

U.S. DEPARTMENT OF VETERANS AFFAIRS NATIONAL CEMETERY ADMINISTRATION

2022 FUNERAL DIRECTOR SATISFACTION SURVEY (National Cemeteries, VA Memorial Products, and State/Tribal Veterans Cemeteries)



VA may not conduct, sponsor, or require the respondent to respond to this collection of information unless it displays a valid OMB Control Number. All responses to this collection are voluntary. Public reporting burden for this collection of information is estimated to average 20 minutes per response, including the time necessary for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The information collected is intended to be used in making improvements in services within the National Cemetery Administration of the Department of Veterans Affairs and for associated administrative purposes. Failure to furnish the requested information will have no adverse effect on any VA benefit to which you may be entitled.

The information you supply will be confidential and protected by the Privacy Act of 1974 (5 U.S.C. 522a) and the VA's confidentiality statute (38 U.S.C. 5701) as implemented by 38 CFR 1.526(a) and 38 CFR 1.576(b). Disclosure of information involves releases of statistical data and other non-identifying data for the improvement of services within the National Cemetery Administration and for associated administrative purposes. Please send any comments regarding this burden estimate or any other aspect of this collection, including suggestions for reducing this burden, to VA Clearance Officer (005G2), 810 Vermont Ave., NW, Washington DC 20420. SEND COMMENTS ONLY. DO NOT SEND THIS FORM OR REQUESTS FOR BENEFITS TO THIS ADDRESS.

Marking Instructions

The survey will take about 20-30 minutes to complete.

Please read each question carefully and respond by filling in the circle of the response that most closely represents your opinion.

Correct Mark



Incorrect Marks



- Use pencil or pen. Make heavy dark marks that fill the circles completely. If you wish to change an answer, erase cleanly (pencil) or put an "X" over the incorrect response (pen).
- Fill in one answer circle for each question unless it tells you to "mark all that apply."
- When you are finished, please place the questionnaire in the enclosed postage-paid envelope and put it in the mail.

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



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NATIONAL CEMETERIES SATISFACTION SURVEY

IMPORTANT – PLEASE ANSWER BEFORE PROCEEDING: Did you conduct business at a National Cemetery during the 2021 calendar year?

- Yes -> Go to Question 1
 No -> Go to the Memorial Products Service Satisfaction Survey on Page 5

1. In the survey packet, look at the form labeled "INSTRUCTIONS FOR COMPLETING THE NATIONAL CEMETERIES SATISFACTION SURVEY QUESTION 1" to identify which national cemetery you most frequently do business with and fill in the corresponding number in the spaces to the right.

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

Please complete this survey based on your experiences at this national cemetery within the 2021 calendar year.

2. How far is your funeral home from the national cemetery with which you most frequently do business?

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

3. How long has your funeral home worked with the national cemetery?

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

4. Of the eligible Veteran families you serve, approximately what percent choose burial in the national cemetery?

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

5. How would you characterize the overall communication from the national cemetery to your funeral home?

- Excellent
 Good
 Fair
 Poor

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

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

7. In general, of the following services, which one provides you the **MOST** information about national cemetery policies and procedures? (Mark only one)

- VA/NCA Website
 Outreach by cemetery staff
 Veterans Service Officers
 Professional associations/conventions/meetings
 Local newspaper/television news reports
 Public events (e.g., parades, exhibits, speeches)
 Other (specify): _____

8. What national cemetery policies or procedures do you feel you could use more information about? (Mark all that apply)

- None, I feel well informed
 Scheduling process
 Eligibility requirements for burial in a national cemetery
 Floral policy
 Military funeral honors
 Headstone, marker, or columbarium niche cover inscription options
 Presidential Memorial Certificate (the certificate signed by the President of the United States honoring the Veteran's service)
 Other (specify): _____

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.

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)

- Email
 Letter
 Phone
 Fax
 VA/NCA Website
 Newsletter or flyer



10. Overall, how satisfied are you with the communication between your funeral home and the national cemetery?

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

11. Overall, how would you compare the level of service you receive from the national cemetery with the level of service you receive from private cemeteries?

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

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

- Yes No

For general information about eligibility for interment at a national cemetery, please visit our web page at www.cem.va.gov/cem/burial_benefits/eligible.asp.

13. Are you aware there are resources available for Funeral Directors on the NCA website?

- Yes No-> Go to #17

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

- Yes No

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

- Yes
 No
 Did not view the videos

16. Would you find it useful to have CD copies of NCA videos illustrating committal services to give to families?

- Yes No

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

- Yes No

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

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

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

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

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

- Always
 For the most part
 Occasionally
 Never

21. Generally, how often do committal services at the national cemetery start on time?

- Always
 For the most part
 Occasionally
 Never

22. If you are delayed in arriving at the national cemetery for a scheduled service, how successful is the cemetery in adjusting the schedule to accommodate the family?

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



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

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

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

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

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

- 25. The upkeep of the headstones, markers, or columbarium niche covers is excellent
- 26. The committal shelter used for the service was private, clean, and free of safety hazards
- 27. The cemetery honors all Veterans and their service to our nation.
- 28. There are sufficient signs within the cemetery to assist visitors.
- 29. The quality of service received from cemetery staff is excellent.
- 30. The national cemetery staff was courteous
- 31. The national cemetery staff was professional in terms of being knowledgeable, helpful, and responsive
- 32. The National Cemetery Scheduling Office's hours of operation meet my needs for scheduling services.
- 33. The information kiosks (i.e., gravesite locators) are helpful to me.
- 34. The overall appearance of the national cemetery is excellent.
- 35. Overall, I am satisfied with my experience at the national cemetery
- 36. I would recommend the cemetery to Veteran families during their time of need
- 37. I am willing to rely on VA and the National Cemetery Administration to meet the burial needs of Veterans in the future.
- 38. I am willing to rely on VA and the National Cemetery Administration to maintain national cemeteries as national shrines in the future
- 39. My experiences with the national cemetery exceeded my expectations

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know/ not applicable
<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"/>
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<input type="radio"/>	<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):

MEMORIAL PRODUCTS SERVICE SATISFACTION SURVEY

IMPORTANT – PLEASE ANSWER BEFORE PROCEEDING: Did your funeral home order NCA memorial products (headstones, markers, medallions, niche covers, or Presidential Memorial Certificates (certificate signed by the President of the United States honoring the Veteran's service)) during the 2021 calendar year?

Yes -> **Go to Question 1**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

- Yes
 No -> Go to #12

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

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

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

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

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

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

13. Are you aware of the following requirements:

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

- Yes No

Certification that the Veteran for whom the headstone, marker, or medallion is intended has not committed a capital crime and/or Tier 3 sex offense?

- Yes No

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

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

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

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

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

- Yes No -> Go To #20

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

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

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

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

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

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

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

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

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

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

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

- Yes
- No -> Go To #25

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

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

- Yes
- No

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

- Yes
- No

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

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

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



STATE OR TRIBAL VETERANS CEMETERIES SATISFACTION SURVEY

IMPORTANT – PLEASE ANSWER BEFORE PROCEEDING: Did you conduct business at a State or Tribal Veterans Cemetery during the 2021 calendar year?

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

1. In the survey packet, look at the form labeled “INSTRUCTIONS FOR COMPLETING THE STATE OR TRIBAL VETERANS CEMETERIES SATISFACTION SURVEY QUESTION 1” to identify which State or Tribal Veteran Cemetery you most frequently do business with and fill in the corresponding number in the spaces to the right.

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

Please complete this survey based on your experiences at this cemetery within the 2021 calendar year.

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

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

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

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

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

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

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

- Excellent
 Good
 Fair
 Poor

6. Do you feel that you are well informed by the State or Tribal Veterans Cemetery of its policies and procedures?

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

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

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

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

- None, I feel well informed
 Scheduling process
 Eligibility requirements for burial in a State or Tribal Veterans Cemetery
 Presidential Memorial Certificate (the certificate signed by the President of the United States honoring the Veteran's service)
 Military funeral honors
 Floral policy
 Headstone, marker, or columbarium niche cover inscription options
 Other (specify): _____

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.

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

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



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

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

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

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

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

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

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

- Yes No

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

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

- Yes No-> Go to #16

15. Do you typically provide these information resources on military honors to next of kin?

- Yes No

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

- Yes No

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

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

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

- Less than 1 hour
 1 to 2 hours
 3 to 4 hours
 5 to 8 hours
 1 to 2 days
 More than 2 days

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

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

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

- Always
 For the most part
 Occasionally
 Never

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

- Always
 For the most part
 Occasionally
 Never



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

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

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

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

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

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

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

- 25. The upkeep of the headstones, markers, or columbarium niche covers is excellent
- 26. The committal shelter used for the service was private, clean, and free of safety hazards
- 27. The cemetery honors all Veterans and their service to our nation.
- 28. There are sufficient signs within the cemetery to assist visitors.
- 29. The quality of service received from cemetery staff is excellent.
- 30. The State or Tribal Veterans Cemetery staff was courteous.
- 31. The State or Tribal Veterans Cemetery staff was professional in terms of being knowledgeable, helpful, and responsive
- 32. The State or Tribal Veterans Cemetery hours of operation meet my needs for scheduling services
- 33. The information kiosks (i.e., gravesite locators) are helpful to me.
- 34. The overall appearance of the State or Tribal Veterans Cemetery is excellent
- 35. Overall, I am satisfied with my experience at the State or Tribal Veterans Cemetery
- 36. I would recommend the cemetery to Veteran families during their time of need

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly Disagree

Don't know/not applicable

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

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 or Tribal 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 or Tribal governments to <u>maintain State or Tribal Veterans 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 with the State or Tribal Veterans Cemetery 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 or Tribal Veterans Cemetery you wish to share with us. If your comment is in response to a specific question, please reference the question number.

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 VistraResearch@ConsultVistra.com.



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