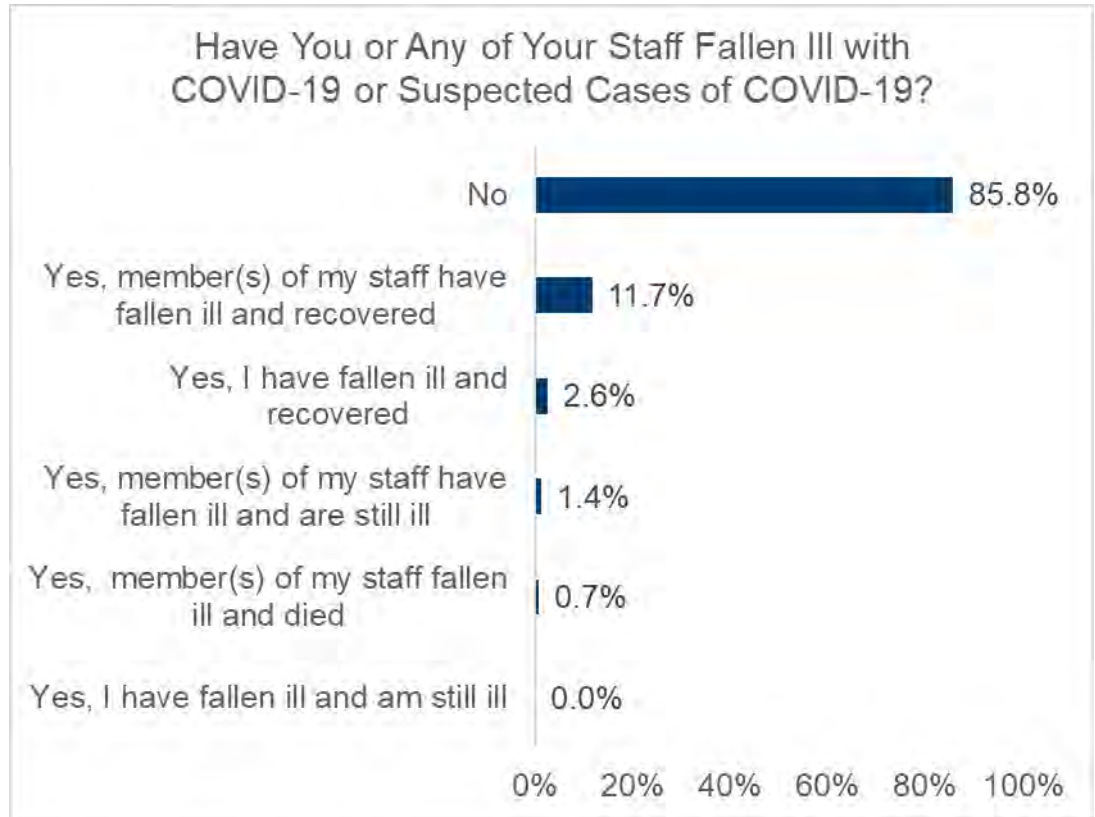
Approximately half of the firms represented in this study had at least one person at their firm tested for COVID-19.



*Note: Percentages add up to more than 100% due to multiple responses.

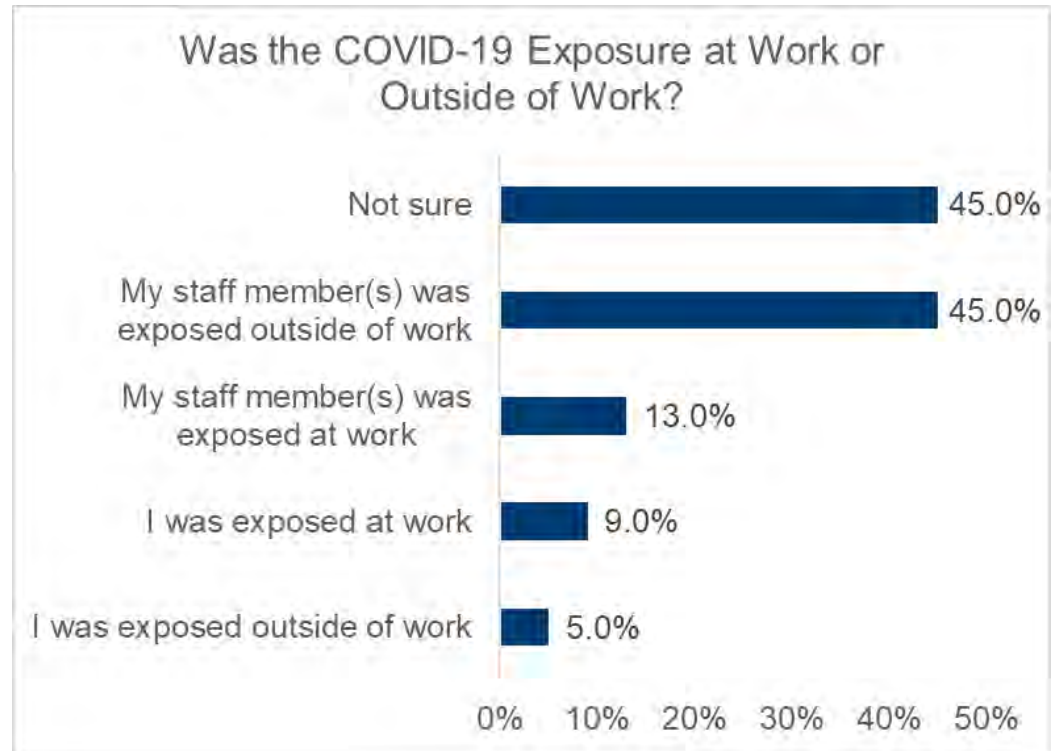
COVID-19 Exposure

Most respondents (85.8%) stated no one at their firm has fallen ill with COVID-19 or had a suspected case of COVID-19.



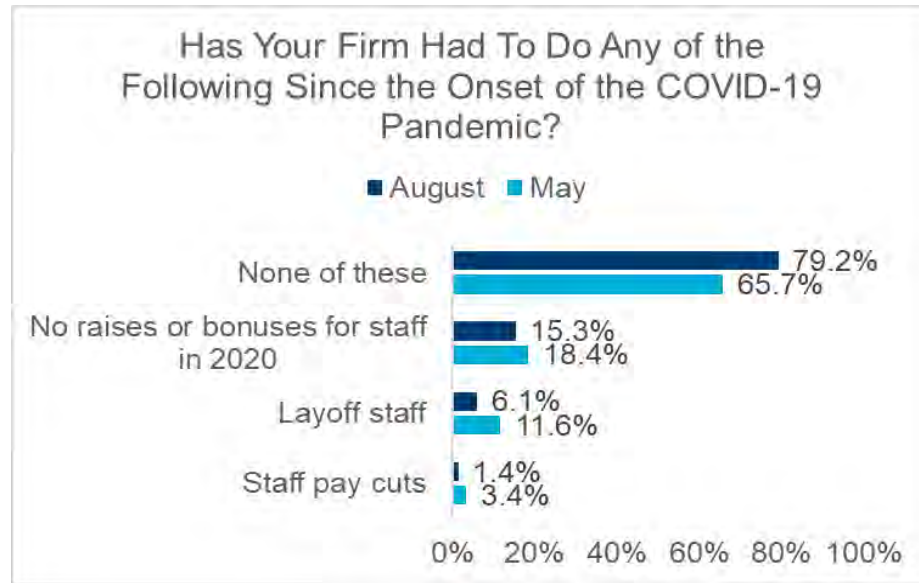
COVID-19 Exposure

Of the 14.2% who were either exposed or suspected of being exposed to COVID-19, 45.0% said they were not sure where the exposure occurred and another 45.0% said they or their staff members were exposed outside of work. Only 22% said the exposure occurred at work.



Effects on Staff

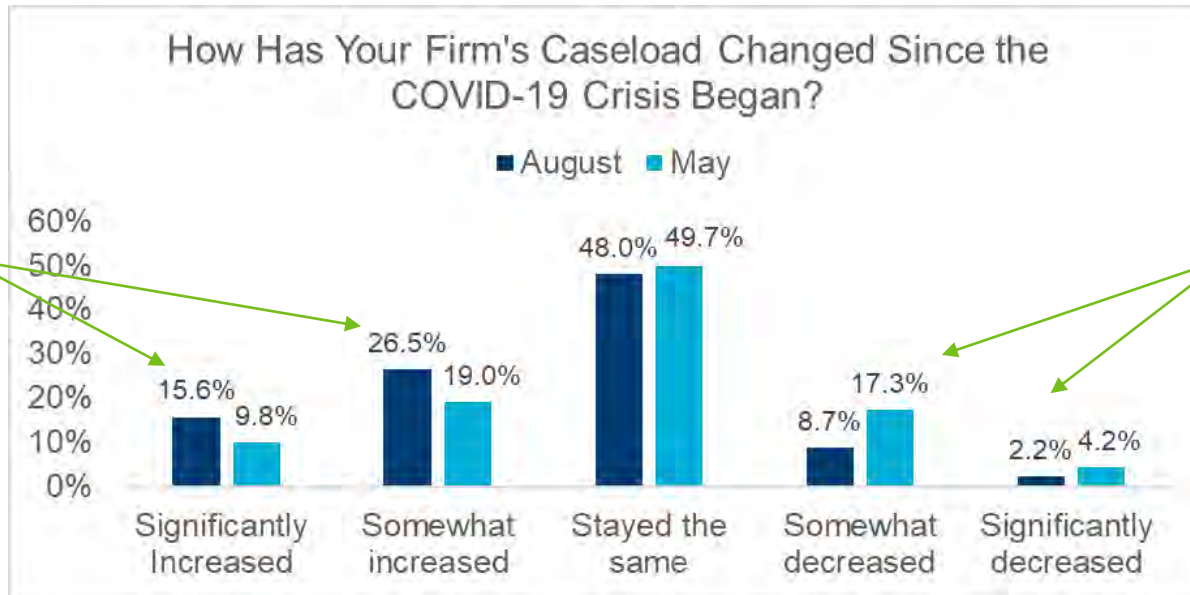
Most firms (79.2%) have not had to eliminate raises or bonuses, layoff staff or implement staff pay cuts since the onset of COVID-19



*Note: Percentages add up to more than 100% due to multiple responses.

Effects on caseload

48.0% of firms' caseloads have stayed the same since the COVID-19 crisis began.

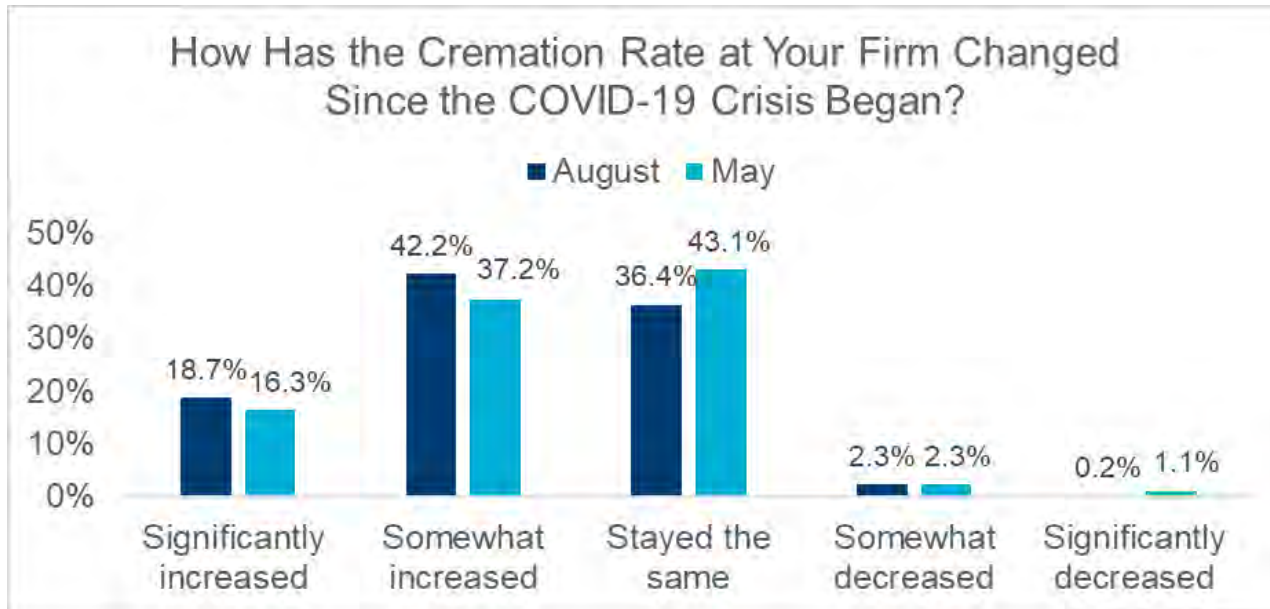


42.1% said caseloads have increased

10.9% said caseloads have decreased

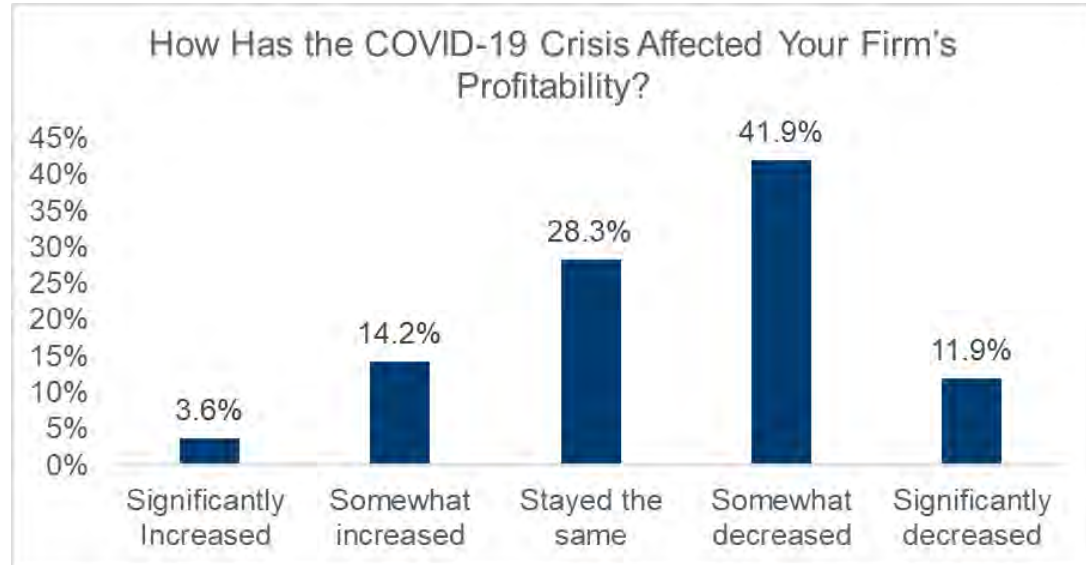
Cremation Rates

36.4% said the cremation rate at their firm has stayed the same since the COVID-19 crisis began, 60.9% said it has increased and 2.5% said it has decreased.



Profitability

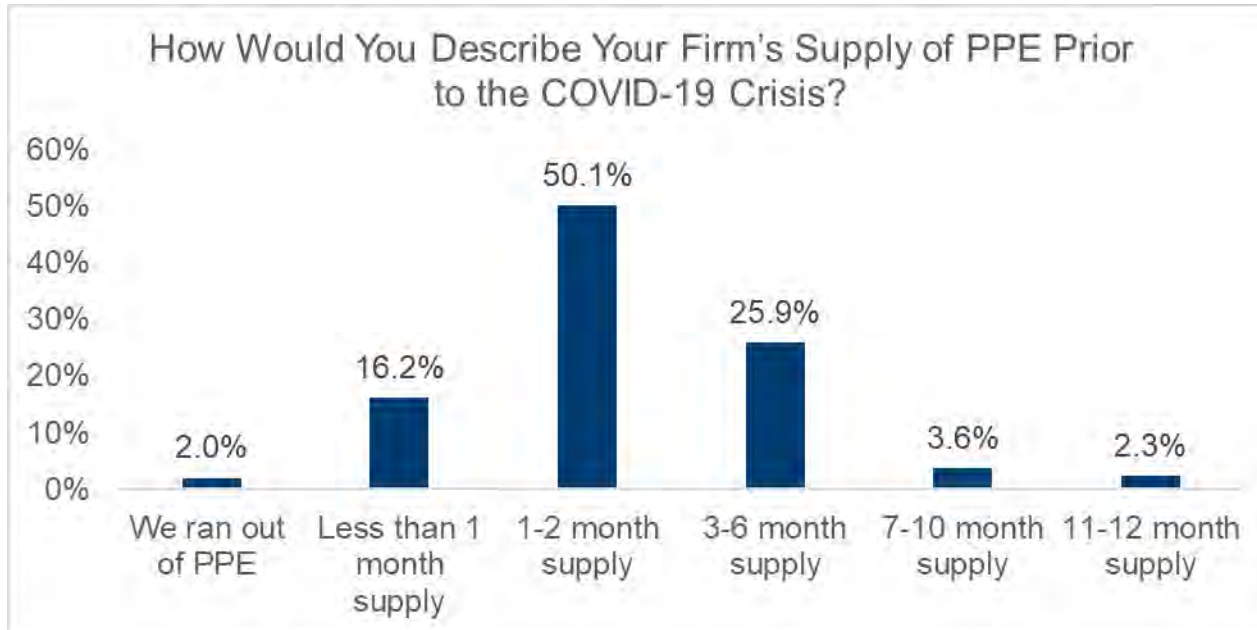
- 17.8% of firms stated the COVID-19 crisis has increased their profits (by an average of 20.1%).
- 53.8% of firms stated the COVID-19 crisis has decreased their profits (by an average of 18.3%).
- 28.3% of firms stated their profits have remained the same.



Firm's profitability since COVID-19 Crisis Began	Average	Median	Minimum	Maximum
% Increased Profitability	20.1%	15.0%	2%	100%
% Decreased Profitability	18.3%	15.0%	2%	80%

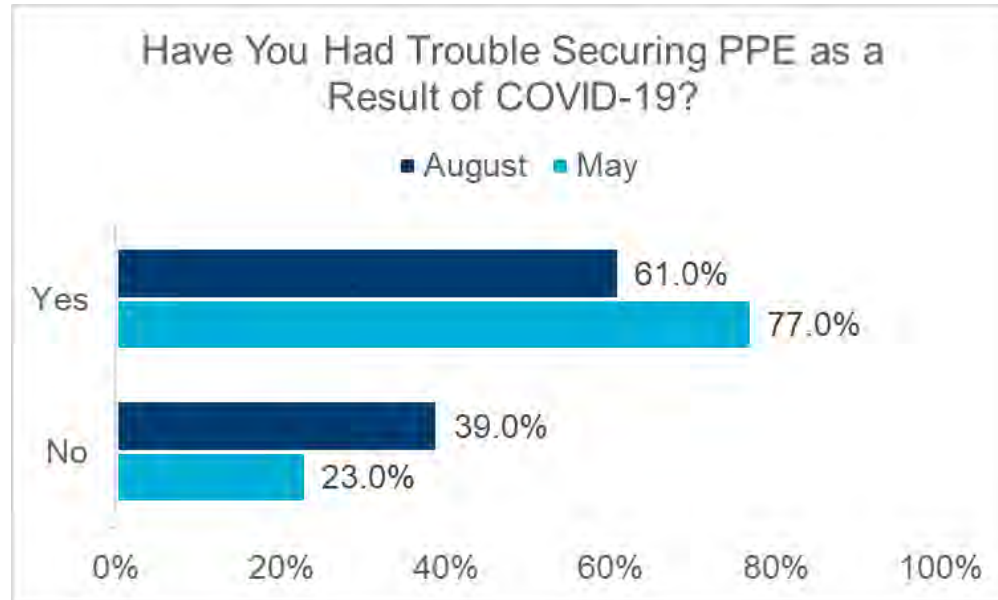
PPE Supply

18.2% of firms have either run out of PPE or have less than a one-month supply, while half of the responding firms have a one to two-month supply of PPE.



Trouble Securing PPE

Less than two-thirds of respondents (61.0%) have had trouble securing PPE (down 16.0% from May)



Trouble Securing PPE

43.2% of respondents said they are still having trouble securing PPE and 69.6% have had to change or add a new PPE supply partner due to shortages.

Are you still having trouble securing personal protective equipment?	
Yes	43.2%
No	56.8%
Have you had to change or add a new PPE supply partner due to shortages?	
Yes	69.6%
No	30.4%

Livestreaming

Almost half of the respondents surveyed said their firm just started offering livestreaming options since the onset of COVID-19 and an additional 21.3% plan to start offering livestreaming options.



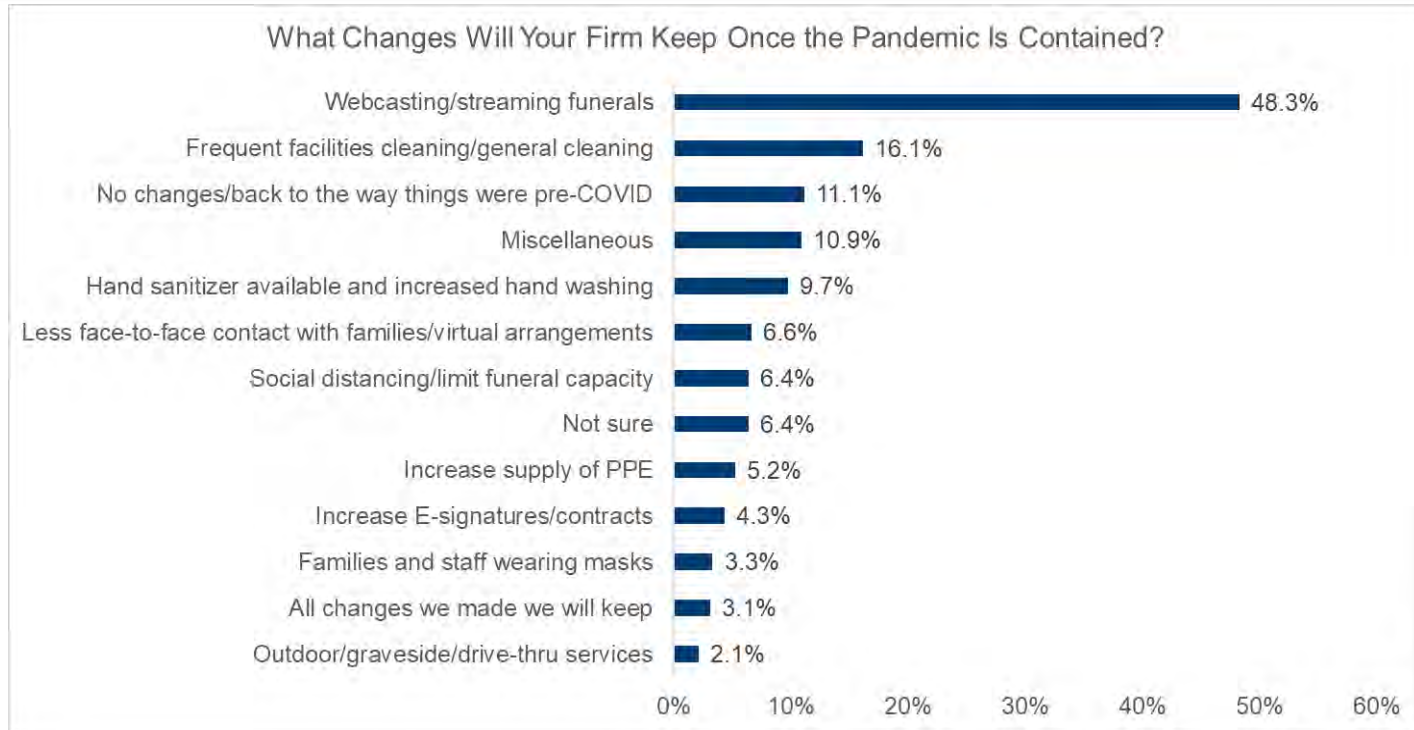
Postponed Services

An average of 22.7% of families have postponed services and intend to have some type of service with the assistance of their funeral director at a later date.

What percentage of families have postponed services and signaled their intention to have some type of service with your assistance at a later date as a result of COVID-19?	
Average	22.7%
Median	15.0%
Minimum	0.0%
Maximum	95.0%

Continued Changes Post COVID-19

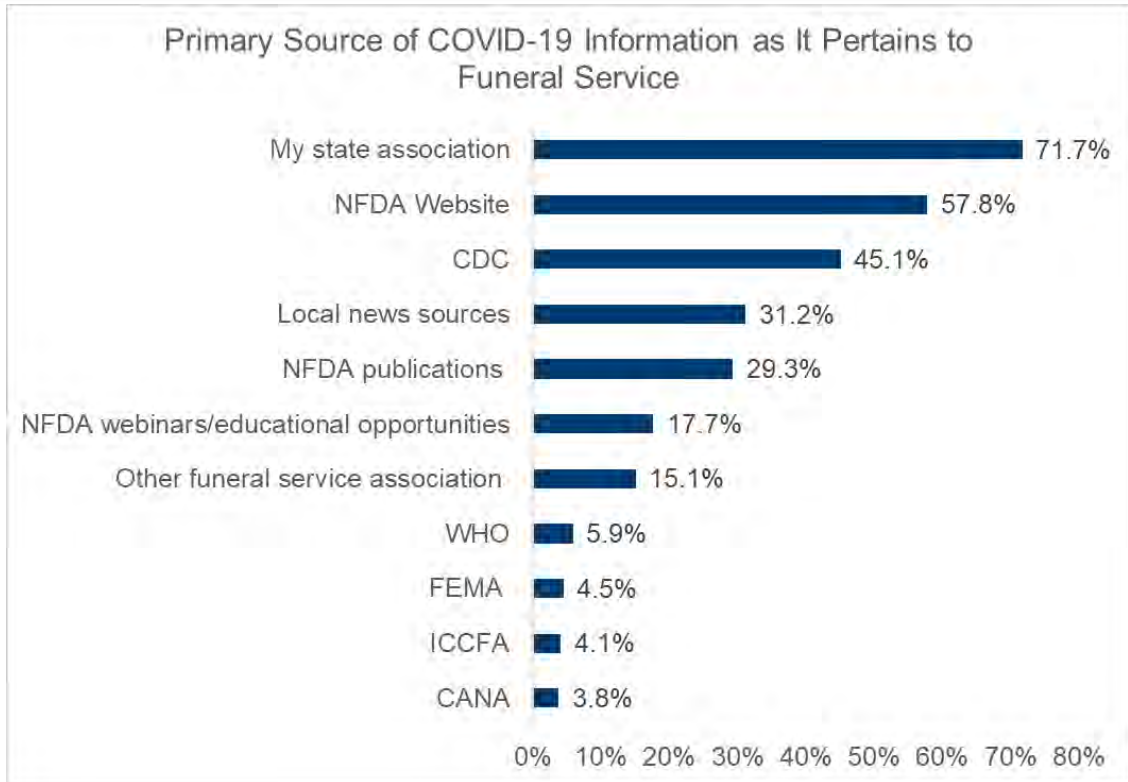
Almost half the respondents said their firm will continue to offer livestreaming options once the pandemic is over.



*Note: Percentages add up to more than 100% due to multiple responses.

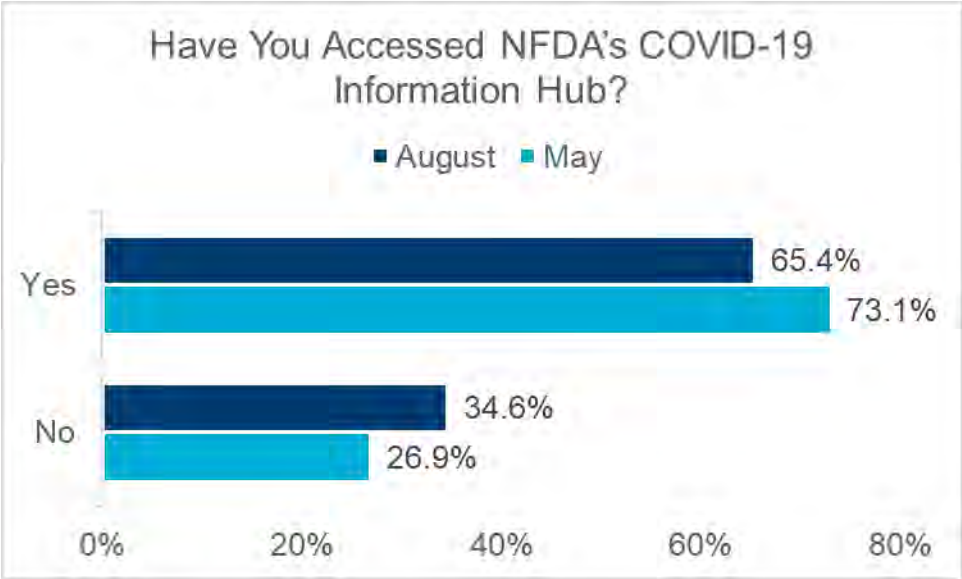
Information Sources

Most respondents rely on their state association, followed by the NFDA Website and the CDC as their primary sources of COVID-19 information



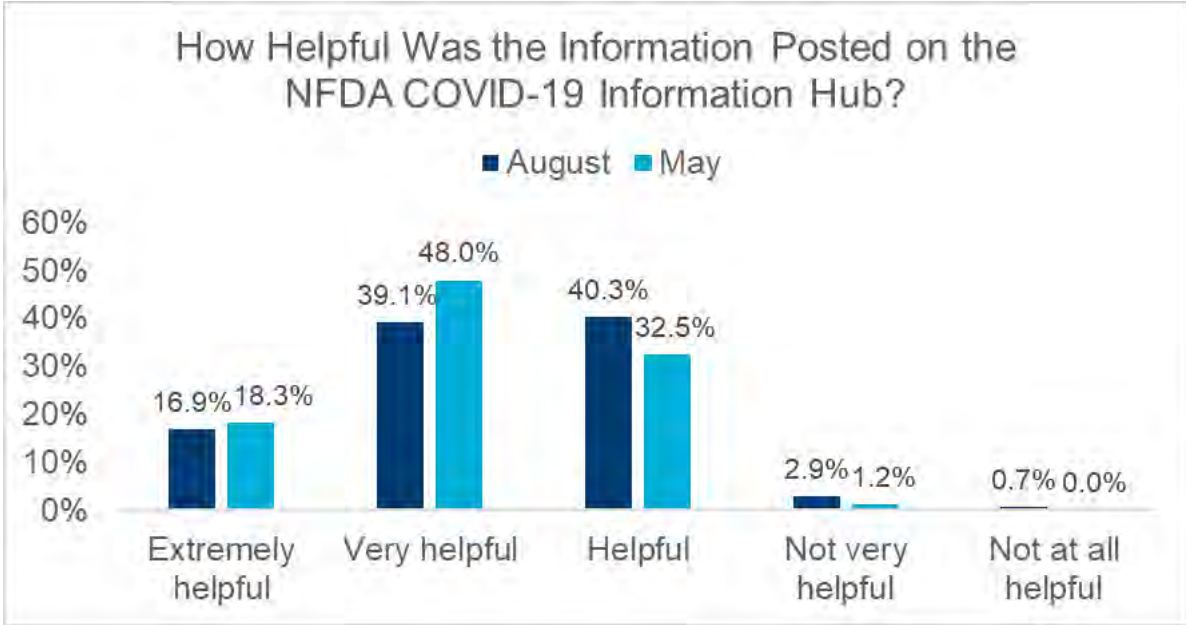
COVID-19 Information Hub

Almost two-thirds of respondents have accessed NFDA's COVID-19 Information Hub on the NFDA Website



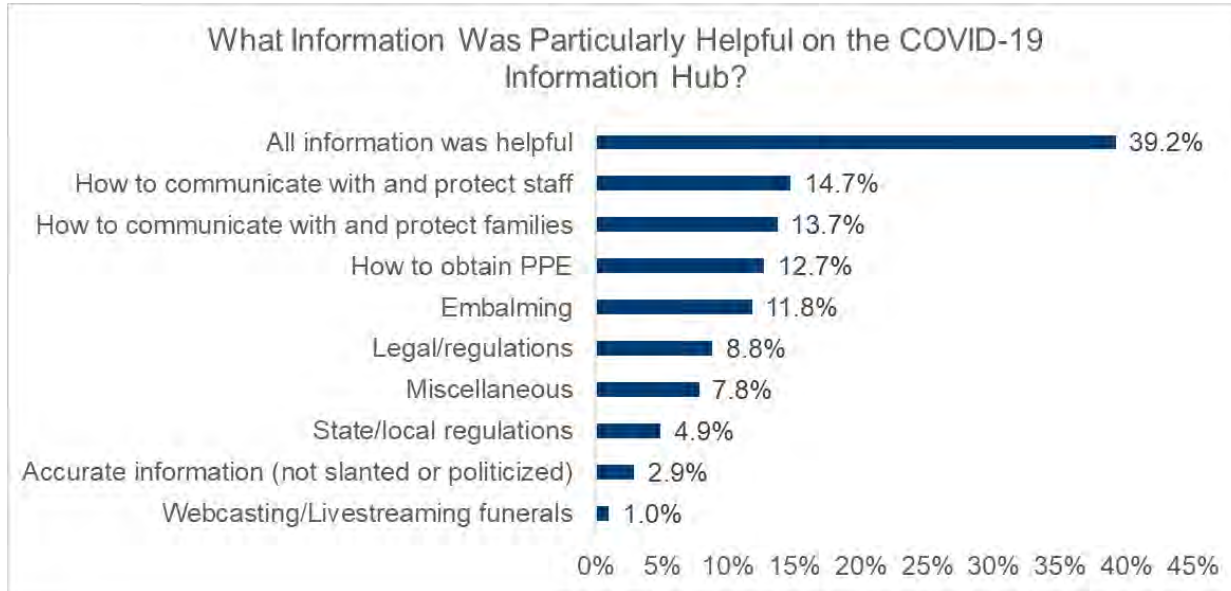
COVID-19 Information Hub

56.0% of respondents said the information posted on the NFDA COVID-19 Information Hub was either extremely helpful or very helpful.



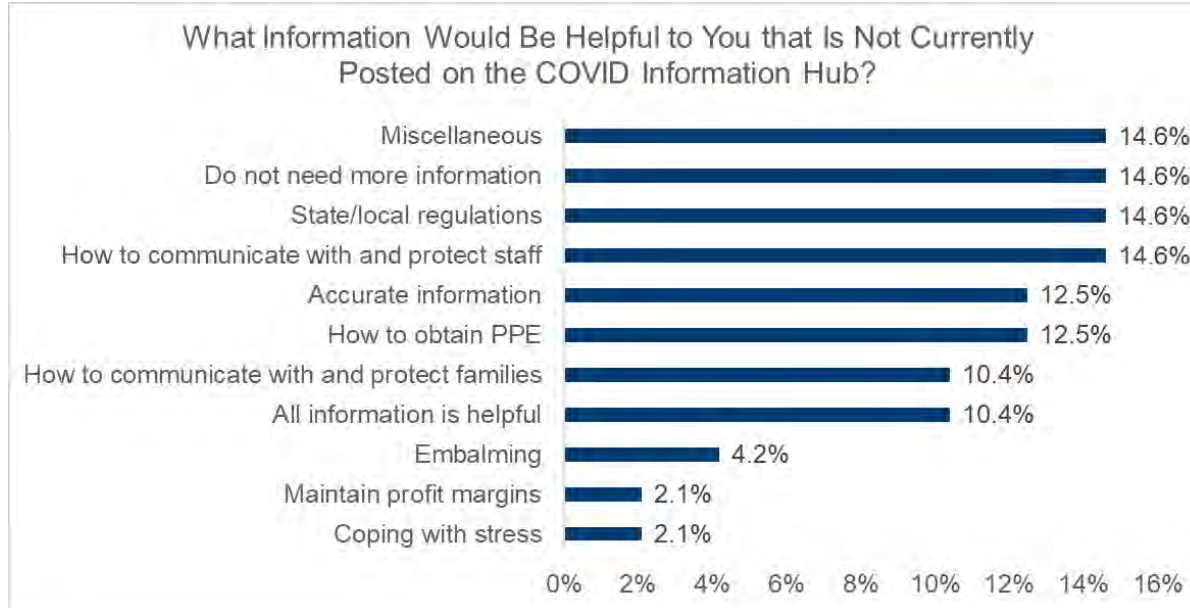
COVID-19 Information Hub

39.2% of respondents felt all of the information posted on the Information Hub was helpful, followed by the information regarding how to communicate with and protect staff and families.



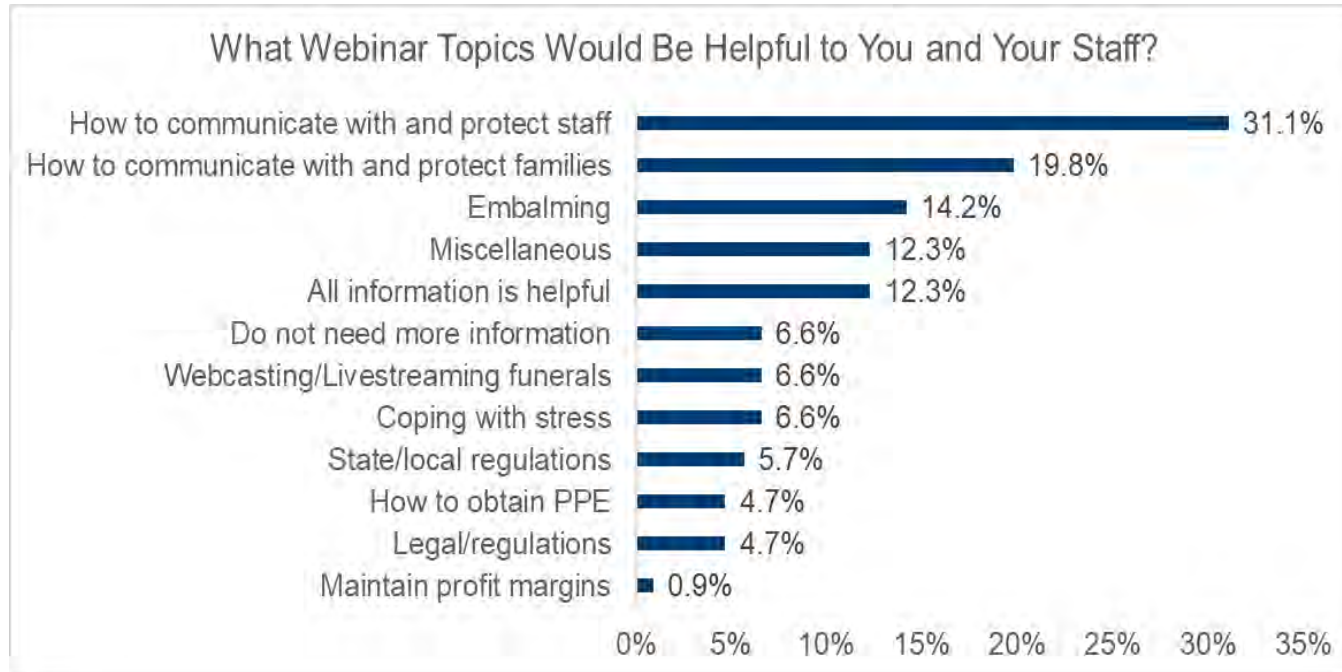
COVID-19 Information Hub

Only 48 respondents gave an answer to this question. Of those that responded, members would like to see information regarding state/local regulations and how to communicate with and protect staff posted on the NFDA Information Hub



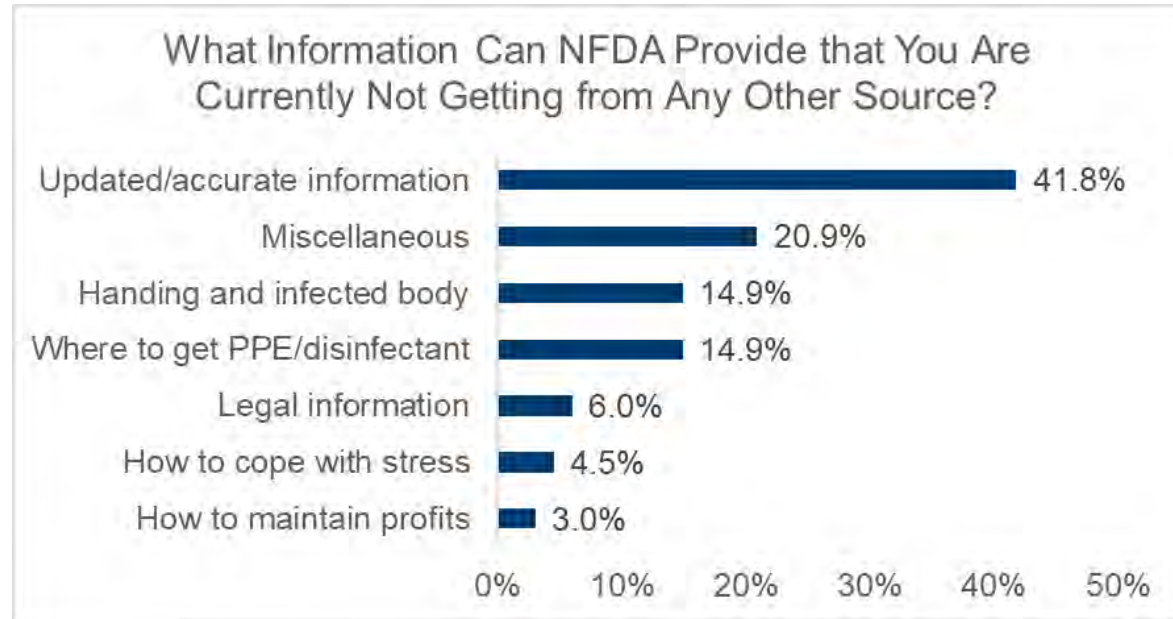
Webinar Topics

The webinar topics that were of most interest to respondents were how to communicate with and protect staff and families.



Missing Information

Only 67 people responded to this question. Of those that did, 41.8% indicated they would like updated and accurate information.



Thank you!

National Funeral Directors Association
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