



Consumer Preferences in Death Care: An Analysis of the 2025 Wake Forest Law Survey Results¹

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The 2025 Wake Forest Law Survey on Consumer Preferences in Death Care provides insights on the evolving attitudes of Americans toward end-of-life arrangements. The survey reveals significant shifts in disposition preferences, highlighting a growing interest in alternative methods and a surprising resurgence in interest in “traditional burial” among Gen Z. This is the second year for the Wake Forest Law Survey on Consumer Preferences in Death Care, the first academic survey on the subject.

Key Findings

- **The Cremation Paradox—Disconnect Between Preference and Practice:** While cremation remains a highly favored option, with 72.6% of respondents saying they would consider it, a significant gap exists between actual behavior and consumer stated preferences. Only 33.4% of participants rank cremation as their first choice for disposition, yet the actual national cremation rate stands at 62%. This suggests that while casket burial remains the most popular primary preference (35.9%), a variety of external factors may be driving consumers toward cremation more frequently than their top-ranked preference would indicate.
- **Demand for Green Burial:** Awareness and interest in newer disposition methods are increasing. Over half of respondents (56.4%) would consider a green burial and one-third (33.1%) ranked it as their first or second choice. Preference for green burial was fairly consistent among the generational groups but was strongest in Gen Z and among Baby Boomers.
- **Rise of New Methods of Disposition.** Human composting (natural organic reduction) and water cremation (alkaline hydrolysis) are gaining traction, with approximately 40% of respondents expressing willingness to consider each of these methods of disposition. Millennials had the highest level of interest in both human composting (45%) and water cremation (43%).
- **A Generational Puzzle:** A notable trend is “casket burial gaining ground among younger adults,” suggesting a potential shift away from the decades-long trajectory toward cremation. Gen Z was remarkably more interested in casket burial than other generations. Eighty percent (80%) of Gen Z would consider casket burial, and 51.7% ranked it as their first choice. In contrast, only 54.8% of Baby Boomers would consider casket burial and only 27.1% ranked it as their first choice. Does this represent a generational shift, or is there another explanation?
- **Embalming is of Interest to a Minority of Americans:** The survey suggests that embalming, the cornerstone of the regulation of the funeral industry, is of interest to only a minority of Americans, despite high awareness. Although nearly all respondents (94.2%) had heard of the practice, only 43.1% reported that they would consider it. More than half (56.7%) indicated that they would not consider it. Even Gen Z, the generation with the highest level of interest in casket burial, largely rejected embalming (only 43.4% would consider it), even though that is typically a part of the casket burial process.

¹ Forthcoming in the Wake Forest Law Review Online

Methodology

The survey was conducted in July 2025 through the Prolific online platform. Respondents were required to be residents of the United States and at least 18 years of age. The 1,510 participants reflect a sample designed to approximate the U.S. adult population with respect to age, gender identity, and racial or ethnic identity, as reflected in the 2020 Census. Demographic information was collected for each respondent, including age, gender identity, racial or ethnic identity, religious affiliation, political identity, and state of residence. Funding support was provided by the Cremation Association of North America (CANA). However, this was a completely independent academic study. CANA played no role in developing the questions, the administration of the survey, or the analysis of the data. Analyses and interpretations presented here are solely those of the author. The survey was approved by the Wake Forest University Institutional Review Board as IRB #00025449.

The survey was designed to include a representative sample of the adult American population, as expressed in the 2020 U.S. Census. There were sufficient respondents to analyze the data based on four commonly used generational groups: Gen Z (born 1997 to 2012); Millennials (born 1981 to 1996); Gen X (born 1965 to 1980); and Baby Boomers (born 1946 to 1964). Because Gen Z includes individuals below the age of 18, the respondents to this survey represent only a portion of that generation. Gen Z represents approximately 21% of the U.S. population, Millennials constitute 22%, Gen X 19%, and Baby Boomers 19%. Gen Alpha is too young to participate in the survey and the Silent Generation respondents were not a sufficient sample size for reliable estimates. Their responses are included in the total numbers but not broken out separately by generation.

There were also sufficient respondents to analyze the data based on four regions of the country: West, Northeast, Midwest, and South. These regions were created using the definitions established in the U.S. Census.² Based on 2024 U.S. census data, approximately 39% of the population lives in the South region, 23.5% lives in the West, 20.5% lives in the Midwest, and 17% lives in the Northeast.

There were also sufficient respondents to analyze the data based on political orientation, three racial or ethnic identities (White, Black or African American, and Asian or Asian American), and six religions (Roman Catholic, Protestant, Jewish, Atheist, Agnostic, and Nothing in Particular). Responses from respondents who provided other racial or ethnic identities and religions, or did not choose to reveal their religion, racial or ethnic identity, or political orientation, were included in total numbers but not broken out for these categories.

Structure of Survey

The survey sought to understand the attitudes of a representational group of American adults towards six methods of disposition legal in some or all of the states: cremation, casket burial, green burial, human composting, water cremation, and donation to science. To minimize measurement error and ensure that all participants operated from a consistent understanding of the terminology, standardized definitions were presented to respondents before each set of questions. Table 1 includes the definitions presented to respondents.

² The West region includes the following states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming. The Northeast region includes the following states: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont. The Midwest region includes the following states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin. The South region includes the following states: Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia.

Table 1: DEFINITIONS OF EACH METHOD OF DISPOSITION

TERM	DEFINITION
CREMATION	"Cremation" is the process in which a dead human body is placed inside a chamber that is heated to a very high temperature until the body is reduced to a powder known as "ashes."
CASKET BURIAL	"Casket burial" is the placement of a dead human body in a specially designed box called a casket, which is then buried in the ground or kept above ground in a building called a mausoleum.
DONATION TO SCIENCE	"Donation to science" means that a dead human body is given to a medical school or other organization that uses the body, in whole or in part, for medical research and/or education. Following that use, the body is typically cremated and "ashes" are returned to the family.
GREEN BURIAL	"Green burial" is the burial of a dead human body which has not been treated with chemicals, either directly in the ground or in a biodegradable container, which is then buried in the ground.
HUMAN COMPOSTING	"Human composting" (aka natural organic reduction) is a process in which a dead human body is placed in a container filled with natural materials and microorganisms that break down the body into soil.
WATER CREMATION	"Water cremation" (aka alkaline hydrolysis or Aquamation®) is a process in which a dead human body is placed in a chamber that is filled with a mixture of water and chemicals, which is then heated and pressurized until the body is reduced to liquid and a powder known as "ashes."

Respondents were asked a series of identical questions for each method of disposition:

- "Have you heard" of the method of disposition?
- "Do you know anyone" who used that method?
- "Would you consider" that method of disposition "for yourself?"

The survey questions were structured to maximize data validity and comparability regarding the six methods of disposition currently legal in the United States. Furthermore, the methods were presented in a random order to minimize order effects that could skew the results.

After respondents were presented with all six methods of disposition, they were then asked to rank order their preferences. There was no "no preference" or "other" option. Eliminating these options may overstate commitment with respect to specific methods, however, this was done to allow for direct comparison between the methods. The "would you consider" question was included to provide insight into the depth of consumer interest in each method.

At the end of the survey, respondents were asked whether they would consider embalming.

Overall Findings

Respondents showed a high level of familiarity with three methods of disposition: cremation (99.2%), casket burial (98.4%) and donation to science (94.7%).

Although green burial is legal in all 50 states and widely available, it was only recognized by 47.5% of respondents. Human composting is legal in only 14 states and, as of the date of the survey, only practiced in two states (Washington and Colorado), yet was recognized by 44.8% of respondents. Water cremation, which is legal in 27 states and, as of the date of the survey, practiced in 16 states, was recognized by 24.0% of respondents.

As shown in Table 2, the relationship between prior recognition of a method of disposition and willingness to consider a method of disposition was interesting. Cremation and casket burial were almost universally recognized, which is understandable given that they currently make up more than 95% of dispositions. A majority of respondents were willing to consider cremation (72.6%) and casket burial (64.1%).

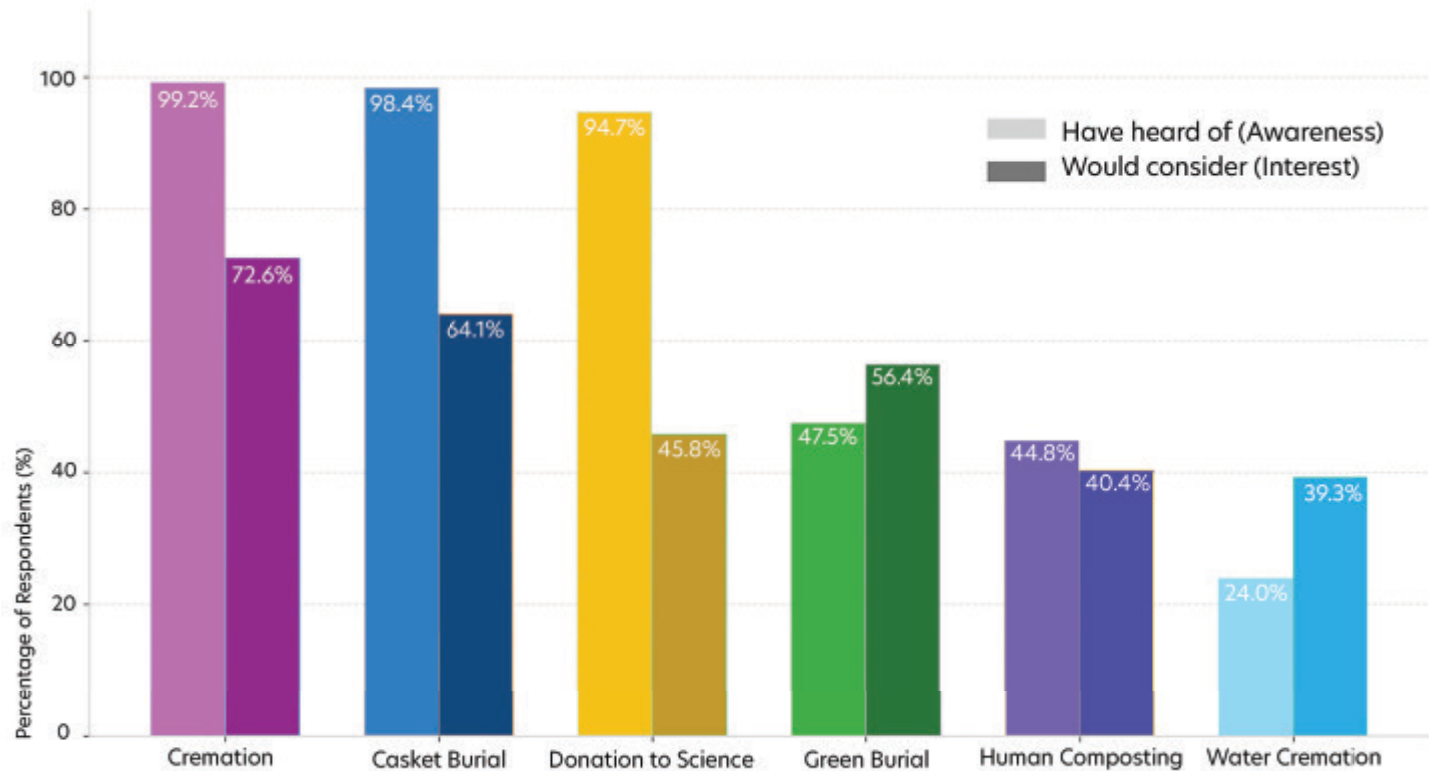
While fewer than half of respondents were familiar with green burial before the survey (47.5%), *more*

than half were willing to consider it (56.4%) suggesting greater potential demand for green burial with more education.

Similarly, more people were willing to consider water cremation (39.3%) than had heard of it before the survey (24.0%), again suggesting greater potential demand for water cremation with more education. There was a closer relationship between those who had heard of human composting (44.8%) and those willing to consider it (40.4%).

Policymakers, and those seeking to influence legislatures to legalize water cremation and human composting, may wish to pay particular attention to the willingness of respondents to consider these newer methods of disposition.

Table 2: AWARENESS VS. CONSIDERATION OF DEATH CARE METHODS



After respondents were presented with each of the six methods of disposition, they were then asked to place them in rank order. These results are depicted in Table 3 below.

The first choice method of disposition was casket burial (35.9%), which roughly matches the actual rate of casket burial in the United States.

The second choice method of disposition was cremation (33.4%) which is significantly below the preliminary 2024 cremation rate of 61.8%.³ However, the percentage of respondents who ranked cremation as first or second is 58.6%, which is nearly the preliminary cremation rate. This suggests that a number of Americans may be actually choosing cremation today because their first choice is not available. Alternative-

ly, it could suggest that a number of Americans are choosing cremation because their first choice is cost prohibitive. The survey intentionally did not include information regarding the cost of the various options because costs vary significantly from region to region. The survey also did not measure the availability of any of the options to respondents.

A substantial number of respondents indicated that green burial (10.7%) or donation to science (11.9%) was their first choice. Both of these methods of disposition are legal in all 50 states, and the state-reported data does not indicate that nearly this many Americans are actually choosing either green burial or donation to science. In 2022, the last year for which complete information is available from the states, 0.9% of American deaths resulted in donation to science. It

³ Cremation Association of North America, CANA Annual Statistics Report (2025).

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should be noted that states do not report on “casket burials” and “green burials,” they simply report on “burials.” Increased granularity from state reporting mechanisms is necessary to help track the actual number of green burials. This may suggest that more education is necessary from proponents of these methods, to make it clear to consumers that they are available choices.

Human composting was the first choice of nearly 6% of respondents. This is a remarkably high number for a method of disposition that has only existed for five years, and was available from only a few providers in 2025. Water cremation, which is much more widely available (legal in 27 states) was the first choice of approximately 2% of respondents.

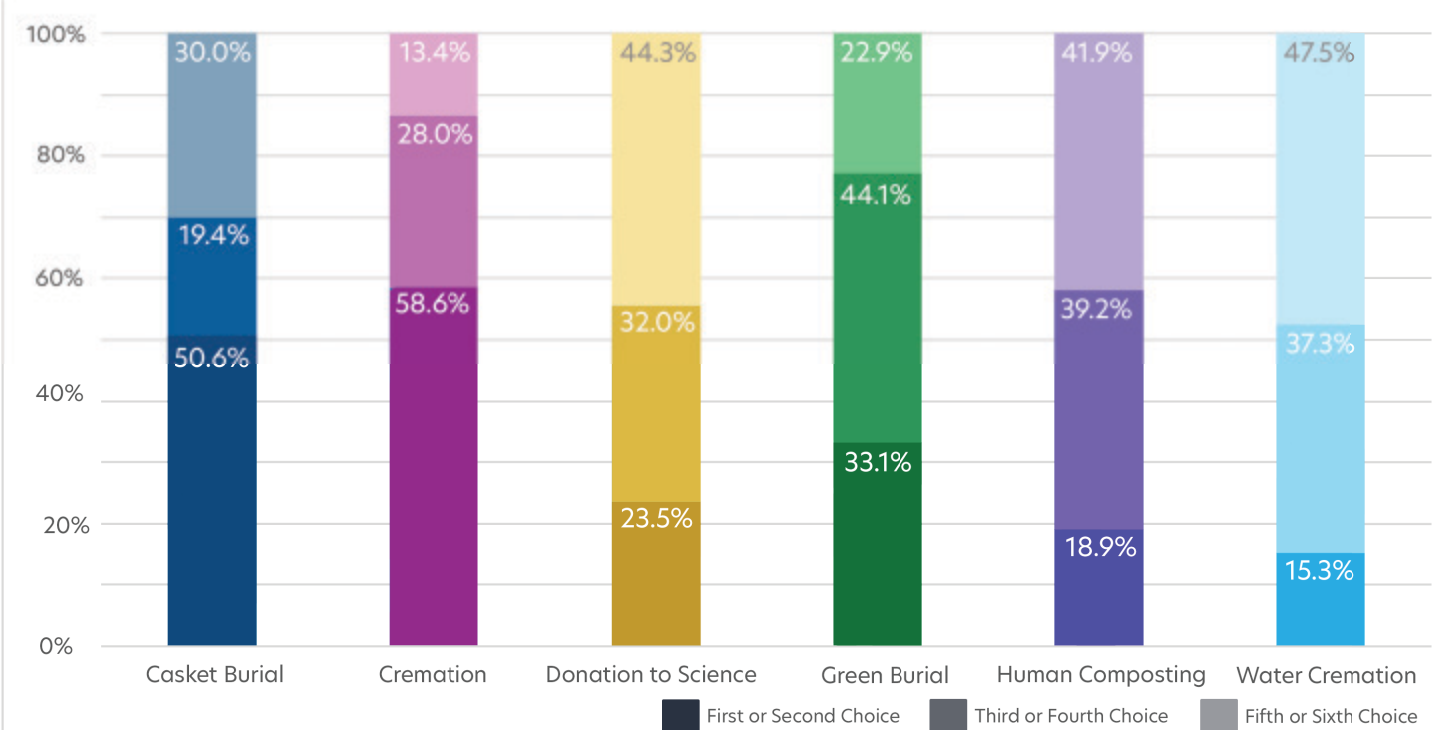
Table 3: RANKING THE METHODS OF DISPOSITION

METHOD	First choice	Second choice	Third choice	Fourth choice	Fifth	Sixth (last) choice
Casket Burial	35.9%	14.7%	10.7%	8.7%	10.6%	19.4%
Cremation	33.4%	25.2%	15.3%	12.7%	8.3%	5.1%
Donation to Science	11.9%	11.6%	17.1%	14.9%	14.1%	30.2%
Green Burial	10.7%	22.4%	23.6%	20.5%	15.8%	7.1%
Human Composting	5.9%	13.0%	18.0%	21.2%	23.7%	18.2%
Water Cremation	2.1%	13.2%	15.3%	22.0%	27.5%	20.0%

As shown in Table 4, the distribution of fifth and sixth choices is also very revealing about consumer preferences. Thirty percent (30.0%) of respondents ranked casket burial fifth or sixth. Donation to science, the first choice of 11.9% was the fifth or sixth choice for 44.3% of respondents. Human composting was rejected by a similar number (41.9%) as was water cremation (47.5%). Cremation and green burial were less polarizing—only 13.4% ranked cremation fifth or sixth and 22.9% ranked green burial fifth or sixth. The lesson here may be that cremation may not spark excitement among respondents, but it also seems like a readily accessible backup option, if not the first choice.

Representing this data by grouping the choices into three groups—first or second choice, third or fourth choice, and fifth or sixth choice—reveals some interesting patterns. Green burial and cremation are clearly the least polarizing options which, in the case of green burial, suggests unmet demand.

Table 4: RANKING THE METHODS OF DISPOSITION



Generational Findings

Analyzing the data by generation reveals that Gen Z displays some preferences that are markedly different from other generations. Table 5 displays the willingness of each generation to consider the six methods of disposition. Table 6 displays each generation’s first rank preference of each method of disposition.

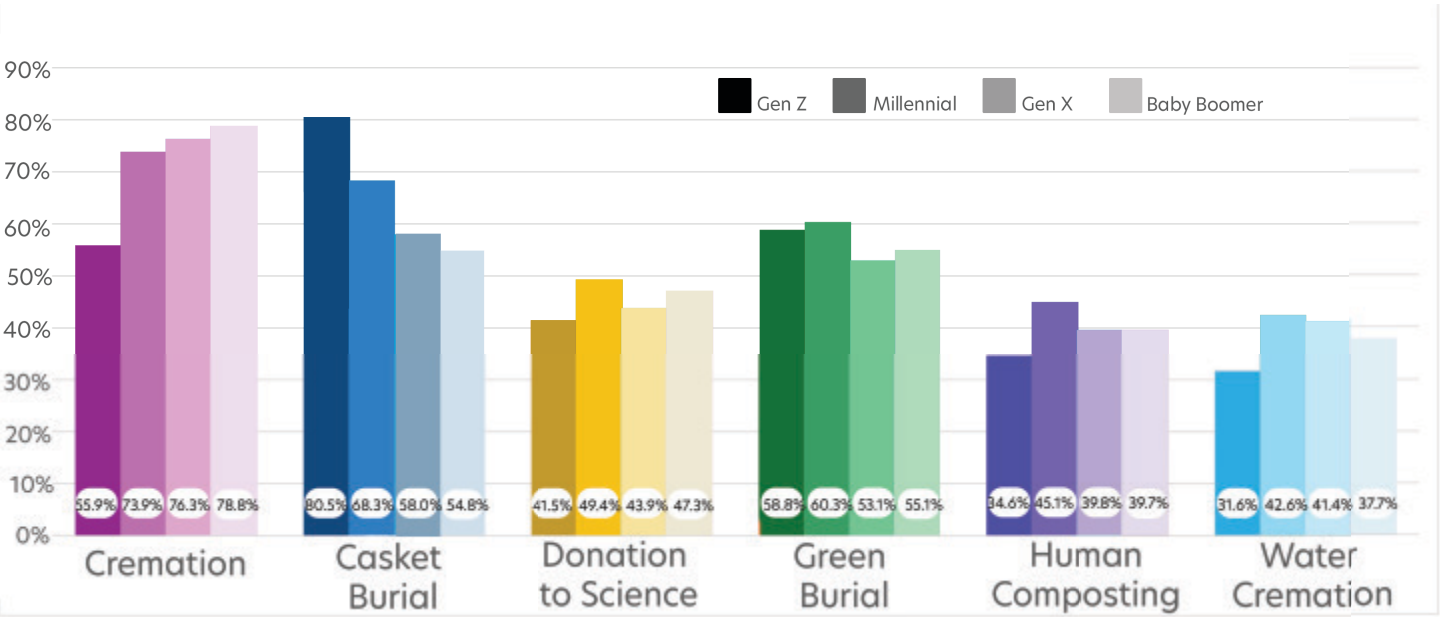
Beginning with the question of whether a respondent would consider a particular method of disposition for themselves, only 55.9% of Gen Z was willing to consider cremation, compared to 76.0% for the other three generations combined. At the same time, Gen Z was remarkably open to casket burial. Over eighty percent (80.5%) of Gen Z respondents were willing to consider casket burial, compared to 60.9% for the other three generations combined. Fewer Gen Z respondents were willing to consider human composting and water cremation than the other generations, but Millennials were most open to those new methods of disposition. Gen Z did show strong interest in green burial.

One interesting pattern is that willingness to consider cremation seemed to progressively increase with the age of the cohort, while willingness to consider casket burial seemed to decrease with the age of the cohort. In other words, Baby Boomers—the people most

likely to be engaging in funeral planning at this moment—were the most willing to consider cremation (78.8%) and the least willing to consider casket burial (54.8%). They also showed a willingness to consider green burial, human composting, and water cremation near the overall average.

The jarring disconnect between the preferences expressed by Gen Z and the remaining generational cohorts raises important questions regarding the future of death care. The survey did not ask “why” respondents answered as they did. One possibility is that there is something essentially different about Gen Z and these preferences will be “sticky,” that is they will remain with the cohort as it ages and gets closer to actual funeral planning. Another possibility is that funeral preferences evolve over time, either as a generation learns more about the reality of funeral planning or some other variable changes. Repeating this survey on an annual basis will hopefully begin to shed some light as the preferences of each generational cohort are tracked over time. Yet another possibility is that Gen Z respondents are less familiar with casket burial than previous generations, given the high actual cremation rate, and that they do not fully understand the difference between casket burial and green burial.

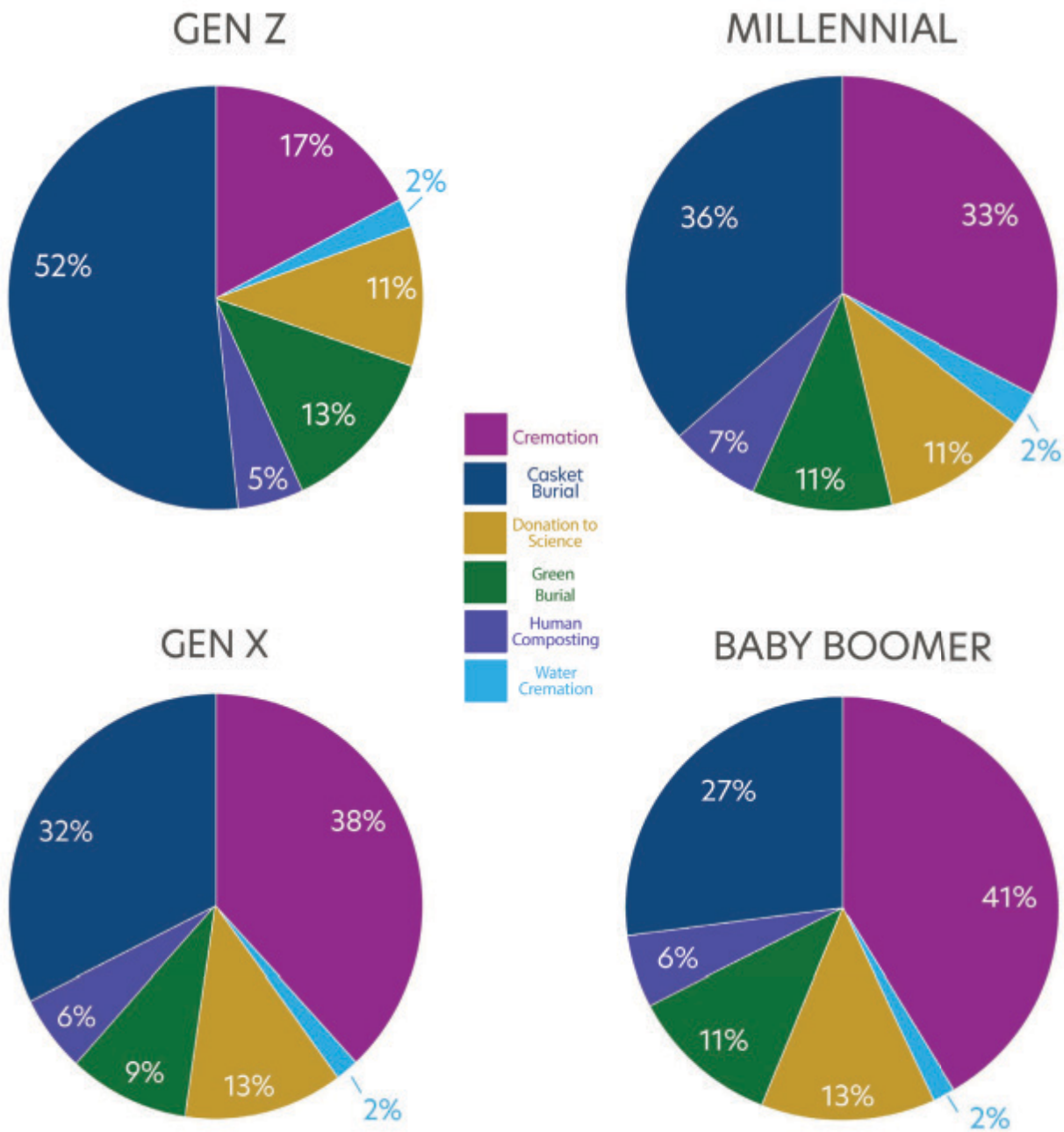
Table 5: WOULD YOU CONSIDER [METHOD OF DISPOSITION] FOR YOURSELF? BY GENERATION



The first rank preferences for each generational cohort also shows interesting patterns. For both Gen Z and Millennials, casket burial is the first choice and cremation is the second choice, however, the gap between the two choices is quite different for Gen Z and Millennials. Both Gen X and Baby Boomers ranked cremation first and casket burial second. Again, the gap between the two choices was larger for the older of the two generational cohorts.

The remaining methods of disposition show more consistency between generations, with the exception that Millennials seem to embrace human composting to a greater degree than the other generational cohorts.

Table 6: FIRST RANK PREFERENCE FOR [METHOD OF DISPOSITION] BY GENERATION

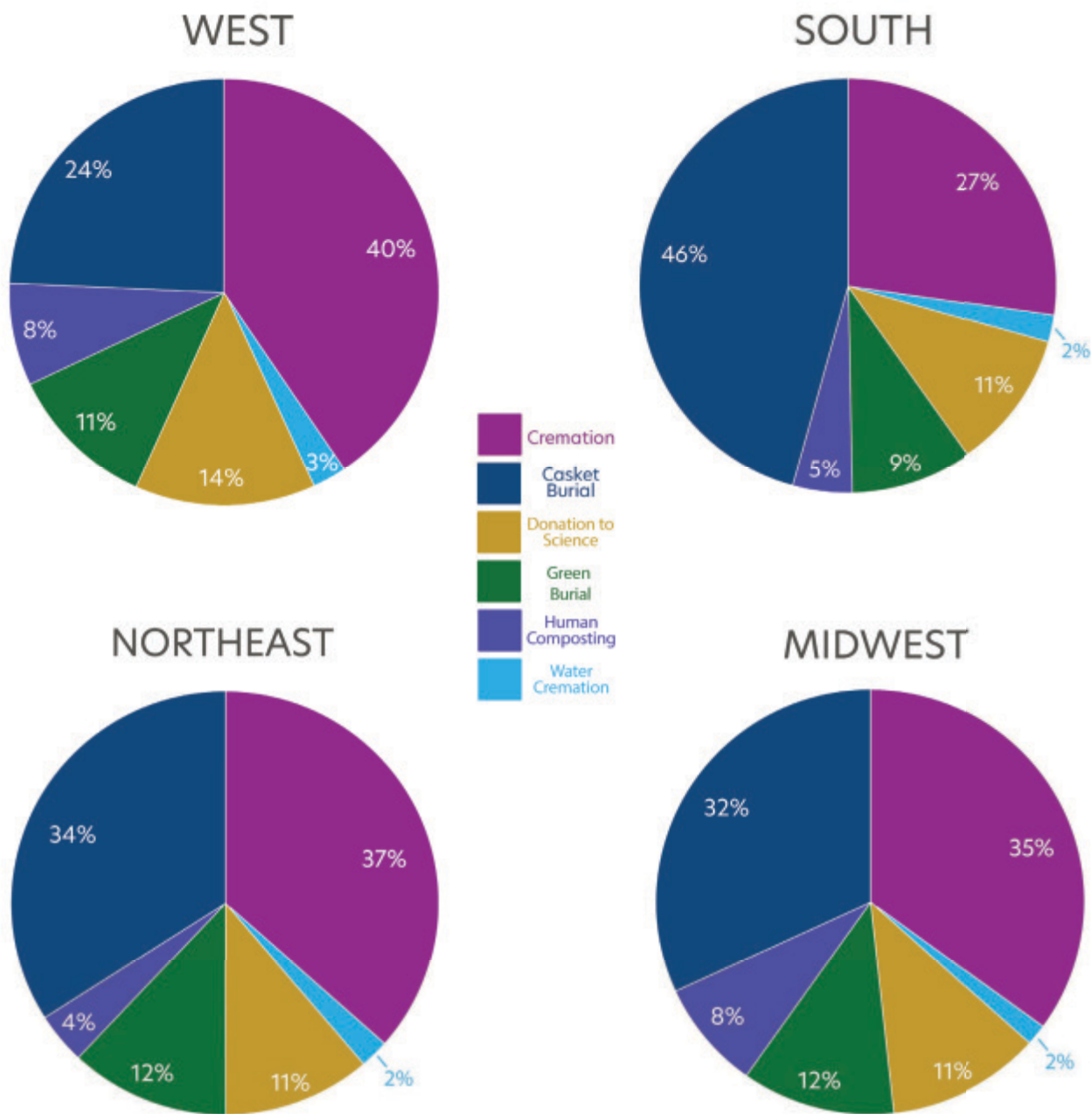


Regional Results

Respondents indicated the state in which they lived, which allowed analysis of the data by U.S. Census Region. This revealed some interesting findings. Cremation was more popular than casket burial in three of the four regions (the West, Northeast, and Midwest) and less popular in the South. Cremation was significantly more popular than casket burial in the West (40.2% for cremation versus 24.1% for casket burial) and nearly the opposite was true in the South (45.7% for casket burial versus 27.3% for cremation).

These preferences are echoed in the relative popularity of cremation versus casket burial in actual practice.⁴ In 2022, the West region had the highest cremation rate (71.0%) and the lowest casket burial rate (24.9%). Note

Table 7: FIRST RANK PREFERENCE FOR [METHOD OF DISPOSITION] BY US CENSUS REGION



⁴ 2022 is the last year for which state data is available for all states (other than Maryland). State data is not published but is in the files of the author.

that the actual casket burial rate in the West is nearly the same as first rank rate in the survey, but the actual cremation rate is significantly higher than the first rank rate. Again, this may suggest that consumers who prefer casket burial are choosing it, but some of those who choose cremation may do so because they lack access to other preferable options.

In 2022, the South had the lowest cremation rate (53.5%) of the four regions and the highest casket burial rate (41.7%). Again, the actual casket burial rate (41.7%) is very close to the first rank rate in the survey (45.7%) , but the actual cremation rate (53.5%) is significantly higher than the first rank rate in the survey (27.3%).

The same pattern was repeated in the Northeast and Midwest. The actual 2022 casket burial rate in the Northeast (38.7%) was close to the first rank rate in the survey (34.1%) but the actual cremation rate (56.9%) was much higher than the first rank rate (36.6%). The actual 2022 casket burial rate in the Midwest (37.4%) was close to the first rank rate in the survey (31.9%) but the actual cremation rate was much higher (60.5%) than the first rank rate (35.1%).

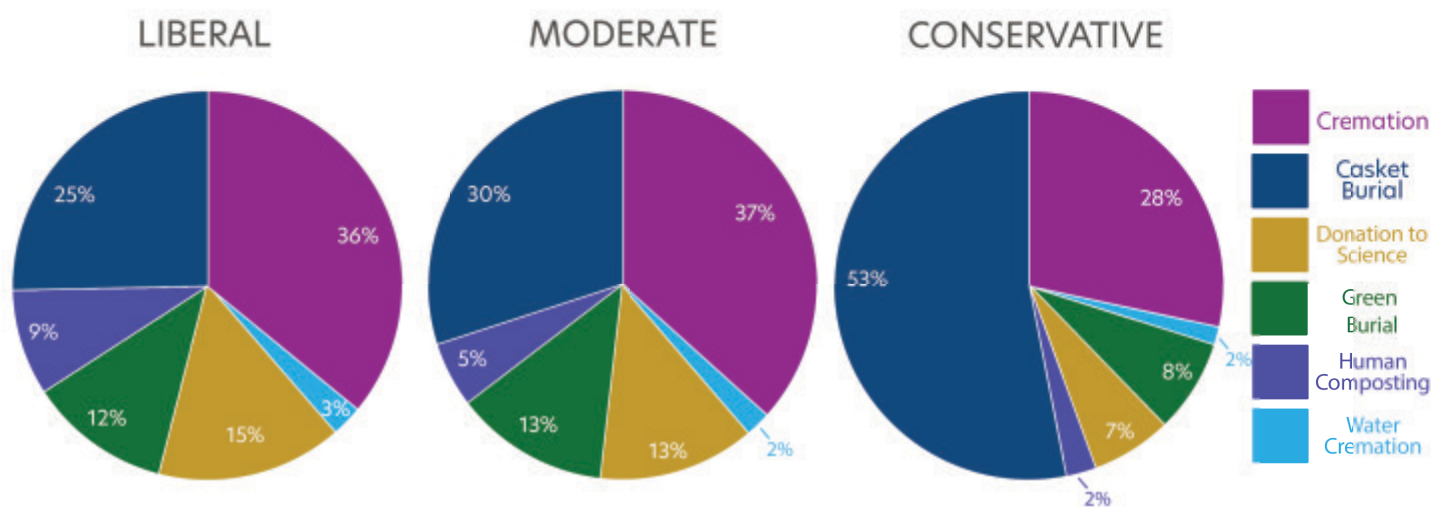
All of the regions had fairly consistent first rank rates for green burial, ranging from a low of 9.5% in the South to a high of 12.1% in the Northeast. The low-

est first rank rate for human composting was in the Northeast (3.9%). The highest first rank rate was not in the West, where practitioners actually offer the disposition method (7.7%) but in the Midwest (8.3%). It will be interesting to see where these numbers develop in the next few years, particularly since practitioners appear to be focused on opening new facilities on the East Coast next.

Political Orientation

Respondents were asked to place their political orientation on a scale from 1 (identified as “extremely liberal”) to 7 (identified as “extremely conservative”). Those who answered 1, 2, or 3 are reported in the below table as “Liberal,” those who answered 4 are reported as “Moderate” and those who answered 5, 6, or 7 are reported as “Conservative.” Respondents who declined to provide a political orientation were included in the total but not separately reported. As displayed in Table 8, those who identified as conservative preferred casket burial (53.1%) over cremation (28.4%). Those who identified as liberal preferred cremation (35.9%) to casket burial (25.3%). Interest in green burial and human composting was much stronger in liberals and moderates than conservatives.

Table 8: FIRST RANK PREFERENCE FOR [METHOD OF DISPOSITION] BY POLITICAL ORIENTATION



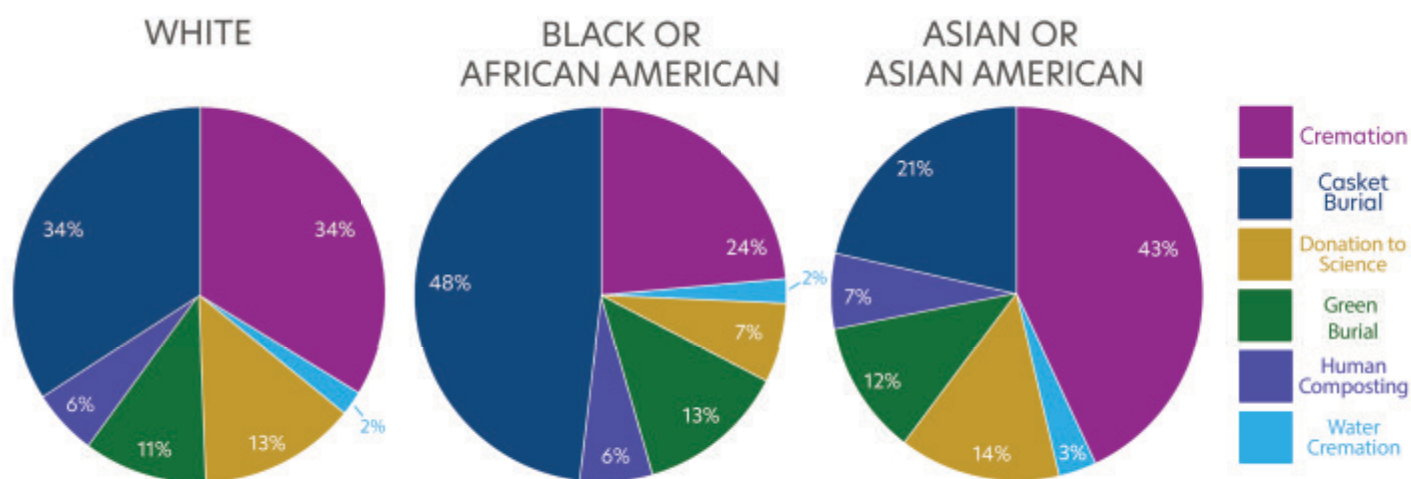
Racial or Ethnic Identity

Respondents were asked to provide their racial or ethnic identification. The respondents who reported “White,” “Black or African American,” or “Asian or Asian American” provided a sample size sufficient for reliable estimates. Respondents who provided other racial or ethnic identities, or declined to provide a racial or ethnic identity, were included in the total but not separately reported.

As displayed in Table 9, respondents who identified as Black preferred casket burial (48.1%) more than those who identified as White (34.1%). Cremation was significantly more popular with Asian respondents (43.0%) than White (33.7%) or Black (23.6%) respondents.

Interest in green burial and human composting was fairly even across racial groups. Asian respondents were slightly more interested in water cremation than the other two groups, perhaps a reflection of their greater interest in cremation.

Table 9: FIRST RANK PREFERENCE FOR [METHOD OF DISPOSITION] BY ETHNIC IDENTITY



Religion

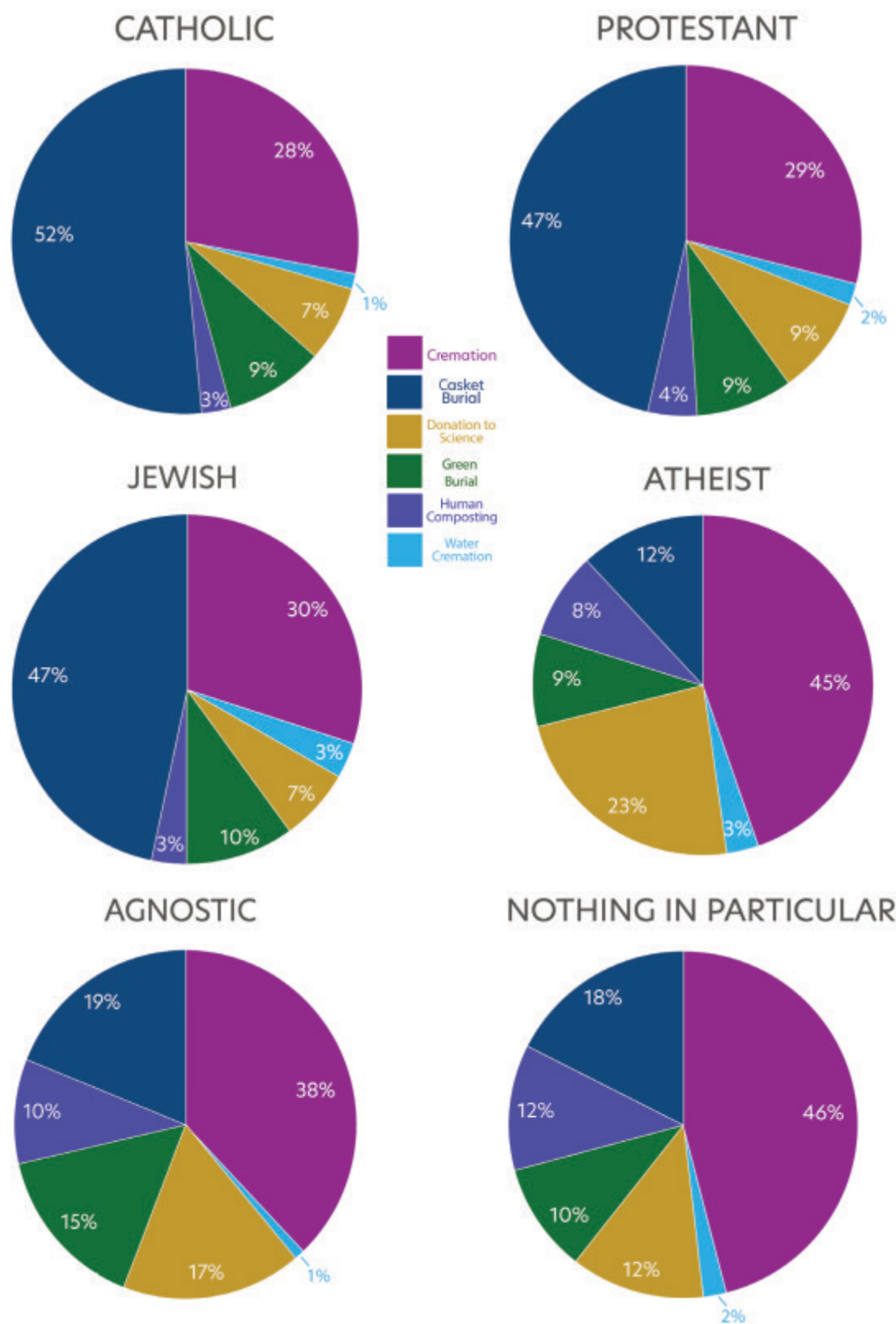
Finally, respondents were asked to identify their “present religion, if any.” Ten choices were offered, but only six provided a sufficient sample size for reliable estimates.

As displayed in Table 10, overall, those who identified with the three reported organized religions (Roman Catholic, Protestant, or Jewish) preferred casket burial and those who identified as Atheist, Agnostic, or Nothing in Particular preferred cremation.

There were some interesting differences in the preferences for green burial, ranging from a low of 8.8% among Atheists to a high of 15.5% for Agnostics. Given that green burial is essentially the same as traditional Jewish burial practices, it is surprising that the green burial rate is not higher among those who identified themselves as Jewish (10.0%).

Interest in human composting varied from a low among Roman Catholics (2.7%) to a high of 11.7% for Nothing in Particular.

Table 10: FIRST RANK PREFERENCE FOR [METHOD OF DISPOSITION] BY RELIGION



Findings on Embalming

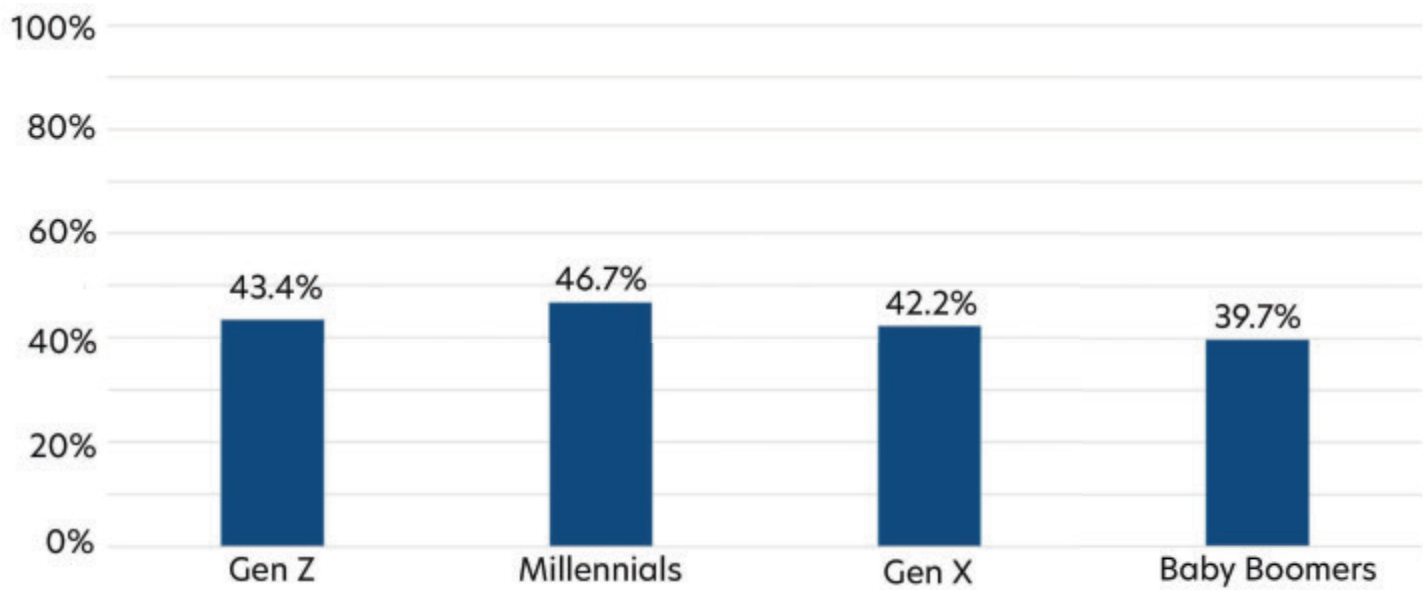
Respondents were provided with the following definition of embalming: “the process of injecting a dead human body with chemicals to temporarily slow down the natural decay of the body.”

Nearly 95% of respondents had heard of embalming (94.2%). Over 70% (72.9%) reported that they knew someone who had been embalmed. Only 43.1% stated that they would consider embalming for themselves while 56.7% stated that they would not. As depicted in Table 11, there was consistency between the generational cohorts with respect to willingness to consider embalming, with Millennials most interested (46.7%) and Baby Boomers least interested (39.7%).

There was an alignment between those who were willing to consider embalming and those who ranked casket burial as their first or second preference. Nearly 70% (68.5%) of respondents who indicated that they would be willing to consider embalming ranked casket burial as their first or second choice.

Nearly half (48.5%) of Gen Z respondents who ranked casket burial as their first choice indicated that they would not be willing to consider embalming. This is greater than the overall figure—37.3% of all respondents who ranked casket burial as their first choice indicated that they would not be willing to consider embalming. This data may suggest that the interest in green burial is greater than reported, due to a confusion by respondents about the difference between casket burial and green burial. It may also suggest a particular lack of understanding by Gen Z respondents.

Table 11: WOULD YOU CONSIDER EMBALMING FOR YOURSELF?
PERCENTAGE OF RESPONDENTS ANSWERING “YES”



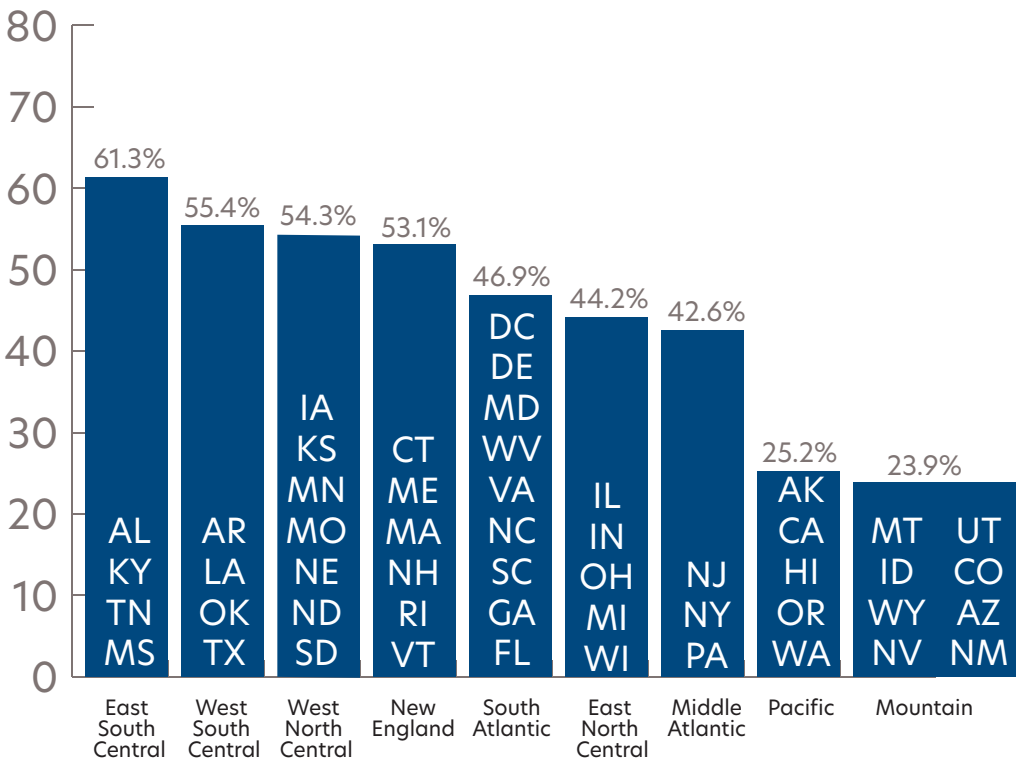
As shown in Table 12, respondents in the West were less interested in embalming (24.8%) than those in other regions, particularly the South (52.2%). This information could inform state legislatures in the West when considering whether to bifurcate funeral directing/embalming licenses and otherwise reduce the importance of embalming education and training in the licensure of funeral directors. Table 13 depicts more granular information, breaking down the U.S. Census Regions into the nine U.S. Census Divisions.

Table 12: WOULD YOU CONSIDER EMBALMING FOR YOURSELF?
BY US CENSUS REGION

	WEST	NORTHEAST	MIDWEST	SOUTH
YES	24.8%	44.8%	46.7%	52.2%
NO	75.2%	55.2%	53.3%	47.8%

TABLE 13: WOULD YOU CONSIDER EMBALMING FOR YOURSELF?
BY U.S. CENSUS DIVISION

Breaking down the Regions into the nine U.S. Census Divisions, the differences become even more clear:



As shown in Table 14, the willingness to consider embalming by respondents of varying political orientations roughly tracks the relative preferences for casket burial.

TABLE 14: WOULD YOU CONSIDER EMBALMING FOR YOURSELF?
BY POLITICAL ORIENTATION

	LIBERAL	MODERATE	CONSERVATIVE
YES	38.2%	37.9%	52.7%
NO	61.8%	62.1%	47.3%

As shown in Table 15, again tracking the relative preferences for casket burial, respondents identifying as Roman Catholic and Protestant were significantly more willing to consider embalming than those who identified as Atheist, Agnostic, and Nothing in Particular. Those who identified as Jewish were least willing to consider embalming, not surprising given the lack of embalming in traditional Jewish burial practices.

TABLE 15: WOULD YOU CONSIDER EMBALMING FOR YOURSELF?
BY RELIGIOUS IDENTIFICATION

	Roman Catholic	Protestant or other Christian (such as Evangelical)	Jewish	Atheist	Agnostic	Nothing in Particular
YES	51.6%	51.0%	25.8%	30.2%	36.4%	35.8%
NO	48.4%	49.0%	74.2%	69.8%	63.6%	64.2%

As depicted in Table 16, the willingness to consider embalming also tracked the relative interest in casket burial by racial or ethnic groups.

TABLE 16: WOULD YOU CONSIDER EMBALMING FOR YOURSELF?
BY RACIAL OR ETHNIC IDENTIFICATION

	WHITE	BLACK OR AFRICAN AMERICAN	ASIAN OR ASIAN AMERICAN
YES	42.8%	53.6%	24.0%
NO	57.2%	46.4%	76.0%

Conclusion

The 2025 Wake Forest Law Survey on Consumer Preferences in Death Care reveals a death care landscape that is far more complex and contradictory than the prevailing industry narrative suggests.

While the national cremation rate continues to climb, the data exposes a critical “Cremation Paradox”: a significant disconnect exists between the high utilization of cremation and consumers’ actual primary preferences. When coupled with the substantial stated interest in other methods of disposition, this survey data suggests that the current market may be shaping consumer behavior through constraints rather than genuinely meeting consumer desire. As alternative methods of disposition increase availability, this may

signal a future impact on the cremation rate. Perhaps most startling is the generational divergence; rather than a linear progression toward cremation, we are witnessing a “U-shaped” curve in preferences, where Gen Z demonstrates a surprising resurgence of interest in casket burial, defying the trends established by Baby Boomers and Millennials. These volatile findings underscore the urgent need for annual surveys to track these shifting currents. A static snapshot is insufficient to determine whether Gen Z’s preference for traditional burial is a durable cohort effect—a permanent value distinct to their generation—or merely an age effect that will dissipate as they confront the financial and logistical realities of end-of-life planning.

Only through longitudinal data collection can we determine if the “Cremation Peak” is on the horizon or if the gap between preference and practice will widen. Furthermore, continuous monitoring is essential to track how political and religious shifts, such as the correlation between conservative orientation and embalming acceptance, continue to influence market demand over time.

For policymakers, reformers, and industry participants, these insights are not merely academic; they are a call to action. Policymakers and reformers require this data to justify the legalization and regulation of emerging technologies like natural organic reduction and alkaline hydrolysis, ensuring that the legal framework keeps pace with the growing consumer demand for sustainable alternatives. Simultaneously, industry stakeholders must rely on granular data to avoid capital misallocation. Continued, rigorous analysis is the only way to better understand what the American public truly wants and to provide a legal regime and a market that meets that demand.