

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

## VA Memorial Products: 2025 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/MPE2025E>) 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](mailto:VistraResearch@ConsultVistra.com).**



< MasterID >



**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 public service announcement/advertisement
- 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 #10
- Don't know → GO TO QUESTION #10

**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. 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 visit the VA website for information about ordering the headstone, marker, or medallion?

- Yes  
 No → GO TO QUESTION #13

11. 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): \_\_\_\_\_

12. 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

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

- Bronze (metal plate)  
 Stone (granite or marble)  
 Bronze medallion

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

- Via the mail  
 Via fax  
 Online via QuickSubmit  
 Via the Funeral Director  
 Other (specify): \_\_\_\_\_

15. 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

16. 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

17. 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"/>

18. 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): \_\_\_\_\_

19. 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



20. 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  
 Don't know/Marker or headstone has not arrived yet

21. When the headstone or marker arrived, was the inscription accurate?

- Yes  
 No  
 Don't know/Haven't seen

22. 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

23. 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

24. 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

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

- Very satisfied  
 Somewhat satisfied  
 Neither satisfied nor dissatisfied  
 Somewhat dissatisfied  
 Very dissatisfied  
 I did not make the arrangements

26. Please add any comments regarding the process or support you received from NCA Memorial Products Service.

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**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 visit our website at [www.cem.va.gov/pmc.asp](http://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. Are you aware of the NCA Pre-Need Eligibility process?**

- Yes  
 No → GO TO QUESTION #35

**32. How did you first become aware of the Pre-Need opportunity? (Mark only one)**

- 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 public service announcement/advertisement  
 VA/NCA social media (Facebook or X, formerly known as Twitter)  
 Other (specify): \_\_\_\_\_

**33. Have you applied for Pre-Need Eligibility?**

- Yes  
 No → GO TO QUESTION #35

**34. Were you satisfied with the length of time it took to receive a certificate of eligibility?**

- Yes  
 No  
 Have not received yet

**35. 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?**

- Yes  
 No  
 Don't know what this is

**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.*

**36. Was your loved one your.....**

- Spouse  
 Partner  
 Parent  
 Child  
 Other relative  
 Not a relative

**37. Are you a Veteran?**

- Yes  
 No → GO TO QUESTION #40

**38. In which of the following eras did you serve? (Mark all that apply)**

- World War II (12/7/1941 – 12/31/1946)  
 Korean Conflict (6/27/1950 – 1/31/1955)  
 Vietnam Era (11/1/1955 – 5/7/1975)  
 Gulf War (8/2/1990 – 4/6/1991)  
 Operation Enduring Freedom (OEF) (10/7/2001 – 12/28/2014)  
 Operation Iraqi Freedom (OIF) (3/19/2003 – 8/31/2010)  
 Operation New Dawn (9/1/2010 – 12/15/2011)  
 Other/Don't know

**39. Are you a Veteran married/partnered to a Veteran?**

- Yes  
 No

**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/](http://www.va.gov/burials-memorials/eligibility/)

**40. In what year were you born?**

— — — —

**41. What is your sex?**

- Female  
 Male

**42. Was your loved one female or male?**

- Female  
 Male

**41. What is your race and/or ethnicity? (Mark all that apply)**

- American Indian or Alaska Native**  
*For example, Navajo Nation, Blackfeet Tribe of the Blackfeet Indian Reservation of Montana, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, Aztec, Maya, etc.*
- Asian**  
*For example, Chinese, Asian Indian, Filipino, Vietnamese, Korean, Japanese, etc.*
- Black or African American**  
*For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.*
- Hispanic or Latino**  
*For example, Mexican, Puerto Rican, Salvadoran, Cuban, Dominican, Guatemalan, etc.*
- Middle Eastern or North African**  
*For example, Lebanese, Iranian, Egyptian, Syrian, Iraqi, Israeli, etc.*
- Native Hawaiian or Pacific Islander**  
*For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.*
- White**  
*For example, English, German, Irish, Italian, Polish, Scottish, etc.*

**44. What was your loved one's race and/or ethnicity? (Mark all that apply)**

- American Indian or Alaska Native**  
*For example, Navajo Nation, Blackfeet Tribe of the Blackfeet Indian Reservation of Montana, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, Aztec, Maya, etc.*
- Asian**  
*For example, Chinese, Asian Indian, Filipino, Vietnamese, Korean, Japanese, etc.*
- Black or African American**  
*For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.*
- Hispanic or Latino**  
*For example, Mexican, Puerto Rican, Salvadoran, Cuban, Dominican, Guatemalan, etc.*
- Middle Eastern or North African**  
*For example, Lebanese, Iranian, Egyptian, Syrian, Iraqi, Israeli, etc.*
- Native Hawaiian or Pacific Islander**  
*For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.*
- White**  
*For example, English, German, Irish, Italian, Polish, Scottish, etc.*

**45. What language do you mainly speak at home?**

- English  
 Spanish  
 Chinese  
 Tagalog  
 Vietnamese  
 Arabic  
 Some other language (specify): \_\_\_\_\_

**46. In what belief tradition was the burial conducted?**

- Christian  
 Catholic  
 Muslim  
 Jewish  
 Buddhist  
 Hindu  
 Atheist  
 Agnostic  
 None  
 Other (specify): \_\_\_\_\_  
 Choose not to answer

**47. Have you or your loved one used any other VA Benefits? (Mark all that apply)**

- Have not used other VA benefits
- Bereavement Counseling
- Dependency and Indemnity Compensation (DIC)
- Housebound Allowance
- Aid and Attendance
- VA Life Insurance
- Pension
- Education benefits
- Other (specify): \_\_\_\_\_

**48. Please use this space to elaborate on any additional aspects of your experience you would like to share with the NCA.**

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**49. 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: \_\_\_\_\_

Email: \_\_\_\_\_

**Your participation will have no impact on your VA benefits.**

**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:**

**NATIONAL CEMETERY ADMINISTRATION  
PO BOX 510570  
LIVONIA, MI 48151-9807**

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

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