

BenefitsCal Usage Metrics Report

Publish Date: February 12, 2026



CalSAWS

Contents

Date Range: 01/01/25 to 12/31/25

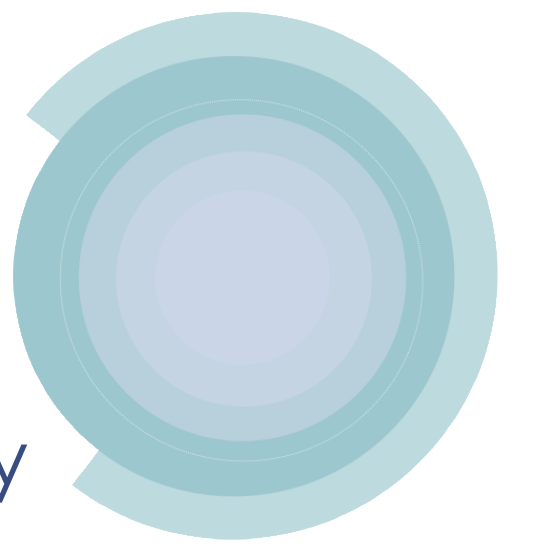
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Application Information

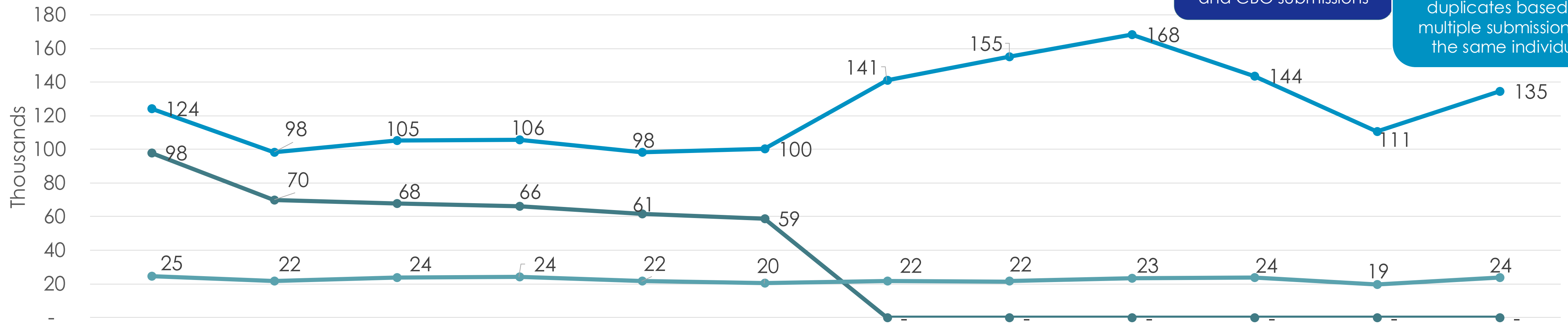
Applications Submitted

Data Range: 01/01/25 to 12/31/25

The following chart is a twelve-month trend of applications submitted broken down by customers, Community Based Organizations (CBOs), and GetCalFresh (GCF). The table includes the application count by source.



APPLICATIONS SUBMITTED BY SOURCE BY MONTH



GCF applications include both customer and CBO submissions

The count includes all application submissions and does not exclude duplicates based on multiple submissions by the same individual

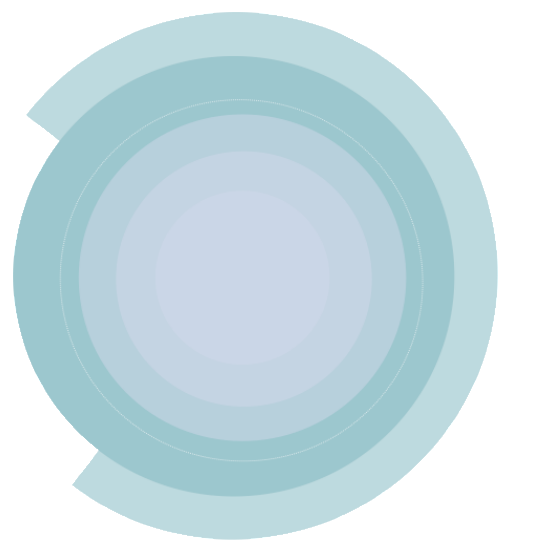
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
GCF	98,022 (39.68%)	70,040 (36.81%)	67,731 (34.41%)	66,269 (33.82%)	61,498 (33.95%)	58,917 (32.82%)	- *	- *	- *	- *	- *	- *
CBO	24,735 (10.01%)	21,799 (11.46%)	23,640 (12.01%)	24,007 (12.25%)	21,506 (11.87%)	20,286 (11.30%)	21,782 (13.38%)	21,648 (12.24%)	23,299 (12.16%)	23,706 (14.16%)	19,426 (14.92%)	23,841 (15.04%)
Customer	124,273 (50.31%)	98,442 (51.74%)	105,463 (53.58%)	105,671 (53.93%)	98,143 (54.18%)	100,318 (55.88%)	141,011 (86.62%)	155,202 (87.76%)	168,363 (87.84%)	143,755 (85.84%)	110,738 (85.08%)	134,658 (84.96%)

* GCF was sunset on June 30th, 2025.

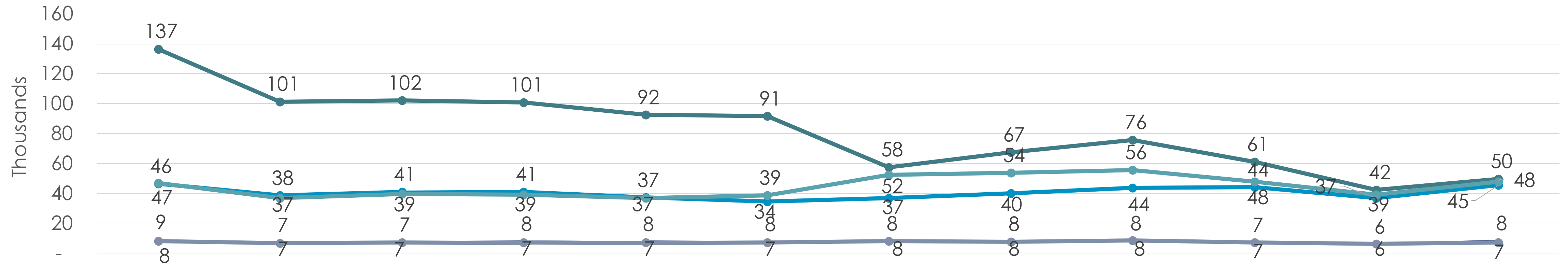
Applications Submitted

Data Range: 01/01/25 to 12/31/25

The following chart is a twelve-month trend of applications submitted broken down by CalFresh, Medi-Cal, GA / GR, CalWORKs, and More than one program. The table includes the application count by program.



APPLICATIONS SUBMITTED BY SOURCE BY MONTH



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
CalFresh	136,535 (55.27%)	101,335 (53.26%)	101,011 (51.83%)	100,777 (51.43%)	92,313 (50.96%)	91,428 (50.93%)	57,549 (35.35%)	67,452 (38.14%)	75,789 (39.54%)	61,014 (36.43%)	42,239 (32.45%)	49,700 (31.36%)
CalWORKs	8,898 (3.60%)	6,698 (3.52%)	7,330 (3.67%)	7,748 (3.95%)	7,669 (4.23%)	7,628 (4.25%)	8,026 (4.93%)	7,800 (4.41%)	8,145 (4.25%)	7,009 (4.19%)	5,909 (4.54%)	8,247 (5.20%)
Medi-Cal	46,475 (18.81%)	38,457 (20.21%)	40,906 (20.78%)	41,115 (20.98%)	37,084 (20.47%)	34,482 (19.21%)	36,887 (22.66%)	40,043 (22.64%)	43,602 (22.75%)	44,031 (26.29%)	36,786 (28.26%)	45,339 (28.61%)
GA/GR	8,225 (3.33%)	6,893 (2.79%)	7,330 (2.97%)	7,258 (2.94%)	7,202 (2.92%)	7,373 (2.98%)	8,125 (3.29%)	7,827 (3.17%)	8,441 (3.42%)	7,385 (2.99%)	6,200 (2.51%)	7,290 (2.95%)
More than one program	46,897 (18.98%)	36,898 (14.94%)	39,367 (15.94%)	39,049 (15.81%)	36,879 (14.93%)	38,610 (15.63%)	52,206 (21.13%)	53,728 (21.75%)	55,685 (22.54%)	48,022 (19.44%)	39,030 (15.80%)	47,923 (19.40%)

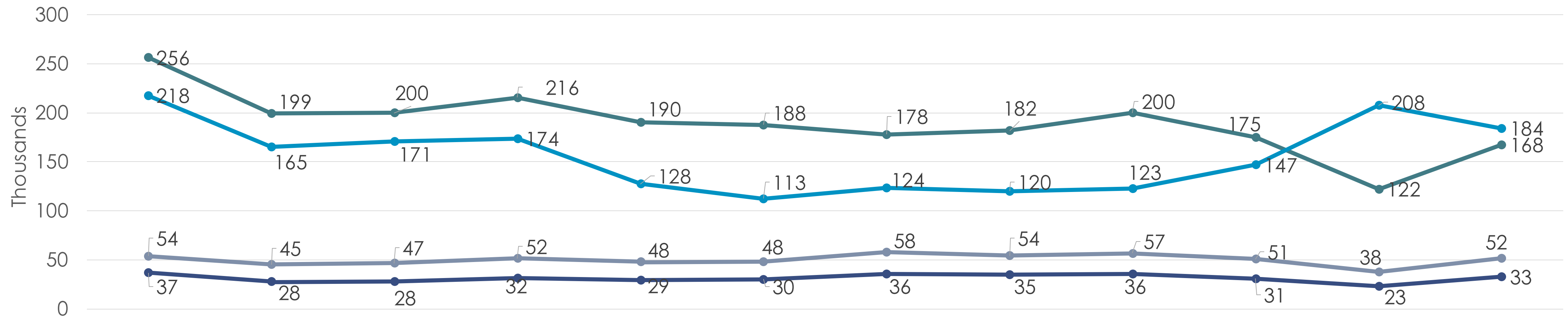
Application Adoption Rate

Data Range: 01/01/25 to 12/31/25

The following chart is a twelve-month trend of applications submitted on BenefitsCal in CalSAWS broken down by program and by month.



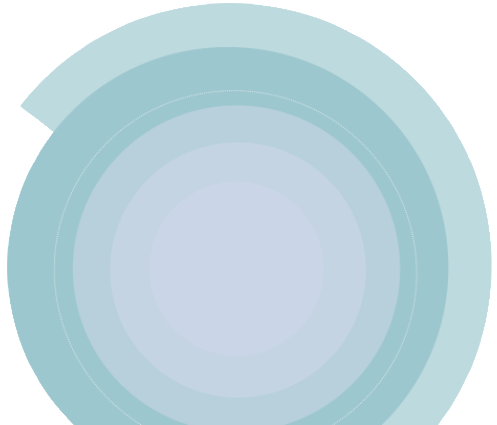
PERCENTAGE OF BENEFITS CAL SUBMITTED APPLICATIONS BY PROGRAM AND BY MONTH



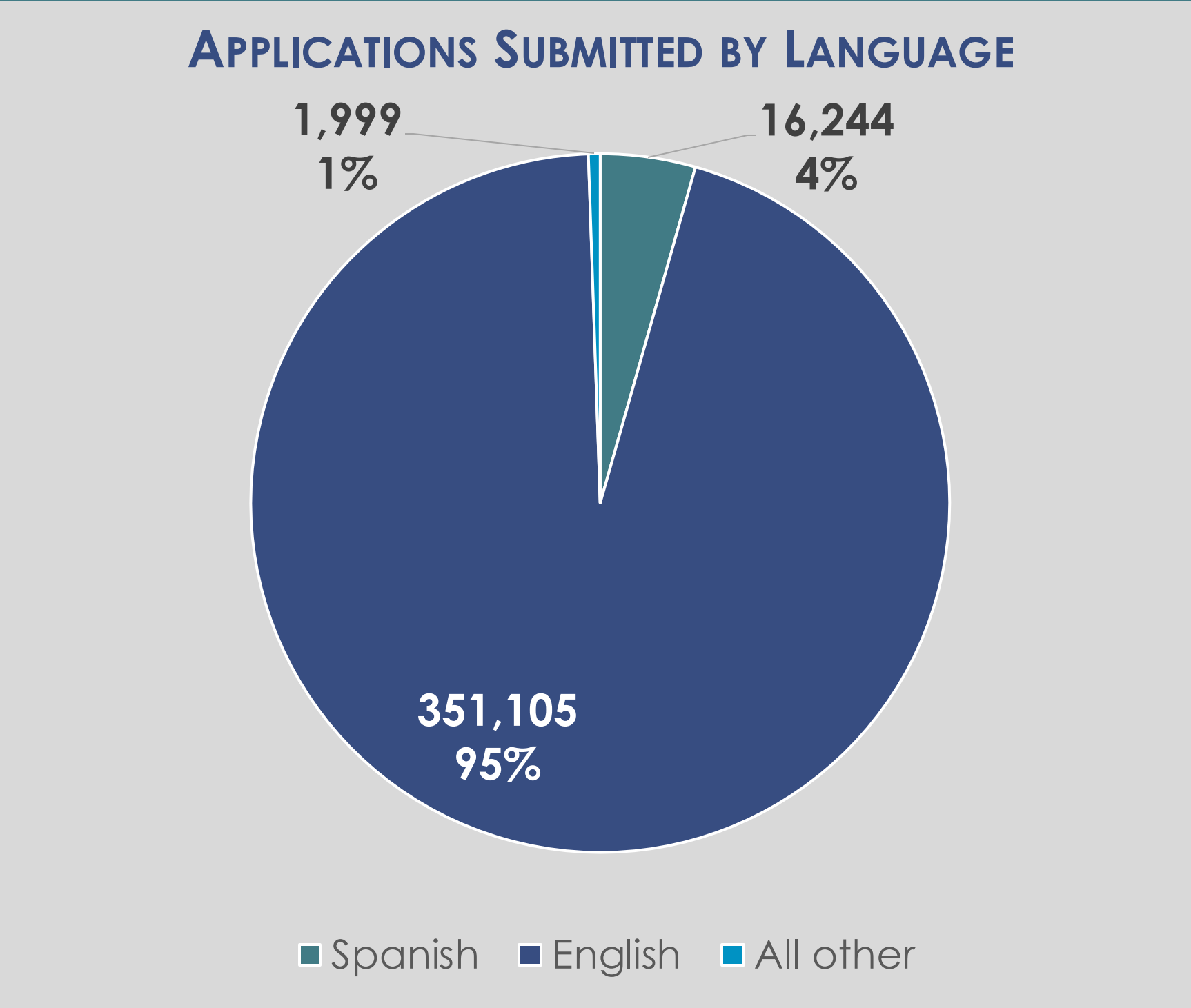
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
CalFresh	256,455 (70%)	199,495 (68%)	199,949 (70%)	215,700 (64%)	190,240 (67%)	187,981 (68%)	178,024 (60%)	181,792 (65%)	200,183 (65%)	175,165 (61%)	122,374 (65%)	167,627 (57%)
CalWORKs	36,695 (78%)	27,637 (79%)	28,070 (82%)	31,704 (74%)	29,476 (78%)	30,257 (78%)	35,883 (81%)	34,600 (83%)	35,815 (76%)	30,930 (76%)	23,360 (84%)	32,726 (77%)
Medi-Cal	217,908 (36%)	165,162 (39%)	170,696 (40%)	173,753 (39%)	127,579 (48%)	112,511 (53%)	123,591 (57%)	120,253 (62%)	122,654 (66%)	146,898 (52%)	207,850 (30%)	184,446 (42%)
GA/GR	53,791 (42%)	45,125 (41%)	46,715 (42%)	51,515 (38%)	48,072 (39%)	48,417 (41%)	57,686 (45%)	54,244 (48%)	56,830 (45%)	50,618 (43%)	37,948 (48%)	51,629 (42%)

Submitted Applications by Language Used at Submission

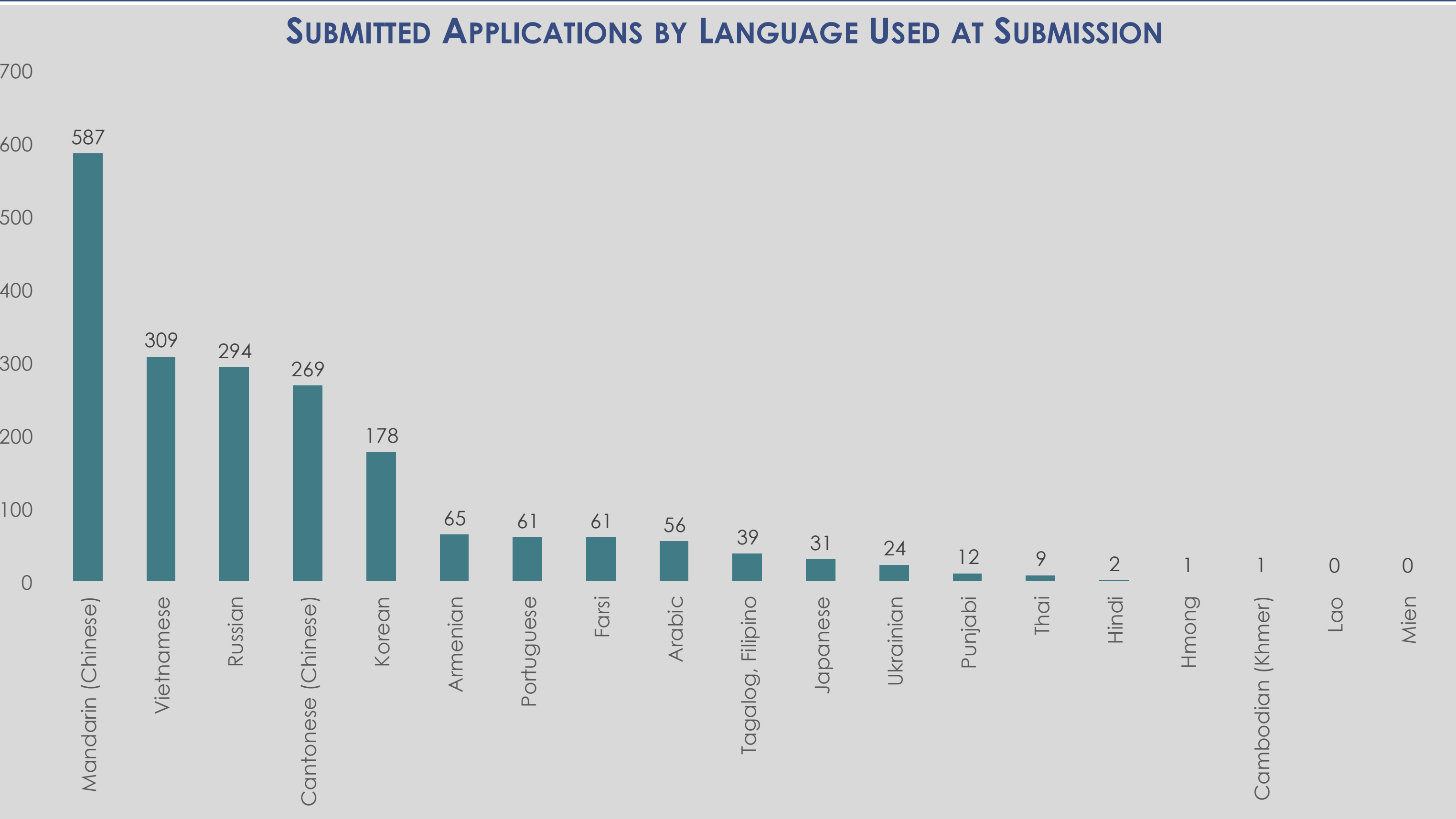
Data Range: 10/01/25 to 12/31/25



The following chart provides the number of applications submitted in languages English, Spanish, and “All Other” threshold languages for the current reporting period, October – December 2025.



The following chart provides the number of applications submitted in **All Other** languages for the current reporting period, October – December 2025.

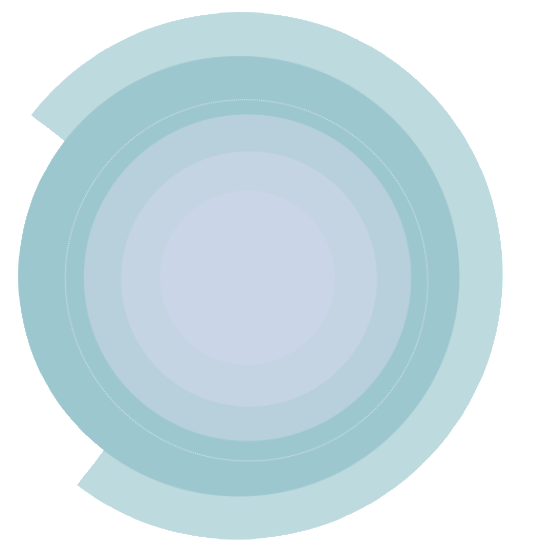


Note: The data visualized in these charts is based on the language selected at the time of submission. Customers may identify written and spoken language preferences within the BenefitsCal application; however, these are not included in this data set.

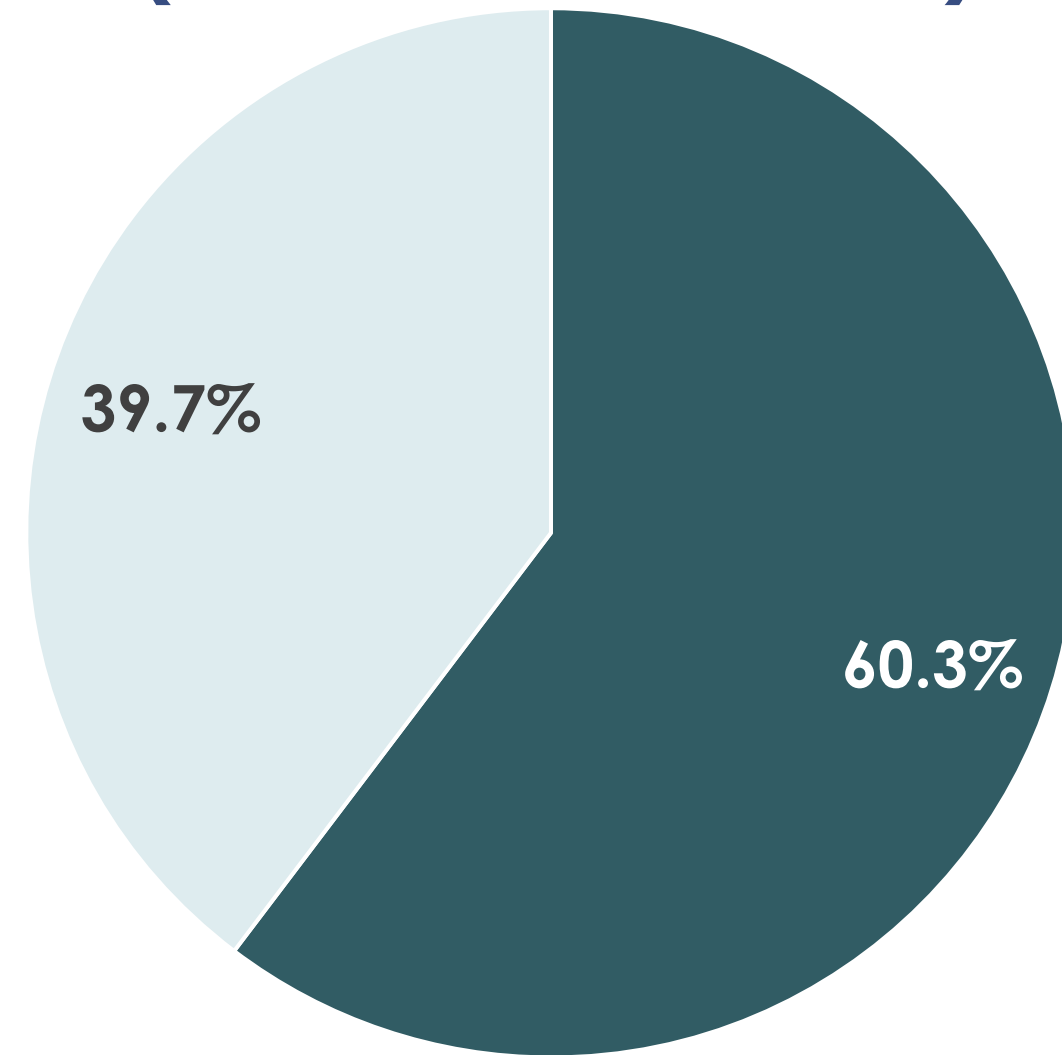
Applications Started and Not Submitted - Customer

Data Range: 10/01/25 to 12/31/25

The chart below is a comparison of applications submitted within seven (7)* days of starting the application and applications started but not submitted by anonymous as well as authenticated customers. The table breaks down the submission rate by program.



**PROPORTION OF APPLICATIONS SUBMITTED
(OCTOBER - DECEMBER)**



■ Submitted ■ Not Submitted

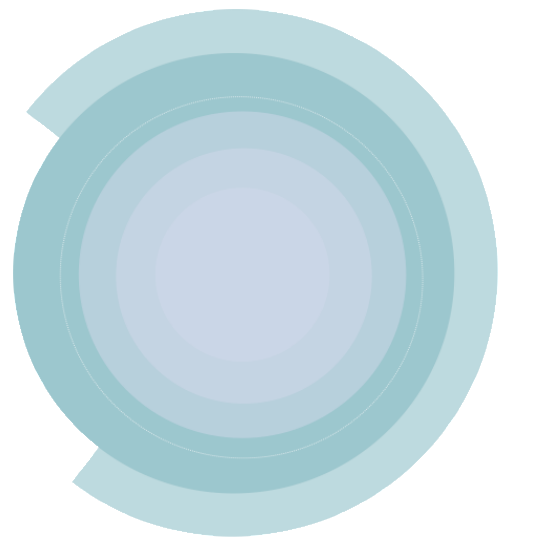
TYPE OF PROGRAM	SUBMISSION RATE
CalFresh Only	65.9%
CalWORKs Only	54.8%
Medi-Cal Only	66.8%
GA/GR Only	76.0%
More than one program	53.9%

* **Why (7) days as a baseline?** BenefitsCal Application data monitoring reflects majority of the apps (59.2%) get submitted within (7) days from initiation. Hence, seven (7) days is taken as a baseline for data reporting. Application submission only increases by ~2.7% between 8 and 30 days.

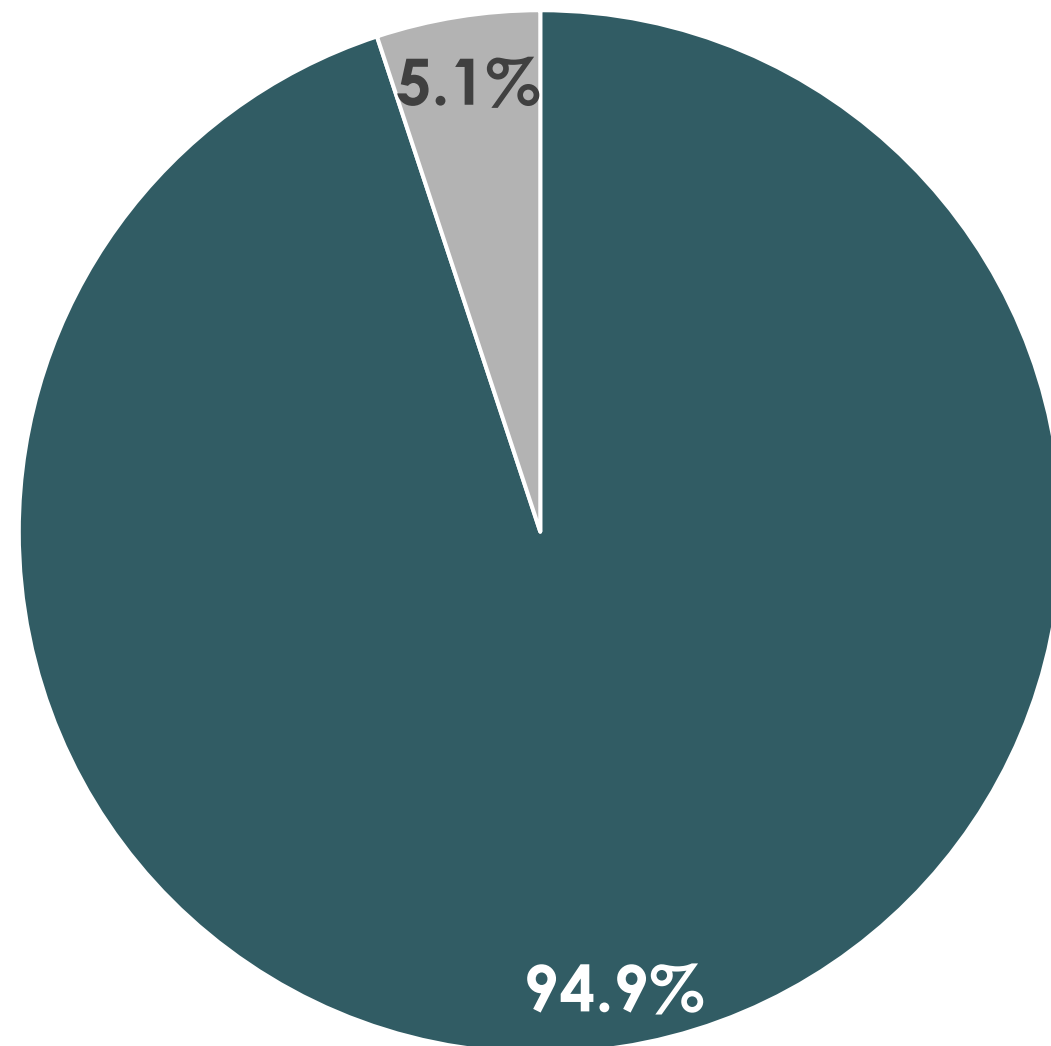
Applications Started and Not Submitted - CBO

Data Range: 10/01/25 to 12/31/25

The chart below is a comparison of applications submitted within seven (7)* days of starting the application and applications started but not submitted by CBO users. The table breaks down the submission rate by program.



**PROPORTION OF APPLICATIONS SUBMITTED
(OCTOBER – DECEMBER)**



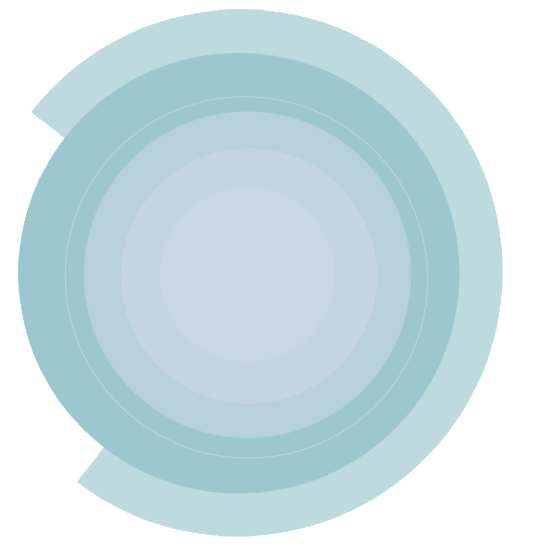
■ Submitted ■ Not Submitted

TYPE OF PROGRAM	SUBMISSION RATE
CalFresh Only	95.3%
CalWORKs Only	95.7%
Medi-Cal Only	95.7%
GA/GR Only	96.4%
More than one program	95.6%

** **Why (7) days as a baseline?** BenefitsCal Application data monitoring reflects majority of the apps (59.2%) get submitted within (7) days from initiation. Hence, seven (7) days is taken as a baseline for data reporting. Application submission only increases by ~2.7% between 8 and 30 days.*

New Application Completion and Page Exit Rate

All Applicants (Logged In and Anonymous) | Completed within 7 Days | Q4 (Oct - Dec 2025)



In Q4, 2025

552k

customers **started** new BenefitsCal applications.

305k

 or

55%

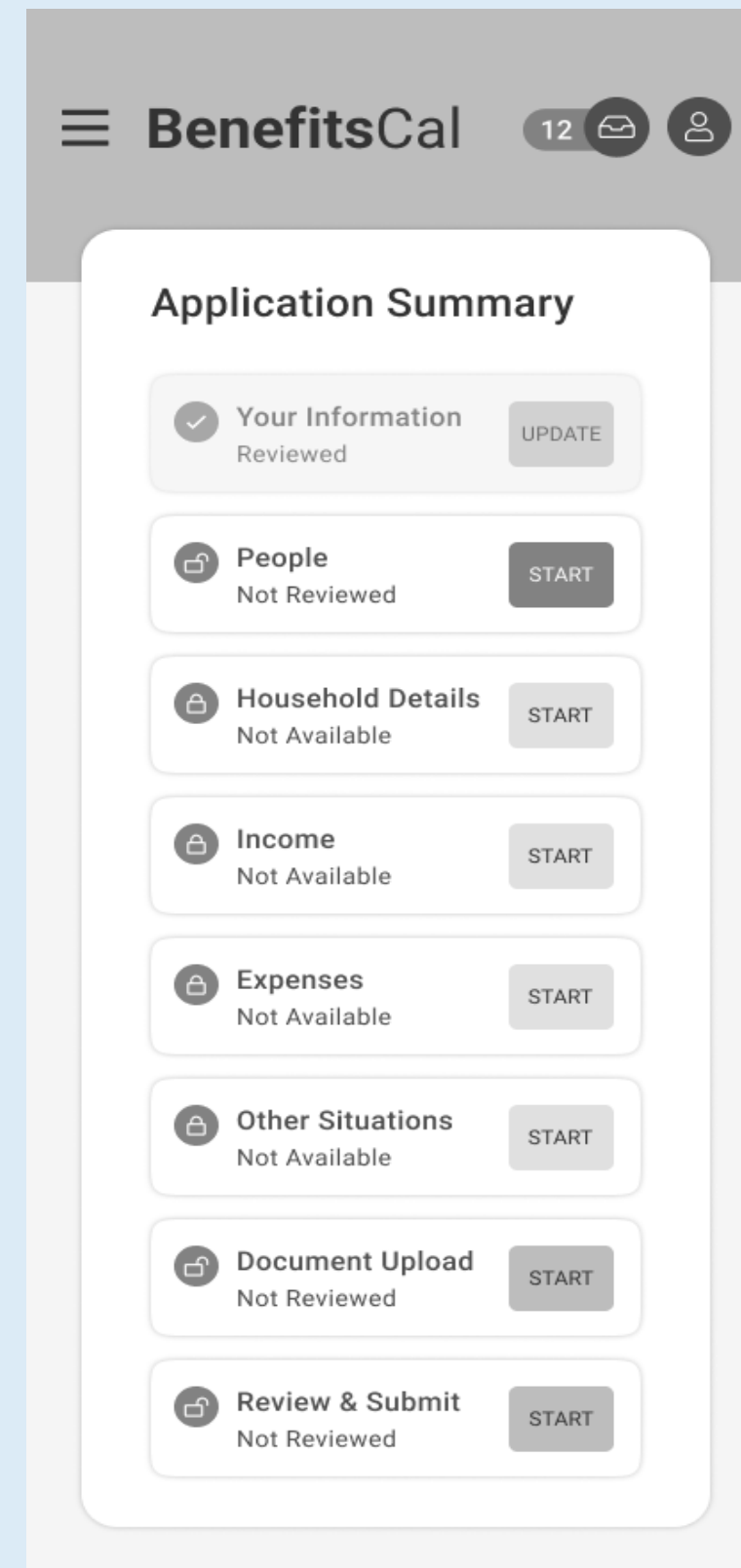
of these applications were **completed**.

While,

45%

of all new BenefitsCal customer applications result in drop-offs.

Where in the BenefitsCal application do customers drop off?



Q4 2025

17.1%

5.7%

2%

4%

3.1%

<1%

10%

2%

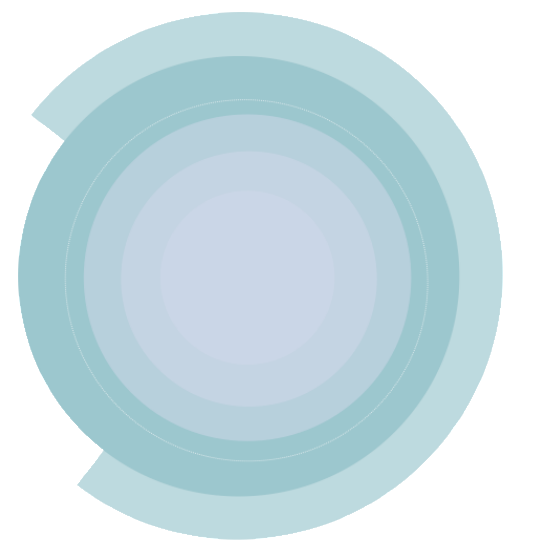
Most page exits occur in the **Your Information** section and **Document Upload** section.

Periodic and Annual Reports

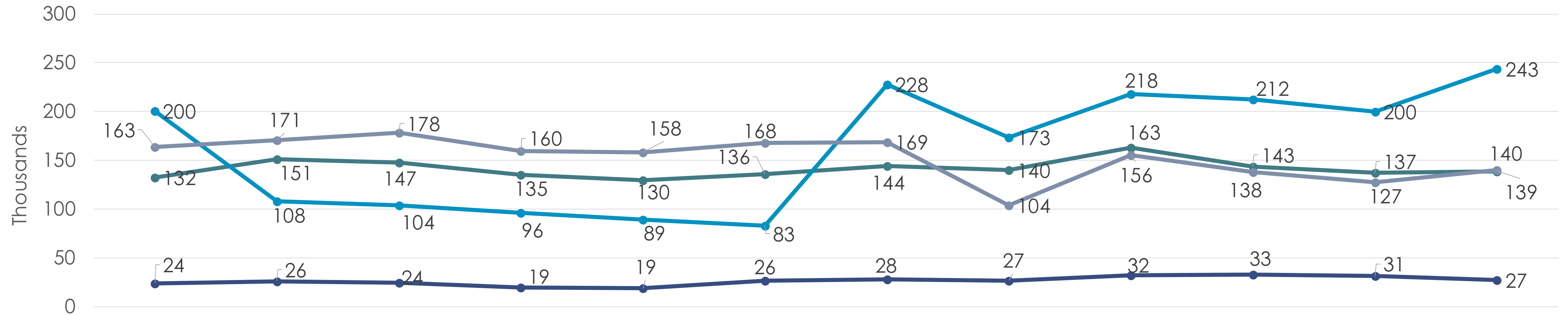
Periodic and Annual Reports Adoption Trends

Data Range: 01/01/25 to 12/31/25

The following chart is a twelve-month trend of the proportion of reports **submitted** on BenefitsCal.



PERCENTAGE OF BENEFITS CAL SUBMITTED REPORTS BY PROGRAM AND BY MONTH



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
CalFresh	132,209 (37%)	151,188 (26%)	147,408 (29%)	135,018 (30%)	129,523 (32%)	136,118 (35%)	144,363 (38%)	139,664 (40%)	163,088 (34%)	143,482 (35%)	136,937 (29%)	138,697 (35%)
CalWORKs	23,853 (40%)	25,842 (30%)	24,120 (33%)	19,244 (37%)	18,689 (43%)	26,447 (36%)	28,005 (37%)	26,626 (39%)	32,031 (35%)	32,576 (36%)	31,339 (28%)	26,944 (37%)
Medi-Cal	200,424 (25%)	108,242 (28%)	103,790 (30%)	96,273 (30%)	89,378 (34%)	83,062 (55%)	227,613 (29%)	173,267 (34%)	217,612 (26%)	212,499 (29%)	199,642 (26%)	243,368 (28%)
SAR 7	163,444 (50%)	170,686 (45%)	178,317 (42%)	159,563 (45%)	158,132 (45%)	167,918 (45%)	168,684 (41%)	103,636 (67%)	155,524 (44%)	137,554 (48%)	127,250 (45%)	140,225 (52%)

Note: BenefitsCal does not provide separate tracking for Medi-Cal Renewals submitted through CalHEERS.

Help Desk Support Metrics

Help Desk Support Metrics

BenefitsCal Ticket Averages

- A total of 4,323 tickets were created by BenefitsCal Technical Help Desk for the period of 10/01/25 to 12/31/25.

General categories include:

CATEGORY	AVERAGE % (TOTAL TICKETS BETWEEN OCTOBER – DECEMBER 2025)
Login/Access	61%
Case Link	19%
Document Upload	10%
Apply	3%
View Case	1%
Renewals	4%
Dashboard	1%
Other (technical and miscellaneous)	3%

Help Desk Support Metrics

Help Desk Resolution Percentages

- Percentages are per calendar month.

RESOLUTION DESCRIPTION	OCTOBER 2025	NOVEMBER 2025	DECEMBER 2025
Total number of tickets	1,544	1,235	1,544
Resolved within same day – while customer on the line	78%	83%	81%
Resolved within same day – requiring technical support staff	5%	4%	4%
Resolved outside the initial same day submission – requiring additional time to troubleshoot and/or gather additional information*	16%	12%	14%

Note: Each month, approximately 1-2% of total tickets remain unresolved, usually because of complex issues, pending reassignment, or delegated admin review. *If not resolved same day, the call-back process takes up to three (3) business days before the ticket is resolved.

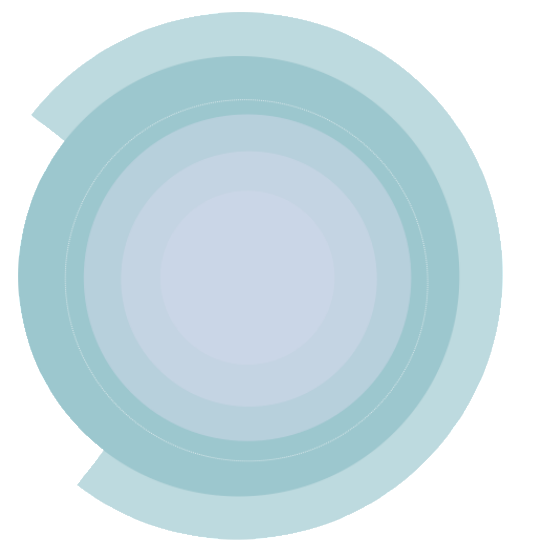
Customer Feedback

Account Creation Intercept Survey

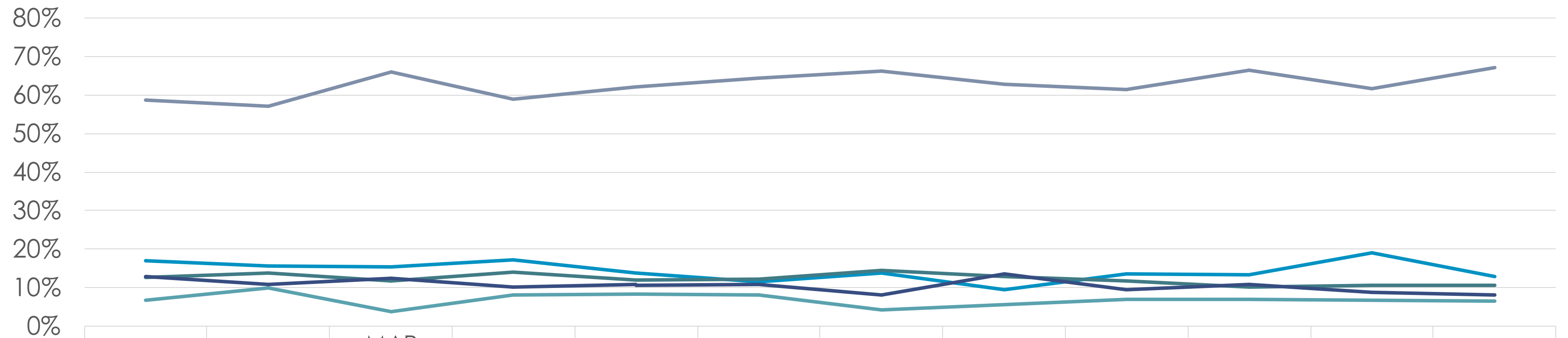
Data Range: 01/01/25 to 12/31/25

The intercept survey is presented to customers immediately following account creation to collect feedback on any issues or difficulties experienced during the process.

12,383 customers completed the intercept survey from January to December 2025. Customer average agreement ratings were **4.2 out of 5 for ease of account creation** and **4.3 out of 5 for the relevancy of security questions**.



WHAT WAS HARD TO COMPLETE DURING ACCOUNT CREATION?



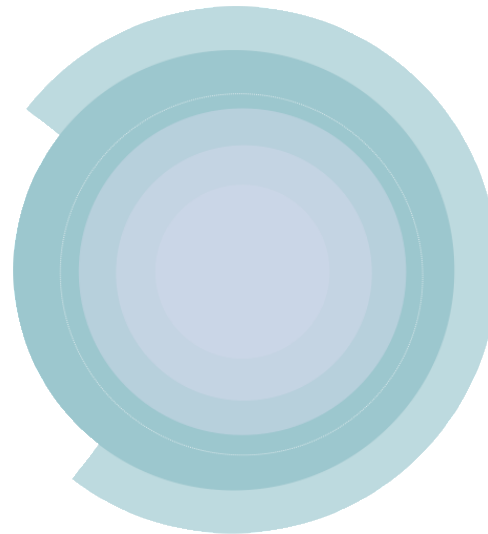
	JAN	FEB	MAR CH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
— I didn't have any issues	59%	57%	66%	59%	62%	64%	66%	63%	61%	66%	62%	67%
— Verifying email address or phone number	17%	16%	15%	17%	14%	12%	14%	10%	14%	13%	19%	13%
— Providing name contact information, and password	13%	14%	12%	14%	12%	12%	15%	13%	12%	10%	11%	11%
— Selecting security questions and providing answers	13%	11%	13%	10%	11%	11%	8%	14%	9%	11%	9%	8%
— Other*	7%	10%	4%	8%	8%	8%	4%	6%	7%	7%	7%	7%

*The most common "Other" difficulties reported were issues with submitting verification codes for two-factor authentication and problems logging in after account creation, requiring customers to create new accounts.

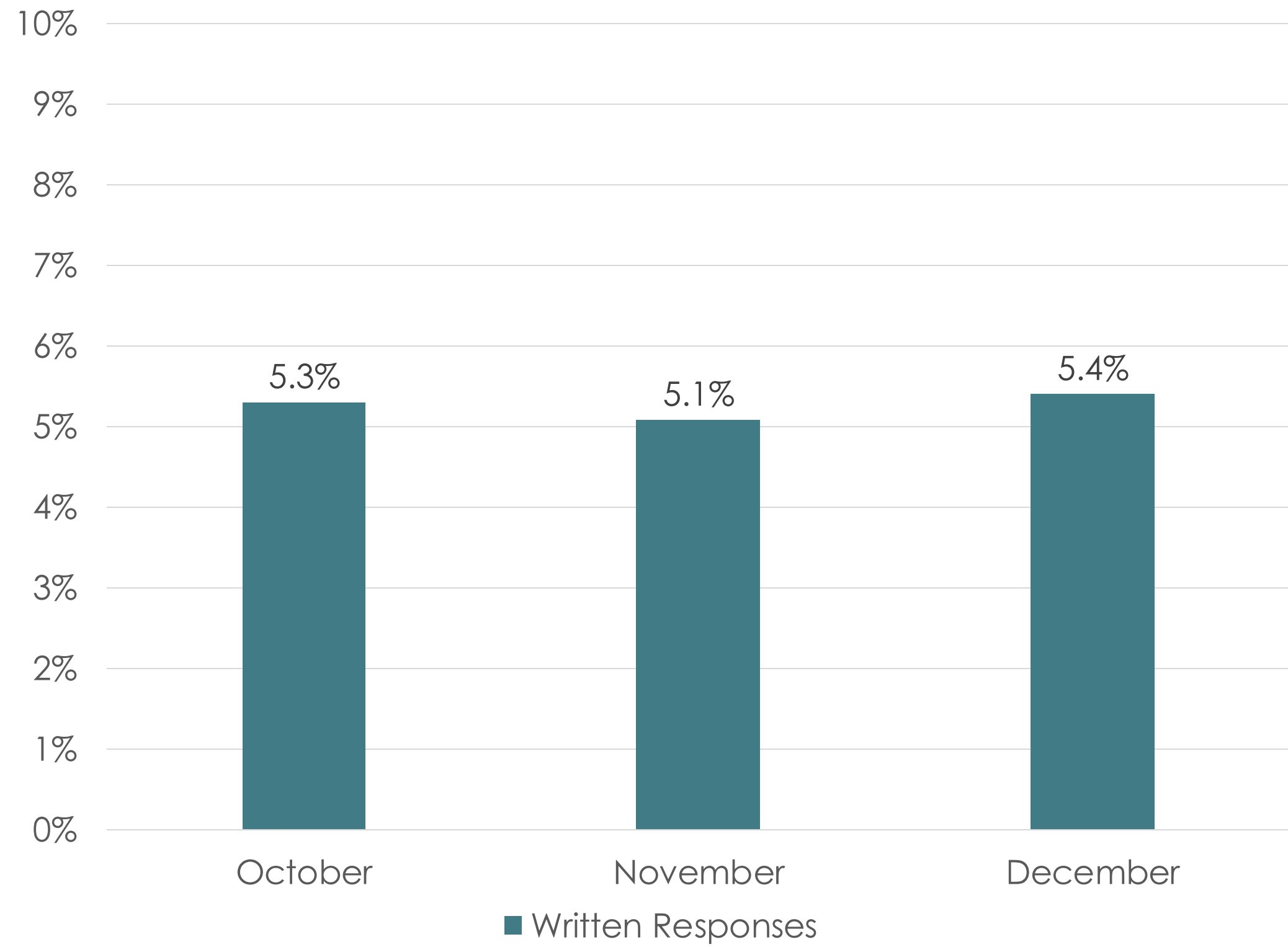
Sentiment Check – Always-on Survey Responses

Data Range: 10/01/25 to 12/31/25

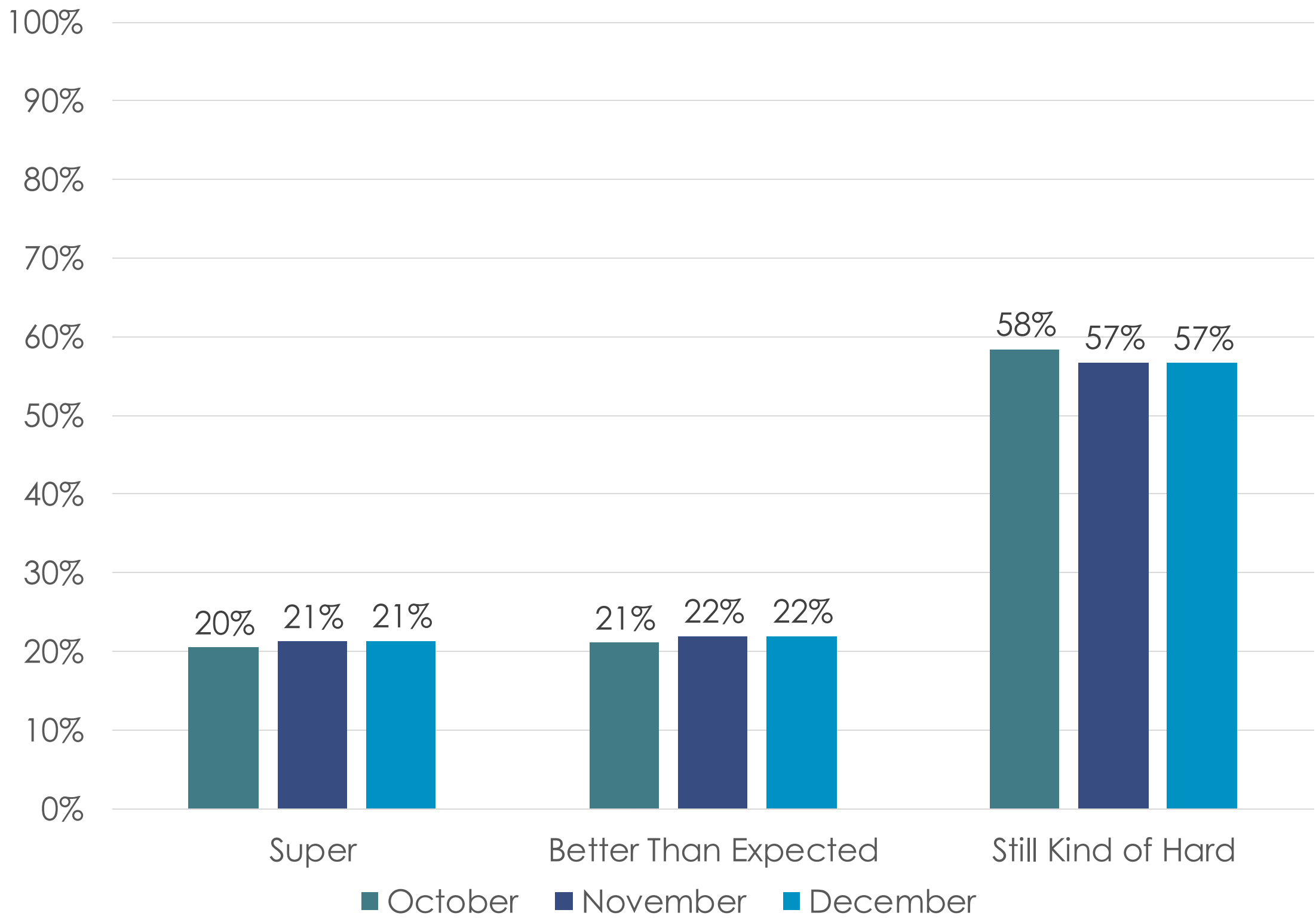
The following chart(s) are a three-month trend of written, and sentiment check response rates for the BenefitsCal Always-on Survey.



ALWAYS-ON SURVEY WRITTEN RESPONSES BY MONTH



ALWAYS-ON SURVEY SENTIMENT RESPONSES BY MONTH



Always-on Survey

Data Range: 10/01/25 to 12/31/25

Below are the most common positive response themes based on the user's experience.

POSITIVE EXPERIENCES

General –

Generic positive sentiments about liking BenefitsCal

Online Accessibility –

Customers appreciate the accessibility of online services

Always-on Survey

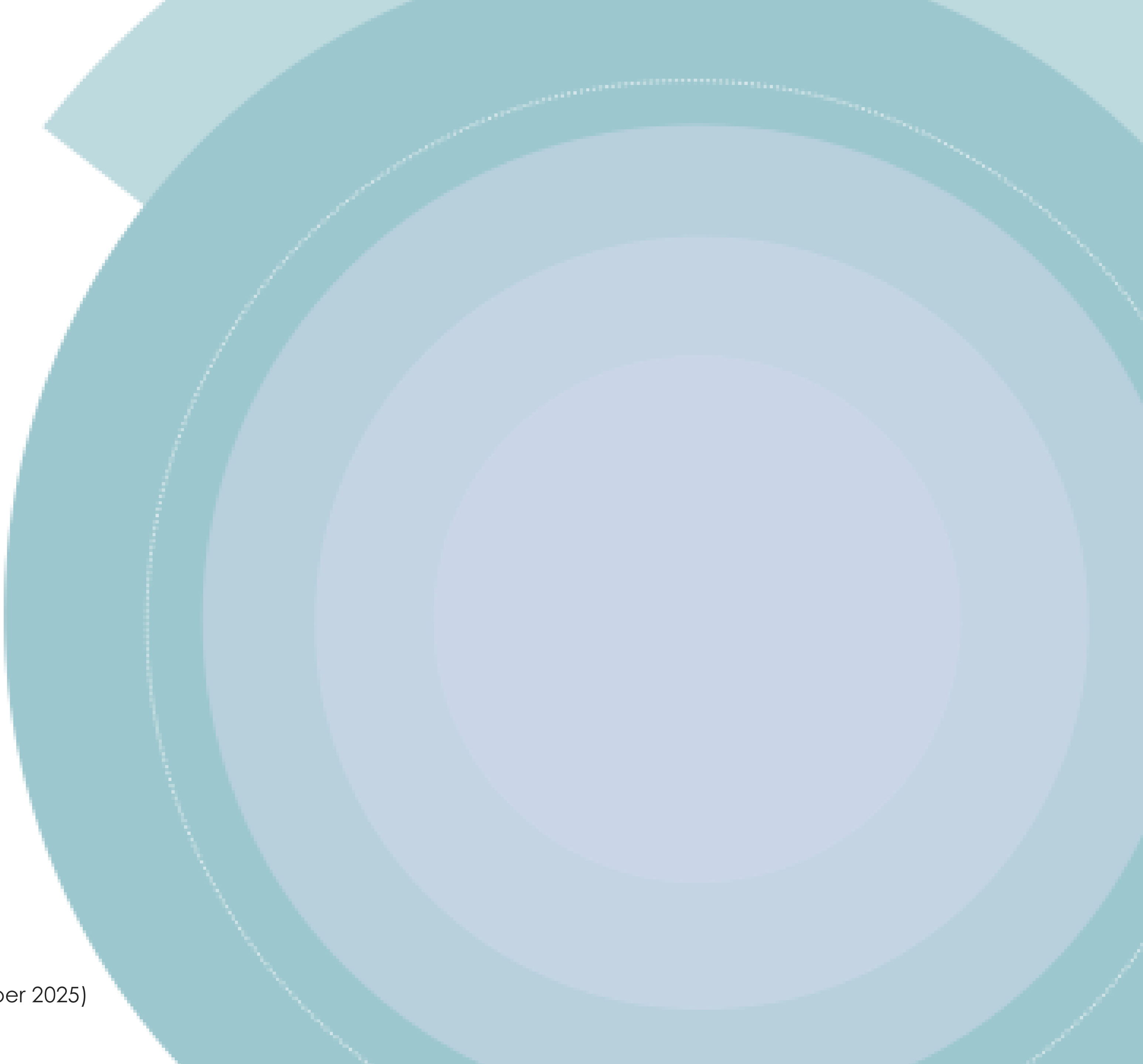
Data Range: 10/01/25 to 12/30/25

Below are the most common constructive response themes and next steps based on the user's experience.

CONSTRUCTIVE EXPERIENCES	NEXT STEPS
Login MFA – Customers had trouble submitting MFA codes	Enhancement logged for login MFA improvements <ul style="list-style-type: none">• We will continue to track this sentiment through different feedback channels• Total error rate (e.g., incorrect codes, period copy-pasted, expired codes etc.) was 2.3% for the reporting period, which is consistent with previous months

Note: Any resolutions resulting from Always-on Survey feedback are reviewed during UCD Monthly meetings.

Appendix



Definitions

Key terms in the context of the BenefitsCal portal

TERM	DEFINITION
Always-On Sentiment Check	The Always-on survey gives customers three choices to describe their experience on BenefitsCal. They are: Super, Better than Expected, and Still Kind of Hard.
Change Report	A report submitted to the county to share a change to a customer's situation (e.g., income, address, household makeup).
Intercept Survey	A “pop-up” survey that is triggered when a customer successfully creates an account.
Periodic Report	A mandatory program report to maintain eligibility (e.g., SAR 7).
Exit Rate	The percent of users who leave a flow at certain pages compared to the number who started the flow.