

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

## 2015 Survey of Satisfaction with State or Tribal Veterans Cemeteries



### National Report

Final Report  
December 2015



# Table of Contents

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**EXECUTIVE SUMMARY**

Introduction ..... 3  
Report Overview ..... 4  
Highlights of Findings..... 5

**SURVEY FINDINGS**

Overall Satisfaction Measures ..... 8

Trust ..... 25

**Satisfaction with Information and Communication**

    Next of Kin ..... 32  
    Funeral Directors ..... 46

**Satisfaction with Committal Service(s)**

    Next of Kin ..... 56  
    Funeral Directors ..... 67

**Satisfaction with Headstones, Markers, and Columbarium Niche Covers**

    Next of Kin ..... 80

**Satisfaction with Cemetery Appearance and Visitor Accommodations ..... 89**

**State or Tribal Veterans Cemeteries as Compared to National Cemeteries**

    Next of Kin ..... 113

**APPENDIX A: RESPONDENT CHARACTERISTICS**

    Next of Kin  
    Funeral Directors

**APPENDIX B: METHODOLOGY AND SURVEY INSTRUMENTS**

**APPENDIX C: USERS GUIDE**

**APPENDIX D: QUESTION LOCATOR**

**APPENDIX E: RESPONSE RATES AND DATA CONFIDENCE**

## **Executive Summary**

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### **SECTION DESCRIPTION**

- This section presents a brief introduction to the National Cemetery Administration's 2015 Survey of Satisfaction with State or Tribal Veterans Cemeteries and an overview of the contents of this report.
- This section also presents key satisfaction findings from next of kin and funeral directors who have had experiences at State or Tribal Veterans Cemeteries.

# Executive Summary

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## Introduction

- This report presents findings from the National Cemetery Administration (NCA) 2015 Survey of Satisfaction with State or Tribal Veterans Cemeteries, representing the second national administration of the survey. The 2015 State or Tribal Veterans Cemetery survey was sponsored by NCA's Office of Finance and Planning and conducted by ICF International, a global research consulting organization, under contract GS-23F-0199K.
- Data were collected from next of kin and funeral directors at 67 active State or Tribal Veterans Cemeteries from August 20, 2015 to October 9, 2015. Next of kin and funeral director mailing data were extracted from NCA's Burial Operations Support System (BOSS) database of interments.
- The survey was mailed to 12,108 next of kin who had interred a loved one 3 to 9 months prior to its start.
- The survey was also mailed to 12,789 funeral directors who had worked with State or Tribal Veterans Cemeteries during the designated time period.
- Presented in the following section are key findings from this satisfaction survey. The national or all States results in this report represent a roll-up of all survey respondents. Detailed findings are presented in the main body of the report.

# Executive Summary

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## Report Overview

- Survey findings are presented in seven chapters in this report. The first chapter, “Overall Satisfaction Measures,” presents findings from seven survey items that provide information on next of kin and funeral directors’ overall satisfaction with their experiences at State or Tribal Veterans Cemeteries. Responses are presented for all respondents, as well as for next of kin and funeral directors.
- The remaining six chapters present survey findings on specific areas of satisfaction for each patron group (next of kin and funeral directors). Each chapter begins with one to three overall satisfaction measures within the content area, followed by responses to individual survey items.
- Where applicable, “Elements of Comparison” are presented. These comparisons allow the reader to gain an understanding of the relationships between various survey items by examining them in relation to one another. A description of how to interpret these graphs is presented in Appendix C, “Users Guide.”
- Five appendices follow the main body of the report. They are:
  - Appendix A: Respondent Characteristics – presents 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 and presents a copy of the 2015 questionnaire.
  - Appendix C: Users Guide – presents an explanation of how to understand 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 its survey data can be found.
  - Appendix E: Response Rates and Data Confidence – presents response rates and confidence intervals for each State or Tribal Veterans Cemetery included in the survey.

# Executive Summary

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## Highlights of Findings

### Overall Satisfaction Measures

- Overall, 97.0 percent of all respondents (97.1% of next of kin and 95.8% of funeral directors) agreed or strongly agreed that they were satisfied with their experience at State or Tribal Veterans Cemeteries.
- 95.6 percent of all respondents (95.5% of next of kin and 96.0% of funeral directors) agreed or strongly agreed the quality of service they received from cemetery staff was excellent.
- 96.9 percent of all respondents (97.2% of next of kin and 95.4% of funeral directors) agreed or strongly agreed that staff at State or Tribal Veterans Cemeteries was courteous.
- 95.8 percent of all respondents (95.9% of next of kin and 95.8% of funeral directors) agreed or strongly agreed that the State or Tribal Veterans Cemeteries staff was professional (knowledgeable, helpful, and responsive).
- 97.8 percent of all respondents (97.8% of next of kin and 97.2% of funeral directors) agreed or strongly agreed the overall appearance of their State or Tribal Veterans Cemeteries was excellent.
- 97.9 percent of respondents (98.6% of next of kin and 94.4% of funeral directors) indicated they would recommend State or Tribal Veterans Cemeteries to Veteran families during their time of need.

### Trust

- Overall, 97.2 percent of all respondents (97.5% of next of kin and 95.7% of funeral directors) agreed or strongly agreed they are willing to rely on state or tribal governments to maintain State or Tribal Veterans Cemeteries as national shrines in the future.
- 98.0 percent of all respondents (98.0% of next of kin and 97.8% of funeral directors) agreed or strongly agreed that State or Tribal Veterans Cemeteries honor all Veterans and their service to our nation.

### Information and Communication

- 96.7 percent of next of kin reported they were very or somewhat satisfied with the information they were provided throughout their experiences with their State or Tribal Veterans Cemeteries.
- The three most frequently reported means of finding out about State or Tribal Veterans Cemetery benefits prior to the time of need were: Family member/friend (56.4%), Funeral home (27.3%), and Military discharge-related materials (22.5%).

# Executive Summary

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## Highlights of Findings (con't)

- Next of kin selected Newsletter/flyer (30.0%) and Local newspaper/television news reports (24.6%) as the two best ways for State or Tribal Veterans Cemeteries to convey information regarding benefits, prior to their time of need.
- 92.2 percent of funeral directors who completed the survey reported they were very or somewhat satisfied with the communication between their funeral homes and their State or Tribal Veterans Cemeteries. 95.3 percent characterized this communication as excellent or good.
- Funeral directors indicated that Outreach by cemetery staff (42.4%) provides them the most information about State or Tribal Veterans Cemetery policies and procedures. Funeral directors noted that Letter (33.5%) and E-mail (33.2%) are the best ways for their cemeteries to communicate with their funeral homes regarding changes in policies and procedures.

## Committal Services

- 95.8 percent of next of kin reported they were very or somewhat satisfied with the committal service at their State or Tribal Veterans Cemeteries.
- 89.4 percent of funeral directors reported the process of scheduling interments at their State or Tribal Veterans Cemeteries was very or somewhat easy.
- 96.4 percent of funeral directors reported they received the support they needed from cemetery staff always or for the most part.
- 65.1 percent of funeral directors indicated that the service they received from their State or Tribal Veterans Cemeteries was superior to or better than the service they received from private cemeteries. An additional 31.2 percent indicated that service was about the same as the service provided by private cemeteries.

## Headstones, Markers, and Columbarium Niche Covers

- 93.2 percent of next of kin were very or somewhat satisfied with the length of time it took for the permanent marker, headstone, or columbarium niche cover to be put in place.
- 94.2 percent of next of kin were very or somewhat satisfied with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived.
- 88.9 percent of next of kin reported that when the headstone, marker, or columbarium niche cover arrived, the inscription was accurate. 3.4 percent reported the inscription was inaccurate, and 7.7 percent reported they did not know.

# Executive Summary

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## Highlights of Findings (con't.)

### Cemetery Appearance and Visitor Accommodations

- 94.7 percent of next of kin agreed or strongly agreed the appearance of their loved one's gravesite was excellent.
- 97.3 percent of all respondents (97.2% of next of kin and 97.9% of funeral directors) agreed or strongly agreed the maintenance of cemetery grounds was excellent.
- 96.3 percent of all respondents (96.1% of next of kin and 97.5% of funeral directors) agreed or strongly agreed the maintenance of other landscape features (e.g., flowers, trees, or shrubs) was excellent.
- 96.5 percent of all respondents (96.4% of next of kin and 97.6% of funeral directors) agreed or strongly agreed the upkeep of headstones, markers, and columbarium niche covers was excellent.
- 98.2 percent of all respondents (98.3% of next of kin and 97.7% of funeral directors) agreed or strongly agreed the committal shelter used for the service was private, clean, and free of safety hazards.

### State or Tribal Veterans Cemeteries in Comparison to National Cemeteries

- 86.8 percent of next of kin agreed or strongly agreed that based on their visit, the appearance of the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.
- 15.4 percent of next of kin agreed or strongly agreed that had they been able, they would have chosen to inter their loved one at a VA national cemetery rather than the State or Tribal Veterans Cemetery.
- 80.3 percent of next of kin agreed or strongly agreed that based on their visit, the quality of service at the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.
- 79.3 percent of next of kin agreed or strongly agreed that the honor of being interred at a State or Tribal Veterans Cemetery is equivalent to that of being interred at a VA national cemetery.

## Overall Satisfaction Measures

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### SECTION DESCRIPTION

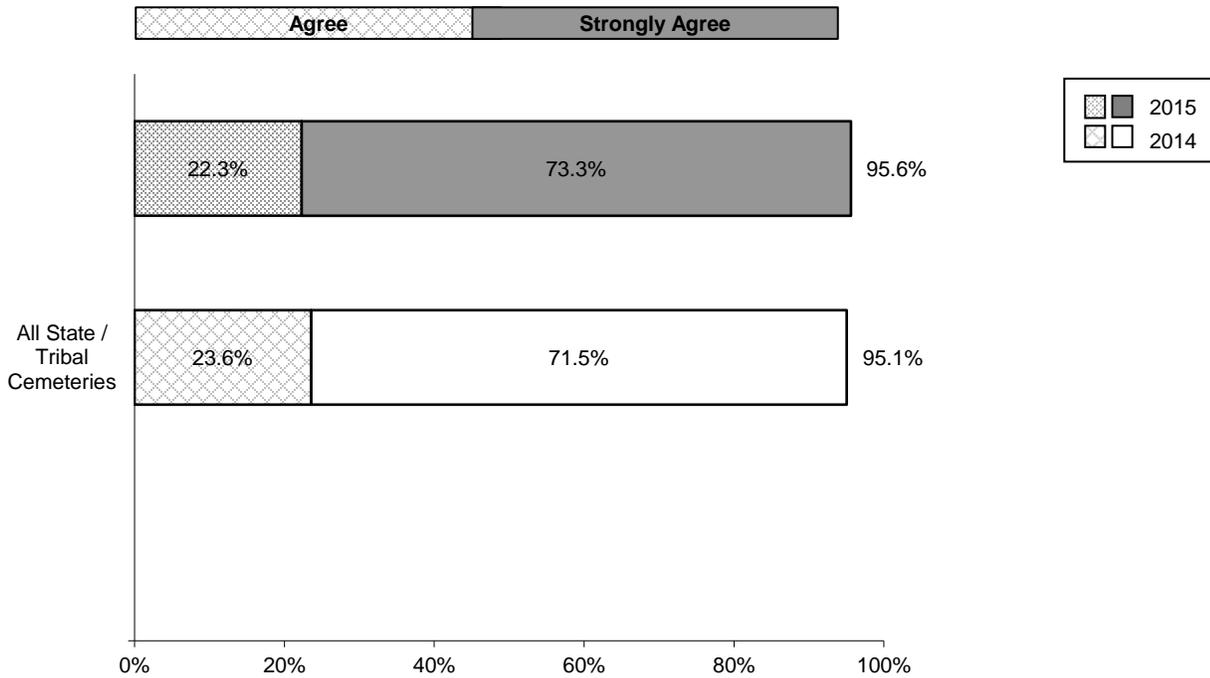
- This section presents survey findings from next of kin and funeral directors on overall measures of satisfaction.
- Results are presented for three strategic performance measures with five additional measures of overall satisfaction. Question-by-question comparative analyses (Element of Comparison) are also presented in this chapter.
- Note that due to rounding, some percentages may not sum to 100.

## Overall Satisfaction Measures

### OVERALL SATISFACTION MEASURE

Question 46/35: The quality of the service received from cemetery staff is excellent.

#### ALL RESPONDENTS



|                               | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|-------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| All State / Tribal Cemeteries | 2015 | 6161 | 73.3%          | 1.8%          | 22.3% | 3.5%    | 0.6%     | 0.3%              |
|                               | 2014 | 5636 | 71.5%          |               | 23.6% | 3.8%    | 0.8%     | 0.4%              |

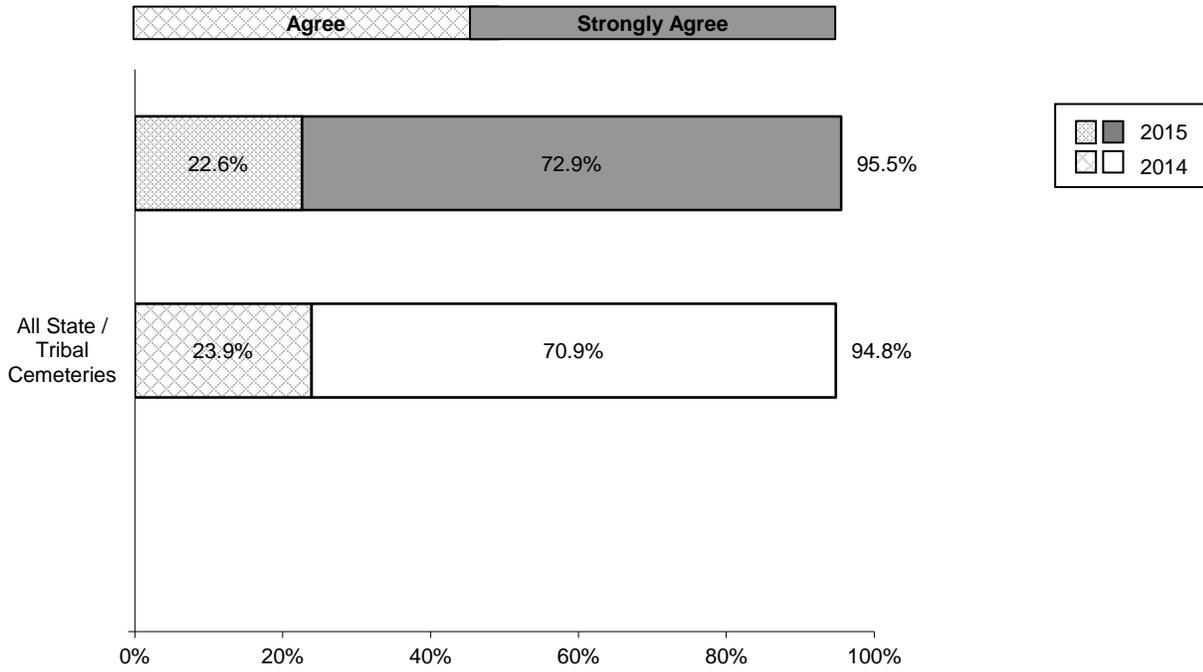
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

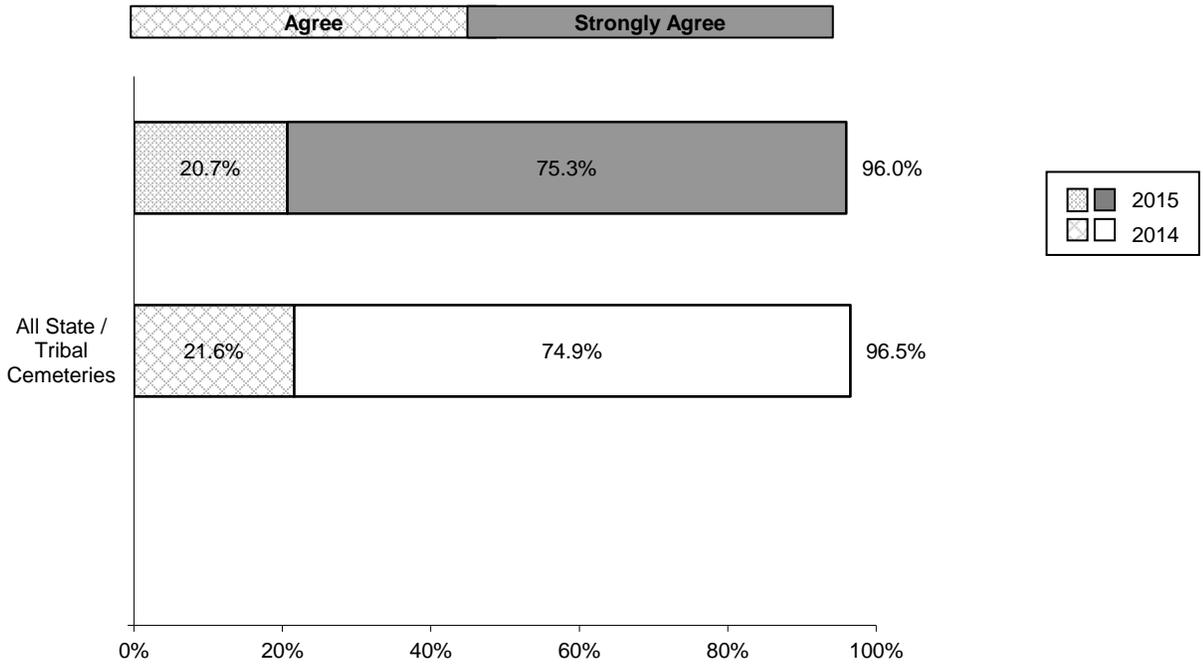
## Overall Satisfaction Measures

**Question 46/35: The quality of the service received from cemetery staff is excellent (continued).**

### NEXT OF KIN



### FUNERAL DIRECTORS

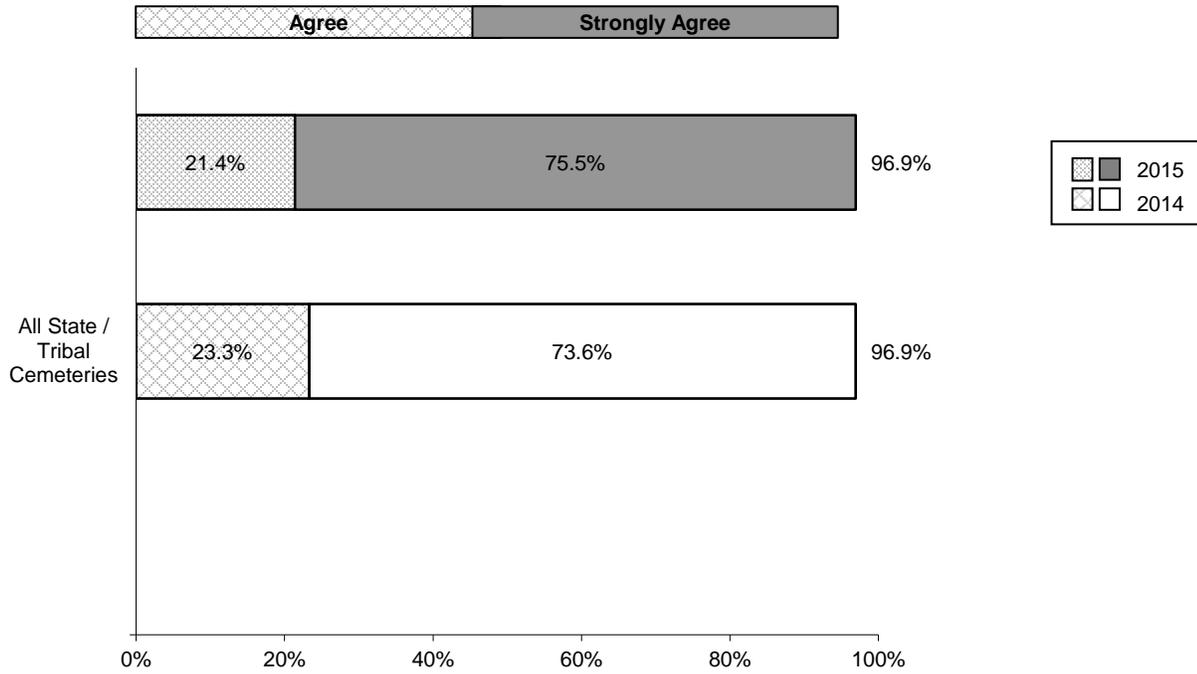


## Overall Satisfaction Measures

### OVERALL SATISFACTION MEASURE

Question 47/36: The State or Tribal Veterans Cemetery staff was courteous.

#### ALL RESPONDENTS



|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 6192 | 75.5%          | 1.9%          | 21.4% | 2.4%    | 0.4%     | 0.2%              |
|                                      | 2014 | 5613 | 73.6%          |               | 23.3% | 2.4%    | 0.4%     | 0.3%              |

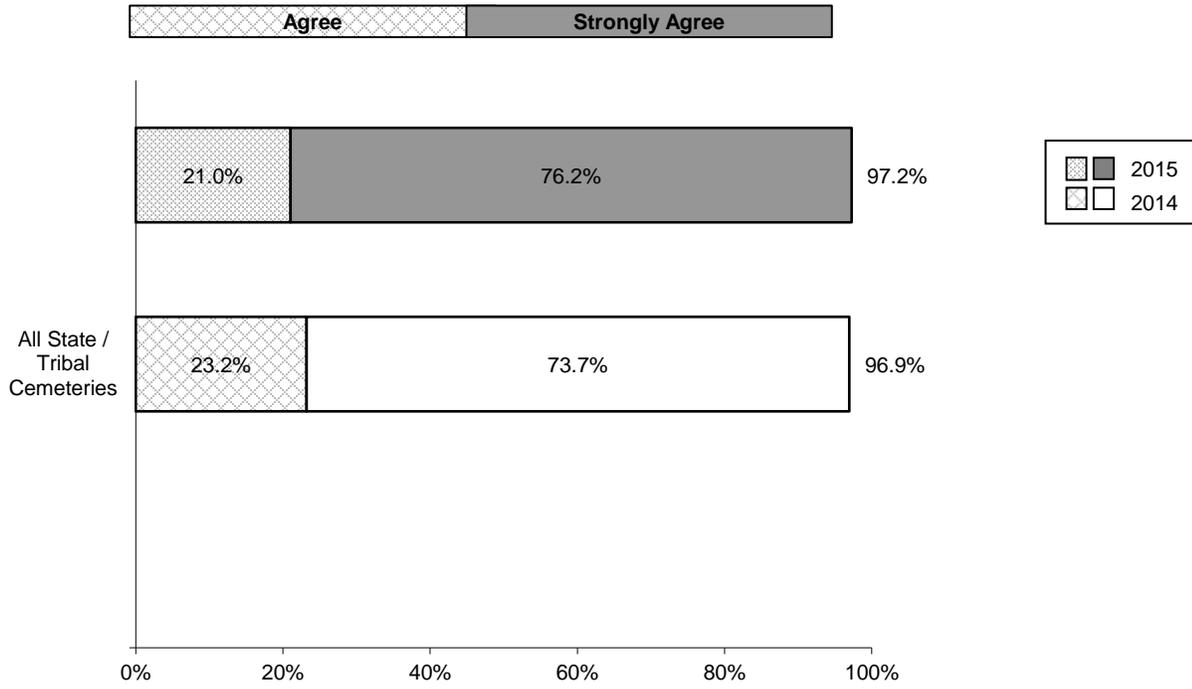
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

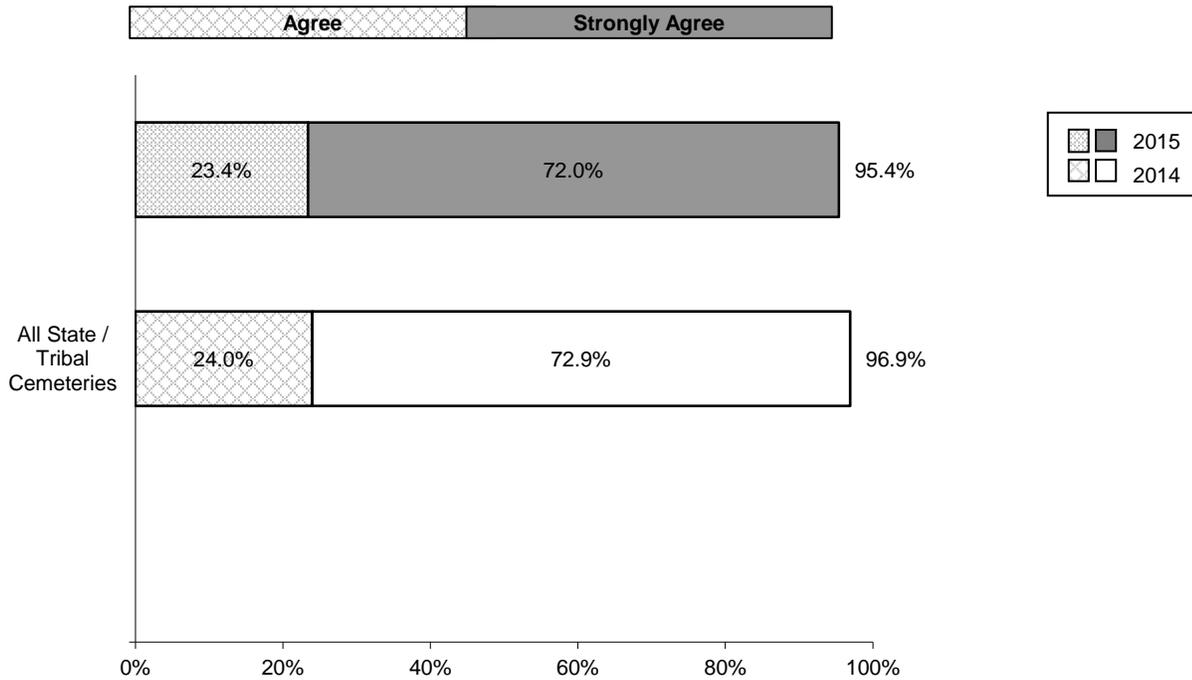
## Overall Satisfaction Measures

**Question 47/36: The State or Tribal Veterans Cemetery staff was courteous (continued).**

### NEXT OF KIN



### FUNERAL DIRECTORS

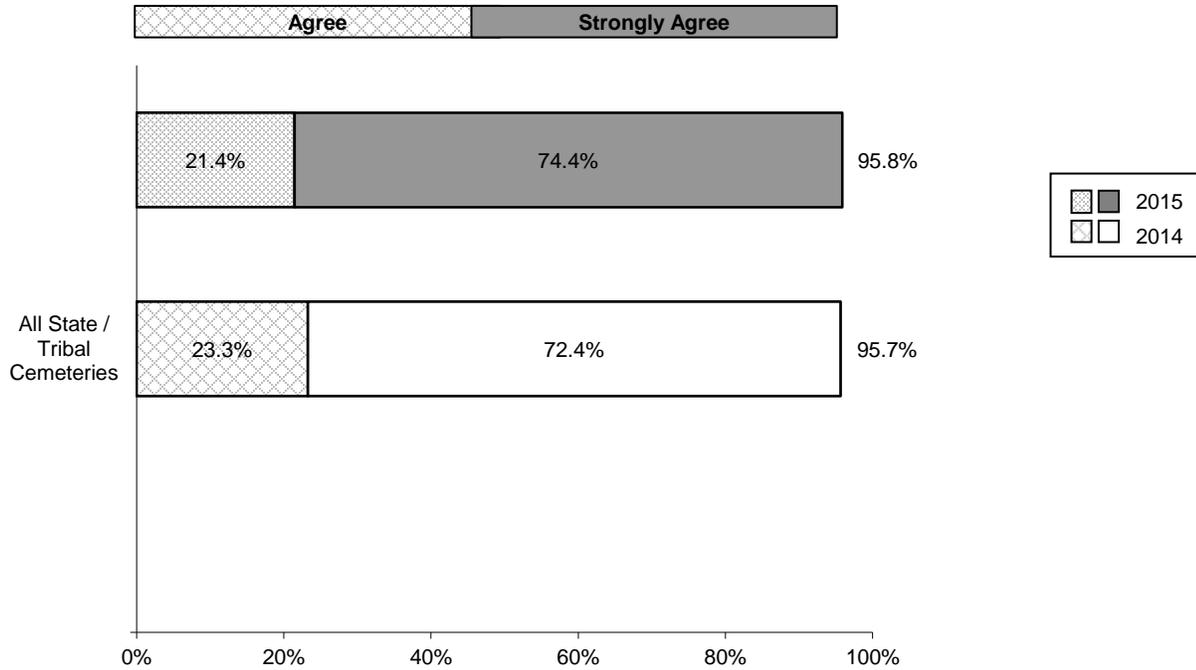


## Overall Satisfaction Measures

### OVERALL SATISFACTION MEASURE

Question 48/37: The State or Tribal Veterans Cemetery staff was professional in terms of being knowledgeable, helpful, and responsive.

#### ALL RESPONDENTS



|                               | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|-------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| All State / Tribal Cemeteries | 2015 | 6155 | 74.4%          | 2.0%          | 21.4% | 3.2%    | 0.6%     | 0.4%              |
|                               | 2014 | 5596 | 72.4%          |               | 23.3% | 3.4%    | 0.6%     | 0.3%              |

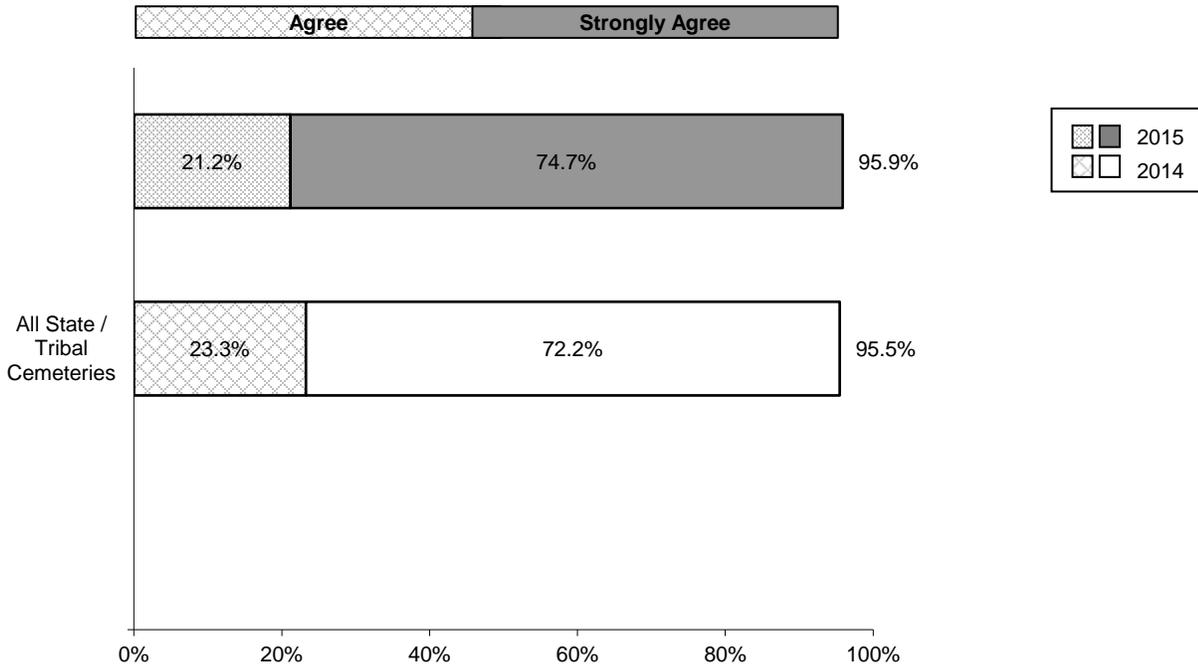
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

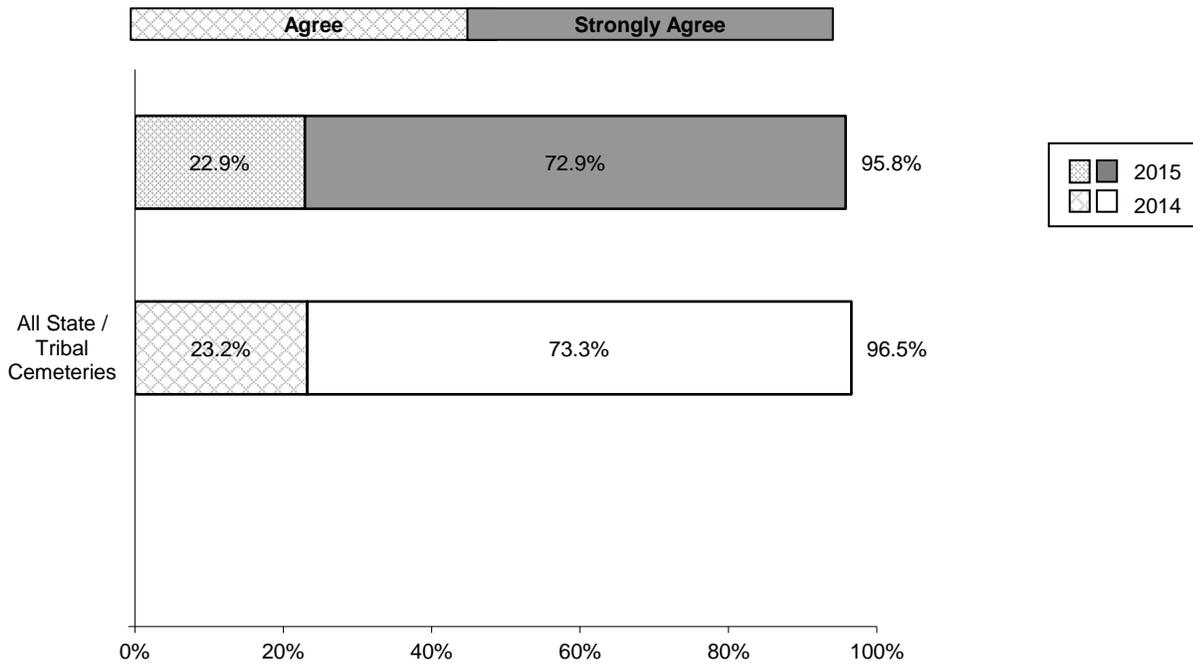
## Overall Satisfaction Measures

**Question 48/37: The State or Tribal Veterans Cemetery staff was professional in terms of being knowledgeable, helpful, and responsive (continued).**

### NEXT OF KIN



### FUNERAL DIRECTORS

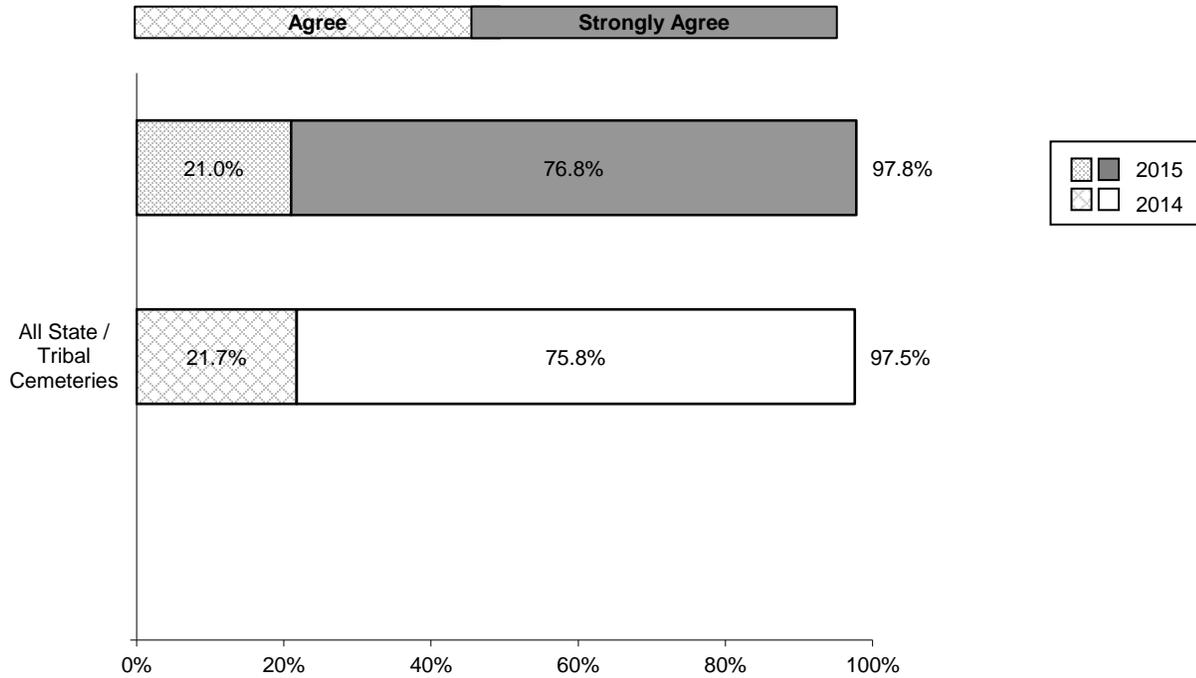


## Overall Satisfaction Measures

### OVERALL SATISFACTION MEASURE

**Question 53/41: The overall appearance of the State or Tribal Veterans Cemetery is excellent.**

#### ALL RESPONDENTS



|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 6286 | 76.8%          | 1.0%          | 21.0% | 1.7%    | 0.4%     | 0.1%              |
|                                      | 2014 | 5707 | 75.8%          |               | 21.7% | 1.9%    | 0.4%     | 0.1%              |

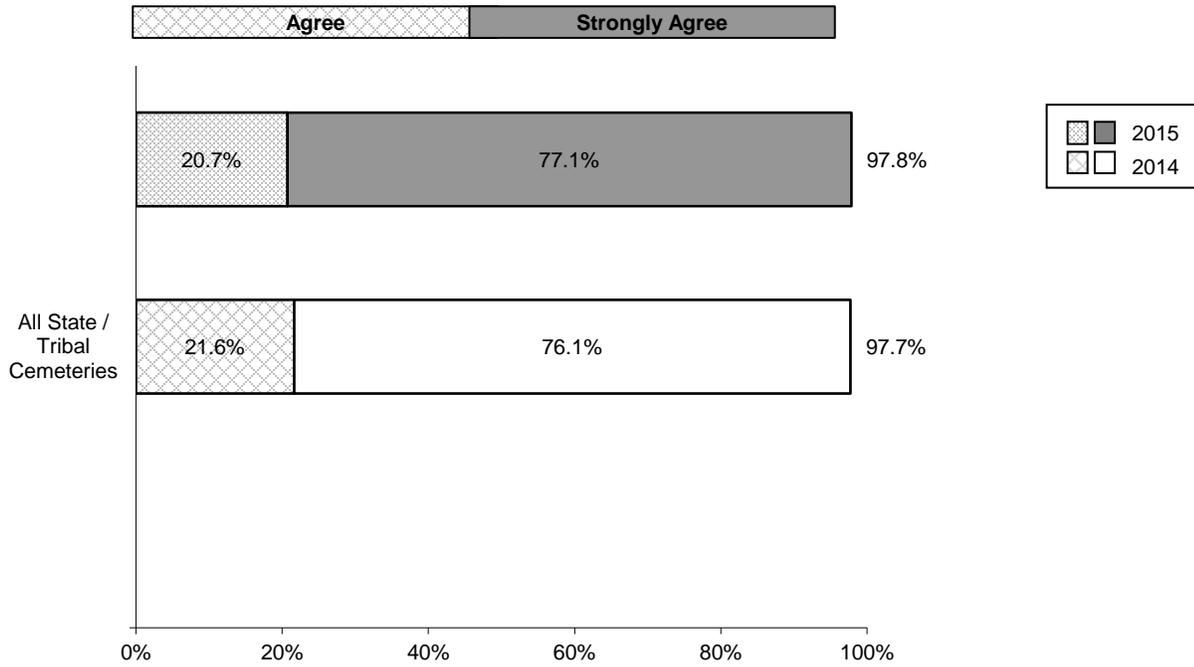
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

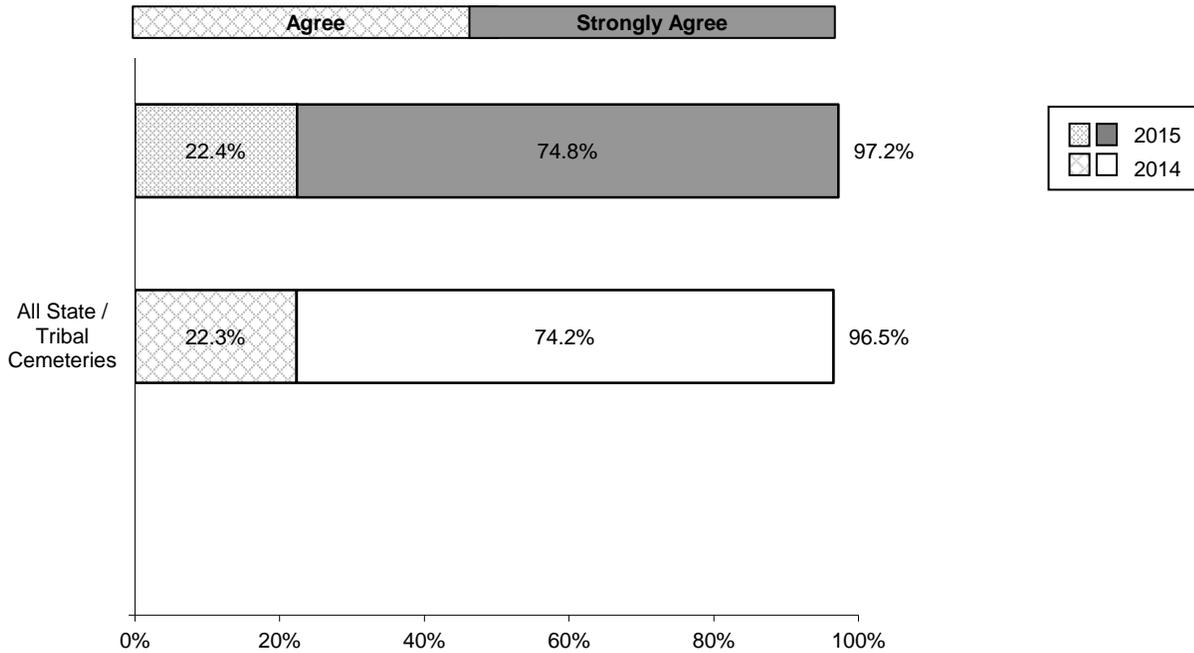
## Overall Satisfaction Measures

**Question 53/41: The overall appearance of the State or Tribal Veterans Cemetery is excellent (continued).**

### NEXT OF KIN



### FUNERAL DIRECTORS

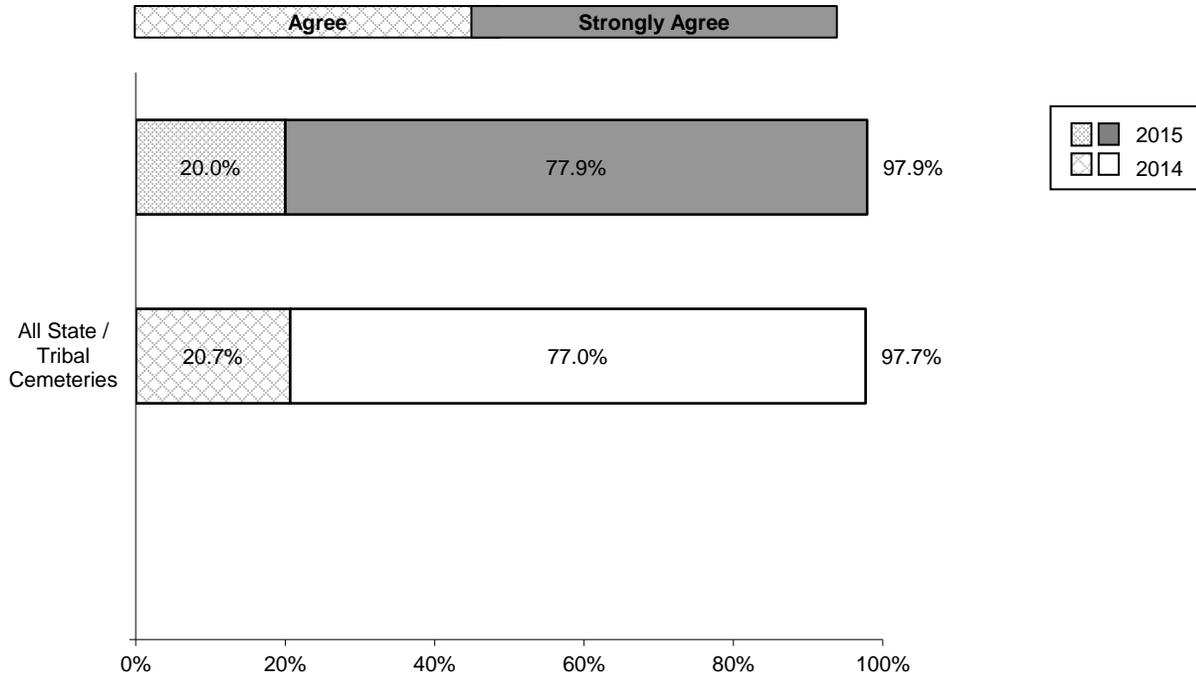


## Overall Satisfaction Measures

### OVERALL SATISFACTION MEASURE

Question 55/43: I would recommend the cemetery to Veteran families during their time of need.

#### ALL RESPONDENTS



|                               | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|-------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| All State / Tribal Cemeteries | 2015 | 6326 | 77.9%          | 0.9%          | 20.0% | 1.7%    | 0.2%     | 0.1%              |
|                               | 2014 | 5740 | 77.0%          |               | 20.7% | 1.9%    | 0.3%     | 0.1%              |

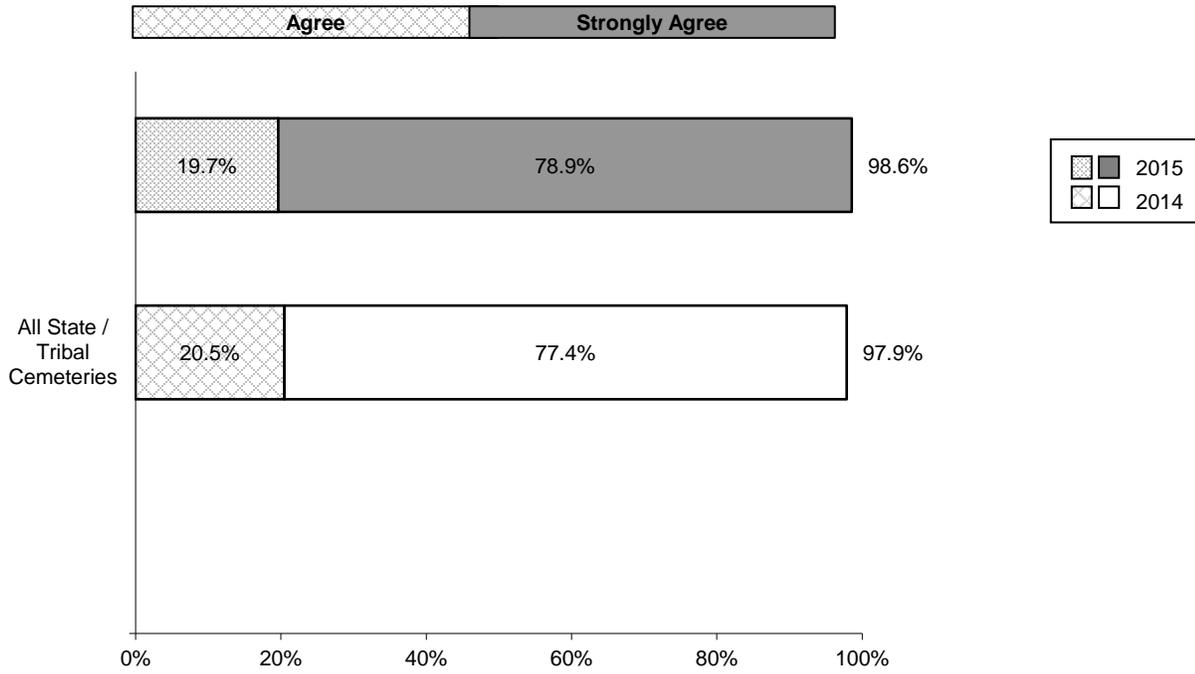
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

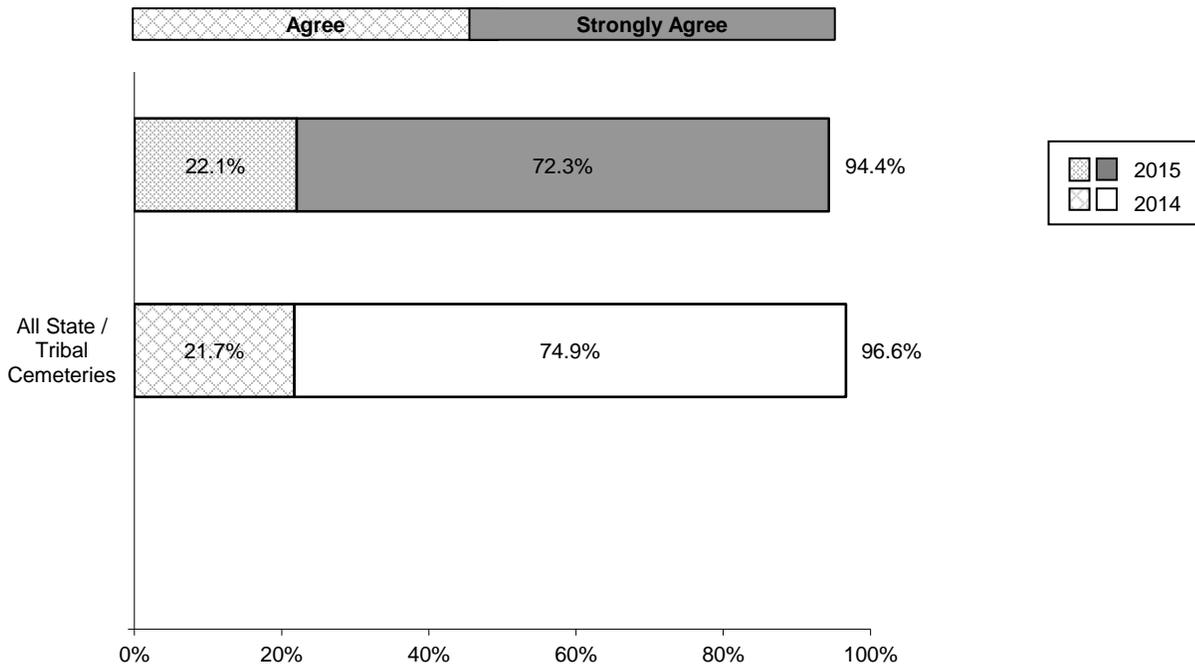
## Overall Satisfaction Measures

**Question 55/43: I would recommend the cemetery to Veteran families during their time of need (continued).**

### NEXT OF KIN



### FUNERAL DIRECTORS

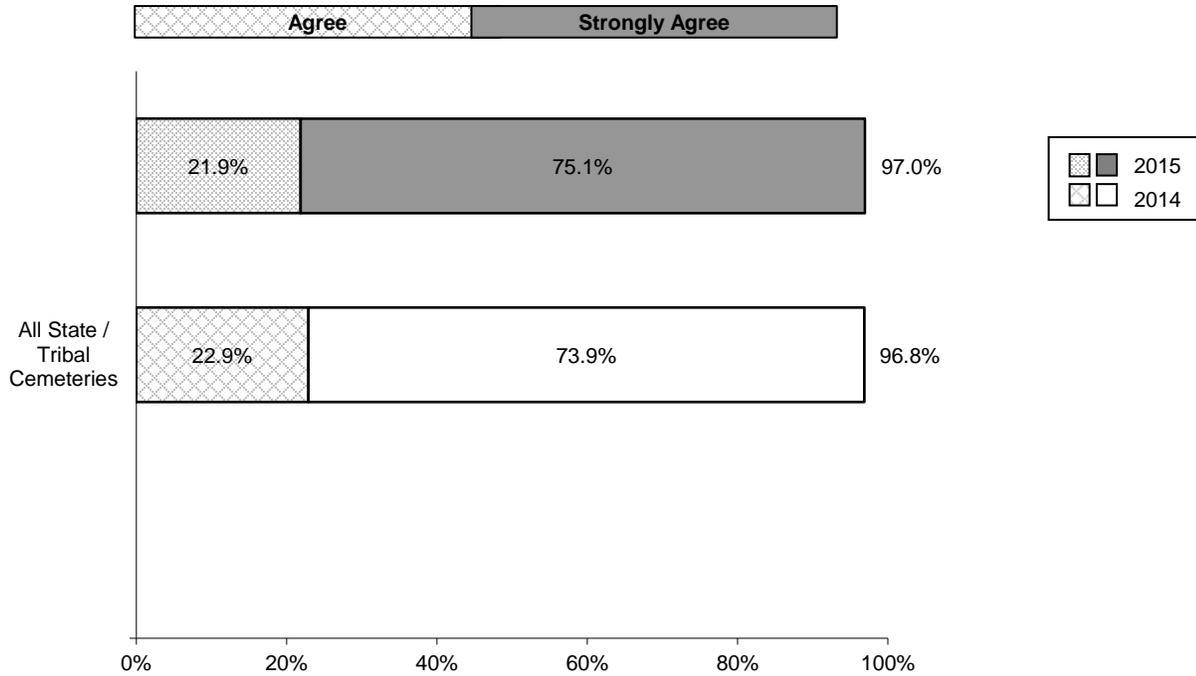


## Overall Satisfaction Measures

### OVERALL SATISFACTION MEASURE

Question 54/42: Overall, I am satisfied with my experience at the State or Tribal Veterans Cemetery.

#### ALL RESPONDENTS



|                               | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|-------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| All State / Tribal Cemeteries | 2015 | 6320 | 75.1%          | 1.2%          | 21.9% | 2.2%    | 0.6%     | 0.3%              |
|                               | 2014 | 5735 | 73.9%          |               | 22.9% | 2.2%    | 0.6%     | 0.3%              |

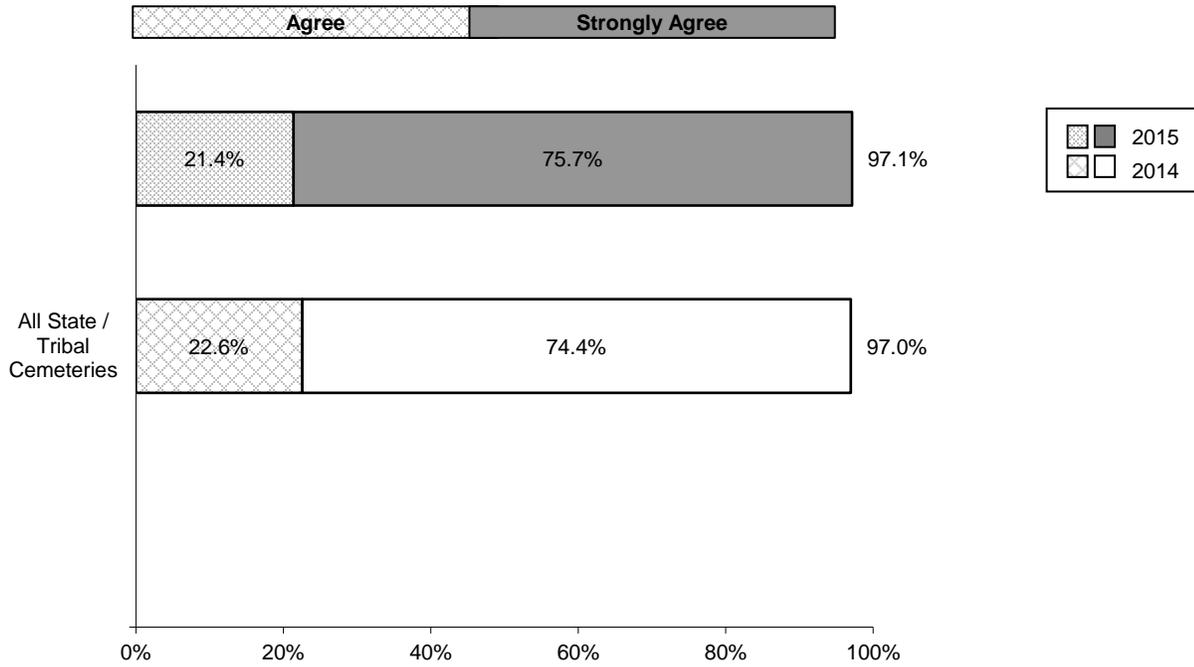
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

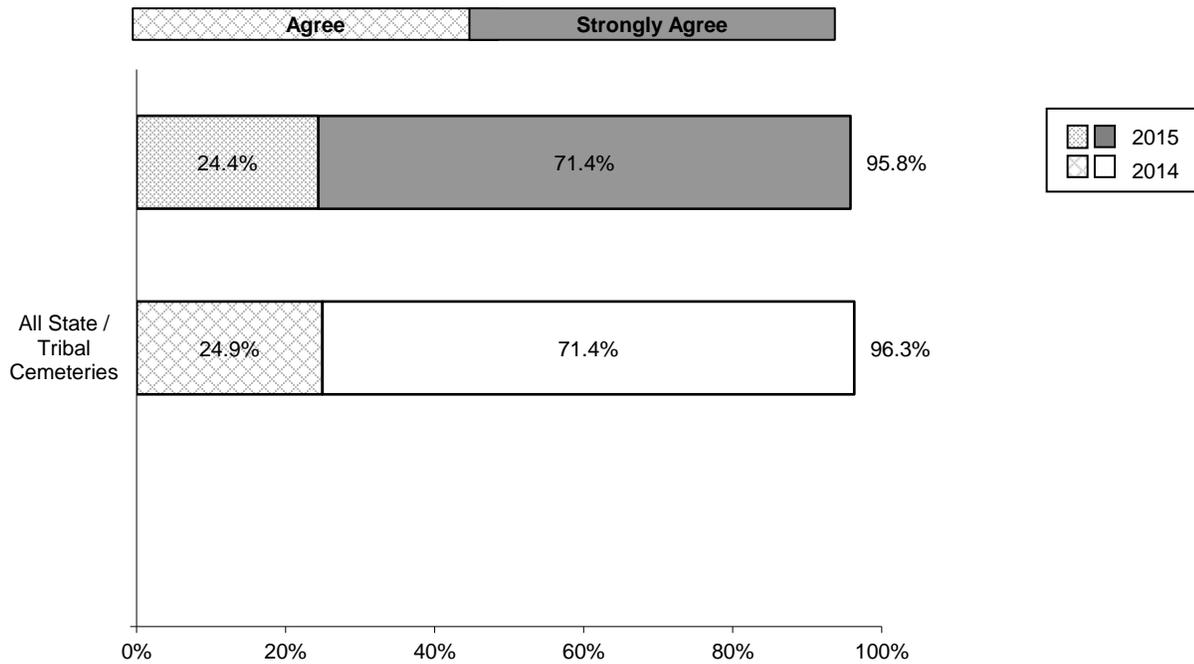
## Overall Satisfaction Measures

**Question 54/42: Overall, I am satisfied with my experience at the State or Tribal Veterans Cemetery (continued).**

### NEXT OF KIN



### FUNERAL DIRECTORS

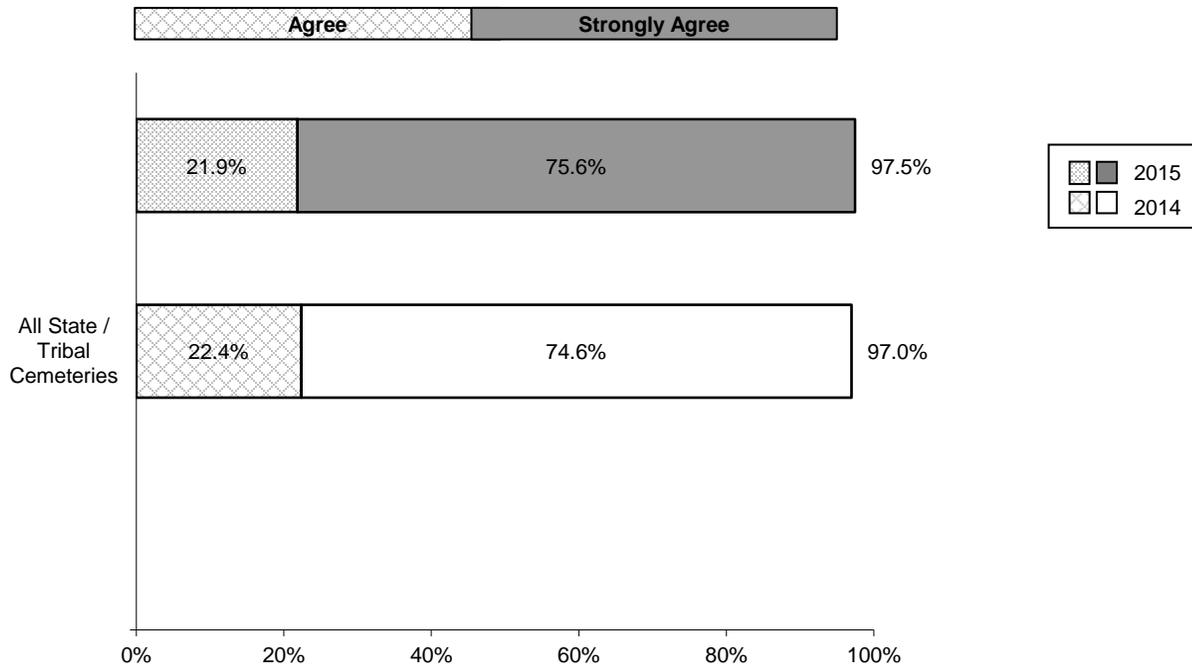


## Overall Satisfaction Measures

### OVERALL SATISFACTION MEASURE

**Question 56/44: I am willing to rely on the State or Tribal Veterans Cemetery to meet the burial needs of Veterans in the future.**

#### ALL RESPONDENTS



|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 6208 | 75.6%          | 1.0%          | 21.9% | 2.1%    | 0.3%     | 0.2%              |
|                                      | 2014 | 5684 | 74.6%          |               | 22.4% | 2.6%    | 0.3%     | 0.2%              |

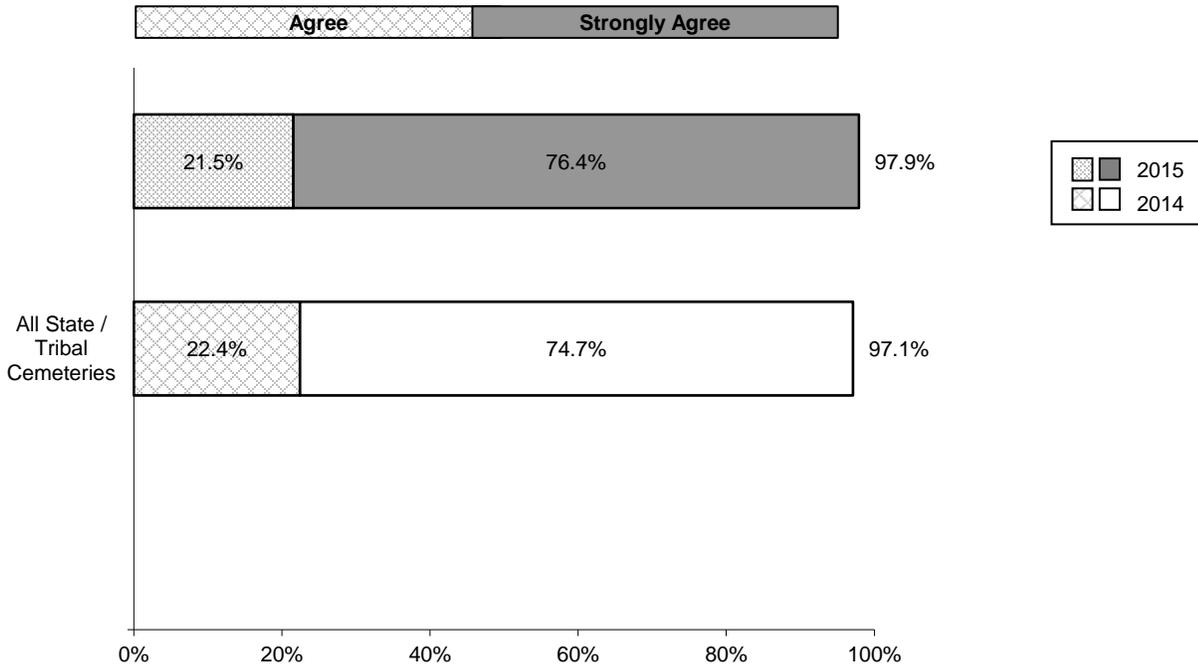
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

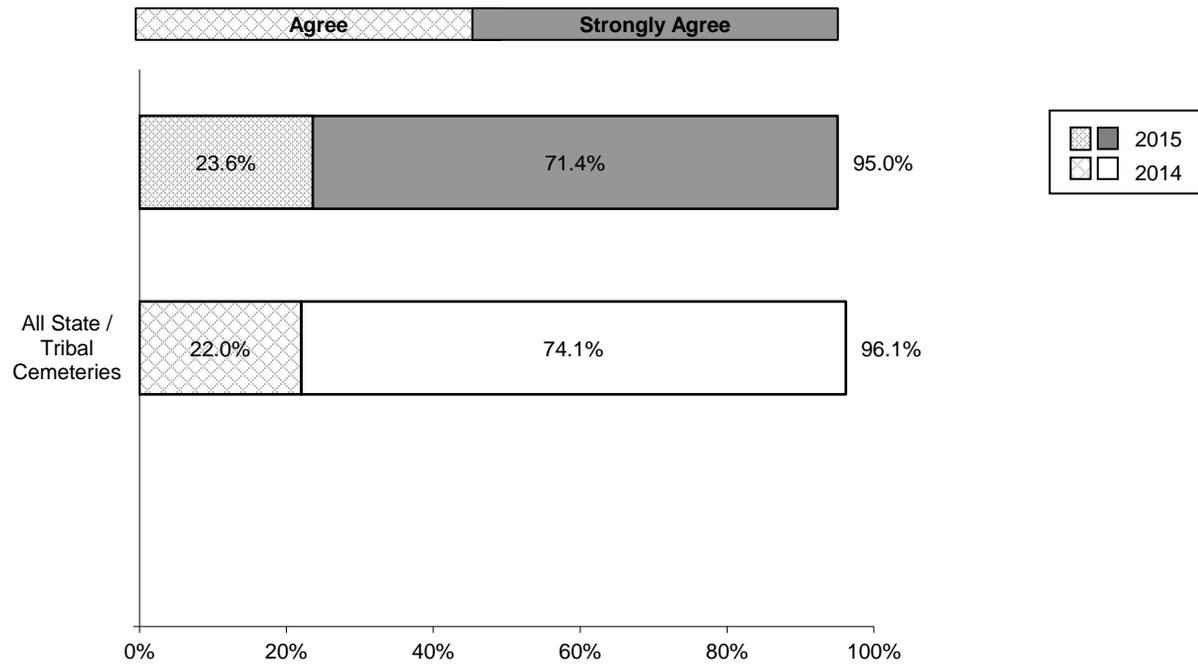
## Overall Satisfaction Measures

**Question 56/44: I am willing to rely on the State or Tribal Veterans Cemetery to meet the burial needs of Veterans in the future (continued).**

### NEXT OF KIN



### FUNERAL DIRECTORS

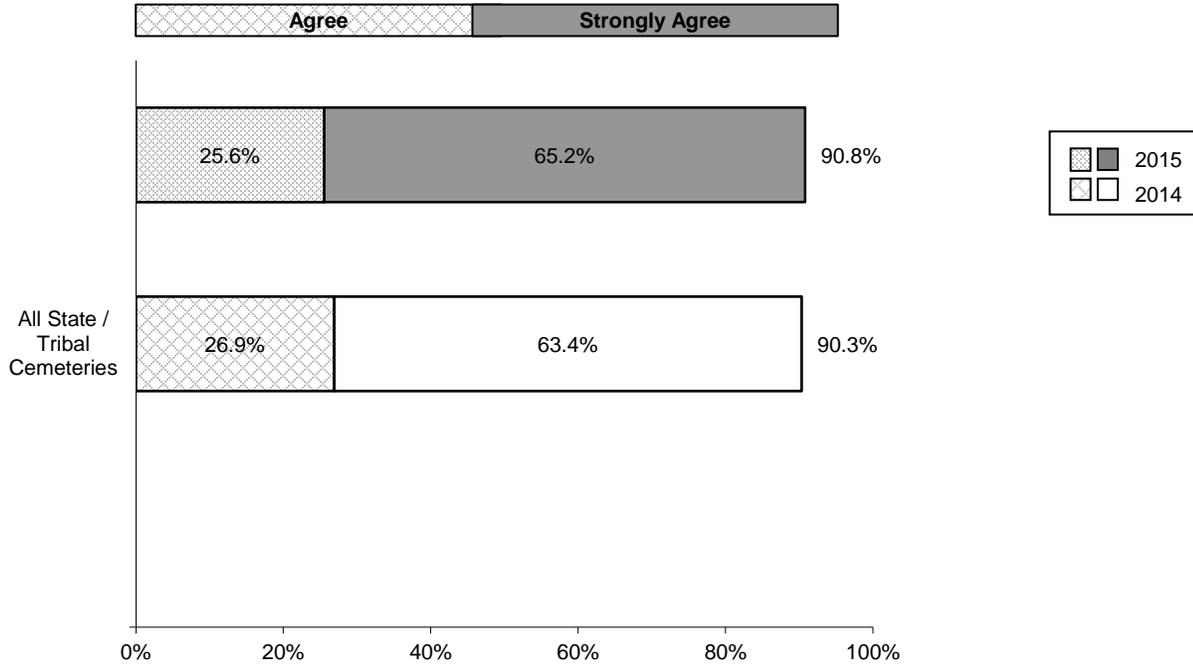


## Overall Satisfaction Measures

### OVERALL SATISFACTION MEASURE

**Question 58/46: My experiences with the State or Tribal Veterans Cemetery exceeded my expectations.**

#### ALL RESPONDENTS



|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 6303 | 65.2%          | 1.8%          | 25.6% | 7.7%    | 1.1%     | 0.4%              |
|                                      | 2014 | 5722 | 63.4%          |               | 26.9% | 7.8%    | 1.4%     | 0.5%              |

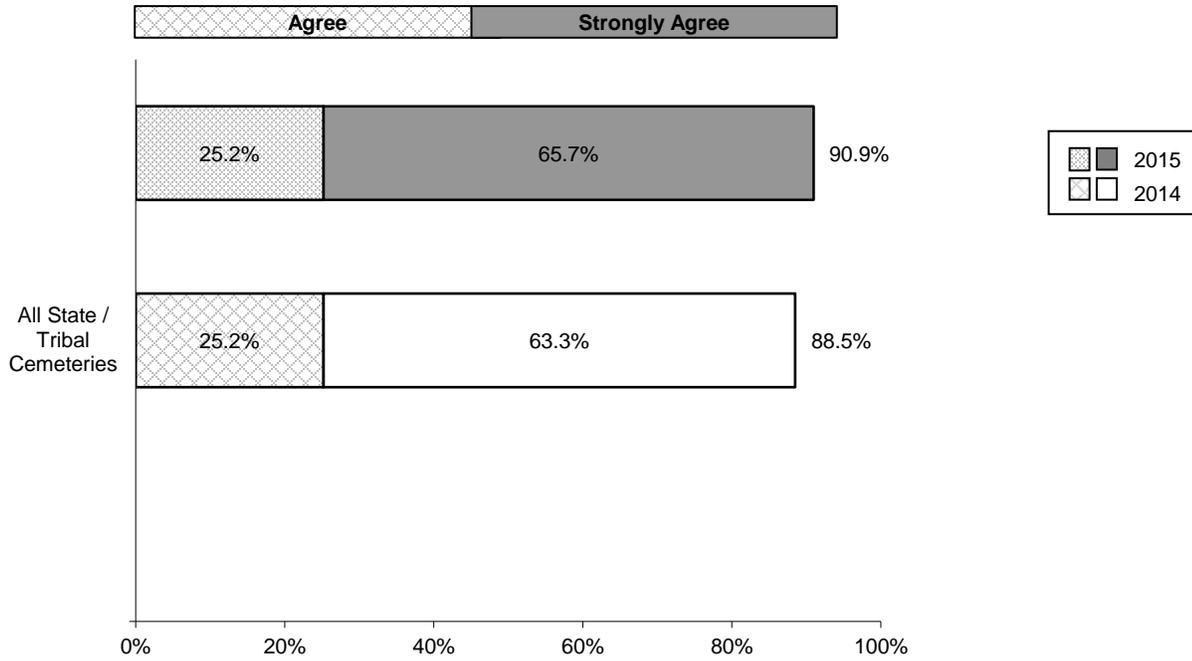
**\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.**

**Next of Kin and Funeral Director data for this survey item are presented on the following page.**

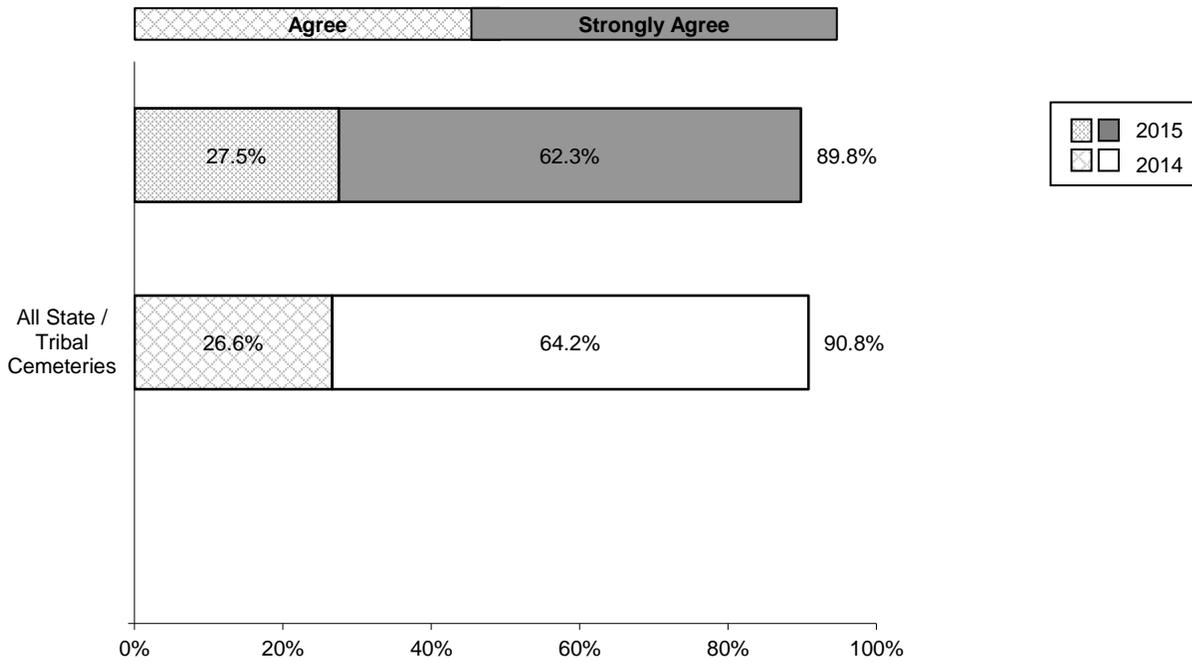
## Overall Satisfaction Measures

**Question 58/46: My experiences with the State or Tribal Veterans Cemetery exceeded my expectations (continued).**

### NEXT OF KIN



### FUNERAL DIRECTORS



## Trust

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### SECTION DESCRIPTION

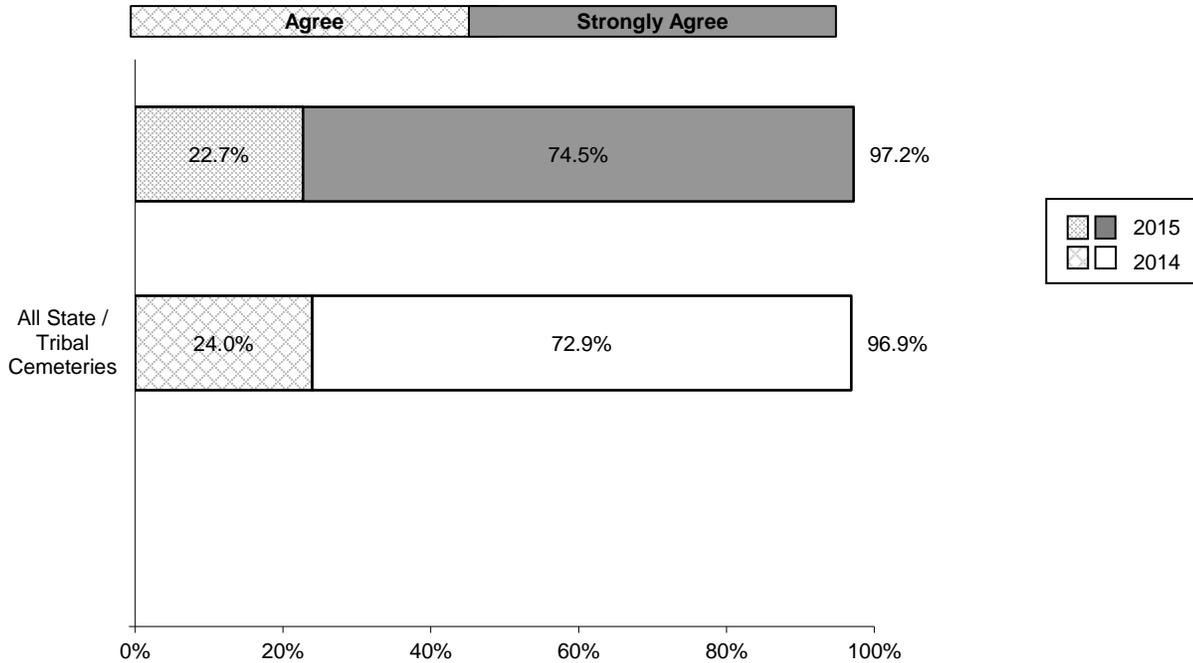
- This section presents survey findings from next of kin and funeral directors on their satisfaction with their State or Tribal Veterans Cemeteries' commitment to patriotism, heritage, and maintenance of the cemetery as a national shrine.
- Measures of overall satisfaction with their State or Tribal Veterans Cemeteries' commitment to patriotism, heritage, and maintenance of the cemetery are presented first, followed by a question-by-question comparative analysis (Element of Comparison).
- Note that due to rounding, some percentages may not sum to 100.

## Trust

### OVERALL SATISFACTION MEASURE

Question 57/45. I am willing to rely on the state or tribal governments to maintain State or Tribal Veterans Cemeteries as national shrines in the future.

#### ALL RESPONDENTS



|                               | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|-------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| All State / Tribal Cemeteries | 2015 | 6260 | 74.5%          | 1.6%          | 22.7% | 2.4%    | 0.3%     | 0.1%              |
|                               | 2014 | 5673 | 72.9%          |               | 24.0% | 2.7%    | 0.3%     | 0.1%              |

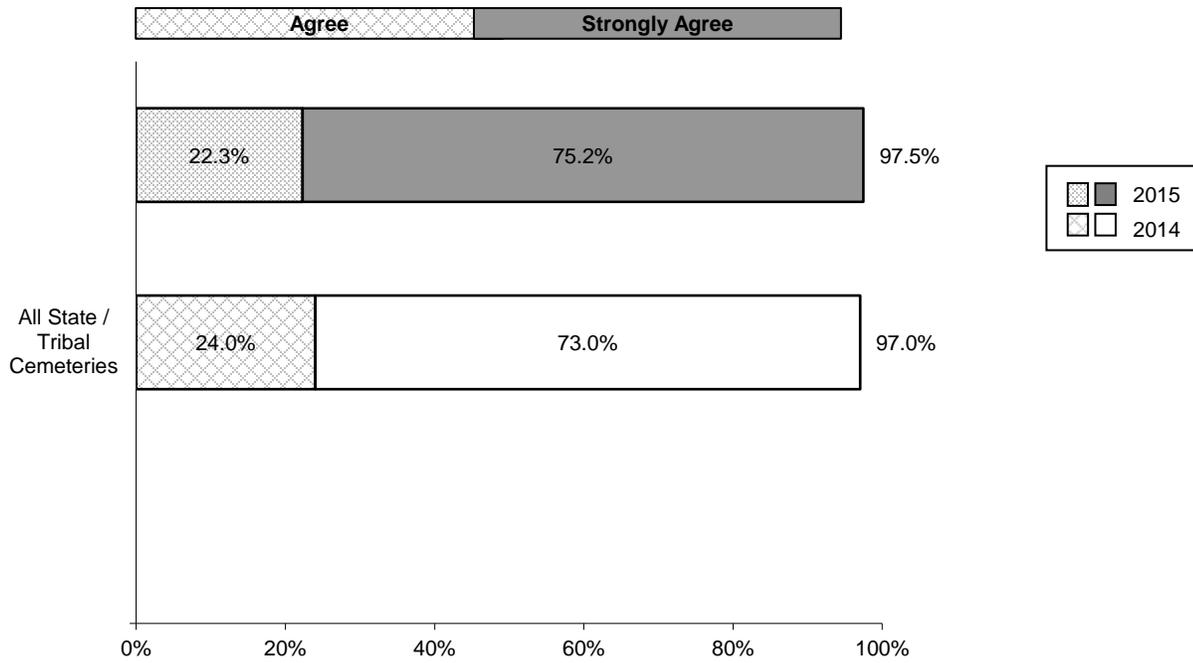
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

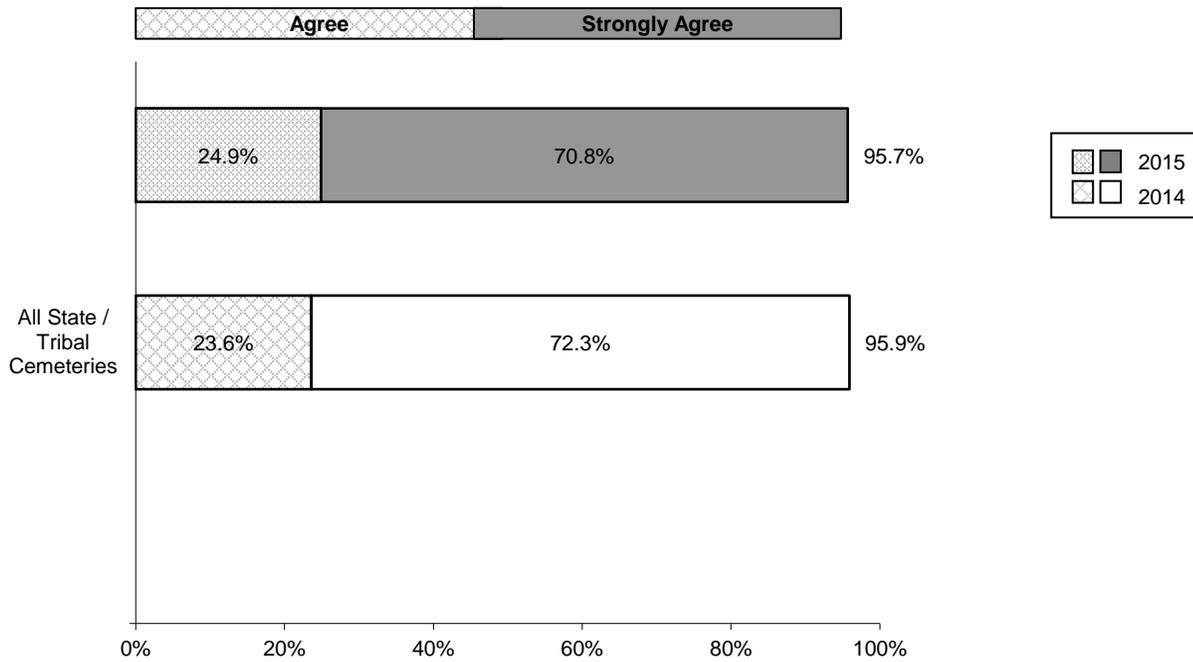
# Trust

Question 57/45. I am willing to rely on the state or tribal governments to maintain State or Tribal Veterans Cemeteries as national shrines in the future (continued).

## NEXT OF KIN



## FUNERAL DIRECTORS

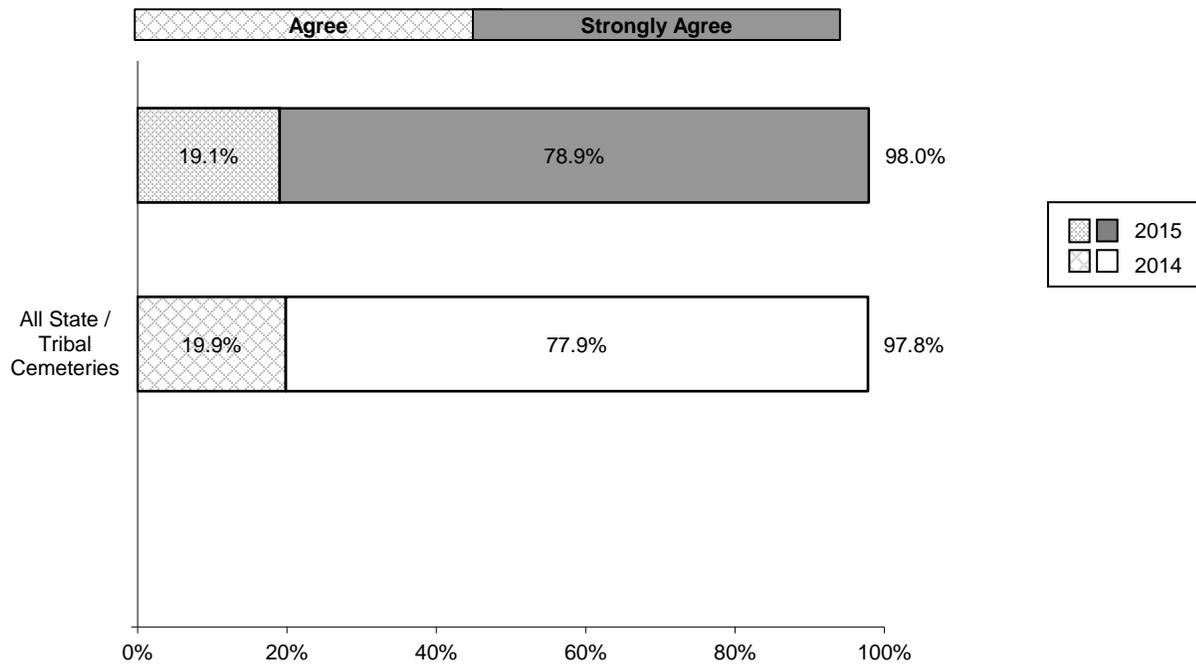


## Trust

### OVERALL SATISFACTION MEASURE

Question 42/31: The cemetery honors all Veterans and their service to our nation.

#### ALL RESPONDENTS



|                               | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|-------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| All State / Tribal Cemeteries | 2015 | 6241 | 78.9%          | 1.0%          | 19.1% | 1.8%    | 0.1%     | 0.1%              |
|                               | 2014 | 5635 | 77.9%          |               | 19.9% | 1.9%    | 0.2%     | 0.1%              |

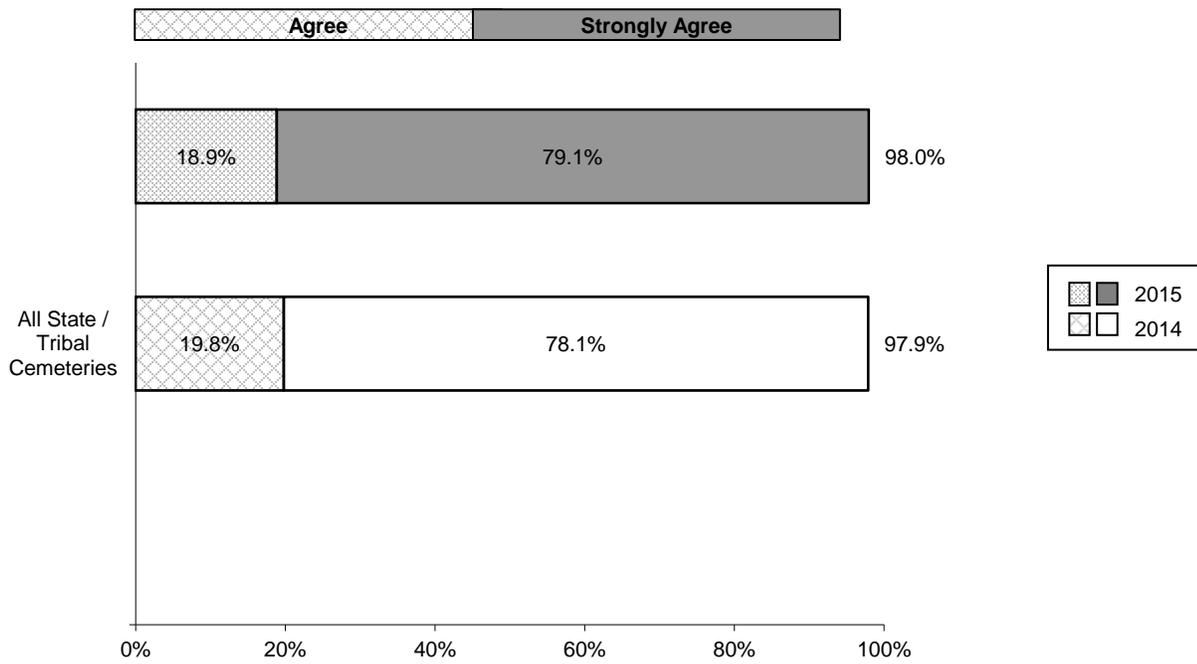
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

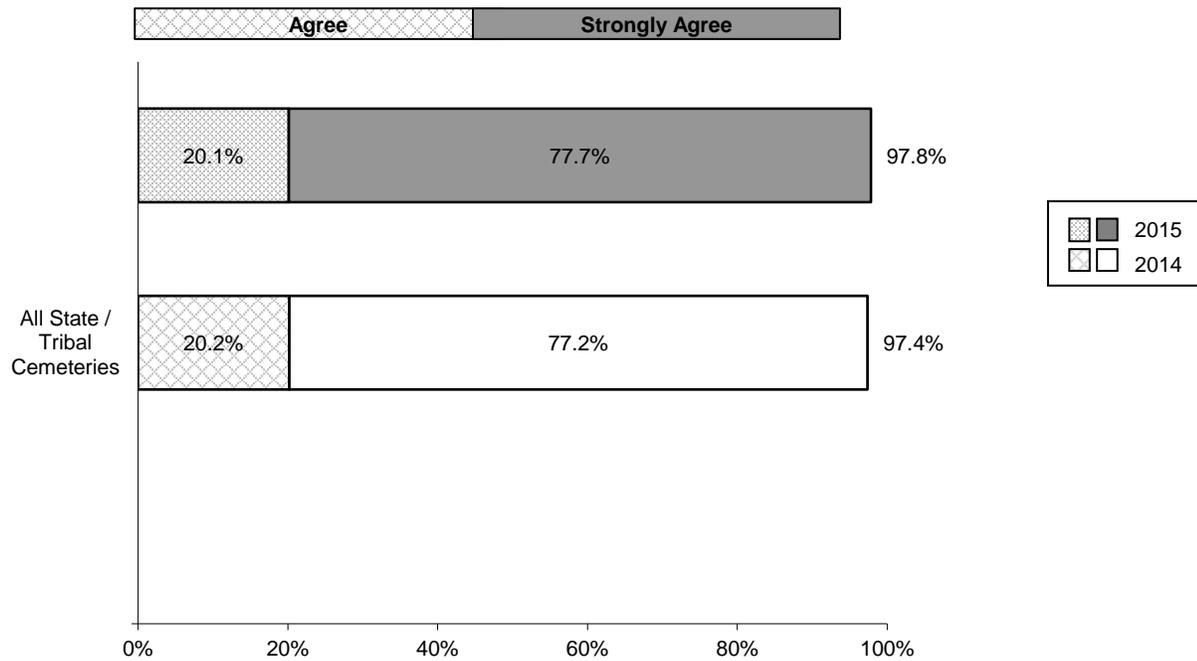
# Trust

**Question 42/31: The cemetery honors all Veterans and their service to our nation (continued).**

## NEXT OF KIN



## FUNERAL DIRECTORS

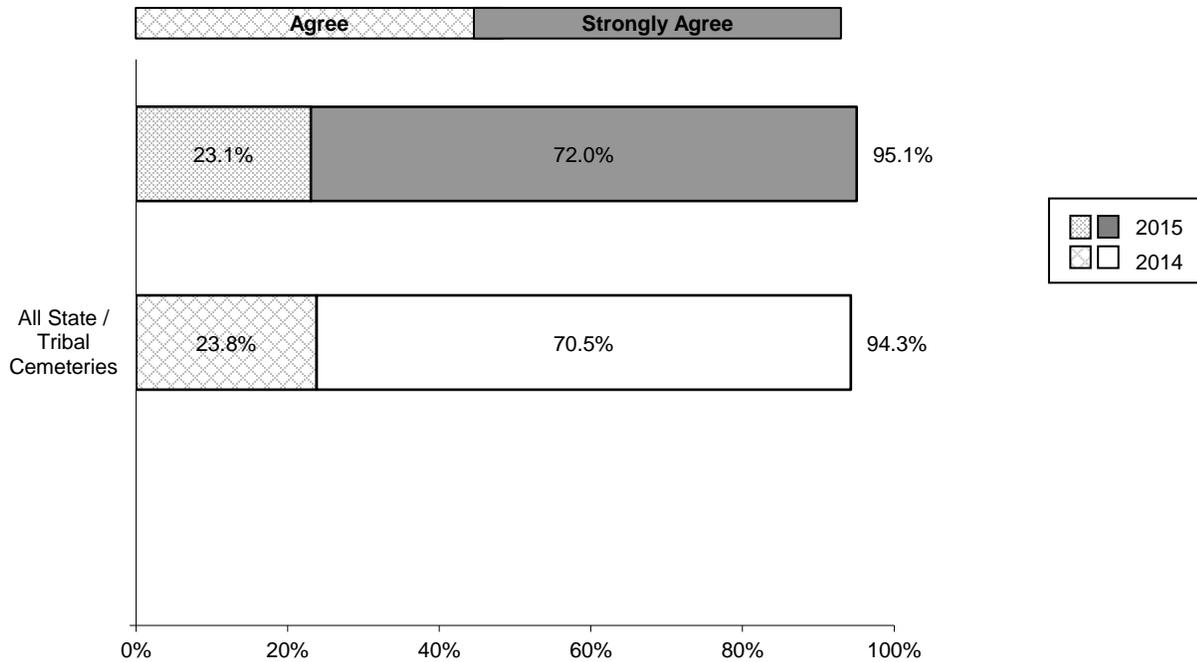


## Trust

### OVERALL SATISFACTION MEASURE

**Question 52/40: Public ceremonies and events at the cemetery promote a sense of patriotism and heritage.**

#### ALL RESPONDENTS



|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 5679 | 72.0%          | 1.5%          | 23.1% | 4.6%    | 0.3%     | 0.1%              |
|                                      | 2014 | 5269 | 70.5%          |               | 23.8% | 5.4%    | 0.3%     | 0.1%              |

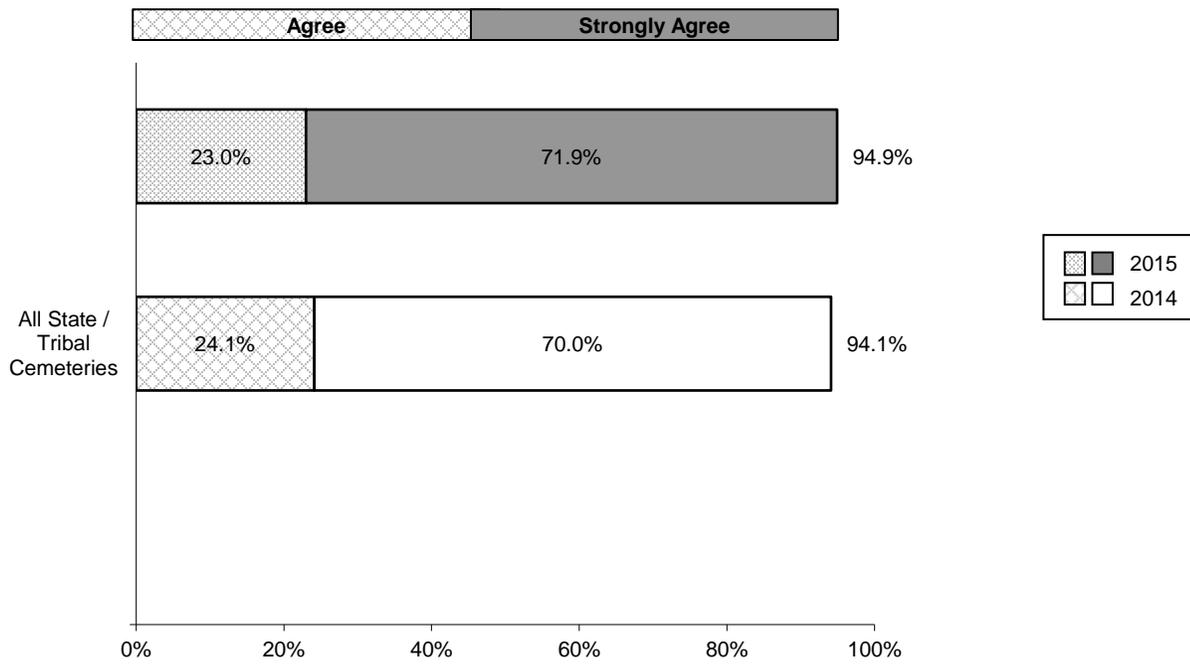
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

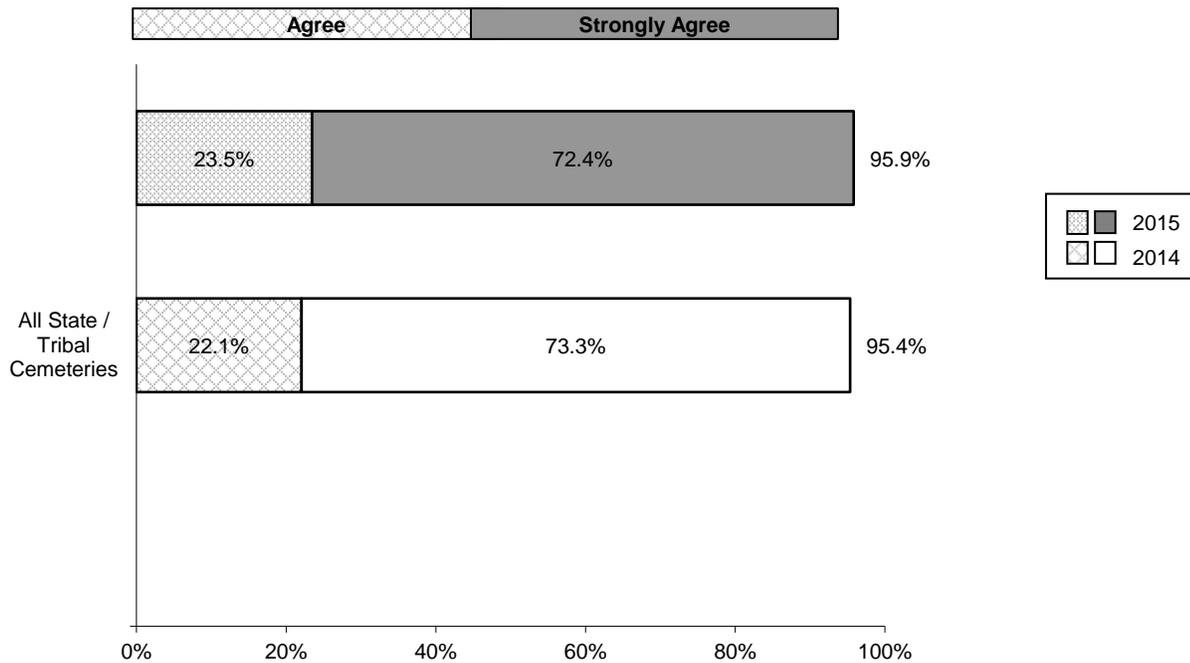
# Trust

**Question 52/40: Public ceremonies and events at the cemetery promote a sense of patriotism and heritage (continued).**

## NEXT OF KIN



## FUNERAL DIRECTORS



## **Satisfaction with Information and Communication**

### **Next of Kin**

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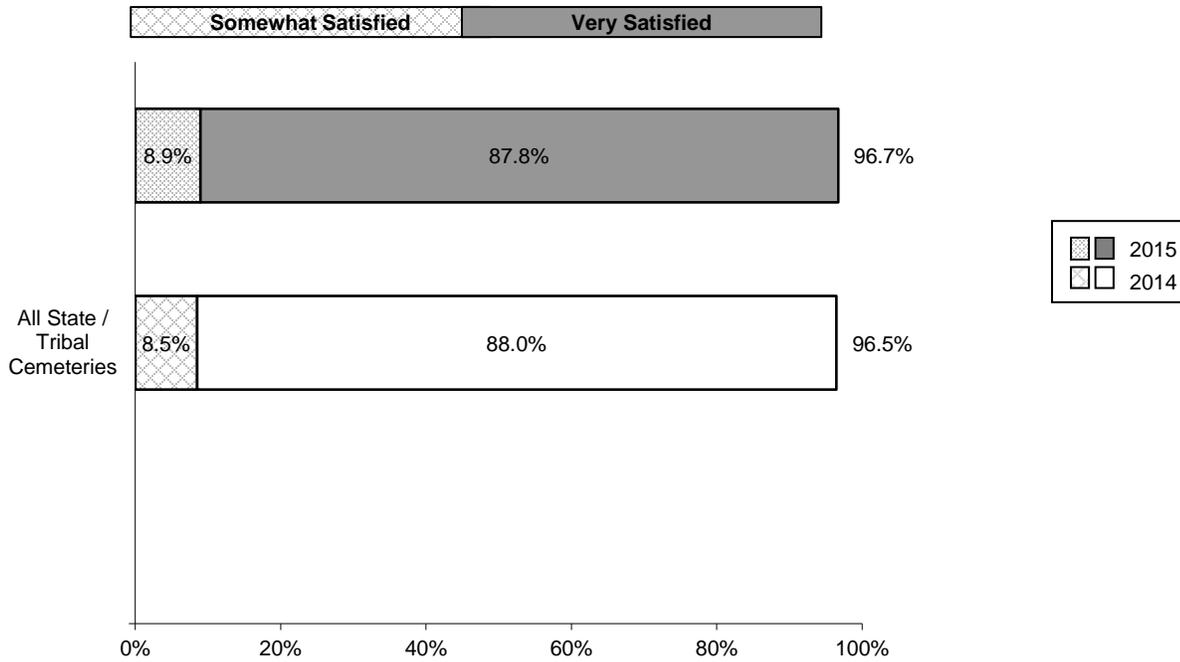
#### **SECTION DESCRIPTION**

- This section presents survey findings from next of kin on their satisfaction with the information they received throughout their experiences with the State or Tribal Veterans Cemetery where their loved one was interred.
- A measure of overall satisfaction with information and communication is presented first, followed by responses to individual survey questions. Question-by-question comparative analyses (Elements of Comparison) are also presented in this chapter.
- Note that due to rounding, some percentages may not sum to 100.

## Information and Communication: Next of Kin

### OVERALL SATISFACTION MEASURE

**Question 9: Overall, how satisfied are you with the information you were provided throughout your experiences with the State or Tribal Veterans Cemetery?**

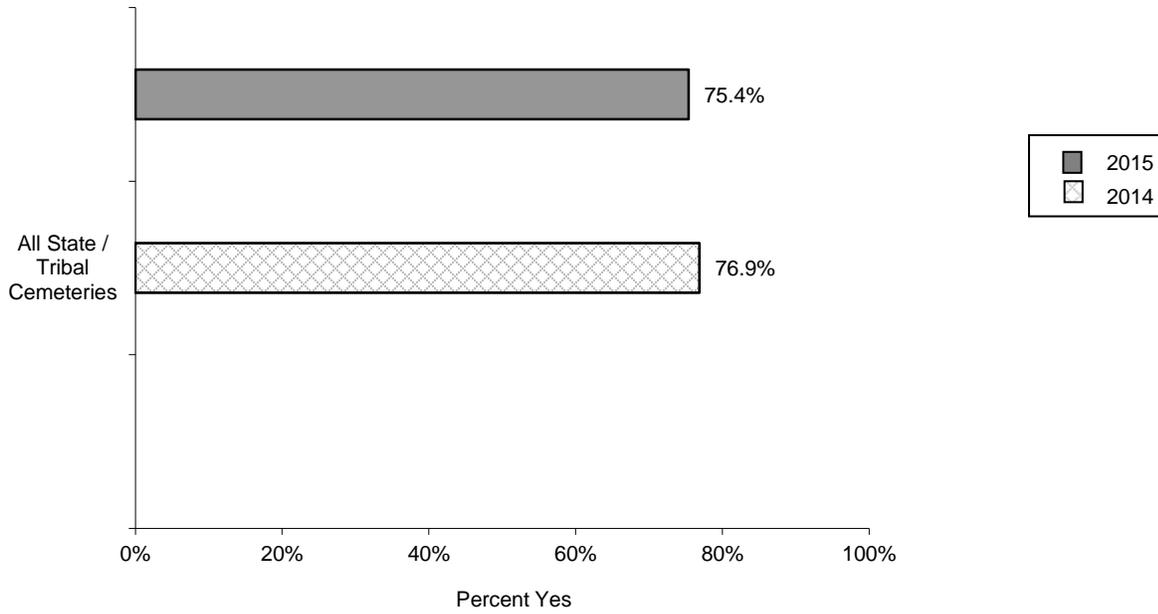


|                                      | Year | n    | Very satisfied | Change Score* | Somewhat satisfied | Neither | Somewhat dissatisfied | Very dissatisfied |
|--------------------------------------|------|------|----------------|---------------|--------------------|---------|-----------------------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 5579 | 87.8%          | -0.2%         | 8.9%               | 2.4%    | 0.5%                  | 0.4%              |
|                                      | 2014 | 5066 | 88.0%          |               | 8.5%               | 2.4%    | 0.7%                  | 0.4%              |

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

## Information and Communication: Next of Kin

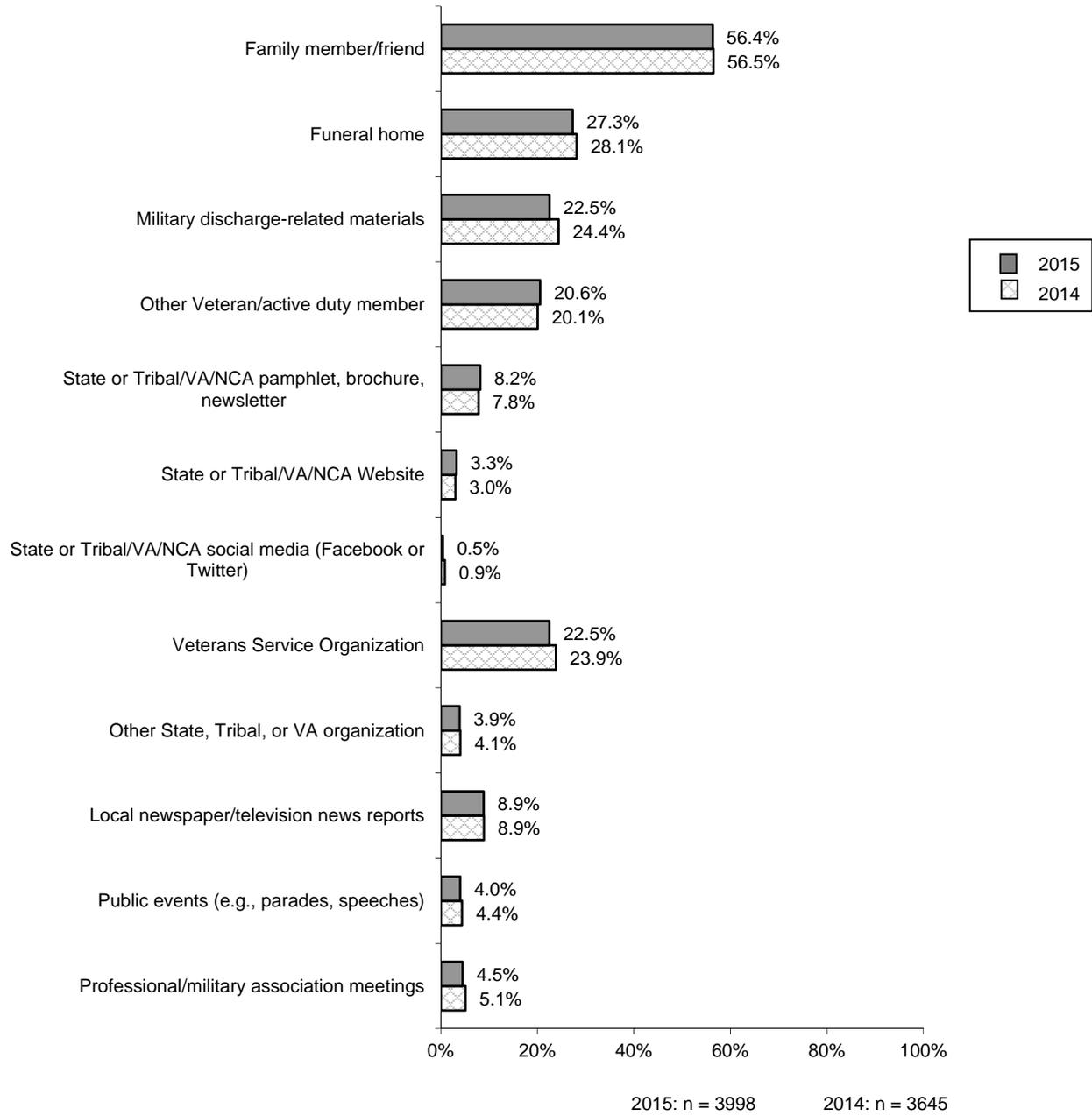
**Question 6: Prior to your time of need, were you aware of the benefits related to burial in a State or Tribal Veterans Cemetery?**



|                                    | Year | n    | Yes   | No    |
|------------------------------------|------|------|-------|-------|
| <b>All State/Tribal Cemeteries</b> | 2015 | 5461 | 75.4% | 24.6% |
|                                    | 2014 | 4901 | 76.9% | 23.1% |

## Information and Communication: Next of Kin

### Question 7: How did you learn of these benefits prior to your time of need?

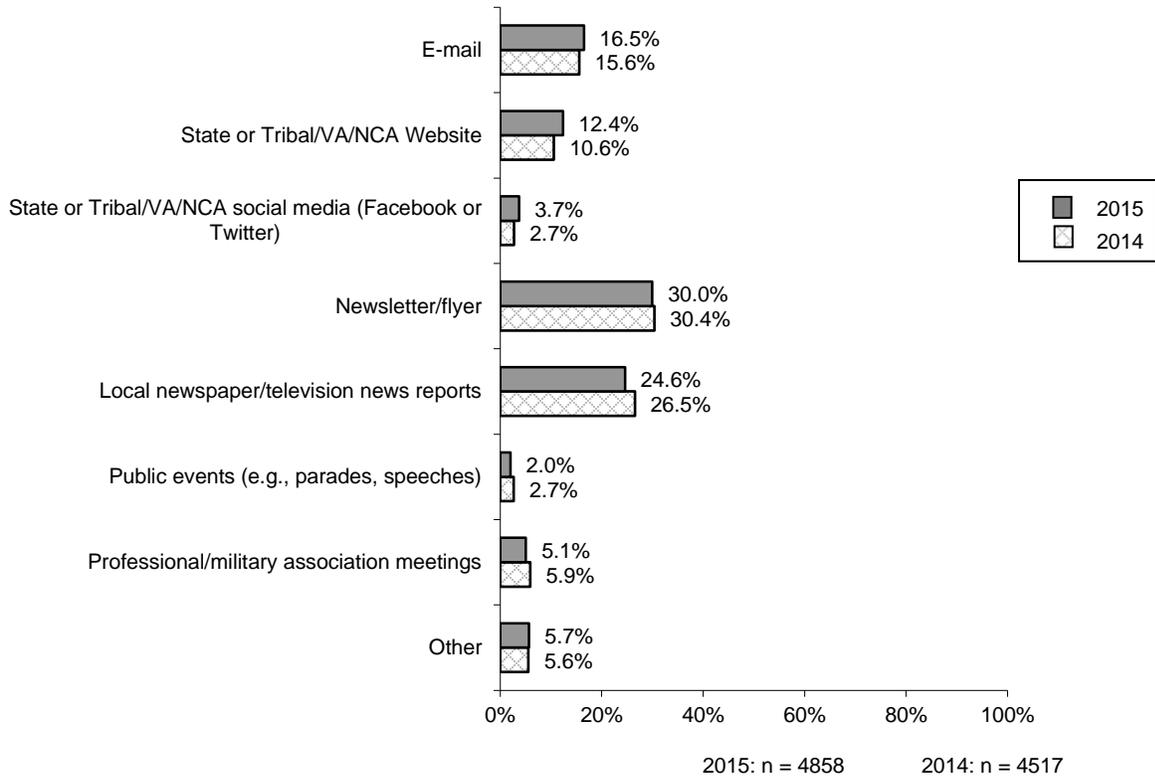


**Note: As respondents could select more than one response option, percents may not sum to 100.**

**Only respondents that indicated "Yes" to Question 6 (NoK) received this question.**

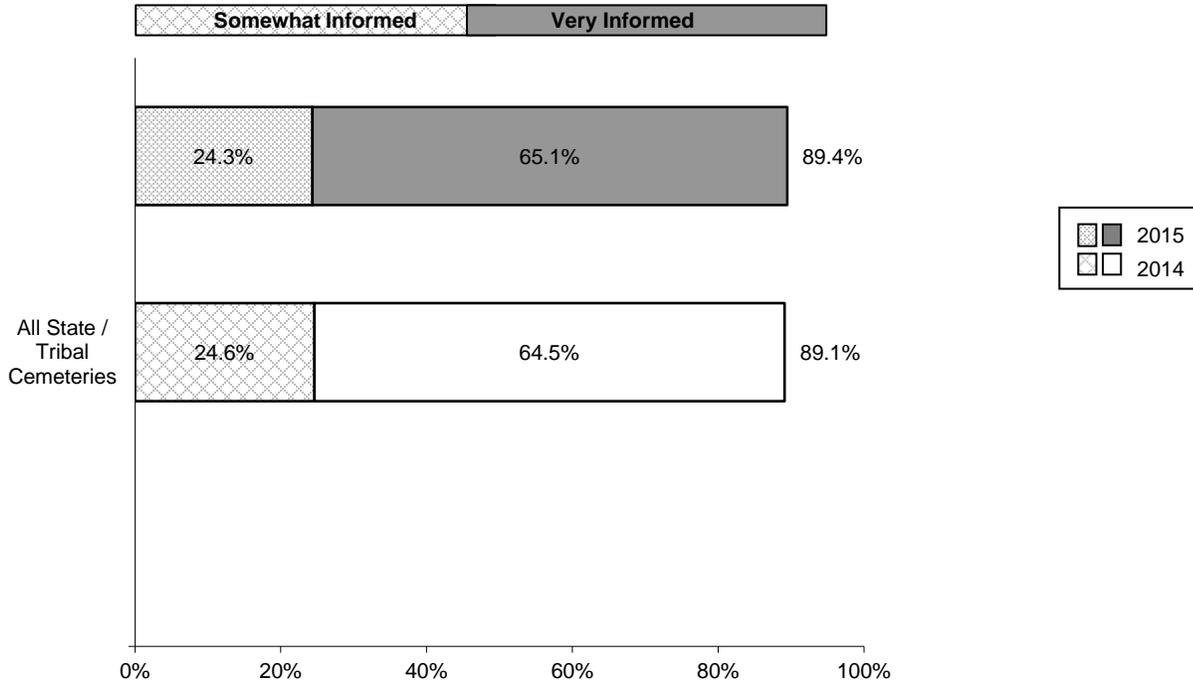
## Information and Communication: Next of Kin

**Question 8: Prior to the time of need, what is the BEST way for the State or Tribal Veterans Cemetery to convey information regarding benefits?**



## Information and Communication: Next of Kin

**Question 10: To what extent were you informed of the details (e.g., length of service, use of committal shelters) related to the committal service prior to attending the service?**

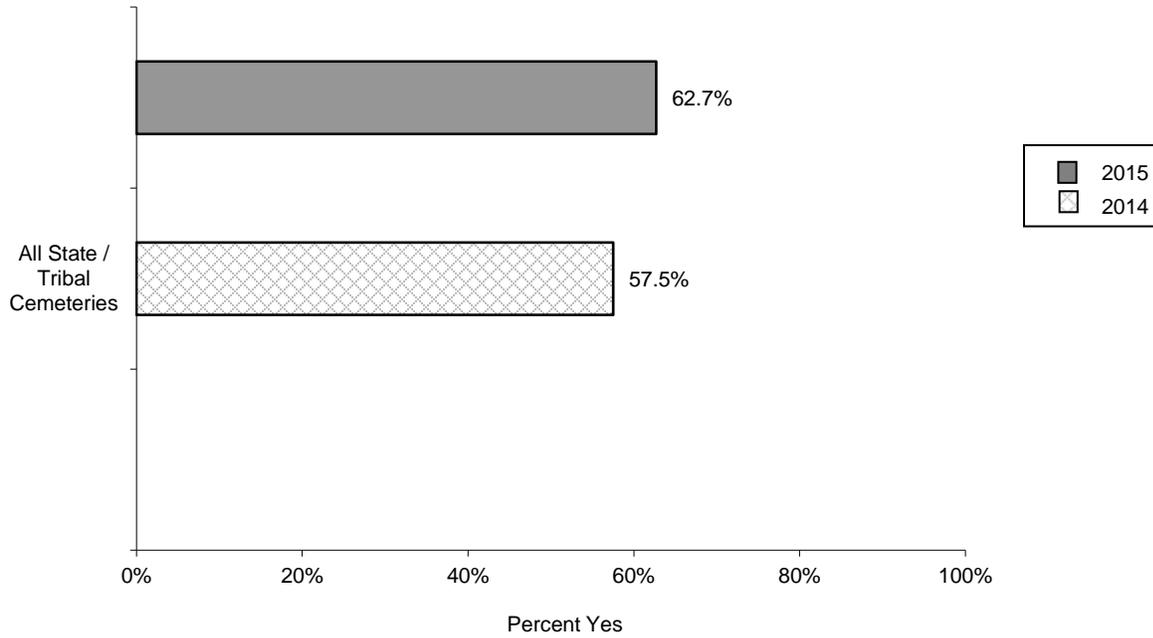


|                                      | Year | n    | Very informed | Change Score* | Somewhat informed | Neither | Somewhat uninformed | Very uninformed |
|--------------------------------------|------|------|---------------|---------------|-------------------|---------|---------------------|-----------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 5569 | 65.1%         | <b>0.6%</b>   | 24.3%             | 5.8%    | 2.5%                | 2.2%            |
|                                      | 2014 | 5092 | 64.5%         |               | 24.6%             | 6.4%    | 2.6%                | 1.9%            |

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

## Information and Communication: Next of Kin

**Question 26: If your loved one was a Veteran, did you receive a Presidential Memorial Certificate?**

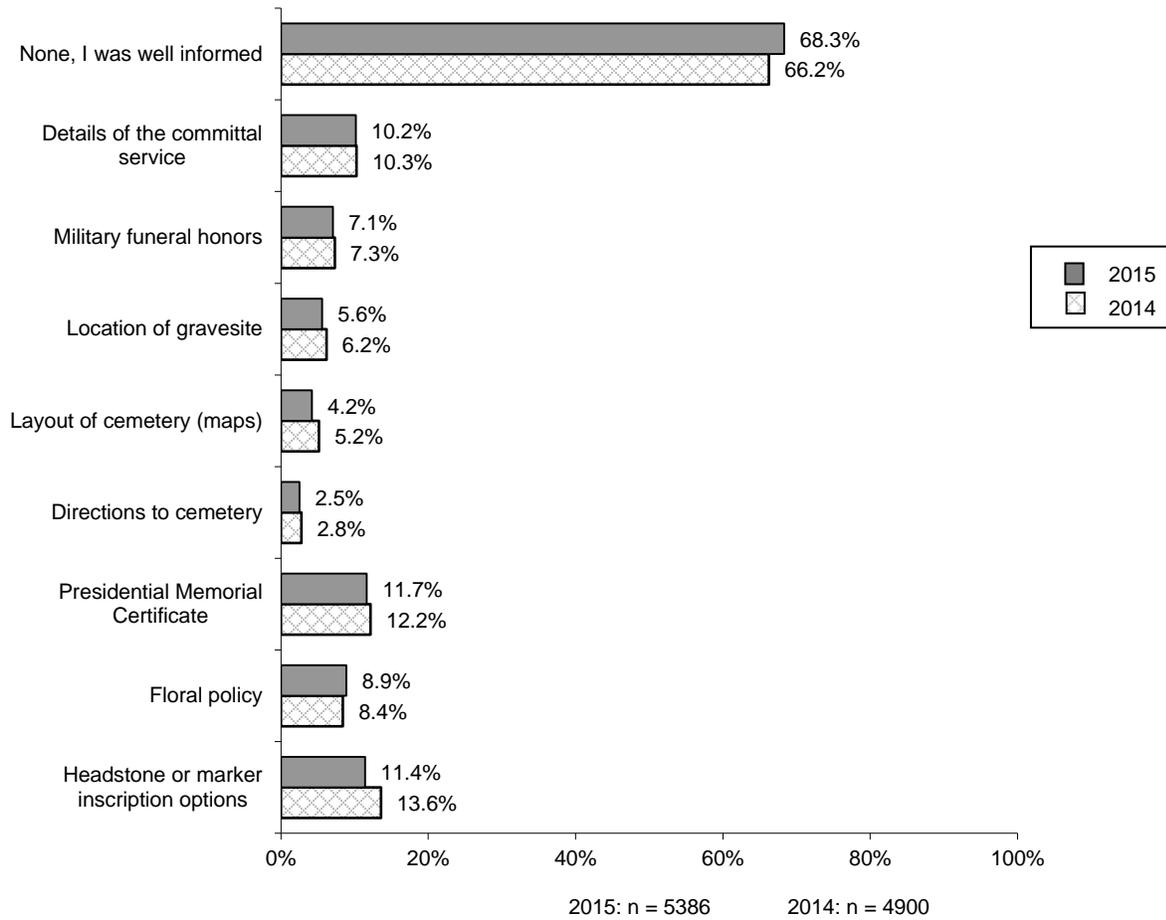


|                             | Year | n    | Yes   | No    |
|-----------------------------|------|------|-------|-------|
| All State/Tribal Cemeteries | 2015 | 3831 | 62.7% | 37.3% |
|                             | 2014 | 3524 | 57.5% | 42.5% |

**Only respondents whose loved one was a Veteran received this question.**

## Information and Communication: Next of Kin

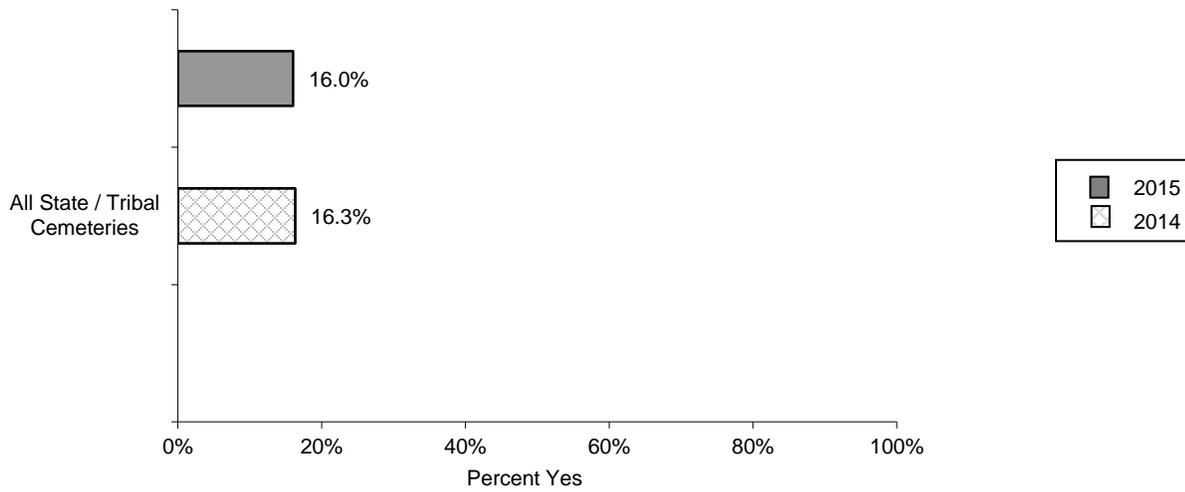
**Question 27: Looking back at your overall experiences with the State or Tribal Veterans Cemetery, which items would you have liked more information about?**



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

## Information and Communication: Next of Kin

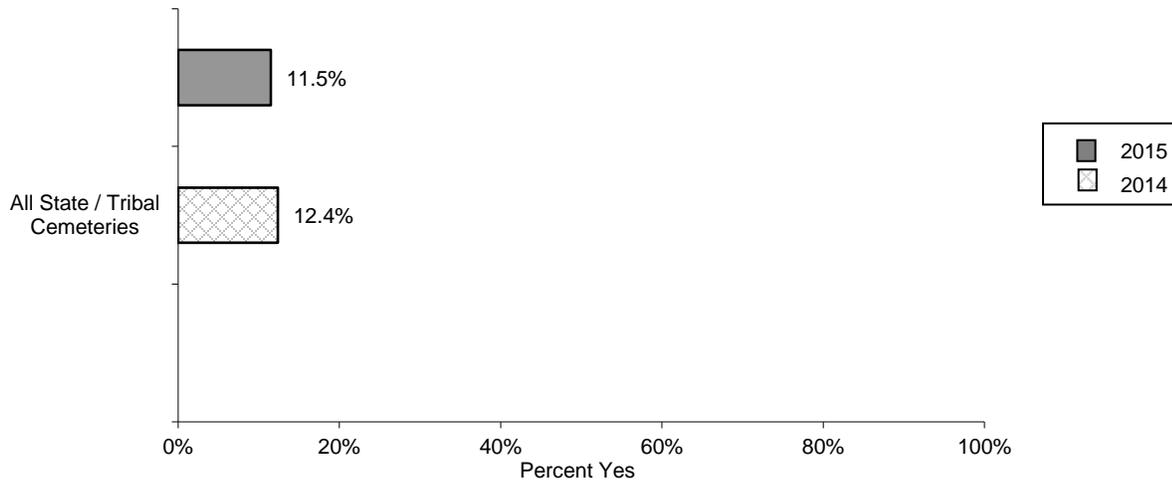
**Question 28a: After the loss of your loved one... Did you need bereavement counseling or support?**



|  | Year | n    | Yes   | No    |
|--|------|------|-------|-------|
| <b>All State/Tribal<br/>Cemeteries</b> | 2015 | 5522 | 16.0% | 84.0% |
|  | 2014 | 5025 | 16.3% | 83.7% |

## Information and Communication: Next of Kin

**Question 28b: After the loss of your loved one... Did you seek bereavement counseling or support?**

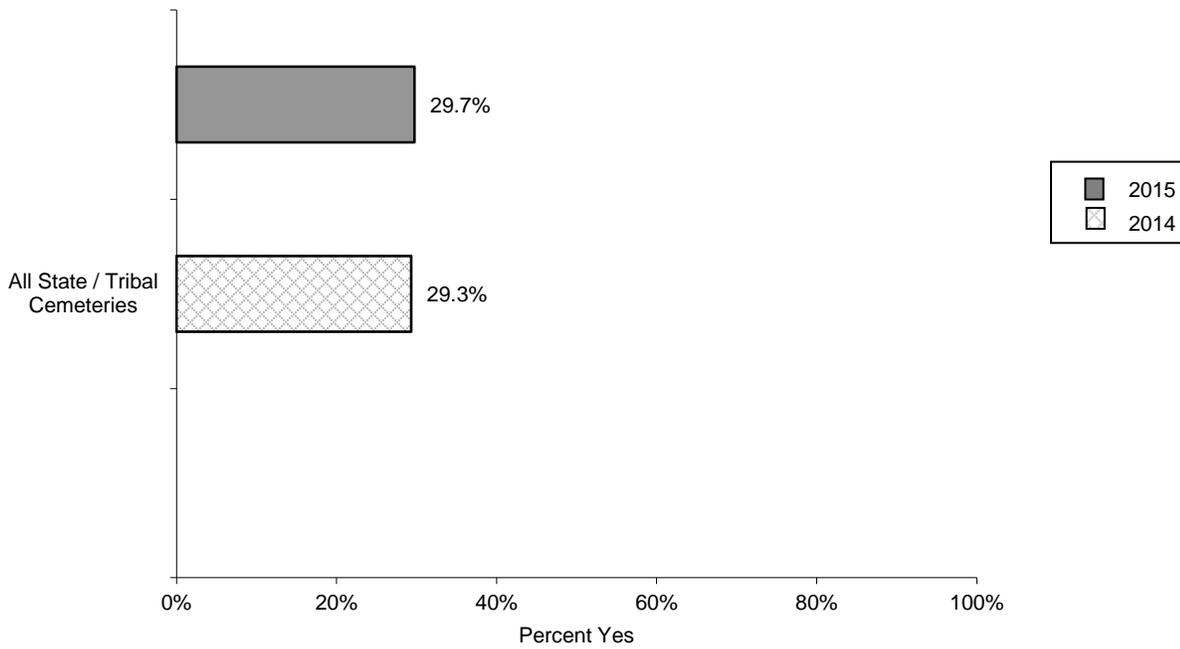


|  | Year | n    | Yes   | No    |
|--|------|------|-------|-------|
| <b>All State/Tribal<br/>Cemeteries</b> | 2015 | 5525 | 11.5% | 88.5% |
|  | 2014 | 5018 | 12.4% | 87.6% |

## Information and Communication: Next of Kin

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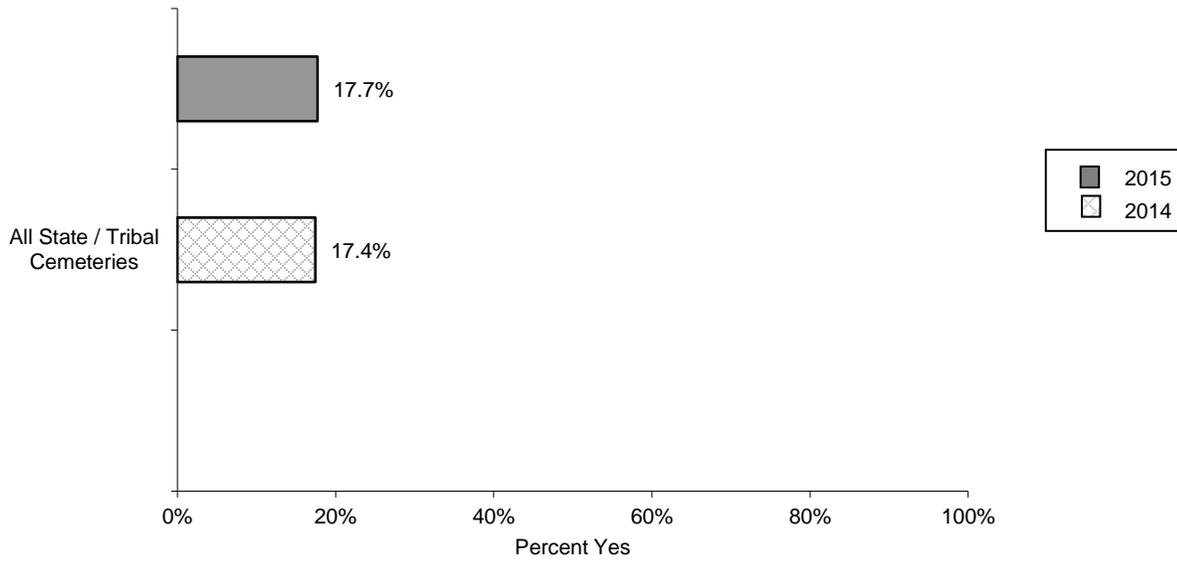
**Question 29: Have you contacted VA to find out if you are eligible for VA survivor benefits?**



|  | Year | n    | Yes   | No    |
|--|------|------|-------|-------|
| <b>All State/Tribal<br/>Cemeteries</b> | 2015 | 5486 | 29.7% | 70.3% |
|  | 2014 | 5036 | 29.3% | 70.7% |

## Information and Communication: Next of Kin

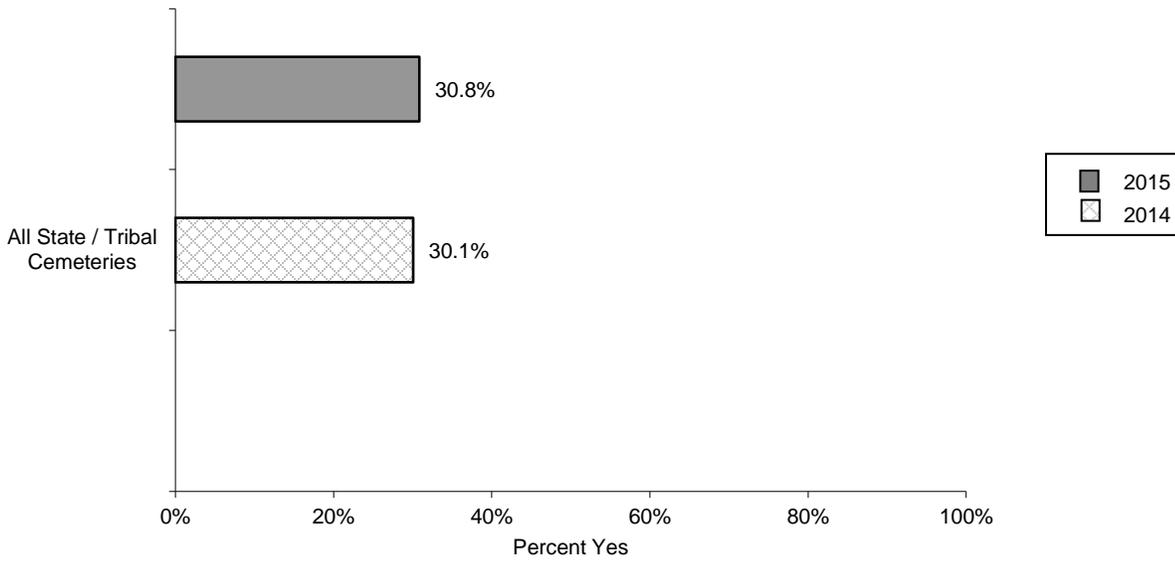
**Question 30: Are you eligible for VA survivor benefits?**



|                                    | Year | n    | Yes   | No    | Don't know |
|------------------------------------|------|------|-------|-------|------------|
| <b>All State/Tribal Cemeteries</b> | 2015 | 5430 | 17.7% | 45.3% | 37.0%      |
|                                    | 2014 | 4949 | 17.4% | 47.0% | 35.6%      |

## Information and Communication: Next of Kin

**Question 31: Have you applied for VA survivor benefits?**



|                             | Year | n    | Yes   | No    |
|-----------------------------|------|------|-------|-------|
| All State/Tribal Cemeteries | 2015 | 2872 | 30.8% | 69.2% |
|                             | 2014 | 2531 | 30.1% | 69.9% |

**Only respondents that indicated "Yes" or "Don't Know" to Question 30 (NoK) received this question.**

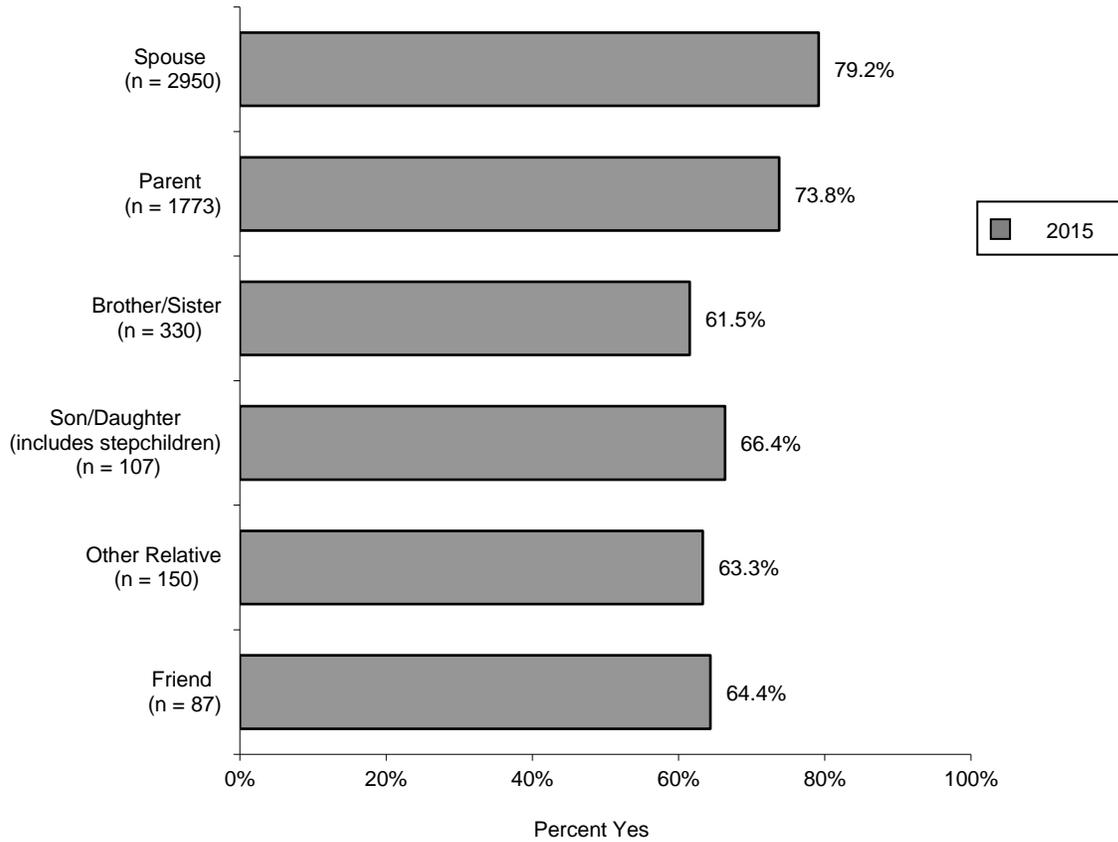
# Information and Communication: Next of Kin

## ELEMENT OF COMPARISON

### Awareness of benefits prior to time of need if your recently deceased loved one was your...

Question 2: Your recently deceased loved one was your...

Question 6: Prior to your time of need, were you aware of the benefits related to burial in a State or Tribal Veterans Cemetery?



## **Satisfaction with Information and Communication Funeral Directors**

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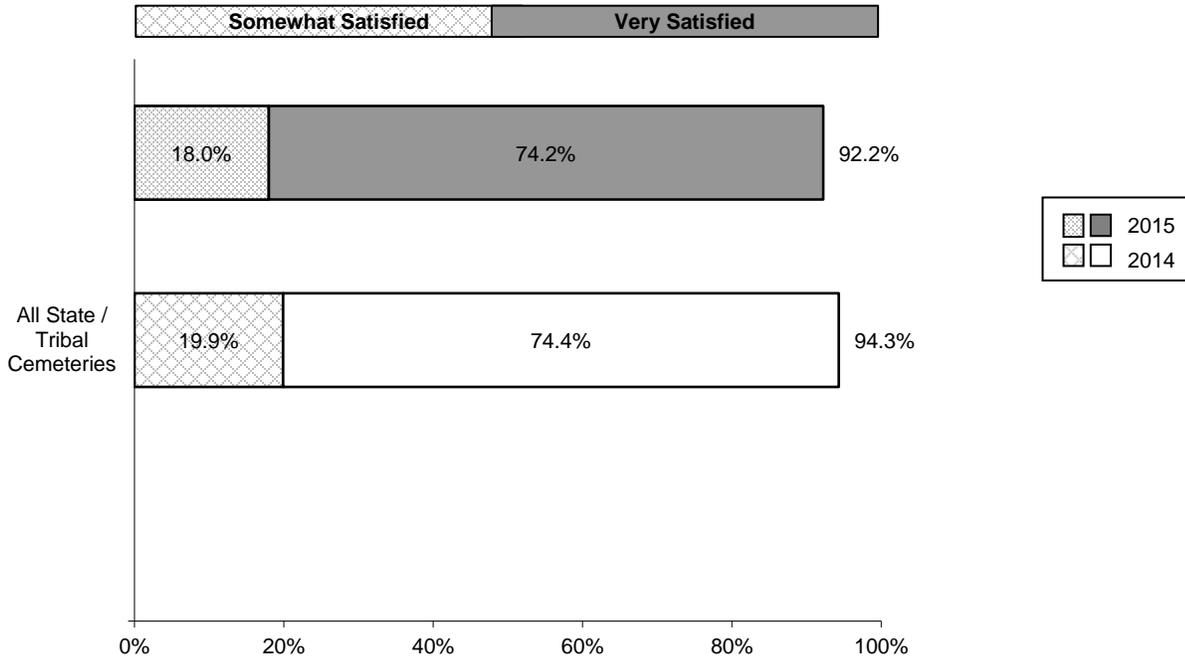
### **SECTION DESCRIPTION**

- This section presents survey findings from funeral directors on their satisfaction with the information they receive from the State or Tribal Veterans Cemetery with which they most frequently do business.
- Measures of overall satisfaction with information and communication are presented first, followed by responses to individual survey questions. This section also presents a question-by-question comparative analysis (Element of Comparison).
- Note that due to rounding, some percentages may not sum to 100.

## Information and Communication: Funeral Directors

### OVERALL SATISFACTION MEASURE

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



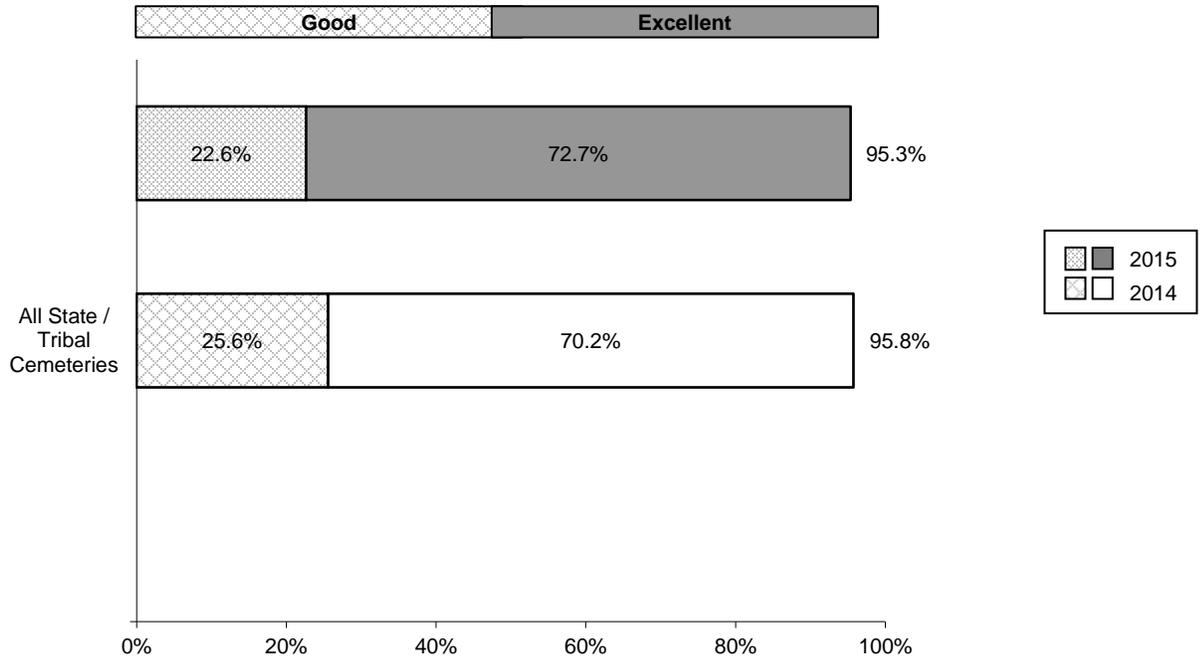
|                                      | Year | n   | Very satisfied | Change Score* | Somewhat satisfied | Neither | Somewhat dissatisfied | Very dissatisfied |
|--------------------------------------|------|-----|----------------|---------------|--------------------|---------|-----------------------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 951 | 74.2%          | <b>-0.2%</b>  | 18.0%              | 5.8%    | 0.9%                  | 1.1%              |
|                                      | 2014 | 809 | 74.4%          |               | 19.9%              | 4.3%    | 0.9%                  | 0.5%              |

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

## Information and Communication: Funeral Directors

### OVERALL SATISFACTION MEASURE

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

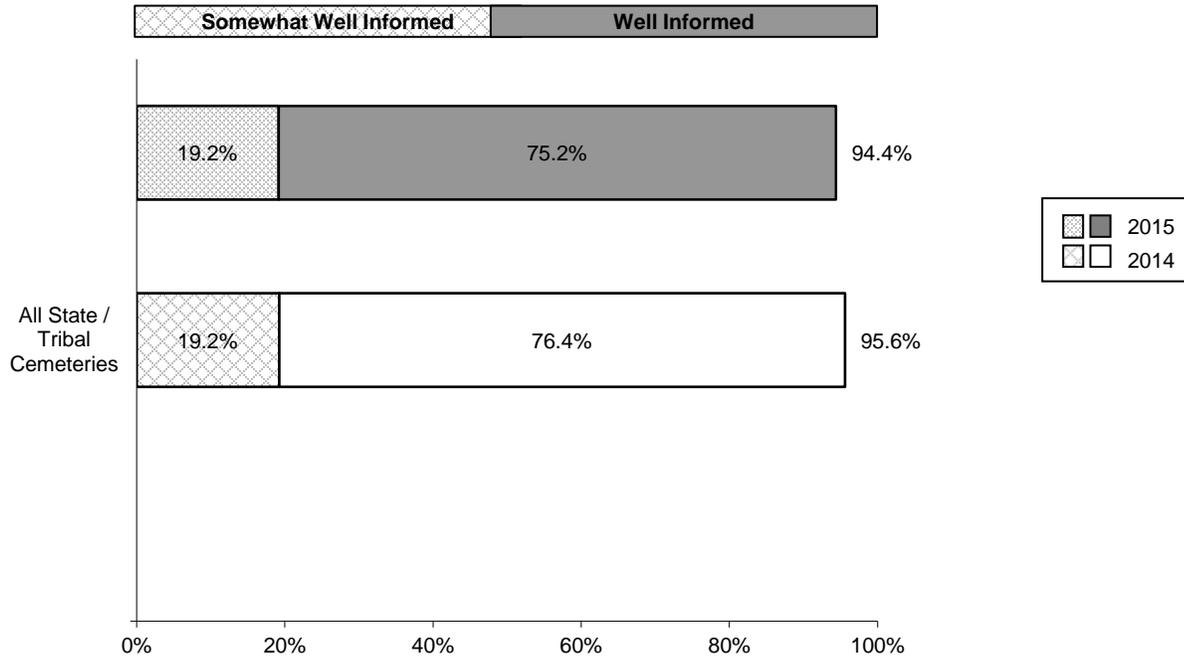


|                                      | Year | n   | Excellent | Change Score* | Good  | Fair | Poor |
|--------------------------------------|------|-----|-----------|---------------|-------|------|------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 972 | 72.7%     | 2.5%          | 22.6% | 3.4% | 1.2% |
|                                      | 2014 | 821 | 70.2%     |               | 25.6% | 3.7% | 0.6% |

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

## Information and Communication: Funeral Directors

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

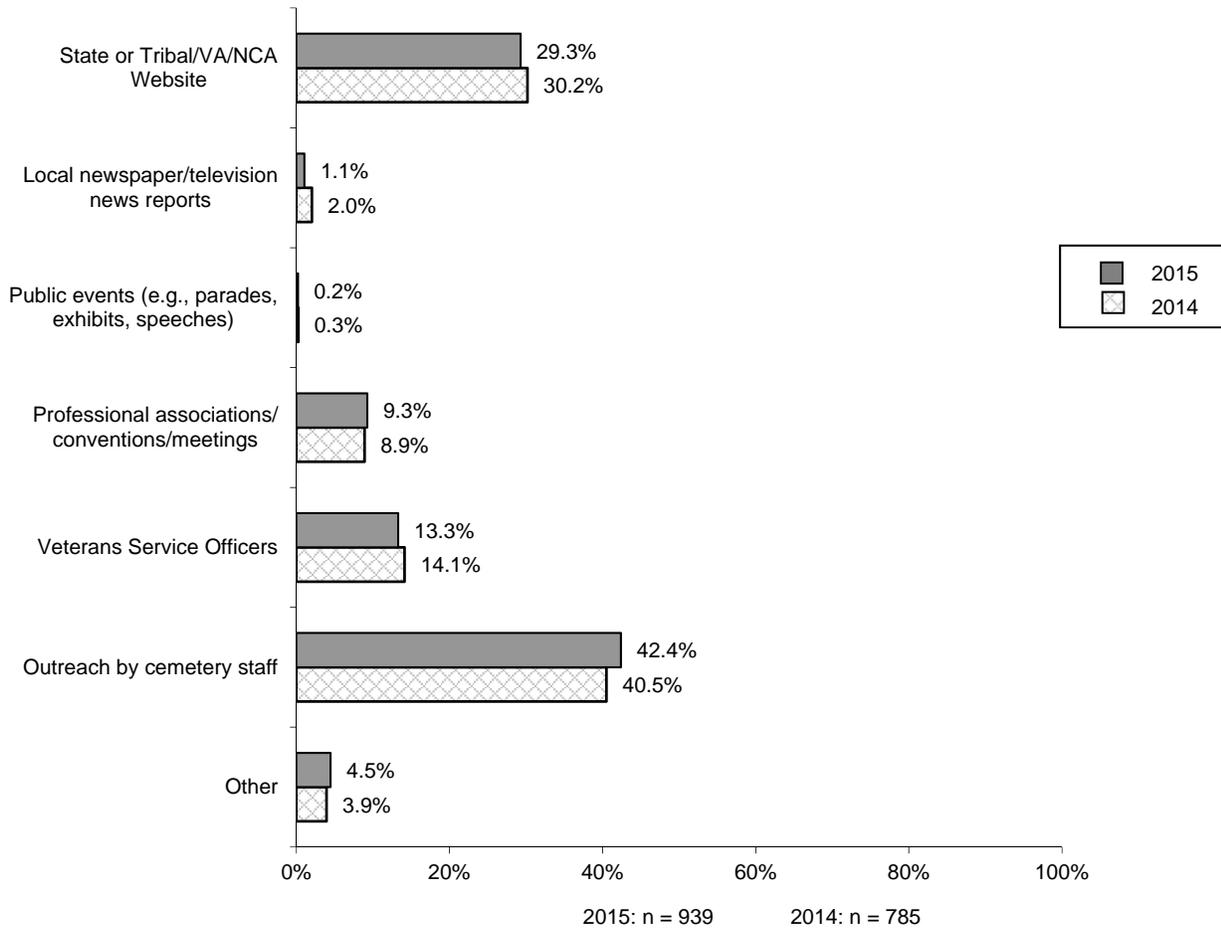


|                                      | Year | n   | Yes, well informed | Change Score* | Yes, somewhat well informed | Not, not well informed |
|--------------------------------------|------|-----|--------------------|---------------|-----------------------------|------------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 981 | 75.2%              | -1.2%         | 19.2%                       | 5.6%                   |
|                                      | 2014 | 821 | 76.4%              |               | 19.2%                       | 4.4%                   |

**\*The change scores represent the difference between the "yes, well informed" categories for the row year and the previous year.**

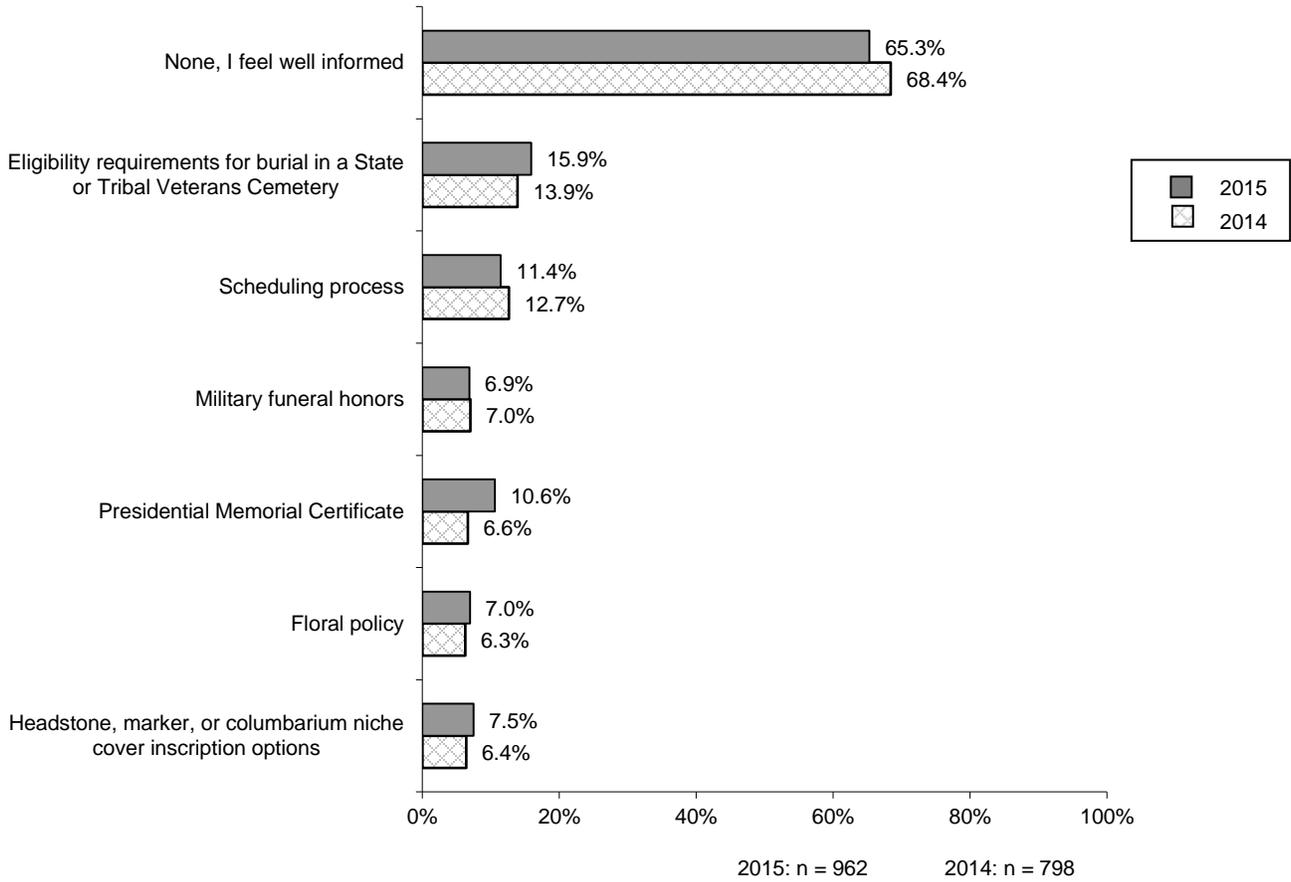
## Information and Communication: Funeral Directors

**Question 7: In general, of the following services, which one provides you the MOST information about State or Tribal Veterans Cemetery policies and procedures?**



## Information and Communication: Funeral Directors

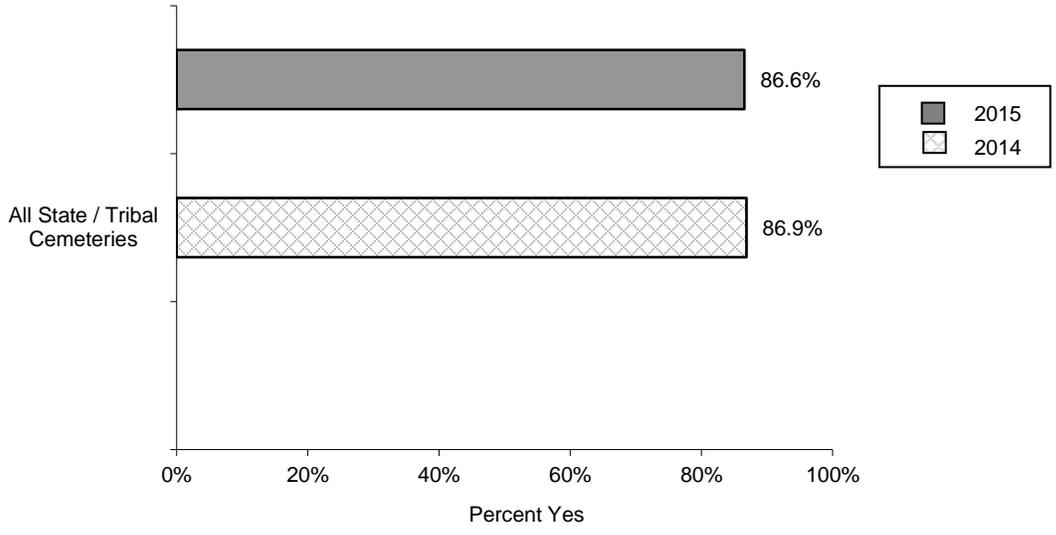
**Question 8: What State or Tribal Veterans Cemetery policies or procedures do you feel you could use more information about?**



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

## Information and Communication: Funeral Directors

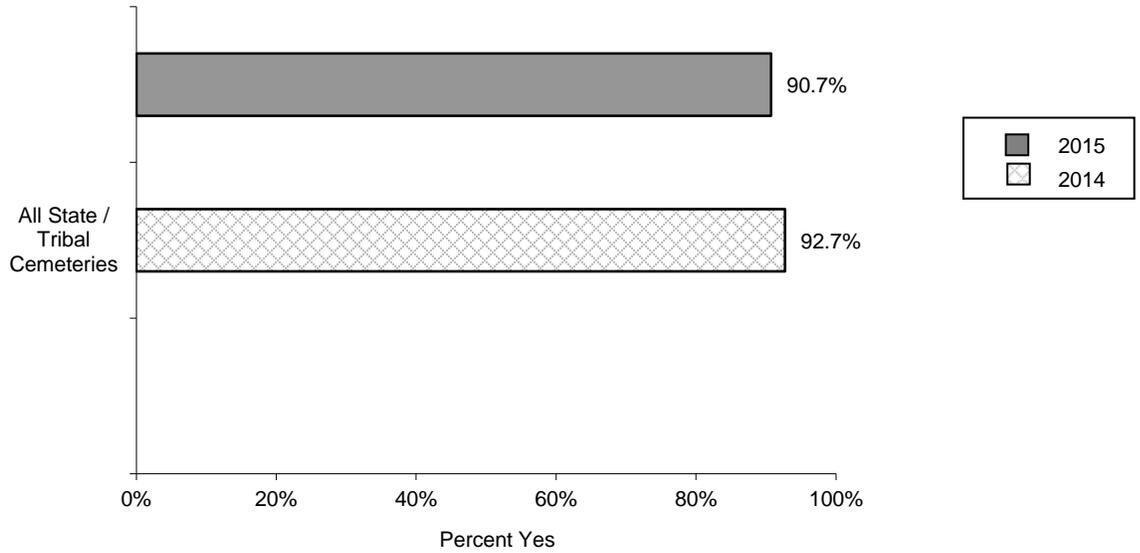
**Question 13: Do you understand the eligibility requirements for burial in a State or Tribal Veterans Cemetery, including eligibility for National Guard, Reservists, and Veteran dependents?**



|                                    | Year | n   | Yes   | No    |
|------------------------------------|------|-----|-------|-------|
| <b>All State/Tribal Cemeteries</b> | 2015 | 952 | 86.6% | 13.4% |
|                                    | 2014 | 814 | 86.9% | 13.1% |

## Information and Communication: Funeral Directors

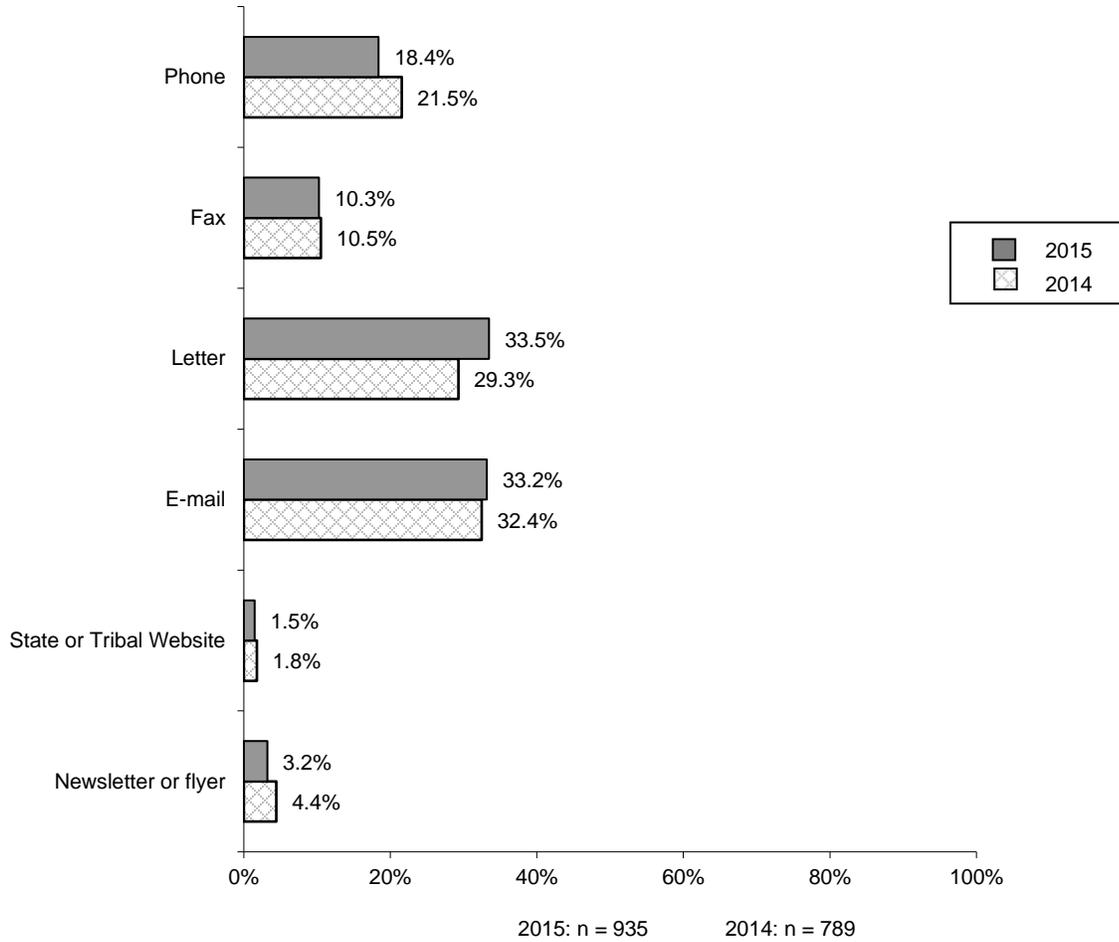
**Question 16: Do you understand the headstone, marker, or columbarium niche cover inscription options available to next of kin?**



|  | Year | n   | Yes   | No   |
|--|------|-----|-------|------|
| <b>All State/Tribal<br/>Cemeteries</b> | 2015 | 948 | 90.7% | 9.3% |
|  | 2014 | 809 | 92.7% | 7.3% |

## Information and Communication: Funeral Directors

**Question 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?**



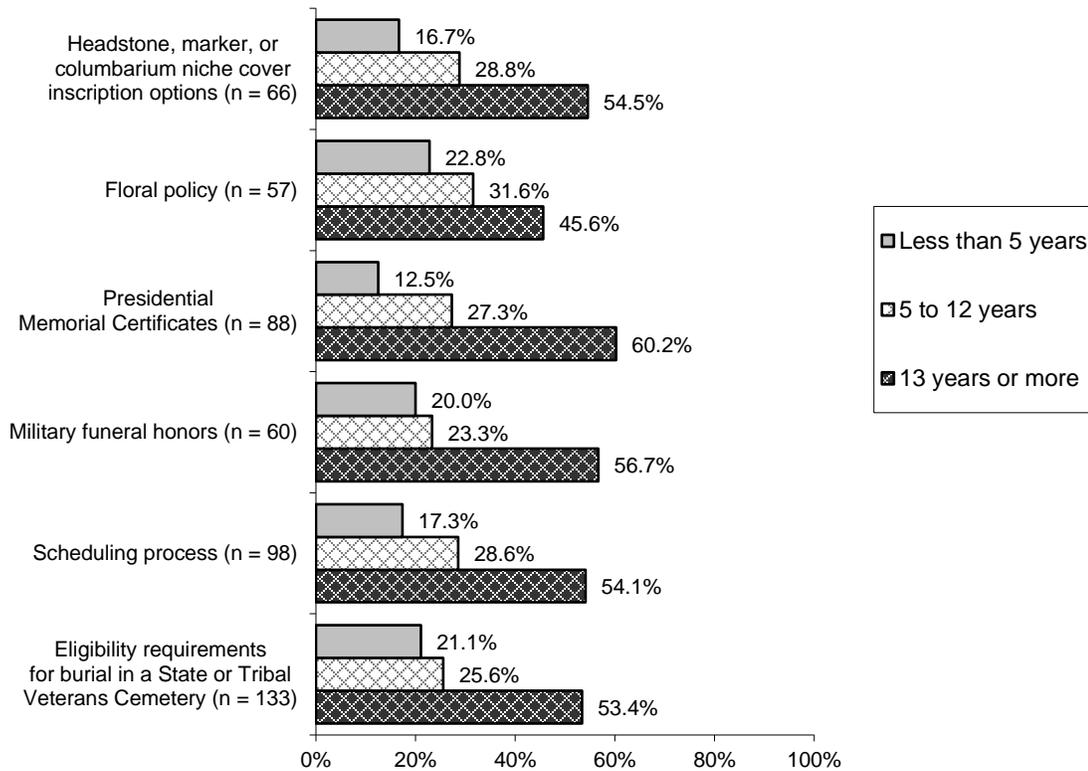
## Information and Communication: Funeral Directors

### ELEMENT OF COMPARISON

**"What State or Tribal Veterans Cemetery policies or procedures do you feel you could use more information about?" by "How long your funeral home worked with this State or Tribal Veterans Cemetery?"**

Question 8: What State or Tribal Veterans Cemetery policies or procedures do you feel you could use more information about?

Question 3: How long has your funeral home worked with this State or Tribal Veterans Cemetery?



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

**Note: Percentages reflect proportions of respondents within each Question 3 subgroup.**

## **Satisfaction with Committal Service(s) Next of Kin**

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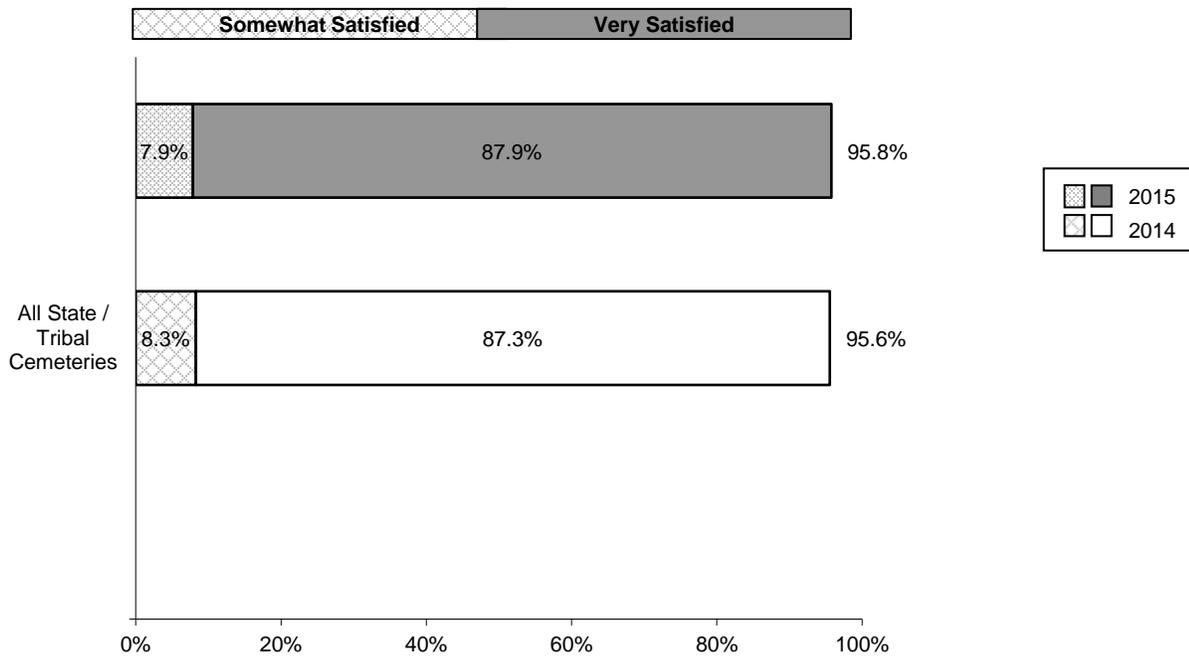
### **SECTION DESCRIPTION**

- This section presents survey findings from next of kin on their satisfaction with the committal service at the State or Tribal Veterans Cemetery where their loved one was interred.
- A measure of overall satisfaction with the committal service is presented first, followed by responses to individual survey questions. Question-by-question comparative analyses (Elements of Comparison) are also presented in this chapter.
- Note that due to rounding, some percentages may not sum to 100.

## Committal Service: Next of Kin

### OVERALL SATISFACTION MEASURE

Question 18: Overall, how satisfied were you with the committal service at the State or Tribal Veterans Cemetery?

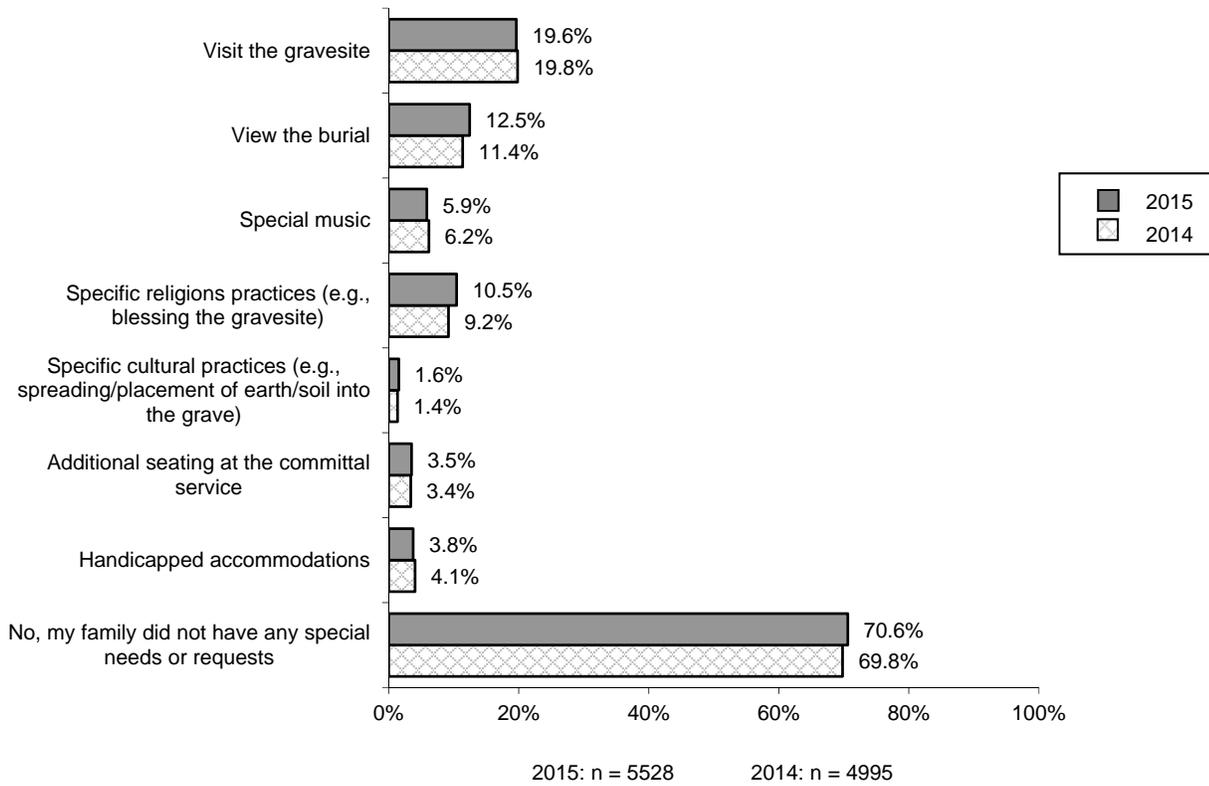


|                                      | Year | n    | Very satisfied | Change Score* | Somewhat satisfied | Neither | Somewhat dissatisfied | Very dissatisfied |
|--------------------------------------|------|------|----------------|---------------|--------------------|---------|-----------------------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 5522 | 87.9%          | 0.6%          | 7.9%               | 3.0%    | 0.9%                  | 0.4%              |
|                                      | 2014 | 5030 | 87.3%          |               | 8.3%               | 3.1%    | 0.9%                  | 0.5%              |

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

## Committal Service: Next of Kin

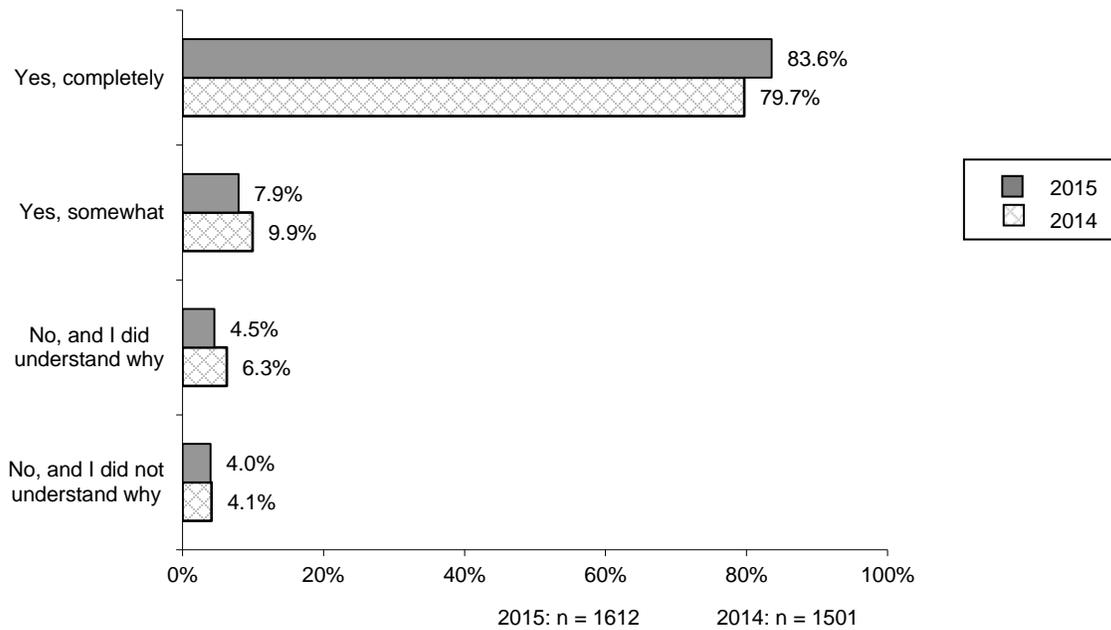
**Question 11: At the committal service, did your family have any of the following special needs or requests?**



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

## Committal Service: Next of Kin

**Question 12: Was the cemetery able to accommodate these special needs or requests to your satisfaction?**



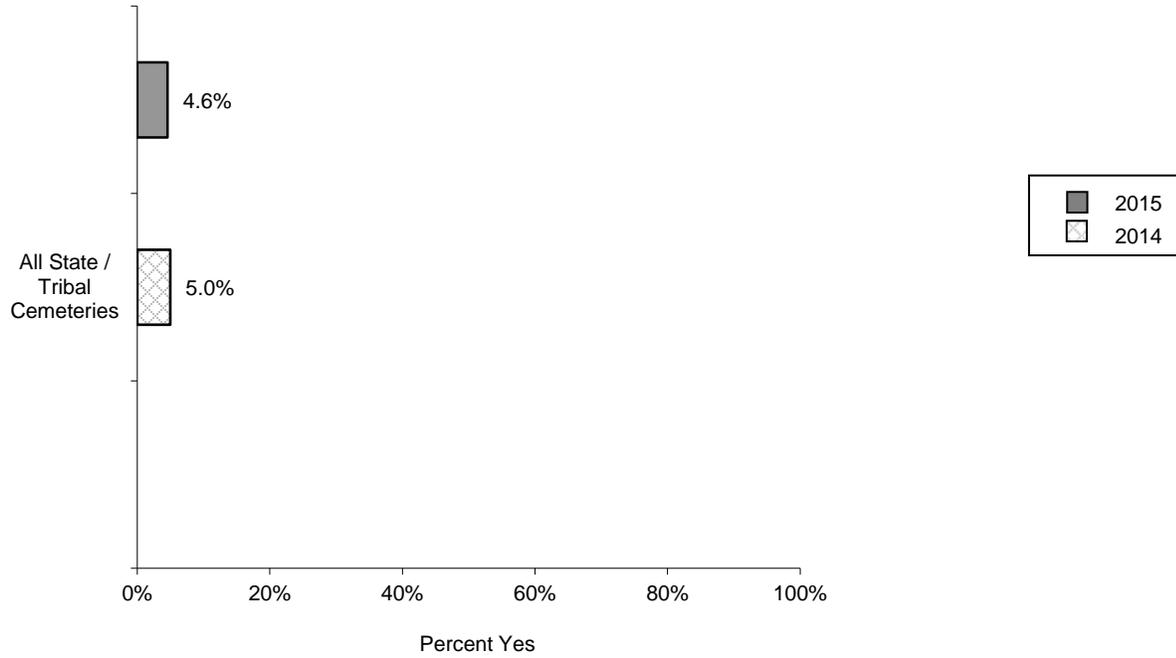
|                                      | Year | n    | Yes, completely | Change Score* | Yes, somewhat | No, and I did understand why | No, and I did not understand why |
|--------------------------------------|------|------|-----------------|---------------|---------------|------------------------------|----------------------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 1612 | 83.6%           | 3.9%          | 7.9%          | 4.5%                         | 4.0%                             |
|                                      | 2014 | 1501 | 79.7%           |               | 9.9%          | 6.3%                         | 4.1%                             |

\*The change scores represent the difference between the "yes, completely" categories for the row year and the previous year.

Respondents that indicated "No, my family did not have any needs or requests" to Question 11 (NoK) did not receive this question.

## Committal Service: Next of Kin

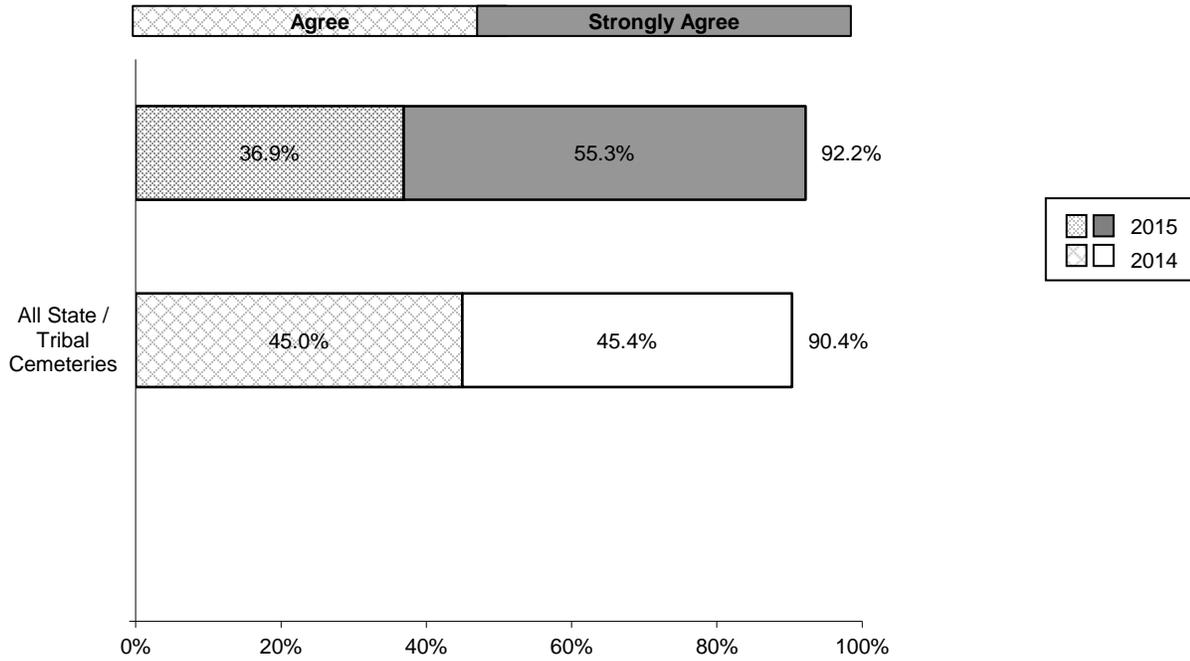
**Question 13: Prior to the service for your loved one, did you view the NCA videos illustrating different committal service options at State or Tribal Veterans Cemeteries?**



|                                    | Year | n    | Yes  | No    |
|------------------------------------|------|------|------|-------|
| <b>All State/Tribal Cemeteries</b> | 2015 | 5541 | 4.6% | 95.4% |
|                                    | 2014 | 5042 | 5.0% | 95.0% |

## Committal Service: Next of Kin

**Question 14: The video(s) helped me understand the burial process at the State or Tribal Veterans Cemetery.**



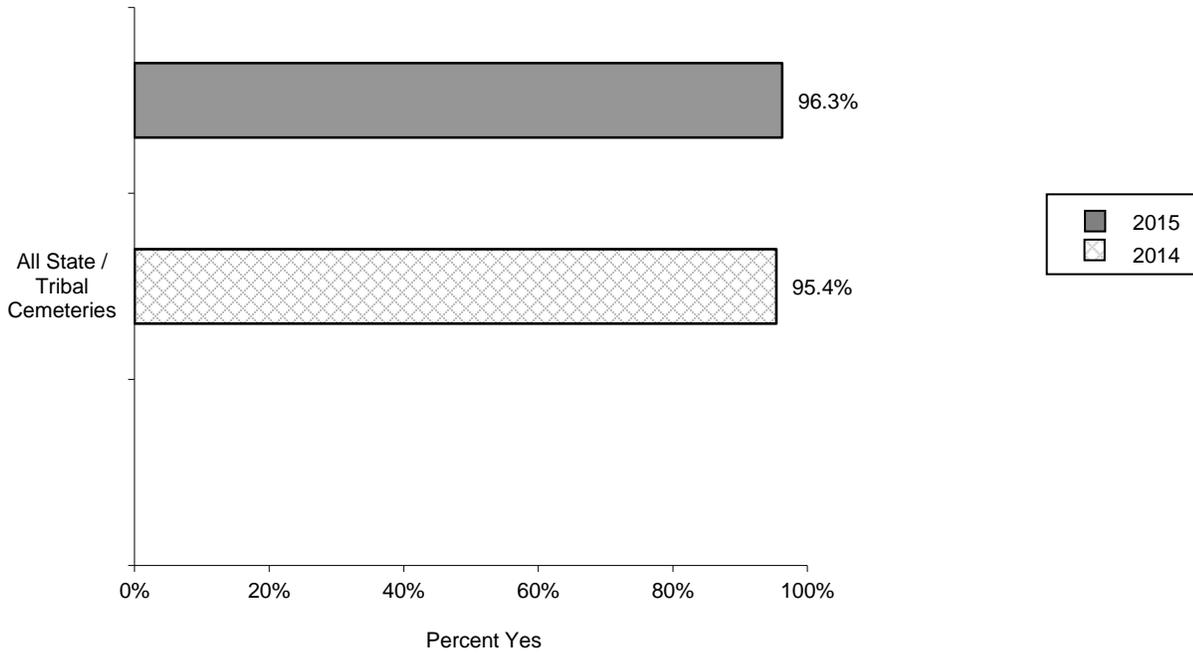
|                                      | Year | n   | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|-----|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 244 | 55.3%          | 9.9%          | 36.9% | 7.0%    | 0.8%     | 0.0%              |
|                                      | 2014 | 238 | 45.4%          |               | 45.0% | 8.0%    | 1.3%     | 0.4%              |

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

**Only respondents that indicated "Yes" to Question 13 (NoK) received this question.**

## Committal Service: Next of Kin

**Question 15: Was your experience at the State or Tribal Veterans Cemetery similar to the video on service options you viewed?**

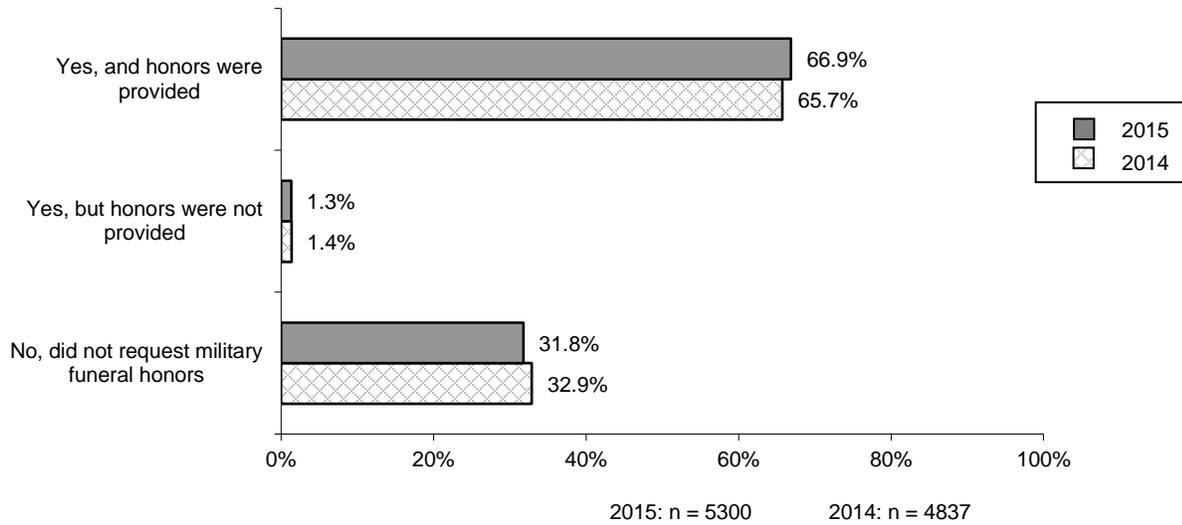


|  | Year | n   | Yes   | No   |
|--|------|-----|-------|------|
| <b>All State/Tribal<br/>Cemeteries</b> | 2015 | 240 | 96.3% | 3.8% |
|  | 2014 | 238 | 95.4% | 4.6% |

**Only respondents that indicated "Yes" to Question 13 (NoK) received this question.**

## Committal Service: Next of Kin

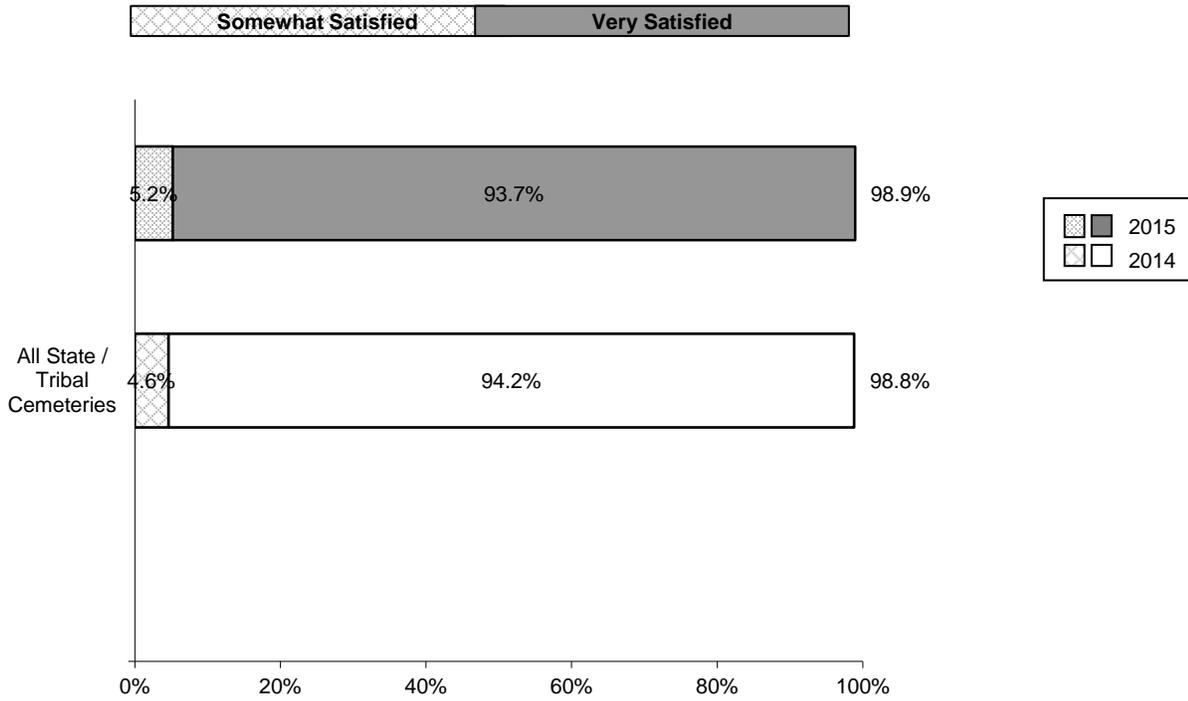
**Question 16: If your loved one was a Veteran, did your family request military funeral honors?**



|                                      | Year | n    | Yes, and honors were provided | Yes, but honors were not provided | No, did not request military funeral honors |
|--------------------------------------|------|------|-------------------------------|-----------------------------------|---|
| <b>All State / Tribal Cemeteries</b> | 2015 | 5300 | 66.9%                         | 1.3%                              | 31.8%                                       |
|                                      | 2014 | 4837 | 65.7%                         | 1.4%                              | 32.9%                                       |

## Committal Service: Next of Kin

**Question 17: How satisfied were you with the quality of the military funeral honors your loved one received?**



|                                      | Year | n    | Very satisfied | Change Score* | Somewhat satisfied | Neither | Somewhat dissatisfied | Very dissatisfied |
|--------------------------------------|------|------|----------------|---------------|--------------------|---------|-----------------------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 3493 | 93.7%          | -0.5%         | 5.2%               | 0.5%    | 0.4%                  | 0.2%              |
|                                      | 2014 | 3123 | 94.2%          |               | 4.6%               | 0.4%    | 0.7%                  | 0.2%              |

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

Only respondents that indicated "Yes, and honors were provided" to Question 16 (NoK) received this question.

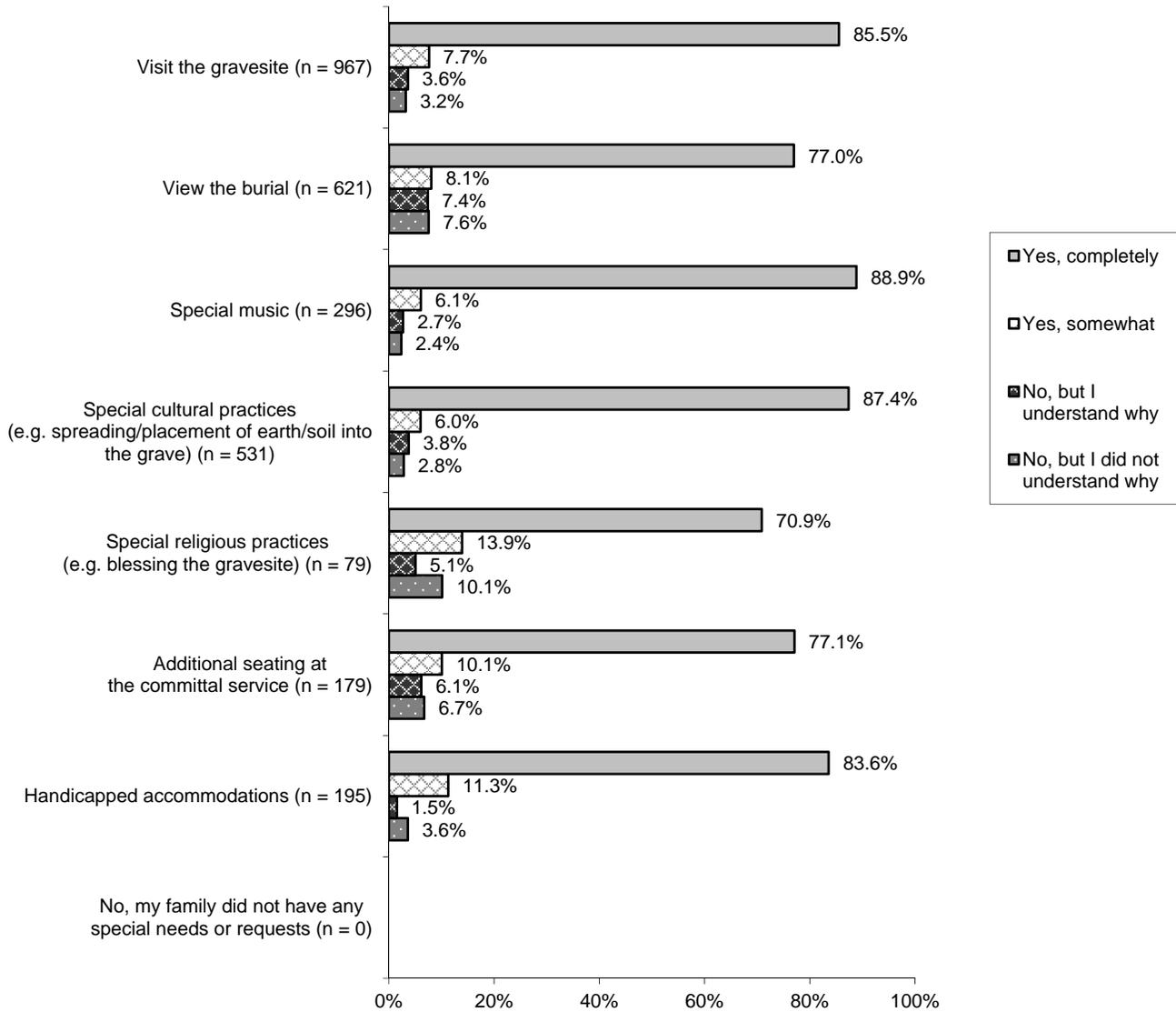
## Committal Service: Next of Kin

### ELEMENT OF COMPARISON

**By special need requested, how satisfied was the requestor with the cemetery's ability to accommodate the request?**

Question 11: At the committal service, did your family have any of the following special needs or requests?

Question 12: Was the cemetery able to accommodate these special needs or requests to your satisfaction?



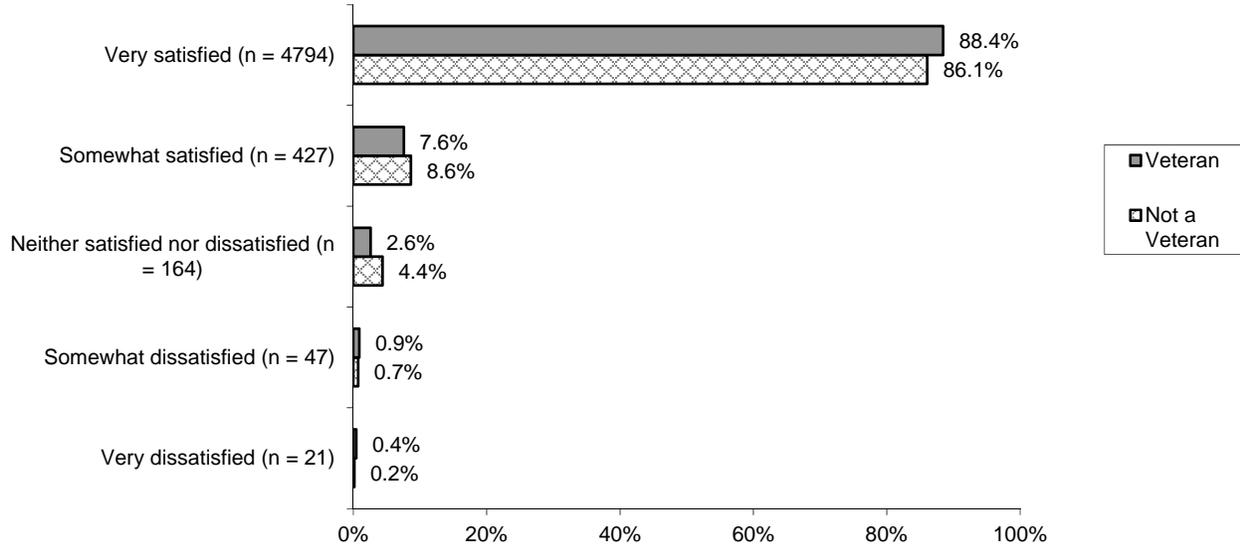
# Committal Service: Next of Kin

## ELEMENT OF COMPARISON

Satisfaction with the quality of the committal service at the State or Tribal Veterans Cemetery cemetery by Veteran status.

Question 5: Have you ever served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit?

Question 18: Overall, how satisfied were you with the committal service at the State or Tribal Veterans Cemetery?



**Satisfaction with Committal Service  
Scheduling and Staff Support  
Funeral Directors**

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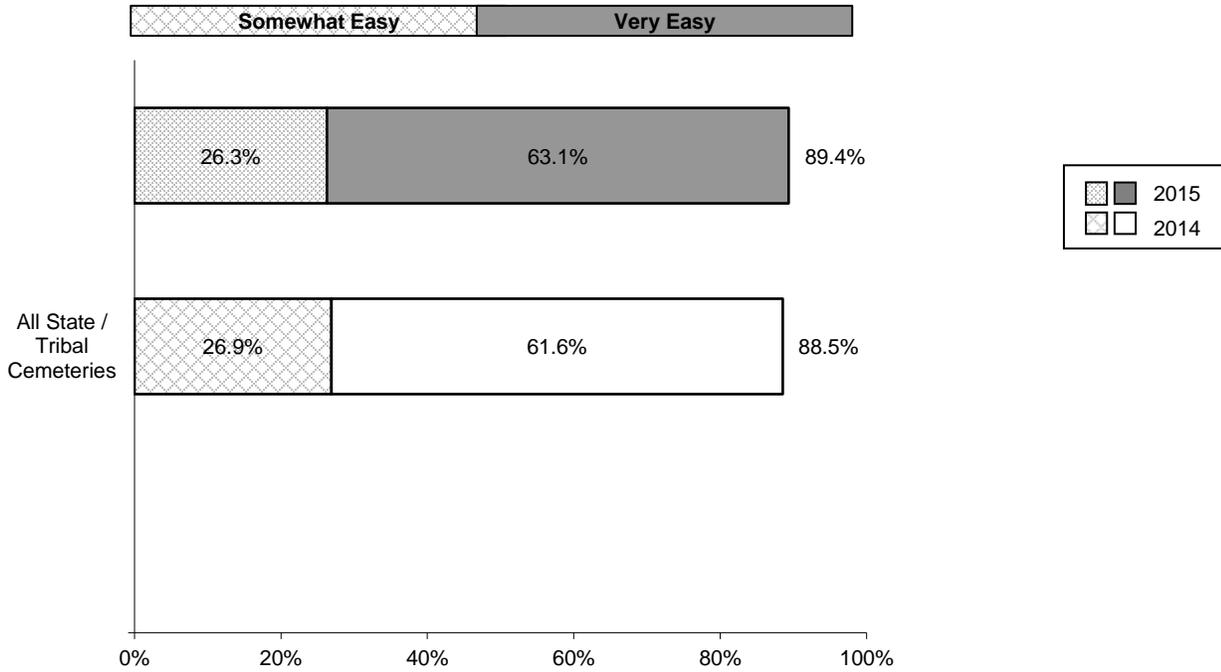
**SECTION DESCRIPTION**

- This section presents survey findings from funeral directors on their satisfaction with various aspects of committal services at the State or Tribal Veterans Cemetery with which they most frequently do business.
- Measures of overall satisfaction with the committal service are presented first, followed by responses to individual survey questions. Question-by-question comparative analyses (Elements of Comparison) are also presented in this chapter.
- Note that due to rounding, some percentages may not sum to 100.

## Committal Service Scheduling and Staff Support: Funeral Directors

### OVERALL SATISFACTION MEASURE

Question 17: How easy is the process of scheduling an interment with the State or Tribal Veterans Cemetery?



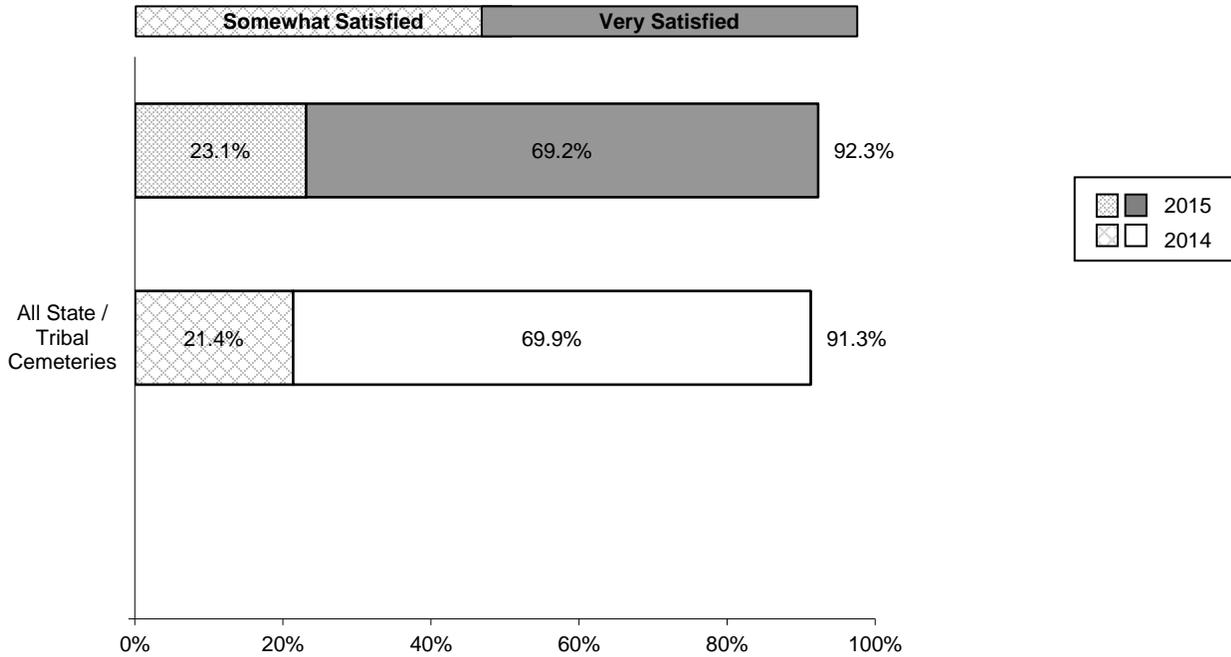
|                               | Year | n   | Very easy | Change Score* | Somewhat easy | Neither | Somewhat hard | Very hard |
|-------------------------------|------|-----|-----------|---------------|---------------|---------|---------------|-----------|
| All State / Tribal Cemeteries | 2015 | 940 | 63.1%     | 1.5%          | 26.3%         | 7.4%    | 2.3%          | 0.9%      |
|                               | 2014 | 803 | 61.6%     |               | 26.9%         | 7.3%    | 3.6%          | 0.5%      |

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

## Committal Service Scheduling and Staff Support: Funeral Directors

### OVERALL SATISFACTION MEASURE

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



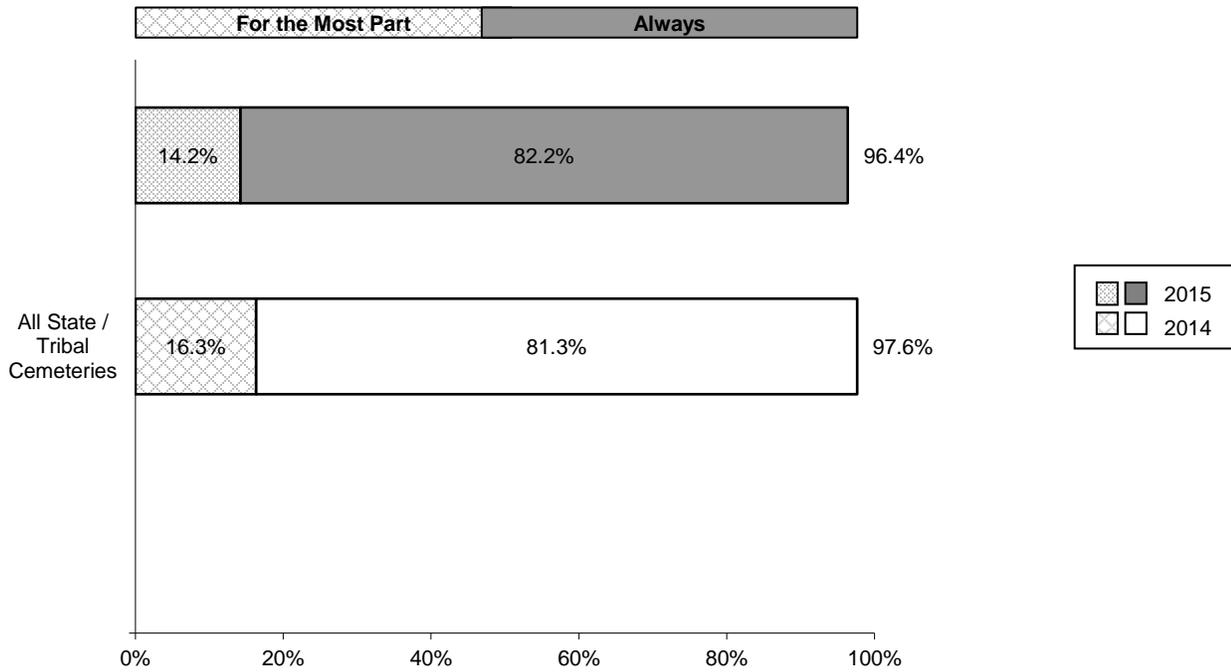
|                                      | Year | n   | Very satisfied | Change Score* | Somewhat satisfied | Neither | Somewhat dissatisfied | Very dissatisfied |
|--------------------------------------|------|-----|----------------|---------------|--------------------|---------|-----------------------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 934 | 69.2%          | -0.7%         | 23.1%              | 4.9%    | 2.1%                  | 0.6%              |
|                                      | 2014 | 805 | 69.9%          |               | 21.4%              | 6.1%    | 2.5%                  | 0.1%              |

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

## Committal Service Scheduling and Staff Support: Funeral Directors

### OVERALL SATISFACTION MEASURE

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



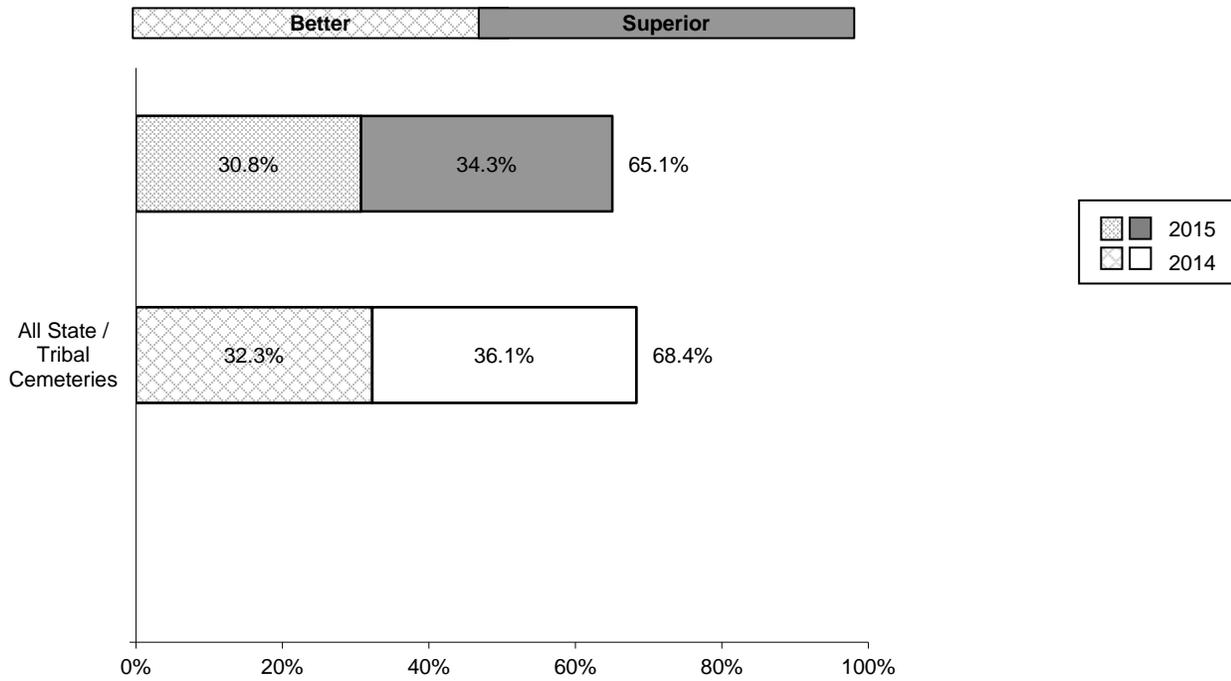
|                               | Year | n   | Always | Change Score* | For the most part | Occasionally | Never |
|-------------------------------|------|-----|--------|---------------|-------------------|--------------|-------|
| All State / Tribal Cemeteries | 2015 | 936 | 82.2%  | 0.9%          | 14.2%             | 3.0%         | 0.6%  |
|                               | 2014 | 808 | 81.3%  |               | 16.3%             | 2.1%         | 0.2%  |

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

## Committal Service Scheduling and Staff Support: Funeral Directors

### OVERALL SATISFACTION MEASURE

Question 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?

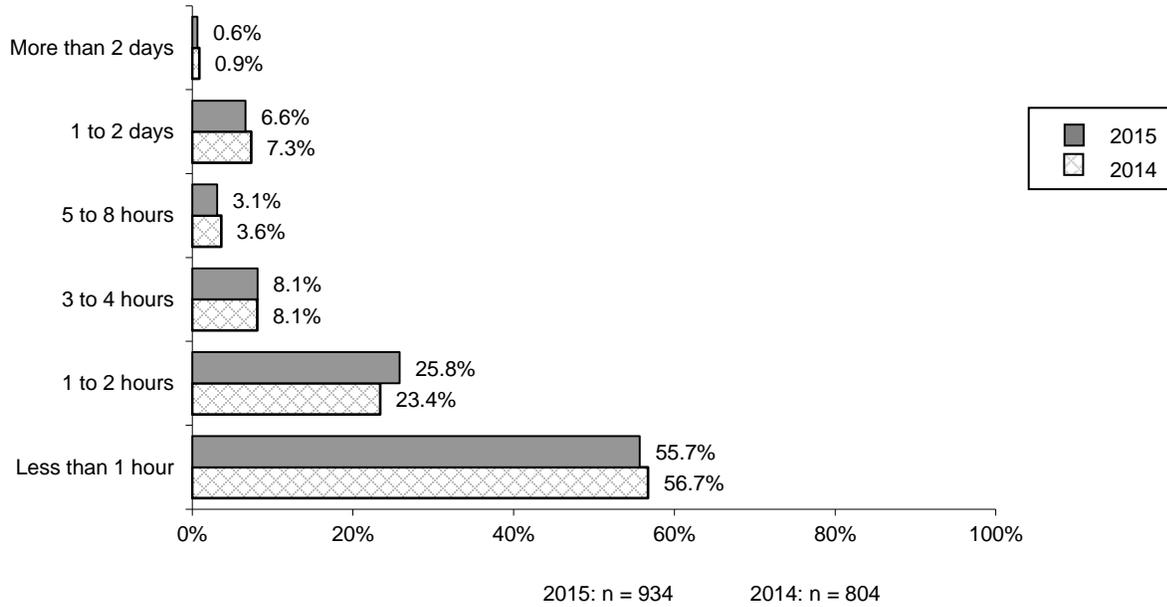


|                               | Year | n   | Superior to private cemeteries | Change Score* | Better than private cemeteries | Neither | Worse than private cemeteries | Much worse than private cemeteries |
|-------------------------------|------|-----|--------------------------------|---------------|--------------------------------|---------|-------------------------------|------------------------------------|
| All State / Tribal Cemeteries | 2015 | 936 | 34.3%                          | -1.8%         | 30.8%                          | 31.2%   | 3.0%                          | 0.7%                               |
|                               | 2014 | 793 | 36.1%                          |               | 32.3%                          | 29.6%   | 1.4%                          | 0.6%                               |

\*The change scores represent the difference between the "superior to private cemeteries" categories for the row year and the previous year.

## Committal Service Scheduling and Staff Support: Funeral Directors

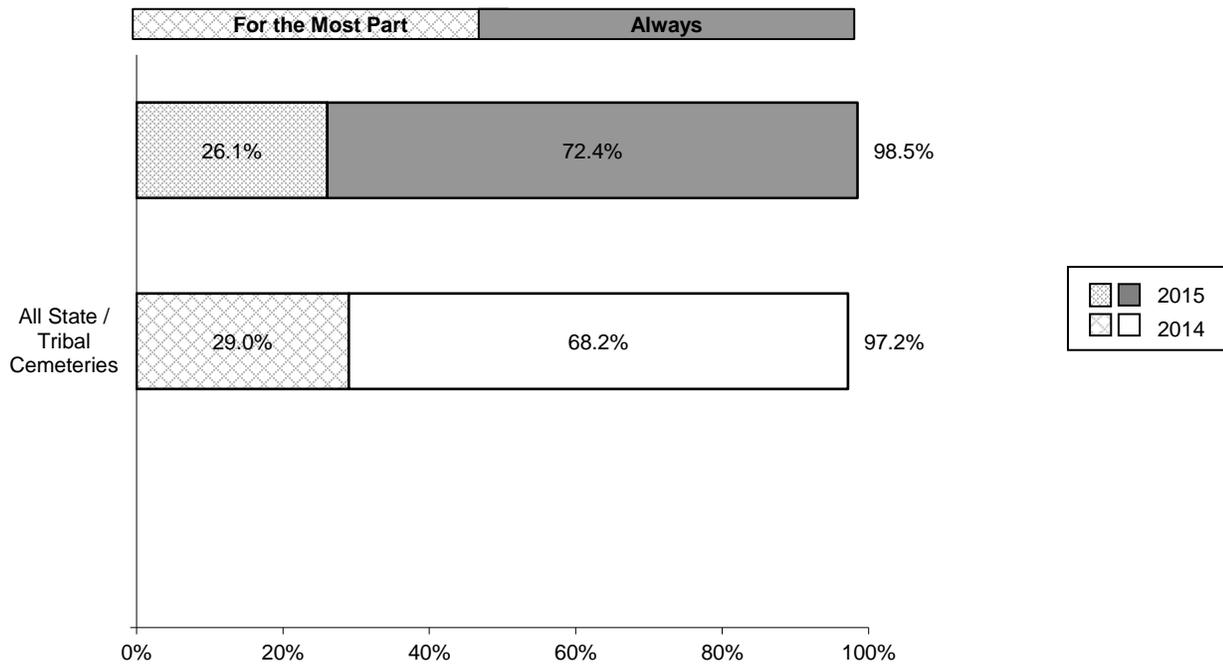
**Question 18: How long does it typically take to confirm the scheduling of an interment with the State or Tribal Veterans Cemetery Scheduling Office?**



|                                      | Year | 2 hours or less | More than 2 hours |
|--------------------------------------|------|-----------------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 81.5%           | 18.4%             |
|                                      | 2014 | 80.1%           | 19.9%             |

## Committal Service Scheduling and Staff Support: Funeral Directors

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

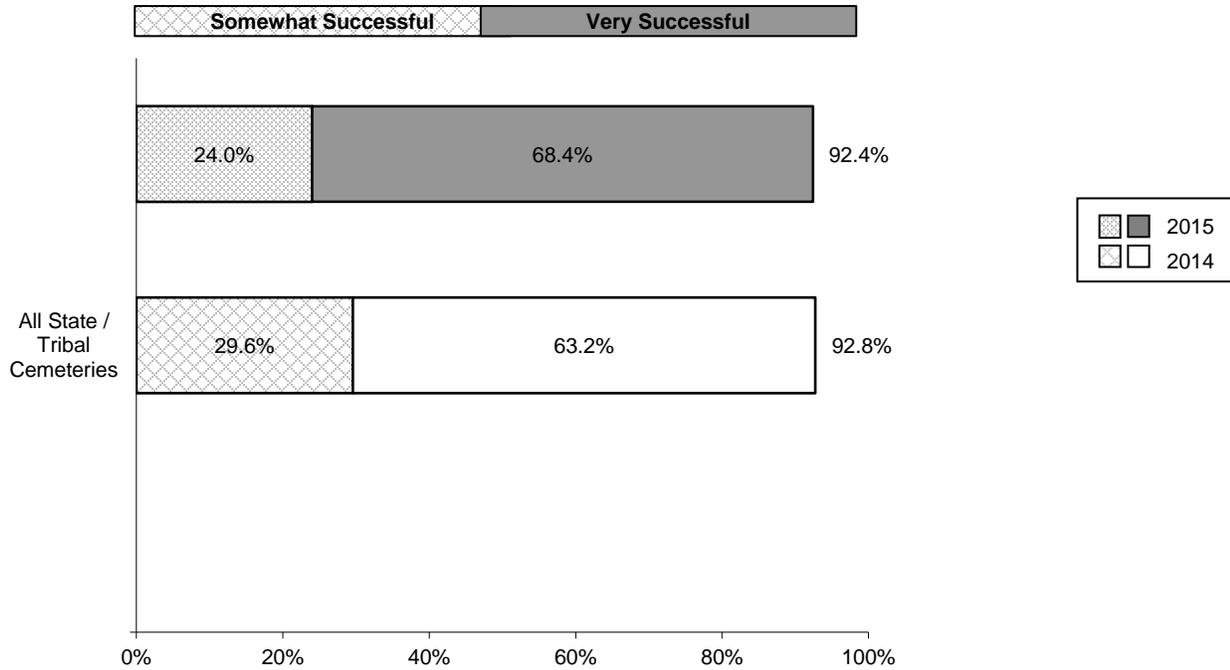


|                               | Year | n   | Always | Change Score* | For the most part | Occasionally | Never |
|-------------------------------|------|-----|--------|---------------|-------------------|--------------|-------|
| All State / Tribal Cemeteries | 2015 | 932 | 72.4%  | 4.2%          | 26.1%             | 1.1%         | 0.4%  |
|                               | 2014 | 814 | 68.2%  |               | 29.0%             | 1.4%         | 1.5%  |

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

## Committal Service Scheduling and Staff Support: Funeral Directors

**Question 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?**

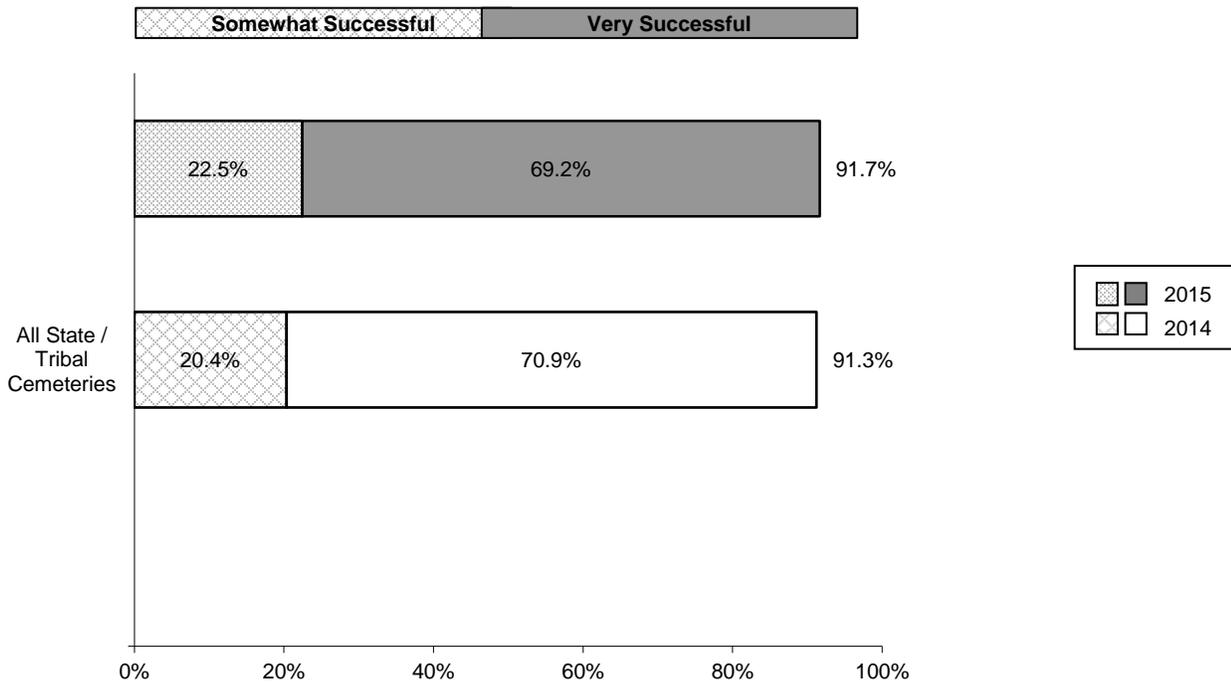


|                                      | Year | n   | Very successful | Change Score* | Somewhat successful | Neither | Somewhat unsuccessful | Very unsuccessful |
|--------------------------------------|------|-----|-----------------|---------------|---------------------|---------|-----------------------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 658 | 68.4%           | 5.2%          | 24.0%               | 5.3%    | 0.9%                  | 1.4%              |
|                                      | 2014 | 619 | 63.2%           |               | 29.6%               | 5.5%    | 1.3%                  | 0.5%              |

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

## Committal Service Scheduling and Staff Support: Funeral Directors

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

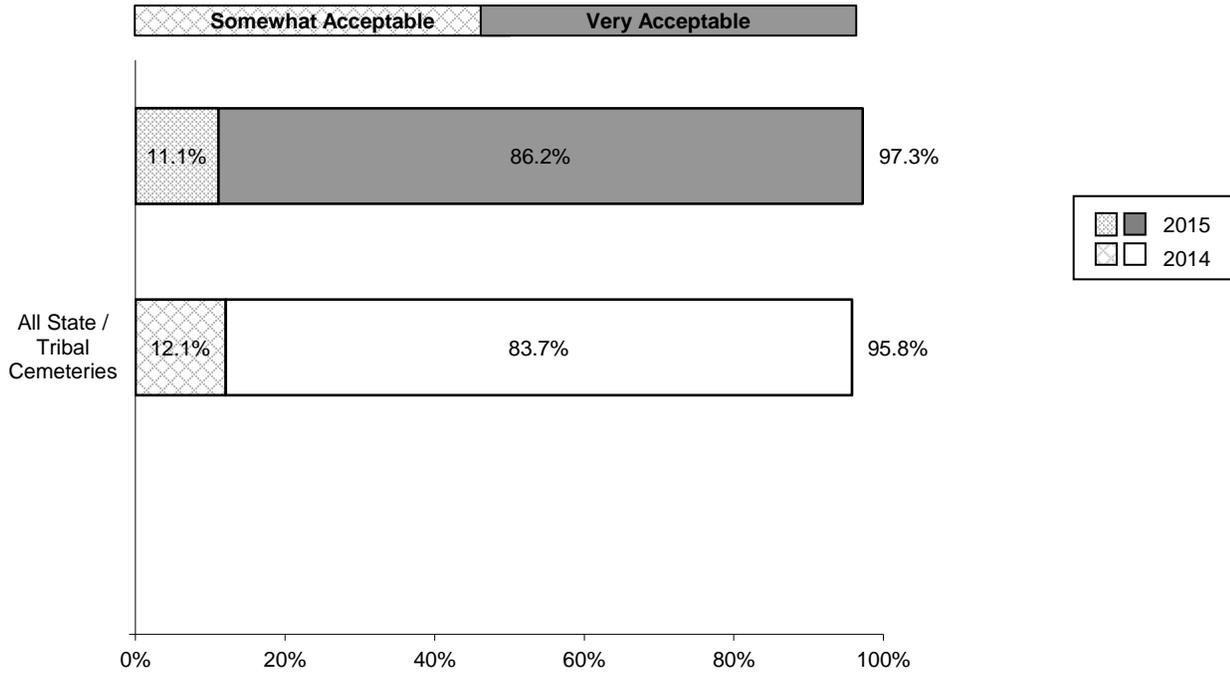


|                                      | Year | n   | Very successful | Change Score* | Somewhat successful | Neither | Somewhat unsuccessful | Very unsuccessful |
|--------------------------------------|------|-----|-----------------|---------------|---------------------|---------|-----------------------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 935 | 69.2%           | -1.7%         | 22.5%               | 5.8%    | 2.0%                  | 0.5%              |
|                                      | 2014 | 796 | 70.9%           |               | 20.4%               | 6.8%    | 1.8%                  | 0.3%              |

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

## Committal Service Scheduling and Staff Support: Funeral Directors

**Question 24: To what extent is the quality of military honors acceptable?**



|                                      | Year | n   | Very acceptable | Change Score* | Somewhat acceptable | Neither | Somewhat unacceptable | Very unacceptable |
|--------------------------------------|------|-----|-----------------|---------------|---------------------|---------|-----------------------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 910 | 86.2%           | 2.5%          | 11.1%               | 2.3%    | 0.2%                  | 0.2%              |
|                                      | 2014 | 787 | 83.7%           |               | 12.1%               | 3.7%    | 0.3%                  | 0.3%              |

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

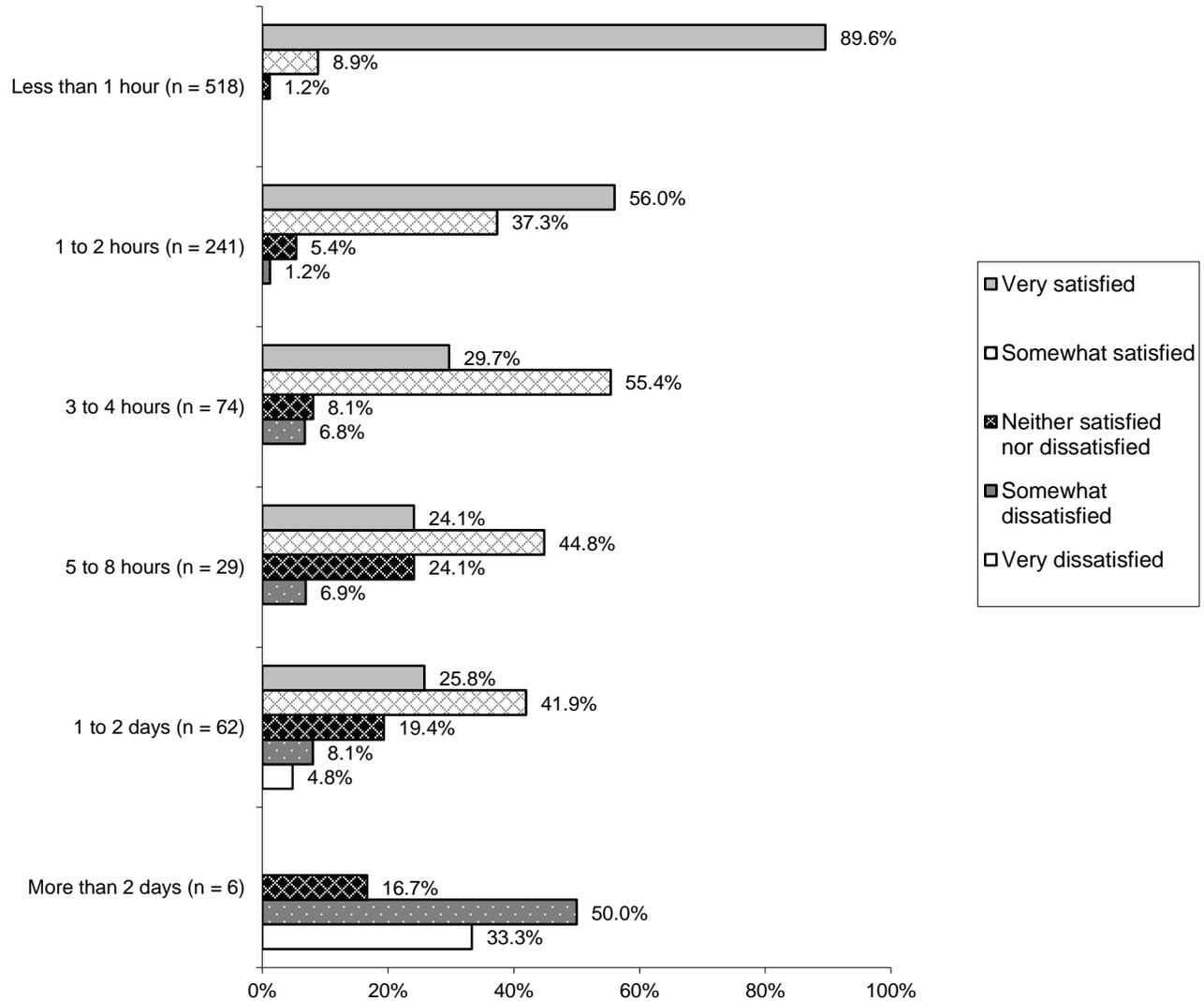
# Committal Service Scheduling and Staff Support: Funeral Directors

## ELEMENT OF COMPARISON

### Length of time needed to schedule an interment by satisfaction with length of time needed to schedule an interment

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

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



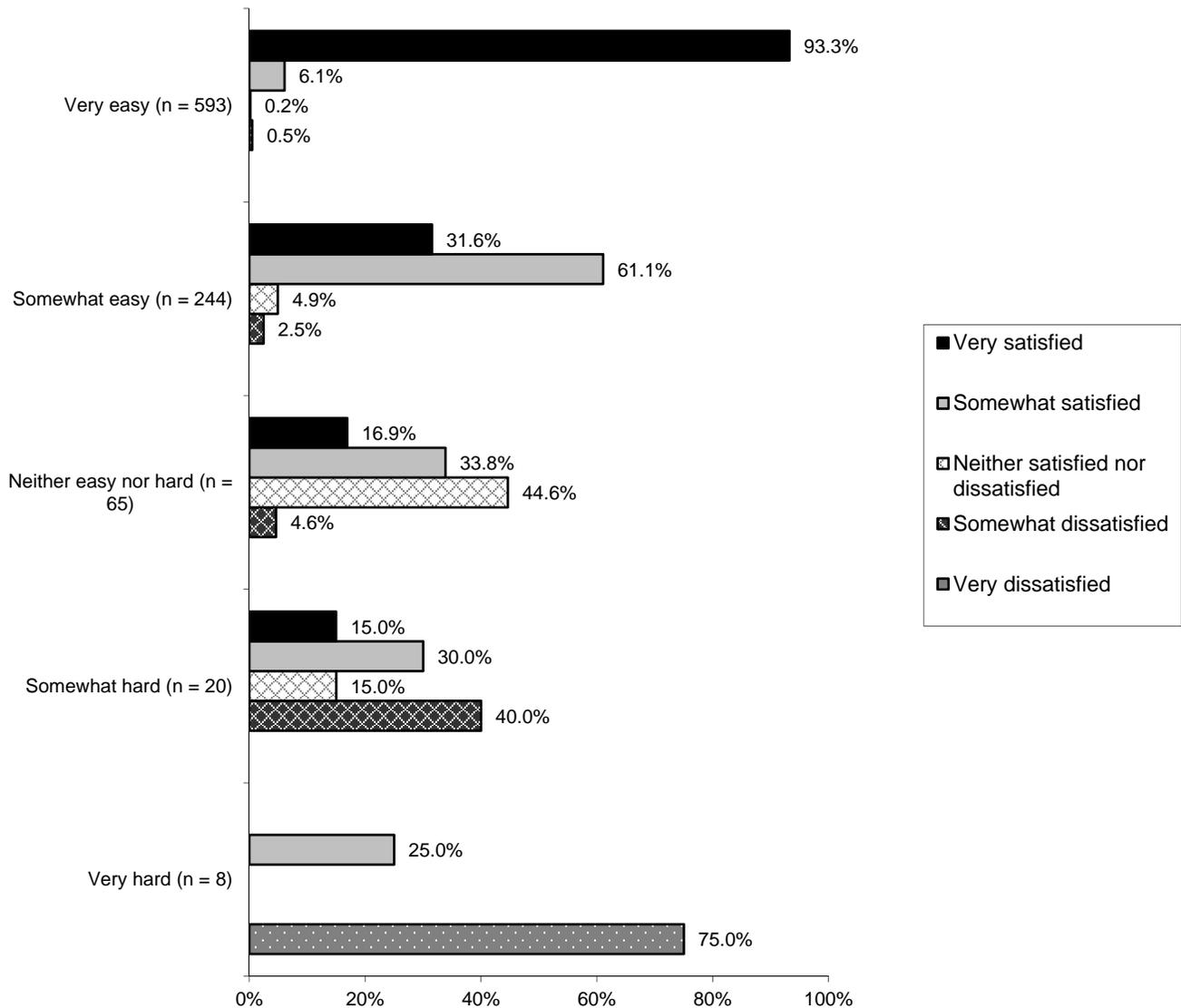
## Committal Service Scheduling and Staff Support: Funeral Directors

### ELEMENT OF COMPARISON

#### Ease of scheduling an interment by satisfaction with length of time needed to schedule an interment

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

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



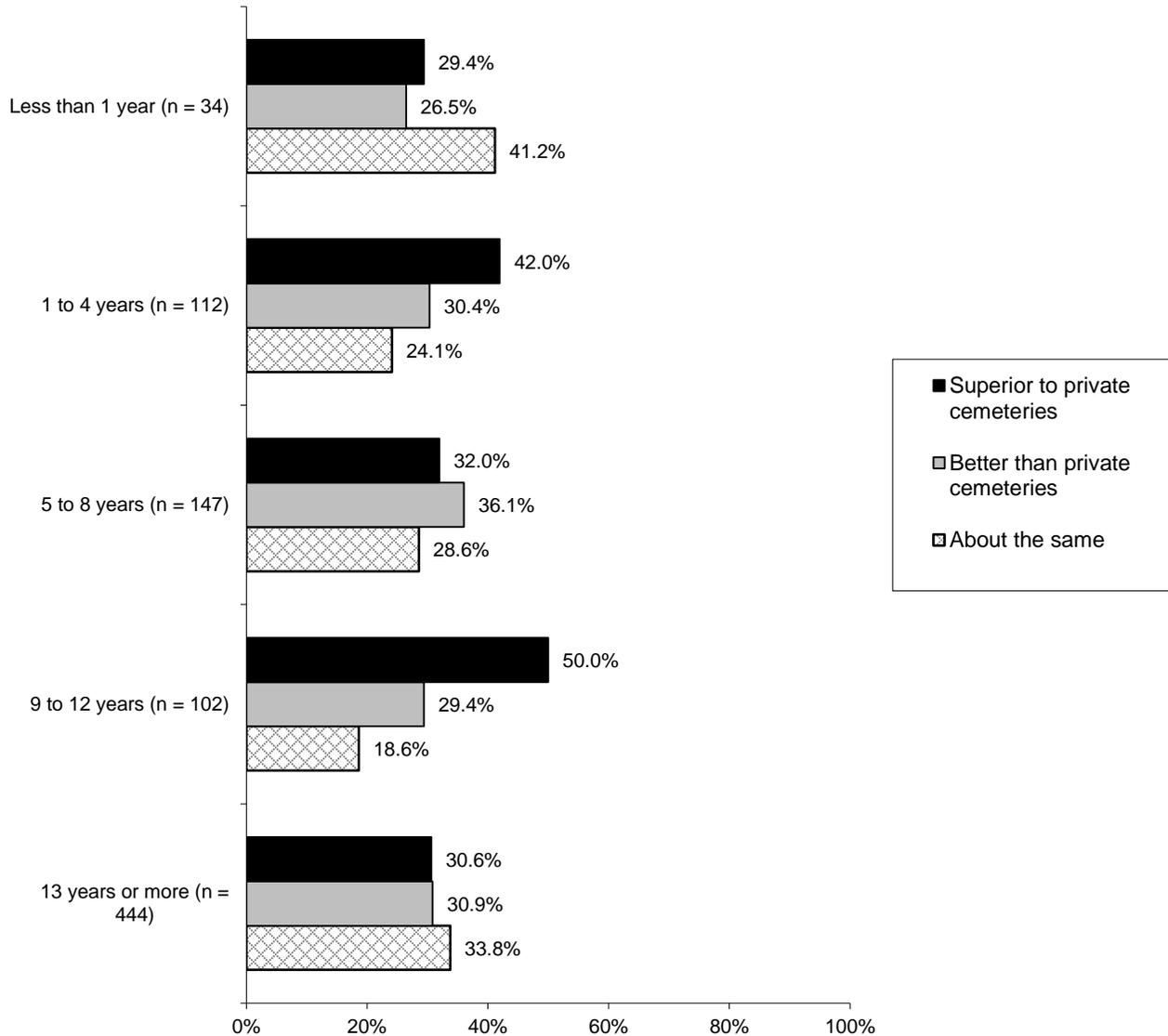
## Committal Service Scheduling and Staff Support: Funeral Directors

### ELEMENT OF COMPARISON

**Comparing the level of service at the State or Tribal Veterans Cemetery vs. the level of service at private cemeteries ...**

Question 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?

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



## **Satisfaction with Headstones, Markers, and Columbarium Niche Covers**

### **Next of Kin**

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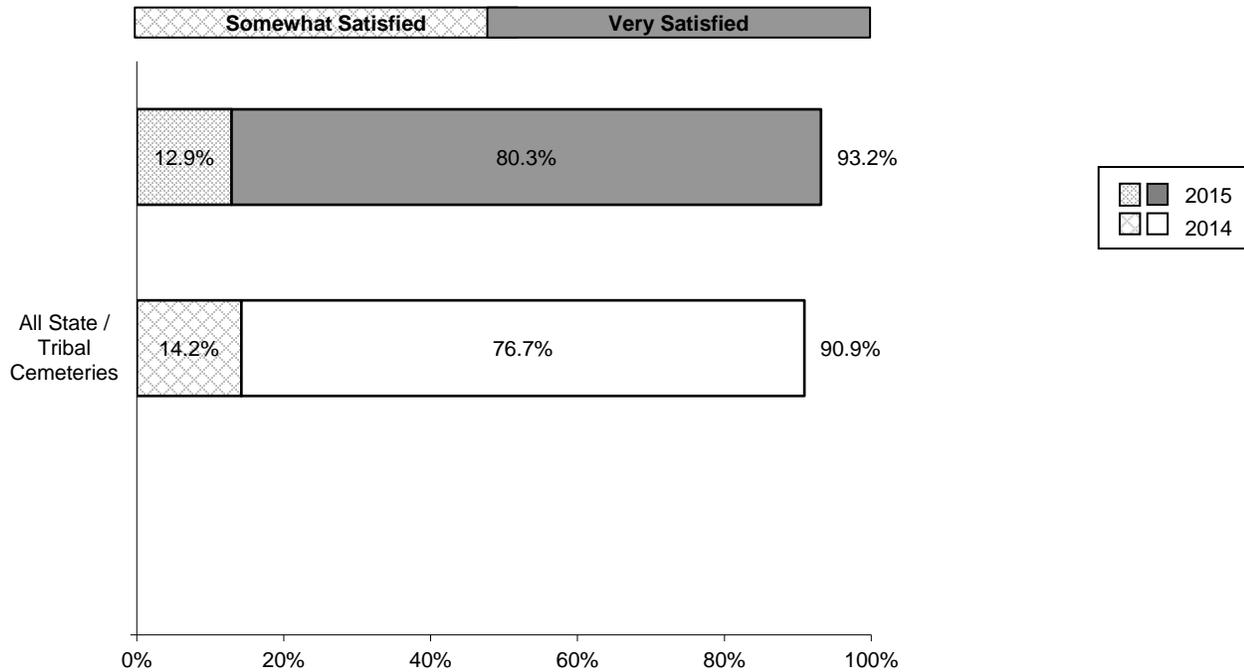
#### **SECTION DESCRIPTION**

- This section presents survey findings from next of kin on their satisfaction with experiences related to headstones, markers, and columbarium niche covers at the State or Tribal Veterans Cemetery where their loved one was interred.
- Measures of overall satisfaction with headstones, markers, and columbarium niche covers are presented first, followed by responses to individual survey questions. Question-by-question comparative analyses (Elements of Comparison) are also presented in this chapter.
- Note that due to rounding, some percentages may not sum to 100.

## Headstones, Markers, and Columbarium Niche Covers: Next of Kin

### OVERALL SATISFACTION MEASURE

Question 23: How satisfied were you with the length of time it took for the permanent headstone, marker, or columbarium niche cover to be in place?



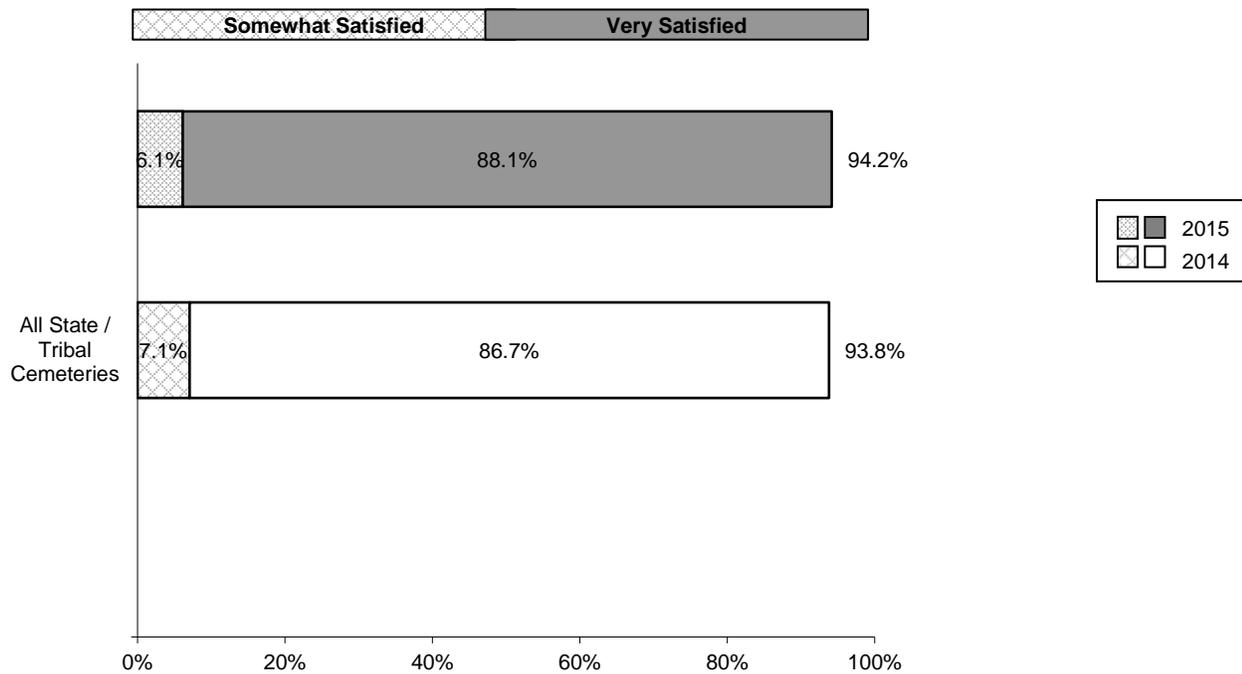
|                                      | Year | n    | Very satisfied | Change Score* | Somewhat satisfied | Neither | Somewhat dissatisfied | Very dissatisfied |
|--------------------------------------|------|------|----------------|---------------|--------------------|---------|-----------------------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 5374 | 80.3%          | 3.6%          | 12.9%              | 4.7%    | 1.7%                  | 0.5%              |
|                                      | 2014 | 4931 | 76.7%          |               | 14.2%              | 5.5%    | 2.6%                  | 1.0%              |

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

## Headstones, Markers, and Columbarium Niche Covers: Next of Kin

### OVERALL SATISFACTION MEASURE

**Question 25: Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived?**



|                                      | Year | n    | Very satisfied | Change Score* | Somewhat satisfied | Neither | Somewhat dissatisfied | Very dissatisfied |
|--------------------------------------|------|------|----------------|---------------|--------------------|---------|-----------------------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 5250 | 88.1%          | 1.4%          | 6.1%               | 4.4%    | 1.0%                  | 0.5%              |
|                                      | 2014 | 4827 | 86.7%          |               | 7.1%               | 4.6%    | 0.8%                  | 0.7%              |

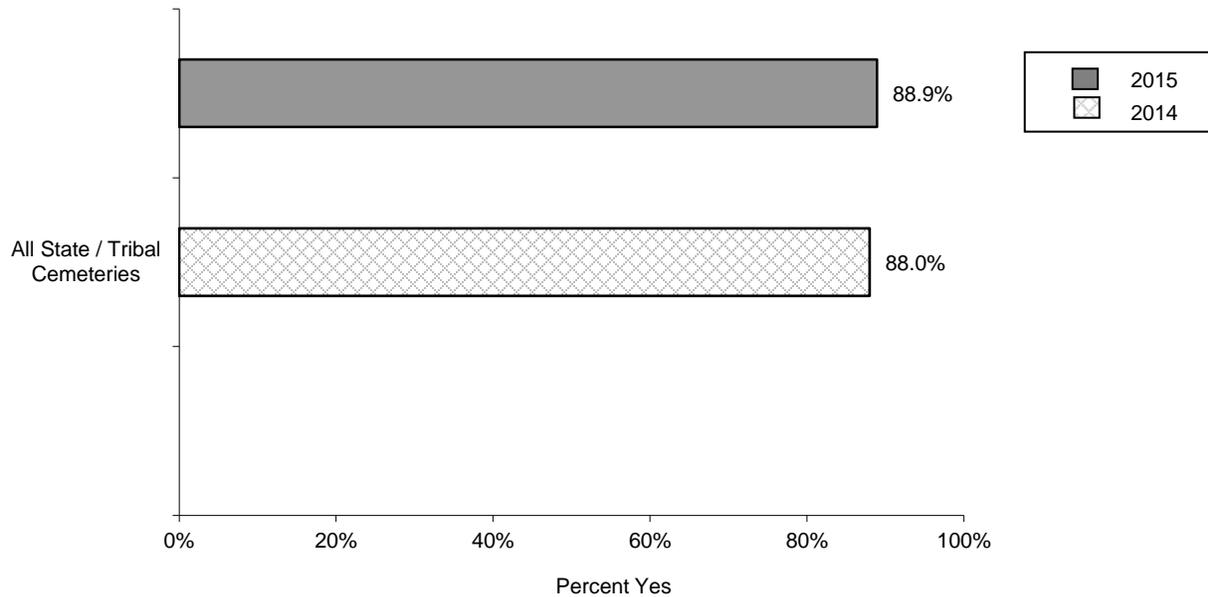
\*The change scores represent the difference between the "very satisfied" categories for the row year and the previous year.

Respondents that responded "Don't know/the marker or headstone has not yet arrived" to Question 23 (NoK) did not receive this question.

## Headstones, Markers, and Columbarium Niche Covers: Next of Kin

### OVERALL SATISFACTION MEASURE

**Question 24: When the headstone, marker, or columbarium niche cover arrived, was the inscription accurate?**

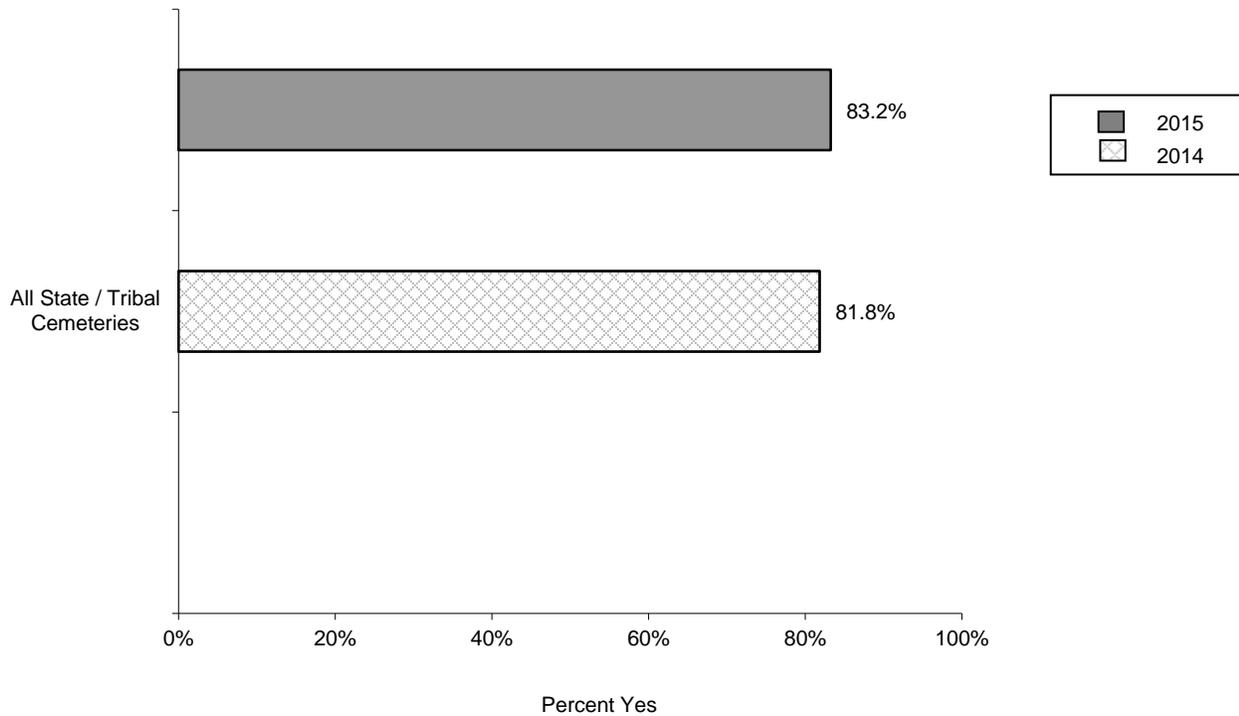


|  | Year | n    | Yes   | No   | Don't Know |
|--|------|------|-------|------|------------|
| <b>All State/Tribal<br/>Cemeteries</b> | 2015 | 5373 | 88.9% | 3.4% | 7.7%       |
|  | 2014 | 4927 | 88.0% | 4.2% | 7.8%       |

**Respondents that responded "Don't know/the marker or headstone has not yet arrived" to Question 23 (NoK) did not receive this question.**

## Headstones, Markers, and Columbarium Niche Covers: Next of Kin

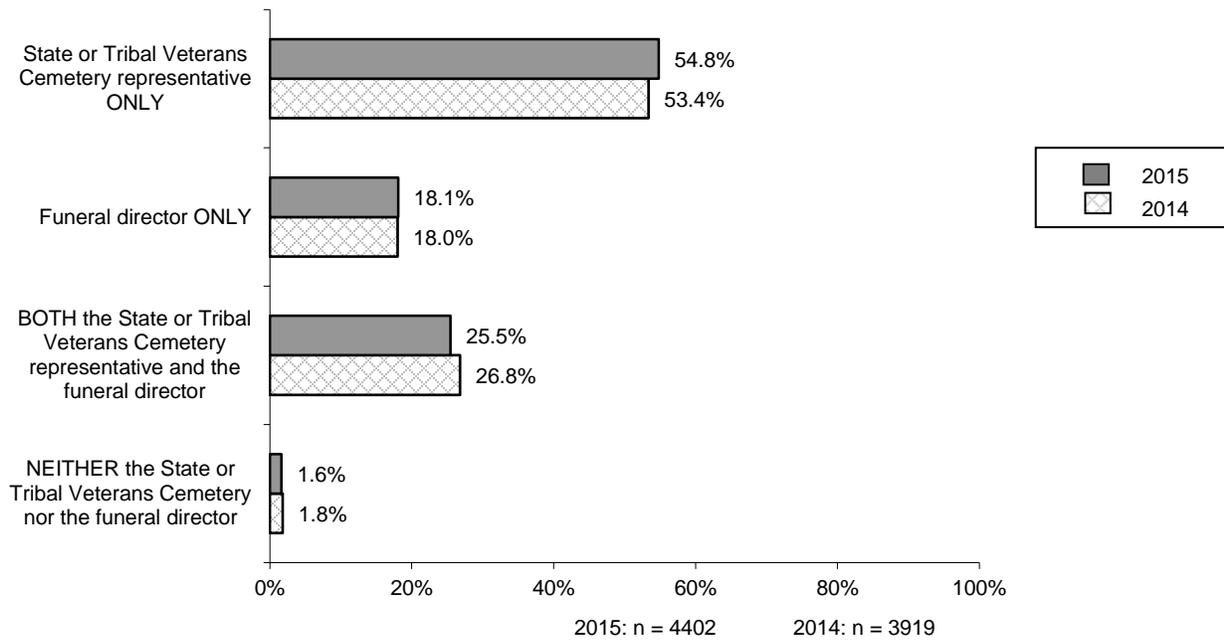
**Question 19: Were the headstone, marker, or columbarium niche cover inscription options explained to you?**



|  | Year | n    | Yes   | No    | Don't Know |
|--|------|------|-------|-------|------------|
| <b>All State/Tribal<br/>Cemeteries</b> | 2015 | 5550 | 83.2% | 10.5% | 6.3%       |
|  | 2014 | 5083 | 81.8% | 11.3% | 6.9%       |

## Headstones, Markers, and Columbarium Niche Covers: Next of Kin

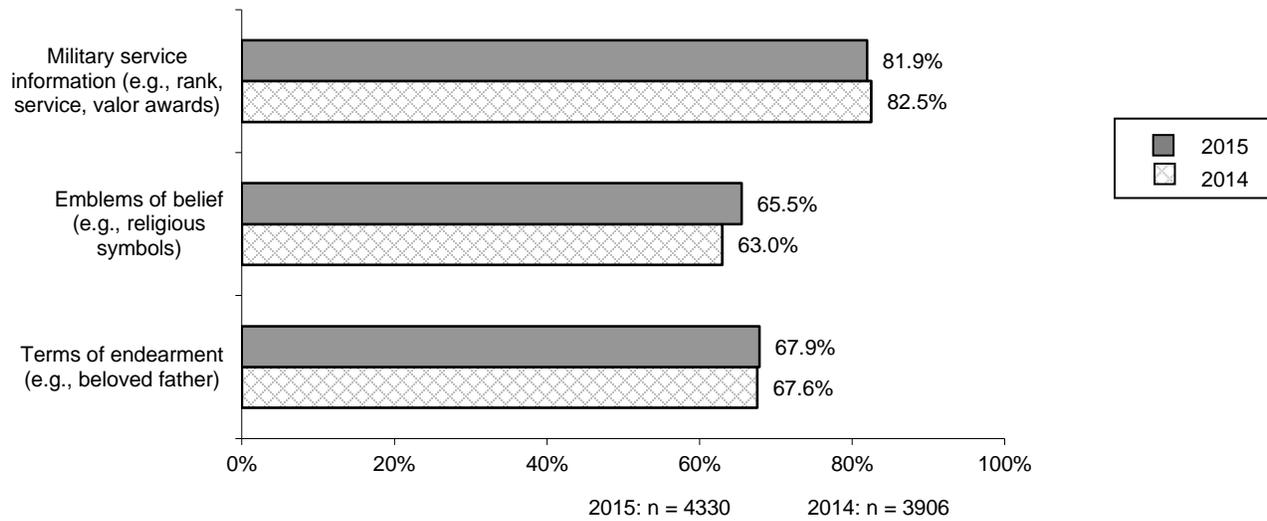
**Question 20: Who explained headstone, marker, or columbarium niche cover inscription options to you?**



**Only respondents that indicated "Yes" to Question 19 (NoK) received this question.**

## Headstones, Markers, and Columbarium Niche Covers: Next of Kin

**Question 21: Which of the following inscription options were explained to you?**

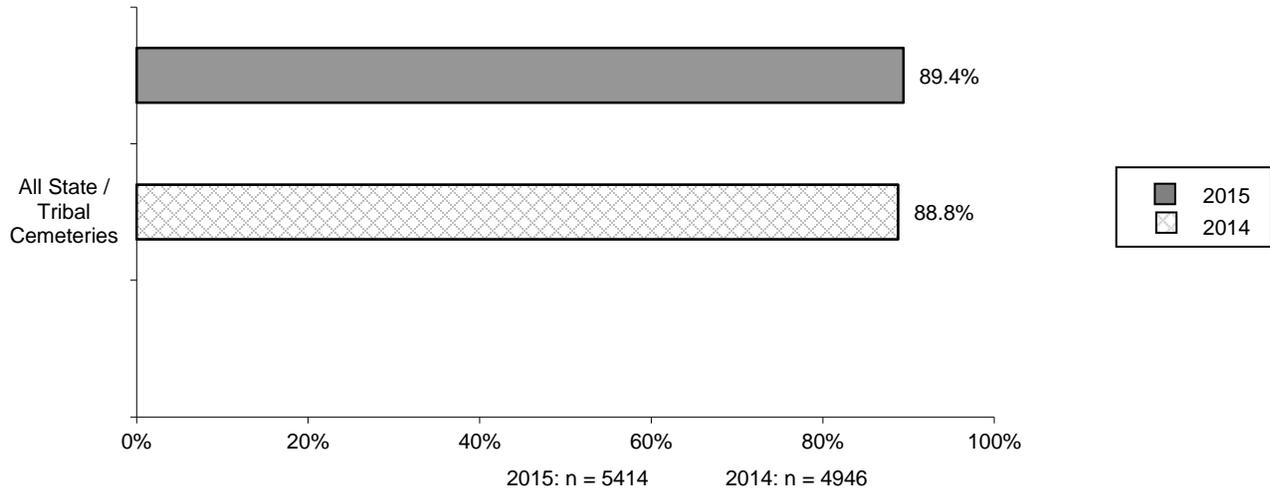


**Note: As respondents could select more than one response option, percents may not sum to 100.**

**Only respondents that indicated "Yes" to Question 19 (NoK) received this question.**

## Headstones, Markers, and Columbarium Niche Covers: Next of Kin

**Question 22: Did you feel you had sufficient time to make a decision on the headstone, marker, or columbarium niche cover inscription?**



|  | Year | n    | Yes   | No    |
|--|------|------|-------|-------|
| <b>All State/Tribal<br/>Cemeteries</b> | 2015 | 5414 | 89.4% | 10.6% |
|  | 2014 | 4946 | 88.8% | 11.2% |

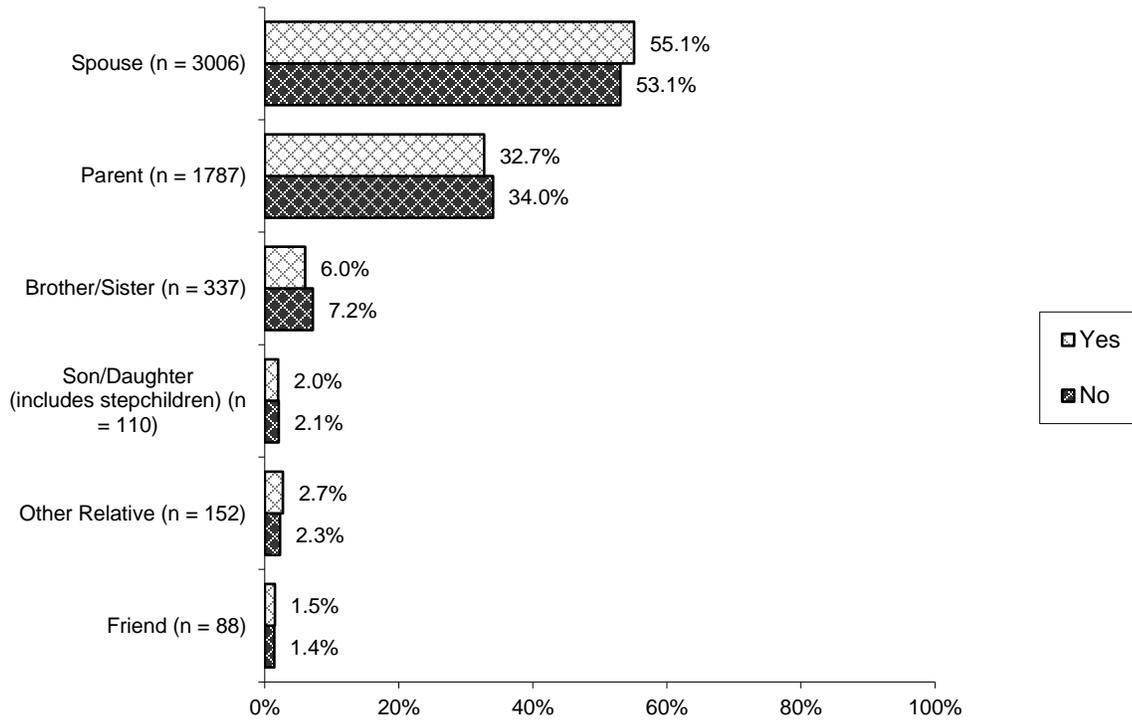
# Headstones, Markers, and Columbarium Niche Covers: Next of Kin

## ELEMENT OF COMPARISON

Extent to which headstone or marker inscription options were explained if your recently deceased loved one was your...

Question 2: Your recently deceased loved one was your...

Question 19: Were the headstone, marker, or columbarium niche cover inscription options explained to you?



## **Satisfaction with Cemetery Appearance and Visitor Accommodations**

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### **SECTION DESCRIPTION**

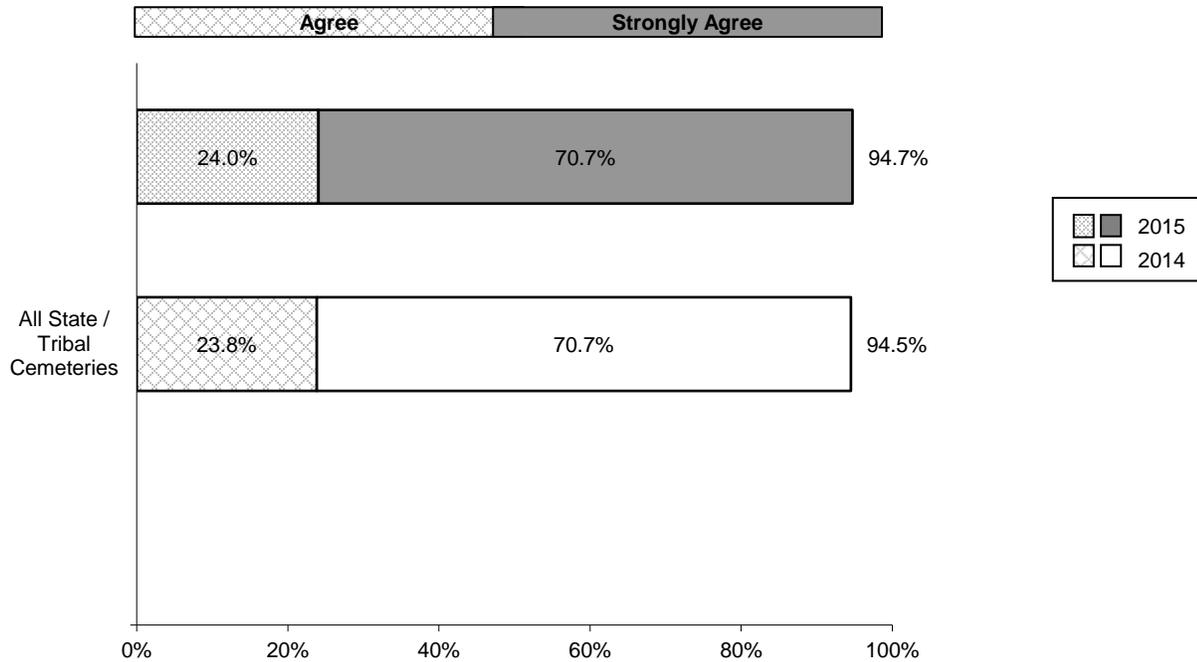
- This section presents survey findings from next of kin and funeral directors on their satisfaction with their State or Tribal Veterans Cemeteries' appearance and visitor accommodations.
- Measures of overall satisfaction with cemetery appearance and visitor accommodations are presented first, followed by responses to individual survey questions.
- Note that due to rounding, some percentages may not sum to 100.

## Cemetery Appearance and Visitor Accommodations

### OVERALL SATISFACTION MEASURE

Question 50: The appearance of my loved one's gravesite/columbaria is excellent.

#### NEXT OF KIN



|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 5078 | 70.7%          | 0.0%          | 24.0% | 3.4%    | 1.3%     | 0.6%              |
|                                      | 2014 | 4707 | 70.7%          |               | 23.8% | 3.8%    | 1.4%     | 0.3%              |

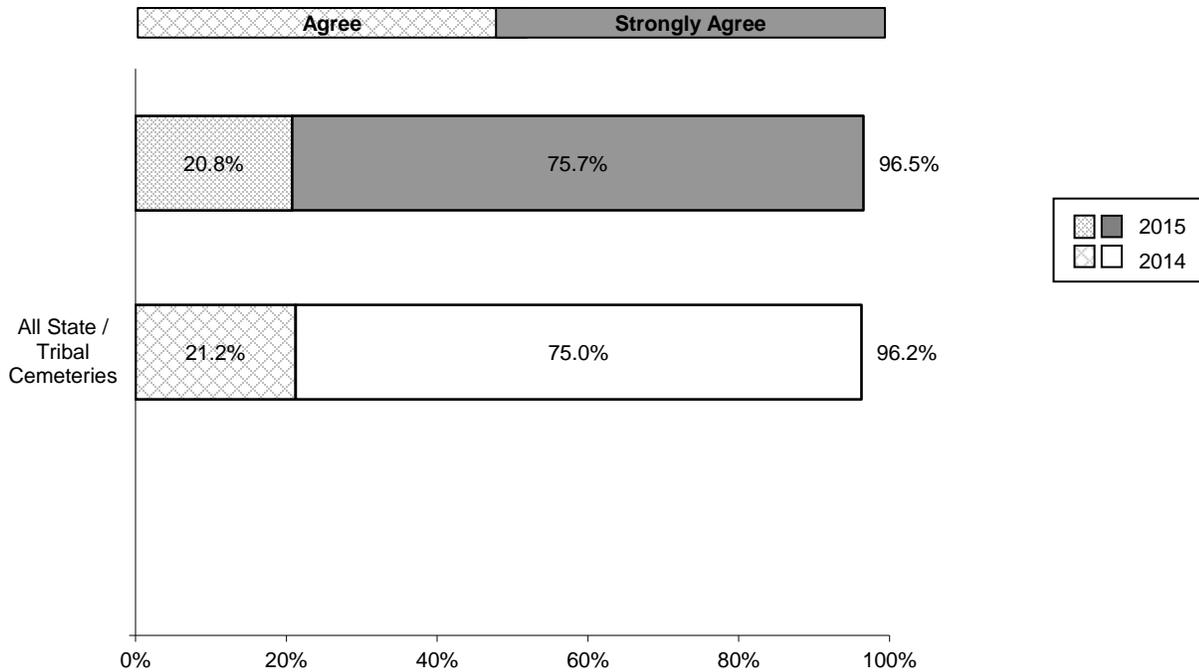
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

# Cemetery Appearance and Visitor Accommodations

## OVERALL SATISFACTION MEASURE

Question 37/26: The upkeep of the headstones, markers, or columbarium niche covers is excellent.

### ALL RESPONDENTS



|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 6272 | 75.7%          | <b>0.7%</b>   | 20.8% | 2.7%    | 0.6%     | 0.1%              |
|                                      | 2014 | 5665 | 75.0%          |               | 21.2% | 2.7%    | 0.8%     | 0.2%              |

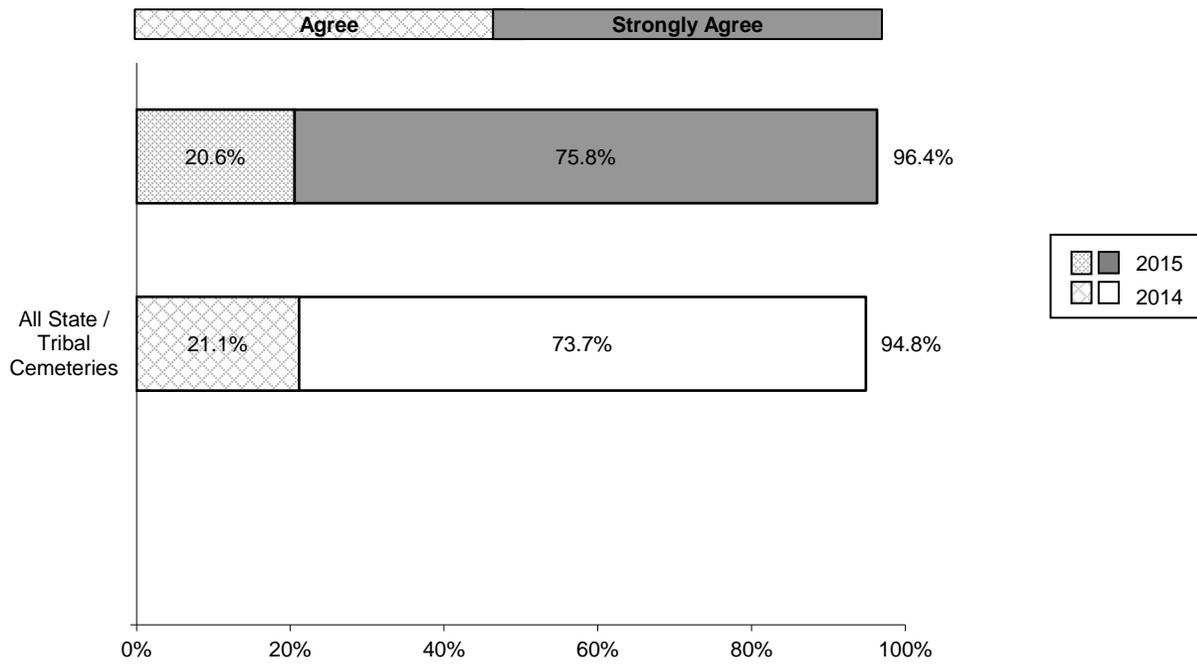
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

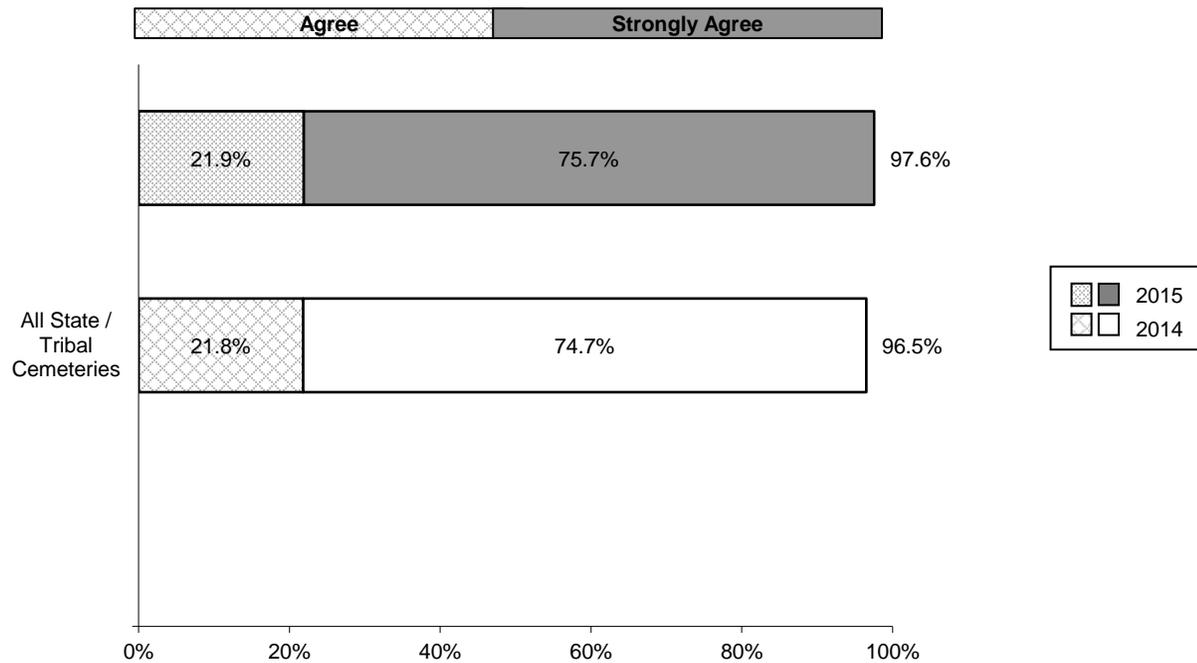
## Cemetery Appearance and Visitor Accommodations

**Question 37/26: The upkeep of the headstones, markers, or columbarium niche covers is excellent (continued).**

### NEXT OF KIN



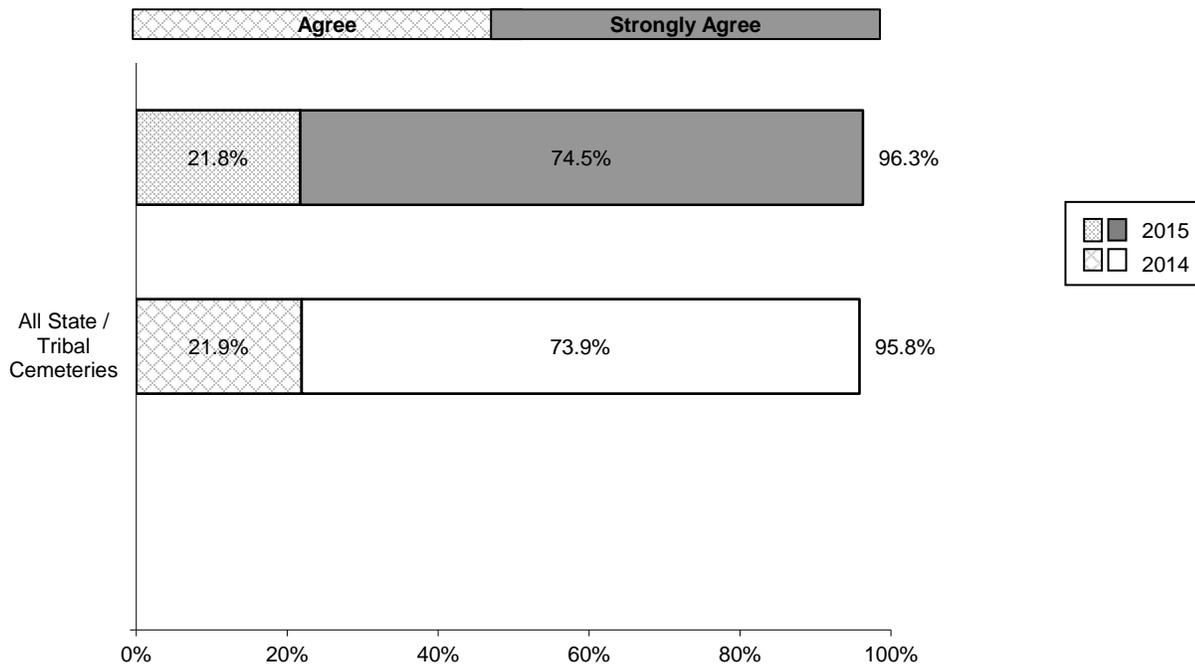
### FUNERAL DIRECTORS



## Cemetery Appearance and Visitor Accommodations

**Question 38/27: The maintenance of other landscape features (e.g., flowers, trees, shrubs) is excellent.**

### ALL RESPONDENTS



|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 6339 | 74.5%          | <b>0.6%</b>   | 21.8% | 3.0%    | 0.6%     | 0.1%              |
|                                      | 2014 | 5721 | 73.9%          |               | 21.9% | 3.4%    | 0.6%     | 0.2%              |

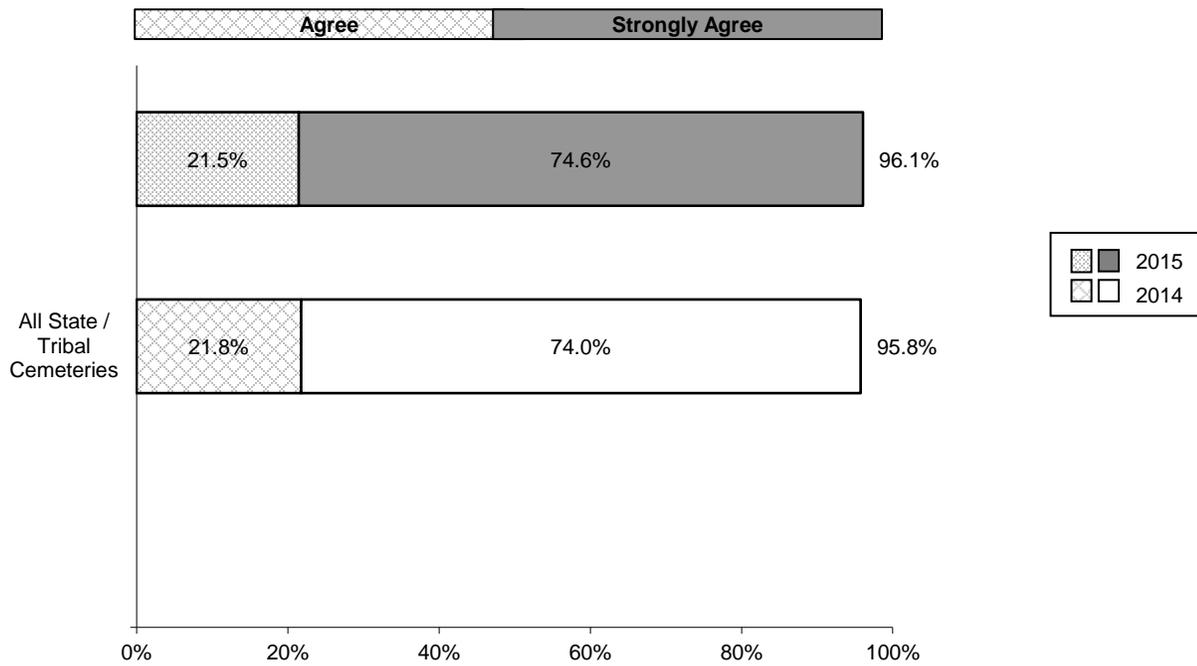
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

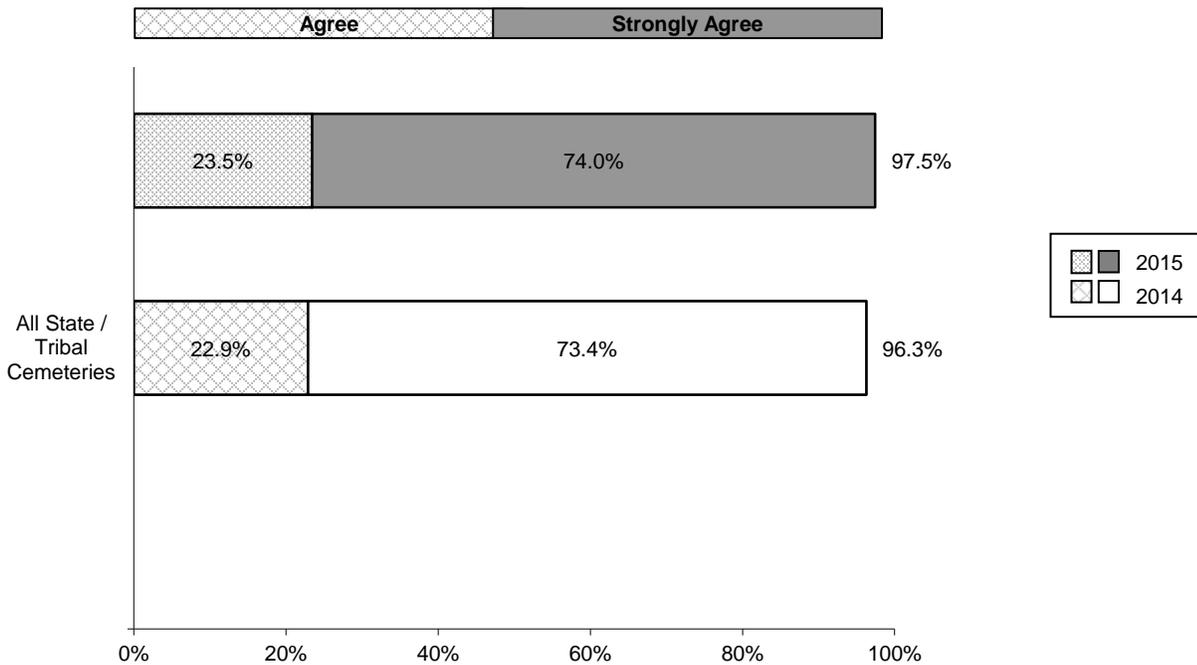
## Cemetery Appearance and Visitor Accommodations

**Question 38/27: The maintenance of other landscape features (e.g., flowers, trees, shrubs) is excellent (continued).**

### NEXT OF KIN



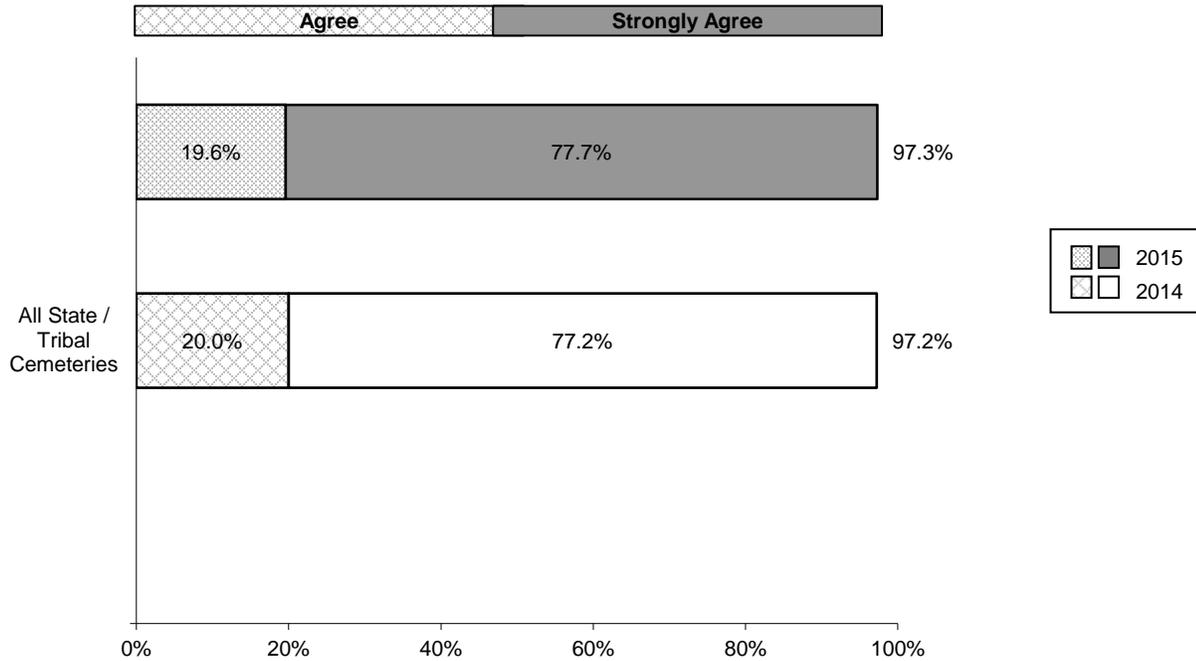
### FUNERAL DIRECTORS



## Cemetery Appearance and Visitor Accommodations

**Question 36/25: The maintenance of the cemetery grounds is excellent.**

### ALL RESPONDENTS



|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 6400 | 77.7%          | 0.5%          | 19.6% | 1.8%    | 0.7%     | 0.1%              |
|                                      | 2014 | 5799 | 77.2%          |               | 20.0% | 2.0%    | 0.6%     | 0.2%              |

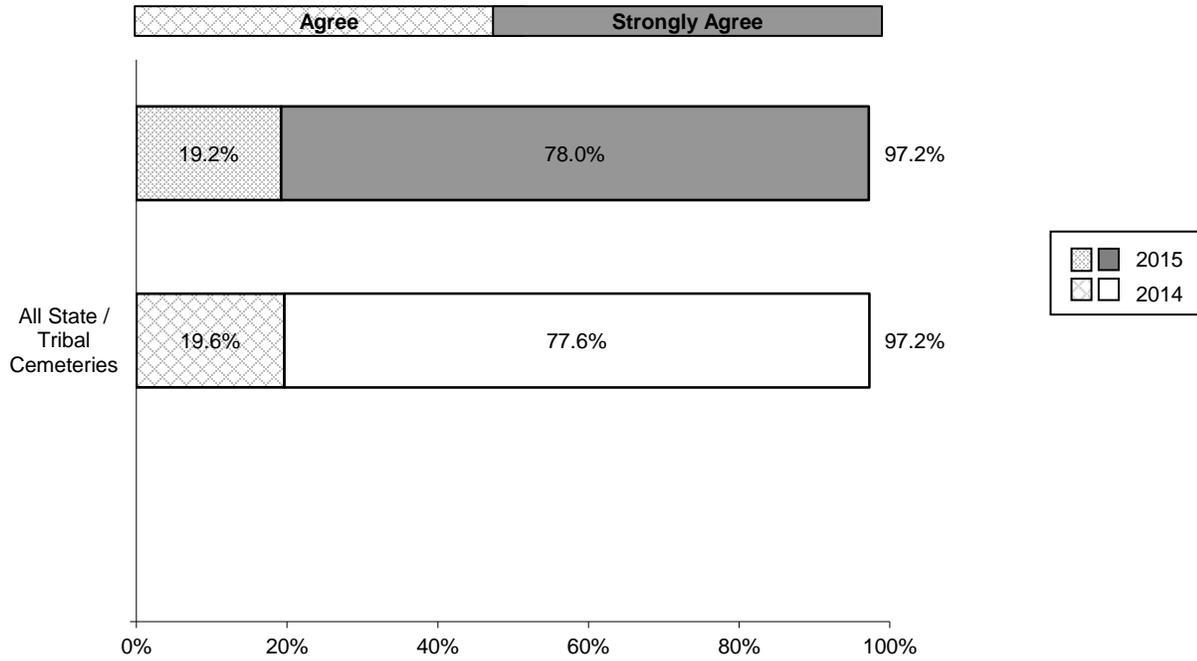
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

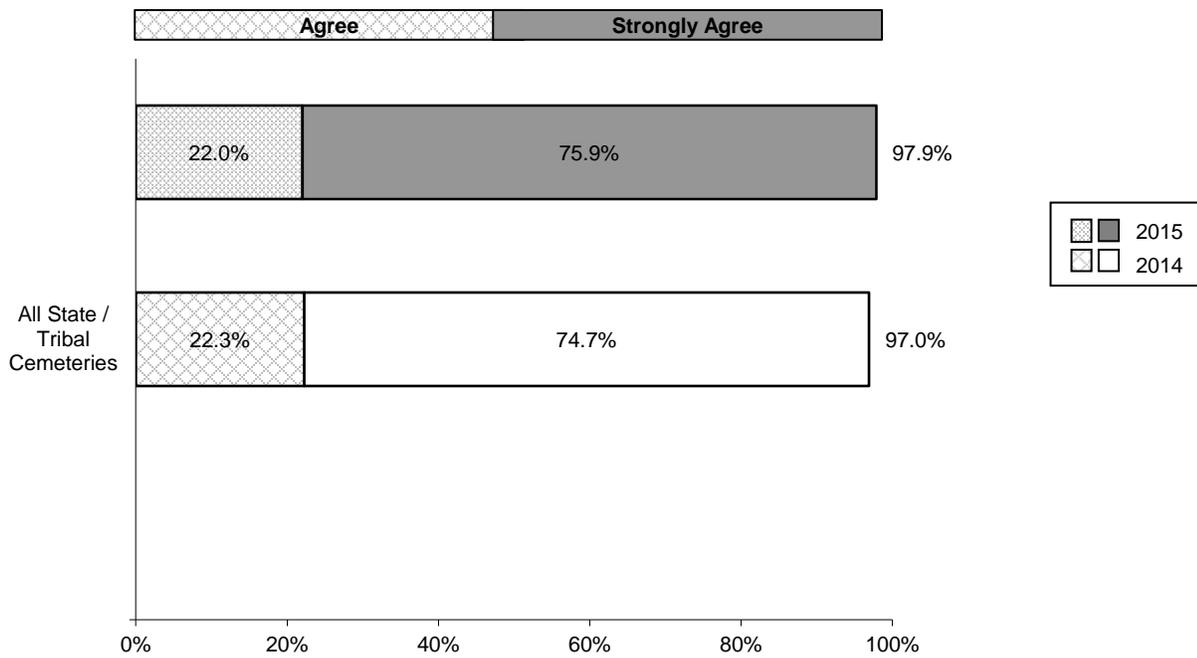
# Cemetery Appearance and Visitor Accommodations

Question 36/25: The maintenance of the cemetery grounds is excellent (continued).

## NEXT OF KIN



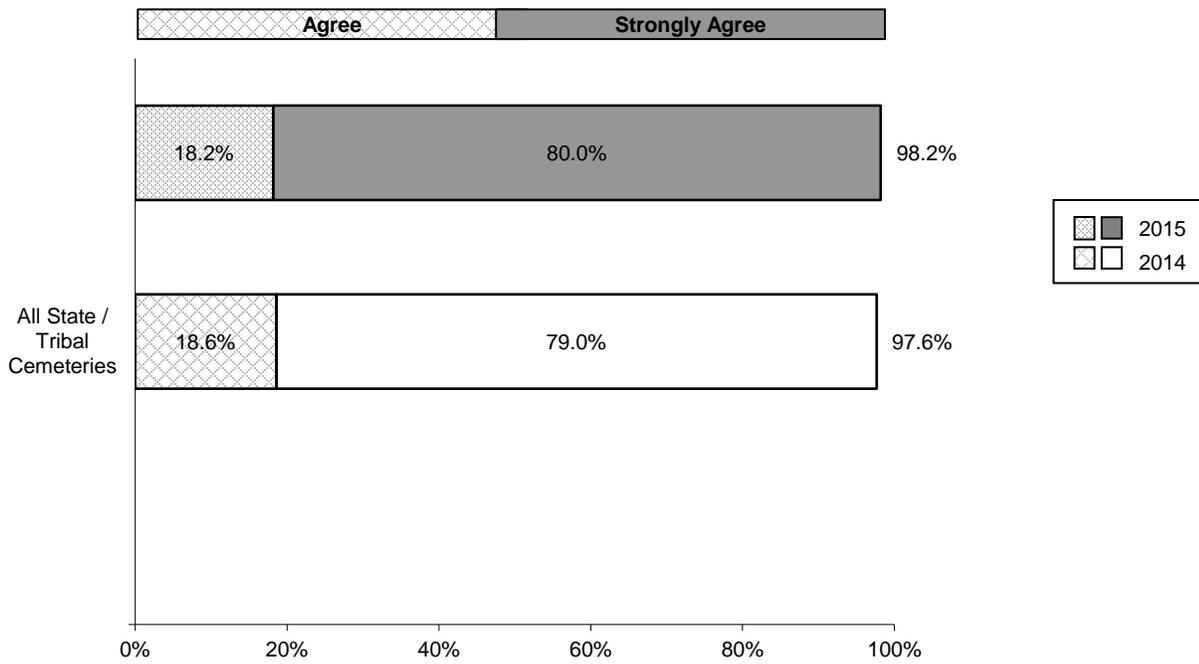
## FUNERAL DIRECTORS



## Cemetery Appearance and Visitor Accommodations

**Question 39/28: The committal shelter used for the service was private, clean, and free of safety hazards.**

### ALL RESPONDENTS



|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 6064 | 80.0%          | 1.0%          | 18.2% | 1.6%    | 0.2%     | 0.1%              |
|                                      | 2014 | 5412 | 79.0%          |               | 18.6% | 1.9%    | 0.3%     | 0.2%              |

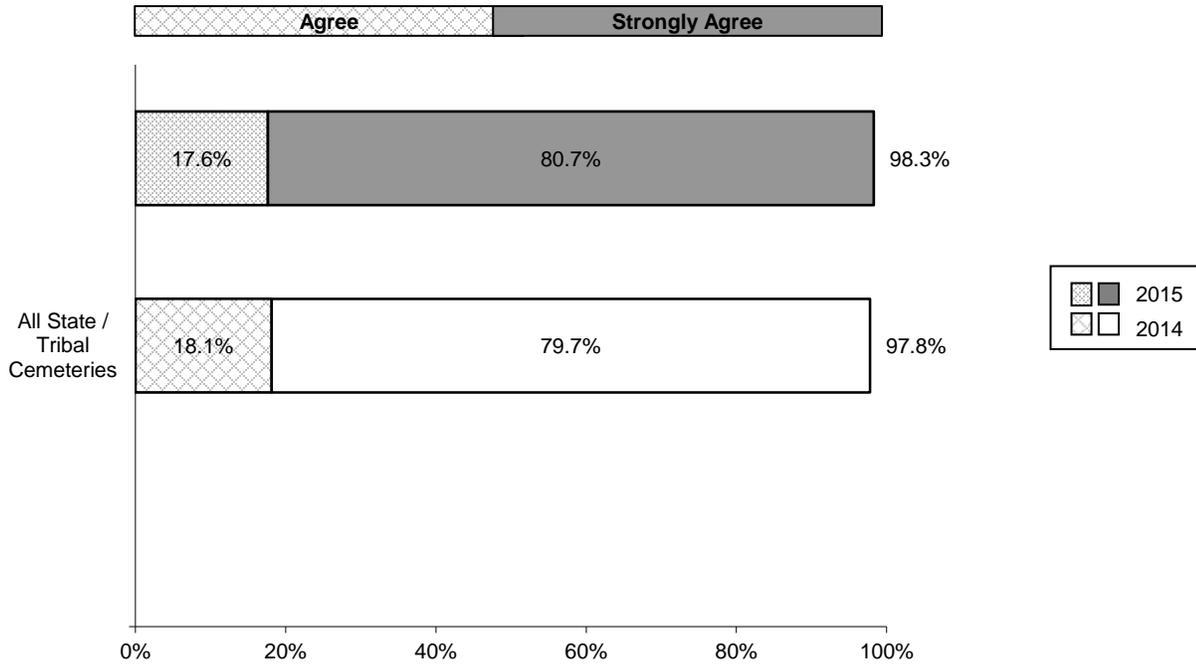
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

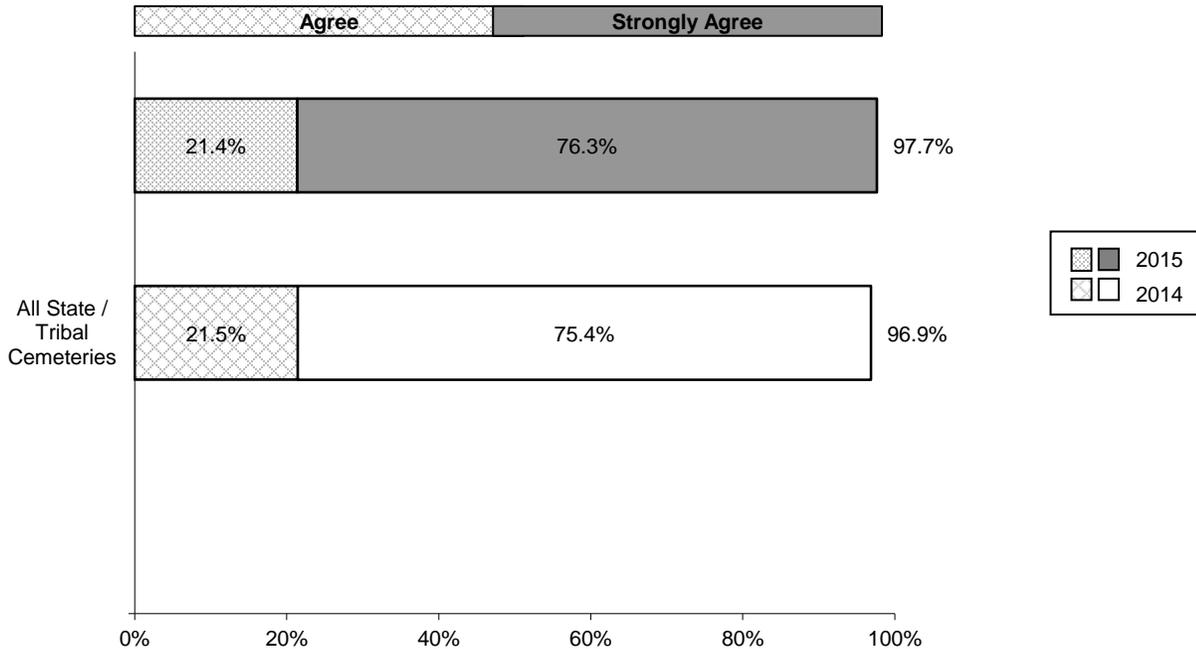
## Cemetery Appearance and Visitor Accommodations

**Question 39/28: The committal shelter used for the service was private, clean, and free of safety hazards (continued).**

### NEXT OF KIN



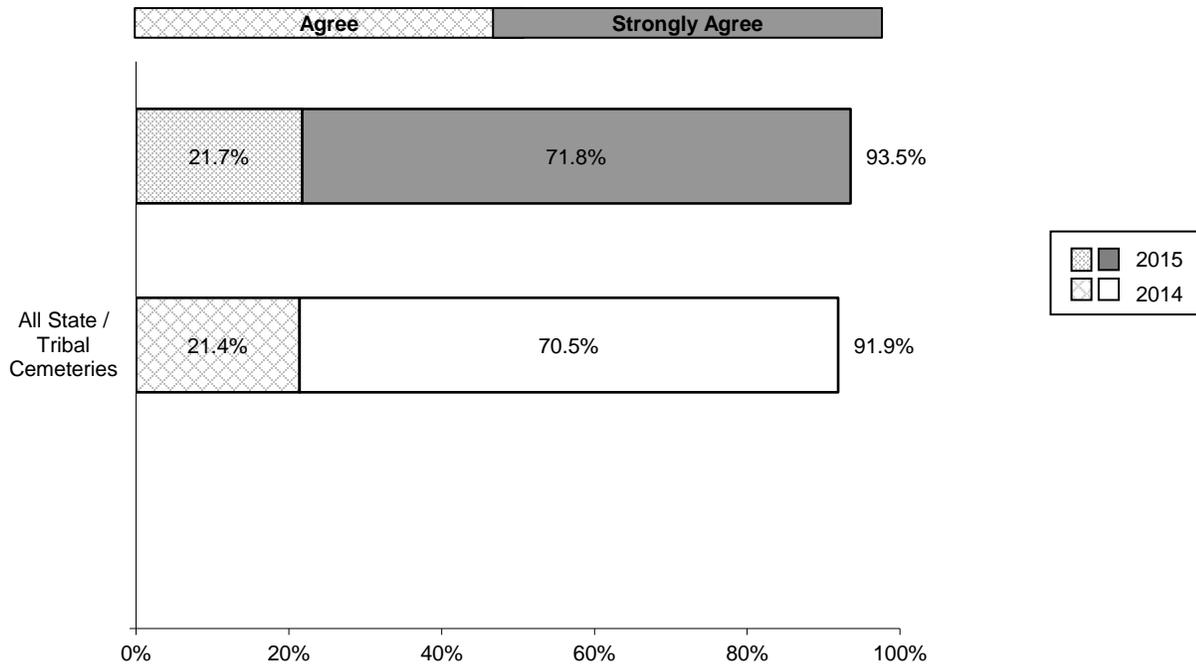
### FUNERAL DIRECTORS



## Cemetery Appearance and Visitor Accommodations

**Question 40/29: There is adequate handicap accessibility for visitors who need it.**

### ALL RESPONDENTS



|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 5476 | 71.8%          | 1.3%          | 21.7% | 5.1%    | 1.1%     | 0.3%              |
|                                      | 2014 | 5018 | 70.5%          |               | 21.4% | 6.4%    | 1.4%     | 0.3%              |

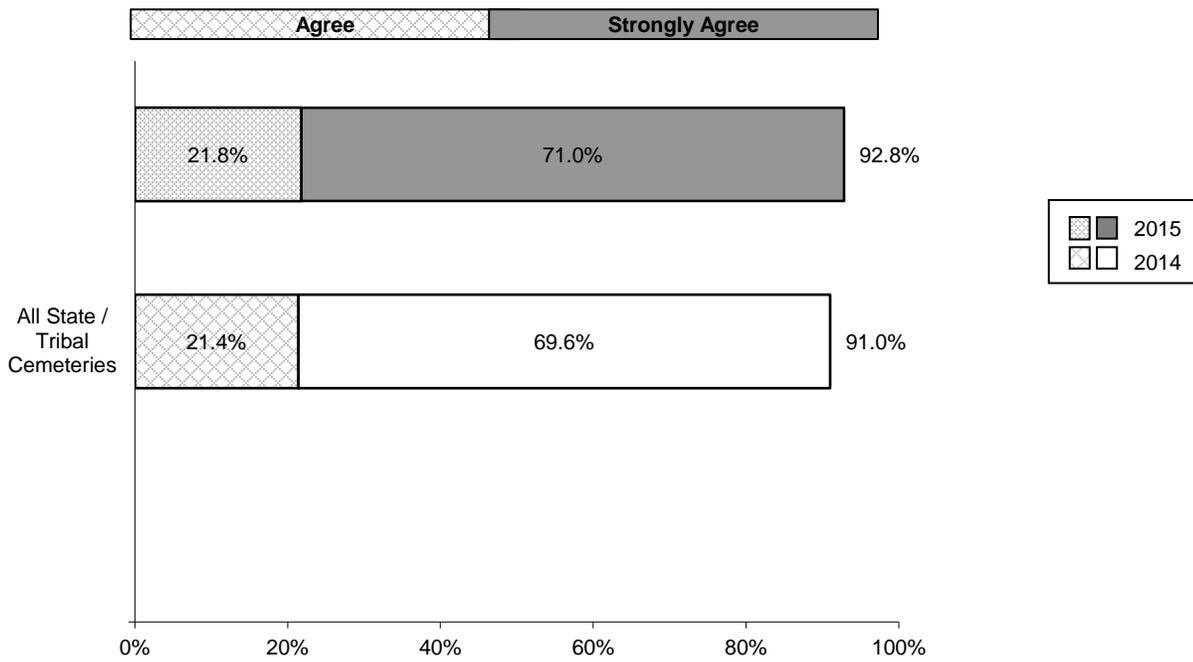
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

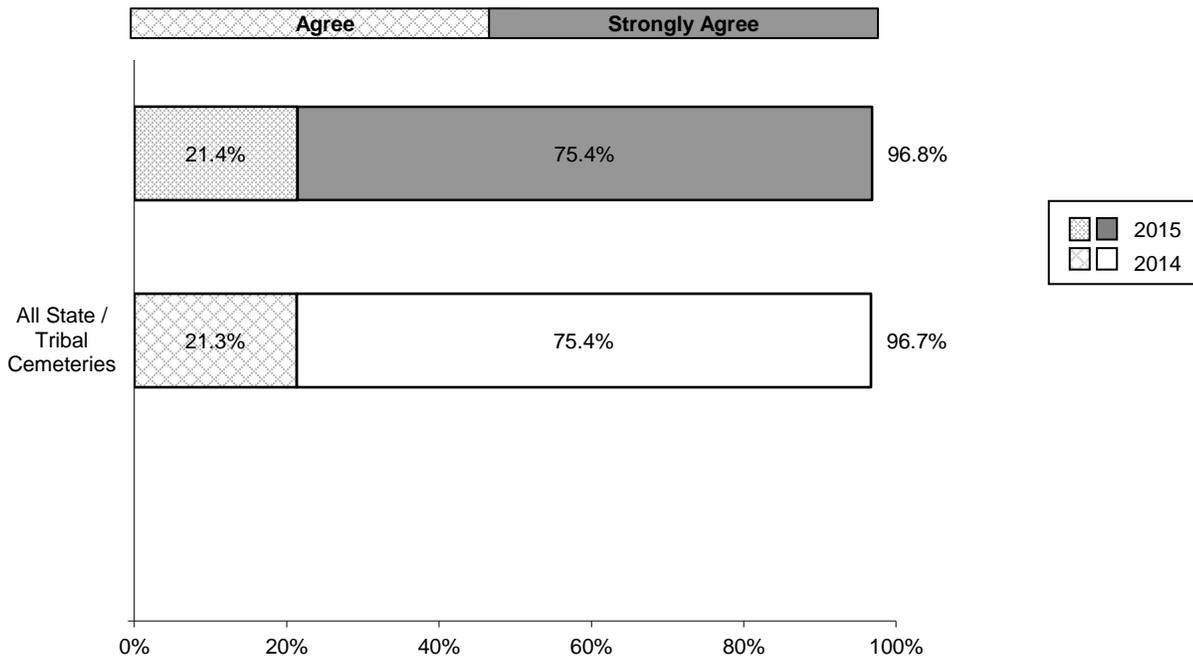
## Cemetery Appearance and Visitor Accommodations

**Question 40/29: There is adequate handicap accessibility for visitors who need it (continued).**

### NEXT OF KIN



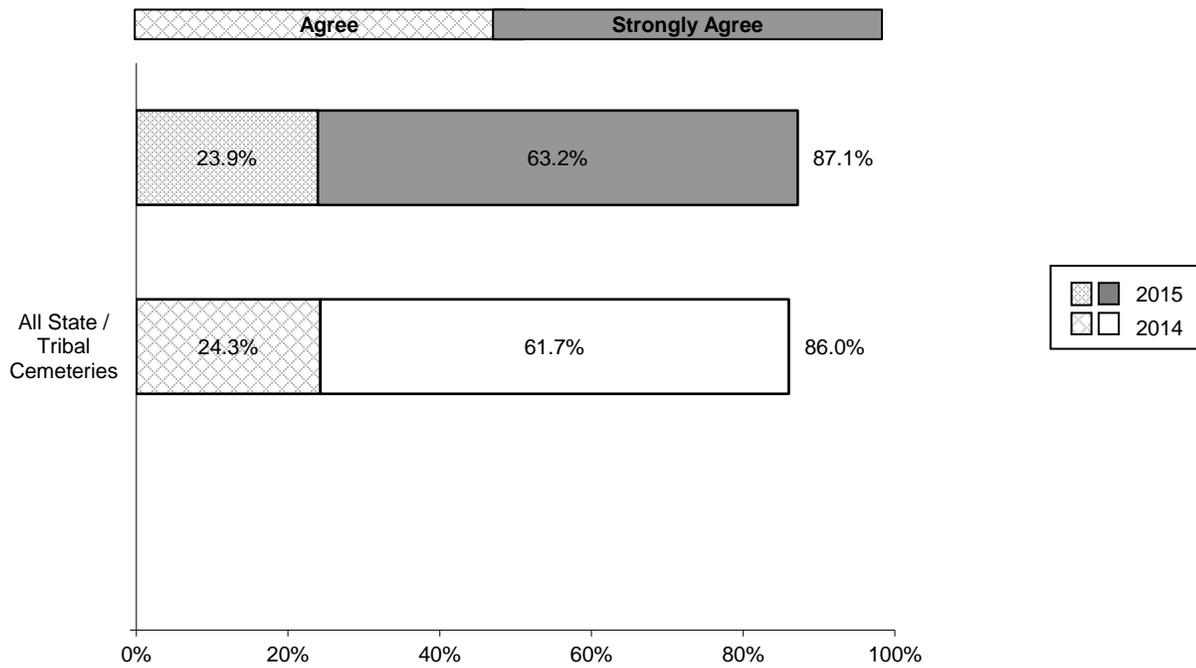
### FUNERAL DIRECTORS



## Cemetery Appearance and Visitor Accommodations

**Question 41/30: The availability of restrooms is suitable to accommodate visitors on busy days.**

### ALL RESPONDENTS



|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 5351 | 63.2%          | 1.5%          | 23.9% | 9.5%    | 2.6%     | 0.8%              |
|                                      | 2014 | 4916 | 61.7%          |               | 24.3% | 10.2%   | 2.9%     | 0.9%              |

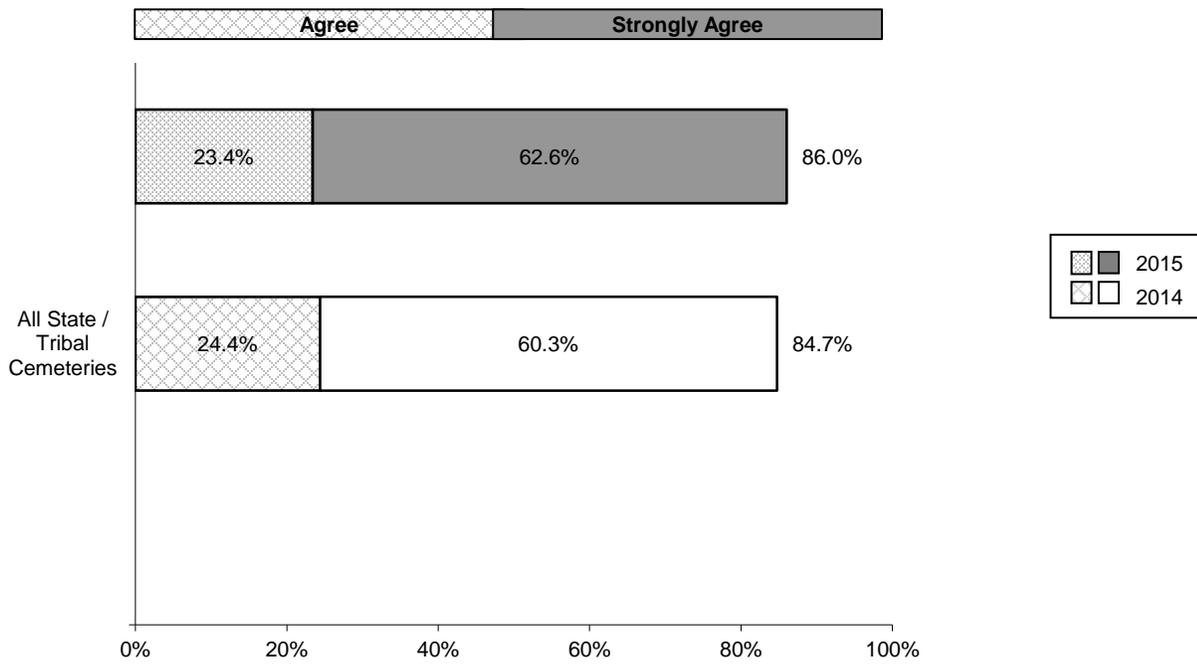
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

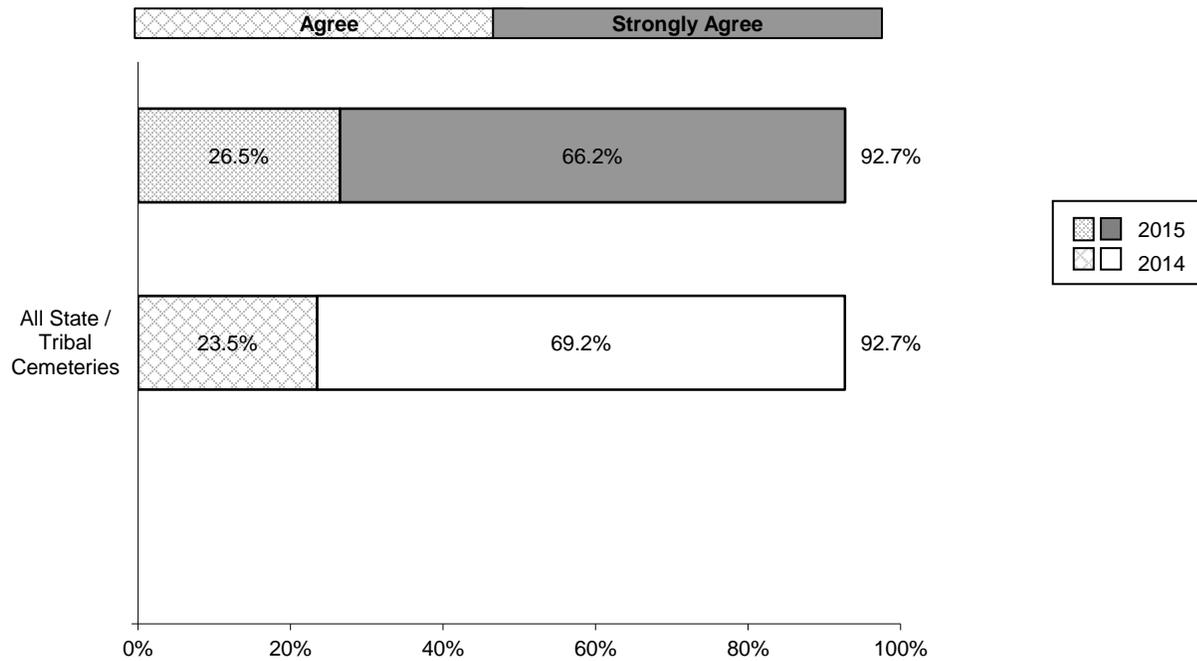
## Cemetery Appearance and Visitor Accommodations

**Question 41/30: The availability of restrooms is suitable to accommodate visitors on busy days (continued).**

### NEXT OF KIN



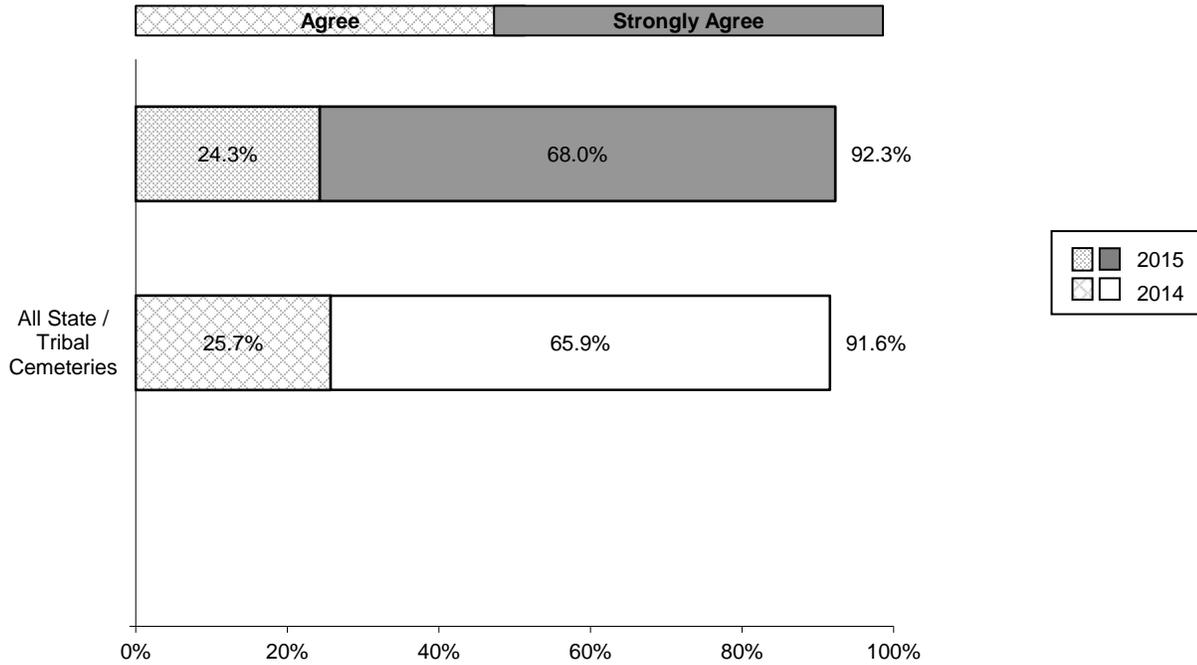
### FUNERAL DIRECTORS



## Cemetery Appearance and Visitor Accommodations

**Question 43/32: There are sufficient signs within the cemetery to assist visitors.**

### ALL RESPONDENTS



|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 6262 | 68.0%          | 2.1%          | 24.3% | 5.6%    | 1.8%     | 0.3%              |
|                                      | 2014 | 5670 | 65.9%          |               | 25.7% | 6.0%    | 2.0%     | 0.4%              |

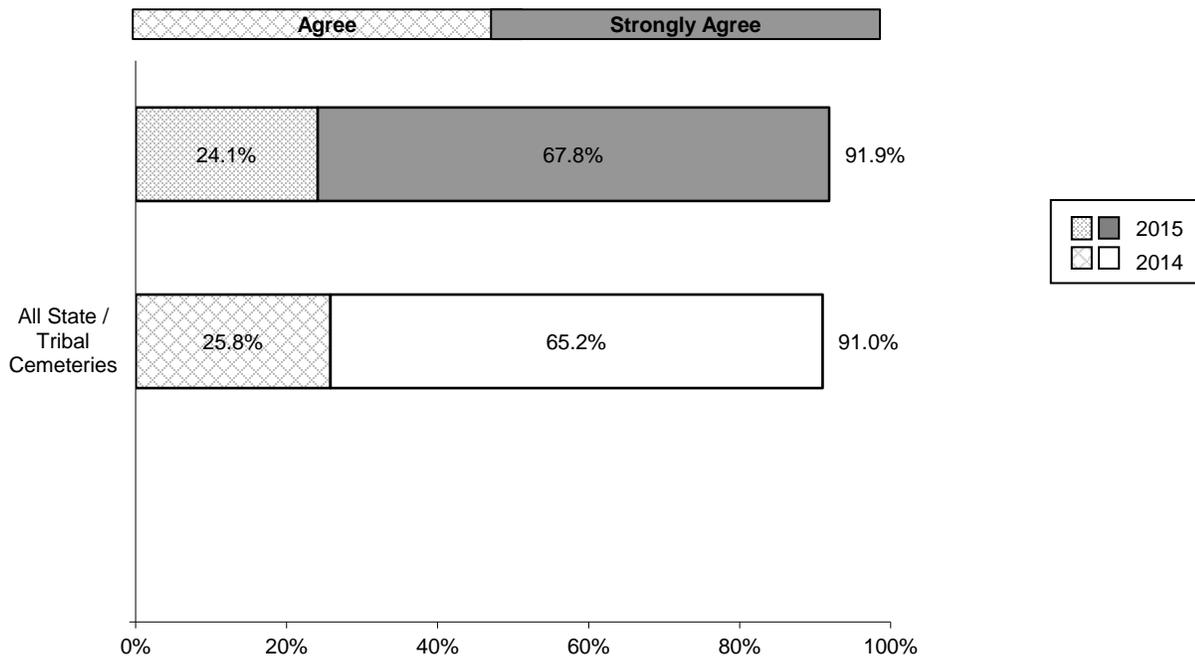
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

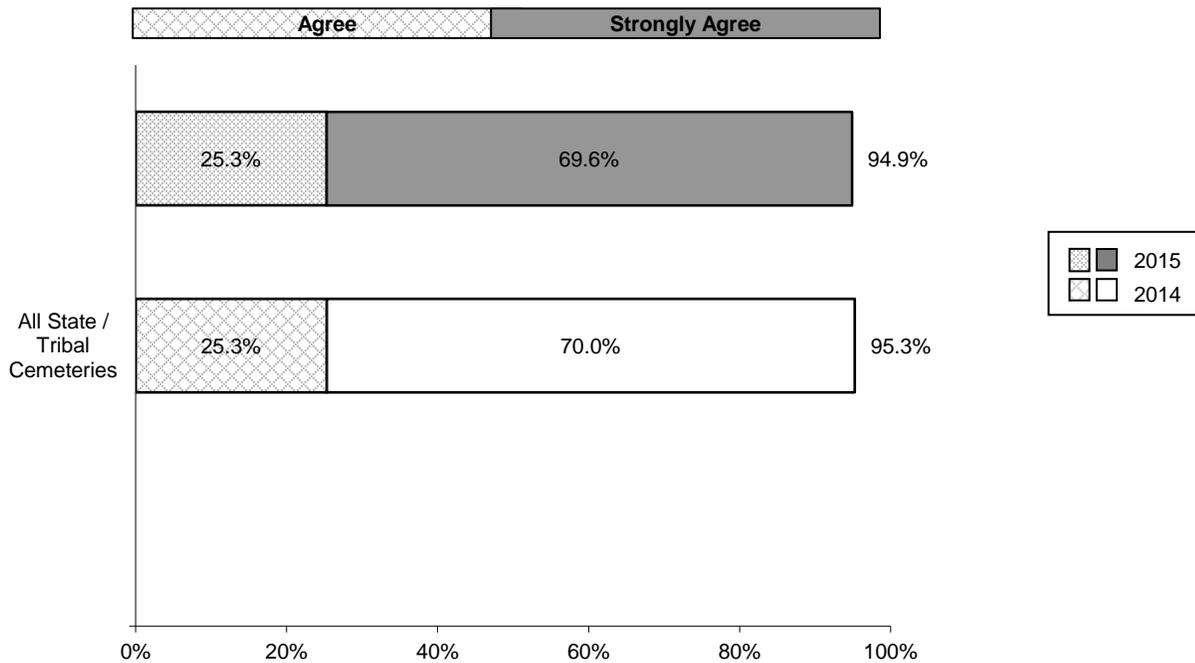
# Cemetery Appearance and Visitor Accommodations

**Question 43/32: There are sufficient signs within the cemetery to assist visitors (continued).**

## NEXT OF KIN



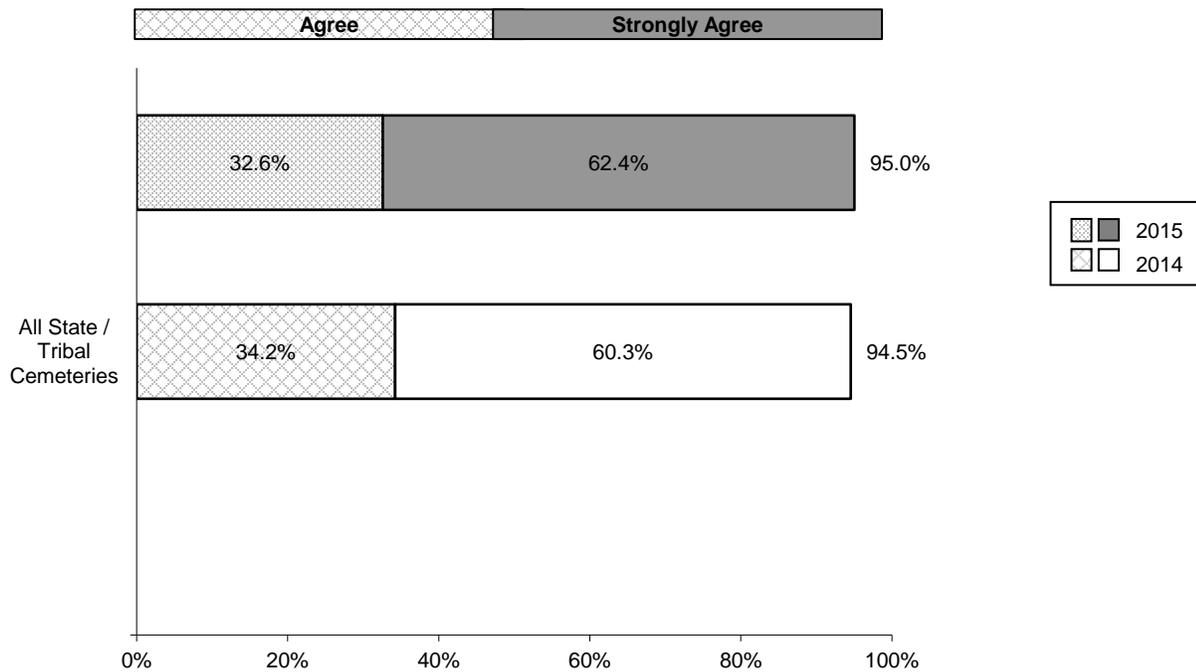
## FUNERAL DIRECTORS



## Cemetery Appearance and Visitor Accommodations

**Question 44/33: Parking at the cemetery is adequate to accommodate visitors on most days.**

### ALL RESPONDENTS



|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 6165 | 62.4%          | 2.1%          | 32.6% | 3.3%    | 1.5%     | 0.2%              |
|                                      | 2014 | 5636 | 60.3%          |               | 34.2% | 3.9%    | 1.4%     | 0.1%              |

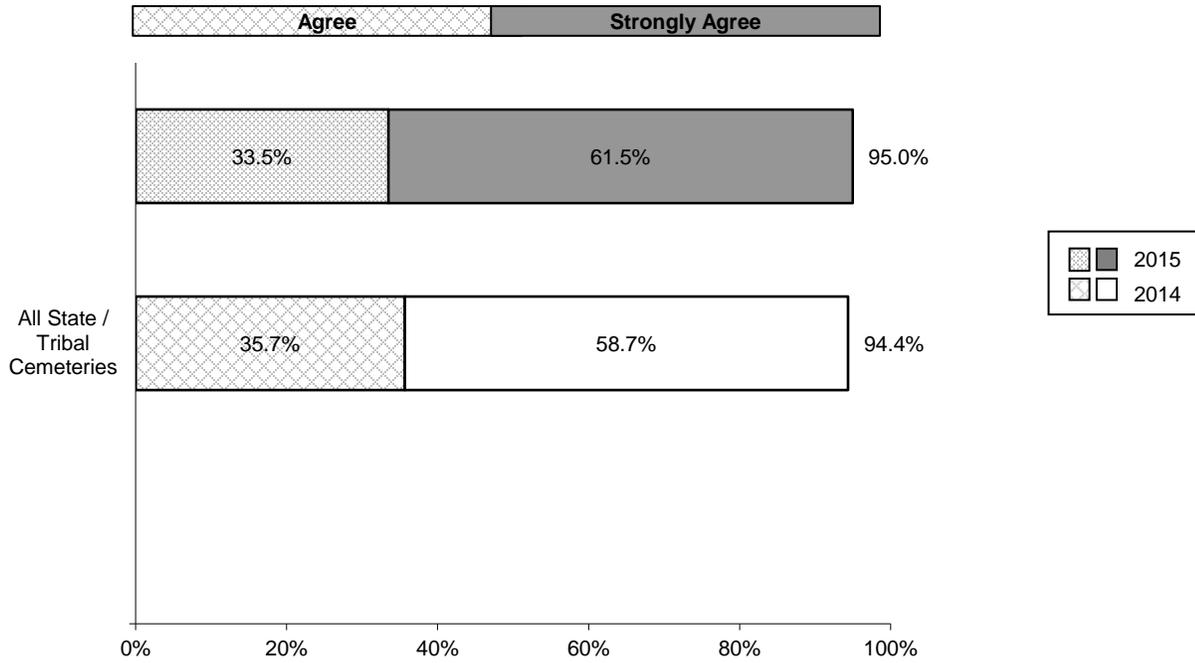
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

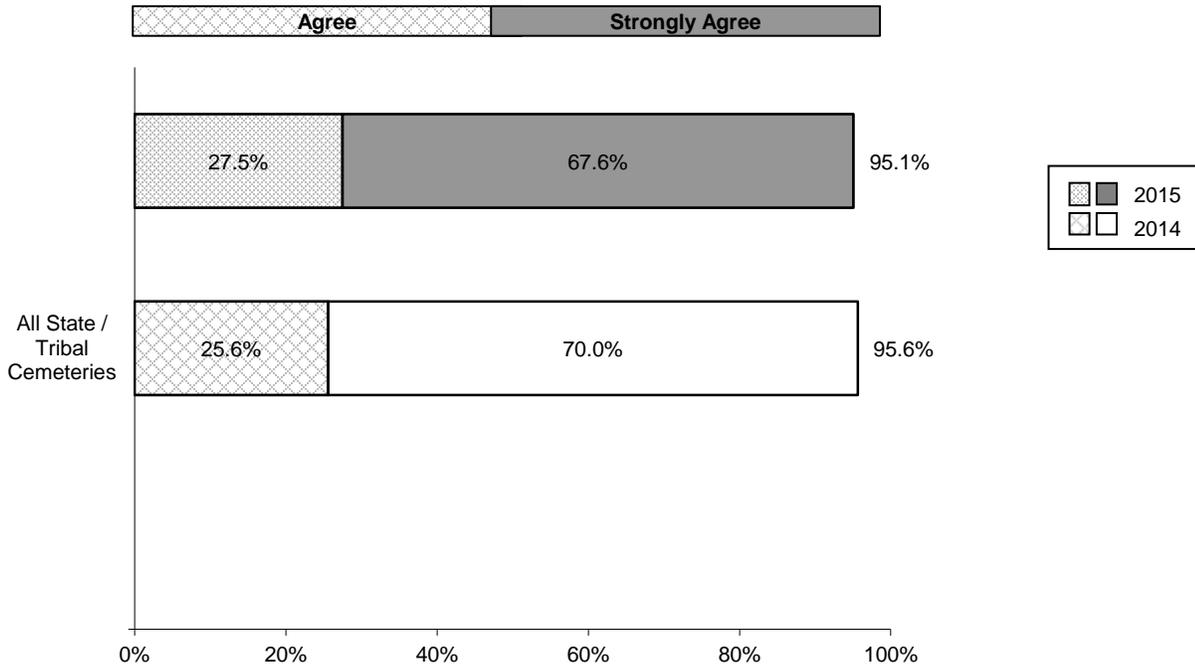
## Cemetery Appearance and Visitor Accommodations

**Question 44/33: Parking at the cemetery is adequate to accommodate visitors on most days (continued).**

### NEXT OF KIN



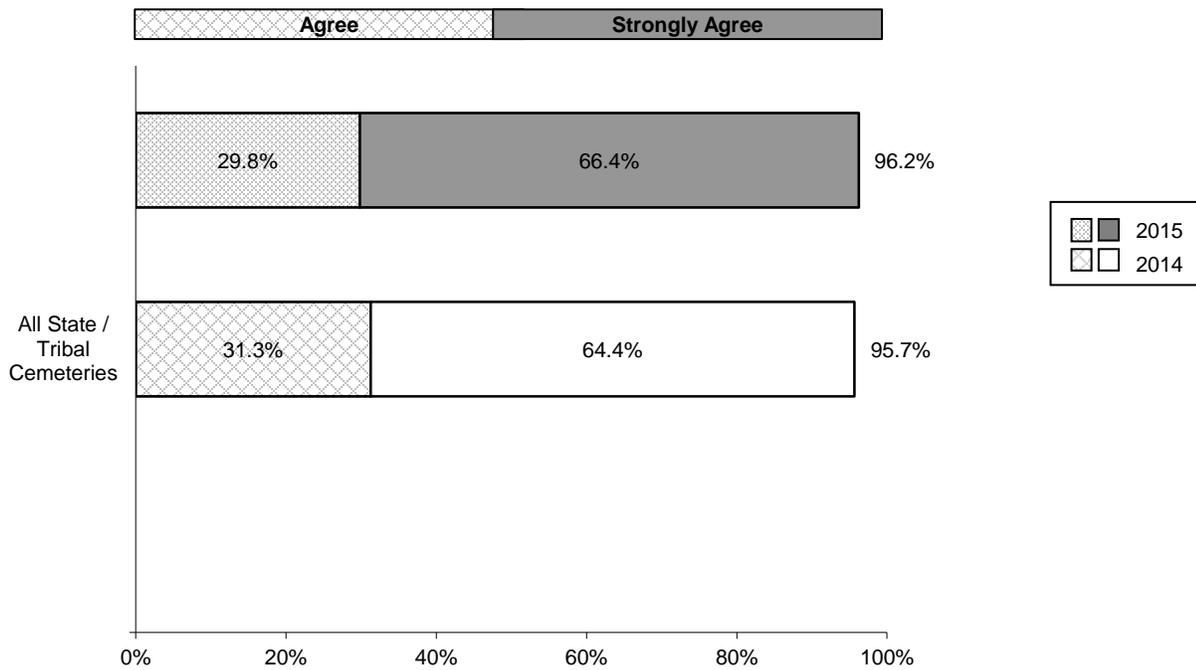
### FUNERAL DIRECTORS



## Cemetery Appearance and Visitor Accommodations

**Question 45/34: The cemetery's roadways and intersections are safe and easily navigated.**

### ALL RESPONDENTS



|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 6238 | 66.4%          | <b>2.0%</b>   | 29.8% | 2.8%    | 0.7%     | 0.3%              |
|                                      | 2014 | 5684 | 64.4%          |               | 31.3% | 3.2%    | 0.9%     | 0.2%              |

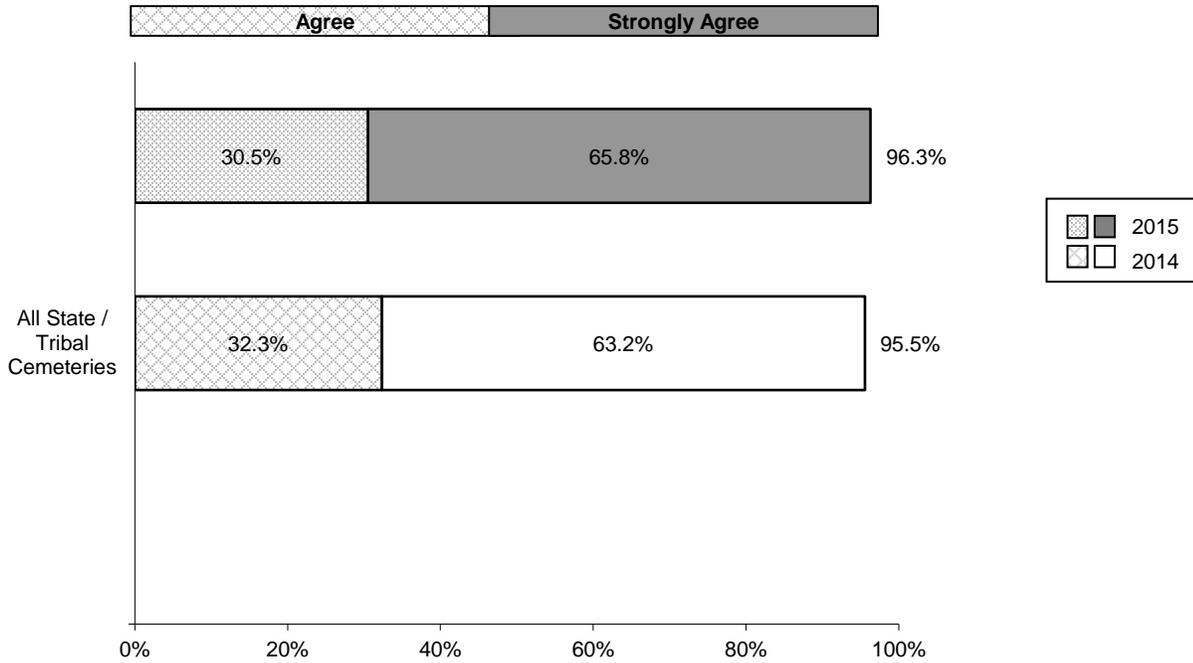
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

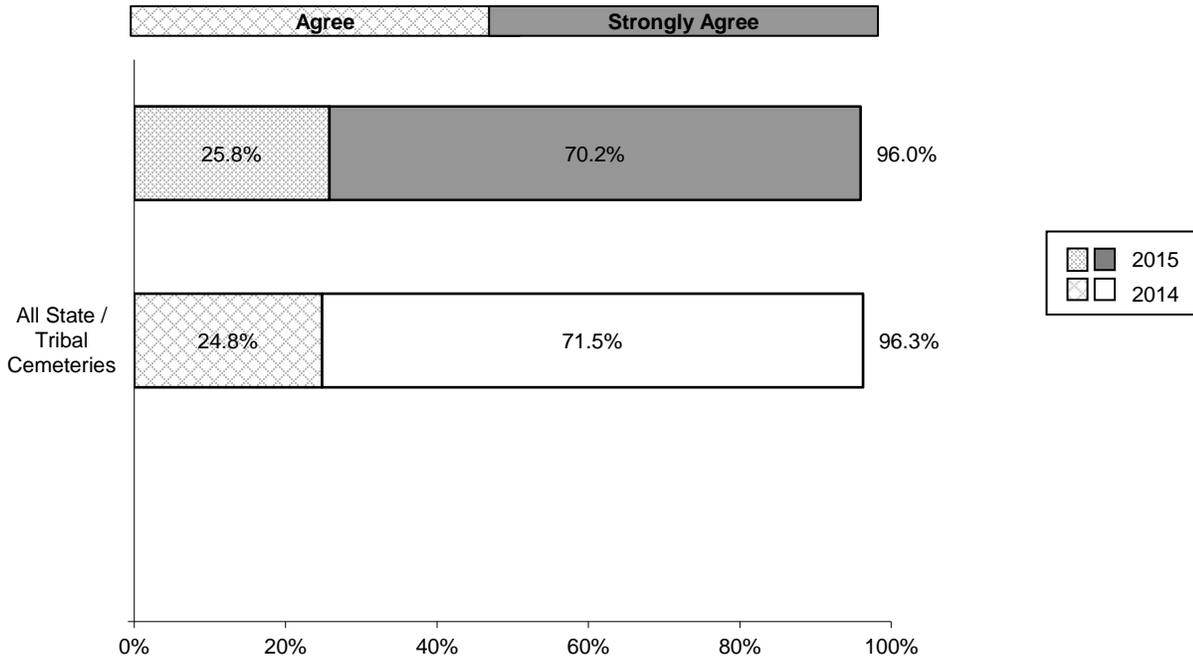
## Cemetery Appearance and Visitor Accommodations

**Question 45/34: The cemetery's roadways and intersections are safe and easily navigated (continued).**

### NEXT OF KIN



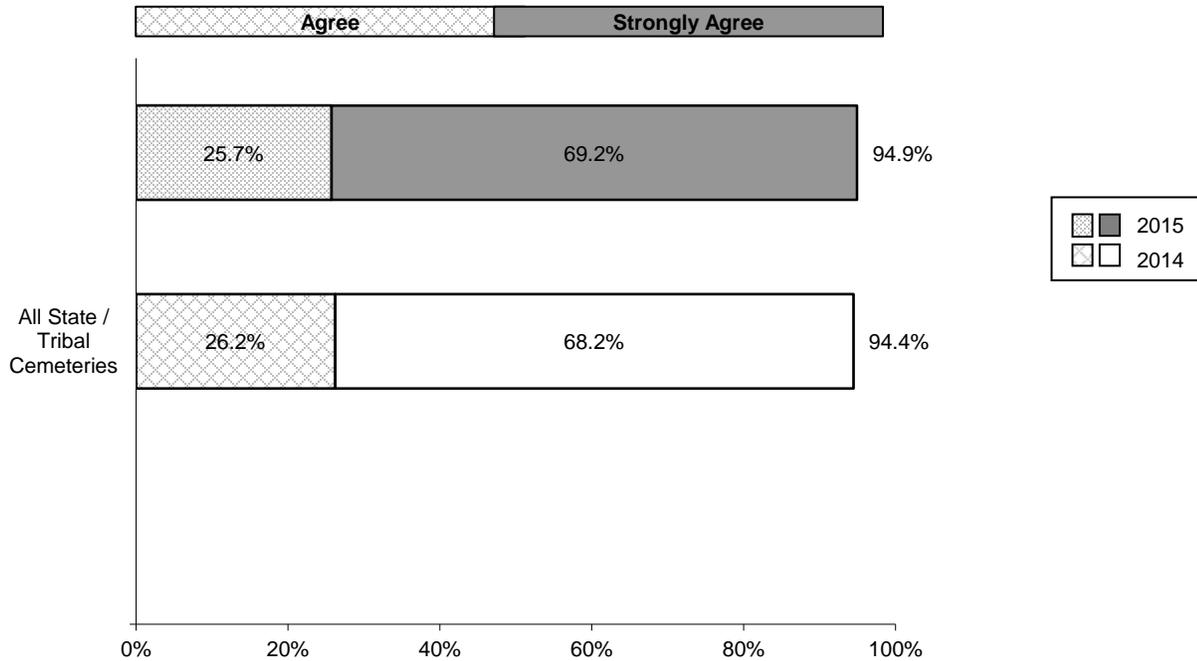
### FUNERAL DIRECTORS



## Cemetery Appearance and Visitor Accommodations

**Question 49/38: The State or Tribal Veterans Cemetery hours of operation meet my needs for visiting my love one’s gravesite. / The State or Tribal Veterans Cemetery hours of operation meet my needs for scheduling services.**

### ALL RESPONDENTS



|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 6121 | 69.2%          | 1.0%          | 25.7% | 3.3%    | 1.2%     | 0.6%              |
|                                      | 2014 | 5564 | 68.2%          |               | 26.2% | 3.7%    | 1.4%     | 0.5%              |

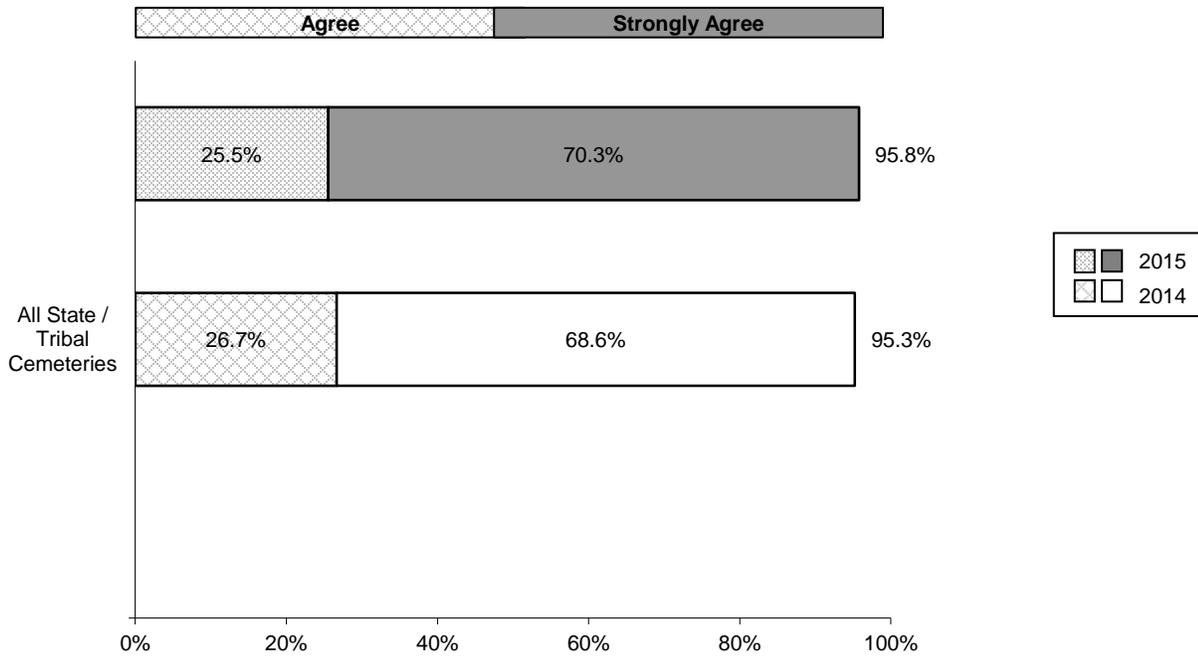
**\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.**

**Next of Kin and Funeral Director data for this survey item are presented on the following page.**

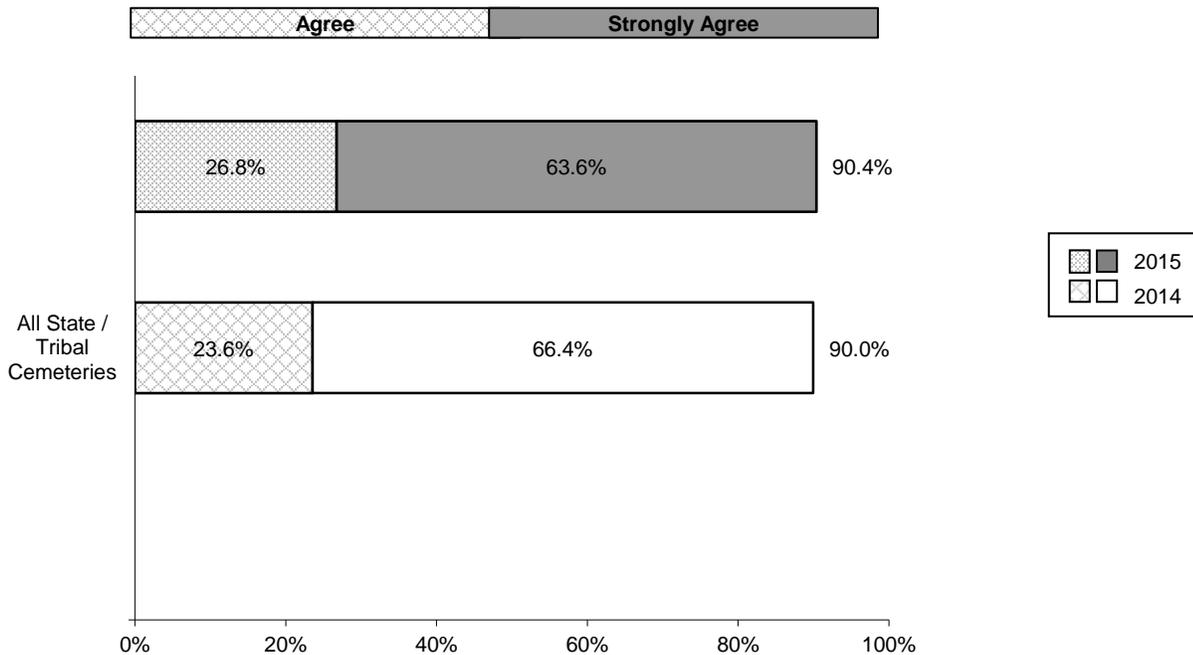
## Cemetery Appearance and Visitor Accommodations

**Question 49/38: The State or Tribal Veterans Cemetery hours of operation meet my needs for visiting my love one's gravesite. / The State or Tribal Veterans Cemetery hours of operation meet my needs for scheduling services (continued).**

### NEXT OF KIN



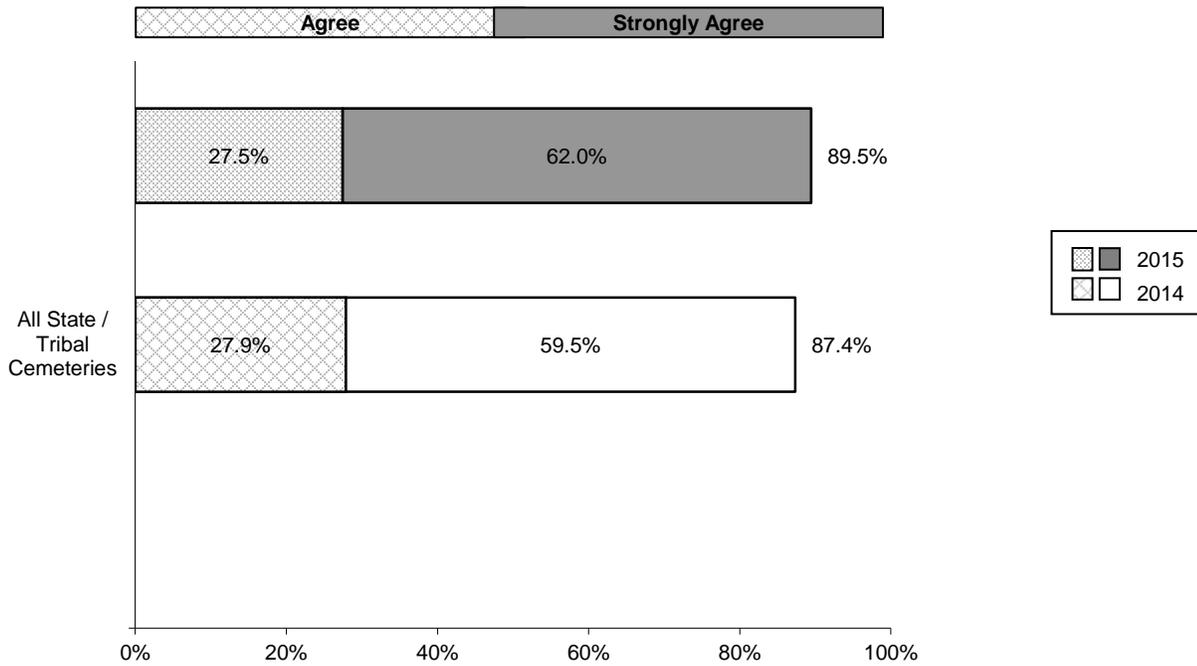
### FUNERAL DIRECTORS



## Cemetery Appearance and Visitor Accommodations

**Question 51/39: The information kiosks (i.e., gravesite locators) are helpful to me.**

### ALL RESPONDENTS



|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 5202 | 62.0%          | 2.5%          | 27.5% | 9.1%    | 1.0%     | 0.4%              |
|                                      | 2014 | 4833 | 59.5%          |               | 27.9% | 11.0%   | 1.3%     | 0.4%              |

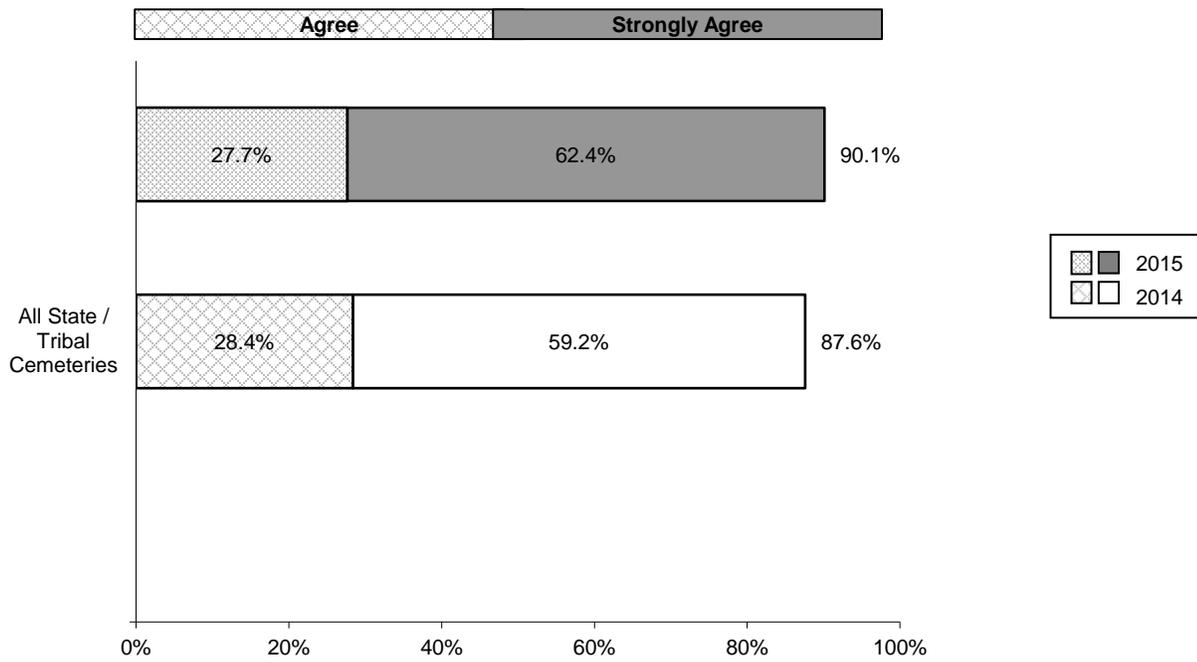
\*The change scores represent the difference between the "strongly agree" categories for the row year and the previous year.

Next of Kin and Funeral Director data for this survey item are presented on the following page.

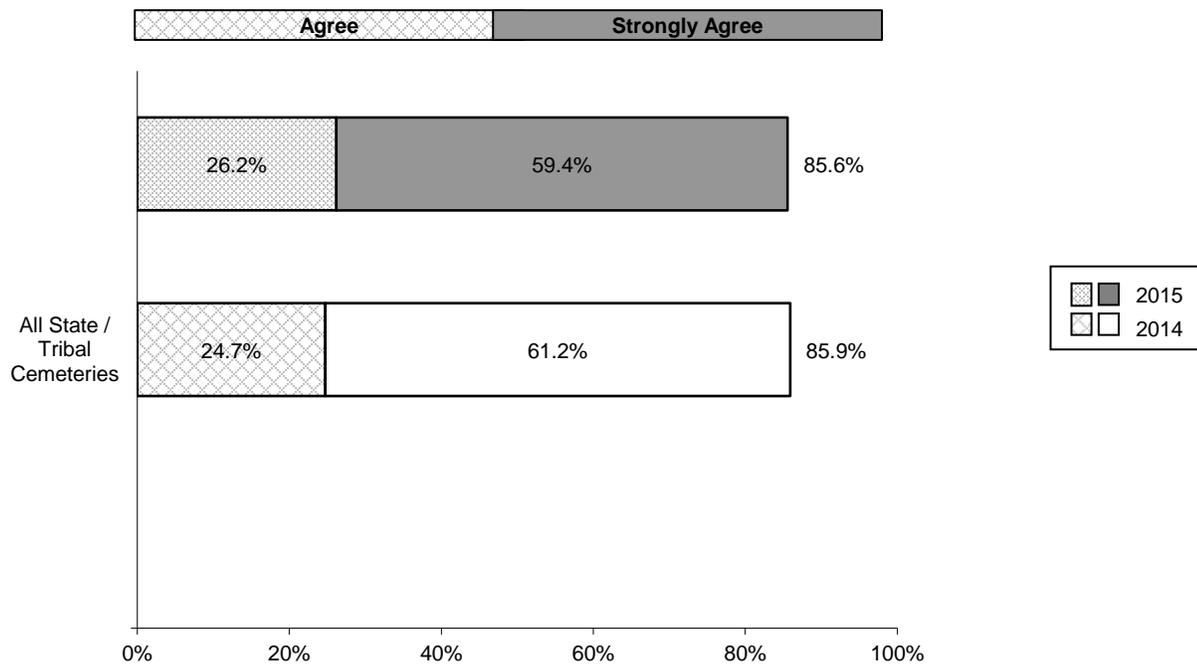
## Cemetery Appearance and Visitor Accommodations

**Question 51/39: The information kiosks (i.e., gravesite locators) are helpful to me (continued).**

### NEXT OF KIN



### FUNERAL DIRECTORS



## **State or Tribal Veterans Cemeteries as Compared to National Cemeteries**

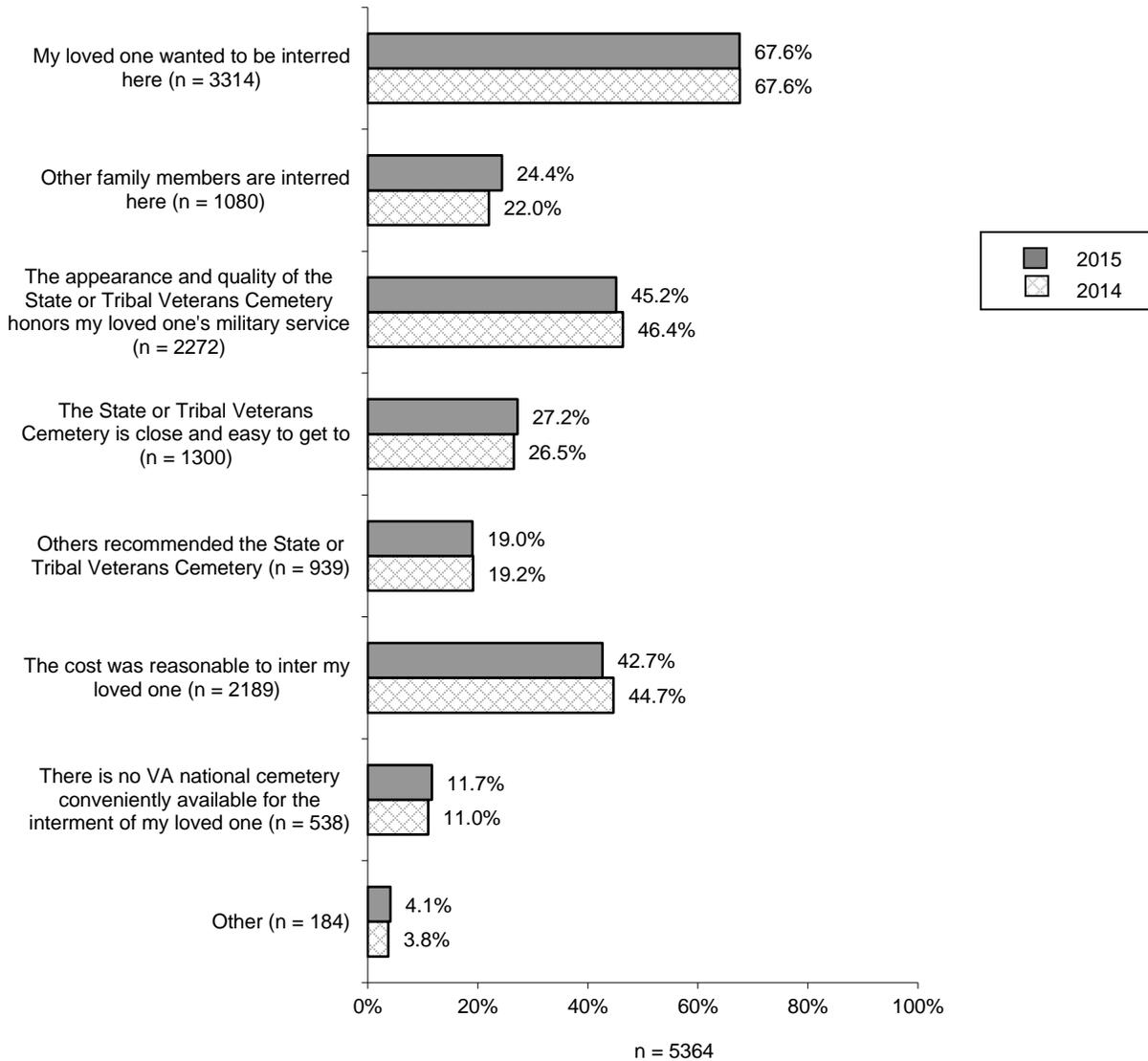
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### **SECTION DESCRIPTION**

- This section presents survey findings from next of kin about their experience with State or Tribal Veterans Cemeteries in comparison to national cemeteries.
- Measures of comparisons between State or Tribal Veterans Cemeteries and National Cemeteries are provided on appearance, quality of service, and honor to Veterans.
- Note that due to rounding, some percentages may not sum to 100.

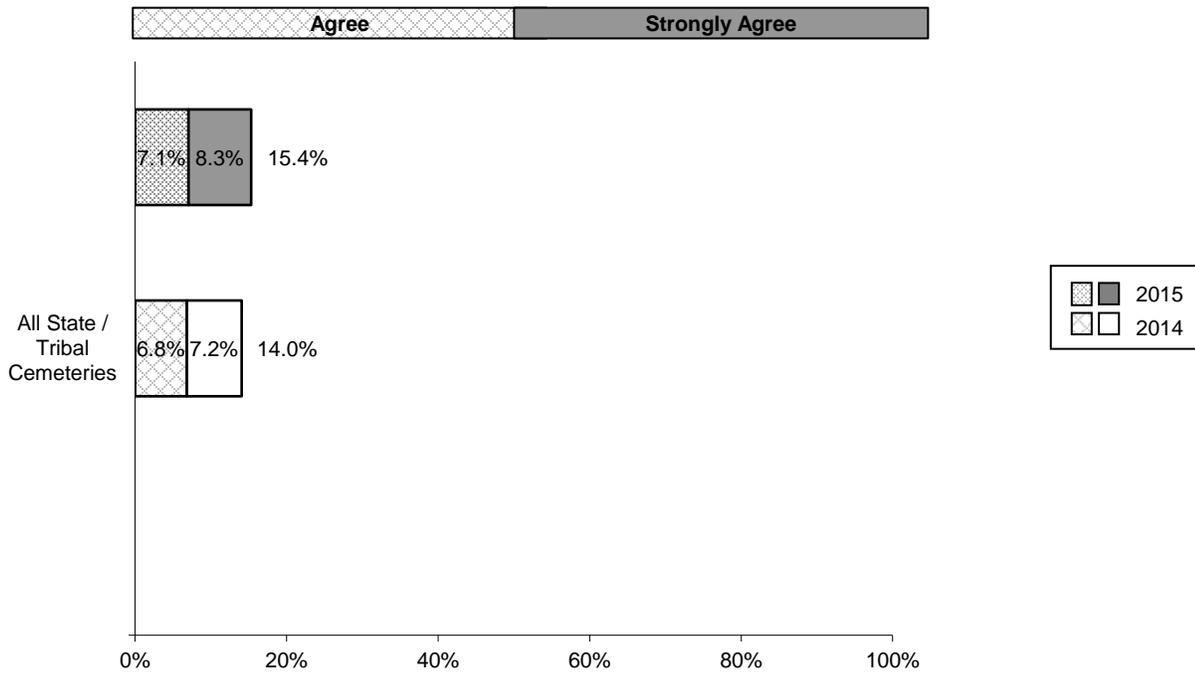
## State or Tribal Cemeteries in Comparison to National Cemeteries: Next of Kin

**Question 59: Please choose any of the following reasons to describe why you selected the State or Tribal Veterans Cemetery for your loved one's interment. (Mark all that apply)**



## State or Tribal Cemeteries in Comparison to National Cemeteries: Next of Kin

**Question 60: If I had been able, I would have chosen to inter my loved one at a VA national cemetery rather than the State or Tribal Veterans Cemetery.**

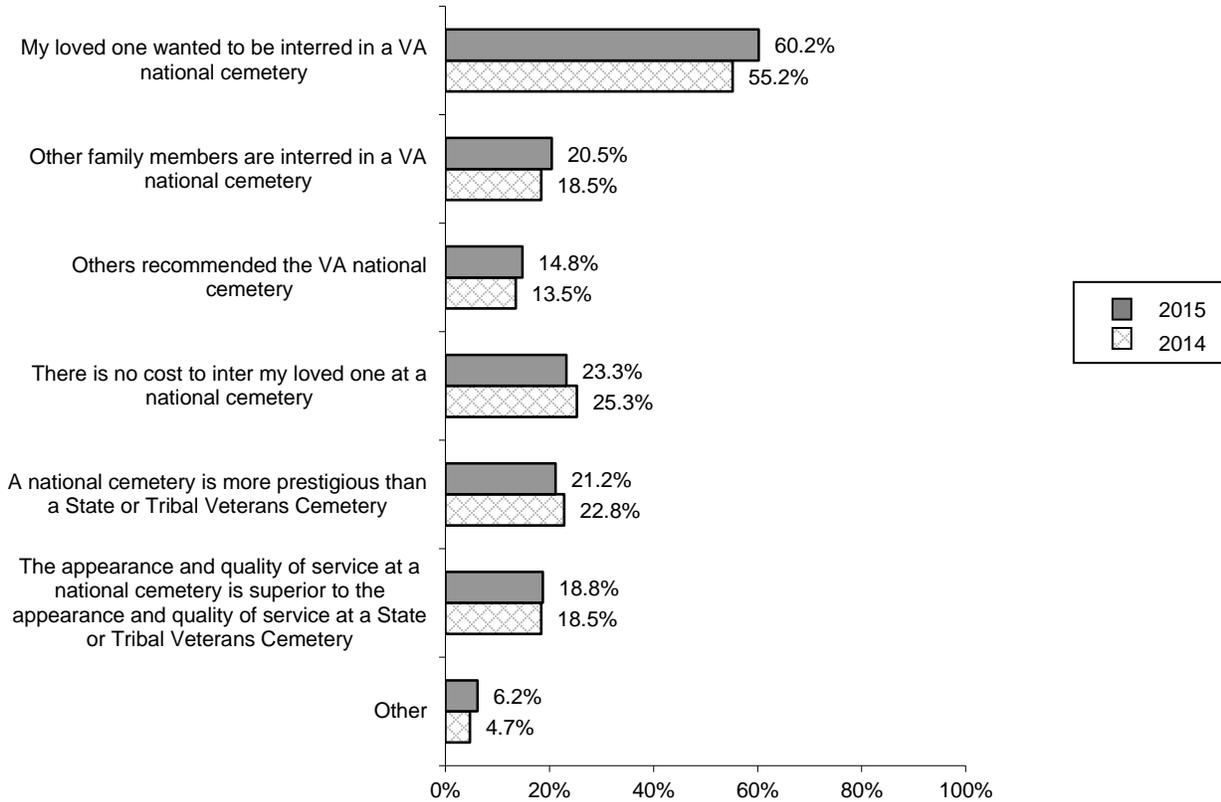


|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 5190 | 8.3%           | 1.1%          | 7.1%  | 51.4%   | 23.4%    | 9.9%              |
|                                      | 2014 | 4803 | 7.2%           |               | 6.8%  | 50.3%   | 24.7%    | 10.9%             |

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

## State or Tribal Cemeteries in Comparison to National Cemeteries: Next of Kin

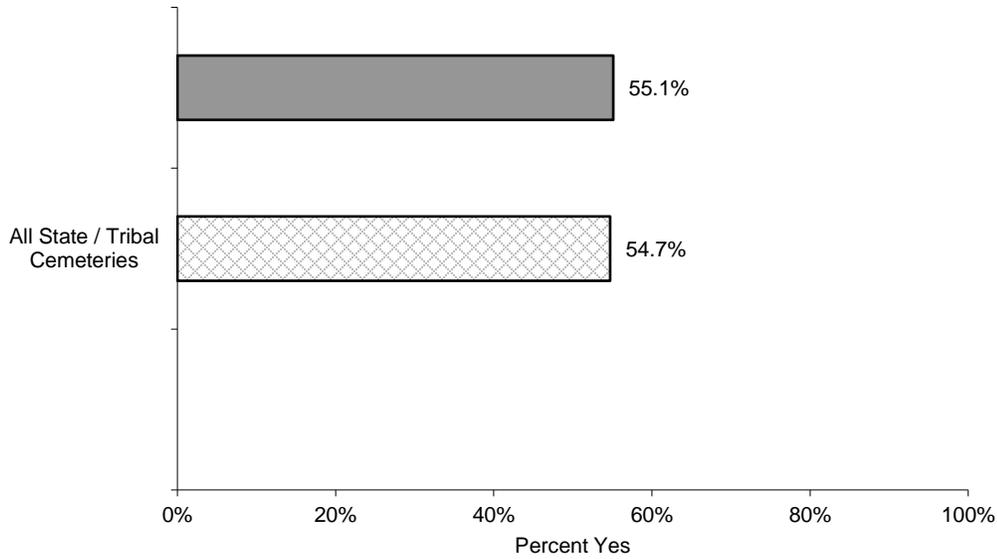
**Question 61: Please choose any of the following to describe why you would have preferred interment in a VA national cemetery rather than a State or Tribal Veterans Cemetery. (Mark all that apply)**



**Only respondents that indicated "Strongly Agree" or "Agree" to Question 60 (NoK) received this question.**

## State or Tribal Cemeteries in Comparison to National Cemeteries: Next of Kin

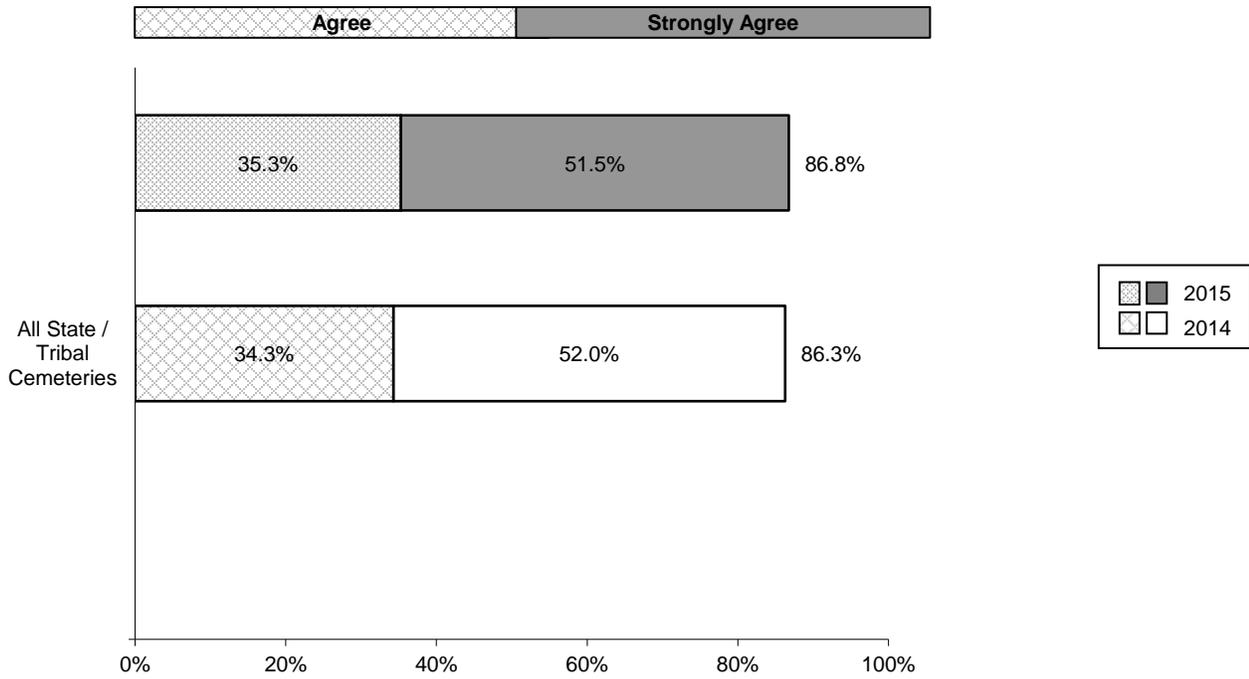
**Question 62: Have you visited a VA national cemetery?**



|  | Year | n    | Yes   | No    |
|--|------|------|-------|-------|
| <b>All State/Tribal<br/>Cemeteries</b> | 2015 | 5280 | 55.1% | 44.9% |
|  | 2014 | 4863 | 54.7% | 45.3% |

## State or Tribal Cemeteries in Comparison to National Cemeteries: Next of Kin

**Question 63: Based on your visit, the appearance of the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.**



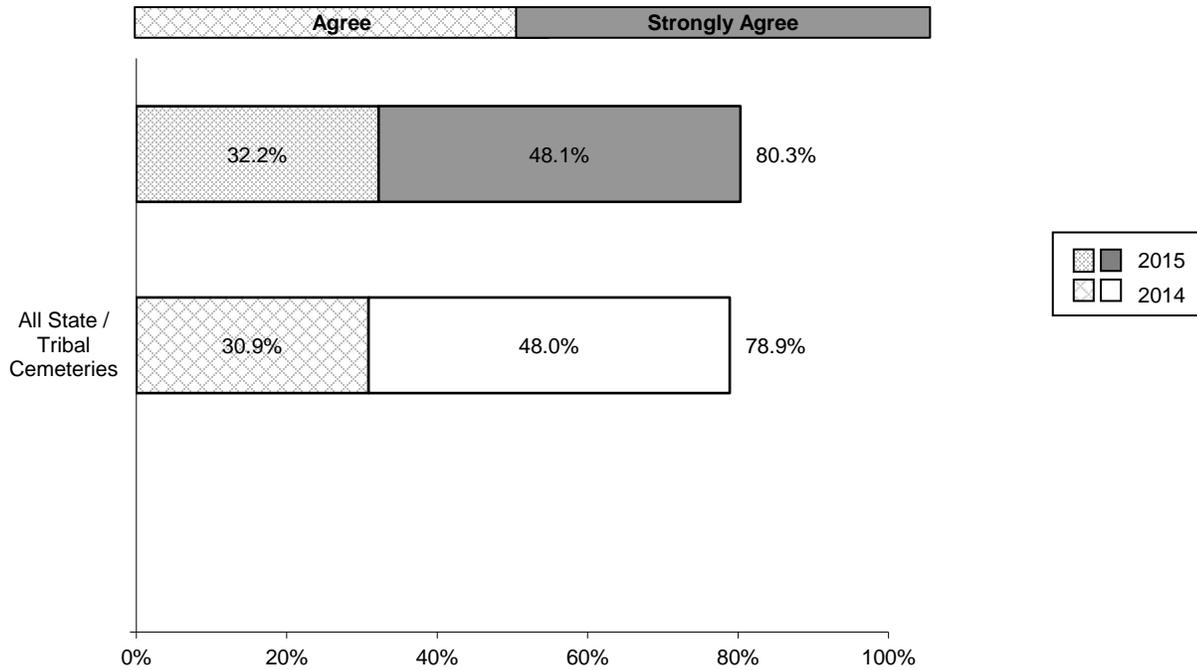
|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 2838 | 51.5%          | -0.5%         | 35.3% | 10.9%   | 2.1%     | 0.2%              |
|                                      | 2014 | 2627 | 52.0%          |               | 34.3% | 11.0%   | 2.4%     | 0.3%              |

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

Only respondents that indicated "Yes" to Question 62 (NoK) received this question.

## State or Tribal Cemeteries in Comparison to National Cemeteries: Next of Kin

**Question 64: Based on your visit, the quality of the service at the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.**



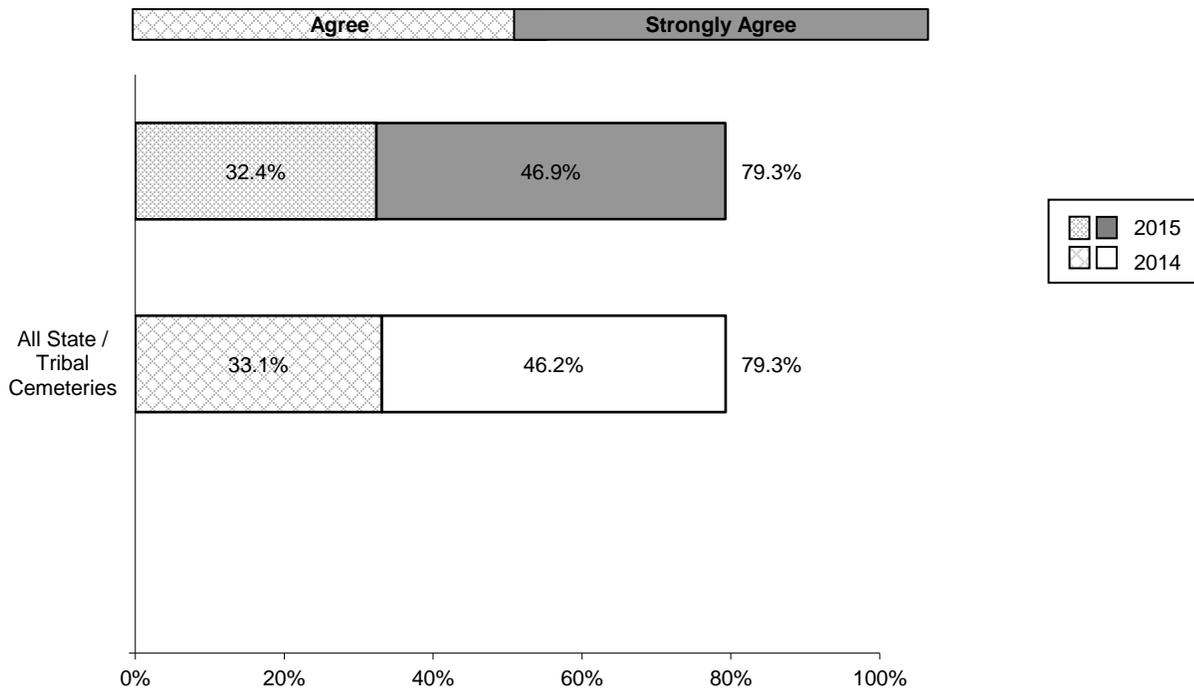
|                                      | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|--------------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| <b>All State / Tribal Cemeteries</b> | 2015 | 2841 | 48.1%          | 0.1%          | 32.2% | 18.6%   | 0.9%     | 0.2%              |
|                                      | 2014 | 2620 | 48.0%          |               | 30.9% | 19.6%   | 1.1%     | 0.3%              |

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

Only respondents that indicated "Yes" to Question 62 (NoK) received this question.

## State or Tribal Cemeteries in Comparison to National Cemeteries: Next of Kin

**Question 65: The honor of being interred at a State or Tribal Veterans Cemetery is equivalent to that of being interred at a VA national cemetery.**



|                               | Year | n    | Strongly agree | Change Score* | Agree | Neither | Disagree | Strongly disagree |
|-------------------------------|------|------|----------------|---------------|-------|---------|----------|-------------------|
| All State / Tribal Cemeteries | 2015 | 5465 | 46.9%          | 0.7%          | 32.4% | 18.6%   | 1.8%     | 0.3%              |
|                               | 2014 | 4983 | 46.2%          |               | 33.1% | 18.3%   | 2.2%     | 0.2%              |

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

**Appendix A:  
Respondent Characteristics  
Next of Kin  
Funeral Directors**

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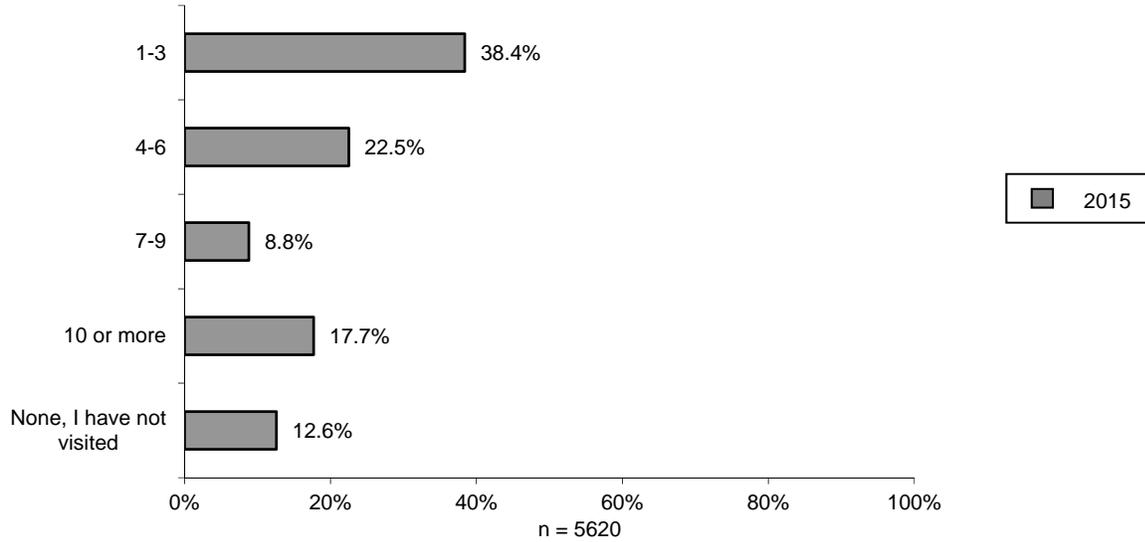
**SECTION DESCRIPTION**

- This section presents an overview of the characteristics of the survey respondent population.
- Key demographic information is presented for both next of kin and funeral director survey respondents.
- Question-by-question comparative analyses (Elements of Comparison) are included as well.
- Note that due to rounding, some percentages may not sum to 100.

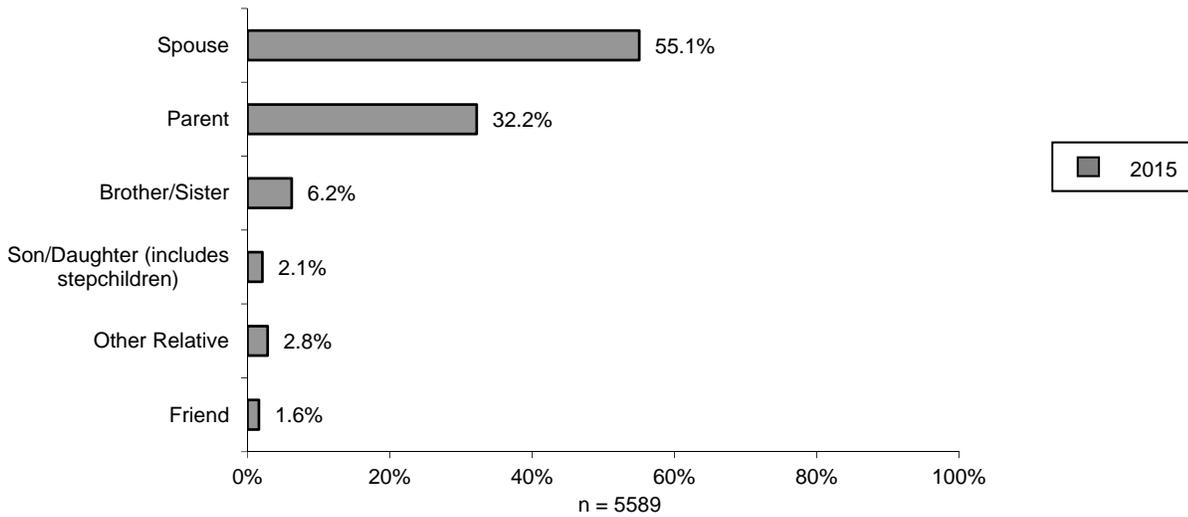
## Appendix A: Respondent Characteristics

### Next of Kin

**Question 1: Since the committal service, how many times have you visited the State or Tribal Veterans Cemetery where your loved one was interred?**

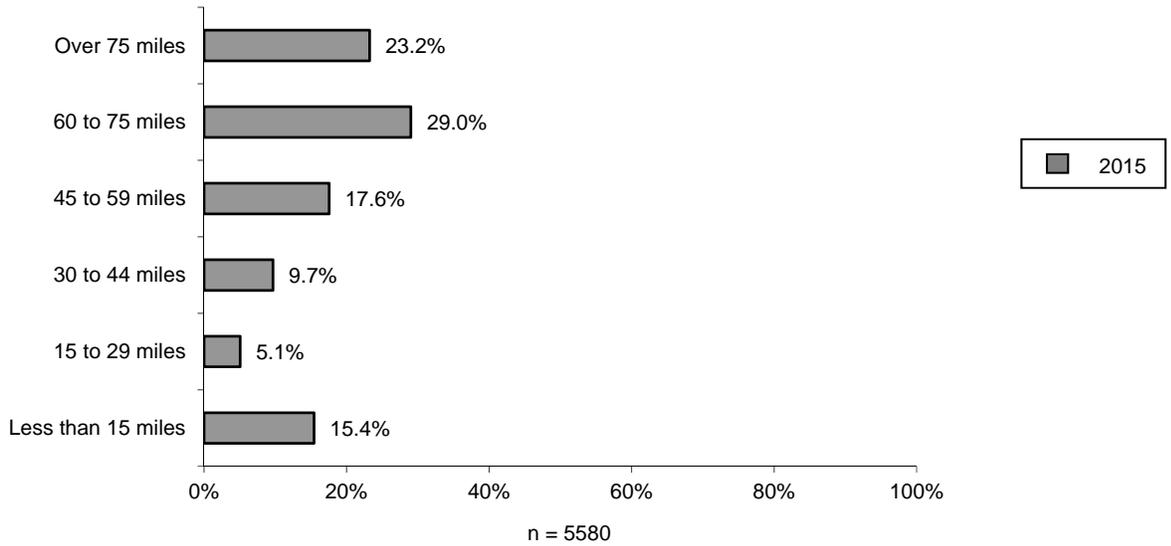


**Question 2: Your recently deceased loved one was your...**

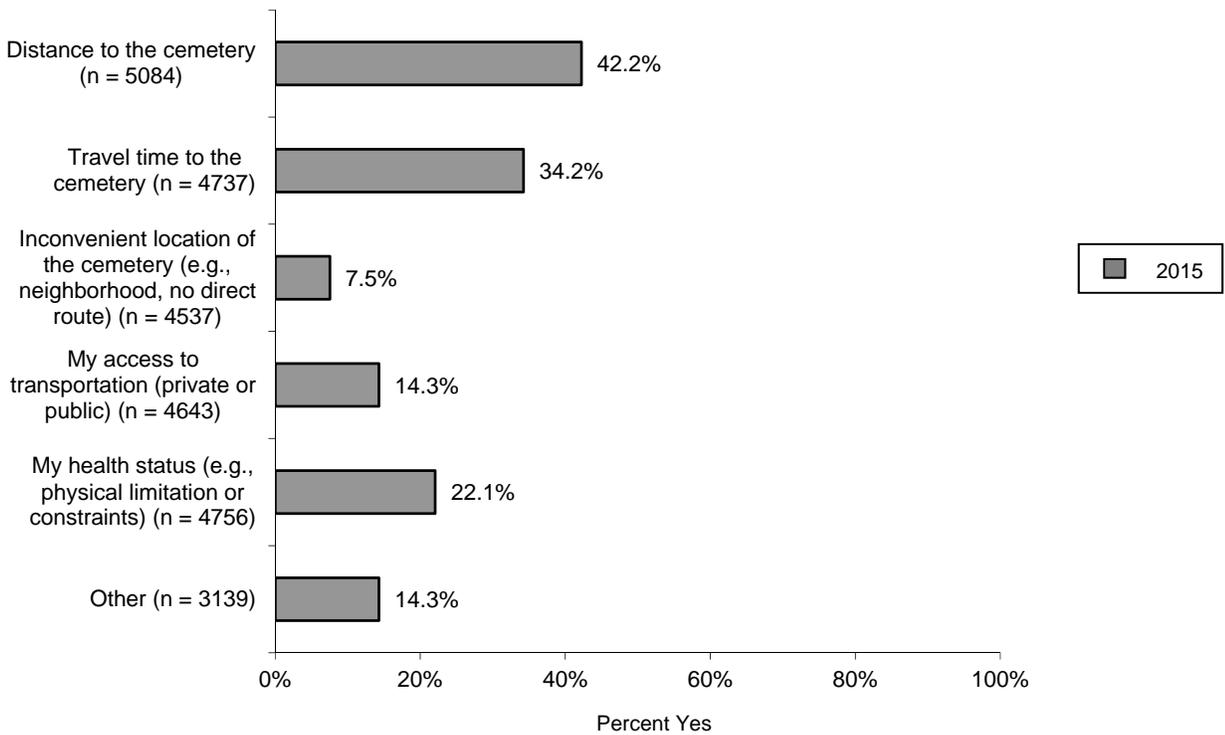


## Appendix A: Respondent Characteristics Next of Kin

### Question 3: How far do you reside from the State or Tribal Veterans Cemetery?



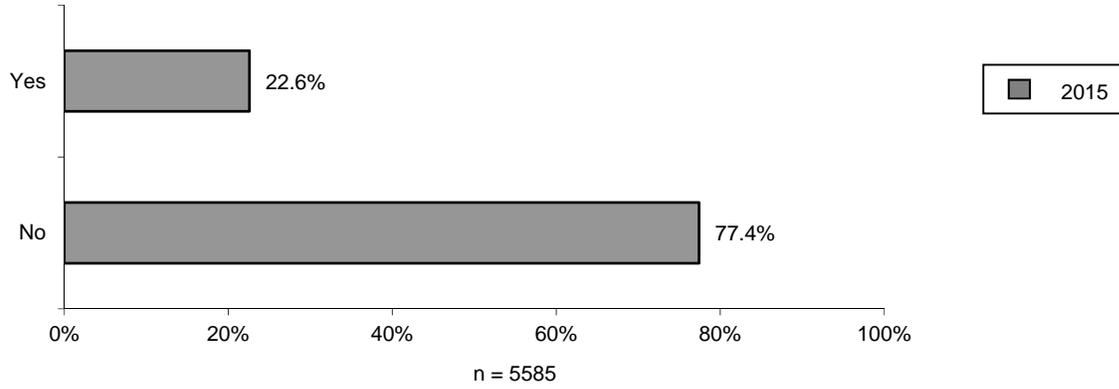
### Question 4: Do the following factors limit the number of times you visit where your loved one is interred?



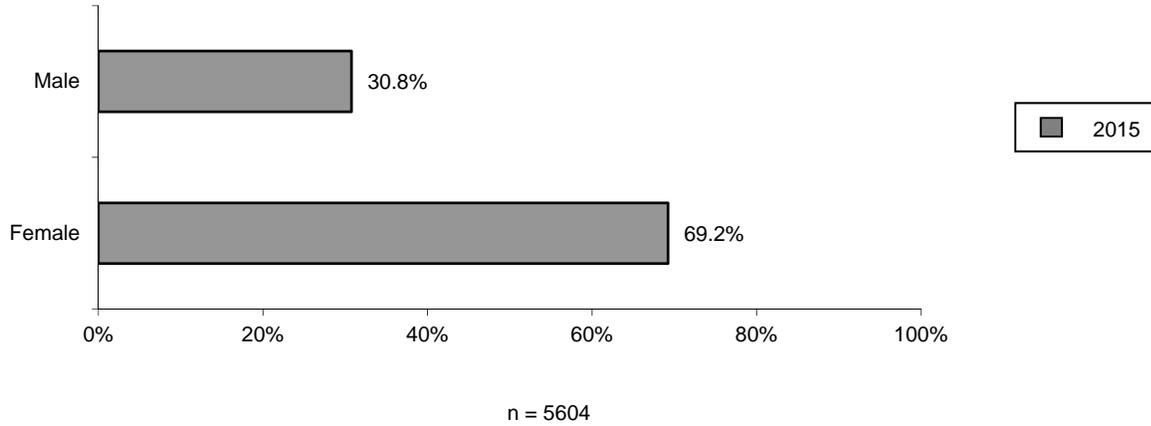
## Appendix A: Respondent Characteristics

### Next of Kin

**Question 5: Have you ever served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit?**



**Question 32: What is your gender?**



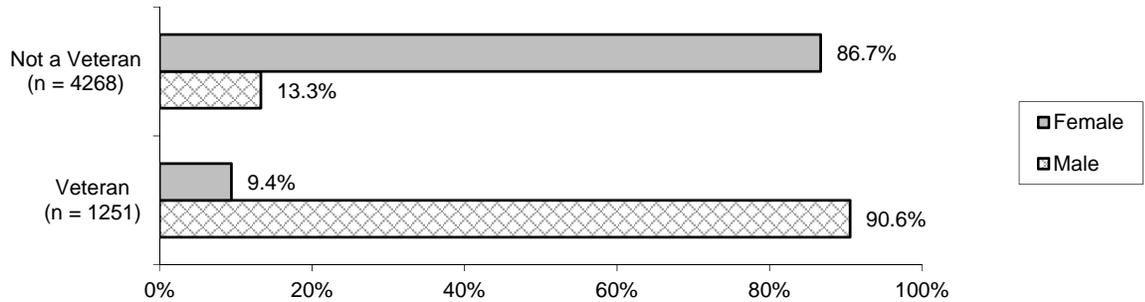
## Appendix A: Respondent Characteristics Next of Kin

### ELEMENT OF COMPARISON

#### Gender by Veteran Status

Question 32: What is your gender?

Question 5: Have you ever served on active duty in the U.S. armed forces, either in the regular military or a National Guard or Reserve Unit?

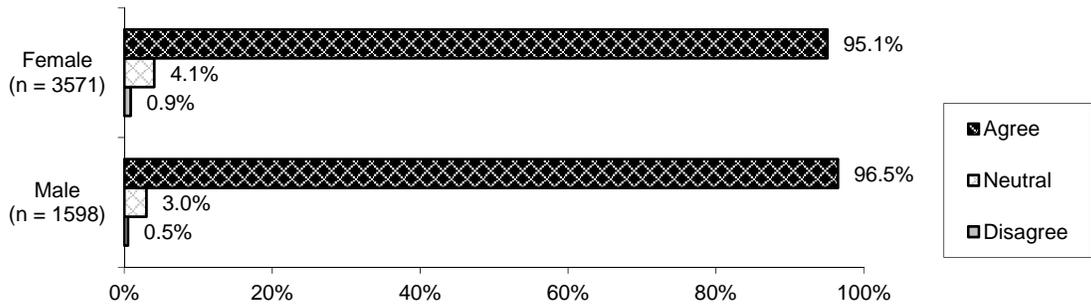


### ELEMENT OF COMPARISON

#### Influence of gender on the perception of quality of service

Question 32: What is your gender?

Question 46: The quality of service from cemetery staff is excellent.



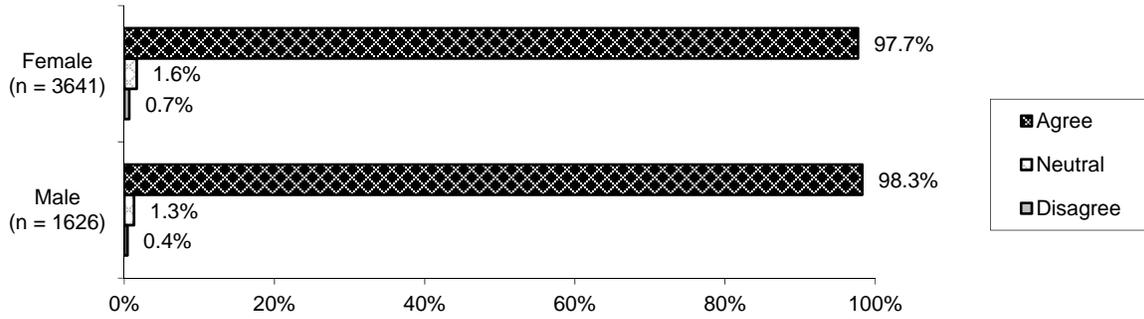
## Appendix A: Respondent Characteristics Next of Kin

### ELEMENT OF COMPARISON

#### Influence of gender on the perception of overall appearance of the State or Tribal Veterans Cemetery

Question 32: What is your gender?

Question 53: The overall appearance of the State or Tribal Veterans Cemetery is excellent.

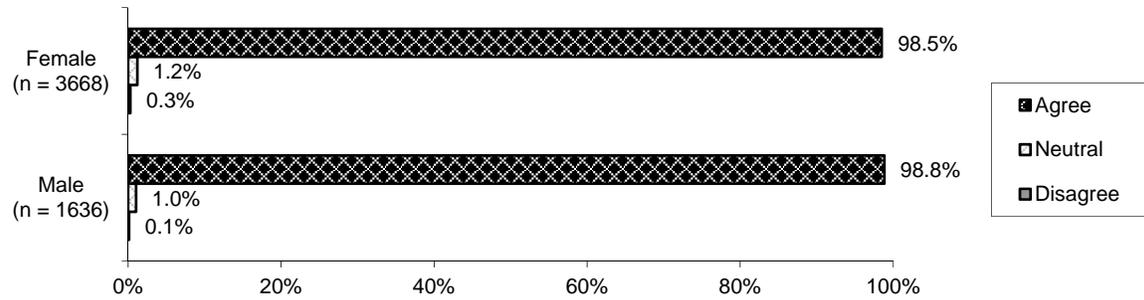


### ELEMENT OF COMPARISON

#### Influence of gender on recommending the cemetery

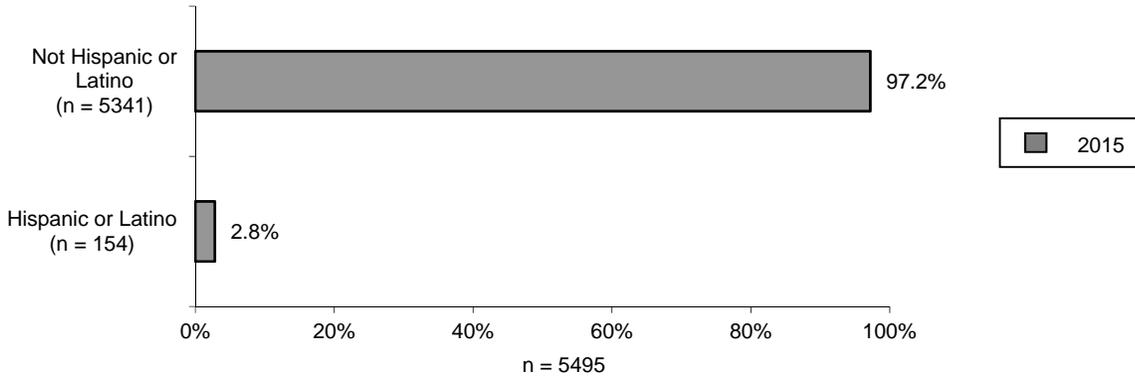
Question 32: What is your gender?

Question 55: I would recommend the cemetery to Veteran families during their time of need.



## Appendix A: Respondent Characteristics Next of Kin

### Question 33: Are you Hispanic or Latino?

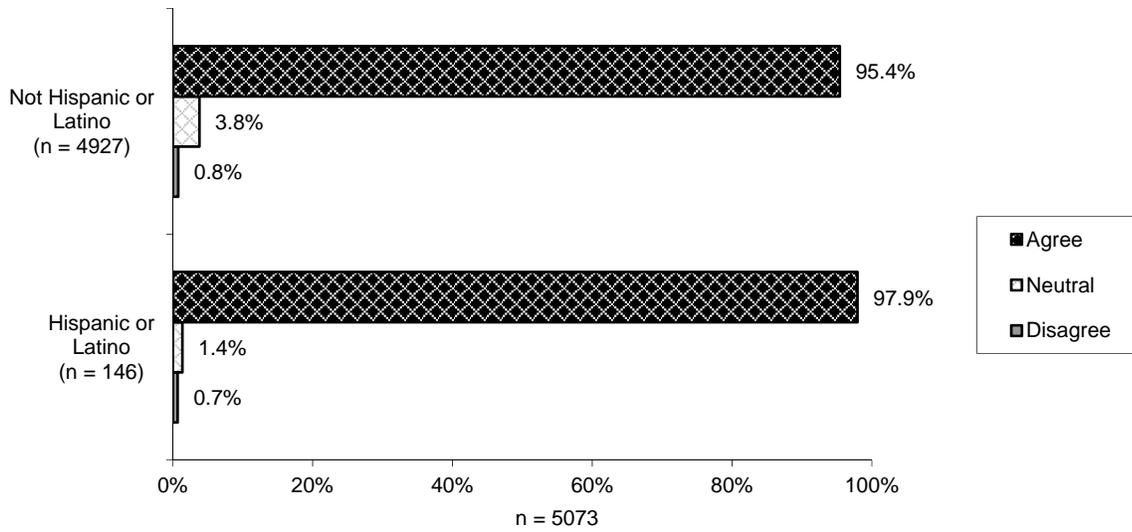


### ELEMENT OF COMPARISON

#### Influence of ethnicity on the perception of quality of service

Question 33: Are you Hispanic or Latino?

Question 46: The quality of service received from the cemetery staff was excellent.



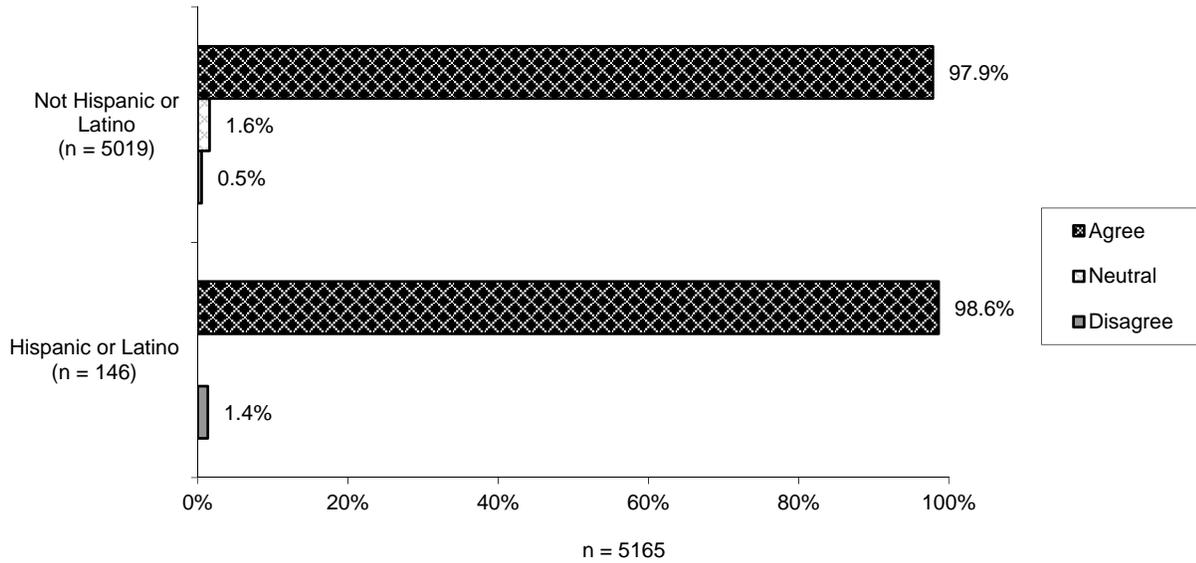
## Appendix A: Respondent Characteristics Next of Kin

### ELEMENT OF COMPARISON

#### Influence of ethnicity on the perception of overall appearance of the State or Tribal Veterans Cemetery

Question 33: Are you Hispanic or Latino?

Question 53: The overall appearance of the State or Tribal Veterans Cemetery is excellent.

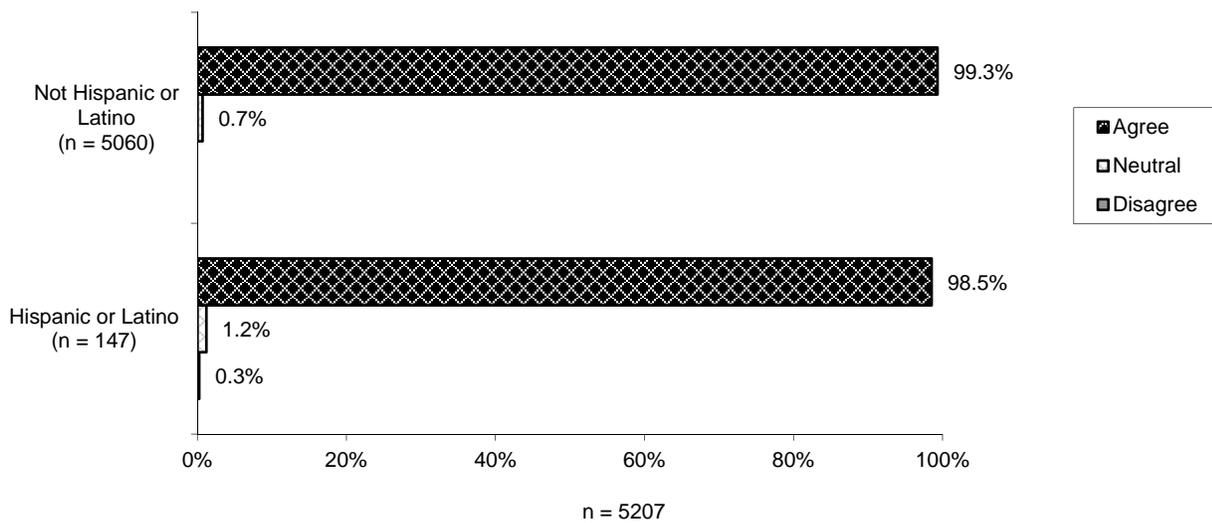


### ELEMENT OF COMPARISON

#### Influence of ethnicity on recommending the cemetery

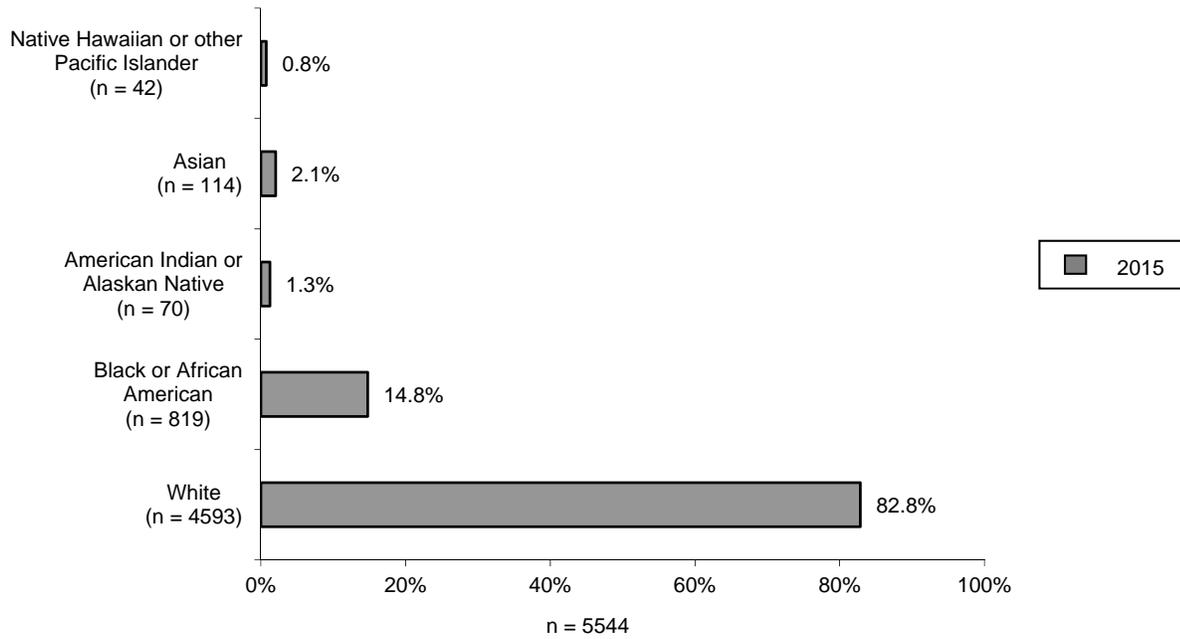
Question 33: Are you Hispanic or Latino?

Question 55: I would recommend the cemetery to Veteran families during their time of need.



## Appendix A: Respondent Characteristics Next of Kin

### Question 34: What is your race?



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

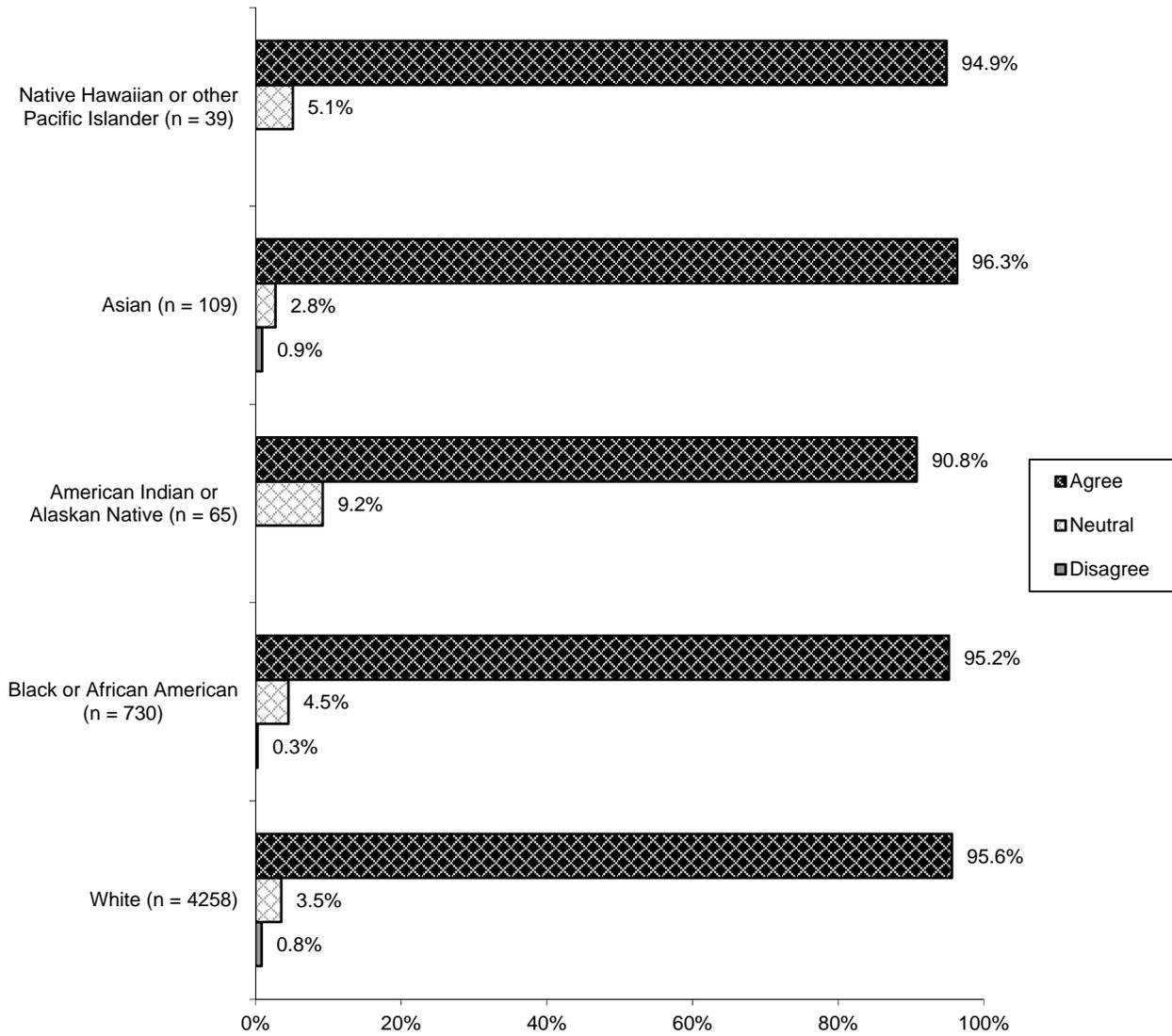
## Appendix A: Respondent Characteristics Next of Kin

### ELEMENT OF COMPARISON

#### Influence of race on the perception of quality of service

Question 34: What is your race?

Question 46: The quality of service received from the cemetery staff was excellent.



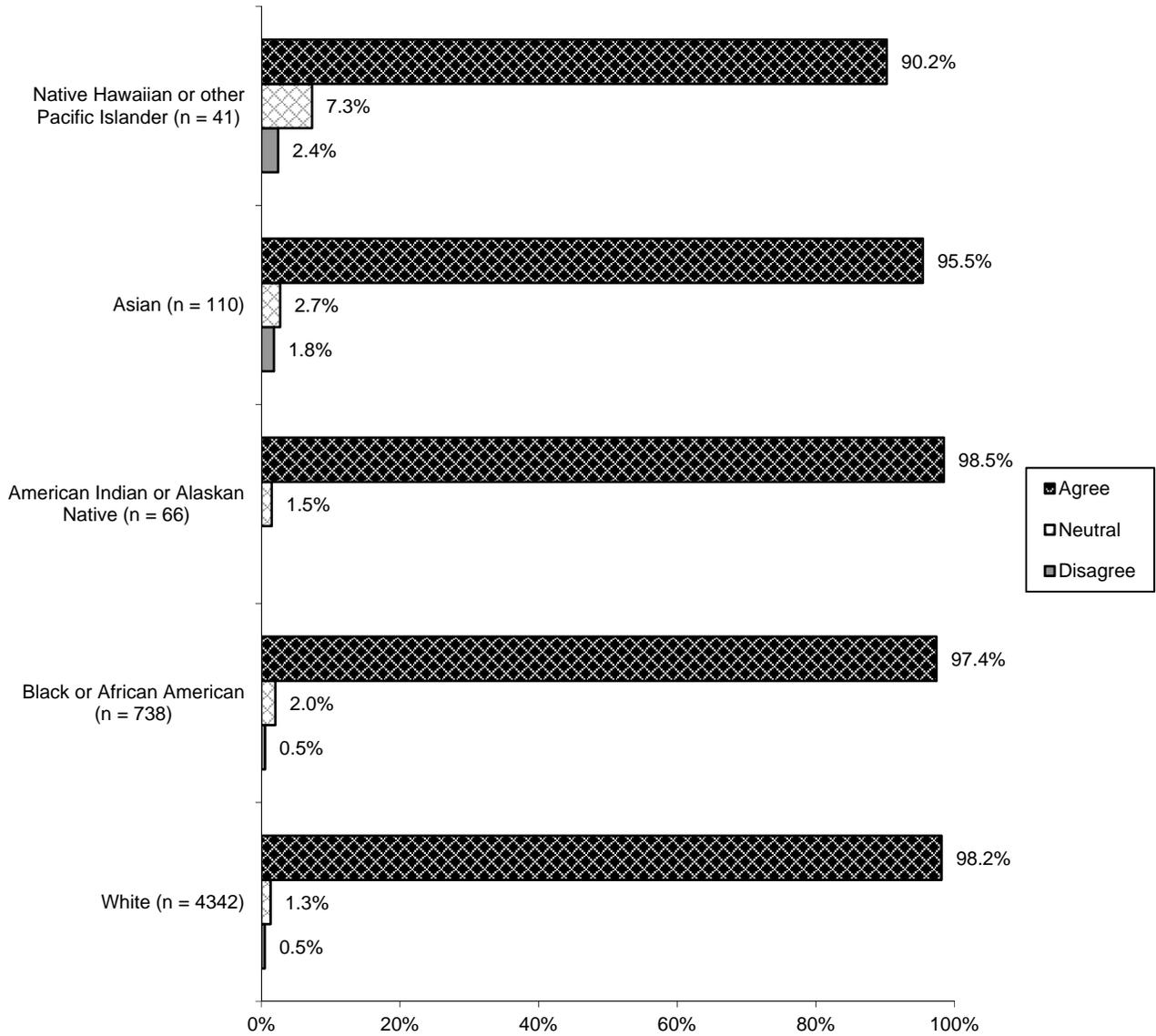
## Appendix A: Respondent Characteristics Next of Kin

### ELEMENT OF COMPARISON

#### Influence of race on the perception of overall appearance of the cemetery

Question 34: What is your race?

Question 53: The overall appearance of the State or Tribal Veterans cemetery is excellent.



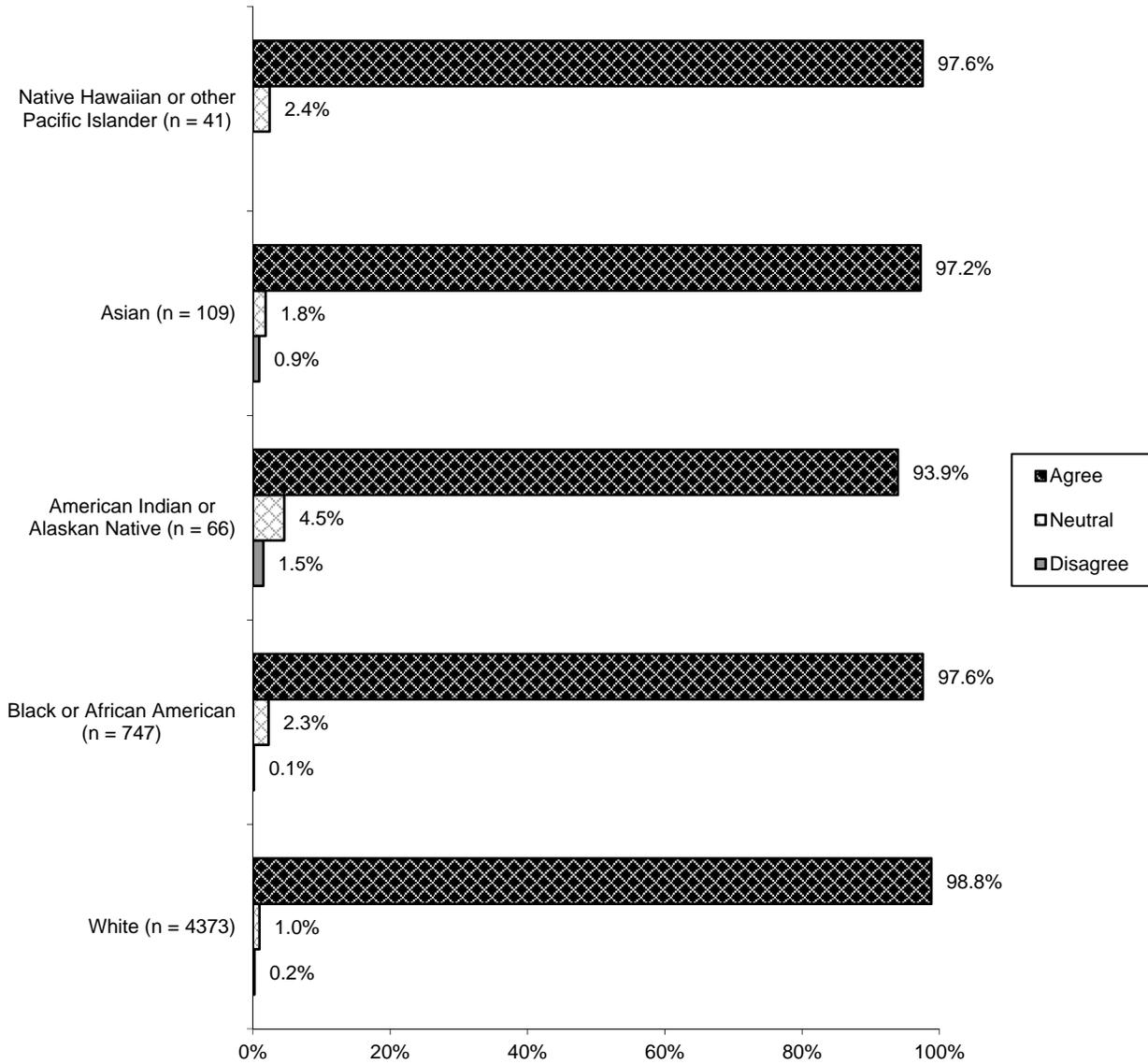
## Appendix A: Respondent Characteristics Next of Kin

### ELEMENT OF COMPARISON

#### Influence of race on recommending the cemetery

Question 34: What is your race?

Question 55: I would recommend the cemetery to Veteran families during their time of need.



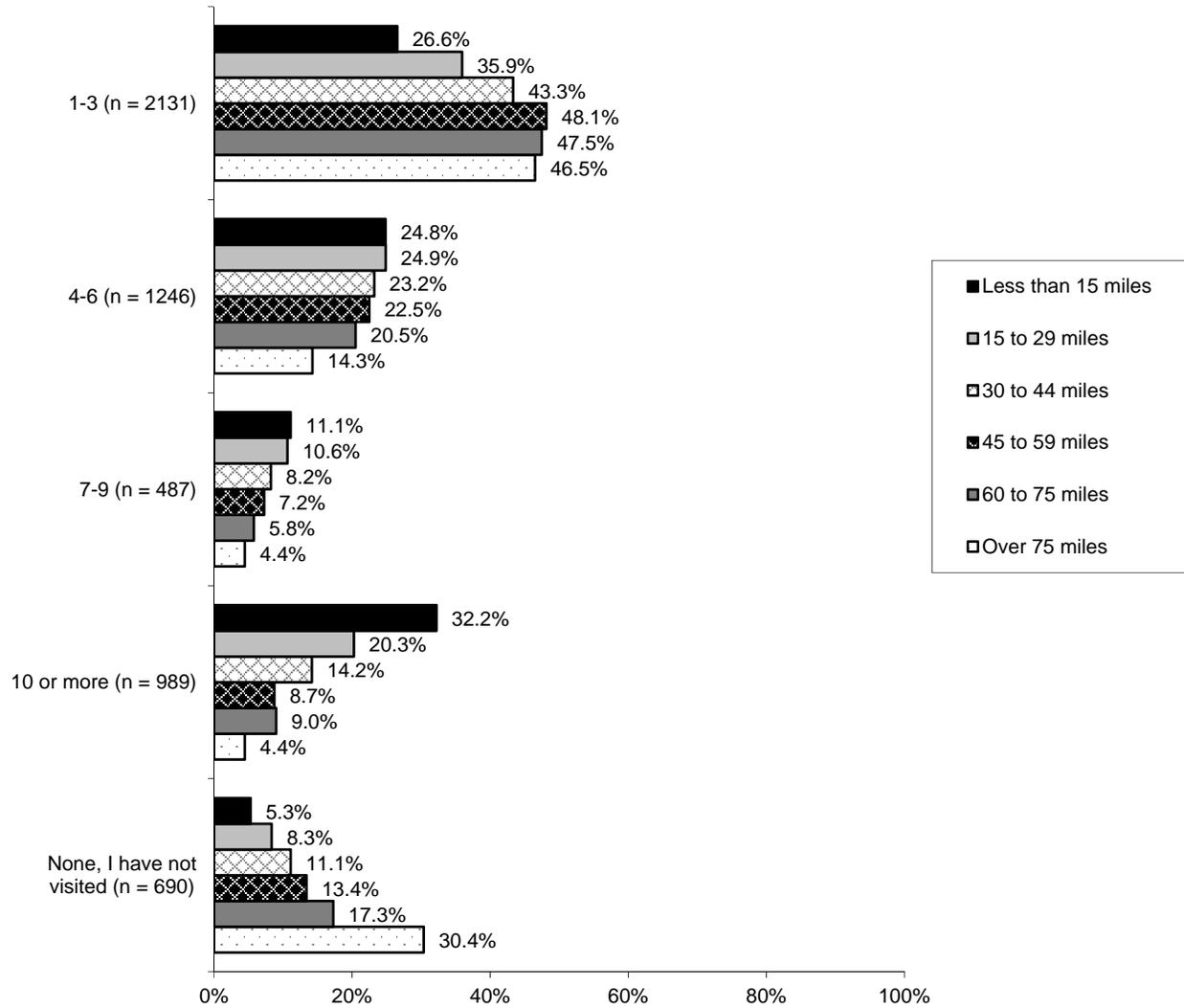
## Appendix A: Respondent Characteristics Next of Kin

### ELEMENT OF COMPARISON

#### Number of times you have visited the State or Tribal Veterans Cemetery by the distance to cemetery

Question 1: Since the committal service, how many times have you visited the State or Tribal Veterans Cemetery where your loved one was interred?

Question 3: How far do you reside from the State or Tribal Veterans Cemetery?



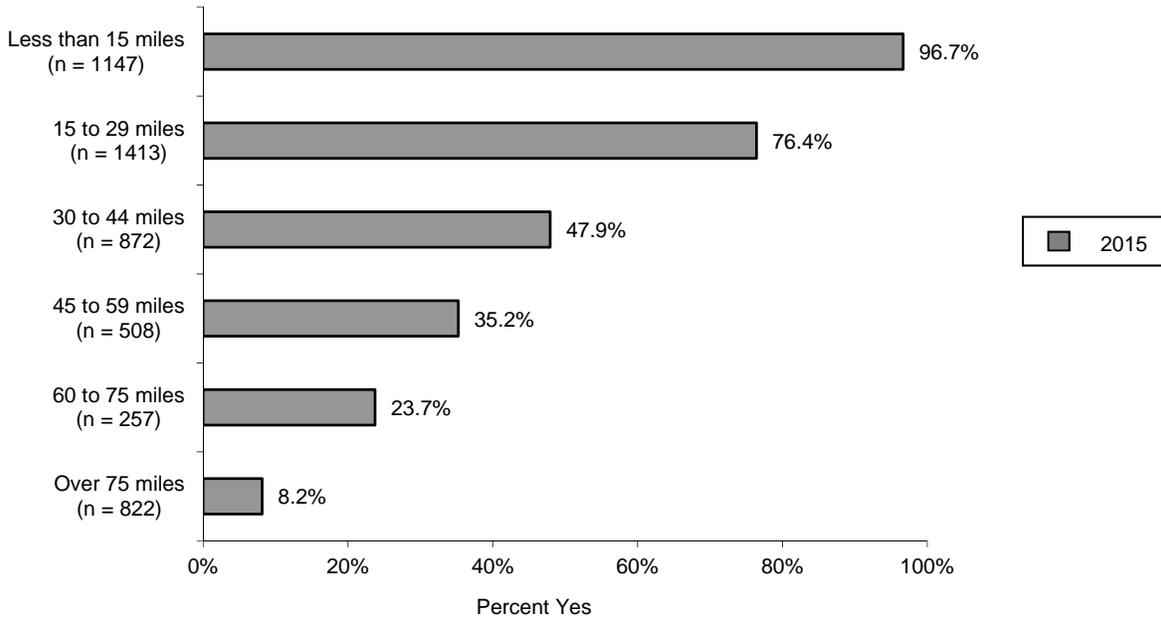
## Appendix A: Respondent Characteristics Next of Kin

### ELEMENT OF COMPARISON

#### Factors influencing visiting by the distance to cemetery

Question 3: How far do you reside from the State or Tribal Veterans Cemetery?

Question 4a: Do the following factors limit the number of times you visit the State or Tribal Veterans Cemetery where your loved one is interred: **Distance to the State or Tribal Veterans Cemetery**

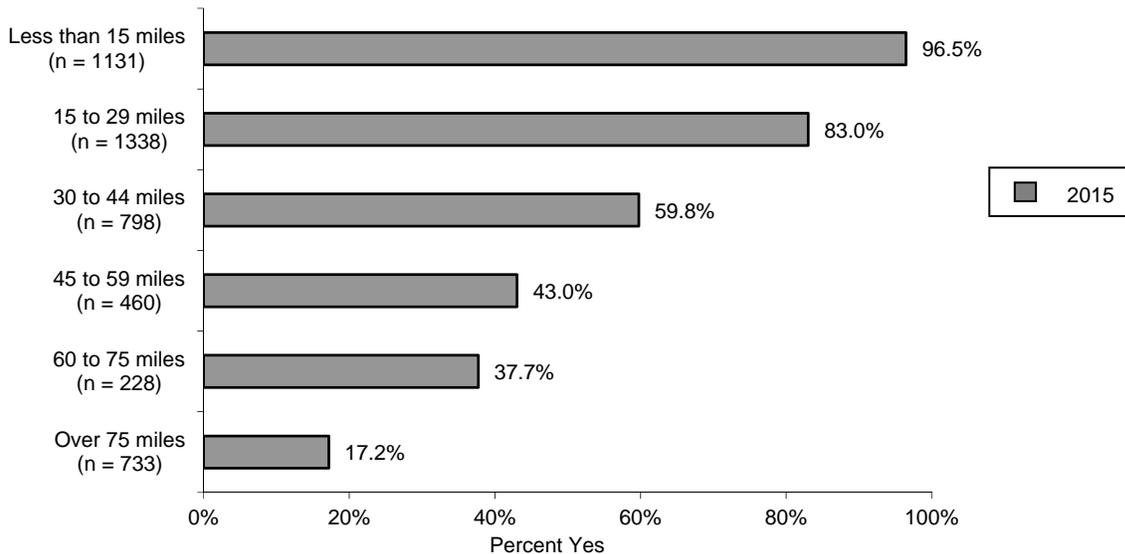


### ELEMENT OF COMPARISON

#### Factors influencing visiting by the travel time to the cemetery

Question 3: How far do you reside from the State or Tribal Veterans Cemetery?

Question 4b: Do the following factors limit the number of times you visit the State or Tribal Veterans Cemetery where your loved one is interred: **Travel time to the State or Tribal Veterans Cemetery**



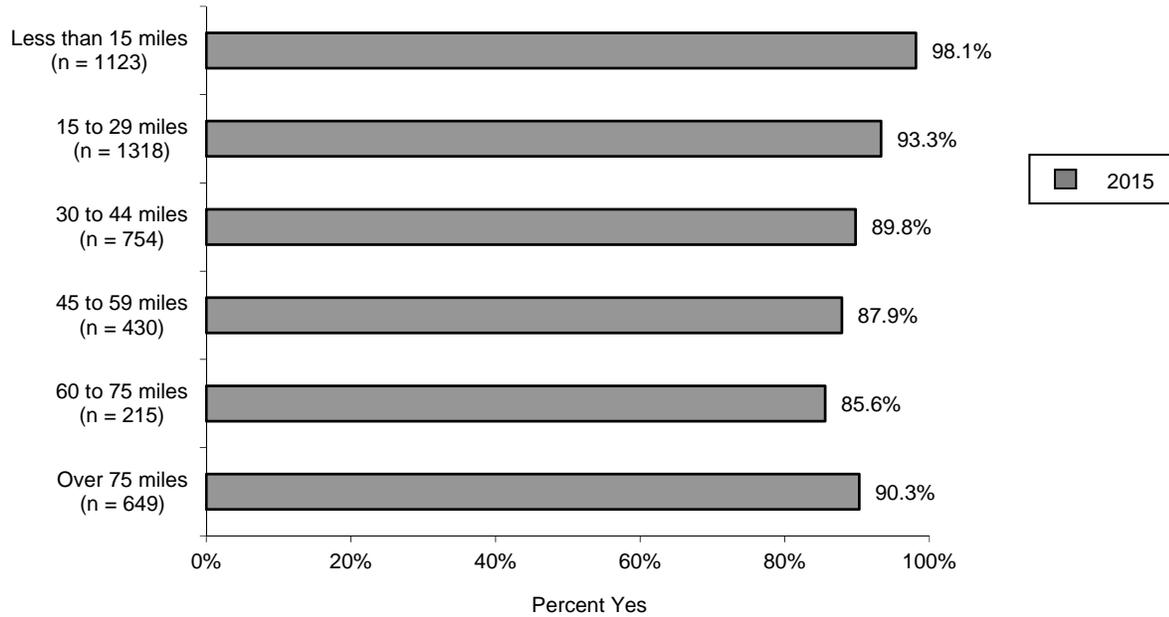
## Appendix A: Respondent Characteristics Next of Kin

### ELEMENT OF COMPARISON

#### Factors influencing visiting by the distance to cemetery

Question 3: How far do you reside from the State or Tribal Veterans Cemetery?

Question 4c: Do the following factors limit the number of times you visit the State or Tribal Veterans Cemetery where your loved one is interred: **Inconvenient location of the State or Tribal Veterans Cemetery**

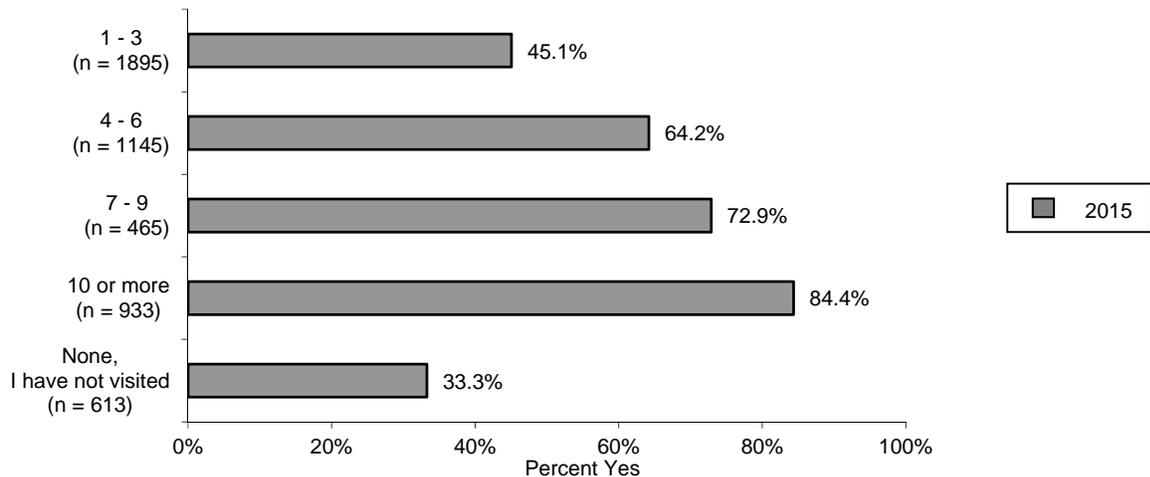


### ELEMENT OF COMPARISON

#### Factors influencing visiting by number of times visiting the State or Tribal Veterans Cemetery

Question 1: Since the committal service, how many times have you visited the State or Tribal Veterans Cemetery where your loved one was interred?

Question 4a: Do the following factors limit the number of times you visit the State or Tribal Veterans Cemetery where your loved one is interred: **Distance to the State or Tribal Veterans Cemetery**



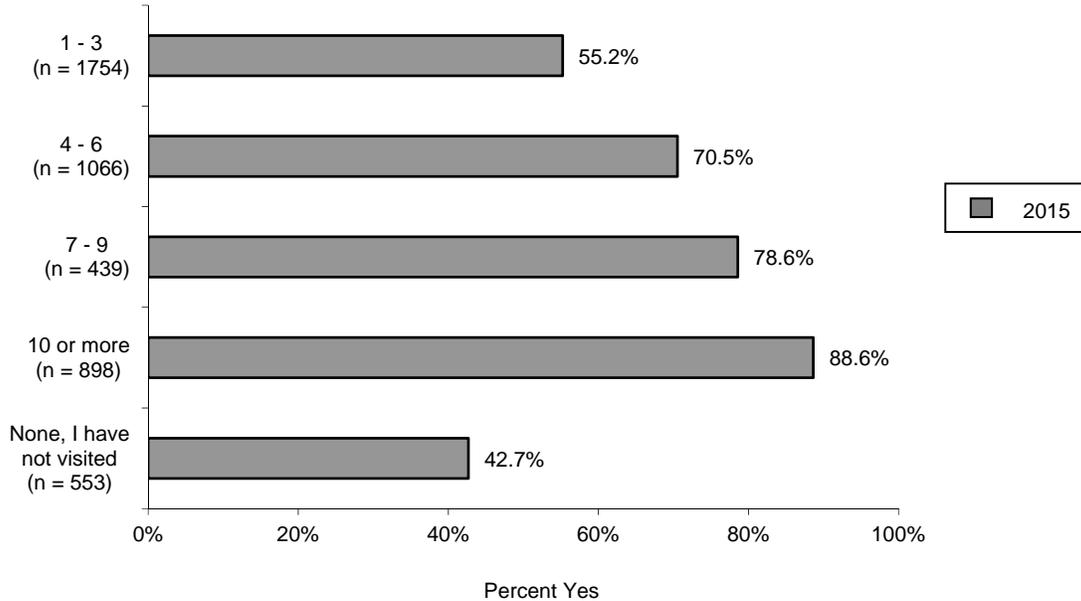
## Appendix A: Respondent Characteristics Next of Kin

### ELEMENT OF COMPARISON

#### Factors influencing visiting by number of times visiting the State or Tribal Veterans Cemetery

Question 1: Since the committal service, how many times have you visited the State or Tribal Veterans Cemetery where your loved one was interred?

Question 4b: Do the following factors limit the number of times you visit the State or Tribal Veterans Cemetery where your loved one is interred: **Travel time to the State or Tribal Veterans Cemetery**

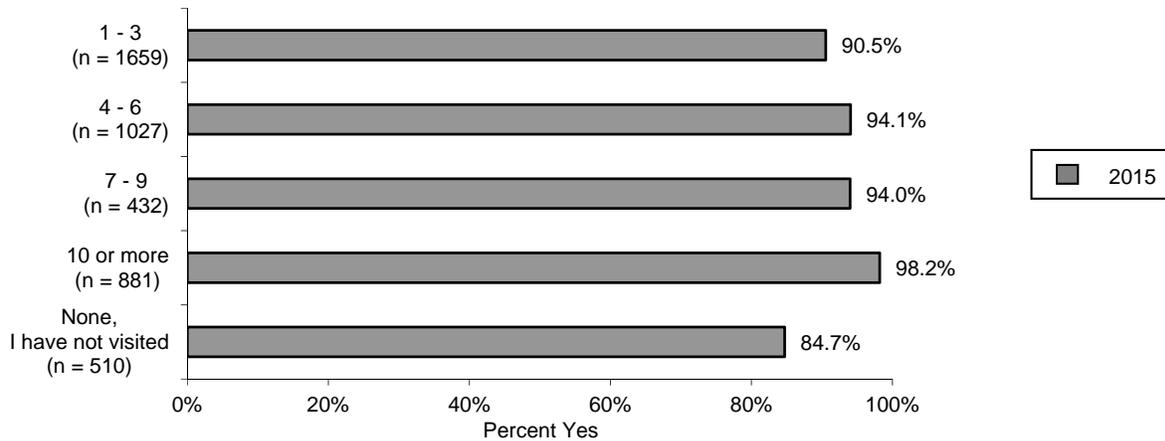


### ELEMENT OF COMPARISON

#### Factors influencing visiting by number of times visiting the State or Tribal Veterans Cemetery

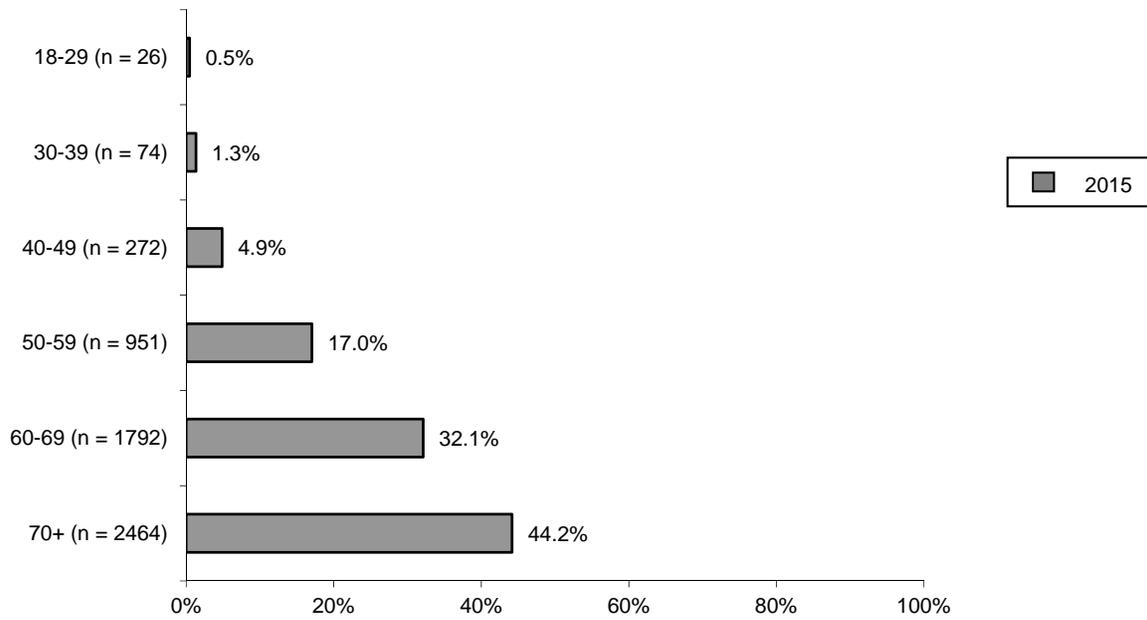
Question 1: Since the committal service, how many times have you visited the State or Tribal Veterans Cemetery where your loved one was interred?

Question 4e: Do the following factors limit the number of times you visit the State or Tribal Veterans Cemetery where your loved one is interred: **My health status**



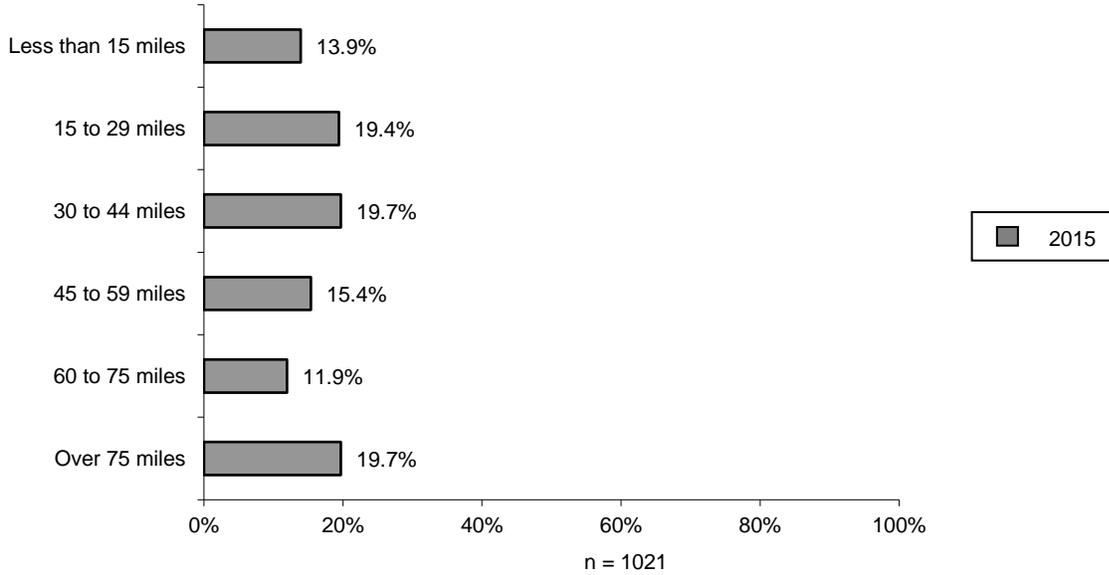
## Appendix A: Respondent Characteristics Next of Kin

Question 35: Please select your age group.

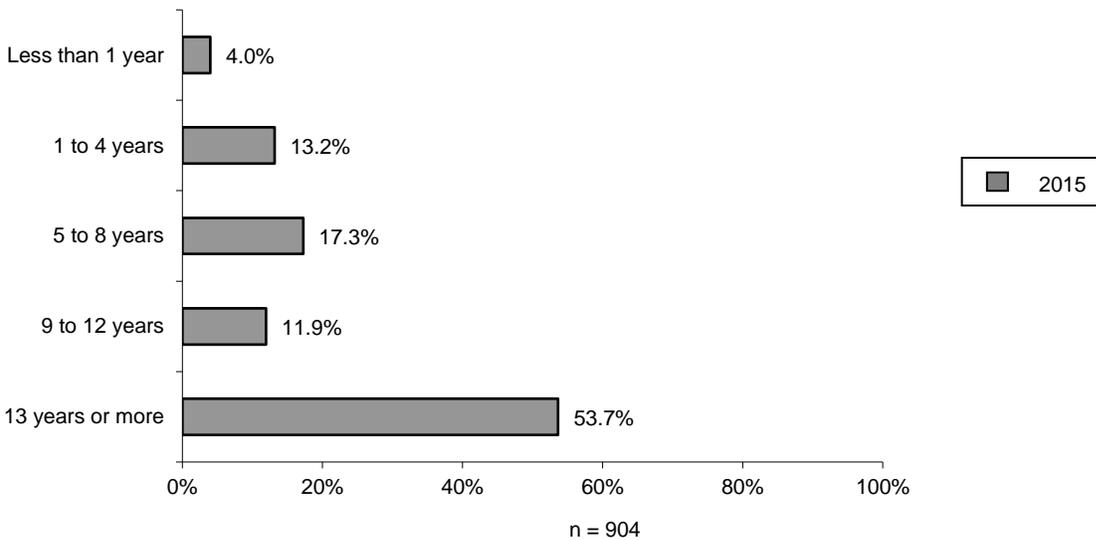


## Appendix A: Respondent Characteristics Funeral Directors

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

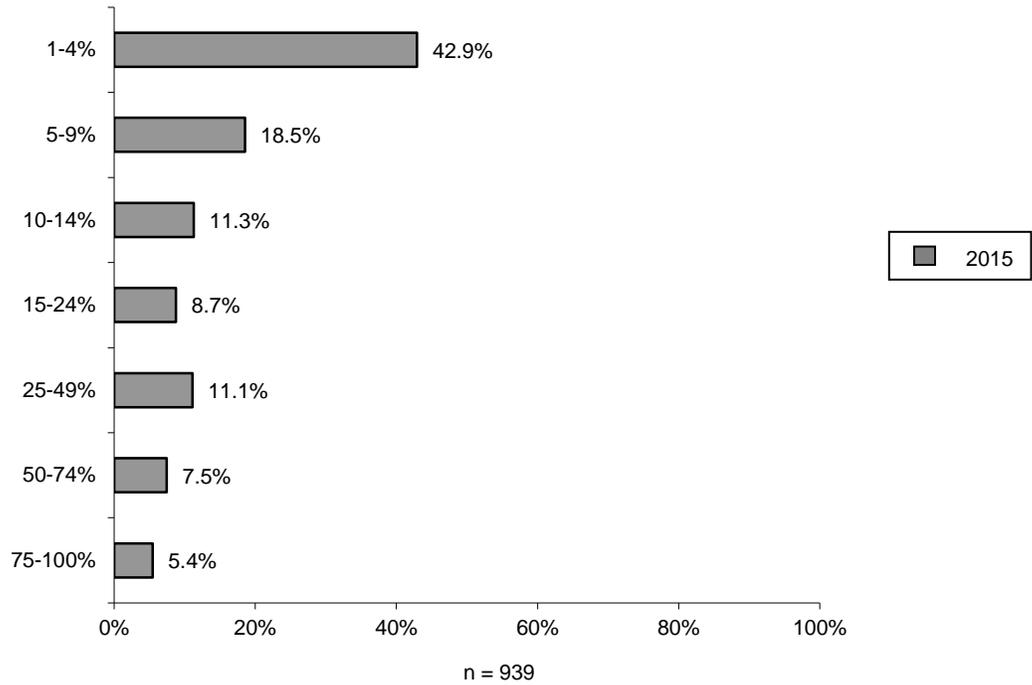


**Question 3: How long has your funeral home worked with the State or Tribal Veterans Cemetery?**



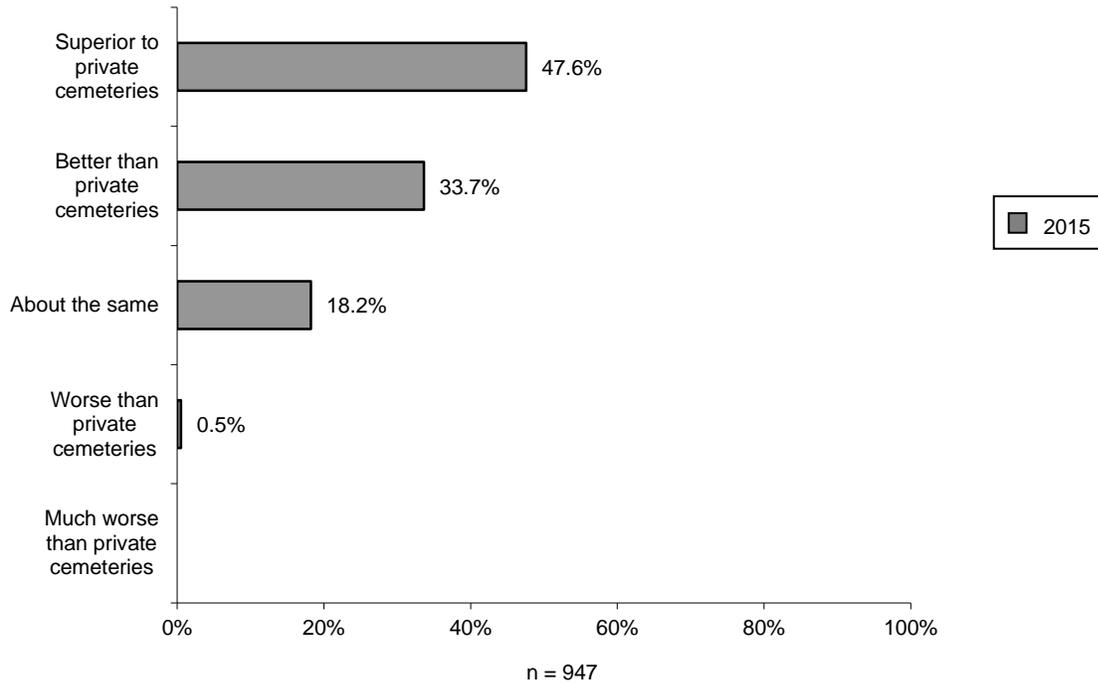
## Appendix A: Respondent Characteristics Funeral Directors

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



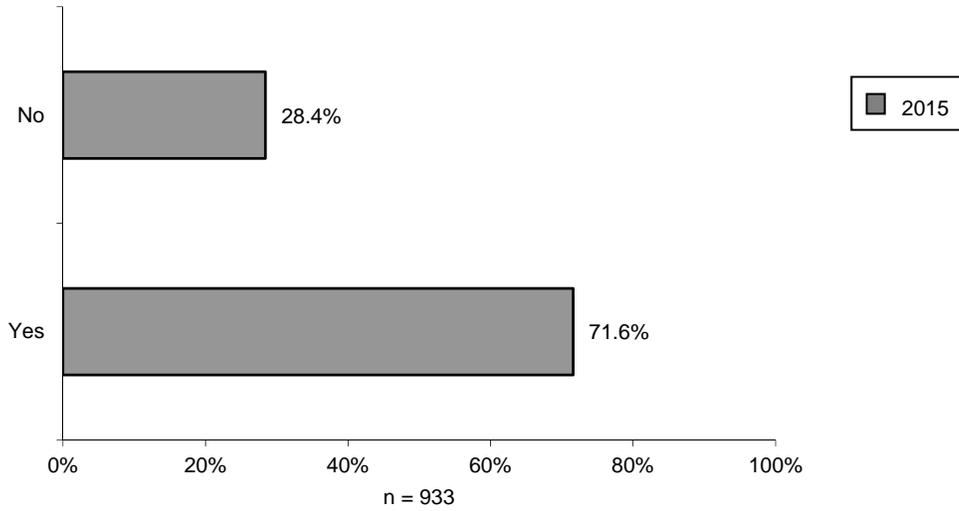
## Appendix A: Respondent Characteristics Funeral Directors

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

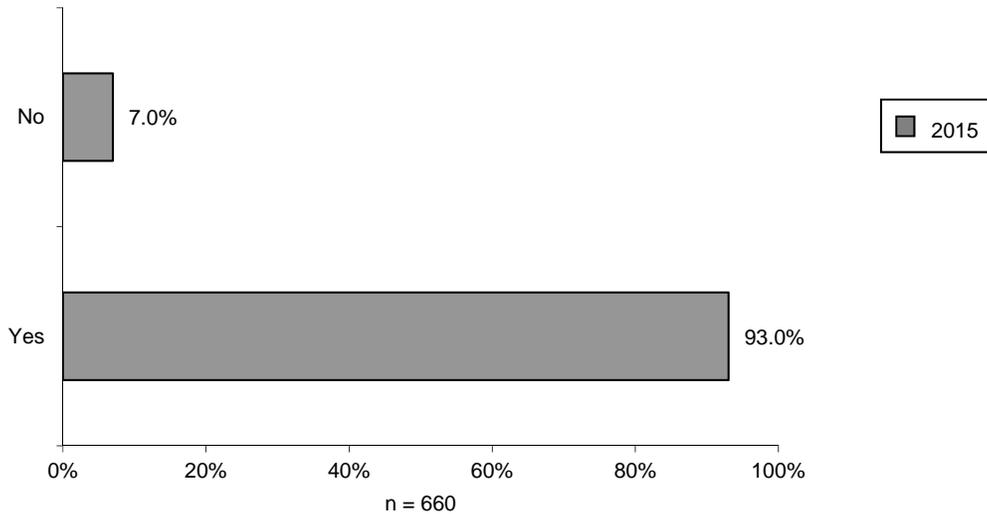


## Appendix A: Respondent Characteristics Funeral Directors

**Question 14: Are you aware of any State or Tribal Cemetery informational resources on military honors?**



**Question 15: Do you typically provide these informational resources on military honors to next of kin?**



**Only respondents that indicated "Yes" to Question 14 (FD) received this question.**

## **Appendix B: Methodology and Survey Instruments**

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### **SECTION DESCRIPTION**

- Presented within this appendix is a detailed description of the methodology used to develop and administer the 2015 Survey of Satisfaction with State or Tribal Veterans Cemeteries and the survey instruments.
- Details about the survey development, the sampling procedure, and the mailing protocol are included.
- Also included in this appendix is information about the overall survey response rate.
- Finally, this chapter summarizes the types and number of calls received in the toll-free assistance line established to respond to survey respondents' questions or concerns about the survey.

## **Appendix B**

### **Methodology and Survey Instrument**

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#### **Project Background**

- To better assess satisfaction with services provided by State or Tribal Veterans Cemeteries and to measure process performance, the National Cemetery Administration (NCA) Office of Finance and Planning contracted with ICF, a national research organization, to conduct the 2015 Survey of Satisfaction with State or Tribal Veterans Cemeteries. The 2015 survey represents the second national administration of this satisfaction survey.
- The questionnaire was slightly revised from the 2014 instrument, and was then administered to next of kin and funeral directors who interred a loved during a period of three to nine months prior.
- This appendix presents the detailed methodology used to conduct the 2015 Survey of Satisfaction with State or Tribal Veterans Cemeteries. It is presented in the following sections:
  - Survey Development
  - Sampling
  - Mailing Protocol and Schedule
  - National Response Rates
  - Toll-free Assistance Line
- A detailed break-out of response rates by State or Tribal Cemetery can be found in Appendix E.

#### **Sampling**

- ICF developed a detailed sampling plan that determined the sample size needed for each State or Tribal Veterans Cemetery to yield valid data at the 95 percent confidence level, assuming a 60 percent response rate.
- For State or Tribal Veterans Cemeteries, a random sample of next of kin was drawn based on the required sample size needed to yield a respondent sample at a 95 percent confidence level with a 5 percent confidence interval. The sample was drawn from next of kin who had interred a loved one at a State or Tribal Veterans Cemetery over the 6-month period that fell three to nine months prior to survey administration. Based on this approach, surveys were sent to 12,108 next of kin.
- ICF sent surveys to 12,789 funeral directors. We first developed three sampling frames composed of funeral directors who (1) assisted with interments at National Veteran Cemeteries from 3-9 months prior to the survey; (2) assisted with interments at State

## **Appendix B**

### **Methodology and Survey Instrument**

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and Tribal Veteran Cemeteries during that same period; and (3) who assisted with obtaining memorial products for interments during that period. The three sampling frames had a great degree of overlap because many of the funeral directors assisted with multiple interments. We then eliminated duplicates within each frame, and across the three frames, yielding 12,789 unique funeral directors. We mailed each funeral director three surveys contained in one physical survey booklet: the National Veteran Cemeteries Satisfaction Survey, the State or Tribal Veterans Cemetery Survey, and the Memorial Products Services Satisfaction Survey.

- A primary objective of this survey effort is to monitor changes in the satisfaction of users of State or Tribal Veterans Cemeteries over time. To that end, the data presented within the current set of 2015 survey reports accommodates comparisons to survey data in 2014.

#### **Mailing Protocol and Schedule**

- The mailing protocol consisted of five mailings to the sample of survey participants. These mailings included:
  - A prenotification letter informing respondents of the survey and informing them that they will receive a mailed survey questionnaire in approximately one week
  - A copy of the questionnaire and a return envelope, along with a cover letter signed by the Director, Veterans Cemetery Grants Service for NCA, requesting their participation
  - A reminder/thank-you postcard
  - A second copy of the questionnaire, a return envelope, and a cover letter mailed to those who had not yet responded within four weeks of the first survey mailing
  - A reminder/thank-you postcard following the second mailing.
- The mailing protocol consisted of five mailings to the samples of survey participants. Survey packets mailed to next of kin having addresses in Puerto Rico contained letters and surveys in Spanish.

## Appendix B

### Methodology and Survey Instrument

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| State or Tribal Veterans<br>Cemetery Customer<br>Satisfaction Survey | SURVEYS DEVELOPED BY LANGUAGE FORM |                   |
|--|------------------------------------|-------------------|
|  | Next of Kin                        | Funeral Directors |
| English  | 12,060                             | 12,619            |
| Spanish  | 48                                 | 170               |
| <b>Totals</b>  | <b>12,108</b>                      | <b>12,789</b>     |

- The questionnaires were sent stamped “Address Service Requested,” to assist in locating respondents who had moved.
- The mailings took place according to the following schedule:

| SCHEDULE FOR SURVEY MAILING TASKS |                  |
|-----------------------------------|------------------|
| Task 1 – Pre-notification letter  | 8/20/2015        |
| Task 2 – First questionnaire      | 8/26/2015        |
| Task 3 – First reminder postcard  | 8/31/2015        |
| Task 4 – Second questionnaire     | 9/21/2015        |
| Task 5 – Second reminder postcard | 9/24/2015        |
| <b>Fieldwork completed</b>        | <b>10/9/2015</b> |

#### National Response Rates

- Nationally, the survey yielded a response rate of 28.9% (49.5% for next of kin and 9.7% for funeral directors).
- Eligible questionnaires are those that were returned completed and those that were not returned.
- Undeliverable questionnaires were those that were returned undeliverable, blank, incomplete, were returned with an indication that the recipient was deceased, or unable to complete the questionnaire. Opt-out questionnaires were from respondents that explicitly withdrew from the survey: 34 from Next of Kin and 33 from Funeral Directors.
- The table below presents detailed information about the overall response rates for this survey:

## Appendix B

### Methodology and Survey Instrument

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| SURVEY RESPONSE RATES                          |               |                   |               |
|--|---------------|-------------------|---------------|
|  | Next of Kin   | Funeral Directors | Total         |
| <b>Total Sample</b>                            | <b>12,108</b> | <b>12,789</b>     | <b>24,897</b> |
| Undeliverable                                  | 600           | 470               | 1,070         |
| Deceased                                       | 6             | 0                 | 6             |
| <b>Total Eligible Questionnaires</b>           | <b>11,502</b> | <b>12,319</b>     | <b>23,821</b> |
| <b>Total Returned Surveys</b>                  | <b>5,692</b>  | <b>1,190</b>      | <b>6,882</b>  |
| <b>Total Response Rate (Returned/Eligible)</b> | <b>49.5%</b>  | <b>9.7%</b>       | <b>28.9%</b>  |

#### Toll Free Assistance Line

- To facilitate response during the survey administration period, ICF maintained a survey-specific, dedicated, toll-free line and provided a menu of options optimally designed to serve respondent needs. These options provided respondents the opportunity to speak with a live agent regarding any questions they might have with the survey, to leave a voicemail, to call in to complete an interview at their convenience, or to seek technical support if they experienced challenges completing the web survey.
- Project staff answered telephone calls during regular business hours (8:30 a.m ET.-6:00 p.m. ET). A voice messaging system was available to receive messages after regular business hours. Project staff attempted to return calls left on the voicemail system within 24 hours.
- Overall, during the survey administration period 1,784 respondents called the help line with questions pertaining to the three 2015 NCA Customer Satisfaction Surveys.
- The majority of calls received pertained to one of the following
  - Completed – Due to the truncated fielding, many respondents received reminder postcards and second mailings prior to the receipt of their completed surveys. Agents staffing the phone line were able to check the respondent’s completion status and advise the respondent over the phone on whether they should complete the survey again.
  - Refusals/Opt outs – Respondents called the help desk to indicate that they did not wish to participate in the survey. These respondents were marked as a refusal in the sample and did not receive further mail communications.

## **Appendix B**

### **Methodology and Survey Instrument**

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- Other calls consisted of a variety of questions (e.g., “Who is ICF?” “What is the difference between a National and State/Tribal Veterans Cemetery?, etc.), requests to change addresses, and requests to complete the survey over the phone.

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

## STATE OR TRIBAL VETERANS CEMETERIES: 2015 NEXT OF KIN/FAMILY MEMBER SATISFACTION SURVEY



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.

- 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.

#### **Correct Mark**



#### **Incorrect Marks**



**If you have any questions or concerns, please call the Survey Helpline at:  
1-844-403-3937**



*Please complete this survey based on your experiences at the State or Tribal Veterans Cemetery where your loved one was interred.*

**1. Since the committal service, how many times have you visited the State or Tribal Veterans Cemetery where your loved one was interred?**

- 1 – 3
- 4 – 6
- 7 – 9
- 10 or more
- None, I have not visited

**2. Your recently deceased loved one was your...**

- Spouse
- Parent
- Brother/Sister
- Son/Daughter (includes stepchildren)
- Other relative
- Friend

**3. How far do you reside from the State or Tribal Veterans Cemetery?**

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

**4. Do the following factors limit the number of times you visit the State or Tribal Veterans Cemetery where your loved one is interred?**

*(Please mark Yes or No for each item below.)*

|  | Yes                   | No                    |
|--|-----------------------|-----------------------|
| a. Distance to the cemetery . . . . .  | <input type="radio"/> | <input type="radio"/> |
| b. Travel time to the cemetery . . . . .   | <input type="radio"/> | <input type="radio"/> |
| c. Inconvenient location of the cemetery (e.g., neighborhood, no direct route) . . . . . | <input type="radio"/> | <input type="radio"/> |
| d. My access to transportation (private or public) . . . . .                             | <input type="radio"/> | <input type="radio"/> |
| e. My health status (e.g., physical limitation or constraints) . . . . .                 | <input type="radio"/> | <input type="radio"/> |
| f. Other (please specify in General Comments, page 8) . . . . .                          | <input type="radio"/> | <input type="radio"/> |

**5. Have you ever served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit?**

- Yes
- No

**6. Prior to your time of need, were you aware of the benefits related to burial in a State or Tribal Veterans Cemetery?**

- Yes
- No -> Go To #8

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

- Family member/friend
- Funeral home
- Military discharge-related materials
- Other Veteran/active duty member
- State or Tribal/VA/NCA pamphlet, brochure, newsletter
- State or Tribal/VA/NCA Website
- State or Tribal/VA/NCA social media (Facebook or Twitter)
- Veterans Service Organization
- Other State, Tribal, or VA organization
- Local newspaper/television news reports
- Public events (e.g., parades, speeches)
- Professional/military association meetings

**8. Prior to the time of need, what is the BEST way for the State or Tribal Veterans Cemetery to convey information regarding benefits? (Mark only one)**

- E-mail
- State or Tribal/VA/NCA Website
- State or Tribal/VA/NCA social media (Facebook or Twitter)
- Newsletter/flyer
- Local newspaper/television news reports
- Public events (e.g., parades, speeches)
- Professional/military association meetings
- Other (specify) \_\_\_\_\_

**9. Overall, how satisfied are you with the information you were provided throughout your experiences with the State or Tribal Veterans Cemetery?**

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

10. To what extent were you informed of the details (e.g., length of service, use of committal shelters) related to the committal service prior to attending the service?

- Very informed
- Somewhat informed
- Neither informed nor uninformed
- Somewhat uninformed
- Very uninformed

11. At the committal service, did your family have any of the following special needs or requests? (Mark all that apply)

- Visit the gravesite
- View the burial
- Special music
- Specific religious practices (e.g., blessing the gravesite)
- Specific cultural practices (e.g., spreading/placement of earth/soil into the grave)
- Additional seating at the committal service
- Handicapped accommodations
- No, my family did not have any special needs or requests → **Go To #13**

12. Was the cemetery able to accommodate these special needs or requests to your satisfaction?

- Yes, completely
- Yes, somewhat
- No, and I understand why
- No, and I did not understand why

13. Prior to the service for your loved one, did you view the NCA videos illustrating different committal service options at State or Tribal Veterans Cemeteries?

- Yes
- No → **Go To #16**

Please indicate your level of agreement with the following statement:

14. The video(s) helped me understand the burial process at the State or Tribal Veterans Cemetery.

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

15. Was your experience at the State or Tribal Veterans Cemetery similar to the video on service options you viewed?

- Yes
- No

16. If your loved one was a Veteran, did your family request military funeral honors?

- Yes, and honors were provided
- Yes, but honors were not provided → **Go To #18**
- No, did not request military funeral honors → **Go To #18**

17. How satisfied were you with the quality of the military funeral honors your loved one received?

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

18. Overall, how satisfied were you with the committal service at the State or Tribal Veterans Cemetery?

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

19. Were the headstone, marker, or columbarium niche cover inscription options explained to you?

- Yes
- No → **Go To #22**
- Not sure/don't know → **Go To #22**

20. Who explained headstone, marker, or columbarium niche cover inscription options to you?

- State or Tribal Veterans Cemetery representative ONLY
- Funeral director ONLY
- BOTH the State or Tribal Veterans Cemetery representative and the funeral director
- NEITHER the State or Tribal Veterans Cemetery nor the funeral director

21. Which of the following inscription options were explained to you? (Mark all that apply)

- Military service information (e.g., rank, service, valor awards)
- Emblems of belief (e.g., religious symbols)
- Terms of endearment (e.g., beloved father)

22. Did you feel you had sufficient time to make a decision on the headstone, marker, or columbarium niche cover inscription?

- Yes
- No

23. How satisfied were you with the length of time it took for the permanent headstone, marker, or columbarium niche cover to be in place?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- Don't know/the marker or headstone has not yet arrived → Go To #26

24. When the headstone, marker, or columbarium niche cover arrived, was the inscription accurate?

- Yes
- No
- Don't know

25. Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived?

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

If your loved one was NOT a Veteran please go to Question 27.

26. If your loved one was a Veteran, did you receive a Presidential Memorial Certificate?

- Yes
- No

27. Looking back at your overall experiences with the State or Tribal Veterans Cemetery, which items would you have liked more information about? (Mark all that apply)

- None, I was well informed
- Details of the committal service
- Military funeral honors
- Location of gravesite
- Layout of cemetery (maps)
- Directions to cemetery
- Presidential Memorial Certificate
- Floral policy
- Headstone or marker inscription options

28. After the loss of your loved one...

a. Did you need bereavement counseling or support?

- Yes
- No

b. Did you seek bereavement counseling or support?

- Yes
- No

29. Have you contacted VA to find out if you are eligible for VA survivor benefits?

- Yes
- No

30. Are you eligible for VA survivor benefits?

- Yes
- No → Go To #32
- Don't know

31. Have you applied for VA survivor benefits?

- Yes
- No

(For information on survivor benefits, contact the VA at 1-800-827-1000)

**32. What is your gender?**

- Male
- Female

**33. Are you Hispanic or Latino?**

- Yes
- No

**34. 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

**35. Please select your age group:**

- 18-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70+

**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 |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|----------------------------|
| 36. The maintenance of the cemetery grounds is excellent . . . . .                                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 37. 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"/>      |
| 38. The maintenance of other landscape features (e.g., flowers, trees, shrubs) is excellent. . . . .    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 39. 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"/>      |
| 40. There is adequate handicap accessibility for visitors who need it                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 41. The availability of restrooms is suitable to accommodate visitors on busy days. . . . .             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 42. The 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"/>      |
| 43. There are sufficient signs within the cemetery to assist visitors                                   | <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 |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|----------------------------|
| 44. Parking at the cemetery is adequate to accommodate visitors on most days .....  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 45. The cemetery's roadways and intersections are safe and easily navigated .....   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 46. The quality of service received from cemetery staff is excellent  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 47. The State or Tribal Veterans Cemetery staff was courteous. . . .  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 48. The State or Tribal 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"/>      |
| 49. The State or Tribal Veterans Cemetery hours of operation meet my needs for visiting my loved one's gravesite .....                              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 50. The appearance of my loved one's gravesite/columbaria is excellent .....  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 51. 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"/>      |
| 52. Public ceremonies and events at the cemetery promote a sense of patriotism and heritage .....   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 53. The overall appearance of the State or Tribal Veterans Cemetery is excellent .....  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 54. Overall, I am satisfied with my experience at the State or Tribal Veterans Cemetery .....   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 55. I would recommend 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"/>      |
| 56. I am willing to rely on the State or Tribal Veterans Cemetery to meet the burial needs of Veterans in the future .....                          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 57. I am willing to rely on the state or tribal governments to maintain State or Tribal Veterans Cemeteries as national shrines in the future. .... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 58. My experiences with the State or Tribal Veterans Cemetery exceeded my expectations. ....  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |

**State and Tribal Veterans Cemeteries are complements to VA's national cemeteries. State and Tribal Veterans Cemeteries, operated by States and Tribal organizations, are expected to be maintained and operated in a way befitting a national shrine, as are VA's national cemeteries operated by the Federal Government. Your answers to these questions will help us determine how well we are doing that.**

**59. Please choose any of the following reasons to describe why you selected the State or Tribal Veterans Cemetery for your loved one's interment. (Mark all that apply)**

- My loved one wanted to be interred here.
- Other family members are interred here.
- The appearance and quality of service at the State or Tribal Veterans Cemetery honors my loved one's military service.
- The State or Tribal Veterans Cemetery is close and easy to get to.
- Others recommended the State or Tribal Veterans Cemetery
- The cost was reasonable to inter my loved one.
- There is no VA national cemetery conveniently available for the interment of my loved one.
- Other (specify) \_\_\_\_\_

**60. Please indicate your level of agreement with the following statement:**

**"If I had been able, I would have chosen to inter my loved one at a VA national cemetery rather than the State or Tribal Veterans Cemetery."**

- Strongly agree
- Agree
- Neither agree nor disagree → **Go To #62**
- Disagree → **Go To #62**
- Strongly disagree → **Go To #62**

**61. Please choose any of the following reasons to describe why you would have preferred interment in a VA national cemetery rather than a State or Tribal Veterans Cemetery. (Mark all that apply)**

- My loved one wanted to be interred in a VA national cemetery
- Other family members are interred in a VA national cemetery
- Others recommended the VA national cemetery.
- There is no cost to inter my loved one at a national cemetery
- A national cemetery is more prestigious than a State or Tribal Veterans Cemetery
- The appearance and quality of service at a national cemetery is superior to the appearance and quality of service at a State or Tribal Veterans Cemetery.
- Other (specify) \_\_\_\_\_

**62. Have you visited a VA national cemetery?**

- Yes
- No → **Go To #65**

Please indicate your level of agreement with the following statements.

**63. Based on your visit, the appearance of the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.**

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

**64. Based on your visit, the quality of service at the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.**

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



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

## 2015 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 oval of the response that most closely represents your opinion.

- 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.

#### **Correct Mark**



#### **Incorrect Marks**



**If you have any questions or concerns, please call the Survey Helpline at:  
1-844-403-3937**



## STATE OR TRIBAL VETERANS CEMETERIES SATISFACTION SURVEY

**IMPORTANT – PLEASE READ BEFORE PROCEEDING:** Please complete the following questions if you have conducted business at a State or Tribal Veterans Cemetery within the past 12 months. If you have **NOT** conducted business at a State or Tribal Veterans Cemetery within the past 12 months, please return this survey in the postage paid envelope provided.

1. Looking at the attached form labelled “State and Tribal Veterans Cemeteries”, please identify which State or Tribal Veterans Cemetery you most frequently do business with and fill in the corresponding number in the spaces below.

**Please complete this survey based on your experiences at this State or Tribal Veterans Cemetery within the last 12 months.**

|   |   |   |
|---|---|---|
| 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 |

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       Over 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)
- State or Tribal/VA/NCA Website  
 Local newspaper/television or news report  
 Public events (e.g. parades, exhibits, speeches)  
 Professional association/conventions/meetings  
 Veterans Service Officers  
 Outreach by cemetery staff  
 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  
 Eligibility requirements for burial in a State or Tribal Veterans Cemetery  
 Scheduling process  
 Military funeral honors  
 Presidential Memorial Certificates  
 Floral policy  
 Headstone, marker, or columbarium niche cover inscription options
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)
- Phone  
 Fax  
 Letter  
 Email  
 State or Tribal Website  
 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
14. Are you aware of any State or Tribal Cemetery informational 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 headstone, marker, or columbarium niche cover inscription options 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 nor unacceptable
- Somewhat unacceptable
- Very unacceptable

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

25. The maintenance of the cemetery grounds is excellent . . . . .

Strongly Agree  
Agree  
Neither Agree Nor Disagree  
Disagree  
Strongly Disagree  
Don't Know/ Not Applicable

26. The upkeep of the headstones, markers, or columbarium niche covers is excellent. . . . .

27. The maintenance of other landscape features (e.g., flowers, trees, shrubs) is excellent. . . . .

28. The committal shelter used for the service was private, clean, and free of safety hazards . . . . .

29. There is adequate handicap accessibility for visitors who need it

30. The availability of restrooms is suitable to accommodate visitors on busy days. . . . .

31. The cemetery honors all Veterans and their service to our nation

32. There are sufficient signs within the cemetery to assist visitors. .

33. Parking at the cemetery is adequate to accommodate visitors on most days . . . . .

34. The cemetery's roadways and intersections are safe and easily navigated. . . . .

35. The quality of service received from cemetery staff is excellent. .





## **Appendix C: Users Guide**

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### **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 disagree” to “strongly agree”).
  - Standard bar graphs are used to illustrate the results of survey items with a nominal response scale (i.e., categorical responses).
  - Element of comparison graphs combine results from two survey items in a single bar graph in order to provide a more detailed look at survey results.
- This appendix should be used in conjunction with the graphs and tables presented throughout this report.

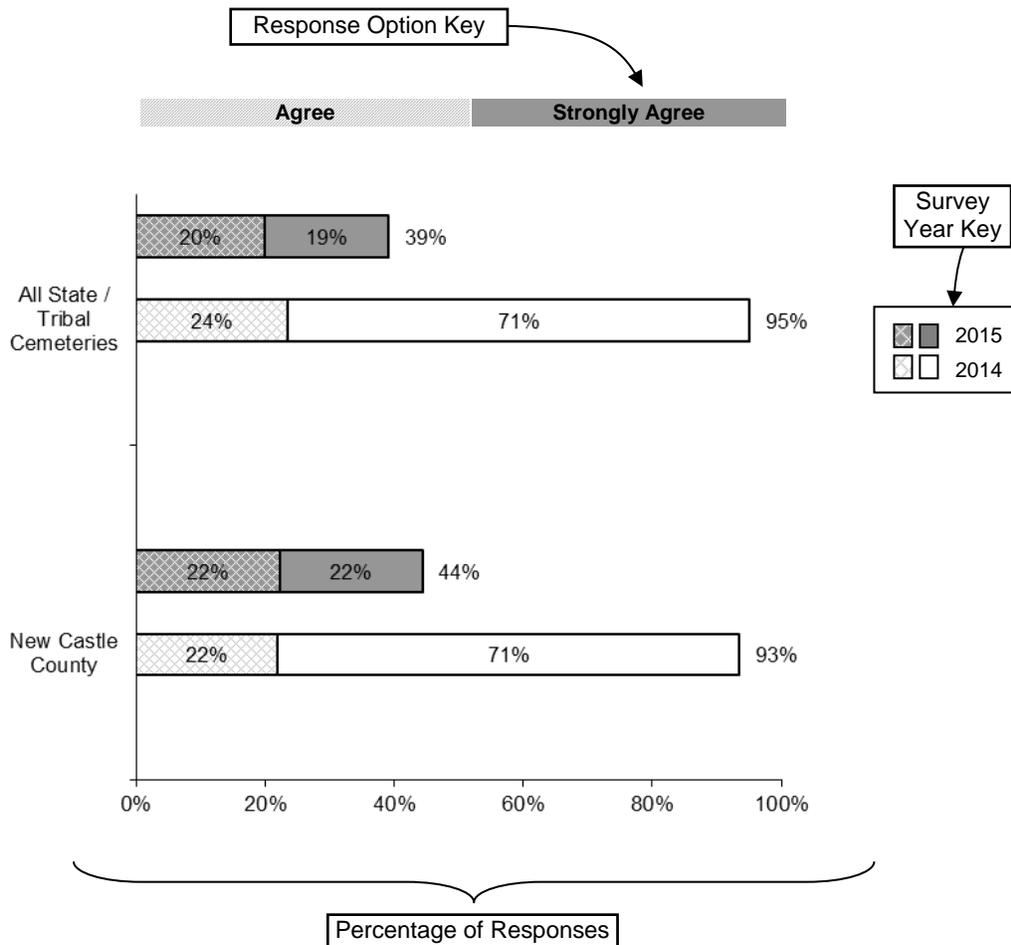
# Appendix C: Users Guide

## QUESTION NUMBERS

Questions that were asked of both Funeral Directors and Next of Kin are presented together with All Respondent graphs followed by the sample type's respective graph. When presented together, the first number presented for the question is the question number for the Next of Kin, the second is the question number for the Funeral Directors.

## 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 State or Tribal Veterans Cemeteries 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.



A survey year key is located to the right of the graph. When data are available, the graph will display data from the current year and the previous year. According to the key in this example, 2015 data are shown by the darkest bar.

A response option key is located at the top of the graph. This key lists the positive response options to the item (e.g., “agree” and “strongly agree”) and depicts the type of shading for each of the two response options. Although the specific response options differ by item, moderate endorsement of the item is always indicated by the patterned section of the bar, while strong endorsement is always indicated by solid shading of the bar. The total length of the bar represents the percentage of participants who responded positively to the item (i.e., the sum of both moderate and strong positive responses). For example, in the graph above, 22% of all State or Tribal Veterans Cemeteries respondents selected “agree” in 2015 and 71% selected “strongly agree”, so in total, 93% of participants responded positively to this item.

When an NCA performance target exists for an item, the performance target is presented just below the response option key. This is meant to aid with the comparison between NCA’s performance target on the item and the actual satisfaction survey data. In this example, the performance target is 97%, while the actual satisfaction scores on this item have ranged from 91% to 96%. Note that performance targets exist for only a subset of the items on the survey; thus, all stacked bar graphs do not depict a performance target.

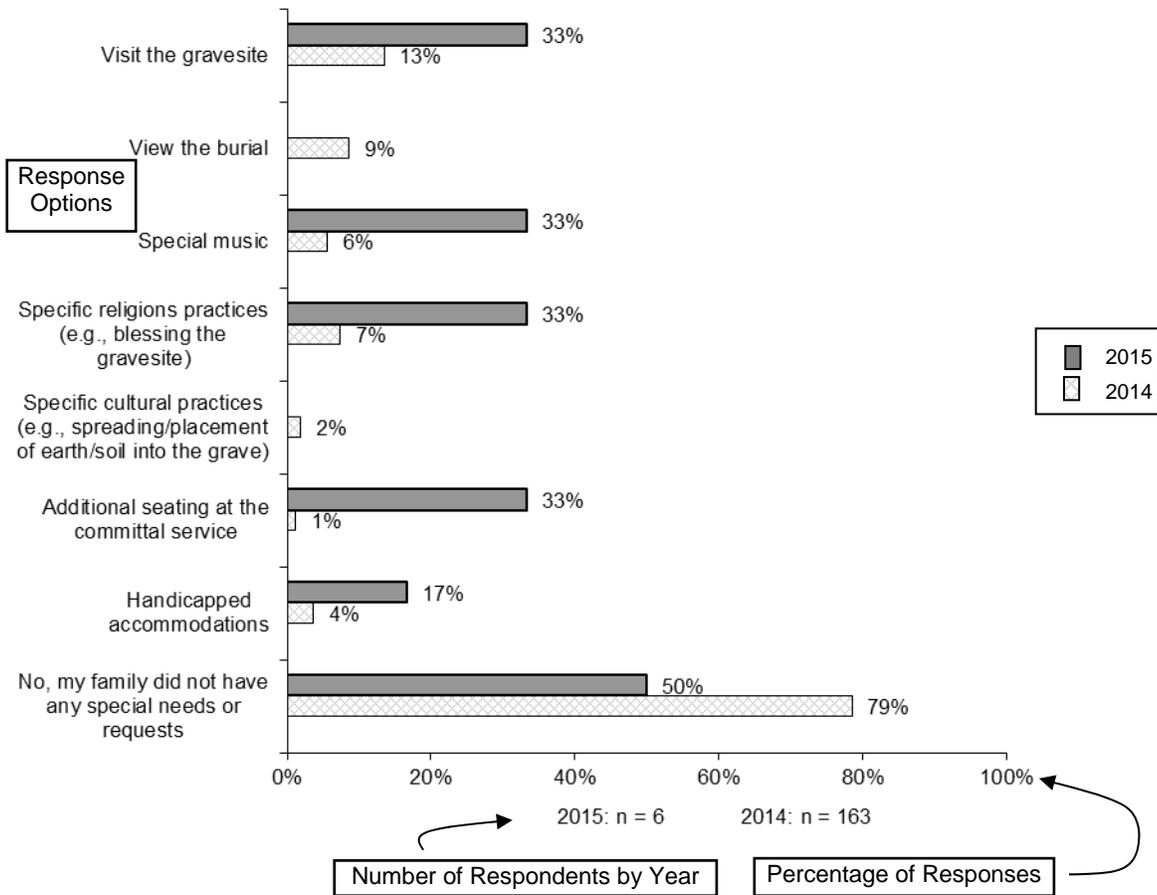
**DATA TABLES**

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). At the national level and for the total number of respondents (n) and the percentage of respondents selecting each possible response option are provided.

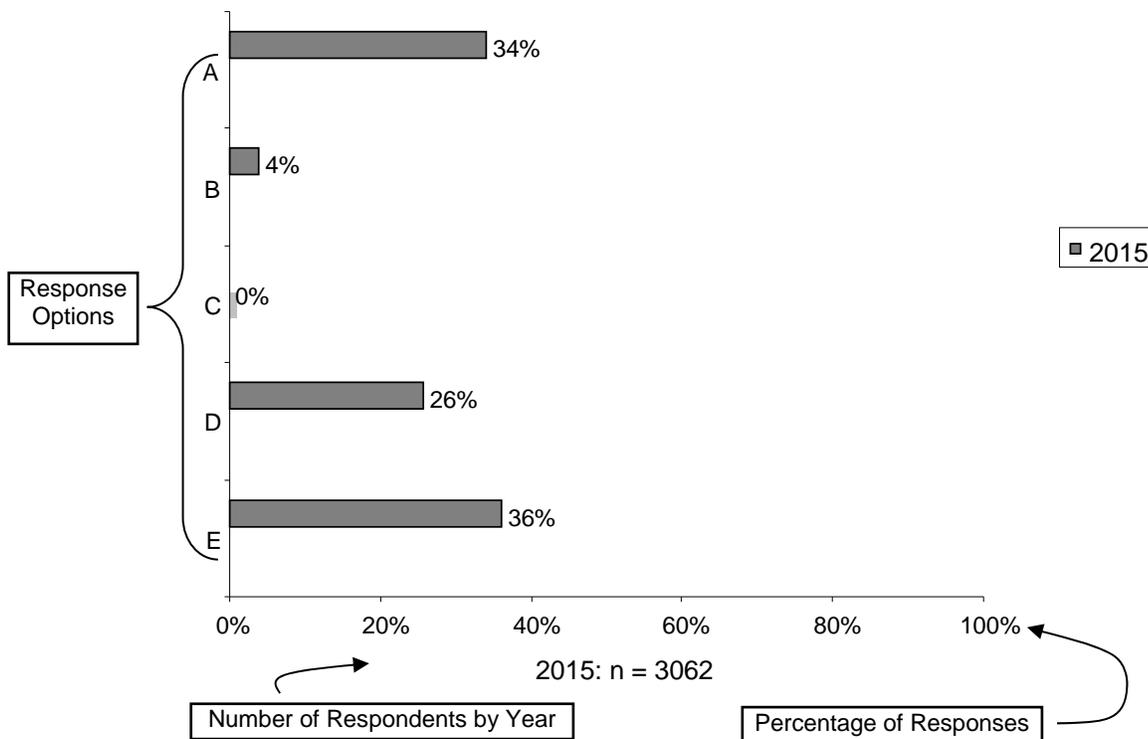
|   | Year | n      | Strongly agree | Agree | Neither | Disagree | Strongly disagree |
|---|------|--------|----------------|-------|---------|----------|-------------------|
| <b>State or Tribal Veteran Cemeteries</b> | 2015 | 10,154 | 70.9%          | 21.7% | 4.7%    | 1.0%     | 0.3%              |

**STANDARD BAR GRAPHS**

While stacked bar graphs are used for all items that are assessed on a continuous scale (e.g., “strongly disagree” to “strongly agree”), 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 is presented for the current year and the two previous years. The shading selection to designate each year's data is presented in the survey year key. In the above example, 2015 data are represented by the dark gray bars and 2014 data are represented by the patterned bars. Thus, 33% of respondents selected "Visit the gravesite" in 2015, and 13% selected that response in 2014.



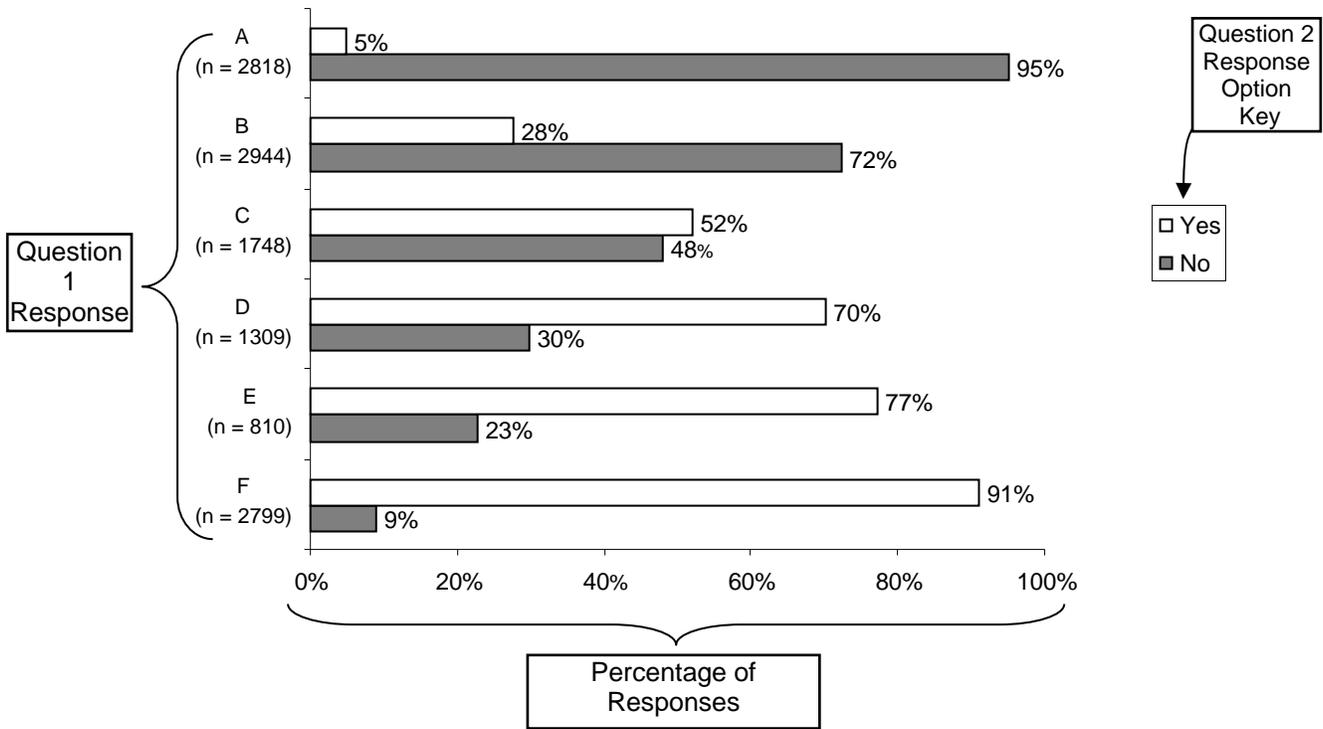
The graph above depicts an example item in which respondents could select only one option, so that for each year, data will sum to approximately 100% across the possible response options (the total may vary slightly due to rounding). Items on which respondents were instructed to “mark all that apply” may also be depicted with standard bar graphs, but responses will likely sum to greater than 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.

### ELEMENT OF COMPARISON BAR GRAPHS

Element of comparison graphs combine results from two survey items in a single bar graph. The response options to one item are presented along the vertical axis. Then, data is divided within each of those response options based upon the response frequencies for the second item.

In the sample graph below, responses of “yes” to Question 2 are shaded in white, while responses of “no” to Question 2 are grey. Within each of the Question 1 response options, the two rows sum to 100% because the percentages are based upon the number of participants who selected each Question 1 response option. For example, the following conclusion could be derived from the sample graph: “Of those who selected A on Question 1, 95% selected “no” on Question 2, while 5% selected “yes” on Question 2.”



Thus, the element of comparison graphs provide additional information beyond the graphs of a single survey item because they can help to explain who is selecting each response option. For example, the sample graph indicates that those who selected A and B on Question 1 were more likely to select “no” for Question 2, while those who selected D through F on Question 1 were more likely to select “yes” for Question 2.

## **Appendix D: Question Locator**

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### **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 #         |
|------------|----|--|-----------------------|
| NK         | FD |  |                       |
| 36         | 25 | The maintenance of the cemetery grounds is excellent.  | 95-96                 |
| 37         | 26 | The upkeep of the headstones, markers, or columbarium niche covers is excellent.   | 91-92                 |
| 38         | 27 | The maintenance of other landscape features (e.g., flowers, trees, shrubs) is excellent.   | 93-94                 |
| 39         | 28 | The committal shelter used for the service was private, clean, and free of safety hazards.   | 97-98                 |
| 40         | 29 | There is adequate handicap accessibility for visitors who need it.   | 99-100                |
| 41         | 30 | The availability of restrooms is suitable to accommodate visitors on busy days.  | 101-102               |
| 42         | 31 | The cemetery honors all Veterans and their service to our nation.  | 28-29                 |
| 43         | 32 | There are sufficient signs within the cemetery to assist visitors.   | 103-104               |
| 44         | 33 | Parking at the cemetery is adequate to accommodate visitors on most days.  | 105-106               |
| 45         | 34 | The cemetery's roadways and intersections are safe and easily navigated.   | 107-108               |
| 46         | 35 | The quality of service received from cemetery staff is excellent.  | 9-10                  |
| 47         | 36 | The State or Tribal Veterans Cemetery staff was courteous.   | 11-12                 |
| 48         | 37 | The State or Tribal Veterans Cemetery staff was professional in terms of being knowledgeable, helpful, and responsive.   | 13-14                 |
| 49         | 38 | The State or Tribal Veterans Cemetery hours of operation meet my needs for visiting my love one's gravesite. / The State or Tribal Veterans Cemetery hours of operation meet my needs for scheduling services. | 109-110               |
| 51         | 39 | The information kiosks (i.e., gravesite locators) are helpful to me.   | 111-112               |
| 52         | 40 | Public ceremonies and events at the cemetery promote a sense of patriotism and heritage.   | 30-31                 |
| 53         | 41 | The overall appearance of the State or Tribal Veterans Cemetery is excellent.  | 15-16, A-4, A-7, A-1- |
| 54         | 42 | Overall, I am satisfied with my experience at the State or Tribal Veterans Cemetery.   | 19-20                 |
| 55         | 43 | I would recommend the cemetery to Veteran families during their time of need.  | 17-18, A-5, A-7, A-11 |
| 56         | 44 | I am willing to rely on the State or Tribal Veterans Cemetery to meet the burial needs of Veterans in the future.  | 21-22                 |
| 57         | 45 | I am willing to rely on the state or tribal governments to maintain State or Tribal Veterans Cemeteries as national shrines in the future.   | 26-27                 |
| 58         | 46 | My experiences with the State or Tribal Veterans Cemetery exceeded my expectations.  | 23-24                 |

## Appendix D: Question Locator

### Questions for Next of Kin (Questions 1-65)

| Question # | Question Text  | Report Page #         |
|------------|--|-----------------------|
| 1          | Since the committal service, how many times have you visited the State or Tribal Veterans Cemetery where your loved one was interred?  | A-1, A-12, A-14, A-15 |
| 2          | Your recently deceased loved one was your...   | 88, A-1               |
| 3          | How far do you reside from the State or Tribal Veterans Cemetery?  | A-2, A-12, A-13-14    |
| 4          | Do the following factors limit the number of times you visit the State or Tribal Veterans Cemetery where your loved one is interred? ( <i>Please mark Yes or No for each item below.</i> ) | A-2, A-13-15          |
| 5          | Have you ever served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit?  | 66, A-4               |
| 6          | Prior to your time of need, were you aware of the benefits related to burial in a State or Tribal Veterans Cemetery?   | 34, 45                |
| 7          | How did you learn of these benefits prior to your time of need? ( <i>Mark all that apply</i> )   | 35                    |
| 8          | Prior to the time of need, what is the BEST way for the State or Tribal Veterans Cemetery to convey information regarding benefits? ( <i>Mark only one</i> )                               | 36                    |
| 9          | Overall, how satisfied are you with the information you were provided throughout your experiences with the State or Tribal Veterans Cemetery?  | 33                    |
| 10         | To what extent were you informed of the details (e.g., length of service, use of committal shelters) related to the committal service prior to attending the service?                      | 37                    |
| 11         | At the committal service, did your family have any of the following special needs or requests? ( <i>Mark all that apply</i> )  | 58, 65                |
| 12         | Was the cemetery able to accommodate these special needs or requests to your satisfaction?   | 59, 65                |
| 13         | Prior to the service for your loved one, did you view the NCA videos illustrating different committal service options at State or Tribal Veterans Cemeteries?                              | 60                    |
| 14         | Please indicate your level of agreement with the following statement: The video(s) helped me understand the burial process at the State or Tribal Veterans Cemetery.                       | 61                    |
| 15         | Was your experience at the State or Tribal Veterans Cemetery similar to the video on service options you viewed?   | 62                    |
| 16         | If your loved one was a Veteran, did your family request military funeral honors?  | 63                    |
| 17         | How satisfied were you with the quality of the military funeral honors your loved one received?  | 64                    |
| 18         | Overall, how satisfied were you with the committal service at the State or Tribal Veterans Cemetery?   | 57, 66                |
| 19         | Were the headstone, marker, or columbarium niche cover inscription options explained to you?   | 84                    |
| 20         | Who explained headstone, marker, or columbarium niche cover inscription options to you?  | 85                    |
| 21         | Which of the following inscription options were explained to you? ( <i>Mark all that apply</i> )   | 86                    |

## Appendix D: Question Locator

| Question # | Question Text   | Report Page # |
|------------|---|---------------|
| 22         | Did you feel you had sufficient time to make a decision on the headstone, marker, or columbarium niche cover inscription?   | 87            |
| 23         | How satisfied were you with the length of time it took for the permanent headstone, marker, or columbarium niche cover to be in place?  | 81            |
| 24         | When the headstone, marker, or columbarium niche cover arrived, was the inscription accurate?   | 83            |
| 25         | Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived?   | 82            |
| 26         | If your loved one was a veteran, did you receive a Presidential Memorial Certificate?   | 38            |
| 27         | Looking back at your overall experiences with the State or Tribal Veterans Cemetery, which items would you have liked more information about? ( <i>Mark all that apply</i> )  | 39            |
| 28a        | After the loss of your loved one did you <u>need</u> bereavement counseling or support?   | 40            |
| 28b        | After the loss of your loved one did you <u>seek</u> bereavement counseling or support?   | 41            |
| 29         | Have you contacted VA to find out if you are eligible for VA survivor benefits?   | 42            |
| 30         | Are you eligible for VA survivor benefits?  | 43            |
| 31         | If eligible, have you applied for VA survival benefits?   | 44            |
| 32         | What is your gender?  | A-3, A-4, A-5 |
| 33         | Are you Hispanic or Latino?   | A-6, A-7      |
| 34         | What is your race? (Mark one or more)   | A-11          |
| 35         | Please select your age group:   | A-16          |
| 50         | The appearance of my loved one's gravesite/columbaria is excellent.   | 90            |
| 59         | Please choose any of the following reasons to describe why you selected the State or Tribal Veterans Cemetery for your loved one's interment. ( <i>Mark all that apply</i> )  | 114           |
| 60         | <i>Please indicate your level of agreement with the following statement: "If I had been able, I would have chosen to inter my loved one at a VA national cemetery rather than the State or Tribal Veterans Cemetery."</i> | 115           |
| 61         | Please choose any of the following reasons to describe why you would have preferred interment in a VA national cemetery rather than a State or Tribal Veterans Cemetery. ( <i>Mark all that apply</i> )                   | 116           |
| 62         | Have you visited a VA national cemetery?  | 117           |
| 63         | Based on your visit, the appearance of the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.  | 118           |
| 64         | Based on your visit, the quality of service at the State or Tribal Veterans Cemetery compares favorably to the VA national cemetery.  | 119           |
| 65         | The honor of being interred at a State or Tribal Veterans Cemetery is equivalent to that of being interred at a VA national cemetery.   | 120           |

## Appendix D: Question Locator

### Questions for Funeral Directors (Questions 2-24)

| Question # | Question Text  | Report Page #   |
|------------|--|-----------------|
| 2          | How far is your funeral home from the State or Tribal Veterans Cemetery with which you most frequently do business?  | A-17            |
| 3          | How long has your funeral home worked with the State or Tribal Veterans Cemetery?  | 55, 79,<br>A-17 |
| 4          | Of the eligible veteran families you serve, approximately what percent choose burial in the State or Tribal Veterans Cemetery?   | A-17            |
| 5          | How would you characterize the overall communication from the State or Tribal Veterans Cemetery to your funeral home?  | 48              |
| 6          | Do you feel that you are well informed by the State or Tribal Veterans Cemetery of its policies and procedures?  | 49              |
| 7          | In general, of the following services, which one provides you the <u>MOST</u> information about State or Tribal Veterans Cemetery policies and procedures? <i>(Mark only one)</i>    | 50              |
| 8          | What State or Tribal Veterans Cemetery policies or procedures do you feel you could use more information about? <i>(Mark all that apply)</i>   | 51, 55          |
| 9          | What is the best way for the State or Tribal Veterans Cemetery to communicate with your funeral home regarding <u>changes</u> in its policies and procedures? <i>(Mark only one)</i> | 54              |
| 10         | Overall, how satisfied are you with the communication between your funeral home and the State or Tribal Veterans Cemetery?   | 47              |
| 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?            | 71, 79          |
| 12         | Overall, how would you compare the appearance of the State or Tribal Veterans Cemetery with the appearance of private cemeteries?  | A-19            |
| 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?       | 52              |
| 14         | Are you aware of any State or Tribal Cemetery informational resources on military honors?  | A-19            |
| 15         | Do you typically provide these information resources on military honors to next of kin?  | A-20            |
| 16         | Do you understand the headstone, marker, or columbarium niche cover inscription options available to next of kin?  | 53              |
| 17         | How easy is the process of scheduling an interment at the State or Tribal Veterans Cemetery?   | 68, 78          |
| 18         | How long does it typically take to confirm the scheduling of an interment with the State or Tribal Veterans Cemetery Scheduling Office?  | 72, 77          |
| 19         | Overall, how satisfied were you with the length of time it took to confirm the scheduling of an interment?   | 69, 77-78       |
| 20         | During committal services, how often do you receive the support you need from the cemetery staff?  | 70              |
| 21         | Generally, how often do committal services at the State or Tribal Veterans Cemetery start on time?   | 73              |

## Appendix D: Question Locator

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| Question # | Question Text  | Report Page # |
|------------|--|---------------|
| 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? | 74            |
| 23         | How easy is it to schedule military honors at the State or Tribal Veterans Cemetery?   | 75            |
| 24         | To what extent is the quality of military honors acceptable?   | 76            |

## **Appendix E: Response Rates and Data Confidence**

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### **SECTION DESCRIPTION**

- This appendix provides detailed information about the response rates and confidence intervals for each cemetery included in the 2015 Survey of Customer Satisfaction with State or Tribal Veterans Cemeteries.

## Appendix E: Response Rates and Data Confidence

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The table below presents response rates and confidence intervals for each cemetery included in the 2015 Survey of Satisfaction with State or Tribal Veterans Cemeteries. A description of each of these terms is provided below.

### Response Rates

The response rate is calculated by dividing the number of completed questionnaires by the number of eligible questionnaires. Please note that if the number of surveys at a particular state or tribal cemetery was low enough to make the findings unusable, no report was developed.

### Confidence Intervals

Next of kin data in this report represent information gathered from a sample that can be generalized to the entire next of kin population. A confidence interval is calculated to determine the range around each sample mean. The 95% confidence intervals are based on satisfaction measure of 80%. For higher satisfaction measures (e.g. 90%), the 95% confidence interval will be slightly smaller. For satisfaction measures closer to 50%, the 95% confidence interval will be slightly larger.

For example, if 80 percent of next of kin reported satisfaction with the maintenance of the cemetery grounds, with a confidence interval of  $\pm 4\%$ , it can be assumed with 95 percent accuracy that between 76 and 84 percent of the entire next of kin population is satisfied with the maintenance of the cemetery grounds. For common uses of these survey data by State Veteran cemeteries, samples with confidence intervals of 5 percent or less are considered good. However, even large confidence intervals (e.g.,  $\pm 15\%$ ) are sufficient to detect medium size differences in the data. The overall 95% confidence interval for the next of kin was 1.0% in 2015. The next of kin 95% confidence intervals by cemetery are presented below.

All unique funeral homes were mailed a survey. Had all funeral homes returned the survey, this would be a complete census of the population and would have a confidence interval of 0. Since not all funeral homes returned the survey, we calculate a confidence interval based on the sample of funeral homes that responded to the survey. The overall 95% confidence interval for the funeral homes was 2.2% in 2015. The funeral home confidence intervals are not provided by cemetery since the sample sizes are typically too small.

| <b>RESPONSE RATES AND DATA CONFIDENCE</b>                |  |                                  |  |
|--|--|----------------------------------|--|
| <b>State or Tribal Veterans Cemetery</b>                 | <b>Confidence Interval Next of Kin</b> | <b>Response Rate Next of Kin</b> | <b>Response Rate Funeral Directors</b> |
| Alabama State Veterans Memorial Cemetery At Spanish Fort | 7.5%                                   | 52.3%                            | 35.3%                                  |

## Appendix E: Response Rates and Data Confidence

| <b>RESPONSE RATES AND DATA CONFIDENCE</b>                      |  |                                  |  |
|--|--|----------------------------------|--|
| <b>State or Tribal Veterans Cemetery</b>                       | <b>Confidence Interval Next of Kin</b> | <b>Response Rate Next of Kin</b> | <b>Response Rate Funeral Directors</b> |
| Albert G. Horton, Jr. Memorial Veterans Cemetery               | 5.3%                                   | 44.6%                            | 19.3%                                  |
| Arkansas Veterans Cemetery At North Little Rock                | 4.7%                                   | 51.8%                            | 19.0%                                  |
| Brigadier General William C. Doyle Veterans Memorial Cemetery  | 4.8%                                   | 48.8%                            | 20.7%                                  |
| Central Texas State Veterans Cemetery                          | 4.7%                                   | 46.8%                            | 40.3%                                  |
| Central Wisconsin Veterans Memorial Cemetery                   | 9.5%                                   | 53.3%                            | 29.0%                                  |
| Cheltenham Veterans Cemetery                                   | 5.5%                                   | 43.8%                            | 18.9%                                  |
| Coastal Bend Veterans Cemetery                                 | 6.2%                                   | 47.5%                            | 45.7%                                  |
| Crownsville Veterans Cemetery                                  | 4.7%                                   | 50.9%                            | 15.2%                                  |
| Delaware Veterans Memorial Cemetery - New Castle County        | 4.9%                                   | 49.1%                            | 14.3%                                  |
| Delaware Veterans Memorial Cemetery - Sussex County            | 6.0%                                   | 51.1%                            | 100.0%                                 |
| Donel Kinnard Memorial State Veterans Cemetery                 | 11.6%                                  | 49.0%                            | 31.6%                                  |
| East Tennessee State Veterans Cemetery - Gov. John Sevier Hwy. | 5.0%                                   | 54.1%                            | 32.0%                                  |
| Eastern Shore Veterans Cemetery                                | 6.1%                                   | 52.6%                            | 23.5%                                  |
| Garrison Forest Veterans Cemetery                              | 5.7%                                   | 39.5%                            | 31.7%                                  |
| Georgia Veterans Memorial Cemetery - Glennville                | 10.9%                                  | 43.5%                            | 75.0%                                  |
| Georgia Veterans Memorial Cemetery - Milledgeville             | 6.6%                                   | 56.0%                            | 16.3%                                  |
| Hawaii State Veterans Cemetery                                 | 5.5%                                   | 45.6%                            | 0.0%                                   |
| Idaho State Veterans Cemetery                                  | 7.6%                                   | 52.5%                            | 28.0%                                  |
| Indiana Veterans Memorial Cemetery                             | 10.6%                                  | 47.6%                            | 40.0%                                  |
| Iowa Veterans Cemetery at Van Meter                            | 4.8%                                   | 53.8%                            | 26.8%                                  |
| Kansas Veterans Cemetery At Ft. Riley                          | 9.0%                                   | 54.8%                            | 25.0%                                  |
| Kansas Veterans Cemetery At Winfield                           | 10.0%                                  | 47.8%                            | 26.9%                                  |
| Kentucky Veterans Cemetery-Central                             | 4.9%                                   | 52.0%                            | 43.8%                                  |
| Kentucky Veterans Cemetery-North                               | 7.2%                                   | 57.0%                            | 35.5%                                  |
| Kentucky Veterans Cemetery-North East                          | 8.7%                                   | 55.2%                            | 29.2%                                  |
| Kentucky Veterans Cemetery-West                                | 5.7%                                   | 57.8%                            | 15.6%                                  |
| M.J. Dolly Cooper Veterans Cemetery                            | 7.5%                                   | 43.8%                            | 26.5%                                  |
| Maine Veterans Memorial Cemetery-Mt. Vernon Rd.                | 6.1%                                   | 57.4%                            | 26.7%                                  |

## Appendix E: Response Rates and Data Confidence

| <b>RESPONSE RATES AND DATA CONFIDENCE</b>              |  |                                  |  |
|--|--|----------------------------------|--|
| <b>State or Tribal Veterans Cemetery</b>               | <b>Confidence Interval Next of Kin</b> | <b>Response Rate Next of Kin</b> | <b>Response Rate Funeral Directors</b> |
| Massachusetts State Veterans Cemetery Agawam           | 3.9%                                   | 52.7%                            | 23.0%                                  |
| Middle Tennessee State Veterans Cemetery               | 4.9%                                   | 46.2%                            | 32.9%                                  |
| Minnesota State Veterans Cemetery                      | 5.2%                                   | 55.2%                            | 54.7%                                  |
| Mississippi Veterans Memorial Cemetery                 | 9.6%                                   | 59.6%                            | 25.0%                                  |
| Missouri State Veterans Cemetery Bloomfield, MO        | 7.2%                                   | 49.6%                            | 26.3%                                  |
| Missouri State Veterans Cemetery Fort Leonard Wood, MO | 10.1%                                  | 54.7%                            | 46.2%                                  |
| Missouri State Veterans Cemetery In Higginsville, MO   | 5.8%                                   | 62.0%                            | 33.3%                                  |
| Missouri State Veterans Cemetery Jacksonville, MO      | 8.1%                                   | 62.9%                            | 40.0%                                  |
| Missouri Veterans Cemetery Springfield, MO             | 3.7%                                   | 58.9%                            | 31.8%                                  |
| Montana State Veterans Cemetery                        | 9.4%                                   | 49.4%                            | 25.0%                                  |
| New Hampshire Veterans Cemetery                        | 4.7%                                   | 53.2%                            | 22.9%                                  |
| North Dakota Veterans Cemetery                         | 6.0%                                   | 56.2%                            | 48.4%                                  |
| Northern California Veterans Cemetery                  | 5.9%                                   | 42.8%                            | 25.6%                                  |
| Northern Nevada Veterans Memorial Cemetery             | 5.7%                                   | 47.7%                            | 12.5%                                  |
| Northern Wisconsin Veterans Memorial Cemetery          | 6.6%                                   | 57.8%                            | 17.8%                                  |
| Northwest Louisiana Veterans Cemetery                  | 7.8%                                   | 42.8%                            | 11.8%                                  |
| Rhode Island Veterans Cemetery                         | 5.0%                                   | 45.3%                            | 9.6%                                   |
| Rio Grande Valley State Veterans Cemetery              | 10.0%                                  | 40.8%                            | 21.1%                                  |
| Rocky Gap Veterans Cemetery                            | 7.4%                                   | 52.9%                            | 9.1%                                   |
| Southeast Louisiana Veterans Cemetery                  | 6.9%                                   | 43.7%                            | 19.2%                                  |
| Southern Arizona Veterans Memorial Cemetery            | 5.4%                                   | 50.7%                            | 58.3%                                  |
| Southern Nevada Veterans Memorial Cemetery             | 5.1%                                   | 44.7%                            | 7.3%                                   |
| Southern Wisconsin Veterans Memorial Cemetery          | 5.0%                                   | 48.0%                            | 22.3%                                  |
| Southwest Virginia Veterans Cemetery                   | 7.6%                                   | 58.4%                            | 33.3%                                  |
| Texas State Veterans Cemetery At Abilene               | 7.9%                                   | 52.0%                            | 30.0%                                  |
| Veterans Memorial Cemetery Of Western Colorado         | 6.3%                                   | 54.3%                            | 33.3%                                  |
| Virginia Veterans Cemetery At Amelia                   | 5.8%                                   | 52.0%                            | 37.2%                                  |
| Washington State Veterans Cemetery Medical Lake        | 4.5%                                   | 59.6%                            | 46.2%                                  |
| West Tennessee State Veterans Cemetery                 | 5.7%                                   | 39.2%                            | 24.7%                                  |

## Appendix E: Response Rates and Data Confidence

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| <b>RESPONSE RATES AND DATA CONFIDENCE</b> |  |                                  |  |
|---|--|----------------------------------|--|
| <b>State or Tribal Veterans Cemetery</b>  | <b>Confidence Interval Next of Kin</b> | <b>Response Rate Next of Kin</b> | <b>Response Rate Funeral Directors</b> |
| Western Montana Veterans Cemetery         | 10.7%                                  | 55.3%                            | 62.5%                                  |
| Winchendon Veterans Cemetery Winchendon   | 6.8%                                   | 46.7%                            | 18.9%                                  |
| <b>OVERALL</b>                            | <b>1.0%</b>                            | <b>49.5%</b>                     | <b>9.7%</b>                            |