

Benefits.gov Program  
Customer Satisfaction Survey powered by iPerceptions

Benefits.gov Survey:

1. Device (invisible to respondents; automatically answered)
  - a. Desktop
  - b. Mobile
  - c. Tablet
2. Source (invisible to respondents; automatically answered)
  - a. Website      b. Receipt      c. CMS/CRM      d. Mobile Website      e. QR Code
  - f. SMS      g. Social Media      h. Email campaign      i. Video game      j. Offline
  - k. Link      l. Navigation System      m. Embedded      n. API
3. How would you rate your overall experience on the website today?
  - a. Choice between 0 and 10 (0 being very bad, 10 being outstanding)
4. Which of the following describes the primary purpose of your visit?
  - a. To find more information about a specific program
  - b. I need help, but do not know what is available
  - c. I want to find out how to apply for a specific benefit
  - d. I am curious about what programs are available
  - e. Other, please specify
5. Where you able to complete the purpose of your visit today?
  - a. Yes
  - b. No
6. What do you value most about the Benefits.gov website?
  - a. Open-ended response
7. Please tell us why you were not able to complete the purpose of your visit today.
  - a. Open-ended response based on answer to Q5
8. Based on your experience today, how likely are you to recommend Benefits.gov to friends and relatives?
  - a. Choice between 0 and 10 (0 being very bad, 10 being outstanding)
9. Which of the following describes how often you visit this website?
  - a. This is my first visit ever
  - b. First visit in the last 3 months
  - c. 2 - 5 visits in the last 3 months
  - d. 6+ visits in the last 3 months
10. How did you arrive at the website today?
  - a. Clicked on a link on a search engine (e.g. Google, Yahoo!, etc)
  - b. Clicked on a link with an email
  - c. Bookmark / favorites
  - d. Typed the URL into a browser
  - e. Clicked on an advertisement
  - f. From a link on a blog, forum, or social network
  - g. Clicked on a link on another site
  - h. From a link sent to me by a friend
  - i. Other

11. Which of the following best describes your role in visiting today?
  - a. Agency Representative, Benefit Advocate/Caseworker
  - b. Disabled
  - c. Injured/Sick
  - d. Low Income
  - e. Military (Active or Retired) or military dependent
  - f. Parent/Caregiver
  - g. Student
  - h. Senior/Retiree
  - i. Unemployed
  - j. Native American/Alaska Native/American Indian
  - k. Other, please specify:
12. What is your gender?
  - a. Female
  - b. Male
  - c. I prefer not to answer this question
13. What is your age group?
  - a. Under 18
  - b. 18-24
  - c. 25-34
  - d. 35-44
  - e. 45-54
  - f. 55-64
  - g. 65+
  - h. I prefer not to answer this question
14. What could we add to this website to make it better?
  - a. Open-ended response
15. Would you like to have the option to apply for benefits online through Benefits.gov?
  - a. Yes
  - b. No