

2024

National Cemetery Administration Memorial Products Satisfaction Survey



VA



U.S. Department
of Veterans Affairs

National Report
August 2024

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Report Overview

SECTION DESCRIPTION

- This section presents an overview of the contents of this report.
- The surveys and resulting data represent the NCA's commitment to customer service, seeking feedback from those using our services, and an ongoing search for evidence-based opportunities for continuous improvement.

Report Overview

Report Overview

NCA strives to provide the best service and to be the model of excellence for burial and memorials for our Nation's Veterans and their families. The data from the administration of this survey helps NCA to assess its compliance with the Agency's mission to honor eligible Veterans, active-duty Service Members and eligible family members with final resting places in national shrines and with lasting tributes that commemorate their service and sacrifice to our Nation. Further, the feedback from next of kin and funeral directors serves to improve NCA policy, planning, and operational efforts as it relates to the quality of the services provided to Veterans and their families. The 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey and memorial products component of the 2024 Funeral Director Satisfaction Survey represent the 15th national administration of this satisfaction survey and the 11th time a web survey option was offered to respondents.

Data for the 2024 survey were collected from next of kin (NOK) and funeral directors (FD) in two fieldings:

2024 Survey Fielding Schedule			
Cohort	Survey Fielding	NOK/FD	Interment Population
Cohort 1	2/22/24 – 6/17/24	NOK (English)	1/1/23 – 6/30/23
		FD (English)	1/1/23 – 12/31/23
Cohort 2	3/29/24 – 6/17/24	NOK (English)	7/1/23 – 12/31/23
		NOK & FD (Spanish)	1/1/23 – 12/31/23

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, 2023 to December 31, 2023. Surveys were mailed to 6,795 next of kin who had ordered a Memorial Products Service (MPS) product for placement at a private cemetery during the time period of January 1, 2023 through December 31, 2023. Surveys were also mailed to 12,280 funeral directors who had worked with national, private, and state, tribal or territorial Veterans cemeteries during the same designated period of time. A total of 19,075 questionnaires (6,795 to next of kin and 12,280 to funeral directors) were mailed for this survey. A total of 5,698 completed questionnaires (3,090 next of kin and 2,608 funeral directors) were returned, which resulted in an overall survey response rate of 30.80% (46.28% for next of kin and 22.06% for funeral directors). The survey response rate calculation excludes those returned as not deliverable.

In this report survey findings are presented in nine sections.

- The first section depicts Key Performance Indicators (KPIs) derived from NCA's strategic performance measures and includes the associated KPI Targets. Survey items provide information on next of kin and funeral director overall satisfaction with VA Memorial Products and Services.
- The KPI Section contains questions and metrics that would normally fall into one of the other sections of this report. However, each question and result will only be presented once with the exception of comparative analysis.
- The remaining sections present survey findings on specific areas of satisfaction for each group (next of kin or funeral directors).
- Finally, where applicable, data for questions asked across multiple years are presented, allowing the reader to assess changes in respondent satisfaction over time.

Report Overview

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 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey and the 2024 Funeral Director Satisfaction Survey are included in this appendix.
- Appendix C: User Guide – presents an explanation of how to read and interpret the graphs and tables used in the report.
- Appendix D: Question Locator – provides a reference chart that lists each survey item and the corresponding report page number where the data can be found.
- Appendix E: Response Rates – presents response rates for the 2024 VA Memorial Next of Kin/Family Member Satisfaction Survey and the 2024 Funeral Director Satisfaction Survey.
- Appendix F: Survey Results by Question – reports the next of kin and funeral director survey results by question.

The table below provides references to abbreviations used throughout the report.

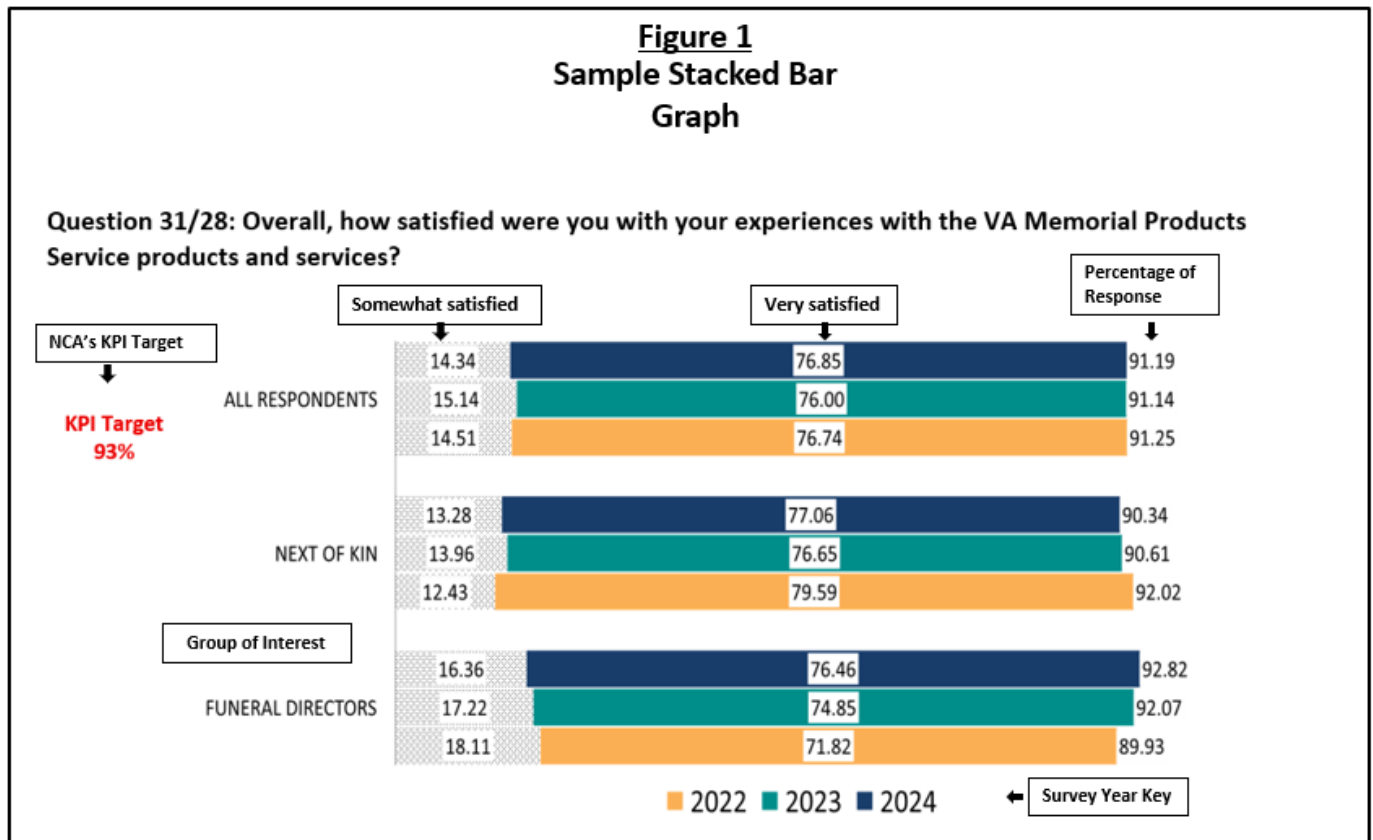
Survey Source and Question Abbreviations	
Shorthand	Survey Source
Question xx/yy	"Question xx/yy" denotes that the question was asked to both next of kin and funeral directors. The first number (xx) is the question number for next of kin, and the second number (yy) is the question number for funeral directors. These questions are derived from the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey and memorial products component of the 2024 Funeral Director Satisfaction Survey, respectively.
MPS NOK Qxx	"MPS NOK" denotes that the question was derived from the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey.
MPS FD Qyy	"MPS FD" denotes that the question was derived from the memorial products component of the 2024 Funeral Director Satisfaction Survey.
GEN FD Qyy	"GEN FD" denotes that the question was derived from the "2024 Funeral Director National Satisfaction Survey" component of the 2024 Funeral Director Satisfaction Survey.
NC NOK Qxx	"NC NOK" denotes that the question was derived from the 2024 National Cemeteries Next of Kin/Family Member Satisfaction Survey.
STVC NOK Qxx	"STVC NOK" denotes that the question was derived from the 2024 State, Tribal or Territorial Veterans Cemeteries Next of Kin/Family Member Satisfaction Survey.

Unless otherwise annotated in the Section Description, the questions and data in this report were primarily sourced from the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey and memorial products component of the 2024 Funeral Director Satisfaction Survey, respectively.

Report Overview

Throughout this report, stacked bar graphs are used to show the percentage of participants responding positively to survey items across all respondents. When applicable, aggregate and break-out views are presented for next of kin and funeral director respondents of the same question. A sample stacked bar graph is presented below (see Figure 1) with labels to aid in interpretation of these graphs used throughout this report. Appendix C (page 151) further details how to interpret the graphs and tables used in this report.

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



Key Performance Indicators

SECTION DESCRIPTION

- This section presents survey findings from next of kin and funeral directors on NCA's five key performance indicators for memorial products and services.
- Please refer to the Report Overview section (page 3) for an overview of the contents of the report.

Key Performance Indicators

Key Performance Indicators

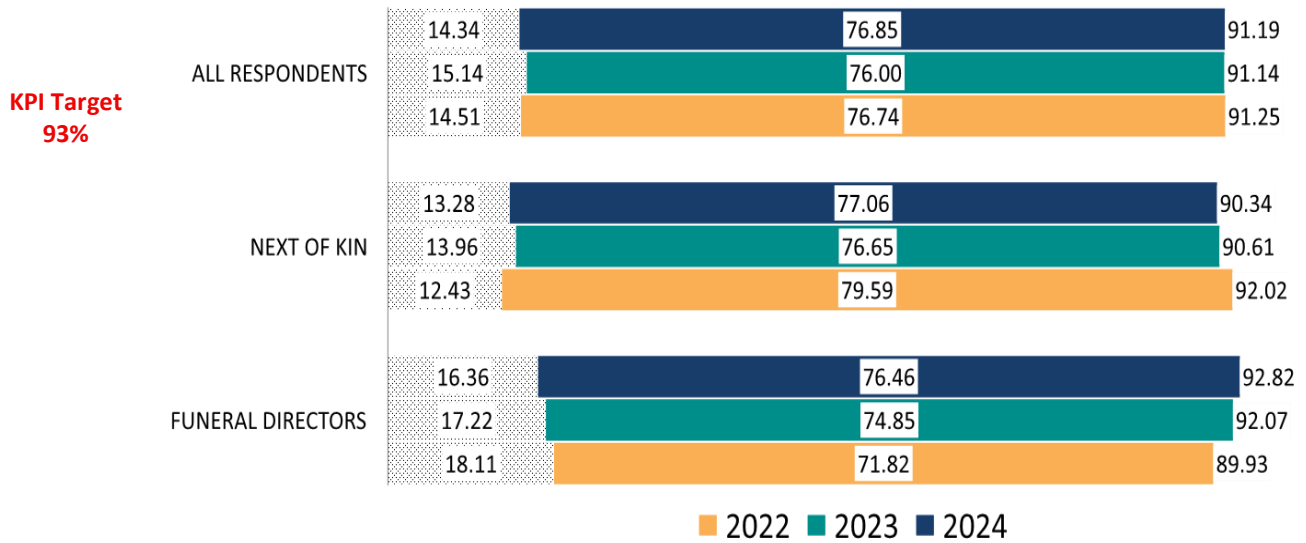
	24 NCA SPM TARGET	2024 NCA ACTUAL
OVERALL SATISFACTION		
Overall satisfaction with experience with VA MPS products/services (MPS Q31/28)	SPM 24 (93%)	91.19%
Agree that quality of headstone, marker, or medallion was excellent (MPS FD Q24)	SPM 23 (95%)	93.90%
QUALITY OF PRODUCTS AND SERVICES		
Satisfaction with quality of certificate (PMC) (MPS NOK Q28)	SPM 20 (92%)	90.95%
Satisfaction with process used to order headstone, marker, or medallion (MPS Q17/5)	SPM 21 (93%)	91.23%
Satisfaction with amount of time to receive headstone, marker, or medallion (MPS Q21/18)	SPM 22 (82%)	83.23%

KPI Target Source

Strategic Performance Measure (SPM) Targets- 2024 NCA Operational and Customer Service Strategic Performance Measures (FY24 Target), Strategic Performance Measures Targets as defined by NCA leadership and published by NCA Performance Analysis & Planning Service (42A).

Key Performance Indicators

Question 31/28: Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?



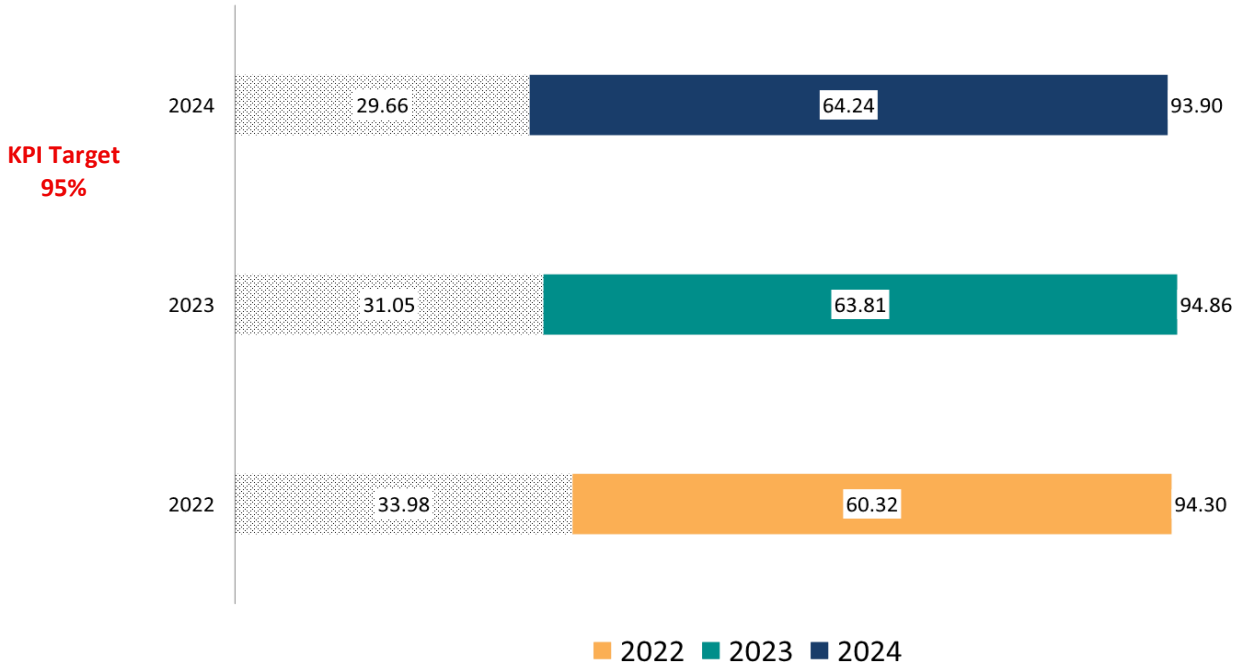
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
ALL RESPONDENTS	2024	4476	76.85%	0.85%	14.34%	6.90%	1.07%	0.83%
	2023	4684	76.00%	-0.74%	15.14%	6.32%	1.52%	1.02%
	2022	4437	76.74%	-1.23%	14.51%	7.03%	1.08%	0.63%
NEXT OF KIN	2024	2930	77.06%	0.41%	13.28%	7.00%	1.47%	1.19%
	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%
FUNERAL DIRECTORS	2024	1546	76.46%	1.61%	16.36%	6.73%	0.32%	0.13%
	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%

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

Key Performance Indicators

MPS FD Q24: 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



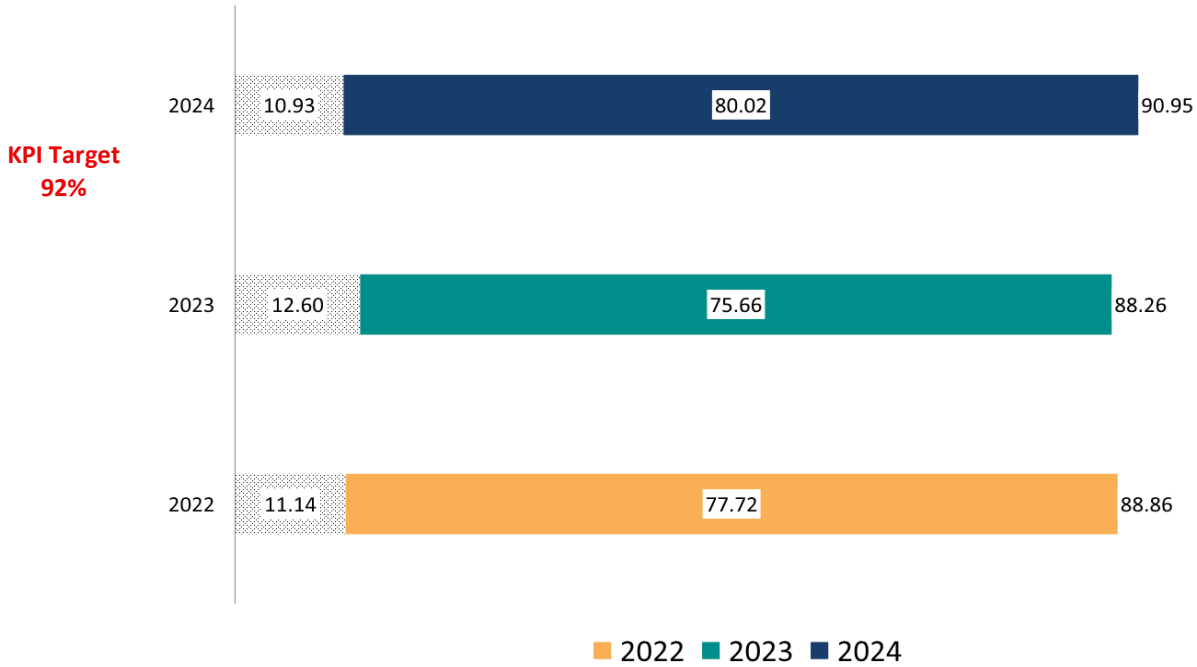
	Year	n	Strongly agree	*Change Score	Agree	Neither / Nor	Disagree	Strongly disagree
FUNERAL DIRECTORS	2024	1541	64.24%	0.43%	29.66%	5.58%	0.39%	0.13%
	2023	1691	63.81%	3.49%	31.05%	4.79%	0.35%	0.00%
	2022	1648	60.32%	-2.82%	33.98%	5.52%	0.18%	0.00%

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

Key Performance Indicators

MPS NOK Q28: 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



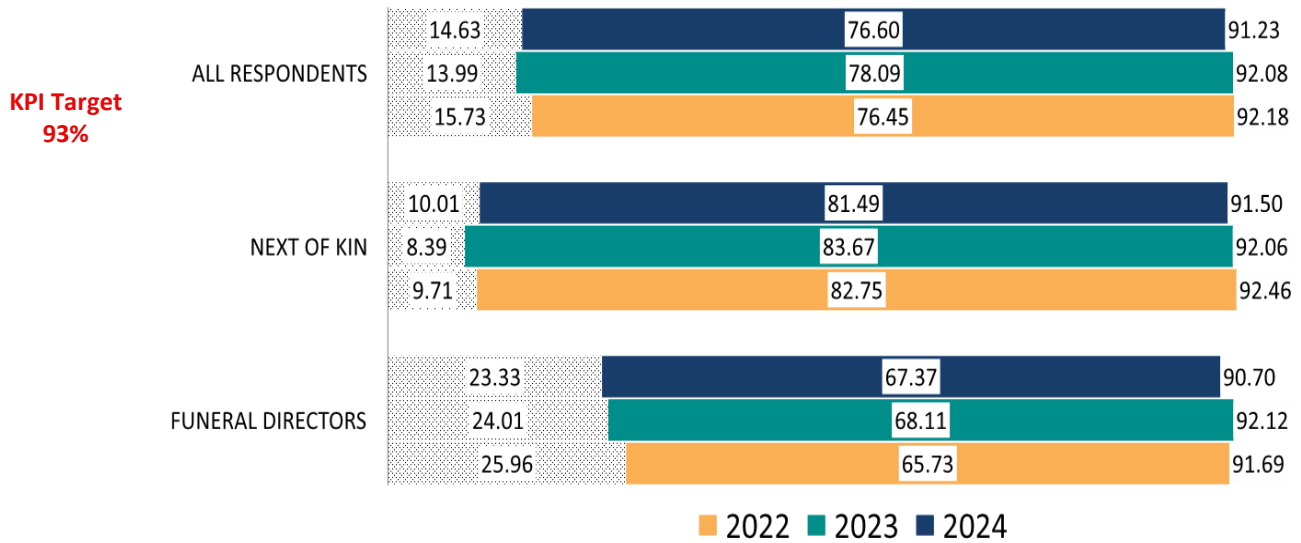
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2024	1006	80.02%	4.36%	10.93%	7.75%	0.60%	0.70%
	2023	1508	75.66%	-2.06%	12.60%	10.21%	1.06%	0.46%
	2022	1903	77.72%	-4.97%	11.14%	8.99%	1.10%	1.05%

*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 MPS NOK Q27.

Key Performance Indicators

Question 17/5: How satisfied were you with the process you used to order the headstone, marker, or medallion?

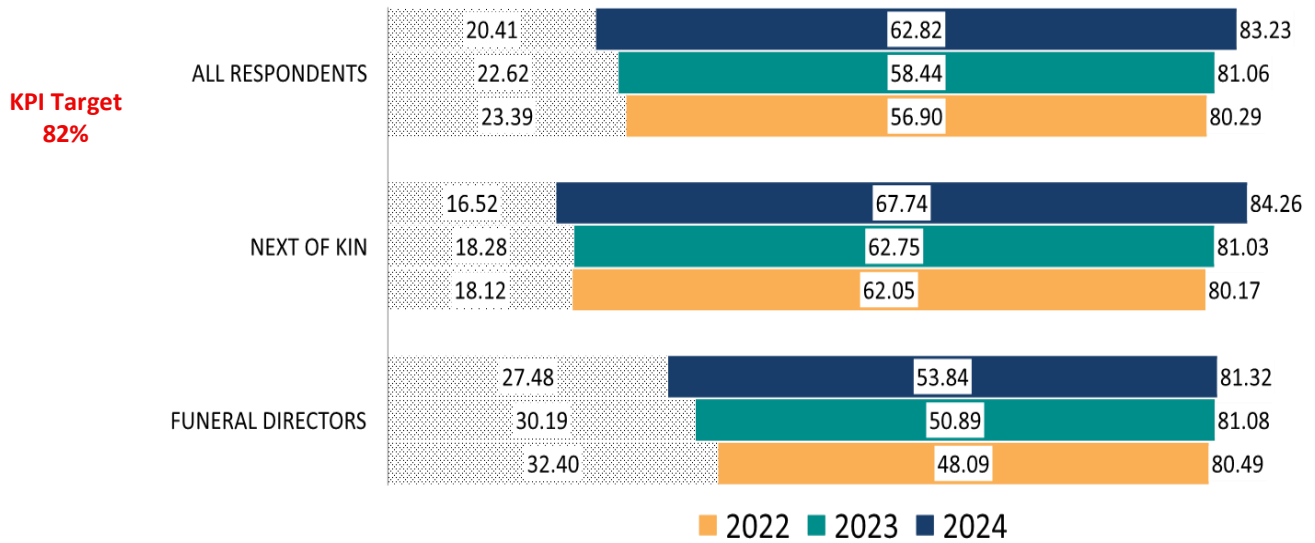


	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
ALL RESPONDENTS	2024	4629	76.60%	-1.49%	14.63%	5.34%	2.18%	1.25%
	2023	4774	78.09%	1.64%	13.99%	4.32%	2.16%	1.45%
	2022	4513	76.45%	-2.29%	15.73%	4.65%	1.68%	1.48%
NEXT OF KIN	2024	3026	81.49%	-2.18%	10.01%	4.36%	2.35%	1.78%
	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%
FUNERAL DIRECTORS	2024	1603	67.37%	-0.74%	23.33%	7.17%	1.87%	0.25%
	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%

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

Key Performance Indicators

Question 21/18: How satisfied were you with the amount of time it took to receive the headstone, marker, or medallion?



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
ALL RESPONDENTS	2024	4518	62.82%	4.38%	20.41%	11.11%	3.41%	2.26%
	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%
NEXT OF KIN	2024	2917	67.74%	4.99%	16.52%	8.67%	3.81%	3.26%
	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%
FUNERAL DIRECTORS	2024	1601	53.84%	2.95%	27.48%	15.55%	2.69%	0.44%
	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%

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

Cemetery Selection and Awareness of Benefits

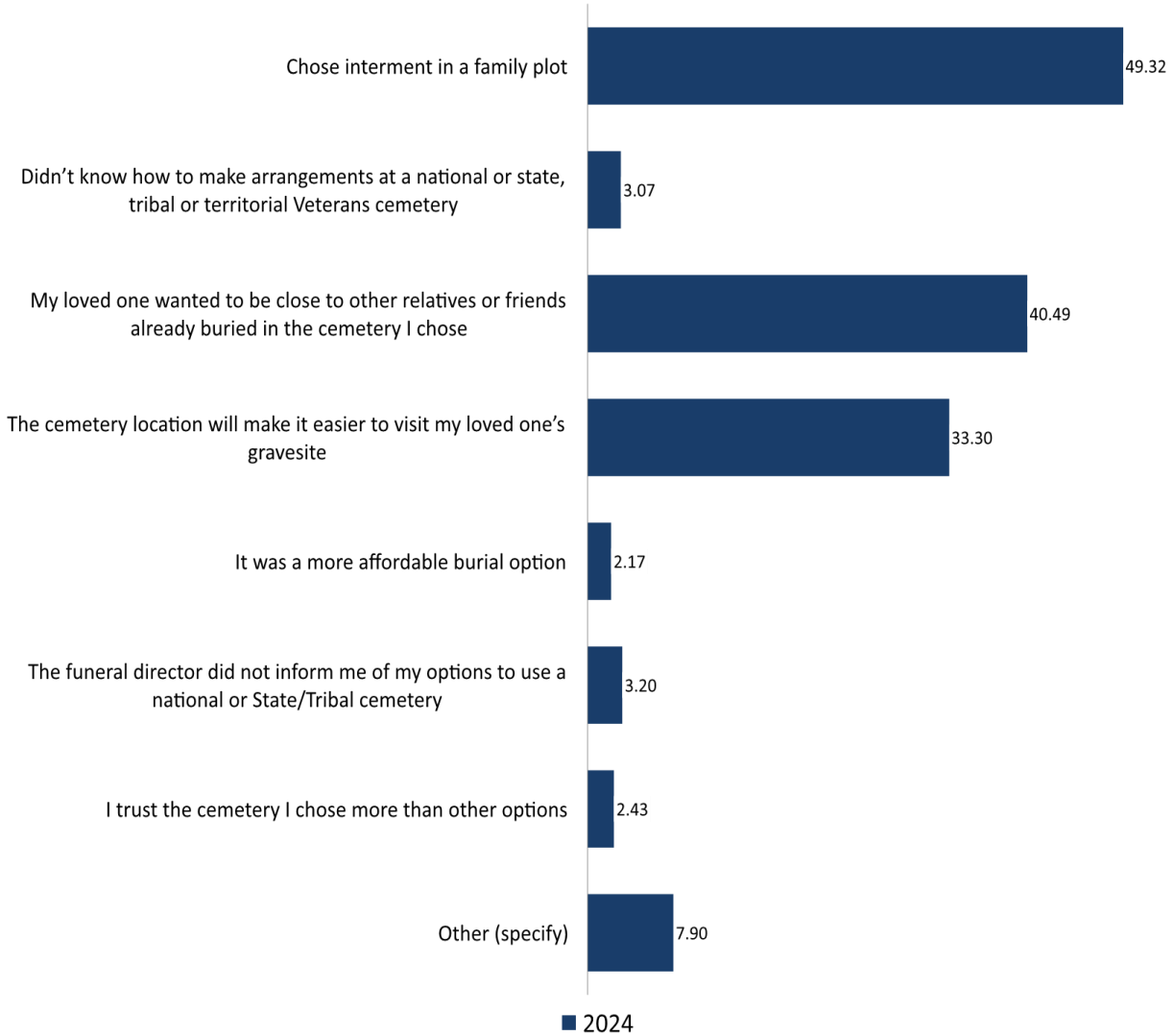
SECTION DESCRIPTION

- This section presents survey findings from next of kin on reasons why they chose the cemetery and their awareness of benefits.
- Please refer to the Report Overview section (page 4) for an overview of the contents of the report.

Cemetery Selection and Awareness of Benefits

MPS NOK Q1: Why did you inter your loved one in the cemetery you chose rather than in a VA national or state, tribal or territorial Veterans cemetery? (Mark all that apply)

NEXT OF KIN



2024: n = 3,090

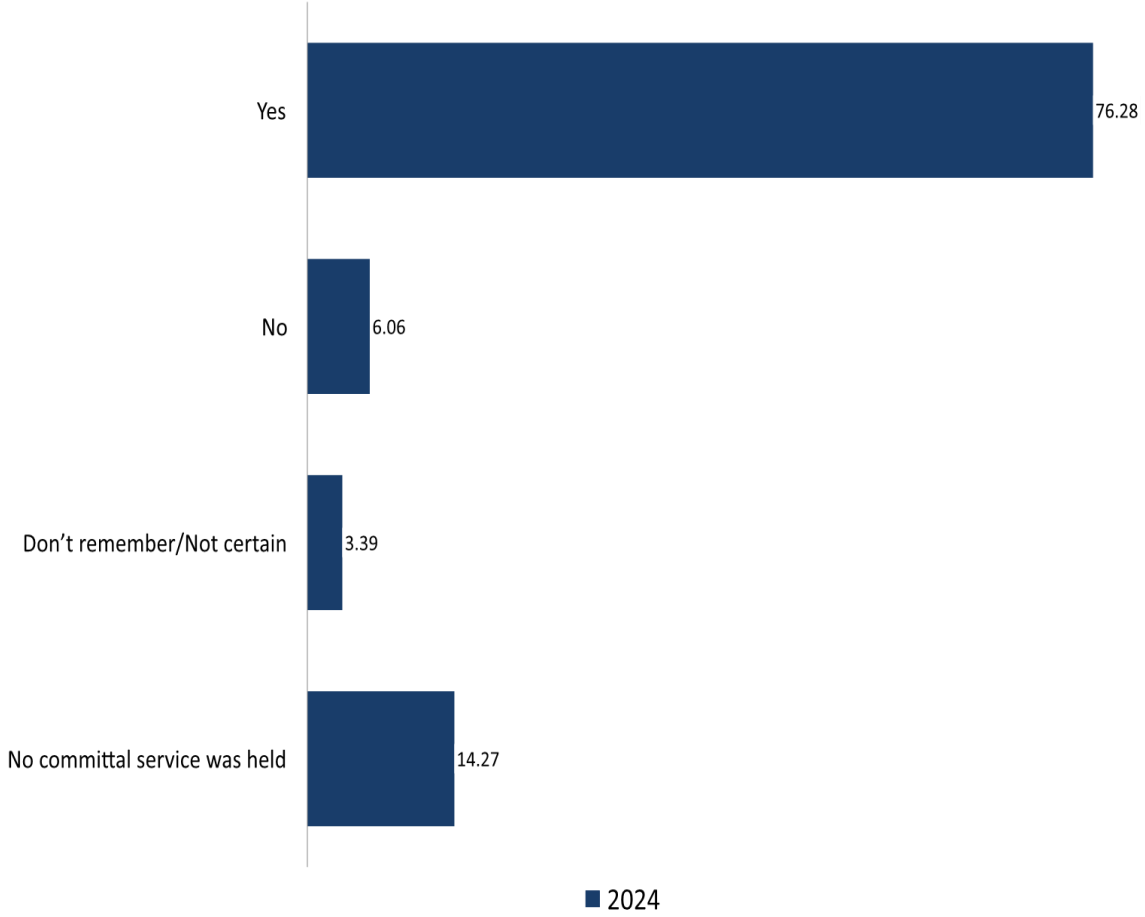
Note: MPS NOK Q1 was added as a new question to the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey.

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

Cemetery Selection and Awareness of Benefits

MPS NOK Q3: Did you attend the committal service?

NEXT OF KIN



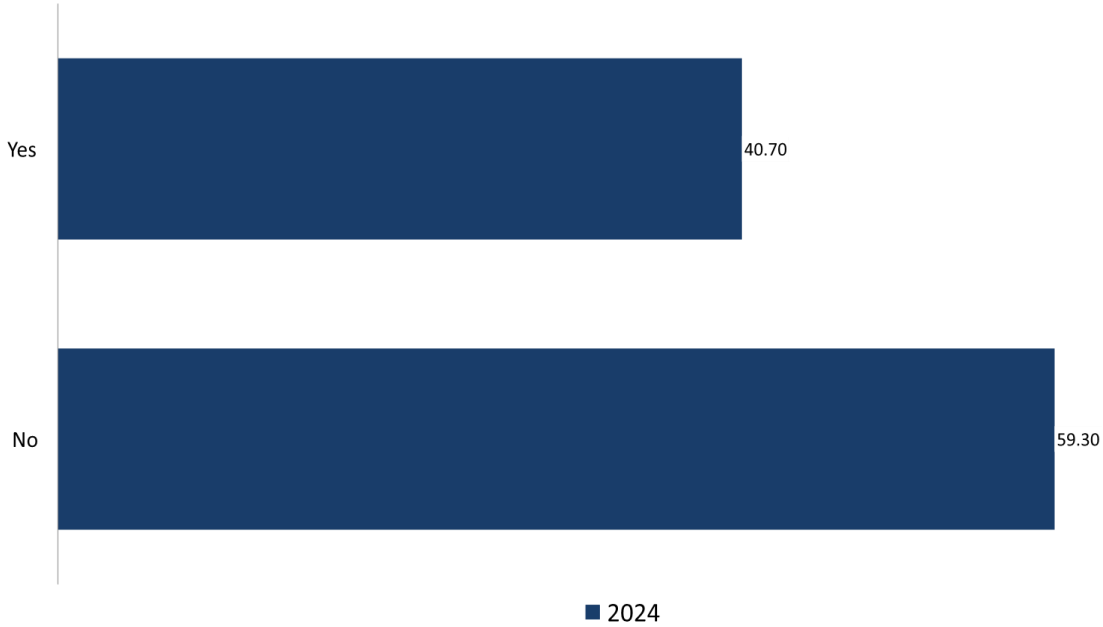
	Year	n	Yes	No	Don't remember/Not certain	No committal service was held
NEXT OF KIN	2024	2922	76.28%	6.06%	3.39%	14.27%

Note: MPS NOK Q3 was added as a new question to the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey.

Cemetery Selection and Awareness of Benefits

MPS NOK Q4: Prior to your time of need, were you aware of the benefits related to burial in a national, state, tribal or territorial cemetery?

NEXT OF KIN



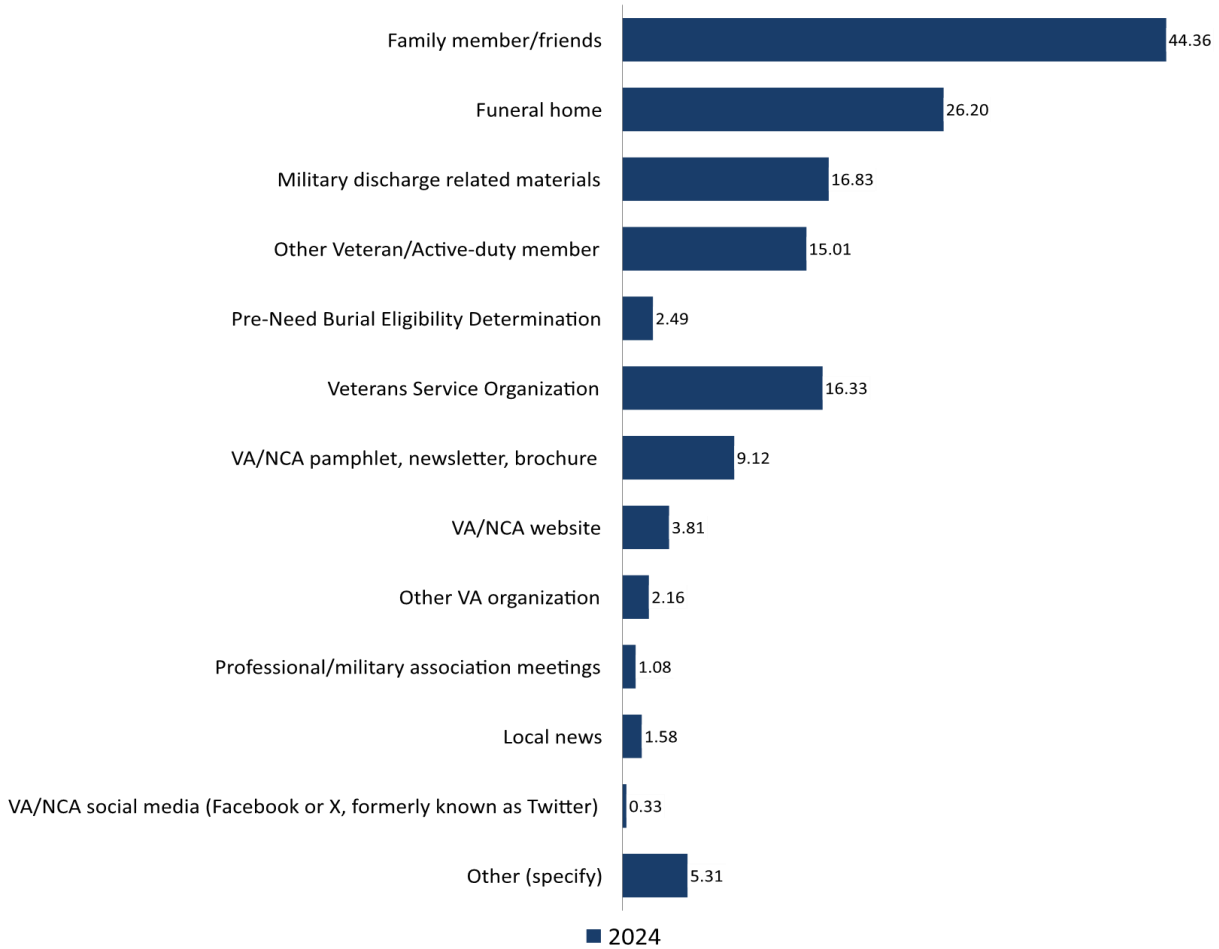
	Year	n	Yes	No
NEXT OF KIN	2024	2963	40.70%	59.30%

Note: MPS NOK Q4 was added as a new question to the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey.

Cemetery Selection and Awareness of Benefits

MPS NOK Q5: How did you learn of these benefits prior to your time of need? *(Mark all that apply)*

NEXT OF KIN



2024: n = 1,206

Note: MPS NOK Q5 was added as a new question to the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey.

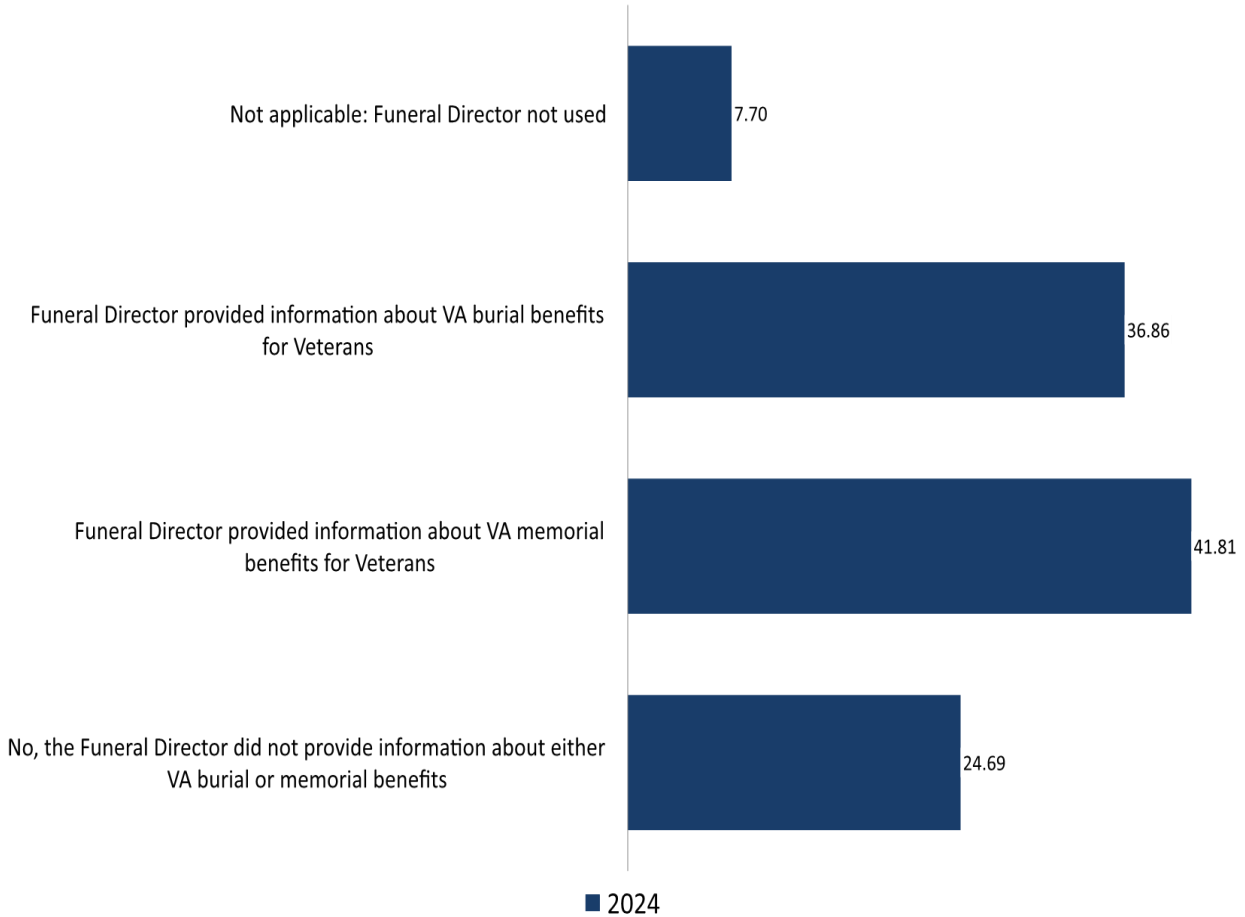
Note: As respondents could select more than one response option, percentages may not sum to 100%.

Note: This question only applies to respondents who indicated "Yes" to MPS NOK Q4.

Cemetery Selection and Awareness of Benefits

MPS NOK Q6: Did the funeral director provide information about burial and memorial benefits available for Veterans? (Mark all that apply)

NEXT OF KIN



2024: n = 3,090

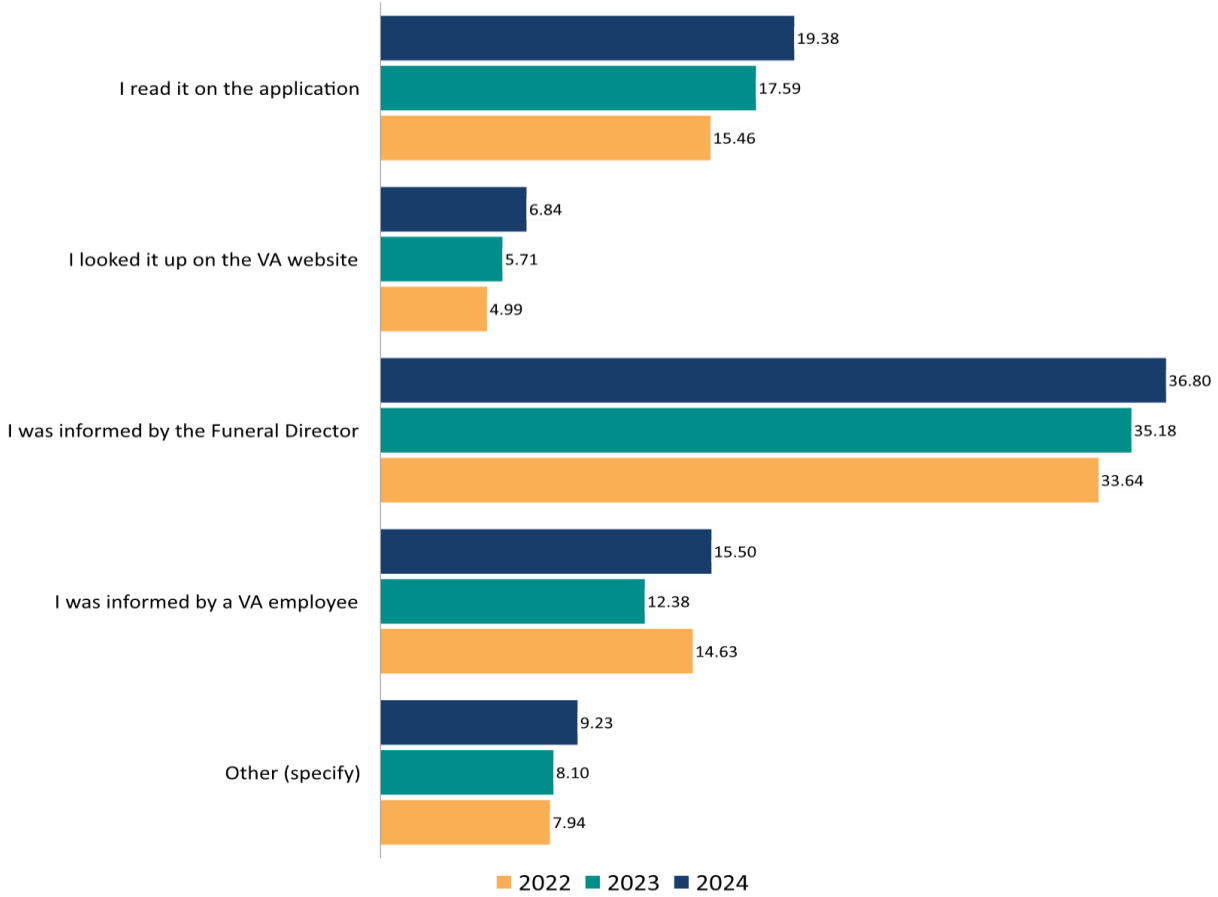
Note: MPS NOK Q6 was added as a new question to the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey.

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

Cemetery Selection and Awareness of Benefits

MPS NOK Q19: 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

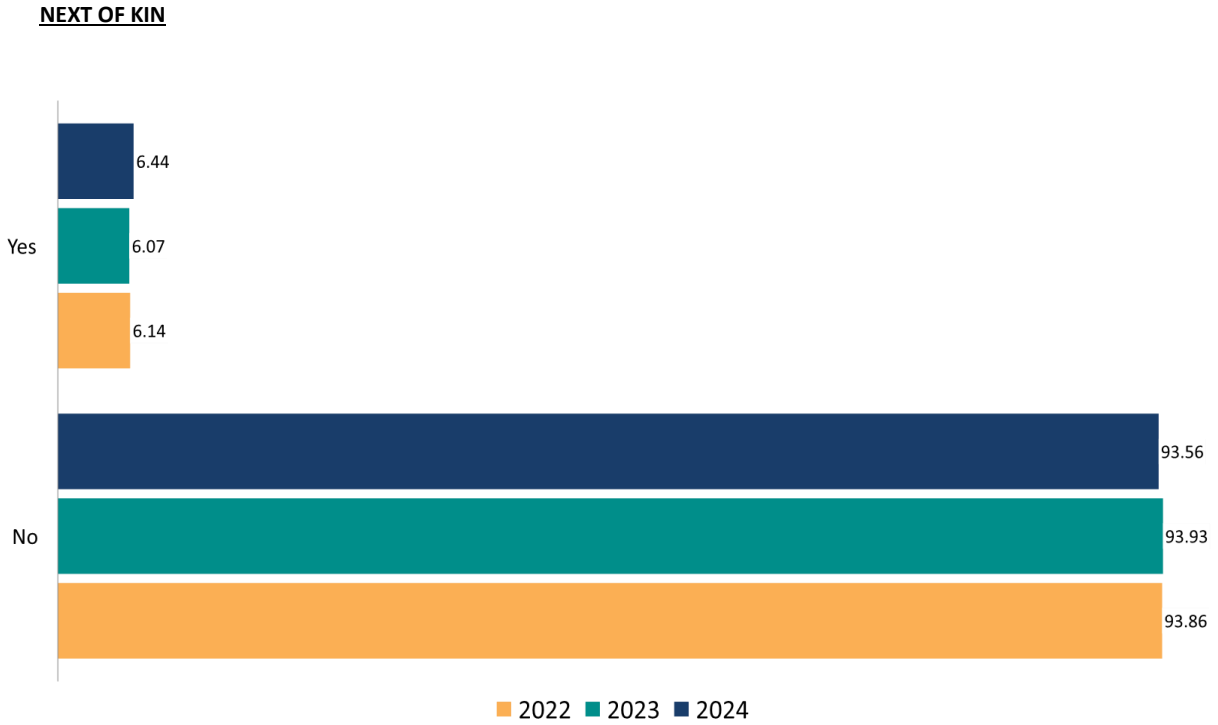


	Year	n	I read it on the application	I looked it up on the VA website	I was informed by the Funeral Director	I was informed by a VA employee	Other (specify)
NEXT OF KIN	2024	2807	19.38%	6.84%	36.80%	15.50%	9.23%
	2023	2803	17.59%	5.71%	35.18%	12.38%	8.10%
	2022	2646	15.46%	4.99%	33.64%	14.63%	7.94%

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

Cemetery Selection and Awareness of Benefits

MPS NOK Q32: Are you aware of the NCA Pre-Need Eligibility process?

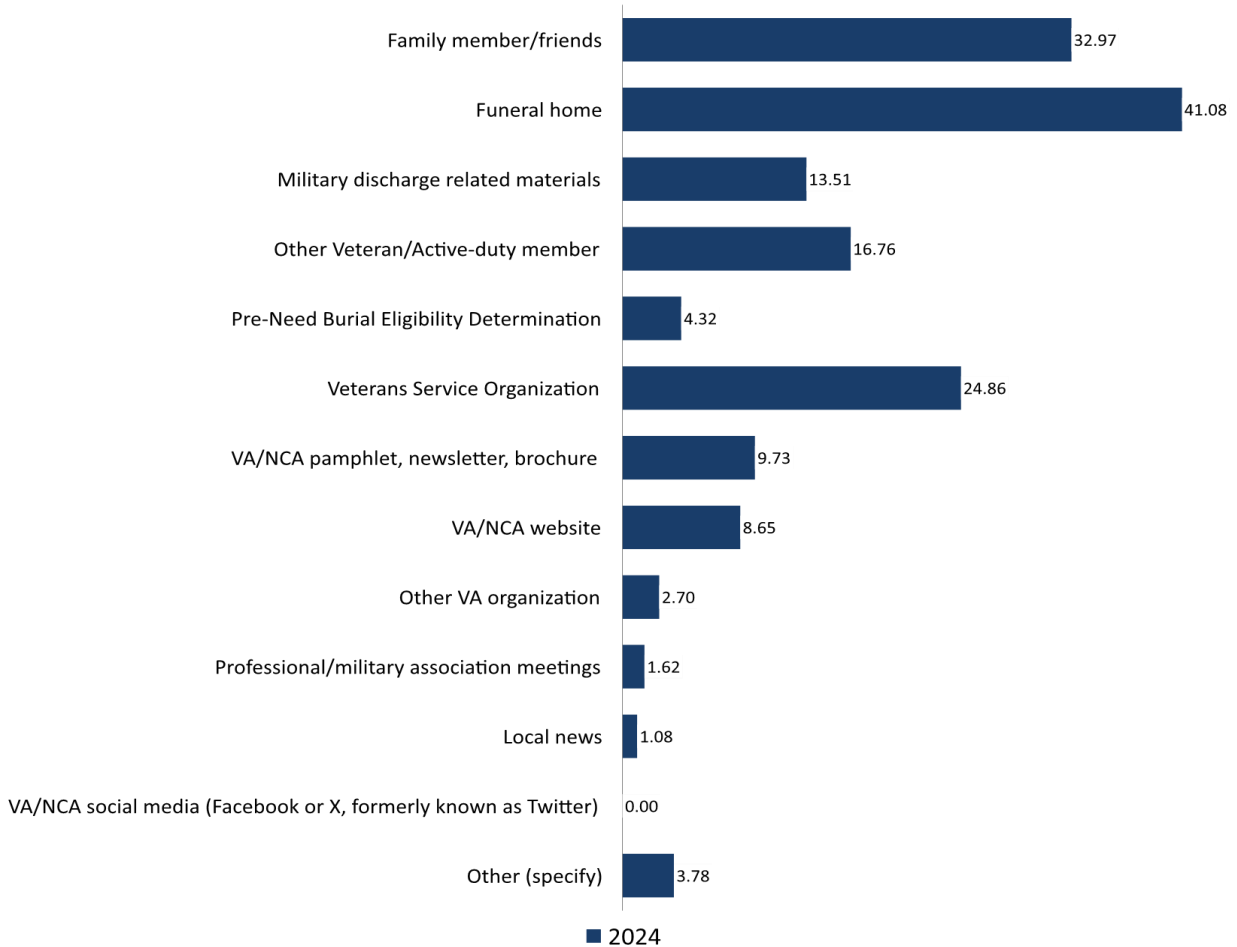


	Year	n	Yes	No
NEXT OF KIN	2024	2872	6.44%	93.56%
	2023	2602	6.07%	93.93%
	2022	2475	6.14%	93.86%

Cemetery Selection and Awareness of Benefits

MPS NOK Q33: How did you become aware of the Pre-Need opportunity? (Mark all that apply)

NEXT OF KIN



2024: n = 185

Note: MPS NOK Q33 was added as a new question to the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey.

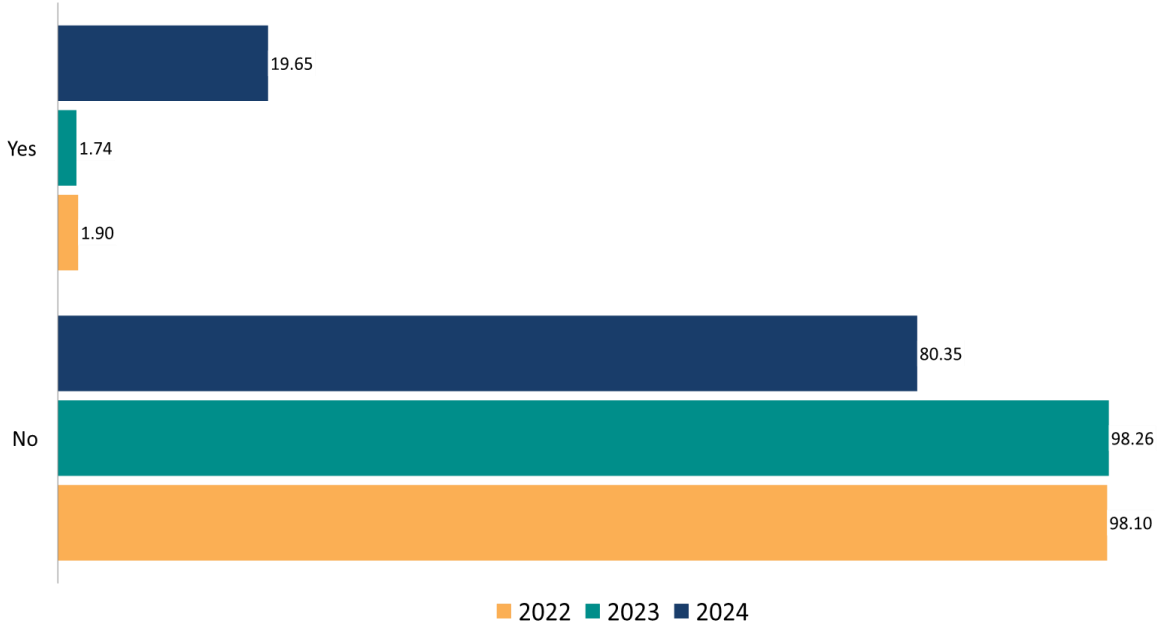
Note: As respondents could select more than one response option, percentages may not sum to 100%.

Note: This question only applies to respondents who indicated "Yes" to MPS NOK Q32.

Cemetery Selection and Awareness of Benefits

MPS NOK Q34: Have you applied for Pre-Need Eligibility?

NEXT OF KIN



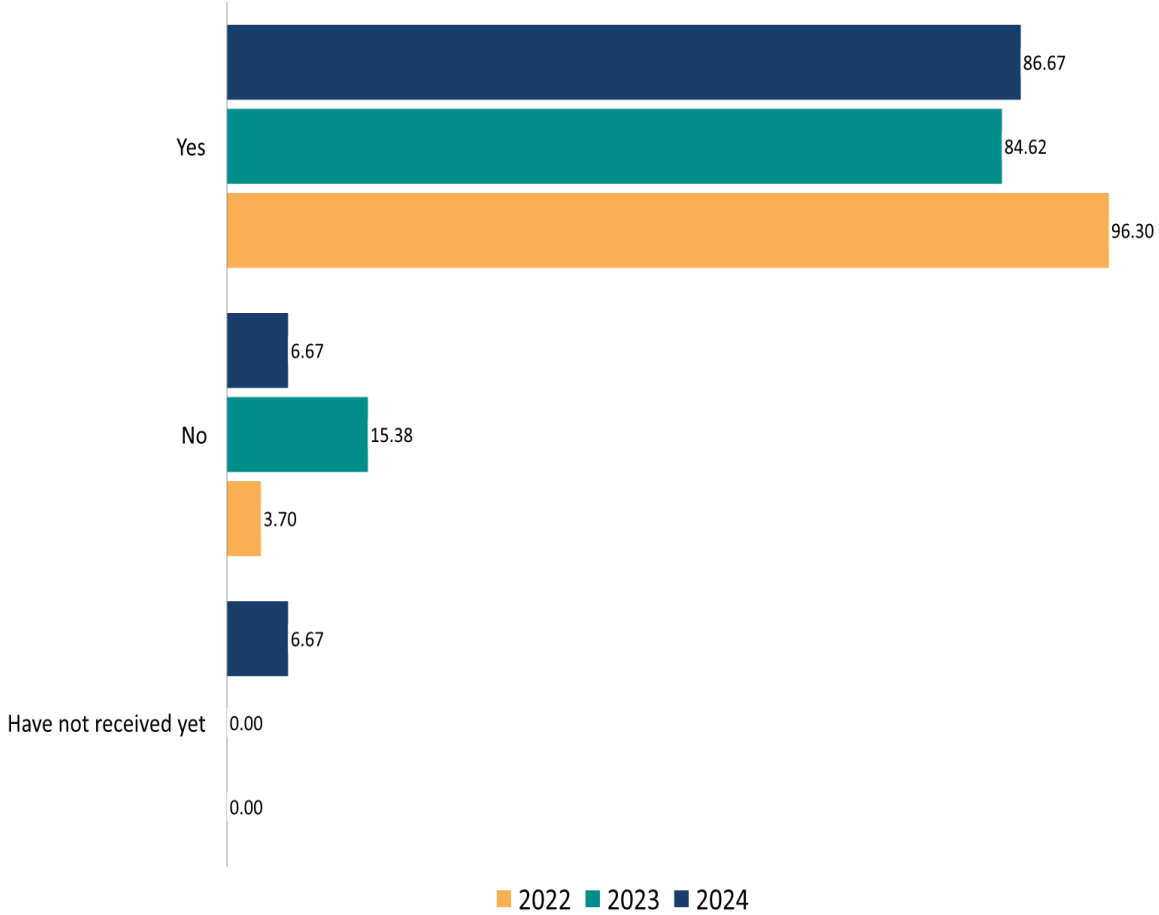
	Year	n	Yes	No
NEXT OF KIN	2024	173	19.65%	80.35%
	2023	1834	1.74%	98.26%
	2022	1685	1.90%	98.10%

Note: In 2024, this question only applies to respondents who indicated "Yes" to MPS NOK Q32. Prior to 2024 all respondents could answer this question.

Cemetery Selection and Awareness of Benefits

MPS NOK Q35: Were you satisfied with the length of time it took to receive a certificate of eligibility?

NEXT OF KIN



	Year	n	Yes	No	Have not received yet
NEXT OF KIN	2024	30	86.67%	6.67%	6.67%
	2023	26	84.62%	15.38%	0.00%
	2022	27	96.30%	3.70%	0.00%

Note: This question only applies to respondents who indicated "Yes" to MPS NOK Q34.

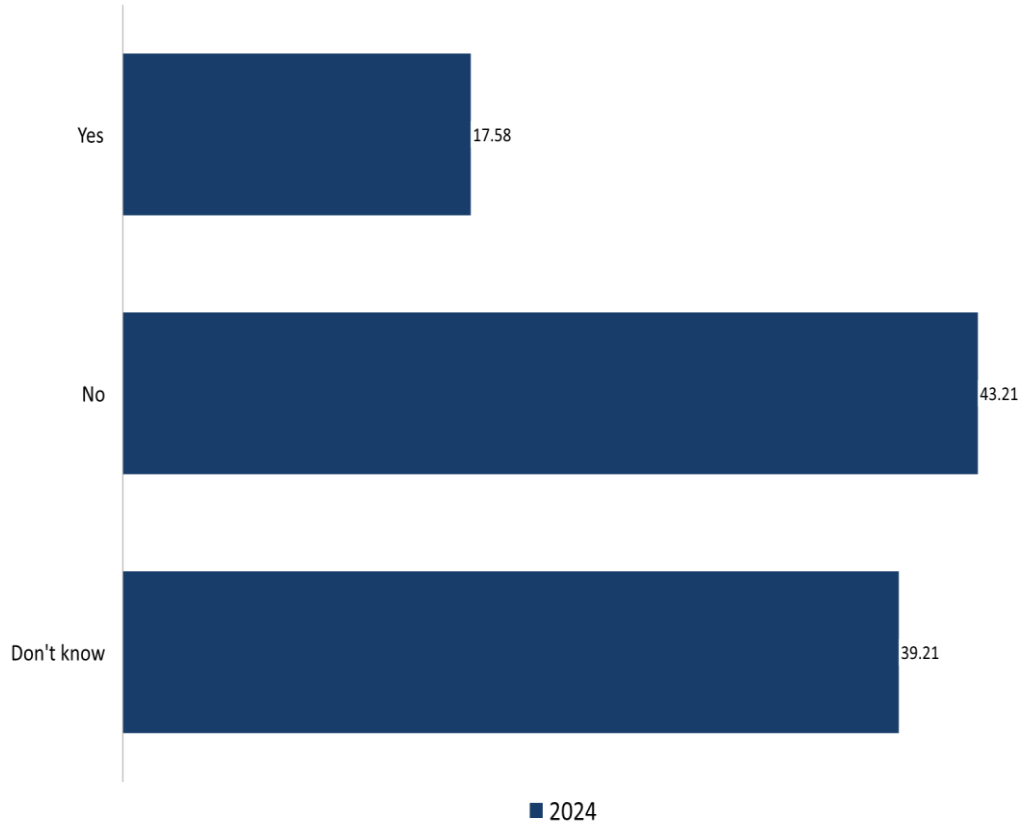
Note: Prior to 2024 the question wording was: If you applied, were you satisfied with the length of time it took to receive a certificate of approval?

Note: In 2024, the response option "Have not received yet" was added.

Cemetery Selection and Awareness of Benefits

MPS NOK Q36: Are you aware of the PACT Act (The Sergeant First Class Heath Robinson Honoring our Promise to Address Comprehensive Toxics Act) and the expanded eligibility of VA health care for Veterans with toxic exposure?

NEXT OF KIN



	Year	n	Yes	No	Don't know
NEXT OF KIN	2024	2844	17.58%	43.21%	39.21%

Note: MPS NOK Q36 was added as a new question to the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey.

Satisfaction with Headstone/Marker/Medallion Ordering Process

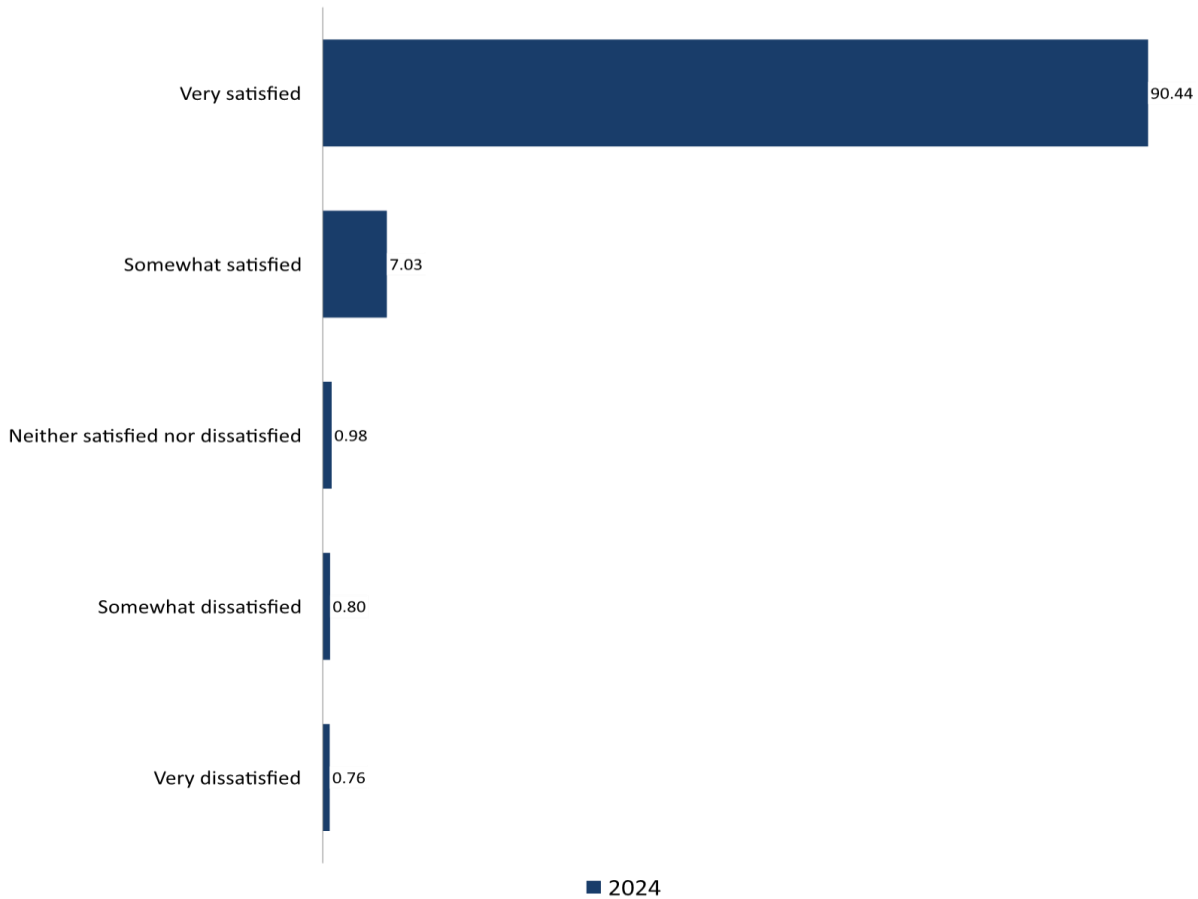
SECTION DESCRIPTION

- 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.
- Please refer to the Key Performance Indicator (KPI) section of the report (page 7) for this section's KPIs: Satisfaction with process used to order headstone, marker, or medallion (MPS Q17/5) and satisfaction with amount of time to receive headstone, marker, or medallion (MPS Q21/18).
- This section also presents survey findings from the 2024 National Cemeteries Next of Kin/Family Member Satisfaction Survey and the 2024 State, Tribal or Territorial Veterans Cemeteries Next of Kin/Family Member Satisfaction Survey regarding satisfaction with the amount of time for permanent placement, accuracy of inscription and quality and appearance of the headstone, marker or columbarium niche cover.
- Please refer to the Report Overview section (page 3) for an overview of the contents of the report.

Satisfaction with Headstone/Marker/Medallion Ordering Process

MPS NOK Q23: Overall, how satisfied were you with the quality and appearance of the headstone, marker, or medallion when it arrived?

NEXT OF KIN



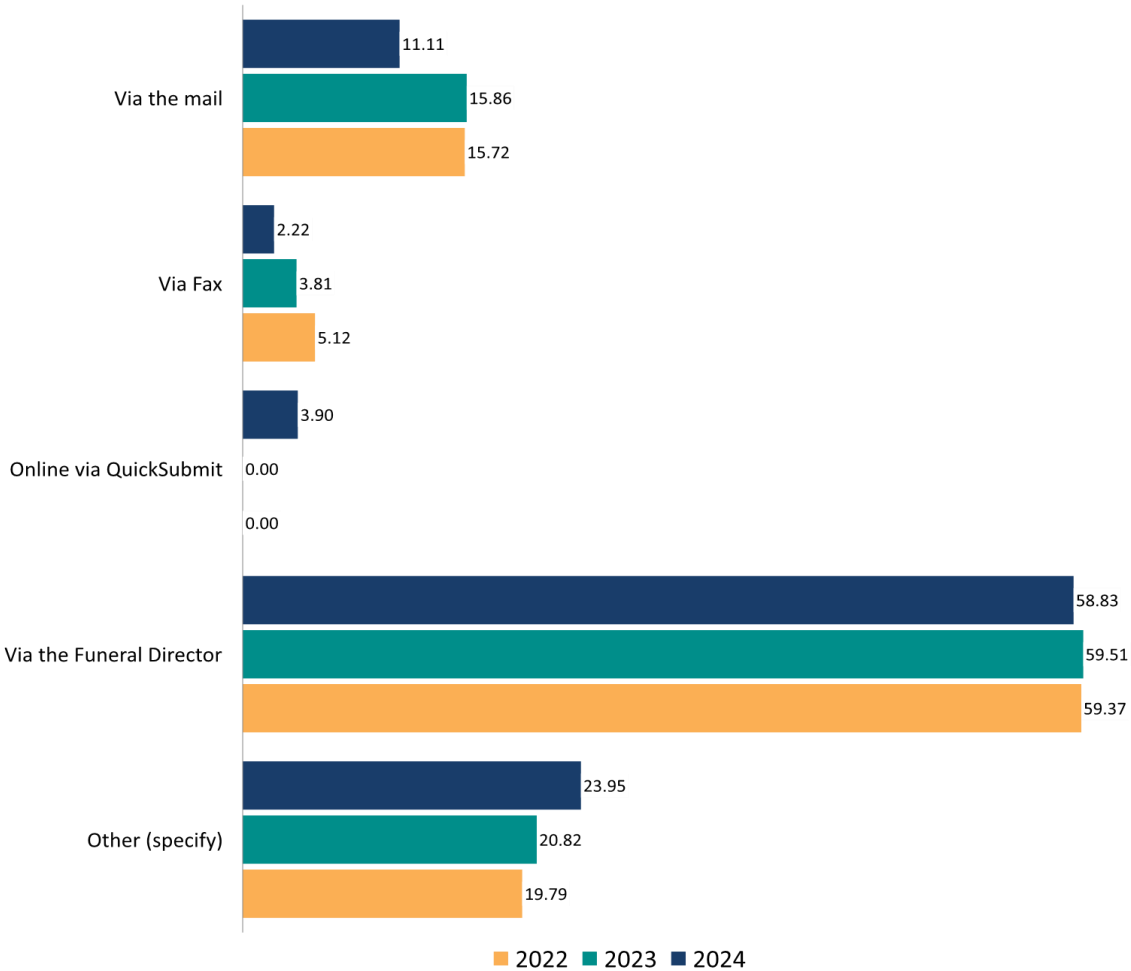
	Year	n	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2024	2761	90.44%	7.03%	0.98%	0.80%	0.76%

Note: MPS NOK Q23 was added as a new question to the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey.

Satisfaction with Headstone/Marker/Medallion Ordering Process

MPS NOK Q15: How did you order the headstone, marker, or medallion? (Mark only one)

NEXT OF KIN



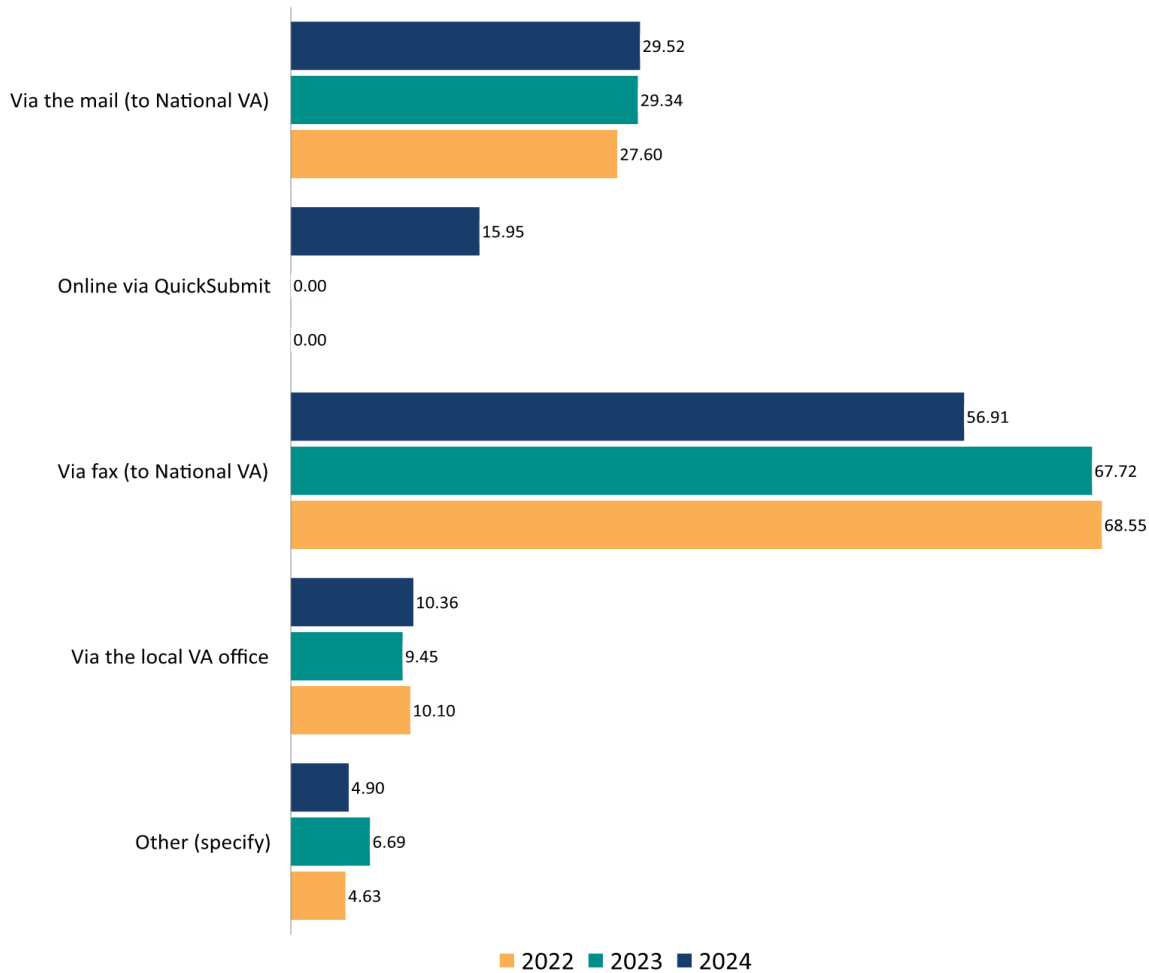
	Year	n	Via the mail	Via Fax	Online via QuickSubmit	Via the Funeral Director	Other (specify)
NEXT OF KIN	2024	2844	11.11%	2.22%	3.90%	58.83%	23.95%
	2023	2939	15.86%	3.81%	0.00%	59.51%	20.82%
	2022	2754	15.72%	5.12%	0.00%	59.37%	19.79%

Note: In 2024, the response option "Online via QuickSubmit" was added.

Satisfaction with Headstone/Marker/Medallion Ordering Process

MPS FD Q4: How do you typically order VA headstones, markers, or medallions? *(Mark all that apply)*

FUNERAL DIRECTORS



	Year	n	Via the mail (to National VA)	Online via QuickSubmit	Via fax (to National VA)	Via the local VA office	Other (specify)
FUNERAL DIRECTORS	2024	1592	29.52%	15.95%	56.91%	10.36%	4.90%
	2023	1704	29.34%	0.00%	67.72%	9.45%	6.69%
	2022	1663	27.60%	0.00%	68.55%	10.10%	4.63%

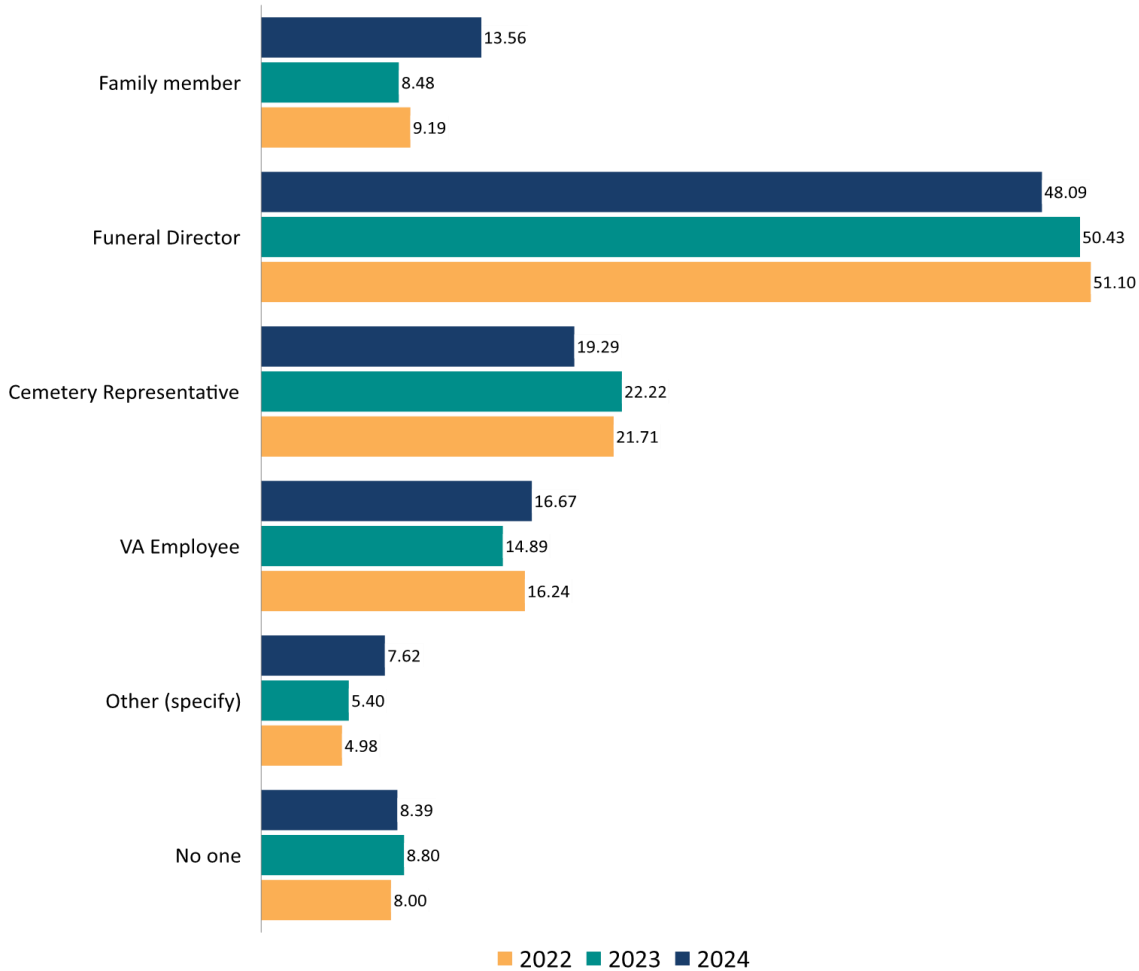
Note: In 2024, the response option “Online via QuickSubmit” was added.

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

Satisfaction with Headstone/Marker/Medallion Ordering Process

MPS NOK Q16: Who helped you with ordering the headstone/marker/medallion? (Mark all that apply)

NEXT OF KIN



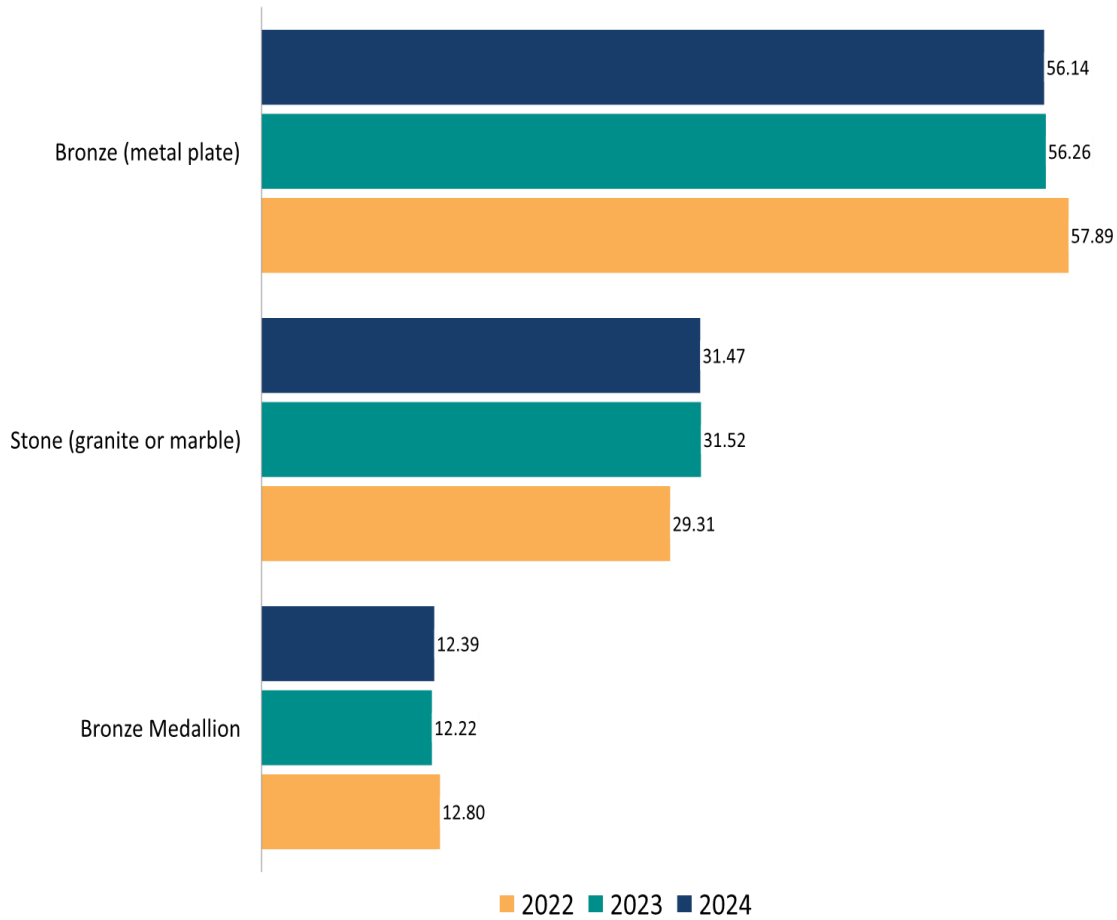
	Year	n	Family member	Funeral Director	Cemetery Representative	VA Employee	Other (specify)	No one
NEXT OF KIN	2024	3017	13.56%	48.09%	19.29%	16.67%	7.62%	8.39%
	2023	3056	8.48%	50.43%	22.22%	14.89%	5.40%	8.80%
	2022	2851	9.19%	51.10%	21.71%	16.24%	4.98%	8.00%

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

Satisfaction with Headstone/Marker/Medallion Ordering Process

MPS NOK Q14: What type of headstone, marker, or medallion did you order?

NEXT OF KIN

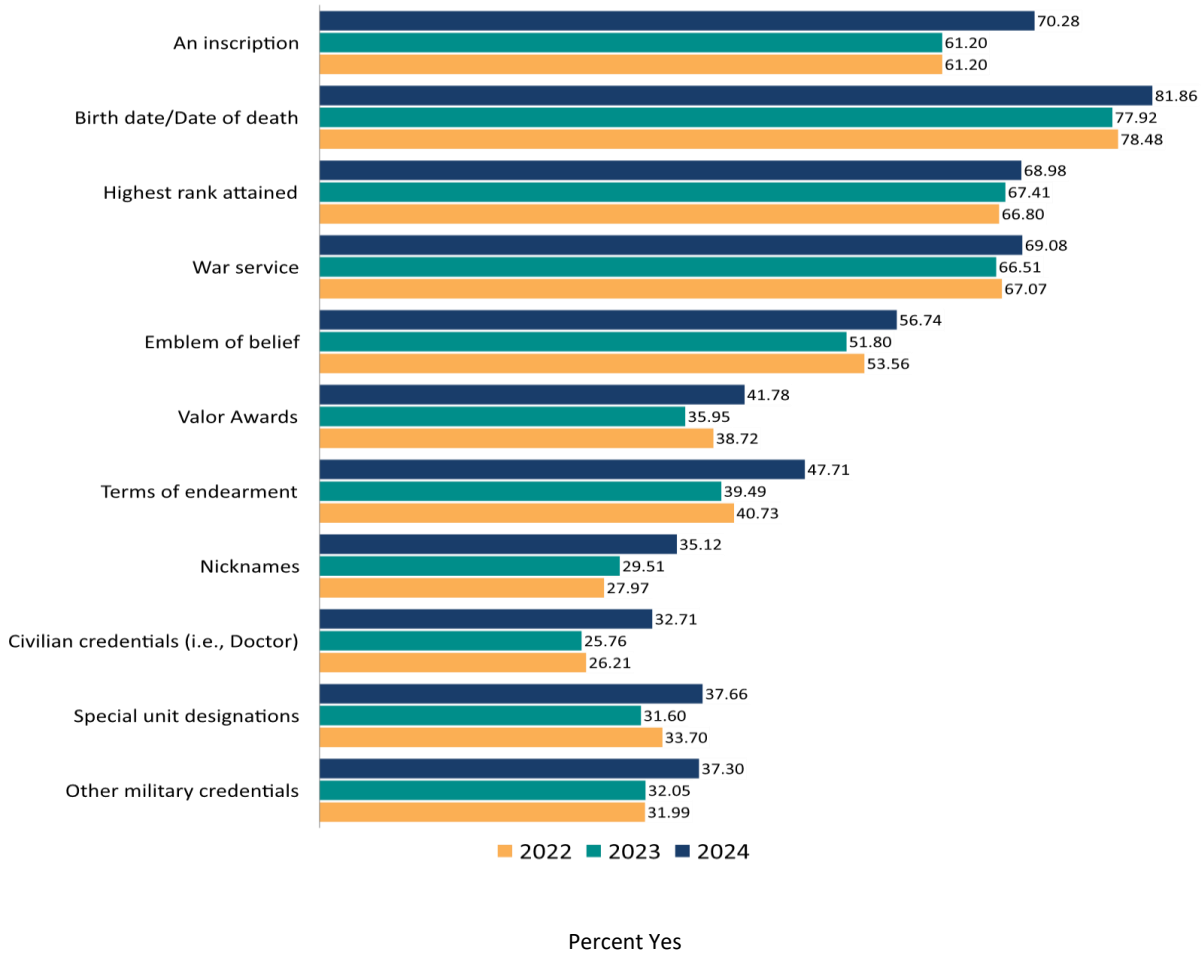


	Year	n	Bronze (metal plate)	Stone (granite or marble)	Bronze Medallion
NEXT OF KIN	2024	2882	56.14%	31.47%	12.39%
	2023	2970	56.26%	31.52%	12.22%
	2022	2750	57.89%	29.31%	12.80%

Satisfaction with Headstone/Marker/Medallion Ordering Process

MPS NOK Q18: 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

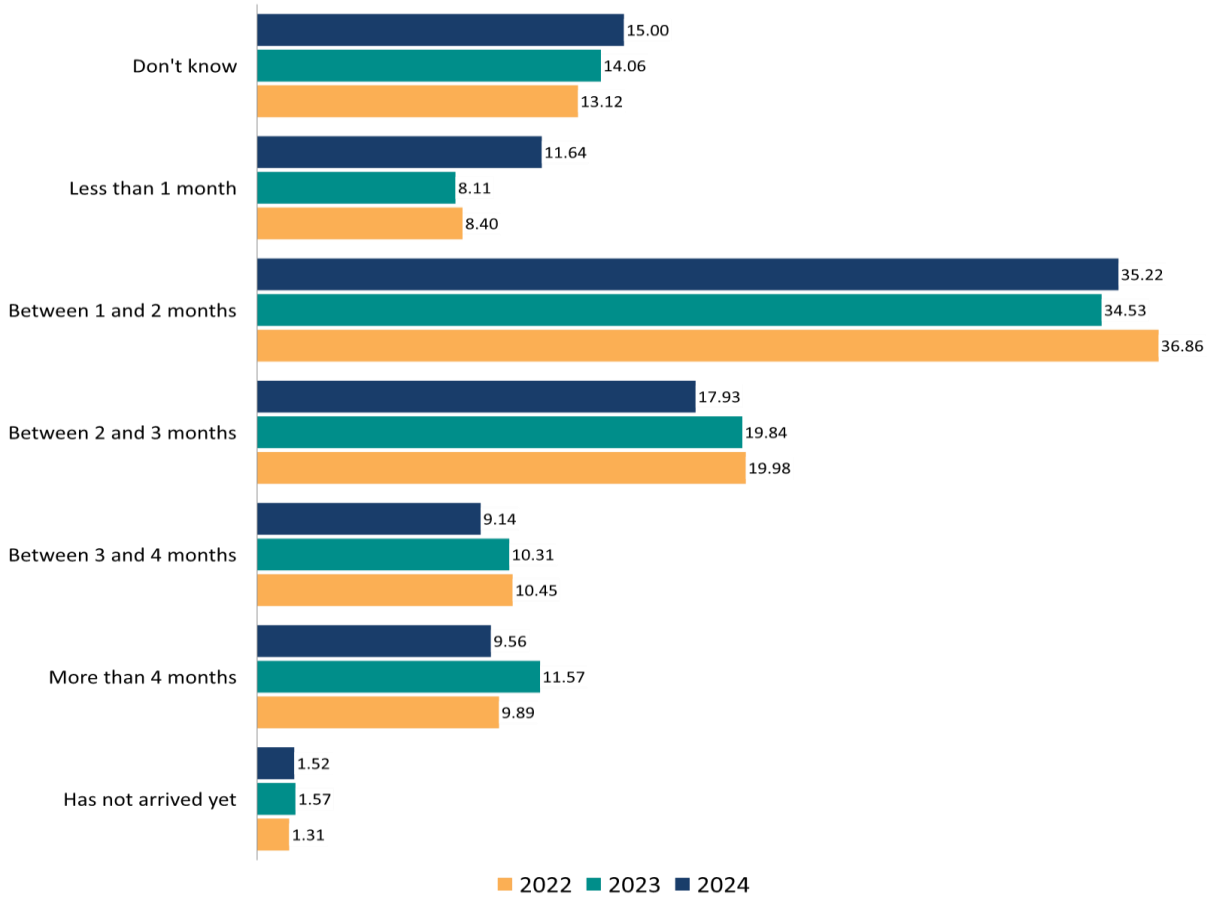


	Response	2022		2023		2024	
		n	% Yes	n	% Yes	n	% Yes
NEXT OF KIN	An inscription	2575	61.20%	2750	61.20%	2725	70.28%
	Birth date/Date of death	2640	78.48%	2813	77.92%	2817	81.86%
	Highest rank attained	2545	66.80%	2706	67.41%	2669	68.98%
	War service	2508	67.07%	2693	66.51%	2581	69.08%
	Emblem of belief	2433	53.56%	2550	51.80%	2487	56.74%
	Valor Awards	2340	38.72%	2481	35.95%	2365	41.78%
	Terms of endearment	2396	40.73%	2555	39.49%	2465	47.71%
	Nicknames	2338	27.97%	2491	29.51%	2352	35.12%
	Civilian credentials (i.e., Doctor)	2312	26.21%	2442	25.76%	2305	32.71%
	Special unit designations	2338	33.70%	2468	31.60%	2363	37.66%
	Other military credentials	2338	31.99%	2484	32.05%	2362	37.30%

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 20/17: About how long after ordering the headstone, marker, or medallion did it arrive?

ALL RESPONDENTS



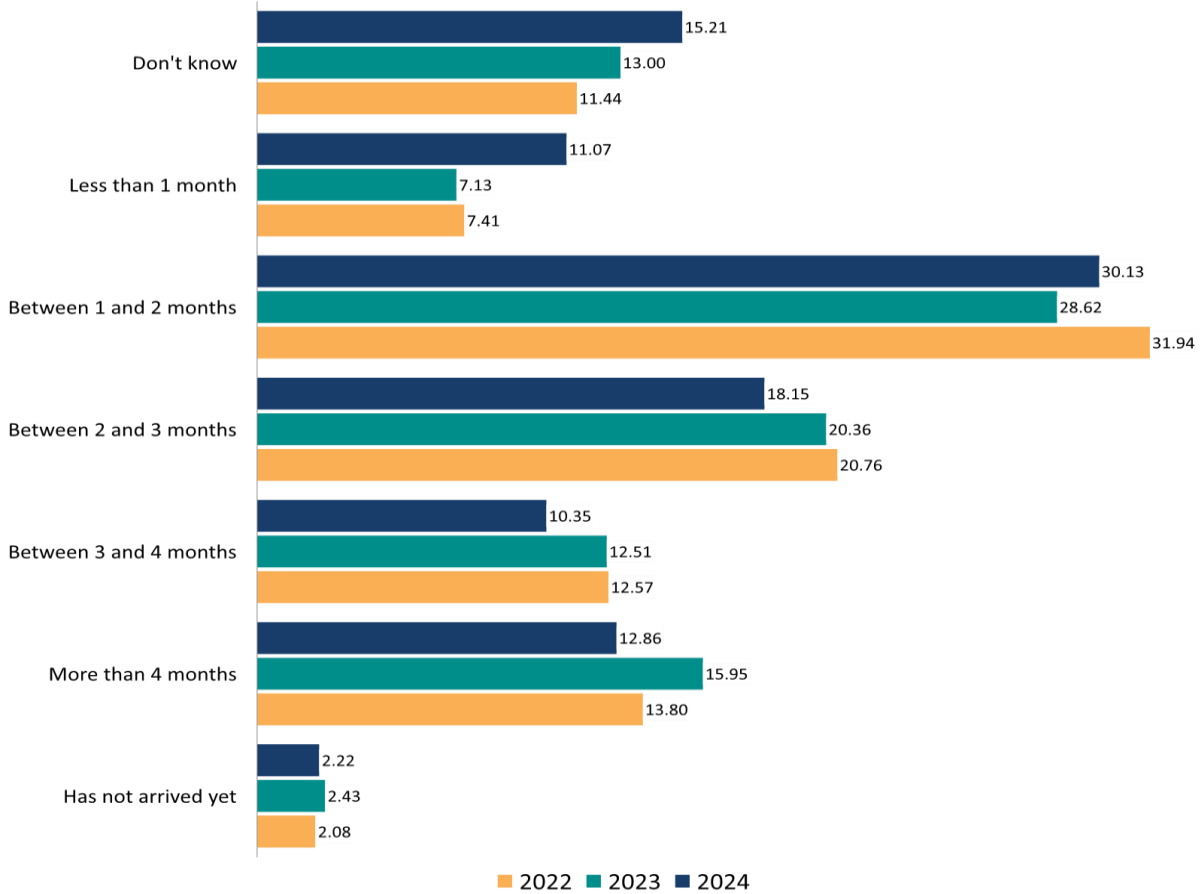
	Year	n	Don't know	Less than 1 month	Between 1 and 2 months	Between 2 and 3 months	Between 3 and 4 months	More than 4 months	Has not arrived yet
ALL RESPONDENTS	2024	4674	15.00%	11.64%	35.22%	17.93%	9.14%	9.56%	1.52%
	2023	4772	14.06%	8.11%	34.53%	19.84%	10.31%	11.57%	1.57%
	2022	4490	13.12%	8.40%	36.86%	19.98%	10.45%	9.89%	1.31%

Note: In 2024, the response option "Has not arrived yet" was added to the 2024 Funeral Director Satisfaction Survey.

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 20/17: About how long after ordering the headstone, marker, or medallion did it arrive?

NEXT OF KIN

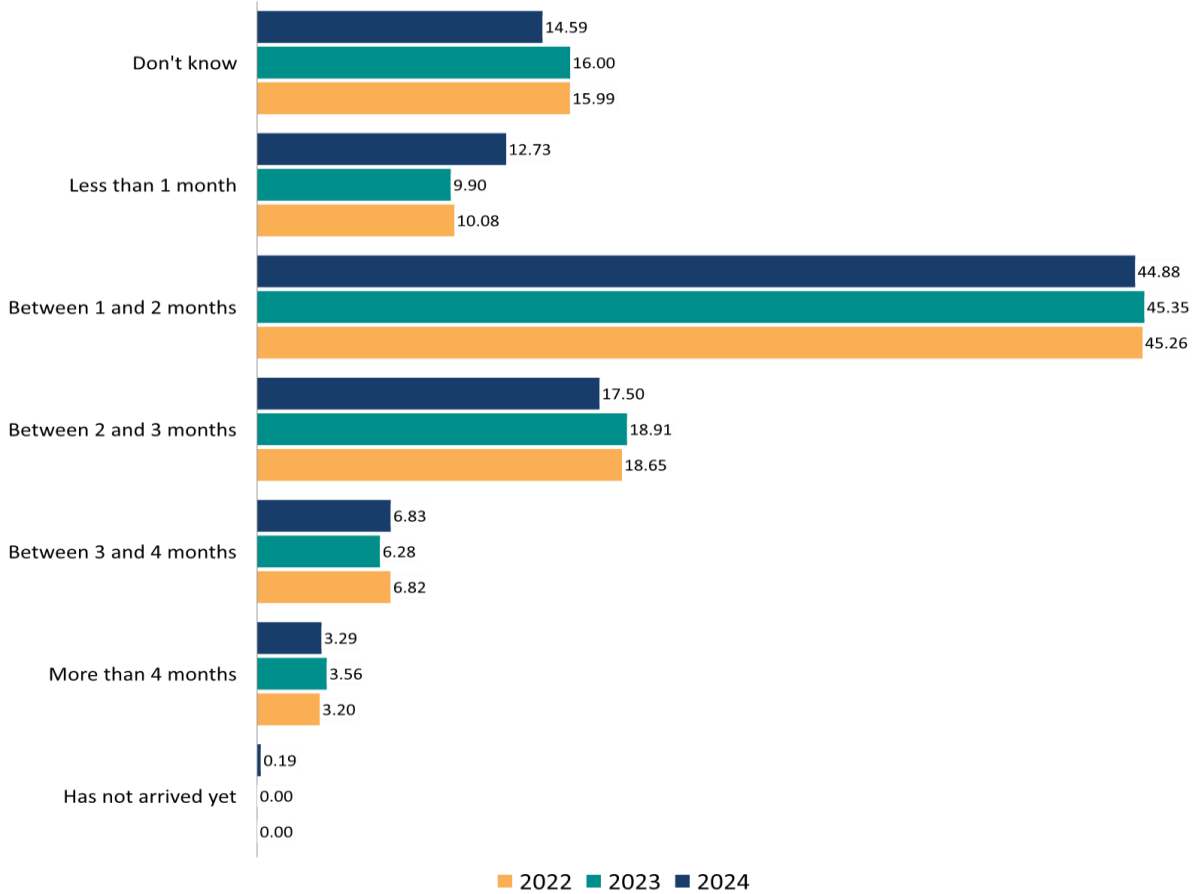


	Year	n	Don't know	Less than 1 month	Between 1 and 2 months	Between 2 and 3 months	Between 3 and 4 months	More than 4 months	Has not arrived yet
NEXT OF KIN	2024	3063	15.21%	11.07%	30.13%	18.15%	10.35%	12.86%	2.22%
	2023	3085	13.00%	7.13%	28.62%	20.36%	12.51%	15.95%	2.43%
	2022	2833	11.44%	7.41%	31.94%	20.76%	12.57%	13.80%	2.08%

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 20/17: About how long after ordering the headstone, marker, or medallion did it arrive?

FUNERAL DIRECTORS



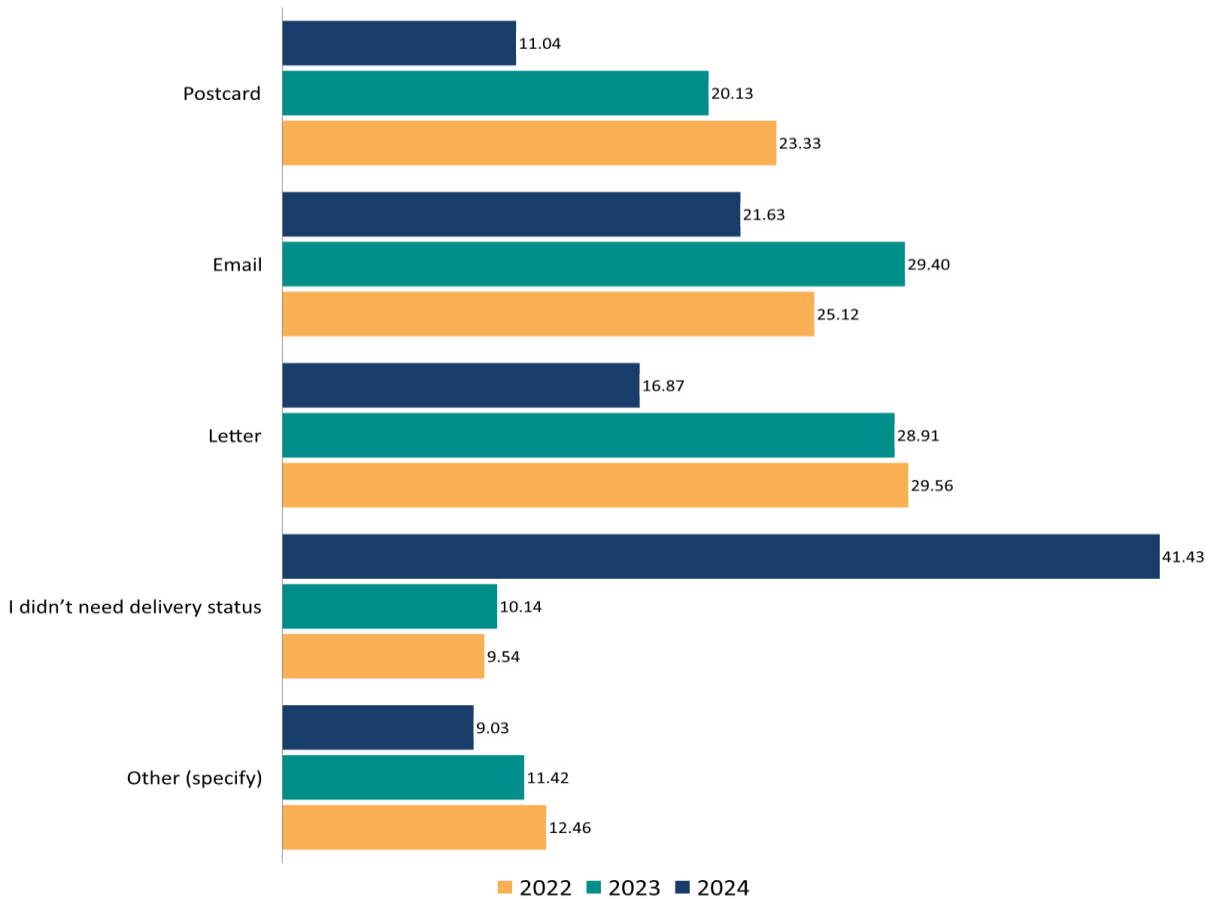
	Year	n	Don't know	Less than 1 month	Between 1 and 2 months	Between 2 and 3 months	Between 3 and 4 months	More than 4 months	Has not arrived yet
FUNERAL DIRECTORS	2024	1611	14.59%	12.73%	44.88%	17.50%	6.83%	3.29%	0.19%
	2023	1687	16.00%	9.90%	45.35%	18.91%	6.28%	3.56%	0.00%
	2022	1657	15.99%	10.08%	45.26%	18.65%	6.82%	3.20%	0.00%

Note: In 2024, the response option "Has not arrived yet" was added to the 2024 Funeral Director Satisfaction Survey.

Satisfaction with Headstone/Marker/Medallion Ordering Process

MPS NOK Q25: How would you have preferred to be notified about the delivery status of your headstone, marker, or medallion?

NEXT OF KIN



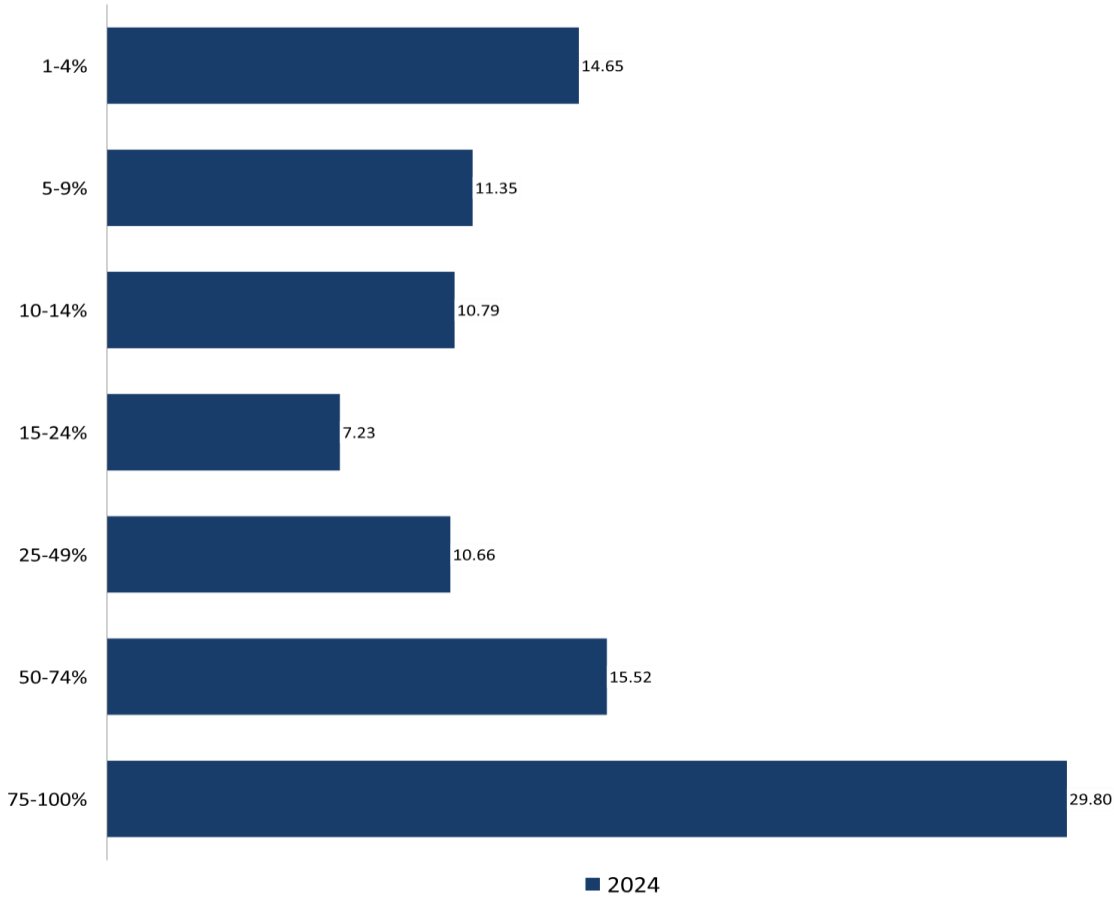
	Year	n	Postcard	Email	Letter	I didn't need delivery status	Other (specify)
NEXT OF KIN	2024	2691	11.04%	21.63%	16.87%	41.43%	9.03%
	2023	2653	20.13%	29.40%	28.91%	10.14%	11.42%
	2022	2568	23.33%	25.12%	29.56%	9.54%	12.46%

Note: Prior to 2024, the response option "I didn't need delivery status" was "I don't care to be notified."

Satisfaction with Headstone/Marker/Medallion Ordering Process

MPS FD Q6: Of the eligible Veteran families you serve, approximately what percent request VA memorial products?

FUNERAL DIRECTORS



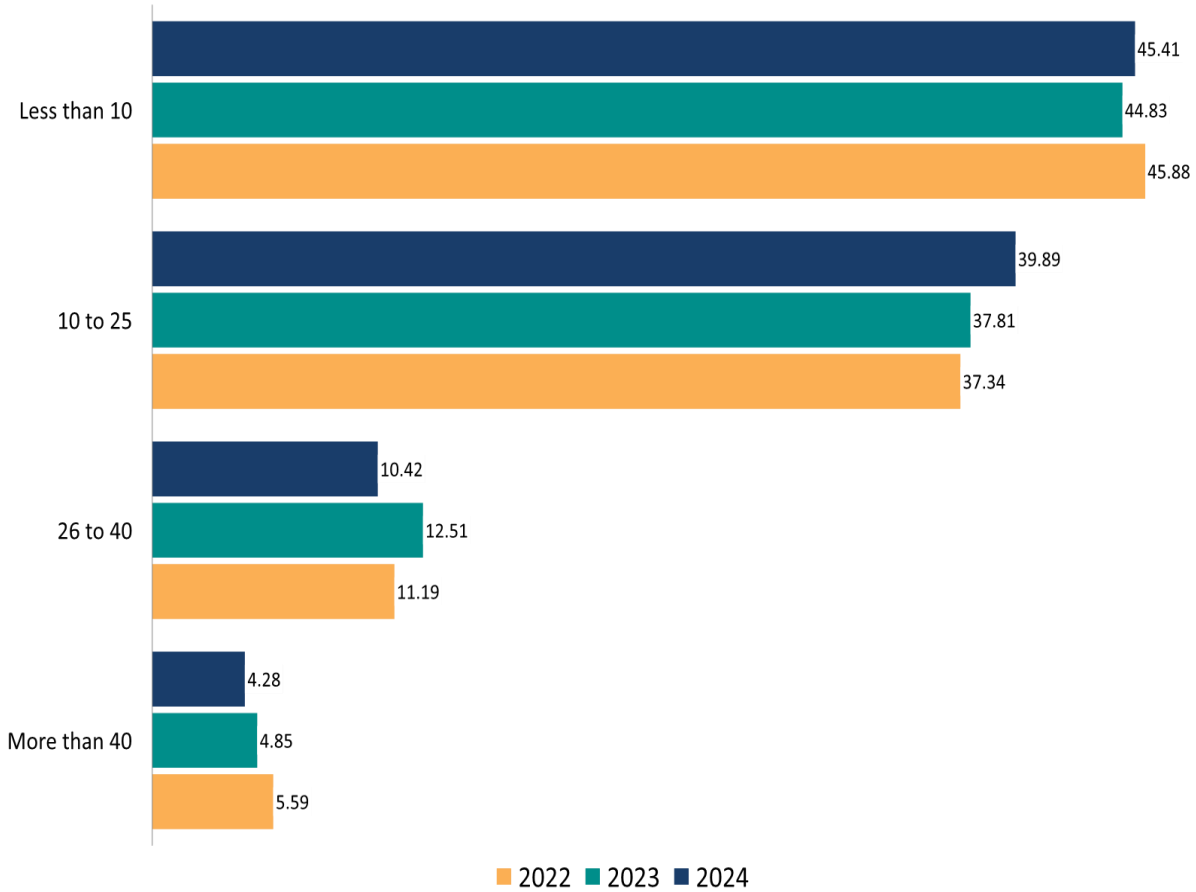
	Year	n	1-4%	5-9%	10-14%	15-24%	25-49%	50-74%	75-100%
FUNERAL DIRECTORS	2024	1604	14.65%	11.35%	10.79%	7.23%	10.66%	15.52%	29.80%

Note: MPS FD Q6 was added as a new question to the 2024 Funeral Director Satisfaction Survey.

Satisfaction with Headstone/Marker/Medallion Ordering Process

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

FUNERAL DIRECTORS

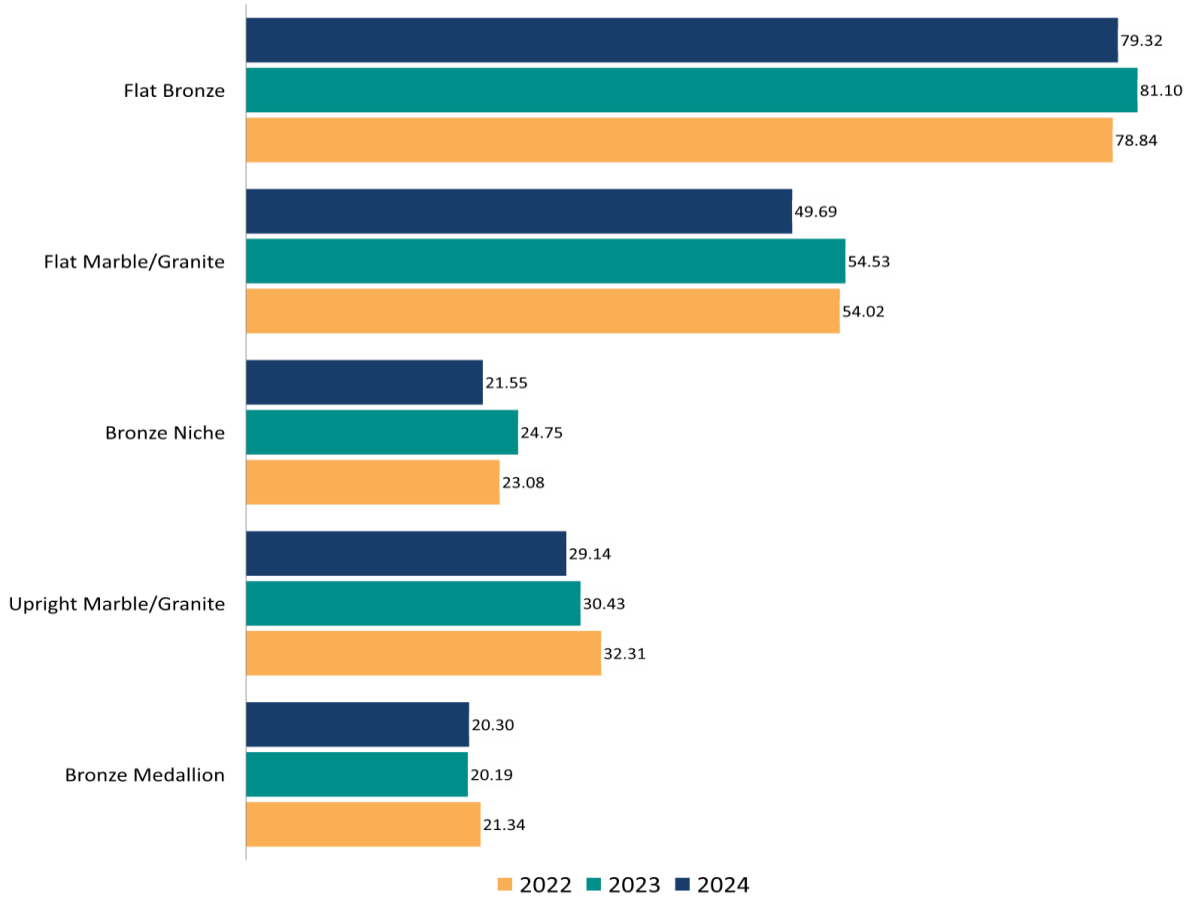


	Year	n	Less than 10	10 to 25	26 to 40	More than 40
FUNERAL DIRECTORS	2024	1612	45.41%	39.89%	10.42%	4.28%
	2023	1711	44.83%	37.81%	12.51%	4.85%
	2022	1698	45.88%	37.34%	11.19%	5.59%

Satisfaction with Headstone/Marker/Medallion Ordering Process

MPS FD Q3: Please indicate the type(s) of VA headstones/markers/medallions you/your company ordered. (Mark all that apply)

FUNERAL DIRECTORS



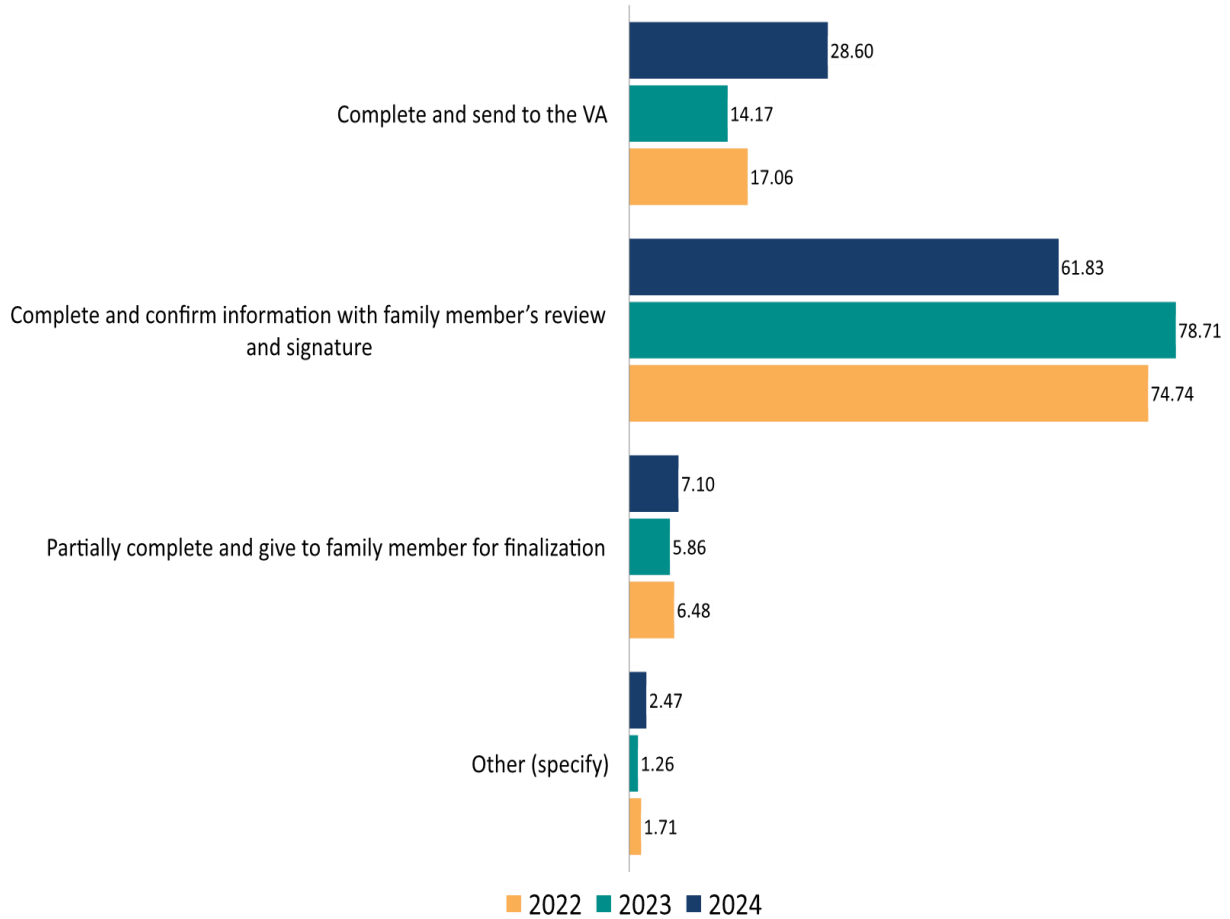
	Year	n	Flat Bronze	Flat Marble/Granite	Bronze Niche	Upright Marble/Granite	Bronze Medallion
FUNERAL DIRECTORS	2024	1596	79.32%	49.69%	21.55%	29.14%	20.30%
	2023	1709	81.10%	54.53%	24.75%	30.43%	20.19%
	2022	1668	78.84%	54.02%	23.08%	32.31%	21.34%

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

Satisfaction with Headstone/Marker/Medallion Ordering Process

MPS FD Q15: When completing an application for a VA headstone, marker, or medallion, do you typically:
(Mark only one)

FUNERAL DIRECTORS

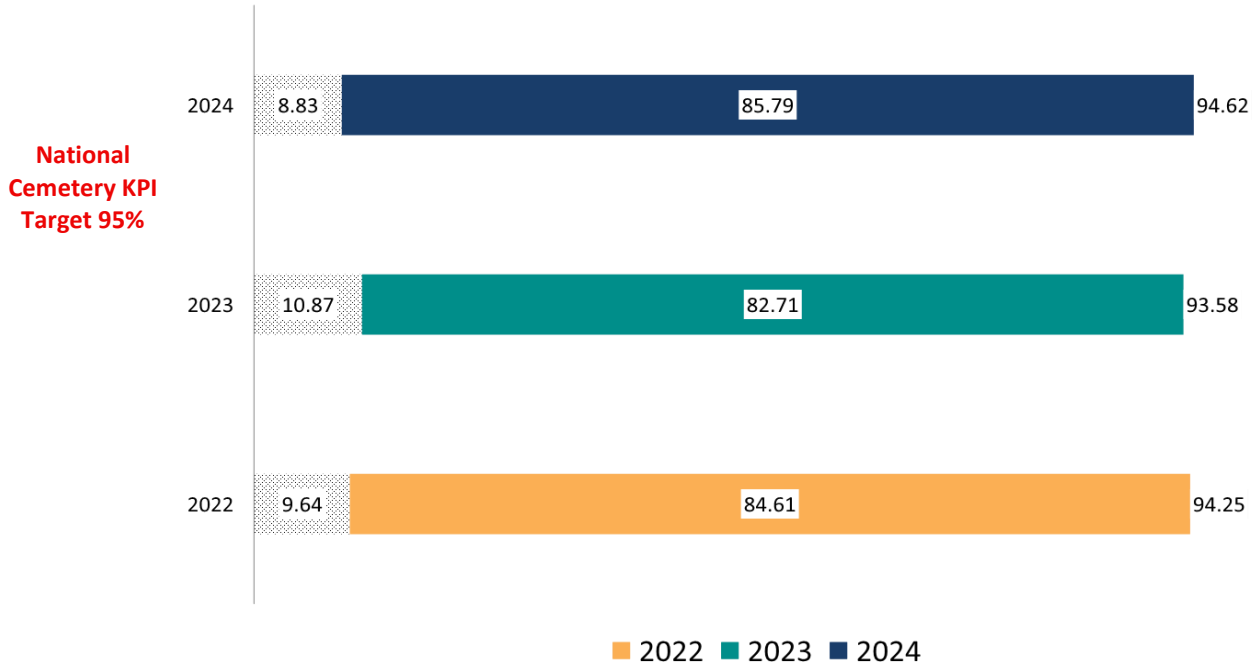


	Year	n	Complete and send to the VA	Complete and confirm information with family member's review and signature	Partially complete and give to family member for finalization	Other (specify)
FUNERAL DIRECTORS	2024	1577	28.60%	61.83%	7.10%	2.47%
	2023	1672	14.17%	78.71%	5.86%	1.26%
	2022	1635	17.06%	74.74%	6.48%	1.71%

Satisfaction with Headstone/Marker/Medallion Ordering Process

NC NOK Q27: How satisfied were you with the amount of time it took for the permanent headstone, marker, or columbarium niche cover to be placed?

NEXT OF KIN



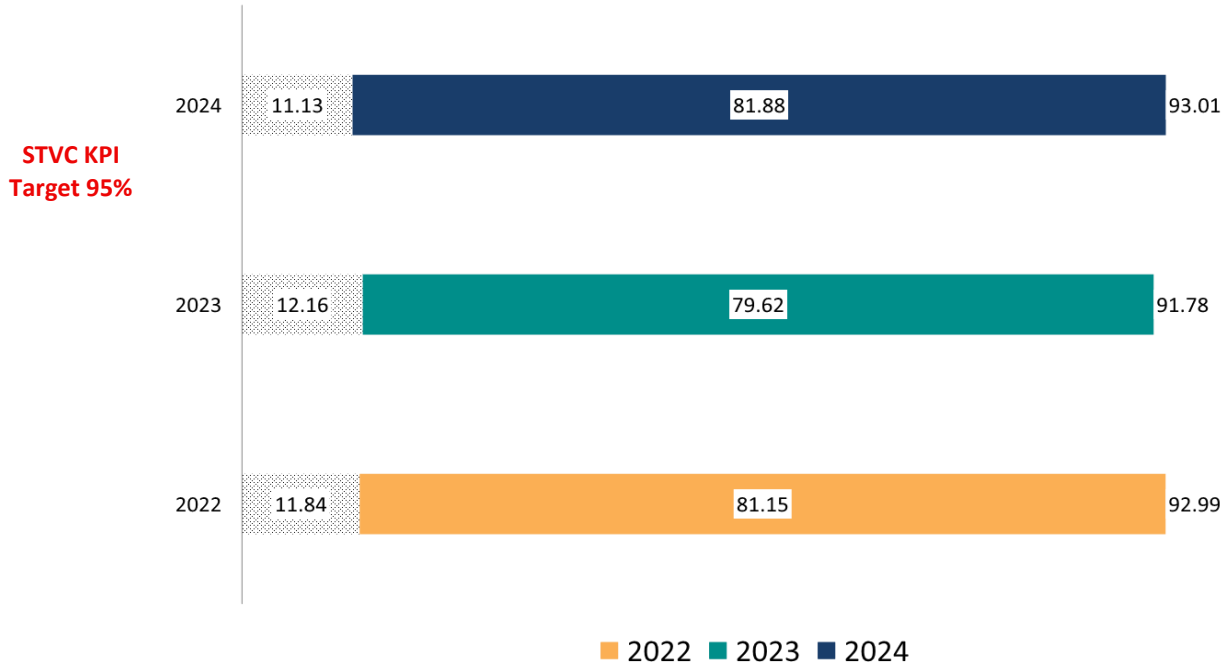
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2024	18892	85.79%	3.08%	8.83%	4.32%	0.77%	0.28%
	2023	17147	82.71%	-1.90%	10.87%	4.83%	1.05%	0.53%
	2022	20843	84.61%	1.38%	9.64%	4.46%	0.92%	0.37%

*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 NOK Q25: How satisfied were you with the amount of time it took for the permanent headstone, marker, or columbarium niche cover to be in place?

NEXT OF KIN



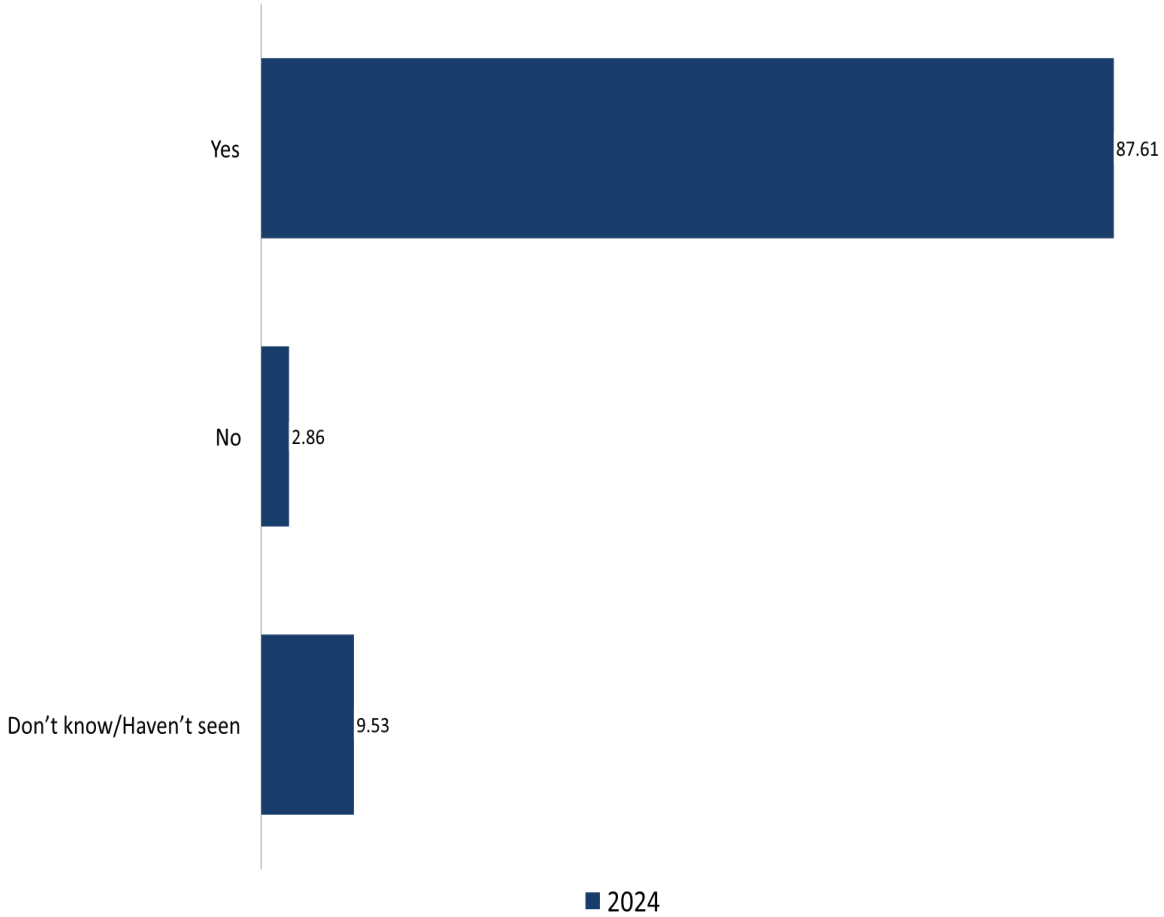
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2024	7661	81.88%	2.26%	11.13%	4.76%	1.61%	0.61%
	2023	7227	79.62%	-1.53%	12.16%	5.20%	2.20%	0.82%
	2022	7696	81.15%	2.00%	11.84%	4.70%	1.57%	0.74%

*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

MPS NOK Q22: When the headstone or marker arrived, was the inscription accurate?

NEXT OF KIN



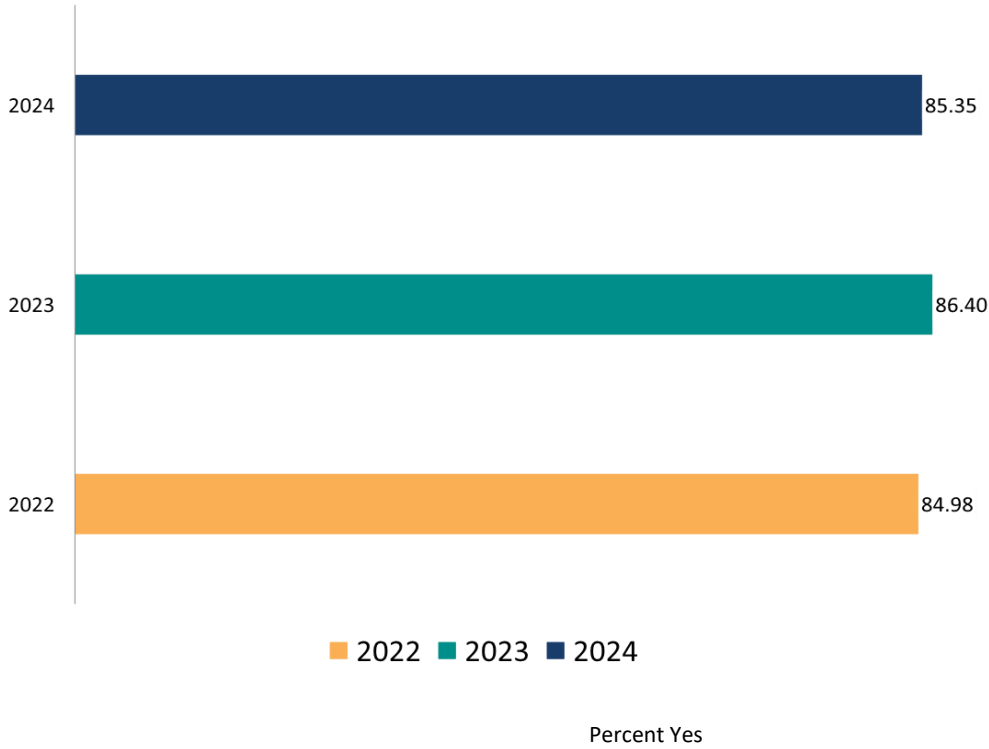
	Year	n	Yes	No	Don't know/Haven't seen
NEXT OF KIN	2024	2970	87.61%	2.86%	9.53%

Note: MPS NOK Q22 was added as a new question to the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey.

Satisfaction with Headstone/Marker/Medallion Ordering Process

NC NOK Q29: When the headstone, marker, or columbarium niche cover arrived, was the inscription accurate?

NEXT OF KIN



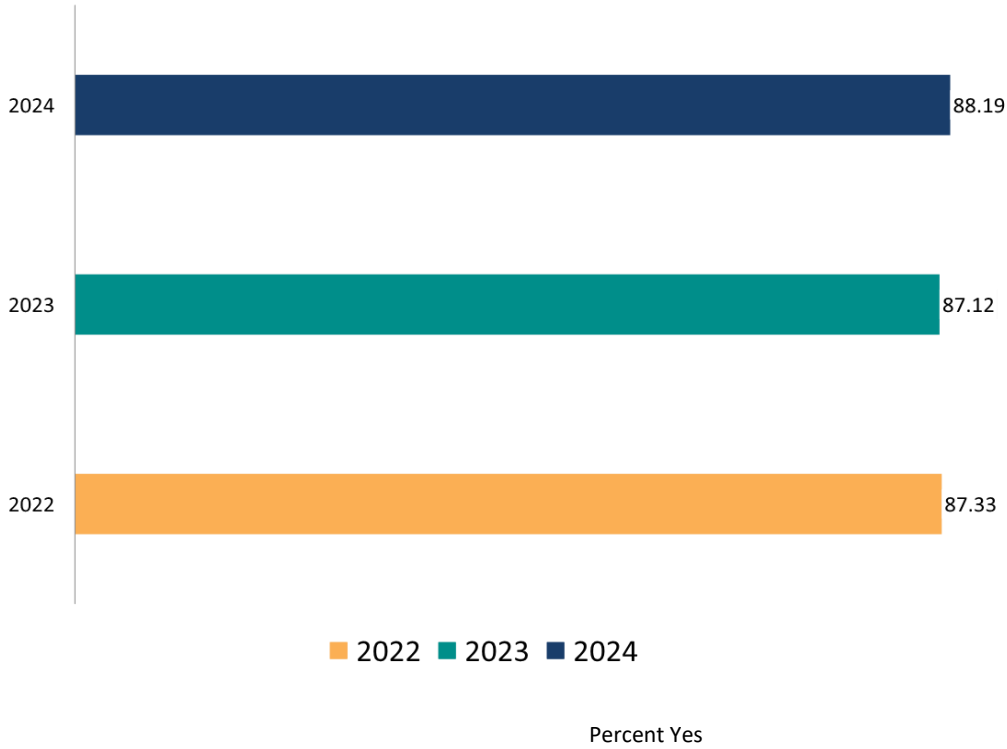
	Year	n	Yes	No	Don't know/Haven't seen
NEXT OF KIN	2024	18529	85.35%	2.48%	12.17%
	2023	17025	86.40%	2.92%	10.68%
	2022	20679	84.98%	3.05%	11.97%

Note: This question did not apply to respondents who selected the response option: "Don't know/The marker or headstone has not yet arrived" in NC NOK Q27.

Satisfaction with Headstone/Marker/Medallion Ordering Process

STVC NOK Q27: When the headstone, marker, or columbarium niche cover arrived, was the inscription accurate?

NEXT OF KIN



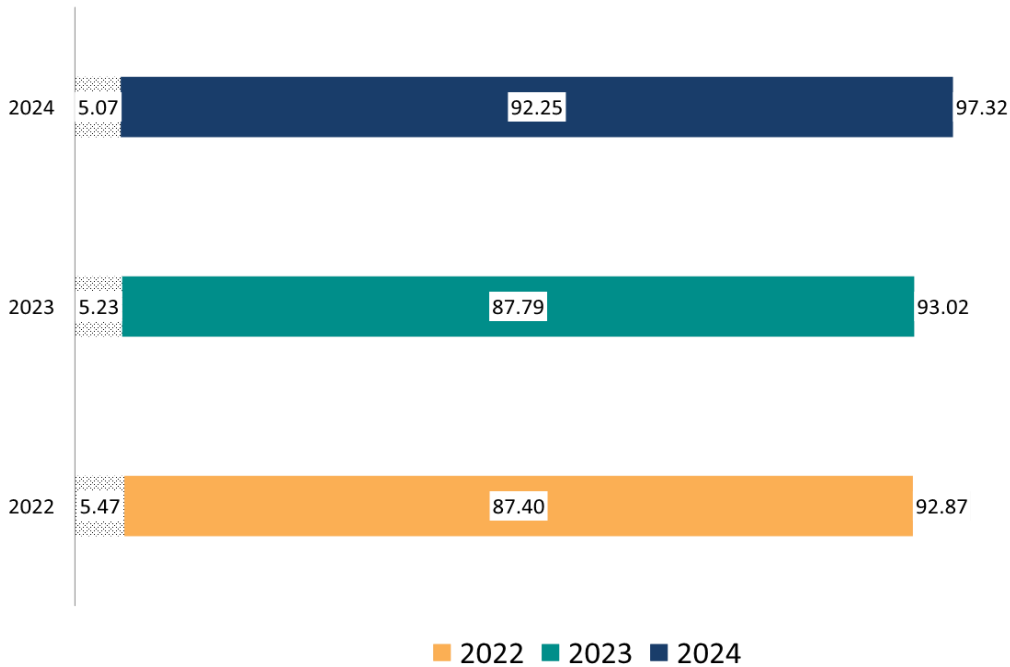
	Year	n	Yes	No	Don't know/Haven't seen
NEXT OF KIN	2024	7530	88.19%	3.20%	8.61%
	2023	7041	87.12%	3.96%	8.92%
	2022	7537	87.33%	3.72%	8.96%

Note: This question did not apply to respondents who selected the response option: "Don't know/The marker or headstone has not yet arrived" in STVC NOK Q25.

Satisfaction with Headstone/Marker/Medallion Ordering Process

NC NOK Q28: 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	2024	16783	92.25%	4.46%	5.07%	1.08%	1.00%	0.61%
	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%

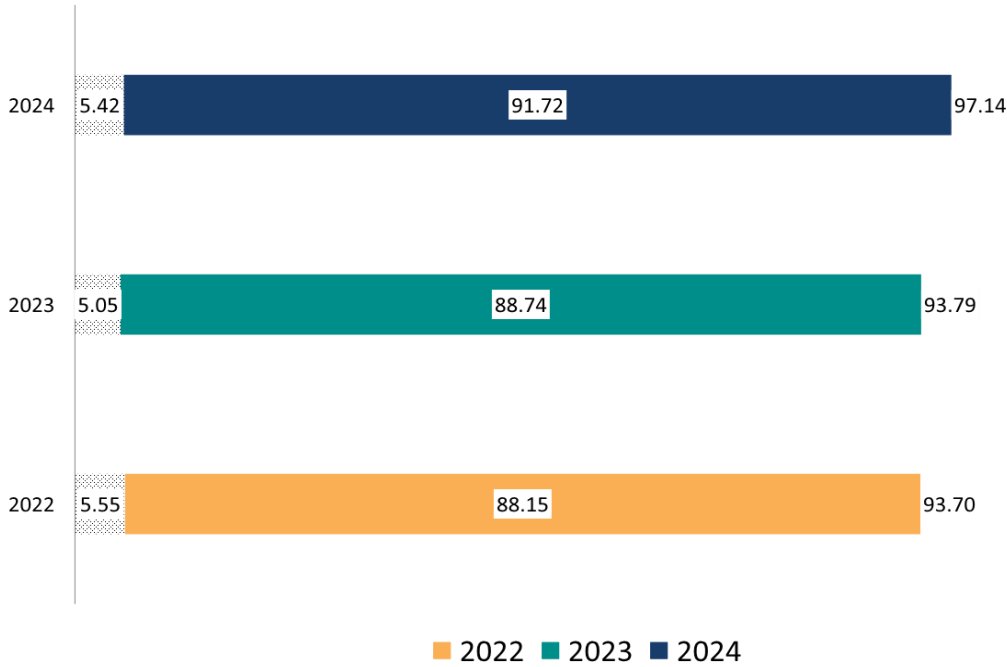
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Note: This question did not apply to respondents who selected the response option: "Don't know/The marker or headstone has not yet arrived" in NC NOK Q27.

Satisfaction with Headstone/Marker/Medallion Ordering Process

STVC NOK Q26: 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	2024	7091	91.72%	2.98%	5.42%	1.23%	1.04%	0.59%
	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%

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

Note: This question did not apply to respondents who selected the response option: "Don't know/The marker or headstone has not yet arrived" in STVC NOK Q25.

Satisfaction with Information on VA Website

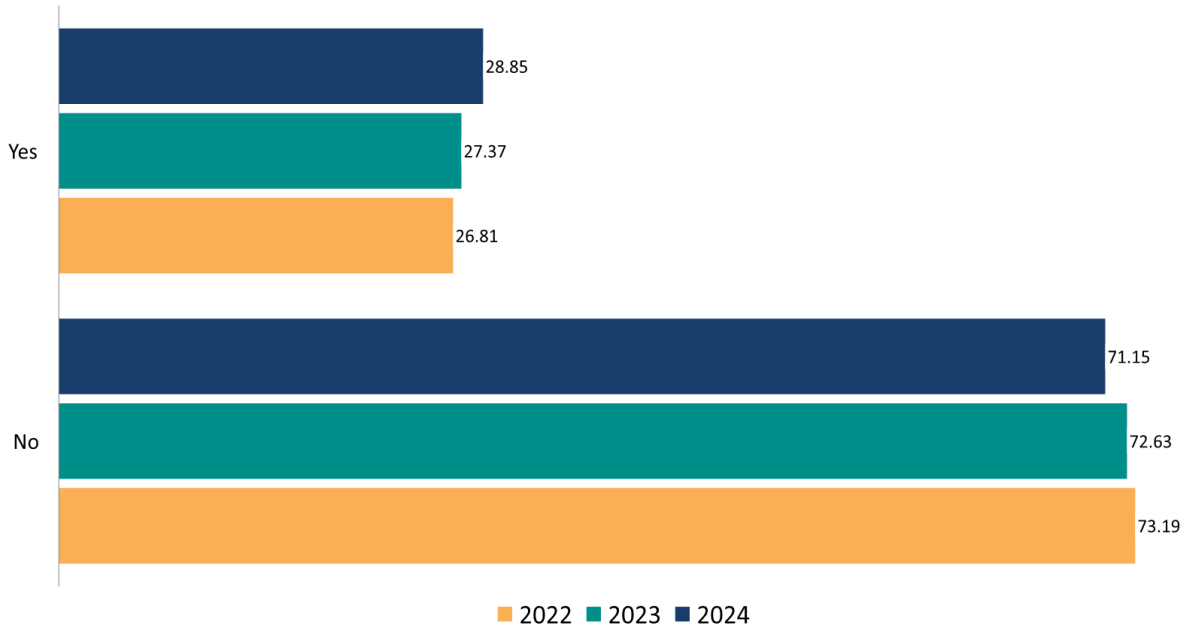
SECTION DESCRIPTION

- This section presents survey findings from next of kin and funeral directors on their satisfaction with the information they receive through the VA Website.
- Please refer to the Report Overview section (page 3) for an overview of the contents of the report.

Satisfaction with Information on VA Website

Question 11/12: Did you visit the VA website for information about ordering the headstone, marker, or medallion?

ALL RESPONDENTS

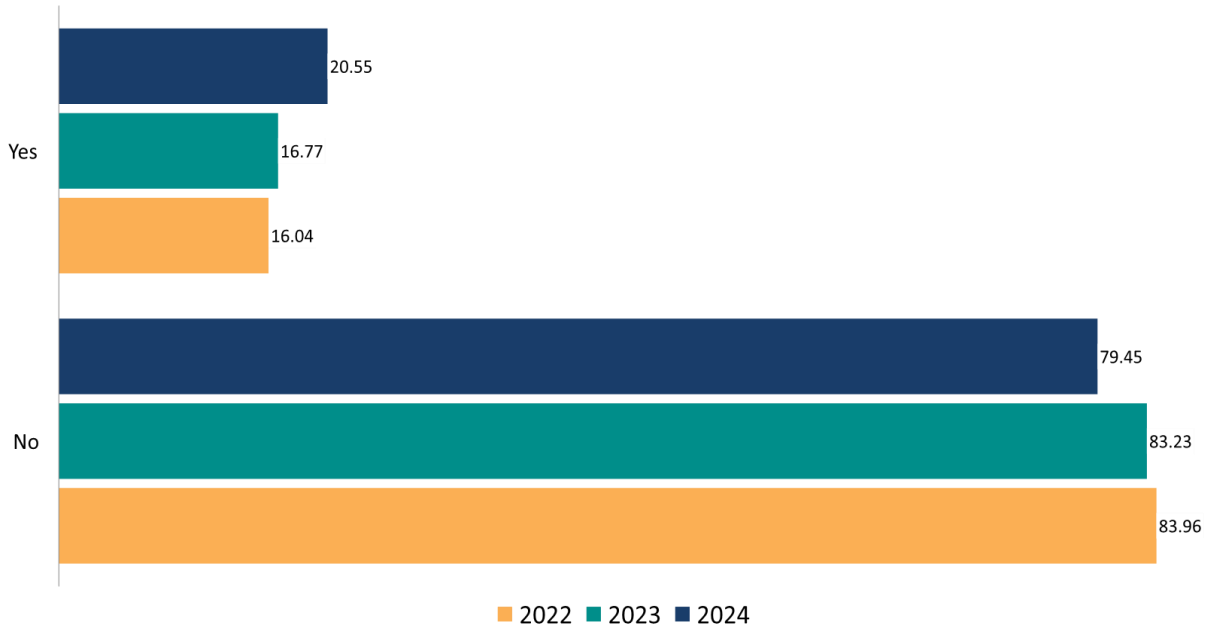


	Year	n	Yes	No
ALL RESPONDENTS	2024	4606	28.85%	71.15%
	2023	4765	27.37%	72.63%
	2022	4528	26.81%	73.19%

Satisfaction with Information on VA Website

Question 11/12: Did you visit the VA website for information about ordering the headstone, marker, or medallion?

NEXT OF KIN

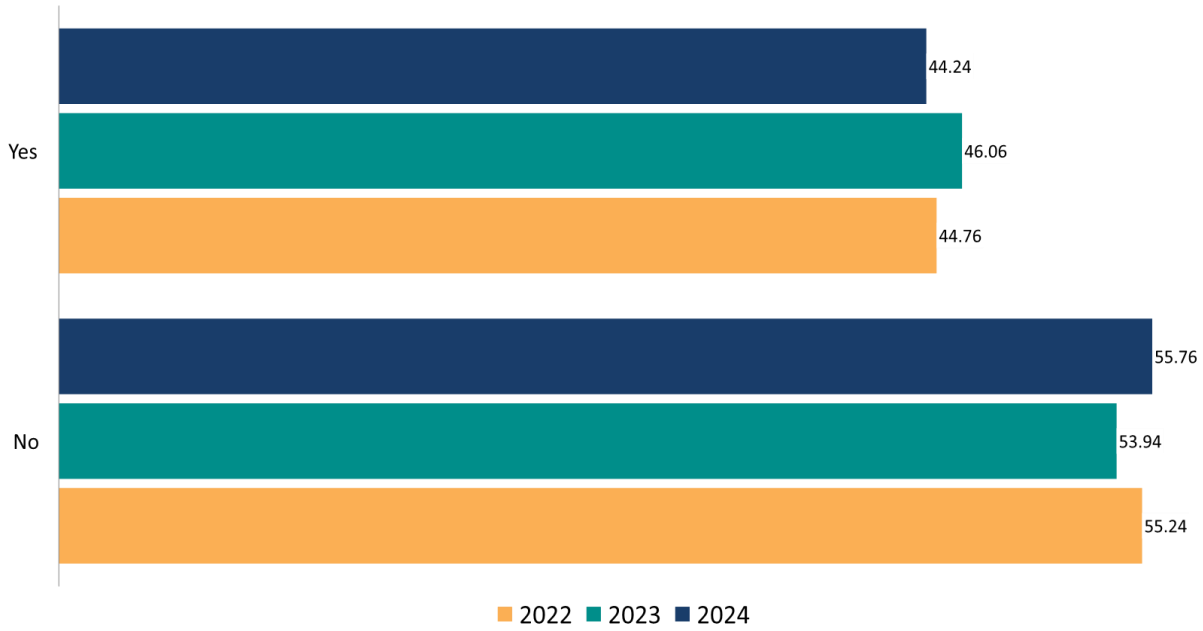


	Year	n	Yes	No
NEXT OF KIN	2024	2992	20.55%	79.45%
	2023	3041	16.77%	83.23%
	2022	2830	16.04%	83.96%

Satisfaction with Information on VA Website

Question 11/12: Did you visit the VA website for information about ordering the headstone, marker, or medallion?

FUNERAL DIRECTORS

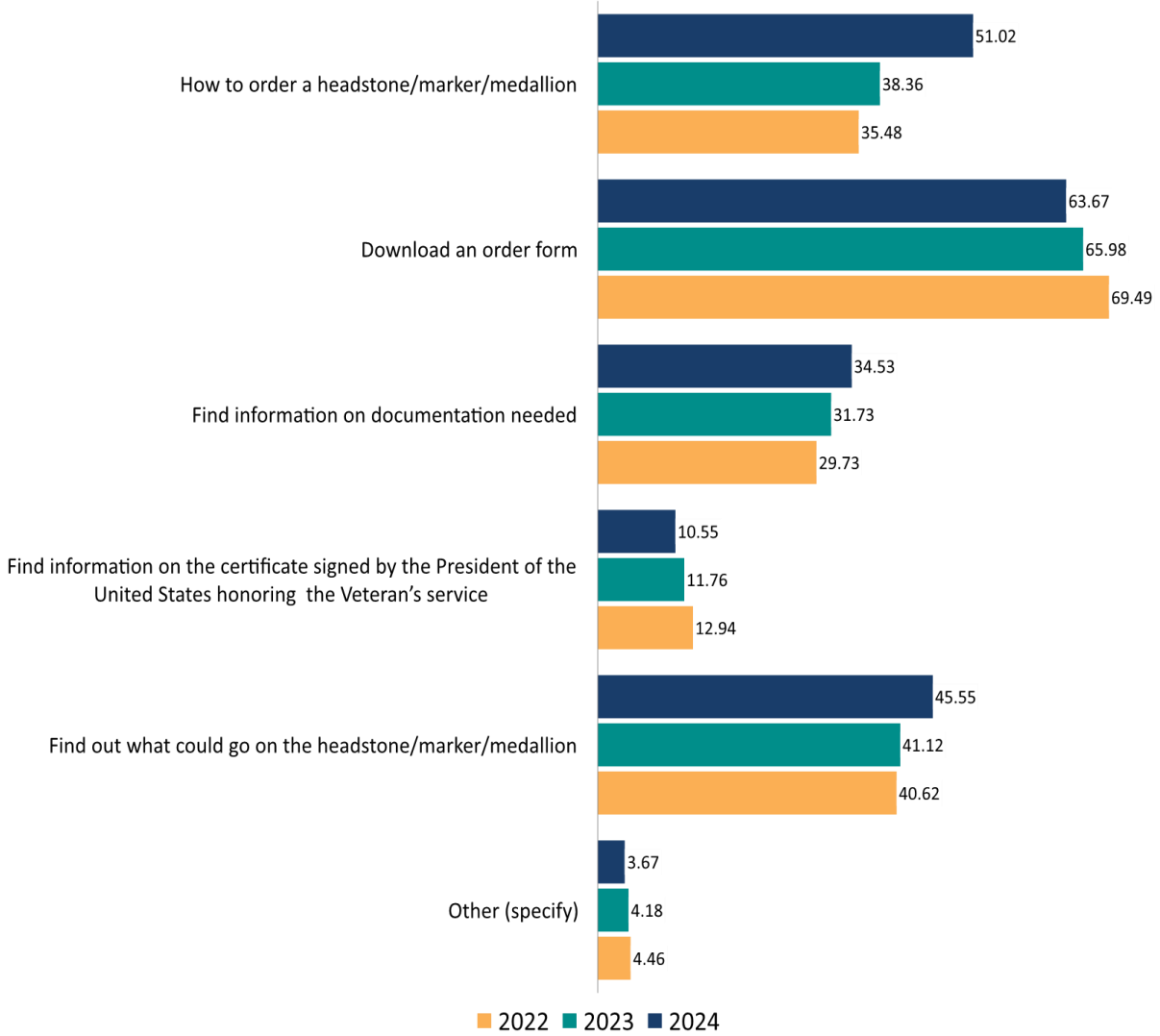


	Year	n	Yes	No
FUNERAL DIRECTORS	2024	1614	44.24%	55.76%
	2023	1724	46.06%	53.94%
	2022	1698	44.76%	55.24%

Satisfaction with Information on VA Website

Question 12/13: What type of information were you looking for on VA’s website? (Mark all that apply)

ALL RESPONDENTS



2022: n = 1,167 2023: n = 1,267 2024: n = 1,280

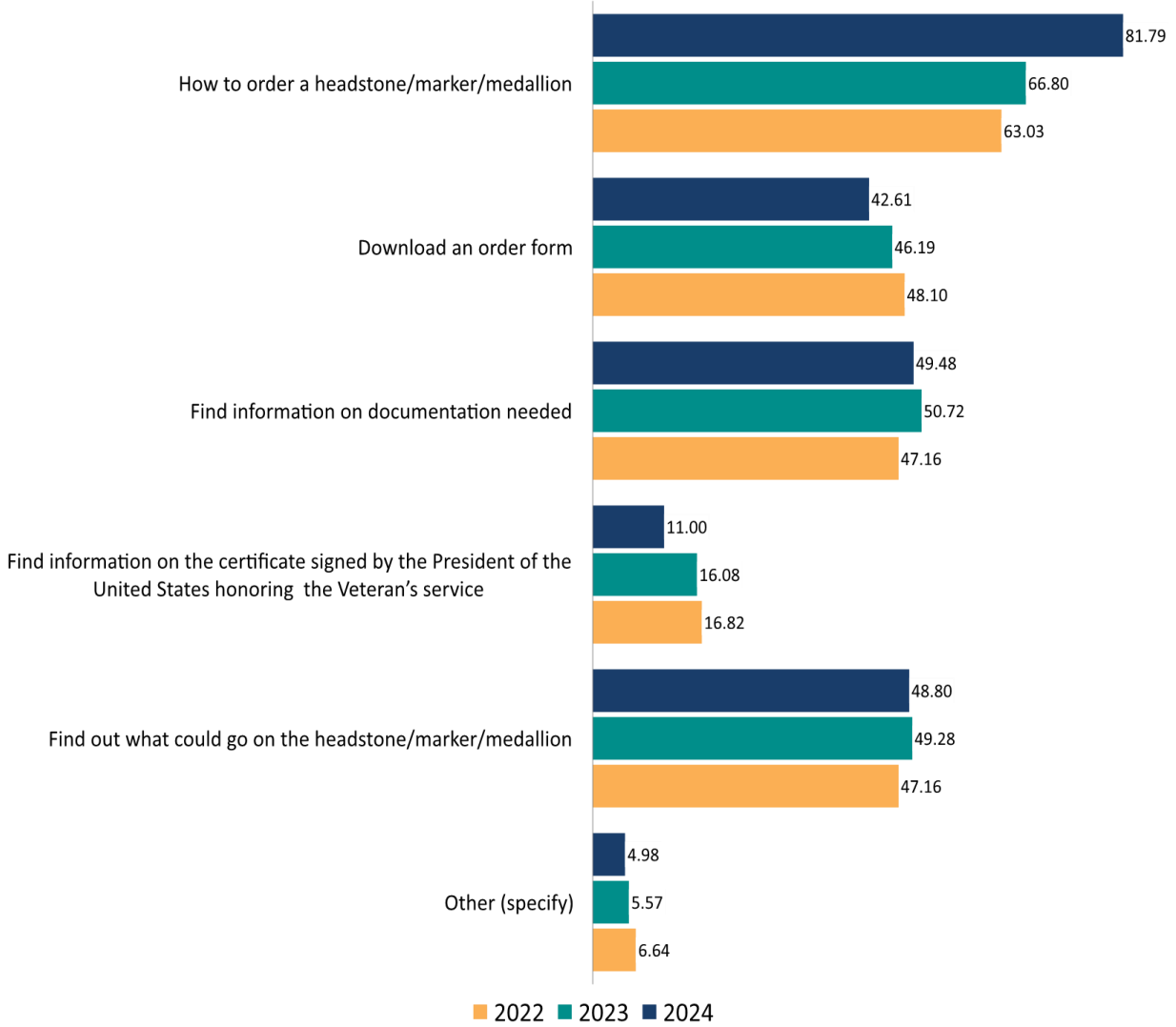
Note: This question only applies to respondents who indicated "Yes" to Question 11/12.

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

Satisfaction with Information on VA Website

Question 12/13: What type of information were you looking for on VA’s website? (Mark all that apply)

NEXT OF KIN



2022: n = 422 2023: n = 485 2024: n = 582

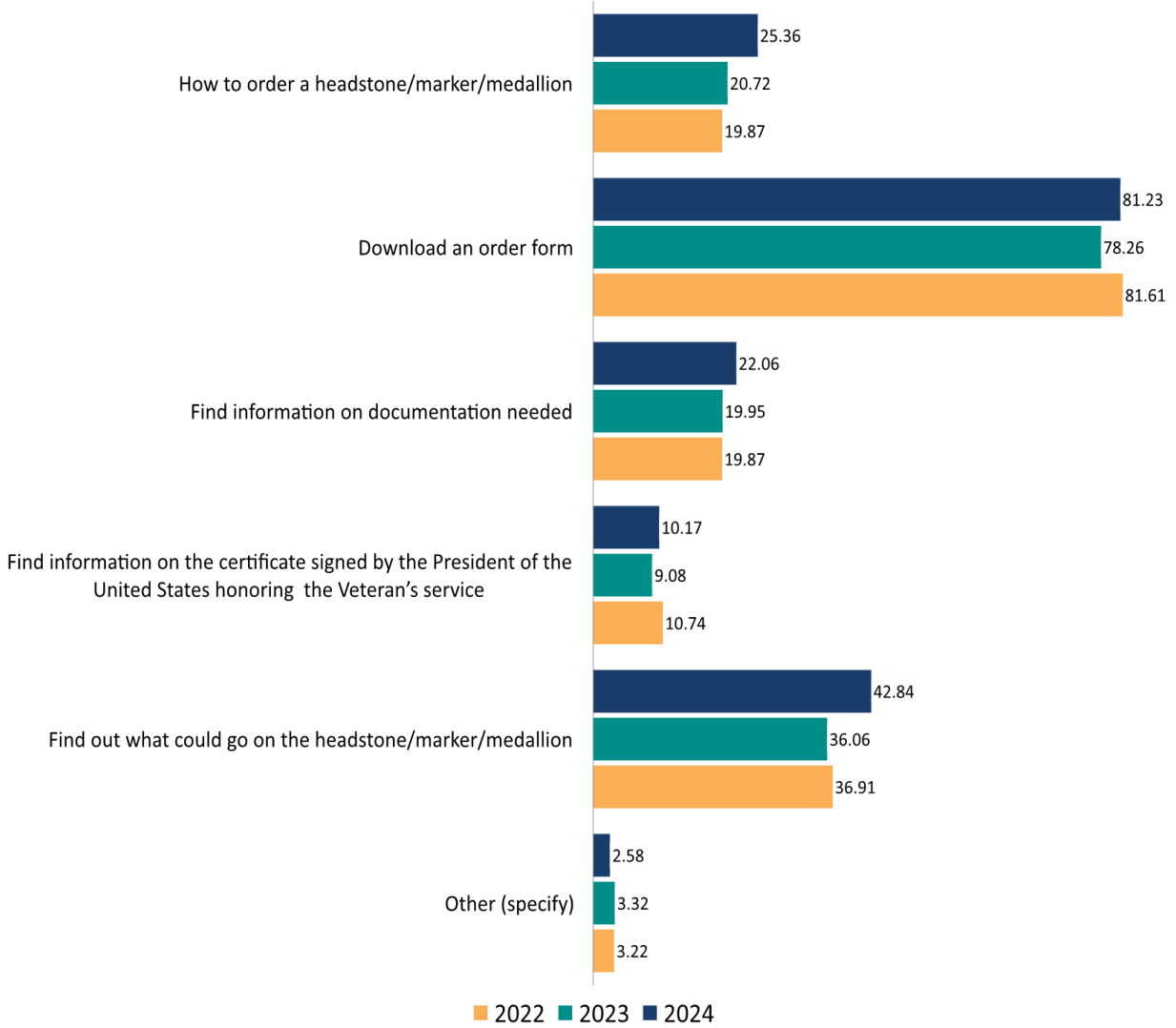
Note: This question only applies to respondents who indicated "Yes" to Question 11/12.

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

Satisfaction with Information on VA Website

Question 12/13: What type of information were you looking for on VA’s website? (Mark all that apply)

FUNERAL DIRECTORS



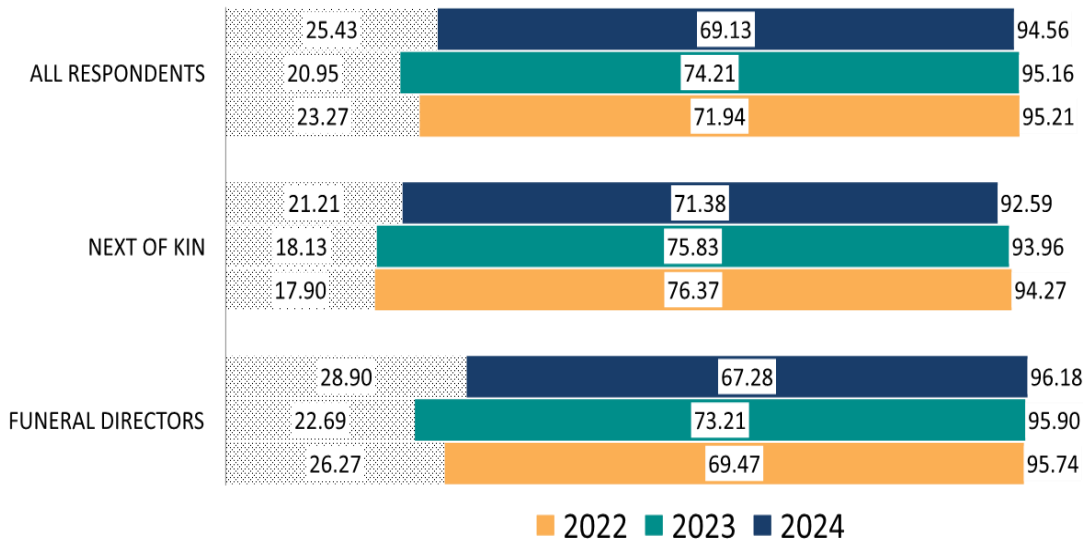
2022: n = 745 2023: n = 782 2024: n = 698

Note: This question only applies to respondents who indicated "Yes" to Question 11/12.

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

Satisfaction with Information on VA Website

Question 13/14: How satisfied were you with the ease of finding the information you were looking for on VA's website?



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
ALL RESPONDENTS	2024	1286	69.13%	-5.08%	25.43%	3.97%	1.09%	0.39%
	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%
NEXT OF KIN	2024	580	71.38%	-4.45%	21.21%	5.17%	1.38%	0.86%
	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%
FUNERAL DIRECTORS	2024	706	67.28%	-5.93%	28.90%	2.97%	0.85%	0.00%
	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%

*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 11/12.

Satisfaction with 800 Number Assistance

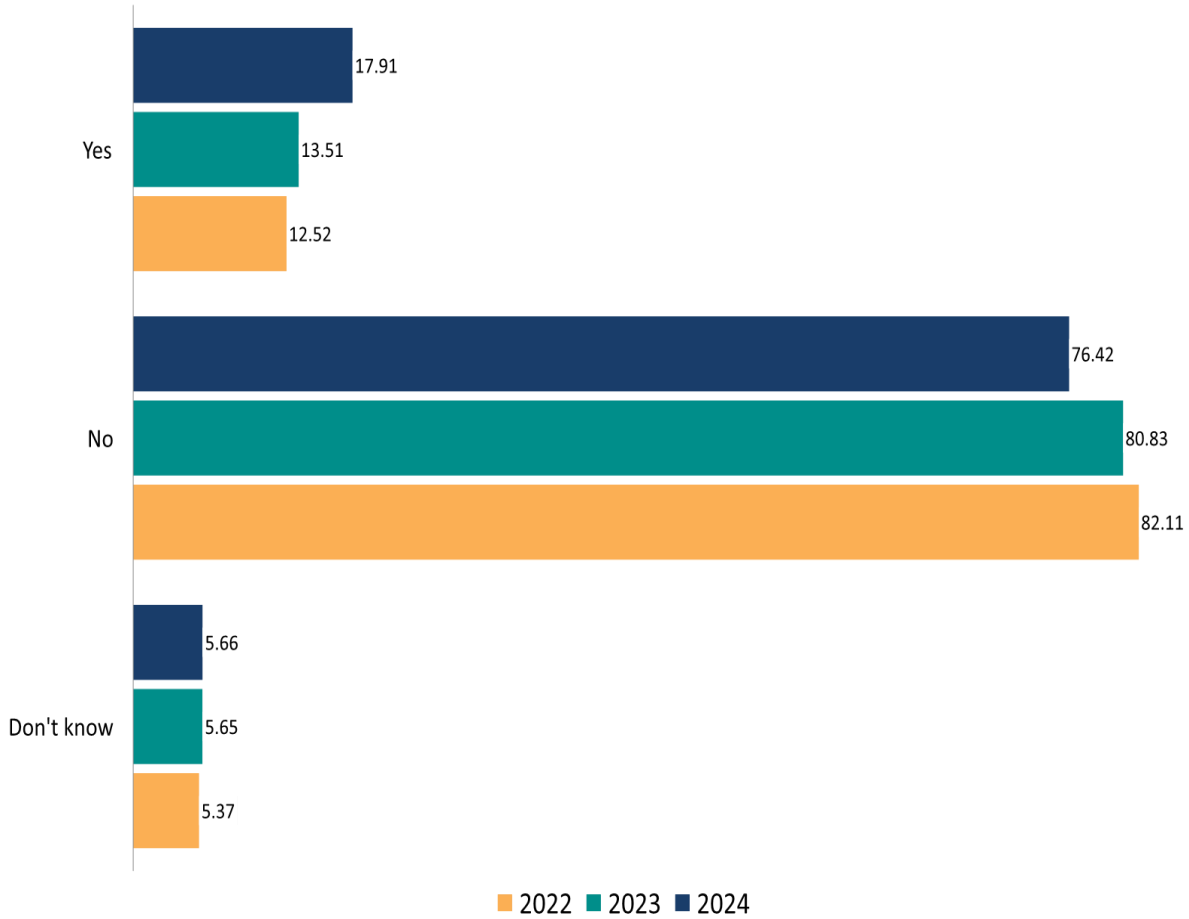
SECTION DESCRIPTION

- 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.
- Please refer to the Report Overview section (page 3) for an overview of the contents of the report.

Satisfaction with 800 Number Assistance

Question 7/7: Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?

ALL RESPONDENTS

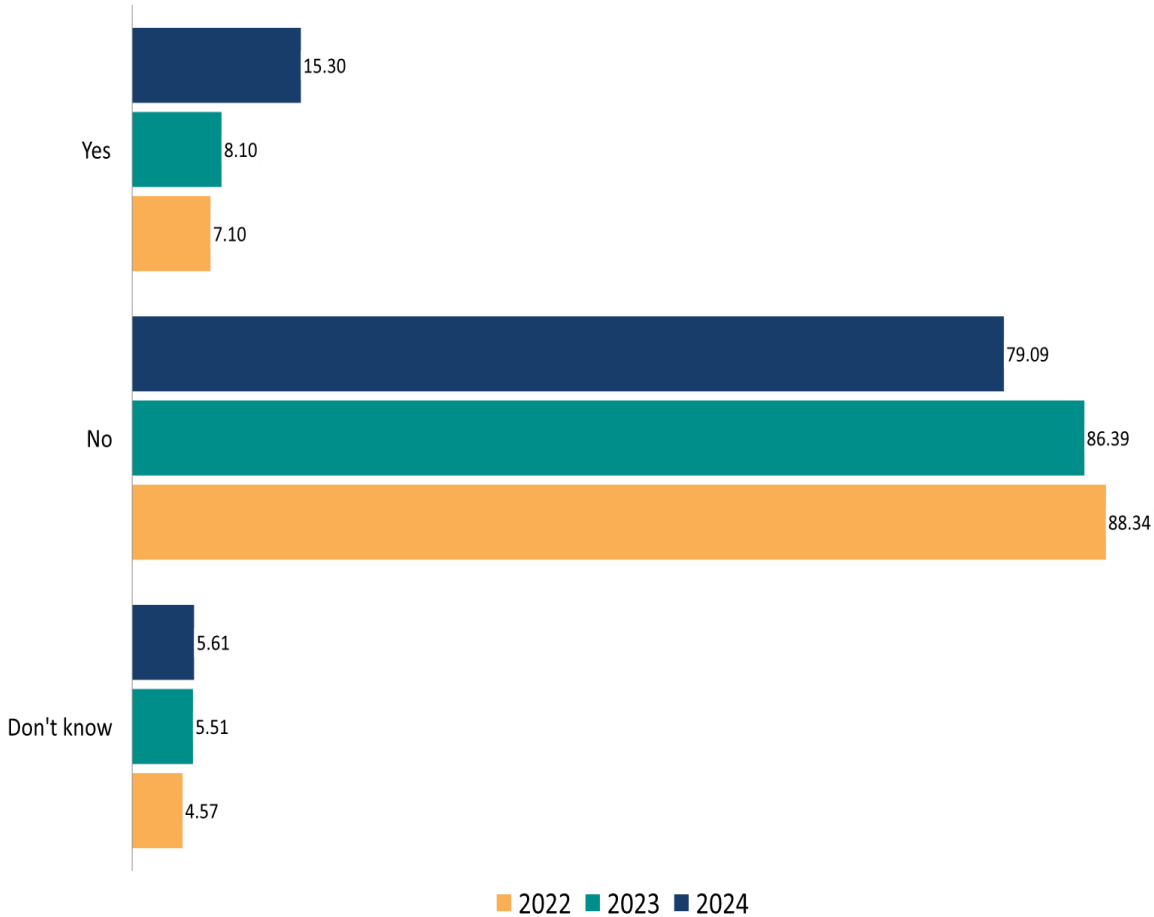


	Year	n	Yes	No	Don't know
ALL RESPONDENTS	2024	4572	17.91%	76.42%	5.66%
	2023	4758	13.51%	80.83%	5.65%
	2022	4527	12.52%	82.11%	5.37%

Satisfaction with 800 Number Assistance

Question 7/7: Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?

NEXT OF KIN

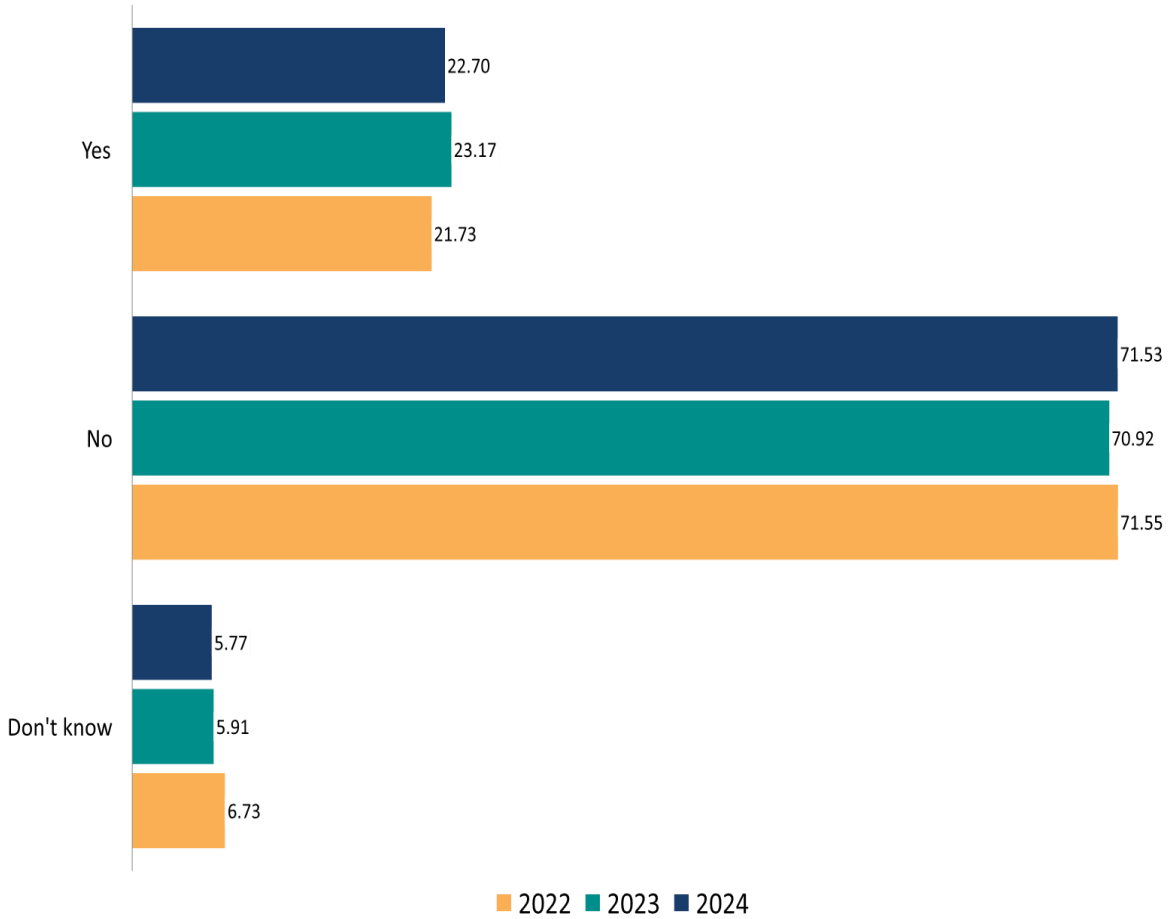


	Year	n	Yes	No	Don't know
NEXT OF KIN	2024	2960	15.30%	79.09%	5.61%
	2023	3049	8.10%	86.39%	5.51%
	2022	2847	7.10%	88.34%	4.57%

Satisfaction with 800 Number Assistance

Question 7/7: Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?

FUNERAL DIRECTORS

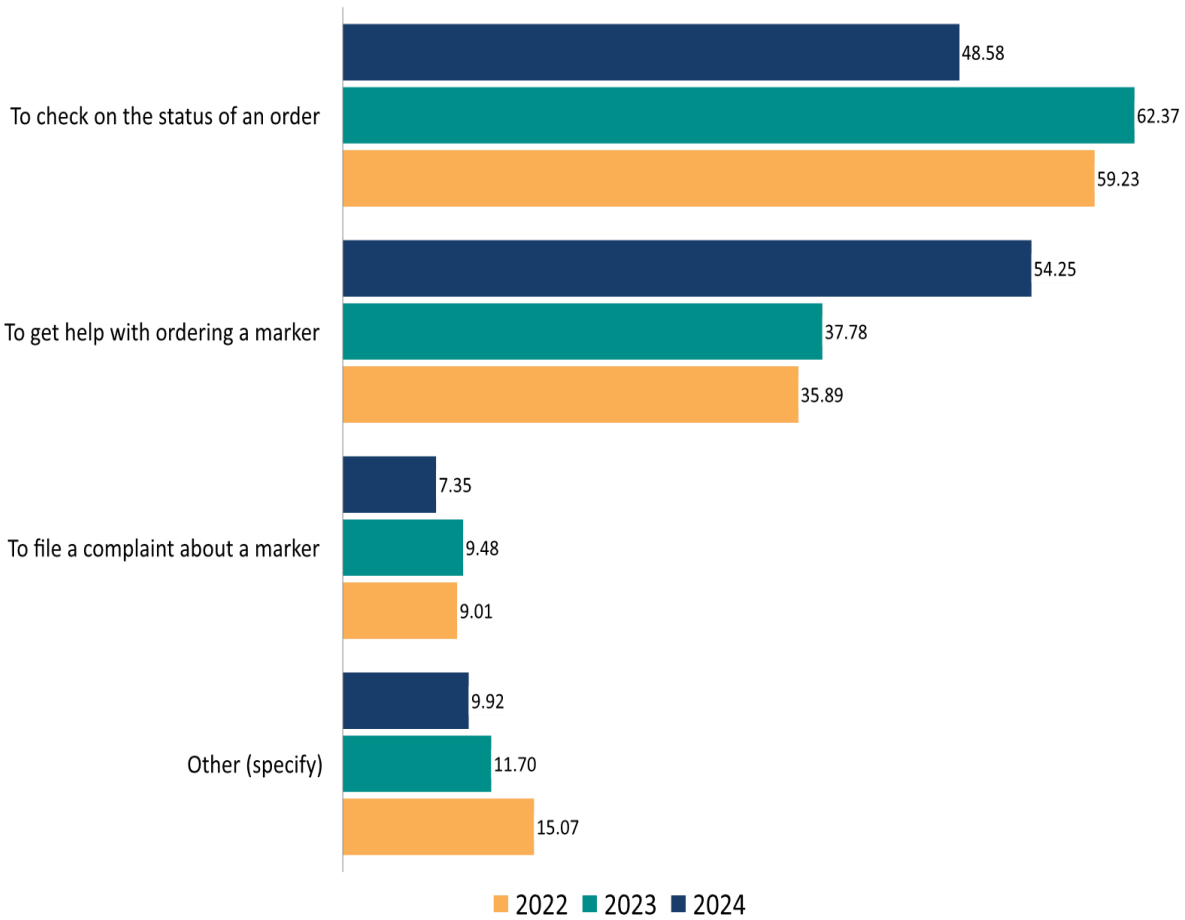


	Year	n	Yes	No	Don't know
FUNERAL DIRECTORS	2024	1612	22.70%	71.53%	5.77%
	2023	1709	23.17%	70.92%	5.91%
	2022	1680	21.73%	71.55%	6.73%

Satisfaction with 800 Number Assistance

Question 8/8: 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 (specify)
ALL RESPONDENTS	2024	776	48.58%	54.25%	7.35%	9.92%
	2023	675	62.37%	37.78%	9.48%	11.70%
	2022	677	59.23%	35.89%	9.01%	15.07%

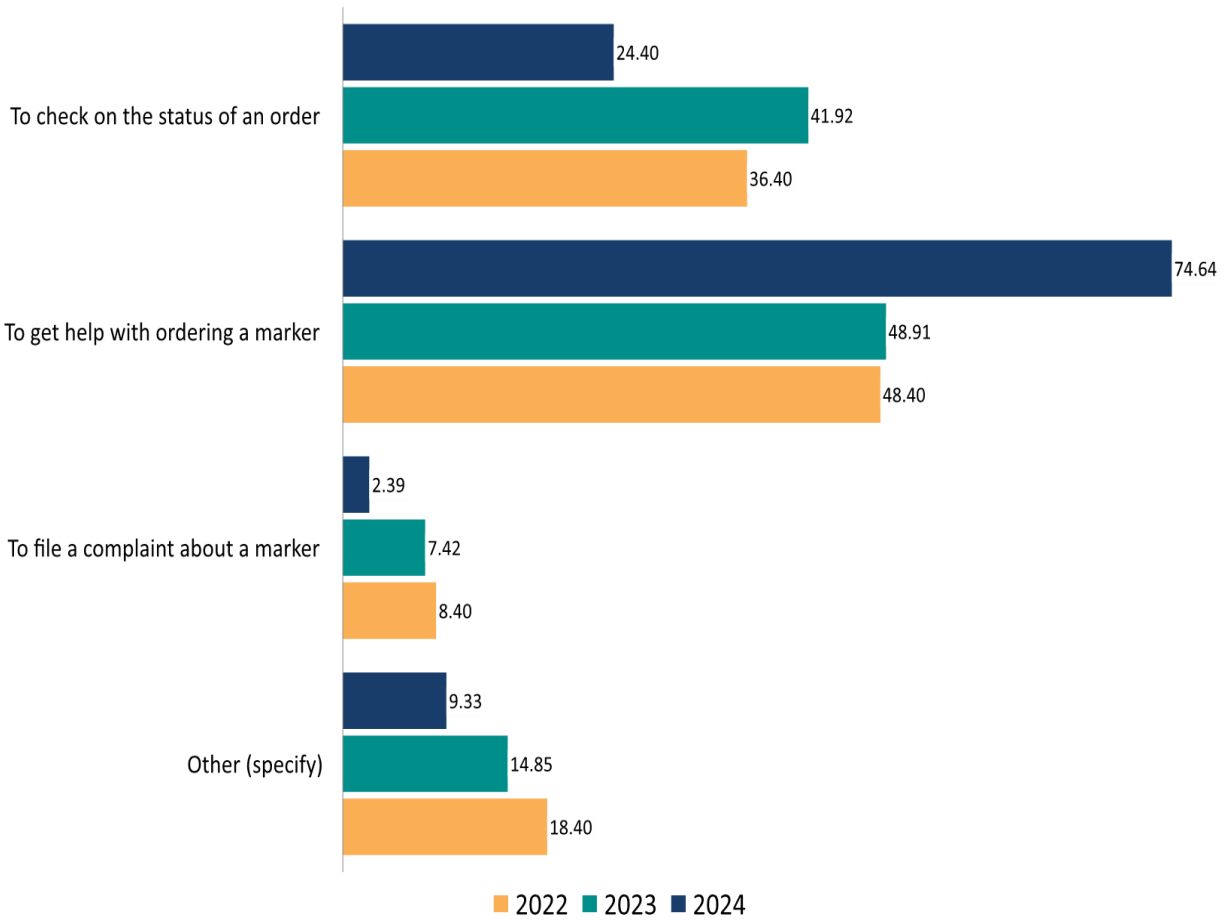
Note: This question only applies to respondents who indicated "Yes" to Question 7/7.

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

Satisfaction with 800 Number Assistance

Question 8/8: 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 (specify)
NEXT OF KIN	2024	418	24.40%	74.64%	2.39%	9.33%
	2023	229	41.92%	48.91%	7.42%	14.85%
	2022	250	36.40%	48.40%	8.40%	18.40%

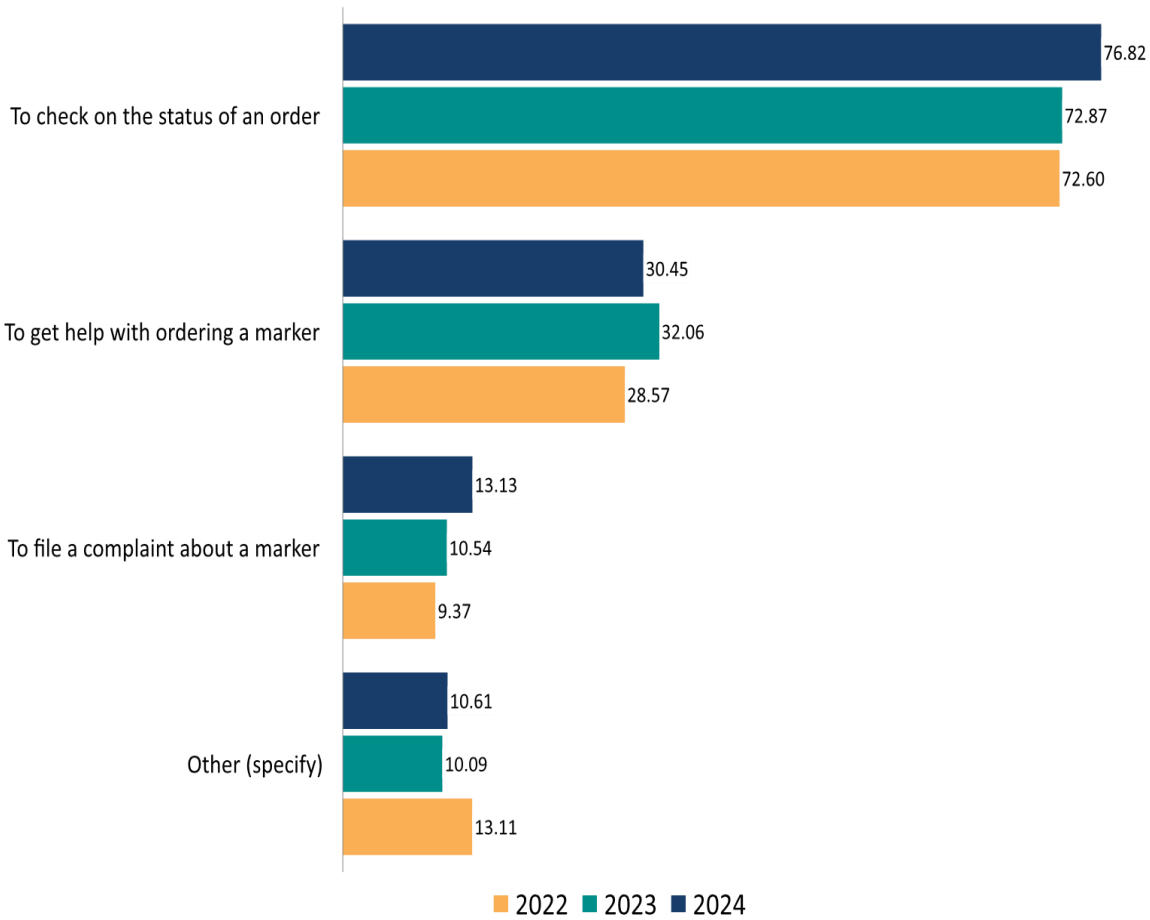
Note: This question only applies to respondents who indicated "Yes" to Question 7/7.

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

Satisfaction with 800 Number Assistance

Question 8/8: 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 (specify)
FUNERAL DIRECTORS	2024	358	76.82%	30.45%	13.13%	10.61%
	2023	446	72.87%	32.06%	10.54%	10.09%
	2022	427	72.60%	28.57%	9.37%	13.11%

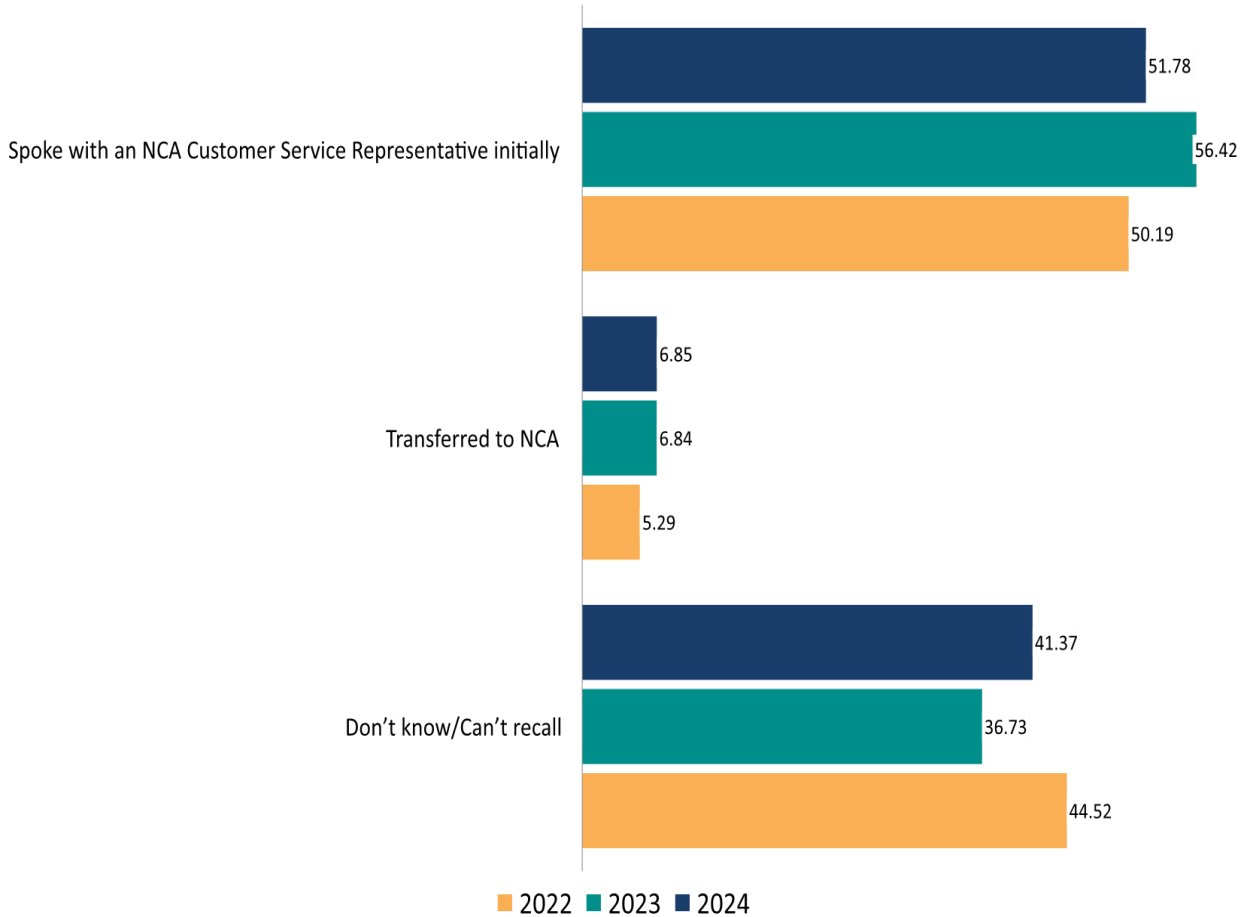
Note: This question only applies to respondents who indicated "Yes" to Question 7/7.

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

Satisfaction with 800 Number Assistance

Question 9/10: 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



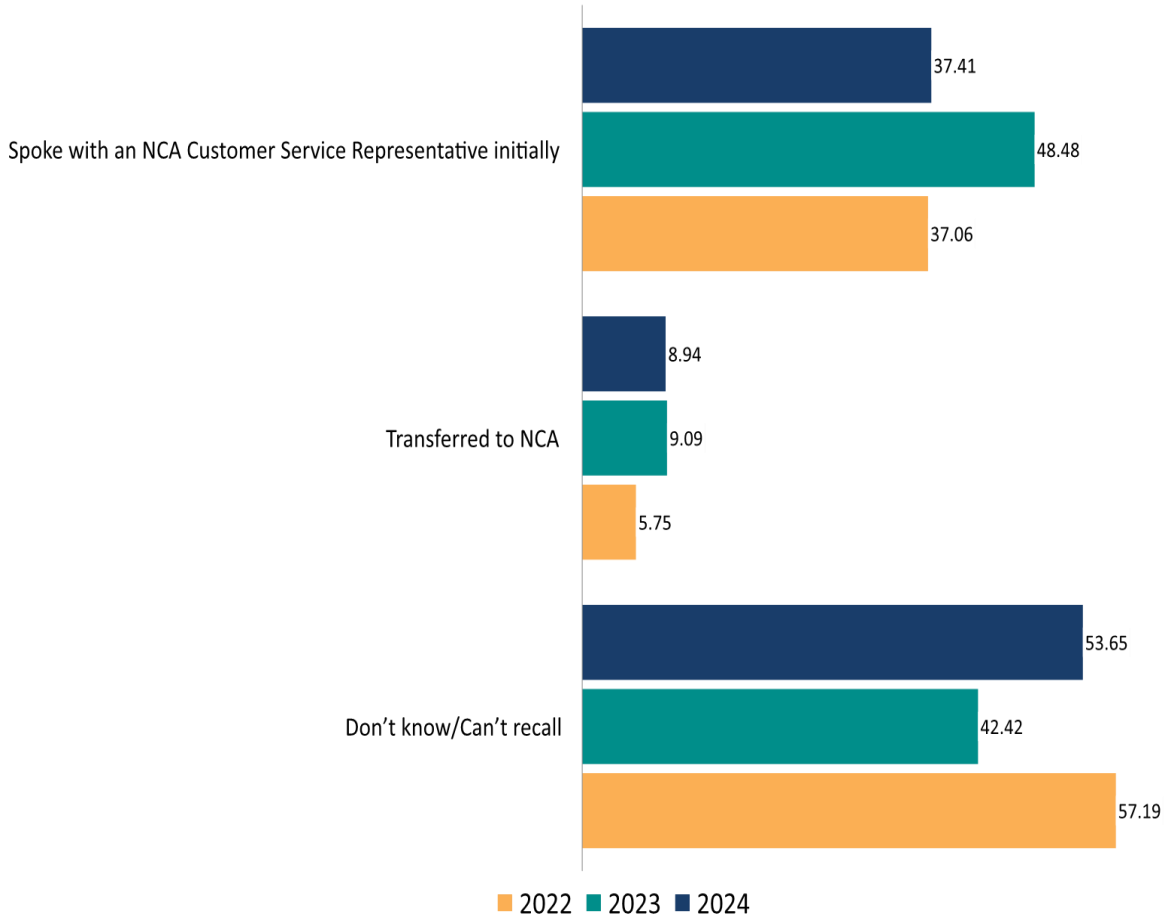
	Year	n	Spoke with an NCA Customer Service Representative initially	Transferred to NCA	Don't know/Can't recall
ALL RESPONDENTS	2024	788	51.78%	6.85%	41.37%
	2023	716	56.42%	6.84%	36.73%
	2022	775	50.19%	5.29%	44.52%

Note: This question only applies to respondents who indicated "Yes" to Question 7/7.

Satisfaction with 800 Number Assistance

Question 9/10: 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



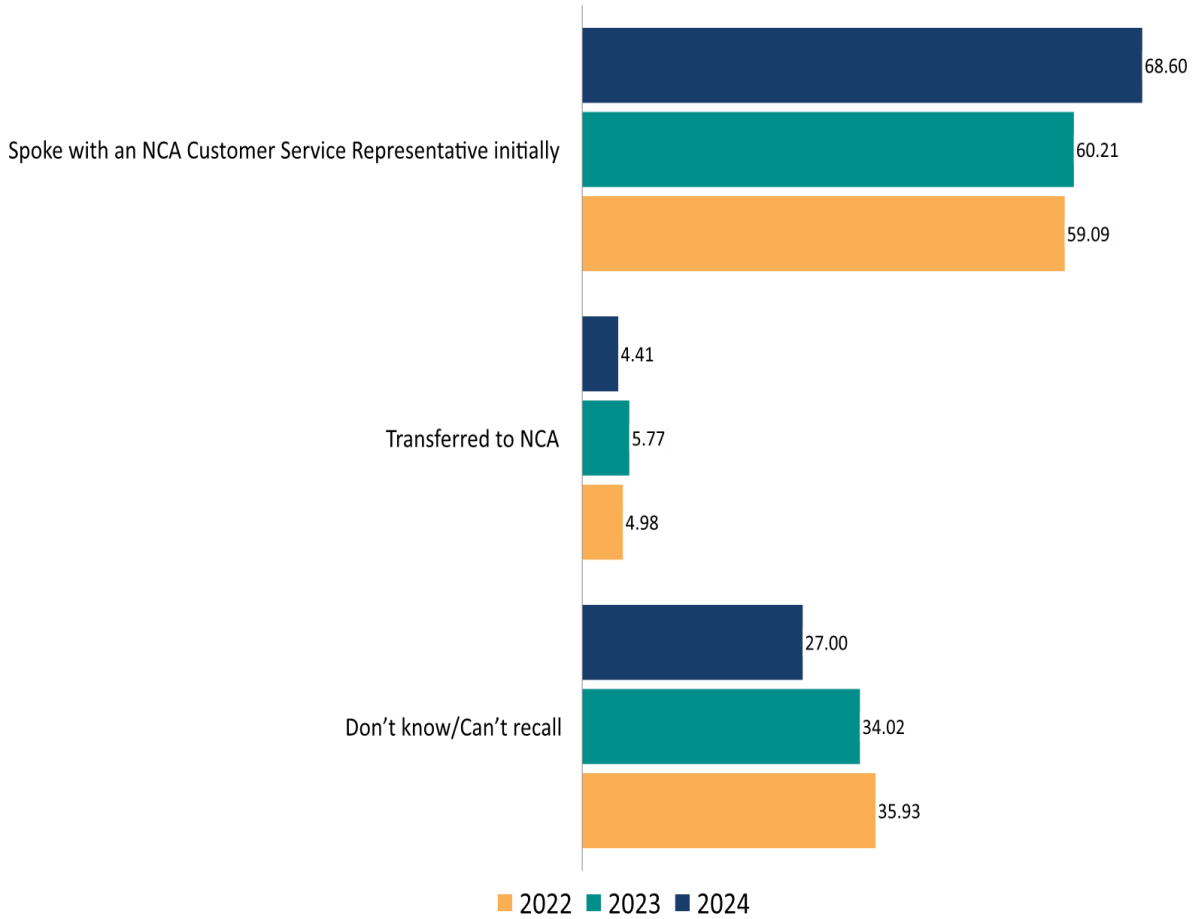
	Year	n	Spoke with an NCA Customer Service Representative initially	Transferred to NCA	Don't know/Can't recall
NEXT OF KIN	2024	425	37.41%	8.94%	53.65%
	2023	231	48.48%	9.09%	42.42%
	2022	313	37.06%	5.75%	57.19%

Note: This question only applies to respondents who indicated "Yes" to Question 7/7.

Satisfaction with 800 Number Assistance

Question 9/10: 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

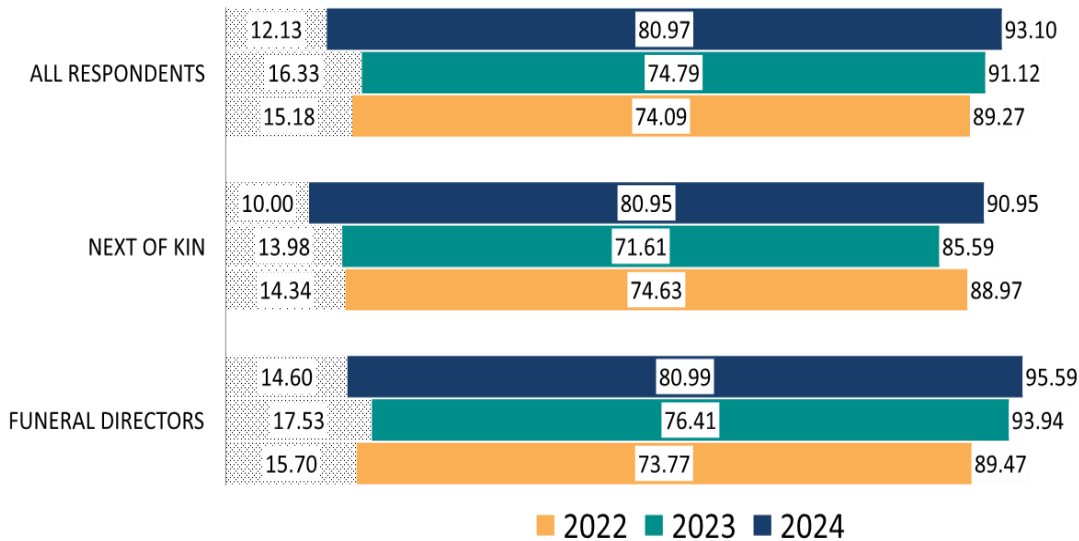


	Year	n	Spoke with an NCA Customer Service Representative initially	Transferred to NCA	Don't know/Can't recall
FUNERAL DIRECTORS	2024	363	68.60%	4.41%	27.00%
	2023	485	60.21%	5.77%	34.02%
	2022	462	59.09%	4.98%	35.93%

Note: This question only applies to respondents who indicated "Yes" to Question 7/7.

Satisfaction with 800 Number Assistance

Question 10/9: 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
ALL RESPONDENTS	2024	783	80.97%	6.18%	12.13%	4.47%	1.02%	1.40%
	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%
NEXT OF KIN	2024	420	80.95%	9.34%	10.00%	5.95%	1.19%	1.90%
	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%
FUNERAL DIRECTORS	2024	363	80.99%	4.58%	14.60%	2.75%	0.83%	0.83%
	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%

*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 7/7.

Funeral Director Satisfaction with Delivery of Headstone, Marker or Medallion

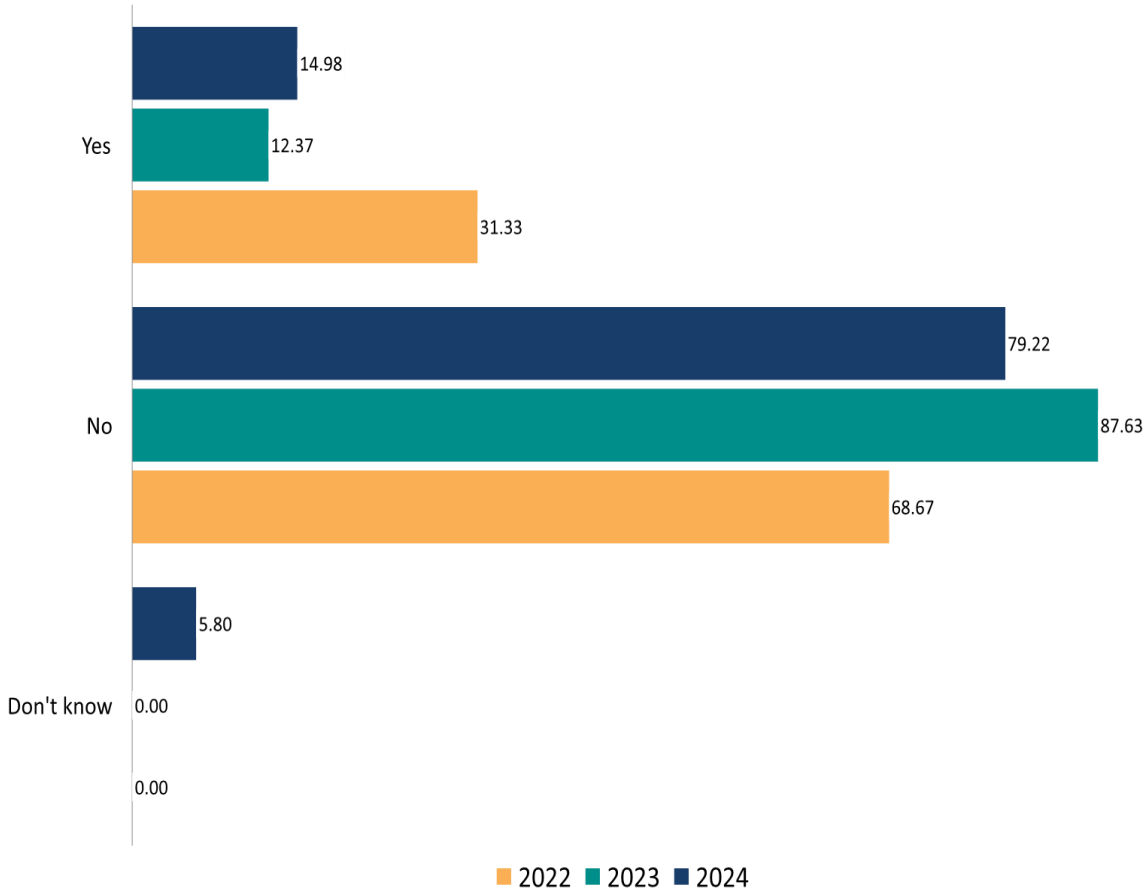
SECTION DESCRIPTION

- This section presents survey findings from funeral directors on their satisfaction with various MPS products. Satisfaction ratings are provided for headstones, markers, or medallions.
- Please refer to the Report Overview section (page 3) for an overview of the contents of the report.

Funeral Director Satisfaction with Delivery of Headstone, Marker or Medallion

MPS FD Q19: In the past year, have you/your company had problems with a delivered headstone, marker, or medallion?

FUNERAL DIRECTORS



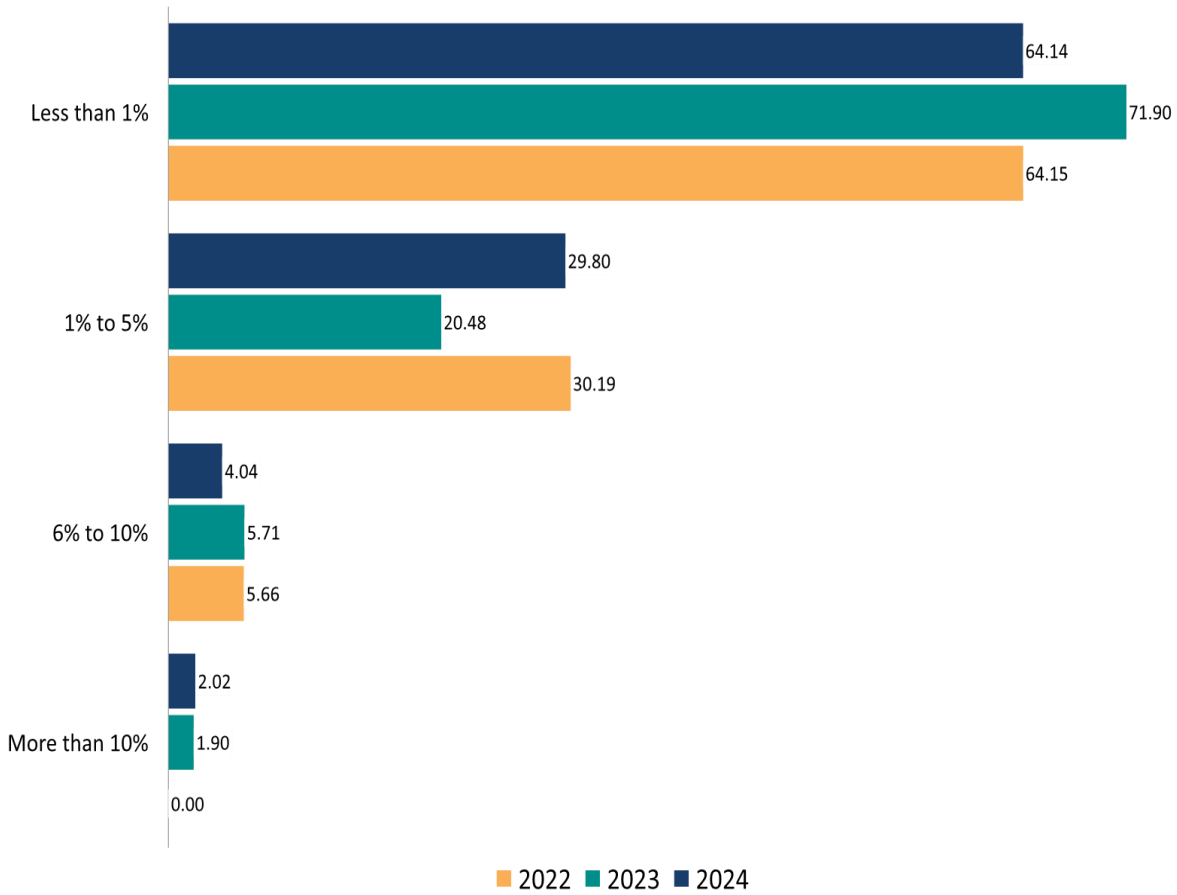
	Year	n	Yes	No	Don't know
FUNERAL DIRECTORS	2024	1689	14.98%	79.22%	5.80%
	2023	1698	12.37%	87.63%	0.00%
	2022	1660	31.33%	68.67%	0.00%

Note: In 2024, the response option "Don't know" was added.

Funeral Director Satisfaction with Delivery of Headstone, Marker or Medallion

MPS FD Q20: About what percentage of the markers that you receive have problems?

FUNERAL DIRECTORS



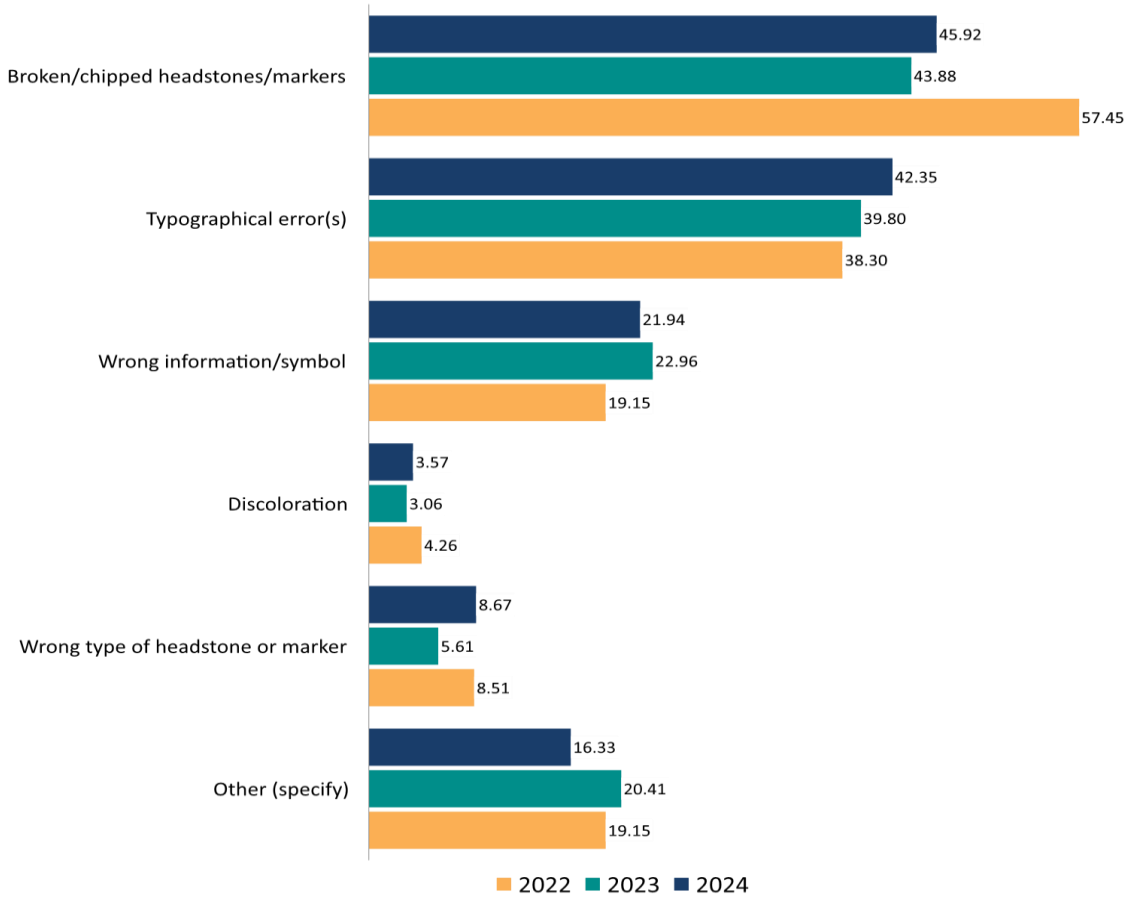
	Year	n	Less than 1%	1% to 5%	6% to 10%	More than 10%
FUNERAL DIRECTORS	2024	198	64.14%	29.80%	4.04%	2.02%
	2023	210	71.90%	20.48%	5.71%	1.90%
	2022	53	64.15%	30.19%	5.66%	0.00%

Note: This question only applies to respondents who indicated "Yes" to MPS FD Q19.

Funeral Director Satisfaction with Delivery of Headstone, Marker or Medallion

**MPS FD Q21: 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 (specify)
FUNERAL DIRECTORS	2024	196	45.92%	42.35%	21.94%	3.57%	8.67%	16.33%
	2023	196	43.88%	39.80%	22.96%	3.06%	5.61%	20.41%
	2022	47	57.45%	38.30%	19.15%	4.26%	8.51%	19.15%

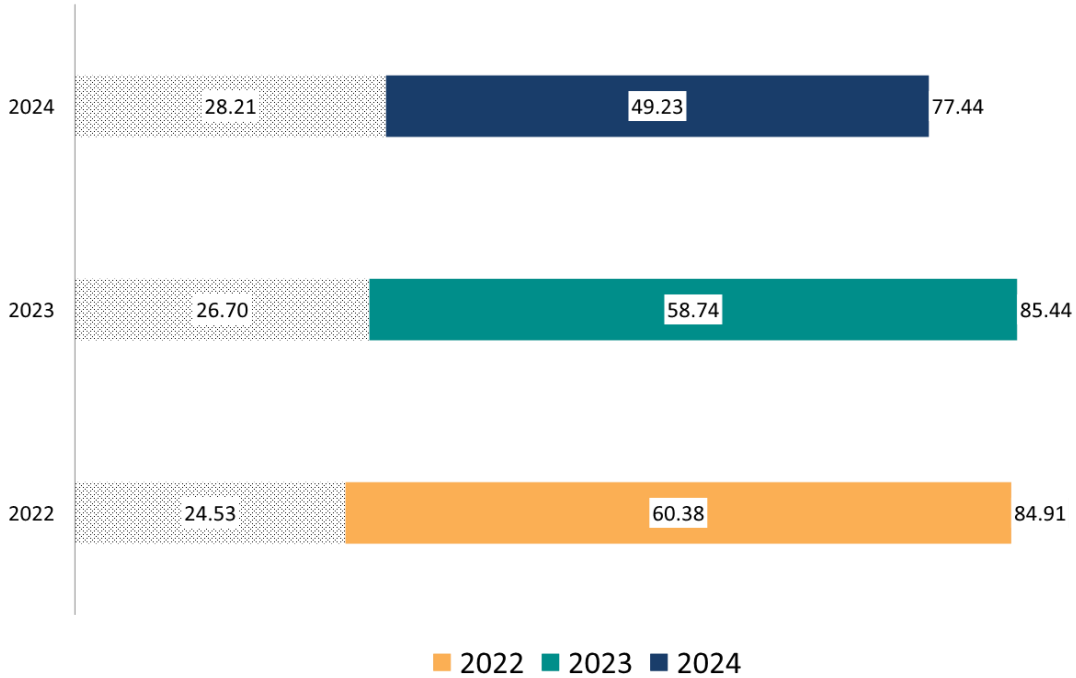
Note: This question only applies to respondents who indicated "Yes" to MPS FD Q19.

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

MPS FD Q22: 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	2024	195	49.23%	-9.51%	28.21%	11.79%	6.15%	4.62%
	2023	206	58.74%	-1.64%	26.70%	10.68%	1.94%	1.94%
	2022	53	60.38%	2.28%	24.53%	13.21%	1.89%	0.00%

*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 MPS FD Q19.

Funeral Director Satisfaction with Quality of Products and Services

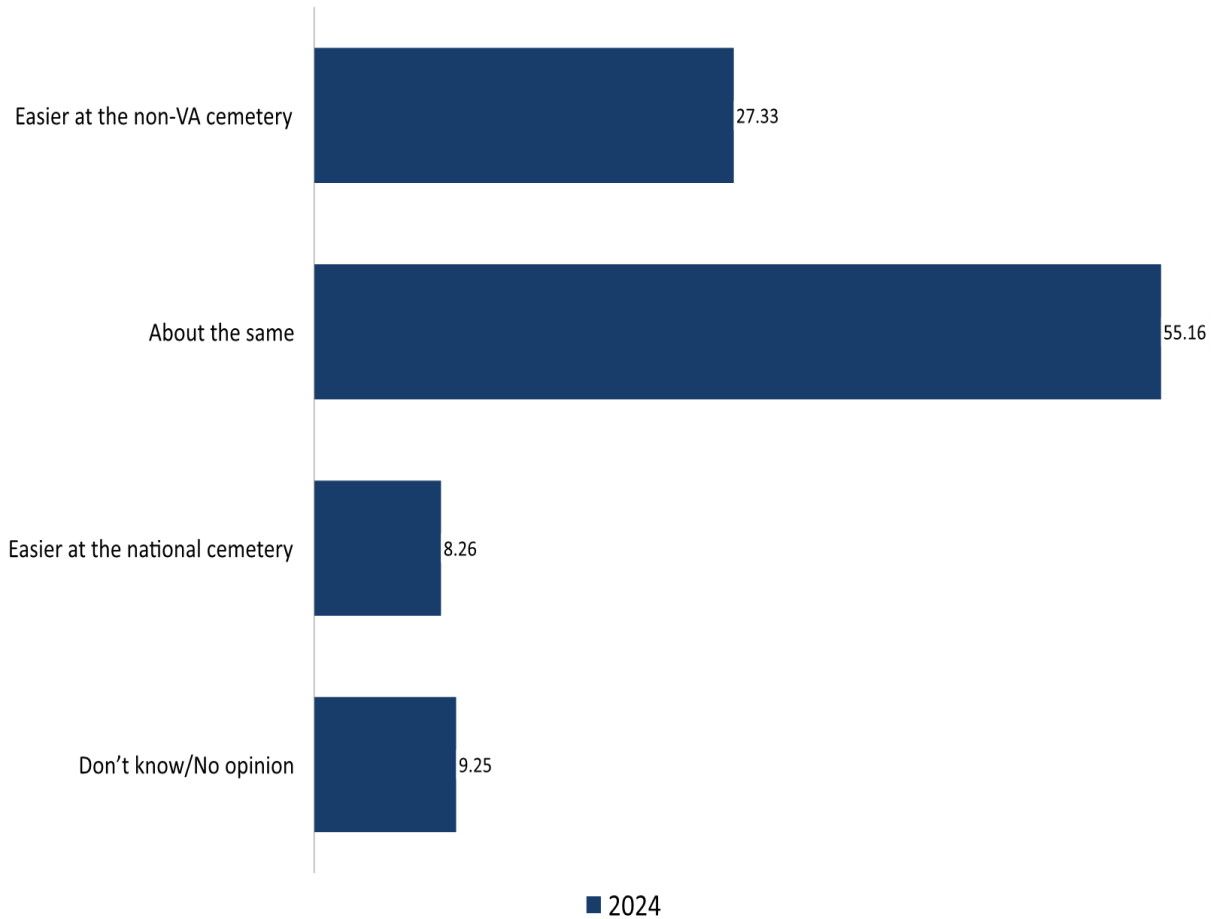
SECTION DESCRIPTION

- This section presents survey findings from funeral directors on their satisfaction with the quality of VA headstones and scheduling services.
- Please refer to the Key Performance Indicator (KPI) section of the report (page 7) for this section's KPIs: Overall satisfaction with experience with VA MPS products/services (MPS Q31/28) and agree that quality of headstone, marker, or medallion was excellent (MPS FD Q24).
- Please refer to the Report Overview section (page 3) for an overview of the contents of the report.

Funeral Director Satisfaction with Quality of Products and Services

MPS FD Q11: How easy is the process of scheduling an interment at a national cemetery vs. a non-VA cemetery?

FUNERAL DIRECTORS



	Year	n	Easier at the non-VA cemetery	About the same	Easier at the national cemetery	Don't know/No opinion
FUNERAL DIRECTORS	2024	1610	27.33%	55.16%	8.26%	9.25%

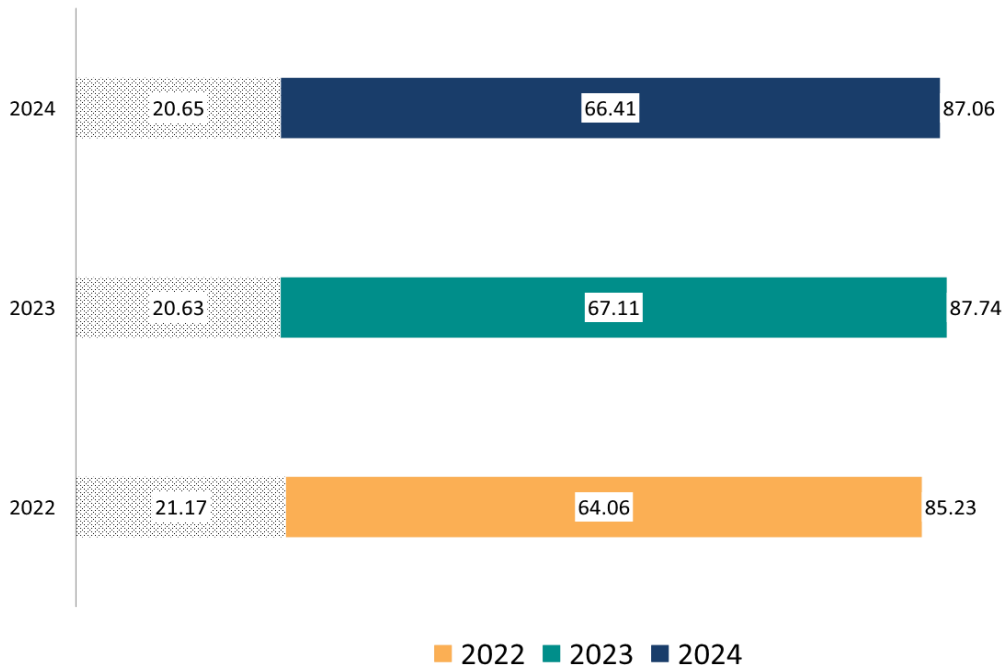
Note: MPS FD Q11 was added as a new question to the 2024 Funeral Director Satisfaction Survey.

Funeral Director Satisfaction with Quality of Products and Services

MPS FD Q23A: 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?

Attribute: Cut Quality

FUNERAL DIRECTORS



	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2024	1545	66.41%	-0.70%	20.65%	12.69%	0.19%	0.06%
	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%

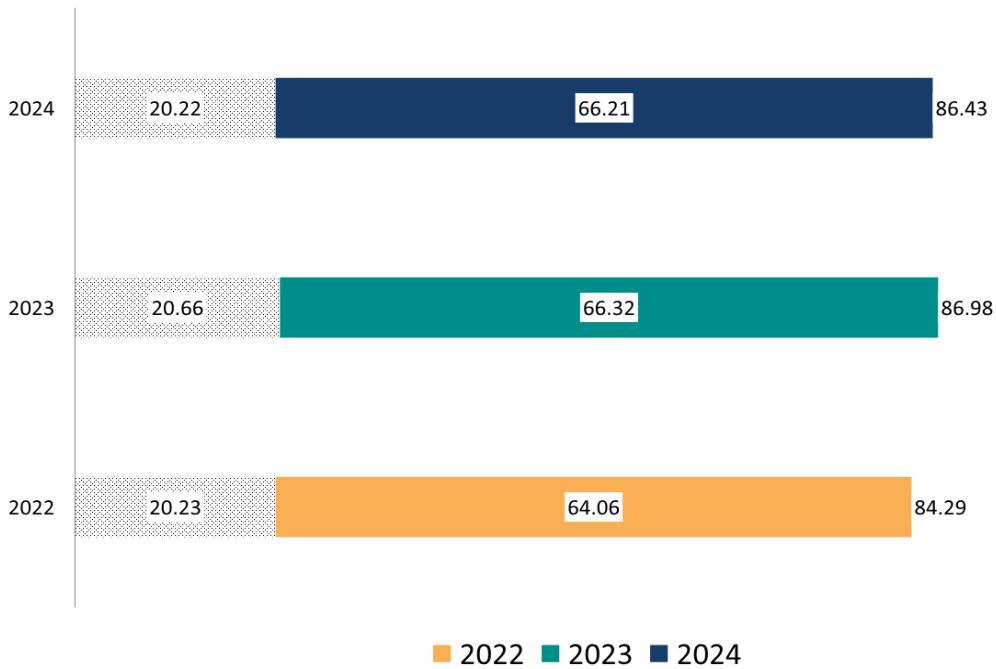
*The change scores represent the difference between the "Excellent" categories for the row year and the previous year.

Funeral Director Satisfaction with Quality of Products and Services

MPS FD Q23B: 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?

Attribute: Polish Quality

FUNERAL DIRECTORS



	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2024	1533	66.21%	-0.11%	20.22%	13.24%	0.26%	0.07%
	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%

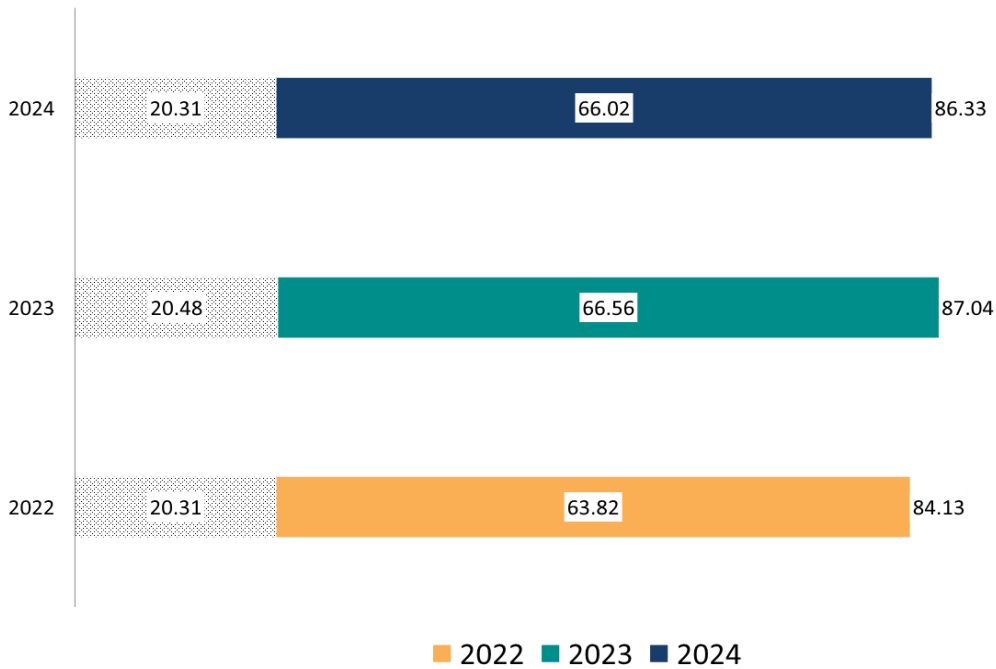
*The change scores represent the difference between the "Excellent" categories for the row year and the previous year.

Funeral Director Satisfaction with Quality of Products and Services

MPS FD Q23C: 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?

Attribute: Color Quality

FUNERAL DIRECTORS



	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2024	1536	66.02%	-0.54%	20.31%	13.48%	0.13%	0.07%
	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%

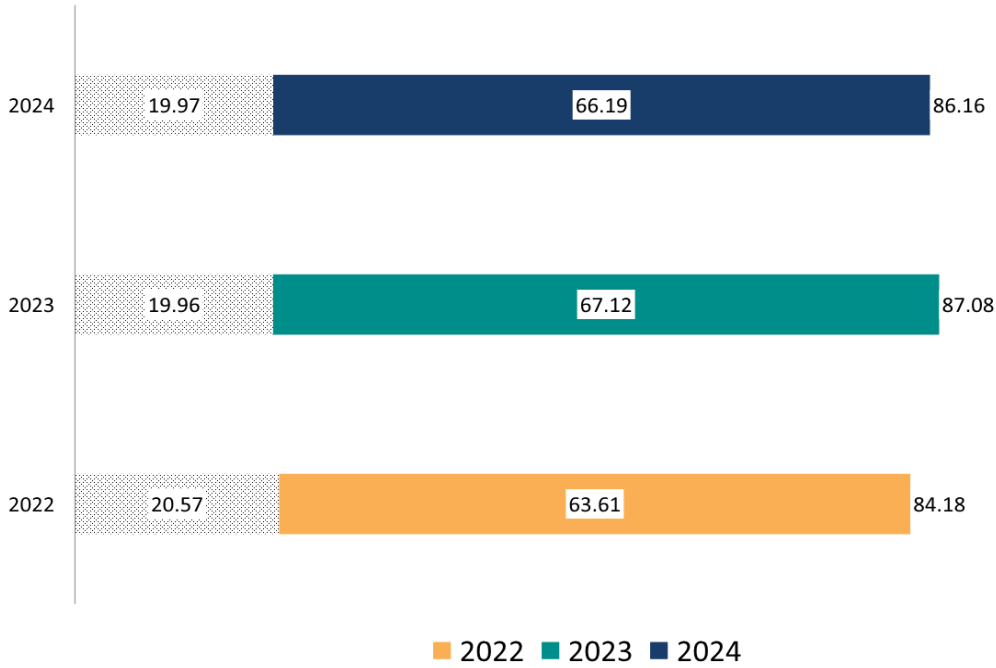
*The change scores represent the difference between the "Excellent" categories for the row year and the previous year.

Funeral Director Satisfaction with Quality of Products and Services

MPS FD Q23D: 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?

Attribute: Finish Quality

FUNERAL DIRECTORS



	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2024	1532	66.19%	-0.93%	19.97%	13.58%	0.20%	0.07%
	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%

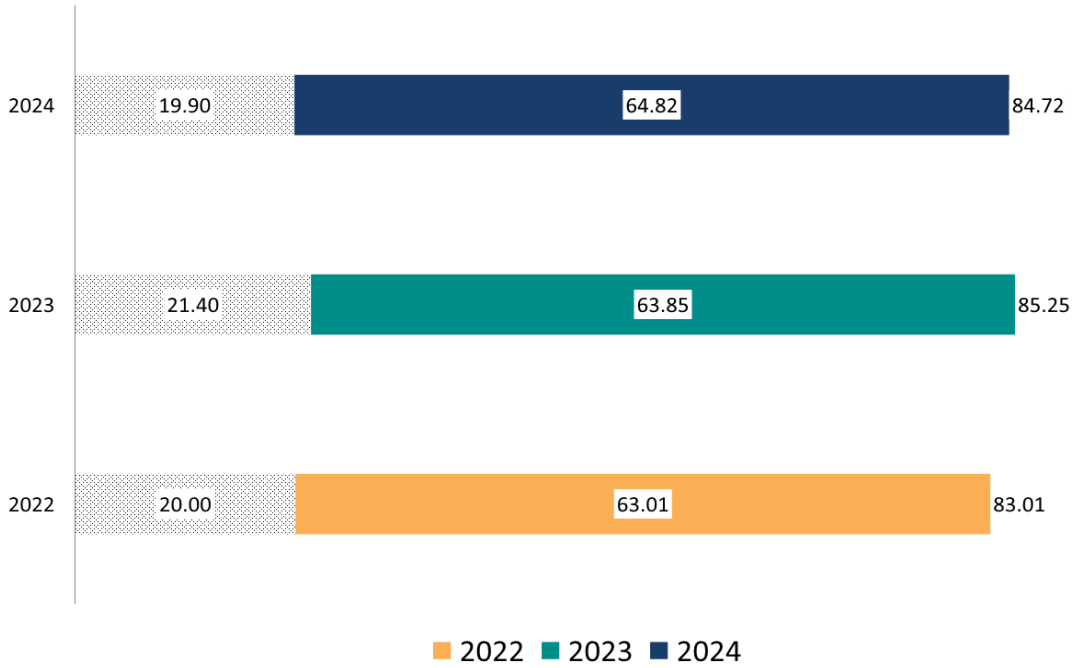
*The change scores represent the difference between the "Excellent" categories for the row year and the previous year.

Funeral Director Satisfaction with Quality of Products and Services

MPS FD Q23E: 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?

Attribute: Depth of the Inscription Quality

FUNERAL DIRECTORS



	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2024	1407	64.82%	0.97%	19.90%	15.00%	0.21%	0.07%
	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%

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

Presidential Memorial Certificate (PMC) and Additional Costs

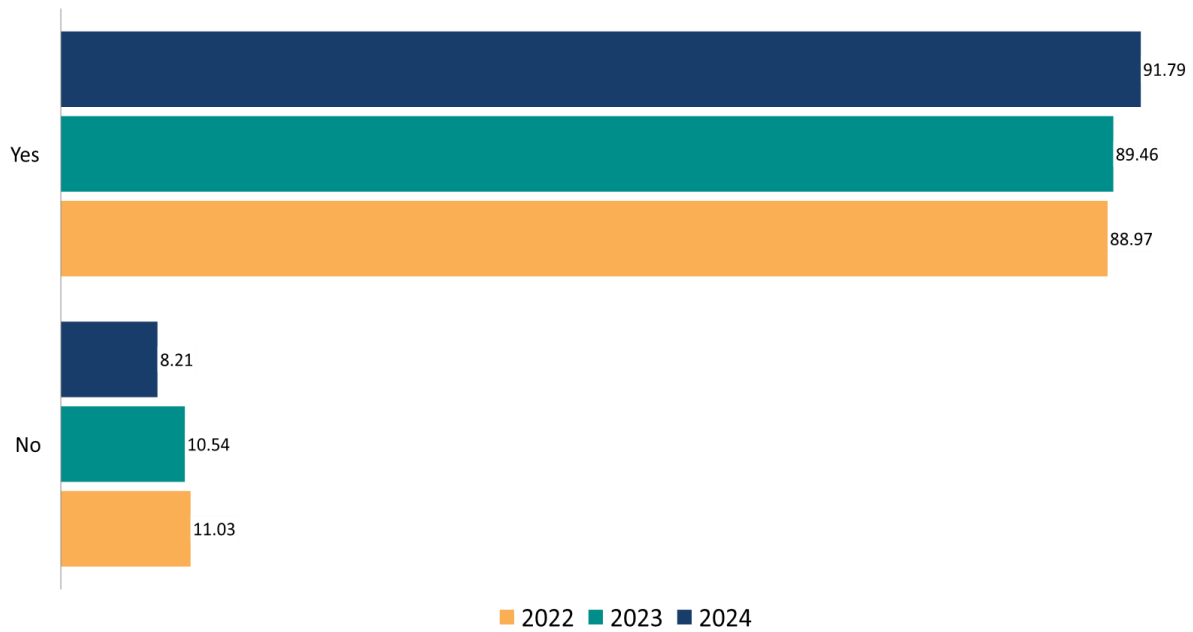
SECTION DESCRIPTION

- 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.
- Please refer to the Key Performance Indicator (KPI) section of the report (page 7) for this section's KPI: Satisfaction with quality of certificate (PMC) (MPS NOK Q28).
- This section also presents survey findings from the 2024 National Cemeteries Next of Kin/Family Member Satisfaction Survey and the 2024 State, Tribal or Territorial Veterans Cemeteries Next of Kin/Family Member Satisfaction Survey regarding next of kin satisfaction with the quality of the PMC.
- Please refer to the Report Overview section (page 3) for an overview of the contents of the report.

Presidential Memorial Certificate (PMC) and Additional Costs

MPS FD Q25: Are you aware of the Presidential Memorial Certificate (PMC) (the certificate signed by the President of the United States honoring the Veteran’s service)?

FUNERAL DIRECTORS

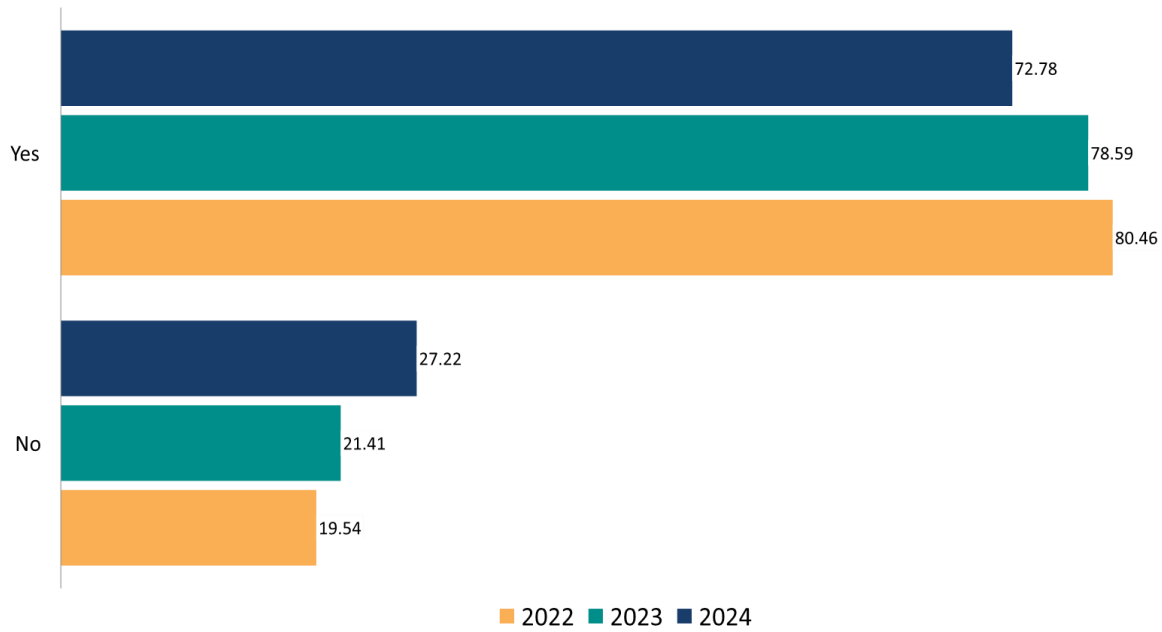


	Year	n	Yes	No
FUNERAL DIRECTORS	2024	1560	91.79%	8.21%
	2023	1717	89.46%	10.54%
	2022	1678	88.97%	11.03%

Presidential Memorial Certificate (PMC) and Additional Costs

MPS FD Q26: Do you typically inform your clients about the Presidential Memorial Certificate?

FUNERAL DIRECTORS



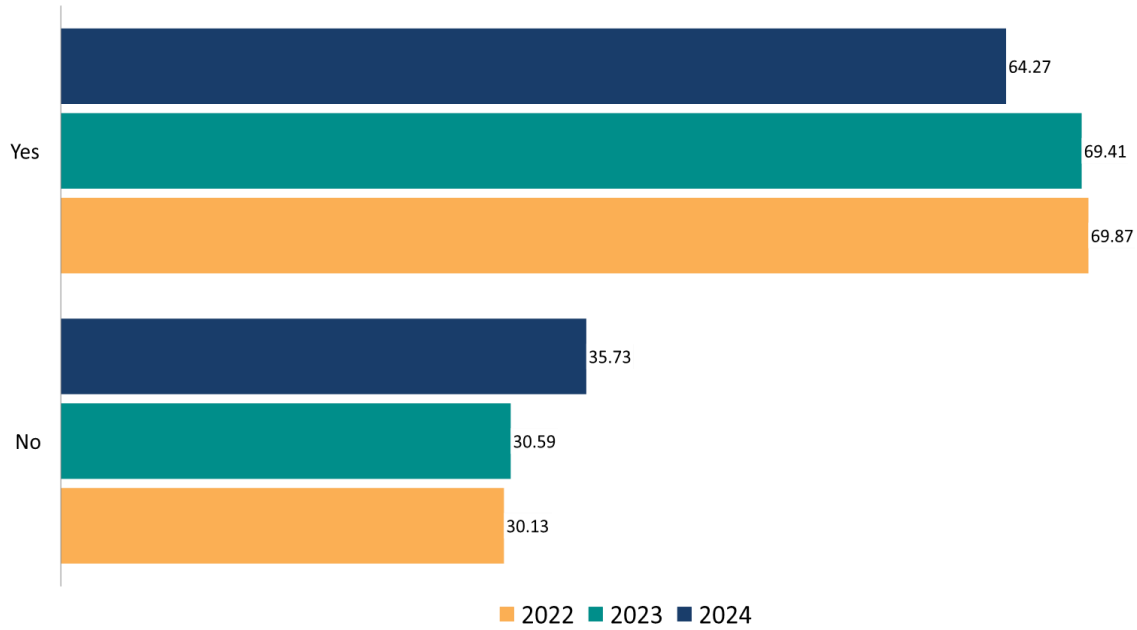
	Year	n	Yes	No
FUNERAL DIRECTORS	2024	1396	72.78%	27.22%
	2023	341	78.59%	21.41%
	2022	394	80.46%	19.54%

Note: This question only applies to respondents who indicated "Yes" to MPS FD Q25.

Presidential Memorial Certificate (PMC) and Additional Costs

MPS FD Q27: Do you typically order the Presidential Memorial Certificate for your clients?

FUNERAL DIRECTORS



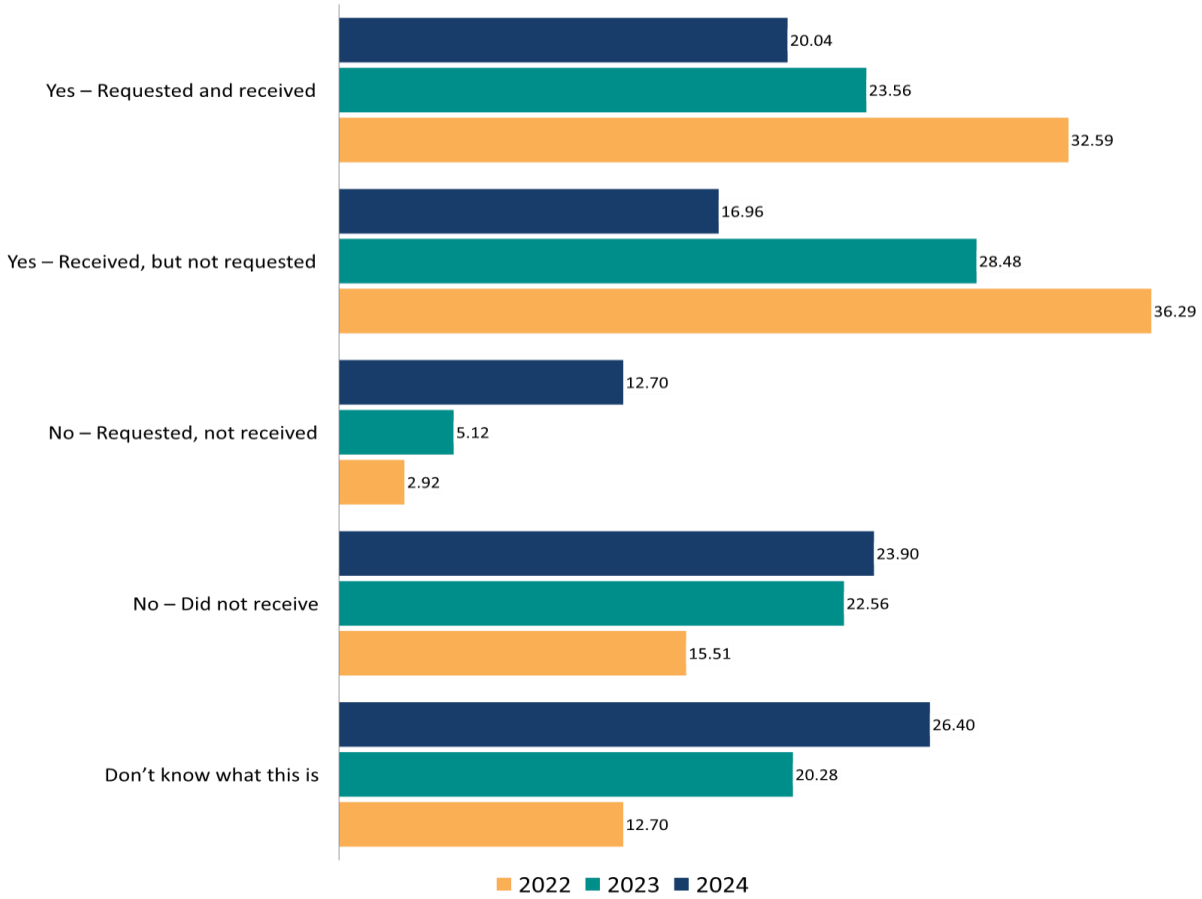
	Year	n	Yes	No
FUNERAL DIRECTORS	2024	1388	64.27%	35.73%
	2023	340	69.41%	30.59%
	2022	395	69.87%	30.13%

Note: This question only applies to respondents who indicated "Yes" to MPS FD Q25.

Presidential Memorial Certificate (PMC) and Additional Costs

MPS NOK Q27: Did you order and/or receive a certificate signed by the President of the United States honoring the Veteran's service?

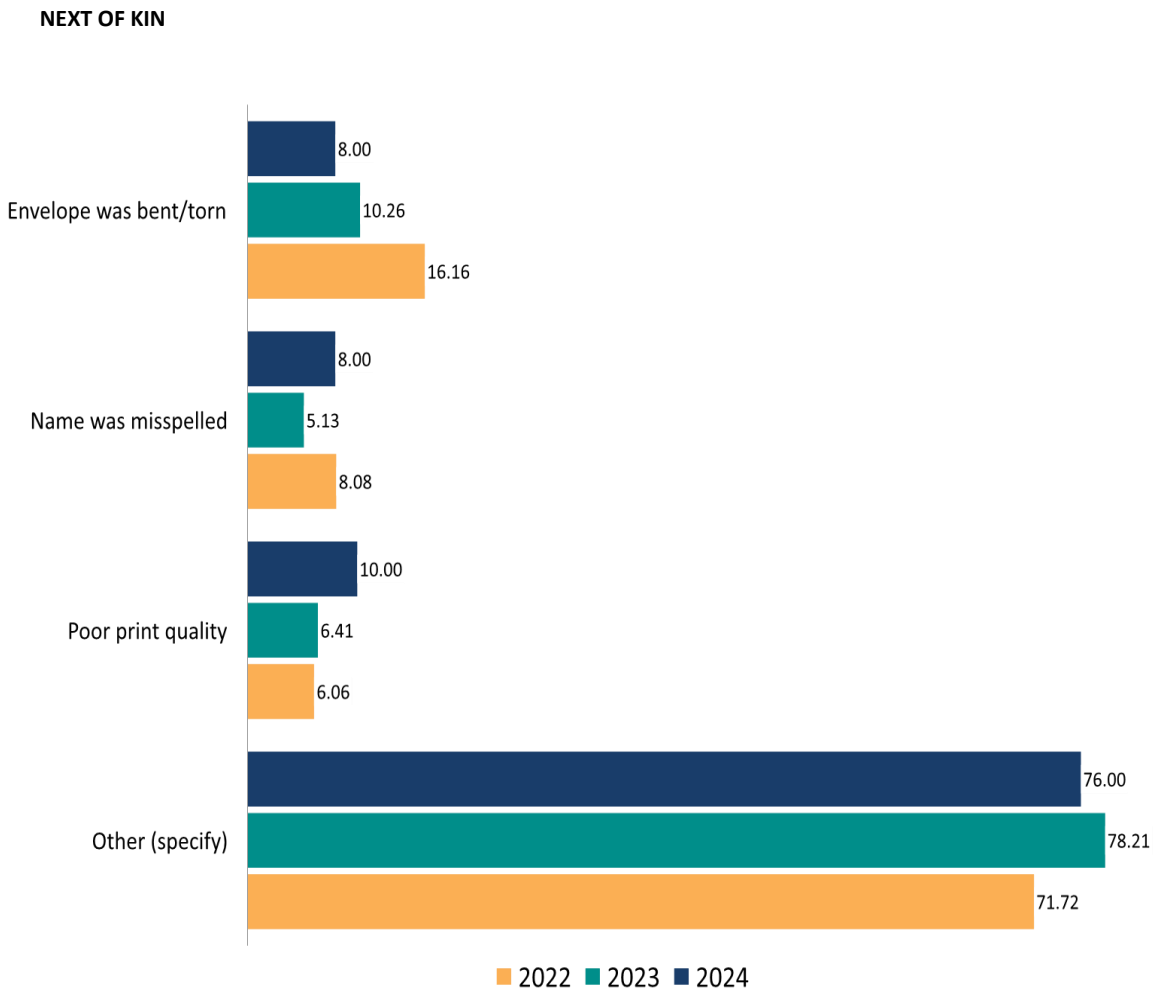
NEXT OF KIN



	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	2024	2795	20.04%	16.96%	12.70%	23.90%	26.40%
	2023	2988	23.56%	28.48%	5.12%	22.56%	20.28%
	2022	2811	32.59%	36.29%	2.92%	15.51%	12.70%

Presidential Memorial Certificate (PMC) and Additional Costs

MPS NOK Q29: 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)



2022: n = 99 2023: n = 78 2024: n = 50

Note: This question only applies to respondents who indicated "Very dissatisfied," "Somewhat dissatisfied," or "Neither satisfied nor dissatisfied" to MPS NOK Q28.

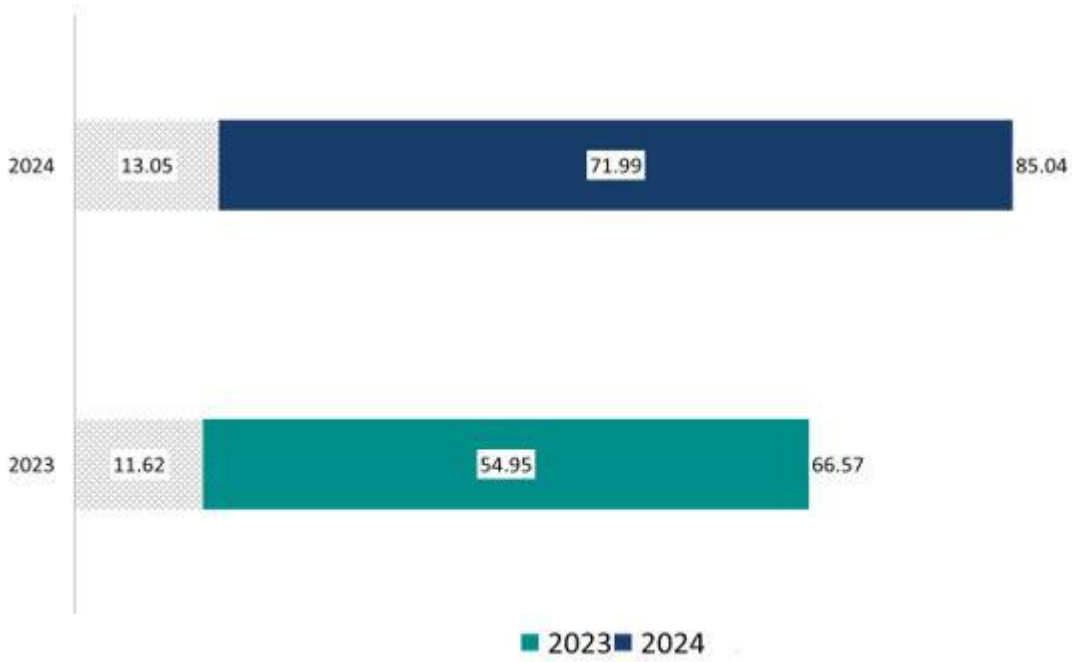
Note: As respondents could select more than one response option, percentages may not sum to 100%.

Note: The answer option "Other (specify)" provides the opportunity for next of kin to specify an answer not listed.

Presidential Memorial Certificate (PMC) and Additional Costs

MPS NOK Q30: 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	2024	996	71.99%	17.04%	13.05%	13.45%	0.70%	0.80%
	2023	1514	54.95%	NA	11.62%	20.48%	3.04%	9.91%

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

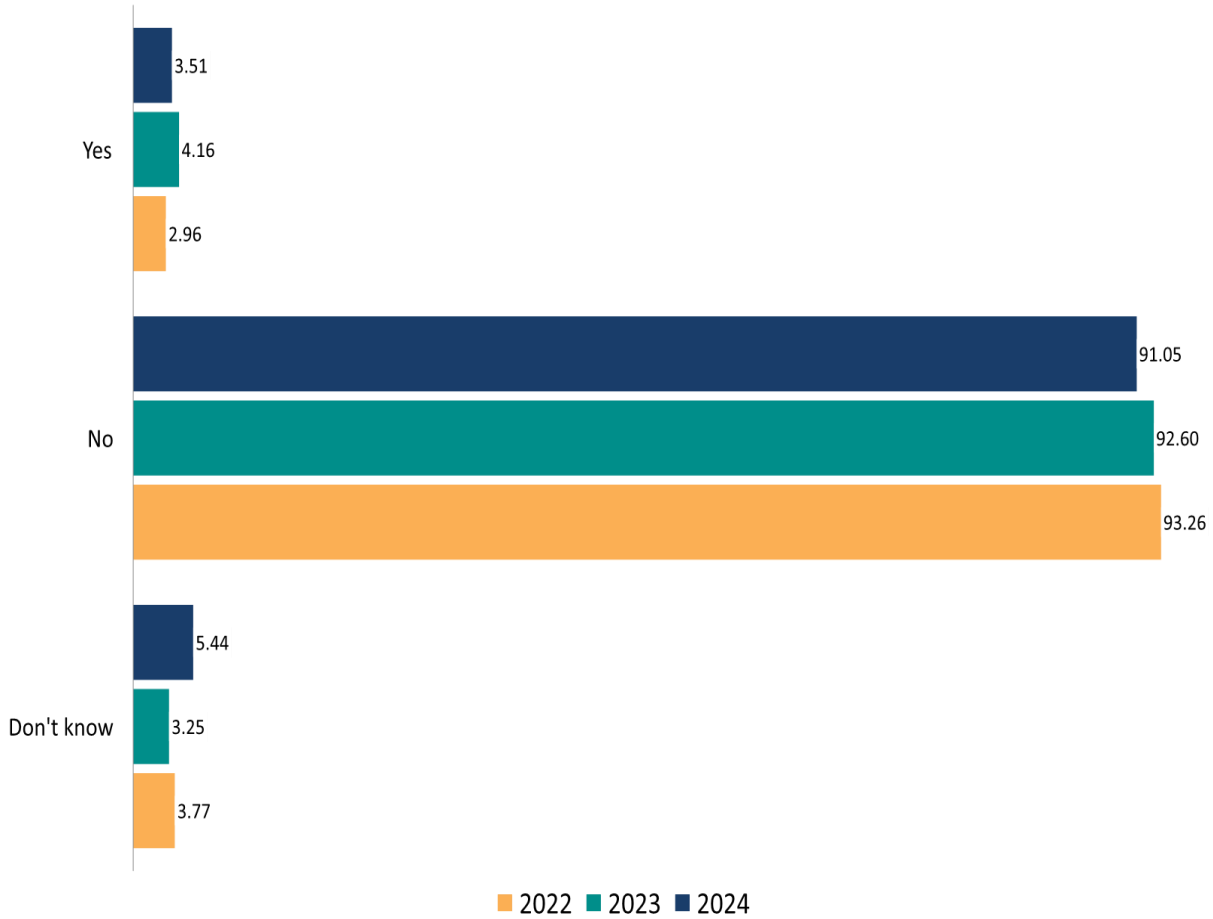
Note: MPS NOK Q30 was added to the 2023 National Cemeteries Next of Kin/Family Member Satisfaction Survey and only displays the current year’s and 2023 results.

Note: This question only applies to respondents who indicated "Yes" to MPS NOK Q27.

Presidential Memorial Certificate (PMC) and Additional Costs

MPS NOK Q24: Was there a delay in the placement of the headstone, marker or medallion because of a difficulty to pay the setting fee?

NEXT OF KIN

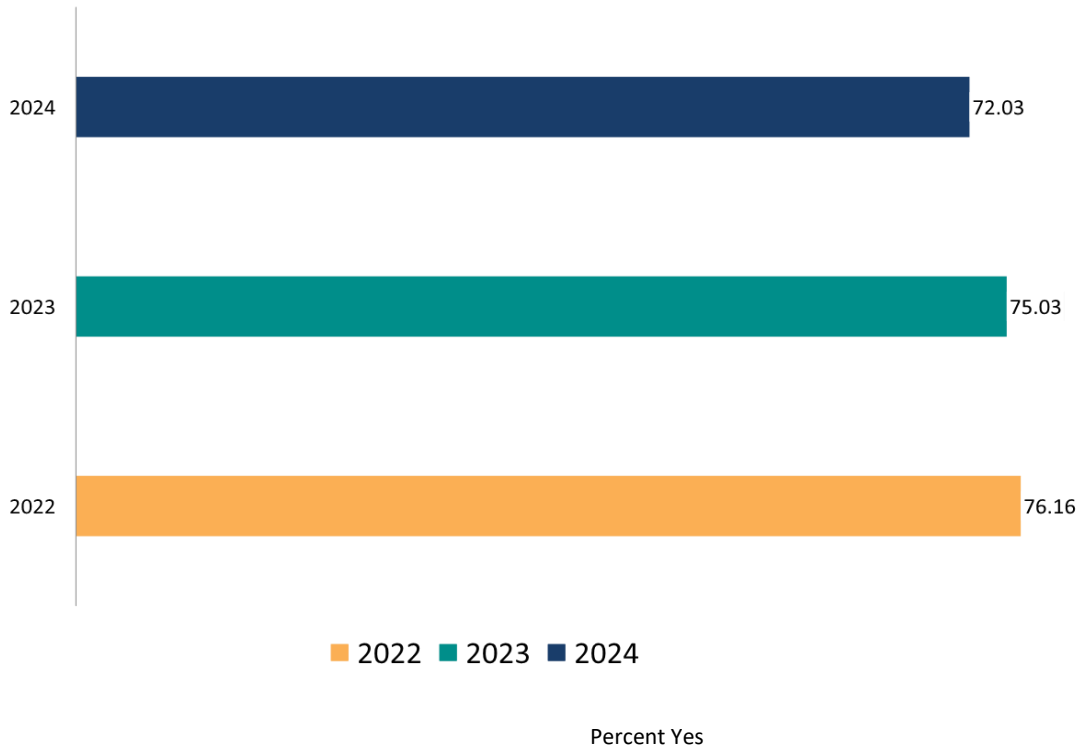


	Year	n	Yes	No	Don't know
NEXT OF KIN	2024	3016	3.51%	91.05%	5.44%
	2023	770	4.16%	92.60%	3.25%
	2022	742	2.96%	93.26%	3.77%

Presidential Memorial Certificate (PMC) and Additional Costs

NC NOK Q30: 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	Don't know
NEXT OF KIN	2024	14392	72.03%	17.54%	10.44%
	2023	13912	75.03%	24.97%	0.00%
	2022	17088	76.16%	23.84%	0.00%

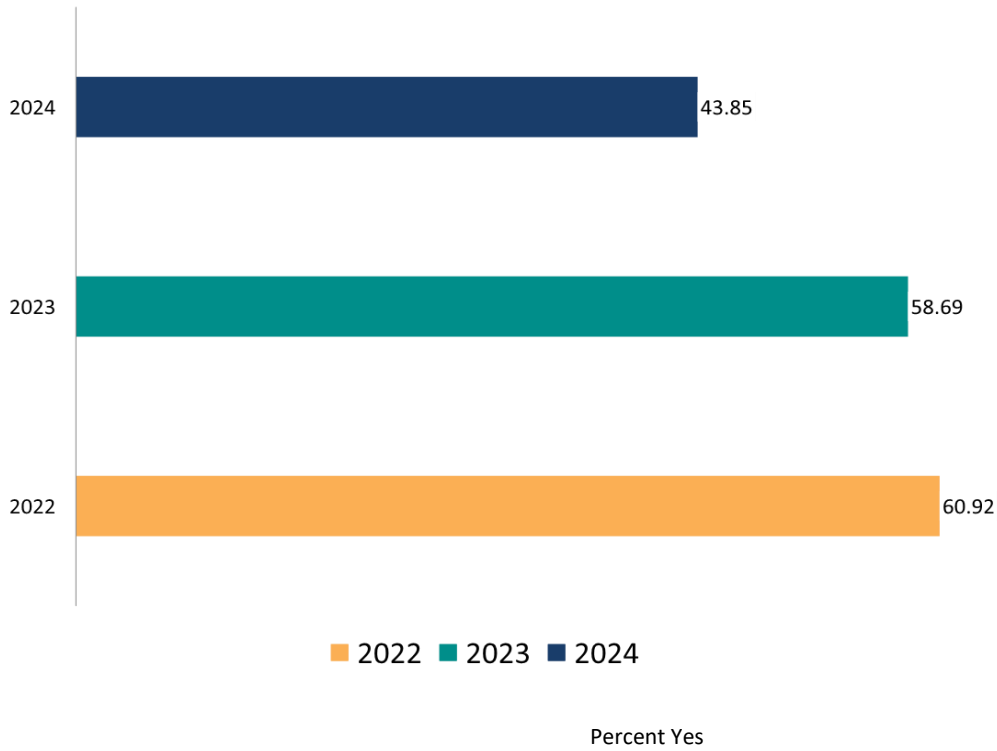
Note: The Veteran status of the interred loved one is not self-reported. Veteran status of the interred loved one is recorded by the national cemetery and captured in the NCA database. This question only applies to respondents whose interred loved one was a Veteran.

Note: In 2024 the response option "Don't know" was added.

Presidential Memorial Certificate (PMC) and Additional Costs

STVC NOK Q28: 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	Don't know
NEXT OF KIN	2024	6169	43.85%	40.02%	16.13%
	2023	6090	58.69%	41.31%	0.00%
	2022	6540	60.92%	39.08%	0.00%

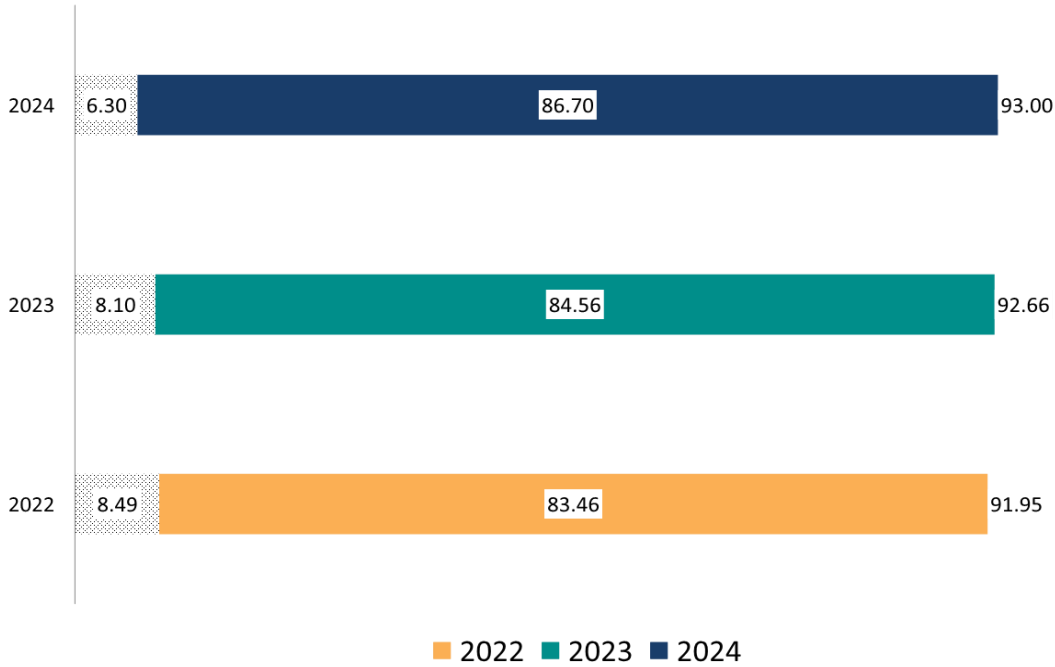
Note: The Veteran status of the interred loved one is not self-reported. Veteran status of the interred loved one is recorded by the cemetery and captured in the NCA database. This question only applies to respondents whose interred loved one was a Veteran.

Note: In 2024 the response option "Don't know" was added.

Presidential Memorial Certificate (PMC) and Additional Costs

NC NOK Q31: 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	2024	10117	86.70%	2.14%	6.30%	5.68%	0.57%	0.75%
	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%

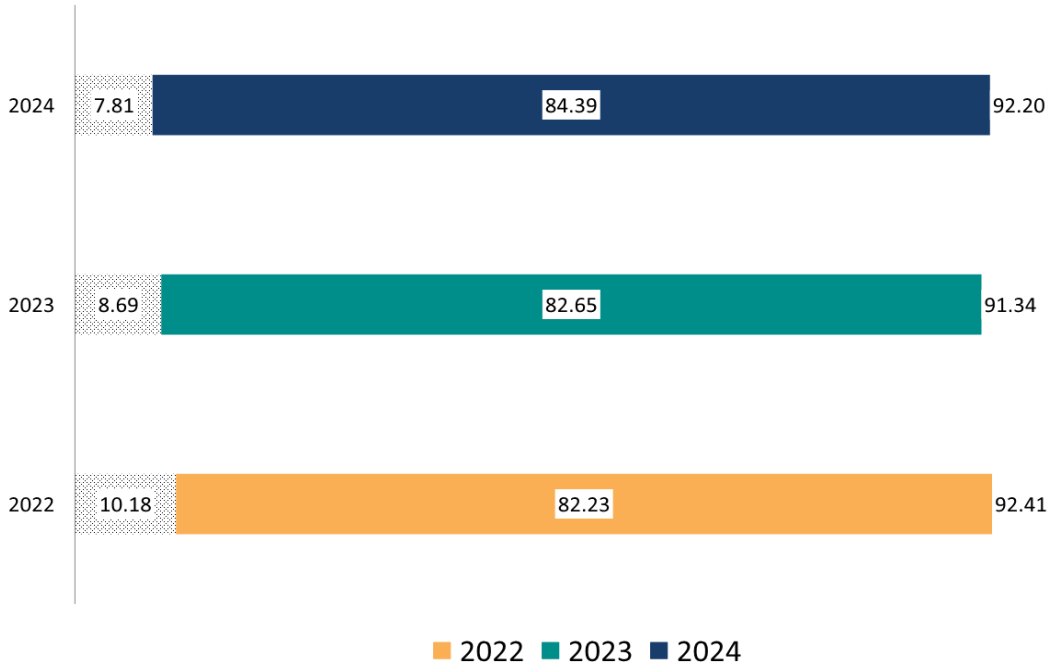
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Note: This question only applies to respondents who indicated "Yes" to NC NOK Q30.

Presidential Memorial Certificate (PMC) and Additional Costs

STVC NOK Q29: 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	2024	2639	84.39%	1.74%	7.81%	6.37%	0.68%	0.76%
	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%

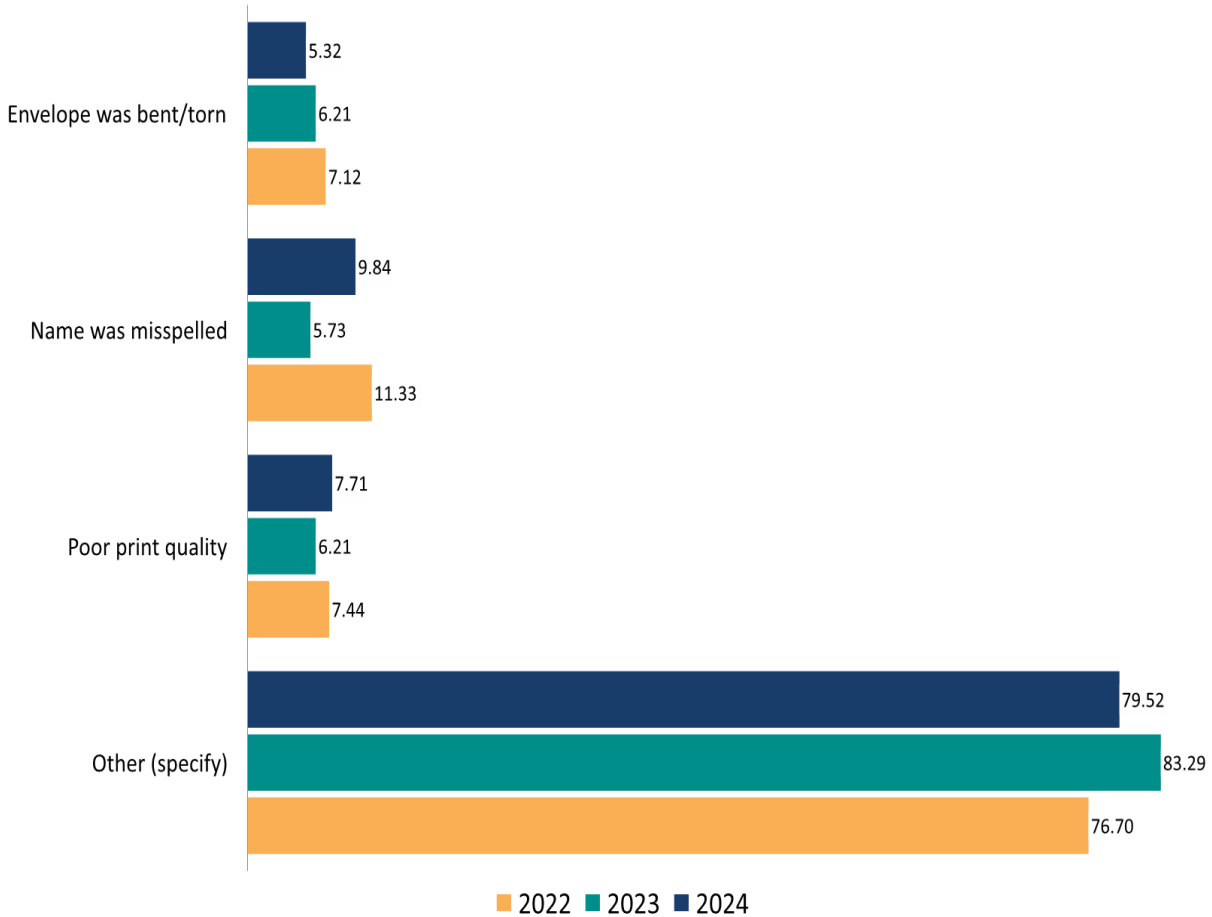
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Note: This question only applies to respondents who indicated "Yes" to STVC NOK Q28.

Presidential Memorial Certificate (PMC) and Additional Costs

NC NOK Q32: 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



2022: n = 618 2023: n = 419 2024: n = 376

Note: This question only applies to respondents who indicated "Very dissatisfied," "Somewhat dissatisfied," or "Neither satisfied nor dissatisfied" to NC NOK Q31.

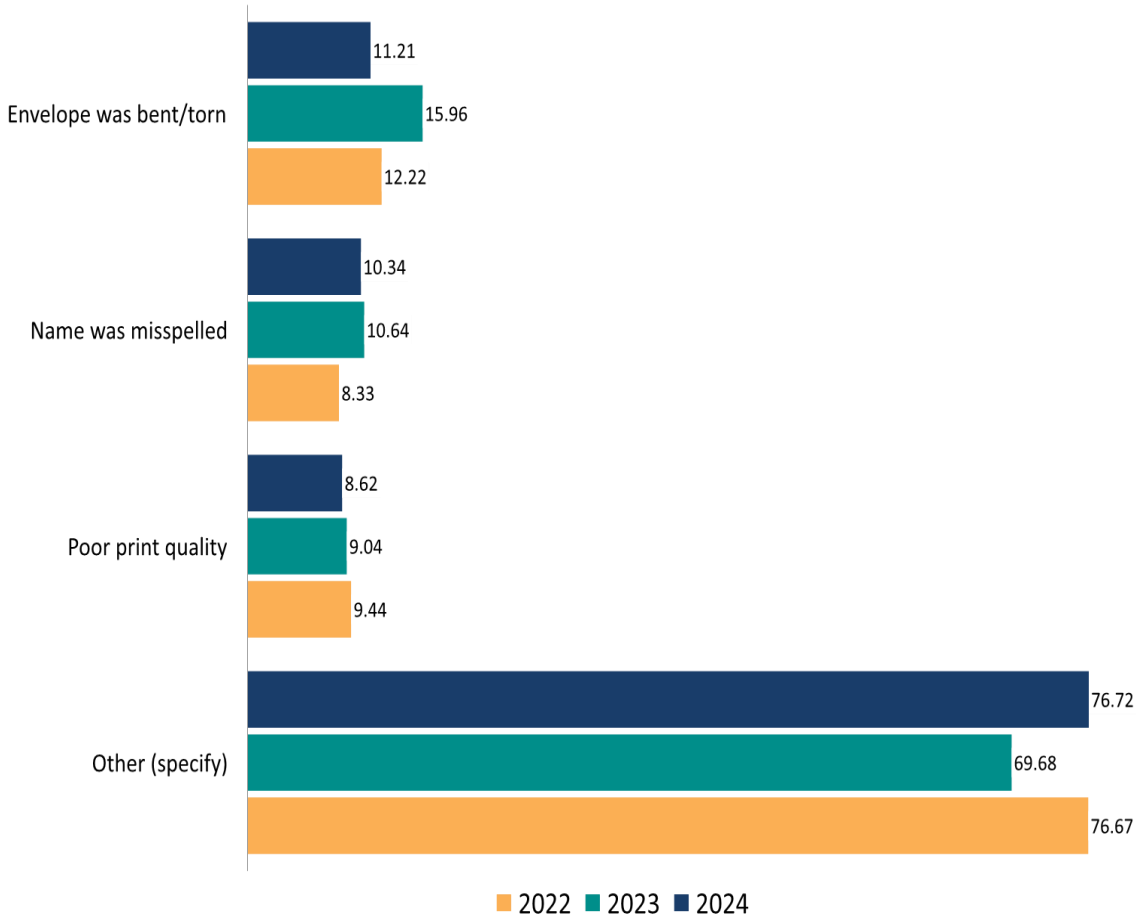
Note: As respondents could select more than one response option, percentages may not sum to 100%.

Note: The answer option "Other (specify)" provides the opportunity for next of kin to specify an answer not listed.

Presidential Memorial Certificate (PMC) and Additional Costs

STVC NOK Q30: 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



2022: n = 180 2023: n = 188 2024: n = 116

Note: This question only applies to respondents who indicated "Very dissatisfied," "Somewhat dissatisfied," or "Neither satisfied nor dissatisfied" to STVC NOK Q29.

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

Note: The answer option "Other (specify)" provides the opportunity for next of kin to specify an answer not listed.

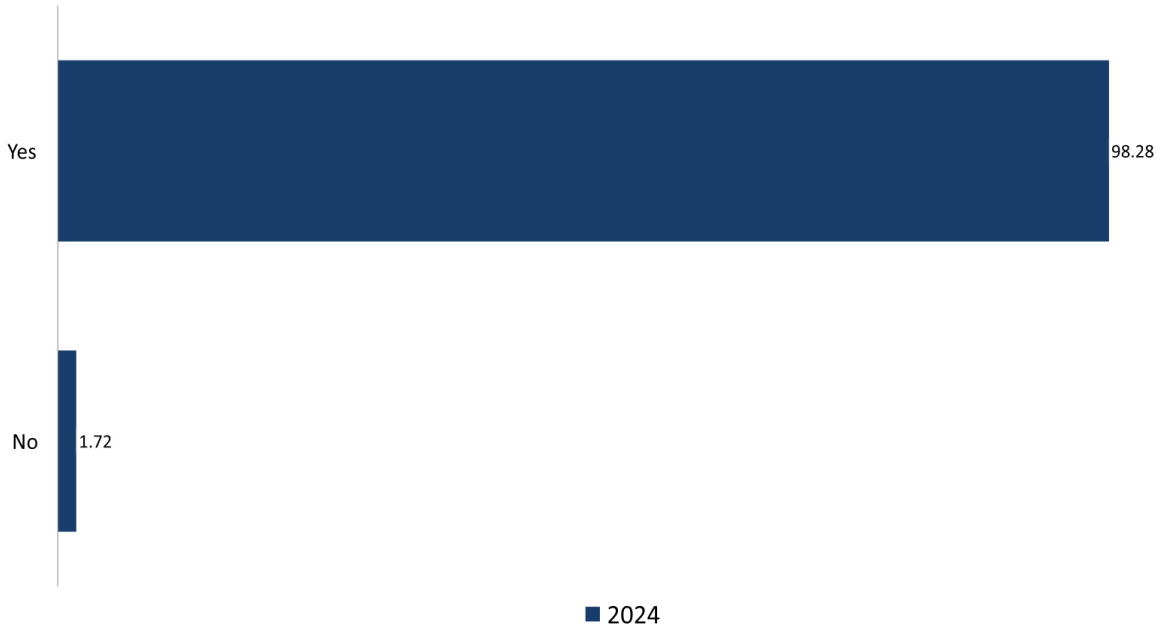
Funeral Director Resources and Offerings

SECTION DESCRIPTION

- This section presents survey findings from funeral directors regarding their utilization of NCA resources and services, including burial and memorial benefits, website resources, military honors, NCA Pre-Need Eligibility, "green" burials, and livestreaming services.
- Please refer to the Report Overview section (page 3) for an overview of the contents of the report.

Funeral Director Resources and Offerings

GEN FD Q1: Do you inform families of Veterans of their potential burial and memorial benefits from the VA for which they might be eligible?

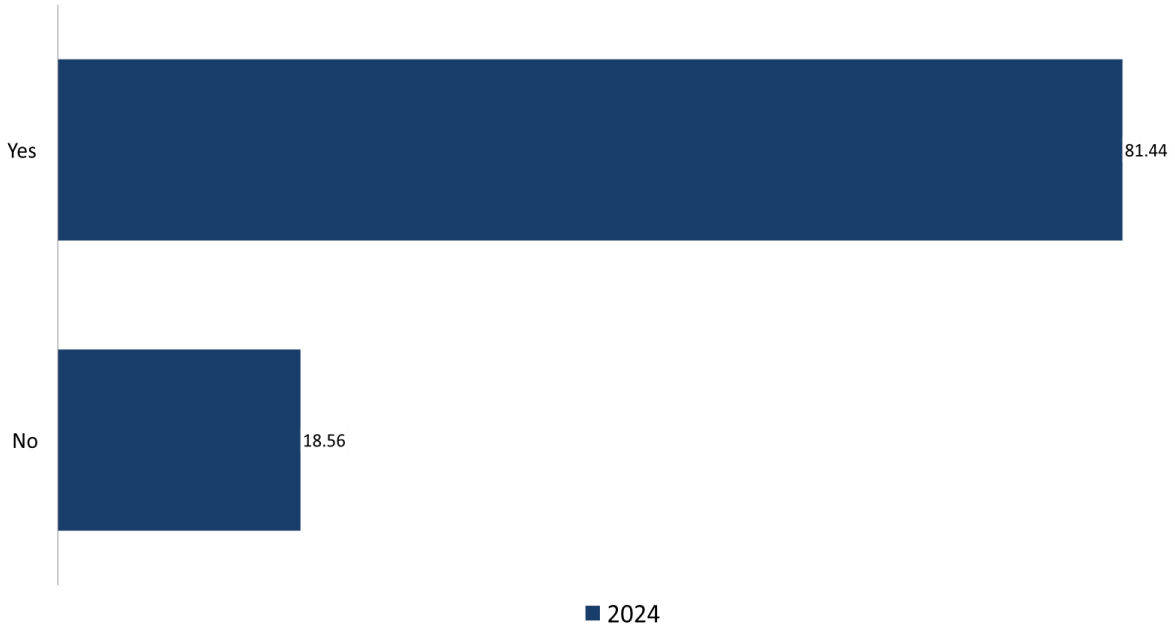


	Year	n	Yes	No
FUNERAL DIRECTORS	2024	2265	98.28%	1.72%

Note: GEN FD Q1 was added as a new question to the 2024 Funeral Director Satisfaction Survey.

Funeral Director Resources and Offerings

GEN FD Q2: Are you aware there are resources available for Funeral Directors on the NCA Website?



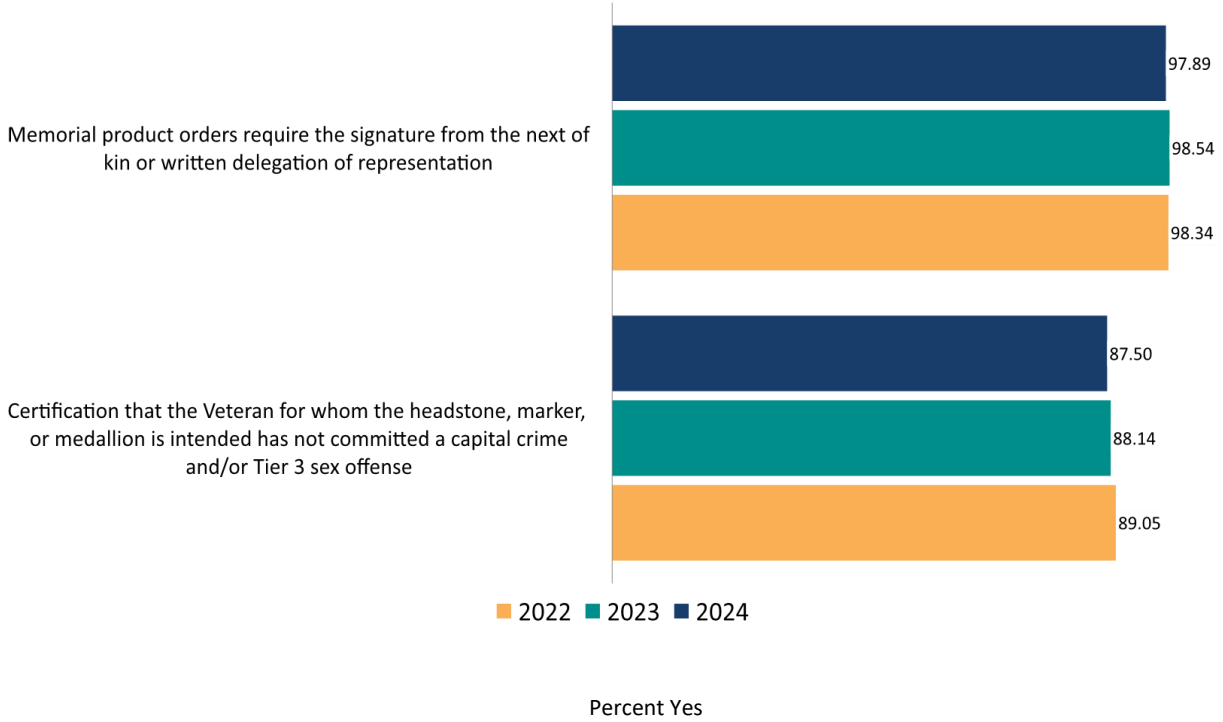
	Year	n	Yes	No
FUNERAL DIRECTORS	2024	2257	81.44%	18.56%

Note: GEN FD Q2 was added as a new question to the 2024 Funeral Director Satisfaction Survey.

Funeral Director Resources and Offerings

MPS FD Q16: Are you aware of the following requirements?

FUNERAL DIRECTORS

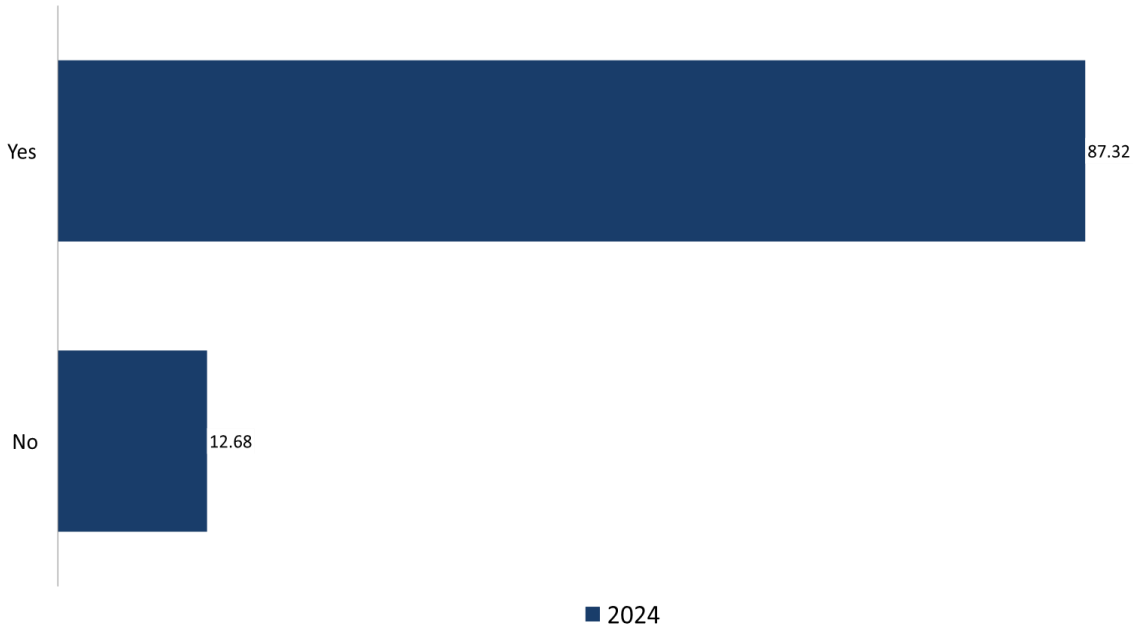


	Response	2022		2023		2024	
		n	% Yes	n	% Yes	n	% Yes
FUNERAL DIRECTORS	Memorial product orders require the signature from the next of kin or written delegation of representation	1686	98.34%	1712	98.54%	1614	97.89%
	Certification that the Veteran for whom the headstone, marker, or medallion is intended has not committed a capital crime and/or Tier 3 sex offense	1671	89.05%	1695	88.14%	1560	87.50%

Funeral Director Resources and Offerings

MPS FD Q1: Do you understand the eligibility requirements for Veteran benefits, including eligibility for National Guard, Reservists, and Veteran dependents?

FUNERAL DIRECTORS

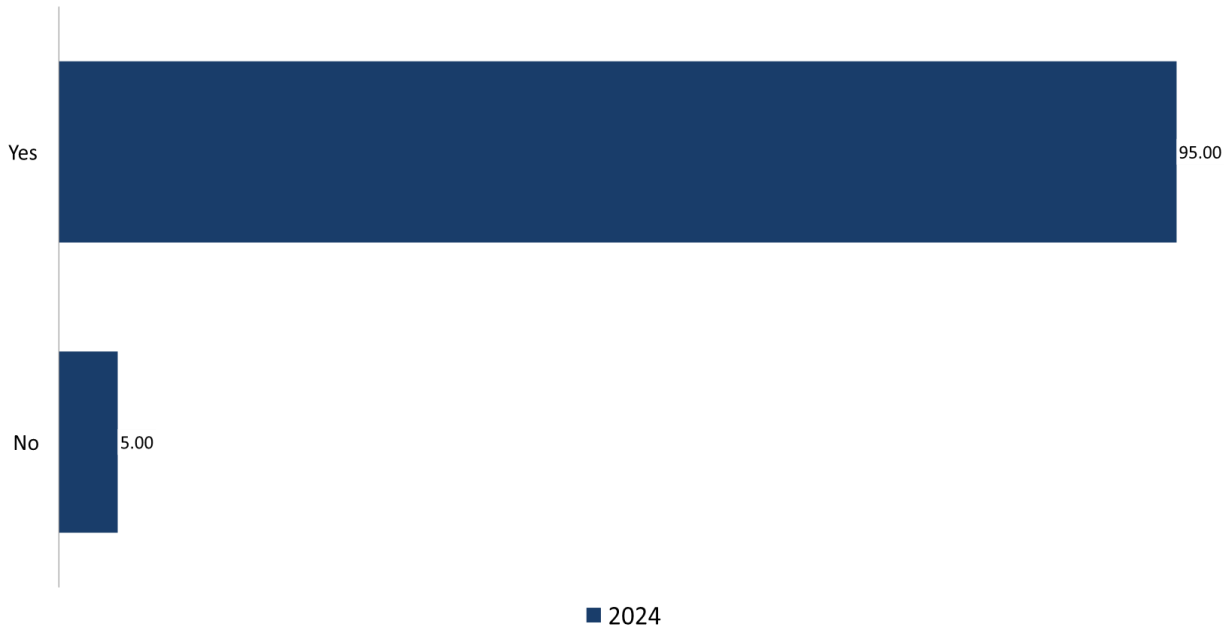


	Year	n	Yes	No
FUNERAL DIRECTORS	2024	1625	87.32%	12.68%

Note: MPS FD Q1 was added as a new question to the 2024 Funeral Director Satisfaction Survey.

Funeral Director Resources and Offerings

GEN FD Q3: Do you typically provide information resources on military honors to next of kin?

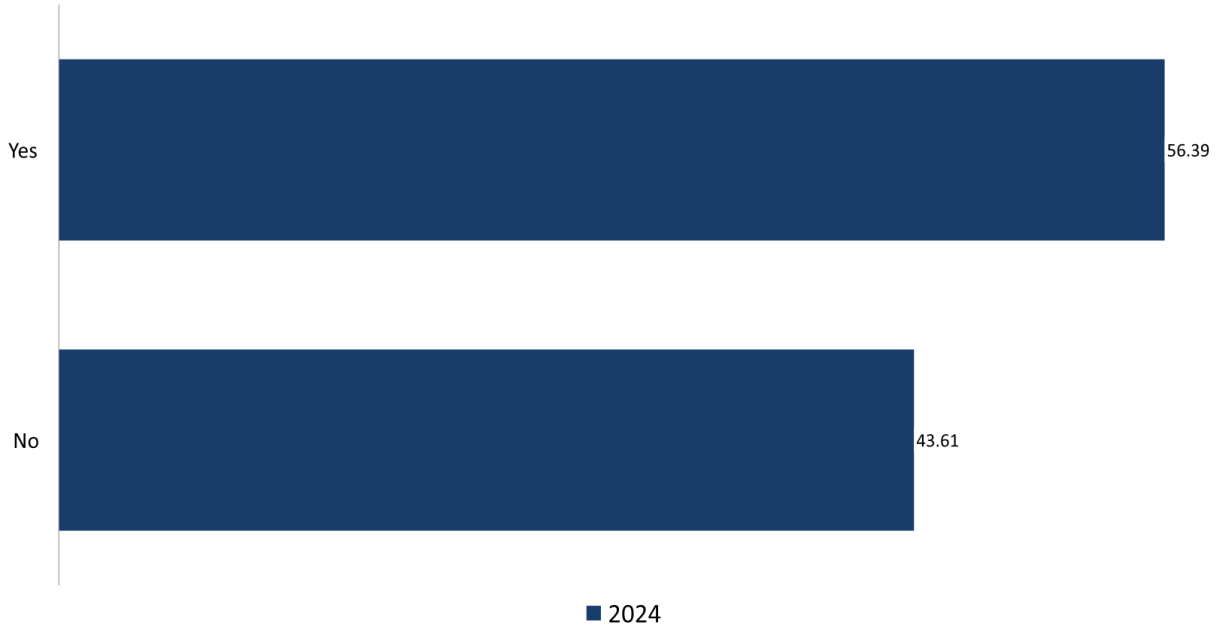


	Year	n	Yes	No
FUNERAL DIRECTORS	2024	2262	95.00%	5.00%

Note: GEN FD Q3 was added as a new question to the 2024 Funeral Director Satisfaction Survey.

Funeral Director Resources and Offerings

GEN FD Q4: Are you aware of the NCA Pre-Need Eligibility process?

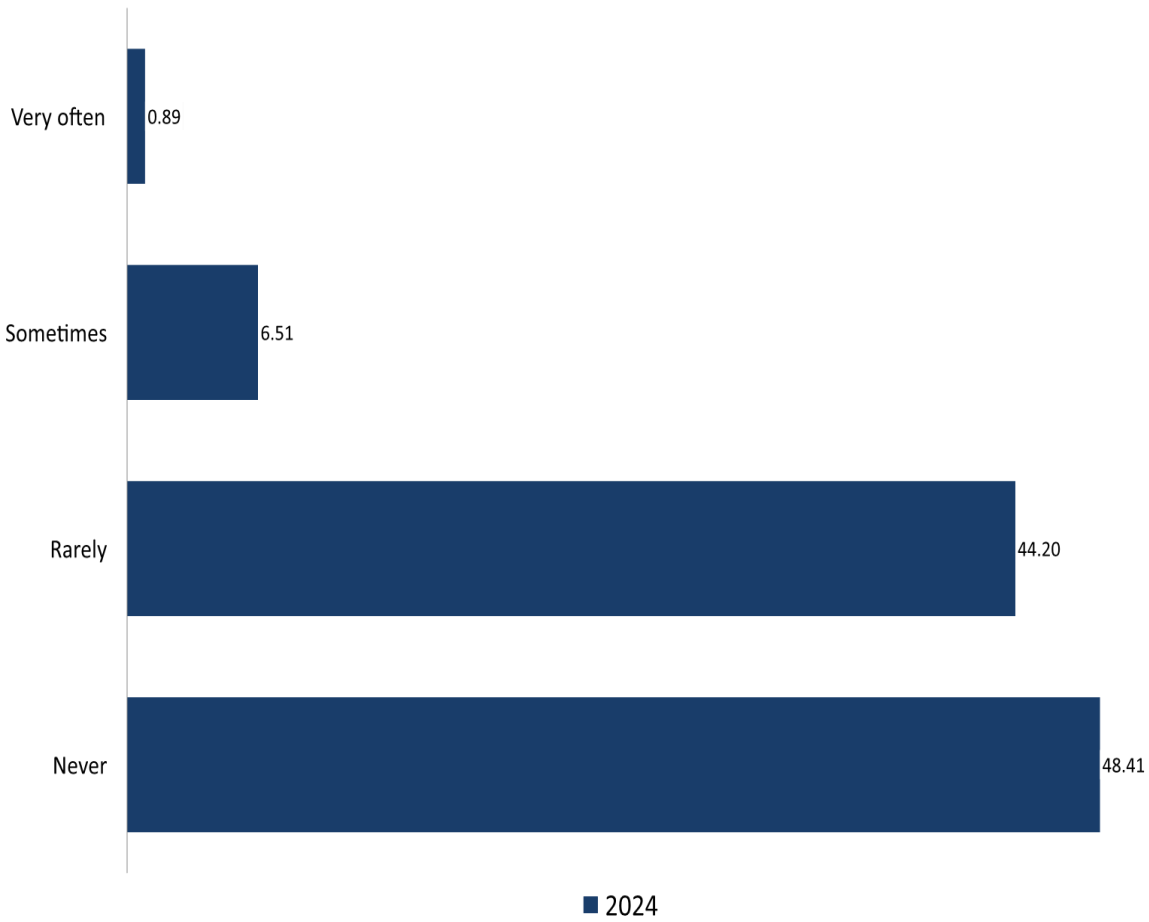


	Year	n	Yes	No
FUNERAL DIRECTORS	2024	2238	56.39%	43.61%

Note: GEN FD Q4 was added as a new question to the 2024 Funeral Director Satisfaction Survey.

Funeral Director Resources and Offerings

GEN FD Q5: How often do your customers request “green” (i.e., environmentally sensitive) burials?

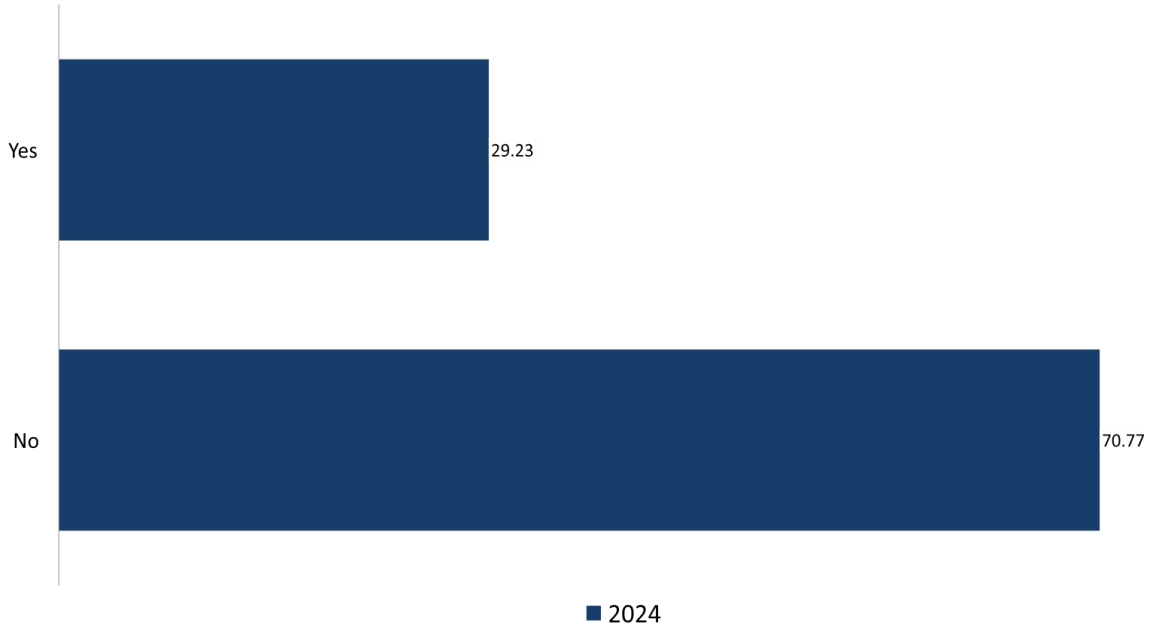


	Year	n	Very often	Sometimes	Rarely	Never
FUNERAL DIRECTORS	2024	2258	0.89%	6.51%	44.20%	48.41%

Note: GEN FD Q5 was added as a new question to the 2024 Funeral Director Satisfaction Survey.

Funeral Director Resources and Offerings

GEN FD Q6: Did you offer livestreaming of committal services at cemeteries?



	Year	n	Yes	No
FUNERAL DIRECTORS	2024	2241	29.23%	70.77%

Note: GEN FD Q6 was added as a new question to the 2024 Funeral Director Satisfaction Survey.

Appendix A: Respondent Characteristics

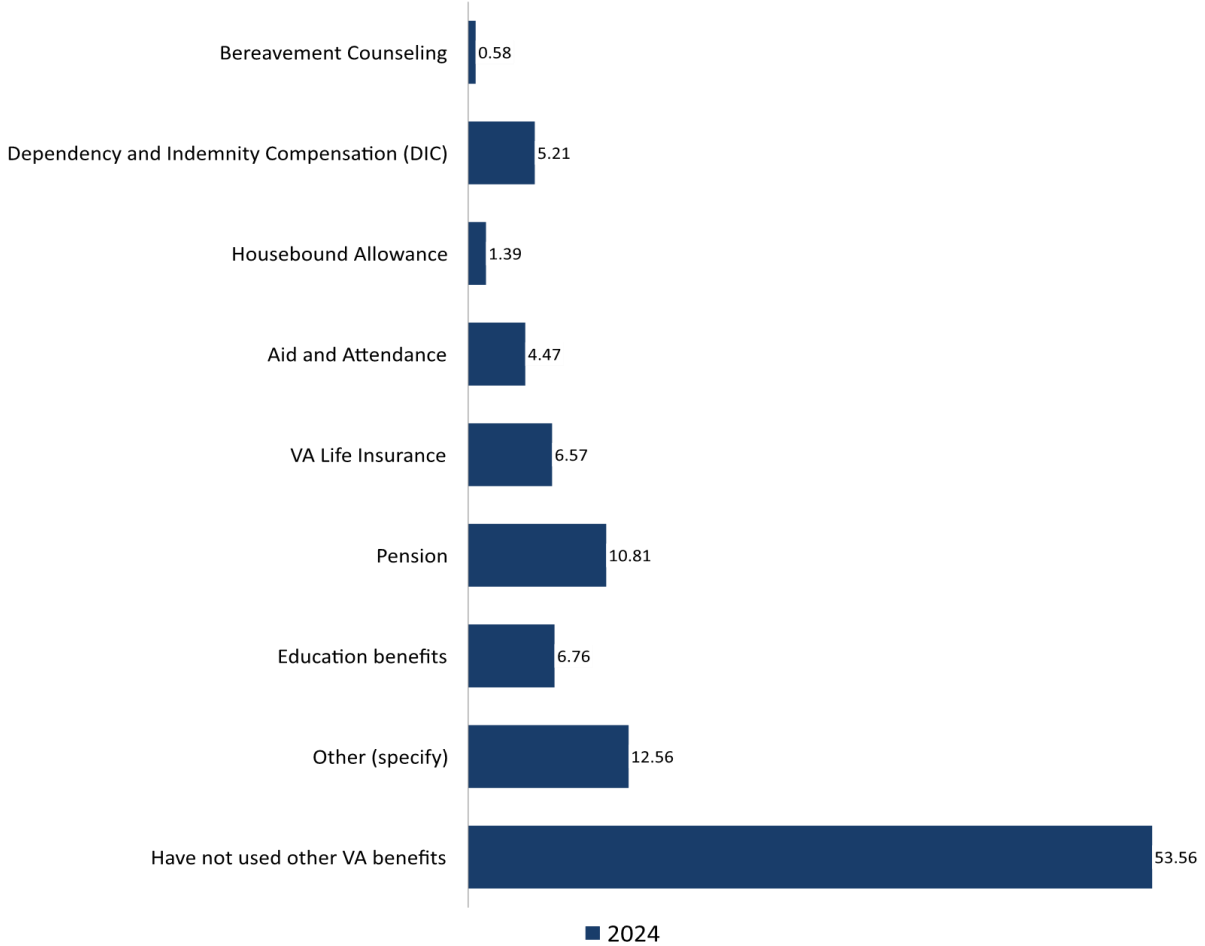
SECTION DESCRIPTION

- This section presents survey findings from next of kin on self-reported demographics.
- Please refer to the Report Overview section (page 3) for an overview of the contents of the report.

Appendix A: Respondent Characteristics

MPS NOK Q50: Have you or your loved one used any other VA Benefits? (Mark all that apply)

NEXT OF KIN



2024: n = 3,090

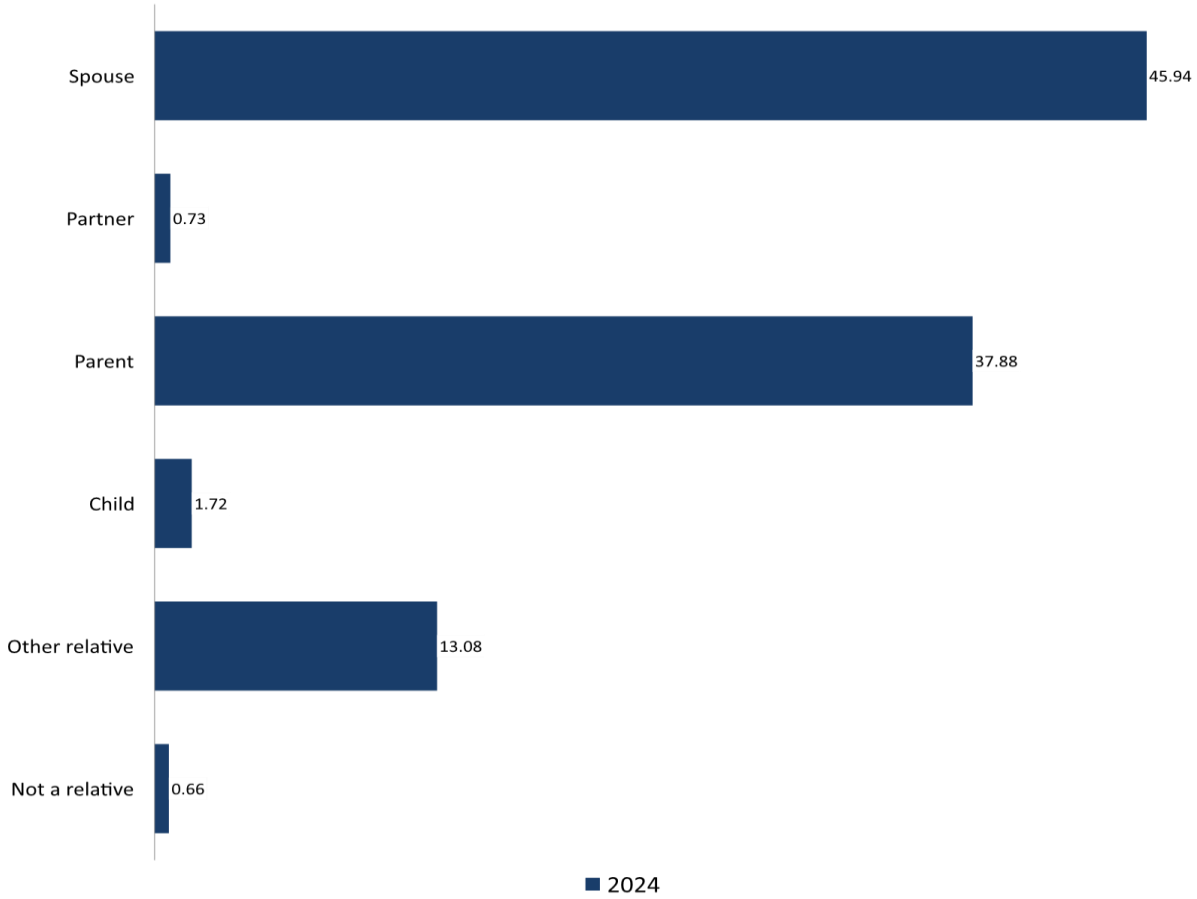
Note: MPS NOK Q50 was added as a new question to the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey.

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

Appendix A: Respondent Characteristics

MPS NOK Q37: Was your loved one your.....

NEXT OF KIN



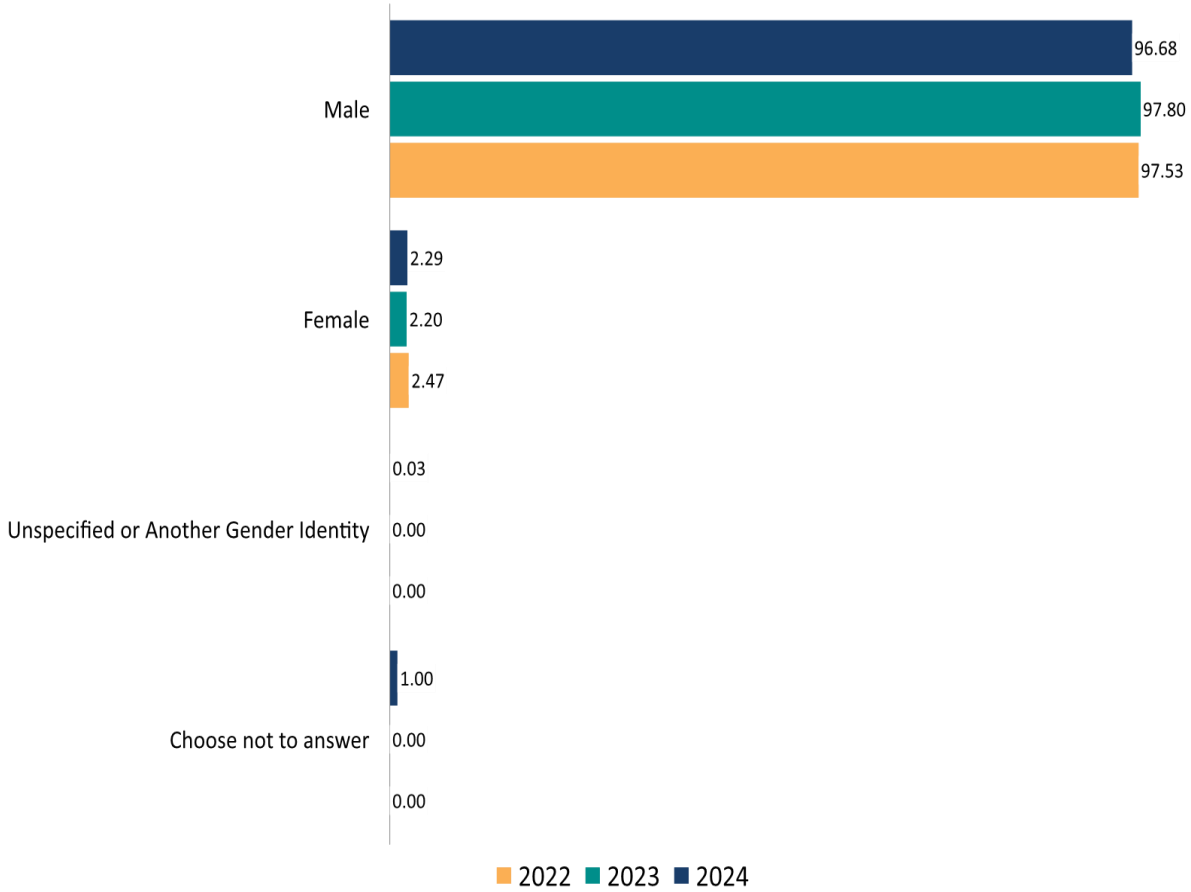
	Year	n	Spouse	Partner	Parent	Child	Other relative	Not a relative
NEXT OF KIN	2024	3028	45.94%	0.73%	37.88%	1.72%	13.08%	0.66%

Note: MPS NOK Q37 was added as a new question to the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey.

Appendix A: Respondent Characteristics

MPS NOK Q47: Did your loved one describe themselves as.....?

NEXT OF KIN



	Year	n	Male	Female	Unspecified or Another Gender Identity	Choose not to answer
NEXT OF KIN	2024	3008	96.68%	2.29%	0.03%	1.00%
	2023	3093	97.80%	2.20%	0.00%	0.00%
	2022	2880	97.53%	2.47%	0.00%	0.00%

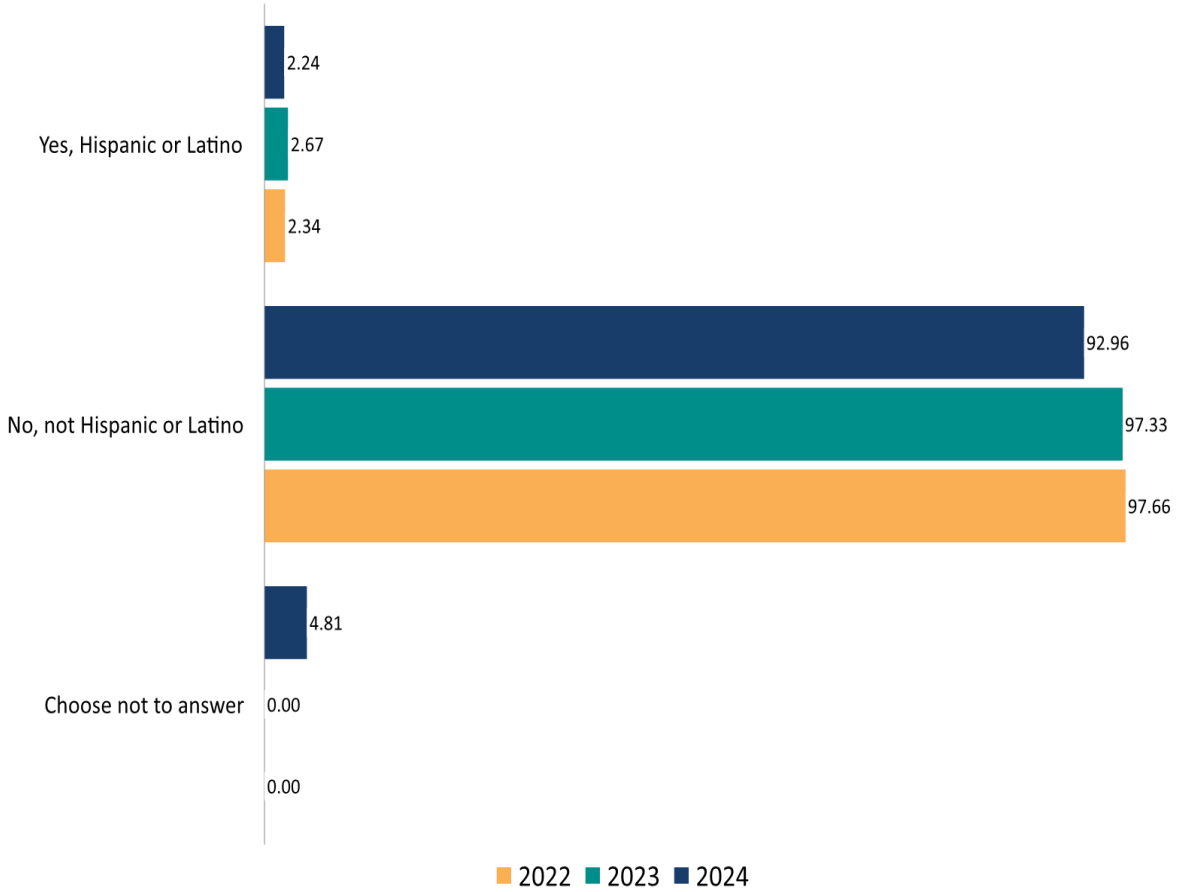
Note: Prior to 2024 the question wording was: What was the gender of your loved one?

Note: In 2024, the response options “Unspecified or Another Gender Identity” and “Choose not to answer” were added.

Appendix A: Respondent Characteristics

MPS NOK Q44: Was your loved one Hispanic or Latino?

NEXT OF KIN



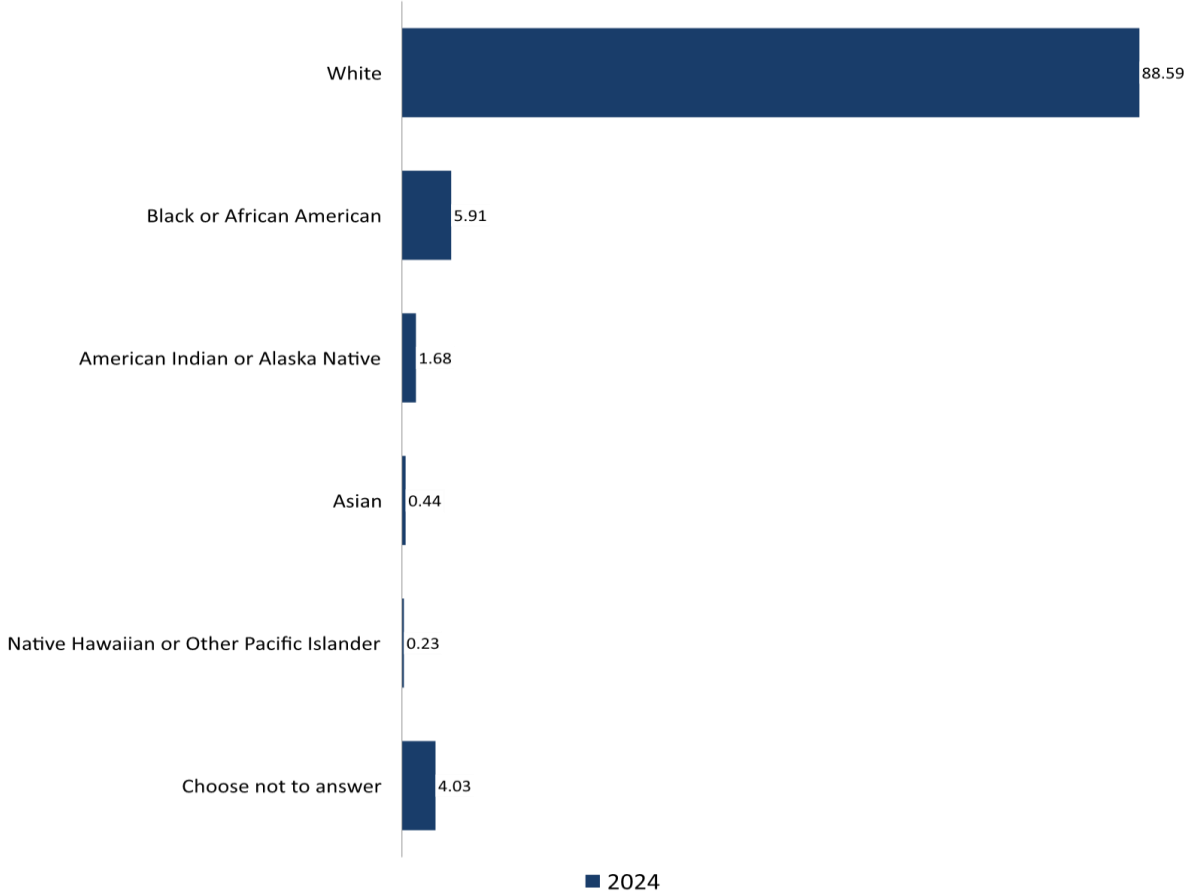
	Year	n	Yes, Hispanic or Latino	No, not Hispanic or Latino	Choose not to answer
NEXT OF KIN	2024	2953	2.24%	92.96%	4.81%
	2023	3037	2.67%	97.33%	0.00%
	2022	2826	2.34%	97.66%	0.00%

Note: In 2024, the response option “Choose not to answer” was added.

Appendix A: Respondent Characteristics

MPS NOK Q46: Was your loved one.... (Mark all that apply)

NEXT OF KIN



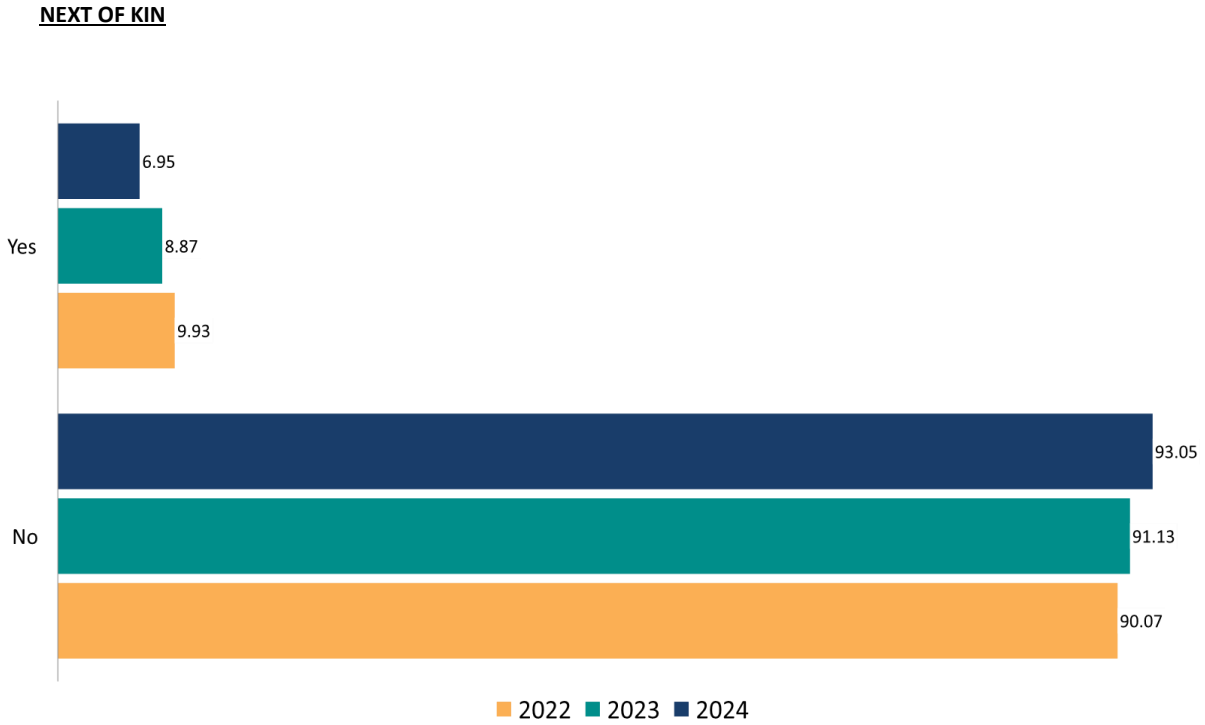
	Year	n	White	Black or African American	American Indian or Alaska Native	Asian	Native Hawaiian or Other Pacific Islander	Choose not to answer
NEXT OF KIN	2024	2979	88.59%	5.91%	1.68%	0.44%	0.23%	4.03%

Note: MPS NOK Q46 was added as a new question to the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey.

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

Appendix A: Respondent Characteristics

MPS NOK Q38: Are you a Veteran?



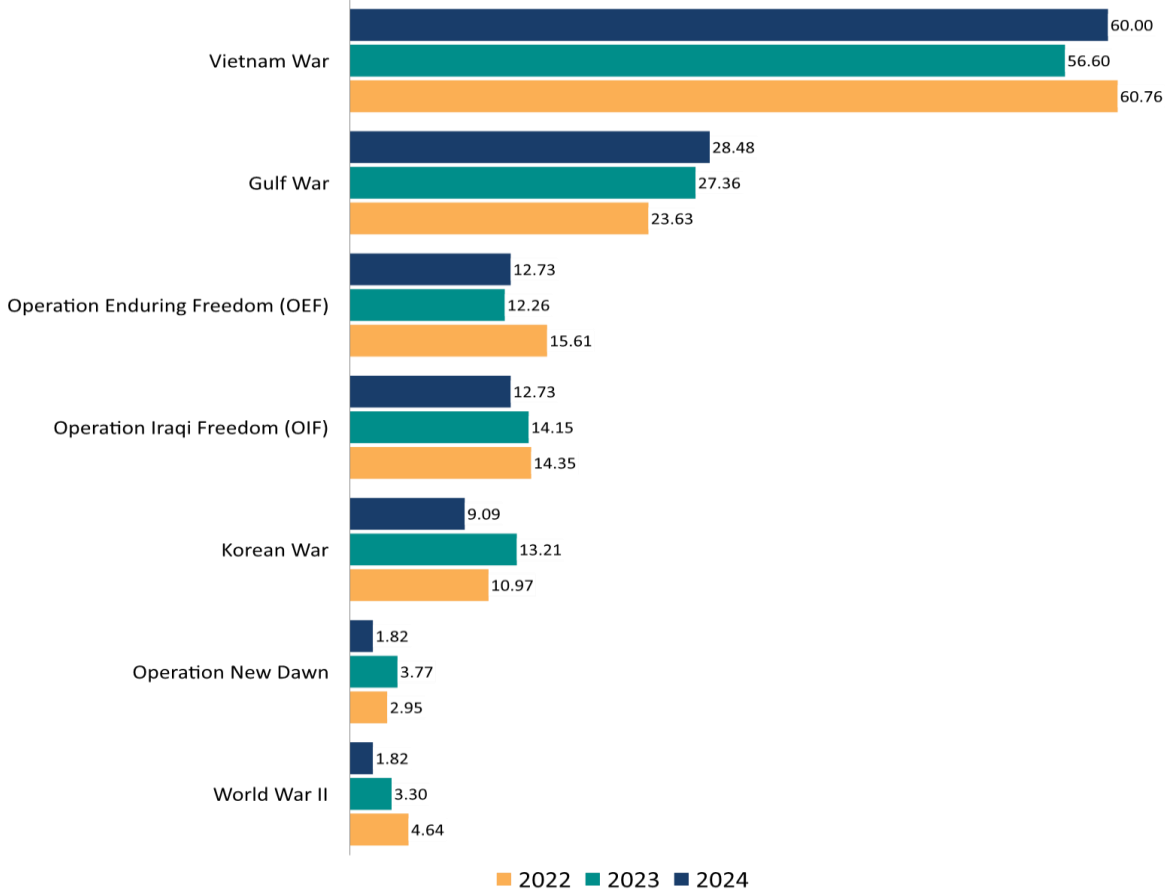
	Year	n	Yes	No
NEXT OF KIN	2024	3038	6.95%	93.05%
	2023	3055	8.87%	91.13%
	2022	2850	9.93%	90.07%

Note: Prior to 2024 the question wording was: 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)?

Appendix A: Respondent Characteristics

MPS NOK Q39: 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	2024	165	1.82%	9.09%	60.00%	28.48%	12.73%	12.73%	1.82%
	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%

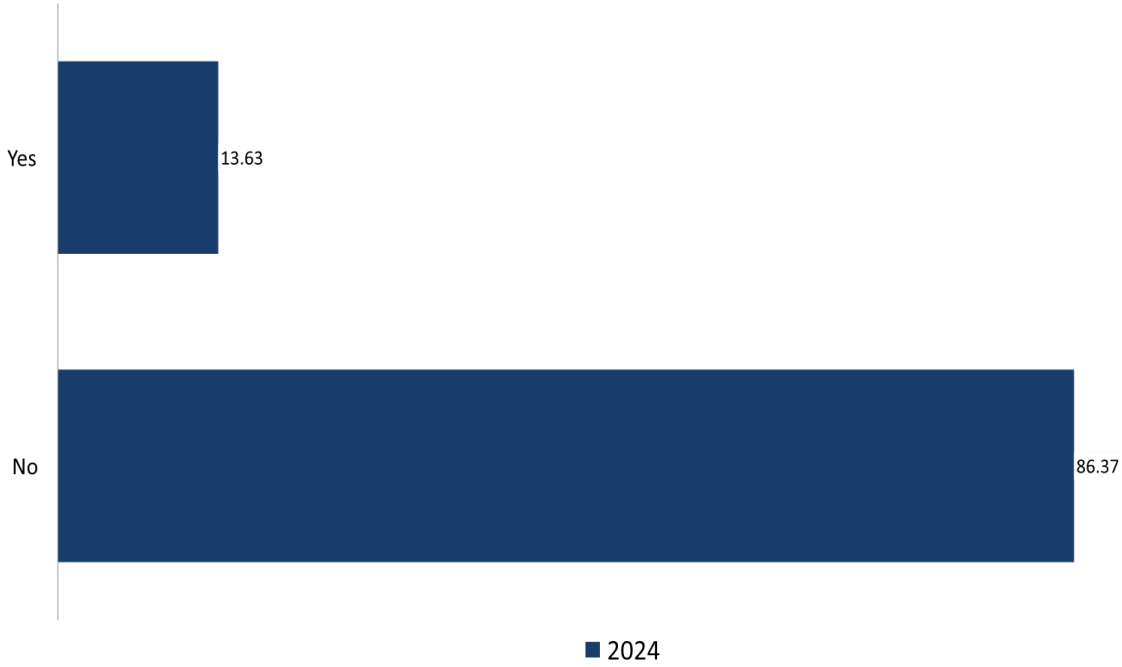
Note: This question only applies to respondents who indicated "Yes" to MPS NOK Q38.

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

Appendix A: Respondent Characteristics

MPS NOK Q41: Are you a Veteran married/partnered to a Veteran?

NEXT OF KIN



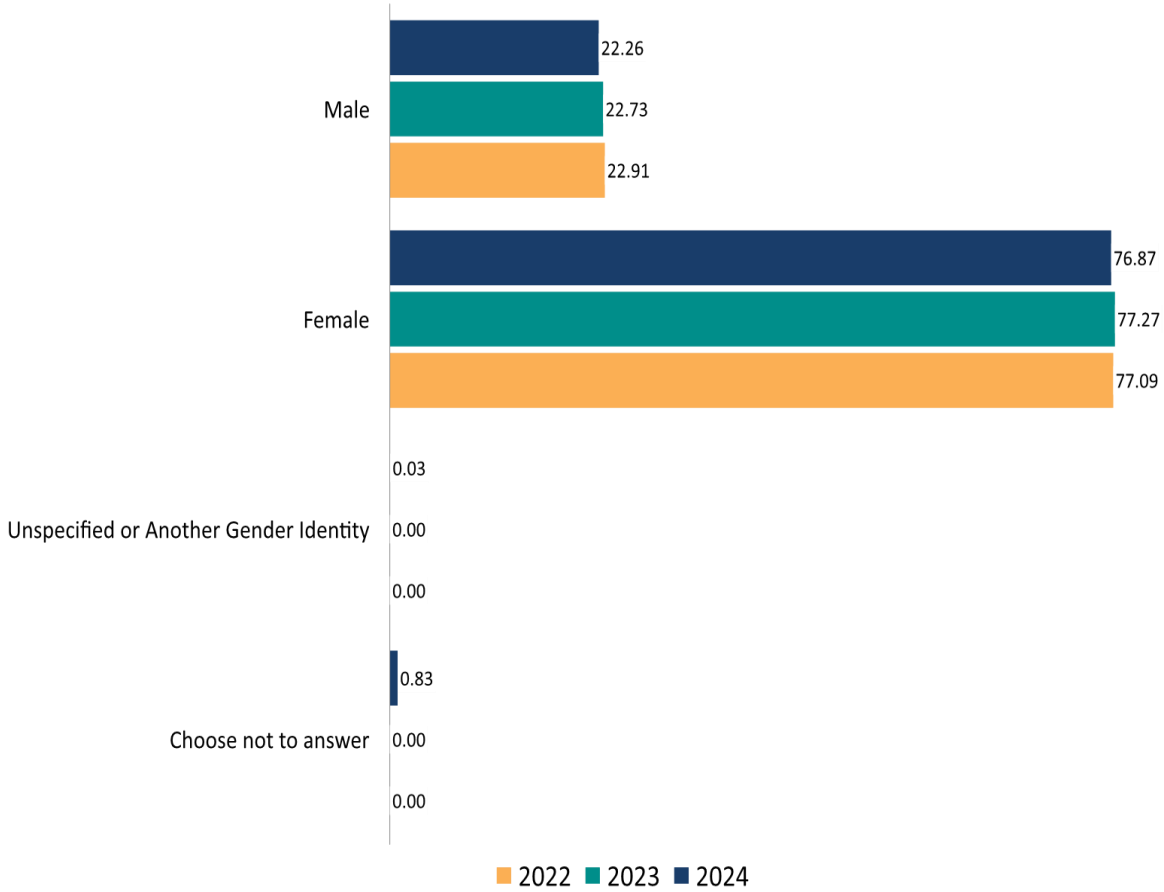
	Year	n	Yes	No
NEXT OF KIN	2024	2935	13.63%	86.37%

Note: MPS NOK Q41 was added as a new question to the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey.

Appendix A: Respondent Characteristics

MPS NOK Q40: What is your gender?

NEXT OF KIN

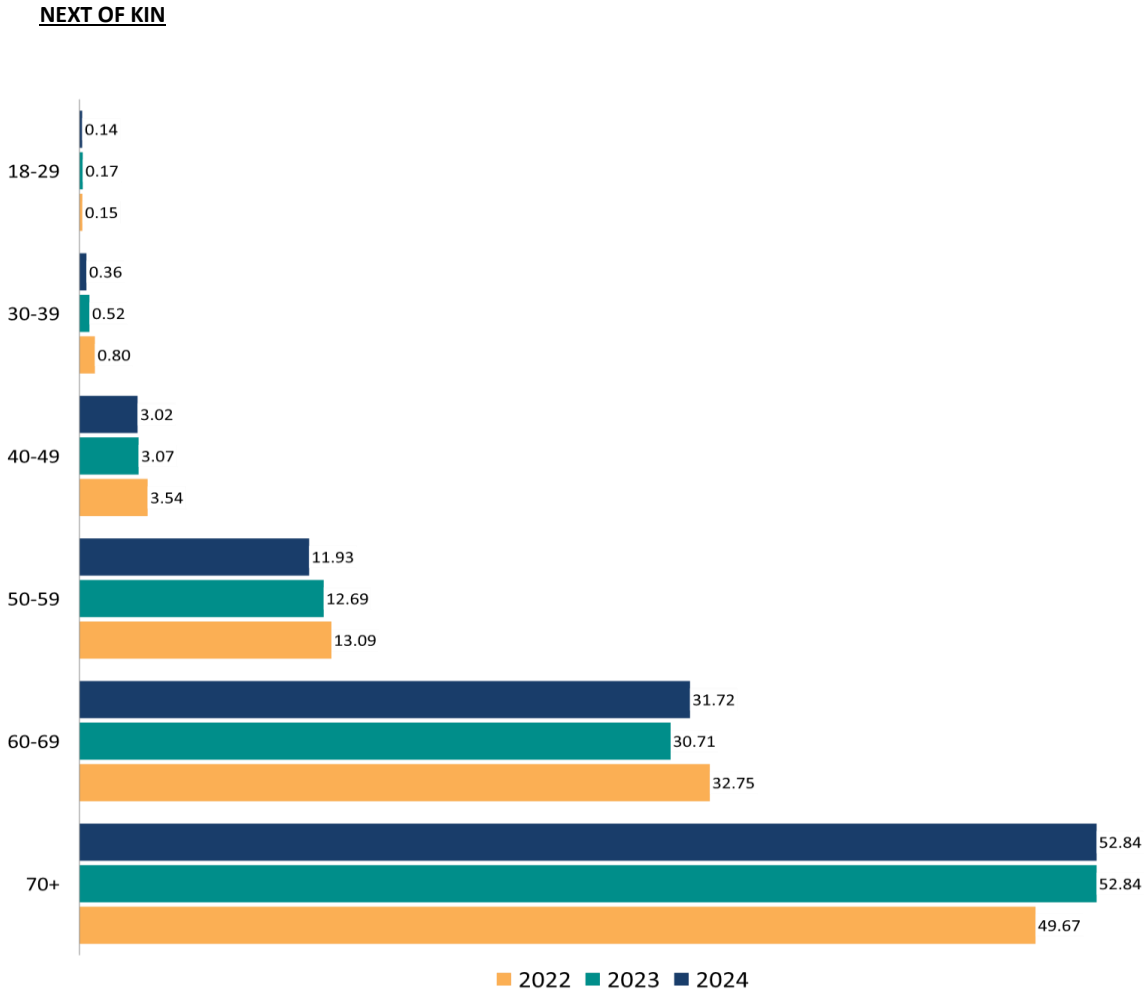


	Year	n	Male	Female	Unspecified or Another Gender Identity	Choose not to answer
NEXT OF KIN	2024	3001	22.26%	76.87%	0.03%	0.83%
	2023	3045	22.73%	77.27%	0.00%	0.00%
	2022	2833	22.91%	77.09%	0.00%	0.00%

Note: In the 2024 survey the response options “Unspecified or Another Gender Identity” and “Choose not to answer” were added.

Appendix A: Respondent Characteristics

MPS NOK Q42: In what year were you born?

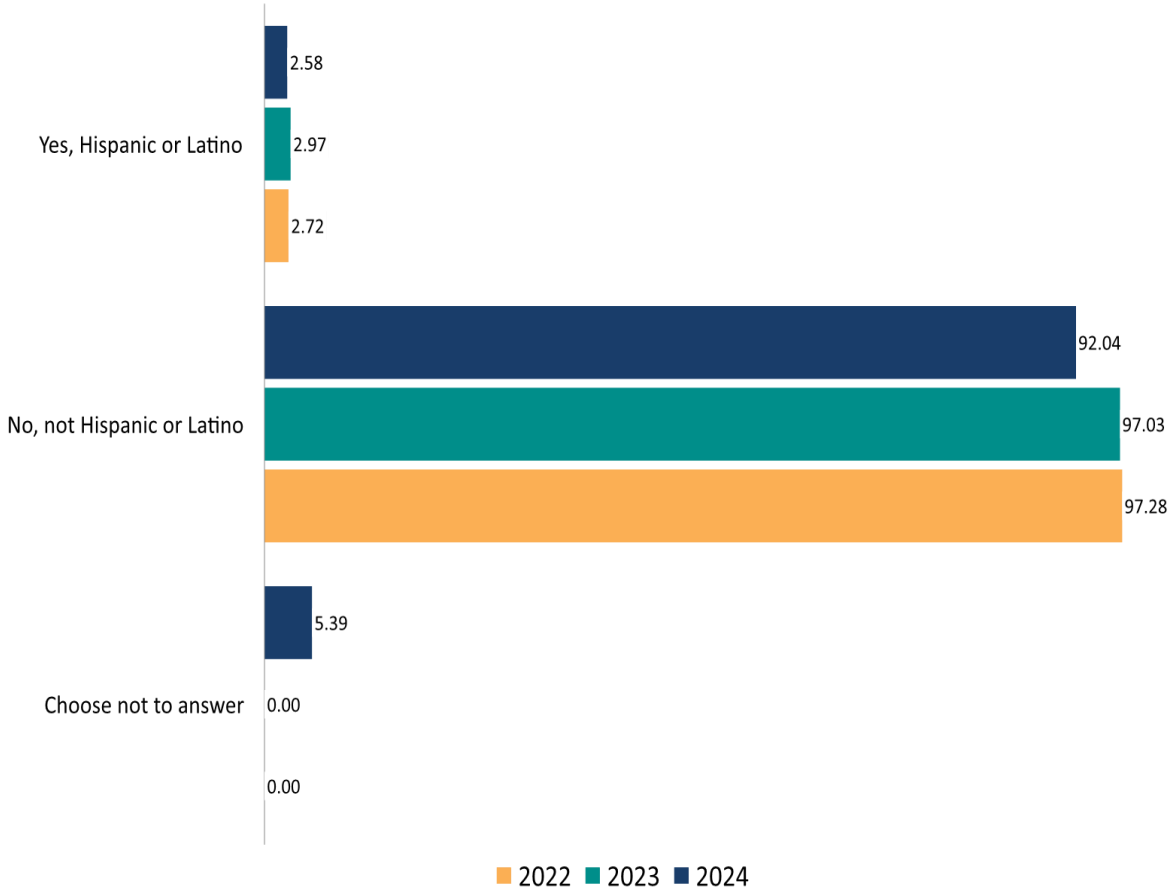


	Year	n	18-29	30-39	40-49	50-59	60-69	70+
NEXT OF KIN	2024	2784	0.14%	0.36%	3.02%	11.93%	31.72%	52.84%
	2023	2901	0.17%	0.52%	3.07%	12.69%	30.71%	52.84%
	2022	2742	0.15%	0.80%	3.54%	13.09%	32.75%	49.67%

Appendix A: Respondent Characteristics

MPS NOK Q43: Are you Hispanic or Latino?

NEXT OF KIN



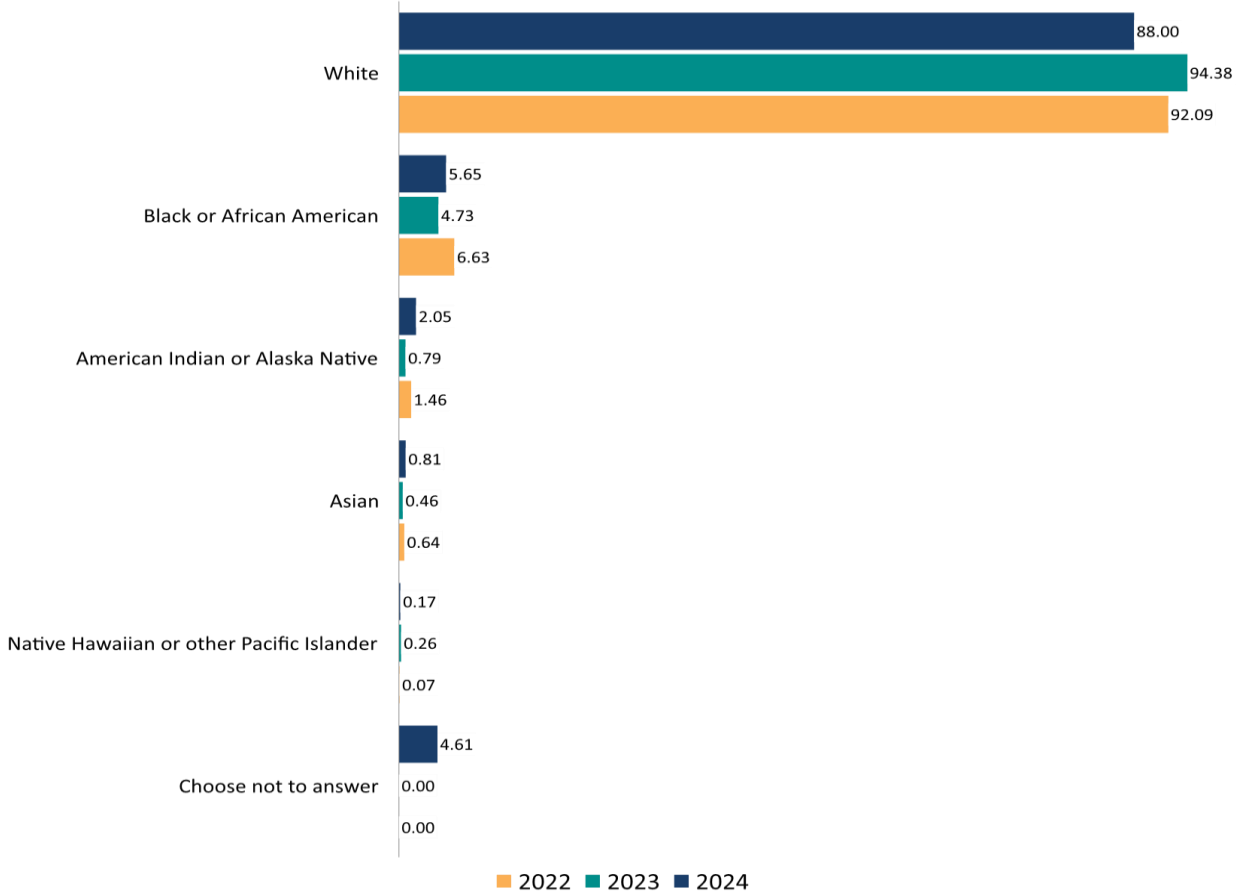
	Year	n	Yes, Hispanic or Latino	No, not Hispanic or Latino	Choose not to answer
NEXT OF KIN	2024	2951	2.58%	92.04%	5.39%
	2023	2995	2.97%	97.03%	0.00%
	2022	2796	2.72%	97.28%	0.00%

Note: In 2024, the response option “Choose not to answer” was added.

Appendix A: Respondent Characteristics

MPS NOK Q45: Are you.... (Mark all that apply)

NEXT OF KIN



	Year	n	White	Black or African American	American Indian or Alaska Native	Asian	Native Hawaiian or other Pacific Islander	Choose not to answer
NEXT OF KIN	2024	2975	88.00%	5.65%	2.05%	0.81%	0.17%	4.61%
	2023	3023	94.38%	4.73%	0.79%	0.46%	0.26%	0.00%
	2022	2805	92.09%	6.63%	1.46%	0.64%	0.07%	0.00%

Note: Prior to 2024 the question wording was: What is your race? (Mark one or more).

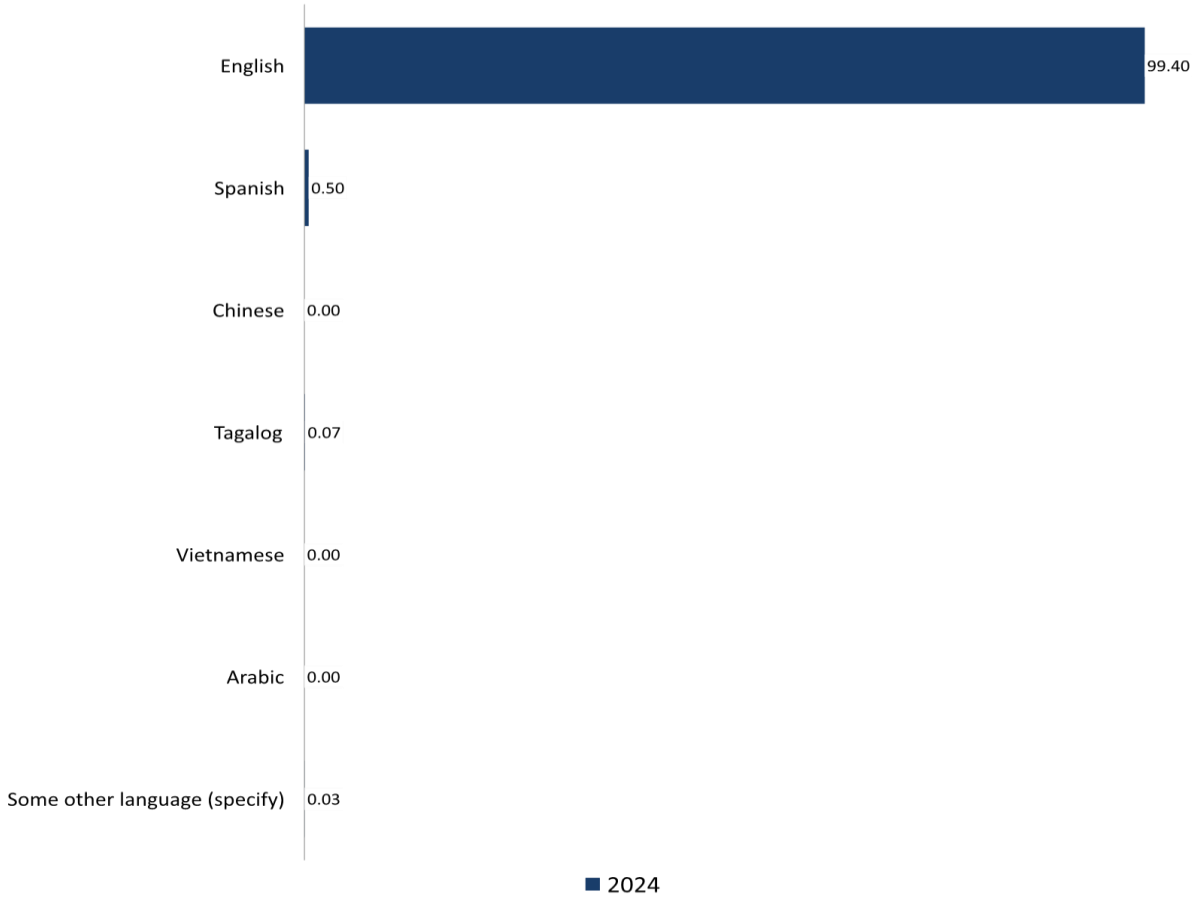
Note: In 2024, the response option "Choose not to answer" was added.

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

Appendix A: Respondent Characteristics

MPS NOK Q48: What language do you mainly speak at home?

NEXT OF KIN



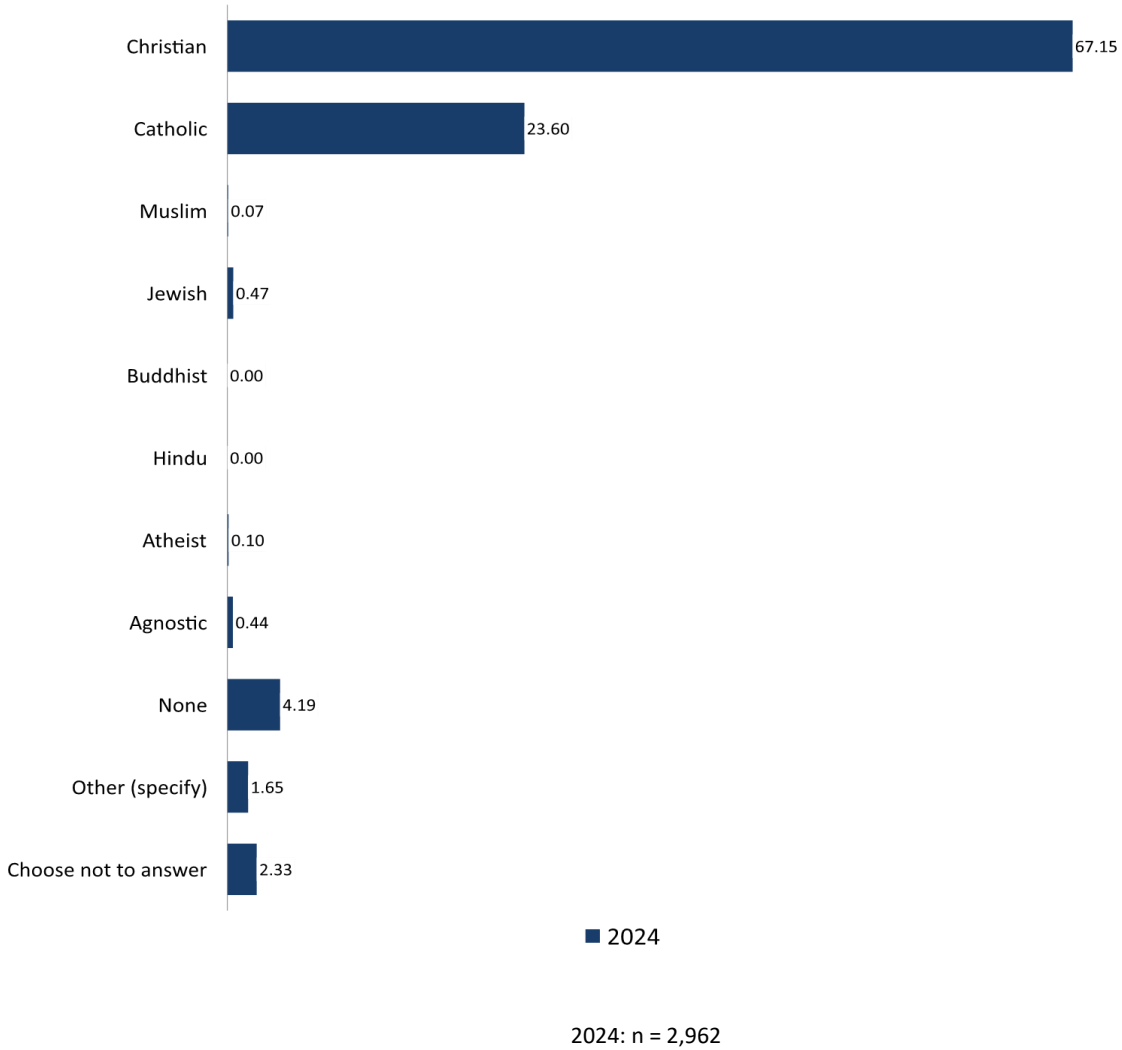
2024: n = 3,010

Note: MPS NOK Q48 was added as a new question to the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey.

Appendix A: Respondent Characteristics

MPS NOK Q49: In what belief tradition was the burial conducted?

NEXT OF KIN



Note: MPS NOK Q49 was added as a new question to the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction 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 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey and the 2024 Funeral Director Satisfaction 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 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey and the 2024 Funeral Director Satisfaction Survey are included as well for reference.

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 2024 Satisfaction with VA Memorial Products Service Survey. The 2024 survey represents the 15th national administration of this satisfaction survey and the 11th time a web survey option was offered to respondents.

Data for this 2024 survey were collected from next of kin and funeral directors in two fielding periods:

2024 Survey Fielding Schedule			
Cohort	Survey Fielding	NOK/FD	Interment Population
Cohort 1	2/22/24 – 6/17/24	NOK (English)	1/1/23 – 6/30/23
		FD (English)	1/1/23 – 12/31/23
Cohort 2	3/29/24 – 6/17/24	NOK (English)	7/1/23 – 12/31/23
		NOK & FD (Spanish)	1/1/23 – 12/31/23

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, 2023 to December 31, 2023.

Surveys were mailed to 6,795 next of kin who ordered an MPS product for placement at private cemeteries. The survey was also mailed to 12,280 funeral directors who worked with VA national cemeteries, private cemeteries, and state, tribal or territorial Veterans cemeteries for the interment of a Veteran or eligible family member during the same designated time period.

This appendix presents the detailed methodology used to conduct and administer the surveys, as well as the 2024 survey instruments used for the study. It is presented in the following sections:

- Survey Development
- Sampling
- Mailing Protocol and Schedule
- Survey Help Line
- 2024 Survey Instruments

Survey Development

The survey instrument used for the 2024 survey administration was developed from the 2023 survey instrument. Several modifications were made to the 2023 survey instruments to develop the 2024 versions. These modifications are summarized below. The question numbers in the list below refer to the numbers in the 2024 questionnaires.

The final 2024 questionnaire included a total of 52 questions for next of kin, and 37 questions for funeral directors.

2024 Memorial Products Next of Kin/Family Member Satisfaction Survey

The survey instrument revisions were as follows:

- Section headers were added throughout the survey:
 - Before Question 1: Reason for Choosing the Cemetery / Support and Information Received at your Time of Need
 - Before Question 27: The Presidential Memorial Certificate and the NCA Pre-Need Eligibility Registration Process
- The following questions and text were added to the survey:
 - Q1. Why did you inter your loved one in the cemetery you chose rather than in a VA national or state, tribal or territorial Veterans cemetery? *(Mark all that apply)*
 - Chose interment in a family plot
 - Didn't know how to make arrangements at a national or state, tribal or territorial Veterans cemetery
 - My loved one wanted to be close to other relatives or friends already buried in the cemetery I chose
 - The cemetery location will make it easier to visit my loved one's gravesite
 - It was a more affordable burial option
 - The funeral director did not inform me of my options to use a national or State/Tribal cemetery
 - I trust the cemetery I chose more than other options
 - Other (specify):
 - Q2. What would have helped you choose a national, state, tribal or territorial Veterans cemetery?
 - Q3. Did you attend the committal service?
 - Yes
 - No
 - Don't remember/Not certain
 - No committal service was held
 - Q4. Prior to your time of need, were you aware of the benefits related to burial in a national, state, tribal or territorial cemetery?
 - Yes
 - No -> GO TO QUESTION #6

Appendix B: Methodology and Survey Instruments

- Q5. How did you learn of these benefits prior to your time of need? *(Mark all that apply)*
 - Family member/friends
 - Funeral home
 - Military discharge related materials
 - Other Veteran/Active-duty member
 - Pre-Need Burial Eligibility Determination
 - Veterans Service Organization
 - VA/NCA pamphlet, newsletter, brochure
 - VA/NCA website
 - Other VA organization
 - Professional/military association meetings
 - Local news
 - VA/NCA social media (Facebook or X, formerly known as Twitter)
 - Other (specify):

- Q6. Did the funeral director provide information about burial and memorial benefits available for Veterans? *(Mark all that apply)*
 - Not applicable: Funeral Director not used
 - Funeral Director provided information about VA burial benefits for Veterans
 - Funeral Director provided information about VA memorial benefits for Veterans
 - No, the Funeral Director did not provide information about either VA burial or memorial benefits

- Q22. When the headstone or marker arrived, was the inscription accurate?
 - Yes
 - No
 - Don't know/Haven't seen

- Q23. Overall, how satisfied were you with the quality and appearance of the headstone, marker, or medallion when it arrived?
 - Very satisfied
 - Somewhat satisfied
 - Neither satisfied nor dissatisfied
 - Somewhat dissatisfied
 - Very dissatisfied
 - Don't know/Haven't seen

- Q26. Please add any comments regarding information about the process or support you received from the cemetery you would like to pass on to the NCA.

- Q33. How did you become aware of the Pre-Need opportunity? *(Mark all that apply)*
 - Family member/friends
 - Funeral home
 - Military discharge related materials
 - Other Veteran/Active-duty member
 - Pre-Need Burial Eligibility Determination
 - Veterans Service Organization

Appendix B: Methodology and Survey Instruments

- VA/NCA pamphlet, newsletter, brochure
 - VA/NCA website
 - Other VA organization
 - Professional/military association meetings
 - Local news
 - VA/NCA social media (Facebook or X, formerly known as Twitter)
 - Other (specify):
- The following statement was added before Question 37:
Demographics Disclaimer Statement: Although responding to the following question(s) is voluntary, VA strongly encourages you to provide as much data and information as possible. Your responses will not be connected to you as an individual. These responses will help improve customer experience, approved research, and the quality of care and services for all Veterans. They will not be used to update your customer profile or other demographics found in any of your VA records. VA follows strict security and privacy practices and adheres to VA's data ethics standards to keep secure.
 - Q37. Was your loved one your.....
 - Spouse
 - Partner
 - Parent
 - Child
 - Other relative
 - Not a relative
 - Q42. Are you a Veteran married/partnered to a Veteran?
 - Yes
 - No
 - The following statement was added before question 42:
Please note: Veterans who are married to Veterans are entitled to individual gravesite and headstone/marker/medallion benefits. Visit www.va.gov/burials-memorials/eligibility/ for more information.
 - Q46. Was your loved one.... (Mark all that apply)
 - American Indian or Alaska Native
 - Asian
 - Black or African American
 - Native Hawaiian or Other Pacific Islander
 - White
 - Choose not to answer
 - Q48. What language do you mainly speak at home?
 - English
 - Spanish
 - Chinese
 - Tagalog
 - Vietnamese

Appendix B: Methodology and Survey Instruments

- Arabic
- Some other language (specify):
- Q48. What language do you mainly speak at home?
 - English
 - Spanish
 - Chinese
 - Tagalog
 - Vietnamese
 - Arabic
 - Some other language (specify):
- Q49. In what belief tradition was the burial conducted?
 - Christian
 - Catholic
 - Muslim
 - Jewish
 - Buddhist
 - Hindu
 - Atheist
 - Agnostic
 - None
 - Other (specify):
 - Choose not to answer
- Q50. Have you or your loved one used any other VA Benefits? *(Mark all that apply)*
 - Bereavement Counseling
 - Dependency and Indemnity Compensation (DIC)
 - Housebound Allowance
 - Aid and Attendance
 - VA Life Insurance
 - Pension
 - Education benefits
 - Other (specify):
 - Have not used other VA benefits
- Q52. Are you willing to participate in a Focus Group discussion?
 - No
 - Yes -> If you are interested in participating in a focus group discussion to assist the National Cemetery Administration with improving its quality of service to Veterans and their families, please complete the information below
- In what way would you be willing to participate in the focus group? *(Mark all that apply)*
 - Online
 - By phone
 - In person at a focus group facility
 - Name:
 - Phone Number:

Appendix B: Methodology and Survey Instruments

- Email:

- The following questions were revised in the 2024 survey:
 - Q9. In the question text and response option text the “r” in “Representative” was capitalized.
 - Q15. In the question text the underline was removed from the word “one” and the response option “Online via QuickSubmit” was added.
 - Q21. The response option “Don’t know/Marker or headstone has not arrived yet” was added.
 - Q25. The response option “I don’t care to be notified” was updated to “I didn’t need delivery status.”
 - Q29. The word “problem” was removed from the response option “Other (specify).”
 - Q35. The question text “If you applied, were you satisfied with the length of time it took to receive a certificate of approval?” was updated to “Were you satisfied with the length of time it took to receive a certificate of eligibility?” and the response option “Have not received yet” was added.
 - Q38. The text, “(served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit)” was removed after the question “Are you a Veteran?”
 - Q40. The response options “Unspecified or Another Gender Identity” and “Choose not to answer” were added.
 - Q44. The response options were updated to: “Yes, Hispanic or Latino;” “No, not Hispanic or Latino;” and “Choose not to answer.”
 - Q45. The question text “What is your race? (Mark one or more)” was updated to “Are you.... (Mark all that apply),” the response options were ordered in alphabetical order, and the response option “Choose not to answer” was added.
 - Q47. The question text “What was the gender of your loved one?” was updated to “Did your loved one describe themselves as.....?” and the response options “Unspecified or Another Gender Identity” and “Choose not to answer” were added.

- The following questions were removed from the 2023 survey:
 - Q1. How or from whom did you learn about the headstone, marker, or medallion benefit provided by the VA? *(Mark all that apply)*
 - Q3. Did you have any problems while affixing the Bronze Medallion to the headstone or markers?
 - Q20. 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.
 - Q26c. NCA Pre-Need Eligibility Process: Do you intend to apply?

Appendix B: Methodology and Survey Instruments

- Q27. Were you required to pay any setting fees regarding your VA-issued headstone, marker, or medallion?
- Q28. If you ordered a Bronze marker, what setting fee were you required to pay? (Please round up to nearest whole dollar.)
- Q29. If you ordered a Granite/Marble headstone or marker, what amount were you required to pay? (Please round up to nearest whole dollar.)
- Q30. 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.)
- Q38. Are you aware that Veterans who are married to Veterans are entitled to individual gravesite headstone/marker/medallion benefits?
- Q37. Was your loved one your spouse?

2024 Funeral Director Satisfaction Survey

The survey instrument revisions were as follows:

- The following questions were added to a new section of the funeral director survey, titled "2024 FUNERAL DIRECTOR NATIONAL SATISFACTION SURVEY." These questions were asked to all funeral directors regardless of whether their funeral home assisted with services at a national cemetery, state, tribal or territorial Veterans cemetery, or with ordering a memorial product.
 - Q1. Do you inform families of Veterans of their potential burial and memorial benefits from the VA for which they might be eligible?
 - Yes
 - No
 - Q2. Are you aware there are resources available for Funeral Directors on the NCA website?
 - Yes
 - No
 - Q3. Do you typically provide information resources on military honors to next of kin?
 - Yes
 - No
 - Q4. Are you aware of the NCA Pre-Need Eligibility process?
 - Yes
 - No

Appendix B: Methodology and Survey Instruments

- Q5. How often do your customers request “green” (i.e., environmentally sensitive) burials?
 - Very often
 - Sometimes
 - Rarely
 - Never

- Q6. Did you offer livestreaming of committal services at cemeteries?
 - Yes
 - No

- Q7. Are you willing to participate in a Focus Group discussion?
 - No
 - Yes -> In what way would you be willing to participate in the focus group? (Mark all that apply)
 - Online
 - By phone
 - In person at a focus group facility
 - Name:
 - Phone Number:
 - Email:

- Q8. Did you conduct business at a national cemetery during the 2023 calendar year?
 - Yes -> GO TO QUESTION #1 BELOW
 - No -> GO TO THE MEMORIAL PRODUCTS SERVICE SATISFACTION SURVEY ON PAGE 5

- The following questions were added to the memorial products section of the funeral director survey:
 - Q1. Do you understand the eligibility requirements for Veteran benefits, including eligibility for National Guard, Reservists, and Veteran dependents?
 - Yes
 - No

 - Q6. Of the eligible Veteran families you serve, approximately what percent request VA memorial products?
 - 1-4%
 - 5-9%
 - 10-14%
 - 15-24%
 - 25-49%
 - 50-74%
 - 75-100%

 - Q11. How easy is the process of scheduling an interment at a national cemetery vs. a non-VA cemetery?
 - Easier at the non-VA cemetery
 - About the same

Appendix B: Methodology and Survey Instruments

- Easier at the national cemetery
 - Don't know/No opinion
-
- The following questions were revised in the memorial products section of the 2024 funeral director survey:
 - Q3. The response option "Flat Marble/Granite" was updated to " Flat Stone (Marble/Granite)" and the response option "Upright Marble/Granite" was updated to "Upright Stone (Marble/Granite)."
 - Q4. The response option "Online via Quick Submit" was added.
 - Q9. In the question text, the "r" in "Representative" was capitalized.
 - Q10. In the question text and response option text, the "r" in "Representative" was capitalized.
 - Q15. In the question text underline was removed from the word "one."
 - Q17. The word "generally" was added to the beginning of the question text: "Generally, about how long after ordering the headstone, marker, or medallion did it arrive?" The response option "Has not arrived yet" was added and "Not sure" was included with the "Don't know" response option.
 - Q19. The response option "Don't know" was added.
 - Q26. The question text "Do you typically inform your clients about the program?" was updated to "Do you typically inform your clients about the Presidential Memorial Certificate?"
 - Q27. The question text "Do you typically order the certificate(s) for your client?" was updated to "Do you typically order the Presidential Memorial Certificate for your clients?"

Sampling

Sampling Frame

The sampling frame utilized for the 2024 surveys was provided to Vistra by NCA in two installments – one for January 1–June 30, 2023 interments and one for July 1– December 31, 2023 interments. 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;
- 3) Invalid names*; and
- 4) No address/Incomplete address.

Summary of Reason of Record Exclusion	
Reason Record Excluded	Number
Not NOK	5,829
Duplicate	4,483
Invalid names	991
No address/Incomplete address	5
Total excluded	11,308
Total available	119,522
Percent excluded	9.46%

*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. Of the 299,644 total available funeral director records, 95.76% were removed as a result of various de-duplication, with 12,694 deemed usable.

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 119,522 available next of kin and, 108,214 were deemed usable for sample selection.

Usable Records Available for Sample Selection		
Group	Available Records	Usable Records
MPS	119,522	108,214
Funeral Directors	299,644	12,694

**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 2024 sample selections for next of kin and funeral directors had the overarching goal of achieving comparability with past administrations of the NCA Customer Satisfaction Surveys to avoid a break in the series of survey administration and strive for full comparability from survey administrations in recent years.

The 2024 Memorial Products Next of Kin/Family Member Satisfaction Survey 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 inurnments, bronze columbarium niche covers, 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=2,001) and Bronze (n=4,999).

The confidence level for the 2024 Memorial Products Next of Kin/Family Member Satisfaction 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 there was a 5% chance of any response falling outside the defined margin of error, due to chance. Margin of error is defined as $1.96 * \sqrt{(\sigma / n)}$ for each question. The MOE is commonly used to indicate how many percentage points estimates will differ from the real population value. For example, 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, 12,280 surveys were mailed to funeral directors who had (1) assisted with interments at national cemeteries from January 1, 2023 until December 31, 2023; (2) assisted with interments at state, tribal or territorial 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, Tribal or Territorial 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 postcard.

Residents of Puerto Rico were mailed Spanish-language materials. Spanish surveys were sent to 394 next of kin and 85 funeral directors.

The mailings took place according to the below schedule.

- The cohort 1 mailing included:
 - English surveys for next of kin who ordered an MPS product for placement at a private cemetery between January 1 and June 30, 2023.
 - English surveys for funeral directors who worked with national, private, and state, tribal or territorial Veterans cemeteries between January 1 and December 31, 2023.
- The cohort 2 mailing included:
 - English surveys for next of kin who ordered an MPS product for placement at a private cemetery between July 1 and December 31, 2023.
 - Spanish surveys for next of kin who ordered an MPS product for placement at a private cemetery between January 1 and December 31, 2023.
 - Spanish surveys for funeral directors who worked with national, private, and state, tribal or territorial Veterans cemeteries between January 1 and December 31, 2023.

Wave	Cohort 1	Cohort 2
Wave 1: First Questionnaire	02/22/2024	03/29/2024
Wave 2: First Postcard	03/14/2024	04/22/2024
Wave 3: Second Questionnaire	04/08/2024	05/15/2024
Wave 4: Second Postcard	04/23/2024	05/29/2024
Close of Field Date	06/17/2024	06/17/2024

Survey Help Line

To facilitate responses during the 2024 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 808 respondents called or emailed (750 calls, 58 emails) the Help Line or email address with questions pertaining to the 2024 NCA Customer Satisfaction Surveys. Calls and emails were fielded from February 21 to June 14, 2024.

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

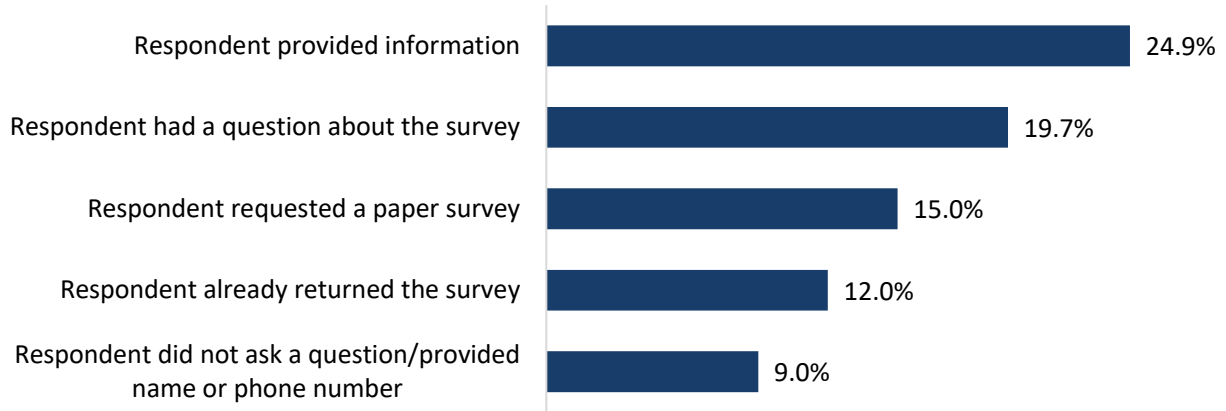
- Respondent provided information
 - Respondents provided general information about the status of their survey. This information generally included if they sent in the survey, when they would send the survey, or why they would not be completing the survey. Respondents also oftentimes provided information about their loved one's service or delivery of their marker/headstone/columbarium niche.
- Respondent had a question about the survey
 - Questions varied by respondent, 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, tribal or territorial" cemetery, inquiries on whether they could take the survey on behalf of next of kin (deceased or unable to take it), and how to access the online survey.
- Respondent requested a paper survey
 - Respondents 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 or not they mailed in the survey.
- Respondent already returned the survey
 - Respondents called in/emailed to report that they had already submitted the survey on a previous date but for some reason received another survey in the mail.
- Respondent did not ask a question / Provided name or phone number
 - Respondents simply left their name and/or phone number on the help line or email.

Note that the "Call/Email Reason" is based on the initial voice message left on the Help Line or email received, which in most instances involved one issue or question. In other instances, the message was not always clearly defined or stated. However, upon call or email back, the respondent may have mentioned several issues. The "Action Taken" was the most important item categorized, for which requesting to be added to the "Do not contact (DNC) or survey list" took precedence.

Appendix B: Methodology and Survey Instruments

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

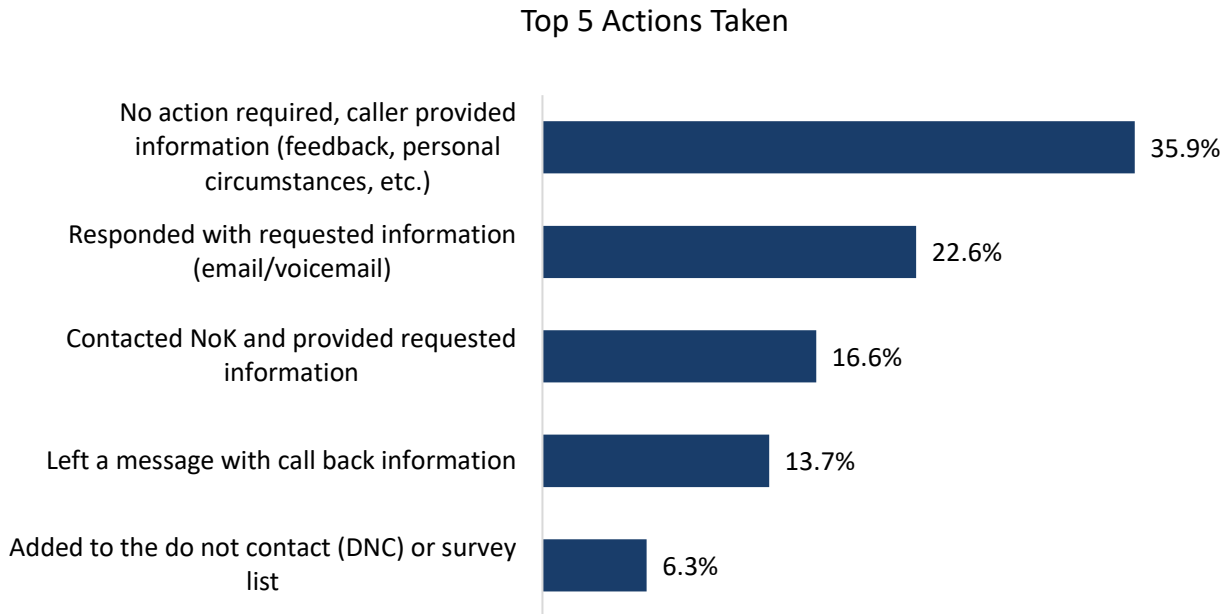
Top 5 Reasons for Call/Email



Reason for Call/Email	n	Percent
Respondent provided information	201	24.9%
Respondent had a question about the survey	159	19.7%
Respondent requested a paper survey	121	15.0%
Respondent already returned the survey	97	12.0%
Respondent did not ask a question/provided name or phone number	73	9.0%
Online survey question	61	7.5%
NOK is deceased	21	2.6%
Other (See Additional Comments)	15	1.9%
Unable to fill out the survey because of mental or physical limitations	14	1.7%
Received a 2nd survey	12	1.5%
Did not get the survey, just the postcard	12	1.5%
Received the postcard	10	1.2%
Benefit question	5	0.6%
Needed a return envelope/address	3	0.4%
3-digit code requested	2	0.2%
Do not contact (DNC) or survey	1	0.1%
Pre-Need Eligibility question	1	0.1%
Grand Total	808	100.0%

Appendix B: Methodology and Survey Instruments

The below chart and table show the actions taken by Vistra.



Action Taken	n	Percent
No action required, caller provided information (feedback, personal circumstances, etc.)	290	35.9%
Responded with requested information (email/voicemail)	183	22.6%
Contacted NoK and provided requested information	134	16.6%
Left a message with call back information	111	13.7%
Added to the do not contact (DNC) or survey list	51	6.3%
NCA follow-up – Resolved	15	1.9%
Unable to contact (Phone disconnected/no option for voicemail)	14	1.7%
Other (See Additional Comments)	5	0.6%
Completed survey via phone	4	0.5%
NCA follow-up – Referred	1	0.1%
Grand Total	808	100.0%

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

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

**VA Memorial Products:
2024 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.

The survey will take about 20 minutes to complete. Please read each question carefully before making your response. You may complete the survey on-line using the link address noted on the cover letter (<https://bit.ly/MPE2024E>) or by using the enclosed paper copy in this mailing. To access the survey on-line, enter your unique survey ID code ([MasterID]) on the main screen.

Marking Instructions

- 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 states "Mark all that apply."
- When you are finished, please place the questionnaire in the enclosed postage-paid envelope and put it in the mail.

	Correct Mark	Incorrect Marks
	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

If you have any questions or concerns, please contact the Survey Help Line at 1-833-231-7069 or email VistraResearch@ConsultVistra.com.



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NATIONAL CEMETERY ADMINISTRATION
295126-2

Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER. Correct Mark Incorrect Marks

Reason for Choosing the Cemetery / Support and Information Received at your Time of Need

1. Why did you inter your loved one in the cemetery you chose rather than in a VA national or state, tribal or territorial Veterans cemetery? (Mark all that apply)

Chose interment in a family plot

Didn't know how to make arrangements at a national or state, tribal or territorial Veterans cemetery

My loved one wanted to be close to other relatives or friends already buried in the cemetery I chose

The cemetery location will make it easier to visit my loved one's gravesite

It was a more affordable burial option

The funeral director did not inform me of my options to use a national or State/Tribal cemetery

I trust the cemetery I chose more than other options

Other (specify) _____

2. What would have helped you choose a national, state, tribal or territorial Veterans cemetery?

3. Did you attend the committal service?

Yes

No

Don't remember/Not certain

No committal service was held

4. Prior to your time of need, were you aware of the benefits related to burial in a national, state, tribal or territorial cemetery?

Yes

No → GO TO QUESTION #6

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

Family member/friends

Funeral home

Military discharge related materials

Other Veteran/Active-duty member

Pre-Need Burial Eligibility Determination

Veterans Service Organization

VA/NCA pamphlet, newsletter, brochure

VA/NCA website

Other VA organization

Professional/military association meetings

Local news

VA/NCA social media (Facebook or X, formerly known as Twitter)

Other (specify): _____

6. Did the funeral director provide information about burial and memorial benefits available for Veterans? (Mark all that apply)

Not applicable: Funeral Director not used

Funeral Director provided information about VA burial benefits for Veterans

Funeral Director provided information about VA memorial benefits for Veterans

No, the Funeral Director did not provide information about either VA burial or memorial benefits

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

Yes

No → GO TO QUESTION #11

Don't know → GO TO QUESTION #11

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

To check on the status of an order

To get help with ordering a marker

To file a complaint about a marker

Other (specify): _____

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?

Spoke with an NCA Customer Service Representative initially

Transferred to NCA

Don't know/Can't recall

10. How satisfied were you with the service you received from the NCA Customer Service Representative?

Very satisfied

Somewhat satisfied

Neither satisfied nor dissatisfied

Somewhat dissatisfied

Very dissatisfied

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

Yes

No → GO TO QUESTION #14

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Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.	Correct Mark <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> Incorrect Marks <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>																																																
<p>12. What type of information were you looking for on VA's website? (Mark all that apply)</p> <ul style="list-style-type: none"> <input type="radio"/> How to order a headstone/marker/medallion <input type="radio"/> Download an order form <input type="radio"/> Find information on documentation needed <input type="radio"/> Find out what could go on the headstone/marker/medallion <input type="radio"/> Find information on the certificate signed by the President of the United States honoring the Veteran's service <input type="radio"/> Other (specify): _____ <p>13. How satisfied were you with the ease of finding the information you were looking for on VA's website?</p> <ul style="list-style-type: none"> <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>14. What type of headstone, marker, or medallion did you order?</p> <ul style="list-style-type: none"> <input type="radio"/> Bronze (metal plate) <input type="radio"/> Stone (granite or marble) <input type="radio"/> Bronze medallion <p>15. How did you order the headstone, marker, or medallion? (Mark only one)</p> <ul style="list-style-type: none"> <input type="radio"/> Via the mail <input type="radio"/> Via fax <input type="radio"/> Online via QuickSubmit <input type="radio"/> Via the Funeral Director <input type="radio"/> Other (specify): _____ <p>16. Who helped you with ordering the headstone/marker/medallion? (Mark all that apply)</p> <ul style="list-style-type: none"> <input type="radio"/> Family member <input type="radio"/> Funeral director <input type="radio"/> Cemetery representative <input type="radio"/> VA employee <input type="radio"/> Other (specify) _____ <input type="radio"/> No one <p>17. How satisfied were you with the process you used to order the headstone, marker, or medallion?</p> <ul style="list-style-type: none"> <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>18. 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:</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 80%;"></th> <th style="width: 10%;">Yes</th> <th style="width: 10%;">No</th> <th style="width: 10%;">Don't know</th> </tr> </thead> <tbody> <tr><td>An inscription</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> <tr><td>Birth date/Date of death</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> <tr><td>Highest rank attained</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> <tr><td>War service</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> <tr><td>Emblem of belief</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> <tr><td>Valor Awards</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> <tr><td>Terms of endearment</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> <tr><td>Nicknames</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> <tr><td>Civilian credentials (i.e., Doctor)</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> <tr><td>Special unit designations</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> <tr><td>Other military credentials</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> </tbody> </table> <p>19. 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)</p> <ul style="list-style-type: none"> <input type="radio"/> I read it on the application <input type="radio"/> I looked it up on the VA website <input type="radio"/> I was informed by the Funeral Director <input type="radio"/> I was informed by a VA employee <input type="radio"/> I was not aware <input type="radio"/> Other (specify): _____ <p>20. About how long after ordering the headstone, marker, or medallion did it arrive?</p> <ul style="list-style-type: none"> <input type="radio"/> Less than 1 month <input type="radio"/> Between 1 and 2 months <input type="radio"/> Between 2 and 3 months <input type="radio"/> Between 3 and 4 months <input type="radio"/> More than 4 months <input type="radio"/> Has not arrived yet <input type="radio"/> Don't know/Not sure <p>21. How satisfied were you with the amount of time it took to receive the headstone, marker, or medallion?</p> <ul style="list-style-type: none"> <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 <input type="radio"/> Don't know/Marker or headstone has not arrived yet <p>22. When the headstone or marker arrived, was the inscription accurate?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Don't know/Haven't seen 		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"/>
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Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.

Correct Mark Incorrect Marks

23. Overall, how satisfied were you with the quality and appearance of the headstone, marker, or medallion when it arrived?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- Don't know/Haven't seen

24. Was there a delay in the placement of the headstone, marker, or medallion because of a difficulty paying the setting fee?

- Yes
- No
- Don't know

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

- Postcard
- Email
- Letter
- Other (specify): _____
- I didn't need delivery status

26. Please add any comments regarding information about the process or support you received from the cemetery you would like to pass on to the NCA.

The Presidential Memorial Certificate and the NCA Pre-Need Eligibility Registration Process

If your loved one was NOT a Veteran, please go to Question #31.

27. 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 QUESTION #31**
- No – Did not receive → **GO TO QUESTION #31**
- Don't know what this is → **GO TO QUESTION #31**

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.

28. 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 QUESTION #30**
- Somewhat satisfied → **GO TO QUESTION #30**
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

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

- Envelope was bent/torn
- Name was misspelled
- Poor print quality
- Other (specify): _____

30. 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

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

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

32. Are you aware of the NCA Pre-Need Eligibility process?

- Yes
- No → **GO TO QUESTION #36**

33. How did you become aware of the Pre-Need opportunity? (Mark all that apply)

- Family member/friends
- Funeral home
- Military discharge related materials
- Other Veteran/Active-duty member
- Pre-Need Burial Eligibility Determination
- Veterans Service Organization
- VA/NCA pamphlet, newsletter, brochure
- VA/NCA website
- Other VA organization
- Professional/military association meetings
- Local news
- VA/NCA social media (Facebook or X, formerly known as Twitter)
- Other (specify): _____

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Appendix B: Methodology and Survey Instruments

<i>SEE MARKING INSTRUCTIONS ON THE COVER.</i>	
Correct Mark <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	
Incorrect Marks <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	

<p>34. Have you applied for Pre-Need Eligibility?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No → GO TO QUESTION #36</p> <p>35. Were you satisfied with the length of time it took to receive a certificate of eligibility?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p> <p><input type="radio"/> Have not received yet</p> <p>36. Are you aware of the PACT Act (The Sergeant First Class Heath Robinson Honoring our Promise to Address Comprehensive Toxics Act) and the expanded eligibility of VA health care for Veterans with toxic exposure?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p> <p><input type="radio"/> Don't know what this is</p> <p>Demographics Disclaimer Statement: <i>Although responding to the following question(s) is voluntary, VA strongly encourages you to provide as much data and information as possible. Your responses will not be connected to you as an individual. These responses will help improve customer experience, approved research, and the quality of care and services for all Veterans. They will not be used to update your customer profile or other demographics found in any of your VA records. VA follows strict security and privacy practices and adheres to VA's data ethics standards to keep secure.</i></p> <p>37. Was your loved one your.....</p> <p><input type="radio"/> Spouse</p> <p><input type="radio"/> Partner</p> <p><input type="radio"/> Parent</p> <p><input type="radio"/> Child</p> <p><input type="radio"/> Other relative</p> <p><input type="radio"/> Not a relative</p> <p>38. Are you a Veteran?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No → GO TO QUESTION #40</p> <p>39. In which of the following eras did you serve? (Mark all that apply)</p> <p><input type="radio"/> World War II</p> <p><input type="radio"/> Korean War</p> <p><input type="radio"/> Vietnam War</p> <p><input type="radio"/> Gulf War</p> <p><input type="radio"/> Operation Enduring Freedom (OEF)</p> <p><input type="radio"/> Operation Iraqi Freedom (OIF)</p> <p><input type="radio"/> Operation New Dawn</p>	<p>40. What is your gender?</p> <p><input type="radio"/> Male</p> <p><input type="radio"/> Female</p> <p><input type="radio"/> Unspecified or Another Gender Identity</p> <p><input type="radio"/> Choose not to answer</p> <p>41. Are you a Veteran married/partnered to a Veteran?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p> <p><i>Please note: Veterans who are married to Veterans are entitled to individual gravesite and headstone/marker/medallion benefits. Visit www.va.gov/burials-memorials/eligibility/</i></p> <p>42. In what year were you born?</p> <p>— — — —</p> <p>43. Are you Hispanic or Latino?</p> <p><input type="radio"/> Yes, Hispanic or Latino</p> <p><input type="radio"/> No, not Hispanic or Latino</p> <p><input type="radio"/> Choose not to answer</p> <p>44. Was your loved one Hispanic or Latino?</p> <p><input type="radio"/> Yes, Hispanic or Latino</p> <p><input type="radio"/> No, not Hispanic or Latino</p> <p><input type="radio"/> Choose not to answer</p> <p>45. Are you.... (Mark all that apply)</p> <p><input type="radio"/> American Indian or Alaska Native</p> <p><input type="radio"/> Asian</p> <p><input type="radio"/> Black or African American</p> <p><input type="radio"/> Native Hawaiian or Other Pacific Islander</p> <p><input type="radio"/> White</p> <p><input type="radio"/> Choose not to answer</p> <p>46. Was your loved one.... (Mark all that apply)</p> <p><input type="radio"/> American Indian or Alaska Native</p> <p><input type="radio"/> Asian</p> <p><input type="radio"/> Black or African American</p> <p><input type="radio"/> Native Hawaiian or Other Pacific Islander</p> <p><input type="radio"/> White</p> <p><input type="radio"/> Choose not to answer</p> <p>47. Did your loved one describe themselves as.....?</p> <p><input type="radio"/> Male</p> <p><input type="radio"/> Female</p> <p><input type="radio"/> Unspecified or Another Gender Identity</p> <p><input type="radio"/> Choose not to answer</p>
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Appendix B: Methodology and Survey Instruments

<i>SEE MARKING INSTRUCTIONS ON THE COVER.</i>	Correct Mark <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	Incorrect Marks <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p>48. What language do you mainly speak at home?</p> <ul style="list-style-type: none"> <input type="radio"/> English <input type="radio"/> Spanish <input type="radio"/> Chinese <input type="radio"/> Tagalog <input type="radio"/> Vietnamese <input type="radio"/> Arabic <input type="radio"/> Some other language (specify): _____ <p>49. In what belief tradition was the burial conducted?</p> <ul style="list-style-type: none"> <input type="radio"/> Christian <input type="radio"/> Catholic <input type="radio"/> Muslim <input type="radio"/> Jewish <input type="radio"/> Buddhist <input type="radio"/> Hindu <input type="radio"/> Atheist <input type="radio"/> Agnostic <input type="radio"/> None <input type="radio"/> Other (specify): _____ <input type="radio"/> Choose not to answer <p>50. Have you or your loved one used any other VA Benefits? (Mark all that apply)</p> <ul style="list-style-type: none"> <input type="radio"/> Bereavement Counseling <input type="radio"/> Dependency and Indemnity Compensation (DIC) <input type="radio"/> Housebound Allowance <input type="radio"/> Aid and Attendance <input type="radio"/> VA Life Insurance <input type="radio"/> Pension <input type="radio"/> Education benefits <input type="radio"/> Other (specify): _____ <input type="radio"/> Have not used other VA benefits 	<p>51. Please use this space to elaborate on any additional aspects of your experience you would like to share with the NCA.</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>52. Are you willing to participate in a Focus Group discussion?</p> <ul style="list-style-type: none"> <input type="radio"/> No <input type="radio"/> Yes → If you are interested in participating in a focus group discussion to assist the National Cemetery Administration with improving its quality of service to Veterans and their families, please complete the information below: <p>In what way would you be willing to participate in the focus group? <i>(Mark all that apply)</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Online <input type="checkbox"/> By phone <input type="checkbox"/> In person at a focus group facility <p>Name: _____</p> <p>Phone Number: _____</p> <p>Email: _____</p> <p>Your participation will have no impact on your VA benefits.</p>	
<p>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 email 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**

2024 FUNERAL DIRECTOR SATISFACTION SURVEY
(National Cemeteries; VA Memorial Products; and State, Tribal or Territorial 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.

The survey will take about 20 minutes to complete. Please read each question carefully before making your response. You may complete the survey on-line using the link address noted on the cover letter (<https://bit.ly/FDE24E>) or by using the enclosed paper copy in this mailing. To access the survey on-line, enter your unique survey ID code ([MasterID]) on the main screen.

Marking Instructions

- 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 states "Mark all that apply."
- When you are finished, please place the questionnaire in the enclosed postage-paid envelope and put it in the mail.

Correct Mark



Incorrect Marks



If you have any questions or concerns, please contact the Survey Help Line at 1-833-231-7069 or email VistraResearch@ConsultVistra.com.



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NATIONAL CEMETERY ADMINISTRATION
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Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.

Correct Mark

Incorrect Marks

2024 FUNERAL DIRECTOR NATIONAL SATISFACTION SURVEY

IMPORTANT – PLEASE ANSWER BEFORE PROCEEDING:

- Do you inform families of Veterans of their potential burial and memorial benefits from the VA for which they might be eligible?
 - Yes
 - No
- Are you aware there are resources available for Funeral Directors on the NCA website?
 - Yes
 - No
- Do you typically provide information resources on military honors to next of kin?
 - Yes
 - No
- Are you aware of the NCA Pre-Need Eligibility process?
 - Yes
 - No
- How often do your customers request “green” (i.e., environmentally sensitive) burials?
 - Very often
 - Sometimes
 - Rarely
 - Never
- Did you offer livestreaming of committal services at cemeteries?
 - Yes
 - No
- Are you willing to participate in a Focus Group discussion?
 - No
 - Yes → In what way would you be willing to participate? (Mark all that apply)
 - Online
 - By phone
 - In person at a focus group facility

Name: _____

Phone Number: _____

Email: _____
- Did you conduct business at a national cemetery during the 2023 calendar year?
 - Yes → GO TO QUESTION #1 BELOW
 - No → GO TO THE MEMORIAL PRODUCTS SERVICE SATISFACTION SURVEY ON PAGE 6

2024 NATIONAL CEMETERIES SATISFACTION SURVEY

- In the survey packet, please look at the form labeled “INSTRUCTIONS FOR COMPLETING THE “NATIONAL CEMETERIES SATISFACTION SURVEY QUESTION 1” to identify which national cemetery you most frequently did business with and fill in the corresponding bubbles in the columns to the right.

	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>

Please complete this survey based on your experiences at this national cemetery within the 2023 calendar year.

- How far is your funeral home from the national cemetery with which you most frequently did business?
 - Less than 15 miles
 - 15 miles to 29 miles
 - 30 miles to 44 miles
 - 45 miles to 59 miles
 - 60 miles to 75 miles
 - More than 75 miles
- How long has your funeral home worked with the national cemetery?
 - Less than 1 year
 - 1 to 4 years
 - 5 to 8 years
 - 9 to 12 years
 - 13 years or more
 - I don't know
- Of the eligible Veteran families you serve, approximately what percent choose burial in the national cemetery?
 - 1-4%
 - 5-9%
 - 10-14%
 - 15-24%
 - 25-49%
 - 50-74%
 - 75-100%
- How would you characterize the overall communications from the national cemetery to your funeral home?
 - Excellent
 - Good
 - Fair
 - Poor

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Appendix B: Methodology and Survey Instruments

<i>SEE MARKING INSTRUCTIONS ON THE COVER.</i>	
Correct Mark	Incorrect Marks
<p>6. Do you feel that you are well informed by the national cemetery of its policies and procedures?</p> <p><input type="radio"/> Yes, well informed</p> <p><input type="radio"/> Yes, somewhat well informed</p> <p><input type="radio"/> No, not well informed</p> <p>7. In general, of the following services, which one provides you the MOST information about national cemetery policies and procedures? (Mark only one)</p> <p><input type="radio"/> VA/NCA website</p> <p><input type="radio"/> Outreach by cemetery staff</p> <p><input type="radio"/> Veterans Service Officers</p> <p><input type="radio"/> Professional associations/conventions/meetings</p> <p><input type="radio"/> Local newspaper/television news reports</p> <p><input type="radio"/> Other (specify): _____</p> <p>8. What national cemetery policies or procedures do you feel you could use more information about? (Mark all that apply)</p> <p><input type="radio"/> None. I feel well informed</p> <p><input type="radio"/> Scheduling process</p> <p><input type="radio"/> Eligibility requirement for burial in a national cemetery</p> <p><input type="radio"/> Floral policy</p> <p><input type="radio"/> Military funeral honors</p> <p><input type="radio"/> Headstone, marker or columbarium niche cover inscription options</p> <p><input type="radio"/> Presidential Memorial Certificates (the certificate signed by the President of the United States honoring the Veteran's service)</p> <p><input type="radio"/> Other (specify): _____</p> <p><i>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.</i></p> <p>9. What is the best way for the national cemetery to communicate with your funeral home regarding changes in its policies and procedures? (Mark only one)</p> <p><input type="radio"/> Email</p> <p><input type="radio"/> Letter</p> <p><input type="radio"/> Phone</p> <p><input type="radio"/> Fax</p> <p><input type="radio"/> VA/NCA website</p> <p><input type="radio"/> Newsletter or flyer</p>	<p>10. Overall, how satisfied are you with the communication between your funeral home and the national cemetery?</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>11. During committal services, how often do you receive the support you need from cemetery staff?</p> <p><input type="radio"/> Always</p> <p><input type="radio"/> For the most part</p> <p><input type="radio"/> Occasionally</p> <p><input type="radio"/> Never</p> <p>12. Generally, how often do committal services at the national cemetery start on time?</p> <p><input type="radio"/> Always</p> <p><input type="radio"/> For the most part</p> <p><input type="radio"/> Occasionally</p> <p><input type="radio"/> Never</p> <p>13. If you are delayed in arriving at the national cemetery for a scheduled service, how successful is the cemetery in adjusting the schedule to accommodate the family?</p> <p><input type="radio"/> Very successful</p> <p><input type="radio"/> Somewhat successful</p> <p><input type="radio"/> Neither successful nor unsuccessful</p> <p><input type="radio"/> Somewhat unsuccessful</p> <p><input type="radio"/> Very unsuccessful</p> <p><input type="radio"/> Don't know/Not applicable</p> <p>14. How satisfied are you with the NCA's available dates and times to schedule your committal service and/or interment?</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>

Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.

Correct Mark Incorrect Marks

15. Overall, how satisfied were you with the length of time you were on the phone to schedule an interment with the national cemetery?

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

16. How easy is the process of scheduling an interment at the national cemetery?

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

17. How do you compare the ease of scheduling between a national cemetery with scheduling another cemetery type?

- Easier
- About the same
- Harder

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

- Yes
- No

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

- Yes
- No → GO TO QUESTION #21

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

- Yes
- No
- Did not view the videos

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

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

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

- Very acceptable
- Somewhat acceptable
- Neither acceptable nor unacceptable
- Somewhat unacceptable
- Very unacceptable

23. Do you understand the inscription options for the headstone, marker or columbarium niche cover available to next of kin?

- Yes
- No

24. Do you inform or provide information to your clients about the Veterans Legacy Memorial Program (www.va.gov/remember)?

- Yes
- No

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Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER. Correct Mark Incorrect Marks

For the following series of statements please indicate your level of agreement.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know/ Not applicable
25. The <u>upkeep</u> of the headstones, markers, or columbarium niche covers is excellent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26. The committal shelter used for the service was <u>private, clean, and free of safety hazards</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27. The cemetery <u>honors</u> all Veterans and their service to our nation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28. There are <u>sufficient signs</u> within the cemetery to assist visitors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29. The <u>quality of service</u> received from cemetery staff is excellent.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30. The national cemetery staff was <u>courteous</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
31. The national cemetery staff was professional in terms of being <u>knowledgeable, helpful, and responsive</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
32. The National Cemetery Scheduling Office's hours of operation <u>meet my needs</u> for scheduling services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33. The information kiosks (i.e., gravesite locators) are <u>helpful</u> to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34. The <u>overall appearance</u> of the national cemetery is excellent.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
35. Overall, I am <u>satisfied with my experience</u> at the national cemetery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
36. I would <u>recommend</u> the cemetery to Veteran families during their time of need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
37. I am willing to <u>rely on VA and the National Cemetery Administration to meet the burial needs of Veterans in the future.</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
38. I am willing to <u>rely on VA and the National Cemetery Administration to maintain national cemeteries as national shrines in the future.</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
39. <u>My experiences</u> with the national cemetery <u>exceeded my expectations</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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

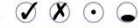
Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.

Correct Mark



Incorrect Marks



2024 MEMORIAL PRODUCTS SERVICE SATISFACTION SURVEY

IMPORTANT – PLEASE ANSWER BEFORE PROCEEDING: Did your funeral home order NCA memorial products (headstones, markers, medallions, or Presidential Memorial Certificates (certificate signed by the President of the United States honoring the Veteran's service)) during the 2023 calendar year?

- Yes → GO TO QUESTION 1 BELOW
- No → GO TO THE STATE, TRIBAL OR TERRITORIAL VETERANS CEMETERIES SATISFACTION SURVEY ON PAGE 9

1. Do you understand the eligibility requirements for Veteran benefits, including eligibility for National Guard, Reservists, and Veteran dependents?

- Yes
- No

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

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

3. Please indicate type(s) of VA headstones/markers/medallions you/your company typically ordered. (Mark all that apply)

- Flat Bronze
- Flat Stone (Marble/Granite)
- Bronze Niche Cover
- Upright Stone (Marble/Granite)
- Bronze Medallion

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

- Via the mail (to National VA)
- Online via Quick Submit
- Via fax (to National VA)
- Via the local VA Office
- Other (specify) _____

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

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

6. Of the eligible Veteran families you serve, approximately what percent request VA memorial products?

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

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

- Yes
- No → GO TO QUESTION #11
- Don't know → GO TO QUESTION #11

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

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

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Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.

Correct Mark

Incorrect Marks

9. How satisfied were you with the service you received from the NCA Customer Service Representative?

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

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

- Spoke with on NCA Customer Service Representative initially
- Transferred to NCA
- Don't know

11. How easy is the process of scheduling an interment at a national cemetery vs. a non-VA cemetery?

- Easier at the non-VA cemetery
- About the same
- Easier at the national cemetery
- Don't know/No opinion

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

- Yes
- No → GO TO QUESTION #15

13. What kind 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/maker/medallion
- How to order a headstone/marker/medallion
- Find information on documentation needed
- Find information on 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 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 VA
- Partially complete and give to family member for finalization
- Other (specify): _____

16. Are you aware of the following requirements?

Memorial products orders require the signature from the next of kin or written delegation or 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

17. Generally, 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
- Don't know/Not sure

18. 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

Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.

Correct Mark Incorrect Marks

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

- Yes
- No → GO TO QUESTION #23
- Don't know → GO TO QUESTION #23

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

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

21. What types of problems have you experienced with VA furnished headstones and markers?

(Mark all that apply)

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

22. 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

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

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

24. 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

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

- Yes
- No → GO TO QUESTION #28

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

26. Do you typically inform your clients about the Presidential Memorial Certificate?

- Yes
- No

27. Do you typically order the Presidential Memorial Certificate for your clients?

- Yes
- No

28. Overall, how satisfied are you with your experience with these VA Memorial Products and Services?

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

29. Please use this space to elaborate on any additional aspects of your experience you would like to share with the NCA. If your comment is in response to a specific question, please reference the question number.

Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.

Correct Mark

Incorrect Marks

2024 STATE, TRIBAL OR TERRITORIAL VETERANS CEMETERIES SATISFACTION SURVEY

IMPORTANT – PLEASE ANSWER BEFORE PROCEEDING: Did you conduct business at a state, tribal or territorial Veterans cemetery during the 2023 calendar year?

- Yes → Go to Question 1 below
 No → Please return this survey in the pre-paid envelope provided

<p>1. In the survey packet, please look at the form labeled “INSTRUCTIONS FOR COMPLETING THE STATE, TRIBAL OR TERRITORIAL VETERANS CEMETERIES SATISFACTION QUESTION 1” to identify which state, tribal or territorial Veterans cemetery you most frequently did business with and fill in the corresponding bubble to the right.</p> <p style="font-size: small;"><i>Please complete this survey based on your experiences at this cemetery within the 2023 calendar year.</i></p> <p>2. How far is your funeral home from the state, tribal or territorial Veterans cemetery with which you most frequently did business?</p> <p><input type="radio"/> Less than 15 miles <input type="radio"/> 45 to 59 miles <input type="radio"/> 15 to 29 miles <input type="radio"/> 60 to 75 miles <input type="radio"/> 30 to 44 miles <input type="radio"/> More than 75 miles</p> <p>3. How long has your funeral home worked with the state, tribal or territorial Veterans cemetery?</p> <p><input type="radio"/> Less than 1 year <input type="radio"/> 9 to 12 years <input type="radio"/> 1 to 4 years <input type="radio"/> 13 years or more <input type="radio"/> 5 to 8 years <input type="radio"/> Don't know</p> <p>4. Of the eligible Veteran families you serve, approximately what percent choose burial in the state, tribal or territorial Veterans cemetery?</p> <p><input type="radio"/> 1-4% <input type="radio"/> 25-49% <input type="radio"/> 5-9% <input type="radio"/> 50-74% <input type="radio"/> 10-14% <input type="radio"/> 75-100% <input type="radio"/> 15-24%</p> <p>5. How would you characterize the overall communication from the state, tribal or territorial Veterans cemetery to your funeral home?</p> <p><input type="radio"/> Excellent <input type="radio"/> Good <input type="radio"/> Fair <input type="radio"/> Poor</p>	<table border="1" style="margin-left: auto; margin-right: auto; text-align: center; border-collapse: collapse;"> <tr><td style="width: 20px; height: 20px;">0</td><td style="width: 20px; height: 20px;">0</td><td style="width: 20px; height: 20px;">0</td></tr> <tr><td style="width: 20px; height: 20px;">1</td><td style="width: 20px; height: 20px;">1</td><td style="width: 20px; height: 20px;">1</td></tr> <tr><td style="width: 20px; height: 20px;">2</td><td style="width: 20px; height: 20px;">2</td><td style="width: 20px; height: 20px;">2</td></tr> <tr><td style="width: 20px; height: 20px;">3</td><td style="width: 20px; height: 20px;">3</td><td style="width: 20px; height: 20px;">3</td></tr> <tr><td style="width: 20px; height: 20px;">4</td><td style="width: 20px; height: 20px;">4</td><td style="width: 20px; height: 20px;">4</td></tr> <tr><td style="width: 20px; height: 20px;">5</td><td style="width: 20px; height: 20px;">5</td><td style="width: 20px; height: 20px;">5</td></tr> <tr><td style="width: 20px; height: 20px;">6</td><td style="width: 20px; height: 20px;">6</td><td style="width: 20px; height: 20px;">6</td></tr> <tr><td style="width: 20px; height: 20px;">7</td><td style="width: 20px; height: 20px;">7</td><td style="width: 20px; height: 20px;">7</td></tr> <tr><td style="width: 20px; height: 20px;">8</td><td style="width: 20px; height: 20px;">8</td><td style="width: 20px; height: 20px;">8</td></tr> <tr><td style="width: 20px; height: 20px;">9</td><td style="width: 20px; height: 20px;">9</td><td style="width: 20px; height: 20px;">9</td></tr> </table> <p>6. Do you feel that you are well informed by the state, tribal or territorial Veterans cemetery of its policies and procedures?</p> <p><input type="radio"/> Yes, well informed <input type="radio"/> Yes, somewhat well informed <input type="radio"/> No, not well informed</p> <p>7. In general, of the following services, which one provides you the MOST information about state, tribal or territorial Veterans cemetery policies and procedures? (Mark only one)</p> <p><input type="radio"/> Outreach by cemetery staff <input type="radio"/> State, tribal or territorial/VA/NCA website <input type="radio"/> Veterans Service Officers <input type="radio"/> Professional associations/conventions/ meetings <input type="radio"/> Local newspaper/television or news reports <input type="radio"/> Other (specify): _____</p> <p>8. About which state, tribal or territorial Veterans cemetery policies or procedures do you feel you could use more information? (Mark all that apply)</p> <p><input type="radio"/> None, I feel well informed <input type="radio"/> Scheduling process <input type="radio"/> Eligibility requirements for burial in a state, tribal or territorial Veterans cemetery <input type="radio"/> Presidential Memorial Certificate (the certificate signed by the President of the United States honoring the Veteran's service) <input type="radio"/> Military funeral honors <input type="radio"/> Floral policy <input type="radio"/> Headstone, marker, or columbarium niche cover inscription options <input type="radio"/> Other (specify): _____</p> <p style="font-size: small;"><i>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.</i></p> <p>9. What is the best way for the state, tribal or territorial Veterans cemetery to communicate with your funeral home regarding changes in its policies and procedures? (Mark only one)</p> <p><input type="radio"/> Email <input type="radio"/> Fax <input type="radio"/> Phone <input type="radio"/> State, tribal or territorial website <input type="radio"/> Letter <input type="radio"/> Newsletter or flyer</p>	0	0	0	1	1	1	2	2	2	3	3	3	4	4	4	5	5	5	6	6	6	7	7	7	8	8	8	9	9	9
0	0	0																													
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7	7	7																													
8	8	8																													
9	9	9																													

Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER. Correct Mark Incorrect Marks

10. Overall, how satisfied are you with the communication between your funeral home and the state, tribal or territorial Veterans cemetery?

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

For general information about eligibility for interment at a state, tribal or territorial or Veterans cemetery, please visit our web pages at www.cem.va.gov/ceM/grants/veterans_cemeteries.asp and www.cem.va.gov/ceM/burial_benefits/eligible.asp.

11. Do you understand the eligibility requirements for burial in a state, tribal or territorial Veterans cemetery, including eligibility for National Guard, Reservists, and Veteran dependents?

- Yes
- No

12. Do you understand the inscription options for the headstone, marker or columbarium niche cover available to next of kin?

- Yes
- No

13. How satisfied are you with the state, tribal or territorial Veterans cemetery available dates and times to schedule your committal service and/or interment?

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

14. How easy is the process of scheduling an interment at the state, tribal or territorial Veterans cemetery?

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

15. How long does it typically take to confirm the scheduling of an interment with the state, tribal or territorial Veterans cemetery?

- Less than 1 hour
- 1 to 2 hours
- 2 to 3 hours
- 3 to 4 hours
- 4 to 5 hours
- 5 to 6 hours
- 1 to 2 days
- More than 2 days

16. Overall, how satisfied were you with the length of time you were on the phone to schedule an interment with the state, tribal or territorial Veterans cemetery?

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

17. How do you compare the ease of scheduling between a state, tribal or territorial Veterans cemetery with another cemetery type?

- Easier
- About the same
- Harder

18. During committal services, how often do you receive the support you need from cemetery staff?

- Always
- For the most part
- Occasionally
- Never

19. Generally, how often do committal services at the state, tribal or territorial Veterans cemetery start on time?

- Always
- For the most part
- Occasionally
- Never

20. If you are delayed in arriving at the state, tribal or territorial Veterans cemetery for a scheduled service, how successful is the cemetery in adjusting the schedule to accommodate the family?

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

21. How easy is it to schedule military honors at the state, tribal or territorial Veterans cemetery?

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

22. Are you aware of any state, tribal or territorial Veterans cemetery information resources on military honors?

- Yes
- No
- Don't know

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Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER.		Correct Mark <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	Incorrect Marks <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>				
<p>23. To what extent is the quality of military honors acceptable?</p> <p> <input type="radio"/> Very acceptable <input type="radio"/> Somewhat acceptable <input type="radio"/> Neither acceptable nor unacceptable <input type="radio"/> Somewhat unacceptable <input type="radio"/> Very unacceptable </p>	<p>24. Do you inform or provide information to your clients about the Veterans Legacy Memorial Program (www.va.gov/remember)?</p> <p> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Don't know </p>						
For the following series of statements please indicate your level of agreement.		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	Don't know/Not applicable
25. The upkeep of the headstones, markers, or columbarium niche covers is excellent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26. The committal shelter used for the service was private, clean, and free of safety hazards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27. The state, tribal or territorial Veterans cemetery honors all Veterans and their service to our nation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28. There are sufficient signs within the state, tribal or territorial Veterans cemetery to assist visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29. The quality of service received from state, tribal or territorial Veterans cemetery staff is excellent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30. The state, tribal or territorial Veterans cemetery staff was courteous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
31. The state, tribal or territorial Veterans cemetery staff was professional in terms of being knowledgeable, helpful, and responsive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
32. The state, tribal or territorial Veterans cemetery hours of operation meet my needs for scheduling services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33. The information kiosks (i.e., gravesite locators) are helpful to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34. The overall appearance of the state, tribal or territorial Veterans cemetery is excellent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
35. Overall, I am satisfied with my experience at the state, tribal or territorial Veterans cemetery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
36. I would recommend the state, tribal or territorial Veterans cemetery to Veteran families during their time of need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER. Correct Mark Incorrect Marks

For the following series of statements please indicate your level of agreement.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	Don't know/ Not applicable
37. I am willing to <u>rely on</u> the state, tribal or territorial Veterans cemetery to <u>meet the burial needs of Veterans in the future</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
38. I am willing to <u>rely on</u> the state, tribal or territorial governments to maintain the cemeteries as <u>national shrines in the future</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
39. <u>My experiences</u> with the state, tribal or territorial Veterans cemetery <u>exceeded my expectations</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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

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

**DEPARTMENT OF VETERANS AFFAIRS
VA NCA CUSTOMER SATISFACTION SURVEY
PO BOX 510570
LIVONIA, MI 48151**

If you have any questions about this research, please contact the Survey Help Line at 1-833-231-7069 or email VistraResearch@ConsultVistra.com.

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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).

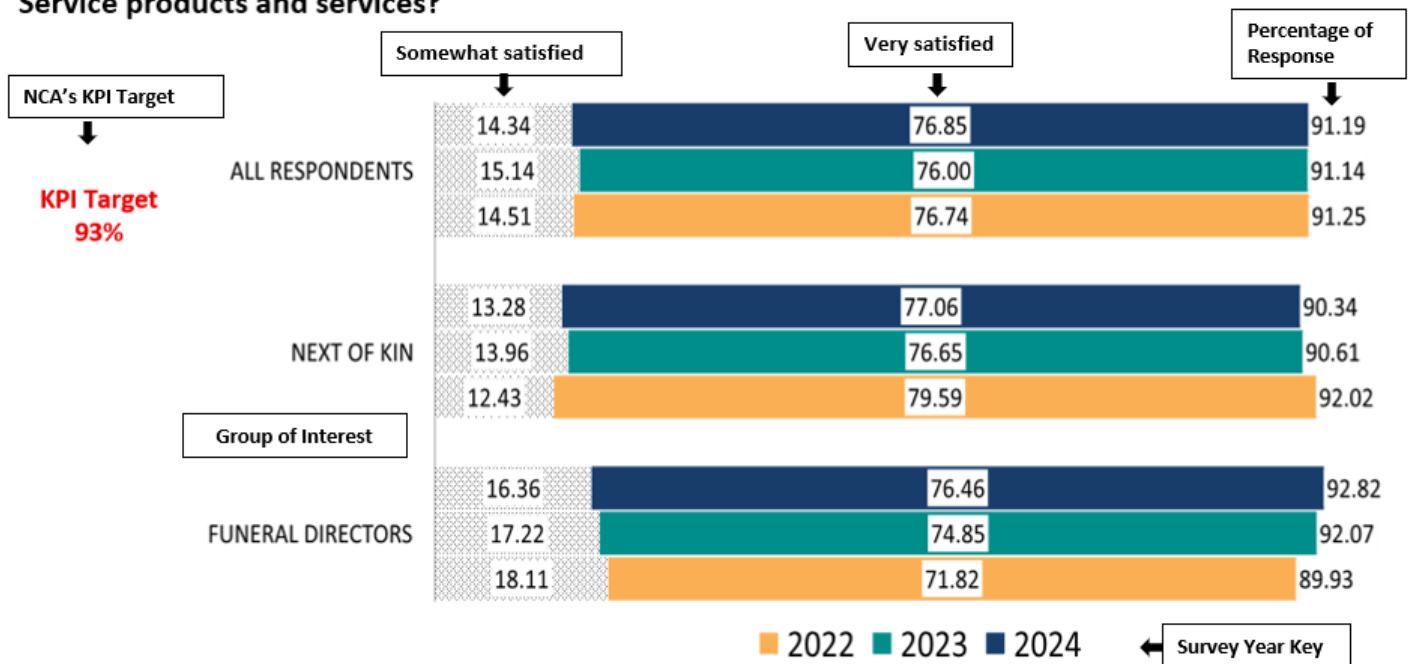
Question Numbers

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 31 was asked of next of kin in the 2024 Memorial Products Next of Kin/Family Member Satisfaction Survey, while Question 28 was asked of funeral directors in the 2024 Funeral Director Satisfaction Survey.

Stacked Bar Graphs

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

Question 31/28: Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?



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, "Very satisfied") and percentages to the left are the moderate responses (in this case, "Somewhat satisfied"). For example, in the above graph, in 2024 14.34% of all NCA respondents selected "Somewhat satisfied" and 76.85% selected "Very satisfied," so in total, 91.19% of participants responded positively to this item.

Appendix C: User Guide

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

Data Tables

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

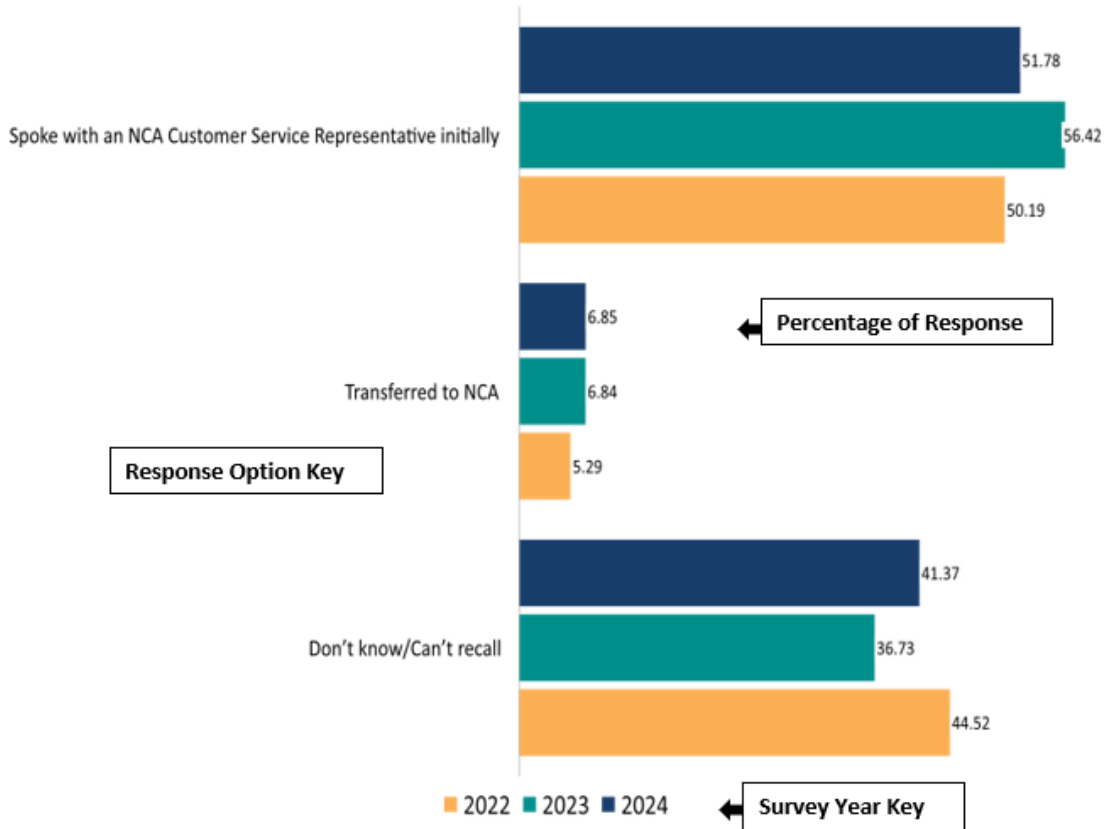
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / Nor	Somewhat dissatisfied	Very dissatisfied
ALL RESPONDENTS	2024	4476	76.85%	0.85%	14.34%	6.90%	1.07%	0.83%
	2023	4684	76.00%	-0.74%	15.14%	6.32%	1.52%	1.02%
	2022	4437	76.74%	-1.23%	14.51%	7.03%	1.08%	0.63%
NEXT OF KIN	2024	2930	77.06%	0.41%	13.28%	7.00%	1.47%	1.19%
	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%
FUNERAL DIRECTORS	2024	1546	76.46%	1.61%	16.36%	6.73%	0.32%	0.13%
	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%

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 76.85% of respondents selected "Very satisfied" in 2024, while 76.00% selected this option in 2023. The change score was calculated as follows: $76.85\% - 76.00\% = 0.85\%$. Although 2021 data are not presented in the table, the 2022 change score represents the difference between the percentage of respondents selecting "Very satisfied" in 2022 and in 2021.

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

Standard Bar Graphs

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



Standard bar graphs list all possible response options along the vertical axis. If available, data are presented for the current year and the two previous years. The color to designate each year’s data is presented in the survey year key. In the above example, 2024 data are represented by the top blue bars, 2023 data are represented by the middle green bars, and 2022 data are represented by the bottom yellow bars. Thus, 51.78% of respondents selected spoke with an NCA customer service representative initially in 2024, 56.42% in 2023, and 50.19% in 2022.

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 #
NOK	FD		Report Page #
7	7	Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?	57 – 59
8	8	Why did you call NCA? <i>(Mark all that apply)</i>	60 – 62
9	10	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?	63 – 65
10	9	How satisfied were you with the service you received from the NCA Customer Service Representative?	66
11	12	Did you visit the VA website for information about ordering the headstone, marker, or medallion?	49 – 51
12	13	What type of information were you looking for on VA's website? <i>(Mark all that apply)</i>	52 – 54
13	14	How satisfied were you with the ease of finding the information you were looking for on VA's website?	55
17	5	How satisfied were you with the process you used to order the headstone, marker, or medallion?	12
20	17	About how long after ordering the headstone, marker, or medallion did it arrive?	33 – 35
21	18	How satisfied were you with the amount of time it took to receive the headstone, marker, or medallion?	13
31	28	Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?	9

Appendix D: Question Locator

Questions for Next of Kin

Question #	Question Text	Report Page #
NOK		Report Page #
MPS NOK Q1	Why did you inter your loved one in the cemetery you chose rather than in a VA national or state, tribal or territorial Veterans cemetery? <i>(Mark all that apply)</i>	15
MPS NOK Q3	Did you attend the committal service?	16
MPS NOK Q4	Prior to your time of need, were you aware of the benefits related to burial in a national, state, tribal or territorial cemetery?	17
MPS NOK Q5	How did you learn of these benefits prior to your time of need? <i>(Mark all that apply)</i>	18
MPS NOK Q6	Did the funeral director provide information about burial and memorial benefits available for Veterans? <i>(Mark all that apply)</i>	19
MPS NOK Q14	What type of headstone, marker, or medallion did you order?	31
MPS NOK Q15	How did you order the headstone, marker, or medallion? <i>(Mark only one)</i>	28
MPS NOK Q16	Who helped you with ordering the headstone/marker/medallion? <i>(Mark all that apply)</i>	30
MPS NOK Q18	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:	32
MPS NOK Q19	If you were aware of the availability of an inscription, how did you learn about what could be included in the inscription? <i>(Mark all that apply)</i>	20
MPS NOK Q22	When the headstone or marker arrived, was the inscription accurate?	43
MPS NOK Q23	Overall, how satisfied were you with the quality and appearance of the headstone, marker, or medallion when it arrived?	27
MPS NOK Q24	Was there a delay in the placement of the headstone, marker or medallion because of a difficulty to pay the setting fee?	86
MPS NOK Q25	How would you have preferred to be notified about the delivery status of your headstone, marker, or medallion?	36
MPS NOK Q27	Did you order and/or receive a certificate signed by the President of the United States honoring the Veteran's service?	83
MPS NOK Q28	How satisfied were you with the quality of the certificate signed by the President of the United States honoring the Veteran's service?	11
MPS NOK Q29	Why were you not satisfied with the quality of the certificate signed by the President of the United States honoring the Veteran's service? <i>(Mark all that apply)</i>	84
MPS NOK Q30	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?	85
MPS NOK Q32	Are you aware of the NCA Pre-Need Eligibility process?	21
MPS NOK Q33	How did you become aware of the Pre-Need opportunity? <i>(Mark all that apply)</i>	22
MPS NOK Q34	Have you applied for Pre-Need Eligibility?	23
MPS NOK Q35	Were you satisfied with the length of time it took to receive a certificate of eligibility?	24
MPS NOK Q36	Are you aware of the PACT Act (The Sergeant First Class Heath Robinson Honoring our Promise to Address Comprehensive Toxics Act) and the expanded eligibility of VA health care for Veterans with toxic exposure?	25
MPS NOK Q37	Was your loved one your.....	104
MPS NOK Q38	Are you a Veteran?	108

Appendix D: Question Locator

Question #	Question Text	Report Page #
NOK		Report Page #
MPS NOK Q39	In which of the following eras did you serve? <i>(Mark all that apply)</i>	109
MPS NOK Q40	What is your gender?	111
MPS NOK Q41	Are you a Veteran married/partnered to a Veteran?	110
MPS NOK Q42	In what year were you born?	112
MPS NOK Q43	Are you Hispanic or Latino?	113
MPS NOK Q44	Was your loved one Hispanic or Latino?	106
MPS NOK Q45	Are you.... <i>(Mark all that apply)</i>	114
MPS NOK Q46	Was your loved one.... <i>(Mark all that apply)</i>	107
MPS NOK Q47	Did your loved one describe themselves as.....?	105
MPS NOK Q48	What language do you mainly speak at home?	115
MPS NOK Q49	In what belief tradition was the burial conducted?	116
MPS NOK Q50	Have you or your loved one used any other VA Benefits? <i>(Mark all that apply)</i>	103

Appendix D: Question Locator

Questions for Funeral Directors

Question #	Question Text	Report Page #
FD		Report Page #
GEN FD Q1	Do you inform families of Veterans of their potential burial and memorial benefits from the VA for which they might be eligible?	94
GEN FD Q2	Are you aware there are resources available for Funeral Directors on the NCA Website?	95
GEN FD Q3	Do you typically provide information resources on military honors to next of kin?	98
GEN FD Q4	Are you aware of the NCA Pre-Need Eligibility process?	99
GEN FD Q5	How often do your customers request “green” (i.e., environmentally sensitive) burials?	100
GEN FD Q6	Did you offer livestreaming of committal services at cemeteries?	101
MPS FD Q1	Do you understand the eligibility requirements for Veteran benefits, including eligibility for National Guard, Reservists, and Veteran dependents?	97
MPS FD Q2	On average, about how many VA headstones, markers, and medallions do you/your company order in a year?	38
MPS FD Q3	Please indicate the type(s) of VA headstones/markers/medallions you/your company ordered. <i>(Mark all that apply)</i>	39
MPS FD Q4	How do you typically order VA headstones, markers, or medallions? <i>(Mark all that apply)</i>	29
MPS FD Q6	Of the eligible Veteran families you serve, approximately what percent request VA memorial products?	37
MPS FD Q11	How easy is the process of scheduling an interment at a national cemetery vs. a non-VA cemetery?	73
MPS FD Q15	When completing an application for a VA headstone, marker, or medallion, do you typically: <i>(Mark only one)</i>	40
MPS FD Q16	Are you aware of the <i>following</i> requirements?	96
MPS FD Q19	In the past year, have you/your company had problems with a delivered headstone, marker, or medallion?	68
MPS FD Q20	About what percentage of the markers that you receive have problems?	69
MPS FD Q21	What types of problems have you experienced with VA furnished headstones and markers? <i>(Mark all that apply)</i>	70
MPS FD Q22	How satisfied are you with the timeliness in which problems have been corrected?	71
MPS FD Q23A	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	74
MPS FD Q23B	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	75
MPS FD Q23C	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	76
MPS FD Q23D	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	75
MPS FD Q23E	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	78
MPS FD Q24	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.”	10
MPS FD Q25	Are you aware of the Presidential Memorial Certificate (PMC) (the certificate signed by the President of the United States honoring the Veteran’s service)?	80
MPS FD Q26	Do you typically inform your clients about the Presidential Memorial Certificate?	81
MPS FD Q27	Do you typically order the Presidential Memorial Certificate for your clients?	82

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 2024 Memorial Products ServiceSurvey of Satisfaction.

Appendix E: Response Rates

National Response Rates

Nationally, the survey yielded a response rate of 30.80% (46.28% for next of kin and 22.06% 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.

575 undeliverable pieces (3.01%) of mail were received over the course of the 2024 MPS next of kin and funeral director surveys. The following number of surveys were defined as undeliverable and not delivered to the respondent and returned to the post office:

Undeliverable Reason	Number of Surveys Returned/Percent			
	Next of Kin		Funeral Directors	
Not deliverable as addressed	54	45.76%	144	31.51%
Attempted - not known	19	16.10%	69	15.10%
Vacant	11	9.32%	32	7.00%
Insufficient address	9	7.63%	39	8.53%
No mail receptacle	9	7.63%	114	24.95%
No such number	7	5.93%	30	6.56%
Unable to forward	4	3.39%	4	0.88%
Unclaimed	2	1.69%	7	1.53%
Moved and left no address	1	0.85%	0	0.00%
No comment	1	0.85%	2	0.44%
No such street	1	0.85%	3	0.66%
Undeliverable as addressed	0	0.00%	1	0.22%
Return to sender	0	0.00%	4	0.88%
Refused	0	0.00%	4	0.88%
Not at this address	0	0.00%	3	0.66%
Illegible	0	0.00%	1	0.22%
Total	118	100.00%	457	100.00%

Appendix E: Response Rates

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

Survey Response Rates			
	Next of Kin	Funeral Directors	Total
Total Sample	6,795	12,280	19,075
Undeliverable	118	457	575
Total Eligible Questionnaires	6,677	11,823	18,500
Total Returned Surveys	3,090	2,608	5,698
English Surveys Returned	3,081	2,594	5,675
Spanish Surveys Returned	9	14	23
Total Response Rate (Returned/Eligible)	46.28%	22.06%	30.80%

The table below presents the response rates for next of kin and funeral directors by cohort.

Response Rate by Cohort				
	Next of Kin		Funeral Directors	
	Cohort 1	Cohort 2	Cohort 1	Cohort 2
Total Sample	3,387	3,408	12,195	85
Undeliverable	66	52	446	11
Total Eligible Questionnaires	3,321	3,356	11,749	74
Total Returned Surveys	1,560	1,530	2,594	14
Total Response Rate (Returned/Eligible)	46.97%	45.59%	22.08%	18.92%

NoK Cohort 1: English surveys, 1/1/2023-6/30/2023 interments; NoK Cohort 2: English surveys, 7/1/2023-12/31/2023 interments and Spanish surveys, 1/1/2023-12/31/2023 interments; FD Cohort 1: English surveys, 1/1/2023-12/31/2023 interments; FD Cohort 2: Spanish surveys, 1/1/2023-12/31/2023 interments

Appendix E: Response Rates

The table below presents survey returns by survey completion method.

Survey Returns by Web and Mail					
		Next of Kin		Funeral Directors	
Web Completes	English	432	13.98%	498	19.10%
	Spanish	1	0.03%	1	0.04%
	Total	433	14.01%	499	19.13%
Paper Completes	English	2,649	85.73%	2,096	80.37%
	Spanish	8	0.26%	13	0.50%
	Total	2,657	85.99%	2,109	80.87%
Total Returned Surveys		3,090	100.00%	2,608	100.00%

*6,777 English-language NoK and 18 Spanish-language NoK survey questionnaires were mailed for this survey;
 12,195 English-language FD and 85 Spanish-language FD survey questionnaires were mailed for this survey.

Appendix F: Survey Results by Question

- This appendix provides the 2024 VA Memorial Products Next of Kin/Family Member Satisfaction Survey and the 2024 Funeral Director Satisfaction Survey results by question.

Appendix F: Survey Results by Question

Survey Results by Question: Next of Kin

MPS NOK Q1. Why did you inter your loved one in the cemetery you chose rather than in a VA national or state, tribal or territorial Veterans cemetery? (Mark all that apply)	National
	n=3,090
Chose interment in a family plot	49.32%
Didn't know how to make arrangements at a national or state, tribal or territorial Veterans cemetery	3.07%
My loved one wanted to be close to other relatives or friends already buried in the cemetery I chose	40.49%
The cemetery location will make it easier to visit my loved one's gravesite	33.30%
It was a more affordable burial option	2.17%
The funeral director did not inform me of my options to use a national or State/Tribal cemetery	3.20%
I trust the cemetery I chose more than other options	2.43%
Other (specify)	7.90%
MPS NOK Q3. Did you attend the committal service?	National
	n=2,922
Yes	76.28%
No	6.06%
Don't remember/Not certain	3.39%
No committal service was held	14.27%
MPS NOK Q4. Prior to your time of need, were you aware of the benefits related to burial in a national, state, tribal or territorial cemetery?	National
	n=2,963
Yes	40.70%
No	59.30%
MPS NOK Q5. How did you learn of these benefits prior to your time of need? (Mark all that apply)	National
	n=1,206
Family member/friends	44.36%
Funeral home	26.20%
Military discharge related materials	16.83%
Other Veteran/Active-duty member	15.01%
Pre-Need Burial Eligibility Determination	2.49%
Veterans Service Organization	16.33%
VA/NCA pamphlet, newsletter, brochure	9.12%
VA/NCA website	3.81%
Other VA organization	2.16%
Professional/military association meetings	1.08%
Local news	1.58%
VA/NCA social media (Facebook or X, formerly known as Twitter)	<1%
Other (specify)	5.31%

Appendix F: Survey Results by Question

MPS NOK Q6. Did the funeral director provide information about burial and memorial benefits available for Veterans? (Mark all that apply)	National
	n=3,090
Not applicable: Funeral Director not used	7.70%
Funeral Director provided information about VA burial benefits for Veterans	36.86%
Funeral Director provided information about VA memorial benefits for Veterans	41.81%
No, the Funeral Director did not provide information about either VA burial or memorial benefits	24.69%
MPS NOK Q7. Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?	National
	n=2,960
Yes	15.30%
No	79.09%
Don't know	5.61%
MPS NOK Q8. Why did you call NCA? (Mark all that apply)	National
	n=418
To check on the status of an order	24.40%
To get help with ordering a marker	74.64%
To file a complaint about a marker	2.39%
Other (specify)	9.33%
MPS NOK Q9. 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=425
Spoke with an NCA Customer Service Representative initially	37.41%
Transferred to NCA	8.94%
Don't know/Can't recall	53.65%
MPS NOK Q10. How satisfied were you with the service you received from the NCA Customer Service Representative?	National
	n=420
Very satisfied	80.95%
Somewhat satisfied	10.00%
Neither / Nor	5.95%
Somewhat dissatisfied	1.19%
Very dissatisfied	1.90%

Appendix F: Survey Results by Question

MPS NOK Q11. Did you visit the VA website for information about ordering the headstone, marker, or medallion?	National
	n=2,992
Yes	20.55%
No	79.45%
MPS NOK Q12. What type of information were you looking for on VA's website? (Mark all that apply)	National
	n=582
How to order a headstone/marker/medallion	81.79%
Download an order form	42.61%
Find information on documentation needed	49.48%
Find information on the certificate signed by the President of the United States honoring the Veteran's service	11.00%
Find out what could go on the headstone/marker/medallion	48.80%
Other (specify)	4.98%
MPS NOK Q13. How satisfied were you with the ease of finding the information you were looking for on VA's website?	National
	n=580
Very satisfied	71.38%
Somewhat satisfied	21.21%
Neither / Nor	5.17%
Somewhat dissatisfied	1.38%
Very dissatisfied	<1%
MPS NOK Q14. What type of headstone, marker, or medallion did you order?	National
	n=2,882
Bronze (metal plate)	56.14%
Stone (granite or marble)	31.47%
Bronze Medallion	12.39%
MPS NOK Q15. How did you order the headstone, marker, or medallion? (Mark only one)	National
	n=2,844
Via the mail	11.11%
Via Fax	2.22%
Online via QuickSubmit	3.90%
Via the Funeral Director	58.83%
Other (specify)	23.95%

Appendix F: Survey Results by Question

MPS NOK Q16. Who helped you with ordering the headstone/marker/medallion? (Mark all that apply)	National
	n=3,017
Family member	13.56%
Funeral Director	48.09%
Cemetery Representative	19.29%
VA Employee	16.67%
Other (specify)	7.62%
No one	8.39%
MPS NOK Q17. How satisfied were you with the process you used to order the headstone, marker, or medallion?	National
	n=3,026
Very satisfied	81.49%
Somewhat satisfied	10.01%
Neither / Nor	4.36%
Somewhat dissatisfied	2.35%
Very dissatisfied	1.78%
MPS NOK Q18. 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=2,725
An inscription	70.28%
Birth date/Date of death	81.86%
Highest rank attained	68.98%
War service	69.08%
Emblem of belief	56.74%
Valor Awards	41.78%
Terms of endearment	47.71%
Nicknames	35.12%
Civilian credentials (i.e., Doctor)	32.71%
Special unit designations	37.66%
Other military credentials	37.30%
MPS NOK Q19. 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=2,807
I read it on the application	19.38%
I looked it up on the VA website	6.84%
I was informed by the Funeral Director	36.80%
I was informed by a VA employee	15.50%
Other (specify)	9.23%

Appendix F: Survey Results by Question

MPS NOK Q20. About how long after ordering the headstone, marker, or medallion did it arrive?	National
	n=3,063
Don't know	15.21%
Less than 1 month	11.07%
Between 1 and 2 months	30.13%
Between 2 and 3 months	18.15%
Between 3 and 4 months	10.35%
More than 4 months	12.86%
Has not arrived yet	2.22%
MPS NOK Q21. How satisfied were you with the amount of time it took to receive the headstone, marker, or medallion?	National
	n=2,917
Very satisfied	67.74%
Somewhat satisfied	16.52%
Neither / Nor	8.67%
Somewhat dissatisfied	3.81%
Very dissatisfied	3.26%
MPS NOK Q22. When the headstone or marker arrived, was the inscription accurate?	National
	n=2,970
Yes	87.61%
No	2.86%
Don't know/Haven't seen	9.53%
MPS NOK Q23. Overall, how satisfied were you with the quality and appearance of the headstone, marker, or medallion when it arrived?	National
	n=2,761
Very satisfied	90.44%
Somewhat satisfied	7.03%
Neither / Nor	<1%
Somewhat dissatisfied	<1%
Very dissatisfied	<1%

Appendix F: Survey Results by Question

MPS NOK Q24. Was there a delay in the placement of the headstone, marker, or medallion because of a difficulty paying the setting fee?	National
	n=3,016
Yes	3.51%
No	91.05%
Don't know	5.44%
MPS NOK Q25. How would you have preferred to be notified about the delivery status of your headstone, marker, or medallion?	National
	n=2,691
Postcard	11.04%
Email	21.63%
Letter	16.87%
I didn't need delivery status	41.43%
Other (specify)	9.03%
MPS NOK Q27. Did you order and/or receive a certificate signed by the President of the United States honoring the Veteran's service?	National
	n=2,795
Yes – Requested and received	20.04%
Yes – Received, but not requested	16.96%
No – Requested, not received	12.70%
No – Did not receive	23.90%
Don't know what this is	26.40%
MPS NOK Q28. 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=1,006
Very satisfied	80.02%
Somewhat satisfied	10.93%
Neither / Nor	7.75%
Somewhat dissatisfied	<1%
Very dissatisfied	<1%
MPS NOK Q29. Why were you not satisfied with the quality of the certificate signed by the President of the United States honoring Veteran's service? (Mark all that apply)	National
	n=50
Envelope was bent/torn	8.00%
Name was misspelled	8.00%
Poor print quality	10.00%
Other (specify)	76.00%

Appendix F: Survey Results by Question

MPS NOK Q30. 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=996
Very satisfied	71.99%
Somewhat satisfied	13.05%
Neither / Nor	13.45%
Somewhat dissatisfied	<1%
Very dissatisfied	<1%
MPS NOK Q31. Overall, how satisfied were you with your experiences with VA Memorial Products Service products and services?	National
	n=2,930
Very satisfied	77.06%
Somewhat satisfied	13.28%
Neither / Nor	7.00%
Somewhat dissatisfied	1.47%
Very dissatisfied	1.19%
MPS NOK Q32. Are you aware of the NCA Pre-Need Eligibility process?	National
	n=2,872
Yes	6.44%
No	93.56%
MPS NOK Q33. How did you become aware of the Pre-Need opportunity? (Mark all that apply)	National
	n=185
Family member/friends	32.97%
Funeral home	41.08%
Military discharge related materials	13.51%
Other Veteran/Active-duty member	16.76%
Pre-Need Burial Eligibility Determination	4.32%
Veterans Service Organization	24.86%
VA/NCA pamphlet, newsletter, brochure	9.73%
VA/NCA website	8.65%
Other VA organization	2.70%
Professional/military association meetings	1.62%
Local news	1.08%
VA/NCA social media (Facebook or X, formerly known as Twitter)	0.00%
Other (specify)	3.78%

Appendix F: Survey Results by Question

MPS NOK Q34. Have you applied for Pre-Need Eligibility?	National
	n=173
Yes	19.65%
No	80.35%
MPS NOK Q35. Were you satisfied with the length of time it took to receive a certificate of eligibility?	National
	n=30
Yes	86.67%
No	6.67%
Have not received yet	6.67%
MPS NOK Q36. Are you aware of the PACT Act (The Sergeant First Class Heath Robinson Honoring our Promise to Address Comprehensive Toxics Act) and the expanded eligibility of VA health care for Veterans with toxic exposure?	National
	n=2,844
Yes	17.58%
No	43.21%
Don't know what this is	39.21%
MPS NOK Q37. Was your loved one your.....	National
	n=3,028
Spouse	45.94%
Partner	<1%
Parent	37.88%
Child	1.72%
Other relative	13.08%
Not a relative	<1%
MPS NOK Q38. Are you a Veteran?	National
	n=3,038
Yes	6.95%
No	93.05%

Appendix F: Survey Results by Question

MPS NOK Q39. In which of the following eras did you serve? (Mark all that apply)	National
	n=165
World War II	1.82%
Korean War	9.09%
Vietnam War	60.00%
Gulf War	28.48%
Operation Enduring Freedom (OEF)	12.73%
Operation Iraqi Freedom (OIF)	12.73%
Operation New Dawn	1.82%
MPS NOK Q40. What is your gender?	National
	n=3,001
Male	22.26%
Female	76.87%
Unspecified or Another Gender Identity	<1%
Choose not to answer	<1%
MPS NOK Q41. Are you a Veteran married/partnered to a Veteran?	National
	n=2,935
Yes	13.63%
No	86.37%
MPS NOK Q42: In what year were you born?	National
	n=2,784
18-29	<1%
30-39	<1%
40-49	3.02%
50-59	11.93%
60-69	31.72%
70+	52.84%
MPS NOK Q43. Are you Hispanic or Latino?	National
	n=2,951
Yes, Hispanic or Latino	2.58%
No, not Hispanic or Latino	92.04%
Choose not to answer	5.39%

Appendix F: Survey Results by Question

MPS NOK Q44. Was your loved one Hispanic or Latino?	National
	n=2,953
Yes, Hispanic or Latino	2.24%
No, not Hispanic or Latino	92.96%
Choose not to answer	4.81%
MPS NOK Q45. Are you.... (Mark all that apply)	National
	n=2,975
White	88.00%
Black or African American	5.65%
American Indian or Alaska Native	2.05%
Asian	<1%
Native Hawaiian or other Pacific Islander	<1%
Choose not to answer	4.61%
MPS NOK Q46. Was your loved one.... (Mark all that apply)	National
	n=2,979
White	88.59%
Black or African American	5.91%
American Indian or Alaska Native	1.68%
Asian	<1%
Native Hawaiian or Other Pacific Islander	<1%
Choose not to answer	4.03%
MPS NOK Q47. Did your loved one describe themselves as.....?	National
	n=3,008
Male	96.68%
Female	2.29%
Unspecified or Another Gender Identity	<1%
Choose not to answer	1.00%

Appendix F: Survey Results by Question

MPS NOK Q48. What language do you mainly speak at home?	National
	n=3,010
English	99.40%
Spanish	<1%
Chinese	0.00%
Tagalog	<1%
Vietnamese	0.00%
Arabic	0.00%
Some other language	<1%
MPS NOK Q49. In what belief tradition was the burial conducted?	National
	n=2,962
Christian	67.15%
Catholic	23.60%
Muslim	<1%
Jewish	<1%
Buddhist	0.00%
Hindu	0.00%
Atheist	<1%
Agnostic	<1%
None	4.19%
Other (specify)	1.65%
Choose not to answer	2.33%
MPS NOK Q50. Have you or your loved one used any other VA Benefits? (Mark all that apply)	National
	n=3,090
Bereavement Counseling	<1%
Dependency and Indemnity Compensation (DIC)	5.21%
Housebound Allowance	1.39%
Aid and Attendance	4.47%
VA Life Insurance	6.57%
Pension	10.81%
Education benefits	6.76%
Other (specify)	12.56%
Have not used other VA benefits	53.56%

Note: MPS NOK Q51 is an optional free text question for next of kin to elaborate on any question or aspect of their experience they want to.

Appendix F: Survey Results by Question

Survey Results by Question: Funeral Directors

GEN FD Q1. Do you inform families of Veterans of their potential burial and memorial benefits from the VA for which they might be eligible?	National
	n=2,265
Yes	98.28%
No	1.72%
GEN FD Q2. Are you aware there are resources available for Funeral Directors on the NCA website?	National
	n=2,257
Yes	81.44%
No	18.56%
GEN FD Q3. Do you typically provide information resources on military honors to next of kin?	National
	n=2,262
Yes	95.00%
No	5.00%
GEN FD Q4. Are you aware of the NCA Pre-Need Eligibility process?	National
	n=2,238
Yes	56.39%
No	43.61%
GEN FD Q5. How often do your customers request “green” (i.e., environmentally sensitive) burials?	National
	n=2,258
Very often	<1%
Sometimes	6.51%
Rarely	44.20%
Never	48.41%
GEN FD Q6. Did you offer livestreaming of committal services at cemeteries?	National
	n=2,241
Yes	29.23%
No	70.77%

Appendix F: Survey Results by Question

MPS FD Q1. Do you understand the eligibility requirements for Veteran benefits, including eligibility for National Guard, Reservists, and Veteran dependents?	National
	n=1,625
Yes	87.32%
No	12.68%
MPS FD Q2. On average, about how many VA headstones, markers and medallions do you/your company order in a year?	National
	n=1,612
Less than 10	45.41%
10 to 25	39.89%
26 to 40	10.42%
More than 40	4.28%
MPS FD Q3. Please indicate type(s) of VA headstones/markers/medallions you/your company typically ordered. (Mark all that apply)	National
	n=1,596
Flat Bronze	79.32%
Flat Stone (Marble/Granite)	49.69%
Bronze Niche Cover	21.55%
Upright Stone (Marble/Granite)	29.14%
Bronze Medallion	20.30%
MPS FD Q4. How do you typically order VA headstones, markers, or medallions? (Mark all that apply)	National
	n=1,592
Via the mail (to National VA)	29.52%
Online via Quick Submit	15.95%
Via fax (to National VA)	56.91%
Via the local VA Office	10.36%
Other (specify)	4.90%

Appendix F: Survey Results by Question

MPS FD Q5. How satisfied are you with the process you typically use to order headstones, markers, and medallions?	National
	n=1,603
Very satisfied	67.37%
Somewhat satisfied	23.33%
Neither satisfied nor dissatisfied	7.17%
Somewhat dissatisfied	1.87%
Very dissatisfied	<1%
MPS FD Q6. Of the eligible Veteran families you serve, approximately what percent request VA memorial products?	National
	n=1,604
1-4%	14.65%
5-9%	11.35%
10-14%	10.79%
15-24%	7.23%
25-49%	10.66%
50-74%	15.52%
75-100%	29.80%
MPS FD Q7. Did you call the NCA Applicant Assistance Number (1-800-697-6947) for assistance with a headstone, marker or medallion?	National
	n=1,612
Yes	22.70%
No	71.53%
Don't know	5.77%
MPS FD Q8. Why did you call NCA? (Mark all that apply)	National
	n=358
To check on the status of an order	76.82%
To get help with ordering a marker	30.45%
To file a complaint about a marker	13.13%
Other (specify)	10.61%

Appendix F: Survey Results by Question

MPS FD Q9. How satisfied were you with the service you received from the NCA Customer Service Representative?	National
	n=363
Very satisfied	80.99%
Somewhat satisfied	14.60%
Neither / Nor	2.75%
Somewhat dissatisfied	<1%
Very dissatisfied	<1%
MPS FD Q10. Did you speak with an NCA Customer Service Representative initially, or were you transferred to NCA by a VA Customer Representative?	National
	n=363
Spoke with an NCA Customer Service Representative initially	68.60%
Transferred to NCA	4.41%
Don't know/Can't recall	27.00%
MPS FD Q11. How easy is the process of scheduling an interment at a national cemetery vs. a non-VA cemetery?	National
	n=1,610
Easier at the non-VA cemetery	27.33%
About the same	55.16%
Easier at the national cemetery	8.26%
Don't know/No opinion	9.25%
MPS FD Q12. Have you visited the VA website for information about ordering the headstone, marker or medallion?	National
	n=1,614
Yes	44.24%
No	55.76%
MPS FD Q13. What kind of information were you looking for on VA's website? (Mark all that apply)	National
	n=698
Download an order form	81.23%
Find out what could go on the headstone/maker/medallion	42.84%
How to order a headstone/marker/medallion	25.36%
Find information on documentation needed	22.06%
Find information on certificate signed by the President of the United States honoring the Veteran's service	10.17%
Other (specify)	2.58%

Appendix F: Survey Results by Question

MPS FD Q14. How satisfied were you with the ease of finding the information you were looking for on VA's website?	National
	n=706
Very satisfied	67.28%
Somewhat satisfied	28.90%
Neither satisfied nor dissatisfied	2.97%
Somewhat dissatisfied	<1%
Very dissatisfied	0.00%
MPS FD Q15. When completing an application for a VA headstone, marker or medallion, do you typically...(Mark only one)	National
	n=1,577
Complete and send to the VA	28.60%
Complete and confirm information with family member's review and signature	61.83%
Partially complete and give to family member for finalization	7.10%
Other (specify)	2.47%
MPS FD Q16A. Are you aware of the following requirements: Memorial products orders require the signature from the next of kin or written delegation or representation?	National
	n=1,614
Yes	97.89%
No	2.11%
MPS FD Q16B. Are you aware of the following requirements: 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?	National
	n=1,560
Yes	87.50%
No	12.50%
MPS FD Q17. Generally, about how long after ordering the headstone, marker, or medallion did it arrive?	National
	n=1,611
Less than 1 month	14.59%
Between 1 and 2 months	12.73%
Between 2 and 3 months	44.88%
Between 3 and 4 months	17.50%
More than 4 months	6.83%
Has not arrived yet	3.29%
Don't know/Not sure	<1%

Appendix F: Survey Results by Question

MPS FD Q18. How satisfied are you with the amount of time it takes to receive VA markers?	National
	n=1,601
Very satisfied	53.84%
Somewhat satisfied	27.48%
Neither satisfied nor dissatisfied	15.55%
Somewhat dissatisfied	2.69%
Very dissatisfied	<1%
MPS FD Q19. In the past year, have you/your company had problems with a delivered headstone, marker or medallion?	National
	n=1,689
Yes	14.98%
No	79.22%
Don't know	5.80%
MPS FD Q20. About what percentage of the markers that you receive have problems?	National
	n=198
Less than 1%	64.14%
1-5%	29.80%
6-10%	4.04%
More than 10%	2.02%
MPS FD Q21. What types of problems have you experienced with VA furnished headstones and markers? (Mark all that apply)	National
	n=196
Broken/chipped headstones/markers	45.92%
Typographical errors	42.35%
Wrong information/symbol	21.94%
Discoloration	3.57%
Wrong type of headstone/marker	8.67%
Other (specify)	16.33%

Appendix F: Survey Results by Question

MPS FD Q22. How satisfied are you with the timeliness in which problems have been corrected?	National
	n=195
Very satisfied	49.23%
Somewhat satisfied	28.21%
Neither satisfied nor dissatisfied	11.79%
Somewhat dissatisfied	6.15%
Very dissatisfied	4.62%
MPS FD Q23A: 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=1,545
Excellent	66.41%
Above average	20.65%
Average	12.69%
Below average	<1%
Extremely poor	<1%
MPS FD Q23B: 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=1,533
Excellent	66.21%
Above average	20.22%
Average	13.24%
Below average	<1%
Extremely poor	<1%
MPS FD Q23C: 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=1,536
Excellent	66.02%
Above average	20.31%
Average	13.48%
Below average	<1%
Extremely poor	<1%

Appendix F: Survey Results by Question

MPS FD Q23D: 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=1,532
Excellent	66.19%
Above average	19.97%
Average	13.58%
Below average	<1%
Extremely poor	<1%
MPS FD Q23E: 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	National
	n=1,407
Excellent	64.82%
Above average	19.90%
Average	15.00%
Below average	<1%
Extremely poor	<1%
MPS FD Q24. 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.”	National
	n=1,541
Strongly agree	64.24%
Agree	29.66%
Neither agree nor disagree	5.58%
Disagree	<1%
Strongly disagree	<1%
MPS FD Q25. Are you aware of the Presidential Memorial Certificate (PMC) (the certificate signed by the President of the United States honoring the Veteran’s service)?	National
	n=1,560
Yes	91.79%
No	8.21%

Appendix F: Survey Results by Question

MPS FD Q26. Do you typically inform your clients about the Presidential Memorial Certificate?	National
	n=1,396
Yes	72.78%
No	27.22%
MPS FD Q27. Do you typically order the Presidential Memorial Certificate for your clients?	National
	n=1,388
Yes	64.27%
No	35.73%
MPS FD Q28. Overall, how satisfied are you with your experience with these VA Memorial Products and Services?	National
	n=1,546
Very satisfied	76.46%
Somewhat satisfied	16.36%
Neither satisfied nor dissatisfied	6.73%
Somewhat dissatisfied	<1%
Very dissatisfied	<1%

Note: MPS FD Q29 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.