

2023

National Cemetery Administration Memorial Products Satisfaction Survey



VA



U.S. Department
of Veterans Affairs

National Report
August 2023

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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 who ordered headstones, markers, and medallions for use at private cemeteries and funeral directors who worked with national, private, and State or Tribal Veterans cemeteries from January 1, 2022 through December 31, 2022.
- These surveys and the resultant data represent the NCA commitment to customer service, seeking feedback from those using our services, and an ongoing search for evidence-based opportunities for continuous improvement.

Executive Summary

Report Overview

Data for this Memorial 2023 survey were collected from next of kin and funeral directors in one fielding:

- Next of kin fielding: March 31, 2023 to July 5, 2023
- Funeral director fielding: March 31, 2023 to July 5, 2023

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, 2022 to December 31, 2022. Surveys were mailed to 6,682 next of kin who had ordered an MPS product for placement at a private cemetery during the time period of January 1, 2022 through December 31, 2022. Surveys were also mailed to 12,881 funeral directors who had worked with national, private, and State or Tribal Veterans cemeteries during the same designated period of time. A total of 5,558 completed questionnaires (3,125 next of kin and 2,433 funeral directors) were returned, which resulted in an overall survey response rate of 29.46% (48.21% for next of kin and 19.65% for funeral directors). The survey response rate calculation excludes ineligible surveys, e.g., those returned undeliverable.

In this report survey findings are presented in eight sections.

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 2023 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 2023 NC Satisfaction Survey and STVC Satisfaction Survey regarding next of kin satisfaction with the quality of the PMC.
- The section entitled "Funeral Director Satisfaction with Scheduling" presents survey findings from the National Cemetery Administration's 2023 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 2023 next of kin and the memorial products component of the funeral director surveys are also included in this appendix.

Executive Summary

- 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.
- Appendix E: Response Rates – presents response rates for the 2023 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

Questions asked of all respondents unless designated NoK for Next of Kin and FD for Funeral Director.

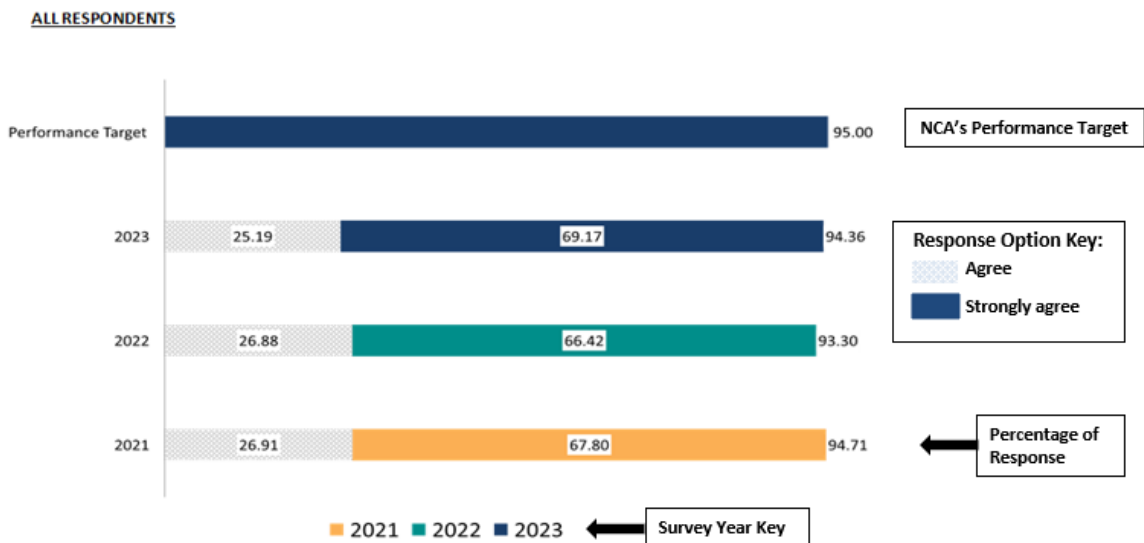
OVERALL SATISFACTION	
Satisfaction with VA Memorial Products Service products and services	91.14%
Satisfaction with Quality of the headstone, marker, or medallion	94.36%
Quality of the certificate signed by the President	88.26%
Satisfaction with the process used to order the headstone, marker, or medallion	92.08%
INFORMATION AND COMMUNICATION	
Satisfaction with Ease of finding information	95.16%
QUALITY OF PRODUCTS AND SERVICES	
Satisfaction with amount of time it took to receive the headstone, marker, or medallion	81.06%
Satisfaction with NCA Customer Service representative	91.12%

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 140) of this report.

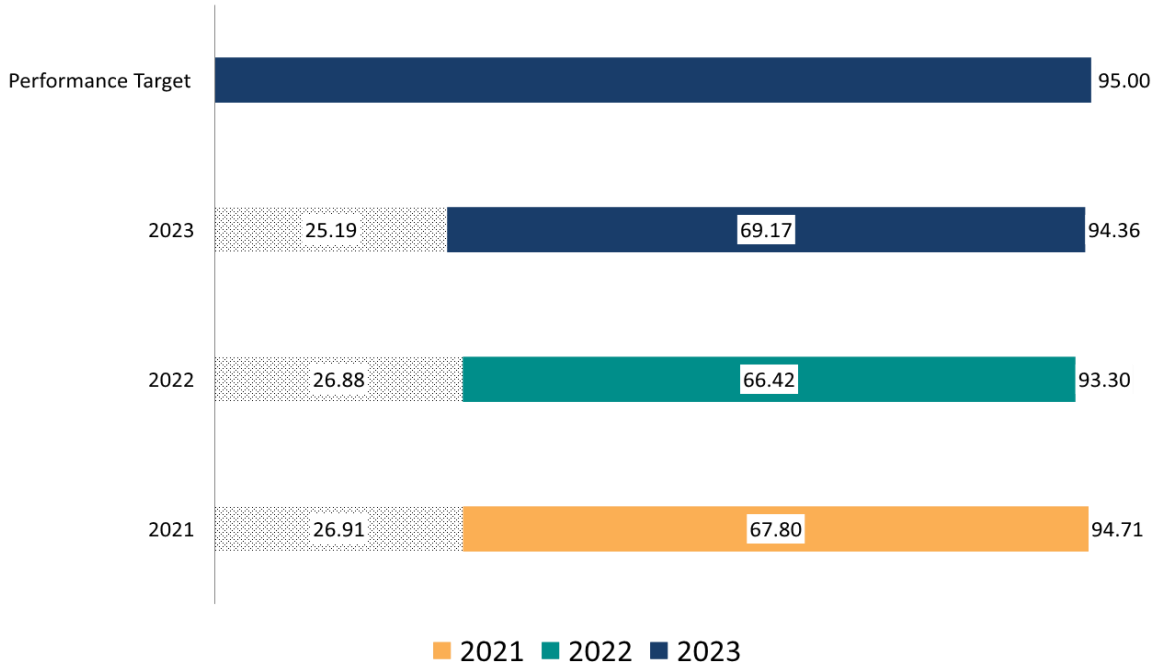
Question 20/21: Please indicate your level of agreement with the following statement: The overall quality of the headstone, marker, or medallion I received from the VA was excellent.



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



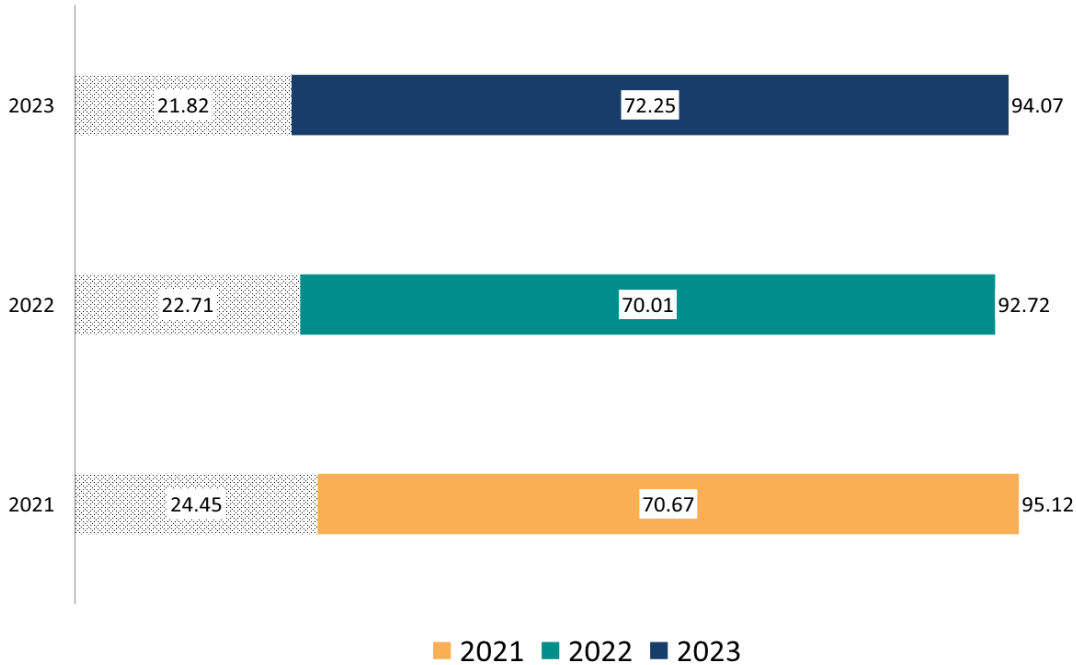
	Year	n	Strongly agree	*Change Score	Agree	Neither / Nor	Disagree	Strongly disagree
ALL RESPONDENTS	2023	4628	69.17%	2.75%	25.19%	4.78%	0.56%	0.30%
	2022	4449	66.42%	-1.38%	26.88%	5.71%	0.70%	0.29%
	2021	4307	67.80%	0.87%	26.91%	4.48%	0.51%	0.30%

*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



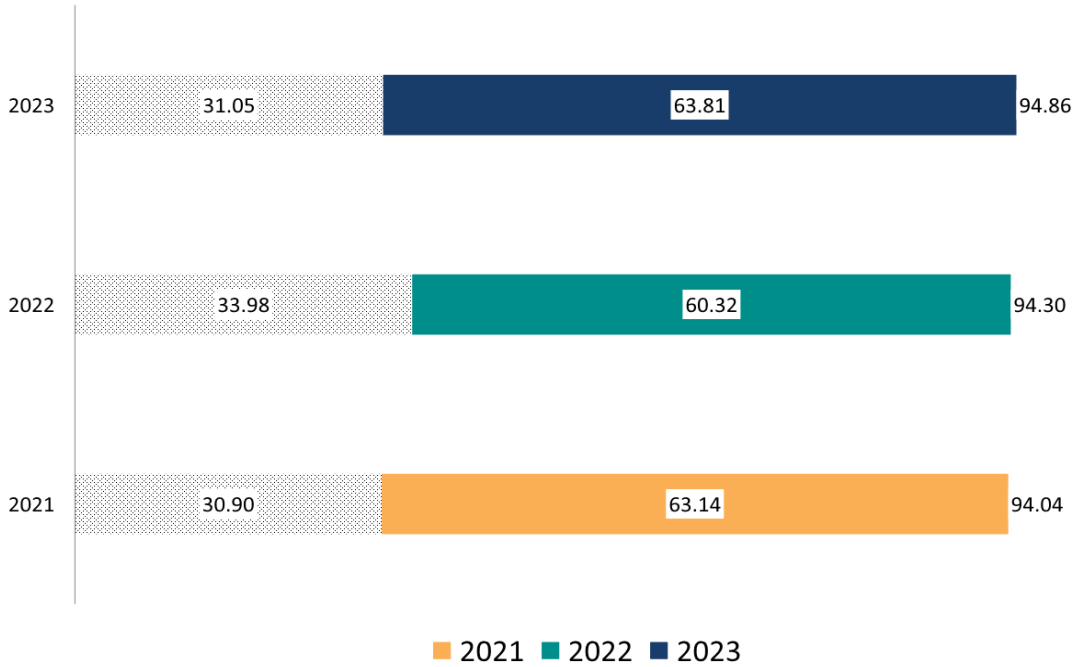
	Year	n	Strongly agree	*Change Score	Agree	Neither / Nor	Disagree	Strongly disagree
NEXT OF KIN	2023	2937	72.25%	2.24%	21.82%	4.77%	0.68%	0.48%
	2022	2801	70.01%	-0.66%	22.71%	5.82%	1.00%	0.46%
	2021	2663	70.67%	1.09%	24.45%	3.76%	0.68%	0.45%

*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



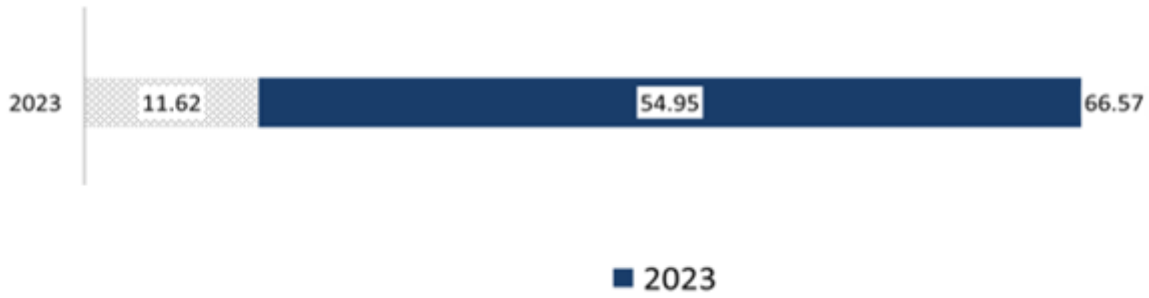
	Year	n	Strongly agree	*Change Score	Agree	Neither / Nor	Disagree	Strongly disagree
FUNERAL DIRECTORS	2023	1691	63.81%	3.49%	31.05%	4.79%	0.35%	0.00%
	2022	1648	60.32%	-2.82%	33.98%	5.52%	0.18%	0.00%
	2021	1644	63.14%	0.02%	30.90%	5.66%	0.24%	0.06%

*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 amount of time it took to receive the certificate signed by the President of the United States honoring the Veteran’s service?

NEXT OF KIN



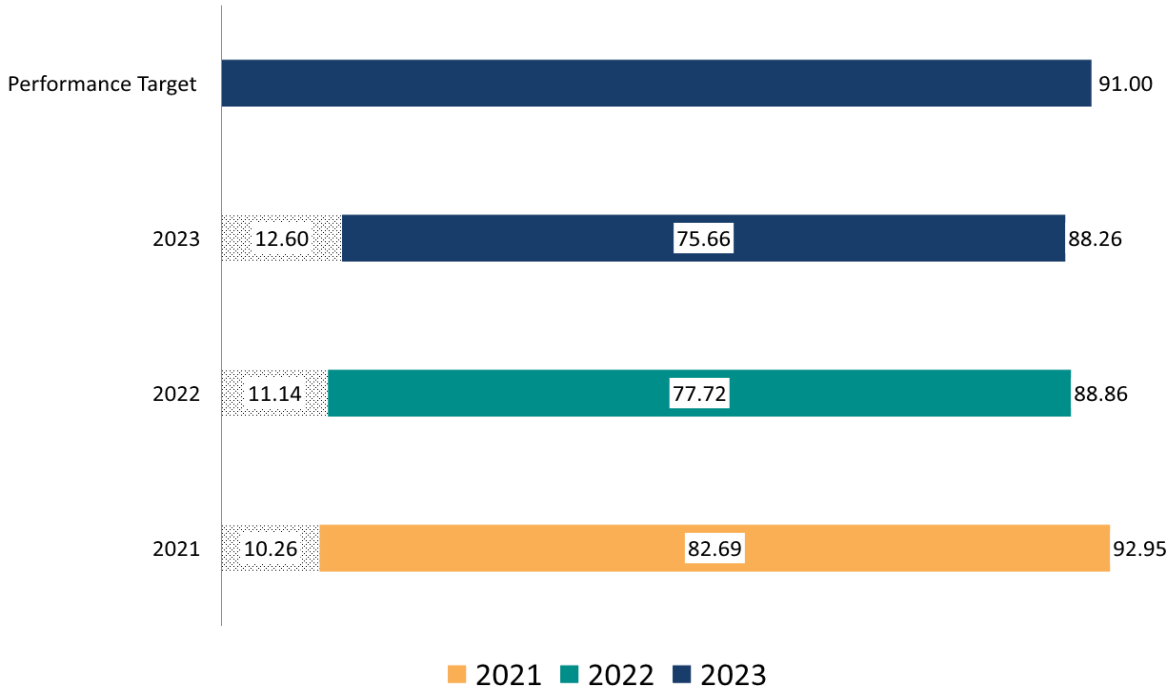
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2023	1514	54.95%	NA	11.62%	20.48%	3.04%	9.91%

Note: This question was added in 2023; only one year of data is available and thus no Change Score data is available.

Overall Satisfaction Measures and Key Metrics

Question 23: 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	2023	1508	75.66%	-2.06%	12.60%	10.21%	1.06%	0.46%
	2022	1903	77.72%	-4.97%	11.14%	8.99%	1.10%	1.05%
	2021	1843	82.69%	15.37%	10.26%	5.26%	0.87%	0.92%

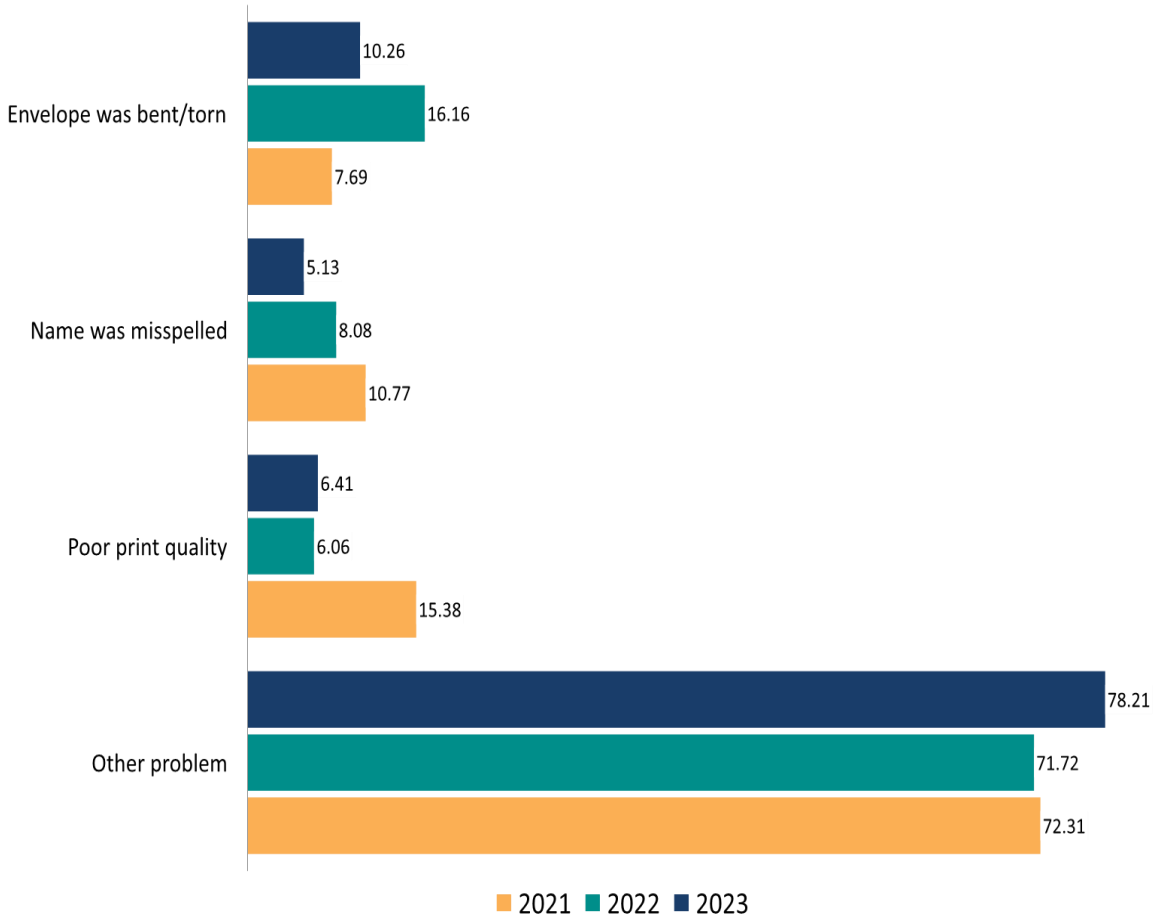
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Note: This question only applies to respondents who indicated "Yes – Requested and received" or "Yes – Received, but not requested" to Question 21 (NoK).

Overall Satisfaction Measures and Key Metrics

Question 24: 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



	Year	n	Envelope was bent/torn	Name was misspelled	Poor print quality	Other problem (specify)
NEXT OF KIN	2023	78	10.26%	5.13%	6.41%	78.21%
	2022	99	16.16%	8.08%	6.06%	71.72%
	2021	65	7.69%	10.77%	15.38%	72.31%

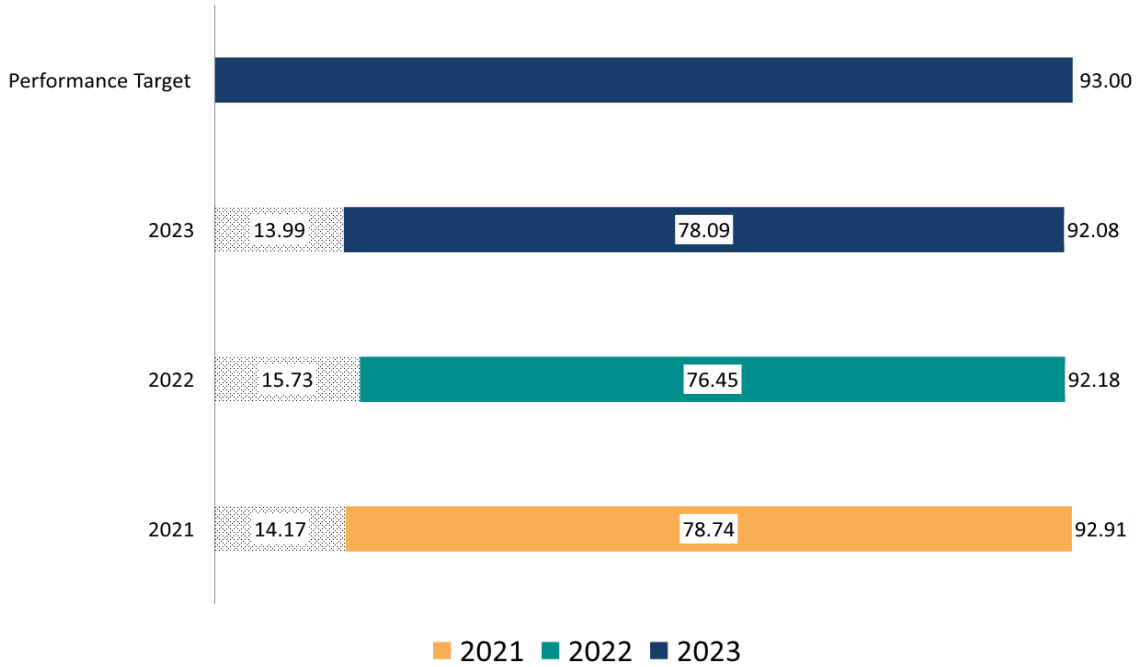
Note: This question only applies to respondents who indicated "Very dissatisfied," "Somewhat dissatisfied," or "Neither satisfied nor dissatisfied" to Question 23 (NoK).

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

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



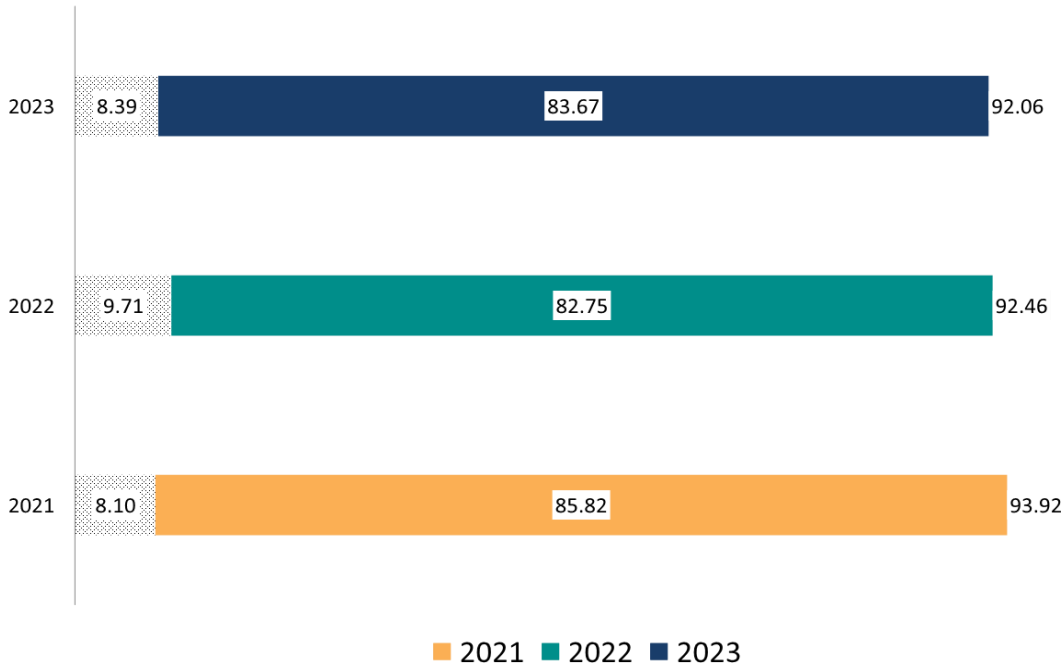
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
ALL RESPONDENTS	2023	4774	78.09%	1.64%	13.99%	4.32%	2.16%	1.45%
	2022	4513	76.45%	-2.29%	15.73%	4.65%	1.68%	1.48%
	2021	4332	78.74%	2.08%	14.17%	4.41%	1.73%	0.95%

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

NEXT OF KIN



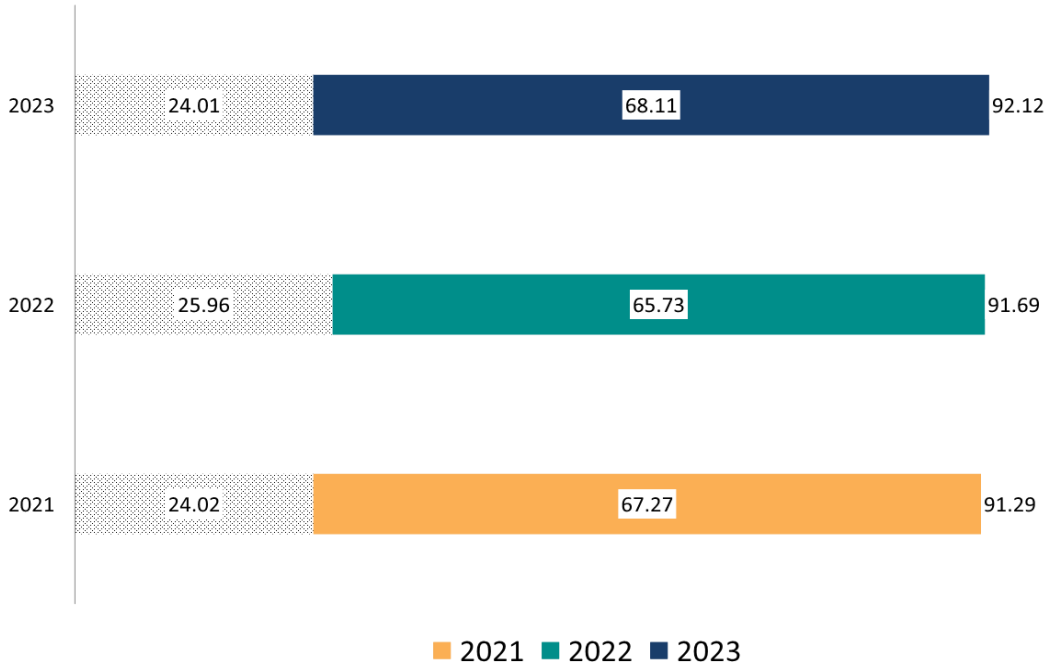
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2023	3062	83.67%	0.92%	8.39%	3.43%	2.38%	2.12%
	2022	2841	82.75%	-3.07%	9.71%	3.59%	1.87%	2.08%
	2021	2679	85.82%	2.19%	8.10%	2.87%	2.02%	1.19%

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

FUNERAL DIRECTORS



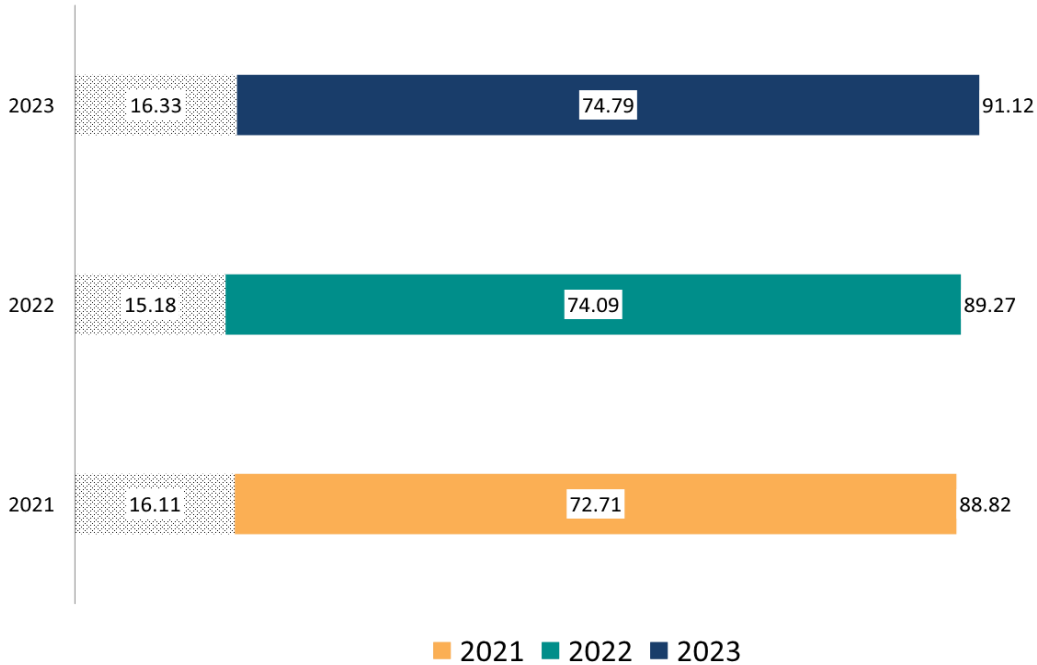
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
FUNERAL DIRECTORS	2023	1712	68.11%	2.38%	24.01%	5.90%	1.75%	0.23%
	2022	1672	65.73%	-1.54%	25.96%	6.46%	1.38%	0.48%
	2021	1653	67.27%	0.43%	24.02%	6.90%	1.27%	0.54%

*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



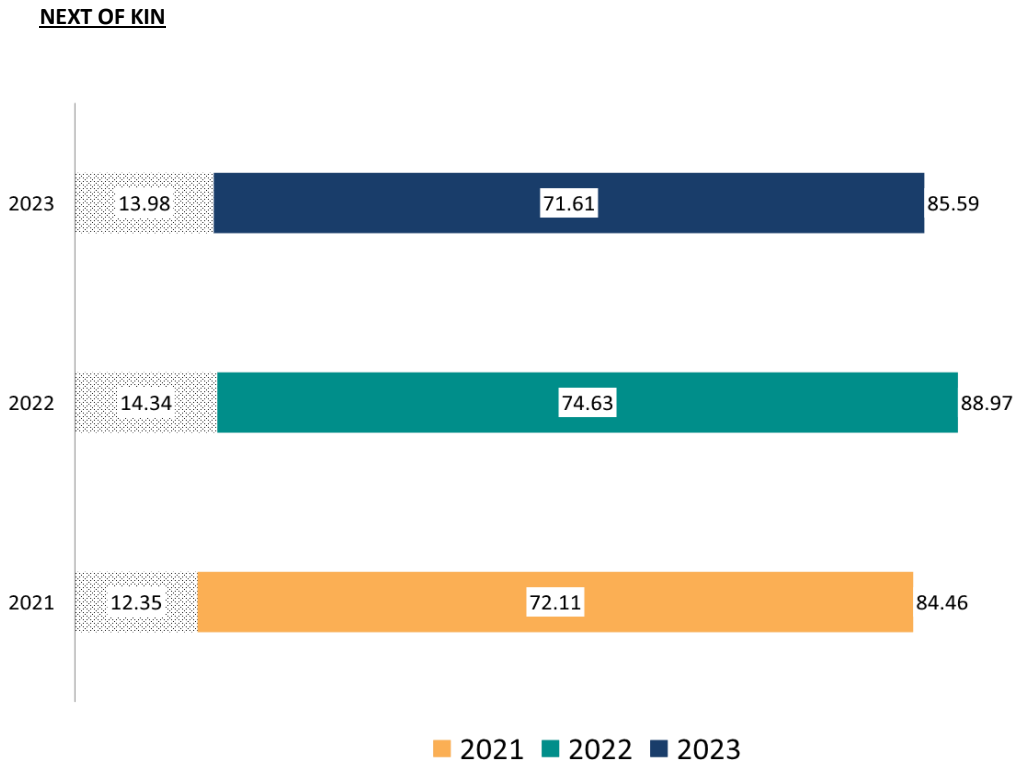
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
ALL RESPONDENTS	2023	698	74.79%	0.70%	16.33%	5.16%	2.01%	1.72%
	2022	718	74.09%	1.38%	15.18%	7.10%	1.81%	1.81%
	2021	689	72.71%	0.08%	16.11%	7.84%	1.74%	1.60%

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

Note: This question only applies to respondents who indicated "Yes" or "Don't know" to Question 8/5.

Overall Satisfaction Measures and Key Metrics

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



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2023	236	71.61%	-3.02%	13.98%	6.78%	4.66%	2.97%
	2022	272	74.63%	2.52%	14.34%	5.88%	2.94%	2.21%
	2021	251	72.11%	1.82%	12.35%	9.56%	2.79%	3.19%

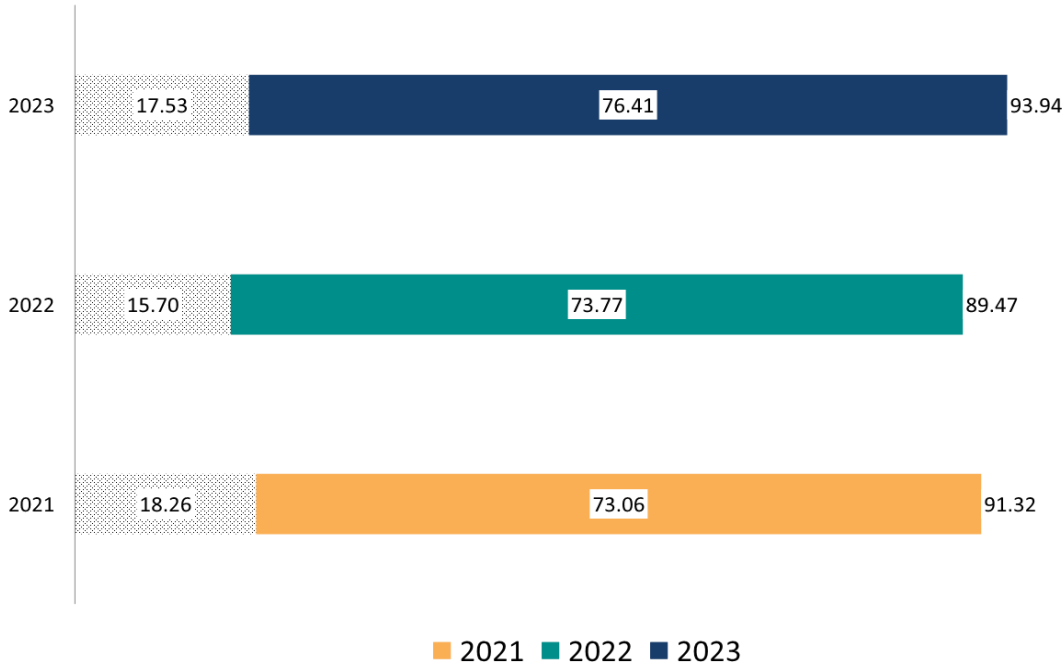
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Note: This question only applies to respondents who indicated "Yes" or "Don't know" to Question 8/5.

Overall Satisfaction Measures and Key Metrics

Question 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	2023	462	76.41%	2.64%	17.53%	4.33%	0.65%	1.08%
	2022	446	73.77%	0.71%	15.70%	7.85%	1.12%	1.57%
	2021	438	73.06%	-0.27%	18.26%	6.85%	1.14%	0.68%

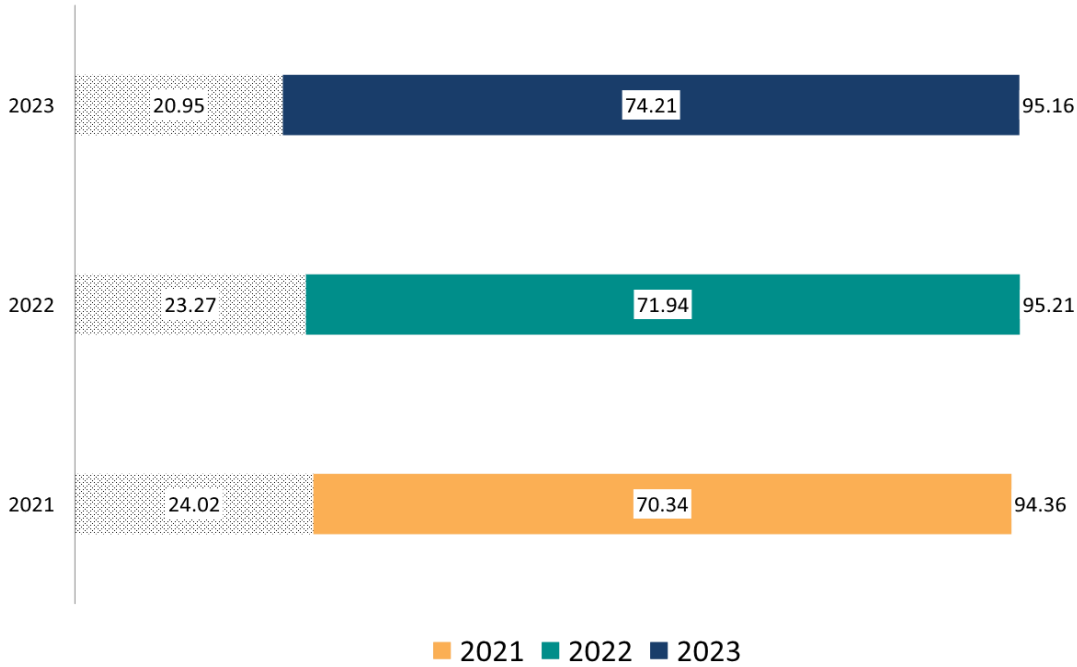
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Note: This question only applies to respondents who indicated "Yes" or "Don't know" to Question 8/5.

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
ALL RESPONDENTS	2023	1260	74.21%	2.27%	20.95%	3.10%	1.11%	0.63%
	2022	1169	71.94%	1.60%	23.27%	3.51%	0.77%	0.51%
	2021	1099	70.34%	1.50%	24.02%	3.82%	1.36%	0.45%

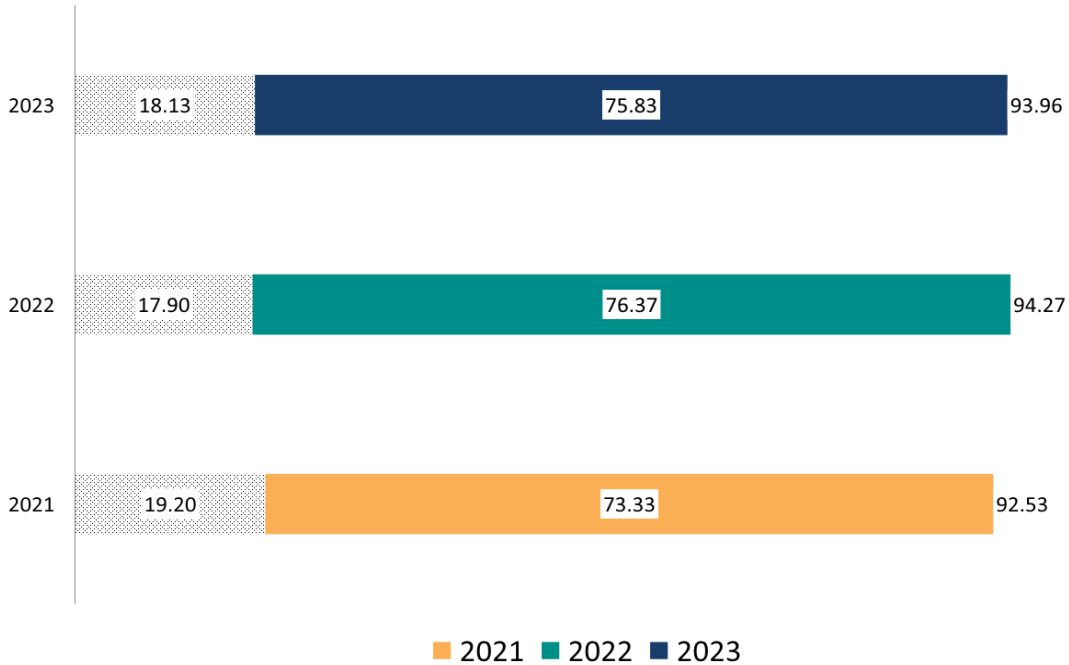
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Note: This question only applies to respondents who indicated "Yes" to Question 12/9.

Overall Satisfaction Measures and Key Metrics

Question 14: 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	2023	480	75.83%	-0.54%	18.13%	2.29%	2.50%	1.25%
	2022	419	76.37%	3.04%	17.90%	3.34%	1.19%	1.19%
	2021	375	73.33%	-1.43%	19.20%	3.47%	2.93%	1.07%

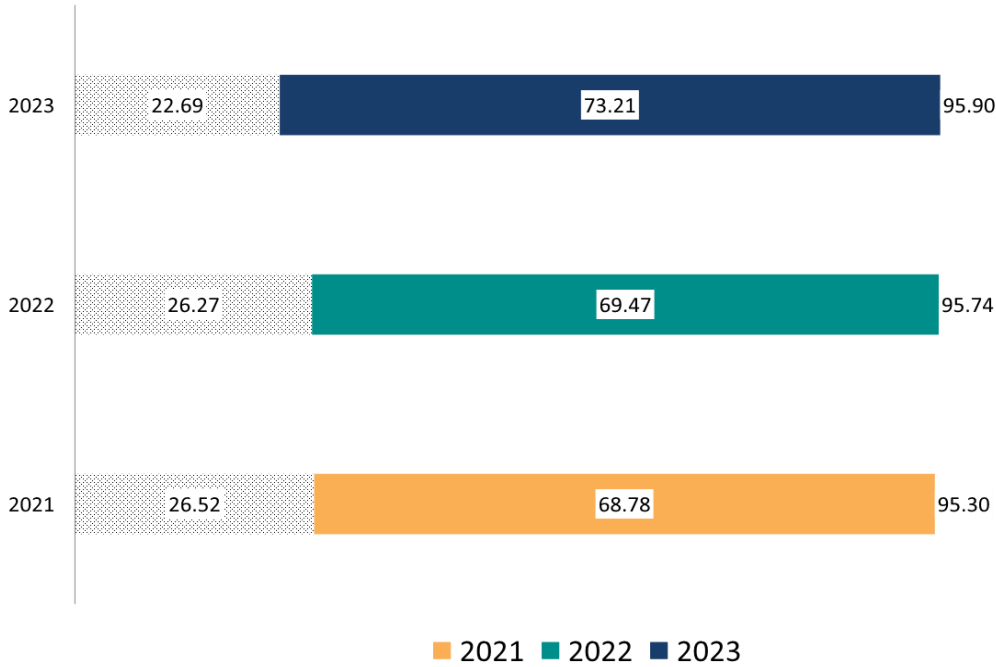
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Note: This question only applies to respondents who indicated "Yes" to Question 12/9.

Overall Satisfaction Measures and Key Metrics

Question 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	2023	780	73.21%	3.74%	22.69%	3.59%	0.26%	0.26%
	2022	750	69.47%	0.69%	26.27%	3.60%	0.53%	0.13%
	2021	724	68.78%	2.54%	26.52%	4.01%	0.55%	0.14%

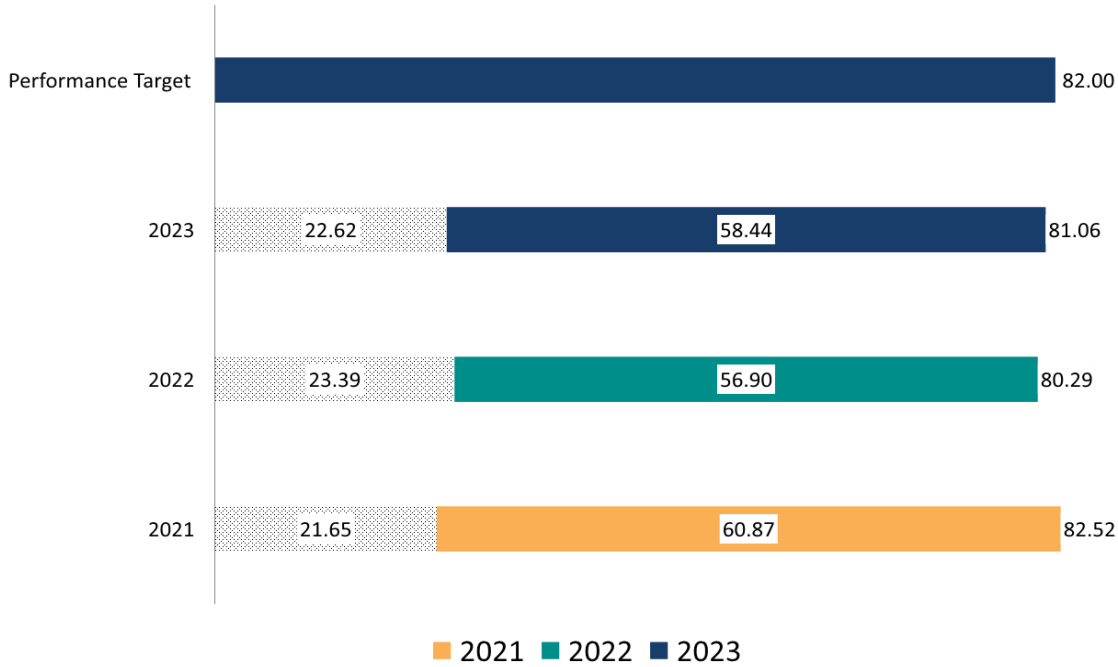
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Note: This question only applies to respondents who indicated "Yes" to Question 12/9.

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



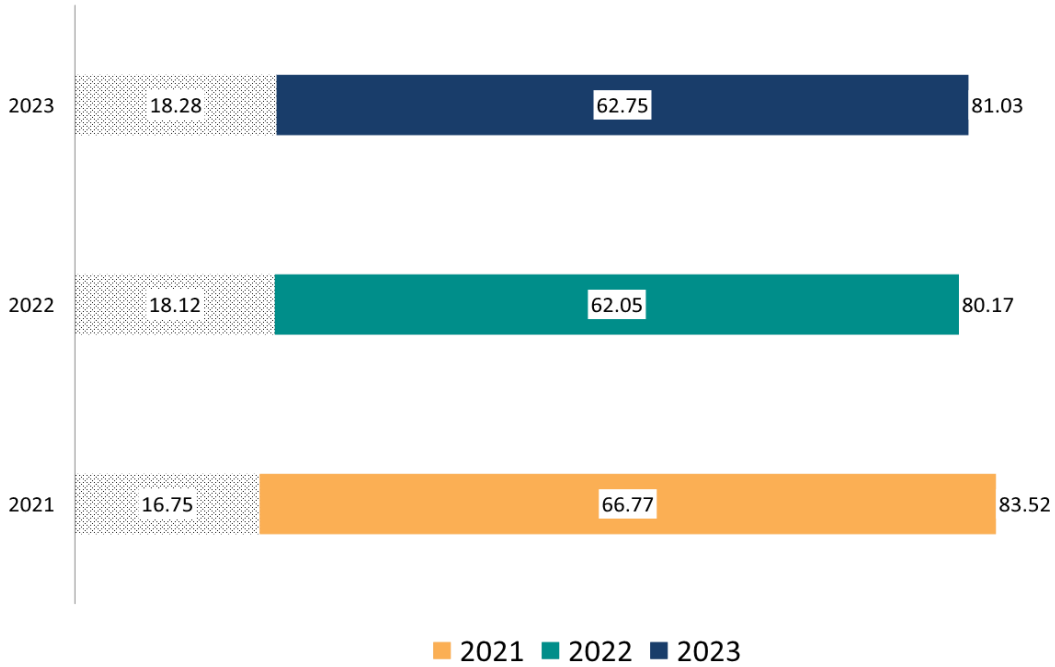
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
ALL RESPONDENTS	2023	4634	58.44%	1.54%	22.62%	12.60%	4.06%	2.29%
	2022	4459	56.90%	-3.97%	23.39%	13.21%	4.19%	2.31%
	2021	4332	60.87%	2.13%	21.65%	12.30%	3.49%	1.69%

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

NEXT OF KIN



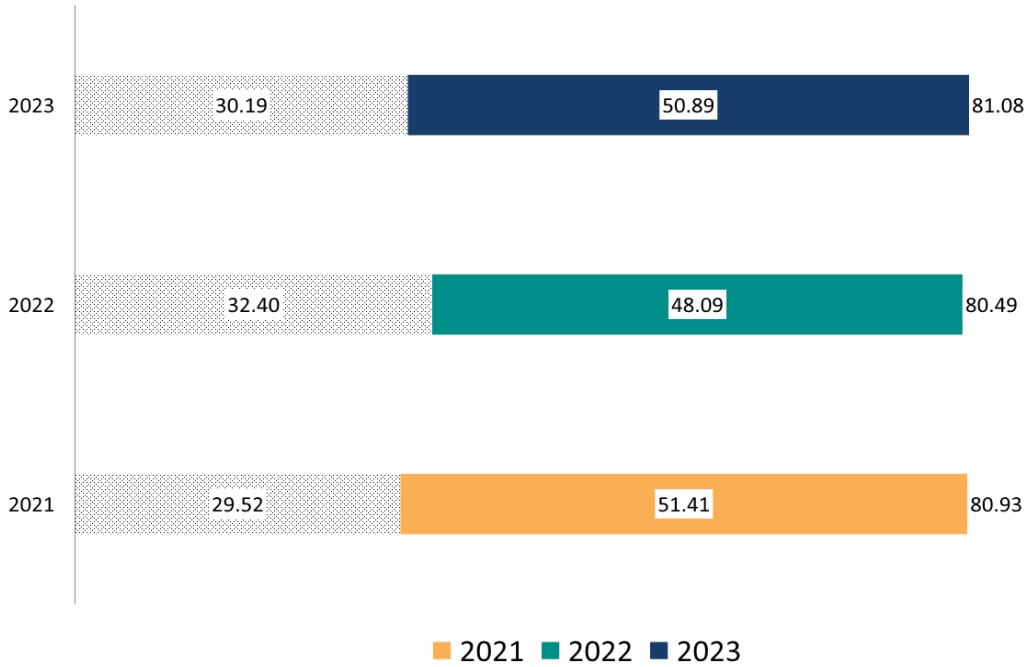
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2023	2948	62.75%	0.70%	18.28%	11.09%	4.75%	3.12%
	2022	2814	62.05%	-4.72%	18.12%	11.98%	4.58%	3.27%
	2021	2669	66.77%	1.97%	16.75%	10.04%	3.97%	2.47%

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

FUNERAL DIRECTORS



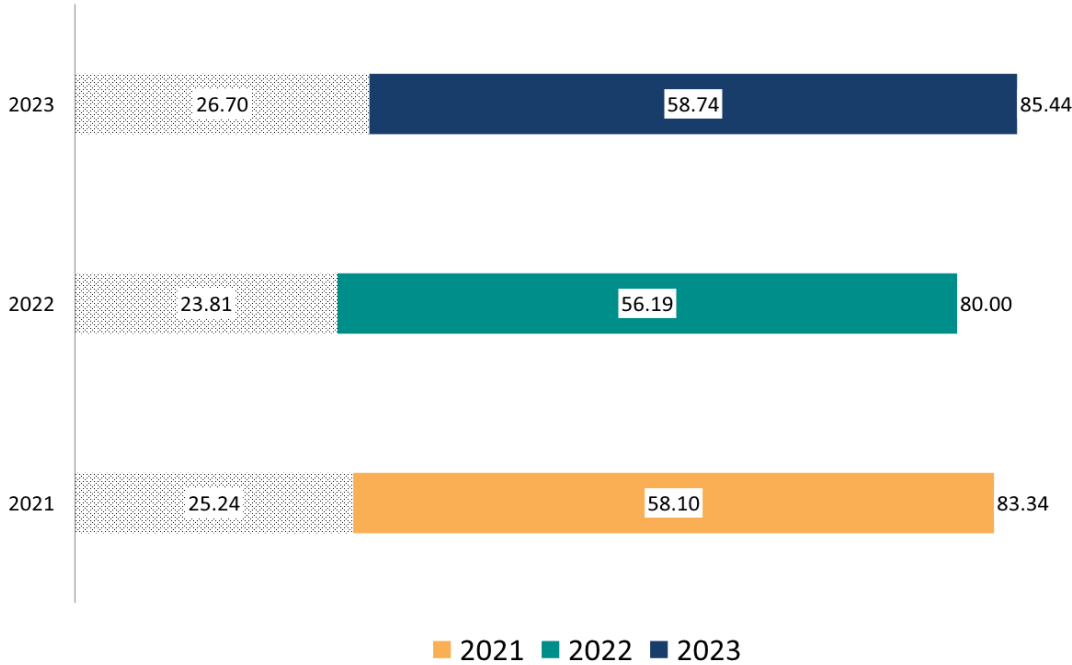
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
FUNERAL DIRECTORS	2023	1686	50.89%	2.80%	30.19%	15.24%	2.85%	0.83%
	2022	1645	48.09%	-3.32%	32.40%	15.32%	3.53%	0.67%
	2021	1663	51.41%	1.44%	29.52%	15.94%	2.71%	0.42%

*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	2023	206	58.74%	2.55%	26.70%	10.68%	1.94%	1.94%
	2022	210	56.19%	-1.91%	23.81%	12.38%	3.33%	4.29%
	2021	210	58.10%	6.36%	25.24%	10.48%	5.71%	0.48%

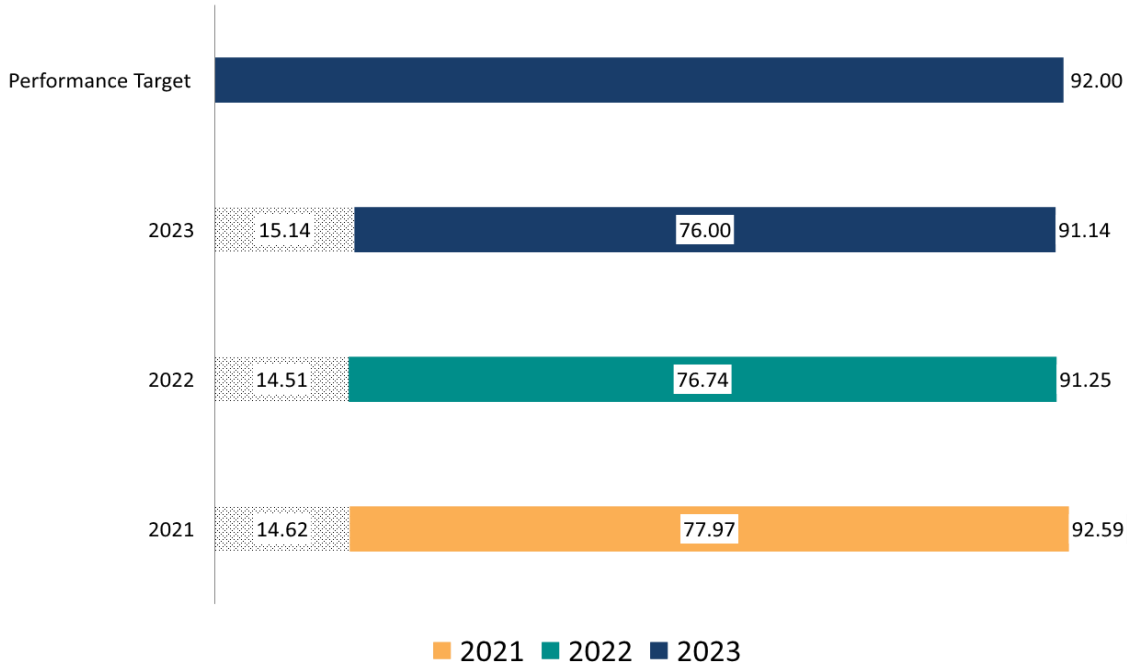
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Note: This question only applies to respondents who indicated "Yes" to Question 16 (FD).

Overall Satisfaction Measures and Key Metrics

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

ALL RESPONDENTS

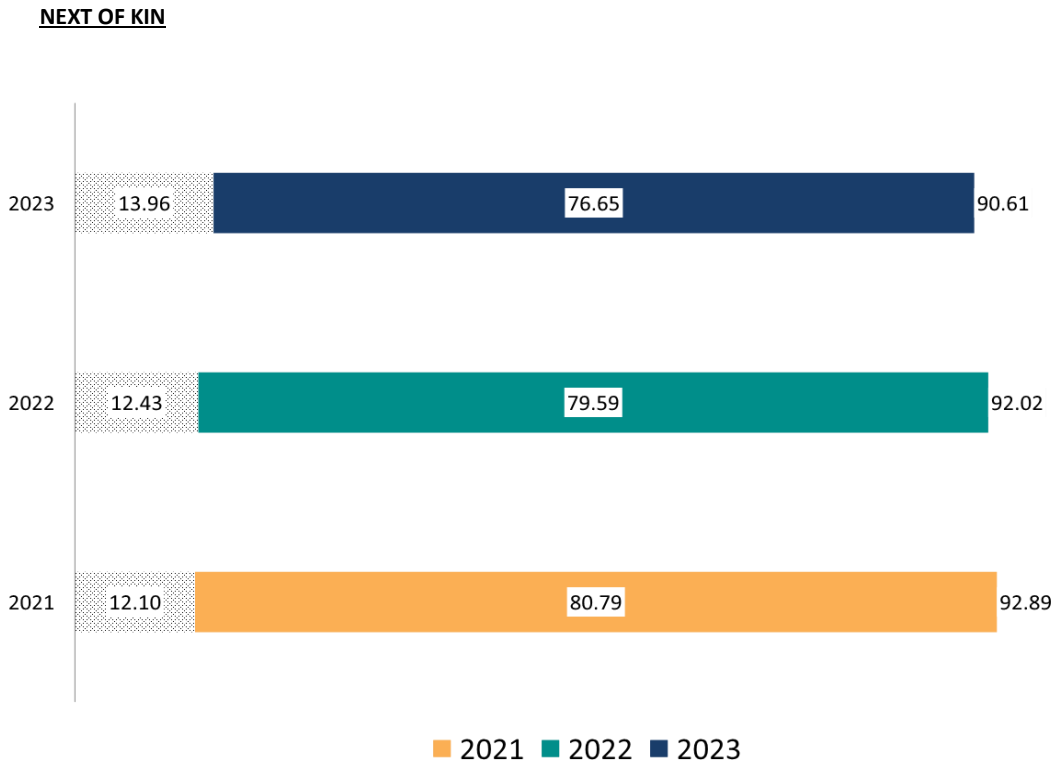


	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
ALL RESPONDENTS	2023	4684	76.00%	-0.74%	15.14%	6.32%	1.52%	1.02%
	2022	4437	76.74%	-1.23%	14.51%	7.03%	1.08%	0.63%
	2021	4290	77.97%	1.63%	14.62%	5.57%	0.91%	0.93%

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



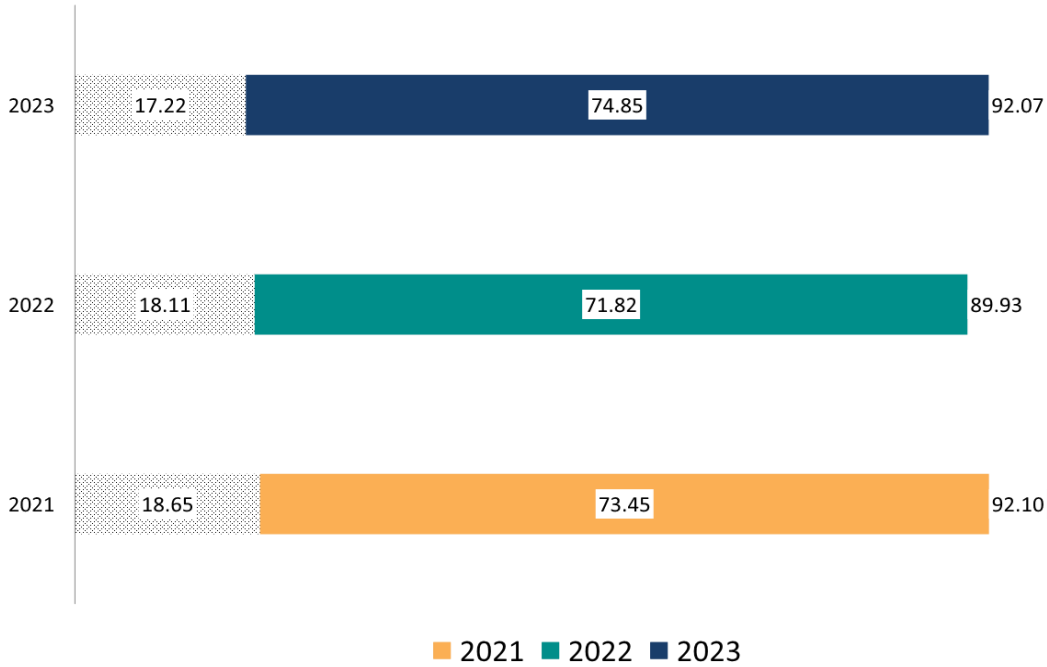
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2023	2994	76.65%	-2.94%	13.96%	5.74%	2.17%	1.47%
	2022	2808	79.59%	-1.20%	12.43%	5.52%	1.53%	0.93%
	2021	2644	80.79%	1.55%	12.10%	4.61%	1.21%	1.29%

*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 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	2023	1690	74.85%	3.03%	17.22%	7.34%	0.36%	0.24%
	2022	1629	71.82%	-1.63%	18.11%	9.64%	0.31%	0.12%
	2021	1646	73.45%	1.27%	18.65%	7.11%	0.43%	0.36%

*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

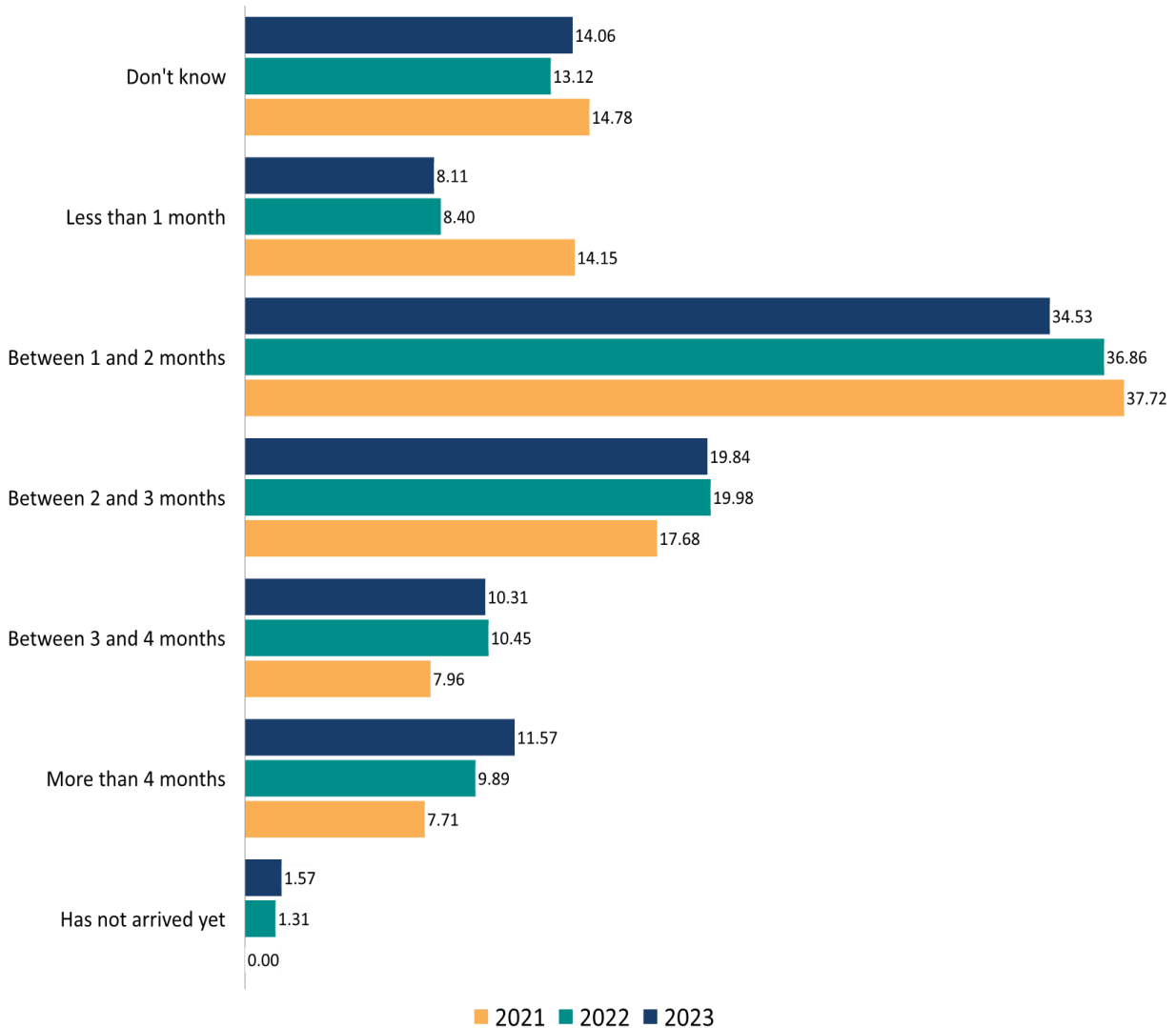
SECTION DESCRIPTION

- 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 2023 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 2023 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

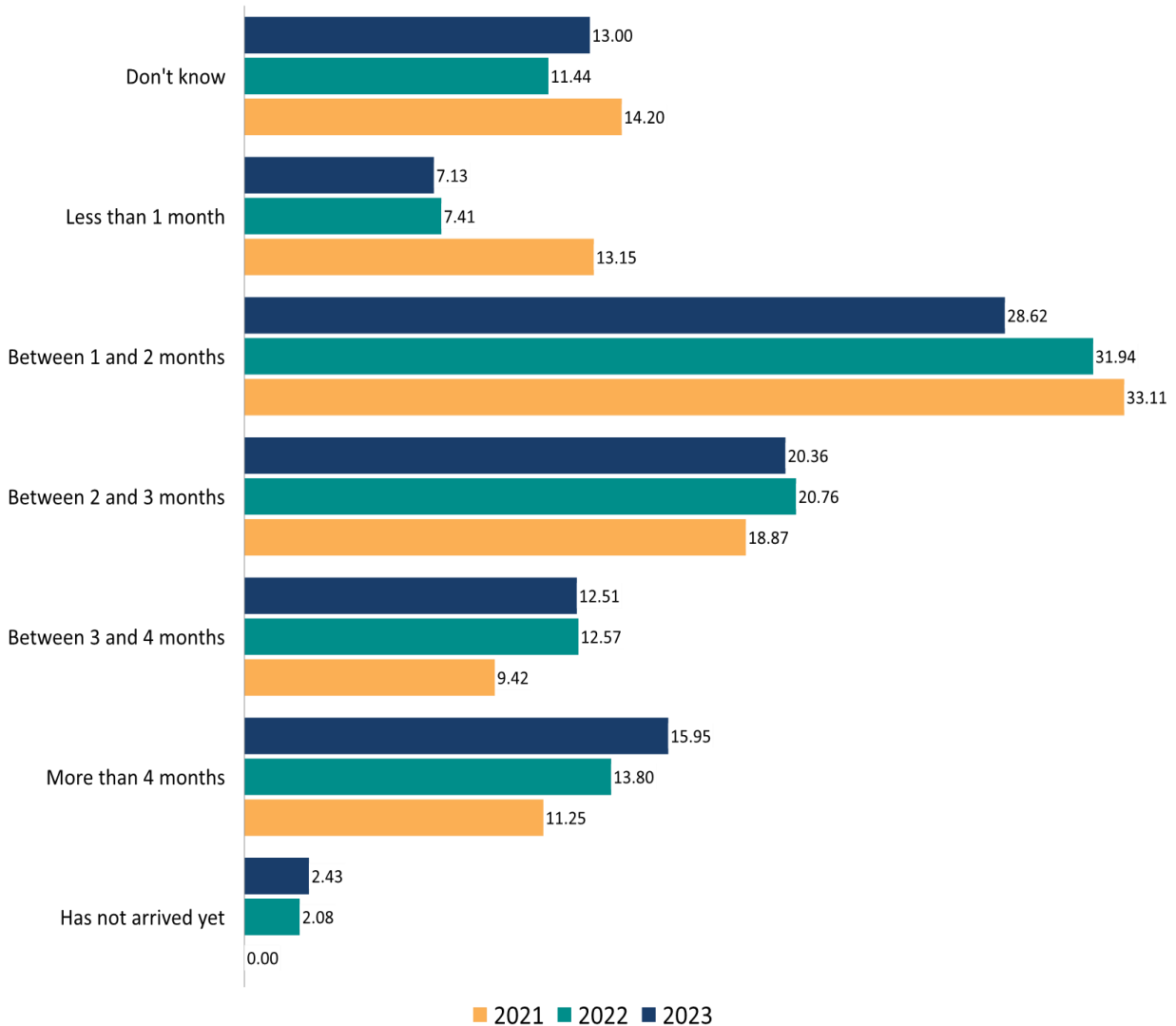


	Year	n	Don't know	Less than 1 month	Between 1 and 2 months	Between 2 and 3 months	Between 3 and 4 months	More than 4 months	Has not arrived yet
ALL RESPONDENTS	2023	4772	14.06%	8.11%	34.53%	19.84%	10.31%	11.57%	1.57%
	2022	4490	13.12%	8.40%	36.86%	19.98%	10.45%	9.89%	1.31%
	2021	4345	14.78%	14.15%	37.72%	17.68%	7.96%	7.71%	0.00%

Satisfaction with Headstone/Marker/Medallion Ordering Process

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

NEXT OF KIN

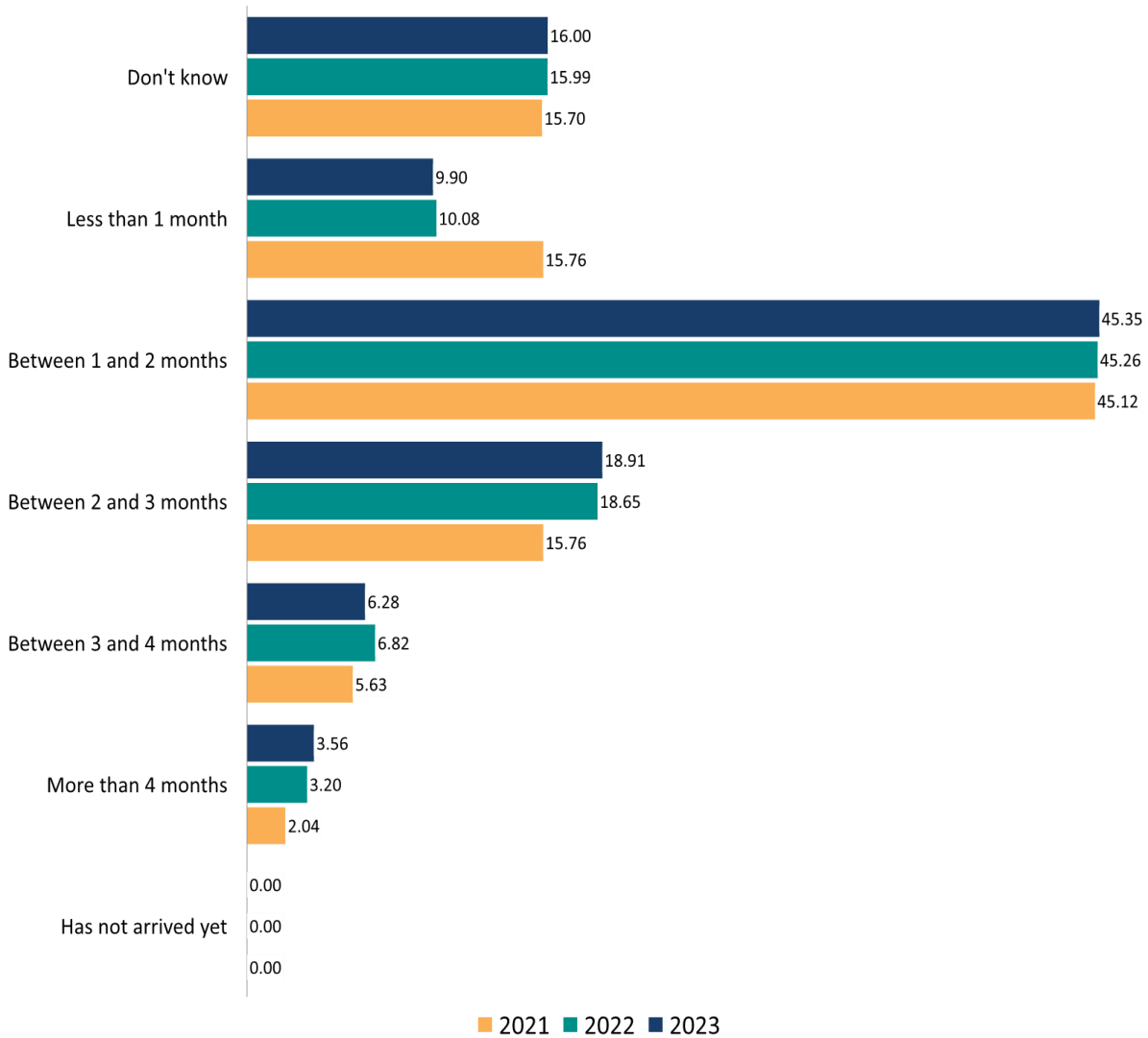


	Year	n	Don't know	Less than 1 month	Between 1 and 2 months	Between 2 and 3 months	Between 3 and 4 months	More than 4 months	Has not arrived yet
NEXT OF KIN	2023	3085	13.00%	7.13%	28.62%	20.36%	12.51%	15.95%	2.43%
	2022	2833	11.44%	7.41%	31.94%	20.76%	12.57%	13.80%	2.08%
	2021	2676	14.20%	13.15%	33.11%	18.87%	9.42%	11.25%	0.00%

Satisfaction with Headstone/Marker/Medallion Ordering Process

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

FUNERAL DIRECTORS

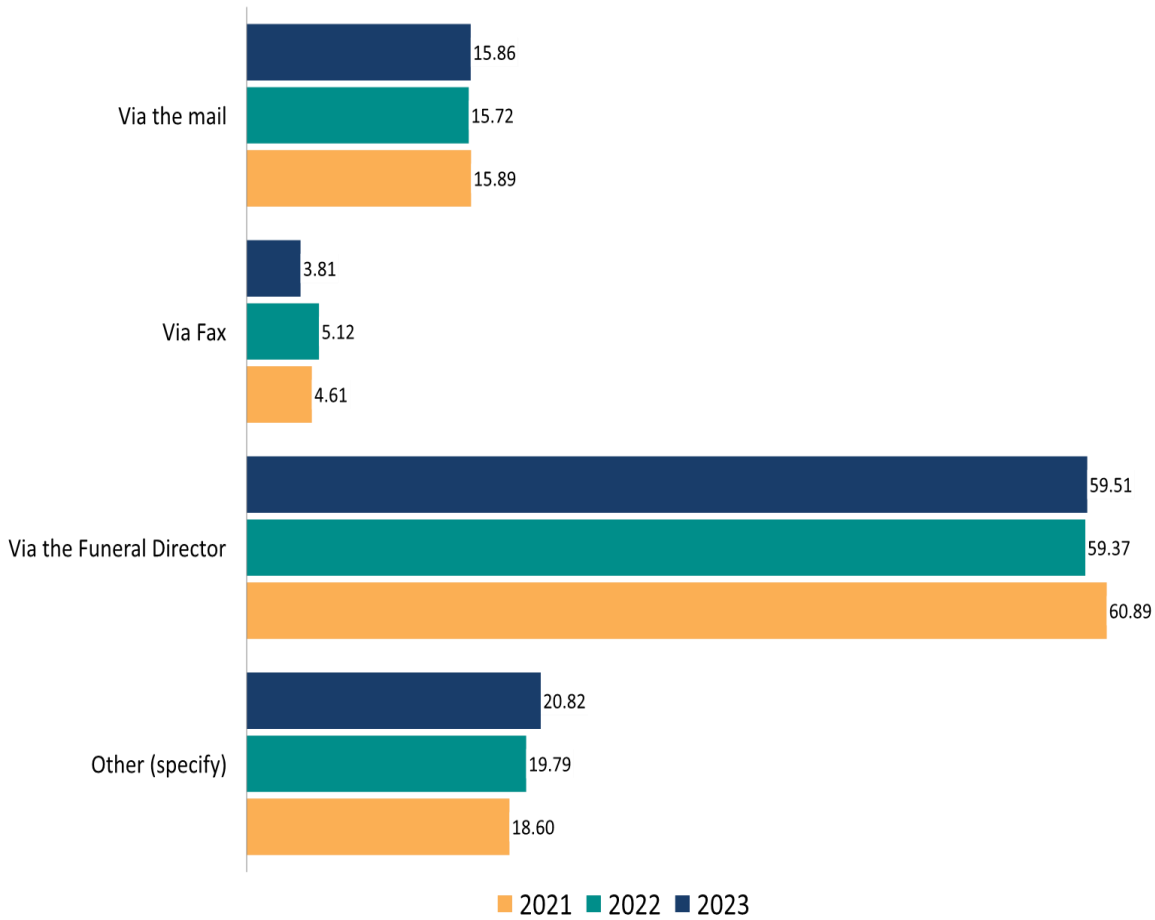


	Year	n	Don't know	Less than 1 month	Between 1 and 2 months	Between 2 and 3 months	Between 3 and 4 months	More than 4 months	Has not arrived yet
FUNERAL DIRECTORS	2023	1687	16.00%	9.90%	45.35%	18.91%	6.28%	3.56%	0.00%
	2022	1657	15.99%	10.08%	45.26%	18.65%	6.82%	3.20%	0.00%
	2021	1669	15.70%	15.76%	45.12%	15.76%	5.63%	2.04%	0.00%

Satisfaction with Headstone/Marker/Medallion Ordering Process

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

NEXT OF KIN

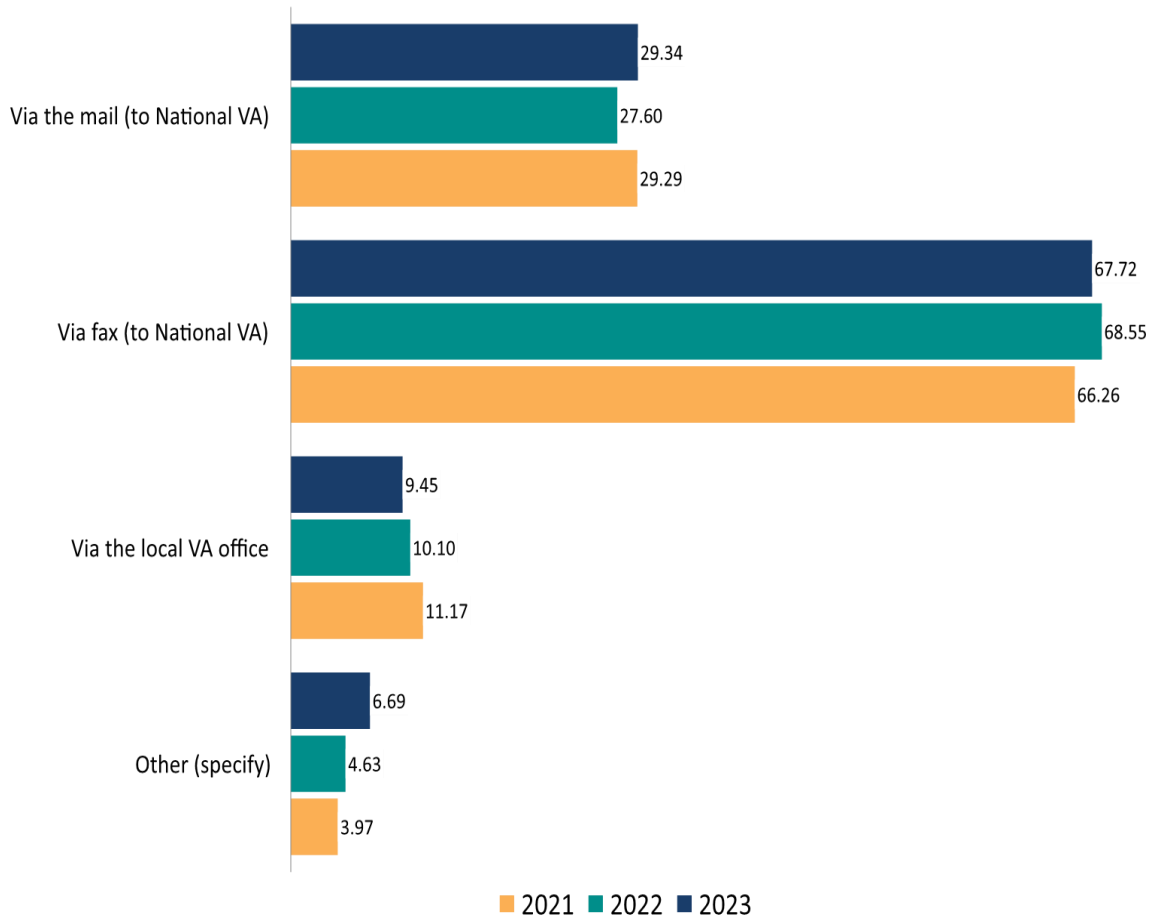


	Year	n	Via the mail	Via Fax	Via the Funeral Director	Other
NEXT OF KIN	2023	2939	15.86%	3.81%	59.51%	20.82%
	2022	2754	15.72%	5.12%	59.37%	19.79%
	2021	2580	15.89%	4.61%	60.89%	18.60%

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

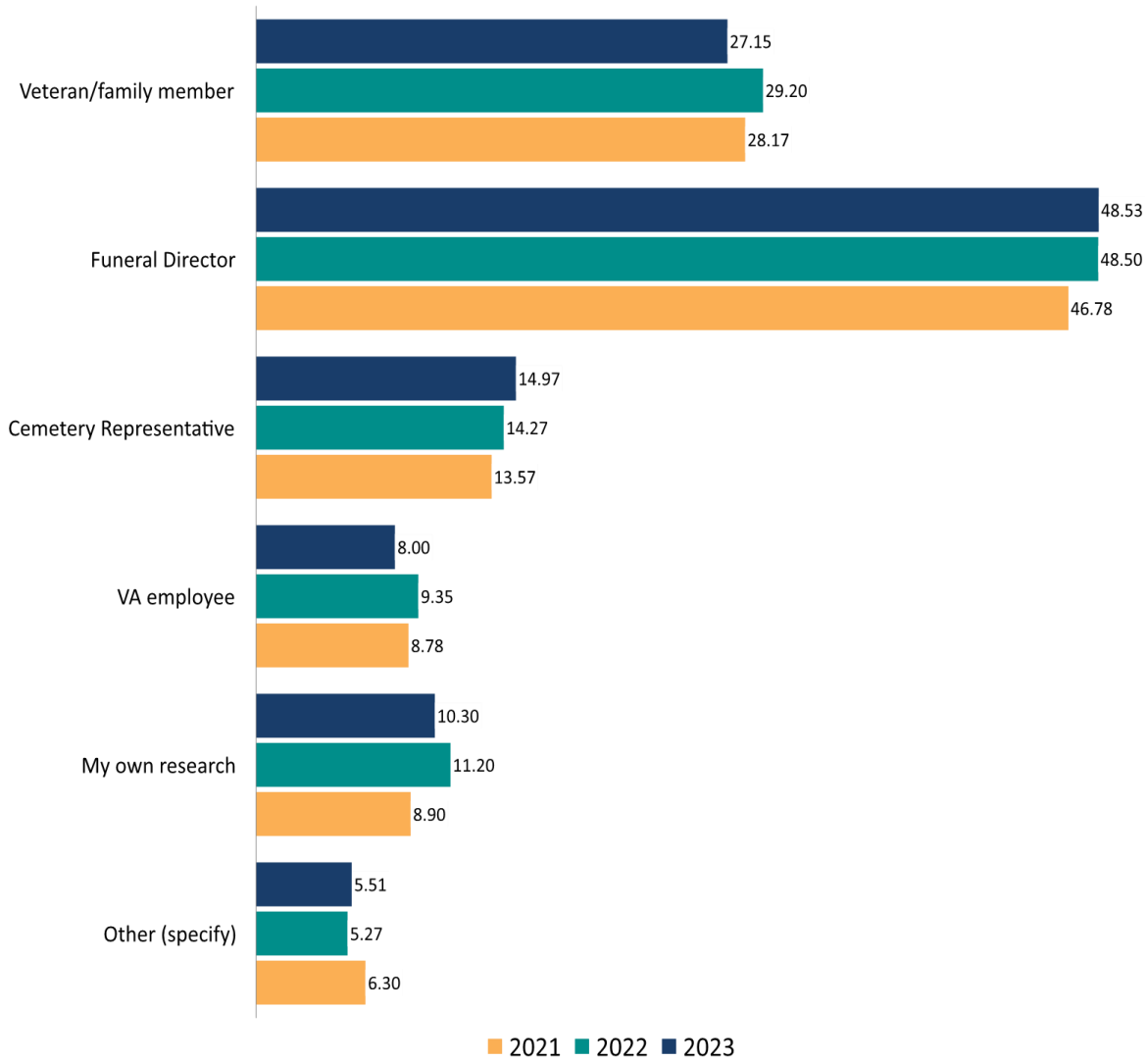


	Year	n	Via the mail (to National VA)	Via fax (to National VA)	Via the local VA office	Other
FUNERAL DIRECTORS	2023	1704	29.34%	67.72%	9.45%	6.69%
	2022	1663	27.60%	68.55%	10.10%	4.63%
	2021	1639	29.29%	66.26%	11.17%	3.97%

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 1: How or from whom 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	2023	3087	27.15%	48.53%	14.97%	8.00%	10.30%	5.51%
	2022	2866	29.20%	48.50%	14.27%	9.35%	11.20%	5.27%
	2021	2698	28.17%	46.78%	13.57%	8.78%	8.90%	6.30%

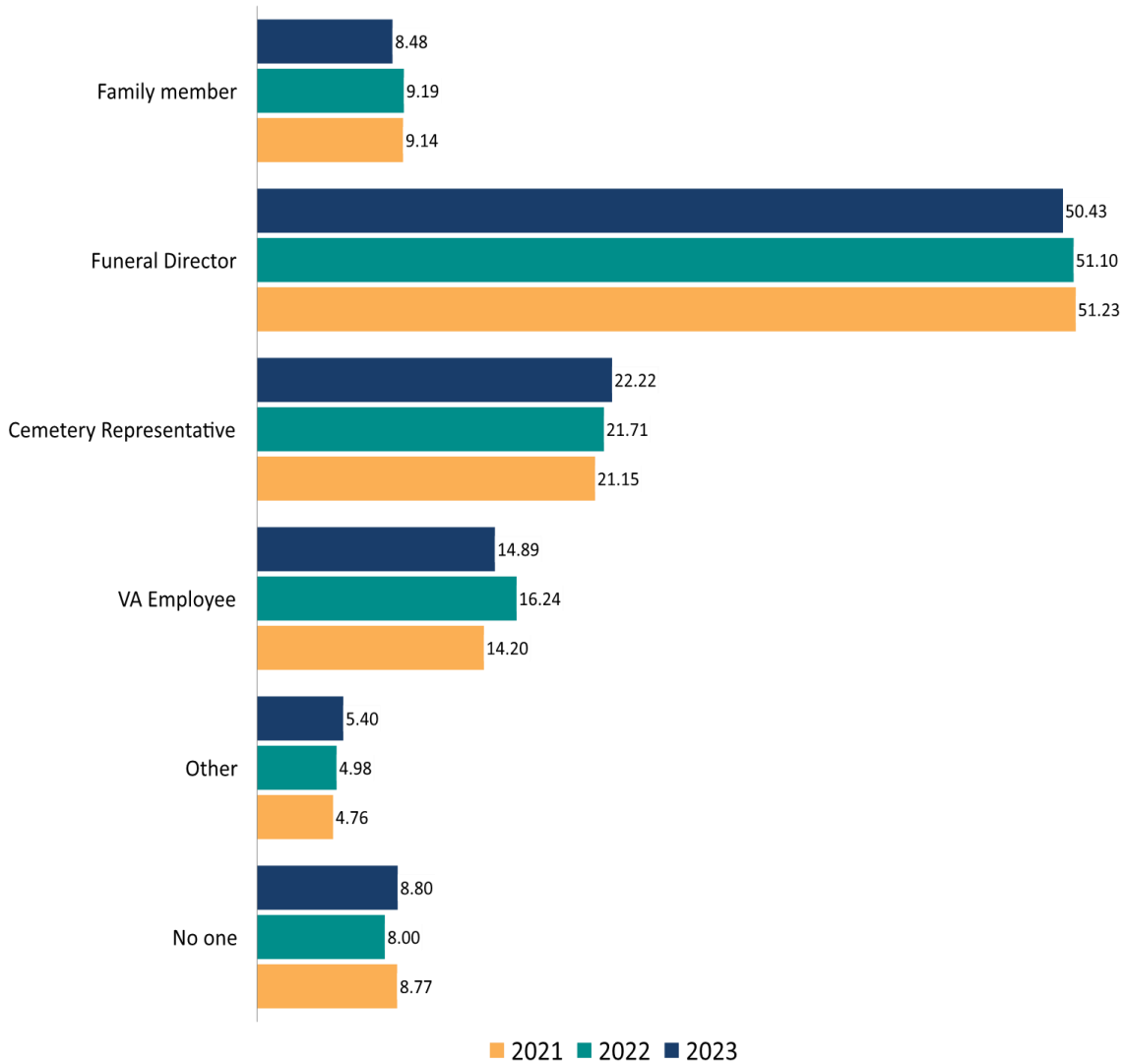
Note: As respondents could select more than one response option, percentages may not sum to 100.

Note: Prior to 2022 the question wording was: How did you learn about the headstone, marker, or medallion benefit provided by the VA? (Mark all that apply)

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



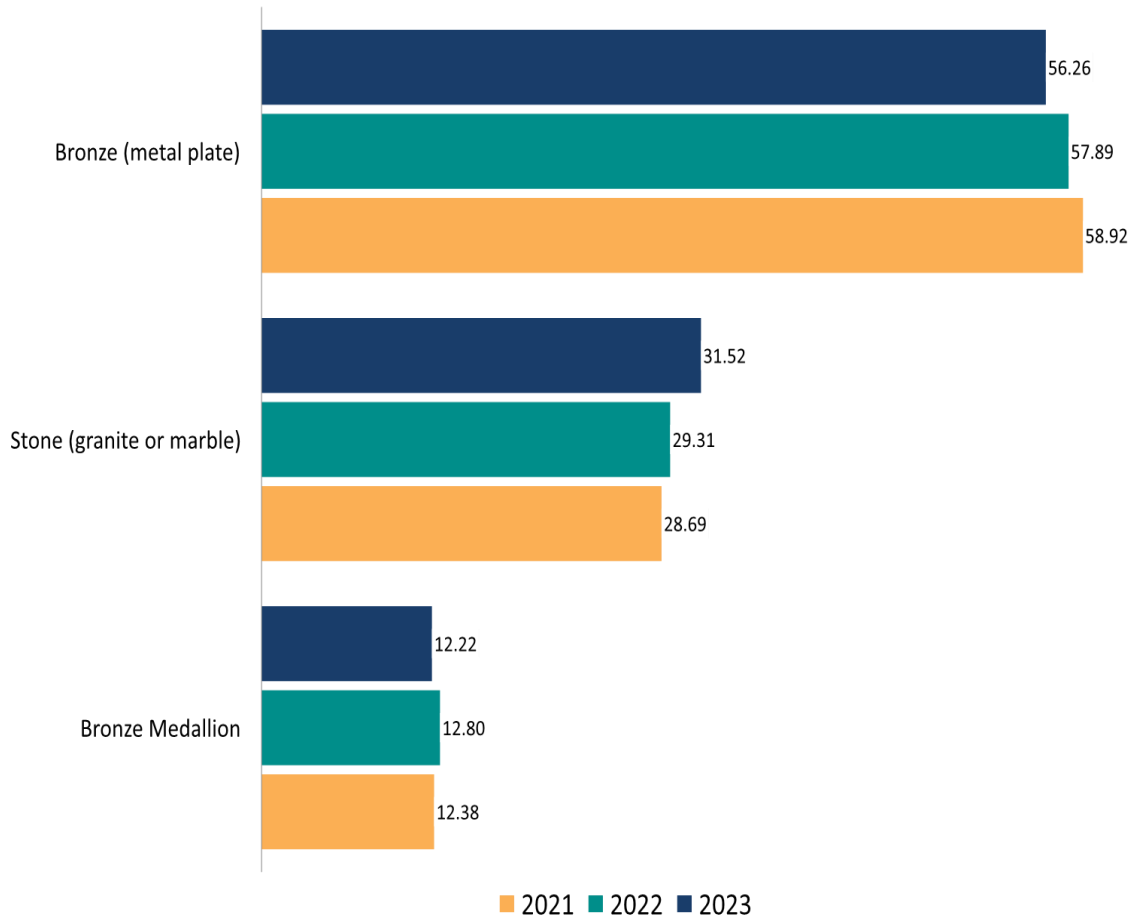
	Year	n	Family member	Funeral Director	Cemetery Representative	VA Employee	Other	No one
NEXT OF KIN	2023	3056	8.48%	50.43%	22.22%	14.89%	5.40%	8.80%
	2022	2851	9.19%	51.10%	21.71%	16.24%	4.98%	8.00%
	2021	2690	9.14%	51.23%	21.15%	14.20%	4.76%	8.77%

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

Satisfaction with Headstone/Marker/Medallion Ordering Process

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

NEXT OF KIN

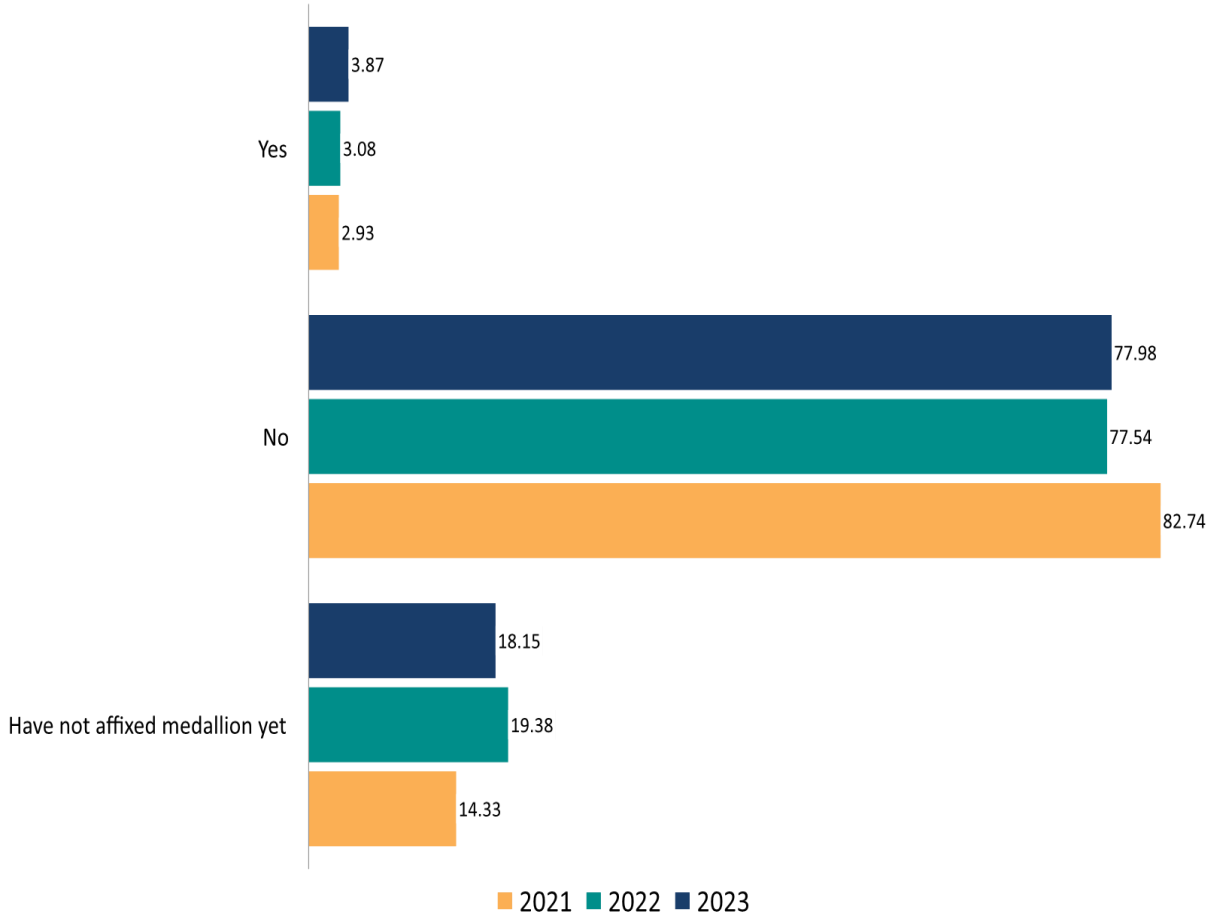


	Year	n	Bronze (metal plate)	Stone (granite or marble)	Bronze Medallion
NEXT OF KIN	2023	2970	56.26%	31.52%	12.22%
	2022	2750	57.89%	29.31%	12.80%
	2021	2600	58.92%	28.69%	12.38%

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



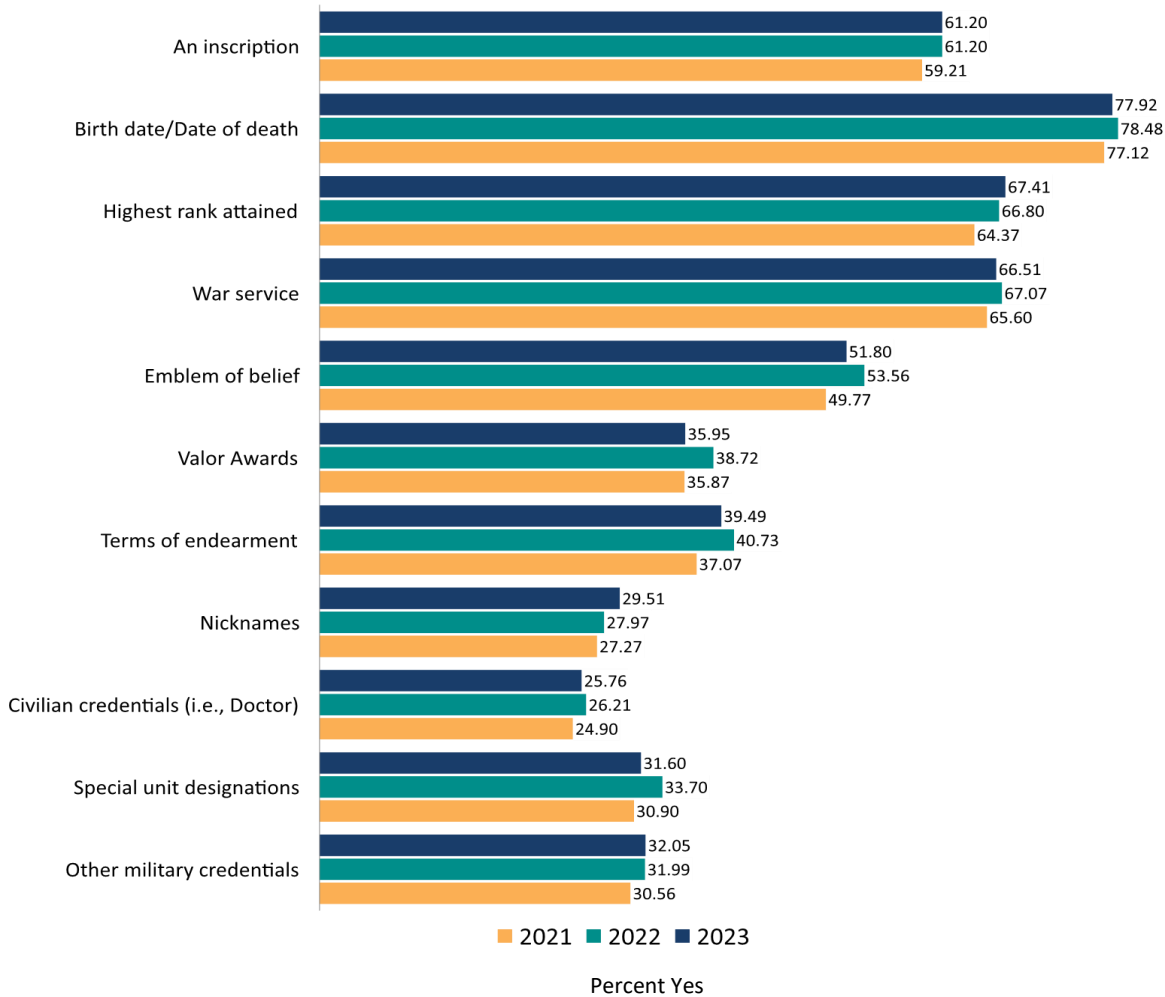
	Year	n	Yes	No	Have not affixed medallion yet
NEXT OF KIN	2023	336	3.87%	77.98%	18.15%
	2022	325	3.08%	77.54%	19.38%
	2021	307	2.93%	82.74%	14.33%

Note: This question only applies to respondents who indicated "Bronze Medallion" to Question 2 (NoK).

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

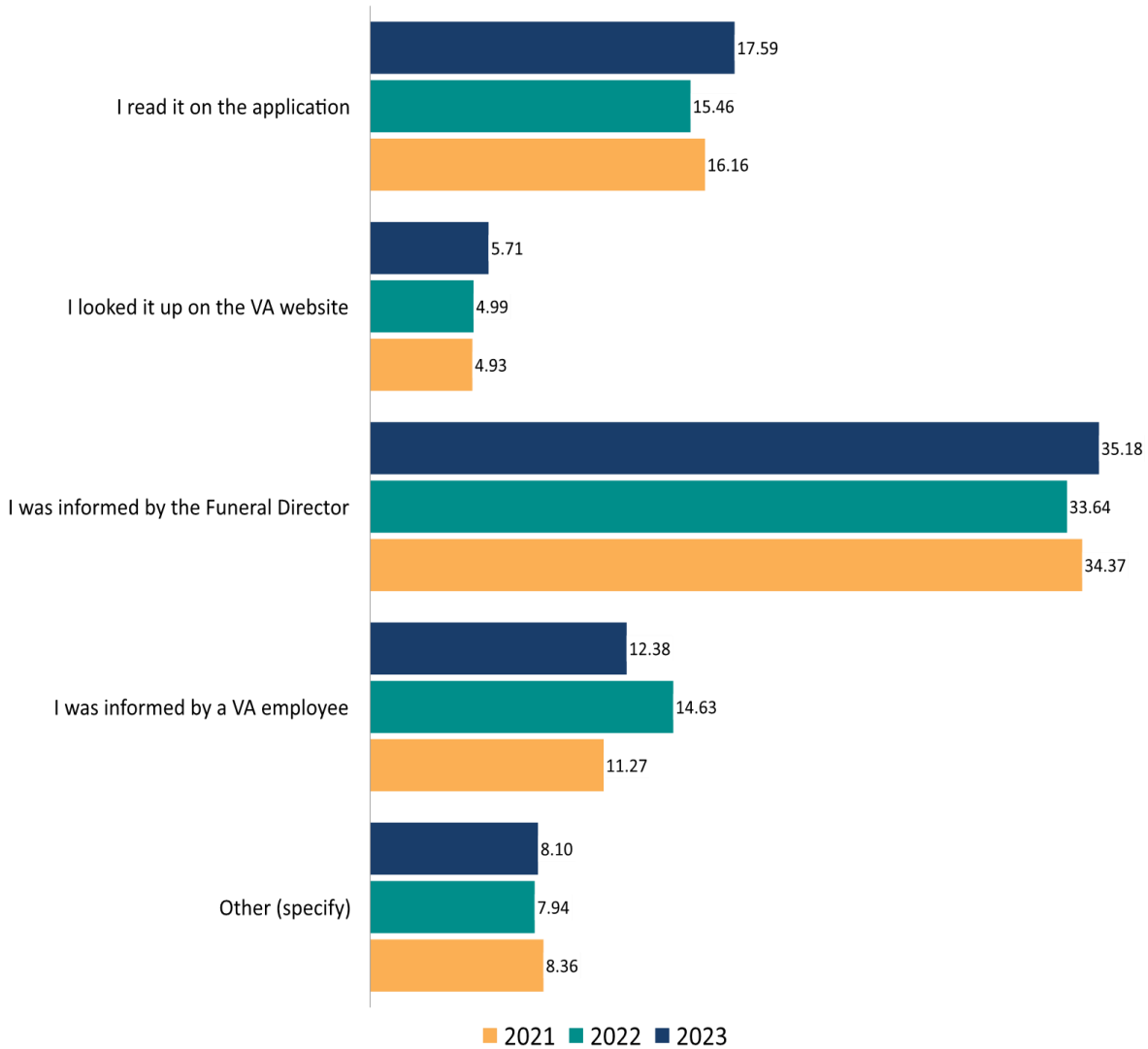


	Response	2021		2022		2023	
		n	% Yes	n	% Yes	n	% Yes
NEXT OF KIN	An inscription	2493	59.21%	2575	61.20%	2750	61.20%
	Birth date/Date of death	2531	77.12%	2640	78.48%	2813	77.92%
	Highest rank attained	2453	64.37%	2545	66.80%	2706	67.41%
	War service	2413	65.60%	2508	67.07%	2693	66.51%
	Emblem of belief	2357	49.77%	2433	53.56%	2550	51.80%
	Valor Awards	2269	35.87%	2340	38.72%	2481	35.95%
	Terms of endearment	2328	37.07%	2396	40.73%	2555	39.49%
	Nicknames	2288	27.27%	2338	27.97%	2491	29.51%
	Civilian credentials (i.e., Doctor)	2245	24.90%	2312	26.21%	2442	25.76%
	Special unit designations	2275	30.90%	2338	33.70%	2468	31.60%
	Other military credentials	2281	30.56%	2338	31.99%	2484	32.05%

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



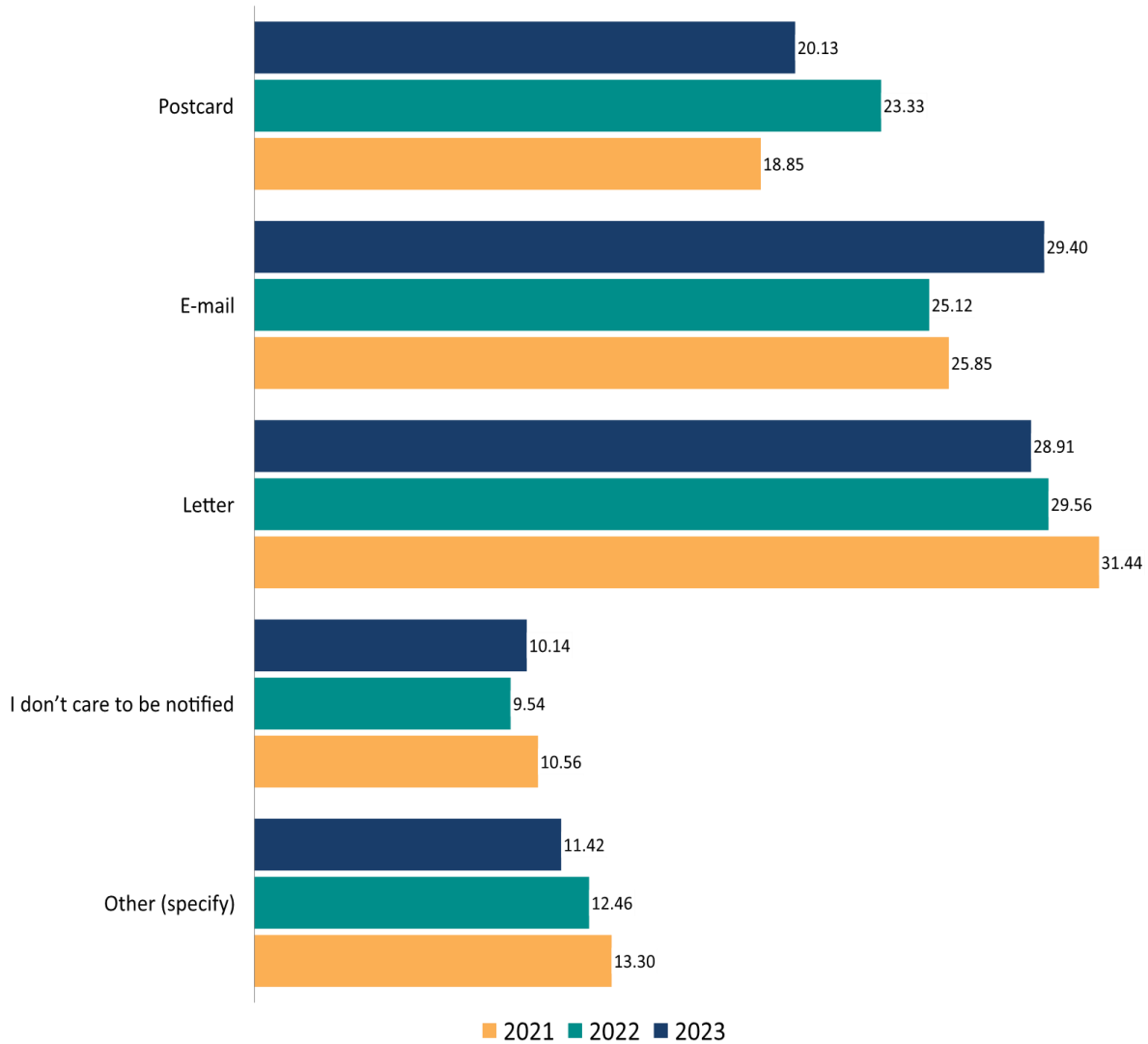
	Year	n	I read it on the application	I looked it up on the VA website	I was informed by the Funeral Director	I was informed by a VA employee	Other
NEXT OF KIN	2023	2803	17.59%	5.71%	35.18%	12.38%	8.10%
	2022	2646	15.46%	4.99%	33.64%	14.63%	7.94%
	2021	2476	16.16%	4.93%	34.37%	11.27%	8.36%

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

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

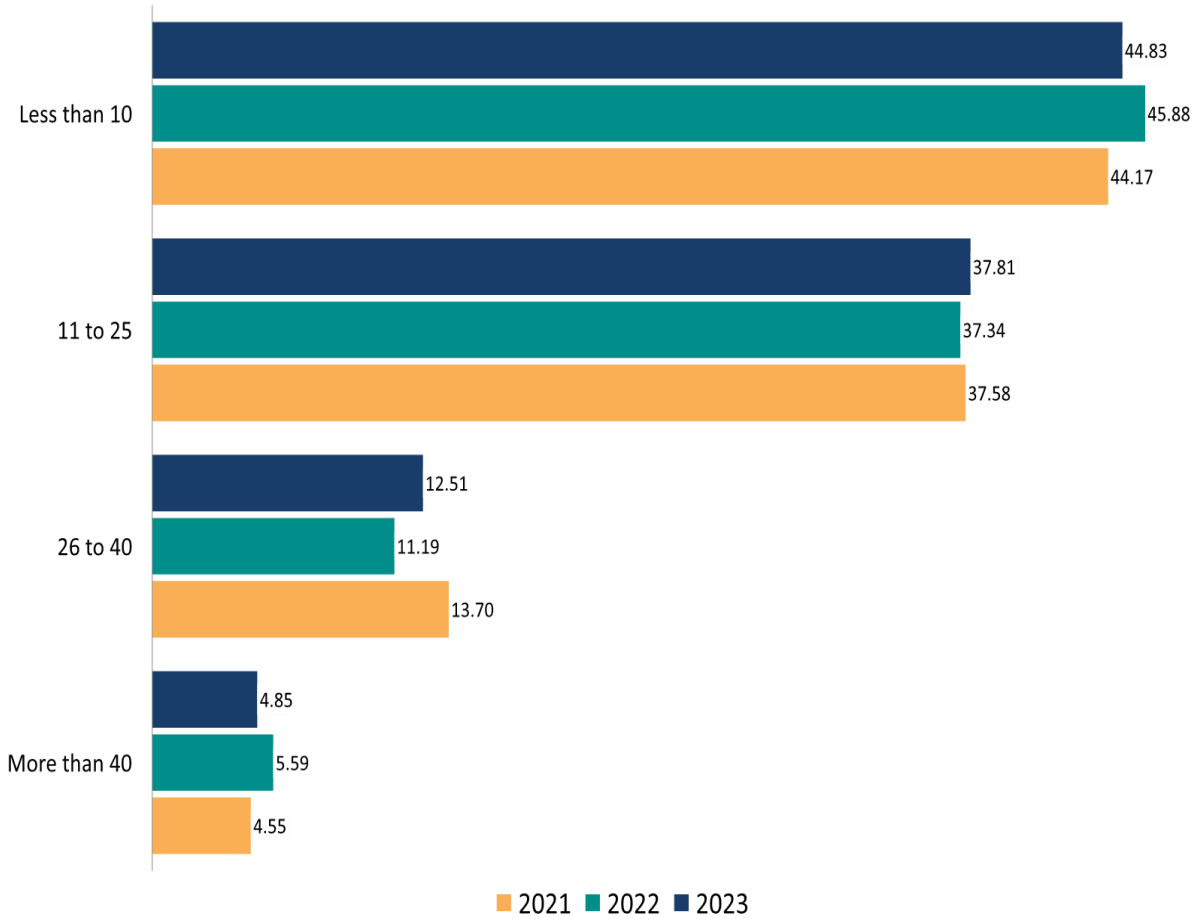


	Year	n	Postcard	E-mail	Letter	I don't care to be notified	Other
NEXT OF KIN	2023	2653	20.13%	29.40%	28.91%	10.14%	11.42%
	2022	2568	23.33%	25.12%	29.56%	9.54%	12.46%
	2021	2414	18.85%	25.85%	31.44%	10.56%	13.30%

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

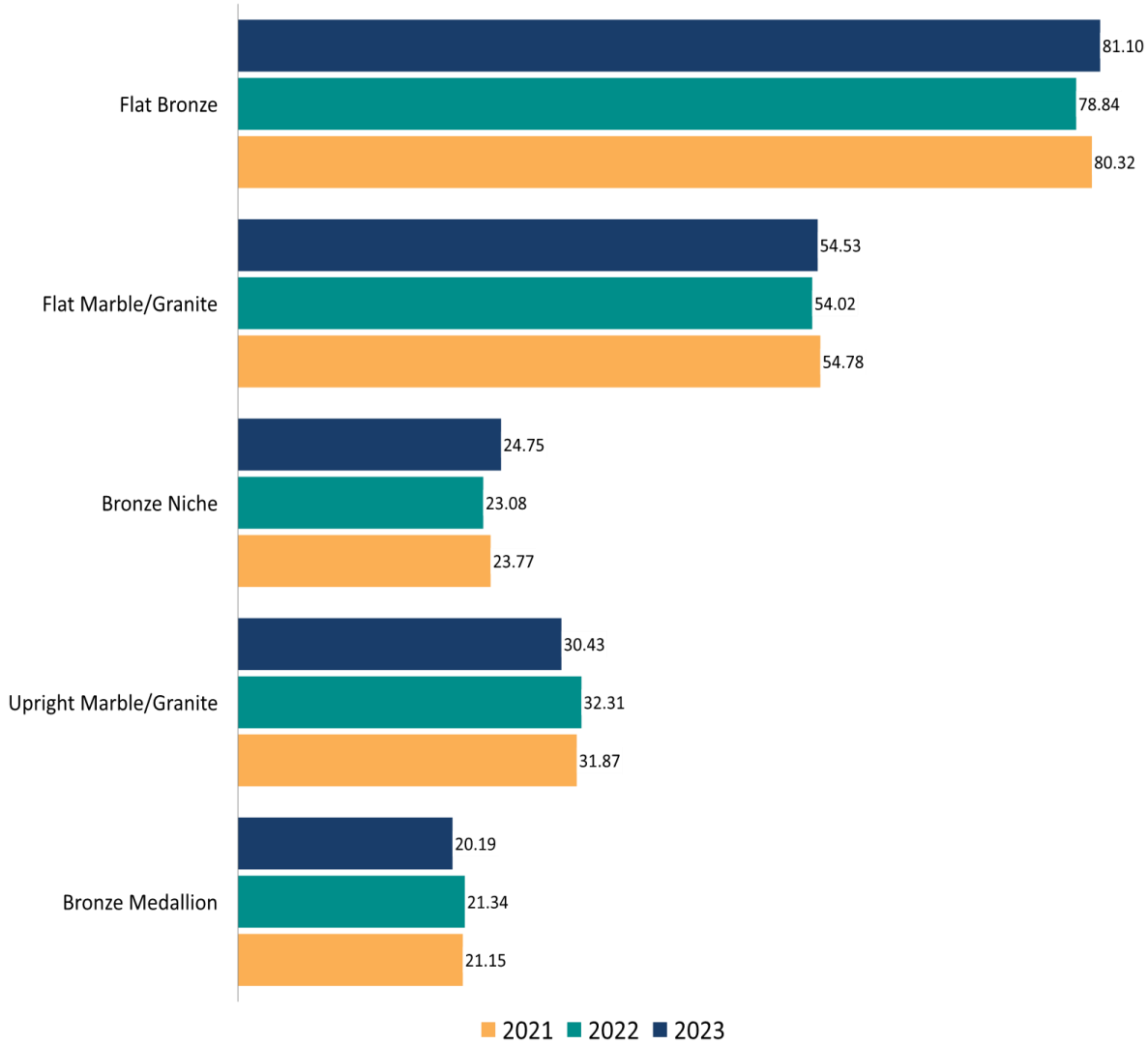


	Year	n	Less than 10	11 to 25	26 to 40	More than 40
FUNERAL DIRECTORS	2023	1711	44.83%	37.81%	12.51%	4.85%
	2022	1698	45.88%	37.34%	11.19%	5.59%
	2021	1671	44.17%	37.58%	13.70%	4.55%

Satisfaction with Headstone/Marker/Medallion Ordering Process

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

FUNERAL DIRECTORS



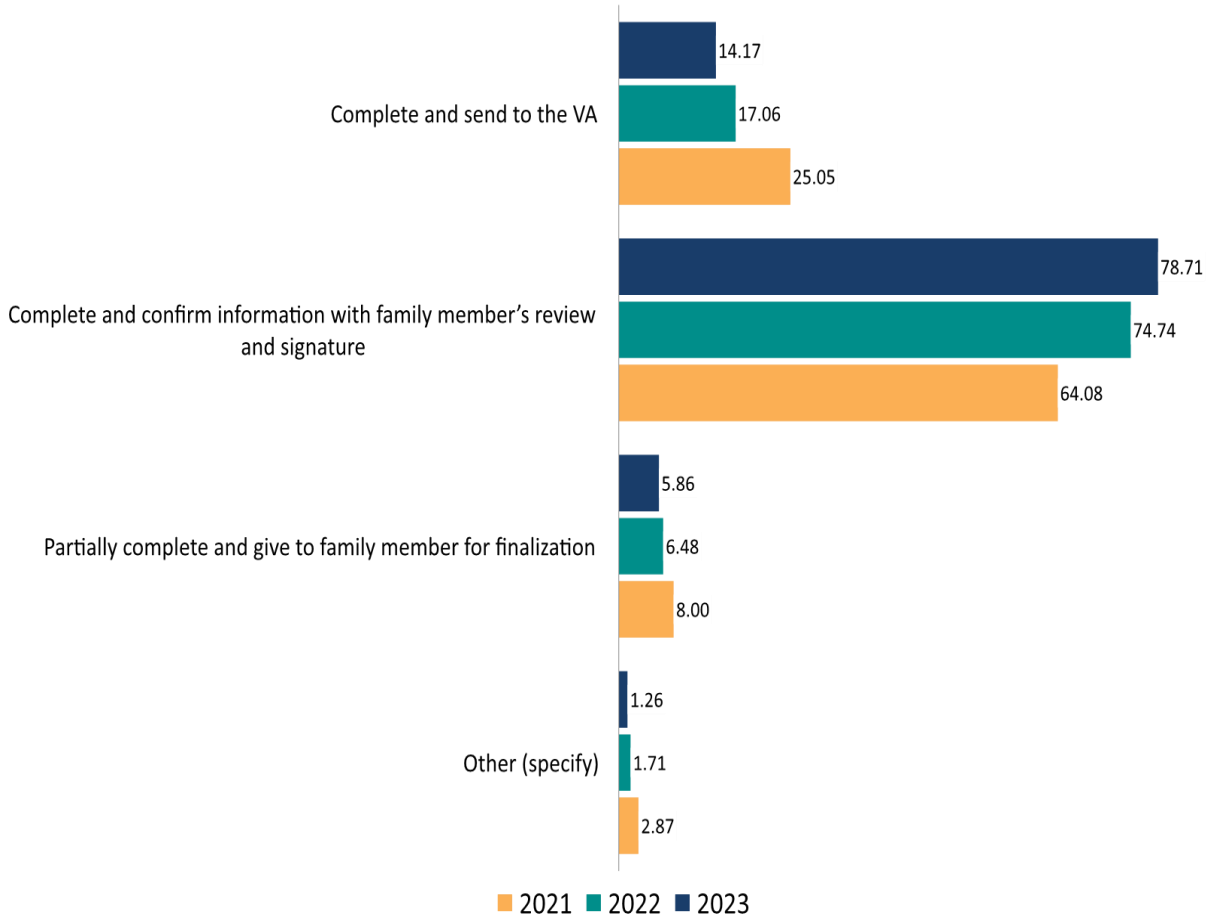
	Year	n	Flat Bronze	Flat Marble/Granite	Bronze Niche	Upright Marble/Granite	Bronze Medallion
FUNERAL DIRECTORS	2023	1709	81.10%	54.53%	24.75%	30.43%	20.19%
	2022	1668	78.84%	54.02%	23.08%	32.31%	21.34%
	2021	1641	80.32%	54.78%	23.77%	31.87%	21.15%

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: (Mark only one)

FUNERAL DIRECTORS

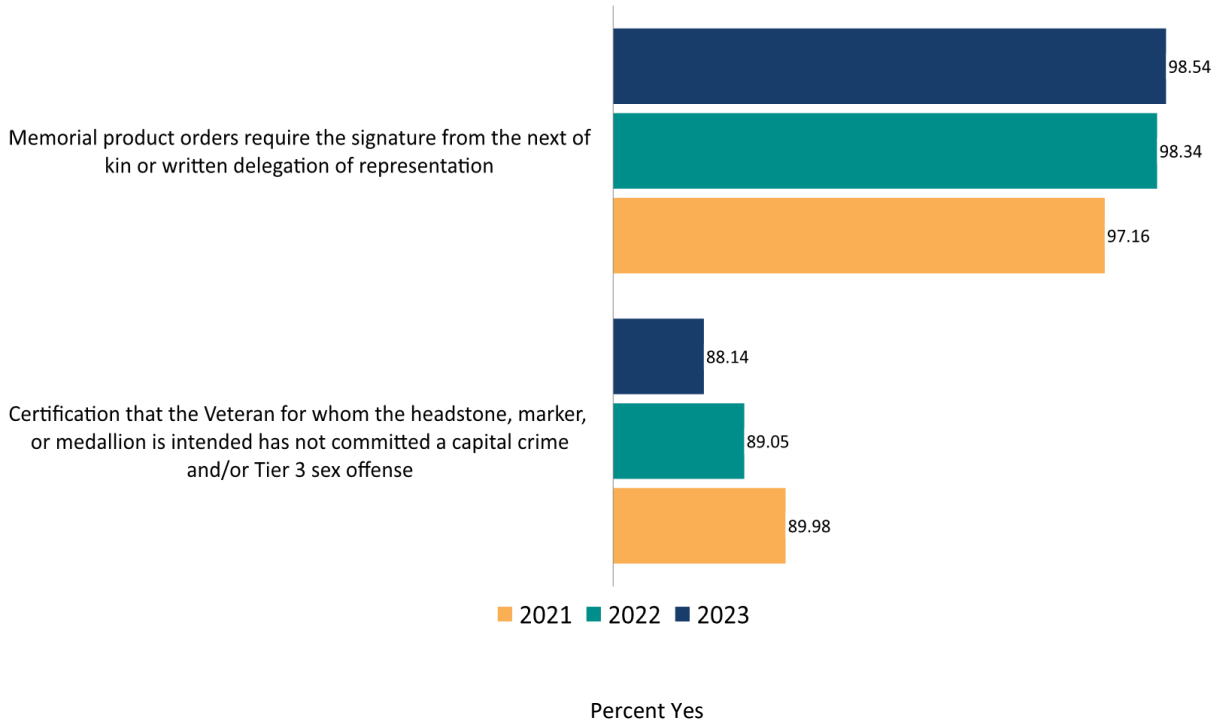


	Year	n	Complete and send to the VA	Complete and confirm information with family member's review and signature	Partially complete and give to family member for finalization	Other
FUNERAL DIRECTORS	2023	1672	14.17%	78.71%	5.86%	1.26%
	2022	1635	17.06%	74.74%	6.48%	1.71%
	2021	1637	25.05%	64.08%	8.00%	2.87%

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 13: Are you aware of the following requirements?

FUNERAL DIRECTORS

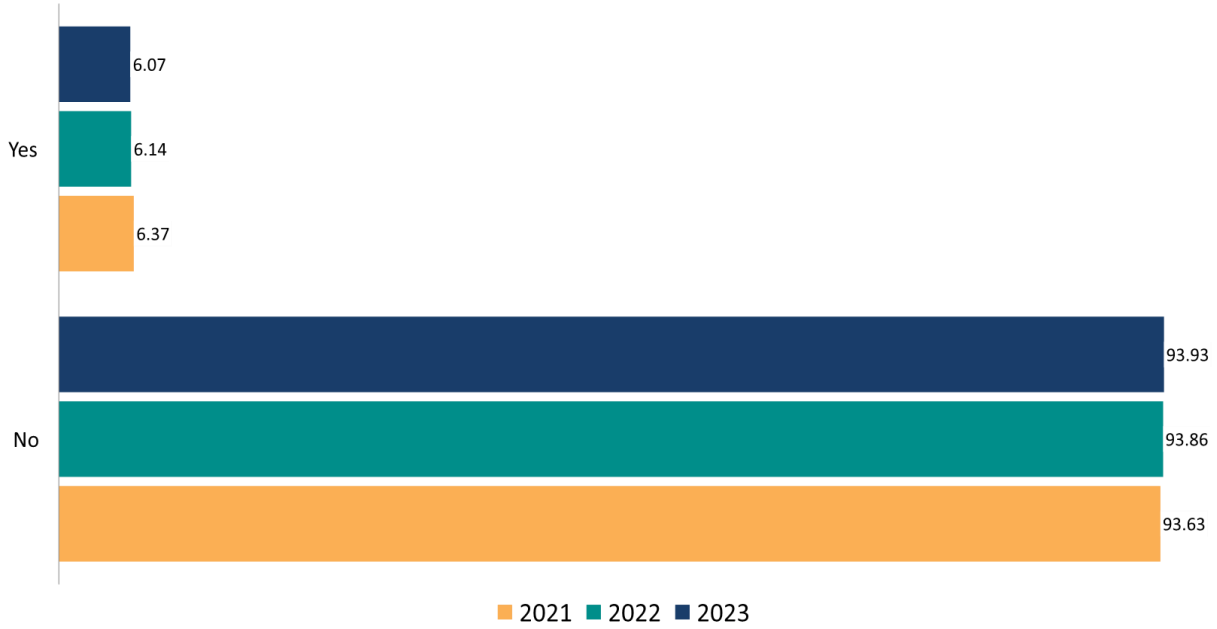


	Response	2021		2022		2023	
		n	% Yes	n	% Yes	n	% Yes
FUNERAL DIRECTORS	Memorial product orders require the signature from the next of kin or written delegation of representation	1690	97.16%	1686	98.34%	1712	98.54%
	Certification that the Veteran for whom the headstone, marker, or medallion is intended has not committed a capital crime and/or Tier 3 sex offense	1656	89.98%	1671	89.05%	1695	88.14%

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 26A: NCA Pre-Need Eligibility Process: Are you aware of the NCA Pre-Need Eligibility Process?

NEXT OF KIN

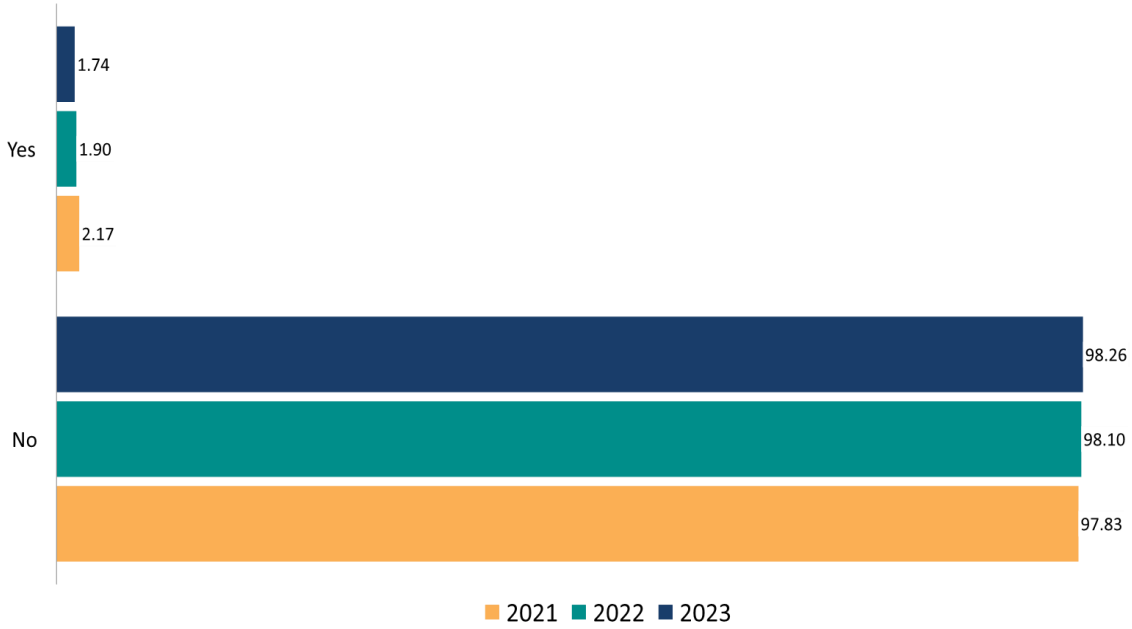


	Year	n	Yes	No
NEXT OF KIN	2023	2602	6.07%	93.93%
	2022	2475	6.14%	93.86%
	2021	2354	6.37%	93.63%

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 26B: NCA Pre-Need Eligibility Process: Have you applied?

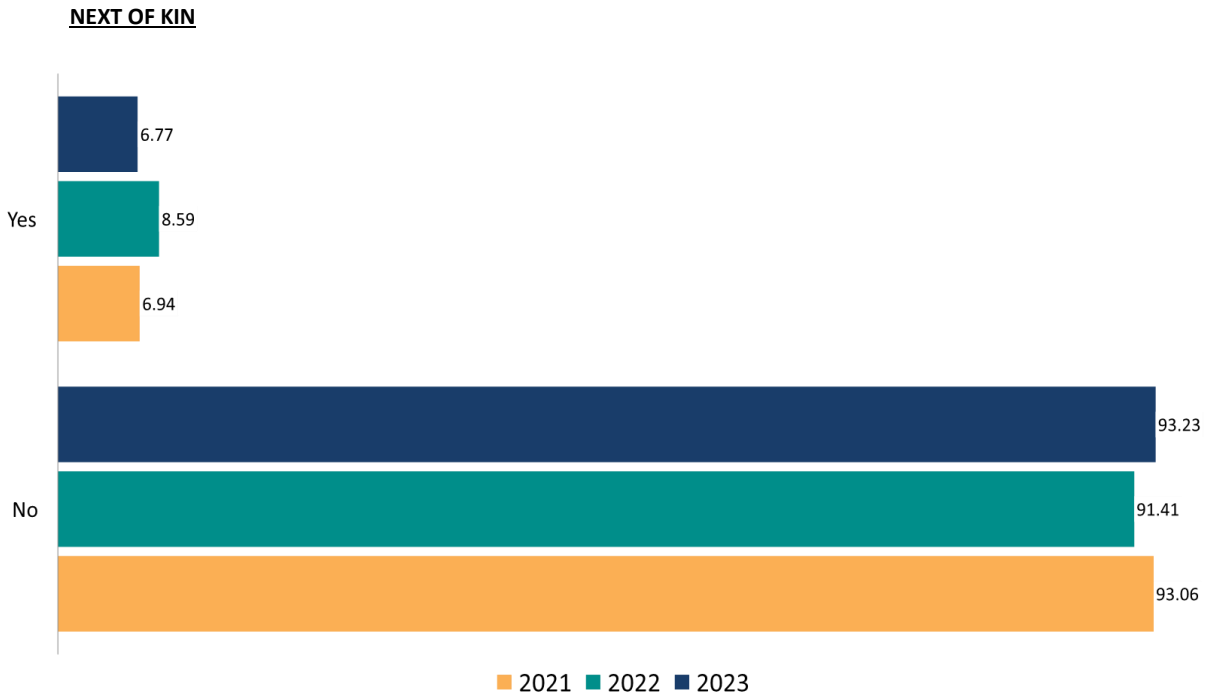
NEXT OF KIN



	Year	n	Yes	No
NEXT OF KIN	2023	1834	1.74%	98.26%
	2022	1685	1.90%	98.10%
	2021	1615	2.17%	97.83%

Satisfaction with Headstone/Marker/Medallion Ordering Process

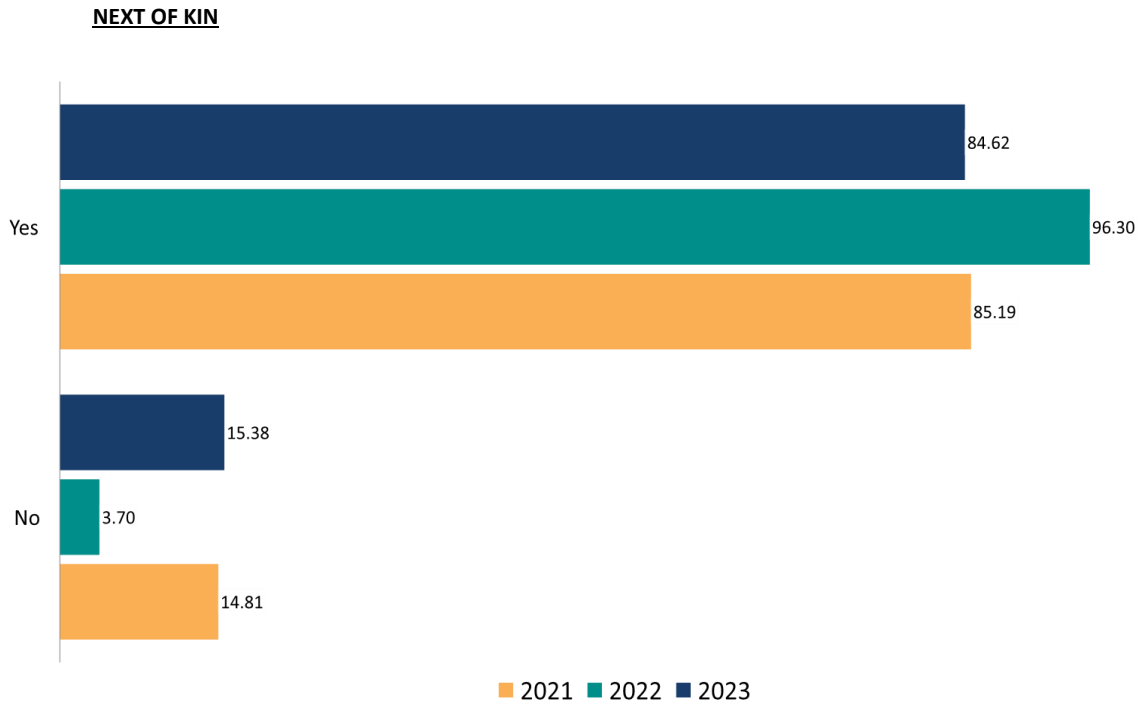
Question 26C: NCA Pre-Need Eligibility Process: Do you intend to apply?



	Year	n	Yes	No
NEXT OF KIN	2023	1624	6.77%	93.23%
	2022	1467	8.59%	91.41%
	2021	1427	6.94%	93.06%

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 26D: NCA Pre-Need Eligibility Process: If you applied, were you satisfied with the length of time it took to receive a certificate of approval?

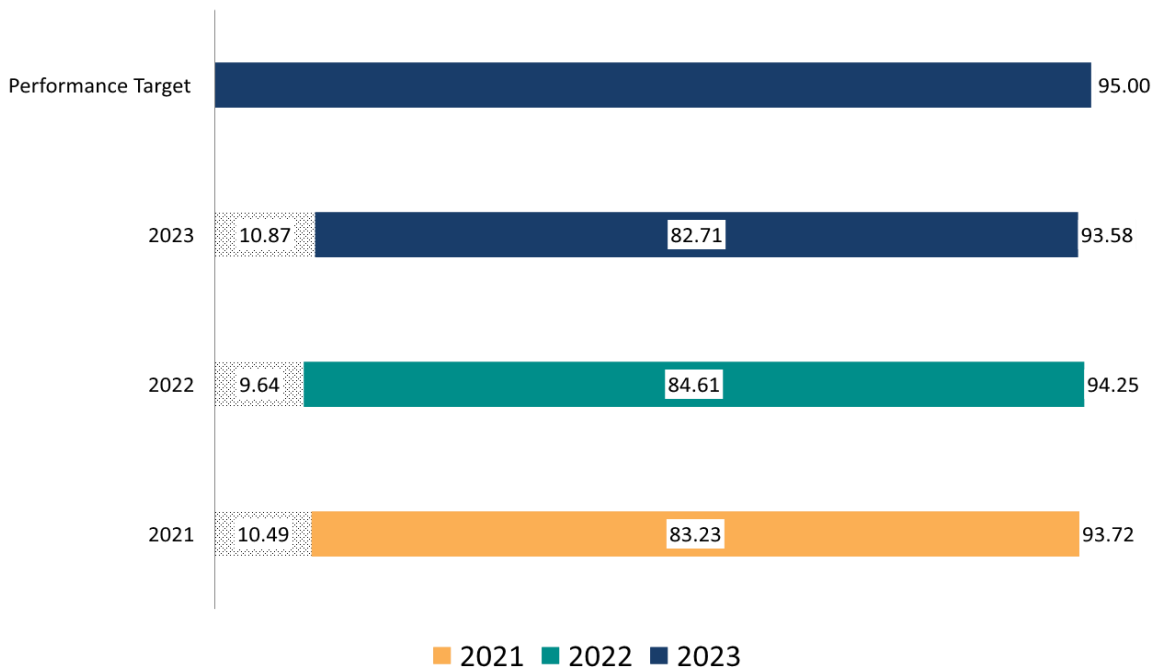


	Year	n	Yes	No
NEXT OF KIN	2023	26	84.62%	15.38%
	2022	27	96.30%	3.70%
	2021	27	85.19%	14.81%

Satisfaction with Headstone/Marker/Medallion Ordering Process

NC Question 24: 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



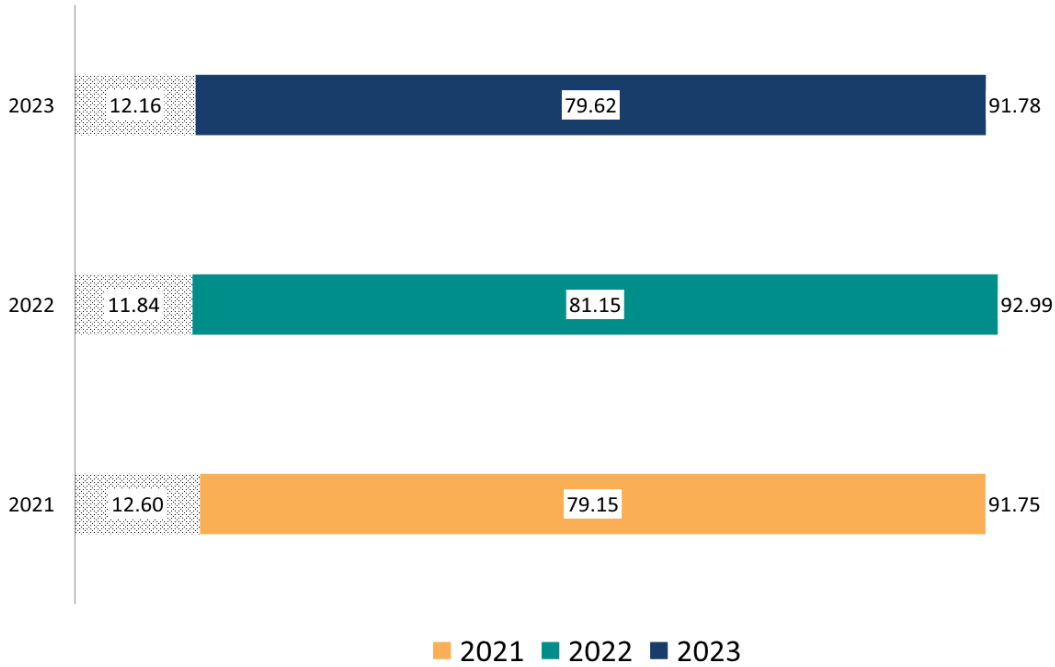
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2023	17147	82.71%	-1.90%	10.87%	4.83%	1.05%	0.53%
	2022	20843	84.61%	1.38%	9.64%	4.46%	0.92%	0.37%
	2021	18091	83.23%	-0.48%	10.49%	4.80%	1.07%	0.41%

*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



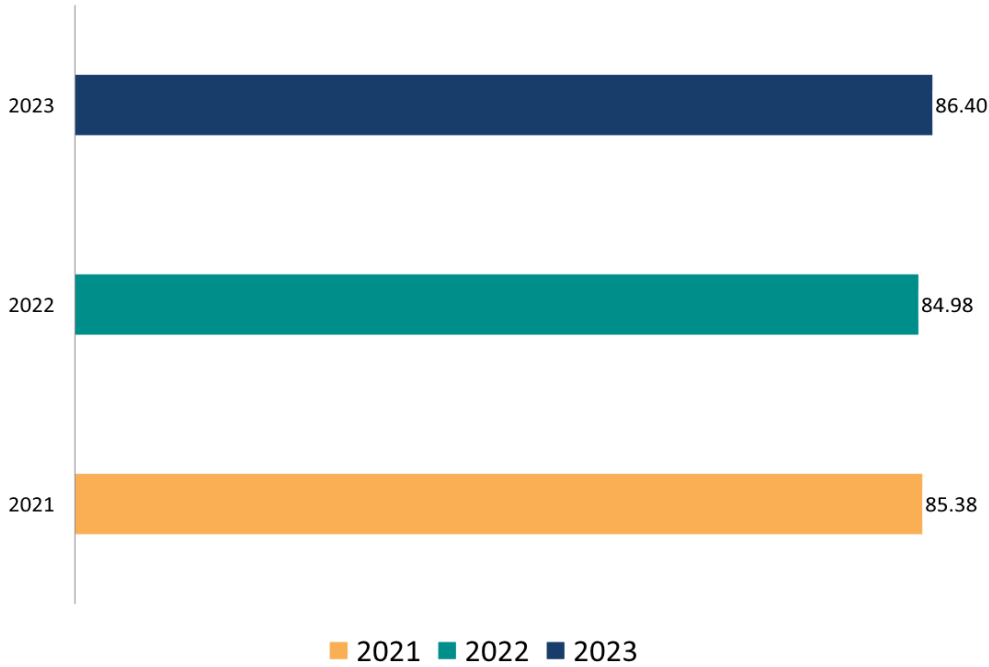
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
ALL RESPONDENTS	2023	7227	79.62%	-1.53%	12.16%	5.20%	2.20%	0.82%
	2022	7696	81.15%	2.00%	11.84%	4.70%	1.57%	0.74%
	2021	6788	79.15%	-0.03%	12.60%	5.29%	1.99%	0.97%

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

NEXT OF KIN



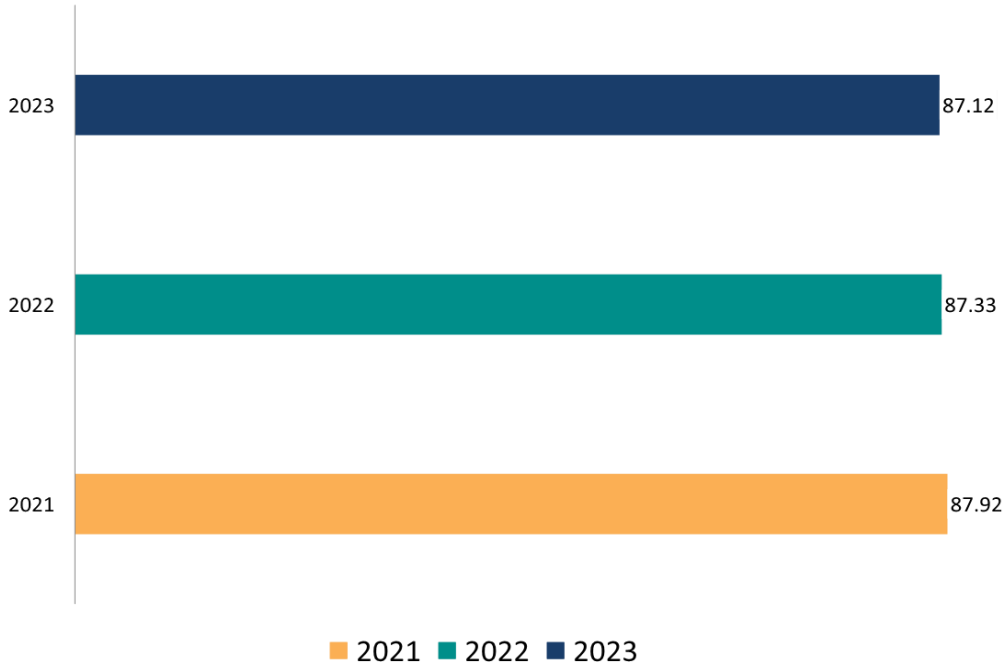
	Year	n	Yes	No	Don't Know
NEXT OF KIN	2023	17025	86.40%	2.92%	10.68%
	2022	20679	84.98%	3.05%	11.97%
	2021	17969	85.38%	3.40%	11.22%

Note: This question only applies to respondents who indicated "Don't know/the marker or headstone has not yet arrived" to Question 24 (NoK).

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



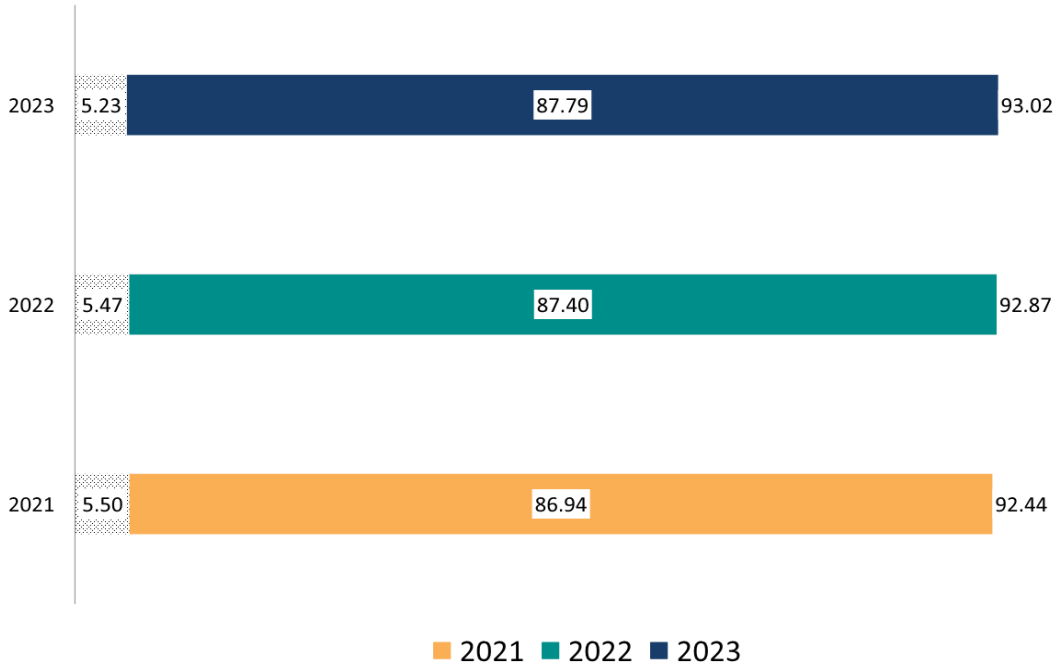
	Year	n	Yes	No	Don't Know
ALL RESPONDENTS	2023	7041	87.12%	3.96%	8.92%
	2022	7537	87.33%	3.72%	8.96%
	2021	6666	87.92%	3.78%	8.30%

Note: This question only applies to respondents who indicated "Don't know/the marker or headstone has not yet arrived" to Question 21 (NoK).

Satisfaction with Headstone/Marker/Medallion Ordering Process

NC Question 26: Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived?

NEXT OF KIN



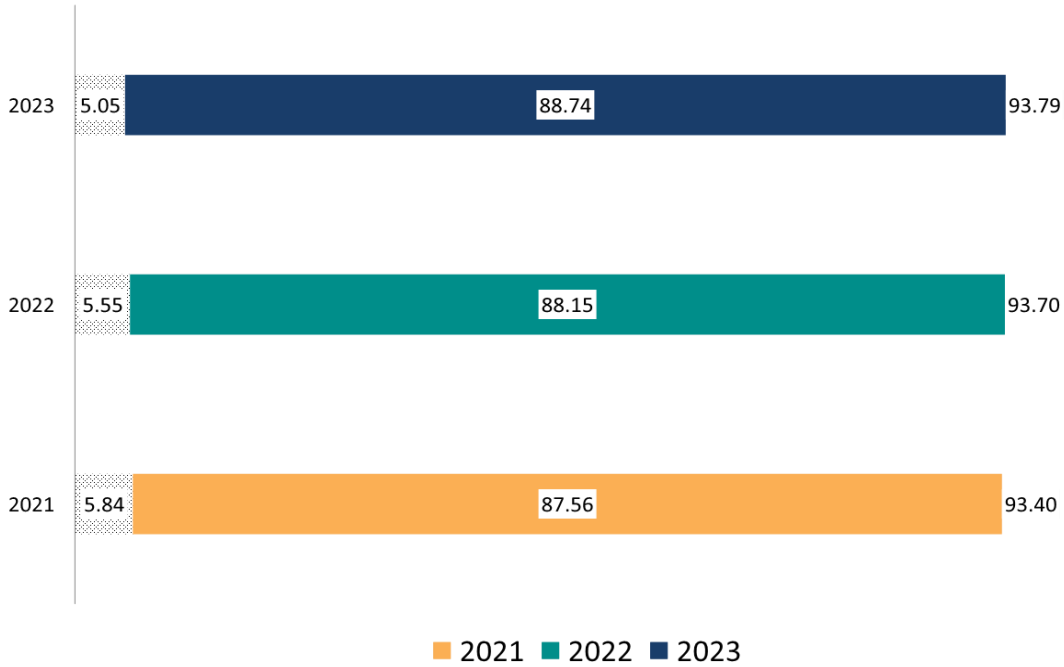
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2023	16484	87.79%	0.39%	5.23%	5.51%	0.99%	0.49%
	2022	19820	87.40%	0.46%	5.47%	5.78%	0.79%	0.56%
	2021	17339	86.94%	-1.52%	5.50%	5.77%	1.15%	0.64%

*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
ALL RESPONDENTS	2023	6890	88.74%	0.59%	5.05%	5.01%	0.78%	0.42%
	2022	7356	88.15%	0.59%	5.55%	4.79%	0.98%	0.54%
	2021	6511	87.56%	-2.11%	5.84%	4.87%	1.12%	0.61%

*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

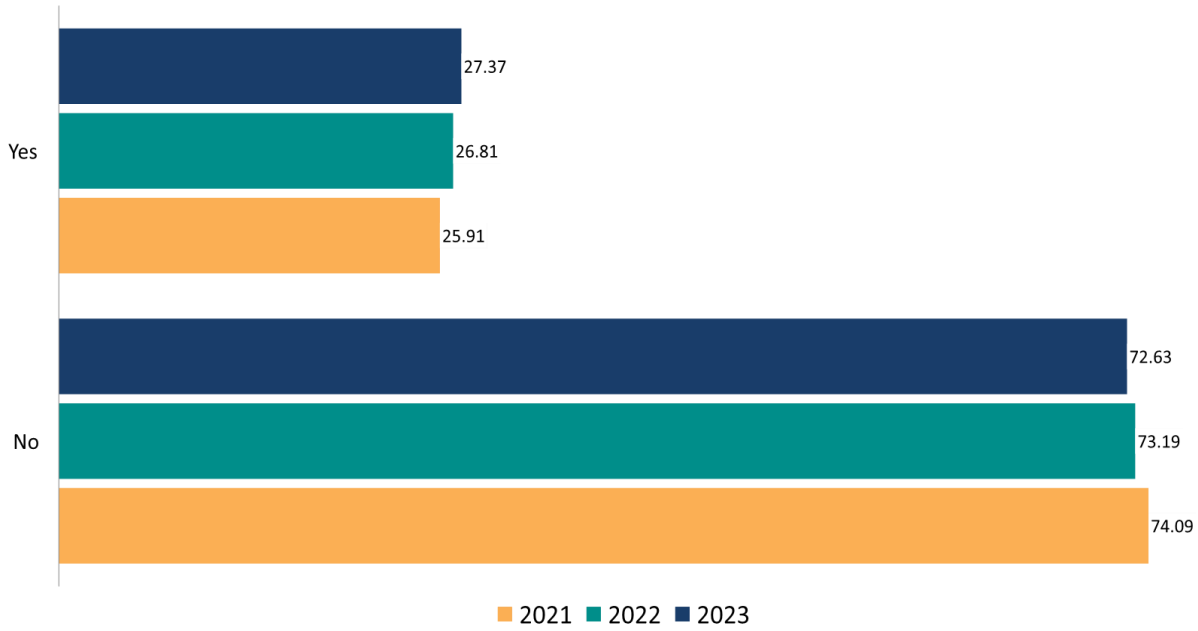
SECTION DESCRIPTION

- 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

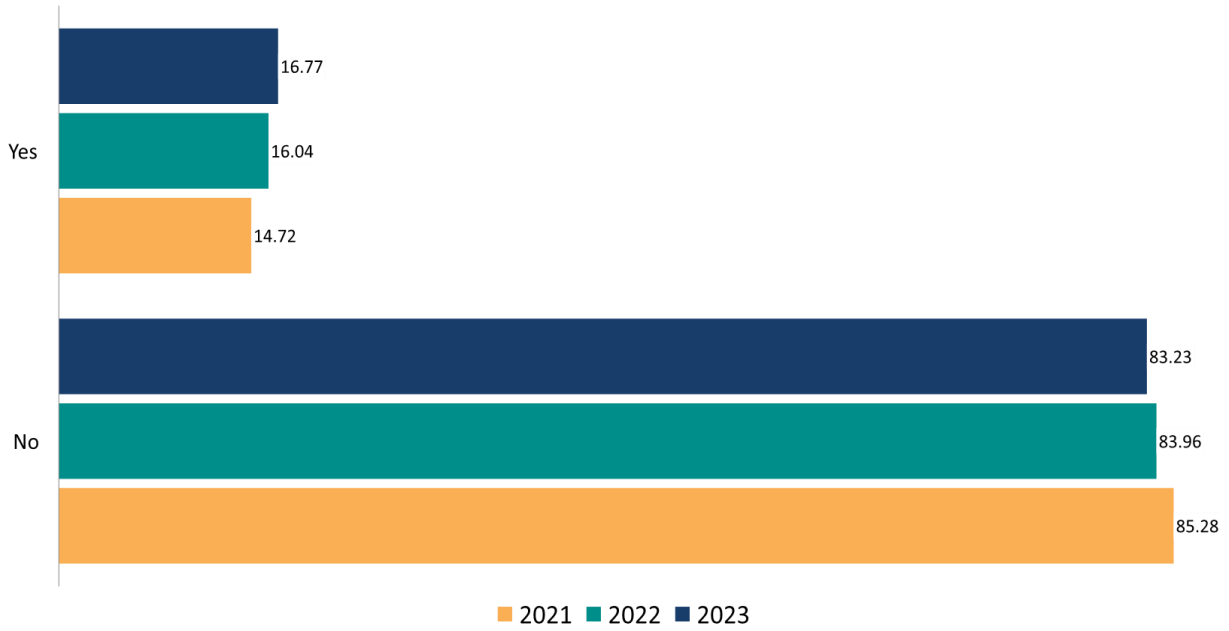


	Year	n	Yes	No
ALL RESPONDENTS	2023	4765	27.37%	72.63%
	2022	4528	26.81%	73.19%
	2021	4354	25.91%	74.09%

Satisfaction with Information on VA Website

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

NEXT OF KIN

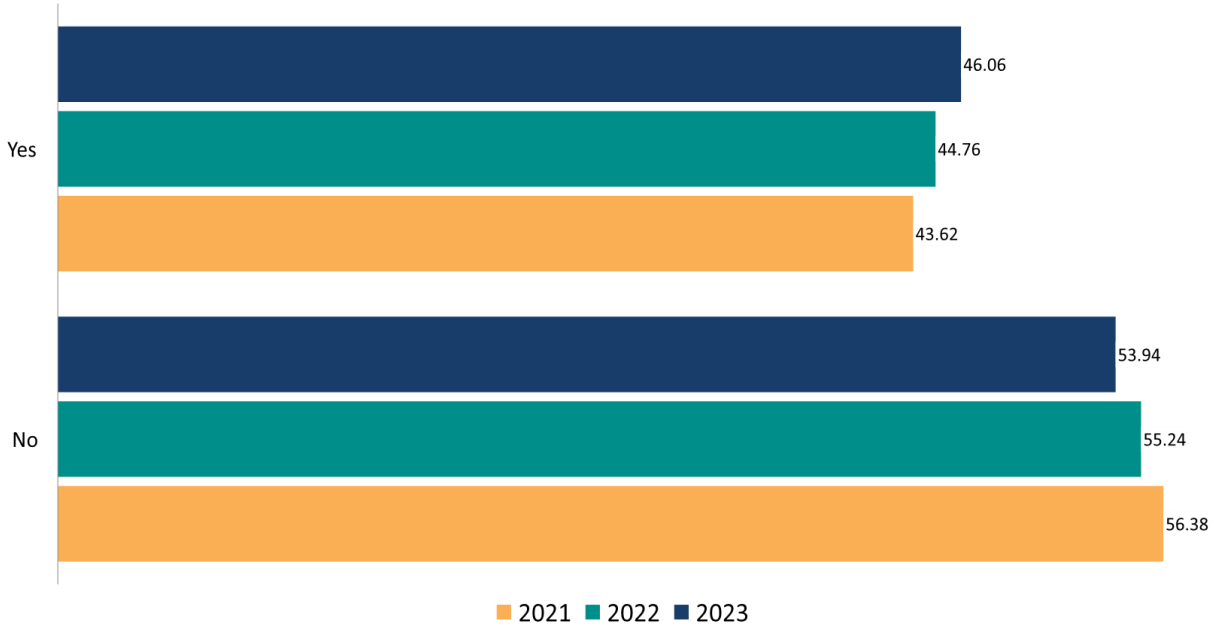


	Year	n	Yes	No
NEXT OF KIN	2023	3041	16.77%	83.23%
	2022	2830	16.04%	83.96%
	2021	2669	14.72%	85.28%

Satisfaction with Information on VA Website

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

FUNERAL DIRECTORS

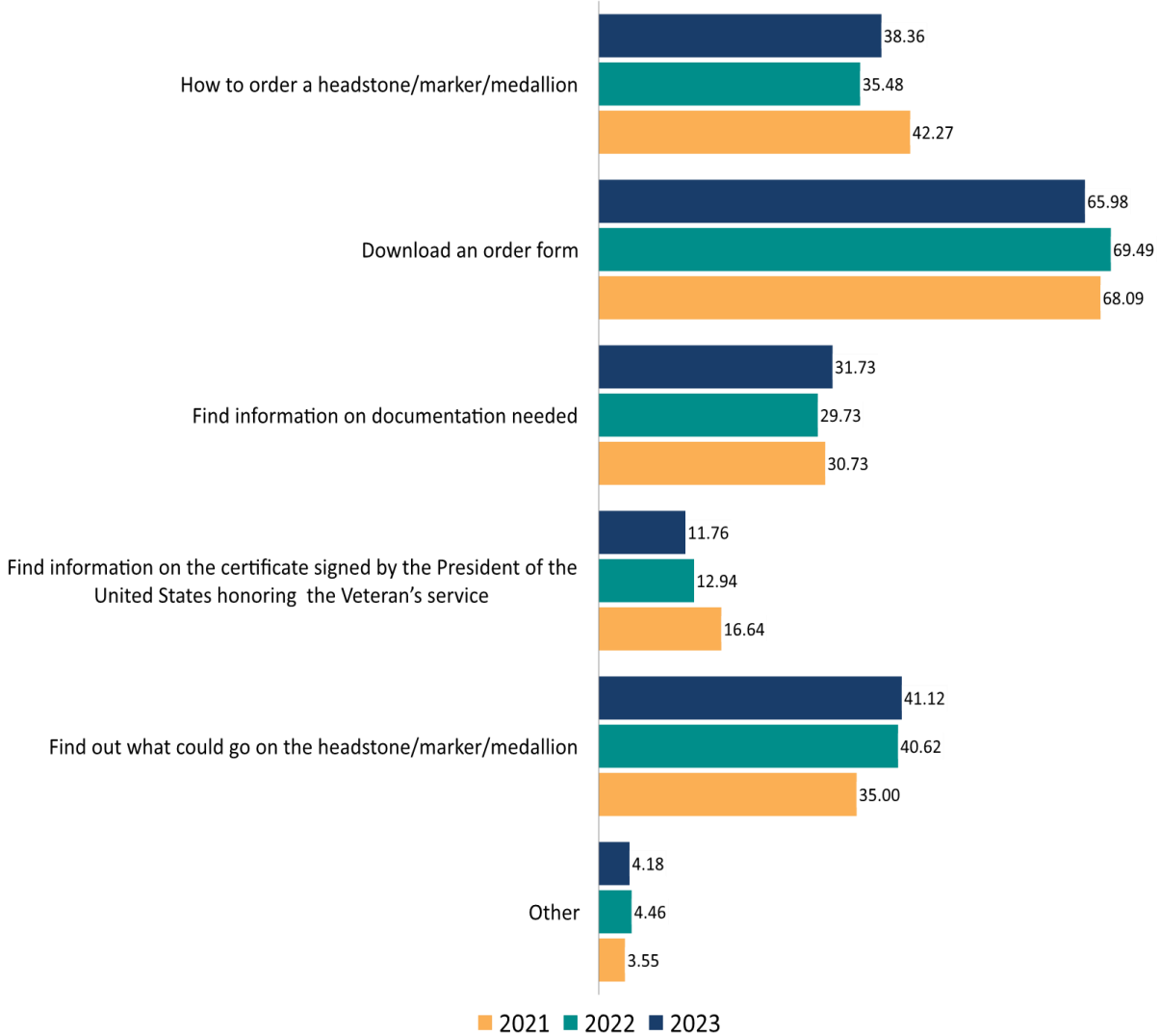


	Year	n	Yes	No
FUNERAL DIRECTORS	2023	1724	46.06%	53.94%
	2022	1698	44.76%	55.24%
	2021	1685	43.62%	56.38%

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



2021: n = 1,100 2022: n = 1,167 2023: n = 1,267

Note: This question only applies to respondents who indicated "Yes" to Question 12/9.

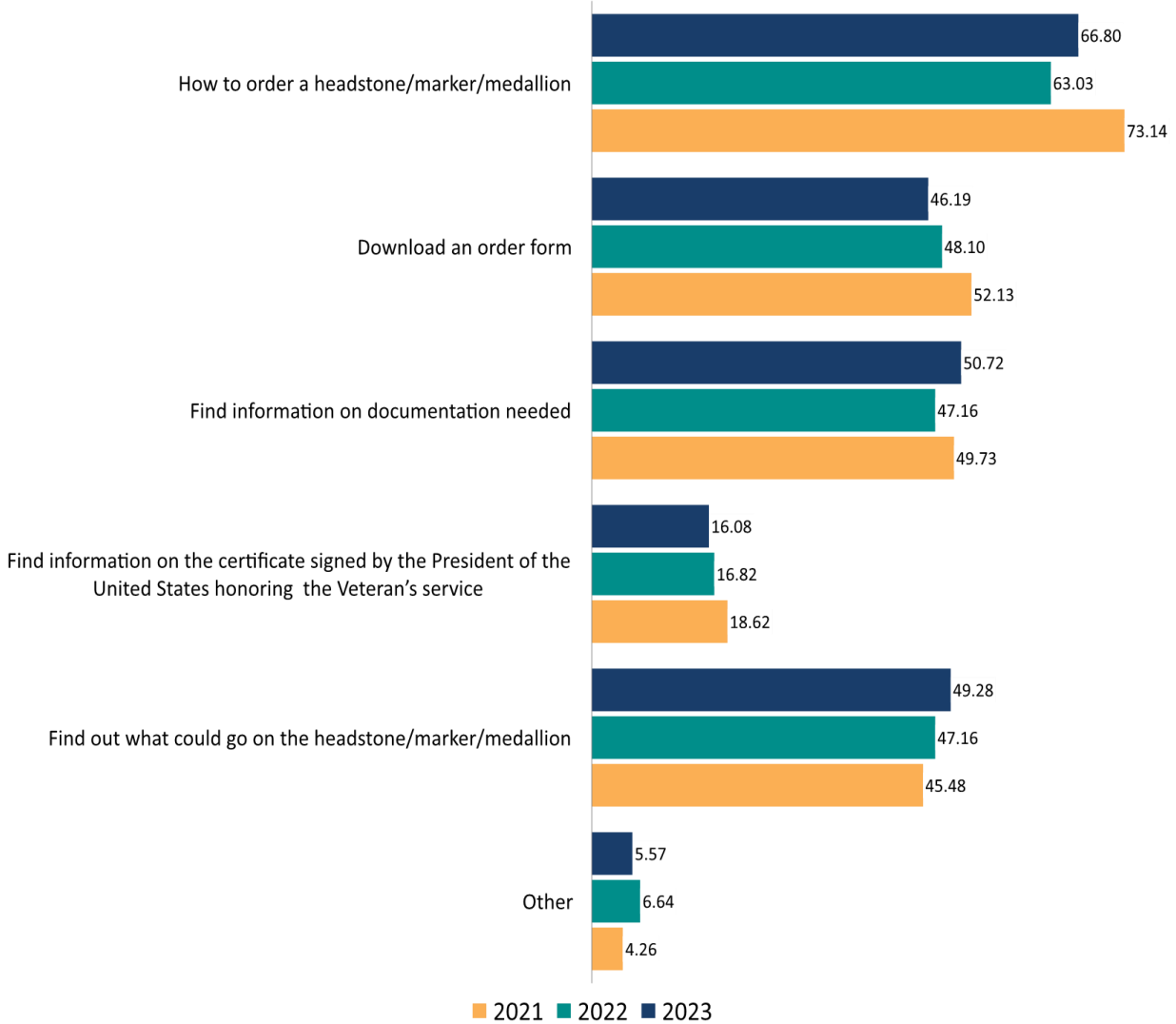
Note: As respondents could select more than one response option, percentages may not sum to 100.

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."

Satisfaction with Information on VA Website

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

NEXT OF KIN



2021: n = 376 2022: n = 422 2023: n = 485

This question only applies to respondents who indicated "Yes" to Question 12/9.

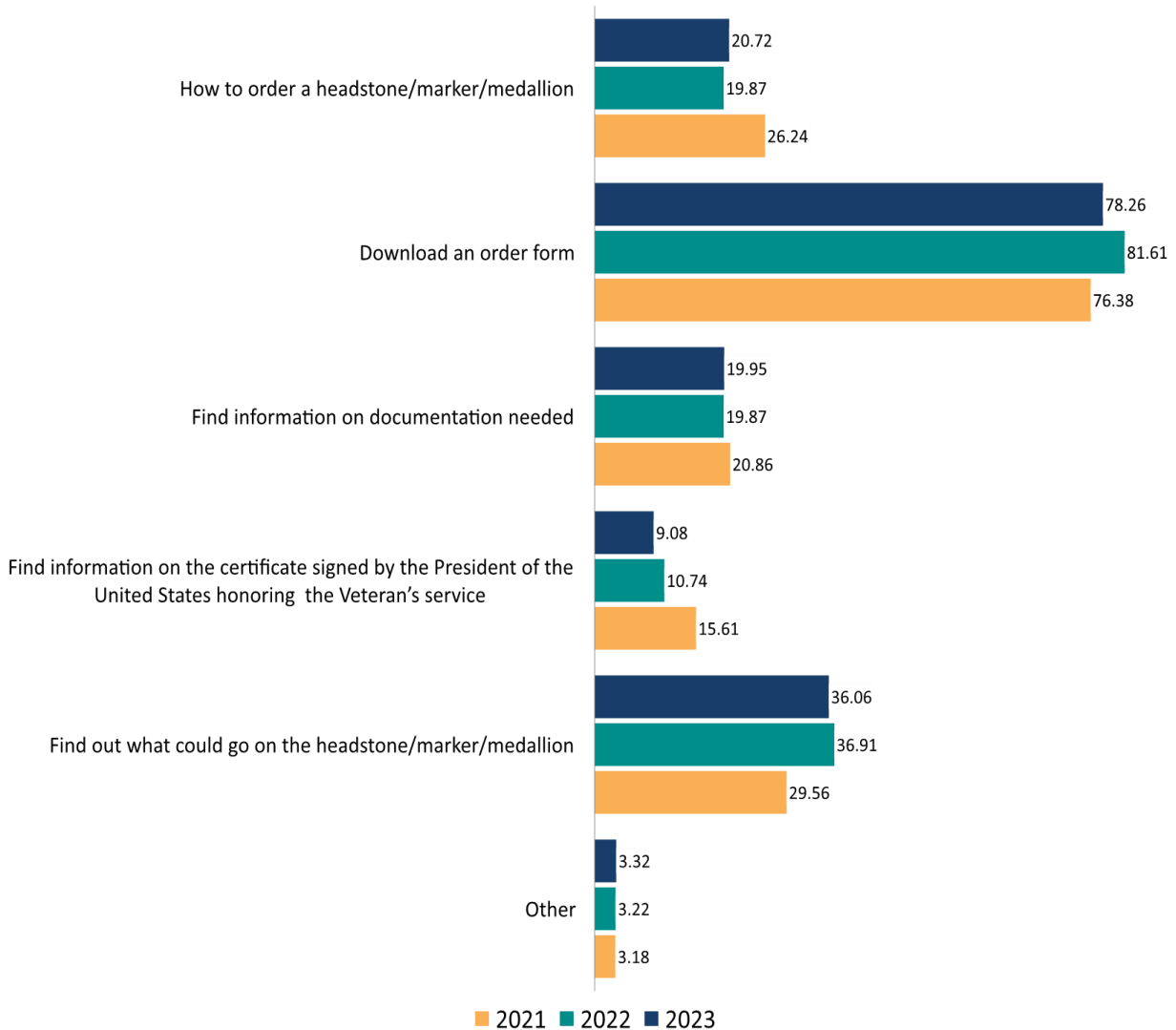
Note: As respondents could select more than one response option, percentages may not sum to 100.

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."

Satisfaction with Information on VA Website

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

FUNERAL DIRECTORS



Note: This question only applies to respondents who indicated "Yes" to Question 12/9.

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."

Satisfaction with 800 Number Assistance

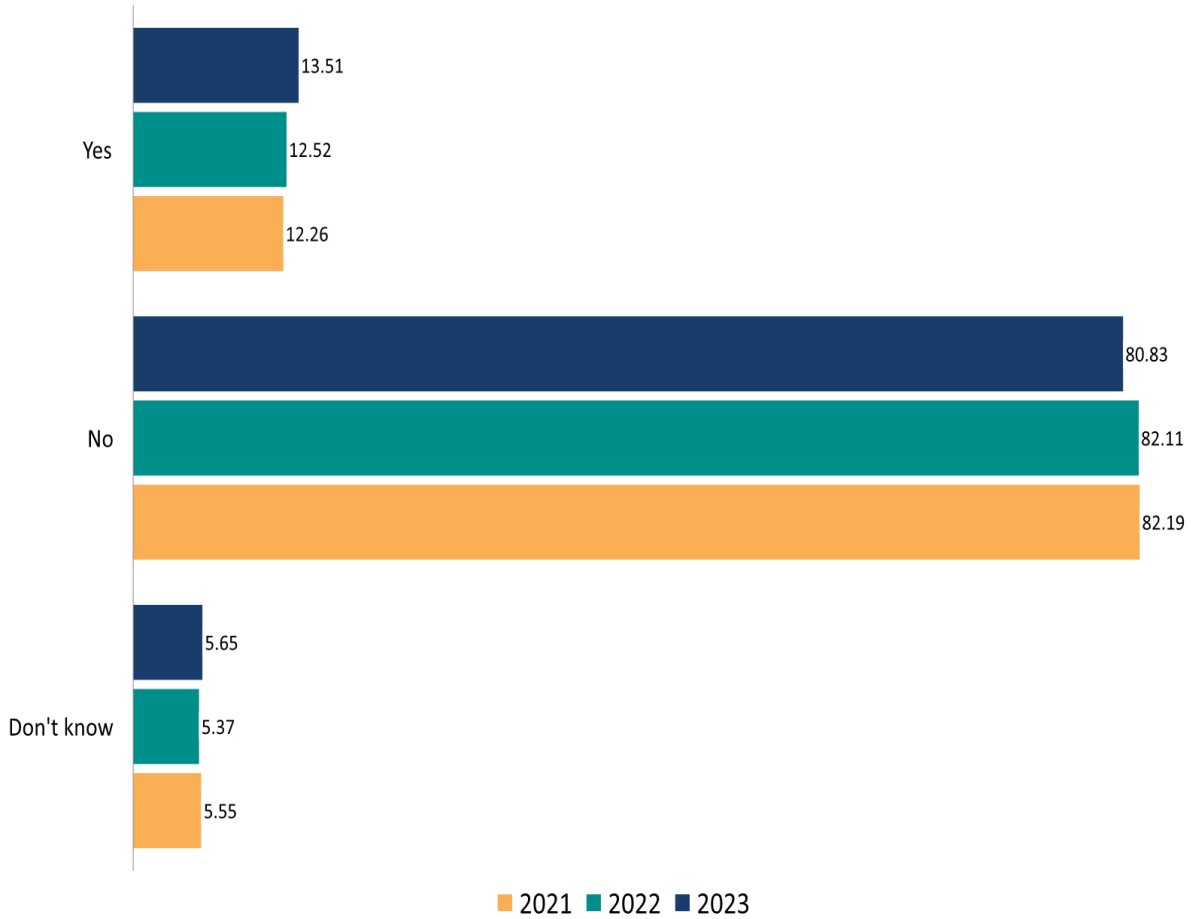
SECTION DESCRIPTION

- 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

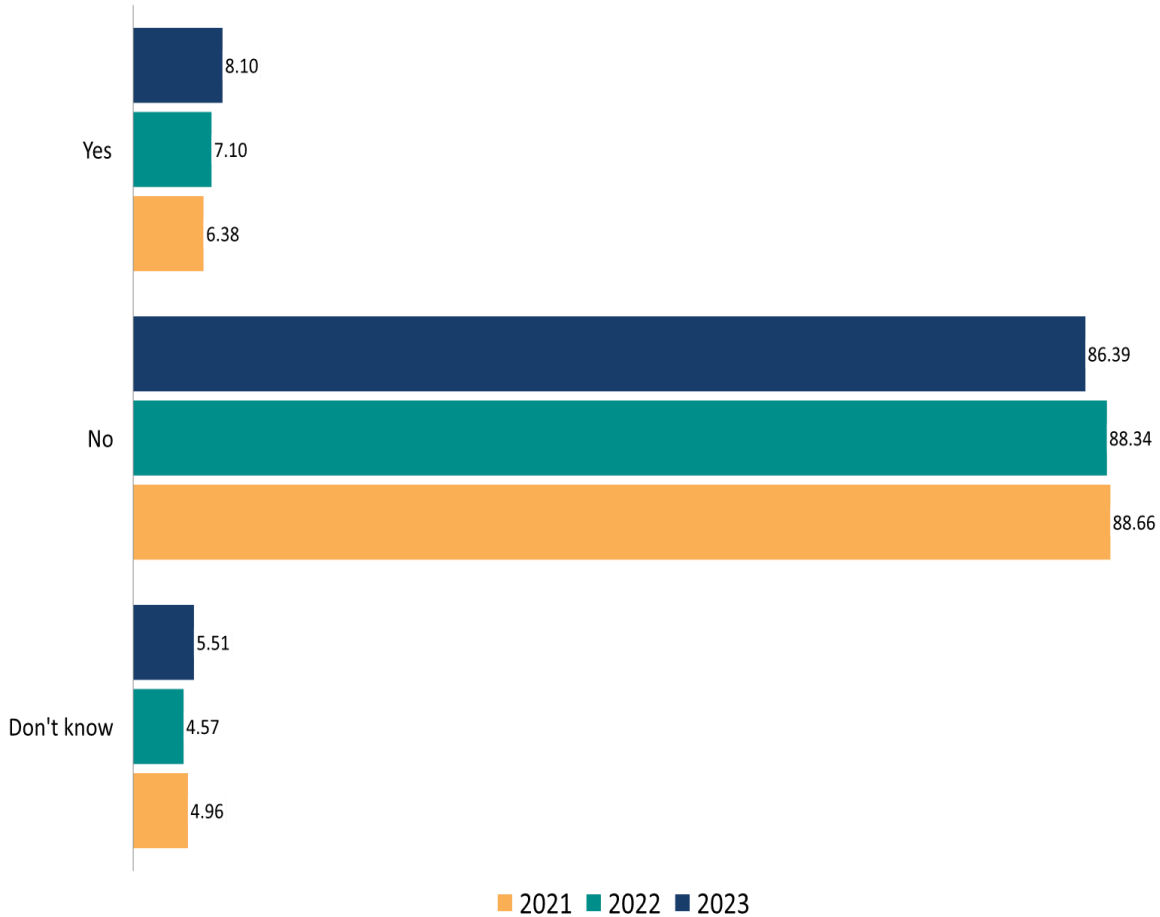


	Year	n	Yes	No	Don't know
ALL RESPONDENTS	2023	4758	13.51%	80.83%	5.65%
	2022	4527	12.52%	82.11%	5.37%
	2021	4341	12.26%	82.19%	5.55%

Satisfaction with 800 Number Assistance

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

NEXT OF KIN

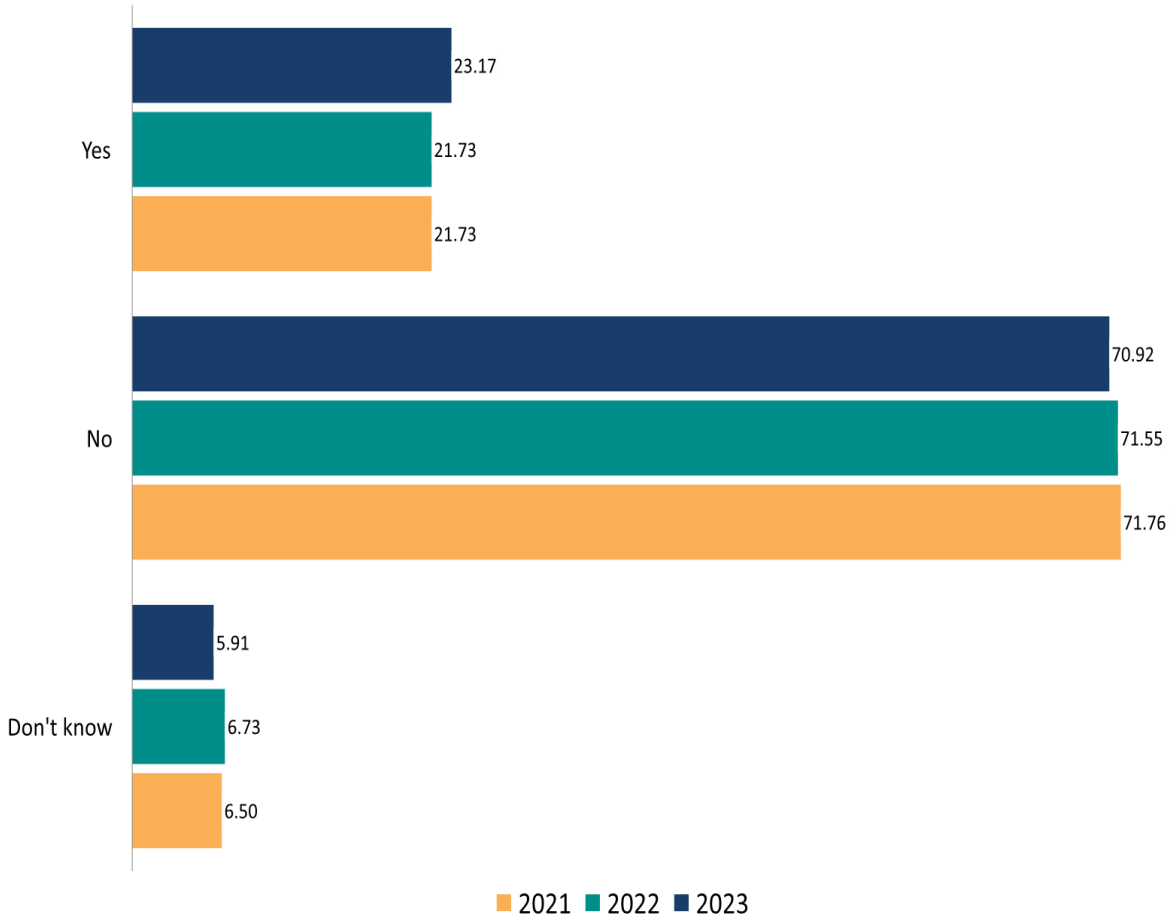


	Year	n	Yes	No	Don't know
NEXT OF KIN	2023	3049	8.10%	86.39%	5.51%
	2022	2847	7.10%	88.34%	4.57%
	2021	2680	6.38%	88.66%	4.96%

Satisfaction with 800 Number Assistance

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

FUNERAL DIRECTORS

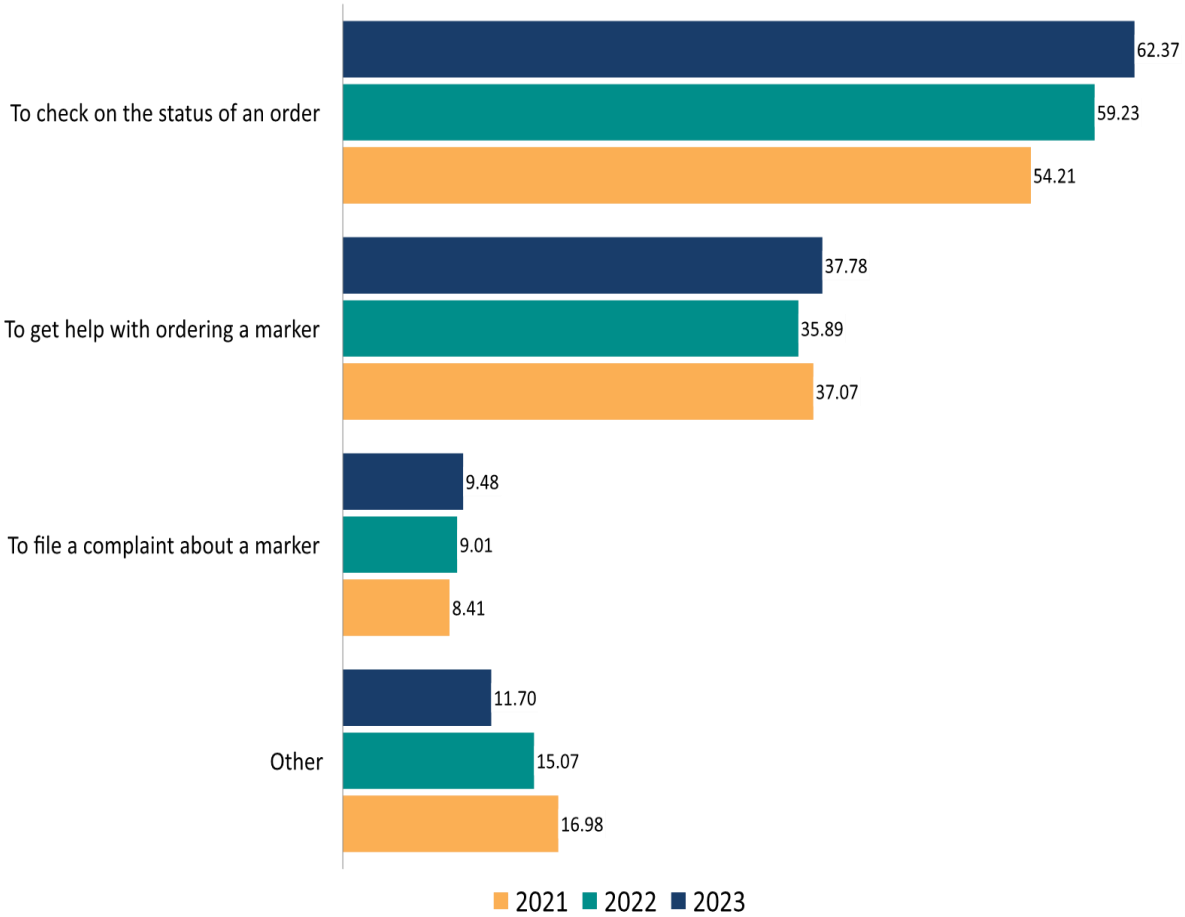


	Year	n	Yes	No	Don't know
FUNERAL DIRECTORS	2023	1709	23.17%	70.92%	5.91%
	2022	1680	21.73%	71.55%	6.73%
	2021	1661	21.73%	71.76%	6.50%

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
ALL RESPONDENTS	2023	675	62.37%	37.78%	9.48%	11.70%
	2022	677	59.23%	35.89%	9.01%	15.07%
	2021	642	54.21%	37.07%	8.41%	16.98%

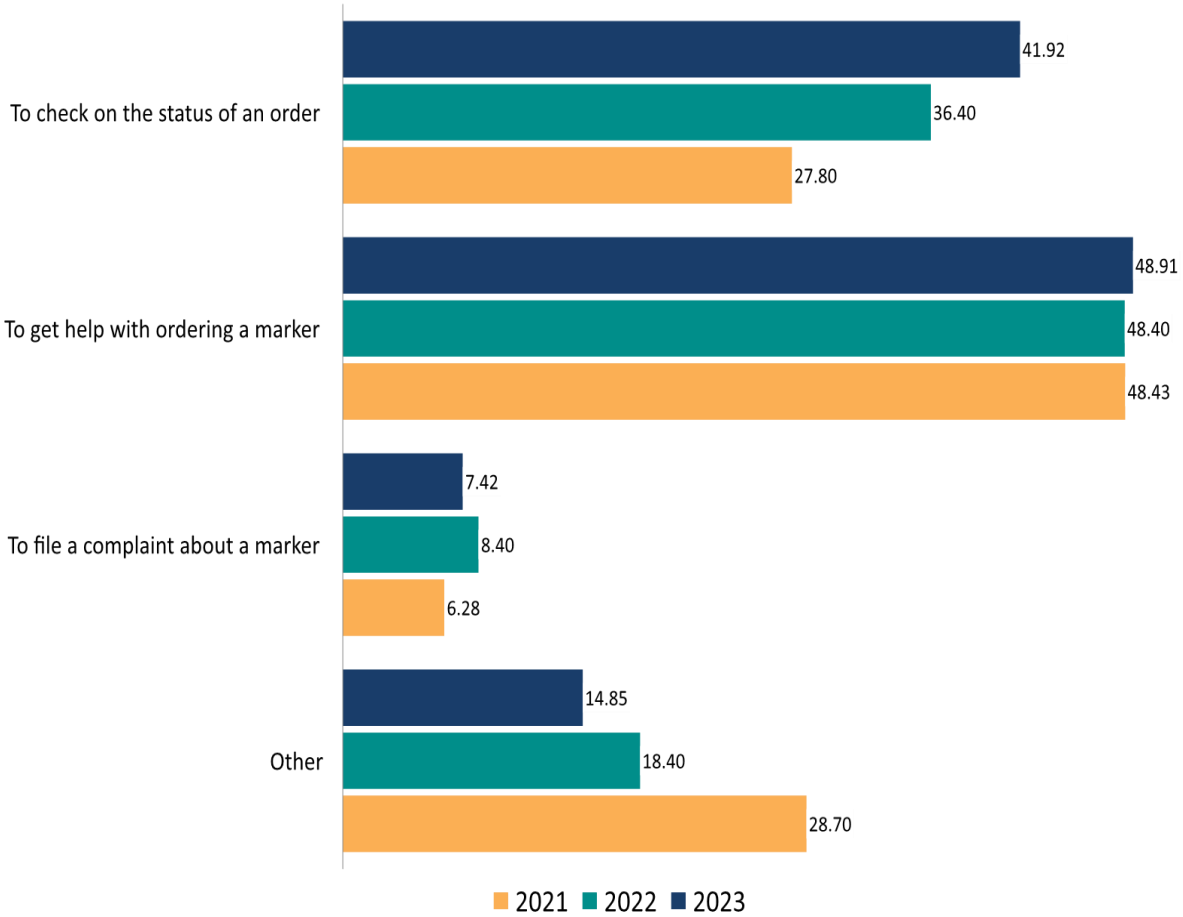
Note: This question only applies to respondents who indicated "Yes" or "Don't know" to Question 8/5.

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

Satisfaction with 800 Number Assistance

Question 10: 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	2023	229	41.92%	48.91%	7.42%	14.85%
	2022	250	36.40%	48.40%	8.40%	18.40%
	2021	223	27.80%	48.43%	6.28%	28.70%

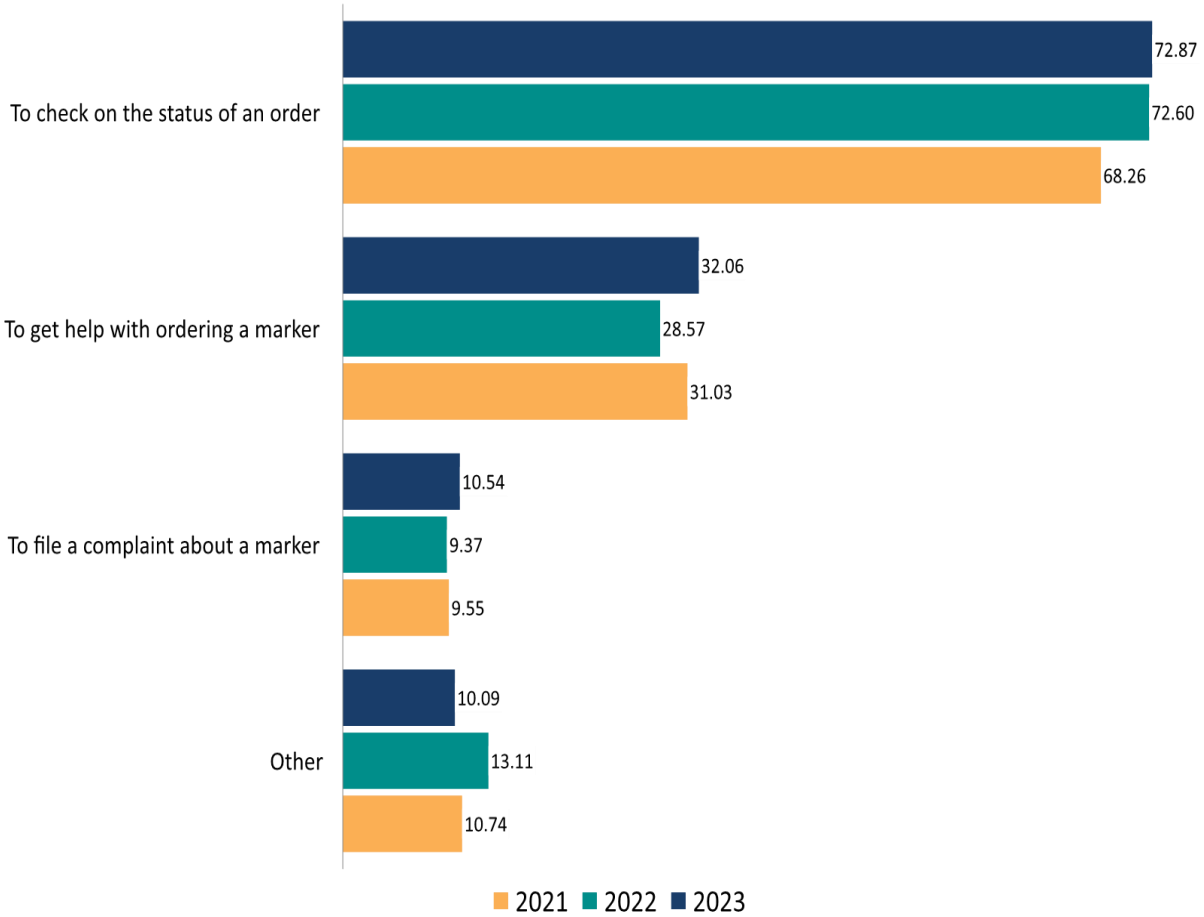
Note: This question only applies to respondents who indicated "Yes" or "Don't know" to Question 8/5.

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

Satisfaction with 800 Number Assistance

Question 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	2023	446	72.87%	32.06%	10.54%	10.09%
	2022	427	72.60%	28.57%	9.37%	13.11%
	2021	419	68.26%	31.03%	9.55%	10.74%

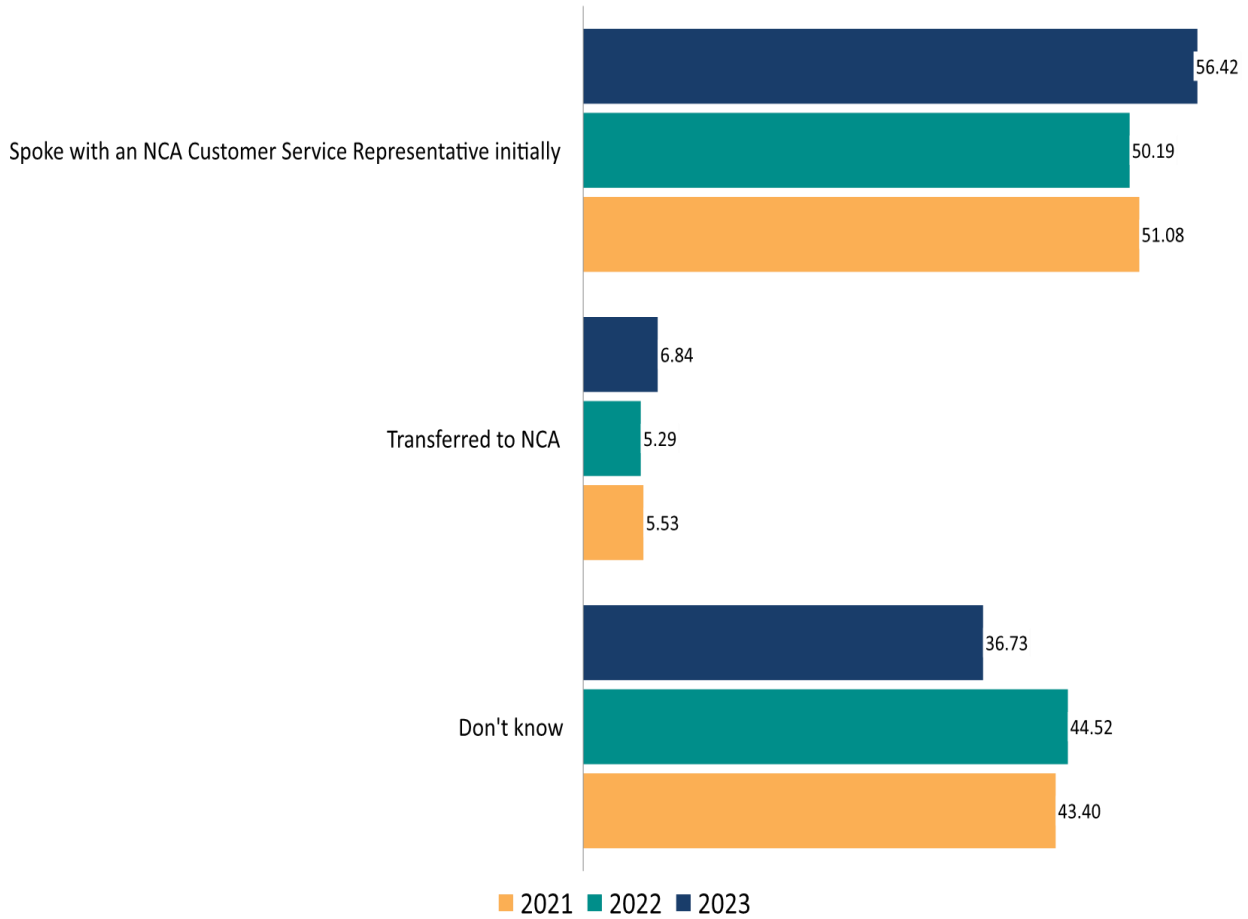
Note: This question only applies to respondents who indicated "Yes" or "Don't know" to Question 8/5.

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

Satisfaction with 800 Number Assistance

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

ALL RESPONDENTS



2021: n = 742 2022: n = 775 2023: n = 716

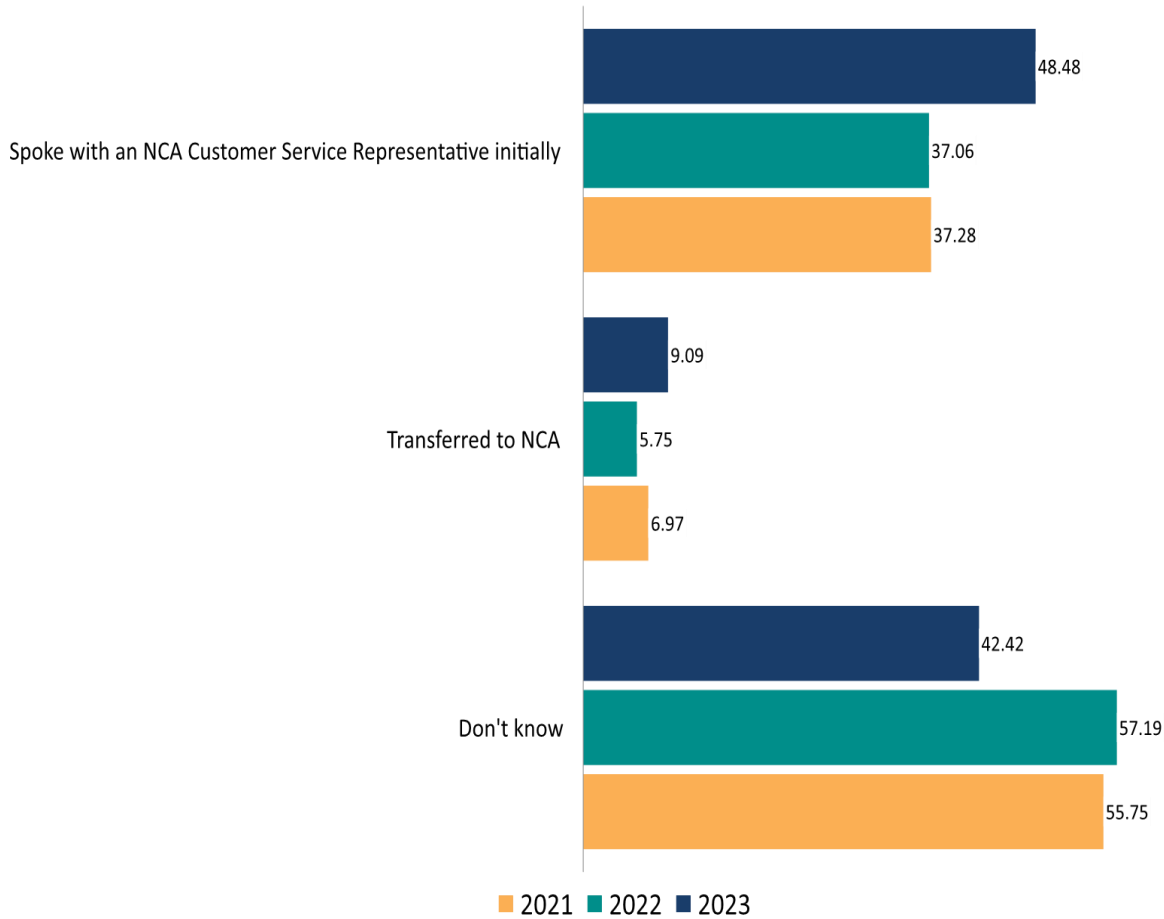
	Year	n	Spoke with an NCA Customer Service Representative initially	Transferred to NCA	Don't know
ALL RESPONDENTS	2023	716	56.42%	6.84%	36.73%
	2022	775	50.19%	5.29%	44.52%
	2021	742	51.08%	5.53%	43.40%

Note: This question only applies to respondents who indicated "Yes" or "Don't know" to Question 8/5.

Satisfaction with 800 Number Assistance

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

NEXT OF KIN



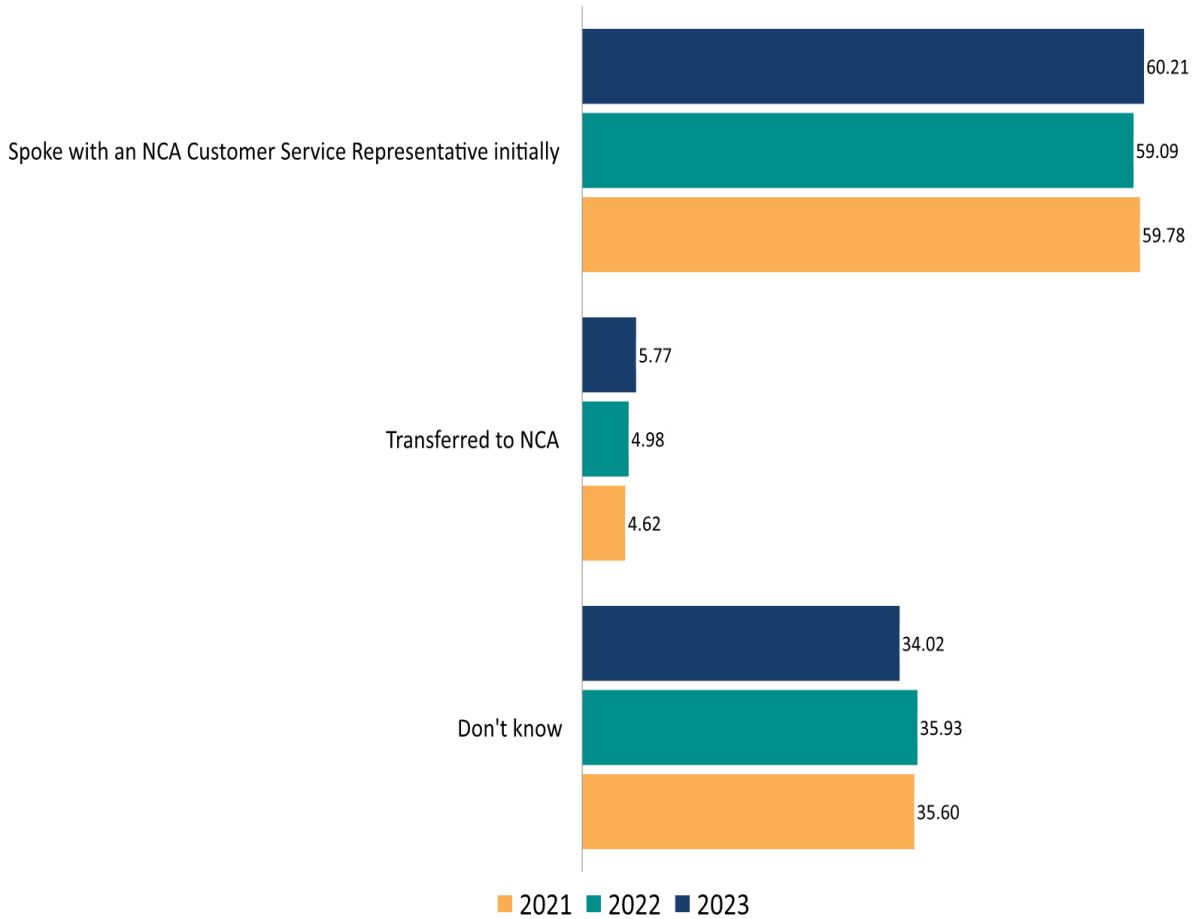
	Year	n	Spoke with an NCA Customer Service Representative initially	Transferred to NCA	Don't know
NEXT OF KIN	2023	231	48.48%	9.09%	42.42%
	2022	313	37.06%	5.75%	57.19%
	2021	287	37.28%	6.97%	55.75%

Note: This question only applies to respondents who indicated "Yes" or "Don't know" to Question 8/5.

Satisfaction with 800 Number Assistance

Question 6: Did you speak with a National Cemetery 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	2023	485	60.21%	5.77%	34.02%
	2022	462	59.09%	4.98%	35.93%
	2021	455	59.78%	4.62%	35.60%

Note: This question only applies to respondents who indicated "Yes" or "Don't know" to Question 8/5.

Funeral Director Satisfaction with Scheduling

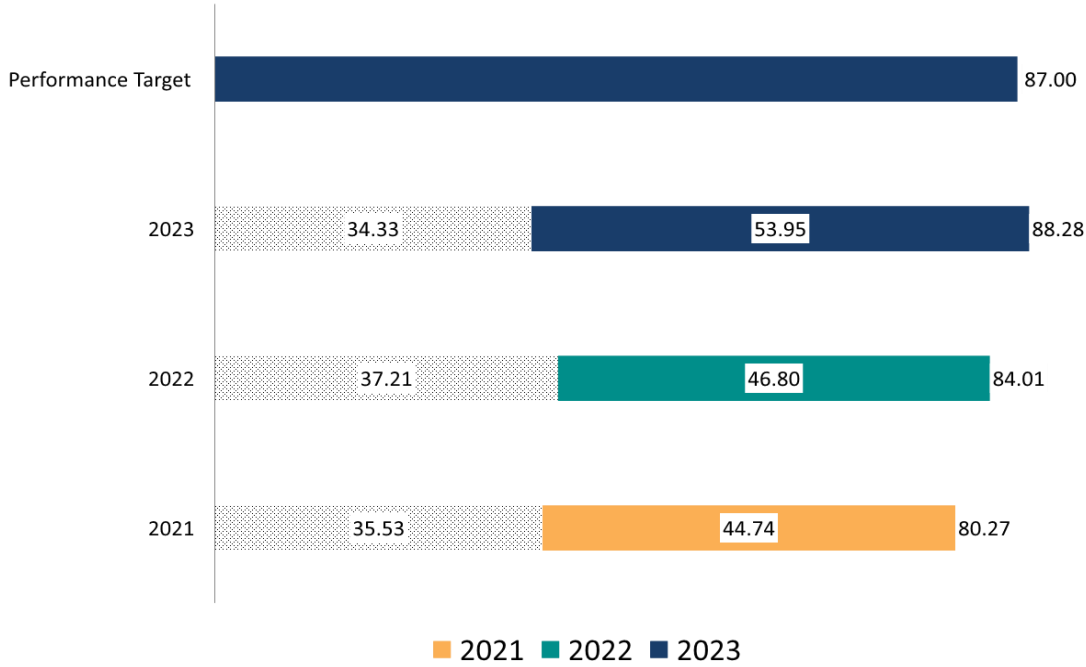
SECTION DESCRIPTION

- 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 2023 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



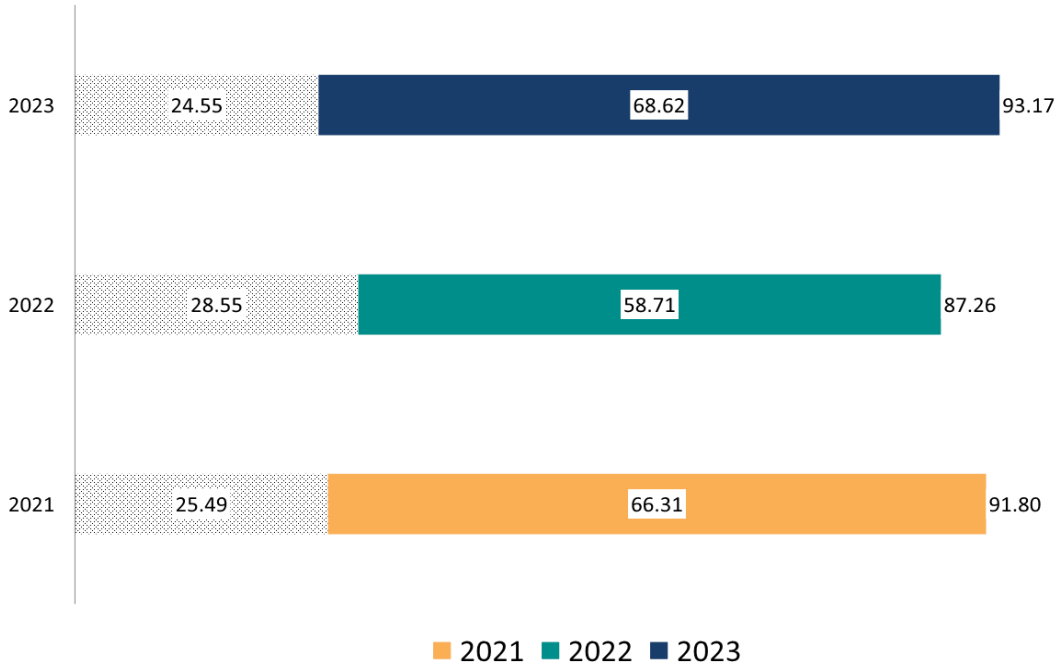
	Year	n	Very easy	*Change Score	Somewhat easy	Neither easy nor hard	Somewhat hard	Very hard
FUNERAL DIRECTORS	2023	1998	53.95%	7.15%	34.33%	7.26%	3.45%	1.00%
	2022	2013	46.80%	2.06%	37.21%	9.54%	5.56%	0.89%
	2021	1987	44.74%	-5.31%	35.53%	9.31%	6.89%	3.52%

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

FUNERAL DIRECTORS



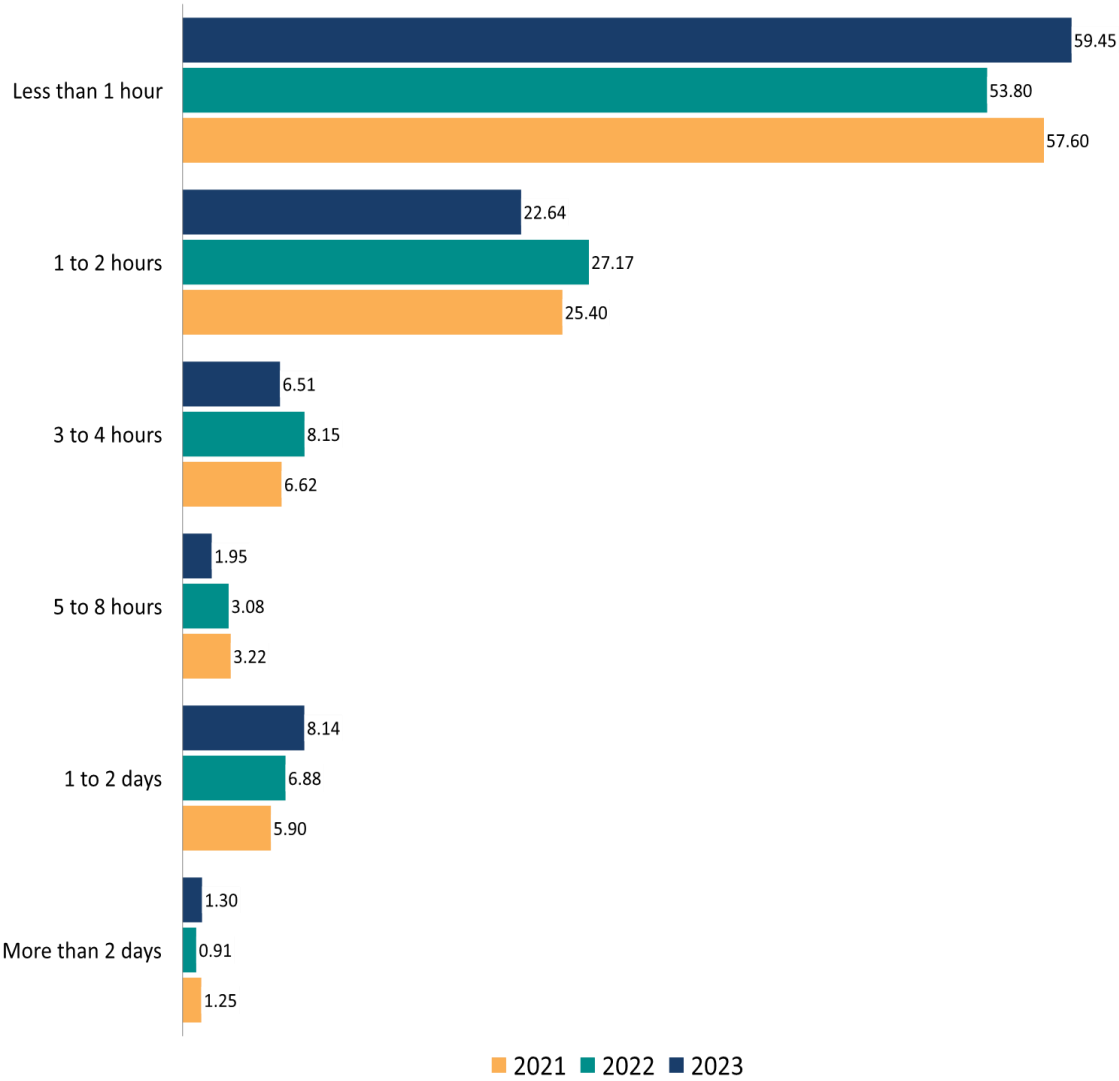
	Year	n	Very easy	*Change Score	Somewhat easy	Neither easy nor hard	Somewhat hard	Very hard
FUNERAL DIRECTORS	2023	615	68.62%	9.91%	24.55%	4.39%	1.63%	0.81%
	2022	557	58.71%	-7.60%	28.55%	9.69%	2.33%	0.72%
	2021	561	66.31%	-3.83%	25.49%	4.81%	2.67%	0.71%

*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

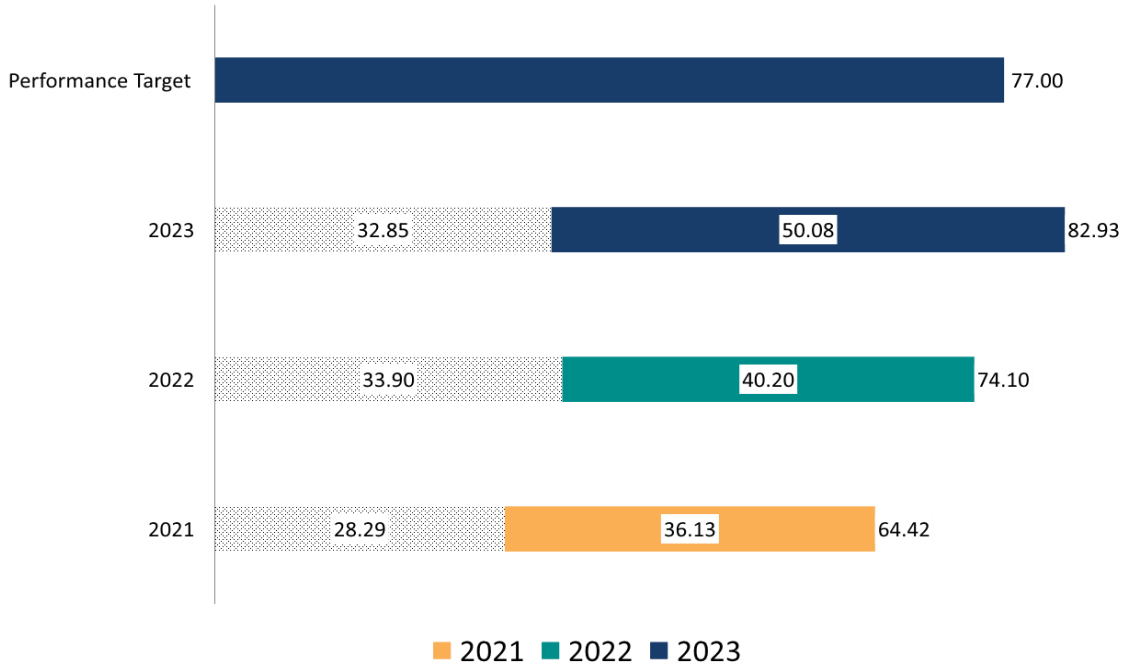


	Year	n	Less than 1 hour	1 to 2 hours	3 to 4 hours	5 to 8 hours	1 to 2 days	More than 2 days
FUNERAL DIRECTORS	2023	614	59.45%	22.64%	6.51%	1.95%	8.14%	1.30%
	2022	552	53.80%	27.17%	8.15%	3.08%	6.88%	0.91%
	2021	559	57.60%	25.40%	6.62%	3.22%	5.90%	1.25%

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

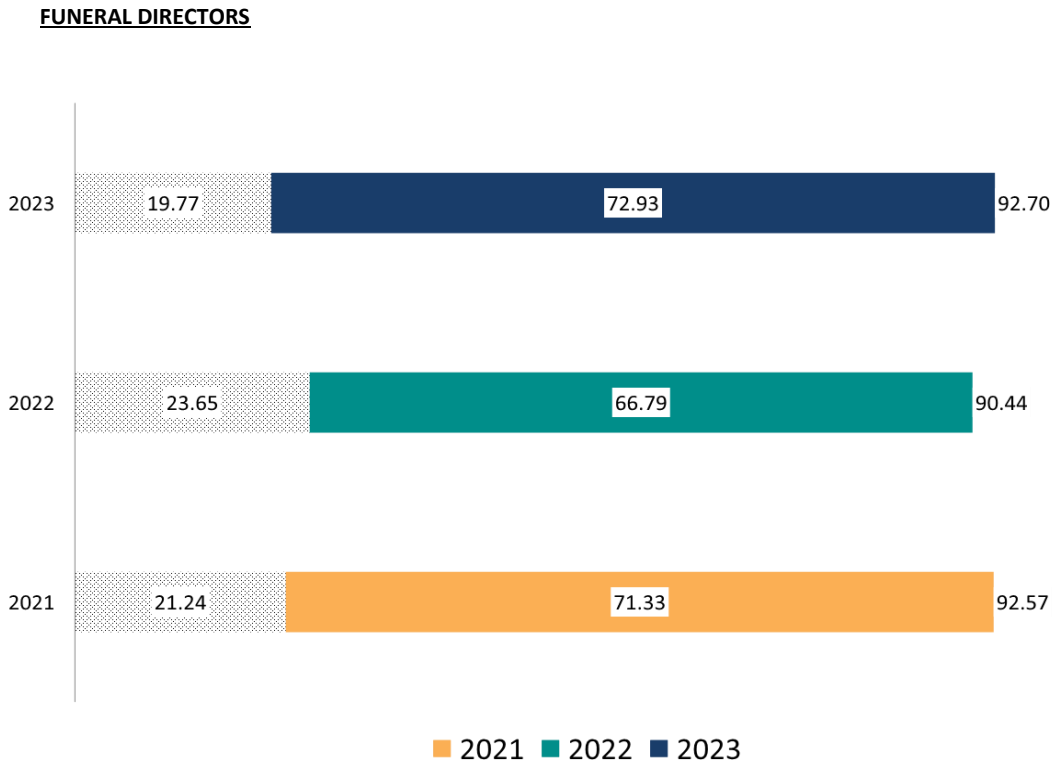


	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
FUNERAL DIRECTORS	2023	1997	50.08%	9.88%	32.85%	9.06%	6.01%	2.00%
	2022	2015	40.20%	4.07%	33.90%	11.46%	10.37%	4.07%
	2021	1990	36.13%	-7.97%	28.29%	12.31%	14.42%	8.84%

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

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?



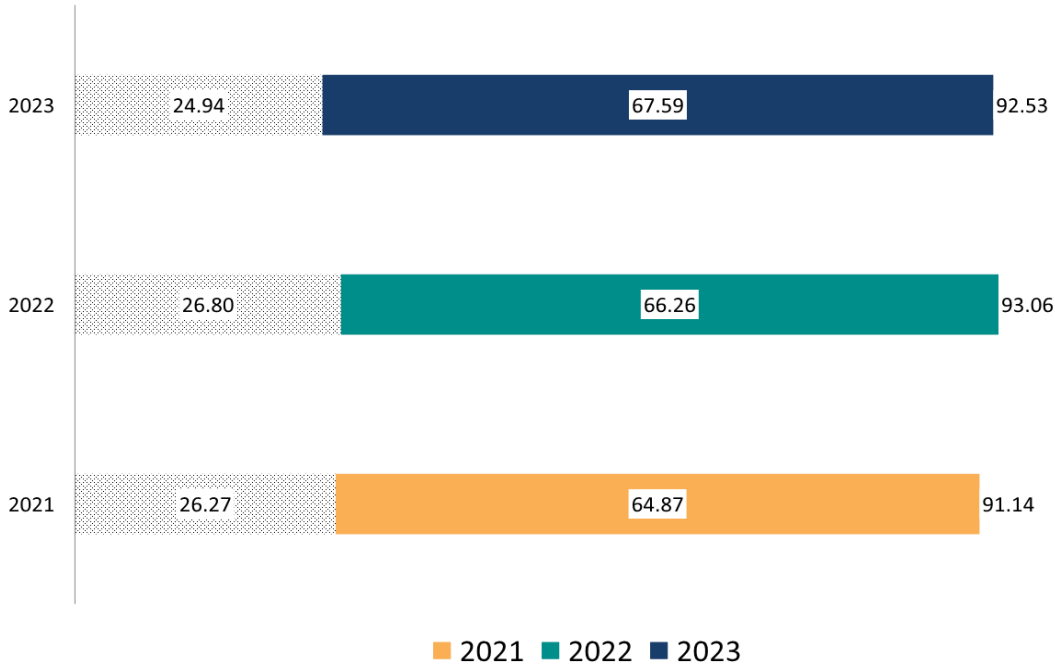
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
FUNERAL DIRECTORS	2023	617	72.93%	6.14%	19.77%	5.35%	1.13%	0.81%
	2022	554	66.79%	-4.54%	23.65%	7.22%	1.99%	0.36%
	2021	565	71.33%	-2.03%	21.24%	5.84%	1.59%	0.00%

*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

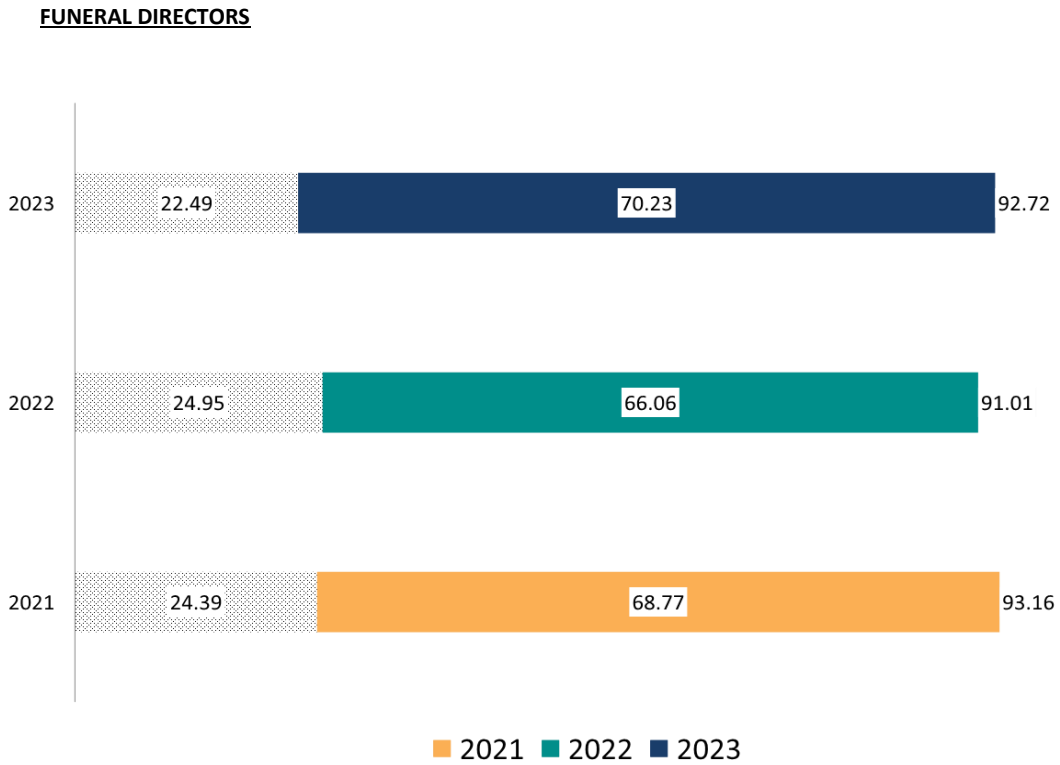


	Year	n	Strongly agree	*Change Score	Agree	Neither / Nor	Disagree	Strongly disagree
FUNERAL DIRECTORS	2023	1993	67.59%	1.33%	24.94%	5.72%	1.35%	0.40%
	2022	1989	66.26%	1.39%	26.80%	5.08%	1.56%	0.30%
	2021	1964	64.87%	7.26%	26.27%	5.60%	1.88%	1.37%

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

Funeral Director Satisfaction with Scheduling

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



	Year	n	Strongly agree	*Change Score	Agree	Neither / Nor	Disagree	Strongly disagree
FUNERAL DIRECTORS	2023	618	70.23%	4.17%	22.49%	4.37%	2.10%	0.81%
	2022	545	66.06%	-2.71%	24.95%	5.32%	2.75%	0.92%
	2021	570	68.77%	6.88%	24.39%	3.86%	1.40%	1.58%

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

Funeral Director Satisfaction with Quality of Products and Services

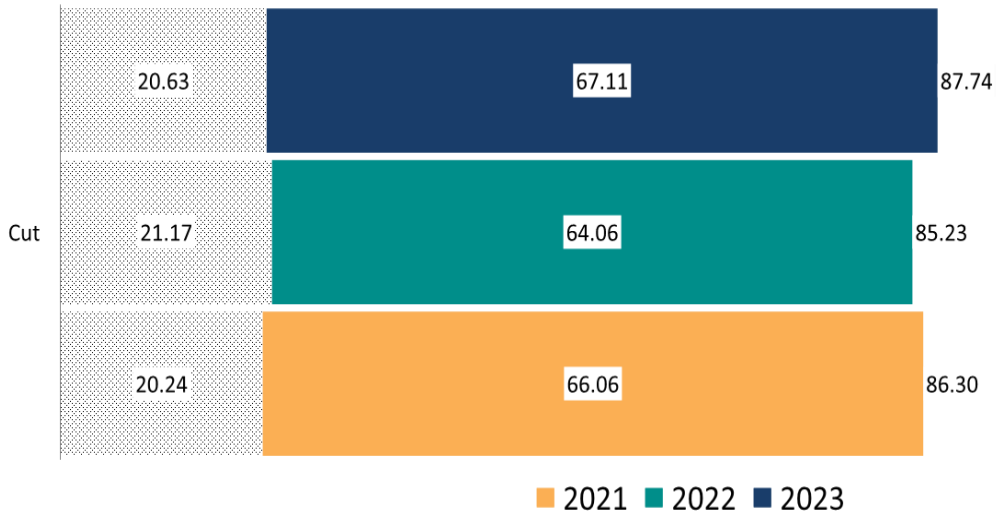
SECTION DESCRIPTION

- 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%.

Funeral Director 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? Cut.

FUNERAL DIRECTORS



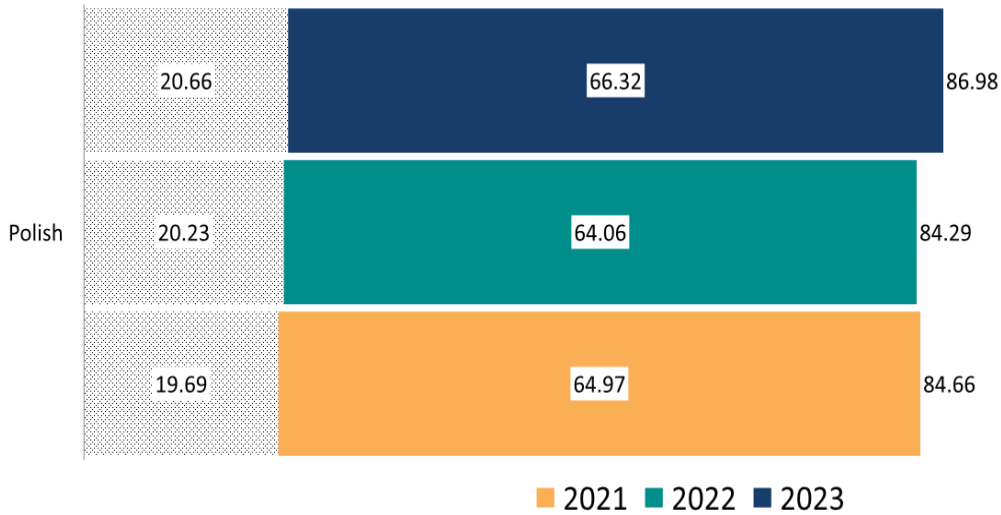
	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2023	1648	67.11%	3.05%	20.63%	12.20%	0.00%	0.06%
	2022	1611	64.06%	-2.00%	21.17%	14.65%	0.12%	0.00%
	2021	1606	66.06%	-4.73%	20.24%	13.51%	0.12%	0.06%

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

Funeral Director 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? Polish.

FUNERAL DIRECTORS



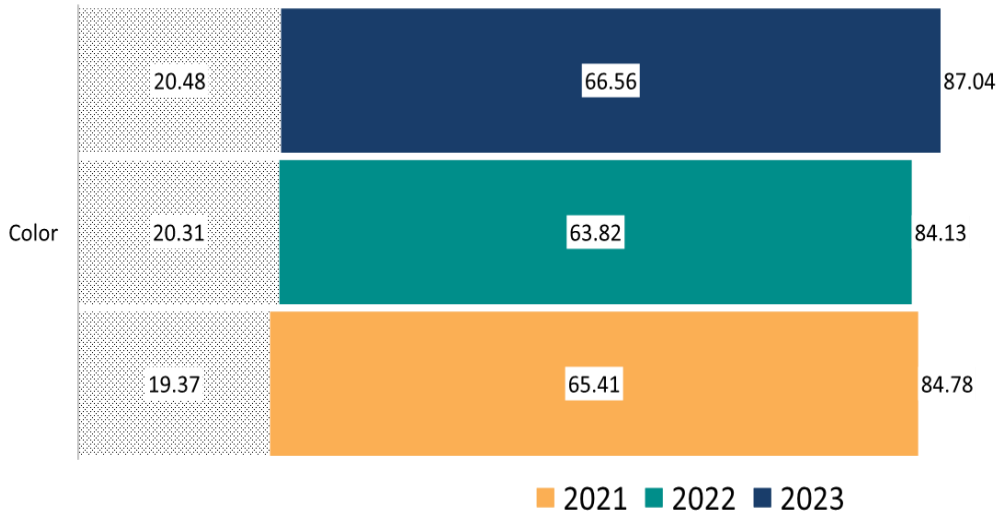
	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2023	1636	66.32%	2.26%	20.66%	12.59%	0.31%	0.12%
	2022	1597	64.06%	-0.91%	20.23%	15.34%	0.31%	0.06%
	2021	1590	64.97%	-4.32%	19.69%	14.72%	0.25%	0.38%

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

Funeral Director 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? Color.

FUNERAL DIRECTORS



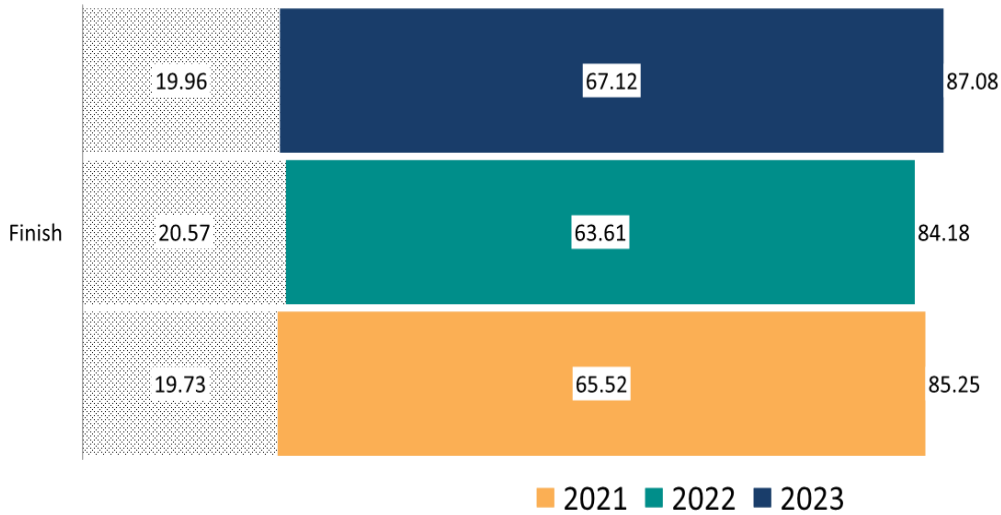
	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2023	1636	66.56%	2.74%	20.48%	12.78%	0.06%	0.12%
	2022	1595	63.82%	-1.59%	20.31%	15.74%	0.13%	0.00%
	2021	1590	65.41%	-4.16%	19.37%	14.78%	0.31%	0.13%

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

Funeral Director 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? Finish.

FUNERAL DIRECTORS



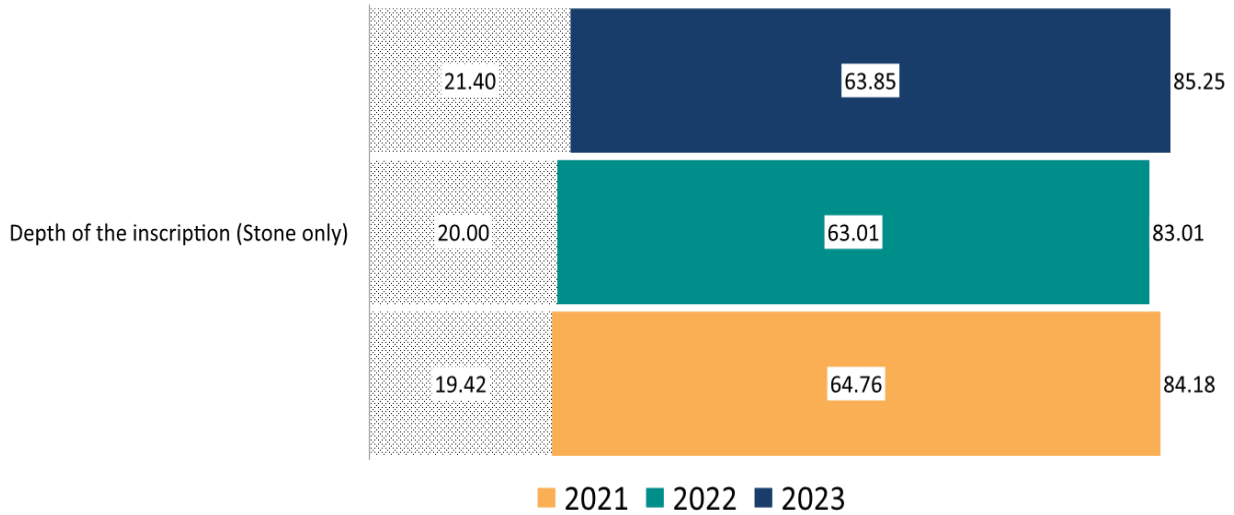
	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2023	1618	67.12%	3.51%	19.96%	12.61%	0.25%	0.06%
	2022	1580	63.61%	-1.91%	20.57%	15.51%	0.32%	0.00%
	2021	1566	65.52%	-4.31%	19.73%	14.56%	0.13%	0.06%

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

Funeral Director 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? Depth of the Inscription.

FUNERAL DIRECTORS



	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2023	1444	63.85%	0.84%	21.40%	14.13%	0.55%	0.07%
	2022	1430	63.01%	-1.75%	20.00%	16.50%	0.42%	0.07%
	2021	1416	64.76%	-4.28%	19.42%	15.25%	0.49%	0.07%

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

Funeral Director Satisfaction with Delivery of Headstone, Marker or Medallion

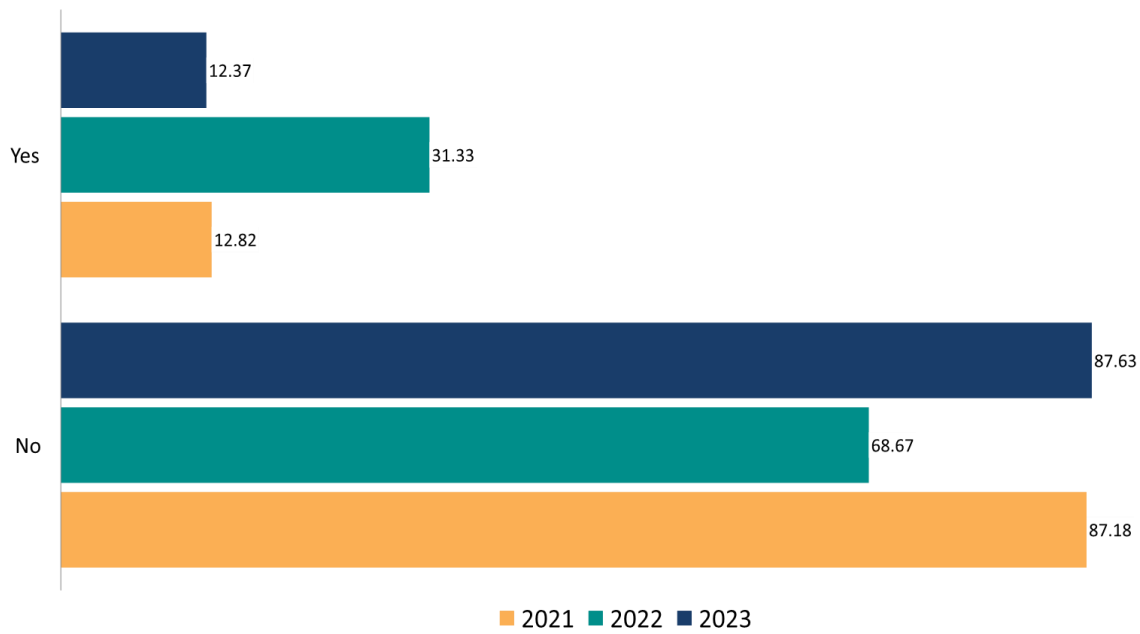
SECTION DESCRIPTION

- 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%.

Funeral Director 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

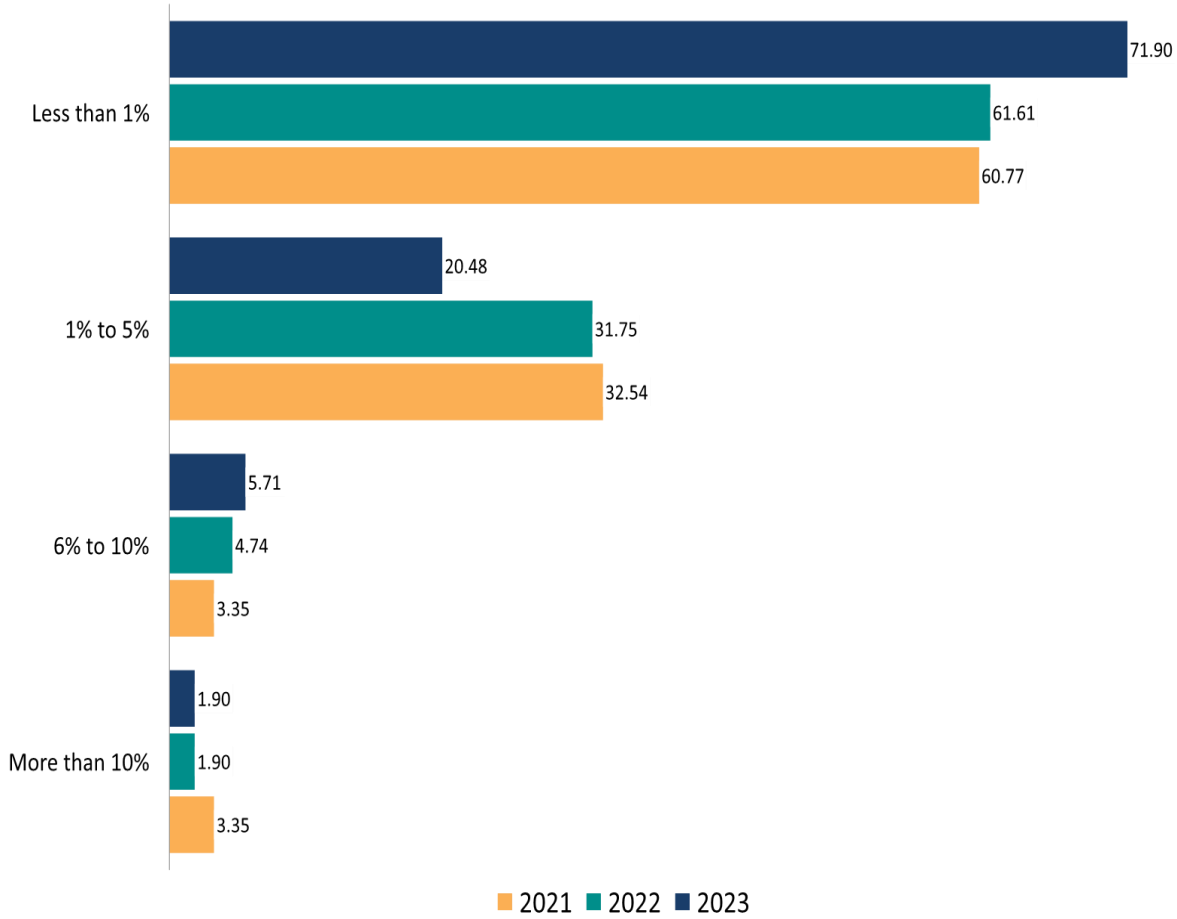


	Year	n	Yes	No
FUNERAL DIRECTORS	2023	1698	12.37%	87.63%
	2022	1660	31.33%	68.67%
	2021	1662	12.82%	87.18%

Funeral Director 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	2023	210	71.90%	20.48%	5.71%	1.90%
	2022	211	61.61%	31.75%	4.74%	1.90%
	2021	209	60.77%	32.54%	3.35%	3.35%

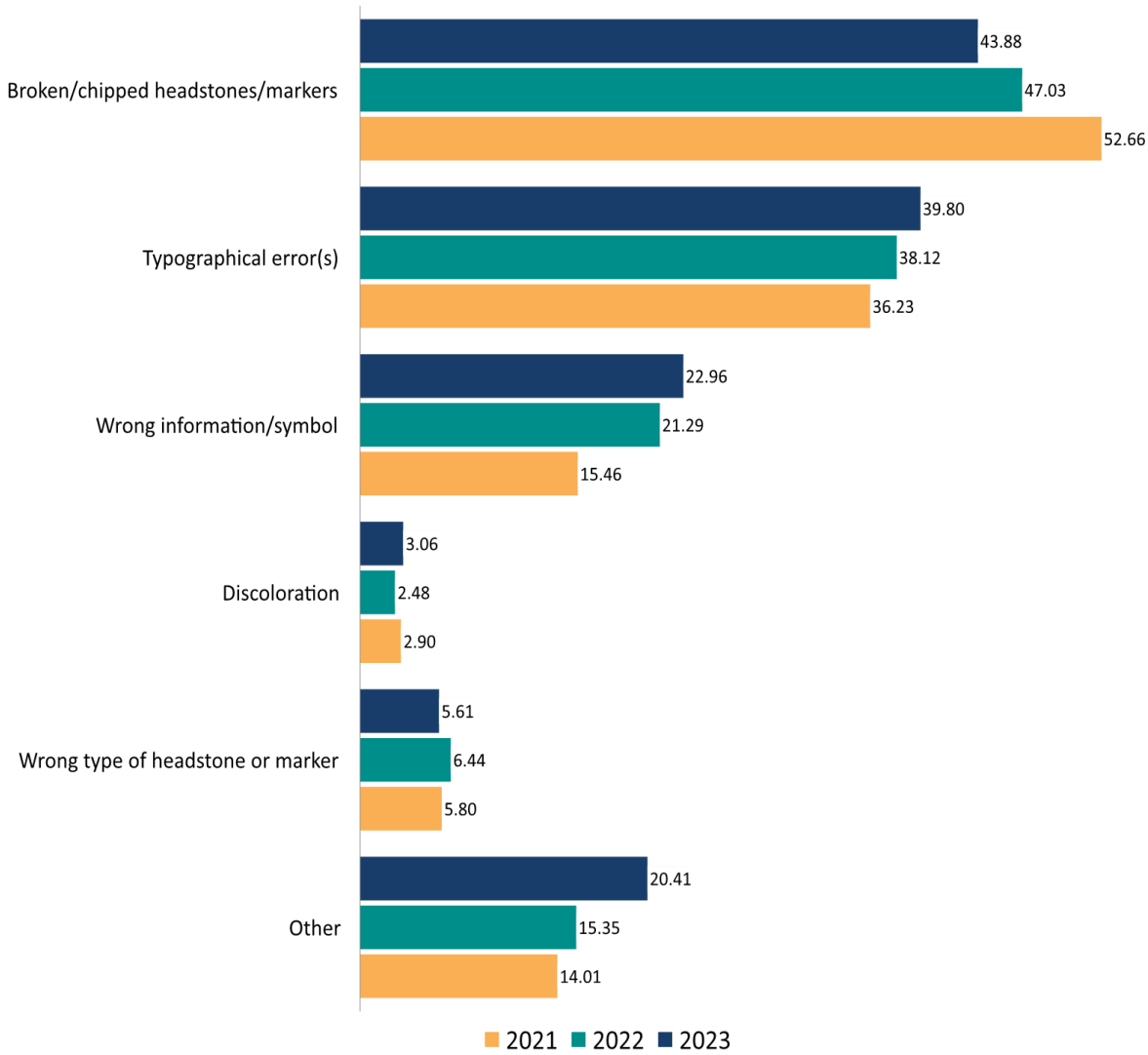
Note: This question only applies to respondents who indicated "Yes" to Question 16 (FD).

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

Funeral Director 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 headstones/markers	Typographical error(s)	Wrong information/symbol	Discoloration	Wrong type of headstone or marker	Other
FUNERAL DIRECTORS	2023	196	43.88%	39.80%	22.96%	3.06%	5.61%	20.41%
	2022	202	47.03%	38.12%	21.29%	2.48%	6.44%	15.35%
	2021	207	52.66%	36.23%	15.46%	2.90%	5.80%	14.01%

Note: This question only applies to respondents who indicated "Yes" to Question 16 (FD).

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

Presidential Memorial Certificate (PMC) and Additional Costs

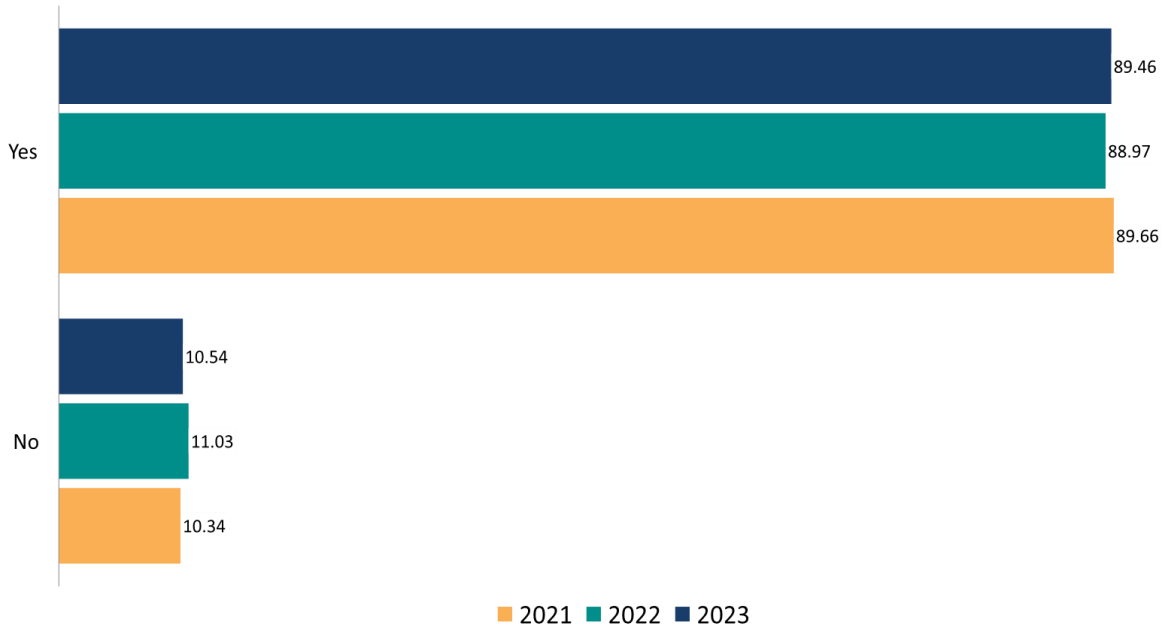
SECTION DESCRIPTION

- This section presents survey findings from next of kin and funeral directors on their satisfaction with the Presidential Memorial Certificate (PMC) and additional costs next of kin were required to pay regarding the government headstone, marker, or medallion.
- This section also presents survey findings from the 2023 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 2023 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

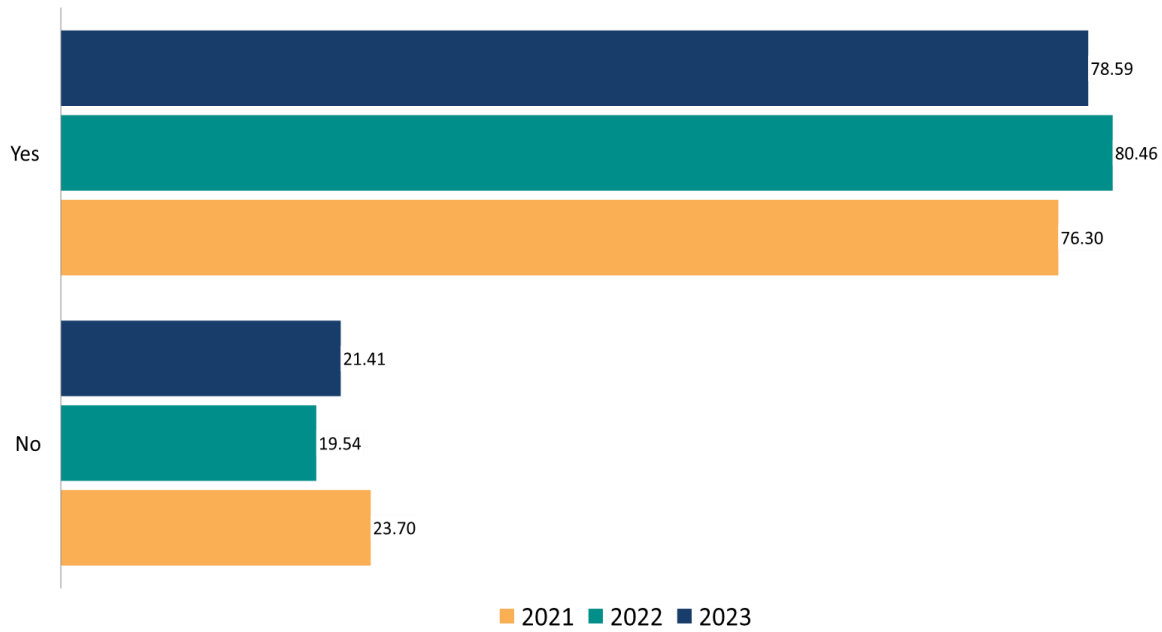


	Year	n	Yes	No
FUNERAL DIRECTORS	2023	1717	89.46%	10.54%
	2022	1678	88.97%	11.03%
	2021	1683	89.66%	10.34%

Presidential Memorial Certificate (PMC) and Additional Costs

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

FUNERAL DIRECTORS



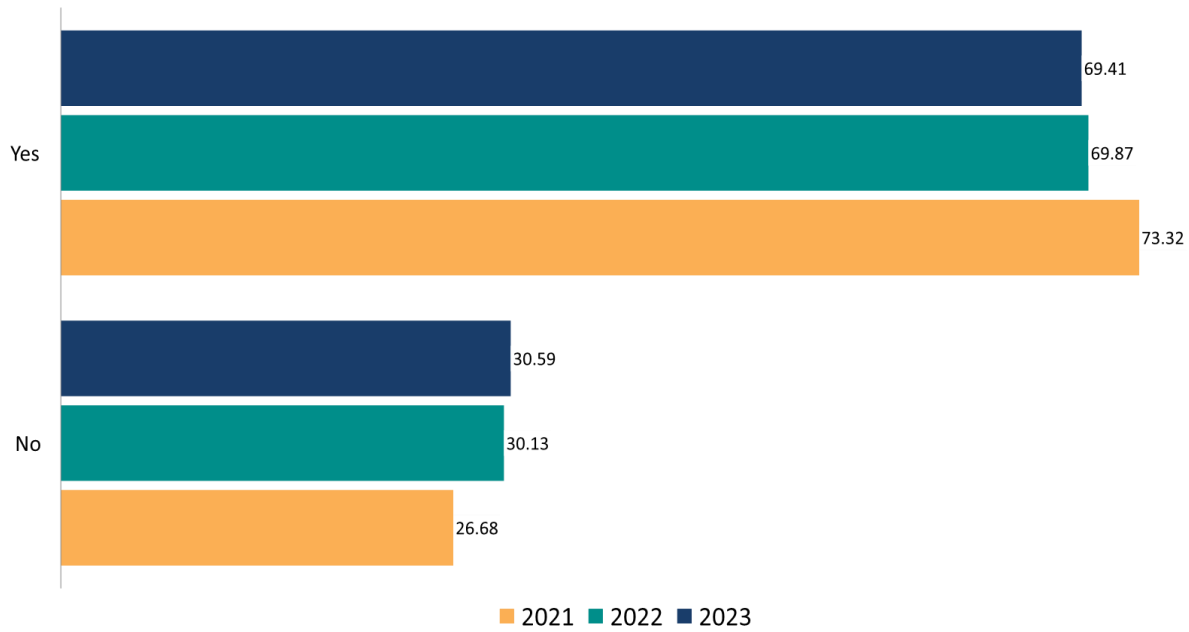
	Year	n	Yes	No
FUNERAL DIRECTORS	2023	341	78.59%	21.41%
	2022	394	80.46%	19.54%
	2021	1460	76.30%	23.70%

Note: This question only applies to respondents who indicated "Yes" to Question 22 (FD).

Presidential Memorial Certificate (PMC) and Additional Costs

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

FUNERAL DIRECTORS



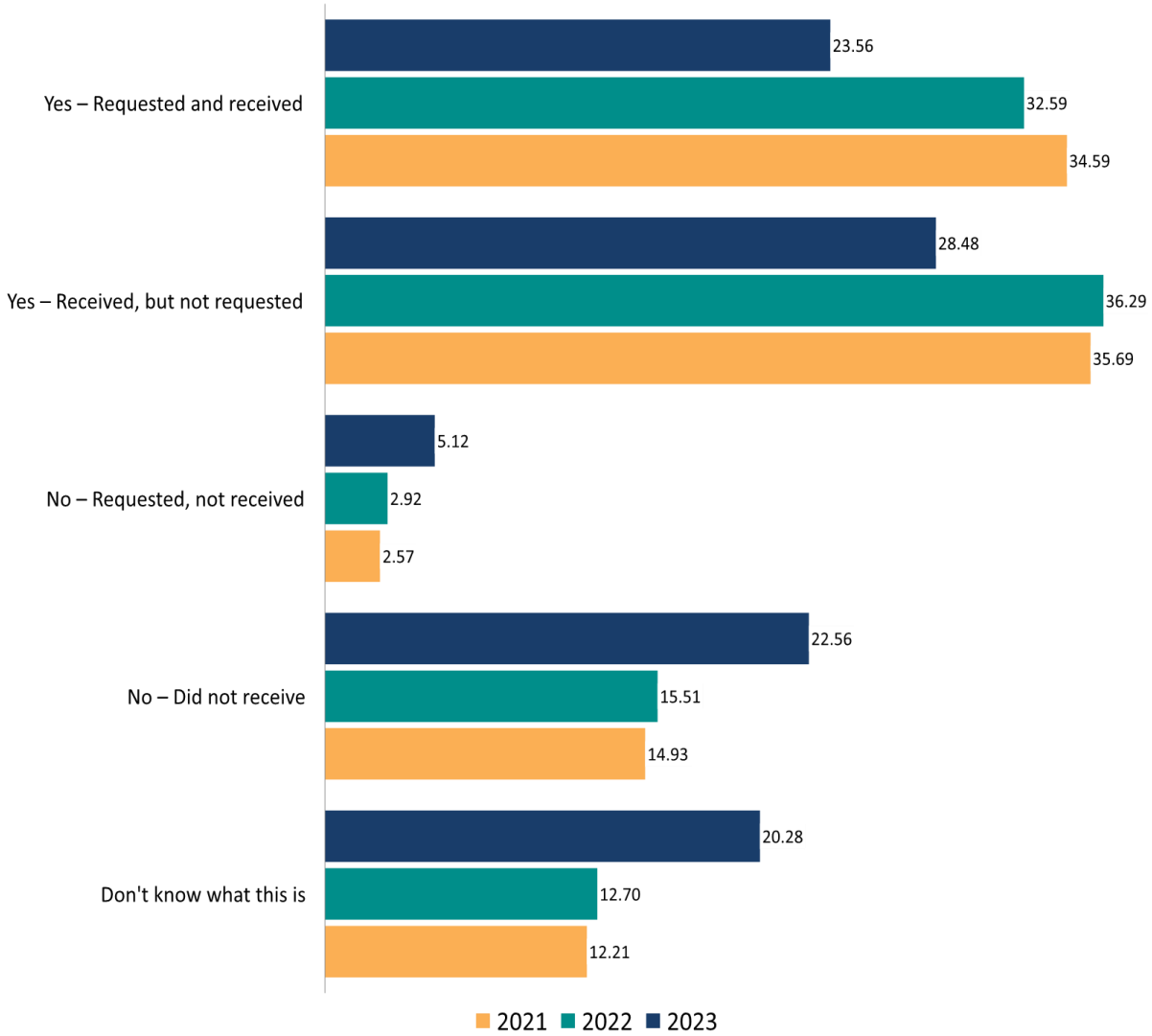
	Year	n	Yes	No
FUNERAL DIRECTORS	2023	340	69.41%	30.59%
	2022	395	69.87%	30.13%
	2021	1462	73.32%	26.68%

Note: This question only applies to respondents who indicated "Yes" to Question 22 (FD).

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

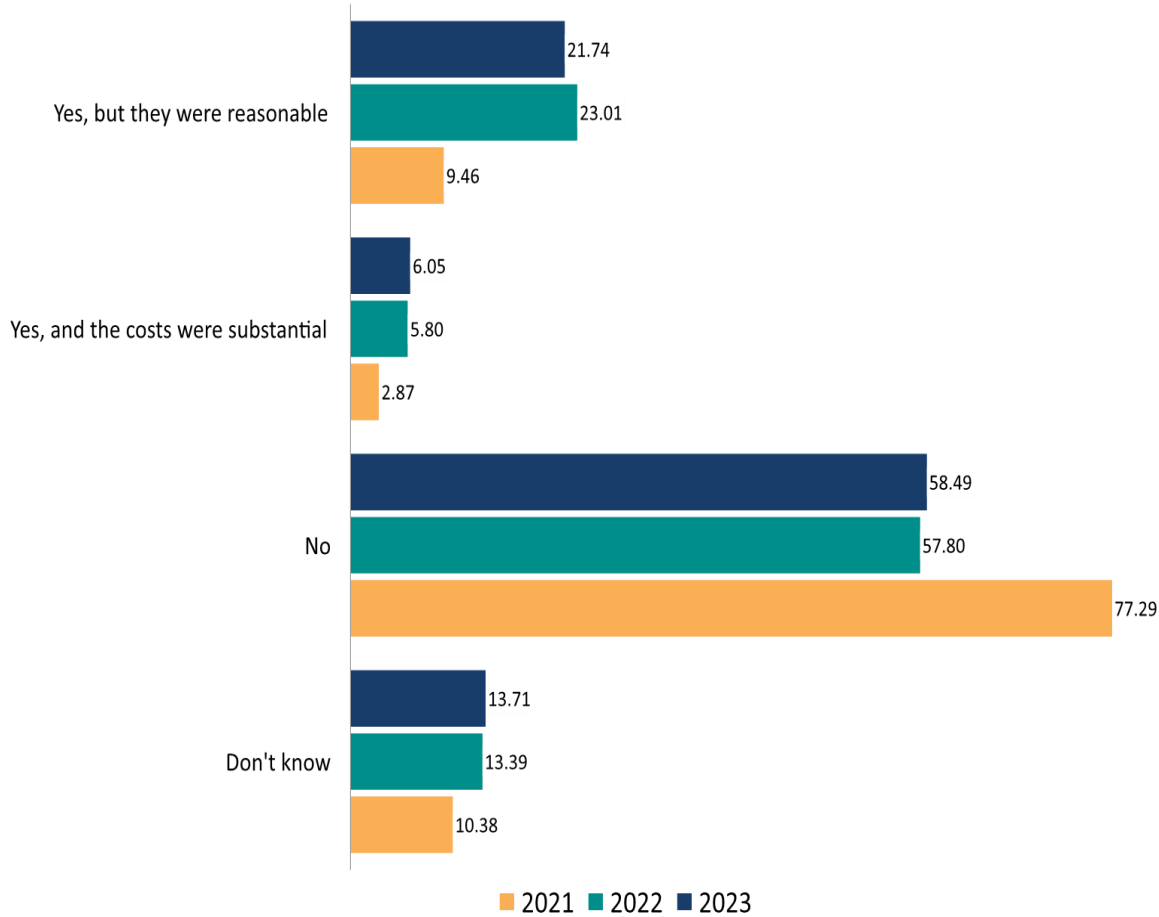


	Year	n	Yes – Requested and received	Yes – Received, but not requested	No – Requested, not received	No – Did not receive	Don't know what this is
NEXT OF KIN	2023	2988	23.56%	28.48%	5.12%	22.56%	20.28%
	2022	2811	32.59%	36.29%	2.92%	15.51%	12.70%
	2021	2645	34.59%	35.69%	2.57%	14.93%	12.21%

Presidential Memorial Certificate (PMC) and Additional Costs

Question 27: Were you required to pay any setting fees regarding your VA-issued headstone, marker, or medallion?

NEXT OF KIN



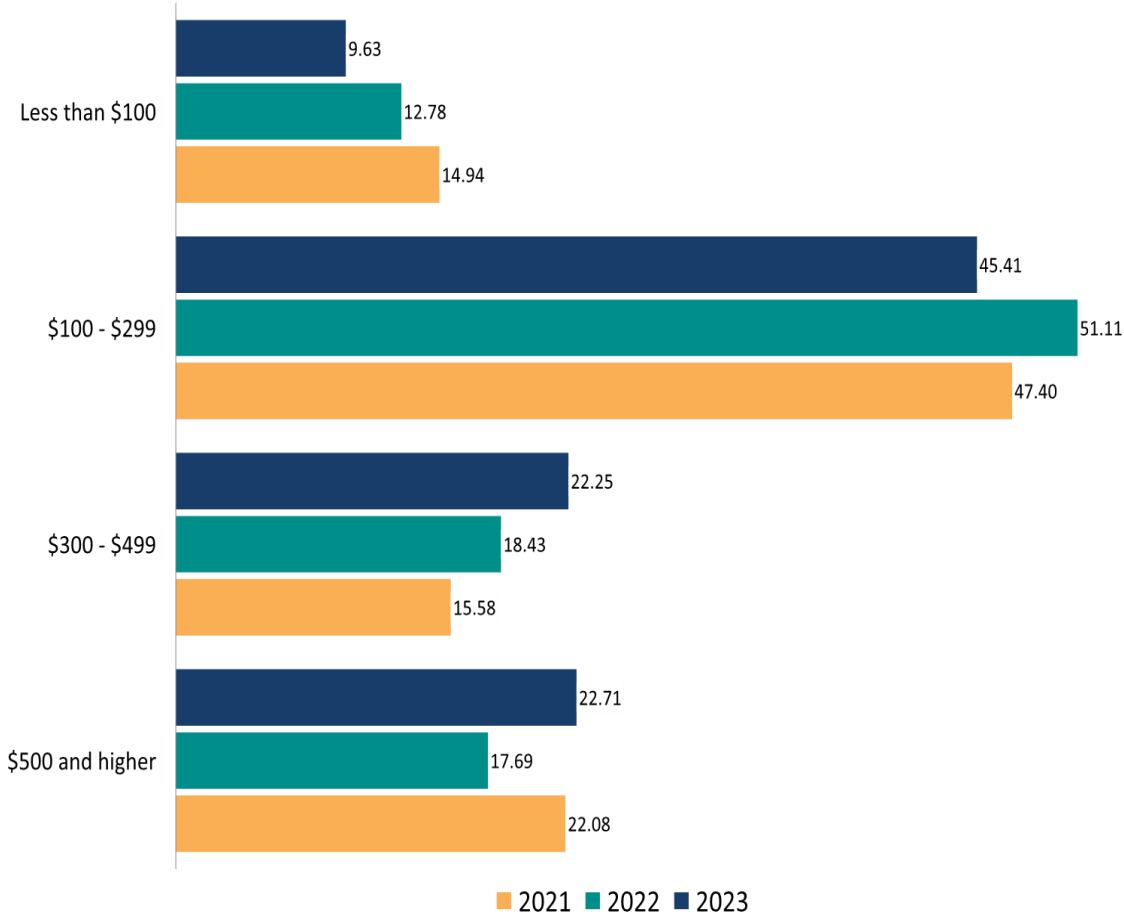
	Year	n	Yes, but they were reasonable	Yes, and the costs were substantial	No	Don't know
NEXT OF KIN	2023	2990	21.74%	6.05%	58.49%	13.71%
	2022	2808	23.01%	5.80%	57.80%	13.39%
	2021	2611	9.46%	2.87%	77.29%	10.38%

Note: Prior to 2022 the question wording was: Were you required to pay any fees regarding your government headstone, marker, or medallion?

Presidential Memorial Certificate (PMC) and Additional Costs

Question 28: If you ordered a Bronze marker, what setting fee were you required to pay? (Please round up to nearest whole dollar.)

NEXT OF KIN



	Year	n	Less than \$100	\$100 - \$299	\$300 - \$499	\$500 and higher
NEXT OF KIN	2023	436	9.63%	45.41%	22.25%	22.71%
	2022	407	12.78%	51.11%	18.43%	17.69%
	2021	154	14.94%	47.40%	15.58%	22.08%

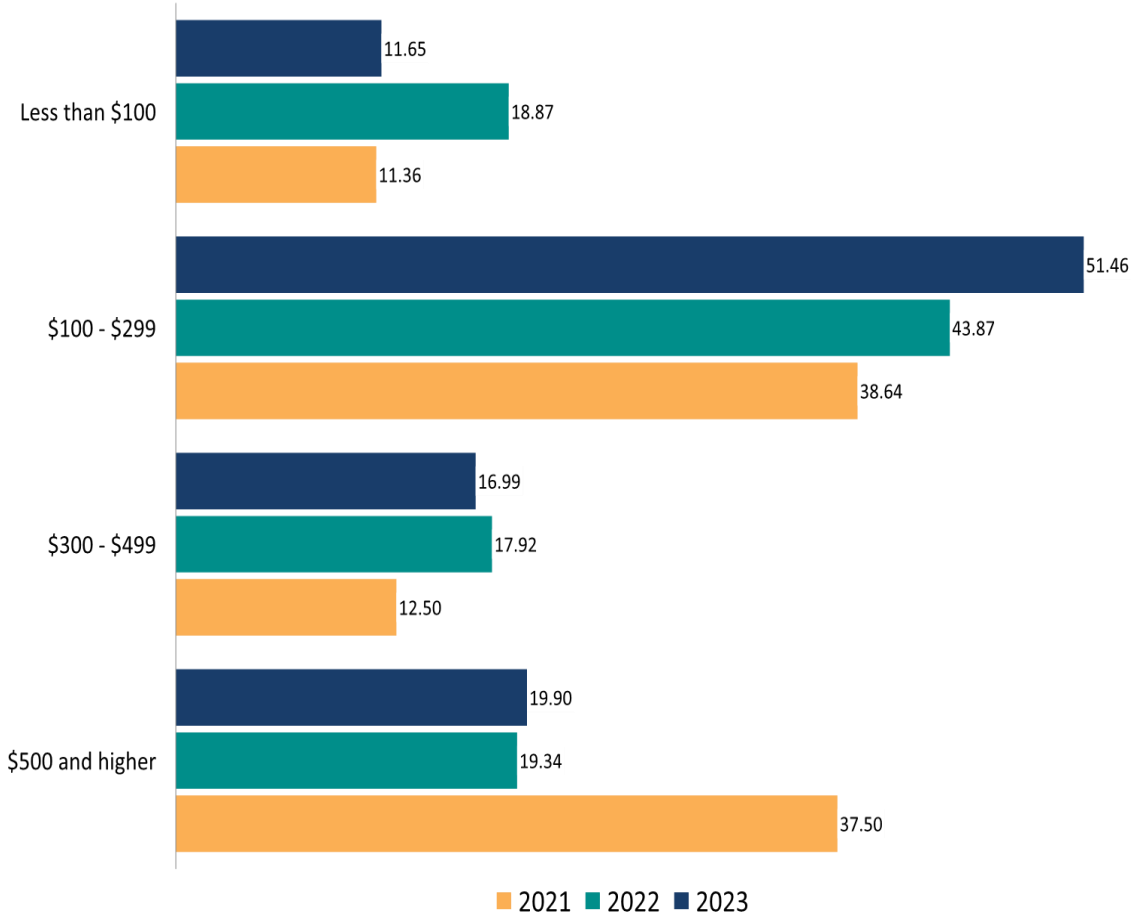
Note: This question only applies to respondents who indicated "Yes, but they were reasonable" or "Yes, and the costs were substantial" to Question 27 (NoK).

Note: Prior to 2022 the question wording was: If you ordered a Bronze marker, what amount were you required to pay?

Presidential Memorial Certificate (PMC) and Additional Costs

Question 29: If you ordered a Granite/Marble headstone or marker, what amount were you required to pay? (Please round up to nearest whole dollar.)

NEXT OF KIN



	Year	n	Less than \$100	\$100 - \$299	\$300 - \$499	\$500 and higher
NEXT OF KIN	2023	206	11.65%	51.46%	16.99%	19.90%
	2022	212	18.87%	43.87%	17.92%	19.34%
	2021	88	11.36%	38.64%	12.50%	37.50%

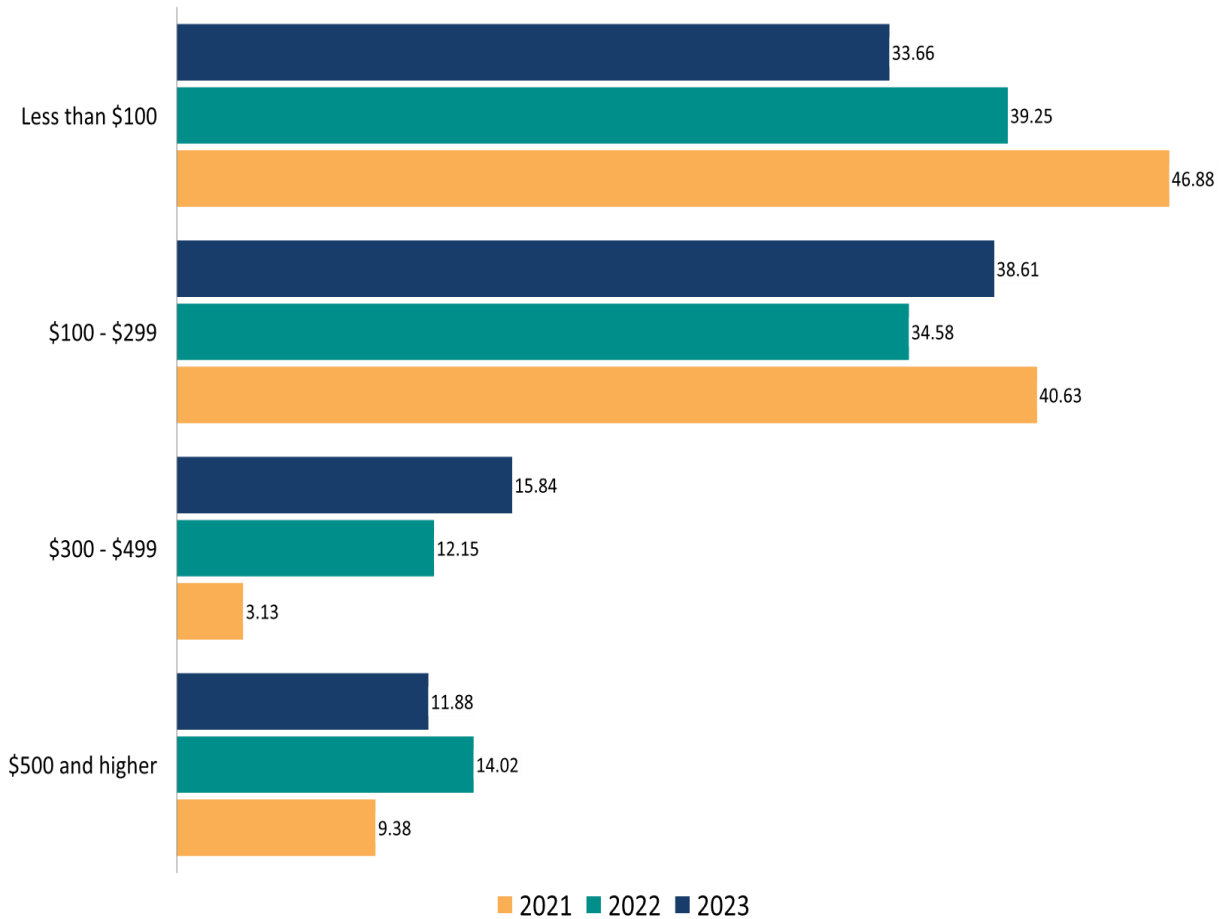
Note: This question only applies to respondents who indicated "Yes, but they were reasonable" or "Yes, and the costs were substantial" to Question 27 (NoK).

Note: Prior to 2022 the question wording was: If you ordered a Granite/Marble headstone or marker, what amount were you required to pay? (Please round up to nearest whole dollar)

Presidential Memorial Certificate (PMC) and Additional Costs

Question 30: If you ordered a Bronze Medallion, what fee were you required to pay to have the medallion placed on your privately purchased headstone? (Please round up to nearest whole dollar.)

NEXT OF KIN



	Year	n	Less than \$100	\$100 - \$299	\$300 - \$499	\$500 and higher
NEXT OF KIN	2023	101	33.66%	38.61%	15.84%	11.88%
	2022	107	39.25%	34.58%	12.15%	14.02%
	2021	32	46.88%	40.63%	3.13%	9.38%

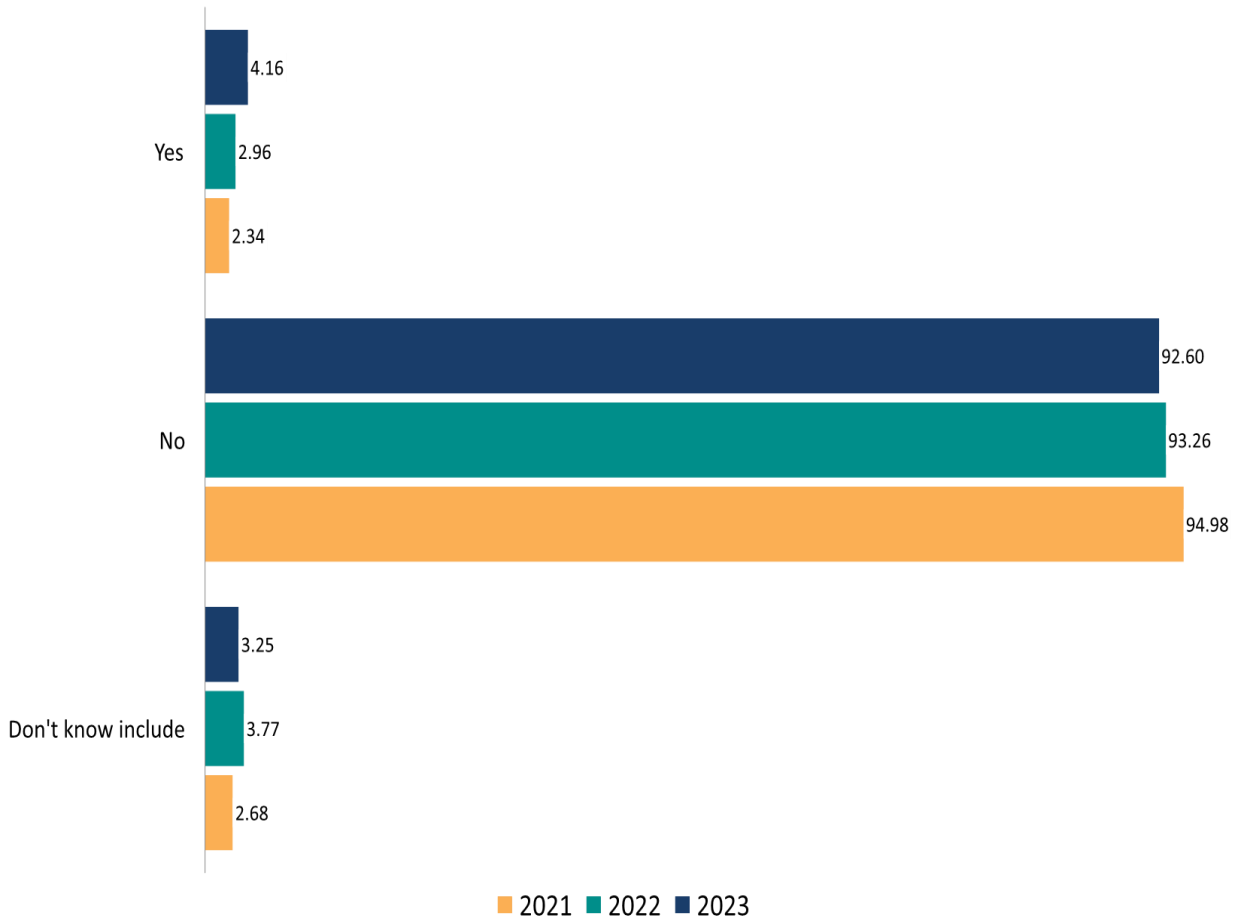
Note: This question only applies to respondents who indicated "Yes, but they were reasonable" or "Yes, and the costs were substantial" to Question 27 (NoK).

Note: Prior to 2022 the question wording was: If you ordered a Bronze Medallion, what amount were you required to pay? (Please round up to nearest whole dollar)

Presidential Memorial Certificate (PMC) and Additional Costs

Question 31: 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



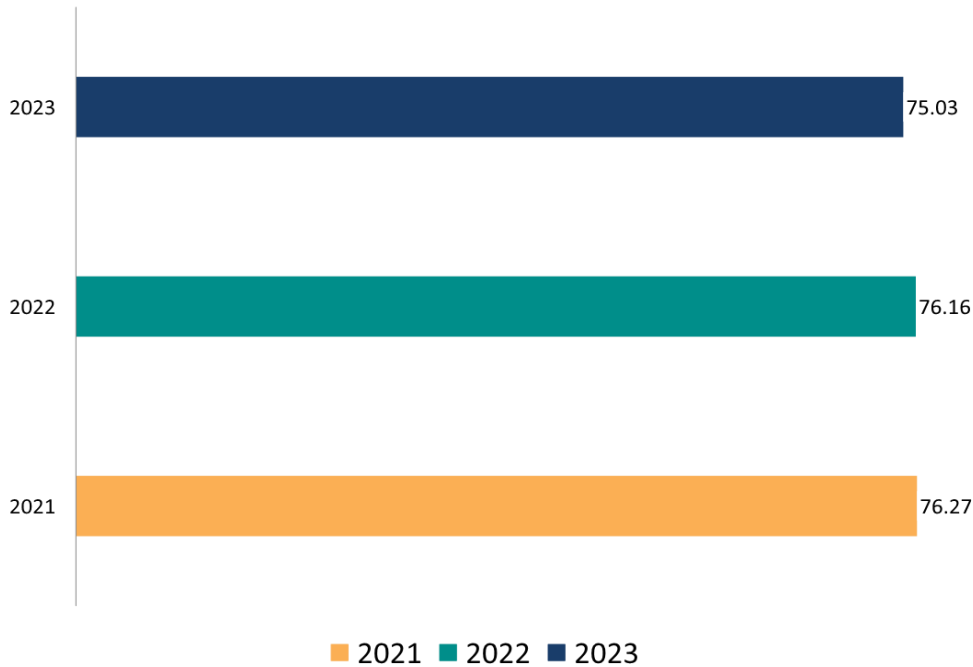
	Year	n	Yes	No	Don't know include
	2023	770	4.16%	92.60%	3.25%
	2022	742	2.96%	93.26%	3.77%
	2021	299	2.34%	94.98%	2.68%

Note: This question only applies to respondents who indicated "Yes, but they were reasonable" or "Yes, and the costs were substantial" to Question 27 (NoK).

Presidential Memorial Certificate (PMC) and Additional Costs

NC Question 27: Did you receive a certificate signed by the President of the United States honoring the Veteran's service?

NEXT OF KIN



	Year	n	Yes	No
NEXT OF KIN	2023	13912	75.03%	24.97%
	2022	17088	76.16%	23.84%
	2021	14149	76.27%	23.73%

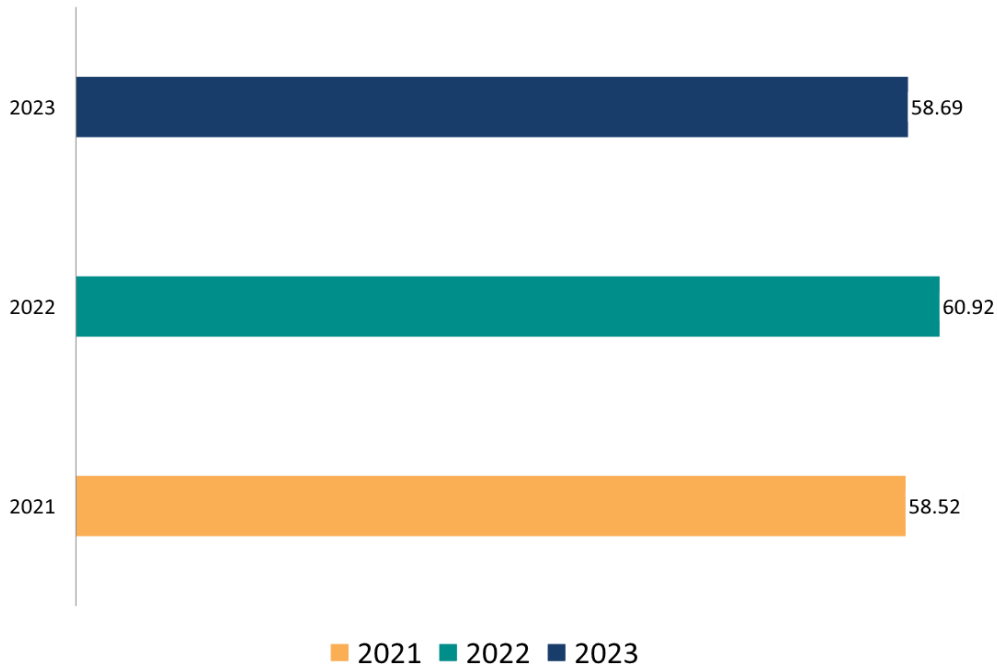
Note: The Veteran status of the interred loved one is not self-reported. Veteran status of the interred loved one is recorded by the national cemetery and captured in the NCA database. This question only applies to respondents whose interred loved one was a Veteran.

Prior to 2022 the question wording was: "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?"

Presidential Memorial Certificate (PMC) and Additional Costs

STVC Question 24: Did you receive a certificate signed by the President of the United States honoring the Veteran's service?

NEXT OF KIN



	Year	n	Yes	No
NEXT OF KIN	2023	6090	58.69%	41.31%
	2022	6540	60.92%	39.08%
	2021	5593	58.52%	41.48%

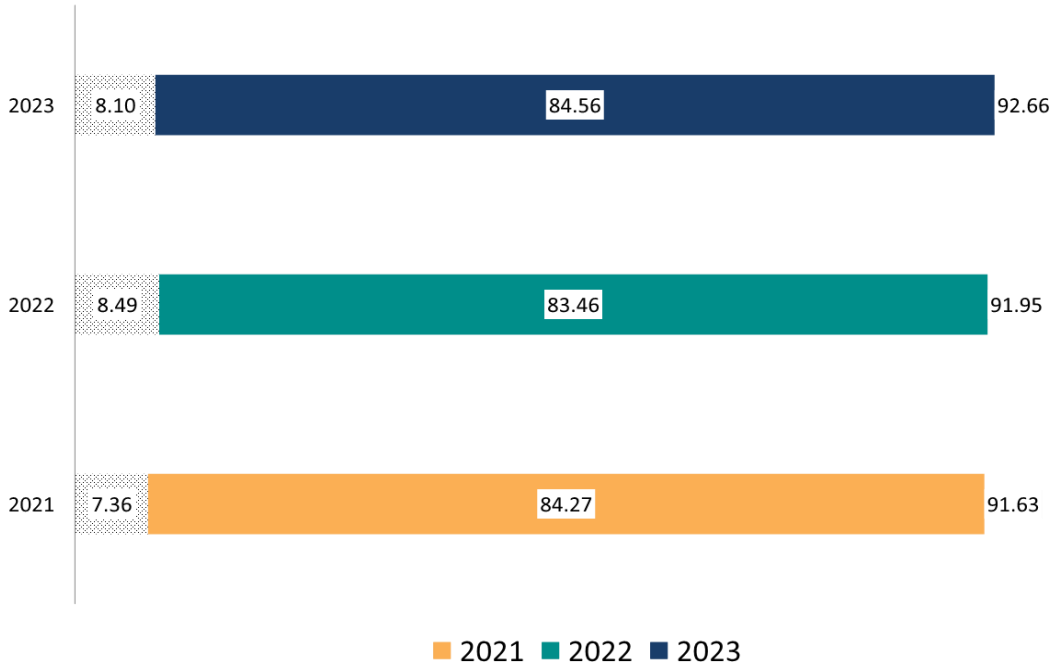
Note: The Veteran status of the interred loved one is not self-reported. Veteran status of the interred loved one is recorded by the national cemetery and captured in the NCA database. This question only applies to respondents whose interred loved one was a Veteran.

Note: Prior to 2022 the question wording was: 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?

Presidential Memorial Certificate (PMC) and Additional Costs

NC Question 28: 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	2023	10149	84.56%	1.10%	8.10%	6.06%	0.63%	0.65%
	2022	12629	83.46%	-0.81%	8.49%	6.15%	0.93%	0.97%
	2021	10526	84.27%	84.27%	7.36%	6.36%	0.85%	1.17%

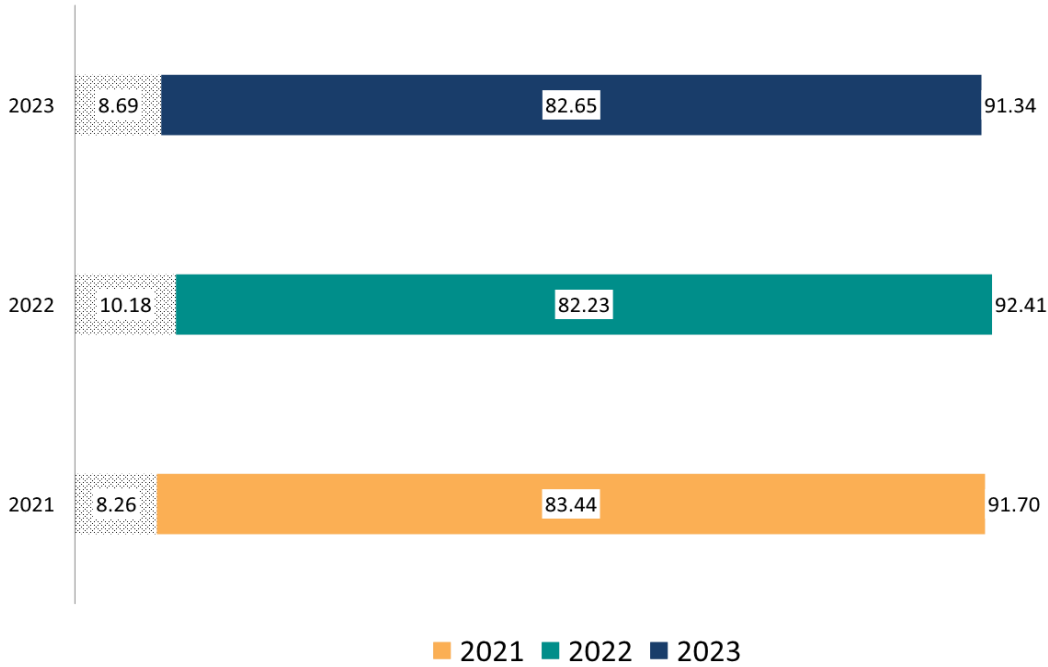
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Note: This question only applies to respondents who indicated "Yes" to Question 27 (NoK).

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



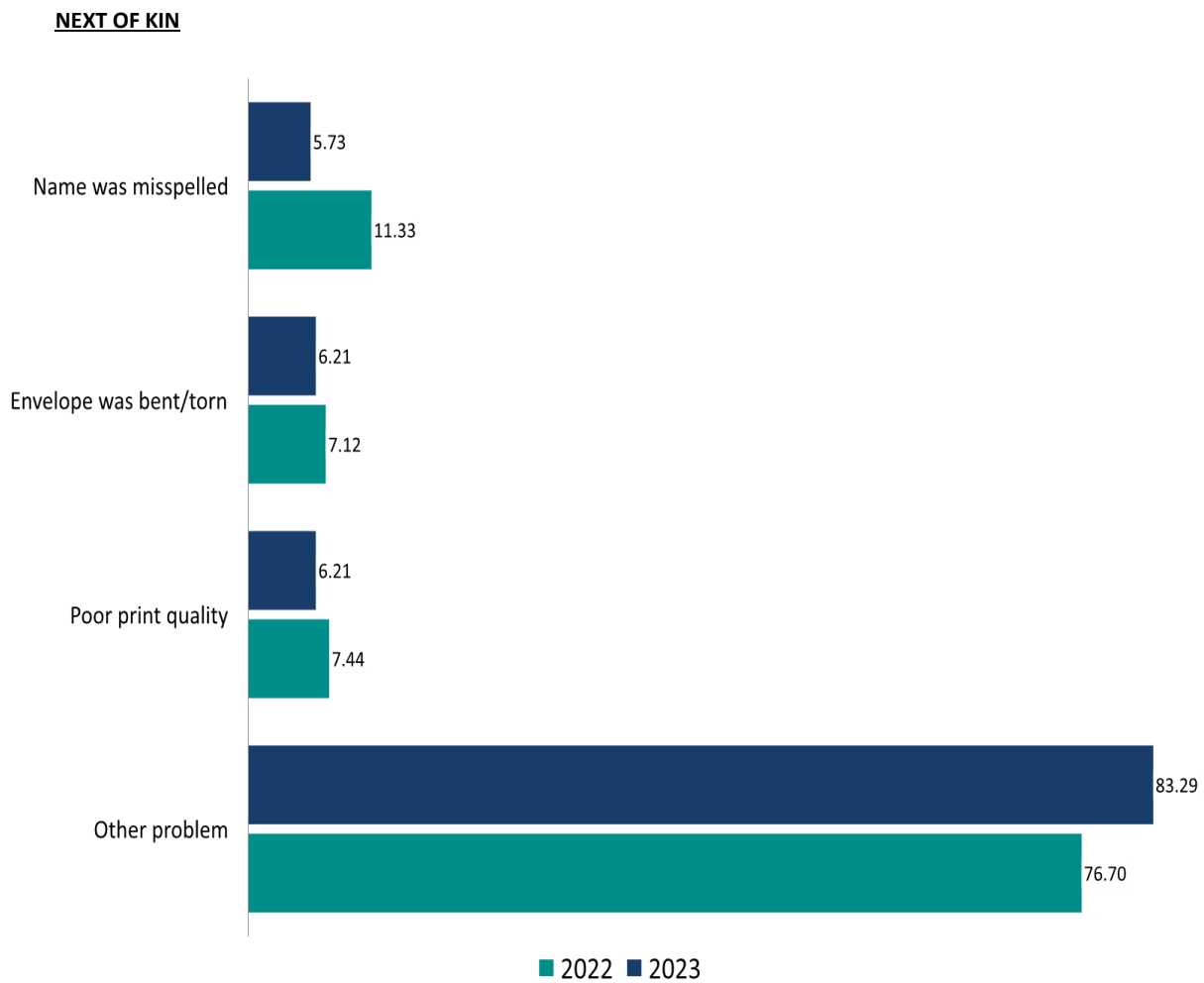
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2023	3475	82.65%	0.42%	8.69%	6.85%	0.95%	0.86%
	2022	3882	82.23%	-1.21%	10.18%	5.64%	1.03%	0.93%
	2021	3159	83.44%	16.11%	8.26%	5.89%	1.14%	1.27%

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

Note: This question only applies to respondents who indicated "Yes" to Question 24 (NoK).

Presidential Memorial Certificate (PMC) and Additional Costs

NC Question 29: 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)



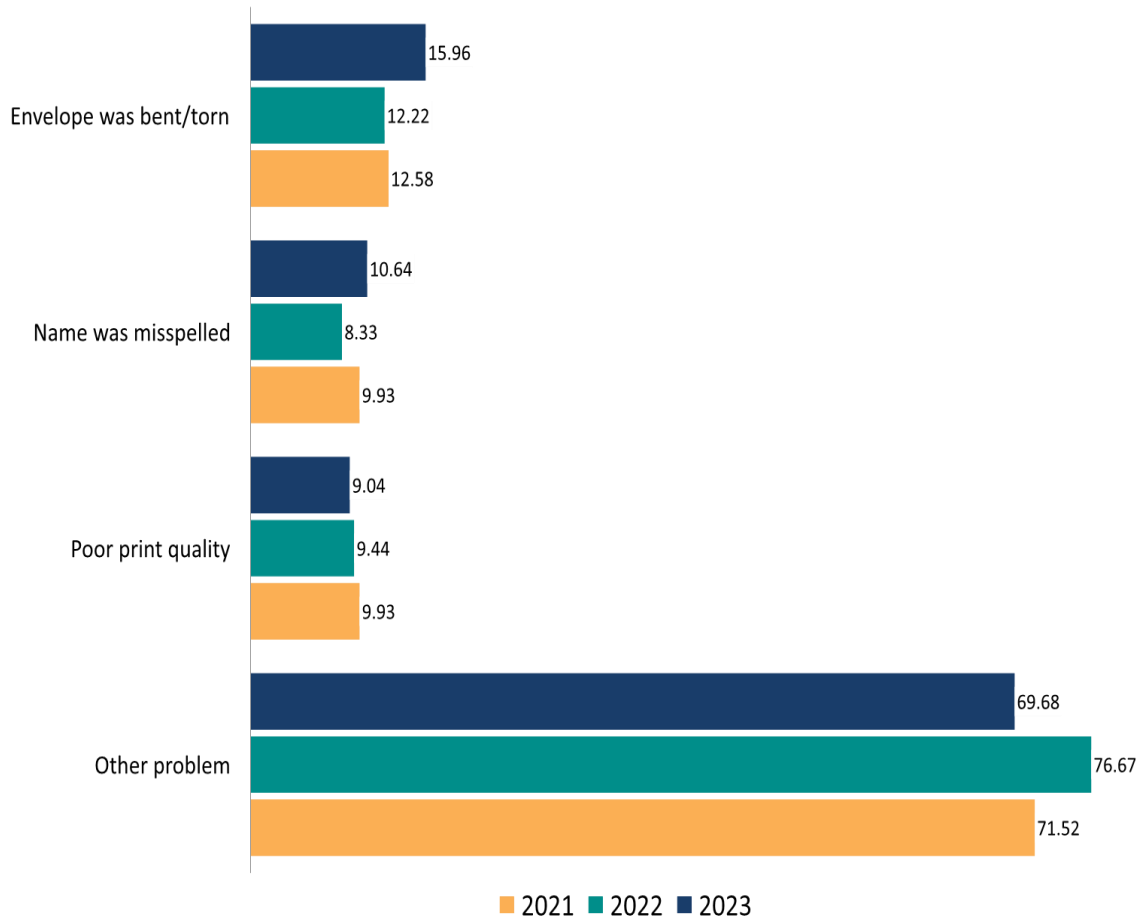
Note: This question only applies to respondents who indicated "Very dissatisfied," "Somewhat dissatisfied," or "Neither satisfied or dissatisfied to Question 28 (NoK).

Note: 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



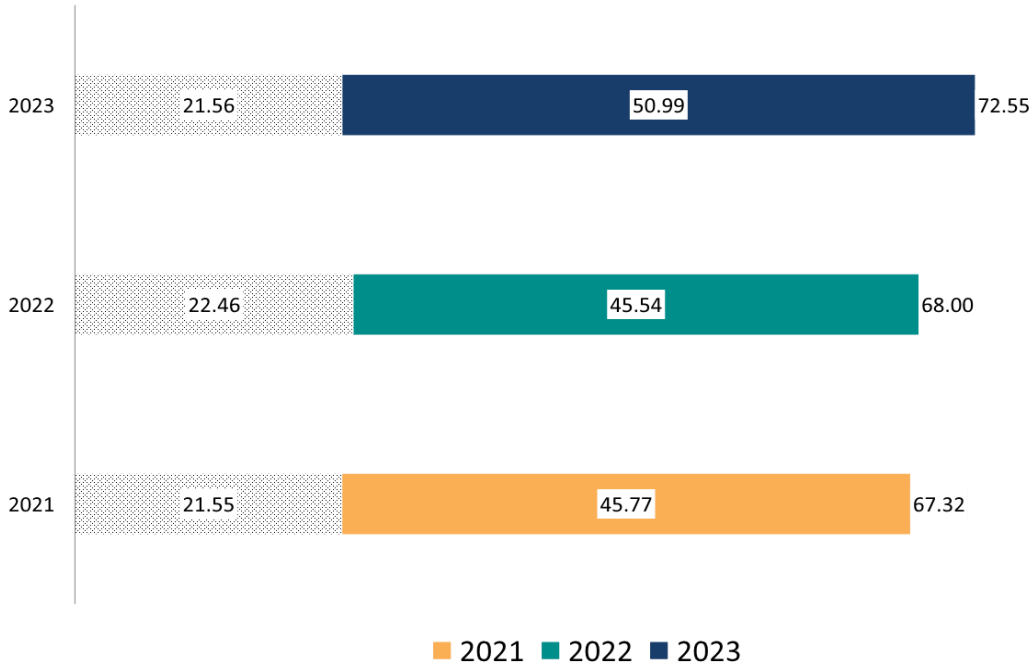
Note: This question only applies to respondents who indicated "Very dissatisfied," "Somewhat dissatisfied," or "Neither satisfied or dissatisfied to Question 25 (NoK).

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

Presidential Memorial Certificate (PMC) and Additional Costs

NC Question 30: 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) would enhance the meaning of the recognition.

NEXT OF KIN



	Year	n	Strongly agree	*Change Score	Agree	Neither / Nor	Disagree	Strongly disagree
NEXT OF KIN	2023	10007	50.99%	5.45%	21.56%	24.80%	1.97%	0.67%
	2022	12531	45.54%	-0.23%	22.46%	28.41%	2.89%	0.71%
	2021	10378	45.77%	3.08%	21.55%	28.85%	2.94%	0.90%

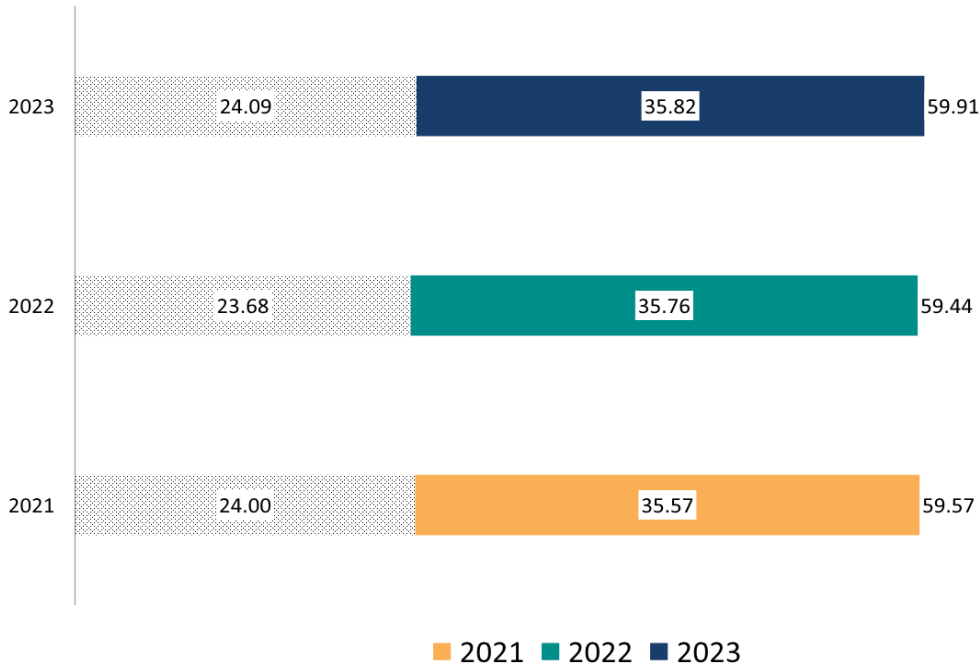
*The change scores represent the difference between the "Strongly agree" categories for the row year and the previous year.

Note: This question only applies to respondents who indicated "Yes" to Question 27 (NoK).

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	Disagree	Strongly disagree
ALL RESPONDENTS	2023	3425	35.82%	0.06%	24.09%	35.42%	3.53%	1.14%
	2022	3831	35.76%	0.19%	23.68%	35.66%	3.71%	1.20%
	2021	3129	35.57%	7.02%	24.00%	36.08%	3.52%	0.83%

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

Note: This question only applies to respondents who indicated "Yes" to Question 24 (NoK).

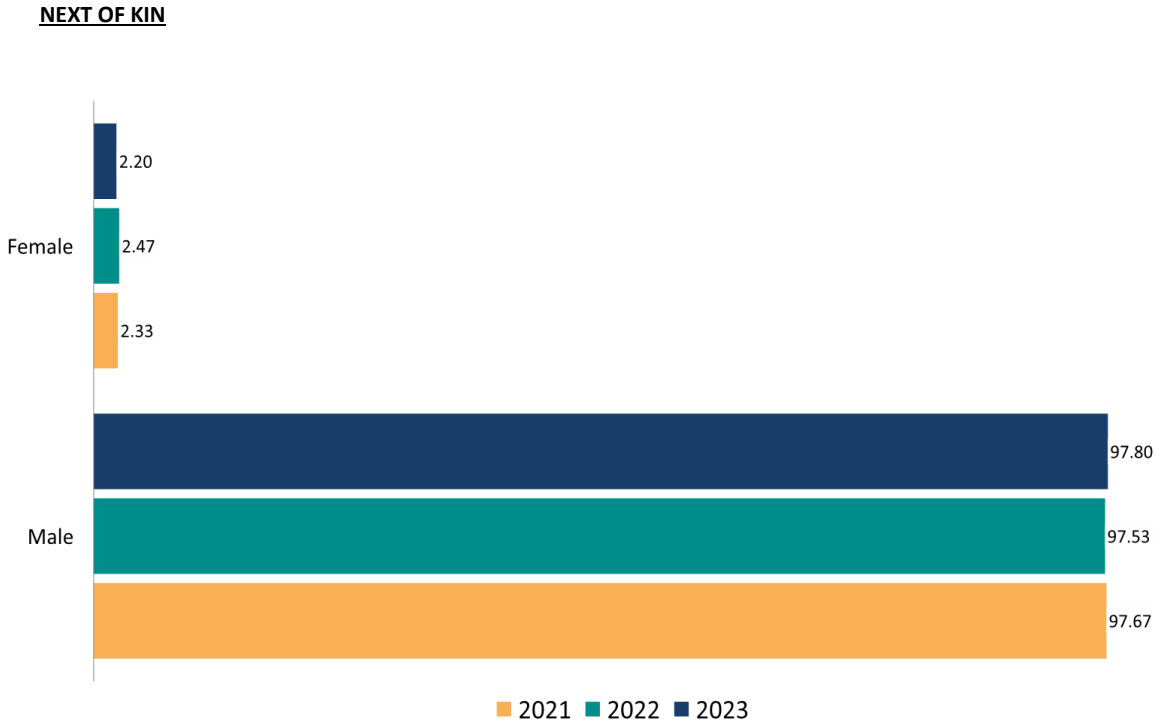
Appendix A: Respondent Characteristics

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 32: What was the gender of your loved one?

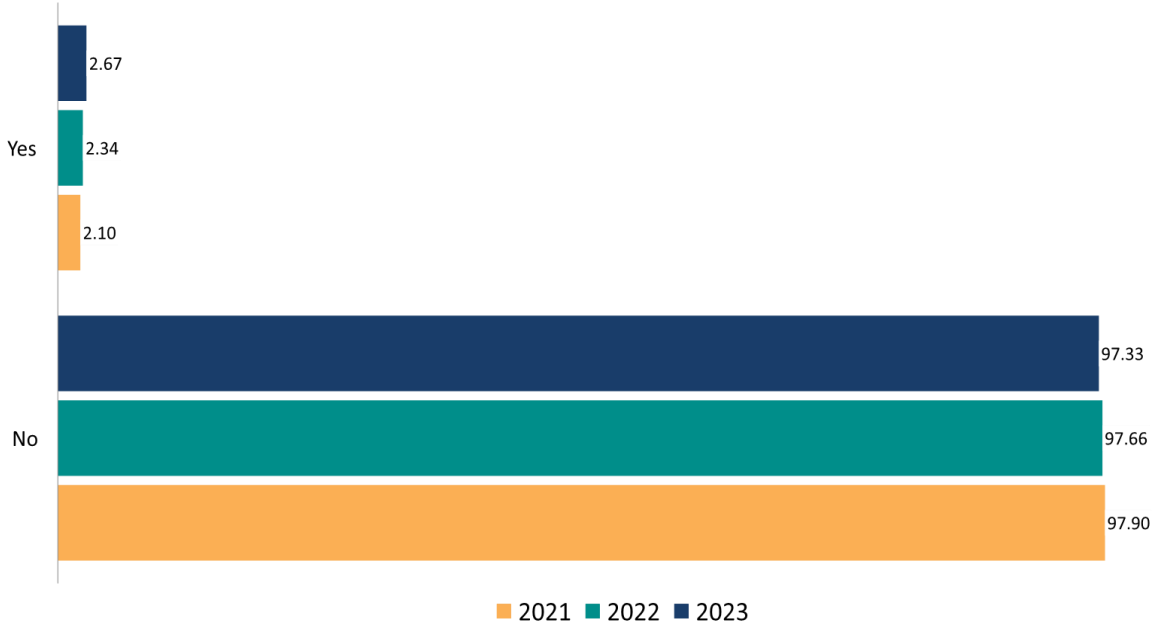


	Year	n	Female	Male
NEXT OF KIN	2023	3093	2.20%	97.80%
	2022	2880	2.47%	97.53%
	2021	2709	2.33%	97.67%

Appendix A: Respondent Characteristics

Question 33: Was your loved one Hispanic or Latino?

NEXT OF KIN

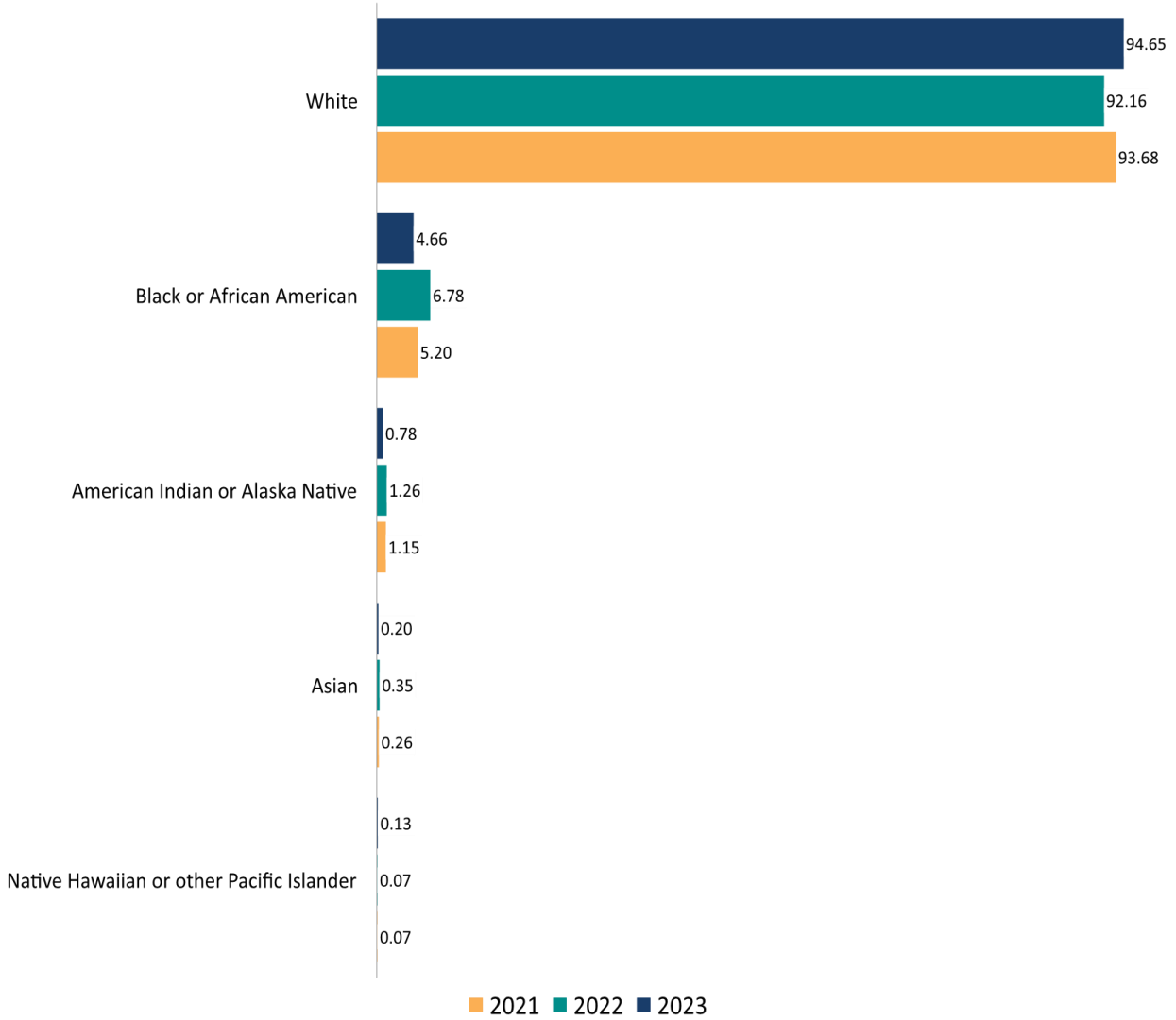


	Year	n	Yes	No
NEXT OF KIN	2023	3037	2.67%	97.33%
	2022	2826	2.34%	97.66%
	2021	2661	2.10%	97.90%

Appendix A: Respondent Characteristics

Question 34: What was the race of your loved one? (Mark one or more)

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	2023	3067	94.65%	4.66%	0.78%	0.20%	0.13%
	2022	2846	92.16%	6.78%	1.26%	0.35%	0.07%
	2021	2691	93.68%	5.20%	1.15%	0.26%	0.07%

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

Appendix A: Respondent Characteristics

Question 35: 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

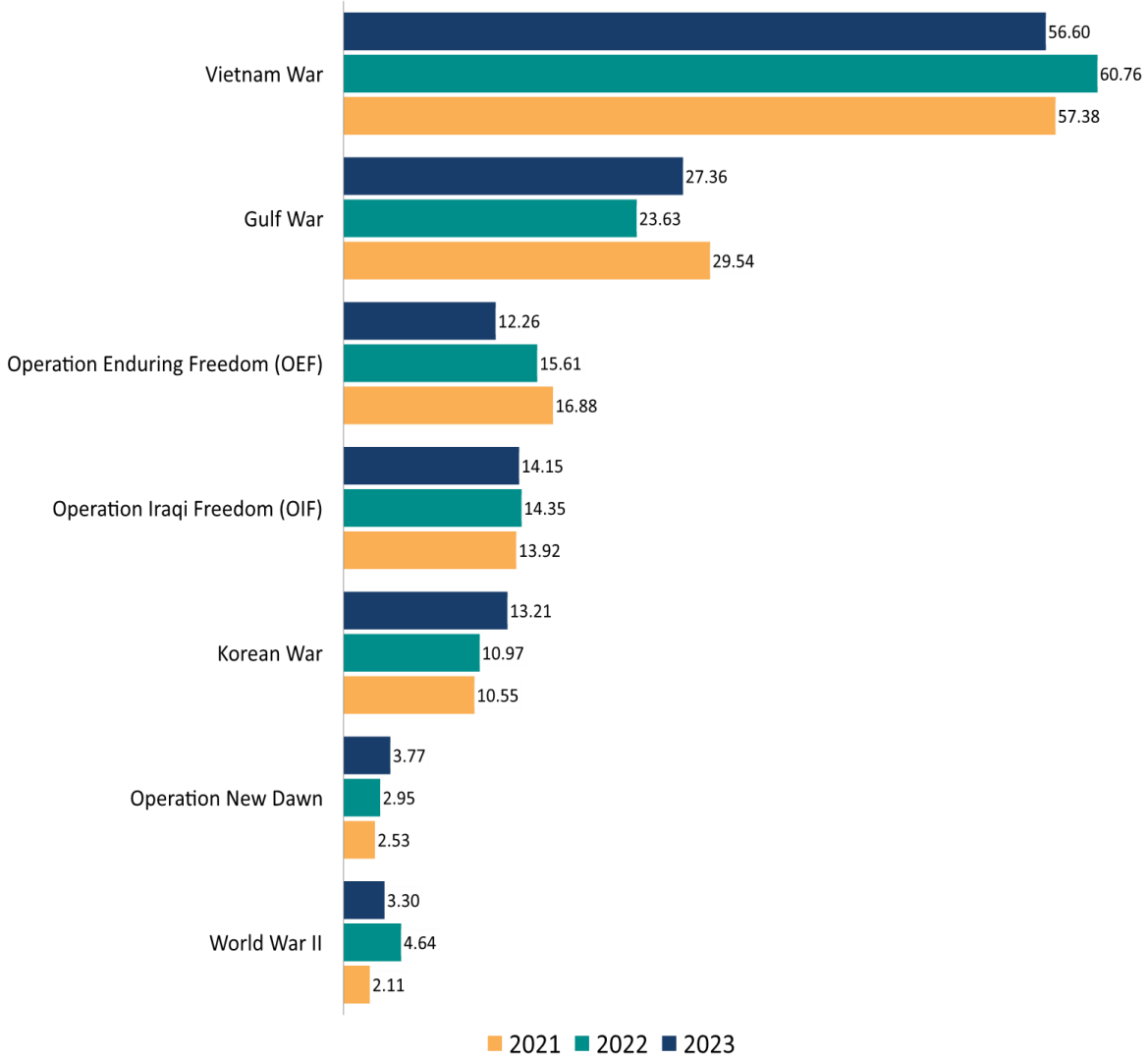


	Year	n	Yes	No
NEXT OF KIN	2023	3055	8.87%	91.13%
	2022	2850	9.93%	90.07%
	2021	2682	10.85%	89.15%

Appendix A: Respondent Characteristics

Question 36: 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	2023	212	3.30%	13.21%	56.60%	27.36%	12.26%	14.15%	3.77%
	2022	237	4.64%	10.97%	60.76%	23.63%	15.61%	14.35%	2.95%
	2021	237	2.11%	10.55%	57.38%	29.54%	16.88%	13.92%	2.53%

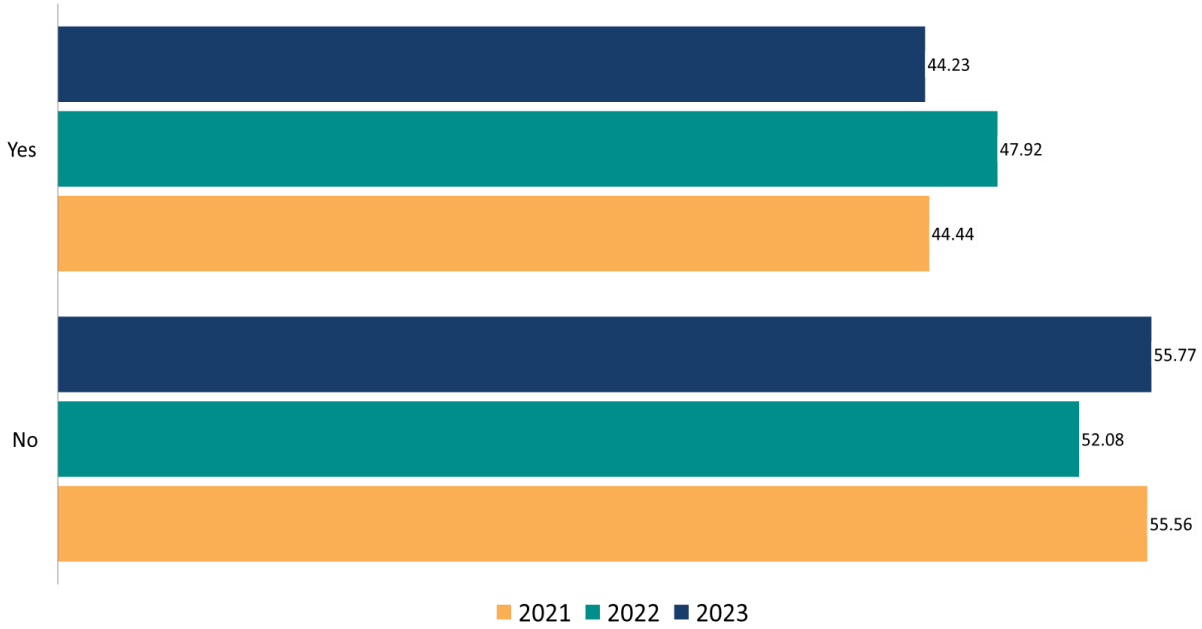
Note: This question only applies to respondents who indicated "Yes" to Question 35 (NoK).

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

Appendix A: Respondent Characteristics

Question 38: Are you aware that Veterans who are married to Veterans are entitled to individual gravesite headstone/marker/medallion benefits?

NEXT OF KIN



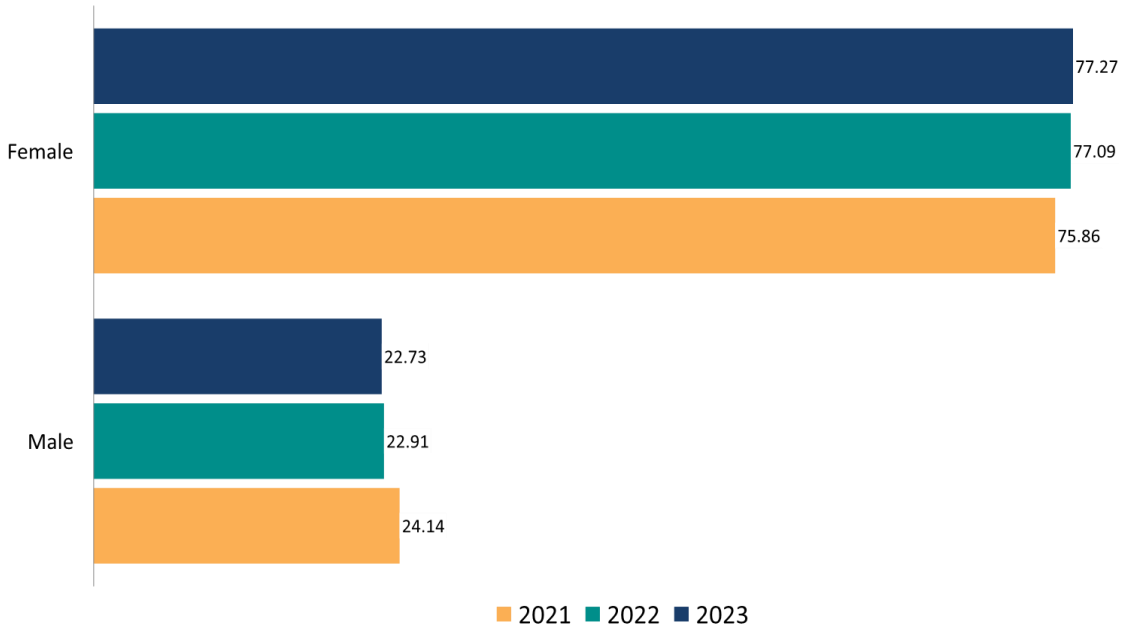
	Year	n	Yes	No
NEXT OF KIN	2023	52	44.23%	55.77%
	2022	48	47.92%	52.08%
	2021	45	44.44%	55.56%

Note: This question only applies to respondents who indicated "Yes" to Questions 35 and 37 (NoK).

Appendix A: Respondent Characteristics

Question 39: What is your gender?

NEXT OF KIN

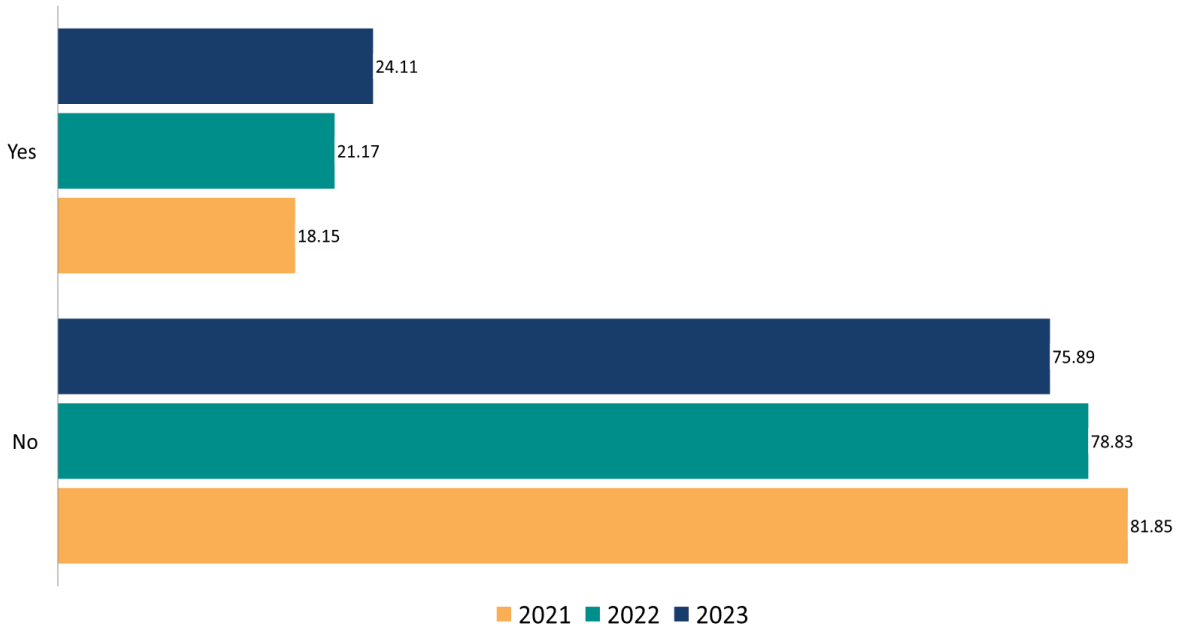


	Year	n	Female	Male
NEXT OF KIN	2023	3045	77.27%	22.73%
	2022	2833	77.09%	22.91%
	2021	2651	75.86%	24.14%

Appendix A: Respondent Characteristics

Question 37: Was your loved one your spouse?

NEXT OF KIN

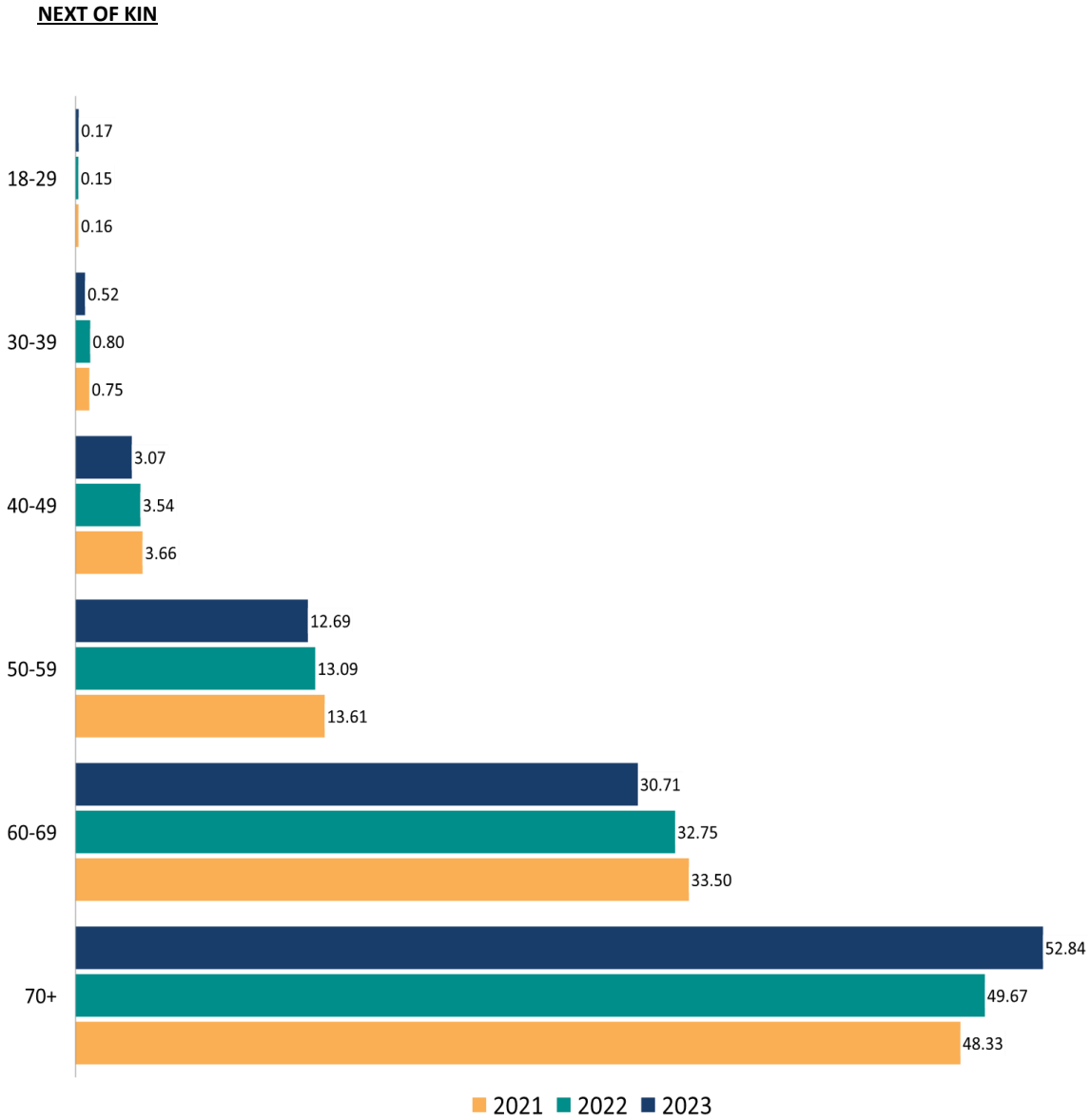


	Year	n	Yes	No
NEXT OF KIN	2023	253	24.11%	75.89%
	2022	274	21.17%	78.83%
	2021	270	18.15%	81.85%

Note: This question only applies to respondents who indicated "Yes" to Question 35 (NoK)

Appendix A: Respondent Characteristics

Question 40: In what year were you born?



	Year	n	18-29	30-39	40-49	50-59	60-69	70+
NEXT OF KIN	2023	2901	0.17%	0.52%	3.07%	12.69%	30.71%	52.84%
	2022	2742	0.15%	0.80%	3.54%	13.09%	32.75%	49.67%
	2021	2543	0.16%	0.75%	3.66%	13.61%	33.50%	48.33%

Appendix A: Respondent Characteristics

Question 41: Are you Hispanic or Latino?

ALL RESPONDENTS



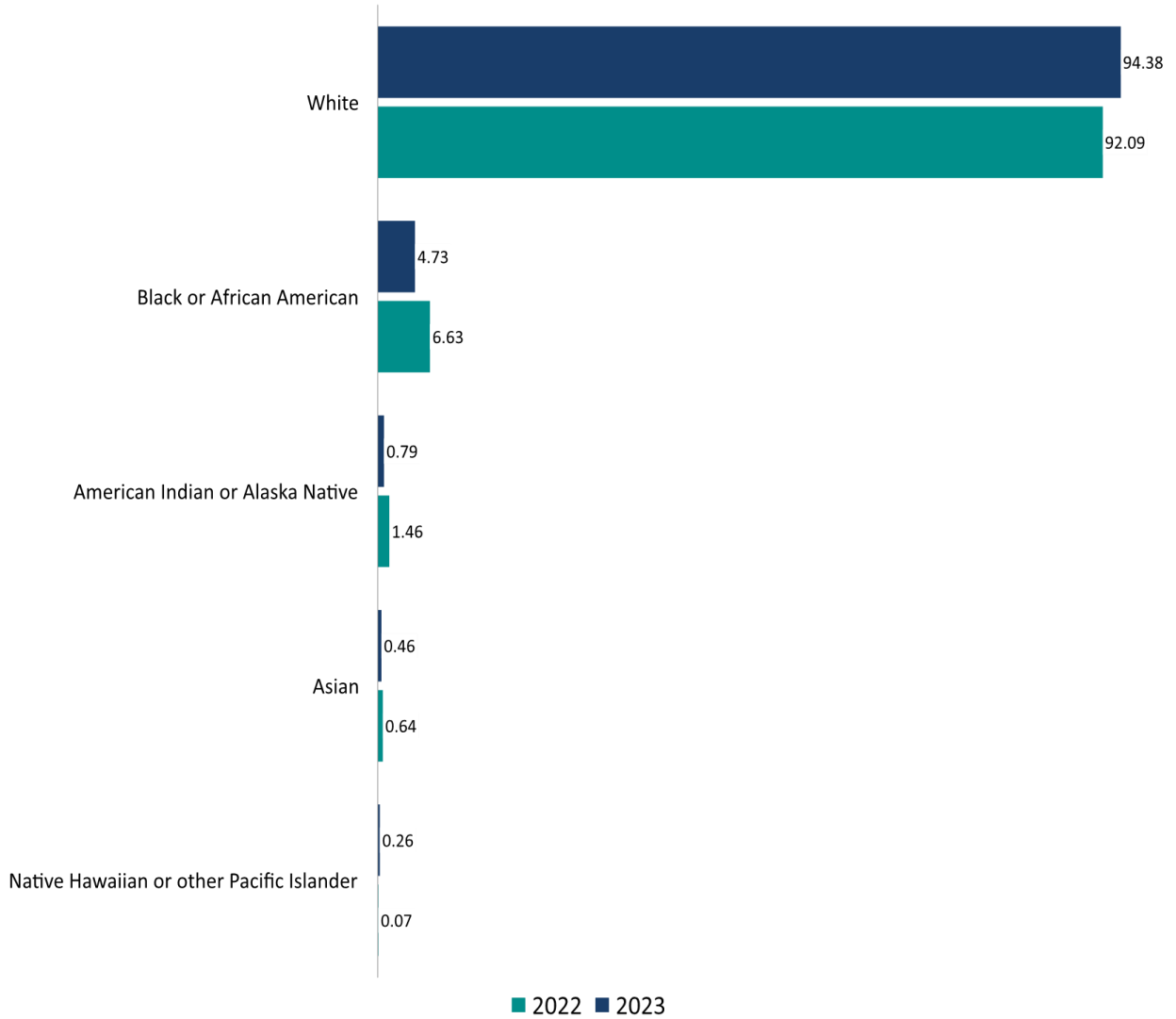
	Year	n	Yes	No
ALL RESPONDENTS	2023	2995	2.97%	97.03%
	2022	2796	2.72%	97.28%

Note: Question 41 was added as a new question to the 2022 survey.

Appendix A: Respondent Characteristics

Question 42: What is your race? (Mark one or more)

ALL RESPONDENTS



	Year	n	White	Black or African American	American Indian or Alaska Native	Asian	Native Hawaiian or other Pacific Islander
ALL RESPONDENTS	2023	3023	94.38%	4.73%	0.79%	0.46%	0.26%
	2022	2805	92.09%	6.63%	1.46%	0.64%	0.07%

Note: Question 42 was added as a new question to the 2022 survey.

Appendix B: Methodology and Survey Instruments

SECTION DESCRIPTION

- Presented within this appendix is a description of the methodology used to develop and administer the 2023 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 2023 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 2023 Satisfaction with VA Memorial Products Service Survey. The 2023 survey represents the 13th national administration of this satisfaction survey and the 9th time a web survey option was offered to respondents.

Data for this 2023 survey were collected from next of kin and funeral directors in a fielding period from March 31, 2023 to July 5, 2023.

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, 2022 to December 31, 2022.

Vistra sent surveys to 6,682 next of kin who had ordered an MPS product for placement at private cemeteries, as well as 12,881 funeral directors who had worked with VA national cemeteries, private cemeteries, and State or Tribal Veteran Cemeteries.

This appendix presents the detailed methodology used to conduct and administer the surveys, as well as the 2023 survey instruments used for the study. It is presented in the following sections:

- Survey Development
- Sampling
- Mailing Protocol and Schedule
- Survey Help Line
- 2023 Survey Instruments

Survey Development

The survey instrument used for the 2023 survey administration was developed from the 2022 survey instrument. One modification was made to the 2022 survey instruments to develop the 2023 versions. This modification is summarized below. The question number in the list below refers to the numbers in the 2023 questionnaires.

The final 2023 questionnaire included a total of 43 questions for next of kin, and 26 questions for funeral directors.

2023 Memorial Products Next of Kin Survey

The next of kin 2023 survey instrument revision was as follows:

- Question 22: This question was added to collect data to identify whether the respondent was satisfied with the amount of time it took to receive the certificate signed by the President of the United States honoring the Veteran's service.
 - Q22. How satisfied were you with the amount of time it took to receive the certificate signed by the President of the United States honoring the Veteran's service?
 - Very satisfied
 - Somewhat satisfied
 - Neither satisfied nor dissatisfied
 - Somewhat dissatisfied
 - Very dissatisfied

Sampling

Sampling Frame

The sampling frame for the 2023 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 2022 calendar year.

The sampling frame utilized for the 2023 surveys was provided to Vistra by NCA semiannually. 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) Not NoK
- 2) Duplicate addresses
- 3) Invalid names*
- 4) No address/Incomplete address

Appendix B: Methodology and Survey Instruments

Summary of Reason of Record Exclusion	
Reason Record Excluded	Number
Duplicate Address	6,454
Not NOK	2,169
Invalid names	2,923
No address/Incomplete address	34
Total excluded	11,580
Total available	130,962
Percent excluded	8.84%

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

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.

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 130,962 and 189,483 available MPS and funeral director records, 119,382 and 13,370, respectively were deemed usable for sample selection.

Usable Records Available for Sample Selection		
Group	Available Records	Usable Records
MPS	130,962	119,382
Funeral Directors	189,483	13,370

**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 2023 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. The sample was allocated using a ratio for the distribution by memorial product type in the full population (of memorial products). Because 29 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=1,987) and Bronze (n=4,864).

The confidence level for this 2023 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, 12,881 surveys were mailed to funeral directors who had (1) assisted with interments at national cemeteries from January 1, 2022 until December 31, 2022; (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 Principal Deputy 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 162 next of kin and 110 funeral directors.

The mailings took place according to the following schedule:

Wave	Date
Wave 1: First Questionnaire	3/31/2023
Wave 2: First Postcard	4/24/2023
Wave 3: Second Questionnaire	5/17/2023
Wave 4: Second Postcard	6/1/2023
Close of Field Date	7/5/2023

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 761 respondents called or emailed (733 calls, 28 emails) the help line with questions pertaining to the 2023 NCA Customer Satisfaction Surveys. Calls and emails were fielded from March 31, 2023 to July 5, 2023.

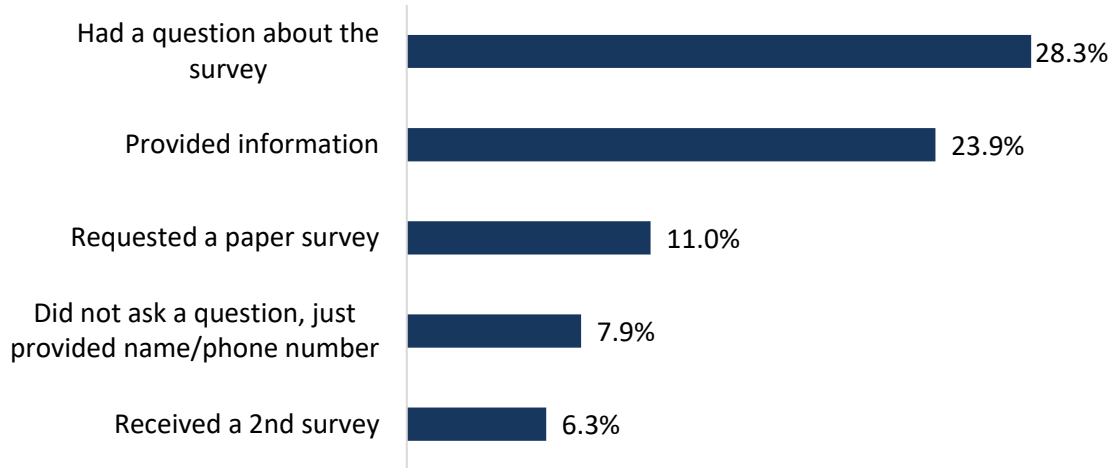
The majority of calls/emails received pertained to one of the following:

- Survey-related question
 - 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.
- 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.
- 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.
- Did not ask a question / Provided name or phone number
 - Callers simply left their name and/or phone number on the Help Line.
- Received a 2nd survey
 - Callers called in to report that they had already submitted the survey but for some reason received another survey in the mail.

Appendix B: Methodology and Survey Instruments

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

Top 5 Reasons for Call/E-mail

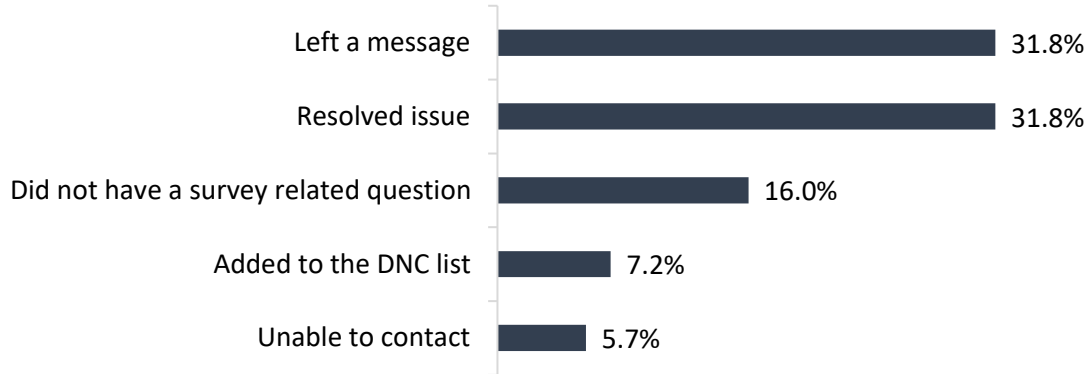


Reasons for calls	N	Percentage
Had a question about the survey	215	28.3%
Provided information	182	23.9%
Requested a paper survey	84	11.0%
Did not ask a question, just provided name/phone number	60	7.9%
Received a 2nd survey	48	6.3%
Online survey question	47	6.2%
Received the postcard	34	4.5%
Did not get the survey, just the postcard	26	3.4%
NOK is deceased	13	1.7%
Other (See a Additional Comments)	12	1.6%
Change of name/address	10	1.3%
Do not contact or survey	8	1.1%
Benefit question	6	0.8%
Pre-Need Eligibility Question	6	0.8%
Needs return envelope/address	4	0.5%
Unable to fill out the survey because of mental or physical limitations	3	0.4%
3-digit code requested	3	0.4%
Grand Total	761	100.0%

Appendix B: Methodology and Survey Instruments

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

Top 5 Resolutions



Resolutions	n	Percent
Left a message	242	31.8%
Resolved issue	242	31.8%
Did not have a survey related question	122	16.0%
Added to the DNC list	55	7.2%
Unable to contact	43	5.7%
Replied to email	25	3.3%
NCA follow-up	19	2.5%
Other (See Additional Comments)	12	1.6%
Sent to Spanish Consultant	1	0.1%
Grand Total	761	100.0%

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

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

**VA Memorial Products:
2023 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.**



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Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.	
Correct Mark	Incorrect Marks
<p>1. How or from whom did you learn about the headstone, marker, or medallion benefit provided by the VA? (Mark all that apply)</p> <p><input type="radio"/> Veteran/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"/> My own research</p> <p><input type="radio"/> Other (specify) _____</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>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>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>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>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 → Go To #12</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>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/Can't recall</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>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>
	<p>12. Did you visit 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 #15</p>

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Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.
Correct Mark
Incorrect Marks

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 out what could go on the headstone/marker/medallion
- Find information on the certificate signed by the President of the United States honoring the Veteran's service
- 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
- Has not arrived yet → **Go To #21**
- 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

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 #25**
- No – Did not receive → **Go To #25**
- Don't know what this is → **Go To #25**

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Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.
Correct Mark Incorrect Marks

22. How satisfied were you with the amount of time it took to receive the certificate signed by the President of the United States honoring the Veteran's service?

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

23. 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 #25
 Somewhat satisfied → Go To #25
 Neither satisfied nor dissatisfied
 Somewhat dissatisfied
 Very dissatisfied

24. 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) _____

25. 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

26. 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

27. Were you required to pay any setting fees regarding your VA-issued headstone, marker, or medallion?

Yes, but they were reasonable
 Yes, and the costs were substantial
 No → Go To #32
 Don't know → Go To #32

28. If you ordered a Bronze marker, what setting fee 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 Granite/ Marble headstone or marker, what setting fee 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

30. If you ordered a Bronze Medallion, what fee were you required to pay to have the medallion placed on your privately purchased headstone? (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

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

Yes
 No
 Don't know

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Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.	
Correct Mark	Incorrect Marks
<p>32. What was the gender of your loved one? <input type="radio"/> Female <input type="radio"/> Male</p> <p>33. Was your loved one Hispanic or Latino? <input type="radio"/> Yes <input type="radio"/> No</p> <p>34. What was the race of your loved one? (Mark one or more)</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>35. 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)? <input type="radio"/> Yes <input type="radio"/> No → Go To #39</p> <p>36. In which of the following eras did you serve? (Mark all that apply)</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>37. Was your loved one your spouse? <input type="radio"/> Yes <input type="radio"/> No → Go To #39</p> <p>38. Are you aware that Veterans who are married to Veterans are entitled to individual gravesite headstone/marker/ medallion benefits? <input type="radio"/> Yes <input type="radio"/> No</p> <p>39. What is your gender? <input type="radio"/> Male <input type="radio"/> Female</p> <p>40. In what year were you born? _____</p> <p>41. Are you Hispanic or Latino? <input type="radio"/> Yes <input type="radio"/> No</p> <p>42. What is your race? (Mark one or more)</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>43. 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;">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>	

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

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

2023 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
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Appendix B: Methodology and Survey Instruments

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 2022 calendar year?

- Yes → Go to Question 1
 No → Go to the State or Tribal Veterans Cemeteries Satisfaction Survey on Page 8

- | | |
|--|--|
| <p>1. On average, about how many VA headstones, markers, and medallions do you/your company order in a year?</p> <p><input type="radio"/> Less than 10
<input type="radio"/> 11 to 25
<input type="radio"/> 26 to 40
<input type="radio"/> More than 40</p> <p>2. Please indicate the type(s) of VA headstones/markers/medallions you/your company ordered. (Mark all that apply)</p> <p><input type="radio"/> Flat Bronze
<input type="radio"/> Flat Marble/Granite
<input type="radio"/> Bronze Niche
<input type="radio"/> Upright Marble/Granite
<input type="radio"/> Bronze Medallion</p> <p>3. How do you typically order VA headstones, markers, or medallions? (Mark all that apply)</p> <p><input type="radio"/> Via the mail (to National VA)
<input type="radio"/> Via fax (to National VA)
<input type="radio"/> Via the local VA office
<input type="radio"/> Other (specify): _____</p> <p>4. How satisfied are you with the process you typically used to order headstones, markers, and medallions?</p> <p><input type="radio"/> Very satisfied
<input type="radio"/> Somewhat satisfied
<input type="radio"/> Neither satisfied nor dissatisfied
<input type="radio"/> Somewhat dissatisfied
<input type="radio"/> Very dissatisfied</p> | <p>5. 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
<input type="radio"/> No → Go To #9
<input type="radio"/> Don't Know</p> <p>6. Did you speak with an 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
<input type="radio"/> Transferred to NCA
<input type="radio"/> Don't know</p> <p>7. Why did you call NCA? (Mark all that apply)</p> <p><input type="radio"/> To check on the status of an order
<input type="radio"/> To get help with ordering a marker
<input type="radio"/> To file a complaint about a marker
<input type="radio"/> Other (specify): _____</p> <p>8. How satisfied were you with the service you received from the NCA Customer Service representative?</p> <p><input type="radio"/> Very satisfied
<input type="radio"/> Somewhat satisfied
<input type="radio"/> Neither satisfied nor dissatisfied
<input type="radio"/> Somewhat dissatisfied
<input type="radio"/> Very dissatisfied</p> |
|--|--|

Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.

Correct Mark Incorrect Marks

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

- Yes
 No → Go To #12

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

- Download an order form
 Find out what could go on the headstone/marker/medallion
 How to order a headstone/marker/medallion
 Find information on documentation needed
 Find information on the certificate signed by the President of the United States honoring the Veteran's service
 Other (specify): _____

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

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

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

- Complete and confirm information with family member's review and signature
 Complete and send to the VA
 Partially complete and give to family member for finalization
 Other (specify): _____

13. Are you aware of the following requirements:

Memorial product orders require the signature from the next of kin or written delegation of representation?

- Yes No

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?

- Yes No

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

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

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

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

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

- Yes No → Go To #20

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

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

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

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

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

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

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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"/>	<input type="radio"/>
Polish	<input type="radio"/>	<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"/>	<input type="radio"/>
Finish	<input type="radio"/>	<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"/>	<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.

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Appendix C: User Guide

SECTION DESCRIPTION

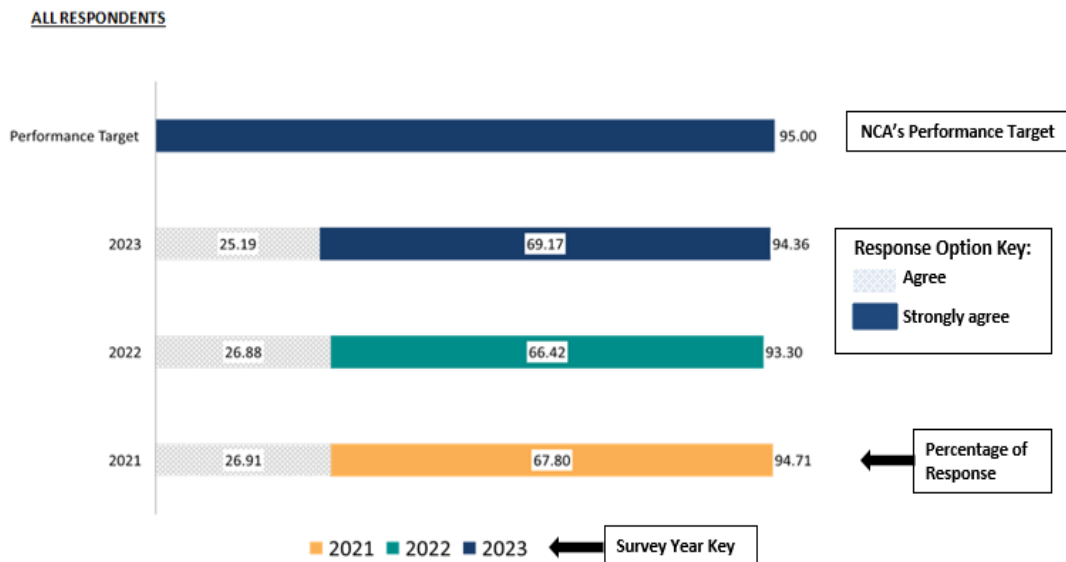
- This section presents an explanation of how to understand and interpret the graphs and tables used in this report:
 - Stacked bar graphs and data tables are used to illustrate the results of survey items with a continuous response scale (e.g., “Strongly agree” to “Strongly disagree”).
 - Standard bar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



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 2023 25.19% of all NCA respondents selected "Agree" and 69.17% selected "Strongly agree," so in total, 94.36% of participants responded positively to this item.

Appendix C: User Guide

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.

Appendix C: User Guide

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
ALL RESPONDENTS	2023	4628	69.17%	2.75%	25.19%	4.78%	0.56%	0.30%
	2022	4449	66.42%	-1.38%	26.88%	5.71%	0.70%	0.29%
	2021	4307	67.80%	0.87%	26.91%	4.48%	0.51%	0.30%

*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 69.17% of respondents selected "Strongly agree" in 2023, while 66.42% selected this option in 2022. The change score was calculated as follows: $69.17\% - 66.42\% = +2.75\%$. Although 2020 data are not presented in the table, the 2020 change score represents the difference between the percentage of respondents selecting "Strongly agree" in 2021 and in 2020.

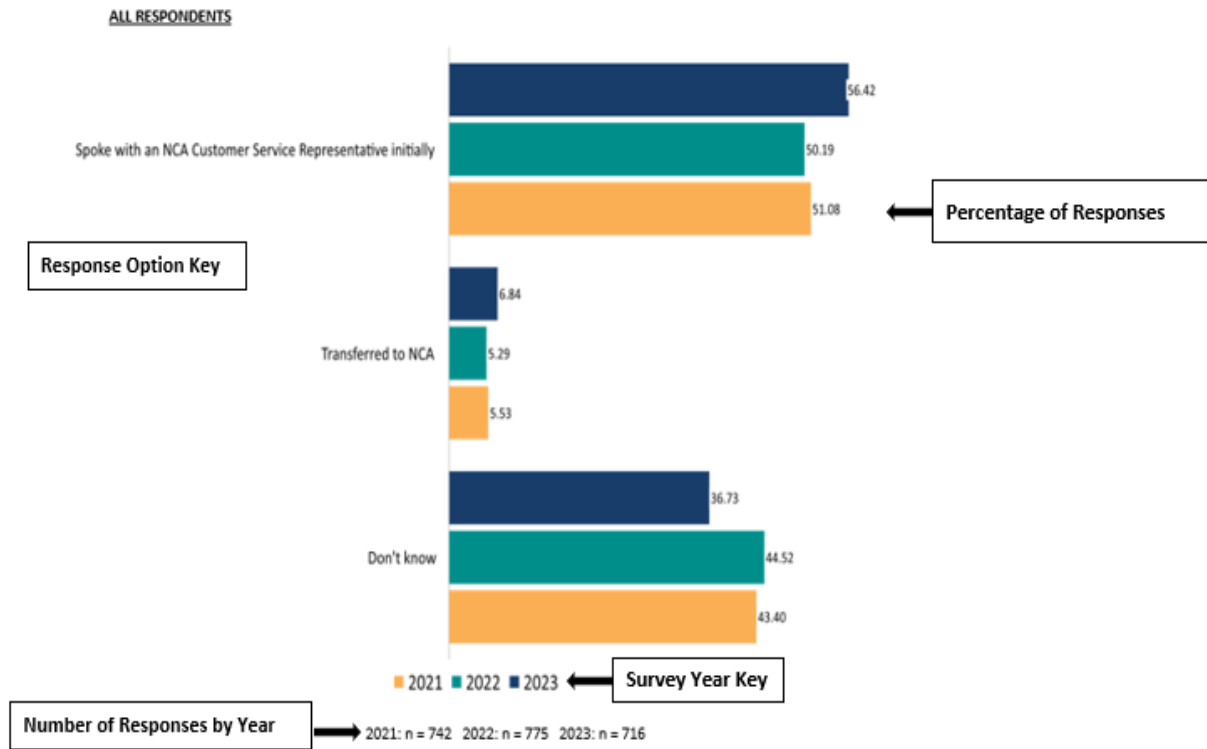
Positive change scores indicate an improvement since the previous year, while negative change scores indicate a decline in the percentage of participants who selected the most positive response option.

Appendix C: User Guide

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 a National Cemetery 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, 2023 data are represented by the top blue bars, 2022 data are represented by the middle green bars, and 2021 data are represented by the bottom yellow bars. Thus, 56.42% of respondents selected spoke with an NCA customer service representative initially in 2023, 50.19% in 2022, and 51.08 % in 2021.

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: Question Locator

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?	14 - 16
8	5	Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?	65 - 67
9	6	Did you speak with a National Cemetery Administration (NCA) Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?	71 - 73
10	7	Why did you call NCA?	68 - 70
11	8	How satisfied were you with the service you received from the NCA Customer Service representative?	17 - 19
12	9	Did you visit the VA website for information about ordering the headstone, marker, or medallion?	58 - 60
13	10	What type of information were you looking for on VA's website?	61 - 63
14	11	How satisfied were you with the ease of finding the information you were looking for on VA's website?	20 - 22
17	14	About how long after ordering the headstone, marker, or medallion did it arrive?	31 - 33
18	15	How satisfied were you with the amount of time it took to receive the headstone, marker, or medallion?	23 - 25
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
25	25	Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?	27 - 29

Appendix D: Question Locator

Questions for Next of Kin

Question #	Question Text	Report Page #
NK		Report Page #
1	How or from whom did you learn about the headstone, marker, or medallion benefit provided by the VA?	36
2	What type of headstone, marker, or medallion did you order?	38
3	Did you have any problems while affixing the Bronze Medallion to the headstone or markers?	39
5	Who helped you with ordering the headstone/marker/medallion?	37
6	How did you order the headstone, marker, or medallion? (Mark only one)	34
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	40
16	If you were aware of the availability of an inscription, how did you learn about what could be included in the inscription?	41
19	How would you have preferred to be notified about the delivery status of your headstone, marker, or medallion?	42
21	Did you order and/or receive a certificate signed by the President of the United States honoring the Veteran's service?	96
22	How satisfied were you with the amount of time it took to receive the certificate signed by the President of the United States honoring the Veteran's service?	11
26	NCA Pre-Need Eligibility Process	47 - 50
27	Were you required to pay any setting fees regarding your VA-issued headstone, marker, or medallion?	97
28	If you ordered a Bronze marker, what setting fee were you required to pay? (Please round up to nearest whole dollar.)	98
29	If you ordered a Granite/Marble headstone or marker, what amount were you required to pay? (Please round up to nearest whole dollar.)	99
30	If you ordered a Bronze Medallion, what fee were you required to pay to have the medallion placed on your privately purchased headstone? (Please round up to nearest whole dollar.)	100
31	Was there a delay in the placement of the headstone, marker or medallion because of a difficulty to pay the setting fee?	101
32	What was the gender of your loved one?	111
33	Was your loved one Hispanic or Latino?	112
34	What was the race of your loved one? (Mark one or more)	113
35	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)?	114
36	In which of the following eras did you serve?	115
37	Was your loved one your spouse?	118

Appendix D: Question Locator

Question #	Question Text	Report Page #
NK		Report Page #
38	Are you aware that Veterans who are married to Veterans are entitled to individual gravesite headstone/marker/medallion benefits?	116
39	What is your gender?	117
40	In what year were you born?	119
41	Are you Hispanic or Latino?	120
42	What is your race? (Mark one or more)	121

Appendix D: Question Locator

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?	43
2	Please indicate the type(s) of VA headstones/markers/medallions you/your company ordered.	44
3	How do you typically order VA headstones, markers, or medallions?	35
12	When completing an application for a VA headstone, marker, or medallion, do you typically	45
13	Are you aware of the following requirements?	46
16	In the past year, have you/your company had problems with a delivered headstone, marker, or medallion?	89
17	About what percentage of the markers that you receive have problems?	90
18	What types of problems have you experienced with VA furnished headstones and markers?	91
19	How satisfied are you with the timeliness in which problems have been corrected?	26
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?	83 - 87
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)?	93
23	Do you typically inform your clients about the program?	94
24	Do you typically order the certificate(s) for your client?	95

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 2023 Memorial Products Service Survey of Satisfaction.

Appendix E: Response Rates

National Response Rates

Nationally, the survey yielded a response rate of 29.46% (48.21% for next of kin and 19.65% 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.

700 undeliverable pieces (3.58%) of mail were received over the course of the 2023 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	68	33.38%	168	33.67%
Insufficient address	23	11.44%	34	6.81%
Attempted – Not known	34	16.92%	67	13.43%
No such number	34	16.92%	30	6.01%
No such street	3	1.49%	8	1.60%
No mail receptacle	18	8.96%	130	26.05%
Vacant	7	3.48%	24	4.81%
No comment	1	0.50%	13	2.61%
Unclaimed	1	0.50%	6	1.20%
Moved – Left no address	1	0.50%	5	1.00%
Forward time expired	5	2.49%	3	0.60%
Refused	1	0.50%	4	0.80%
Deceased	1	0.50%	0	0.00%
Unable to Forward	4	1.99%	4	0.80%
Illegible	0	0.00%	2	0.40%
In Dispute	0	0.00%	1	0.20%
Total	201	98.57%*	499	99.99%*

*Percentages do not sum to 100% due to rounding.

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	6,682	12,881	19,563
Undeliverable	201	499	700
Total Eligible Questionnaires	6,481	12,382	18,863
Total Returned Surveys	3,125	2,433	5,558
English Surveys Returned	3,076	2,420	5,496
Spanish Surveys Returned	49	13	62
Total Response Rate (Returned/Eligible)	48.22%	19.65%	29.47%

The table below presents survey returns by survey completion method.

Survey Returns by Web and Mail					
		Next of Kin		Funeral Directors	
Web Completes	English	420	13.44%	479	19.69%
	Spanish	9	0.29%	0	0.00%
	Total	429	13.73%	479	19.69%
Paper Completes	English	2,656	84.99%	1,941	79.78%
	Spanish	40	1.28%	13	0.53%
	Total	2,696	86.27%	1,954	80.31%
Total Returned Surveys		3,125	100.00%	2,433	100.00%

*6,574 English-language NoK and 108 Spanish-language survey NoK questionnaires were mailed for this survey; 12,771 English-language FD and 110 Spanish-language FD survey questionnaires were mailed for this survey.

Appendix F: Survey Results by Question

- This appendix provides the 2023 next of kin and funeral director survey results by question.

Appendix F: Survey Results by Question (Next of Kin)

Survey Results by Question: Next of Kin

1. How or from whom did you learn about the headstone, marker, or medallion benefit provided by the VA? (Mark all that apply)	National
	n=3,087
Veteran/family member	27.15%
Funeral Director	48.53%
Cemetery Representative	14.97%
VA employee	8.00%
My own research	10.30%
Other	5.51%
2. What type of headstone, marker, or medallion did you order?	National
	n=2,970
Bronze (metal plate)	56.26%
Stone (granite or marble)	31.52%
Bronze Medallion	12.22%
3. Did you have any problems while affixing the Bronze Medallion to the headstone or markers?	National
	n=336
Yes	3.87%
No	77.98%
Have not affixed medallion yet	18.15%
Question 4 is an optional free text question for next of kin to explain the difficulty they faced in affixing the medallion to a headstone or marker. These answers are captured in the 2023 MPS Semiannual Reports.	
5. Who helped you with ordering the headstone/marker/medallion? (Mark all that apply)	National
	n=3,056
Family member	8.48%
Funeral Director	50.43%
Cemetery Representative	22.22%
VA Employee	14.89%
Other	5.40%
No one	8.80%
6. How did you order the headstone, marker, or medallion? (Mark only one)	National
	n=2,939
Via the mail	15.86%
Via Fax	3.81%
Via the Funeral Director	59.51%
Other	20.82%

Appendix F: Survey Results by Question (Next of Kin)

7. How satisfied were you with the process you used to order the headstone, marker, or medallion?	National
	n=3,062
Very satisfied	83.67%
Somewhat satisfied	8.39%
Neither / Nor	3.43%
Somewhat dissatisfied	2.38%
Very dissatisfied	2.12%
8. Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?	National
	n=3,049
Yes	8.10%
No	86.39%
Don't know	5.51%
9. Did you speak with a National Cemetery Administration (NCA) Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?	National
	n=231
Spoke with an NCA Customer Service Representative initially	48.48%
Transferred to NCA	9.09%
Don't know	42.42%
10. Why did you call NCA? (Mark all that apply)	National
	n=229
To check on the status of an order	41.92%
To get help with ordering a marker	48.91%
To file a complaint about a marker	7.42%
Other	14.85%
11. How satisfied were you with the service you received from the NCA Customer Service representative?	National
	n=236
Very satisfied	71.61%
Somewhat satisfied	13.98%
Neither / Nor	6.78%
Somewhat dissatisfied	4.66%
Very dissatisfied	2.97%

Appendix F: Survey Results by Question (Next of Kin)

12. Did you visit the VA website for information about ordering the headstone, marker, or medallion?	National
	n=3,041
Yes	16.77%
No	83.23%
13. What type of information were you looking for on the VA's website? (Mark all that apply)	National
	n=485
How to order a headstone/marker/medallion	66.80%
Download an order form	46.19%
Find information on documentation needed	50.72%
Find information on the certificate signed by the President of the United States honoring the Veteran's service	16.08%
Find out what could go on the headstone/marker/medallion	49.28%
Other	5.57%
14. How satisfied were you with the ease of finding the information you were looking for on the VA's website?	National
	n=480
Very satisfied	75.83%
Somewhat satisfied	18.13%
Neither / Nor	2.29%
Somewhat dissatisfied	2.50%
Very dissatisfied	1.25%
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=2,750
An inscription	61.20%
Birth date/Date of death	77.92%
Highest rank attained	67.41%
War service	66.51%
Emblem of belief	51.80%
Valor Awards	35.95%
Terms of endearment	39.49%
Nicknames	29.51%
Civilian credentials (i.e., Doctor)	25.76%
Special unit designations	31.60%
Other military credentials	32.05%

Appendix F: Survey Results by Question (Next of Kin)

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=2,803
I read it on the application	17.59%
I looked it up on the VA website	5.71%
I was informed by the Funeral Director	35.18%
I was informed by a VA employee	12.38%
I was not aware	29.86%
Other	8.10%
17. About how long after ordering the headstone, marker, or medallion did it arrive?	National
	n=3,085
Don't know	13.00%
Less than 1 month	7.13%
Between 1 and 2 months	28.62%
Between 2 and 3 months	20.36%
Between 3 and 4 months	12.51%
More than 4 months	15.95%
18. How satisfied were you with the amount of time it took to receive the headstone, marker, or medallion?	National
	n=2,948
Very satisfied	62.75%
Somewhat satisfied	18.28%
Neither / Nor	11.09%
Somewhat dissatisfied	4.75%
Very dissatisfied	3.12%

Appendix F: Survey Results by Question (Next of Kin)

19. How would you have preferred to be notified about the delivery status of your headstone, marker, or medallion?	National
	n=2,653
Postcard	20.13%
E-mail	29.40%
Letter	28.91%
I don't care to be notified	10.14%
Other	11.42%
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=2,937
Strongly agree	72.25%
Agree	21.82%
Neither / Nor	4.77%
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=2,988
Yes – Requested and received	23.56%
Yes – Received, but not requested	28.48%
No – Requested, not received	5.12%
No – Did not receive	22.56%
Don't know include	20.28%
22. How satisfied were you with the amount of time it took to receive the certificate signed by the President of the United States honoring the Veteran's service?	National
	n=1,514
Very satisfied	54.95%
Somewhat satisfied	11.62%
Neither / Nor	20.48%
Somewhat dissatisfied	3.04%
Very dissatisfied	9.91%
23. 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=1,508
Very satisfied	75.66%
Somewhat satisfied	12.60%
Neither / Nor	10.21%
Somewhat dissatisfied	1.06%
Very dissatisfied	<1%

Appendix F: Survey Results by Question (Next of Kin)

24. 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=78
Envelope was bent/torn	10.26%
Name was misspelled	5.13%
Poor print quality	6.41%
Other problem (specify)	78.21%
25. Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?	National
	n=2,994
Very satisfied	76.65%
Somewhat satisfied	13.96%
Neither / Nor	5.74%
Somewhat dissatisfied	2.17%
Very dissatisfied	1.47%
26A. NCA Pre-Need Eligibility Process: Are you aware of the NCA Pre-Need Eligibility Process?	National
	n=2,602
Yes	6.07%
26B. NCA Pre-Need Eligibility Process: Have you applied?	National
	n=1,834
Yes	1.74%
26C. NCA Pre-Need Eligibility Process: Do you intend to apply?	National
	n=1,624
Yes	6.77%

Appendix F: Survey Results by Question (Next of Kin)

26D. 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=26
Yes	84.62%
27. Were you required to pay any setting fees regarding your VA-issued headstone, marker, or medallion?	National
	n=2,990
Yes, but they were reasonable	21.74%
Yes, and the costs were substantial	6.05%
No	58.49%
Don't know	13.71%
28. If you ordered a Bronze marker, what setting fee were you required to pay?	National
	n=436
Less than \$100	9.63%
\$100 - \$299	45.41%
\$300 - \$499	22.25%
\$500 and higher	22.71%
29. If you ordered a Granite/Marble headstone or marker, what setting fee were you required to pay?	National
	n=206
Less than \$100	11.65%
\$100 - \$299	51.46%
\$300 - \$499	16.99%
\$500 and higher	19.90%
30. If you ordered a Bronze Medallion, what fee were you required to pay to have the medallion placed on your privately purchased headstone?	National
	n=101
Less than \$100	33.66%
\$100 - \$299	38.61%
\$300 - \$499	15.84%
\$500 and higher	11.88%

Appendix F: Survey Results by Question (Next of Kin)

31. Was there a delay in the placement of the headstone, marker or medallion because of a difficulty to pay the setting fee?	National
	n=770
Yes	4.16%
No	92.60%
Don't know	3.25%
32. What was the gender of your loved one?	National
	n=3,093
Female	2.20%
Male	97.80%
33. Was your loved one Hispanic or Latino?	National
	n=3,037
Yes	2.67%
No	97.33%
34. What was the race of your loved one?	National
	n=3,067
White	94.65%
Black or African American	4.66%
American Indian or Alaska Native	<1%
Asian	<1%
Native Hawaiian or other Pacific Islander	<1%
35. 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=3,055
Yes	8.87%
No	91.13%

Appendix F: Survey Results by Question (Next of Kin)

36. In which of the following eras did you serve? (Mark all that apply)	National
	n=212
Vietnam War	56.60%
Gulf War	27.36%
Operation Enduring Freedom (OEF)	12.26%
Operation Iraqi Freedom (OIF)	14.15%
Korean War	13.21%
Operation New Dawn	3.77%
World War II	3.30%
37. Was your loved one your spouse?	National
	n=253
Yes	24.11%
No	75.89%
38. Are you aware that Veterans who are married to Veterans are entitled to individual gravesite headstone/marker/ medallion benefits?	National
	n=52
Yes	44.23%
No	55.77%
39. What is your gender?	National
	n=3,045
Male	22.73%
Female	77.27%
40. In what year were you born?	National
	n=2,901
18-29	<1%
30-39	<1%
40-49	3.07%
50-59	12.69%
60-69	30.71%
70+	52.84%

Appendix F: Survey Results by Question (Next of Kin)

41. Are you Hispanic or Latino?	National
	n=2,995
No	97.03%
Yes	2.97%
42. What is your race?	National
	n=3,023
White	94.38%
Black or African American	4.73%
American Indian or Alaska Native	<1%
Asian	<1%
Native Hawaiian or other Pacific Islander	<1%

Question 43 is an optional free text question for next of kin to elaborate on any question or aspect of their experience. These answers are captured in the NCA MPS 2023 Semiannual Report.

Appendix F: Survey Results by Question (Funeral Director)

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=1,711
Less than 10	44.83%
11 to 25	37.81%
26 to 40	12.51%
More than 40	4.85%
2. Please indicate the type(s) of VA headstones/markers/medallions you/your company ordered. (Mark all that apply)	National
	n=1,709
Flat Bronze	81.10%
Flat Marble/Granite	54.53%
Bronze Niche	24.75%
Upright Marble/Granite	30.43%
Bronze Medallion	20.19%
3. How do you typically order VA headstones, markers, or medallions? (Mark all that apply)	National
	n=1,704
Via the mail (to National VA)	29.34%
Via fax (to National VA)	67.72%
Via the local VA office	9.45%
Other	6.69%
4. How satisfied were you with the process you used to order the headstone, marker, or medallion?	National
	n=1,712
Very satisfied	68.11%
Somewhat satisfied	24.01%
Neither / Nor	5.90%
Somewhat dissatisfied	1.75%
Very dissatisfied	<1%
5. Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?	National
	n=1,709
Yes	23.17%
No	70.92%
Don't know	5.91%

Appendix F: Survey Results by Question (Funeral Director)

6. 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?	National
	n=485
Spoke with an NCA Customer Service Representative initially	60.21%
Transferred to NCA	5.77%
Don't know include	34.02%
7. Why did you call NCA? (Mark all that apply)	National
	n=446
To check on the status of an order	72.87%
To get help with ordering a marker	32.06%
To file a complaint about a marker	10.54%
Other	10.09%
8. How satisfied were you with the service you received from the NCA Customer Service representative?	National
	n=462
Very satisfied	76.41%
Somewhat satisfied	17.53%
Neither / Nor	4.33%
Somewhat dissatisfied	<1%
Very dissatisfied	1.08%
9. Did you visit the VA website for information about ordering the headstone, marker, or medallion?	National
	n=1,724
Yes	46.06%
No	53.94%
10. What type of information were you looking for on VA's website? (Mark all that apply)	National
	n=782
How to order a headstone/marker/medallion	20.72%
Download an order form	78.26%
Find information on documentation needed	19.95%
Find information on the certificate signed by the President of the United States honoring the Veteran's service	9.08%
Find out what could go on the headstone/marker/medallion	36.06%
Other	3.32%

Appendix F: Survey Results by Question (Funeral Director)

11. How satisfied were you with the ease of finding the information you were looking for on VA's website?	National
	n=780
Very satisfied	73.21%
Somewhat satisfied	22.69%
Neither / Nor	3.59%
Somewhat dissatisfied	<1%
Very dissatisfied	<1%
12. When completing an application for a VA headstone, marker, or medallion, do you typically:	National
	n=1,672
Complete and send to the VA	14.17%
Complete and confirm information with family member's review and signature	78.71%
Partially complete and give to family member for finalization	5.86%
Other	1.26%
13. Are you aware of the following requirements? - Memorial product orders require the signature from next of kin on written delegation of representation?	National
	n=1,712
No	1.46%
Yes	98.54%
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=1,695
No	11.86%
Yes	88.14%
14. About how long after ordering the headstone, marker, or medallion did it arrive?	National
	n=1,687
Don't know	16.00%
Less than 1 month	9.90%
Between 1 and 2 months	45.35%
Between 2 and 3 months	18.91%
Between 3 and 4 months	6.28%
More than 4 months	3.56%

Appendix F: Survey Results by Question (Funeral Director)

15. How satisfied were you with the amount of time it took to receive the headstone, marker, or medallion?	National
	n=1,686
Very satisfied	50.89%
Somewhat satisfied	30.19%
Neither / Nor	15.24%
Somewhat dissatisfied	2.85%
Very dissatisfied	<1%
16. In the past year, have you/your company had problems with a delivered headstone, marker, or medallion?	National
	n=1,698
Yes	28.27%
No	71.73%
17. About what percentage of the markers that you receive have problems?	National
	n=210
Less than 1%	71.90%
1% to 5%	20.48%
6% to 10%	5.71%
More than 10%	1.90%
18. What types of problems have you experienced with VA furnished headstones and markers? (Mark all that apply)	National
	n=196
Broken/chipped headstones/markers	43.88%
Typographical error(s)	39.80%
Wrong information/symbol	22.96%
Discoloration	3.06%
Wrong type of headstone or marker	5.61%
Other	20.41%

Appendix F: Survey Results by Question (Funeral Director)

19. How satisfied are you with the timeliness in which problems have been corrected?	National
	n=206
Very satisfied	58.74%
Somewhat satisfied	26.70%
Neither / Nor	10.68%
Somewhat dissatisfied	1.94%
Very dissatisfied	1.94%
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=1,648
Excellent	67.11%
Above average	20.63%
Average	12.20%
Below average	0.00%
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=1,636
Excellent	66.32%
Above average	20.66%
Average	12.59%
Below average	<1%
Extremely poor	<1%
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=1,636
Excellent	66.56%
Above average	20.48%
Average	12.78%
Below average	<1%
Extremely poor	<1%

Appendix F: Survey Results by Question (Funeral Director)

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=1,618
Excellent	67.12%
Above average	19.96%
Average	12.61%
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=1,444
Excellent	63.85%
Above average	21.40%
Average	14.13%
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=1,691
Very satisfied	63.81%
Somewhat satisfied	31.05%
Neither / Nor	4.79%
Somewhat dissatisfied	<1%
Very dissatisfied	0.00%
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=1,717
Yes	89.46%
No	10.54%

Appendix F: Survey Results by Question (Funeral Director)

23. Do you typically inform your clients about the program?	National
	n=341
Yes	78.59%
No	21.41%
24. Do you typically order the certificate(s) for your client?	National
	n=340
Yes	69.41%
No	30.59%
25. Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?	National
	n=1,690
Very satisfied	74.85%
Somewhat satisfied	17.22%
Neither / Nor	7.34%
Somewhat dissatisfied	<1%
Very dissatisfied	<1%

Question 26 is an optional free text question for funeral directors to elaborate on any question or how the VA Memorial Products Service could improve its services and programs. These answers are captured in the 2023 NCA MPS Semiannual Reports.