E-Government
Telephone Survey Research

PREPARED FOR
E-Government Portal Advisory Board

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www.dhmresearch.com
Telephone Survey Methodology

- **December 11 - 15, 2013**
- **Telephone survey of Oregon residents** (included cell phone)
  - N=1,200 (Stratified; N=400 per region)
  - Regions: Tri-County area, Willamette Valley, and Rest of State
- **Random Digit Dialing (RDD) and wireless (cell phone)**
- **Quotas set by county, gender, and age**
- **Margin of error +/- 1.7% (N=400; +/- 4.9%)**
- **Averaged 13 minutes in length**
- **Benchmark 2011 survey**
While still a top method, fewer Oregonians said visiting a website is the most convenient contact method in 2013.
Contacting the state by telephone is the most convenient for those with lower income, lower education, rural and older.

**Most Convenient Contact Method (Telephone Call)**

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Convenience</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$25,000</td>
<td>50%</td>
</tr>
<tr>
<td>$25,000-$50,000</td>
<td>42%</td>
</tr>
<tr>
<td>$50,000-$75,000</td>
<td>32%</td>
</tr>
<tr>
<td>$75,000+</td>
<td>27%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Convenience</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Or Less</td>
<td>50%</td>
</tr>
<tr>
<td>Some College</td>
<td>37%</td>
</tr>
<tr>
<td>College Graduate</td>
<td>29%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Convenience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tri County</td>
<td>32%</td>
</tr>
<tr>
<td>Willamette Valley</td>
<td>37%</td>
</tr>
<tr>
<td>Rest of State</td>
<td>41%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Convenience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>36%</td>
</tr>
<tr>
<td>Male</td>
<td>37%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Convenience</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>34%</td>
</tr>
<tr>
<td>35-54</td>
<td>29%</td>
</tr>
<tr>
<td>55+</td>
<td>45%</td>
</tr>
</tbody>
</table>
Conversely, contacting the state by visiting a website is more convenient for those with higher incomes, higher education, live in the Portland area and younger.
Similar to 2011, 88% of Oregonians report having Internet access at home.
Home Internet access is greatest among Oregonians with higher incomes, more education, and younger age ranges.

### Internet Access at Home

- **Income:**
  - Less than $25,000: 73%
  - $25,000-$50,000: 87%
  - $50,000-$75,000: 93%
  - $75,000 and above: 97%

- **Education:**
  - High school or less: 72%
  - Some college: 90%
  - College graduate: 94%

- **Gender:**
  - Female: 87%
  - Male: 88%

- **Region:**
  - Tri County: 90%
  - Willamette Valley: 90%
  - Rest of state: 83%

- **Age:**
  - 18-34: 94%
  - 35-54: 90%
  - 55 and above: 79%
Nearly all Oregonians are aware of Oregon.gov, and more residents visited the website in 2013.

**Awareness and Use of Oregon.gov**

- **Heard of (N=1126)**
  - 2011: $84\%$
  - 2013: $89\%$

- **Visited (N=997)**
  - 2011: $53\%$
  - 2013: $66\%$
More than 8 in 10 of all demographic groups have heard of Oregon.gov

Awareness of Oregon.gov (N=1126)

- <$25,000: 82% awareness, 92% hearing
- $25,000-$50,000: 90% aware, 93% hearing
- $50,000-$75,000: 90% aware, 93% hearing
- $75,000+: 92% aware, 93% hearing

- High school or less: 82% aware, 92% hearing
- Some College: 89% aware, 92% hearing
- College Grad: 92% aware, 92% hearing

- Female: 91% aware, 93% hearing
- Male: 86% aware, 93% hearing

- Tri County: 91% aware, 93% hearing
- Willamette Valley: 89% aware, 93% hearing
- Rest of state: 85% aware, 93% hearing

- 18-34: 89% aware, 93% hearing
- 35-54: 89% aware, 93% hearing
- 55+: 90% aware, 93% hearing
More than one-half of all Oregonians who have heard of Oregon.gov have visited the website

- $75,000+: 69%
- $50,000-$75,000: 61%
- $25,000-$50,000: 69%
- <$25,000: 69%

- College Grad: 72%
- Some College: 63%
- High school or less: 54%

- Female: 68%
- Male: 64%

- Willamette Valley: 67%
- Rest of state: 63%

- 18-34: 69%
- 35-54: 73%
- 55+: 53%
Searching for information and completing transactions are the most common reasons for visiting a State of Oregon website.

**Reasons for visiting State of Oregon website**

- Look for information, data or services: 59%
- Complete a transaction online such as reserving a campsite, or renewing your car registration: 40%
- Pay fees or taxes: 24%
- Access unemployment or welfare services: 23%
- Apply for a job with the State of Oregon: 20%
- Access health insurance information: 20%
- Receive small business assistance: 9%
- Participate in a virtual public meeting or town hall: 8%
Other reasons for visiting Oregon.gov

<table>
<thead>
<tr>
<th>Reasons</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research/information/available resources—general</td>
<td>13%</td>
</tr>
<tr>
<td>DMV/vehicle registration/driver licenses</td>
<td>6%</td>
</tr>
<tr>
<td>Jobs/unemployment</td>
<td>6%</td>
</tr>
<tr>
<td>Has not visited website</td>
<td>5%</td>
</tr>
<tr>
<td>Outdoor recreation information/licensing (hunting, fishing, camping)</td>
<td>4%</td>
</tr>
<tr>
<td>Tax information</td>
<td>3%</td>
</tr>
</tbody>
</table>
Finding public information, sharing opinions, and attending virtual meetings were rated as the most important online services

Importance of Online Services

1. The ability to find public information and data about state finances, payroll, and services
   - Very Important: 40%
   - Somewhat Important: 34%
   - Not too Important: 10%
   - Not at All Important: 13%

2. The ability to provide virtual meetings or town halls so Oregon residents can attend and interact remotely
   - Very Important: 28%
   - Somewhat Important: 40%
   - Not too Important: 14%
   - Not at All Important: 14%

3. The ability to visit a State of Oregon government agency website to provide your opinion or review other citizen opinions about a public policy or planning issue
   - Very Important: 37%
   - Somewhat Important: 37%
   - Not too Important: 10%
   - Not at All Important: 12%

4. The ability to get information and interact with government agencies through social media such as Twitter and Facebook
   - Very Important: 13%
   - Somewhat Important: 29%
   - Not too Important: 23%
   - Not at All Important: 32%
1 in 4 Oregonians have received state services online

Received State Services Online

Received online services 23%

Did Not Receive Services Online 77%
1 in 4 Oregonians have received state services online

Unsuccessful Searches on Website

- Yes, I searched, but was unable to find it: 12%
- No, my search was successful: 42%
- No, I never tried to search: 42%
- DK: 4%
Most who had received Oregon government online services agreed they were faster and more convenient, and many thought they were less costly.

### Online State Services Compared To Mail, Face-To-Face, Telephone (N=270)

**Speed**
- **2013:**
  - Slower: 4%
  - Faster: 55%
  - About the same: 35%
  - Don’t know: 6%
- **2011:**
  - Slower: 6%
  - Faster: 58%
  - About the same: 27%
  - Don’t know: 9%

**Convenience**
- **2013:**
  - Less convenient: 4%
  - More convenient: 69%
  - About the same: 26%
  - Don’t know: 3%
- **2011:**
  - Less convenient: 3%
  - More convenient: 75%
  - About the same: 18%
  - Don’t know: 4%

**Cost**
- **2013:**
  - Less costly: 49%
  - More costly: 2%
  - About the same: 46%
  - Don’t know: 2%
- **2011:**
  - Less costly: 43%
  - More costly: 5%
  - About the same: 48%
  - Don’t know: 2%
A large majority (82%) felt that it was easy overall (very/fairly easy); with 13% reporting it very easy and two-thirds (69%) saying it was fairly easy to search for contact information.
Opinions about the cost of online services were similar across demographic groups

Cost of Online Services: About the Same (N=270)

- <$25,000: 49%
- $25,000-$50,000: 38%
- $50,000-$75,000: 47%
- $75,000+: 46%
- High school or less: 51%
- Some College: 44%
- College Grad: 59%
- Female: 42%
- Male: 49%
- Tri County: 48%
- Willamette Valley: 43%
- Rest of state: 49%
- 18-34: 45%
- 35-54: 42%
- 55+: 55%
A strong majority (79%) agree with the state’s website redesign principles

The State of Oregon is beginning the process of redesigning its website and the websites of state departments. The overall aim is to have consistent elements across state agency websites so visitors know they are doing business with the state of Oregon. This includes using the Oregon.gov logo, search, location of contact information, and navigation. For each department website, the design will vary based on feedback from actual Oregon residents who regularly use the site. This is done to provide the best user experience to accomplish the tasks performed by most Oregonians. Ease of use is of primary importance, within the standard framework of the State’s websites.
Four in ten (42%) Oregonians agree that the website was more useful than previous visits.
More than 3 in 5 (65%) Oregonians agree that it is important that state websites be mobile friendly.
Key findings

• Home Internet access in Oregon is very high
  • 88% of all Oregonians have access at home
  • Access is lowest among those with lower incomes, ages 55+, and living outside of the Portland metro area or Willamette Valley

• Compared to 2011, fewer Oregonians said that contacting the state by visiting a website is the most convenient method
  • Telephone contact is most convenient for lower income, less educated and older residents
  • Online contact is most convenient for higher income, more educated and younger residents

• Nearly all Oregonians are aware of Oregon.gov
  • 89% of Oregonians have heard of the state’s website
  • 66% of those who had heard of the website had visited it
Key findings

• Primary reasons for visiting the states website are looking for information, data or services, and completing a transaction

• Oregonians report that the most important online services are the ability to find public information, providing opinions about public policy, and attending virtual meetings

• 1 in 4 Oregonians have received state services online

• Those who have received state services online say that it is faster and convenient and traditional interactions
  • Many also believe online services are less costly than traditional methods

• Oregonians overwhelming support the state’s website redesign principles and mobile optimization