

U.S. DEPARTMENT OF VETERANS AFFAIRS NATIONAL CEMETERY ADMINISTRATION

VA Memorial Products: 2014 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 oval of the response that most closely represents your opinion.

Correct Mark



Incorrect Marks



- Use pencil or pen. Make heavy dark marks that fill the ovals completely. If you wish to change an answer, erase cleanly (pencil) or put an "X" over the incorrect response (pen).
- Fill in one answer oval 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 call the Survey Helpline at:
1-855-500-6792**



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

- ☐ Learned from veteran/family member
- ☐ Learned from Funeral Director
- ☐ Learned from Cemetery Representative
- ☐ Learned from 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 1-800 Applicant Assistance number for assistance at any point?

- ☐ Yes
- ☐ No -> Go To #11

9. Why did you call the 800 number? (Mark all that apply)

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

10. How satisfied were you with the service you received from the 800 number customer service representative?

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

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

- ☐ Yes
- ☐ No -> Go To #14

12. What type of information were you looking for? (Mark all that apply)

- ☐ How to order a headstone/marker/medallion
- ☐ Download an order form
- ☐ Find information on documentation needed
- ☐ Find information on the Presidential Memorial Certificate Program
- ☐ Find out what could go on the headstone/marker/medallion
- ☐ Other (specify) _____

13. How satisfied were you with the ease of finding the information you were looking for?

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

14. 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"/>
Birthdate/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"/>
Space for future inscriptions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. 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 web site
- ☐ I was informed by the Funeral Director
- ☐ I was informed by a VA employee
- ☐ Other (specify) _____

16. Please indicate your level of agreement with the following statement: "The use of unconventional text and/or numbers (e.g., 2GETHER 4EVER, WE LUV U ALWAYS) within inscriptions is appropriate."

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

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
- ☐ Over 3 months
- ☐ Don't Know -> Go To #19

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. Generally, how would you rate the overall quality of the headstone, marker, or medallion you received from VA?

- ☐ Excellent
- ☐ Above average
- ☐ Average
- ☐ Below average
- ☐ Extremely poor

21. Did you order and/or receive a Presidential Memorial Certificate (PMC)?

- ☐ Yes - Requested and Received
☐ Yes - Received, but not requested
☐ No - Requested, not received -> **Go To #23**
☐ No - Did not Receive -> **Go To #23**
☐ Don't know what this is -> **Go To #23**

22. Please indicate your level of agreement with the following statement: The overall quality of the Presidential Memorial Certificate (PMC) I received from the VA was excellent.

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

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

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

24. Were you required to pay any unexpected fees regarding your government headstone, marker or medallion?

- ☐ Yes, but they were reasonable
☐ Yes, and the costs were substantial
☐ No -> **Go To #28**
☐ Don't know -> **Go To #28**

25. If you ordered a Bronze marker, what unexpected amount were you required to pay?

\$

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

26. If you ordered a Granite/Marble headstone or marker, what unexpected amount were you required to pay?

\$

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

27. If you ordered a Bronze Medallion, what unexpected amount were you required to pay?

\$

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

28. What was the gender of your loved one?

- ☐ Female
☐ Male

29. Was your loved one Hispanic or Latino?

- ☐ Yes
☐ No

30. 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



31. 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 #36

32. Which of the following war eras did you serve in?

(Mark all that apply)

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

33. What is your gender?

- ☐ Male
☐ Female

34. Was your loved one your spouse?

- ☐ Yes
☐ No -> Go To #36

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

- ☐ Yes
☐ No

36. Do you have any additional comments concerning how the VA Memorial Programs Service could improve its services and programs?

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Thank you very much for taking the time to complete this questionnaire. **PLEASE** mail this completed questionnaire in the postage-paid envelope as soon as possible. If you have any questions about this research, you may call us at 1-855-500-6792.

2014 VA Memorial Programs Service Survey,
 c/o ICF International
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 Martinsville, VA 24112

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