

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

## VA Memorial Products: 2022 Next of Kin/Family Member Satisfaction Survey (Headstones/Markers/Medallions and Presidential Memorial Certificates)



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

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

### Marking Instructions

#### **The survey will take about 20 minutes to complete.**

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

#### **Correct Mark**



#### **Incorrect Marks**



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

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



< MasterID >



1. How or from whom did you learn about the headstone, marker, or medallion benefit provided by the VA? (Mark all that apply)

- Veteran/family member  
 Funeral Director  
 Cemetery Representative  
 VA employee  
 My own research  
 Other (specify) \_\_\_\_\_

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

- Bronze (metal plate) → Go To #5  
 Stone (granite or marble) → Go To #5  
 Bronze Medallion

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

- Yes  
 No → Go To #5  
 Have not affixed medallion yet → Go To #5

4. Please explain the difficulty you faced in affixing the medallion to a headstone or marker.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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

- Family member  
 Funeral Director  
 Cemetery Representative  
 VA employee  
 Other (specify) \_\_\_\_\_  
 No one

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

- Via the mail  
 Via fax  
 Via the Funeral Director  
 Other (specify) \_\_\_\_\_

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

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

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

- Yes  
 No → Go To #12  
 Don't Know

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

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

10. 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) \_\_\_\_\_

11. 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

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

- Yes  
 No → Go To #15



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

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

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

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

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

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

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

- I read it on the application
- I looked it up on the VA website
- I was informed by the Funeral Director
- I was informed by a VA employee
- I was not aware
- Other (specify) \_\_\_\_\_

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

- Less than 1 month
- Between 1 and 2 months
- Between 2 and 3 months
- Between 3 and 4 months
- More than 4 months
- Has not arrived yet
- Don't know

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

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

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

- Postcard
- E-mail
- Letter
- Other (specify) \_\_\_\_\_
- I don't care to be notified

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

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

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

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

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

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

- Very satisfied → Go To #24
- Somewhat satisfied → Go To #24
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

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

- Envelope was bent/torn
- Name was misspelled
- Poor print quality
- Other problem (specify) \_\_\_\_\_

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

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

25. NCA Pre-Need Eligibility Process:

- a. Are you aware of the NCA Pre-Need Eligibility Process?  Yes  No
- b. Have you applied?  Yes  No
- c. Do you intend to apply?  Yes  No
- d. If you applied, were you satisfied with the length of time it took to receive a certificate of approval?  Yes  No

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

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

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

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

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

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

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

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

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

- Yes
- No
- Don't know



31. What was the gender of your loved one?

- Female Male

32. Was your loved one Hispanic or Latino?

- Yes No

33. What was the race of your loved one?

(Mark one or more)

- White
Black or African American
American Indian or Alaska Native
Asian
Native Hawaiian or other Pacific Islander

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

- Yes No -> Go To #38

35. In which of the following eras did you serve?

(Mark all that apply)

- World War II
Korean War
Vietnam War
Gulf War
Operation Enduring Freedom (OEF)
Operation Iraqi Freedom (OIF)
Operation New Dawn

36. Was your loved one your spouse?

- Yes No -> Go To #38

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

- Yes No

38. What is your gender?

- Male Female

39. In what year were you born?

\_\_\_\_\_

40. Are you Hispanic or Latino?

- Yes No

41. What is your race?

(Mark one or more)

- White
Black or African American
American Indian or Alaska Native
Asian
Native Hawaiian or other Pacific Islander

42. 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.

Three horizontal lines for writing comments.

Thank you very much for taking the time to complete this questionnaire.

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

DEPARTMENT OF VETERANS AFFAIRS
VA NCA CUSTOMER SATISFACTION SURVEY
PO BOX 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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