

Department of Social Protection

Digital Services Summary Report September 2023

J.234631

B&A

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Research Background & Objectives

- This report presents the findings of a survey conducted by Behaviour & Attitudes on behalf of the Department of Social Protection in relation to Digital Services, specifically mywelfare.ie
- The research was conducted by way of telephone interviewing with a total sample of 3011 respondents.
 - ❖ 1,000 interviews took place with those availing of the UA (Unemployment Assistance) scheme
 - ❖ 1011 interviews with UB (Unemployment Benefit) scheme participants and
 - ❖ 1000 captured with those availing of the Working Family Payment (WFP) Scheme
- The Department of Social Protection had a requirement to establish:
 - ❖ How respondents first heard of service/Prior knowledge of the service
 - ❖ Their reasons for applying online
 - ❖ Ability to complete application (was assistance required)
 - ❖ Incidence of previous application (comparison with online vs paper application)
 - ❖ Usage of mywelfare site and overall satisfaction with services
 - ❖ Overview of performance and average time taken to complete application
 - ❖ Satisfaction, likelihood to recommend and suggestions for improvements (if any).
- This report contains the combined results from the Digital survey of 3,011 participants. Please note that the figures in the report are based on rounded percentages, rather than to multiple decimal places, for ease of review. This is a standard occurrence in market research statistics and does not negate the accuracy of findings



Executive Summary





Digital Services Executive Summary

Overall Satisfaction with accessing Services

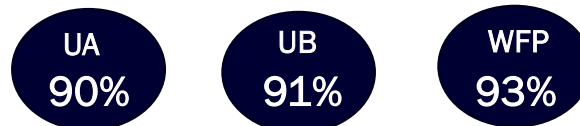
93%

A remarkably high satisfaction rating was achieved for those reporting they are very or fairly satisfied with the service received. Highest satisfaction with WFP applicants.



Overall satisfaction with applying for benefits

The same pattern emerges for applying for benefits or allowance on mywelfare.ie with **91%** overall satisfaction registered. Highest satisfaction with WFP applicants .



Likely to Recommend

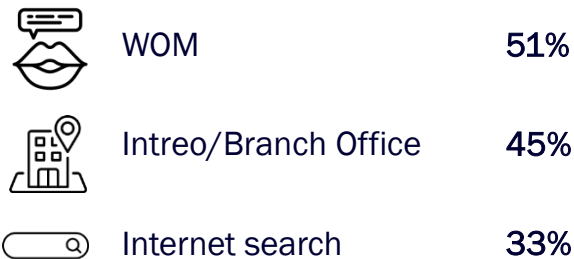
Net Likely – All Participants



Highest satisfaction with WFP applicants .



Top 3 sources of awareness



Reasons for applying online



73% applied online as more convenient and just 8% individuals needed assistance

MyWelfare compared to previous PAPER application



87%

of those with previous experience of paper agreed that Mywelfare is better overall than paper.



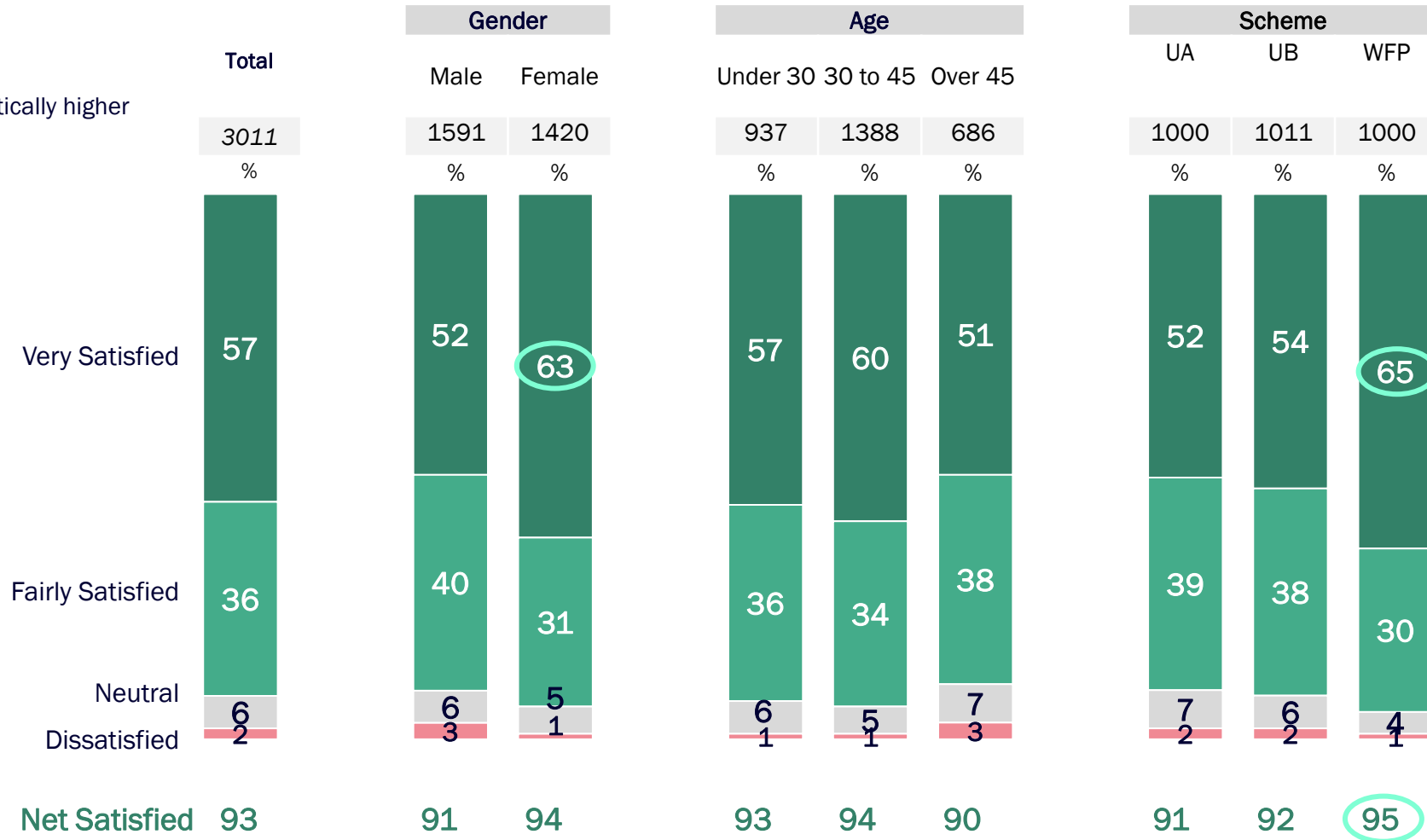
Overall Satisfaction



Overall Satisfaction with accessing services on Mywelfare.ie

Base: All Respondents N – 3,011

○ Statistically higher

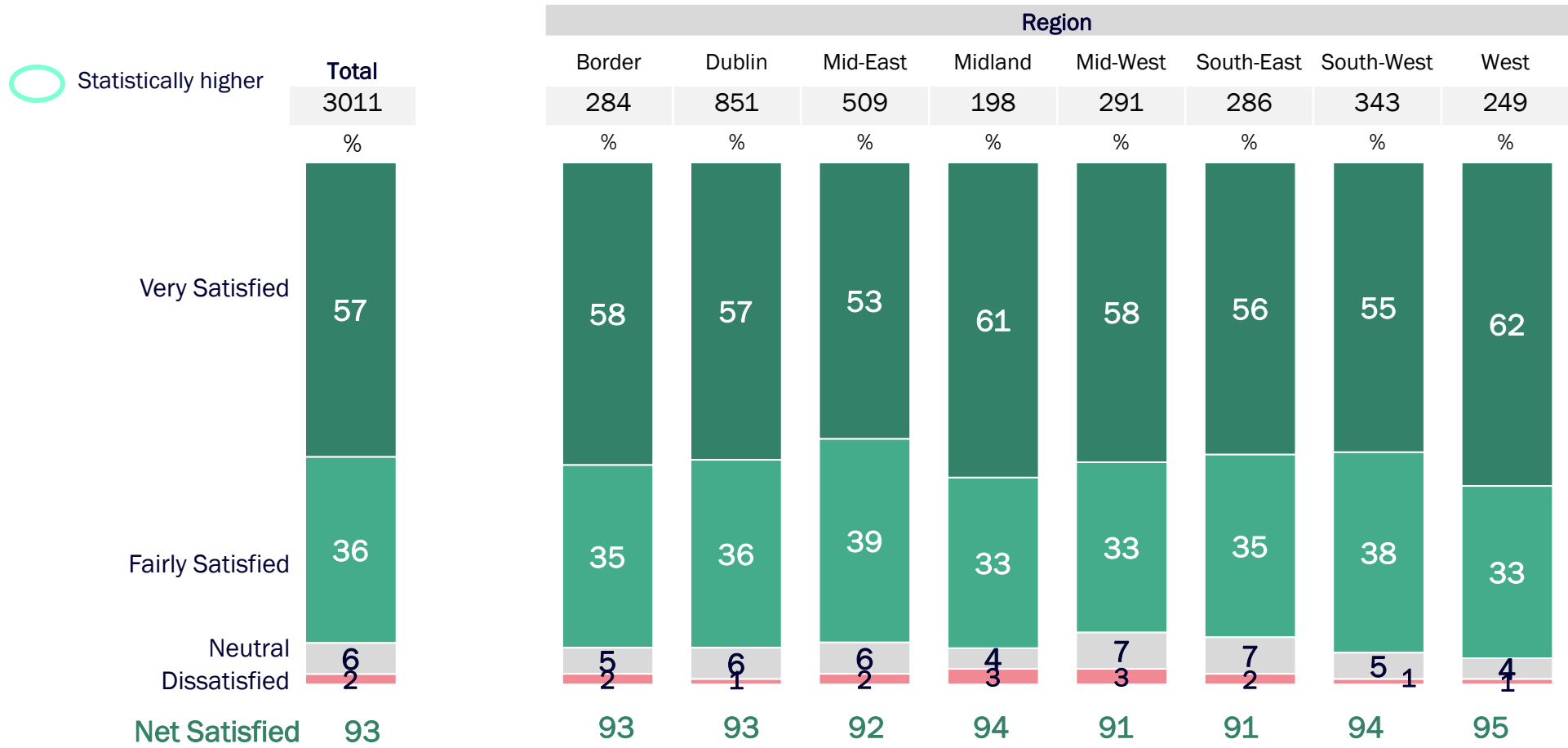


A remarkably high overall satisfaction rating of **93%** was registered for accessing services on my welfare.ie.

This was highest for females with 63% who completely agreed (94% any agree) and those participating in the WFP scheme with 65% completely agreeing (95% any agree).

Overall Satisfaction with accessing services on Mywelfare.ie

Base: All Respondents N - 3011



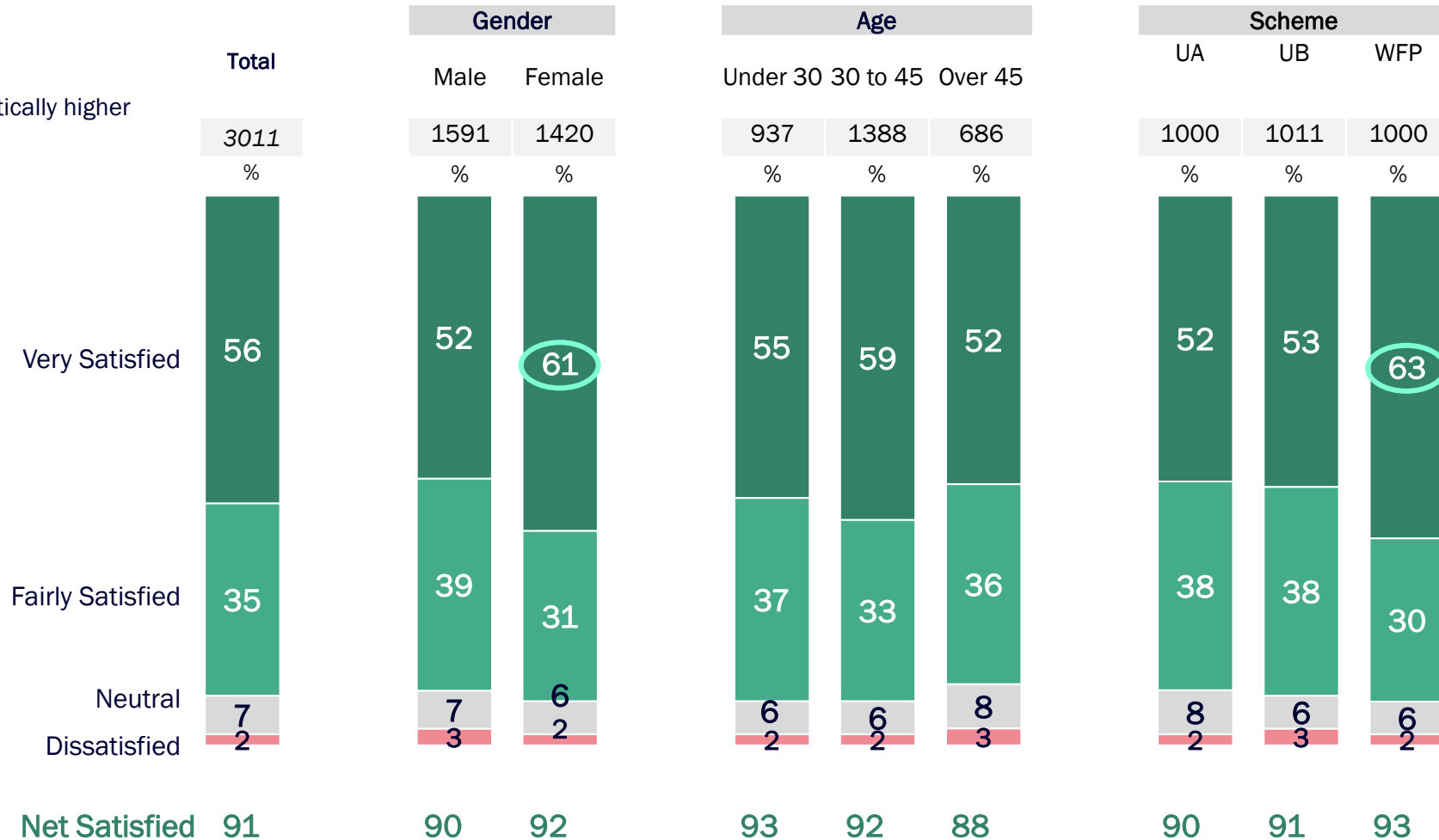
High satisfaction levels prevail across all regions with no statistically significant differences appearing.

Those in the West however attributed the highest top two box score at 95% on an overall basis (with 62% completely agreeing).

Overall Satisfaction with applying for benefits/allowance on Mywelfare.ie

Base: All Respondents N – 3,011

Statistically higher



The same pattern emerges for applying for benefits or allowance on mywelfare.ie with **91%** satisfaction attributed at an overall level.

This was highest for females with 61% who completely agreed (92% any agree) with 63% of those participating in the WFP scheme completely agreeing (93% any agree). Slightly lower satisfaction level for those aged over 45 years at 88%.



Overall Satisfaction with applying for benefits/allowance on Mywelfare.ie

Base: All Respondents N – 3,011



Those in the South-West and West display the highest levels of satisfaction in applying for benefits or allowances on mywelfare.ie at **94%**

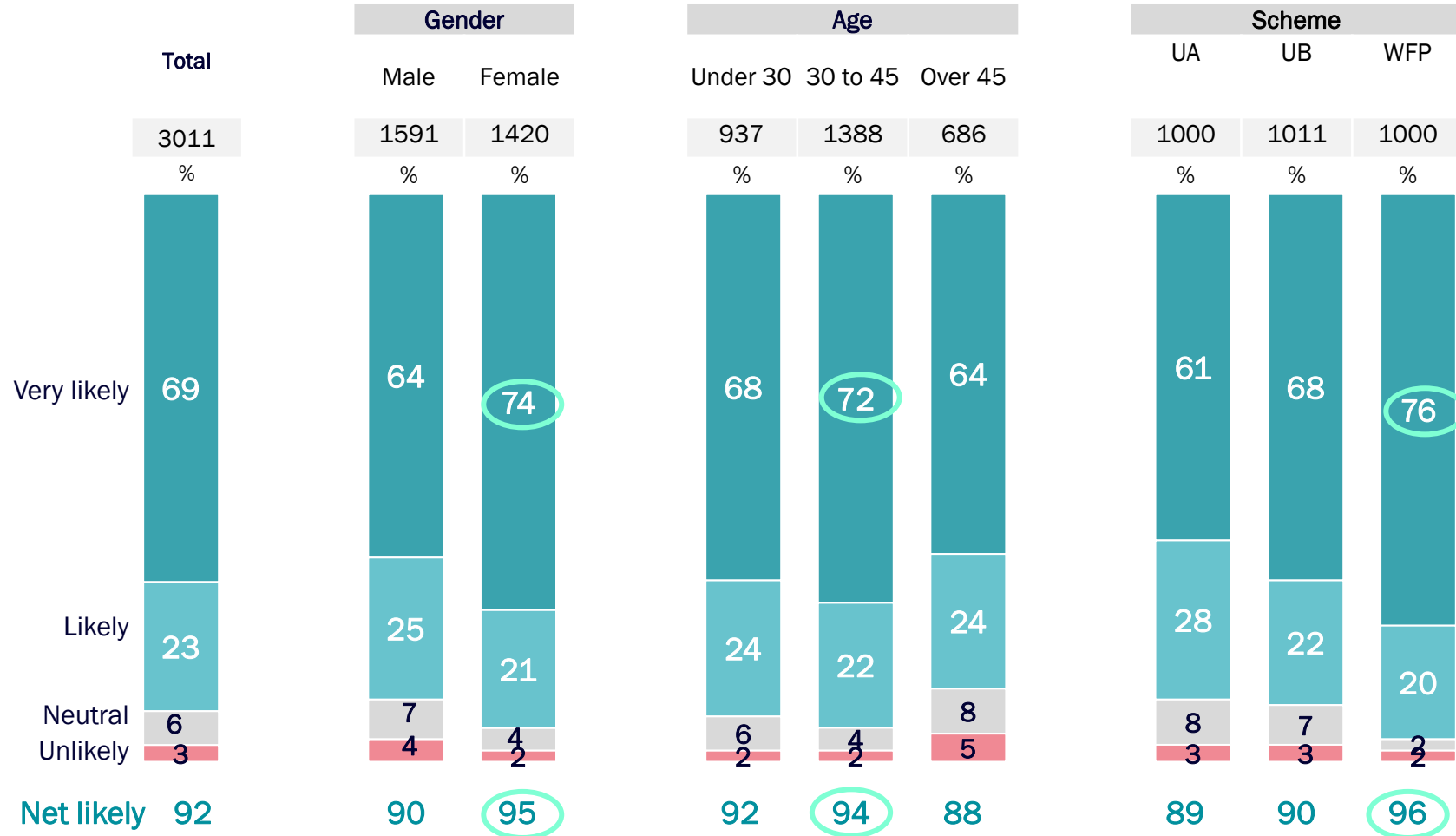


Q.8 Customer Satisfaction 1 (CSAT1): how would you rate your satisfaction with applying for Working Family Payment/ Jobseeker's Benefit/ Jobseeker's Allowance on MyWelfare?

Net Promoter Score: Likely to Recommend Mywelfare.ie

Base: All Respondents N - 3011

Statistically higher



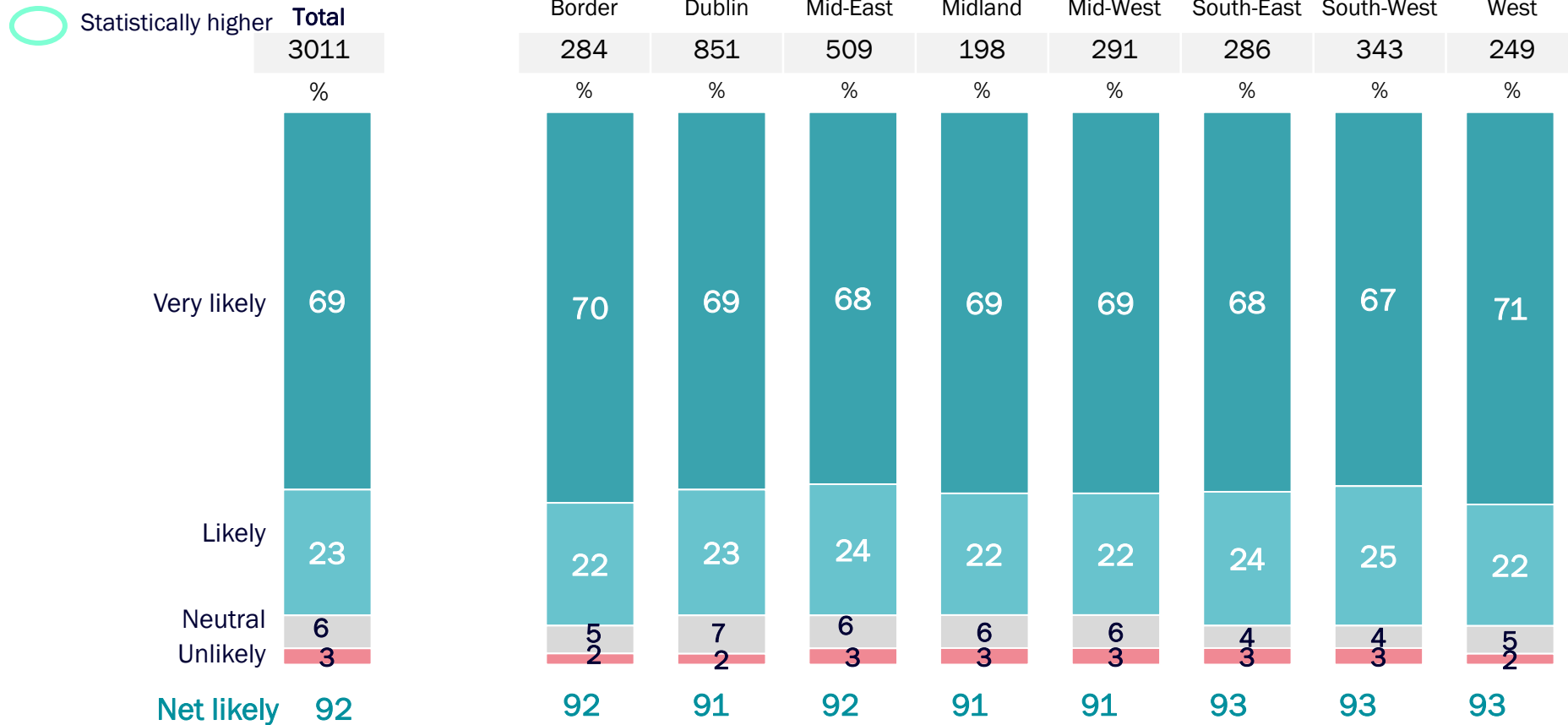
Respondent ratings for likelihood to recommend mywelfare.ie is also extremely high with **92%** at an overall level.

Those on the WFP scheme showed the highest top two scores of 96%, followed by females 95% and those in the mid-age range of 30 to 45 years 94%.



Net Promoter Score: Likely to Recommend Mywelfare.ie

Base: All Respondents N - 3011



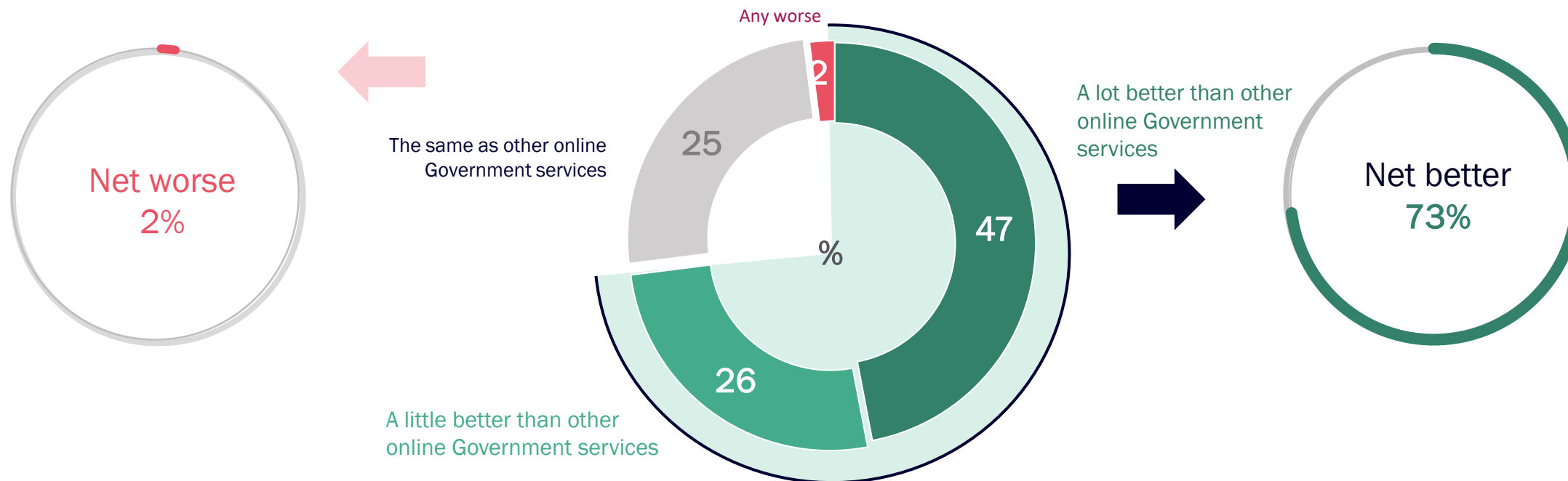
Universally high scores were registered across the different regions with no statistical differences emerging.



Rating of MyWelfare.ie compared to online services offered by other Government agencies

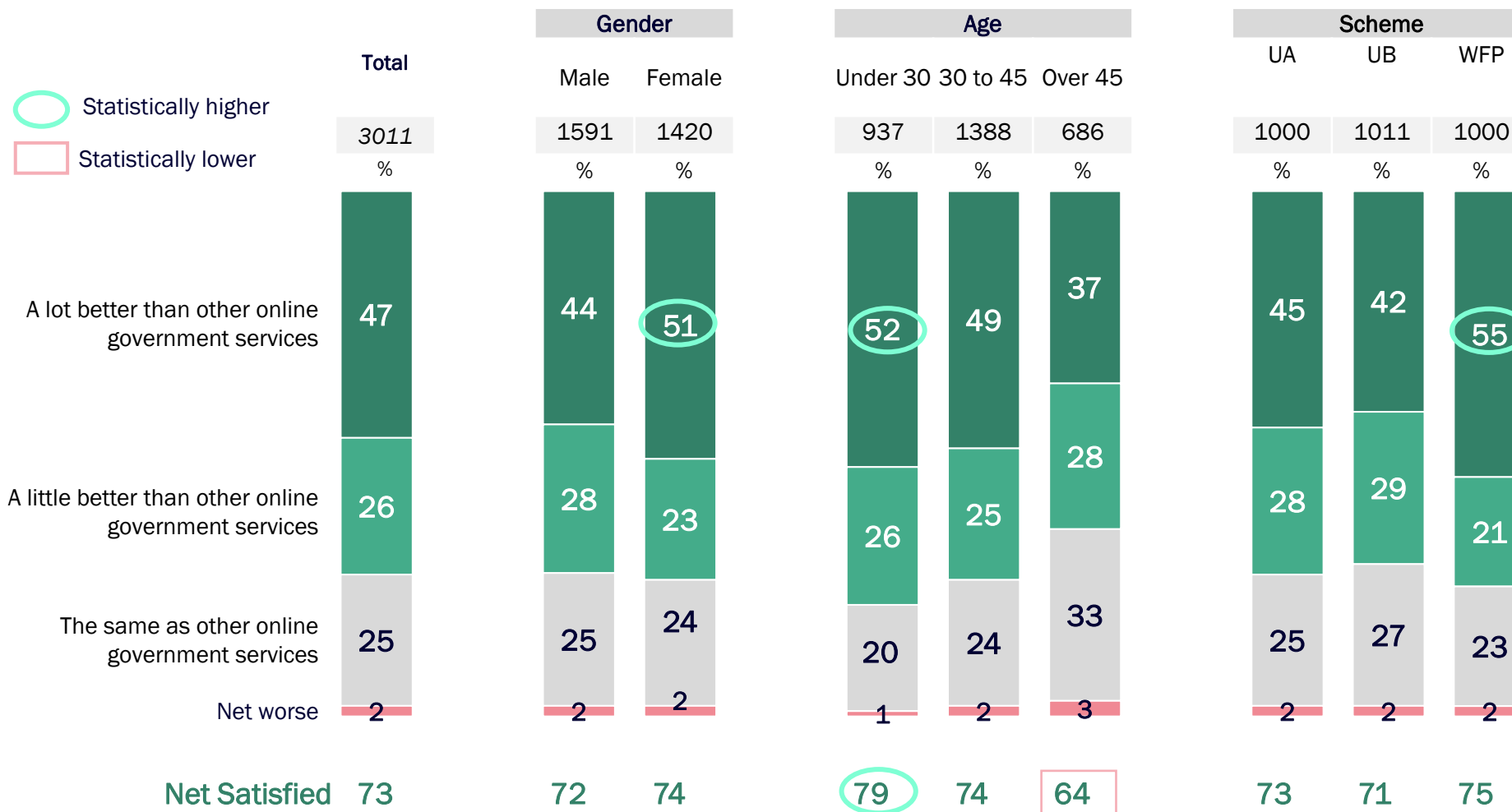
Base: All respondents who have used other Government online services N – 2520

73% of respondents report that the services offered by mywelfare.ie are better than other online Government services. A quarter 25% reported that they are the same with just 2% stating they were worse (a difference of +71% for those agreeing they are better).



Rating of MyWelfare.ie compared to online services offered by other Government agencies

Base: All respondents who have used other Government online services N – 2520



Women, under 30's and those on the WFP scheme rated the service offered by mywelfare.ie particularly highly.



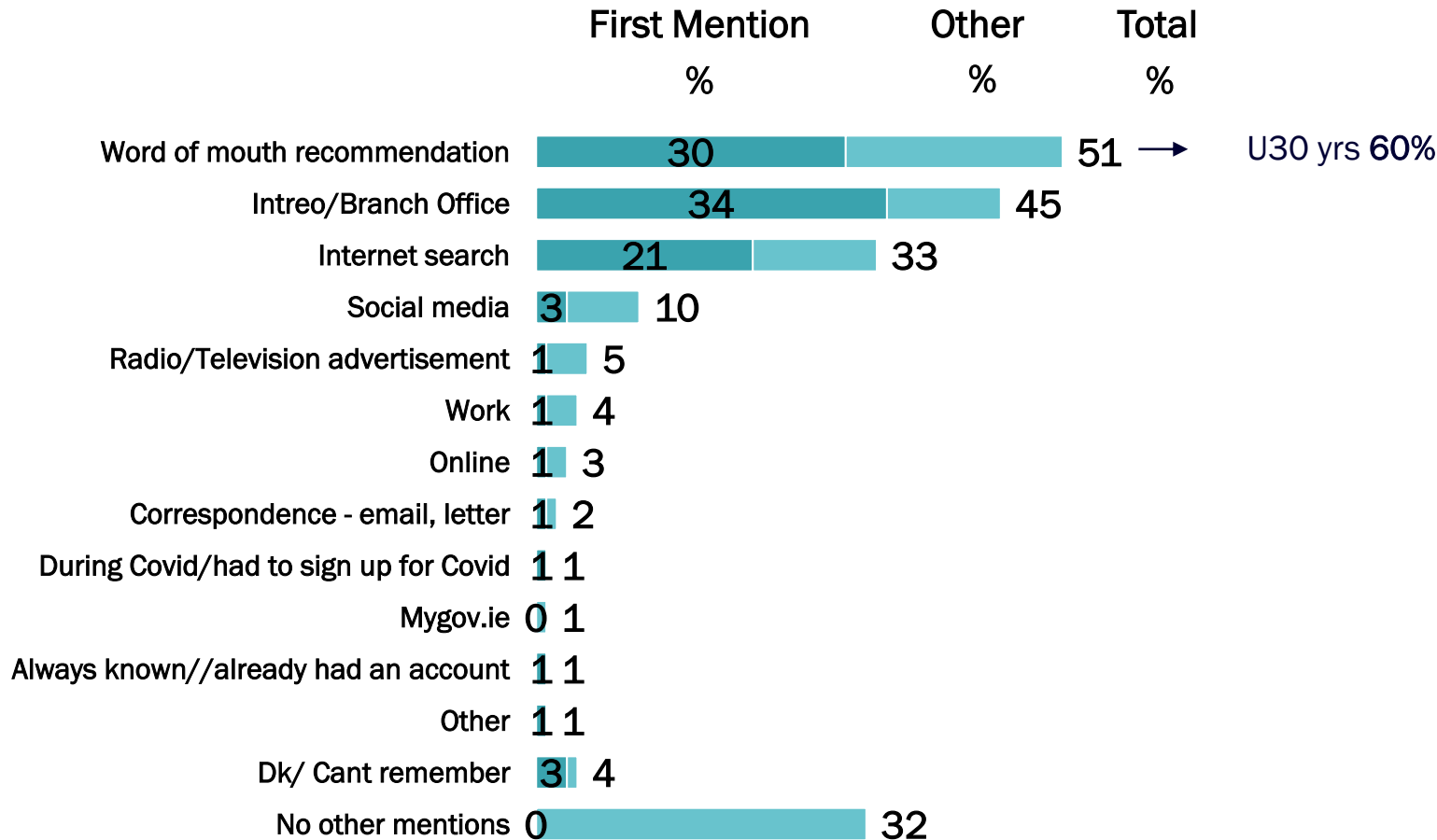


Awareness of mywelfare.ie



Source of awareness of mywelfare.ie services

Base: All Respondents N - 3011



Over half of all participants (51%) report hearing about mywelfare.ie through word of mouth. Next most likely source was Intreo/Branch Office at 45%. Internet search was put forward by a third of all respondents (33%) followed by social media at 10% .

Source of awareness of mywelfare.ie services – Total Mentions

Base: All Respondents N - 3011

■ Statistically higher
■ Statistically lower

	Total	Gender		Age			Region								Scheme		
		Male	Female	Under 30	30 to 45	Over 45	Border	Dublin	Mid-East	Midlands	Mid-West	South-East	South-West	West	UA	UB	WFP
Base:	3011	1591	1420	937	1388	686	284	851	509	198	291	286	343	249	1000	1011	1000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Word of mouth recommendation	51	49	52	60	46	47	49	53	54	49	48	48	50	44	55	51	46
Intreo/Branch Office	45	46	44	40	46	48	46	42	47	45	46	46	42	47	48	46	39
Internet search	33	32	35	26	37	35	27	38	30	30	35	27	37	33	28	36	36
Social media	10	9	11	10	11	8	8	8	10	15	10	13	9	11	8	10	11
Radio/Television advertisement	5	5	6	5	5	5	4	4	5	4	6	8	6	6	4	5	7
Work	4	5	4	3	5	6	4	4	4	8	4	6	4	6	4	5	4
online	3	3	3	2	4	3	3	4	2	3	3	2	2	6	2	3	4
Correspondence - email, letter	2	1	2	1	2	2	2	2	2	2	2	2	1	0	1	1	3
School/College/course	1	1	0	1	0	0	1	0	1	1	0	0	1	2	1	1	0
Citizens Information	1	1	1	1	1	0	0	1	0	-	1	-	1	1	1	0	1
During Covid/had to sign up for covid payments	1	1	1	1	1	1	2	1	1	1	1	1	1	-	0	1	2
Mygov.ie	1	1	1	1	1	1	1	1	1	1	0	1	1	2	1	1	2
Always known//already had an account	1	2	1	1	1	1	1	1	1	1	1	1	2	1	2	1	0

**Word-of-mouth recommendation is highest for under 30 year olds at 60% and UA scheme (55%).
Hearing about applying on mywelfare.ie through Intreo/Branch office is highest for those on UA scheme at 48%.**



APPLICATION FORM

1. Personal information

2. Application

3. Sign & Submit

First name Middle name Last name

Home address

City

Phone number

State ZIP code

Date of birth (DD MM YYYY)

E-mail address

Country

Gender F M

Employment status

Employed Not employed Self-employed

Are you married? Y N

Citizenship country

Additional comments

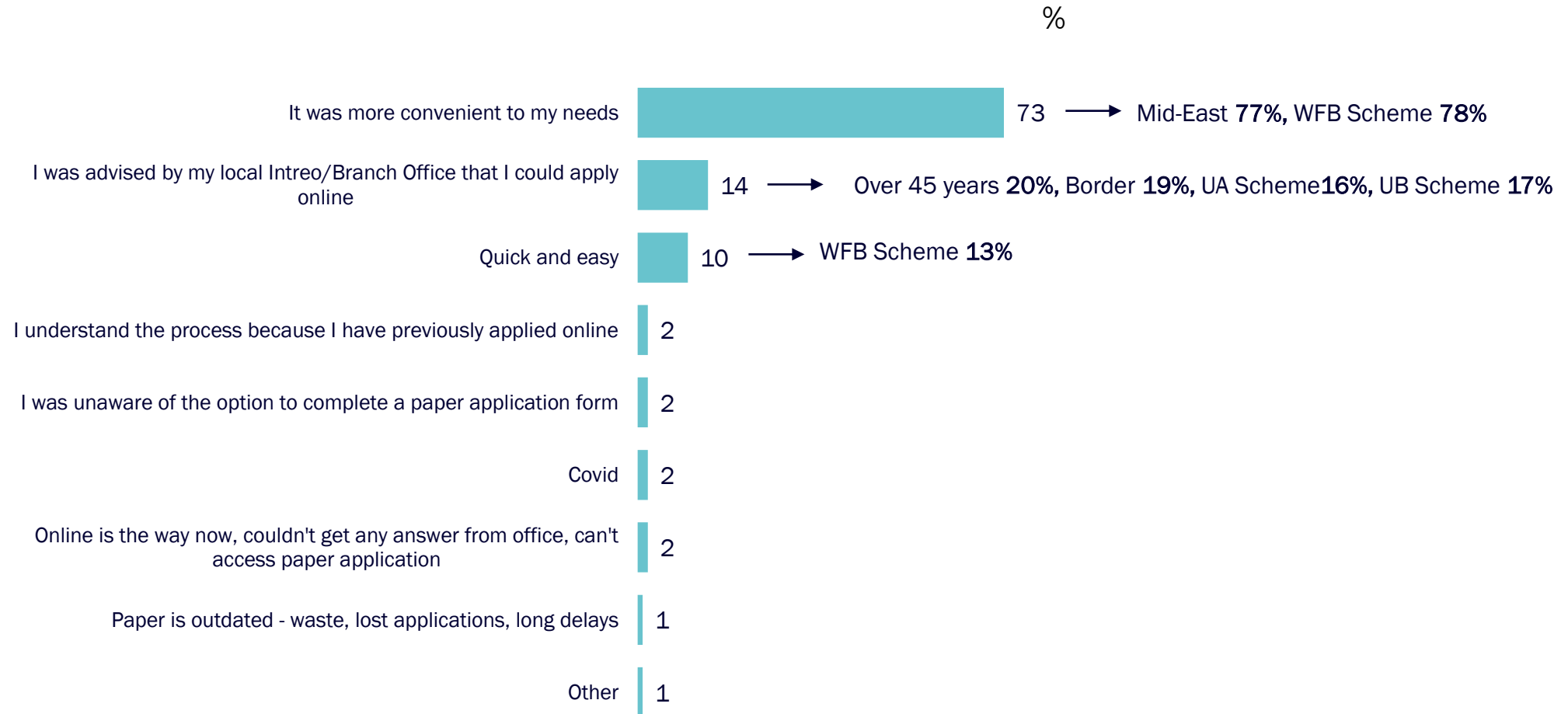
NEXT STEP >

Application and usage



Reason for applying online and not paper

Base: All Respondents N - 3011



Convenience was put forward as the main reason for applying online by over seven in ten respondents at 73%. This was higher for those on the WFB Scheme at 78%. 14% reported they had been advised by their local Intreo or branch office that they could apply online with 10% citing that it was quick and easy.

Reason for applying online and not paper

■ Statistically higher
■ Statistically lower



Base: All Respondents N - 3011

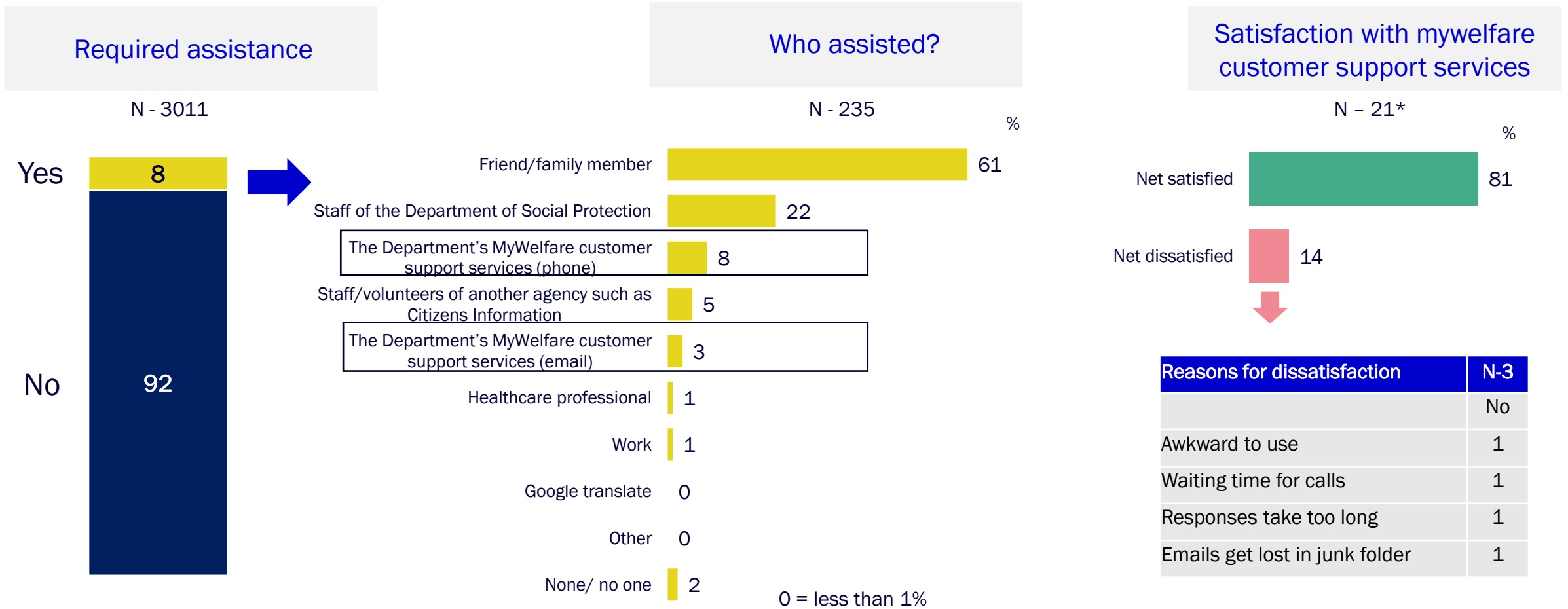
	Total	Gender		Age			Region								Scheme		
		Male	Female	Under 30	30 to 45	Over 45	Border	Dublin	Mid-East	Midlands	Mid-West	South-East	South-West	West	UA	UB	WFP
Base:	3011	1591	1420	937	1388	686	284	851	509	198	291	286	343	249	1000	1011	1000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
It was more convenient to my needs	73	71	76	76	74	67	65	73	77	68	77	77	71	71	71	71	78
I was advised by my local Intreo/Branch Office that I could apply online	14	15	11	12	11	20	19	13	11	13	13	14	13	15	16	17	7
Quick and easy	10	9	11	9	11	9	8	10	11	12	11	11	9	10	9	8	13
I understand the process because I have previously applied online	2	2	2	2	2	2	3	2	2	1	1	0	2	2	2	2	1
I was unaware of the option to complete a paper application form	2	3	2	2	3	2	3	2	2	3	2	3	1	2	3	2	2
Covid	2	1	2	1	2	2	2	2	1	2	2	1	1	2	1	2	2
Online is the way now, couldn't get any answer from office, can't access paper application	2	2	2	2	2	3	3	2	3	2	2	1	2	2	2	2	2
Paper is outdated - waste, lost applications, long delays	1	1	1	0	1	1	1	1	1	2	1	1	1	1	1	1	1
Other	1	1	1	1	1	1	0	1	0	1	1	0	1	2	1	1	1

One in five (20%) of those in the over 45 age category reported that they had been advised by their Intreo/Branch office that they could apply online.



Assistance requirements

Base: All Respondents N - 3011

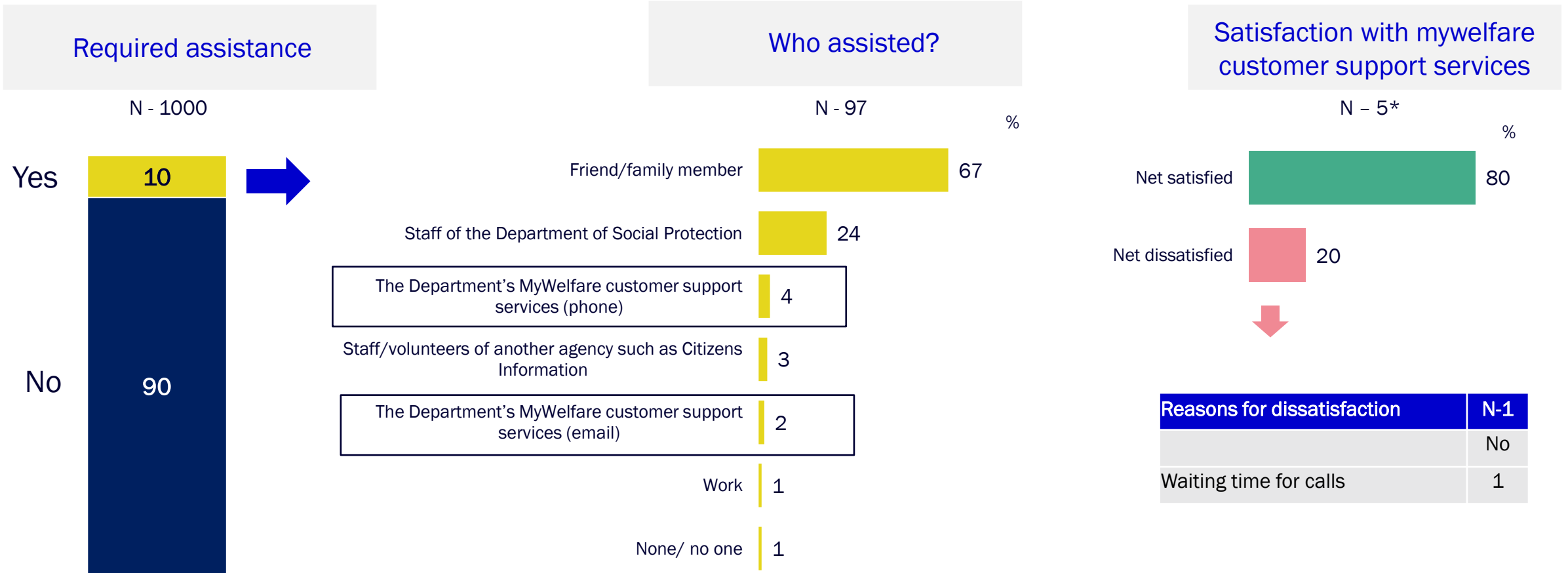


8% of the total sample reported requiring assistance. The great majority of those who needed assistance were helped by friend or family member at 61%, followed by staff of the Department of Social Protection 22%. Mywelfare customer support services was used by 11% and most were satisfied

Q.3a Were you able to complete the online application without assistance?
 If Required: Q.3b Who assisted you?
 Q.3c Ease of use (any assisted)
 Q.3d Any Dissatisfied: Please tell us why you were not satisfied with this Department's MyWelfare support services.

Assistance requirements - Unemployment Assistance (UA)

Base: All Respondents N - 1000



10% of Unemployment Assistance applicants required assistance, more than 2/3rd were helped by family member . Of the very tiny few (n=5) who were helped by MyWelfare 80% were satisfied

Q.3a Were you able to complete the online application without assistance?

If Required: Q.3b Who assisted you?

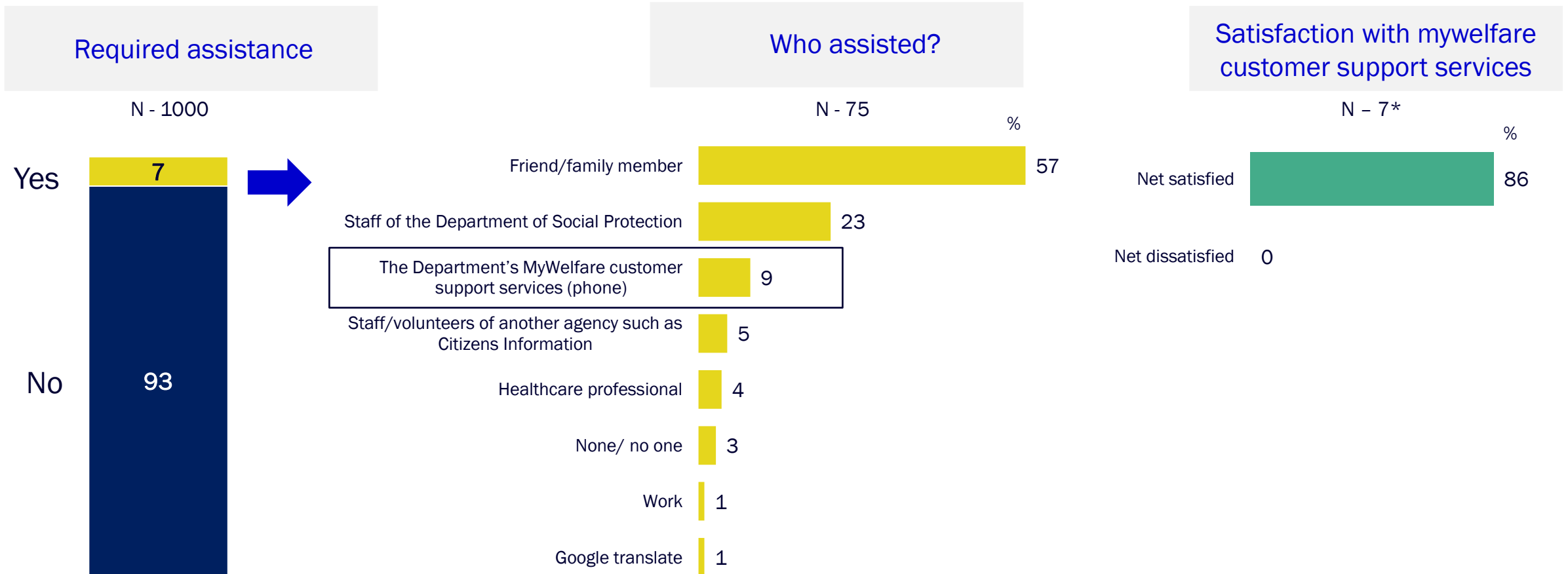
Q.3c Ease of use (any assisted)

Q.3d Any Dissatisfied: Please tell us why you were not satisfied with this Department's MyWelfare support services.



Assistance requirements - Unemployment Benefit (UB)

Base: All Respondents N - 1011



7% of Unemployment Benefit applicants required assistance. Of the very tiny few (n=7) who were helped by MyWelfare 86% were satisfied

Q.3a Were you able to complete the online application without assistance?

If Required: Q.3b Who assisted you?

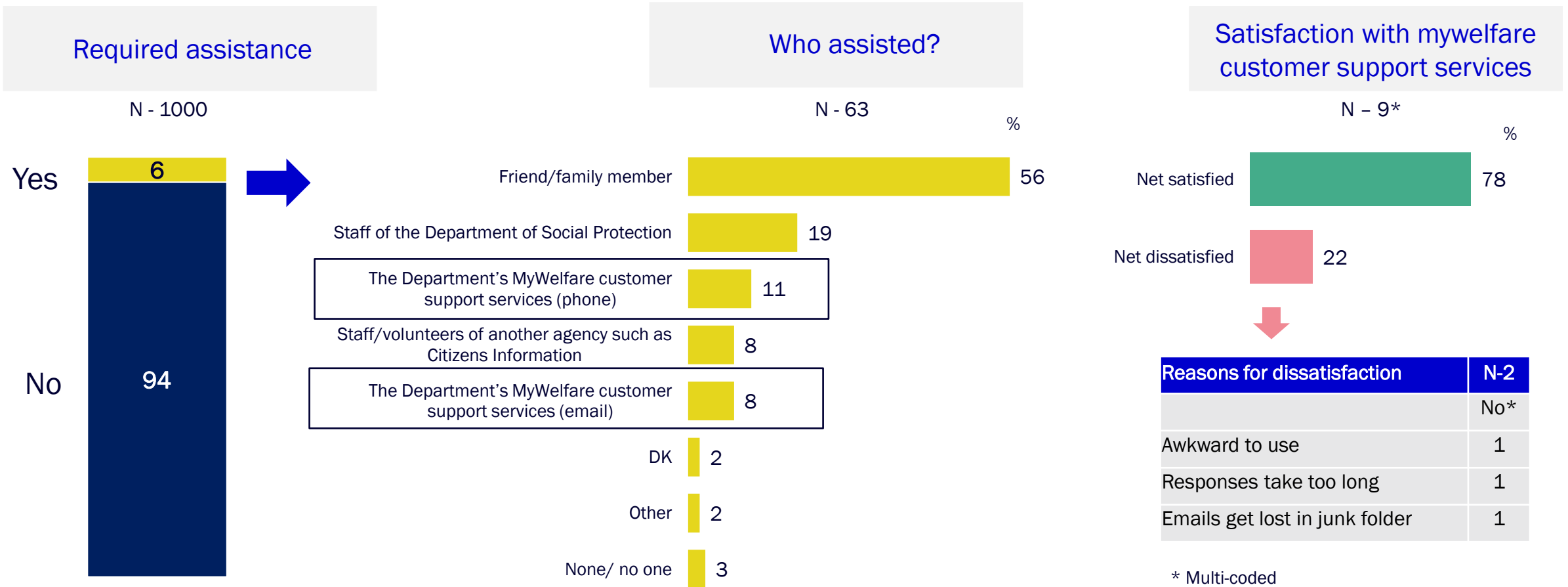
Q.3c Ease of use (any assisted)

Q.3d Any Dissatisfied: Please tell us why you were not satisfied with this Department's MyWelfare support services.



Assistance requirements - Working Family Payment (WFP)

Base: All Respondents N - 1000



6% of WFP applicants required assistance, more than half were helped by family member . Of the very tiny few (n=9) who were helped by MyWelfare 78% were satisfied

Q.3a Were you able to complete the online application without assistance?

If Required: Q.3b Who assisted you?

Q.3c Ease of use (any assisted)

Q.3d Any Dissatisfied: Please tell us why you were not satisfied with this Department's MyWelfare support services.



Incidence of previous application using paper and comparison

Base: All Respondents N - 3011

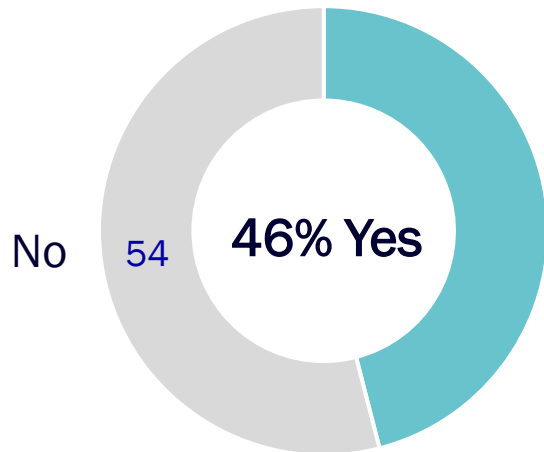
MyWelfare compared to previous PAPER application

All who applied previously
N - 1387

Previously applied WITHOUT using mywelfare (online) application process

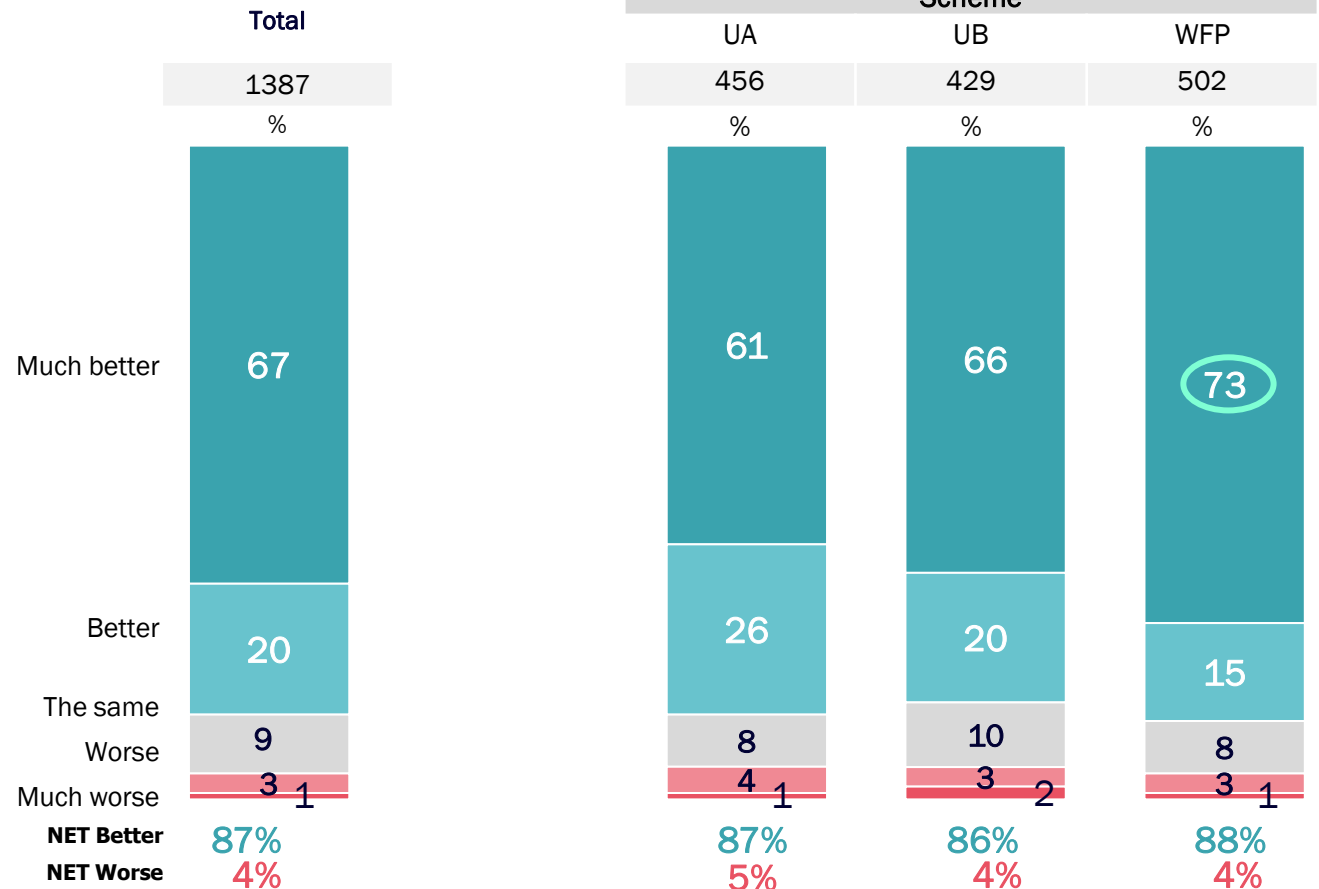
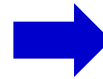
N - 3011

Higher for:



Higher 30 to 45 years 52%

UA	UB	WFP
1000	1011	1000
46%	42%	50%



Over four in ten (46%) report they had previously applied for benefit without using the mywelfare application process. When asked to compare mywelfare online application with the previous paper experience, 87% agreed it was better overall. This was especially true for those on WFP, 73% of whom agreed it was much better.

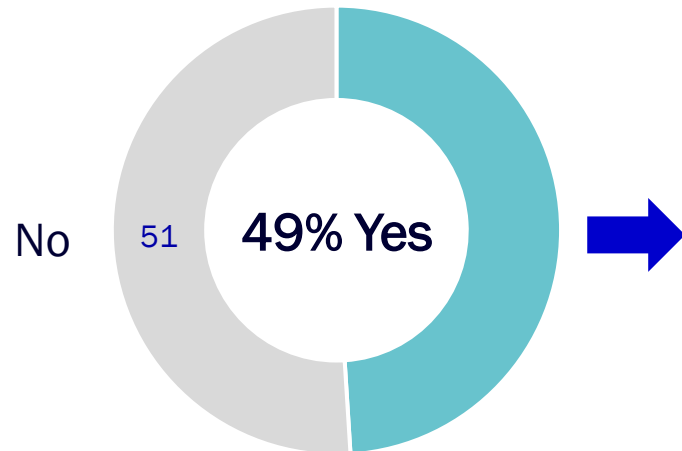
Q.4a Have you previously applied for Working Family Payment/ Jobseeker's Benefit/ Jobseeker's Allowance without using the MyWelfare application process?
Q.4b If yes, how did applying on MyWelfare compare to your previous experience of making a paper application?

Usage of mywelfare (apart from Jobseekers/WFP allowance)

Base: All Respondents N - 3011

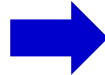
Previously used myWelfare

N - 3011



Higher for:

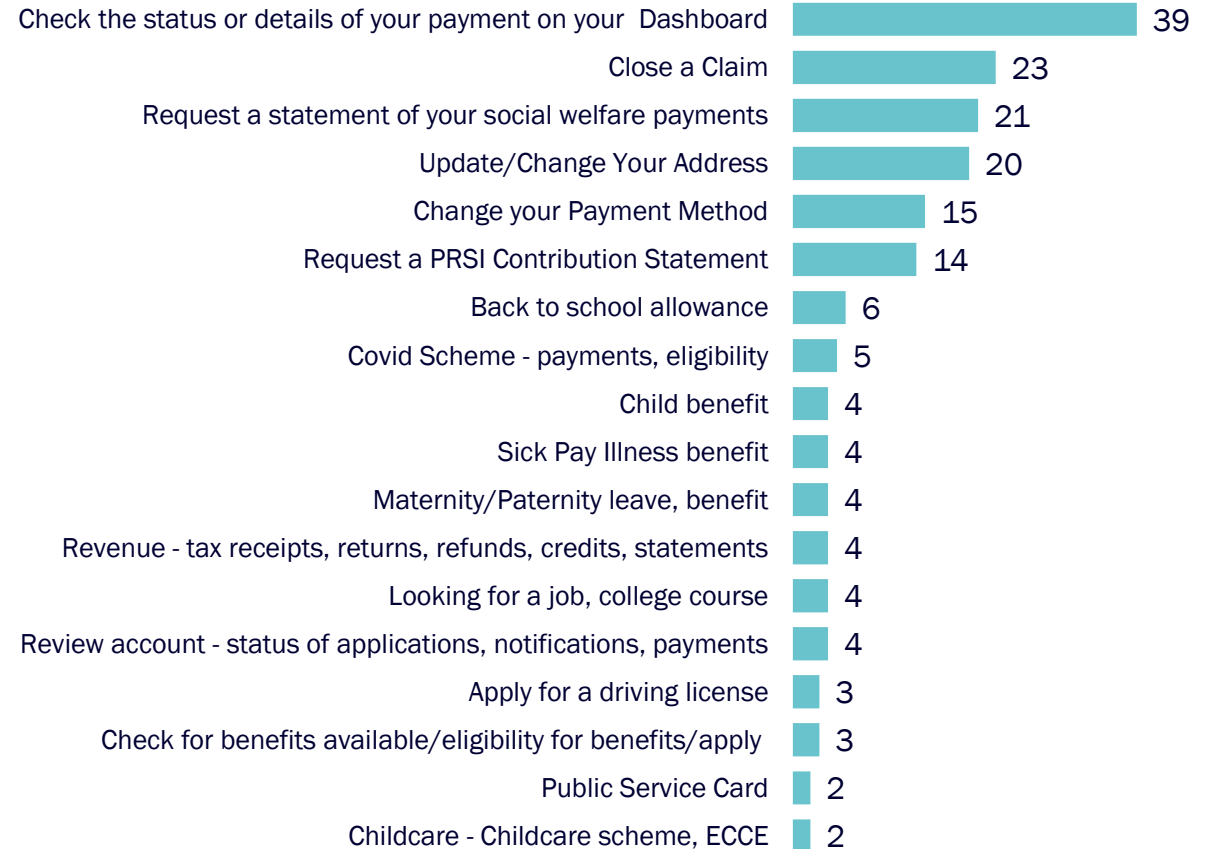
- Female **56%**
- 30-45 yrs **55%**
- WFP scheme **64%**



Purpose

All who used N - 1474

%



Half of all respondents have used mywelfare for other purposes aside from applying for Jobseekers or working family payments. There were a wide range of reasons put forward for its use, from 39% using to check on the status of a payment followed by closing a claim 23%, requesting statements 21% or updating change in address 20%, change in payment method 15% and requesting PRSI contribution 14%. A number of other reasons were put forward all at below the 10% level.



Services used

Base: All Respondents who used mywelfare for other purposes (apart from JS/WFP applications) N - 1474

■ Statistically higher
■ Statistically lower

	Total	Gender		Age			Scheme		
		Male	Female	Under 30	30 to 45	Over 45	UA	UB	WFP
	1474	682	792	413	761	300	410	425	639
	%	%	%	%	%	%	%	%	%
Check the status or details of your payment on your personalised Customer Dashboard	39	39	39	41	40	34	40	28	45
Close a Claim	23	28	18	23	23	22	23	21	23
Request a statement of your social welfare payments	21	19	23	20	21	23	19	17	25
Update/Change Your Address	20	21	19	21	21	15	19	18	23
Change your Payment Method	15	14	16	15	16	13	13	13	18
Request a PRSI Contribution Statement	14	16	13	13	14	17	12	14	16
Back to school allowance	6	5	7	2	7	9	4	4	10
Covid Scheme - payments, eligibility	5	6	4	5	5	5	3	8	5
Child benefit	4	1	6	2	6	2	1	3	6
Sick Pay Illness benefit	4	3	5	4	4	4	2	3	6
Maternity/Paternity leave, benefit	4	3	4	3	5	-	-	2	7
Revenue - tax receipts, returns, refunds, credits, statements, fines	4	5	4	6	3	6	4	6	3
Looking for a job, college course	4	5	3	3	4	5	8	4	1
Review account - status of applications, notifications, payments, add details	4	4	4	4	4	4	5	4	4
Apply for a driving license	3	5	2	4	2	4	4	4	2
Check for benefits available/eligibility for benefits/apply for a benefit	3	3	3	2	3	3	2	2	4
Public Service Card	2	1	2	1	0	5	2	3	1
Childcare - Childcare scheme, ECCE	2	0	4	2	4	-	-	1	4
Medical card	1	1	1	1	1	2	2	1	1
Sign on, jobseekers, part time employment dates	1	2	1	1	1	2	2	3	0
Check notification for meeting	1	1	-	1	0	1	2	-	0
Dental and eyesight allowances	1	0	1	0	0	1	0	1	0

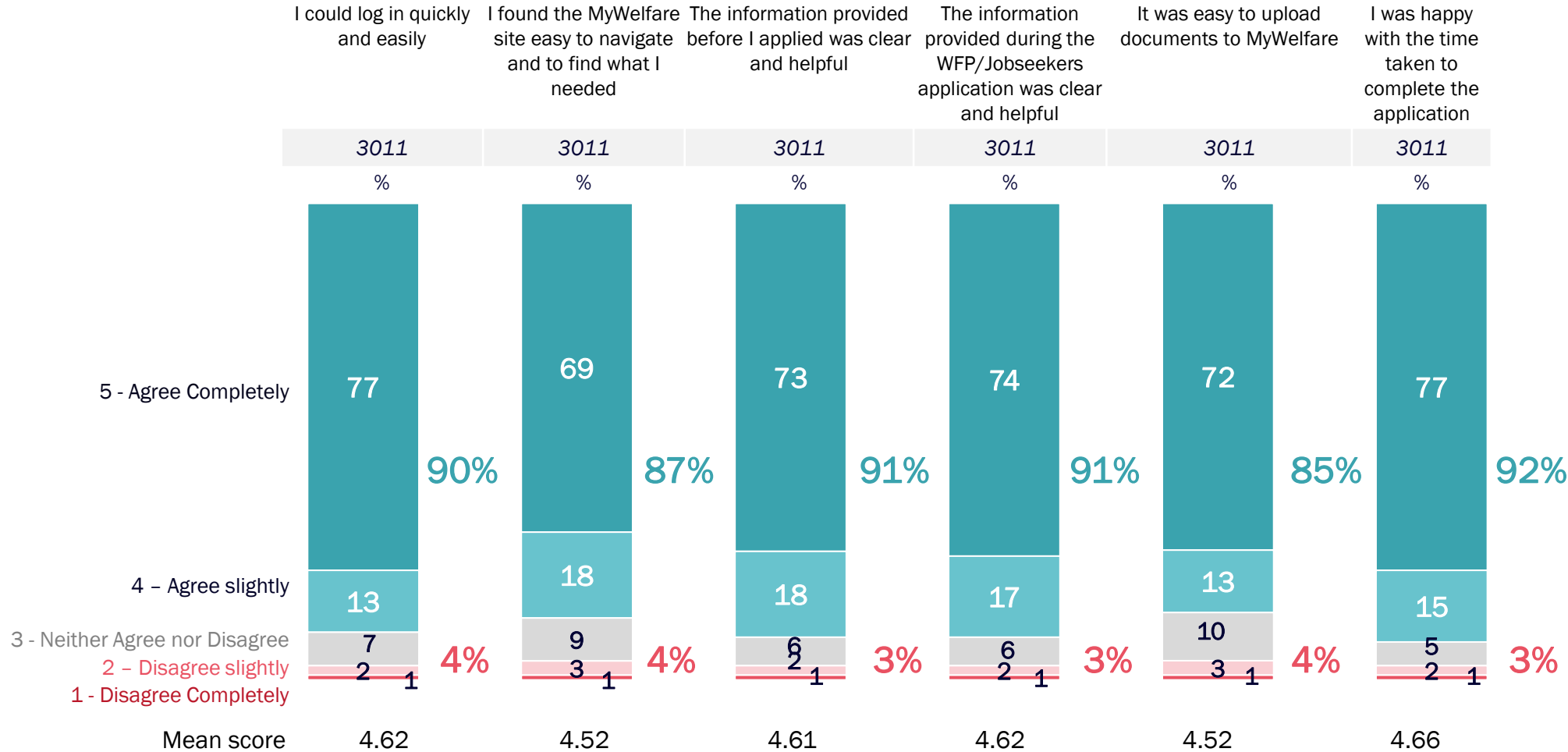
Checking the status of payment was highest for those on the WFP scheme at 45%.
 To close a claim was higher for male participants (28%)
 Requesting a statement of payments was also higher for WFP applicants at 25%.



Overview of Performance

Overview of Performance – Mywelfare.ie

Base: All Respondents N – 3011

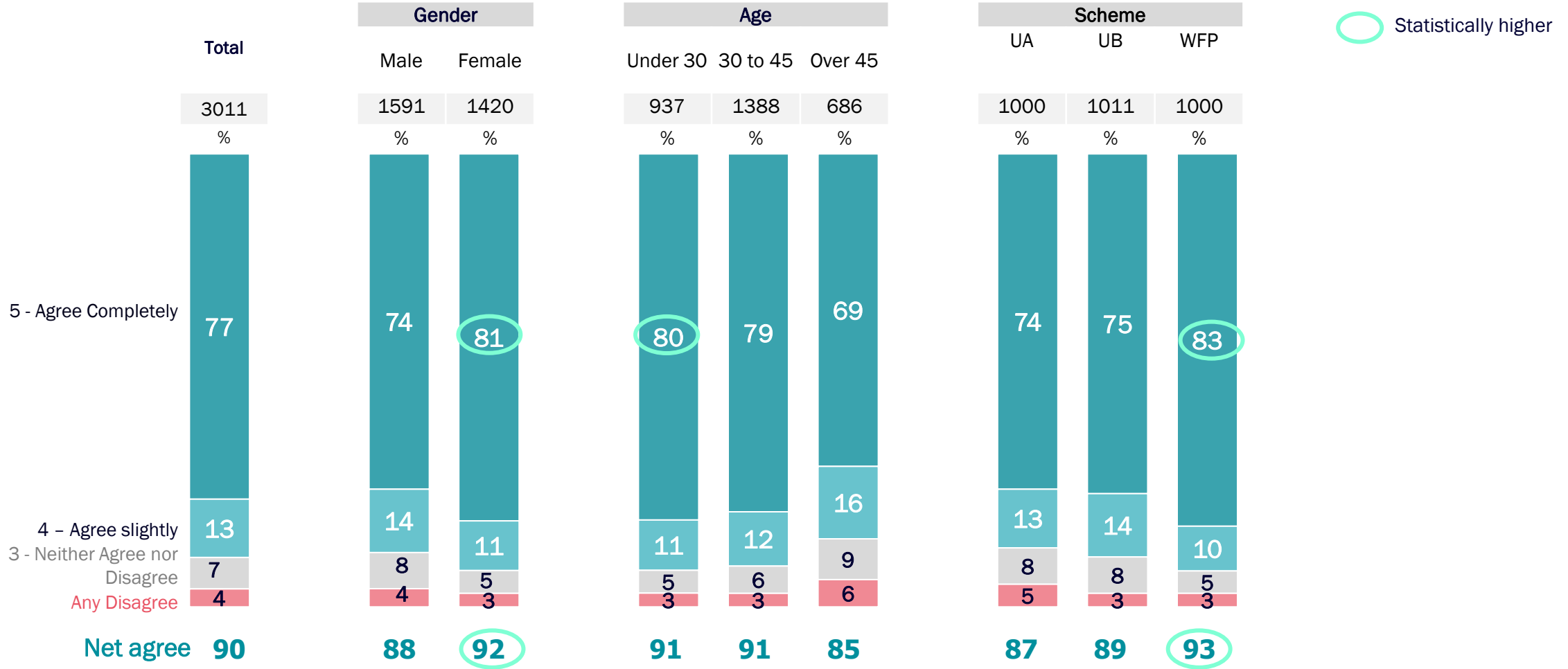


Satisfaction is very high across all metrics with 92% stating they are happy with the time taken to complete the application, 91% for information provided was clear and helpful (pre and during application). Lowest satisfaction was cited for ease of uploading documents (still at a remarkably high 85%).

Q.6 Now thinking about your experience using MyWelfare in general terms, please indicate your level of agreement with the following statements. For each statement, please use a scale of 1 to 5, where 5 is 'Agree Completely' and 1 is 'Disagree Completely'

I could log in quickly and easily

Base: All Respondents N - 3011

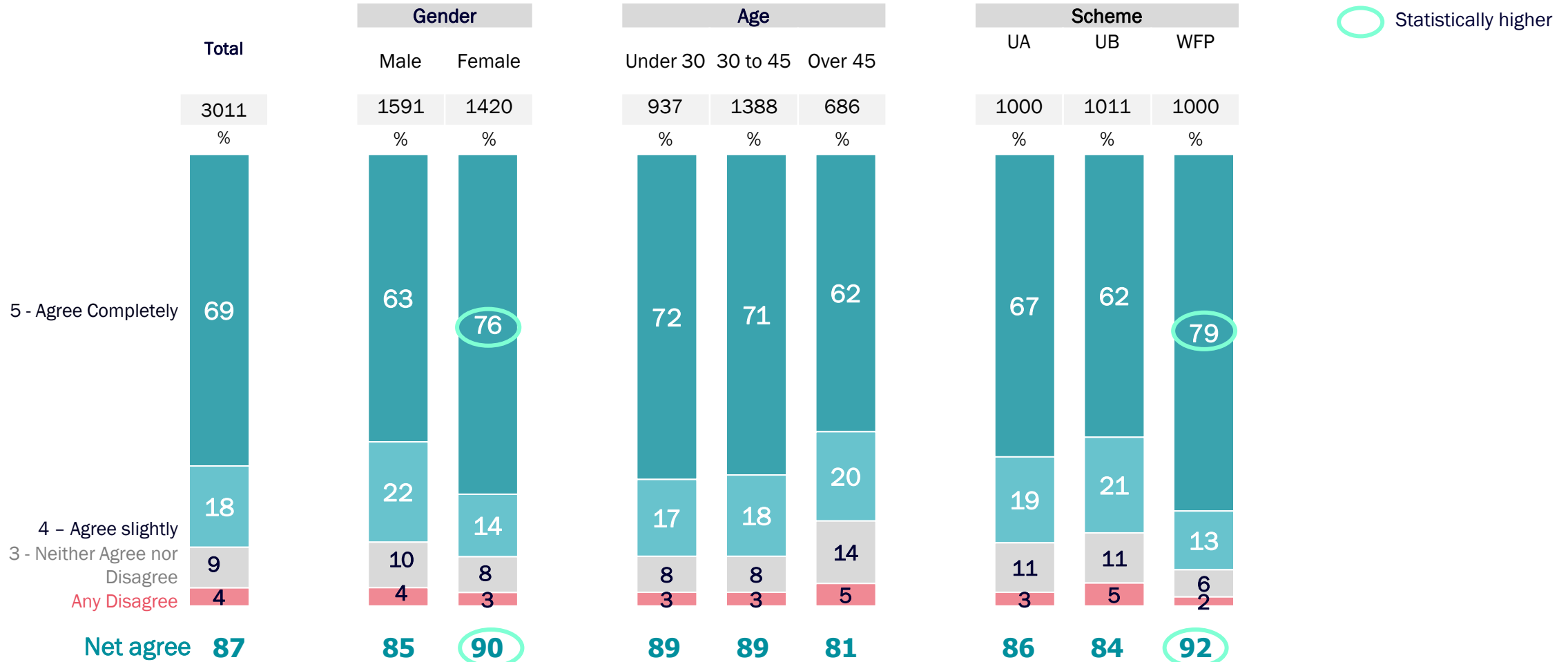


Universally high satisfaction ratings were registered for agreement with the statement 'I could log in quickly and easily' with 90% at a total level. This was highest for participants on the WFP scheme at 93% (with a huge 83% who agree completely) . There are very high agree completely levels across the board.



I found the MyWelfare site easy to navigate and to find what I needed

Base: All Respondents N - 3011



Statistically higher

Very high agreement scores were achieved for the statement I found the mywelfare site easy to navigate and to find what I needed at 87% overall. This was higher for women at 90% (76% who agreed completely). Again highest agreement was evident for those on the WFP scheme 92% attributing a top two score and 79% who agree completely.

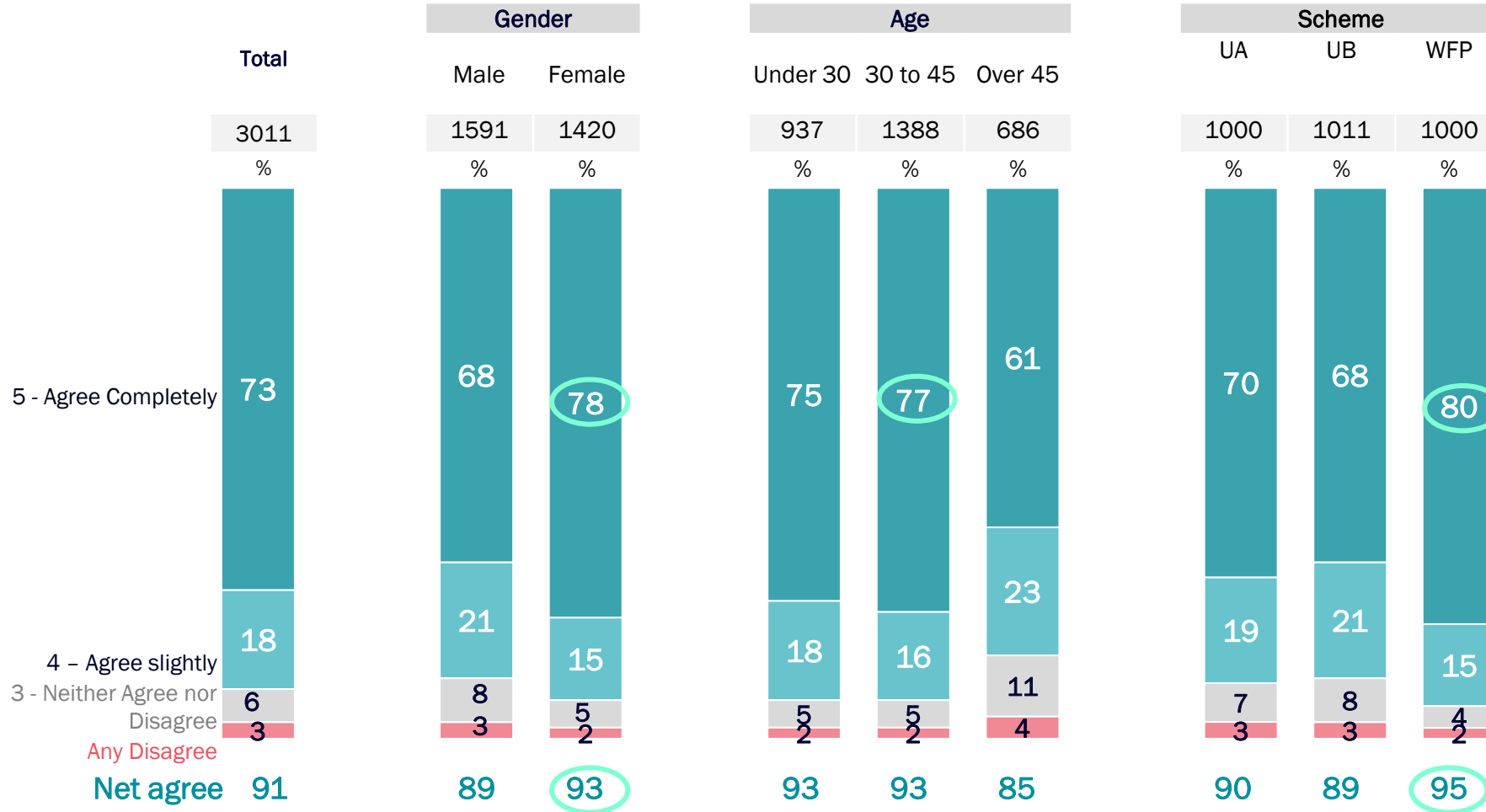


The information provided BEFORE I applied was clear and helpful



Base: All Respondents N - 3011

Statistically higher

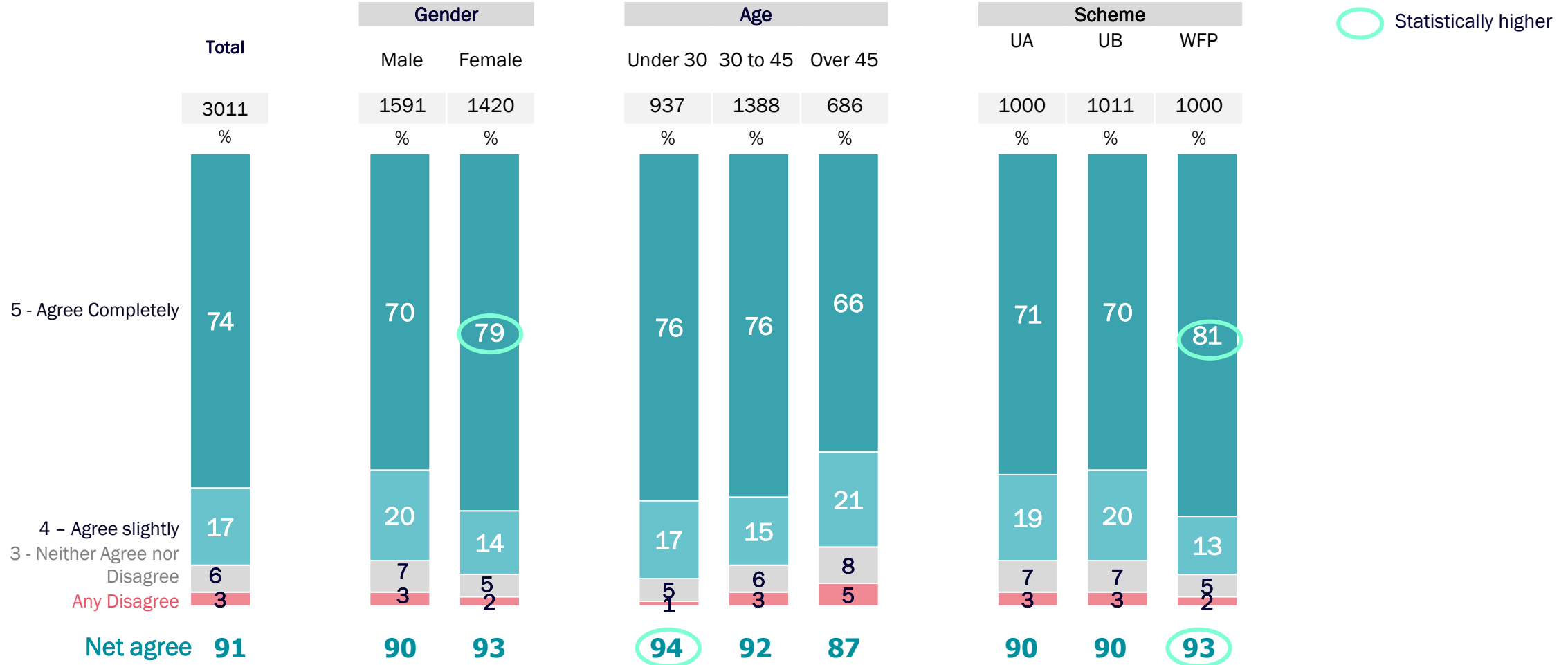


91% agree that the information provided before applying was clear and helpful (93% for female and 95% for WFP).



The information provided DURING the WFP/Jobseekers application was clear and helpful

Base: All Respondents N - 3011



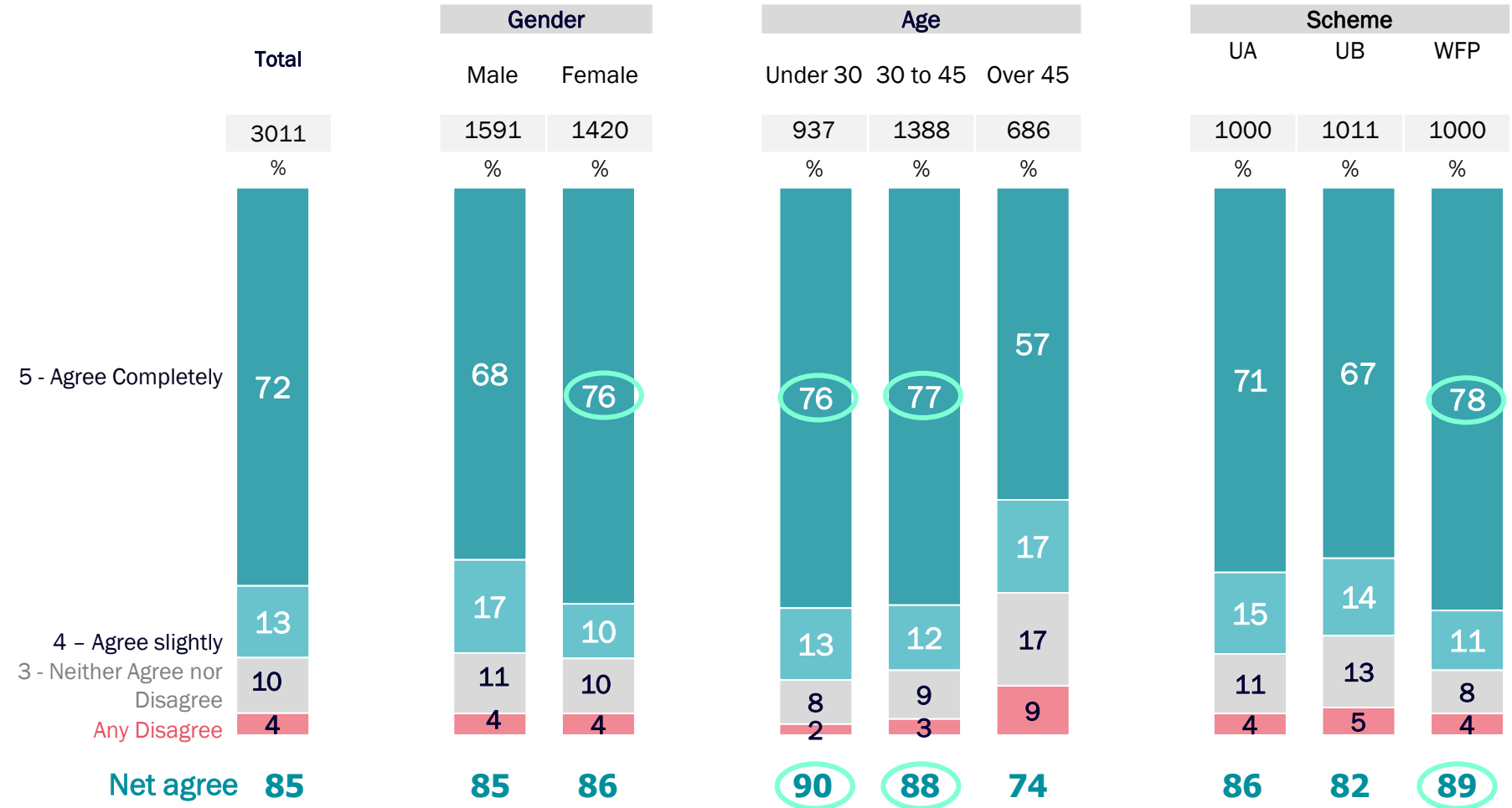
94% of those aged under 30 years agreed that the information provided during application process was clear and helpful, 91% at an overall level and 93% for WFP applications (81% who agree completely).

It was easy to upload documents to MyWelfare



Base: All Respondents N - 3011

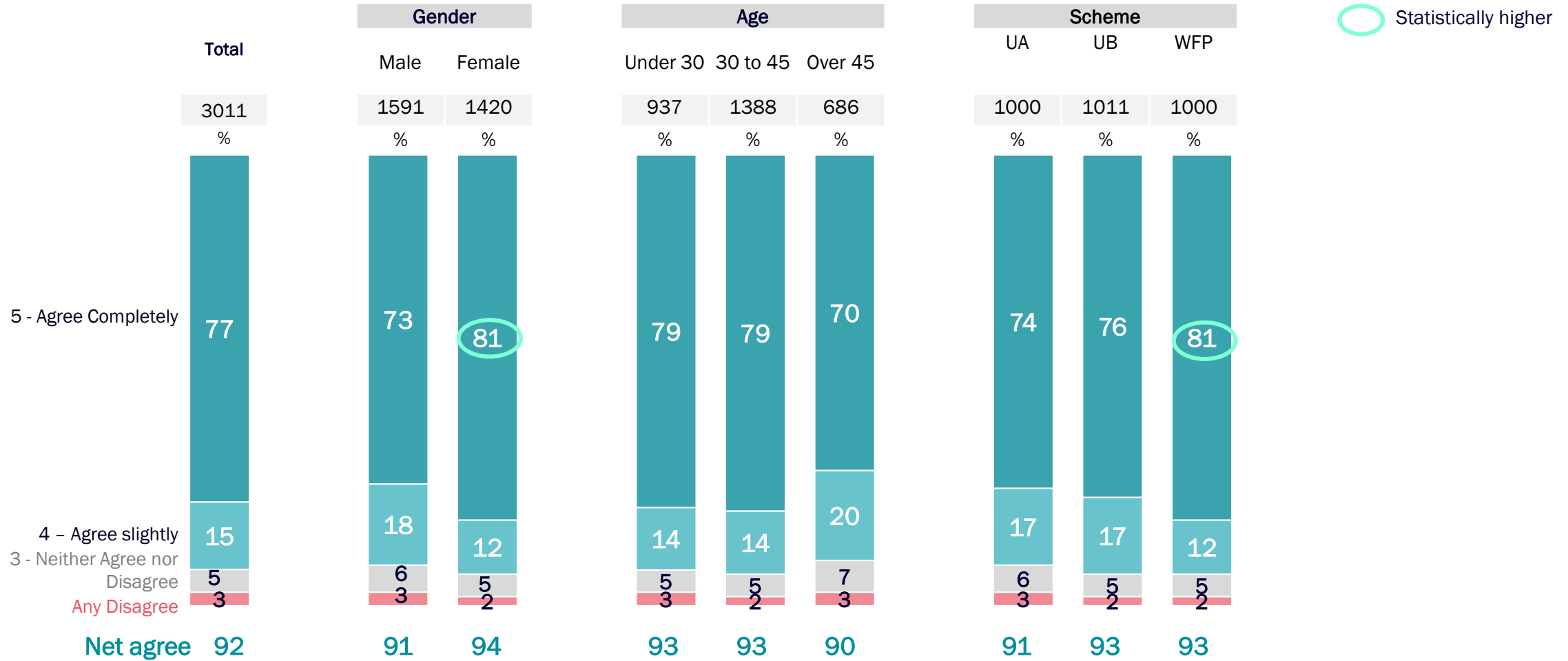
○ Statistically higher



While overall there was high agreement expressed with the statement it was easy to upload documents to the mywelfare site at 85%, some differences emerged in terms of age with those at the younger end expressing higher satisfaction (90%) for U30's versus 74% for those aged 45+.

I was happy with the time taken to complete the application

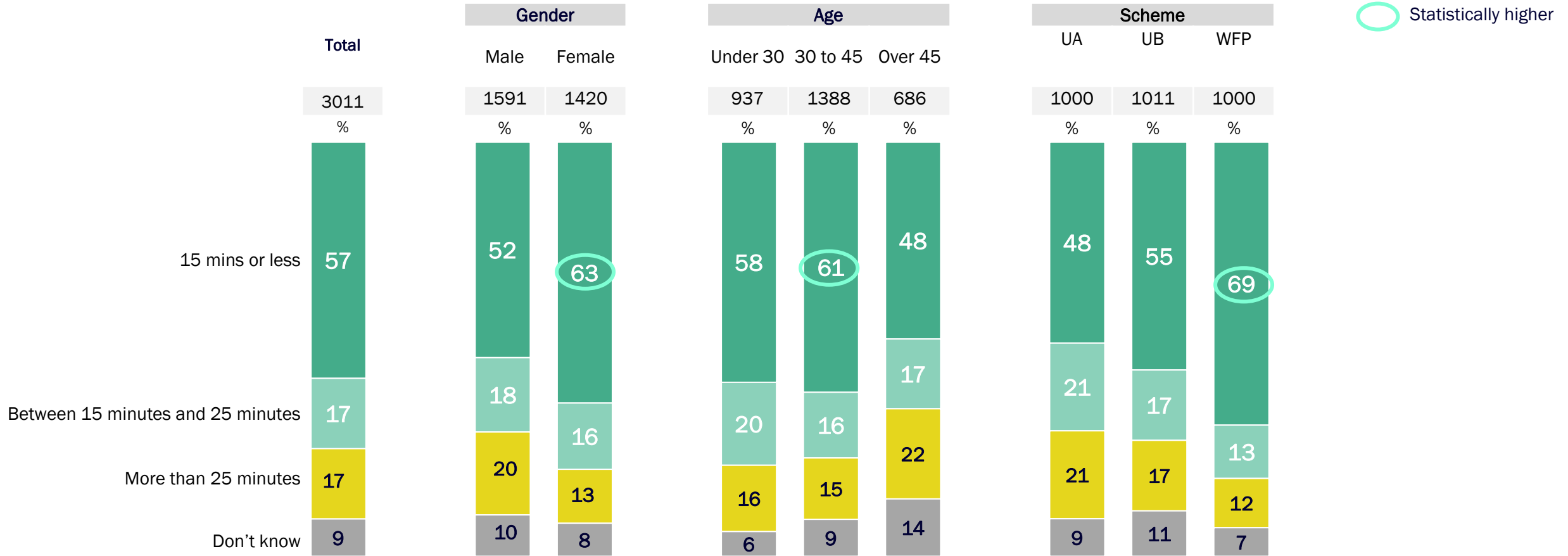
Base: All Respondents N - 3011



Overall there was high satisfaction with the time taken to complete application at over nine in ten of all respondents (92%).

Average time take to complete application on MyWelfare

Base: All Respondents N - 3011



More than half of all participants (57%) reported it took 15 minutes or less to complete the application. This was highest for WFP at 69%, females at 63% and 61% of those in the mid age range group (30 to 45 years).

Suggested improvements to MyWelfare

Base: All Respondents N – 3011



When asked to put forward one improvement, more than half felt there were no improvements required.

Of the balance, the main improvements suggested were to improve support, website clarity, timing of decisions and make log ins easier .

Suggested improvements x Age & Scheme

Base: All Respondents N – 3011

 Statistically higher
 Statistically lower



	Total	Age			Scheme		
		Under 30	30 to 45	Over 45	UA	UB	WFP
Base:	3011	937	1388	686	1000	1011	1000
	%	%	%	%	%	%	%
None	34	39	32	31	38	32	32
Happy with site, all good.	17	16	18	17	17	14	21
Support – phone support chatbox, include emails and contact numbers	5	4	6	5	5	6	5
Clearer website – make easier to navigate, simplify	5	4	5	7	6	6	3
Applications – decisions made quicker, better communication, feedback, status check	5	3	5	6	3	5	6
Better/easier login – issues logging in, codes take too long, times out too quickly	5	4	6	5	6	5	5
Make all applications/documentation online – get rid of paper applications	2	2	3	1	2	3	3
Expand the website – include other Government dept., Council. Medical card applications, single parent applications, tax rebate etc. on one site	2	2	2	1	1	2	3
Payments - Log history of payments, issues with payments, lodging of payments	2	1	2	2	1	3	1
Improve upload of documents – allow for bigger files, pictures etc.	2	1	3	2	3	1	3
Benefits - More information on what you entitled to and how to apply and documents needed	2	2	2	3	1	4	2
Correspondence - improve notifications, reply to correspondence, emails	2	1	1	2	1	2	1
Better links to jobs/courses	1	1	1	1	1	2	0
Have an app.	1	1	1	0	1	1	1
Website - technical issues, slow, doesn't respond	1	1	1	1	2	1	1
Option to translate to other languages	1	0	1	1	1	1	1
Allow to change details, email, bank details, address, phone, circumstances	1	1	1	1	1	1	1
A profile with all details saved - Applications can be saved, no need to repeat details	1	0	1	1	0	1	1
Issues relating to claims, benefit (meetings, date commences/finishes)	1	1	1	2	1	2	0
Other	3	3	3	3	3	3	3

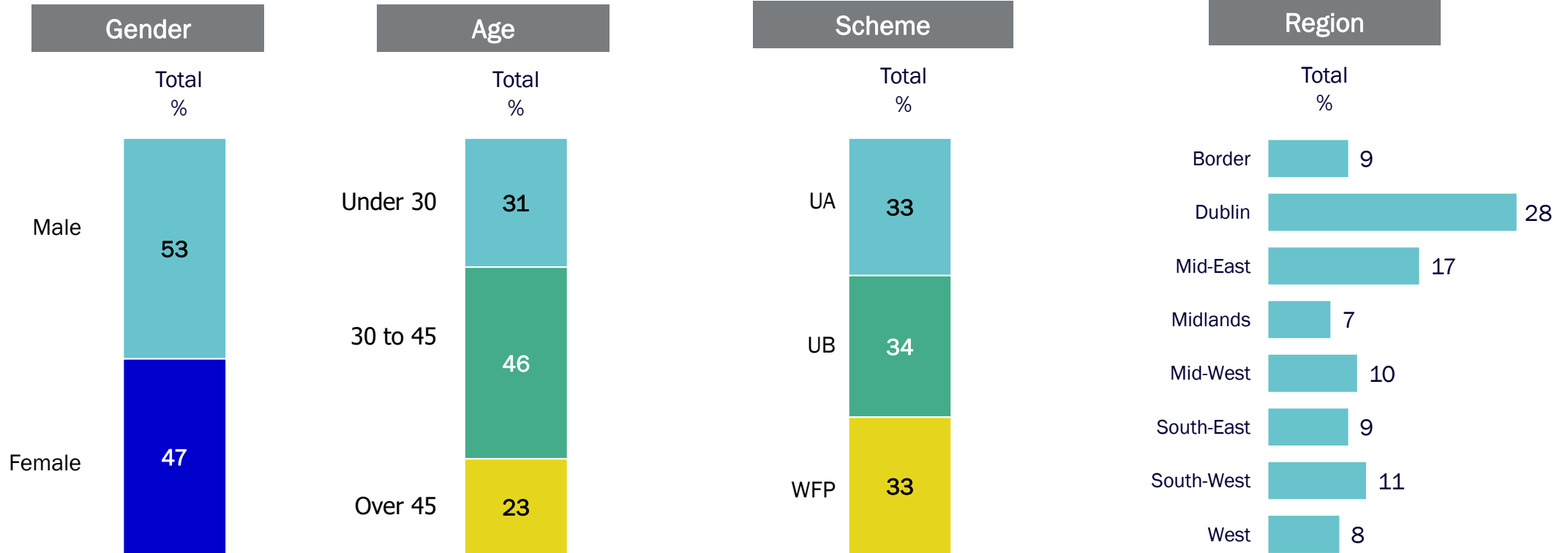


Sample Profile



Sample Profile

Base: All Respondents N – 3011



Thank You



@behaviourandattitudes



Behaviour & Attitudes



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Delve Deeper