

VA



U.S. Department of Veterans Affairs
National Cemetery Administration

U.S. DEPARTMENT OF VETERANS AFFAIRS
NATIONAL CEMETERY ADMINISTRATION

**STATE OR TRIBAL VETERANS CEMETERIES SATISFACTION
SURVEY**

October 2020

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PREFACE

This report presents findings from the National Cemetery Administration's (NCA) 2020 Survey of Satisfaction about State and Tribal Veterans Cemeteries. Next of kin and funeral directors were surveyed about their experiences with State and Tribal 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, and monument sites located in 40 states and Puerto Rico and 115 Veterans cemeteries in 48 states and territories, tribal lands, Guam and Saipan. Veterans of every war and conflict are buried in VA 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 CSS 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 State and Tribal 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

The survey whose findings are discussed in this report was fielded to next of kin and funeral directors from 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 XX, XXX next of kin who had interred a loved one at a State or Tribal Veteran Cemetery 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, Niched 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 3.

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 STVC burial benefits prior to time of need	75% of Next of Kin report “Yes”
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COMMITTAL/MEMORIAL SERVICE

Overall Committal/Memorial Service	96% of Next of Kin “Very” or “Somewhat Satisfied”
Time Required to Schedule Interment	93% of Funeral Directors “Very” or “Somewhat Satisfied”
Ease of Scheduling Interment	93% of Funeral Directors report “Very” or “Somewhat Easy”
Frequency of Cemetery Staff Support	98% of Funeral Directors report “Always” or “For the Most Part”

PRESIDENTIAL MEMORIAL CERTIFICATE

Quality of Certificate	88% of Next of Kin “Very” or “Somewhat Satisfied”
Addtl Meaning w/ Receipt at Service	55% of Next of Kin “Strongly Agree” or “Agree”

HEADSTONES, MARKERS, NICHE COVERS, GROUNDS

Time Required to Receive Permanent Headstone, Marker, Niche Cover	92% of Next of Kin “Very” or “Somewhat Satisfied”
Quality/Appearance of Permanent Headstone, Marker, Niche Cover	95% of Next of Kin “Very” or “Somewhat Satisfied”
Excellent Appearance of Grave Site/Columbaria	96% of Next of Kin “Strongly Agree” or “Agree”
Excellent Upkeep of Headstone, Marker, Niche Cover	96% of Next of Kin “Strongly Agree” or “Agree”

VISIT INFORMATION, COMMUNICATION AND CEMETERY STAFF

Helpfulness of Information Kiosks	85% of Overall “Strongly Agree” or “Agree”
Sufficient Signage for Visitors	88% of Overall “Strongly Agree” or “Agree”
Cemetery Staff Courteous to Visitors	98% of Overall “Strongly Agree” or “Agree”
Excellent Quality of Service	96% of Overall “Strongly Agree” or “Agree”

GLOBAL AND RELY/TRUST MEASURES

Cemetery Honors All Veterans/Service to Nation	94% Overall "Strongly Agree" or "Agree"
Will Rely on State or Tribal Veterans Cemetery for Future Veteran Burial Needs	97% Overall "Strongly Agree" or "Agree"
Trust State or Tribal Veterans Cemetery to Maintain Cemeteries as Nat'l Shrines	97% Overall "Strongly Agree" or "Agree"
Would Recommend Cemetery to Veteran Families	98% Overall "Strongly Agree" or "Agree"
Excellent Overall Appearance of Cemetery	98% Overall "Strongly Agree" or "Agree"
Satisfied with Overall Information Provided	96% Next of Kin "Very satisfied or "Somewhat satisfied"
Satisfied with Overall Experience	97% Overall "Strongly Agree" or "Agree"
Overall Experience Exceeded Expectations	90% Overall "Strongly Agree" or "Agree"

STATE OR TRIBAL/NATIONAL CEMETERY COMPARISONS

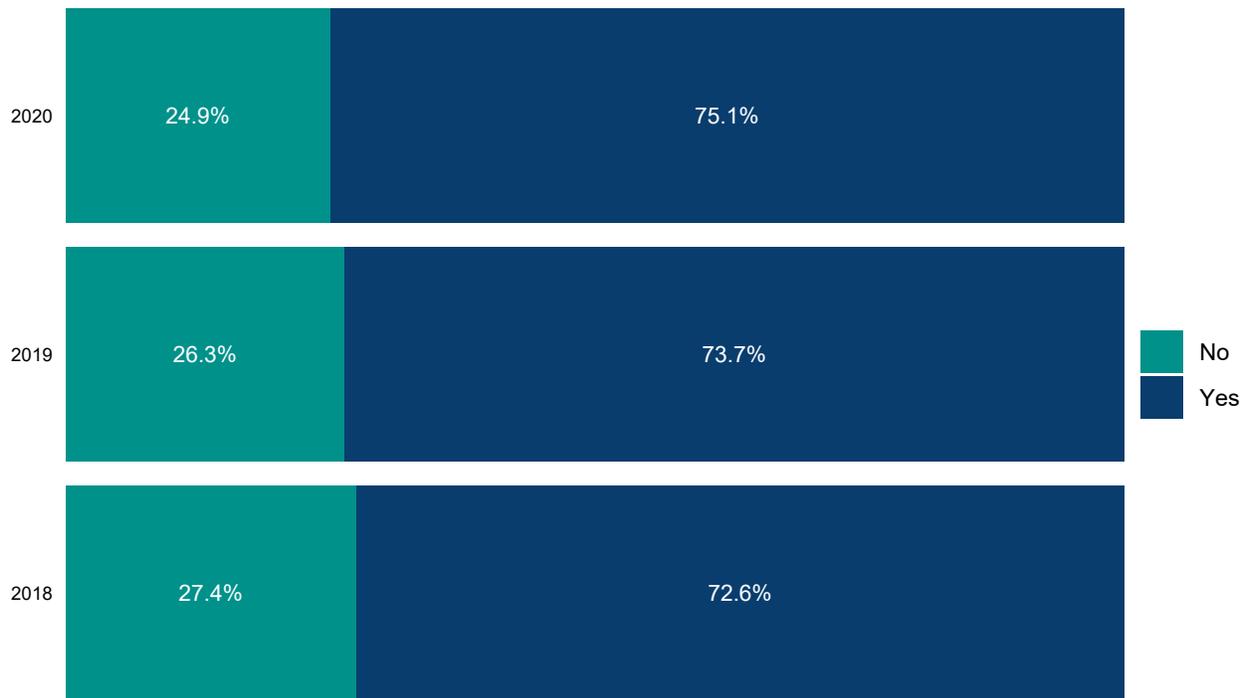
Honor of Interment Equivalent to Nat'l Cemetery	80% Next of Kin "Strongly Agree" or "Agree"
Quality of Service Equivalent to Nat'l Cemetery	85% Next of Kin "Strongly Agree" or "Agree"
Appearance Equivalent to Nat'l Cemetery	85% Next of Kin "Strongly Agree" or "Agree"

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.

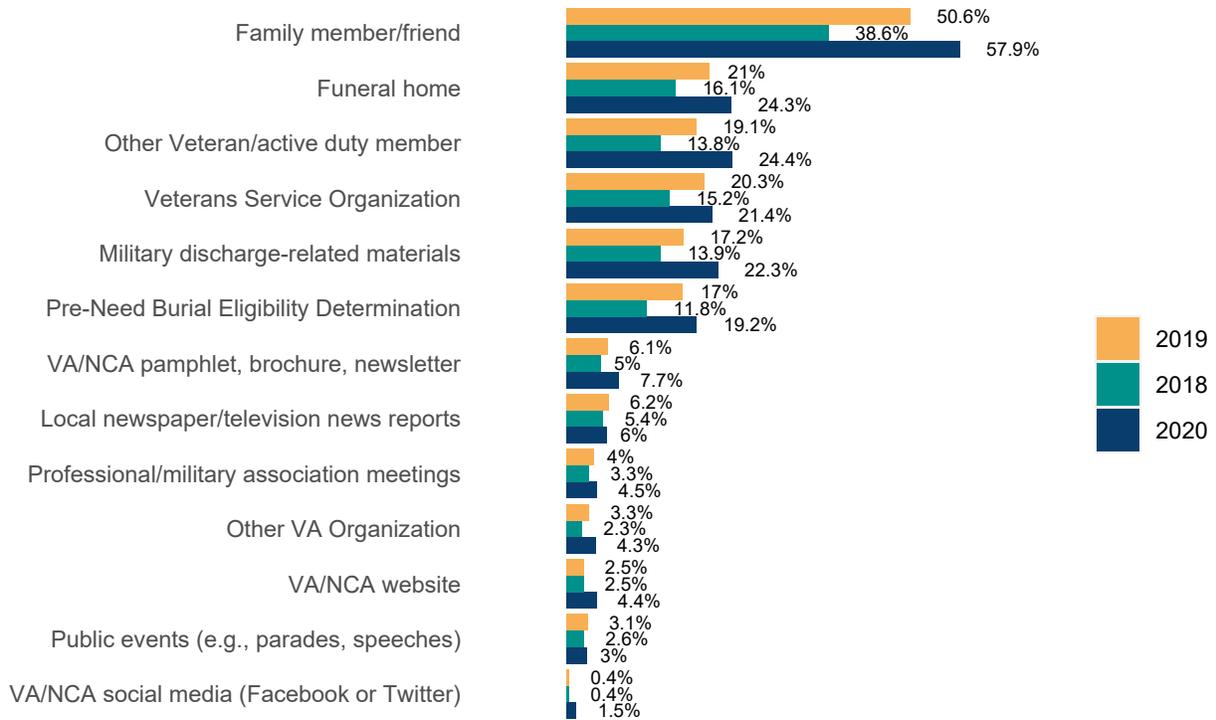
Question 5(NOK): Prior to your time of need, were you aware of the benefits related to burial in a State or Tribal Veterans Cemetery?



Respondent	Year	n	Yes	Change score	No
	2020	7655	75.1%	1.4%	24.9%
All State / Tribal Cemeteries	2019	8970	73.7%	1.1%	26.3%
	2018	9051	72.6%	NA	27.4%

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

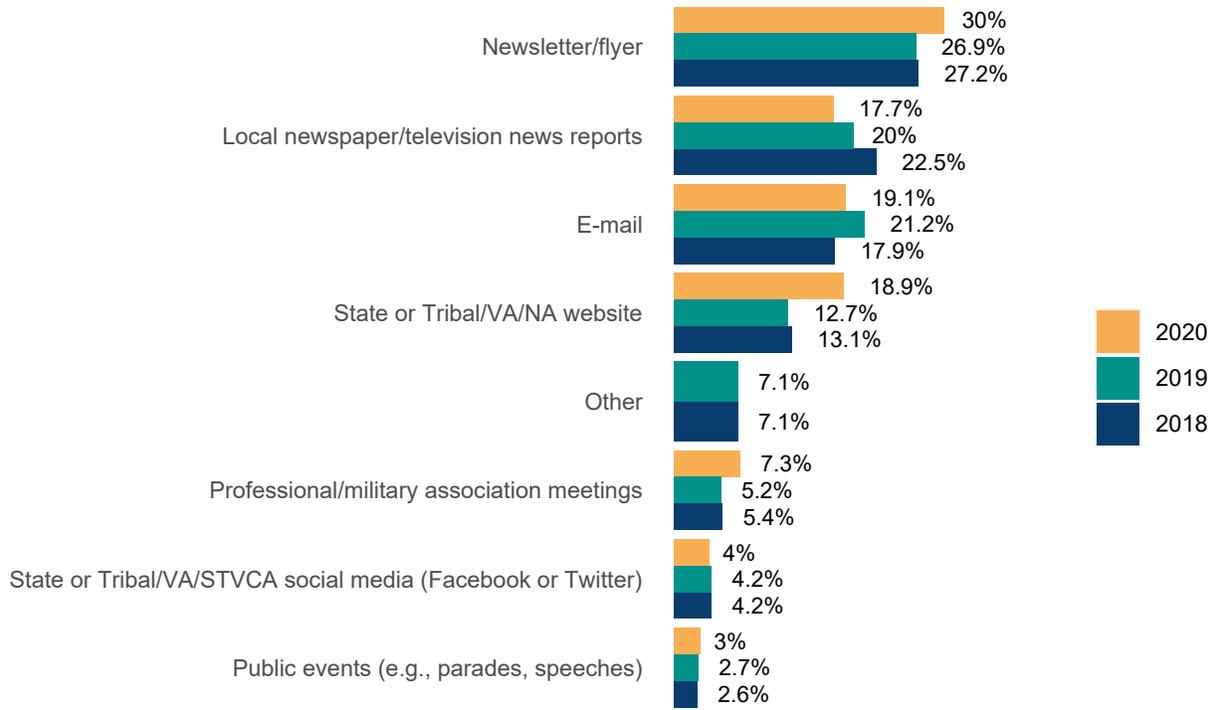
Only respondents who indicated “Yes” to Question 5 (NOK) received this question.



2020: n = 5618 2019: n = 6607 2018: n = 8710

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 State or Tribal Veterans Cemetery to convey information regarding benefits? (Mark only one)



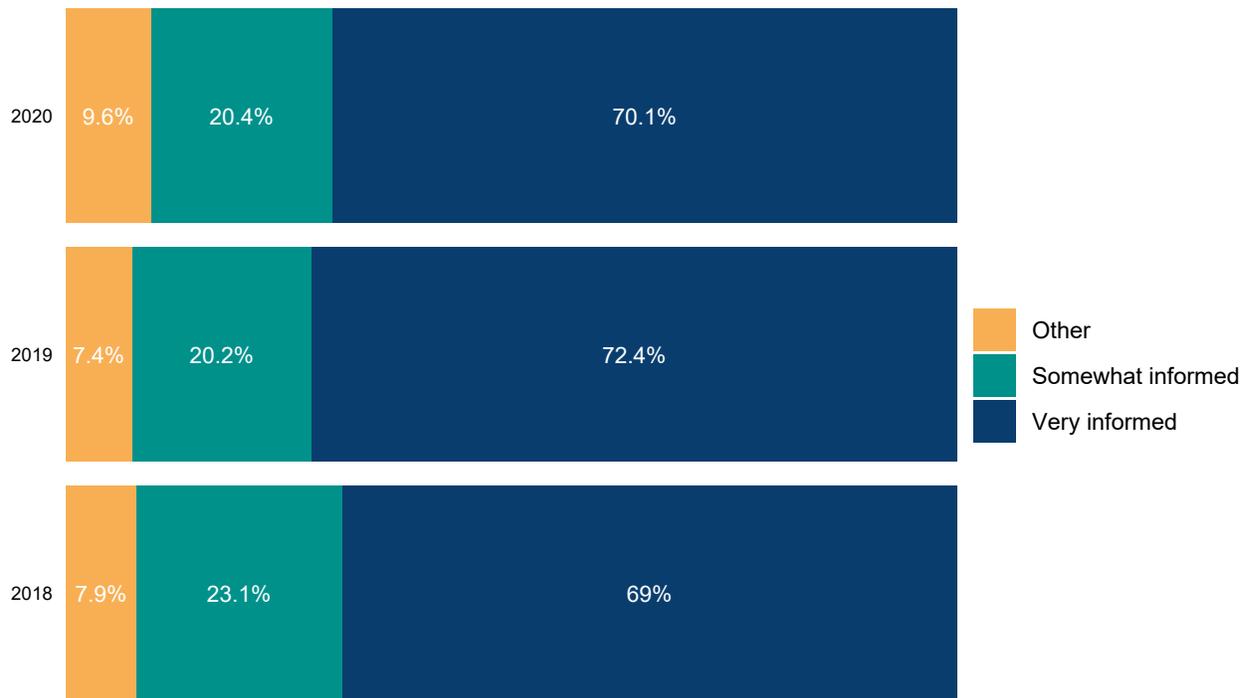
2020: n = 5576 2019: n = 7822 2018: n = 7822

COMMITTAL OR MEMORIAL SERVICE

Section Description

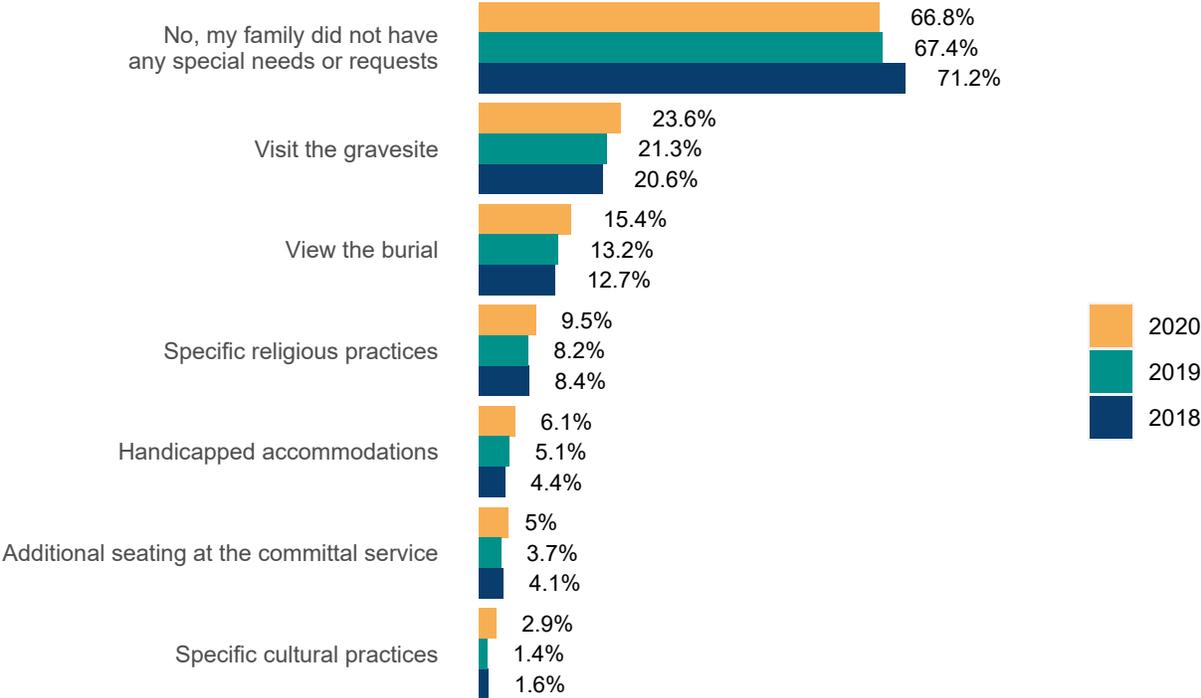
- This section presents survey findings from next of kin on their satisfaction with the committal service at the national cemetery where their loved one was interred. Findings on funeral directors' satisfaction with committal services are also presented.
- Respondents were asked about information shared 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 (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?



Respondent	Year	n	Very informed	Change score	Somewhat informed	Neither / nor	Somewhat uninformed	Very uninformed
All State / Tribal Cemeteries	2020	7668	70.1%	-2.3%	20.4%	4.1%	3.2%	2.3%
	2019	8899	72.4%	3.4%	20.2%	3.8%	2%	1.6%
	2018	8921	69%	NA	23.1%	4.4%	1.8%	1.7%

Question 10 (NOK): At the committal service, did your family have any of the following special needs or requests? (Mark all that apply)

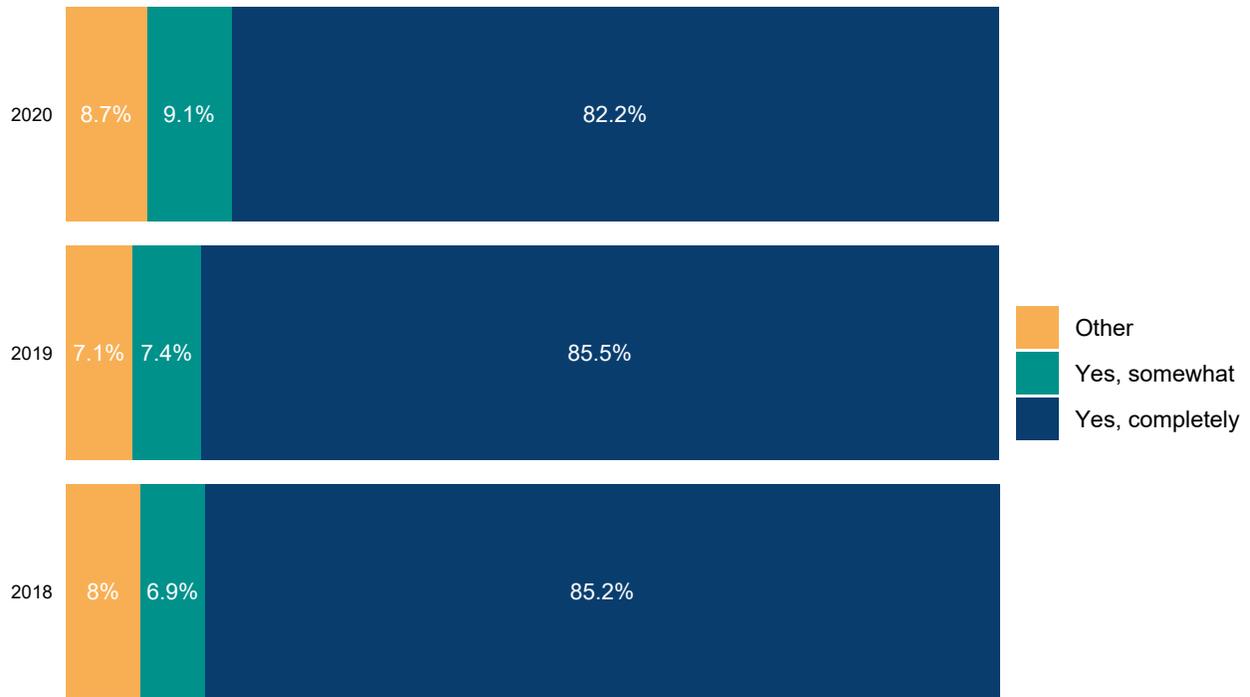


2020: n = 7756 2019: n = 8737 2018: n = 8805

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

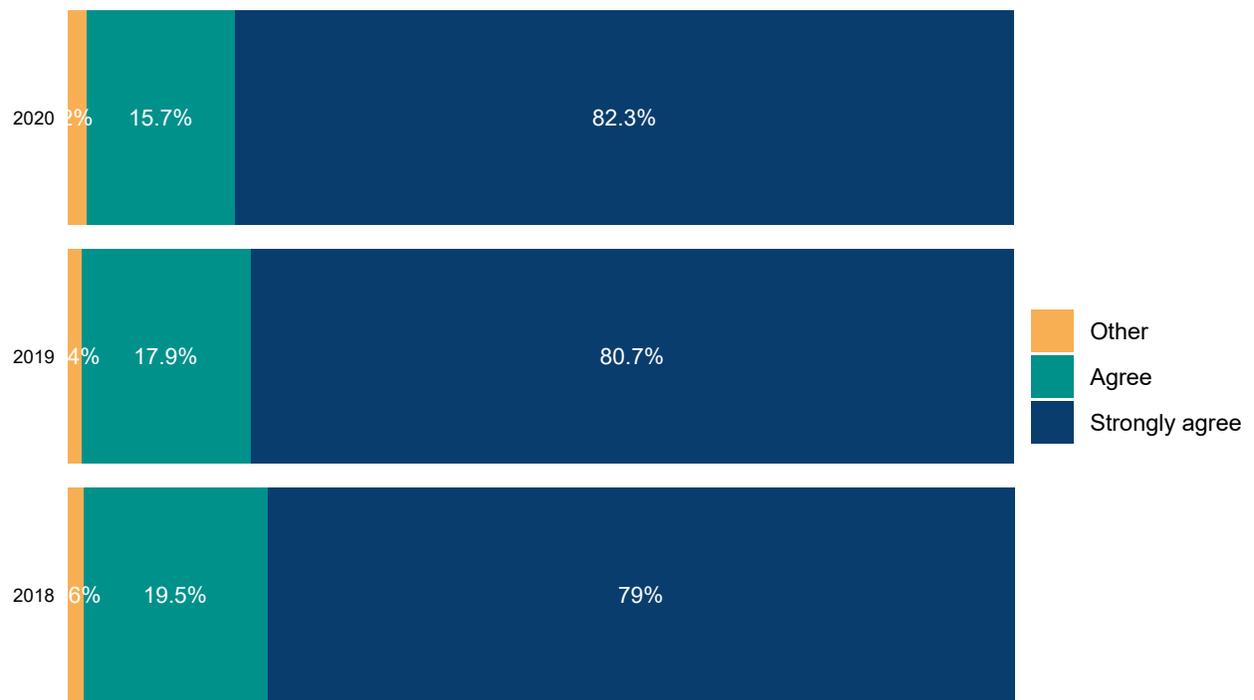
Question 11 (NOK): Was the cemetery able to accommodate these special needs or requests to your satisfaction?

Respondents who indicated “No, my family did not have any needs or requests” to Question 10 (NOK) did not receive this question.



Respondent	Year	n	Yes, completely	Change score	Yes, somewhat	No, and I understand why	No, and I did not understand why
All State / Tribal Cemeteries	2020	2430	82.2%	-3.3%	9.1%	5.5%	NA
	2019	2605	85.5%	0.3%	7.4%	4.4%	2.7%
	2018	2503	85.2%	NA	6.9%	4.4%	3.6%

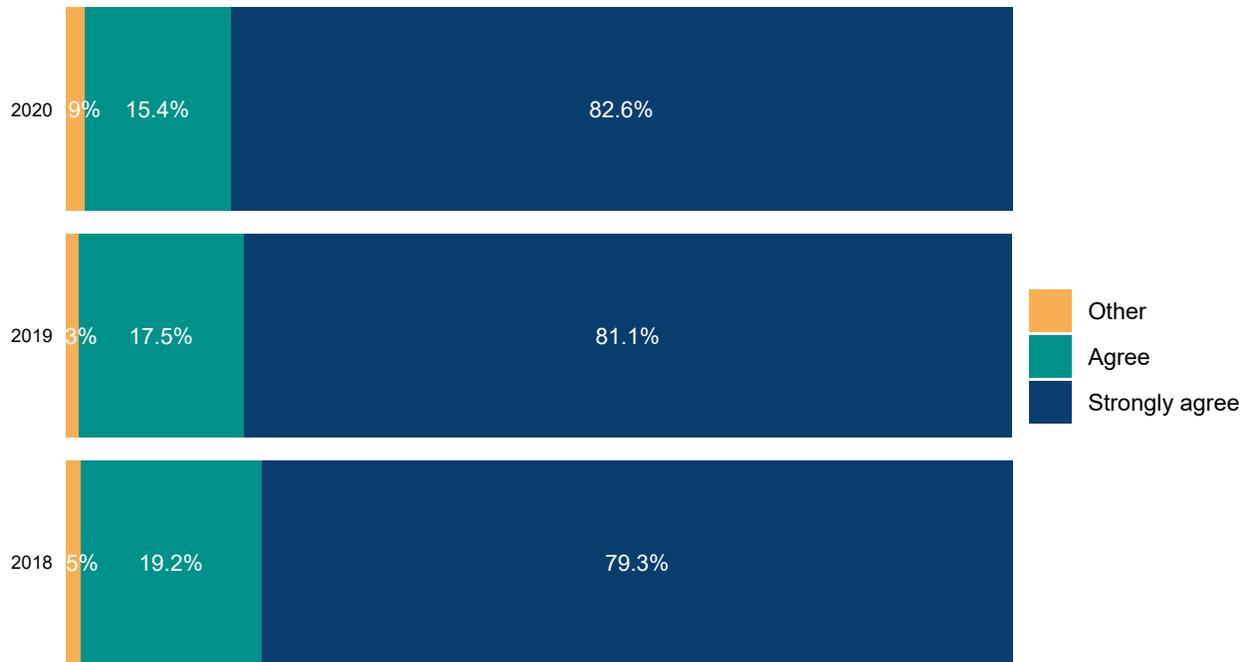
Question 32 (NOK)/3.26 (FD): The committal shelter used for the service was private, clean, and free of safety hazards.



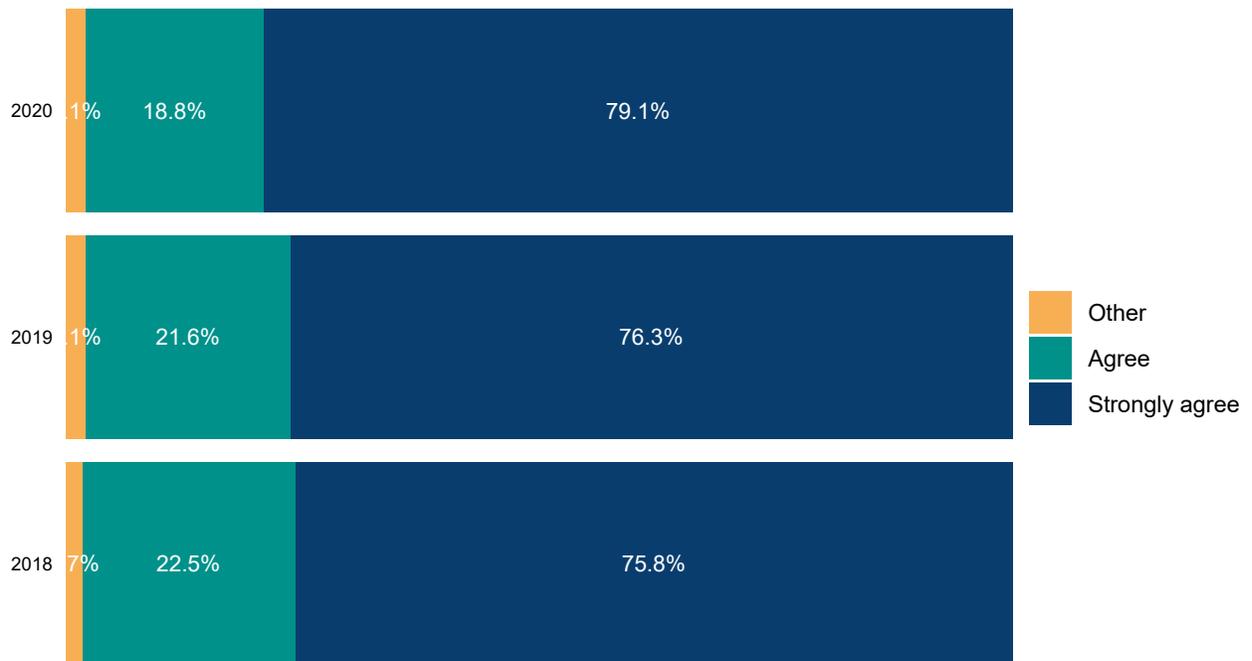
Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	7534	82.3%	1.6%	15.7%	1.6%	0.2%	NA
2019	8812	80.7%	1.7%	17.9%	1.2%	0.1%	0.1%
2018	8975	79%	NA	19.5%	1.3%	0.2%	0.1%

Question 32 (NOK)/3.26 (FD): The committal shelter used for the service was private, clean, and free of safety hazards.

Next of Kin



Funeral Directors

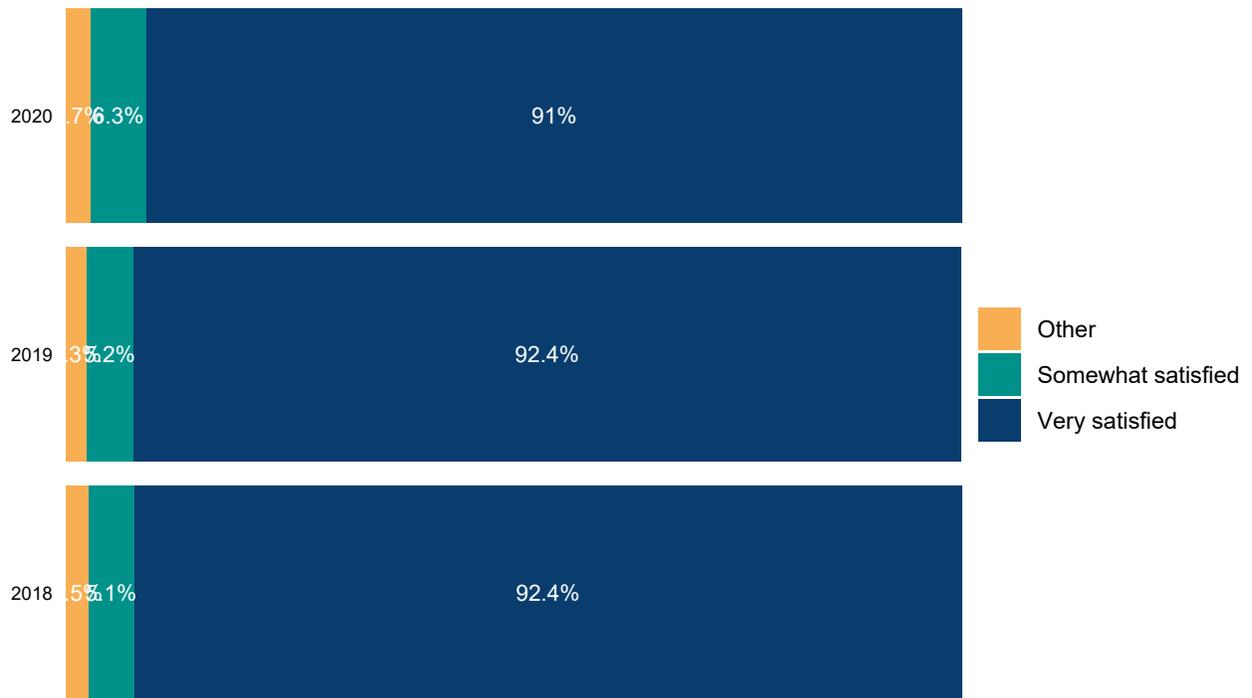


Question 17 (NOK): Overall, how satisfied were you with the committal service at the State or Tribal Veterans Cemetery?



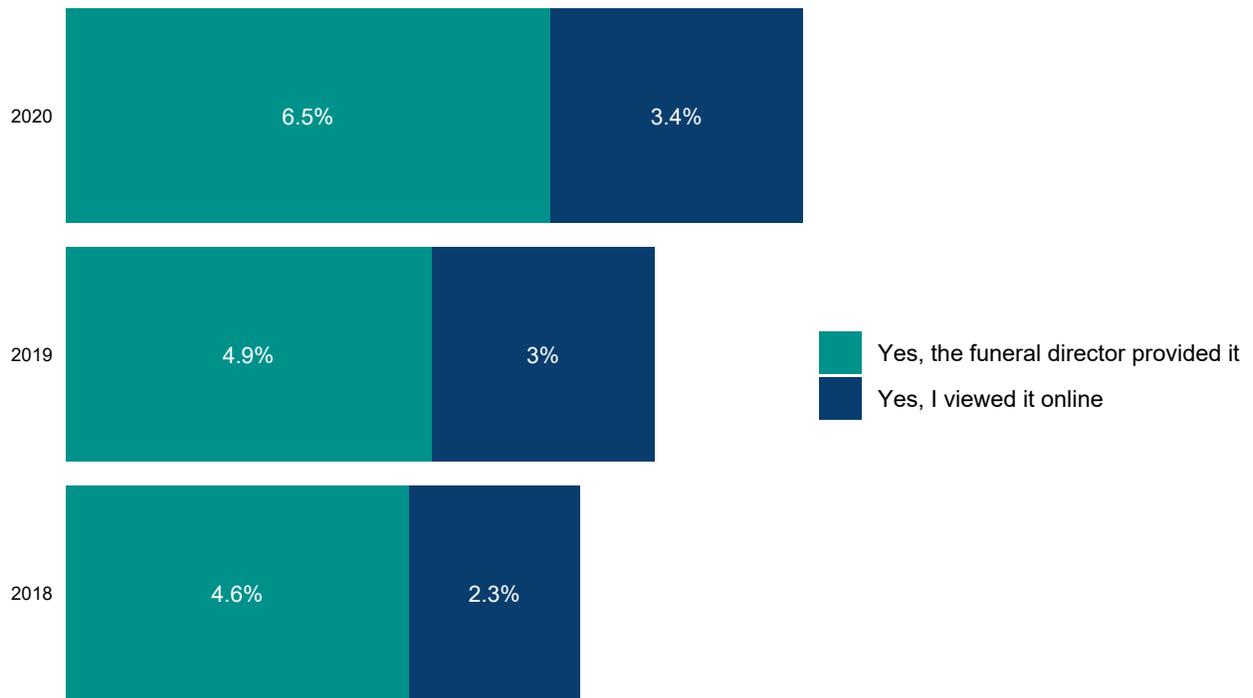
Respondent	Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
All State / Tribal Cemeteries	2020	7600	88.3%	-1.6%	7.6%	2.7%	1%	0.5%
	2019	8794	89.9%	0.2%	6.3%	2.7%	0.6%	0.5%
	2018	8859	89.7%	NA	6.5%	2.8%	0.7%	0.3%

Question 16 (NOK): If your loved one received military funeral honors, how satisfied were you with the quality of the honors received?



Respondent	Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
All State / Tribal Cemeteries	2020	5469	91%	-1.4%	6.3%	1.3%	0.9%	0.5%
	2019	6522	92.4%	0%	5.2%	1%	0.8%	0.5%
	2018	6626	92.4%	NA	5.1%	1.4%	0.6%	0.5%

Question 13 (NOK): Prior to the service for your loved one, did you view the NCA videos illustrating different committal service options at State or Tribal Veterans Cemeteries?



Respondent	Year	n	Yes, I viewed it online	Change score	Yes, the funeral director provided it	No
All State / Tribal Cemeteries	2020	7691	3.4%	0.4%	6.5%	90.1%
	2019	8915	3%	0.7%	4.9%	92.2%
	2018	8994	2.3%	NA	4.6%	93.1%

**Question 14 (NOK): Please indicate your level of agreement with the following statement:
The video(s) helped me understand the burial process at the State or Tribal Veterans Cemetery.**

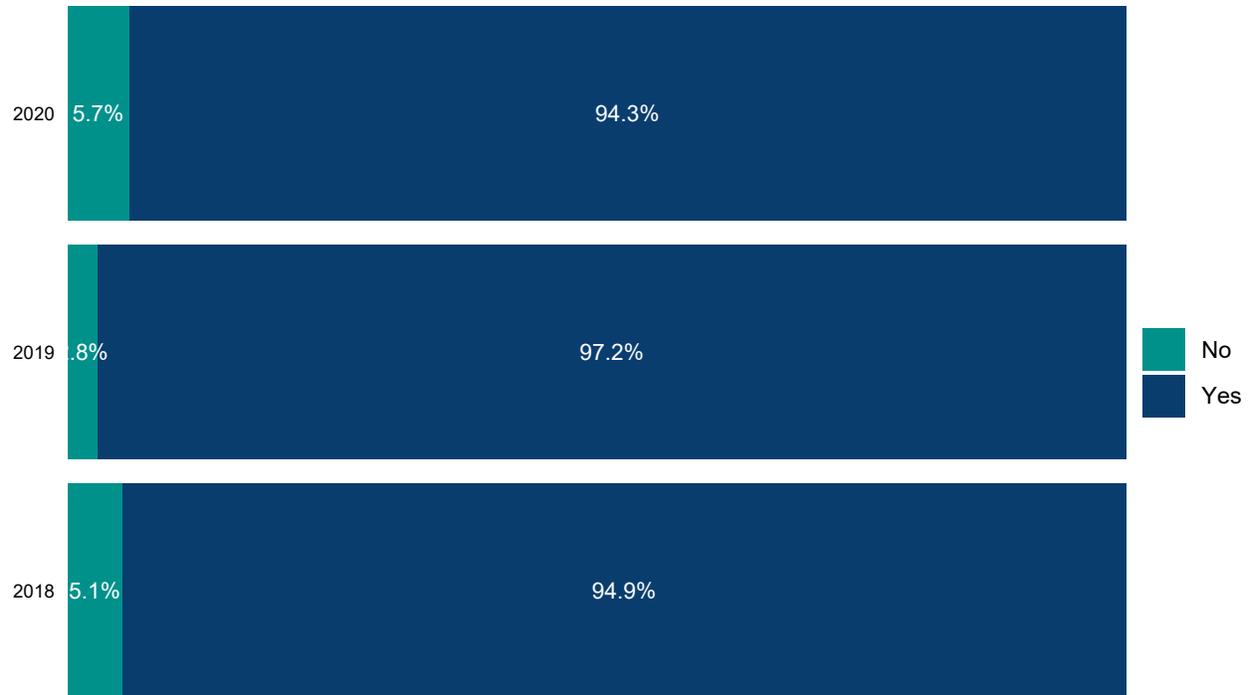
Only respondents who indicated “Yes” to Question 13 (NOK) received this question.



Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	624	50.3%	-8.5%	40.9%	7.7%	1%	0.2%
2019	257	58.8%	8.9%	36.2%	4.3%	0.4%	0.4%
2018	599	49.9%	NA	42.4%	6.5%	0.8%	0.3%

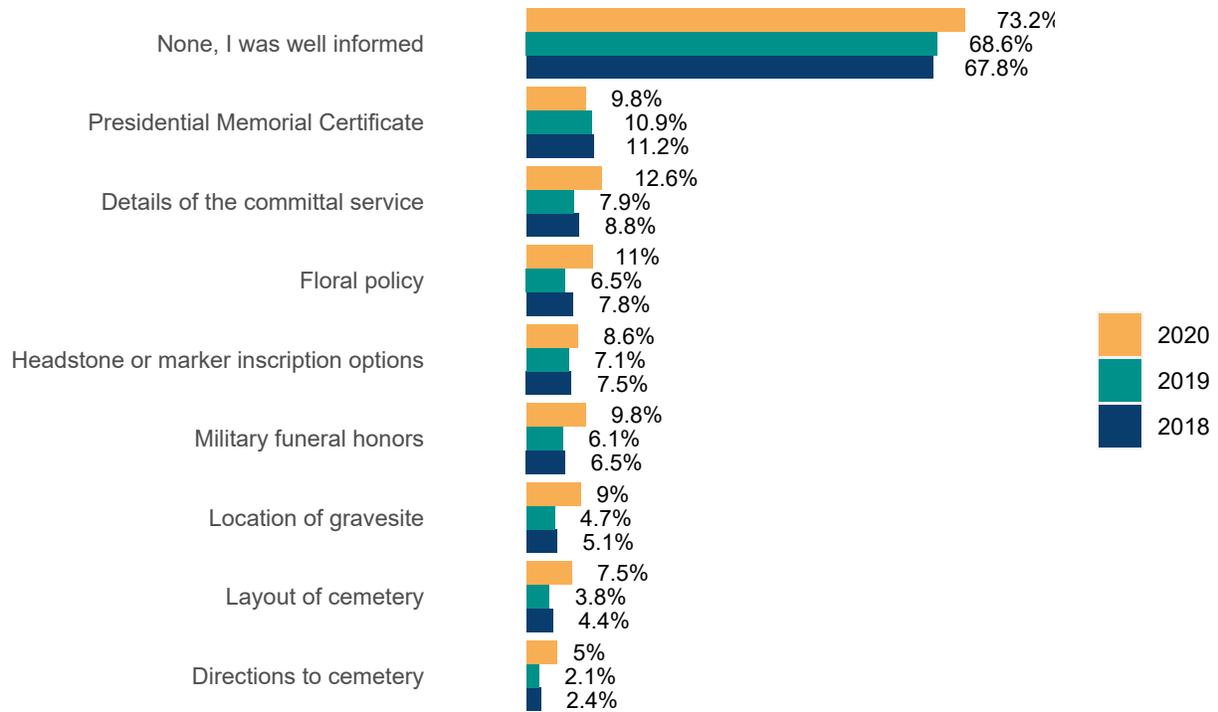
Question 15 (NOK): Was your experience at the State or Tribal Veterans Cemetery similar to the video on service options you viewed?

Only respondents who indicated “Yes” to Question 13 (NOK) received this question.



Respondent	Year	n	Yes	Change score	No
	2020	627	94.3%	-2.9%	5.7%
All State / Tribal Cemeteries	2019	250	97.2%	2.3%	2.8%
	2018	585	94.9%	NA	5.1%

Question 26 (NOK): Looking back at your overall experiences with the State or Tribal Veterans Cemetery, which items would you have liked more information about? (Mark all that apply)



2020: n = 7746 2019: n = 9095 2018: n = 9042

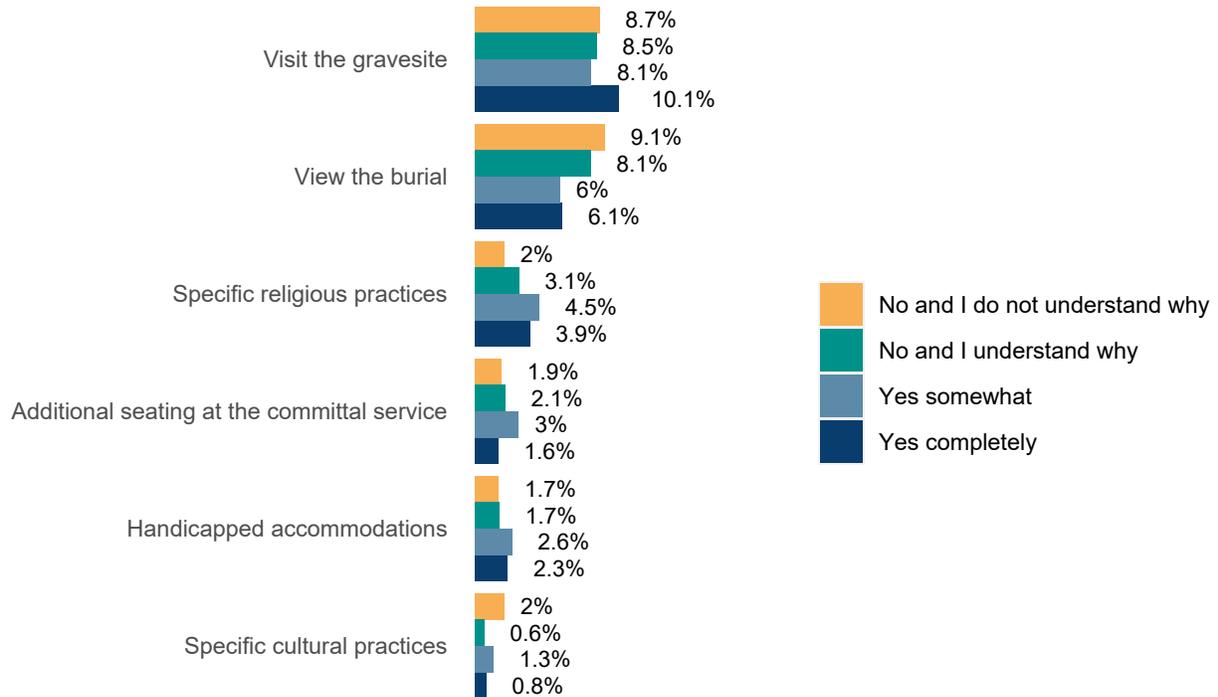
Note: As respondents could select more than one response option, percentages may not sum to 100.

Element of Comparison

By special need requested, how satisfied was the requestor with the cemetery's ability to accommodate the request?

Question 10 (NOK): At the committal service, did your family have any of the following special needs or requests?

Question 11 (NOK): Was the cemetery able to accommodate these special needs or requests to your satisfaction?

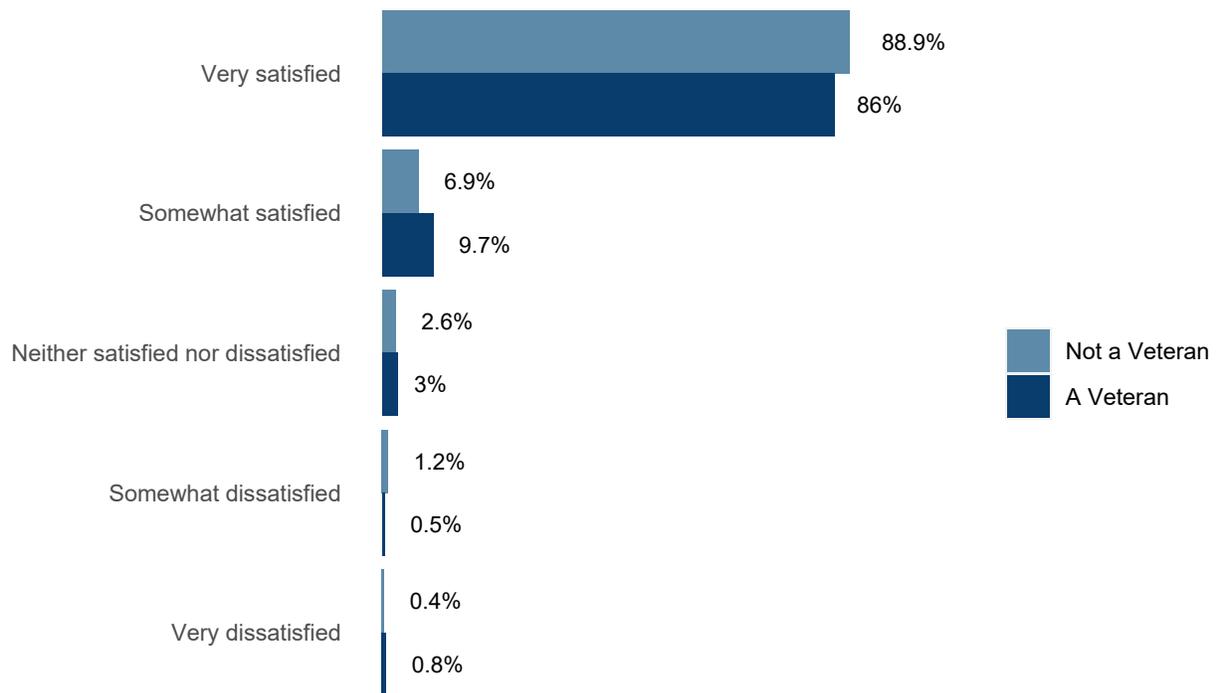


Element of Comparison

Satisfaction with the quality of the committal service at the State or Tribal Veterans Cemetery by Veteran status.

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 17 (NOK): Overall, how satisfied were you with the committal service at the State or Tribal Veterans Cemetery?

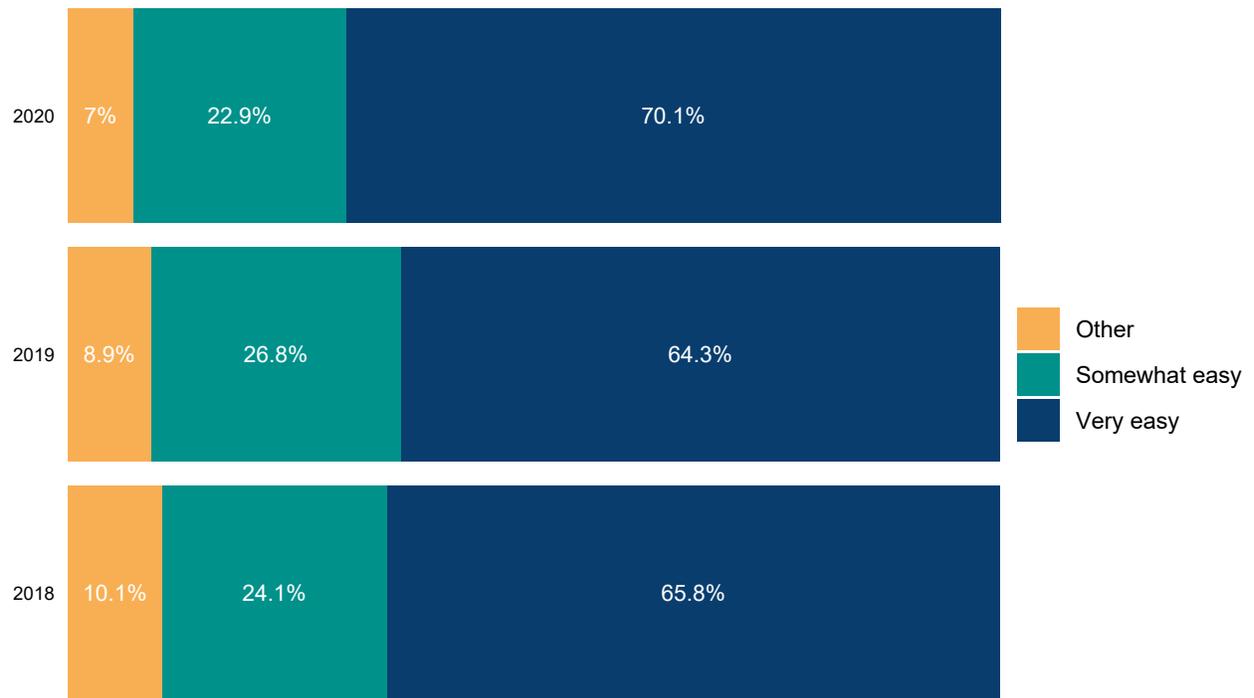


COMMITTAL OR MEMORIAL SERVICE SCHEDULING AND STAFF SUPPORT: FUNERAL DIRECTORS

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 3.17 (FD): How easy is the process of scheduling an interment with the State or Tribal Veterans Cemetery?



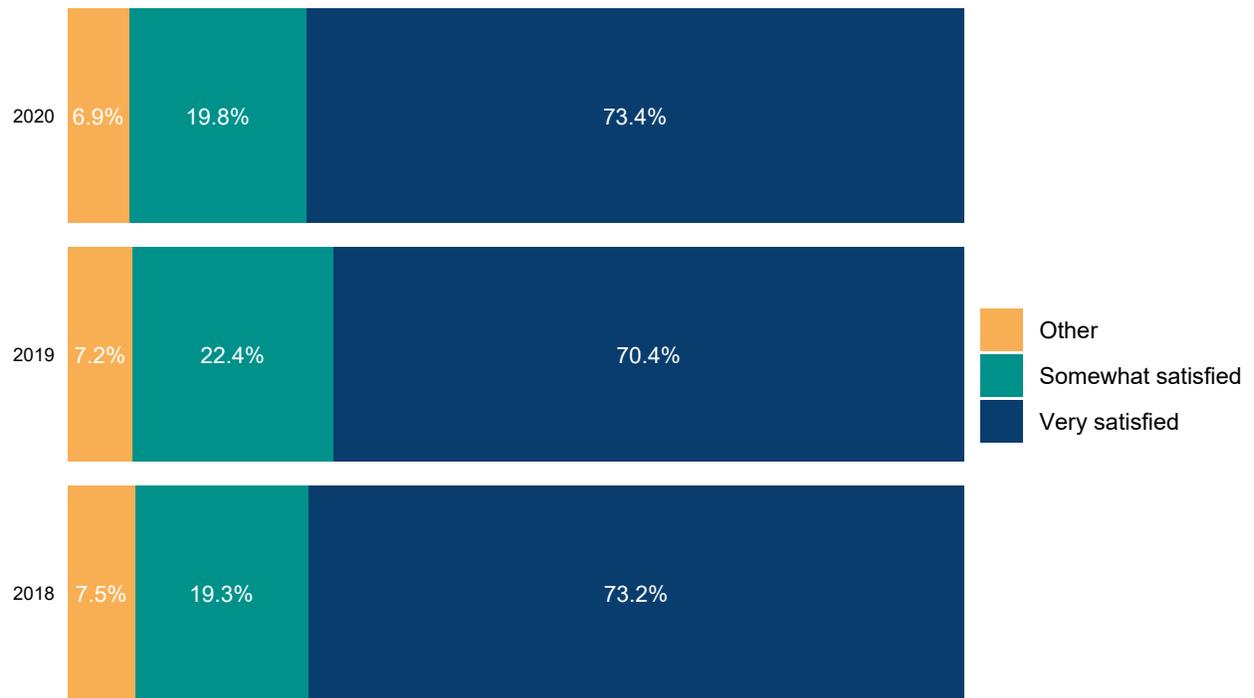
Respondent	Year	n	Very easy	Change score	Somewhat easy	Neither / nor	Somewhat hard	Very hard
All State / Tribal Cemeteries	2020	643	70.1%	5.8%	22.9%	4.7%	1.9%	0.5%
	2019	716	64.3%	-1.5%	26.8%	6.6%	1.5%	0.8%
	2018	693	65.8%	NA	24.1%	7.1%	2.3%	0.7%

Question 3.18 (FD): How long does it typically take to confirm the scheduling of an interment with the State or Tribal Veterans Cemetery?



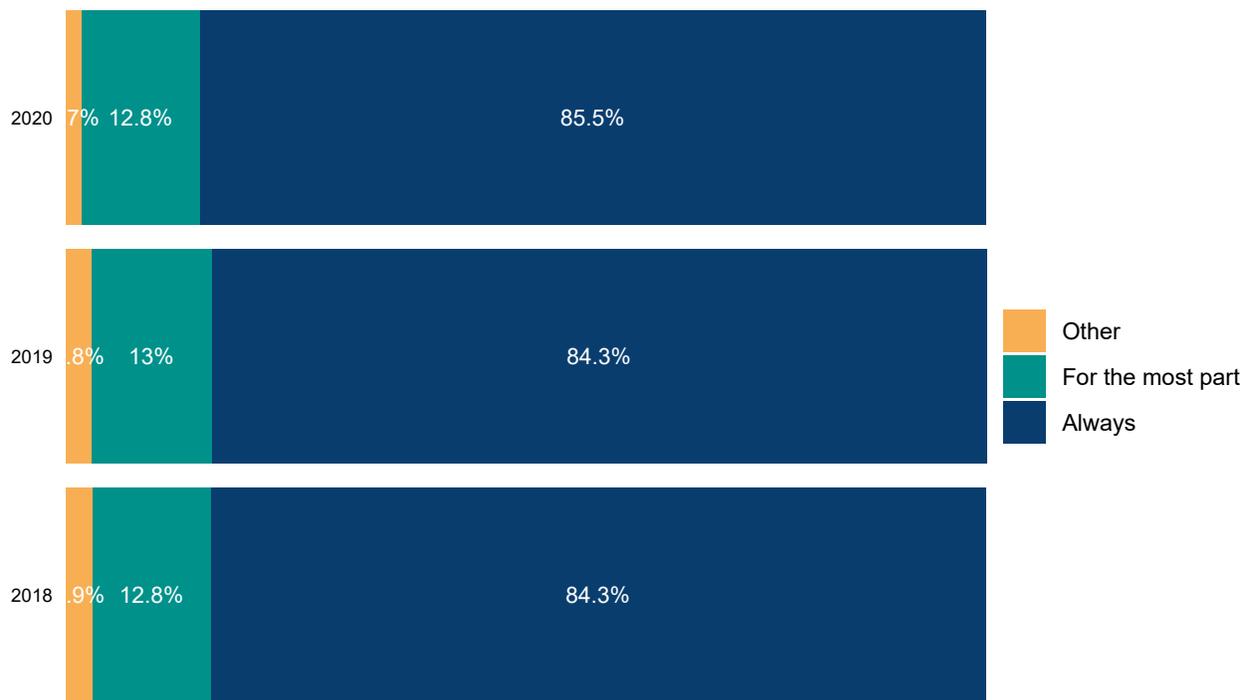
Respondent	Year	n	Less than 1 hour	Change score	1 to 2 hours	3 to 4 hours	5 to 8 hours	1 to 2 days	More than 2 days
All State / Tribal Cemeteries	2020	631	56.1%	2%	25.8%	8.4%	2.2%	7.1%	0.3%
	2019	712	54.1%	-3.9%	27.7%	8.6%	3.4%	5.6%	0.7%
	2018	690	58%	NA	24.1%	9.1%	1.9%	6.1%	0.9%

Question 3.19 (FD): Overall, how satisfied were you with the length of time it took to confirm the scheduling of an interment?



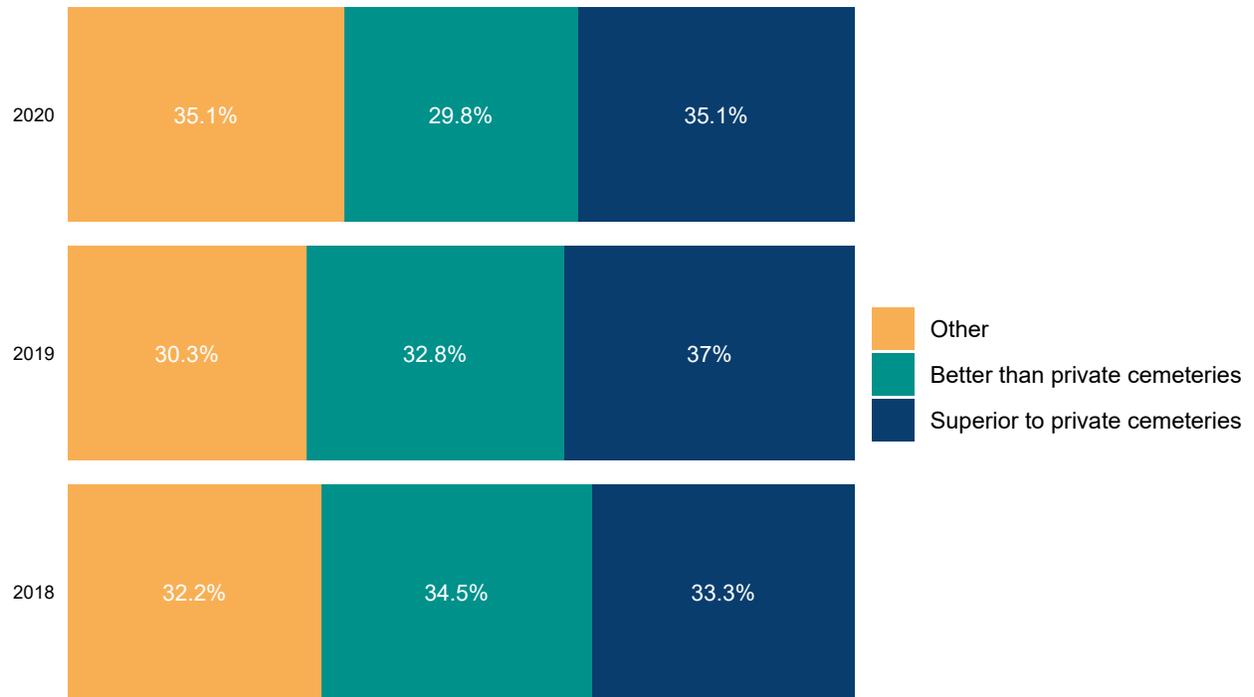
Respondent	Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
All State / Tribal Cemeteries	2020	642	73.4%	3%	19.8%	5%	1.7%	0.2%
	2019	713	70.4%	-2.8%	22.4%	5.1%	1.4%	0.7%
	2018	690	73.2%	NA	19.3%	5.1%	1.7%	0.7%

Question 3.20 (FD): During committal services, how often do you receive the support you need from cemetery staff?



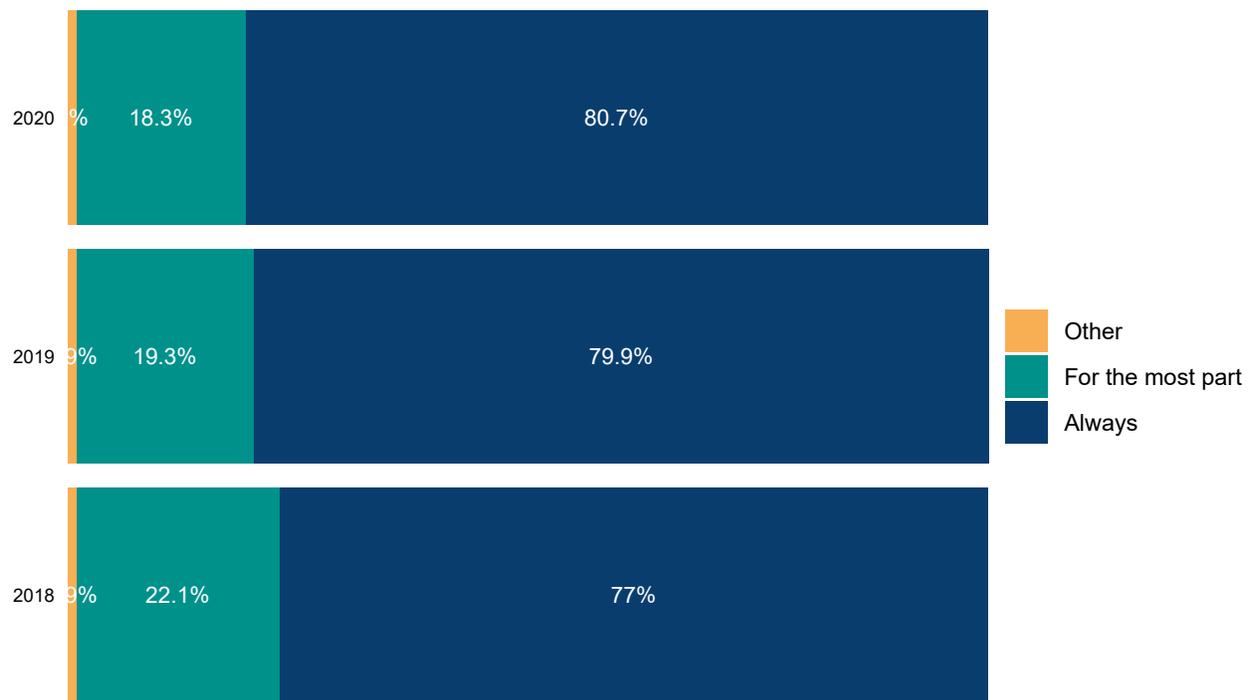
Respondent	Year	n	Always	Change score	For the most part	Occasionally	Never
All State / Tribal Cemeteries	2020	641	85.5%	1.2%	12.8%	1.6%	0.2%
	2019	718	84.3%	0%	13%	2.5%	0.3%
	2018	686	84.3%	NA	12.8%	1.7%	1.2%

Question 3.11 (FD): Overall, how would you compare the level of service you receive from the State or Tribal Veterans Cemetery with the level of service you receive from private cemeteries?



Respondent	Year	n	Superior to private cemeteries	Change score	Better than private cemeteries	About the same	Worse than private cemeteries	Much worse than private cemeteries
All State / Tribal Cemeteries	2020	638	35.1%	-1.9%	29.8%	31.5%	1.6%	0.6%
	2019	711	37%	3.7%	32.8%	28.7%	1.3%	0.3%
	2018	690	33.3%	NA	34.5%	30%	1.3%	0.9%

Question 3.21 (FD): Generally, how often do committal services at the State or Tribal Veterans Cemetery start on time?



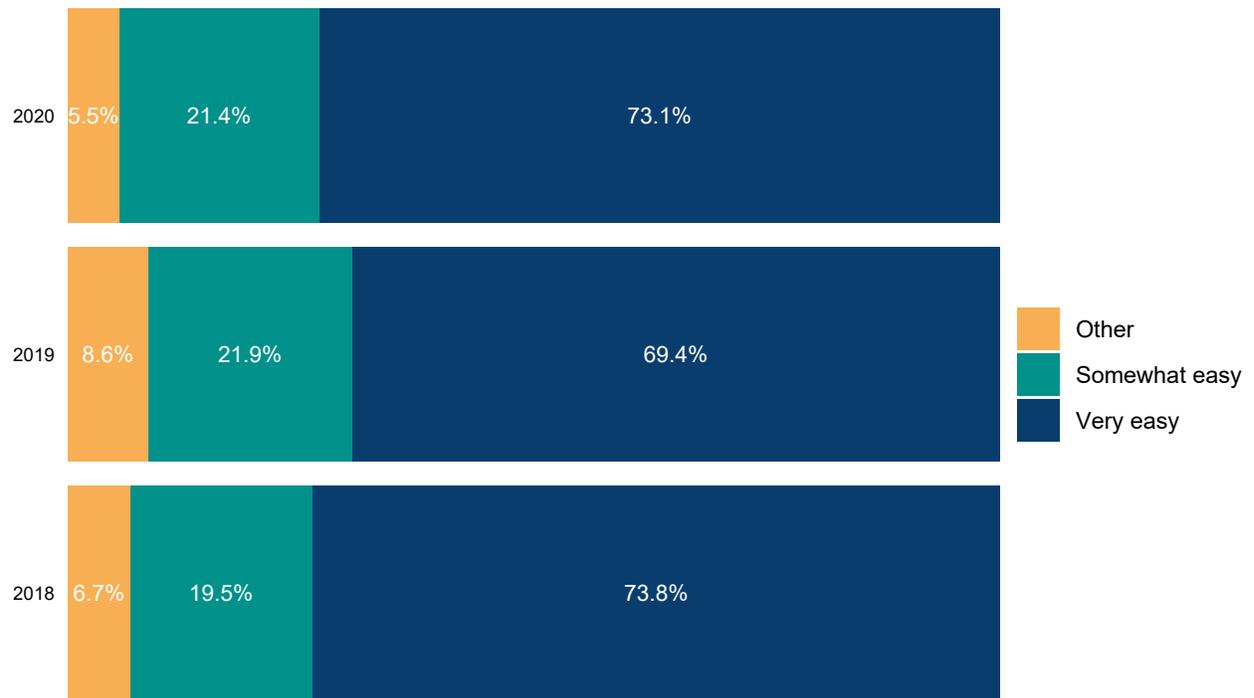
Respondent	Year	n	Always	Change score	For the most part	Occasionally	Never
All State / Tribal Cemeteries	2020	628	80.7%	0.8%	18.3%	1%	NA
	2019	715	79.9%	2.9%	19.3%	0.6%	0.3%
	2018	688	77%	NA	22.1%	0.3%	0.6%

Question 3.22 (FD): If you are delayed in arriving at the State or Tribal Veterans Cemetery for a scheduled service, how successful is the cemetery in adjusting the schedule to accommodate the family?



Respondent	Year	n	Very successful	Change score	Somewhat successful	Neither successful nor unsuccessful	Somewhat unsuccessful	Very unsuccessful
All State / Tribal Cemeteries	2020	420	66.7%	-1.7%	23.8%	7.1%	1.2%	1.2%
	2019	487	68.4%	1.7%	25.1%	4.7%	1%	0.8%
	2018	481	66.7%	NA	24.5%	4.6%	3.1%	1%

Question 3.23 (FD): How easy is it to schedule military honors at the State or Tribal Veterans Cemetery?



Respondent	Year	n	Very easy	Change score	Somewhat easy	Neither / nor	Somewhat hard	Very hard
All State / Tribal Cemeteries	2020	635	73.1%	3.7%	21.4%	4.6%	0.8%	0.2%
	2019	726	69.4%	-4.4%	21.9%	7%	1.2%	0.4%
	2018	703	73.8%	NA	19.5%	5.3%	1.4%	0%

Question 3.24 (FD): To what extent is the quality of military honors acceptable?



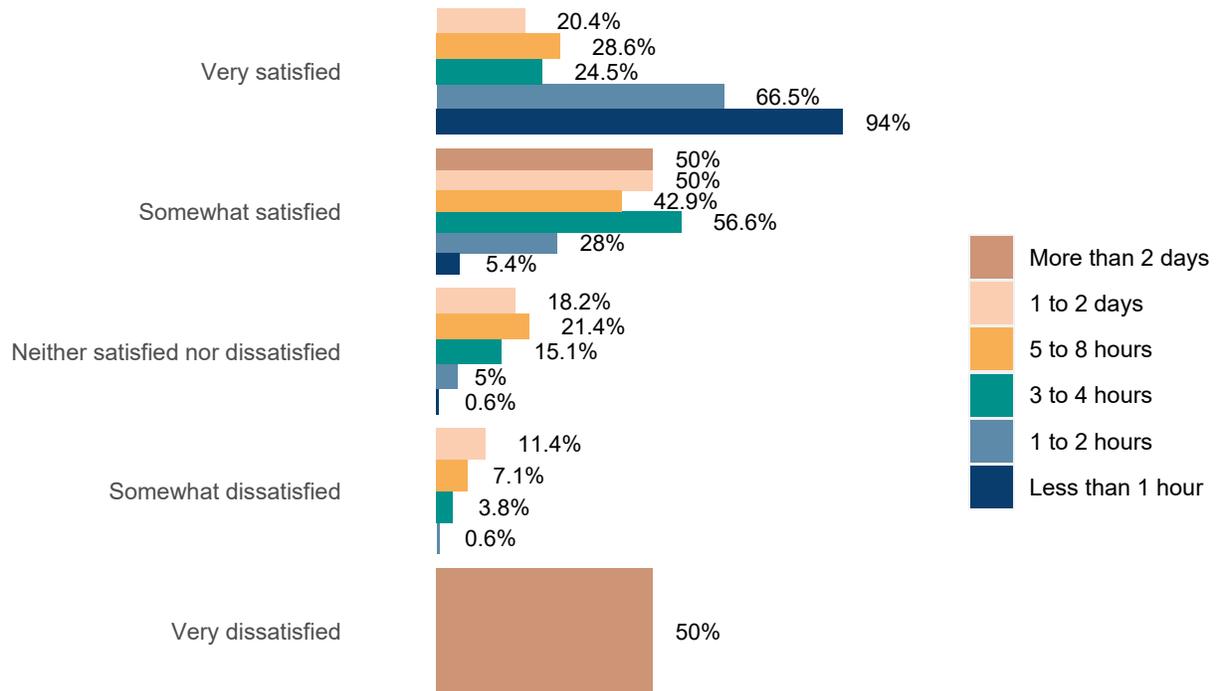
Respondent	Year	n	Very acceptable	Change score	Somewhat acceptable	Neither / nor	Somewhat unacceptable	Very unacceptable
All State / Tribal Cemeteries	2020	633	84.5%	-0.9%	12.9%	2.4%	NA	0.2%
	2019	699	85.4%	-3.3%	12%	2%	0.6%	0%
	2018	690	88.7%	NA	9.7%	1.4%	0%	0.1%

Element of Comparison

Length of time needed to schedule an interment by satisfaction with length of time needed to schedule an interment.

Question 3.19 (FD): Overall, how satisfied were you with the length of time it took to confirm the scheduling of an interment?

Question 3.18 (FD): How long does it typically take to confirm the scheduling of an interment with the State or Tribal Veterans Cemetery Scheduling Office?

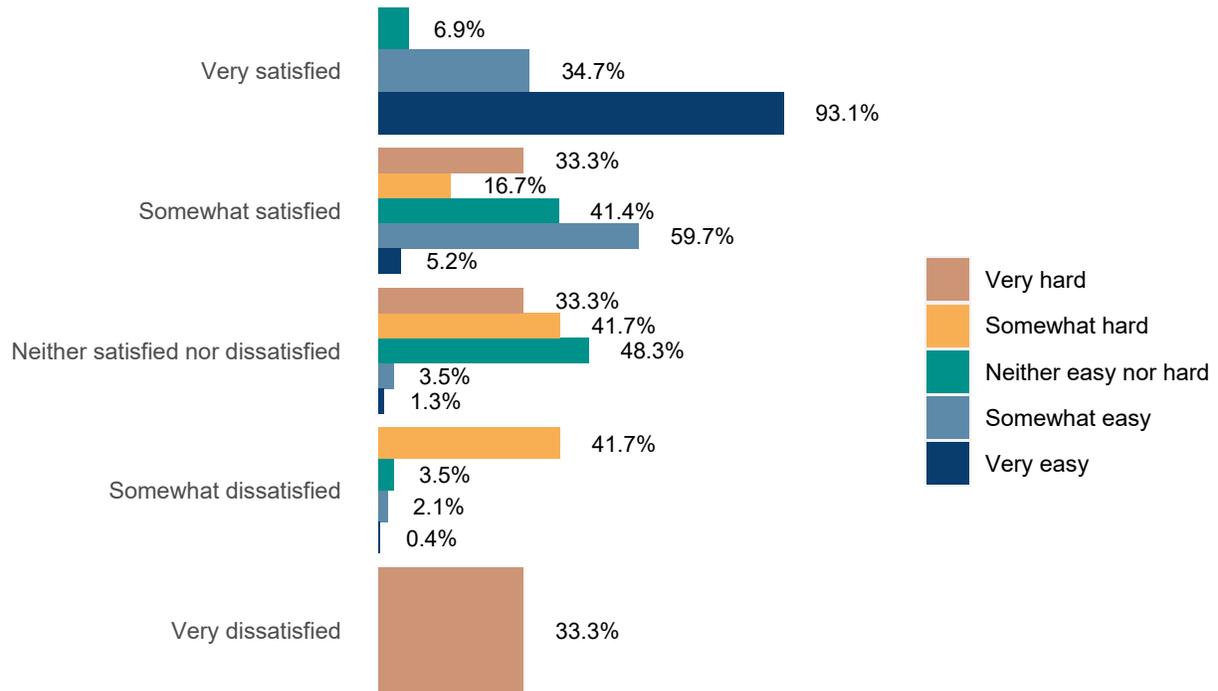


Element of Comparison

Ease of scheduling an interment by satisfaction with length of time needed to schedule an interment.

Question 3.19 (FD): Overall, how satisfied were you with the length of time it took to confirm the scheduling of an interment?

Question 3.17 (FD): How easy is the process of scheduling an interment at the State or Tribal Veterans Cemetery?

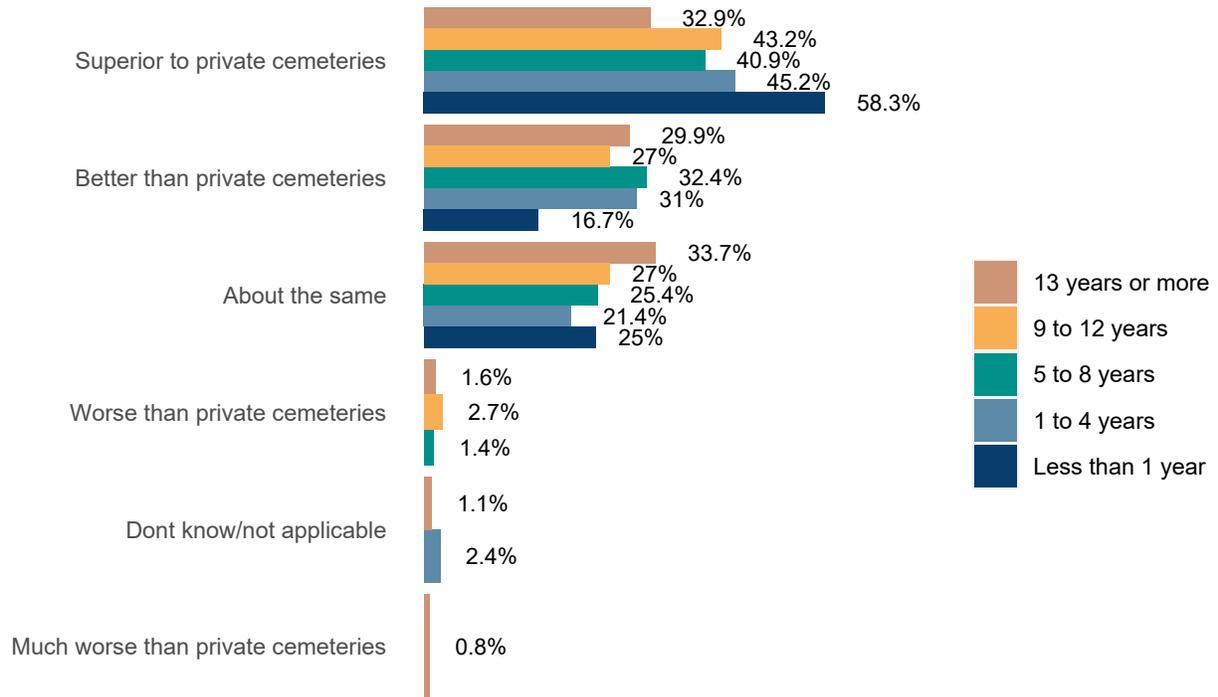


Element of Comparison

Comparing the level of service at the State or Tribal Veterans Cemetery vs. the level of service at private cemeteries by how long the funeral home has worked with the State or Tribal Veterans Cemetery

Question 3.11 (FD): Overall, how would you compare the level of service you receive from the State or Tribal Veterans Cemetery with the level of service you receive from private cemeteries?

Question 3.3 (FD): How long has your funeral home worked with the State or Tribal Veterans Cemetery?



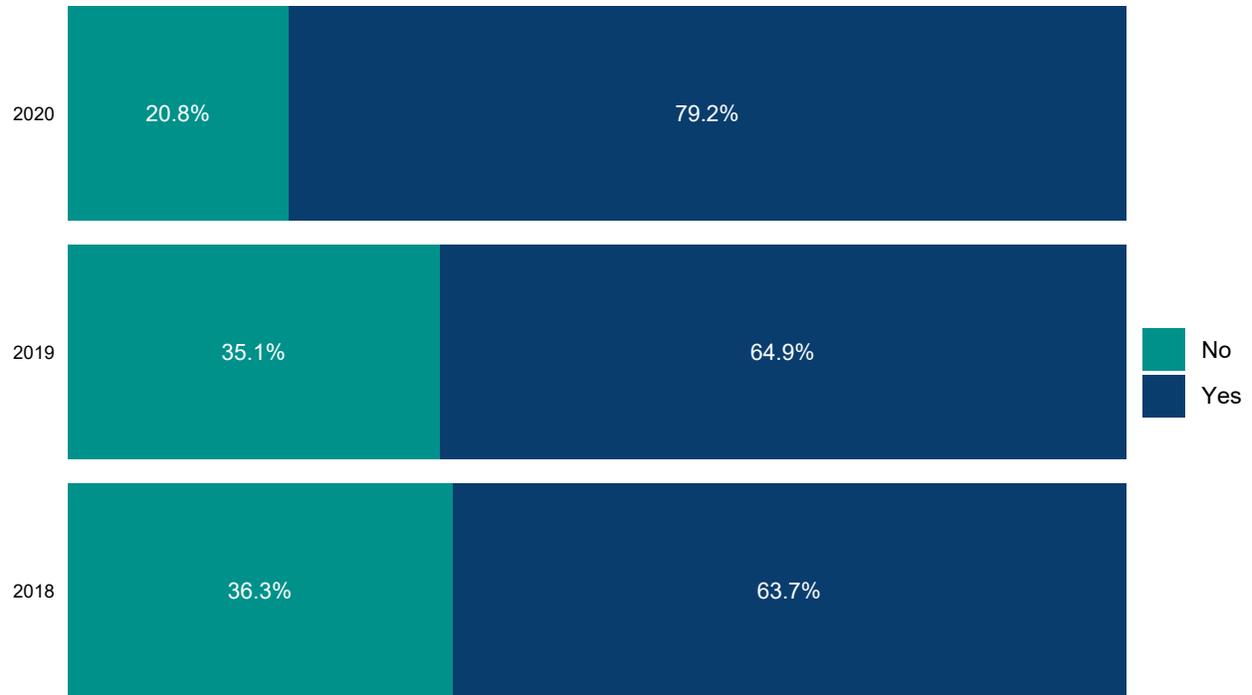
PRESIDENTIAL MEMORIAL CERTIFICATE (PMC)

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.

Question 23 (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?

Only respondents whose loved one was a Veteran received this question.



Respondent	Year	n	Yes	Change score	No
All State / Tribal Cemeteries	2020	6139	79.2%	14.3%	20.8%
	2019	6957	64.9%	1.2%	35.1%
	2018	7086	63.7%	NA	36.3%

Question 24 (NOK): How satisfied were you with the quality of the certificate signed by the President of the United States honoring the Veteran’s service?

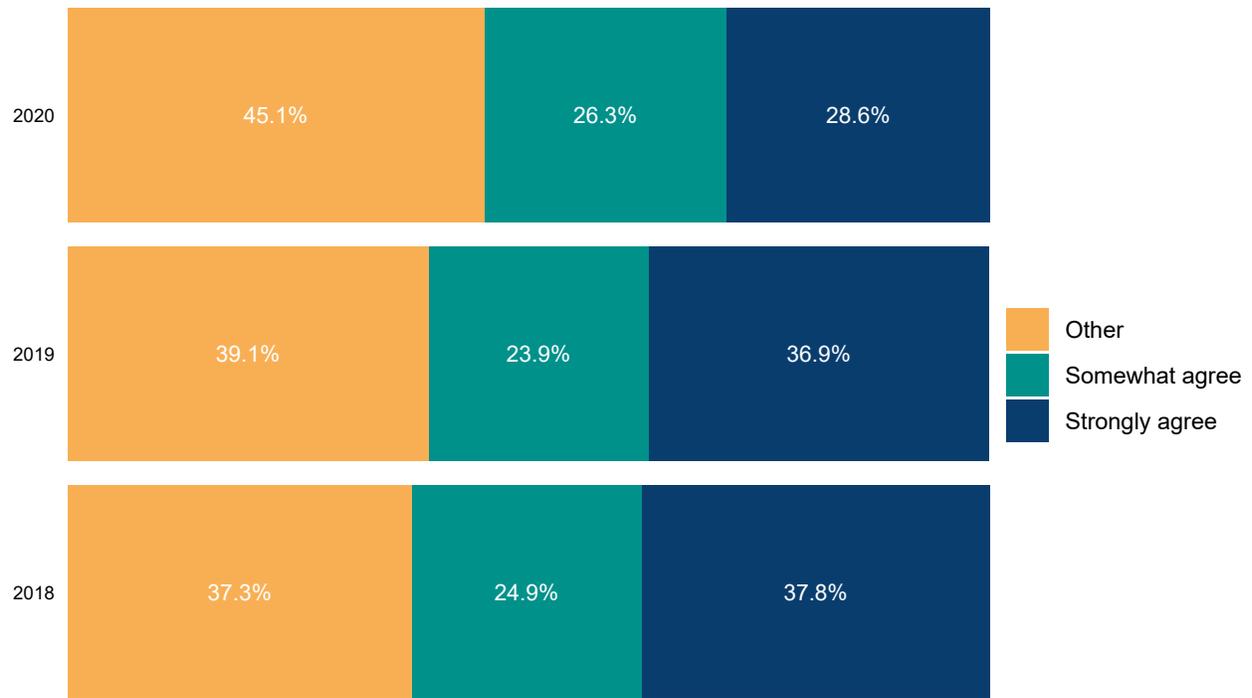
Only respondents who indicated “Yes” to Question 23 (NOK) received this question.



Respondent	Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
All State / Tribal Cemeteries	2020	4639	66.8%	-22.1%	21.5%	9.3%	0.9%	0.7%
	2019	4341	88.9%	-0.5%	5.9%	4.1%	0.7%	0.4%
	2018	4435	89.4%	NA	4.9%	4%	1%	0.7%

Question 25(NOK): Please indicate your level of agreement with the following statement: Receiving the Presidential Memorial Certificate at the committal service (rather than receiving it in the mail) would enhance the meaning of the recognition.

Only respondents whose loved one was a Veteran received this question.



Year	n	Strongly agree	Change score	Somewhat agree	Neither / nor	Somewhat disagree	Strongly disagree
2020	4287	28.6%	-8.3%	26.3%	38.2%	5%	2%
2019	4335	36.9%	-0.9%	23.9%	34%	NA	1.1%
2018	4435	37.8%	NA	24.9%	32.6%	NA	1%

Note: 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?”

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 columbarium is maintained.

Question 18 (NOK): Were the headstone, marker, or columbarium niche cover inscription options explained to you?



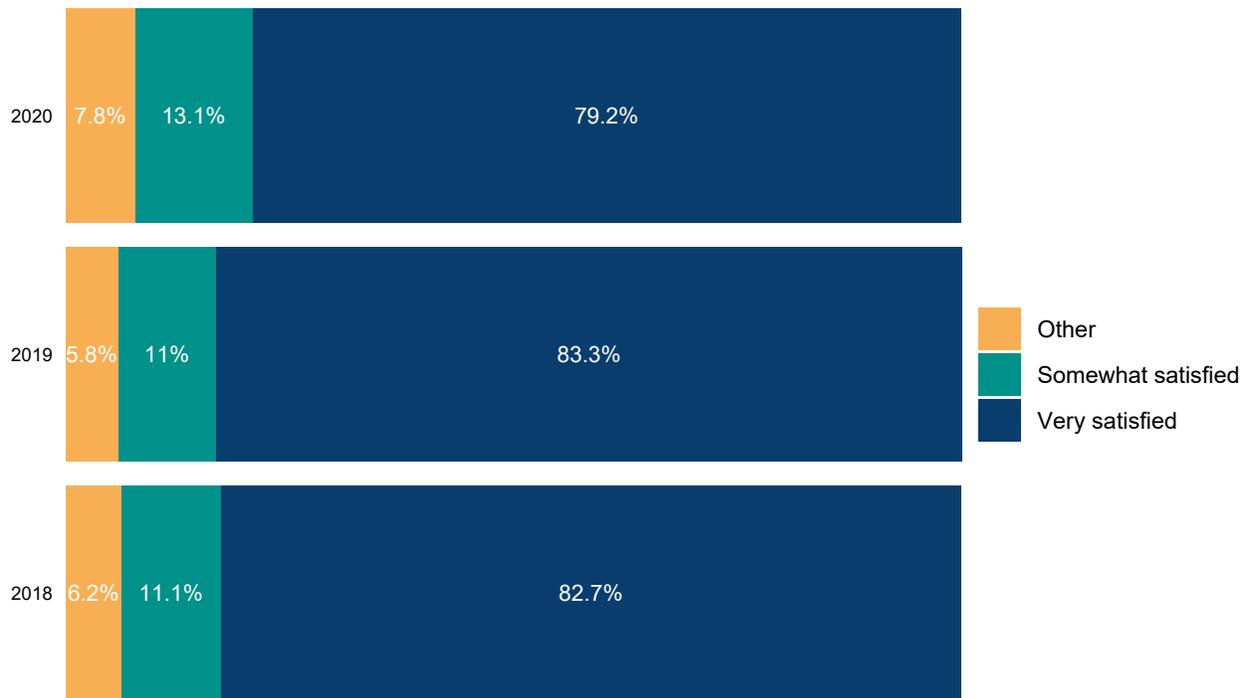
Respondent	Year	n	Yes	Change score	No
	2020	7265	93.1%	-0.9%	6.9%
All State / Tribal Cemeteries	2019	8469	94%	0.6%	6%
	2018	8450	93.4%	NA	6.6%

Question 19 (NOK): Did you feel you had sufficient time to make a decision on the headstone, marker, or columbarium niche cover inscription?



Respondent	Year	n	Yes	Change score	No
	2020	7690	92.7%	0%	7.3%
All State / Tribal Cemeteries	2019	8891	92.7%	0.3%	7.3%
	2018	8924	92.4%	NA	7.6%

Question 20 (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?



Respondent	Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
All State / Tribal Cemeteries	2020	7382	79.2%	-4.1%	13.1%	4.9%	2.2%	0.6%
	2019	8511	83.3%	0.6%	11%	4%	1.2%	0.6%
	2018	8796	82.7%	NA	11.1%	4.1%	1.5%	0.6%

Question 21 (NOK): When the headstone, marker, or columbarium niche cover arrived, was the inscription accurate?



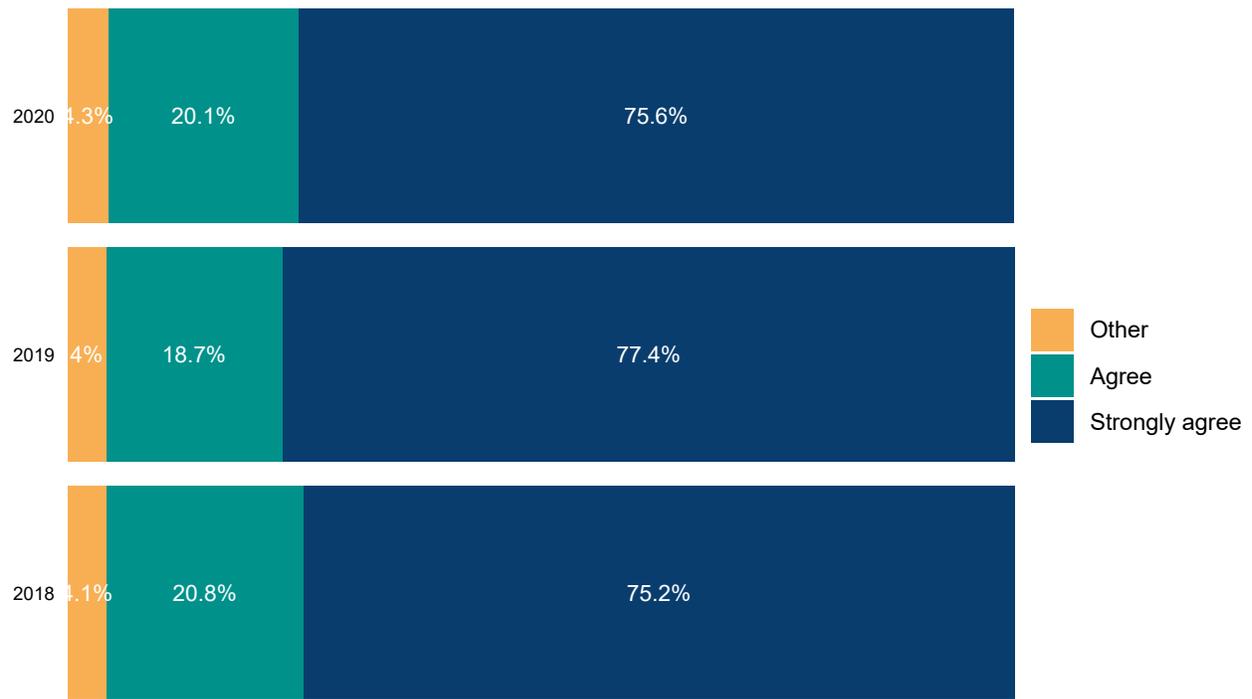
Respondent	Year	n	Yes	Change score	No
	2020	6856	96%	-0.5%	4%
All State / Tribal Cemeteries	2019	7501	96.5%	0.1%	3.5%
	2018	8109	96.4%	NA	3.6%

Question 22 (NOK): Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived?



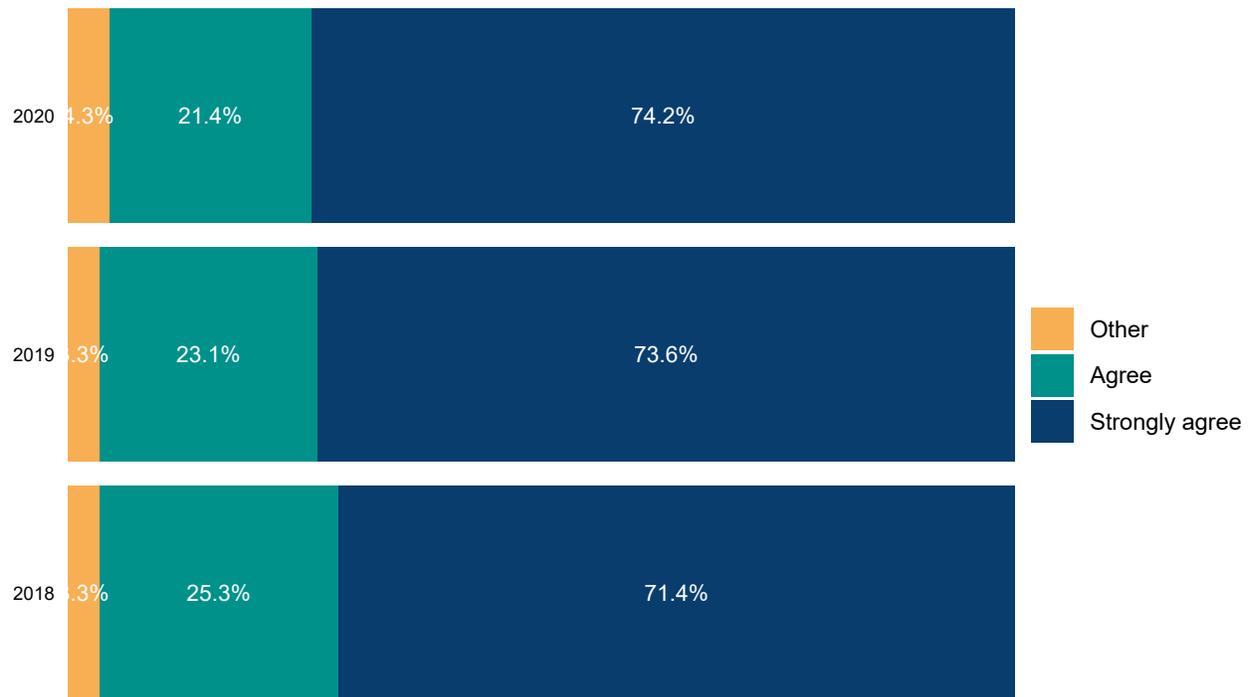
Respondent	Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
All State / Tribal Cemeteries	2020	7049	89.7%	0.3%	5.5%	3.5%	0.9%	0.4%
	2019	8049	89.4%	-1.2%	4.8%	4.5%	0.8%	0.5%
	2018	8548	90.6%	NA	4.8%	3.5%	0.6%	0.4%

Question 38 (NOK): The appearance of my loved one’s gravesite/columbaria is excellent.



Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	7410	75.6%	-1.8%	20.1%	3%	1%	0.3%
2019	8477	77.4%	2.2%	18.7%	3%	0.7%	0.3%
2018	8721	75.2%	NA	20.8%	2.7%	1.1%	0.3%

Question 31 (NOK)/3.25 (FD): The upkeep of the headstones, markers, or columbarium niche covers is excellent.



Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	7863	74.2%	0.7%	21.4%	3.4%	0.8%	NA
2019	9072	73.6%	2.2%	23.1%	2.7%	0.4%	0.2%
2018	9319	71.4%	NA	25.3%	2.7%	0.5%	0.1%

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.

Question 39 (NOK)/3.33 (FD): The information kiosks (i.e., gravesite locators) are helpful to me.



Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	6598	51.6%	-12%	32.9%	13.8%	1.3%	0.4%
2019	8114	63.6%	2.1%	25.7%	9.3%	0.9%	0.4%
2018	8184	61.5%	NA	26.8%	10.3%	1.1%	0.4%

Question 39 (NOK)/3.33 (FD): The information kiosks (i.e., gravesite locators) are helpful to me.

Next of Kin



Funeral Directors



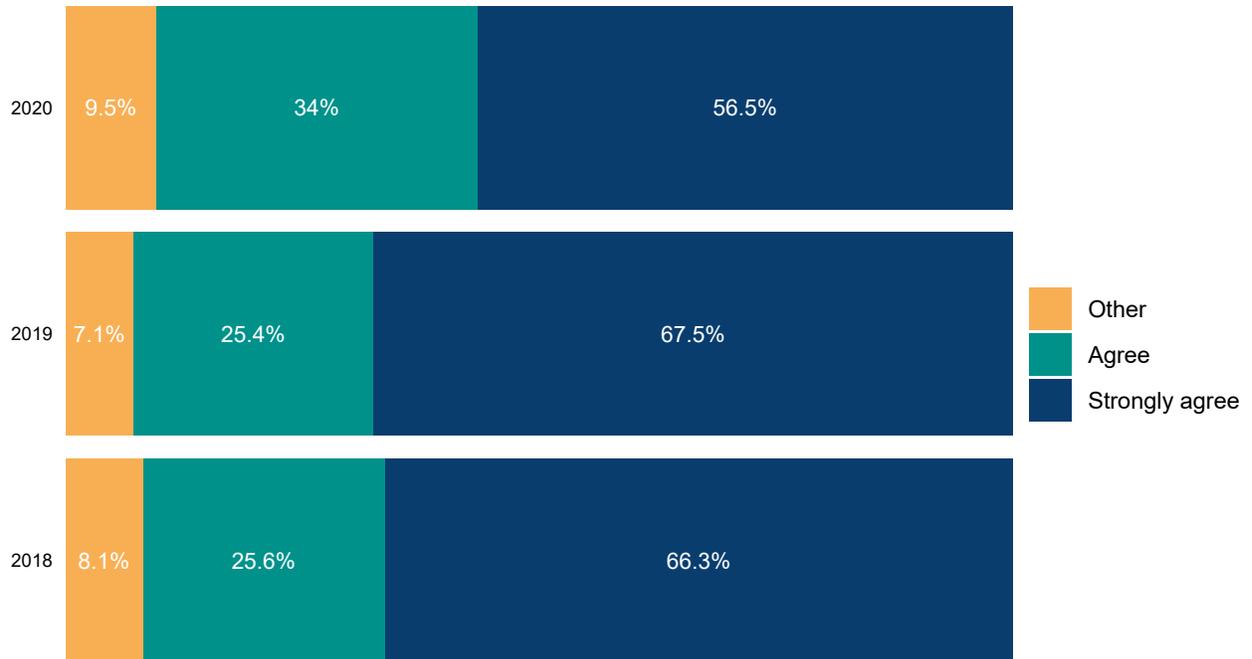
Question 34 (NOK)/3.28 (FD): There are sufficient signs within the cemetery to assist visitors.



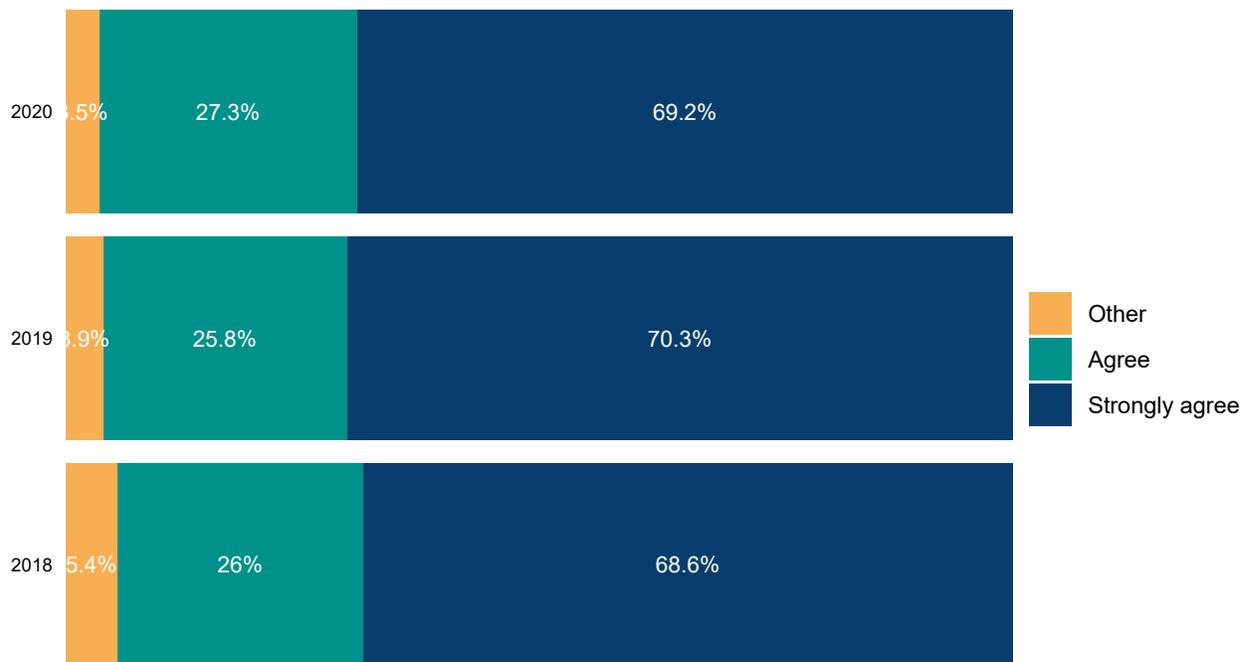
Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	8485	55.5%	-12.2%	32.3%	6%	2.4%	0.4%
2019	9441	67.7%	1.2%	25.4%	4.9%	1.7%	0.3%
2018	9516	66.5%	NA	25.6%	5.3%	2.2%	0.4%

Question 34 (NOK)/3.28 (FD): There are sufficient signs within the cemetery to assist visitors.

Next of Kin

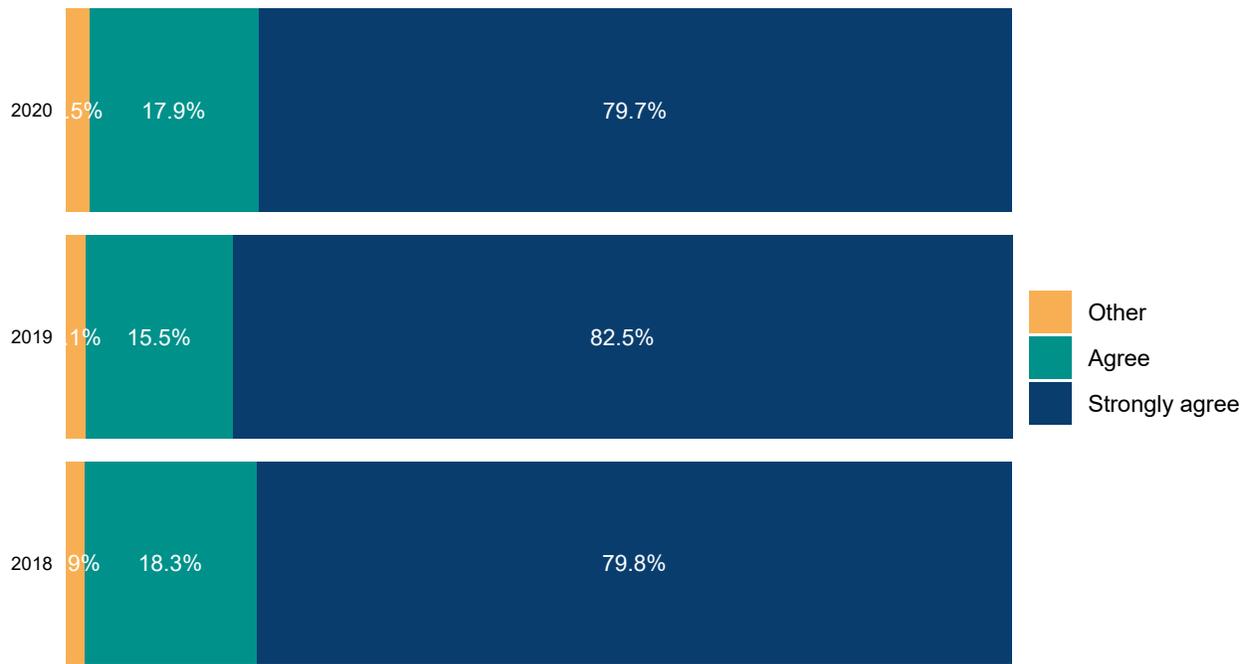


Funeral Directors



Question 36 (NOK)/3.30 (FD): The State or Tribal Veterans Cemetery staff is courteous.

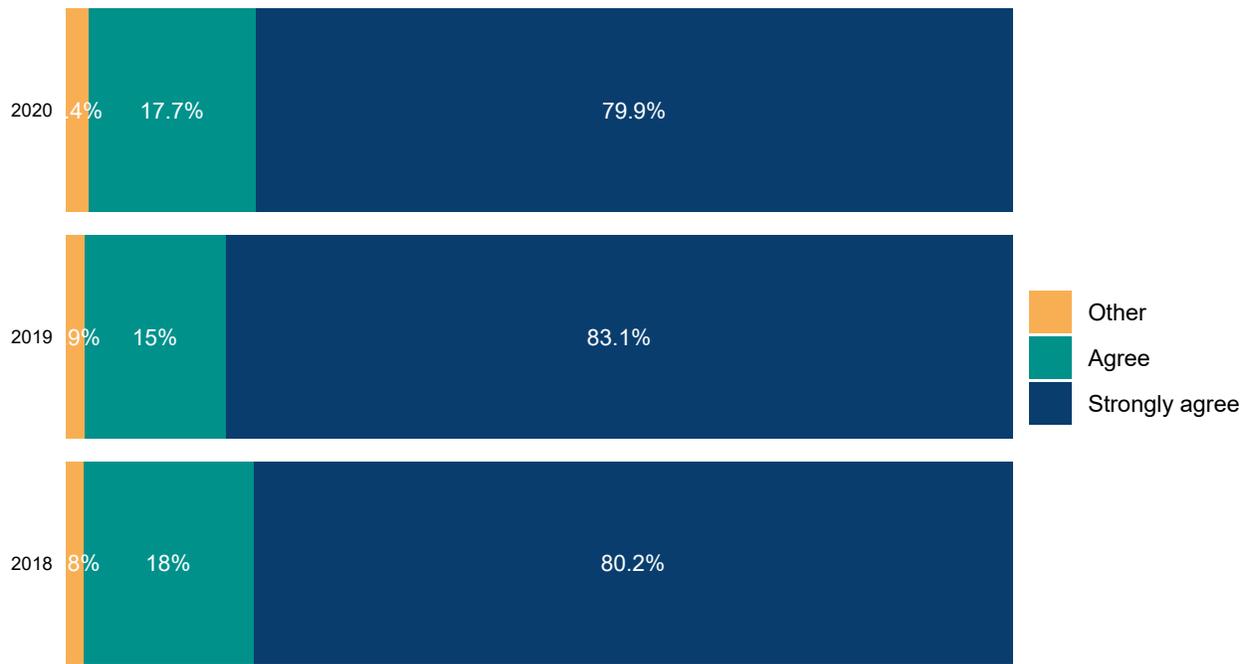
All Respondents



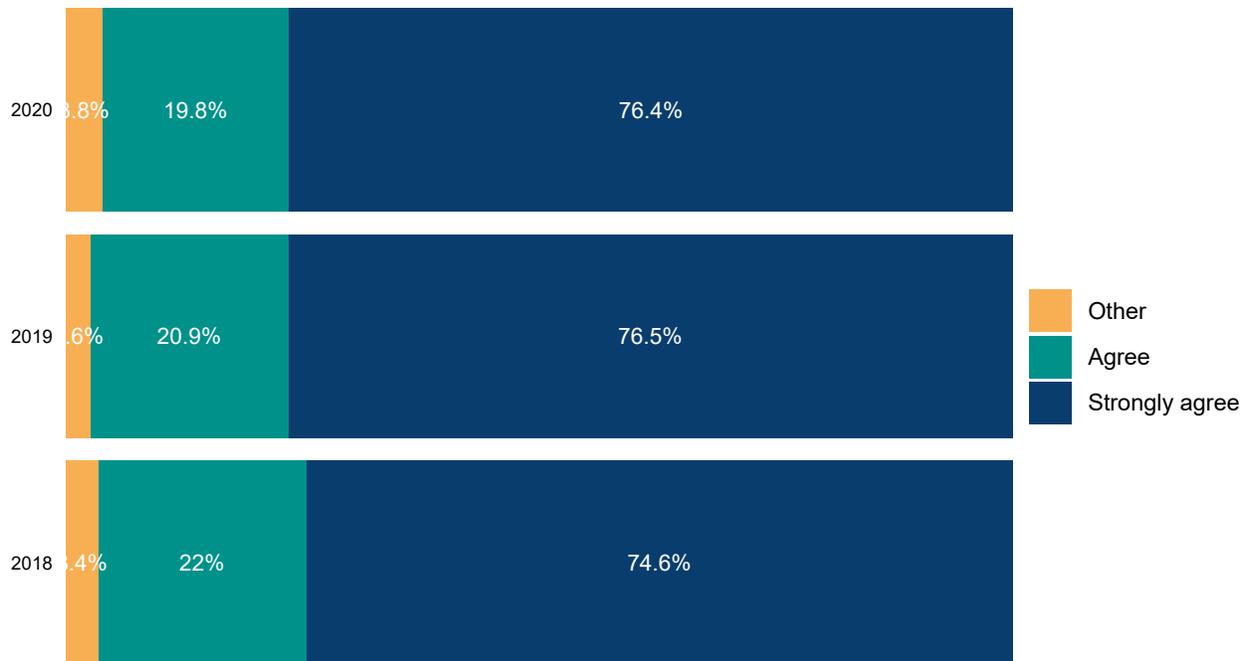
Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	8265	79.7%	-2.8%	17.9%	2.1%	0.3%	0.1%
2019	9510	82.5%	2.7%	15.5%	1.5%	0.4%	0.2%
2018	9586	79.8%	NA	18.3%	1.5%	0.3%	0.1%

Question 36 (NOK)/3.30 (FD): The State or Tribal Veterans Cemetery staff is courteous.

Next of Kin



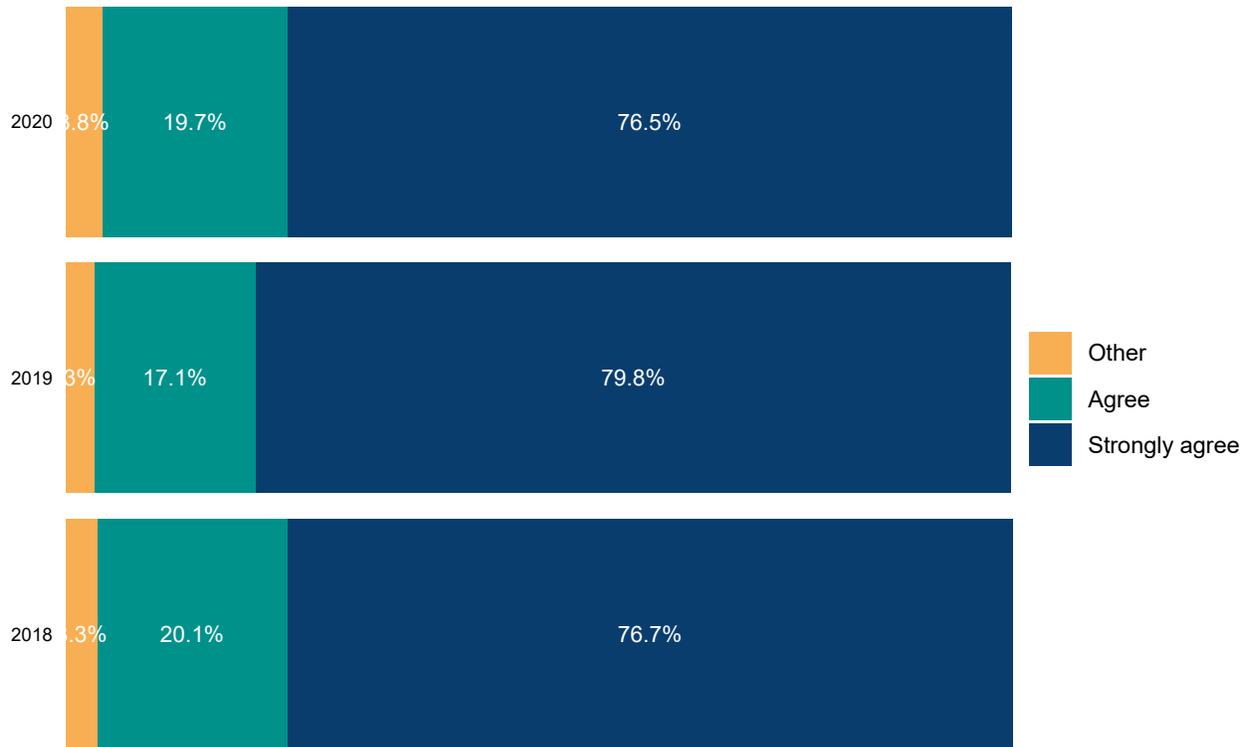
Funeral Directors



Question 35 (NOK)/3.29 (FD). The quality of the service received from cemetery staff is excellent.

Strategic performance target = 97%

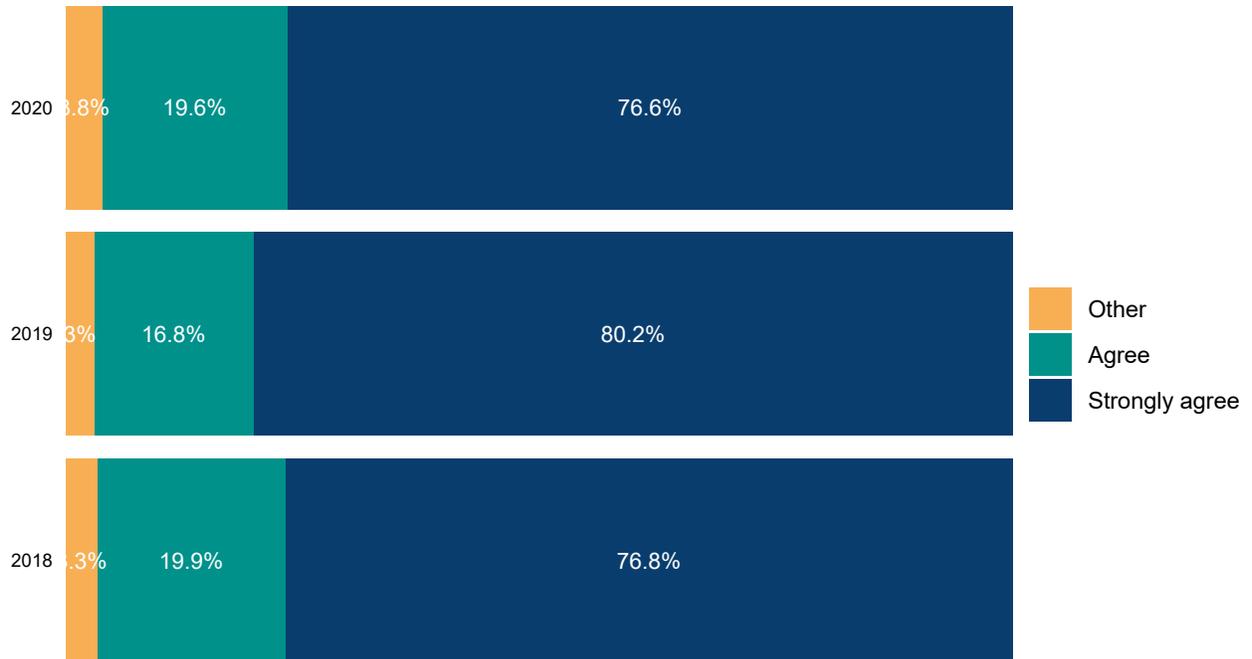
All Respondents



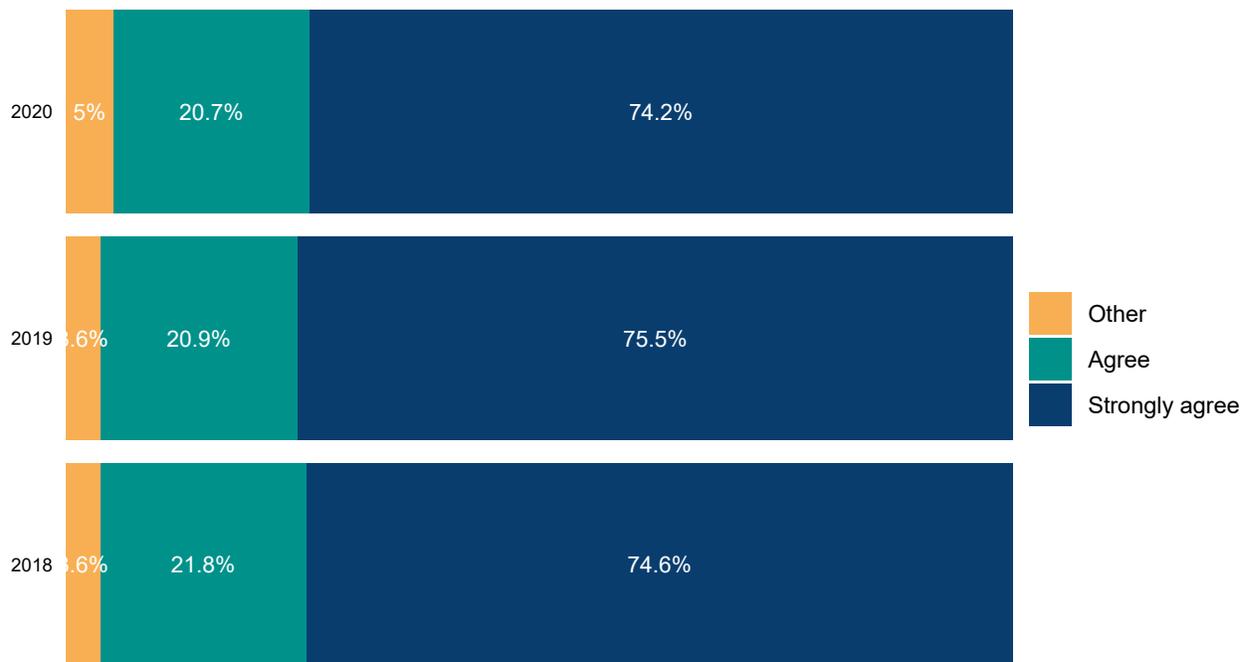
Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	8412	76.5%	-3.3%	19.7%	2.9%	0.5%	0.4%
2019	9544	79.8%	3.1%	17.1%	2.1%	0.6%	0.3%
2018	9619	76.7%	NA	20.1%	2.5%	0.6%	0.2%

Question 35 (NOK)/3.29 (FD). The quality of the service received from cemetery staff is excellent.

Next of Kin

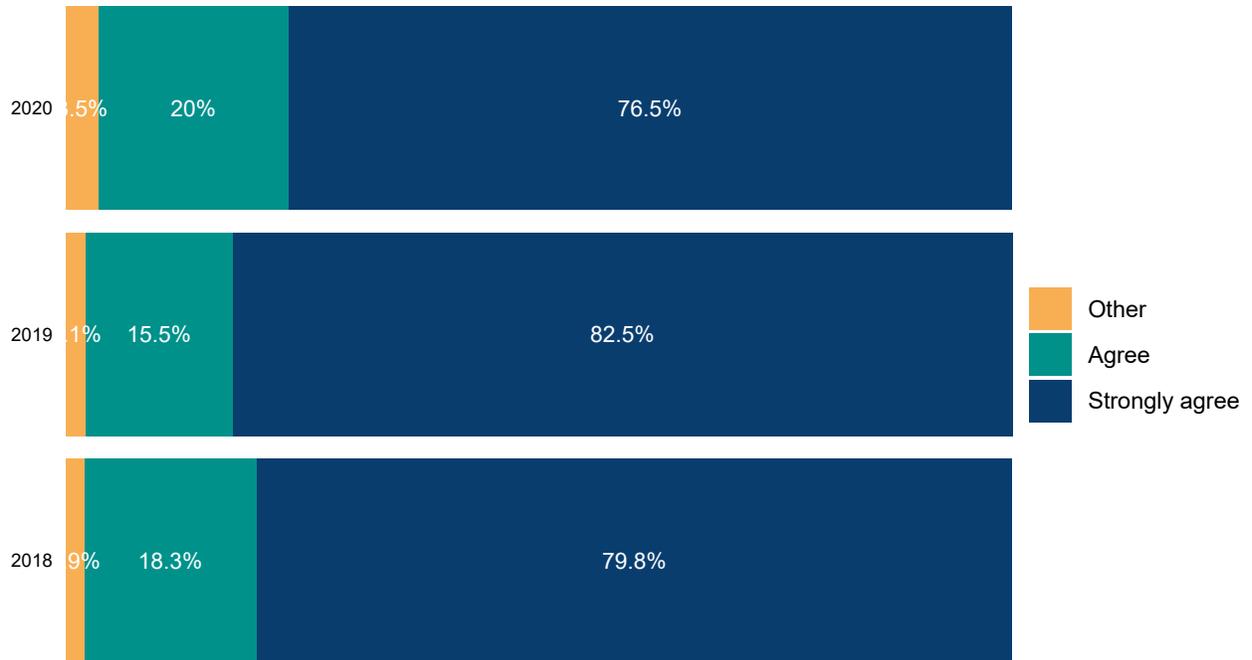


Funeral Directors



Question 37 (NOK)/3.31 (FD). The State or Tribal Veterans Cemetery staff is professional in terms of being knowledgeable, helpful, and responsive.

All Respondents



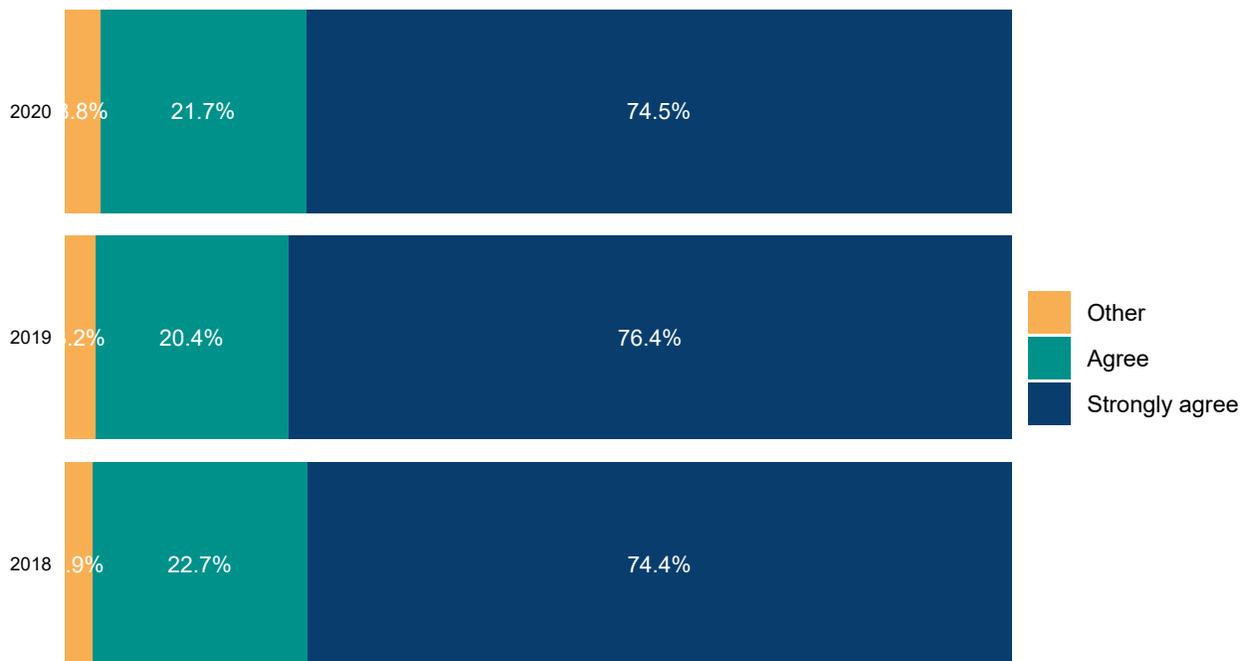
Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	8098	76.5%	-6%	20%	2.8%	0.5%	0.1%
2019	9510	82.5%	2.7%	15.5%	1.5%	0.4%	0.2%
2018	9586	79.8%	NA	18.3%	1.5%	0.3%	0.1%

Question 37 (NOK)/3.31 (FD). The State or Tribal Veterans Cemetery staff is professional in terms of being knowledgeable, helpful, and responsive.

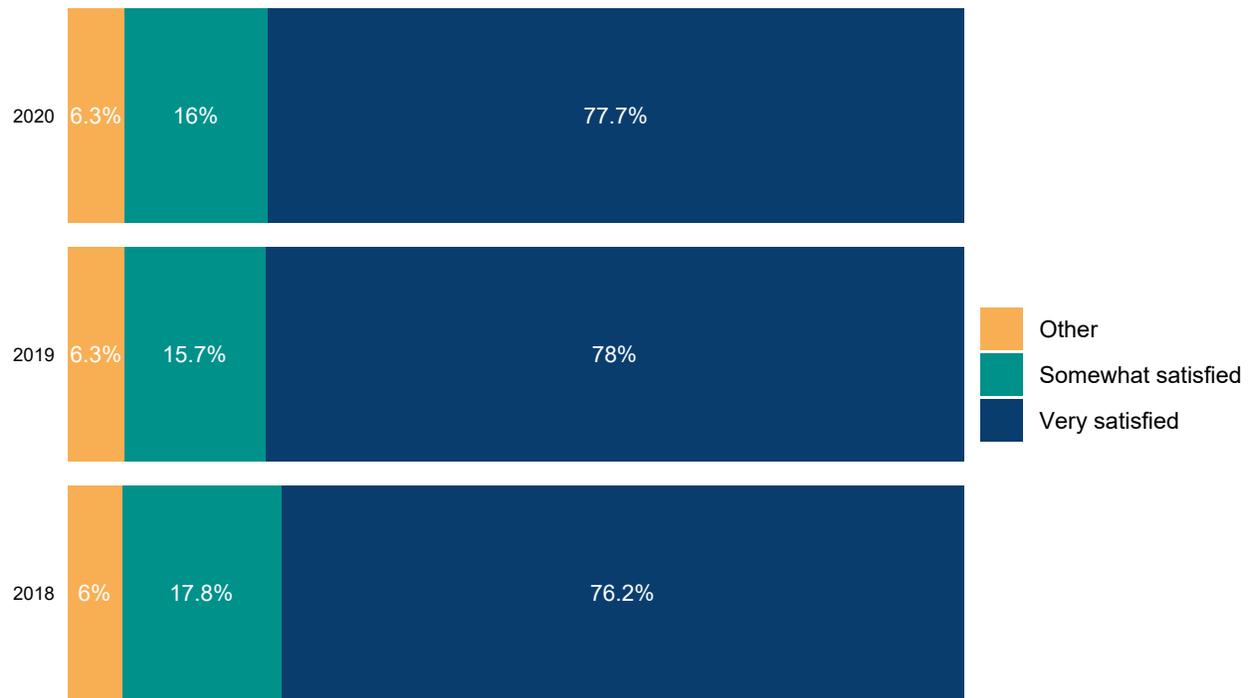
Next of Kin



Funeral Directors

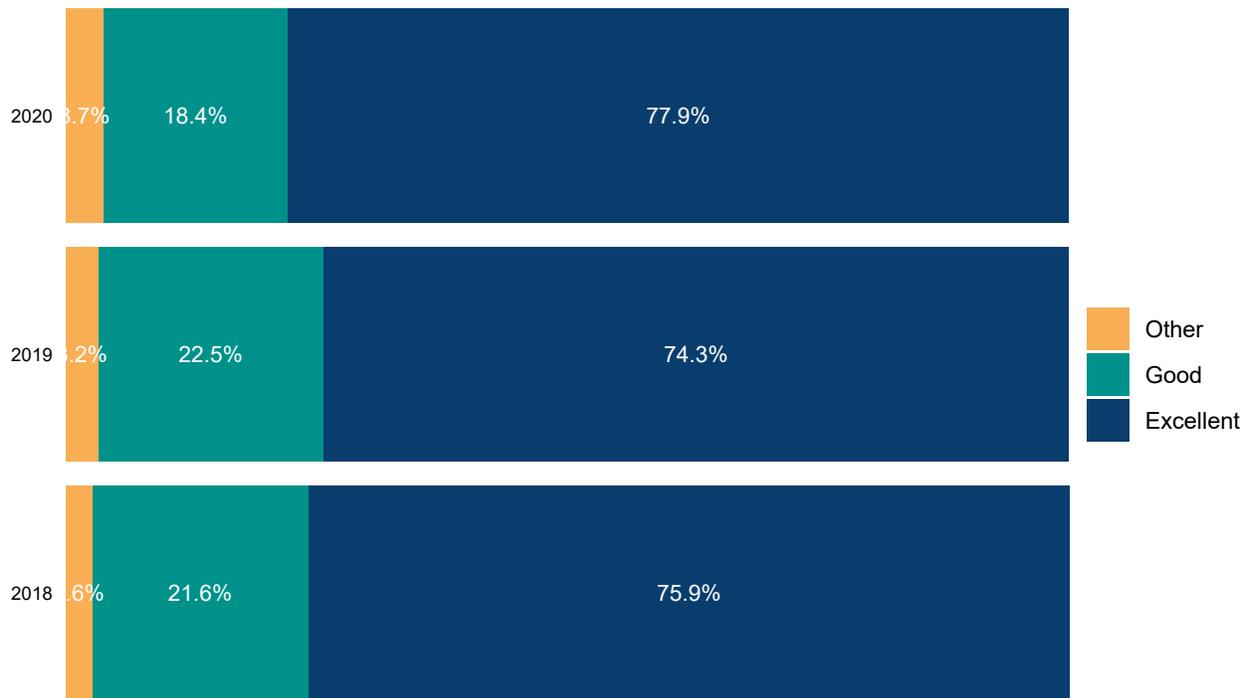


Question 3.10 (FD): Overall, how satisfied are you with the communication between your funeral home and the State or Tribal Veterans Cemetery?



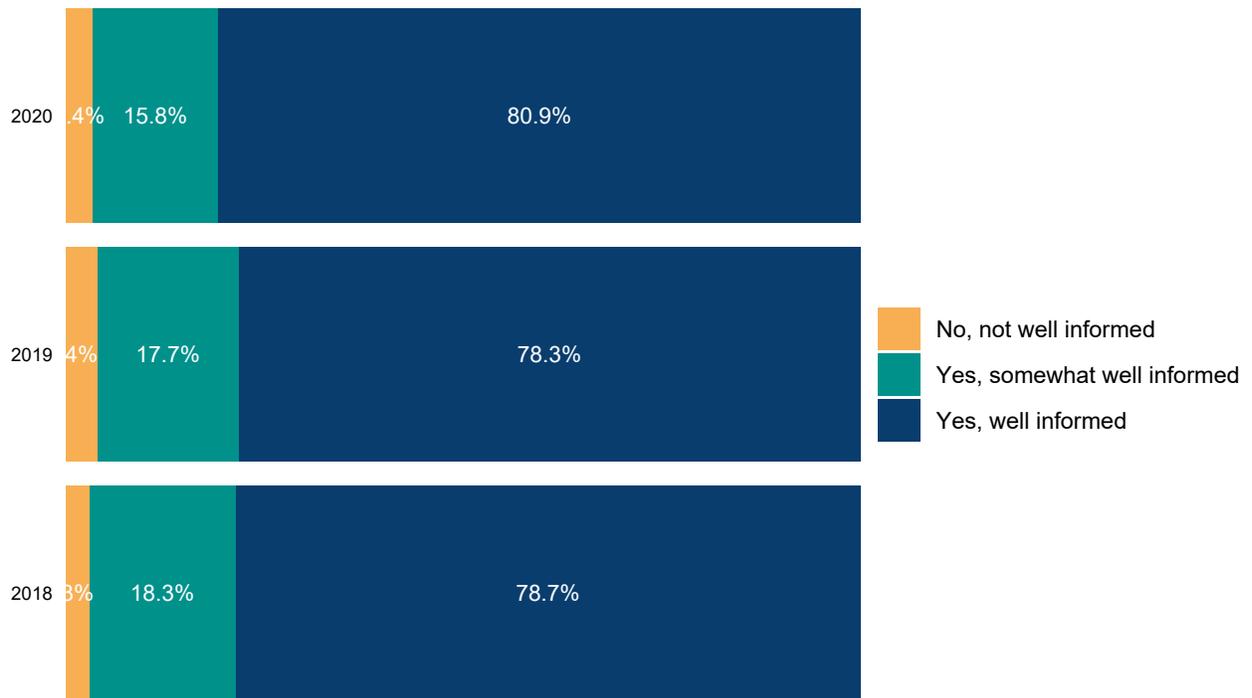
Respondent	Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
All State / Tribal Cemeteries	2020	637	77.7%	-0.3%	16%	NA	0.8%	0.6%
	2019	715	78%	1.8%	15.7%	4.9%	0.4%	1%
	2018	701	76.2%	NA	17.8%	4.1%	0.6%	1.3%

Question 3.5 (FD): How would you characterize the overall communication from the State or Tribal Veterans Cemetery to your funeral home?



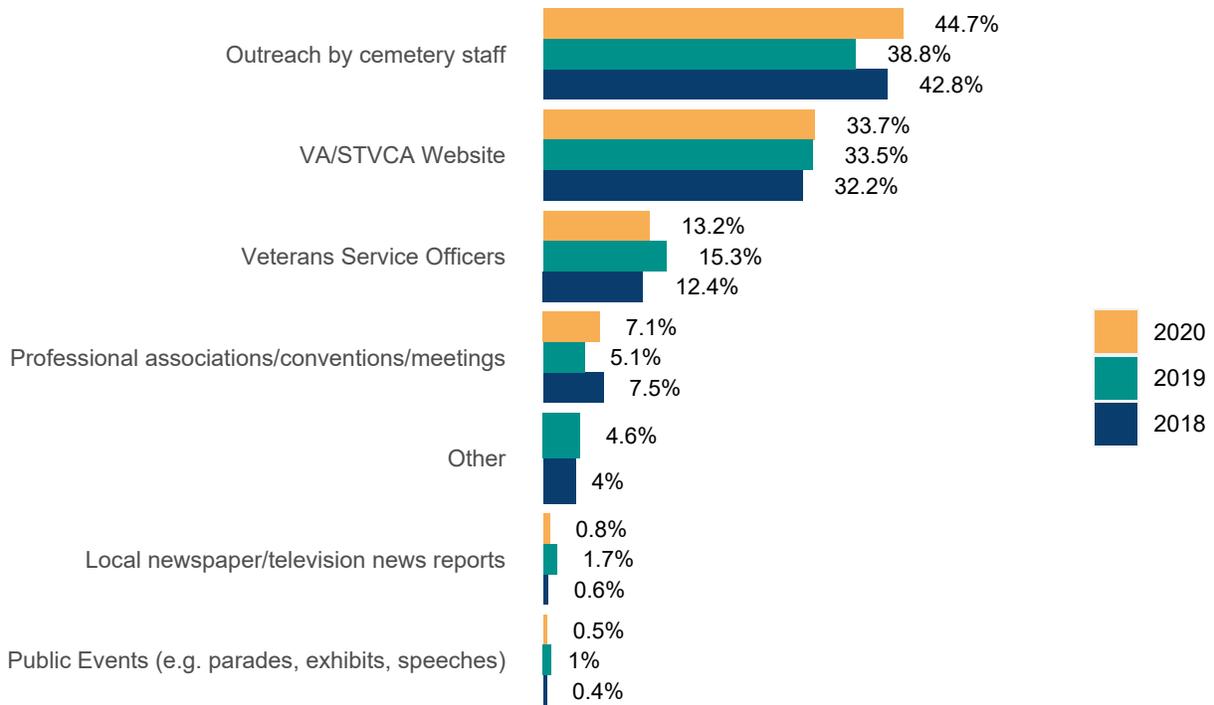
Respondent	Year	n	Excellent	Change score	Good	Fair	Poor
All State / Tribal Cemeteries	2020	646	77.9%	3.6%	18.4%	2.8%	0.9%
	2019	724	74.3%	-1.6%	22.5%	2.2%	1%
	2018	696	75.9%	NA	21.6%	1.9%	0.7%

Question 3.6 (FD): Do you feel that you are well informed by the State or Tribal Veterans Cemetery of its policies and procedures?



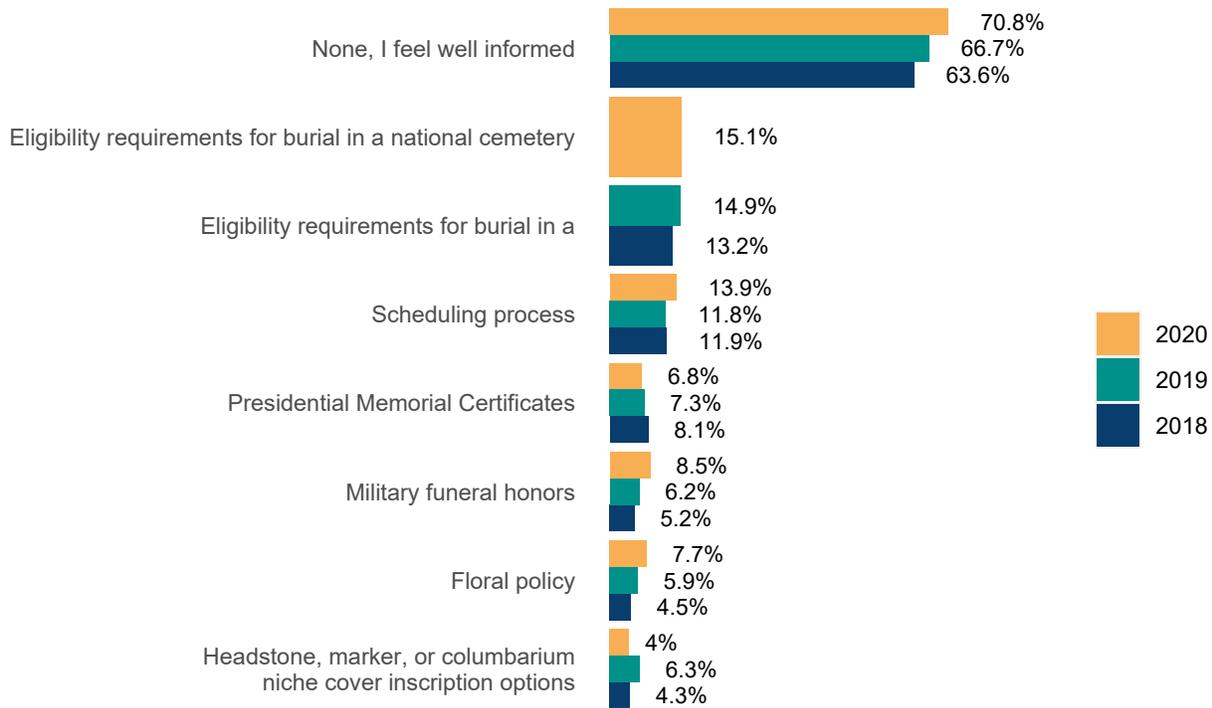
Respondent	Year	n	Yes, well informed	Change score	Yes, somewhat well informed	No, not well informed
All State / Tribal Cemeteries	2020	653	80.9%	2.6%	15.8%	3.4%
	2019	724	78.3%	-0.4%	17.7%	4%
	2018	695	78.7%	NA	18.3%	3%

Question 3.7 (FD): In general, of the following services, which one provides you the MOST information about State or Tribal Veterans Cemetery policies and procedures? (Mark only one)



2020: n = 608 2019: n = 693 2018: n = 670

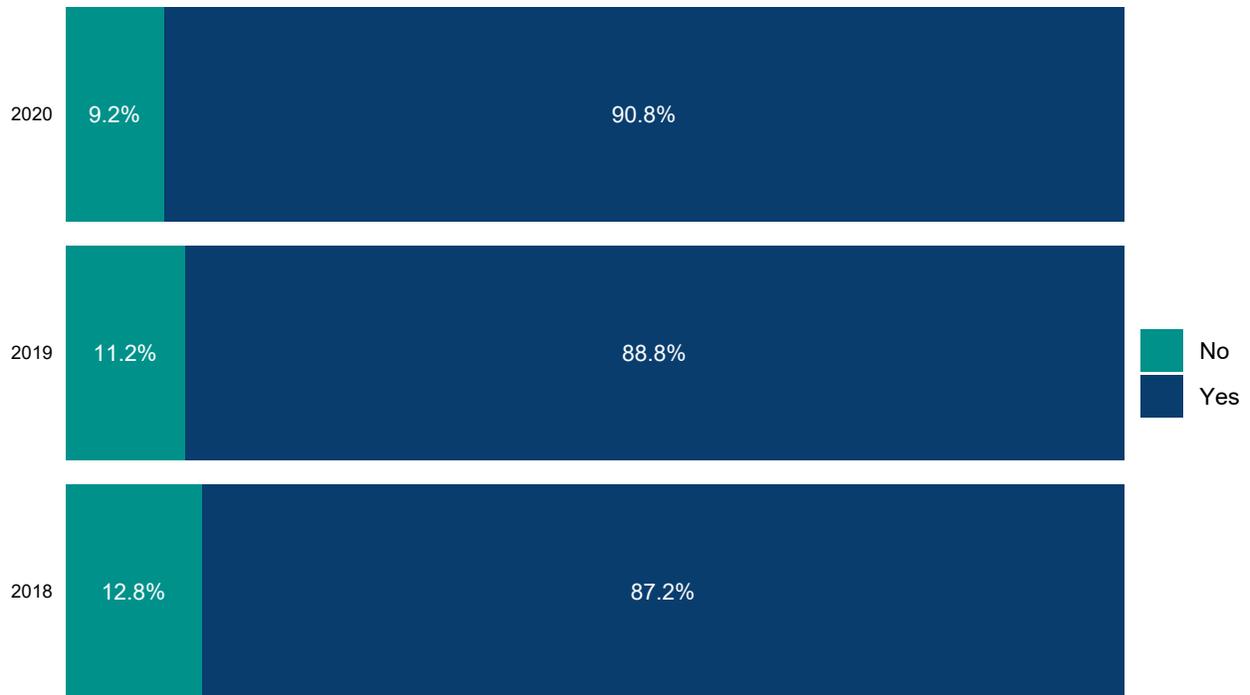
Question 3.8 (FD): What State or Tribal Veterans Cemetery policies or procedures do you feel you could use more information about? (Mark all that apply)



2020: n = 648 2019: n = 756 2018: n = 734

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

Question 3.13 (FD): Do you understand the eligibility requirements for burial in a State or Tribal Veterans Cemetery, including eligibility for National Guard, Reservists, and Veteran dependents?



Respondent	Year	n	Yes	Change score	No
All State / Tribal Cemeteries	2020	639	90.8%	2%	9.2%
	2019	715	88.8%	1.6%	11.2%
	2018	697	87.2%	NA	12.8%

2020: n = 639 2019: n = 715 2018: n = 697

Question 3.14 (FD): Are you aware of any State or Tribal Cemetery informational resources on military honors?

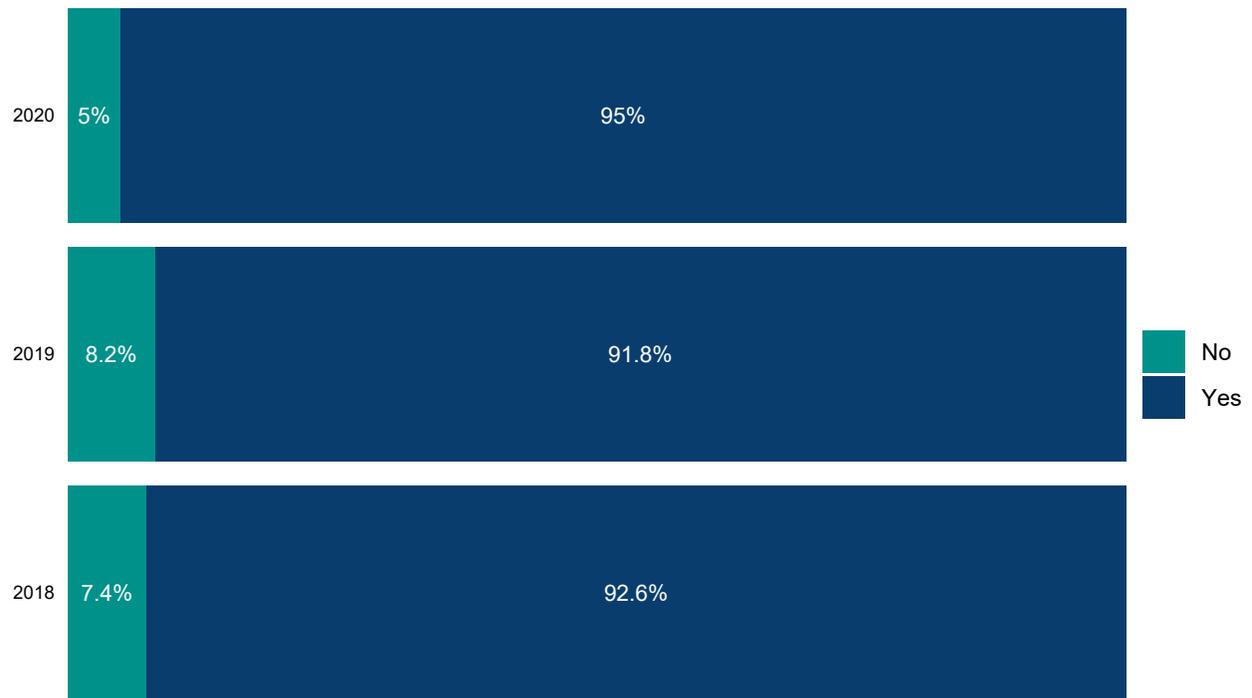


Question 3.15 (FD): Do you typically provide these informational resources on military honors to next of kin?

Only respondents who indicated “Yes” to Question 3.14 (FD) received this question.

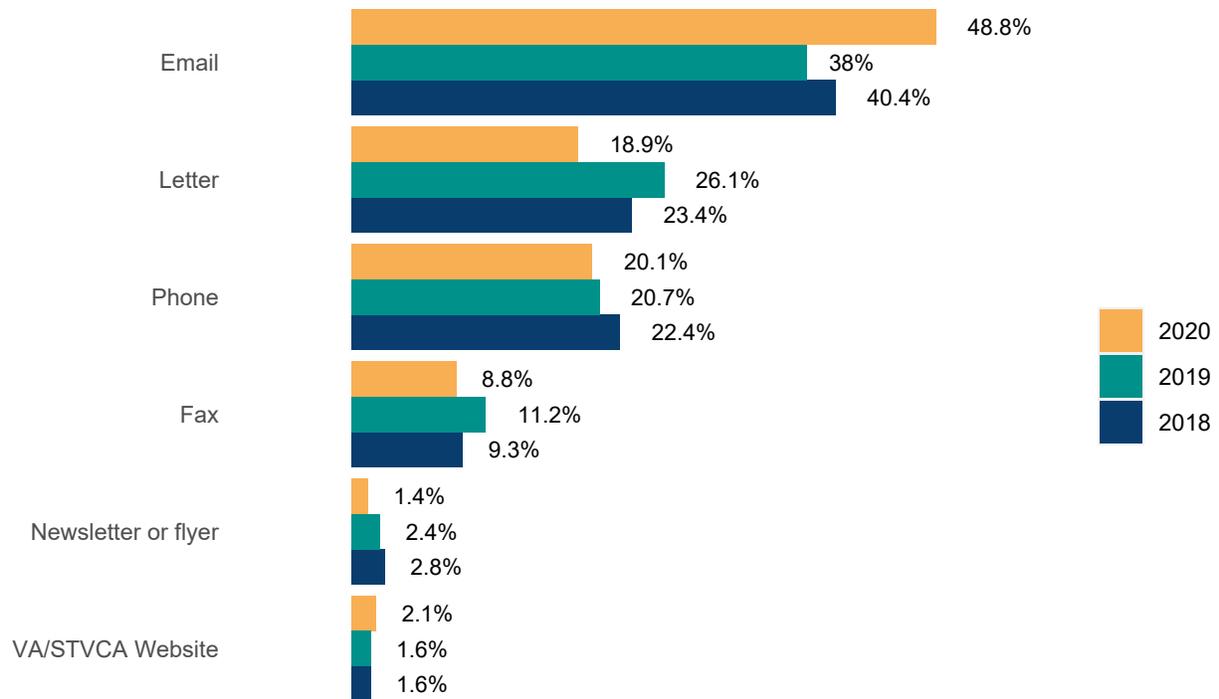


Question 3.16 (FD): Do you understand the headstone, marker, or columbarium niche cover inscription options available to next of kin?



Respondent	Year	n	Yes	Change score	No
	2020	643	95%	3.2%	5%
All State / Tribal Cemeteries	2019	718	91.8%	-0.8%	8.2%
	2018	692	92.6%	NA	7.4%

Question 3.9 (FD): What is the best way for the State or Tribal Veterans Cemetery to communicate with your funeral home regarding changes in its policies and procedures? (Mark only one)



2020: n = 582 2019: n = 677 2018: n = 674

Question 3.32 (FD): The State or Tribal Veterans Cemetery hours of operation meet my needs for scheduling services.



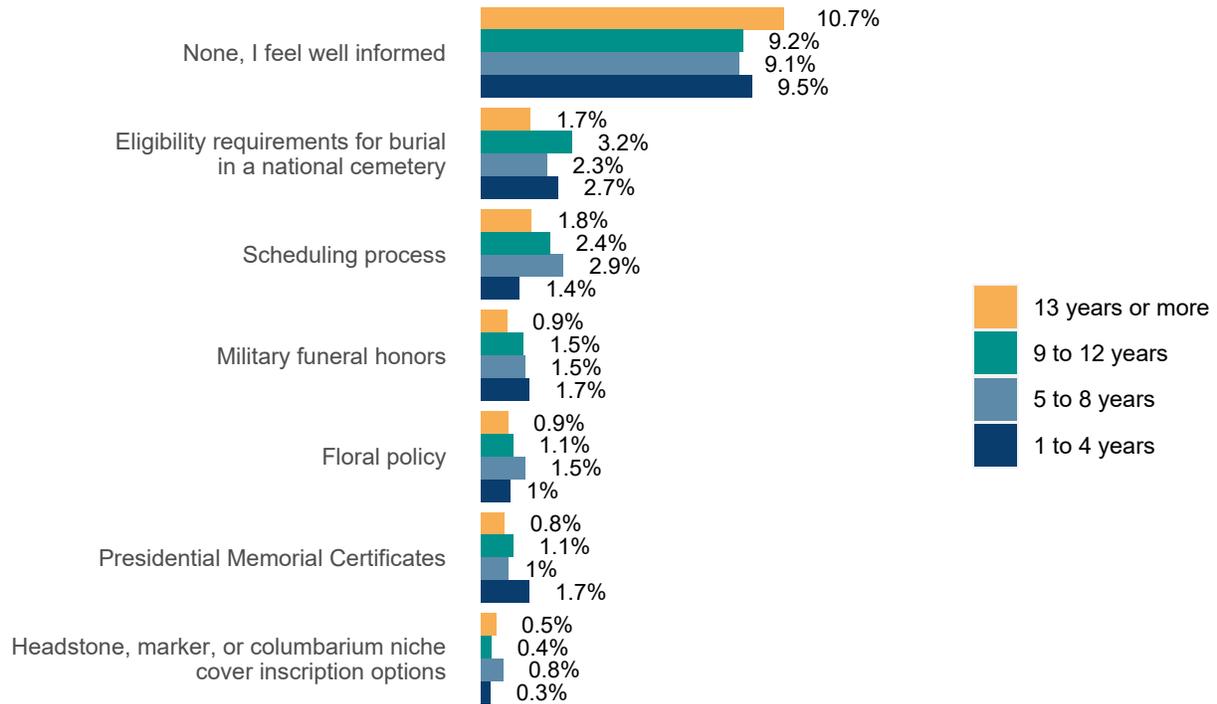
Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	643	61.1%	-5.7%	29.9%	5%	2%	0.8%
2019	716	66.8%	2.3%	27.2%	3.9%	1.5%	0.6%
2018	701	64.5%	NA	25.1%	6.8%	2.6%	1%

Element of Comparison

“What State or Tribal Veterans Cemetery policies or procedures do you feel you could use more information about?”
by “How long has your funeral home worked with this State or Tribal Veterans Cemetery?”

Question 3.8 (FD): What State or Tribal Veterans Cemetery policies or procedures do you feel you could use more information about?

Question 3.3 (FD): How long has your funeral home worked with the State or Tribal Veterans Cemetery?



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

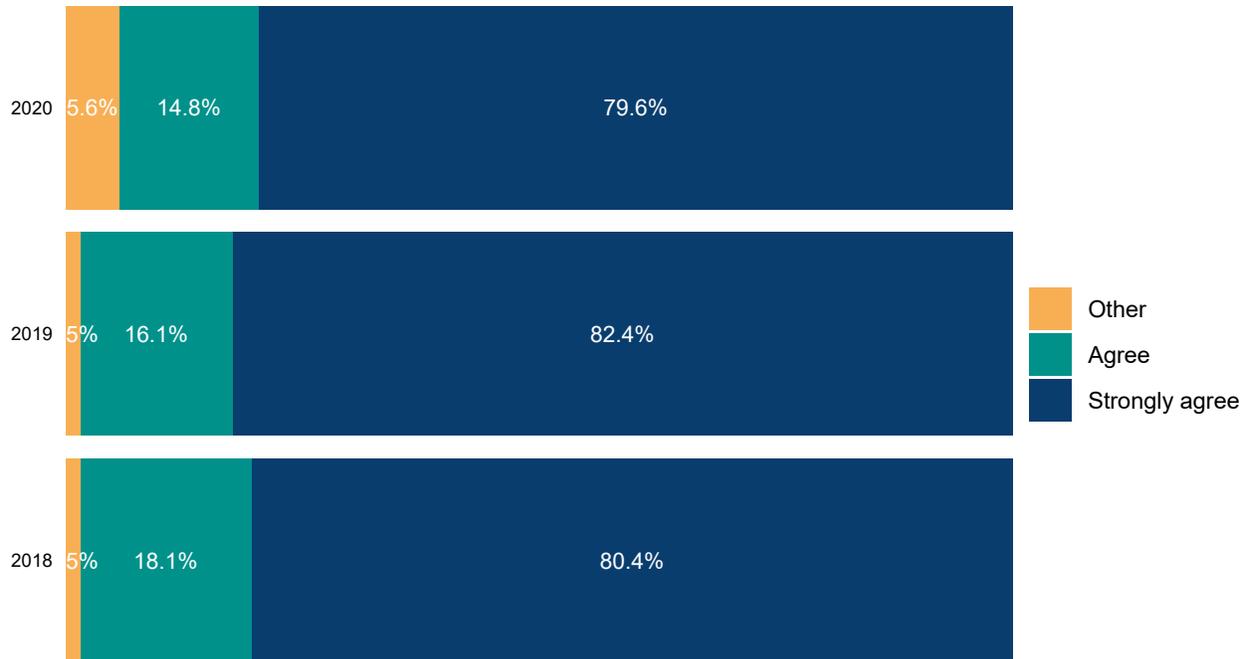
GLOBAL AND RELY/TRUST MEASURES

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.

Question 33 (NOK)/3.27 (FD): The cemetery honors all Veterans and their service to our nation.

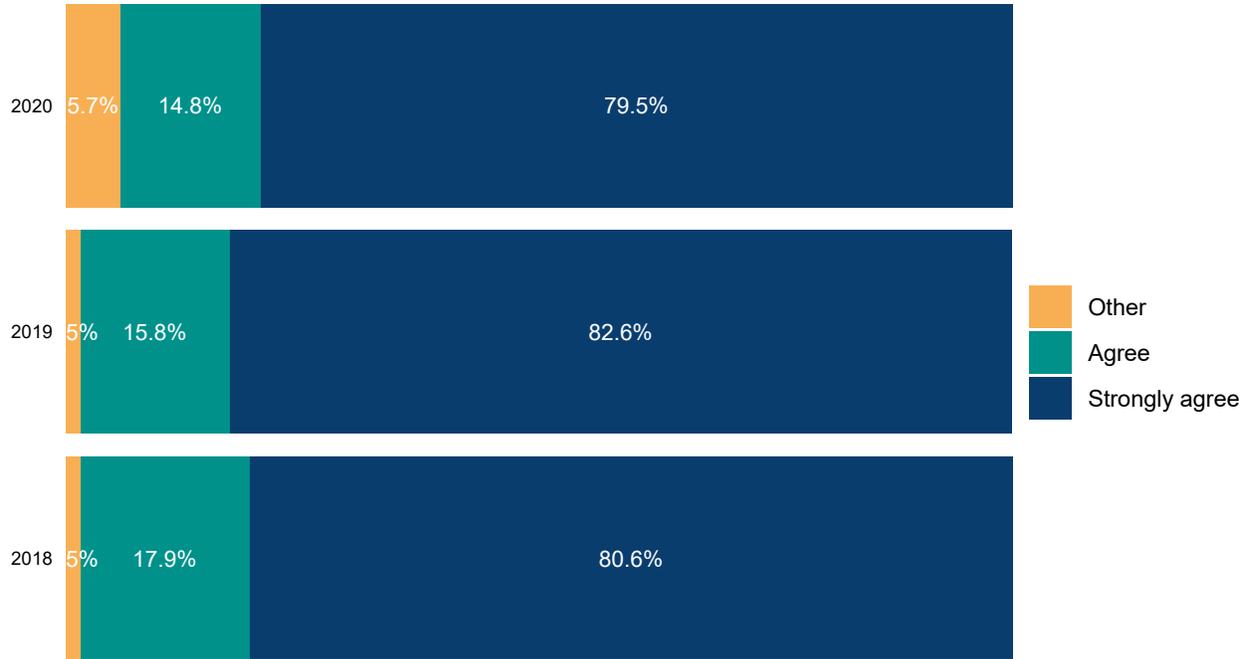
All Respondents



Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	8366	79.6%	-2.8%	14.8%	1.5%	0.2%	NA
2019	9377	82.4%	2%	16.1%	1.2%	0.2%	0.1%
2018	9424	80.4%	NA	18.1%	1.3%	0.1%	0.1%

Question 33 (NOK)/3.27 (FD): The cemetery honors all Veterans and their service to our nation.

Next of Kin

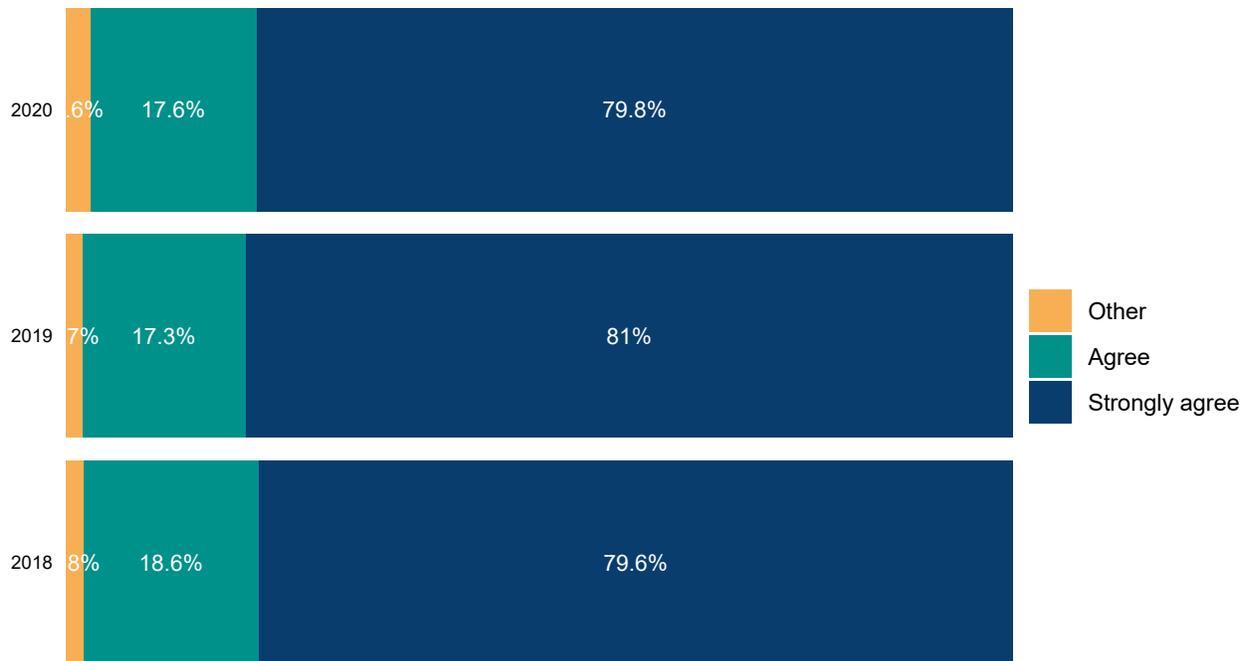


Funeral Directors



Question 43 (NOK)/3.37 (FD): I am willing to rely on the State or Tribal Veterans Cemetery to meet the burial needs of Veterans in the future.

All Respondents



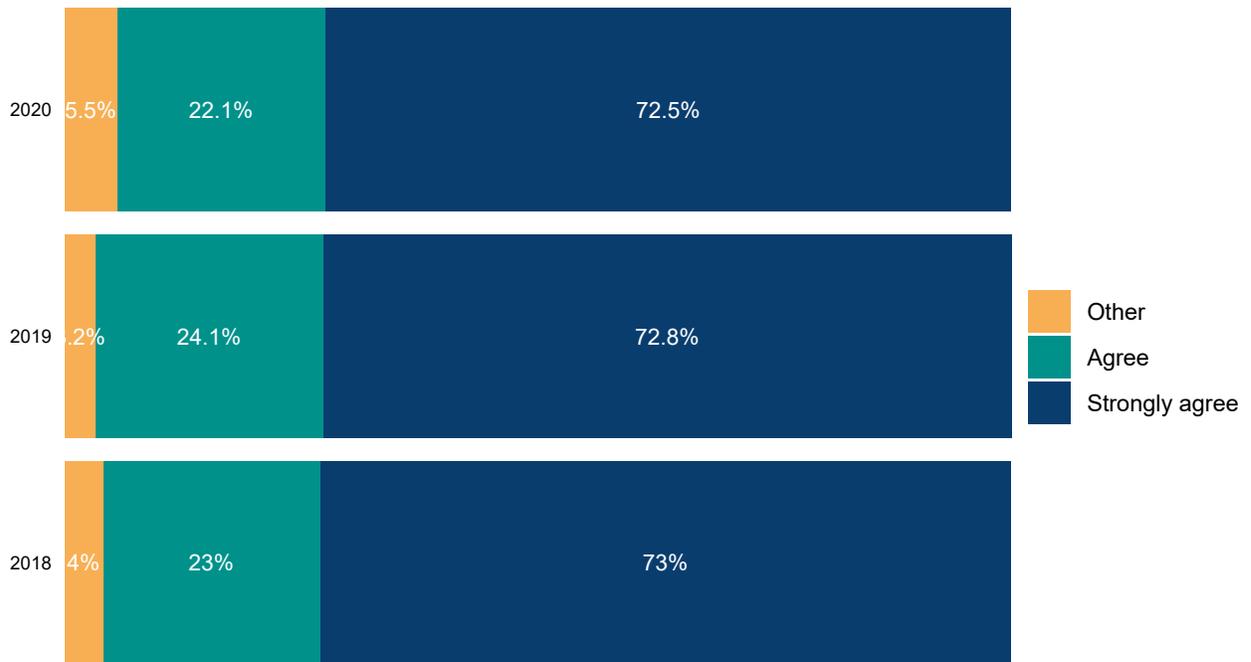
Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	8259	79.8%	-1.1%	17.6%	2.2%	0.2%	0.2%
2019	9510	81%	1.4%	17.3%	1.5%	0.1%	0.1%
2018	9568	79.6%	NA	18.6%	1.5%	0.2%	0.1%

Question 43 (NOK)/3.37 (FD): I am willing to rely on the State or Tribal Veterans Cemetery to meet the burial needs of Veterans in the future.

Next of Kin

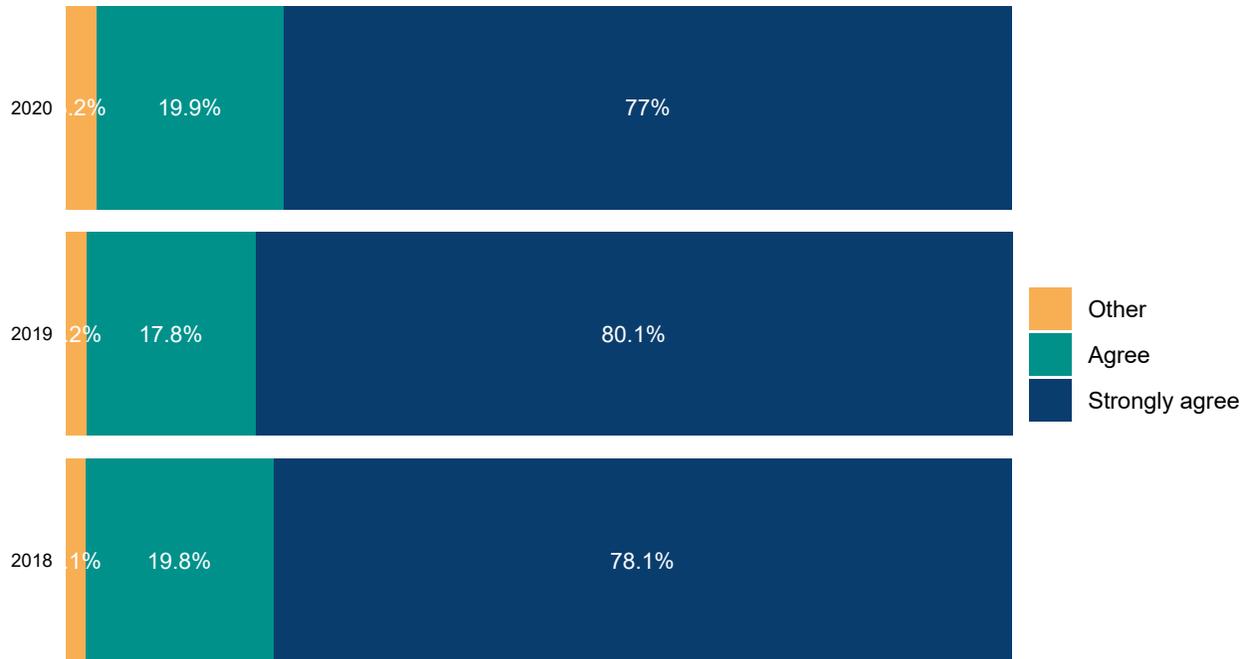


Funeral Directors



Question 44 (NOK)/3.38 (FD): I am willing to rely on the state or tribal governments to maintain State or Tribal Veterans Cemeteries as national shrines in the future.

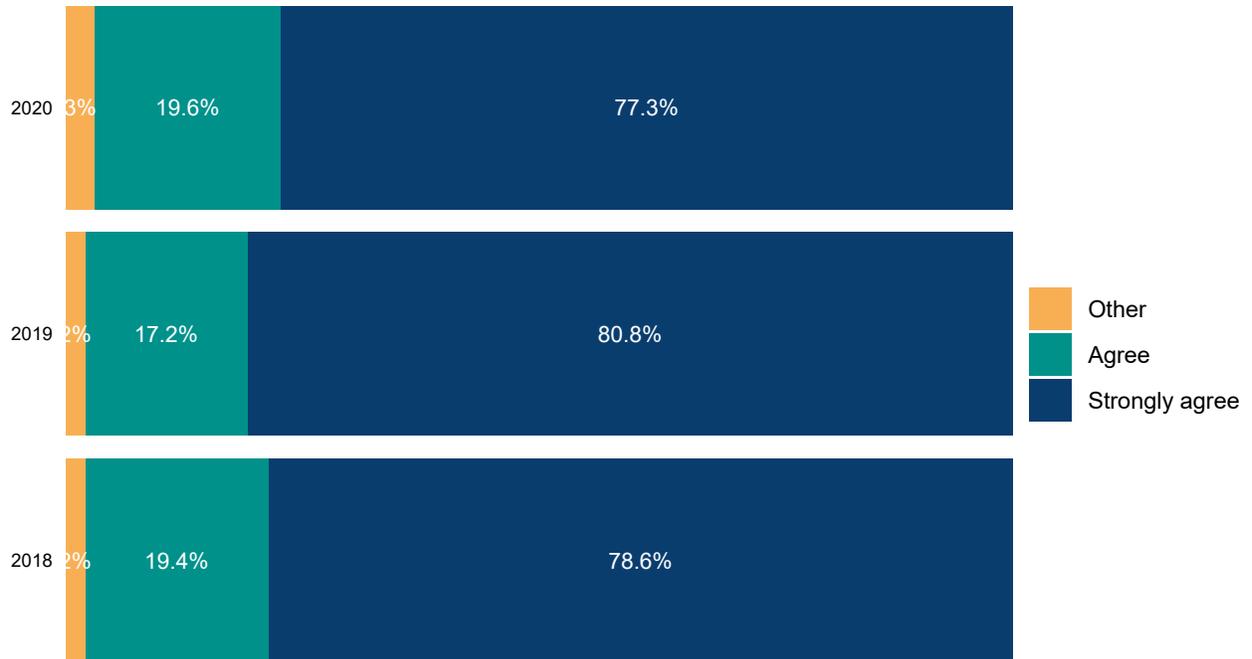
All Respondents



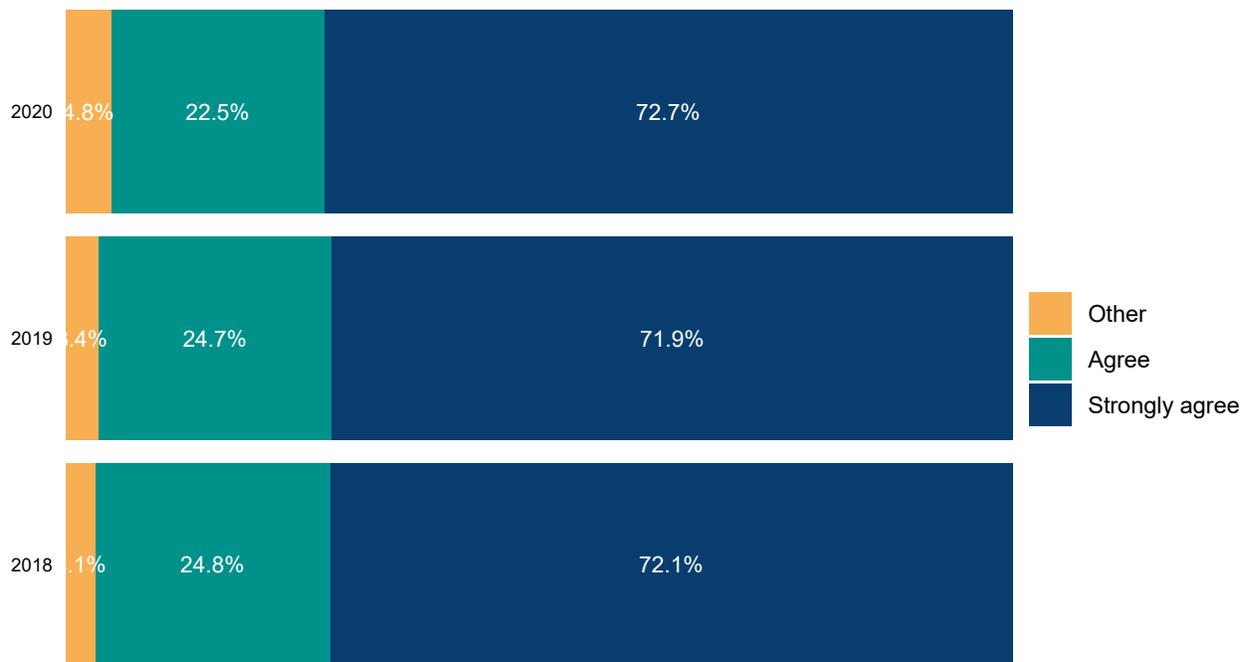
Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	8239	77%	-3.1%	19.9%	2.8%	0.2%	0.1%
2019	9572	80.1%	2%	17.8%	1.9%	0.2%	0.1%
2018	9636	78.1%	NA	19.8%	1.7%	0.3%	0.1%

Question 44 (NOK)/3.38 (FD): I am willing to rely on the state or tribal governments to maintain State or Tribal Veterans Cemeteries as national shrines in the future.

Next of Kin



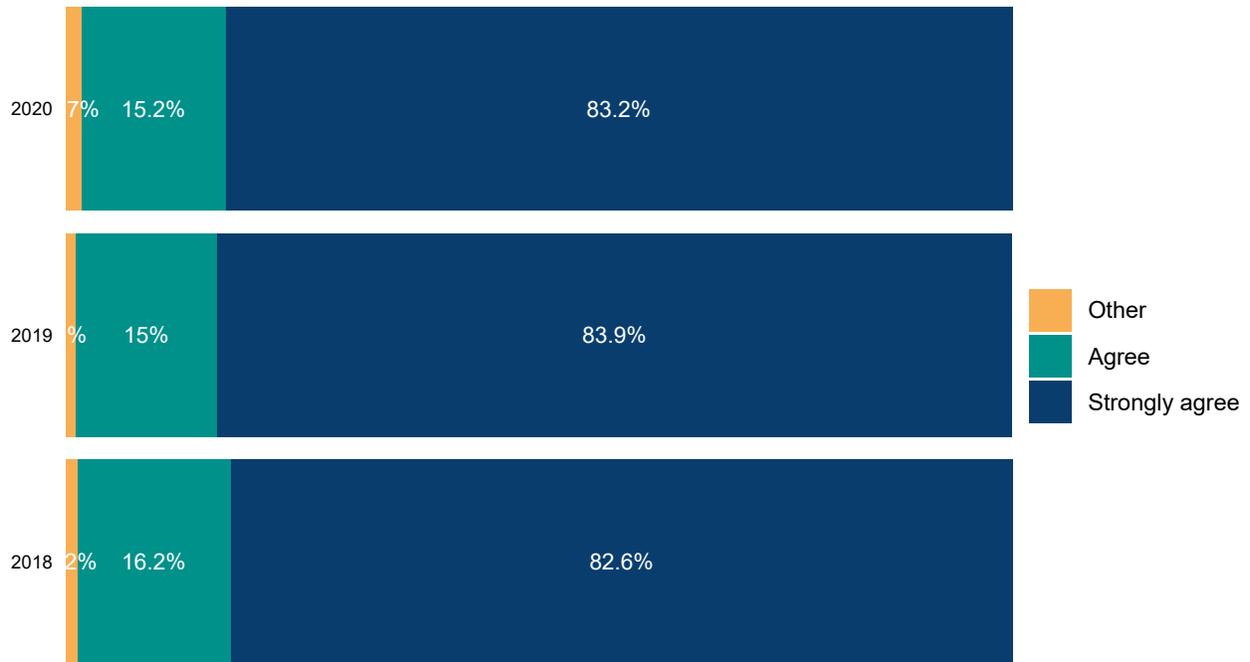
Funeral Directors



Question 42 (NOK)/3.36 (FD): I would recommend the cemetery to Veteran families during their time of need.

Strategic performance target = 99%

All Respondents



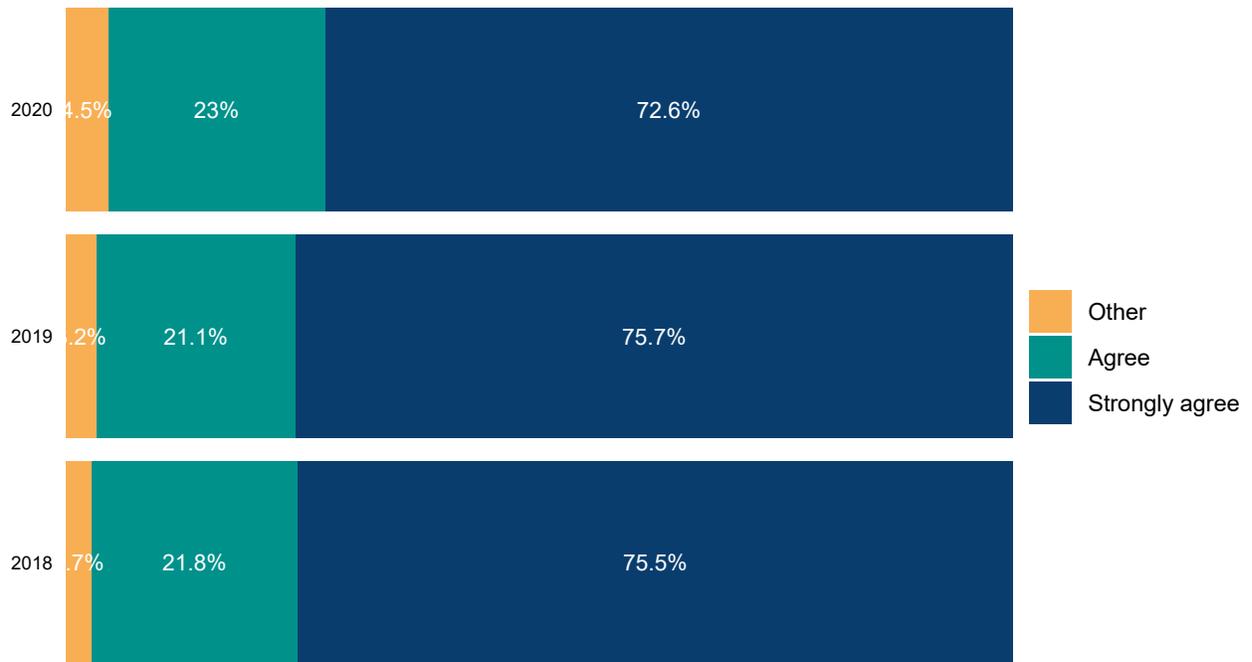
Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	8563	83.2%	-0.7%	15.2%	1.3%	0.2%	0.1%
2019	9660	83.9%	1.3%	15%	0.8%	0.1%	0.1%
2018	9744	82.6%	NA	16.2%	1%	0.1%	0.1%

Question 42 (NOK)/3.36 (FD): I would recommend the cemetery to Veteran families during their time of need.

Next of Kin



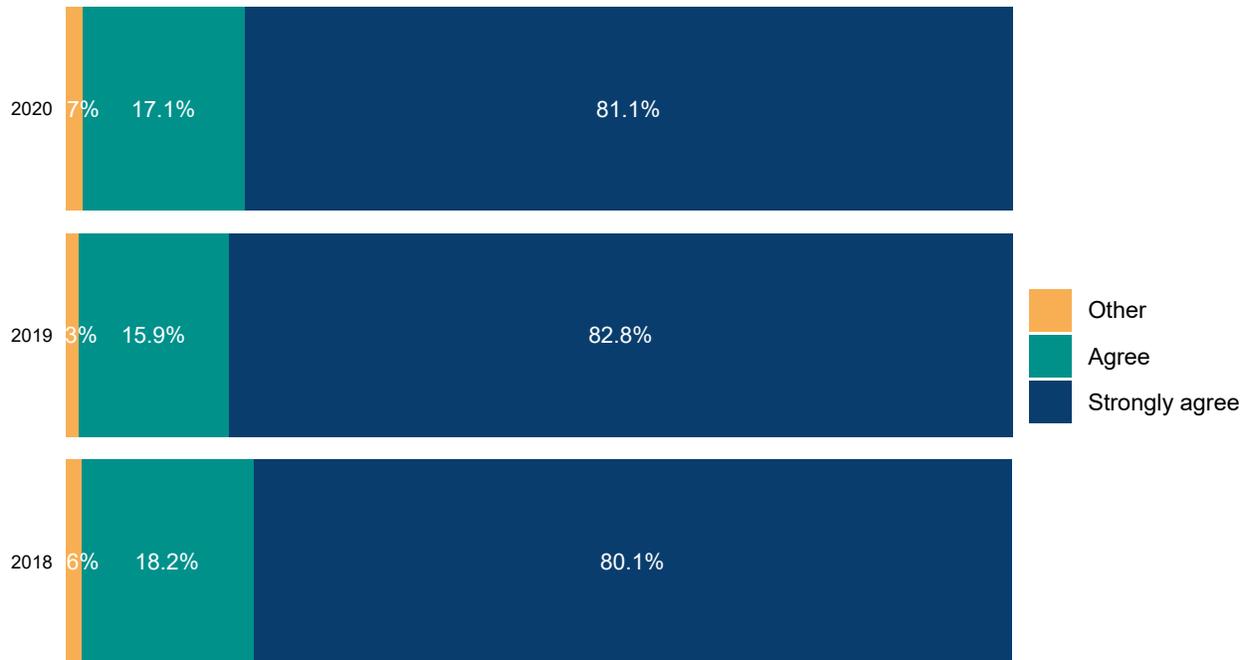
Funeral Directors



Question 40 (NOK)/3.34 (FD): The overall appearance of the State or Tribal Veterans Cemetery is excellent.

Strategic performance target = 99%

All Respondents



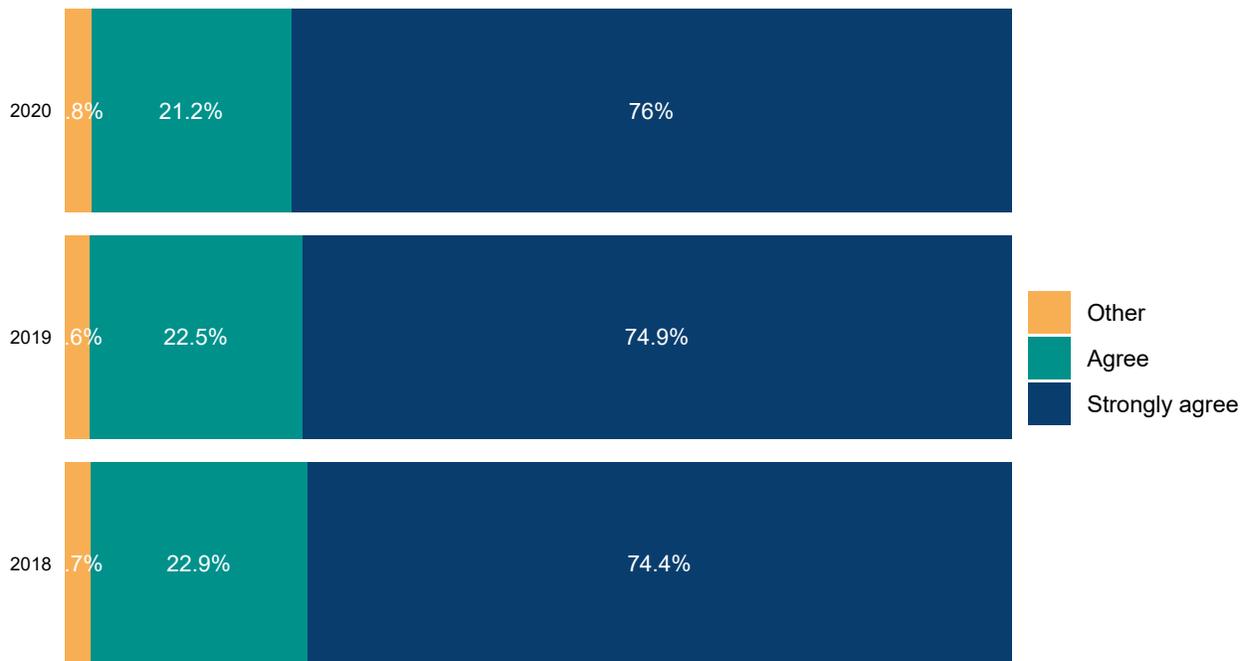
Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	8498	81.1%	-1.7%	17.1%	1.3%	0.2%	0.1%
2019	9618	82.8%	2.7%	15.9%	1%	0.2%	0.1%
2018	9691	80.1%	NA	18.2%	1.2%	0.3%	0.1%

Question 40 (NOK)/3.34 (FD): The overall appearance of the State or Tribal Veterans Cemetery is excellent.

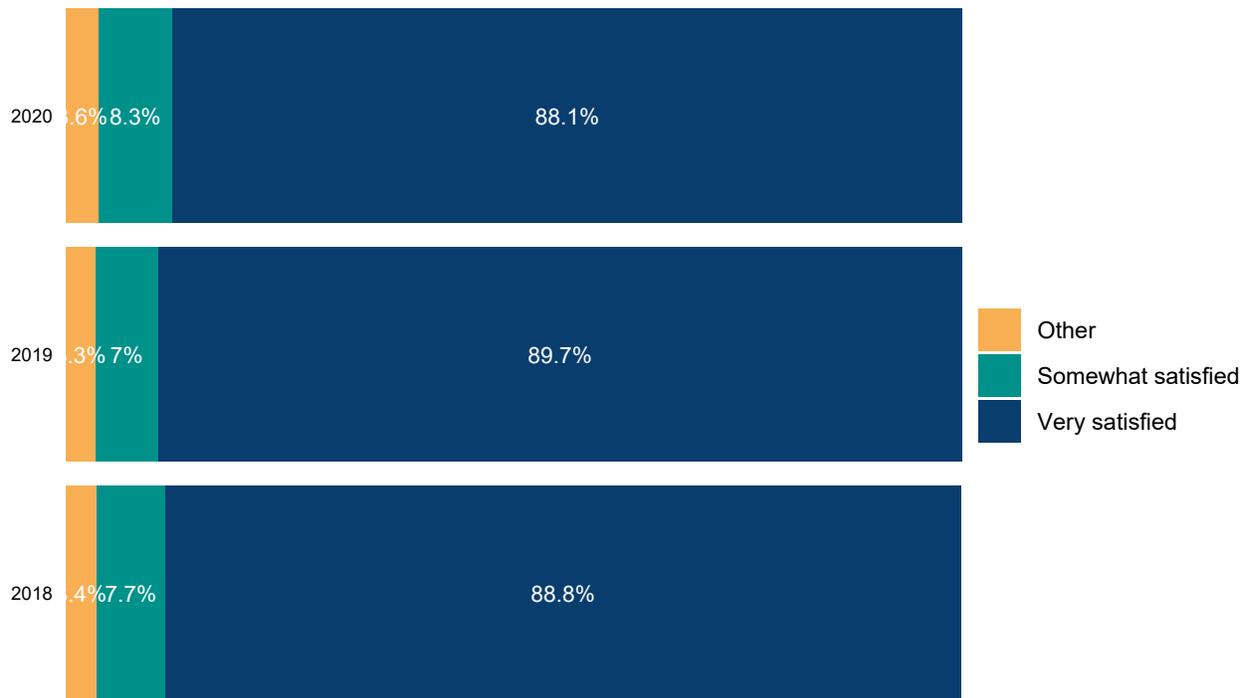
Next of Kin



Funeral Directors



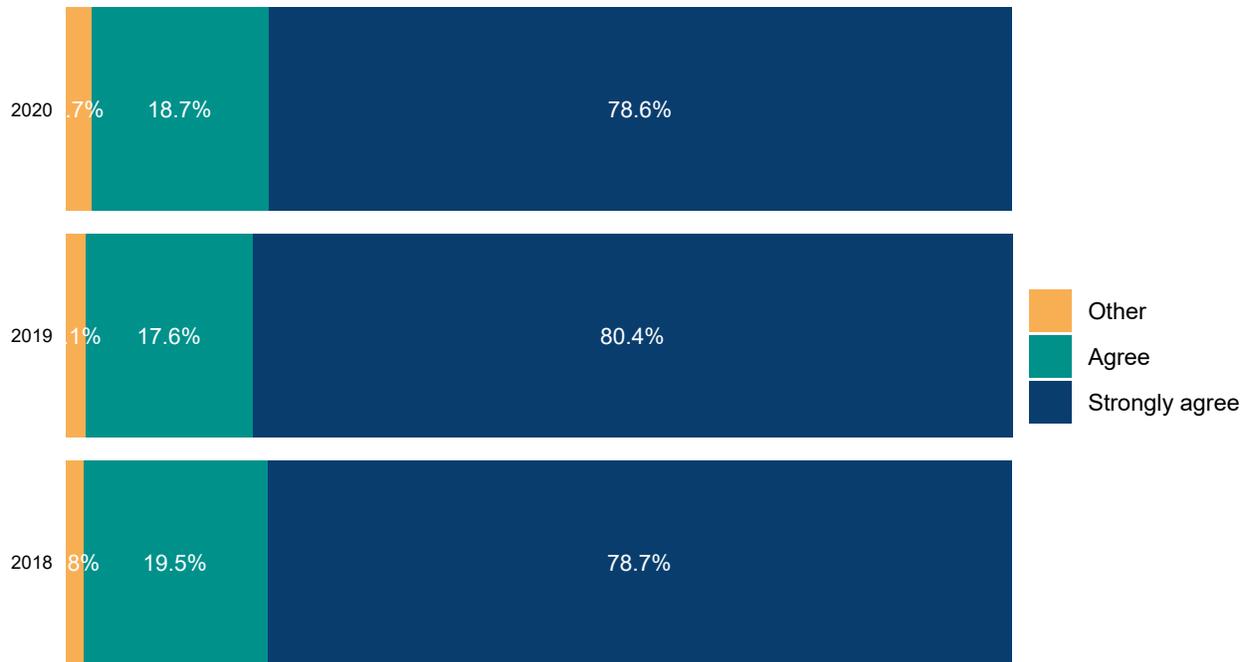
Question 8 (NOK): Overall, how satisfied are you with the information you were provided throughout your experiences with the State or Tribal Veterans Cemetery?



Respondent	Year	n	Very satisfied	Change score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
All State / Tribal Cemeteries	2020	7663	88.1%	-1.6%	8.3%	2.4%	0.8%	0.5%
	2019	8956	89.7%	0.9%	7%	2.2%	0.7%	0.4%
	2018	8967	88.8%	NA	7.7%	2.4%	0.7%	0.3%

Question 41 (NOK)/3.35 (FD): Overall, I am satisfied with my experience at the State or Tribal Veterans Cemetery.

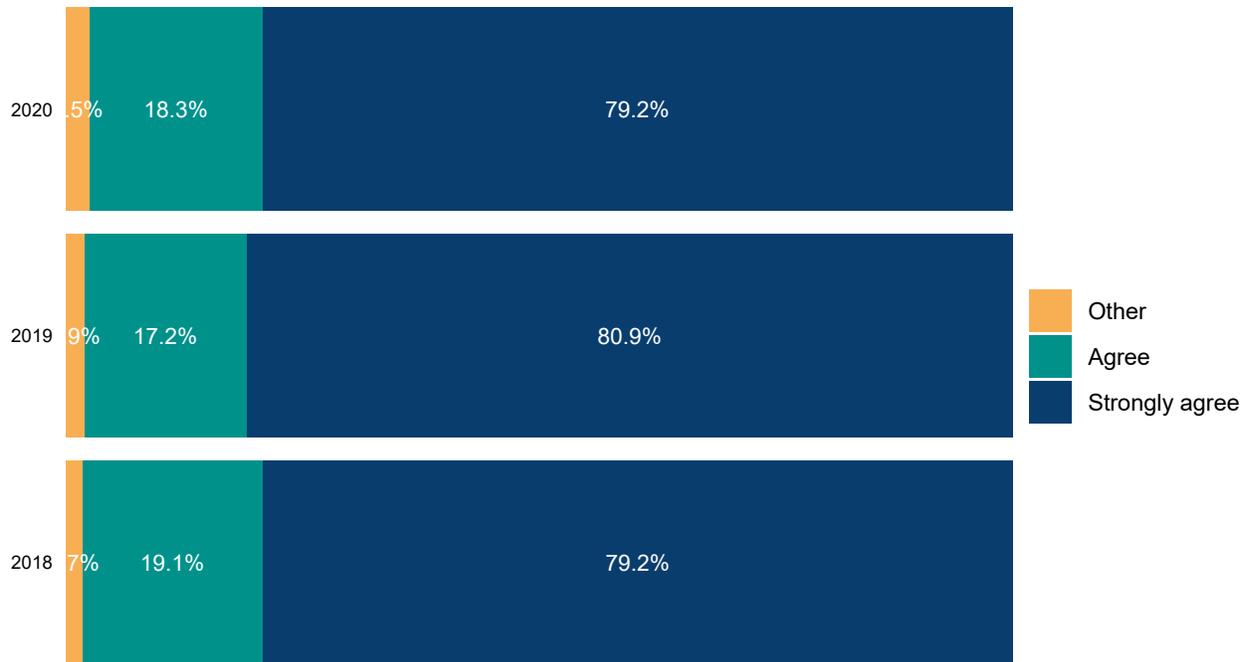
All Respondents



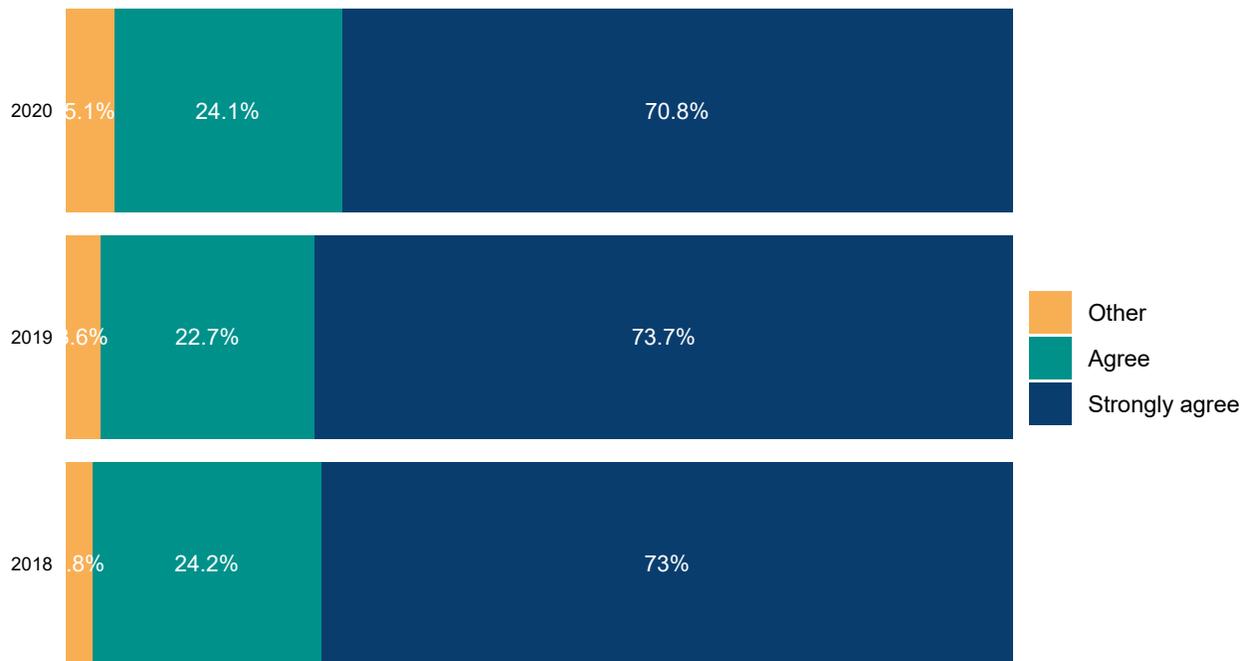
Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	8456	78.6%	-1.8%	18.7%	1.7%	0.6%	0.4%
2019	9653	80.4%	1.7%	17.6%	1.3%	0.5%	0.3%
2018	9736	78.7%	NA	19.5%	1.2%	0.4%	0.2%

Question 41 (NOK)/3.35 (FD): Overall, I am satisfied with my experience at the State or Tribal Veterans Cemetery.

Next of Kin



Funeral Directors



Question 45 (NOK)/3.39 (FD): My experiences with the State or Tribal Veterans Cemetery exceeded my expectations.

All Respondents



Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	8314	60.4%	-8.7%	29.4%	8.9%	0.9%	0.4%
2019	9629	69.1%	1.7%	23.7%	6.1%	0.8%	0.3%
2018	9694	67.4%	NA	25.3%	6.1%	0.8%	0.3%

Question 45 (NOK)/3.39 (FD): My experiences with the State or Tribal Veterans Cemetery exceeded my expectations.

Next of Kin



Funeral Directors

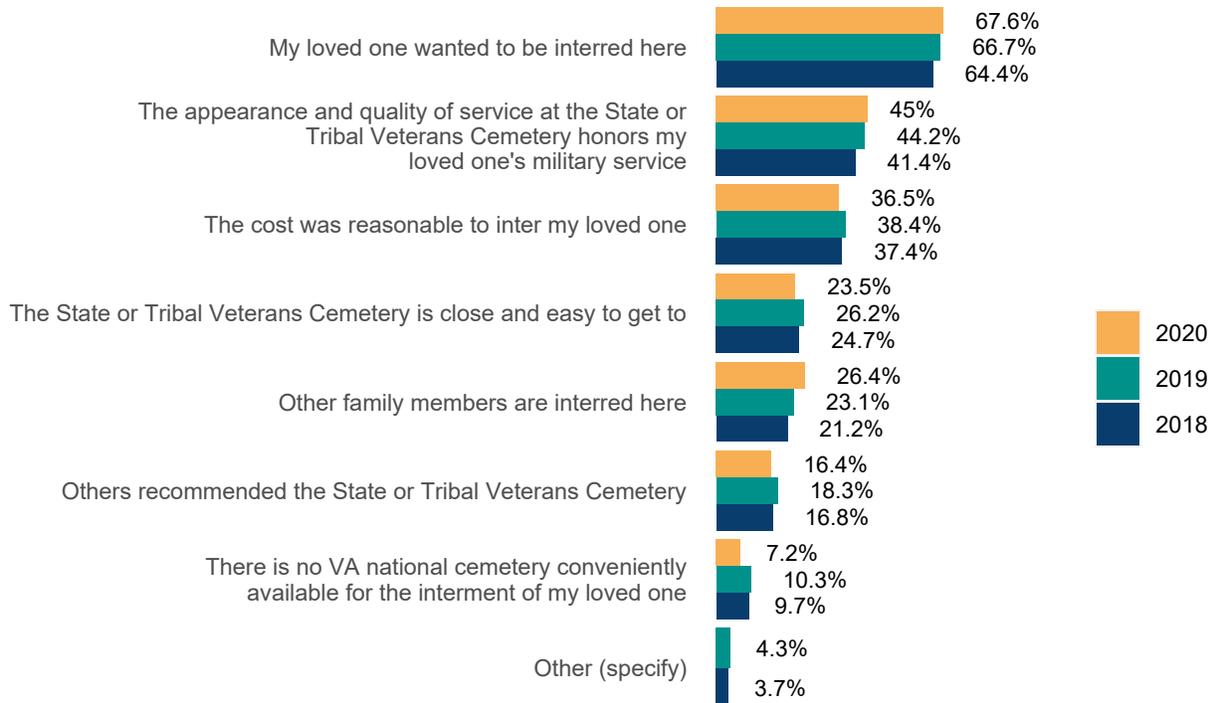


NATIONAL CEMETERIES IN COMPARISON TO STATE AND TRIBAL CEMETERIES

Section Description

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

Question 46 (NOK): Please choose any of the following reasons to describe why you selected the State or Tribal Veterans Cemetery for your loved one’s interment. (Mark all that apply)



2020: n = 7756 2019: n = 8933 2018: n = 9015

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

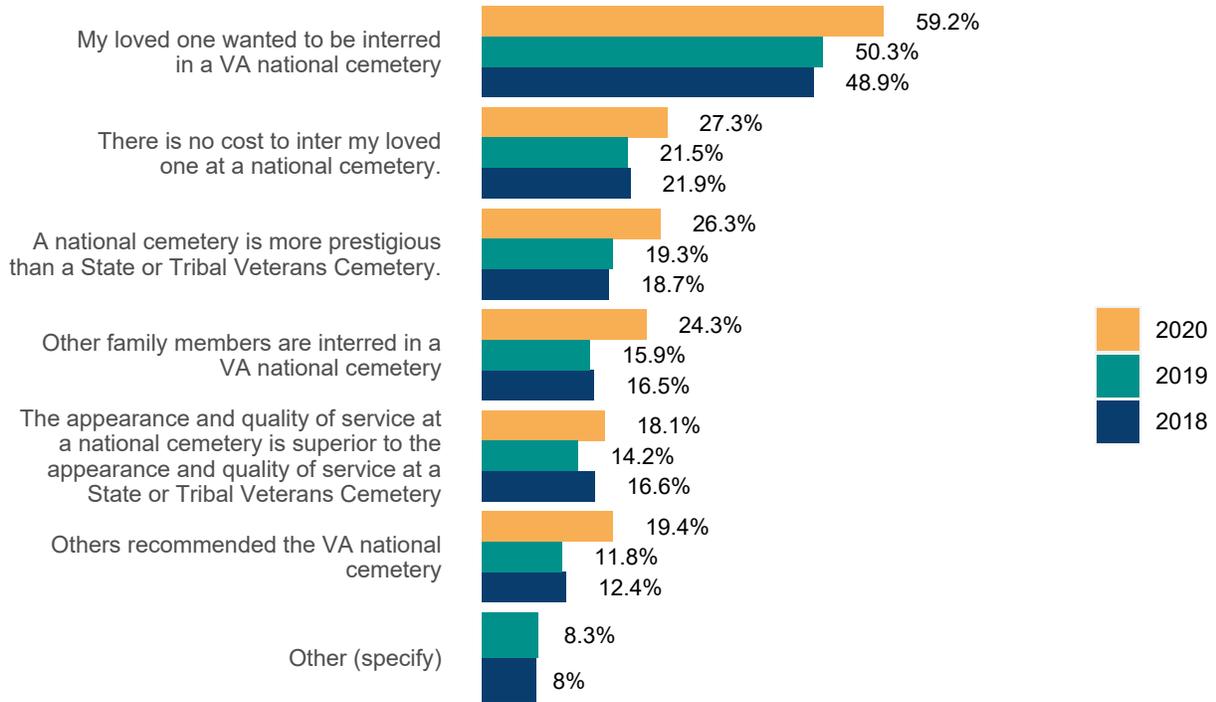
**Question 47 (NOK): Please indicate your level of agreement with the following statement:
If I had been able, I would have chosen to inter my loved one at a VA national cemetery
rather than the State or Tribal Veterans Cemetery.**



Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	7488	10.8%	3.1%	7.9%	49.7%	22.6%	8.9%
2019	8581	7.7%	-0.3%	6.2%	52.4%	23.6%	10.2%
2018	8379	8%	NA	7%	52.2%	23.9%	8.9%

Question 48 (NOK): Please choose any of the following to describe why you would have preferred interment in a VA national cemetery rather than a State or Tribal Veterans Cemetery. (Mark all that apply)

Only respondents that indicated “Strongly Agree” or “Agree” to Question 47(NOK) received this question.



2020: n = 1224 2019: n = 1161 2018: n = 1221

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

Question 49 (NOK): Have you visited a VA national cemetery?



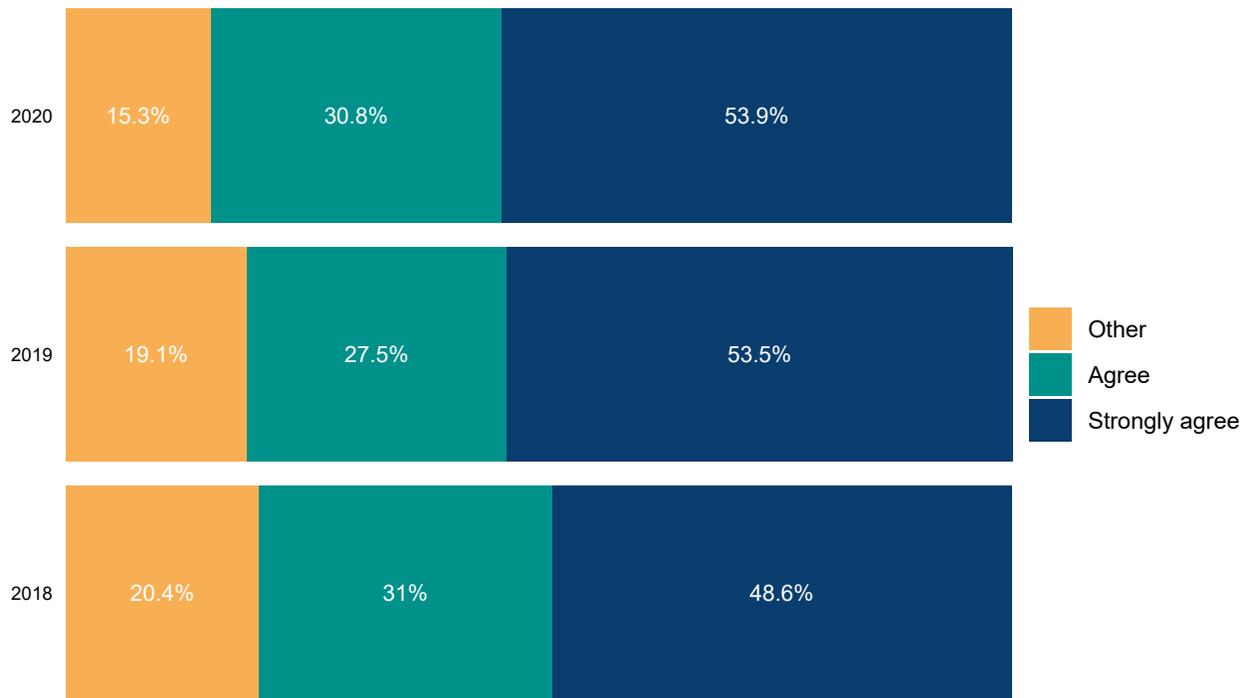
Respondent	Year	n	Yes	Change score	No
	2020	7675	57.3%	3.3%	42.7%
All State / Tribal Cemeteries	2019	8622	54%	-0.3%	46.1%
	2018	8456	54.3%	NA	45.7%

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.



Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	6401	47.3%	-1.1%	33.1%	16.6%	2.6%	0.3%
2019	8604	48.4%	3.5%	31.5%	18.2%	1.5%	0.3%
2018	8417	44.9%	NA	33%	19.8%	1.9%	0.4%

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

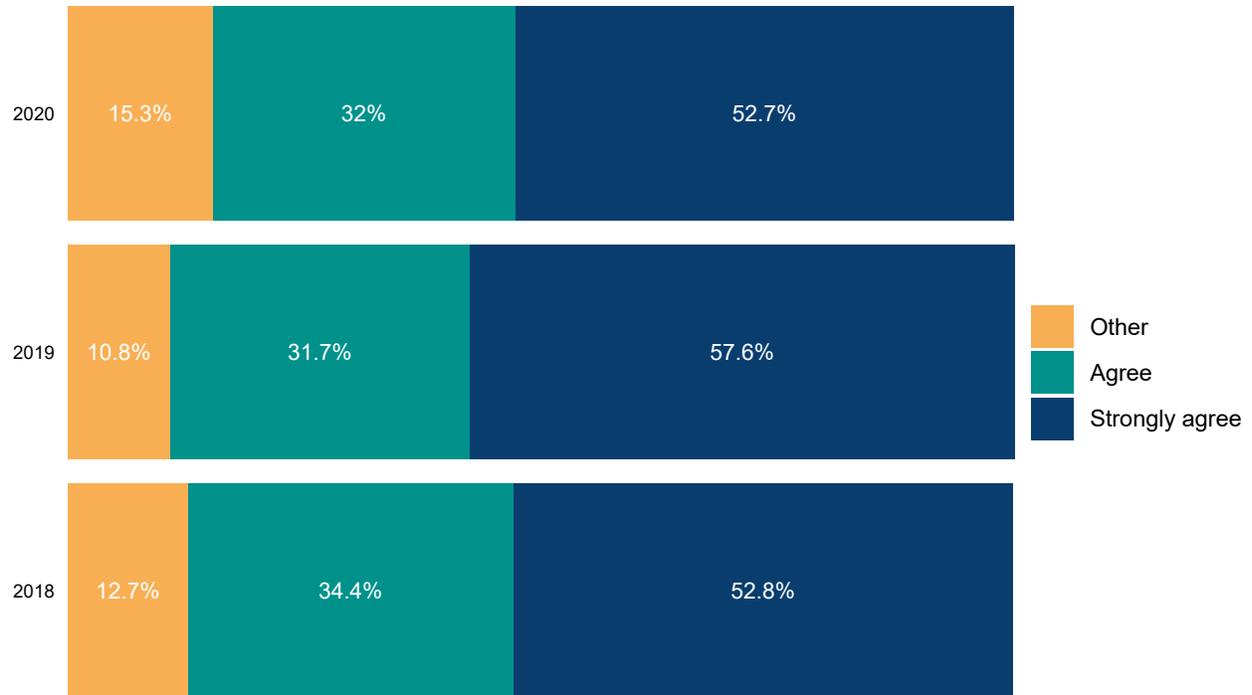


Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	3652	53.9%	0.4%	30.8%	13.6%	1.3%	0.5%
2019	4397	53.5%	4.9%	27.5%	18%	0.9%	0.2%
2018	4446	48.6%	NA	31%	19.2%	1%	0.2%

Only respondents that indicated “Yes” to Question 49 (NOK) received this question.

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

Only respondents that indicated “Yes” to Question 49 (NOK) received this question.



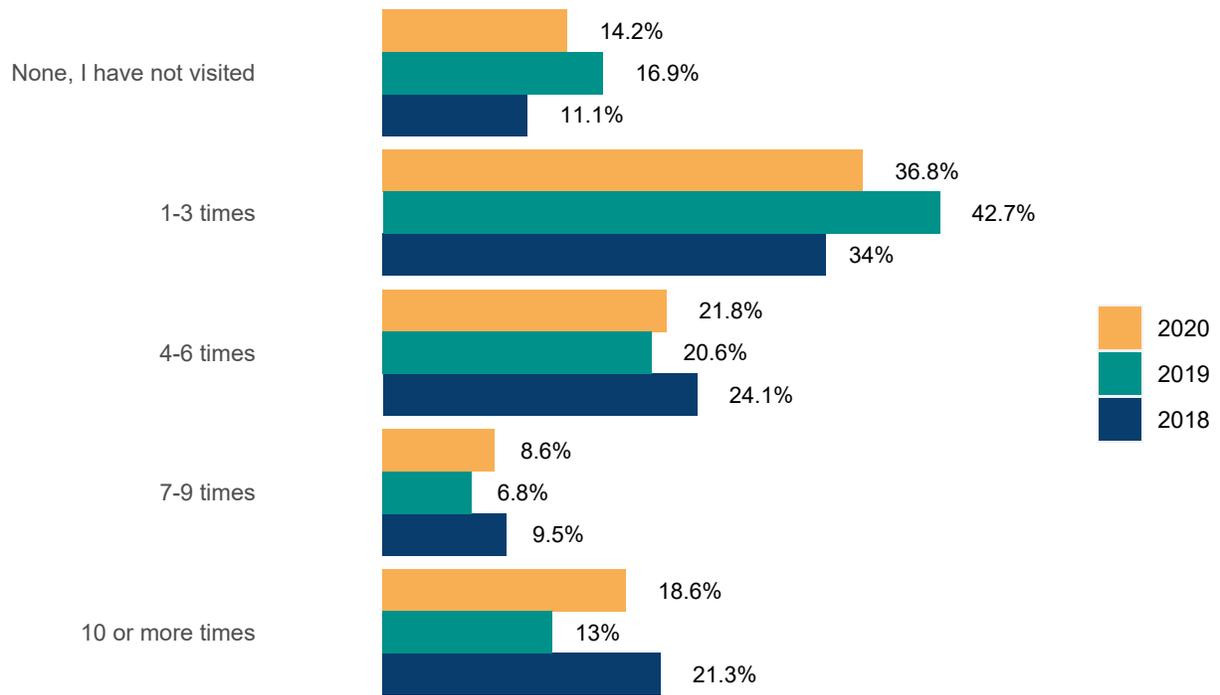
Year	n	Strongly agree	Change score	Agree	Neither / nor	Disagree	Strongly disagree
2020	4109	52.7%	-4.9%	32%	9.6%	2%	0.5%
2019	4401	57.6%	4.8%	31.7%	9.3%	1.3%	0.2%
2018	4466	52.8%	NA	34.4%	11.2%	1.4%	0.1%

Appendix A: Respondent Characteristics:

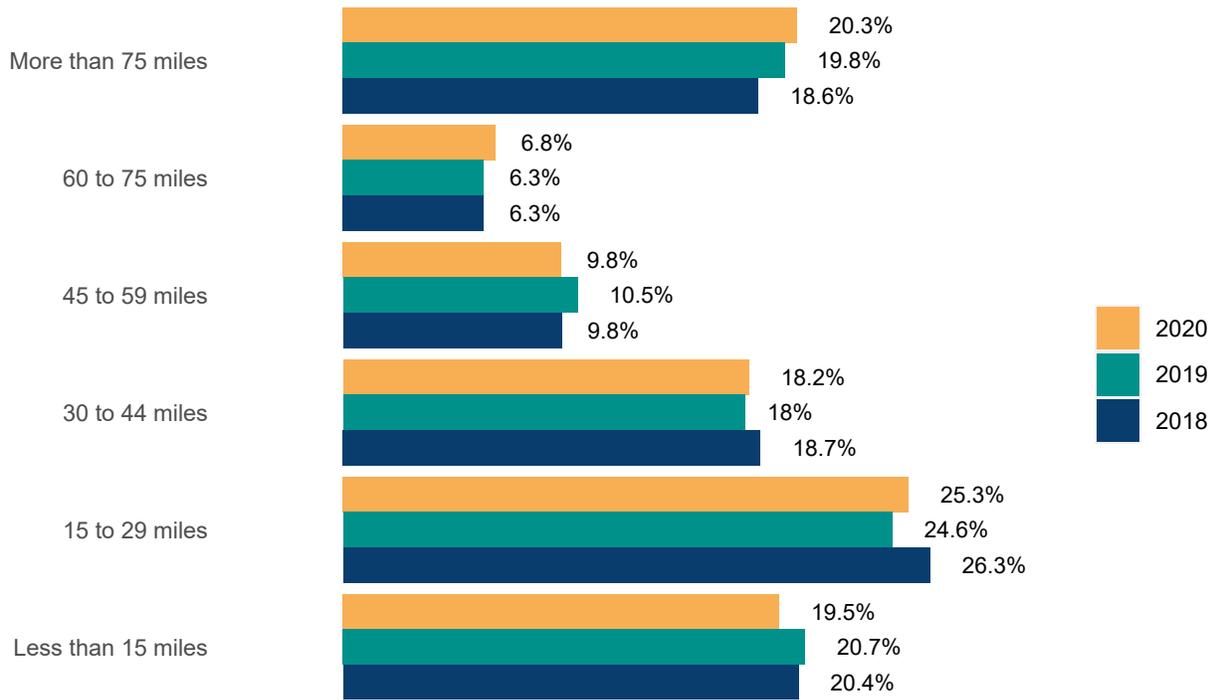
Section Description

- 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.
- Due to rounding, some percentages may not sum to 100%.

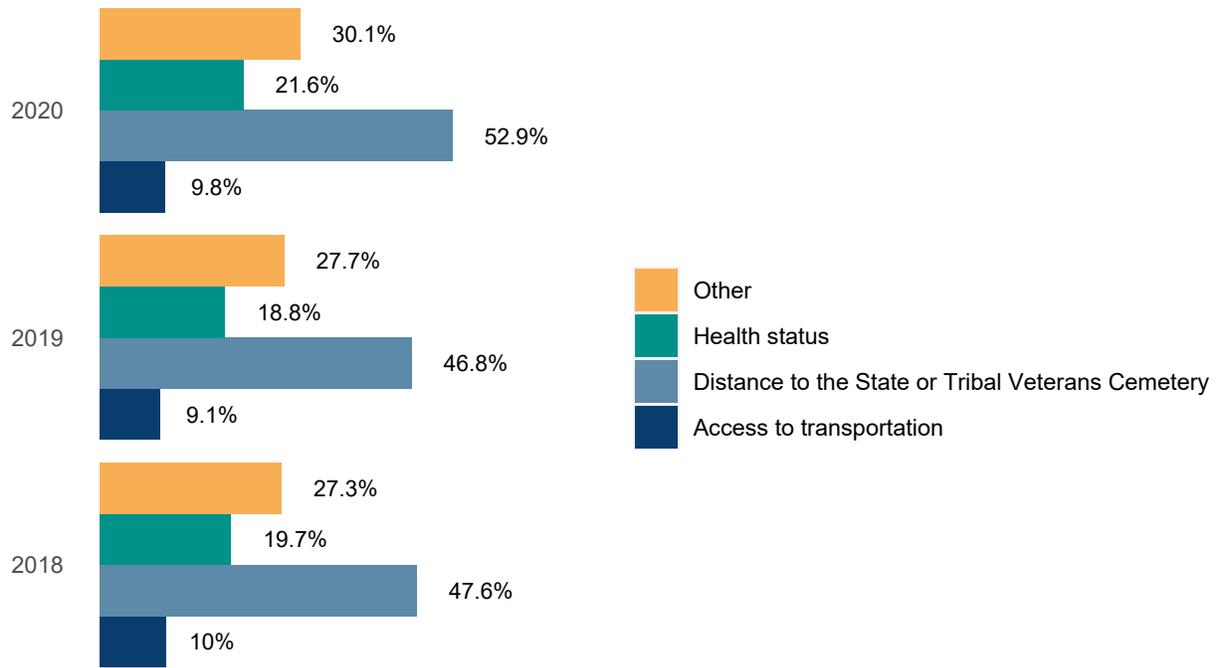
Question 1 (NOK): Since the committal service, how many times have you visited the State or Tribal Veterans Cemetery where your loved one was interred?



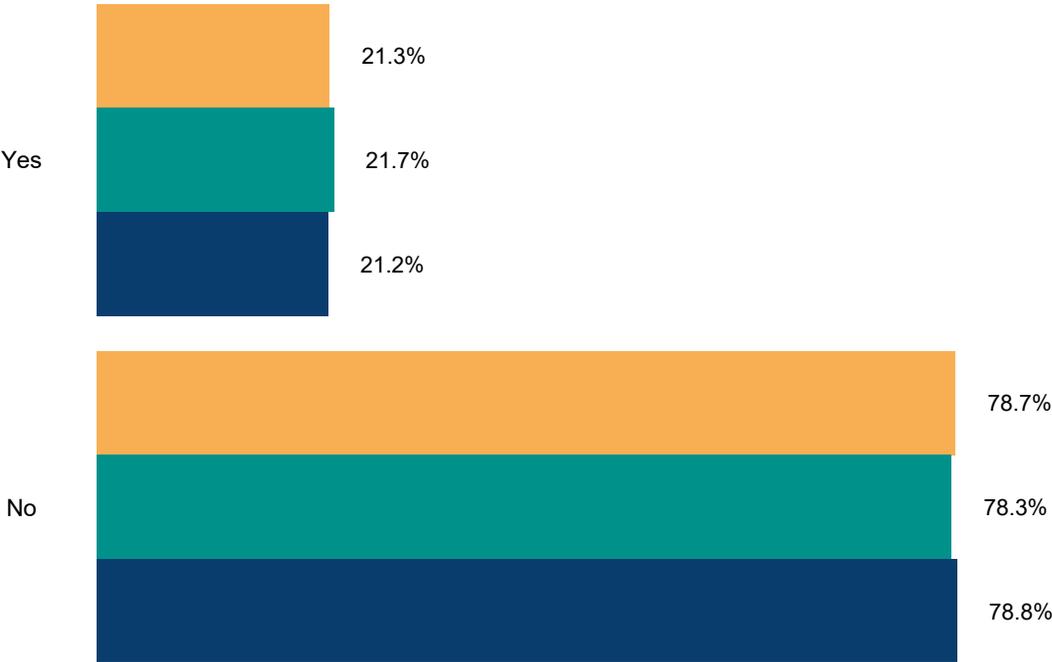
Question 2 (NOK): How far do you reside from the State or Tribal Veterans Cemetery?



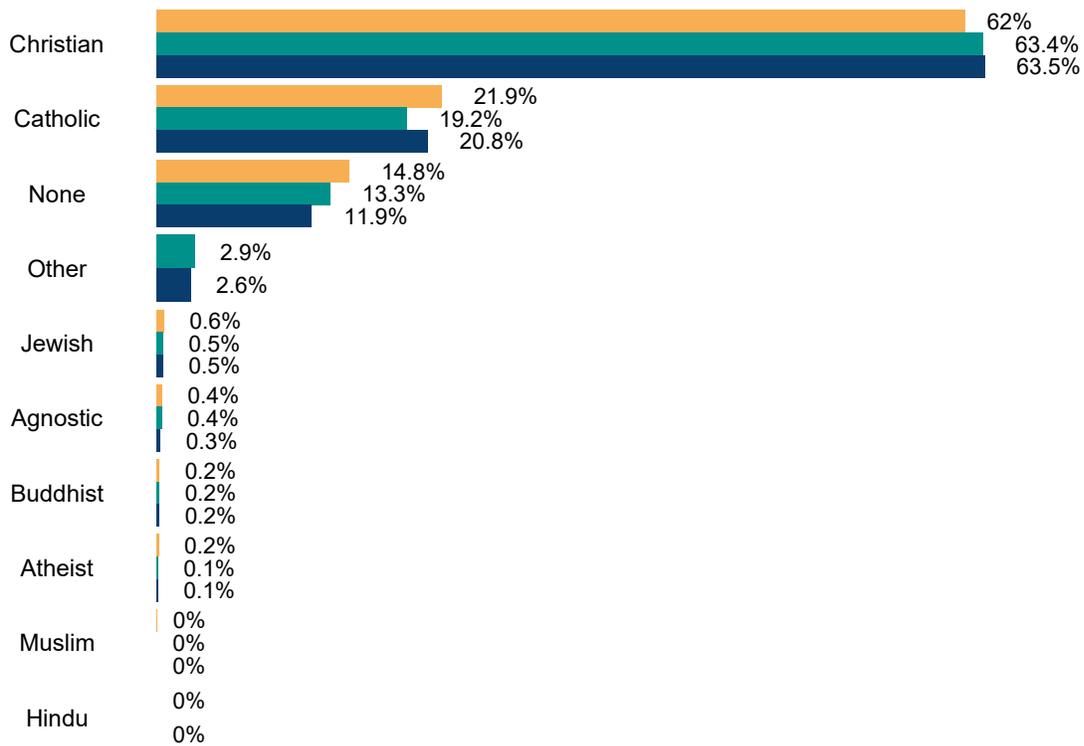
Question 3 (NOK): Which of the following factors limit the number of times you visit the State of Tribal Veterans Cemetery where your loved one is interred? (Mark all that apply)



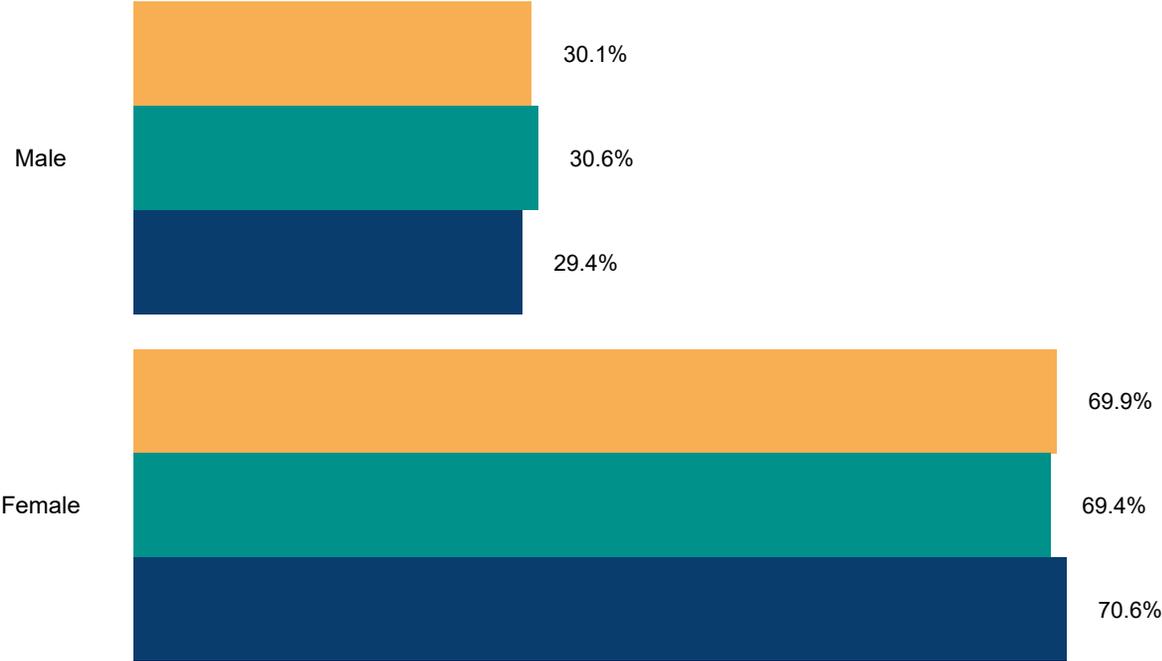
Question 4 (NOK): Have you ever served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit?



Question 12 (NOK): In what religious practice was the burial conducted?



Question 27 (NOK): What is your gender?

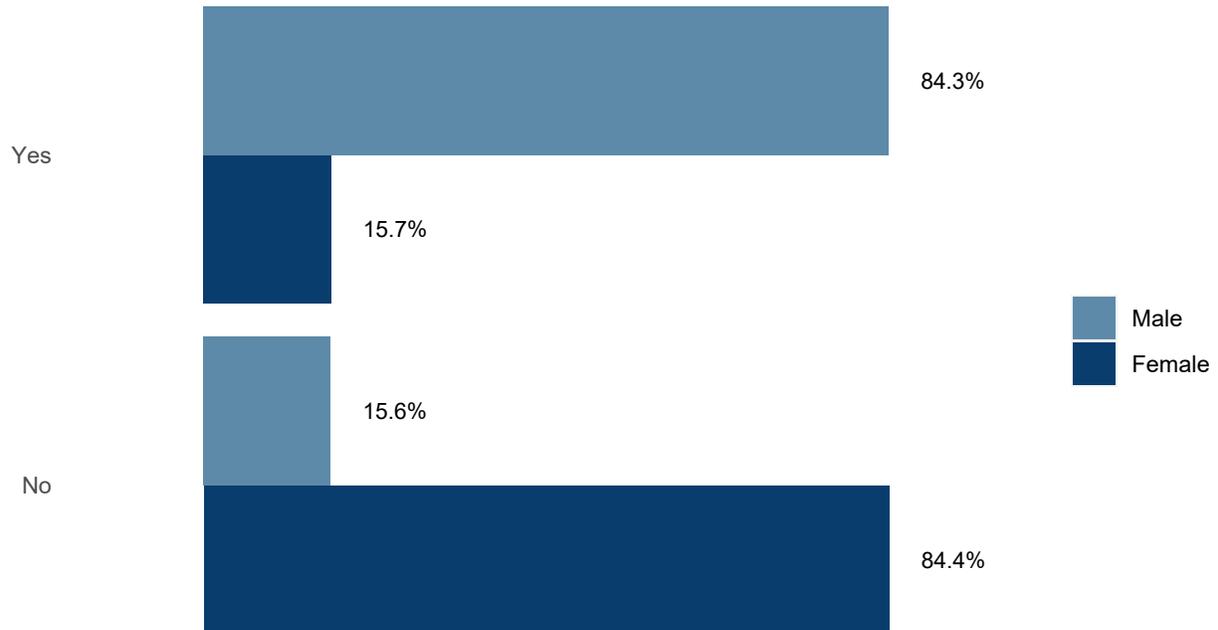


Element of Comparison

Gender by Veteran Status

Question 27 (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?

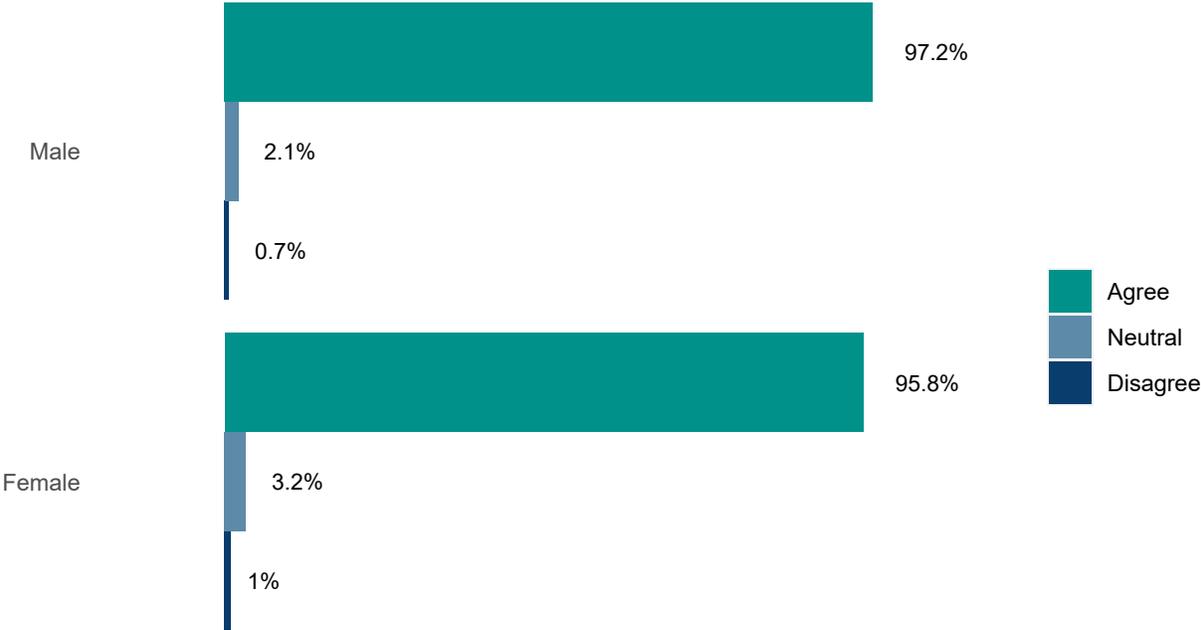


Element of Comparison

Influence of gender on the perception of quality of service

Question 27 (NOK): What is your gender?

Question 35 (NOK): The quality of service from cemetery staff is excellent.

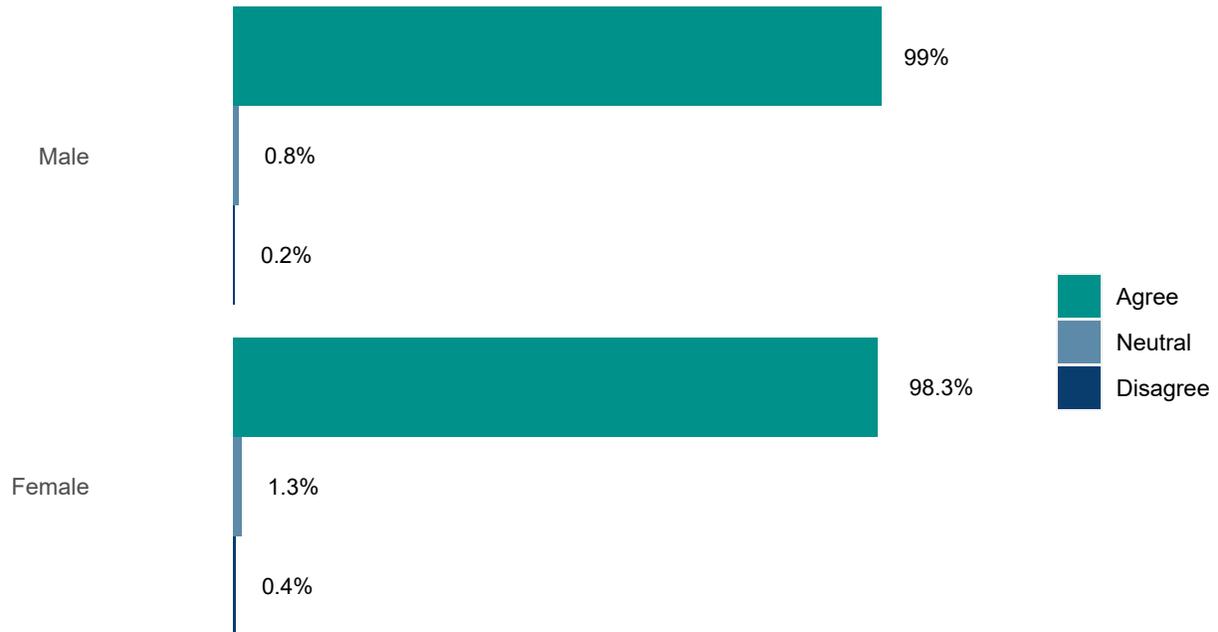


Element of Comparison

Influence of gender on recommending the cemetery

Question 27 (NOK): What is your gender?

Question 42 (NOK): I would recommend the cemetery to Veteran families during their time of need.

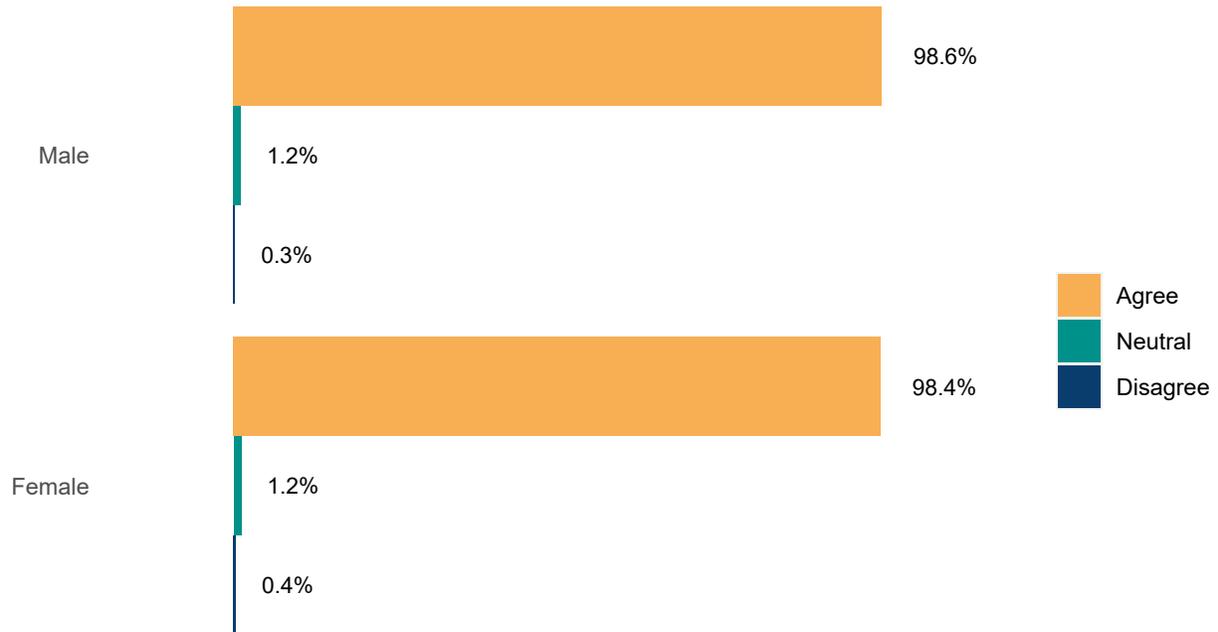


Element of Comparison

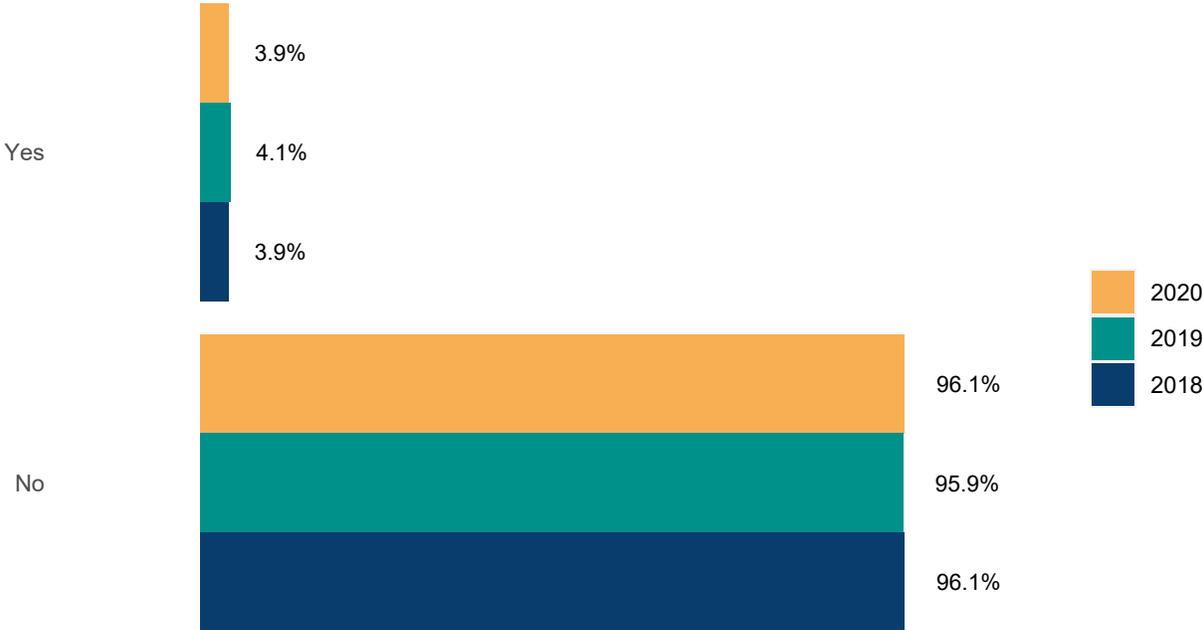
Influence of gender on the perception of overall appearance of the State or Tribal Veterans Cemetery

Question 27 (NOK): What is your gender?

Question 40 (NOK): The overall appearance of the State or Tribal Veterans Cemetery is excellent.



Question 28 (NOK): Are you Hispanic or Latino?

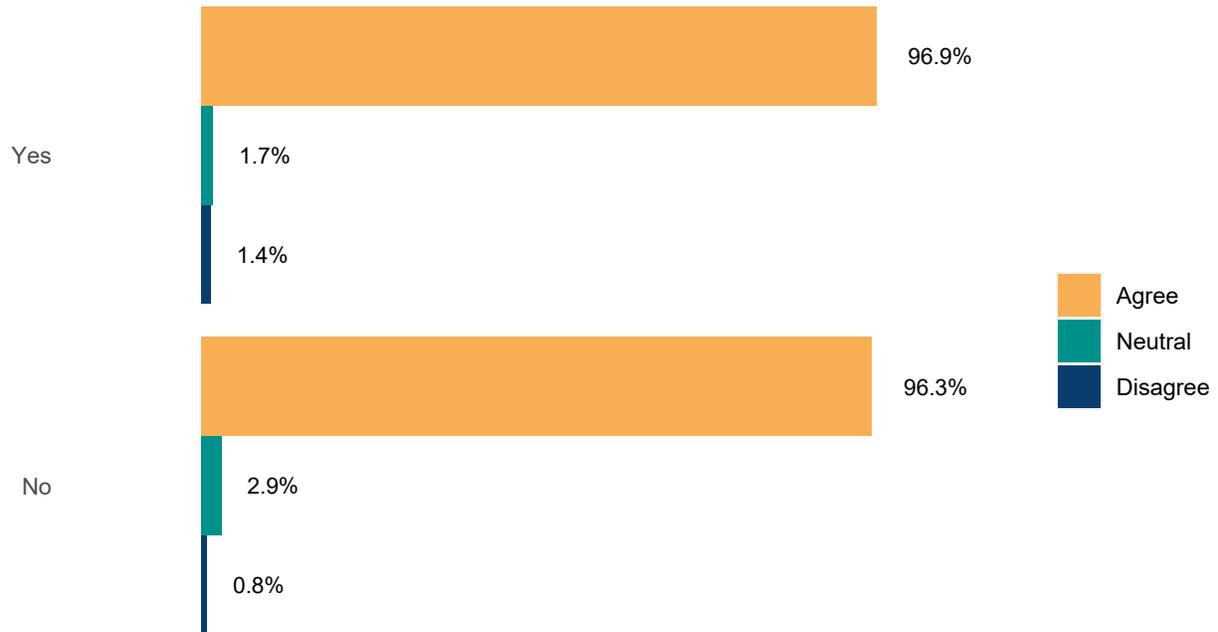


Element of Comparison

Influence of ethnicity on the perception of quality of service

Question 28 (NOK): Are you Hispanic or Latino?

Question 35 (NOK): The quality of service from cemetery staff is excellent.

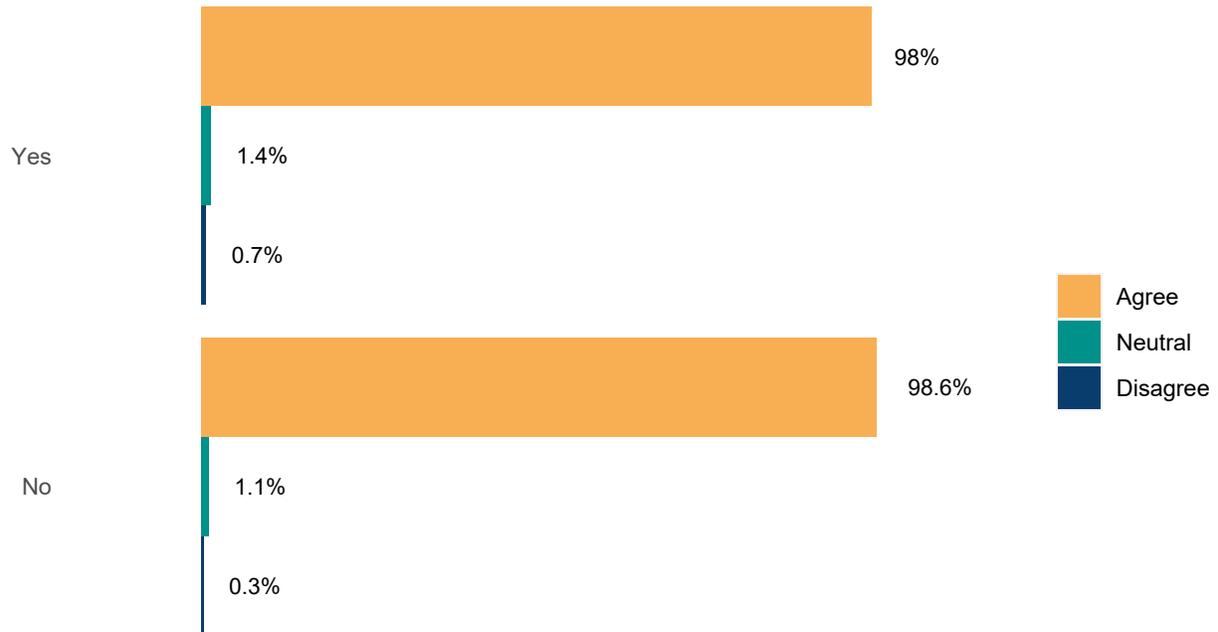


Element of Comparison

Influence of ethnicity on recommending the cemetery

Question 28 (NOK): Are you Hispanic or Latino?

Question 42 (NOK): I would recommend the cemetery to Veteran families during their time of need.

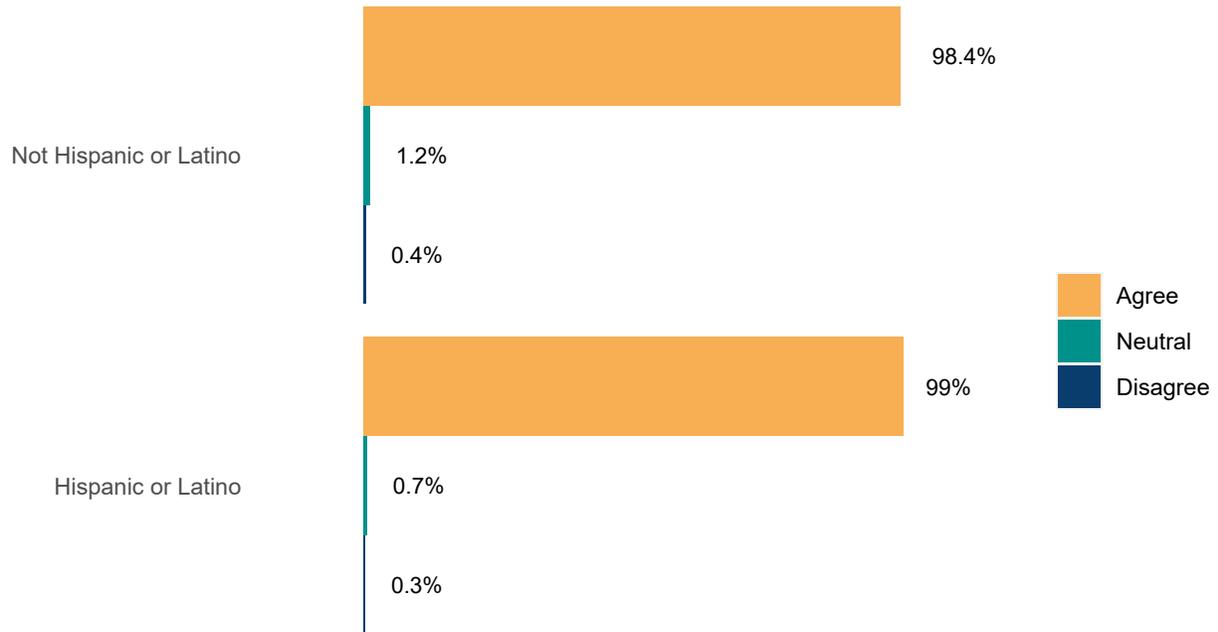


Element of Comparison

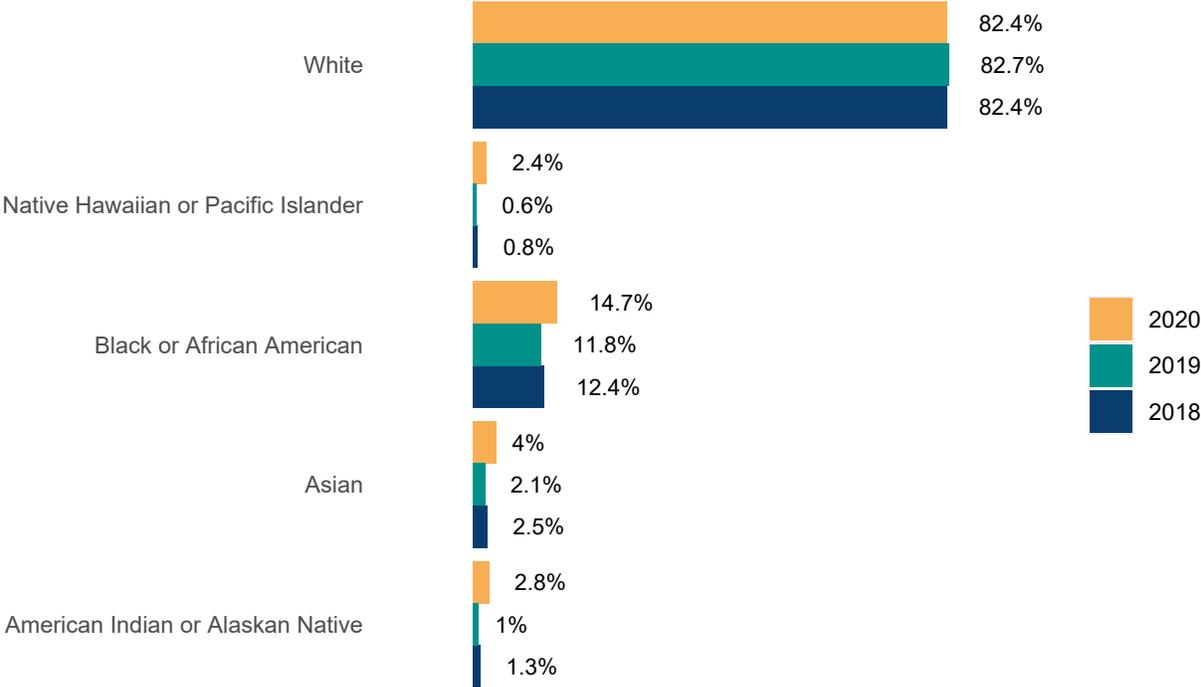
Influence of ethnicity on the perception of overall appearance of the State or Tribal Veterans Cemetery

Question 28 (NOK): Are you Hispanic or Latino?

Question 40 (NOK): The overall appearance of the State or Tribal Veterans Cemetery is excellent.



Question 29 (NOK): What is your race? (Mark one or more)



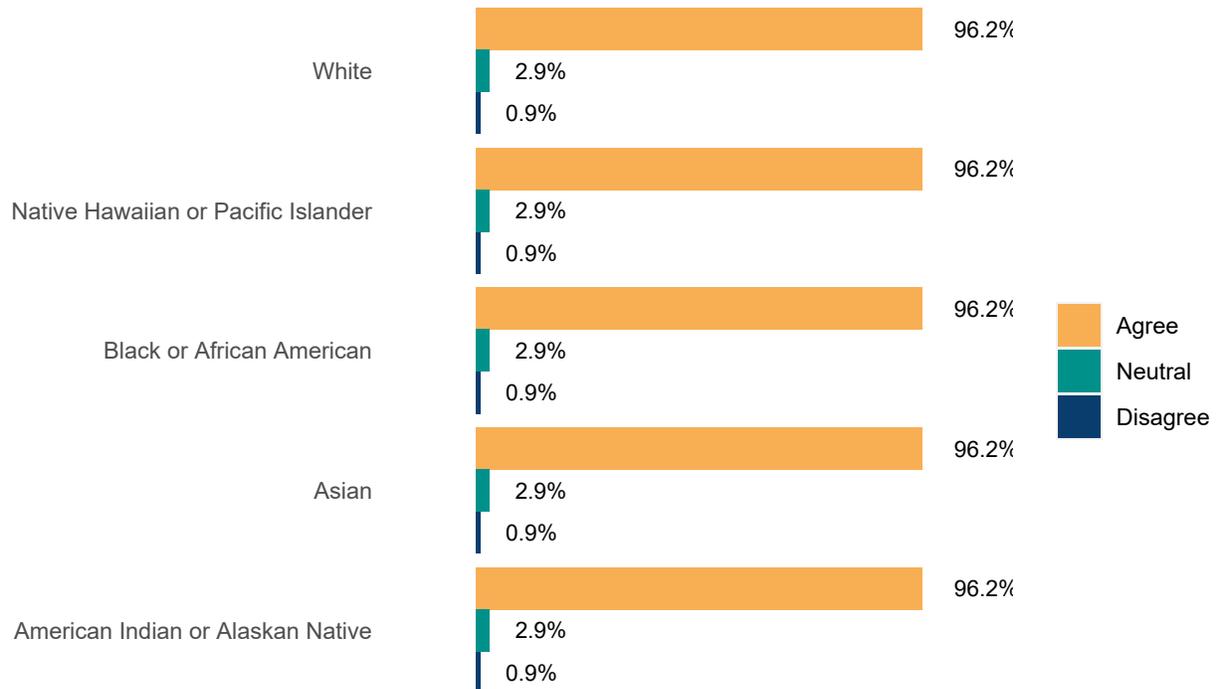
Note: As respondents could select more than one response option, percentages may not sum to 100.

Element of Comparison

Influence of race on the perception of quality of service

Question 29 (NOK): What is your race?

Question 35 (NOK): The quality of service received from the cemetery staff was excellent.

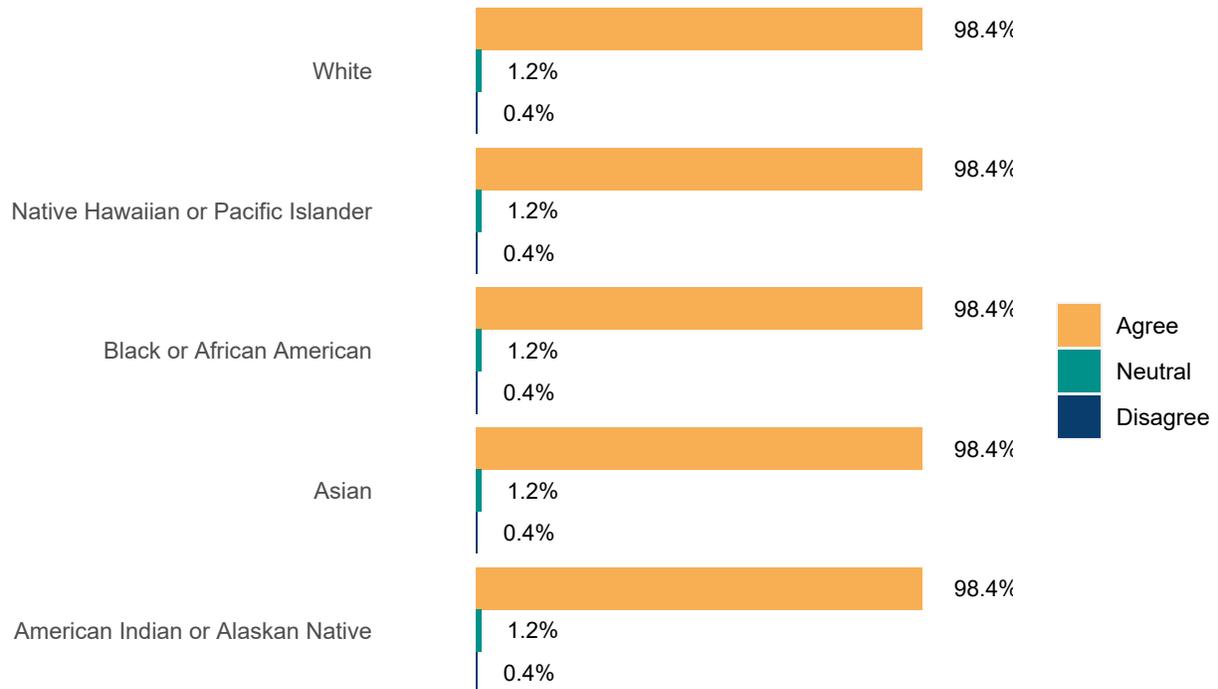


Element of Comparison

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

Question 29 (NOK): What is your race?

Question 40 (NOK): The overall appearance of the State or Tribal Veterans Cemetery is excellent.

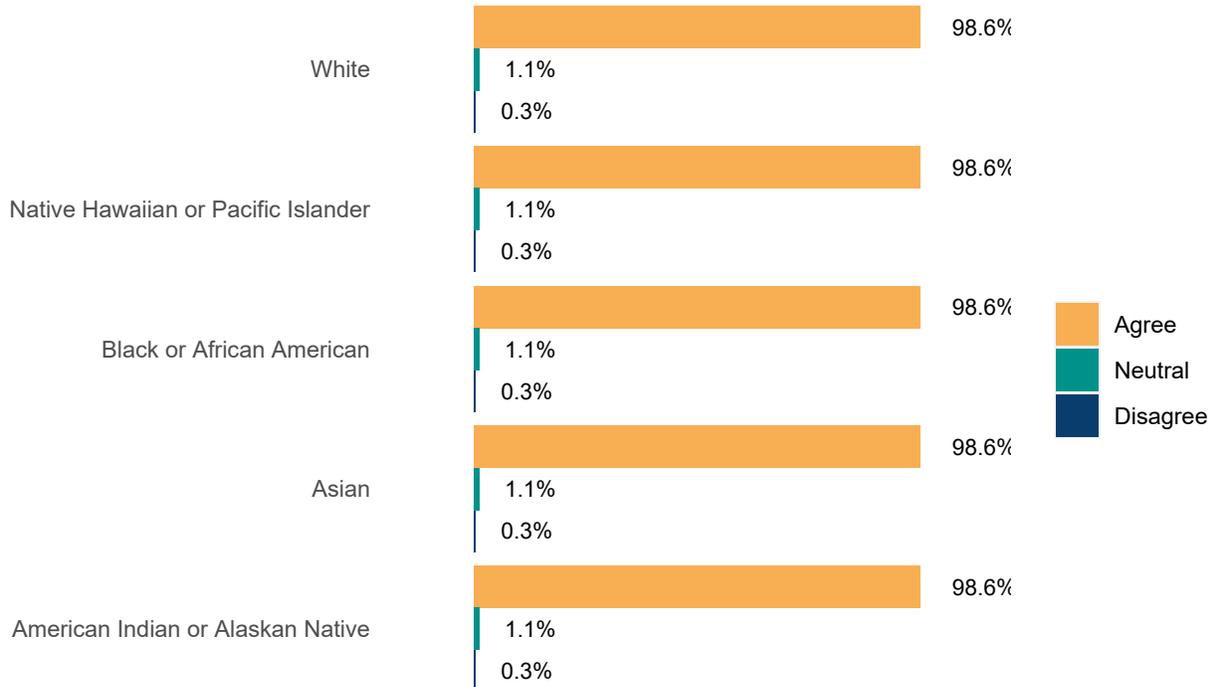


Element of Comparison

Influence of race on recommending the cemetery

Question 29 (NOK): What is your race?

Question 42 (NOK): I would recommend the cemetery to Veteran families during their time of need.

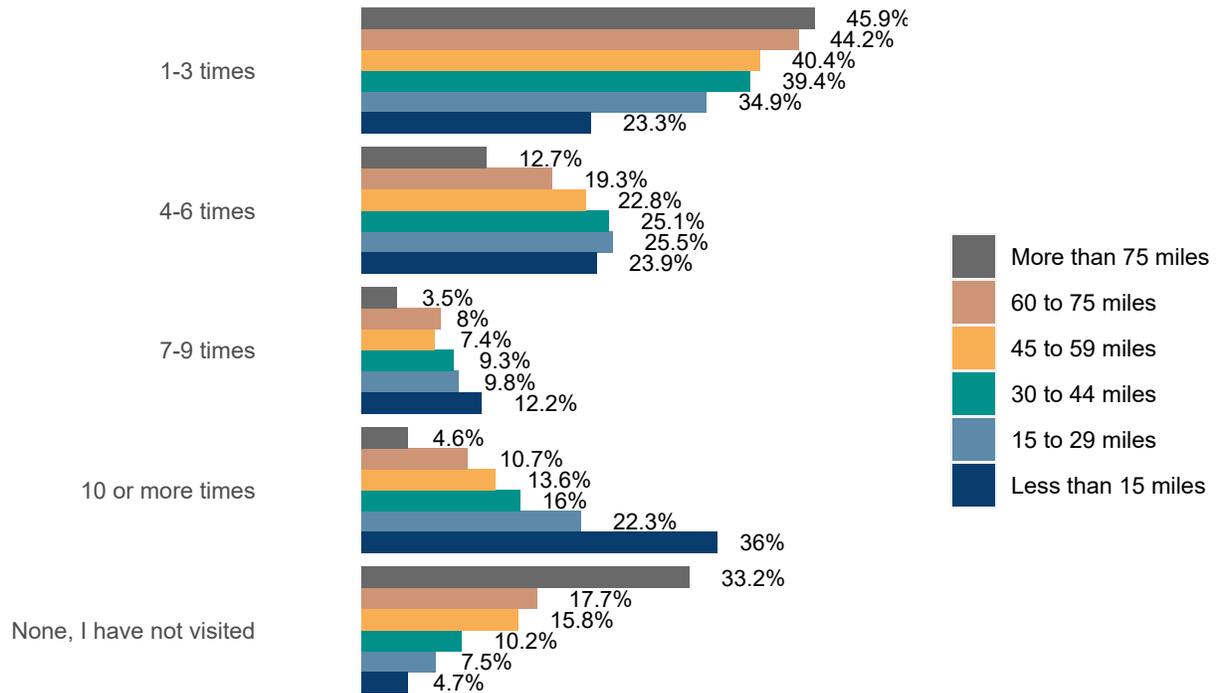


Element of Comparison

Number of times you have visited the State or Tribal Veterans Cemetery by the distance to cemetery

Question 1 (NOK): Since the committal service, how many times have you visited the State or Tribal Veterans Cemetery where your loved one was interred?

Question 2 (NOK): How far do you reside from the State or Tribal Veterans Cemetery?

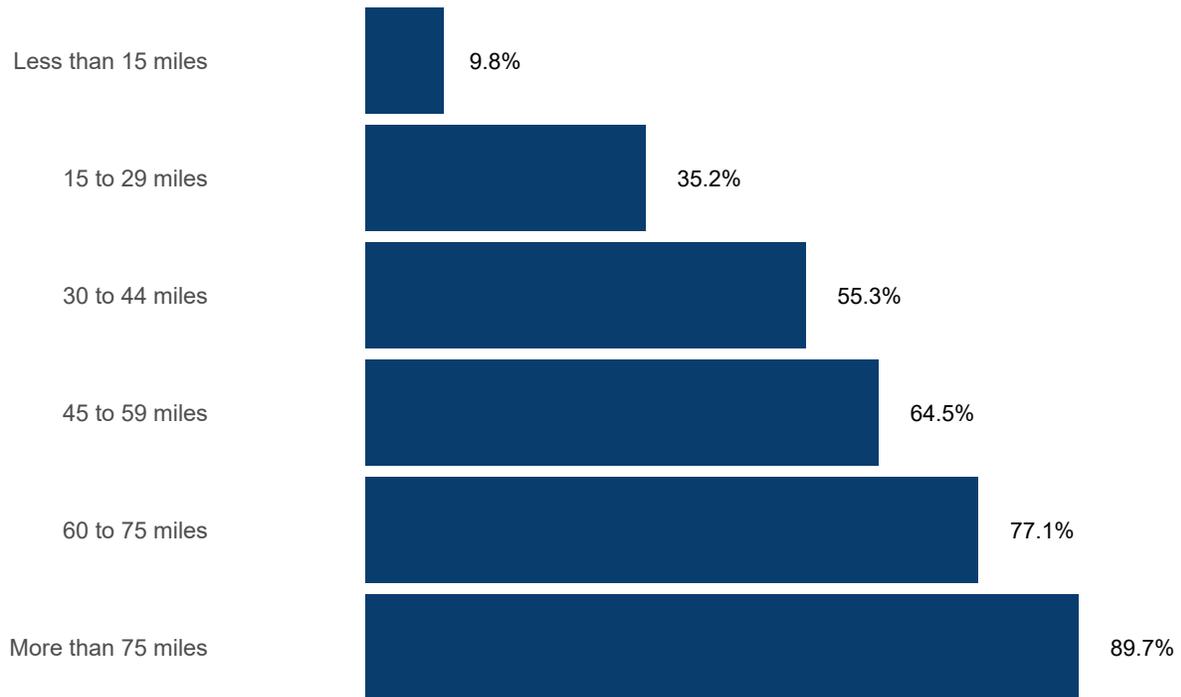


Element of Comparison

Factors influencing visiting by the distance to cemetery

Question 2 (NOK): How far do you reside from the State or Tribal Veterans Cemetery?

Question 3a (NOK): Do the following factors limit the number of times you visit the State or Tribal Veterans Cemetery where your loved one is interred: Distance to the State or Tribal Veterans Cemetery



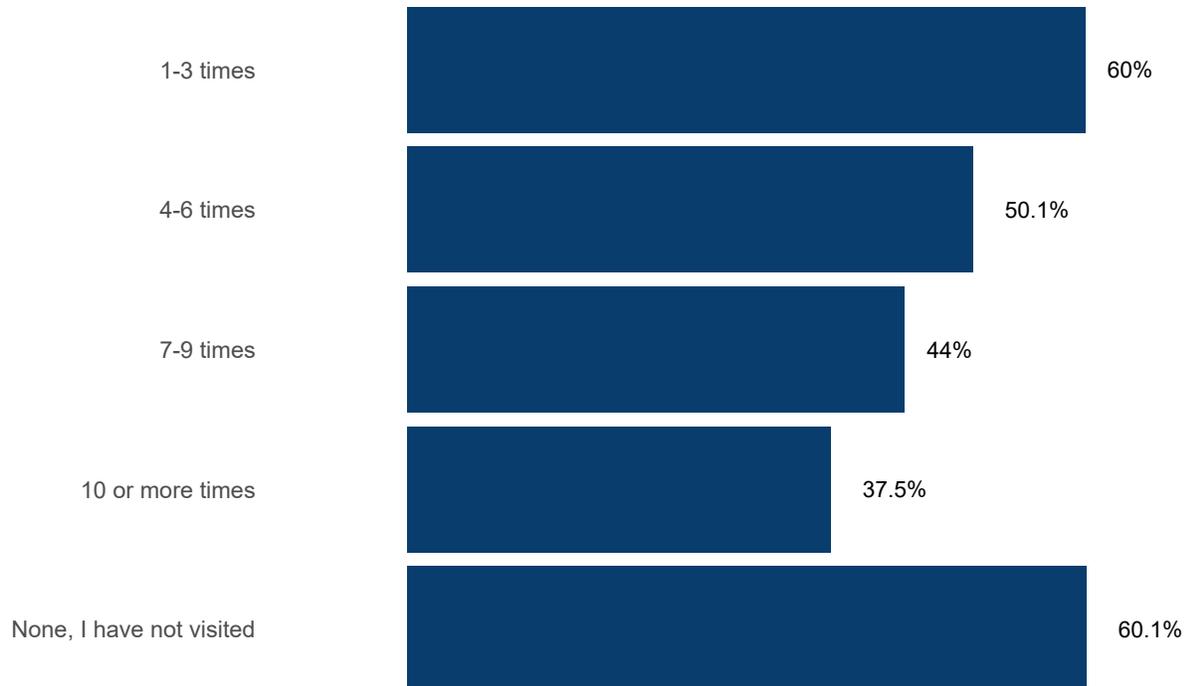
Element of Comparison

Factors influencing visiting by number of times visiting the State or Tribal Veterans Cemetery

Question 1 (NOK): Since the committal service, how many times have you visited the State or Tribal Veterans Cemetery where your loved one was interred?

Question 3a (NOK): Do the following factors limit the number of times you visit the State or Tribal Veterans Cemetery where your loved one is interred:

- Distance to the State or Tribal Veterans Cemetery



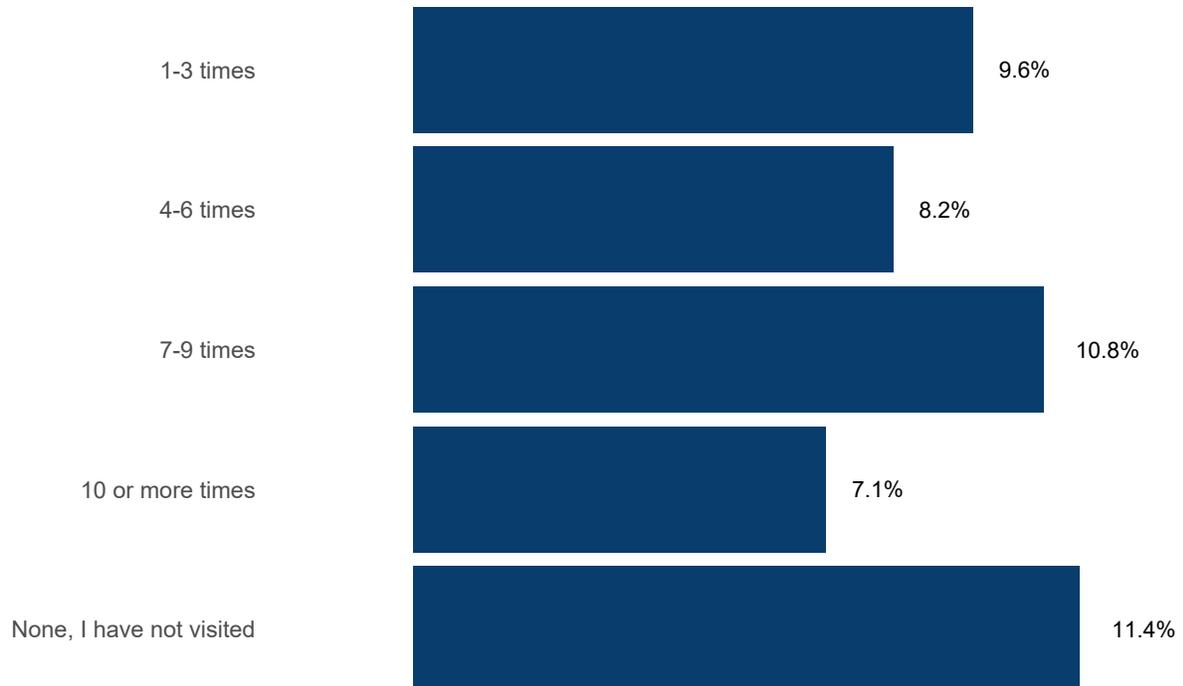
Element of Comparison

Factors influencing visiting by number of times visiting the State or Tribal Veterans Cemetery

Question 1 (NOK): Since the committal service, how many times have you visited the State or Tribal Veterans Cemetery where your loved one was interred?

Question 3b (NOK): Which of the following factors limit the number of times you visit the State or Tribal Veterans Cemetery where your loved one is interred?

- Access to transportation



Element of Comparison

Factors influencing visiting by number of times visiting the State or Tribal Veterans Cemetery

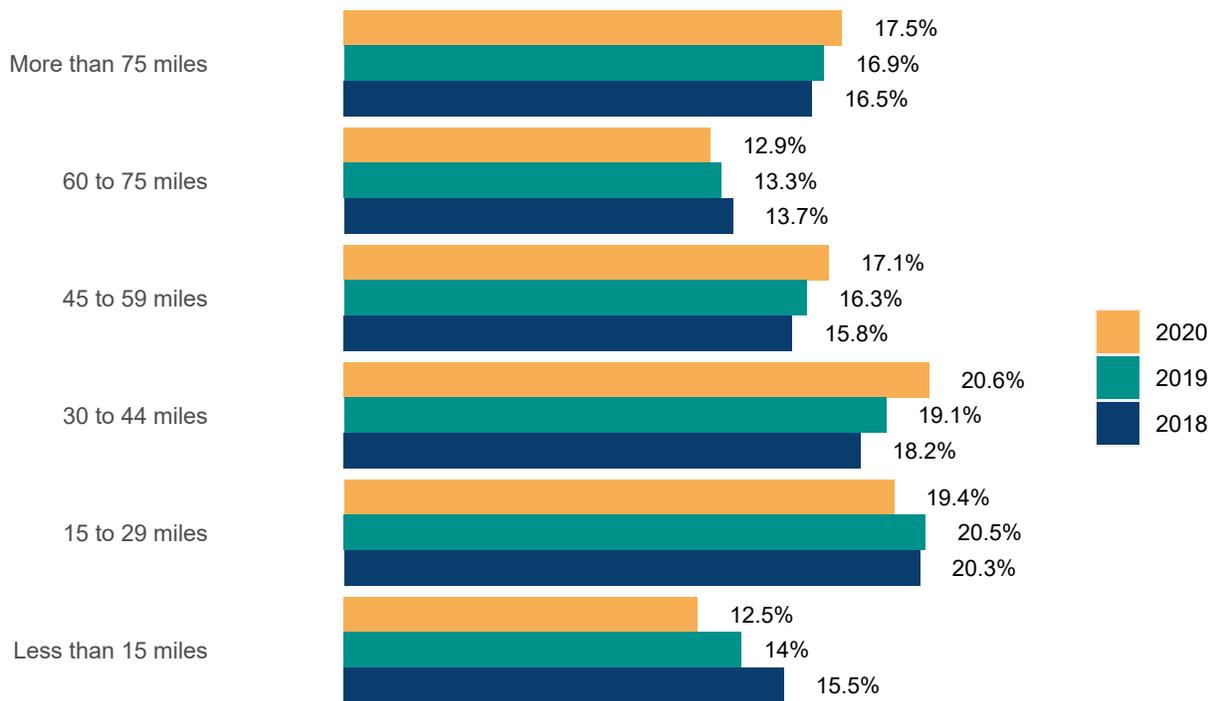
Question 1 (NOK): Since the committal service, how many times have you visited the State or Tribal Veterans Cemetery where your loved one was interred?

Question 3c (NOK): Do the following factors limit the number of times you visit the State or Tribal Veterans Cemetery where your loved one is interred:

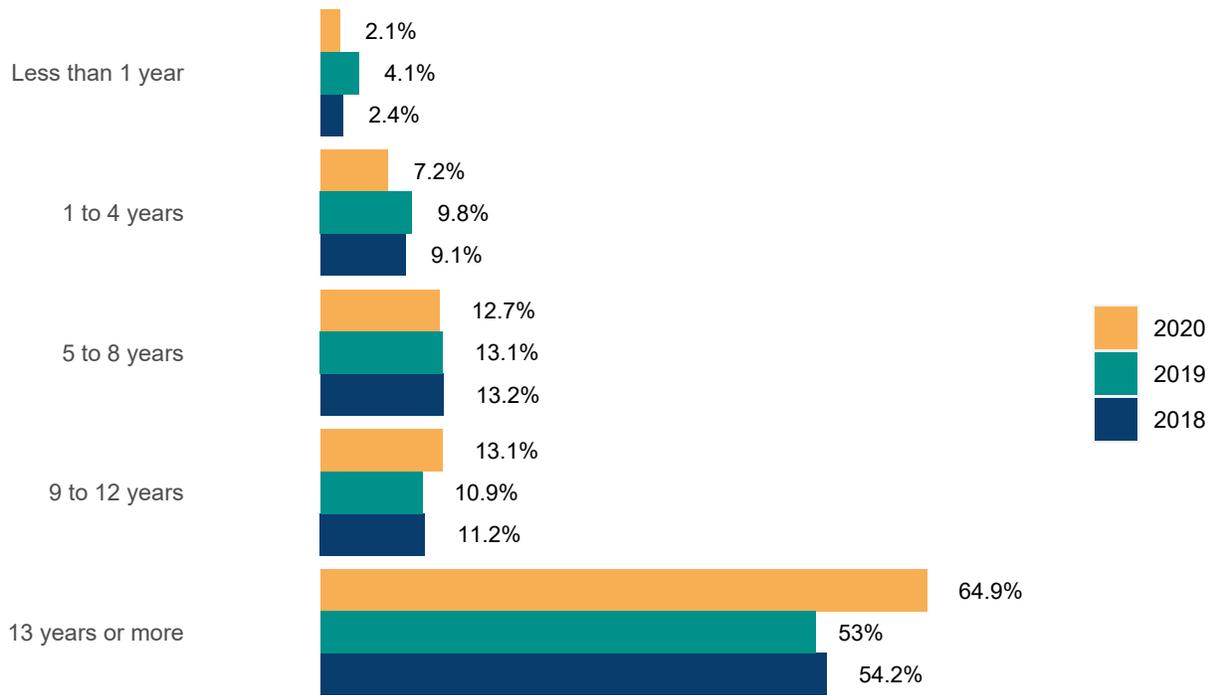
- My health status



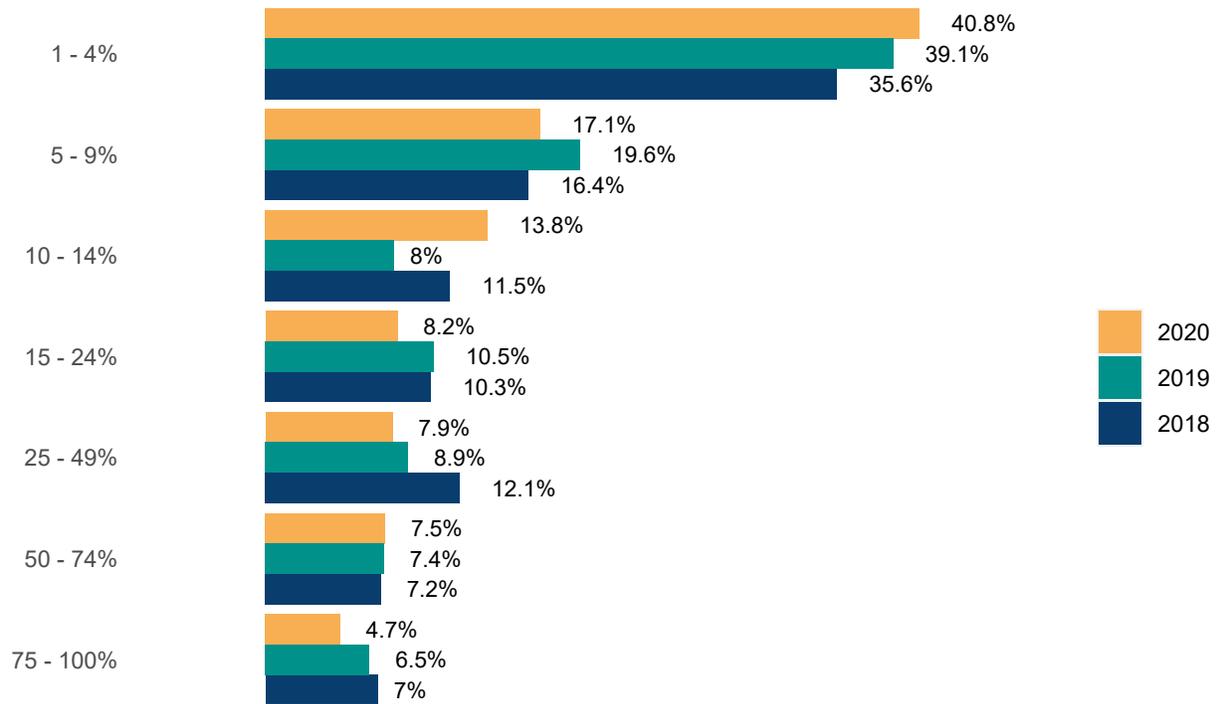
Question 3.2 (FD): How far is your funeral home from the State or Tribal Veterans Cemetery with which you most frequently do business?



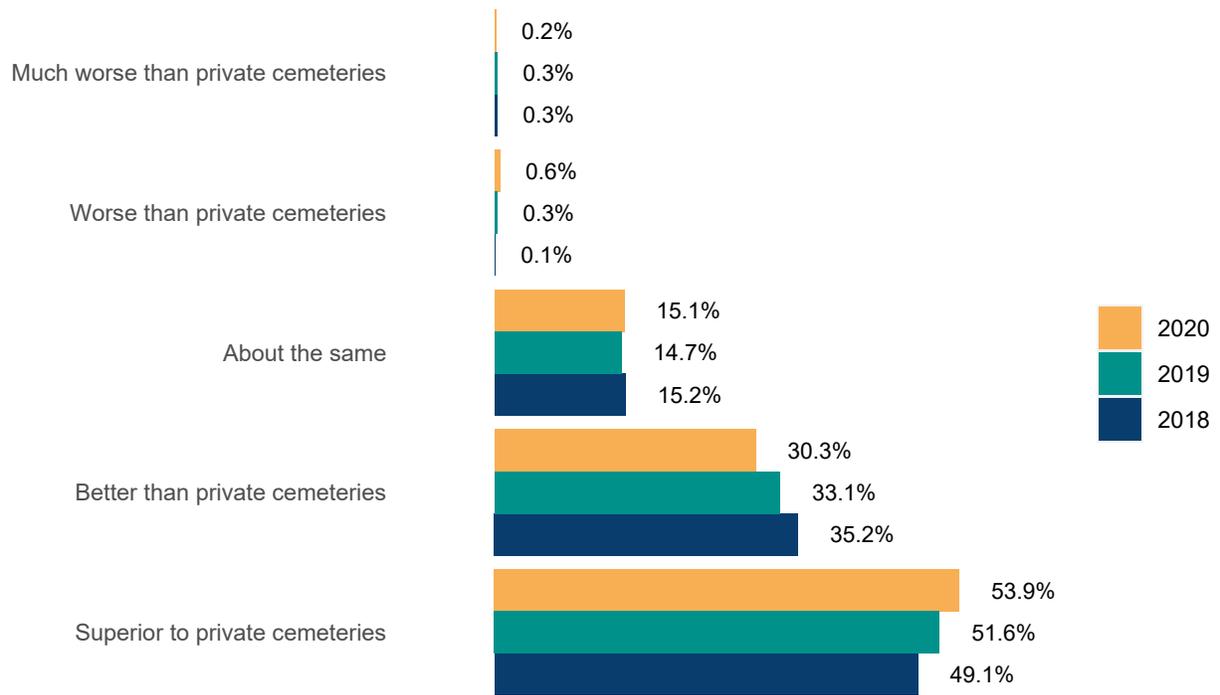
Question 3.3 (FD): How long has your funeral home worked with the State or Tribal Veterans Cemetery?



Question 3.4 (FD): Of the eligible Veteran families you serve, approximately what percent choose burial in the State or Tribal Veterans Cemetery?



Question 3.12 (FD): Overall, how would you compare the appearance of the State or Tribal Veterans Cemetery with the appearance of private cemeteries?



Appendix B: Methodology

Section Description

- Presented within this appendix is a detailed description of the methodology used to develop and administer the 2020 Survey of Satisfaction with State or Tribal Veterans 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 study.

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 State and Tribal Veterans Cemetery 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 21,383 next of kin who had interred a loved one at a State or Tribal Veteran Cemetery. Of these, 9,261 returned surveys to FRD; 8,654 returned surveys by mail and 607 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, 828 returned surveys to FRD specifically responding to questions regarding VA's National Cemeteries; 777 returned surveys by mail and 51 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.

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%
Total	846	100.0%

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

Appendix C: Users Guide

SECTION DESCRIPTION

- This section presents an explanation of how to understand and interpret the graphs and tables used in this report:
- Horizontal 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 Rates

National Response Rates

Nationally, the survey yielded a response rate of 43.3% for next of kin and 6.8% for funeral directors.

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

Eligible questionnaires were those that were returned completed and those that were not returned. Ineligible questionnaires were those that were returned undeliverable.

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

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

- Question 35 (NOK)/3.29 (FD). Please indicate your level of agreement with the following statement: The overall quality of the headstone, marker, or medallion I received from the VA was excellent.
- Question 40 (NOK)/3.34 (FD). Please indicate your level of agreement with the following statement: The overall appearance of the State or Tribal Veterans Cemetery is excellent.
- Question 42(NOK)/3.36 (FD) Please indicate your level of agreement with the following statement: I would recommend the cemetery to Veteran families during their time of need.

The survey yielded a completion rate of 85.8% for next of kind and 79.2% for funeral directors. The completion rate is calculated by dividing the number of complete questionnaires by the number of returned questionnaires.

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>	9,261	45.0%	828	6.8%
	<i>Complete</i>	7,949	85.8%	656	79.2%

Appendix E: Survey Instruments

U.S. DEPARTMENT OF VETERANS AFFAIRS
NATIONAL CEMETERY ADMINISTRATION
STATE OR TRIBAL VETERANS 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 of the response 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 293997-3

[MASTER ID]

2019 State or Tribal Veterans Cemeteries Satisfaction Survey

Q1 Since the committal service, how many times have you visited the State or Tribal Veterans 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 State or Tribal Veterans 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 State or Tribal Veterans Cemetery where your loved one is interred? (Mark all that apply)

- Distance to 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 State or Tribal Veterans 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
- Another Veteran/active duty member
- State or Tribal/VA/NCA pamphlet, brochure, newsletter
- State or Tribal/VA/NCA website
- State or Tribal/VA/NCA/ social media (Facebook or Twitter)
- Veterans Service Organization
- Other State, Tribal, or VA organization
- Local newspaper/television news report
- Public event (e.g., parades, speeches)
- Professional/military association meeting

Q7 Prior to the time of need, what do you think is the BEST way for the State or Tribal Veterans Cemetery to convey information regarding benefits?

- E-mail
- State or Tribal/VA/NCA website
- State or Tribal/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 that you were provided throughout your experience with the State or Tribal Veterans 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 informed
- Very uninformed

Q10 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 Q12

Q11 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

Q12 In what religious practice was the burial conducted?

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

Other (specify):

- Q13** Prior to the service for your loved one, did you view the NCA videos illustrating different committal service options at State and Tribal Veterans Cemeteries?
- Yes, I viewed it online
- Yes, the funeral director provided it
- No → go to Q16
- Q14** Please indicate your level of agreement with the following statement: The video(s) helped me understand the burial process at the State or Tribal Veterans Cemetery.
- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Q15** Was your experience at the State or Tribal Veterans Cemetery similar to the video on service options you viewed?
- Yes
- No
- Q16** 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
- Q17** Overall, how satisfied were you with the committal service at the State or Tribal Veterans Cemetery?
- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- Q18** Were the headstone, marker, or columbarium niche cover inscription options explained to you?
- Yes
- No
- Not sure/don't know

Q19 Did you feel you had sufficient time to make a decision on the headstone, marker, or columbarium niche cover inscription?

- Yes
- No

Q20 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 Q23

Q21 When the headstone, marker, or columbarium niche cover arrived, was the inscription accurate?

- Yes
- No
- Don't know

Q22 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 Question 26.

Q23 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 Q26

Q24 How satisfied were you with the quality of the certificate signed by the President of the United States honoring the Veteran's service?

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

Other problem (please specify):

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

Q25 Please indicate your level of agreement with the following statement: Receiving the Presidential Memorial Certificate at the committal service (rather than receiving it in the mail) would enhance the meaning of the recognition.

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

Q26 Looking back at your overall experiences with the State or Tribal Veterans 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

Q27 **What is your gender?**

Male

Female

Q28 Are you Hispanic or Latino?

- Yes
- No

Q29 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

Q30 In what year were you born?

--	--	--	--

For the following statements please indicate your level of agreement:

Q31 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

Q32 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

Q33 **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

Q34 **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

Q35 **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

Q36 **The State or Tribal Veterans Cemetery staff is courteous.**

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

Q37 **The State or Tribal Veterans Cemetery staff is professional in terms of being knowledgeable, helpful, and responsive.**

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

Q38 **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

Q39 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

Q40 The overall appearance of the State or Tribal Veterans Cemetery is excellent.

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

Q41 Overall, I am satisfied with my experiences at the State or Tribal Veterans Cemetery.

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

Q42 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

Q43 I am willing to rely on the State and Tribal Veterans Cemetery to meet the burial needs of Veterans in the future.

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

Q44 I am willing to rely on State or Tribal governments to maintain State or Tribal Veterans Cemeteries as national shrines in the future.

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

Q45 My experiences with the State or Tribal Veterans Cemetery exceeded my expectations.

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

Q46 Please choose any of the following reasons to describe why you selected the State or Tribal Veterans Cemetery for your loved one's interment. (Mark all that apply)

- My loved one wanted to be interred here.
- Other family members are interred here.
- The appearance and quality of service at the State or Tribal Veterans Cemetery honors my loved one's military service.
- The State or Tribal Veterans Cemetery is close and easy to get to.
- Others recommended the State or Tribal Veterans Cemetery.
- The cost was reasonable to inter my loved one.
- There is no VA national cemetery conveniently available for the interment of my loved one.

Other (specify):

Q47 Please indicate your level of agreement with the following statement: If I had been able, I would have chosen to inter my loved one at a VA national cemetery rather than the State or Tribal Veterans Cemetery.

- Strongly Agree
- Agree
- Neither agree nor disagree → Go to Q49
- Disagree → Go to Q49
- Strongly disagree → Go to Q49

Q48 Please choose any of the following reasons to describe why you would have preferred interment in a VA national cemetery rather than a State or Tribal Veterans Cemetery. (Mark all that apply)

- My loved one wanted to be interred in a VA national cemetery.
- Other family members are interred in a VA national cemetery.
- Others recommended the VA national cemetery.
- There is no cost to inter my loved one at a national cemetery.
- A national cemetery is more prestigious than a State or Tribal Veterans Cemetery.
- The appearance and quality of service at a national cemetery is superior to the appearance and quality of service at a State or Tribal Veterans Cemetery.

Other (specify):

Q49 Have you visited a VA national 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 State or Tribal Veterans Cemetery you wish to share with us. If your comment is in response to a specific question, please reference the question number.**

Q54 **[MasterID] Thank you for completing the 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 very much 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]

STATE and TRIBAL VETERANS CEMETERIES SATISFACTION SURVEY

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

Yes → Go to Q3.1.

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

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

--	--	--

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

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

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

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

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

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

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

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

- Excellent
- Good
- Fair
- Poor

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

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

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

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

Other (specify):

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

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

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

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

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

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

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

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

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

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

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

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

- Yes
- No

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

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

- Yes
- No → Go to Q3.16

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

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

- Always
- For the most part
- Occasionally
- Never

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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