

Wilbert Burial Vault Prospect Survey

Summary Prepared on 08/19/09

This report summarizes 32 of 32 total responses.

Summary for the results with the following restrictions:

Response Filters

Invitation Type: all

Status: all

Alerts:

Email Contains:

Wilbert Burial Vault: Industry Survey

1. I know _____ about Wilbert.



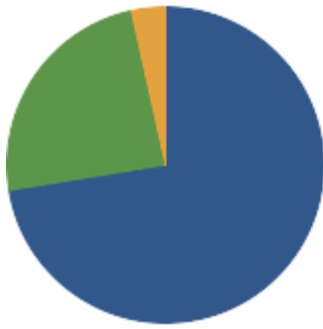
37.5%	A Good Bit (12)
34.3%	A Lot (11)
28.1%	An Average Amount (9)
0.0%	A Little (0)
0.0%	Nothing (0)

2. How often does your business work with Wilbert?



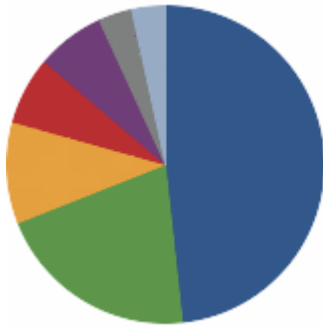
53.3%	A few times a year (16)
23.3%	Weekly (7)
10.0%	Never (3)
6.6%	Monthly (2)
3.3%	Daily (1)
3.3%	Not Applicable (1)
0.0%	Unknown (0)

3. Are you familiar with Wilberts burial vault personalization and customization options?



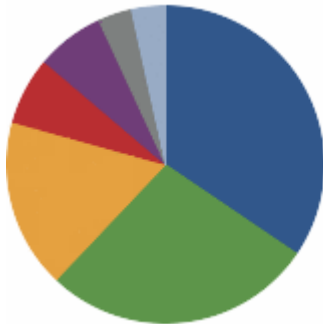
72.4% [Yes \(21\)](#)
 24.1% [No \(7\)](#)
 3.4% [Not Applicable \(1\)](#)

4. How many outer burial containers does your organization purchase per year?



48.2% [50 to 100 \(14\)](#)
 20.6% [25 to 50 \(6\)](#)
 10.3% [Less than 25 \(3\)](#)
 6.8% [More than 250 \(2\)](#)
 6.8% [100 to 250 \(2\)](#)
 3.4% [Unknown \(1\)](#)
 3.4% [Not Applicable \(1\)](#)

5. Over the past 12 months, what company has been your primary burial vault manufacturer?



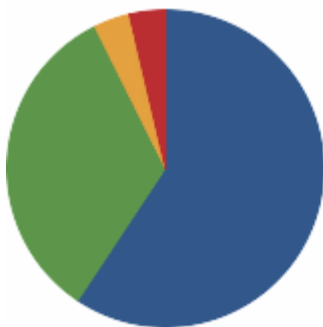
34.4% [Wilbert \(10\)](#)
 27.5% [Doric \(8\)](#)
 17.2% [Trigard \(5\)](#)
 6.8% [Eagle \(2\)](#)
 6.8% [Other \(2\)](#)
 3.4% [Clark \(1\)](#)
 3.4% [Unknown \(1\)](#)
 0.0% [Vantage \(0\)](#)
 0.0% [None \(0\)](#)
 0.0% [Econolite \(0\)](#)
 0.0% [Cemetery Manufactured Vaults \(0\)](#)

What is the main reason you work with other burial vault vendors?

You may browse comments online or download the CSV.

[View Comments](#)

6. I am _____ with my current burial vault provider.



59.2% [Satisfied \(16\)](#)
 33.3% [Completely Satisfied \(9\)](#)
 3.7% [Unsatisfied \(1\)](#)
 3.7% [Somewhat Satisfied \(1\)](#)
 0.0% [Looking for a Change \(0\)](#)

7. How would you rate the following?

Extremely

Extremely

Not

	Satisfied	Satisfied	Neutral	Unsatisfied	Unsatisfied	Unknown	Applicable
Quality of Wilbert Burial Vaults	44.4 %	44.4 %	11.1 %	0.0 %	0.0 %	0.0 %	0.0 %
Variety of Wilbert Burial Vaults	48.1 %	44.4 %	7.4 %	0.0 %	0.0 %	0.0 %	0.0 %
Price Points of Wilbert Burial Vaults	22.2 %	33.3 %	29.6 %	3.7 %	3.7 %	7.4 %	0.0 %
Personalization of Wilbert Burial Vaults	37.0 %	29.6 %	18.5 %	0.0 %	0.0 %	14.8 %	0.0 %
Wilbert Cremation Urns	26.9 %	19.2 %	19.2 %	3.8 %	3.8 %	19.2 %	7.6 %
Wilbert Service (set-up, delivery, etc)	29.6 %	48.1 %	14.8 %	3.7 %	3.7 %	0.0 %	0.0 %

8. What do you like most about the Wilbert product line?

You may browse freeform responses online or download the CSV.

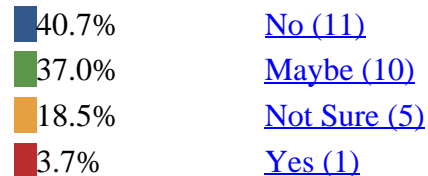
[View Answers](#)

9. What could Wilbert do to improve and earn more of your business?

You may browse freeform responses online or download the CSV.

[View Answers](#)

10. Do you think the families you serve would have interest in a green/environmentally-friendly burial vault?

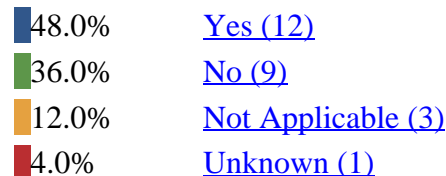


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Provide additional comments below:

11. Do you have everything you need to market Wilbert products and services (brochures, marketing materials, showroom supplies, etc.)?



12. Do you have any additional suggestions, comments, or feedback for us?

You may browse freeform responses online or download the CSV.

[View Answers](#)

