

How Much Do Burial Families Know About Burial Vaults?



Wilbert[®]

*Commemorating Life with Respect*SM

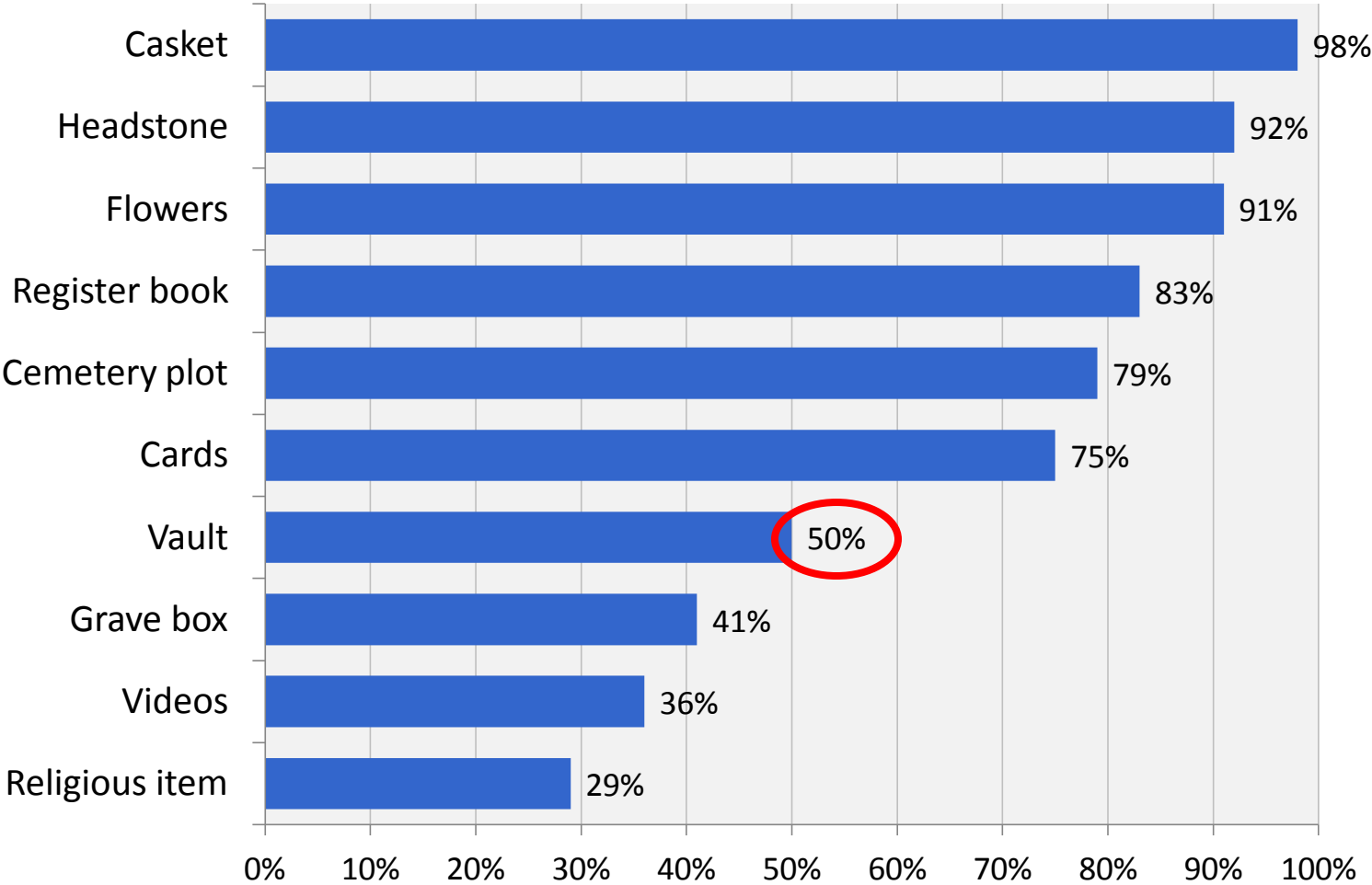


Product Acceptance & Research



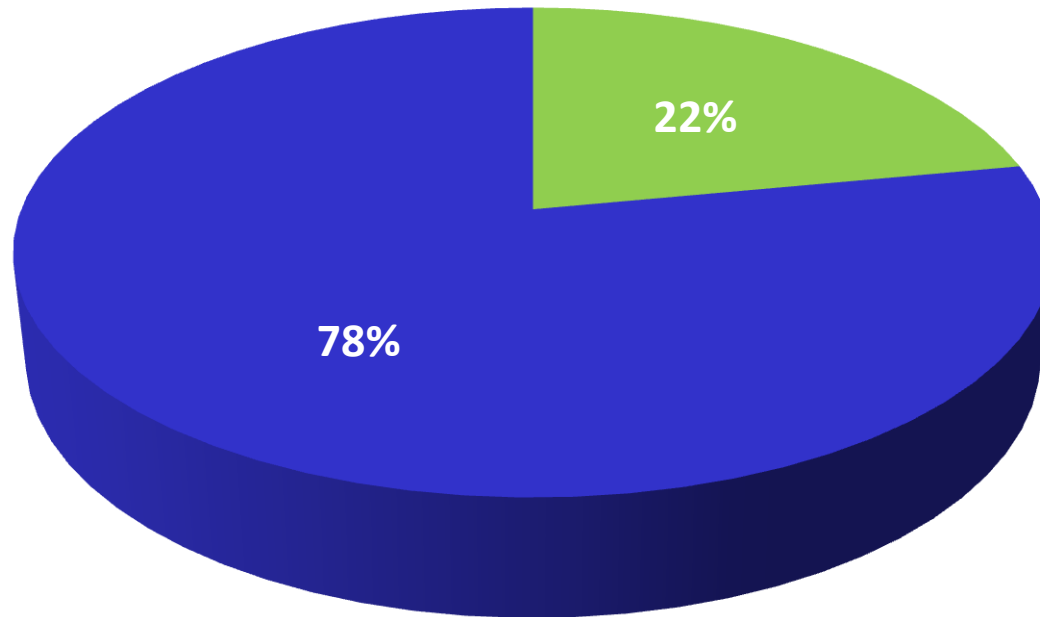
December, 2013

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.

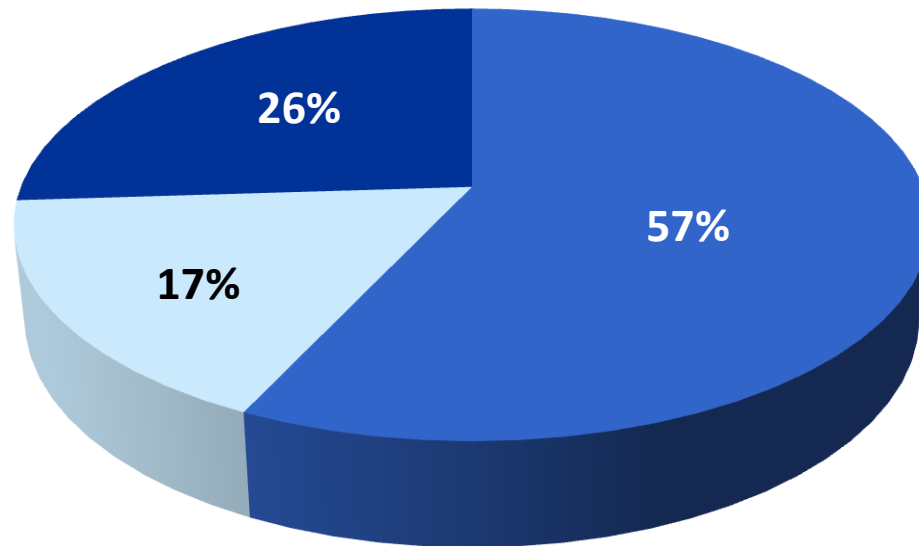
78% of burial families do not know the difference between a burial vault and a grave box



■ Yes ■ Don't Know

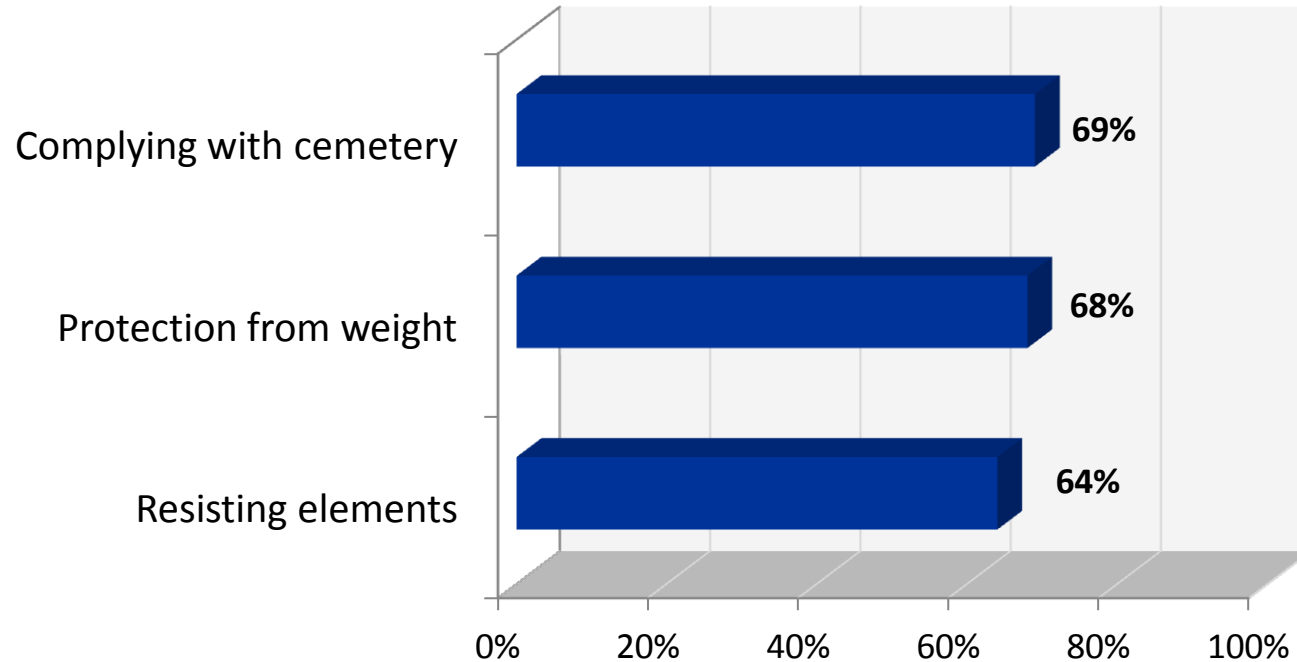
After learning the difference between a grave box and a burial vault, 83% did not choose a grave box

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

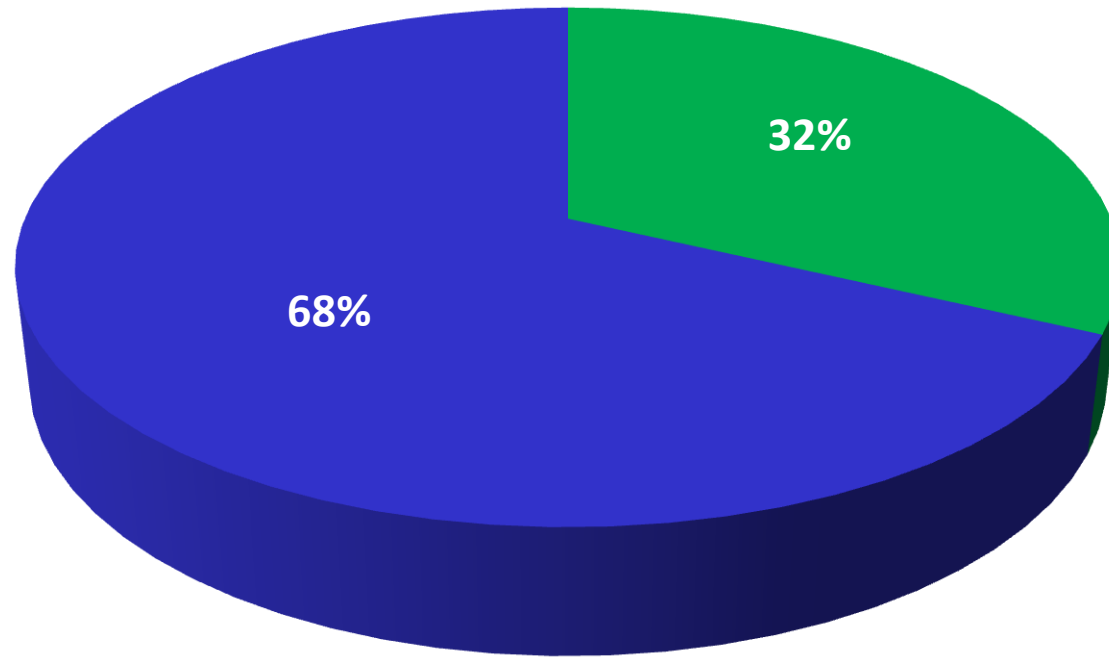


■ Vault ■ Grave Box ■ Unsure

2/3 of burial families are concerned about protection



Majority of those choosing a burial vault are interested in personalization



■ Not Interested ■ Interested

Q. Please indicate your level of interest in personalizing the burial vault with words and symbols of what your loved one had a passion for (such as in the photo above) for display at the graveside service.