

VA



U.S. Department of Veterans Affairs
National Cemetery Administration

U.S. DEPARTMENT OF VETERANS AFFAIRS NATIONAL
CEMETERY ADMINISTRATION

2020 NCA Memorial Products Satisfaction Survey
National Report

October 2020

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Contents

Preface	9
Executive Summary	10
Section Description	10
Introduction	11
Report Overview	12
Highlights of Findings	13
How Information is Presented in This Report	14
Numbering	14
Strategic Measure Performance Targets	14
Calculations of Results	14
Overall Satisfaction Measures and Key Metrics	15
Section Description	15
Question 20 (NOK)/2.21 (FD). Please indicate your level of agreement with the following statement: The overall quality of the headstone, marker, or medallion I received from the VA was excellent.	16
ALL RESPONDENTS	16
Question 20 (NOK)/2.21 (FD). Please indicate your level of agreement with the following statement: The overall quality of the headstone, marker, or medallion I received from the VA was excellent.	17
NEXT OF KIN	17
Question 20 (NOK)/2.21 (FD). Please indicate your level of agreement with the following statement: The overall quality of the headstone, marker, or medallion I received from the VA was excellent.	18
FUNERAL DIRECTORS	18
Question 22 (NOK). How satisfied were you with the quality of the certificate signed by the President of the United States honoring the Veteran’s service?	19
NEXT OF KIN	19
Question 7 (NOK)/2.4 (FD). How satisfied were/are you with the process you used to order the headstone(s), marker(s), or medallion(s)?	20
ALL RESPONDENTS	20
Question 7 (NOK)/2.4 (FD). How satisfied were/are you with the process you used to order the headstone(s), marker(s), or medallion(s)?	21
NEXT OF KIN	21
Question 7 (NOK)/2.4 (FD). How satisfied were/are you with the process you used to order the headstone(s), marker(s), or medallion(s)?	22
FUNERAL DIRECTORS	22
Question 11 (NOK)/2.8 (FD). How satisfied were you with the service you received from the NCA Customer Service representative?	23
ALL RESPONDENTS	23

Question 11 (NOK)/2.8 (FD). How satisfied were you with the service you received from the NCA Customer Service representative?	24
NEXT OF KIN	24
Question 11 (NOK)/2.8 (FD). How satisfied were you with the service you received from the NCA Customer Service representative?	25
FUNERAL DIRECTORS	25
Question 14 (NOK)/2.11 (FD). How satisfied were you with the ease of finding the information you were looking for on the VA's website?	26
ALL RESPONDENTS	26
Question 14 (NOK)/2.11 (FD). How satisfied were you with the ease of finding the information you were looking for on the VA's website?	27
NEXT OF KIN	27
Question 14 (NOK)/2.11 (FD). How satisfied were you with the ease of finding the information you were looking for on the VA's website?	28
FUNERAL DIRECTORS	28
Question 18 (NOK)/2.15 (FD). How satisfied are/were you with the amount of time it takes/took to receive the headstone, marker, or medallion/VA markers?	29
ALL RESPONDENTS	29
Question 18 (NOK)/2.15 (FD). How satisfied are/were you with the amount of time it takes/took to receive the headstone, marker, or medallion/VA markers?	30
NEXT OF KIN	30
Question 18 (NOK)/2.15 (FD). How satisfied are/were you with the amount of time it takes/took to receive the headstone, marker, or medallion/VA markers?	31
FUNERAL DIRECTORS	31
Question 2.19 (FD). How satisfied are you with the timeliness in which problems have been corrected?	32
FUNERAL DIRECTORS	32
Question 23 (NOK)/2.25 (FD). Overall, how satisfied were you with your experiences with these VA Memorial Products Service products and services?	33
ALL RESPONDENTS	33
Question 23 (NOK)/2.25 (FD). Overall, how satisfied were you with your experiences with these VA Memorial Products Service products and services?	34
NEXT OF KIN	34
Question 23 (NOK)/2.25 (FD). Overall, how satisfied were you with your experiences with these VA Memorial Products Service products and services?	35
FUNERAL DIRECTORS	35
Satisfaction with Headstone/ Marker/ Medallion Ordering Process	36
Section Description	36
Question 17 (NOK)/2.14 (FD). About how long after ordering the headstone, marker, or medallion did it arrive?	37
ALL RESPONDENTS	37

Question 17 (NOK)/2.14 (FD). About how long after ordering the headstone, marker, or medallion did it arrive?	38
NEXT OF KIN	38
Question 17 (NOK)/2.14 (FD). About how long after ordering the headstone, marker, or medallion did it arrive?	39
FUNERAL DIRECTORS	39
Question 6 (NOK). How did you order the headstone, marker, or medallion? (Mark only one) . . .	40
NEXT OF KIN	40
Question 2.3 (FD). How do you typically order VA headstones, markers, or medallions? (Mark all that apply)	41
FUNERAL DIRECTORS	41
Question 1 (NOK). How did you learn about the headstone, marker, or medallion benefit provided by the VA? (Mark all that apply)	42
NEXT OF KIN	42
Question 5 (NOK). Who helped you with ordering the headstone/marker/medallion? (Mark all that apply)	43
NEXT OF KIN	43
Question 2 (NOK). What type of headstone, marker, or medallion did you order?	44
NEXT OF KIN	44
Question 3 (NOK). Did you have any problems while affixing the bronze medallion to the headstone or markers?	45
NEXT OF KIN	45
Question 15 (NOK). When you were applying for the headstone, marker, or medallion, were you aware that the following items could be added to the headstone, marker, or medallion? (Mark all that apply)	46
NEXT OF KIN	46
Question 16 (NOK). If you were aware of the availability of an inscription, how did you learn about what could be included in the inscription? (Mark all that apply)	47
NEXT OF KIN	47
Question 19 (NOK). How would you have preferred to be notified about the delivery status of your headstone, marker or medallion?	48
NEXT OF KIN	48
Question 2.1 (FD). On average, about how many VA headstones, markers, and medallions do you/your company order in a year?	49
FUNERAL DIRECTORS	49
Question 2.2 (FD). Please indicate the type/types of VA headstones/markers/medallions you/your company ordered. (Mark all that apply)	50
FUNERAL DIRECTORS	50
Question 2.12 (FD). When completing an application for a VA headstone, marker, or medallion, do you typically: (Mark only one)	51
FUNERAL DIRECTORS	51

Question 25 (NOK). Are you aware of the Pre-Need eligibility process?	52
NEXT OF KIN: Are you aware of the Pre-Need eligibility process?	52
Question 25 (NOK). Are you aware of the Pre-Need eligibility process?	53
NEXT OF KIN: Have you applied?	53
Question 25 (NOK). Are you aware of the Pre-Need eligibility process?	54
NEXT OF KIN: Do you intend to apply?	54
Question 25 (NOK). Are you aware of the Pre-Need eligibility process?	55
NEXT OF KIN: If you applied, were you satisfied with the length of time it took to receive a certificate of approval?	55
Question 2.13 (FD). Are you aware of the following requirements?	56
FUNERAL DIRECTORS	56
Satisfaction with Information on VA Website	57
Section Description	57
Question 12 (NOK)/2.9 (FD). Did you visit the VA website for information about ordering the headstone, marker or medallion?	58
ALL RESPONDENTS	58
Question 12 (NOK)/2.9 (FD). Did you visit the VA website for information about ordering the headstone, marker or medallion?	59
NEXT OF KIN	59
Question 12 (NOK)/2.9 (FD). Did you visit the VA website for information about ordering the headstone, marker or medallion?	60
FUNERAL DIRECTORS	60
Question 13 (NOK)/2.10 (FD). What type of information were you looking for on VA's website? (Mark all that apply)	61
ALL RESPONDENTS	61
Question 13 (NOKS)/2.10 (FD). What type of information were you looking for on VA's website? (Mark all that apply)	62
NEXT OF KIN	62
Question 13 (NOK)/2.10 (FD). What type of information were you looking for on VA's website? (Mark all that apply)	63
FUNERAL DIRECTORS	63
Satisfaction with 800 Number Assistance	64
Section Description	64
Question 8 (NOK)/2.5 (FD). Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?	65
ALL RESPONDENTS	65
Question 8 (NOK)/2.5 (FD). Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?	66

NEXT OF KIN	66
Question 8 (NOK)/2.5 (FD). Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?	67
FUNERAL DIRECTORS	67
Question 10 (NOK)/2.7 (FD). Why did you call the NCA? (Mark all that apply)	68
ALL RESPONDENTS	68
Question 10 (NOK)/2.7 (FD). Why did you call the NCA? (Mark all that apply)	69
NEXT OF KIN	69
Question 10 (NOK)/2.7 (FD). Why did you call the NCA? (Mark all that apply)	70
FUNERAL DIRECTORS	70
Question 9 (NOK)/2.6 (FD). Did you speak with an NCA Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?	71
ALL RESPONDENTS	71
Question 9 (NOK)/2.6 (FD). Did you speak with an NCA Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?	72
NEXT OF KIN	72
Question 9 (NOK)/2.6 (FD). Did you speak with an NCA Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?	73
FUNERAL DIRECTORS	73
Satisfaction with Quality of Products and Services	74
Section Description	74
Question 2.20 (FD). Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover?	75
FUNERAL DIRECTORS: Cut	75
Question 2.20 (FD). Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover?	76
FUNERAL DIRECTORS: Polish	76
Question 2.20 (FD). Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover?	77
FUNERAL DIRECTORS: Color	77
Question 2.20 (FD). Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover?	78
FUNERAL DIRECTORS: Finish	78
Question 2.20 (FD). Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover?	79
FUNERAL DIRECTORS: Depth of the inscription	79

Satisfaction with Delivery of Headstone, Marker or Medallion	80
Section Description	80
Question 2.16 (FD). In the past year, have you/your company had problems with a delivered headstone, marker or medallion?	81
FUNERAL DIRECTORS	81
Question 2.17 (FD). About what percentage of the markers that you receive have problems?	82
FUNERAL DIRECTORS	82
Question 2.18 (FD). What types of problems have you experienced with VA furnished headstones and markers? (Mark all that apply)	83
FUNERAL DIRECTORS	83
 Presidential Memorial Certificate (PMC) and Additional Costs	 84
Section Description	84
Question 2.22 (FD). Are you aware of the Presidential Memorial Certificate (PMC) Program (the certificate signed by the President of the United States honoring the Veteran’s service)?	85
FUNERAL DIRECTORS	85
Question 2.23 (FD). Do you typically inform your clients about the program?	86
FUNERAL DIRECTORS	86
Question 2.24 (FD). Do you typically order the certificate(s) for your client?	87
FUNERAL DIRECTORS	87
Question 21 (NOK). Did you order and/or receive a certificate signed by the President of the United States honoring the Veteran’s service?	88
NEXT OF KIN	88
Question 24 (NOK). Were you required to pay any fees regarding your government headstone, marker, or medallion?	89
NEXT OF KIN	89
Question 26 (NOK). If you ordered a Bronze marker, what amount were you required to pay? (Please round up to the nearest whole dollar.)	90
NEXT OF KIN	90
Question 27 (NOK). If you ordered a Granite/Marble headstone or marker, what amount were you required to pay? (Please round up to the nearest whole dollar.)	91
NEXT OF KIN	91
Question 28 (NOK). If you ordered a Bronze Medallion, what amount were you required to pay? (Please round up to the nearest whole dollar.)	92
NEXT OF KIN	92
Question 29 (NOK). Was there a delay in the placement of the headstone, marker or medallion because of a difficulty to pay the setting fee?	93
NEXT OF KIN	93

Appendix A: Respondent Characteristics	94
Section Description	94
Question 30 (NOK). What was the gender of your loved one?	95
NEXT OF KIN	95
Question 31 (NOK). Was your loved one Hispanic or Latino?	96
NEXT OF KIN	96
Question 32 (NOK). What was the race of your loved one? (Mark one or more)	97
NEXT OF KIN	97
Question 33 (NOK). Are you a Veteran (served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit)?	98
NEXT OF KIN	98
Question 34 (NOK). Which of the following war eras did you serve in? (Mark all that apply)	99
NEXT OF KIN	99
Question 35 (NOK). Was your loved one your spouse?	100
NEXT OF KIN	100
Question 36 (NOK). Are you aware that Veterans who are married to Veterans are entitled to individual gravesite headstone/marker/medallion benefits?	101
NEXT OF KIN	101
Question 37 (NOK). What is your gender?	102
NEXT OF KIN	102
 Appendix B: Methodology and Survey Instruments	 103
SECTION DESCRIPTION	103
Project Background	104
Survey Development	105
Sampling	106
 Mailing Protocol and Schedule	 107
Survey processing	108
Toll-Free Assistance Line	109
 Appendix C: Users Guide	 111
SECTION DESCRIPTION	111
Question Numbers	112
Horizontal Stacked Bar Graphs	113
Data Tables	114
Standard Bar Graphs	115

Appendix D: Response and Completion Rates	116
SECTION DESCRIPTION	116
National Response Rates	116
Completion Rates	116
Appendix E: Survey Instruments	117
SECTION DESCRIPTION	117

Preface

This report presents findings from the National Cemetery Administration's (NCA) 2020 Survey of Satisfaction about Memorial Products Services. Next of kin and funeral directors were surveyed about their experiences ordering memorial products and related services for interments in 2019.

The National Cemetery Administration (NCA) of the Department of Veterans Affairs (VA) honors Veterans and their eligible family members with final resting places in national shrines and with lasting tributes that commemorate their service and sacrifice to our Nation. NCA operates 139 national cemeteries, 33 soldiers' lots, monument sites located in 40 states and Puerto Rico and 115 Veterans cemeteries in 48 states and territories, tribal lands, Guam and Saipan. Approximately four million Americans, including Veterans of every war and conflict, are buried in one of the VA national cemeteries.

The Customer Satisfaction Survey (CSS), sponsored by the NCA, is a yearly effort of 4 surveys submitted to specific target audiences and based on interment timeframes. The survey is comprehensive and includes such issues as the committal service, visitation, awareness of burial and memorial benefits, outreach and communication, cemetery appearance, gravesite maintenance, and visitor accommodations. The CSS is designed to elicit information that will ensure outstanding customer service, maintain and improve the customer satisfaction and continue to seek innovative products and services that assist next of kin and appropriately commemorate and memorialize an individual's service.

The survey seeks to accurately identify demographic and regional differences, the next of kin customer experience and provide metrics to continue to provide outstanding customer service to the NCA audiences, including those that order Memorial Products.

The 2020 survey was sponsored by the NCA Office of Finance and Planning and conducted by the Library of Congress' Federal Research Division under IAA 786B07004.

Executive Summary

Section Description

- This section presents a brief introduction to the National Cemetery Administration's 2020 Memorial Products Service Survey of Satisfaction and an overview of the report.
- An overview and description of the survey fielding and results is provided.
- The layout of the report is described.
- Highlights of Findings from all sections of the report are presented.

Introduction

- This report presents findings from the National Cemetery Administration (NCA) 2020 Memorial Products Service (MPS) Survey of Satisfaction, representing the eleventh national administration of the survey. The MPS survey assesses customer satisfaction with products and services provided by MPS and measures process performance. The survey has been conducted annually since 2009.
- The MPS survey was fielded to next of kin from June 11, 2020 to July 24, 2020, and to funeral directors June 12, 2020 to July 24, 2020.¹
- Mailing data was extracted from NCA's Automated Monument Application System (AMAS) database and the Burial Operations Support System (BOSS).
- The MPS survey sample contained the names of 10,048 next of kin who had ordered an MPS product during the time period of February 1, 2019 through December 31, 2020.² Of this number, 9,347 were found to have deliverable addresses and were mailed surveys. A census of funeral directors who had worked with national, state or tribal, or private cemeteries during the designated period of time were also identified; surveys were mailed to 12,500 funeral homes.

¹The Federal Research Division continued to accept surveys through July 31, 2020.

²Information about returned and completed surveys is available in Appendix E.

Report Overview

- Survey findings are presented in seven sections in this report. The first section, “Overall Satisfaction Measures and Key Metrics” presents findings from survey items that provide information on next of kin and funeral directors’ overall satisfaction with NCA customer service.
- The remaining sections present survey findings on specific areas of satisfaction for each patron group (next of kin or funeral directors).
- Finally, where applicable, data for questions asked across multiple years are presented, allowing the reader to assess changes in respondent satisfaction over time.
- Five appendices follow the main body of the report. They are:
 - **Appendix A: Respondent Characteristics** presents self-reported demographic information for next of kin and funeral directors in the respondent sample.
 - **Appendix B: Methodology and Survey Instruments** describes the methodology used to administer the survey. Copies of the 2019 next of kin and funeral director surveys are also included in this appendix.
 - **Appendix C: Users Guide** presents an explanation of how to read and interpret the graphs and tables used in the report.
 - **Appendix D: Response and Completion Rates** presents response and completion rates, and information about how these were calculated, for the Memorial Products Service Survey of Satisfaction.
 - **Appendix E: Survey Instruments** presents copies of the survey instruments for the next of kin and funeral director Memorial Products Service Survey of Satisfaction.

Highlights of Findings

Overall Satisfaction Measures and Key Metrics

- Overall, 91.8 percent of all respondents (92.9% of next of kin and 90.4% of funeral directors) were very or somewhat satisfied with their experiences with the VA Memorial Products Service products and services.
- 94.3 percent of all respondents (93.9% of next of kin and 94.9% of funeral directors) agreed or strongly agreed the overall quality of the VA headstones, markers, or medallions they received was excellent.
- 90.8 percent of next of kin agreed or strongly agreed that the overall quality of the Presidential Memorial Certificate (PMC) was excellent.
- 92.5 percent of all respondents (93% of next of kin and 91.6% of funeral directors) were very or somewhat satisfied with the process used to order headstones, markers, or medallions.

Information & Communication

- 94.1 percent of all respondents (92.5% of next of kin and 94.8% of funeral directors) were very satisfied or somewhat satisfied with the ease of finding the information for which they were looking.

Quality of Products and Services

- 81.2 percent of all respondents (81.7% of next of kin and 80.7% of funeral directors) were very satisfied or somewhat satisfied with the amount of time it takes to receive VA markers, headstones, or medallions.
- 91.6 percent of all respondents (86.2% of next of kin and 93.2% of funeral directors) indicated they were very satisfied or somewhat satisfied with the service received from the NCA customer service representative.

How Information is Presented in This Report

The following provides guidelines on understanding how question numbering and performance targets are presented and how results are calculated and presented.

Numbering

- The numbering for questions reflects the numbering used on the surveys. Specifically, funeral directors received a set of three surveys in one package. The first survey asked questions about their work with National Cemeteries; question numbers begin with numeral 1 (1.1, 1.2, etc.). The second survey asked questions about their work with Memorial Products Services; questions begin numeral 2. The third survey asks questions about their work with State and Tribal Veterans Cemeteries; questions begin with numeral 3. In this report questions from the funeral director survey begin with 2.

Strategic Measure Performance Targets

- When an NCA performance target exists for an item, the performance target is presented just below the question. This is meant to aid with the comparison between NCA's performance target on the item and the actual satisfaction survey data. Note that performance targets exist for only a subset of the items on the survey; thus, all stacked bar graphs do not depict a performance target.

Calculations of Results

- Questions that were asked of both next of kin and funeral directors are titled with two question numbers in the heading, such as "Question X (NOK)/ Y (FD)," where "X" is the relevant question on the NOK survey and "Y" is the relevant question on the FD survey. Responses are presented together in "All Respondents" graphs followed by the sample type's respective graph.
- Results are presented as percentages from completed surveys. Percentages are calculated by dividing the number of respondents who selected the specified category (e.g. "Very satisfied") by the number of respondents who selected any response other than "Do not know or not applicable," or its equivalent, and multiplying by 100 to convert the proportion to a percentage. The "Other" category represents responses other than the top two most positive response values. Due to rounding, some percentages may not sum to 100%.
- Where applicable, change score represents the year-to-year difference between the most positive response categories (e.g. "Strongly agree" or "Very satisfied"), where the prior year's value is subtracted from the present year's value. Because response data is based on samples, some year-to-year variability in change score is expected, and a small change score value may not be statistically significant. Results are presented as percentages from completed surveys. Percentages are calculated by dividing the number of respondents who selected the specified category (e.g. "Very satisfied") by the number of respondents who selected any response other than "Do not know or not applicable," or its equivalent, and multiplying by 100 to convert the proportion to a percentage. The "Other" category represents responses other than the top two most positive response values. Due to rounding, some percentages may not sum to 100%.
- Information about response and completion rates can be found in Appendix E.

Overall Satisfaction Measures and Key Metrics

Section Description

- This section presents survey findings from next of kin (NOK) and funeral directors (FD) on overall measures of satisfaction and key metrics.
- Respondents were asked about the overall quality of products ordered, the timeliness of delivery, and experiences with correcting problems.
- Results presented in this section indicate levels of satisfaction with the quality of products, including the Presidential Memorial Certificate; the ordering process; the service provided by customer service representatives; the ease of finding information; and the amount of time to receive products.

Question 20 (NOK)/2.21 (FD). Please indicate your level of agreement with the following statement: The overall quality of the headstone, marker, or medallion I received from the VA was excellent.

Performance Target: 96%

ALL RESPONDENTS



Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	4899	66.9%	1.3%	27.4%	4.6%	0.7%	0.4%
2019	4974	65.6%	1.2%	27.2%	5.7%	0.8%	0.7%
2018	4806	64.4%	NA	29.3%	5.1%	0.8%	0.4%

Question 20 (NOK)/2.21 (FD). Please indicate your level of agreement with the following statement: The overall quality of the headstone, marker, or medallion I received from the VA was excellent.

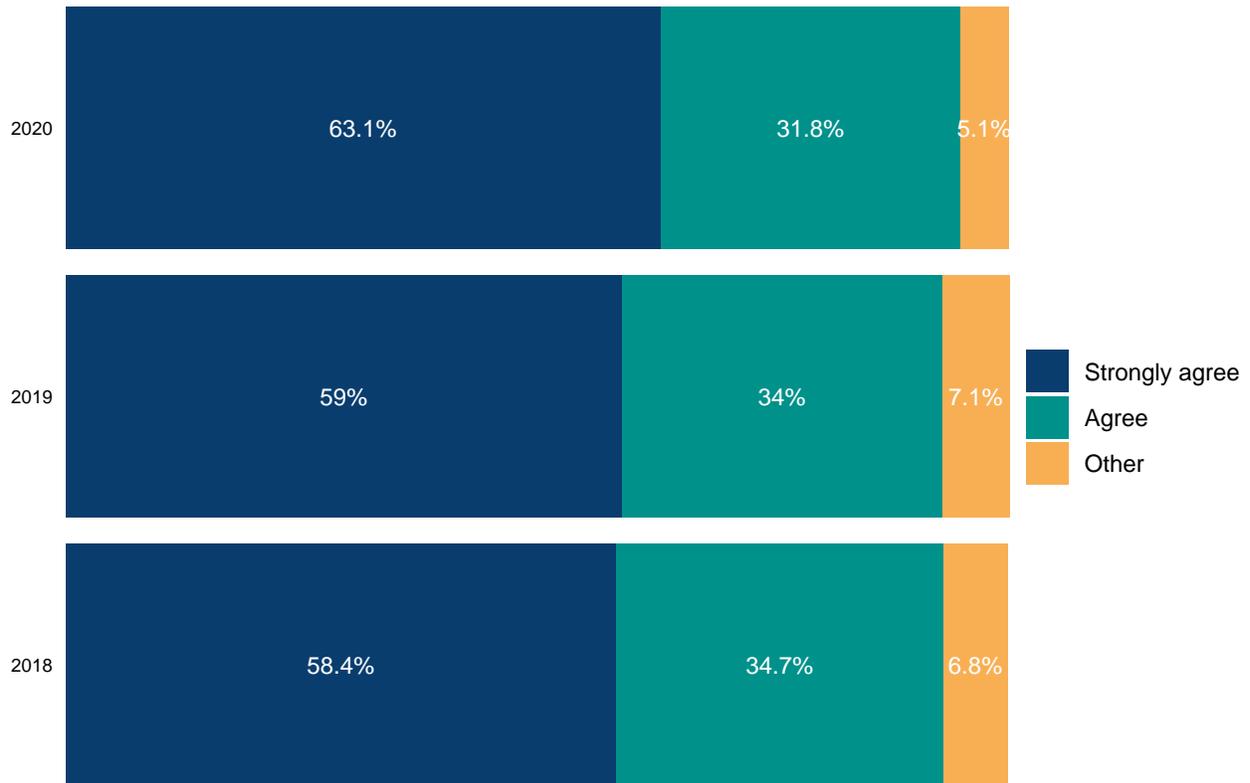
NEXT OF KIN



Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	2890	69.6%	-0.8%	24.3%	4.6%	0.9%	0.6%
2019	2877	70.4%	1%	22.2%	4.9%	1.3%	1.2%
2018	2585	69.4%	NA	24.7%	4%	1.1%	0.7%

Question 20 (NOK)/2.21 (FD). Please indicate your level of agreement with the following statement: The overall quality of the headstone, marker, or medallion I received from the VA was excellent.

FUNERAL DIRECTORS



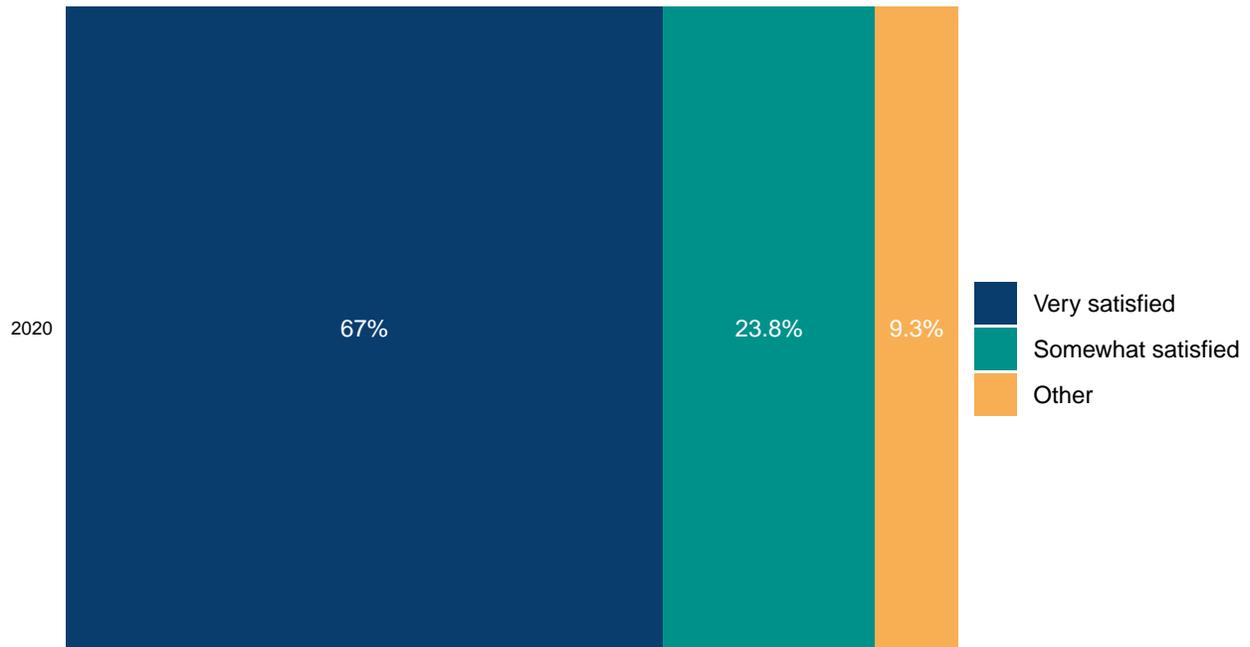
Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	2009	63.1%	4.1%	31.8%	4.5%	0.4%	0.1%
2019	2097	59%	0.6%	34%	6.7%	0.3%	0.1%
2018	2221	58.4%	NA	34.7%	6.3%	0.5%	0%

Question 22 (NOK). How satisfied were you with the quality of the certificate signed by the President of the United States honoring the Veteran’s service?

Only respondents that indicated “Yes - Requested and Received” or “Yes - Received but not requested” to Question 21 (NOK) received this question.

Strategic Measures Performance Target: 96%

NEXT OF KIN



n	Very satisfied	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied	Poor print quality	Name was misspelled	Envelope was bent/torn
1997	67%	23.8%	7.4%	0.6%	0.8%	0%	0.2%	0.2%

Note: Prior to 2020, this Question wording was: “Please indicate your level of agreement with the following statement: The overall quality (i.e., craftsmanship, not damaged, correct spelling, etc.) of the Presidential Memorial Certificate (PMC) I received from the VA was excellent.” Because the question wording and response scale changed in 2020, the current year’s results cannot be compared to previous years.

Question 7 (NOK)/2.4 (FD). How satisfied were/are you with the process you used to order the headstone(s), marker(s), or medallion(s)?

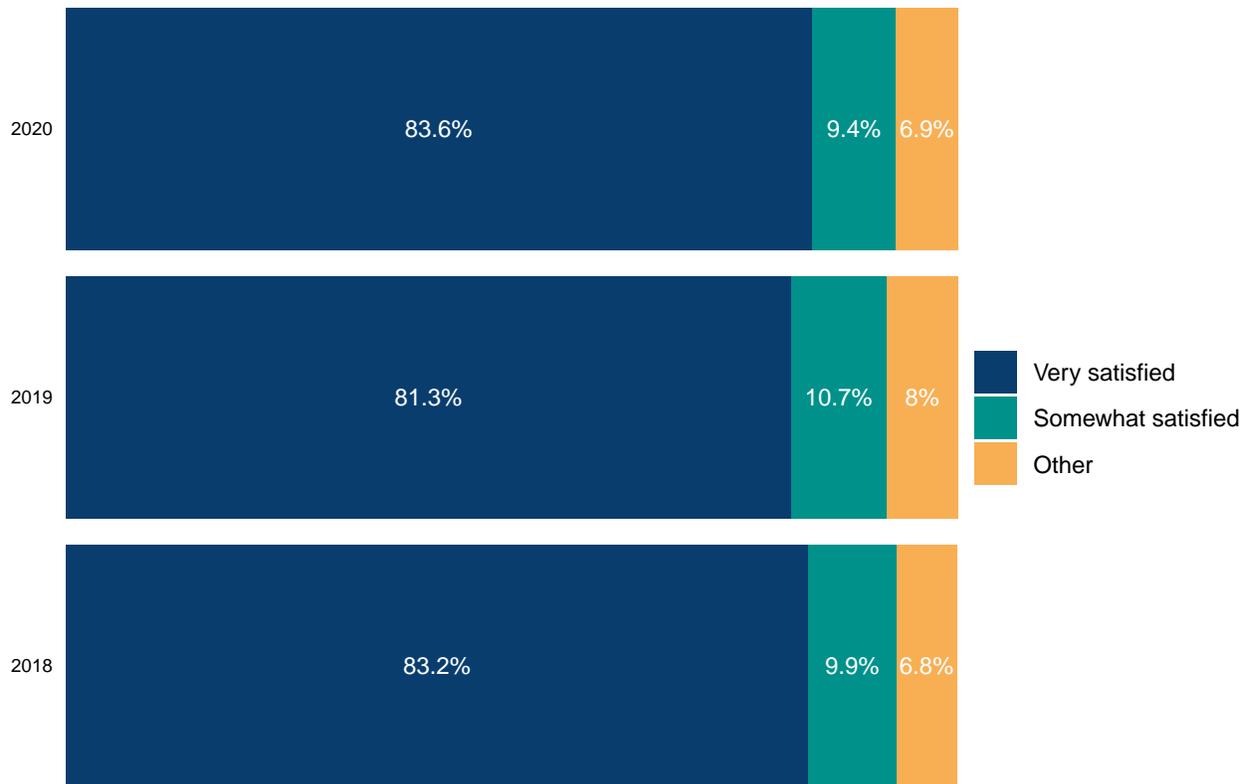
ALL RESPONDENTS



Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
2020	4679	76.7%	1%	15.8%	4.5%	1.9%	1.1%
2019	5056	75.7%	1.4%	16.5%	4.3%	2%	1.5%
2018	4888	74.3%	NA	17.9%	4.8%	2.1%	0.9%

Question 7 (NOK)/2.4 (FD). How satisfied were/are you with the process you used to order the headstone(s), marker(s), or medallion(s)?

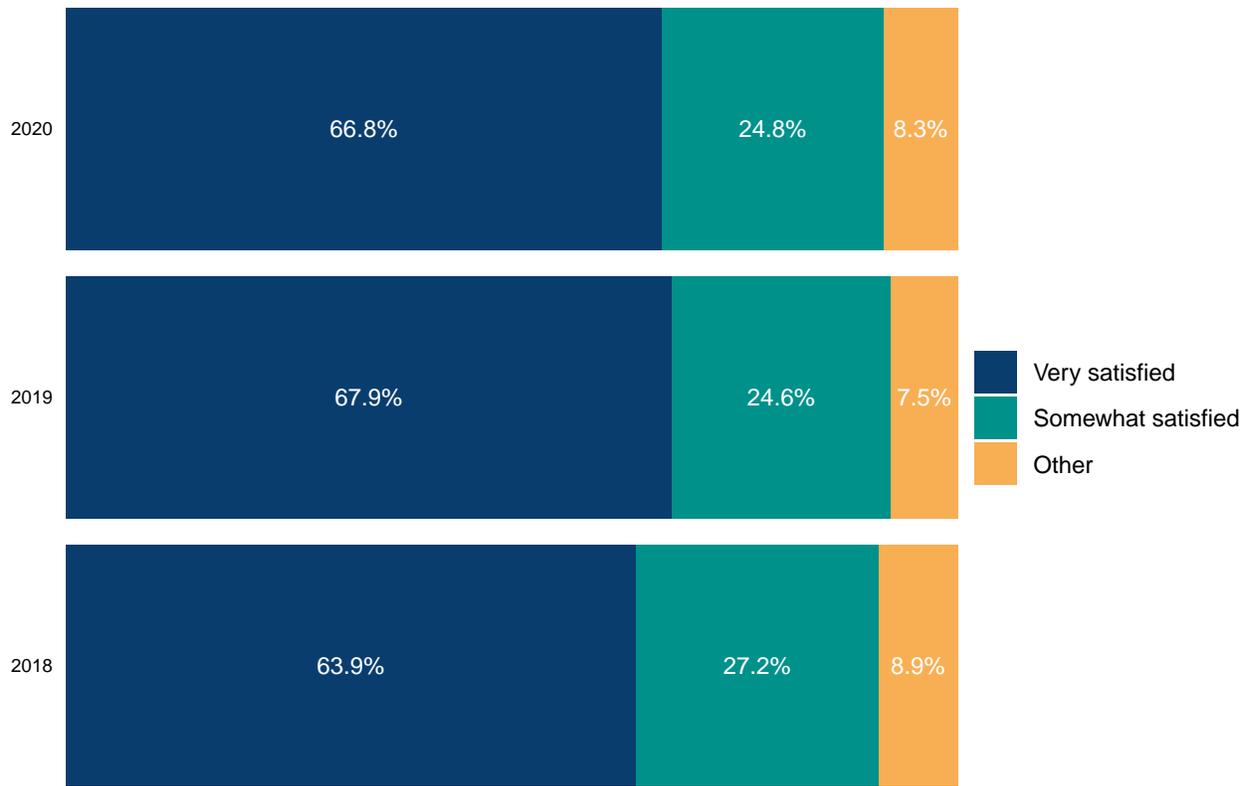
NEXT OF KIN



Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
2020	2737	83.6%	2.3%	9.4%	3.2%	2.1%	1.6%
2019	2932	81.3%	-1.9%	10.7%	3.5%	2.1%	2.4%
2018	2632	83.2%	NA	9.9%	3.4%	2.1%	1.3%

Question 7 (NOK)/2.4 (FD). How satisfied were/are you with the process you used to order the headstone(s), marker(s), or medallion(s)?

FUNERAL DIRECTORS

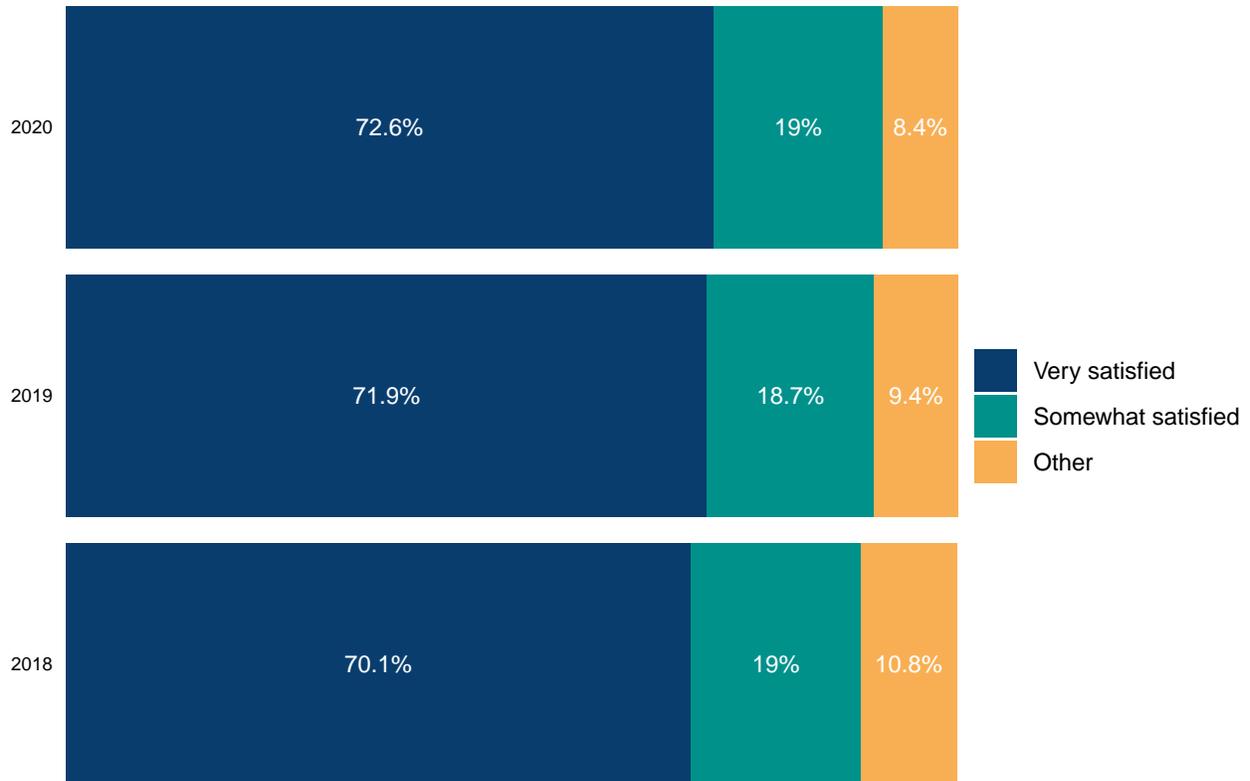


Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
2020	1942	66.8%	-1.1%	24.8%	6.4%	1.6%	0.4%
2019	2124	67.9%	4%	24.6%	5.5%	1.8%	0.2%
2018	2256	63.9%	NA	27.2%	6.5%	2%	0.4%

Question 11 (NOK)/2.8 (FD). How satisfied were you with the service you received from the NCA Customer Service representative?

Only respondents that indicated “Yes” or “Don’t Know” to Question 8 (NOK)/2.5 (FD) received this question.

ALL RESPONDENTS

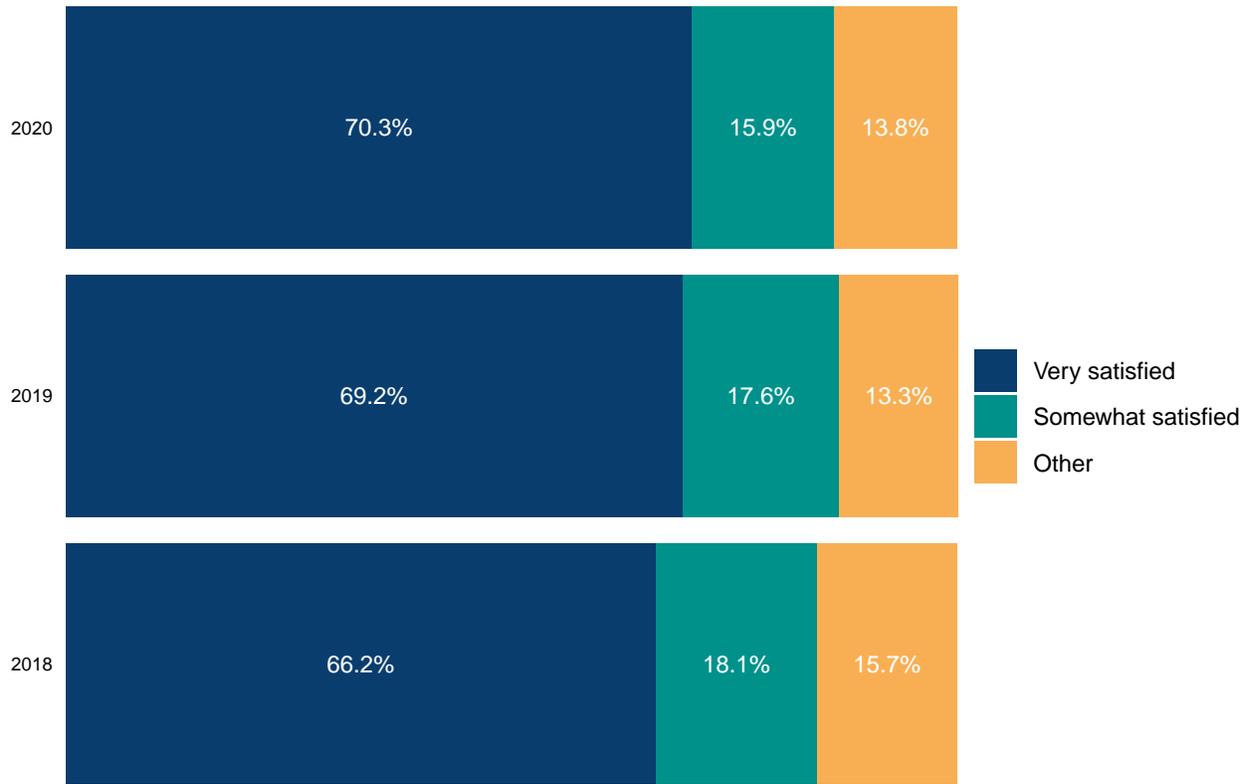


Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
2020	1034	72.6%	0.7%	19%	5.1%	2.2%	1.1%
2019	839	71.9%	1.8%	18.7%	5.6%	2.3%	1.5%
2018	830	70.1%	NA	19%	7%	2.5%	1.3%

Question 11 (NOK)/2.8 (FD). How satisfied were you with the service you received from the NCA Customer Service representative?

Only respondents that indicated “Yes” or “Don’t Know” to Question 8(NOK)/2.5(FD) received this question.

NEXT OF KIN

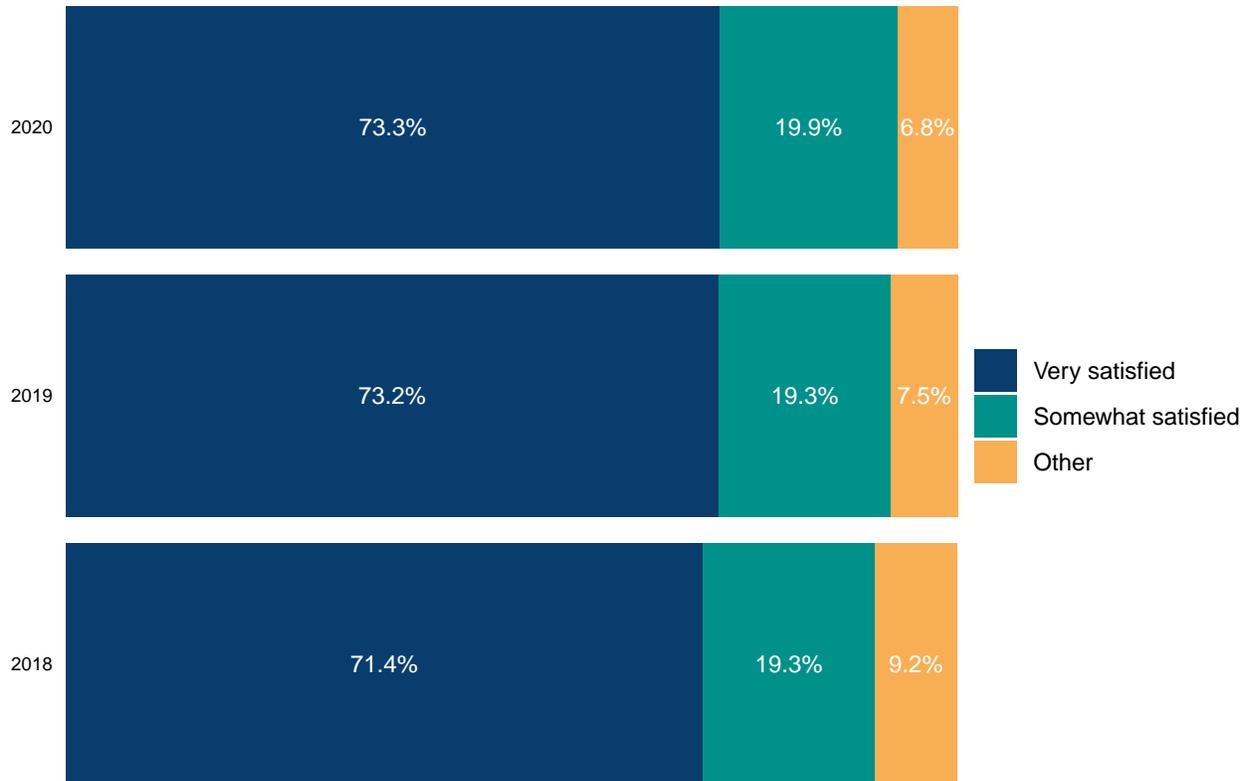


Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
2020	239	70.3%	1.1%	15.9%	7.5%	2.9%	3.4%
2019	279	69.2%	3%	17.6%	7.2%	3.2%	2.9%
2018	204	66.2%	NA	18.1%	10.3%	4.4%	1%

Question 11 (NOK)/2.8 (FD). How satisfied were you with the service you received from the NCA Customer Service representative?

Only respondents that indicated “Yes” or “Don’t Know” to Question 8 (NOK)/2.5 (FD) received this question.

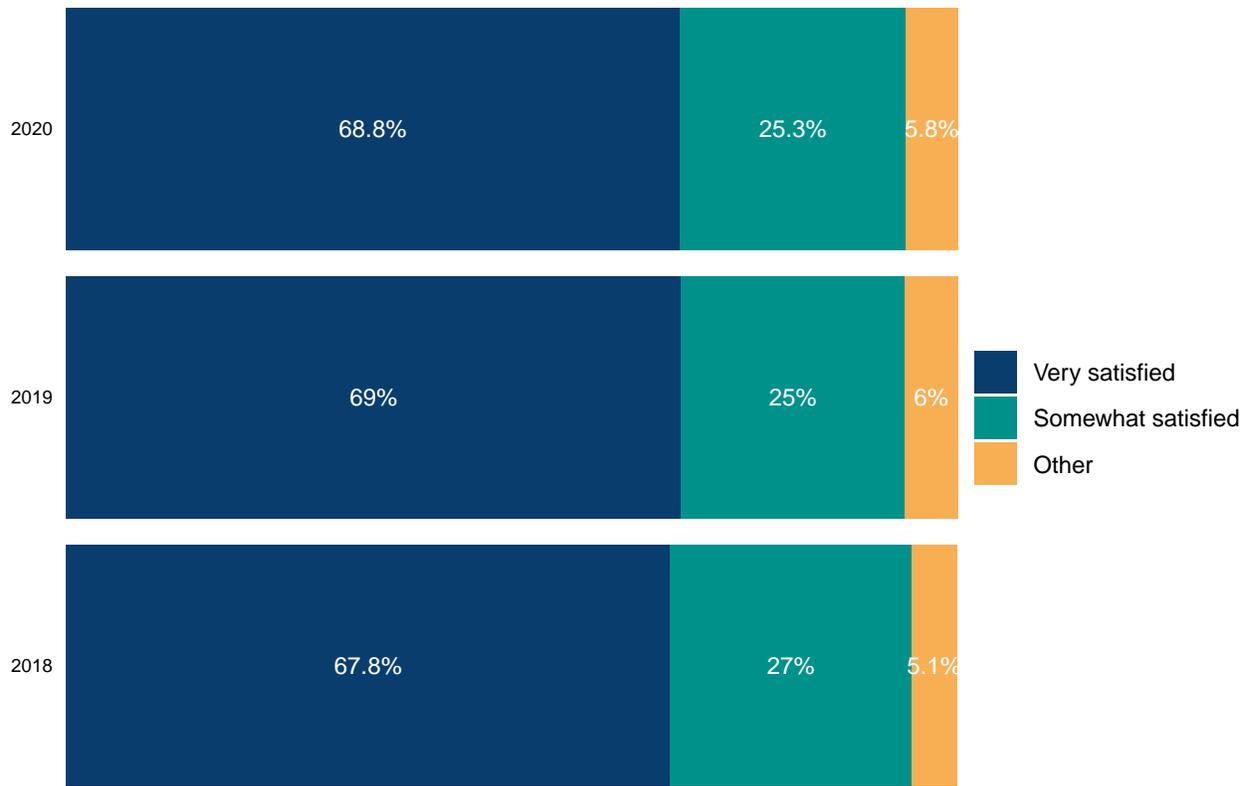
FUNERAL DIRECTORS



Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
2020	795	73.3%	0.1%	19.9%	4.4%	2%	0.4%
2019	560	73.2%	1.8%	19.3%	4.8%	1.8%	0.9%
2018	626	71.4%	NA	19.3%	5.9%	1.9%	1.4%

Question 14 (NOK)/2.11 (FD). How satisfied were you with the ease of finding the information you were looking for on the VA’s website?

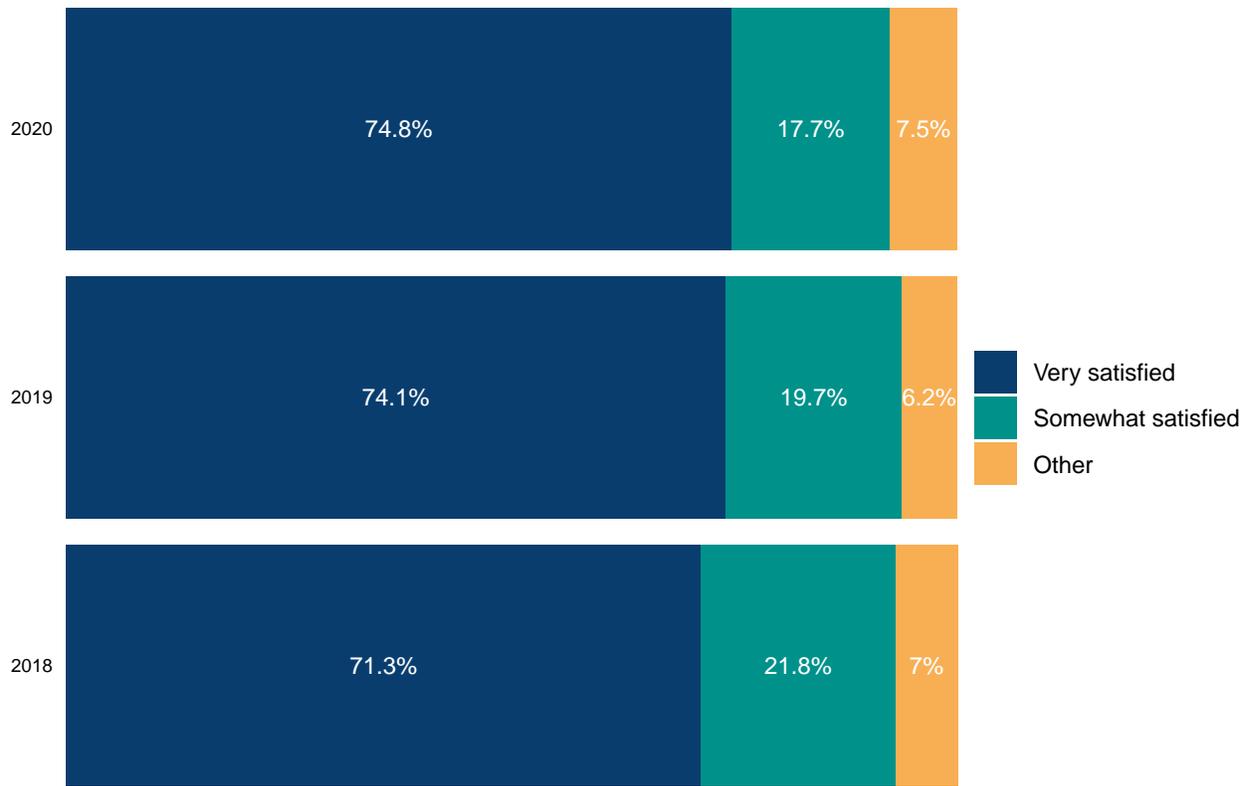
ALL RESPONDENTS



Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
2020	1351	68.8%	-0.2%	25.3%	4.6%	1%	0.2%
2019	1227	69%	1.2%	25%	4.6%	1.1%	0.3%
2018	1174	67.8%	NA	27%	3.9%	0.9%	0.3%

Question 14 (NOK)/2.11 (FD). How satisfied were you with the ease of finding the information you were looking for on the VA’s website?

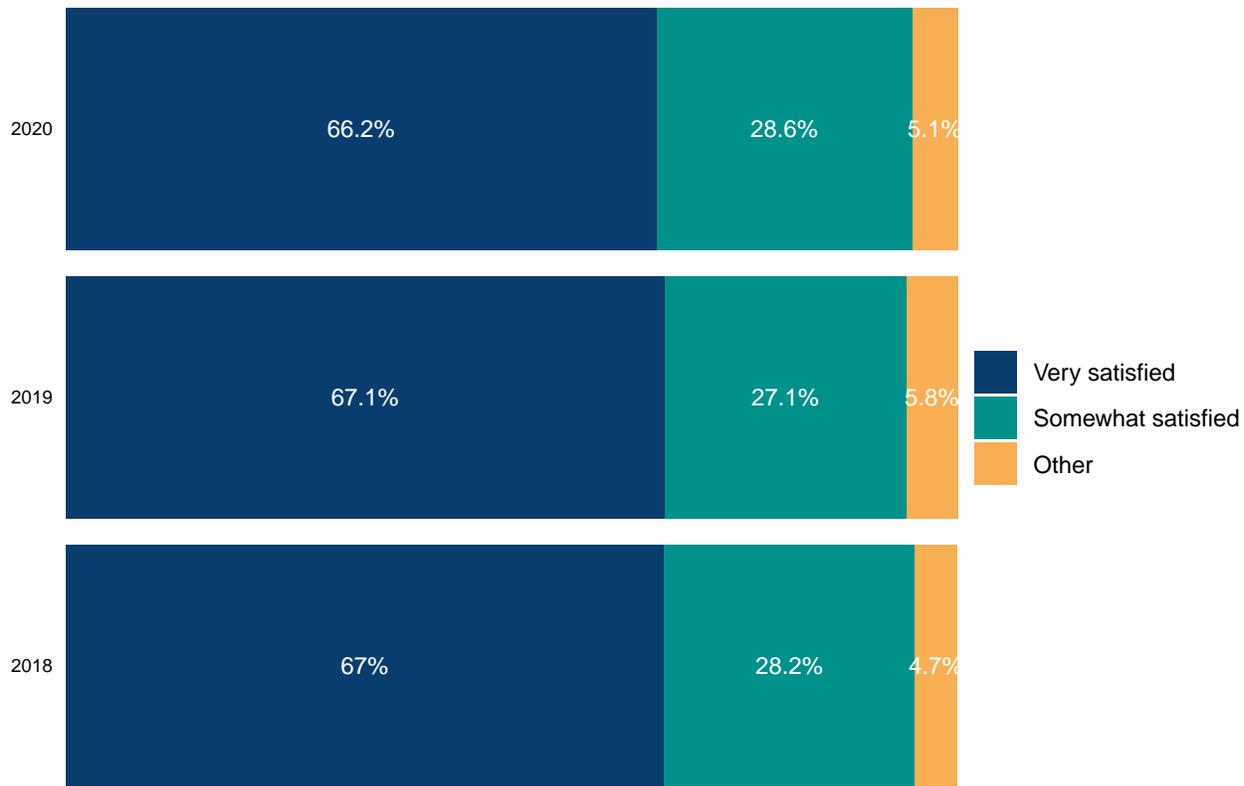
NEXT OF KIN



Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
2020	412	74.8%	0.7%	17.7%	5.3%	1.7%	0.5%
2019	340	74.1%	2.8%	19.7%	4.4%	0.9%	0.9%
2018	216	71.3%	NA	21.8%	5.6%	0.9%	0.5%

Question 14 (NOK)/2.11 (FD). How satisfied were you with the ease of finding the information you were looking for on the VA’s website?

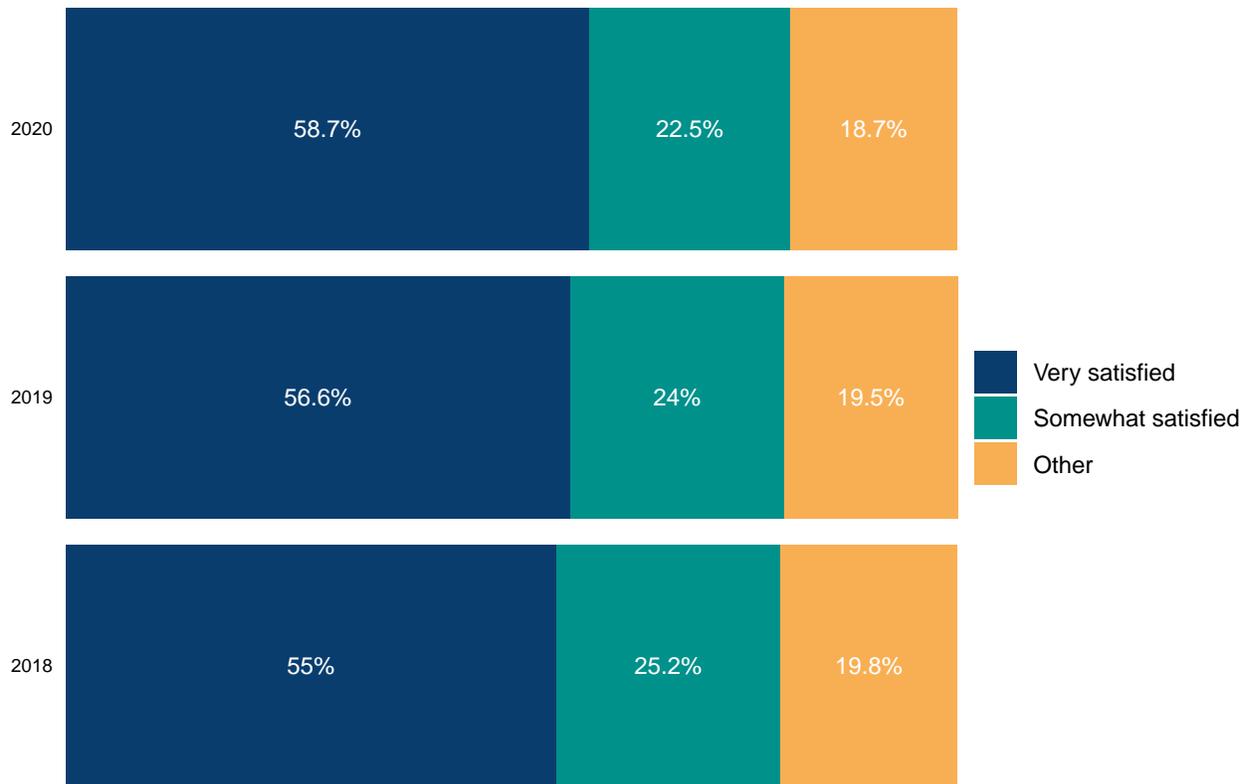
FUNERAL DIRECTORS



Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
2020	939	66.2%	-0.9%	28.6%	4.3%	0.8%	0.1%
2019	887	67.1%	0.1%	27.1%	4.6%	1.1%	0.1%
2018	958	67%	NA	28.2%	3.5%	0.9%	0.3%

Question 18 (NOK)/2.15 (FD). How satisfied are/were you with the amount of time it takes/took to receive the headstone, marker, or medallion/VA markers?

ALL RESPONDENTS



Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
2020	4758	58.7%	2.1%	22.5%	12%	4.2%	2.6%
2019	5035	56.6%	1.6%	24%	12.1%	4.7%	2.7%
2018	4812	55%	NA	25.2%	13.5%	4.1%	2.2%

Question 18 (NOK)/2.15 (FD). How satisfied are/were you with the amount of time it takes/took to receive the headstone, marker, or medallion/VA markers?

NEXT OF KIN



Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
2020	2815	64.8%	3.9%	16.9%	9.7%	4.9%	3.7%
2019	2922	60.9%	-3%	18.8%	10.3%	5.9%	4.1%
2018	2583	63.9%	NA	18.2%	10.1%	4.6%	3.3%

Question 18 (NOK)/2.15 (FD). How satisfied are/were you with the amount of time it takes/took to receive the headstone, marker, or medallion/VA markers?

FUNERAL DIRECTORS

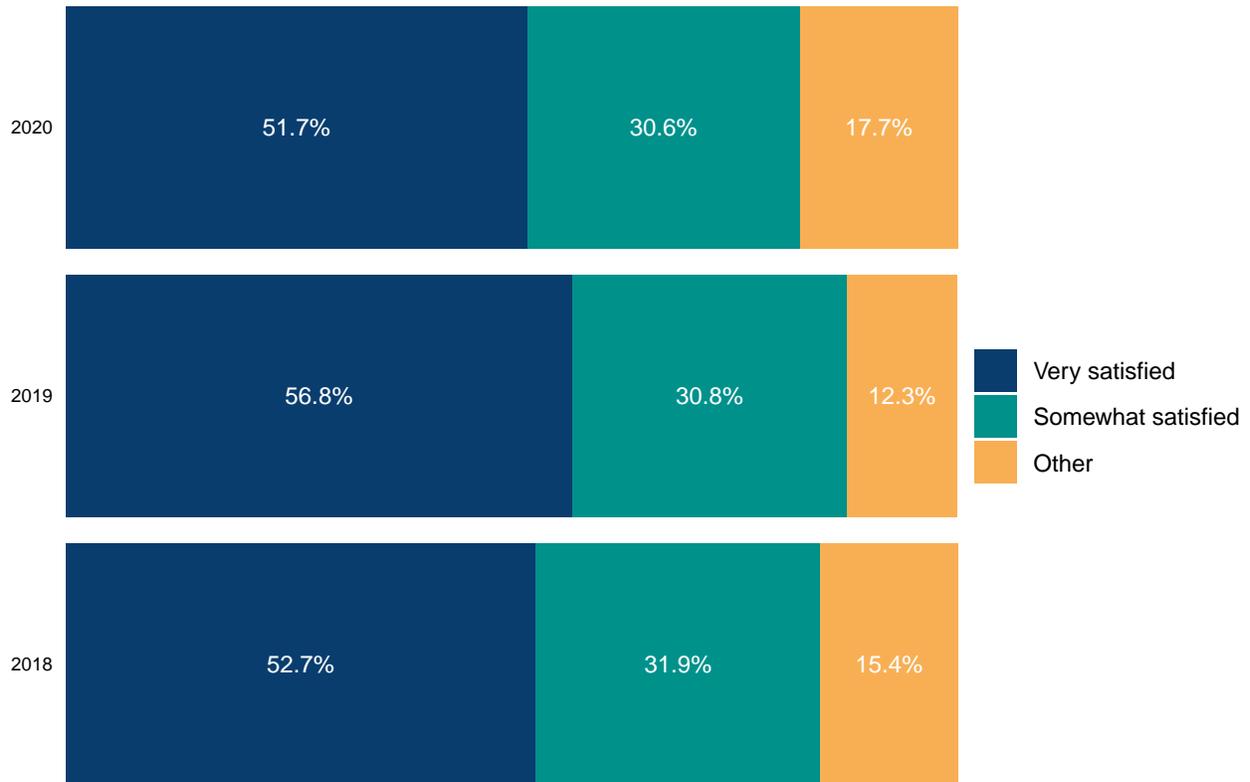


Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
2020	1943	50%	-0.6%	30.7%	15.3%	3.1%	0.9%
2019	2113	50.6%	5.9%	31.2%	14.5%	3%	0.7%
2018	2229	44.7%	NA	33.5%	17.4%	3.5%	0.9%

Question 2.19 (FD). How satisfied are you with the timeliness in which problems have been corrected?

Only respondents that indicated “Yes” to Question 2.16 (FD) received this question.

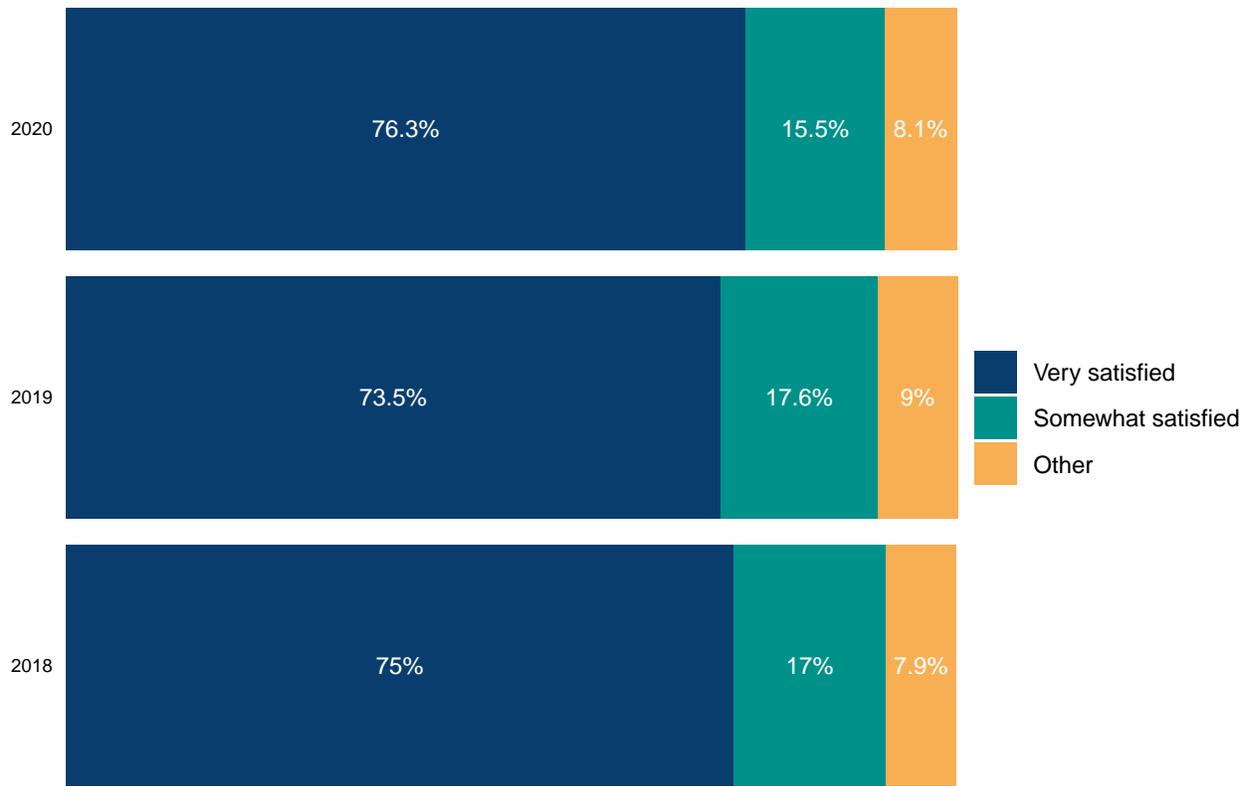
FUNERAL DIRECTORS



Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
2020	288	51.7%	-5.1%	30.6%	9.4%	5.2%	3.1%
2019	623	56.8%	4.1%	30.8%	8%	2.4%	1.9%
2018	620	52.7%	NA	31.9%	9.7%	3.4%	2.3%

Question 23 (NOK)/2.25 (FD). Overall, how satisfied were you with your experiences with these VA Memorial Products Service products and services?

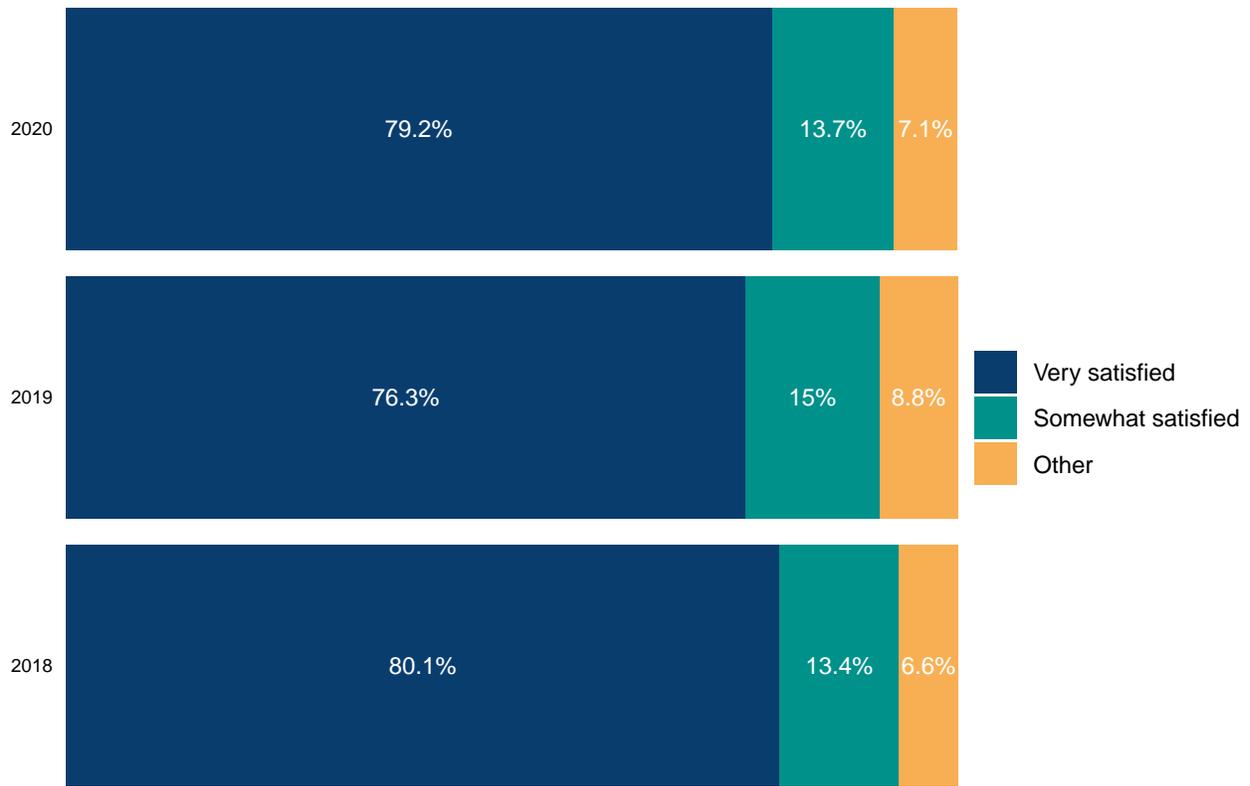
ALL RESPONDENTS



Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
2020	4899	76.3%	2.8%	15.5%	6.4%	1.1%	0.6%
2019	4945	73.5%	-1.5%	17.6%	6.2%	1.7%	1.1%
2018	4777	75%	NA	17%	6.1%	1.3%	0.5%

Question 23 (NOK)/2.25 (FD). Overall, how satisfied were you with your experiences with these VA Memorial Products Service products and services?

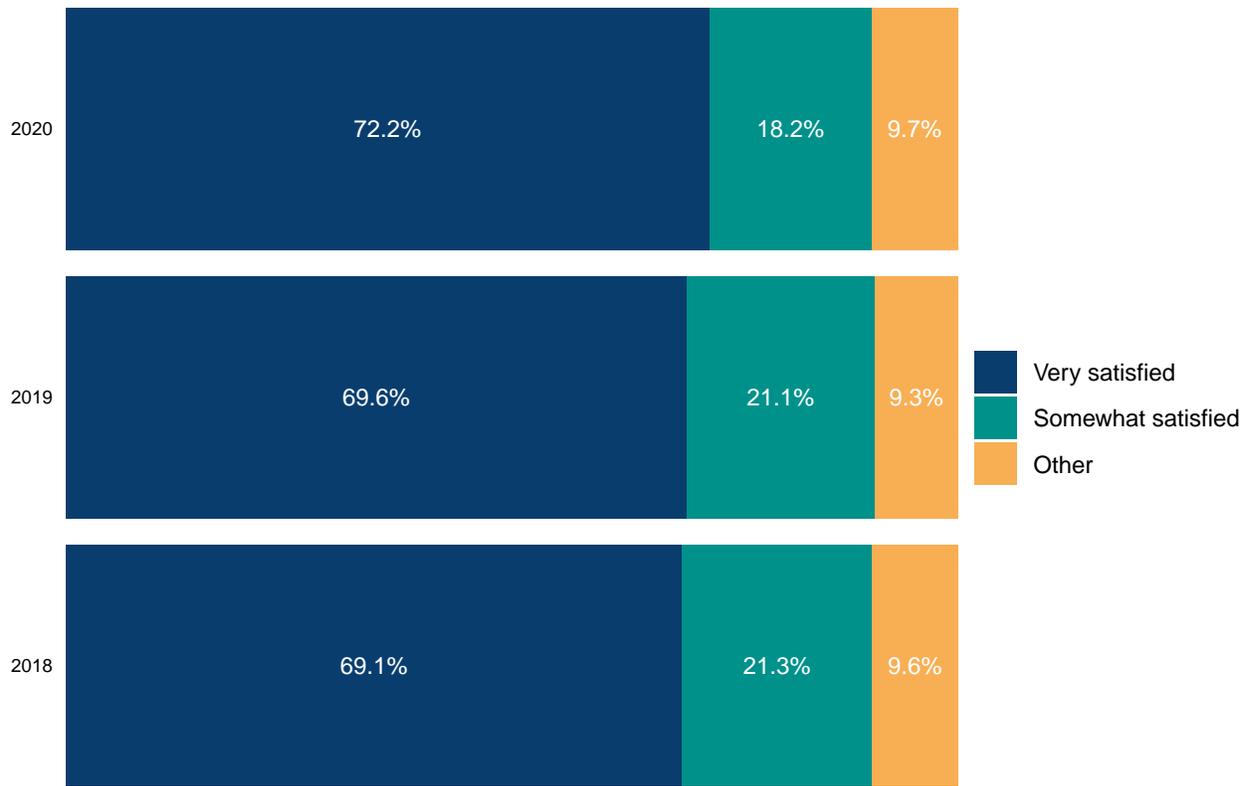
NEXT OF KIN



Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
2020	2890	79.2%	2.9%	13.7%	4.7%	1.4%	0.9%
2019	2885	76.3%	-3.8%	15%	5.1%	2.3%	1.4%
2018	2590	80.1%	NA	13.4%	4.1%	1.7%	0.8%

Question 23 (NOK)/2.25 (FD). Overall, how satisfied were you with your experiences with these VA Memorial Products Service products and services?

FUNERAL DIRECTORS



Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
2020	2009	72.2%	2.6%	18.2%	8.9%	0.6%	0.2%
2019	2060	69.6%	0.5%	21.1%	7.7%	0.9%	0.7%
2018	2187	69.1%	NA	21.3%	8.5%	0.9%	0.2%

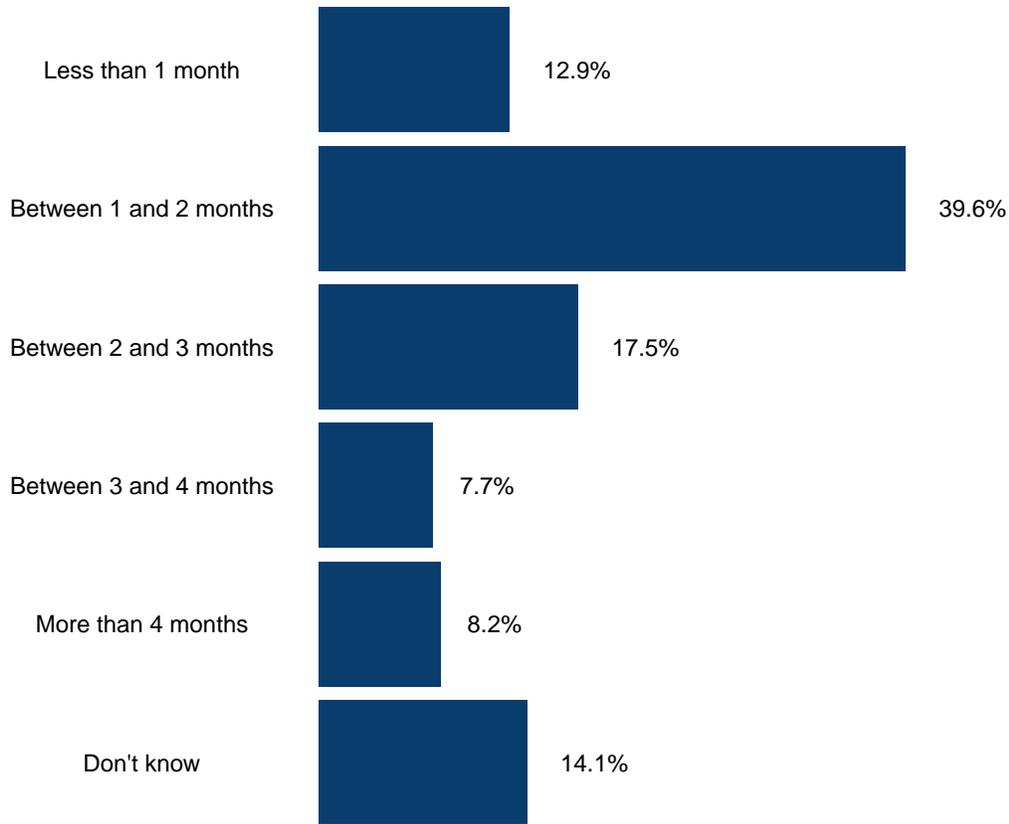
Satisfaction with Headstone/ Marker/ Medallion Ordering Process

Section Description

- This section presents survey findings from next of kin and funeral directors on their satisfaction with VA customer service in the ordering process of headstones, markers and medallions.
- Respondents were asked about their knowledge about benefits, assistance received during ordering, and how they ordered the product.
- Results presented in this section provide information about the usage of the ordering process of headstones, markers, and medallions.

Question 17 (NOK)/2.14 (FD). About how long after ordering the headstone, marker, or medallion did it arrive?

ALL RESPONDENTS

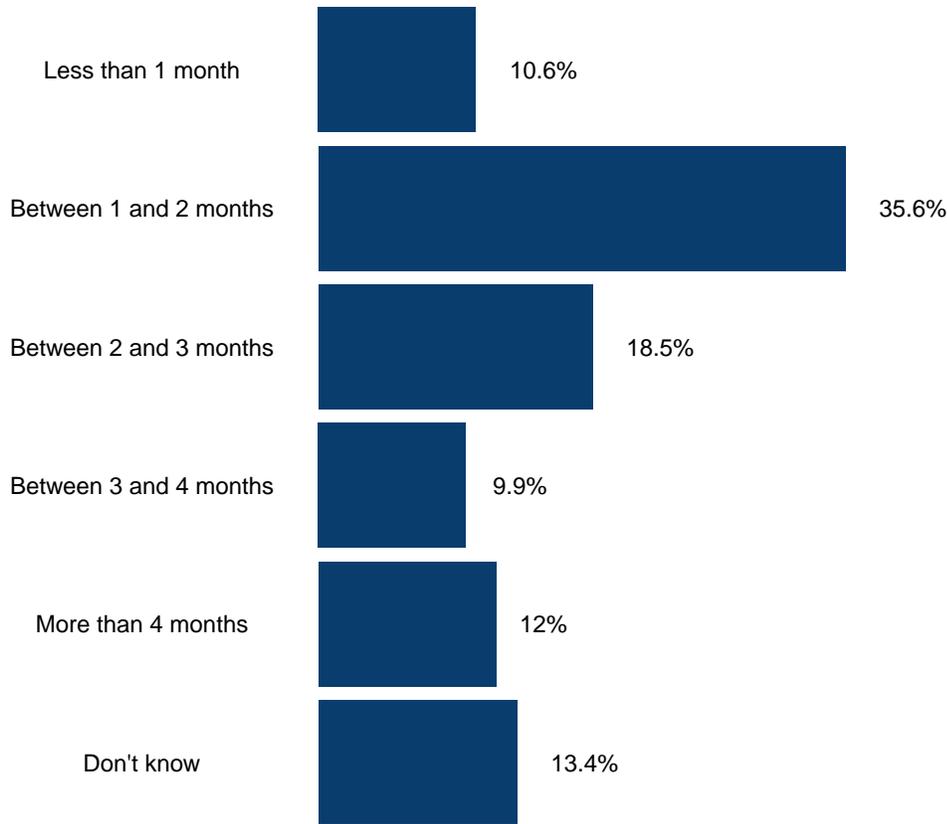


Year	n	Less than 1 month	Between 1 and 2 months	Between 2 and 3 months	Between 3 and 4 months	More than 4 months	Don't know
2020	4743	12.9%	39.6%	17.5%	7.7%	8.2%	14.1%

Note: the answer choices for this question in the 2019 survey were different from this year's, and therefore, the results cannot be compared.

Question 17 (NOK)/2.14 (FD). About how long after ordering the headstone, marker, or medallion did it arrive?

NEXT OF KIN

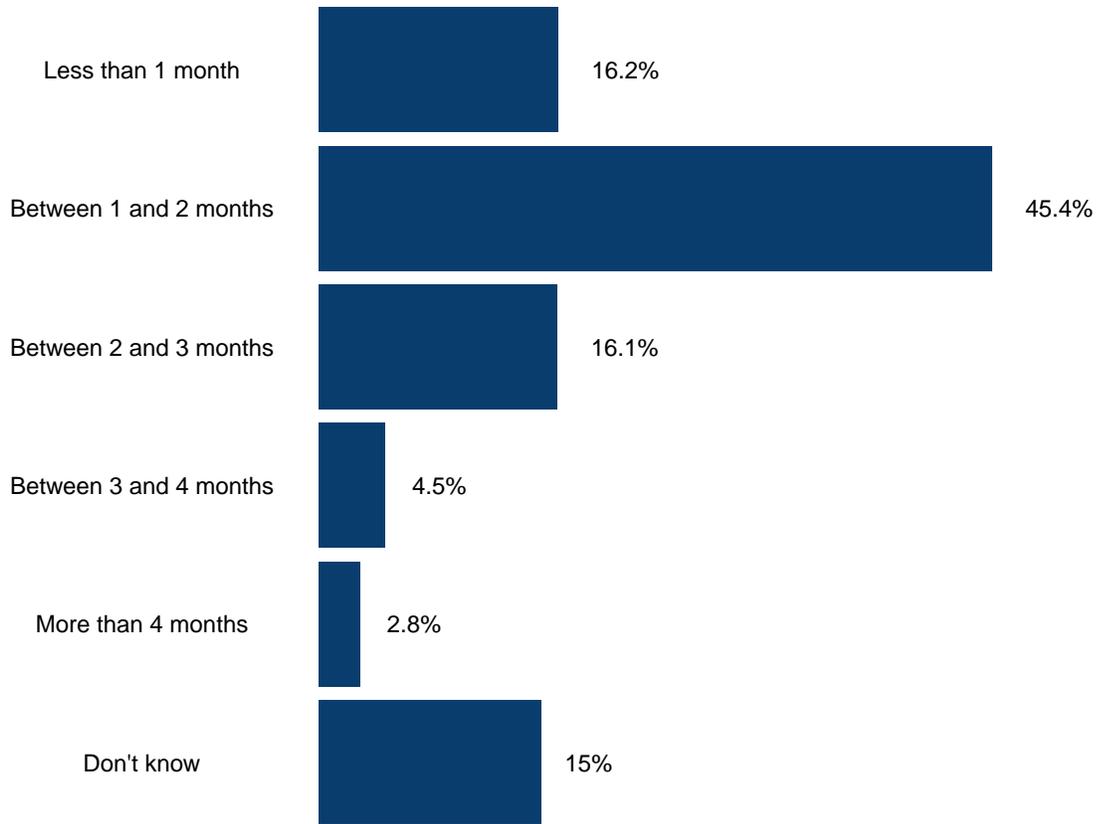


Year	n	Less than 1 month	Between 1 and 2 months	Between 2 and 3 months	Between 3 and 4 months	More than 4 months	Don't know
2020	2806	10.6%	35.6%	18.5%	9.9%	12%	13.4%

Note: the answer choices for this question in the 2019 survey were different from this year's, and therefore, the results cannot be compared.

Question 17 (NOK)/2.14 (FD). About how long after ordering the headstone, marker, or medallion did it arrive?

FUNERAL DIRECTORS

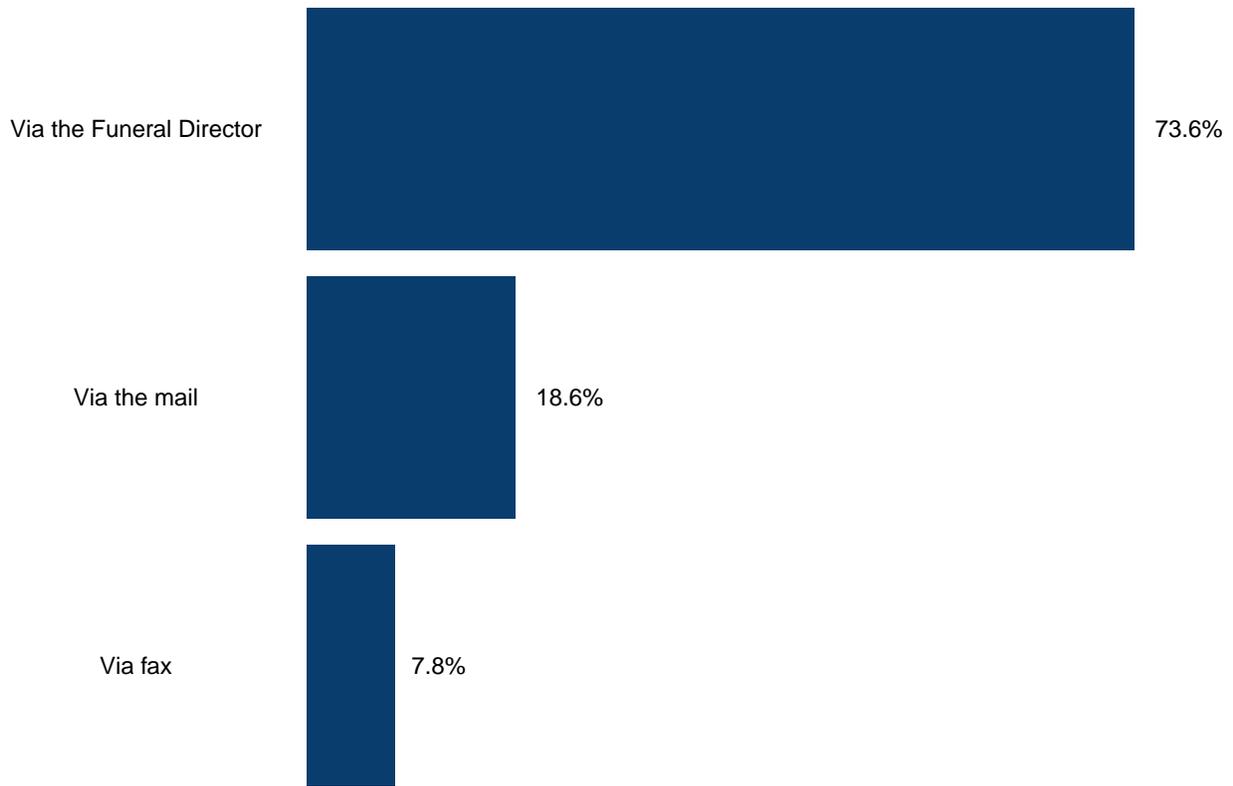


Year	n	Less than 1 month	Between 1 and 2 months	Between 2 and 3 months	Between 3 and 4 months	More than 4 months	Don't know
2020	1937	16.2%	45.4%	16.1%	4.5%	2.8%	15%

Note: the answer choices for this question in the 2019 survey were different from this year's, and therefore, the results cannot be compared.

**Question 6 (NOK). How did you order the headstone, marker, or medallion?
(Mark only one)**

NEXT OF KIN

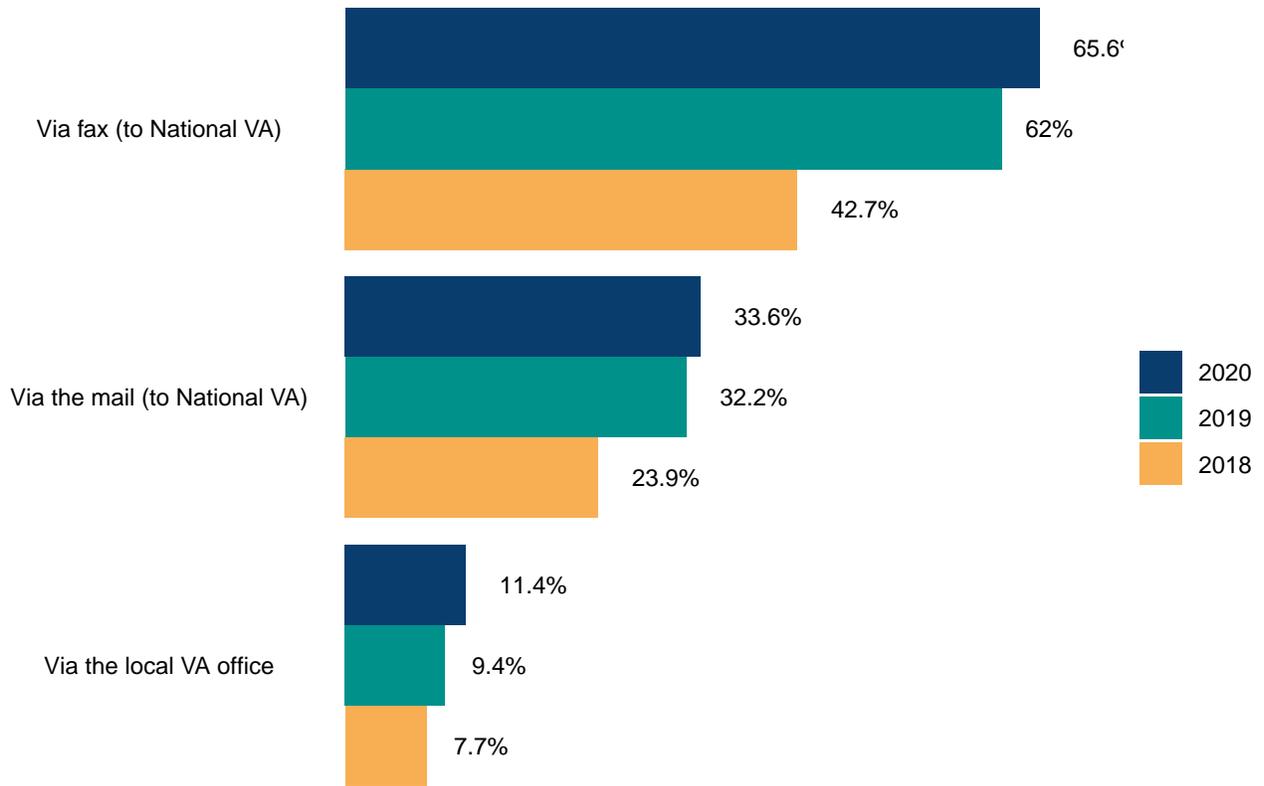


Year	n	Via fax	Via the Funeral Director	Via the mail
2020	2344	7.8%	73.6%	18.6%

Note: the answer choices for this question in the 2019 survey were different from this year's, and therefore, the results cannot be compared.

Question 2.3 (FD). How do you typically order VA headstones, markers, or medallions? (Mark all that apply)

FUNERAL DIRECTORS

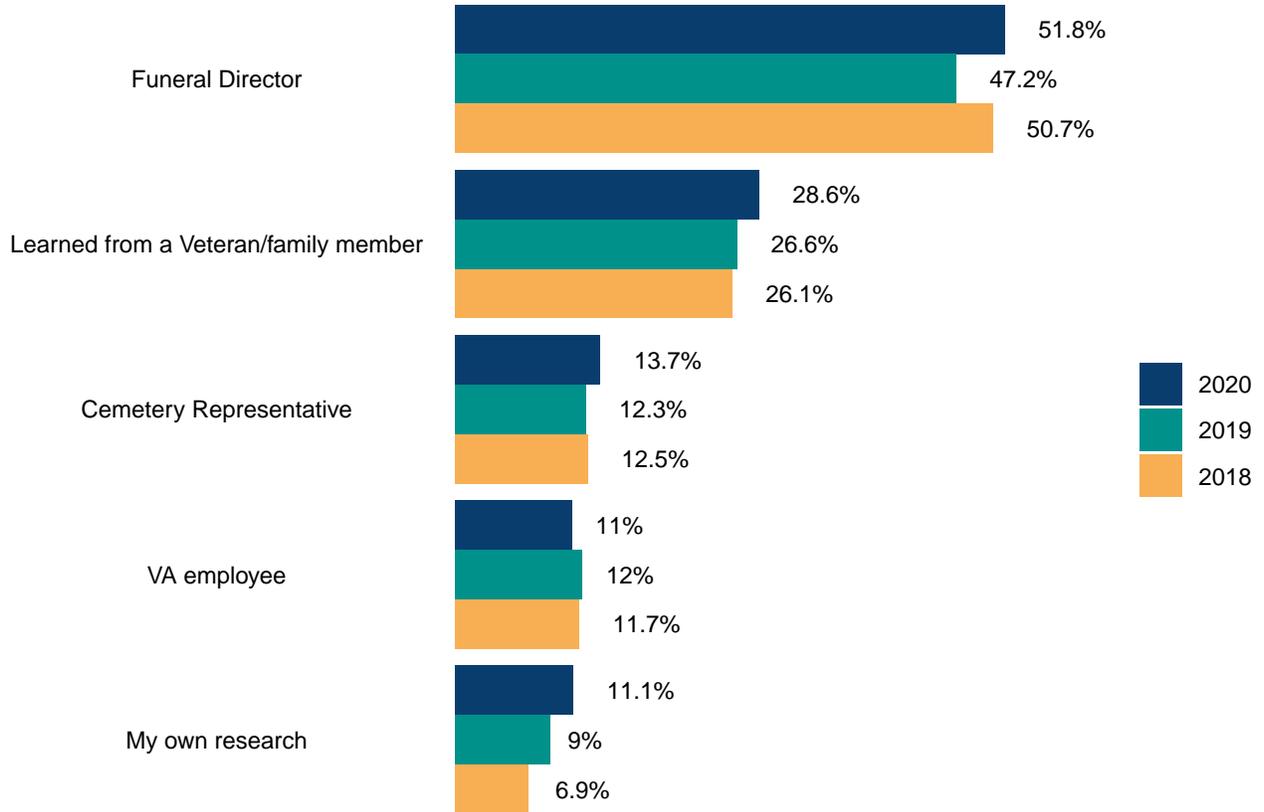


Year	n
2020	1925
2019	2167
2018	2792

Note: As respondents could select more than one response option, percentages may not sum to 100.

Question 1 (NOK). How did you learn about the headstone, marker, or medallion benefit provided by the VA? (Mark all that apply)

NEXT OF KIN

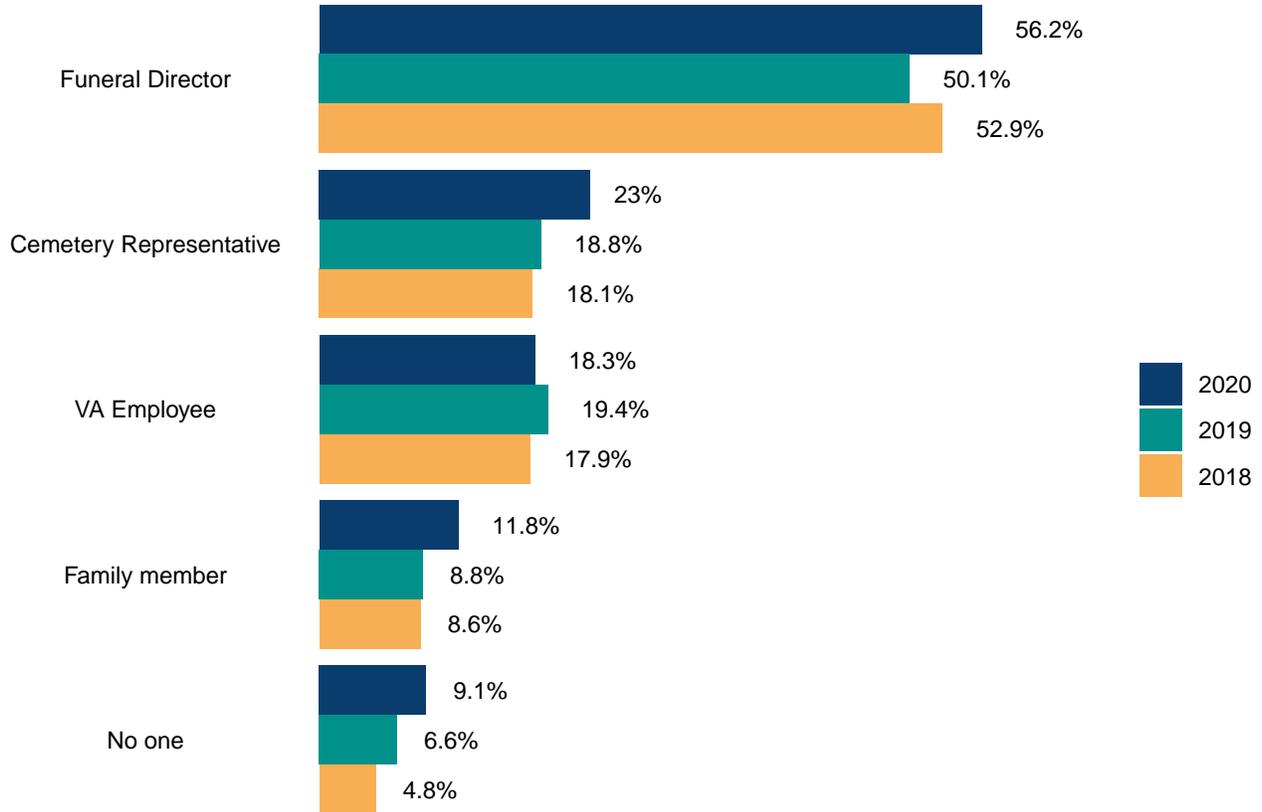


Year	n
2020	2742
2019	2949
2018	2643

Note: As respondents could select more than one response option, percentages may not sum to 100.

**Question 5 (NOK). Who helped you with ordering the headstone/marker/medallion?
(Mark all that apply)**

NEXT OF KIN

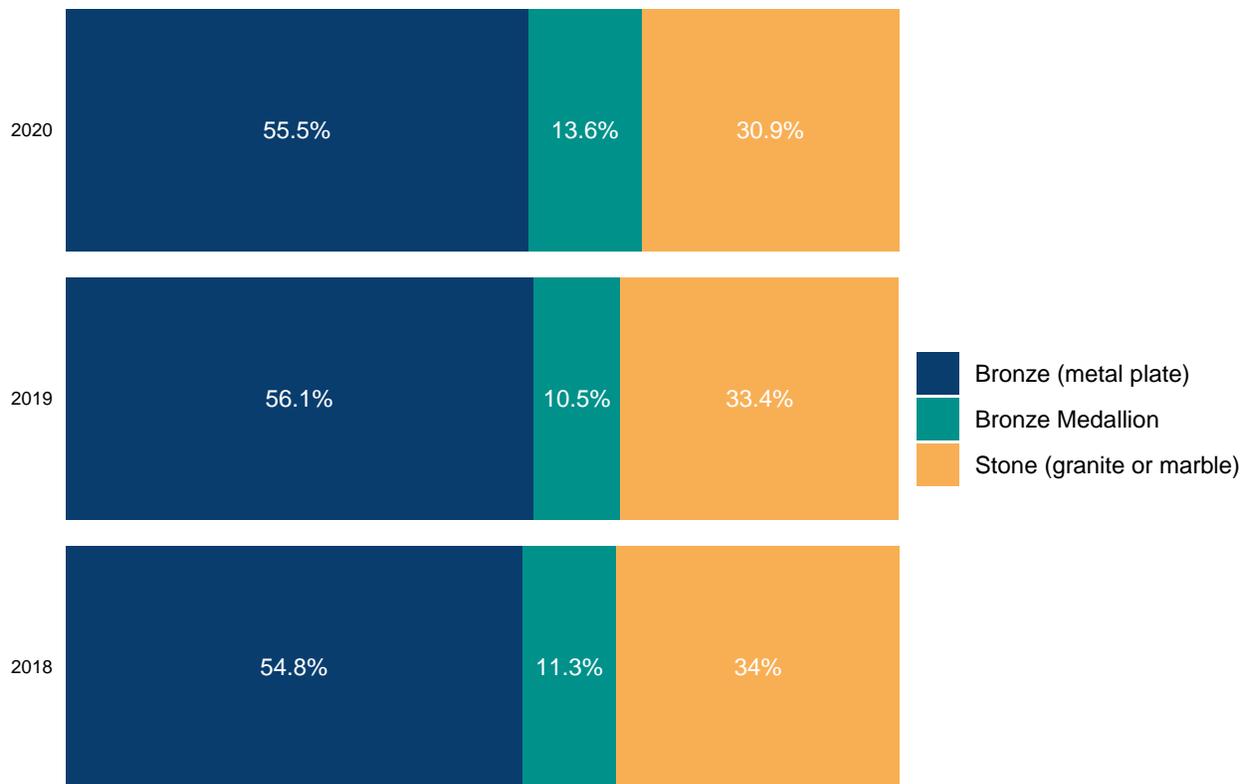


Year	n
2020	2796
2019	3010
2018	2555

Note: As respondents could select more than one response option, percentages may not sum to 100.

Question 2 (NOK). What type of headstone, marker, or medallion did you order?

NEXT OF KIN

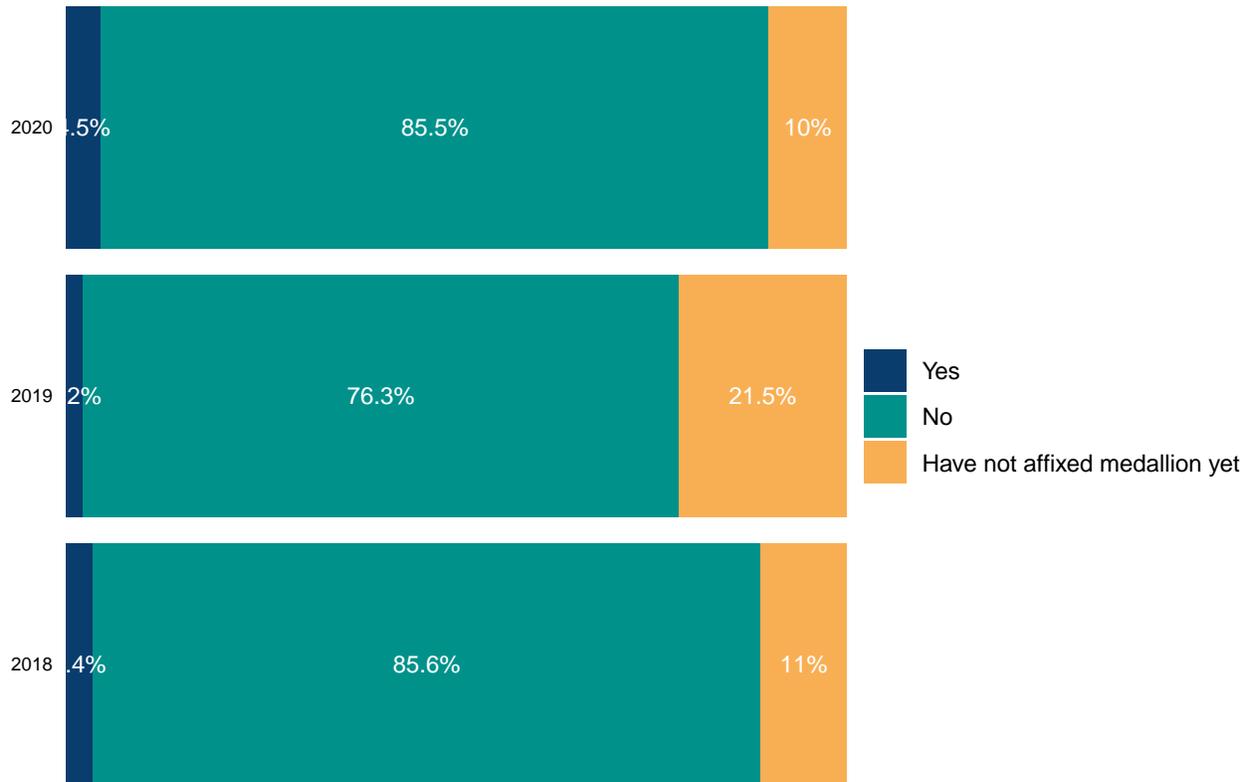


Year	n	Bronze (metal plate)	Bronze Medallion	Stone (granite or marble)
2020	2696	55.5%	13.6%	30.9%
2019	2864	56.1%	10.5%	33.4%
2018	2546	54.8%	11.3%	34%

Question 3 (NOK). Did you have any problems while affixing the bronze medallion to the headstone or markers?

Only respondents that indicated “Bronze Medallion” to Question 2 (MPS) received this question.

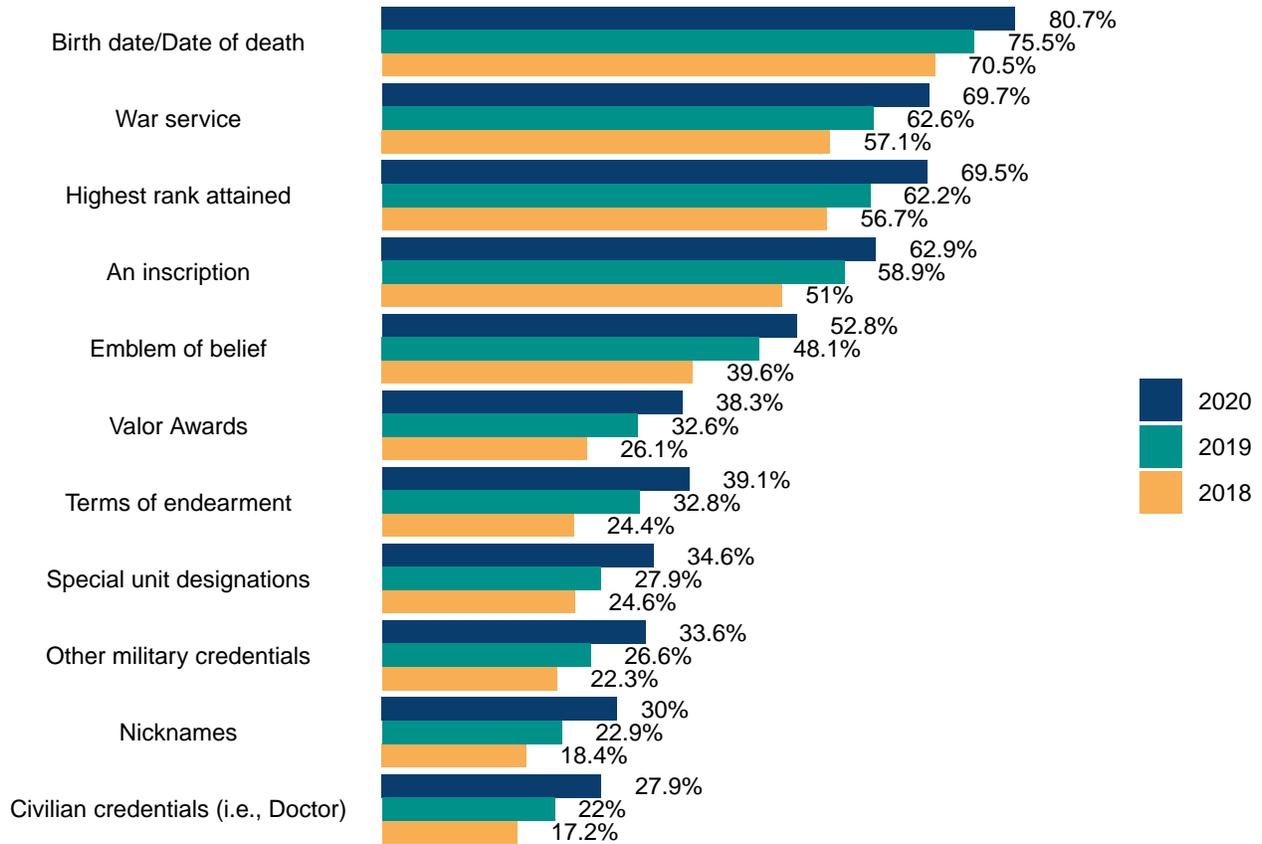
NEXT OF KIN



Year	n	Yes	No	Have not affixed medallion yet
2020	331	4.5%	85.5%	10%
2019	279	2.2%	76.3%	21.5%
2018	263	3.4%	85.6%	11%

Question 15 (NOK). When you were applying for the headstone, marker, or medallion, were you aware that the following items could be added to the headstone, marker, or medallion? (Mark all that apply)

NEXT OF KIN

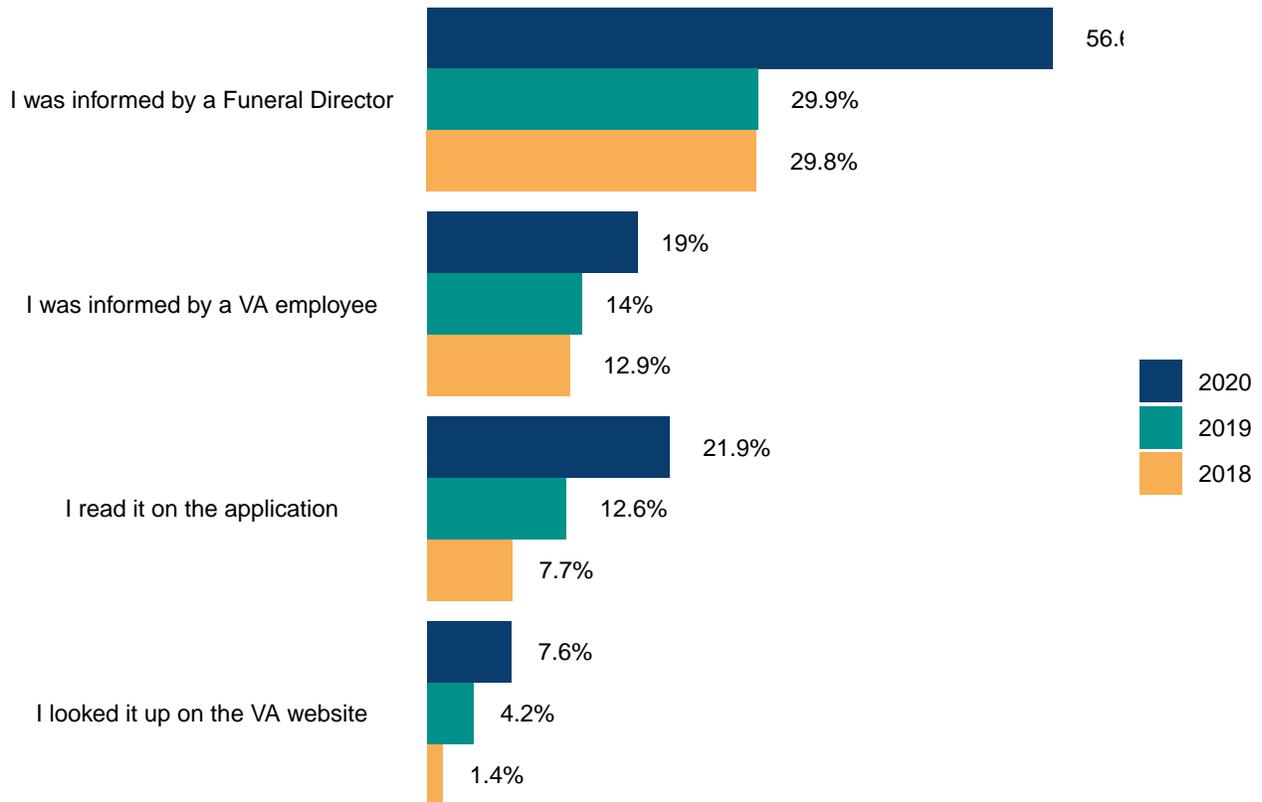


Response	n (2020)	% Yes (2020)	n (2019)	% Yes (2019)	n (2018)	% Yes (2018)
Birth date/Date of death	2648	80.70	1947	75.5	1589	70.5
War service	2513	69.72	1616	62.6	1287	57.1
Highest rank attained	2559	69.52	1606	62.2	1277	56.7
An inscription	2566	62.94	1519	58.9	1150	51.0
Emblem of belief	2423	52.83	1241	48.1	893	39.6
Valor Awards	2307	38.27	840	32.6	588	26.1
Terms of endearment	2355	39.15	845	32.8	549	24.4
Special unit designations	2313	34.59	720	27.9	554	24.6
Other military credentials	2311	33.58	685	26.6	503	22.3
Nicknames	2303	29.96	591	22.9	415	18.4
Civilian credentials (i.e., Doctor)	2288	27.93	567	22.0	388	17.2

Note: As respondents could select more than one response option, percentages may not sum to 100.

Question 16 (NOK). If you were aware of the availability of an inscription, how did you learn about what could be included in the inscription? (Mark all that apply)

NEXT OF KIN

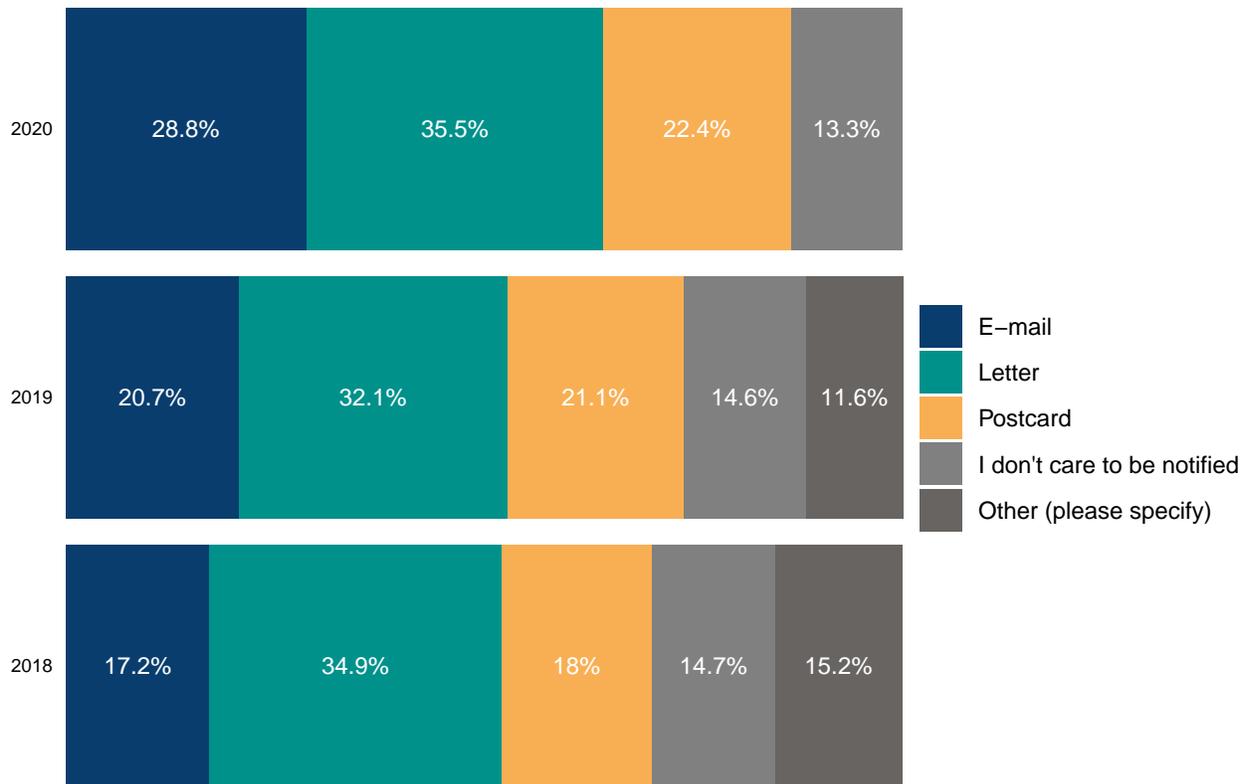


Year	n
2020	1997
2019	2981
2018	2555

Note: As respondents could select more than one response option, percentages may not sum to 100.

Question 19 (NOK). How would you have preferred to be notified about the delivery status of your headstone, marker or medallion?

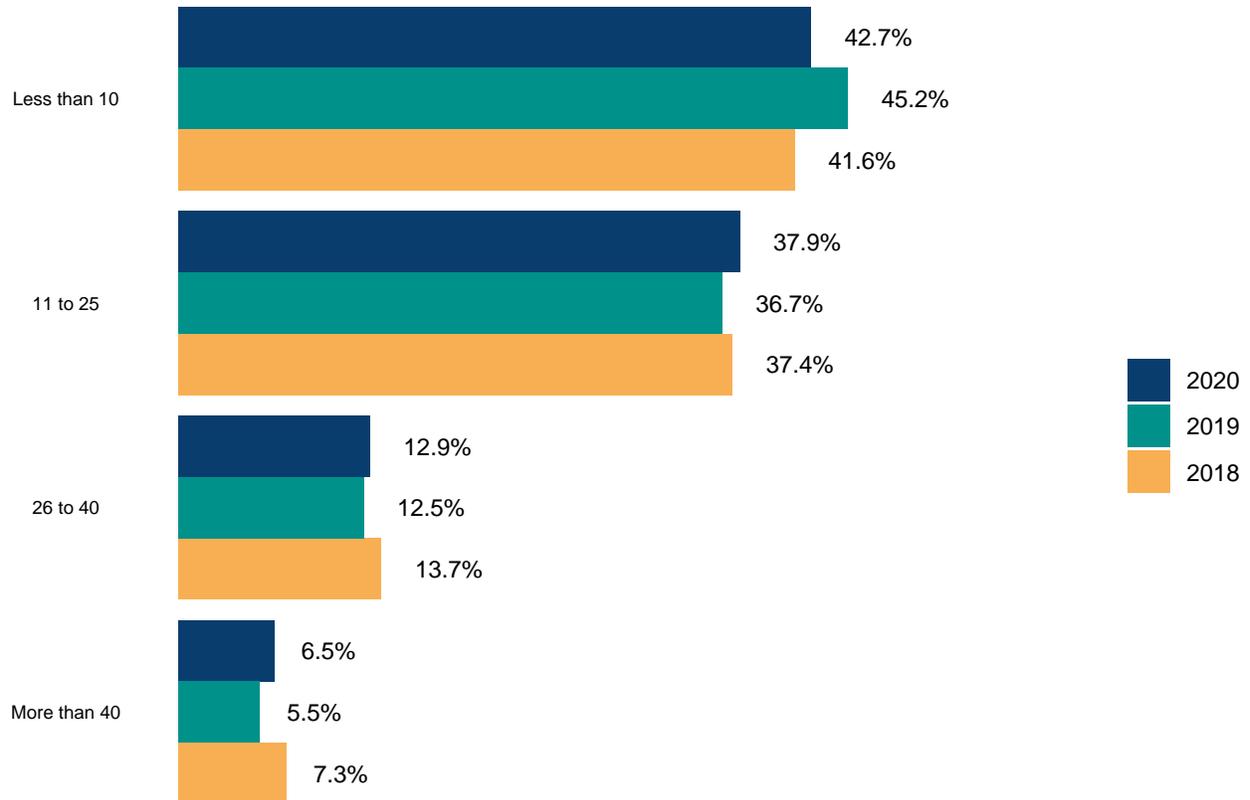
NEXT OF KIN



Year	n	E-mail	Letter	Postcard	I don't care to be notified	Other (please specify)
2020	2200	28.8%	35.5%	22.4%	13.3%	NA
2019	2624	20.7%	32.1%	21.1%	14.6%	11.6%
2018	2296	17.2%	34.9%	18%	14.7%	15.2%

Question 2.1 (FD). On average, about how many VA headstones, markers, and medallions do you/your company order in a year?

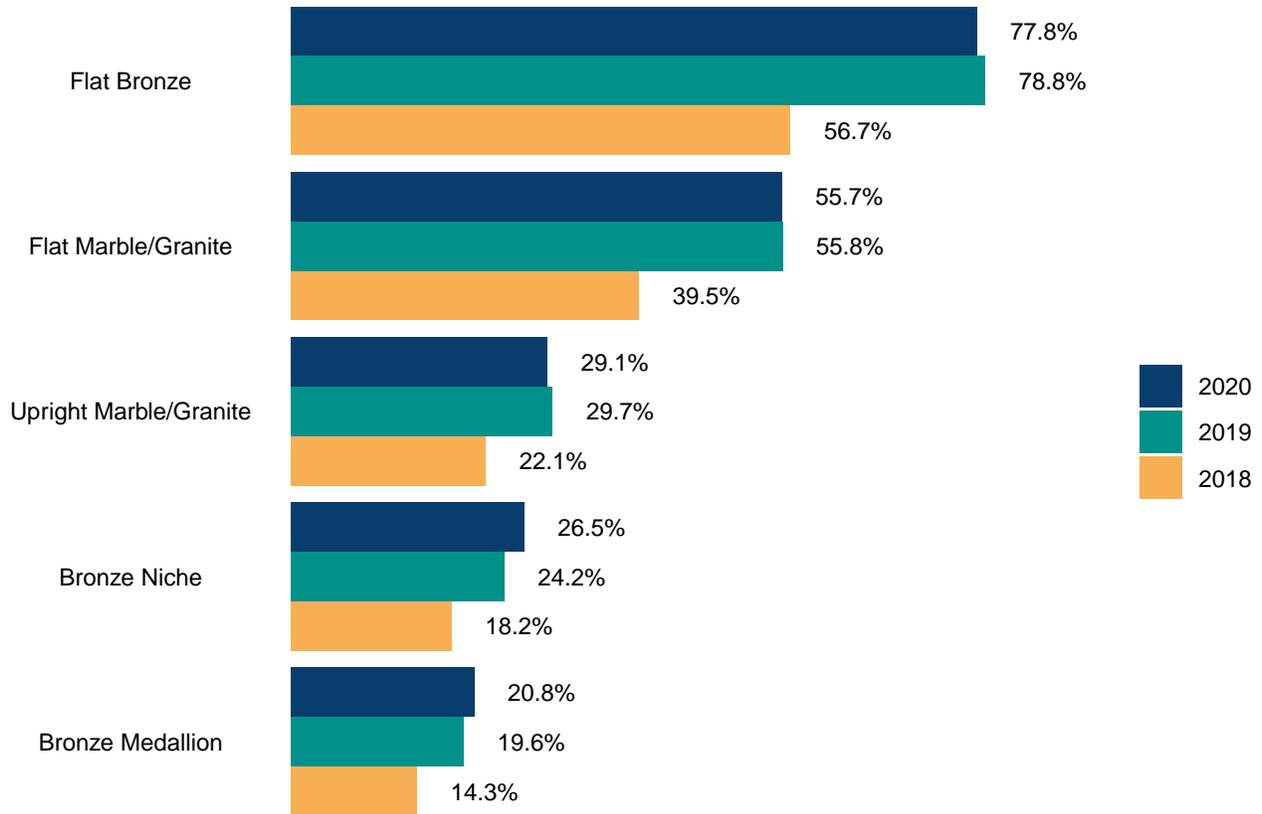
FUNERAL DIRECTORS



n	Year	Less than 10	11 to 25	26 to 40	More than 40
1934	2020	42.7%	37.9%	12.9%	6.5%
9044	2018	41.6%	37.4%	13.7%	7.3%
8580	2019	45.2%	36.7%	12.5%	5.5%

Question 2.2 (FD). Please indicate the type/types of VA headstones/markers/medallions you/your company ordered. (Mark all that apply)

FUNERAL DIRECTORS

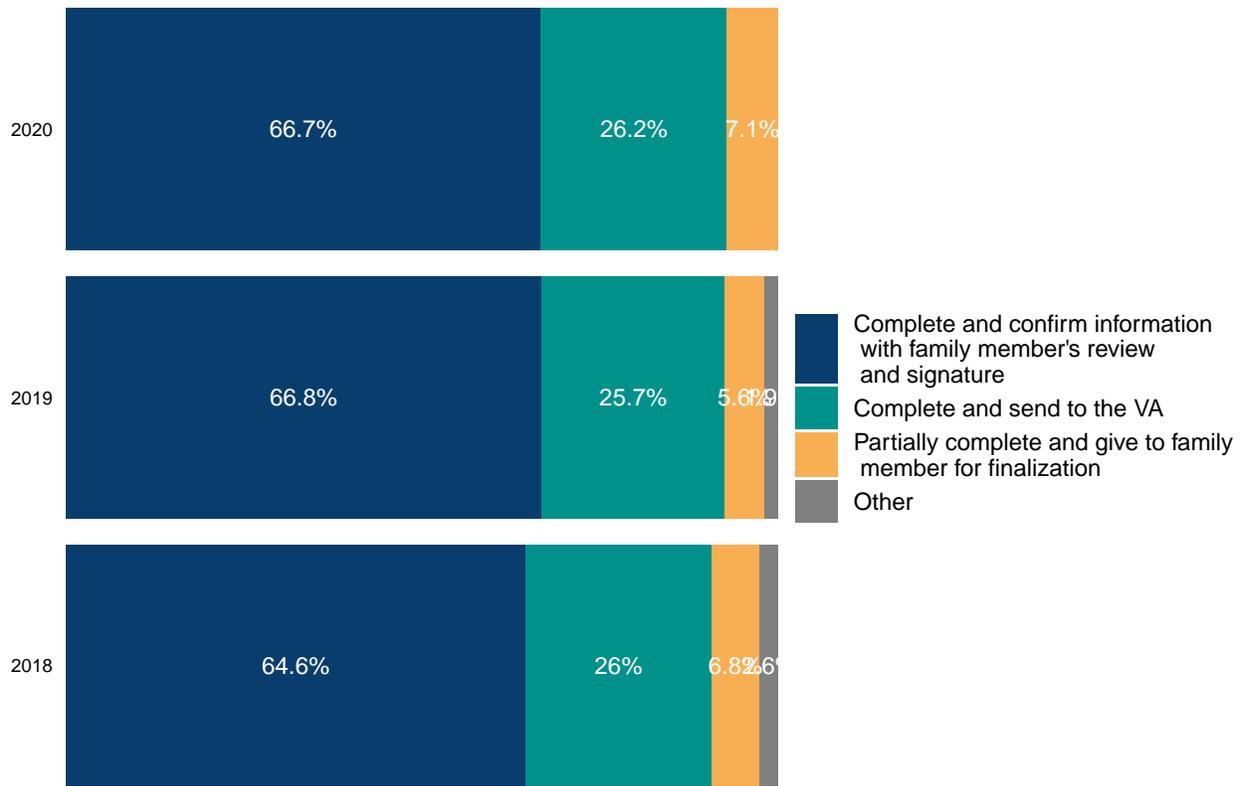


Year	n
2020	1953
2019	2168
2018	2786

Note: As respondents could select more than one response option, percentages may not sum to 100.

Question 2.12 (FD). When completing an application for a VA headstone, marker, or medallion, do you typically: (Mark only one)

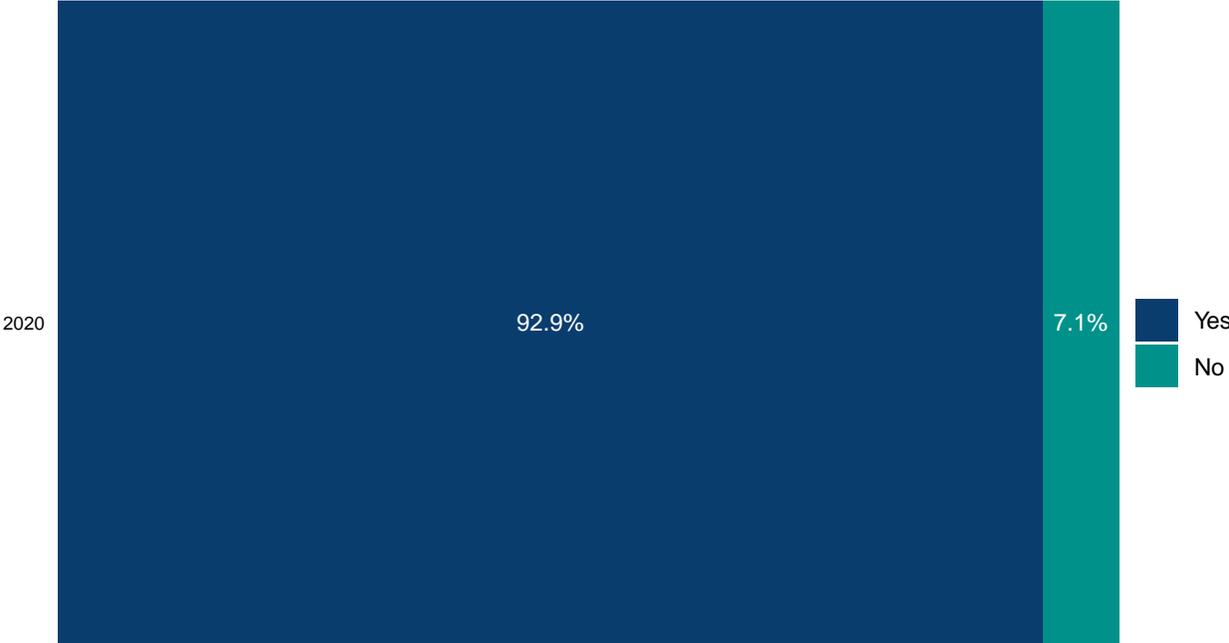
FUNERAL DIRECTORS



Year	n	Complete and confirm information with family member's review and signature	Complete and send to the VA	Partially complete and give to family member for finalization	Other (please specify)
2020	1877	66.7%	26.2%	7.1%	NA
2019	2093	66.8%	25.7%	5.6%	1.9%
2018	2214	64.6%	26%	6.8%	2.6%

Question 25 (NOK). Are you aware of the Pre-Need eligibility process?

NEXT OF KIN: Are you aware of the Pre-Need eligibility process?

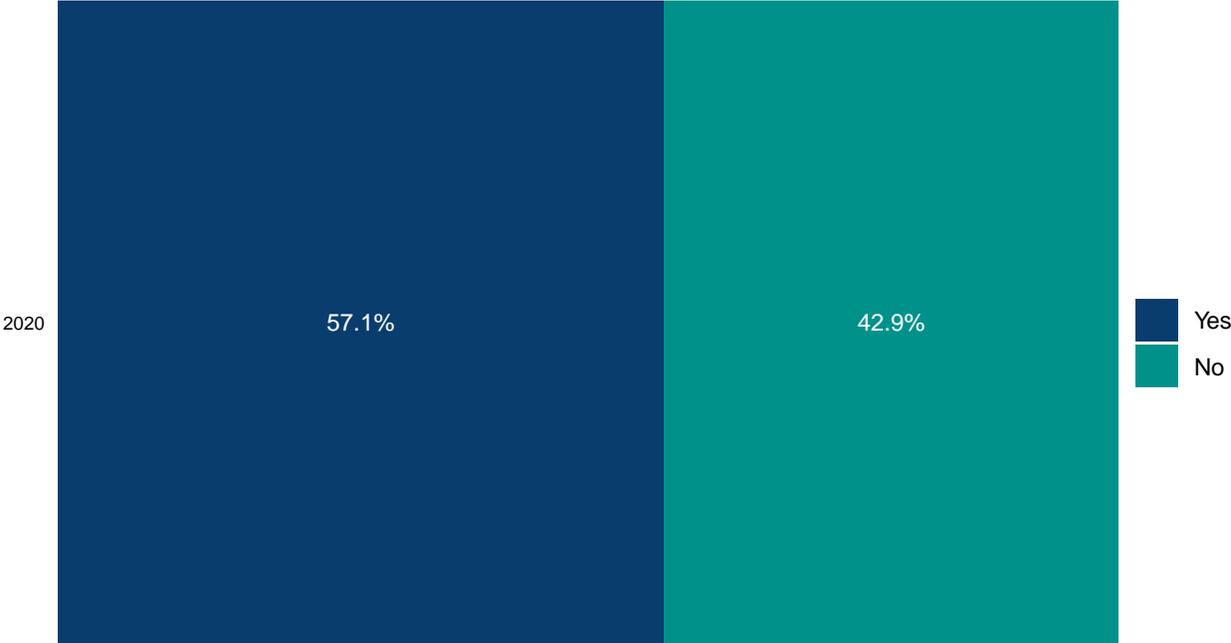


Respondent	Year	n	Yes	No
Next of Kin	2020	28	92.86%	7.14%

Note: this is a new question for the 2020 survey.

Question 25 (NOK). Are you aware of the Pre-Need eligibility process?

NEXT OF KIN: Have you applied?

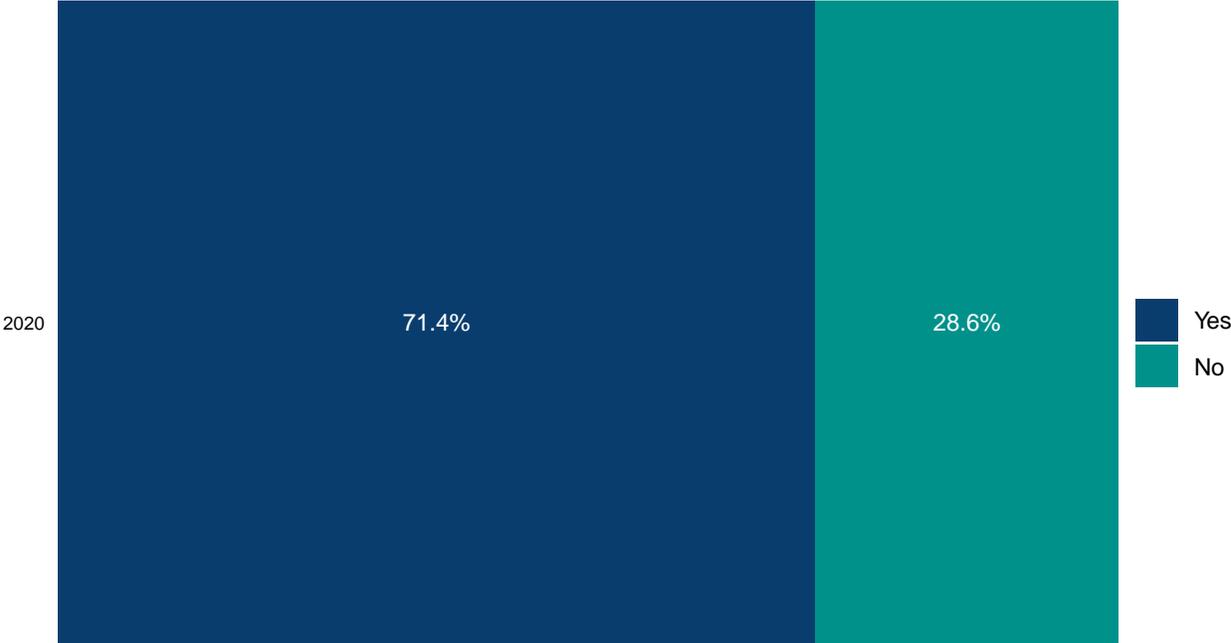


Respondent	Year	n	Yes	No
Next of Kin	2020	14	57.14%	42.86%

Note: this is a new question for the 2020 survey.

Question 25 (NOK). Are you aware of the Pre-Need eligibility process?

NEXT OF KIN: Do you intend to apply?



Respondent	Year	n	Yes	No
Next of Kin	2020	21	71.43%	28.57%

Note: this is a new question for the 2020 survey.

Question 25 (NOK). Are you aware of the Pre-Need eligibility process?

NEXT OF KIN: If you applied, were you satisfied with the length of time it took to receive a certificate of approval?

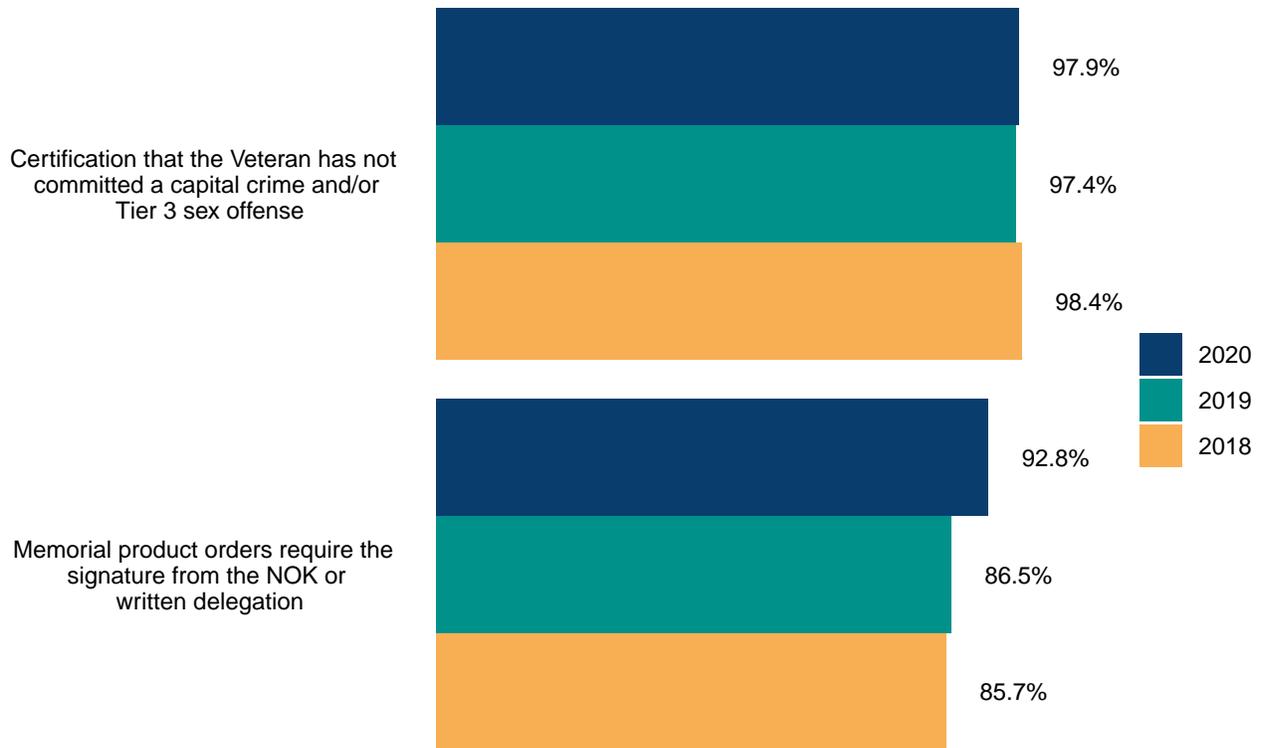


Respondent	Year	n	Yes	No
Next of Kin	2020	29	37.93%	62.07%

Note: this is a new question for the 2020 survey.

Question 2.13 (FD). Are you aware of the following requirements?

FUNERAL DIRECTORS



Year	n	Response
2020	1958	Certification that the Veteran has not committed a capital crime and/or Tier 3 sex offense
	1979	Memorial product orders require the signature from the NOK or written delegation
2019	1609	Certification that the Veteran has not committed a capital crime and/or Tier 3 sex offense
	1839	Memorial product orders require the signature from the NOK or written delegation
2018	1705	Certification that the Veteran has not committed a capital crime and/or Tier 3 sex offense
	1981	Memorial product orders require the signature from the NOK or written delegation

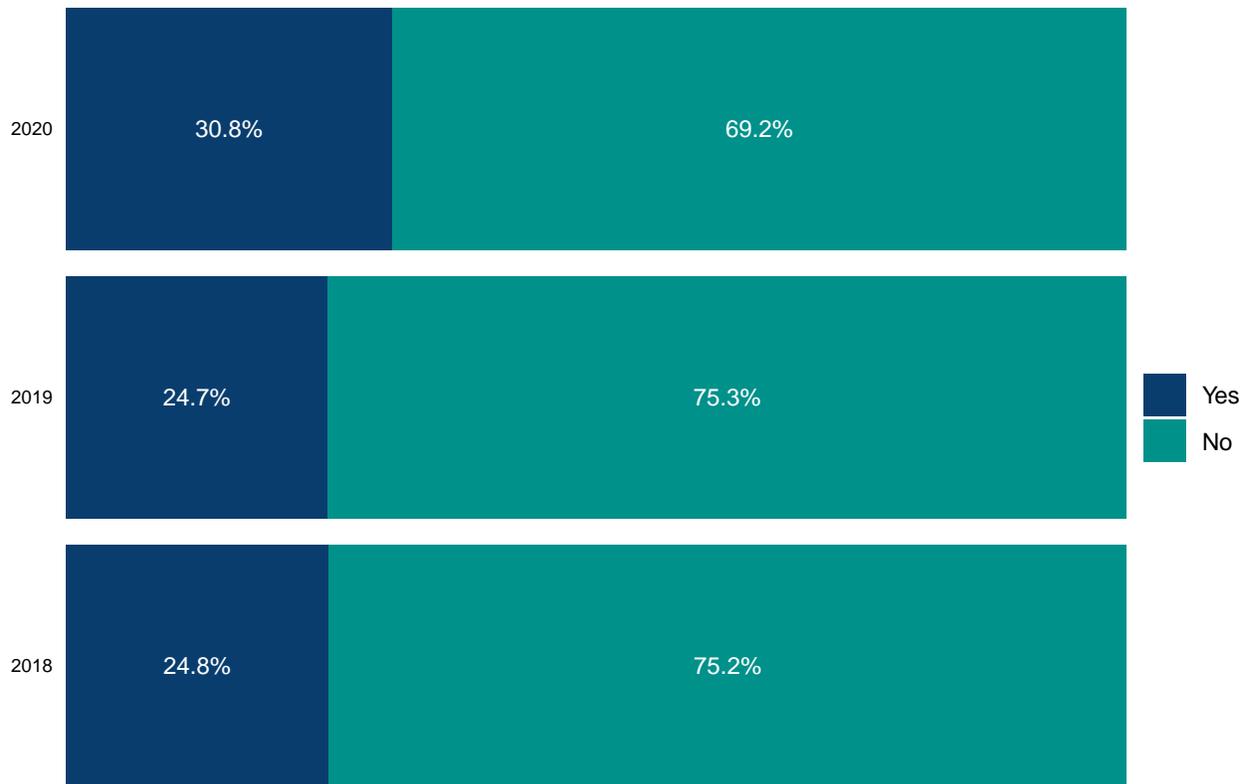
Satisfaction with Information on VA Website

Section Description

- This section presents survey findings from next of kin and funeral directors on their satisfaction with the information they receive through the VA Website.
- Respondents were asked about experiences visiting the website and what type of information the respondent looked for.
- Results presented in this section indicate levels of satisfaction with the VA website.

Question 12 (NOK)/2.9 (FD). Did you visit the VA website for information about ordering the headstone, marker or medallion?³

ALL RESPONDENTS

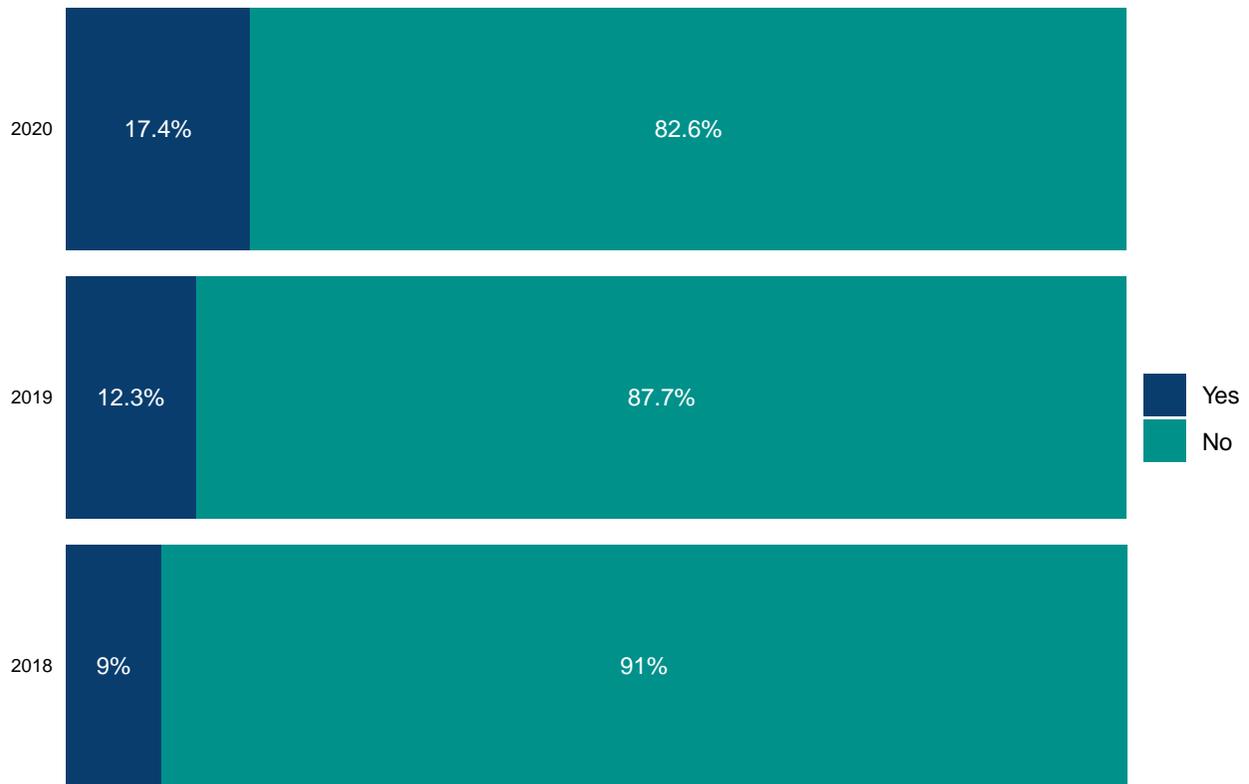


Respondent	Year	n	Yes	Change score	No
All Respondents	2020	4719	30.8%	6.1%	69.2%
	2019	5096	24.7%	-0.1%	75.3%
	2018	4906	24.8%	NA	75.2%

³The Funeral Director survey Question 2.9 reads slightly differently: Have you visited the VA website for information about ordering the headstone, marker, or medallion?

Question 12 (NOK)/2.9 (FD). Did you visit the VA website for information about ordering the headstone, marker or medallion?⁴

NEXT OF KIN



Respondent	Year	n	Yes	Change score	No
Next of Kin	2020	2761	17.4%	5.1%	82.6%
	2019	2945	12.3%	3.3%	87.7%
	2018	2633	9%	NA	91%

⁴The Funeral Director survey Question 2.9 reads slightly differently: Have you visited the VA website for information about ordering the headstone, marker, or medallion?

Question 12 (NOK)/2.9 (FD). Did you visit the VA website for information about ordering the headstone, marker or medallion?⁵

FUNERAL DIRECTORS



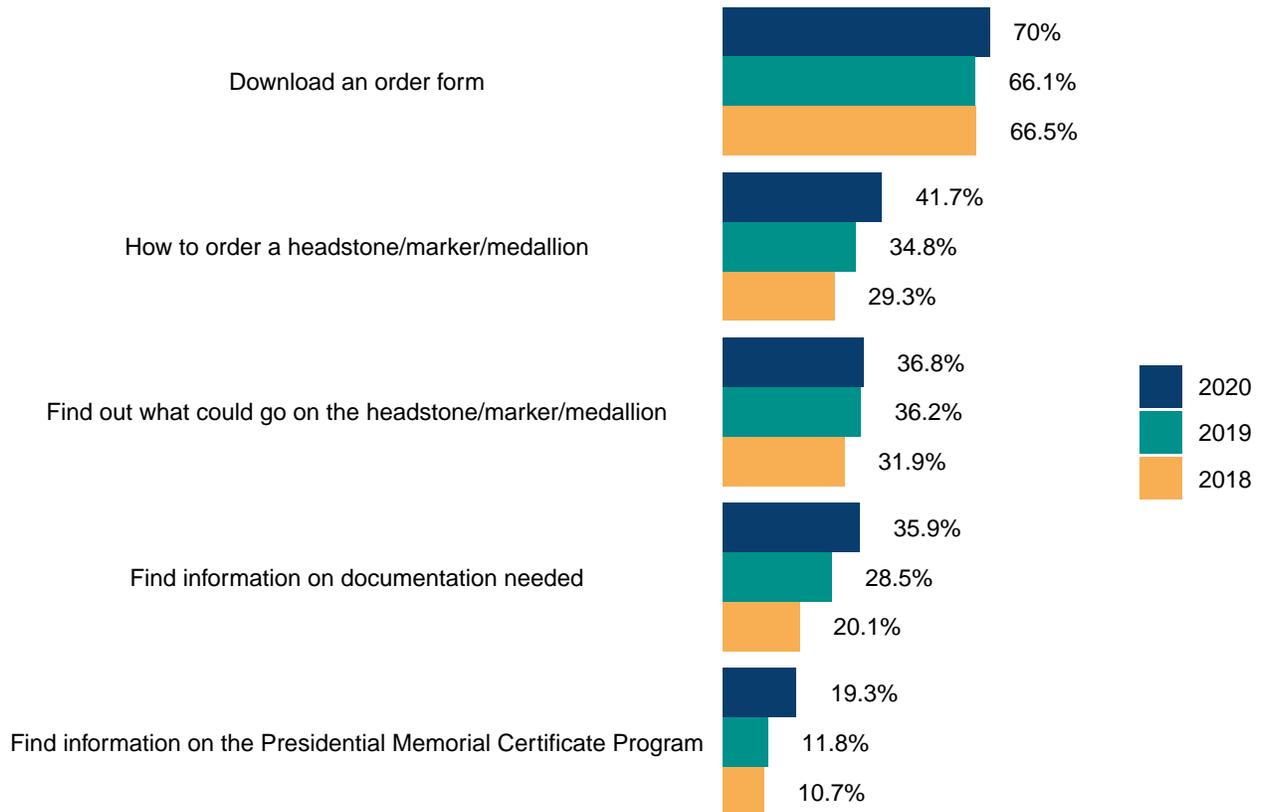
Respondent	Year	n	Yes	Change score	No
Funeral Directors	2020	1958	49.7%	8%	50.3%
	2019	2151	41.7%	-1.4%	58.3%
	2018	2273	43.1%	NA	56.9%

⁵The Funeral Director survey Question 2.9 reads slightly differently: Have you visited the VA website for information about ordering the headstone, marker, or medallion?

Question 13 (NOK)/2.10 (FD). What type of information were you looking for on VA’s website? (Mark all that apply)

Only respondents that indicated “Yes” to Question 12(NOK)/2.9(FD) received this question.

ALL RESPONDENTS



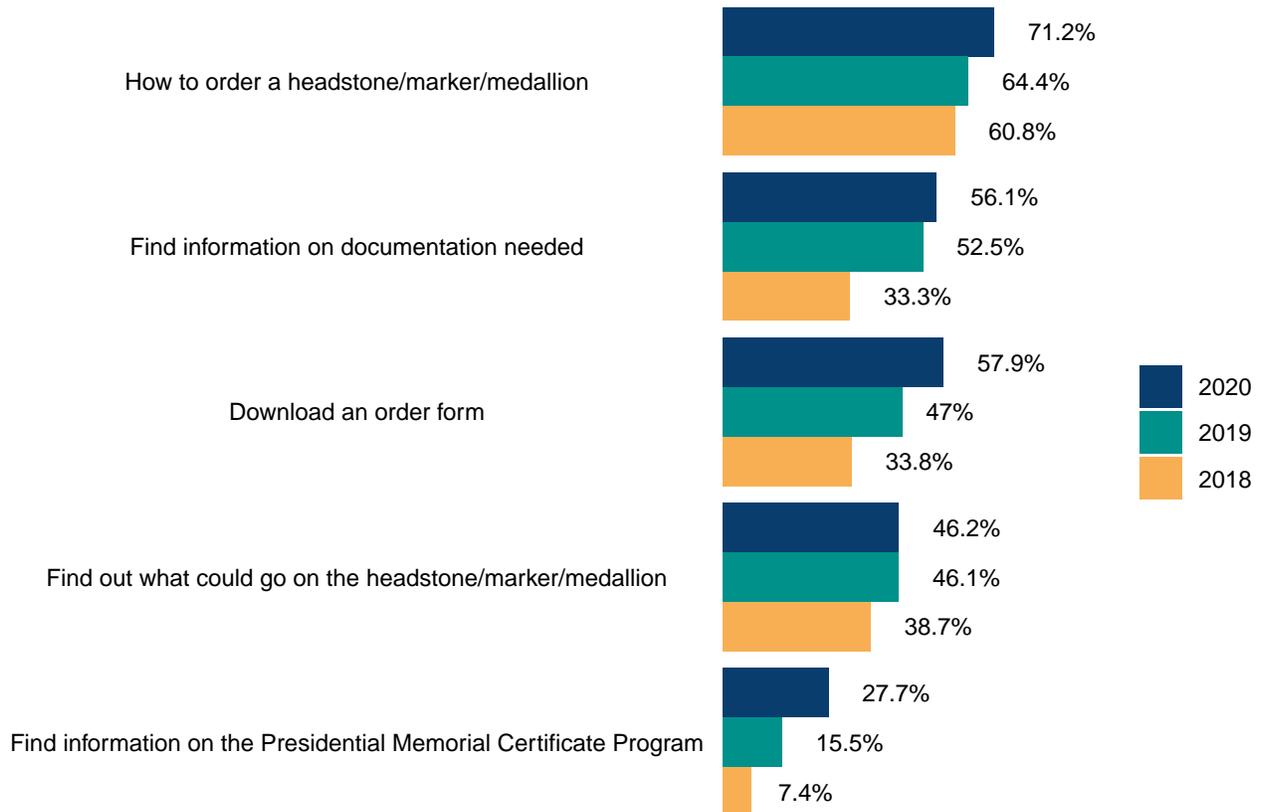
Year	n
2020	1378
2019	1259
2018	1006

Note: As respondents could select more than one response option, percentages may not sum to 100.

Question 13 (NOKS)/2.10 (FD). What type of information were you looking for on VA’s website? (Mark all that apply)

Only respondents that indicated “Yes” to Question 12/2.9 received this question.

NEXT OF KIN



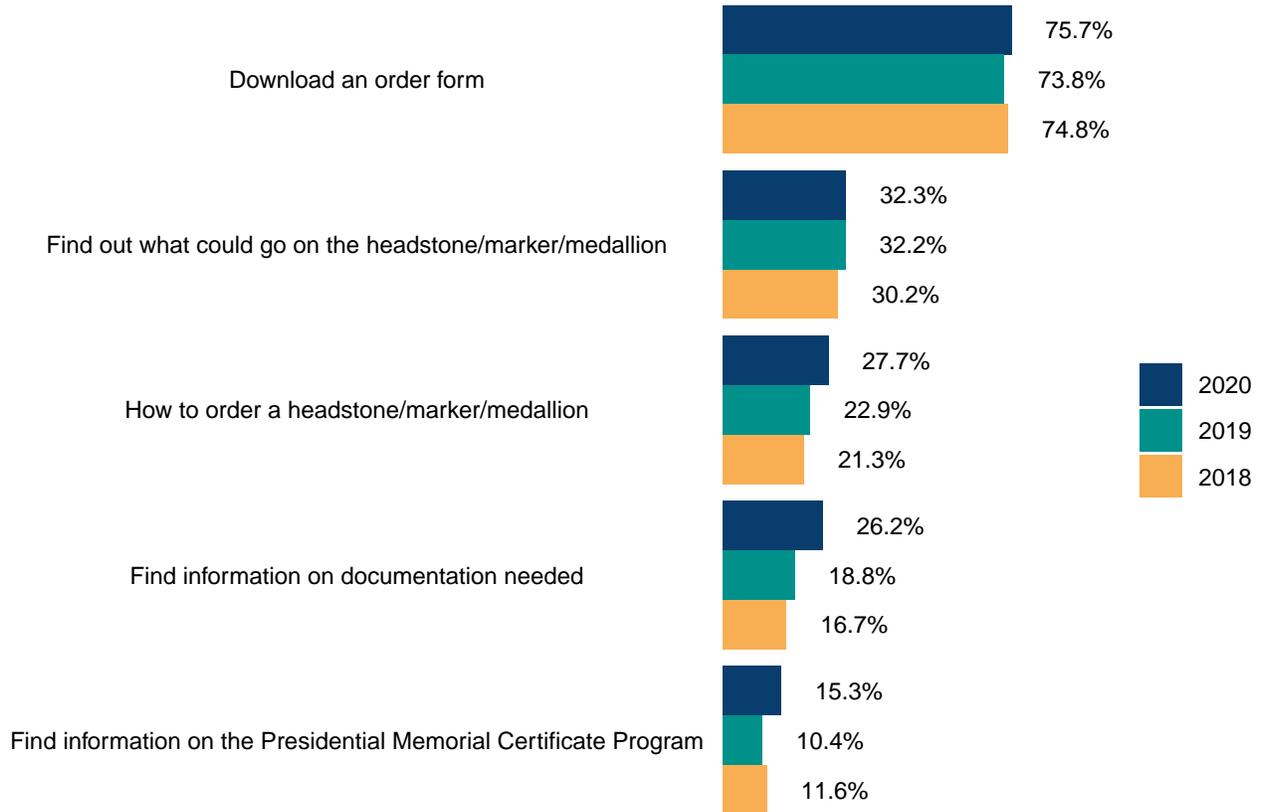
Year	n
2020	444
2019	362
2018	204

Note: As respondents could select more than one response option, percentages may not sum to 100.

Question 13 (NOK)/2.10 (FD). What type of information were you looking for on VA’s website? (Mark all that apply)

Only respondents that indicated “Yes” to Question 12/2.9 received this question.

FUNERAL DIRECTORS



Year	n
2020	934
2019	897
2018	802

Note: As respondents could select more than one response option, percentages may not sum to 100.

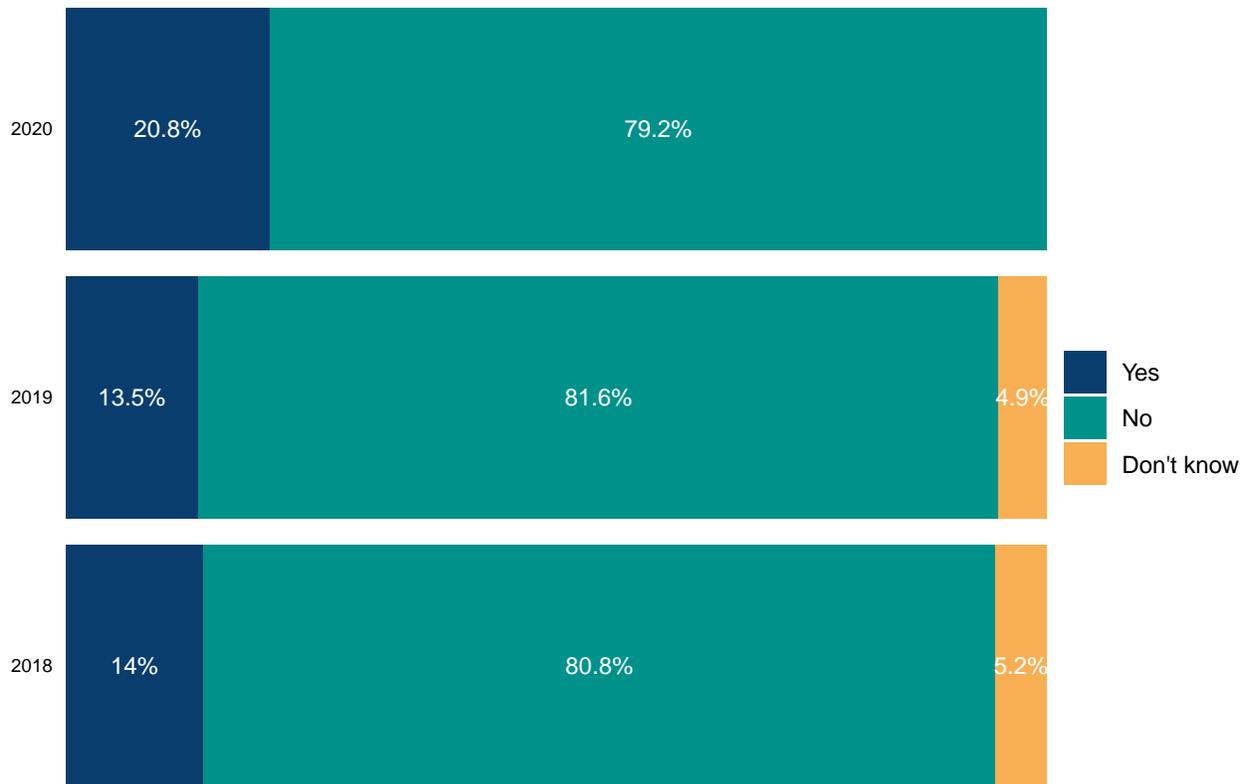
Satisfaction with 800 Number Assistance

Section Description

- This section presents survey findings from next of kin and funeral directors on their satisfaction with information and assistance received from VA's 800 number.
- Respondents were asked about experiences calling the toll-free assistance number.
- Results presented in this section indicate levels of satisfaction with customer service.

Question 8 (NOK)/2.5 (FD). Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?

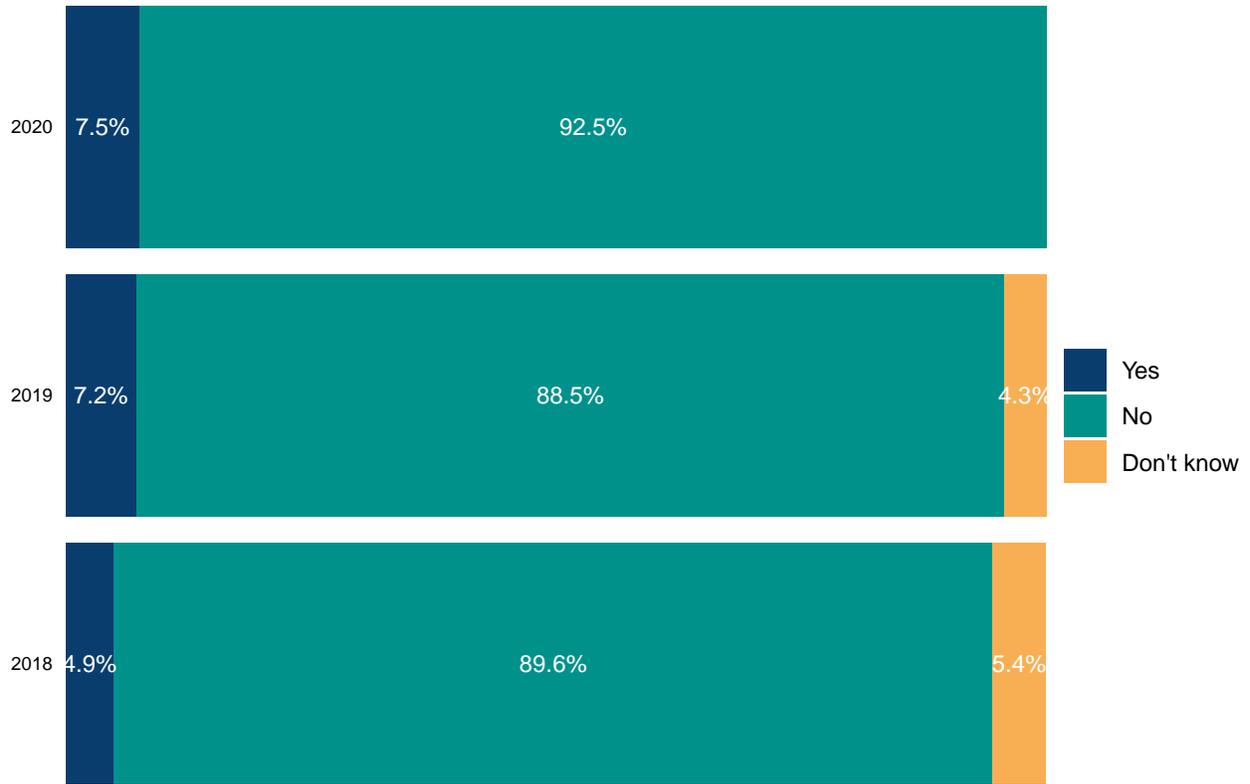
ALL RESPONDENTS



Respondent	Year	n	Yes	Change score	No	Don't know
All Respondents	2020	4498	20.8%	7.3%	79.2%	NA
	2019	5063	13.5%	-0.5%	81.6%	4.9%
	2018	4870	14%	NA	80.8%	5.2%

Question 8 (NOK)/2.5 (FD). Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?

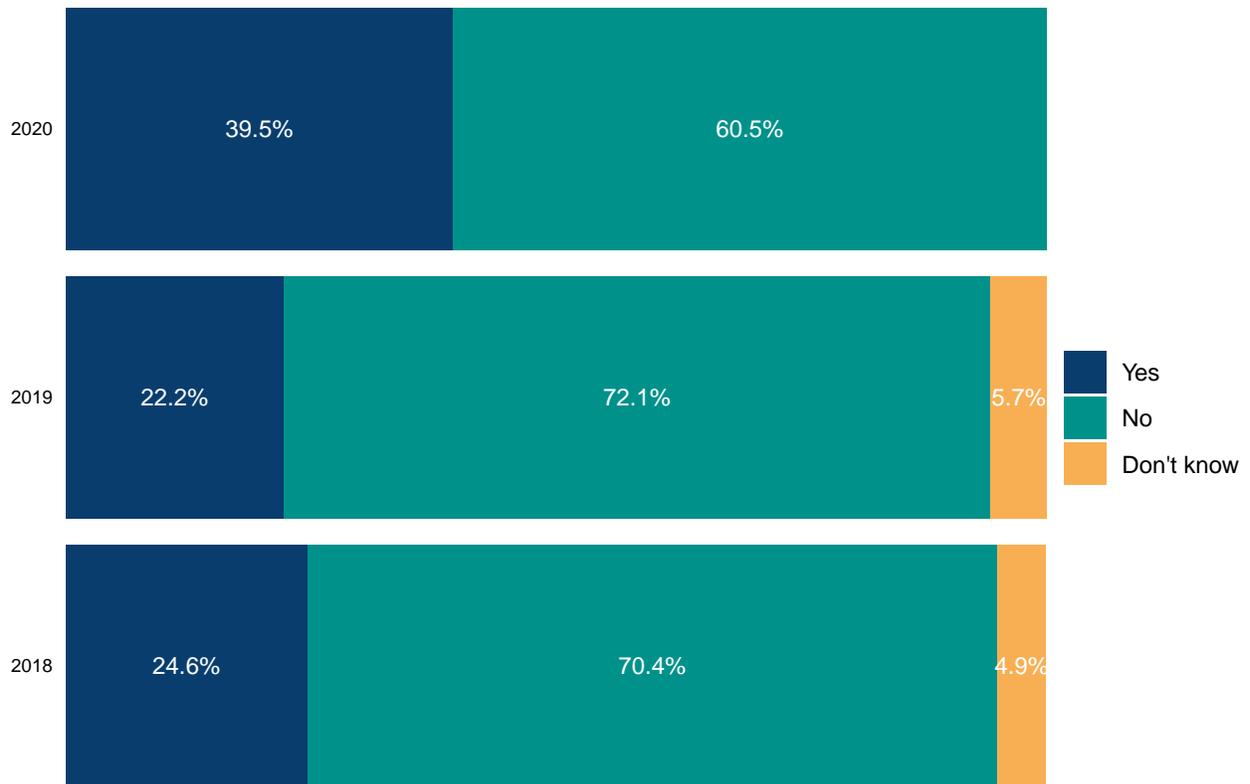
NEXT OF KIN



Respondent	Year	n	Yes	Change score	No	Don't know
All Respondents	2020	2631	7.5%	0.3%	92.5%	NA
	2019	2939	7.2%	2.3%	88.5%	4.3%
	2018	2625	4.9%	NA	89.6%	5.4%

Question 8 (NOK)/2.5 (FD). Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?

FUNERAL DIRECTORS

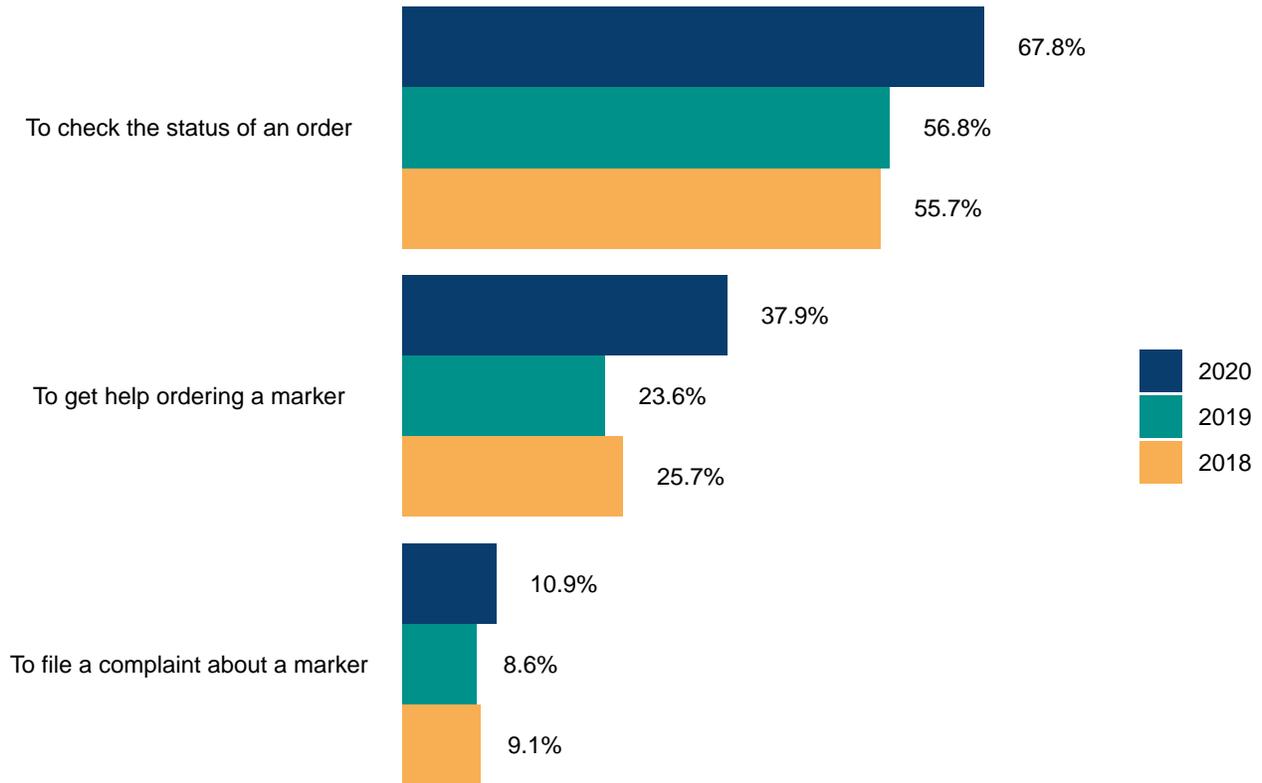


Respondent	Year	n	Yes	Change score	No	Don't know
All Respondents	2020	1867	39.5%	17.3%	60.5%	NA
	2019	2124	22.2%	-2.4%	72.1%	5.7%
	2018	2245	24.6%	NA	70.4%	4.9%

Question 10 (NOK)/2.7 (FD). Why did you call the NCA? (Mark all that apply)

Only respondents that indicated “Yes” or “Don’t Know” to Question 8/2.5 received this question.

ALL RESPONDENTS



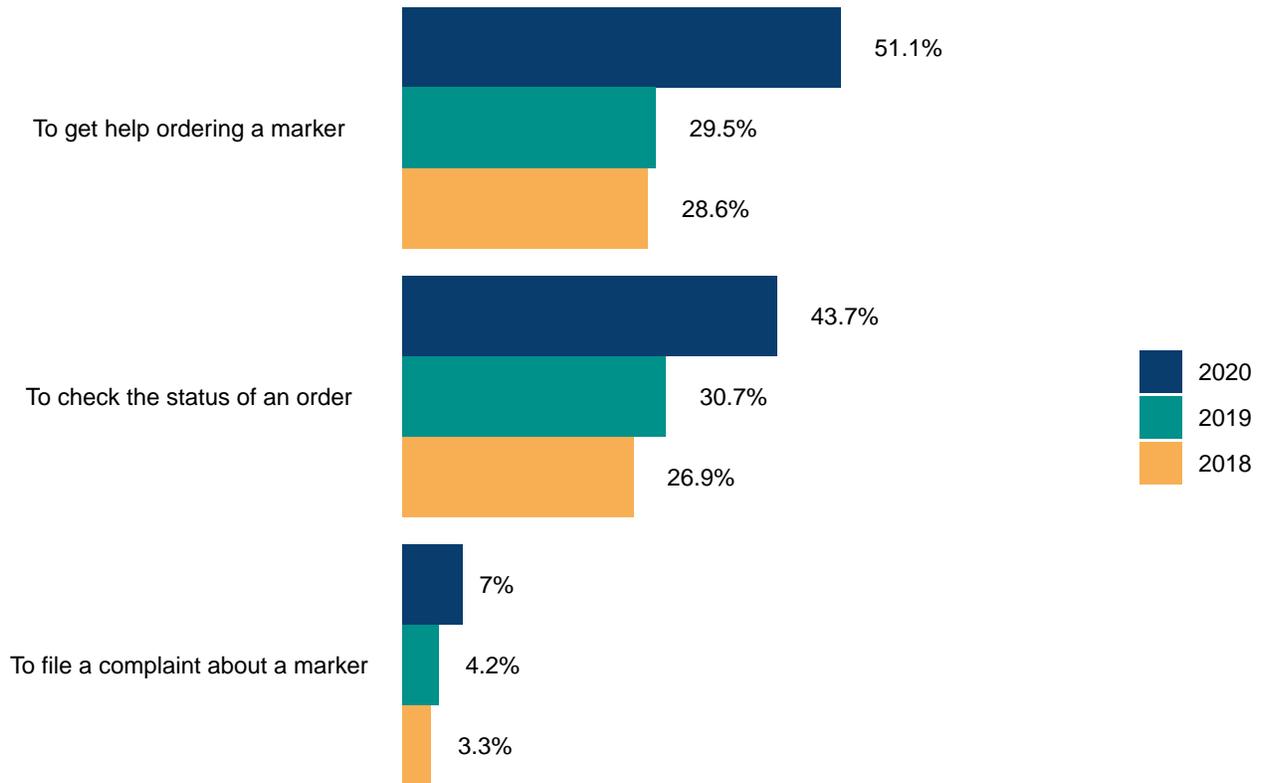
Year	n
2020	988
2019	917
2018	799

Note: As respondents could select more than one response option, percentages may not sum to 100.

Question 10 (NOK)/2.7 (FD). Why did you call the NCA? (Mark all that apply)

Only respondents that indicated “Yes” or “Don’t Know” to Question 8 (NOK)/2.5 (FD) received this question.

NEXT OF KIN



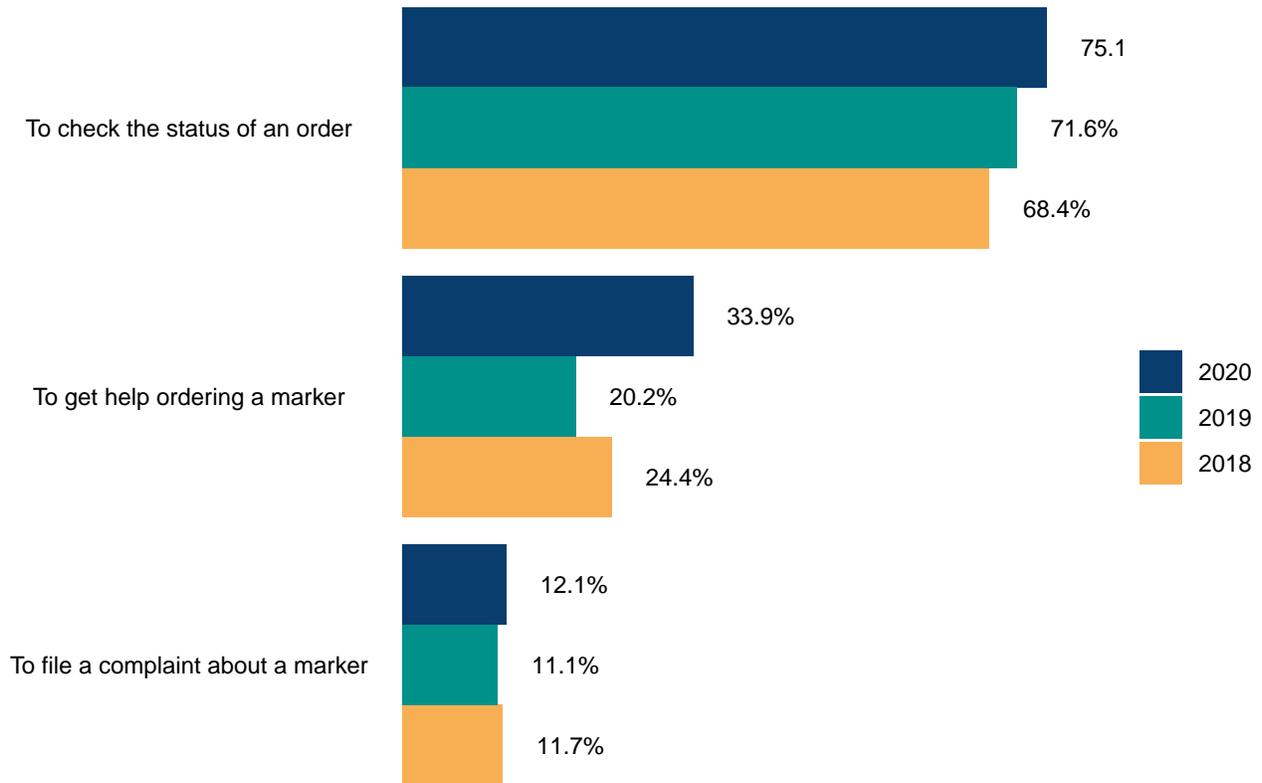
Year	n
2020	229
2019	332
2018	245

Note: As respondents could select more than one response option, percentages may not sum to 100.

Question 10 (NOK)/2.7 (FD). Why did you call the NCA? (Mark all that apply)

Only respondents that indicated “Yes” or “Don’t Know” to Question 8 (NOK)/2.5 (FD) received this question.

FUNERAL DIRECTORS

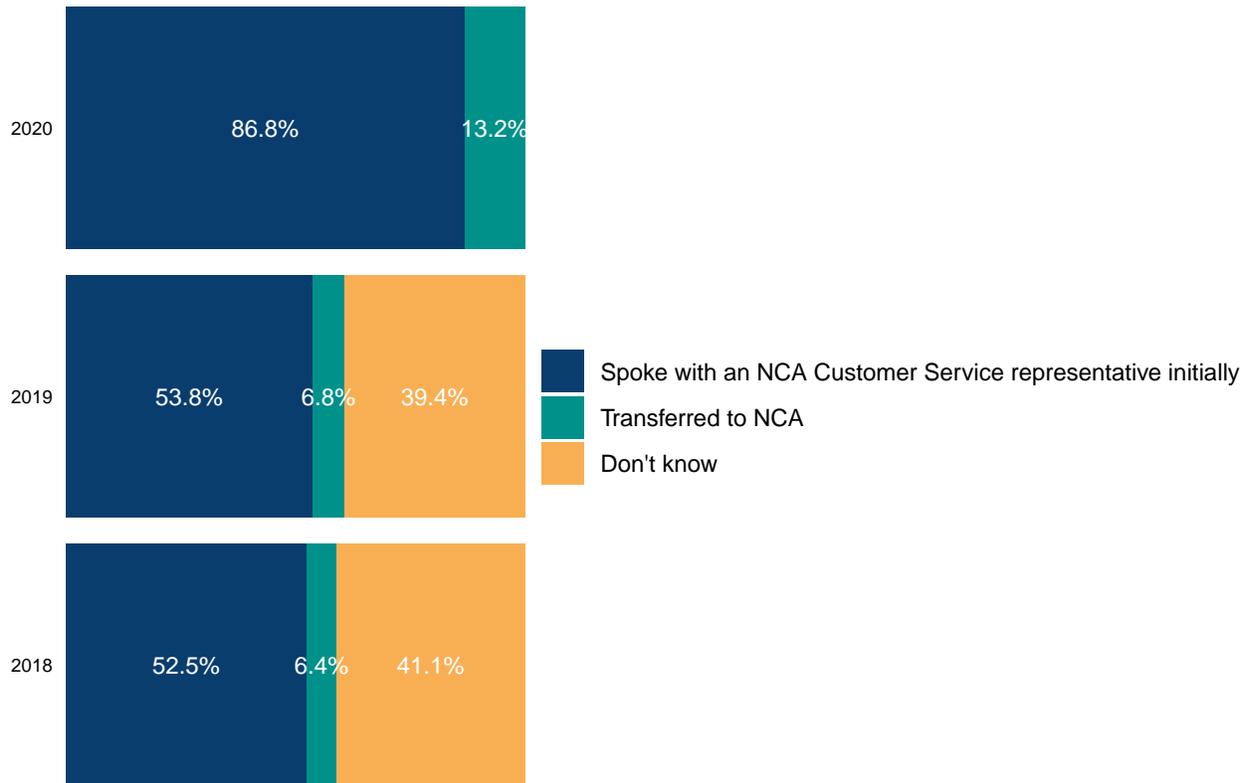


Year	n
2020	759
2019	585
2018	554

Note: As respondents could select more than one response option, percentages may not sum to 100.

Question 9 (NOK)/2.6 (FD). Did you speak with an NCA Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?

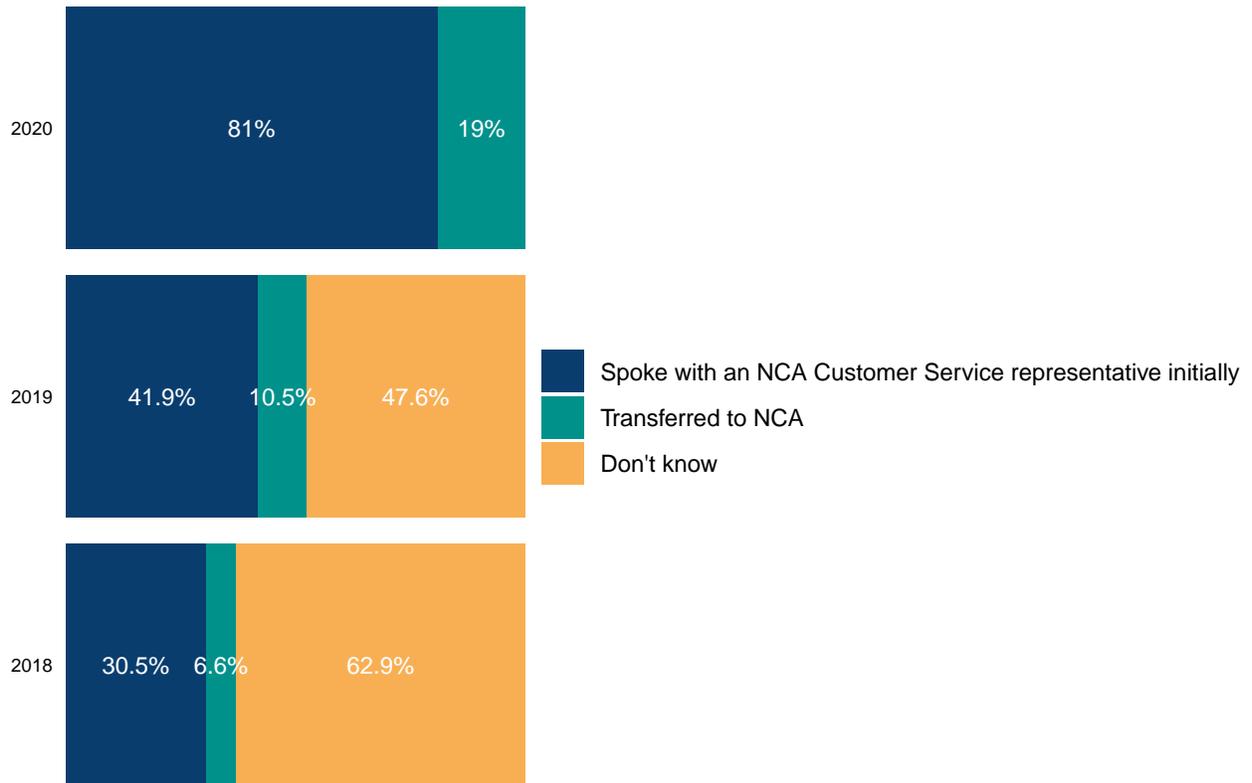
ALL RESPONDENTS



Year	n	Spoke with an NCA Customer Service representative initially	Transferred to NCA	Don't know
2020	720	86.8%	13.2%	NA
2019	893	53.8%	6.8%	39.4%
2018	905	52.5%	6.4%	41.1%

Question 9 (NOK)/2.6 (FD). Did you speak with an NCA Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?

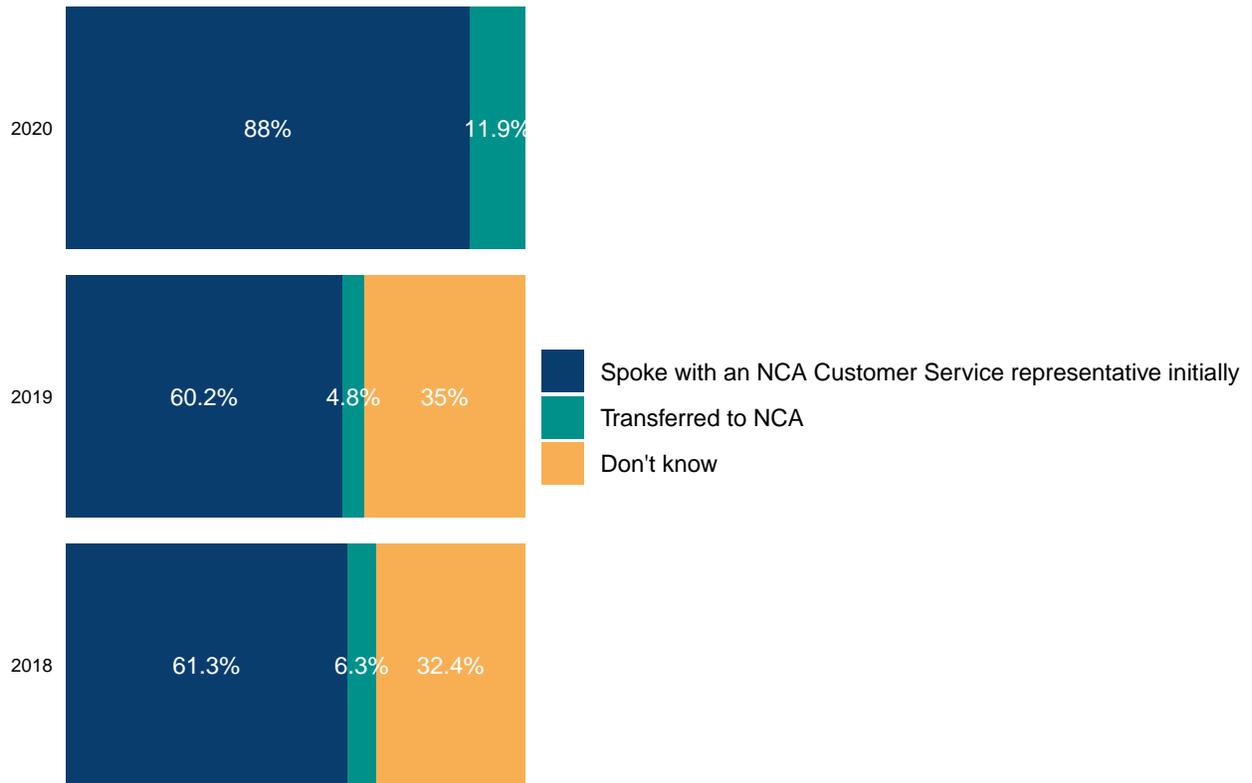
NEXT OF KIN



Year	n	Spoke with an NCA Customer Service representative initially	Transferred to NCA	Don't know
2020	126	81%	19%	NA
2019	313	41.9%	10.5%	47.6%
2018	259	30.5%	6.6%	62.9%

Question 9 (NOK)/2.6 (FD). Did you speak with an NCA Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?

FUNERAL DIRECTORS



Year	n	Spoke with an NCA Customer Service representative initially	Transferred to NCA	Don't know
2020	594	88%	11.9%	NA
2019	580	60.2%	4.8%	35%
2018	646	61.3%	6.3%	32.4%

Satisfaction with Quality of Products and Services

Section Description

- This section presents survey findings from funeral directors on their satisfaction with the quality of VA headstones.
- Results presented in this section indicate the level of funeral directors' satisfaction with the quality and appearance of headstones and other products.

Question 2.20 (FD). Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover?

FUNERAL DIRECTORS: Cut



n	Very satisfied	Somewhat satisfied	Neither / nor	Very dissatisfied
1938	70.8%	19.4%	9.8%	0%

Note: this question did not exist in prior years' surveys. Additionally, answer choices were recoded to better suit the question wording (i.e. from "Excellent", "Average", etc. to "Very satisfied", "Somewhat satisfied", etc.).

Question 2.20 (FD). Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover?

FUNERAL DIRECTORS: Polish

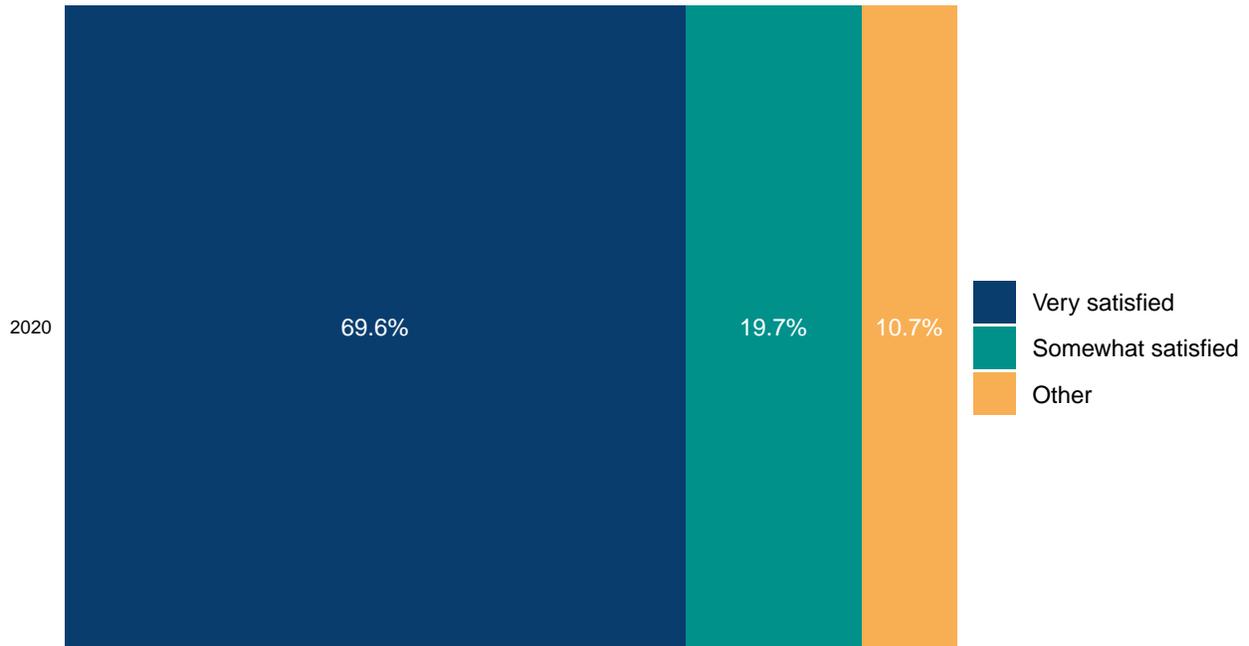


n	Very satisfied	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
1918	69.3%	19.9%	10.4%	0.2%	0.2%

Note: this question did not exist in prior years' surveys. Additionally, answer choices were recoded to better suit the question wording (i.e. from "Excellent", "Average", etc. to "Very satisfied", "Somewhat satisfied", etc.).

Question 2.20 (FD). Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover?

FUNERAL DIRECTORS: Color

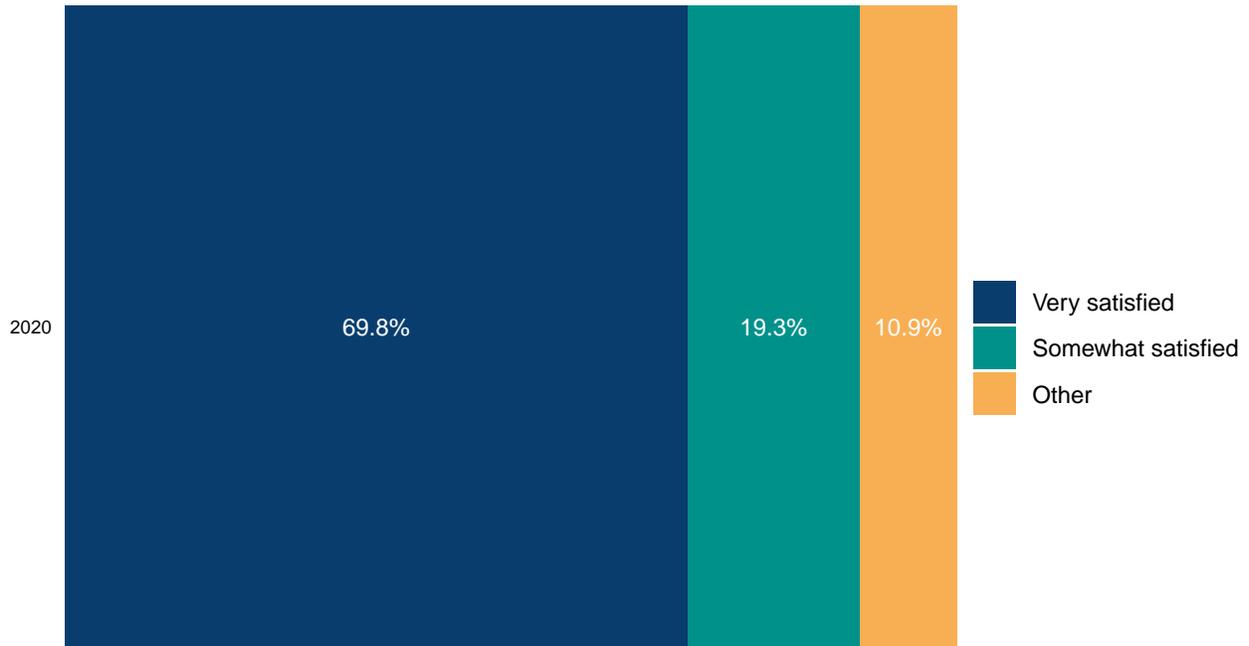


n	Very satisfied	Somewhat satisfied	Neither / nor	Somewhat dissatisfied
1926	69.6%	19.7%	10.5%	0.2%

Note: this question did not exist in prior years' surveys. Additionally, answer choices were recoded to better suit the question wording (i.e. from "Excellent", "Average", etc. to "Very satisfied", "Somewhat satisfied", etc.).

Question 2.20 (FD). Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover?

FUNERAL DIRECTORS: Finish

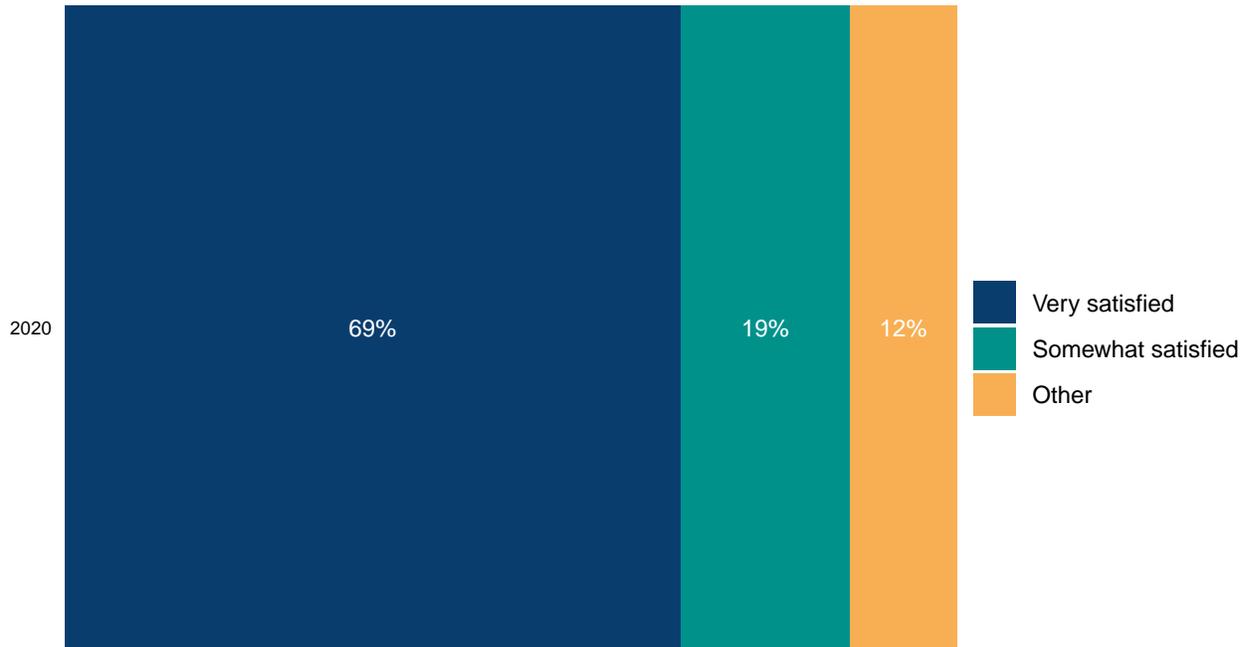


n	Very satisfied	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
1926	69.8%	19.3%	10.7%	0.2%	0%

Note: this question did not exist in prior years' surveys. Additionally, answer choices were recoded to better suit the question wording (i.e. from "Excellent", "Average", etc. to "Very satisfied", "Somewhat satisfied", etc.).

Question 2.20 (FD). Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover?

FUNERAL DIRECTORS: Depth of the inscription



n	Very satisfied	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
1828	69%	19%	11.5%	0.4%	0.1%

Note: this question did not exist in prior years' surveys. Additionally, answer choices were recoded to better suit the question wording (i.e. from "Excellent", "Average", etc. to "Very satisfied", "Somewhat satisfied", etc.).

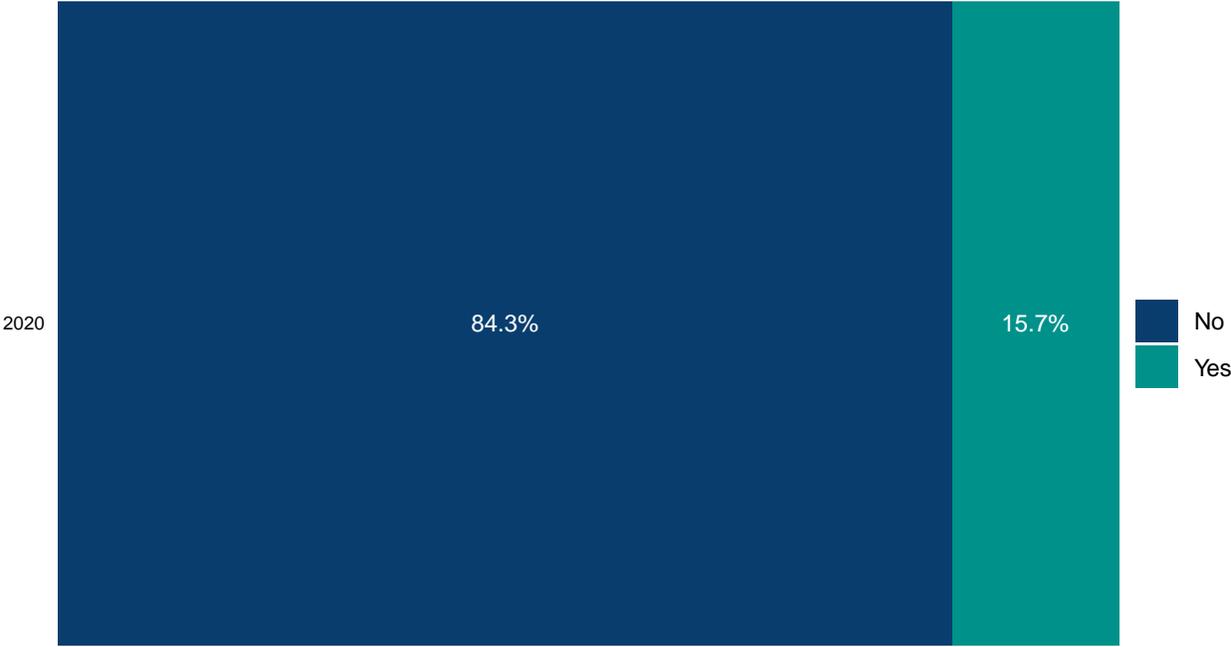
Satisfaction with Delivery of Headstone, Marker or Medallion

Section Description

- This section presents survey findings from funeral directors on their satisfaction with various MPS products.
- Satisfaction ratings are provided for headstones, markers, or medallions.
- Respondents were asked about types and quantity of problems encountered with the delivery of products.

Question 2.16 (FD). In the past year, have you/your company had problems with a delivered headstone, marker or medallion?

FUNERAL DIRECTORS



Year	n	No	Yes
2020	1944	84.3%	15.7%

Note: Prior to 2020, the wording for this question was: “Have you/your company ever had problems with a delivered headstone, marker or medallion?”

Question 2.17 (FD). About what percentage of the markers that you receive have problems?

Only respondents that indicated “Yes” to Question 2.16 (FD) received this question.

FUNERAL DIRECTORS

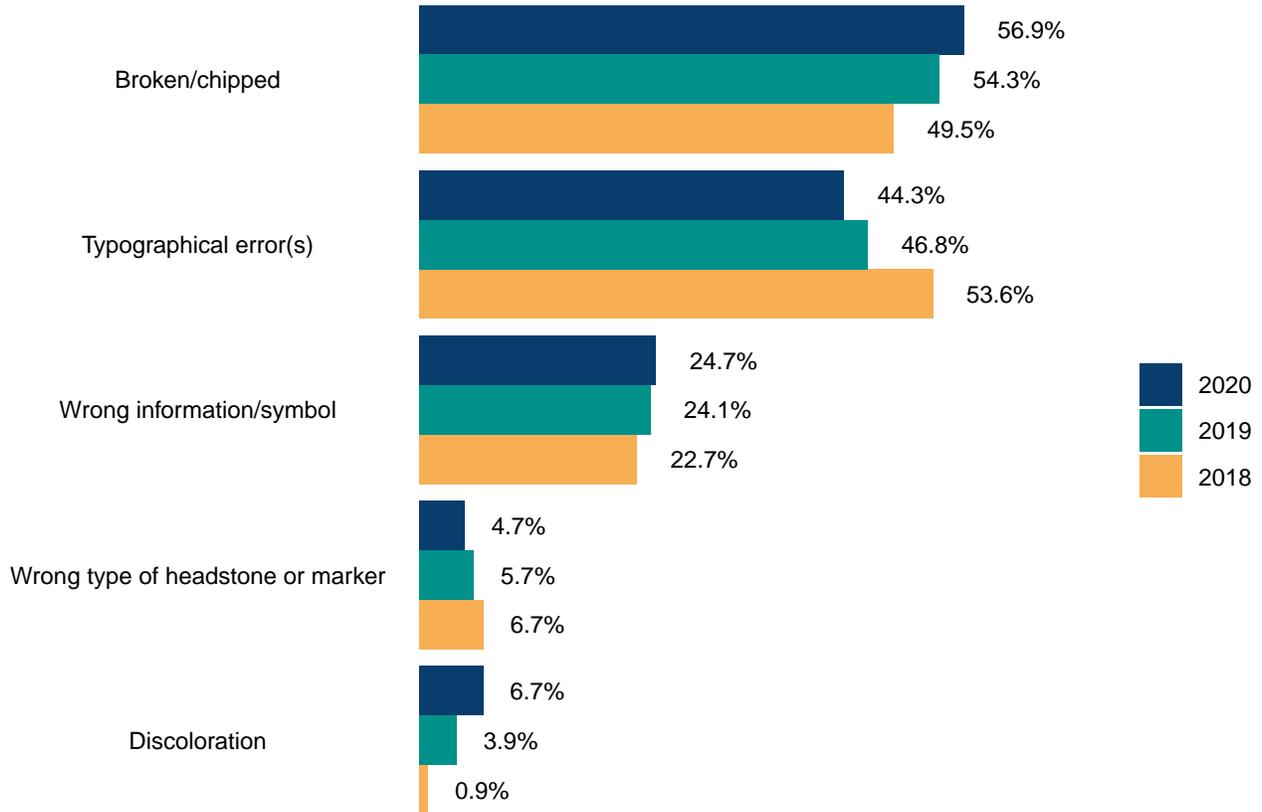


Year	n	Less than 1%	1% to 5%	6% to 10%	More than 10%
2020	290	62.8%	30%	4.1%	3.1%
2019	619	72.1%	24.7%	2.3%	1%
2018	620	69.8%	26.3%	2.7%	1.1%

Question 2.18 (FD). What types of problems have you experienced with VA furnished headstones and markers? (Mark all that apply)

Only respondents that indicated “Yes” to Question 2.16 (FD) received this question.

FUNERAL DIRECTORS



Year	n
2020	255
2019	615
2018	550

Note: As respondents could select more than one response option, percentages may not sum to 100.

Presidential Memorial Certificate (PMC) and Additional Costs

Section Description

- This section presents survey findings from next of kin and funeral directors on their satisfaction with the Presidential Memorial Certificate (PMC) and additional costs next of kin were required to pay regarding the government headstone, marker, or medallion.
- Respondents were asked about their awareness of the PMC program and information provided to next of kin.
- Results presented in this section report information related to any required payments, such as whether delays in delivery were related to the payment.

Question 2.22 (FD). Are you aware of the Presidential Memorial Certificate (PMC) Program (the certificate signed by the President of the United States honoring the Veteran’s service)?

FUNERAL DIRECTORS



Respondent	Year	n	Yes	Change score	No
Funeral Directors	2020	1972	87.5%	4.9%	12.5%
	2019	2127	82.6%	2.3%	17.4%
	2018	2264	80.3%	NA	19.7%

Question 2.23 (FD). Do you typically inform your clients about the program?

Only respondents that indicated “Yes” to Question 22 (FD) received this question.

FUNERAL DIRECTORS



Respondent	Year	n	Yes	Change score	No
Funeral Directors	2020	1705	71%	0.8%	29%
	2019	1704	70.2%	3%	29.8%
	2018	1755	67.2%	NA	32.8%

Question 2.24 (FD). Do you typically order the certificate(s) for your client?

Only respondents that indicated “Yes” to Question 22 (FD) received this question.

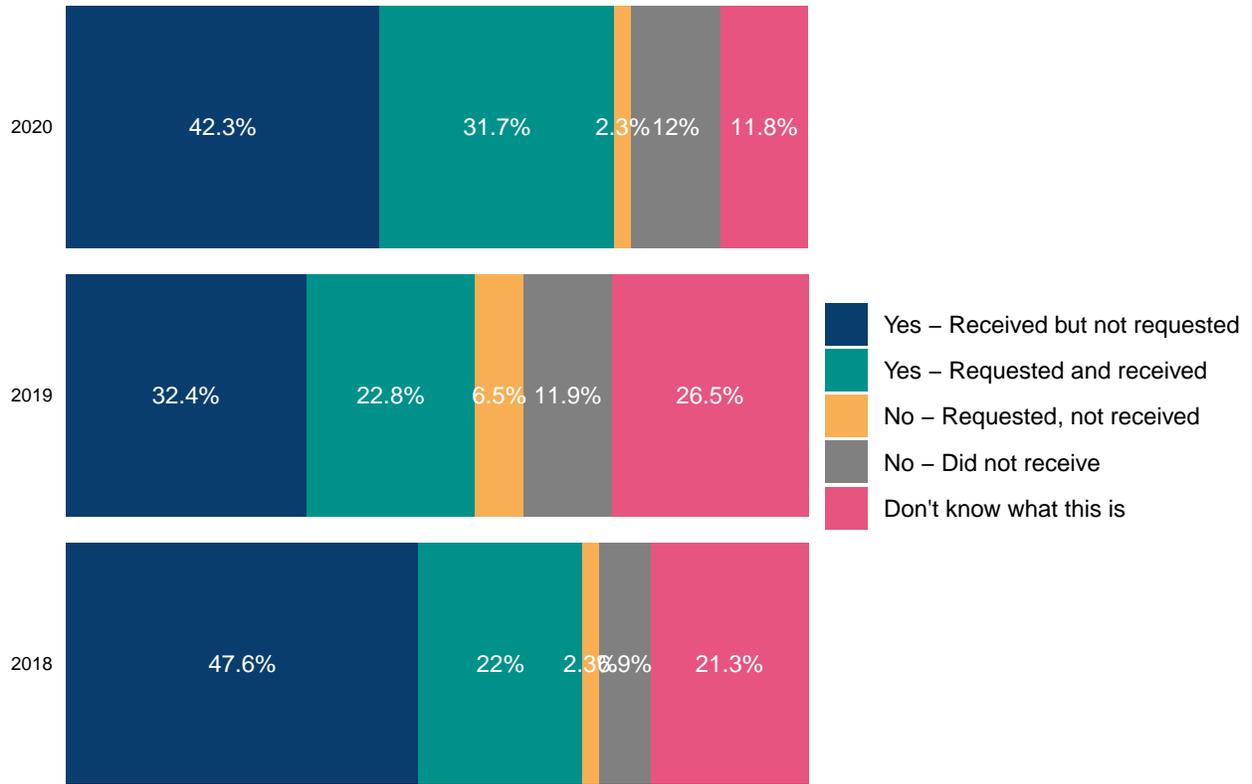
FUNERAL DIRECTORS



Respondent	Year	n	Yes	Change score	No
Funeral Directors	2020	1704	67.8%	0.9%	32.2%
	2019	1702	66.9%	2.5%	33.1%
	2018	1751	64.4%	NA	35.6%

Question 21 (NOK). Did you order and/or receive a certificate signed by the President of the United States honoring the Veteran’s service?

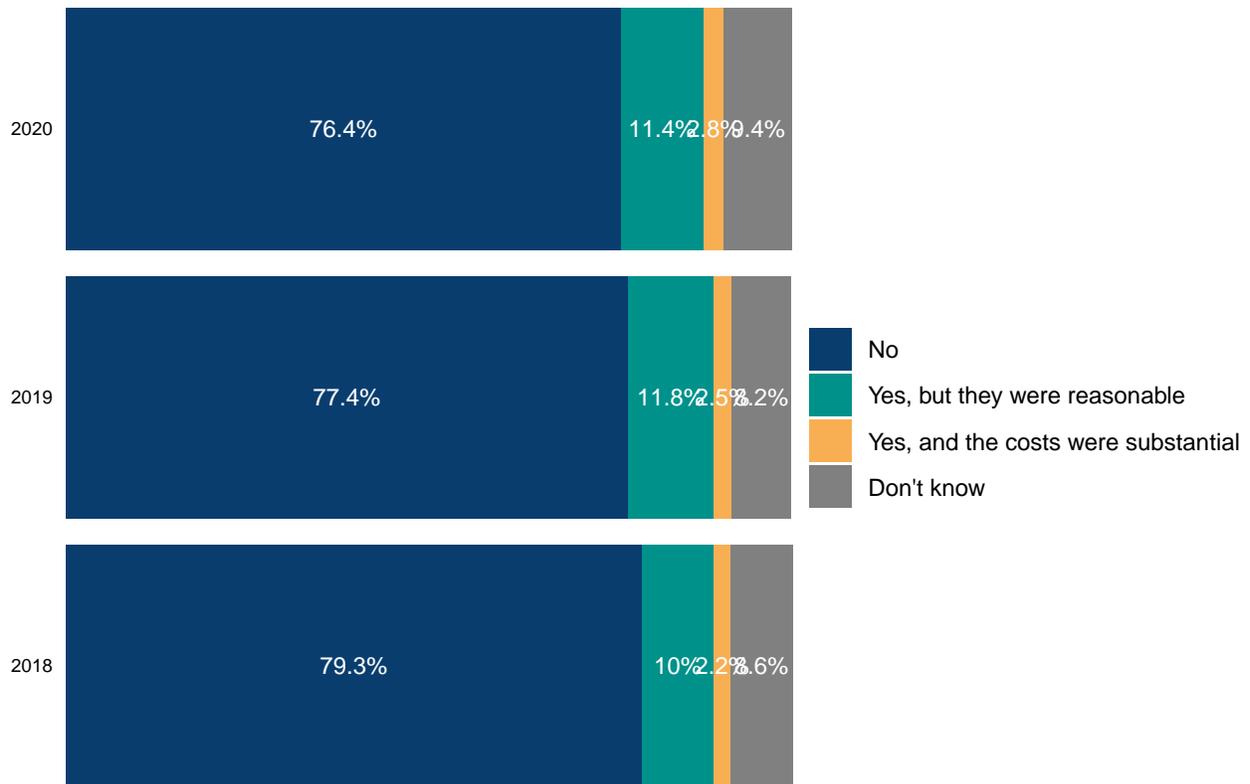
NEXT OF KIN



Year	n	Yes - Received but not requested	Yes - Requested and received	No - Requested, not received	No - Did not receive	Don't know what this is
2020	2773	42.3%	31.7%	2.3%	12%	11.8%
2019	2885	32.4%	22.8%	6.5%	11.9%	26.5%
2018	2587	47.6%	22%	2.3%	6.9%	21.3%

Question 24 (NOK). Were you required to pay any fees regarding your government headstone, marker, or medallion?

NEXT OF KIN



Year	n	No	Yes, but they were reasonable	Yes, and the costs were substantial	Don't know
2020	2798	76.4%	11.4%	2.8%	9.4%
2019	2922	77.4%	11.8%	2.5%	8.2%
2018	2593	79.3%	10%	2.2%	8.6%

Question 26 (NOK). If you ordered a Bronze marker, what amount were you required to pay? (Please round up to the nearest whole dollar.)

Only respondents who indicated “Yes, but they were reasonable” or “Yes, and the costs were substantial” to Question 24 (NOK) received this question.

NEXT OF KIN



Year	n	Less than \$100	\$100 - \$299	\$300 - \$499	\$500 and higher
2020	128	27.3%	31.2%	12.5%	28.9%
2019	176	16.5%	43.2%	15.9%	24.4%
2018	111	18%	51.4%	11.7%	18.9%

Question 27 (NOK). If you ordered a Granite/Marble headstone or marker, what amount were you required to pay? (Please round up to the nearest whole dollar.)

Only respondents who indicated “Yes, but they were reasonable” or “Yes, and the costs were substantial” to Question 24 (NOK) received this question.

NEXT OF KIN



Year	n	Less than \$100	\$100 - \$299	\$300 - \$499	\$500 and higher
2020	98	28.6%	22.4%	12.2%	36.7%
2019	95	20%	46.3%	22.1%	11.6%
2018	78	19.2%	47.4%	9%	24.4%

Question 28 (NOK). If you ordered a Bronze Medallion, what amount were you required to pay? (Please round up to the nearest whole dollar.)

Only respondents who indicated “Yes, but they were reasonable” or “Yes, and the costs were substantial” to Question 24 (NOK) received this question.

NEXT OF KIN

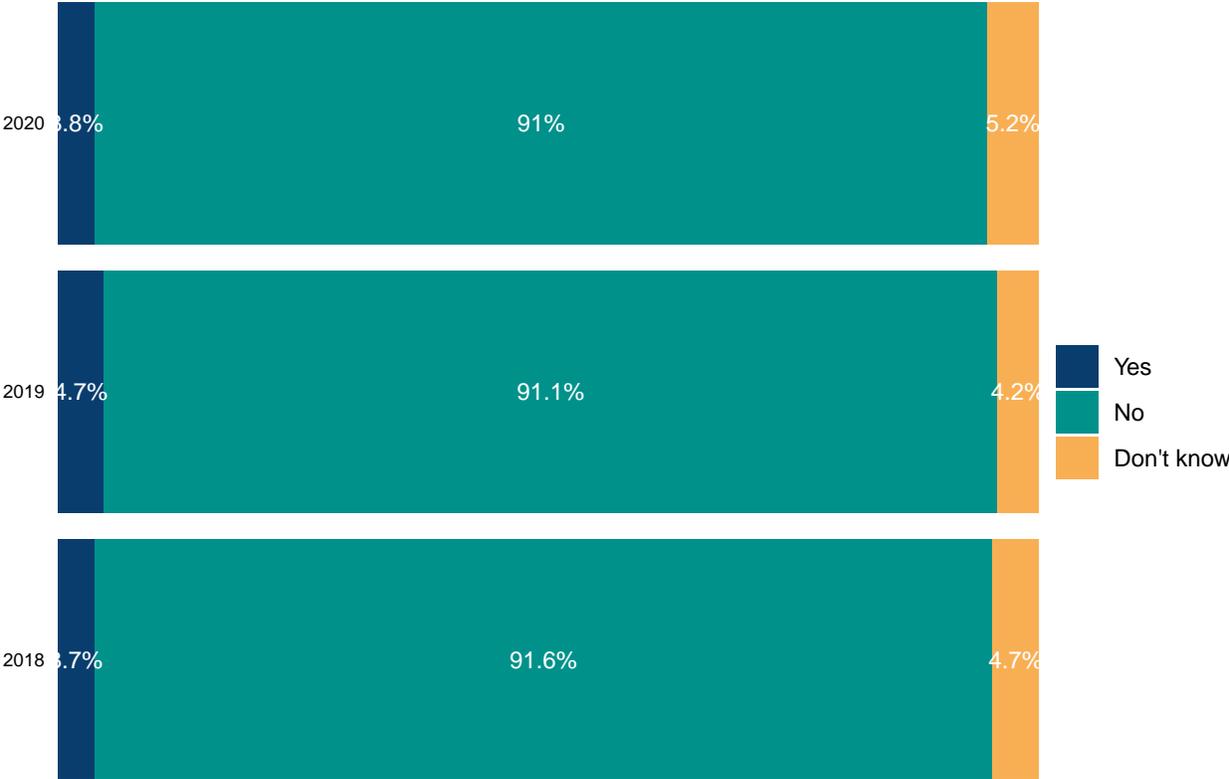


Year	n	Less than \$100	\$100 - \$299	\$300 - \$499	\$500 and higher
2020	49	55.1%	12.2%	14.3%	18.4%
2019	19	47.4%	36.8%	5.3%	10.5%
2018	10	40%	50%	0%	10%

Question 29 (NOK). Was there a delay in the placement of the headstone, marker or medallion because of a difficulty to pay the setting fee?

Only respondents who indicated “Yes, but they were reasonable” or “Yes, and the costs were substantial” to Question 24 (NOK) received this question.

NEXT OF KIN



Year	n	Yes	No	Don't know
2020	345	3.8%	91%	5.2%
2019	384	4.7%	91.1%	4.2%
2018	297	3.7%	91.6%	4.7%

Appendix A: Respondent Characteristics

Section Description

- This section presents survey findings from next of kin on self-reported demographics.
- Responses are provided on gender, race and relationship to the next of kin's loved one.

Question 30 (NOK). What was the gender of your loved one?

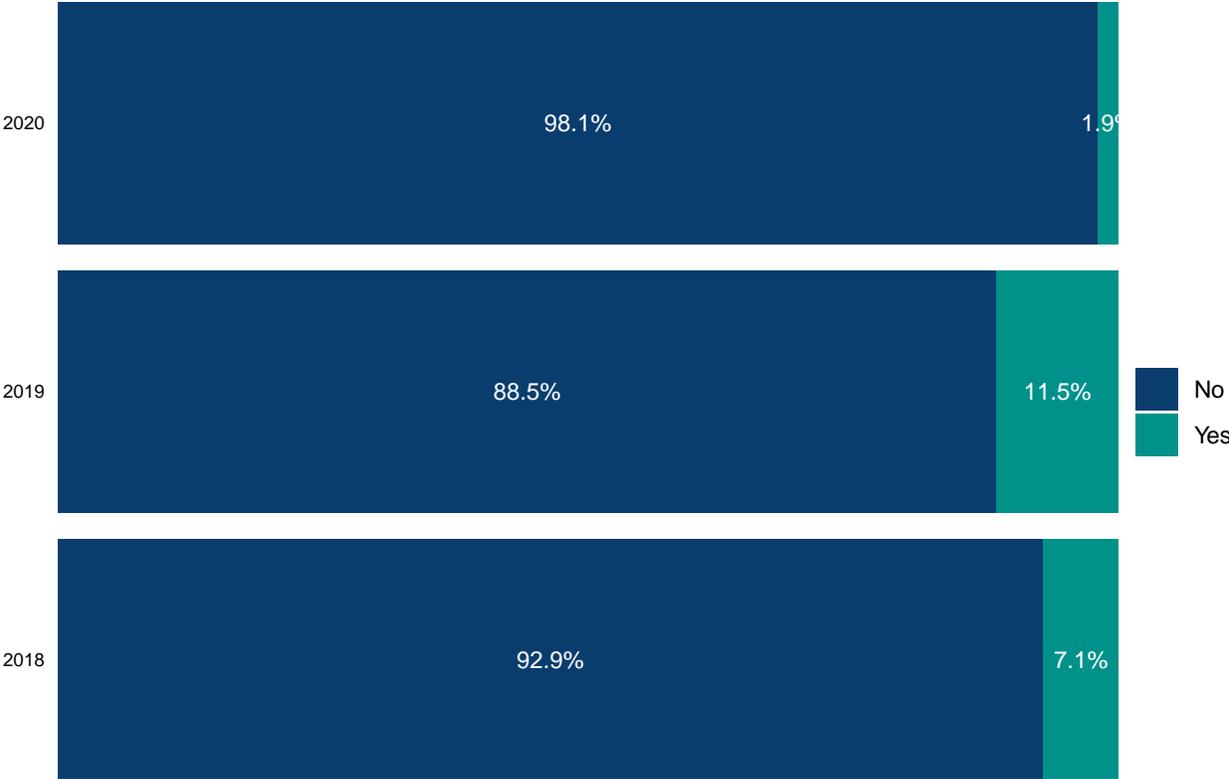
NEXT OF KIN



Year	n	Female	Male
2020	2839	2.4%	97.6%
2019	2983	6.6%	93.4%
2018	2633	8.1%	91.9%

Question 31 (NOK). Was your loved one Hispanic or Latino?

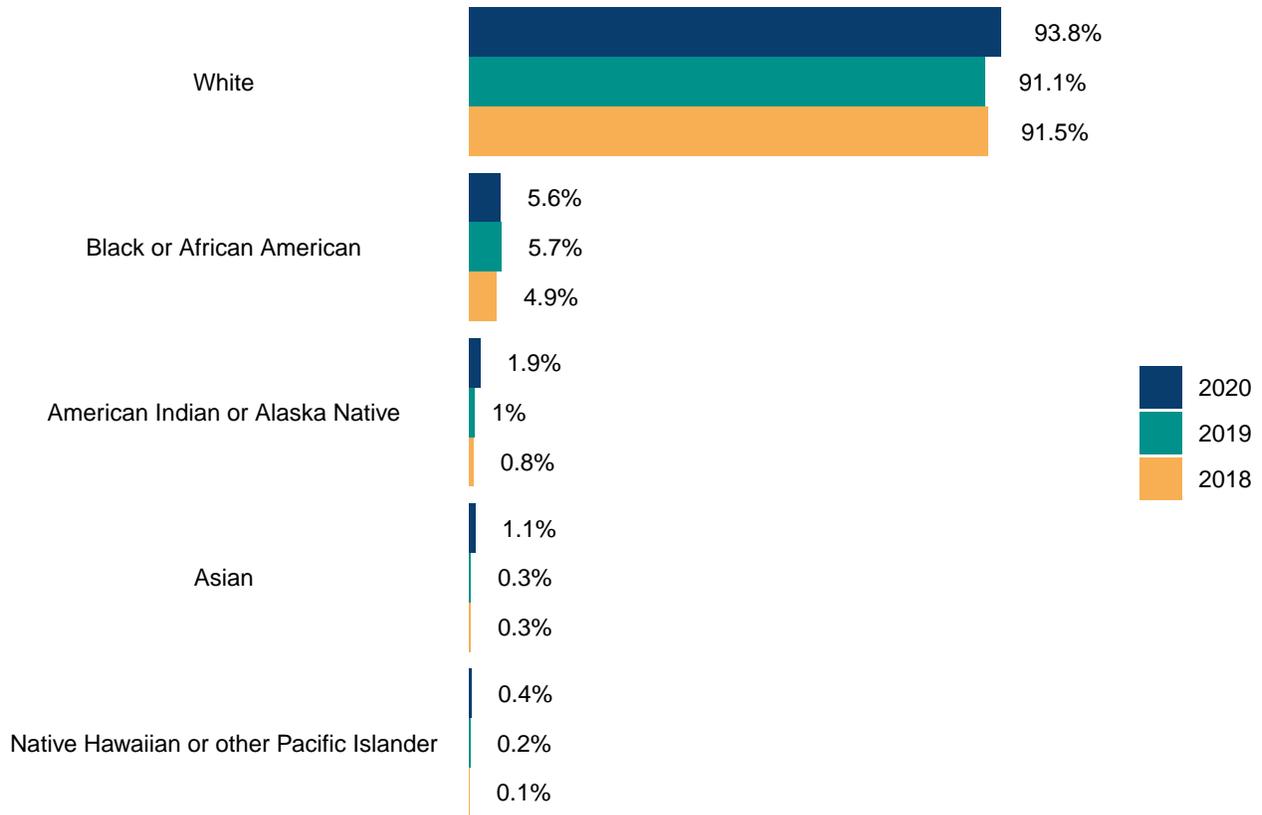
NEXT OF KIN



Year	n	No	Yes
2020	2759	98.1%	1.9%
2019	2923	88.5%	11.5%
2018	2581	92.9%	7.1%

Question 32 (NOK). What was the race of your loved one? (Mark one or more)

NEXT OF KIN

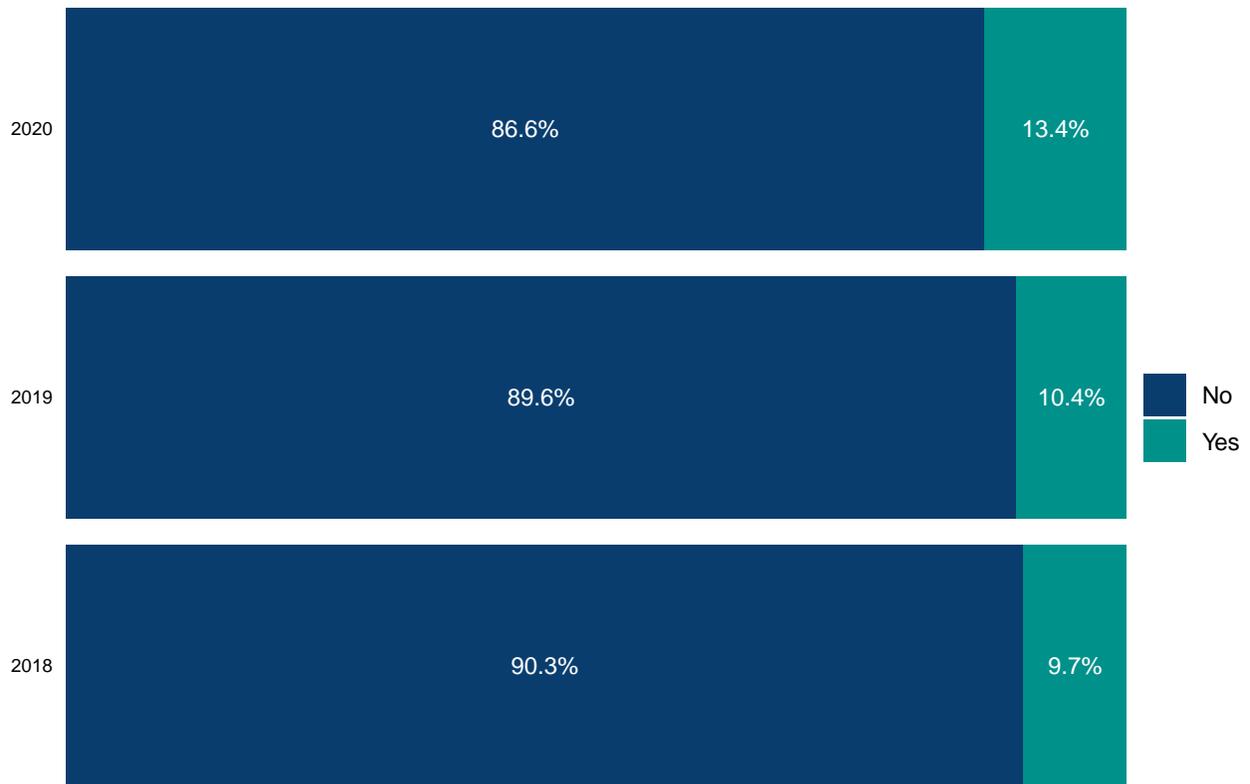


Year	n
2020	2836
2019	3008
2018	2555

Note: As respondents could select more than one response option, percentages may not sum to 100.

Question 33 (NOK). Are you a Veteran (served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit)?

NEXT OF KIN

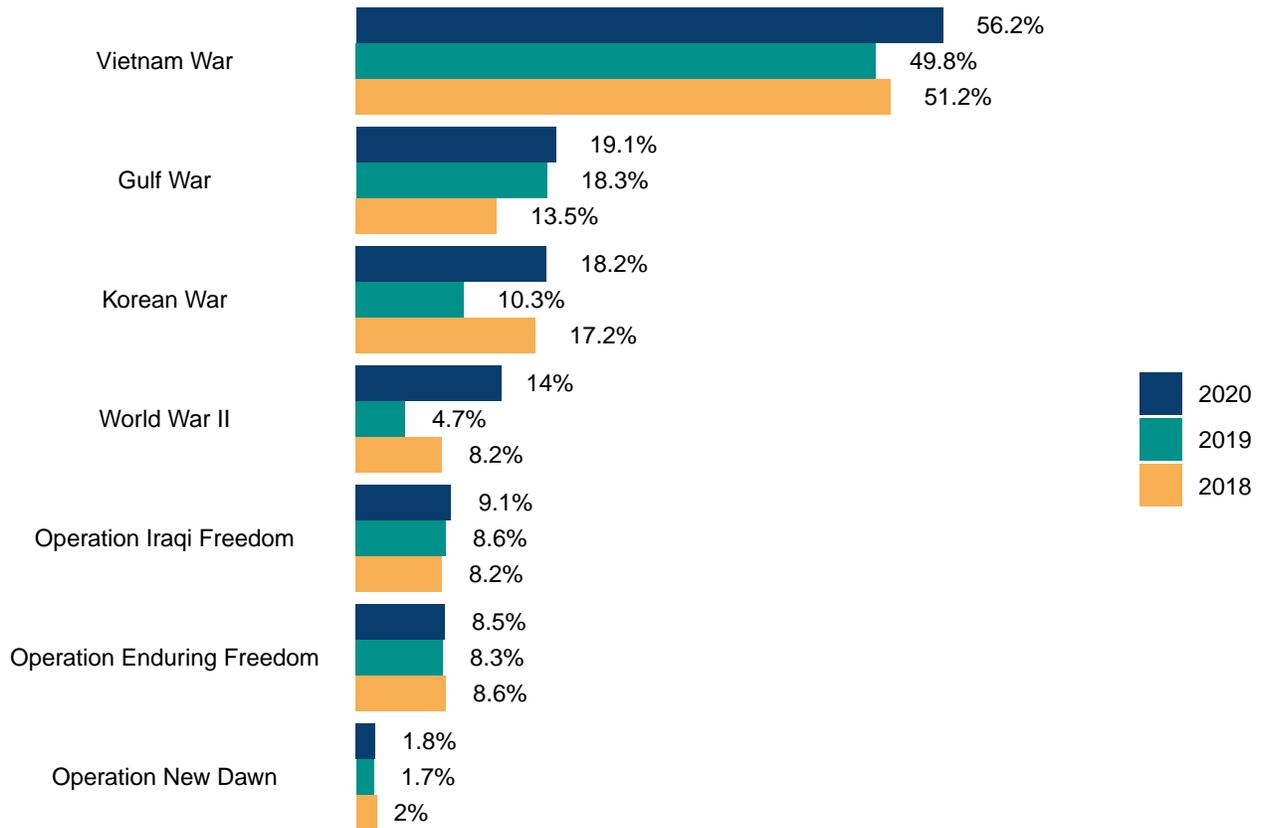


Year	n	No	Yes
2020	2747	86.6%	13.4%
2019	2952	89.6%	10.4%
2018	2651	90.3%	9.7%

Question 34 (NOK). Which of the following war eras did you serve in? (Mark all that apply)

Only respondents that indicated “Yes” to Question 32 (NOK) received this question.

NEXT OF KIN

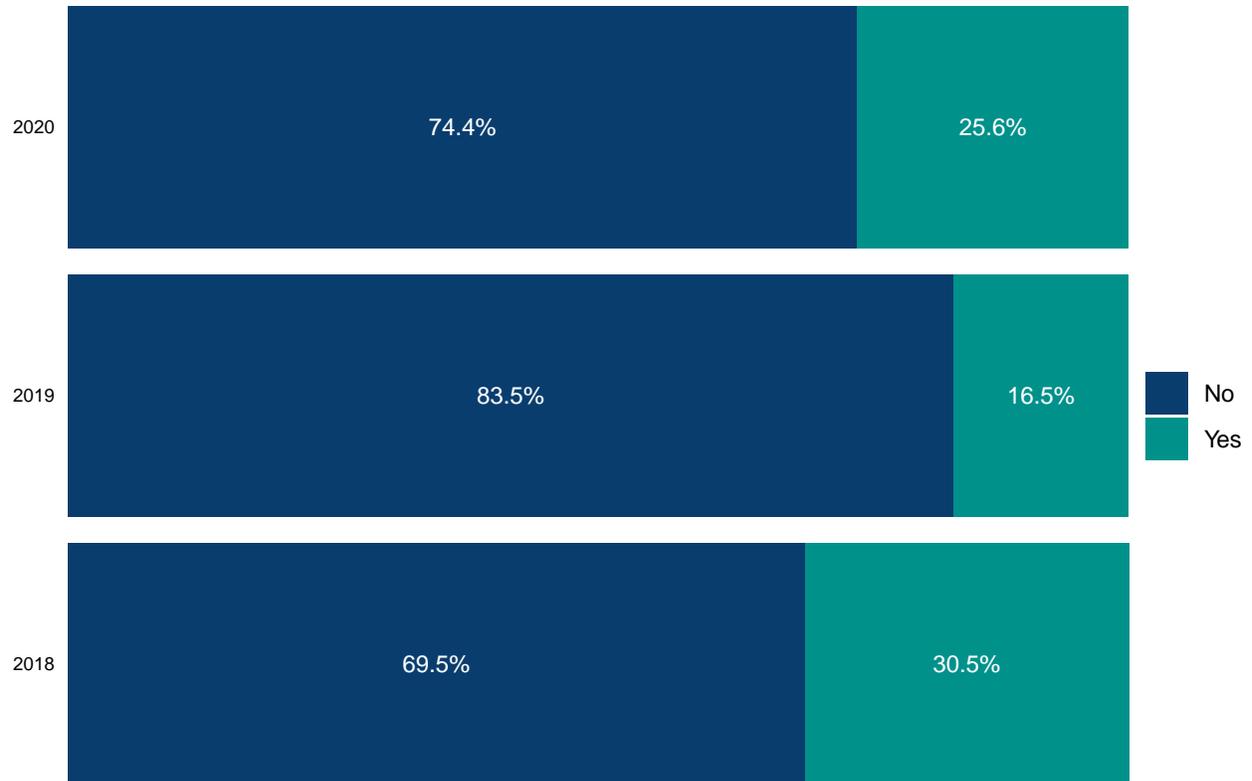


Year	n
2020	329
2019	301
2018	244

Note: As respondents could select more than one response option, percentages may not sum to 100.

Question 35 (NOK). Was your loved one your spouse?

NEXT OF KIN



Year	n	No	Yes
2020	348	74.4%	25.6%
2019	273	83.5%	16.5%
2018	239	69.5%	30.5%

Question 36 (NOK). Are you aware that Veterans who are married to Veterans are entitled to individual gravesite headstone/marker/medallion benefits?

Only respondents that indicated “Yes” to Questions 33 (NOK) and 35 (NOK) received this question.

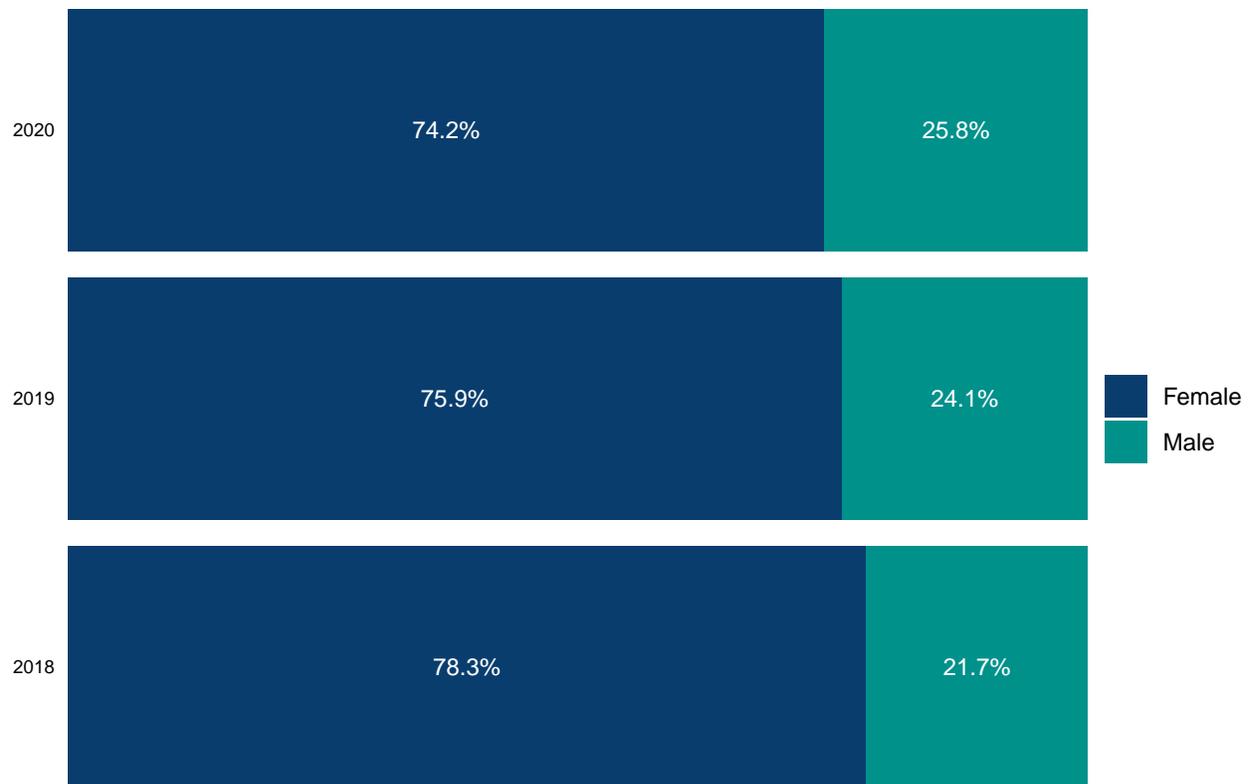
NEXT OF KIN



Year	n	No	Yes
2020	77	46.8%	53.2%
2019	40	52.5%	47.5%
2018	67	49.3%	50.7%

Question 37 (NOK). What is your gender?

NEXT OF KIN



Year	n	Female	Male
2020	2795	74.2%	25.8%
2019	2835	75.9%	24.1%
2018	2621	78.3%	21.7%

Appendix B: Methodology and Survey Instruments

SECTION DESCRIPTION

- Presented within this appendix is a description of the methodology used to develop and administer the 2020 Memorial Products Service Survey.
- Details about the survey development, the sampling procedure, and the mailing protocol are included.
- Finally, this section summarizes the types and number of calls received in the toll-free assistance line established to respond to survey respondents' questions or concerns about the study.

Project Background

To better assess customer satisfaction with the services provided by VA's Memorial Products Service (MPS) and to measure overall performance, the National Cemetery Administration (NCA) Office of Finance and Planning contracted the Federal Research Division (FRD) within the Library of Congress to conduct the Satisfaction with VA Memorial Products Service Survey for 2020. Findings from the survey are presented to NCA leadership annually.

The MPS survey was fielded to Veterans' next of kin and funeral directors from June 11 through July 24. Mailing data was extracted from NCA's Automated Monument Application System database and the Burial Operations Support System for records with interment dates from February 1, 2019 through December 31, 2019. A web survey was posted online using the Snap Surveys platform. This year's survey reflects interments over 11 months, as opposed to one full year, to allow future fielding efforts to align with the calendar year.

Surveys were mailed to 9,437 next of kin who had an experience with VA's Memorial Products Service in the past year. Of these, 3,493 returned surveys to FRD; 3,307 returned by mail and 186 responded using the web survey.

Surveys were also mailed to funeral directors who had worked with national, private, or State or Tribal Veterans cemeteries. All funeral directors who had interacted with a cemetery (approximately 12,500) were included in the census. Of these, 2,984 returned surveys specifically responding to questions regarding VA's Memorial Products Service; 2,720 returned surveys by mail, and 264 responded using the web survey.

More information about the sampling and response and completion rates for both groups can be found in Appendix D: Response and Completion Rates.

This appendix further presents the detailed methodology used to conduct the 2020 customer satisfaction survey. It is highlighted in the following sections:

- Survey Development
- Sampling
- Mailing Protocol and Schedule
- National Response and Completion Rates
- Toll-Free Assistance Line.

Survey Development

Areas addressed by the VA's Memorial Products Service Survey include:

- Who assists the next of kin with the application
- Extent to which the next of kin was aware of the inscription policy
- Quality level of the marker and inscription
- Cycle delivery time
- Level of customer service for the call center
- Level of knowledge, satisfaction with, and quality of the Presidential Memorial Certificate (PMC) program and certificate.

The 2020 MPS survey instrument used for 2019 interment data was developed from the 2019 MPS survey instrument used for 2018 interment data.

Two questions were modified from the 2019 survey:

- Question 22 (NOK). How satisfied were you with the quality of the certificate signed by the President of the United States honoring the Veteran's service?

Prior to 2020, this question wording was: "Please indicate your level of agreement with the following statement: The overall quality (i.e., craftsmanship, not damaged, correct spelling, etc.) of the Presidential Memorial Certificate (PMC) I received from the VA was excellent."

- Question 16 (FD). In the past year, have you/your company had problems with a delivered headstone, marker or medallion?"

Prior to 2020, the wording for this question was: "Have you/your company ever had problems with a delivered headstone, marker or medallion?"

Because the question wording and/or response scales for these questions changed in 2020, the current year's results cannot be compared to previous years.

The final 2020 questionnaires included a total of 40 questions for Veterans' next of kin and 26 questions for funeral directors. Both survey instruments are included in Appendix E: Survey Instruments.

Sampling

FRD identified a representative sample of next of kin who had had an experience with VA's Memorial Products Service in the past year. A sample of 10,009 was selected to approximate the sample size based on previous years' reports. After cleaning to remove undeliverable addresses and duplicates, the sample comprised 9,437 next of kin.

FRD conducted a census of funeral directors. Surveys were mailed to 12,500 directors at individual funeral homes. All unique funeral homes who (1) assisted with interments at national cemeteries from February 2019 to December 2019; (2) assisted with interments at State or Tribal Veterans Cemeteries during that same period; or (3) who assisted with obtaining memorial products for interments during that period were mailed a survey.

FRD mailed each funeral director three survey instruments contained in one physical package: the National Cemeteries satisfaction survey, the Memorial Product Services satisfaction survey, and the State or Tribal Veterans cemetery satisfaction survey. The funeral directors were asked to complete all surveys and survey sections applicable to their experiences.

Mailing Protocol and Schedule

The mailing protocol FRD used consisted of one mailing each for Veterans' next of kin and funeral directors. Both mailings consisted of three waves. The three waves included:

- Wave 1, mailed June 11: A copy of the appropriate questionnaire(s); a postage-paid return envelope; and a cover letter requesting their participation signed by the Executive Director of Cemetery Operations (national cemeteries), the Director of the Veterans Cemetery Grants Service (State or Tribal cemetery), the Executive Director of Field Programs (memorial product services), or the Principal Deputy Under Secretary for Memorial Affairs (funeral directors).
- Wave 2, mailed June 22: A second copy of the respective questionnaire(s), a postage-paid return envelope, and a revised cover letter. This mailing was preceded by a letter of apology and explanation for an administrative error that led to decedent names appearing as addressees, rather than next of kin, in the wave 1 mailing for MPS. Addressee names were corrected and the wave 2 mailing was delayed.
- Wave 3, mailed July 6: A reminder/thank you postcard that included a tear-off, postage-paid return card if the recipient was interested in participating in a follow-on focus group.

Spanish-language surveys were available upon request, while Spanish-language survey materials were mailed to residents of Puerto Rico. The mailing list for next of kin designated to receive Spanish MPS surveys contained 43 addresses in 2020.

Survey processing

Surveys returned via mail were collected from the post office and prepared, scanned via sheet and overhead scanners, and saved as PDFs. These PDFs were imported into a survey software platform and responses rendered by optical character recognition to numeric values in a CSV file. These CSVs were then imported into a statistical software package for deduplication, confirmation that values fell within the expected ranges, and analysis.

Overview of cleaning and deduplication

Responses to the Memorial Products Service survey were considered complete for next of kin and funeral director respondents if they included a response to both of the below questions.

- Question 20 (NOK)/21 (FD). Please indicate your level of agreement with the following statement: The overall quality of the headstone, marker, or medallion I received from the VA was excellent.
 - Response options: Strongly agree, agree, neither agree nor disagree, disagree, strongly disagree
- Question 23(NOK)/25(FD). Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?
 - Response options: Very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, strongly dis-satisfied.

Responses were deduplicated by first identifying whether any Master IDs and full set of survey responses matched entirely. In these cases, duplicate records were eliminated.

Duplicate responses remained in the dataset after eliminating exact matches. Where two or more surveys were submitted under the same Master ID, the following hierarchy was employed to ensure a single record for each funeral home and decedent:

1. Complete records were kept over incomplete records, where complete is defined as above.
2. Web records were kept over print records.
3. Records with the fewer number of unanswered questions were kept over records with more unanswered questions.
4. If application of rule 3 resulted in a tie, a duplicate record was selected at random.

Toll-Free Assistance Line

To aid customers during the survey administration period, FRD maintained a dedicated, survey-specific, toll-free help line where respondents could leave questions. A live agent returned all survey-related calls within 24 hours or the next business day. Of 846 calls to the assistance line, 264 were answered in real time. For those requiring a return call or email response, the mean response time was 1 day, 4 hours, and 23 minutes.

Overall, 846 respondents called the help line with questions pertaining to the 2020 survey of 2019 interment data. Calls were received from June 13 through July 24.

The majority of the calls received pertained to one of the following categories:

- **Survey-Related Questions:** Although these questions varied by caller, the common themes included how to answer a particular question, not understanding certain terminology used on the survey, not understanding the difference between a “national” and “state or tribal” cemetery, and inquiries on whether they could take the survey on behalf of a Veteran’s next of kin (deceased or unable to take it).
- **Provided Information:** Some callers provided general information about the status of their surveys. This information included if they had sent in the survey, when they would send in the survey, or why they would not be completing the survey.
- **Request to Not Be Contacted:** Other callers requested their removal from the mailing list for the following reasons: they had completed the survey and received a second survey or postcard, they did not want to participate in the survey, or because the Veteran’s next of kin was deceased.
- **NCA-Related Questions and Comments:** These questions and comments also varied by caller, but the common issues concerned requesting a Presidential Memorial Certificate; the interment service; and the headstone, marker, or medallion.

Tables on the next page contain information about the types of calls received, the numbers of each type of call, the percentage of calls by type as well as similar information about how calls were resolved.

The tables below show the reasons for calls and the resolutions.

Reason for call	n	Percent
Caller provided information	204	24.1%
Caller had a question about the survey	173	20.4%
Caller is unable to complete survey	128	15.1%
Caller shared concerns about the survey	79	9.3%
Caller had a question for the National Cemetery Administration	76	9.0%
Caller did not ask a question, just left name/phone number	68	8.0%
Online survey issue	43	5.1%
NOK deceased	22	2.6%
Do not call or survey	16	1.9%
Change of name or address	15	1.8%
Caller requested a Spanish survey	11	1.3%
Caller	7	0.8%
Other	2	0.2%
3 digit code requested	1	0.1%
Caller requested a paper survey	1	0.1%
Total	846	100.0%

Resolution	n	Percent
Resolved issue directly with caller	523	61.8%
Caller was left a message	180	21.3%
Unable to contact	46	5.4%
Caller was directed to NCA for follow-up	45	5.3%
Caller was referred to local VA	29	3.4%
Caller added to the "Do not contact" list	15	1.8%
Sent to Spanish consultant	8	0.9%
Total	846	100.0%

Appendix C: Users Guide

SECTION DESCRIPTION

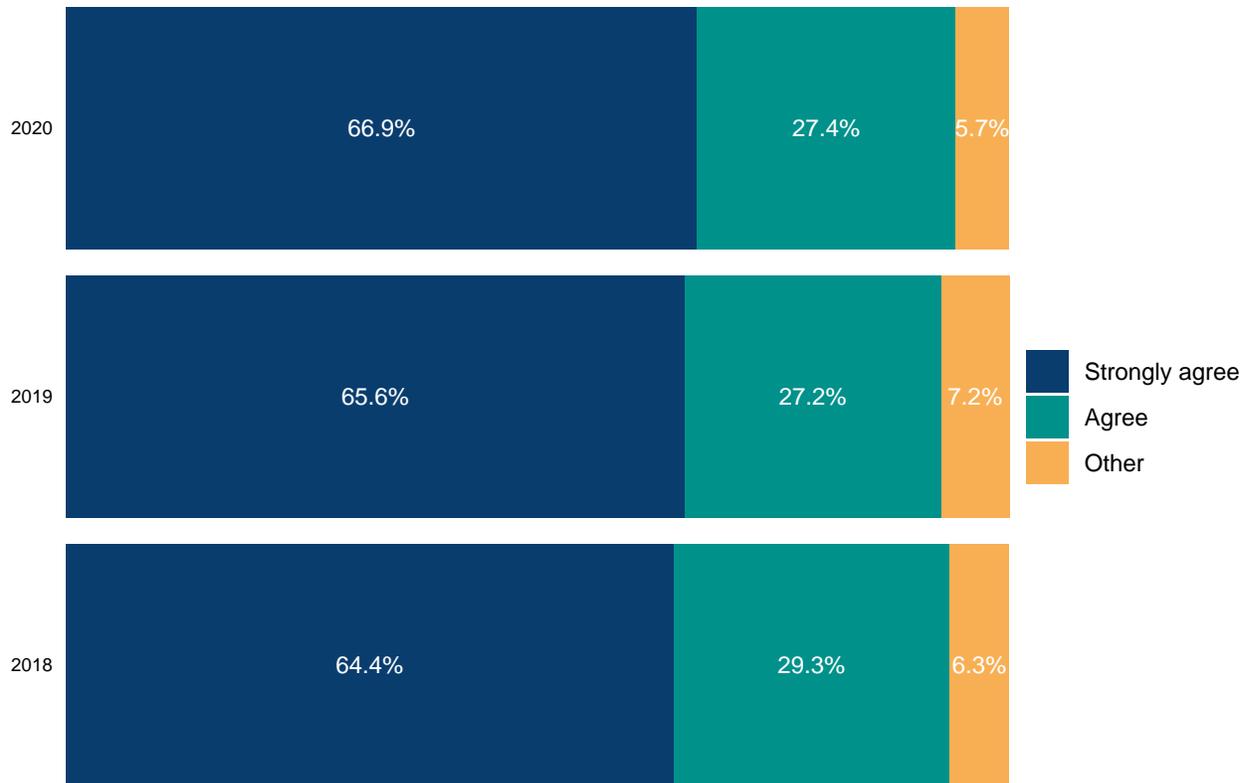
- This section presents an explanation of how to understand and interpret the graphs and tables used in this report:
- Stacked bar graphs and data tables are used to illustrate the results of survey items with a continuous response scale (e.g., “strongly agree” to “strongly disagree”).
- Standard bar graphs are used to illustrate the results of survey items with a nominal response scale (i.e., categorical responses).

Question Numbers

Questions that were asked of both funeral directors and next of kin are presented together in All Respondents graphs followed by the sample type's respective graph. When presented together, the first number presented for the question is the question number for next of kin, and the second is the question number for funeral directors.

Horizontal Stacked Bar Graphs

Horizontal stacked bar graphs are used in this report to illustrate the results of survey items with a continuous response scale (e.g., “strongly agree” to “strongly disagree”). The graphs depict the frequency of positive responses to an item, while maintaining the distinction between the degree of endorsement (e.g., “agree,” “strongly agree,” and “other”). In each stacked bar graph, the percentage of participants responding positively to the item is depicted across all NCA survey participants. Neutral and negative response options are not depicted. A sample stacked bar graph is presented below with labels to aid in interpretation of the graph.



Survey years are located to left of the graph. When data are available, the graph will display data from the current year and the previous two years. A response option key is located at the top of the graph.

This key lists the response options to the item (e.g., “agree,” “strongly agree,” and “other”) and depicts the type of shading for each of the two response options.

When an NCA performance target exists for an item, the performance target is presented just below the response option key. This is meant to aid with the comparison between NCA’s performance target on the item and the actual satisfaction survey data. Note that performance targets exist for only a subset of the items on the survey; thus, all stacked bar graphs do not depict a performance target.

Data Tables

Accompanying each stacked bar graph is a data table that presents detailed item-level results for the current year and the previous year (when available). The total number of respondents (n) and the percentage of respondents selecting each possible response option are provided.

Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	4899	66.9%	1.3%	27.4%	4.6%	0.7%	0.4%
2019	4974	65.6%	1.2%	27.2%	5.7%	0.8%	0.7%
2018	4806	64.4%	NA	29.3%	5.1%	0.8%	0.4%

Change scores represent the difference between the percentages of participants selecting the most positive response option (e.g., “strongly agree,” “very satisfied”) for the column year versus the previous year. For example, in the above table 65.6% of respondents selected “strongly agree” in 2019, while 64.4% selected this option in 2018. The change score was calculated as follows: $65.6\% - 64.4\% = 1.2\%$. Although 2017 data are not presented in the table, the 2018 option A in 2019, 21.4% selected A in 2018, and 20.0% selected A in 2017.

The graph above depicts an example item in which respondents could select only one option, so that for each year, data will sum to approximately 100% across the possible response options (the total may vary slightly due to rounding).

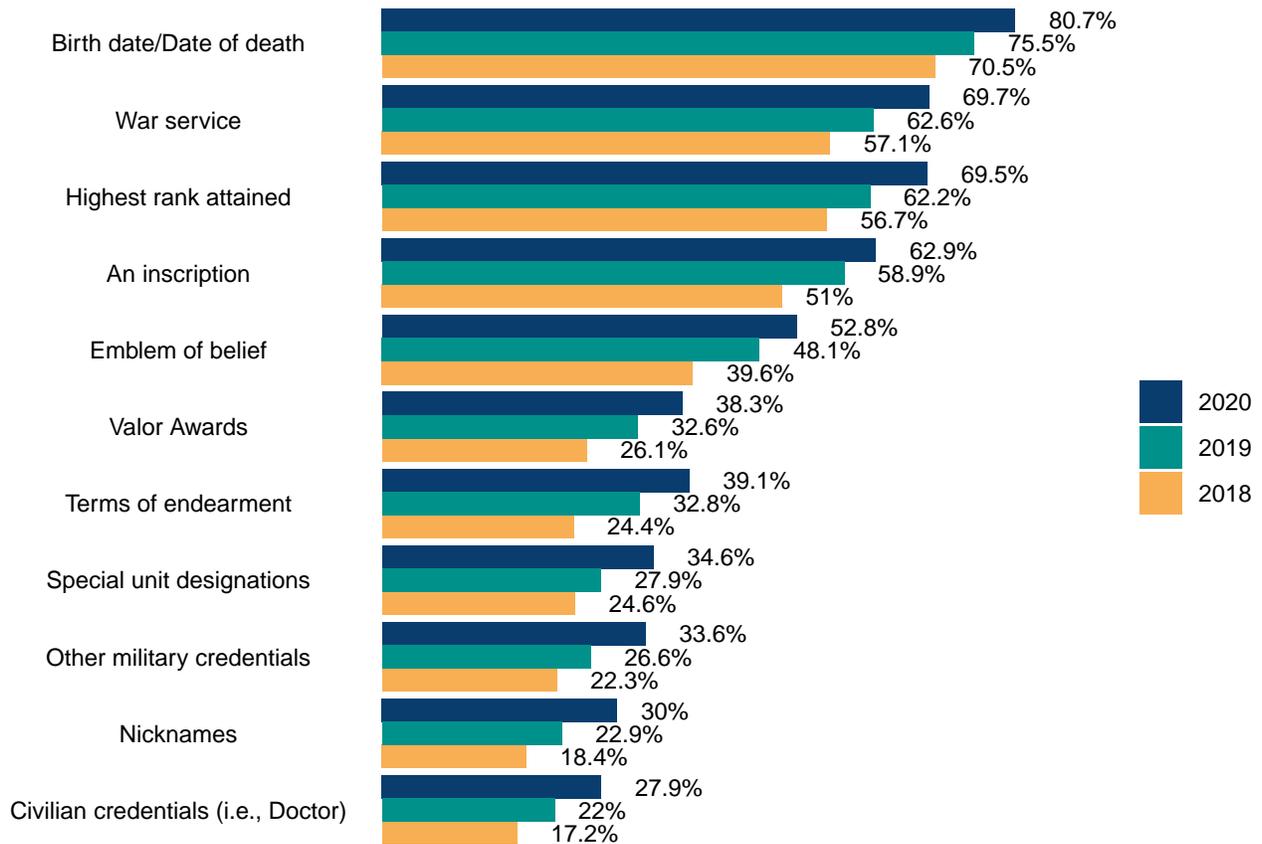
Items on which respondents were instructed to “mark all that apply” may also be depicted with standard bar graphs, but percentages may not sum to 100. Despite this difference, the graphs can be interpreted in the same manner.

Data tables are not provided for these items because the standard bar graphs depict the full range of response options, unlike the stacked bar graphs that present only the positive response options.

Since a data table is not provided, the total number of respondents for each of the three years is presented at the bottom of the graph.

Positive change scores indicate an improvement since the previous year, while negative change scores indicate a decline in the percentage of participants who selected the most positive response option.

Standard Bar Graphs



While stacked bar graphs are used for all items that are assessed on a continuous scale (e.g., “strongly agree” to “strongly disagree”), standard bar graphs are used for all items assessed on a nominal scale (i.e., categorical responses such as relation to the deceased or types of communication).

Standard bar graphs list all possible response options along the vertical axis. If available, data are presented for the current year and the two previous years. The color to designate each year’s data is presented in the survey year key. In the above example, 2019 data are represented by the top blue bars, 2018 data are represented by the middle green bars, and 2017 data are represented by the bottom yellow bars. Thus, 23.7% of respondents selected option A in 2019, 21.4% selected A in 2018, and 20.0% selected A in 2017.

Appendix D: Response and Completion Rates

SECTION DESCRIPTION

- This appendix provides detailed information about the response and completion rates for next of kin and funeral directors in the National Cemetery Administration’s 2019 Memorial Products Service Survey of Satisfaction.

National Response Rates

The Memorial Products Service survey yielded an overall response rate of 39.6 percent for next of kin respondents and 24.5 percent for funeral directors).

The response rate is calculated by dividing the number of returned questionnaires by the number of eligible questionnaires, where eligible questionnaires are questionnaires that were mailed to individuals in the sample and not returned undeliverable. Ineligible questionnaires were those that were returned undeliverable.

Returned surveys that contained answers to the following two specific questions were considered complete:

- Question 20 (NOK)/21 (FD). Please indicate your level of agreement with the following statement: The overall quality of the headstone, marker, or medallion I received from the VA was excellent.
- Question 23(NOK)/25(FD). Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?

Completion Rates

With a total of 2,890 complete surveys from next of kin (2,707 print and 183 web) and 2,009 complete surveys from funeral directors (1,829 print and 180 web), The survey yielded a completion rate of 82.7 percent for next of kin and 67.3 percent for funeral directors. The completion rate was calculated by dividing the number of complete questionnaires by the number of returned questionnaires, where “complete” indicates that complete responses were provided for specific questions.

The table below presents information about the overall response rates for the next of kin and funeral director surveys.

Surveys Returned by Web and Mail	Status as Returned and Complete	Next of Kin		Funeral Directors	
		Number	Rate	Number	Rate
All Surveys	<i>Returned</i>	3,493	39.6%	2,984	24.5%
	<i>Complete</i>	2,890	82.7%	2,009	67.3%

Appendix E: Survey Instruments

SECTION DESCRIPTION

- This appendix provides copies of the next of kin and funeral director survey instruments for Memorial Products Services.

**U.S. DEPARTMENT OF VETERANS AFFAIRS
NATIONAL CEMETERY ADMINISTRATION
VA Memorial Products: 2019 NEXT OF KIN/FAMILY
MEMBER SATISFACTION SURVEY (Headstones/Markers/Medallions
and Presidential Memorial Certificates)**



The VA may not conduct, sponsor, or require the respondent to respond to this collection of information unless it displays a valid OMB Control Number. All responses to this collection are voluntary. Public reporting burden for this collection of information is estimated to average 20 minutes per response, including the time necessary for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

The information collected is intended to be used in making improvements in services within the National Cemetery Administration of the Department of Veterans Affairs and for associated administrative purposes. Failure to furnish the requested information will have no adverse effect on any VA benefit to which you may be entitled. The information you supply will be confidential and protected by the Privacy Act of 1974 (5 U.S.C. 522a) and the VA's confidentiality statute (38 U.S.C. 5701) as implemented by 38 CFR 1.526(a) and 38 CFR 1.576(b). Disclosure of information involves releases of statistical data and other non-identifying data for the improvement of services within the National Cemetery Administration and for associated administrative purposes. Please send any comments regarding this burden estimate or any other aspect of this collection, including suggestions for reducing this burden, to: VA Clearance Officer (005G2), 810 Vermont Ave., NW, Washington, D.C. 20420.

SEND COMMENTS ONLY. DO NOT SEND THIS FORM OR REQUESTS FOR BENEFITS TO THIS ADDRESS.

Marking Instructions: Please read each question carefully and respond by filling in the response square that most closely represents your opinion.

- Use pencil or pen. Make heavy dark marks that fill the squares completely. If you wish to change an answer, erase cleanly (pencil) or put an "X" over the incorrect response (pen).
- Fill in one answer square for each question unless it tells you to "mark all that apply."
- When you are finished, please place the questionnaire in the enclosed postage-paid envelope and put it in the mail.

If you have any questions or concerns, please call the Survey Help Desk at: (866) 730-8405.

NATIONAL CEMETERY ADMINISTRATION 295127-2

[MasterID]

2019 Memorial Products Survey

Q1 How did you learn about the headstone, marker, or medallion benefit provided by the VA?
(Mark all that apply)

- Learned from a Veteran/family member
- Learned from a Funeral Director
- Learned from a Cemetery Representative
- Learned from a VA employee
- My own research

Other (specify):

Q2 What type of headstone, marker, or medallion did you order?

- Bronze (metal plate) → Go to Q5
- Stone (granite or marble) → Go to Q5
- Bronze medallion

Q3 Did you have any problems while affixing the bronze medallion to the headstone or markers?

- Yes
- No → Go to Q5
- Have not affixed medallion yet → Go to Q5

Q4 Please explain the difficulty you faced in affixing the medallion to a headstone or marker:

Q5 Who helped you with ordering the headstone/marker/medallion? (Mark all that apply)

- Family member
- Funeral Director
- Cemetery Representative
- VA employee
- No one

Other (specify):

Q6 How did you order the headstone, marker, or medallion? (Mark only one)

- Via the mail
- Via fax
- Via the Funeral Director

Other (specify):

Q7 How satisfied were you with the process you used to order the headstone, marker, or medallion?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Q8 Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?

- Yes
- No → Go to Q12
- Don't Know

Q9 Did you speak with an NCA Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?

- Spoke with an NCA Customer Service representative initially
- Transferred to NCA
- Don't know

Q10 Why did you call the NCA? (Mark all that apply)

- To check on the status of an order
- To get help with ordering a marker
- To file a complaint about a marker

Other (specify):

Q11 How satisfied were you with the service you received from the NCA Customer Service representative?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Q12 Did you visit the VA website for information about ordering the headstone, marker, or medallion?

- Yes
- No → Go to Q15

Q13 What type of information were you looking for on the VA's website? (Mark all that apply)

- How to order a headstone/marker/medallion
- Download an order form
- Find information on documentation needed
- Find information on the Presidential Memorial Certificate Program
- Find out what could go on the headstone/marker/medallion

Other (specify):

Q14 How satisfied were you with the ease of finding the information you were looking for on the VA's website?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Q15 When you were applying for the headstone, marker, or medallion, were you aware that the following items could be added to the headstone, marker, or medallion:

	Yes	No	Don't know
An inscription	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Birth date/Date of death	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Highest rank attained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
War service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emblem of belief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Valor awards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Terms of endearment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nicknames	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Civilian credentials (i.e, Doctor)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special unit designations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other military credentials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q16 If you were aware of the availability of an inscription, how did you learn about what could be included in the inscription? (Mark all that apply)

- I read it on the application
- I looked it up on the VA website
- I was informed by the Funeral Director
- I was informed by a VA employee

Other (specify):

Q17 About how long after ordering the headstone, marker, or medallion did it arrive?

- Less than 1 month
- Between 1 and 2 months
- Between 2 and 3 months
- Between 3 and 4 months
- More than 4 months
- Don't know

Q18 How satisfied were you with the amount of time it took to receive the headstone, marker, or medallion?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Q19 How would you have preferred to be notified about the delivery status of your headstone, marker, or medallion?

- Postcard
- E-mail
- Letter
- I don't care to be notified

Other (specify):

Q20 Please indicate your level of agreement with the following statement: "The overall quality of the headstone, marker, or medallion I received from VA was excellent."

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

Q21 Did you order and/or receive a certificate signed by the President of the United States honoring the Veteran's service?

- Yes – Requested and received
- Yes – Received, but not requested
- No – Requested, not received → Go to Q23
- No – Did not receive → Go to Q23
- Don't know what this is → Go to Q23

Q22 How satisfied were you with the quality of the certificate signed by the President of the United States honoring the Veteran's service?

- Very Satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- Envelope was bent/torn
- Name was misspelled
- Poor print quality

Other (specify)

For more information about the Presidential Memorial Certificate, or to order more copies, please visit our web page at www.cem.va.gov/pmc.asp

Q23 Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Q24 Were you required to pay any fees regarding your government headstone, marker, or medallion?

- Yes, but they were reasonable
- Yes, and the costs were substantial
- No → Go to Q30
- Don't know → Go to Q30

Q25 Are you aware of the Pre-Need eligibility process?

	Yes	No
Are you aware of the Pre-Need eligibility process?	<input type="checkbox"/>	<input type="checkbox"/>
Have you applied?	<input type="checkbox"/>	<input type="checkbox"/>
Do you intend to apply?	<input type="checkbox"/>	<input type="checkbox"/>
If you applied, were you satisfied with the length of time it took to receive a certificate of approval?	<input type="checkbox"/>	<input type="checkbox"/>

Q26 If you ordered a bronze marker, what amount were you required to pay? (Please round up to nearest whole dollar.)

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Q27 If you ordered a granite/marble headstone or marker, what amount were you required to pay? (Please round up to nearest whole dollar.)

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Q28 If you ordered a bronze medallion, what amount were you required to pay? (Please round up to nearest whole dollar.)

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Q29 Was there a delay in the placement of the headstone, marker, or medallion because of a difficulty to pay the setting fee?

Yes
 No
 Don't know

Q30 What was the gender of your loved one?

Male
 Female

Q31 Was your loved one Hispanic or Latino?

Yes
 No

Q32 What was the race of your loved one? (Mark one or more)

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or other Pacific Islander

Q33 Are you a Veteran (served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit)?

- Yes
- No → Go to Q37

Q34 Which of the following war eras did you serve in? (Mark all that apply)

- World War II
- Korean War
- Vietnam War
- Gulf War
- Operation Enduring Freedom (OEF)
- Operation Iraqi Freedom (OIF)
- Operation New Dawn

Q35 Was your loved one your spouse?

- Yes
- No → Go to Q37

Q36 Are you aware that Veterans who are married to Veterans are entitled to individual gravesite headstone/marker/medallion benefits?

- Yes
- No

Q37 What is your gender?

- Male
- Female

Q38 In what year were you born?

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Q39 Do you have any additional comments concerning how the VA Memorial Products Service could improve its services and programs? If your comment is in response to a specific question, please reference the question number.

Q40 [MasterID] Thank you very much for taking the time to complete this questionnaire.

Note: If you would like to be contacted by the cemetery, please write your name and contact information (address or telephone number):

PLEASE mail this completed questionnaire in the enclosed pre-paid envelope as soon as possible. If you have misplaced the pre-paid envelope, you may mail the completed survey to the following address using your own envelope:

DEPARTMENT OF VETERANS AFFAIRS
VA NCA CUSTOMER SATISFACTION SURVEY
PO BOX 3169
Catonsville, MD 21228

If you have any questions about this research, please contact the Survey Help Desk toll free at:
(866) 730-8405.

OMB Control Number 2900-0571

Estimated Completion Time: 20-30 Minutes

**U.S. DEPARTMENT OF VETERANS AFFAIRS
NATIONAL CEMETERY ADMINISTRATION:
2019 FUNERAL DIRECTOR SATISFACTION SURVEY
(National Cemeteries, VA Memorial Products, and State/Tribal Veterans
Cemeteries)**



The VA may not conduct, sponsor, or require the respondent to respond to this collection of information unless it displays a valid OMB Control Number. All responses to this collection are voluntary. Public reporting burden for this collection of information is estimated to average 20 minutes per response, including the time necessary for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The information collected is intended to be used in making improvements in services within the National Cemetery Administration of the Department of Veterans Affairs and for associated administrative purposes. Failure to furnish the requested information will have no adverse effect on any VA benefit to which you may be entitled.

The information you supply will be confidential and protected by the Privacy Act of 1974 (5 U.S.C. 522 a) and the VA's confidentiality statute (38 U.S.C. 5701) as implemented by 38 CFR 1.526(a) and 38 CFR 1.576(b). Disclosure of information involves releases of statistical data and other non-identifying data for the improvement of services within the National Cemetery Administration and for associated administrative purposes. Please send any comments regarding this burden estimate or any other aspect of this collection, including suggestions for reducing this burden, to VA Clearance Officer (005G2), 810 Vermont Ave., NW, Washington, D.C. 20420. SEND COMMENTS ONLY. DO NOT SEND THIS FORM OR REQUESTS FOR BENEFITS TO THIS ADDRESS.

Marking Instructions:

The survey will take about 20-30 minutes to complete. Please read each question carefully
• **Fill in one answer square for each question unless it tells you to "mark all that apply."**

If you have any questions or concerns, please call the Survey Help Desk toll-free at: (866)-730-8405.
NATIONAL CEMETERY ADMINISTRATION 293997-3
[MasterID]

2019 National Cemeteries Satisfaction Survey

IMPORTANT – PLEASE ANSWER BEFORE PROCEEDING: Have you conducted business at a National Cemetery within the past 12 months?

Yes Go to question Q1.1.

No Go to the Memorial Products Service Satisfaction Survey Q3.1.

Q1.1 Please use the list of cemeteries below to find the code of the cemetery you most frequently work with in the last 12 months and write in the code.

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<p>ALABAMA 862 Mobile 908 Ft. Mitchell 927 Alabama</p> <p>ALASKA 905 Sitka 910 Ft. Richardson</p> <p>ARIZONA 900 Prescott 914 NMCA</p> <p>ARKANSAS 842 Fayetteville 847 Fort Smith 858 Little Rock</p> <p>CALIFORNIA 892 Ft. Rosecrans 895 Golden Gate 898 Los Angeles 901 Riverside 903 San Francisco 913 San Joaquin Valley 921 Sacramento Valley 929 Bakersfield 992 Miramar</p> <p>COLORADO 888 Ft. Logan 889 Ft. Lyon 933 Pikes Peak</p> <p>FLORIDA 828 Barrancas 830 Bay Pines 875 St. Augustine 911 Florida 924 South Florida 928 Jacksonville 931 Sarasota 934 Cape Canaveral 937 Tallahassee</p> <p>GEORGIA 859 Marietta 922 Georgia</p> <p>HAWAII 899 NMCP (Punchbowl)</p> <p>IOWA 814 Keokuk</p>	<p>ILLINOIS 800 Alton 806 Camp Butler 809 Danville 820 Quincy 821 Rock Island 863 Mound City 915 Abraham Lincoln</p> <p>INDIANA 807 Crown Hill 817 Marion 867 New Albany</p> <p>KANSAS 887 Ft. Leavenworth 893 Ft. Scott 897 Leavenworth</p> <p>KENTUCKY 833 Camp Nelson 834 Cave Hill 840 Danville 856 Lebanon 857 Lexington 861 Mill Springs 883 Zachary Taylor</p> <p>LOUISIANA 825 Alexandria 829 Baton Rouge 870 Port Hudson 970 Louisiana</p> <p>MASSACHUSETTS 818 Massachusetts</p> <p>MARYLAND 801 Annapolis 802 Baltimore 816 Loudon Park</p> <p>MAINE 822 Togus</p> <p>MICHIGAN 909 Ft. Custer 923 Great Lakes</p> <p>MINNESOTA 894 Ft. Snelling</p> <p>MISSOURI 852 Jefferson Barracks 853 Jefferson City 879 Springfield</p>	<p>MISSISSIPPI 832 Biloxi 838 Corinth 866 Natchez</p> <p>MONTANA 938 Yellowstone</p> <p>NORTH CAROLINA 868 New Bern 873 Raleigh 876 Salisbury 881 Wilmington</p> <p>NEBRASKA 890 Ft. McPherson 935 Omaha</p> <p>NEW JERSEY 804 Beverly 811 Finn's Point</p> <p>NEW MEXICO 885 Ft. Bayard 904 Santa Fe</p> <p>NEW YORK 803 Bath 805 Calverton 808 Cypress Hills 815 Long Island 824 Woodlawn 917 Saratoga 947 Western New York</p> <p>OHIO 810 Dayton 918 Ohio Western Reserve</p> <p>OKLAHOMA 844 Ft. Gibson 920 Ft. Sill</p> <p>OREGON 902 Roseburg 906 Eagle Point 907 Willamette</p> <p>PENNSYLVANIA 813 Indiantown Gap 819 Philadelphia 925 Alleghenies 926 Washington Crossing</p>	<p>PUERTO RICO 871 Puerto Rico</p> <p>SOUTH CAROLINA 831 Beaufort 843 Florence 930 Ft. Jackson</p> <p>SOUTH DAKOTA 884 Black Hills 891 Ft. Meade 896 Hot Springs</p> <p>TENNESSEE 835 Chattanooga 855 Knoxville 860 Memphis 864 Mountain Home 865 Nashville</p> <p>TEXAS 846 Ft. Sam Houston 851 Houston 854 Kerrville 877 San Antonio 886 Ft. Bliss 916 Dallas-Ft. Worth</p> <p>VIRGINIA 826 Alexandria 827 Ball's Bluff 836 City Point 837 Cold Harbor 839 Culpeper 841 Danville 845 Ft. Harrison 848 Glendale 849 Hampton 850 Hampton (VAMC) 872 Quantico 874 Richmond 878 Seven Pines 880 Staunton 882 Winchester</p> <p>WASHINGTON 919 Tahoma</p> <p>WISCONSIN 823 Wood</p> <p>WEST VIRGINIA 812 Grafton 912 West Virginia</p>
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Q1.2 How far is your funeral home from the national cemetery with which you most frequently do business?

- Less than 15 miles
- 15 to 29 miles
- 30 to 44 miles
- 45 to 59 miles
- 60 to 75 miles
- More than 75 miles

Q1.3 How long has your funeral home worked with the national cemetery?

- Less than 1 year
- 1 to 4 years
- 5 to 8 years
- 9 to 12 years
- 13 years or more
- Don't Know

Q1.4 Of the eligible Veteran families you serve, approximately what percent choose burial in the national cemetery?

- 1-4%
- 5-9%
- 10-14%
- 15-24%
- 25-49%
- 50-74%
- 75-100%

Q1.5 How would you characterize the overall communication from the national cemetery to your funeral home?

- Excellent
- Good
- Fair
- Poor

Q1.6 Do you feel that you are well informed by the national cemetery of its policies and procedures?

- Yes, well informed
- Yes, somewhat well informed
- No, not well informed

Q1.7 In general, of the following services, which one provides you the MOST information about national cemetery policies and procedures? (Mark only one)

- VA/NCA Website
- Local newspaper/television news reports
- Public events (e.g., parades, exhibits, speeches)
- Professional associations/conventions/ meetings
- Veterans Service Officers
- Outreach by cemetery staff

Other (specify)

Q1.8 What national cemetery policies or procedures do you feel you could use more information about? (Mark all that apply)

- None, I feel well informed
- Eligibility requirements for burial in a national cemetery
- Scheduling process
- Military funeral honors
- Presidential Memorial Certificates
- Floral policy
- Headstone, marker, or columbarium niche cover inscription options

For information about the Presidential Memorial Certificate, or to order more copies, please visit our web page at www.cem.va.gov/pmc.asp.

Q1.9 What is the best way for the national cemetery to communicate with your funeral home regarding changes in its policies and procedures? (Mark only one)

- Phone
- Fax
- Letter
- Email
- VA/NCA Website
- Newsletter or flyer

Q1.10 Overall, how satisfied are you with the communication between your funeral home and the national cemetery?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Q1.11 Overall, how would you compare the level of service you receive from the national cemetery with the level of service you receive from private cemeteries?

- Superior to private cemeteries
- Better than private cemeteries
- About the same
- Worse than private cemeteries
- Much worse than private cemeteries
- Don't know/not applicable

Q1.12 Do you understand the eligibility requirements for burial in a national cemetery, including eligibility for National Guard, Reservists, and Veteran dependents?

- Yes
- No

For general information about eligibility for interment at a national cemetery, please visit our web page at www.cem.va.gov/cem/burial_benefits/eligible.asp.

Q1.13 Are you aware that there are resources available for Funeral Directors on the NCA website?

- Yes
- No → Go to Q1.17

Q1.14 Are you aware that the Funeral Director resources on the NCA website have links to the NCA videos illustrating different committal service options at VA national cemeteries?

- Yes
- No

Q1.15 Do you find the NCA videos illustrating committal services useful in explaining to a family what to expect when scheduling a service at a VA national cemetery?

- Yes
- No
- Have not viewed the videos

- Q1.16** Would you find it useful to have CD copies of NCA videos illustrating committal services to give to families?
- Yes
 No
- Q1.17** Do you understand the headstone, marker, or columbarium niche cover inscription options available to next of kin?
- Yes
 No
- Q1.18** How easy is the process of scheduling an interment at the national cemetery?
- Very easy
 Somewhat easy
 Neither easy nor hard
 Somewhat hard
 Very hard
- Q1.19** Overall, how satisfied were you with the length of time you were on the phone to schedule an interment with the National Cemetery Scheduling Office?
- Very satisfied
 Somewhat satisfied
 Neither satisfied nor dissatisfied
 Somewhat dissatisfied
 Very dissatisfied
- Q1.20** During committal services, how often do you receive the support you need from cemetery staff?
- Always
 For the most part
 Occasionally
 Never
- Q1.21** Generally, how often do committal services at the national cemetery start on time?
- Always
 For the most part
 Occasionally
 Never

Q1.22 If you are delayed in arriving at the national cemetery for a scheduled service, how successful is the cemetery in adjusting the schedule to accommodate the family?

- Very successful
- Somewhat successful
- Neither successful nor unsuccessful
- Somewhat unsuccessful
- Very unsuccessful
- Don't know/Not applicable

Q1.23 How easy is it to schedule military honors at the national cemetery?

- Very easy
- Somewhat easy
- Neither easy nor hard
- Somewhat hard
- Very hard

Q1.24 To what extent is the quality of military honors acceptable?

- Very acceptable
- Somewhat acceptable
- Neither acceptable or unacceptable
- Somewhat unacceptable
- Very unacceptable

For the following series of statements, please indicate your level of agreement:

Q1.25 The upkeep of the headstones, markers, or columbarium niche covers is excellent.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q1.26 The committal shelter used for the service was private, clean, and free of safety hazards.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q1.27 The cemetery honors all Veterans and their service to our nation.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q1.28 There are sufficient signs within the cemetery to assist visitors.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q1.29 The quality of service received from cemetery staff is excellent.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q1.30 The national cemetery staff is courteous.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q1.31 The national cemetery staff is professional in terms of being knowledgeable, helpful, and responsive.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q1.32 The National Cemetery Scheduling Office's hours of operation meet my needs for scheduling services.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q1.33 The information kiosks (i.e., gravesite locators) are helpful to me.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q1.34 The overall appearance of the national cemetery is excellent.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q1.35 Overall, I am satisfied with my experience at the national cemetery.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q1.36 I would recommend the cemetery to Veteran families during their time of need.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q1.37 I am willing to rely on VA and the National Cemetery Administration to meet the burial needs of Veterans in the future.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q1.38 I am willing to rely on VA and the National Cemetery Administration to maintain national cemeteries as national shrines in the future.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q1.39 My experiences with the national cemetery exceeded my expectations.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q1.40 Please use this space to elaborate on any aspect of your experience at the national cemetery you wish to share with us. If your comment is in response to a specific question, please reference the question number.

Note: If you would like to be contacted by the cemetery, please write your name and contact information (address or telephone number):

MEMORIAL PRODUCTS SERVICE SATISFACTION SURVEY

IMPORTANT – PLEASE ANSWER BEFORE PROCEEDING: Has your funeral home ordered NCA memorial products (headstones, markers, medallions, niche covers, or Presidential Memorial Certificates) within the past 12 months?

Yes → Go to Q2.1

No → Go to the State and Tribal Veterans Cemeteries Satisfaction Survey on page 18.

Q2.1 On average, about how many VA headstones, markers, and medallions do you/your company order in a year?

- Less than 10
- 11 to 25
- 26 to 40
- More than 40

Q2.2 Please indicate the type/types of VA headstones/markers/medallions you/your company ordered this year. (Mark all that apply)

- Flat Bronze
- Flat Marble/Granite
- Bronze Niche
- Upright Marble/Granite
- Bronze Medallion

Q2.3 How do you typically order VA headstones, markers, or medallions? (Mark all that apply)

- Via the mail (to National VA)
- Via fax (to National VA)
- Via the local VA office

Other (specify):

Q2.4 How satisfied are you with the process you typically use to order headstones, markers, and medallions?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Q2.5 Have you called the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?

- Yes
- No → Go to Q2.9
- Don't Know

Q2.6 Did you speak with an NCA Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?

- Spoke with an NCA Customer Service representative initially
- Transferred to NCA
- Don't know

Q2.7 Why did you call NCA? (Mark all that apply)

- To check on the status of an order
- To get help with ordering a marker
- To file a complaint about a marker

Other (specify):

Q2.8 How satisfied were you with the service you received from the NCA Customer Service representative?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Q2.9 Have you visited the VA website for information about ordering the headstone, marker, or medallion?

- Yes
- No → Go to Q2.12

Q2.10 What type of information were you looking for on VA's website? (Mark all that apply)

- How to order a headstone/marker/medallion
- Download an order form
- Find information on documentation needed
- Find information on the Presidential Memorial Certificate Program
- Find out what could go on the marker

Other (specify):

Q2.11 How satisfied were you with the ease of finding the information you were looking for on VA's website?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Q2.12 When completing an application for a VA headstone, marker, or medallion, do you typically: (Mark only one)

- Complete and send to the VA
- Complete and confirm information with family member's review and signature
- Partially complete and give to family member for finalization

Other (specify):

Q2.13 Are you aware of the following requirements:

	Yes	No
Memorial product orders require the signature from the next of kin or written delegation of representation.	<input type="checkbox"/>	<input type="checkbox"/>
Certification that the Veteran for whom the headstone, marker, or medallion is intended for someone who has not committed a capital crime and/or Tier 3 sex offense?	<input type="checkbox"/>	<input type="checkbox"/>

Q2.14 About how long after ordering the headstone, marker, or medallion did it arrive?

- Less than 1 month
- Between 1 and 2 months
- Between 2 and 3 months
- Between 3 and 4 months
- More than 4 months
- Don't Know

Q2.15 How satisfied are you with the amount of time it takes to receive VA markers?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Q2.16 In the past year, have you/your company had problems with a delivered headstone, marker, or medallion?

- Yes
- No → Go to Q2.20

Q2.17 About what percentage of the markers that you receive have problems?

- Less than 1%
- 1% to 5%
- 6% to 10%
- More than 10%

Q2.18 What types of problems have you experienced with VA furnished headstones and markers? (Mark all that apply)

- Broken/chipped headstones/markers
- Typographical error(s)
- Wrong information/symbol
- Discoloration
- Wrong type of headstone or marker

Other (specify):

Q2.19 How satisfied are you with the timeliness in which problems have been corrected?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Q2.20 Overall, how satisfied are you with the quality and appearance of the headstone, marker, or columbarium niche cover?

	Excellent	Above average	Average	Below average	Extremely poor
Cut	<input type="checkbox"/>				
Polish	<input type="checkbox"/>				
Color	<input type="checkbox"/>				
Finish	<input type="checkbox"/>				
Depth of the inscription (Stone only)	<input type="checkbox"/>				

Q2.21 Please indicate your level of agreement with the following statement: The overall quality (i.e., craftsmanship, not damaged, correct inscription spelling, etc.) of the headstone, marker, or medallion I received from the VA was excellent.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

Q2.22 Are you aware of the Presidential Memorial Certificate (PMC) Program (the certificate signed by the President of the United States honoring the Veteran's service)?

Yes

No → Go to Q2.25

For information about the Presidential Memorial Certificate, or to order more copies, please visit our web page at www.cem.va.gov/pmc.asp.

Q2.23 Do you typically inform your clients about the program?

Yes

No

Q2.24 Do you typically order the certificate(s) for your client?

Yes

No

Q2.25 Overall, how satisfied were you with your experiences with these VA memorial products and services?

Very satisfied

Somewhat satisfied

Neither satisfied nor dissatisfied

Somewhat dissatisfied

Very dissatisfied

Q2.26 Do you have any additional comments concerning how the VA Memorial Products Service could improve its services and programs? If your comment is in response to a specific question, please reference the question number.

Note: If you would like to be contacted by the cemetery, please write your name and contact information (address or telephone number):

STATE and TRIBAL VETERANS CEMETERIES SATISFACTION SURVEY

IMPORTANT – PLEASE ANSWER BEFORE PROCEEDING: Have you conducted business at a State and Tribal Veterans Cemetery within the past 12 months?

Yes → Go to Q3.1.

No → Please return this survey in the pre-paid envelope provided.

Q3.1 Please use the list of cemeteries below to find the code of the State and Tribal Veteran Cemetery you most frequently work with and write in the code below. Please complete this survey based on your experiences at this cemetery within the last 12 months.

--	--	--

ALABAMA 400 Alabama	MAINE 012 Civic Center 095 Mt. Vernon 099 Northern 389 Southern 505 Maliseet	OKLAHOMA 507 Ponka Tribe 508 Seminole Nation
ARIZONA 098 Southern Arizona 413 Marana 501 Monte Calvario 502 San Carlos Apache Tribal 412 Camp Navajo	MARYLAND 001 Cheltenham 002 Crownsville 003 Garrison Forest 004 Eastern Shore 005 Rocky Gap	PENNSYLVANIA 026 Erie
ARKANSAS 091 North Little Rock 396 Birdeye	MASSACHUSETTS 034 Massachusetts 108 Winchendon	PUERTO RICO 406 Atlantic Garden
CALIFORNIA 007 Veterans Memorial Grove 130 Northern California	MINNESOTA 053 Minnesota-Little Falls 415 Minnesota	RHODE ISLAND 013 Rhode Island
COLORADO 097 Western Colorado	MISSISSIPPI 278 Mississippi-Newton 035 Mississippi-Kilmichael	SOUTH CAROLINA 302 M.J. Dolly Cooper
CONNECTICUT 030 Middletown	MISSOURI 056 Springfield 057 Higginsville 103 Bloomfield 104 Jacksonville 391 Ft. Leonard Wood	SOUTH DAKOTA 401 Sicangu Akicita 403 Lakota Freedom 509 Sisseton
DELAWARE 036 New Castle County 093 Sussex County	MONTANA 040 Montana 090 Eastern Montana 388 Western Montana 506 Crow Station	TENNESSEE 044 East Tennessee 048 West Tennessee 050 Middle Tennessee 394 East Tennessee II
GEORGIA 096 Milledgeville 303 Glennville	NEBRASKA 267 Alliance	TEXAS 127 Central Texas 133 Rio Grande 273 Abilene 395 Coastal Bend
GUAM 503 Guam	NEW HAMPSHIRE 087 New Hampshire	UTAH 038 Utah
HAWAII 043 Hawaii	NEW JERSEY 025 BG William C. Doyle	VERMONT 399 Vermont
IDAHO 107 Idaho	NEVADA 045 Southern Nevada 046 Northern Nevada	VIRGINIA 084 Amelia 109 Albert G. Horton Jr. 186 Southwest Virginia
ILLINOIS 504 Sunset	NORTH CAROLINA 051 Western Carolina 052 Coastal Carolina 085 Sandhills 416 Eastern Carolina	WASHINGTON 390 Medical Lake
INDIANA 006 Indiana	NORTH DAKOTA 049 North Dakota	WEST VIRGINIA 398 Donel Kinnard
IOWA 301 Iowa	OHIO 092 Ohio	WISCONSIN 015 Central Wisconsin 060 Southern Wisconsin 102 Northern Wisconsin
KANSAS 094 Ft. Dodge 110 Wakeeney 128 Winfield 277 Ft. Riley		WYOMING 016 Oregon Trail
KENTUCKY 105 West Kentucky 114 North East 134 Central Kentucky 135 North Kentucky		
LOUISIANA 131 Northwest Louisiana 392 Northeast Louisiana 397 Central Louisiana 404 Southeast Louisiana		

Q3.2 How far is your funeral home from the State or Tribal Veterans Cemetery with which you most frequently do business?

- Less than 15 miles
- 15 to 29 miles
- 30 to 44 miles
- 45 to 59 miles
- 60 to 75 miles
- More than 75 miles

Q3.3 How long has your funeral home worked with the State or Tribal Veterans Cemetery?

- Less than 1 year
- 1 to 4 years
- 5 to 8 years
- 9 to 12 years
- 13 years or more
- Don't Know

Q3.4 Of the eligible Veteran families you serve, approximately what percent choose burial in the State or Tribal Veterans Cemetery?

- 1-4%
- 5-9%
- 10-14%
- 15-24%
- 25-49%
- 50-74%
- 75-100%

Q3.5 How would you characterize the overall communication from the State or Tribal Veterans Cemetery to your funeral home?

- Excellent
- Good
- Fair
- Poor

Q3.6 Do you feel that you are well informed by the national cemetery of its policies and procedures?

- Yes, well informed
- Yes, somewhat well informed
- No, not well informed

Q3.7 In general, of the following services, which one provides you the MOST information about State or Tribal Veterans Cemetery policies and procedures? (Mark only one)

- State or Tribal/VA/NCA website
- Local newspaper/television or news report
- Public events (e.g. parades, exhibits, speeches)
- Professional associations/conventions/ meetings
- Veterans Service Officers
- Outreach by cemetery staff

Other (specify):

Q3.8 What State or Tribal Veterans Cemetery policies or procedures do you feel you could use more information about? (Mark all that apply)

- None, I feel well informed
- Eligibility requirements for burial in a State or Tribal Veterans Cemetery
- Scheduling process
- Military funeral honors
- Presidential Memorial Certificates
- Floral policy
- Headstone, marker, or columbarium niche cover inscription options

For information about the Presidential Memorial Certificate, or to order more copies, please visit our web page at www.cem.va.gov/pmc.asp.

Q3.9 What is the best way for the State or Tribal Veterans Cemetery to communicate with your funeral home regarding changes in its policies and procedures? (Mark only one)

- Phone
- Fax
- Letter
- Email
- State or Tribal website
- Newsletter or flyer

Q3.10 Overall, how satisfied are you with the communication between your funeral home and the State or Tribal Veterans Cemetery?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Q3.11 Overall, how would you compare the level of service you receive from the State or Tribal Veterans Cemetery with the level of service you receive from private cemeteries?

- Superior to private cemeteries
- Better than private cemeteries
- About the same
- Worse than private cemeteries
- Much worse than private cemeteries
- Don't know/not applicable

Q3.12 Overall, how would you compare the appearance of the State or Tribal Veterans Cemetery with the appearance of private cemeteries?

- Superior to private cemeteries
- Better than private cemeteries
- About the same
- Worse than private cemeteries
- Much worse than private cemeteries
- Don't know/not applicable

Q3.13 Do you understand the eligibility requirements for burial in a State or Tribal Veterans Cemetery, including eligibility for National Guard, Reservists, and Veteran dependents?

- Yes
- No

For general information about eligibility for interment at a State or Tribal Veterans Cemetery, please visit our web pages at http://www.cem.va.gov/cem/grants/veterans_cemeteries.asp and www.cem.va.gov/cem/burial_benefits/eligible.asp.

Q3.14 Are you aware of any State or Tribal Cemetery informational resources on military honors?

- Yes
- No → Go to Q3.16

- Q3.15** Do you typically provide these information resources on military honors to next of kin?
- Yes
 No
- Q3.16** Do you understand the headstone, marker, or columbarium niche cover inscription options available to next of kin?
- Yes
 No
- Q3.17** How easy is the process of scheduling an interment at the State or Tribal Veterans Cemetery?
- Very easy
 Somewhat easy
 Neither easy nor hard
 Somewhat hard
 Very hard
- Q3.18** How long does it typically take to confirm the scheduling of an interment with the State or Tribal Veterans Cemetery?
- Less than 1 hour
 1 to 2 hours
 3 to 4 hours
 5 to 8 hours
 1 to 2 days
 More than 2 days
- Q3.19** Overall, how satisfied were you with the length of time it took to confirm the scheduling of an interment?
- Very satisfied
 Somewhat satisfied
 Neither satisfied nor dissatisfied
 Somewhat dissatisfied
 Very dissatisfied
- Q3.20** During committal services, how often do you receive the support you need from cemetery staff?
- Always
 For the most part
 Occasionally
 Never

Q3.21 Generally, how often do committal services at the State or Tribal Veterans Cemetery start on time?

- Always
- For the most part
- Occasionally
- Never

Q3.22 If you are delayed in arriving at the State or Tribal Veterans Cemetery for a scheduled service, how successful is the cemetery in adjusting the schedule to accommodate the family?

- Very successful
- Somewhat successful
- Neither successful nor unsuccessful
- Somewhat unsuccessful
- Very unsuccessful
- Don't know/Not applicable

Q3.23 How easy is it to schedule military honors at the State or Tribal Veterans Cemetery?

- Very easy
- Somewhat easy
- Neither easy nor hard
- Somewhat hard
- Very hard

Q3.24 To what extent is the quality of military honors acceptable?

- Very acceptable
- Somewhat acceptable
- Neither acceptable or unacceptable
- Somewhat unacceptable
- Very unacceptable

For the following series of statements, please indicate your level of agreement:

Q3.25 The upkeep of the headstones, markers, or columbarium niche covers is excellent.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q3.26 The committal shelter used for the service was private, clean, and free of safety hazards.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q3.27 The cemetery honors all Veterans and their service to our nation.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q3.28 There are sufficient signs within the cemetery to assist visitors.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q3.29 The quality of service received from cemetery staff is excellent.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q3.30 The State or Tribal Veterans Cemetery staff is courteous.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q3.31 The State or Tribal Veterans Cemetery staff is professional in terms of being knowledgeable, helpful, and responsive.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q3.32 The State or Tribal Veterans Cemetery hours of operation meet my needs for scheduling services.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q3.33 The information kiosks (i.e., gravesite locators) are helpful to me.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q3.34 The overall appearance of the State or Tribal Veterans Cemetery is excellent.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q3.35 Overall, I am satisfied with my experience at the State or Tribal Veterans Cemetery.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q3.36 I would recommend the cemetery to Veteran families during their time of need.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q3.37 I am willing to rely on the State or Tribal Veterans Cemetery to meet the burial needs of Veterans in the future.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q3.38 I am willing to rely on the State or Tribal governments to maintain State or Tribal Veterans Cemeteries as national shrines in the future.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q3.39 My experiences with the State or Tribal Veterans Cemetery exceeded my expectations.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know/not applicable

Q3.40 Please use this space to elaborate on any aspect of your experience at the State or Tribal Veterans Cemetery you wish to share with us. If your comment is in response to a specific question, please reference the question number.

Q3.41 Note: If you would like to be contacted by the cemetery, please write your name and contact information (address and/or telephone number):

Q3.42 [MasterID] Thank you for completing the questionnaire!

PLEASE mail this completed questionnaire in the enclosed pre-paid envelope as soon as possible. If you have misplaced the pre-paid envelope, you may mail the completed survey to the following address using your own envelope:

DEPARTMENT OF VETERANS AFFAIRS
VA NCA CUSTOMER SATISFACTION SURVEY
P.O. BOX 3169
Catonsville, MD 21228

If you have any questions about this research, please contact the Survey Help Desk toll free at: (866) 730-8405.