

2021

National Cemetery Administration Memorial Products Satisfaction Survey



VA



U.S. Department
of Veterans Affairs

National Report
August 2021

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Executive Summary

SECTION DESCRIPTION

- This section presents an overview of the contents of this report and key findings from the next of kin and funeral directors who ordered headstones, markers, and medallions for use at private cemeteries.

Report Overview

- The MPS survey was fielded to next of kin and funeral directors from April 14, 2021 to June 23, 2021. Mailing data was extracted from NCA's Automated Monument Application System (AMAS) database and the Burial Operations Support System (BOSS) for records with interment dates from January 1, 2020, to December 31, 2020. Surveys were mailed to 5,599 next of kin who had ordered an MPS product for placement at a private cemetery during the time period of January 1, 2020 through December 31, 2020. Surveys were also mailed to 11,140 funeral directors who had worked with national, private, and State or Tribal Veterans cemeteries during the designated period of time. A total of 4,461 completed questionnaires (2,748 next of kin and 1,713 funeral directors) were returned, which resulted in an overall survey response rate of 27.37% (50.03% for next of kin and 15.85% for funeral directors).
- Survey findings are presented in nine sections in this report. The first section, "Overall Satisfaction Measures and Key Metrics" presents findings from survey items that provide information on next of kin and funeral directors' overall satisfaction with NCA customer service.
- The remaining sections present survey findings on specific areas of satisfaction for each group (next of kin or funeral directors). Each section begins with overall satisfaction measures within the content area, followed by responses to individual survey items.
 - The section entitled "Satisfaction with Headstone/Marker/Medallion Ordering Process" also presents survey findings from the 2021 National Cemeteries (NC Next of Kin/Family Member Satisfaction Survey and State or Tribal Veterans Cemeteries (STVC Next of Kin/Family Member Satisfaction Survey regarding satisfaction with the length of time for permanent placement, accuracy of inscription and quality and appearance of the headstone, marker or columbarium niche cover.
 - The section entitled "Presidential Memorial Certificate (PMC and Additional Costs" also presents survey findings from the 2021 NC Satisfaction Survey and STVC Satisfaction Survey regarding next of kin satisfaction with the quality of the PMC.
 - A new section entitled "Funeral Director Satisfaction with Scheduling" presents survey findings from the National Cemetery Administration's 2021 Funeral Director (FD Satisfaction Survey on their satisfaction with the National Cemetery Scheduling Office on various aspects involved with scheduling an interment at a national cemetery or State or Tribal Veterans Cemetery.
 - Finally, where applicable, data for questions asked across multiple years are presented, allowing the reader to assess changes in respondent satisfaction over time.
- Six appendices follow the main body of the report. They are:
 - Appendix A: Respondent Characteristics – presents self-reported demographic information for next of kin and funeral directors in the respondent sample.
 - Appendix B: Methodology and Survey Instruments – describes the methodology used to administer the survey. Copies of the 2021 next of kin and the memorial products component of the funeral director surveys are also included in this appendix.
 - Appendix C: User Guide – presents an explanation of how to read and interpret the graphs and tables used in the report.
 - Appendix D: Question Locator – provides a reference chart that lists each survey item and the corresponding report page number where the data can be found.

Executive Summary

- Appendix E: Response Rates – presents response rates for the 2021 Memorial Products Service Survey of Satisfaction.
- Appendix F: Survey Results by Question – reports the next of kin and funeral director survey results by question.

Executive Summary

Highlights of Findings

Overall Satisfaction Measures and Key Metrics

- Overall, 92.59 percent of all respondents (92.89% of next of kin and 92.10% of funeral directors) were very or somewhat satisfied with their experiences with the VA Memorial Products Service products and services.
- 94.71 percent of all respondents (95.12% of next of kin and 94.04% of funeral directors) agreed or strongly agreed the overall quality of the VA headstones, markers, or medallions they received was excellent.
- 92.95 percent of next of kin agreed or strongly agreed that the overall quality of the Presidential Memorial Certificate (PMC) was excellent.
- 92.91 percent of all respondents (93.92% of next of kin and 91.29% of funeral directors) were very or somewhat satisfied with the process used to order headstones, markers, or medallions.

Information & Communication

- 94.36 percent of all respondents (92.53% of next of kin and 95.30% of funeral directors) were very satisfied or somewhat satisfied with the ease of finding the information for which they were looking.

Quality of Products and Services

- 82.52 percent of all respondents (83.52% of next of kin and 80.93% of funeral directors) were very satisfied or somewhat satisfied with the amount of time it takes to receive VA markers, headstones, or medallions.
- 88.82 percent of all respondents (84.46% of next of kin and 91.32% of funeral directors) indicated they were very satisfied or somewhat satisfied with the service received from the NCA customer service representative.

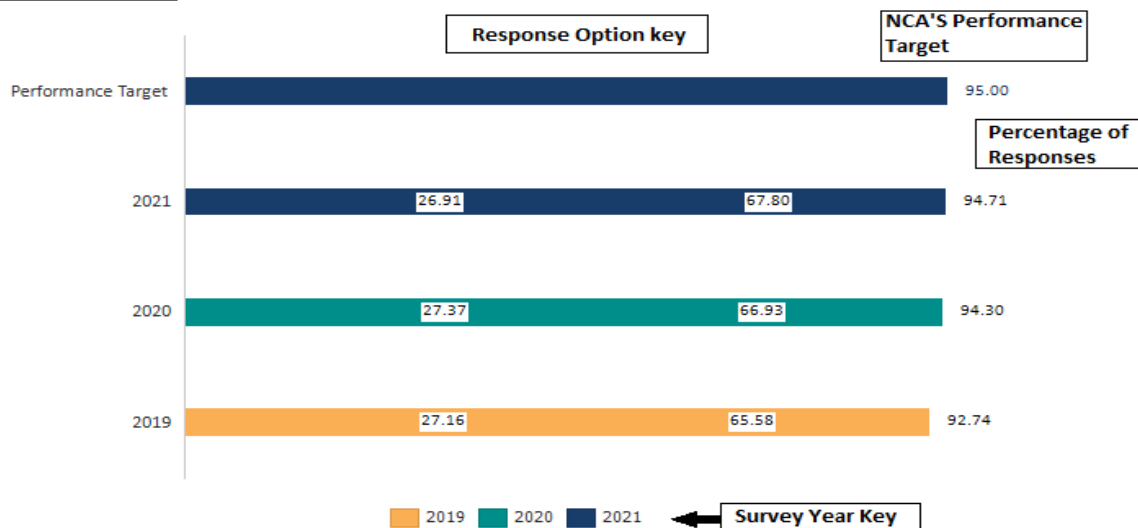
Overall Satisfaction Measures and Key Metrics

SECTION DESCRIPTION

- This section presents survey findings from next of kin (NoK) and funeral directors (FD) on overall measures of satisfaction and key metrics.
- Questions that were asked of both funeral directors and next of kin are presented together in All Respondents graphs followed by the sample type's respective graph.
- When presented together, the first number presented for the question is the question number for the next of kin, and the second is the question number for funeral directors.
- Due to rounding, some percentages may not sum to 100%.
- Throughout this report, stacked bar graphs are used which show the percentage of participants responding positively to survey items across all respondents (NoK and Funeral Directors combined), as well as NoK and Funeral Directors separately. A sample stacked bar graph is presented below with labels to aid in interpretation of these graphs used throughout this report. A fuller explanation of how to understand and interpret the graphs and tables used in this report can be found in Appendix C (page 139) of this report.

Question 20/21: 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.

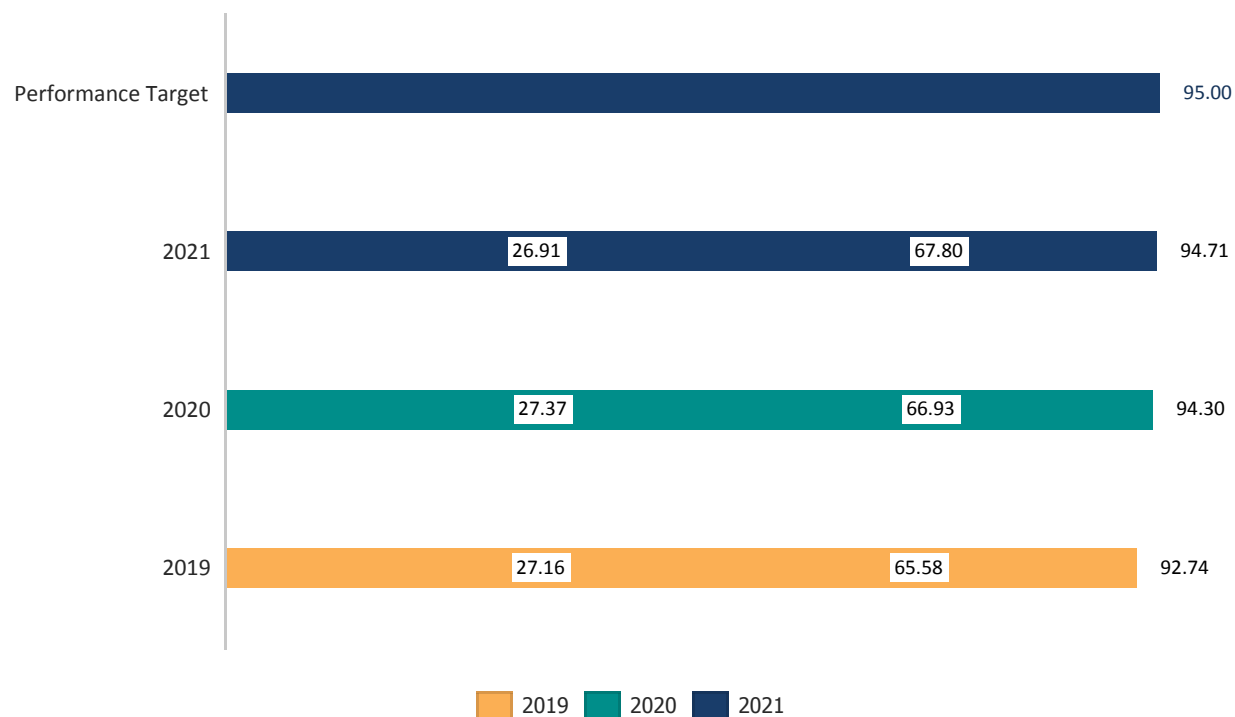
ALL RESPONDENTS



Overall Satisfaction Measures and Key Metrics

Question 20/21: 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.

ALL RESPONDENTS



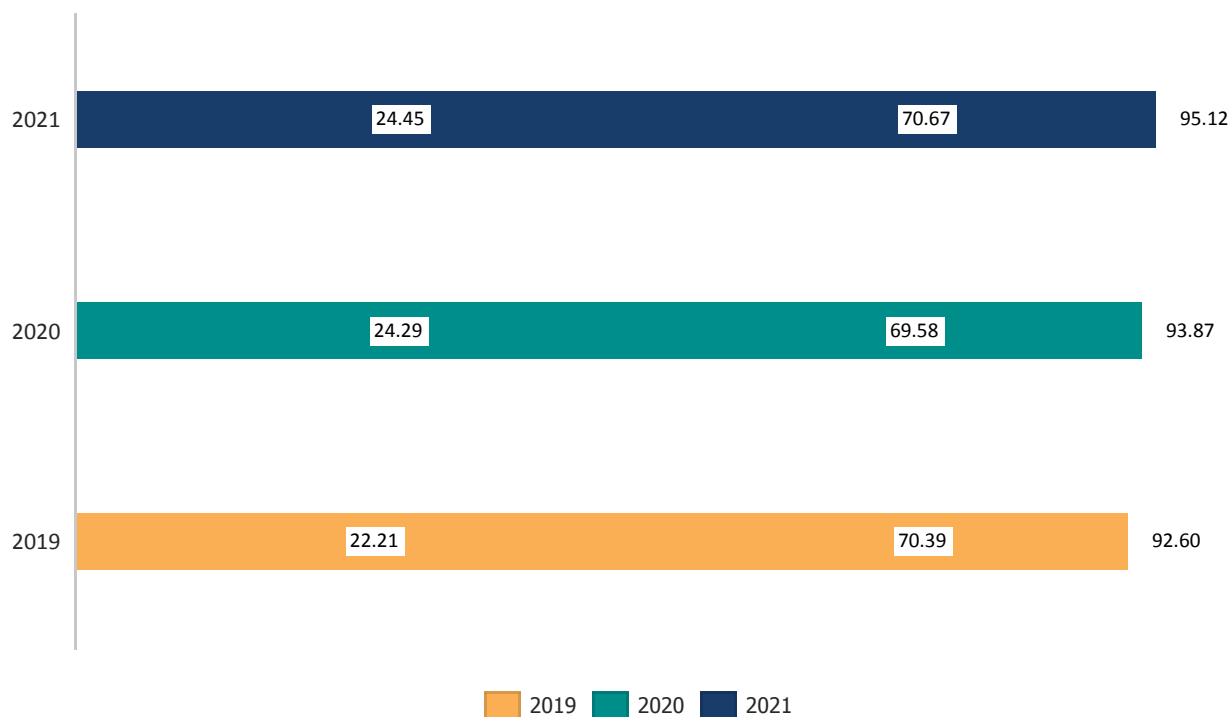
	Year	n	Strongly agree	*Change Score	Agree	Neither / Nor	Disagree	Strongly disagree
NCA	2021	4307	67.80%	0.87%	26.91%	4.48%	0.51%	0.30%
	2020	4899	66.93%	1.35%	27.37%	4.59%	0.69%	0.41%
	2019	4974	65.58%	1.20%	27.16%	5.67%	0.84%	0.74%

*The change scores represent the difference between the "Strongly agree" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 20/21: Please indicate your level of agreement with the following statement: The overall quality of the headstone, marker, or medallion I received from the VA was excellent.

NEXT OF KIN



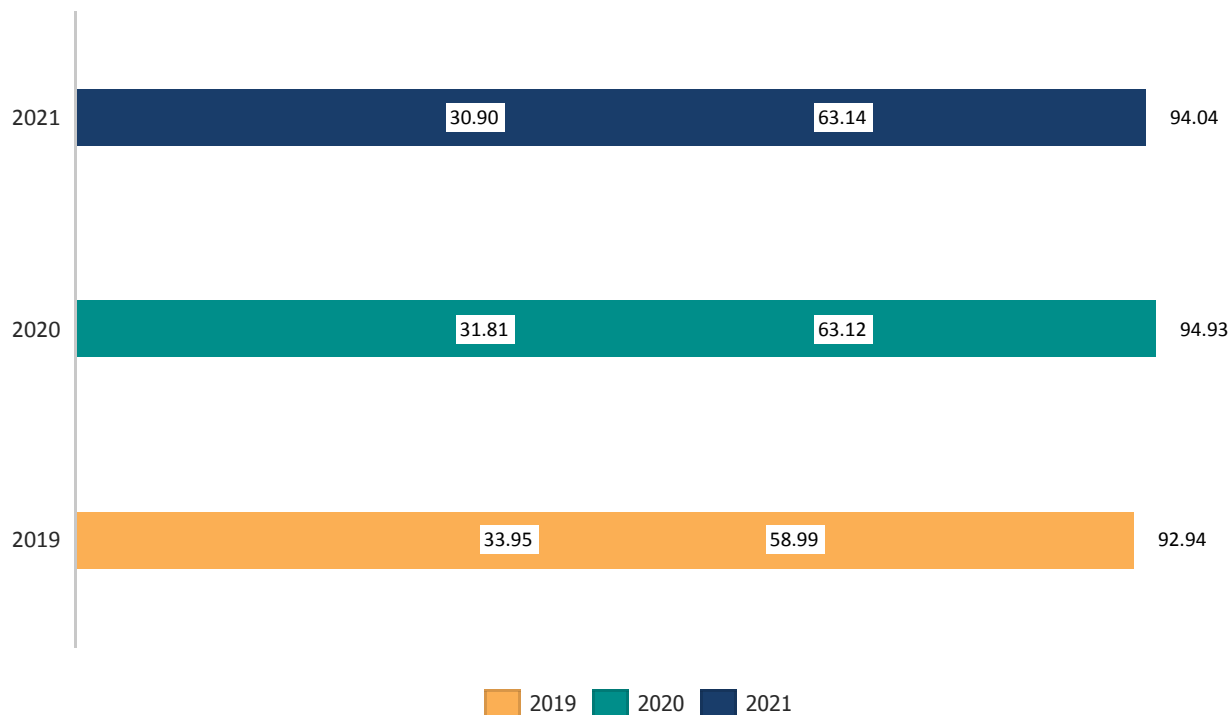
	Year	n	Strongly agree	*Change Score	Agree	Neither / Nor	Disagree	Strongly disagree
NEXT OF KIN	2021	2663	70.67%	1.09%	24.45%	3.76%	0.68%	0.45%
	2020	2890	69.58%	-0.81%	24.29%	4.64%	0.87%	0.62%
	2019	2877	70.39%	1.00%	22.21%	4.94%	1.25%	1.22%

*The change scores represent the difference between the "Strongly agree" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 20/21: Please indicate your level of agreement with the following statement: The overall quality of the headstone, marker, or medallion I received from the VA was excellent.

FUNERAL DIRECTORS



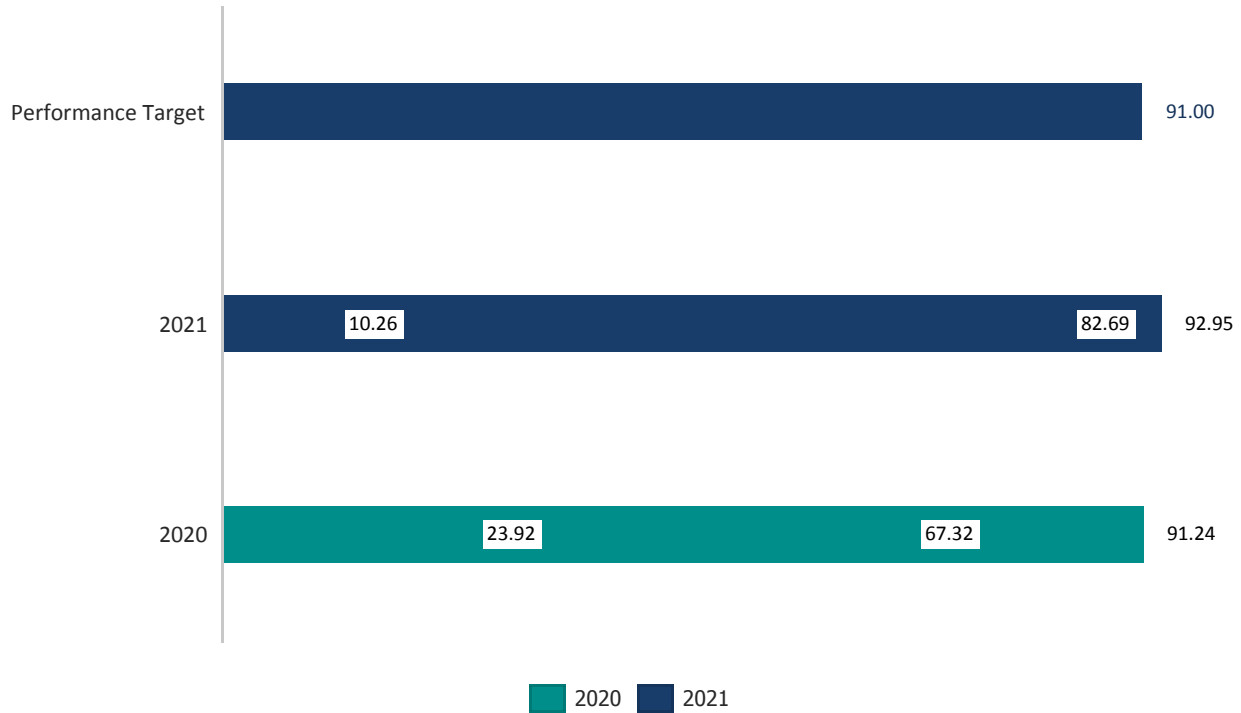
	Year	n	Strongly agree	*Change Score	Agree	Neither / Nor	Disagree	Strongly disagree
FUNERAL DIRECTORS	2021	1644	63.14%	0.02%	30.90%	5.66%	0.24%	0.06%
	2020	2009	63.12%	4.13%	31.81%	4.53%	0.45%	0.10%
	2019	2097	58.99%	0.60%	33.95%	6.68%	0.29%	0.10%

*The change scores represent the difference between the "Strongly agree" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 22: How satisfied were you with the quality of the certificate signed by the President of the United States honoring the Veteran's service?

NEXT OF KIN



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2021	1843	82.69%	15.37%	10.26%	5.26%	0.87%	0.92%
	2020	1986	67.32%	0.10%	23.92%	7.40%	0.55%	0.81%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

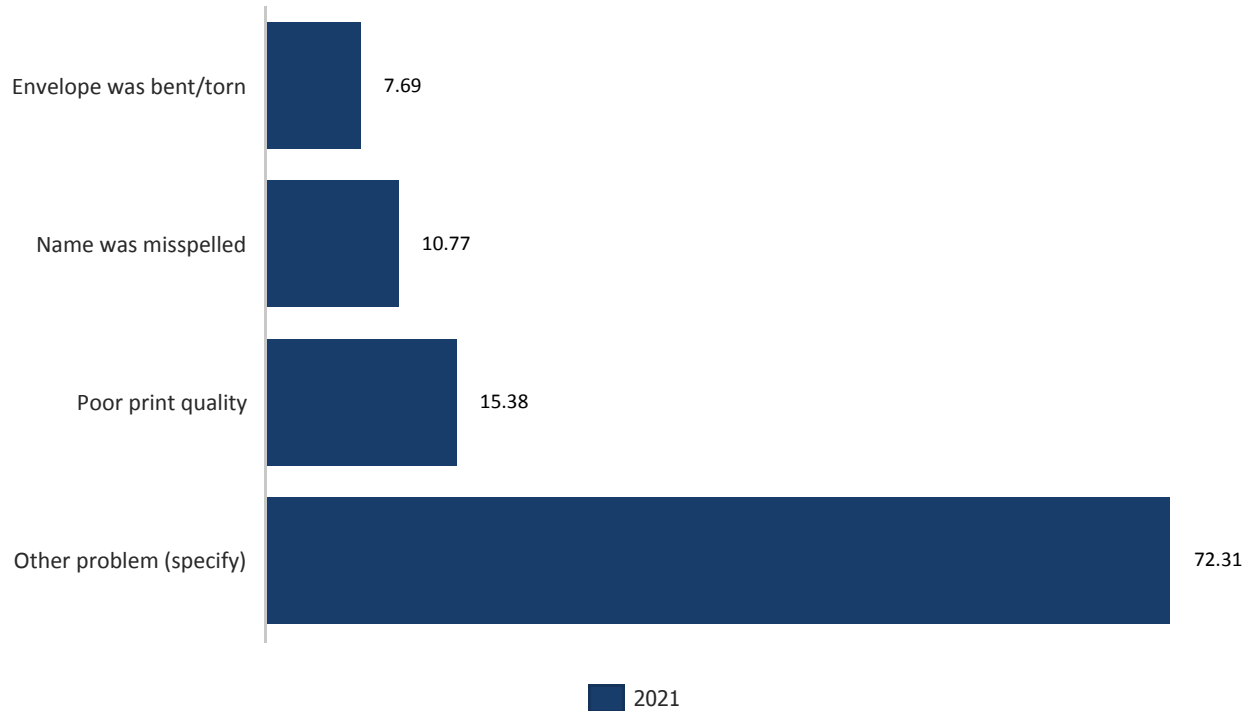
Only respondents who indicated "Yes - Requested and Received" or "Yes - Received but not requested" to Question 21 (NoK) received this question.

Prior to 2020, the Question wording was: "Please indicate your level of agreement with the following statement: The overall quality (i.e., craftsmanship, not damaged, correct spelling, etc.) of the Presidential Memorial Certificate (PMC) I received from the VA was excellent." Because the question wording and response scale changed in 2020, the current year's and 2020 results cannot be compared to previous years. It should also be noted that the 2021 results should not be compared to 2020 results as the 2020 results were calculated from eight answer options (the 5-point satisfaction scale and three reasons for why NoK may not be satisfied).

Overall Satisfaction Measures and Key Metrics

Question 23: Why were you not satisfied with the quality of the certificate signed by the President of the United States honoring the Veteran's service?

NEXT OF KIN



	Year	n	Envelope was bent/torn	Name was misspelled	Poor print quality	Other problem (specify)
NEXT OF KIN	2021	65	7.69%	10.77%	15.38%	72.31%

Only respondents who indicated "Very dissatisfied", "Somewhat dissatisfied", or "Neither satisfied nor dissatisfied" to Question 22 (NoK) received this question.

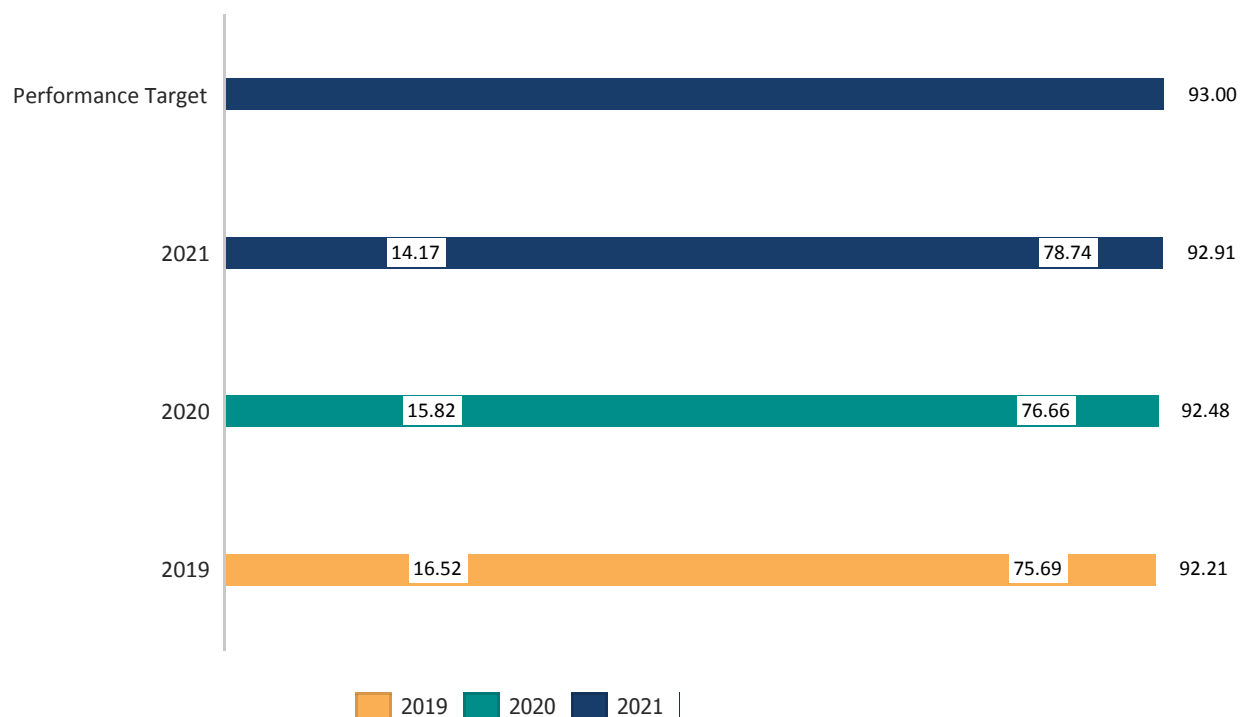
As respondents could select more than one response option, percentages may not sum to 100.

Note: In the 2020 survey, the responses to Question 23 were included in Question 22. In the 2021 survey, a separate question was created to specifically ask why the NoK was not satisfied.

Overall Satisfaction Measures and Key Metrics

Question 7/4: How satisfied were you with the process you used to order the headstone, marker, or medallion?

ALL RESPONDENTS



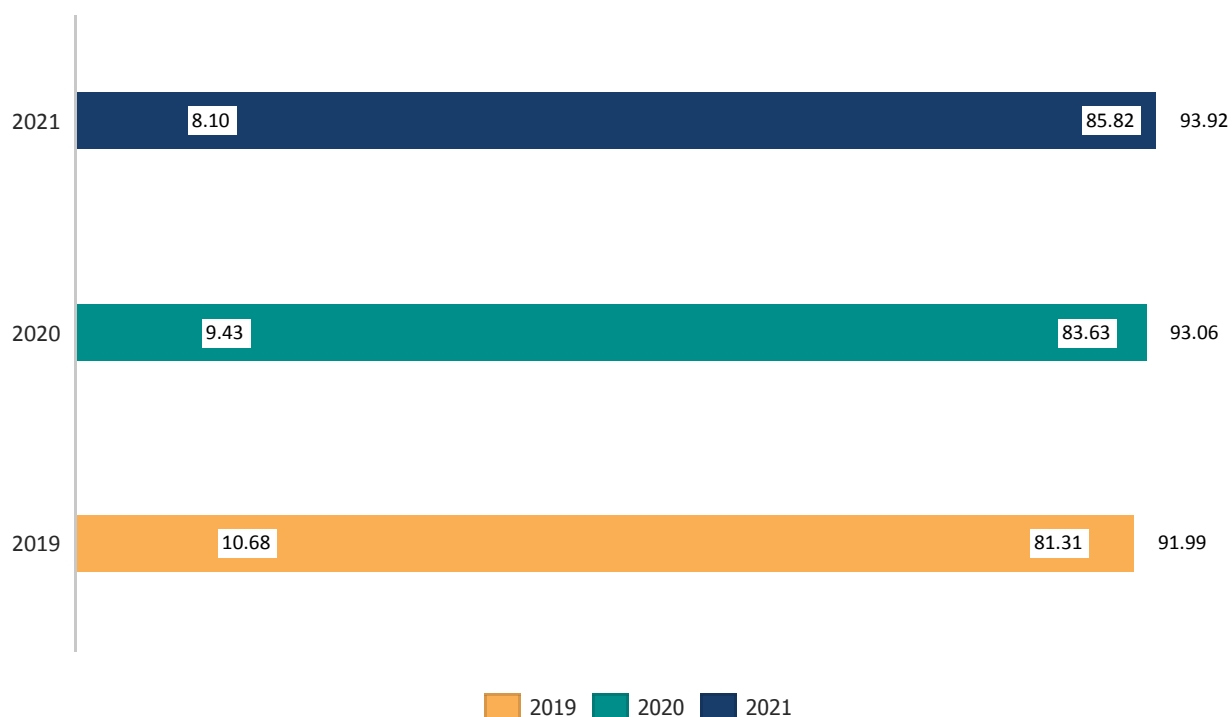
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NCA	2021	4332	78.74%	2.08%	14.17%	4.41%	1.73%	0.95%
	2020	4679	76.66%	0.97%	15.82%	4.51%	1.90%	1.11%
	2019	5056	75.69%	1.40%	16.52%	4.31%	2.02%	1.46%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 7/4: How satisfied were you with the process you used to order the headstone, marker, or medallion?

NEXT OF KIN



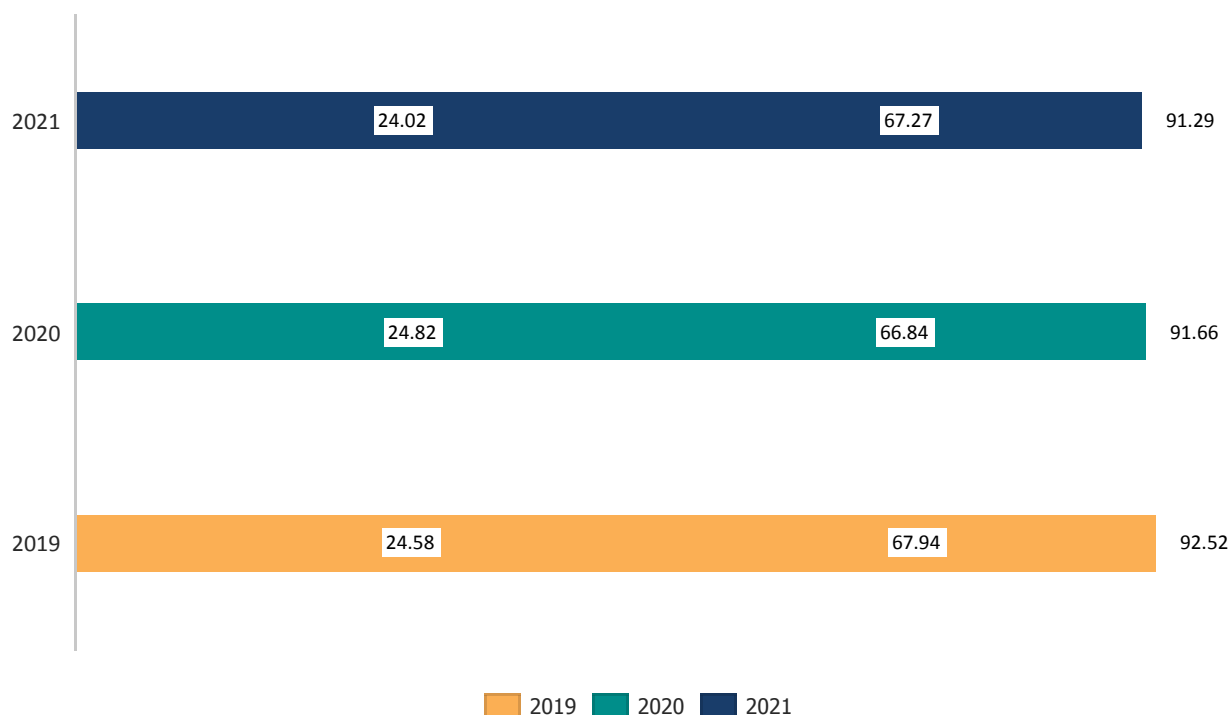
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2021	2679	85.82%	2.19%	8.10%	2.87%	2.02%	1.19%
	2020	2737	83.63%	2.32%	9.43%	3.18%	2.12%	1.64%
	2019	2932	81.31%	-1.90%	10.68%	3.48%	2.15%	2.39%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 7/4: How satisfied were you with the process you used to order the headstone, marker, or medallion?

FUNERAL DIRECTORS



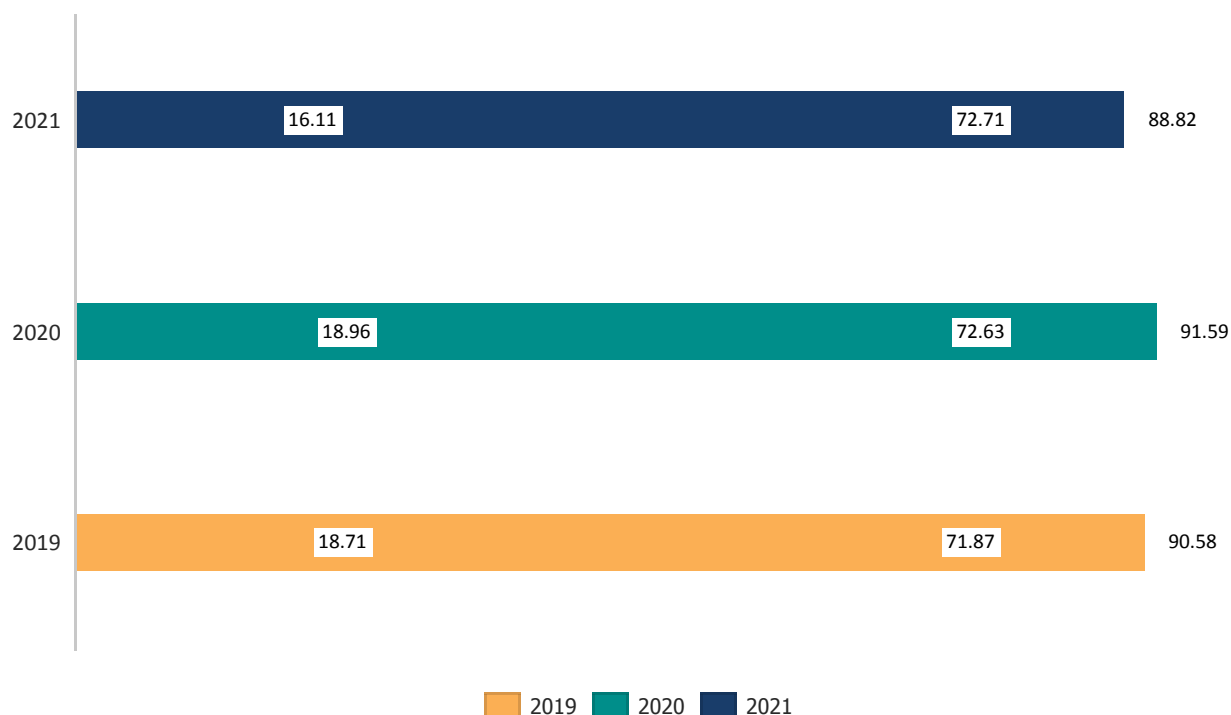
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
FUNERAL DIRECTORS	2021	1653	67.27%	0.43%	24.02%	6.90%	1.27%	0.54%
	2020	1942	66.84%	-1.10%	24.82%	6.39%	1.60%	0.36%
	2019	2124	67.94%	4.00%	24.58%	5.46%	1.84%	0.19%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 11/8: How satisfied were you with the service you received from the NCA Customer Service representative?

ALL RESPONDENTS



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NCA	2021	689	72.71%	0.08%	16.11%	7.84%	1.74%	1.60%
	2020	1034	72.63%	0.76%	18.96%	5.13%	2.22%	1.06%
	2019	839	71.87%	1.80%	18.71%	5.60%	2.26%	1.55%

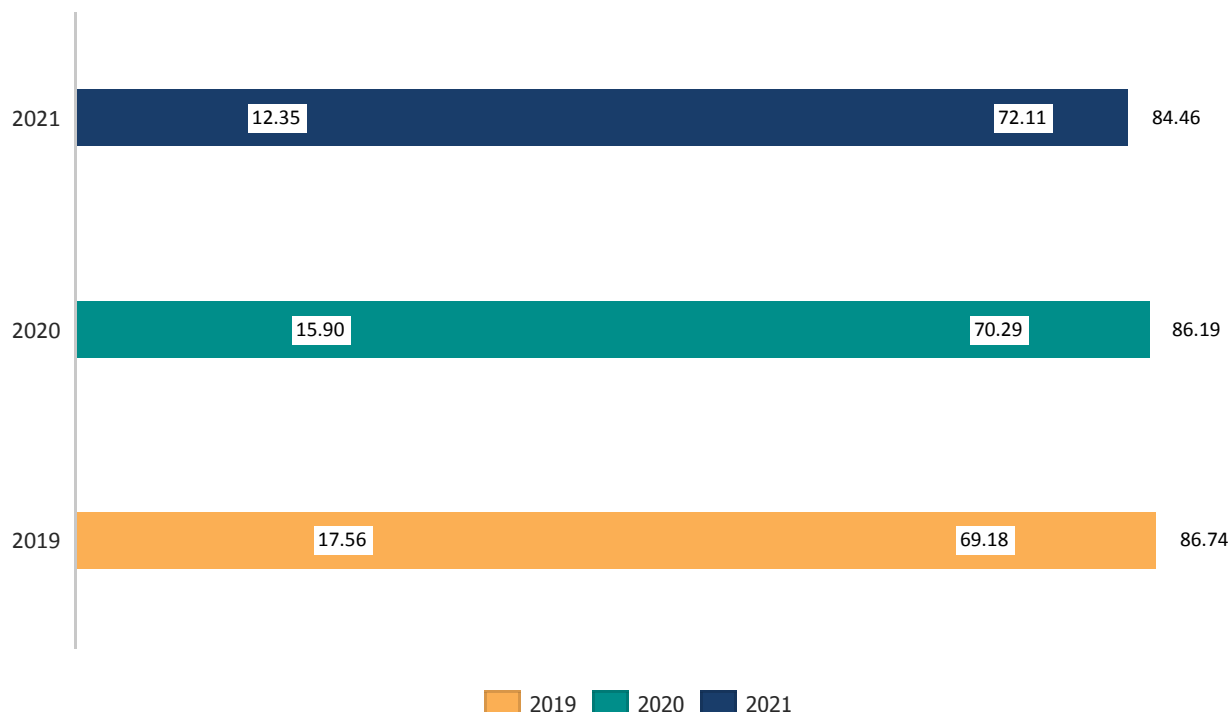
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Only respondents who indicated "Yes" or "Don't know" to Question 8/5 received this question.

Overall Satisfaction Measures and Key Metrics

Question 11/8: How satisfied were you with the service you received from the NCA Customer Service representative?

NEXT OF KIN



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2021	251	72.11%	1.82%	12.35%	9.56%	2.79%	3.19%
	2020	239	70.29%	1.11%	15.90%	7.53%	2.93%	3.35%
	2019	279	69.18%	3.00%	17.56%	7.17%	3.23%	2.87%

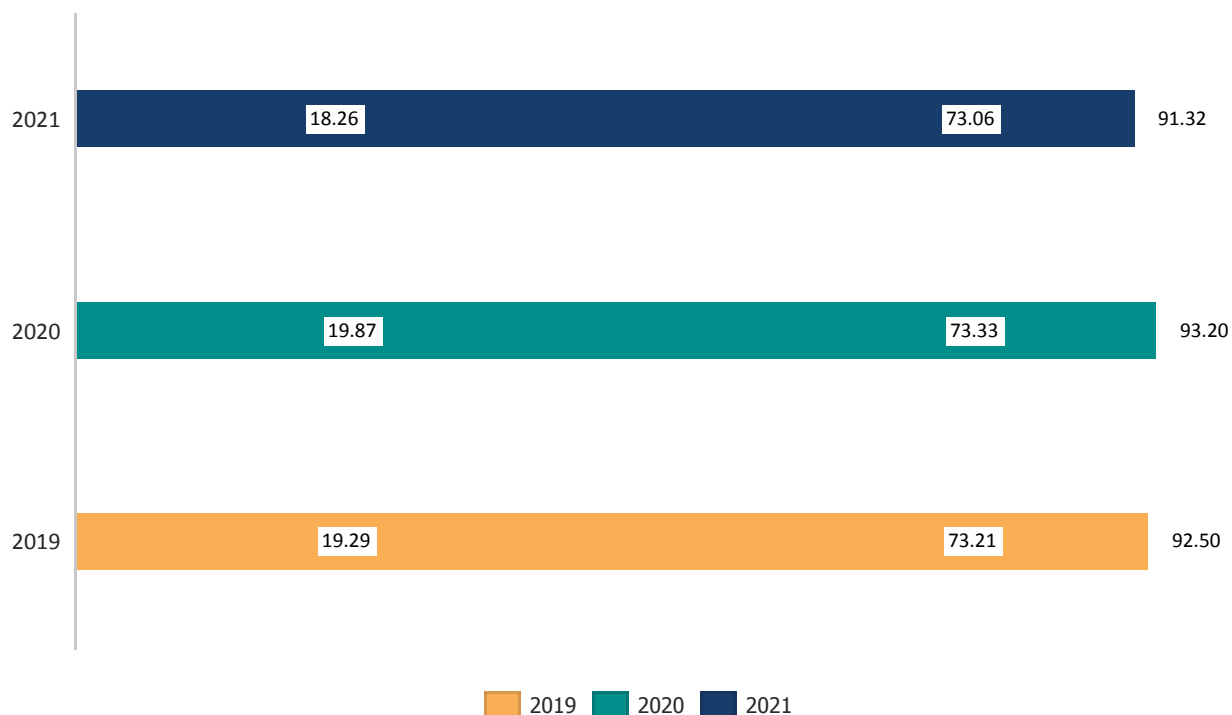
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Only respondents who indicated "Yes" or "Don't know" to Question 8/5 received this question.

Overall Satisfaction Measures and Key Metrics

Question 11/8: How satisfied were you with the service you received from the NCA Customer Service representative?

FUNERAL DIRECTORS



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
FUNERAL DIRECTORS	2021	438	73.06%	-0.27%	18.26%	6.85%	1.14%	0.68%
	2020	795	73.33%	0.12%	19.87%	4.40%	2.01%	0.38%
	2019	560	73.21%	1.80%	19.29%	4.82%	1.79%	0.89%

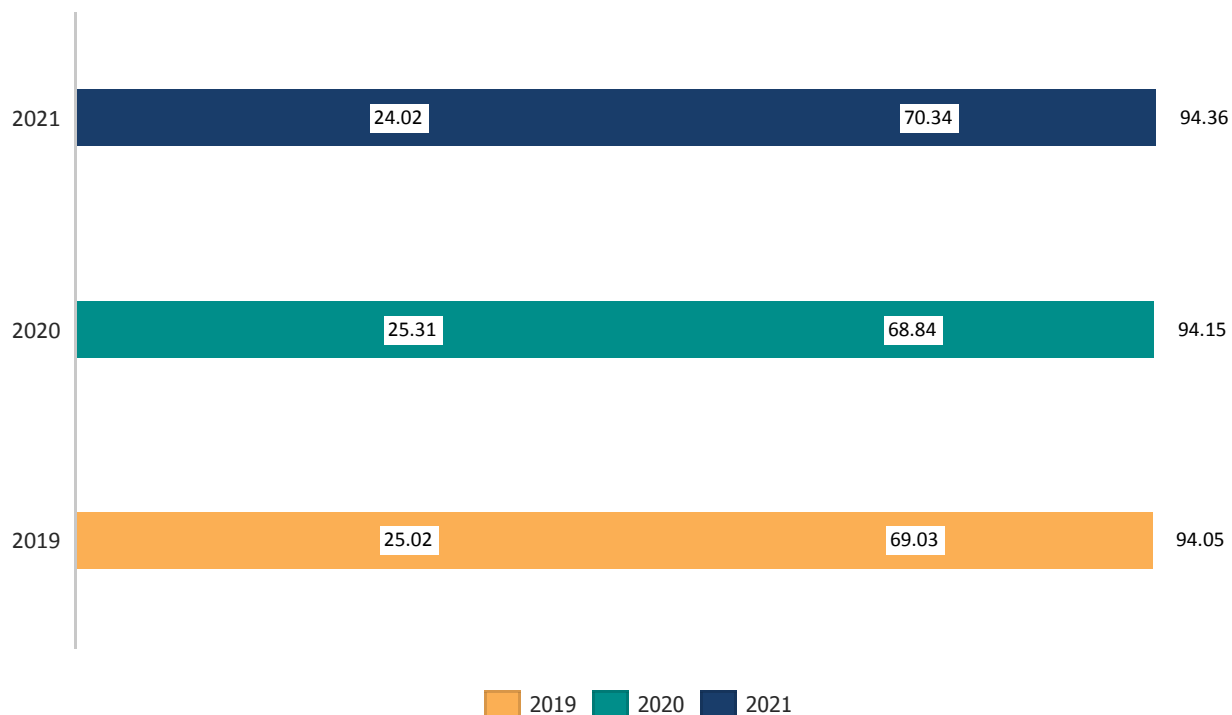
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Only respondents who indicated "Yes" or "Don't know" to Question 8/5 received this question.

Overall Satisfaction Measures and Key Metrics

Question 14/11: How satisfied were you with the ease of finding the information you were looking for on VA's website?

ALL RESPONDENTS



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NCA	2021	1099	70.34%	1.50%	24.02%	3.82%	1.36%	0.45%
	2020	1351	68.84%	-0.19%	25.31%	4.59%	1.04%	0.22%
	2019	1227	69.03%	1.20%	25.02%	4.56%	1.06%	0.33%

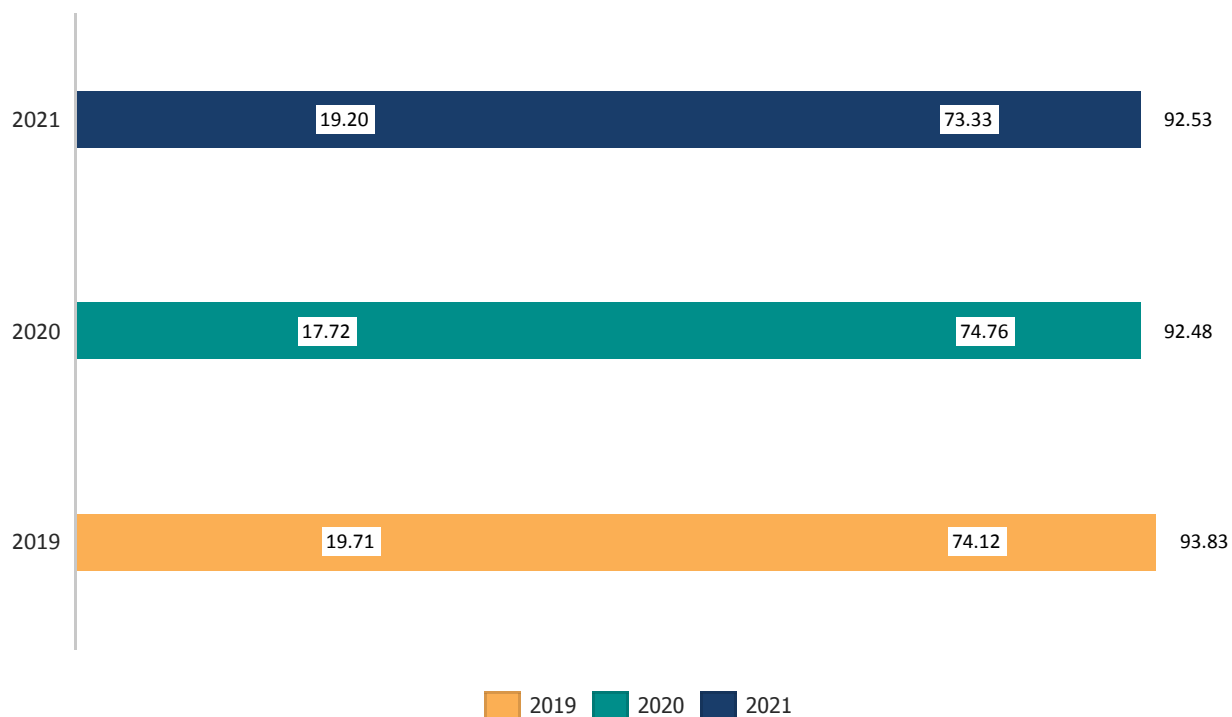
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Only respondents who indicated "Yes" to Question 12/9 received this question.

Overall Satisfaction Measures and Key Metrics

Question 14/11: How satisfied were you with the ease of finding the information you were looking for on VA's website?

NEXT OF KIN



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2021	375	73.33%	-1.43%	19.20%	3.47%	2.93%	1.07%
	2020	412	74.76%	0.64%	17.72%	5.34%	1.70%	0.49%
	2019	340	74.12%	2.80%	19.71%	4.41%	0.88%	0.88%

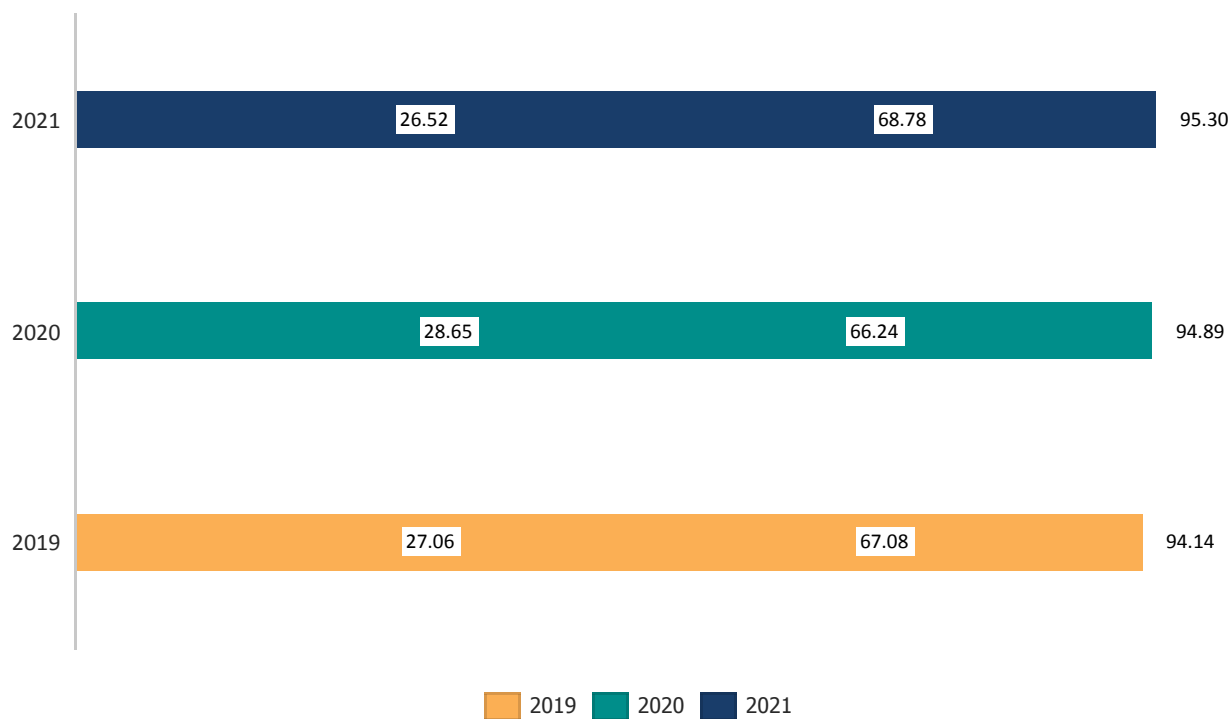
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Only respondents who indicated "Yes" to Question 12/9 received this question.

Overall Satisfaction Measures and Key Metrics

Question 14/11: How satisfied were you with the ease of finding the information you were looking for on VA's website?

FUNERAL DIRECTORS



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
FUNERAL DIRECTORS	2021	724	68.78%	2.54%	26.52%	4.01%	0.55%	0.14%
	2020	939	66.24%	-0.84%	28.65%	4.26%	0.75%	0.11%
	2019	887	67.08%	0.10%	27.06%	4.62%	1.13%	0.11%

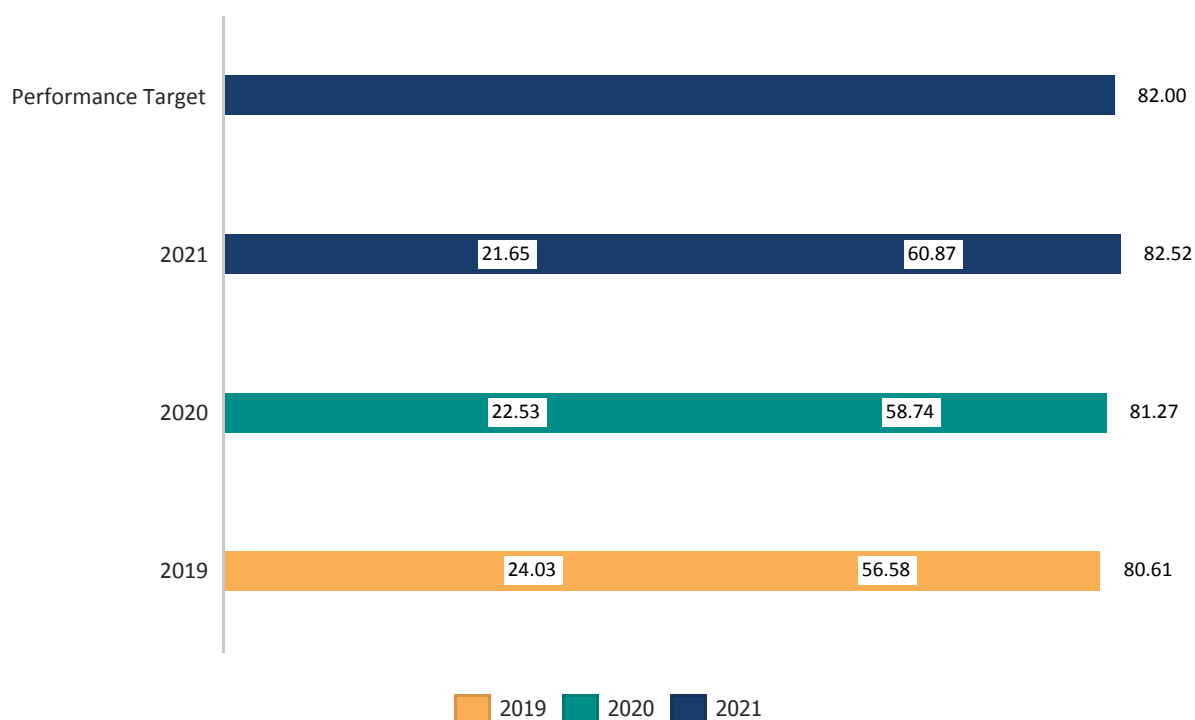
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Only respondents who indicated "Yes" to Question 12/9 received this question.

Overall Satisfaction Measures and Key Metrics

Question 18/15: How satisfied were you with the amount of time it took to receive the headstone, marker, or medallion?

ALL RESPONDENTS



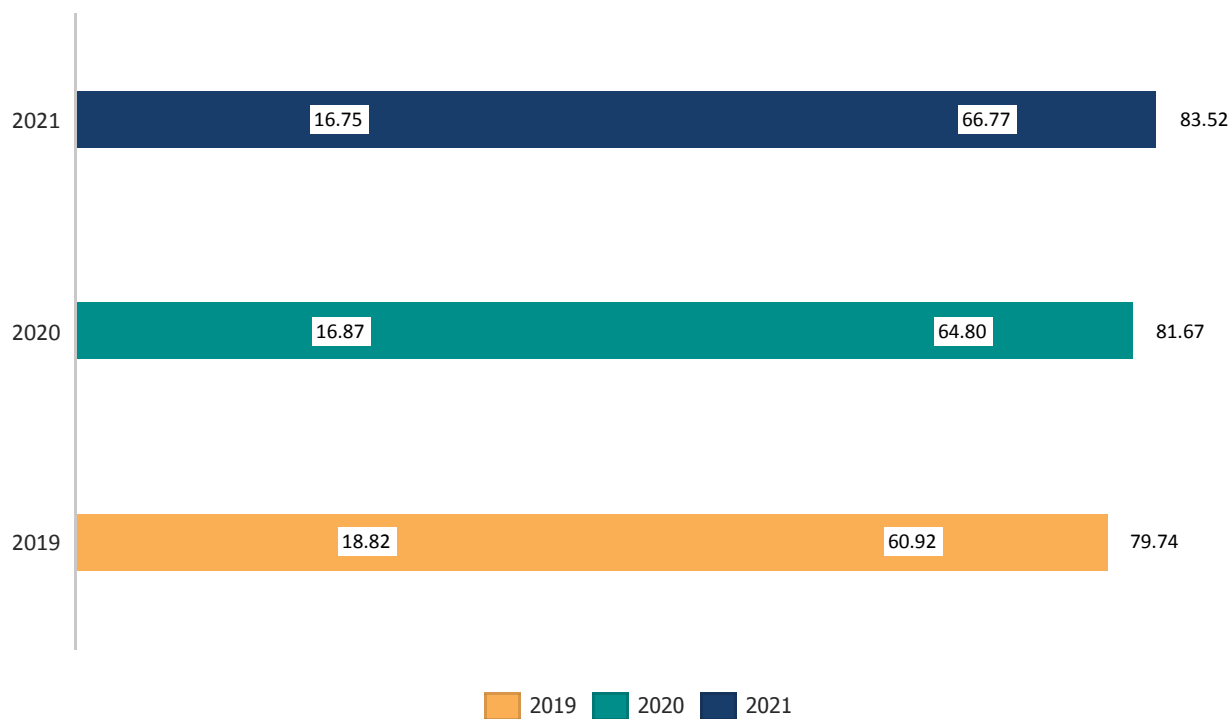
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NCA	2021	4332	60.87%	2.13%	21.65%	12.30%	3.49%	1.69%
	2020	4758	58.74%	2.16%	22.53%	12.00%	4.16%	2.56%
	2019	5035	56.58%	1.60%	24.03%	12.06%	4.67%	2.66%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 18/15: How satisfied were you with the amount of time it took to receive the headstone, marker, or medallion?

NEXT OF KIN



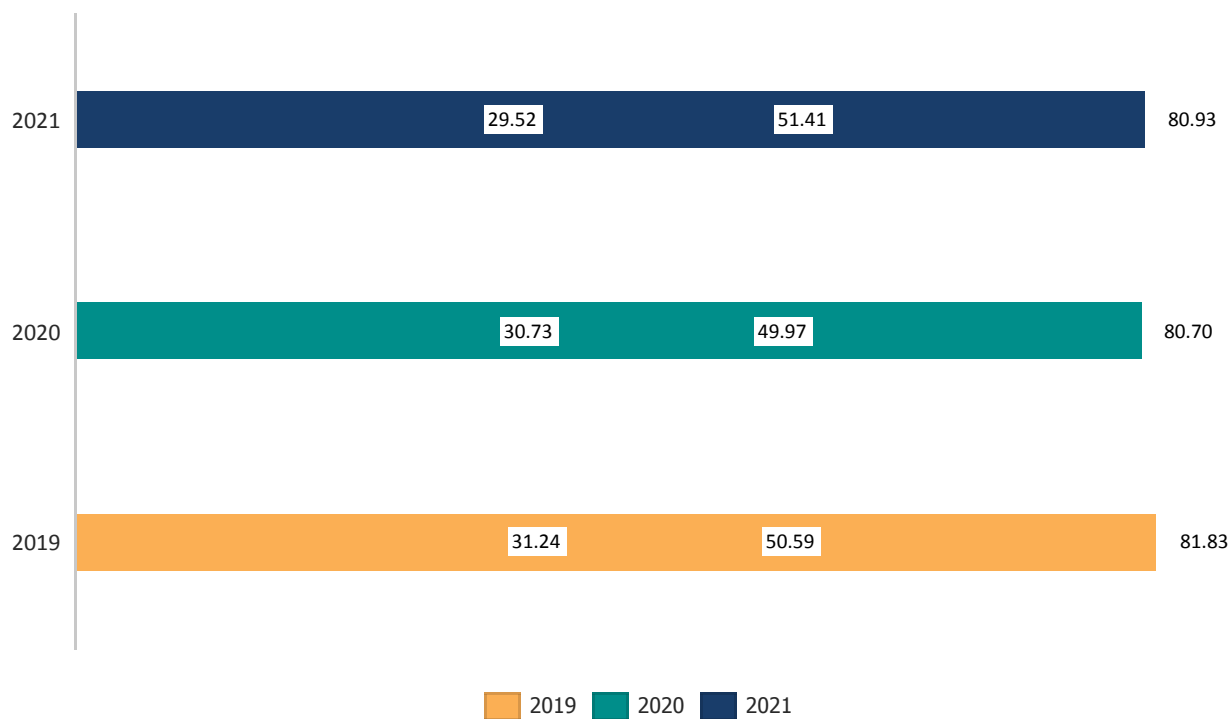
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2021	2669	66.77%	1.97%	16.75%	10.04%	3.97%	2.47%
	2020	2815	64.80%	3.88%	16.87%	9.73%	4.87%	3.73%
	2019	2922	60.92%	-3.00%	18.82%	10.30%	5.85%	4.11%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 18/15: How satisfied were you with the amount of time it took to receive the headstone, marker, or medallion?

FUNERAL DIRECTORS



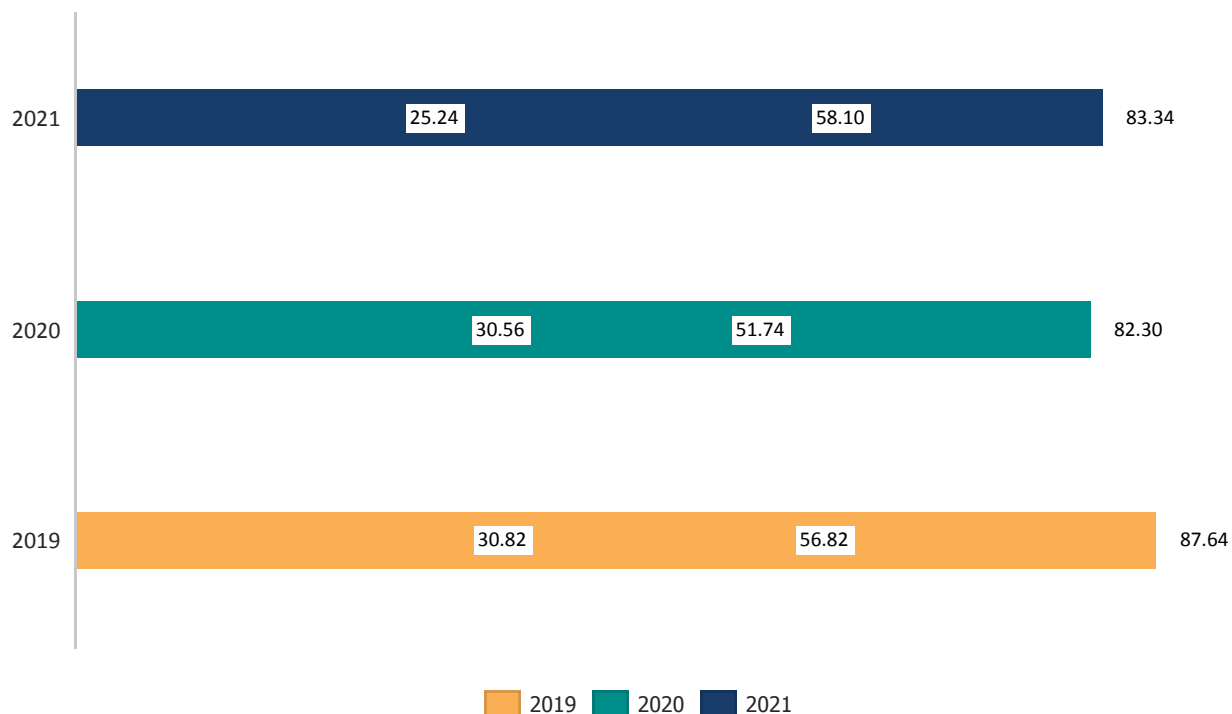
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
FUNERAL DIRECTORS	2021	1663	51.41%	1.44%	29.52%	15.94%	2.71%	0.42%
	2020	1943	49.97%	-0.62%	30.73%	15.29%	3.14%	0.87%
	2019	2113	50.59%	5.90%	31.24%	14.48%	3.03%	0.66%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 19: How satisfied are you with the timeliness in which problems have been corrected?

FUNERAL DIRECTORS



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
FUNERAL DIRECTORS	2021	210	58.10%	6.36%	25.24%	10.48%	5.71%	0.48%
	2020	288	51.74%	-5.08%	30.56%	9.38%	5.21%	3.13%
	2019	623	56.82%	4.10%	30.82%	8.03%	2.41%	1.93%

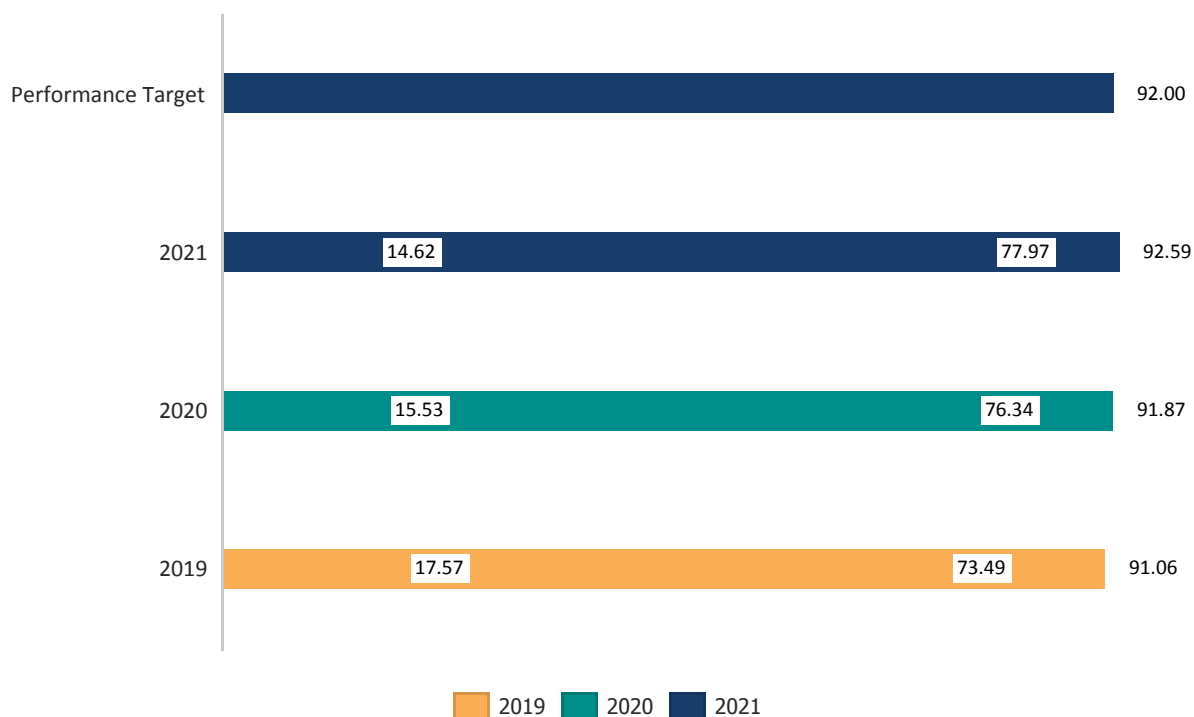
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Only respondents who indicated "Yes" to Question 16 (FD) received this question.

Overall Satisfaction Measures and Key Metrics

Question 24/25: Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?

ALL RESPONDENTS



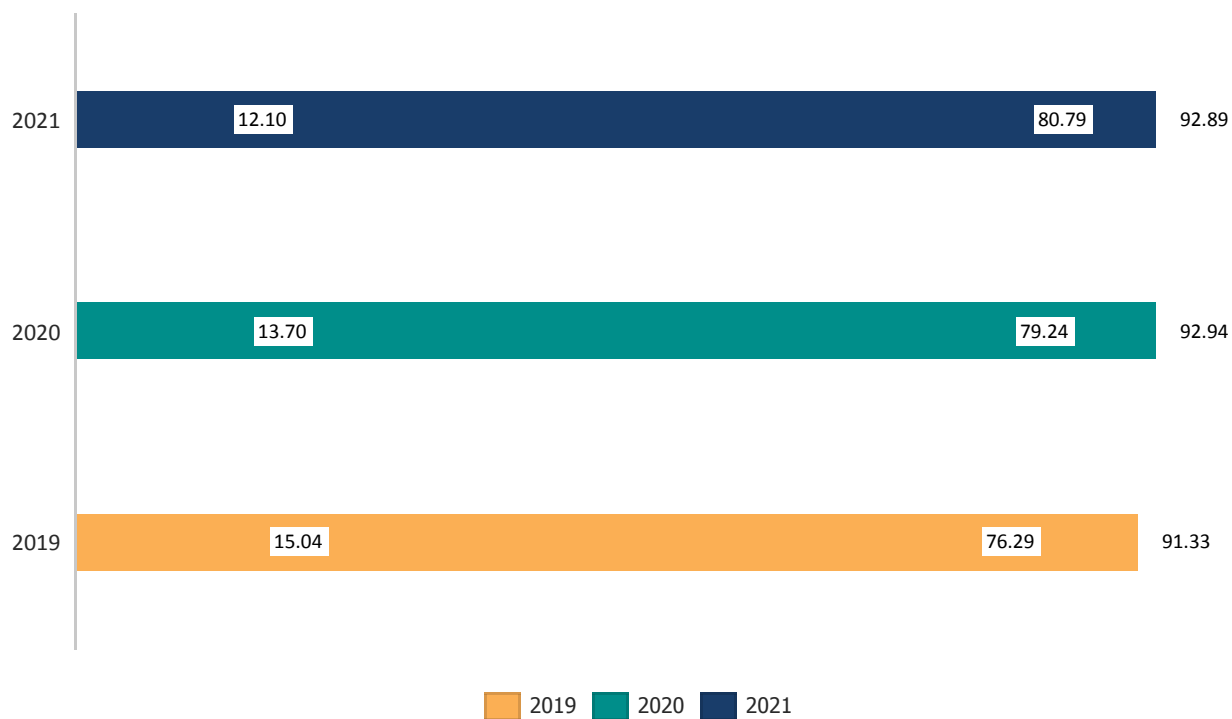
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NCA	2021	4290	77.97%	1.63%	14.62%	5.57%	0.91%	0.93%
	2020	4899	76.34%	2.85%	15.53%	6.45%	1.06%	0.61%
	2019	4945	73.49%	-1.50%	17.57%	6.17%	1.68%	1.09%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 24/25: Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?

NEXT OF KIN



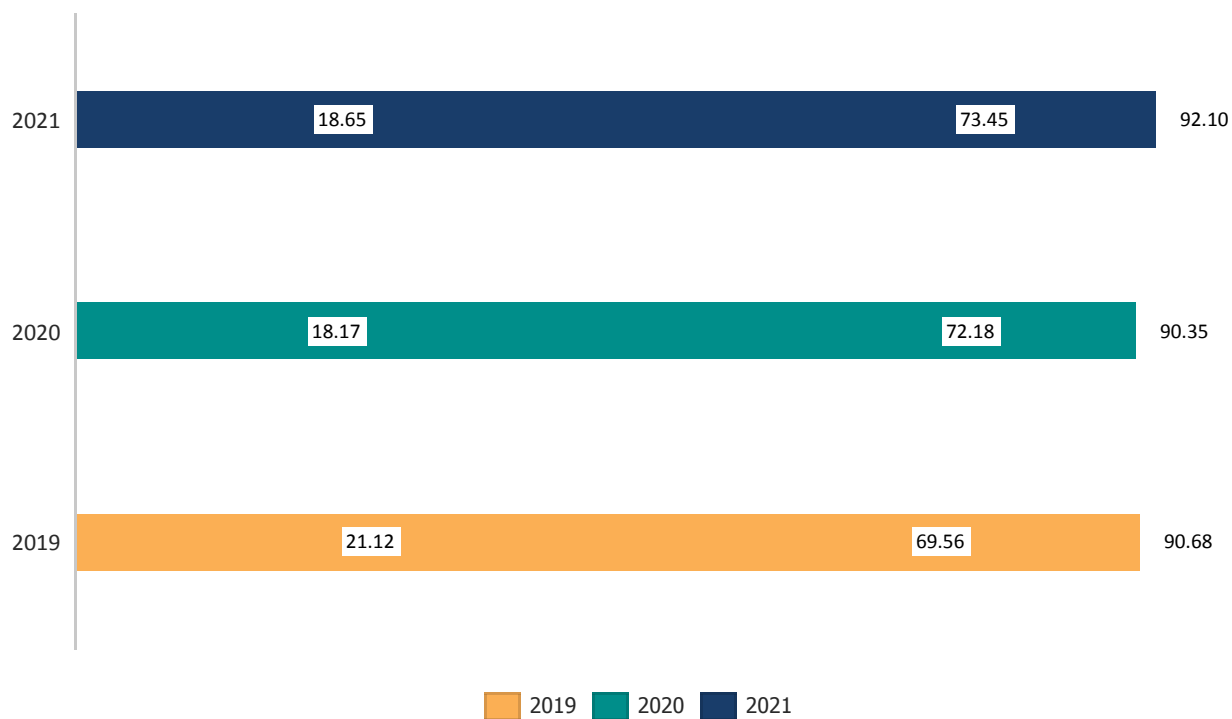
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2021	2644	80.79%	1.55%	12.10%	4.61%	1.21%	1.29%
	2020	2890	79.24%	2.95%	13.70%	4.74%	1.42%	0.90%
	2019	2885	76.29%	-3.80%	15.04%	5.06%	2.25%	1.35%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 24/25: Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?

FUNERAL DIRECTORS



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
FUNERAL DIRECTORS	2021	1646	73.45%	1.27%	18.65%	7.11%	0.43%	0.36%
	2020	2009	72.18%	2.62%	18.17%	8.91%	0.55%	0.20%
	2019	2060	69.56%	0.50%	21.12%	7.72%	0.87%	0.73%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Satisfaction with Headstone/Marker/Medallion Ordering Process

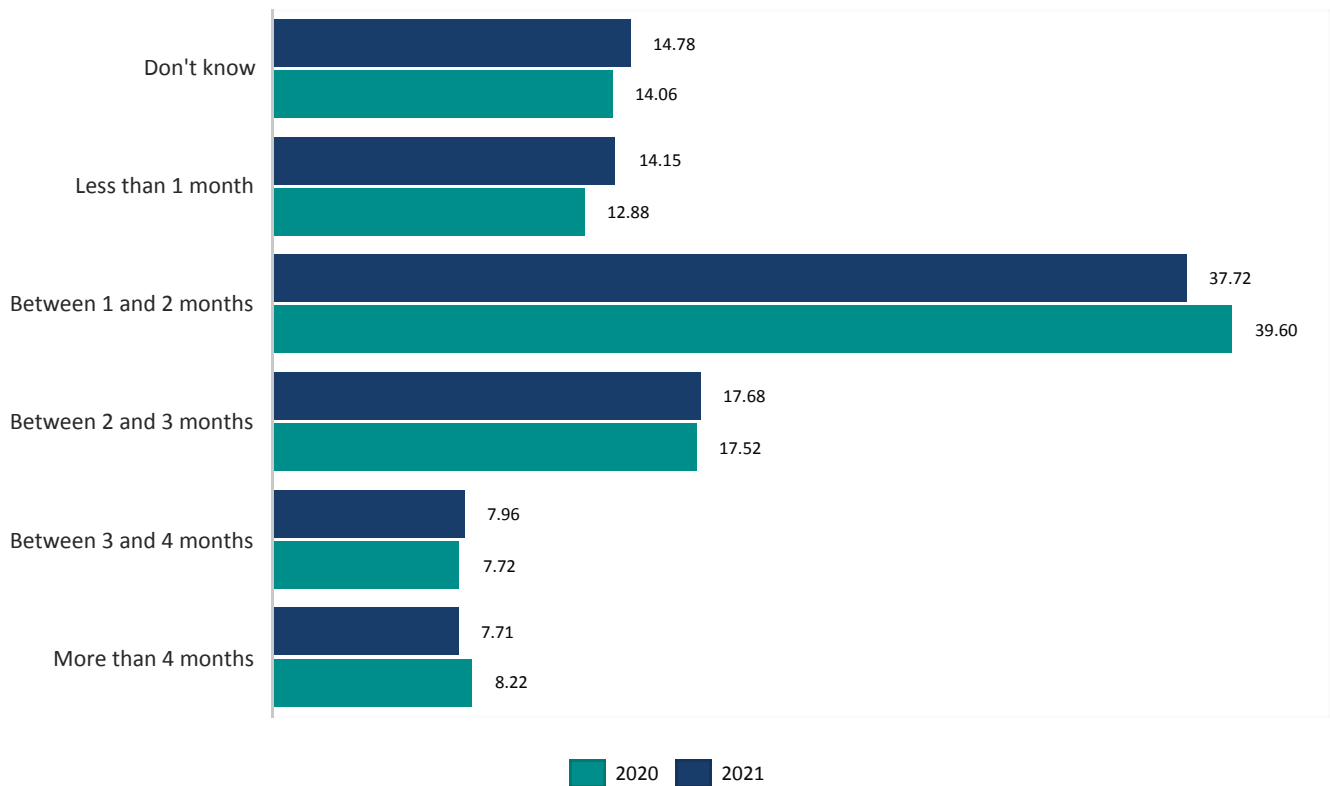
SECTION DESCRIPTION

- This section presents survey findings from next of kin and funeral directors on their satisfaction with VA customer service in the ordering process of headstones, markers and medallions.
- Questions that were asked of both funeral directors and next of kin are presented together in All Respondents graphs followed by the sample type's respective graph.
- When presented together, the first number presented for the question is the question number for the next of kin, and the second is the question number for funeral directors.
- This section also presents survey findings from the 2021 National Cemeteries Next of Kin/Family Member Satisfaction Survey and State or Tribal Veterans Cemeteries Next of Kin/Family Member Satisfaction Survey regarding satisfaction with the length of time for permanent placement, accuracy of inscription and quality and appearance of the headstone, marker or columbarium niche cover.
- An "NC" before the question number denotes that the data in the chart and table was taken from the 2021 National Cemeteries Next of Kin/Family Member Satisfaction Survey, while "STVC" denotes that the data was taken from the State or Tribal Veterans Cemeteries Next of Kin/Family Member Satisfaction Survey.
- Due to rounding, some percentages may not sum to 100%.

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 17/14: About how long after ordering the headstone, marker, or medallion did it arrive?

ALL RESPONDENTS



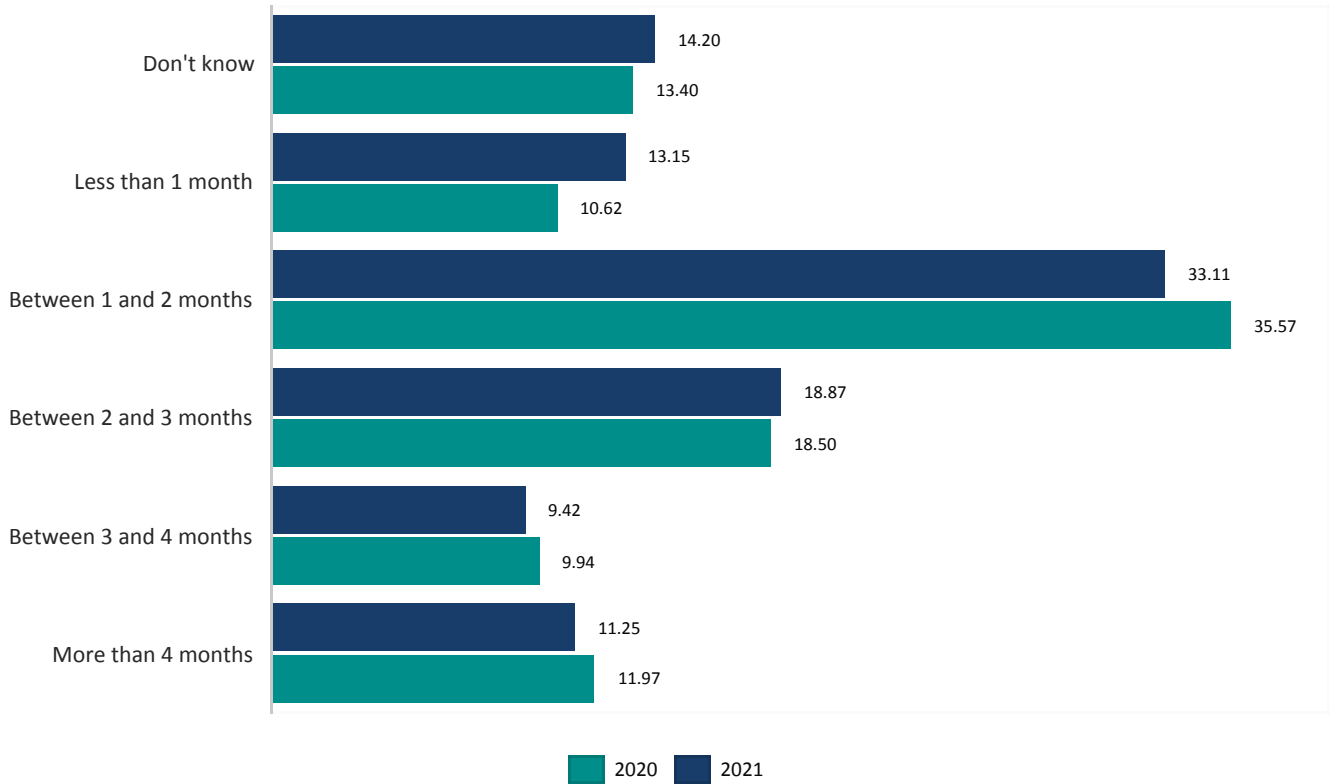
	Year	n	Don't know	Less than 1 months	Between 1 and 2 months	Between 2 and 3 months	Between 3 and 4 months	More than 4 months
NCA	2021	4345	14.78%	14.15%	37.72%	17.68%	7.96%	7.71%
	2020	4743	14.06%	12.88%	39.60%	17.52%	7.72%	8.22%

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

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 17/14: About how long after ordering the headstone, marker, or medallion did it arrive?

NEXT OF KIN



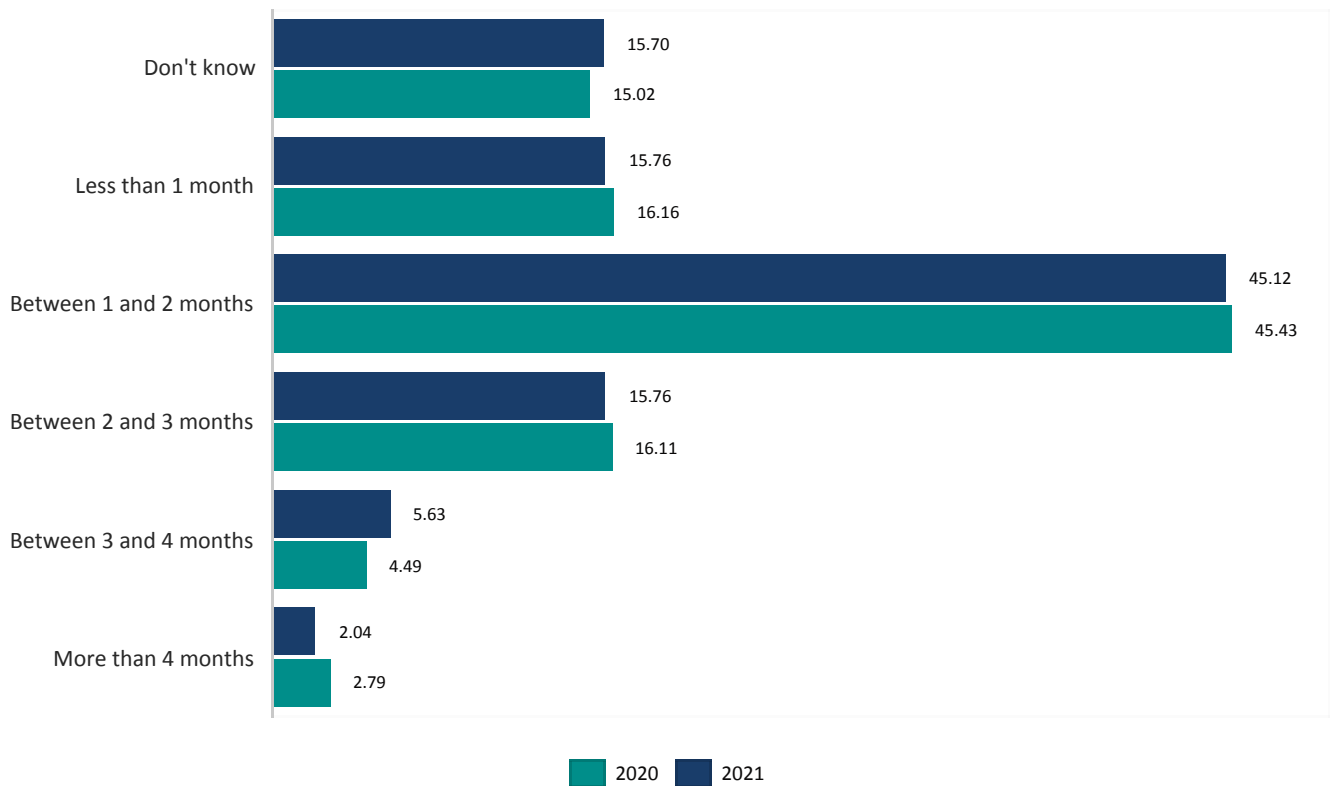
	Year	n	Don't know	Less than 1 months	Between 1 and 2 months	Between 2 and 3 months	Between 3 and 4 months	More than 4 months
NEXT OF KIN	2021	2676	14.20%	13.15%	33.11%	18.87%	9.42%	11.25%
	2020	2806	13.40%	10.62%	35.57%	18.50%	9.94%	11.97%

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

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 17/14: About how long after ordering the headstone, marker, or medallion did it arrive?

FUNERAL DIRECTORS



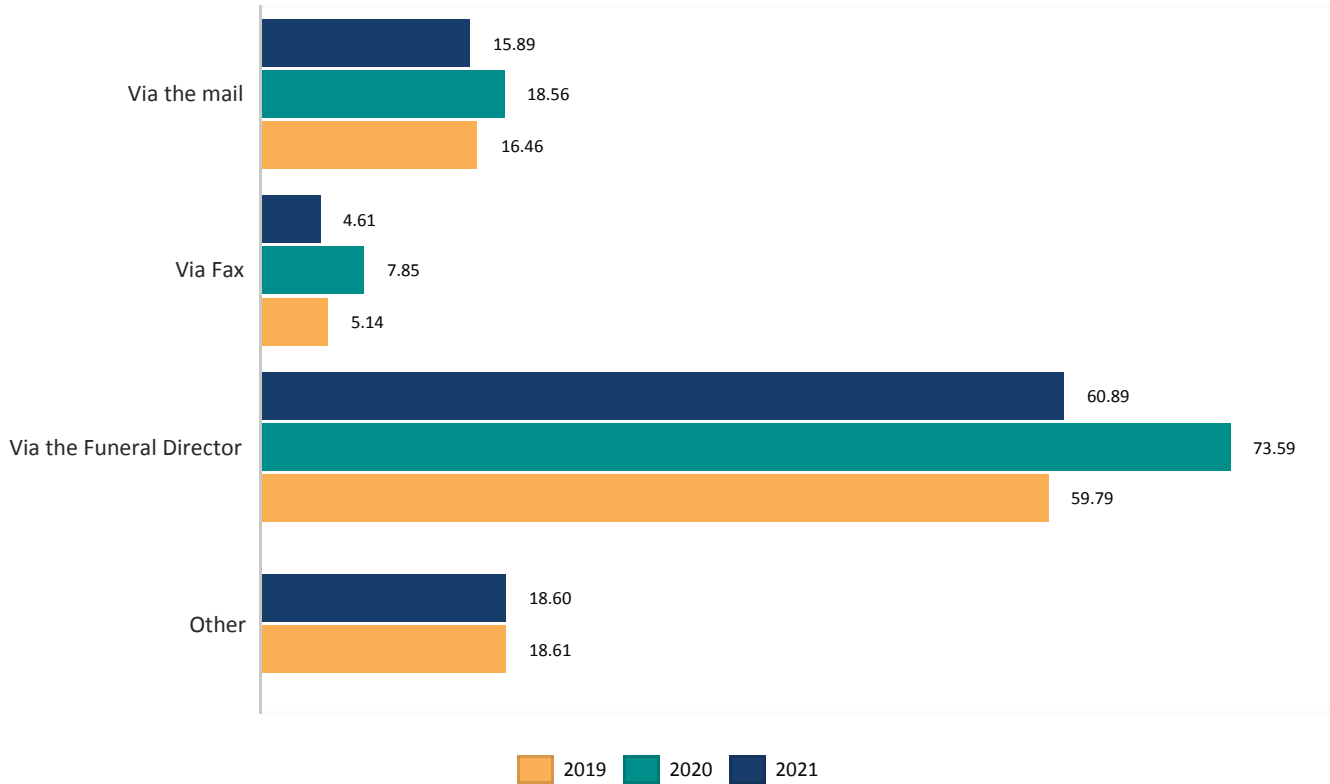
	Year	n	Don't know	Less than 1 months	Between 1 and 2 months	Between 2 and 3 months	Between 3 and 4 months	More than 4 months
FUNERAL DIRECTORS	2021	1669	15.70%	15.76%	45.12%	15.76%	5.63%	2.04%
	2020	1937	15.02%	16.16%	45.43%	16.11%	4.49%	2.79%

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

Satisfaction with Headstone/Marker/Medallion Ordering Process

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

NEXT OF KIN



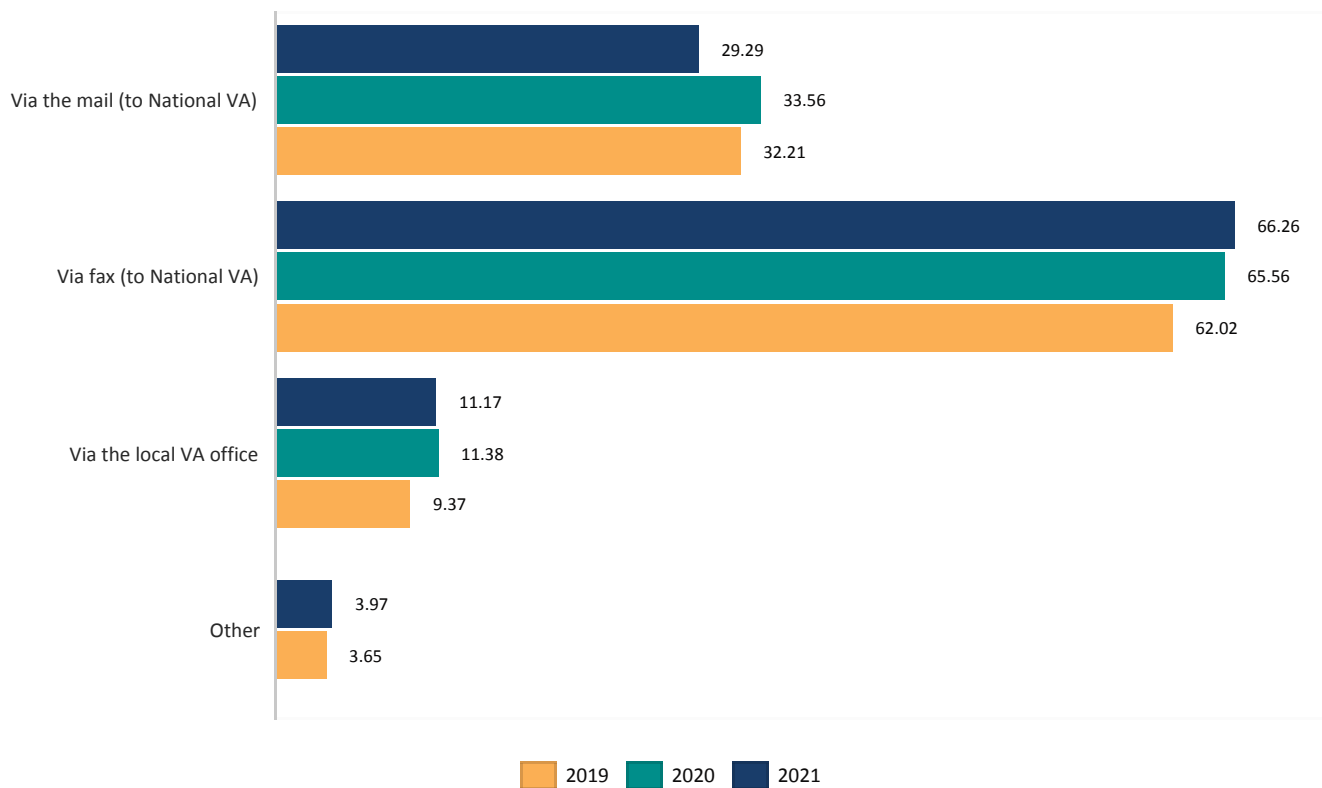
	Year	n	Via the mail	Via fax	Via the Funeral Director	Other
NEXT OF KIN	2021	2580	15.89%	4.61%	60.89%	18.60%
	2020	2344	18.56%	7.85%	73.59%	N/A
	2019	2800	16.46%	5.14%	59.79%	18.61%

Note: 2020 survey data is not available for "Other" responses.

Satisfaction with Headstone/Marker/Medallion Ordering Process

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

FUNERAL DIRECTORS



	Year	n	Via the mail to National VA	Via fax to National VA	Via the local VA office	Other
FUNERAL DIRECTORS	2021	1639	29.29%	66.26%	11.17%	3.97%
	2020	1925	33.56%	65.56%	11.38%	N/A
	2019	2167	32.21%	62.02%	9.37%	3.65%

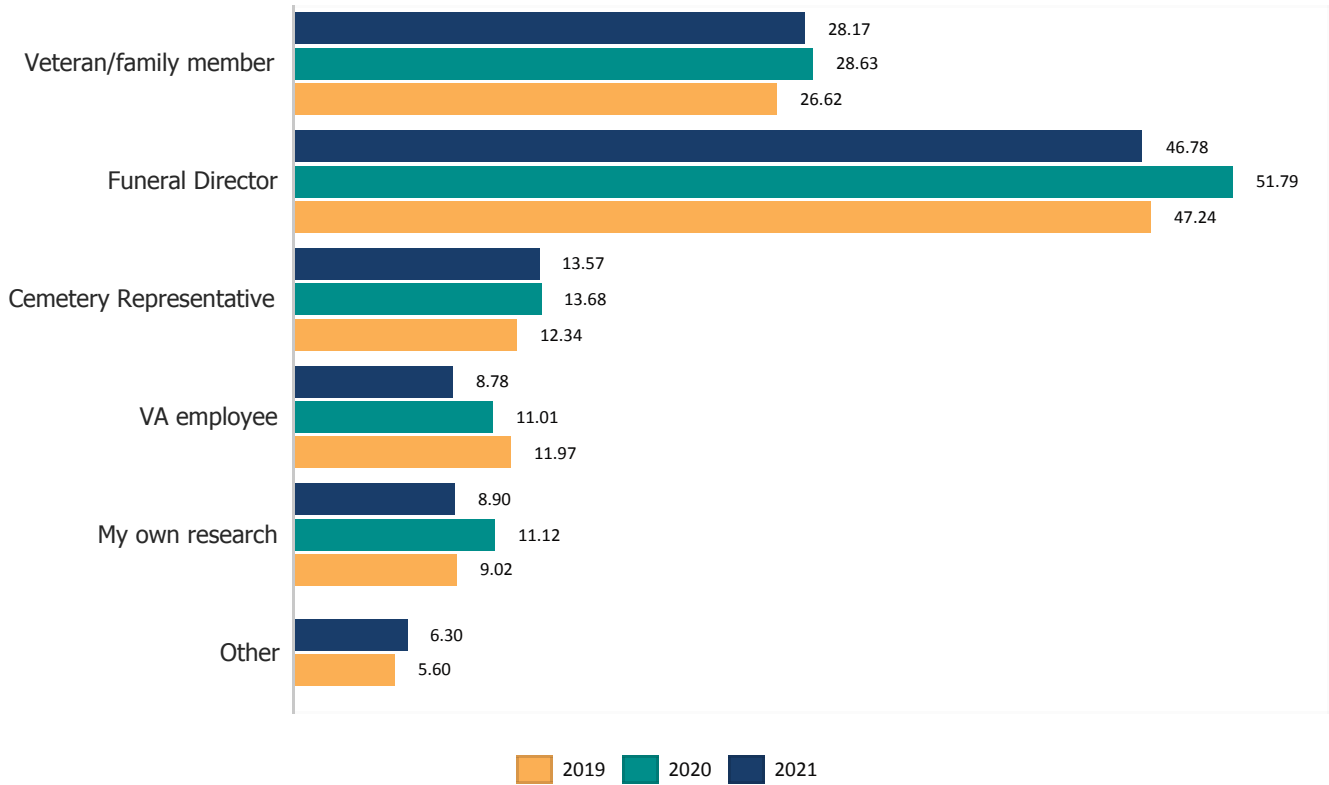
Note: As respondents could select more than one response option, percentages may not sum to 100.

Note: 2020 survey data is not available for "Other" responses.

Satisfaction with Headstone/Marker/Medallion Ordering Process

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

NEXT OF KIN



	Year	n	Veteran/family member	Funeral Director	Cemetery Representative	VA employee	My own research	Other
NEXT OF KIN	2021	2698	28.17%	46.78%	13.57%	8.78%	8.90%	6.30%
	2020	2742	28.63%	51.79%	13.68%	11.01%	11.12%	N/A
	2019	2949	26.62%	47.24%	12.34%	11.97%	9.02%	5.60%

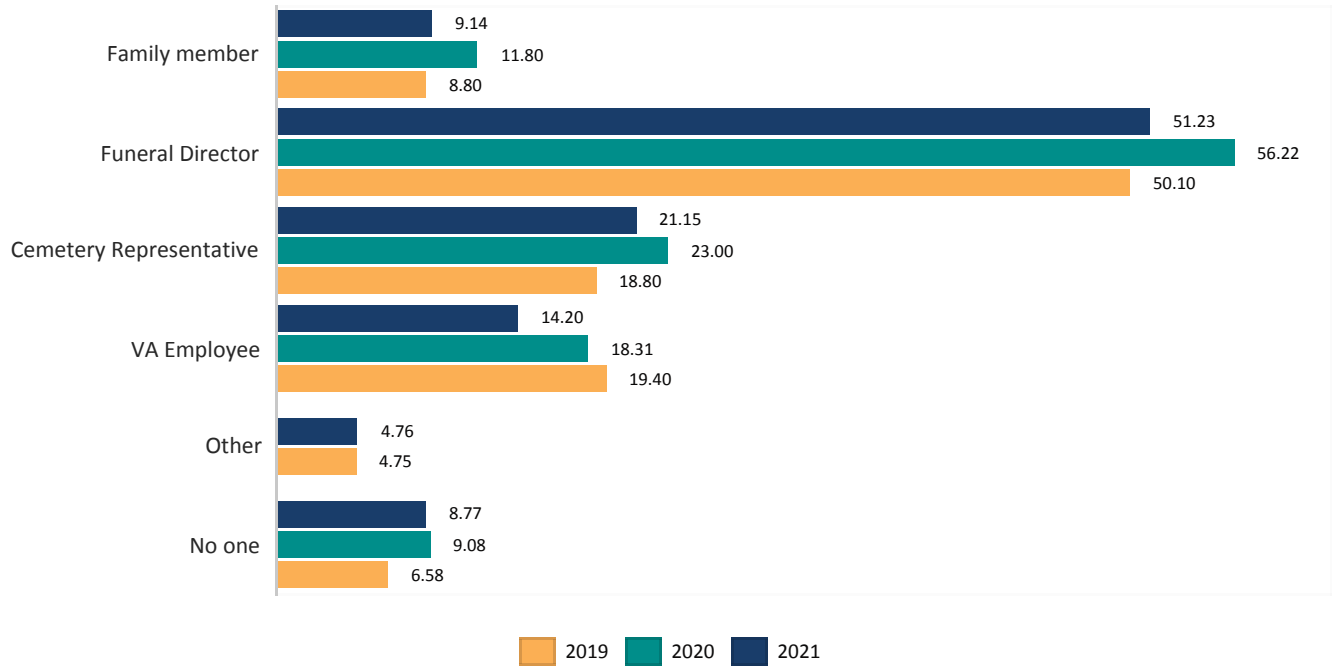
Note: As respondents could select more than one response option, percentages may not sum to 100.

Note: 2020 survey data is not available for "Other" responses.

Satisfaction with Headstone/Marker/Medallion Ordering Process

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

NEXT OF KIN



	Year	n	Family member	Funeral Director	Cemetery Representative	VA employee	Other	No one
NEXT OF KIN	2021	2690	9.14%	51.23%	21.15%	14.20%	4.76%	8.77%
	2020	2796	11.80%	56.22%	23.00%	18.31%	N/A	9.08%
	2019	3010	8.80%	50.10%	18.80%	19.40%	4.75%	6.58%

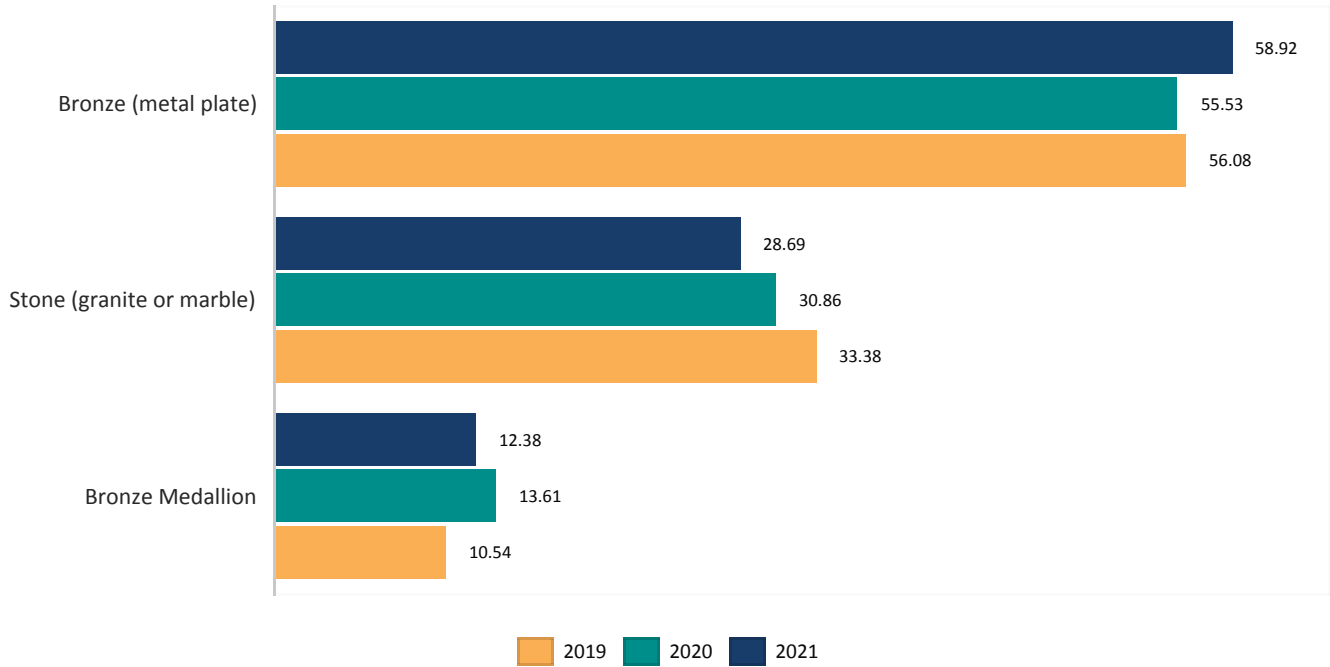
Note: As respondents could select more than one response option, percentages may not sum to 100.

Note: 2020 survey data is not available for "Other" responses.

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 2: What type of headstone, marker, or medallion did you order?

NEXT OF KIN

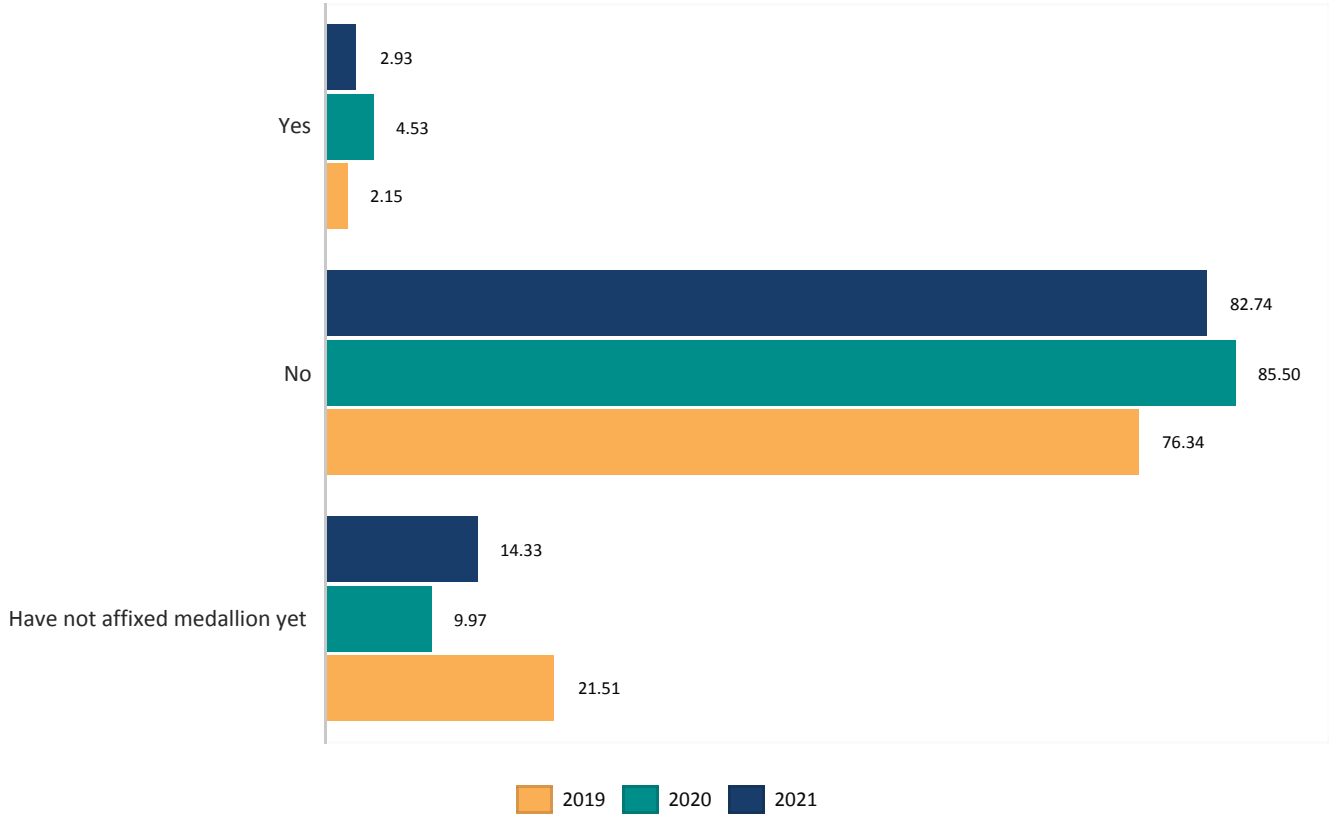


	Year	n	Bronze (metal plate)	Stone (granite or marble)	Bronze Medallion
NEXT OF KIN	2021	2600	58.92%	28.69%	12.38%
	2020	2696	55.53%	30.86%	13.61%
	2019	2864	56.08%	33.38%	10.54%

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 3: Did you have any problems while affixing the Bronze Medallion to the headstone or markers?

NEXT OF KIN



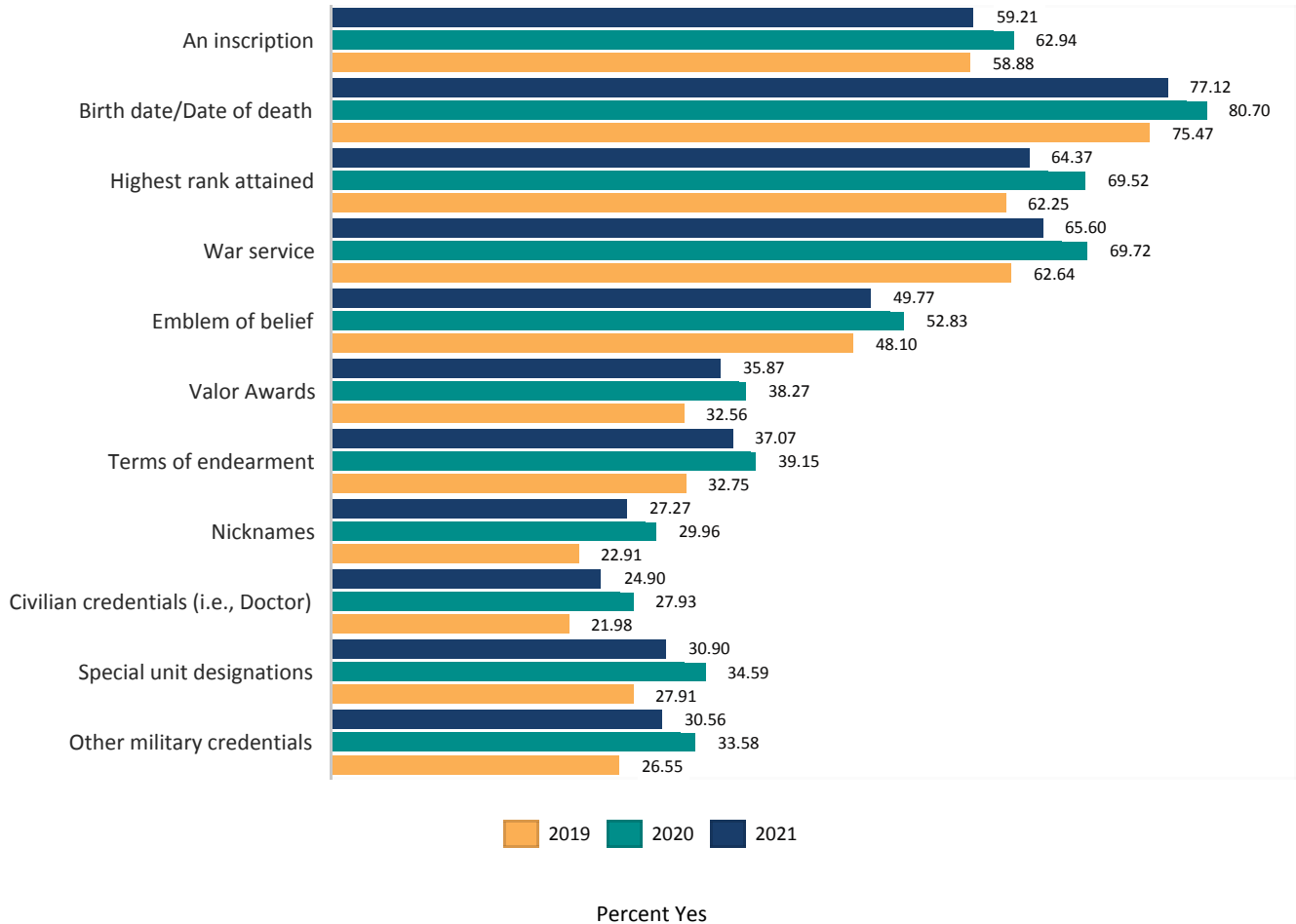
	Year	n	Yes	No	Have not affixed the medallion yet
NEXT OF KIN	2021	307	2.93%	82.74%	14.33%
	2020	331	4.53%	85.50%	9.97%
	2019	279	2.15%	76.34%	21.51%

Only respondents who indicated "Bronze Medallion" to Question 2 (NoK) received this question.

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 15: When you were applying for the headstone, marker, or medallion, were you aware that the following items could be added to the headstone, marker, or medallion:

NEXT OF KIN

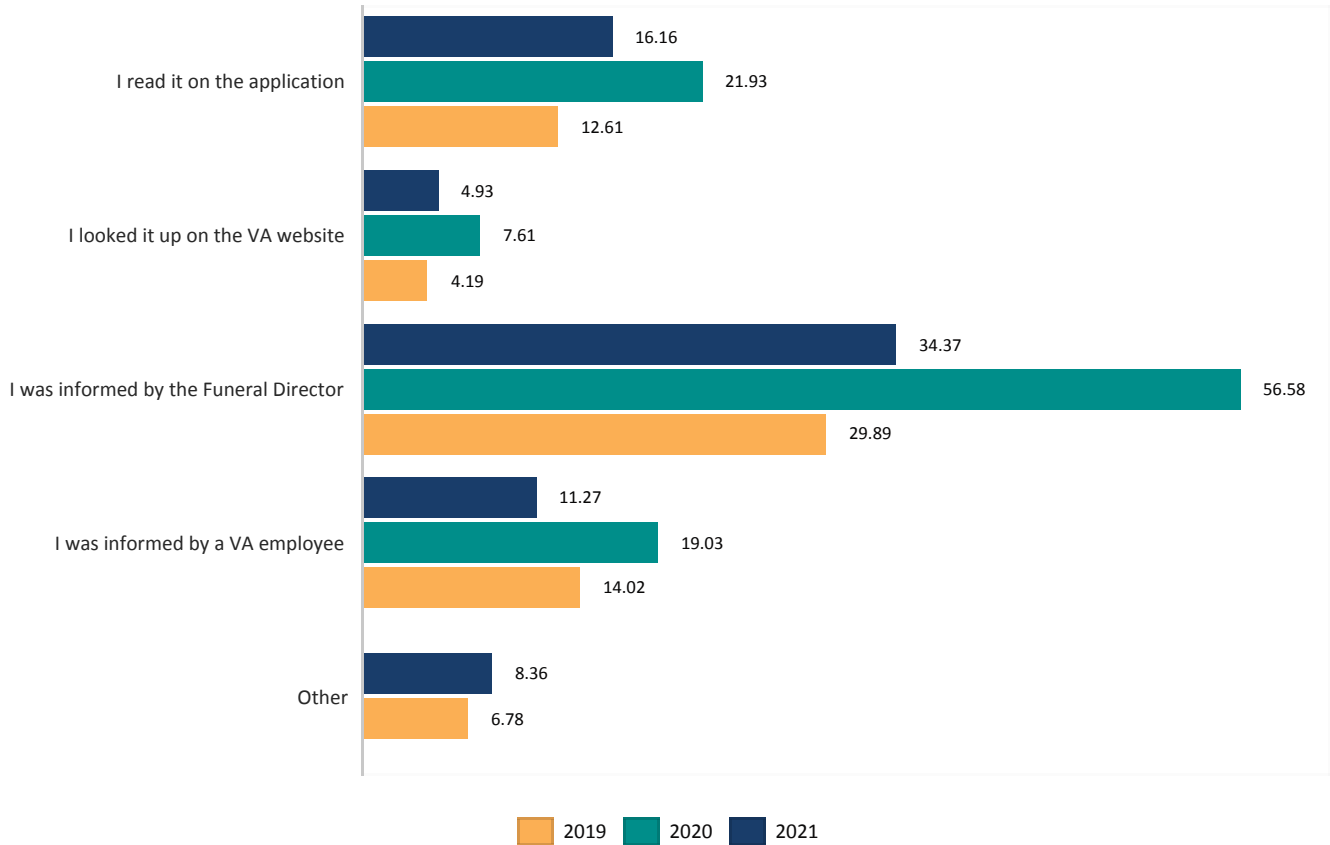


	Response	2021		2020		2019	
		n	% Yes	n	% Yes	n	% Yes
NEXT OF KIN	An inscription	2493	59.21	2566	62.94	2580	58.88
	Birth date/Date of death	2531	77.12	2648	80.70	2580	75.47
	Highest rank attained	2453	64.37	2559	69.52	2580	62.25
	War service	2413	65.60	2513	69.72	2580	62.64
	Emblem of belief	2357	49.77	2423	52.83	2580	48.10
	Valor Awards	2269	35.87	2307	38.27	2580	32.56
	Terms of endearment	2328	37.07	2355	39.15	2580	32.75
	Nicknames	2288	27.27	2303	29.96	2580	22.91
	Civilian credentials (i.e., Doctor)	2245	24.90	2288	27.93	2580	21.98
	Special unit designations	2275	30.90	2313	34.59	2580	27.91
	Other military credentials	2281	30.56	2311	33.58	2580	26.55

Satisfaction with Headstone/Marker/Medallion Ordering Process

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

NEXT OF KIN



	Year	n	I read it on the application	I looked it up on the VA website	I was informed by the Funeral Director	I was informed by a VA employee	Other
NEXT OF KIN	2021	2476	16.16%	4.93%	34.37%	11.27%	8.36%
	2020	1997	21.93%	7.61%	56.58%	19.03%	N/A
	2019	2981	12.61%	4.19%	29.89%	14.02%	6.78%

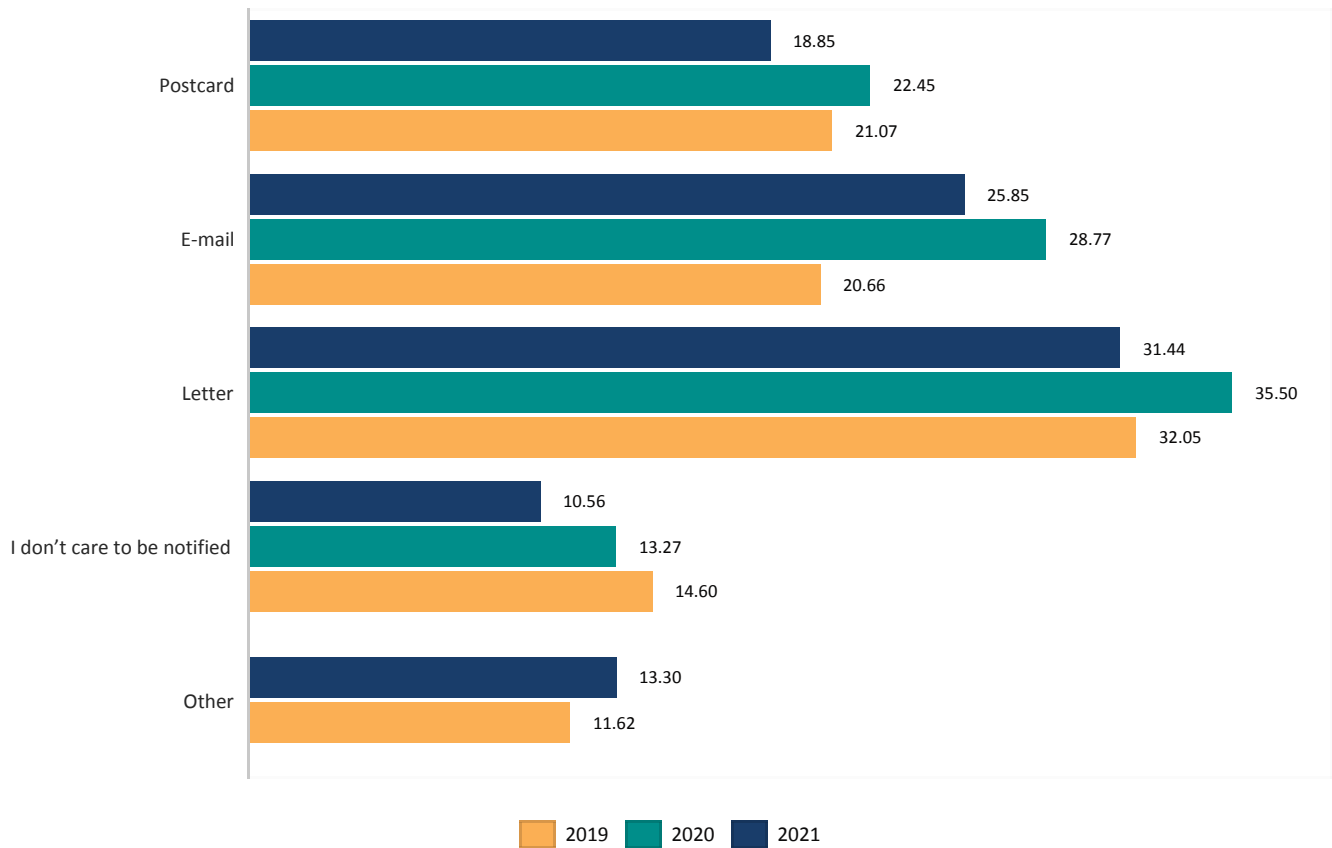
Note: As respondents could select more than one response option, percentages may not sum to 100.

Note: 2020 survey data is not available for "Other" responses.

Satisfaction with Headstone/Marker/Medallion Ordering Process

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

NEXT OF KIN



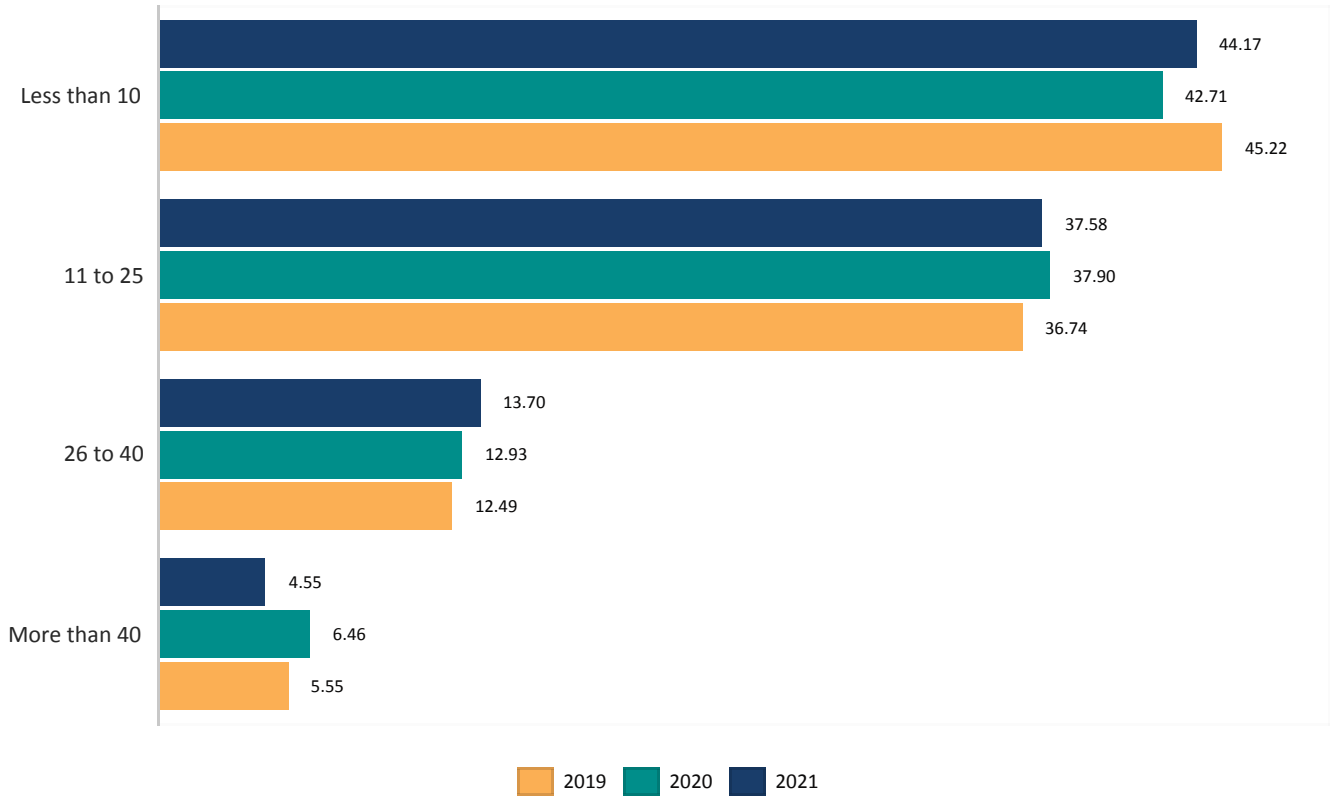
	Year	n	Postcard	E-mail	Letter	I don't care to be notified	Other
NEXT OF KIN	2021	2414	18.85%	25.85%	31.44%	10.56%	13.30%
	2020	2200	22.45%	28.77%	35.50%	13.27%	N/A
	2019	2624	21.07%	20.66%	32.05%	14.60%	11.62%

Note: 2020 survey data is not available for "Other" responses.

Satisfaction with Headstone/Marker/Medallion Ordering Process

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

FUNERAL DIRECTORS

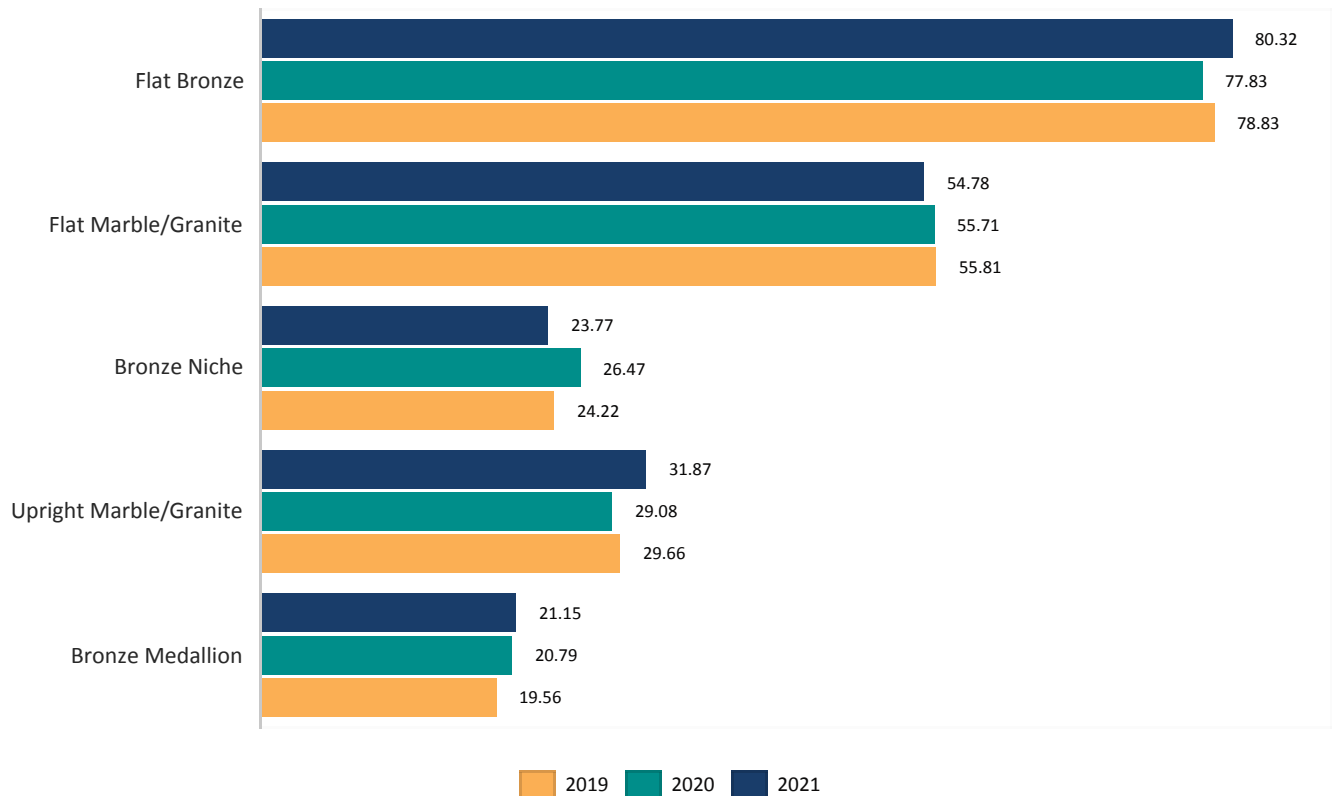


	Year	n	Less than 10	11 to 25	26 to 40	More than 40
FUNERAL DIRECTORS	2021	1671	44.17%	37.58%	13.70%	4.55%
	2020	1934	42.71%	37.90%	12.93%	6.46%
	2019	2145	45.22%	36.74%	12.49%	5.55%

Satisfaction with Headstone/Marker/Medallion Ordering Process

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

FUNERAL DIRECTORS



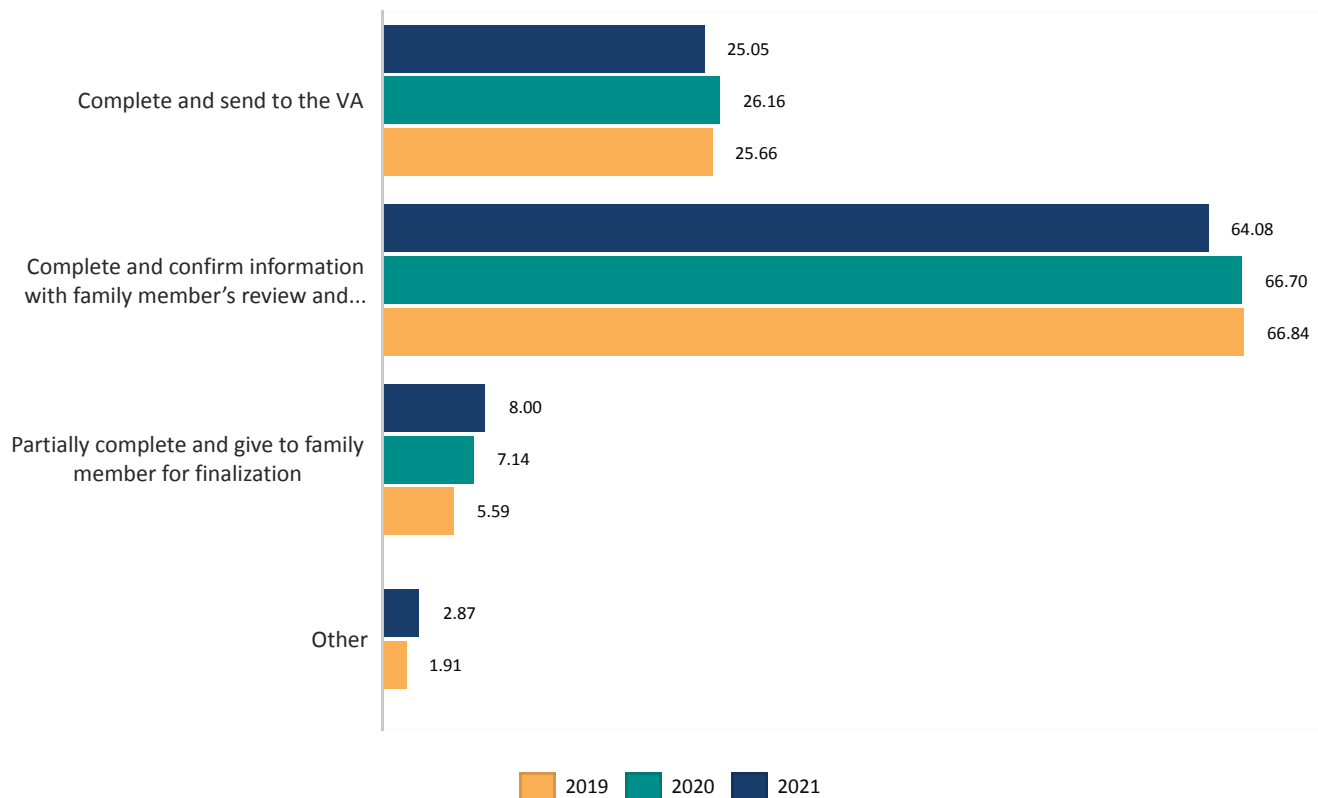
	Year	n	Flat Bronze	Flat Marble/Granite	Bronze Niche	Upright Marble/Granite	Bronze Medallion
FUNERAL DIRECTORS	2021	1641	80.32%	54.78%	23.77%	31.87%	21.15%
	2020	1953	77.83%	55.71%	26.47%	29.08%	20.79%
	2019	2168	78.83%	55.81%	24.22%	29.66%	19.56%

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

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 12: When completing an application for a VA headstone, marker, or medallion, do you typically:

FUNERAL DIRECTORS



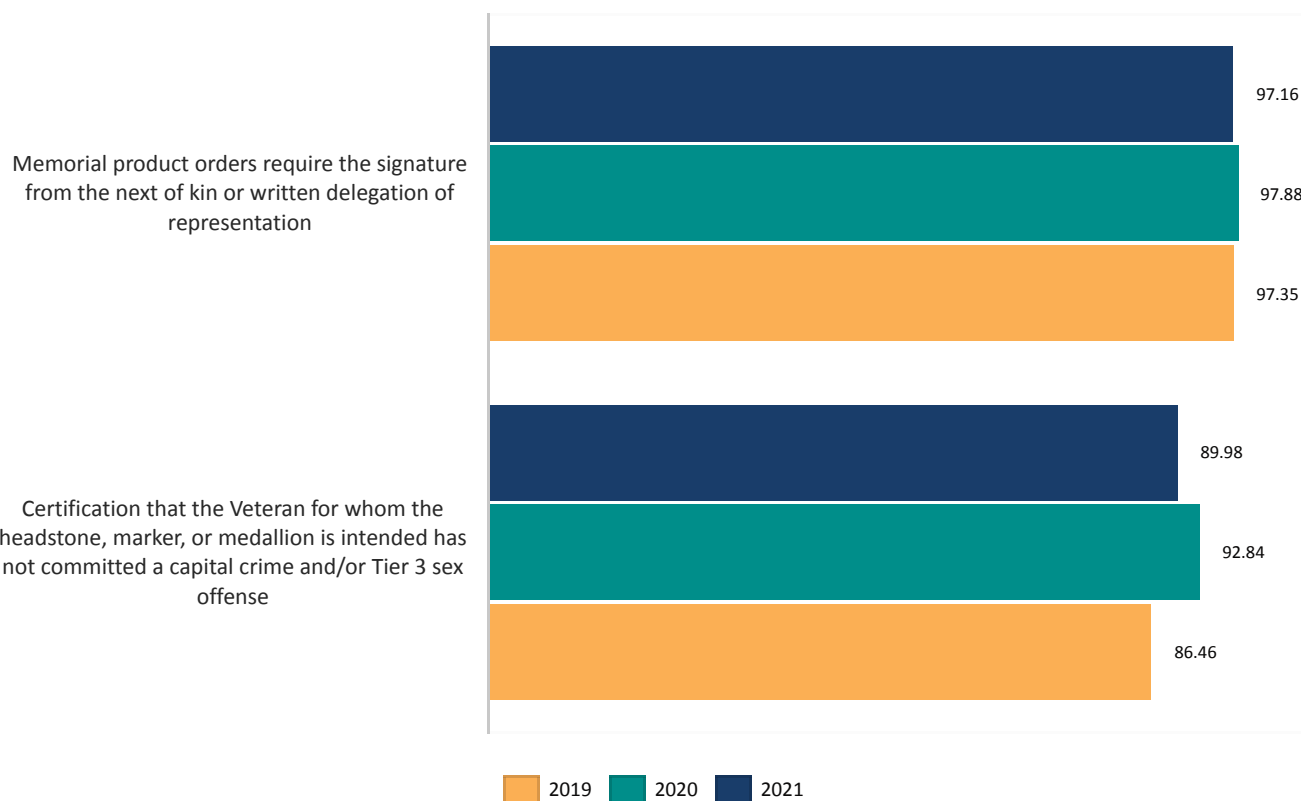
	Year	n	Complete and send to the VA	Complete and confirm information with family member's review and signature	Partially complete and give to family member for finalization	Other
FUNERAL DIRECTORS	2021	1637	25.05%	64.08%	8.00%	2.87%
	2020	1877	26.16%	66.70%	7.14%	N/A
	2019	2093	25.66%	66.84%	5.59%	1.91%

Note: 2020 survey data is not available for "Other" responses.

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 13: Are you aware of the following requirements?

FUNERAL DIRECTORS



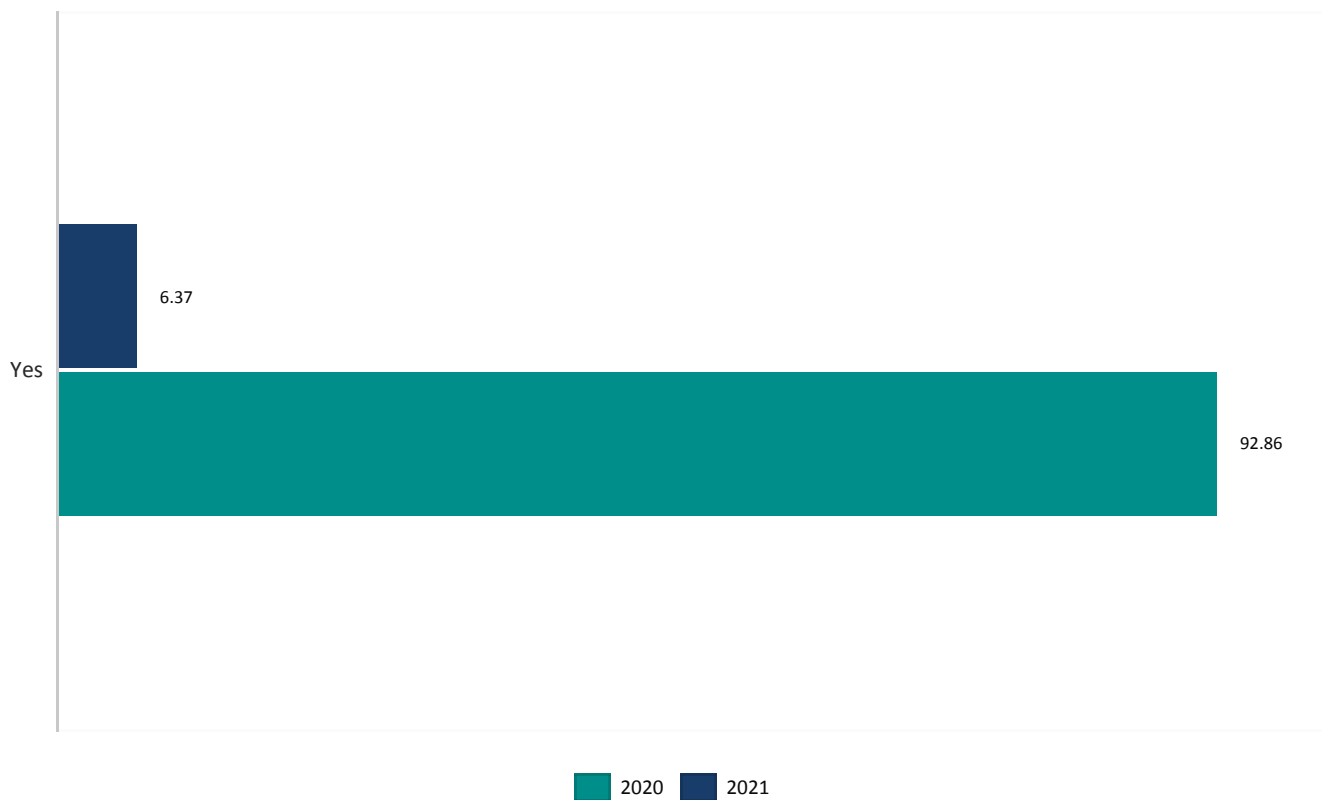
Percent Yes

	Response	2021		2020		2019	
		n	% Yes	n	% Yes	n	% Yes
FUNERAL DIRECTORS	Memorial product orders require the signature from the next of kin or written delegation of representation	1690	97.16	1979	97.88	1889	97.35
	Certification that the Veteran for whom the headstone, marker, or medallion is intended has not committed a capital crime and/or Tier 3 sex offense	1656	89.98	1956	92.84	1861	86.46

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 25A: NCA Pre-Need Eligibility Process: Are you aware of the NCA Pre-Need Eligibility Process?

NEXT OF KIN



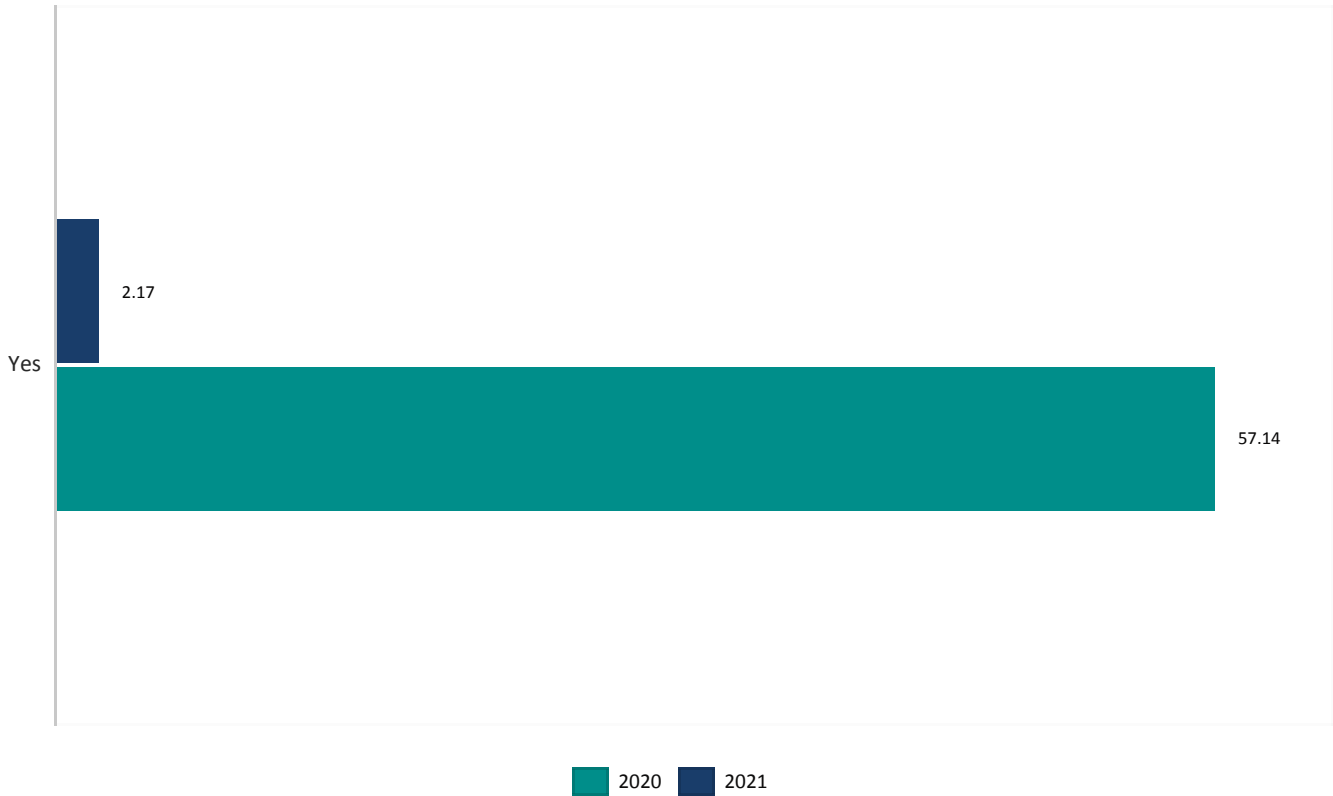
	Year	n	Yes	No
NEXT OF KIN	2021	2354	6.37%	93.63%
	2020	28	92.86%	7.14%

Note: Questions 25 a, b, c, and d were added to the 2020 survey and only displays the current year's and 2020 results. The 2021 results should not be compared to 2020 results as the 2020 results were calculated from a different base.

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 25B: NCA Pre-Need Eligibility Process: Have you applied?

NEXT OF KIN



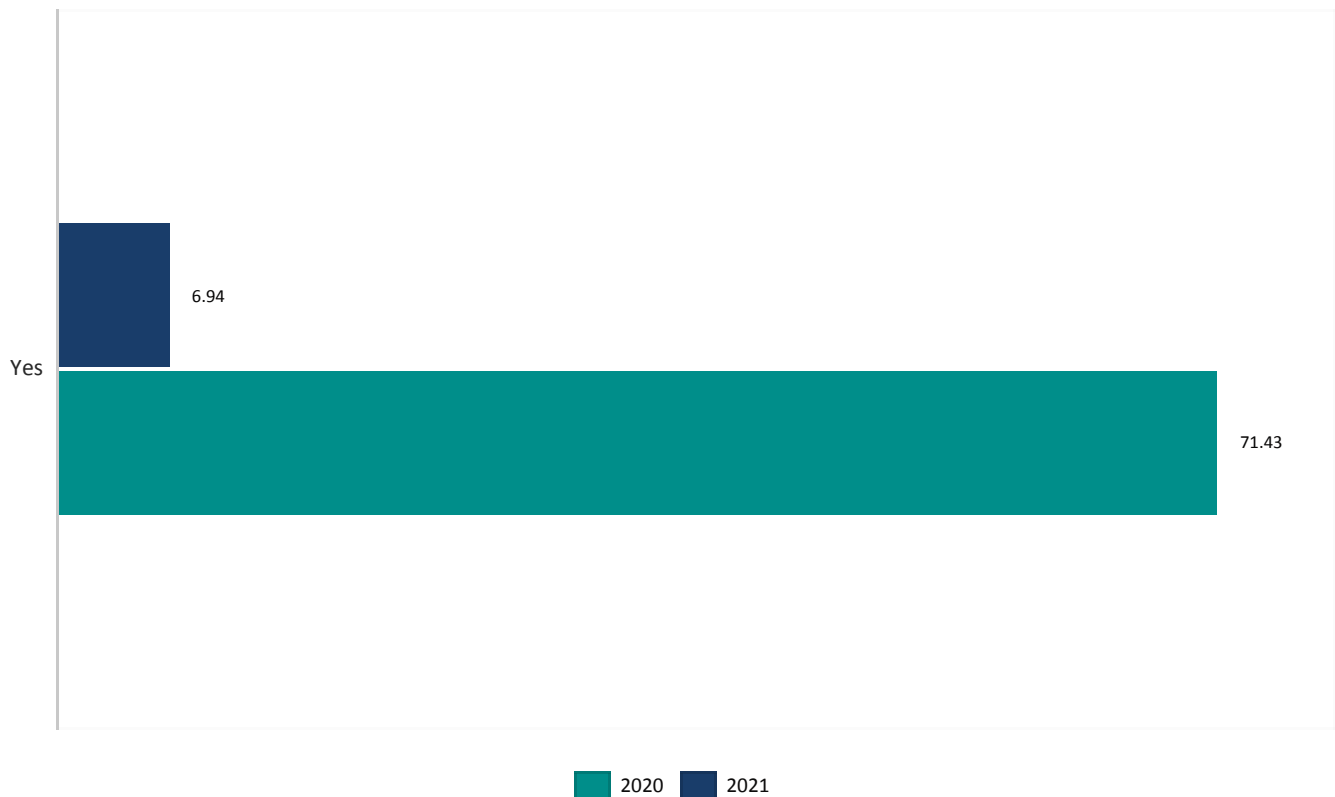
	Year	n	Yes	No
NEXT OF KIN	2021	1615	2.17%	97.83%
	2020	14	57.14%	42.86%

Note: Questions 25 a, b, c, and d were added to the 2020 survey and only displays the current year's and 2020 results. The 2021 results should not be compared to 2020 results as the 2020 results were calculated from a different base.

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 25C: NCA Pre-Need Eligibility Process: Do you intend to apply?

NEXT OF KIN



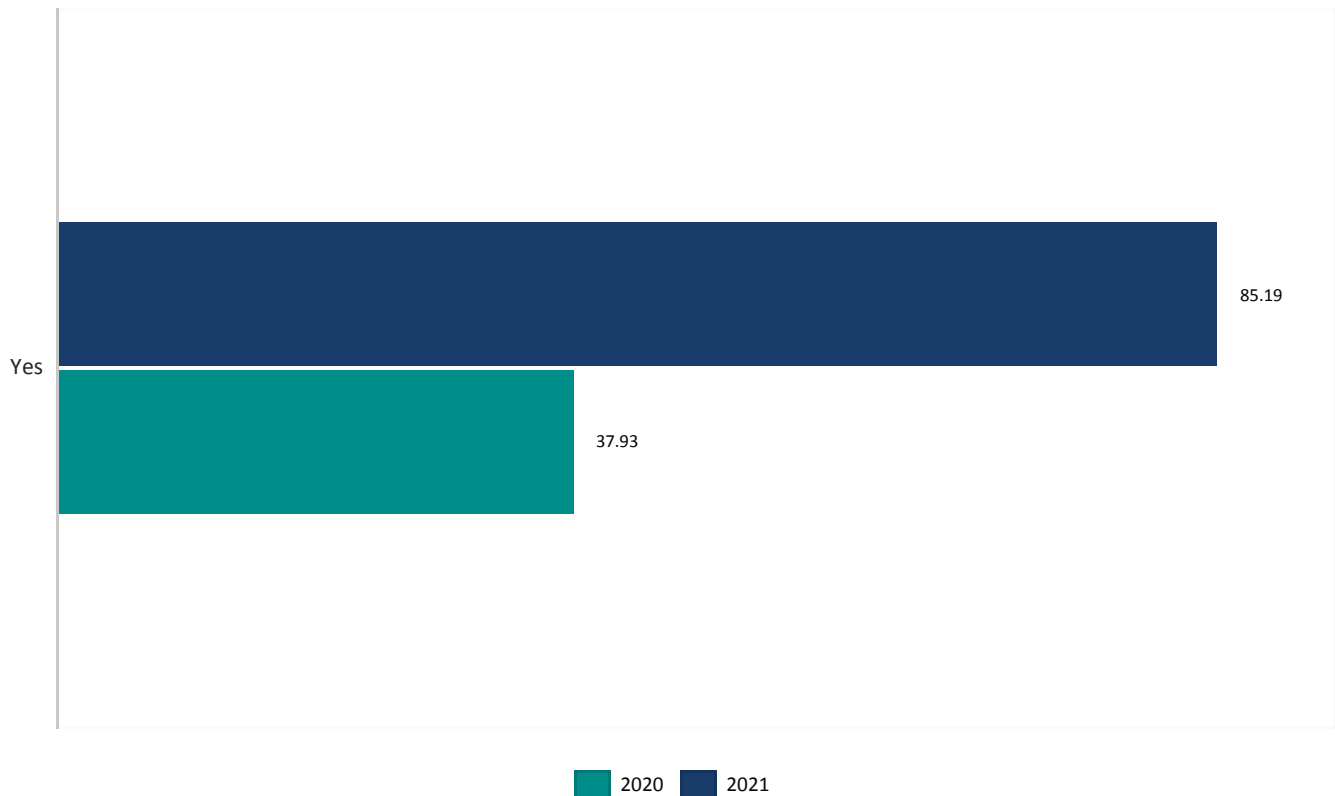
	Year	n	Yes	No
NEXT OF KIN	2021	1427	6.94%	93.06%
	2020	21	71.43%	28.57%

Note: Questions 25 a, b, c, and d were added to the 2020 survey and only displays the current year's and 2020 results. The 2021 results should not be compared to 2020 results as the 2020 results were calculated from a different base.

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 25D: NCA Pre-Need Eligibility Process: If you applied, were you satisfied with the length of time it took to receive a certificate of approval?

NEXT OF KIN



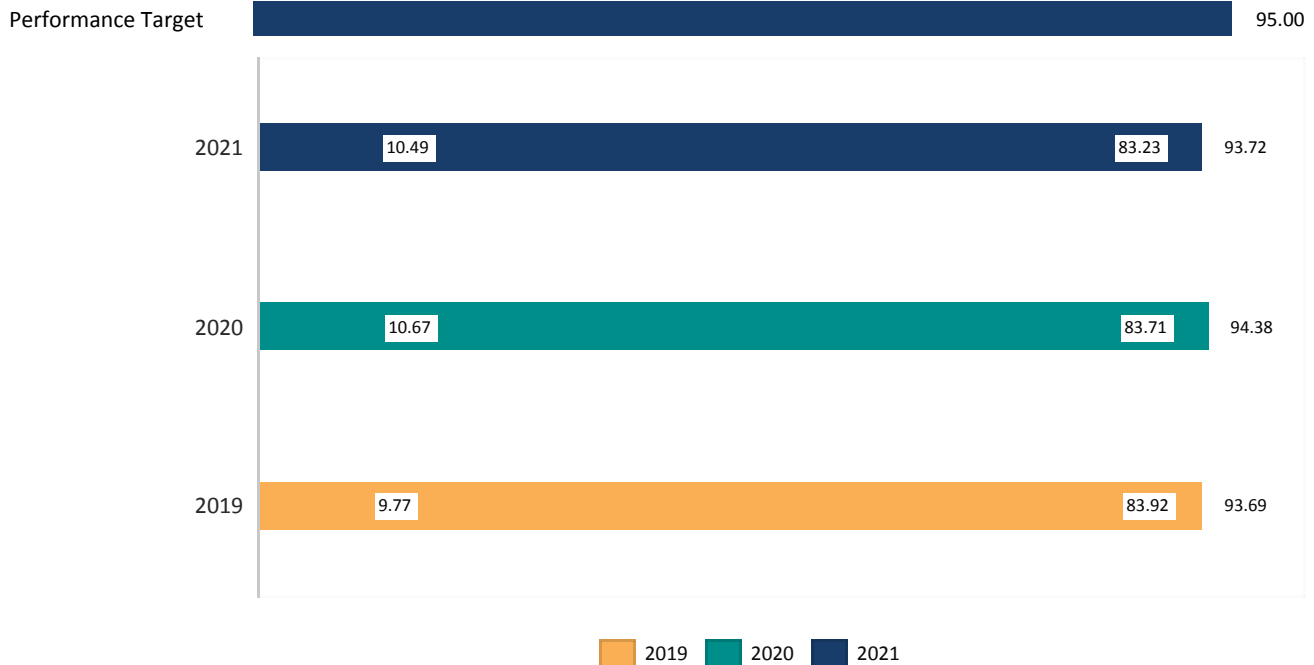
	Year	n	Yes	No
NEXT OF KIN	2021	27	85.19%	14.81%
	2020	29	37.93%	62.07%

Note: Questions 25 a, b, c, and d were added to the 2020 survey and only displays the current year's and 2020 results. The 2021 results should not be compared to 2020 results as the 2020 results were calculated from a different base.

Satisfaction with Headstone/Marker/Medallion Ordering Process

NC Question 23: How satisfied were you with the length of time it took for the permanent headstone, marker, or columbarium niche cover to be in place?

NEXT OF KIN



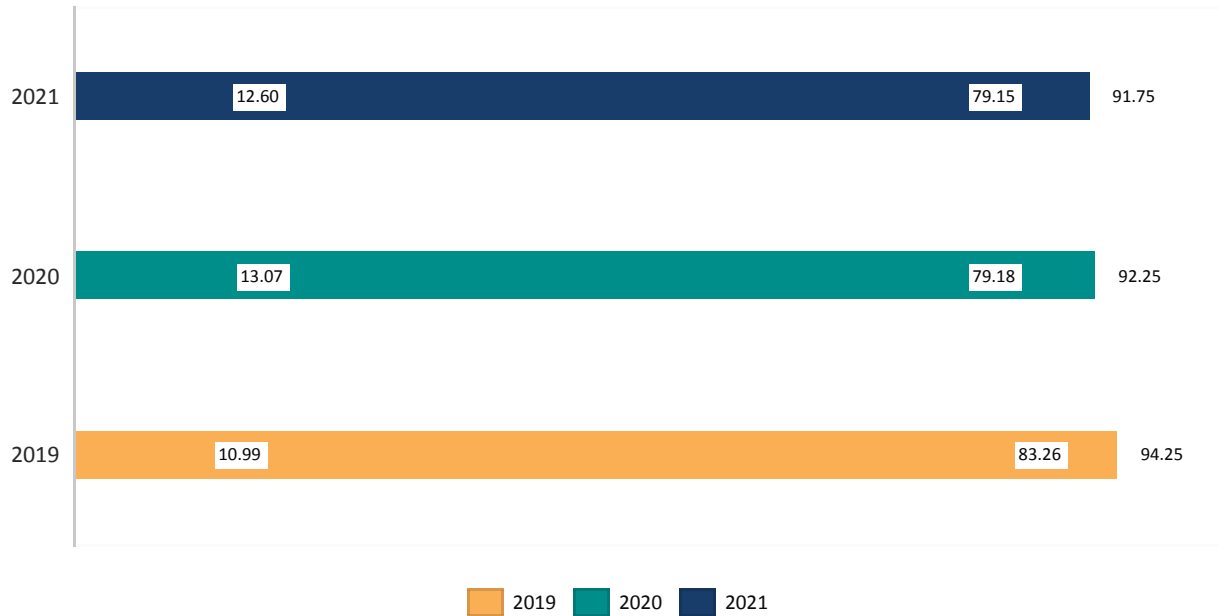
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither/nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2021	18091	83.23%	-0.48%	10.49%	4.80%	1.07%	0.41%
	2020	17540	83.71%	-0.21%	10.67%	4.03%	1.09%	0.51%
	2019	22208	83.92%	-0.78%	9.77%	4.58%	1.27%	0.46%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Satisfaction with Headstone/Marker/Medallion Ordering Process

STVC Question 21: How satisfied were you with the length of time it took for the permanent headstone, marker, or columbarium niche cover to be in place?

NEXT OF KIN



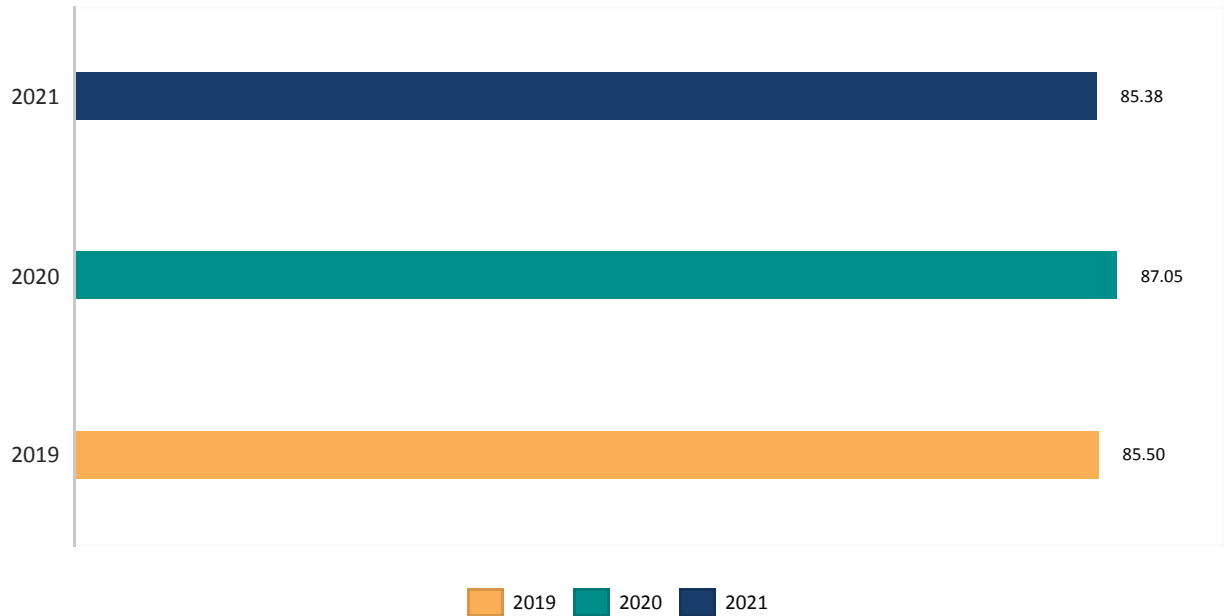
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither/nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2021	6788	79.15%	-0.03%	12.60%	5.29%	1.99%	0.97%
	2020	7382	79.18%	-4.08%	13.07%	4.92%	2.19%	0.64%
	2019	8511	83.26%	0.60%	10.99%	3.95%	1.21%	0.60%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Satisfaction with Headstone/Marker/Medallion Ordering Process

NC Question 24: When the headstone, marker, or columbarium niche cover arrived, was the inscription accurate?

NEXT OF KIN



Percent Yes

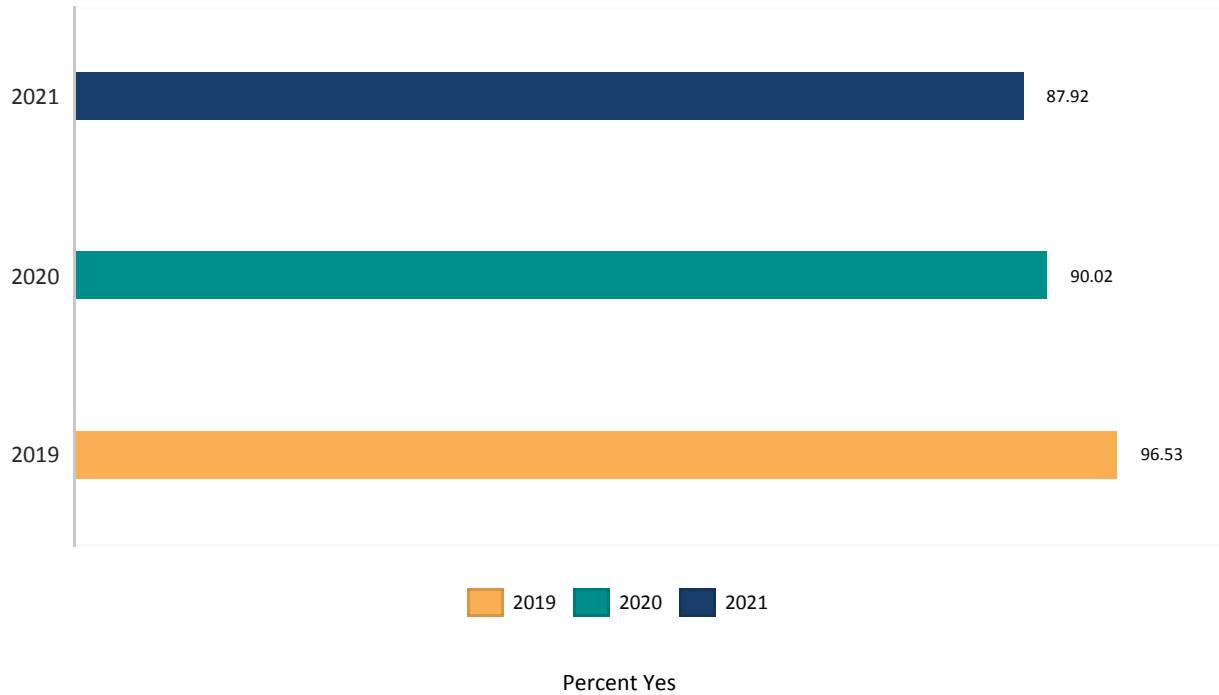
	Year	n	Yes	No	Don't know
NEXT OF KIN	2021	17969	85.38%	3.40%	11.22%
	2020	17199	87.05%	3.47%	9.48%
	2019	22033	85.50%	3.17%	11.33%

Respondents who indicated "Don't know/the marker or headstone has not yet arrived" to Question 23 (NoK) did not receive this question.

Satisfaction with Headstone/Marker/Medallion Ordering Process

STVC Question 22: When the headstone, marker, or columbarium niche cover arrived, was the inscription accurate?

NEXT OF KIN



	Year	n	Yes	No	Don't know
NEXT OF KIN	2021	6666	87.92%	3.78%	8.30%
	2020	7308	90.02%	3.79%	6.19%
	2019	7501	96.53%	3.47%	N/A

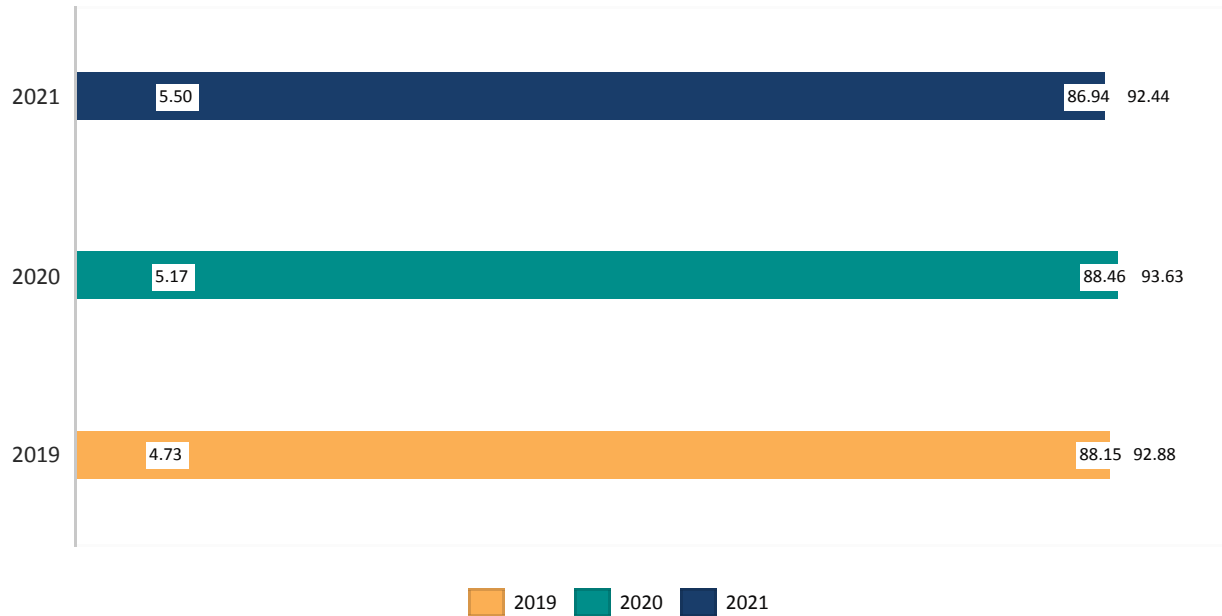
Respondents who responded "Don't know/the marker or headstone has not yet arrived" to Question 21 (NoK) did not receive this question.

Note: The 2021 and 2020 results should not be compared to the 2019 results as the 2019 results were only calculated from the Yes/No answer options as survey data is not available for the answer option "Don't know".

Satisfaction with Headstone/Marker/Medallion Ordering Process

NC Question 25: Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived?

NEXT OF KIN



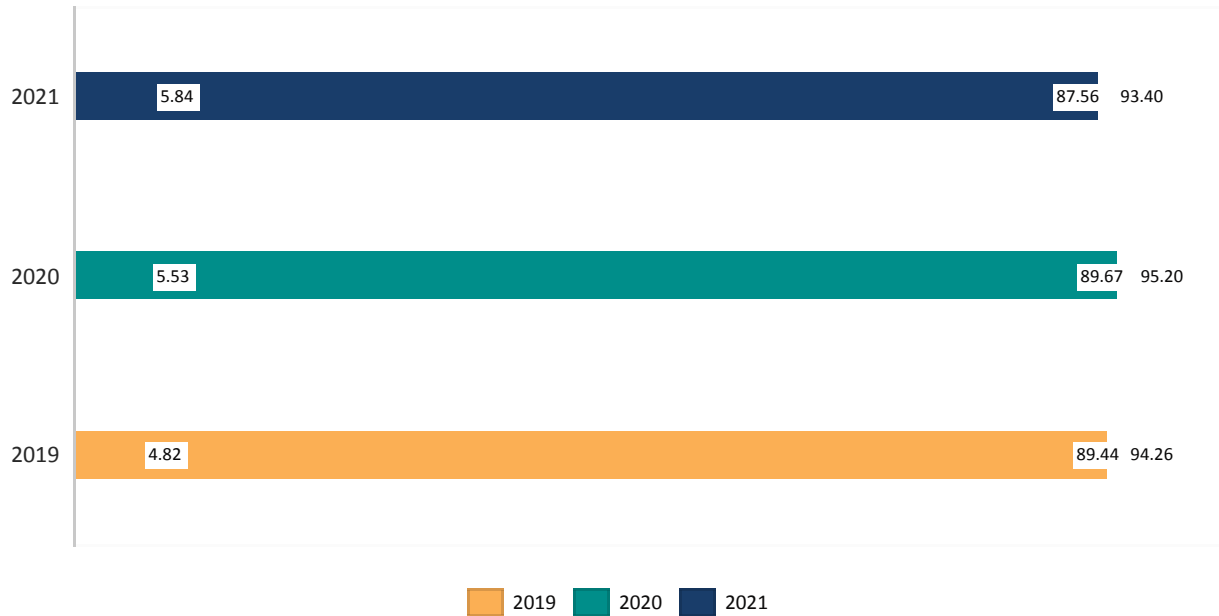
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither/nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2021	17339	86.94%	-1.52%	5.50%	5.77%	1.15%	0.64%
	2020	16410	88.46%	0.31%	5.17%	4.94%	1.04%	0.40%
	2019	21251	88.15%	-0.42%	4.73%	5.61%	0.96%	0.55%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Satisfaction with Headstone/Marker/Medallion Ordering Process

STVC Question 23: Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived?

NEXT OF KIN



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither/nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2021	6511	87.56%	-2.11%	5.84%	4.87%	1.12%	0.61%
	2020	7049	89.67%	0.23%	5.53%	3.48%	0.89%	0.43%
	2019	8049	89.44%	-1.20%	4.82%	4.52%	0.75%	0.47%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Satisfaction with Information on VA Website

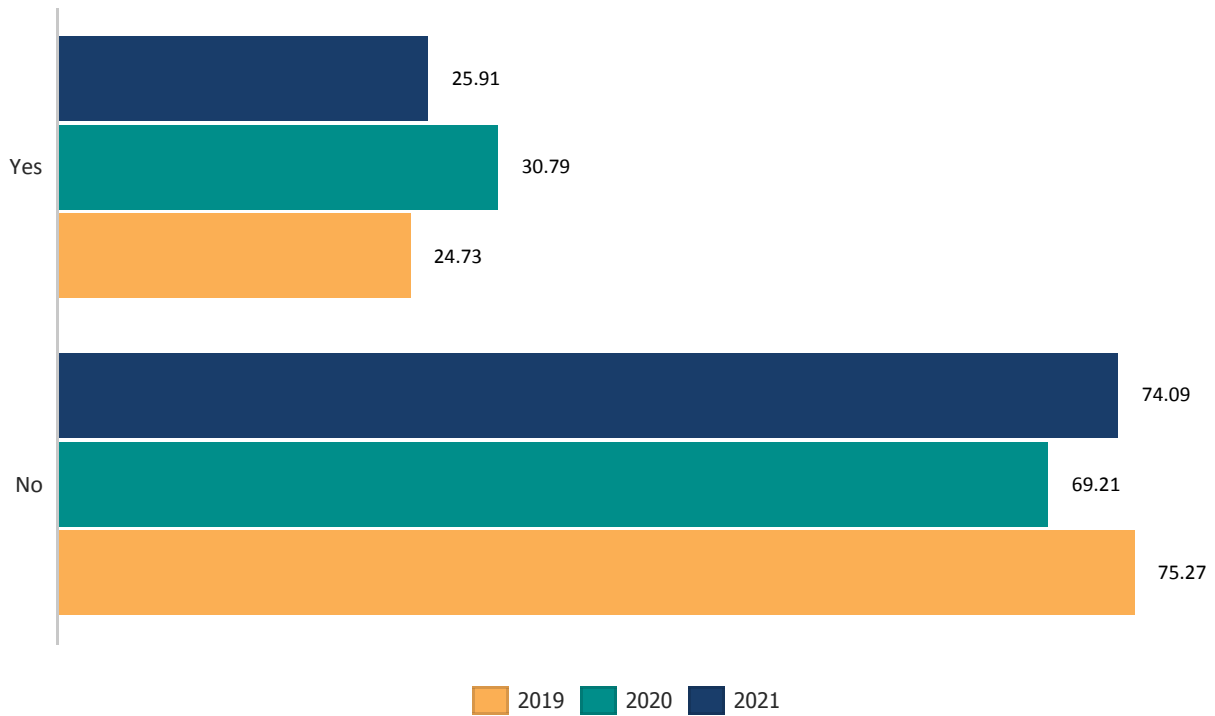
SECTION DESCRIPTION

- This section presents survey findings from next of kin and funeral directors on their satisfaction with the information they receive through the VA Website.
- Questions that were asked of both funeral directors and next of kin are presented together in All Respondents graphs followed by the sample type's respective graph.
- When presented together, the first number presented for the question is the question number for the next of kin, and the second is the question number for funeral directors.
- Due to rounding, some percentages may not sum to 100%.

Satisfaction with Information on VA Website

Question 12/9: Did you visit the VA website for information about ordering the headstone, marker, or medallion?

ALL RESPONDENTS

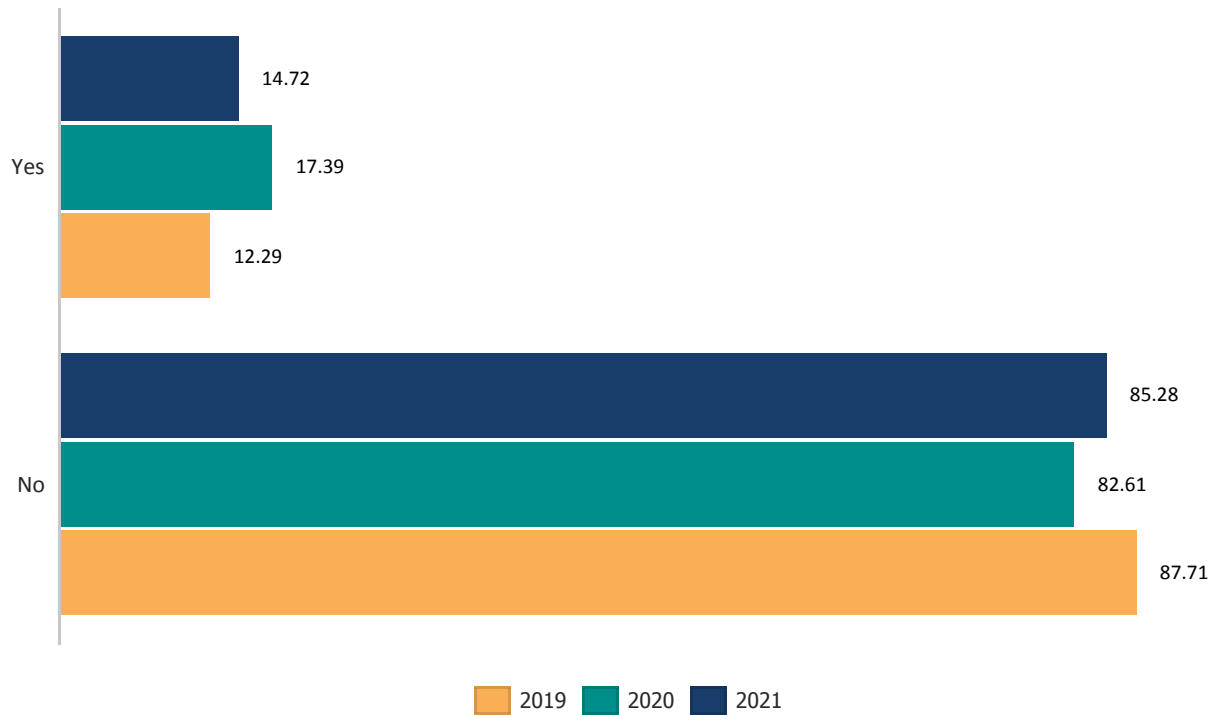


	Year	n	Yes	No
NCA	2021	4354	25.91%	74.09%
	2020	4719	30.79%	69.21%
	2019	5096	24.73%	75.27%

Satisfaction with Information on VA Website

Question 12/9: Did you visit the VA website for information about ordering the headstone, marker, or medallion?

NEXT OF KIN

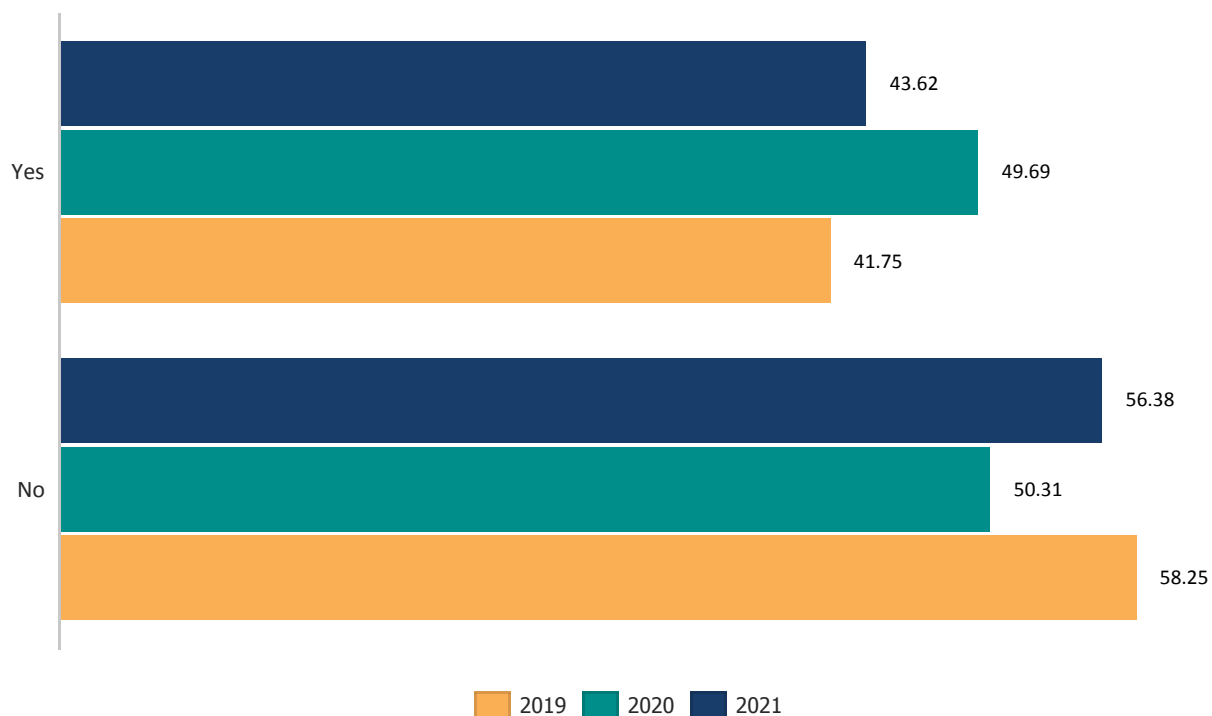


	Year	n	Yes	No
NEXT OF KIN	2021	2669	14.72%	85.28%
	2020	2761	17.39%	82.61%
	2019	2945	12.29%	87.71%

Satisfaction with Information on VA Website

Question 12/9: Did you visit the VA website for information about ordering the headstone, marker, or medallion?

FUNERAL DIRECTOR

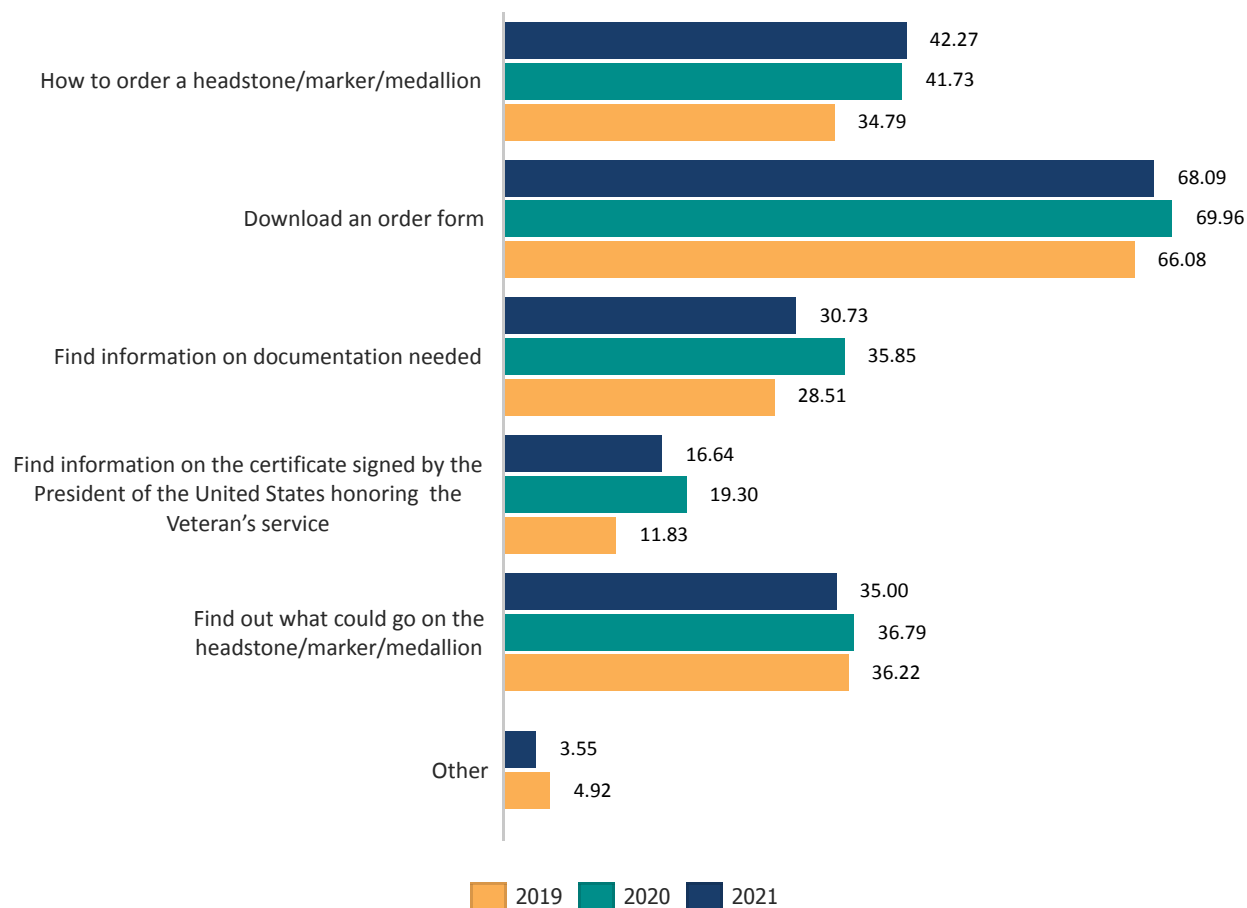


	Year	n	Yes	No
FUNERAL DIRECTOR	2021	1685	43.62%	56.38%
	2020	1958	49.69%	50.31%
	2019	2151	41.75%	58.25%

Satisfaction with Information on VA Website

Question 13/10: What type of information were you looking for on VA's website? (Mark all that apply)

ALL RESPONDENTS



2019: n = 1,259 2020: n = 1,378 2021: n = 1,100

Only respondents who indicated "Yes" to Question 12/9 received this question.

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

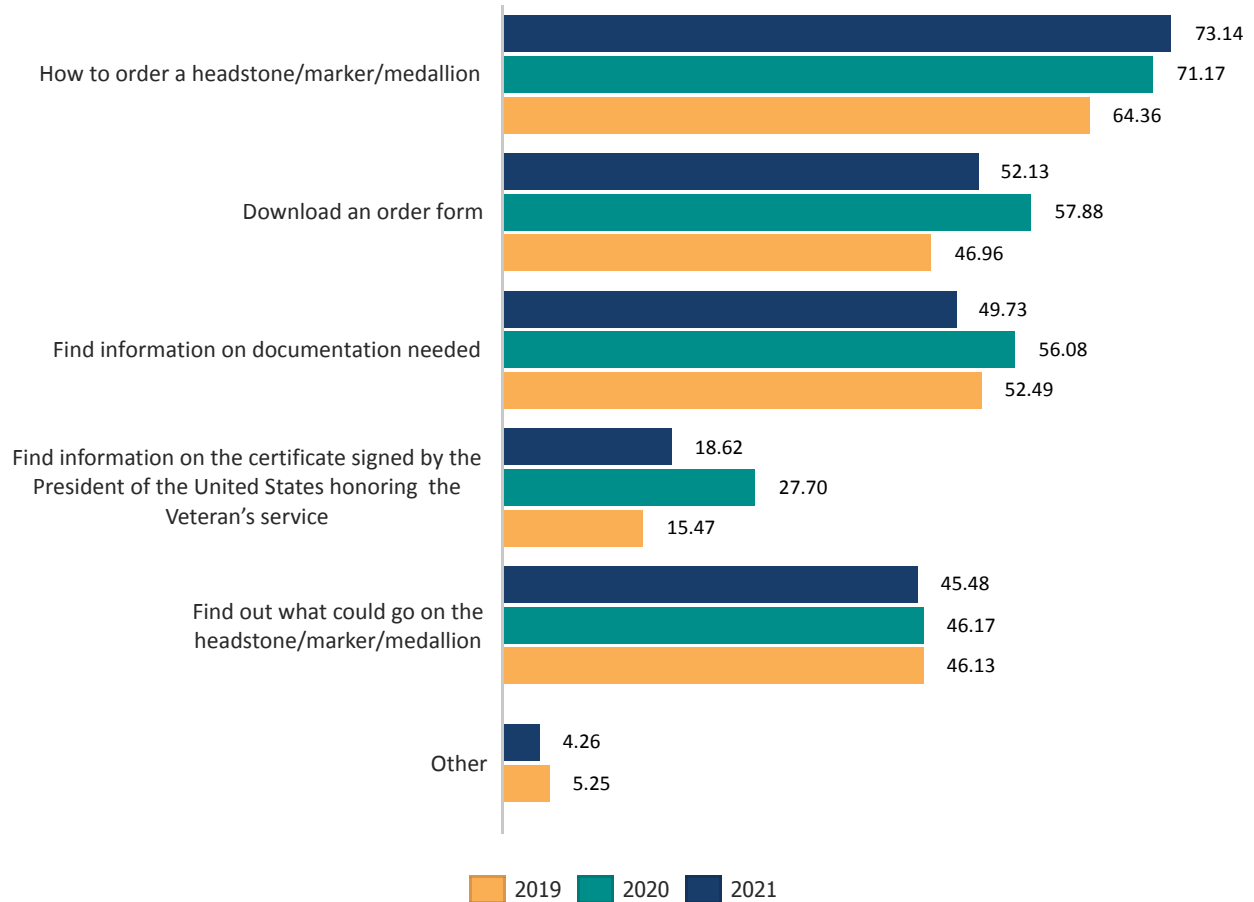
Note: In the 2021 survey the answer option "Find information on the Presidential Memorial Certificate Program" was changed to "Find information on the certificate signed by the President of the United States honoring the Veteran's service."

Note: 2020 survey data is not available for "Other" responses.

Satisfaction with Information on VA Website

Question 13/10: What type of information were you looking for on VA's website? (Mark all that apply)

NEXT OF KIN



2019: n = 362 2020: n = 444 2021: n = 376

Only respondents who indicated "Yes" to Question 12/9 received this question.

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

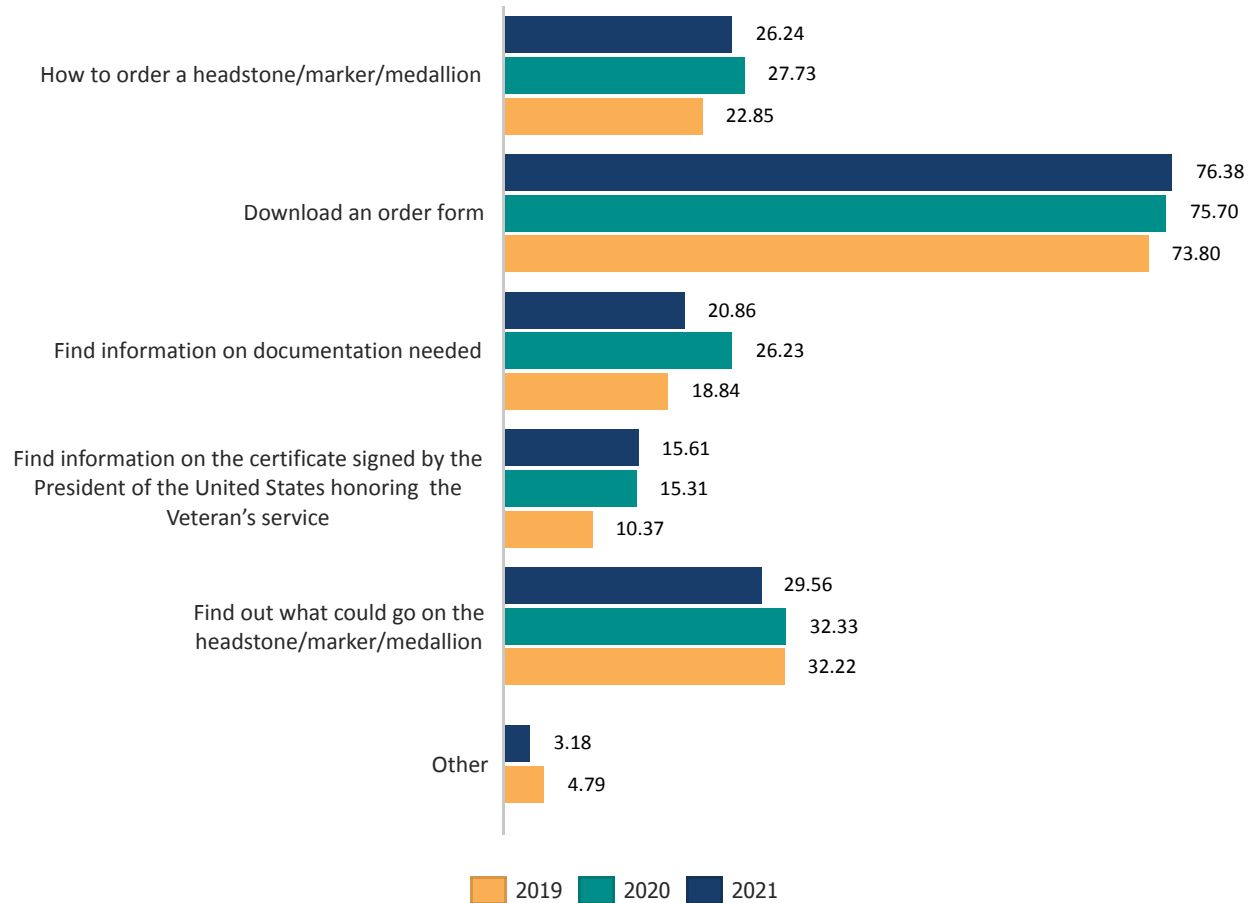
Note: In the 2021 survey the answer option "Find information on the Presidential Memorial Certificate Program" was changed to "Find information on the certificate signed by the President of the United States honoring the Veteran's service."

Note: 2020 survey data is not available for "Other" responses.

Satisfaction with Information on VA Website

Question 13/10: What type of information were you looking for on VA's website? (Mark all that apply)

FUNERAL DIRECTOR



2019: n = 897 2020: n = 934 2021: n = 724

Only respondents who indicated "Yes" to Question 12/9 received this question.

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

Note: In the 2021 survey the answer option "Find information on the Presidential Memorial Certificate Program" was changed to "Find information on the certificate signed by the President of the United States honoring the Veteran's service."

Note: 2020 survey data is not available for "Other" responses.

Satisfaction with 800 Number Assistance

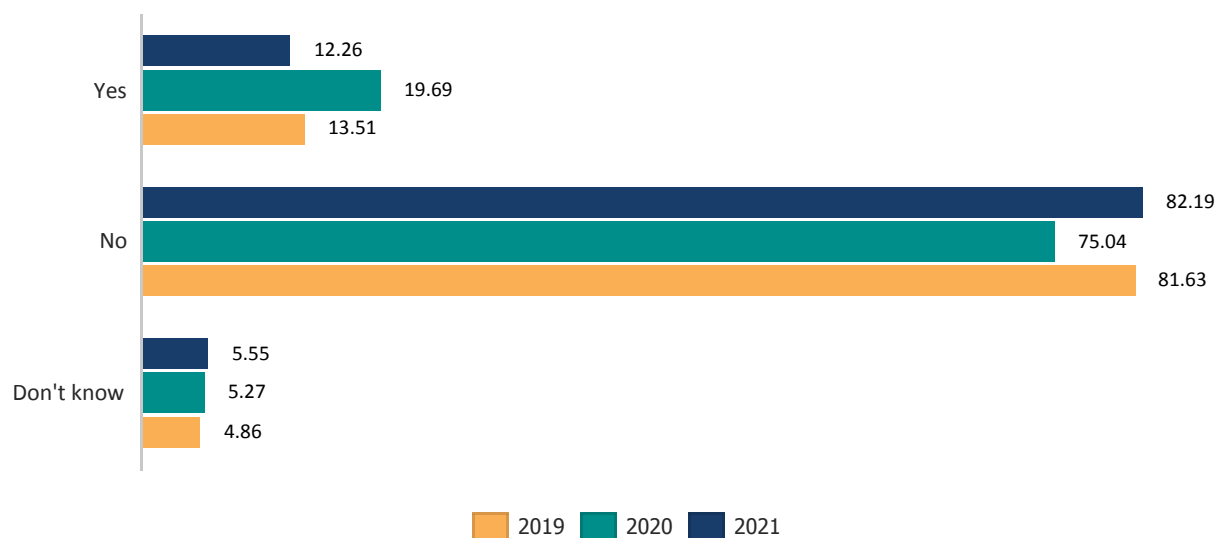
SECTION DESCRIPTION

- This section presents survey findings from next of kin and funeral directors on their satisfaction with information and assistance received from VA's 800 number.
- Questions that were asked of both funeral directors and next of kin are presented together in All Respondents graphs followed by the sample type's respective graph.
- When presented together, the first number presented for the question is the question number for the next of kin, and the second is the question number for funeral directors.
- Due to rounding, some percentages may not sum to 100%.

Satisfaction with 800 Number Assistance

Question 8/5: Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?

ALL RESPONDENTS

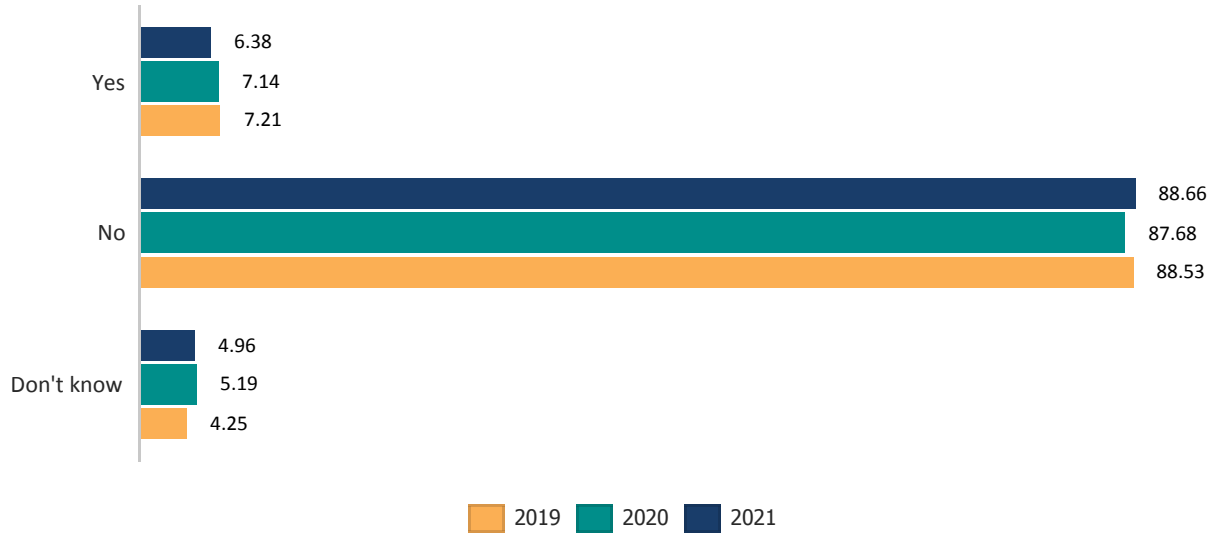


	Year	n	Yes	No	Don't know
NCA	2021	4341	12.26%	82.19%	5.55%
	2020	4748	19.69%	75.04%	5.27%
	2019	5063	13.51%	81.63%	4.86%

Satisfaction with 800 Number Assistance

Question 8/5: Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?

NEXT OF KIN

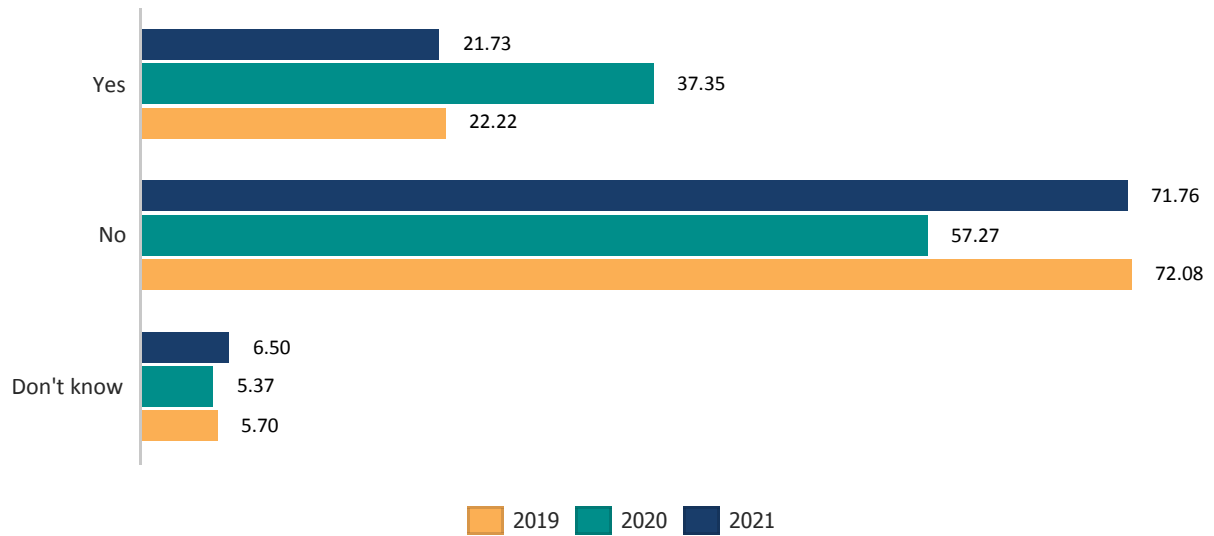


	Year	n	Yes	No	Don't know
NEXT OF KIN	2021	2680	6.38%	88.66%	4.96%
	2020	2775	7.14%	87.68%	5.19%
	2019	2939	7.21%	88.53%	4.25%

Satisfaction with 800 Number Assistance

Question 8/5: Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?

FUNERAL DIRECTORS

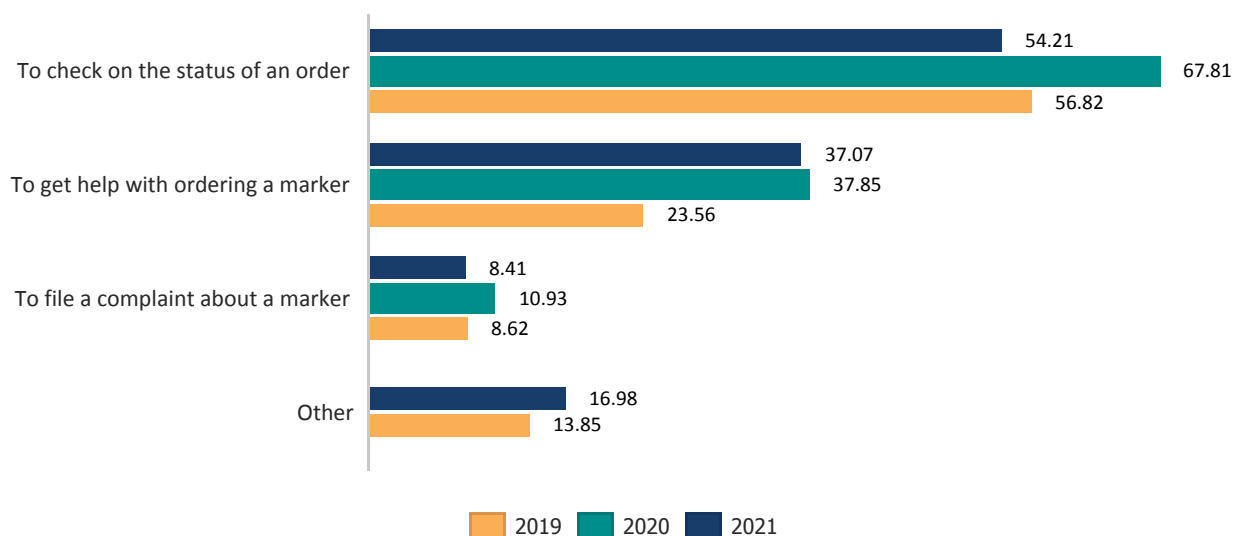


	Year	n	Yes	No	Don't know
FUNERAL DIRECTORS	2021	1661	21.73%	71.76%	6.50%
	2020	1973	37.35%	57.27%	5.37%
	2019	2124	22.22%	72.08%	5.70%

Satisfaction with 800 Number Assistance

Question 10/7: Why did you call NCA? (Mark all that apply)

ALL RESPONDENTS



	Year	n	To check on the status of an order	To get help with ordering a marker	To file a complaint about a marker	Other
NCA	2021	642	54.21%	37.07%	8.41%	16.98%
	2020	988	67.81%	37.85%	10.93%	N/A
	2019	917	56.82%	23.56%	8.62%	13.85%

Only respondents who indicated "Yes" or "Don't know" to Question 8/5 received this question.

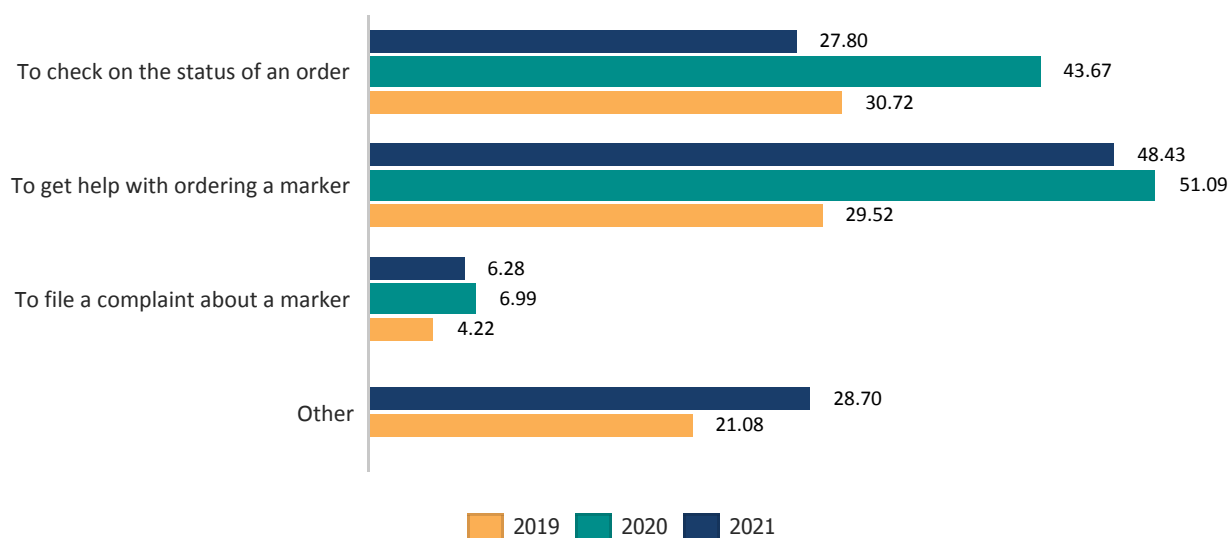
Note: As respondents could select more than one response option, percentages may not sum to 100.

Note: 2020 survey data is not available for "Other" responses.

Satisfaction with 800 Number Assistance

Question 10/7: Why did you call NCA? (Mark all that apply)

NEXT OF KIN



	Year	n	To check on the status of an order	To get help with ordering a marker	To file a complaint about a marker	Other
NEXT OF KIN	2021	223	27.80%	48.43%	6.28%	28.70%
	2020	229	43.67%	51.09%	6.99%	N/A
	2019	332	30.72%	29.52%	4.22%	21.08%

Only respondents who indicated "Yes" or "Don't know" to Question 8/5 received this question.

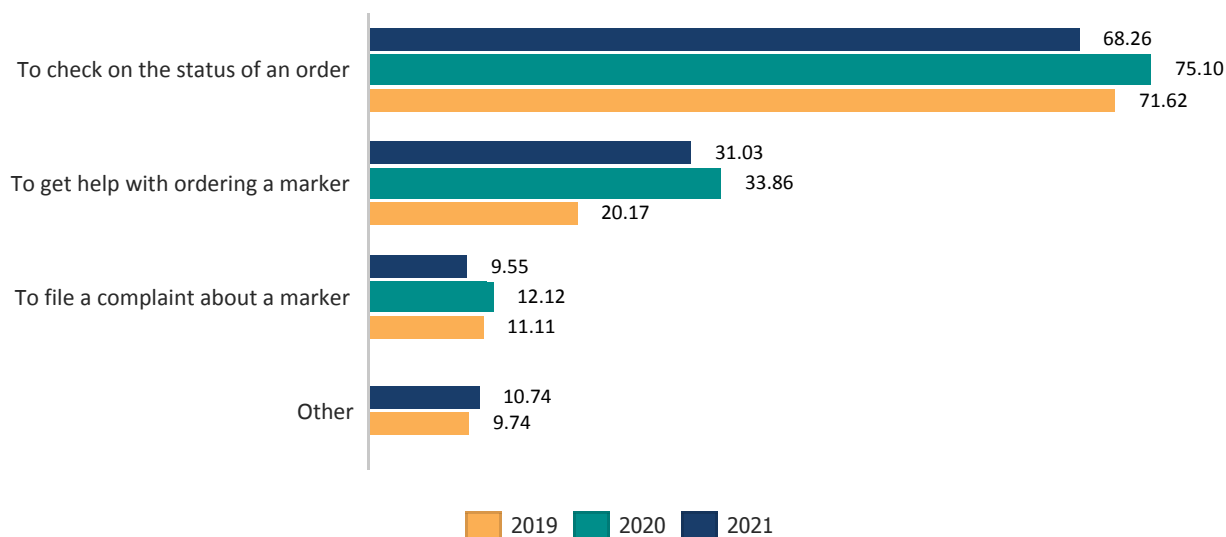
Note: As respondents could select more than one response option, percentages may not sum to 100.

Note: 2020 survey data is not available for "Other" responses.

Satisfaction with 800 Number Assistance

Question 10/7: Why did you call NCA? (Mark all that apply)

FUNERAL DIRECTORS



	Year	n	To check on the status of an order	To get help with ordering a marker	To file a complaint about a marker	Other
FUNERAL DIRECTORS	2021	419	68.26%	31.03%	9.55%	10.74%
	2020	759	75.10%	33.86%	12.12%	N/A
	2019	585	71.62%	20.17%	11.11%	9.74%

Only respondents who indicated "Yes" or "Don't know" to Question 8/5 received this question.

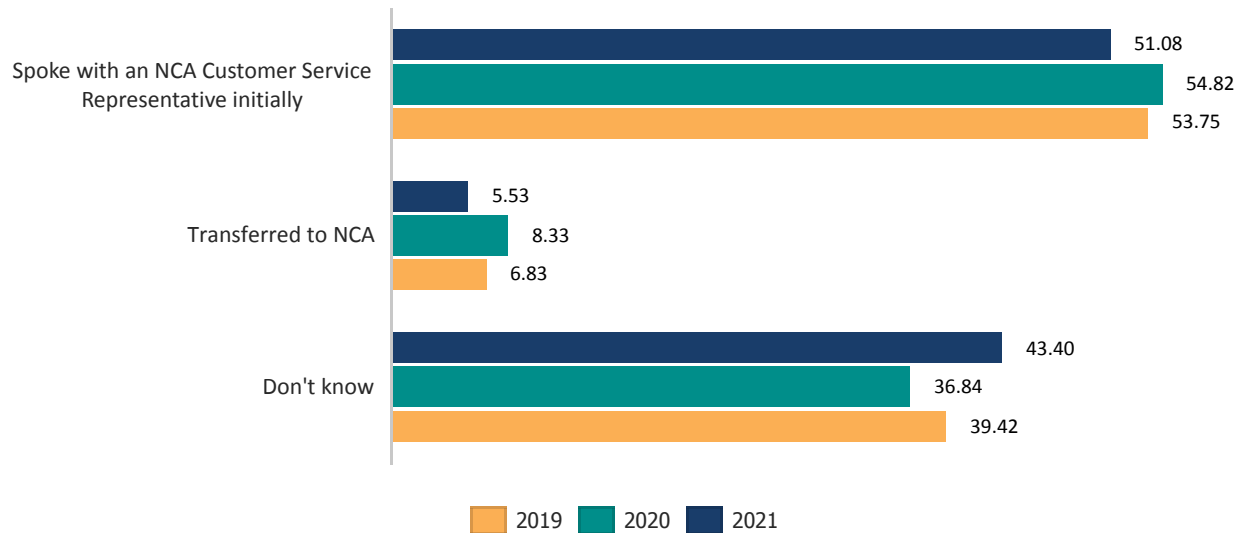
Note: As respondents could select more than one response option, percentages may not sum to 100.

Note: 2020 survey data is not available for "Other" responses.

Satisfaction with 800 Number Assistance

Question 9/6: Did you speak with an National Cemetary Administration (NCA) Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?

ALL RESPONDENTS



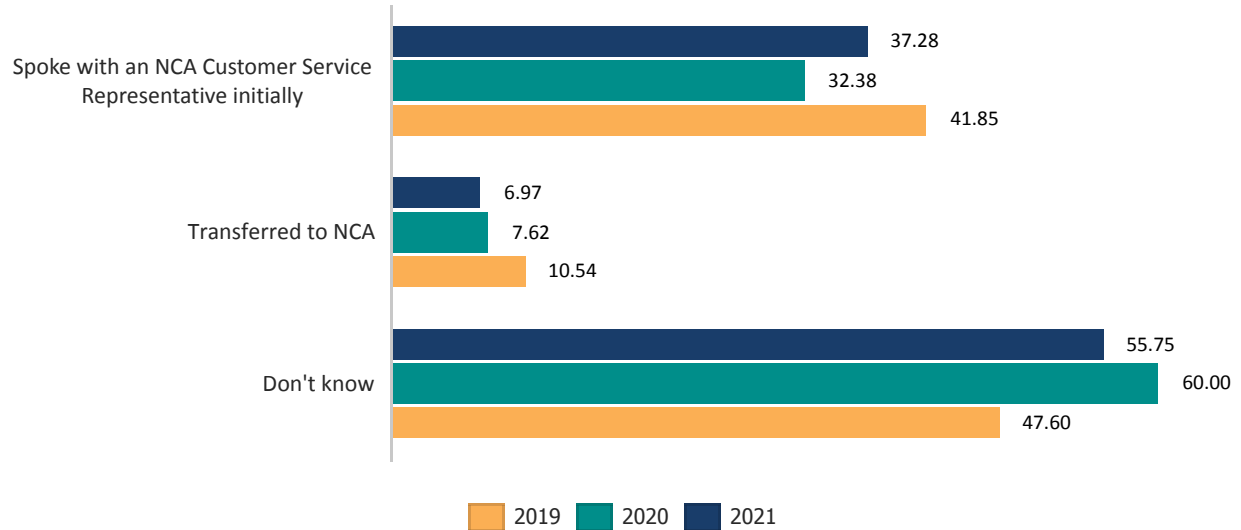
	Year	n	Spoke with an NCA customer Service Representative initially	Transferred to NCA	Don't know
NCA	2021	742	51.08%	5.53%	43.40%
	2020	1140	54.82%	8.33%	36.84%
	2019	893	53.75%	6.83%	39.42%

Only respondents who indicated "Yes" or "Don't know" to Question 8/5 received this question

Satisfaction with 800 Number Assistance

Question 9/6: Did you speak with an National Cemetary Administration (NCA) Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?

NEXT OF KIN



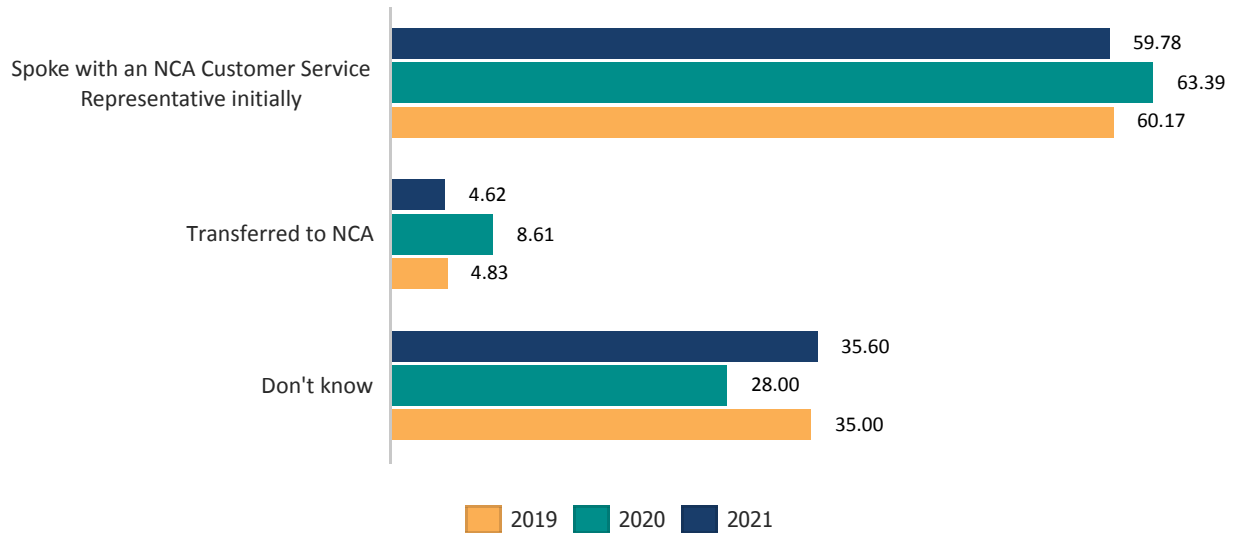
	Year	n	Spoke with an NCA customer Service Representative initially	Transferred to NCA	Don't know
NEXT OF KIN	2021	287	37.28%	6.97%	55.75%
	2020	315	32.38%	7.62%	60.00%
	2019	313	41.85%	10.54%	47.60%

Only respondents who indicated "Yes" or "Don't know" to Question 8/5 received this question

Satisfaction with 800 Number Assistance

Question 9/6: Did you speak with an National Cemetary Administration (NCA) Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?

FUNERAL DIRECTORS



	Year	n	Spoke with an NCA customer Service Representative initially	Transferred to NCA	Don't know
FUNERAL DIRECTORS	2021	455	59.78%	4.62%	35.60%
	2020	825	63.39%	8.61%	28.00%
	2019	580	60.17%	4.83%	35.00%

Only respondents who indicated "Yes" or "Don't know" to Question 8/5 received this question

Funeral Director Satisfaction with Scheduling

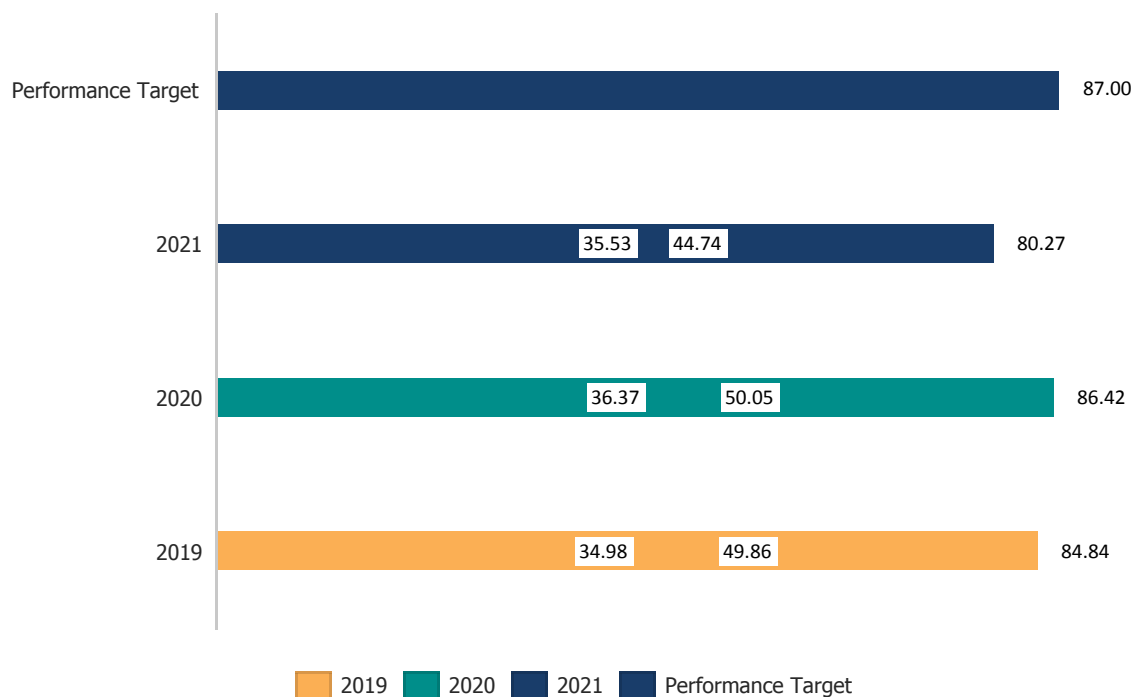
SECTION DESCRIPTION

- This section presents survey findings from funeral directors on their satisfaction with the National Cemetery Scheduling Office on various aspects involved with scheduling an interment at a national cemetery or State or Tribal Veterans Cemetery.
- Data for this new section is taken from the National Cemetery Administration's 2021 Funeral Director Satisfaction Survey.
- An "NC FD" before the question number denotes that the data in the chart and table was taken from the National Cemeteries Next of Kin/Family Member Satisfaction Survey section of the Funeral Director Satisfaction Survey, while "STVC FD" denotes that the data was taken from the State or Tribal Veterans Cemeteries Next of Kin/Family Member Satisfaction Survey section of the Funeral Director Satisfaction Survey.
- Due to rounding, some percentages may not sum to 100%.

Funeral Director Satisfaction with Scheduling

NC FD Question 18: How easy is the process of scheduling an interment at the national cemetery?

FUNERAL DIRECTORS

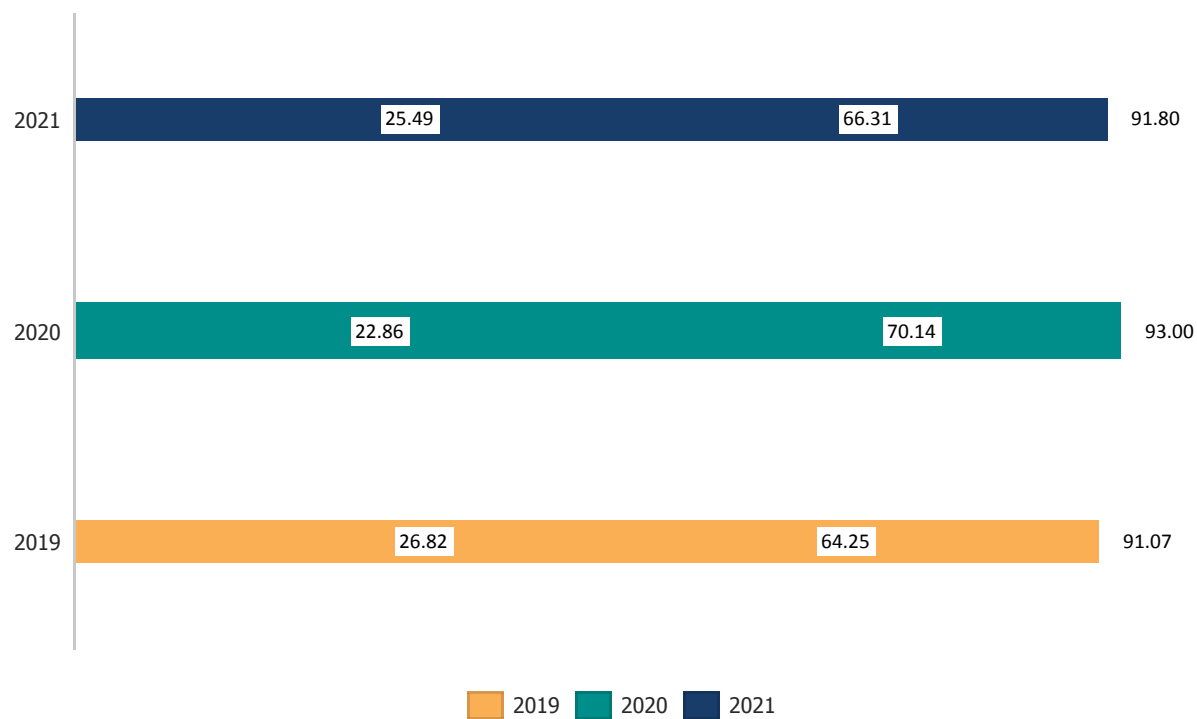


	Year	n	Very easy	*Change Score	Somewhat easy	Neither / Nor	Somewhat hard	Very hard
FUNERAL DIRECTORS	2021	1987	44.74%	-5.31%	35.53%	9.31%	6.89%	3.52%
	2020	2084	50.05%	0.19%	36.37%	8.11%	4.51%	0.96%
	2019	2513	49.86%	7.03%	34.98%	8.75%	5.17%	1.23%

Funeral Director Satisfaction with Scheduling

STVC FD Question 17: How easy is the process of scheduling an interment at the State or Tribal Veterans Cemetery?

FUNERAL DIRECTORS



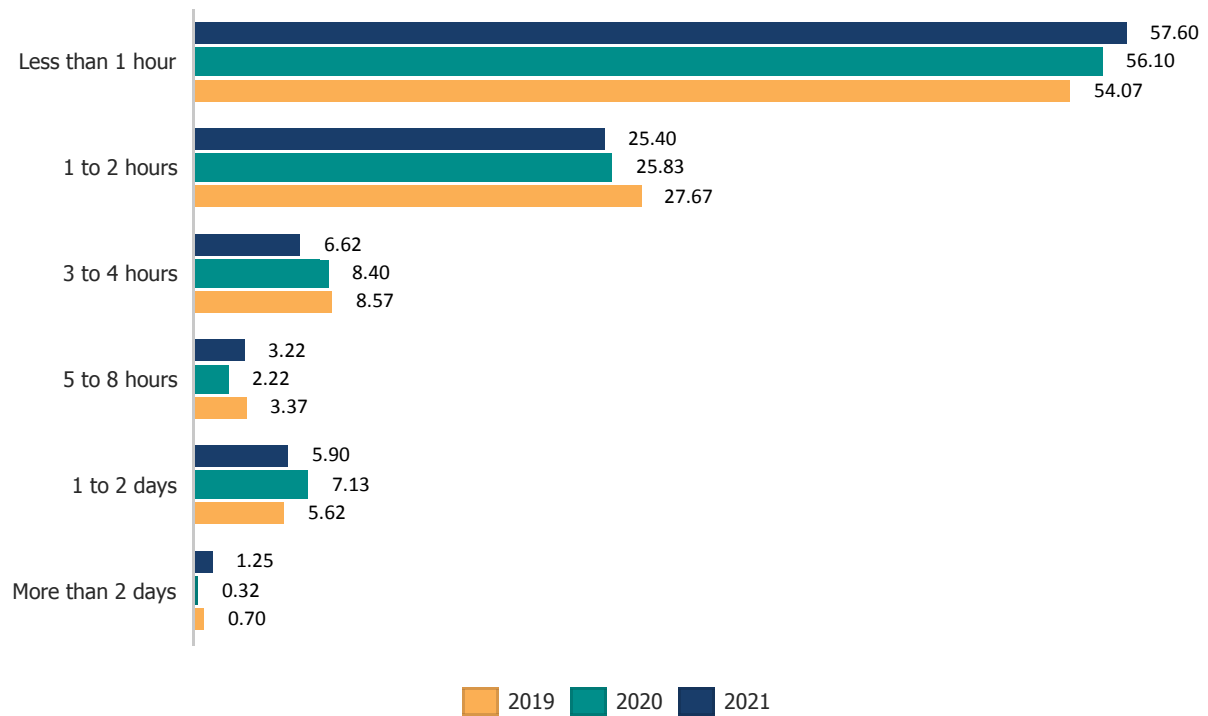
	Year	n	Very easy	*Change Score	Somewhat easy	Neither / Nor	Somewhat hard	Very hard
FUNERAL DIRECTORS	2021	561	66.31%	-3.83%	25.49%	4.81%	2.67%	0.71%
	2020	643	70.14%	5.89%	22.86%	4.67%	1.87%	0.47%
	2019	716	64.25%	-1.50%	26.82%	6.56%	1.54%	0.84%

*The change scores represent the difference between the "Very easy" categories for the row year and the previous year.

Funeral Director Satisfaction with Scheduling

STVC FD Question 18: How long does it typically take to confirm the scheduling of an interment with the State or Tribal Veterans Cemetery?

FUNERAL DIRECTORS

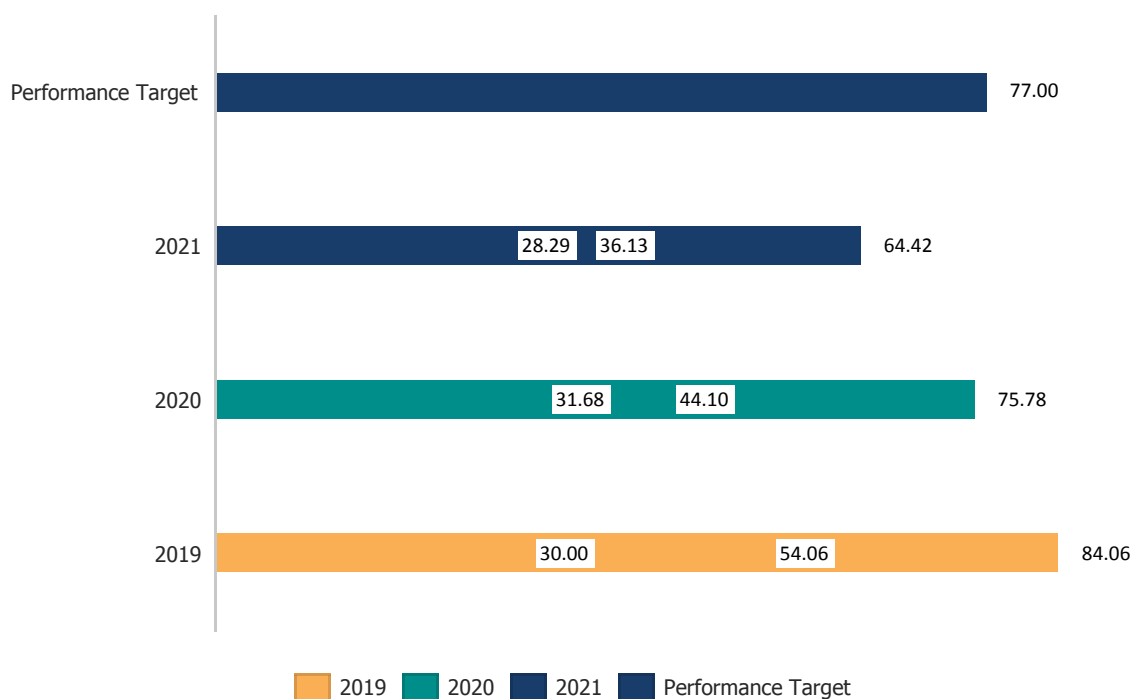


	Year	n	Less than 1 hour	1 to 2 hours
FUNERAL DIRECTORS	2021	559	57.60%	25.40%
	2020	631	56.10%	25.83%
	2019	712	54.07%	27.67%

Funeral Director Satisfaction with Scheduling

NC FD Question 19: Overall, how satisfied were you with the length of time you were on the phone to schedule an interment with the National Cemetery Scheduling Office?

FUNERAL DIRECTORS



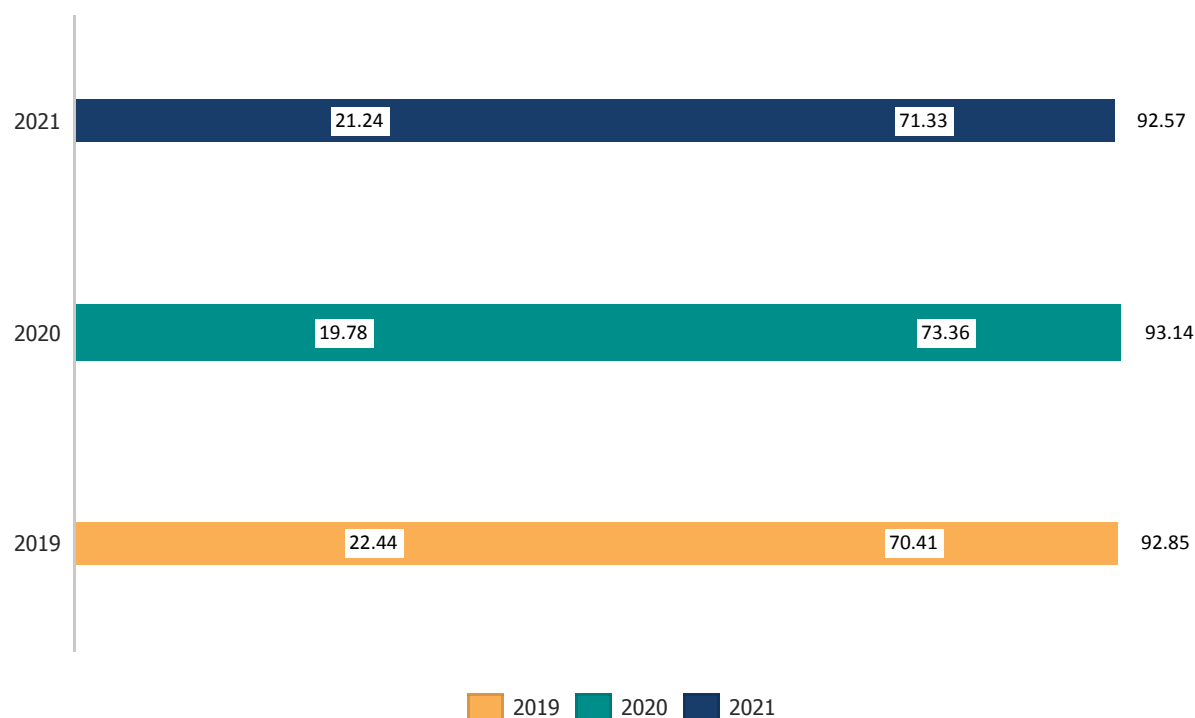
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither/ Nor	Somewhat dissatisfied	Very dissatisfied
FUNERAL DIRECTORS	2021	1990	36.13%	-7.97%	28.29%	12.31%	14.42%	8.84%
	2020	2077	44.10%	-9.96%	31.68%	11.12%	10.21%	2.89%
	2019	2510	54.06%	10.41%	30.00%	7.93%	6.41%	1.59%

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

Funeral Director Satisfaction with Scheduling

STVC FD Question 19: Overall, how satisfied were you with the length of time it took to confirm the scheduling of an interment?

FUNERAL DIRECTORS



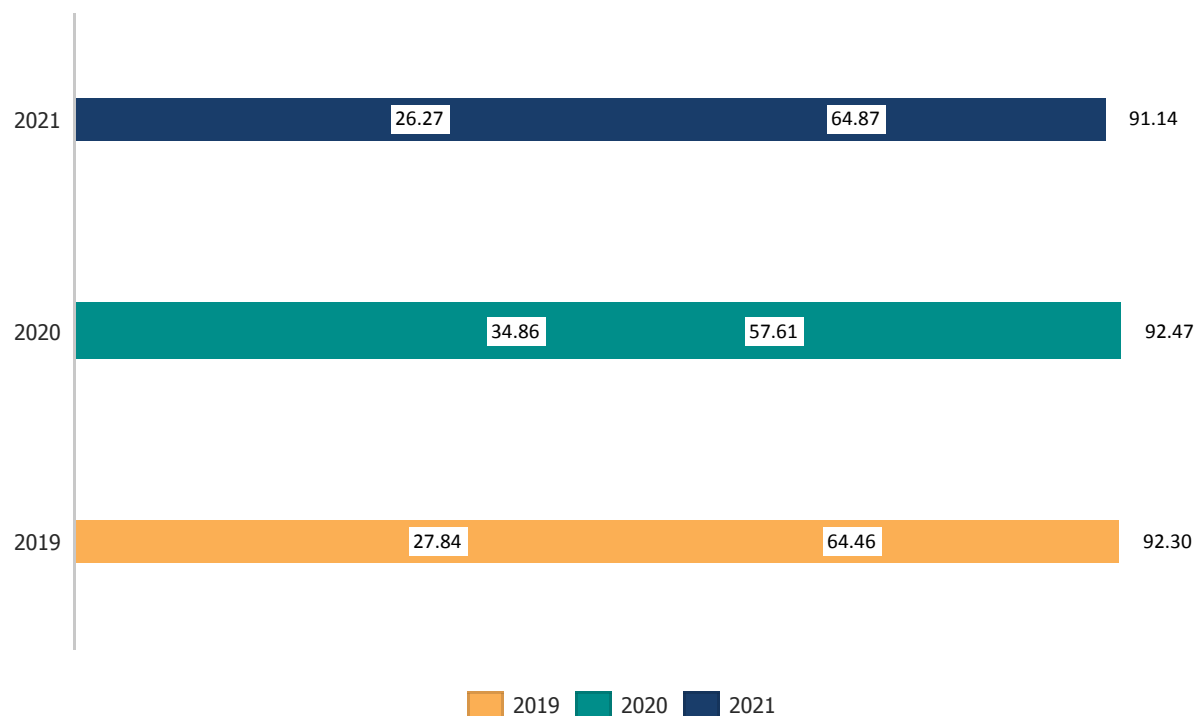
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither/ Nor	Somewhat dissatisfied	Very dissatisfied
FUNERAL DIRECTORS	2021	565	71.33%	-2.03%	21.24%	5.84%	1.59%	0.00%
	2020	642	73.36%	2.95%	19.78%	4.98%	1.71%	0.16%
	2019	713	70.41%	-2.80%	22.44%	5.05%	1.40%	0.70%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Funeral Director Satisfaction with Scheduling

NC FD Question 32: The National Cemetery Scheduling Office's hours of operation meet my needs for scheduling services.

FUNERAL DIRECTORS

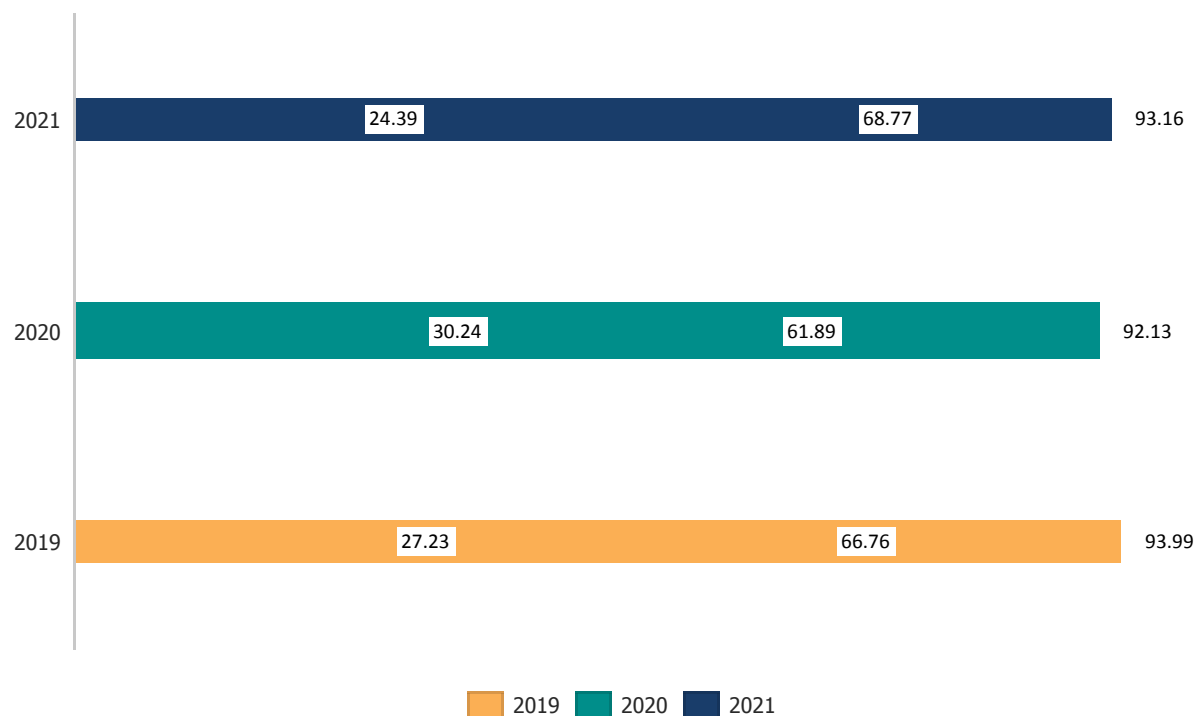


	Year	n	Strongly agree	*Change Score	Agree	Neither/ Nor	Disagree	Strongly disagree
FUNERAL DIRECTORS	2021	1964	64.87%	7.26%	26.27%	5.60%	1.88%	1.37%
	2020	2071	57.61%	-6.85%	34.86%	5.26%	1.83%	0.43%
	2019	2493	64.46%	1.91%	27.84%	5.42%	1.76%	0.52%

Appendix A: Respondent Characteristics

STVC FD Question 32: The State or Tribal Veterans Cemetery hours of operation meet my needs for scheduling services.

FUNERAL DIRECTORS



	Year	n	Strongly agree	*Change Score	Agree	Neither/ Nor	Disagree	Strongly disagree
FUNERAL DIRECTORS	2021	570	68.77%	6.88%	24.39%	3.86%	1.40%	1.58%
	2020	635	61.89%	-4.87%	30.24%	5.04%	2.05%	0.79%
	2019	716	66.76%	2.30%	27.23%	3.91%	1.54%	0.56%

Satisfaction with Quality of Products and Services

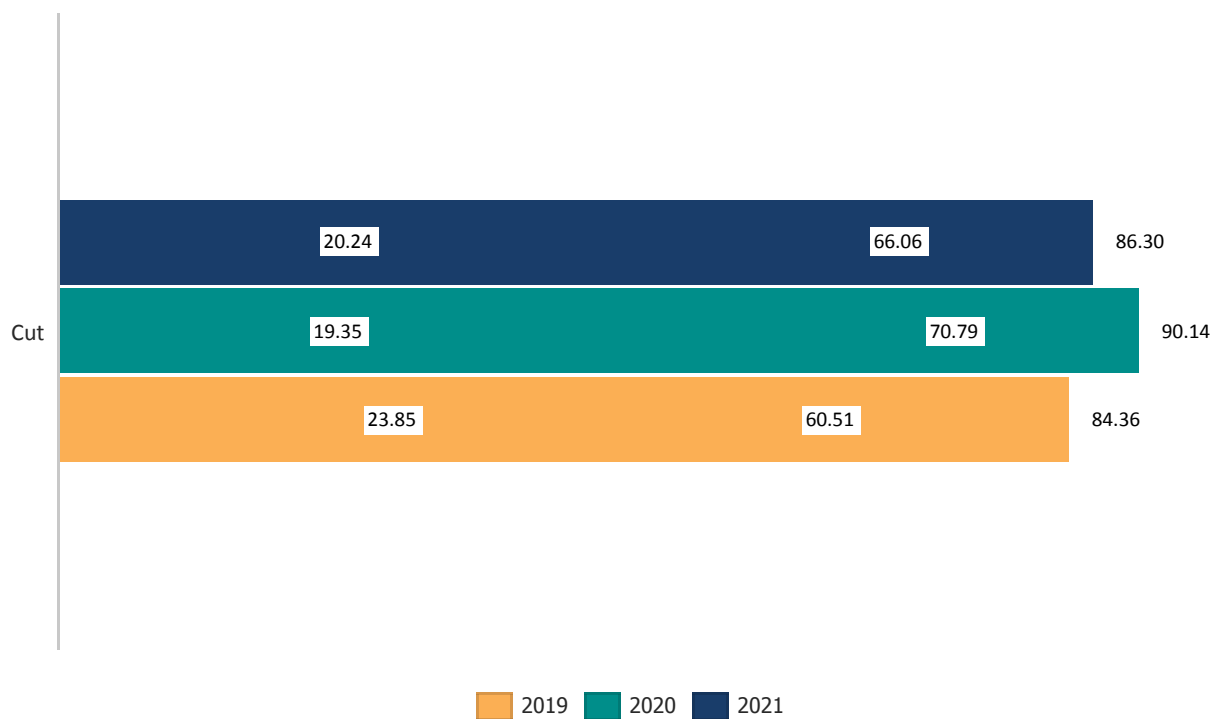
SECTION DESCRIPTION

- This section presents survey findings from funeral directors on their satisfaction with the quality of VA headstones.
- Due to rounding, some percentages may not sum to 100%.

Satisfaction with Quality of Products and Services

Question 20A: Generally, how would you rate the quality of the VA headstones or markers received compared to those received in previous years in the following areas?

FUNERAL DIRECTORS



	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2021	1606	66.06%	-4.73%	20.24%	13.51%	0.12%	0.06%
	2020	1938	70.79%	10.28%	19.35%	9.80%	0.00%	0.05%
	2019	2059	60.51%	1.00%	23.85%	15.40%	0.19%	0.05%

*The change scores represent the difference between the "Excellent" categories for the row year and the previous year.

Satisfaction with Quality of Products and Services

Question 20B: Generally, how would you rate the quality of the VA headstones or markers received compared to those received in previous years in the following areas?

FUNERAL DIRECTORS



	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2021	1590	64.97%	-4.32%	19.69%	14.72%	0.25%	0.38%
	2020	1918	69.29%	9.41%	19.92%	10.43%	0.16%	0.21%
	2019	2044	59.88%	1.70%	22.60%	16.78%	0.68%	0.05%

*The change scores represent the difference between the "Excellent" categories for the row year and the previous year.

Satisfaction with Quality of Products and Services

Question 20C: Generally, how would you rate the quality of the VA headstones or markers received compared to those received in previous years in the following areas?

FUNERAL DIRECTORS



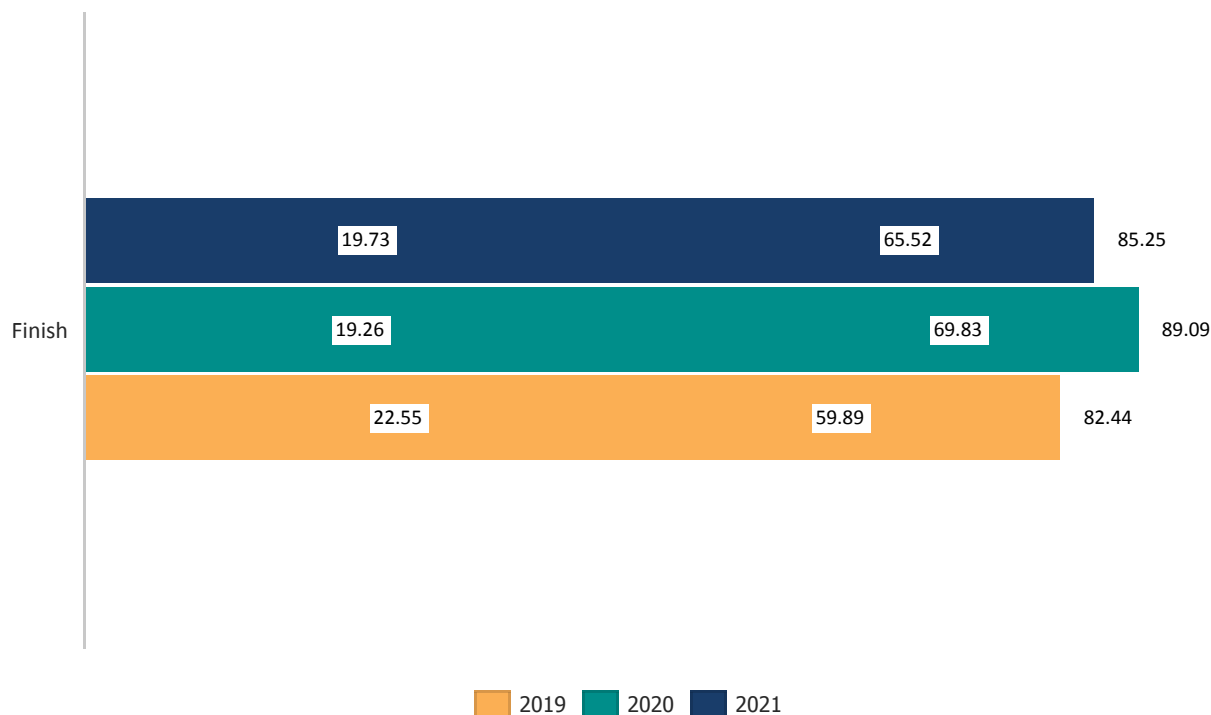
	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2021	1590	65.41%	-4.16%	19.37%	14.78%	0.31%	0.13%
	2020	1926	69.57%	8.91%	19.73%	10.54%	0.16%	0.00%
	2019	2049	60.66%	2.00%	21.91%	17.23%	0.20%	0.00%

*The change scores represent the difference between the "Excellent" categories for the row year and the previous year.

Satisfaction with Quality of Products and Services

Question 20D: Generally, how would you rate the quality of the VA headstones or markers received compared to those received in previous years in the following areas?

FUNERAL DIRECTORS



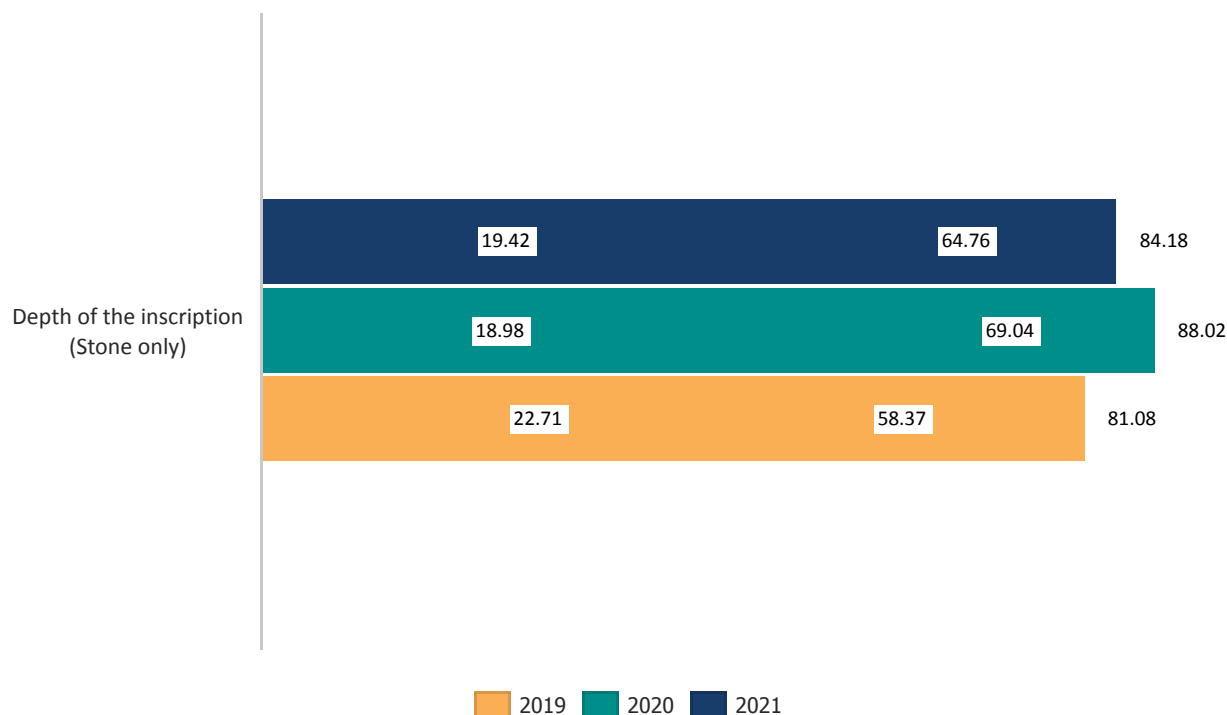
	Year	n	Excellent	*Change Score	Above average	Average	Below Average	Extremely poor
FUNERAL DIRECTORS	2021	1566	65.52%	-4.31%	19.73%	14.56%	0.13%	0.06%
	2020	1926	69.83%	9.94%	19.26%	10.70%	0.16%	0.05%
	2019	2027	59.89%	1.00%	22.55%	17.17%	0.39%	0.00%

*The change scores represent the difference between the "Excellent" categories for the row year and the previous year.

Satisfaction with Quality of Products and Services

Question 20E: Generally, how would you rate the quality of the VA headstones or markers received compared to those received in previous years in the following areas?

FUNERAL DIRECTORS



	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2021	1416	64.76%	-4.28%	19.42%	15.25%	0.49%	0.07%
	2020	1828	69.04%	10.67%	18.98%	11.49%	0.38%	0.11%
	2019	1845	58.37%	1.30%	22.71%	17.99%	0.81%	0.11%

*The change scores represent the difference between the "Excellent" categories for the row year and the previous year.

Satisfaction with Delivery of Headstone, Marker or Medallion

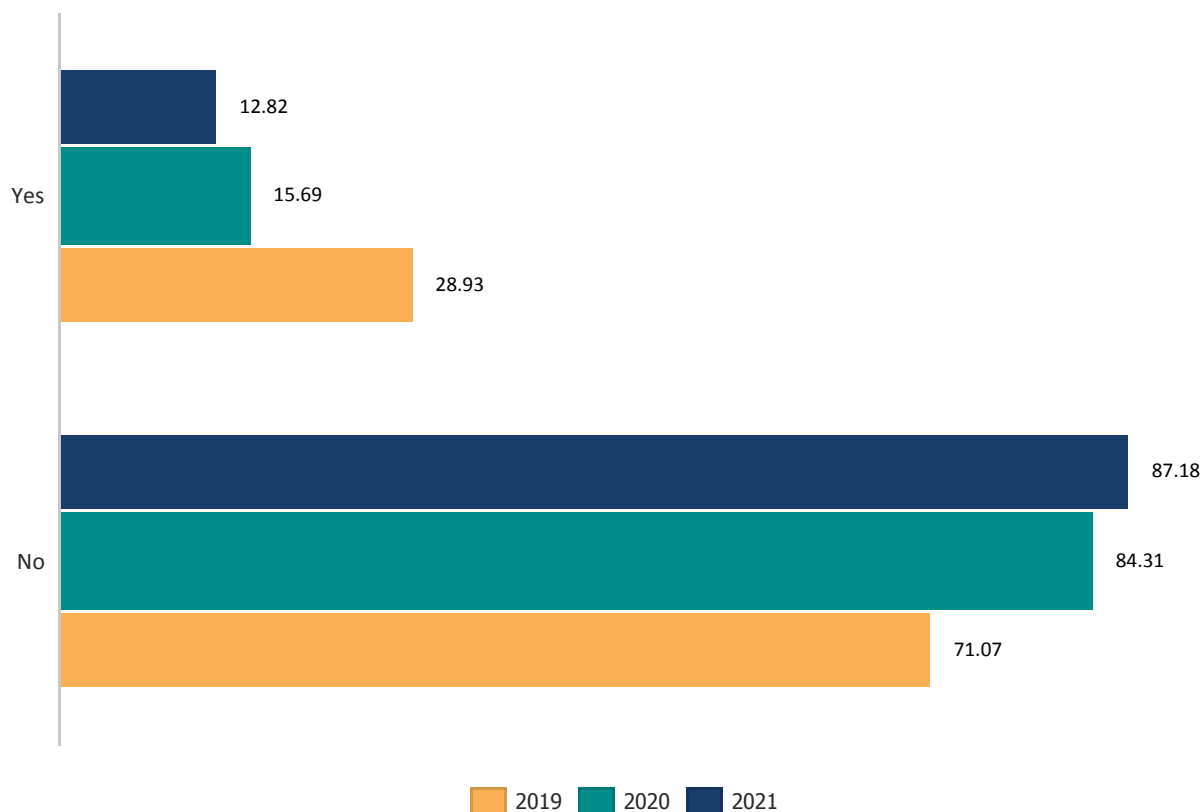
SECTION DESCRIPTION

- This section presents survey findings from funeral directors on their satisfaction with various MPS products. Satisfaction ratings are provided for headstones, markers, or medallions.
- Due to rounding, some percentages may not sum to 100%.

Satisfaction with Delivery of Headstone, Marker or Medallion

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

FUNERAL DIRECTORS



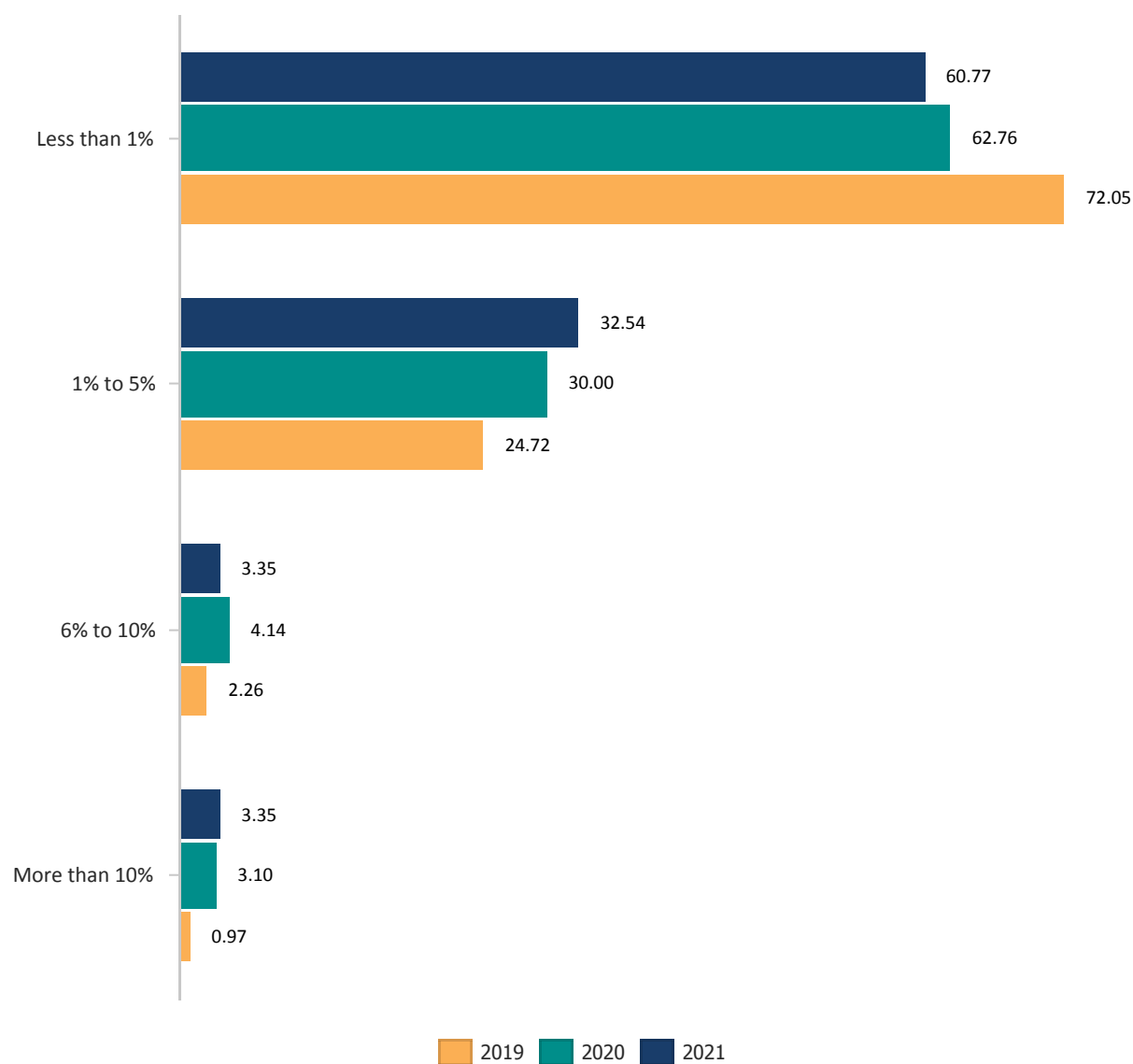
	Year	n	Yes	No
FUNERAL DIRECTORS	2021	1662	12.82%	87.18%
	2020	1944	15.69%	84.31%
	2019	2126	28.93%	71.07%

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

Satisfaction with Delivery of Headstone, Marker or Medallion

Question 17: About what percentage of the markers that you receive have problems?

FUNERAL DIRECTORS



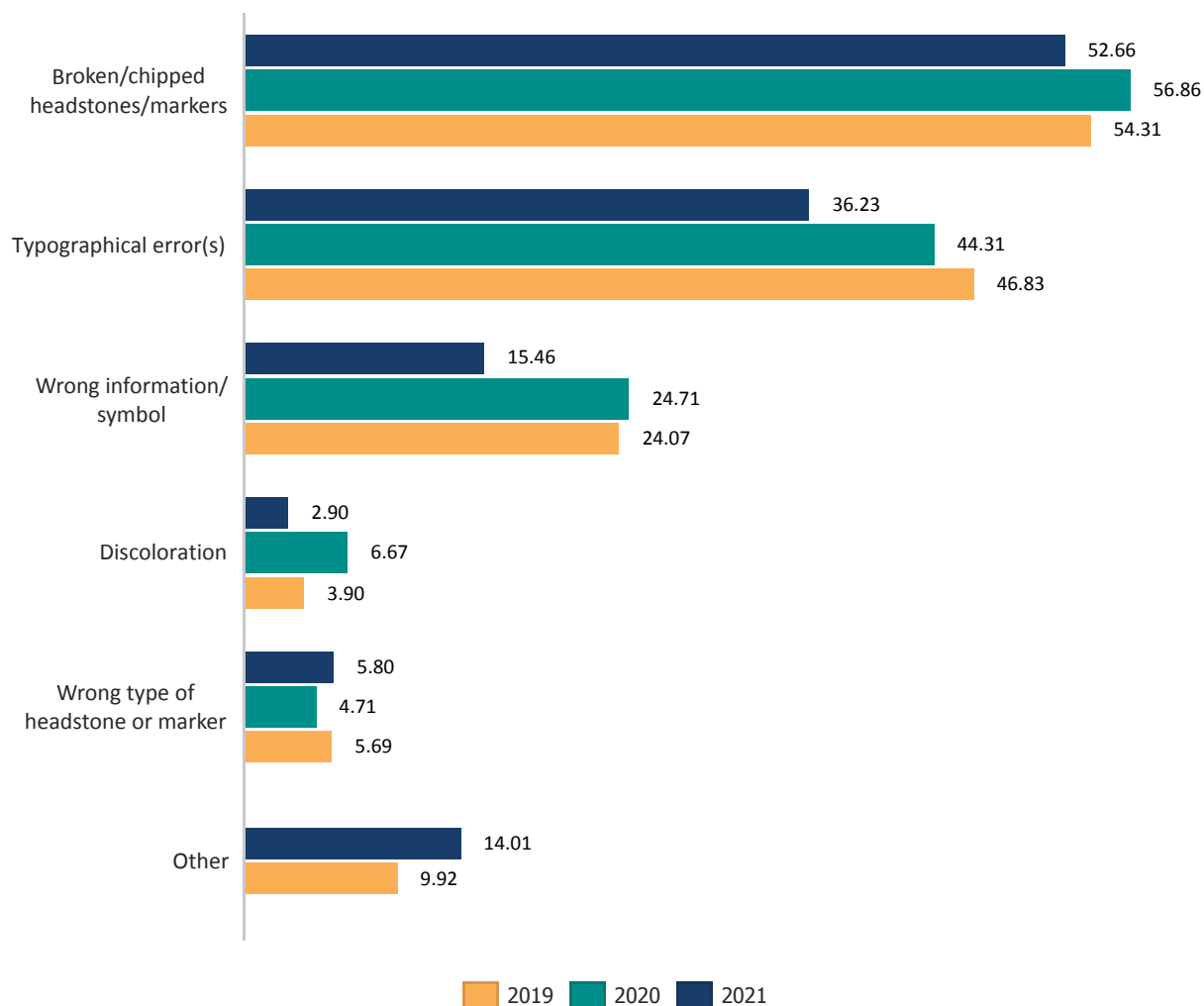
	Year	n	Less than 1%	1% to 5%	6% to 10%	More than 10%
FUNERAL DIRECTORS	2021	209	60.77%	32.54%	3.35%	3.35%
	2020	290	62.76%	30.00%	4.14%	3.10%
	2019	619	72.05%	24.72%	2.26%	0.97%

Only respondents who indicated "Yes" to Question 16 (FD) received this question.

Satisfaction with Delivery of Headstone, Marker or Medallion

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

FUNERAL DIRECTORS



	Year	n	Broken/chipped	Typographical error(s)	Wrong information/symbol	Discoloration	Wrong type of headstone or marker	Other
FUNERAL DIRECTORS	2021	207	52.66%	36.23%	15.46%	2.90%	5.80%	14.01%
	2020	255	56.86%	44.31%	24.71%	6.67%	4.71%	N/A
	2019	615	54.31%	46.83%	24.07%	3.90%	5.69%	9.92%

Only respondents who indicated "Yes" to Question 16 (FD) received this question.

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

Note: 2020 survey data is not available for "Other" responses.

Presidential Memorial Certificate (PMC) and Additional Costs

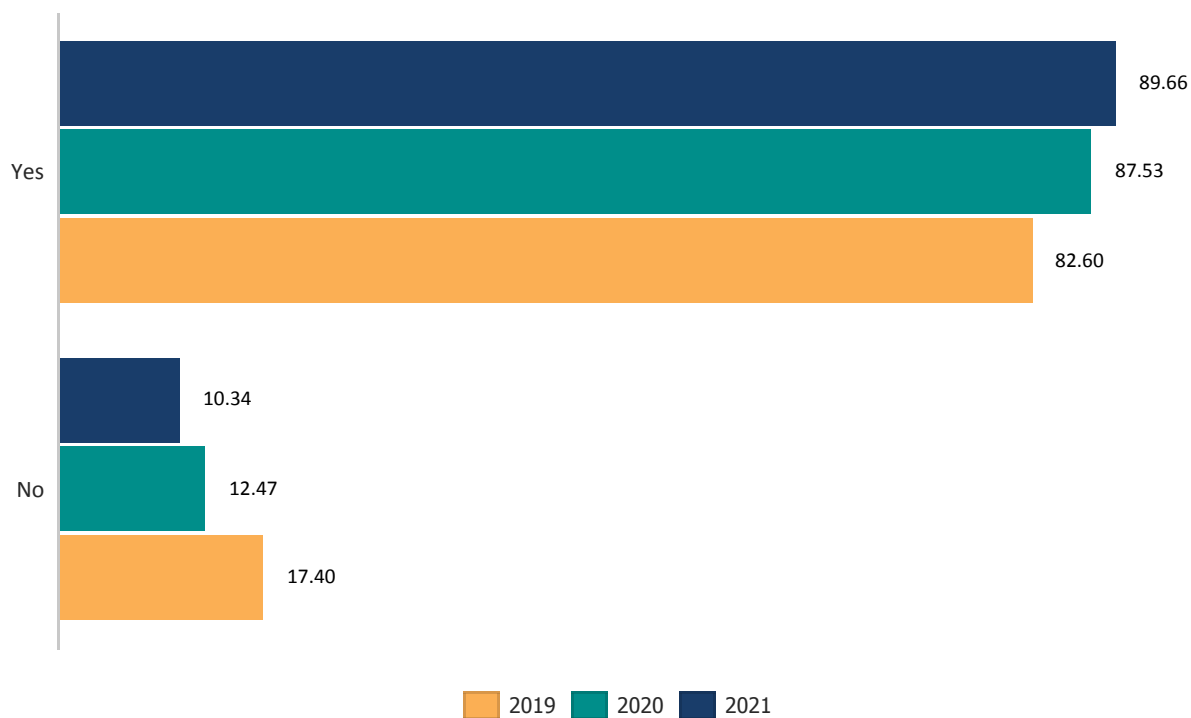
SECTION DESCRIPTION

- This section presents survey findings from next of kin and funeral directors on their satisfaction with the Presidential Memorial Certificate (PMC) and additional costs next of kin were required to pay regarding the government headstone, marker, or medallion.
- This section also presents survey findings from the 2021 National Cemeteries Next of Kin/Family Member Satisfaction Survey and State or Tribal Veterans Cemeteries Next of Kin/Family Member Satisfaction Survey regarding next of kin satisfaction with the quality of the PMC.
- An “NC” before the question number denotes that the data in the chart and table was taken from the 2021 National Cemeteries Next of Kin/Family Member Satisfaction Survey, while “STVC” denotes that the data was taken from the State or Tribal Veterans Cemeteries Next of Kin/Family Member Satisfaction Survey.
- Due to rounding, some percentages may not sum to 100%.

Presidential Memorial Certificate (PMC) and Additional Costs

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

FUNERAL DIRECTORS

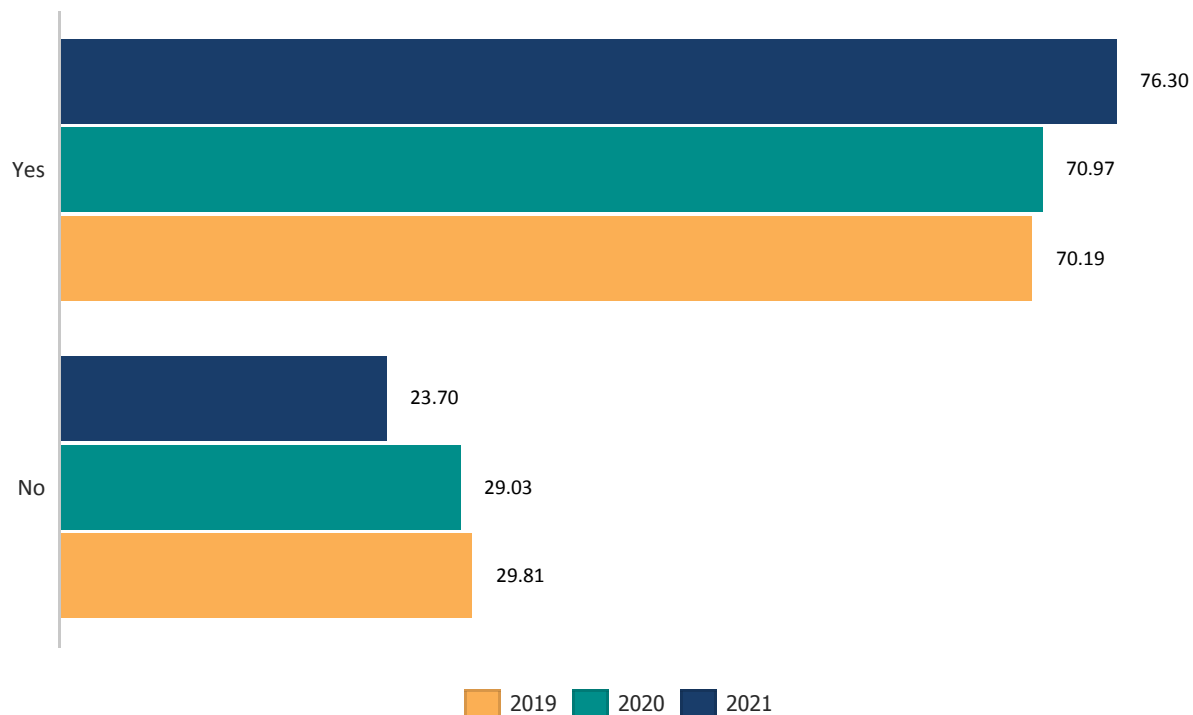


FUNERAL DIRECTORS	Year	n	Yes	No
	2021	1683	89.66%	10.34%
	2020	1972	87.53%	12.47%
	2019	2127	82.60%	17.40%

Presidential Memorial Certificate (PMC) and Additional Costs

Question 23: Do you typically inform your clients about the program?

FUNERAL DIRECTORS



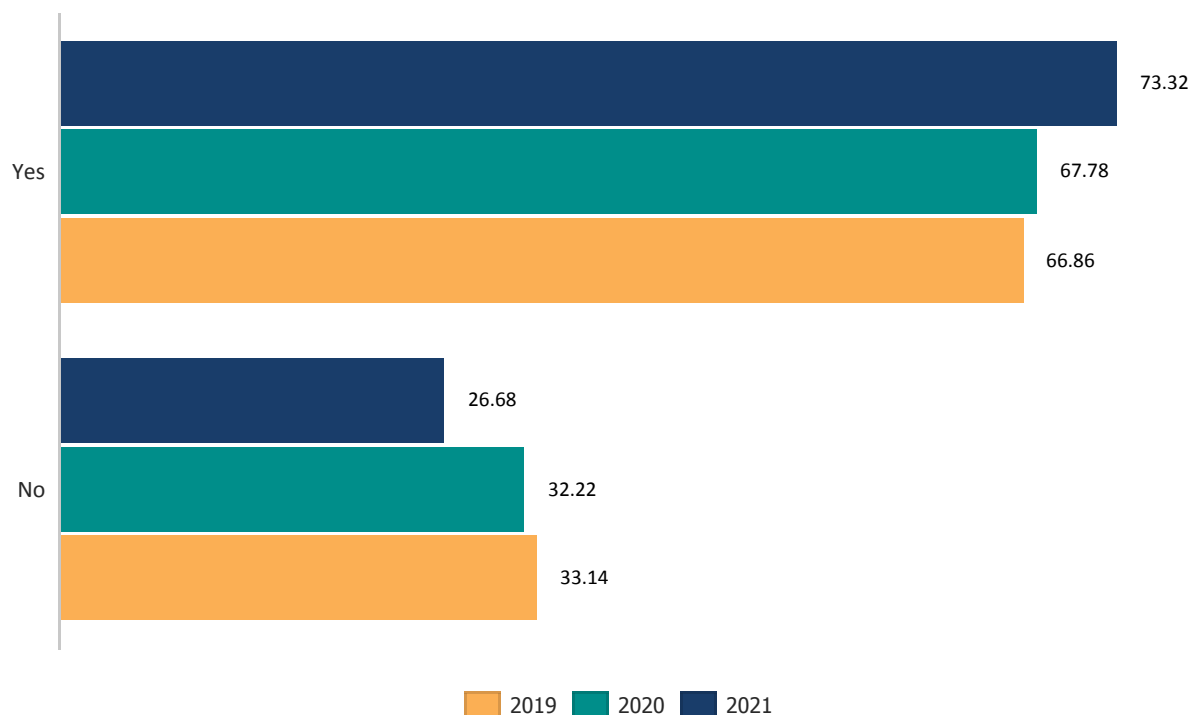
	Year	n	Yes	No
FUNERAL DIRECTORS	2021	1460	76.30%	23.70%
	2020	1705	70.97%	29.03%
	2019	1704	70.19%	29.81%

Only respondents who indicated "Yes" to Question 22 (FD) received this question.

Presidential Memorial Certificate (PMC) and Additional Costs

Question 24: Do you typically order the certificate(s) for your client?

FUNERAL DIRECTORS



	Year	n	Yes	No
FUNERAL DIRECTORS	2021	1462	73.32%	26.68%
	2020	1704	67.78%	32.22%
	2019	1702	66.86%	33.14%

Only respondents who indicated "Yes" to Question 22 (FD) received this question.

Presidential Memorial Certificate (PMC) and Additional Costs

Question 21: Did you order and/or receive a certificate signed by the President of the United States honoring the Veteran's service?

NEXT OF KIN



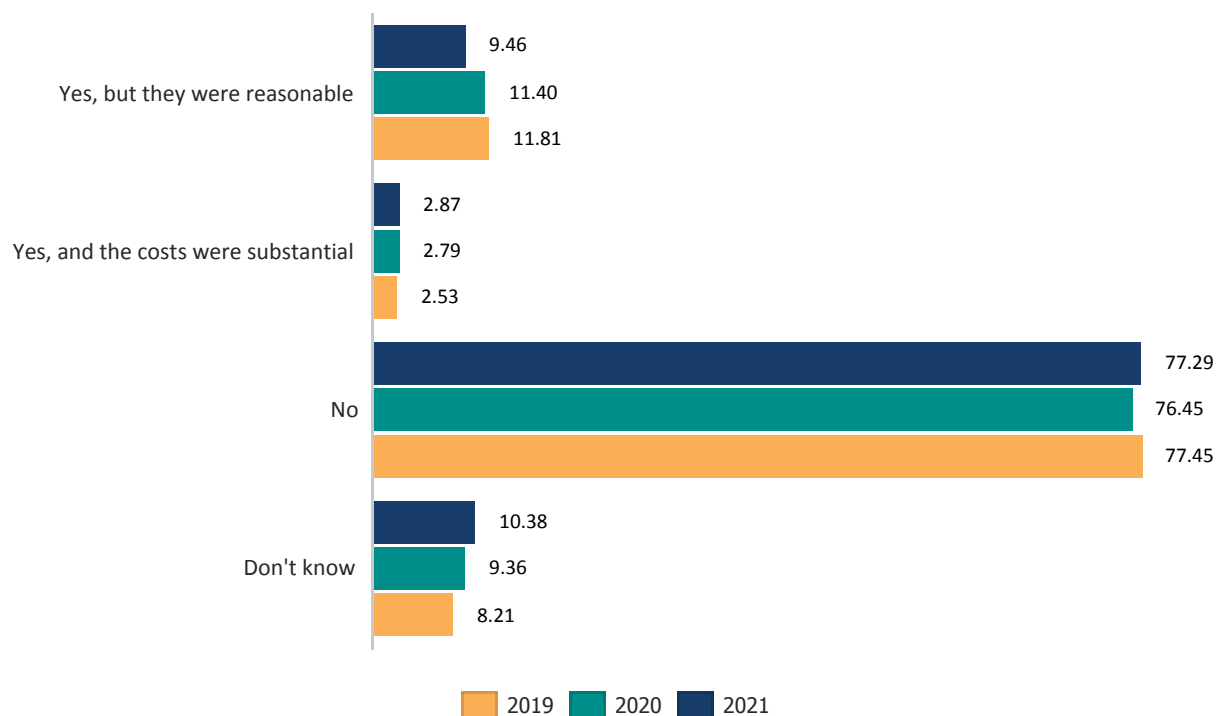
	Year	n	Yes – Requested and received	Yes – Received, but not requested	No – Requested, not received	No – Did not receive	Don't know
NEXT OF KIN	2021	2645	34.59%	35.69%	2.57%	14.93%	12.21%
	2020	2773	31.66%	42.30%	2.27%	12.01%	11.76%
	2019	2885	22.77%	32.37%	6.48%	11.85%	26.52%

Note: Prior to 2020, the Question wording was: Did you order and/or receive a Presidential Memorial Certificate (PMC)?

Presidential Memorial Certificate (PMC) and Additional Costs

Question 26: Were you required to pay any fees regarding your government headstone, marker, or medallion?

NEXT OF KIN

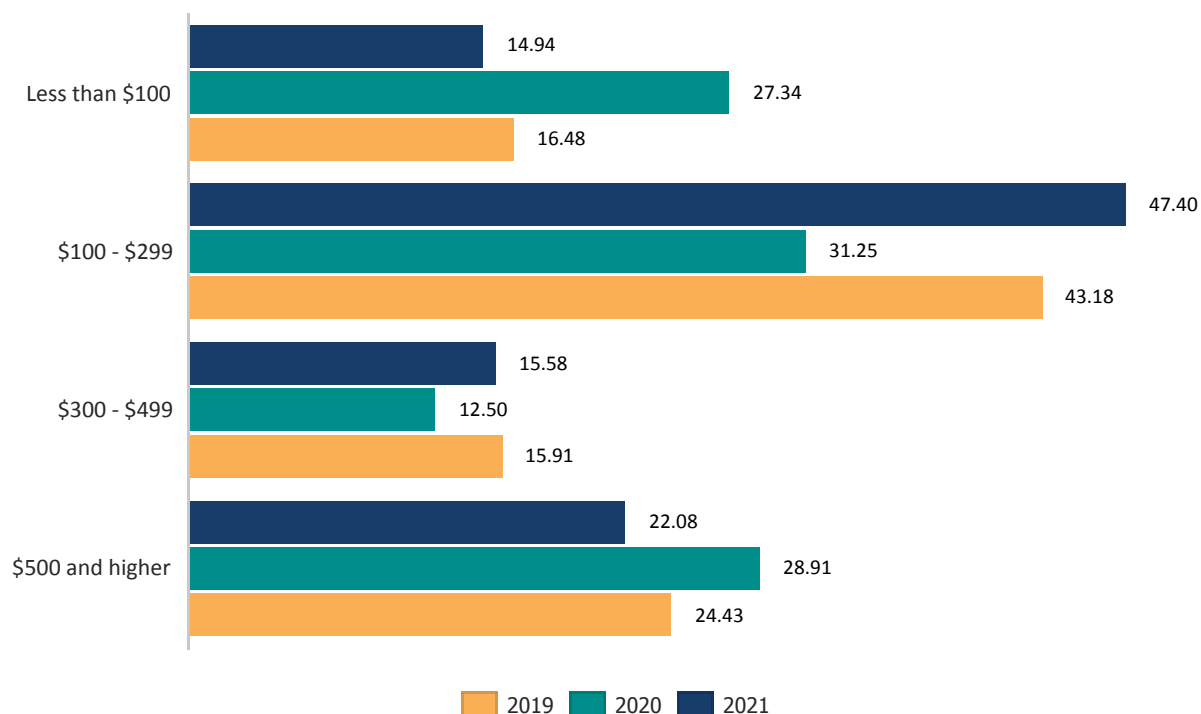


	Year	n	Yes, but they were reasonable	Yes, and the costs were substantial	No	Don't know
NEXT OF KIN	2021	2611	9.46%	2.87%	77.29%	10.38%
	2020	2798	11.40%	2.79%	76.45%	9.36%
	2019	2922	11.81%	2.53%	77.45%	8.21%

Presidential Memorial Certificate (PMC) and Additional Costs

Question 27: If you ordered a Bronze marker, what amount were you required to pay?

NEXT OF KIN



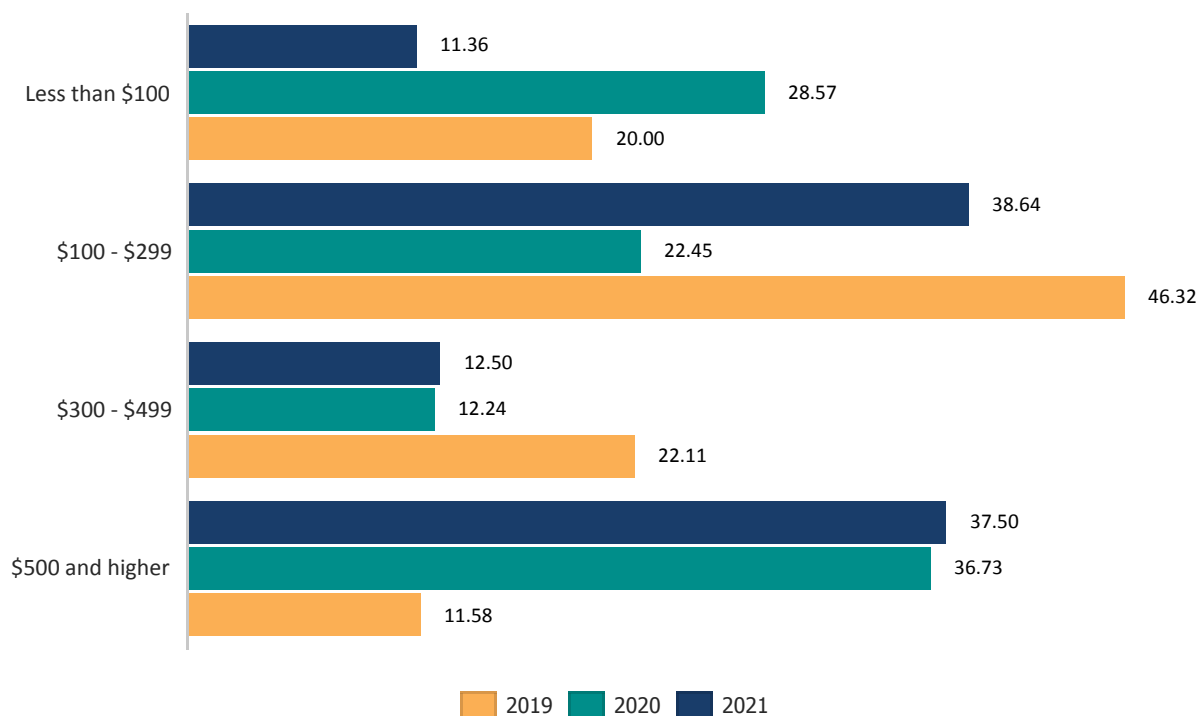
	Year	n	Less then \$100	\$100-\$299	\$300-\$499	\$500 and higher
NEXT OF KIN	2021	154	14.94%	47.40%	15.58%	22.08%
	2020	128	27.34%	31.25%	12.50%	28.91%
	2019	176	16.48%	43.18%	15.91%	24.43%

Only respondents who indicated "Yes, but they were reasonable" or "Yes, and the costs were substantial" to Question 26 (NoK) received this question.

Presidential Memorial Certificate (PMC) and Additional Costs

Question 28: If you ordered a Granite/Marble headstone or marker, what amount were you required to pay?

NEXT OF KIN



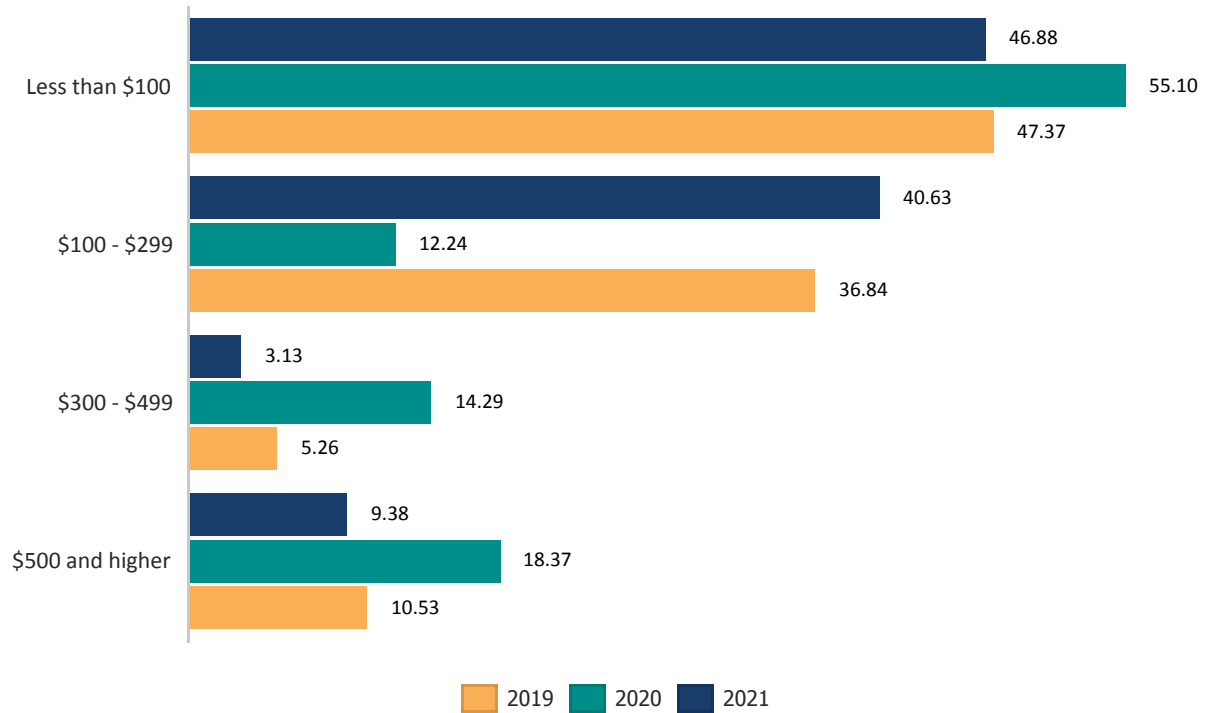
	Year	n	Less than \$100	\$100-\$299	\$300-\$499	\$500 and higher
NEXT OF KIN	2021	88	11.36%	38.64%	12.50%	37.50%
	2020	98	28.57%	22.45%	12.24%	36.73%
	2019	95	20.00%	46.32%	22.11%	11.58%

Only respondents who indicated "Yes, but they were reasonable" or "Yes, and the costs were substantial" to Question 26 (NoK) received this question.

Presidential Memorial Certificate (PMC) and Additional Costs

Question 29: If you ordered a Bronze Medallion, what amount were you required to pay?

NEXT OF KIN



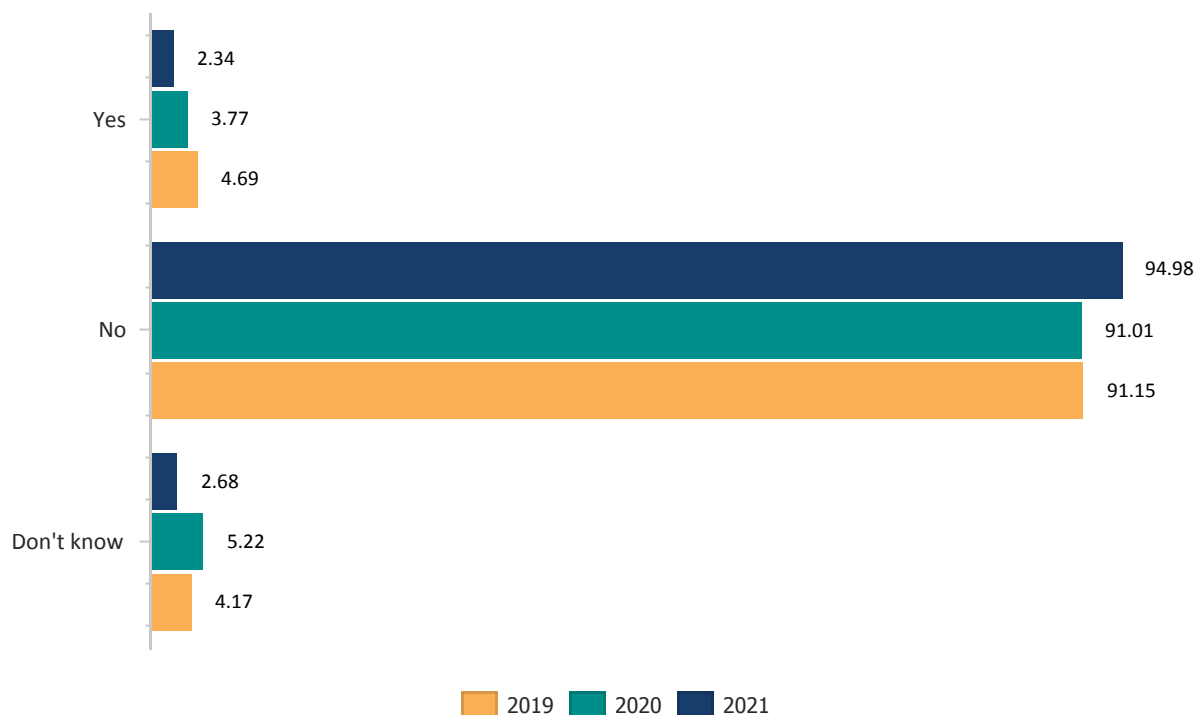
	Year	n	Less then \$100	\$100-\$299	\$300-\$499	\$500 and higher
NEXT OF KIN	2021	32	46.88%	40.63%	3.13%	9.38%
	2020	49	55.10%	12.24%	14.29%	18.37%
	2019	19	47.37%	36.84%	5.26%	10.53%

Only respondents who indicated "Yes, but they were reasonable" or "Yes, and the costs were substantial" to Question 26 (NoK) received this question.

Presidential Memorial Certificate (PMC) and Additional Costs

Question 30: Was there a delay in the placement of the headstone, marker or medallion because of a difficulty to pay the setting fee?

NEXT OF KIN



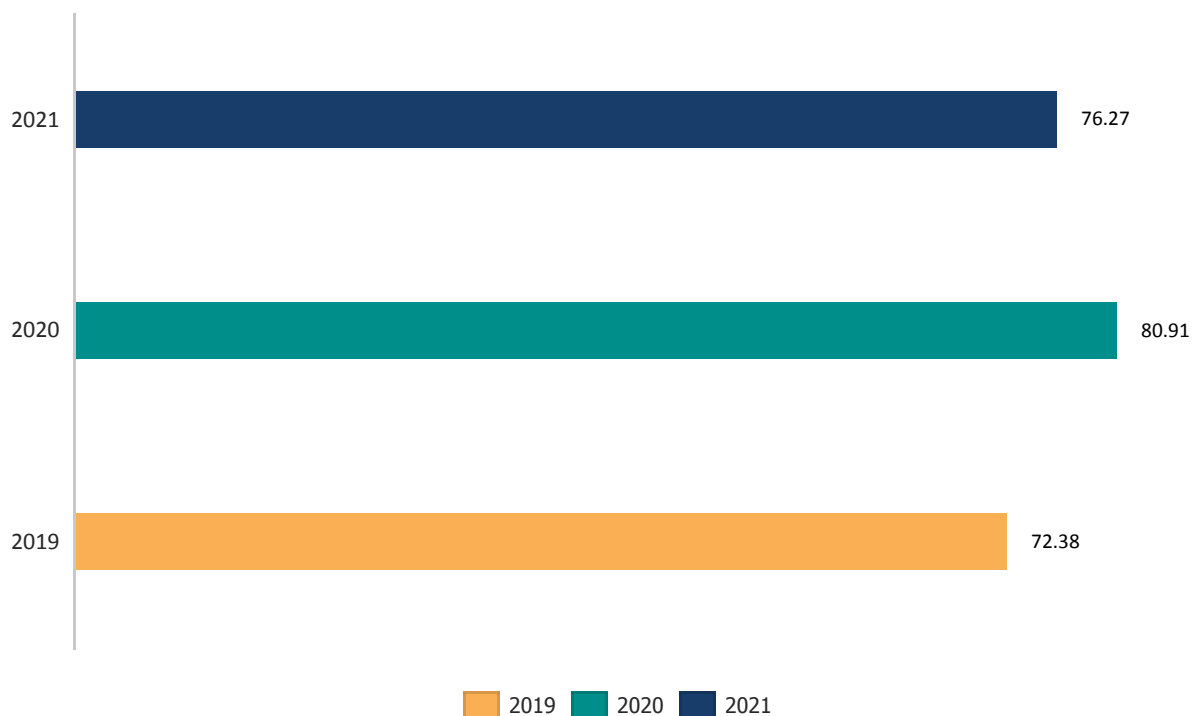
	Year	n	Yes	No	Don't know
NEXT OF KIN	2021	299	2.34%	94.98%	2.68%
	2020	345	3.77%	91.01%	5.22%
	2019	384	4.69%	91.15%	4.17%

Only respondents who indicated "Yes, but they were reasonable" or "Yes, and the costs were substantial" to Question 26 (NoK) received this question.

Presidential Memorial Certificate (PMC) and Additional Costs

NC Question 26: 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?

NEXT OF KIN



Percent Yes

	Year	n	Yes	No
NEXT OF KIN	2021	14149	76.27%	23.73%
	2020	13452	80.91%	19.09%
	2019	16938	72.38%	27.62%

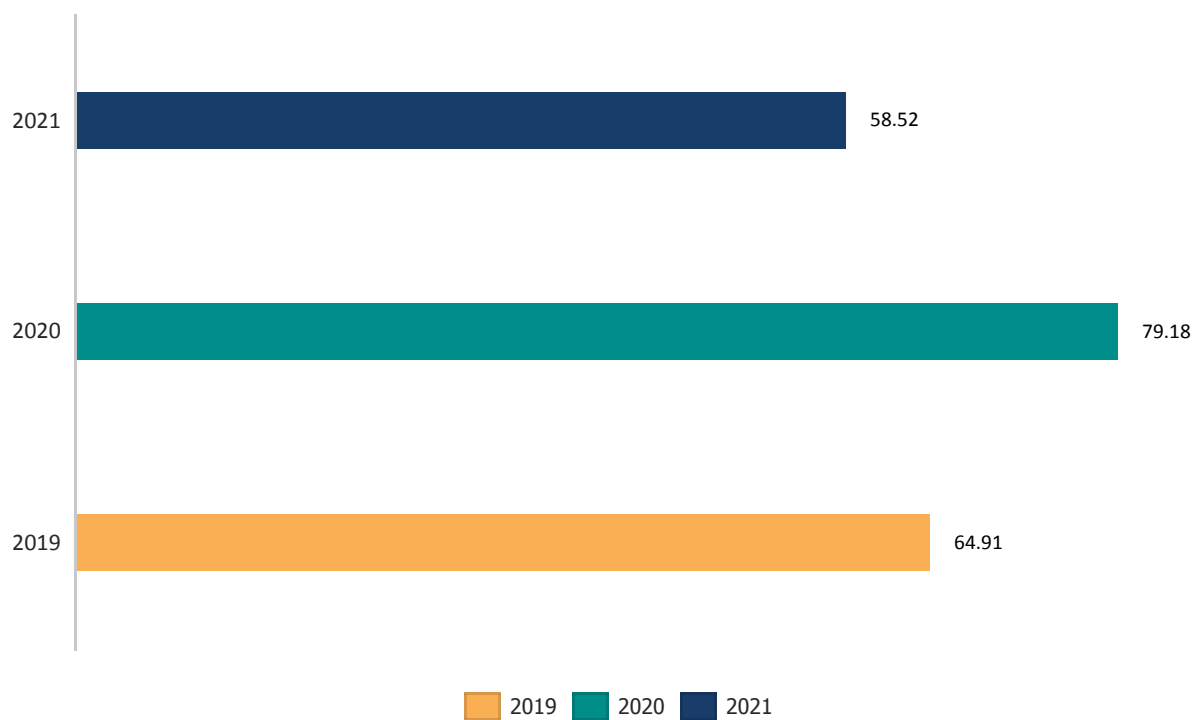
Only respondents whose loved one was a Veteran received this question.

Prior to 2020 the question wording was: If your loved one was a Veteran, did you receive a Presidential Memorial Certificate?

Presidential Memorial Certificate (PMC) and Additional Costs

STVC Question 24: 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?

NEXT OF KIN



Percent Yes

	Year	n	Yes	No
NEXT OF KIN	2021	5593	58.52%	41.48%
	2020	6139	79.18%	20.82%
	2019	6957	64.91%	35.09%

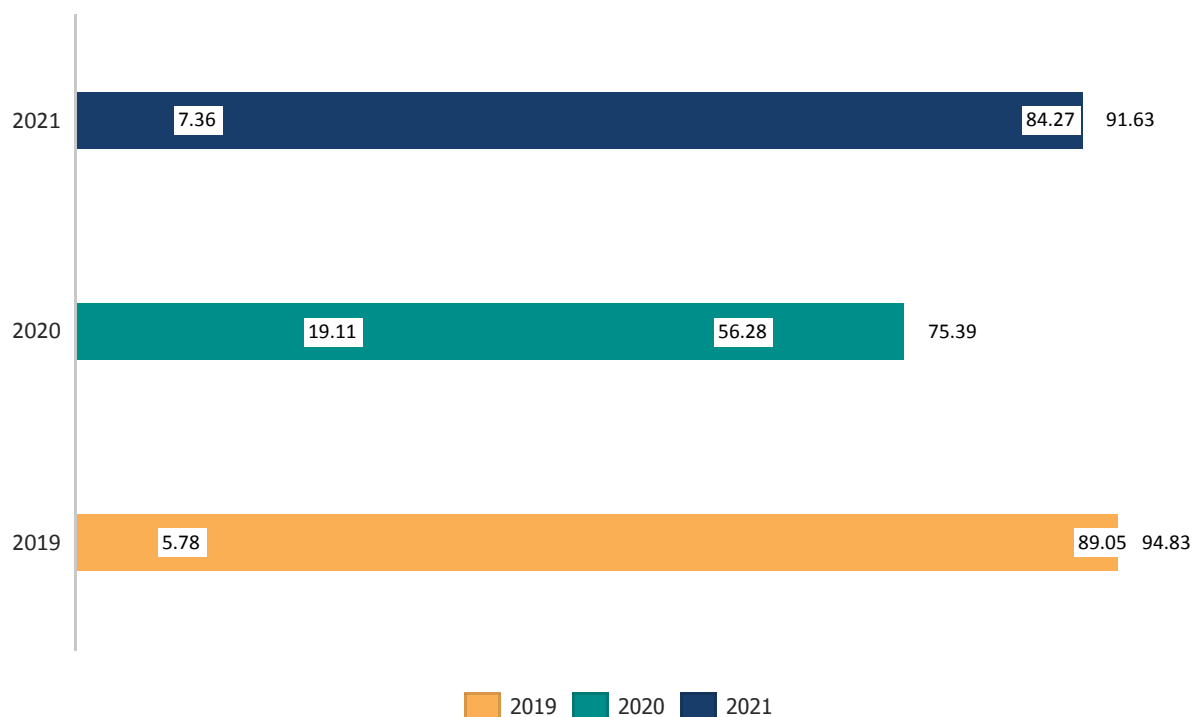
Only respondents whose loved one was a Veteran received this question.

Prior to 2020 the question wording was: If your loved one was a Veteran, did you receive a Presidential Memorial Certificate?

Presidential Memorial Certificate (PMC) and Additional Costs

NC Question 27: How satisfied were you with the quality of the certificate signed by the President of the United States honoring the Veteran's service?

NEXT OF KIN



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2021	10526	84.27%	27.99%	7.36%	6.36%	0.85%	1.17%
	2020	13656	56.28%	-32.77%	19.11%	11.77%	6.36%	6.48%
	2019	11870	89.05%	1.05%	5.78%	3.67%	0.90%	0.60%

Only respondents who indicated "Yes" to Question 26 (NoK) received this question.

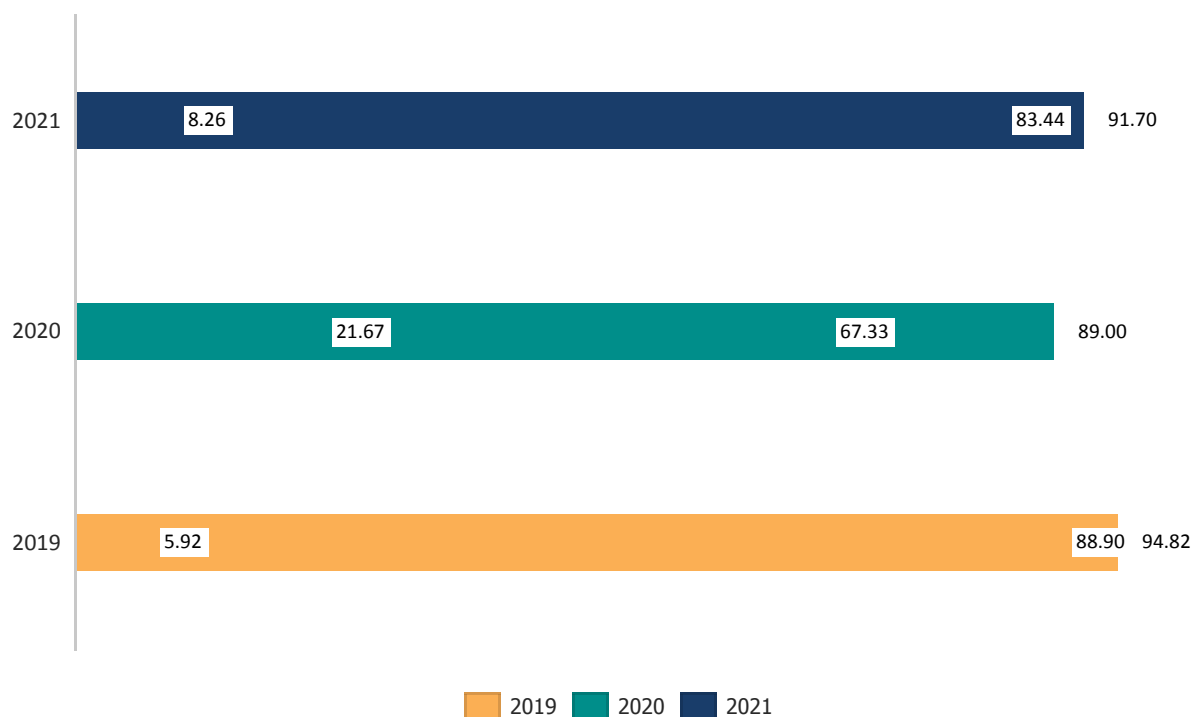
Prior to 2020 the question wording was: How satisfied were you with the quality (i.e., craftsmanship, not damaged, correct inscription spelling, etc.) of the Presidential Memorial Certificate received from VA?

Note, the 2021 and 2019 results should not be compared to 2020 results as the 2020 results were calculated from eight answer options (the 5-point satisfaction scale and three reasons for why NoK may not be satisfied).

Presidential Memorial Certificate (PMC) and Additional Costs

STVC Question 25: How satisfied were you with the quality of the certificate signed by the President of the United States honoring the Veteran's service?

NEXT OF KIN



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2021	3159	83.44%	16.11%	8.26%	5.89%	1.14%	1.27%
	2020	4601	67.33%	-21.57%	21.67%	9.39%	0.96%	0.65%
	2019	4341	88.90%	-0.50%	5.92%	4.05%	0.74%	0.39%

Only respondents who indicated "Yes" to Question 24 (NoK) received this question.

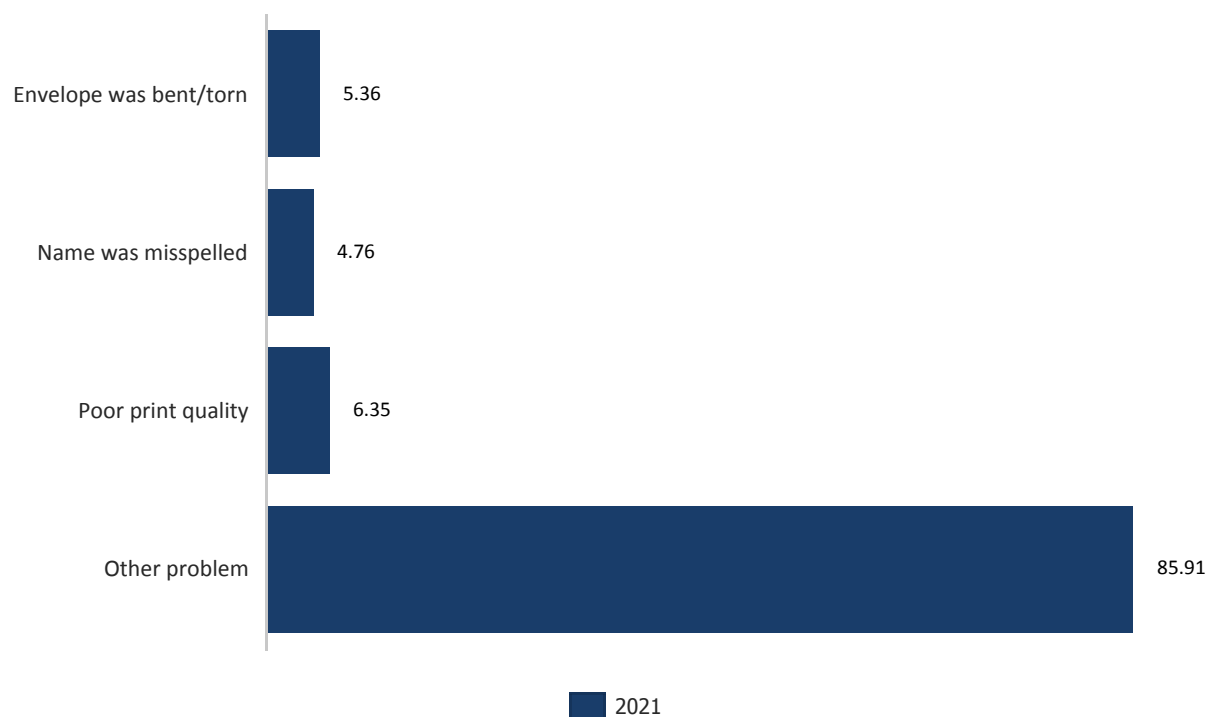
Prior to 2020 the question wording was: How satisfied were you with the quality (i.e., craftsmanship, not damaged, correct inscription spelling, etc.) of the Presidential Memorial Certificate received from VA?

Note, the 2021 and 2019 results should not be compared to 2020 results as the 2020 results were calculated from eight answer options (the 5-point satisfaction scale and three reasons for why NoK may not be satisfied)

Presidential Memorial Certificate (PMC) and Additional Costs

NC Question 28: Why were you not satisfied with the quality of the certificate signed by the President of the United States honoring the Veteran's service? (Mark all that apply)

NEXT OF KIN



2021: n = 504

Only respondents who indicated "Very dissatisfied", "Somewhat dissatisfied", or "Neither satisfied nor dissatisfied" to Question 27 (NoK) received this question.

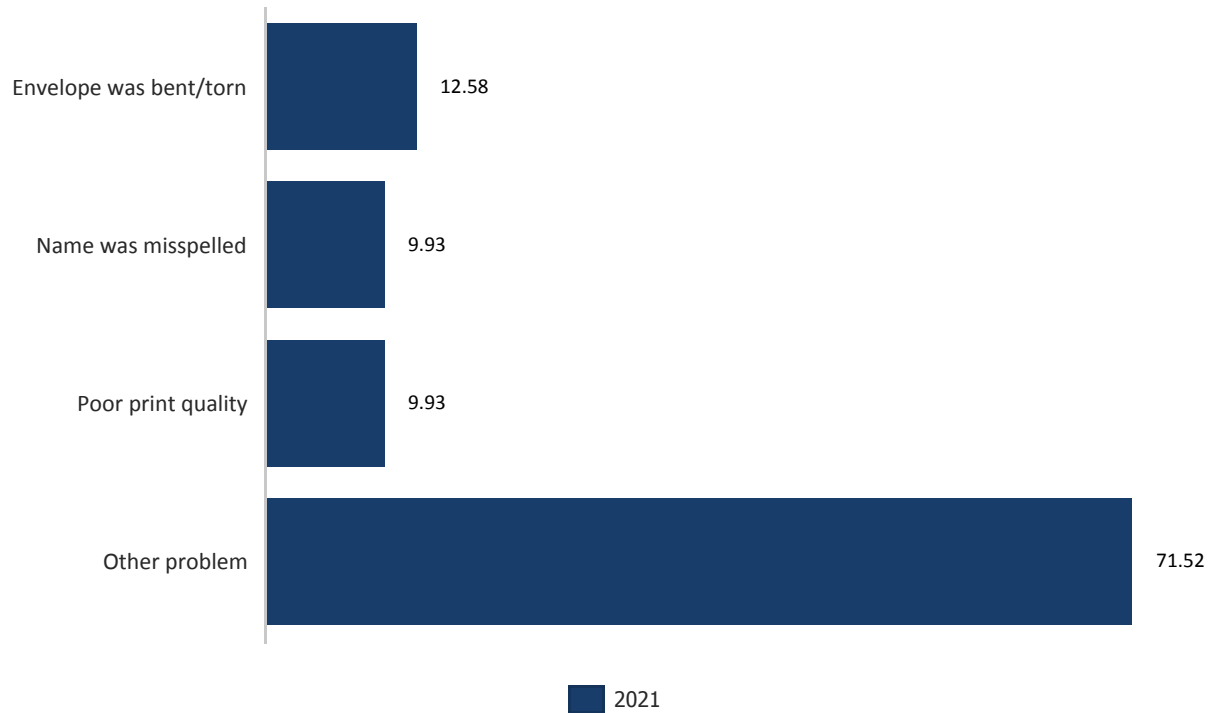
Note: In the 2020 survey, the responses to the new 2021 Question 28 displayed above were included in Question 27 in the 2020 survey. For the 2021 survey, a separate question was created to specifically ask why the NoK was not satisfied with the quality of the certificate signed by the President of the United States honoring the Veteran's service.

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

Presidential Memorial Certificate (PMC) and Additional Costs

STVC Question 26: Why were you not satisfied with the quality of the certificate signed by the President of the United States honoring the Veteran's service? (Mark all that apply)

NEXT OF KIN



2021: n = 151

Only respondents who indicated "Very dissatisfied", "Somewhat dissatisfied", or "Neither satisfied nor dissatisfied" to Question 25 (NoK) received this question.

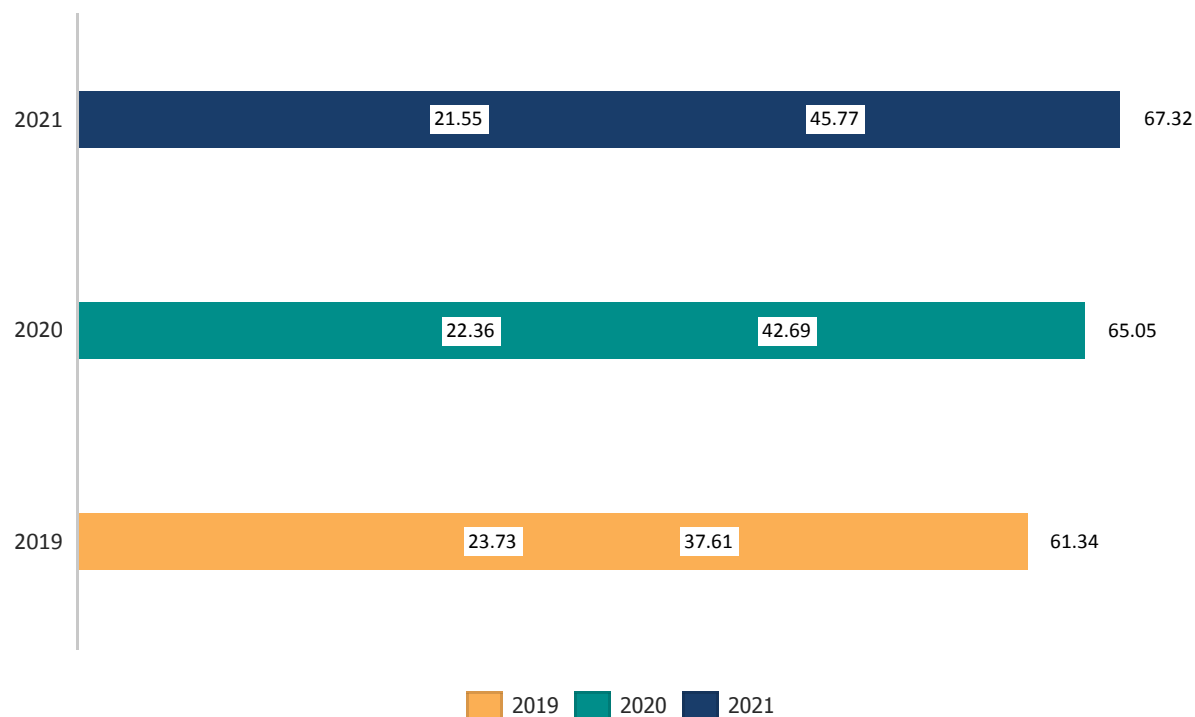
Note: In the 2020 survey, the responses to the new 2021 Question 26 displayed above were included in Question 25 in the 2020 survey. For the 2021 survey, a separate question was created to specifically ask why the NoK was not satisfied with the quality of the certificate signed by the President of the United States honoring the Veteran's service.

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

Presidential Memorial Certificate (PMC) and Additional Costs

NC Question 29: Receiving the certificate signed by the President of the United States honoring the Veterans service at the committal service (rather than receiving it in the mail) enhances the meaning of the recognition.

NEXT OF KIN



	Year	n	Strongly agree	*Change Score	Agree	Neither / nor	Strongly disagree	Disagree
NEXT OF KIN	2021	10378	45.77%	3.08%	21.55%	28.85%	0.90%	2.94%
	2020	10209	42.69%	5.08%	22.36%	30.72%	1.42%	2.81%
	2019	11729	37.61%	3.51%	23.73%	33.38%	0.98%	4.31%

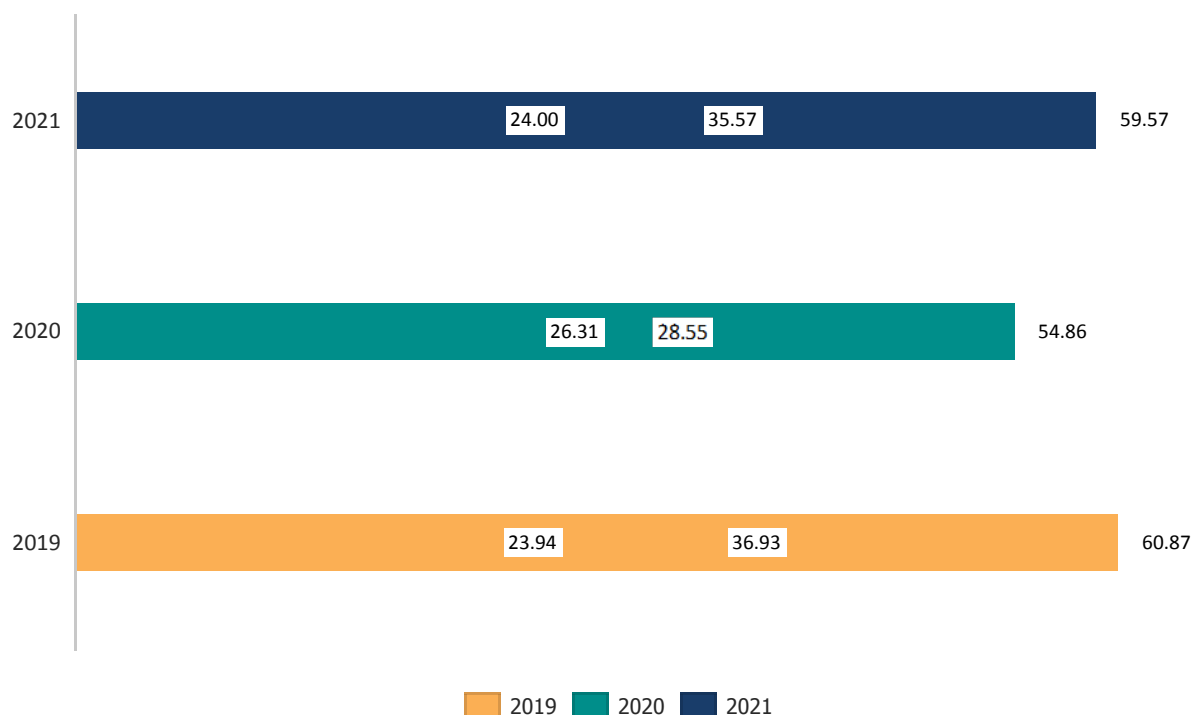
Only respondents who indicated "Yes" to Question 26 (NoK) received this question.

Prior to 2020 the question wording was: Receiving the Presidential Memorial Certificate at the committal service (rather than receiving it in the mail) would enhance the meaning of the recognition?

Presidential Memorial Certificate (PMC) and Additional Costs

STVC Question 27: Receiving the certificate signed by the President of the United States honoring the Veteran's service at the committal service (rather than receiving it in the mail) would enhance the meaning of the recognition.

NEXT OF KIN



	Year	n	Strongly agree	*Change Score	Agree	Neither / nor	Strongly disagree	Disagree
NEXT OF KIN	2021	3129	35.57%	7.02%	24.00%	36.08%	0.83%	3.52%
	2020	4287	28.55%	-8.38%	26.31%	38.21%	1.96%	4.97%
	2019	4335	36.93%	-0.90%	23.94%	34.03%	1.08%	4.01%

Only respondents who indicated "Yes" to Question 24 (NoK) received this question.

Prior to 2020 the question wording was: Receiving the Presidential Memorial Certificate at the committal service (rather than receiving it in the mail) would enhance the meaning of the recognition?

Appendix A: Respondent Characteristics

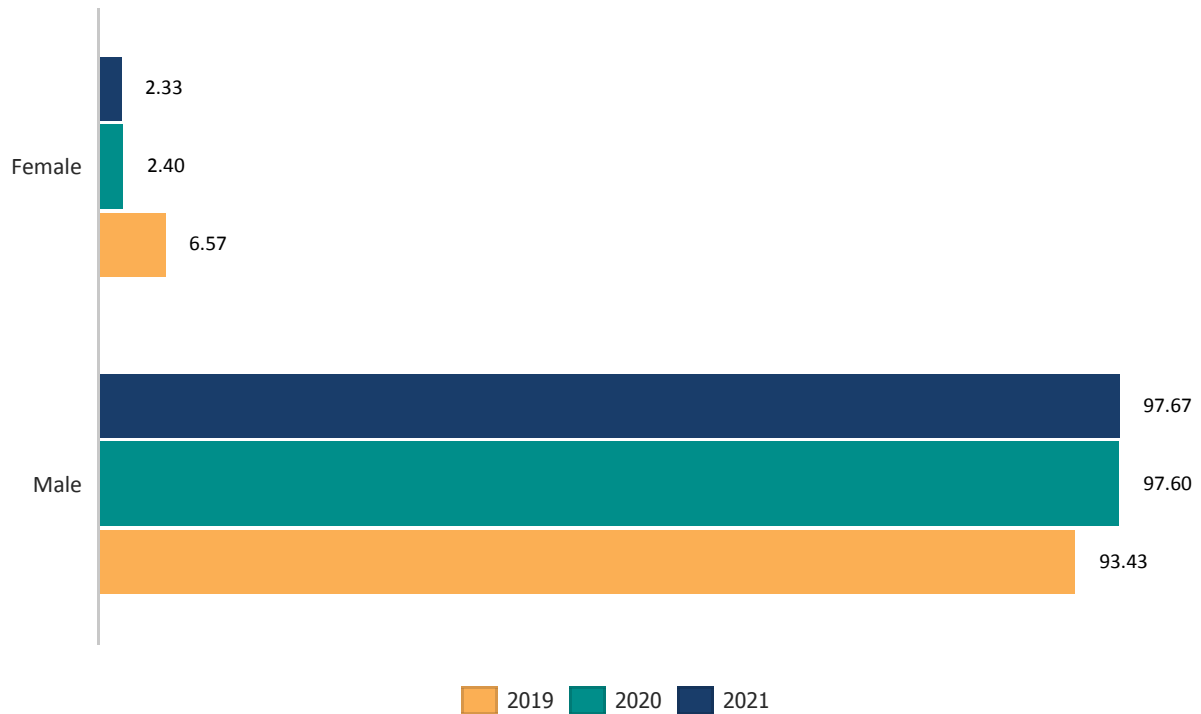
SECTION DESCRIPTION

- This section presents survey findings from next of kin on self-reported demographics. Responses are provided on gender, race and relationship to the next of kin's loved one.
- Due to rounding, some percentages may not sum to 100%.

Appendix A: Respondent Characteristics

Question 31: What was the gender of your loved one?

NEXT OF KIN

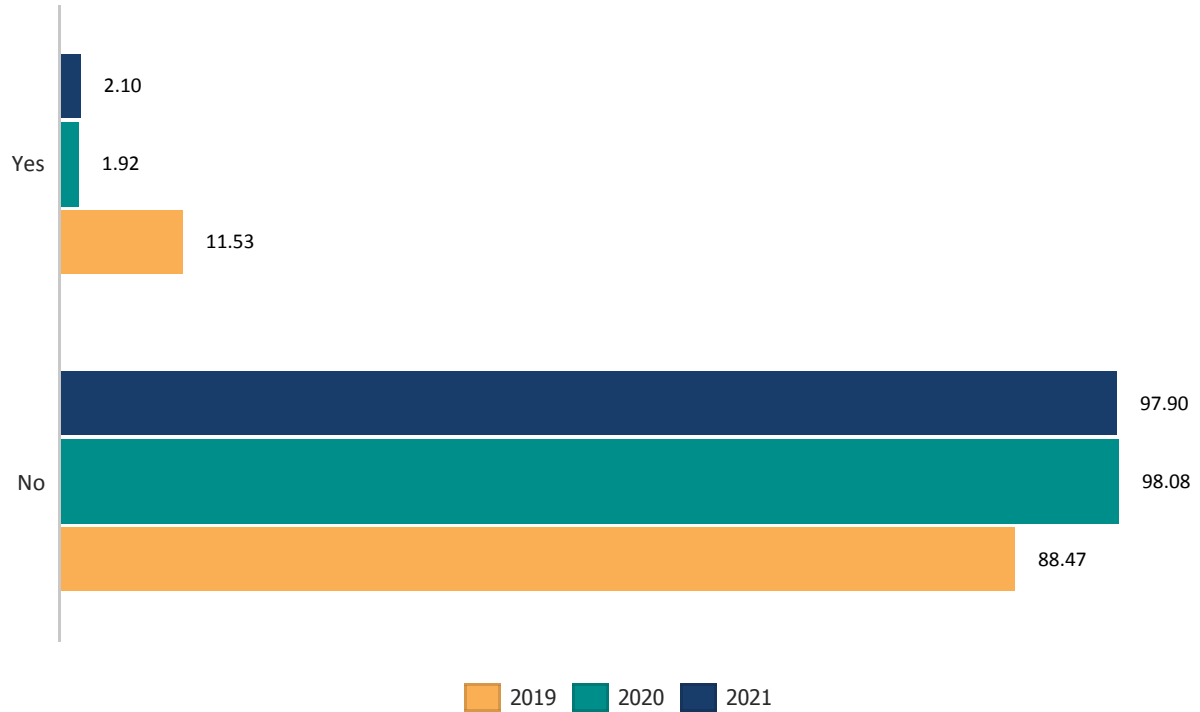


	Year	n	Female	Male
NEXT OF KIN	2021	2709	2.33%	97.67%
	2020	2839	2.40%	97.60%
	2019	2983	6.57%	93.43%

Appendix A: Respondent Characteristics

Question 32: Was your loved one Hispanic or Latino?

NEXT OF KIN

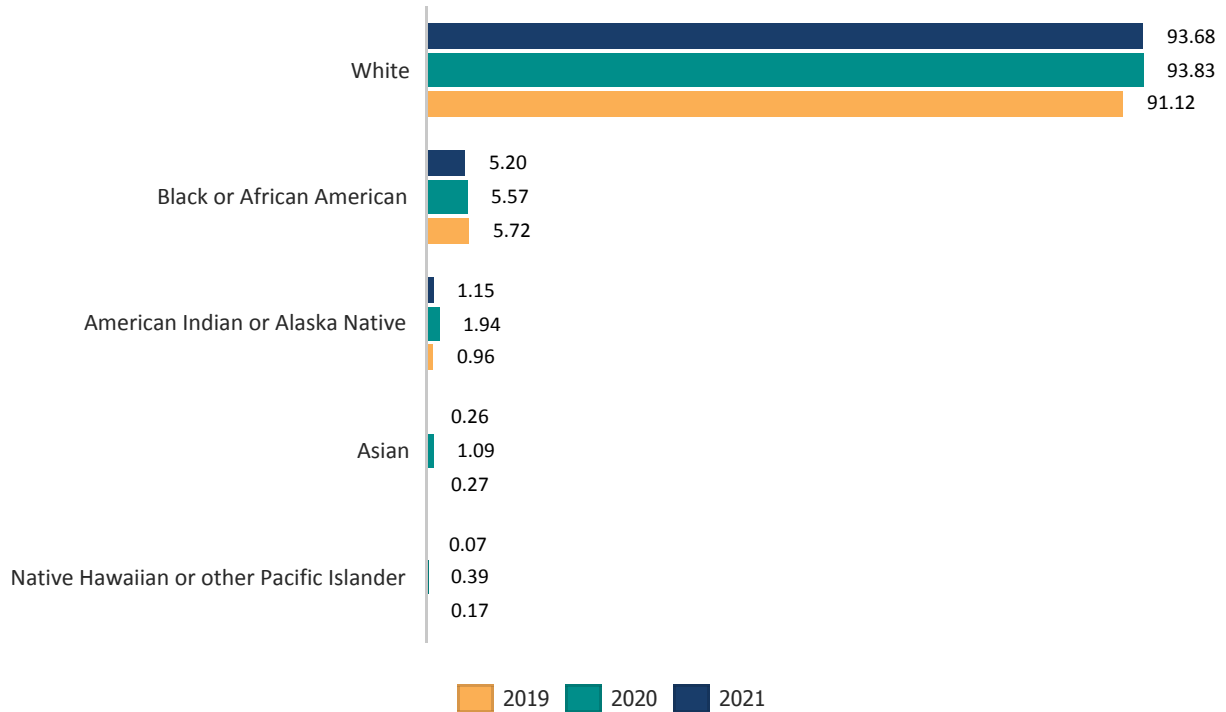


	Year	n	Yes	No
NEXT OF KIN	2021	2661	2.10%	97.90%
	2020	2759	1.92%	98.08%
	2019	2923	11.53%	88.47%

Appendix A: Respondent Characteristics

Question 33: What was the race of your loved one?

NEXT OF KIN



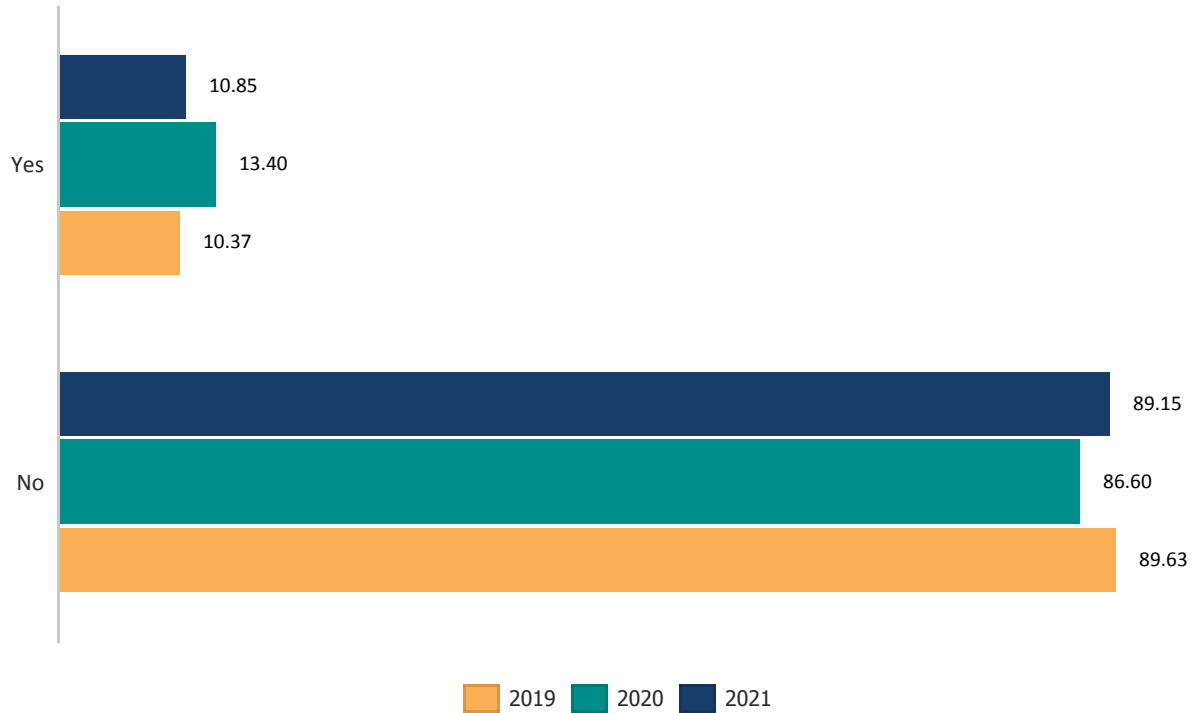
	Year	n	White	Black or African American	American Indian or Alaska Native	Asian	Native Hawaiian or other Pacific Islander
NEXT OF KIN	2021	2691	93.68%	5.20%	1.15%	0.26%	0.07%
	2020	2836	93.83%	5.57%	1.94%	1.09%	0.39%
	2019	3008	91.12%	5.72%	0.96%	0.27%	0.17%

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

Appendix A: Respondent Characteristics

Question 34: Are you a Veteran (served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit)?

NEXT OF KIN

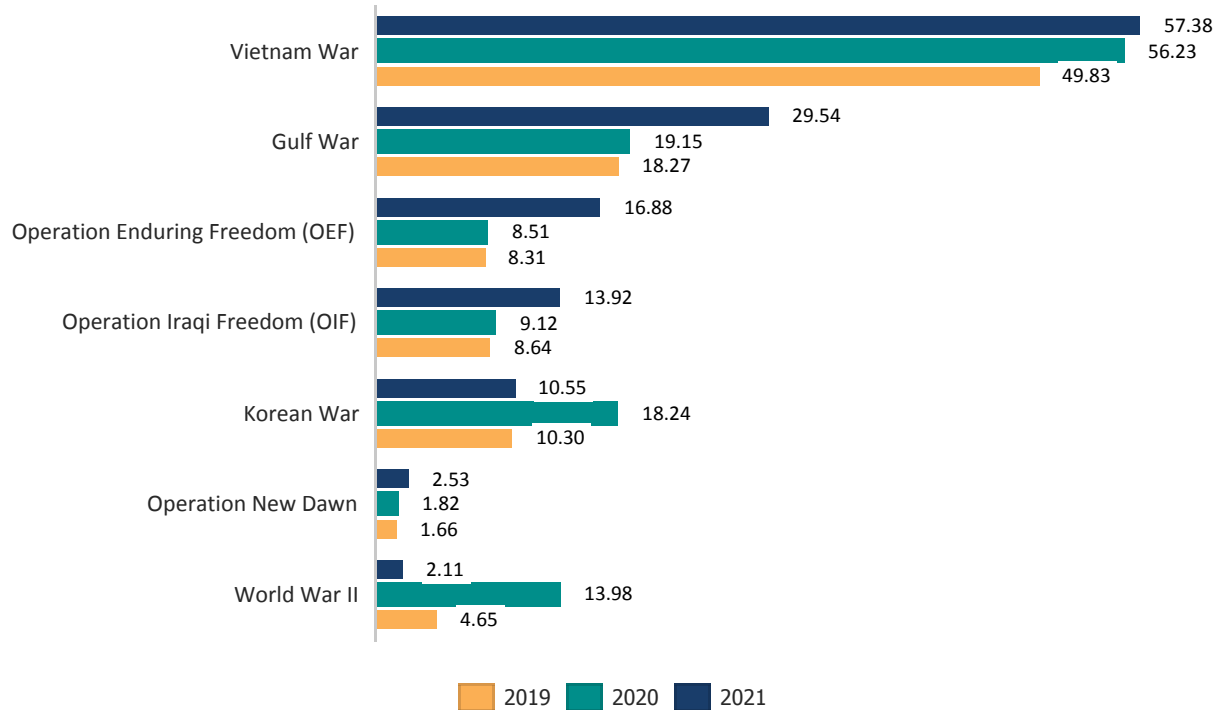


	Year	n	Yes	No
NEXT OF KIN	2021	2682	10.85%	89.15%
	2020	2747	13.40%	86.60%
	2019	2952	10.37%	89.63%

Appendix A: Respondent Characteristics

Question 35: In which of the following eras did you serve? (Mark all that apply)

NEXT OF KIN



	Year	n	World War II	Korean War	Vietnam War	Gulf War	Operation Enduring Freedom (OEF)	Operation Iraqi Freedom (OIF)	Operation New Dawn
NEXT OF KIN	2021	237	2.11%	10.55%	57.38%	29.54%	16.88%	13.92%	2.53%
	2020	329	13.98%	18.24%	56.23%	19.15%	8.51%	9.12%	1.82%
	2019	301	4.65%	10.30%	49.83%	18.27%	8.31%	8.64%	1.66%

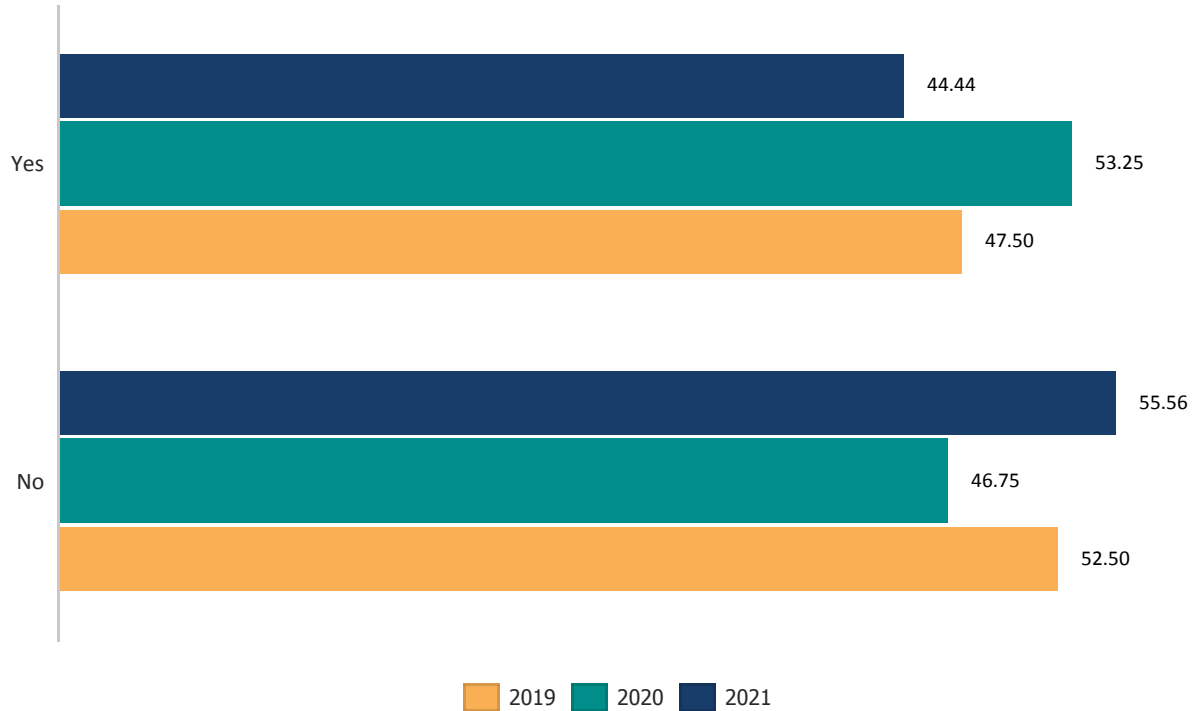
Only respondents who indicated "Yes" to Question 34 (NoK) received this question.

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

Appendix A: Respondent Characteristics

Question 37: Are you aware that Veterans who are married to Veterans are entitled to individual gravesite headstone/marker/ medallion benefits?

NEXT OF KIN



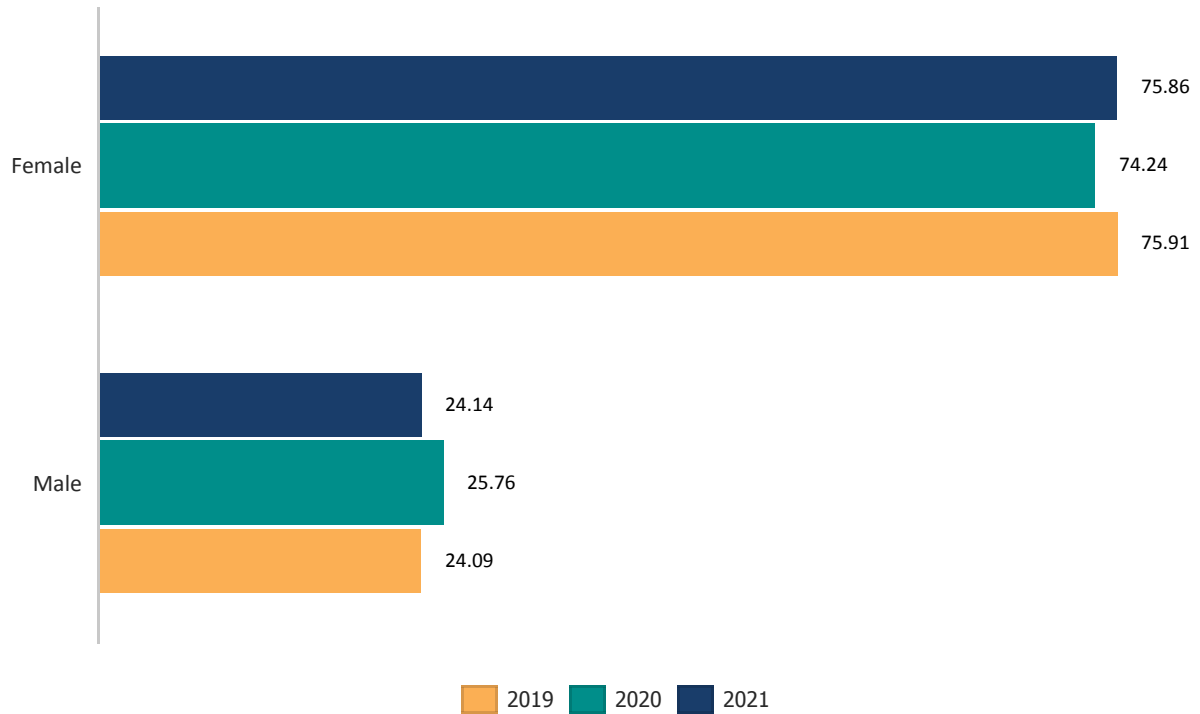
	Year	n	Yes	No
NEXT OF KIN	2021	45	44.44%	55.56%
	2020	77	53.25%	46.75%
	2019	40	47.50%	52.50%

Only respondents who indicated "Yes" to Questions 34 and 36 (NoK) received this question.

Appendix A: Respondent Characteristics

Question 38: What is your gender?

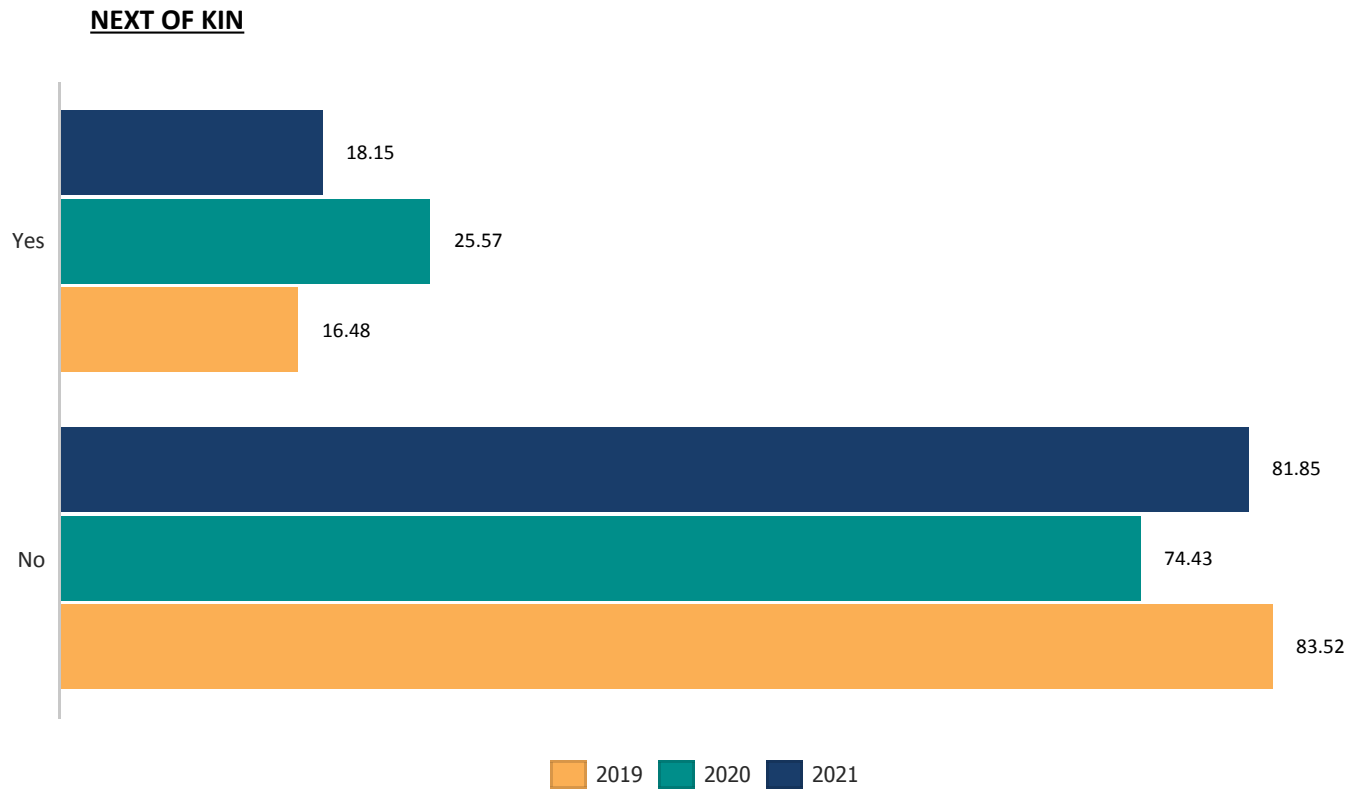
NEXT OF KIN



	Year	n	Female	Male
NEXT OF KIN	2021	2651	75.86%	24.14%
	2020	2795	74.24%	25.76%
	2019	2835	75.91%	24.09%

Appendix A: Respondent Characteristics

Question 36: Was your loved one your spouse?



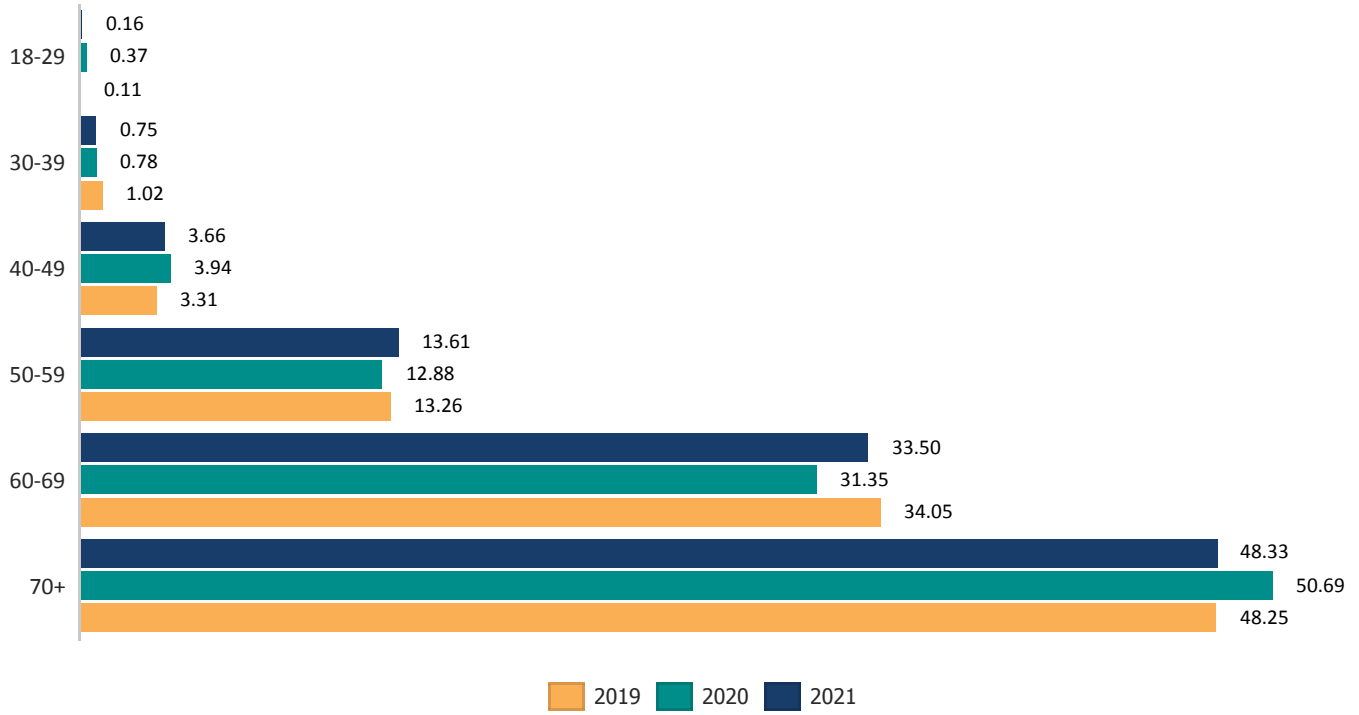
	Year	n	Yes	No
NEXT OF KIN	2021	270	18.15%	81.85%
	2020	348	25.57%	74.43%
	2019	273	16.48%	83.52%

Only respondents who indicated "Yes" to Question 34 (NoK) received this question.

Appendix A: Respondent Characteristics

Question 39: In what year were you born?

NEXT OF KIN



	Year	n	18-29	30-39	40-49	50-59	60-69	70+
NEXT OF KIN	2021	2543	0.16%	0.75%	3.66%	13.61%	33.50%	48.33%
	2020	2182	0.37%	0.78%	3.94%	12.88%	31.35%	50.69%
	2019	2655	0.11%	1.02%	3.31%	13.26%	34.05%	48.25%

Appendix B: Methodology and Survey Instruments

SECTION DESCRIPTION

- Presented within this appendix is a description of the methodology used to develop and administer the 2021 Memorial Products Service Survey.
- Details about the survey development, the sampling procedure, and the mailing protocol are included.
- A summary of the types and number of calls received to the survey help line and email address established to respond to survey respondents' questions or concerns about the survey is included.
- Finally, the 2021 national cemetery and funeral director survey instruments are included as well.

Project Background

To better assess satisfaction with products and services provided by VA's Memorial Products Service (MPS) to customers utilizing private cemeteries and to measure process performance, the National Cemetery Administration (NCA) Office of Finance and Planning contracted with Vistra, a communications strategy and professional solutions firm, to conduct the 2021 Satisfaction with VA Memorial Products Service Survey. The 2021 survey represents the twelfth national administration of this satisfaction survey and the eighth time a web survey option was offered to respondents.

The MPS survey was fielded to next of kin and to funeral directors from April 14 to June 23, 2021. Mailing data was extracted from NCA's Automated Monument Application System (AMAS) database and the Burial Operations Support System (BOSS) for records with interment dates from January 1, 2020 to December 31, 2020.

Vistra sent surveys to 5,599 next of kin who had ordered an MPS product for placement at private cemeteries, as well as 11,140 funeral directors who had worked with national, private, and State or Tribal Veterans Cemeteries.

This appendix presents the detailed methodology used to conduct and administer the surveys, as well as the 2021 survey instruments used for the study. It is presented in the following sections:

- Survey Development
- Sampling
- Mailing Protocol and Schedule
- Survey Help Line
- 2021 Survey Instruments

Survey Development

The survey instrument used for the 2021 survey administration was developed from the 2020 survey instrument. Several modifications were made to the 2020 survey instruments to develop the 2021 versions. These modifications are summarized below. The question numbers in the list below refer to the numbers in the 2021 questionnaires.

The final 2021 questionnaire included a total of 40 questions for next of kin, and 26 questions for funeral directors.

2021 Memorial Products Next of Kin Survey

The next of kin MPS 2021 survey instrument revisions were as follows:

- Question 13: The answer option “Find information on the Presidential Memorial Certificate Program” was changed to “Find information on the certificate signed by the President of the United States honoring the Veteran’s service.”
- Statement above Question 21: The text “Presidential Memorial Certificate” was replaced by “certificate signed by the President of the United States honoring the Veteran’s service.”
- “For more information about the certificate signed by the President of the United States honoring the Veteran’s service, or to order more copies, please visit our web page at www.cem.va.gov/pmc.asp.”
- Question 22: This question was split into two separate questions for the 2021 surveys. NoK who selected “Very satisfied” or “Satisfied” were directed to go to Question 24.
- 22. 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 - Go To #24
 - Satisfied - Go To #24
 - Neither satisfied nor dissatisfied
 - Somewhat dissatisfied
 - Very dissatisfied
- 23. Why were you not satisfied with the quality of the certificate signed by the President of the United States honoring the Veteran’s service? (Mark all that apply.)
 - Envelope was bent/torn
 - Name was misspelled
 - Poor print quality
 - Other problem (specify)_____

Appendix B: Methodology and Survey Instruments

- Question 25: The question header was changed from “Are you aware of the Pre-Need eligibility process?” to “NCA Pre-Need Eligibility Process.”
- Question 25a: “NCA” was added before “Pre-Need.”
- Question 35: The question was changed from “Which of the following war eras did you serve in (Mark all that apply)” to “In which of the following eras did you serve? (Mark all that apply).”
- The following text was removed from the last page of the survey: “Note: If you would like to be contacted by the cemetery, please write your name and contact information (address or telephone number):_____.”

2021 Funeral Director Survey

The funeral director 2021 survey instrument revisions were as follows:

- The text within the “IMPORTANT statement on page 5 and above Question 1 was changed from “last 12 months” to “2020 calendar year.”
- Text below Question 22: the text “(the certificate signed by the President of the United States honoring the Veteran’s service)” was added after “Presidential Memorial Certificate.”
- The following text was removed from the end of the survey: “Note: If you would like to be contacted by the cemetery, please write your name and contact information (address or telephone number):_____.”

2021 Reporting

It should be noted that for this 2021 report, results from the 2021 national cemetery and State or Tribal Veterans Cemetery reports regarding survey questions about the headstone, marker or columbarium niche, Presidential Memorial Certificate, and funeral director scheduling were included:

- Headstone, Marker or Columbarium Niche: Questions 23, 24, and 25 from the national cemetery survey and Questions 21, 22, and 23 from the State or Tribal Veterans Cemetery survey were added to the “Satisfaction with Headstone/Marker/Medallion Ordering Process” section of this report.
- Question Text:
 - 23/21. How satisfied were you with the length of time it took for the permanent headstone, marker, or columbarium niche cover to be in place?
 - 24/22. When the headstone, marker, or columbarium niche cover arrived, was the inscription accurate?
 - 25/23. Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived?
- Presidential Memorial Certificate: Questions 26, 27, 28, and 29 from the national cemetery survey and Questions 24, 25, 26 and 27 from the State or Tribal Veterans Cemetery survey were added to the “Presidential Memorial Certificate (PMC) and Additional Costs” section of this report.

■ Question Text:

- 26/24. 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?
- 27/25. How satisfied were you with the quality of the certificate signed by the President of the United States honoring the Veteran's service?
- 28/26. Why were you not satisfied with the quality of the certificate signed by the President of the United States honoring the Veteran's service?
- 29/27. Receiving the certificate signed by the President of the United States honoring the Veteran's service at the committal service (rather than receiving it in the mail) would enhance the meaning of the recognition.

- Funeral Director Scheduling: Funeral director national cemetery questions 18, 19 and 32, as well as funeral director State or Tribal Veterans Cemetery questions 17, 18, 19 and 32 were added to a new section of this report entitled "Funeral Director Satisfaction with Scheduling."

■ National Cemetery Question Text:

- 18. How easy is the process of scheduling an interment at the national cemetery?
- 19. Overall, how satisfied were you with the length of time you were on the phone to schedule an interment with the National Cemetery Scheduling Office?
- 32. The National Cemetery Scheduling Office's hours of operation meet my needs for scheduling services.

■ State or Tribal Veterans Cemetery Question Text:

- 17. How easy is the process of scheduling an interment at the State or Tribal Veterans Cemetery?
- 18. How long does it typically take to confirm the scheduling of an interment with the State or Tribal Veterans Cemetery?
- 19. Overall, how satisfied were you with the length of time it took to confirm the scheduling of an interment?
- 32. The State or Tribal Veterans Cemetery hours of operation meet my needs for scheduling services.

Sampling

Sampling Frame

The sampling frame for the 2021 Next of Kin MPS survey included all cases for headstones, markers, and medallions that were ordered for Veterans and eligible family members interred at private cemeteries during the 2020 calendar year.

The sampling frame utilized for the 2021 surveys was provided to Vistra by NCA by quarter. The initial step was to clean the data and remove records that included fields with missing data critical for successful mailing. Reasons for exclusion in descending order of frequency were:

- 1) Duplicate addresses;
- 2) No next of kin name and address;
- 3) No street address;
- 4) Invalid names*; and
- 5) No NoK state and/or city.

Summary of Reasons for Record Exclusion	
Reason Record Excluded	Number
Duplicate address	700
No name AND no address	0
No street address	0
Invalid names	537
No state and/or city	0
Total excluded	1,237
Total available	124,029
Percent excluded	1.00%

*Names provided that were not valid next of kin. Examples include the names of coroners, mortuaries, and lawyers for unclaimed remains.

Of the 124,029 total records, 1% of NoK MPS records were excluded from sampling selection due to missing data required to have a “usable” record to include for sampling purposes.

As in previous iterations, the funeral director survey was a census, but data cleaning was still conducted so as to prevent duplicate surveys from being sent to the same funeral home.

Duplicate addresses are far more common with this population than next of kin surveys, and over 100,000 records were removed as a result of various de-duplication (“de-duping”).

Appendix B: Methodology and Survey Instruments

The records that were deemed eligible, or usable, were based on the American Association for Public Opinion Research (AAPOR) referenced by the federal government. AAPOR classifies the eligibility of data by disposition codes for mail surveys** into categories of “mail surveys of specifically named persons” and “internet surveys of specifically named persons.” AAPOR’s disposition codes inform which records are eligible, or usable, from which to draw sample. Of the 124,029 and 168,821, respectively, 122,792 and 11,918 were deemed usable for sample selection.

Usable Records Available for Sample Selection		
Group	Available Records	Usable Records
MPS	124,029	122,792
Funeral Directors	168,821	11,918

**The American Association for Public Opinion Research. 2015. Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 8th edition. AAPOR.

Sample Selection

The 2021 sample selections for next of kin and funeral directors had the overarching goal of achieving comparability with past administrations of the CSS survey to avoid a break in the series of survey administration and strive for full comparability from survey administrations in recent years.

The NoK survey (MPS) used a stratified random sample separating the memorial product types into Bronze and Non-Bronze. Bronze products include bronze flat burial markers for in-ground interments and cremations, bronze columbarium niche covers or niche markers, and bronze medallions for placement on private headstones in private cemeteries. The non-bronze products include marble and granite upright headstones and markers, marble and granite niche covers, and marble and granite flat markers. Using the 6,000 sample size available, sample was allocated using a ratio for the distribution by memorial product type in the full population (of memorial products). Because 38 percent of the memorial products were Non-Bronze, the sample was selected at random to achieve this same proportion for a Non-Bronze sample of (n=1,653) and Bronze (n=4,347).

The confidence level for this 2021 survey was 95 percent ($\alpha = 1 - 0.95$, or $\alpha = 0.05$) which is in accordance with other federal surveys. A 95 percent confidence level means that 5 times out of 100 the response could be due to chance. The margin of error (MOE) is 3 percent which is frequently used with opinion research. The MOE is commonly used to indicate how many percentage points estimates will differ from the real population value. With an MOE of 3 percent, this means the estimate (statistic) for the sample will be within 3 percentage points of the true value (parameter) in the population. The MOE is calculated by finding the critical value of the z-score (1.96 for 95% confidence level), sigma (σ) is the standard deviation, and n is the sample size.

Following National Change of Address (NCOA) file cleaning, 11,918 “de-duplicated” funeral directors were sampled and 11,140 were mailed surveys after the NCOA cleaning who had (1) assisted with interments at national cemeteries from January 1, 2020 until December 31, 2020; (2) assisted with interments at State or Tribal Veterans Cemeteries during that same period; or (3) who assisted with obtaining memorial products for interments during that period. Vistra mailed each funeral director three survey instruments contained in one physical survey package: the National Cemeteries Satisfaction Survey, the State or Tribal Veterans Cemetery Satisfaction Survey, and the Memorial Products Service Survey. Funeral directors were asked to complete all sections applicable to their experience.

Mailing Protocol and Schedule

The mailing protocol consisted of four waves:

- Wave 1:
 - A cover letter signed by the Executive Director of Field Programs for the next of kin MPS survey, requesting the respondents' participation, a copy of the questionnaire, and a return envelope.
 - A cover letter signed by the Acting Under Secretary for Memorial Affairs for the funeral director survey, requesting the respondents' participation, a copy of the questionnaire, and a return envelope.
- Wave 2: A reminder/thank you postcard.
- Wave 3: A second copy of the questionnaire, a return envelope, and a cover letter.
- Wave 4: A reminder/thank you/focus group postcard.

In addition to the traditional reminder and thank you postcard, the Wave 4 postcard included an invitation to participate in a focus group as the NCA seeks to gather more qualitative insights on customer experience. Next of kin and funeral directors were instructed to provide their contact information and how they would be willing to participate (i.e. online, by phone, or in person) and return the postage-paid postcard in the mail.

Residents of Puerto Rico were mailed Spanish-language materials. Spanish surveys were sent to 14 next of kin and 95 funeral directors.

The mailings took place according to the following schedule:

Wave	Date
Wave 1: First Questionnaire	04/14/2021
Wave 2: First Postcard	05/05/2021
Wave 3: Second Questionnaire	05/26/2021
Wave 4: Second Postcard	06/09/2021
Close of Field Date	06/23/2021

Survey Help Line

To facilitate responses during the survey administration period, Vistra maintained a survey-specific, toll-free survey help line and email address where respondents could ask questions. A live agent returned all survey-related calls and emails within 24 hours or the next business day.

Overall, during the survey administration period 905 respondents called or emailed (884 calls, 21 emails) the help line with questions pertaining to the 2021 NCA Customer Satisfaction Surveys. Calls and emails were fielded from April 17 to June 24, 2021.

The majority of calls/emails received pertained to one of the following:

- Provided information

Callers provided general information about the status of their survey. This information included if they sent in the survey, when they would send the survey, or why they would not be completing the survey.

- Survey-related questions

Questions varied by caller, but common themes included how to answer a particular question, not understanding terminology on the survey, not understanding the difference between a “national” and “state or tribal” cemetery, inquiries on whether they could take the survey on behalf of next of kin (deceased or unable to take it), whether they could turn the survey in late due to their COVID delaying the service, and how to access the online survey.

- Requested a paper survey

Callers requested a paper survey for the following reasons: they did not receive the initial survey, they misplaced or discarded the survey, or they could not remember whether they sent in the survey.

- Request to not be contacted

Callers requested to be removed from the mailing list for the following reasons: they completed the survey and received a second survey or postcard, they did not want to participate in the survey, or because the next of kin is deceased.

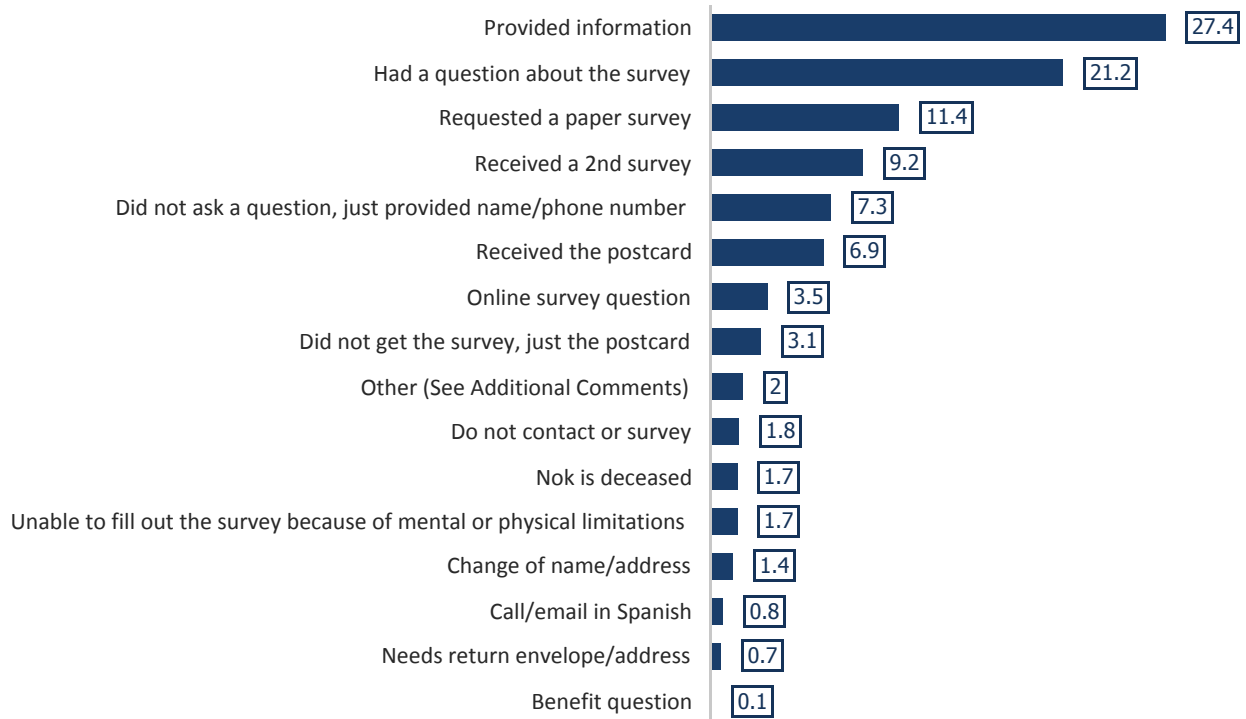
- NCA-related questions and comments

Questions varied by caller, but common themes included requesting a Presidential Memorial Certificate, questions or comments about the interment service, questions about being buried or interred with their spouse, and questions or comments about the headstone, marker, or medallion. As appropriate, these questions were referred to NCA, with the appropriate NCA element making the follow-up contact.

Appendix B: Methodology and Survey Instruments

The below chart and table show the reasons for the calls/emails.

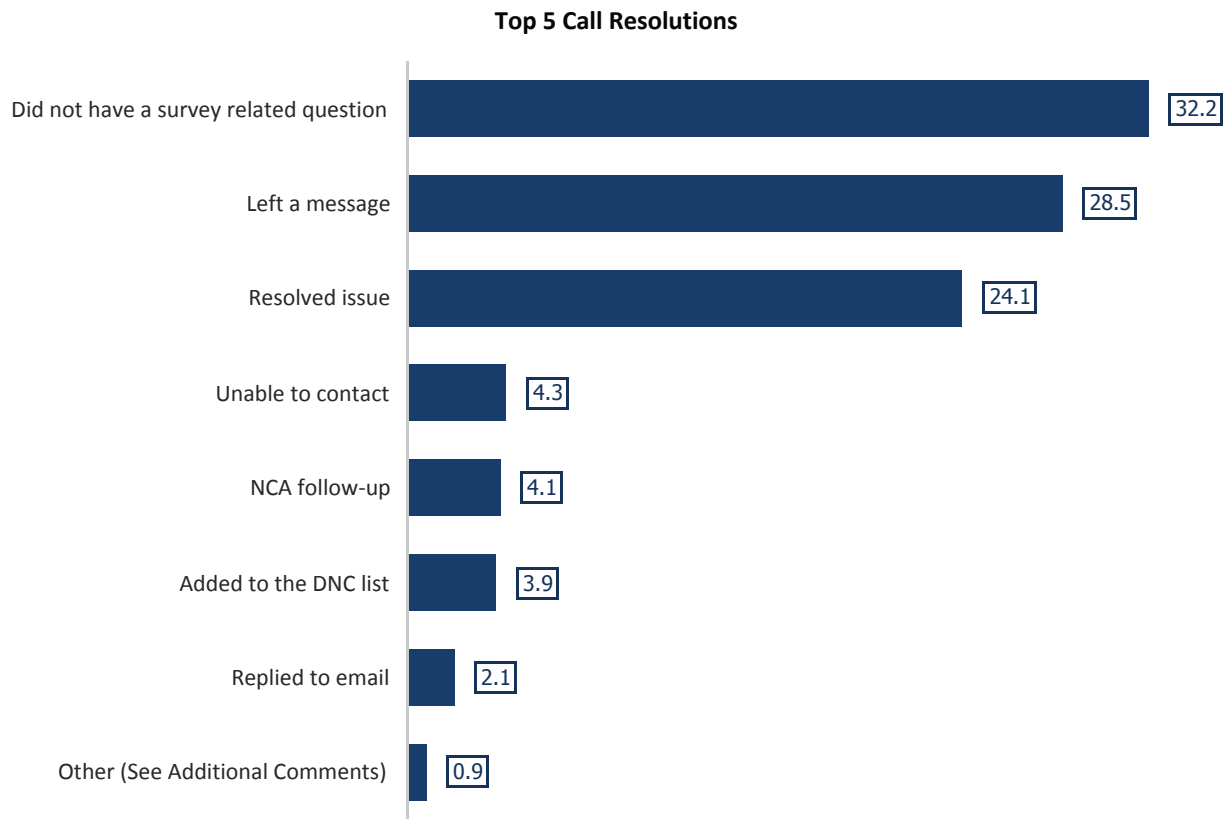
Top 5 Call Reasons



Reasons for calls	N	Percentage
Provided information	248	27.4%
Had a question about the survey	192	21.2%
Requested a paper survey	103	11.4%
Received a 2nd survey	83	9.2%
Did not ask a question, just provided name/phone number	66	7.3%
Received the postcard	62	6.9%
Online survey question	32	3.5%
Did not get the survey, just the postcard	28	3.1%
Other (See Additional Comments)	18	2%
Do not contact or survey	16	1.8%
Unable to fill out the survey because of mental or physical limitations	15	1.7%
Nok is deceased	15	1.7%
Change of name/address	13	1.4%
Call/email in Spanish	7	0.8%
Needs return envelope/address	6	0.7%
Benefit question	1	0.1%
Grand Total	905	100%

Appendix B: Methodology and Survey Instruments

The below chart and table show the call/email resolutions.



Resolutions	N	Percentage
Did not have a survey related question	291	32.2%
Left a message	258	28.5%
Resolved issue	218	24.1%
Unable to contact	39	4.3%
NCA follow-up	37	4.1%
Added to the DNC list	35	3.9%
Replied to email	19	2.1%
Other (See Additional Comments)	8	0.9%
Grand Total	905	100%

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

**U.S. DEPARTMENT OF VETERANS AFFAIRS
NATIONAL CEMETERY ADMINISTRATION**

**VA Memorial Products:
2021 Next of Kin/Family Member Satisfaction Survey**
(Headstones/Markers/Medallions and Presidential Memorial Certificates)



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 DC 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 circle of the response that most closely represents your opinion.

Correct Mark



Incorrect Marks



- Use pencil or pen. Make heavy dark marks that fill the circles completely. If you wish to change an answer, erase cleanly (pencil) or put an "X" over the incorrect response (pen).
- Fill in one answer circle 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 contact the Survey Help Line at 1-833-231-7069
or VistraResearch@ConsultVistra.com.**



NATIONAL CEMETERY ADMINISTRATION
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Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.

Correct MarkIncorrect Marks

X

X

X

<p>1. How did you learn about the headstone, marker, or medallion benefit provided by the VA? (Mark all that apply)</p> <p><input type="radio"/> Learned from Veteran/family member</p> <p><input type="radio"/> Learned from Funeral Director</p> <p><input type="radio"/> Learned from Cemetery Representative</p> <p><input type="radio"/> Learned from VA employee</p> <p><input type="radio"/> My own research</p> <p><input type="radio"/> Other (specify) _____</p> <p>2. What type of headstone, marker, or medallion did you order?</p> <p><input type="radio"/> Bronze (metal plate) → Go To #5</p> <p><input type="radio"/> Stone (granite or marble) → Go To #5</p> <p><input type="radio"/> Bronze Medallion</p> <p>3. Did you have any problems while affixing the Bronze Medallion to the headstone or markers?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No → Go To #5</p> <p><input type="radio"/> Have not affixed medallion yet → Go To #5</p> <p>4. Please explain the difficulty you faced in affixing the medallion to a headstone or marker.</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>5. Who helped you with ordering the headstone/marker/medallion? (Mark all that apply)</p> <p><input type="radio"/> Family member</p> <p><input type="radio"/> Funeral Director</p> <p><input type="radio"/> Cemetery Representative</p> <p><input type="radio"/> VA employee</p> <p><input type="radio"/> Other (specify) _____</p> <p><input type="radio"/> No one</p>	<p>6. How did you order the headstone, marker, or medallion? (Mark only one)</p> <p><input type="radio"/> Via the mail</p> <p><input type="radio"/> Via fax</p> <p><input type="radio"/> Via the Funeral Director</p> <p><input type="radio"/> Other (specify) _____</p> <p>7. How satisfied were you with the process you used to order the headstone, marker, or medallion?</p> <p><input type="radio"/> Very satisfied</p> <p><input type="radio"/> Somewhat satisfied</p> <p><input type="radio"/> Neither satisfied nor dissatisfied</p> <p><input type="radio"/> Somewhat dissatisfied</p> <p><input type="radio"/> Very dissatisfied</p> <p>8. Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No → Go To #12</p> <p><input type="radio"/> Don't Know</p> <p>9. Did you speak with an National Cemetery Administration (NCA) Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?</p> <p><input type="radio"/> Spoke with an NCA Customer Service representative initially</p> <p><input type="radio"/> Transferred to NCA</p> <p><input type="radio"/> Don't know</p> <p>10. Why did you call NCA? (Mark all that apply)</p> <p><input type="radio"/> To check on the status of an order</p> <p><input type="radio"/> To get help with ordering a marker</p> <p><input type="radio"/> To file a complaint about a marker</p> <p><input type="radio"/> Other (specify) _____</p> <p>11. How satisfied were you with the service you received from the NCA Customer Service representative?</p> <p><input type="radio"/> Very satisfied</p> <p><input type="radio"/> Somewhat satisfied</p> <p><input type="radio"/> Neither satisfied nor dissatisfied</p> <p><input type="radio"/> Somewhat dissatisfied</p> <p><input type="radio"/> Very dissatisfied</p>
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Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER. Correct Mark ☐ ☐ ☒ ☐ Incorrect Marks ☒ ☒ ☒ ☒

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

☐ Yes

☐ No → Go To #15

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

☐ How to order a headstone/marker/medallion

☐ Download an order form

☐ Find information on documentation needed

☐ Find information on the certificate signed by the President of the United States honoring the Veteran's service

☐ Find out what could go on the headstone/marker/medallion

☐ Other (specify) _____

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

☐ Very satisfied

☐ Somewhat satisfied

☐ Neither satisfied nor dissatisfied

☐ Somewhat dissatisfied

☐ Very dissatisfied

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

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

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

☐ I read it on the application

☐ I looked it up on the VA website

☐ I was informed by the Funeral Director

☐ I was informed by a VA employee

☐ I was not aware

☐ Other (specify) _____

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

☐ Less than 1 month

☐ Between 1 and 2 months

☐ Between 2 and 3 months

☐ Between 3 and 4 months

☐ More than 4 months

☐ Don't know

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

☐ Very satisfied

☐ Somewhat satisfied

☐ Neither satisfied nor dissatisfied

☐ Somewhat dissatisfied

☐ Very dissatisfied

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

☐ Postcard

☐ E-mail

☐ Letter

☐ Other (specify) _____

☐ I don't care to be notified

20. 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.

☐ Strongly agree

☐ Agree

☐ Neither agree nor disagree

☐ Disagree

☐ Strongly disagree

Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.

Correct Mark ☐ ☐ ☒ ☐
 Incorrect Marks ☒ ☒ ☐ ☐

For information about the certificate signed by the President of the United States honoring the Veteran's service or to order more copies, please visit our web page at www.cem.va.gov/pmc.asp.

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

☐ Yes – Requested and received
☐ Yes – Received, but not requested
☐ No – Requested, not received → Go To #24
☐ No – Did not receive → Go To #24
☐ Don't know what this is → Go To #24

22. 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 → Go To #24
☐ Somewhat satisfied → Go To #24
☐ Neither satisfied nor dissatisfied
☐ Somewhat dissatisfied
☐ Very dissatisfied

23. Why were you not satisfied with the quality of the certificate signed by the President of the United States honoring the Veteran's service? (Mark all that apply.)

☐ Envelope was bent/torn
☐ Name was misspelled
☐ Poor print quality
☐ Other problem (specify) _____

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

☐ Very satisfied
☐ Somewhat satisfied
☐ Neither satisfied nor dissatisfied
☐ Somewhat dissatisfied
☐ Very dissatisfied

25. NCA Pre-Need Eligibility Process:

a. Are you aware of the NCA Pre-Need Eligibility Process? ☐ Yes ☐ No

b. Have you applied? ☐ Yes ☐ No

c. Do you intend to apply? ☐ Yes ☐ No

d. If you applied, were you satisfied with the length of time it took to receive a certificate of approval? ☐ Yes ☐ No

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

☐ Yes, but they were reasonable
☐ Yes, and the costs were substantial
☐ No → Go To #31
☐ Don't know → Go To #31

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

\$

0	0	0	0
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9

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

\$

0	0	0	0
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9

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

\$

0	0	0	0
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9

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Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.		Correct Mark <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	Incorrect Marks <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/>
<p>30. Was there a delay in the placement of the headstone, marker or medallion because of a difficulty to pay the setting fee?</p> <p><input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Don't know</p> <p>31. What was the gender of your loved one?</p> <p><input type="radio"/> Female <input type="radio"/> Male</p> <p>32. Was your loved one Hispanic or Latino?</p> <p><input type="radio"/> Yes <input type="radio"/> No</p> <p>33. What was the race of your loved one? <i>(Mark one or more)</i></p> <p><input type="radio"/> White <input type="radio"/> Black or African American <input type="radio"/> American Indian or Alaska Native <input type="radio"/> Asian <input type="radio"/> Native Hawaiian or other Pacific Islander</p> <p>34. Are you a Veteran (served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit)?</p> <p><input type="radio"/> Yes <input type="radio"/> No → Go To #38</p>	<p>35. In which of the following eras did you serve? <i>(Mark all that apply)</i></p> <p><input type="radio"/> World War II <input type="radio"/> Korean War <input type="radio"/> Vietnam War <input type="radio"/> Gulf War <input type="radio"/> Operation Enduring Freedom (OEF) <input type="radio"/> Operation Iraqi Freedom (OIF) <input type="radio"/> Operation New Dawn</p> <p>36. Was your loved one your spouse?</p> <p><input type="radio"/> Yes <input type="radio"/> No → Go To #38</p> <p>37. Are you aware that Veterans who are married to Veterans are entitled to individual gravesite headstone/marker/ medallion benefits?</p> <p><input type="radio"/> Yes <input type="radio"/> No</p> <p>38. What is your gender?</p> <p><input type="radio"/> Male <input type="radio"/> Female</p> <p>39. In what year were you born?</p> <p>_____</p>		
<p>40. Do you have any additional comments concerning how the VA Memorial Products Service could improve its services and programs? If your comment is in response to a specific question, please reference the question number.</p> <p>_____</p> <p>_____</p> <p>_____</p> <p style="text-align: center; margin-top: 20px;">Thank you very much for taking the time to complete this questionnaire.</p> <p>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:</p> <p style="text-align: center;">DEPARTMENT OF VETERANS AFFAIRS VA NCA CUSTOMER SATISFACTION SURVEY PO BOX 510570 LIVONIA, MI 48151</p> <p>If you have any questions about this research, please contact the Survey Help Line at 1-833-231-7069 or VistraResearch@ConsultVistra.com.</p>			

OMB Control Number 2900-0571
Estimated Completion Time: 20-30 Minutes

U.S. DEPARTMENT OF VETERANS AFFAIRS NATIONAL CEMETERY ADMINISTRATION

2021 FUNERAL DIRECTOR SATISFACTION SURVEY (National Cemeteries, VA Memorial Products, and State/Tribal Veterans Cemeteries)



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 DC 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 and respond by filling in the circle of the response that most closely represents your opinion.

Correct Mark



Incorrect Marks



- Use pencil or pen. Make heavy dark marks that fill the circles completely. If you wish to change an answer, erase cleanly (pencil) or put an "X" over the incorrect response (pen).
- Fill in one answer circle 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 contact the Survey Help Line at 1-833-231-7069
or VistraResearch@ConsultVistra.com.**



NATIONAL CEMETERY ADMINISTRATION
295128-2

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MEMORIAL PRODUCTS SERVICE SATISFACTION SURVEY

IMPORTANT – PLEASE ANSWER BEFORE PROCEEDING: Did your funeral home order NCA memorial products (headstones, markers, medallions, niche covers, or Presidential Memorial Certificates (certificate signed by the President of the United States honoring the Veteran's service)) during the 2020 calendar year?

☐ Yes -> **Go to Question 1**

☐ No -> **Go to the State or Tribal Veterans Cemeteries Satisfaction Survey on Page 8**

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

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

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

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

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

- ☐ Via the mail (to National VA)
- ☐ Via fax (to National VA)
- ☐ Via the local VA office
- ☐ Other (specify): _____

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

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

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

- ☐ Yes
- ☐ No -> **Go to #9**
- ☐ Don't Know

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

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

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

- ☐ To check on the status of an order
- ☐ To get help with ordering a marker
- ☐ To file a complaint about a marker
- ☐ Other (specify): _____

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

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

Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.		Correct Mark	Incorrect Marks
<p>9. Have you visited the VA website for information about ordering the headstone, marker, or medallion?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No -> Go to #12</p>			
<p>10. What type of information were you looking for on VA's website? (Mark all that apply)</p> <p><input type="radio"/> How to order a headstone/marker/medallion</p> <p><input type="radio"/> Download an order form</p> <p><input type="radio"/> Find information on documentation needed</p> <p><input type="radio"/> Find information on the Presidential Memorial Certificate Program (the certificate signed by the President of the United States honoring the Veteran's service)</p> <p><input type="radio"/> Find out what could go on the marker</p> <p><input type="radio"/> Other (specify): _____</p>			
<p>11. How satisfied were you with the ease of finding the information you were looking for on VA's website?</p> <p><input type="radio"/> Very satisfied</p> <p><input type="radio"/> Somewhat satisfied</p> <p><input type="radio"/> Neither satisfied nor dissatisfied</p> <p><input type="radio"/> Somewhat dissatisfied</p> <p><input type="radio"/> Very dissatisfied</p>			
<p>12. When completing an application for a VA headstone, marker, or medallion, do you typically: (Mark only one)</p> <p><input type="radio"/> Complete and send to the VA</p> <p><input type="radio"/> Complete and confirm information with family member's review and signature</p> <p><input type="radio"/> Partially complete and give to family member for finalization</p> <p><input type="radio"/> Other (specify): _____</p>			
<p>13. Are you aware of the following requirements:</p> <p>Memorial product orders require the signature from the next of kin or written delegation of representation.</p> <p><input type="radio"/> Yes <input type="radio"/> No</p> <p>Certification that the Veteran for whom the headstone, marker, or medallion is intended has not committed a capital crime and/or Tier 3 sex offense?</p> <p><input type="radio"/> Yes <input type="radio"/> No</p>			
<p>14. About how long after ordering the headstone, marker, or medallion did it arrive?</p> <p><input type="radio"/> Less than 1 month</p> <p><input type="radio"/> Between 1 and 2 months</p> <p><input type="radio"/> Between 2 and 3 months</p> <p><input type="radio"/> Between 3 and 4 months</p> <p><input type="radio"/> More than 4 months</p> <p><input type="radio"/> Don't Know</p>			
<p>15. How satisfied are you with the amount of time it takes to receive VA markers?</p> <p><input type="radio"/> Very satisfied</p> <p><input type="radio"/> Somewhat satisfied</p> <p><input type="radio"/> Neither satisfied nor dissatisfied</p> <p><input type="radio"/> Somewhat dissatisfied</p> <p><input type="radio"/> Very dissatisfied</p>			
<p>16. In the past year, have you/your company had problems with a delivered headstone, marker, or medallion?</p> <p><input type="radio"/> Yes <input type="radio"/> No -> Go To #20</p>			
<p>17. About what percentage of the markers that you receive have problems?</p> <p><input type="radio"/> Less than 1%</p> <p><input type="radio"/> 1% to 5%</p> <p><input type="radio"/> 6% to 10%</p> <p><input type="radio"/> More than 10%</p>			
<p>18. What types of problems have you experienced with VA furnished headstones and markers? (Mark all that apply)</p> <p><input type="radio"/> Broken/chipped headstones/markers</p> <p><input type="radio"/> Typographical error(s)</p> <p><input type="radio"/> Wrong information/symbol</p> <p><input type="radio"/> Discoloration</p> <p><input type="radio"/> Wrong type of headstone or marker</p> <p><input type="radio"/> Other (specify): _____</p>			
<p>19. How satisfied are you with the timeliness in which problems have been corrected?</p> <p><input type="radio"/> Very satisfied</p> <p><input type="radio"/> Somewhat satisfied</p> <p><input type="radio"/> Neither satisfied nor dissatisfied</p> <p><input type="radio"/> Somewhat dissatisfied</p> <p><input type="radio"/> Very dissatisfied</p>			

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Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER. Correct Mark ☐ ☐ ☒ ☐ Incorrect Marks ☒ ☒ ☒ ☒

20. Generally, how would you rate the quality of the VA headstones or markers received compared to those received in previous years in the following areas?

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

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

☐ Strongly agree
☐ Agree
☐ Neither agree nor disagree
☐ Disagree
☐ Strongly disagree

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

☐ Yes ☐ No → Go To #25

For information about the Presidential Memorial Certificate (the certificate signed by the President of the United States honoring the Veteran's service) or to order more copies, please visit our web page at www.cem.va.gov/pmc.asp.

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

☐ Yes ☐ No

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

☐ Yes ☐ No

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

☐ Very satisfied
☐ Somewhat satisfied
☐ Neither satisfied nor dissatisfied
☐ Somewhat dissatisfied
☐ Very dissatisfied

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

Appendix C: User Guide

SECTION DESCRIPTION

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

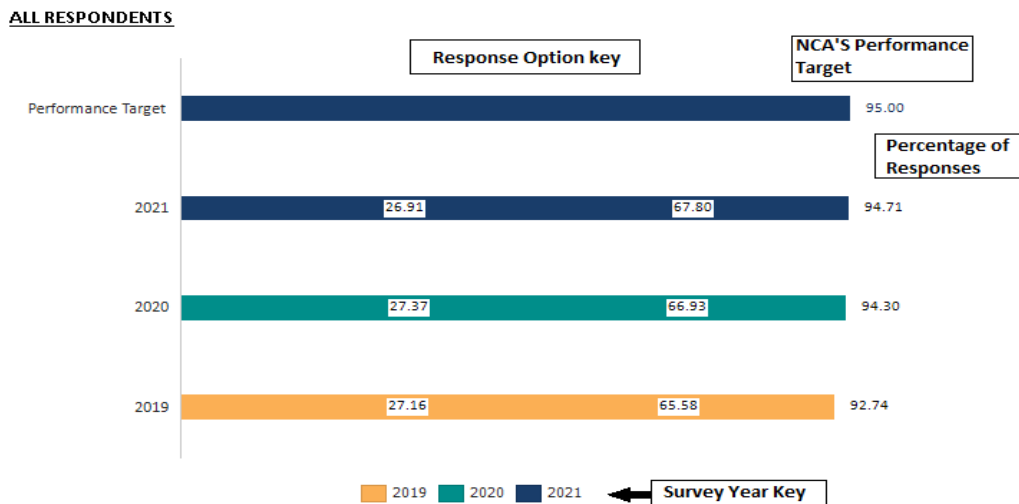
Question Numbers

Questions that were asked of both funeral directors and next of kin are presented together in All Respondents graphs followed by the sample type's respective graph. When presented together, the first number presented for the question is the question number for next of kin, and the second is the question number for funeral directors. In the below example, Question 20 was asked of next of kin in the memorial products satisfaction survey, while Question 21 was asked of funeral directors in the funeral director survey.

Stacked Bar Graphs

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 not depicted. A sample stacked bar graph is presented below with labels to aid in interpretation of the graph.

Question 20/21: 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.



Survey years are located below the graph. When data are available, the graph will display data from the current year and the previous two years.

The percentages on the right represent the percentage of participants who responded positively to the item (i.e., the sum of both moderate and strong positive responses). The percentages in the middle are the strong positive response (in this case, "Strongly agree") and percentages to the left are the moderate responses (in this case, "Agree"). For example, in the above graph, in 2021 26.91% of all NCA respondents selected "Agree" and 67.80% selected "Strongly agree," so in total, 94.71% of participants responded positively to this item.

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

Data Tables

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

	Year	n	Strongly agree	*Change Score	Agree	Neither / Nor	Disagree	Strongly disagree
NCA	2021	4307	67.80%	0.87%	26.91%	4.48%	0.51%	0.30%
	2020	4899	66.93%	1.35%	27.37%	4.59%	0.69%	0.41%
	2019	4974	65.58%	1.20%	27.16%	5.67%	0.84%	0.74%

*The change scores represent the difference between the "Strongly agree" categories for the row year and the previous year.

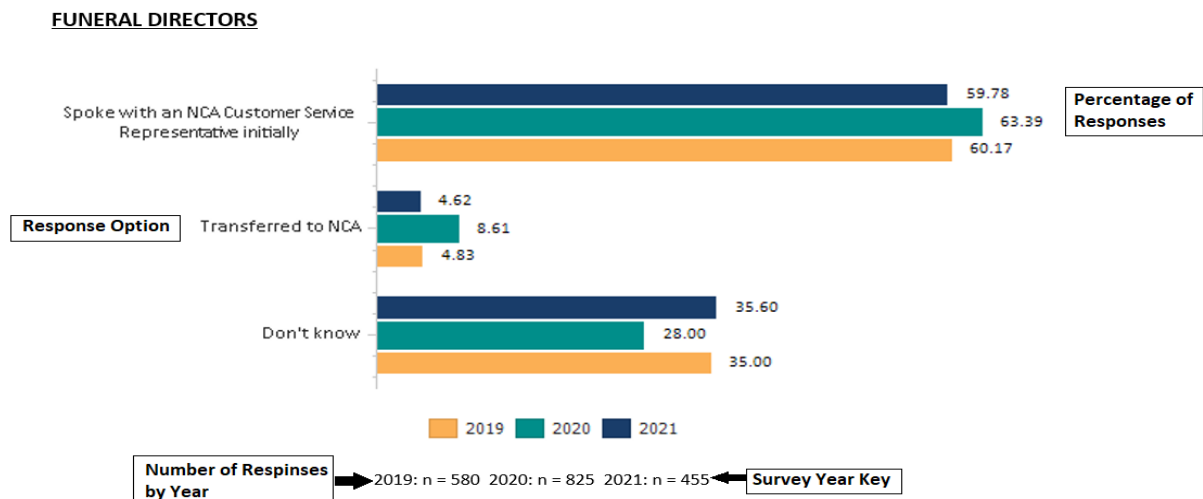
Change scores represent the difference between the percentages of participants selecting the most positive response option (e.g., "Strongly agree," "Very satisfied") for the row year versus the previous year. For example, in the above table 67.80% of respondents selected "Strongly agree" in 2021, while 66.93% selected this option in 2020. The change score was calculated as follows: $67.80\% - 66.93\% = 0.87\%$. Although 2018 data are not presented in the table, the 2019 change score represents the difference between the percentage of respondents selecting "Strongly agree" in 2019 and in 2018.

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

Standard Bar Graphs

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

Question 9/6: Did you speak with an National Cemetary Administration (NCA) Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?



Standard bar graphs list all possible response options along the vertical axis. If available, data are presented for the current year and the two previous years. The color to designate each year’s data is presented in the survey year key. In the above example, 2021 data are represented by the top blue bars, 2020 data are represented by the middle green bars, and 2019 data are represented by the bottom yellow bars. Thus, 59.78% of respondents selected spoke with an NCA customer service representative initially in 2021, 63.39% in 2020, and 60.17% in 2019.

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

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

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

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

Appendix D: Question Locator

SECTION DESCRIPTION

- Appendix D provides a reference chart that lists each survey item and the corresponding report page number where its survey data can be found.

Appendix D

Questions for All Participants

Question #		Question Text	Report Page #
NK	FD		Report Page #
7	4	How satisfied were you with the process you used to order the headstone, marker, or medallion?	13 - 15
8	5	Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?	64 - 66
9	6	Did you speak with an National Cemetary Administration (NCA) Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?	70 - 72
10	7	Why did you call NCA? (Mark all that apply)	67 - 69
11	8	How satisfied were you with the service you received from the NCA Customer Service representative?	16 - 18
12	9	Did you visit the VA website for information about ordering the headstone, marker, or medallion?	57 - 59
13	10	What type of information were you looking for on VA's website? (Mark all that apply)	60 - 62
14	11	How satisfied were you with the ease of finding the information you were looking for on VA's website?	19 - 21
17	14	About how long after ordering the headstone, marker, or medallion did it arrive?	30 - 32
18	15	How satisfied were you with the amount of time it took to receive the headstone, marker, or medallion?	22 - 24
20	21	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.	8 - 10
24	25	Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?	26 - 28

Appendix D

Questions for Next of Kin

Question #	Question Text	Report Page #
NK		Report Page #
1	How did you learn about the headstone, marker, or medallion benefit provided by the VA? (Mark all that apply)	35
2	What type of headstone, marker, or medallion did you order?	37
3	Did you have any problems while affixing the Bronze Medallion to the headstone or markers?	38
5	Who helped you with ordering the headstone/marker/medallion? (Mark all that apply)	36
6	How did you order the headstone, marker, or medallion? (Mark only one)	33
15	When you were applying for the headstone, marker, or medallion, were you aware that the following items could be added to the headstone, marker, or medallion:	39
16	If you were aware of the availability of an inscription, how did you learn about what could be included in the inscription? (Mark all that apply)	40
19	How would you have preferred to be notified about the delivery status of your headstone, marker, or medallion?	41
21	Did you order and/or receive a certificate signed by the President of the United States honoring the Veteran's service?	95
22	How satisfied were you with the quality of the certificate signed by the President of the United States honoring the Veteran's service?	11
23	Why were you not satisfied with the quality of the certificate signed by the President of the United States honoring the Veteran's service?	12
25	NCA Pre-Need Eligibility Process:	46 - 49
26	Were you required to pay any fees regarding your government headstone, marker, or medallion?	96
27	If you ordered a Bronze marker, what amount were you required to pay?	97
28	If you ordered a Granite/Marble headstone or marker, what amount were you required to pay?	98
29	If you ordered a Bronze Medallion, what amount were you required to pay?	99
30	Was there a delay in the placement of the headstone, marker or medallion because of a difficulty to pay the setting fee?	100
31	What was the gender of your loved one?	110
32	Was your loved one Hispanic or Latino?	111
33	What was the race of your loved one?	112
34	Are you a Veteran served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit)?	113

Appendix D

Question #	Question Text	Report Page #
NK		Report Page #
35	In which of the following eras did you serve? (Mark all that apply)	114
36	Was your loved one your spouse?	117
37	Are you aware that Veterans who are married to Veterans are entitled to individual gravesite headstone/marker/ medallion benefits?	115
38	What is your gender?	116
39	In what year were you born?	118
NC 23	How satisfied were you with the length of time it took for the permanent headstone, marker, or columbarium niche cover to be in place?	50
STVC 21	How satisfied were you with the length of time it took for the permanent headstone, marker, or columbarium niche cover to be in place?	51
NC 24	When the headstone, marker, or columbarium niche cover arrived, was the inscription accurate?	52
STVC 22	When the headstone, marker, or columbarium niche cover arrived, was the inscription accurate?	53
NC 25	Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived?	54
STVC 23	Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived?	55
NC 26	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?	101
STVC 24	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?	102
NC 27	How satisfied were you with the quality of the certificate signed by the President of the United States honoring the Veteran's service?	103
STVC 25	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?	104
NC 28	Why were you not satisfied with the quality of the certificate signed by the President of the United States honoring the Veteran's service? (Mark all that apply)	105
STVC 26	Why were you not satisfied with the quality of the certificate signed by the President of the United States honoring the Veteran's service? (Mark all that apply)	106
NC 29	Receiving the certificate signed by the President of the United States honoring the Veterans service at the committal service (rather than receiving it in the mail) enhances the meaning of the recognition.	107

Appendix D

Question #	Question Text	Report Page #
NK		Report Page #
STVC 27	Receiving the certificate signed by the President of the United States honoring the Veteran's service at the committal service (rather than receiving it in the mail) would enhance the meaning of the recognition.	108

Appendix D

Questions for Funeral Directors

Question #	Question Text	Report Page #
FD		Report Page #
1	On average, about how many VA headstones, markers, and medallions do you/your company order in a year?	42
2	Please indicate the type/types of VA headstones/markers/medallions you/your company ordered. (Mark all that apply)	43
3	How do you typically order VA headstones, markers, or medallions? (Mark all that apply)	34
12	When completing an application for a VA headstone, marker, or medallion, do you typically:	44
13	Are you aware of the following requirements?	45
16	In the past year, have you/your company had problems with a delivered headstone, marker, or medallion?	88
17	About what percentage of the markers that you receive have problems?	89
18	What types of problems have you experienced with VA furnished headstones and markers? (Mark all that apply)	90
19	How satisfied are you with the timeliness in which problems have been corrected?	25
20	Generally, how would you rate the quality of the VA headstones or markers received compared to those received in previous years in the following areas?	82 - 86
22	Are you aware of the Presidential Memorial Certificate (PMC) Program (the certificate signed by the President of the United States honoring the Veteran's service)?	92
23	Do you typically inform your clients about the program?	93
24	Do you typically order the certificate(s) for your client?	24
NC 18	How easy is the process of scheduling an interment at the national cemetery?	74
STVC 17	How easy is the process of scheduling an interment at the State or Tribal Veterans Cemetery?	75
STVC 18	How long does it typically take to confirm the scheduling of an interment with the State or Tribal Veterans Cemetery?	76
NC 19	Overall, how satisfied were you with the length of time you were on the phone to schedule an interment with the National Cemetery Scheduling Office?	77
STVC 19	Overall, how satisfied were you with the length of time it took to confirm the scheduling of an interment?	78
NC 32	The National Cemetery Scheduling Office's hours of operation meet my needs for scheduling services.	79

Appendix D

Question #	Question Text	Report Page #
FD		Report Page #
STVC 32	The State or Tribal Veterans Cemetery hours of operation meet my needs for scheduling services.	80

Appendix E: Response Rates

SECTION DESCRIPTION

- This appendix provides detailed information about the response rates for next of kin and funeral directors in the National Cemetery Administration's 2021 Memorial Products Service Survey of Satisfaction.

Appendix E: Response Rates

National Response Rates

Nationally, the survey yielded a response rate of 27.38% (50.03% for next of kin and 15.85% 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.

446 undeliverable pieces (7.97%) of mail were received over the course of the 2021 MPS survey. The following number of surveys were defined as undeliverable and not delivered to the respondent and returned to the post office:

Undeliverable Surveys				
	Next of Kin		Funeral Directors	
Not deliverable as addressed	51	47.66%	123	36.28%
Attempted – Not known	19	17.76%	65	19.17%
Insufficient address	18	16.82%	18	5.31%
Vacant	7	6.54%	19	5.60%
No mail receptacle	4	3.74%	81	23.89%
Forward time expired	3	2.80%	10	2.95%
No comment	2	1.87%	2	0.59%
No such number	1	0.93%	10	2.95%
Unclaimed	1	0.93%	6	1.77%
Refused	1	0.93%	2	0.59%
No such street	0	0.00%	3	0.88%
Total	107	100.00%	339	100.00%

Appendix E: Response Rates

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

Survey Response Rates			
	Next of Kin	Funeral Directors	Total
Total Sample	5,599	11,140	16,739
Undeliverable	107	339	446
Total Eligible Questionnaires	5,492	10,801	16,293
Total Returned Surveys	2,748	1,713	4,461
English Surveys Returned	2,736	1,705	4,441
Spanish Surveys Returned	12	8	20
Total Response Rate (Returned/Eligible)	50.03%	15.85%	27.37%

The table below presents survey returns by survey completion method.

Survey Returns by Web and Mail					
		Next of Kin		Funeral Directors	
Web Completes	English	301	10.95%	289	16.87%
	Spanish	3	0.11%	0	0.00%
	Total	304	11.06%	289	16.87%
Paper Completes	English	2,435	88.61%	1,416	82.66%
	Spanish	9	0.33%	8	0.47%
	Total	2,444	88.94%	1,424	83.13%
Total Returned Surveys		2,748	100.00%	1,713	100.00%

*5,585 English-language NoK and 14 Spanish-language survey NoK questionnaires were mailed for this survey; 11,045 English-language FD and 95 Spanish-language FD survey questionnaires were mailed for this survey.

Appendix F: Survey Results by Question

- This appendix provides the 2021 next of kin and funeral director survey results by question.

Appendix F: Survey Results by Question

Survey Results by Question: Next of Kin

1. How did you learn about the headstone, marker, or medallion benefit provided by the VA? (Mark all that apply)	National
	n=2,698
Veteran/family member	28.17%
Funeral Director	46.78%
Cemetery Representative	13.57%
VA employee	8.78%
My own research	8.90%
Other	6.30%
2. What type of headstone, marker, or medallion did you order?	National
	n=2,600
Bronze (metal plate)	58.92%
Stone (granite or marble)	28.69%
Bronze Medallion	12.38%
3. Did you have any problems while affixing the Bronze Medallion to the headstone or markers?	National
	n=307
Yes	2.93%
No	82.74%
Have not affixed the medallion yet	14.33%
5. Who helped you with ordering the headstone/marker/medallion? (Mark all that apply)	National
	n=2,690
Family member	9.14%
Funeral Director	51.23%
Cemetery	21.15%
VA Employee	14.20%
Other	4.76%
No one	8.77%

Appendix F: Survey Results by Question

6. How did you order the headstone, marker, or medallion? (Mark only one)	National
	n=2,580
Mail	15.89%
Fax	4.61%
Funeral Director	60.89%
Other	18.60%
7. How satisfied were you with the process you used to order the headstone, marker, or medallion?	National
	n=2,679
Very satisfied	85.82%
Somewhat satisfied	8.10%
Neither satisfied nor dissatisfied	2.87%
Somewhat dissatisfied	2.02%
Very dissatisfied	1.19%
8. Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?	National
	n=2,680
Yes	6.38%
No	88.66%
Don't know	4.96%
9. Did you speak with an National Cemetary Administration (NCA) Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?	National
	n=287
Spoke with an NCA customer Service Representative initially	37.28%
Transferred to NCA	6.97%
Don't know	55.75%
10. Why did you call NCA? (Mark all that apply)	National
	n=233
To check on the status of an order	27.80%
To get help with ordering a marker	48.43%
To file a complaint about a marker	6.28%
Other	28.70%

Appendix F: Survey Results by Question

11. How satisfied were you with the service you received from the NCA Customer Service representative?	National
	n=251
Very satisfied	72.11%
Somewhat satisfied	12.35%
Neither satisfied nor dissatisfied	9.56%
Somewhat dissatisfied	2.79%
Very dissatisfied	3.19%
12. Did you visit the VA website for information about ordering the headstone, marker, or medallion?	National
	n=2,669
Yes	14.72%
No	85.28%
13. What type of information were you looking for on VA's website? (Mark all that apply)	National
	n=376
How to order a headstone/marker medallion	73.14%
Download an order form	52.13%
Find information on documentation needed	49.73%
Find information on the certificate signed by the President of the United States honoring the Veteran's service	18.62%
Find out what could go on the headstone/marker/medallion	45.48%
Other	4.26%
14. How satisfied were you with the ease of finding the information you were looking for on VA's website?	National
	n=375
Very satisfied	73.33%
Somewhat satisfied	19.20%
Neither satisfied nor dissatisfied	3.47%
Somewhat dissatisfied	2.93%
Very dissatisfied	1.07%

Appendix F: Survey Results by Question

15. When you were applying for the headstone, marker, or medallion, were you aware that the following items could be added to the headstone, marker, or medallion:	National
	n=2,493
An inscription	59.21%
Birth date/Date of death	77.12%
Highest rank attained	64.37%
War service	65.60%
Emblem of belief	49.77%
Valor Awards	35.87%
Terms of endearment	37.07%
Nicknames	27.27%
Civilian credentials (i.e., Doctor)	24.90%
Special unit designations	30.90%
Other military credentials	30.56%
16. If you were aware of the availability of an inscription, how did you learn about what could be included in the inscription? (Mark all that apply)	National
	n=2,476
I read it on the application	16.16%
I looked it up on the VA website	4.93%
I was informed by the Funeral Director	34.37%
I was informed by a VA employee	11.27%
I was not aware	31.38%
Other	8.36%
17. About how long after ordering the headstone, marker, or medallion did it arrive?	National
	n=2,676
Less than 1 month	13.15%
Between 1 and 2 months	33.11%
Between 2 and 3 months	18.87%
Between 3 and 4 months	9.42%
More than 4 months	11.25%
Don't know	14.20%

Appendix F: Survey Results by Question

18. How satisfied were you with the amount of time it took to receive the headstone, marker, or medallion?	National
	n=2,669
Very satisfied	66.77%
Somewhat satisfied	16.75%
Neither satisfied nor dissatisfied	10.04%
Somewhat dissatisfied	3.97%
Very dissatisfied	2.47%
19. How would you have preferred to be notified about the delivery status of your headstone, marker, or medallion?	National
	n=2,414
Postcard	18.85%
E-mail	25.85%
Letter	31.44%
I don't care to be notified	10.56%
Other	13.30%
20. 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.	National
	n=2,663
Strongly agree	70.67%
Agree	24.45%
Neither agree nor disagree	3.76%
Disagree	<1%
Strongly Disagree	<1%
21. Did you order and/or receive a certificate signed by the President of the United States honoring the Veteran's service?	National
	n=2,645
Yes – Requested and received	34.59%
Yes – Received, but not requested	35.69%
No – Requested, not received	2.57%
No – Did not receive	14.93%
Don't know	12.21%

Appendix F: Survey Results by Question

22. How satisfied were you with the quality of the certificate signed by the President of the United States honoring the Veteran's service?	National
	n=1,843
Very satisfied	82.69%
Somewhat satisfied	10.26%
Neither satisfied nor dissatisfied	5.26%
Somewhat dissatisfied	<1%
Very dissatisfied	<1%
23. Why were you not satisfied with the quality of the certificate signed by the President of the United States honoring the Veteran's service?	National
	n=65
Envelope was bent/torn	7.69%
Name was misspelled	10.77%
Poor print quality	15.38%
Other problem (specify)	72.31%
24. Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?	National
	n=2,644
Very satisfied	80.79%
Somewhat satisfied	12.10%
Neither satisfied nor dissatisfied	4.61%
Somewhat dissatisfied	1.21%
Very dissatisfied	1.29%
25A. NCA Pre-Need Eligibility Process: Are you aware of the NCA Pre-Need Eligibility Process?	National
	n=2,354
Yes	6.37%
No	93.63%
25B. NCA Pre-Need Eligibility Process: Have you applied?	National
	n=1,615
Yes	2.17%
No	97.83%

Appendix F: Survey Results by Question

25C. NCA Pre-Need Eligibility Process: Do you intend to apply?	National
No	93.06%
Yes	6.94%
25D. NCA Pre-Need Eligibility Process: If you applied, were you satisfied with the length of time it took to receive a certificate of approval?	National
	n=27
Yes	85.19%
No	14.81%
26. Were you required to pay any fees regarding your government headstone, marker, or medallion?	National
	n=2,611
Yes, but they were reasonable	9.46%
Yes, and the costs were substantial	2.87%
No	77.29%
Don't know	10.38%
27. If you ordered a Bronze marker, what amount were you required to pay?	National
	n=154
Less than \$100	14.94%
\$100 - \$299	47.40%
\$300 - \$499	15.58%
\$500 and higher	22.08%
28. If you ordered a Granite/Marble headstone or marker, what amount were you required to pay?	National
	n=88
Less than \$100	11.36%
\$100 - \$299	38.64%
\$300 - \$499	12.50%
\$500 and higher	37.50%

Appendix F: Survey Results by Question

29. If you ordered a Bronze Medallion, what amount were you required to pay?	National
	n=32
Less than \$100	46.88%
\$100 - \$299	40.62%
\$300 - \$499	3.12%
\$500 and higher	9.38%
30. Was there a delay in the placement of the headstone, marker or medallion because of a difficulty to pay the setting fee?	National
	n=299
Yes	2.34%
No	94.98%
Don't know	2.68%
31. What was the gender of your loved one?	National
	n=2,709
Male	97.67%
Female	2.33%
32. Was your loved one Hispanic or Latino?	National
	n=2,661
Yes	2.10%
No	97.90%
33. What was the race of your loved one?	National
	n=2,691
White	93.68%
Black or African American	5.20%
American Indian or Alaska Native	1.15%
Asian	<1%
Native Hawaiian or other Pacific Islander	<1%

Appendix F: Survey Results by Question

34. Are you a Veteran (served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit)?	National
	n=2,682
Yes	10.85%
No	89.15%
35. In which of the following eras did you serve? (Mark all that apply)	National
	n=237
World War II	2.11%
Korean War	10.55%
Vietnam War	57.38%
Gulf War	29.54%
Operation Enduring Freedom (OEF)	16.88%
Operation Iraqi Freedom (OIF)	13.92%
Operation New Dawn	2.53%
36. Was your loved one your spouse?	National
	n=270
Yes	18.15%
No	81.85%
37. Are you aware that Veterans who are married to Veterans are entitled to individual gravesite headstone/marker/ medallion benefits?	National
	n=45
Yes	44.44%
No	55.56%
38. What is your gender?	National
	n=2,651
Male	24.14%
Female	75.86%

Appendix F: Survey Results by Question

39. In what year were you born?	National
	n=2,543
18-29	<1%
30-39	<1%
40-49	3.66%
50-59	13.61%
60-69	33.50%
70+	48.33%

Appendix F: Survey Results by Question

Survey Results by Question: Funeral Directors

1. On average, about how many VA headstones, markers, and medallions do you/your company order in a year?	National
	n=1,671
Less than 10	44.17%
11 to 25	37.58%
26 to 40	13.70%
More than 40	4.55%
2. Please indicate the type/types of VA headstones/markers/medallions you/your company ordered. (Mark all that apply)	National
	n=1,641
Flat Bronze	80.32%
Flat Marble/Granite	54.78%
Bronze Niche	23.77%
Upright Marble/Granite	31.87%
Bronze Medallion	21.15%
3. How do you typically order VA headstones, markers, or medallions? (Mark all that apply)	National
	n=1,639
Via the mail to National VA	29.29%
Via fax to National VA	66.26%
Via fax to National VA	11.17%
Via the local VA office	3.97%
4. How satisfied were you with the process you used to order the headstone, marker, or medallion?	National
	n=1,653
Very satisfied	67.27%
Somewhat satisfied	24.02%
Neither satisfied nor dissatisfied	6.90%
Somewhat dissatisfied	1.27%
Very dissatisfied	<1%

Appendix F: Survey Results by Question

5. Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?	National
	n=1,661
Yes	21.73%
No	71.76%
Don't Know	6.50%
6. Did you speak with an National Cemetary Administration (NCA) Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?	National
	n=455
Spoke with an NCA customer Service Representative initially	59.78%
Transferred to NCA	4.62%
Don't know	35.60%
7. Why did you call NCA? (Mark all that apply)	National
	n=419
To check on the status of an order	68.26%
To get help with ordering a marker	31.03%
To file a complaint about a marker	9.55%
Other	10.74%
8. How satisfied were you with the service you received from the NCA Customer Service representative?	National
	n=438
Very satisfied	73.06%
Somewhat satisfied	18.26%
Neither satisfied nor dissatisfied	6.85%
Somewhat dissatisfied	1.14%
Very dissatisfied	<1%
9. Did you visit the VA website for information about ordering the headstone, marker, or medallion?	National
	n=1,685
Yes	43.62%
No	56.38%

Appendix F: Survey Results by Question

10. What type of information were you looking for on VA's website? (Mark all that apply)	National
	n=724
How to order a headstone/marker medallion	26.24%
Download an order form	76.38%
Find information on documentation needed	20.38%
Find information on the Presidential Memorial Certificate Program	15.61%
Find out what could go on the headstone/marker/medallion	29.56%
Other	3.18%
11. How satisfied were you with the ease of finding the information you were looking for on VA's website?	National
	n=724
Very satisfied	68.78%
Somewhat satisfied	26.52%
Neither satisfied nor dissatisfied	4.01%
Somewhat dissatisfied	<1%
Very dissatisfied	<1%
12. When completing an application for a VA headstone, marker, or medallion, do you typically:	National
	n=1,637
Complete and send to the VA	25.05%
Complete and confirm information with family member's review and signature	64.08%
Partially complete and give to family member for finalization	8.00%
Other	2.87%
13. Are you aware of the following requirements? - Memorial product orders require the signature from the NOK or written delegation	National
	n=1,690
Yes	97.16%
No	2.84%
13. Are you aware of the following requirements? - Certification that the Veteran has not committed a capital crime and/or Tier 3 sex offense	National
	n=1,656
Yes	89.98%
No	10.02%

Appendix F: Survey Results by Question

14. About how long after ordering the headstone, marker, or medallion did it arrive?	National
	n=1,669
Less than 1 month	15.76%
Between 1 and 2 months	45.12%
Between 2 and 3 months	15.76%
Between 3 and 4 months	5.63%
More than 4 months	2.04%
Don't know	15.70%
15. How satisfied were you with the amount of time it took to receive the headstone, marker, or medallion?	National
	n=1,663
Very satisfied	51.41%
Somewhat satisfied	29.52%
Neither satisfied nor dissatisfied	15.94%
Somewhat dissatisfied	2.71%
Very dissatisfied	<1%
16. In the past year, have you/your company had problems with a delivered headstone, marker, or medallion?	National
	n=1,662
Yes	12.82%
No	87.18%
17. About what percentage of the markers that you receive have problems?	National
	n=209
Less than 1%	60.77%
1% to 5%	32.54%
6% to 10%	3.35%
More than 10%	3.35%

Appendix F: Survey Results by Question

18. What types of problems have you experienced with VA furnished headstones and markers? (Mark all that apply)	National
	n=207
Broken/chipped	52.66%
Typographical errors)	36.23%
Wrong information/symbol	15.46%
Discoloration	2.90%
Wrong type of headstone or marker	5.80%
Other	14.01%
19. How satisfied are you with the timeliness in which problems have been corrected?	National
	n=210
Very satisfied	58.10%
Somewhat satisfied	25.24%
Neither satisfied nor dissatisfied	10.48%
Somewhat dissatisfied	5.71%
Very dissatisfied	<1%
20A. Generally, how would you rate the quality of the VA headstones or markers received compared to those received in previous years in the following areas: Cut ?	National
	n=1,606
Excellent	66.06%
Above average	20.24%
Average	13.51%
Below average	<1%
Extremely poor	<1%
20B. Generally, how would you rate the quality of the VA headstones or markers received compared to those received in previous years in the following areas: Polish?	National
	n=1,590
Excellent	64.97%
Above average	19.69%
Average	14.72%
Below average	<1%
Extremely poor	<1%

Appendix F: Survey Results by Question

20C. Generally, how would you rate the quality of the VA headstones or markers received compared to those received in previous years in the following areas: Color?	National
	n=1,590
Excellent	65.41%
Above average	19.37%
Average	14.78%
Below average	<1%
Extremely poor	<1%
20D. Generally, how would you rate the quality of the VA headstones or markers received compared to those received in previous years in the following areas: Finish?	National
	n=1,566
Excellent	65.52%
Above average	19.73%
Average	14.56%
Below average	<1%
Extremely poor	<1%
20E. Generally, how would you rate the quality of the VA headstones or markers received compared to those received in previous years in the following areas: Depth of inscription?	National
	n=1,416
Excellent	64.76%
Above average	19.42%
Average	15.25%
Below average	<1%
Extremely poor	<1%
21. 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.	National
	n=1,644
Strongly agree	63.14%
Agree	30.90%
Neither agree nor disagree	5.66%
Disagree	<1%
Strongly Disagree	<1%

Appendix F: Survey Results by Question

22. Are you aware of the Presidential Memorial Certificate (PMC) Program (the certificate signed by the President of the United States honoring the Veteran's service)?	National
	n=1,683
Yes	89.66%
No	10.34%
23. Do you typically inform your clients about the program?	National
	n=1,460
Yes	76.30%
No	23.70%
24. Do you typically order the certificate(s) for your client?	National
	n=1,462
Yes	73.32%
No	26.68%
25. Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?	National
	n=1,646
Very satisfied	73.45%
Somewhat satisfied	18.65%
Neither satisfied nor dissatisfied	7.11%
Somewhat dissatisfied	<1%
Very dissatisfied	<1%