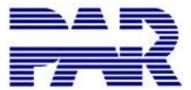
How Much Do Burial Families Know About Burial Vaults?



Commemorating Life with Respect™

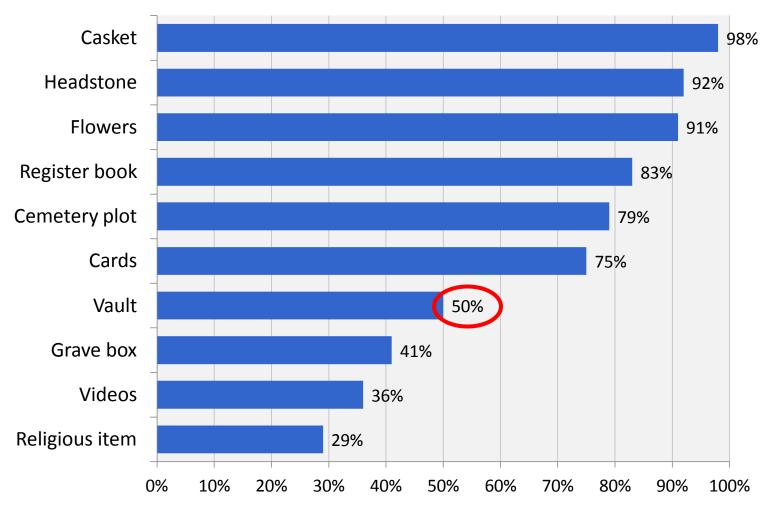




Product Acceptance & Research

December, 2013

50% of burial families expect to buy a vault

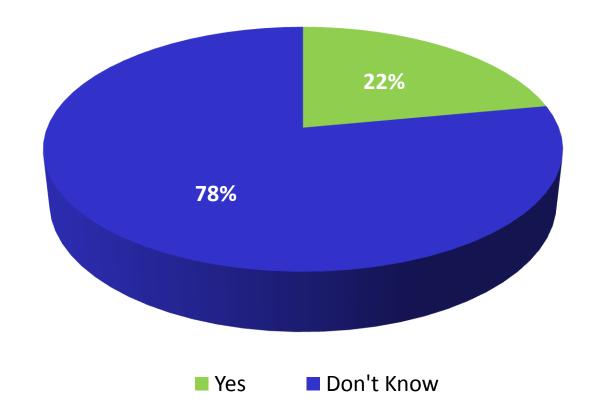




Q. Please indicate all of the items you would expect to select and buy when making burial arrangements for a loved one.

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78% of burial families do not know the difference between a burial vault and a grave box



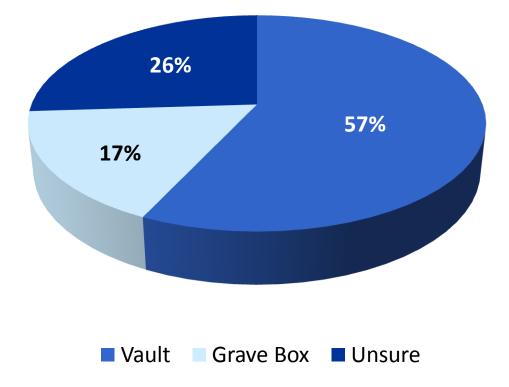
Wilbert.

Q. Is there a difference between a burial vault and a grave box?

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After learning the difference between a grave box and a burial vault, 83% did not choose a grave box

- 57% chose a burial vault
- 26% needed more information before making a decision
- 17% chose a grave box

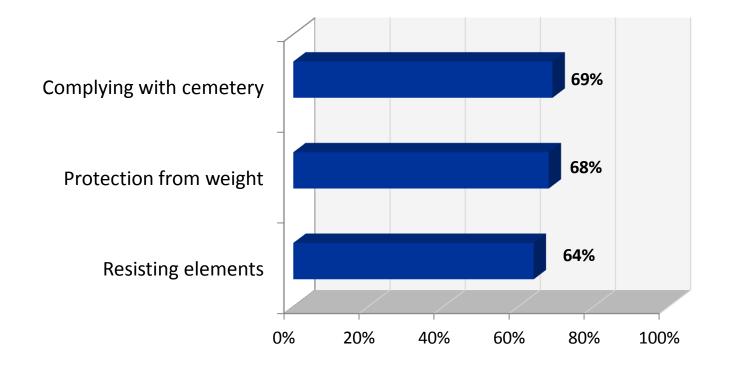




Commemorating Life with Respect[™]

Q. After having viewed the educational video, if you were making burial arrangements in the future would you choose a burial vault or a grave box?

2/3 of burial families are concerned about protection

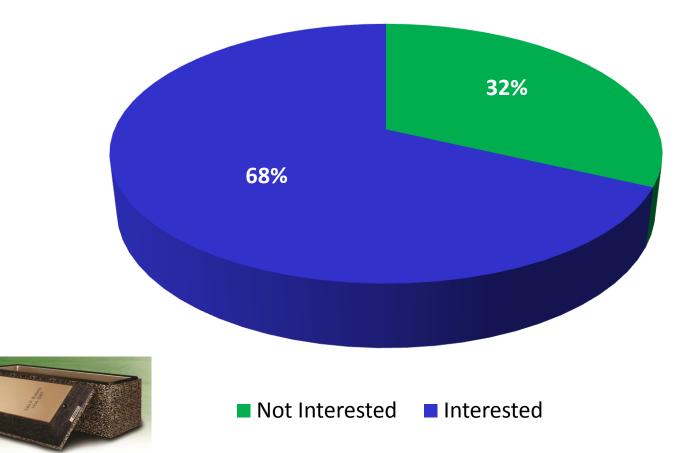




Q. Thinking about the purpose of the burial vault, please rate the importance of each of the following.

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Majority of those choosing a burial vault are interested in personalization





and symbols of what your loved one had a passion for (such as in the photo above) for display at the graveside service.

Q. Please indicate your level of interest in personalizing the burial vault with words

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