

Final Fling Survey

**Final Report
June 2011**

**PERform Consulting & Development
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Key Highlights from the Survey

- **Response:** 303 fully completed questionnaires
- **Age** of respondents: Largest group were aged 36 to 50
- **Sex** of respondents: Larger group of respondents was female
- **Dependents:** There was an almost equal split between those with and those without dependents
- Geographical **location:** Most were Scottish (83%) but many from England (16%) and even a few outside the UK.
- **Scottish distribution:** 35% from Glasgow; 28% from Edinburgh. Some from rural locations.
- 70% like to **manage their own affairs** if they can. 39% are already organised but there is a potential market as more than half have either still to get around to it or don't always remember where they put things.
- 98% thought it was important to have their **wishes** taken into account should they be unable to make major life decisions.
- Tone of the website, security and building trust will be **important issues for Final Fling.**
- 55% said they might use a website to **record and store their wishes** as long as it was free, secure and reliable but only 8% said they wouldn't hesitate. Work will have to be done to build confidence and capture the 'undecided' market.
- 70% have no arrangements in place to **pay for a funeral** but they might make arrangements in future. People in older age groups are more likely to say this than those in younger groups.
- Half of respondents don't have a **will**. Of those, 85% thought it would be helpful to have one. The older respondents were, the more likely they were to have a will - but being older didn't make a difference to whether or not they would buy or update a will online. Most respondents (60%) don't have a will because they haven't got around to it. Half of those who thought they were too young to make a will were aged over 50. Two-thirds of respondents said that they would be 'very' or 'fairly' likely to buy or update a will online if they could do so easily, securely, reliably and at a competitive price.
- Most of the respondents used the **internet** for a variety of activities. There was a significant difference by age for some of the activities listed.

- The idea of a **Treasure Trove** online was potentially interesting to two-thirds of respondents.
- Price and quality were ranked most important when it came to making **purchasing decisions**
- All of the **services listed** in the questionnaire were considered useful to some degree by most respondents. Most useful was thought to be advice about what to do in the event of a death. Least useful was somewhere to store photographs and memories, however, this contrasted to an overall liking for the Treasure Trove. (See above)
- Strongest agreement to statements about end of life was about **funerals** being a celebration of a person's life and wanting a **choice** both about being buried or cremated and where to be buried or have ashes scattered. People were less than confident that someone knew about their wishes.
- Around the same proportion liked the **name Final Fling** as disliked it. There was a strong, statistically significant, difference between men and women with female respondents being more favourably disposed towards the name than were male respondents. Several comments about the name were given – it generated considerable interest and a great deal of creativity.

1.0 Introduction

- 1.1 'Final Fling' is the brand name of a developing web-based company that is aimed at helping people to prepare for the end of life, through all of life. It aims to fill a niche in the market by offering a sensitive, yet up-beat, electronic 'one stop shop' that celebrates life and meets the information and service wants and needs of its customers. The vision behind the website is to help people of all ages to plan and manage their affairs, to think about alternatives that meet their values and aspirations, to provide a safe place to store their wishes and treasured memories and to provide relevant additional services.
- 1.2 This initial Final Fling survey has been commissioned to gain a relatively quick 'feel' for the market. Questions were developed to test attitudes and perceptions, to test demand and likelihood of traffic to the website and to test the brand.
- 1.3 The survey was designed and customised to meet requirements using proprietary software and was distributed via a cascade system based on personal networks (snowball sampling).
- 1.4 The survey has achieved its initial objectives and, indeed, the number of responses within the relatively short timescale, exceeded expectations. Respondents took time to provide higher than average numbers of comments and suggestions for a survey of this sort, perhaps reflecting the degree of interest that was stimulated by the questions and the topic.
- 1.5 The following analysis provides a solid 'first feel' for the market's response to issues such as demand for specific services, preferences, attitudes and reaction to the brand. Verbatim comments, where available, provide a particularly rich understanding of respondents' reactions. These are combined with quantitative analysis and descriptive statistics in the text. They are also provided in appendices, sorted by question and type of comment.

2.0 Method:

- 2.1 The survey, designed using proprietary web-based software, was distributed using the 'snowball sampling' technique. This was considered to be the most ethical way to test the market whilst respecting potential sensitivities to the survey's subject matter. By using the networks of known contacts, the likelihood of the survey arriving in the inbox of someone who would find the contents upsetting would be reduced.
- 2.2 The method also had additional benefits. It made possible a faster turnaround time because it eliminated the need to gain corporate and/or other approval prior to distribution. It also achieved a relatively high response because an invitation to participate from a recognised contact would be more likely to be acted upon.
- 2.3 Use was made of Facebook and word of mouth, where appropriate, to seek permission prior to forwarding the survey link via email.
- 2.4 The sampling method meant that the sample was unlikely to be truly representative of the wider population because of the potential for biases to be introduced in selection. This disadvantage was believed to be less important than the risk of distressing unknown respondents.
- 2.5 Links were distributed to reach as wide a demographic as possible within time and sensitivity constraints.

3.0 Survey Topics

3.1 The survey covered the following topics:

- **Management of personal affairs:** arrangements in place; preferences for having own wishes taken into account
- **Current arrangements:** having or not having a will; reasons for not having a will; desirability of having a will; having or not having a funeral plan or savings
- **Internet:** current usage patterns; likelihood of buying and storing a will online; likelihood of using an online 'Treasure Trove' for storing personal wishes, photographs and memories.
- **Purchasing decisions:** top two influences on buying behaviour; usefulness of various online 'end of life' offerings
- **Attitudes to:** death and dying; having wishes taken into account; end of life events
- **Profile information:** age group; sex; dependents; broad geographical location
- **Suggestions for additional services:** comments
- **Brand testing:** company name; comments

3.2 Details of the questions asked are noted against findings. They are also attached at Appendix 1.

4.0 Findings

4.1 The findings consist of descriptive statistics for the full sample, cross-tabulated and checked for statistically significant differences by profile characteristics. Only where significant differences at the 5% confidence level were found have they been reported. Where no comment has been made about differences by sex, age or whether respondents had dependents, no significant difference was found.

4.2 Following details of the response to the survey (paragraph 4.4), findings are reported against each of the topics outlined above and by individual survey questions. Where relevant, a selection of verbatim comments is included alongside quantitative analysis to provide richer insights into the nature of responses.

4.3 Full lists of verbatim comments are reported by question and categorised into various types of comment. These are provided in Appendices 2-5.

4.4 **Response To The Survey:**

4.5 The survey achieved 323 responses. Of these, 302 (nearly 95%) completed all questions.

4.6 Drop-out rate during completion was very low but, where it did occur, it could be related to one or all of the following factors:

- (i) respondents being interrupted and not resuming the survey
- (ii) respondents disliking individual questions at which point they abandoned the survey or
- (iii) respondents disengaging as the survey proceeded due to its length.

As noted previously, both the volume of additional comments and the nature of the comments received suggest that the survey captured the interest of the vast majority of those who started it.

"Great survey and exciting to know these issues are being looked at"

"Good work with this survey"

"I like your questions"

4.7 **Profile of Respondents:** As the distribution method selected could not sample on the basis of key demographics, post-completion analysis of the profile of respondents is particularly useful. Three hundred and three (303) respondents completed profile information relating to: age group; sex; whether or not they had dependents and their geographical location (identified by the first part of their postcode).

4.7.1 Taken as a whole, the profile information suggests that, despite a risk of possible bias in responses due to the nature of the distribution mechanism, the survey has been completed by a relatively wide demographic. Details of respondents' profiles are provided below.

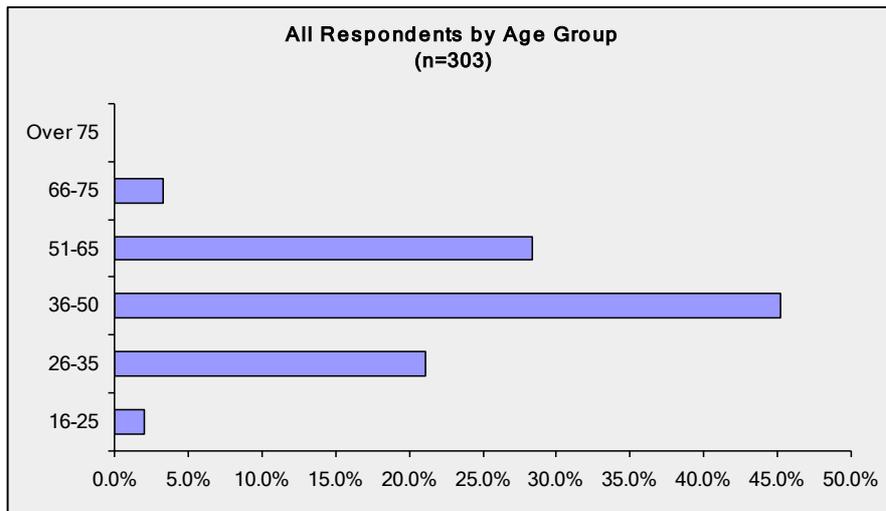
4.7.2 **Age: Q16 - What Age Bracket are you in?**

4.7.3 Responses were received across the full spectrum of age groups listed, with the exception of the 'over 75s'. Relatively few responses were received either from the 16-25 year age group or from the 66-75 year age group. It is likely that this is a result of the distribution method selected, with most people forwarding to peers and family members. The limited response from the older age group may indicate the effectiveness of the distribution method in vetting potentially 'insensitive' requests for survey completion.

4.7.3.1 Almost half of respondents fell into the age range 36-50. Between a quarter and a third were aged between 51 and 65. Just over a fifth was aged between 26 and 35.

Answer Options	Response Percent	Response Count
16-25	2.0%	6
26-35	21.1%	64
36-50	45.2%	137
51-65	28.4%	86
66-75	3.3%	10
Over 75	0.0%	0
	answered question	303
	skipped question	20

Figure 1: Distribution of Responses by Age



4.7.4 Sex: Q17 - Are you Male or Female?

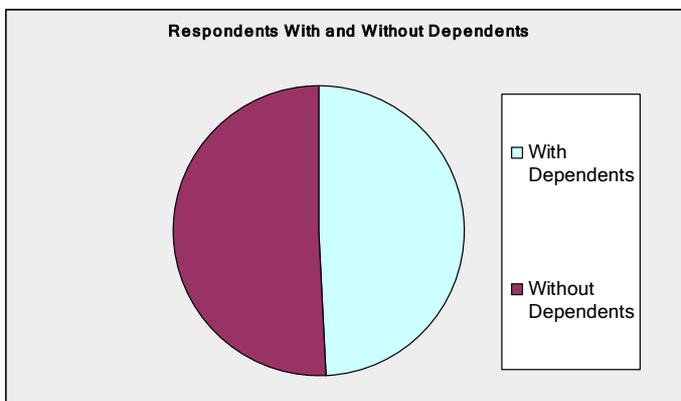
4.7.4.1 By far the larger group of respondents was female. This imbalance could reflect the way that survey respondents were recruited.

Answer Options	Response Percent	Response Count
Male	34.3%	104
Female	65.7%	199
<i>answered question</i>		303
<i>skipped question</i>		20

4.7.5 Dependents: Q18 – Do You Currently Have Dependents? (n=303)

4.7.5.1 Respondents were divided almost equally between those with, and those without, dependents.

Figure 2: Distribution of Respondents by Presence of Dependents



4.7.6 **Location: Q19 – What is the First Part of Your Postcode?** (n=303)

4.7.6.1 Analysis of postcode responses suggests that the geographical distribution of the survey was relatively wide. As might be expected from a survey initiated in Scotland and employing network distribution methods, the majority of respondents lived in Scotland (83%). Most of the remainder (16%) were based in England; only one response was received from a Welsh postcode; 4 were received from non-UK locations. (Figure 3).

4.7.6.2 Of the Scottish respondents, perhaps unsurprisingly, the majority were based in the wider Glasgow (29%) and Edinburgh (23%) areas. A relatively large proportion (15%) was based in the Forth Valley region, with Perthshire (6%) and Renfrewshire (5%) having the next largest proportions. (Table 3)

Figure 3: Distribution of Respondents by Country

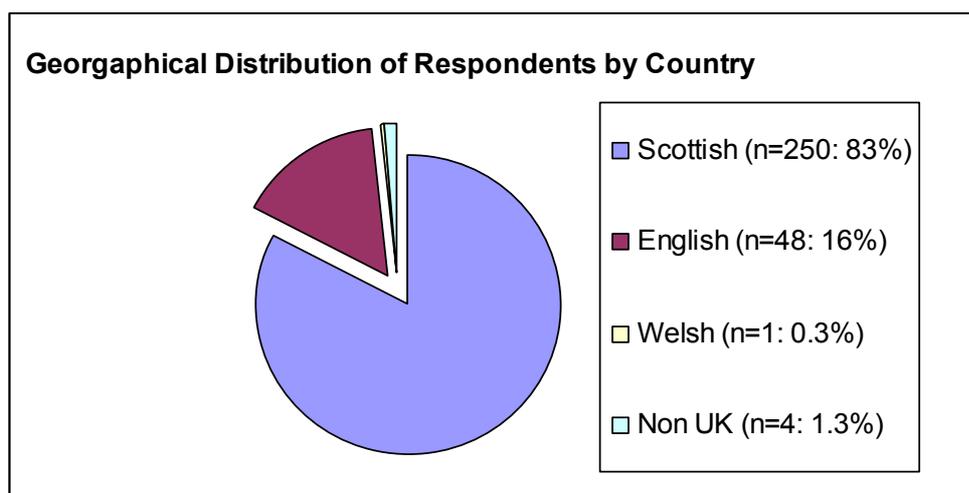


Table 3: Distribution of Scottish Respondents by Place of Residence		
	No	%
Scotland		
Glasgow	87	35%
Edinburgh	71	28%
Central Scotland	37	15%
Perthshire	15	6%
Renfrewshire	13	5%
Fife	9	4%
Lanarkshire	6	2%
Highland	3	1%
Scottish Borders	3	1%
Aberdeenshire	2	1%
Ayrshire	2	1%
Tayside	2	1%
Totals	250	100%

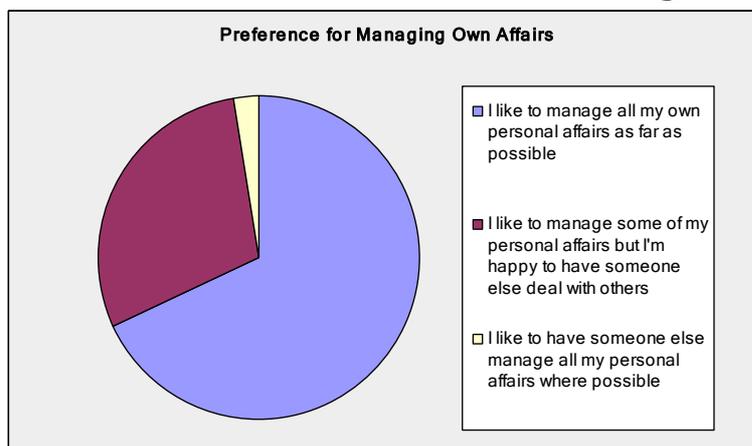
4.7.6.3 Analysis provides a reasonable level of confidence that views have been received from a wide spectrum of geographical locations. However, no information relating to ethnicity or cultural variation between locations has been collected.

4.8 Management of Personal Affairs:

4.8.1 **Q1: How much do you like to manage your own personal affairs (eg finances, insurance policies, personal effects)?** (n=323)

4.8.1.1 Of those who answered this question, more than two-thirds (68%) said that they prefer to manage their own personal affairs where possible. 29% said that they like to manage some of their personal affairs. Only 3% said that they like to have someone else manage their personal affairs where possible.

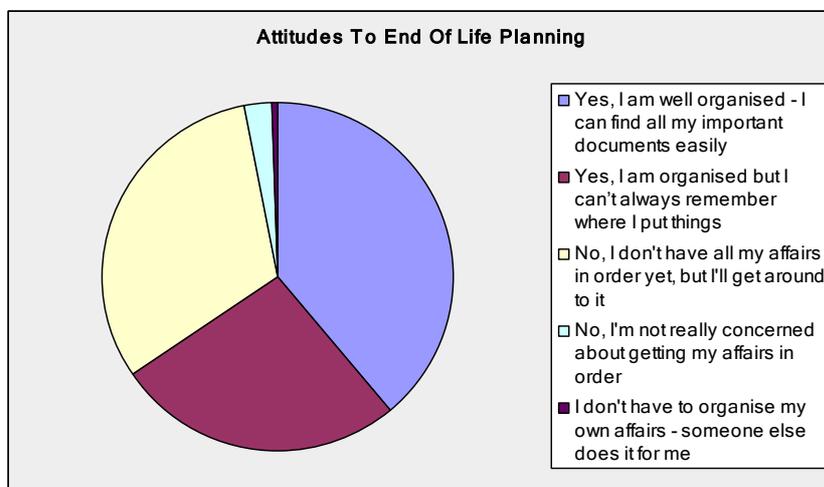
Figure 4



4.8.2 **Q2: Would you say that, currently, you have all your affairs in order?** (n=323)

4.8.2.1 Of those who responded to this question, most (39%) reported that they were well organised and could find important documents easily. Nearly a third (31%) said that they did not yet have things in order but that they would get around to it. Just over a quarter (27%) reported that they were organised but did not always remember where they put things. Very few people either were not concerned about getting their affairs in order (3%) or had someone else to do it for them (<1%).

Figure 5

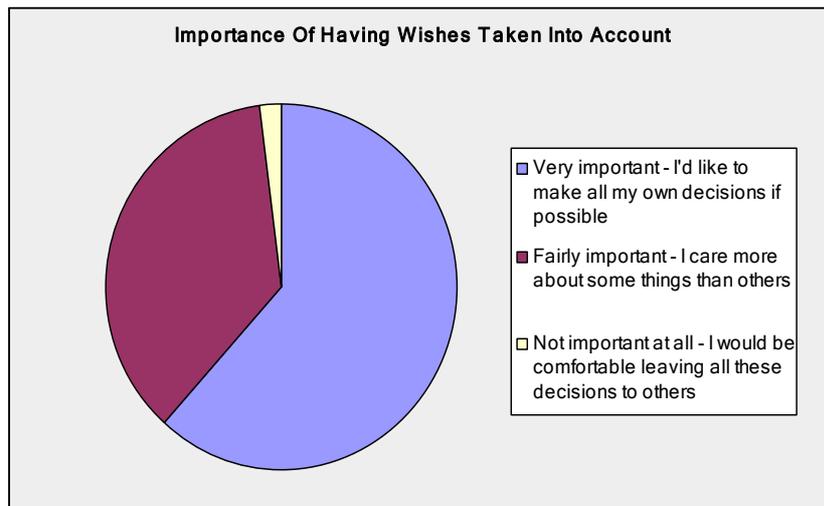


4.8.2.2 The potential market for Final Fling, based on this question, includes those who have yet to get round to organising their affairs and those who need a better way of keeping track of things. These two groups sum to around 60% of all respondents.

4.8.3 **Q3: How important to you would it be to have your wishes taken into account if you were unable to make major decisions for yourself (eg hospital treatment, organising your funeral or passing on your treasured possessions?).** (n=323)

4.8.3.1 Most people (62%) said that it is very important to have their wishes taken into account in the event of being unable to make their own decisions. Unsurprisingly, more than a third (37%) said that some issues would be more important than others, but very few people (2%) felt comfortable leaving all these decisions to someone else. (Fig. 6.)

Figure 6



4.8.3.2 In terms of the potential market for Final Fling, almost all respondents had some investment in having their wishes taken into account in relation to important life decisions.

"I think many people, myself certainly, are concerned about what will happen to us if we become too ill to make our wishes known...."

"I would like to perhaps share my end of life planning with my friends and family and make [these plans] as open as possible. This is so everyone knows what I would like to happen, so there is no confusion when I die"

4.8.3.3 Considered alongside Question 4 below, it is likely that the provision of somewhere online to record and store wishes, safely and reliably, would be something that could capture the interest of a wide demographic, providing that attention to security, tone and technical issues are dealt with appropriately.

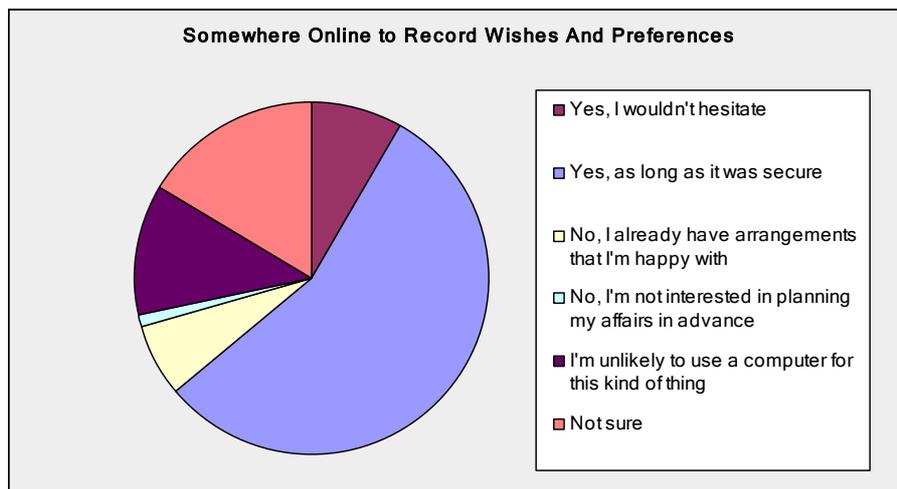
"Confidentiality and security of the data is vital"

"I think I will feel uncomfortable about putting very personal information 'out there' in digital space. I'll want assurances /help with that discomfort. Probably would be more likely to use practical services first. And then gradually build trust and confidence to use it for more 'sensitive stuff'.

4.8.4 **Q4: If you knew about a free, secure and reliable place online where you could record your wishes and preferences about major life decisions, would you be likely to use it? (n=323).**

4.8.4.1 The majority of respondents (55%) reported that they would be likely to use a site like this, subject to it being secure. Only 8% said that they wouldn't hesitate to use such a site. A moderate number of respondents remained unsure about whether they would use a site like this. Very few respondents overall would be beyond the market reach of Final Fling. Only 7% already had arrangements in place that they were happy with, just over 10% said that they would be unlikely to use a computer for this sort of thing and only 1% of respondents said that they were not interested in planning their affairs in advance. (Figure 7).

Figure 7



4.8.4.2 Comments received later in the questionnaire also indicate interest in such a development - along with noteworthy levels of concern about security.

"It sounds silly, but for me – and probably many others – the music at my funeral is of utmost importance, as is the SOUND QUALITY and VOLUME"

"You mention a secure service, however, I am in the online business and can tell you that nothing is 'for certain' secure. If you want to store such personal details about someone you have a real responsibility to them..."

"Internet security is a big issue – would you want to put such personal details online when there is potential for hackers to change your preferences..."

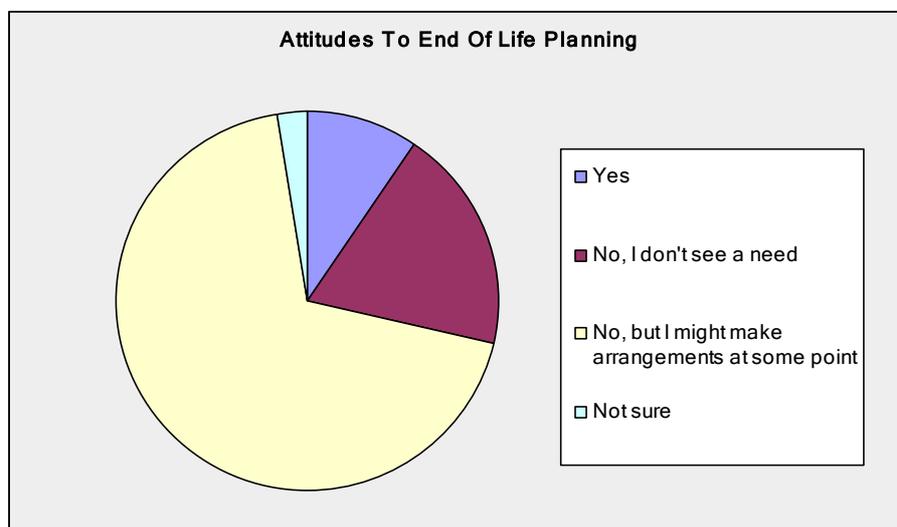
"I think encryption in storing data is crucial"

4.9 **Current arrangements:**

4.9.1 **Q5: Do you have a funeral plan or other specific savings to pay for the cost of your funeral?** (n=321)

4.9.1.1 The vast majority of respondents to this question (69%) said that they did not have financial arrangements in place specifically to pay for their funeral but that they might make arrangements in future. This group would be potential customers for Final Fling. (Note the lower ranking of agreement about the usefulness of offering financial products and services, despite it being considered useful. Fig. 15, Page 21). Nearly a fifth (19%) said that they did not see a need to have anything in place and only 10% of respondents had something in place already.

Figure 8



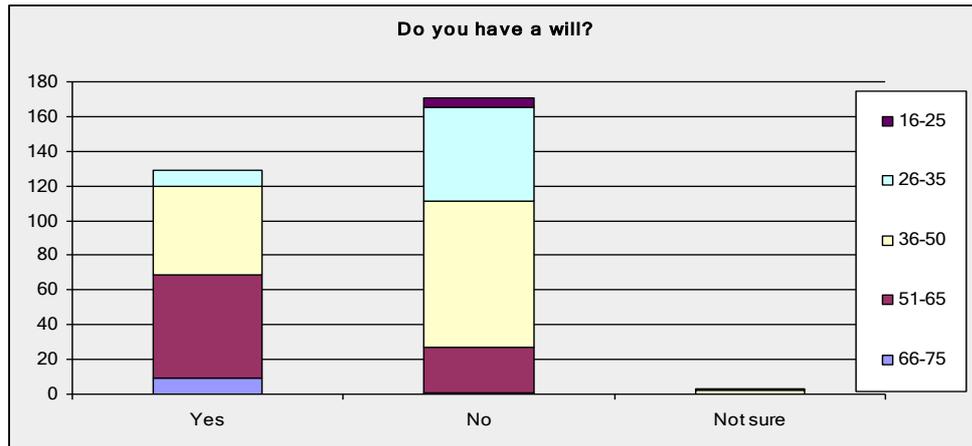
4.9.1.2 Perhaps unsurprisingly, those in higher age groups were significantly more likely to have special arrangements in place to pay for their funeral.

4.9.2 **Q6: Do you have a will?** (n=321)

4.9.2.1 Roughly, half of all respondents said that they had a will (44% had one compared to 55% who did not). As would be expected, people in older age

groups were significantly much more likely to have a will already. Of those aged 66 and over, 90% had a will. This compared to 60% of those aged 51 to 65 and about half for those aged 36 to 50. Of potential interest in relation to Final Fling, just under a third of people aged over 51 had no will. The likelihood of buying or updating a will online was not age related.

Figure 9: Wills By Age Group



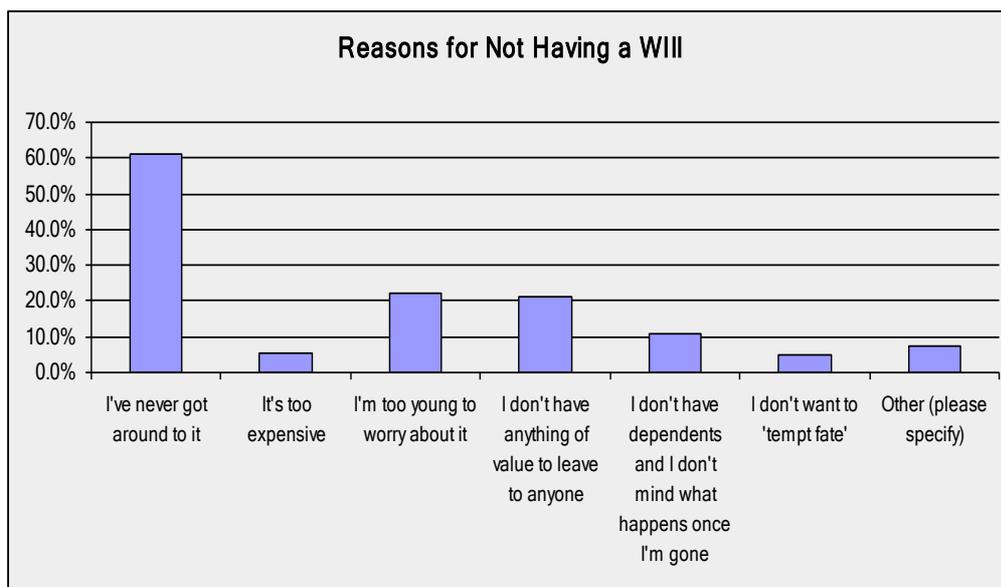
4.9.3 Q7: If you don't have a will already, do you think it would be helpful to have a will? (n =180)

4.9.3.1 Of those who said they don't already have a will, virtually no one (3%) thought it would be unhelpful to have a will. 85% said that it would be helpful and 12% were unsure.

4.9.4 Q8: If you don't already have a will, why is this? (n=180)

4.9.4.1 The most common reason given for not having a will was 'never having got around to it' (61%). A fifth of responses related to people saying that they were too young to worry about it and that they did not have anything of value to leave to anyone. Only 6% gave 'expense' as a reason for not having a will. Interestingly, half of those who said that they were too young to make a will were aged over 50. (Fig. 10)

Figure 10

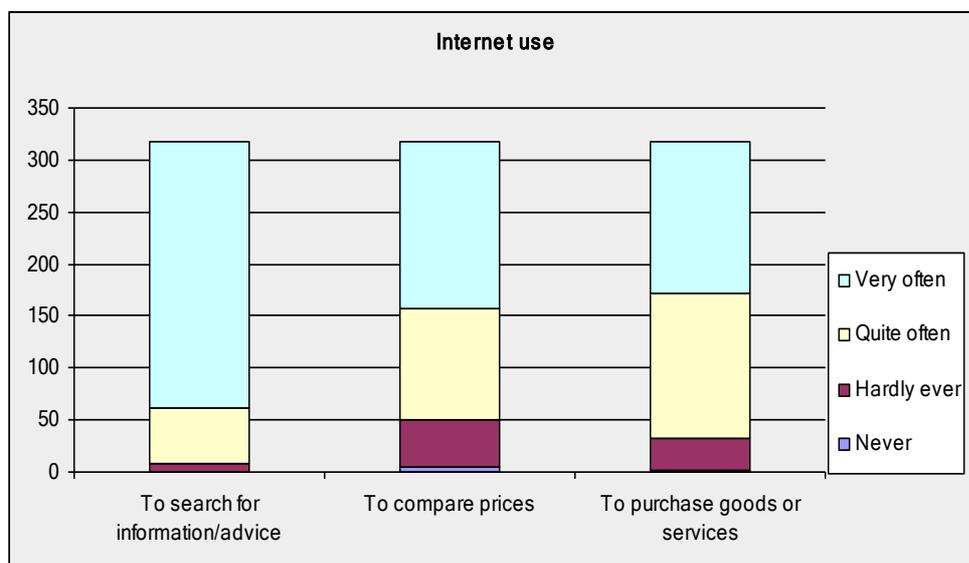


4.10 Internet:

4.10.1 Q9: How often do you use the internet for the following activities? (n=317)

4.10.1.1 The vast majority of respondents were accustomed to using the internet for all of the tasks listed. Almost everyone (98%) reported using it very or quite often to search for information. Slightly fewer (90%) said that they use it very or quite often to purchase goods and services and slightly fewer than that (84%) said that they use it to compare prices.

Figure 11:

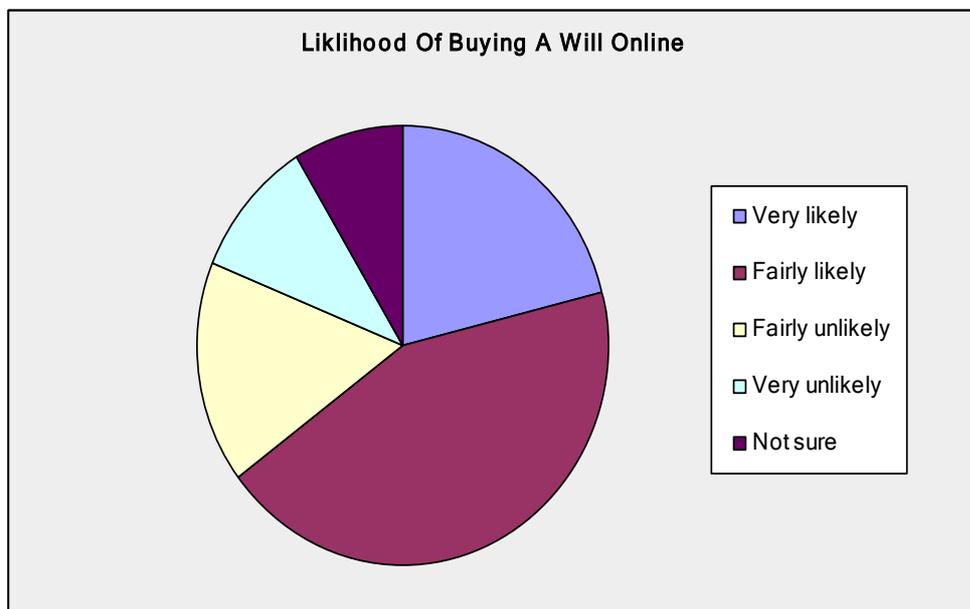


4.10.1.2 Internet activity did not vary significantly by sex but it did vary by age with respect to price comparison usage. 26-35 year olds used the internet most for price comparison. Over two thirds of this age group reported that they use it very often to compare prices compared to only a third of 51-65 year olds. Over 40% of 51-65 year olds nevertheless use it quite often for this purpose and just under a quarter of 51-65 use it hardly ever or never. This compares with only 6% of 26-35 year olds who say they use it hardly ever or never to compare prices.

4.10.2 **Q10: If you could buy or update a will easily, securely, reliably and competitively priced online, how likely would you be to do so?** (n=317)

4.10.2.1 When asked about buying or updating a will online, nearly two-thirds of respondents reported that they would be very or fairly likely to do so, provided that it could be done easily, securely, reliably and at a competitive price. Only 10% said that they would be very unlikely to do so. (Fig. 12) There was no significant difference between age groups or between males and females.

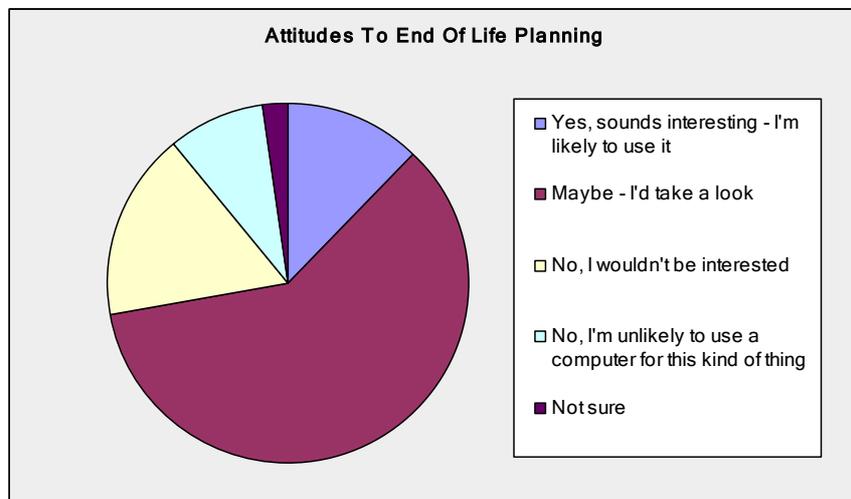
Figure 12



4.10.3 **Q11: If you could access a free, secure, online “Treasure Trove” where you could store and share family stories, photos, home movies and messages, would it be of interest to you? (n=317)**

4.10.3.1 The idea of a ‘Treasure Trove’ was potentially interesting to the majority of respondents, with 60% saying that it may be of interest – they would ‘take a look’. Only 12% said that they would be likely to use it. 17% said that they were unlikely to use it and a further 9% said that they would be unlikely to use a computer for this kind of thing. 2% were unsure.

Figure 13



4.10.3.2 There was no significant difference between males and females, those with or without dependents and those in different age groups.

4.10.3.3 Some specific comments related to the idea of a ‘Treasure Trove’:

“I really like the idea of ‘treasure trove’ for others to discover more about you. I have lots of stuff I’d like my son to see and discover about me for example. You could leave messages that can ONLY be opened by a named recipient.”

4.10.3.4 Question 13, about the usefulness of different services, included a question about providing somewhere to store and share photographs and memories. This was similar to the question about the ‘treasure trove’. Although ‘somewhere safe to store photographs and memories’ ranked bottom of all the services listed in question 13, it is worth noting that the service still

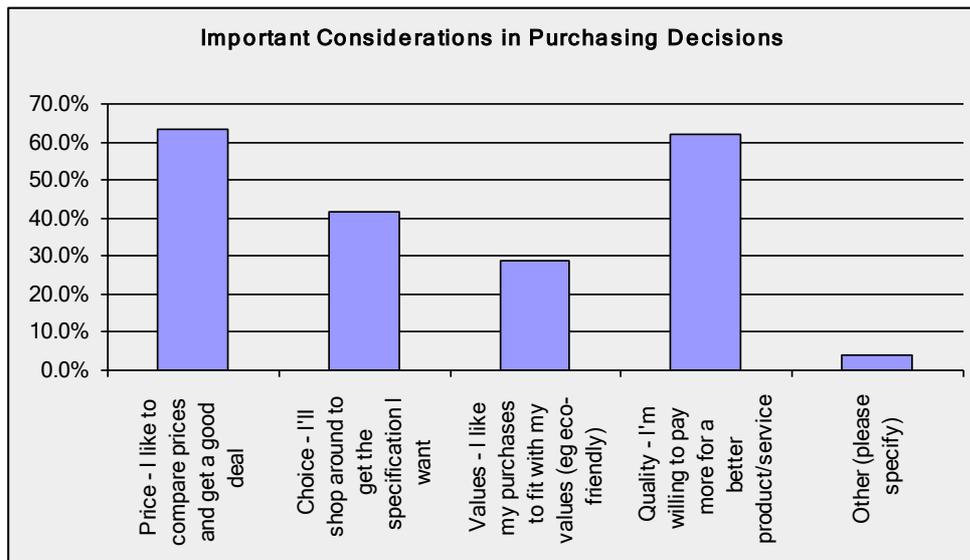
received an overall positive rating (mean score = 2.9 on a rating scale of 1-5).

4.11 Purchasing decisions

4.11.1 **Q12: When buying goods and services, what TWO things are most important to you?** (n=315)

4.11.1.1 In response to the options provided in this question, the most important feature of respondents' buying behaviour appears to be price, closely followed by quality. Choice was ranked third highest, with values being lowest. Thirteen respondents ticked 'other' and provided more detail about what was important to them. Comments included issues such as quality, security, reputation and ease of purchase. Full details of verbatim comments are provided at Appendix 2.

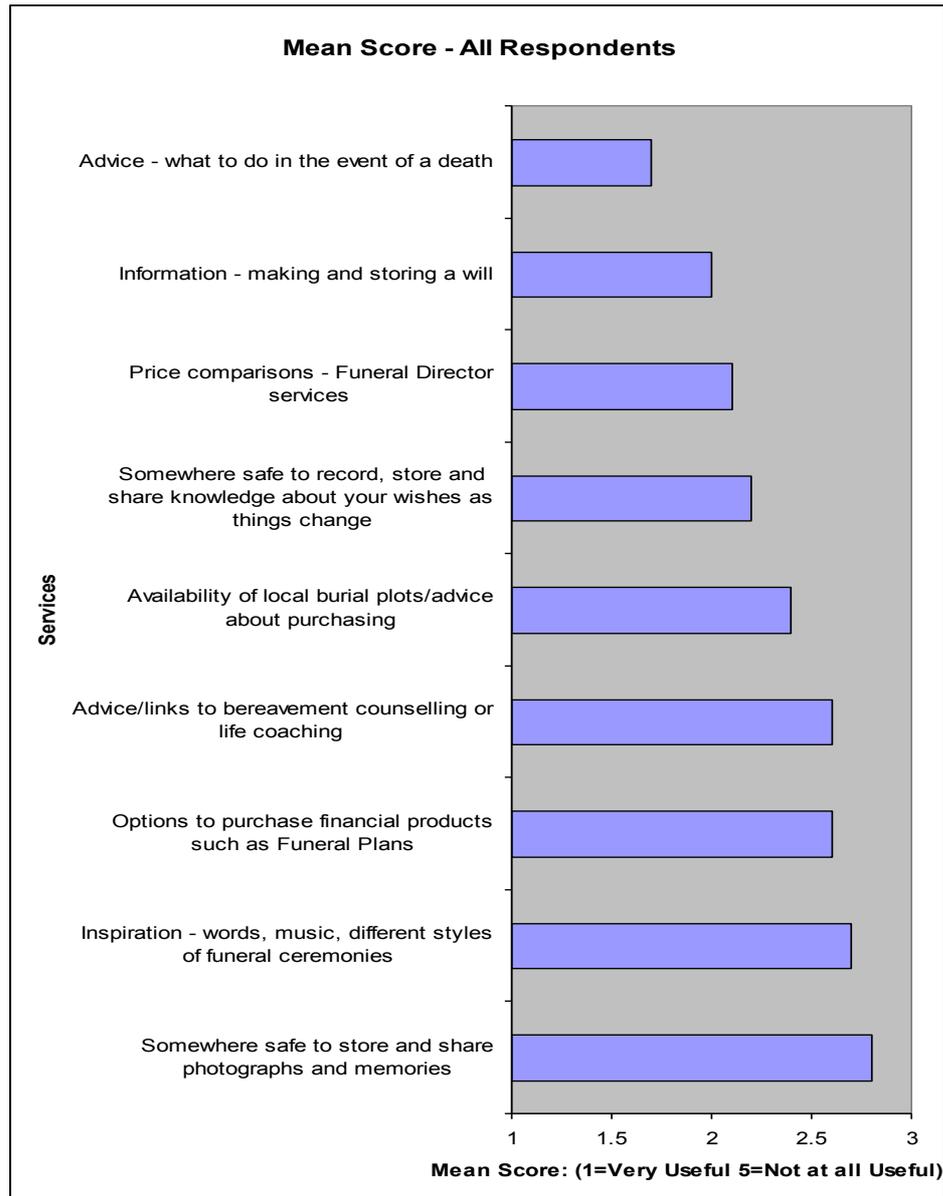
Figure 14



4.11.2 **Q13: How useful would the following services be to you if they were provided online?** (n=307)

Of relevance to Final Fling, all of the services listed were potentially useful with none attracting a negative average rating. (Fig. 15)

Figure 15



4.11.2.1 The most useful service was seen to be advice about what to do in the event of a death, followed by information about making and storing a will and price comparisons of services provided by a Funeral Director. The next highest-ranking service was having somewhere safe to record, store and share knowledge about wishes as things change. Seen to be least useful was somewhere to store photographs and memories but this was still regarded as being somewhat useful. There was minimal variation in mean scores by sex, age or whether respondents had dependents.

4.12 Attitudes

4.12.1 Q14: To what extent do you agree with the following statements?

(Funeral arrangements and related statements). (n=304)

4.12.1.1 Respondents most strongly agreed that a funeral should be a celebration of someone's life and that it should be respectful. There was also strong agreement that individuals wanted a choice about whether they were buried or cremated and about where they should be buried or have their ashes scattered. Of interest, respondents had limited confidence that someone knew about their wishes. (Mean score = 3.2 where 1 indicated strong agreement and 5 indicated strong disagreement).

The Funeral and After - Agreement with Statements Most Strongly Agree to Least Strongly Agree (1- strongly Agree)	
A funeral should be a celebration of a person's life	1.3
I want a choice about whether I am buried or cremated	1.6
A funeral should be a respectful occasion	1.6
I want a choice about where I am buried/have my ashes scattered	1.7
I want to choose the words, music and style for my own funeral	2
I already have clear ideas about my own wishes	2.6
I am confident that someone knows about my wishes	3.2
A funeral should be a solemn occasion	3.7
I want a religious service at my funeral	3.8

4.12.2 Q15: This question asks about how you feel about death and dying.

To what extent do you agree with the following statements?

(n=304)

4.12.2.1 Looking at Table 5 below, it can be seen that all issues scored better than the mid-point (2.5) with respondents strongly agreeing with a number of statements (1=strongly agree). The statements that were agreed with most strongly related to being able to talk openly about death and dying and having easy access to information.

Table 5: Level of Agreement with Statements - Death & Dying

Attitudes to Death & Dying - Statements ranked most strongly agree to least strongly agree (1=most strongly)	
	Mean Score
It's important to be able to talk openly about death and dying	1.4
It should be easy to access support and information around death and dying	1.4
It's important to make someone aware of what you want to happen when you die	1.5
I can accept death as a natural part of life	1.8
I have experience of dealing with death and dying	2.1
I'd like to be able to talk more openly about dying	2.3

4.13 **Other Comments**

4.13.1 **Q20: Do you have any suggestions or comments that will help us to provide the kind of online services that will help you, either now or in the future?** (n=49)

4.13.1.1 An markedly large number of comments (71) was received. These provide important insights, helpful suggestions and a sense of the level of engagement that was stimulated by the topic and the questionnaire. The verbatim comments have been categorised and are reported in Appendix 3 due to their volume.

4.14 **Brand Testing**

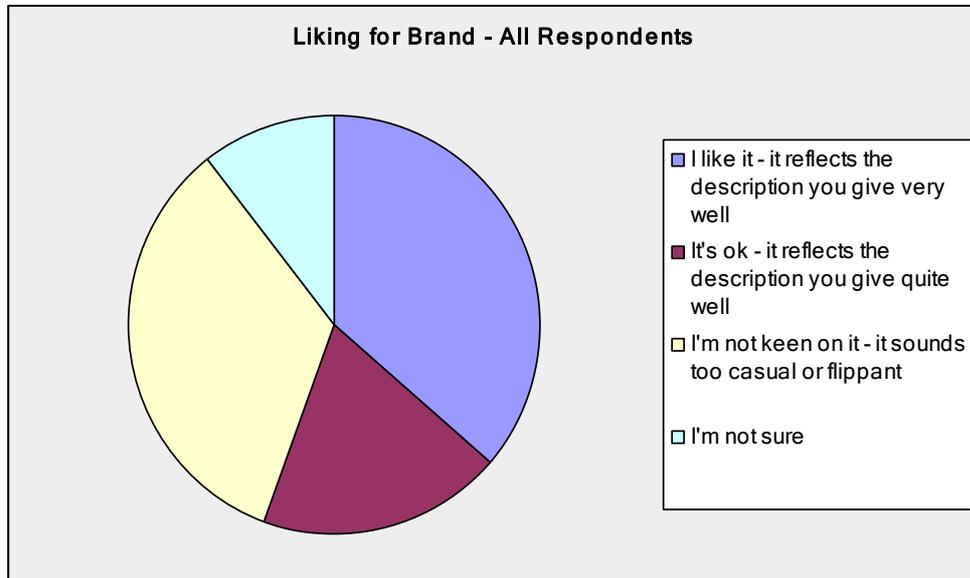
4.14.1 **Q 21: We want our website to have a bold new approach, offering ideas, inspiration, a spirited, pragmatic yet sensitive approach to planning and preparing for death, but in a way that helps to celebrate life. To capture that spirit, we've called the website Final Fling. What do you think of the name?** (n=240)

4.14.1.1 Over a third of respondents said that they liked the name but a similar proportion thought that it sounded too casual or flippant.

4.14.1.2 Again a large number of comments (73) was received in response to this question. These provided insights into the reasons behind reactions to the name. Interestingly, a number of alternative names were suggested.

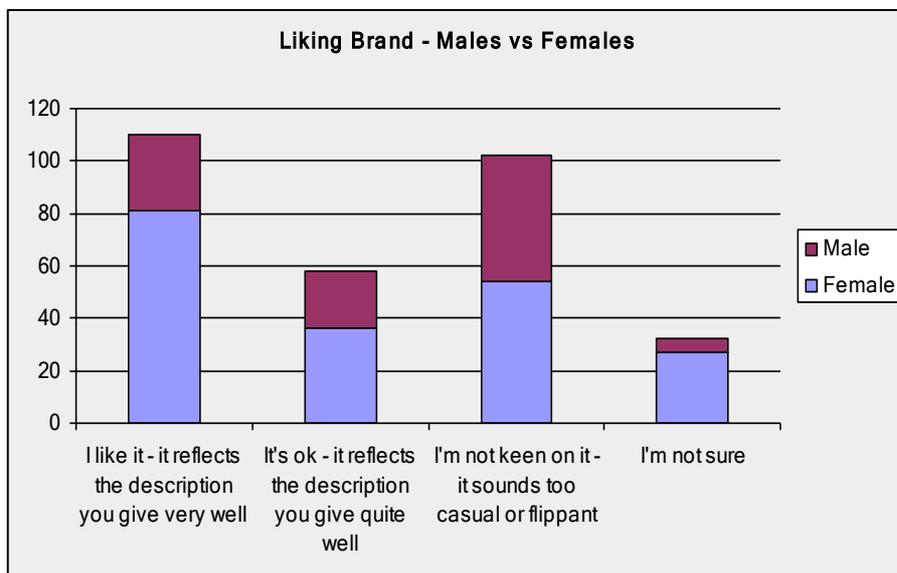
Comments indicated a high level of thoughtfulness in response to the survey and the potential business development. The verbatim comments are attached at Appendix 4 due to their volume.

Figure 16



4.14.1.3 On the whole, women were much more approving of the name Final Fling than were men. Almost half the men who responded said that the name was too casual or flippant compared to just over a quarter of women saying the same thing. 28% of men liked the name compared to 41% of women. The difference between male and female responses was statistically highly significant. (Fig. 17)

Figure 17



5.0 Discussion

- 5.1 Whilst caveats about the distribution method for this survey should be kept in mind, the survey achieved a solid response that appeared to be reasonably well distributed across key demographics and geographical locations. Youngest and oldest age groups were, perhaps not surprisingly, least well represented. The limited representation in the oldest age group may be a consequence of the peer group distribution mechanism or more limited computer access for this age band. It may also indicate success in minimising distress through avoidance of distribution by known contacts to individuals who may have been upset by the survey topic. Clearly older people are more likely to have limiting or life threatening illnesses, or to know of people who have. It would be worth exploring the attitudes and preferences of this group further if a sensitive mechanism can be found. A focus group of volunteers may be an appropriate method.
- 5.2 Generally, the survey indicated that there could be a high level of interest in a website that tackled issues around end of life planning. The potential for bias in the sample should be borne in mind.
- 5.3 For a survey of this type, an unusually large number of comments was received to open ended questions and to invitations to provide additional information. These provided considerable insight into respondents' attitudes and impressions. Whilst the number of comments may be a function of the way the survey was distributed – it is unlikely to have landed in someone's in-box without invitation or at least some explanation - analysis of the comments provides a clear picture of a topic that captured interest, stimulated thought and creative engagement and possibly even prompted action by some.
- 5.4 Statistical testing suggested that there was some variation in responses according to age, sex or whether respondents have dependents. Findings tended to confirm intuitive expectations. However, perhaps more surprisingly, there was a strongly significant difference between men and women when it came to the brand name.

5.5 Further exploration of issues and wider market testing, particularly with under-represented groups, is advisable. However, the findings from this limited survey are encouraging.

Survey Questions

- 1. How much do you like to manage your own personal affairs (eg finances, insurance policies, personal effects)?**
 - a. I like to manage all my own personal affairs as far as possible
 - b. I like to manage some of my personal affairs but I'm happy to have someone else deal with others
 - c. I like to have someone else manage all my personal affairs where possible

- 2. Would you say that, currently, you have all your affairs in order?**
 - a. Yes, I am well organised - I can find all my important documents easily
 - b. Yes, I am organised but I can't always remember where I put things
 - c. No, I don't have all my affairs in order yet, but I'll get around to it
 - d. No, I'm not really concerned about getting my affairs in order
 - e. I don't have to organise my own affairs - someone else does it for me

- 3. How important to you would it be to have your wishes taken into account if you were unable to make major decisions for yourself (eg hospital treatment, organising your funeral or passing on your treasured possessions)?**
 - a. Very important - I'd like to make all my own decisions if possible
 - b. Fairly important - I care more about some things than others
 - c. Not important at all - I would be comfortable leaving all these decisions to others

- 4. If you knew about a free, secure and reliable place online where you could record your wishes and preferences about major life decisions, would you be likely to use it?**
 - a. Yes, I wouldn't hesitate
 - b. Yes, as long as it was secure
 - c. No, I already have arrangements that I'm happy with

- d. No, I'm not interested in planning my affairs in advance
- e. I'm unlikely to use a computer for this kind of thing
- f. Not sure

5. Do you have a 'Funeral Plan' or other specific savings to pay for the cost of your funeral?

- a. Yes
- b. No, I don't see a need
- c. No, but I might make arrangements at some point
- d. Not sure

6. Do you have a will?

- a. Yes
- b. No
- c. Not Sure

7. (If no) Do you think it would be helpful to have a will?

- a. Yes
- b. No
- c. Not Sure

8. If you don't already have a will, why is this? (Select all that apply).

- a. I've never got around to it
- b. It's too expensive
- c. I'm too young to worry about it
- d. I don't have anything of value to leave to anyone
- e. I don't have dependents and I don't mind what happens once I'm gone

9. How often do you use the Internet for the following activities? (Very often; Quite often; Hardly ever; Never)

- a. To search for information/advice
- b. To compare prices
- c. To purchase goods or services

- 10. If you could buy or update a will easily, securely, reliably and competitively priced online, how likely would you be to do so?**
- a. Very Likely
 - b. Fairly Likely
 - c. Fairly Unlikely
 - d. Very Unlikely
 - e. Not Sure
- 11. If you could access a free, secure, online 'Treasure Trove' where you could store and share family stories, photos, home movies and messages, would it be of interest to you?**
- a. Yes, sounds interesting - I'm likely to use it
 - b. Maybe - I'd take a look
 - c. No, I wouldn't be interested
 - d. No, I'm unlikely to use a computer for this kind of thing
 - e. Not sure
- 12. When buying goods and services, what TWO things are most important to you?**
- a. Price - I like to compare prices and get a good deal
 - b. Choice - I'll shop around to get the specification I want
 - c. Values - I like my purchases to fit with my values (eg eco-friendly)
 - d. Quality - I'm willing to pay more for a better product/service
 - e. Other (please specify)
- 13. How useful would the following services be to you if they were provided online? (1=Very Useful; 5=Not at all useful)**
- a. Advice about what to do in the event of a death
 - b. Availability of local burial plots/advice about purchasing
 - c. Price comparisons of services provided by a Funeral Director
 - d. Options to purchase financial products such as Funeral Plans
 - e. Information about making and storing a will

- f. Somewhere safe to record, store and share knowledge about your wishes as things change
- g. Somewhere safe to store and share photographs and memories
- h. Inspiration for words, music and different styles of funeral ceremonies
- i. Advice/links to bereavement counselling or life coaching for the future
- j. Other – Free Text

**14. To what extent do you agree with the following statements?
(1=strongly agree; 5=strongly disagree)**

- a. A funeral should be a solemn occasion
- b. A funeral should be a respectful occasion
- c. A funeral should be a celebration of a person's life
- d. I want to choose the words, music and style for my own funeral
- e. I want a religious service at my funeral
- f. I want a choice about whether I am buried or cremated
- g. I want a choice about where I am buried/have my ashes scattered
- h. I already have clear ideas about my own wishes
- i. I am confident that someone knows about my wishes

**15. This question asks about how you think/feel about death and dying.
To what extent do you agree with the following statements?
(1=strongly agree; 5=strongly disagree)**

- a. It's important to be able to talk openly about death and dying
- b. I'd like to be able to talk more openly about dying
- c. I have experience of dealing with death and dying
- d. I can accept death as a natural part of life
- e. It should be easy to access support and information around death and dying
- f. It's important to make someone aware of what you want to happen when you die

- 16. What age bracket are you in?**
- a. 16-25
 - b. 26-35
 - c. 36-50
 - d. 51-65
 - e. 65-75
 - f. Over 75
- 17. Are You**
- a. Male
 - b. Female
- 18. Do you currently have dependents?**
- a. Yes
 - b. No
- 19. What is the first part of your postcode, eg G41 or FK8?**
- 20. We want our website to have a bold new approach, offering ideas, inspiration, a spirited, pragmatic yet sensitive approach to planning and preparing for death, but in a way that helps to celebrate life. To capture that spirit, we've called the website "Final Fling" What do you think of the name?**
- a. I like it - it reflects the description you give very well
 - b. It's ok - it reflects the description you give quite well
 - c. I'm not keen on it - it sounds too casual or flippant
 - d. I'm not sure
- 21. Please add any comments you think might be helpful to us**

Important factors in purchasing decisions

Comments Provided at 'Other'

- Specific information for help with memory impairment and plans, rights.
- I don't believe in paying for wills. I can write it on a piece of toilet paper at home and it's a valid legal document so I would never pay anybody to do it for me
- Advice on leaving organs to medical services. Advice on cremation.
- Information about what to expect with a sudden death ie police involvement, media interest ie what they can and cannot print/what to expect, information about any help available in Scotland to cover funeral costs, advice about sorting out someone else's affairs, police reports/timings/personal belongings, difference between role of police and when it goes into the hands of the Procurator Fiscal etc. Also it would be helpful to have access to easy advice about how to explain death to children of different ages ie what words should you use, how to explain what death means to a 3 year old etc etc how to help older children, where to go as there are so many different organisations??? what to expect around their behaviour etc.
- I'm fairly convinced that these things are already available online...[the survey won't let me skip this part, so I've just picked the middle ground for these questions]
- Probably linked into question 1, but a step-by-step guide to what to do when would be useful. We found out what to do by reading info online from the direct gov site but not everybody knows about it or might be in the right frame of mind to think about it. We also found that funeral directors can charge amazing amounts for things people can do for themselves, if only they realise it - orders of service, death notices, flowers, uplifting of ashes etc.
- Access to a register of wills. Strangely in this country we are required to register births, deaths and marriages but perversely not Wills.
- Extremely safe storage for information about bank accounts, online accounts like Facebook, Gmail etc. Password storage, send letters to loved ones or even a message/information which you couldn't have sent until you had died. Even without your family's knowledge to a third party.
- Many of these would be massively useful but ironically, as my mother died last year and I had to face all these challenges for real, I now have all this info at my fingertips. I do remember however repeating time and time and time again when my mum died, that nobody gives you any help and that you feel left to

find your way through the morass alone. I commend this idea therefore of online material. Would that I had had it last year!!

- Discussion forum
- Personal choices about if I lose my quality of life I should have the decision to die rather than live without any dignity
- these are only not useful to me at the moment because I have them in place. If that were to change then I would seek to use this service, if available.
- get power of attorney
- I'd like information about different kinds of funerals, unusual requests like getting buried at sea or on a funeral pyre
- Normally the first point of contact is the registrar who gives out the information on planning a funeral if it is someone else who has died and the organiser has no plan to follow from the deceased. Cost comparison would be tricky as you may have a set time to have this organised and each funeral director may offer something specific to them which is not available elsewhere. I would not know how to go about this in event of a family member's death but it would be good to plan in advance as long as what they offered at time of planning was still available at time of death.
- options about types of funeral or memorial services, types of people who can conduct these services, places where they can be held

Q20: Do you have any suggestions or comments that will help us to provide the kind of online services that will help you, either now or in the future?

5.5.1 About the Idea

- Never really thought about it before, but it sounds very useful!
- I very much live for today but, as I get older, I do realise that these things should be put in place. However I would, should I have made decisions, want to be able to change these at any time before my demise. From a converted computer user!!
- Anything that helps people prepare for the inevitable can only be a good thing, especially if taboos about death are challenged along the way. If online advice about making a will, funeral options and having your wishes met can only be a good thing, taking into account differences in the law between England and Scotland
- This could be a very useful site. I don't know of any like it. If it is reasonably priced i reckon it could be VERY popular! (are you looking for investors? :-)) Love the idea of a one stop shop to learn more about how you go about organising a funeral - even non religious / humanist / celebrant held, etc; as well as putting things in place for your OWN. I really like the idea of a 'treasure trove' for others to discover more about you. I have lots of stuff i'd like my son to see and discover about me for example. You could leave messages that can ONLY be opened by a named recipient. (Contact details provided).
- It can sometimes be a difficult subject to broach with family members as they don't want to talk about you dying. Being able to direct them to somewhere that you have stored your wishes might take some of the emotion out of that. Having organised funerals for my mum and dad without knowing what they would have liked was a huge responsibility and one which cause family tensions. My husband and I have no children of our own and it will be left to each other or relatives to make our arrangements and I'd hate to think they had to make those decisions on their own.
- No but this sounds a very good and interesting concept.
- I think the idea you propose is a sound one. Although there are 'official' sites providing information, many people are not in the right frame of mind when faced with the realities of someone dying to check them out. A bespoke service, providing the information and help that's needed would be invaluable. (Ironically, for those dying in hospices, there is a lot of info available on what to do, but they also have the advantage of, in many cases, being able to prepare for the event.) The fact remains though that many people do not want to think, or talk, about dying so will not discuss their requirements until it's too late - depending on the marketing, your scheme could allow people to face the reality of life and death, and being able to do so in their own home, at their pc and at their own pace, would surely make it a much easier process. Good Luck!
- Sounds like a really good idea.

- ▣ I think the idea of death becoming a more open subject culturally, and spoken about more openly, is a fantastic one. More information should be available about practicalities as well. I think the treasure trove online for some reason seems a bit less personal than a 'physical one', I'm not that keen on that aspect of it as personally, I would like that part to remain more private. Others being able to share if they wish is another great idea though.
- ▣ sounds interesting - well done for tackling this!
- ▣ Well done on this initiative.
- ▣ I think younger people are much more web-savvy than my generation, and therefore the provision of the sort of services alluded to in the survey ONLINE is absolutely imperative for the future.
- ▣ Looking forward to seeing what you come up with.
- ▣ I think this is a fabulous idea. I would like to perhaps share my end of life planning with my friends and family and make as open as possible. This is so everyone knows what I would like to happen, so there is no confusion when I do die.
- ▣ I have organised two funerals in recent years and there is already lots of material online which is very helpful and another site is not required in my view.
- ▣ Sounds like a great idea - am surprised it's not been done yet!!! Good luck with your venture.

5.5.2 About Suggested Services

- ▣ Availability of different perspectives on dying, e.g. Buddhist philosophy on dying.
- ▣ About range of options i would like to be able to find out about alternative funeral and cremation choices - i would like something more like they do in India with the funeral pyres. Options that are more in tune with nature.
- ▣ For some people, knowing about all the business arrangements that follow a bereavement would be helpful. A simple booklet explaining who needs to be informed, what to do about bank accounts, what about debts owed by the bereaved person etc. - even if it's suggesting Citizen's Advice Bureau.
- ▣ I have wondered about putting a link to a personal website on my gravestone which would allow family members and friends, vetted by the executor, to add content as well as what I may have put on it myself.
- ▣ Regarding the site, good functionality is paramount - not a triumph of style over substance. Also, maybe make distinctions between religious and secular areas, as religion really gets on my nerves, and I'm probably not the only one! If you're providing choices of funeral directors, burial sites etc, make the choices distinctive so people get an ideal of the 'theme' each choice provides. Treasure trove is a good idea, but maybe don't restrict yourselves to online memories. Bereaved parents love to have tangible keepsakes.
- ▣ Clear information on what I need to find out before my father dies - what paperwork will I need so that I can make sure I know where it is. And in the event of his death as I am next of kin, what order do I do things in. A step by step guide would be helpful, as it will no doubt be difficult to think clearly.

- I think many people, myself certainly, are concerned about what will happen to us if we become too ill to make our wishes known. Especially in terms of being kept alive when there appears to be very little quality of life left. I want to know exactly what the medical profession will do if I make my wishes part of my will.
- Include a brief guide to inheritance tax
- I think "Living Wills" is an issue which needs to be addressed also. This could also be something which is stored online. But I don't know the legalities of this in the UK.
- Would be useful to have signposts to some reading material about growing older. I've been reading Marie de Hennezel 'The warmth of your heart....' and found it very useful - inspirational stories too.....
- What support is there for people with no dependants or next of kin? A friend would be the next choice but if they die before me or don't wish to help, what support and from whom would see my last wishes made?
- Help in organizing non-religious service
- Dealing with practical issues i.e. if a partner dies having access to partners bank accounts, financial problems, paying bills when the partner has always done this. Practical solutions to everyday life, who do you turn to?
- One of your statements should reflect that some people believe a funeral is as important for the living as it is about the person who died. When I die I hope my funeral will help my family and friends move forward in to their future with feelings of happiness.
- It sounds silly, but for me - and probably many others - the music at my funeral is of utmost importance, as is the SOUND QUALITY and VOLUME. Often at funeral services the music is played through a poor system and a very low volume so just doesn't have the intended impact. What kind of venues can offer this and 'throw' a funeral service?
- Info. on type of services rather than religious (humanist and details of those as well)
- It might be helpful to have an online/downloadable document which helps you to discuss issues that you would find difficult to bring up with family members or issues that you may never have considered
- Ignore organised religious services and funerals, plan your own. Watch the Big C.
- I think it would be helpful to have information online that relates to wider issues relating to a death as well as specific help for dealing with funerals and arrangements. For example, what to do with someone's passport or driving licence when they die, checklists of who to contact, what information you will need to share and so on.
- I think I will feel uncomfortable about putting very personal information 'out there' in digital space. I'll want assurances/help with that discomfort. Probably would be more likely to use practical services first. And then gradually build trust and confidence to use it for more 'sensitive stuff'. A lot of these things are the sorts of things I'd want to - and sometimes do already - discuss with my husband. I'd like to think that the site would support these conversations. I think death has both solemn and celebratory elements. Striking a balance between these two things will be key. And people will probably move between them

anyway - some to more extremes than others. Maybe you could have a 'mood selector' each time you visit the site :)

- An option for people to publicly (or anonymously) share their plans, if they should wish to so that others can see/learn/etc.
- Content that will make people think and share with their friends. It could be anything from fun apps. or games, to moving eulogies to related games. If it takes the sting out of the seriousness expected but still keeps things respectful that would be great.

5.5.3 About Money

- One thing I feel strongly about the pressure bereaved people are under, imported from the U.S. to embalm the body of their loved one. I have encountered several who are told that it is necessary for "hygiene" and to prevent "smelling bad for viewing". The people I have spoken know nothing about what it entails and are easily convinced that it is part of showing respect by doing the best. Also the language eg. asking "How much do you want to invest in the funeral of your beloved..." Money, money, money!!!
- You talk about Funeral Plan to cover the costs but you should link to someone who could look at the finance of dying, protecting love ones etc. Do you have any plans related to illness before death, counselling, long term care, power of attorney etc. Yes I am a Financial Adviser and I care.
- Having clear, unbiased financial information is very important to any site that I use. Being able to make and edit a will and other details of death wishes online would be very useful. I'd certainly check it out, and if suitable, would finally sort out the will I know I need to make.
- how to deal with the death of a parent/ how to ensure the family money stays in the family rather than consumed by the lawyer/state how to have your personal wishes registered so if you can no longer speak, eat or move - you can choose to die

5.5.4 About Treasure Trove

- I think the idea of death becoming a more open subject culturally, and spoken about more openly, is a fantastic one. More information should be available about practicalities as well. I think the treasure trove online for some reason seems a bit less personal than a 'physical one', I'm not that keen on that aspect of it as personally, I would like that part to remain more private. Others being able to share if they wish is another great idea though.
- Don't have much confidence in the longevity of providing a treasure trove. Make your surveys shorter and show a progress bar (almost gave up a few times).
- This could be a very useful site. I don't know of any like it. If it is reasonably priced I reckon it could be VERY popular! (are you looking for investors? :-)) Love the idea of a one stop shop to learn more about how you go about organising a funeral - even non religious / humanist / celebrant held, etc; as well as putting things in place for your OWN. I really like the idea of a 'treasure trove' for others to discover more about you. I have lots of stuff i'd like my son to see and discover about me for example. You could leave messages that can ONLY be opened by a named recipient. (Contact details provided).

5.5.5 About Site Design and Security

- ▣ A clearly laid out user-friendly website is essential and it must be up to date. Somewhere, on the website it should say when the information has been updated. Security must be paramount.
- ▣ I'm always trying 'to get off the machine', so I think ease of access is really important. I also think some aspect of personal contact
- ▣ think encryption in storing data is crucial.
- ▣ You mention a secure service, however I am in the online business and can tell you that nothing is 'for certain' secure and you can make no guarantees to that effect, just look at the big services who have been hacked lately. If you want to store such personal details about someone you have a real responsibility to them. It might be a business to you but its real information about real people and it would be a disaster if that info was abused. Good luck!
- ▣ Internet security is a big issue - would you want to put such personal details online when there is potential for hackers to change you're preferences. Perhaps having a signed hardcopy in store somewhere would be a solution?? Alternatively, a set of security questions and making it very clear that the site is completely secure.
- ▣ I think I will feel uncomfortable about putting very personal information 'out there' in digital space. I'll want assurances/ help with that discomfort. Probably would be more likely to use practical services first. And then gradually build trust and confidence to use it for more 'sensitive stuff'. A lot of these things are the sorts of things I'd want to - and sometimes do already - discuss with my husband. I'd like to think that the site would support these conversations. I think death has both solemn and celebratory elements. Striking a balance between these two things will be key. And people will probably move between them anyway - some to more extremes than others. Maybe you could have a 'mood selector' each time you visit the site :)
- ▣ A secure environment is critical. Knowing what's out there before you need services is very useful.
- ▣ Confidentiality and security of the data is vital.

5.5.6 About Tone – Personal Touch

- ▣ I would appreciate online services to be accessible (user-friendly) with a healthy injection of humour! :)
- ▣ I think this kind of service is a wonderful idea and as long as it doesn't appear 'pushy' in the way say cold calling is then it would be great. As people would be choosing to access your site, then they are people looking for what you are offering anyway. Good Luck.
- ▣ don't like the idea of using online services for information about death and dying, preferring to speak to people but suppose it's better than being ignorant!!!
- ▣ It is important that information is presented in a personable (rather than just a factual) way. It is very helpful to have the current, accurate information on Inheritance Tax issues, etc (rather than just lots of opinion which is often the case when talking to people/looking online).

- Information about the grieving process would be helpful, in a way explained for adults but also something that younger children would understand ie children who understand about death/dying but can't deal well with the emotions and feel scared about others dying.
- Prefer to talk to person. I'd want to be able to talk to someone about options and not just read about them online.
- Prefer to talk to person. I'm not sure the Internet is where people will go if somebody dies suddenly. Most people I know already know funeral directors they are comfortable with and this sometimes means more than price, quality etc. when it comes to death or dying. There is no replacement for a personal touch or relationship in a difficult time such as bereavement.

5.5.7 About Additional Leads

- The Dying Matters campaign (part of the National Council of Palliative Care) already addresses many of the issues. Perhaps worth a look?
- There are some good advice points and leaflets already from the NHS and Government about death and dying. One talked about the different stages of grieving, which I thought was very helpful. I think the most important thing is after-care for the bereaved. Everyone is there for the first day, week, month even. Sometimes it's too much too soon. But it can be six months later when it hits you, by which time everyone else's life has moved on. I remember years ago when our dog died, my Mum was heartbroken. About three months later the lady who brought the milk rang the doorbell to ask my mum how she was doing. It really helped, and she remembers it all these years later. I don't know to what extent an online service can replace real community spirit and "neighbourly" interaction but I think this is the area where most could be improved. I really worry about isolated people in society with no family or neighbourly contact and worry about how they cope at all.

5.5.8 About the Survey

- Good work with this survey
- no, I liked your questions.
- Make your surveys shorter and show a progress bar (almost gave up a few times).
- Great survey and exciting to know these issues are being looked at. Thankyou. Only comment - there's something about wanting/not wanting a 'religious' ceremony. I differentiate quite strongly between 'religious' and spiritual (ie would welcome spiritual content but not necessarily affiliated to a specific religion. Is there any way this question could be re-framed or broadened out a little?

5.5.9 Other Comments

- The answers you give for yourself might not apply to your partner or dependent - eg you may not want a religious funeral but what if your mother does? What if you want to donate all your body to science but your partner won't agree. Something in here about these dilemmas?

- My family discuss funeral planning after we have attended someone else's as it is easier to broach the subject then, but I don't think what is said then is taken as a definite planning of wishes and recording them so they can be acted on is a good idea, but the main reason I have not planned mine or written anything down is that I am still not sure of what I want for myself. I trust those who will be left with this task to bury me with dignity and do things in a way they know I would approve, but I do agree that I should record my wishes. Although the person dying might be computer literate and have it all recorded online, their next of kin may not be and may not know how to access the information and inform those concerned that the person is dead and so would like their wishes to be adhered to.

No Comment – 6 people actively responded that they had no further comment

(no; Not at the moment; Not really; none)

Analysis of Comments Relating to Brand Name By degree of Liking the name Final Fling,

Like:

Unqualified Like:

- 😊 It's humorous too!
- 😊 I've heard of it already for a funeral arrangement service, but perhaps it is yours that I've heard of.
- 😊 The title brings a lightness to what is natural on this planet
- 😊 I like it, but I am essentially a flippant person, so my view may not be the best!
- 😊 I like it, it does suggest a final love affair ... on a similar vein I organised a funeral for a partner and we called it "A Leaving Do".
- 😊 I love it. It is the final hurrah, the last dance, last romance...
- 😊 Great idea! Such a sensitive subject as you point out, but the only certainty in life is death, so it should be talked about more.

Qualified Like:

- 😊 Bear in mind, not everyone would agree with 'Final Fling' and may find it too blasé when faced with the death of a loved one.
- 😊 It needs to be inviting to loved ones, not just those who may be dying and feel right for sharing with those nearest
- 😊 I think it's creative with a small element of risk - the word 'fling' could have negative connotations in relation to the type of relationship it's associated with, but it also conjures up the playful and musical which I think is important.
- 😊 This has already prompted me to think about making some plans! You just never know when they might be needed.
- 😊 I like it, but it may narrow your customer base. It depends at what stage you are planning or searching for information. If you've just lost someone it might be insensitive, if you are planning your own then you are more likely to have the mindset of a Final Fling. It also could be misinterpreted as some sort of dating site. The word Fling is quite ambiguous.
- 😊 Brilliant! but you might put some folk off!
- 😊 Scottish connotations - ie reference to highland fling - attractive to me as a Scot, but could be a tad provincial?
- 😊 Personally I'd call it Final Fling - mibeez aye, mibeez naw
- 😊 It sounds like it is a celebration of someone's life. I like it as a funeral should be a celebration of the person's life as we spent the rest of our life mourning them.
- 😊 Really like the name. It takes the sadness off without being flippant. Humour is crucial at this stage. Would make it more acceptable to people, lightheartedness.

- 😊 I like it but it may put off a certain demographic of people, e.g. older people, religious people.

OK

- 😊 Death is not a problem for the dead, grief is a natural thing and fear of dying is preventable if everyone has a grip on reality!
- 😊 I think older people would be put off with what sounds like a flippant attitude to a serious situation. We all must face death and loss at some point in our lives and at that time, the word 'fling' is not in your vocabulary or thoughts. It's a bit forceful - you must be light-hearted about death. Some deaths are very tragic-eg children, think you could come up with something better. If I think of something, will get in touch.
- 😊 "Final Fling" is good as far as it goes, but rather obscures the fact that we still have to face God's Judgement. Some people's parties will be pooped when they see what is round the corner. Not everyone's though. Some folk have angels joining in and taking you out in style.
- 😊 Happy Endings. Peaceful Partings. These titles spring to mind too. I would like some info. on assisted suicide also.
- 😊 I associate the word 'Fling' with someone who is having a casual affair...suggestions of deceit and deception - sorry. Think the idea of the website is exactly what the current 30-60 year old market needs as traditional culture of death and dying is dated and not reflective of people's attitudes and values - great idea!!! (watched Treme - liked the musicians and the dancing!)
- 😊 May put some people off although not me
- 😊 Has a difficult balance of "the devil may care" against a certain "joie de vivre"
- 😊 It sounds good to me but not too sure how the older generation would view this as it may sound too flippant to them, I think it will depend on the individuals views, funerals I've been to have not always celebrated the life that a person has had so as long as your values are to promote this then the name fits well but it may sound insensitive to others. I think it depends on who your market is aimed at.
- 😊 Some people might think it flippant (dependant on age and outlook) so might put some off.
- 😊 I like the name at first hearing. On reflection, I wonder about fling. In Scotland, it also means throw away. One purpose of the point of the website seems to be about building a set of assets and resources. I wonder if the final fling maybe relates well to one part of what the site could become and less well to others?

Don't Like

- 😞 like the light heartedness of it, but it just needs to be a touch more serious as well. Serious but lighthearted? Difficult.....
- 😞 I admire your approach to death, but am not confident it will be shared by those in the throes of a recent bereavement. Only those with an indomitable sense of humour need apply.....? I like your ideas and think the underlying concepts are positive.
- 😞 It's not the upbeat joke that I disagree with. I'm just not sure it communicates what you are offering well enough. It sounds more like a dating service for

divorcees. More and more I'm in favour of literal descriptions. Also, how would an account be set up? Could a couple, or an entire family, set up an account? This may be something that people want to do together. I think that would be a really important part of the service - enabling people to work together to plan these things. Will there be a section on the website for assisted suicide (in the event of any legal changes) or for what a person would wish to do in the event of being left in a coma. Would you be able to register to be an organ donor through the web service?

- ⊖ As there are differing attitudes to death and dying in different age groups and parts of the population, this may appeal to some and not others. Perhaps have a mirror site with a more solemn approach for the old fashioned types?!
- ⊖ It's too prescriptive, presumptuous and "final" and it doesn't clearly suggest what the website would be about, which is clearly not a good thing. A step too far in putting the "fun" back in funeral... "last wishes"?
- ⊖ This name would do you no favours. If you wish to be taken seriously within a market place and to provide a professional service, engage in a business where people will pay you for services and advice then think about your name and image more seriously. Be respectful - although you may think it's a fling - it isn't. Good luck.
- ⊖ I'm often an irreverent kind of guy but even I find it too flippant! A little more respectful I feel. Last Respects? Respectfully Yours? Bowing Out (too flip also)? Great Goodbyes? Saying Goodbye? Another thought: a section on the stages of grief... How to grieve... psychology around grief to help those losing loved ones. A section for those suffering from those suffering from alzheimers...
- ⊖ I agree the name should have a humorous element but you're not quite there
- ⊖ I dont think the name describes the suggested content of the website.
- ⊖ I like the idea but when I saw the name I felt it didn't seem to bring in the sensitivity part of it enough. But I've been sitting now for a while trying to come up with something else and it's not easy!
- ⊖ why not call it "clear passage"
- ⊖ what about 'my way'
- ⊖ How about 'The Last Lap'? Or 'The Home Straight'? 'Sunset Run'?
- ⊖ What about Last Word?
- ⊖ Swan Song
- ⊖ "Fling" makes it sound unimportant. I'd suggest "At Last" instead
- ⊖ Dearly Departed?
- ⊖ A fun name, but others might find it off-putting.
- ⊖ It reminds me a little of a ceilidh...? I think I can see where you're coming from though.
- ⊖ It's a bit too Scottish... might put other cultures off?
- ⊖ Cheesy Scottish - nasty! If you are trying to address issues around death with old farts like my parents this flippant name will mean that they don't take it seriously

- ⊗ Fling – isn't a good word - if you are trying to do something bespoke and interesting, the word 'fling' is too passé.
- ⊗ It sounds more like having a final relationship than a celebratory send. "Final Shin Dig" would be better or something like that.
- ⊗ It sounds like your final extra-marital affair.
- ⊗ 'Fling' has sexual connotations. 'Final Fling' sounds like an end of university party before graduation. It's not good but something more like 'Last Hurrah' or 'Into the Sunset' feels like it would have a more respectful connotation...but I don't think that's right either...
- ⊗ The name implies an affair or cheating on a partner.
- ⊗ I think that it suggests a casual affair not an end of life useful planner. Perhaps a light hearted but more respectful name would be better,
- ⊗ "Fling" has the connotation of having an affair as well as a party, so perhaps not the best idea.
- ⊗ I think it sounds a little tasteless
- ⊗ Really terrible. 'Fling' has connotations of an affair. Also, why 'final'? This idea is in direct contradiction with the idea that death is a part of life - at least for those who survive the loved one who has passed away. Awful, terrible name!
- ⊗ Shite name for a product that might struggle in any case
- ⊗ the connotations of that phrase for me would be better suited to a stag or a hen doo and doesn't convey the message of a bold, spirited and inspirational approach but is a bit tacky. The name would have to have a certain weight to it (a) to match the nature of the services you will be providing and (b) to really encapsulate the words from your mini mission statement above, these words like inspiration and spirited are powerful words and your name should reflect this.
- ⊗ I think it assumes how clients may feel about their death - needs something more open to all views which can then be inspired as they use your web page. This name assumes someone is ready to see their death in this way.

Not sure

- 👉 Go for it!!
- 👉 Been thinking about this and liking more than I did at first. Began by finding it a bit flippant but it's growing on me....
- 👉 I like a bold approach idea, but not sure about the Fling bit - but perhaps that's because I am not big on big public celebrations of personal rites of passage which is what that conjures up - a big to-do. sometimes a funeral is best if it is low key.
- 👉 It's good to not be too sombre but I'm not sure about this.
- 👉 Fling has too much resonance with affair. Apart from that it's an interesting notion.
- 👉 Well, in the US (where I'm from) 'fling' refers to an extra-marital affair (fyi) - which may (or not) be worth considering (within marketing and if you decide to go more global down line).
- 👉 I do quite like it, but it makes me think of a ceilidh... which is not a bad thing.

- ? Has a bit of a Highland Fling feel about it. Needs to encapsulate fun and sensitivity somehow.
- ? As a survivor of suicide on two occasions, I would be anxious about the name and how this is put across! It needs to be carefully worded. What about "Final Celebration" this sounds more positive.
- ? This is just my view - it might suit the media savvy "internet generation". It wouldn't put ME off but I think it might sound too flippant to older people, or someone who was really sad (say diagnosed with a terminal illness), or recently bereaved family members (?). however the more I think about it the more I like it.
- ? not keen on the name, bit tacky. Bit tabloid sounding. Better than something over PC though I guess
- ? Depends on your age/generation - I know older people who would find it flippant. But my age range of people and younger would probably be comfortable with it.