



E-Government

Focus Group and Telephone Survey Research

PREPARED FOR
State Of Oregon
Department of Administrative Services

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dhm RESEARCH
DAVIS, HIBBITTS & MIDGHALL, INC.

www.dhmresearch.com

Objective

To assess the public's use of and attitudes toward the online delivery of government services to assist with planning and communications

Serve as a baseline for monitoring changes in public attitudes and behavior over time to assist with program evaluation

Focus Group Methodology

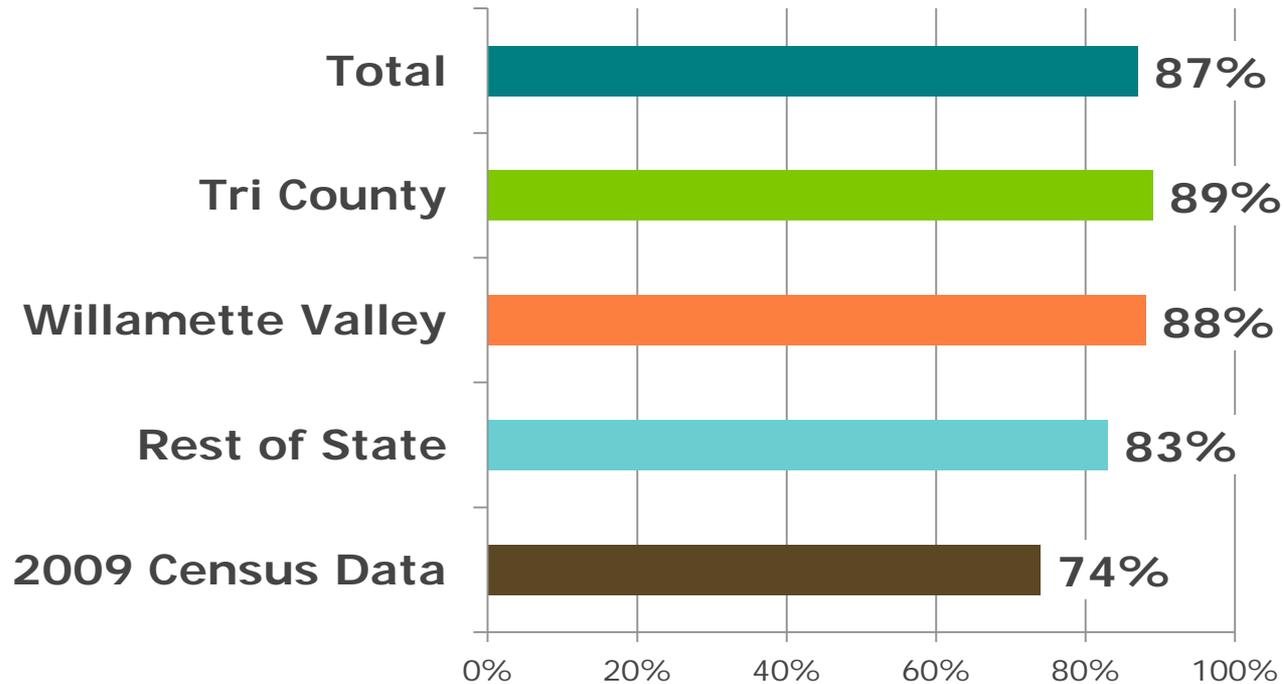
- **May 31 - June 4, 2011**
- **Three focus groups**
 - N=27 (8-10 per group)
 - Portland (May 31)
 - Medford (June 2)
 - Bend (June 4)
- **Quotas set by gender and age.** Because DAS is engaged in long-term planning for the delivery of government services, and younger people are more likely to use the Internet, the focus groups recruited relatively more young people and limited participation to those less than 55 years old.
- **Results also informed the development of the telephone survey**

Telephone Survey Methodology

- **June 20 - 24, 2011**
- **Telephone survey of Oregon residents**
 - 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**
- **Quality control measures, including callbacks and validations**
- **Margin of error +/- 1.7% (N=400; +/- 2.9%)**
- **Averaged 15 minutes in length**

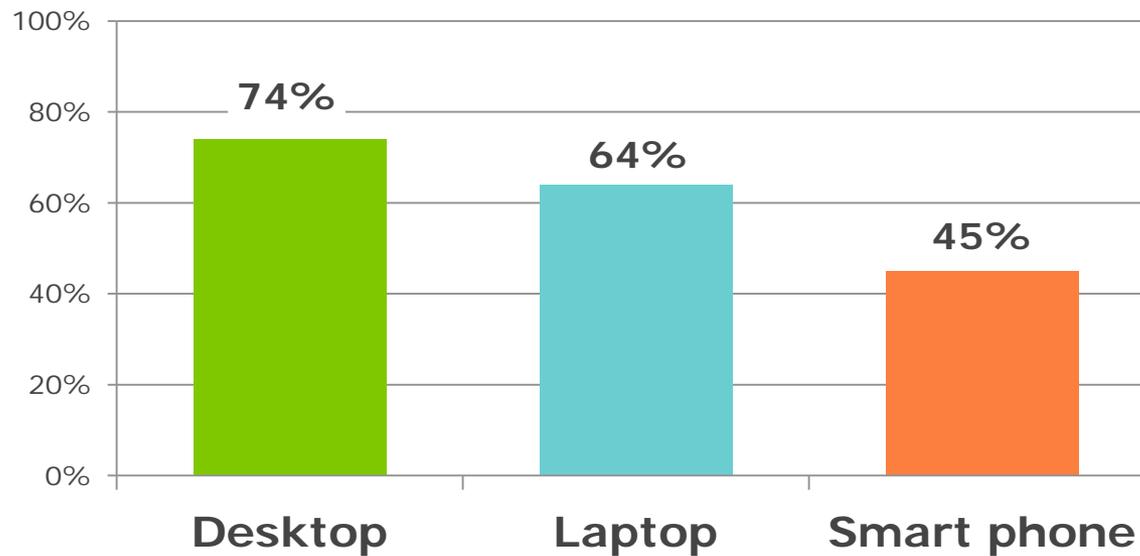
A high percentage of respondents reported having home access to the Internet.

Internet Access at Home



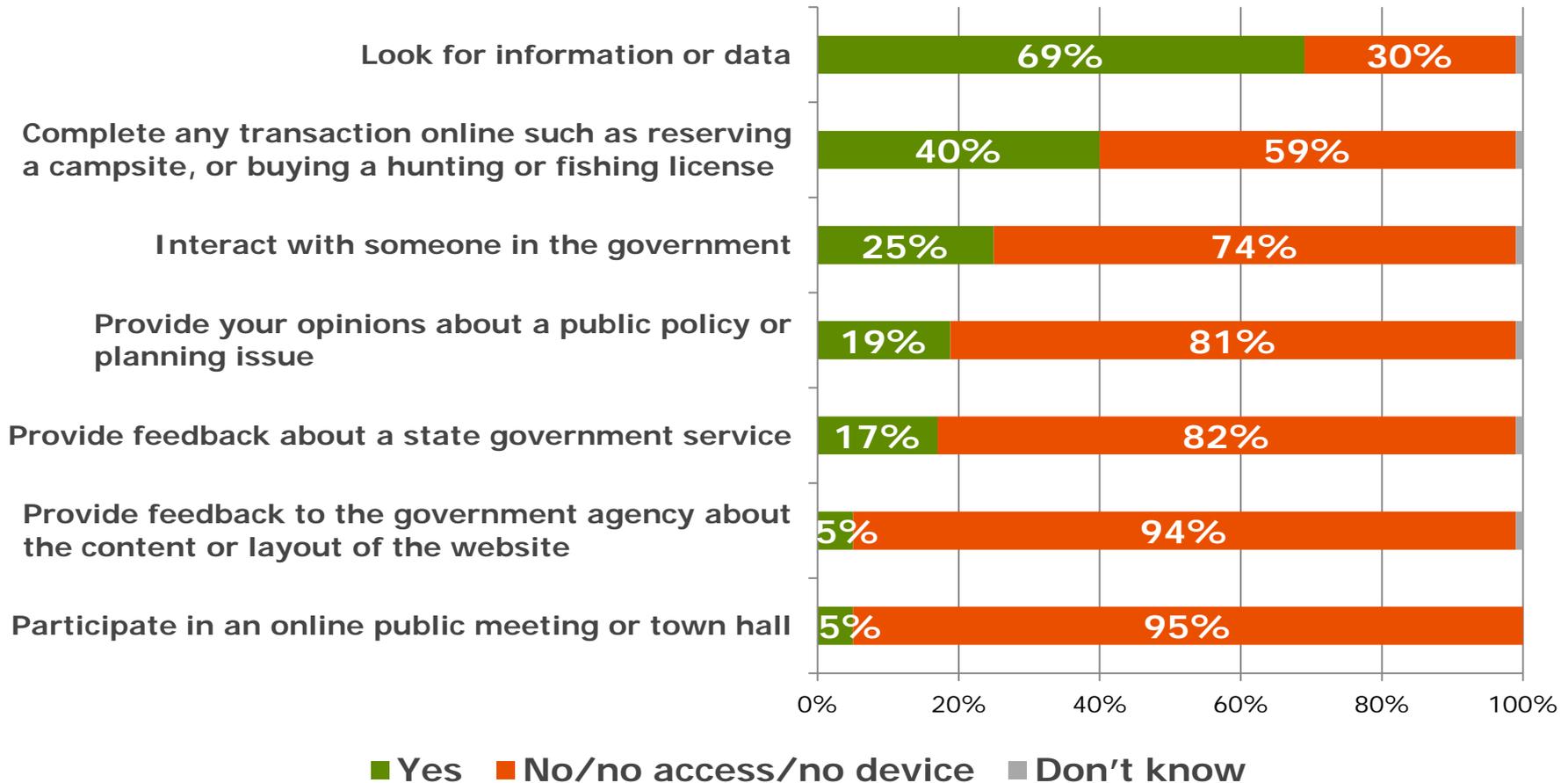
Desktop computers were the most common devices used by residents to access the Internet.

Devices Used To Connect To The Internet



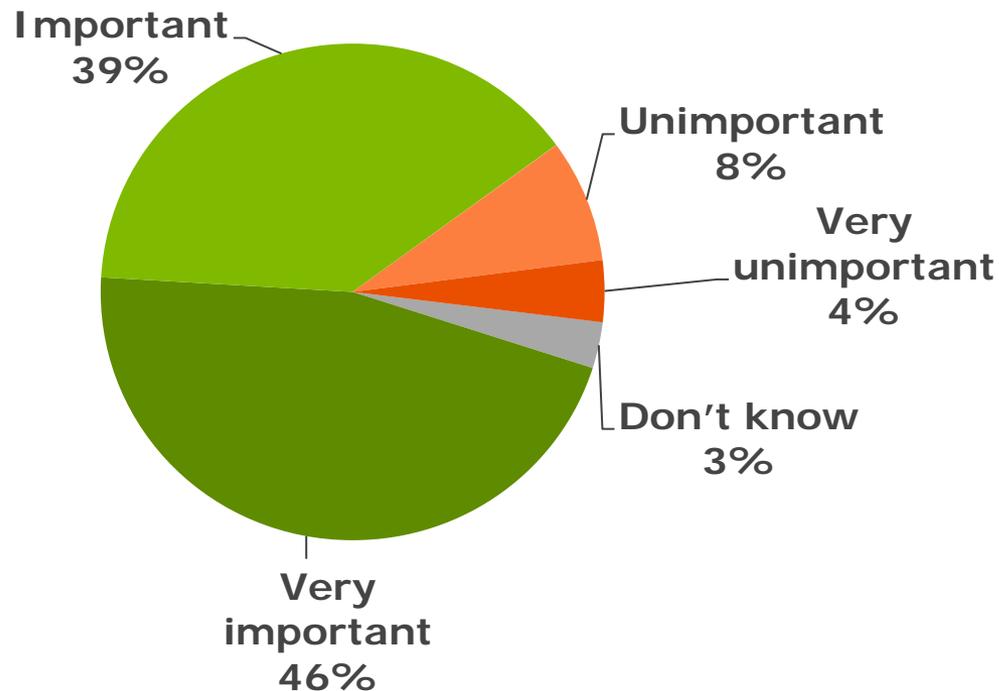
Seven in 10 had visited a State of Oregon government agency website and were looking for information or data; 4:10 to complete a transaction.

Reasons For Visiting A State Of Oregon Government Website



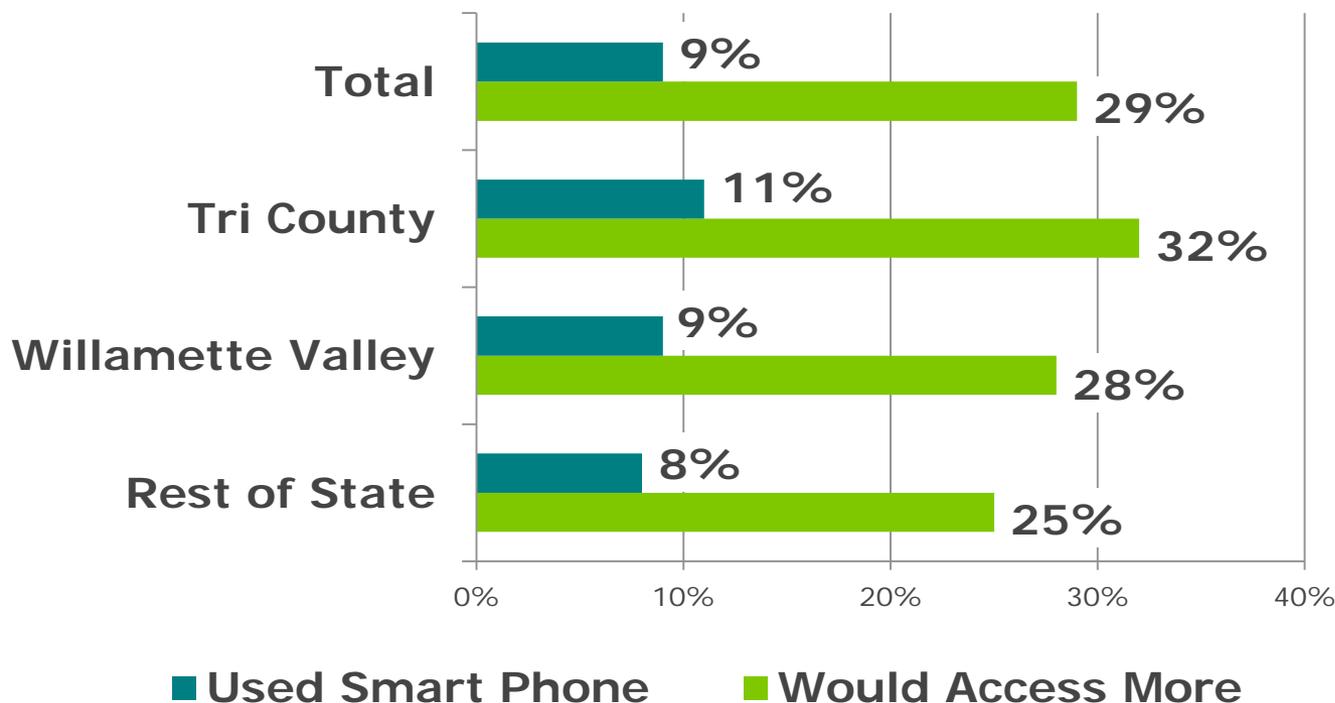
85% regard the online availability of public information, data, and services as important/very important.

Importance Of Online Availability Of Public Information And Data



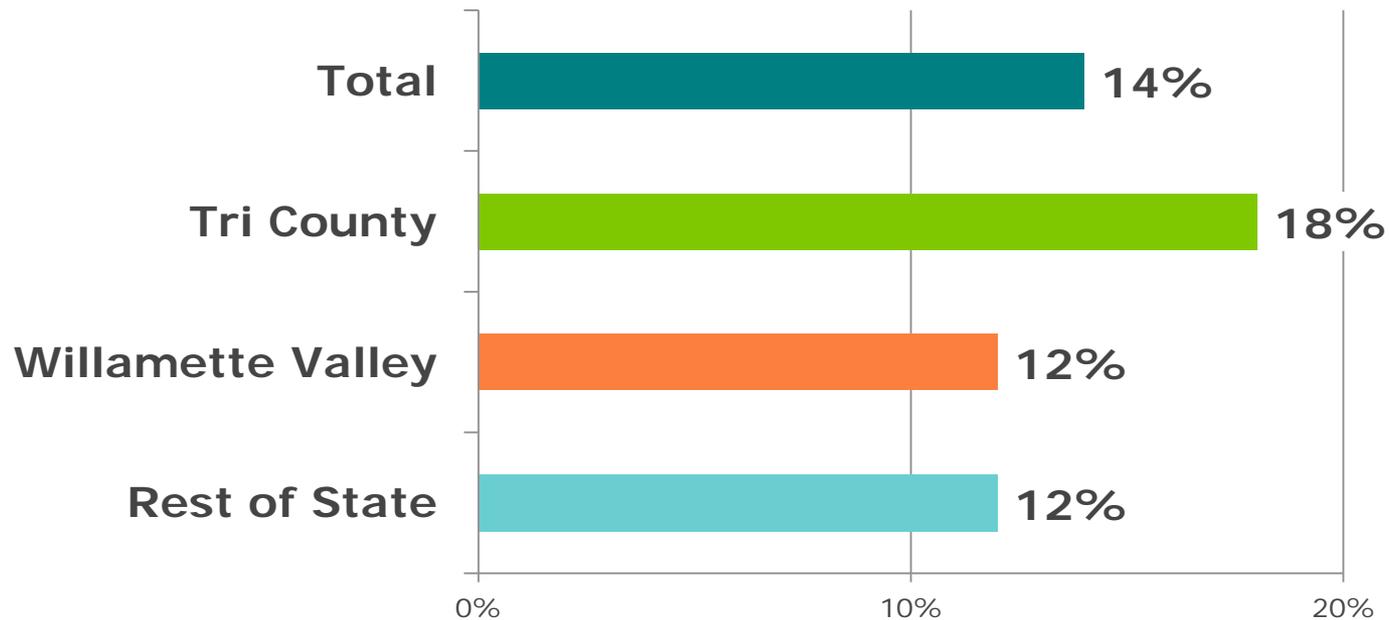
One in 10 have used smart phones to access Oregon government agency websites and 29% would access them more if the sites were smart phone friendly.

Smart Phones Usage To Access Oregon Government Services



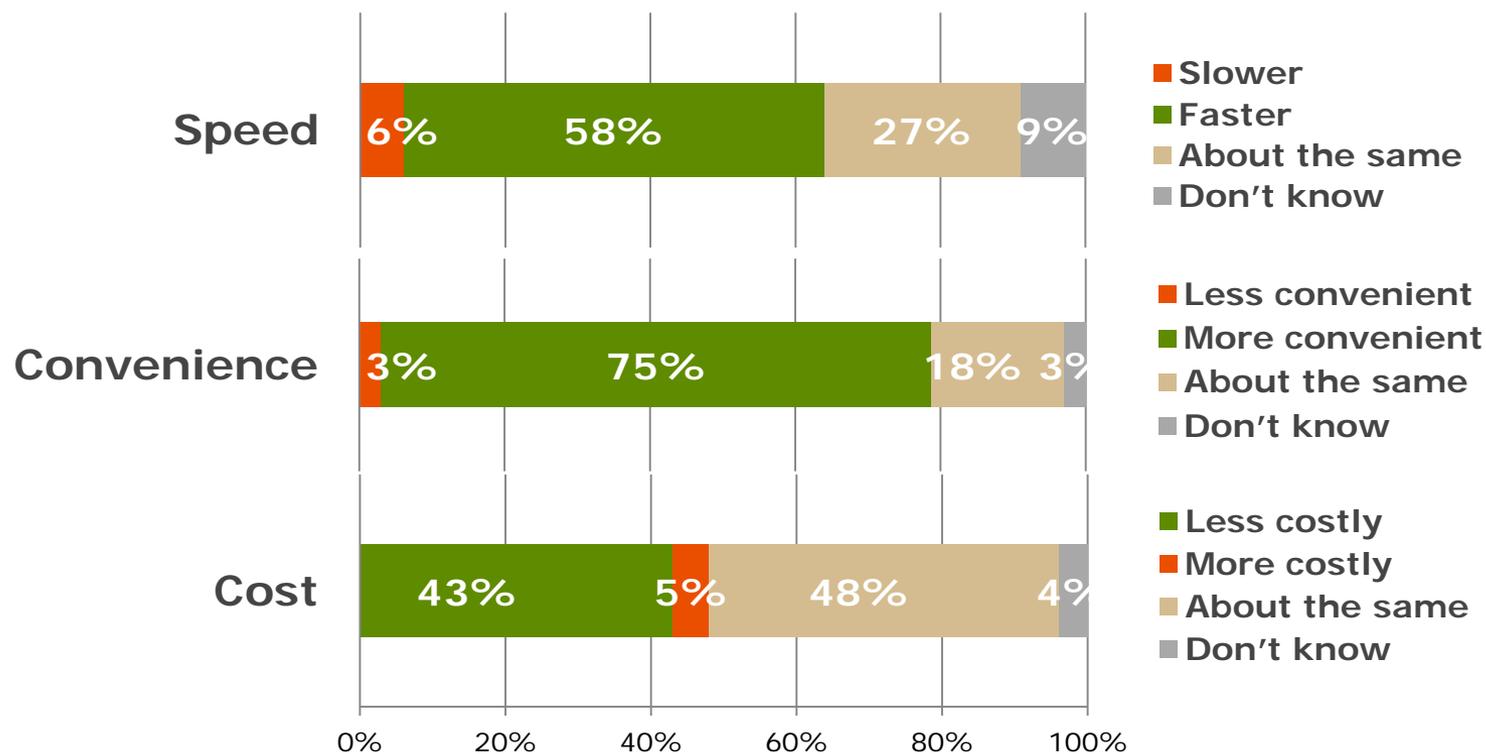
14% of respondents had searched online for a particular State of Oregon government service but could not find it.

Could Not Find What They Were Looking For (By Area Of State)



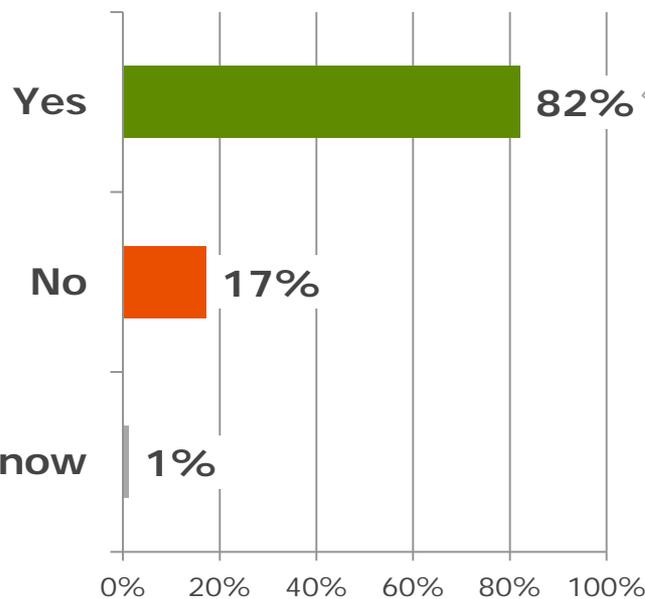
Most who had received Oregon government online services agreed they were faster and more convenient, and many thought they were less costly.

Online State Services Compared To Mail, Face-To-Face, Telephone



About half (51%) of those who recalled their last visit to a State of Oregon government agency website found it by using a search engine.

Recall Last State Of Oregon Website Visited



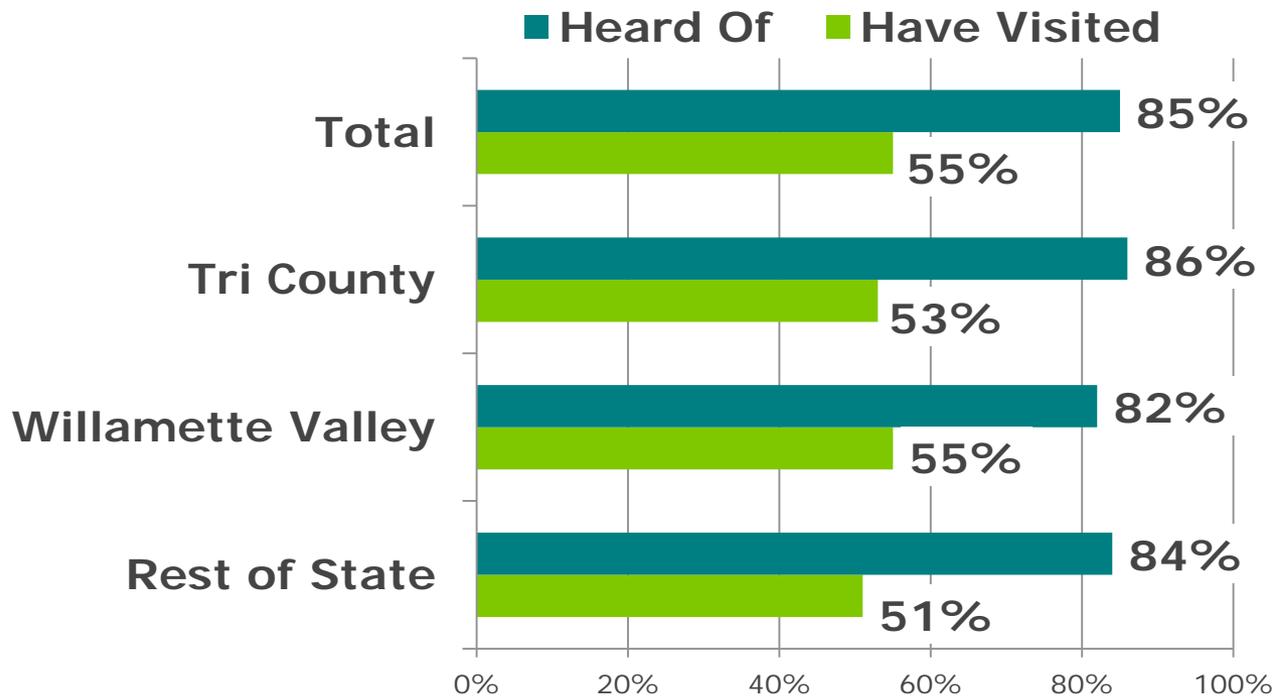
How did you know which website to go to?

Top Answers

- Search engine (Google/Yahoo) 51%
- www.oregon.gov (site /link on site) 17%
- Word of mouth 10%
- Printed media/mailings 8%
- Previous experience 8%

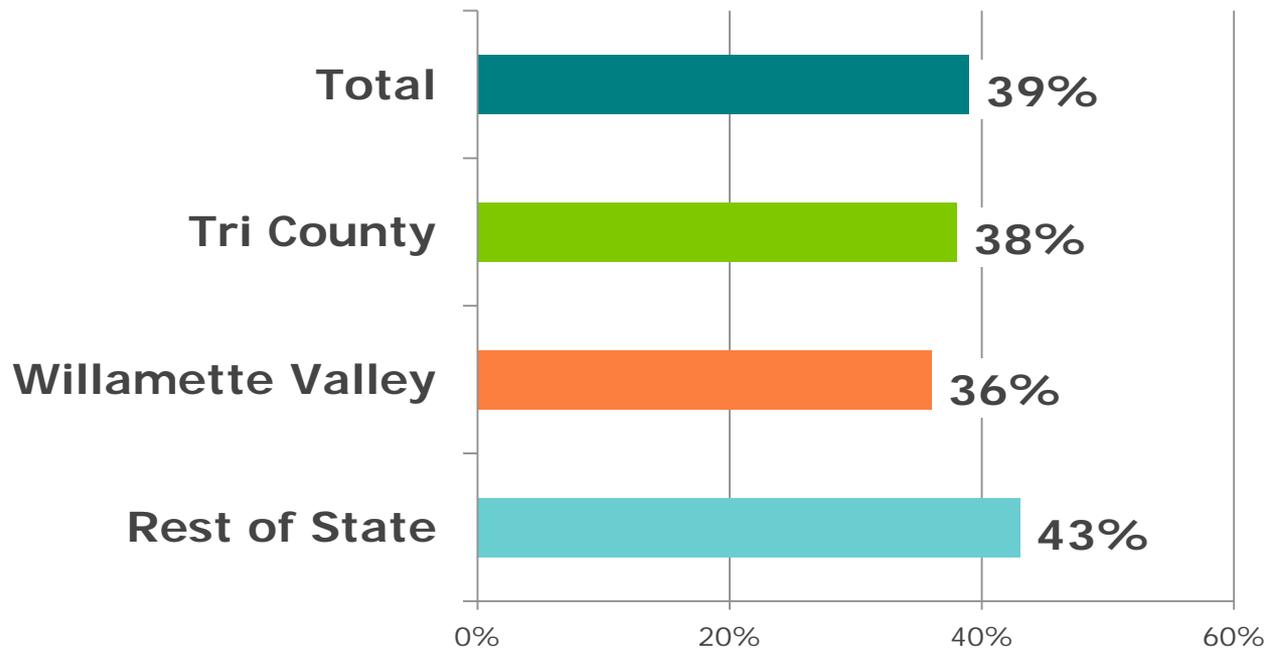
85% of Oregonians had heard of *oregon.gov*, and 55% have visited it.

Awareness And Use (By Area Of State)



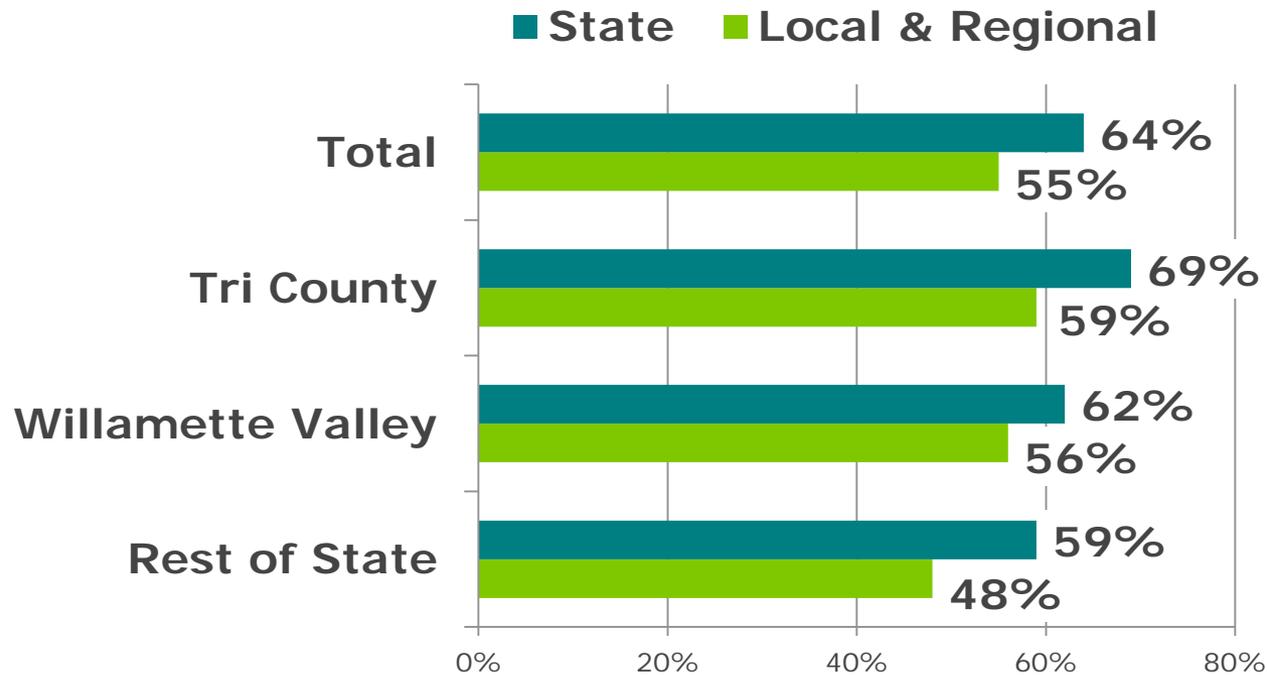
78% of those who said they had visited oregon.gov had done so more than a year ago and again within the last year. Of these, 39% thought *oregon.gov* had become more useful.

Site Became More Useful (By Area Of State)



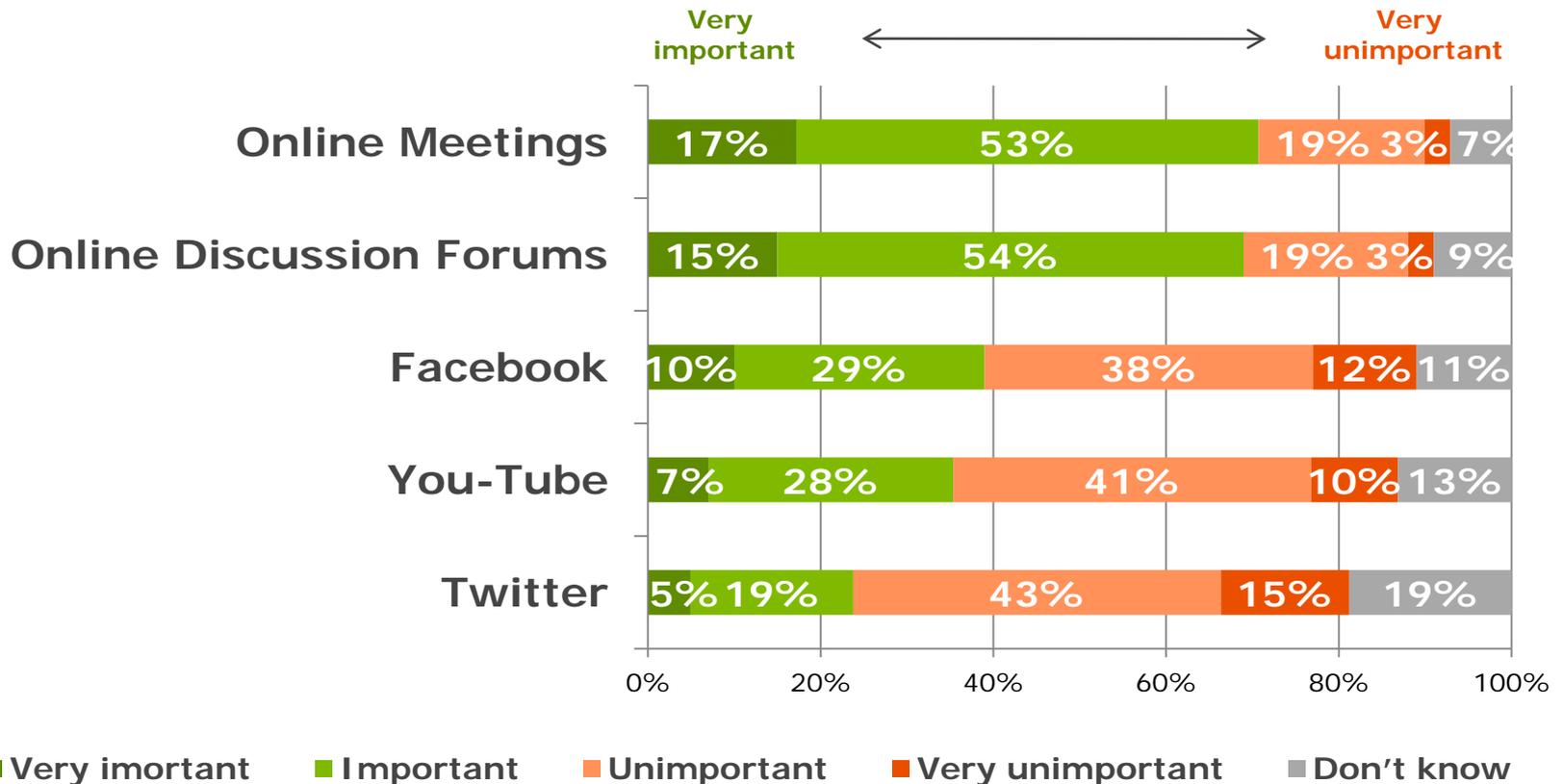
Respondents said they would like State of Oregon government agency websites to look similar and have the same features; at least a plurality in all regions wanted local and regional government websites to be similar too.

Prefer Sites To Be Similar (By Area Of State)



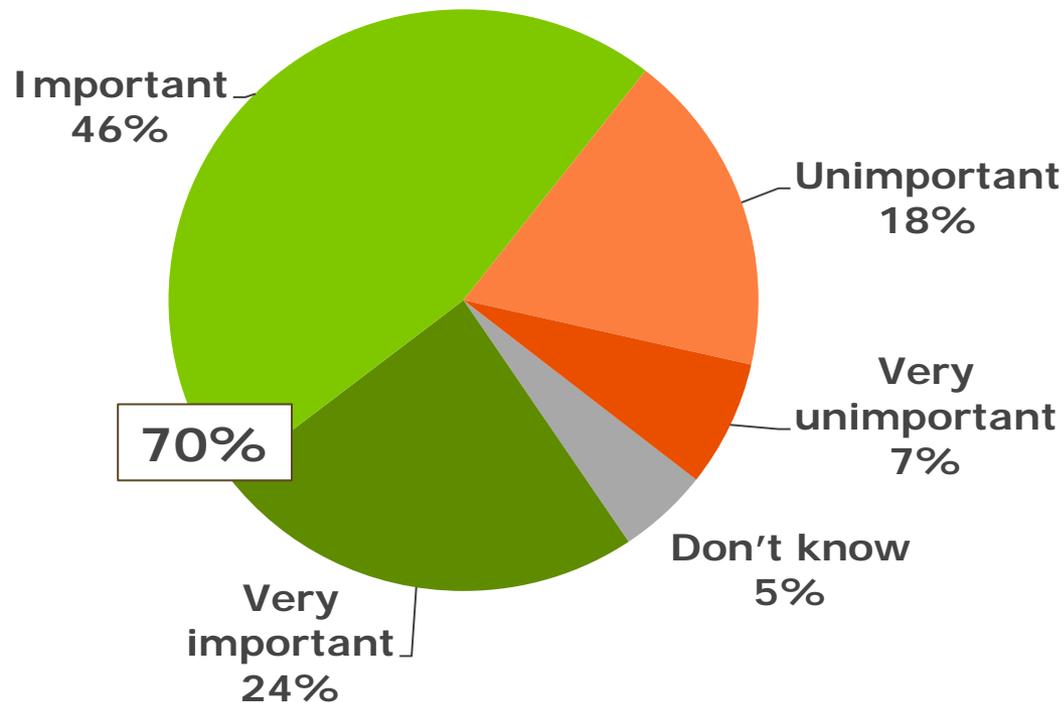
Reaching out through online meetings and discussion forums is important to residents.

Means Of Reaching Out To The Public



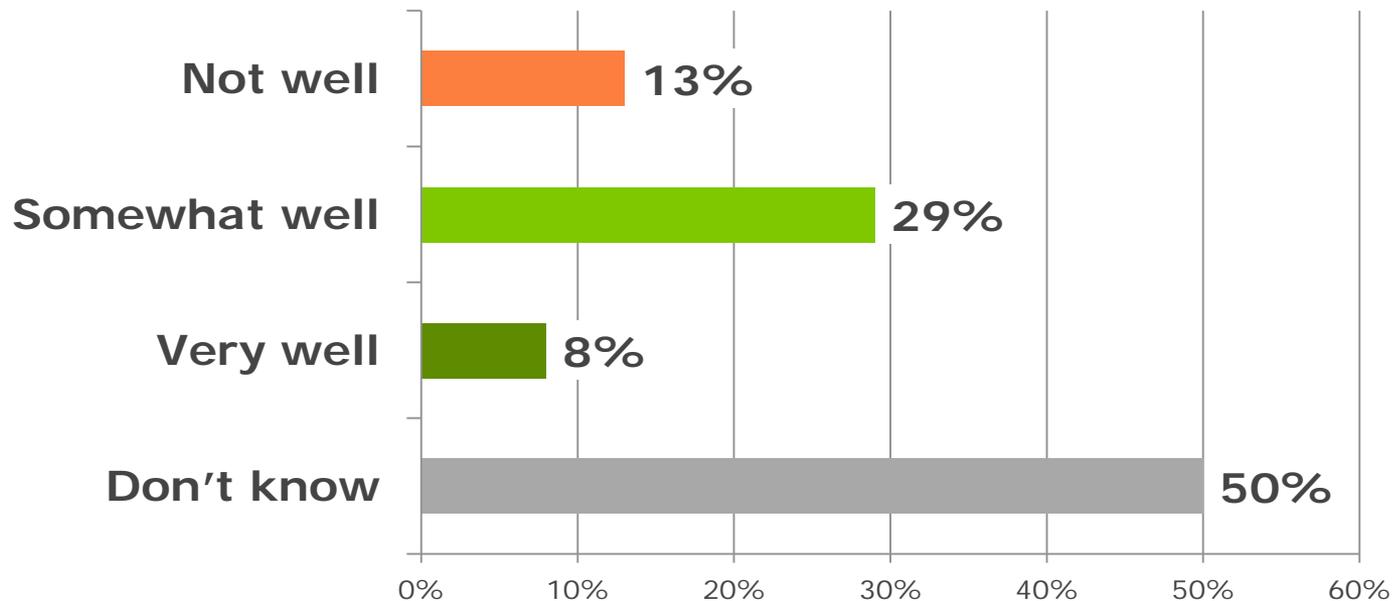
70% felt it was important/very important to enable the public to interact at public meetings over the Internet.

Importance Of Internet Option To Attend Public Meetings



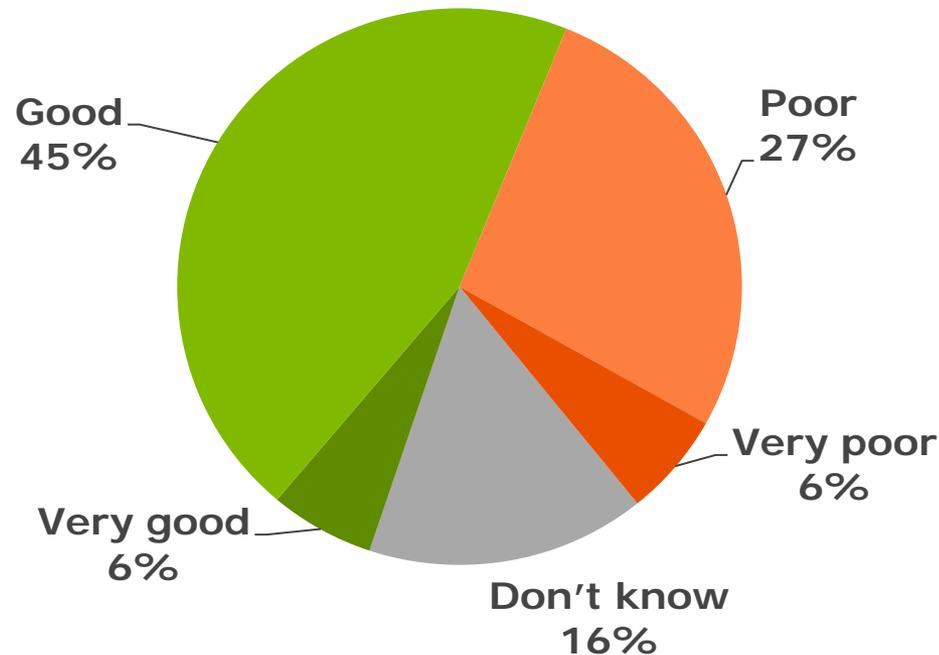
But half did not know how well the State has been doing at providing Internet access to public meetings.

States Performance At Providing Access To Public Meetings On The Internet



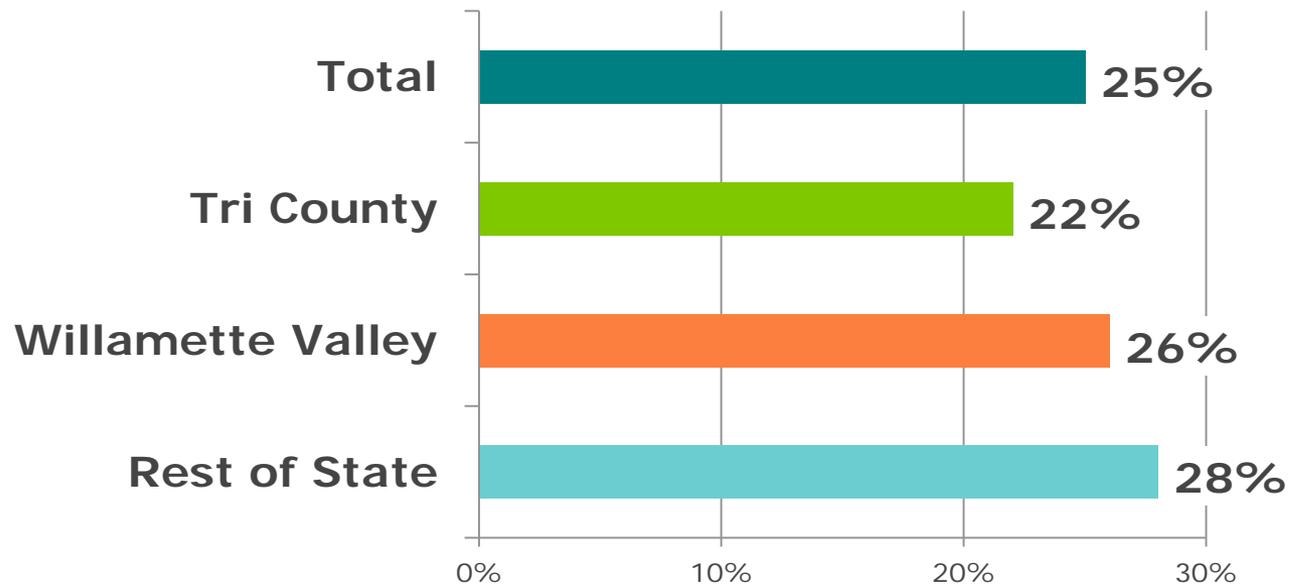
About half of respondents said the State of Oregon has done a good/very good job communicating with Oregonians about online services.

Quality Of Oregon's Communication About Online Services?



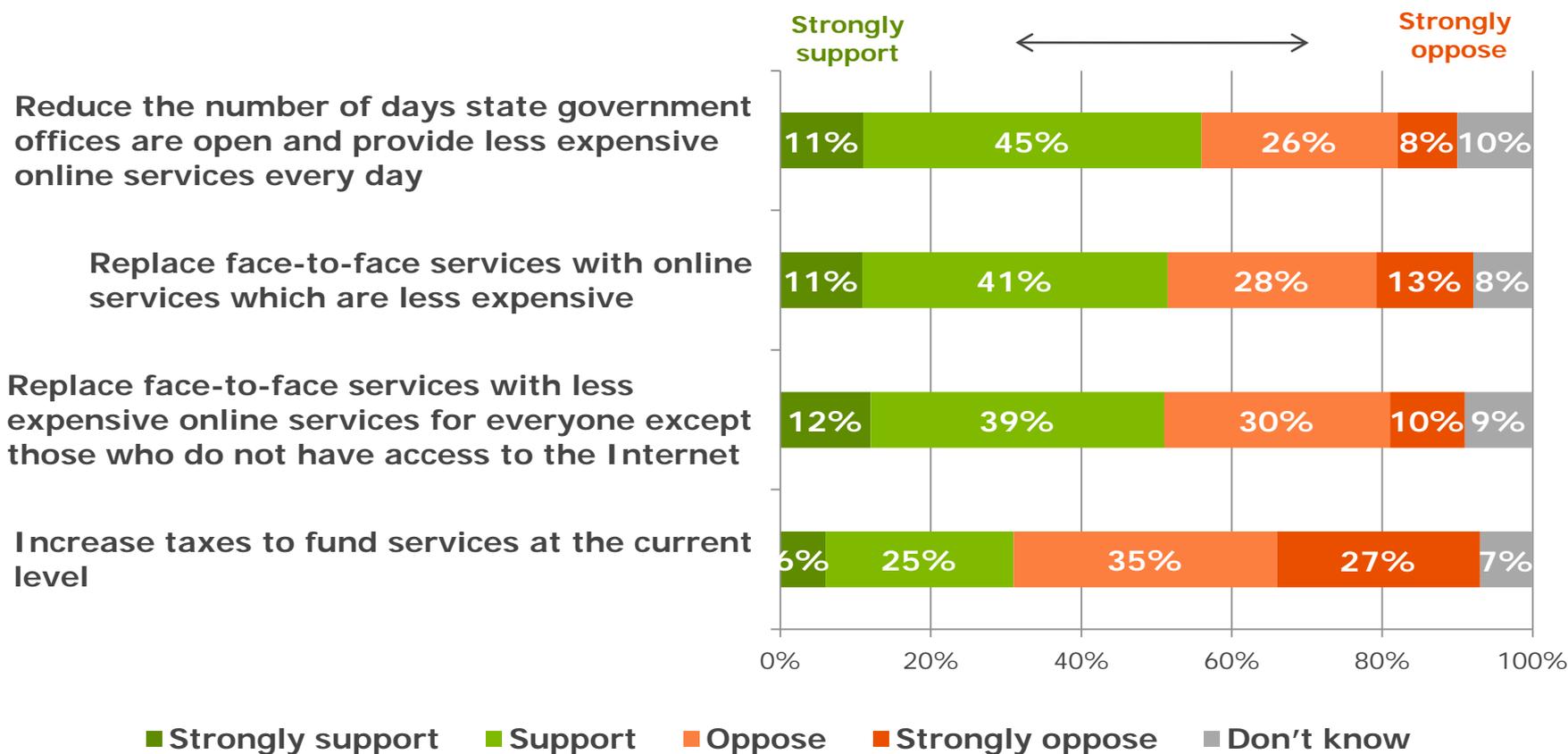
Only a quarter of respondents had seen advertising or promotion relating to State of Oregon online services.

Have Seen Advertising About State Of Oregon Online Services (By Area Of State)



To reduce Oregon's budget deficit, cutting back office days and replacing face-to-face services with online services were more popular than increasing taxes.

Options For Reducing Oregon's Budget Deficit



Concerns about e-government included security, impersonal, equity of access, and possible loss of jobs.

"My only concern is for the people who don't have or can't afford internet access to get the information they need in order to qualify for government assisted programs." – Portland

"Make them user-friendly." – Portland

"It's easier to steal information. I prefer to deal with people face-to-face." – Medford

"Security. There are always brilliant minds out there that can 'break' into any system." – Medford

"I believe the government could lose touch with its people, when they're put in place to serve." – Bend

"It's taking jobs from people." – Bend





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