

**VA**



**U.S. Department of Veterans Affairs**  
National Cemetery Administration

U.S. DEPARTMENT OF VETERANS AFFAIRS  
NATIONAL CEMETERY ADMINISTRATION

**NATIONAL CEMETERIES SATISFACTION SURVEY**

October 2020

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*This work was sponsored by NCA under IAA 786B07004 and performed by the Library of Congress, Federal Research Division. The Federal Research Division assumes all responsibility for any and all errors in the analysis and presentation of the data in this report.*

## **PREFACE**

This report presents findings from the National Cemetery Administration's (NCA) 2020 Survey of Satisfaction about National Cemeteries. Next of kin and funeral directors were surveyed about their experiences with National Cemeteries 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 NCA divides the U.S. into 5 districts including: North Atlantic, Southeast, Continental, Midwest and Pacific. The survey data reports the district responses as well as the national averages.

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 availing themselves of National Cemetery services.

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.

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## **EXECUTIVE SUMMARY: REPORT OVERVIEW**

Data for this survey was fielded to next of kin from and funeral directors June 11, 2020 to July 24, 2020. Next of kin and funeral director mailing data were extracted from NCA's Burial Operations Support System (BOSS) database of interments. Nationally, the survey was mailed to 49,253 next of kin who had interred a loved one during the time period of February 1, 2019 and December 31, 2019. The survey was also mailed to 12,500 funeral directors who had worked with national, private, and State or Tribal Veterans cemeteries during the designated time period.

In this report survey findings are presented in eight sections on specific areas of satisfaction for each patron group (next of kin and funeral directors). They are:

- Pre-Eligibility and Benefits,
- Committal or Memorial Service
- Committal or Memorial Service Scheduling and Staff Support
- Presidential Memorial Certificate (PMC)
- Headstones, Markers, Nixed Cover and Grounds
- Visit Information, Communication and Cemetery Staff
- Global and Rely/Trust Measures
- State or Tribal Veterans Cemeteries in Comparison to National Cemeteries

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.
- Appendix C: Users Guide – presents an explanation of how to read and interpret the graphs and tables used throughout the report.
- Appendix D: Response and Completion Rates – presents response rates for each national cemetery included in the survey.
- Appendix E: Survey Instruments – presents copies of the next of kin and funeral director survey instruments.

## **EXECUTIVE SUMMARY: 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 1.

### **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.
- Information about response and completion rates can be found in Appendix D.

## Executive Summary: Highlights of Findings

### PRE-ELIGIBILITY AND BENEFITS

Aware of NC burial benefits prior to time of need	76% of <b>Next of Kin</b> report “Yes”
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### COMMITTAL/MEMORIAL SERVICE

Overall Committal/Memorial Service	95% of <b>Next of Kin</b> “Very” or “Somewhat Satisfied”
Time Required to Schedule Interment	76% of <b>Funeral Directors</b> “Very” or “Somewhat Satisfied”
Ease of Scheduling Interment	87% of <b>Funeral Directors</b> report “Very” or “Somewhat Easy”
Frequency of Cemetery Staff Support	98% of <b>Funeral Directors</b> report “Always” or “For the Most Part”

### PRESIDENTIAL MEMORIAL CERTIFICATE

Quality of Certificate	75% of <b>Next of Kin</b> “Very” or “Somewhat Satisfied”
Addt’l Meaning w/ Receipt at Service	65% of <b>Next of Kin</b> “Strongly Agree” or “Somewhat Agree”

### HEADSTONES, MARKERS, NICHE COVERS, GROUNDS

Time Required to Receive Permanent Headstone, Marker, Niche Cover	95% of <b>Next of Kin</b> “Very” or “Somewhat Satisfied”
Quality/Appearance of Permanent Headstone, Marker, Niche Cover	93% of <b>Next of Kin</b> “Very” or “Somewhat Satisfied”
Excellent Appearance of Grave Site/Columbaria	97% of <b>Next of Kin</b> “Strongly Agree” or “Agree”
Excellent Upkeep of Headstone, Marker, Niche Cover	97% of <b>Overall</b> “Strongly Agree” or “Agree”

**INFORMATION, COMMUNICATION AND CEMETERY STAFF**

Helpfulness of Information Kiosks	88% of <b>Overall</b> “Strongly Agree” or “Agree”
Sufficient Signage for Visitors	90% of <b>Overall</b> “Strongly Agree” or “Agree”
Cemetery Staff Courteous to Visitors	98% of <b>Overall</b> “Strongly Agree” or “Agree”
Excellent Quality of Service	97% of <b>Overall</b> “Strongly Agree” or “Agree”

**GLOBAL AND RELY/TRUST MEASURES**

Cemetery Honors All Veterans/Service to Nation	98% <b>Overall</b> “Strongly Agree” or “Agree”
Will Rely on NCA for Future Veteran Burial Needs	98% <b>Overall</b> “Strongly Agree” or “Agree”
Trust NCA to Maintain Cemeteries as Nat’l Shrines	98% <b>Overall</b> “Strongly Agree” or “Agree”
Would Recommend Cemetery to Veteran Families	99% <b>Overall</b> “Strongly Agree” or “Agree”
Excellent Overall Appearance of Cemetery	99% <b>Overall</b> “Strongly Agree” or “Agree”
Satisfied with Overall Information Provided	98% <b>Overall</b> “Strongly Agree” or “Agree”
Satisfied with Overall Experience	98% <b>Overall</b> “Strongly Agree” or “Agree”
Overall Experience Exceeded Expectations	92% <b>Overall</b> “Strongly Agree” or “Agree”

### STATE OR TRIBAL/NATIONAL CEMETERY COMPARISONS

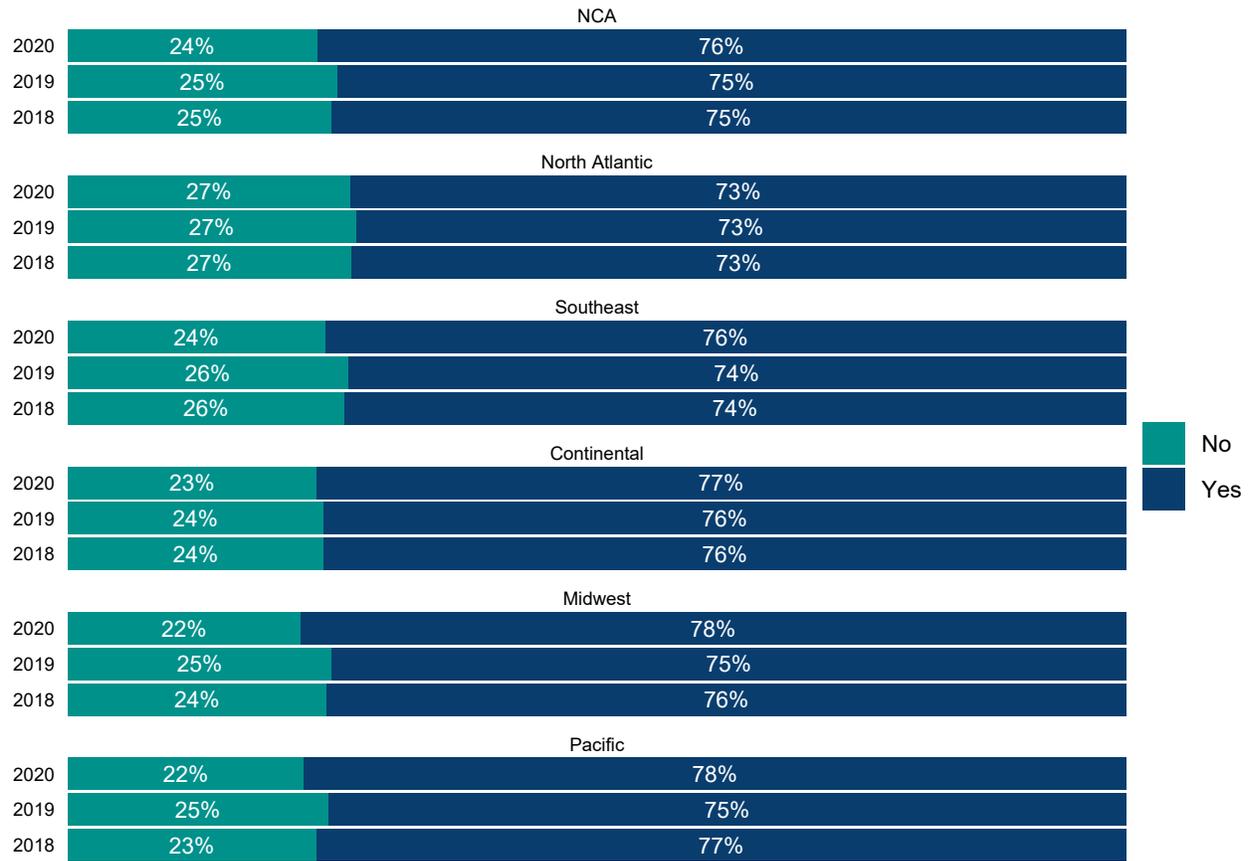
Honor of Interment Equivalent to Nat'l Cemetery	61% <b>Overall</b> "Strongly Agree" or "Agree"
Quality of Service Equivalent to Nat'l Cemetery	82% <b>Overall</b> "Strongly Agree" or "Agree"
Appearance Equivalent to Nat'l Cemetery	85% <b>Overall</b> "Strongly Agree" or "Agree"

## **PRE-ELIGIBILITY AND BENEFITS**

### **SECTION DESCRIPTION**

- This section presents survey findings from next of kin (NOK) on knowledge of pre-eligibility for NCA services and related benefits.
- Respondents were asked about their awareness of benefits, how information was conveyed to them, and experiences with scheduling.
- Results presented in this section indicate levels of satisfaction with the scheduling experience.
- For comparative purposes, data for each District are also presented.

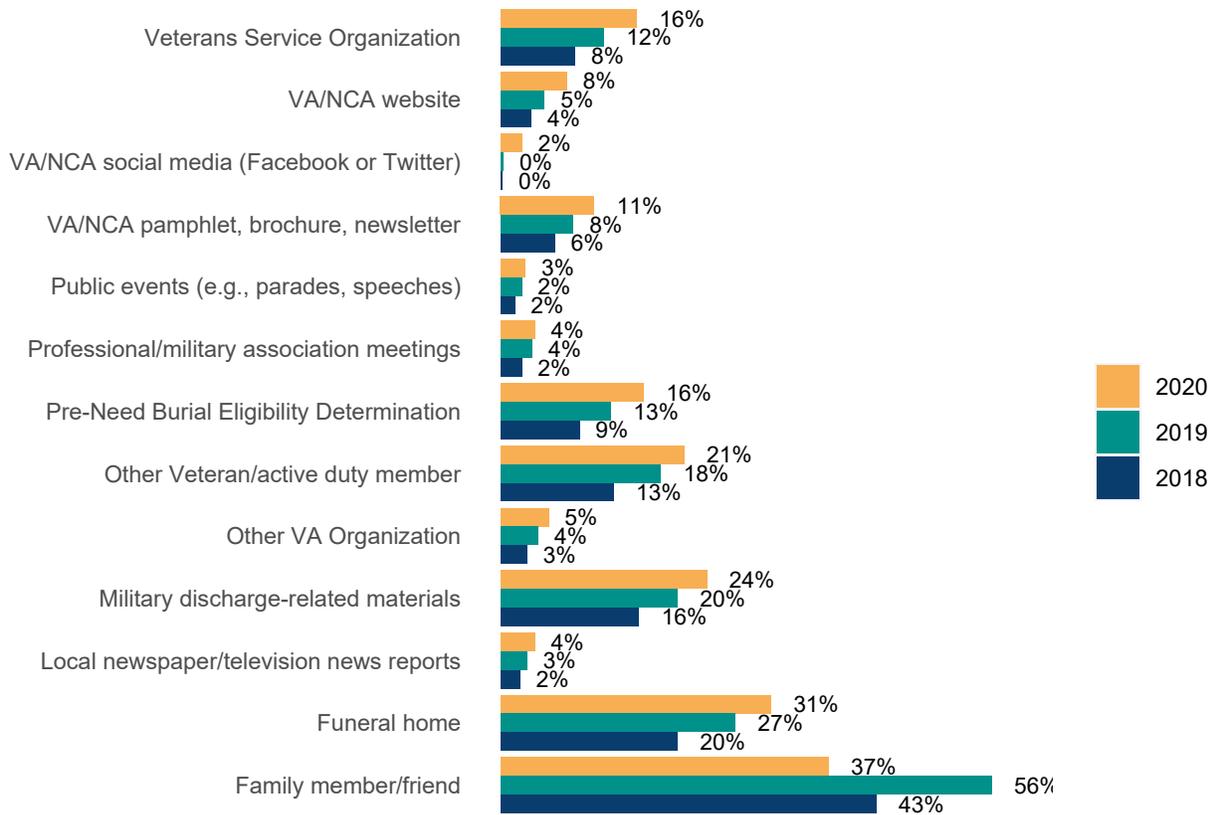
**QUESTION 5 (NOK): Prior to your time of need, were you aware of the benefits related to burial in a national cemetery?**



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	22794	23980	18109	3737	3800	2923	5122	5529	3820	3386	3263	2727	5016	5347	4215	5533	6041	4424
Change score	NA	-0.53%	1.92%	NA	-0.42%	0.5%	NA	-0.32%	2.15%	NA	0.04%	0.65%	NA	-0.49%	2.94%	NA	-1.15%	2.31%
Yes	75.1%	74.57%	76.49%	73.24%	72.82%	73.32%	73.9%	73.58%	75.73%	75.84%	75.88%	76.53%	75.58%	75.09%	78.03%	76.58%	75.43%	77.74%
No	24.9%	25.43%	23.51%	26.76%	27.18%	26.68%	26.1%	26.42%	24.27%	24.16%	24.12%	23.47%	24.42%	24.91%	21.97%	23.42%	24.57%	22.26%

**QUESTION 6 (NOK): How did you learn of these benefits prior to your time of need? (Mark all that apply)**

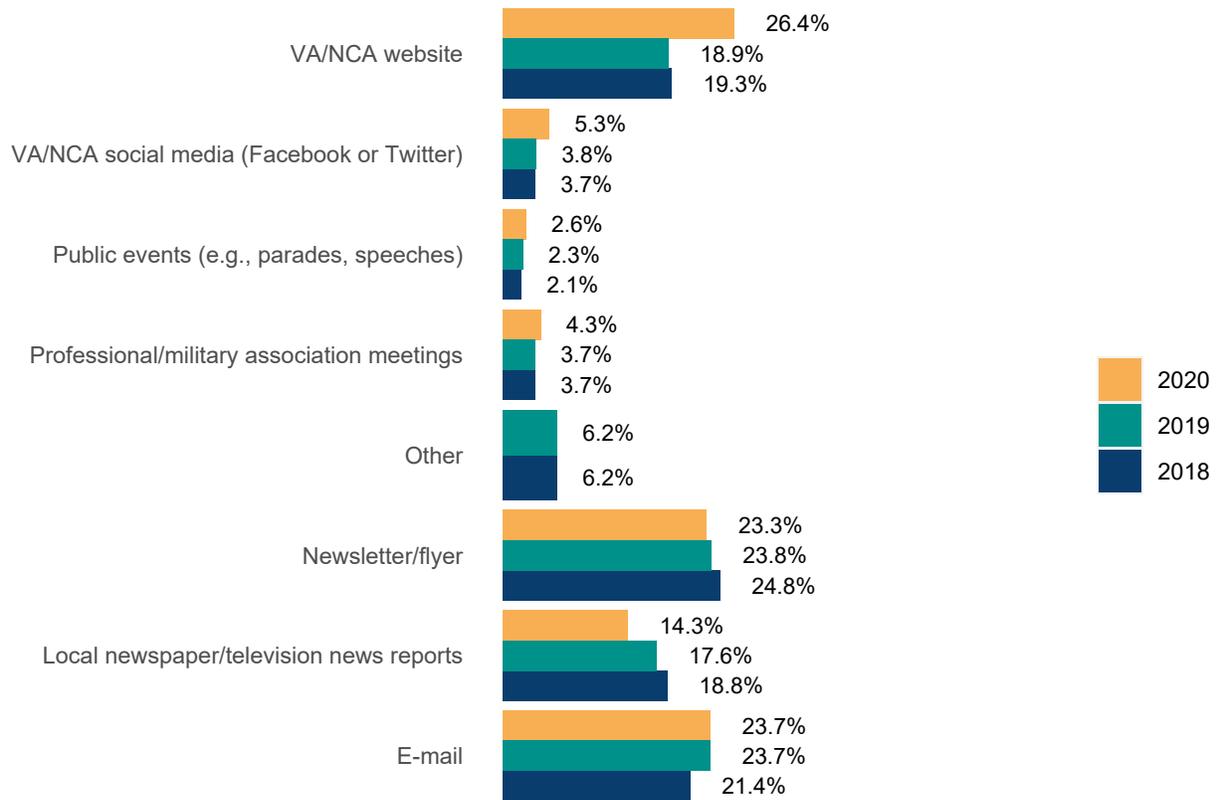
Only respondents that indicated “Yes” to Question 5 (NOK) received this question.



2020 n = 13,550 2019: n = 17,875 2018: n = 22,191

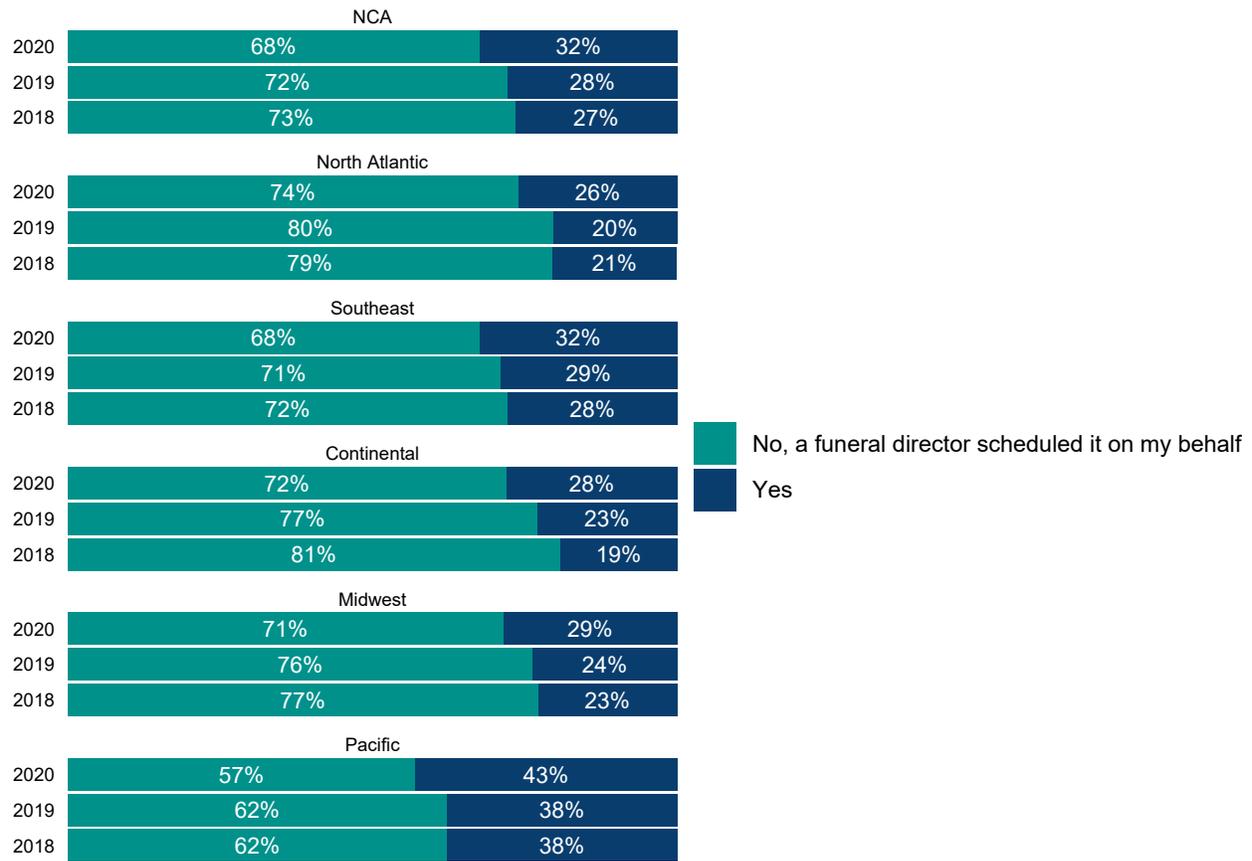
Note: As respondents could select more than one response option, percentages may not sum to 100.

**QUESTION 7 (NOK): Prior to the time of need, what do you think is the BEST way for the national cemetery to convey information regarding benefits? (Mark only one)**



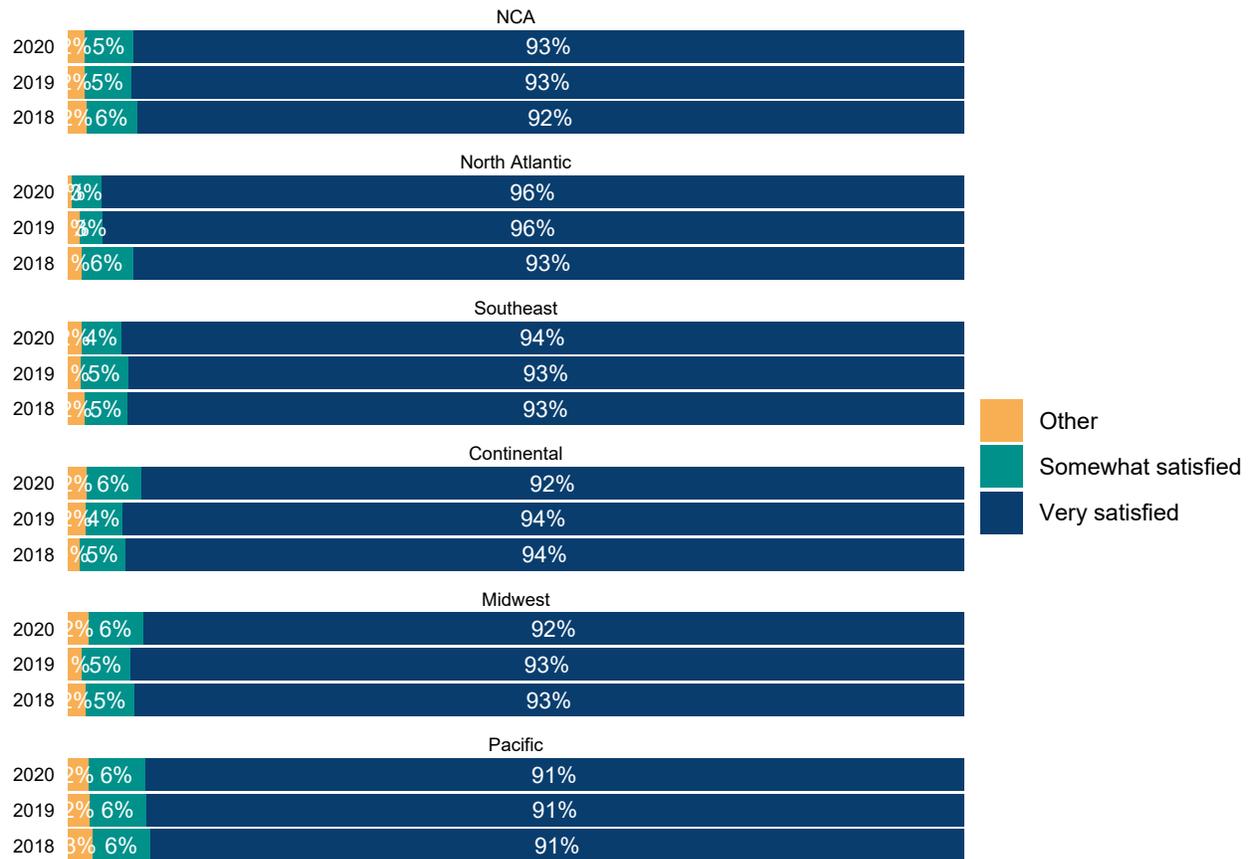
2020 n = 12,782 2019: n = 21,141 2018: n = 20,060

**Question 10 (NOK): Did you or a family member personally schedule the interment through the National Cemetery Scheduling Office (1-800-535-1117)?**



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	21709	23168	17648	3617	3709	2882	4869	5334	3713	3241	3156	2670	4797	5199	4114	5185	5770	4269
Change score	NA	1.22%	4.56%	NA	-0.21%	5.73%	NA	1.27%	3.33%	NA	3.78%	5.05%	NA	0.88%	4.84%	NA	0.02%	5.19%
Yes	26.63%	27.85%	32.41%	20.57%	20.36%	26.09%	27.85%	29.12%	32.45%	19.22%	23%	28.05%	22.89%	23.77%	28.61%	37.8%	37.82%	43.01%
No, a funeral director scheduled it on my behalf	73.37%	72.15%	67.59%	79.43%	79.64%	73.91%	72.15%	70.88%	67.55%	80.78%	77%	71.95%	77.11%	76.23%	71.39%	62.2%	62.18%	56.99%

**Question 11 (NOK): How satisfied were you with the service you or your family member received from the NCA scheduling center?**



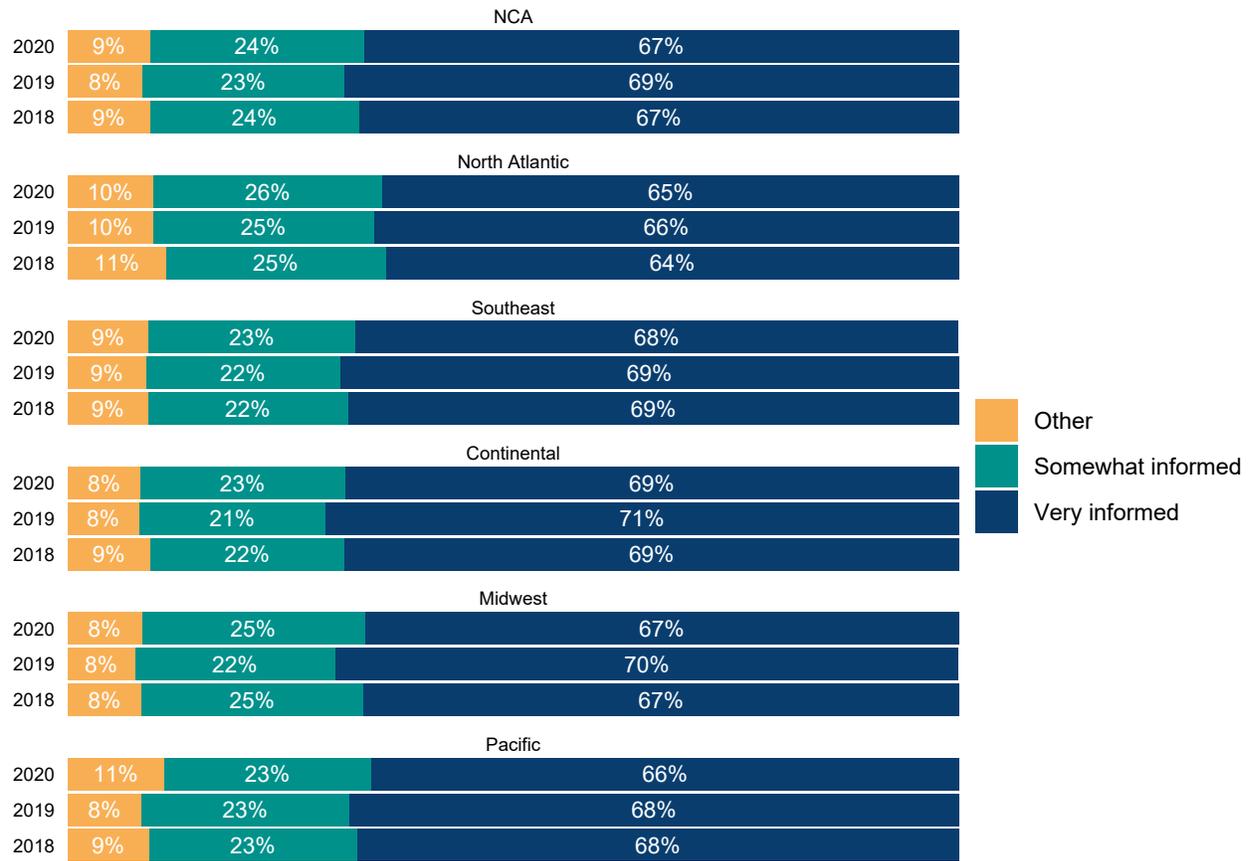
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	5881	6406	5633	756	750	741	1381	1539	1191	637	722	734	1119	1222	1159	1988	2173	1808
Change score	NA	0.66%	-0.25%	NA	3.41%	0.09%	NA	-0.1%	0.8%	NA	0.35%	-2.08%	NA	0.46%	-1.5%	NA	0.47%	0.17%
Very satisfied	92.28%	92.94%	92.69%	92.72%	96.13%	96.22%	93.34%	93.24%	94.04%	93.56%	93.91%	91.83%	92.58%	93.04%	91.54%	90.79%	91.26%	91.43%
Somewhat satisfied	5.65%	5.25%	5.47%	5.82%	2.53%	3.37%	4.78%	5.39%	4.45%	5.18%	4.16%	6.13%	5.45%	5.48%	6.21%	6.44%	6.3%	6.25%
Neither satisfied nor dissatisfied	1.07%	0.64%	0.87%	0.66%	0.53%	0.27%	1.01%	0.26%	0.59%	0.47%	0.83%	0.95%	0.98%	0.65%	0.69%	1.51%	0.87%	1.38%
Somewhat dissatisfied	0.71%	0.81%	0.76%	0.53%	0.53%	0.13%	0.72%	0.71%	0.76%	0.47%	0.83%	0.95%	0.71%	0.57%	1.21%	0.86%	1.1%	0.66%
Very dissatisfied	0.29%	0.36%	0.21%	0.26%	0.27%	NA	0.14%	0.39%	0.17%	0.31%	0.28%	0.14%	0.27%	0.25%	0.35%	0.4%	0.46%	0.28%

## **COMMITTAL OR MEMORIAL SERVICE**

### **SECTION DESCRIPTION**

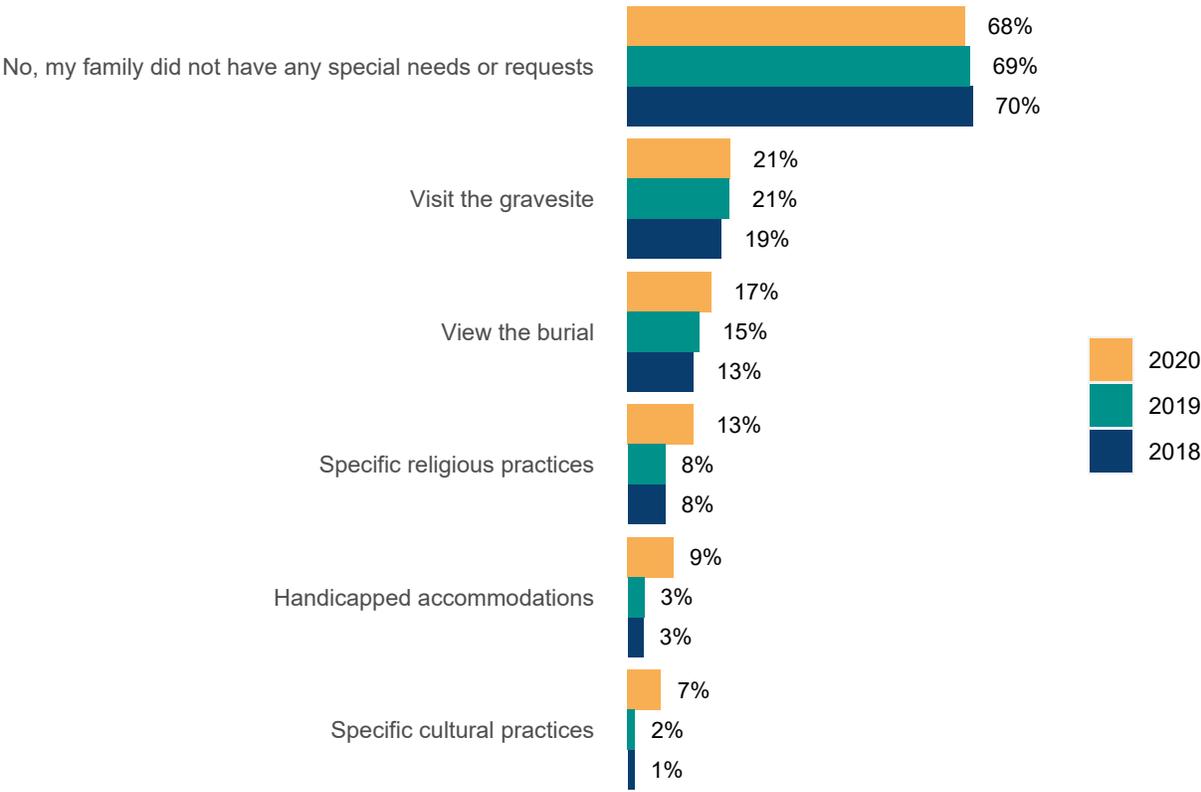
- This section presents survey findings from next of kin on their satisfaction with the committal service at the national cemetery where their loved one was interred. Findings on funeral directors' satisfaction with committal services are also presented.
- Respondents were asked about information shared with them prior to the service, whether they had any special needs or requests, and whether those requests were accommodated.
- Results presented in this section indicate levels of satisfaction with the service, the quality of any honors received, and the alignment of experiences with expectations based on information that had been provided prior to the service.
- For comparative purposes, data for each District are also presented.

**QUESTION 9 (NC/NOK): To what extent were you informed of the details (e.g., length of service, use of committal shelters) related to the committal service prior to attending the service?**



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	22388	23608	18006	3691	3743	2920	5035	5453	3794	3336	3215	2719	4938	5269	4186	5388	5928	4387
Change score	NA	1.64%	-2.2%	NA	1.35%	-0.95%	NA	0.91%	-1.71%	NA	2.16%	-2.18%	NA	3.18%	-3.33%	NA	0.82%	-2.48%
Very informed	67.3%	68.94%	66.74%	64.29%	65.64%	64.69%	68.56%	69.47%	67.76%	68.94%	71.1%	68.92%	66.85%	70.03%	66.7%	67.58%	68.4%	65.92%
Somewhat informed	23.51%	22.7%	24.04%	24.74%	24.82%	25.79%	22.46%	21.79%	23.19%	21.88%	20.93%	22.95%	24.91%	22.47%	25.04%	23.37%	23.38%	23.34%
Neither informed nor uninformed	4.94%	4.58%	4.81%	5.93%	5.69%	5.31%	4.89%	4.73%	4.82%	5.16%	4.11%	3.68%	4.46%	4.18%	4.09%	4.62%	4.37%	5.86%
Somewhat uninformed	2.32%	2.12%	2.6%	2.47%	1.98%	2.47%	2.32%	2.33%	2.35%	2.22%	2.15%	3.02%	2%	2.05%	2.44%	2.58%	2.07%	2.8%
Very uninformed	1.93%	1.65%	1.8%	2.57%	1.87%	1.75%	1.77%	1.69%	1.87%	1.8%	1.71%	1.43%	1.78%	1.27%	1.74%	1.86%	1.77%	2.07%

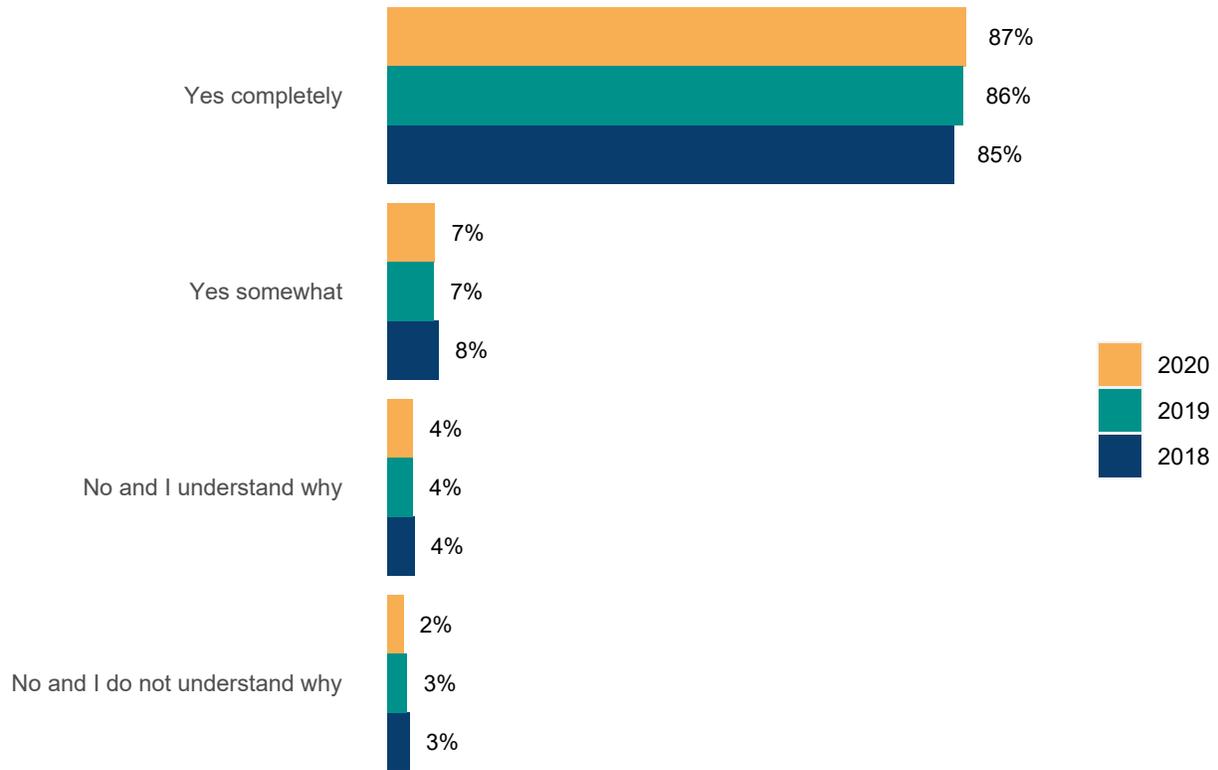
**QUESTION 12 (NOK): At the committal service, did your family have any of the following special needs or requests?**



2020: n = 18242 2019: n = 24219 2018: n = 23095

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

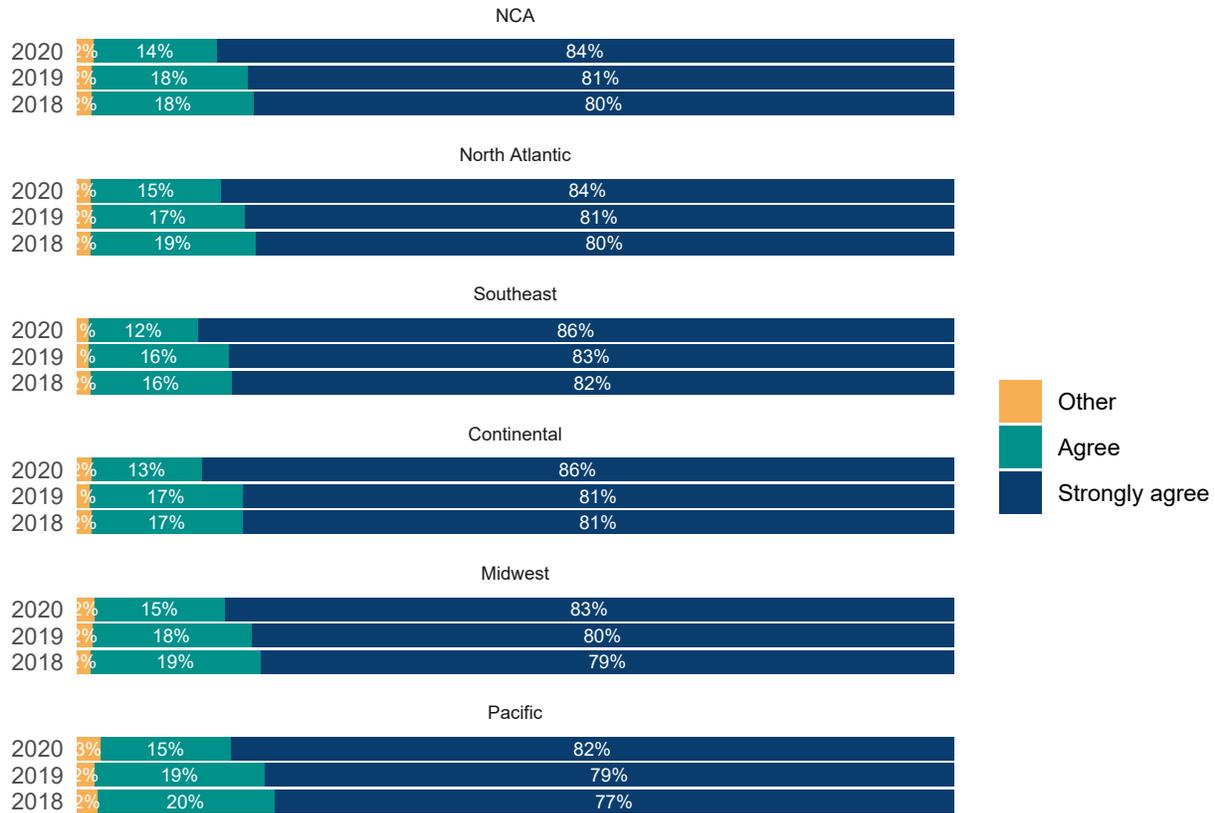
**QUESTION 13 (NOK): Was the cemetery able to accommodate the special needs or requests to your satisfaction?**



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	6168	6832	5224	904	953	740	1554	1720	1200	783	823	722	1239	1339	1109	1688	1997	1453
Change score	NA	1.32%	0.39%	NA	0.29%	1.13%	NA	1.11%	1.31%	NA	0.82%	1.36%	NA	1.69%	-1.36%	NA	2%	0.33%
Yes completely	84.89%	86.21%	86.6%	86.28%	86.57%	87.7%	86.16%	87.27%	88.58%	83.14%	83.96%	85.32%	84.34%	86.03%	84.67%	84.18%	86.18%	86.51%
Yes somewhat	7.7%	6.97%	7.14%	7.3%	6.3%	6.35%	7.34%	6.16%	5.92%	7.79%	8.26%	8.03%	7.83%	6.65%	7.84%	8.12%	7.66%	7.57%
No and I understand why	4.07%	3.85%	3.87%	3.98%	4.3%	3.65%	3.54%	3.84%	3.25%	5.11%	4.62%	4.43%	4.28%	3.88%	4.87%	3.97%	3.3%	3.44%
No and I do not understand why	3.34%	2.97%	2.39%	2.43%	2.83%	2.3%	2.96%	2.73%	2.25%	3.96%	3.16%	2.22%	3.55%	3.44%	2.61%	3.73%	2.85%	2.48%

**Question 35 (NOK)/1.26 (FD): The committal shelter used for the service was private, clean, and free of safety hazards.**

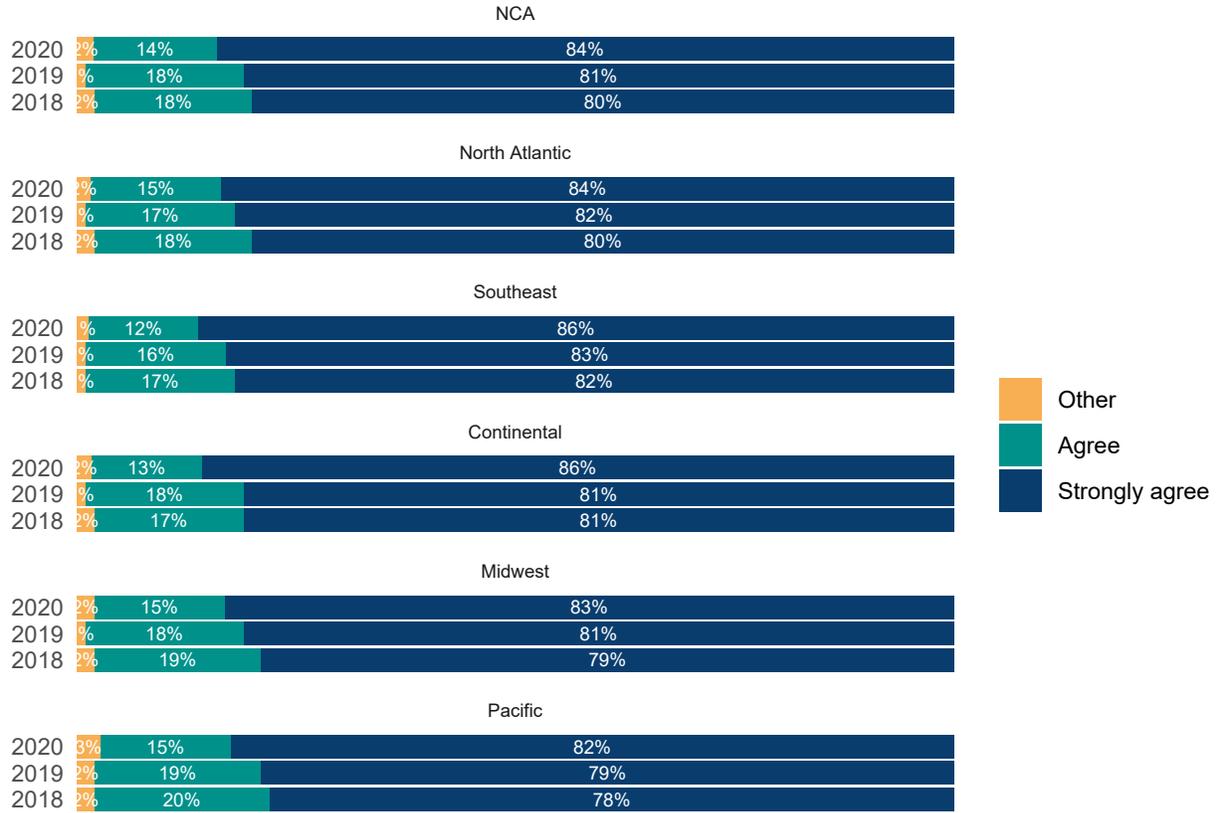
ALL RESPONDENTS



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	23539	24265	16478	4036	4028	2747	5111	5428	3462	3521	3329	2536	5359	5598	3926	5083	5371	3807
Change score	NA	0.72%	3.56%	NA	1.25%	2.64%	NA	0.33%	3.5%	NA	0%	4.65%	NA	1.11%	3.02%	NA	1.08%	3.88%
Strongly agree	79.8%	80.52%	84.08%	79.66%	80.91%	83.55%	82.33%	82.66%	86.16%	81.11%	81.11%	85.76%	79.01%	80.12%	83.14%	77.47%	78.55%	82.43%
Agree	18.5%	17.86%	14.01%	18.78%	17.48%	14.89%	16.16%	15.99%	12.48%	17.27%	17.45%	12.54%	19.48%	18.17%	14.85%	20.2%	19.44%	14.89%
Neither agree nor disagree	1.45%	1.39%	1.7%	1.39%	1.37%	1.46%	1.37%	1.16%	1.21%	1.14%	1.23%	1.62%	1.31%	1.48%	1.66%	2.03%	1.71%	2.42%
Disagree	0.17%	0.14%	0.15%	0.1%	0.17%	0.07%	0.1%	0.17%	0.12%	0.34%	0.09%	0.08%	0.17%	0.16%	0.2%	0.22%	0.11%	0.21%
Strongly disagree	0.07%	0.09%	0.06%	0.07%	0.07%	0.04%	0.04%	0.02%	0.03%	0.14%	0.12%	NA	0.04%	0.07%	0.15%	0.08%	0.19%	0.05%

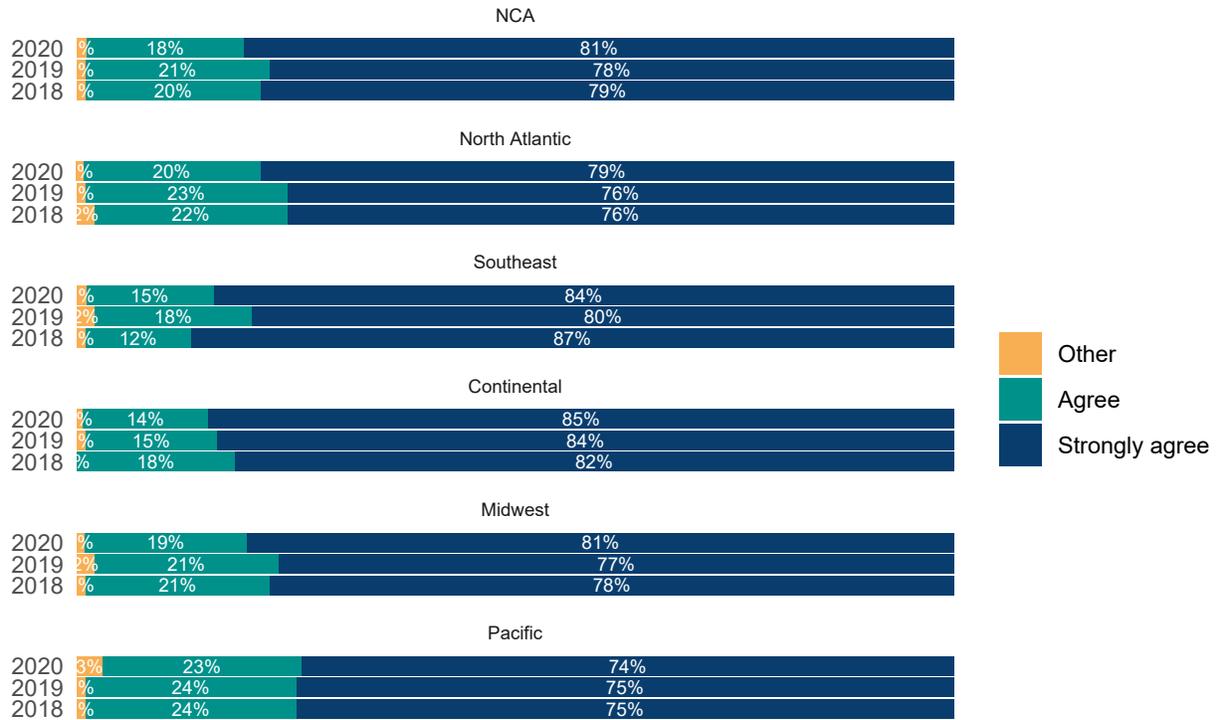
**Question 35 (NOK)/1.26 (FD): The committal shelter used for the service was private, clean, and free of safety hazards.**

NEXT OF KIN

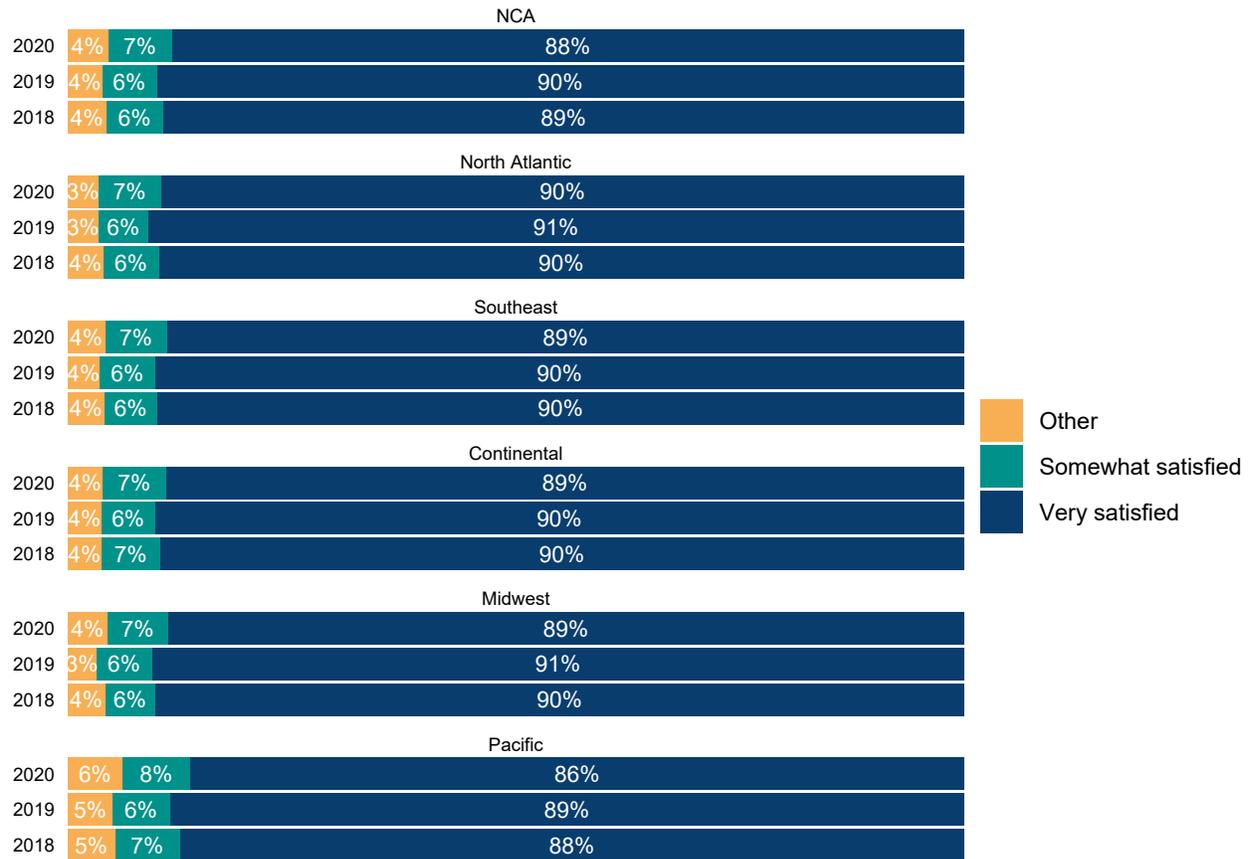


**Question 35 (NOK)/1.26 (FD): The committal shelter used for the service was private, clean, and free of safety hazards.**

FUNERAL DIRECTORS

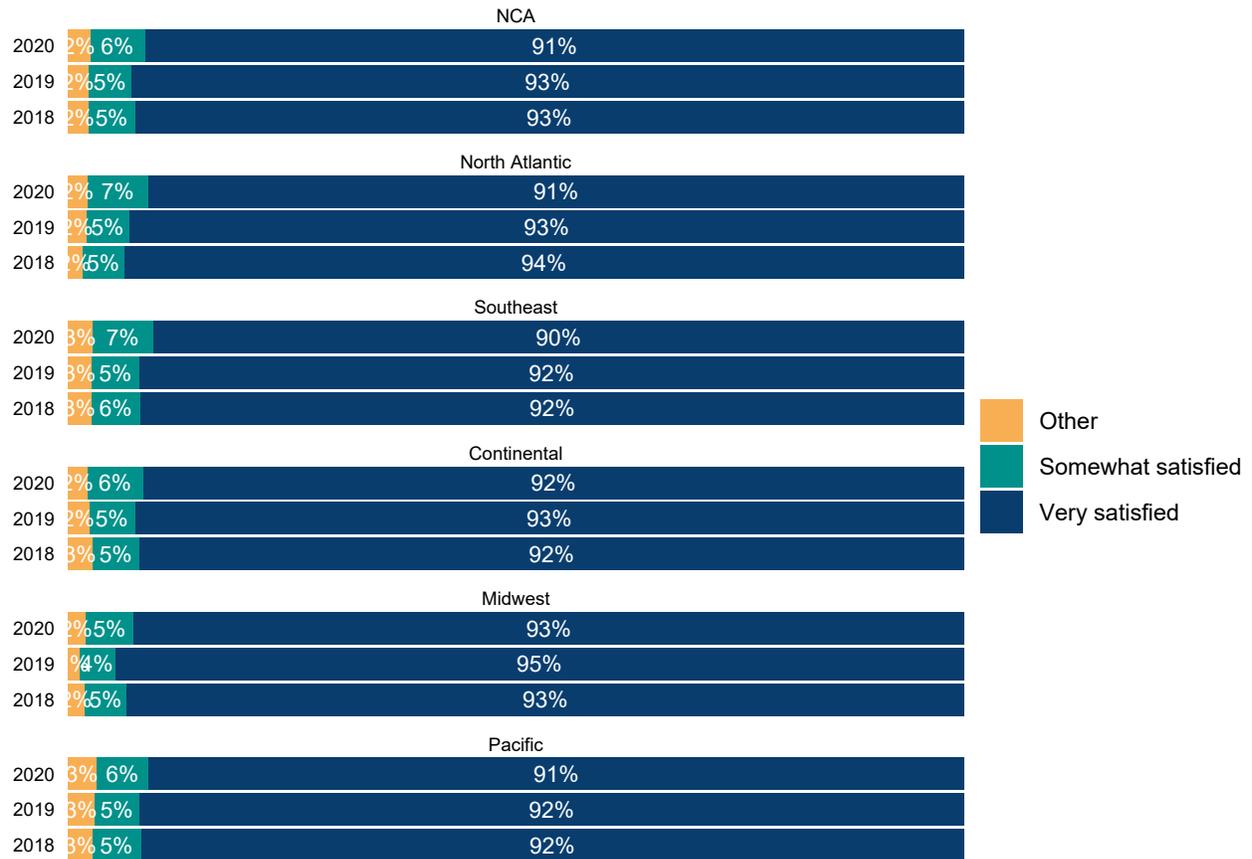


## QUESTION 19 (NOK): Overall, how satisfied were you with the committal or memorial service at the national cemetery?



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	22097	23592	17885	3648	3759	2895	4976	5447	3771	3315	3219	2719	4861	5278	4161	5297	5889	4339
Change score	NA	0.65%	-1.66%	NA	1.17%	-1.46%	NA	0.2%	-1.29%	NA	0.57%	-1.24%	NA	0.35%	-1.78%	NA	1.14%	-2.33%
Very satisfied	89.4%	90.05%	88.39%	89.86%	91.03%	89.57%	90.01%	90.21%	88.92%	89.71%	90.28%	89.04%	90.25%	90.6%	88.82%	87.52%	88.66%	86.33%
Somewhat satisfied	6.32%	6.13%	7.12%	6.17%	5.56%	7.08%	5.95%	6.28%	6.97%	6.55%	5.96%	7.1%	5.64%	6.23%	6.8%	7.25%	6.37%	7.58%
Neither satisfied nor dissatisfied	3.22%	2.62%	3.25%	2.82%	2.55%	2.52%	2.99%	2.28%	3.08%	2.62%	2.39%	2.83%	3.23%	2.1%	2.91%	4.06%	3.57%	4.49%
Somewhat dissatisfied	0.66%	0.76%	0.88%	0.77%	0.59%	0.48%	0.68%	0.77%	0.77%	0.57%	0.81%	0.74%	0.53%	0.74%	1.11%	0.72%	0.87%	1.11%
Very dissatisfied	0.41%	0.43%	0.36%	0.38%	0.27%	0.35%	0.36%	0.46%	0.27%	0.54%	0.56%	0.29%	0.35%	0.32%	0.36%	0.45%	0.54%	0.48%

## QUESTION 18 (NOK): If your loved one received military funeral honors, how satisfied were you with the quality of the honors received?



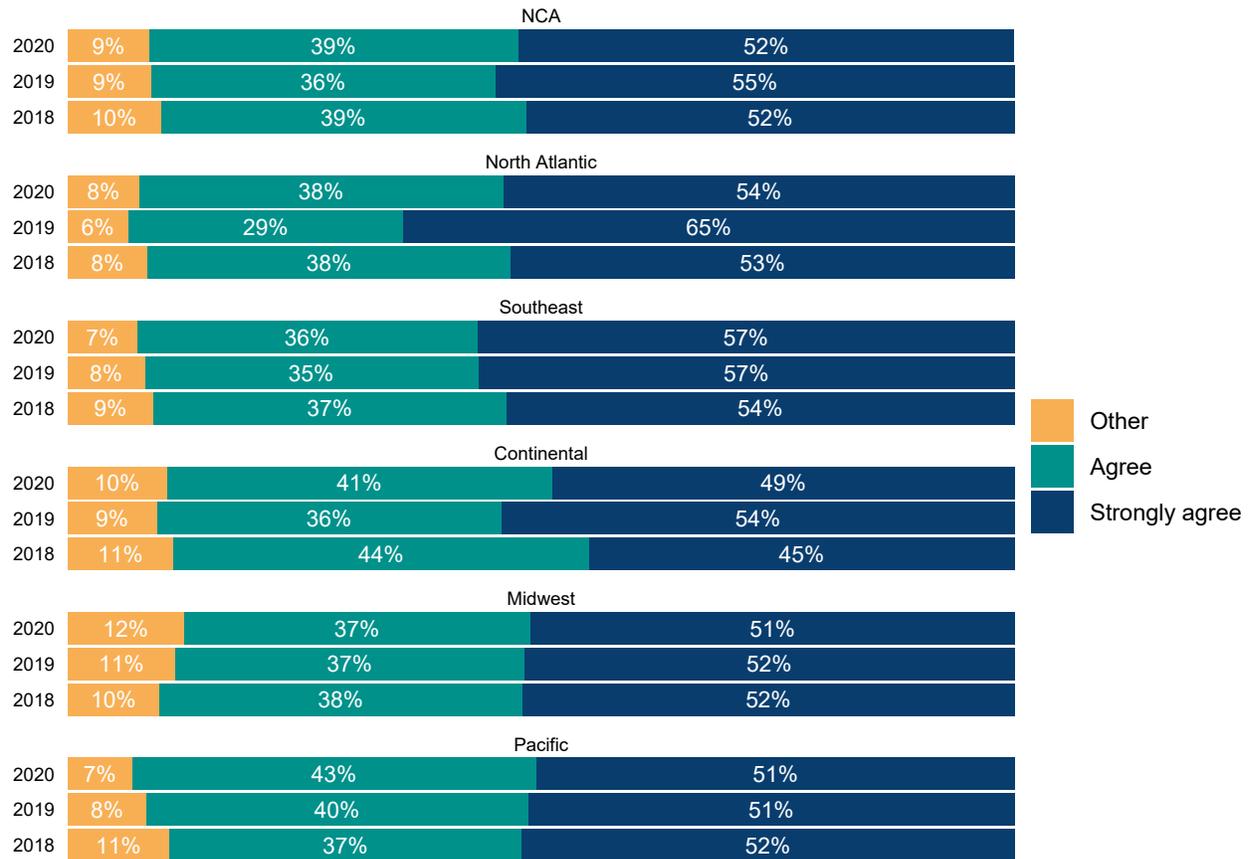
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	15171	15967	11662	2467	2511	1870	3447	3714	2467	2258	2135	1772	3453	3715	2788	3546	3892	2765
Change score	NA	0.36%	-1.53%	NA	-0.53%	-2.13%	NA	0.12%	-1.53%	NA	0.52%	-0.96%	NA	1.29%	-2.07%	NA	0.15%	-1.04%
Very satisfied	92.54%	92.9%	91.37%	93.68%	93.15%	91.02%	91.88%	92%	90.47%	92.03%	92.55%	91.59%	93.43%	94.72%	92.65%	91.88%	92.03%	90.99%
Somewhat satisfied	5.14%	4.86%	6.16%	4.7%	4.82%	6.79%	5.54%	5.39%	6.81%	5.27%	5.11%	6.26%	4.75%	4.04%	5.42%	5.36%	5.04%	5.82%
Neither satisfied nor dissatisfied	1.31%	1.19%	1.34%	1.05%	1.15%	1.07%	1.25%	1.29%	1.38%	1.55%	0.89%	1.07%	1.27%	0.59%	1.18%	1.41%	1.85%	1.81%
Somewhat dissatisfied	0.68%	0.65%	0.71%	0.36%	0.64%	0.59%	0.93%	0.75%	0.89%	0.62%	0.75%	0.62%	0.41%	0.4%	0.57%	0.96%	0.72%	0.83%
Very dissatisfied	0.33%	0.41%	0.42%	0.2%	0.24%	0.53%	0.41%	0.57%	0.45%	0.53%	0.7%	0.45%	0.14%	0.24%	0.18%	0.39%	0.36%	0.54%

**QUESTION 15 (NOK): Prior to the committal service for your loved one, did you view the NCA videos illustrating different service options at VA cemeteries?**



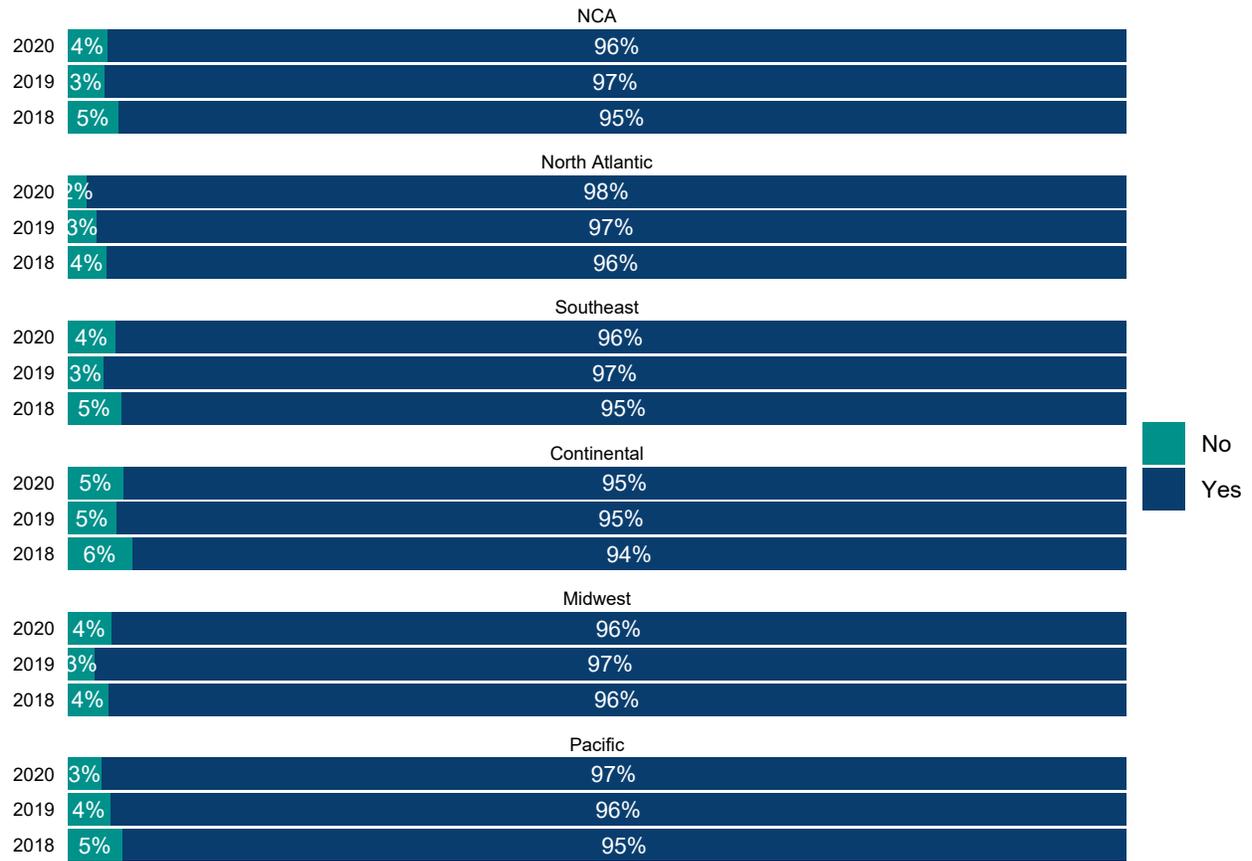
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	22273	23762	18201	3664	3763	2945	4988	5491	3816	3322	3233	2744	4894	5309	4235	5405	5966	4461
Change score	NA	0.47%	0.62%	NA	0.09%	1.11%	NA	0.24%	1.23%	NA	0.58%	0.59%	NA	0.31%	-0.32%	NA	0.94%	0.77%
Yes I viewed it online	2.83%	3.3%	3.92%	2.67%	2.76%	3.87%	3.17%	3.41%	4.64%	2.11%	2.69%	3.28%	2.7%	3.01%	2.69%	3.18%	4.12%	4.89%
Yes the funeral director provided it	3.69%	4.04%	6.09%	3.08%	2.74%	5.77%	4.31%	5.39%	6.21%	4.33%	4.05%	6.2%	3.62%	3.62%	5.83%	3.18%	3.99%	6.37%
No	93.49%	92.66%	90%	94.24%	94.5%	90.36%	92.52%	91.2%	89.15%	93.56%	93.26%	90.52%	93.69%	93.37%	91.48%	93.64%	91.89%	88.75%

**QUESTION 16 (NOK): The video(s) helped me understand the burial process at the national cemetery.**



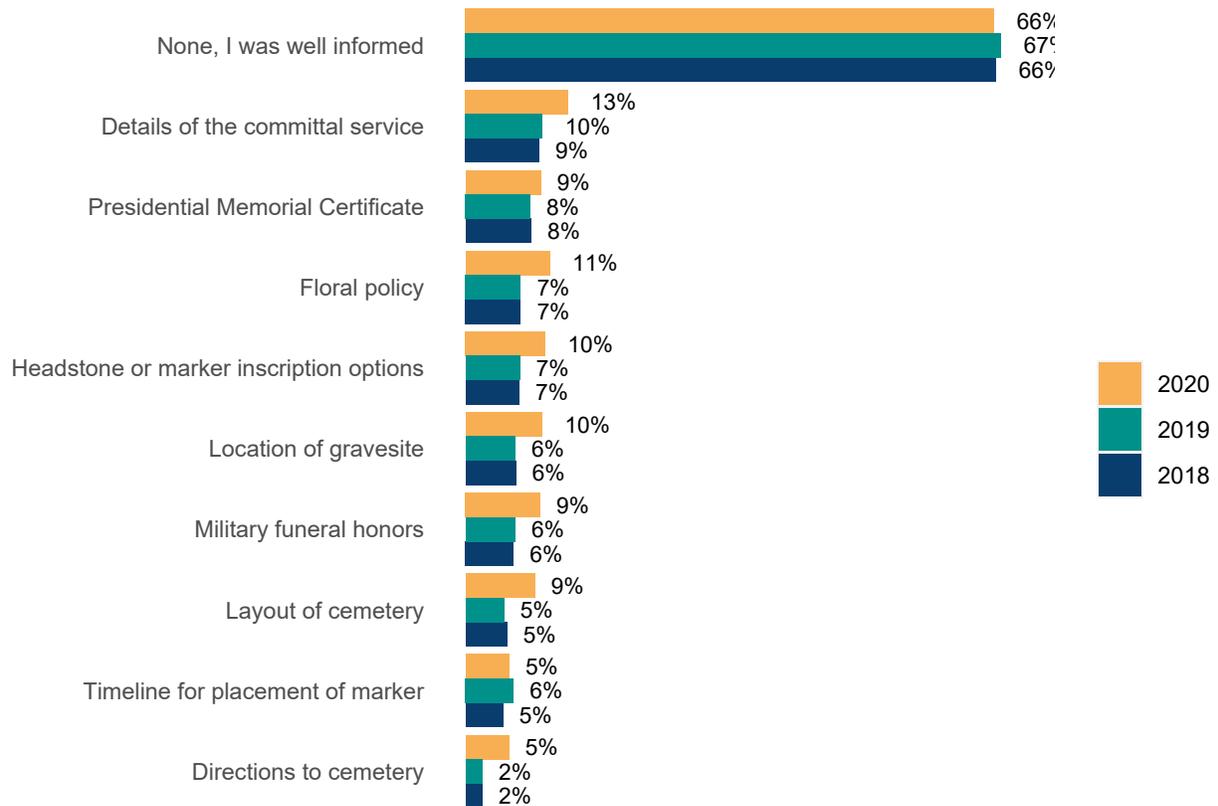
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	1411	1634	1447	203	189	226	365	457	354	207	203	211	300	326	270	336	459	386
Change score	NA	3.24%	-2.38%	NA	11.35%	-10.57%	NA	2.97%	0.11%	NA	9.26%	-5.37%	NA	-0.16%	-0.73%	NA	-0.66%	-0.9%
Strongly agree	51.59%	54.83%	52.45%	53.2%	64.55%	53.98%	53.7%	56.67%	56.78%	44.93%	54.19%	48.82%	52%	51.84%	51.11%	52.08%	51.42%	50.52%
Agree	38.63%	36.41%	38.98%	38.42%	29.1%	38.5%	37.26%	35.23%	35.88%	43.96%	36.45%	40.76%	38.33%	36.81%	36.67%	37.2%	40.31%	42.75%
Neither agree nor disagree	9.5%	8.57%	7.81%	8.37%	5.82%	6.64%	9.04%	7.88%	6.5%	10.63%	8.87%	9.48%	9.67%	11.35%	11.11%	9.82%	8.28%	6.48%
Disagree	0.21%	0.06%	0.35%	0%	0.53%	0.88%	0%	0%	NA	0%	0%	0.47%	0%	0%	0.37%	0.89%	0%	0.26%
Strongly disagree	0.07%	0.12%	0.41%	0%	0%	NA	0%	0.22%	0.85%	0.48%	0.49%	0.47%	0%	0%	0.74%	0%	0%	NA

**QUESTION 17 (NOK): Was your experience at the national cemetery similar to the videos on service options you viewed?**



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	1374	1594	1444	195	185	225	359	446	357	198	197	210	290	316	271	332	450	381
Change score	NA	1.28%	-0.29%	NA	0.89%	0.92%	NA	1.65%	-1.12%	NA	1.49%	-0.67%	NA	1.26%	-1.53%	NA	1.12%	0.85%
Yes	95.27%	96.55%	96.26%	96.41%	97.3%	98.22%	94.99%	96.64%	95.52%	93.94%	95.43%	94.76%	96.21%	97.47%	95.94%	94.88%	96%	96.85%
No	4.73%	3.45%	3.74%	3.59%	2.7%	1.78%	5.01%	3.36%	4.48%	6.06%	4.57%	5.24%	3.79%	2.53%	4.06%	5.12%	4%	3.15%

**Question 29 (NOK): Looking back at your overall experiences with the national cemetery, which items would you have liked more information about? (Mark all that apply)**



2020: n = 17802 2019: n = 24202 2018: n = 23063

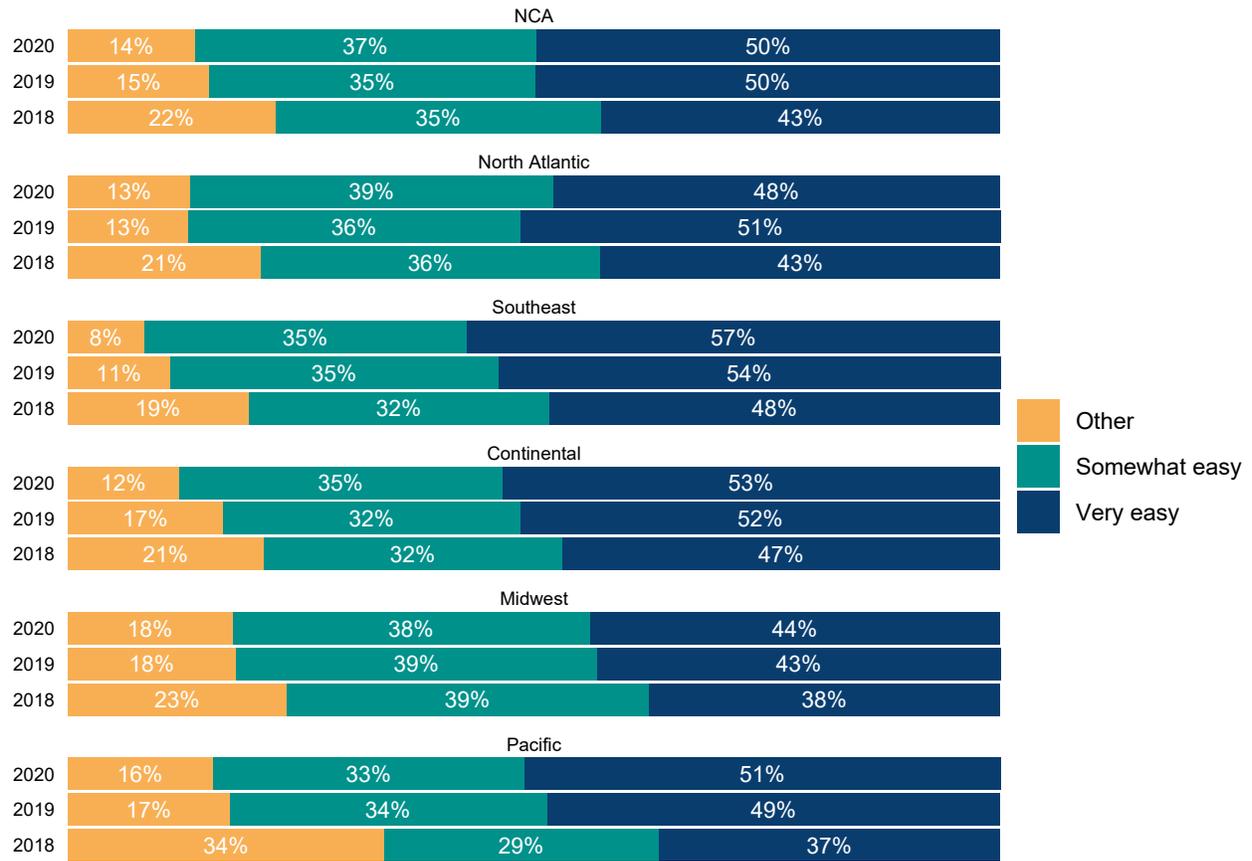
Note: As respondents could select more than one response option, percentages may not sum to 100.

## **COMMITTAL OR MEMORIAL SERVICE SCHEDULING AND STAFF SUPPORT: FUNERAL DIRECTORS**

### **SECTION DESCRIPTION**

- This section presents survey findings from funeral directors on their satisfaction with various aspects of committal services at the national cemetery with which they most frequently do business.
- Measures of overall satisfaction with the committal service are presented first, followed by responses to individual survey questions. Question-by-question comparative analyses (Elements of Comparison) are also presented in this section.
- Respondents were asked about experiences with the scheduling of services, including scheduling military honors.
- Results presented in this section indicate levels of satisfaction with support and service received from national cemeteries compared to private cemeteries.
- For comparative purposes, data for each District are also presented.

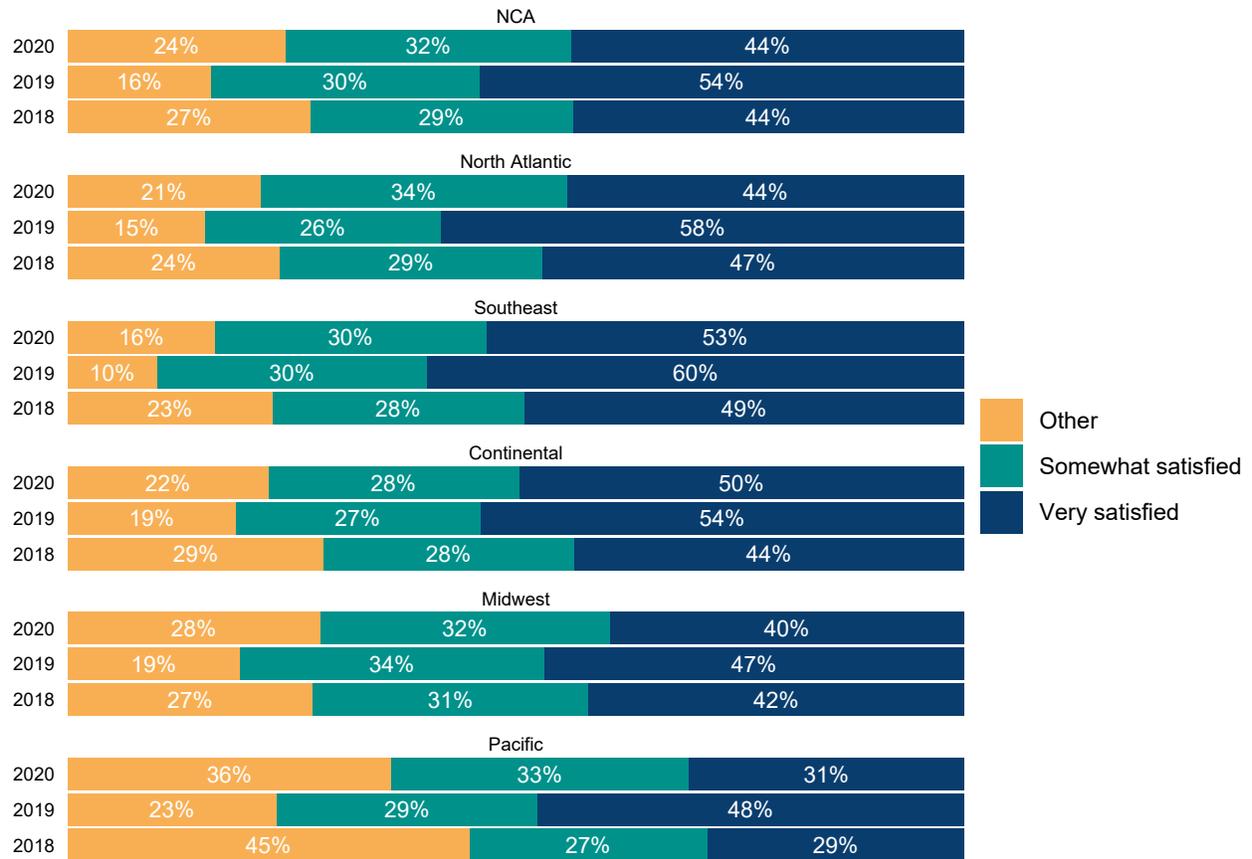
**QUESTION 1.18 (FD): How easy is the process of scheduling an interment with the national cemetery?**



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	2678	2513	2070	513	507	519	434	394	393	334	301	318	665	606	595	286	185	245
Change score	NA	7.03%	-0.05%	NA	8.6%	-3.5%	NA	5.42%	3.44%	NA	4.49%	1.96%	NA	5.49%	0.8%	NA	11.94%	2.37%
Very easy	42.83%	49.86%	49.81%	42.88%	51.48%	47.98%	48.39%	53.81%	57.25%	47.01%	51.5%	53.46%	37.74%	43.23%	44.03%	36.71%	48.65%	51.02%
Somewhat easy	34.91%	34.98%	36.62%	36.45%	35.7%	38.92%	32.26%	35.28%	34.61%	32.04%	31.89%	34.59%	38.8%	38.78%	38.32%	29.37%	34.05%	33.47%
Neither easy nor hard	10.01%	8.75%	8.12%	9.36%	6.71%	7.13%	10.83%	8.12%	4.07%	9.28%	10.63%	8.81%	10.23%	9.24%	11.09%	12.59%	7.03%	8.57%
Somewhat hard	8.14%	5.17%	4.49%	7.99%	5.33%	5.01%	5.76%	2.28%	3.56%	7.78%	5.32%	3.14%	8.87%	6.27%	5.04%	13.99%	8.65%	5.31%
Very hard	4.11%	1.23%	0.97%	3.31%	0.79%	0.96%	2.76%	0.51%	0.51%	3.89%	0.66%	NA	4.36%	2.48%	1.51%	7.34%	1.62%	1.63%

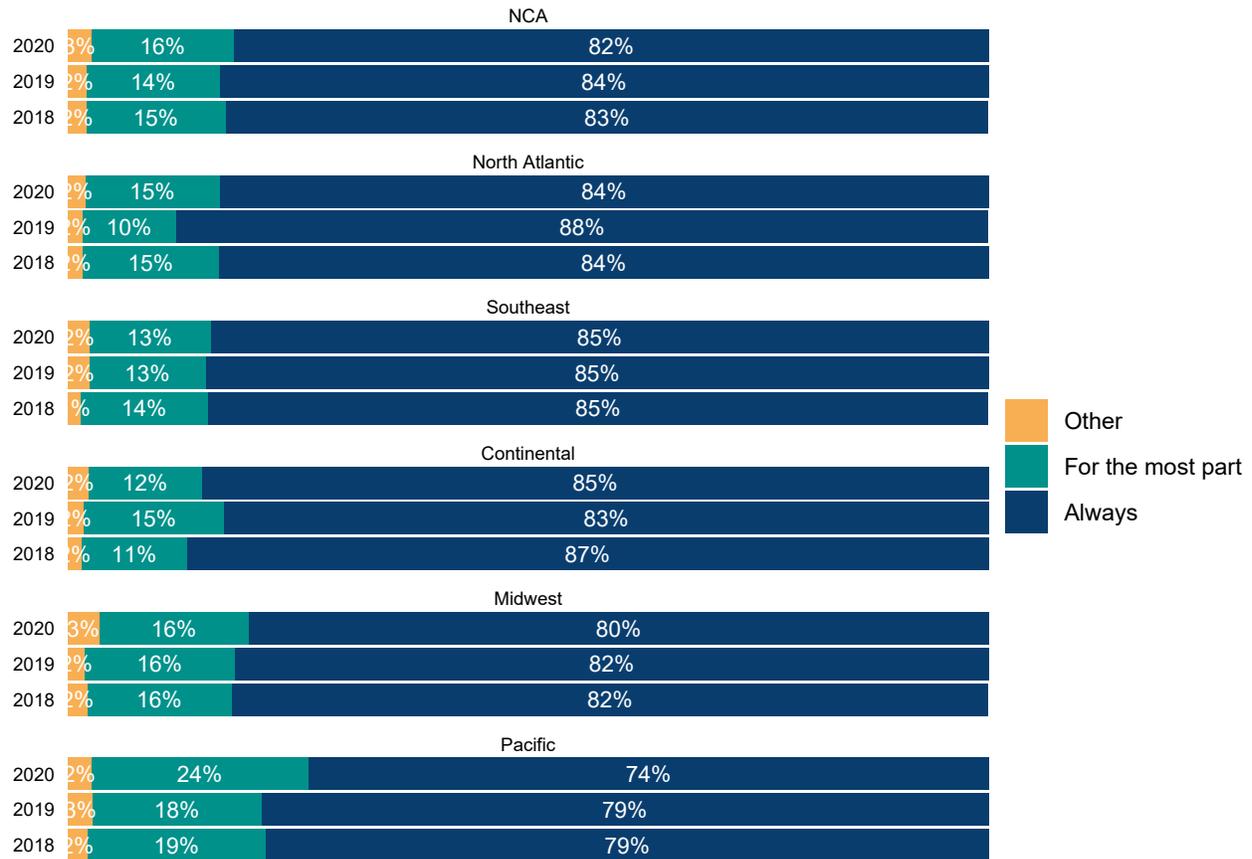
**QUESTION 1.19 (FD): Overall, how satisfied were you with the length of time you were on the phone to schedule an interment with the National Cemetery Scheduling Office?**

(Prior to 2020, the question wording was: Overall, how satisfied were you with the length of time it took to confirm the scheduling of an interment?)



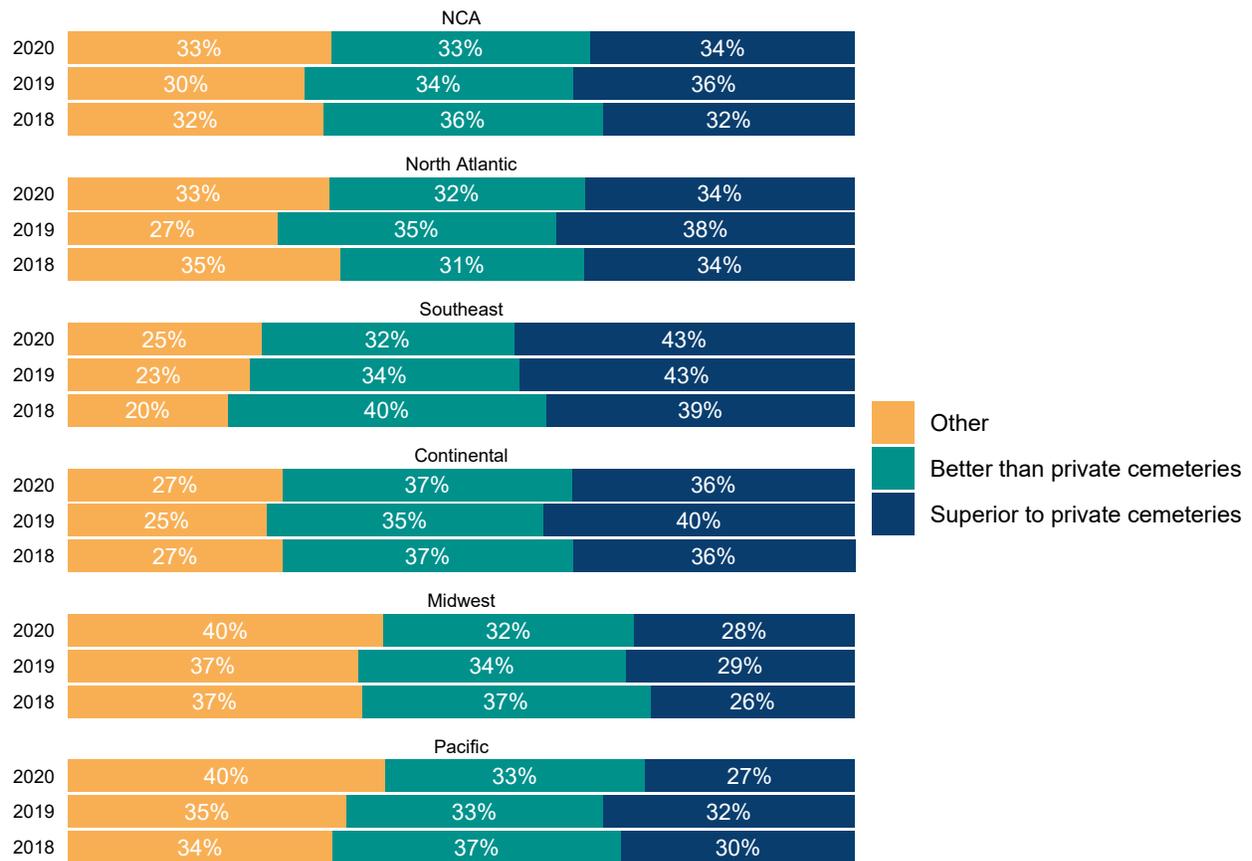
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	2671	2510	2063	512	504	517	434	394	390	333	300	318	663	606	594	286	185	244
Change score	NA	10.41%	-10.19%	NA	11.26%	-14.04%	NA	10.82%	-6.57%	NA	10.46%	-4.31%	NA	4.93%	-7.3%	NA	18.9%	-16.83%
Very satisfied	43.65%	54.06%	43.87%	47.07%	58.33%	44.29%	49.08%	59.9%	53.33%	43.54%	54%	49.69%	41.93%	46.86%	39.56%	28.67%	47.57%	30.74%
Somewhat satisfied	29.28%	30%	31.85%	29.3%	26.39%	34.24%	28.11%	30.2%	30.26%	27.93%	27.33%	27.99%	30.77%	33.99%	32.32%	26.57%	29.19%	33.2%
Neither satisfied nor dissatisfied	9.58%	7.93%	11.2%	7.42%	7.14%	10.25%	10.6%	5.84%	6.92%	10.21%	8%	9.75%	10.11%	8.75%	14.14%	12.24%	11.35%	14.75%
Somewhat dissatisfied	11.91%	6.41%	10.18%	12.3%	7.34%	9.28%	9.91%	3.05%	8.21%	12.61%	9%	10.69%	11.61%	8.25%	9.6%	19.93%	8.11%	15.98%
Very dissatisfied	5.58%	1.59%	2.91%	3.91%	0.79%	1.93%	2.3%	1.02%	1.28%	5.71%	1.67%	1.89%	5.58%	2.15%	4.38%	12.59%	3.78%	5.33%

**QUESTION 1.20 (FD): During committal services, how often do you receive the support you need from cemetery staff?**



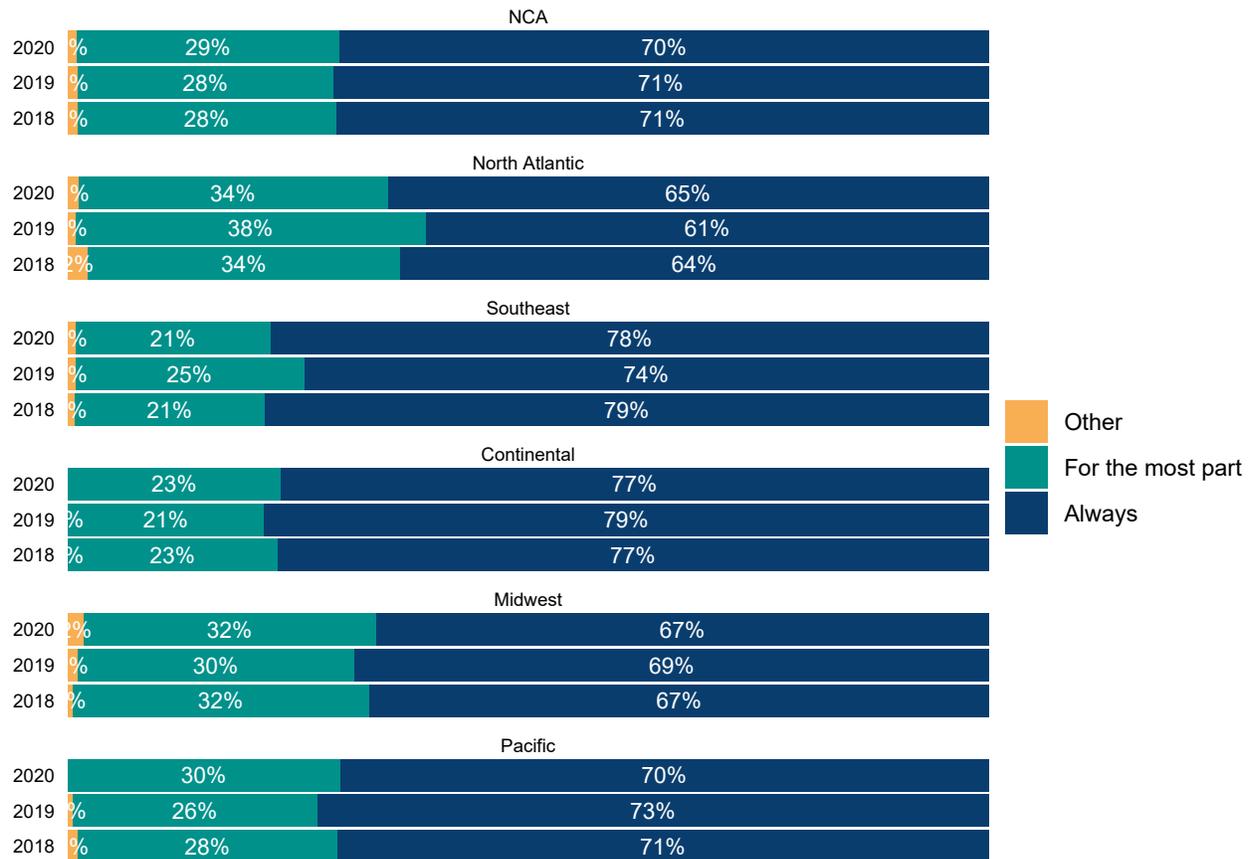
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	2675	2511	2063	512	504	517	435	394	394	334	301	316	664	607	595	284	186	241
Change score	NA	0.63%	-1.54%	NA	4.7%	-4.73%	NA	0.2%	-0.51%	NA	-4.07%	2.38%	NA	-0.35%	-1.54%	NA	0.51%	-5.17%
Always	82.88%	83.51%	81.97%	83.59%	88.29%	83.56%	84.83%	85.03%	84.52%	87.13%	83.06%	85.44%	82.23%	81.88%	80.34%	78.52%	79.03%	73.86%
For the most part	15.14%	14.46%	15.51%	14.84%	10.12%	14.51%	13.79%	12.69%	13.2%	11.38%	15.28%	12.34%	15.66%	16.31%	16.3%	19.37%	18.28%	23.65%
Occasionally	1.64%	1.63%	2.04%	1.17%	0.99%	1.74%	1.15%	1.78%	1.27%	1.2%	1.66%	2.22%	1.66%	1.65%	2.52%	1.76%	1.61%	2.49%
Never	0.34%	0.4%	0.48%	0.39%	0.6%	0.19%	0.23%	0.51%	1.02%	0.3%	0%	NA	0.45%	0.16%	0.84%	0.35%	1.08%	NA

**QUESTION 1.11 (FD): 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?**



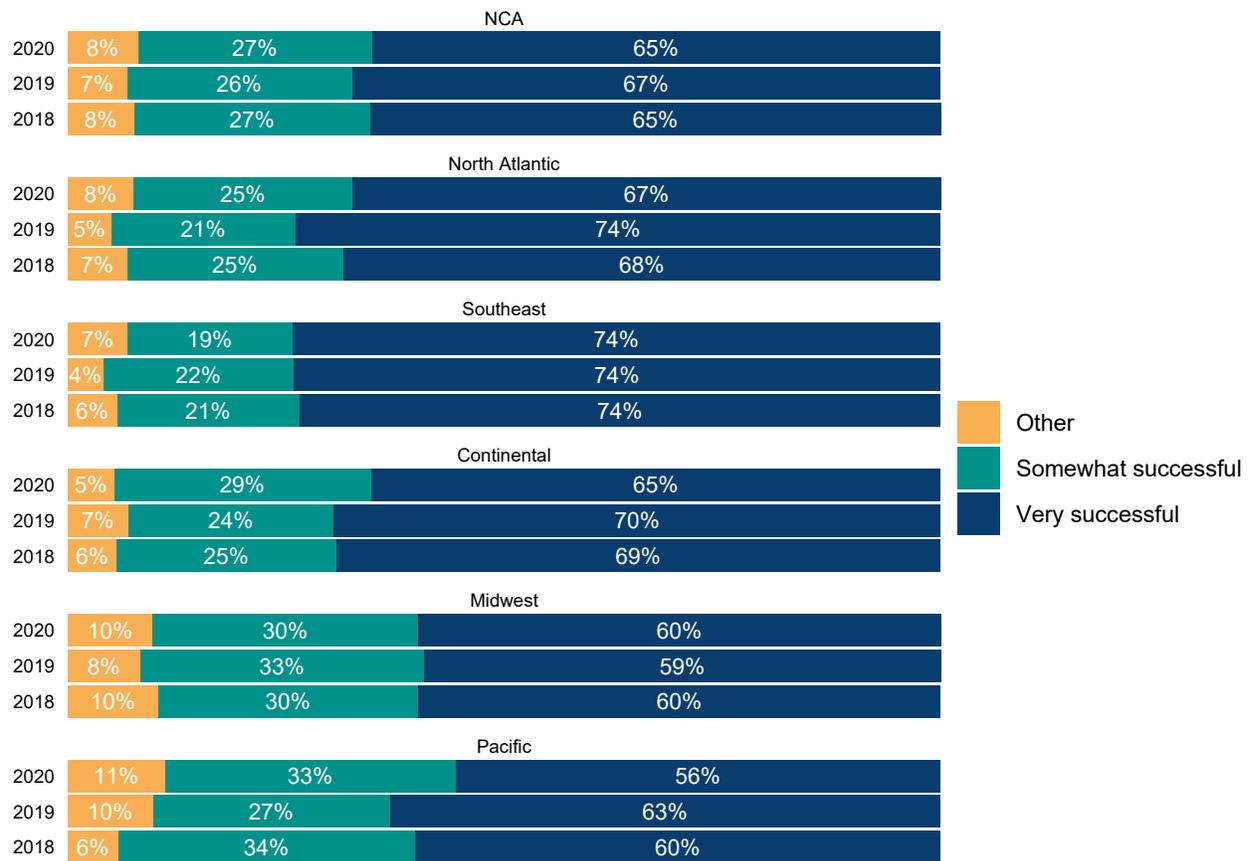
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	2682	2509	2065	518	508	521	433	394	395	337	298	312	662	608	594	283	184	243
Superior to private	32.07%	35.87%	33.61%	34.36%	37.99%	34.36%	39.26%	42.64%	43.29%	35.91%	39.6%	35.9%	25.98%	29.11%	28.11%	29.68%	32.07%	26.75%
Better than private	35.53%	34.08%	32.93%	31.08%	35.43%	32.44%	40.42%	34.26%	32.15%	36.8%	35.23%	36.86%	36.71%	34.05%	31.82%	36.75%	32.61%	32.92%
About the same	29.79%	27.94%	30.7%	31.08%	24.61%	30.52%	19.86%	22.59%	23.29%	25.82%	24.16%	25.32%	34.59%	33.22%	36.87%	30.04%	32.07%	34.98%
Worse than private	2.16%	1.79%	2.47%	3.09%	1.77%	2.5%	0.46%	0.25%	1.01%	1.48%	1.01%	1.92%	2.27%	2.96%	2.69%	3.18%	3.26%	4.94%
Much worse than private	0.45%	0.32%	0.29%	0.39%	0.2%	0.19%	0%	0.25%	0.25%	0%	0%	NA	0.45%	0.66%	0.51%	0.35%	0%	0.41%

**QUESTION 1.21 (FD): Generally, how often do committal services at the national cemetery start on time?**



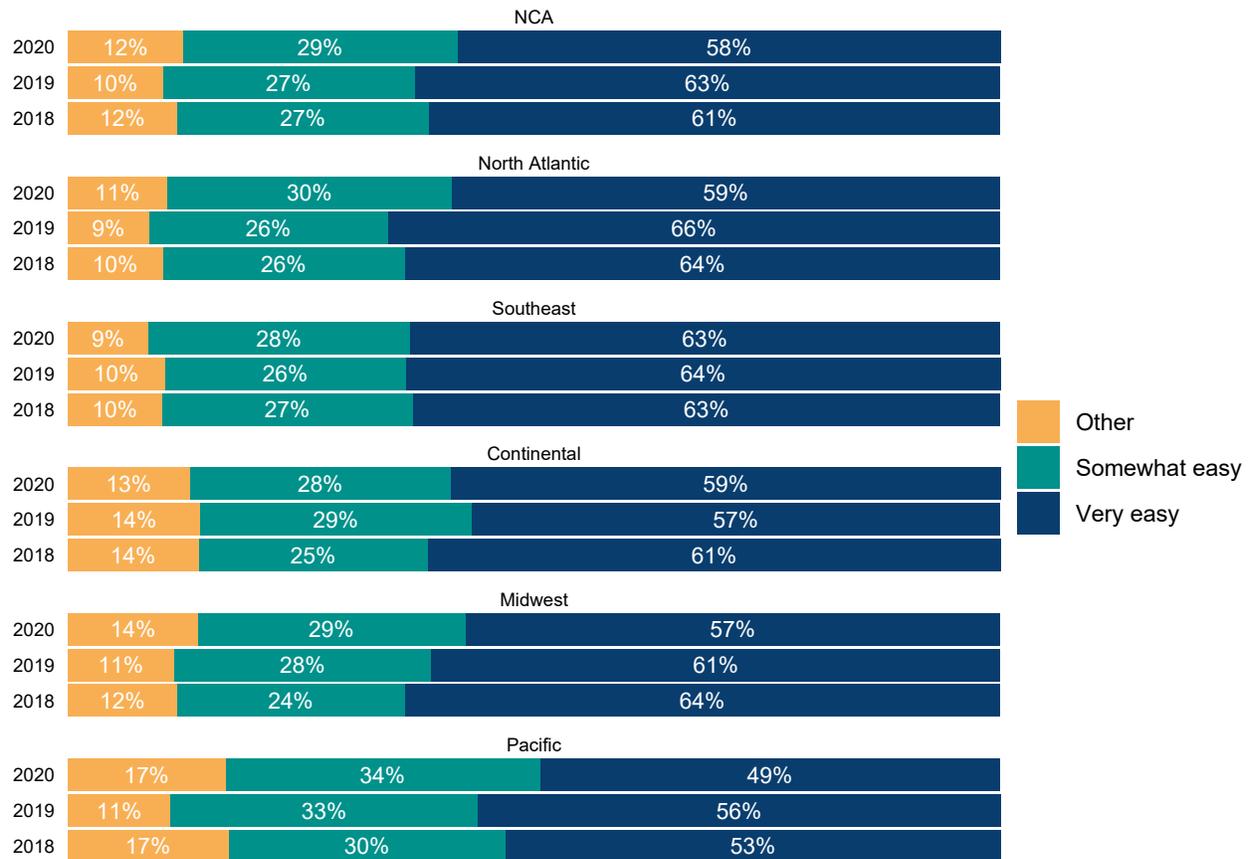
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	2674	2510	2057	513	504	513	435	394	395	334	301	316	663	607	589	284	185	244
Change score	NA	0.41%	-0.75%	NA	-2.83%	4.19%	NA	-4.25%	3.6%	NA	1.49%	-1.84%	NA	1.59%	-2.31%	NA	2.2%	-2.48%
Always	70.83%	71.24%	70.49%	63.94%	61.11%	65.3%	78.62%	74.37%	77.97%	77.25%	78.74%	76.9%	67.27%	68.86%	66.55%	70.77%	72.97%	70.49%
For the most part	28.16%	27.69%	28.59%	33.92%	38.1%	33.53%	20.69%	24.87%	21.27%	22.75%	21.26%	23.1%	32.28%	30.15%	31.75%	28.17%	26.49%	29.51%
Occasionally	0.9%	0.96%	0.83%	1.75%	0.79%	1.17%	0.69%	0.76%	0.51%	0%	0%	NA	0.3%	0.99%	1.53%	1.06%	0.54%	NA
Never	0.11%	0.12%	0.1%	0.39%	0%	NA	0%	0%	0.25%	0%	0%	NA	0.15%	0%	0.17%	0%	0%	NA

**QUESTION 1.22 (FD): 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?**



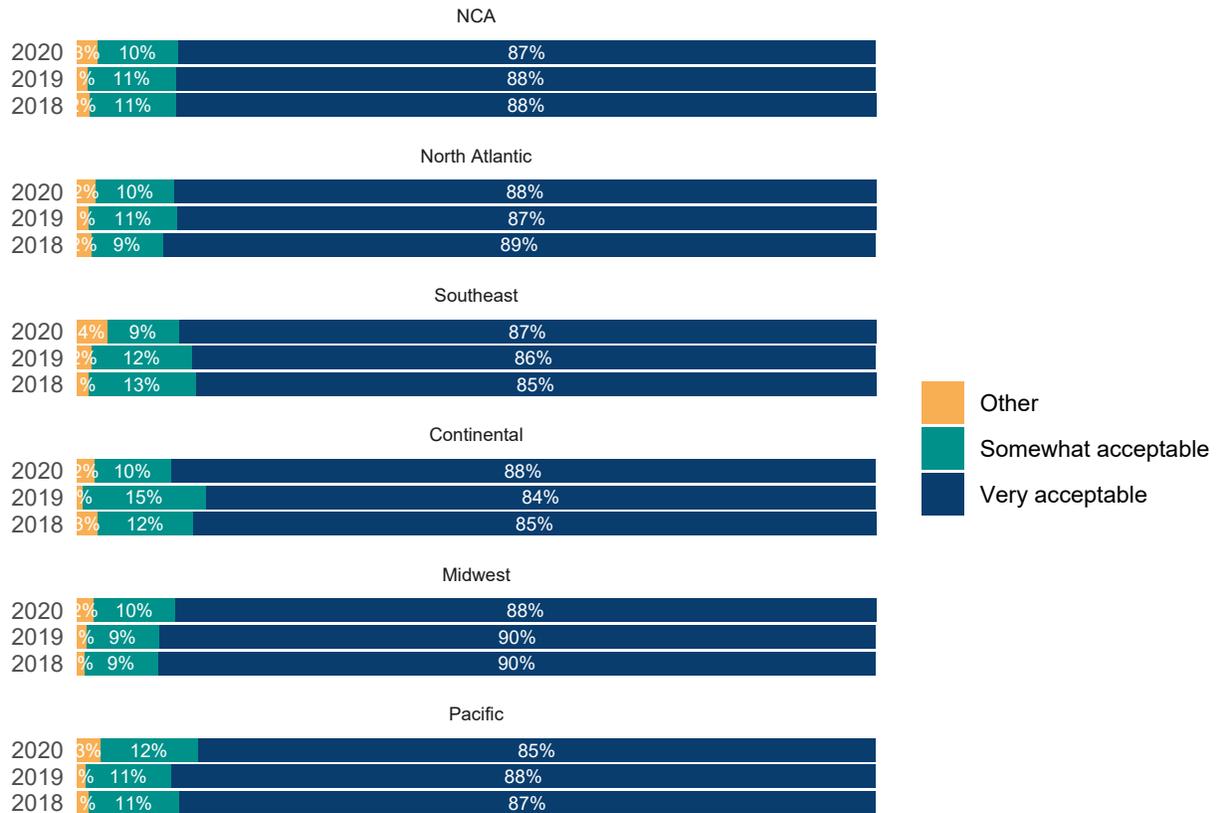
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	1521	1469	1189	311	303	307	268	244	249	179	174	190	339	326	299	156	103	144
Change score	NA	2.11%	-2.28%	NA	5.44%	-6.5%	NA	0.67%	0.12%	NA	0.27%	-4.28%	NA	-0.68%	0.67%	NA	2.85%	-7.55%
Very successful	65.35%	67.46%	65.18%	68.49%	73.93%	67.43%	73.51%	74.18%	74.3%	69.27%	69.54%	65.26%	59.88%	59.2%	59.87%	60.26%	63.11%	55.56%
Somewhat successful	27.09%	25.8%	26.83%	24.76%	21.12%	25.08%	20.9%	21.72%	18.88%	25.14%	23.56%	29.47%	29.79%	32.52%	30.43%	33.97%	27.18%	33.33%
Neither successful nor unsuccessful	5.19%	4.7%	6.14%	4.82%	3.3%	6.84%	4.48%	2.87%	4.42%	2.79%	4.6%	3.16%	7.96%	5.52%	7.02%	4.49%	5.83%	9.72%
Somewhat unsuccessful	1.58%	1.57%	1.01%	1.29%	1.32%	0.33%	0.75%	0.82%	1.2%	2.23%	2.3%	1.05%	1.18%	1.53%	1.67%	0.64%	3.88%	0.69%
Very unsuccessful	0.79%	0.48%	0.84%	0.64%	0.33%	0.33%	0.37%	0.41%	1.2%	0.56%	0%	1.05%	1.18%	1.23%	1%	0.64%	0%	0.69%

**QUESTION 1.23 (FD): How easy is it to schedule military honors at the national cemetery?**



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	2578	2436	2052	501	493	515	416	386	393	321	289	314	648	598	587	279	182	243
Change score	NA	1.48%	-4.62%	NA	1.85%	-6.89%	NA	0.75%	-0.37%	NA	-4.62%	2.17%	NA	-2.85%	-3.63%	NA	2.99%	-6.66%
Very easy	61.33%	62.81%	58.19%	63.87%	65.72%	58.83%	62.98%	63.73%	63.36%	61.37%	56.75%	58.92%	63.89%	61.04%	57.41%	53.05%	56.04%	49.38%
Somewhat easy	26.96%	27.05%	29.48%	25.95%	25.56%	30.49%	26.92%	25.91%	27.99%	24.61%	29.07%	28.03%	24.38%	27.59%	28.62%	29.75%	32.97%	33.74%
Neither easy nor hard	7.37%	6.65%	7.55%	6.59%	6.49%	7.57%	7.45%	8.29%	4.83%	9.03%	9.34%	8.6%	6.17%	5.69%	8.18%	11.47%	7.14%	9.05%
Somewhat hard	3.61%	3.04%	4.24%	3.19%	2.03%	2.91%	2.64%	2.07%	3.56%	4.05%	4.15%	4.14%	4.01%	4.85%	4.77%	4.66%	3.3%	7%
Very hard	0.74%	0.45%	0.54%	0.4%	0.2%	0.19%	0%	0%	0.25%	0.93%	0.69%	0.32%	1.54%	0.84%	1.02%	1.08%	0.55%	0.82%

### QUESTION 1.24 (FD): To what extent is the quality of military honors acceptable?



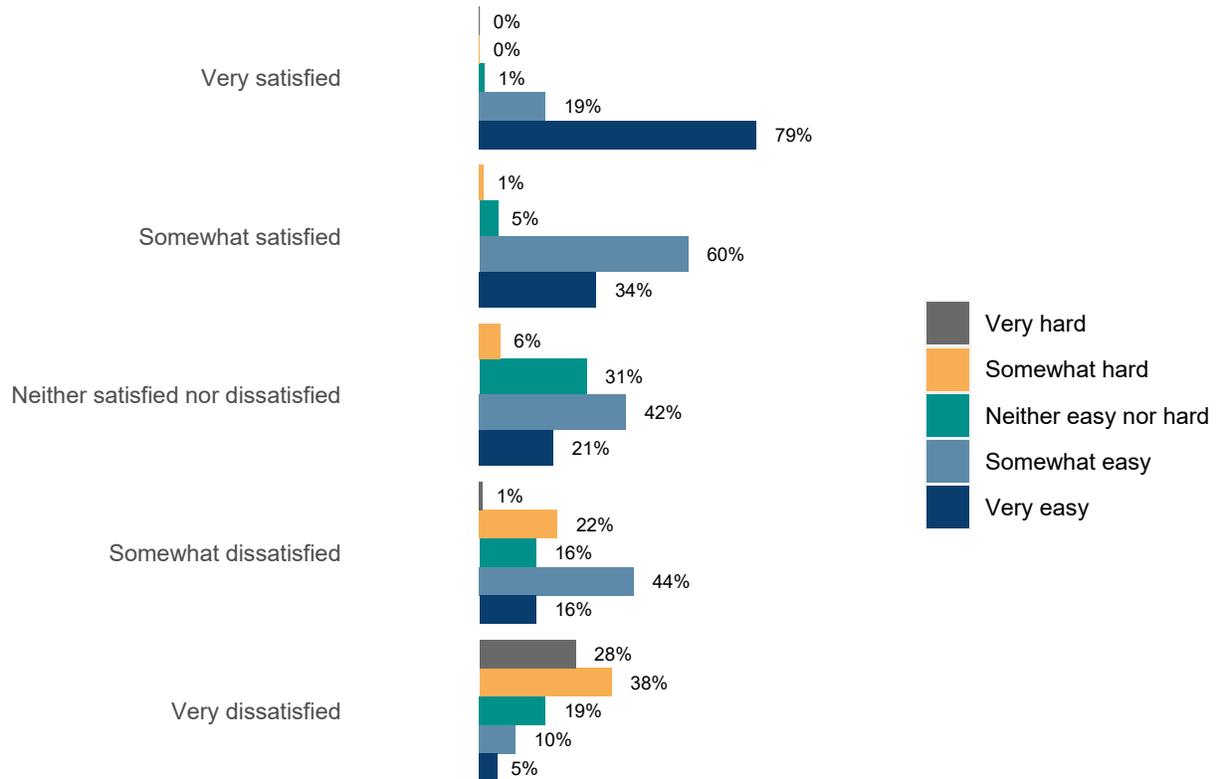
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	2524	2379	2049	492	484	515	404	376	398	315	285	315	640	583	583	274	178	238
Change score	NA	0.08%	-0.24%	NA	-1.83%	0.37%	NA	0.49%	1.55%	NA	-1.54%	4.39%	NA	-0.13%	-2.06%	NA	0.97%	-3.33%
Very acceptable	87.52%	87.6%	87.36%	89.23%	87.4%	87.77%	85.15%	85.64%	87.19%	85.4%	83.86%	88.25%	89.84%	89.71%	87.65%	87.23%	88.2%	84.87%
Somewhat acceptable	10.9%	11.1%	10.05%	8.94%	11.16%	9.9%	13.37%	12.5%	9.05%	12.06%	15.44%	9.52%	9.22%	9.09%	10.29%	11.31%	10.67%	12.18%
Neither acceptable nor unacceptable	0.87%	0.97%	2.05%	1.02%	1.03%	1.94%	0.74%	1.33%	2.51%	1.59%	0.7%	1.9%	0.47%	0.86%	1.89%	0.73%	0.56%	2.1%
Somewhat unacceptable	0.63%	0.29%	0.44%	0.41%	0.21%	0.39%	0.74%	0.53%	1.01%	0.95%	0%	NA	0.47%	0.34%	0.17%	0.73%	0.56%	0.84%
Very unacceptable	0.08%	0.04%	0.1%	0.41%	0.21%	NA	0%	0%	0.25%	0%	0%	0.32%	0%	0%	NA	0%	0%	NA

## ELEMENT OF COMPARISON

### Satisfaction with length of time needed to schedule an interment by how easy it is to schedule an interment.

QUESTION 1.19 (FD): 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?

Question 1.18 (FD): How easy is the process of scheduling an interment at the national cemetery?

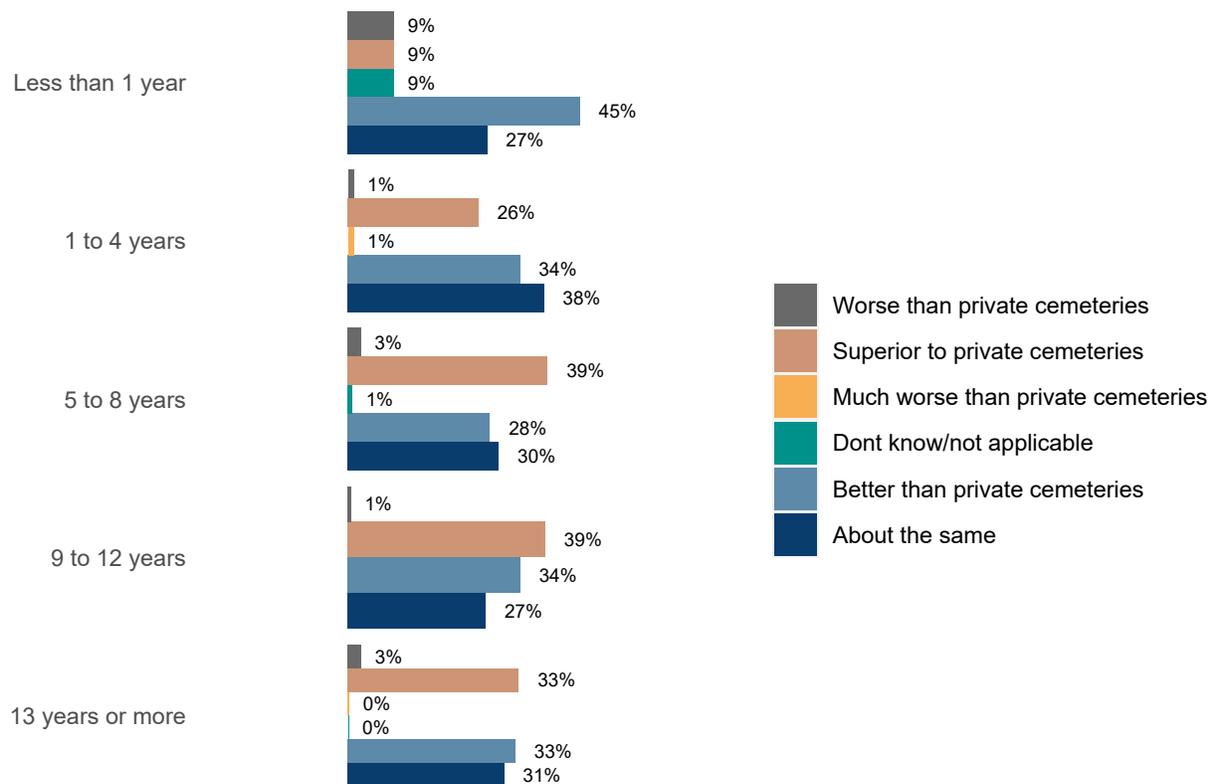


## ELEMENT OF COMPARISON

**Comparing the level of service at the national cemetery vs. the level of service at private cemeteries by how long the funeral home has worked with the national cemetery.**

Question 1.11 (FD): 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?

Question 1.3 (FD): How long has your funeral home worked with the national cemetery?

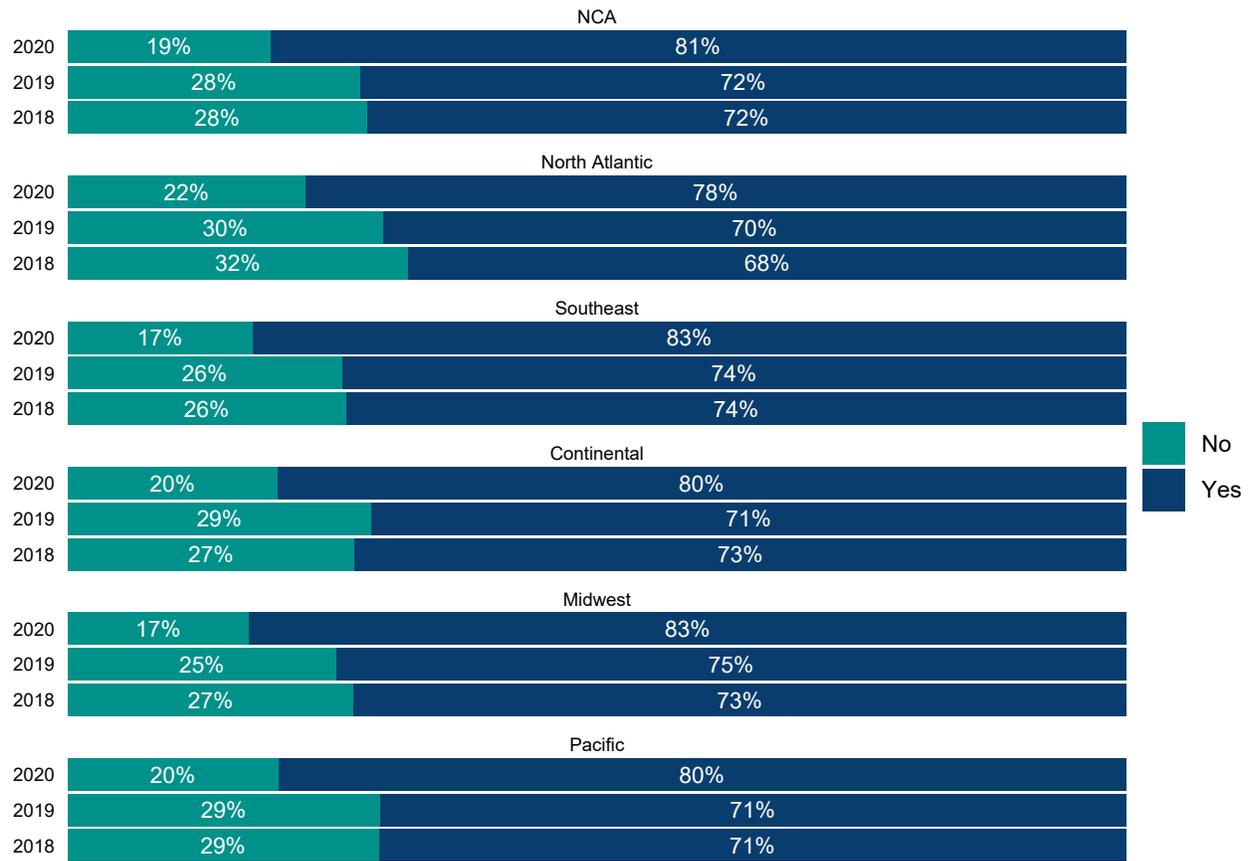


## **PRESIDENTIAL MEMORIAL CERTIFICATE (PMC)**

### **SECTION DESCRIPTION**

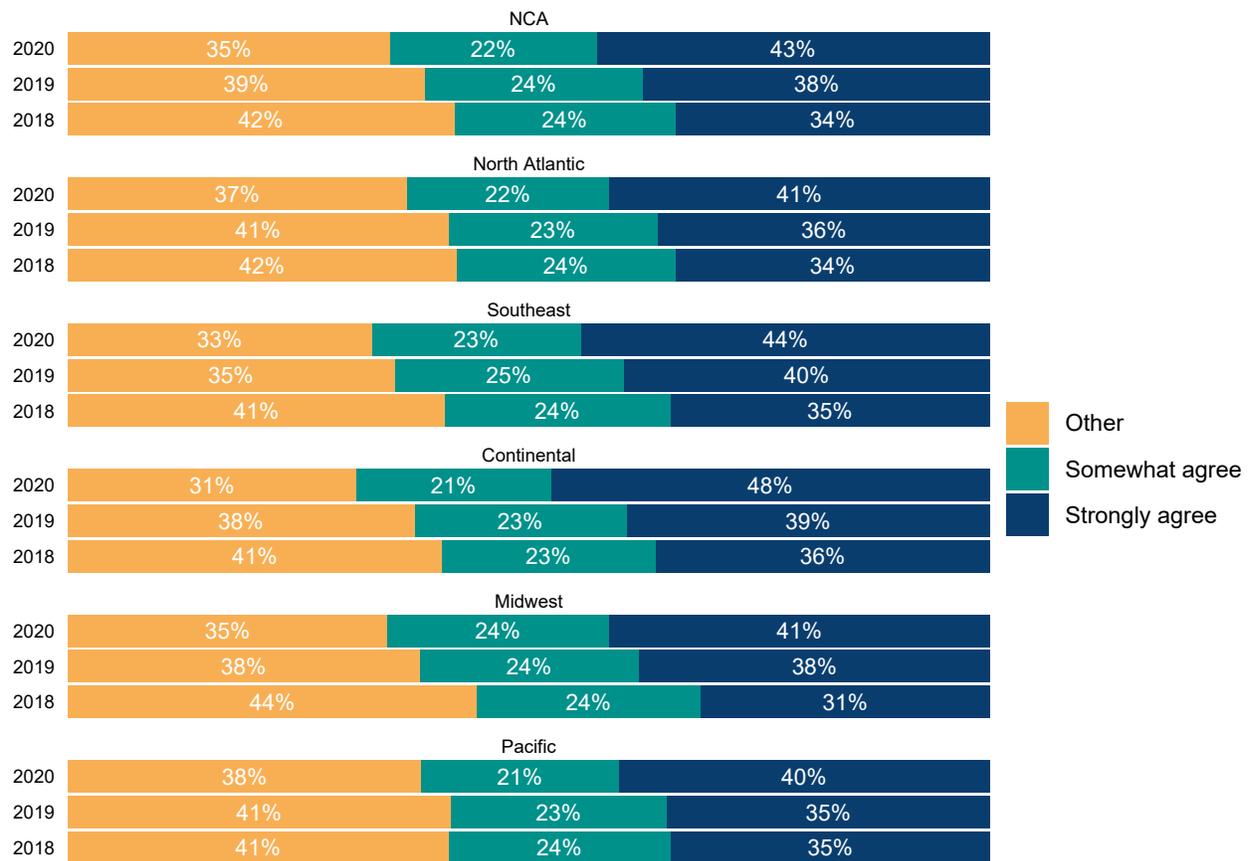
- This section presents survey findings from next of kin on their satisfaction with the Presidential Memorial Certificate (PMC). A Presidential Memorial Certificate, referred to as a PMC, is a certificate signed by the President of the United States honoring the Veteran's service.
- Respondents were asked whether they received a certificate and to what extent the certificate holds meaning for them.
- Results presented in this section indicate levels of satisfaction with the quality of the certificate.
- For comparative purposes, data for each District are also presented.

**Question 25 (NOK): If your loved one was a Veteran, did you receive a certificate signed by the President of the United States honoring the Veteran's service?**



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	16189	16938	13452	2617	2634	2142	3746	4015	2940	2365	2279	2028	3548	3790	3051	3913	4220	3291
Change score	NA	0.6%	8.53%	NA	2.38%	7.35%	NA	0.36%	8.47%	NA	-1.59%	8.88%	NA	1.64%	8.22%	NA	-0.09%	9.59%
Yes	71.78%	72.38%	80.91%	67.86%	70.24%	77.59%	73.76%	74.12%	82.59%	72.94%	71.35%	80.23%	73.03%	74.67%	82.89%	70.66%	70.57%	80.16%
No	28.22%	27.62%	19.09%	32.14%	29.76%	22.41%	26.24%	25.88%	17.41%	27.06%	28.65%	19.77%	26.97%	25.33%	17.11%	29.34%	29.43%	19.84%

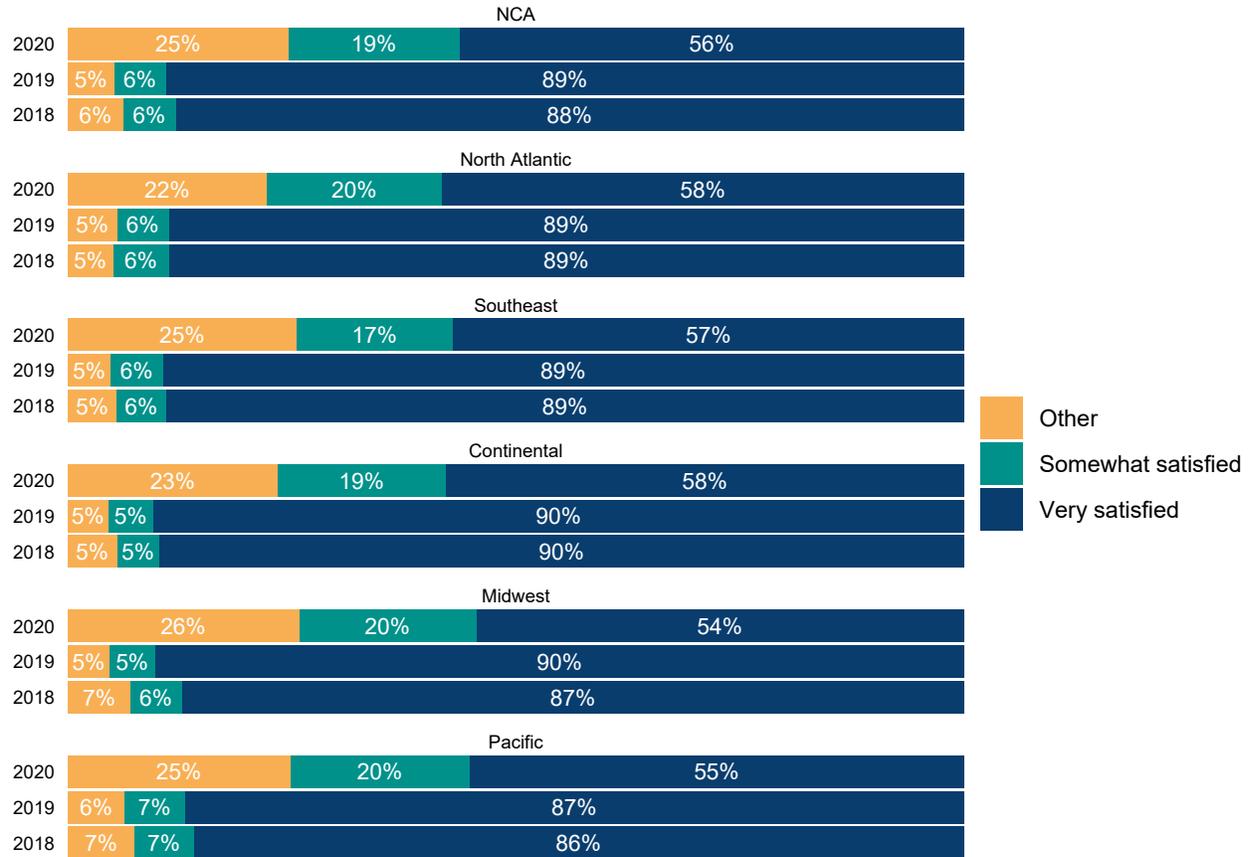
**QUESTION 27 (NOK): Please indicate your level of agreement with the following statement: Receiving the PMC at the committal service (rather than receiving it in the mail) enhances the meaning of the recognition.**



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	11546	11729	10209	1762	1775	1562	2749	2844	2280	1715	1568	1533	2571	2717	2388	2749	2825	2446
Change score	NA	3.51%	5.08%	NA	1.89%	5.29%	NA	5.03%	4.61%	NA	3.14%	8.21%	NA	6.67%	3.27%	NA	0.37%	5.23%
Strongly agree	34.1%	37.61%	42.69%	34.11%	36%	41.29%	34.7%	39.73%	44.34%	36.27%	39.41%	47.62%	31.39%	38.06%	41.33%	34.67%	35.04%	40.27%
Somewhat agree	24.02%	23.73%	22.36%	23.78%	22.76%	21.96%	24.41%	24.86%	22.72%	23.21%	23.02%	21.14%	24.27%	23.85%	24.04%	24.05%	23.47%	21.42%
Neither agree nor disagree	36.42%	33.38%	30.72%	36.15%	34.82%	32.52%	35.65%	31.01%	28.82%	33.99%	32.91%	27.07%	39.05%	32.65%	30.4%	36.41%	35.82%	33.93%
Strongly disagree	1.02%	0.98%	1.42%	0.74%	0.85%	1.47%	0.91%	0.91%	1.45%	1.28%	1.08%	1.37%	1.17%	1.14%	1.42%	1.02%	0.92%	1.39%

## QUESTION 26 (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 whose loved one was a Veteran received this question. 2020 results are compared with 2018 and 2019 responses to the question, “How satisfied were you with the quality (i.e., craftsmanship, not damaged, correct inscription spelling, etc.) of the Presidential Memorial Certificate received from the VA?”



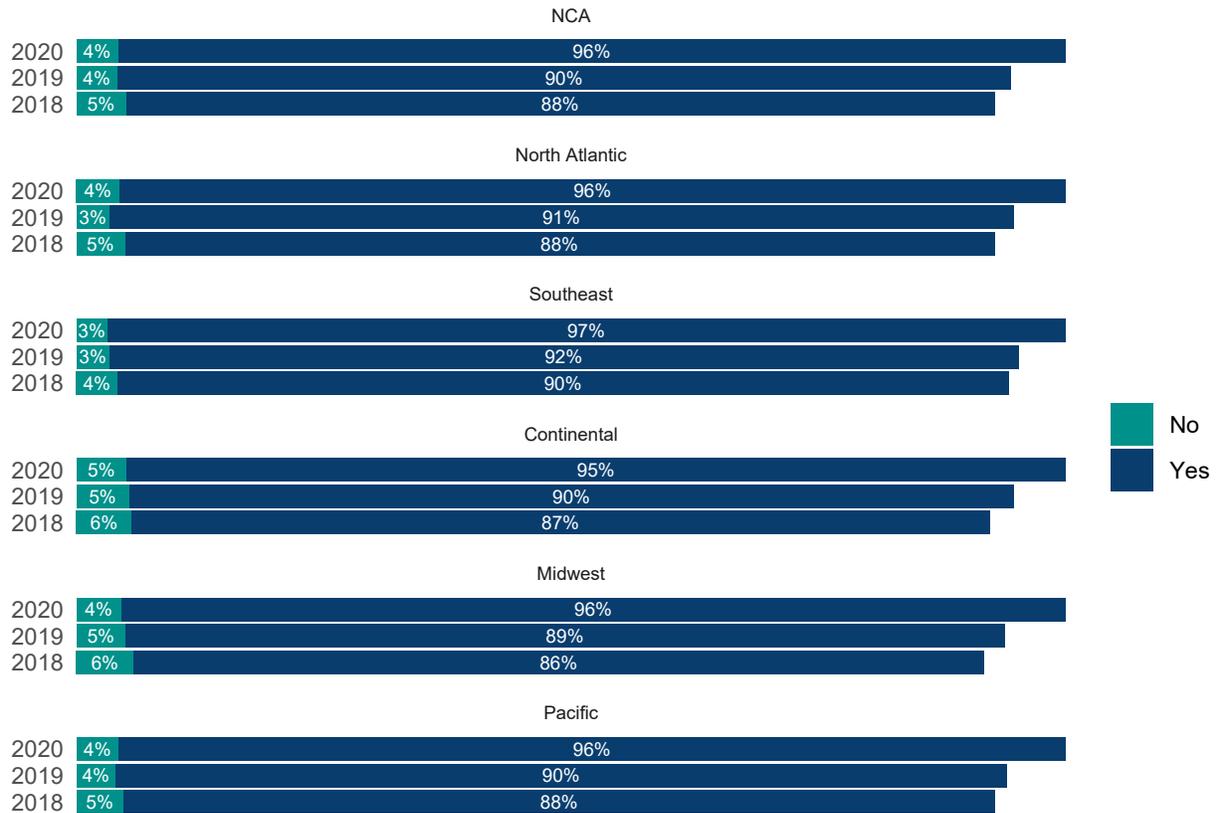
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	11582	11870	13656	1763	1794	1977	2766	2877	3202	1719	1577	2022	2577	2738	3197	2757	2884	3258
Change score	NA	1.05%	-32.77%	NA	0.03%	-30.47%	NA	0.35%	-32.37%	NA	0.67%	-32.68%	NA	2.94%	-35.79%	NA	0.96%	-31.77%
Very satisfied	88%	89.05%	56.28%	88.71%	88.74%	58.27%	89.05%	89.4%	57.03%	89.82%	90.49%	57.81%	87.31%	90.25%	54.46%	86%	86.96%	55.19%
Somewhat satisfied	5.8%	5.78%	19.11%	6.24%	5.8%	19.52%	5.53%	5.84%	17.49%	4.71%	5.01%	18.79%	5.7%	5.15%	19.77%	6.57%	6.73%	20.01%
Neither satisfied nor dissatisfied	4.7%	3.67%	11.77%	3.91%	4.07%	11.38%	3.98%	3.3%	10.71%	3.9%	3.3%	11.23%	5.63%	3.18%	12.64%	5.55%	4.47%	12.52%
Somewhat dissatisfied	0.81%	0.9%	6.36%	0.51%	0.89%	5.26%	0.69%	0.73%	7.18%	0.93%	0.89%	6.33%	0.93%	0.88%	6.47%	0.94%	1.11%	6.11%
Very dissatisfied	0.69%	0.6%	6.48%	0.62%	0.5%	5.56%	0.76%	0.73%	7.59%	0.64%	0.32%	5.84%	0.43%	0.55%	6.66%	0.94%	0.73%	6.17%

## **HEADSTONES, MARKERS, NICHE COVERS AND GROUNDS**

### **SECTION DESCRIPTION**

- This section presents survey findings from next of kin on their satisfaction with headstones, markers, medallions, and columbarium niche covers.
- Measures of overall satisfaction with headstones, markers, and columbarium niche covers are presented first, followed by responses to individual survey questions.
- Respondents were asked about information received about these options, whether they had sufficient time to make decisions, and the accuracy of inscriptions.
- Results presented in this section indicate levels of satisfaction with the length of time for the product to be in place, the quality and appearance of the product, and how well the gravesite or columbaria is maintained.
- For comparative purposes, data for each District are also presented.

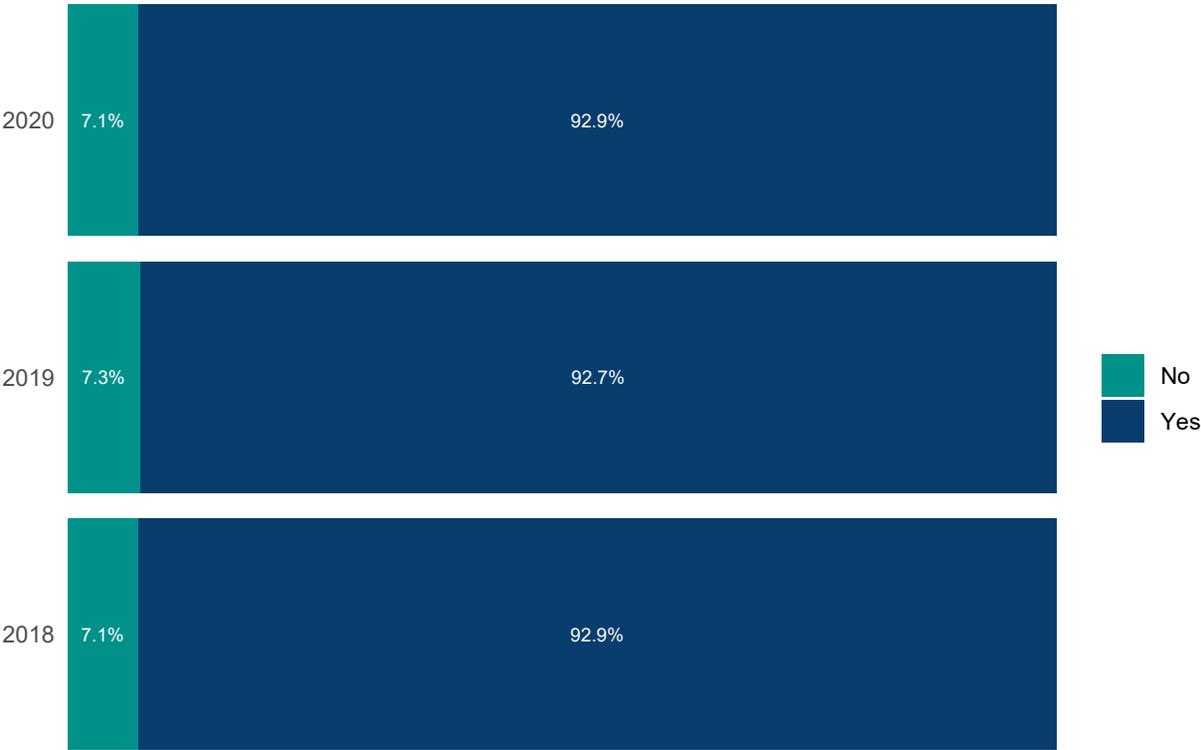
## QUESTION 20 (NOK): Were the headstone, marker, or columbarium niche cover inscription options explained to you?



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	22391	23847	17398	3676	3778	2795	5037	5526	3727	3339	3250	2615	4912	5310	4006	5427	5983	4255
Change score	NA	2.53%	5.43%	NA	3.5%	4.22%	NA	1.88%	4.97%	NA	2.78%	5.45%	NA	2.88%	6.64%	NA	1.99%	5.63%
Yes	87.88%	90.41%	95.84%	87.95%	91.45%	95.67%	90.09%	91.97%	96.94%	86.76%	89.54%	94.99%	86.01%	88.89%	95.53%	88.17%	90.16%	95.79%
No	4.95%	4.07%	4.16%	4.84%	3.28%	4.33%	4.13%	3.26%	3.06%	5.54%	5.26%	5.01%	5.74%	4.92%	4.47%	4.7%	3.91%	4.21%

Note: 2020 reporting includes only respondents who answered "Yes" or "No." 2019 and 2018 totals do not sum to 100% because reports from these years also included "NA" responses.

**QUESTION 21 (NOK): Did you feel you had sufficient time to make a decision on the headstone, marker, or columbarium niche cover inscription?**



2020: n = 18,136 2019: n = 23,818 2018: n = 22,405

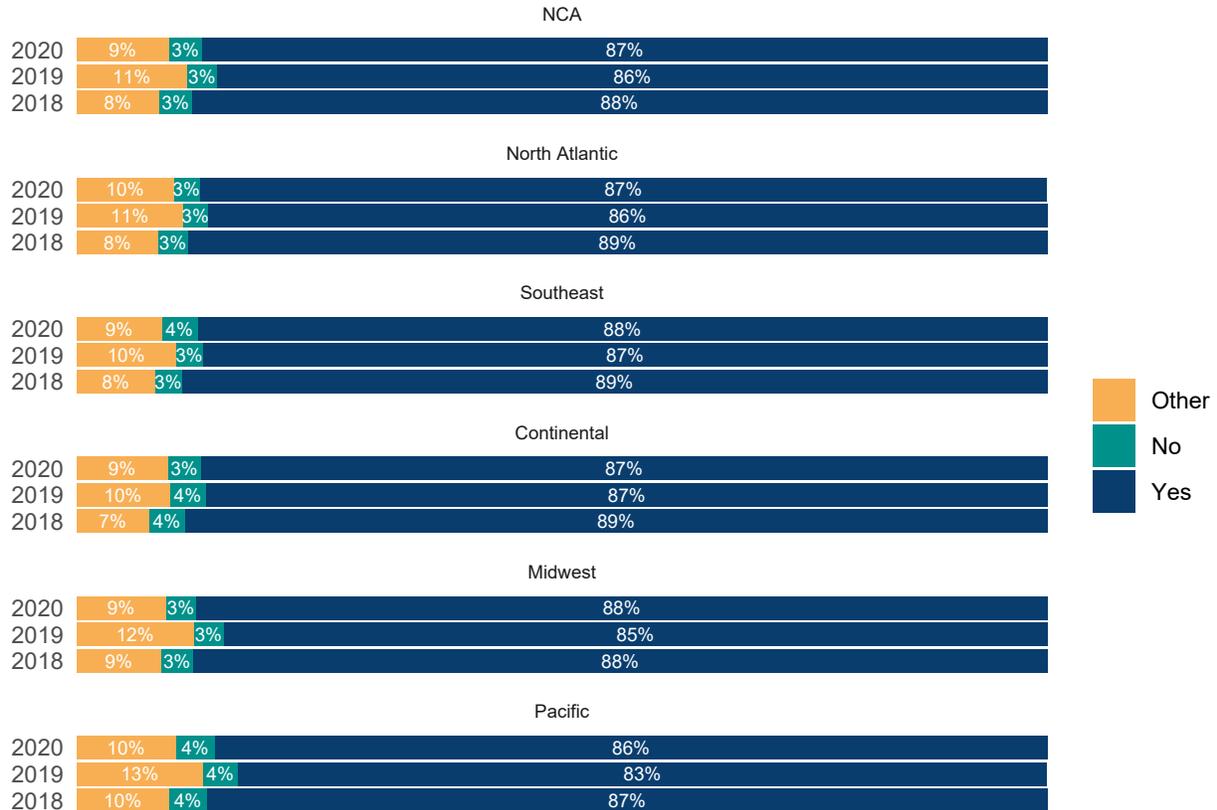
**QUESTION 22 (NOK): How satisfied were you with the length of time it took for the permanent headstone, marker, or columbarium niche cover to be in place?**



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	21713	22208	17540	3555	3495	2792	4914	5192	3702	3241	3059	2681	4767	4935	4070	5236	5527	4295
Change score	NA	-0.78%	-0.21%	NA	1.32%	-2.26%	NA	-2.17%	1.74%	NA	-2.09%	-0.59%	NA	-0.25%	-0.76%	NA	-0.46%	0.23%
Very satisfied	84.7%	83.92%	83.71%	86.61%	87.93%	85.67%	86.65%	84.48%	86.22%	84.14%	82.05%	81.46%	85.21%	84.96%	84.2%	81.44%	80.98%	81.21%
Somewhat satisfied	9.57%	9.77%	10.67%	8.13%	7.15%	9.81%	8.77%	10.03%	9.54%	10.06%	11.54%	12.91%	9.04%	8.65%	10.15%	11.46%	11.18%	11.29%
Neither satisfied nor dissatisfied	4.63%	4.58%	4.03%	4.42%	3.83%	3.58%	3.64%	3.72%	3.13%	4.54%	4.22%	3.62%	4.89%	4.7%	3.93%	5.52%	5.97%	5.42%
Somewhat dissatisfied	0.78%	1.27%	1.09%	0.56%	0.89%	0.61%	0.67%	1.41%	0.89%	0.86%	1.5%	1.42%	0.61%	1.2%	1.13%	1.15%	1.3%	1.33%
Very dissatisfied	0.33%	0.46%	0.51%	0.28%	0.2%	0.32%	0.26%	0.37%	0.22%	0.4%	0.69%	0.6%	0.25%	0.49%	0.59%	0.44%	0.56%	0.75%

### QUESTION 23 (NOK): When the headstone, marker, or columbarium niche cover arrived, was the inscription accurate?

Respondents that indicated “Don’t know/the marker or headstone has not yet arrived” to Question 22 (NoK) did not receive this question.



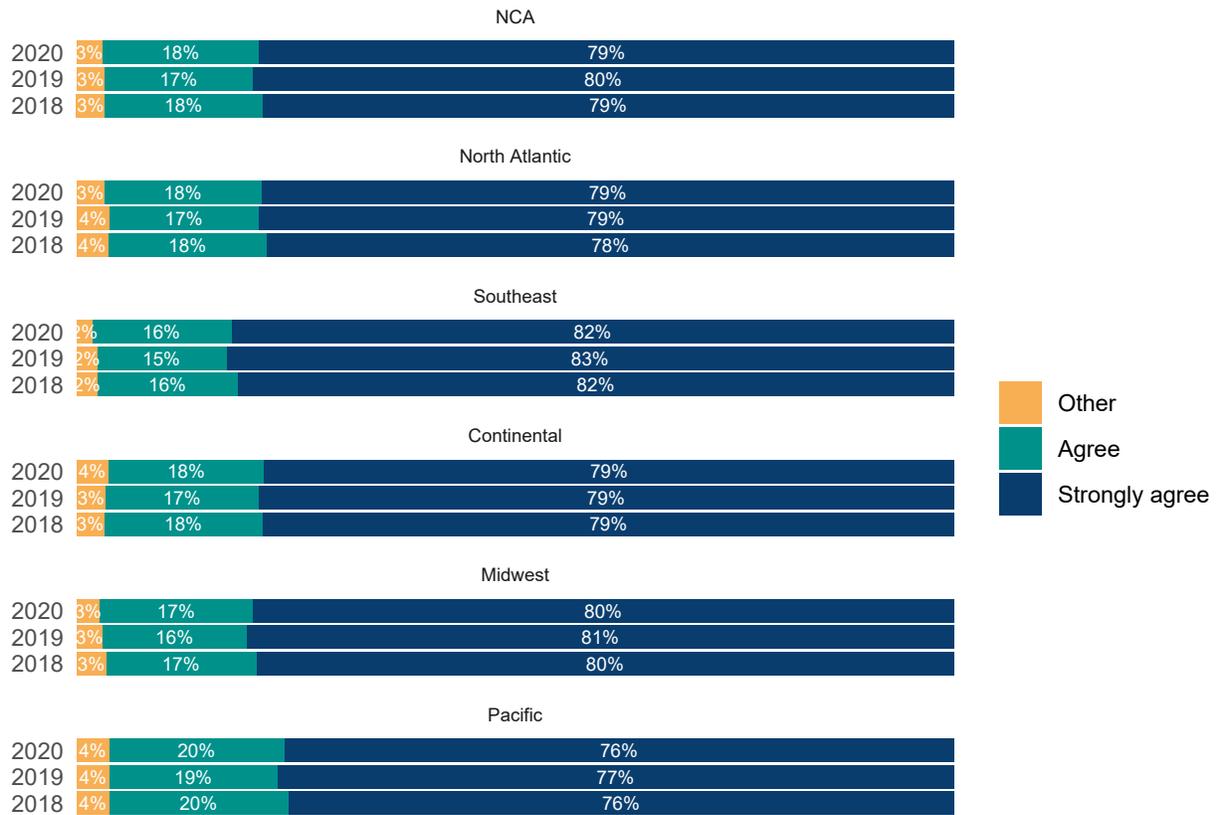
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	21689	22033	17199	3557	3471	2747	4912	5140	3608	3230	3036	2635	4756	4896	3992	5234	5490	4217
Change score	NA	-2.65%	1.55%	NA	-2.13%	0.87%	NA	-2.21%	0.55%	NA	-2.19%	0.55%	NA	-3.12%	2.83%	NA	-3.15%	2.31%
Yes	88.15%	85.5%	87.05%	88.59%	86.46%	87.33%	89.19%	86.98%	87.53%	88.85%	86.66%	87.21%	87.99%	84.87%	87.7%	86.59%	83.44%	85.75%
No	3.36%	3.17%	3.47%	3.04%	2.62%	2.69%	2.77%	2.82%	3.74%	3.72%	3.79%	3.42%	3.34%	3.1%	3.16%	3.92%	3.55%	4.08%
Don't know	8.49%	11.33%	9.48%	8.38%	10.92%	9.97%	8.04%	10.19%	8.73%	7.43%	9.55%	9.37%	8.66%	12.03%	9.14%	9.5%	13.01%	10.17%

**QUESTION 24 (NOK): Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived?**



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	21136	21251	16410	3459	3351	2622	4790	4962	3426	3167	2953	2513	4642	4714	3848	5078	5271	4001
Change score	NA	-0.42%	0.31%	NA	0.95%	-0.86%	NA	-0.48%	0.79%	NA	-0.26%	0.25%	NA	-0.33%	1.06%	NA	-1.44%	0.1%
Very satisfied	88.57%	88.15%	88.46%	88.93%	89.88%	89.02%	89.62%	89.14%	89.93%	87.87%	87.61%	87.86%	88.17%	87.84%	88.9%	88.14%	86.7%	86.8%
Somewhat satisfied	5.29%	4.73%	5.17%	5.41%	3.79%	4.54%	4.72%	4.68%	4.2%	6.16%	5.15%	6.17%	5.49%	4.41%	5.04%	5.04%	5.43%	5.9%
Neither satisfied nor dissatisfied	4.72%	5.61%	4.94%	4.68%	5.16%	5.45%	4.41%	4.92%	4.67%	4.36%	5.15%	4.34%	4.89%	5.92%	4.47%	5.1%	6.55%	5.65%
Somewhat dissatisfied	0.94%	0.96%	1.04%	0.69%	0.72%	0.53%	0.84%	0.83%	0.96%	0.88%	1.42%	1.27%	1.01%	1.15%	1.14%	1.16%	0.8%	1.17%
Very dissatisfied	0.48%	0.55%	0.4%	0.29%	0.45%	0.46%	0.42%	0.44%	0.23%	0.73%	0.68%	0.36%	0.43%	0.68%	0.44%	0.55%	0.53%	0.47%

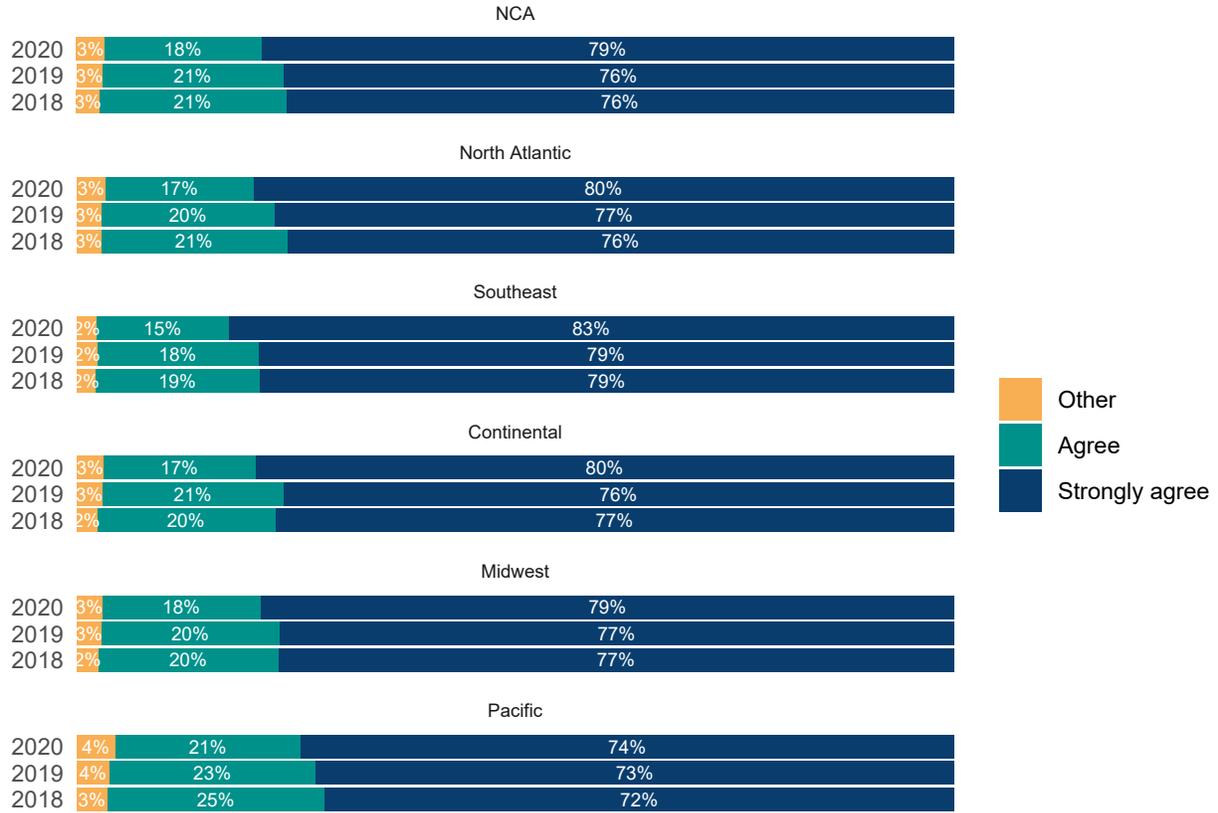
**Question 41 (NOK): The appearance of my loved one’s gravesite/columbaria is excellent.**



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	21509	22058	16923	3480	3449	2674	4881	5212	3618	3232	3040	2596	4721	4904	3916	5195	5453	4119
Change score	NA	1.11%	-0.71%	NA	1.03%	-0.42%	NA	1.3%	-0.57%	NA	0.54%	-0.69%	NA	1.11%	-0.72%	NA	1.25%	-0.8%
Strongly agree	78.82%	79.93%	79.22%	78.3%	79.33%	78.91%	81.64%	82.94%	82.37%	78.77%	79.31%	78.62%	79.54%	80.65%	79.93%	75.9%	77.15%	76.35%
Agree	17.99%	16.91%	17.88%	18.13%	16.93%	17.99%	16.02%	14.77%	15.92%	18.13%	17.4%	17.8%	17.16%	16.42%	17.47%	20.42%	19.11%	19.98%
Neither agree nor disagree	2.32%	2.45%	2.13%	2.47%	2.84%	2.02%	1.68%	1.77%	1.46%	1.95%	2.47%	2.5%	2.54%	2.47%	1.86%	2.85%	2.82%	2.82%
Disagree	0.6%	0.53%	0.55%	0.75%	0.67%	0.86%	0.47%	0.38%	0.22%	0.84%	0.66%	0.77%	0.51%	0.33%	0.54%	0.58%	0.7%	0.51%
Strongly disagree	0.26%	0.18%	0.22%	0.34%	0.23%	0.22%	0.18%	0.13%	0.03%	0.31%	0.16%	0.31%	0.25%	0.14%	0.2%	0.25%	0.22%	0.34%

**Question 34 (NOK) /1.25 (FD): The upkeep of the headstones, markers, or columbarium niche covers is excellent.**

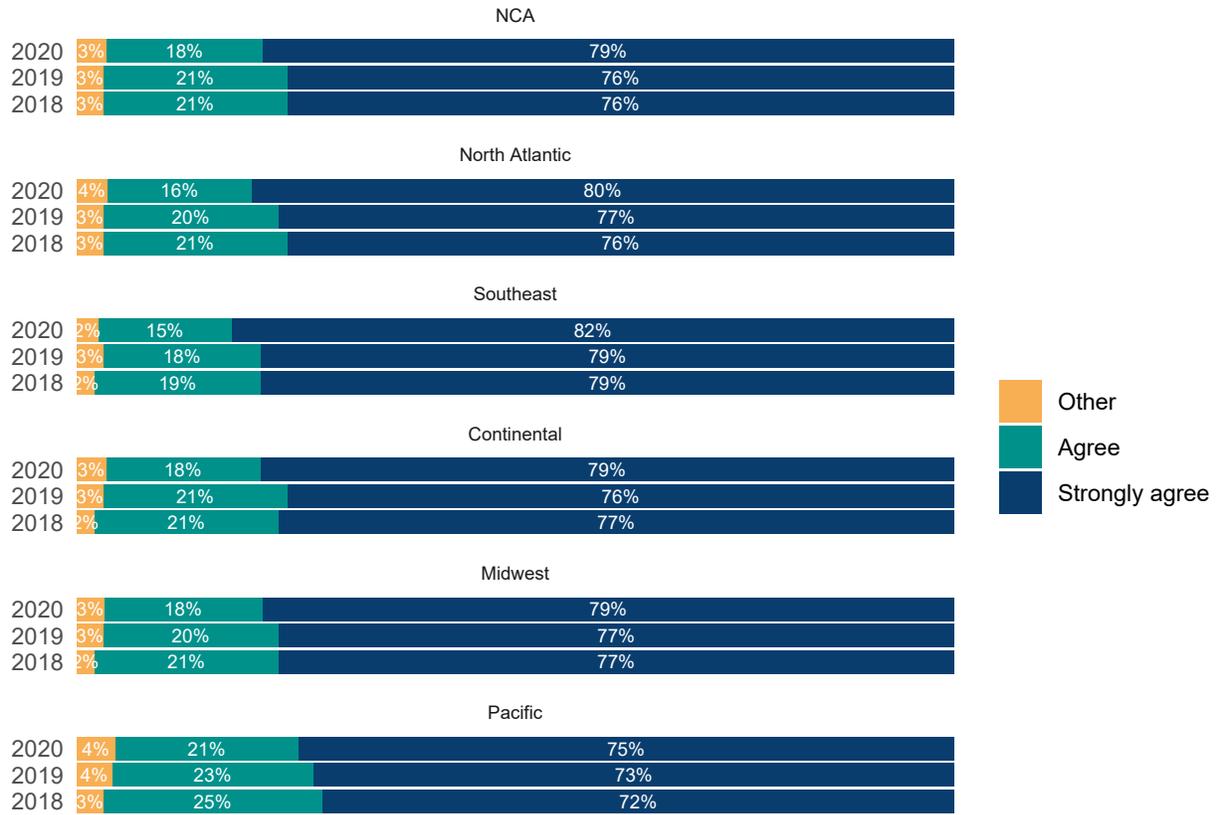
ALL RESPONDENTS



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	24100	24509	18904	3992	3983	3199	5297	5556	3970	3572	3368	2919	5387	5508	4507	5432	5602	4309
Change score	NA	0.31%	2.52%	NA	1.4%	2.47%	NA	0.12%	3.35%	NA	-0.93%	3.2%	NA	-0.12%	2.07%	NA	1.02%	1.67%
Strongly agree	76.16%	76.47%	78.99%	76.03%	77.43%	79.9%	79.2%	79.32%	82.67%	77.38%	76.45%	79.65%	77.06%	76.94%	79.01%	71.78%	72.8%	74.47%
Agree	21.23%	20.61%	17.83%	21.22%	19.78%	16.82%	18.69%	18.32%	15.06%	20.32%	20.64%	17.3%	20.48%	20.23%	18.13%	24.76%	23.47%	21.17%
Neither agree nor disagree	2.08%	2.52%	2.78%	2.15%	2.23%	2.94%	1.76%	2.14%	1.96%	1.62%	2.43%	2.64%	2.04%	2.45%	2.53%	2.78%	3.28%	3.78%
Disagree	0.37%	0.31%	0.3%	0.38%	0.5%	0.28%	0.21%	0.2%	0.25%	0.53%	0.3%	0.21%	0.28%	0.25%	0.27%	0.52%	0.34%	0.44%
Strongly disagree	0.16%	0.09%	0.1%	0.23%	0.05%	0.06%	0.15%	0.02%	0.05%	0.14%	0.18%	0.21%	0.15%	0.13%	0.07%	0.17%	0.11%	0.14%

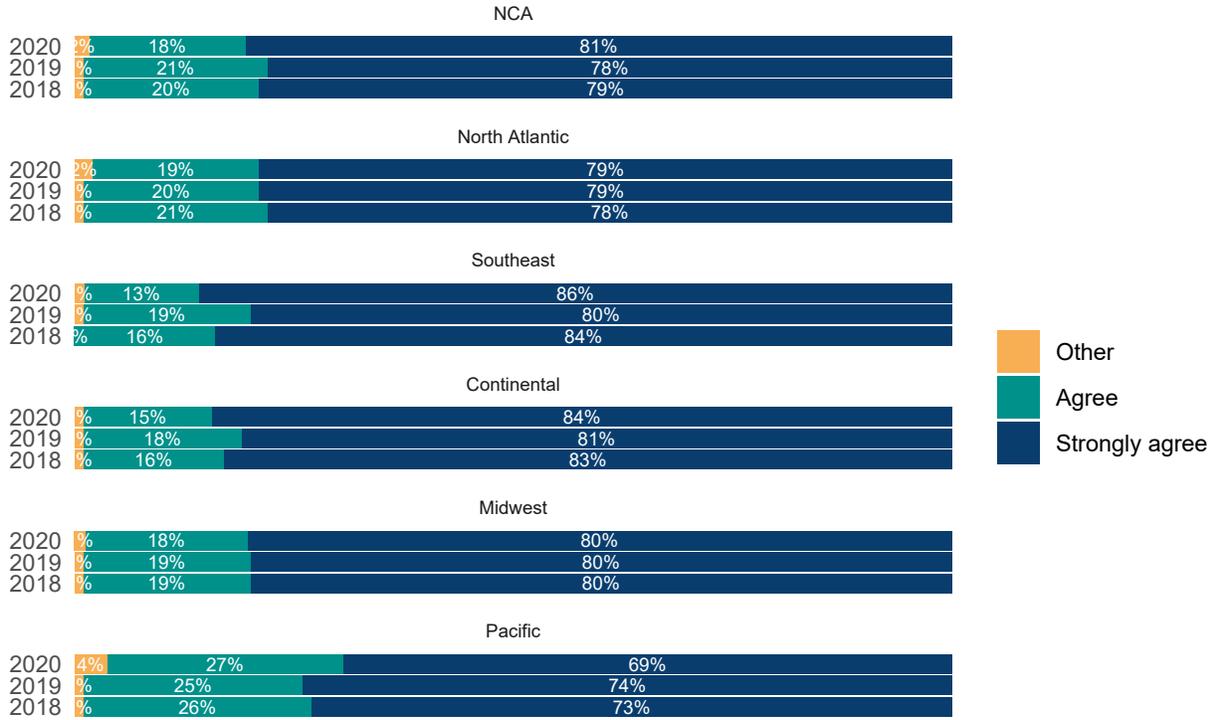
**Question 34 (NOK) /1.25 (FD): The upkeep of the headstones, markers, or columbarium niche covers is excellent.**

NEXT OF KIN



**Question 34 (NOK) /1.25 (FD): The upkeep of the headstones, markers, or columbarium niche covers is excellent.**

FUNERAL DIRECTORS



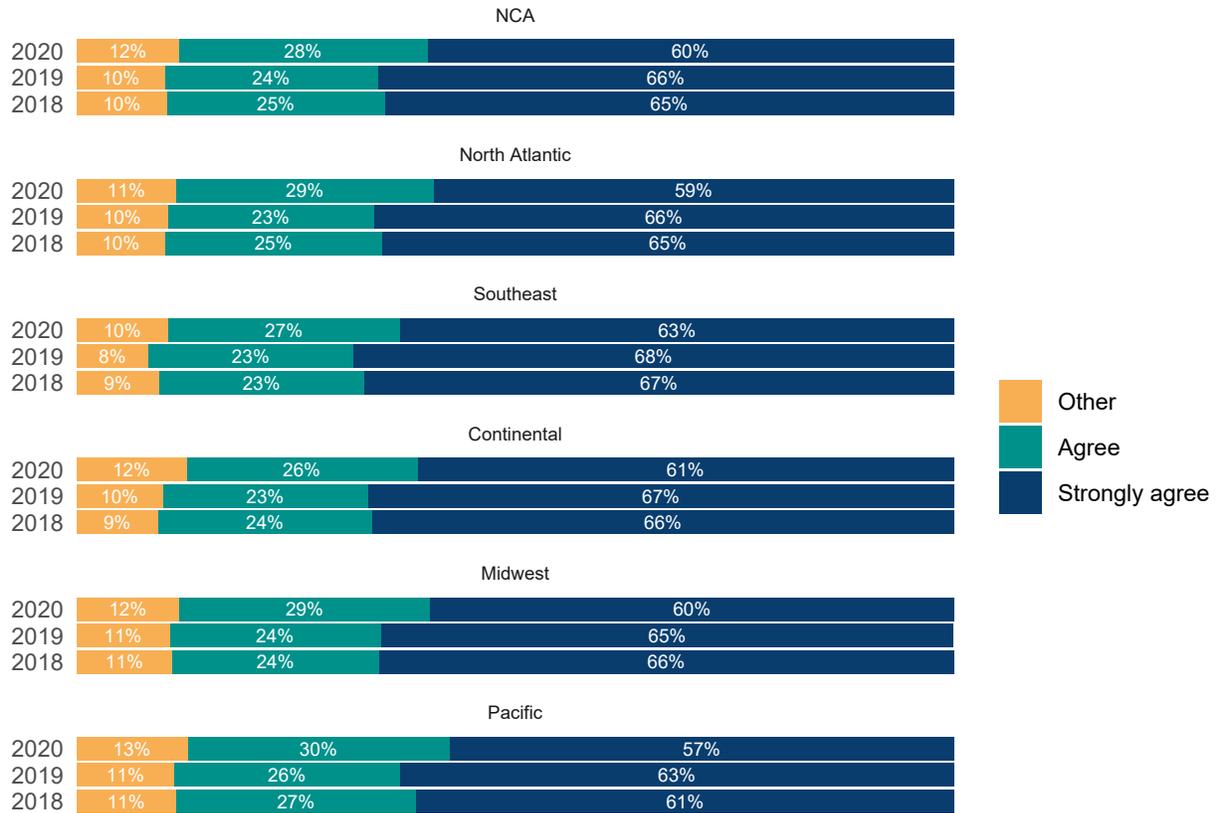
## **VISIT INFORMATION, COMMUNICATION, AND CEMETERY STAFF**

### **SECTION DESCRIPTION**

- This section presents survey findings from next of kin on their satisfaction with the information they received and with the cemetery staff throughout their experiences with the national cemetery where their loved one was interred.
- A measure of overall satisfaction with information and communication is presented first, followed by responses to individual survey questions.
- Respondents were asked about how information is conveyed, their awareness of resources, and the quality of service provided by cemetery staff.
- Results presented in this section indicate levels of satisfaction with communication between funeral homes and cemeteries.
- For comparative purposes, data for each District are also presented.

**Question 42 (NOK)/1.33 (FD): The information kiosks (i.e., gravesite locators) are helpful to me.**

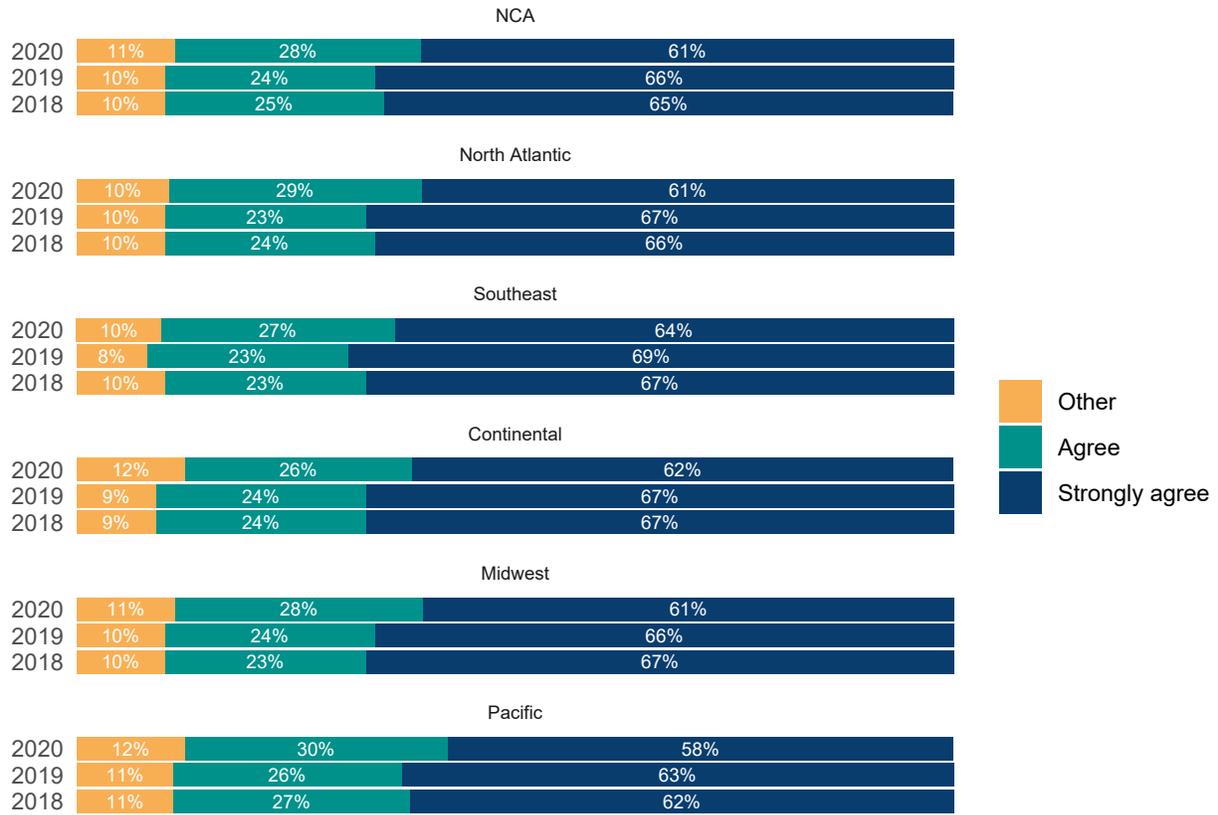
ALL RESPONDENTS



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	21591	22209	16610	3544	3543	2762	4797	5101	3522	3179	2971	2495	4768	4970	3899	4948	5203	3932
Change score	NA	0.83%	-5.68%	NA	0.95%	-6.86%	NA	1.25%	-5.36%	NA	0.44%	-5.62%	NA	-0.25%	-5.62%	NA	1.88%	-5.7%
Strongly agree	64.9%	65.73%	60.05%	65.21%	66.16%	59.3%	67.23%	68.48%	63.12%	66.34%	66.78%	61.16%	65.58%	65.33%	59.71%	61.3%	63.18%	57.48%
Agree	24.8%	24.2%	28.26%	24.72%	23.43%	29.36%	23.39%	23.37%	26.52%	24.41%	23.43%	26.33%	23.53%	24.1%	28.62%	27.43%	25.72%	29.91%
Neither agree nor disagree	8.79%	8.56%	10.1%	8.69%	9.26%	9.92%	7.69%	6.82%	8.89%	7.96%	8.35%	10.34%	9.52%	8.77%	10.44%	9.48%	9.28%	10.83%
Disagree	1.19%	1.18%	1.32%	0.96%	0.96%	1.01%	1.23%	1.1%	1.28%	1.13%	1.04%	1.88%	1.03%	1.41%	1%	1.54%	1.35%	1.55%
Strongly disagree	0.33%	0.34%	0.26%	0.42%	0.2%	0.4%	0.46%	0.24%	0.2%	0.16%	0.4%	0.28%	0.34%	0.38%	0.23%	0.26%	0.48%	0.23%

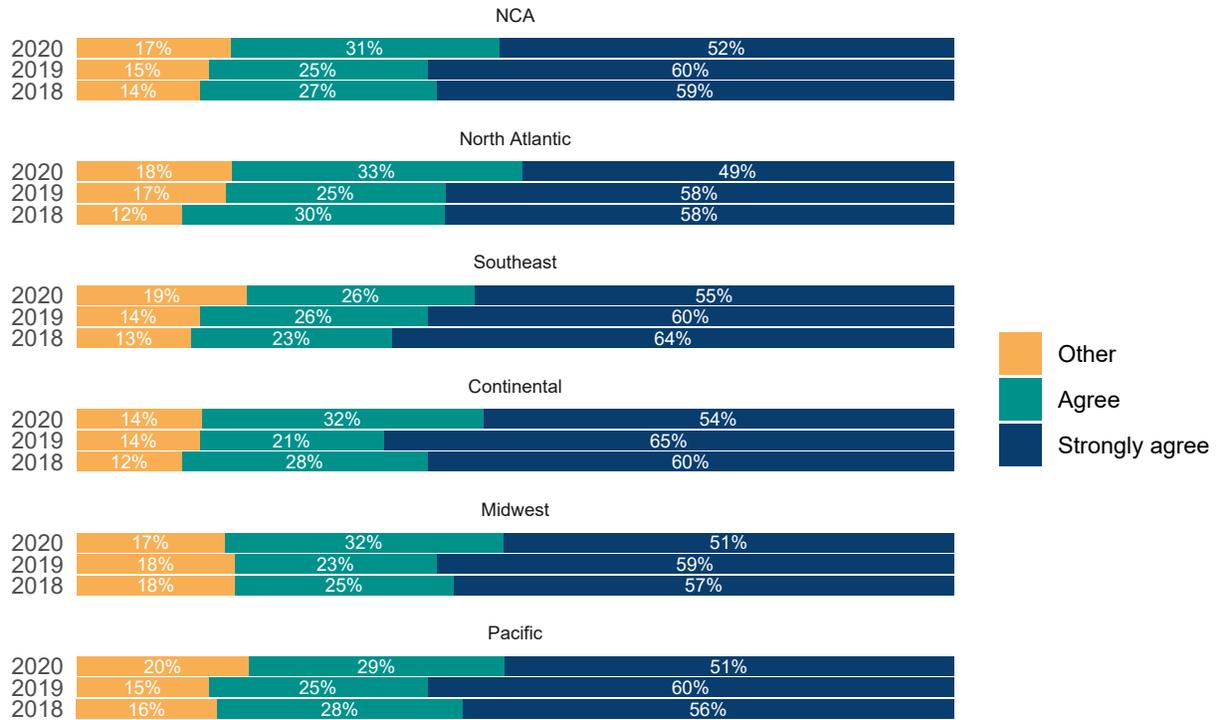
**Question 42 (NOK)/1.33 (FD): The information kiosks (i.e., gravesite locators) are helpful to me.**

NEXT OF KIN



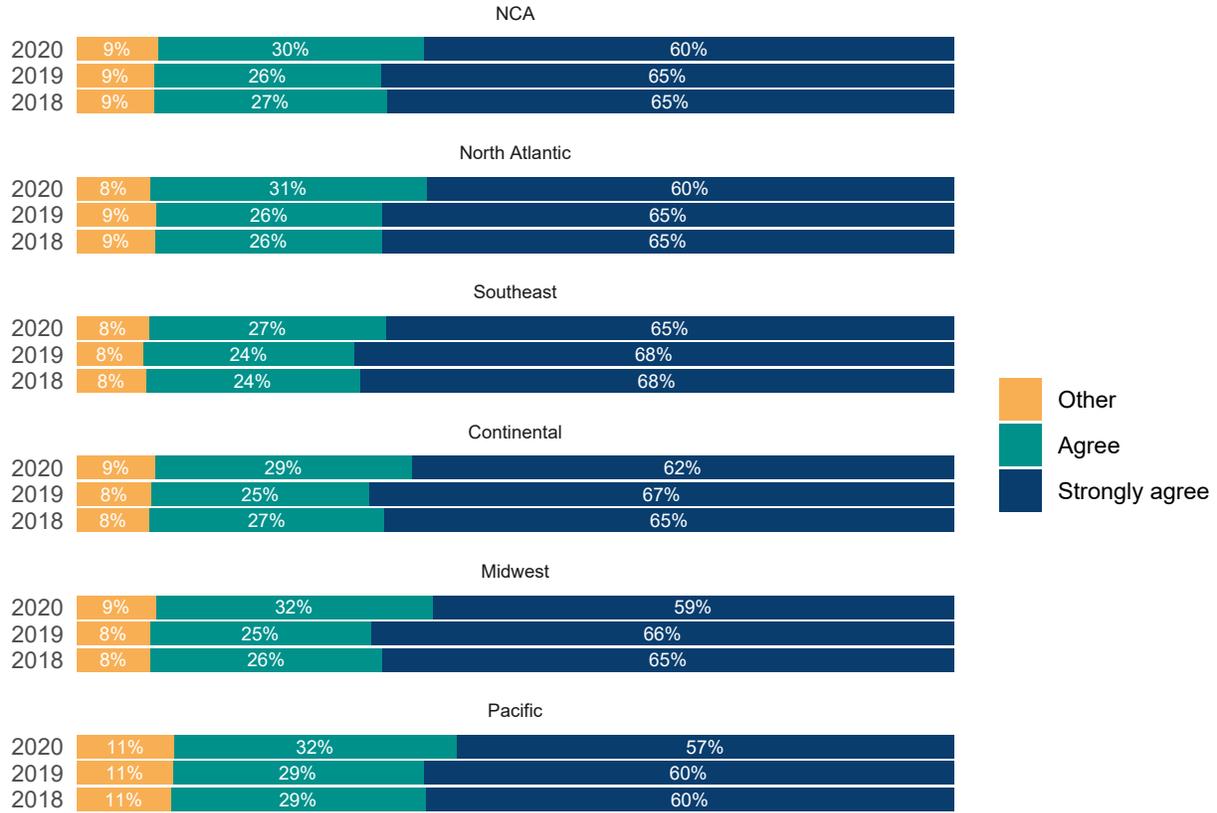
**Question 42 (NOK)/1.33 (FD): The information kiosks (i.e., gravesite locators) are helpful to me.**

FUNERAL DIRECTORS



**Question 37 (NOK)/1.28 (FD): There are sufficient signs within the cemetery to assist visitors.**

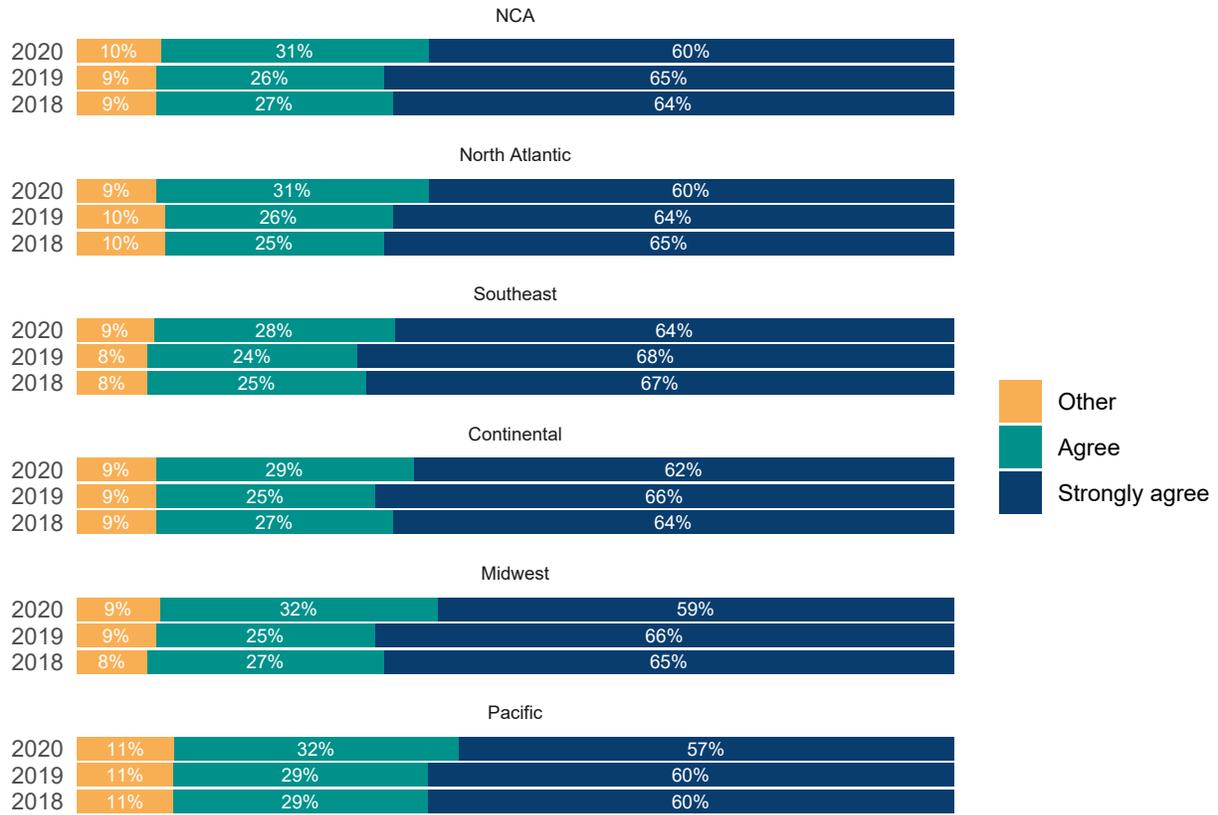
ALL RESPONDENTS



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	24822	25739	19877	4154	4176	3366	5423	5783	4160	3648	3472	3019	5541	5808	4755	5624	5990	4577
Change score	NA	0.67%	-4.91%	NA	-0.08%	-5%	NA	0.66%	-3.65%	NA	1.68%	-4.81%	NA	1.29%	-6.99%	NA	0.28%	-3.8%
Strongly agree	64.64%	65.31%	60.4%	65.24%	65.16%	60.16%	67.73%	68.39%	64.74%	64.94%	66.62%	61.81%	65.15%	66.44%	59.45%	60.22%	60.5%	56.7%
Agree	26.56%	25.9%	30.4%	25.81%	25.84%	31.46%	24.41%	24.04%	27.02%	26.78%	24.88%	29.25%	26.49%	25.26%	31.55%	29.09%	28.6%	32.25%
Neither agree nor disagree	5.47%	5.48%	5.88%	5.3%	5.46%	5.56%	4.7%	4.63%	5.53%	4.99%	5.21%	5.93%	5.41%	5.44%	5.72%	6.93%	6.74%	6.55%
Disagree	2.91%	2.94%	3.03%	3.2%	3.21%	2.58%	2.82%	2.7%	2.4%	2.77%	2.85%	2.85%	2.62%	2.58%	2.94%	3.27%	3.56%	4.13%
Strongly disagree	0.41%	0.38%	0.3%	0.46%	0.34%	0.24%	0.33%	0.24%	0.31%	0.52%	0.43%	0.17%	0.32%	0.28%	0.34%	0.48%	0.6%	0.37%

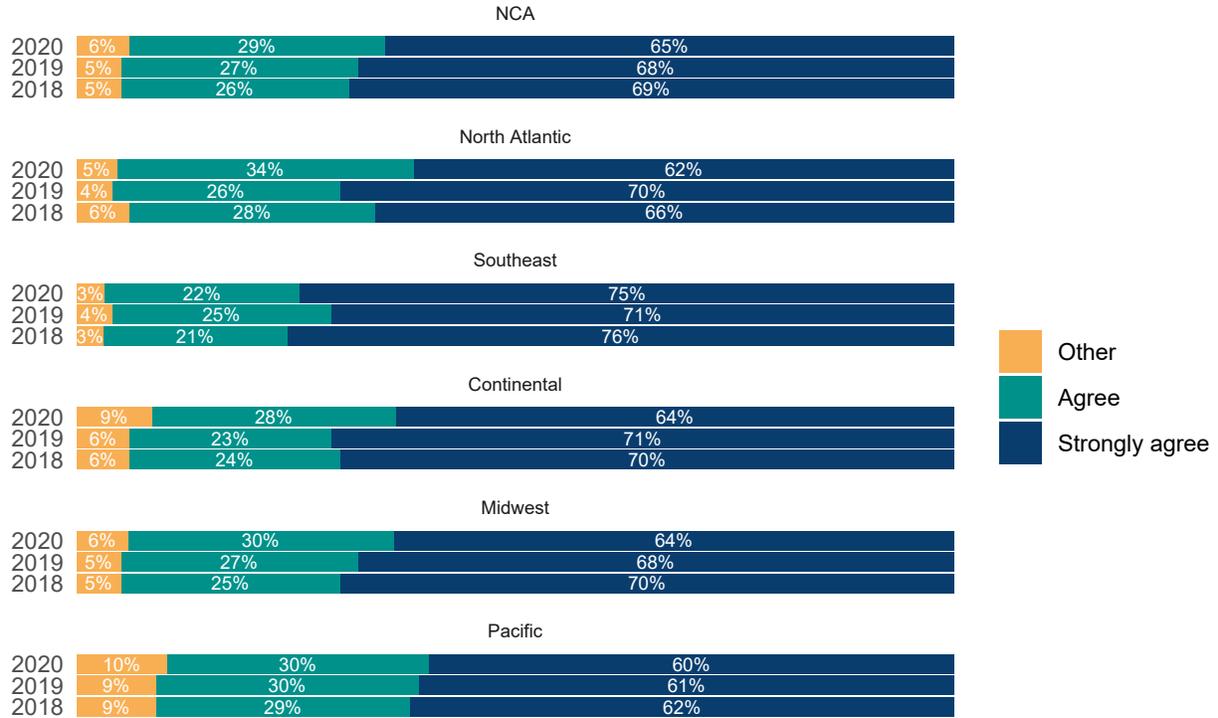
**Question 37 (NOK)/1.28 (FD): There are sufficient signs within the cemetery to assist visitors.**

NEXT OF KIN



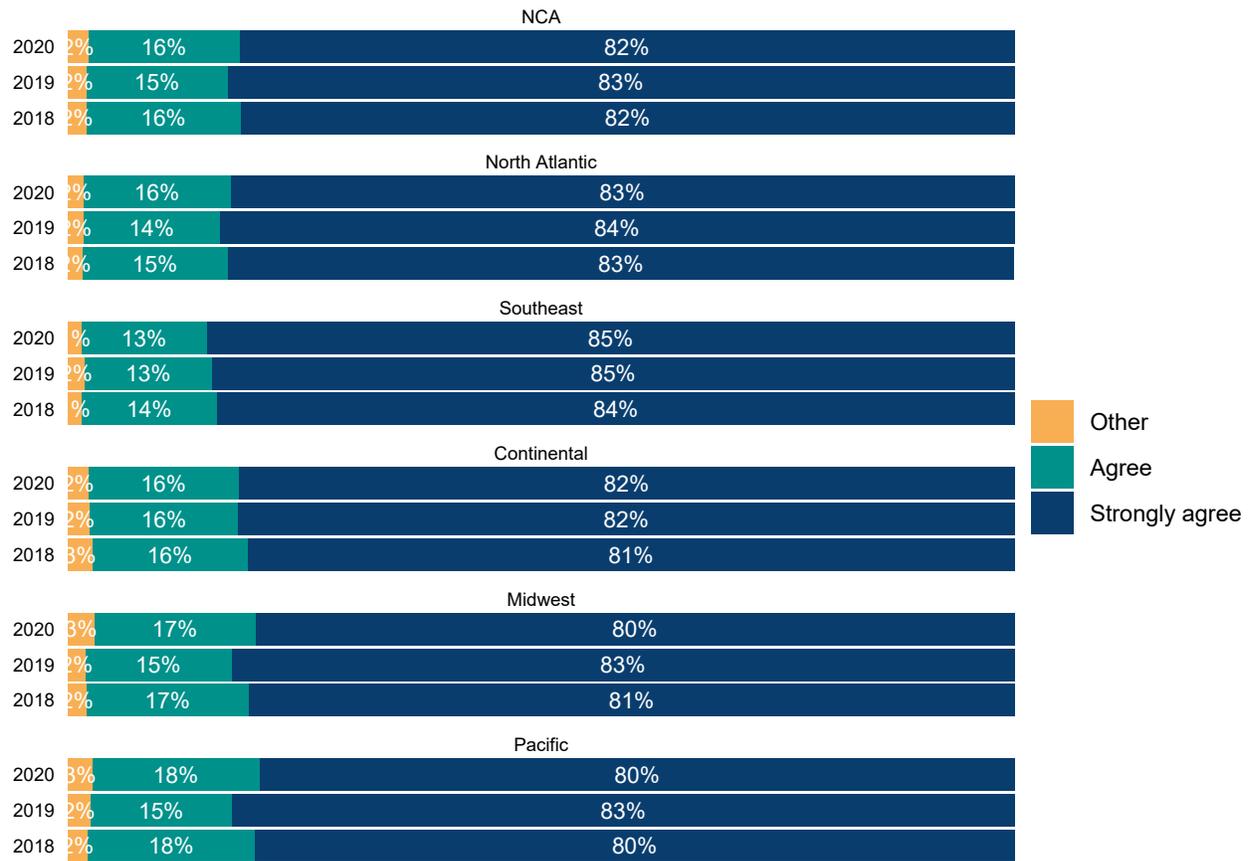
**Question 37 (NOK)/1.28 (FD): There are sufficient signs within the cemetery to assist visitors.**

**FUNERAL DIRECTORS**



**QUESTION 39 (NOK)/1.30 (FD): The national cemetery staff was courteous.**

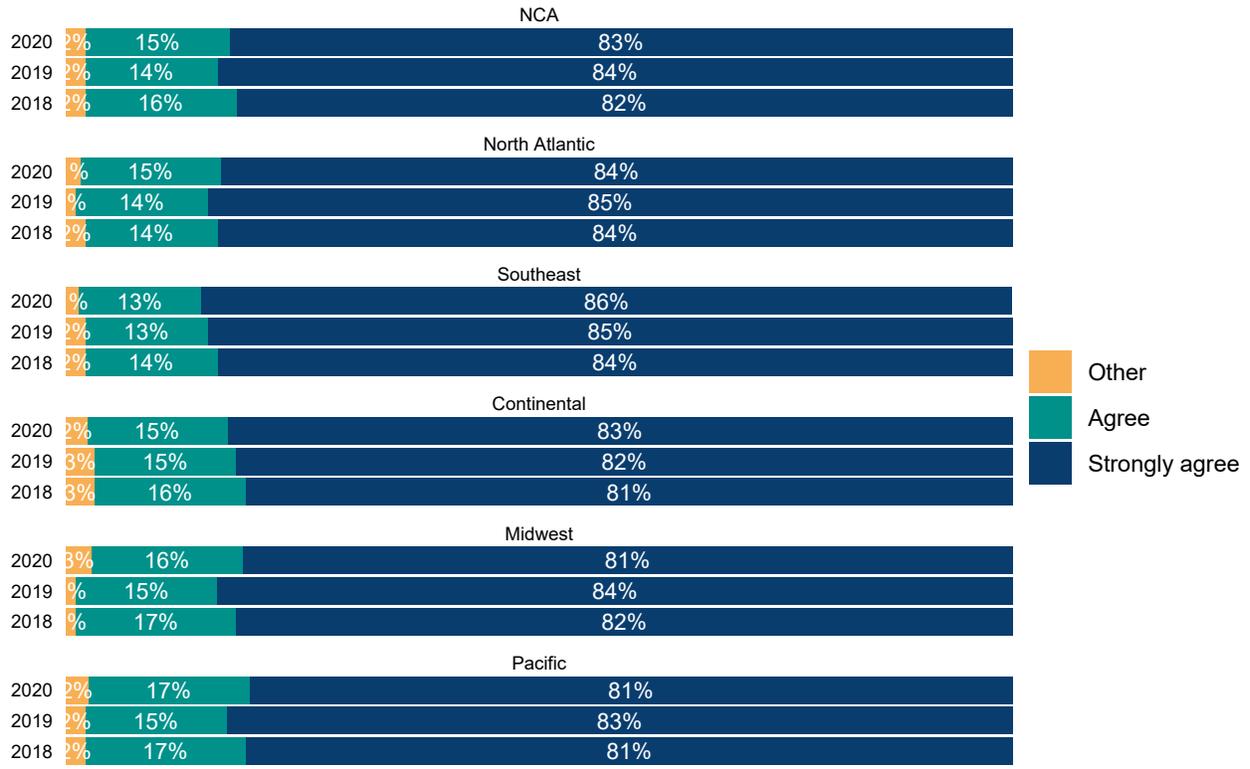
ALL RESPONDENTS



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	24945	25994	20028	4157	4234	3407	5472	5852	4205	3647	3515	3028	5558	5851	4756	5674	6029	4632
Change score	NA	1.41%	-1.27%	NA	0.82%	-1.1%	NA	0.58%	0.54%	NA	1.02%	-0.08%	NA	1.88%	-2.58%	NA	2.43%	-2.94%
Strongly agree	81.75%	83.16%	81.89%	83.14%	83.96%	82.86%	84.21%	84.79%	85.33%	81.03%	82.05%	81.97%	80.89%	82.77%	80.19%	80.24%	82.67%	79.73%
Agree	16.33%	14.85%	15.95%	15.32%	14.38%	15.5%	14.38%	13.45%	13.25%	16.4%	15.65%	15.85%	17.13%	15.35%	17.01%	17.68%	14.96%	17.72%
Neither agree nor disagree	1.57%	1.5%	1.85%	1.35%	1.35%	1.41%	1.11%	1.37%	1.26%	2.06%	1.74%	1.98%	1.6%	1.44%	2.4%	1.71%	1.66%	2.05%
Disagree	0.2%	0.27%	0.24%	0.12%	0.12%	0.18%	0.16%	0.27%	0.1%	0.27%	0.34%	0.2%	0.23%	0.26%	0.34%	0.21%	0.36%	0.35%
Strongly disagree	0.16%	0.22%	0.07%	0.07%	0.19%	0.06%	0.13%	0.12%	0.07%	0.25%	0.23%	NA	0.14%	0.19%	0.06%	0.16%	0.35%	0.15%

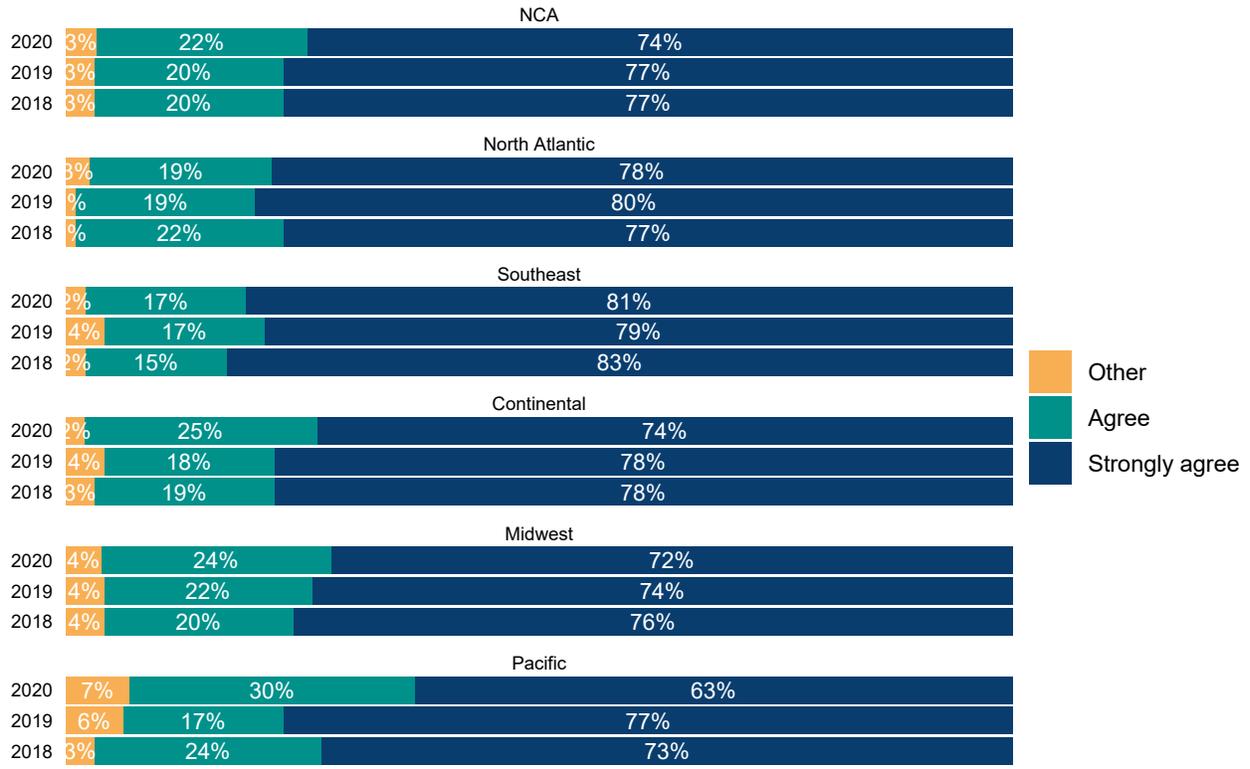
**QUESTION 39 (NOK)/1.30 (FD): The national cemetery staff was courteous.**

NEXT OF KIN



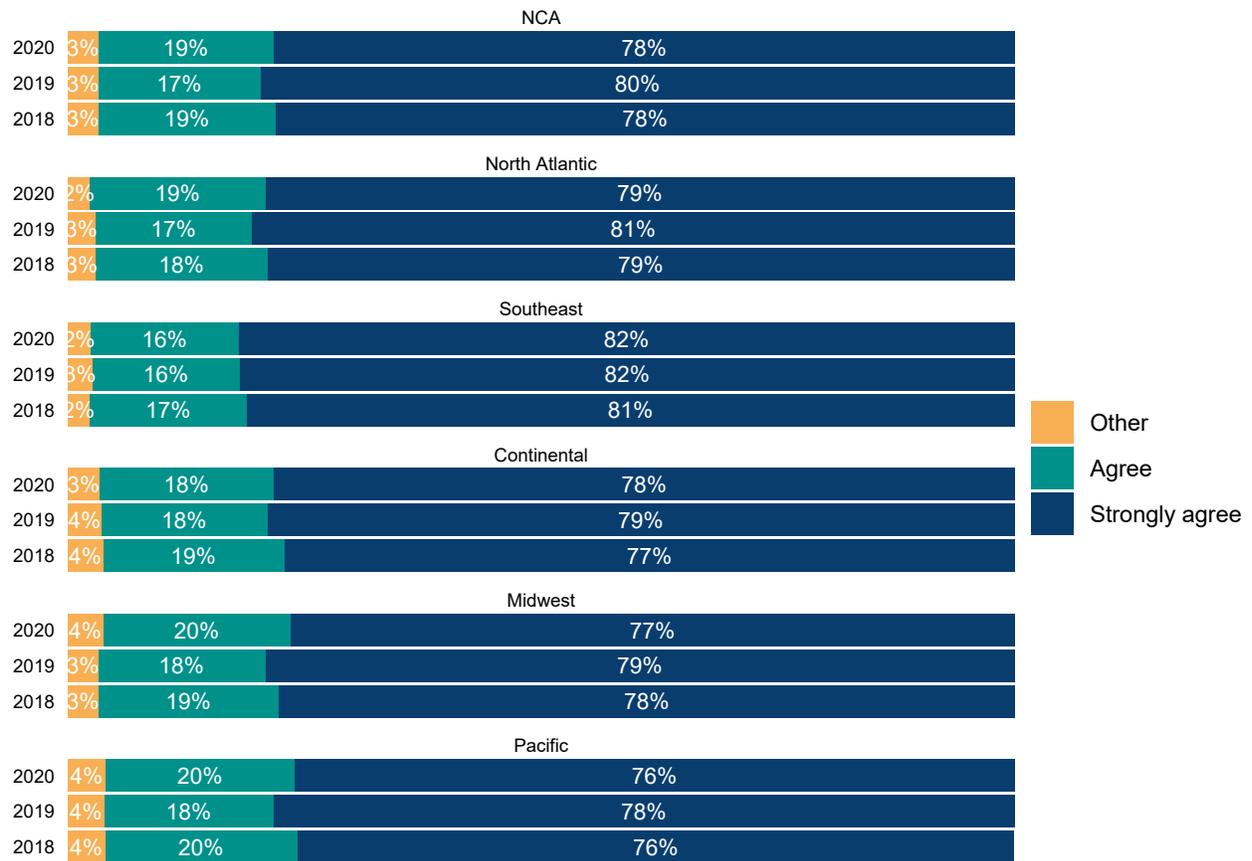
**QUESTION 39 (NOK)/1.30 (FD): The national cemetery staff was courteous.**

**FUNERAL DIRECTORS**



**QUESTION 38 (NOK) /1.29 (FD): The quality of service received from cemetery staff is excellent.**

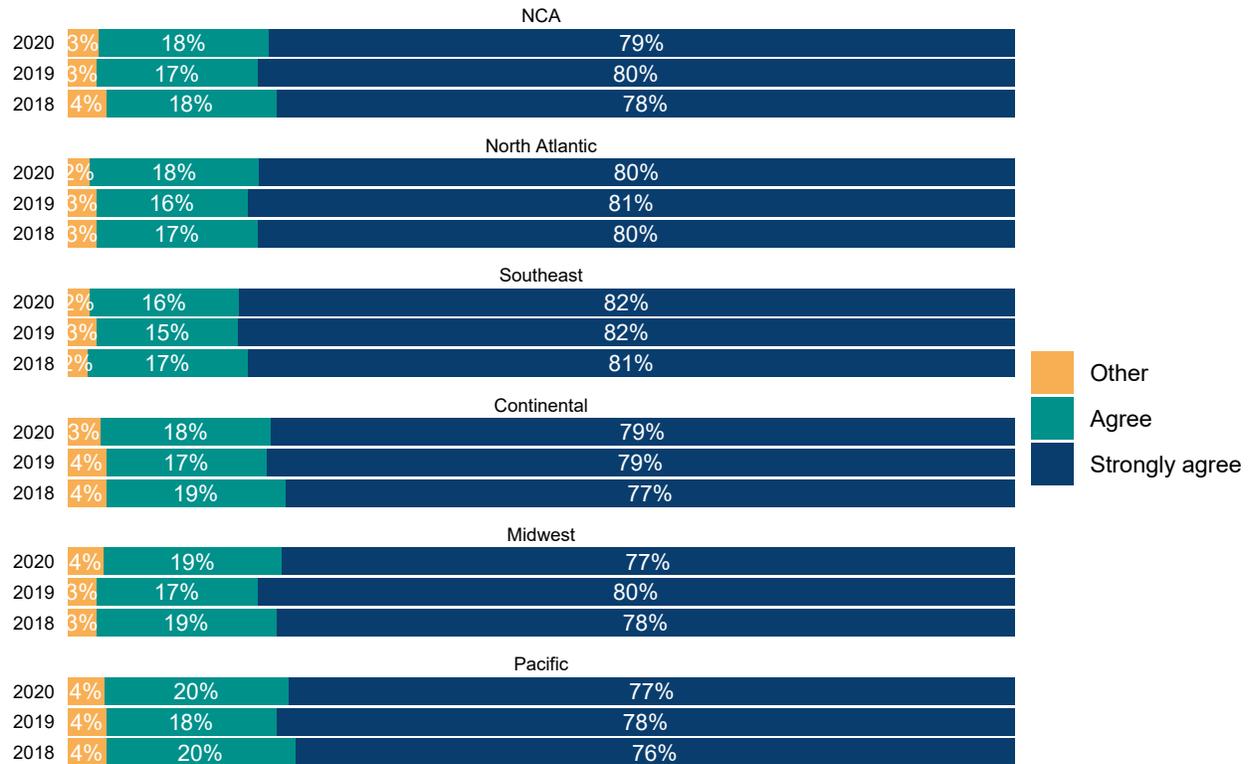
STRATEGIC MEASURES PERFORMANCE TARGET 97% ALL RESPONDENTS



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	24872	25874	20196	4149	4220	3434	5456	5810	4240	3642	3507	3054	5544	5841	4823	5644	5983	4645
Change score	NA	1.56%	-1.36%	NA	1.64%	-1.37%	NA	0.72%	0.14%	NA	1.83%	-0.7%	NA	1.44%	-2.64%	NA	2.53%	-2.27%
Strongly agree	78.06%	79.62%	78.26%	78.91%	80.55%	79.18%	81.1%	81.82%	81.96%	77.13%	78.96%	78.26%	77.71%	79.15%	76.51%	75.78%	78.31%	76.04%
Agree	18.76%	17.21%	18.55%	18.17%	16.59%	18.52%	16.61%	15.63%	15.66%	19.19%	17.51%	18.4%	19.08%	17.69%	19.78%	20.32%	17.87%	20.02%
Neither agree nor disagree	2.51%	2.41%	2.56%	2.36%	2.35%	1.81%	1.78%	1.96%	2.08%	2.83%	2.68%	2.72%	2.58%	2.43%	2.94%	3.03%	2.76%	3.06%
Disagree	0.47%	0.49%	0.46%	0.41%	0.28%	0.35%	0.35%	0.41%	0.19%	0.55%	0.57%	0.49%	0.43%	0.55%	0.62%	0.62%	0.57%	0.58%
Strongly disagree	0.21%	0.27%	0.17%	0.14%	0.24%	0.15%	0.16%	0.17%	0.12%	0.3%	0.29%	0.13%	0.2%	0.19%	0.15%	0.25%	0.5%	0.3%

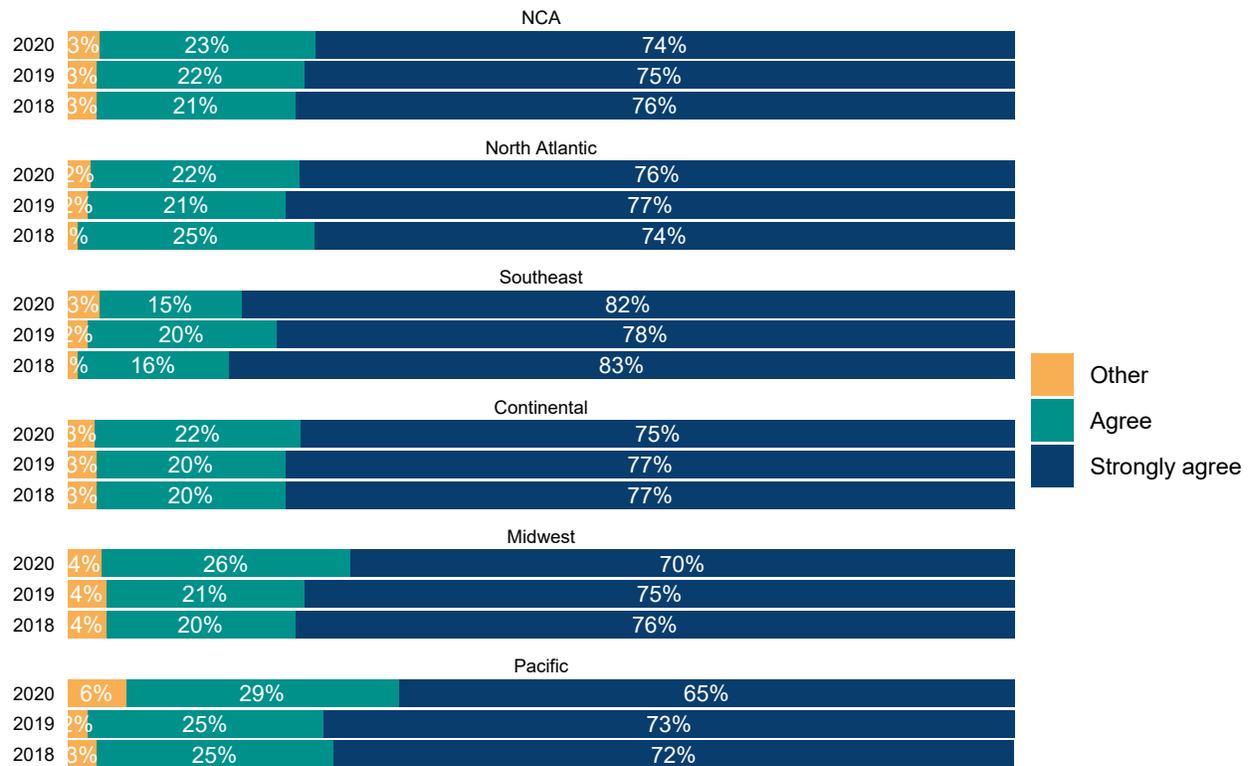
**QUESTION 38 (NOK) /1.29 (FD): The quality of service received from cemetery staff is excellent.**

NEXT OF KIN



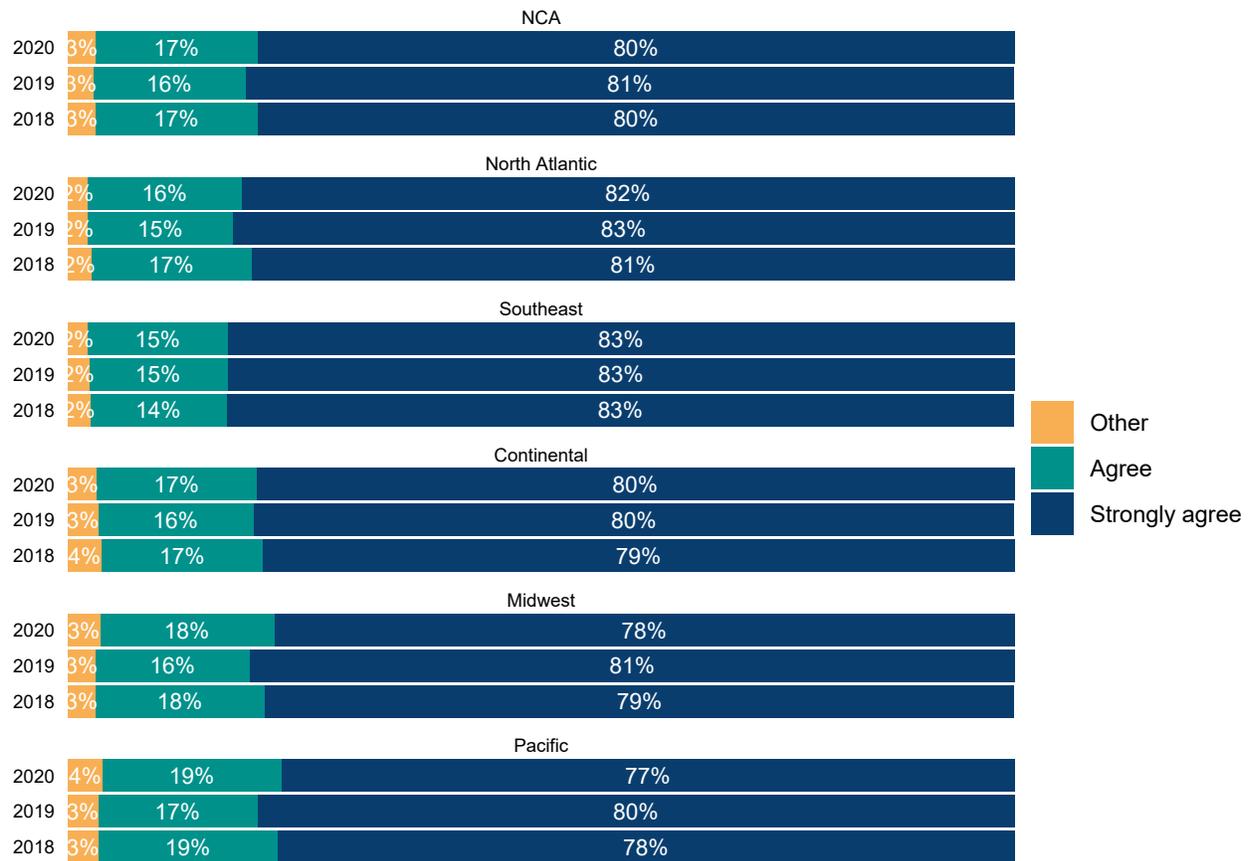
**QUESTION 38 (NOK) /1.29 (FD): The quality of service received from cemetery staff is excellent.**

**FUNERAL DIRECTORS**



**QUESTION 40 (NOK)/1.31 (FD): The national cemetery staff was professional in terms of being knowledgeable, helpful, and responsive.**

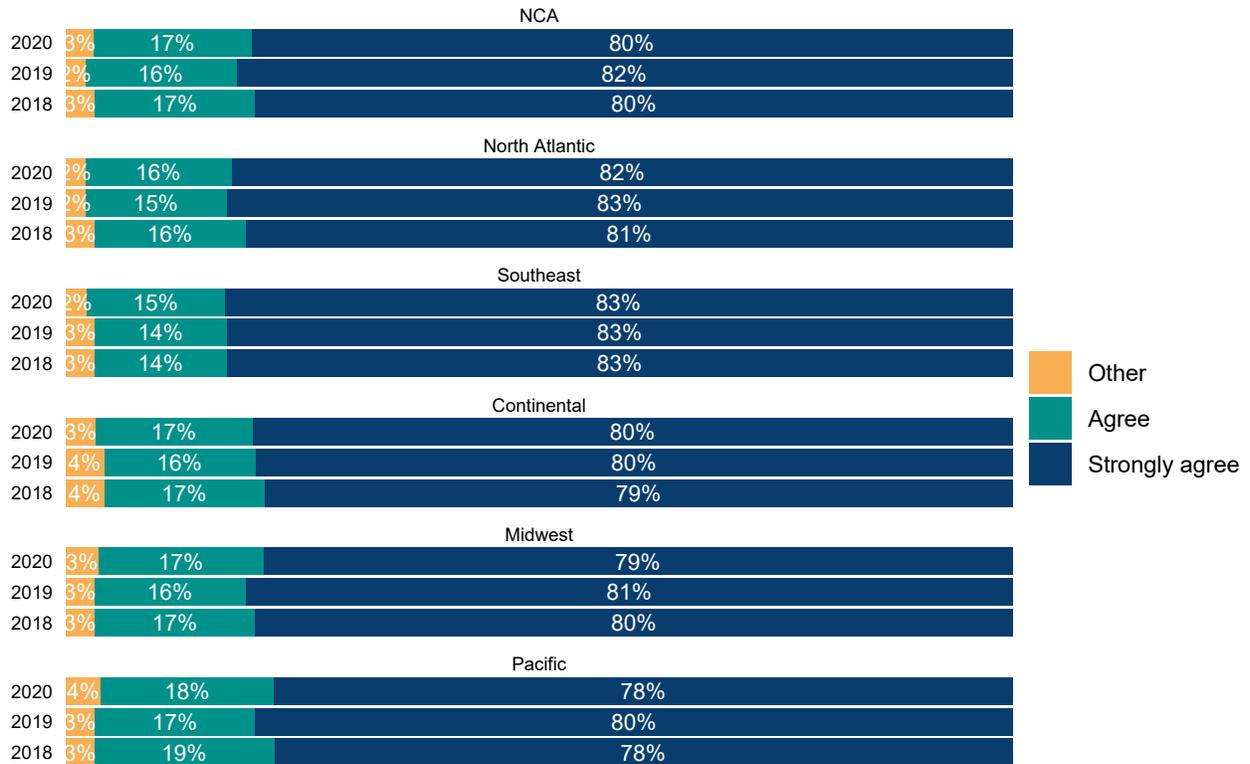
ALL RESPONDENTS



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	24865	25918	19582	4146	4194	3358	5463	5843	4067	3637	3502	2967	5527	5845	4658	5654	6023	4532
Change score	NA	1.27%	-1.29%	NA	1.98%	-0.9%	NA	-0.05%	0%	NA	0.98%	-0.3%	NA	1.5%	-2.52%	NA	2.1%	-2.49%
Strongly agree	79.98%	81.25%	79.96%	80.61%	82.59%	81.69%	83.21%	83.16%	83.16%	79.43%	80.41%	80.11%	79.25%	80.75%	78.23%	77.86%	79.96%	77.47%
Agree	17.14%	16.05%	17.14%	16.96%	15.31%	16.23%	14.42%	14.62%	14.75%	16.99%	16.42%	16.85%	17.82%	16.36%	18.4%	18.92%	16.87%	18.87%
Neither agree nor disagree	2.29%	2.06%	2.27%	2.17%	1.74%	1.67%	1.81%	1.69%	1.7%	2.67%	2.57%	2.53%	2.46%	2.28%	2.64%	2.42%	2.17%	2.69%
Disagree	0.4%	0.38%	0.46%	0.17%	0.17%	0.24%	0.38%	0.36%	0.22%	0.52%	0.37%	0.44%	0.34%	0.39%	0.52%	0.55%	0.56%	0.79%
Strongly disagree	0.2%	0.25%	0.17%	0.1%	0.19%	0.18%	0.16%	0.17%	0.17%	0.38%	0.23%	0.07%	0.13%	0.22%	0.21%	0.25%	0.43%	0.18%

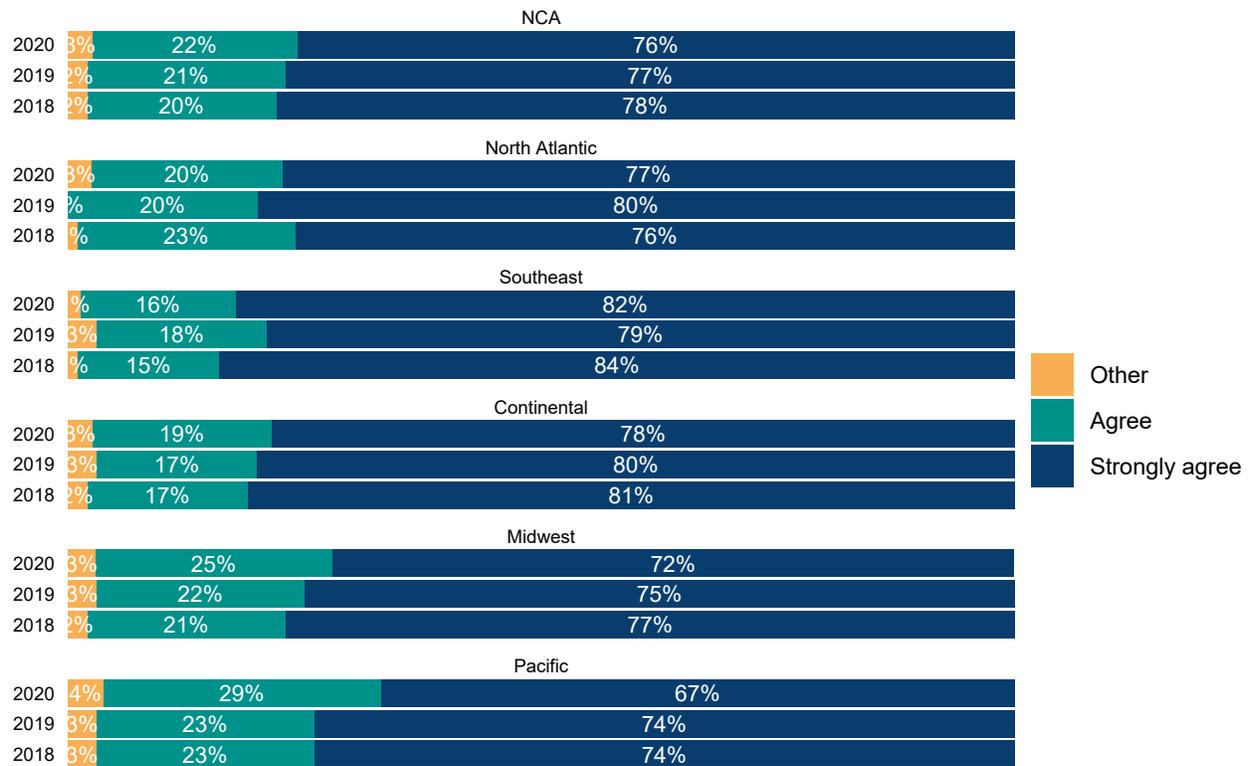
**QUESTION 40 (NOK)/1.31 (FD): The national cemetery staff was professional in terms of being knowledgeable, helpful, and responsive.**

NEXT OF KIN

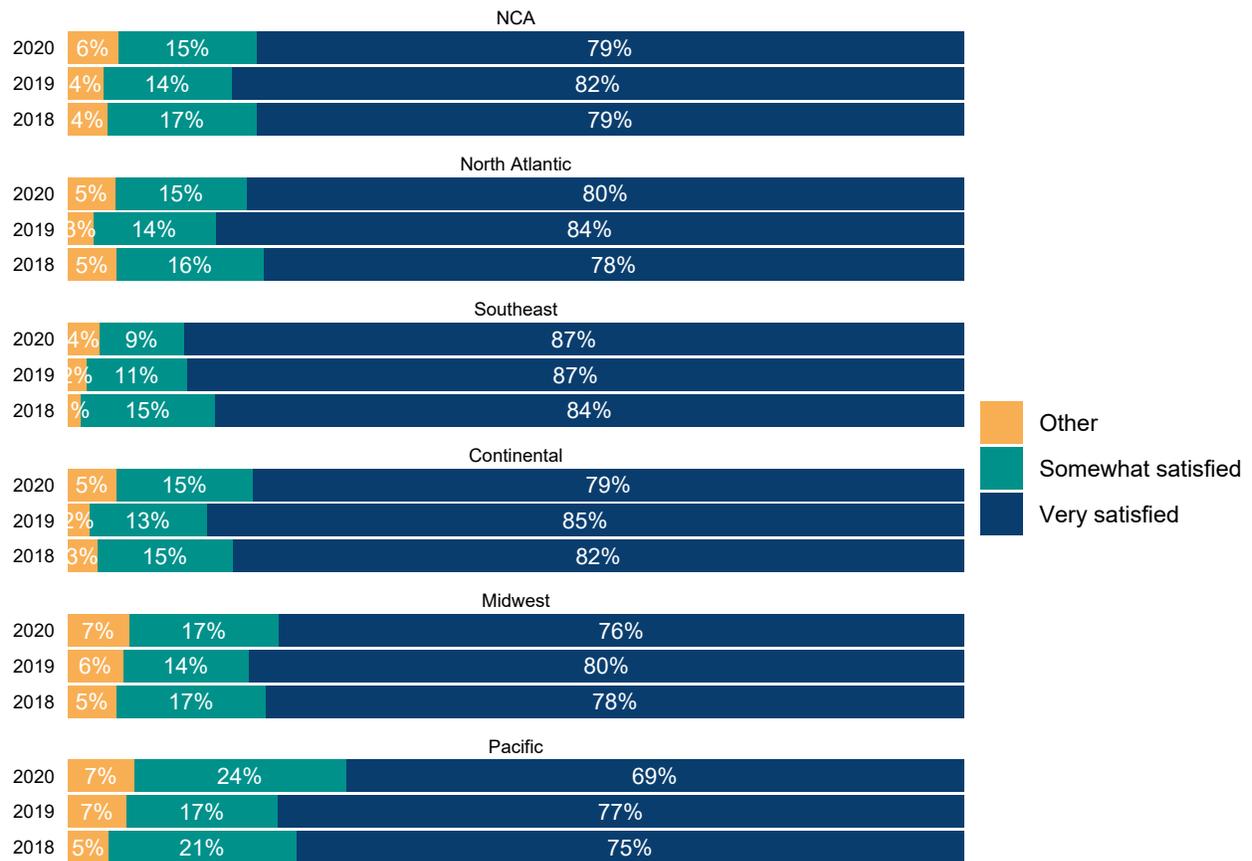


**QUESTION 40 (NOK)/1.31 (FD): The national cemetery staff was professional in terms of being knowledgeable, helpful, and responsive.**

FUNERAL DIRECTORS

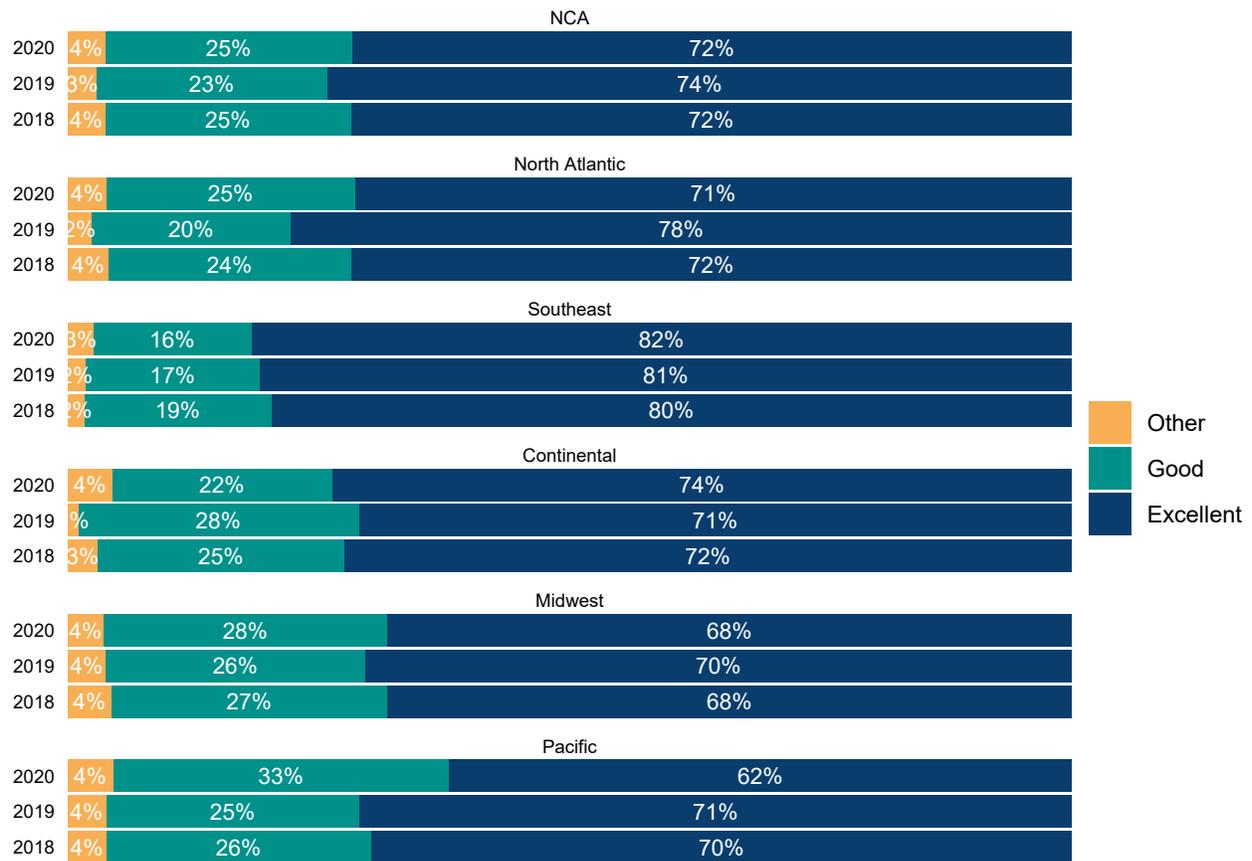


**Question 1.10 (FD): Overall, how satisfied are you with the communication between your funeral home and the national cemetery?**



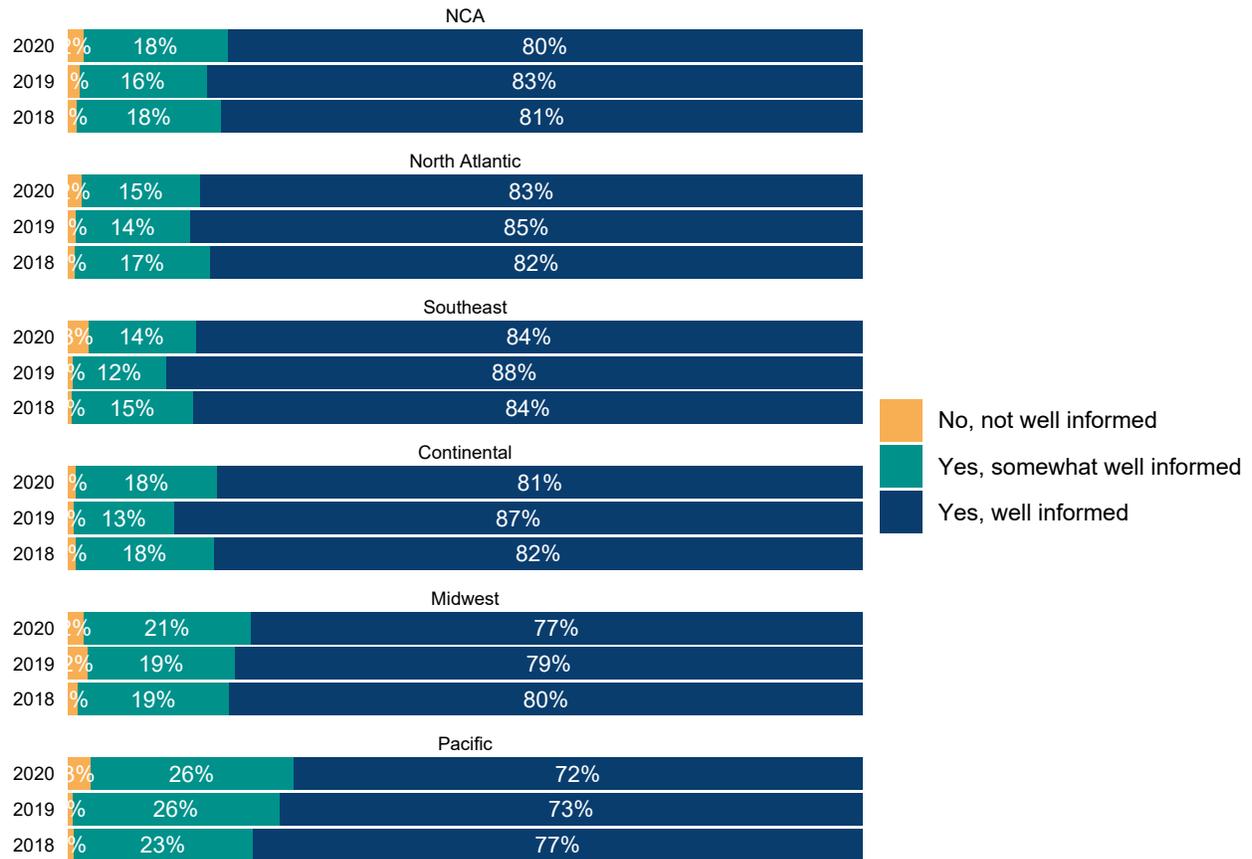
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	2690	2506	2058	518	504	516	438	398	395	337	297	315	665	604	587	287	184	245
Change score	NA	2.84%	-2.8%	NA	5.34%	-3.49%	NA	3.12%	0.41%	NA	2.91%	-5.14%	NA	1.91%	-3.31%	NA	2.07%	-7.65%
Very satisfied	78.92%	81.76%	78.96%	78.19%	83.53%	80.04%	83.56%	86.68%	87.09%	81.6%	84.51%	79.37%	77.89%	79.8%	76.49%	74.56%	76.63%	68.98%
Somewhat satisfied	16.69%	14.29%	15.4%	16.41%	13.69%	14.73%	15.07%	11.31%	9.37%	15.13%	13.13%	15.24%	16.69%	14.07%	16.7%	20.91%	16.85%	23.67%
Neither satisfied nor dissatisfied	2.86%	2.63%	3.55%	4.05%	1.98%	3.1%	0.91%	1.76%	2.28%	3.26%	1.68%	4.44%	2.86%	3.81%	4.09%	2.79%	3.8%	4.08%
Somewhat dissatisfied	0.89%	0.88%	1.55%	0.77%	0.2%	1.74%	0.46%	0%	0.51%	0%	0.67%	0.95%	1.5%	1.99%	2.04%	1.39%	1.63%	2.45%
Very dissatisfied	0.63%	0.44%	0.53%	0.58%	0.6%	0.39%	0%	0.25%	0.76%	0%	0%	NA	1.05%	0.33%	0.68%	0.35%	1.09%	0.82%

**Question 1.5 (FD): How would you characterize the overall communication from the national cemetery to your funeral home?**



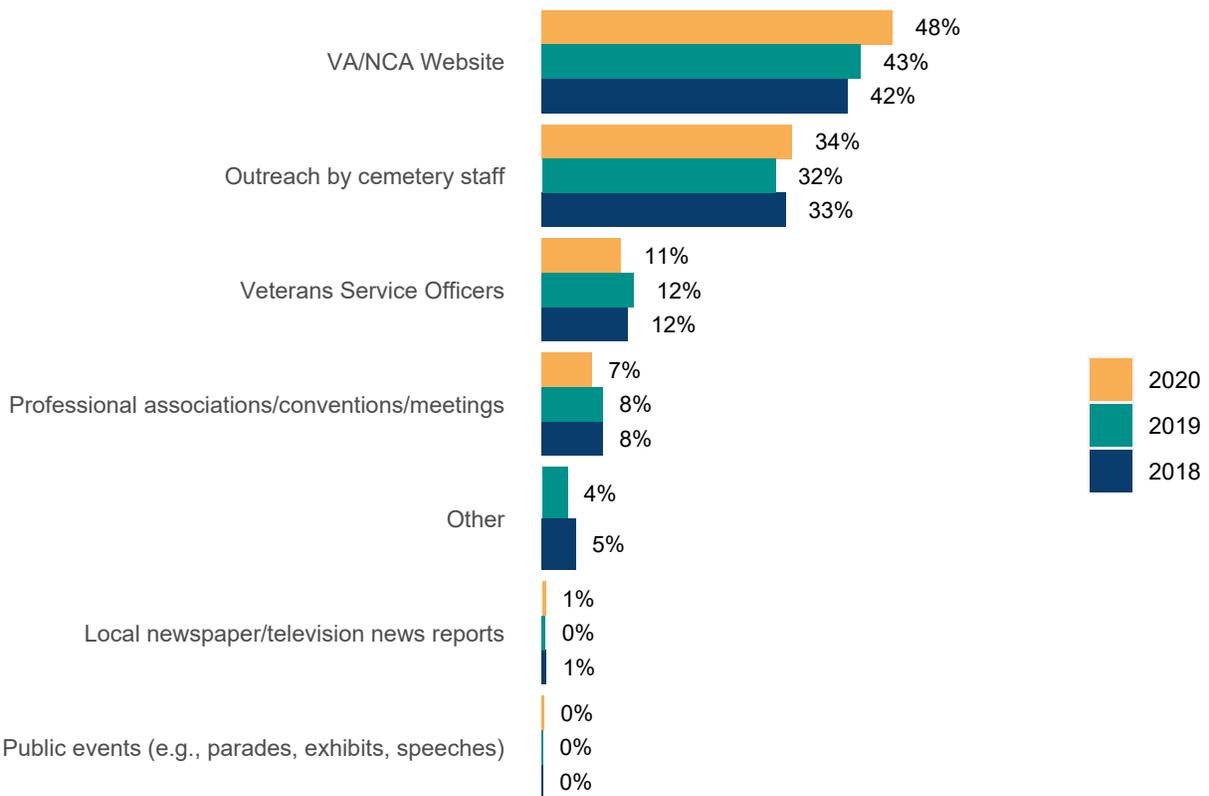
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	2686	2529	2065	518	509	518	434	398	389	338	300	319	667	611	594	288	186	245
Change score	NA	2.36%	-2.47%	NA	5.99%	-6.37%	NA	1.18%	0.85%	NA	-1.49%	2.67%	NA	2.16%	-2.2%	NA	1.18%	-8.93%
Excellent	71.78%	74.14%	71.67%	71.81%	77.8%	71.43%	79.72%	80.9%	81.75%	72.49%	71%	73.67%	68.22%	70.38%	68.18%	69.79%	70.97%	62.04%
Good	24.53%	23.05%	24.65%	24.13%	19.84%	24.71%	18.66%	17.34%	15.68%	24.56%	28%	21.94%	27.44%	25.86%	28.28%	26.39%	25.27%	33.47%
Fair	3.05%	2.17%	2.91%	3.67%	1.77%	3.09%	1.38%	1.26%	2.06%	2.96%	1%	4.08%	3.3%	3.11%	2.53%	3.47%	2.69%	3.27%
Poor	0.63%	0.63%	0.77%	0.39%	0.59%	0.77%	0.23%	0.5%	0.51%	0%	0%	0.31%	1.05%	0.65%	1.01%	0.35%	1.08%	1.22%

**Question 1.6 (FD): Do you feel that you are well informed by the national cemetery of its policies and procedures?**



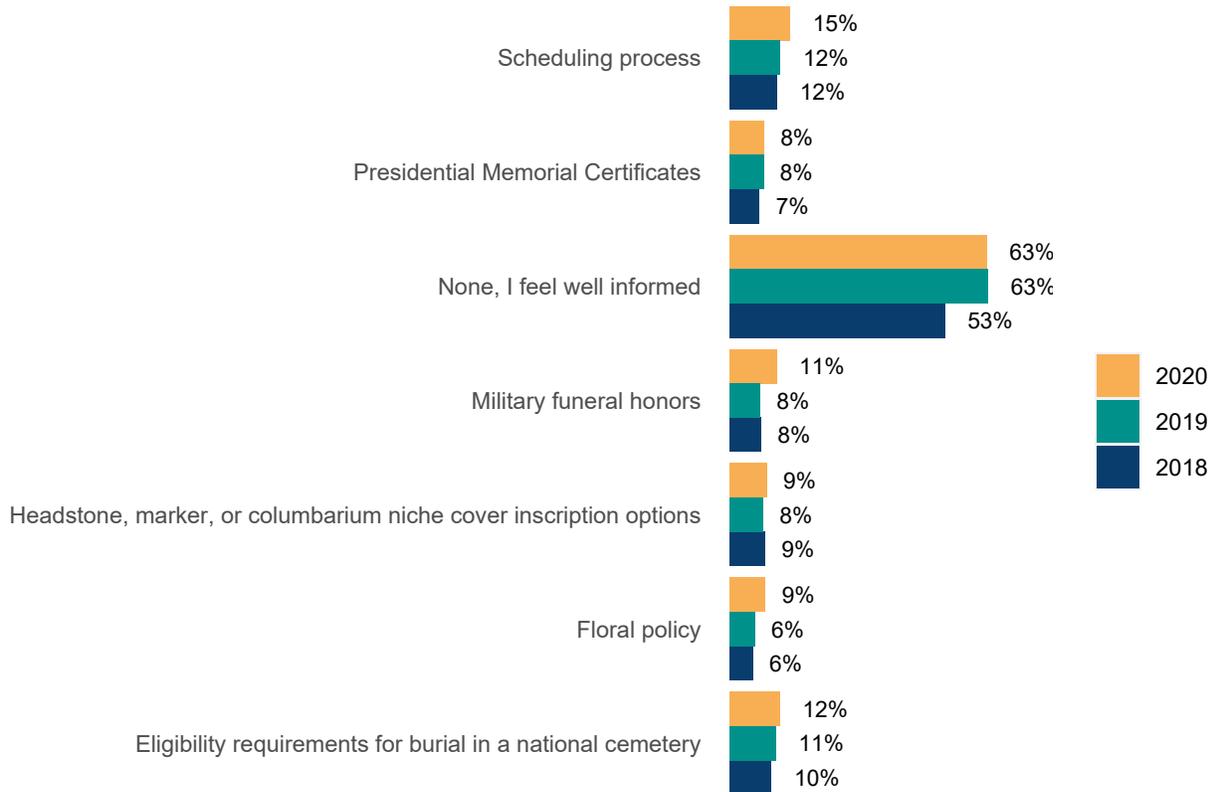
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	2679	2519	2090	515	508	524	431	396	399	337	298	319	665	609	601	288	184	247
Change score	NA	1.87%	-2.62%	NA	2.51%	-1.25%	NA	3.41%	-3.67%	NA	4.98%	-5.39%	NA	-0.72%	-1.94%	NA	-3.37%	-1.71%
Yes, well informed	80.7%	82.57%	79.95%	82.14%	84.65%	83.4%	84.22%	87.63%	83.96%	81.6%	86.58%	81.19%	79.7%	78.98%	77.04%	76.74%	73.37%	71.66%
Yes, somewhat well informed	18.25%	16.04%	18.09%	17.09%	14.37%	14.89%	15.31%	11.87%	13.53%	17.51%	12.75%	17.87%	19.1%	18.56%	20.97%	22.57%	26.09%	25.51%
No, not well informed	1.05%	1.39%	1.96%	0.78%	0.98%	1.72%	0.46%	0.51%	2.51%	0.89%	0.67%	0.94%	1.2%	2.46%	2%	0.69%	0.54%	2.83%

**Question 1.7 (FD): In general, of the following services, which one provides you the MOST information about national cemetery policies and procedures?**



2020: n = 1,913 2019: n = 2462 2018: n = 1278

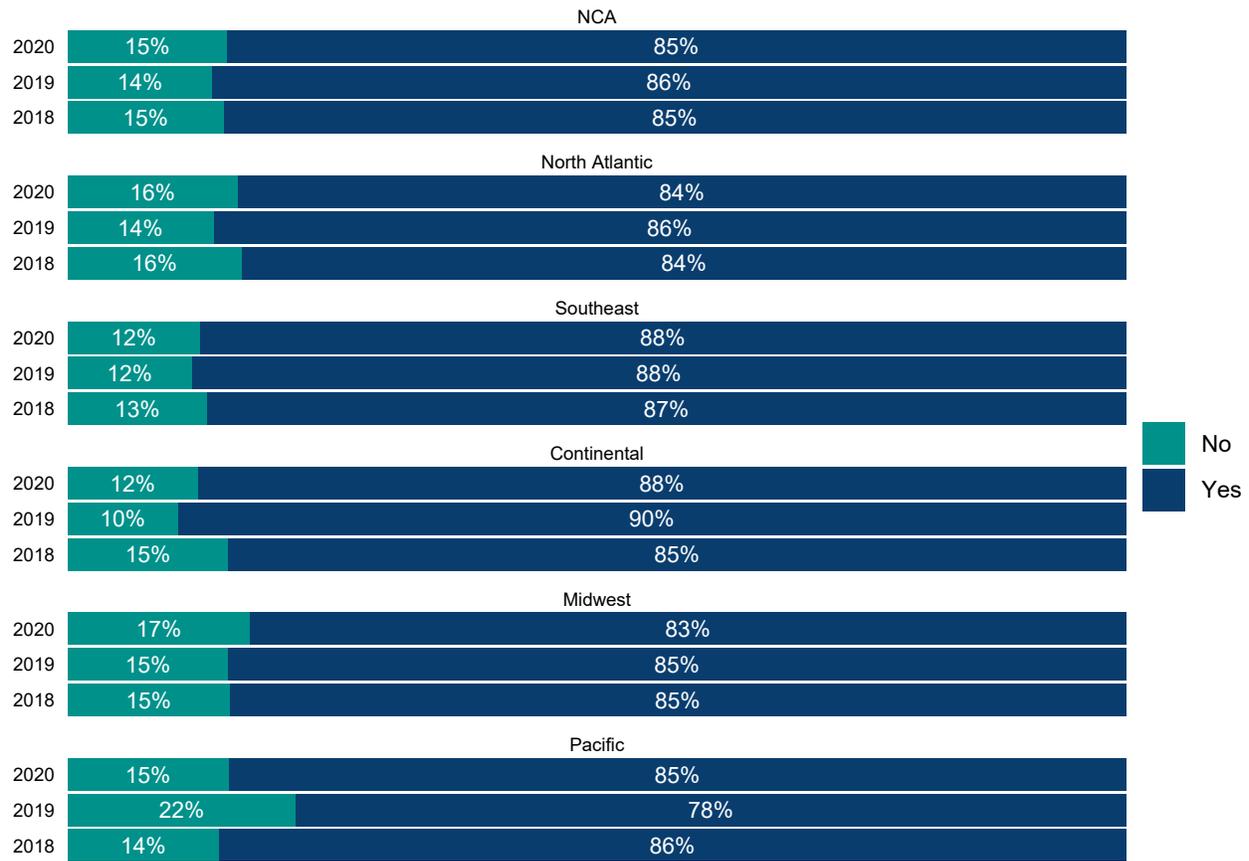
**Question 1.8 (FD): What national cemetery policies or procedures do you feel you could use more information about?**



2020: n = 2097 2019: n = 2541 2018: n = 1244

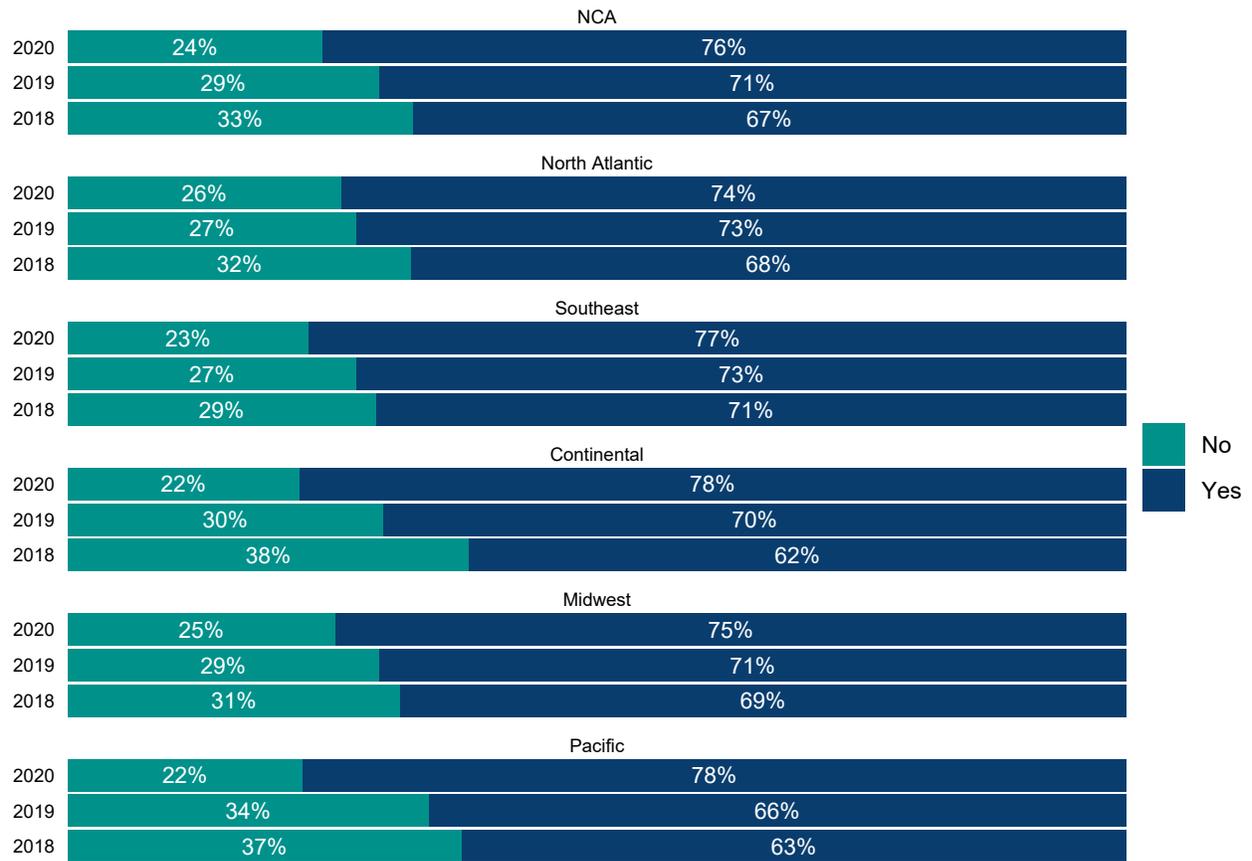
Note: As respondents could select more than one response option, percentages may not sum to 100.

**Question 1.12 (FD): Do you understand the eligibility requirements for burial in a national cemetery, including eligibility for National Guard, Reservists, and Veteran dependents?**



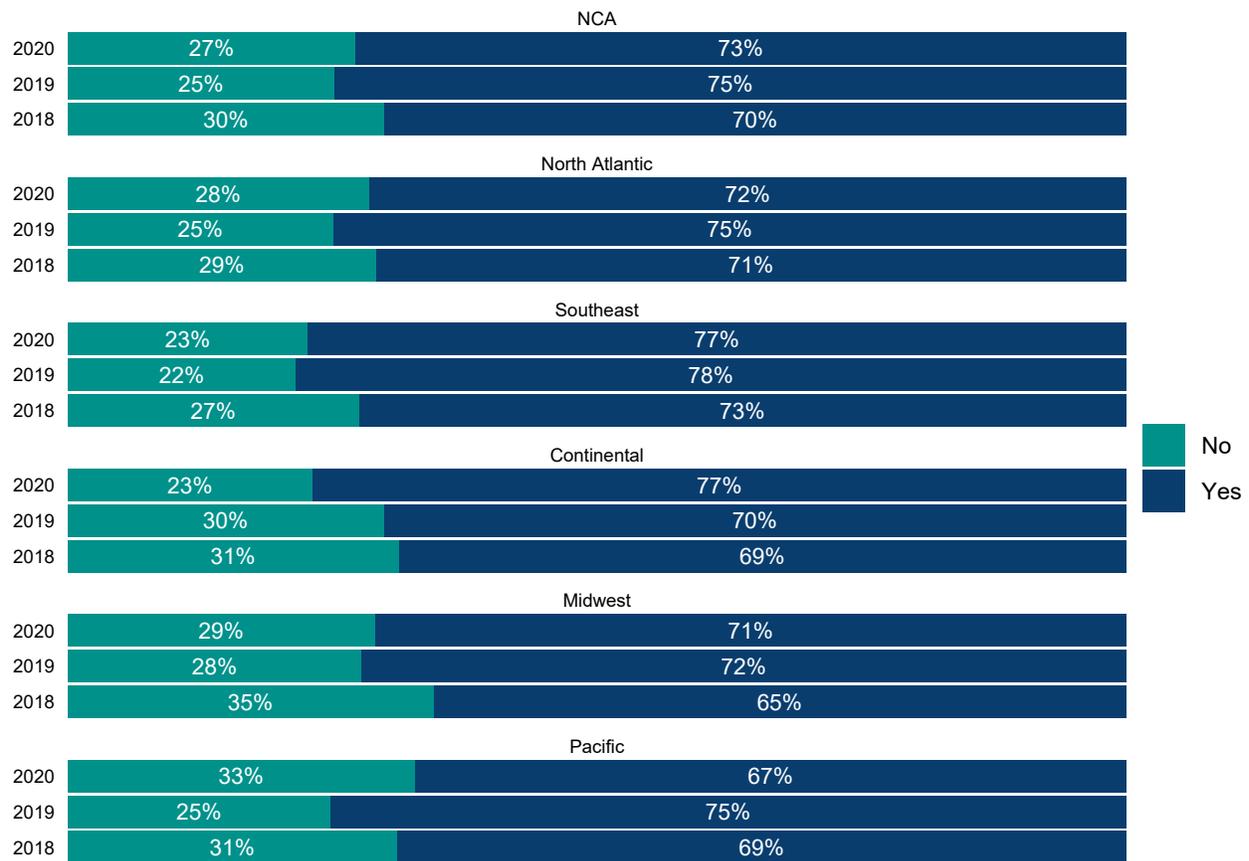
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	2690	2520	2066	518	510	517	434	394	394	337	299	318	662	608	593	288	186	244
Change score	NA	1.07%	-1.39%	NA	2.68%	-2.32%	NA	1.45%	-0.76%	NA	4.76%	-1.89%	NA	0.13%	-2.07%	NA	-7.27%	6.35%
Yes	85.32%	86.39%	85%	83.59%	86.27%	83.95%	86.87%	88.32%	87.56%	84.87%	89.63%	87.74%	84.74%	84.87%	82.8%	85.76%	78.49%	84.84%
No	14.68%	13.61%	15%	16.41%	13.73%	16.05%	13.13%	11.68%	12.44%	15.13%	10.37%	12.26%	15.26%	15.13%	17.2%	14.24%	21.51%	15.16%

**Question 1.13 (FD): Are you aware there are resources available for Funeral Directors on the NCA website?**



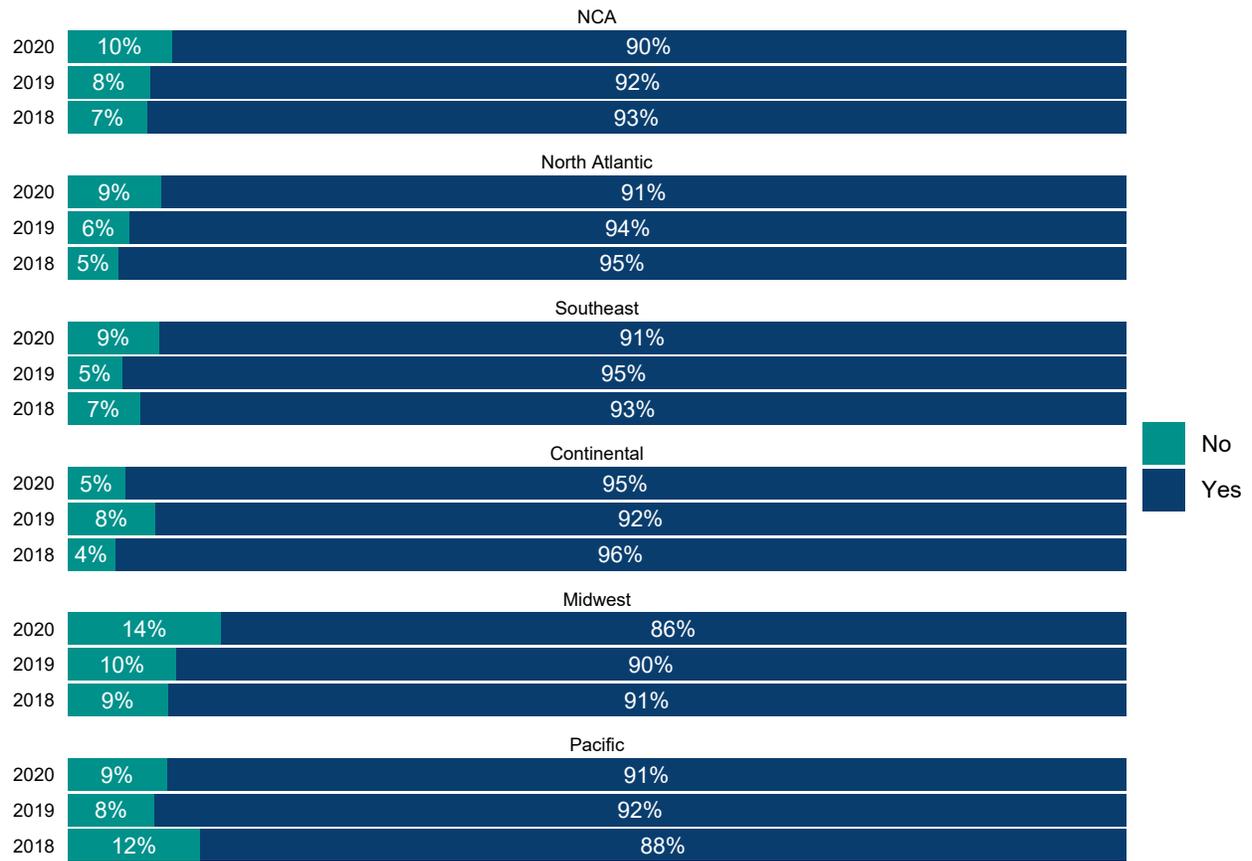
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	2679	2504	2065	518	503	519	430	389	396	338	299	316	657	609	590	288	185	244
Change score	NA	3.2%	5.33%	NA	5.19%	1.42%	NA	1.82%	4.52%	NA	8.1%	7.93%	NA	1.96%	4.14%	NA	3.1%	11.92%
Yes	67.45%	70.65%	75.98%	67.57%	72.76%	74.18%	70.93%	72.75%	77.27%	62.13%	70.23%	78.16%	68.65%	70.61%	74.75%	62.85%	65.95%	77.87%
No	32.55%	29.35%	24.02%	32.43%	27.24%	25.82%	29.07%	27.25%	22.73%	37.87%	29.77%	21.84%	31.35%	29.39%	25.25%	37.15%	34.05%	22.13%

**Question 1.14 (FD): 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?**



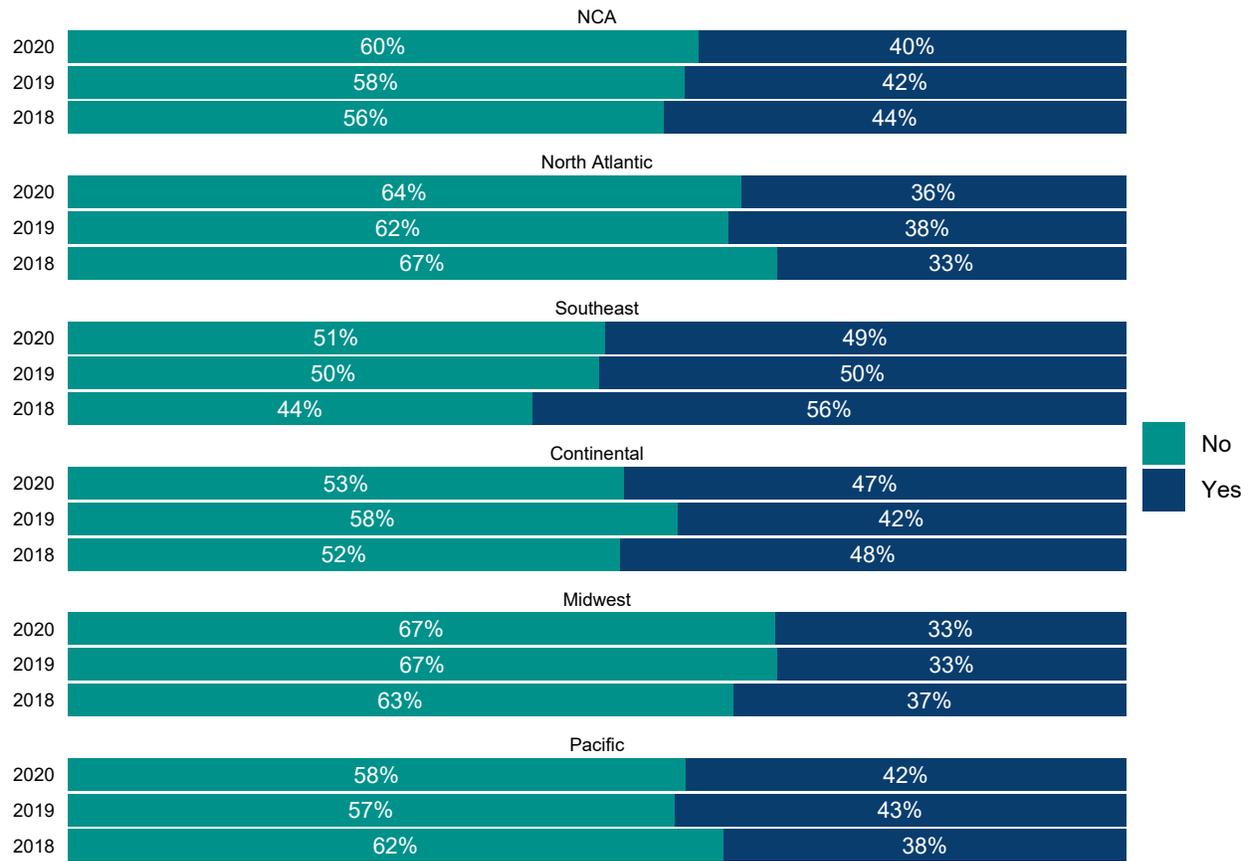
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	1791	1731	1514	347	359	376	302	279	296	205	208	238	452	422	424	177	117	180
Change score	NA	4.68%	-1.96%	NA	4.04%	-3.39%	NA	5.97%	-1.13%	NA	1.41%	6.7%	NA	6.78%	-1.28%	NA	6.28%	-7.99%
Yes	70.13%	74.81%	72.85%	70.89%	74.93%	71.54%	72.52%	78.49%	77.36%	68.78%	70.19%	76.89%	65.49%	72.27%	70.99%	68.93%	75.21%	67.22%
No	29.87%	25.19%	27.15%	29.11%	25.07%	28.46%	27.48%	21.51%	22.64%	31.22%	29.81%	23.11%	34.51%	27.73%	29.01%	31.07%	24.79%	32.78%

**Question 1.15 (FD): 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?**



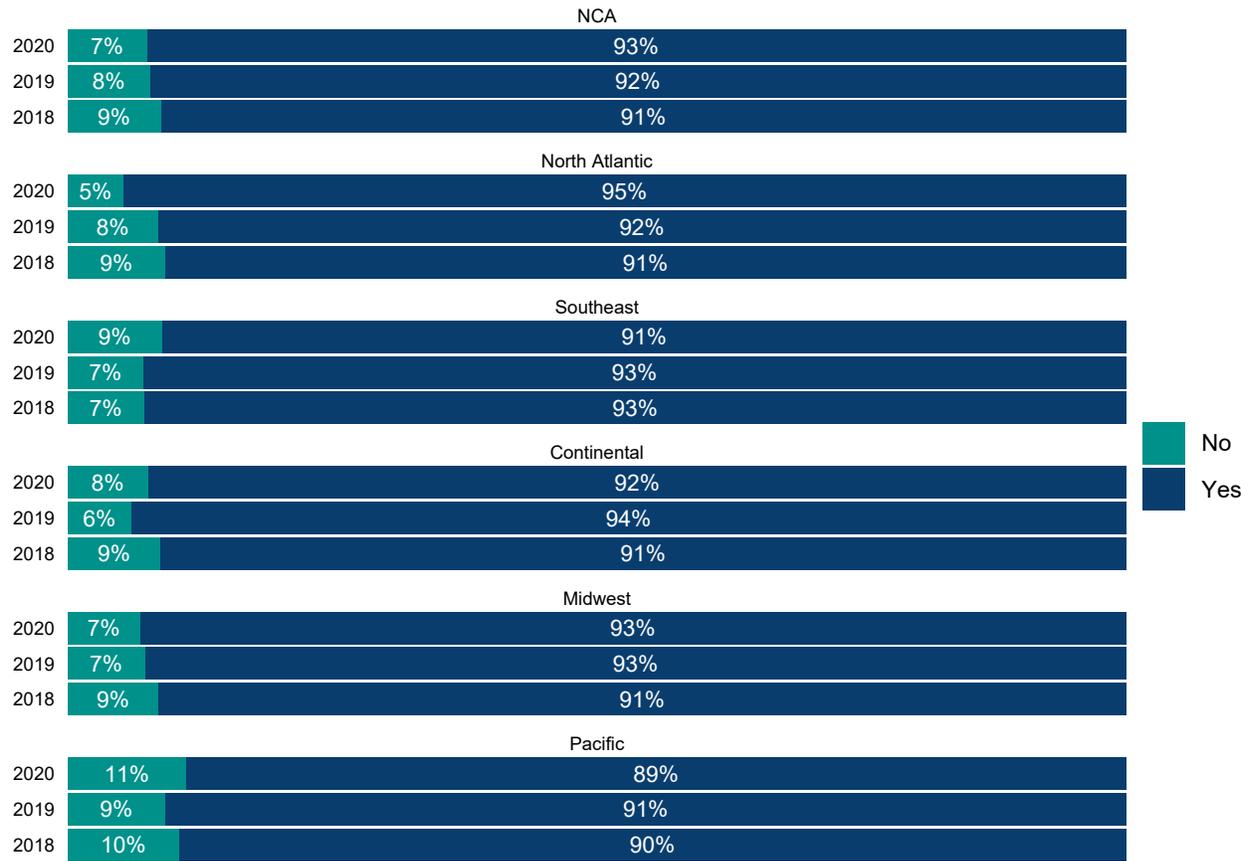
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	763	777	695	146	155	170	133	137	151	90	97	112	159	166	187	80	49	75
Change score	NA	-0.25%	-2.06%	NA	-1.02%	-3.01%	NA	1.66%	-3.5%	NA	-3.81%	2.89%	NA	-0.81%	-4.2%	NA	4.34%	-1.17%
Yes	92.53%	92.28%	90.22%	95.21%	94.19%	91.18%	93.23%	94.89%	91.39%	95.56%	91.75%	94.64%	90.57%	89.76%	85.56%	87.5%	91.84%	90.67%
NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

**Question 1.16 (FD): Would you find it useful to have CD copies of NCA videos illustrating committal services to give to families?**



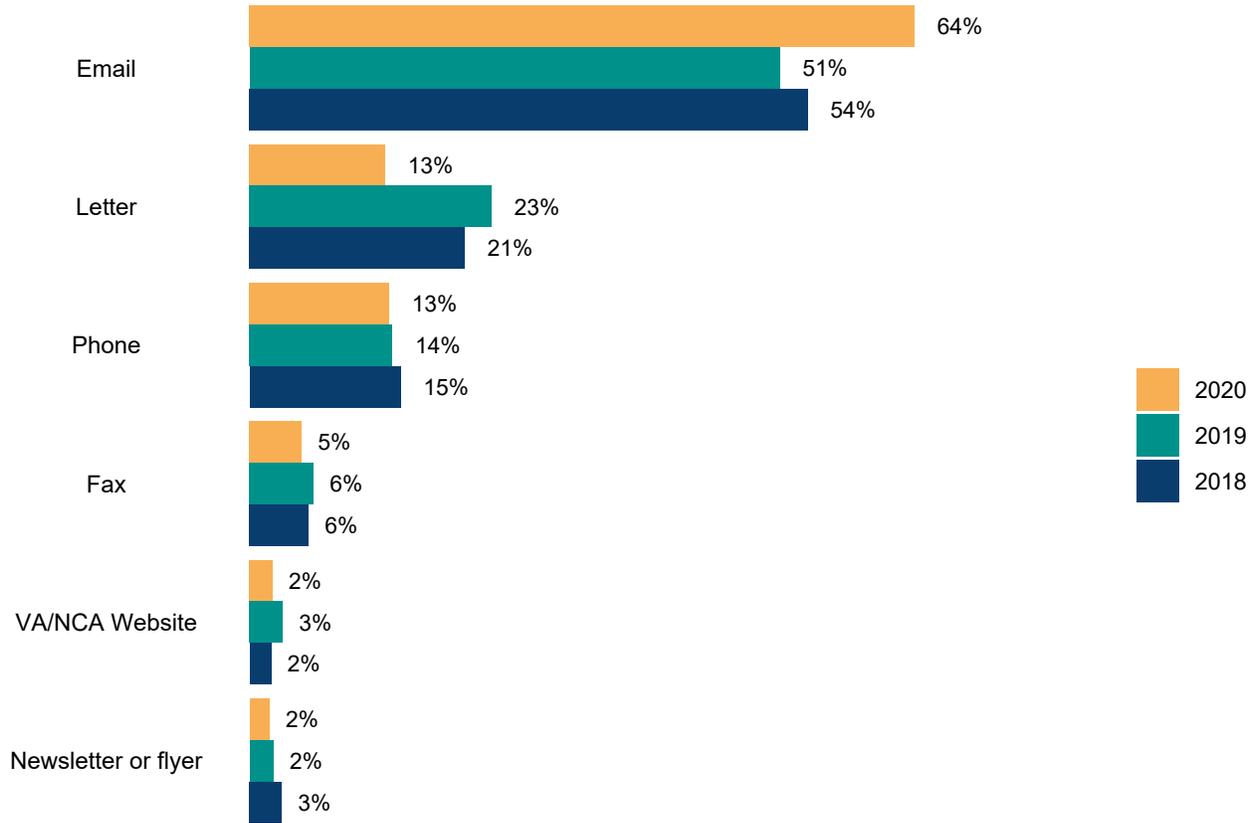
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	1787	1726	1505	345	359	368	303	279	296	207	205	236	452	421	425	176	117	180
Change score	NA	-1.93%	-1.37%	NA	4.56%	-1.19%	NA	-6.29%	-0.5%	NA	-5.39%	5.02%	NA	-4.15%	0.16%	NA	4.67%	-1.07%
Yes	43.7%	41.77%	40.4%	33.04%	37.6%	36.41%	56.11%	49.82%	49.32%	47.83%	42.44%	47.46%	37.17%	33.02%	33.18%	38.07%	42.74%	41.67%
No	56.3%	58.23%	59.6%	66.96%	62.4%	63.59%	43.89%	50.18%	50.68%	52.17%	57.56%	52.54%	62.83%	66.98%	66.82%	61.93%	57.26%	58.33%

**Question 1.17 (FD): Do you understand the headstone, marker, or columbarium niche cover inscription options available to next of kKin?**



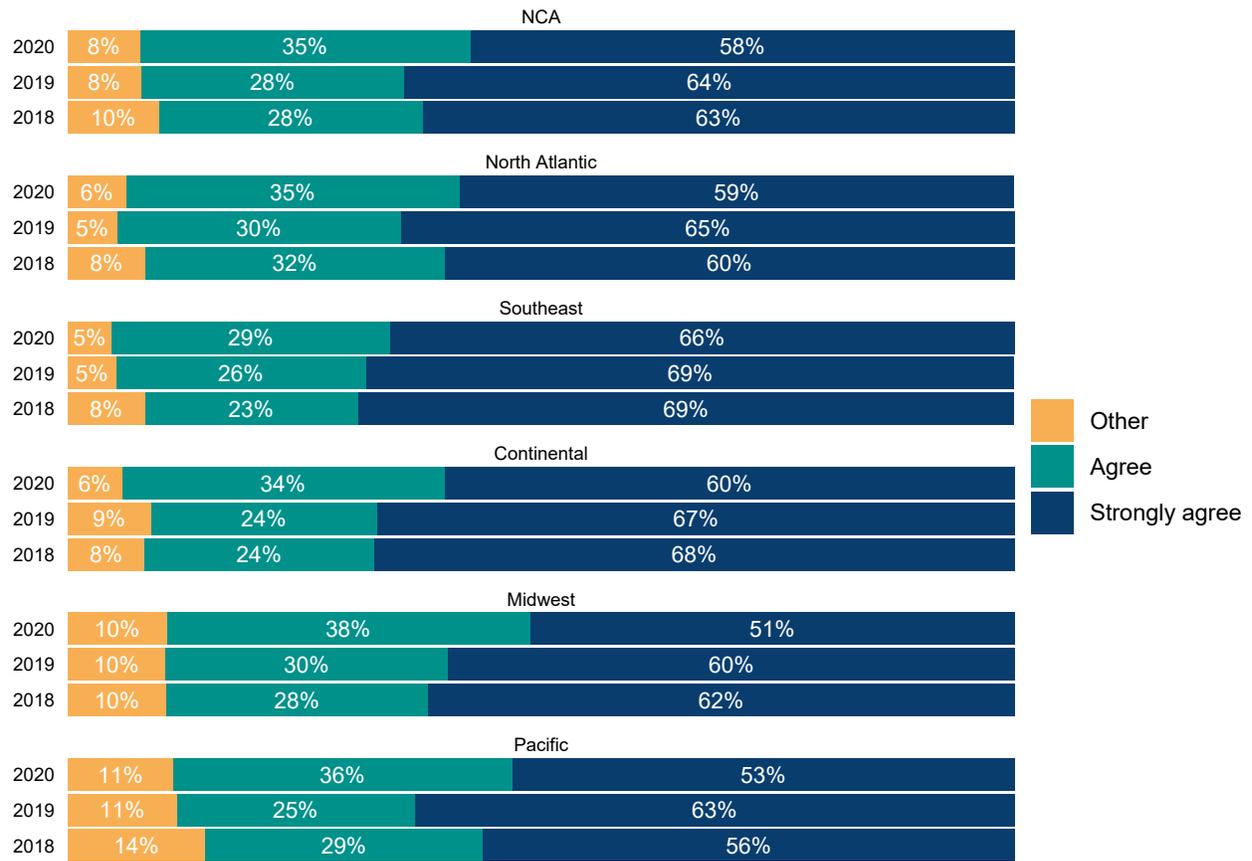
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	2672	2509	2060	512	506	517	430	394	394	332	301	317	667	605	590	286	185	242
Change score	NA	1.03%	0.3%	NA	0.68%	3.28%	NA	0.1%	-1.77%	NA	2.75%	-1.59%	NA	1.28%	0.49%	NA	1.3%	-1.97%
Yes	91.24%	92.27%	92.57%	90.82%	91.5%	94.78%	92.79%	92.89%	91.12%	91.27%	94.02%	92.43%	91.45%	92.73%	93.22%	89.51%	90.81%	88.84%
No	8.76%	7.73%	7.43%	9.18%	8.5%	5.22%	7.21%	7.11%	8.88%	8.73%	5.98%	7.57%	8.55%	7.27%	6.78%	10.49%	9.19%	11.16%

**Question 1.9 (FD): What is the best way for the national cemetery to communicate with your funeral home regarding changes in its policies and procedures?**



2020: n = 1928 2019: n = 2441 2018: n = 2619

**Question 1.32 (FD): The National Cemetery Scheduling Office’s hours of operation meet my needs for scheduling services.**



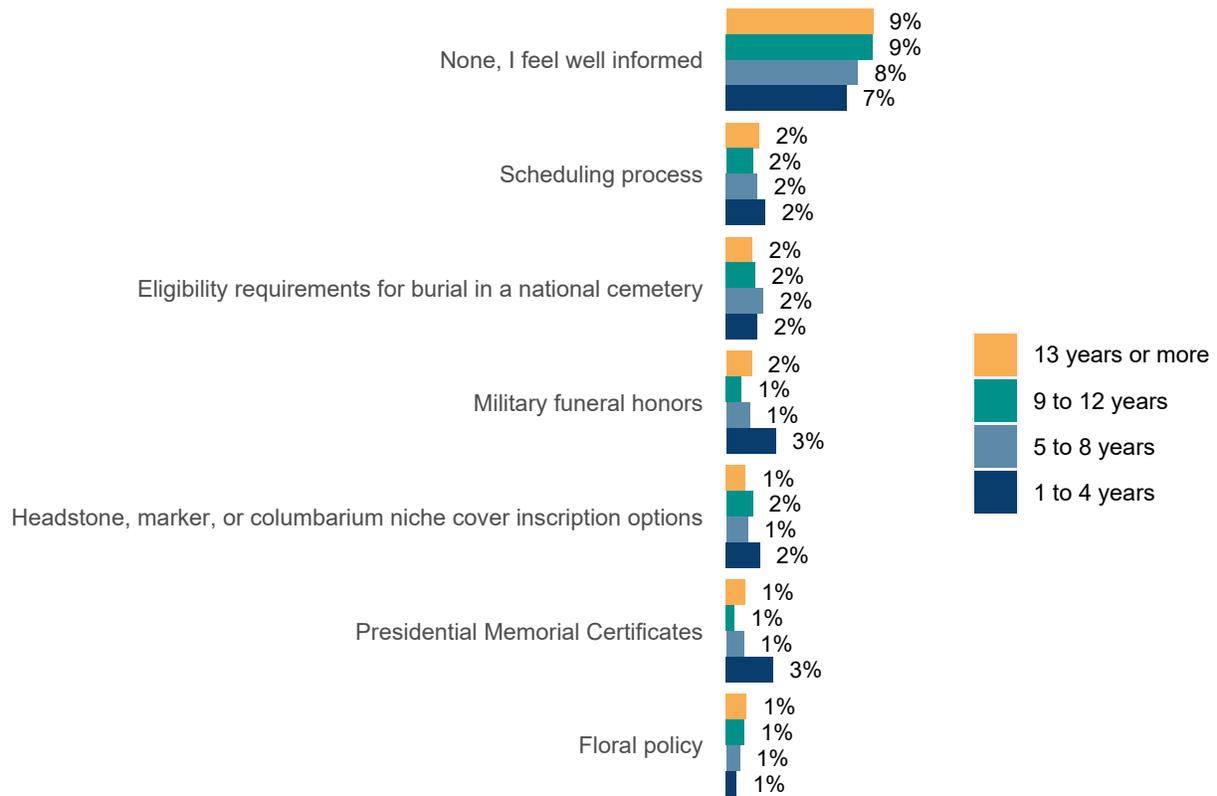
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	2649	2493	2057	513	503	520	431	394	391	334	297	317	655	605	586	283	183	243
Change score	NA	1.91%	-6.95%	NA	4.58%	-6.16%	NA	-0.84%	-2.55%	NA	-0.32%	-7.09%	NA	-2.15%	-8.64%	NA	7.21%	-10.3%
Strongly agree	62.55%	64.46%	57.51%	60.23%	64.81%	58.65%	69.37%	68.53%	65.98%	67.66%	67.34%	60.25%	61.98%	59.83%	51.19%	56.18%	63.39%	53.09%
Agree	27.86%	27.84%	34.91%	31.58%	30.02%	35.19%	22.51%	26.4%	29.41%	24.25%	23.91%	34.07%	27.63%	29.92%	38.4%	29.33%	25.14%	35.8%
Neither agree nor disagree	6.15%	5.42%	5.3%	5.07%	3.38%	4.81%	7.19%	4.06%	3.84%	4.79%	5.05%	3.47%	6.41%	7.11%	6.83%	7.07%	7.65%	7.41%
Disagree	2.08%	1.76%	1.85%	1.36%	1.59%	1.15%	0.46%	0.76%	0.26%	2.1%	3.03%	2.21%	2.75%	2.31%	2.9%	4.95%	2.73%	2.88%
Strongly disagree	1.36%	0.52%	0.44%	1.75%	0.2%	0.19%	0.46%	0.25%	0.51%	1.2%	0.67%	NA	1.22%	0.83%	0.68%	2.47%	1.09%	0.82%

## ELEMENT OF COMPARISON

**“What national cemetery policies or procedures do you feel you could use more information about?” by “How long has your funeral home worked with this national cemetery?”**

Question 1.8 (FD): What national cemetery policies or procedures do you feel you could use more information about?

Question 1.3 (FD): How long has your funeral home worked with this national cemetery?



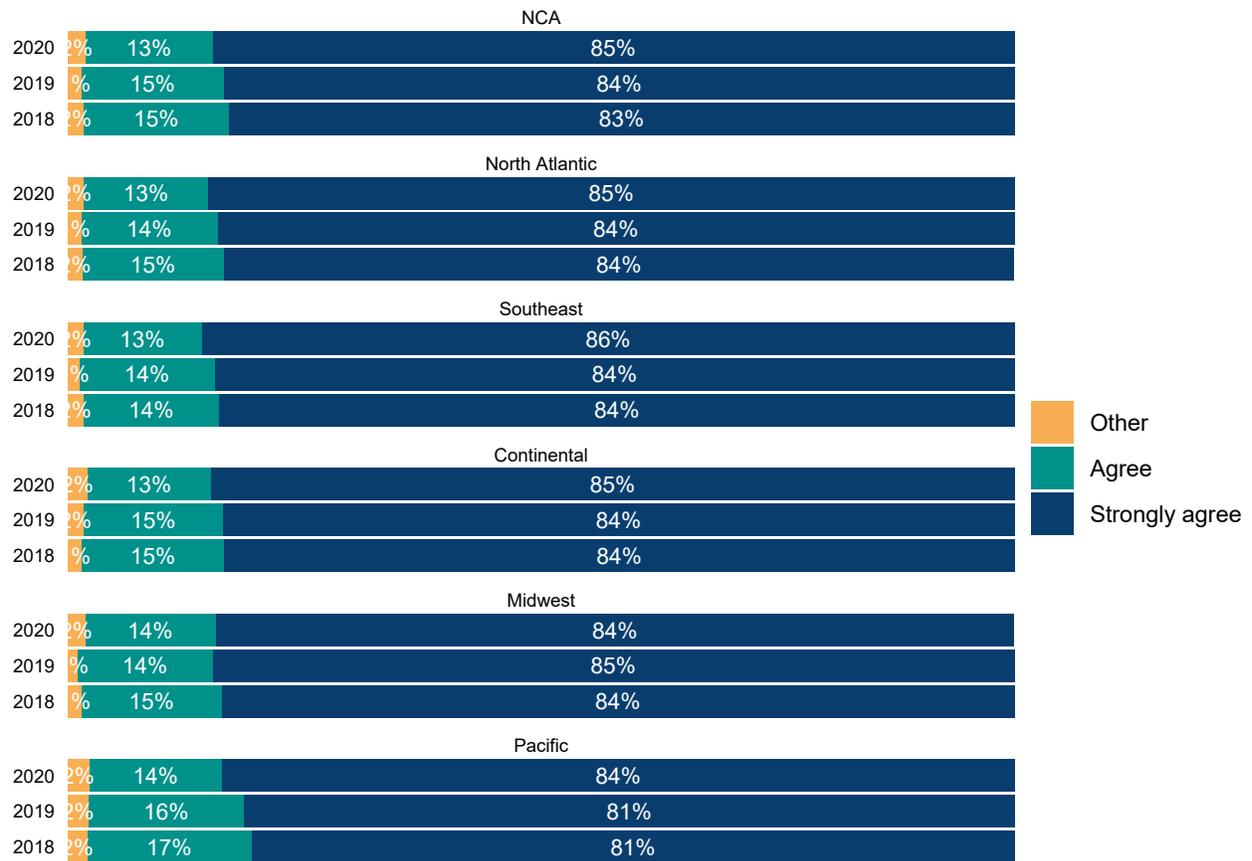
## **GLOBAL AND RELY/TRUST MEASURES**

### **SECTION DESCRIPTION**

- This section presents survey findings from next of kin (NOK) and funeral directors (FD) on overall measures of satisfaction and trust in NCA products and services.
- Respondents were asked about their perceptions about how well the cemetery honors Veterans, their likelihood of recommending the cemetery, and their willingness to rely on the cemetery in the future.
- Results presented in this section indicate levels of satisfaction with the overall appearance of the cemetery and how well information was provided throughout the respondent's experience with the cemetery.
- For comparative purposes, data for each District are also presented.

**QUESTION 36 (NOK) / 1.27 (FD): The cemetery honors all Veterans and their service to our nation.**

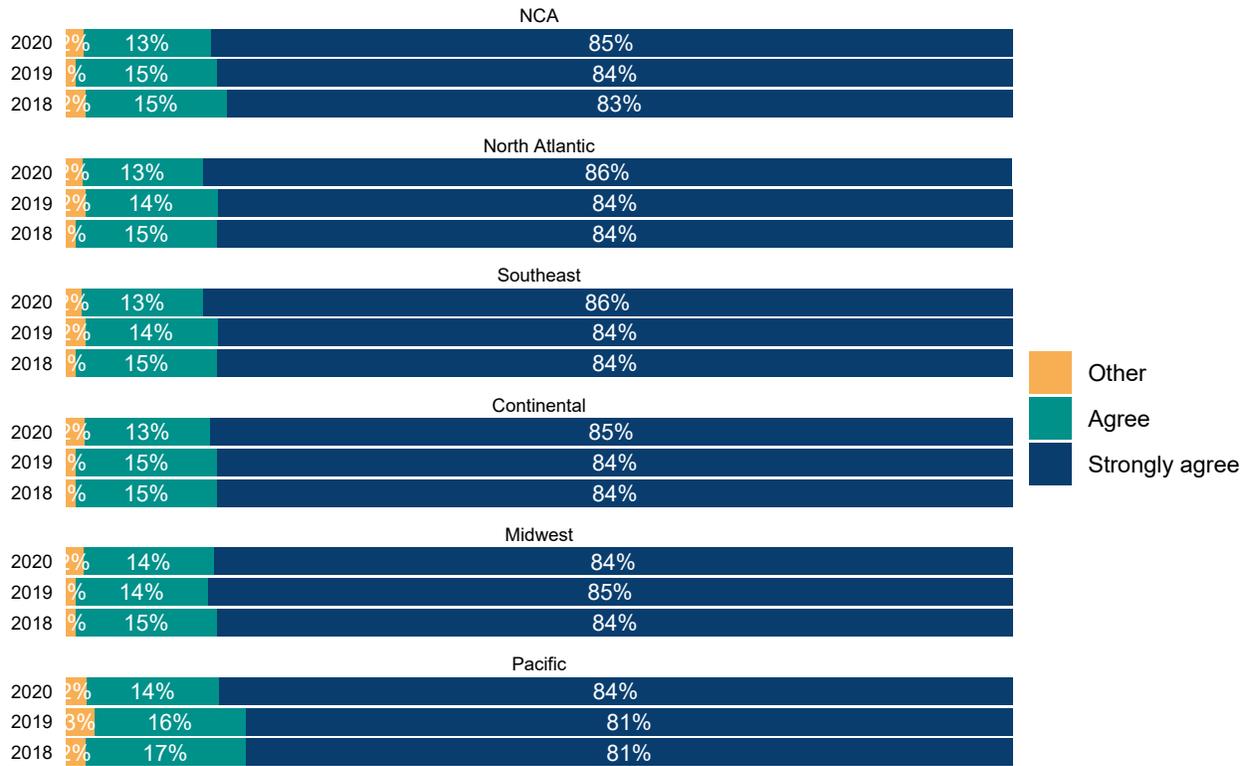
ALL RESPONDENTS



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	24633	25478	19819	4138	4143	3399	5366	5730	4132	3631	3427	2994	5497	5753	4725	5570	5914	4569
Change score	NA	0.58%	1.2%	NA	0.63%	1%	NA	0.42%	1.41%	NA	0.1%	1.24%	NA	1.01%	-0.38%	NA	0.83%	2.27%
Strongly agree	82.96%	83.54%	84.74%	83.54%	84.17%	85.17%	84.01%	84.43%	85.84%	83.53%	83.63%	84.87%	83.75%	84.76%	84.38%	80.59%	81.42%	83.69%
Agree	15.4%	15%	13.4%	14.93%	14.46%	13.18%	14.39%	14.4%	12.56%	15.01%	14.71%	13.13%	14.79%	14.2%	13.82%	17.41%	16.42%	14.07%
Neither agree nor disagree	1.34%	1.25%	1.64%	1.3%	1.11%	1.53%	1.38%	0.99%	1.43%	0.94%	1.43%	1.84%	1.24%	0.89%	1.54%	1.71%	1.88%	1.9%
Disagree	0.2%	0.14%	0.14%	0.14%	0.19%	0.09%	0.19%	0.1%	0.15%	0.28%	0.09%	0.03%	0.15%	0.14%	0.21%	0.22%	0.17%	0.15%
Strongly disagree	0.09%	0.08%	0.08%	0.07%	0.07%	0.03%	0.04%	0.07%	0.02%	0.25%	0.15%	0.13%	0.07%	0.02%	0.04%	0.07%	0.12%	0.18%

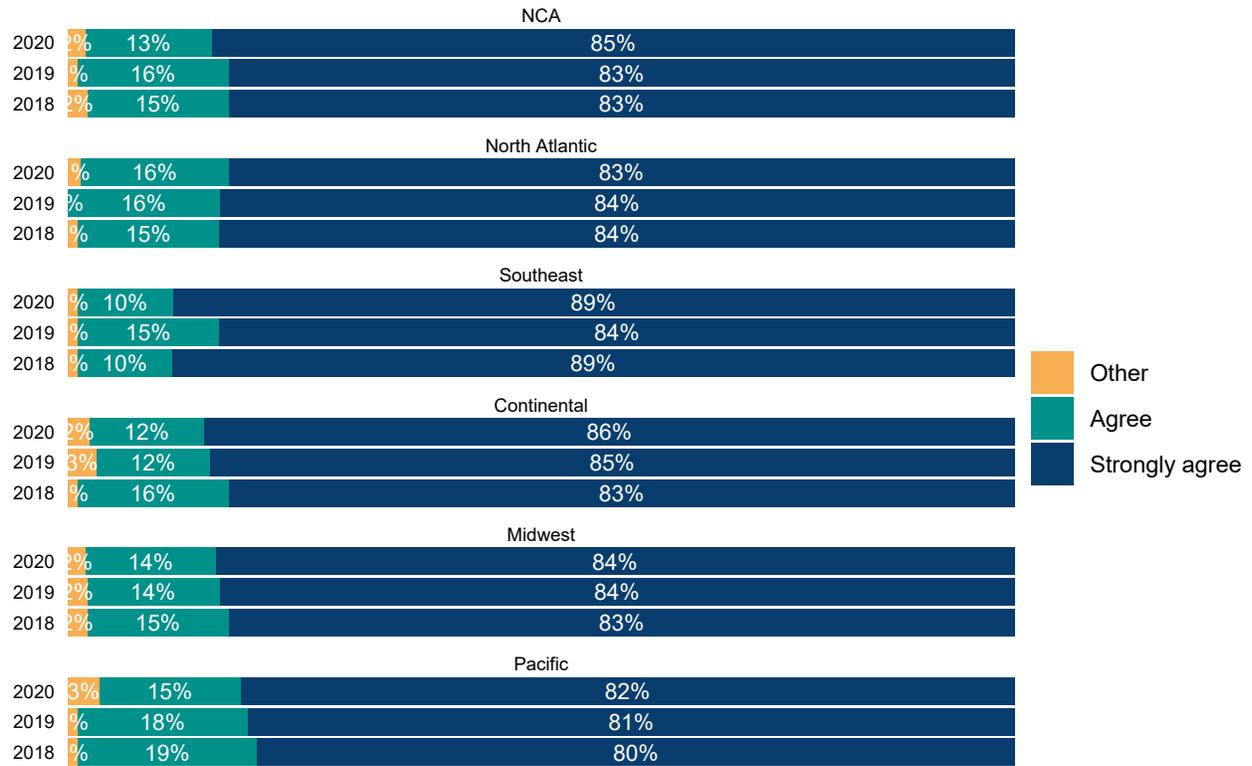
**QUESTION 36 (NOK) / 1.27 (FD): The cemetery honors all Veterans and their service to our nation.**

NEXT OF KIN



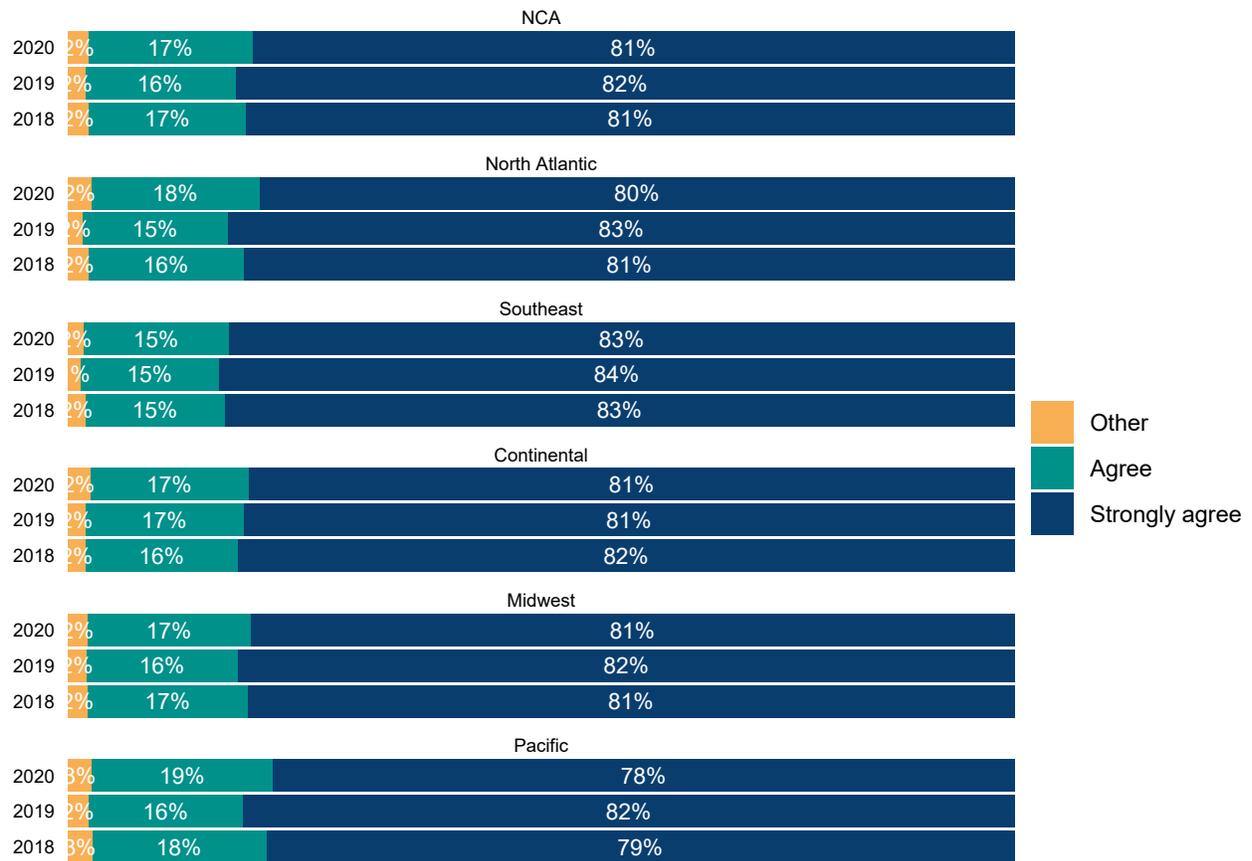
**QUESTION 36 (NOK) / 1.27 (FD): The cemetery honors all Veterans and their service to our nation.**

FUNERAL DIRECTORS



**QUESTION 45 (NOK)/1.37 (FD): I am willing to rely on VA and the National Cemetery Administration to meet the burial needs of Veterans in the future.**

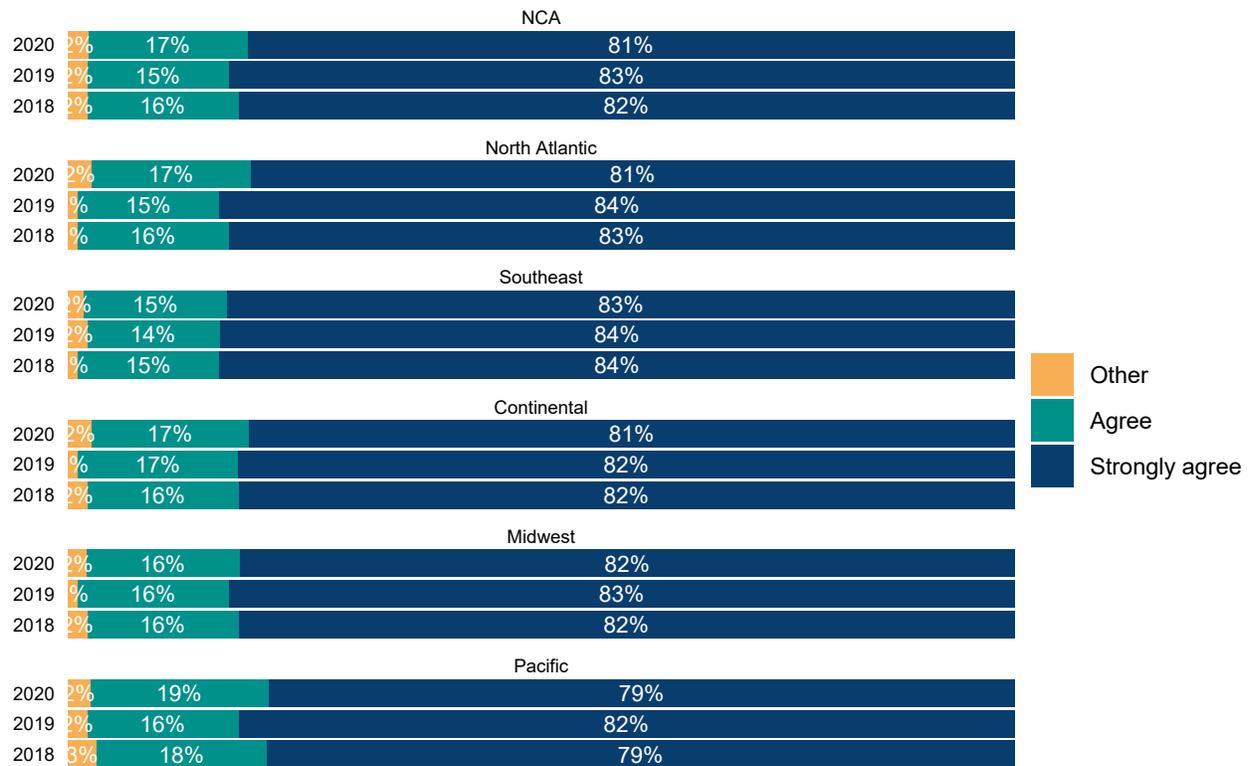
ALL RESPONDENTS



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	24938	25895	18906	4167	4202	3242	5471	5817	3921	3653	3505	2886	5552	5833	4546	5658	6025	4311
Change score	NA	1.16%	-1.79%	NA	1.7%	-3.33%	NA	0.55%	-0.99%	NA	-0.56%	-0.57%	NA	1.02%	-1.32%	NA	2.47%	-3.16%
Strongly agree	81.17%	82.33%	80.54%	81.4%	83.1%	79.77%	83.48%	84.03%	83.04%	82.04%	81.48%	80.91%	81.03%	82.05%	80.73%	79.07%	81.54%	78.38%
Agree	16.67%	15.88%	17.27%	16.46%	15.4%	17.8%	14.66%	14.65%	15.3%	16.07%	16.66%	16.77%	16.89%	16.01%	17.18%	18.4%	16.3%	19.11%
Neither agree nor disagree	1.81%	1.49%	2.01%	1.85%	1.36%	2.28%	1.52%	1.13%	1.56%	1.53%	1.4%	2.08%	1.77%	1.65%	1.89%	2.09%	1.78%	2.3%
Disagree	0.2%	0.17%	0.14%	0.1%	0.02%	0.12%	0.2%	0.12%	0.08%	0.19%	0.26%	0.24%	0.2%	0.22%	0.13%	0.28%	0.18%	0.16%
Strongly disagree	0.15%	0.13%	0.04%	0.19%	0.12%	0.03%	0.15%	0.07%	0.03%	0.16%	0.2%	NA	0.11%	0.07%	0.07%	0.16%	0.2%	0.05%

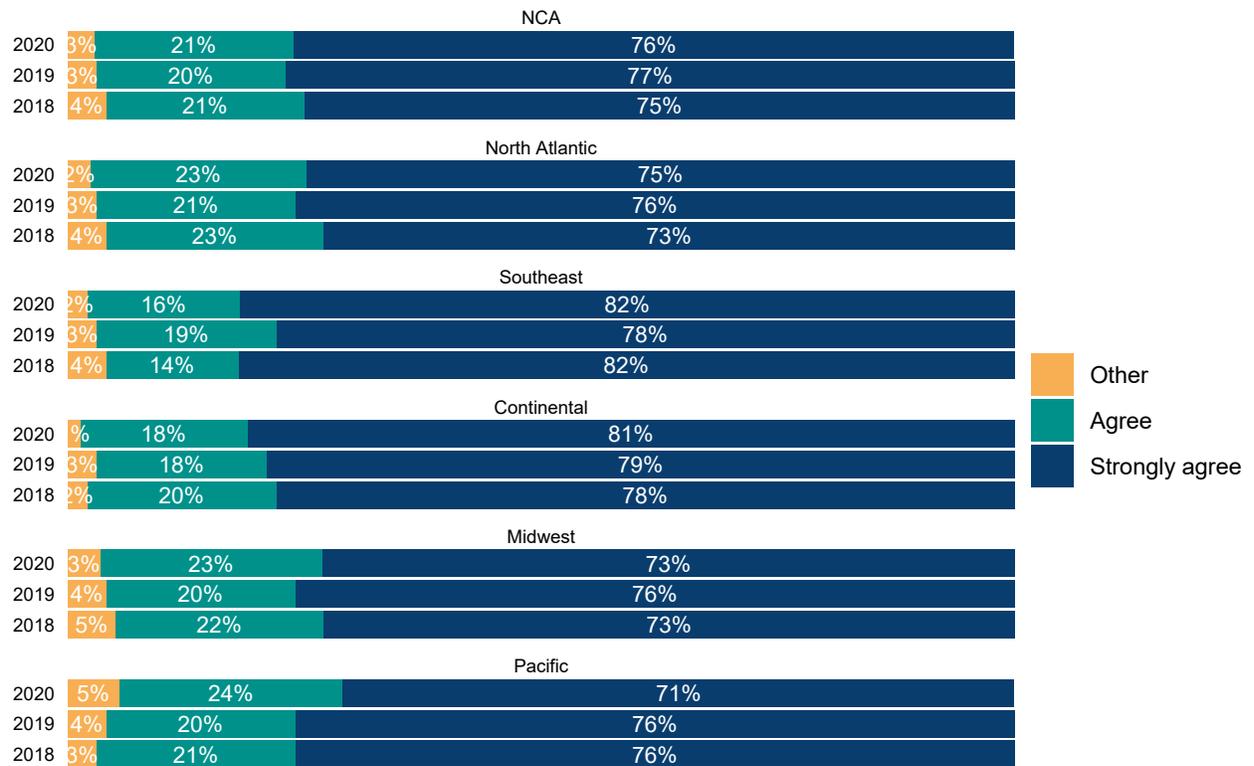
**QUESTION 45 (NOK)/1.37 (FD): I am willing to rely on VA and the National Cemetery Administration to meet the burial needs of Veterans in the future.**

**NEXT OF KIN**



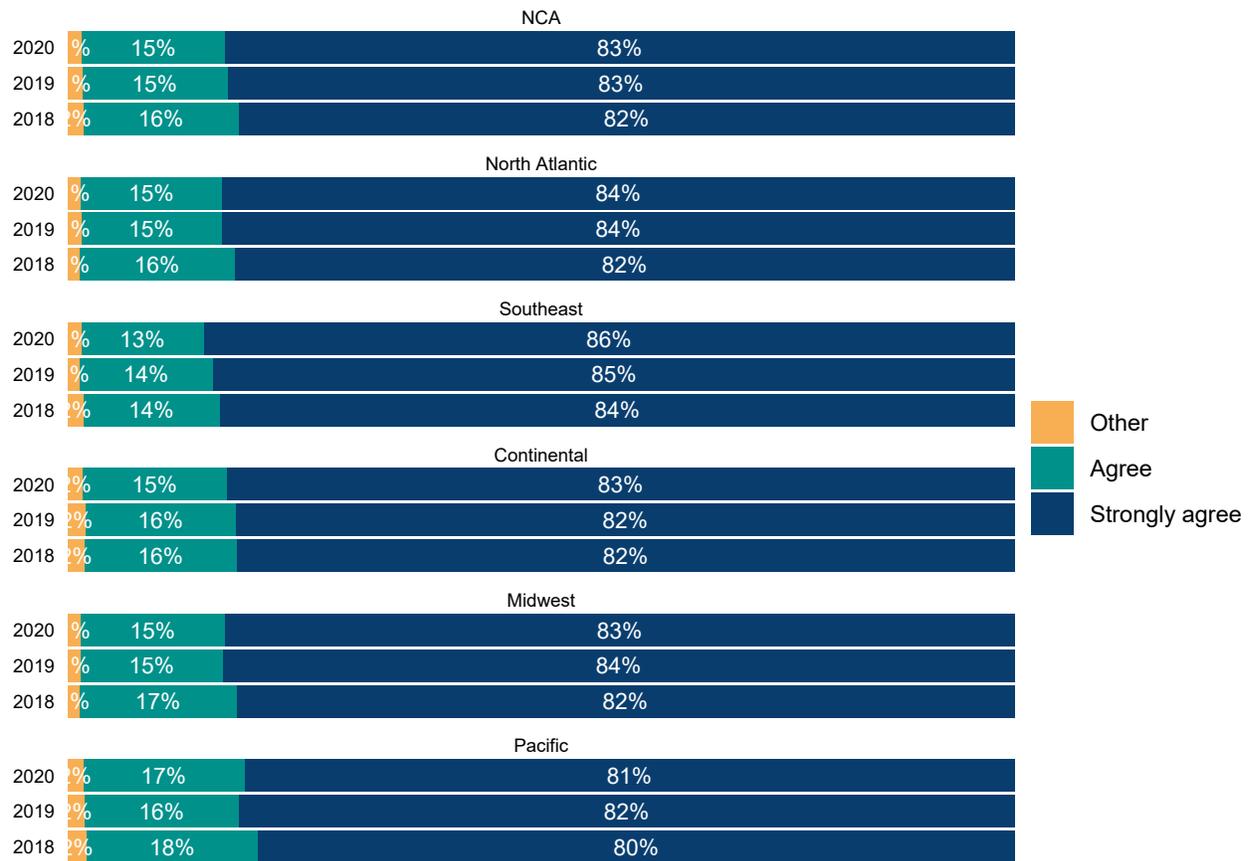
**QUESTION 45 (NOK)/1.37 (FD): I am willing to rely on VA and the National Cemetery Administration to meet the burial needs of Veterans in the future.**

FUNERAL DIRECTORS



**QUESTION 47 (NOK)/1.38 (FD): I am willing to rely on VA and the National Cemetery Administration to maintain national cemeteries as national shrines in the future.**

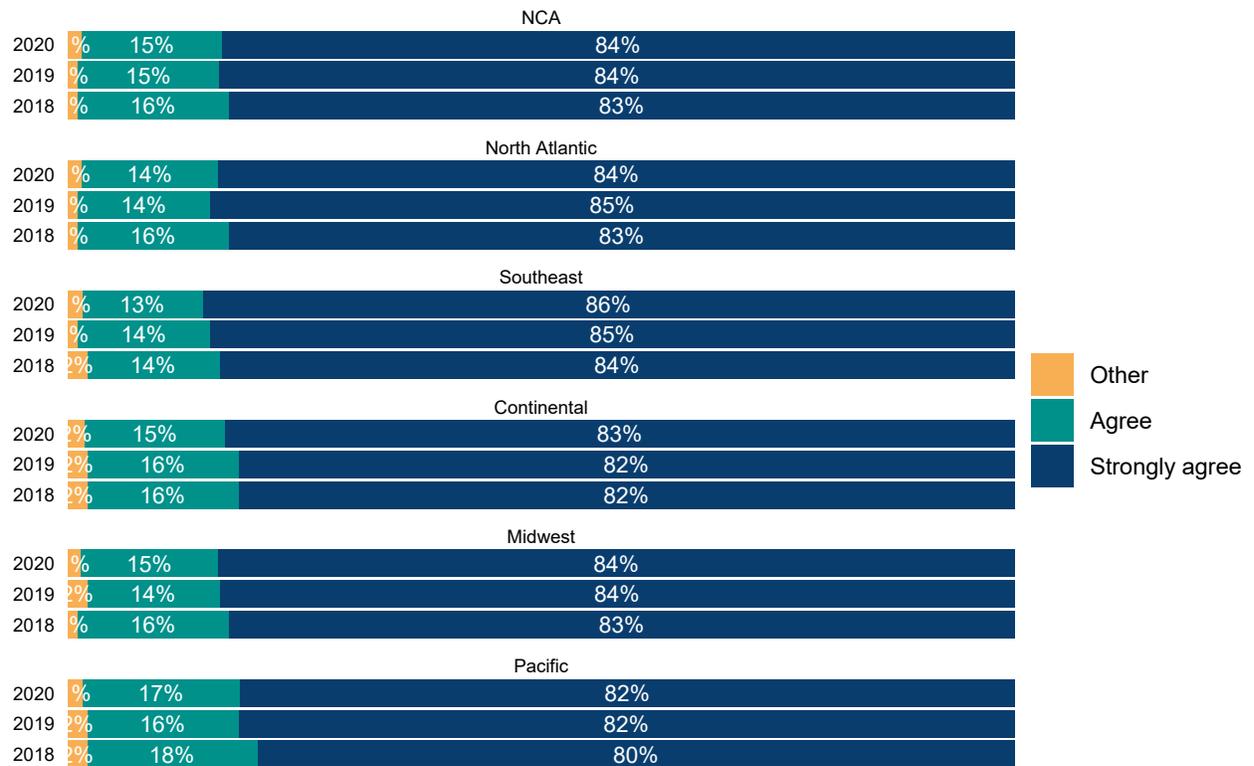
ALL RESPONDENTS



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	25224	26188	19887	4210	4256	3408	5510	5893	4151	3709	3541	3012	5622	5896	4724	5737	6095	4592
Change score	NA	1.2%	0.3%	NA	1.32%	-0.03%	NA	0.7%	1.01%	NA	0.12%	0.99%	NA	1.41%	-0.22%	NA	2.04%	-0.58%
Strongly agree	81.93%	83.13%	83.43%	82.42%	83.74%	83.71%	83.96%	84.66%	85.67%	82.12%	82.24%	83.23%	82.21%	83.62%	83.4%	79.9%	81.94%	81.36%
Agree	16.48%	15.38%	15.12%	16.37%	14.9%	14.96%	14.45%	14.19%	12.94%	16.12%	15.93%	15.21%	16.56%	15.04%	15.24%	18.15%	16.31%	17.03%
Neither agree nor disagree	1.4%	1.28%	1.36%	1.05%	1.25%	1.23%	1.47%	1.07%	1.25%	1.54%	1.38%	1.49%	1.1%	1.14%	1.25%	1.66%	1.49%	1.59%
Disagree	0.1%	0.13%	0.04%	0.07%	0.07%	0.03%	0.04%	0.07%	0.05%	0.08%	0.28%	0.07%	0.11%	0.15%	0.06%	0.19%	0.1%	NA
Strongly disagree	0.08%	0.08%	0.05%	0.1%	0.05%	0.06%	0.09%	0.02%	0.1%	0.13%	0.17%	NA	0.02%	0.05%	0.04%	0.1%	0.16%	0.02%

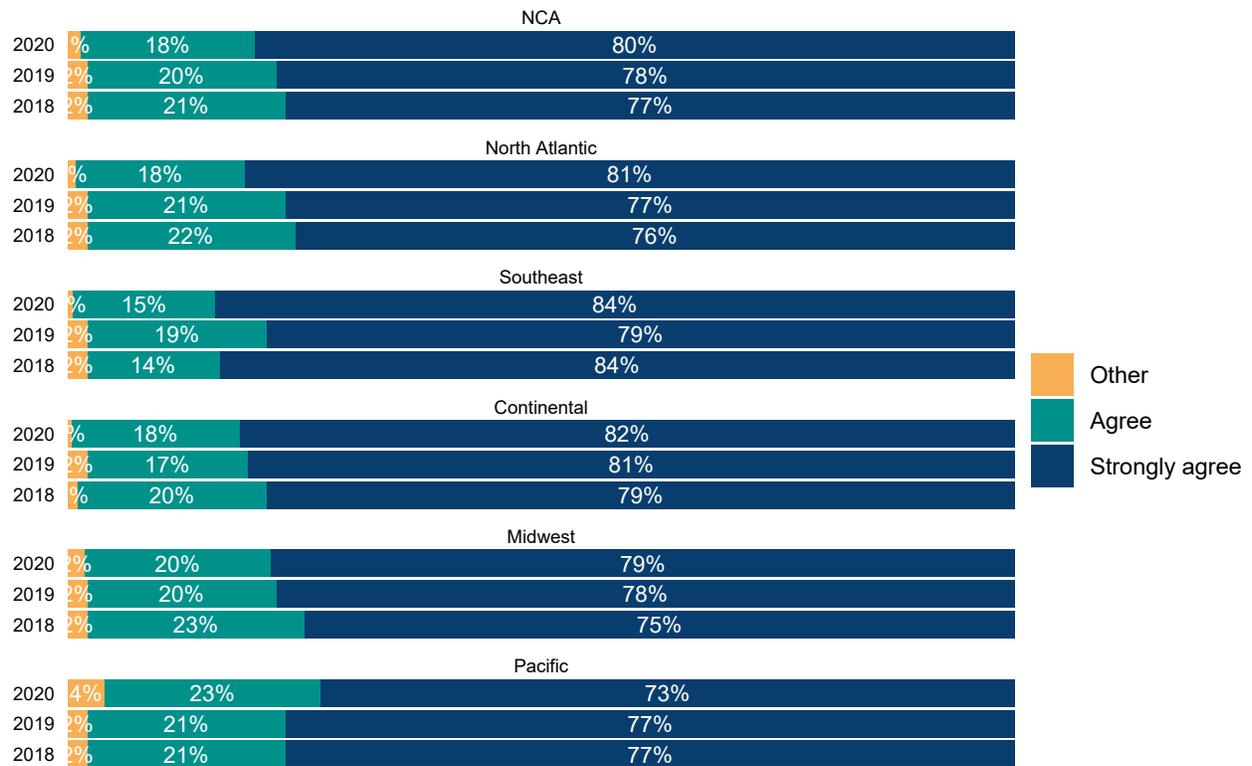
**QUESTION 47 (NOK)/1.38 (FD): I am willing to rely on VA and the National Cemetery Administration to maintain national cemeteries as national shrines in the future.**

NEXT OF KIN



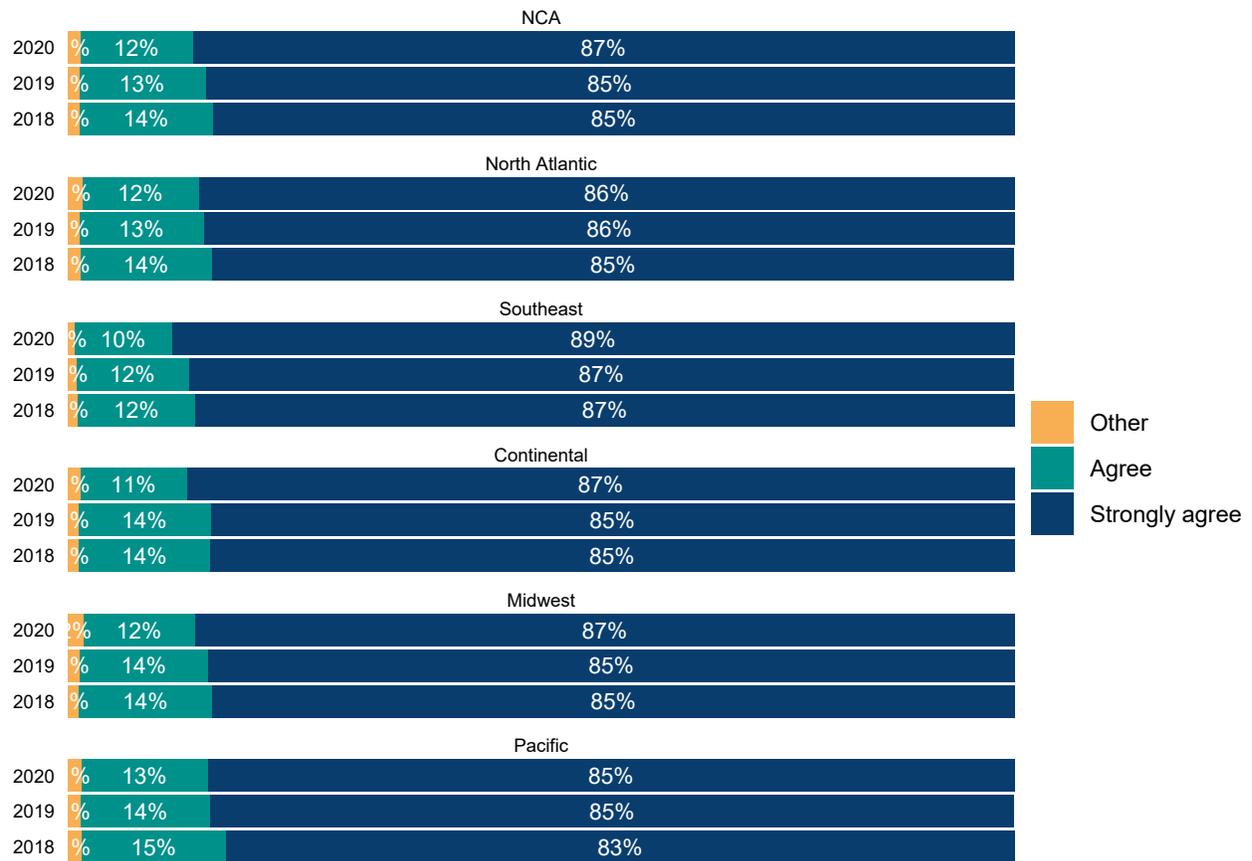
**QUESTION 47 (NOK)/1.38 (FD): I am willing to rely on VA and the National Cemetery Administration to maintain national cemeteries as national shrines in the future.**

FUNERAL DIRECTORS



## QUESTION 45 (NOK)/1.36 (FD): I would recommend the cemetery to Veteran families during their time of need.

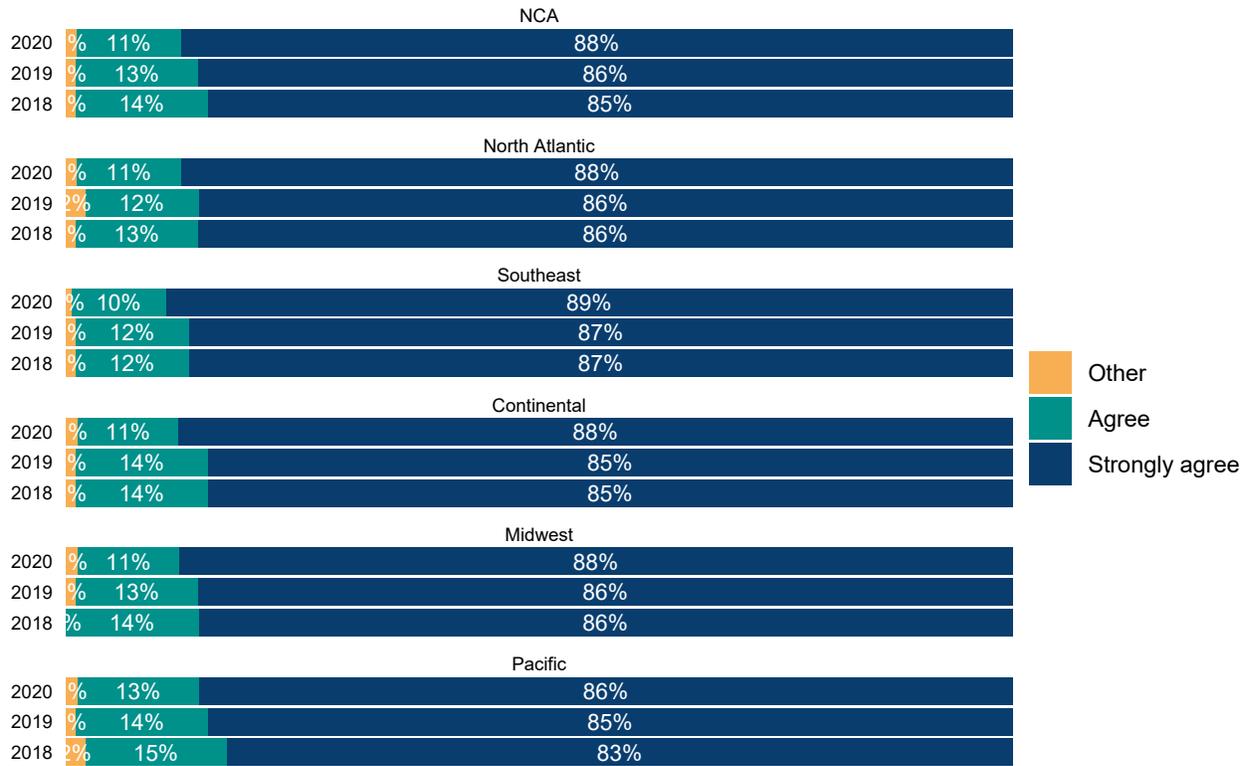
PERFORMANCE TARGET 99% ALL RESPONDENTS



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	25369	26359	20619	4239	4285	3520	5552	5919	4307	3711	3560	3110	5653	5935	4907	5780	6150	4775
Change score	NA	0.78%	1.34%	NA	0.84%	0.54%	NA	0.65%	1.79%	NA	-0.02%	2.46%	NA	0.44%	1.42%	NA	1.72%	0.19%
Strongly agree	84.71%	85.49%	86.83%	84.78%	85.62%	86.16%	86.58%	87.23%	89.02%	84.99%	84.97%	87.43%	84.73%	85.17%	86.59%	83.3%	85.02%	85.21%
Agree	14.04%	13.35%	11.88%	13.89%	13.21%	12.36%	12.39%	11.91%	10.33%	13.85%	13.88%	11.29%	14.17%	13.65%	11.78%	15.24%	13.61%	13.4%
Neither agree nor disagree	1.04%	0.94%	1.14%	1.13%	1.05%	1.42%	0.81%	0.74%	0.56%	0.89%	0.84%	1.16%	1.01%	0.99%	1.47%	1.19%	1.02%	1.13%
Disagree	0.11%	0.11%	0.09%	0.09%	0.05%	0.06%	0.13%	0.08%	0.05%	0.13%	0.17%	0.13%	0.04%	0.05%	0.1%	0.14%	0.18%	0.1%
Strongly disagree	0.1%	0.11%	0.06%	0.09%	0.07%	NA	0.09%	0.03%	0.05%	0.13%	0.14%	NA	0.05%	0.13%	0.06%	0.12%	0.16%	0.15%

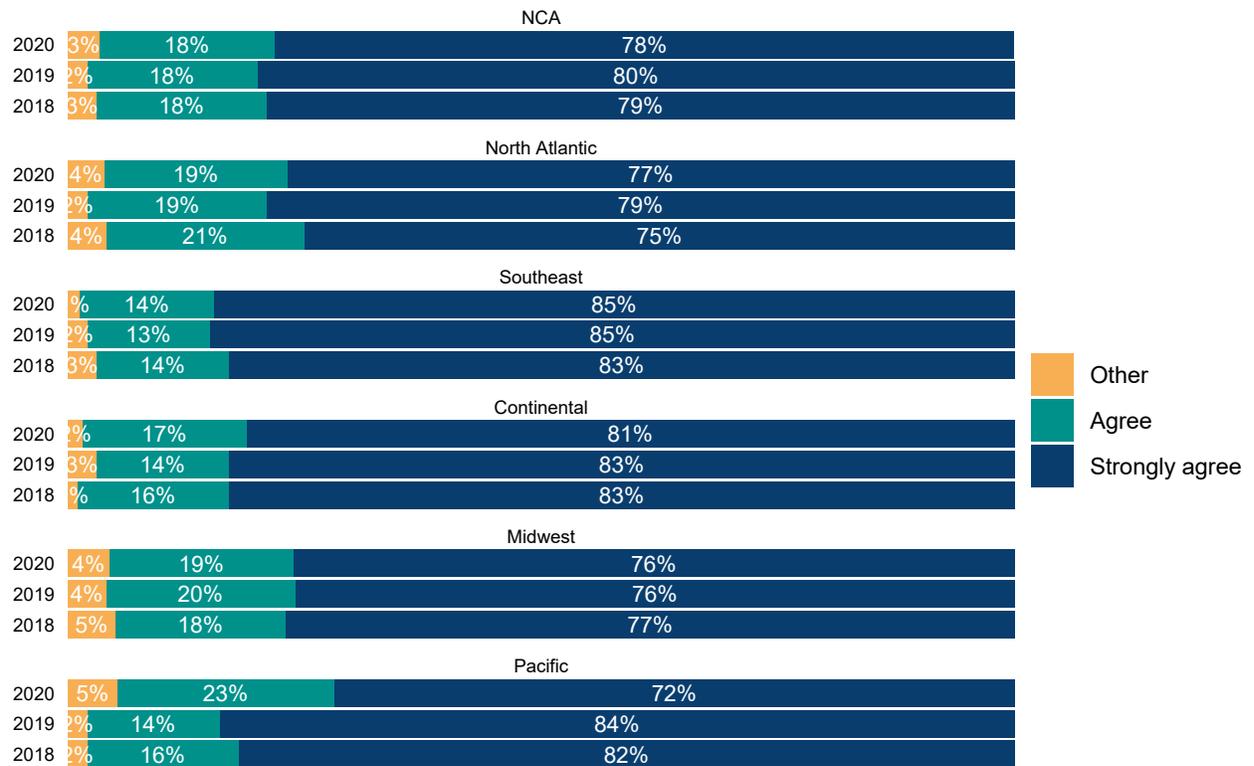
**QUESTION 45 (NOK)/1.36 (FD): I would recommend the cemetery to Veteran families during their time of need.**

NEXT OF KIN



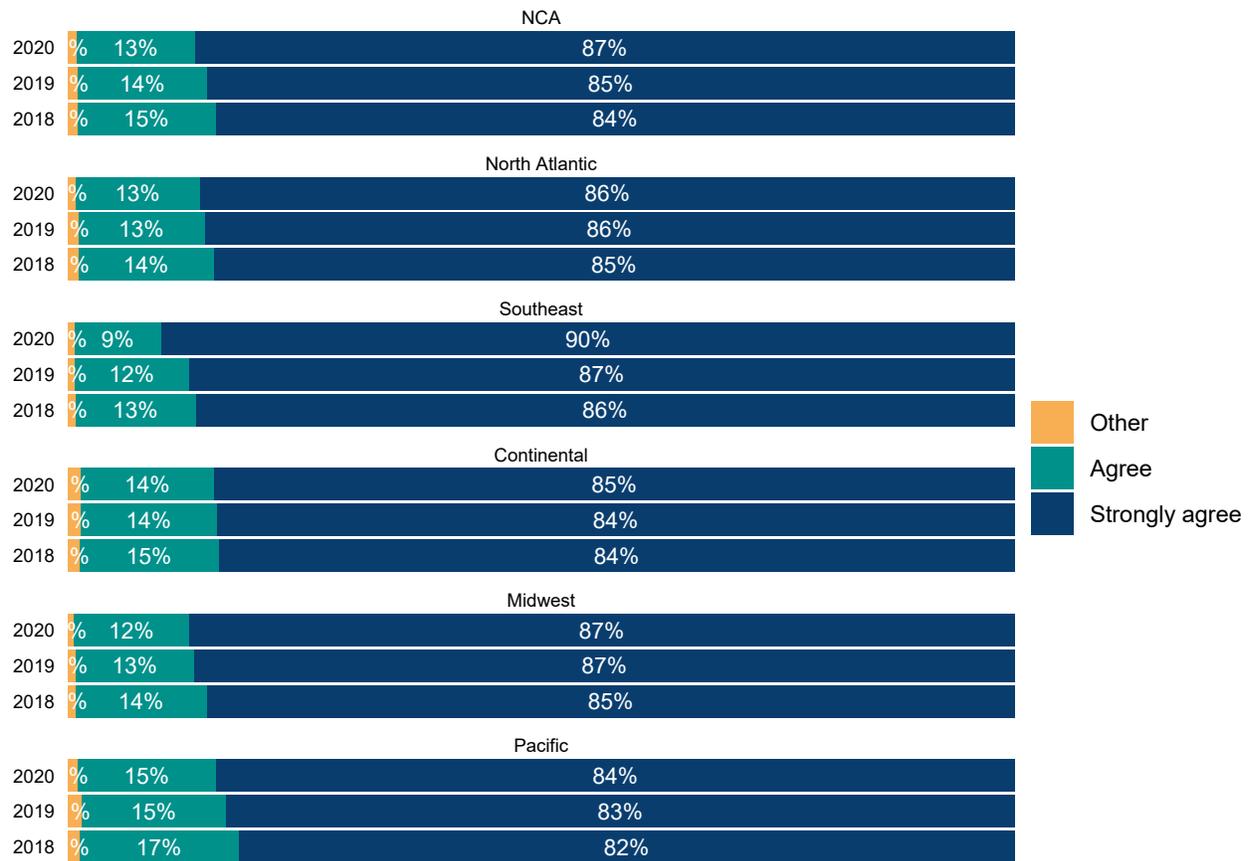
**QUESTION 45 (NOK)/1.36 (FD): I would recommend the cemetery to Veteran families during their time of need.**

FUNERAL DIRECTORS



**QUESTION 43 (NOK) / 1.34 (FD): The overall appearance of the national cemetery is excellent.**

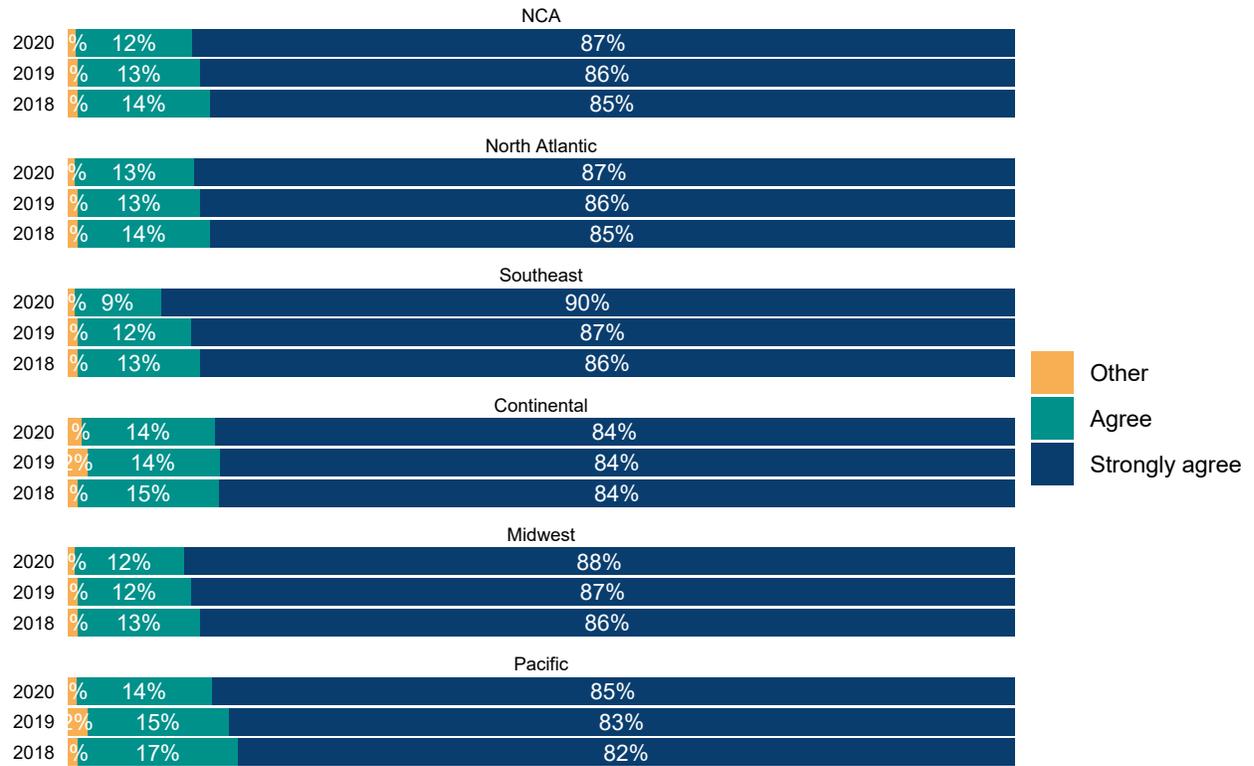
PERFORMANCE TARGET 99% ALL RESPONDENTS



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	25170	26125	20451	4208	4243	3473	5503	5867	4278	3690	3532	3093	5619	5887	4888	5716	6085	4719
Change score	NA	0.93%	1.21%	NA	0.95%	0.44%	NA	0.68%	2.93%	NA	0.25%	0.26%	NA	1.33%	0.56%	NA	1.34%	1.07%
Strongly agree	84.41%	85.34%	86.55%	84.65%	85.6%	86.04%	86.5%	87.18%	90.11%	84.04%	84.29%	84.55%	85.32%	86.65%	87.21%	81.93%	83.27%	84.34%
Agree	14.59%	13.62%	12.6%	14.21%	13.25%	13.22%	12.76%	12.14%	9.21%	14.77%	14.35%	14.13%	13.92%	12.55%	12.15%	16.9%	15.33%	14.69%
Neither agree nor disagree	0.76%	0.85%	0.67%	0.81%	0.99%	0.75%	0.53%	0.53%	0.54%	0.89%	1.02%	0.81%	0.68%	0.68%	0.53%	0.87%	1.13%	0.78%
Disagree	0.16%	0.14%	0.12%	0.29%	0.16%	NA	0.11%	0.12%	0.07%	0.19%	0.2%	0.45%	0.04%	0.07%	0.04%	0.23%	0.16%	0.11%
Strongly disagree	0.08%	0.06%	0.06%	0.05%	0%	NA	0.11%	0.03%	0.07%	0.11%	0.14%	0.06%	0.05%	0.05%	0.06%	0.07%	0.1%	0.08%

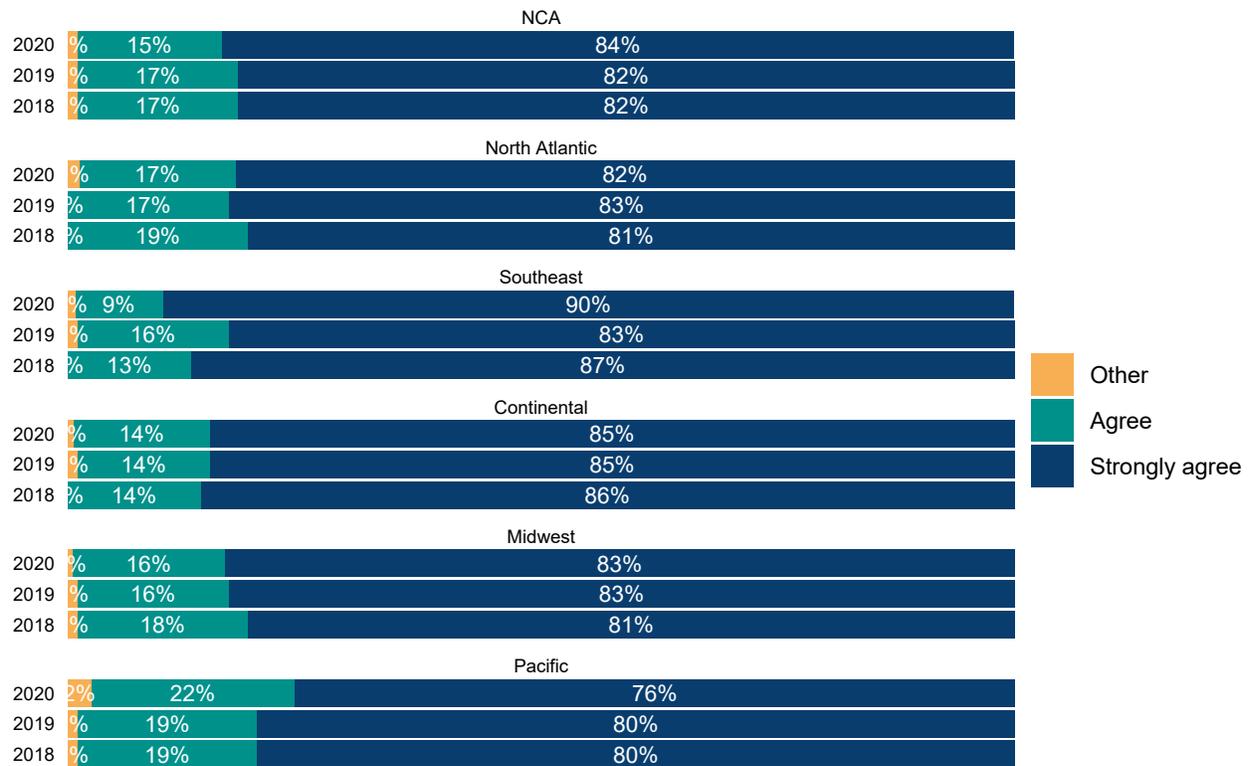
**QUESTION 43 (NOK) / 1.34 (FD): The overall appearance of the national cemetery is excellent.**

**NEXT OF KIN**

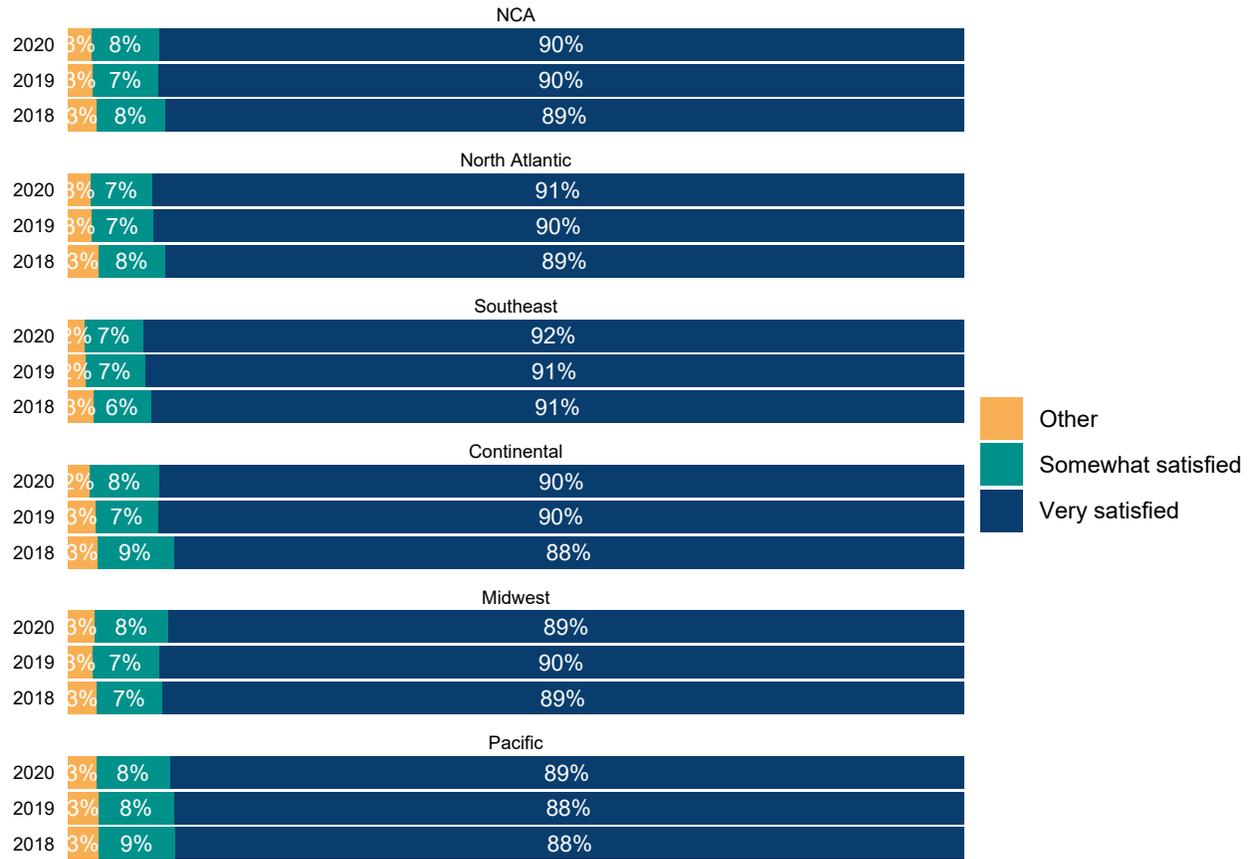


**QUESTION 43 (NOK) / 1.34 (FD): The overall appearance of the national cemetery is excellent.**

**FUNERAL DIRECTORS**



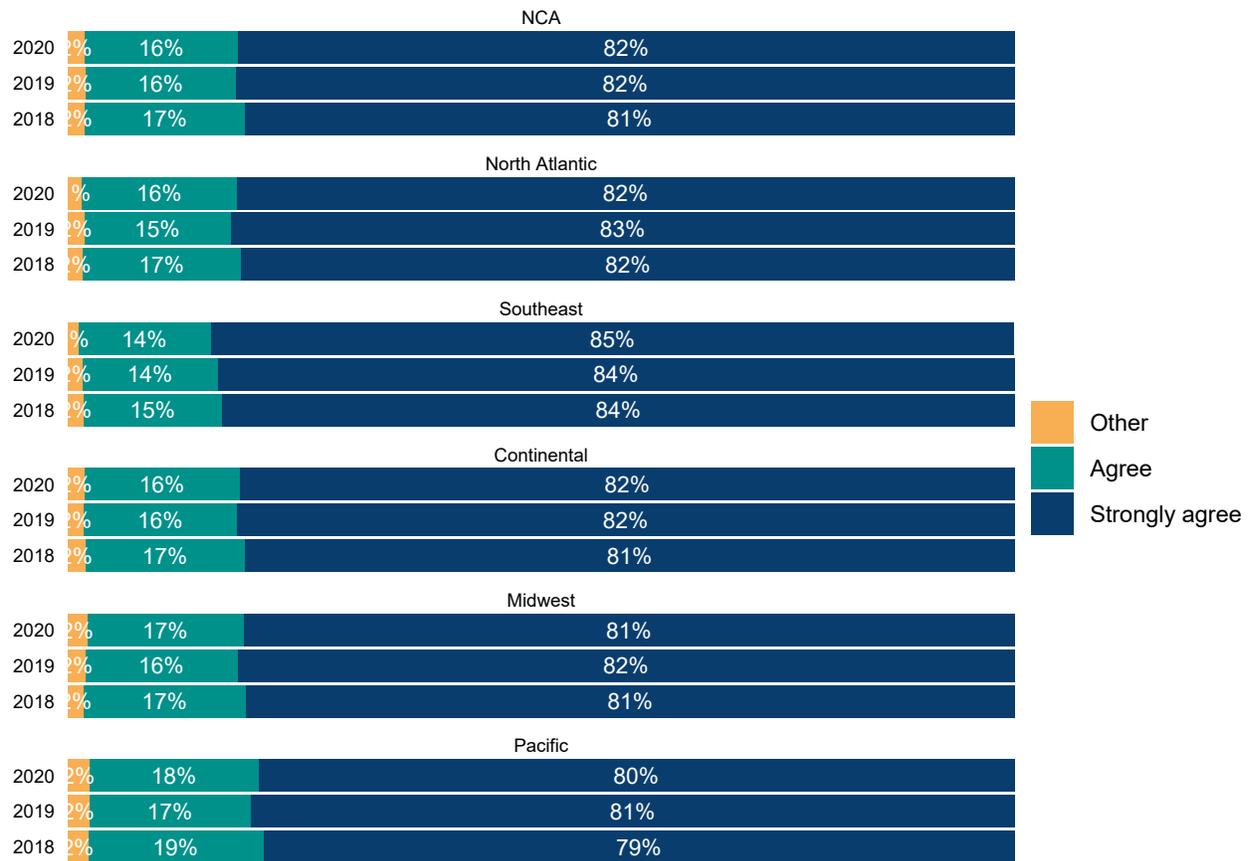
**QUESTION 8 (NOK): Overall, how satisfied were you with the information you were provided throughout your experiences with the national cemetery?**



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	22541	23719	18132	3704	3765	2938	5071	5489	3822	3343	3224	2736	4970	5283	4224	5453	5958	4412
Change score	NA	0.77%	-0.12%	NA	1.37%	0.15%	NA	0.71%	0.18%	NA	1.71%	-0.12%	NA	0.37%	-1.05%	NA	0.23%	0.4%
Very satisfied	89.14%	89.91%	89.79%	89.09%	90.46%	90.61%	90.71%	91.42%	91.6%	88.21%	89.92%	89.8%	89.48%	89.85%	88.8%	87.99%	88.22%	88.62%
Somewhat satisfied	7.66%	7.34%	7.57%	7.51%	6.91%	6.84%	6.47%	6.67%	6.51%	8.56%	7.01%	7.79%	7.32%	7.44%	8.21%	8.64%	8.34%	8.23%
Neither satisfied nor dissatisfied	2.23%	1.67%	1.77%	2.56%	1.73%	1.8%	2.01%	0.93%	1.36%	2.03%	2.17%	1.5%	2.25%	1.68%	1.92%	2.29%	2.03%	2.13%
Somewhat dissatisfied	0.63%	0.62%	0.6%	0.51%	0.48%	0.61%	0.41%	0.56%	0.39%	0.99%	0.56%	0.62%	0.56%	0.64%	0.69%	0.77%	0.77%	0.68%
Very dissatisfied	0.33%	0.46%	0.26%	0.32%	0.42%	0.14%	0.39%	0.42%	0.13%	0.21%	0.34%	0.29%	0.38%	0.38%	0.38%	0.31%	0.64%	0.34%

**QUESTION 44 (NOK)/1.35 (FD): Overall, I am satisfied with my experience at the national cemetery.**

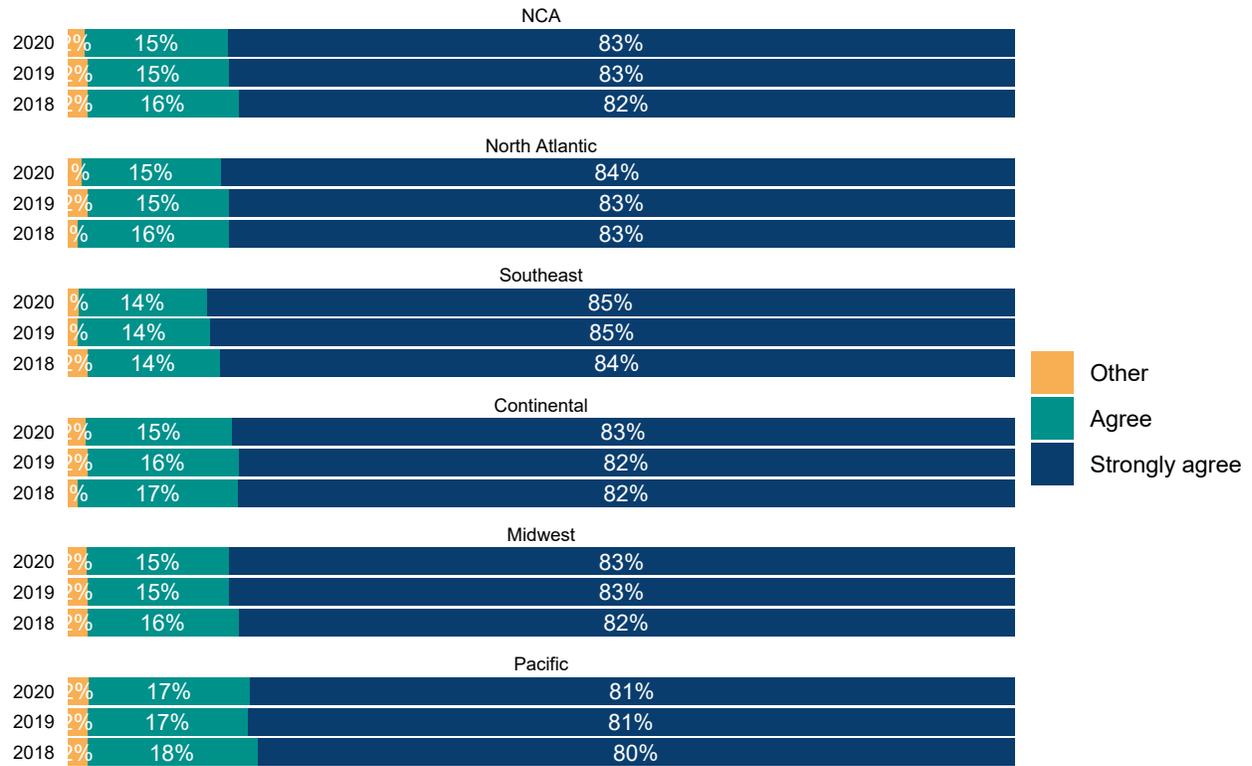
ALL RESPONDENTS



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	25316	26288	20398	4233	4269	3488	5535	5894	4254	3706	3558	3074	5645	5926	4862	5762	6128	4720
Change score	NA	0.89%	-0.2%	NA	1.12%	-0.64%	NA	0.49%	0.74%	NA	0.79%	-0.27%	NA	0.92%	-0.64%	NA	1.36%	-0.79%
Strongly agree	81.32%	82.21%	82.01%	81.69%	82.81%	82.17%	83.7%	84.19%	84.93%	81.33%	82.12%	81.85%	81.19%	82.11%	81.47%	79.35%	80.71%	79.92%
Agree	16.91%	15.97%	16.25%	16.8%	15.46%	16.37%	14.67%	14.27%	14.01%	16.86%	16.22%	16.43%	17.17%	16.03%	16.52%	18.54%	17.05%	17.8%
Neither agree nor disagree	1.13%	1.22%	1.15%	0.87%	1.22%	0.92%	0.99%	1.02%	0.75%	1.11%	1.04%	1.11%	1.15%	1.27%	1.3%	1.35%	1.5%	1.57%
Disagree	0.4%	0.34%	0.47%	0.43%	0.35%	0.49%	0.45%	0.34%	0.19%	0.4%	0.22%	0.55%	0.3%	0.37%	0.53%	0.43%	0.38%	0.57%
Strongly disagree	0.24%	0.26%	0.12%	0.21%	0.16%	0.06%	0.18%	0.19%	0.12%	0.3%	0.39%	0.07%	0.19%	0.22%	0.19%	0.33%	0.36%	0.15%

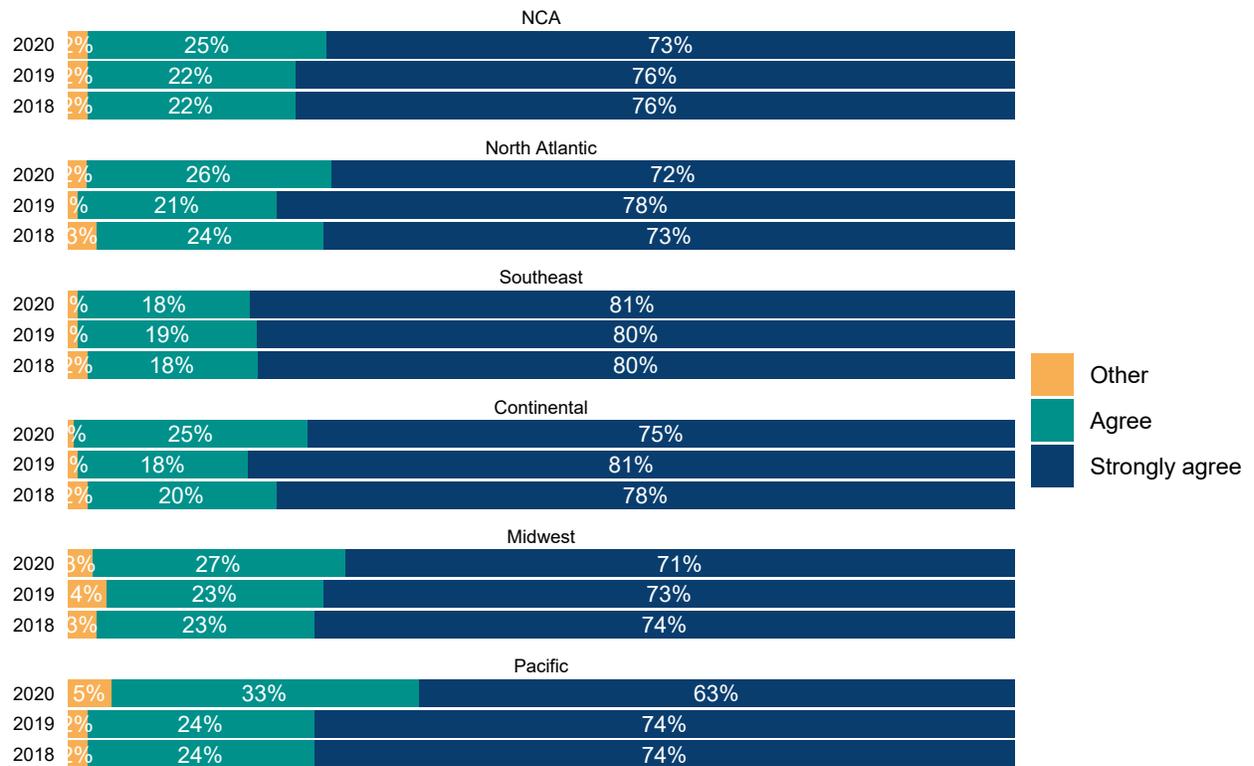
**QUESTION 44 (NOK)/1.35 (FD): Overall, I am satisfied with my experience at the national cemetery.**

NEXT OF KIN



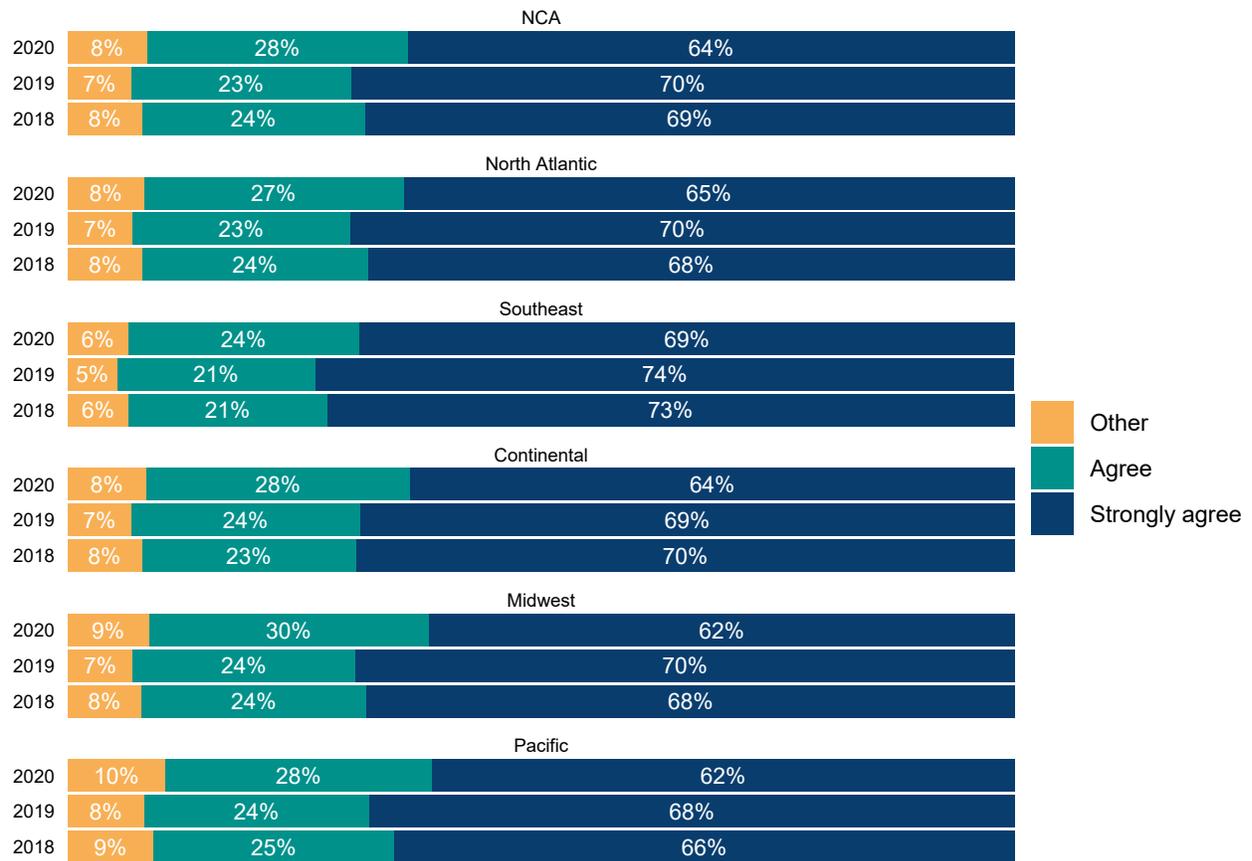
**QUESTION 44 (NOK)/1.35 (FD): Overall, I am satisfied with my experience at the national cemetery.**

FUNERAL DIRECTORS



**QUESTION 48 (NOK)/1.39 (FD): My experiences with the national cemetery exceeded my expectations.**

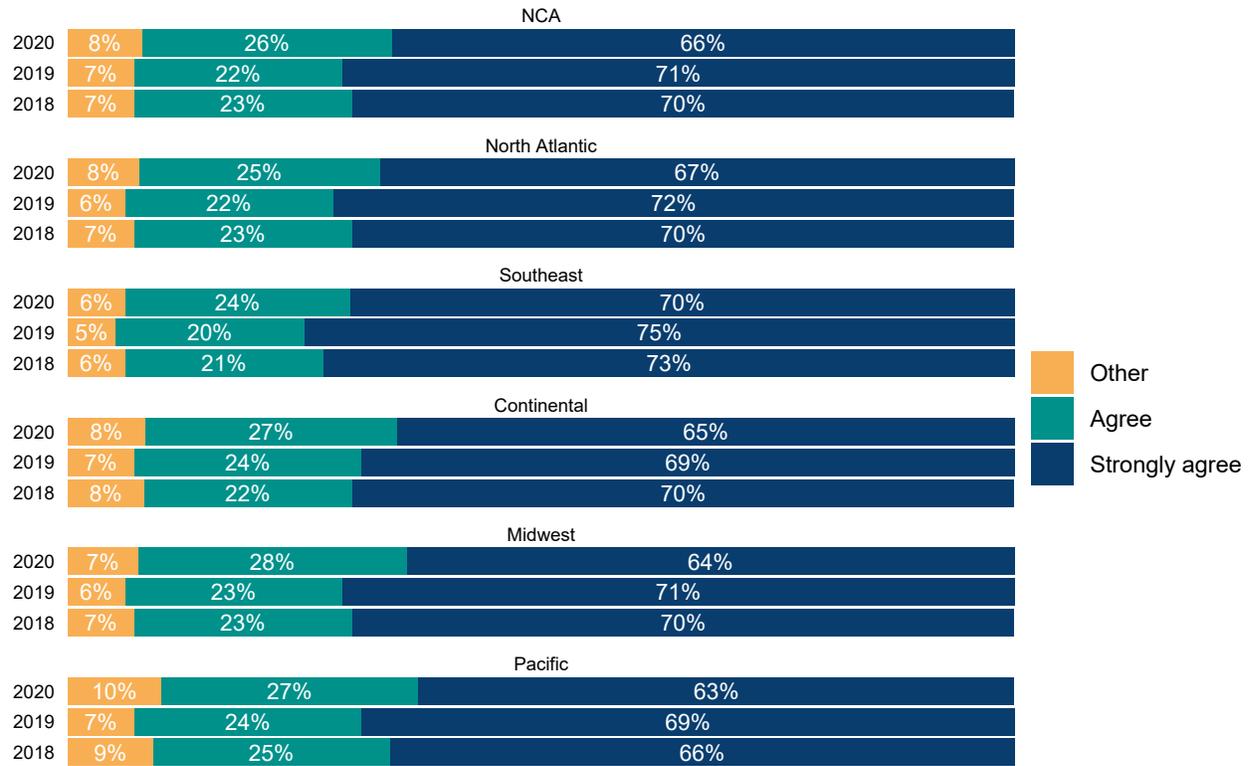
ALL RESPONDENTS



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	25281	26295	20077	4237	4273	3424	5522	5904	4193	3697	3556	3031	5626	5917	4791	5762	6134	4638
Change score	NA	1.49%	-6.03%	NA	1.9%	-5.64%	NA	1.23%	-4.69%	NA	-0.39%	-5.31%	NA	1.22%	-7.76%	NA	2.61%	-6.62%
Strongly agree	68.62%	70.11%	64.08%	68.28%	70.18%	64.54%	72.65%	73.88%	69.19%	69.54%	69.15%	63.84%	68.43%	69.65%	61.89%	65.57%	68.18%	61.56%
Agree	23.54%	23.18%	27.58%	23.86%	22.98%	27.45%	20.93%	20.95%	24.49%	22.67%	24.16%	27.94%	23.84%	23.54%	29.58%	25.41%	23.82%	28.16%
Neither agree nor disagree	6.7%	5.59%	7.41%	6.73%	6.08%	7.27%	5.41%	4.13%	5.77%	6.65%	5.51%	7.13%	6.68%	5.7%	7.43%	7.71%	6.57%	9.16%
Disagree	0.83%	0.79%	0.76%	0.85%	0.47%	0.61%	0.78%	0.69%	0.43%	0.78%	0.84%	0.89%	0.76%	0.85%	0.94%	0.92%	1.03%	0.91%
Strongly disagree	0.31%	0.33%	0.16%	0.28%	0.28%	0.12%	0.22%	0.34%	0.12%	0.35%	0.34%	0.2%	0.28%	0.27%	0.17%	0.4%	0.41%	0.22%

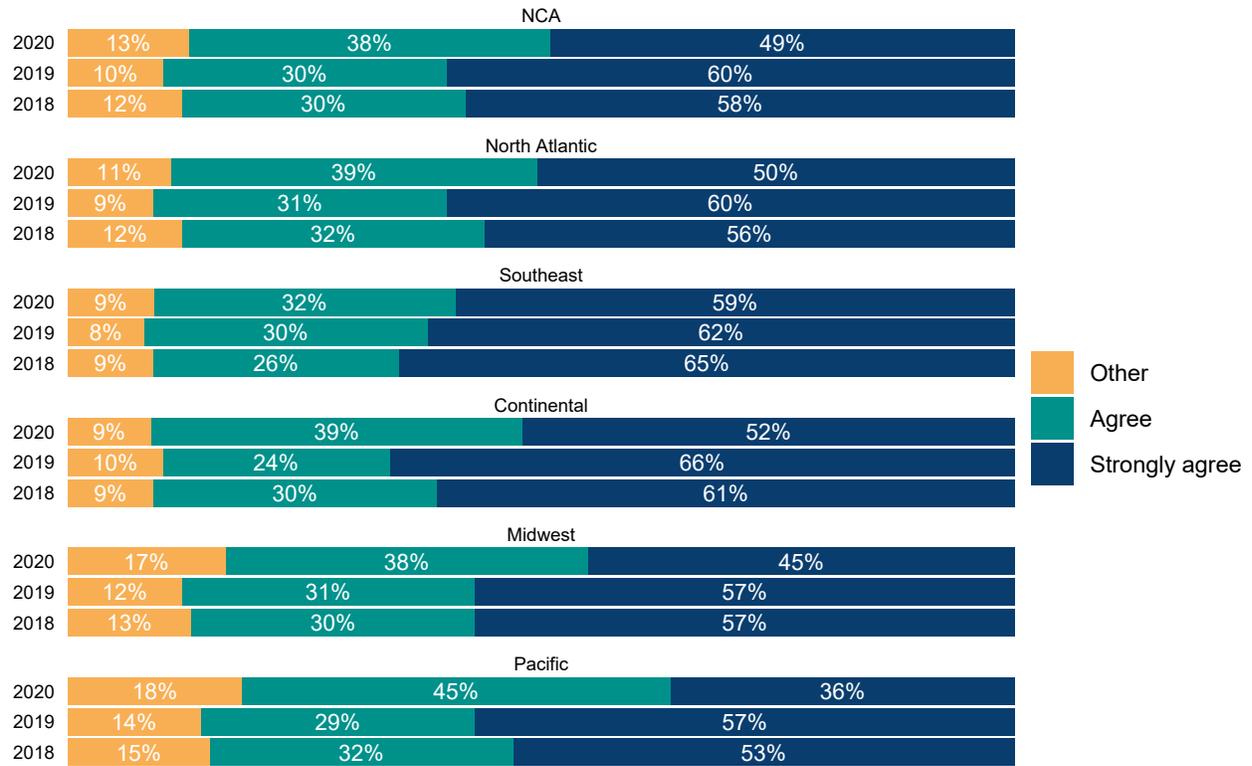
**QUESTION 48 (NOK)/1.39 (FD): My experiences with the national cemetery exceeded my expectations.**

NEXT OF KIN



**QUESTION 48 (NOK)/1.39 (FD): My experiences with the national cemetery exceeded my expectations.**

FUNERAL DIRECTORS

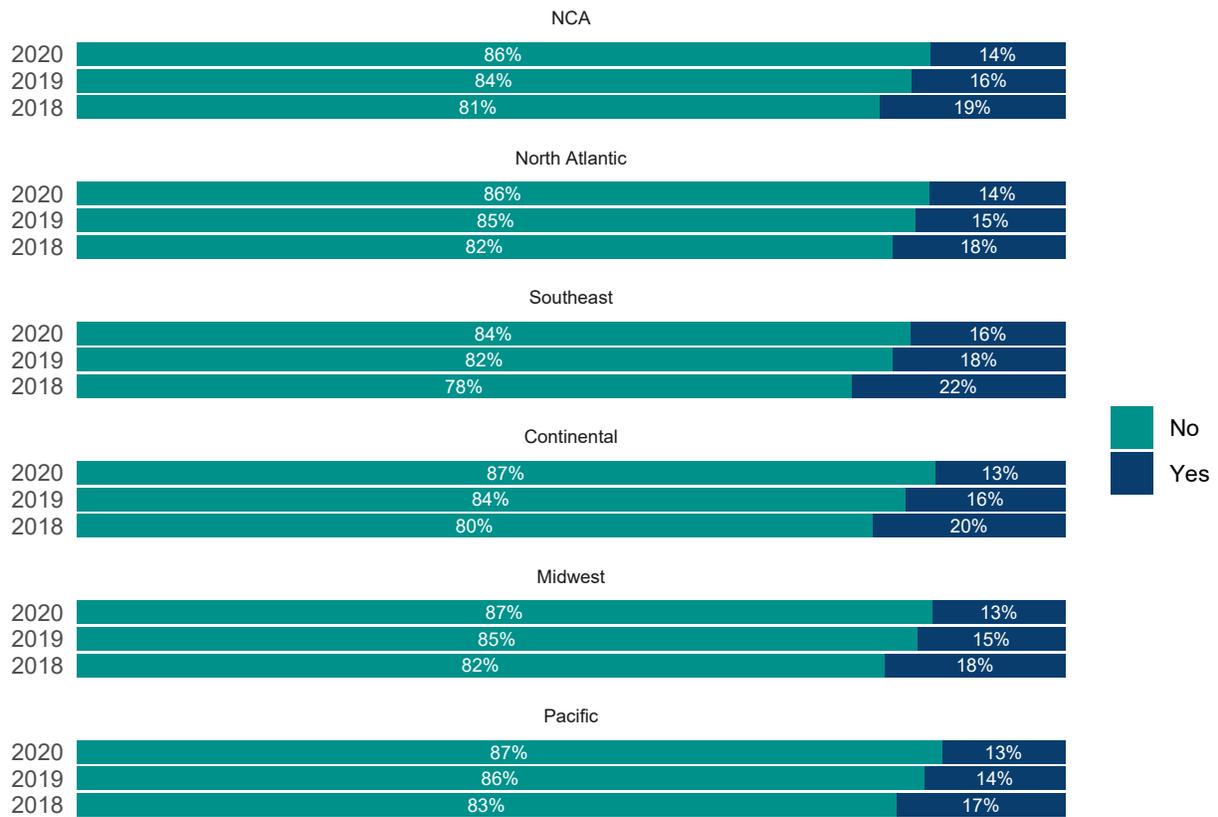


# **STATE OR TRIBAL VETERANS CEMETERIES IN COMPARISON TO NATIONAL CEMETERIES**

## **SECTION DESCRIPTION**

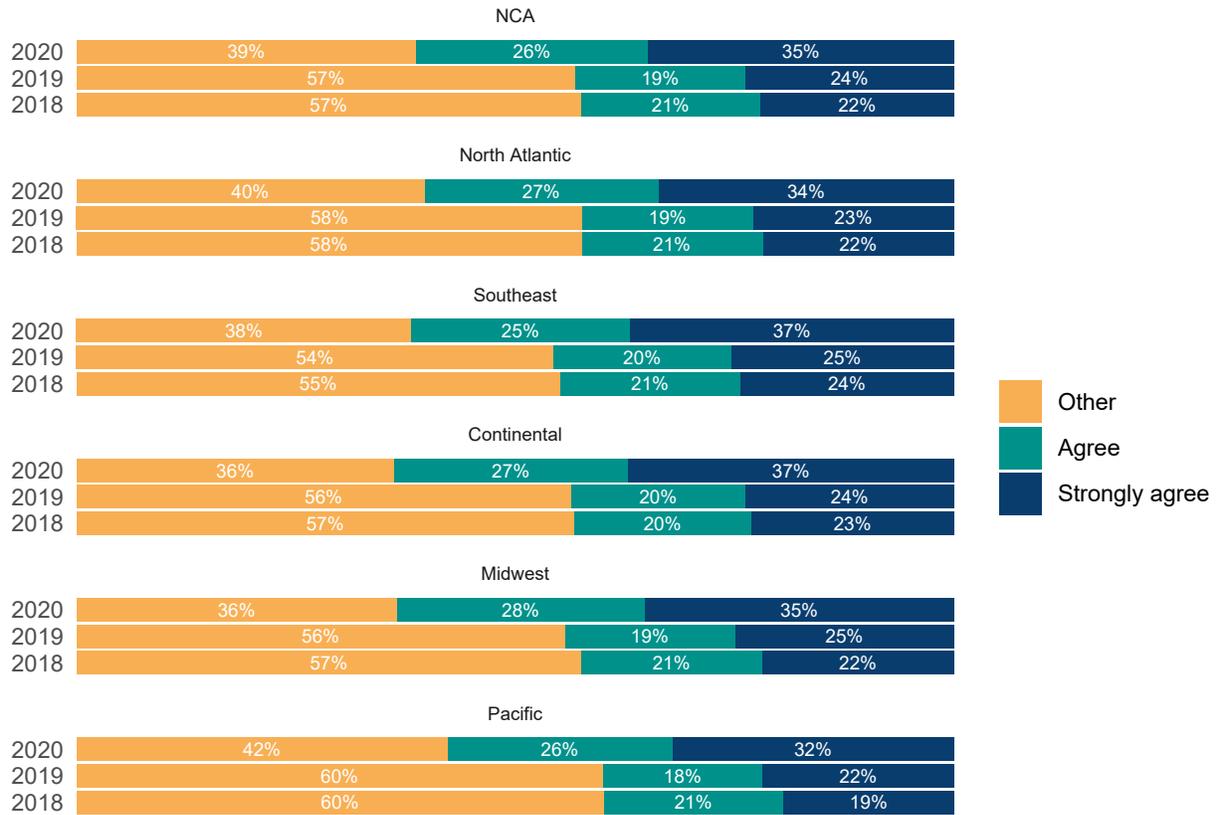
- This section presents survey findings from next of kin about their experience with State or Tribal Veterans Cemeteries in comparison to national cemeteries. Measures of comparisons are provided on appearance, quality of service, and honor to Veterans.
- Respondents were asked whether they have visited a state or tribal veterans cemetery.
- Results presented in this section indicate to what extent a state or tribal cemetery is similar to a national cemetery and how the quality of appearance compares.
- For comparative purposes, data for each District are also presented.

### Question 49 (NOK): Have you visited a State or Tribal Veterans Cemetery?



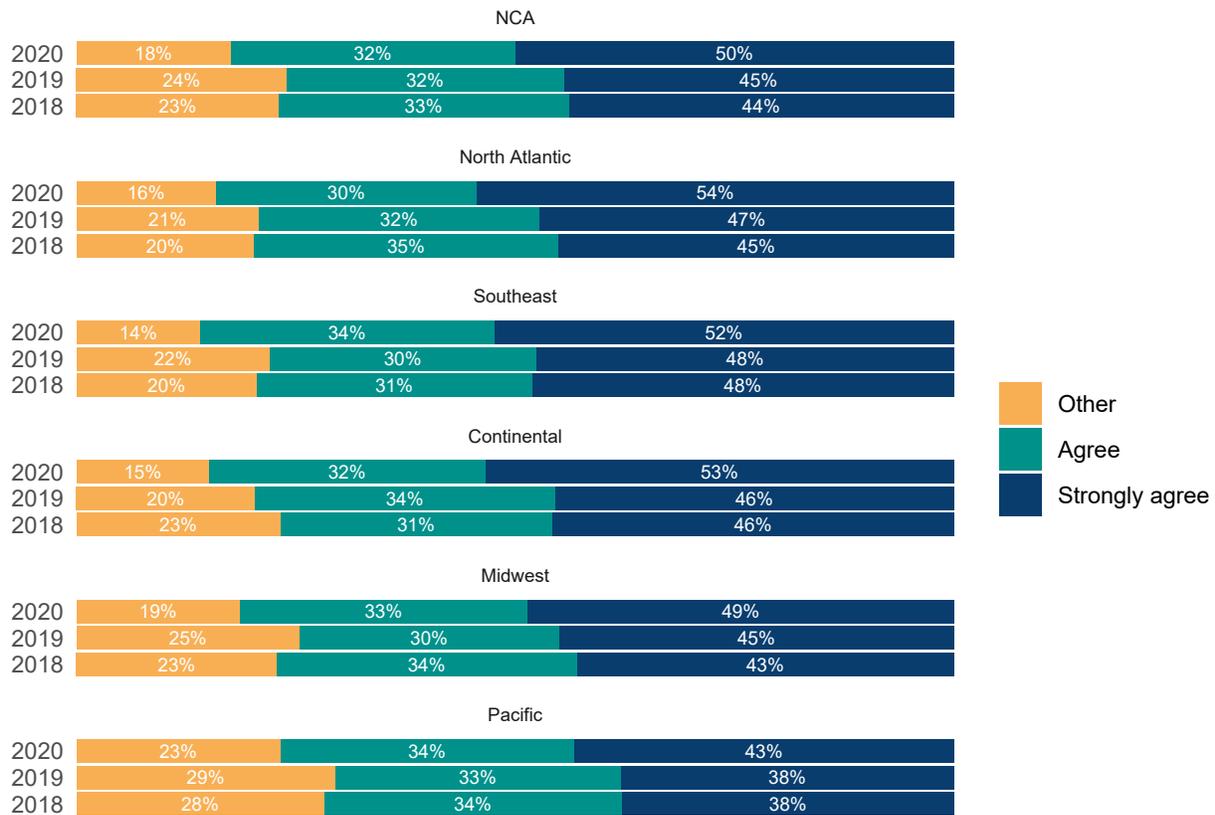
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	20658	23425	17647	3400	3715	2840	4631	5406	3697	3100	3202	2667	4507	5233	4114	5020	5869	4329
Change score	NA	-3.19%	-1.91%	NA	-2.29%	-1.4%	NA	-4.09%	-1.85%	NA	-3.25%	-3.07%	NA	-3.31%	-1.53%	NA	-2.79%	-1.82%
Yes	18.84%	15.65%	13.74%	17.53%	15.24%	13.84%	21.66%	17.57%	15.72%	19.52%	16.27%	13.2%	18.33%	15.02%	13.49%	17.15%	14.36%	12.54%
No	81.16%	84.35%	86.26%	82.47%	84.76%	86.16%	78.34%	82.43%	84.28%	80.48%	83.73%	86.8%	81.67%	84.98%	86.51%	82.85%	85.64%	87.46%

**Question 52 (NOK): The honor of being interred at a State or Tribal Veterans Cemetery is equivalent to that of being interred at a VA national cemetery.**



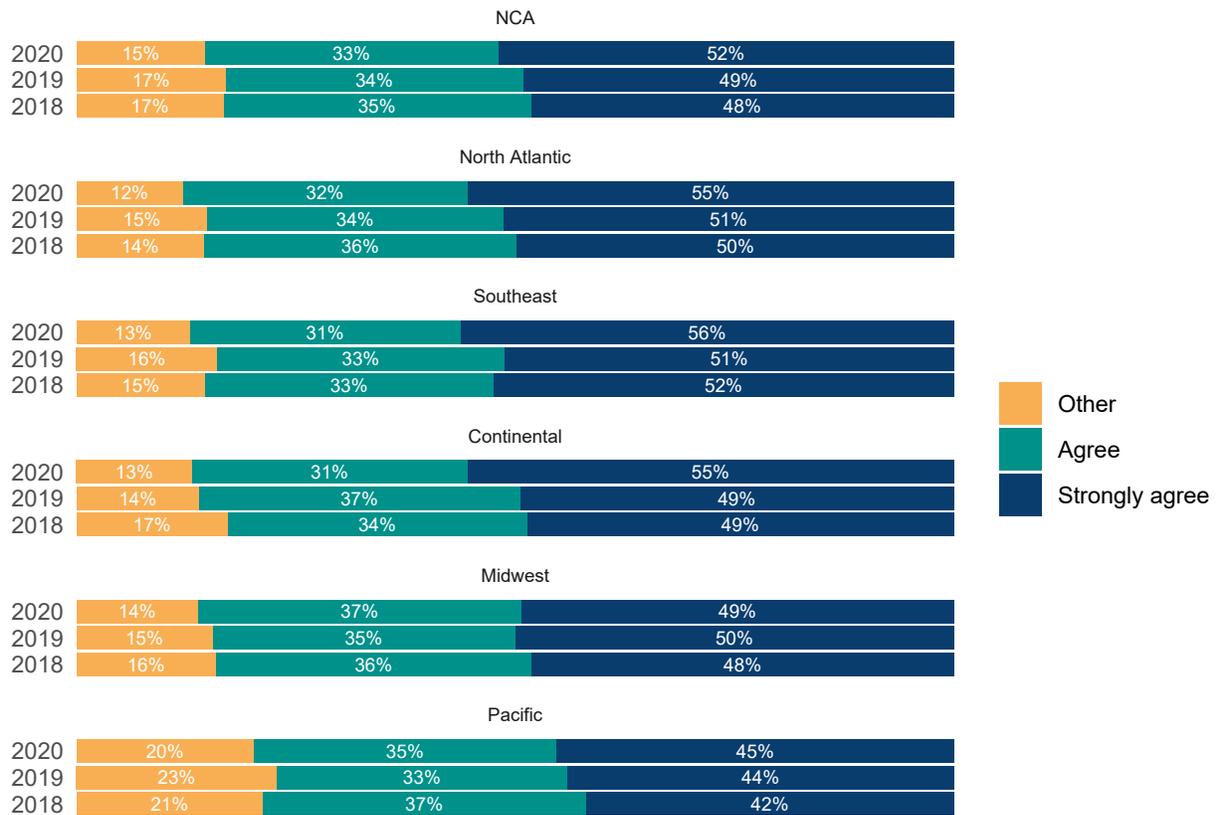
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	18721	21174	8599	3091	3377	1419	4173	4869	1792	2823	2915	1273	4165	4758	2065	4469	5255	2050
Change score	NA	1.76%	11.09%	NA	1.11%	10.77%	NA	1.02%	11.53%	NA	0.64%	13.42%	NA	3.1%	10.28%	NA	2.36%	10.29%
Strongly agree	22.03%	23.79%	34.88%	21.81%	22.92%	33.69%	24.39%	25.41%	36.94%	23.1%	23.74%	37.16%	21.87%	24.97%	35.25%	19.45%	21.81%	32.1%
Agree	20.53%	19.39%	26.47%	20.67%	19.46%	26.71%	20.51%	20.25%	24.94%	20.23%	19.93%	26.71%	20.65%	19.4%	28.28%	20.52%	18.25%	25.66%
Neither agree nor disagree	52.29%	52.3%	32.24%	52.54%	53.04%	31.57%	50.18%	49.99%	31.92%	50.97%	51.66%	30.01%	53.28%	52%	31.19%	54.02%	54.6%	35.41%
Disagree	4.18%	3.57%	5.13%	4.01%	3.7%	6.41%	3.91%	3.41%	4.97%	4.71%	3.7%	5.34%	3.53%	2.92%	4.07%	4.83%	4.13%	5.32%
Strongly disagree	0.97%	0.95%	1.29%	0.97%	0.89%	1.62%	1.01%	0.94%	1.23%	0.99%	0.96%	0.79%	0.67%	0.71%	1.21%	1.19%	1.22%	1.51%

**Question 51 (NOK): Based on your visit, the quality of service at the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.**



Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	3574	3320	1992	546	521	322	923	870	477	548	468	292	772	713	469	785	748	432
Change score	NA	0.59%	5.48%	NA	2.17%	7.13%	NA	-0.51%	4.82%	NA	-0.29%	7.91%	NA	2.01%	3.59%	NA	0.14%	5.32%
Strongly agree	43.93%	44.52%	50%	45.05%	47.22%	54.35%	48.1%	47.59%	52.41%	45.8%	45.51%	53.42%	43.01%	45.02%	48.61%	37.83%	37.97%	43.29%
Agree	33.04%	31.54%	32.48%	34.8%	32.05%	29.81%	31.42%	30.46%	33.54%	31.02%	34.19%	31.51%	34.2%	29.59%	32.84%	34.01%	32.62%	33.56%
Neither agree nor disagree	20.23%	20.78%	15.01%	18.32%	18.23%	13.66%	17.66%	18.39%	12.37%	19.71%	17.74%	13.36%	20.21%	23.42%	15.78%	24.97%	24.73%	19.21%
Disagree	2.32%	2.68%	1.96%	1.83%	2.3%	1.86%	2.06%	2.87%	1.47%	2.92%	2.14%	1.37%	2.2%	1.68%	2.35%	2.68%	4.01%	2.55%
Strongly disagree	0.48%	0.48%	0.55%	0%	0.19%	0.31%	0.76%	0.69%	0.21%	0.55%	0.43%	0.34%	0.39%	0.28%	0.43%	0.51%	0.67%	1.39%

**Question 50 (NOK): Based on your visit, the appearance of the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.**



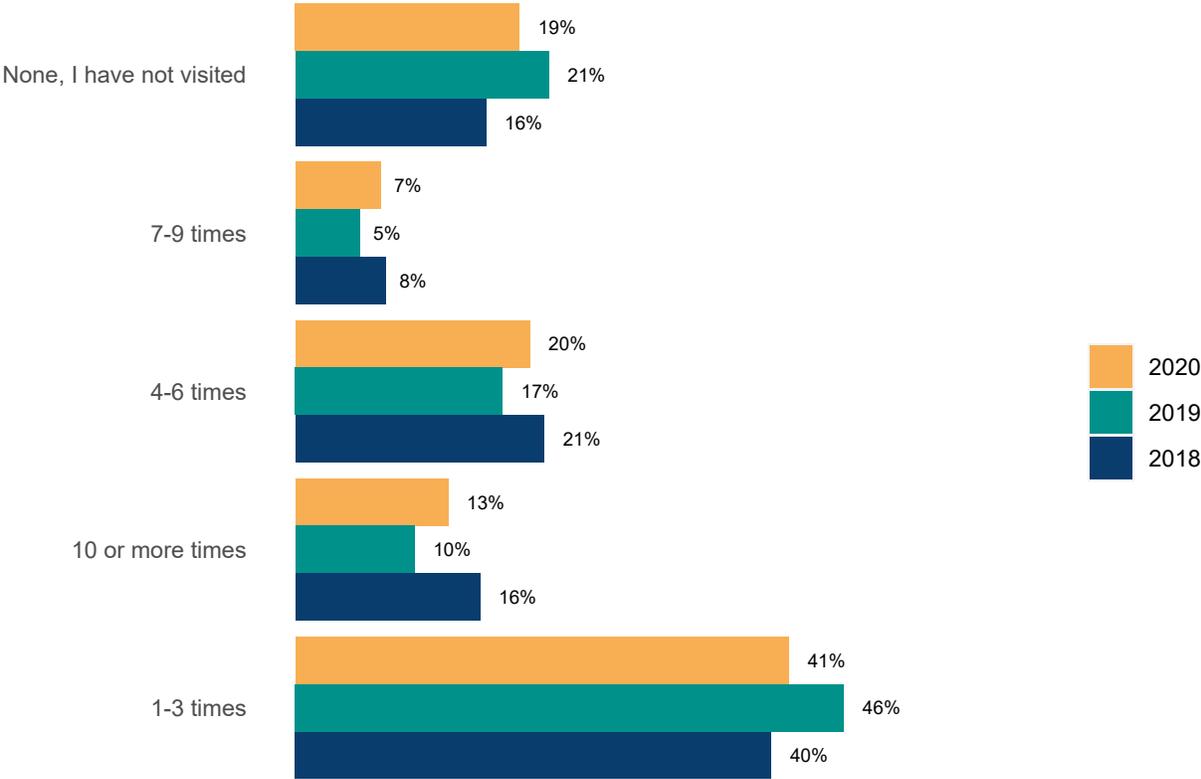
Response	NCA			North Atlantic			Southeast			Continental			Midwest			Pacific		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
n	3742	3475	2163	574	545	348	966	906	512	575	495	319	802	744	507	825	785	477
Change score	NA	0.88%	2.84%	NA	1.55%	4.08%	NA	-1.27%	5.04%	NA	0.79%	6%	NA	1.87%	-0.69%	NA	2.14%	1.2%
Strongly agree	48.24%	49.12%	51.96%	49.83%	51.38%	55.46%	52.48%	51.21%	56.25%	48.7%	49.49%	55.49%	48.13%	50%	49.31%	41.94%	44.08%	45.28%
Agree	35.06%	33.93%	33.43%	35.71%	33.76%	32.47%	32.92%	32.78%	30.86%	34.09%	36.57%	31.35%	36.03%	34.54%	36.88%	36.85%	33.12%	34.59%
Neither agree nor disagree	13.17%	12.81%	11%	12.2%	11.01%	9.77%	11.28%	11.92%	10.35%	12.87%	9.49%	9.4%	12.97%	12.9%	10.26%	16.48%	17.07%	14.47%
Disagree	3.05%	3.6%	3.14%	1.92%	3.67%	2.01%	2.59%	3.42%	2.15%	4%	3.84%	3.13%	2.49%	2.28%	3.16%	4.24%	4.84%	5.03%
Strongly disagree	0.48%	0.55%	0.46%	0.35%	0.18%	0.29%	0.72%	0.66%	0.39%	0.35%	0.61%	0.63%	0.37%	0.27%	0.39%	0.48%	0.89%	0.63%

## **Appendix A: Respondent Characteristics: Next of Kin and Funeral Directors**

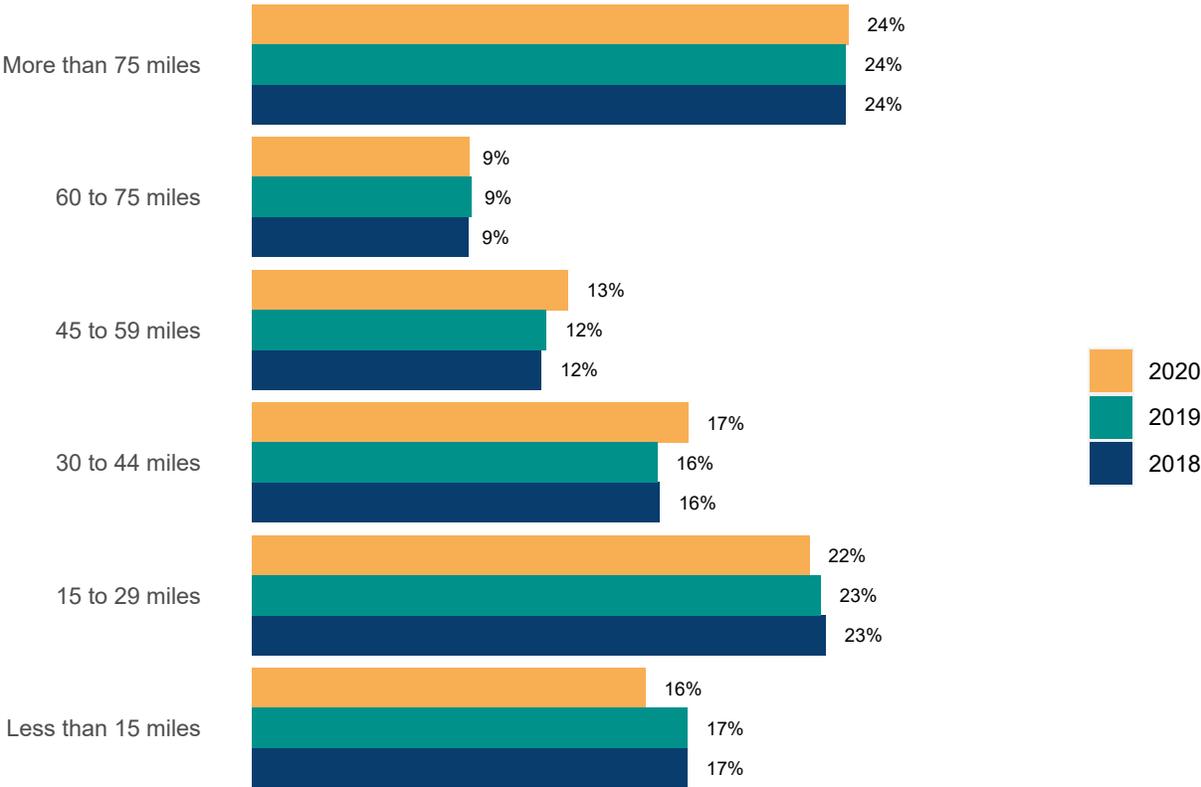
### **SECTION DESCRIPTION**

- This section presents an overview of the characteristics of the survey respondent population.
- Key demographic information is presented for both next of kin and funeral director survey respondents.
- Demographic information is self-reported by the next of kin and funeral directors who completed the survey.
- Question-by-question comparative analyses (Elements of Comparison) are included as well.
- Due to rounding, some percentages may not sum to 100%.
- For comparative purposes, data for each District are also presented.

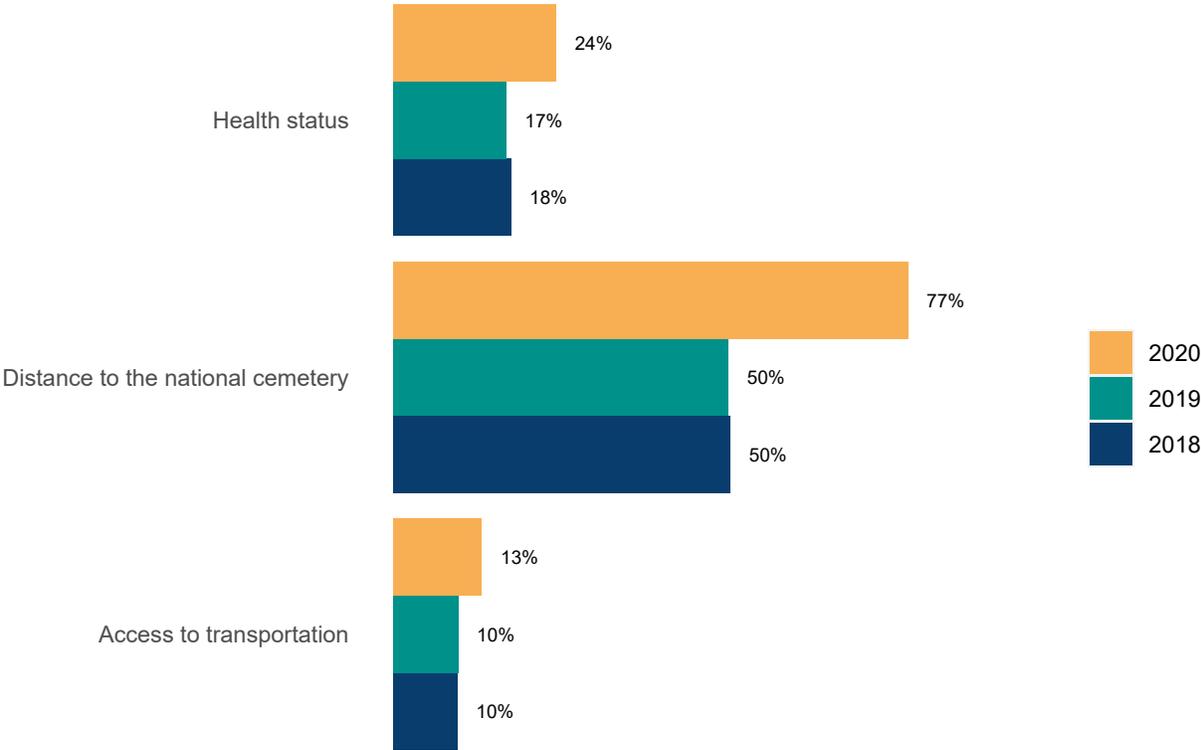
**Question 1 (NOK): Since the committal service, how many times have you visited the national cemetery where your loved one was interred?**



**Question 2 (NOK): How far do you reside from the national cemetery?**



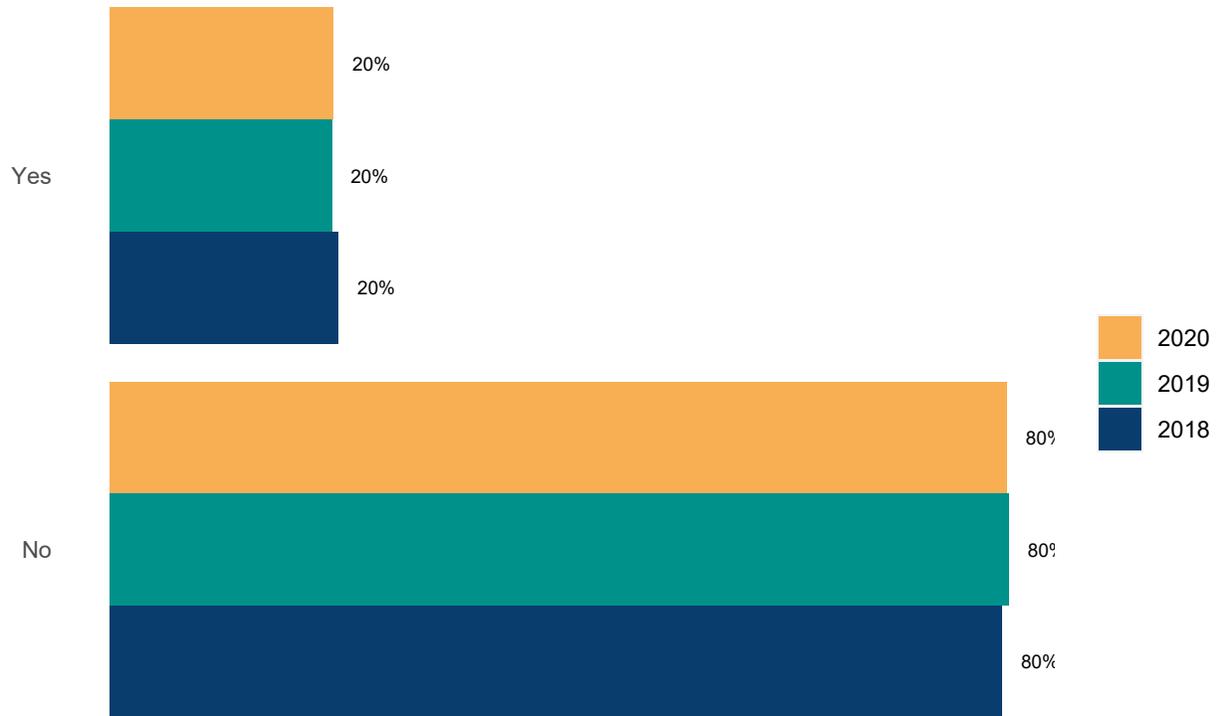
**Question 3 (NOK): Which of the following factors limit the number of times you visit the national cemetery where your loved one is interred? (Mark all that apply)**



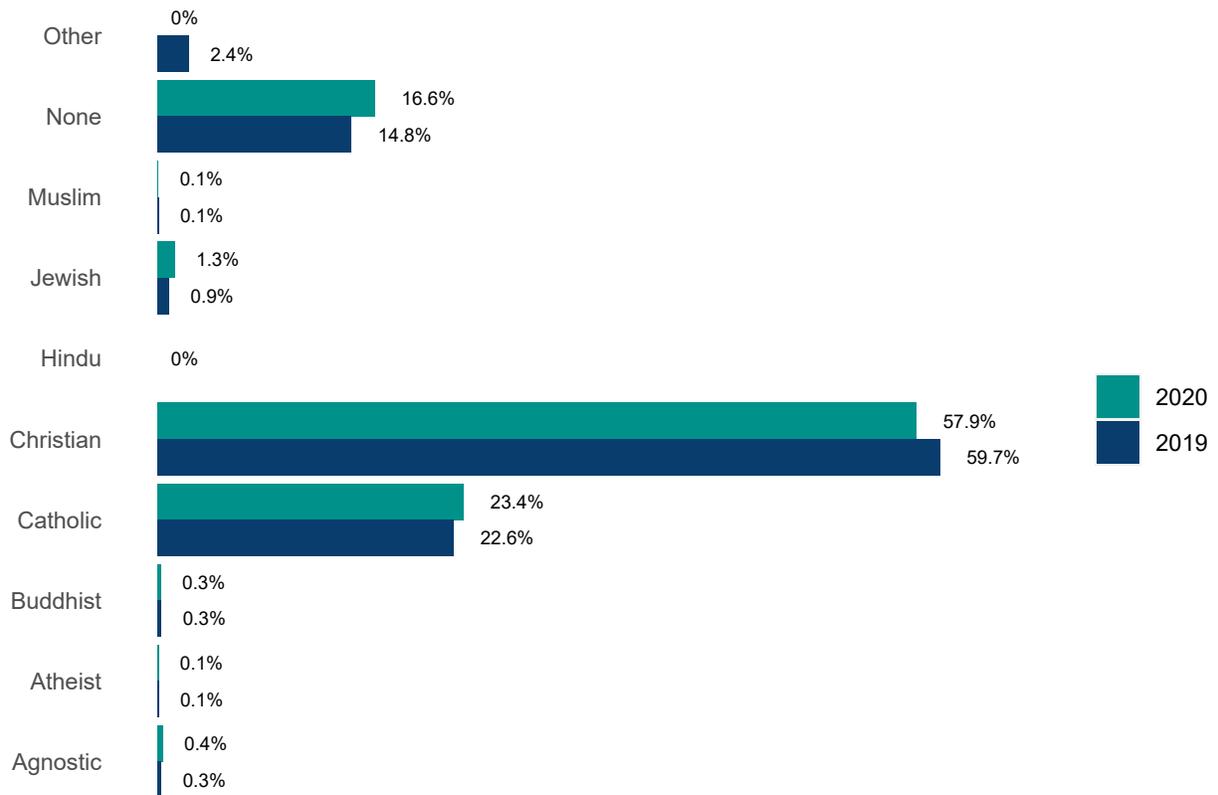
2020: n = 13608

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

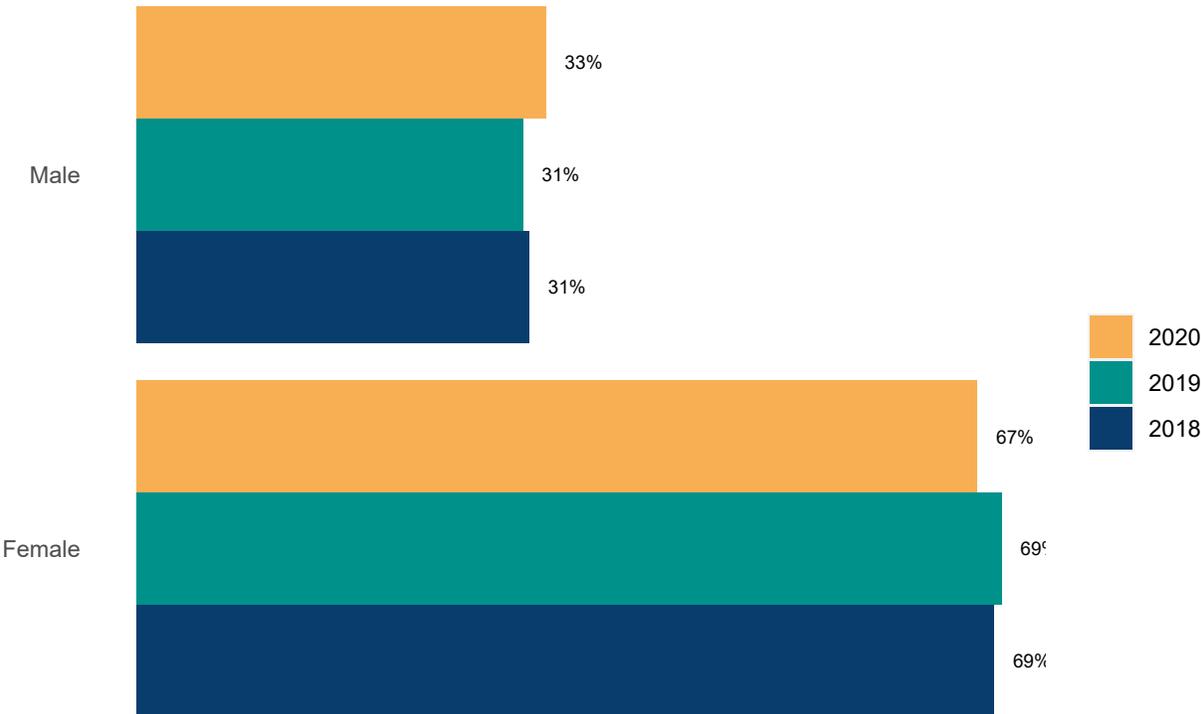
**Question 4 (NOK): Have you ever served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit?**



**Question 14 (NOK): In what religious practice was the burial conducted?**



**Question 30(NOK): What is your gender?**

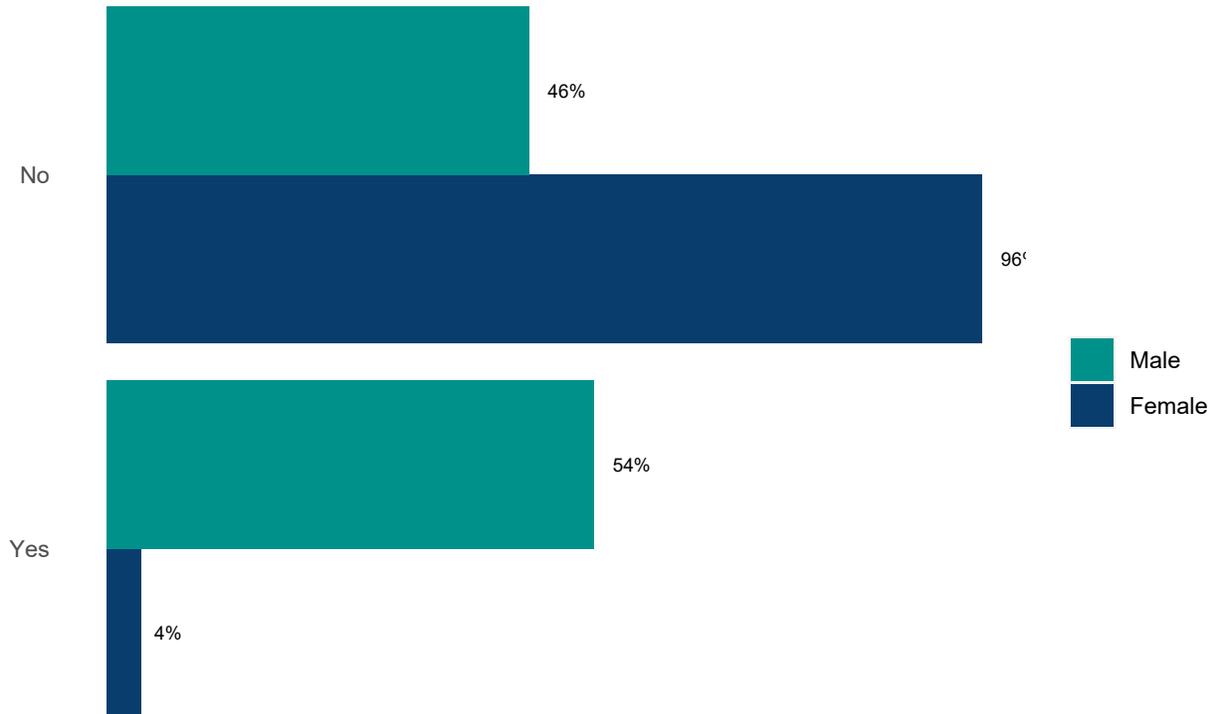


## ELEMENT OF COMPARISON

### Influence of gender on serving active duty

Question 30 (NOK): What is your gender?

Question 4 (NOK): Have you ever served on active duty in the U.S. armed forces, either in the regular military or a National Guard or Reserve Unit?

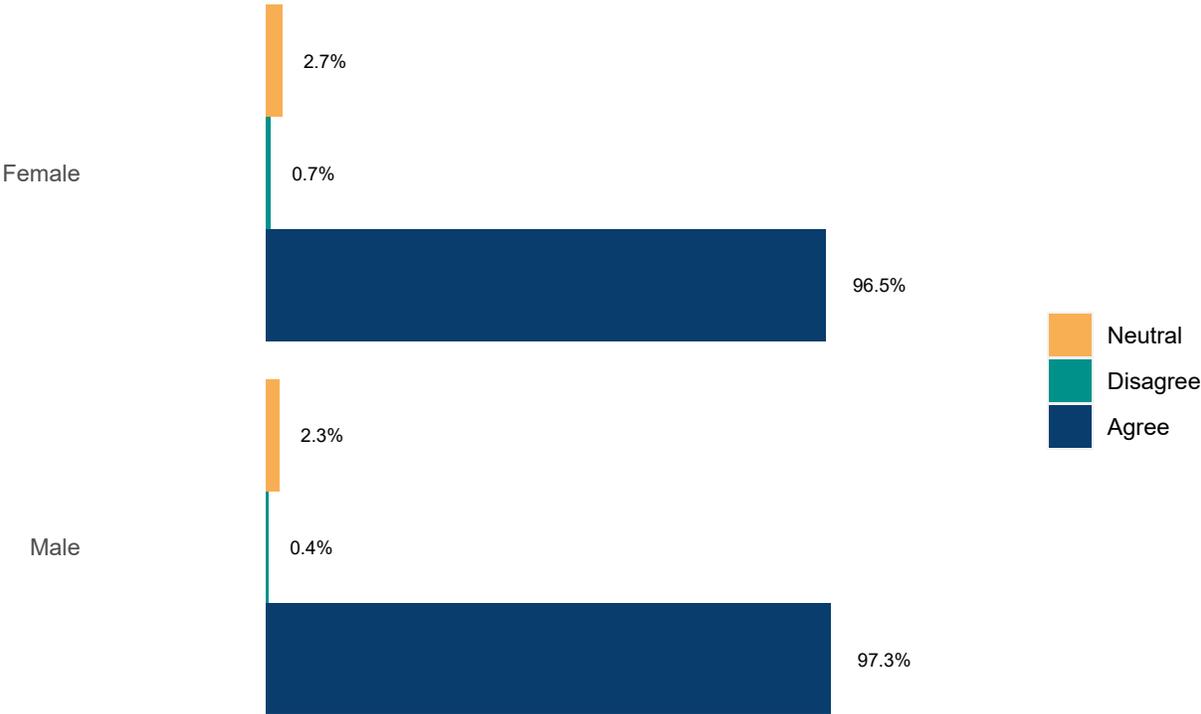


**ELEMENT OF COMPARISON**

**Influence of gender on the perception of quality of service**

Question 30 (NOK): What is your gender?

Question 38 (NOK): The quality of service received from cemetery staff is excellent.

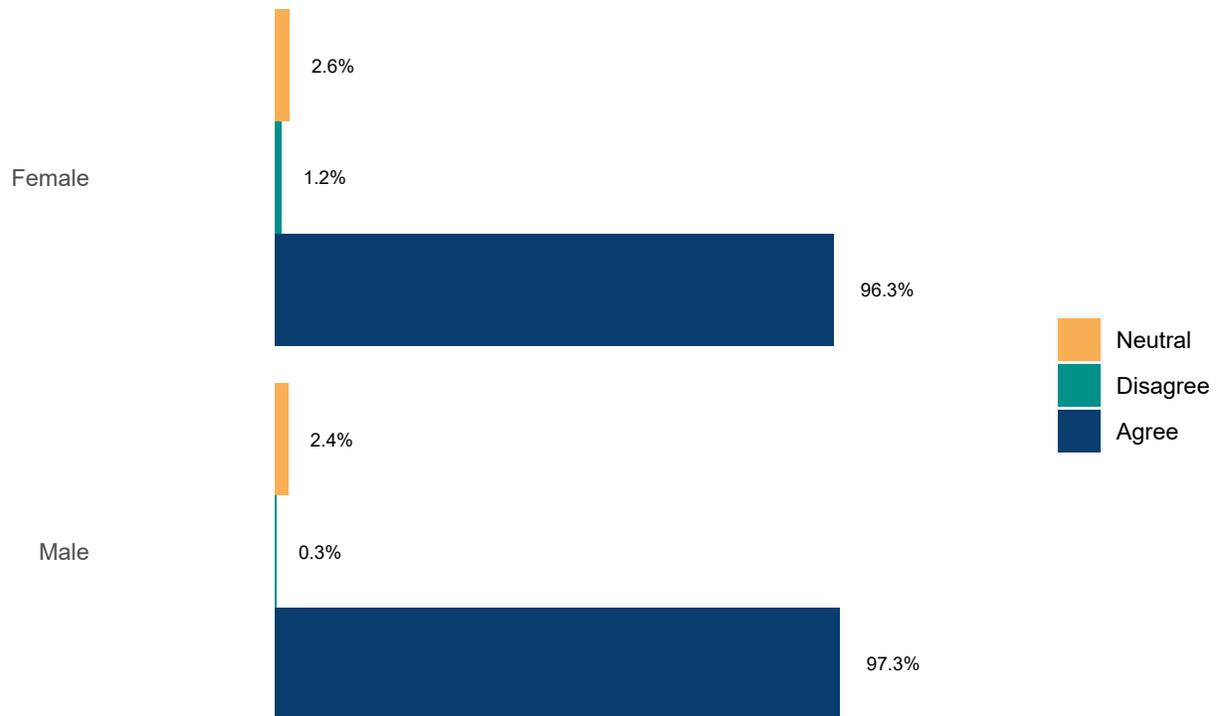


## ELEMENT OF COMPARISON

**Influence of gender and serving active duty on the perception of quality of service Question 4 (NOK): Have you ever served on active duty in the U.S. armed forces, either in the regular military or a National Guard or Reserve Unit?**

Question 30 (NOK): What is your gender?

Question 38 (NOK): The quality of service received from cemetery staff is excellent.

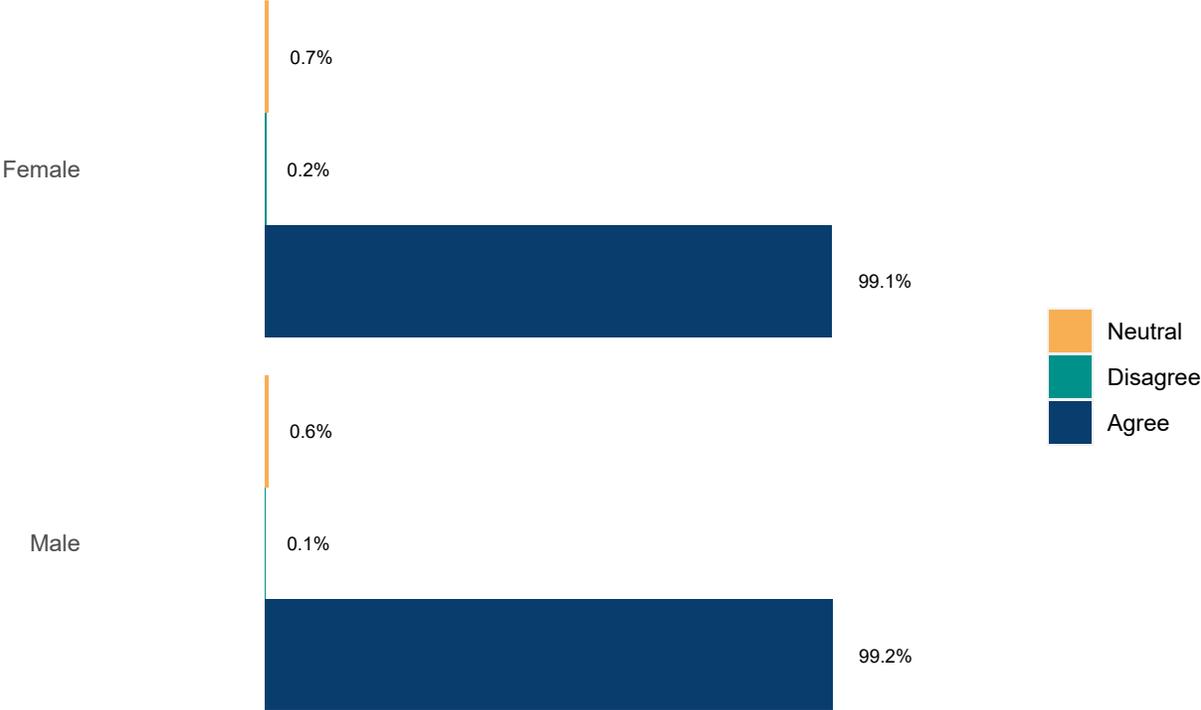


**ELEMENT OF COMPARISON**

**Influence of gender on the perception of overall appearance of the national cemetery**

Question 30 (NOK): What is your gender?

Question 43 (NOK): The overall appearance of the national cemetery is excellent.



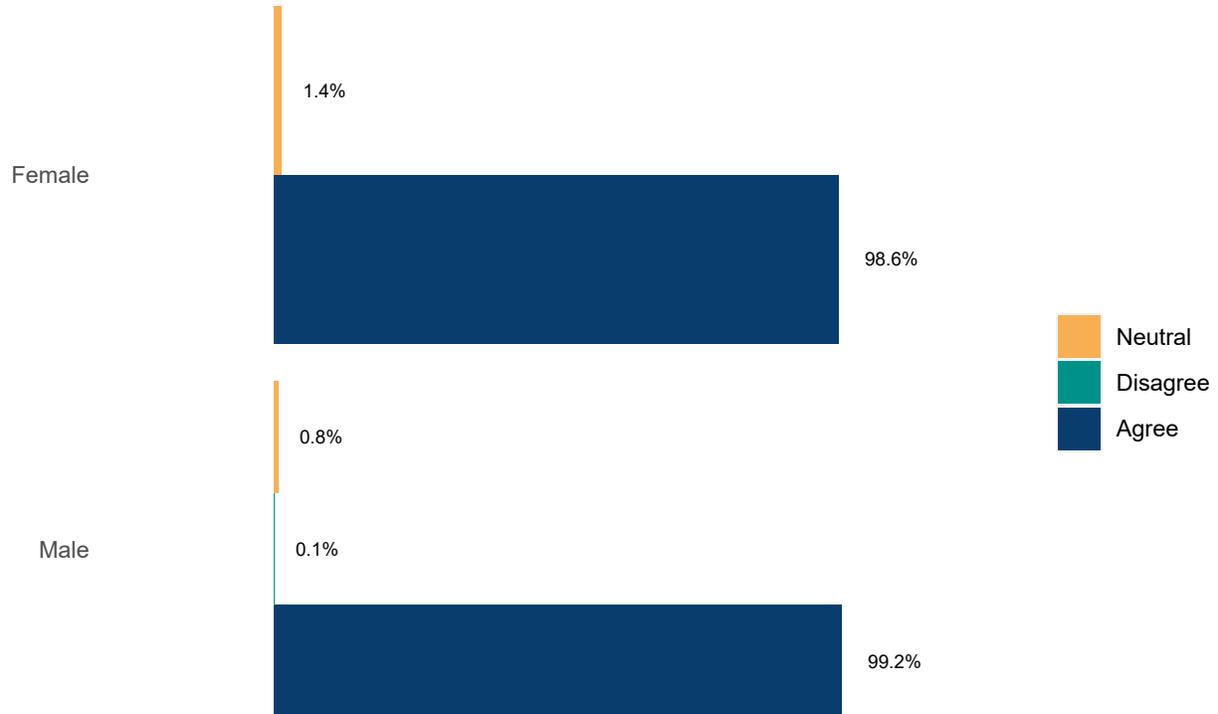
## ELEMENT OF COMPARISON

### Influence of gender and serving active duty on recommending the cemetery

Question 4 (NOK): Have you ever served on active duty in the U.S. armed forces, either in the regular military or a National Guard or Reserve Unit?

Question 30 (NOK): What is your gender?

Question 45 (NOK): I would recommend the cemetery to Veteran families during their time of need.



**Question 31(NOK): Are you Hispanic or Latino?**

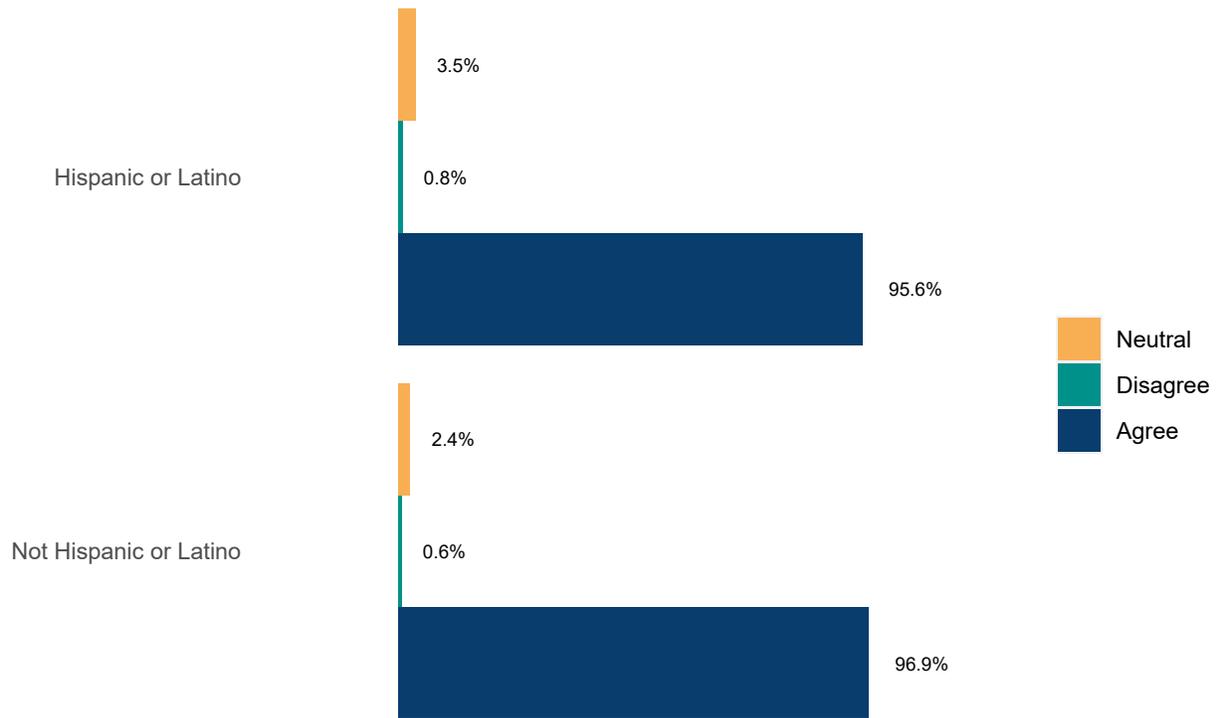


## ELEMENT OF COMPARISON

### Influence of ethnicity on the perception of quality of service

Question 31 (NOK): Are you Hispanic or Latino?

Question 38 (NOK): The quality of service received from cemetery staff is excellent.

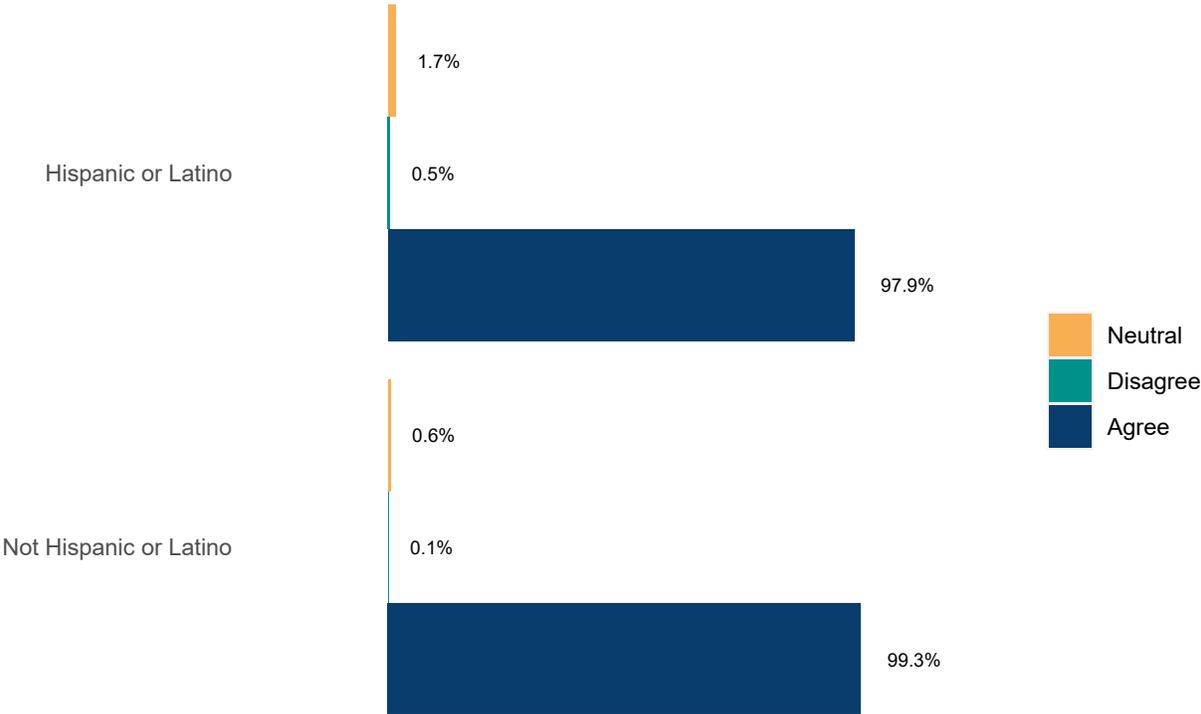


**ELEMENT OF COMPARISON**

**Influence of ethnicity on the perception of overall appearance of the national cemetery**

Question 31(NOK): Are you Hispanic or Latino?

Question 43(NOK): The overall appearance of the national cemetery is excellent.

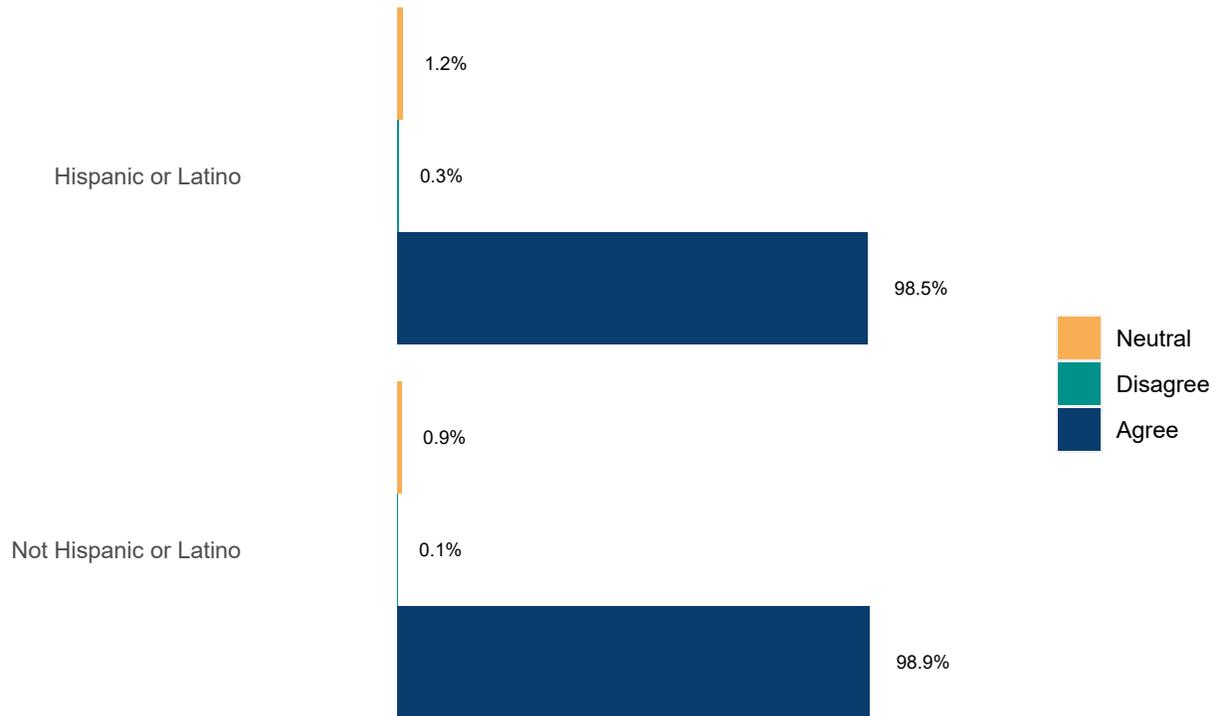


## ELEMENT OF COMPARISON

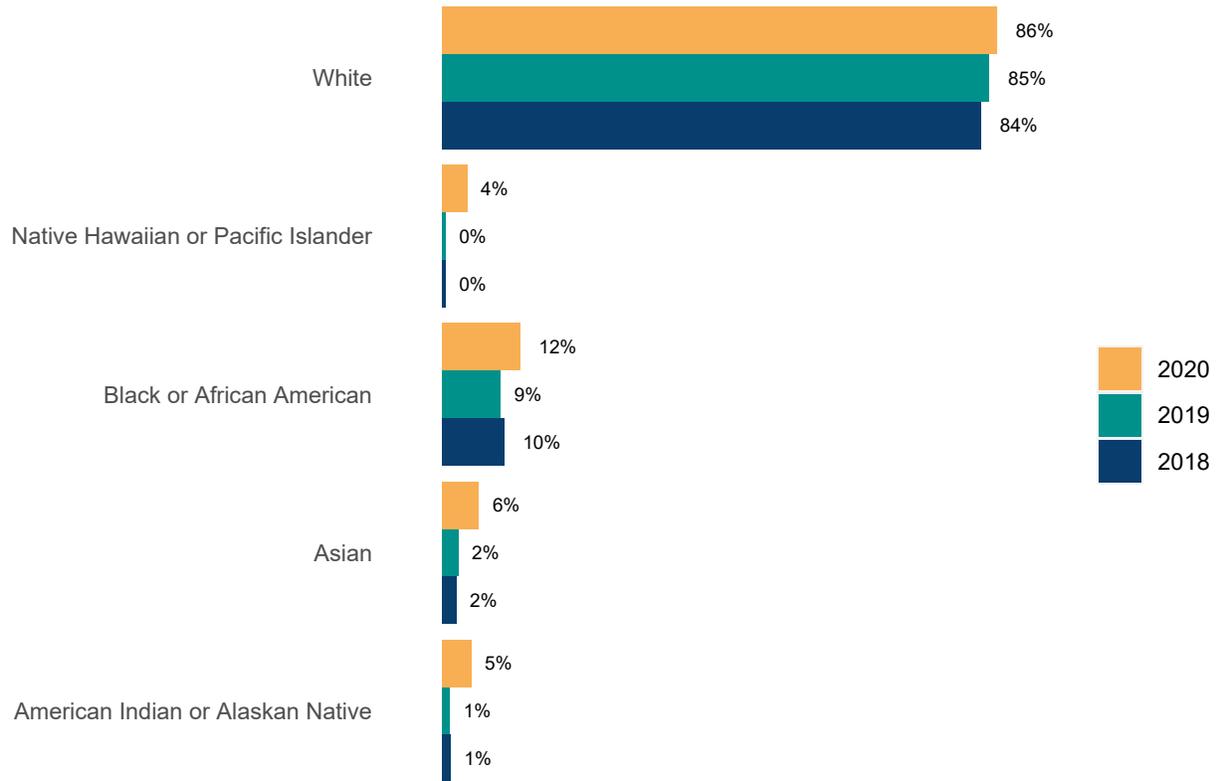
### Influence of ethnicity on recommending the cemetery

Question 31(NOK): Are you Hispanic or Latino?

Question 45(NOK): I would recommend the cemetery to Veteran families during their time of need.



**Question 32(NOK): What is your race? (Mark one or more)**



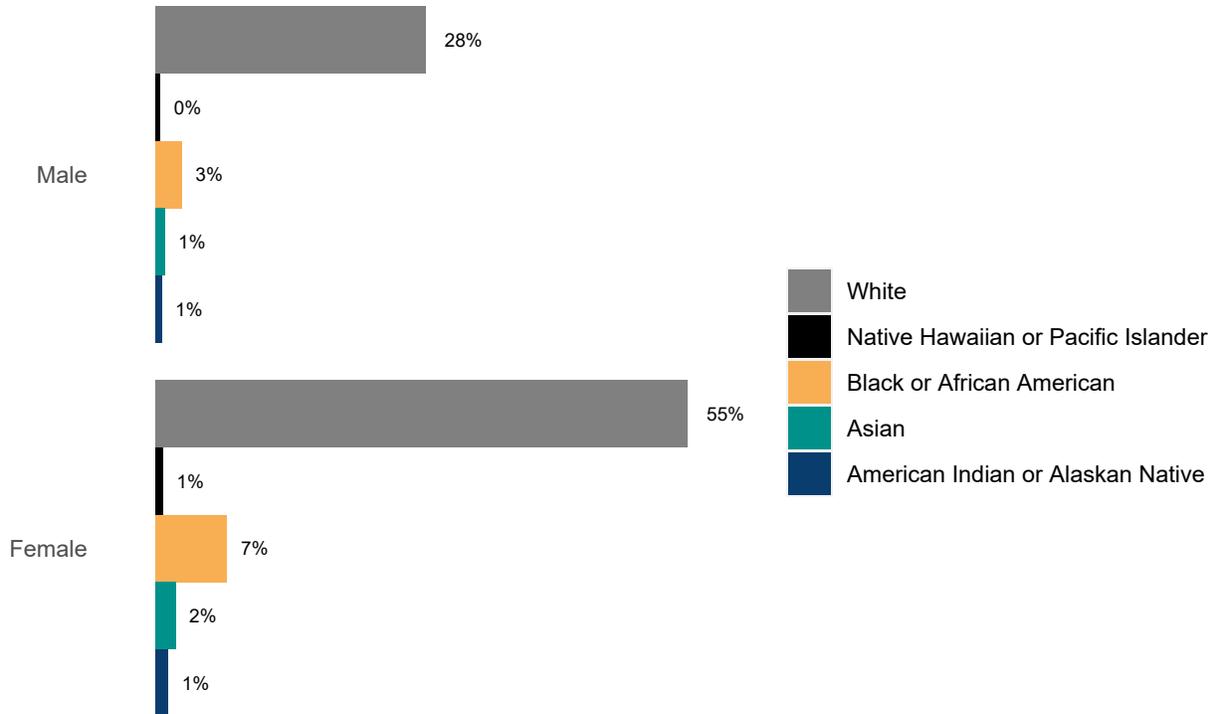
## ELEMENT OF COMPARISON

### Veteran's race by gender

Question 4(NOK): Have you ever served on active duty in the U.S. armed forces, either in the regular military or a National Guard or Reserve Unit?

Question 30(NOK): What is your gender?

Question 32(NOK): What is your race?

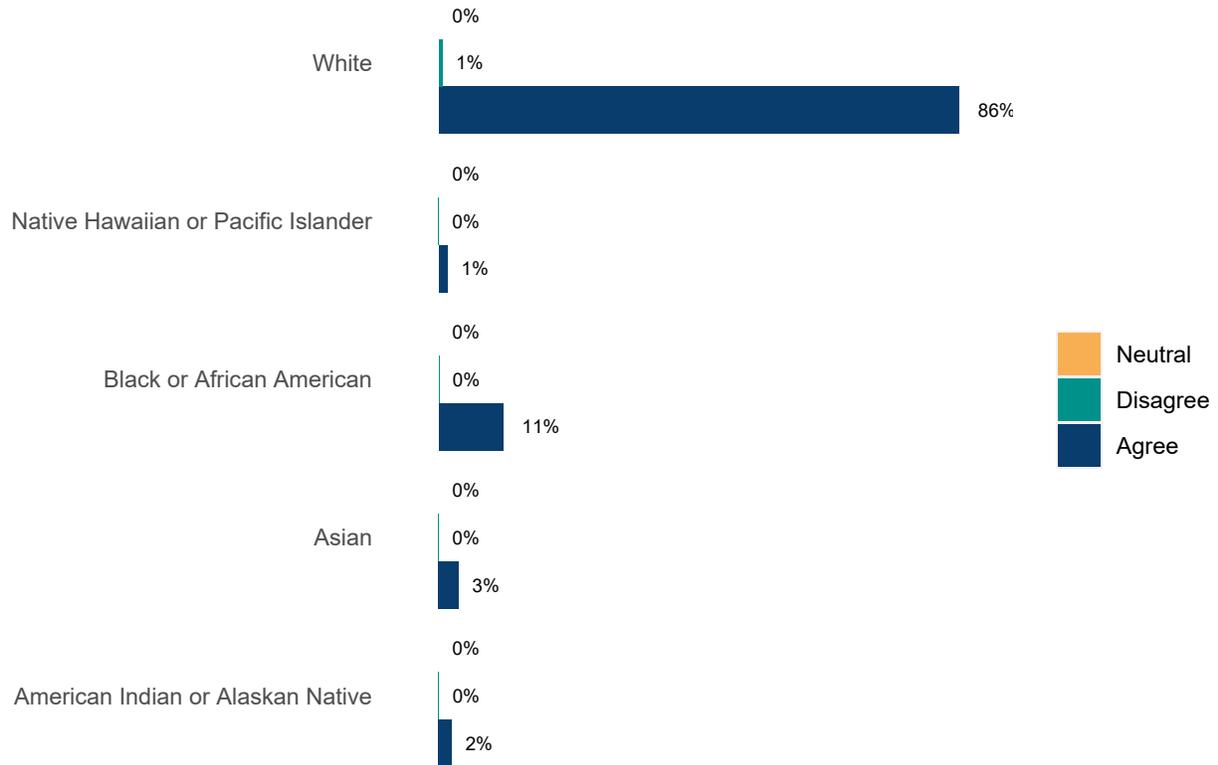


## ELEMENT OF COMPARISON

### Influence of race on the perception of quality of service

Question 32(NOK): What is your race?

Question 38(NOK): The quality of service received from the cemetery staff was excellent.

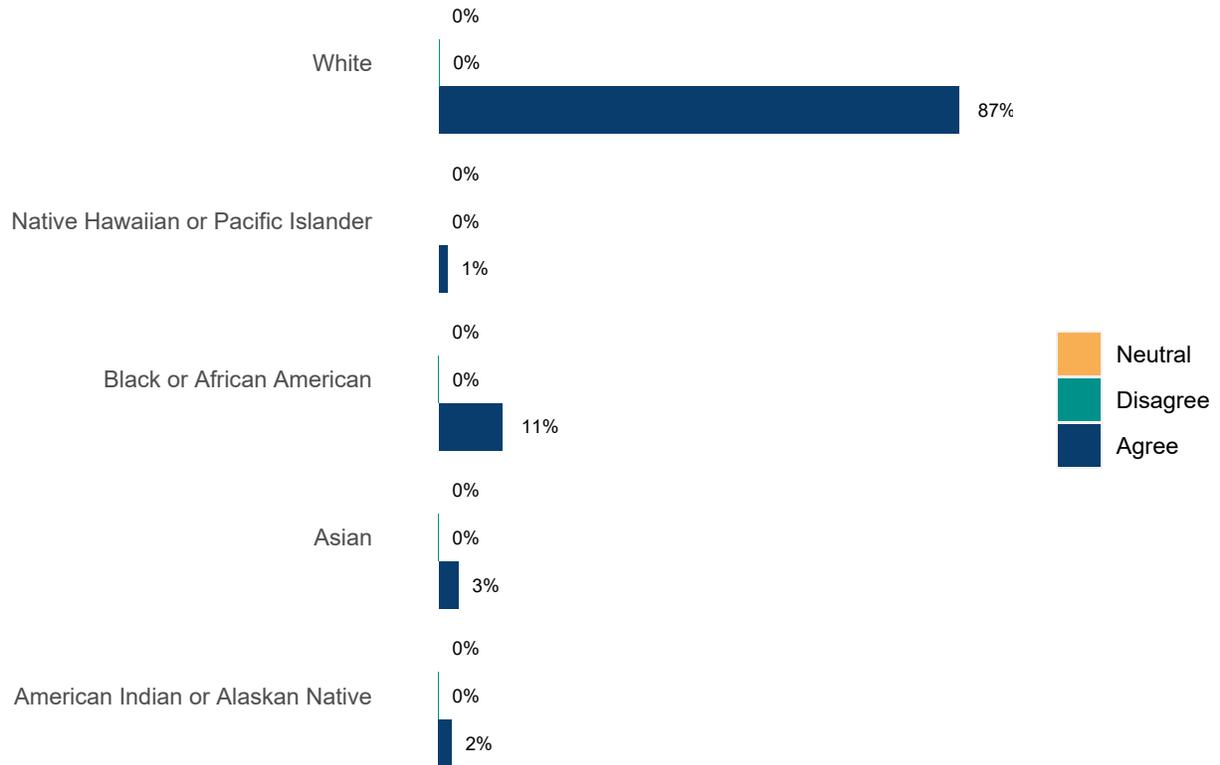


## ELEMENT OF COMPARISON

### Influence of race on the perception of overall appearance of the national cemetery

Question 32(NOK): What is your race?

Question 43(NOK): The overall appearance of the national cemetery is excellent.

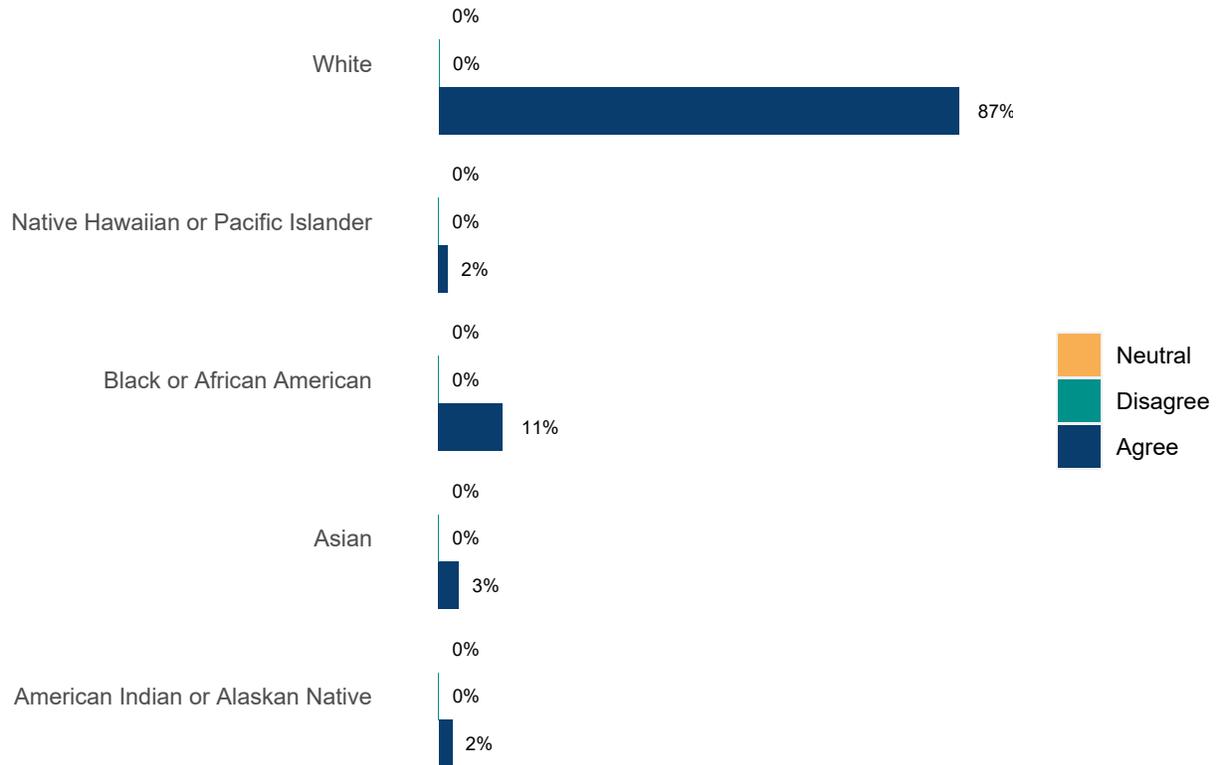


## ELEMENT OF COMPARISON

### Influence of race on recommending the cemetery

Question 32(NOK): What is your race?

Question 45(NOK): I would recommend the cemetery to Veteran families during their time of need.

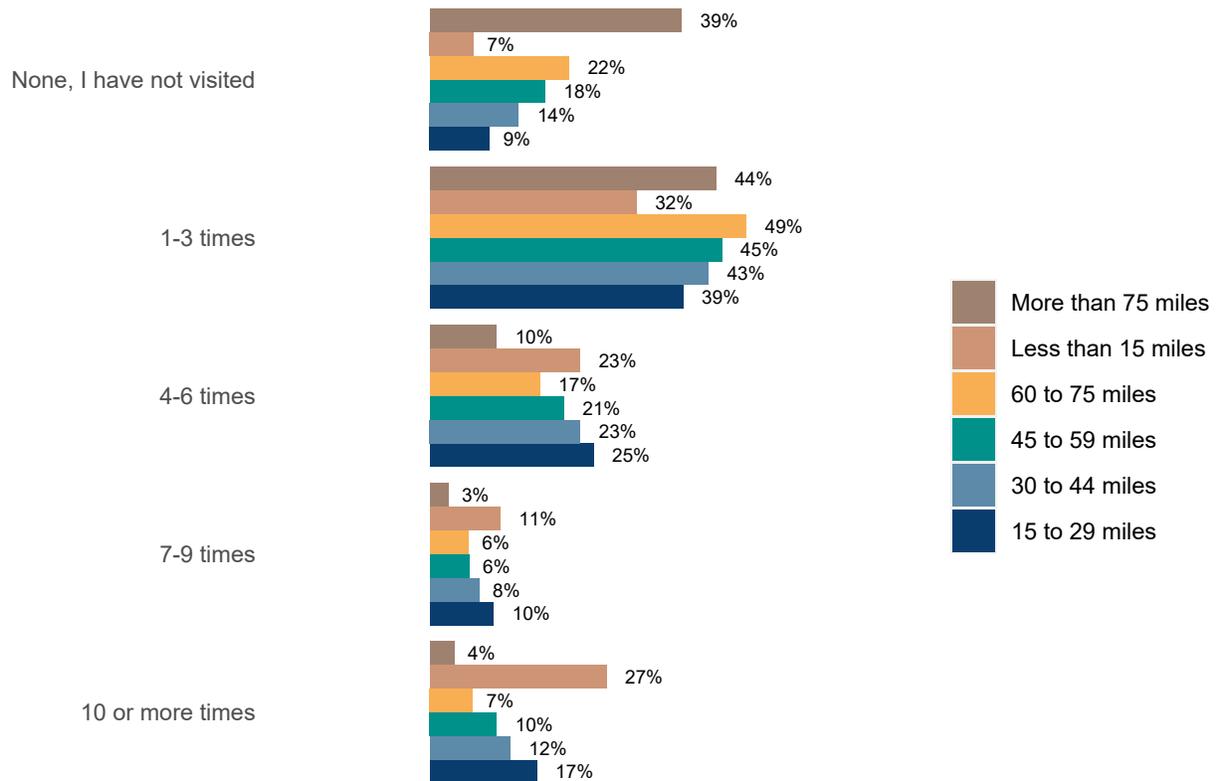


## ELEMENT OF COMPARISON

### Number of times you have visited the national cemetery by the distance to cemetery

Question 1 (NOK): Since the committal service, how many times have you visited the national cemetery where your loved one was interred?

Question 2 (NOK): How far do you reside from the national cemetery?



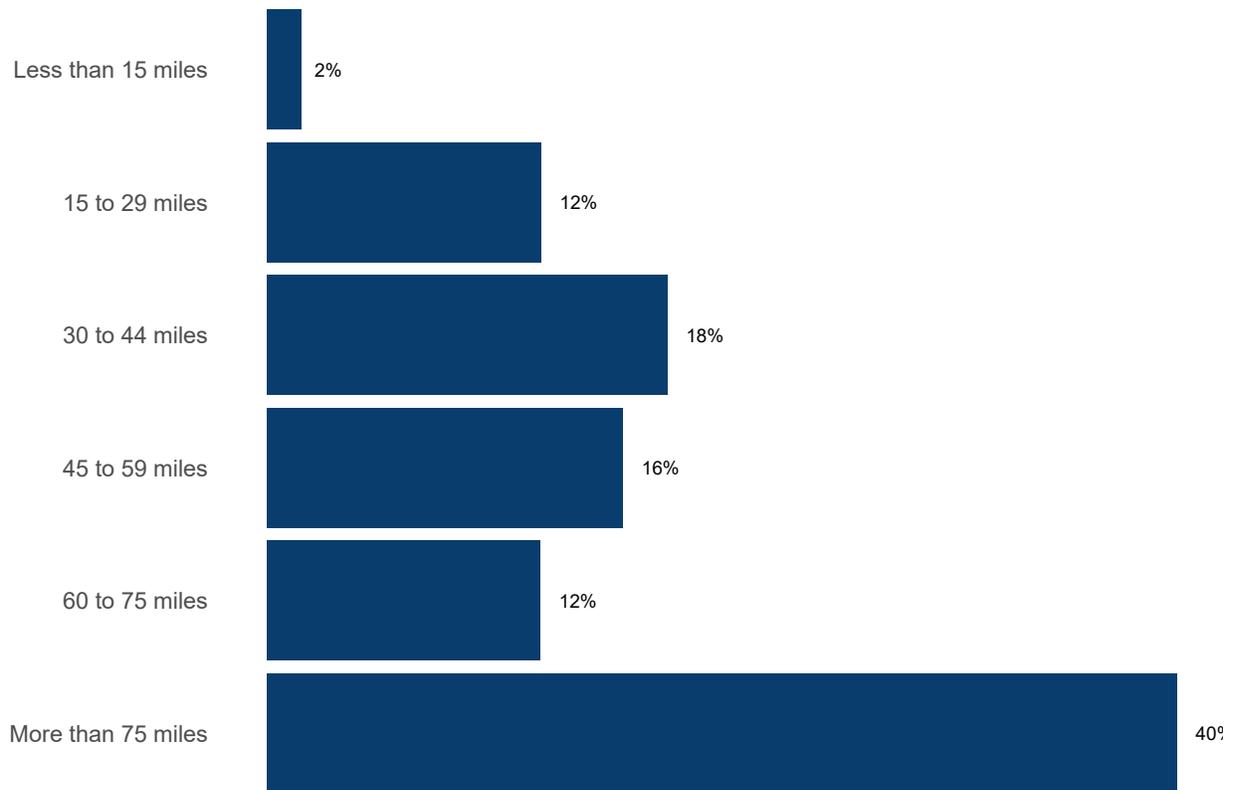
## ELEMENT OF COMPARISON

### Factors influencing visiting by the distance to cemetery

Question 2 (NOK): How far do you reside from the national cemetery?

Question 3a (NOK): Which of the following factors limit the number of times you visit the national cemetery where your loved one is interred?

- Distance to the national cemetery

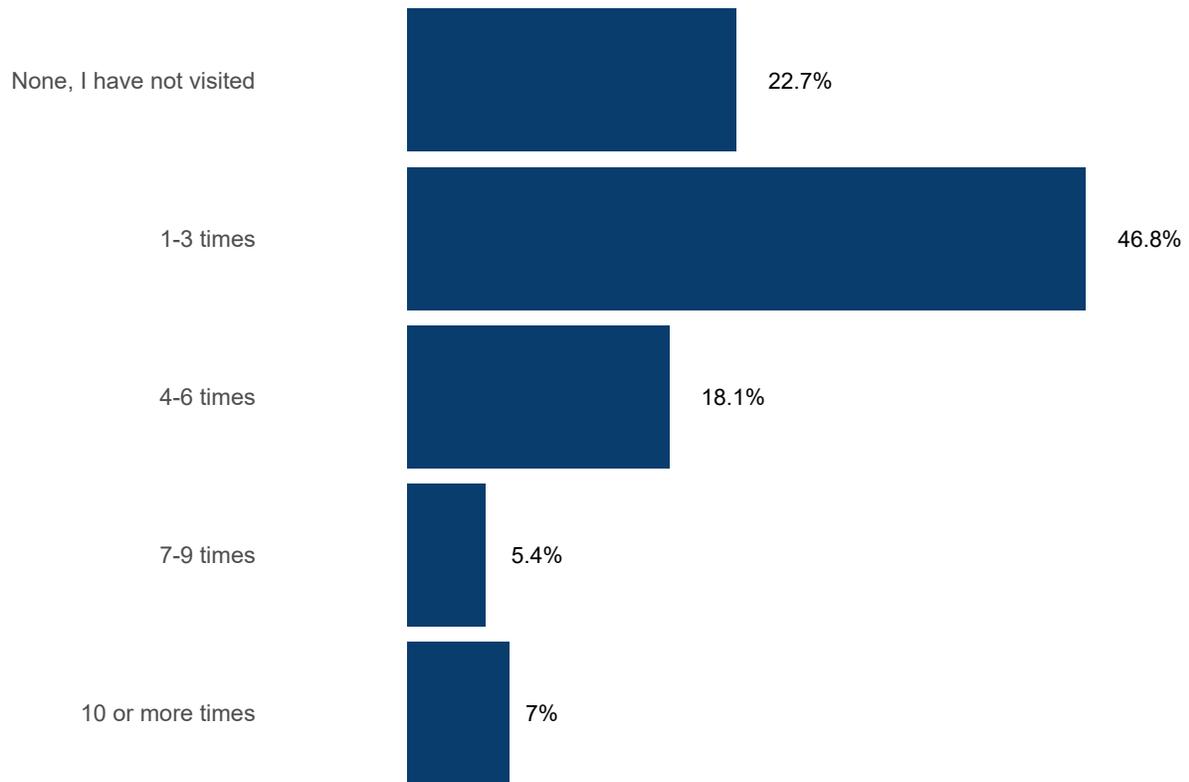


## ELEMENT OF COMPARISON

**Factors influencing visiting by number of times visiting the national cemetery** Question 1 (NOK): Since the committal service, how many times have you visited the national cemetery where your loved one was interred?

Question 3a (NOK): Which of the following factors limit the number of times you visit the national cemetery where your loved one is interred?

- Distance to the national cemetery



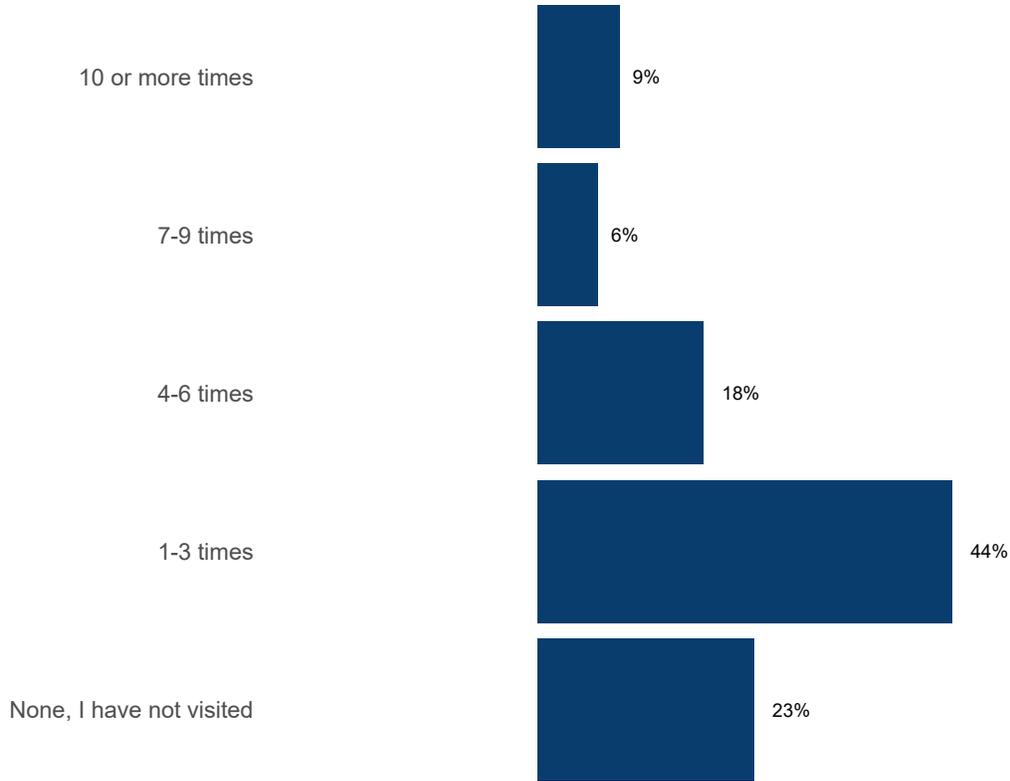
## ELEMENT OF COMPARISON

### Factors influencing visiting by number of times visiting the national cemetery

Question 1 (NOK): Since the committal service, how many times have you visited the national cemetery where your loved one was interred?

Question 3b (NOK): Which of the following factors limit the number of times you visit the national cemetery where your loved one is interred?

- Access to transportation



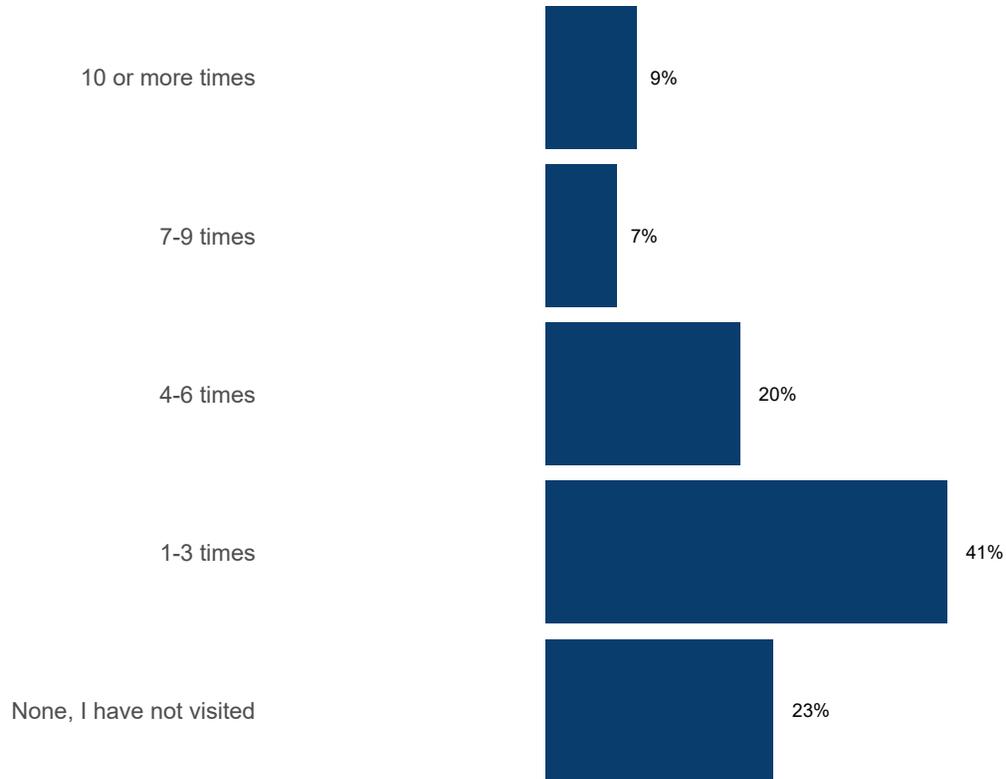
## ELEMENT OF COMPARISON

### Factors influencing visiting by number of times visiting the national cemetery

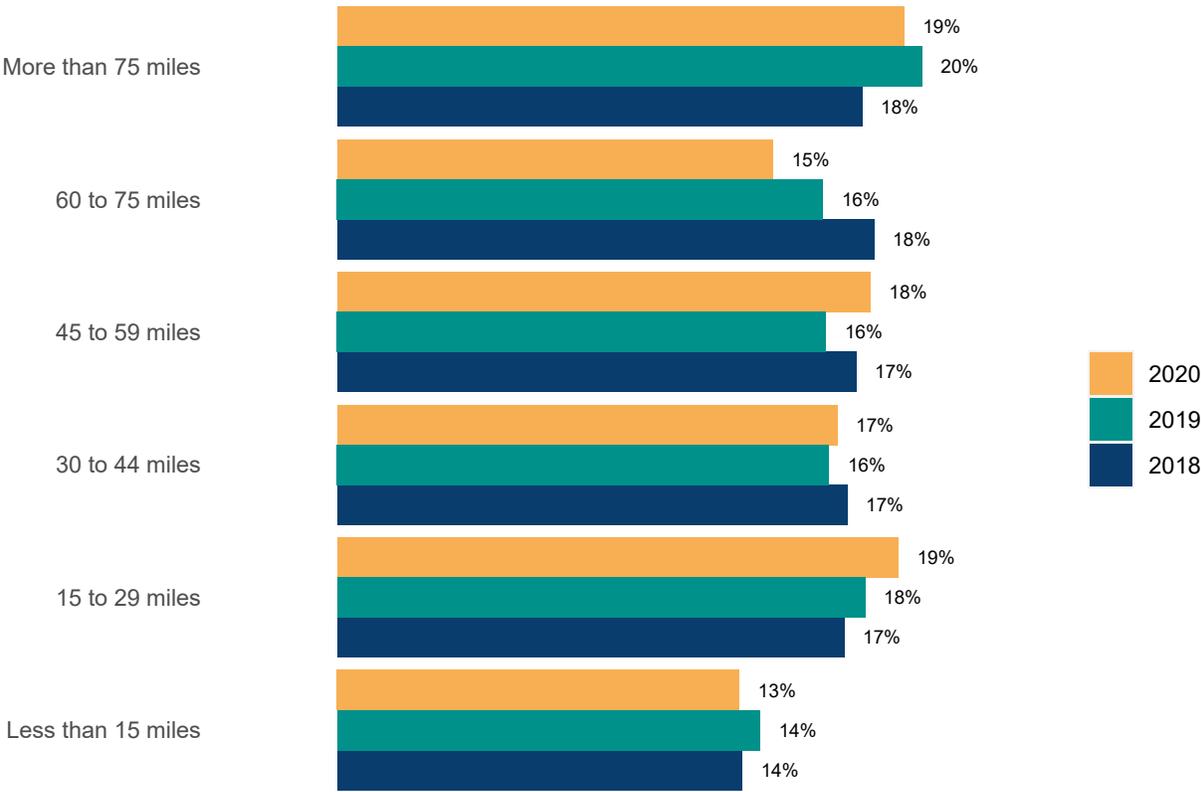
Question 1 (NOK): Since the committal service, how many times have you visited the national cemetery where your loved one was interred?

Question 3c (NOK): Which of the following factors limit the number of times you visit the national cemetery where your loved one is interred?

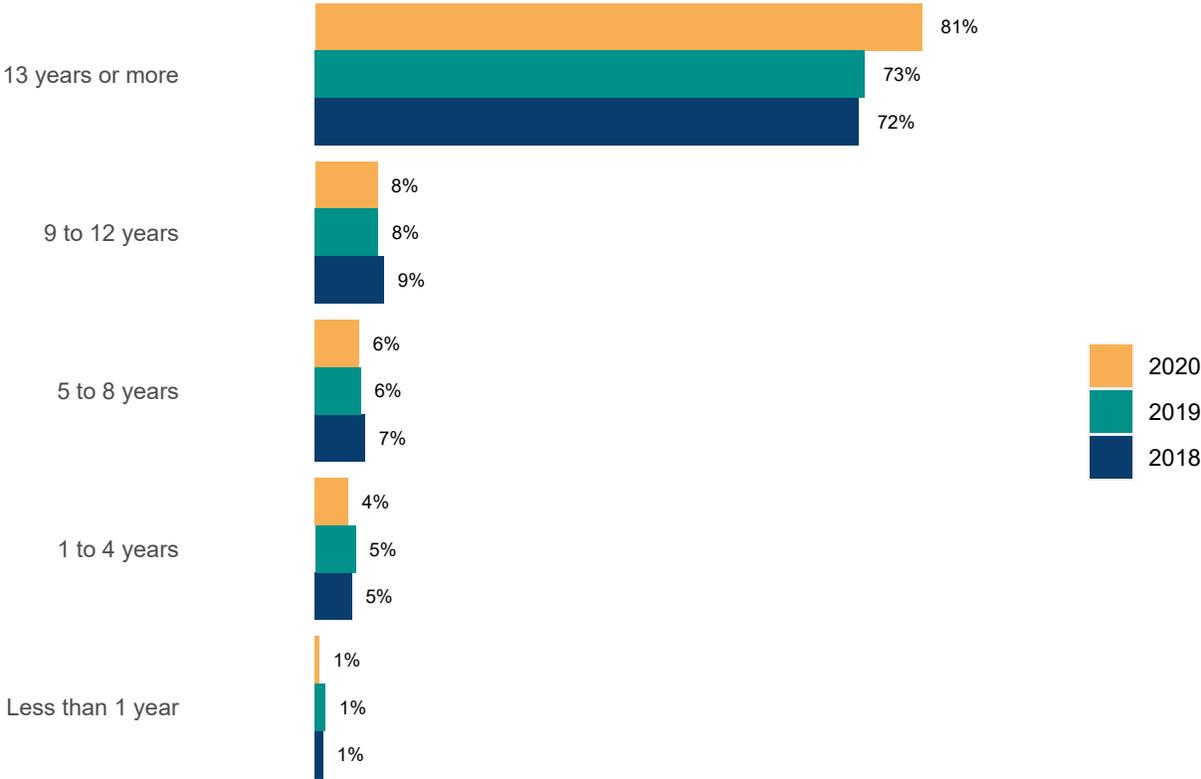
- Health status



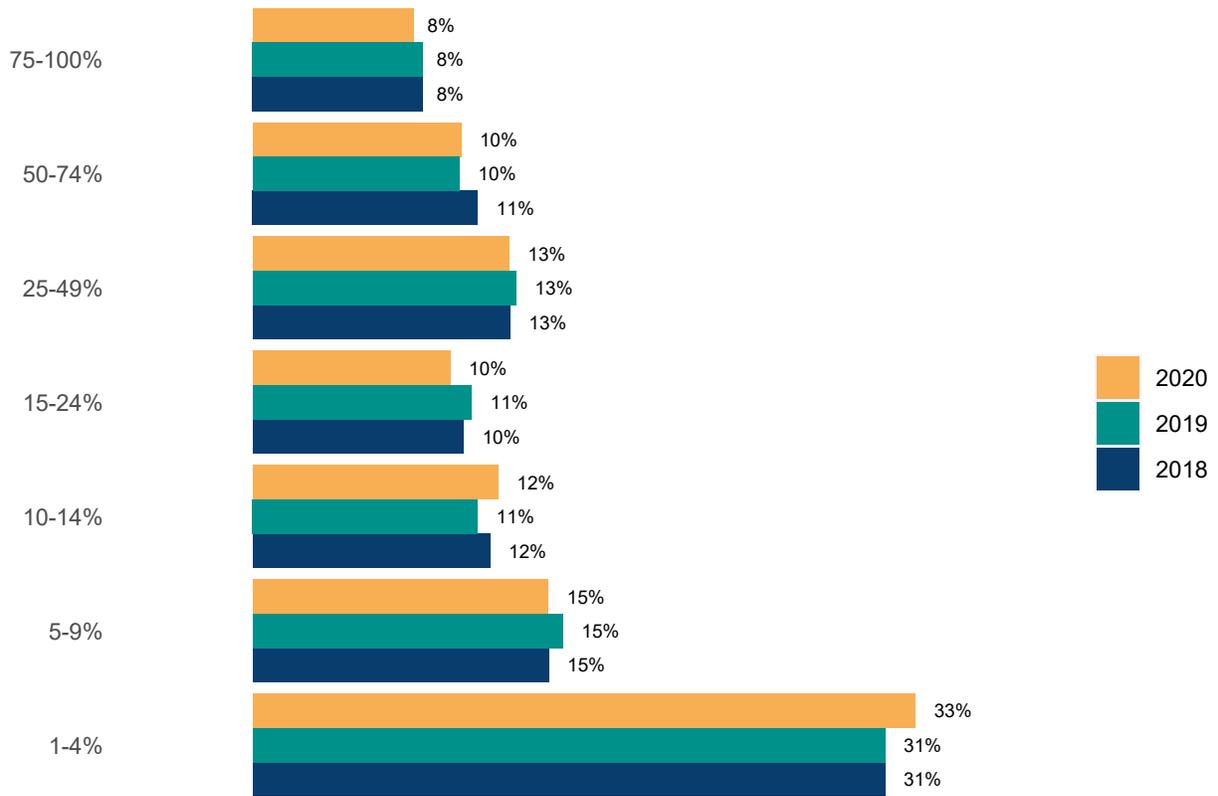
**Question 1.2 (FD): How far is your funeral home from the national cemetery with which you most frequently do business?**



**Question 1.3 (FD): How long has your funeral home worked with the national cemetery?**



**Question 1.4 (FD): Of the eligible Veteran families you serve, approximately what percent choose burial in the national cemetery?**



## **Appendix B: Methodology**

### **SECTION DESCRIPTION**

- Presented within this appendix is a detailed description of the methodology used to develop and administer the 2020 NCA Survey of Satisfaction with National Cemeteries.
- Details about the survey development, the sampling procedure, and the mailing protocol are included.
- Details about the overall survey response rate 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 survey.

## **Project Background**

To better assess customer satisfaction with the services provided by national cemeteries 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 national cemeteries satisfaction survey for 2020. This most recent edition is the twentieth full administration of the survey. Findings from the survey are presented to NCA leadership annually.

The 2020 national cemeteries 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 52,142 next of kin who had interred a loved one at a national cemetery. Of these, 20,996 returned surveys to FRD; 18,887 of returned surveys by mail and 2,109 responded using the web survey.

Surveys were also mailed to 12,500 funeral directors who had worked with national, private, and State or Tribal Veterans cemeteries. Of these funeral directors, 2,360 returned surveys to FRD specifically responding to questions regarding VA's National Cemeteries; 2,153 returned surveys by mail and 207 responded using the web survey. More information about the sampling and response and completion rates for both groups can be found in the "Sampling" and "National Response and Completion Rates" subsections of this appendix.

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, and
- Toll-Free Assistance Line.

A detailed break-out of response rates by national cemetery can be found in Appendix D.

## **Survey Development**

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

The final 2020 questionnaire included a total of 53 questions for Veterans' next of kin and 40 questions for funeral directors. Both survey instruments are included at the end of this appendix.

## **Sampling**

From among a sampling frame of 128,973 next of kin who interred a loved one at a national cemetery over the fielding period, FRD constructed a stratified random sample by cemetery to ensure that a random sample of next of kin were contacted for each national cemetery. Samples were selected to approximate the number of responses based on previous years' reports.

For cemeteries with less than 100 interments, all next of kin were selected for inclusion in the sample, while proportion allocation was used to select next of kin for cemeteries with 100 or more interments in the same 11-month period. The number of next of kin from each cemetery in the survey sample is therefore proportional to the total number of next of kin across all NCA cemeteries, except for cemeteries with fewer than 100 interments. It is important to note that this approach may result in a slight bias toward next-of-kin experiences at a smaller cemeteries, as these populations are proportionally over-sampled.

Additionally, previous sampling schemes used quarter of interment stratum. However, FRD conducted a single annual survey for 2020. Still, because quarter of interment can be determined for the sampling frame, it is regarded as a variable that can be used in post-stratification, along with cemetery location.

FRD also sent surveys to 12,500 directors at individual funeral homes who assisted with interments at national cemeteries from February 2019 through December 2019; assisted with interments at State or Tribal Veterans cemeteries during that same time period; or assisted with obtaining memorial products for interments during those 11 months.

FRD mailed each funeral director three survey instruments contained in one physical package: the national cemeteries satisfaction survey, the State or Tribal Veterans cemetery satisfaction survey, and the memorial product services satisfaction survey. The funeral directors were asked to complete all surveys and survey sections applicable to their experiences.

The below table presents the number of surveys mailed by district.

[insert table here]

## **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.
- 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. In total, Spanish-language surveys were sent to 601 next of kin and 205 funeral directors.

## **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.

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.

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%
<b>Total</b>	<b>846</b>	<b>100.0%</b>

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%
<b>Total</b>	<b>846</b>	<b>100.0%</b>

## **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 next of kin and funeral directors 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” and “strongly agree”). 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 depicted as “Other”.

A survey year key is located to the right of the graph. When data are available, the graph will display data from the current year and the previous two years. Throughout this report, 2019 data are shown by the blue bars (darkest shade), 2019 data are shown by the green bars (medium shade), and 2018 data are shown by the yellow bars (lightest shade).

When an NCA performance target exists for an item, the performance target is presented at the top left of the graph. 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 horizontal 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. Change scores are also depicted in the data table to show the percentage point change in the most positive response value between years.

## Standard Bar Graphs

While horizontal 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.

Many graphs depict items 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.

## **Appendix D: Response and Completion Rates**

### **SECTION DESCRIPTION**

- This appendix provides detailed information about the response rates for next of kin and funeral directors in the National Cemetery Administration's 2020 National Cemetery Survey of Satisfaction.

## National Response Rates

The National Cemetery survey yielded an overall response rate of 41 percent for next of kin respondents and 19% for funeral directors).

The response rate is calculated by dividing the number of returned questionnaires by the number of eligible questionnaires.

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 three specific questions were considered complete:

- Question 38(NOK)/29(FD). The quality of service received from cemetery staff is excellent.
- Question 45(NOK)/36(FD). I would recommend the cemetery to Veteran families during their time of need.
- Question 43(NOK)/34(FD). The overall appearance of the national cemetery is excellent.

## Completion Rates

The survey yielded a completion rate of 36% for next of kin and 17% 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>	21,431	42.9%	2,361	19.4%
	<i>Complete</i>	18,626	86.9%	2,110	89.4%

## **Appendix E: Survey Instruments**

### **SECTION DESCRIPTION**

- This appendix provides the 2020 next of kin and funeral director survey instruments for national cemeteries.

OMB Control Number 2900-0571 Estimated Completion Time: 20 Minutes

**U.S. DEPARTMENT OF VETERANS AFFAIRS  
NATIONAL CEMETERY ADMINISTRATION:  
NATIONAL CEMETERIES 2019 NEXT OF KIN/FAMILY  
MEMBER SATISFACTION SURVEY**



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:**The survey will take about 20 minutes to complete. Please read each question carefully and respond by filling in the square that most closely represents your opinion.

- Use pencil or pen. Make heavy dark marks that fill the square 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

**[MASTER ID]**

# 2019 Next of Kin Satisfaction Survey

**Q1** Since the committal service, how many times have you visited the national cemetery where your loved one was interred?

- 1-3 times
- 4-6 times
- 7-9 times
- 10 or more times
- None, I have not visited

**Q2** How far do you reside from the national cemetery?

- 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** Which of the following factors limit the number of times you visit the national cemetery where your loved one is interred? (Mark all that apply)

- Distance to the national cemetery
- Access to transportation
- Health status

Other (specify):

**Q4** Have you ever served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit?

- Yes
- No

**Q5** Prior to the time of need, were you aware of the benefits related to burial in a national cemetery?

- Yes
- No → Go to Q7

**Q6 How did you learn of these benefits prior to your time of need? (Mark all that apply)**

- Family member/friend
- Pre-Need burial eligibility determination
- Funeral home
- Military discharge related materials
- Other Veteran/active duty member
- VA/NCA pamphlet, brochure, newsletter
- VA/NCA website
- VA/NCA social media
- Veterans service organization
- Other VA organization
- Local newspaper/news report
- Public events
- Professional/military association meetings

**Q7 Prior to the time of need, what do you think is the BEST way for the national cemetery to convey information regarding benefits?**

- E-mail
- VA/NCA website
- VA/NCA social media (Facebook or Twitter)
- Newsletter/flyer
- Local newspaper/television news reports
- Public events (e.g., parades, speeches)
- Professional/military association meetings

Other (specify):

**Q8 Overall, how satisfied are you with the information you were provided throughout your experiences with the national cemetery?**

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

**Q9 To what extent were you informed of the details (e.g., length of service, use of committal shelters) related to the committal service prior to attending the service?**

- Very Informed
- Somewhat informed
- Neither informed nor uninformed
- Somewhat uninformed
- Very uninformed

**Q10 Did you or a family member personally schedule the interment through the National Cemetery Scheduling Office (1-800-535-1117)?**

- Yes
- No, a funeral director scheduled it on my behalf → Go to Q12
- Don't know → Go to Q12

**Q11 How satisfied were you with the service you or your family member received from the National Cemetery Scheduling Office?**

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

**Q12 At the committal service, did your family have any of the following special needs or requests? (Mark all that apply)**

- Visit the gravesite
- View the burial
- Specific religious practices (e.g. blessing the gravesite)
- Specific cultural practice (e.g. spreading placement of earth/soil into the grave)Additional seating at the committal service
- Handicapped accommodations
- No, my family did not have any special needs or requests → Go to Q14

**Q13 Was the cemetery able to accommodate these special needs or requests to your satisfaction?**

- Yes, completely
- Yes, somewhat
- No, and I understand why
- No, and I do not understand why

**Q14 In what religious practice was the burial conducted?**

- Christian
- Catholic
- Muslim
- Jewish
- Buddhist
- Hindu
- Atheist
- Agnostic
- None

Other (specify):

**Q15 Prior to the service for your loved one, did you view the NCA videos illustrating different committal service options at VA national cemeteries?**

- Yes, I viewed it online
- Yes, the funeral director provided it
- No → Go to Q18

**Q16 Please indicate your level of agreement with the following statement: The video(s) helped me understand the burial process at the national cemetery.**

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

**Q17 Was your experience at the national cemetery similar to the video on service options you viewed?**

- Yes
- No

**Q18** If your loved one received military funeral honors, how satisfied were you with the quality of the honors received?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- My loved one did not receive military funeral honors

**Q19** Overall, how satisfied were you with the committal service at the national cemetery?

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

**Q20** Were the headstone, marker, or columbarium niche cover inscription options explained to you?

- Yes
- No
- Not sure/don't know

**Q21** Did you feel you had sufficient time to make a decision on the headstone, marker, or columbarium niche cover inscription?

- Yes
- No

**Q22** How satisfied were you with the length of time it took for the permanent headstone, marker, or columbarium niche cover to be in place?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- Don't know/the marker or headstone has not yet arrived → Go to Q25

**Q23** When the headstone, marker, or columbarium niche cover arrived, was the inscription accurate?

- Yes
- No
- Don't know

**Q24** Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived?

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

**If your loved one was NOT a Veteran, please go to Q28.**

**Q25** If your loved one was a Veteran; did you receive a certificate signed by the President of the United States honoring the Veteran's service?

- Yes
- No → Go to Q28

**Q26** How satisfied were you with the quality of the certificate signed by the President of the United States honoring the Veteran's service? (Mark all that apply.)

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

Other problem (specify):

**Q27** Please indicate your level of agreement with the following statement: **Receiving the certificate signed by the President of the United States honoring the Veterans service at the committal service (rather than receiving it in the mail) enhances the meaning of the recognition.**

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

***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](http://www.cem.va.gov/pmc.asp).***

**Q28** 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"/>

**Q29** Looking back at your overall experience with the national cemetery, which items would you have liked more information about? (Mark all that apply)

- None, I was well informed
- Details of the committal service
- Military funeral honors
- Location of gravesite
- Layout of cemetery (maps)
- Directions to cemetery
- Presidential Memorial Certificate
- Floral policy
- Headstone or marker inscription options
- Timeline for placement of headstone/marker

**Q30** What is your gender?

- Male
- Female

**Q31 Are you Hispanic or Latino?**

- Yes
- No

**Q32 What is your race? (Mark one or more)**

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

**Q33 In what year were you born?**

--	--	--	--

**For the following statements, please indicate your level of agreement.**

**Q34 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

**Q35 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

**Q36 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

**Q37 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

**Q38 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

**Q39 The national cemetery staff is courteous.**

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

**Q40 The national cemetery staff was professional in terms of being knowledgeable, helpful, and responsive.**

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

**Q41 The appearance of my loved one's gravesite/columbaria is excellent.**

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

**Q42 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

**Q43 The overall appearance of the national cemetery is excellent.**

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

**Q44 Overall, I am satisfied with my experiences at the national cemetery.**

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

**Q45 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

**Q46 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

**Q47 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

**Q48 My experiences with the national cemetery exceeded my expectations.**

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

**Q49 Have you visited a State or Tribal Veterans Cemetery?**

- Yes
- No → Go to Q52

**Please indicate your level of agreement with the following statements:**

**Q50 Based on your visit, the appearance of the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.**

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

**Q51** Based on your visit, the quality of service at the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.

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

**Q52** The honor of being interred at a State or Tribal Veterans Cemetery is equivalent to that of being interred at a VA national cemetery.

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

**Q53** 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 questions, please reference the question number.

**Q54** [MasterID] Thank you very much for completing this questionnaire!

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

Thank you again for taking the time to complete this questionnaire. PLEASE mail this completed questionnaire in the enclosed pre-paid envelope as soon as possible. If you 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><b>ALABAMA</b> 862 Mobile 908 Ft. Mitchell 927 Alabama</p> <p><b>ALASKA</b> 905 Sitka 910 Ft. Richardson</p> <p><b>ARIZONA</b> 900 Prescott 914 NMCA</p> <p><b>ARKANSAS</b> 842 Fayetteville 847 Fort Smith 858 Little Rock</p> <p><b>CALIFORNIA</b> 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><b>COLORADO</b> 888 Ft. Logan 889 Ft. Lyon 933 Pikes Peak</p> <p><b>FLORIDA</b> 828 Barrancas 830 Bay Pines 875 St. Augustine 911 Florida 924 South Florida 928 Jacksonville 931 Sarasota 934 Cape Canaveral 937 Tallahassee</p> <p><b>GEORGIA</b> 859 Marietta 922 Georgia</p> <p><b>HAWAII</b> 899 NMCP (Punchbowl)</p> <p><b>IOWA</b> 814 Keokuk</p>	<p><b>ILLINOIS</b> 800 Alton 806 Camp Butler 809 Danville 820 Quincy 821 Rock Island 863 Mound City 915 Abraham Lincoln</p> <p><b>INDIANA</b> 807 Crown Hill 817 Marion 867 New Albany</p> <p><b>KANSAS</b> 887 Ft. Leavenworth 893 Ft. Scott 897 Leavenworth</p> <p><b>KENTUCKY</b> 833 Camp Nelson 834 Cave Hill 840 Danville 856 Lebanon 857 Lexington 861 Mill Springs 883 Zachary Taylor</p> <p><b>LOUISIANA</b> 825 Alexandria 829 Baton Rouge 870 Port Hudson 970 Louisiana</p> <p><b>MASSACHUSETTS</b> 818 Massachusetts</p> <p><b>MARYLAND</b> 801 Annapolis 802 Baltimore 816 Loudon Park</p> <p><b>MAINE</b> 822 Togus</p> <p><b>MICHIGAN</b> 909 Ft. Custer 923 Great Lakes</p> <p><b>MINNESOTA</b> 894 Ft. Snelling</p> <p><b>MISSOURI</b> 852 Jefferson Barracks 853 Jefferson City 879 Springfield</p>	<p><b>MISSISSIPPI</b> 832 Biloxi 838 Corinth 866 Natchez</p> <p><b>MONTANA</b> 938 Yellowstone</p> <p><b>NORTH CAROLINA</b> 868 New Bern 873 Raleigh 876 Salisbury 881 Wilmington</p> <p><b>NEBRASKA</b> 890 Ft. McPherson 935 Omaha</p> <p><b>NEW JERSEY</b> 804 Beverly 811 Finn's Point</p> <p><b>NEW MEXICO</b> 885 Ft. Bayard 904 Santa Fe</p> <p><b>NEW YORK</b> 803 Bath 805 Calverton 808 Cypress Hills 815 Long Island 824 Woodlawn 917 Saratoga 947 Western New York</p> <p><b>OHIO</b> 810 Dayton 918 Ohio Western Reserve</p> <p><b>OKLAHOMA</b> 844 Ft. Gibson 920 Ft. Sill</p> <p><b>OREGON</b> 902 Roseburg 906 Eagle Point 907 Willamette</p> <p><b>PENNSYLVANIA</b> 813 Indiantown Gap 819 Philadelphia 925 Alleghenies 926 Washington Crossing</p>	<p><b>PUERTO RICO</b> 871 Puerto Rico</p> <p><b>SOUTH CAROLINA</b> 831 Beaufort 843 Florence 930 Ft. Jackson</p> <p><b>SOUTH DAKOTA</b> 884 Black Hills 891 Ft. Meade 896 Hot Springs</p> <p><b>TENNESSEE</b> 835 Chattanooga 855 Knoxville 860 Memphis 864 Mountain Home 865 Nashville</p> <p><b>TEXAS</b> 846 Ft. Sam Houston 851 Houston 854 Kerrville 877 San Antonio 886 Ft. Bliss 916 Dallas-Ft. Worth</p> <p><b>VIRGINIA</b> 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><b>WASHINGTON</b> 919 Tahoma</p> <p><b>WISCONSIN</b> 823 Wood</p> <p><b>WEST VIRGINIA</b> 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](http://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](http://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):**