E-Government
Telephone Survey Research

PREPARED FOR
Oregon E-Government Portal Advisory Board

November 2015

www.dhmresearch.com
Telephone Survey Methodology

- **October 11 - 15, 2015**
- **Telephone survey of Oregon residents**
  - N=1,200 (Stratified; N=400 per region)
  - Regions: Tri-County area, Willamette Valley, and Rest of State
- **Voter list + 20% cell phones**
- **Quotas set by county, gender, and age**
- **Margin of error +/- 2.8%**
- **Averaged 12 minutes in length**
- **Benchmark 2013 survey**
• Home Internet access in Oregon is very high
  • 91% of all Oregonians have access at home, up from 88% in 2013
  • Access is lowest among those with lower incomes, ages 55+, and living outside of the Portland metro area or Willamette Valley

• More Oregonians are receiving state services online.
  • 39% received services in 2015 compared to 23% in 2013

• A plurality (35%) of Oregonians now say that visiting a website is the most convenient method of contacting a state agency.
Key findings

- Nearly all Oregonians are aware of Oregon.gov
  - 87% of Oregonians have heard of the state’s website
  - 70% of those who had heard of the website had visited it, which is up from 66% in 2013

- Consistent with 2013, primary reasons for visiting the state’s website are looking for information, data or services, and completing a transaction

- Also consistent with 2013, the most important services for public engagement are finding information about state finances/payroll/services and to provide opinions about policy
Key findings

- Oregonians are concerned about online security
  - 90% say that it is important (and 64% “extremely important”) that the State prioritize its staff and budget to ensure that personal information is secure.

- Oregonians also feel that there are opportunities to improve online security.
  - Just 55% are confident (and only 15% “very confident”) that personal information is stored with the State is secure.
91% of Oregonians report having internet access at home, and most of those without home internet can access it elsewhere.
Oregonians least likely to have home internet access are 55+, have a high school diploma or less, or making less than $25,000 per year.
Visiting a state website is now the preferred method for contacting the state or finding information.

Most Convenient Method to Contact an Oregon Government Agency

- **Telephone call**
  - 2015: 34%
  - 2013: 36%

- **Visit a website**
  - 2015: 35%
  - 2013: 29%

- **Send an email**
  - 2015: 15%
  - 2013: 14%

- **Visit an office**
  - 2015: 6%
  - 2013: 7%

- **Write a letter**
  - 2015: 4%
  - 2013: 4%

- **Other**
  - 2015: 4%
  - 2013: 1%

- **Don’t know**
  - 2015: 7%
  - 2013: 4%
Contacting the state through a website is preferred by Tri-County residents and young adults.

Most Convenient Contact Method (Visiting a Website)

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>&lt;$25,000</td>
<td>26%</td>
</tr>
<tr>
<td>$25,000-$50,000</td>
<td>28%</td>
</tr>
<tr>
<td>$50,000-$75,000</td>
<td>37%</td>
</tr>
<tr>
<td>$75,000+</td>
<td>45%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Or Less</td>
<td>25%</td>
</tr>
<tr>
<td>Some College</td>
<td>33%</td>
</tr>
<tr>
<td>College Graduate</td>
<td>41%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tri County</td>
<td>41%</td>
</tr>
<tr>
<td>Willamette Valley</td>
<td>32%</td>
</tr>
<tr>
<td>Rest of State</td>
<td>30%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>36%</td>
</tr>
<tr>
<td>Male</td>
<td>35%</td>
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</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>18-34</td>
<td>37%</td>
</tr>
<tr>
<td>35-54</td>
<td>41%</td>
</tr>
<tr>
<td>55+</td>
<td>28%</td>
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DHM Research | E-Government Study, Nov. 2015
Most Oregonians are aware of Oregon.gov, and more residents visited the website in 2015.

![Bar chart showing awareness and use of Oregon.gov]

- **Heard of (N=1010)**
  - 2013: 89%
  - 2015: 87%

- **Visited (N=705)**
  - 2013: 66%
  - 2015: 70%
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: 60%
- Complete a transaction online such as reserving a campsite, or renewing your car registration: 43%
- Pay fees or taxes: 26%
- Access health insurance information: 26%
- Access unemployment or welfare services: 22%
- Apply for a job with the State of Oregon: 17%
- Receive small business assistance: 7%
- Participate in a virtual public meeting or town hall: 5%
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>23%</td>
</tr>
<tr>
<td>Licensing/permit renewal/requirements-general</td>
<td>8%</td>
</tr>
<tr>
<td>DMV/vehicle registration/driver licenses</td>
<td>7%</td>
</tr>
<tr>
<td>Outdoor recreation information/licensing (hunting, fishing, camping)</td>
<td>6%</td>
</tr>
<tr>
<td>Jobs/unemployment</td>
<td>5%</td>
</tr>
<tr>
<td>Tax information</td>
<td>4%</td>
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</tbody>
</table>
4 in 10 Oregonians have received state services online, up 16-points since 2013.

Received State Services Online

- Received services online: 2015: 39%, 2013: 23%
- Did not receive services online: 2015: 57%, 2013: 77%
- Don't know: 2015: 4%, 2013: 0%
Oregonians say the most important online services are the ability to find information and share opinions about public policy issues.

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

The ability to find public information and data about state finances, payroll, and services

The ability to provide virtual meetings or town halls so Oregon residents can attend and interact remotely

The ability to get information and interact with government agencies through social media such as Twitter and Facebook
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
- **2015:**
  - Slower: 6%
  - Faster: 54%
  - About the same: 36%
- **2013:**
  - Slower: 4%
  - Faster: 55%
  - About the same: 35%

#### Convenience
- **2015:**
  - Less convenient: 9%
  - More convenient: 62%
  - About the same: 26%
- **2013:**
  - Less convenient: 4%
  - More convenient: 69%
  - About the same: 26%

#### Cost
- **2015:**
  - More costly: 3%
  - Less costly: 48%
  - About the same: 45%
- **2013:**
  - More costly: 2%
  - Less costly: 49%
  - About the same: 46%
A strong majority (83%) agree with the state’s website redesign principles. Strong agreement has increased 8-points since 2013.

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.
Almost half (47%) of Oregonians agree that the website was more useful than previous visits.
Three in four (71%) Oregonians agree that it is important that state websites be mobile-friendly, an increase of 6-points from 2013.

Importance of Optimizing State Websites for Mobile Devices

2015:
- Very Important: 44%
- Somewhat Important: 27%
- Not too Important: 11%
- Not at All Important: 16%
- Don’t Know: 2%

2013:
- Very Important: 35%
- Somewhat Important: 30%
- Not too Important: 14%
- Not at All Important: 17%
- Don’t Know: 4%
Oregonians place a very high level of importance on security, but only about half are confident personal information is safely stored.

**Importance of Prioritizing Security**

- Extremely important: 64%
- Very important: 26%
- Important: 5%
- Not too important: 2%
- Not at all important: 2%
- Don't know: 1%

**Confidence that Personal Information is Secure**

- Very confident: 15%
- Somewhat confident: 40%
- Not too confident: 24%
- Not at all confident: 18%
- Don't know: 4%