

What's stopping us from having The Last Word?

While the one thing we can be certain of in life is death, discussing it and how we might like our funeral is a taboo topic many of us are still uncomfortable with.

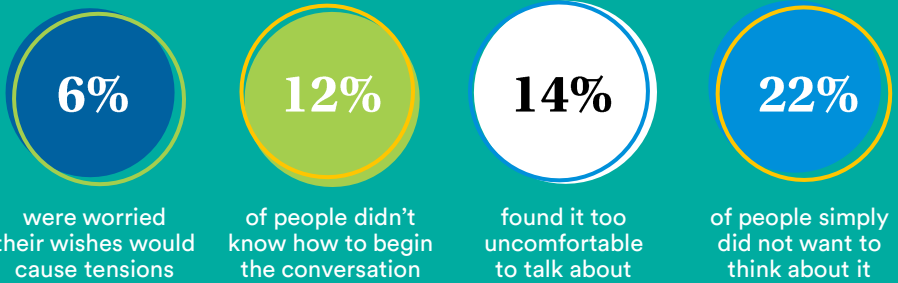
Yet death is, sadly, an everyday reality and one that will ultimately affect us all.

1 in 3 (36%) UK adults have lost someone in the last two years alone.

44% said they had discussed their death. **So, what about the rest?**

Why don't we talk about death or how we want our funerals?

It's clear, from our research, that we actively avoid talking about our death and funeral preferences, despite knowing it will burden those left behind.



We've broken down the responses into four categories, to help you think through your feelings about planning for the future.

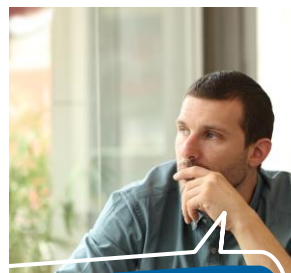
So, which type of person are you?



I don't mind, I won't be here
The Carefree

I don't want to think about it or tempt fate

The Ostrich



It's sensible to make these preparations & I've thought about it

The Thinker



I've documented and shared my wishes

The Planner

Read [The Last Word](#) to see how you can break down barriers and start the conversation today.

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