



# people's panel



## People's Panel survey - Cemeteries

June 2015

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## 2 Key findings

### Key findings

#### Visiting large council cemeteries

- Most panellists had not visited any of the large council cemeteries (62%). Only 16% had visited Waikumete Cemetery, 11% North Shore Memorial Park, and 10% Manukau Memorial Gardens.
- Among those who had visited a large council cemetery, nearly half (44%) had only visited once.
- Among those who had visited a large council cemetery, close to half went to visit a grave or graves (46%) and around a third went to a funeral for a friend, acquaintance or work colleague (37%).

#### Large council cemetery grounds, staff, and records

- In general, among those who had visited a large council cemetery, most were satisfied with all aspects of the cemetery grounds and satisfied with their experience overall (81%).
- Panellists were asked if they had any suggestions for improving the cemetery grounds for visitors. A fifth mentioned better signage, directions and maps (21%), and a fifth mentioned general maintenance, saying that areas were run down - particularly older areas (21%).
- While most panellists did not have contact with any staff (80%), a few had contact with the office team (12%) and the cemetery team (6%).
- Among those who did have contact with staff, more than half were very satisfied with the office team (60%), ground staff (60%) and cemetery team (55%).
- Among those who visited a large council cemetery to do a genealogy search or to find cemetery records, around two thirds enquired online through their website (64%).
- Among those who visited a large council cemetery to do a genealogy search or to find cemetery records, most were satisfied with the access they had to the records (75%).
- Panellists were asked if they had any other comments or suggestions to make about the cemetery. Some mentioned general maintenance, saying that areas were run down - particularly older areas (13%) and a few said it was well maintained and to keep up the good work (12%).

#### Visiting smaller council cemeteries

- A fifth (22%) had visited a smaller cemetery in the last twelve months.
- Among those who had visited a smaller council cemetery recently, Purewa (14%) and Mangere Lawn Cemetery (11%) were most commonly visited.
- Panellists were asked if they had any comments or suggestions to make about the smaller cemetery they visited most recently and there were mixed responses. A quarter said the cemetery they visited was poorly maintained or neglected and

staff were causing damage when mowing (26%), whereas another quarter said that the cemetery they visited was well maintained and presented (25%).

### **Family traditions & Family-led funerals**

- When panellists were asked if their family have any traditions they follow when a loved one dies, a fifth said they visited the grave and tidied the site (20%) and a few said they had remembrance days (13%).
- Many panellists have had at least a little experience planning or helping to plan a funeral (70%), with a few having had a lot of experience (7%). Just under a third have had no experience planning or helping to plan a funeral (30%).
- When panellists were asked where they would go for information if they needed to organise a funeral, many said they would go to a funeral parlour (80%). Nearly half said they would go to family and friends (46%) and around a quarter said they would go to a cemetery or crematorium (24%).
- Many panellists said they would prefer to access funeral information in person (70%) and half would prefer to access it online on websites (49%). Over a third would rather speak to someone over the phone (37%) and just under a third would rather use brochures and information packs (30%).
- Close to half of the panellists (49%) expected a funeral to cost in the mid-ranges between \$5,000 and \$9,999.
- Approximately half of panellists wanted funerals for loved ones to be customised (52%). Māori panellists were more likely than other ethnicities to prefer a customised funeral for their loved ones (71%).
- Almost half of panellists would be interested in using the bereavement care team's service for a funeral (49%).

### **Cremation and burials**

- Majority of panellists have thought about whether they want to be cremated or buried and have also shared their thoughts with others (75%). A fifth have thought about it but have not shared their thoughts with others (17%).
- Most panellists would prefer to be cremated (66%) and only a few prefer burial (16%). European panellists were more likely to prefer cremation (69%) whereas those in the Māori (34%) and Pacific (36%) ethnic groups were more likely to prefer to be buried.
- Among those who would prefer to be cremated, the majority would like their ashes to be scattered somewhere that is significant to them (65%).
- Among those who would prefer to be buried, 15% would like to be buried in another cemetery in Auckland, 13% in Waikumete cemetery and crematorium, 11% in North Shore memorial park and 10% in another place.
- The main reasons why panellists have selected those locations is because they already have family members buried there (44%), because it is close to their family so they can visit easily (31%) or it is the place where they were born or have lived for some time (23%).
- Of those who said they would prefer to be buried rather than cremated, the majority would prefer burial in a natural space site within a cemetery (41%)

followed by burial in a cemetery outside of town (28%).

### **Permanent memorials / markers**

- Panellists were more likely to want a permanent memorial or marker for their loved ones (59%) than for themselves (47%).
- A plaque was the top memorial option panellists would like for themselves (47%) as well as for their loved ones (45%).
- Among those who would like a memorial or permanent marker, approximately half would like to keep the headstone and grave site simple overall for their loved ones (54%) as well as themselves (49%).
- Among those who would like a memorial or permanent marker, most would like to keep the decorations around the grave simple overall for their loved ones (63%) as well as themselves (71%). On the other hand, Pacific panellists were more likely than other ethnicities to want decorations around the grave to be elaborate overall for their loved ones and themselves.

### **Concept for loved ones**

- Close to half of panellists would find communal memorial walls appealing overall for their loved ones (45%) as well as themselves (45%).
- Close to two thirds of panellists would find garden memorials appealing overall for their loved ones (62%) as well as themselves (62%). Female panellists were more likely than male panellists to find garden memorials appealing overall for their loved ones (64%) as well as themselves (66%).
- Close to half of panellists found the natural spaces in cemeteries appealing overall for both their loved ones (46%) as well as themselves (46%).
- Approximately half of panellists found the ash planters in a cemetery or at home appealing overall for their loved ones (51%) as well as themselves (48%). Panellists that preferred to be cremated were more likely to find ash planters in a cemetery or at home appealing for both themselves and their loved ones.
- Panellists were asked if they had any other comments or suggestions to make about the above concepts for loved one. A fifth were generally positive, commenting on the overall appeal of all concepts (20%). A few mentioned how the concepts took the environment and natural spaces into consideration (10%) and others talked about their preference for cremation (10%).

### **Spaces for memorials and remembrance**

- Most panellists would like to have a place in the cemetery to reflect and be together with others (42%) while close to a third had no particular preference (30%).
- There were mixed responses with close to a third of panellists wanting to have children's memorial in cemeteries (32%) followed by 30% of panellists who did not want to have children's memorial in cemeteries.
- Slightly less than half of panellists (46%) did not want a separate part of the cemetery set aside for the cremated remains and/or memorialisation of pets. Male panellists were less likely than female panellists to want a separate part of the

cemetery set aside for the cremated remains and/or memorialisation of pets.

- Panellists were asked if they had any other comments or suggestions to make about the concepts for different spaces in the cemeteries. A fifth said the pet's memorial was inappropriate or offensive (20%). Nearly a fifth felt it would be inappropriate to have children's playgrounds or the noise of children in cemeteries (19%).

### **Support for cemetery uses**

- There was support for cemetery spaces being used for celebrating significant life events with close to a third very supportive of this idea (32%).
- There was relatively high interest and support for cemeteries as areas of passive recreation. Many were very supportive of this idea (41%) and close to a third very interested in this idea (32%).
- There was strong interest and support for cemeteries as places of learning with close to half very supportive of this idea (48%) and a third very interested in this idea (35%).
- There was strong opposition for cemeteries as places for entertainment with close to half of panellists not supportive at all (44%) and not at all interested in this idea (49%).
- Many emphasised that cemeteries are peaceful places of reflection and must be respected, followed by those who stated it would be inappropriate to hold events and concerts for entertainment purposes in a place of mourning.

### **Concepts: eco-burial, low-cost funeral and living headstones**

- Approximately half of panellists were aware of the eco-burial concept (48%).
- There were mixed responses around the eco-burial concept with close to a quarter interested for themselves or loved ones (26%) but a third were not interested in this idea (33%).
- Panellists were asked what interests them about eco-burial and more than a third highlighted the benefits around eco-friendliness and sustainability (38%) followed by those who liked that it was a natural process (24%).
- Panellists were asked why eco-burial does not interest them and over a third claimed they personally preferred cremation or simply did not want to be buried (36%). A fifth were not interested because they preferred to have a permanent marker or headstone (19%) followed by those who did not believe eco-burial was traditional enough and almost seemed impersonal (14%).
- Close to half of panellists were not aware of the low cost burial concept (46%). Over a third of panellists were interested in low cost funeral concept for themselves or their loved ones (39%).
- Panellists were asked which aspect of the low cost funeral concept interested them. Approximately half of the panellists highlighted the benefits of affordability and saving money on funerals (51%) followed by those who believed it is more environmentally friendly (21%) and liked the option of having a simple box or casket (21%).
- Panellists were asked which aspect of the low cost funeral concept did not

interest them. A third of panellists disliked the body being kept in their home (33%) followed by those who felt it was inappropriate to hold funeral services at home (14%) and that the low cost funeral concept seemed too cheap (13%).

- Majority of panellists (92%) were not aware of the living headstone concept. Over a third of the panellists were not interested in the living headstones concept for themselves or their loved ones (39%).
- Panellists were asked which aspect of the living headstones concept interested them. Over a third 38% of panellists liked that it provides history and genealogical information about their ancestors (38%) followed by those who felt it allowed ordinary individuals to carry on their legacy (22%).
- Panellists were asked which aspect of the living headstones concept does not interest them. Close to a quarter of panellists had concerns regarding privacy issues and security (24%) followed by those who did not like the fact that complete strangers could access information about a deceased loved one (23%).

#### **Offering services & facilities**

- Close to half of panellists would like cemeteries to offer movable shelters to protect visitors from the weather (44%) followed by movable chairs (33%) and a café overlooking a place of remembrance (30%).

### **3 Background**

#### **3.1 Survey background**

Auckland Council is looking to capture Auckland residents' views on cemeteries in the area. They wished to gauge panellists' opinions on burial and cremation, family traditions and funerals, as well as suggestions for services and facilities in cemeteries.

In particular, the council is looking for feedback to inform the development of new burial and ash areas in several of our cemeteries, including Waikumete Cemetery and North Shore Memorial Park.

The following report summarises the key results and comments identified in the survey.

#### **3.2 About the People's Panel**

The People's Panel aims to provide an opportunity for Aucklanders to get involved with a range of council issues, giving feedback by regularly completing online surveys and getting involved with focus groups and other activities as needed.

The panel ideally supplements other research, consultation and engagement activities used to provide public perceptions to help inform decision-making processes. Panellists are recruited to be 'typical' members of the public – that is they include members of the public who come from a range of backgrounds and a range of levels of involvement with the council.

At the time of surveying there were over 20,000 people registered with the panel, with representation from residents of each local board area and by age group and ethnicity. The People's Panel is not yet representative of the wider Auckland population and ongoing recruitment is conducted to improve participation from particular areas, age groups and ethnicities.

For more information about the People's Panel visit

[www.aucklandcouncil.govt.nz/peoplespanel](http://www.aucklandcouncil.govt.nz/peoplespanel)



### **3.3 Methodology**

The survey was open from 13 May 2015 to 27 May 2015 and one reminder was sent to those who had not responded. In total 4,318 completed surveys were received.

The feedback has been analysed in two ways:

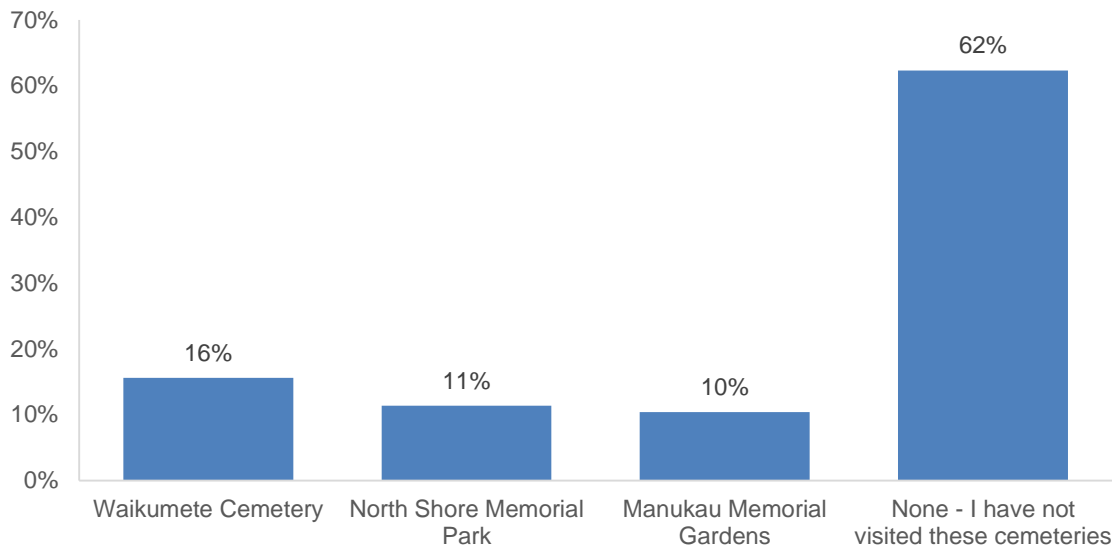
- For the tick box questions, responses to each option have been reported as proportions of the total sample and presented as charts (and tables in the appendix).
- Responses to open-ended questions ranged from one-word answers to lengthy comments with several points and ideas. Key themes from these comments have been identified and ordered by frequency. A selection of comments has been included in the report, to illustrate these themes. Note that in some cases a random sample of 500 comments only has been coded, due to the volume of feedback received.

Results in charts and tables presented in this report may not sum to 100% because multiple responses were allowed for some questions and/or as a result of rounding.

## 4 Survey results

### 4.1 Visiting large council cemeteries

**Q1A. In the last 12 months, which of these large council cemeteries have you visited?**

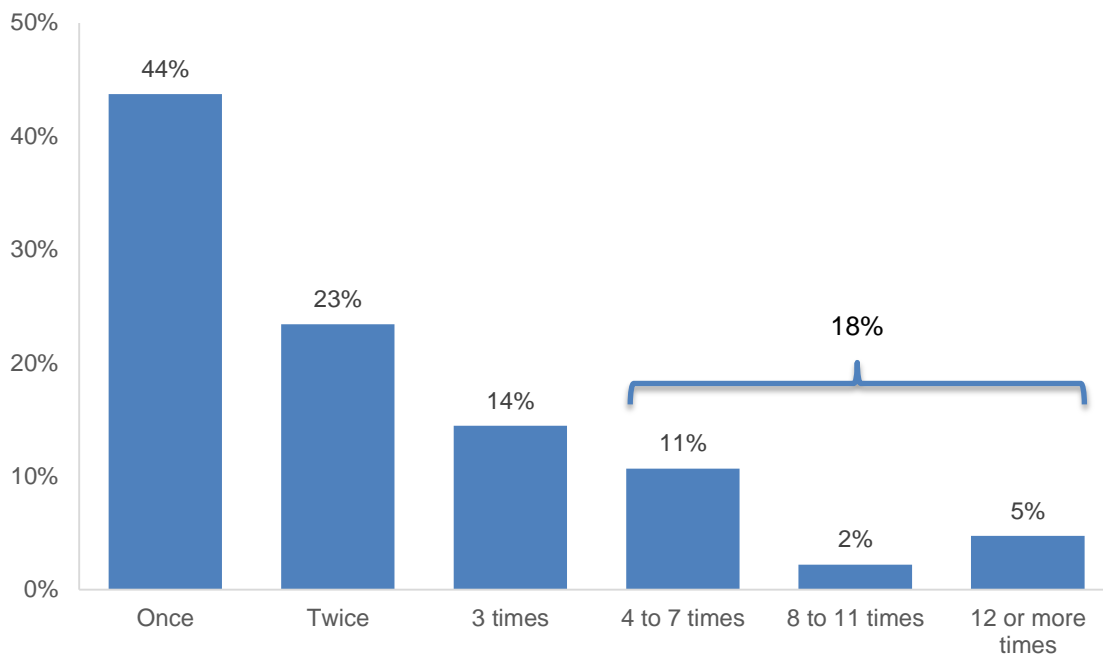


*Base: Panellists participating in survey n=4290.*

While most panellists had not visited any of the large council cemeteries (62%), 16% had visited Waikumete Cemetery, 11% North Shore Memorial Park and 10% Manukau Memorial Gardens.

There were a number of differences between people living in different local board areas. Those living in Henderson-Massey were more likely to have visited Waikumete Cemetery in the last 12 months (55%). On the other hand, those living in Devonport-Takapuna (31%), Hibiscus and Bays (31%), Upper Harbour (38%) and Kaipātiki (33%) were more likely to have visited North Shore Memorial Park in the last 12 months.

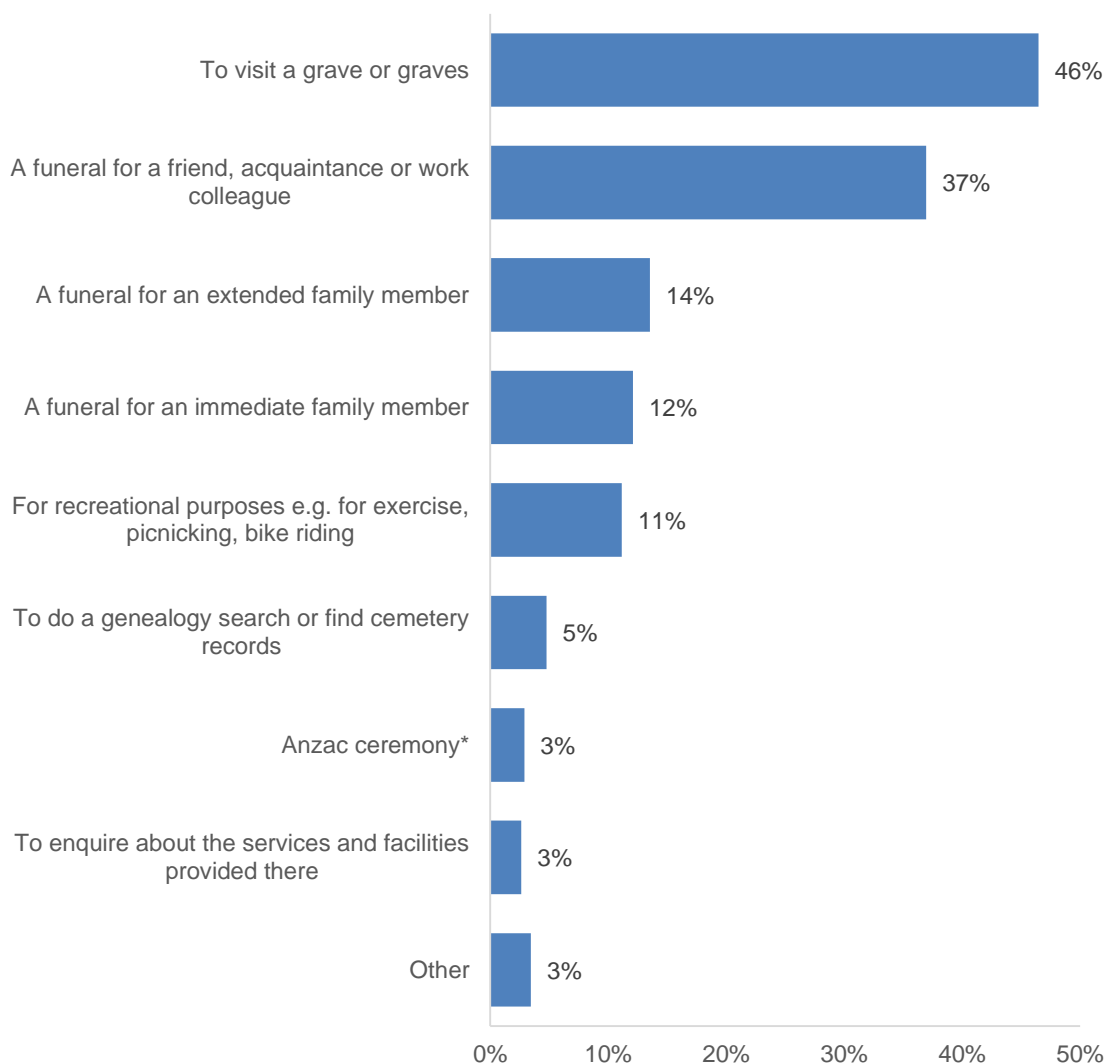
**Q2A. In the last 12 months, approximately how many times have you visited [1A Cemetery]?**



*Base: Panellists who had visited a large council cemetery n=1585.*

Among those who had visited a large council cemetery, nearly half (44%) had only visited once. A quarter (23%) had visited twice, a few (14%) had visited three times, and around a fifth (18%) had visited more than three times.

## Q2B. Why did you visit this cemetery?



*Base: Panellists who had visited a large council cemetery n=1586. Multiple responses were allowed, responses add to over 100%. \*These themes were drawn from the 'other specify' responses.*

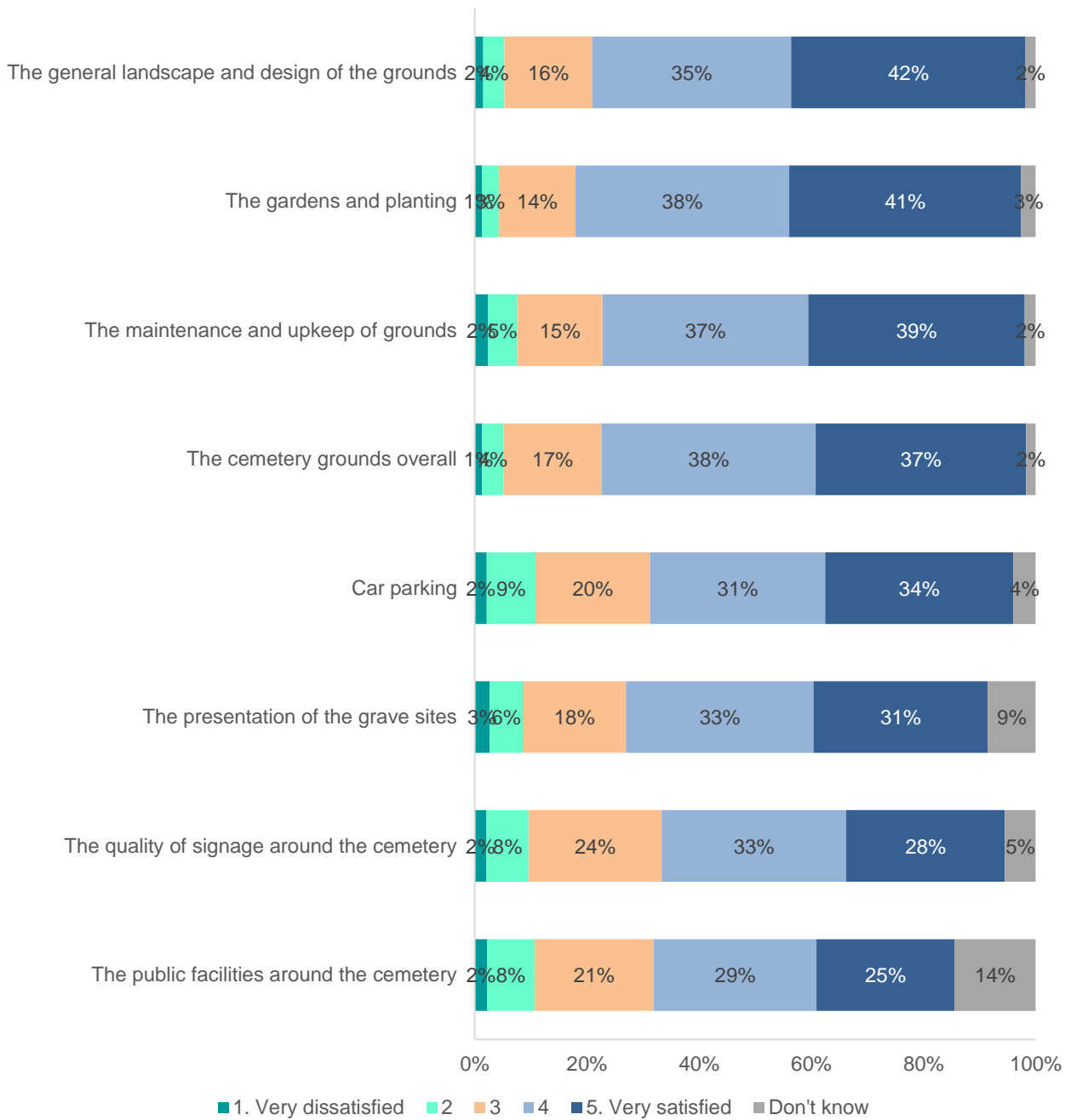
Among those who had visited a large council cemetery, nearly half went to visit a grave or graves (46%), and around a third went to a funeral for a friend, acquaintance, or work colleague (37%). Some went to a funeral for an extended family member (14%), an immediate family member (12%), or for recreational purposes, such as exercise, picnicking, or to bike ride (11%).

Younger panellists, between the ages of 15 and 24, were more likely than older panellists to visit a large council cemetery for recreational purposes (e.g., for exercise, picnicking, bike riding) (33%).

Pacific panellists were more likely than other ethnicities to visit a grave or graves (64%), go to a funeral for an extended family member (41%) and go to a funeral for an immediate family member (35%).

## 4.2 Cemetery grounds, staff, and records

**Q3A. In general, how satisfied or dissatisfied are you with the following aspects of [1A Cemetery]?**



*Base: Panellists who had visited a large council cemetery n=1586, n=1586, n=1584, n=1587, n=1580, n=1578, n=1584, n=1581. Multiple responses were allowed, responses add to over 100%.*

In general, among those who had visited a large council cemetery, most were satisfied with all aspects of the cemetery grounds.

Panellists who visited the North Shore Memorial Park in the last 12 months were likely to be satisfied overall with the presentation of the grave sites (74%), the general landscape and design of the grounds (86%), the maintenance and upkeep of grounds (88%), the

gardens and planting (87%), quality of signage around the cemetery (69%), and the public facilities around the cemetery (60%).

On the other hand, those who visited the Waikumete Cemetery in the last 12 months were less likely to be satisfied overall with the presentation of the grave sites (15%), the general landscape and design of the grounds (25%), the maintenance and upkeep of grounds (24%), the gardens and planting (20%), the quality of signage around the cemetery (28%), the public facilities around the cemetery (29%) and car parking (14%).

### **Q3B. Do you have any suggestions for improving the cemetery grounds for visitors?**

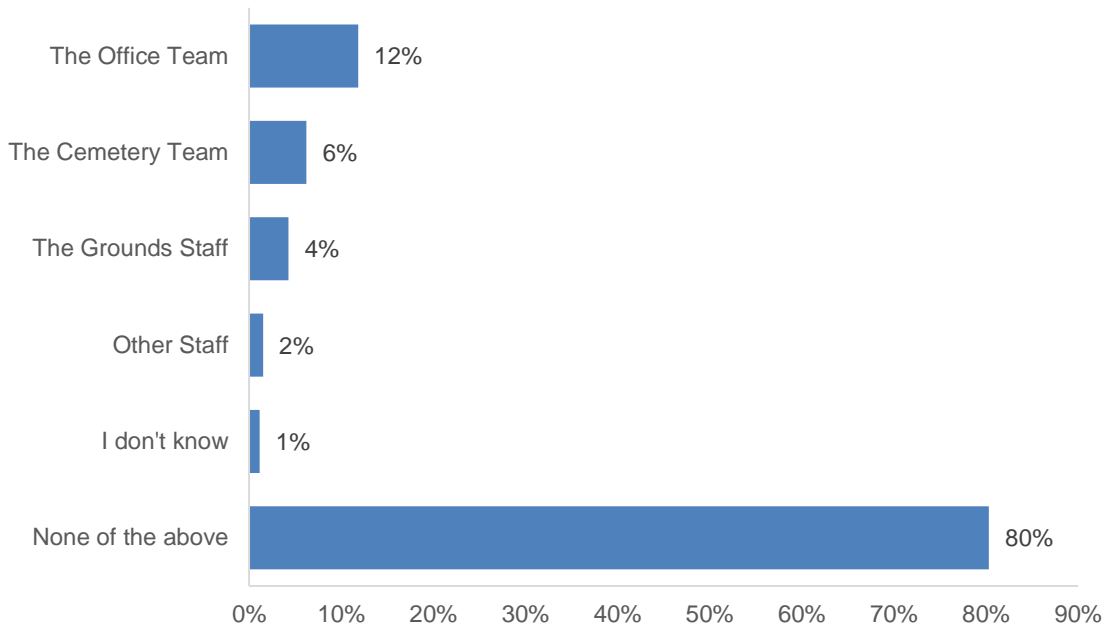
Panellists were asked if they had any suggestions for improving the cemetery grounds for visitors. A fifth mentioned better signage, directions and maps (21%), and a fifth mentioned general maintenance, saying that areas were run down - particularly older areas (21%). Some suggested better parking, roads and gate access (13%), and a few suggested more amenities such as rubbish bins, water facilities and toilets (11%), as well as more seating and sheltered seating (11%).

<b>Do you have any suggestions for improving the cemetery grounds for visitors?</b>	<b>Number of responses n=500</b>	<b>% of responses</b>
Better signage / directions / map	106	21%
General maintenance / run down (especially old area)	104	21%
Better parking / roading / gate access	64	13%
Amenities - more rubbish bins, water facilities, toilets	56	11%
Seating - more, covered, views	53	11%
It's well maintained / keep up good work	43	9%
Mowing / weed control	37	7%
Plantings - flowers, trees, landscaping, garden	23	5%
Sealed pathways / better access	21	4%
Limit garish decorations	13	3%
More funding to maintain / use volunteers	10	2%
Security - cameras, lighting	9	2%
Staff on site to assist visitors	8	2%
Access to records / online	7	1%
Shelter/ bandstand	3	1%
Size - looks full, keep a sense of space	3	1%
Comments regarding signs, flag banners	3	1%
Ban dogs	2	0%
Other	31	6%
No comment	66	13%

## Selection of comments

- *“A detailed map would be very handy when one is trying to find a grave amongst all of the other graves.”*
- *“Better signage at the entry/near entry as the new entrance can confuse those accustomed to the old entrance point.”*
- *“I think your signage lacks clarity. Signs pointing in off-side angles, the exit gate difficult to locate.”*
- *“The old cemetery areas have not had the care that they have had in the past, the weeds are everywhere.”*
- *“The older graves (ours go back to the mid-1800s) are being neglected. I had trouble finding them, the brass lettering was gone, headstones tipped over, weeds everywhere.”*
- *“I visited the very old part of the cemetery. It would be good to have the roads upgraded please.”*
- *“Car parking was poor – not enough space and difficult to find. We ended up just stopping on the side of the road.”*
- *“Car parking at the Chapel and Crematorium was limited when the venue is busy with a run of funerals.”*
- *“More toilets around the grounds.”*
- *“More rubbish bins or increased collections as bins are always overflowing and litter being blown about.”*
- *“To have more than one access to the cemetery apart from the main gate. All gates should be open, especially when there is a large or double funeral services and there is nowhere to go except to drive through the mourners which is disrespectful.”*
- *“I am puzzled by the location of seating which is often placed at low levels or facing immediate graves instead of looking out over the many lovely views.”*
- *“More covered seating for bad weather days.”*

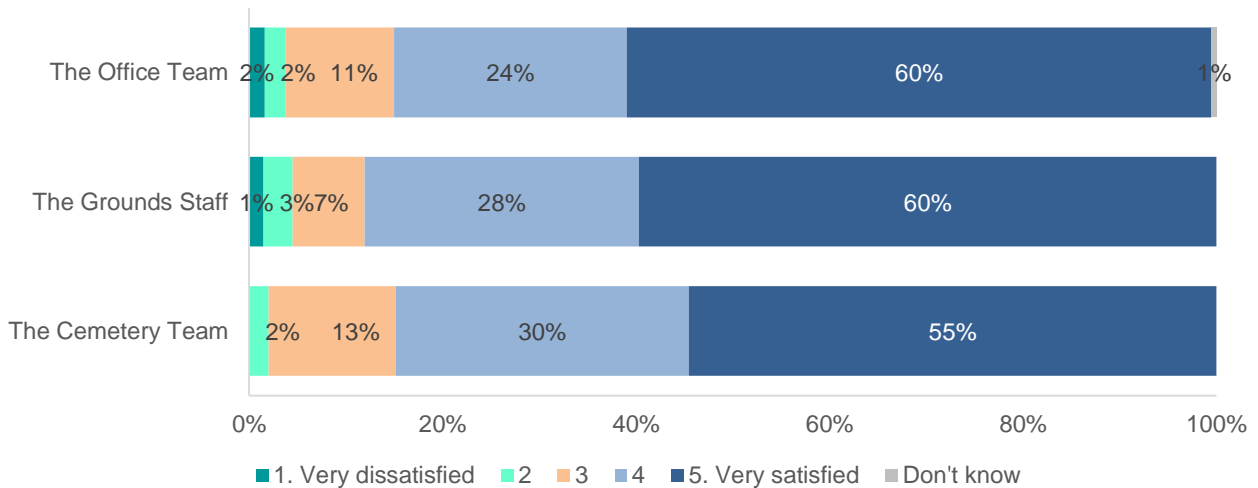
**Q4A. Did you have contact with the following staff at [1A Cemetery]?**



*Base: Panellists who had visited a large council cemetery n= from 1590 to 1591. Multiple responses were allowed, responses add to over 100%.*

While most panellists did not have contact with any staff (80%), a few had contact with the office team (12%) and the cemetery team (6%).

**Q5A. Overall, how satisfied were you with the cemetery staff you had contact with?**

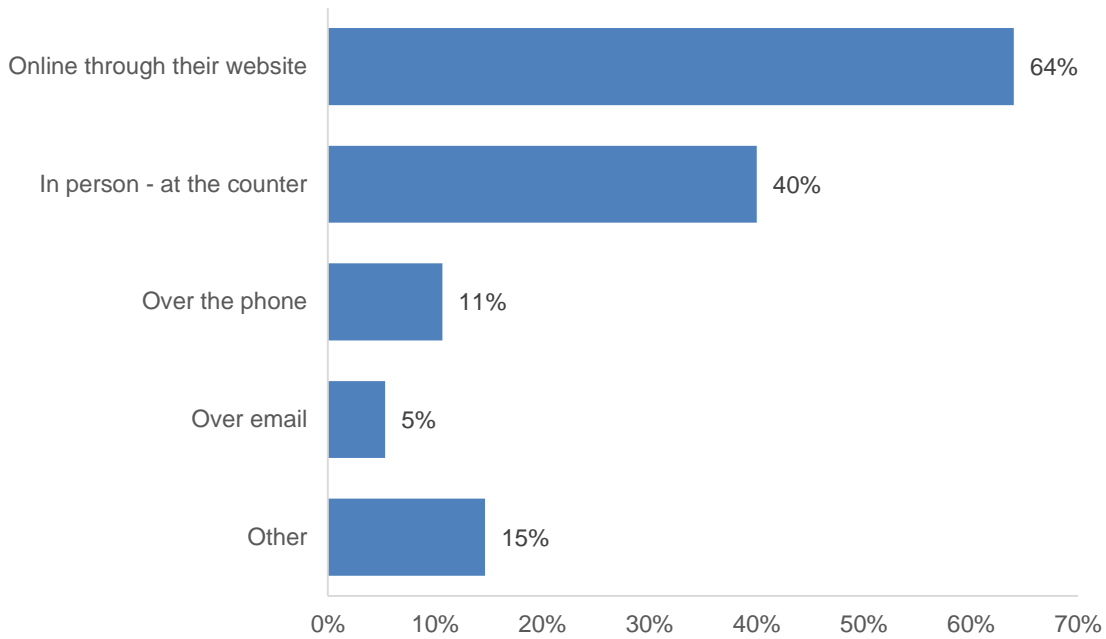


*Base: Panellists who had visited a large council cemetery n=187, n=67, n=99. Multiple responses were allowed, responses add to over 100%.*

Among those who did have contact with staff, almost all were satisfied with them. More than half were very satisfied with the office team (60%), ground staff (60%) and cemetery team (55%).



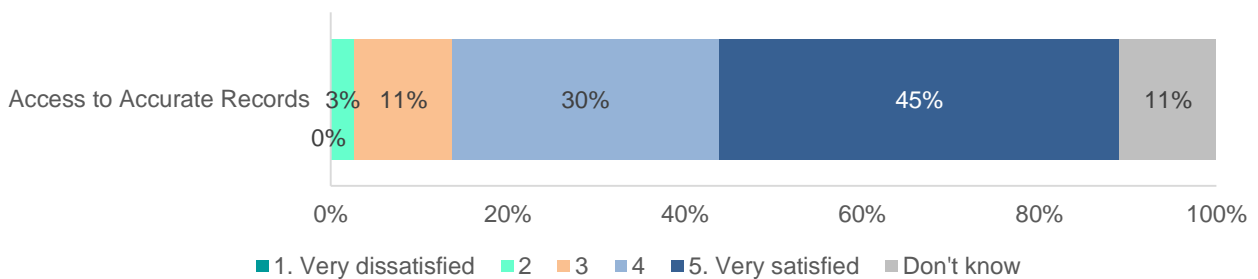
**Q6A. How did you enquire about the cemetery records?**



Base: Panellists who visited a cemetery to do a genealogy search or to find cemetery records n=75. Multiple responses were allowed, responses add to over 100%.

Among those who visited a large council cemetery to do a genealogy search or to find cemetery records, around two thirds enquired online through their website (64%). Two fifths enquired about the cemetery records in person at the council (40%), and a few enquired over the phone (11%).

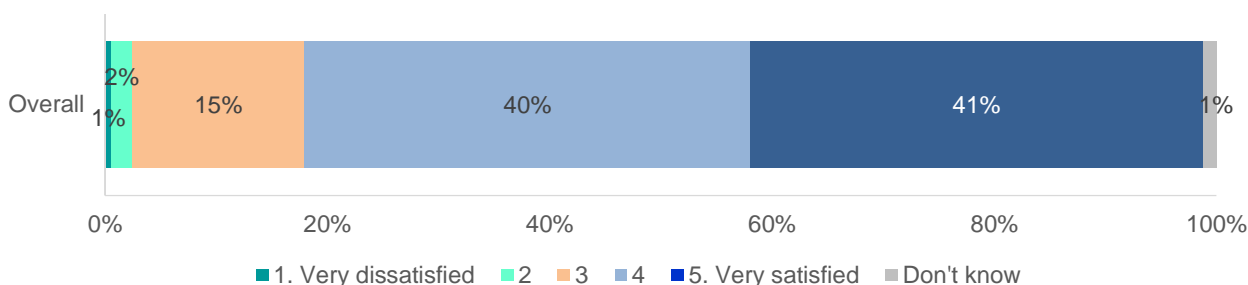
**Q6B. How satisfied were you with the access to accurate records?**



Base: Panellists who visited a cemetery to do a genealogy search or to find cemetery n=73.

Among those who visited a large council cemetery to do a genealogy search or to find cemetery records, most were satisfied with the access they had to the records (75%).

**Q7A. Taking all of your experiences into account, overall, how satisfied were you with [1A Cemetery]?**



Base: Panellists who had visited a large council cemetery n=1588.

Among those who had visited a large council cemetery, most were satisfied with their experiences overall (81%).

Panellists who had visited Waikumete Cemetery in the last 12 months were less likely to be satisfied with their overall experience (73%) whereas those who visited North Shore Memorial Park were more likely to be satisfied with their overall experience (89%).

**Q7B. Do you have any other comments or suggestions to make about this cemetery?**

Panellists were asked if they had any other comments or suggestions to make about the cemetery. Some mentioned general maintenance, saying that areas were run down - particularly older areas (13%), and a few said it was well maintained, and to keep up the good work (12%).

Do you have any other comments or suggestions to make about this cemetery?	Number of responses n=430	% of responses
General maintenance / run down (especially old area)	56	13%
It's well maintained / keep up good work	52	12%
Better signage / directions / map / online search	37	9%
Calm, peaceful in general / birds, wildlife	36	8%
Comments about personal experience with funerals, burials	22	5%
More information needed about plots, workings	18	4%
Better parking / road maintenance / more gates open	17	4%
No action taken on problems reported / staff are disrespectful to graves	17	4%
Staff were helpful / respectful	16	4%
Historical aspect is interesting /needs to be preserved	15	3%
Mowing / weed control	14	3%
Plantings - flowers, trees	11	3%
Better planning / layout	11	3%
Staff need to be more accessible /office needed	10	2%
More lighting / security	9	2%
More / better access to toilets	8	2%
Eco burials would be a great option	8	2%

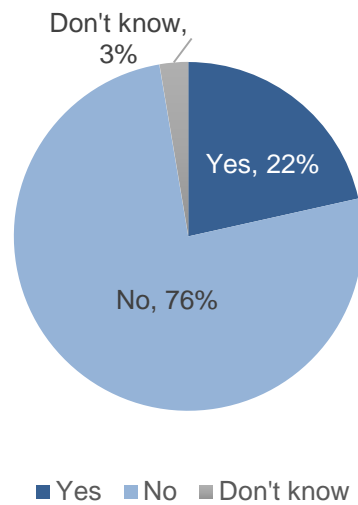
Limit garish decorations	7	2%
Grounds - wet, boggy, more / better paths needed	6	1%
More seating	6	1%
Rubbish - is an issue, empty bins more, clean up rubbish	5	1%
Didn't look at grounds / not relevant	4	1%
Less cars	2	0%
Comments regarding survey structure	2	0%
Ban dogs	2	0%
Other	28	7%
Don't know	3	1%
No Comment / see previous	96	22%

### Selection of comments

- *“Although most of the cemetery is very well maintained there are some older areas which are very overgrown.”*
- *“Always feel sad when I visit the old area and see overgrown graves and broken vandalised headstones.”*
- *“Cemeteries are not only places where we bury our dead, they are also places that have historic interest. It is sad that so much has been lost through neglect.”*
- *“The only problem that I have is that whole cemetery upkeep isn't the same for all areas, and just some areas. Other than that the grounds are kept beautifully and the staff are great.”*
- *“Beautiful large open space, new areas and gardens well cared for, older areas not so much (this is not a complaint about the older areas, just reality).”*
- *“It is a well arranged park befitting the solemnity of the site. It also caters for the (different) requirements of a diverse spectrum of cultures.”*
- *“I've observed lots of people soak in the beauty and peace of this cemetery and I have a friend whose son is buried there...she visits a few times a week and also walks her dog. The facility is beautifully kept.”*

### 4.3 Visiting smaller council cemeteries

#### Q8A. In the last 12 months, have you visited one of our smaller cemeteries?



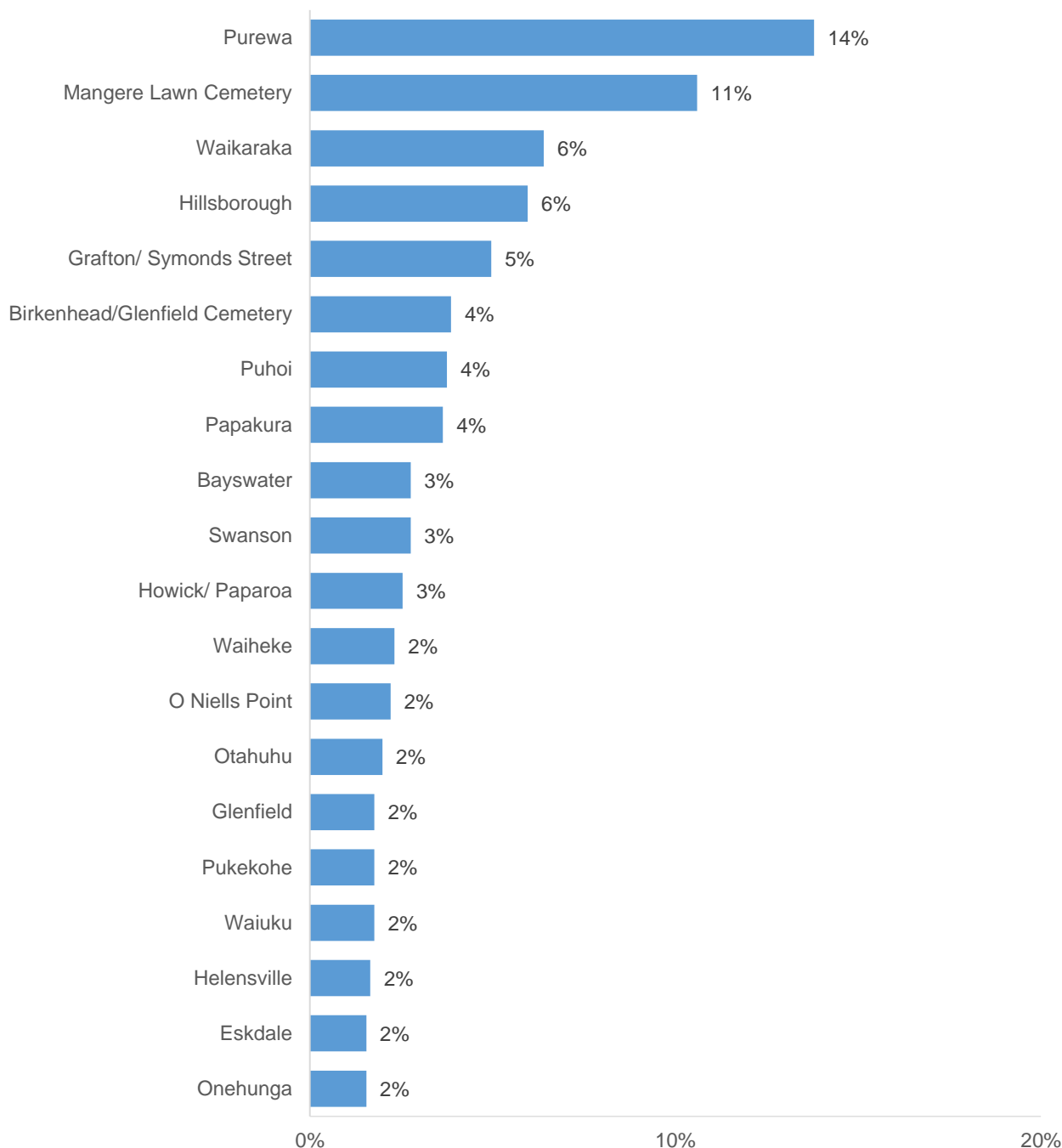
Base: Panellists participating in survey n=4291.

A fifth had (22%) visited a smaller cemetery in the last twelve months.

Middle-aged panellists, particularly those aged between 35 and 44, were less likely to have visited a smaller cemetery in the last twelve months (80%).

Panellists living in Henderson-Massey (83%), Upper Harbour (88%) and Hibiscus and Bays (84%) local boards were less likely to have visited a smaller cemetery in the last twelve months.

## Q8B. And which one did you visit most recently?



*Base: Panellists who had visited a smaller council cemetery n=906. Multiple responses were allowed, responses add to over 100%. Only cemeteries mentioned by 2% or more are shown.*

Among those who had visited a smaller council cemetery recently, Purewa (14%) and Mangere Lawn Cemetery (11%) were most commonly visited.

## Q8C. Do you have any comments or suggestions to make about this cemetery?

Panellists were asked if they had any comments or suggestions to make about the smaller cemetery they visited most recently. A quarter said the cemetery they visited was poorly maintained or neglected and that staff were causing damage when mowing (26%). On the

other hand, a quarter said that the cemetery they visited was well maintained and presented (25%). A fifth were generally positive, commenting on the tranquillity and peacefulness of the cemetery they visited (21%).

Do you have any comments or suggestions to make about this cemetery?	Number of responses n=500	% of responses
Poorly maintained / neglected /staff are causing damage mowing	128	26%
Well presented / maintained	124	25%
General positive - tranquil, peaceful, I like it	105	21%
Historical aspect is interesting	40	8%
Better signage / directions / map	26	5%
Searchable historic plots / genealogy	16	3%
Amenities - toilets, bins, water taps, empty rubbish more regularly	14	3%
Grounds - wet, boggy, more paths needed	13	3%
Address vandalism / homeless	13	3%
Filling up / no space	9	2%
More parking / improve roading	9	2%
More seating / shelter	9	2%
Reserve historic plots for family use	9	2%
Staff helpful	7	1%
Other	36	7%
No comment/ NA	66	13%

### Selection of comments

- *“A lot of the sites are in serious disrepair. Vandalism appears to be a problem.”*
- *“I was shocked to see the state of it. Lots of crumbling graves, some of them of historic interest.”*
- *“Needs quite a lot of tidying up. Lawns seem to be mowed fairly often but the weeds are rampant and very high.”*
- *“A lovely well set out small cemetery, beautiful grounds, well presented gravesites and great atmosphere.”*
- *“It’s a beautifully well-kept cemetery. I’m assuming that this [is] due to the size of the cemetery being far smaller than Waikumete for example.”*
- *“Very tidy and well maintained. Bright and colourful. Lovely setting and service space and space for the tea and coffee afterwards.”*
- *“It is small and familiar. Very peaceful place.”*
- *“It’s a place of tranquillity for reflection and remembrance.”*
- *“Lovely quite calm place.”*

#### 4.4 Family traditions and funerals

**Q9A. Does your family have any traditions you follow when a loved one dies?**

*E.g. a memorial space at home, annual remembrances, tidying graves, a specific mourning period, making offerings, burning of incense or money.*

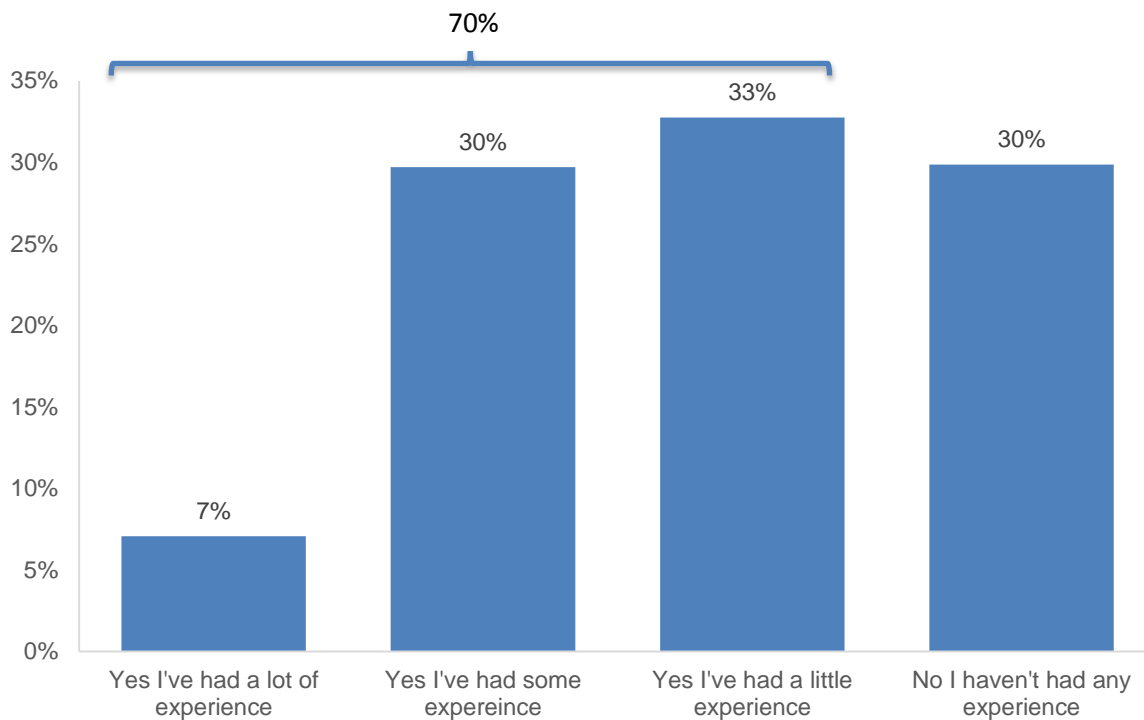
When panellists were asked if their family have any traditions they follow when a loved one dies, a fifth said they visited the grave and tidied the site (20%), and a few said they had remembrance days (13%).

Does your family have any traditions you follow when a loved one dies?	Number of responses N=500	% of responses
Tidying of grave sites / visiting grave	98	20%
Remembrance days	63	13%
Cremation	26	5%
Having body at home / marae	17	3%
Scattering of ashes	16	3%
Church service / mass	15	3%
Funeral	14	3%
Cultural traditions	14	3%
A wake	12	2%
Grave / interment	11	2%
Mourning period	11	2%
Headstone unveiling	10	2%
Prayers / prayer days	8	2%
A place to visit / memorial plaque / tree	8	2%
Burning of incense	8	2%
Making offerings	8	2%
Memorial space at home / photos	8	2%
Party/ celebration in general	6	1%
Yes	5	1%
Burning of money	3	1%
Other	15	3%
No/NA	260	52%

#### Selection of comments

- *“Tidying of graves and bringing gifts such as flowers, plants and trinkets.”*
- *“We tidy the grave when visiting my mum and nana. Take flowers and remove any dead flowers as required.”*
- *“Keep the plot tidy and flowers on mothers’ day.”*
- *“Annual remembrance and cleaning of the headstone on the date of their death.”*
- *“Annual remembrances and toast to the family member on special occasions such as Christmas and Easter and birthdays.”*
- *“Annual remembrances, tidying graves, making offerings and burning of incense and money.”*

### Q9B. Have you ever had experience planning or helping to plan a funeral?



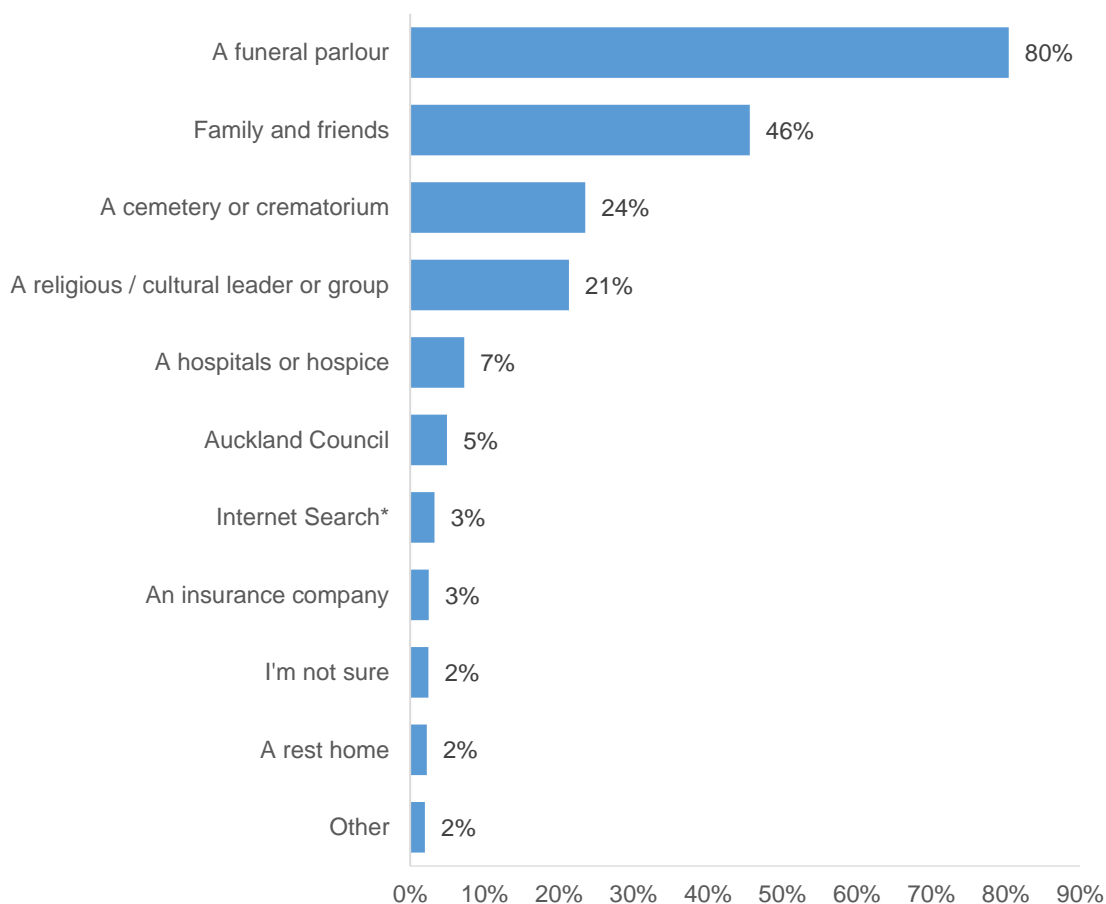
Base: Panellists participating in survey n=4298.

Many panellists have had at least a little experience planning or helping to plan a funeral (70%), with a few having had a lot of experience (7%). Just under a third have had no experience planning or helping to plan a funeral (30%).

Older panellists were more likely to have had some experience planning or helping to plan a funeral. On the other hand, younger panellists were less likely to have had experience planning or helping to plan a funeral.



## Q10A. If you needed to organise a funeral where would you go for information?



*Base: Panellists participating in survey n=4318. Multiple responses were allowed, responses add to over 100%. \*These themes were drawn from the 'other specify' responses.*

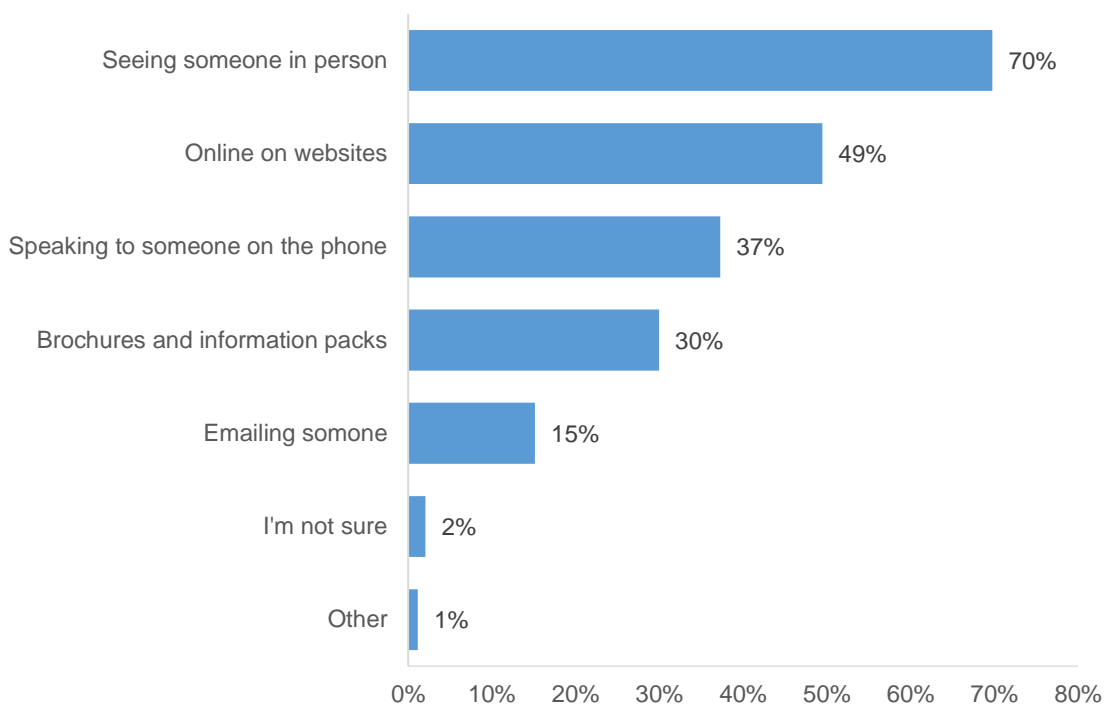
When panellists were asked where they would go for information if they needed to organise a funeral, many said they would go to a funeral parlour (80%). Nearly half said they would go to family and friends (46%), and around a quarter said they would go to a cemetery or crematorium (24%). A fifth said they would go to a religious or cultural leader or group for information (21%), if they needed to organise a funeral.

Older panellists between the ages of 55 and 64 were more likely than young panellists to go to a funeral parlour for information if they needed to organise a funeral (86%).

European panellists were less likely than other ethnicities to go to a religious/cultural leader or group for information if they needed to organise a funeral (20%).

Panellists who would prefer to be cremated (83%) were more likely than those who preferred to be buried (75%) to go to a funeral parlour for information if they needed to organise a funeral.

## Q10B. How would you prefer to access funeral information?

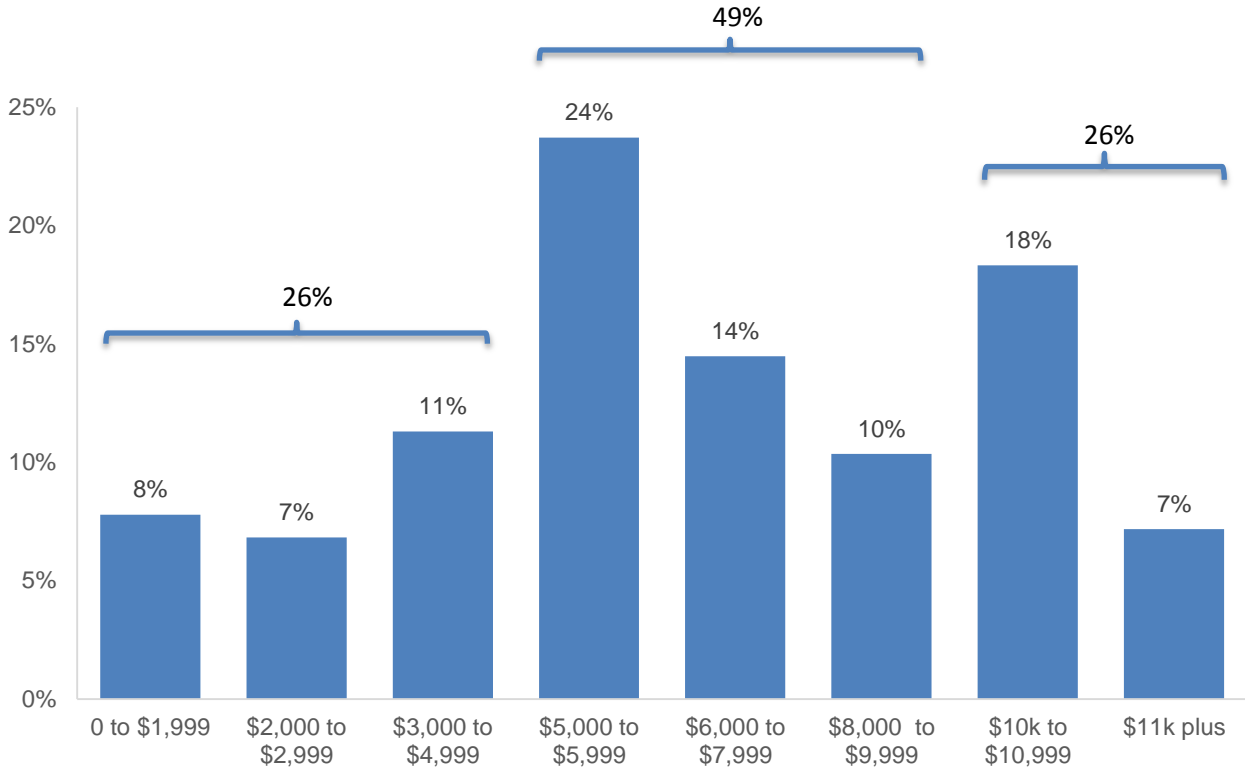


*Base: Panellists participating in survey n=4296. Multiple responses were allowed, responses add to over 100%.*

Many panellists said they would prefer to access funeral information in person (70%) and half would prefer to access it online on websites (49%). Over a third would rather speak to someone over the phone (37%) and just under a third would rather use brochures and information packs (30%). Some panellists said they would prefer to email someone for information (15%).

Older panellists were more likely to prefer accessing funeral information in person whereas younger panellists were more likely to prefer accessing funeral information online on websites.

**Q10C. How much would you expect a funeral to cost in total?**



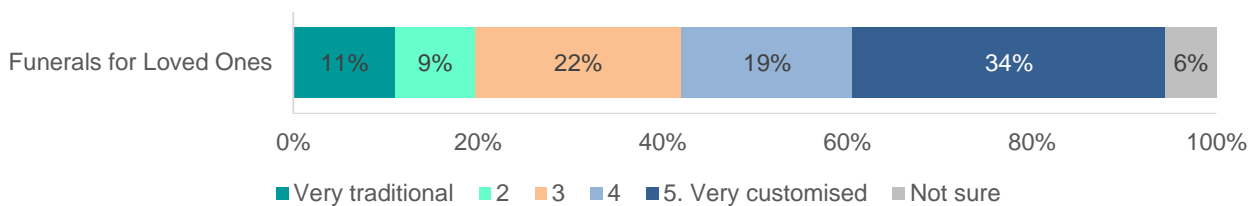
Base: Panellists participating in survey n=3619.

Close to half of the panellists (49%) expected a funeral to cost in the mid-ranges between \$5,000 and \$9,999 whereas a quarter expected it to cost in the lower-ranges between \$0 and \$4,999 (26%). The remaining quarter expected it to cost in the upper-ranges between \$10,000 and \$11,000 plus (26%).

**4.5 Family-led funerals**

Family-led funerals are when the family directs and designs a funeral rather than going through a funeral director. They tend to be less formal and are customised to the way the family does things. They are often led by a celebrant who is a family member or family friend rather than a funeral official.

**Q11A. How would you prefer funerals for loved ones to be?**



Base: Panellists participating in survey n=4283.

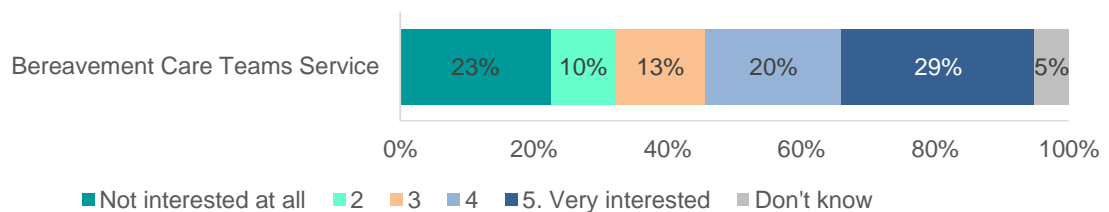
Approximately half of panellists wanted funerals for loved ones to be customised in general (53%).

Māori panellists were more likely than other ethnicities to prefer a customised funeral for their loved ones (71%).

Panellists were told that: *“In the future, council could have a ‘bereavement care’ team to help families organise ‘family-led’ funerals. The bereavement care team would:*

- *Provide a self-managing service where they assist a family and celebrant to run the funeral service*
- *Link families to the services, facilities and options to create what they would like*
- *Provide direction on alternative services and memorials*
- *Provide casket options that are flexible*
- *Provide a place to be with the deceased that is comfortable, welcoming and flexible*
- *Organise café and catering options if required”*

#### **Q11B. How interested would you be in using the bereavement care team’s service for a funeral?**



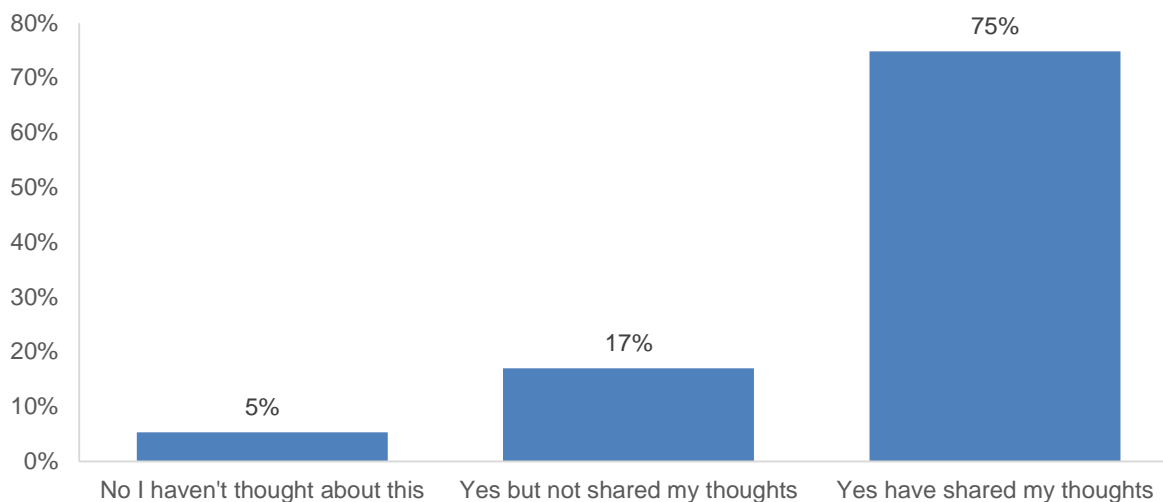
*Base: Panellists participating in survey n=4299.*

Almost half of panellists would be interested in using the bereavement care team’s service for a funeral (49%).

Female panellists (54%) were more likely than male panellists (42%) to be interested in using the bereavement care team’s service for a funeral.

## 4.6 Cremation and burials

### Q12A. Have you thought about whether you want to be cremated or buried?

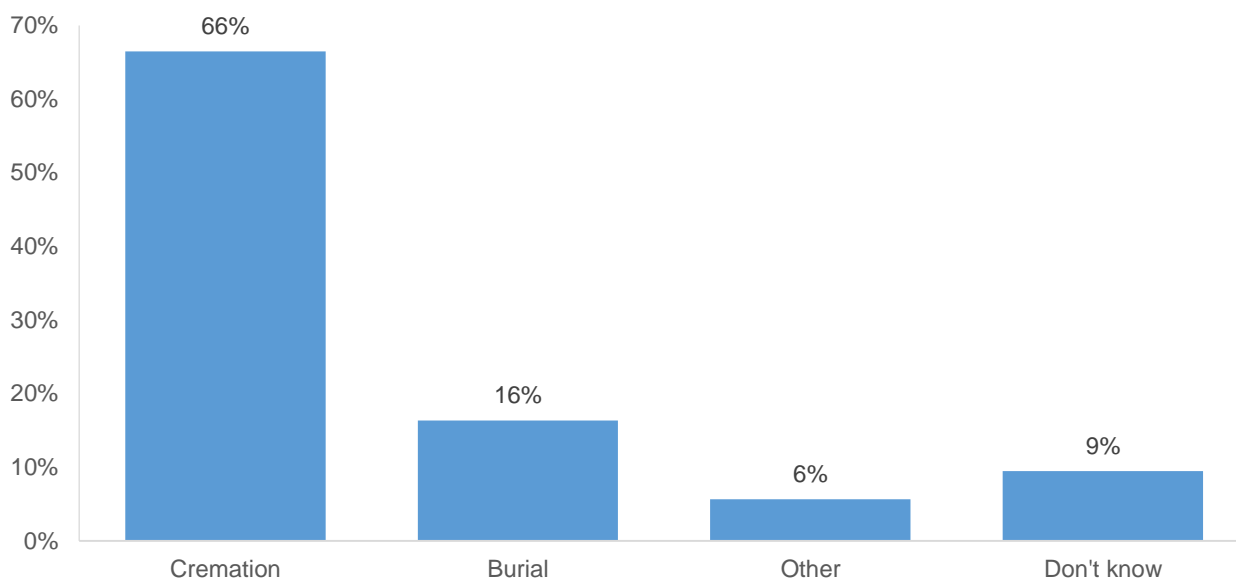


Base: Panellists participating in survey n=4281.

Majority of panellists have thought about whether they want to be cremated or buried and have also shared their thoughts with others (75%). A fifth have thought about it but have not shared their thoughts with others (17%).

Older panellists were more likely than younger panellists to have thought about and shared their thoughts on wanting to be cremated or buried.

### Q12B. Would you prefer cremation or burial?



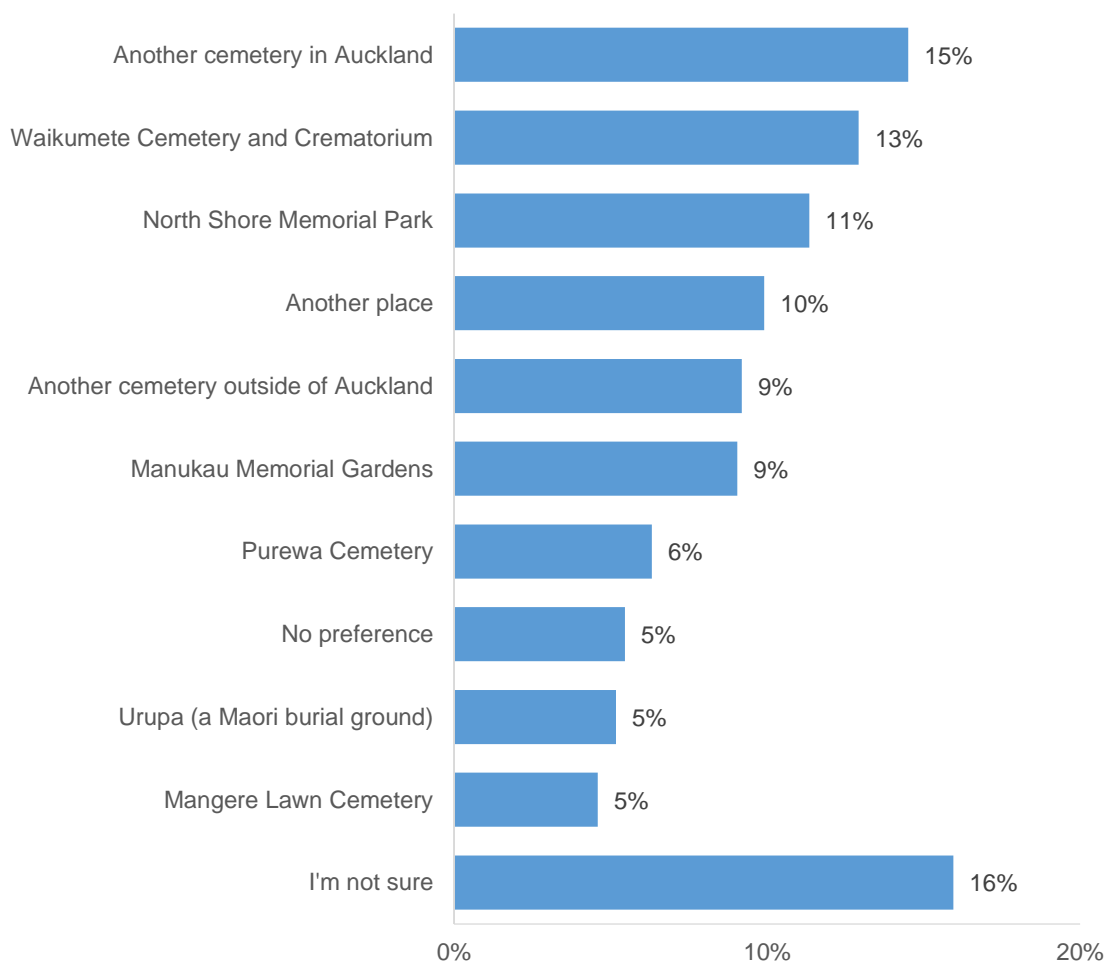
Base: Panellists participating in survey n=4282.

Most panellists would prefer to be cremated (66%) and only a few selected burial (16%).

Older panellists were more likely to select cremation whereas younger panellists were more likely to want to be buried.

European panellists were more likely to prefer cremation (69%) whereas those in the Māori (34%) and Pacific (36%) ethnic groups were more likely to prefer to be buried.

### Q12C. Where would you like to be buried?

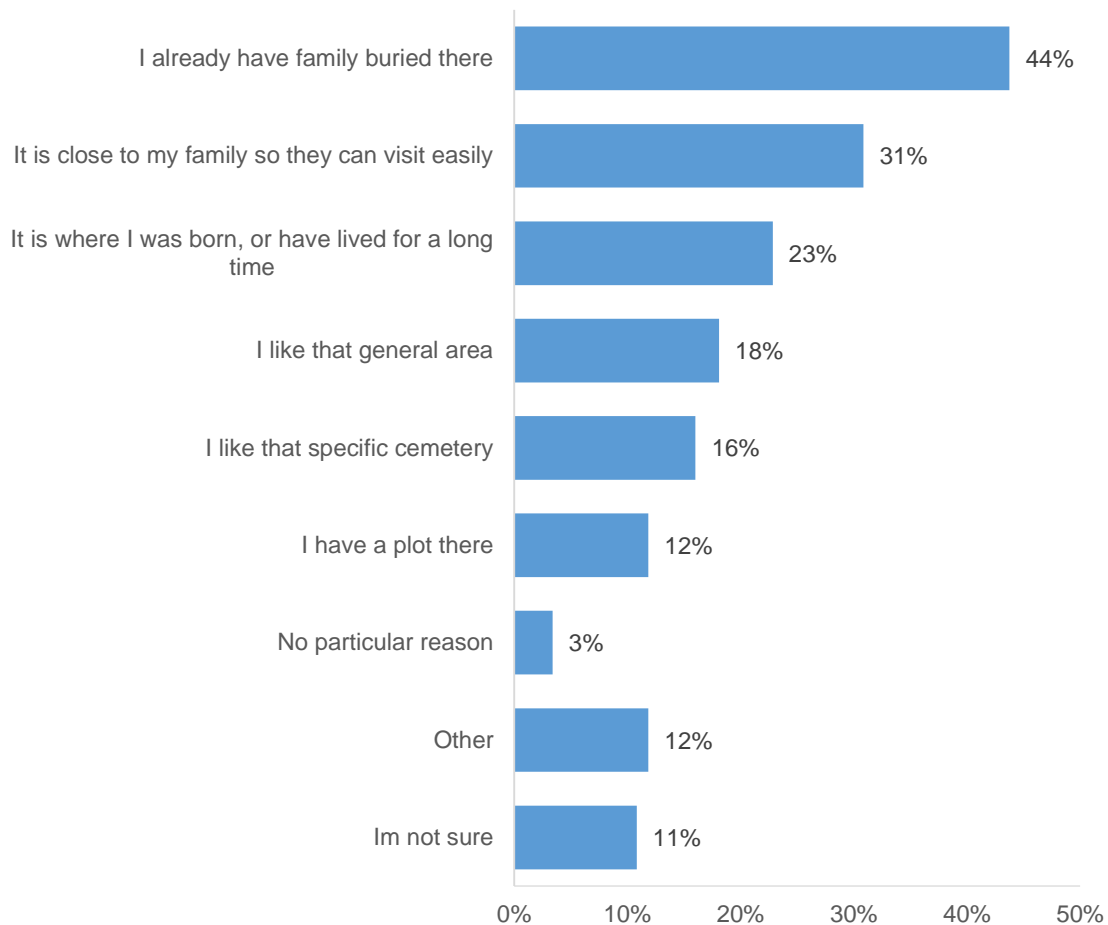


*Base: Panellists who would prefer burial n=696. Multiple responses were allowed, responses add to over 100%.*

Among those who would prefer to be buried, 15% would like to be buried in another cemetery in Auckland, 13% in Waikumete cemetery and crematorium, 11% in North Shore memorial park and 10% in another place.

Panellists living in Devonport-Takapuna (44%), Hibiscus and Bays (40%), Kaipātiki (43%) and Upper Harbour (55%) local boards were more likely to prefer being buried in North Shore Memorial Park. Panellists living in Henderson-Massey (51%), Waitakere Ranges (38%) and Whau (32%) local boards were more likely to prefer being buried in Waikumete Cemetery and Crematorium.

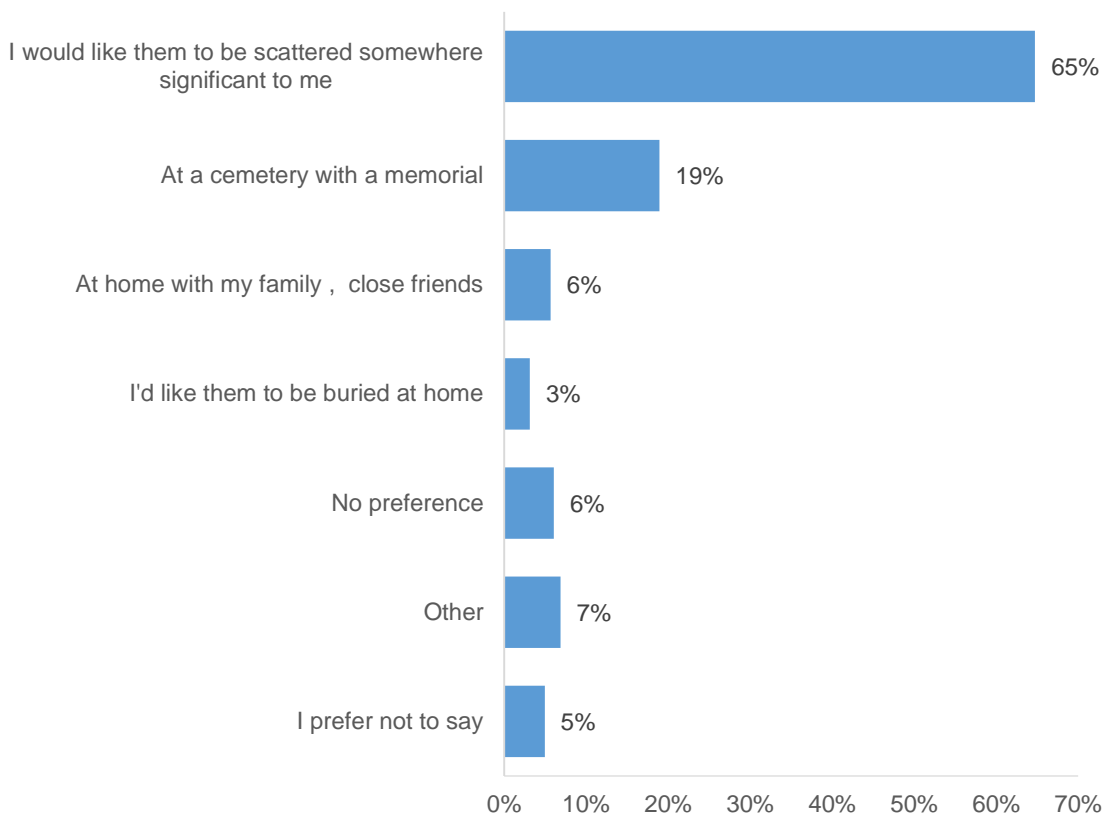
## Q12D. Why would you like to be buried there?



*Base: Panellists who would prefer burial n=674. Multiple responses were allowed, responses add to over 100%.*

The main reasons why panellists have selected those locations is because they already have family members buried there (44%), because it is close to their family so they can visit easily (31%) or it is the place where they were born or have lived for some time (23%).

### Q12E. Where would you like your ashes to be kept?



*Base: Panellists who would prefer cremation n=2846. Multiple responses were allowed, responses add to over 100%.*

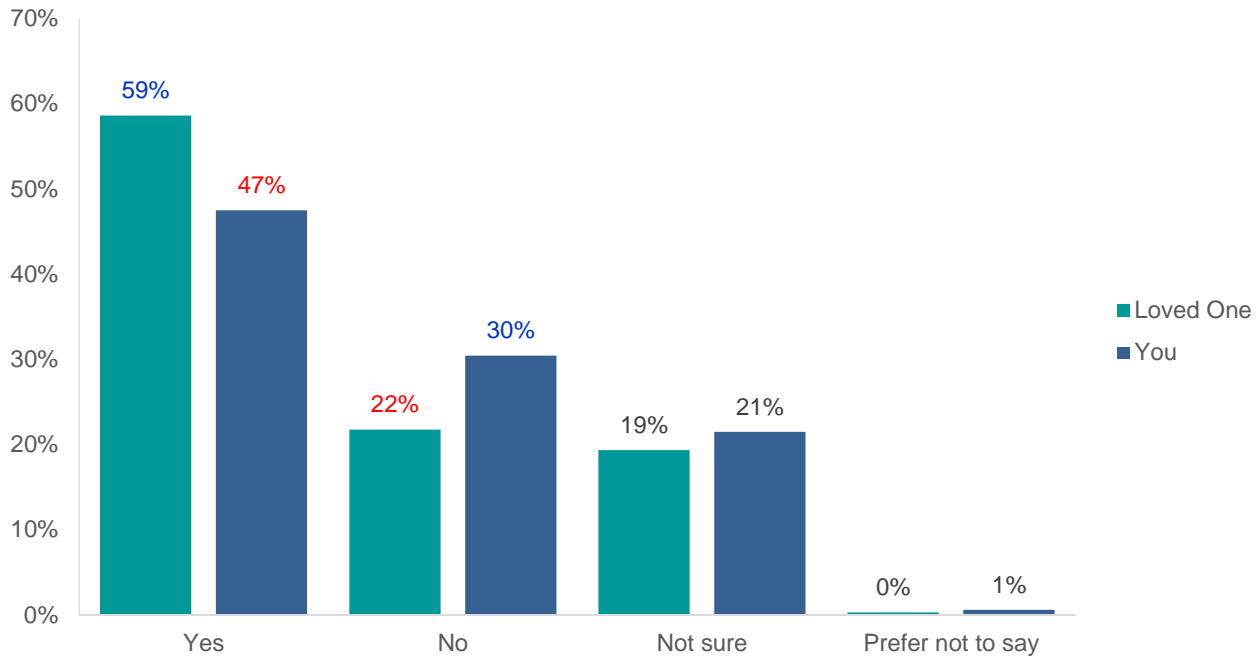
Among those who would prefer to be cremated, the majority would like their ashes to be scattered somewhere that is significant to them (65%) with far fewer wanting their ashes at a cemetery with a memorial (19%).



## 4.7 Permanent memorials / markers

**Q13A. If a loved one died, would you like to have a permanent memorial or marker for them?**

**Q14A. Would you like to have a permanent memorial or marker?**



*Base: Panellists participating in survey n=2063, n=2179.*

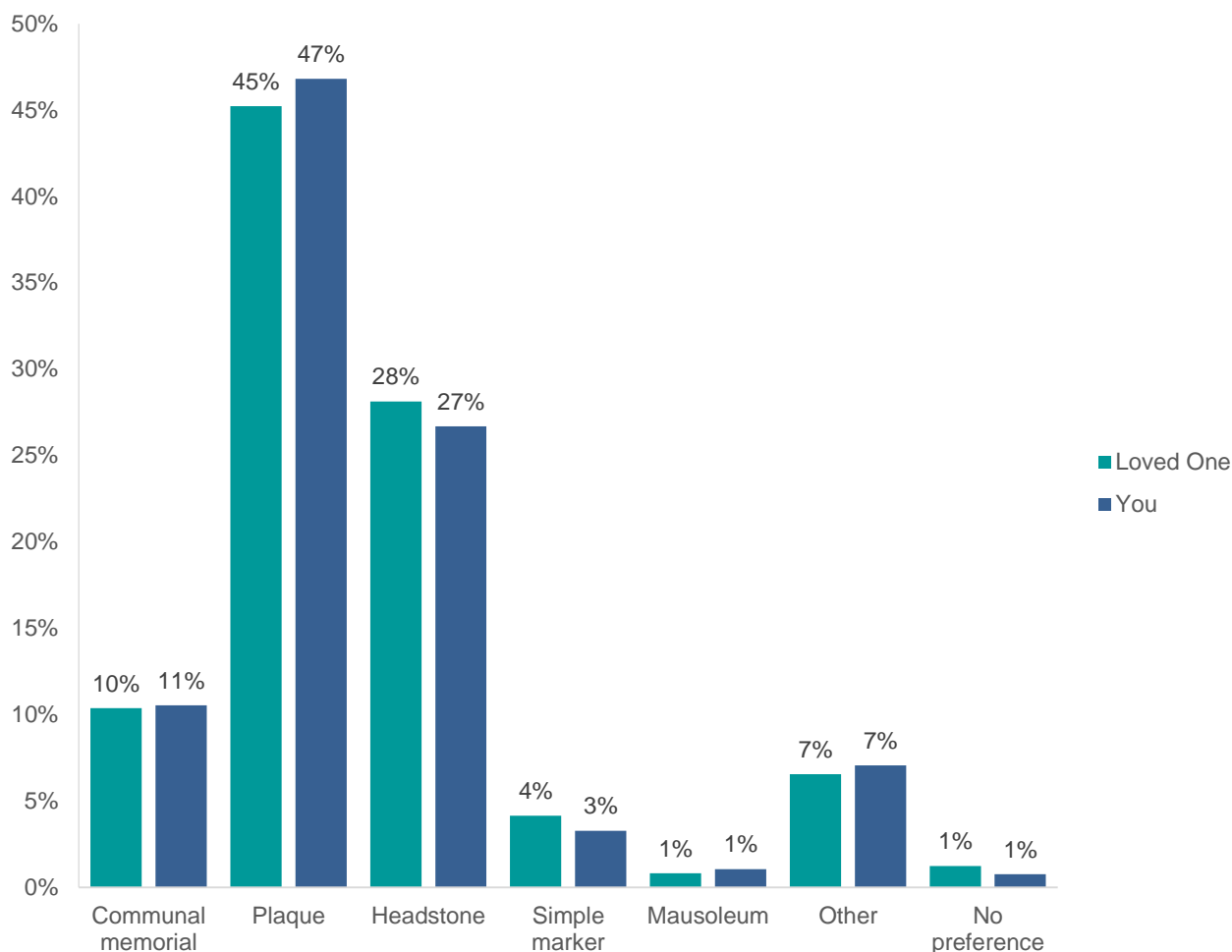
Panellists were more likely to want a permanent memorial or marker for their loved ones (59%) than for themselves (47%).

Māori (75%) and Pacific (74%) panellists were more likely than other ethnicities to want a permanent memorial or marker for their loved ones.

Panellists who preferred to be buried were more likely to want a permanent memorial or marker for themselves (88%) as well as their loved ones (92%).

### Q13B. What type of memorial would you like for a loved one?

### Q14B. What type of memorial would you like?



Base: Panellists who would like a memorial or permanent marker n=1205, n=1034.

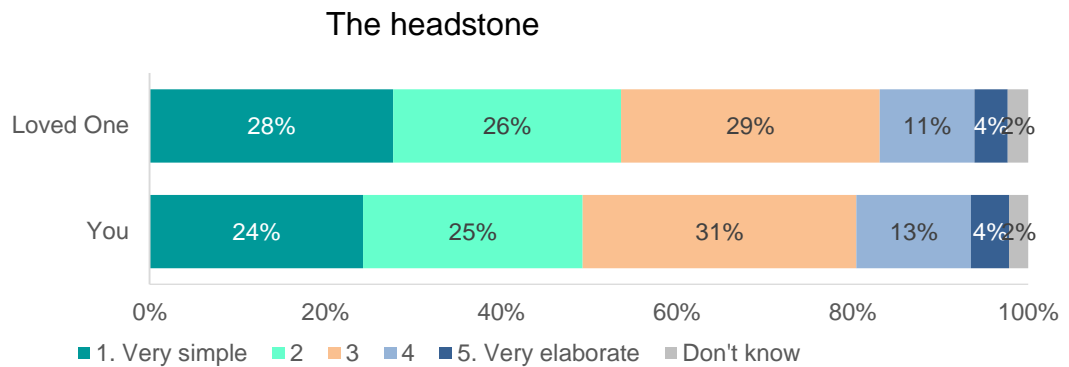
A plaque was the top memorial option panellists would like for themselves (47%) as well as for their loved ones (45%).

European panellists were more likely to prefer a plaque for their loved ones (47%) whereas Māori (54%) and Pacific (53%) panellists were more likely to prefer a headstone for their loved ones as well as themselves.

Panellists who preferred to be buried were more likely to want a headstone for their loved ones (57%) as well as themselves (54%).

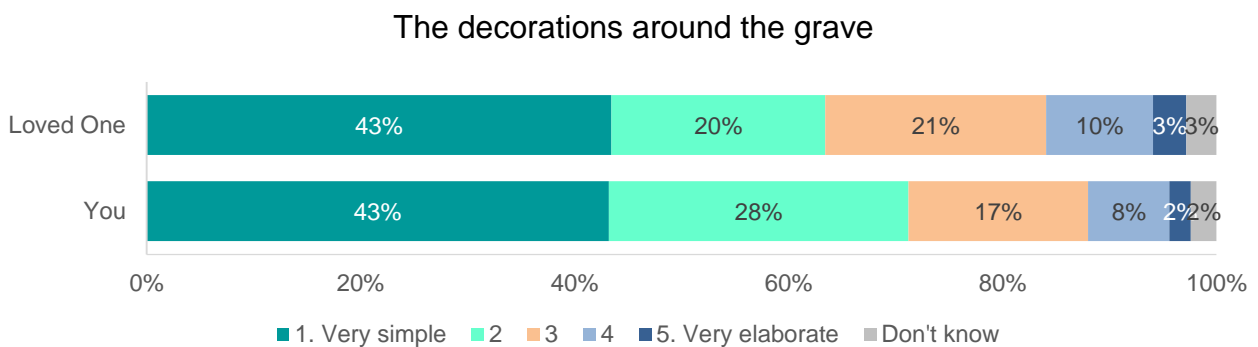
**Q13C. How would you like their headstone and grave site to be?**

**Q14C. How would you like your headstone and grave site to be?**



*Base: Panellists who would like a memorial or permanent marker n=343, n=276.*

Among those who would like a memorial or permanent marker, approximately half would like to keep the headstone and grave site simple overall for their loved ones (54%) as well as themselves (49%).



*Base: Panellists who would like a memorial or permanent marker n=320, n=250.*

Among those who would like a memorial or permanent marker, most would like to keep the decorations around the grave simple overall for their loved ones (63%) as well as themselves (71%).

Pacific panellists were more likely than other ethnicities to want decorations around the grave to be elaborate overall for their loved ones (44%) and themselves (34%).

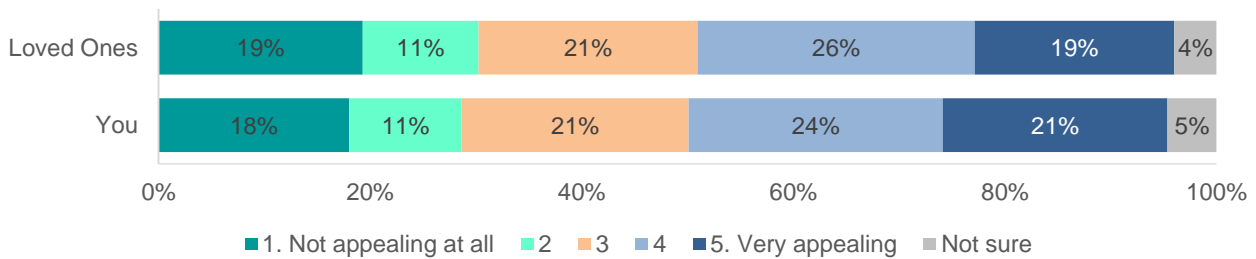
## 4.8 Concepts for loved ones

**Q15A.** How appealing would you find the following concepts for loved ones?

**Q16A.** How appealing are the following concepts for you?

### Communal memorial walls in cemeteries (for cremation only)

*These are already available in some of Auckland's cemeteries. Walls may have space to place an ash urn. Some walls have a space to allow for floral tributes. Seating would be available.*



Base: Panellists participating in survey n=2047, n=2156.

Close to half of panellists would find communal memorial walls appealing overall for their loved ones (45%) as well as themselves (45%).

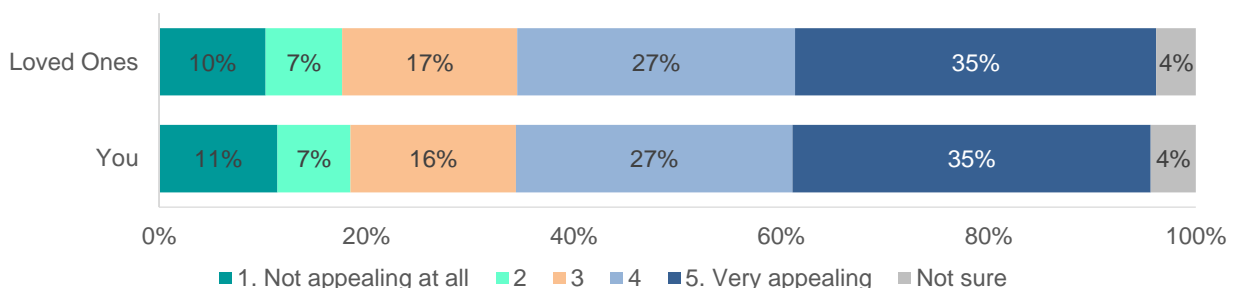
Panellists who preferred cremation were more likely to find communal memorial walls in cemeteries appealing for themselves (51%) as well as their loved ones (50%). Conversely, those who preferred to be buried were less likely to find communal memorial walls in cemeteries appealing for themselves (28%) as well as their loved ones (25%).

**Q15B.** How appealing would you find the following concepts for loved ones?

**Q16B.** How appealing are the following concepts for you?

### Garden memorials (for cremation only)

*A memorial wall overlooks the garden where their ashes have been scattered. These garden memorials could be placed within or outside a traditional cemetery.*



Base: Panellists participating in survey n=2044, n=2156.

Close to two thirds of panellists would find garden memorials appealing overall for their loved ones (62%) as well as themselves (62%).

Female panellists were more likely than male panellists to find garden memorials appealing overall for their loved ones (64%) as well as themselves (66%).

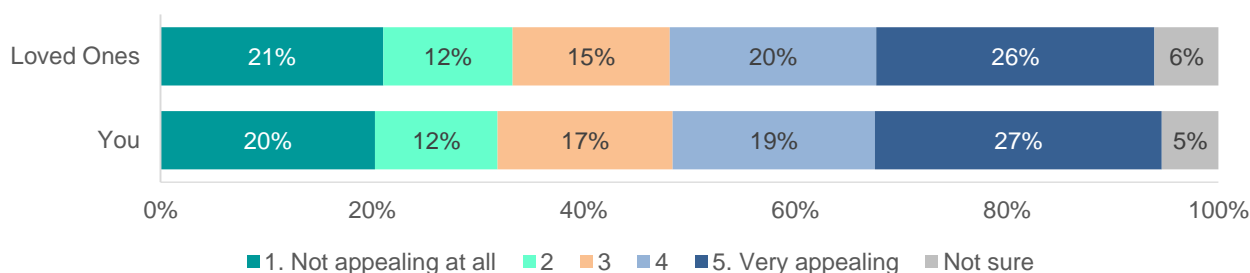
European panellists were more likely than other ethnicities to find garden memorials appealing overall for their loved ones (63%) as well as themselves (62%).

**Q15C.** How appealing would you find the following concepts for loved ones?

**Q16C.** How appealing are the following concepts for you?

**Natural spaces in cemeteries (for both cremation and burial)**

*There is a landscaping or a planting plan for the area. A communal memorial stone is placed at a central location. There is no physical identification at each memorial site, instead graves are equipped with a global positioning device. Hand-held GPS or cell phones to can be used to find the location of loved ones. The cemetery doubles as a nature reserve.*



Base: Panellists participating in survey n=2047, n=2165.

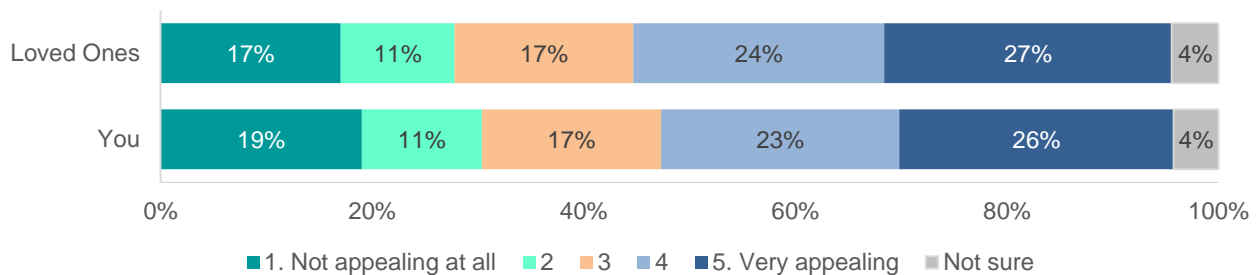
Close to half of panellists found the natural spaces in cemeteries appealing overall for both their loved ones (46%) as well as themselves (46%).

**Q15D.** How appealing would you find the following concepts for loved ones?

**Q16D.** How appealing are the following concepts for you?

**Ash planters in a cemetery or at home (for cremation only)**

***Ashes are incorporated into a living tree memorial. This can be planted at home or in a traditional cemetery.***



*Base: Panellists participating in survey n=2054, n=2164.*

Approximately half of panellists found the ash planters in a cemetery or at home appealing overall for their loved ones (51%) as well as themselves (49%).

Female panellists were more likely than male panellists to find the ash planters in cemetery or at home appealing overall for their loved ones (56%) as well as themselves (54%).

Panellists that preferred to be cremated were more likely to find ash planters in a cemetery or at home appealing for both themselves (51%) and their loved ones (53%).

## Q15E. Do you have comments about the concepts above? - For loved ones.

Panellists were asked if they had any other comments or suggestions to make about the above concepts for loved ones. A fifth were generally positive, commenting on the overall appeal of all concepts (20%). A few mentioned how the concepts took the environment and natural spaces into consideration (10%) and others talked about their preference for cremation (10%).

Do you have comments about the concepts above? - For loved ones.	Number of responses n=500	% of responses
General positive	101	20%
Natural spaces in cemeteries - like this open spaces approach, enviro friendly	51	10%
Pro cremation - moving with the times, space is scarce, less expensive	50	10%
Markers / plaques are important - in terms of genealogy, as grieving places	35	7%
Natural spaces in cemeteries - GPS not appropriate, dislike no markers, vandalism, disrespectful, tapu	29	6%
Ash planters in a cemetery or at home - general positive	25	5%
I want my ashes scattered at my discretion	25	5%
Ash planters in a cemetery or at home - not practical if move, tree dies	24	5%
Prefer traditional methods - burials with headstones, plaque, family cemetery	24	5%
Like the idea of a memorial forest / native trees	22	4%
Interesting ideas / hadn't thought of	21	4%
Garden memorials - nice to have somewhere to sit / walk	20	4%
Eco burials - cardboard coffins, tree headstones	19	4%
Nice to have a choice / options	18	4%
General negative / dislike / too impersonal	16	3%
Dependant on - cost, family member, will, religion of the deceased	14	3%
Not Councils concern	12	2%
Communal memorial walls in cemeteries - impersonal, not necessary	11	2%
Not relevant / I won't be cremated / would not consider for myself	11	2%
Communal memorial walls in cemeteries - good space saver / already in use	9	2%
Ashes should be immersed in sea / river	7	1%
Statements pertaining to their religion	6	1%
More info / further consultation required	5	1%
Garden Memorials issues - cultural, ashes being scattered everywhere	4	1%
Waste of space	3	1%
Waste of money	3	1%
Other	24	5%
No comment	78	16%

### Selection of comments

- *“All of these ideas have great potential, especially with the multicultural aspects of Auckland.”*
- *“They pretty much all sound like really good ideas and I think would appeal to lots of people.”*

- *“All are lovely ideas! Especially like how sustainable they are and love the thought of planting a tree.”*
- *“I like concepts that take the environment into consideration.”*
- *“I like the idea of a cemetery doubling as a park.”*
- *“I would love to have a natural space for burial so I could contribute to the natural cycles of the world and have somewhere my relatives and friends could go to remember me.”*
- *“They all appeal to me as I feel full size caskets are an unnecessary indulgence in this time and context.”*
- *“Interment is an old-fashioned idea. Cremation is best and the idea of a nature reserve/burial ground appeals to me.”*

### Q16E. Do you have comments about the concepts above? - For you.

Panellists were asked if they had any other comments or suggestions to make about the above concepts for themselves. Close to a fifth were generally positive, commenting on the overall appeal of all concepts (16%). A few mentioned how the concepts took the environment and natural spaces into consideration (12%) and others talked about their preference for cremation (10%).

Do you have comments about the concepts above? - For you.	Number of responses n=500	% of responses
General positive	82	16%
Natural spaces in cemeteries - like this open spaces approach, enviro friendly	59	12%
Pro cremation - moving with the times, space is scarce, less expensive	50	10%
Interesting ideas / hadn't thought of	35	7%
Markers / plaques are important - in terms of genealogy, as grieving places	35	7%
Nice to have a choice / options	23	5%
Natural spaces in cemeteries - GPS not appropriate, dislike no markers, vandalism, disrespectful, tapu	22	4%
Dependant on - cost, family member, will, religion of the deceased	22	4%
Garden memorials - nice to have somewhere to sit, walk	21	4%
Like the idea of a memorial forest / native trees	20	4%
Not relevant / I won't be cremated / would not consider for myself	20	4%
Ash planters in a cemetery or at home - not practical if move, tree dies	18	4%
I want my ashes scattered at my discretion	18	4%
Prefer traditional methods - burials with headstones, plaque, family cemetery	18	4%
Ash planters in a cemetery or at home - general positive	17	3%
Communal memorial walls in cemeteries - good space saver	15	3%
Eco burials - cardboard coffins, tree headstones	15	3%
Not necessary to have a physical marker	15	3%
General negative / dislike / impersonal	14	3%



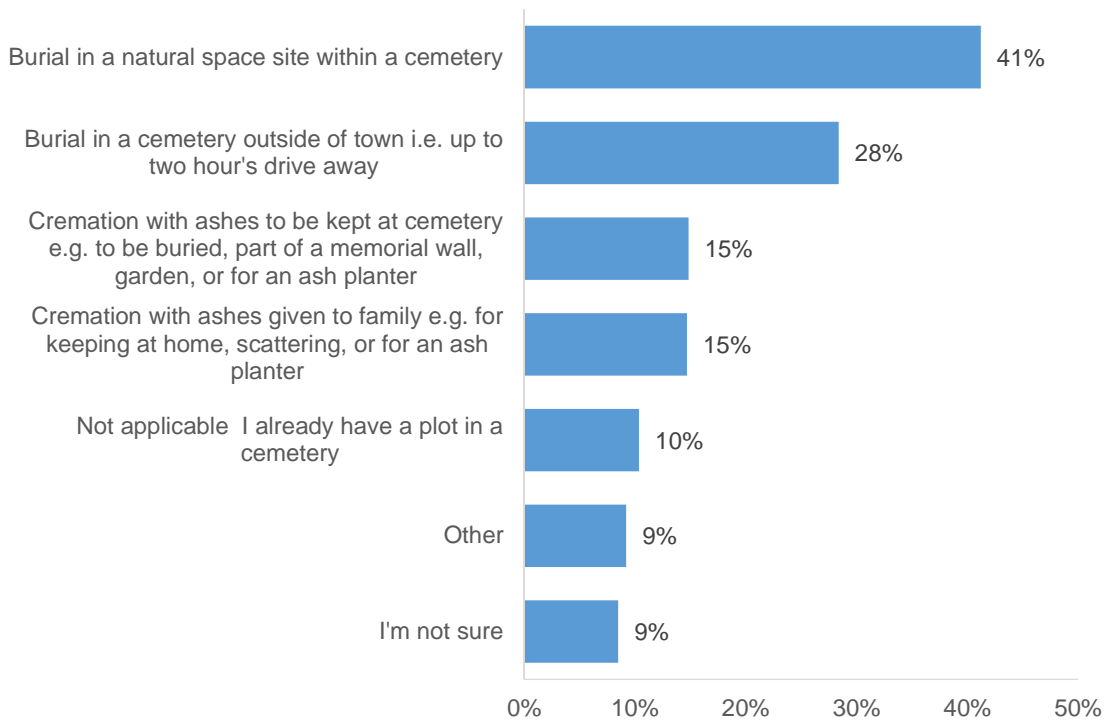
Communal memorial walls in cemeteries - impersonal	6	1%
Not Councils concern	6	1%
Waste of space	6	1%
Statements pertaining to their religion / culture	6	1%
Ashes should be immersed in sea / river	4	1%
Waste of money / cost concerns	3	1%
More info / further consultation required	3	1%
Other	21	4%
No comment	81	16%

### Selection of comments

- *“They all sound reasonable.”*
- *“They are all very good ideas catering to different people’s needs and expectations.”*
- *“They are great! All modern ideas that are superior to traditional ones.”*
- *“It is good to know that councils are finally becoming more flexible on this issue.”*
- *“Any idea that allows for repurposing the environment and keeping natural flora and fauna spaced are best.”*
- *“I like the idea of cemeteries being a place of peace and contemplation, a place of beauty. It should be like a park, landscaped and cared for by the council for all to enjoy.”*
- *“I am pleased that you are working to establish options for people in the future. Cremation should be encouraged...there is a shortage of land.”*
- *“I am pro cremation, or eco burial. I like reflective spaces with lots of ashes. Like a park where you scatter the ashes of your loved ones at a certain tree but then others can use that tree too”*
- *“We have to accept that traditional cemeteries are not an acceptable option for the future due to land area and a growing population.”*

## 4.9 Traditional burial methods

**Q17A. As mentioned some of Auckland’s cemeteries may be unable to use traditional burial methods because of space issues. If this were the case which of the following would you prefer?**



*Base: Panellists participating in survey n=694. Multiple responses were allowed, responses add to over 100%.*

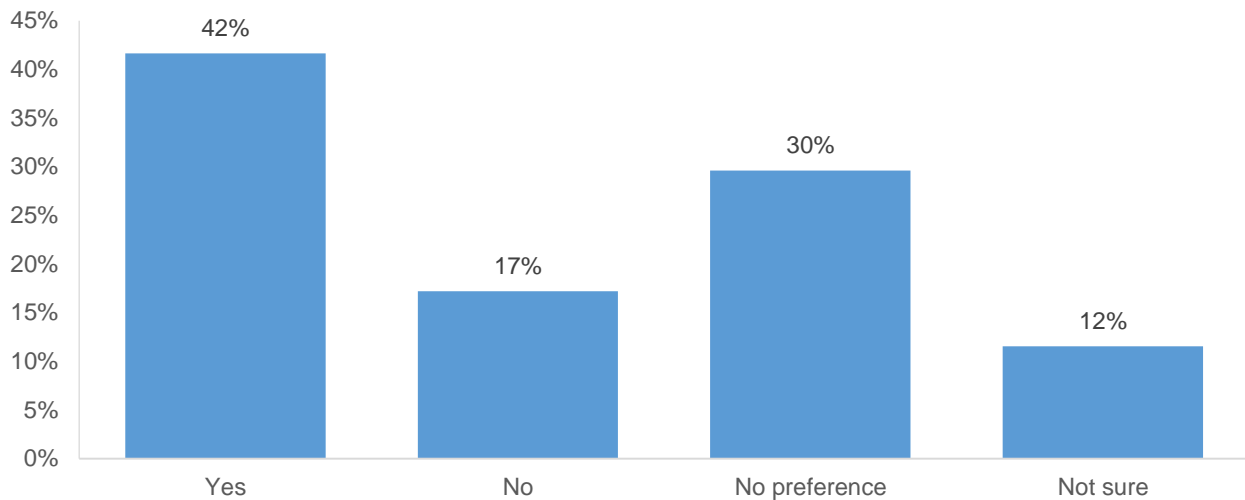
Of those who said they would prefer to be buried rather than cremated, the majority would prefer burial in a natural space site within a cemetery (41%) followed by burial in a cemetery outside of town (28%).

#### 4.10 Spaces for memorials and remembrance

Would you like cemeteries to have the following kinds of spaces?

##### **Q18A. Places in the cemetery to reflect and be together with others.**

***Covered rotunda style picnic and memorial spaces. These could be used for small ceremonies like unveilings or general gatherings.***



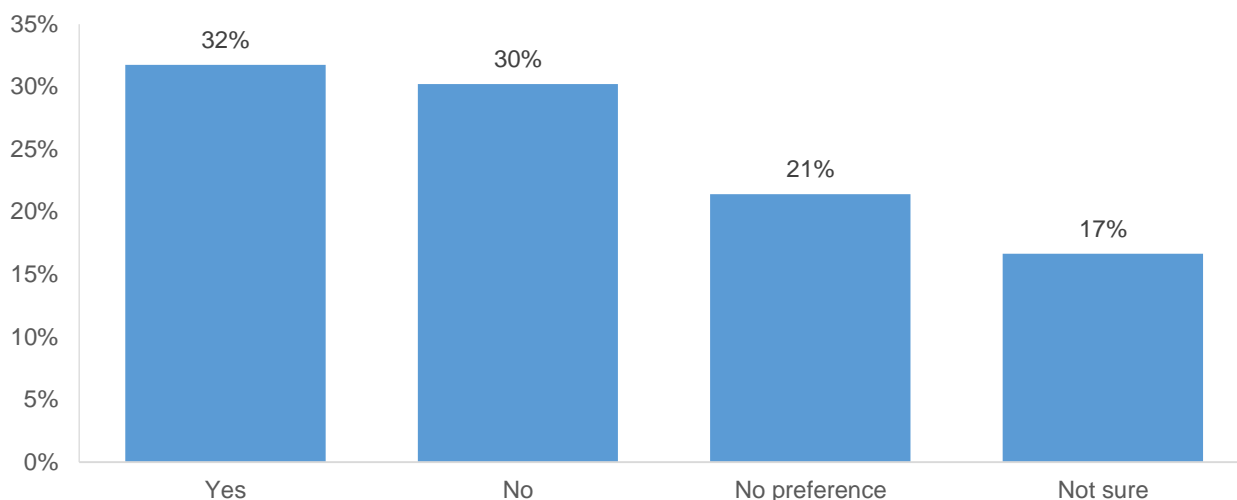
*Base: Panellists participating in survey n=1429.*

Most panellists would like to have a place in the cemetery to reflect and be together with others (42%) while close to a third had no particular preference (30%).

Female panellists (45%) were more likely than male panellists (36%) to want a place in the cemetery to reflect and be together with others.

### Q18B. Children's memorial.

***These would be focused on children and have a climbing play area for children who are visiting.***

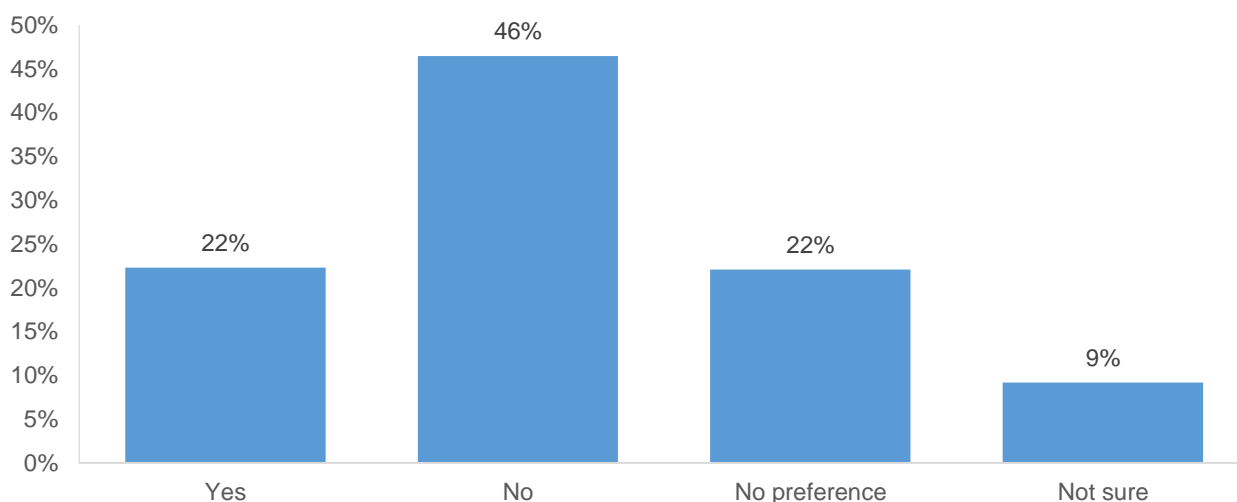


*Base: Panellists participating in survey n=1430.*

There were mixed responses with close to a third of panellists wanting to have children's memorial in cemeteries (32%) followed by 30% of panellists who did not want to have children's memorial in cemeteries.

### Q18C. Pet's memorial.

***A separate part of the cemetery set aside for the cremated remains and/or memorialisation of pets.***



*Base: Panellists participating in survey n=1427.*

Slightly less than half of panellists (46%) did not want a separate part of the cemetery set aside for the cremated remains and/or memorialisation of pets.

## Q18D. Do you have any comments about the cemetery spaces above?

Panellists were asked if they had any other comments or suggestions to make about the concepts for different spaces in the cemeteries. A fifth said the pet's memorial was inappropriate or offensive (20%). Nearly a fifth felt it would be inappropriate to have children's playgrounds or the noise of children in cemeteries (19%).

Do you have any comments about the cemetery spaces above?	Number of responses n=447	% of responses
Pet's memorial - offensive, inappropriate, short of space, prefer to have nearby (home)	90	20%
Children's memorial - not appropriate to have playground, noisy, children need to be respectful	86	19%
General negative - not necessary, waste of money / space, tacky	55	12%
General positive / good ideas / sounds interesting	37	8%
Children's memorial - ok if further away from graves / carefully managed	32	7%
Pet's memorial - nice idea, pets should be buried with their owners	31	7%
Places in the cemetery to reflect and be together with others - appealing, must be covered, sheltered, well looked after	23	5%
Pet's memorial - just not at human cemetery, needs to be separate, there shouldn't be plots	16	4%
Places in the cemetery to reflect and be together with others - not the place for picnics, parties	13	3%
Not Councils concern	12	3%
I don't care for cemeteries / don't need a physical space, markers	9	2%
Prefer traditional approaches to cemeteries / not relevant to me	6	1%
Need more information	1	0%
Other	18	4%
No comment	99	22%

### Selection of comments

- *"Although my pets are important members of my family, I do not believe that animals belong in a cemetery."*
- *"Pets need to be buried at home and would just be a waste of tax payer's money having a cemetery for them. I would rather my pet was with me in my garden somewhere."*
- *"I would like to think that pets could be provided for at home or other special space/place (e.g., we have a pet's ashes in a specially made wooden box that we keep in the home and know other families who have done the same)."*
- *"A cemetery is a place you go to pay your respect to a loved one – not where you go to let the kids play or have a gathering or bury pets."*
- *"Cemeteries are not a playground. Kids need to learn that death is a part of life to learn about and experience!"*
- *"I would not like to be upset at a relative's grave with some noisy kids playing on a jungle gym. Very inappropriate and if your kids can't behave in that environment, don't take them there."*
- *"Waste of time and money [for] pet cemetery and separate children's ones."*

*Money should be better spent elsewhere otherwise we'll have another rates hike for nothing."*

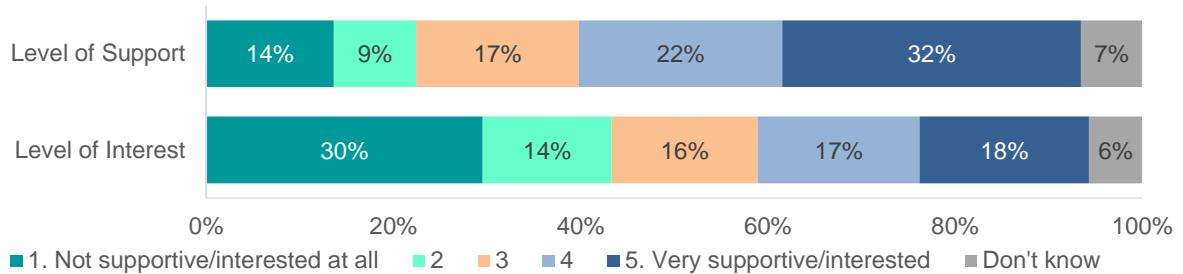
- *"All above are completely unnecessary and would be underutilised."*

#### 4.11 Support for cemetery uses

Beautiful churches and buildings within cemeteries can be used for significant life events like weddings, christenings.

**Q19A. How supportive are you of cemetery spaces being used for celebrating significant life events?**

**Q20A. How interested are you in using cemetery churches and buildings for celebrating significant life events?**



Base: Panellists participating in survey n=1378, n=1422.

There was support for cemetery spaces being used for celebrating significant life events with close to a third very supportive of this idea (32%). On the other hand, only a fifth were very interested in this idea (18%).

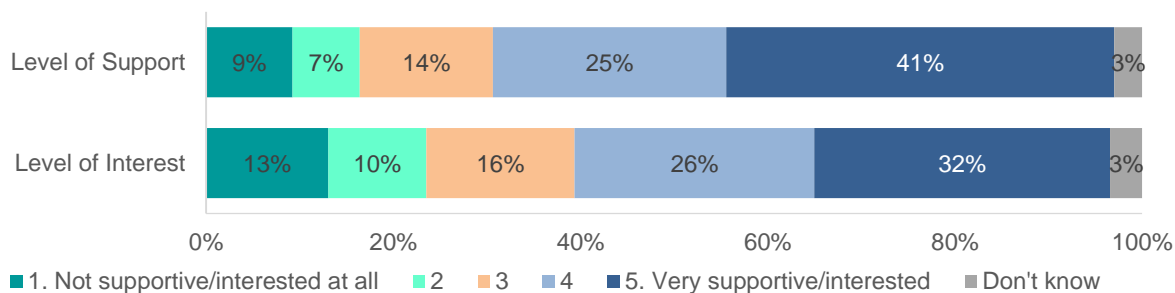
Panellists were told: *“Historically, cemeteries were the original parks. Today, some cemeteries around the world are being used as parks.*

**Q19B.** How supportive are you of cemetery spaces being used for the following types of things?

**Q20B.** How interested are you in using cemetery spaces for the following types of things?

**Cemeteries as areas of passive recreation.**

***For example, walking, running, biking and fitness trails and picnic areas.***



*Base: Panellists participating in survey n=1377, n=1425.*

There was relatively high interest and support for cemeteries as areas for passive recreation. Many were very supportive of this idea (41%) and close to a third very interested in this idea (32%).

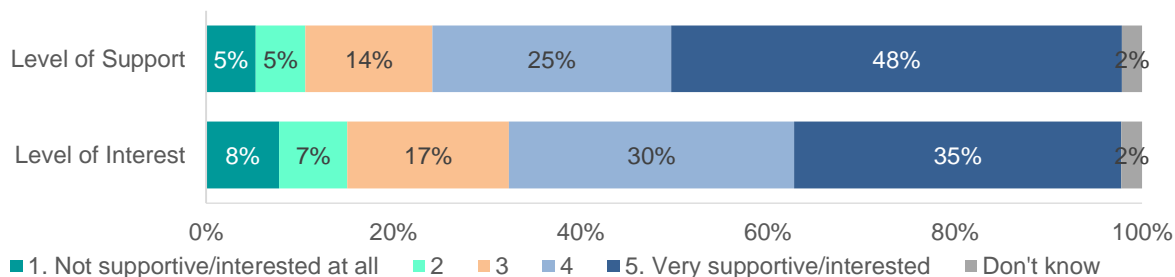
European panellists were more likely than other ethnicities to be interested (59%) and supportive (69%) of this idea whereas Asian panellists were less likely to be supportive (51%).

**Q19C.** How supportive are you of cemetery spaces being used for the following types of things?

**Q20C.** How interested are you in using cemetery spaces for the following types of things?

**Cemeteries as places of learning.**

*Including experiences like history and cultural trails.*



Base: Panellists participating in survey n=1377, n=1425.

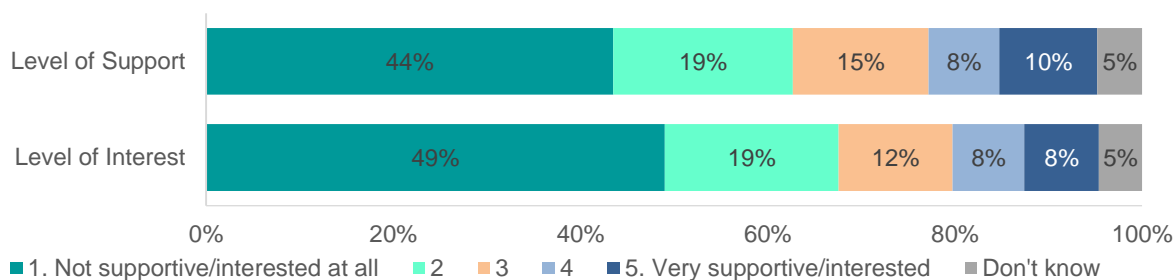
There was strong interest and support for cemeteries as places of learning with close to half very supportive of this idea (48%) and a third very interested in this idea (35%).

**Q19D.** How supportive are you of cemetery spaces being used for the following types of things?

**Q20D.** How interested are you in using cemetery spaces for the following types of things?

**Cemeteries as places for entertainment.**

*For example, areas where concerts can be held.*



Base: Panellists participating in survey n=1377, n=1431.

There was strong opposition for cemeteries as places for entertainment with close to half of panellists not supportive at all (44%) and not at all interested in this idea (49%).



## Q19E. Do you have comments about the use of cemeteries above?

Panellists were asked if they had any other comments or suggestions about their level of support for the use of cemeteries listed above. Close to a third commented that cemeteries are peaceful places for reflection and must be used for respectful purposes, reflecting cultural expectations (29%) followed by those who stated it would be inappropriate to hold events and concerts for entertainment in a place of mourning (27%).

Do you have comments about the use of cemeteries above?	Number of responses n=501	% of responses
Cemeteries are peaceful place for reflection, use of must be respectful / aware of different cultures	145	29%
Cemeteries as places for entertainment - inappropriate - especially concerts, disrespectful, cemeteries are places of mourning and quiet	136	27%
Cemeteries as areas of passive recreation - ok for walking, running, must be on paths	57	11%
Cemeteries waste of space - should be used for above, mixed use spaces	53	11%
Good ideas in general / interesting, thought provoking	49	10%
Cemeteries as places of learning - history and cultural trails	37	7%
Celebrating life among death is good idea	34	7%
General negative / disrespectful	24	5%
Vandalism will increase / rubbish / security concerns	21	4%
Concerts ok if - church bands, classical, family celebrations	17	3%
Not as a picnic location / tapu	14	3%
Alcohol free	10	2%
Depends on - the cemetery, age, space etc, choice is important	10	2%
Not Councils concern	6	1%
Comments referring to memorial parks and gardens	6	1%
Churches and buildings within cemeteries - if space allows	5	1%
Should be free of charge / non commercial	4	1%
Some cemeteries are very neglected, need upkeep	4	1%
Other	11	2%
No comment	65	13%

### Selection of comments

- *“Still think reverence and quiet should be experienced as people will go there to mourn and grieve. Not everyone is at the happy stage.”*
- *“Any use of a cemetery must be respectful of the setting and mood. If a person is visiting the grave of a loved one they should not have to contend with inappropriate distractions.”*
- *“Some of these activities contravene particular religious and cultural norms for the segregation of life and death activities and for the respectful treatment and memory of the deceased. A lot depends on the individual’s culture and religion.”*
- *“Cemeteries are a quiet place of reflection not somewhere for entertainment.”*
- *“When planning the landscaping for remembering the dead the area should be treated as a place for contemplation, for peace, for reflection. A gentle*

*historical walk or tour is fine. Music and sport is not. Use a vineyard or public park for those.”*

- *“Cemeteries should be kept as places for quiet reflection, not rolling with rock music!”*
- *“I always think that cemeteries are places to pay our respect to those who have passed away. Walking, running, biking trails I think is ok as those activities can follow certain paths. Not sure about picnics & entertainments; what would the family of the deceased feel if people stomp on the grave of their deceased family members?”*
- *“Concerts, noisy style recreation etc could be too noisy for people who need a place of quiet reflection. Am in favour of quiet activities.”*
- *“The living using parks as part of their lives – exercise or as historic walks is a lovely idea as it retains some respect and can be done without upsetting the tranquillity we expect from a cemetery. Idea of a concert strikes me as disrespectful.”*
- *“People need to be encouraged to use cemeteries such as Symonds Street with seating and the removal of some of the weedy trees such as privet to let in light and encourage the roses and spring bulbs that have been planted around the graves there.”*
- *“Cemeteries are a waste of public space. The above usage suggestions at least afford it some utility.”*

## Q20E. Do you have comments about the use of cemeteries above?

Panellists were asked if they had any other comments or suggestions about their level of interest for the use of cemeteries listed above. A third further commented that cemeteries are peaceful places of reflection and must be respected (35%), nearly a third (30%) commented it would be inappropriate or disrespectful to hold events and concerts in a place of mourning.

Do you have comments about the use of cemeteries above?	Number of responses n=500	% of responses
Cemeteries are peaceful place of reflection, use of must be respectful, supposed to be a place of rest	174	35%
Cemeteries as places for entertainment - inappropriate, disrespectful, creepy	150	30%
Cemeteries as areas of passive recreation - ok for walking, running, must be on paths	52	10%
Cemeteries waste of space - should be used for above, mixed use spaces	49	10%
Good ideas in general	47	9%
Cemeteries as places of learning - history and cultural trails	36	7%
Celebrating life among death is good idea	28	6%
General negative / inappropriate	22	4%
Vandalism will increase / security concerns	16	3%

Culturally insensitive / consultation required	14	3%
Not as a picnic location / tapu	13	3%
Concerts ok if - church bands, tasteful	6	1%
Churches and buildings within cemeteries - if space allows	6	1%
Would decrease vandalism	4	1%
Other	31	6%
No comment	66	13%

### Selection of comments

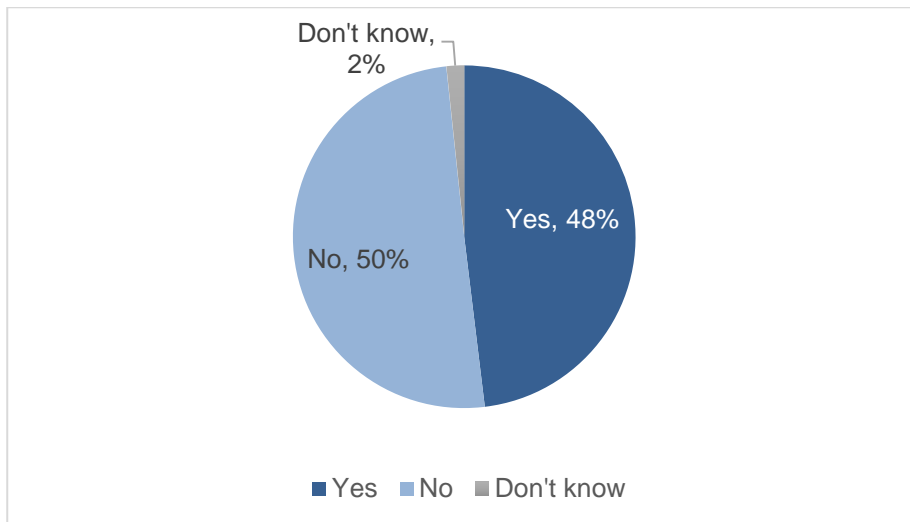
- *“A special place to go to grieve, feel close to loved one etc. It is very important to many people. They want somewhere that is quiet, shared by others in similar situations, maybe a ‘sacred’ place.”*
- *“As long as the alternative use was respectful and serene, I would be interested.”*
- *“I think it’s important to be aware of people’s sensitivities around the graves of their families/friends. Recently bereaved especially find people exercising/partying etc upsetting when visiting the grave. Many of us expect to find a peaceful serene atmosphere in a cemetery.”*
- *“Definitely not a place for entertainment – cemeteries should be peaceful places.”*
- *“Disrespectful to hold concerts and public events at a cemetery. They should be places of quiet contemplation surrounded by nature not noise.”*
- *“As a place for a quiet stroll, yes. But for bikes NO. Individual joggers yes – organise events NO. Need to consider those who have gone for quiet reflection.”*
- *“I like the idea of enjoying cemetery space for exercise, recreation and family outings...But I do not like the idea of concerts, parties or organised events. I would rather it remain a peaceful and natural place at all times for individuals to come and go.”*
- *“Multi use of land is a very good idea, land should be used by many people in different ways, used to walk the dog around the cemetery, good place to share space.”*
- *“I think that cemeteries are a waste of space so putting them to useful purposes makes a lot of sense, however, I think concerts are a bit much.”*

#### 4.12 Eco-burial concept

Eco-burials are based on the belief that after death everything should be approached as naturally as possible. In an eco-burial:

- The body is either wrapped in a shroud and/ or buried in a biodegradable casket
- Freezer packs are used in lieu of embalming
- The burial site is marked with a GPS locator and a small wooden cross which is not replaced when it deteriorates
- A memorial is placed on a communal wall or stone close by

**Q21A. Before this survey were you aware of the eco-burial concept?**

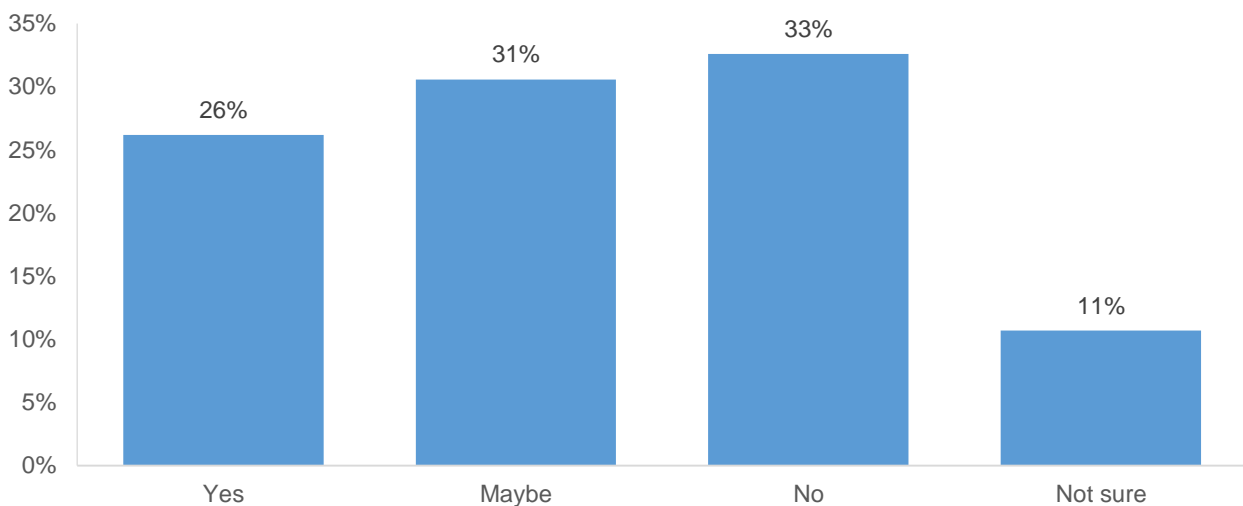


Base: Panellists participating in survey n=1431.

Approximately half of panellists were aware of the eco-burial concept (48%).

European panellists were more likely than other ethnicities to be aware of the eco-burial concept (50%) whereas those in the Asian ethnic group were less likely to be aware of the eco-burial concept (19%).

**Q21B. Are you interested in the eco-burial concept for yourself or loved ones?**



Base: Panellists participating in survey n=1433.

There were mixed responses around eco-burial concept with close to a quarter interested for themselves or loved ones (26%) and a third were not interested in this idea (33%).

Younger panellists were more likely than older panellists to be interested in the eco-burial concept for themselves or their loved ones.

## Q21C. What about eco-burial interests you?

Panellists were asked what interests them about eco-burial and more than a third highlighted its benefits around eco-friendliness and sustainability (38%) followed by those who liked that it was a natural process (24%).

What about eco-burial interests you?	Number of responses n=500	% of responses
Nontoxic / better for environment / eco-friendly / sustainable	192	38%
Natural	122	24%
More affordable	84	17%
I like the idea of returning to earth	83	17%
Space saving	65	13%
Simple / less fuss	47	9%
Like the GPS locator / not leaving a mark / nothing left to maintain	35	7%
Bio degradable caskets	34	7%
Suitable for some	30	6%
Beautiful surroundings / nature	29	6%
Good alternative to embalming	25	5%
Not sure about the GPS / wooden cross / no permanent marker	21	4%
Potential for planting trees	16	3%
Would require further information	12	2%
Not sure about freezer packs	7	1%
Other	27	5%

### Selection of comments

- *“Anything that is easy on the earth interests me. Maybe this is more eco-friendly than cremating people and spewing toxicity into the air.”*
- *“Environmentally friendly.”*
- *“Sustainable for the environment.”*
- *“Keeping things more natural.”*
- *“The natural burial concept.”*
- *“Cost effective, kinder to the environment, more natural.”*
- *“Less cost and quicker disintegration of the body.”*
- *“The cost...it should be cheaper and that would be helpful and kinder for people who struggle financially.”*
- *“Simplicity. The recognition that our bodies return to nature.”*
- *“I like the whole idea. Leave only your footprint. Ashes to ashes, dust to dust, return to mother earth.”*
- *“I’m a big believer that the body is just the shell, not the person and while it deserves to be treated with respect, it can also be allowed to fade away naturally.”*

## Q21D. What about eco-burial does not interest you?

Panellists were asked why eco-burial does not interest them and over a third claimed they personally preferred cremation or simply did not want to be buried (36%). A fifth were not interested because they preferred to have a permanent marker or headstone (19%) followed by those who did not believe eco-burial was traditional enough and almost seemed impersonal (14%).

What about eco-burial does not interest you?	Number of responses n=339	% of responses
Prefer cremation / don't want to be buried	122	36%
Prefer permanent marker / headstone / already have a plot	65	19%
Not traditional enough / impersonal / not dignified	46	14%
Non-locatable / too communal	40	12%
Land wastage	30	9%
Not sure about the GPS / wooden cross	19	6%
Everything	10	3%
General dislike - morbid	9	3%
It's a fad / over the top	9	3%
Don't know enough about it	6	2%
Expense / costs more than a regular burial	5	1%
Fear - buried alive, claustrophobic	3	1%
Other	21	6%
No / not interested	24	7%

### Selection of comments

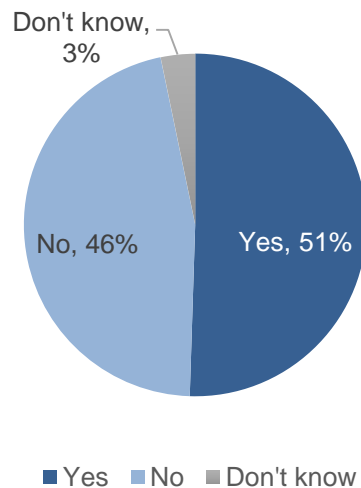
- *"Cremation is still my preferred"*
- *"I believe cremation leaves the least presence behind. I prefer that as its already eco-friendly approach, doesn't require site, plot or space."*
- *"I don't like burials. I would prefer an eco-cremation option."*
- *"I am happy for people to have this choice and I would be happy to be present at an eco-burial, but it would not be my choice as I already have a place to be buried."*
- *"I and my family want a permanent intergenerational site."*
- *"I like the idea of a biodegradable casket but prefer a permanent marker."*
- *"Prefer traditional location and markers."*
- *"I believe in the traditional burial."*
- *"The idea of this new concept sounds culturally insensitive and lacks respect. A person's last resting place should be considered sacred and tapu."*
- *"Don't like the part about GPS location and wooden cross that is not replaced – impersonal, like you're gone and forgotten about – also some people may not know how to locate you."*
- *"Don't like the idea of everyone put in together with no marking."*
- *"Communal aspects."*

### 4.13 Low-cost funerals

Low cost funerals are where:

- The body is kept at home
- Freezer packs are used in lieu of embalming
- Simple wooden boxes or caskets are used instead of ornate caskets
- Viewings and the funeral service are all at home

#### Q22A. Before this survey were you aware of the low cost burial concept?



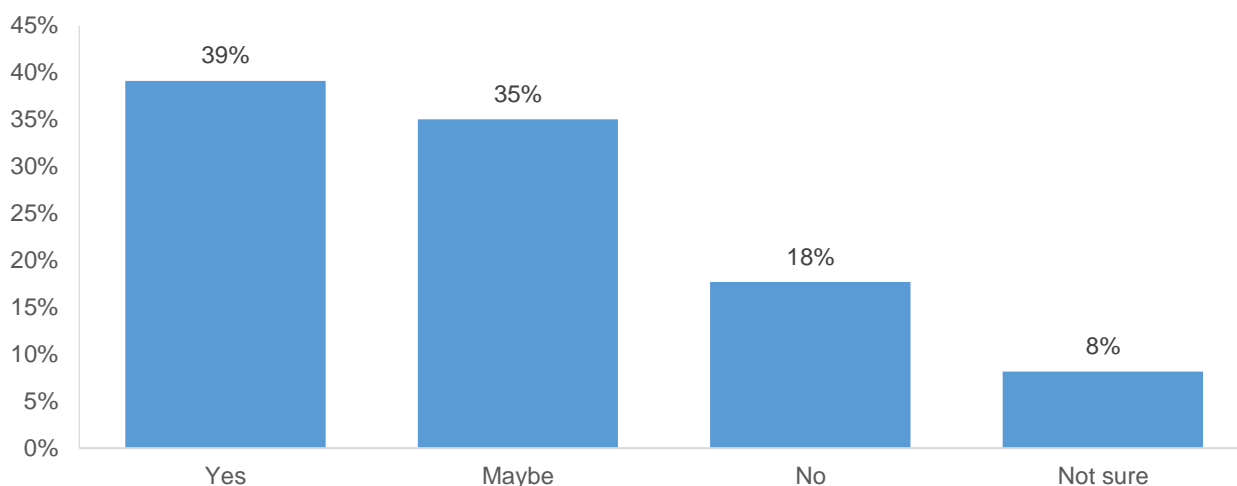
Base: Panellists participating in survey n=1382.

Close to half of panellists were not aware of the low cost burial concept (46%).

Younger panellists were less likely to be aware of the low cost burial concept whereas older panellists were more likely to be aware of the low cost burial concept.

Asian panellists were less likely than other ethnicities to be aware of the low cost burial concept (26%).

## Q22B. Are you interested in the low cost funeral concept for yourself or loved ones?



Base: Panellists participating in survey n=1385.

Over a third of panellists were interested in low cost funeral concept for themselves or their loved ones (39%) whereas only a fifth were not interested (18%).

Panellists that prefer to be cremated (42%) or other funeral options (58%) were more likely to be interested in the low cost funeral concept for themselves or their loved ones.

## Q22C. What about the low cost funeral concept interests you?

Panellists were asked which aspect of the low cost funeral concept interested them. Approximately half of the panellists highlighted the benefits of affordability and saving money on funerals (51%) followed by those who believed it is more environmentally friendly (21%) and liked the option of having a simple box or casket (21%).

What about the low cost funeral concept interests you?	Number of responses n=500	% of responses
Affordable / low cost / traditional funerals are a waste of money	255	51%
Environmentally friendly / natural	105	21%
Simple box / casket	104	21%
More personal / family orientated	81	16%
Simplicity / less fuss / informal	76	15%
Takes financial burden away from family	63	13%
Being at home	55	11%
No embalming	40	8%
Having the choice / more control over process	24	5%
Everything	17	3%
Other	18	4%



### Selection of comments

- *“Funerals are getting more and more expensive. Should be possible to have a meaningful farewell without breaking the bank.”*
- *“I dislike the unnecessary extravagance and expense of traditional funerals for what is a transient ceremony to mark a natural, albeit sad, cycle.”*
- *“I do not need an expensive send off. I would rather the family have the money. After all, I am dead, I can still arrange to be frugal on my way out.”*
- *“Environmentally less use of resources and also less cost to grieving family.”*
- *“It’s a natural alternative and burial is far too overpriced! I would hate to think my family had to fork out thousands. That money could be better spent on the living!”*
- *“Keeping it simple and environmentally friendly.”*
- *“I don’t want an ornate expensive casket that my children have to pay for.”*
- *“I would like it if the casket etc were also eco-friendly.”*
- *“Seems ridiculous to have a beautiful wooden casket and then burn or bury it.”*

### Q22D. What about the low cost funeral concept does not interest you?

Panellists were asked which aspect of the low cost funeral concept did not interest them. A third of panellists had issues with the body being kept in their home (33%) followed by those who felt it was inappropriate to hold funeral services at home (14%) and that the low cost funeral concept seemed too cheap (13%).

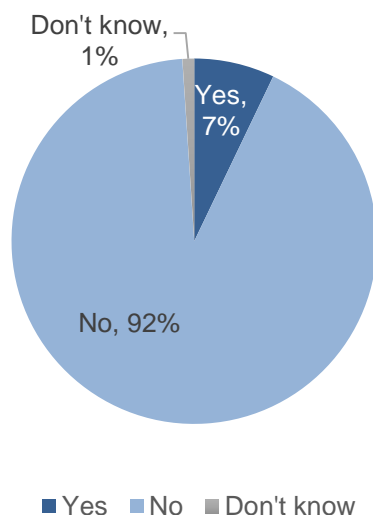
What about the low cost funeral concept does not interest you?	Number of responses n=187	% of responses
Body kept at home	61	33%
Service at home	26	14%
Cheap concept	24	13%
Everything	24	13%
Freezer pack	20	11%
Disrespectful / impersonal	19	10%
Prefer traditional funeral	19	10%
Funerals should be left to the professionals / stressful for family to organise	11	6%
Against my traditions / beliefs	9	5%
Lack of embalming	8	4%
General dislike - macabre	5	3%
Don’t want a funeral / don’t care what happens to me	5	3%
I would like to be cremated	4	2%
Other	9	5%

## Selection of comments

- *“Being displayed in the home is not something I am comfortable with.”*
- *“I don’t like the idea of a dead person kept inside the house.”*
- *“I do not want to handle a dead body! Do not want a dead body in a home or have my own dead body in a place where people live (my culture would consider it VERY unlucky).”*
- *“I very much like the idea of the low cost boxes or caskets but I would not want my family to have to have the body at home or feel they had to have the service at home.”*
- *“Funerals should not be held at home.”*
- *“I am a Catholic and want my funeral service at a mass in the church.”*
- *“I believe such concepts take the ‘saving’ a bit too far! There is always the view of cheaper coffins that can be made to look very good and are used for cremations.”*
- *“I’d like the proper funeral not something done on the cheap. To me it is about respecting the dead.”*
- *“Too cheap and tacky.”*
- *“All four concepts.”*
- *“Everything.”*
- *“It does not interest me at all.”*

### 4.14 Living headstones

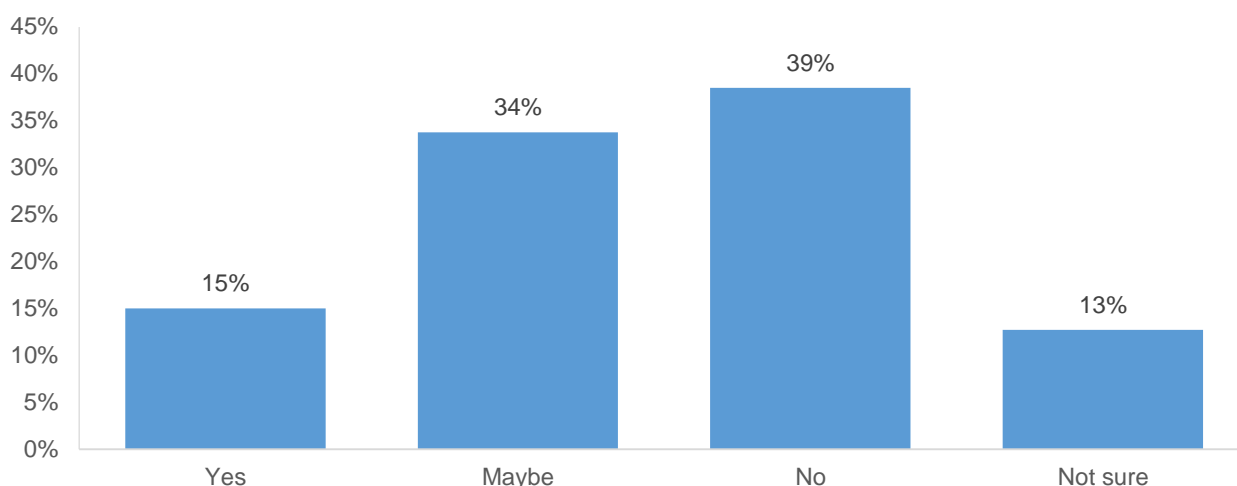
#### Q23A. Before this survey were you aware of the living headstones concept?



Base: Panellists participating in survey n=1433.

The majority of panellists (92%) were not aware of the living headstone concept.

**Q23B. Are you interested in the living headstones concept for yourself or loved ones?**



Base: Panellists participating in survey n=1431.

Over a third of the panellists were not interested in the living headstones concept for themselves or their loved ones (39%).

Older panellists aged 75 and above were less likely than young panellists to be interested in the living headstones concept for themselves or loved ones (3%).

Panellists who preferred to be buried were more likely to be interested in the living headstones concept for themselves or their loved ones (25%).

**Q23C. What about the living headstones concept interests you?**

Panellists were asked which aspect of the living headstones concept interested them. Over a third 38% of panellists liked that it provides history and genealogical information about their ancestors (38%) followed by those who felt it allowed ordinary individuals to carry on their legacy (22%).

What about the living headstones concept interests you?	Number of responses n=500	% of responses
Historical / genealogy aspect	192	38%
Ongoing legacy / biography	111	22%
Depth of info that could be available	86	17%
Positive way to grieve and remember a loved one / brings that person to life	46	9%
Easy to use / quick / accessible	41	8%
I have doubts	36	7%
Modern / relevant to today's technology / interactive	35	7%
Ability to leave messages	27	5%
Photos / video	26	5%

Appeals to me	25	5%
Unsure regarding privacy issues / security	24	5%
As an additional memorial	22	4%
Interested to know more	16	3%
Can be added to	6	1%
Other	26	5%

### Selection of comments

- *“A cemetery providing greater sense of history.”*
- *“Future generations can see and learn about their ancestors.”*
- *“Making available history of ordinary people. Also helpful for family genealogy.”*
- *“It’s a way to leave a bit of ‘legacy’ and not be forgotten.”*
- *“Great idea linking personal history to a website etc.”*
- *“That the memory of the dead lives on more easily.”*
- *“Availability of much more information.”*
- *“Being able to satisfy a question that may have me wondering about the deceased as I looked around a cemetery/memorial.”*
- *“I have often looked at graves of people and wanted to know more about their lives, helps preserve their memory after all there close relatives are gone.”*

### Q23D. What about the living headstones concept does not interest you?

Panellists were asked which aspect of the living headstones concept does not interest them. Close to a quarter of panellists had concerns regarding privacy issues and security (24%) followed by those who did not like the fact that complete strangers could access information about a deceased person (23%).

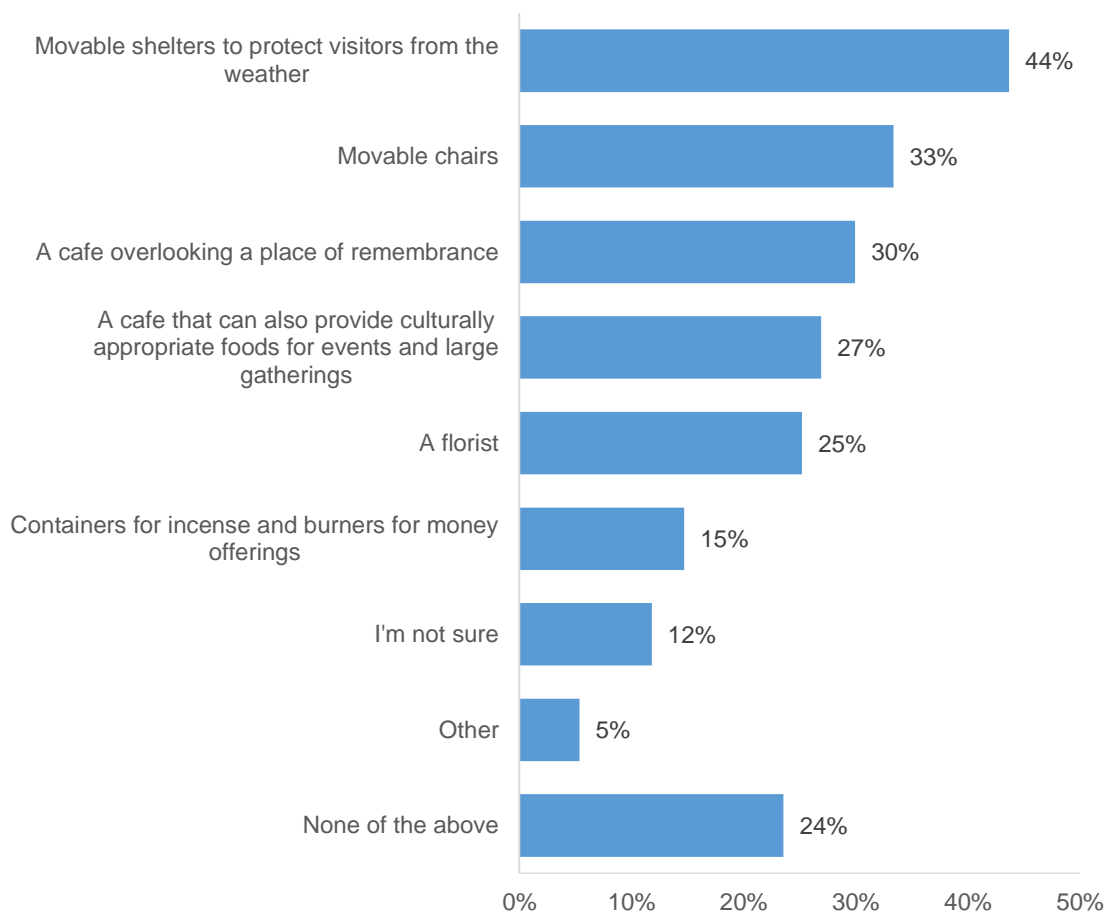
What about the living headstones concept does not interest you?	Number of responses n=426	% of responses
Concern regarding privacy issues / security	101	24%
General dislike - creepy, voyeurism, FB for deceased, gimmicky	98	23%
Technology is always changing / I'm not tech savvy / not the place for technology	93	22%
Family should keep their memories privately	45	11%
Everything	39	9%
Place more value on the living / dead is dead	37	9%
Impersonal / undignified	25	6%
I don't like headstones / don't want a headstone	16	4%
Against my traditions / beliefs	15	4%
Too much ongoing maintenance / not permanent	14	3%
I don't have a smartphone	12	3%
Cost	10	2%
Unnecessary	9	2%
Suitable only for well-known people	5	1%
Other	20	5%

#### Selection of comments

- *“How do you know who is looking at the information. Can you guard the family’s privacy?”*
- *“I don’t really want strangers to be able to access information about me.”*
- *“I think it makes it easier for someone to assume the identity of a deceased person.”*
- *“Feels like voyeurism, if people don’t know me or my loved ones already, why would they want to look at pictures? I prefer privacy.”*
- *“I think it is creepy and intrusive. It tries to defy the concept of death by packaging it in ways that suggest the person is still having to provide a form of interaction with curious living people who could even be strangers.”*
- *“It seems tacky and unnecessary. Also I imagine this technology will become obsolete in a few decades.”*
- *“Technology changes. QR codes will look archaic and tacky on a headstone in 5 years. Also don’t believe there is a need to publish details of my life for all and sundry.”*
- *“Not everyone has the ability to scan the code and it would wear after time, also it’s a bit creepy.”*

## 4.15 Offering services and facilities

### Q24A. Would you like cemeteries to offer the following services and facilities?



*Base: Panellists participating in survey n=4272. Multiple responses were allowed, responses add to over 100%.*

Close to half of panellists would like cemeteries to offer movable shelters to protect visitors from the weather (44%) followed by movable chairs (33%) and a café overlooking a place of remembrance (30%).

Panellists who had visited Manukau Memorial Gardens in the last 12 months were more likely to want movable shelters to protect visitors from the weather (54%), movable chairs (41%), café that can also provide culturally appropriate foods for events and large gatherings (35%) and a florist (33%).

Panellists who preferred to be buried were more likely than those who preferred cremation to want cemeteries to offer movable shelters to protect visitors from the weather (51%) as well as a florist (34%).

## 4.16 Final comments

### Q25G. Finally, do you have any comments to make about this survey or about our cemeteries?

Close to a quarter of panellists found the survey topic and the questions very interesting and thought provoking (24%) followed by those who stated that the survey made them think about their own funerals (14%).

Finally, do you have any comments to make about this survey or about our cemeteries?	Number of responses n=500	% of responses
Good survey / worthwhile / interesting	118	24%
Comments about personal burial / cremation options	71	14%
Council shouldn't be involved - focus on rubbish and rates	58	12%
Cemeteries take up too much space / encourage options that do not include traditional plots	48	10%
Cemeteries in general should be - well maintained, cared for	41	8%
Cemeteries are not parks / respect for dead first and foremost / no commercial activity	35	7%
I like the idea of parks, gardens, peaceful setting	35	7%
More options for eco funerals / natural burials / reduced costs	35	7%
Flexibility in forward planning - inclusive, all cultures	31	6%
General positive comments regarding cemeteries	19	4%
Cemeteries are an important historical resource	15	3%
GPS grave locators, online searches	13	3%
Limit garish decorations	6	1%
Puhoi cemetery - keep it as is, family	4	1%
Other	36	7%
No comment	79	16%

#### Selection of comments

- *“A good survey, well thought out and researched and ensuring sensitivity to the subject matter. Good stuff AC!”*
- *“I am delighted to see you giving thought to this important event and the environment concerning this.”*
- *“Thank you very much for raising this issue. Your survey was well presented and made a tough subject come across very positively. I am so pleased Auckland Council are considering these options. Well done.”*
- *“I never visit my parents’ plaques, although we had a very good relationship. I want to be cremated and nothing after that as I am interested in the living, but not much in the dead. I realise it is very important for some people to visit their loved ones’ graves. Doing the survey was a good exercise to make me think about this issue. Thank you.”*
- *“Interesting. I haven’t had to have to make plans for a burial, but I know we value being able to be buried in a cemetery preferably near where we live and I feel it’s important to have burial places available.”*
- *“You have given me something to think about. A simple coffin sounds fine to*

*me. Too much money can be spent on unnecessary trappings.”*

- *“I don’t think this is something that the council should be involved in. I can understand if the council wants to own the land, but other than that I don’t think the council should be wasting its resources on cemetery services.”*
- *“Council should not be involved in aspects of funerals already handled by funeral directors. Council should not go beyond the simplest of burial or cremation sites.”*
- *“Cemeteries are not sustainable with the way that people are taking over everywhere and personally they are not usefully as they take up space you should be able to remember the person anywhere anytime and not have to go to one place to mourn them.”*
- *“The whole idea of people owning space even after death is conceited. We simply do not have the capacity to hold coffins.”*
- *“Space is one of the main problems in Auckland – we need the space for the living and cemeteries as they’ve traditionally been will have to go – we need to develop another way of honouring our dead that doesn’t use*



## Appendix I Respondent profile

	All respondents n=4318	Percentages (%) n=4318	Statistics NZ Percentages (%) 2013 census data
<b>Gender</b>			
Female	2717	63%	51%
Male	1571	36%	49%
Prefer not to say/Unknown	30	1%	
<b>Age</b>			
15-24 years	93	2%	19%
25-34 years	308	7%	18%
35-44 years	698	16%	18%
45-54 years	900	21%	18%
55-64 years	985	23%	13%
65-74 years	967	22%	9%
75+ years	298	7%	6%
Prefer not to say/Unknown	69	2%	
<b>Ethnicity (Multiple response)</b>			
European	3912	91%	56%
Māori	263	6%	10%
Pacific Peoples	156	4%	14%
Asian	192	4%	18%
Middle Eastern, Latin American, African	56	1%	2%
Other	2	0%	1%
Unknown	31	1%	
<b>Local Board</b>			
Albert-Eden	321	7%	7%
Devonport-Takapuna	281	7%	4%
Franklin	210	5%	5%
Great Barrier	7	0%	0.1%
Henderson-Massey	270	6%	8%
Hibiscus and Bays	311	7%	6%
Howick	254	6%	9%
Kaipātiki	277	6%	6%
Mangere-Otahuhu	105	2%	5%
Manurewa	129	3%	6%
Maungakiekie-Tāmaki	195	5%	5%
Orākei	284	7%	6%
Ōtara-Papatoetoe	99	2%	5%
Papakura	81	2%	3%
Puketāpapa	113	3%	4%
Rodney	300	7%	4%
Upper Harbour	136	3%	4%
Waiheke	61	1%	1%
Waitākere Ranges	253	6%	3%
Waitematā	361	8%	6%
Whau	241	6%	5%
Other/Unknown	29	1%	-

*Demographics from People's Panel registration information*