



U.S. Department  
of Veterans Affairs

Paperwork Reduction Act Statement: VA is requesting this information for the respondent to provide feedback on VA's service delivery, customer satisfaction or concerns. Title 38, United States Code grants authority for VA to request this information. It is estimated that it will take an average of 1.5 minutes to complete the survey. VA cannot conduct or sponsor a collection of information unless a valid OMB control number is displayed. Completion of this survey is voluntary and you are not obligated to respond. Valid OMB control numbers can be located at [www.reginfo.gov/public/do/PRAMain](http://www.reginfo.gov/public/do/PRAMain).

## VA/Atlas VEO HCD | VA Brand Quantitative Survey Questions

January 22, 2021

### Considerations

- Questions should generate quantitative answers
- Questions should be answerable by any Participant:
  - o Active Military Members
  - o Veterans-transitioning
  - o Veterans- transitioned
  - o Non-VA Veterans
  - o Caregivers/Advocates
  - o VSOs
- Questions should use terminology that participants can understand
- Questions should contribute to forming a brand strategy

**Questions 1-4 should be a grouping of questions categorized as informational questions.**  
**Questions 5-7 should be a grouping of questions categorized as identity questions.**  
**Questions 8-18 should be a grouping of questions categorized as online experience questions.**

#	Section	Survey Question	Response Options	Why we're asking
1	Segment	What is your current status/role within the military community?	<ul style="list-style-type: none"> <li>• Active Duty</li> <li>• Reserve/Guard</li> <li>• Veteran</li> <li>• Caregiver/ Advocate</li> <li>• VSO</li> </ul>	To be able to segment responses by type
2		What is your age?	<ul style="list-style-type: none"> <li>• &lt;24</li> <li>• 25-34</li> <li>• 35-49</li> <li>• 50-64</li> <li>• 65-79</li> <li>• 80+</li> </ul>	To be able to segment responses by type

3		How would you describe your comfort level with using the internet?	<ul style="list-style-type: none"> <li>• Low - Minimal to no internet use</li> <li>• Medium - I do some things on the internet like emailing and surfing the web</li> <li>• High - I do a lot on the internet that includes paying bills and purchasing or registering for things</li> </ul>	To be able to segment responses by type
4		When was your last interaction with VA?	<ul style="list-style-type: none"> <li>• Less than a month ago</li> <li>• Between a month and a year ago</li> <li>• Between a year and two years ago</li> <li>• More than two years ago</li> <li>• I have never interacted with VA.</li> </ul>	
5	How do current and former military identify themselves?	I identify strongly with the branch of the military in which I serve/served.	<ul style="list-style-type: none"> <li>• Agree</li> <li>• Neither agree nor disagree</li> <li>• Disagree</li> <li>• I have never been in the military.</li> </ul>	Guide how marketing could consider branches rather than military as a whole.
6		How do you feel about the term "Veteran"?	<ul style="list-style-type: none"> <li>• Positively</li> <li>• Negatively</li> <li>• Indifferent</li> </ul>	Clarity around terminology
7		Do you identify as a Veteran?	<ul style="list-style-type: none"> <li>• I am a former service member and identify as a Veteran.</li> <li>• I am a former service member and do <i>not</i> identify as a Veteran.</li> <li>• I am a current service member and expect to identify as a Veteran.</li> <li>• I am a current service member and do <i>not</i> expect to identify as a Veteran.</li> <li>• I have never been in the military.</li> </ul>	

8		Which of the following do you consider a military service benefit? (select one)	<ul style="list-style-type: none"> <li>• Home loan</li> <li>• Educational Support</li> <li>• Financial support</li> <li>• Life Insurance</li> <li>• All of the above</li> <li>• None of the above</li> <li>• I don't know</li> </ul>	Clarity around terminology
9	How do they become aware, locate, & understand the digital services?	For accessing information and/or military service benefits are you aware of any of the following sites? (select that apply)	<ul style="list-style-type: none"> <li>• Va.gov</li> <li>• Vets.gov</li> <li>• MyHealtheVet</li> <li>• ExploreVA</li> <li>• VA Mobile apps</li> <li>• eBenefits</li> <li>• NRD (National Resource Directory)</li> <li>• Defense.gov</li> <li>• milConnect</li> <li>• TriCare</li> <li>• None of the above</li> </ul>	
10		Which of these websites have you used?	<ul style="list-style-type: none"> <li>• Va.gov</li> <li>• Vets.gov</li> <li>• MyHealtheVet</li> <li>• ExploreVA</li> <li>• VA Mobile apps</li> <li>• eBenefits</li> <li>• NRD (National Resource Directory)</li> <li>• Defense.gov</li> <li>• milConnect</li> <li>• TriCare</li> <li>• None of the above</li> <li>• Other [+open text box]</li> </ul>	
11		Of the websites you've used, please rate your experience with them: - (Populate matrix with selected sites in the y axis and radio dots across the x axis for each one)	<ul style="list-style-type: none"> <li>• Very negative</li> <li>• Somewhat negative</li> <li>• Neutral</li> <li>• Somewhat positive</li> <li>• Very postiiive</li> </ul>	
12		Indicate the degree to which you agree with this statement: "I am able to easily find information	<ul style="list-style-type: none"> <li>• Agree</li> <li>• Neither agree nor disagree</li> <li>• Disagree</li> </ul>	

		online to accomplish what I need to do for my military service benefits.”		
13		If a current or former military member files a health claim and applies for a home loan online, they should do so:	<ul style="list-style-type: none"> <li>• On 1 website</li> <li>• On 2 websites, one for health care and one for home loans</li> <li>• On 2 websites, one for current members and one for former members</li> <li>• It doesn't matter</li> </ul>	
14		If all benefits for current and former military members are accessed on one website, does it matter to you what it is called?	<ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> <li>• I'm in different</li> </ul>	
15		If all benefits for current and former military members were accessible on one website, which of these would you prefer that it be?	<ul style="list-style-type: none"> <li>• Va.gov</li> <li>• Vets.gov</li> <li>• MyHealtheVet</li> <li>• ExploreVA</li> <li>• VA Mobile apps</li> <li>• eBenefits</li> <li>• NRD (National Resource Directory)</li> <li>• Defense.gov</li> <li>• milConnect</li> <li>• TriCare</li> <li>• It doesn't matter</li> <li>• None of these options</li> </ul>	
16		Would you want to access all your military benefits through va.gov?	<ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> <li>• I'm in different</li> </ul>	
17		Benefits earned through military service have made a large difference in my life (or the lives of those I serve).	<ul style="list-style-type: none"> <li>• Agree</li> <li>• Neither agree nor disagree</li> <li>• Disagree</li> </ul>	Could brand strategy lean into this?
18		Military benefits websites are just a means to access services or payments.	<ul style="list-style-type: none"> <li>• Agree</li> <li>• Neither agree nor disagree</li> <li>• Disagree</li> </ul>	Expectations around benefits websites
19l	•	A former military member should receive help for healthcare from the same organization as a current military member.	<ul style="list-style-type: none"> <li>• Agree</li> <li>• Neither agree nor disagree</li> <li>• Disagree</li> </ul>	Do people see meaning/value in separating interactions with member types?

20	Wrap-up	VA represents me and my values.	<ul style="list-style-type: none"><li>• Agree</li><li>• Neither agree nor disagree</li><li>• Disagree</li></ul>	Informs type of branding approach
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