

**Oregon E-Government Program  
& NICUSA  
2022 Benchmark Survey Report**

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# Executive Summary

## Purpose:

The purpose of this research is to better serve Oregonians by providing information about end-user experience with State of Oregon online resources to the E-Government Program. The findings are intended to support decision making and planning of the Program by highlighting findings in the areas of access and interaction behavior, user experience and satisfaction, communication preferences, as well as perceptions of trust and security.

## Background:

A survey of 1,200 Oregonians was completed in February – March 2022. The survey asked about the respondents' experiences using online resources, specifically resources of the State of Oregon. The survey also included demographic questions so that more a detailed understanding of differences in access or experience could be explored. However, there were also some under-represented groups, including those who identify as an immigrant, refugee or asylee as well as those who speak a language other than English. While much was learned through this process, the research also highlighted areas where further information is required.

## Key Findings:

- 1. Online government services and resources are crucial to Oregonians, and mobile resources are becoming more important.** A large proportion of Oregonians have access to the internet (98.2% of respondents) and many (77.7% of respondents) report interacting with online State resources in the past year. In particular, smartphone resources such as apps are becoming increasingly important for online service delivery.

Ensuring that state resources are accessible using a smartphone is not only broadly beneficial, but may also aid some of the groups where differences in experience were noted, such as those reporting an annual income of less than \$25,000 and those with youth in the household.

Based on the high rate of smartphone adoption and the reported high use of this technology to complete tasks online, continued investment in mobile accessibility is recommended.

**2. There exists a “digital divide” in Oregon that requires further characterization and mitigation.** Not all Oregonians report having access to the internet to the same degree. Lower income respondents (92.3% report access) and those with a member of their household currently experiencing any barrier to accessing State of Oregon information online (94.9%) reported lower levels of internet access. Further information is need to better understand how to ensure more uniform accessibility.

**3. Although many respondents reported positive experiences with State of Oregon online resources, some groups reported proportionally more difficulty.** People with disabilities as well as people with a member of the household experiencing a barrier to access reported proportionally more difficulty in a number of the survey areas, including:

- People with disabilities experienced more difficulty in finding information, making an online payment, and applying for assistance or benefits.
- People with a member of the household experiencing a barrier to access experienced more difficulty in finding information and applying for assistance or benefits.

Consider gathering additional feedback about what would make online resources more navigable for those expressing difficulty, particularly the process of applying for assistance or benefits. Feedback from people with disabilities and people with a member of their household experiencing a barrier to accessing resources online would be particularly beneficial.

**4. The business community reported more difficulty fulfilling a State of Oregon requirement.** Among people fulling a requirement, 44% of those who reported that the requirement was for business- or work-related purposes found this task difficult. This survey did not intentionally seek to understand the unique needs and experiences of those in the business community, but additional research specific to this community may help improve the experience.

Additional data collection with the business community may also be beneficial due to the unique needs of this population and the multiple ways in which they interact with state resources.

**5. There were under-represented groups identified among survey respondents, requiring specific outreach efforts.** Immigrants, refugees, and asylees as well as people who speak a language other than English were under-represented among survey respondents compared to their state populations.

Additional information from immigrants, refugees, and asylees as well as those who speak a language other than English would provide much needed insight into the experience of these groups. Modes of collecting this information in languages other than English would be particularly beneficial.

# Introduction

The E-Government Program of the State of Oregon is a critical resource for connecting residents, visitors, and businesses throughout the state to online resources available through the State of Oregon. As the role of technology as a means of connecting with resources continues to grow over time, the E-Government Program has a desire to incorporate feedback from end-users into their decision-making processes to more effectively serve the community. The E-Government Survey is one way to incorporate feedback from Oregonians directly into the process.

The 2022 E-Government Survey was intended to update and revise the previous program survey. The previous survey had been utilized by the Oregon E-Government Program for 10 years and was not updated during that time. As a result, the survey was less relevant for programmatic needs due to the changing nature of e-government operations. In order to better understand the needs and opinions of people in Oregon as they relate to the E-Government Program, an update to the survey was required.

## Changes to the Survey

**1. Updating the survey sample.** Similar to prior surveys, a sample of 1200 respondents was drawn from the Oregon population (see the 'Data Collection Process' section of this report for more detail of the sampling approach). This sample was distributed between three geographic regions: the Tri-County Area (Clackamas, Multnomah, and Washington counties), the Willamette Valley (Benton, Lane, Linn, Marion, Polk, and Yamhill counties), and the rest of the state. Historically, the 1200 survey respondents were distributed equally among these three regions, with 33% of the sample or approximately 400 respondents from each of the three regions. However, this approach resulted in areas with larger populations, such as the Tri-County Area being underweighted in comparison to their total proportion of the state population. In order to correct this, the three regions were proportionally sampled based on the proportion of the state population that resides in each of the three areas. The final survey sample was selected from the three regions, as shown in Table 1.

**TABLE 1: NUMBER OF RESPONSES AND PROPORTION OF TOTAL SAMPLE, BY REGION.**

<b>Region</b>	<b>Number of Respondents</b>	<b>Proportion of Sample</b>
Tri-County Area (Clackamas, Multnomah, and Washington counties)	521 Respondents	43.4%
Willamette Valley (Benton, Lane, Linn, Marion, Polk, and Yamhill counties)	326 Respondents	27.2%
Counties in the rest of the state (other than Tri-County or Willamette Valley regions)	353 Respondents	29.4%
Total across three regions	1,200 Respondents	100%

**2. Updating the demographics of interest.** A second change that was implemented in this survey was a more in-depth examination of the demographic information of respondents included in the survey.

First, the demographics included in past surveys (gender, age, ethnicity, education and income) were examined against the known population from the U.S. Census (2021, QuickFacts: Oregon) in order to determine the representativeness of past samples. While most demographic attributes were within  $\pm 3\%$  of the state proportion based on the Census, Hispanic, Spanish or Latino respondents were underrepresented by approximately 8%. Thus, an additional quota was added in the most recent survey to ensure that higher representation of Hispanic, Spanish, and Latino respondents was included in the final sample. As a result, 13.5% of the final sample who answered this question identified as Hispanic, Spanish, or Latino (158 respondents).

Second, in the past ten years, demographic categories have shifted. For example, in 2017 the State of Oregon added an additional gender category, non-binary, for its citizens to use on state identification documents. In order to reflect current state practices, the following changes were made:

- Gender - The question which asked about the respondents' gender was updated to include the non-binary response category. The survey instructions were also updated so that the respondent answered this question themselves as opposed to the interviewer filling in this information based on observation. This practice is more aligned best practices for collecting demographic information (Fernandez et al., 2016).
- Race and Ethnicity - Hispanic, Spanish or Latino identity was included as one response option under race in previous survey iterations. For the 2022 survey, this response category was split-out into a separate question to more appropriately allow respondents to identify their Hispanic, Spanish or Latino ethnicity as well as their race.

Additional race categories were also added to better reflect the diversity of Oregon. Changes included separating Asian and Pacific Islander categories, adding Alaska Native and Native Hawaiian options, and adding a multi-racial option. This change allows for a more accurate understanding of survey participants' identities.

Third, there was important demographic information that was not asked about in prior surveys but may be important to understanding the needs of the community. The new demographic questions that were added to this year's survey are questions about: disability status, languages spoken in the home, immigrant, refugee, or asylee status, number of people in the household and whether youth are present in the household.

**3. Integrating best practices for survey administration.** In addition to the changes to the sample selection procedure and demographic information, the survey was also revised to incorporate best practices in survey design. Some questions were moved within the survey to help with survey flow or to reduce bias in responses. For example, the respondents' perspective on online security was asked near the beginning of the survey so that they are not yet thinking specifically about the State of Oregon. Other questions were removed entirely based on known biases in question format. For example, the question from previous surveys, "The State of Oregon prioritizes its budget and staff resources for online services. Please tell me which of the following is closest to your opinion about how the State should prioritize securing residents' personal information so it is not vulnerable to hackers compared to improving the services provided to residents," presents respondents with a false dichotomy. As a result this question was removed. See Appendix I for a list of prior and current survey questions along with the rationale for changing or moving the question.

**4. Updating the survey questions.** Some of the changes made include updating the survey to be more relevant to today's online space. Technology has changed since this survey was originally designed ten years ago. Therefore, some outdated technology-based questions were removed or updated while new questions, such as questions about the role of social media, were added.

The survey was also updated so that the results would be more directed toward decision making and action-based responses. For example, follow up questions were included when respondents engaged in a particular online activity. When respondents indicated that they went online to fulfil a requirement, they were asked if the task was personal, business or work related, or both as well as if they felt the task was very difficult, difficult, fairly easy or very easy. This question structure allows us to not only understand what tasks respondents engaged in, but also about their experience completing those tasks.

Questions were updated so that respondents were asked only about activity in the past year, rather than their total experience with the State of Oregon website. This ensures that we are collecting information about the current state website, rather than an experience that occurred in the distant past. Of course, the survey still relies on people's memories of their experience which may not always be accurate. However, it is believed that a memory of the past year, would be more accurate than longer periods of recollection.

In addition, the survey organization was reframed to be clearer about survey focus areas. The practice of identifying survey focus areas helps to ensure that the survey is applicable to decision making in specific areas. The survey focus areas are:

- Access & Interaction Behavior
- User Experience and Satisfaction
- Communication Preferences
- Trust and Security

Finally, this survey is designed to be a starting point for future research. While this survey is designed to offer actionable insights, there may be information that leads to more questions. For example, if there is a difference in access between people who identify as having a disability compared to those who have not identified as having a disability, follow-up questions might be (a) why are we seeing this difference? and (b) what resources might help alleviate this difference? This survey was designed in such a way so that we might identify these areas which require further research to answer additional questions.

**5. Keeping what's working to examine trends over time.** Not all of the past information or approach was necessary to change. The sample size of 1200, for example, was appropriate to the level of confidence required of the data and allows for greater comparability to past surveys where questions did not change. Additionally, some questions were kept in order to determine change over time. For example, the question, "Do you have access to the internet through a computer, smartphone, or tablet device at your home?" remained unchanged and trends can be examined over time using data from past surveys. The questions which remained unchanged are also documented in Appendix I.





# Data Collection Process

## Timeline and Purpose

Data were collected between February 23, 2022 and March 3, 2022 by a third-party firm, DHM Research (DHM). While DHM conducted the primary data analysis, the secondary data were also provided to the Portland State Research team for additional analyses. DHM also assured data quality and control measures were in place at the time of sampling.

The survey was conducted in order to assess the experience of Oregonians with the Oregon E-Government Program in the areas of access and interaction behavior, user experience and satisfaction, communication preferences, and trust and security. When calling respondents, the DHM data collector explained to the participants the purpose of the study and when the survey was taken online, the purpose of the survey was provided in written form. The survey took approximately 15 minutes to complete.

Most of the questions from the cross-sectional survey were quantitative in nature, with respondents answering questions using a Likert scale or a yes/no response. However, a small percentage of questions allowed for open-ended responses. Respondents were also asked about various identities (demographics) in order to assess any difference across demographic groups. In cases where respondents were able to select multiple responses for a single question, percentages may add up to more than 100%.

## Sample Selection

Respondents were selected by either random selection from voter registration lists or by random number dialing. Respondents were contacted using multiple methods (phone interview or text message with link to online survey). Of the 1200 total responses, 600 respondents (50.0%) were contacted by telephone (298 via landline and 302 via cellphone) and completed the survey with a live interviewer and 600 (50.0%) respondents were contacted with a text message that included a link to take the survey online. The mix of telephone and text allowed the survey to reach people who may have limited access to or preferences for a particular technology (e.g., people who do not answer phone calls from unknown numbers, but will respond to a text message; people who do not have access to a cell phone but have a landline, etc.).

## Survey Quotas

There were four quotas used in the collection of the survey data in order to assure a more representative sample. There were quotas in place based on age, geographic location, sex, ethnicity. The age quota was unchanged from prior studies and assured a distribution of respondents from various ages.

**Geographic Location:** Since this survey was an update to a prior survey, the same categories for geographic quotas were chosen for this year's survey to maintain consistency. The participants were from three locations: Tri-County area (Clackamas, Multnomah, and Washington counties), Willamette Valley (Benton, Lane, Linn, Marion, Polk, and Yamhill counties) and Rest of State. Although using the same location categories, quotas were updated to be proportional with Oregon population (rather than equally distributed across these three geographic areas). The final survey resulted in 43.4% (n = 521) of the sample from the Tri-County area, 27.2% (n = 326) from the Willamette Valley, and 29.4% (n = 353) from the rest of the state.

**Gender:** An adjustment was made to the quota for gender to ensure alignment with current state categories (male, female, and non-binary). The quota for male and female respondents was a range between 48% and 52% of the sample. This allowed for flexibility in the quota to provide necessary inclusion of the non-binary responses. The responses from the survey fell within the expected range, including 585 (48.8%) males, 585 (48.8%) females, 5 (0.4%) non-binary, and 25 (2.1%) don't know or decline to state.

**Ethnicity:** Hispanic, Spanish and Latino respondents were underrepresented in past surveys. Thus, a new quota was added for ethnicity to reduce the risk of significant bias in this field. The U.S. Census (2021) estimates that 13.4% of Oregonians are Hispanic or Latino. With the introduction of this new quota, the sample was more representative of this group than in the past (13.5% of respondents identified as Hispanic, Spanish or Latino; n=158).

**About the Survey Sample**

The final sample included 1200 Oregonians from across the state. The sample size is sufficient to assess opinions generally, and allows a review by multiple subgroups including age, gender, geography, race, and ethnicity. However, since the results are based on a sample of the population, rather than the population as a whole, there exists a margin of error. If compared with the entire population, there is a 95% likelihood that the responses would fall within the range represented by the margin of error. The margin of error for each geographic area is shown in Table 2, below.

TABLE 2: NUMBER OF RESPONSES AND MARGIN OF ERROR FOR EACH GEOGRAPHIC AREA.

Geographic Area	Number of Responses (Percent of Sample)	Margin of Error
Tri-county area	521 (43.4%)	±4.29
Willamette Valley	326 (27.2%)	±5.43
Rest of the State	353 (29.4%)	±5.22
Total	1,200 (100%)	±2.83

Table 3 shows the sample by gender, age, and education. Overall, males and females had a similar distribution across age and education categories. In general, there was lower representation among respondents reporting a 4-year degree or above. Across all genders, The most frequent level of education reported was a 2-year degree (35.4%), followed by a high school diploma (32.1%).

**TABLE 3: PERCENT AND NUMBER OF RESPONDENTS BY GENDER, AGE AND EDUCATION LEVEL. \*\***

		<b>Female</b>	<b>Male</b>	<b>Non-binary*</b>
<b>Age group</b> <b>(n = 1175)</b>	18–24	6.5% (n =77)	5.7% (n =67)	<5
	25–34	8.7% (n =102)	9.1% (n =107)	<5
	35–54	16.7% (n =196)	17.6% (n =207)	<5
	55–64	6.5% (n =77)	5.7% (n =67)	<5
	65+	11.3% (n =133)	11.6% (n =136)	<5
<b>Highest level of education</b> <b>(n = 1158)</b>	Less than high school	0.6% (n =7)	<5	<5
	High school diploma/GED	15.4% (n =178)	16.6% (n =192)	<5
	Some college/2-year degree	18.8% (n =217)	16.5% (n =191)	<5
	College degree/4-year degree	7.9% (n =92)	8.6% (n =99)	<5
	Graduate/professional school	7.5% (n =87)	7.3% (n =85)	<5

\*Responses less than 5 not shown to protect confidentiality. There were 5 non-binary respondents across all age and education groups.

\*\*Missing responses are not included in the table.

While this survey was conducted in English, several respondents reported speaking a language other than English regularly. The list of languages include: African languages (not specified), Arabic, ASL/Sign, Cantonese, Chinese, Croatian, Danish, Dutch, English, French, German, Hawaiian, Hebrew, Igbo-Nigerian, Indigenous Language, Italian, Japanese, Korean, Mandarin, Norwegian/Norsk, Pilipino/ Bisaya, Polish, Romanian, Russian, Spanish, Swiss German, Tagalog, Ukrainian, and Vietnamese.

The largest income group (19.0%; n = 178) were those who earned between \$50,000 and \$74,999.99, followed closely by the participants with incomes \$150,000 or more (18.0%; n =169) and those with income between \$75,000 and \$99,999.99 (17.6%; n =165).

On the other hand, only 9.4% (n = 88) of the sample reported incomes less than \$25,000. Compared with the data from the 2020 inflation-adjusted state estimate from the American Community Survey, the state population with a household income of less than \$25,000 is 17.3% (U.S. Census, 2020), indicating our sample was slightly over-represented at the higher levels of income. The full distribution of annual income is included in Table 4.

**TABLE 4: INCOME DISTRIBUTION OF RESPONDENTS (N = 937).\***

<b>Less than \$25,000</b>	<b>\$25,000 to less than \$50,000</b>	<b>\$50,000 to less than \$75,000</b>	<b>\$75,000 to less than \$100,000</b>	<b>\$100,000 to less than \$125,000</b>	<b>\$125,000 to less than \$150,000</b>	<b>\$150,000 or more</b>
9.4% (n =88)	15.5% (n =145)	19.0% (n =178)	17.6% (n =165)	12.0% (n =113)	8.5% (n =80)	18.0% (n =169)

\*Missing responses are not included in the table.

Finally, race and ethnicity were collected as two separate questions – one question for race and another for Hispanic, Latino or Spanish ethnicity. The race question allowed respondents to select all that apply. The majority of respondents, identified as White/Caucasian (75.9%). The second largest group was Hispanic, Latino or Spanish respondents (13.5%).

Table 5, on the following page, shows the comparison of this survey with the 2021 American Community Survey (ACS) estimate (U.S. Census, 2021). The participants' race and ethnicity proportions generally align with the data from the 2021 ACS estimates. The representation of American Indian or Alaska Native and Black or African American is higher in the E-Government Survey than in the ACS estimate, indicating a slight over-representation.

**TABLE 5: RACE AND ETHNICITY OF RESPONDENTS COMPARED TO U.S. CENSUS ESTIMATES BASED ON THE 2021 AMERICAN COMMUNITY SURVEY (2021 ACS).**

	<b>2022 E-Government Survey*</b>	<b>2021 ACS</b>
<b>American Indian or Alaska Native</b>	5.2%	1.8%
<b>Asian</b>	3.3%	4.9%
<b>Black or African American</b>	5.5%	2.2%
<b>Hispanic, Latino, or Spanish</b>	13.5%	13.4%
<b>Multiracial</b>	2.7%	4.0%
<b>Native Hawaiian or Pacific Islander</b>	0.4%	0.5%
<b>White or Caucasian</b>	75.9%	75.1%**
<b>Other</b>	0.2%	

\*This was a multi-select question, totaling more than 100%.

\*\*ACS estimate for White alone, not Hispanic or Latino (U.S. Census, 2021).

While analyzing results by all demographic variables, it was also noted that immigrants, refugees, and asylees were underrepresented in our sample.

- Approximately 9.8% of Oregon identifies as foreign born (U.S. Census, 2021)
- Only 2.4% (n = 27) of our sample identified as an immigrant, refugee, or asylee.

While we do see some differences in terms of internet access (4% of immigrants, refugees or asylees report no access in their home); more information is needed to understand the needs of this population due to the small sample size.

Additionally, 17.7% (n = 149) of the sample under age 65 identified as having a disability (19.0% of the sample of all ages, n = 208). This level of representation was higher than the 2021 ACS estimate of 9.9% of the population under 65 (U.S. Census, 2021). This may indicate higher levels of representation in our sample, but caution should be used due to the historic under-reporting of disability information.

## **Limitations**

While measures have been taken to adjust survey questions for clarity, there is also a possibility that some questions may be misinterpreted, which would result in some inaccuracies in the answers received. The survey is also limited in its representation of non-English speakers because it is conducted in English only, with no other language or translation options available. Additionally, people who are not registered to vote and/or people who do not have access to a phone are also likely under-represented based on the sampling approach.

# Survey Results

The findings are divided into 4 sections: (1) access and interaction behavior, (2) user experience and satisfaction, (3) communication preferences, and (4) trust and security. These sections align with the primary concepts used in the survey development. A brief description of each section is provided at its beginning, along with a list of the relevant survey questions. This is followed by the section findings. Data is reported as percent of valid responses, excluding those who skipped or did not answer the question. All analyses were completed with weighted data to better represent the state of Oregon’s demographics (weight variable provided by DHM) and are significant at the .05 alpha level where group differences are noted.

## Section 1: Access & Interaction Behavior

The purpose of this section is to collect background information in order to better understand if there are any access disparities amongst Oregonians. It also provides us with information regarding who has had experience using the State of Oregon’s online resources (website, applications, or social media), which can then be used to evaluate their online experience.

### Questions in this section include:

#### Access

- Do you have access to the internet through a computer, smartphone, or tablet device at your home?
- If you do not have access to the internet at your home from a computer, smartphone, or tablet, do you have access at a library, friend’s house, the office, or somewhere else?
- In general, what type of device do you use to complete tasks online?
- Is there any member of your household who is currently experiencing a barrier to accessing State of Oregon information online?
- What type of barrier or barriers are limiting access?

#### Interaction Behavior

- In the past year, have you visited the State of Oregon Website or used a state application, such as Trip Check?
- In the past year, have you visited a State of Oregon social media page (such as Twitter, YouTube, or Facebook)?

### Internet Access:

Overall, many Oregonians have access to the internet. The results of the survey indicate that 97.7% of participants had access to the internet through a computer, smartphone, or tablet in their home. An additional 0.5% stated that they had access to the internet somewhere other than their own home. In total, 98.2% of participants had access to the internet either in their

home or elsewhere. This has increased slightly since the 2019 survey, which reported 95% of respondents had access.

However, not all respondents had access to the internet at the same rate. Groups experiencing lower rates of internet access include:

- Those reporting an annual income of less than \$25,000 (92.3% report having internet access)
- Those with a member of the household who is currently experiencing a barrier to accessing State of Oregon information online - including technology barriers, barriers due to disabilities, and/or barriers due to language (94.9% report having internet access)

### Device Preference:

In addition, a high percentage of participants reported using a smartphone to complete tasks online. Figure 1 shows the percentage of respondents who reported using smartphones (43.1%; n = 499), laptop computers (32.5%; n = 376), desktop computers (16.6%; n = 192), and tablets (7.9%; n = 92) for completing actions online. While smartphones are the most frequently used device, computers are still the most common overall, the combination of laptop computers and desktop computers is 49.1% (n = 569).

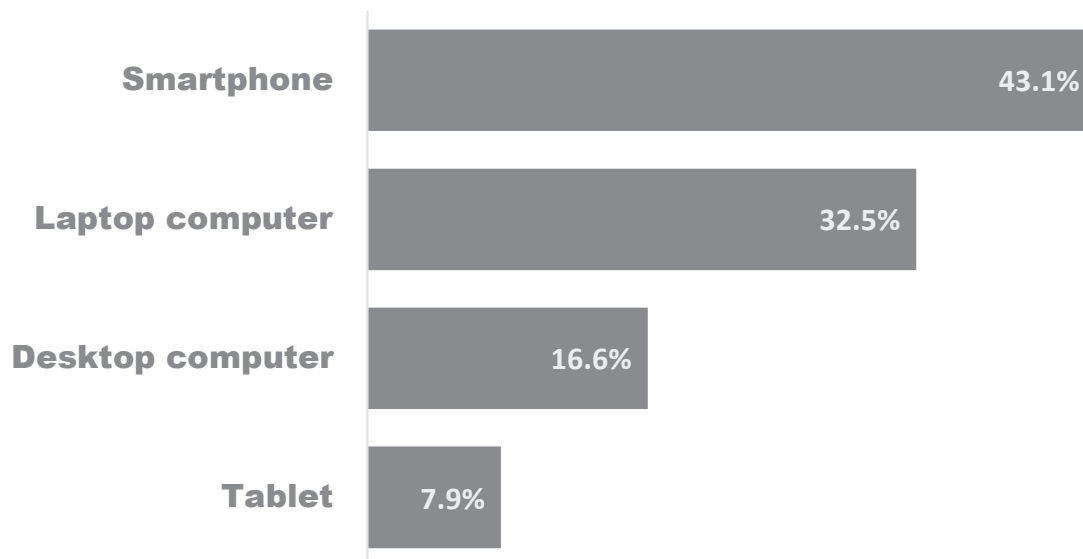


FIGURE 1: DEVICE GENERALLY USED TO COMPLETE TASKS ONLINE.

Smartphones have become increasingly popular devices to complete tasks online as the technology available for smartphones becomes increasingly sophisticated. Given the high proportion of respondents reporting using smartphones to complete online tasks, the importance of assuring that State resources are usable for both computer and smartphone users is critical.

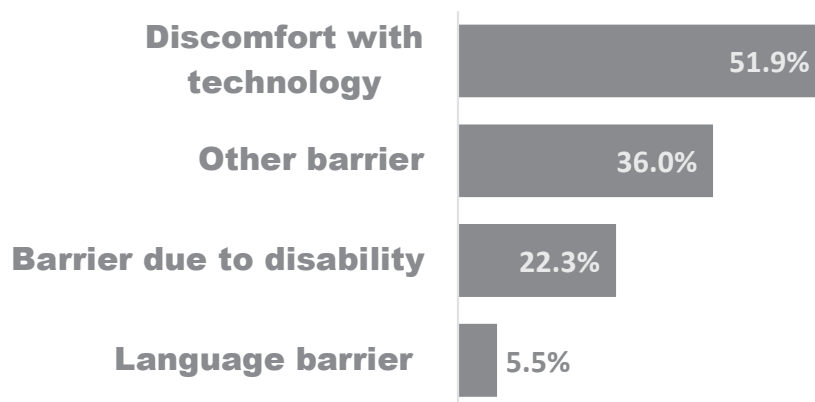
It was found that those who report using a smartphone to complete tasks online were also more likely to report a member of the household experiencing barriers (52.8% reported using a smartphone; n = 57). Respondents were asked about the type of barrier, including discomfort with technology, disability, language, or other. In addition, those using smartphones were also more likely to report having a disability (49.3%; n = 99) as well as more likely to have an annual income of less than \$25,000 (54.3%; n = 44). Respondents using a smartphone were also more likely to have youth in their household (53.0%; n = 142).

The importance of smartphones owes not only to the overall high use of this type of device, but also the relatively high use of smartphones for several groups which report either less access to the internet or more difficulty in completing tasks online. This indicates that smartphones may be a particularly important device for those experiencing barriers to accessing state resources.

### **Barriers to access:**

When asked if any member of the household was experiencing a barrier to accessing the State of Oregon website, 11.1% (n = 118) of respondents indicated that there is a member of the household experiencing a barrier. As shown in

Figure 2, the most commonly reported barrier was discomfort with technology (51.9% of those experiencing a barrier; n = 61), followed by other (36.0%, n = 42), disability (22.3%, n = 26), and language (5.5%, n = 6). Respondents could select multiple responses for this question, resulting in a total percentage greater than 100%. For respondents who answered ‘other’, open-ended responses indicate that one additional barrier may be economic. Additionally, it should be noted that since this survey was conducted in English, those who primarily speak a language other than English are likely underrepresented in the sample.



**FIGURE 2: BARRIERS REPORTED AMONG RESPONDENTS INDICATING THAT A MEMBER OF THEIR HOUSEHOLD EXPERIENCES A BARRIER TO ACCESS (N = 118)**



## Interaction Behavior:

When looking at interaction behavior in the past year, 72.9% (n = 846) of participants reported visiting the State of Oregon website or using a state application such as Trip Check in the past year. However, only 28.8% (n = 333) reported visiting a State of Oregon social media page in the past year. Importantly, there was large crossover between these two groups, and only 5.4% of respondents used only social media. Those who visited a social media page were more likely to be female (34.2% of female respondents, compared to 23.5% of male respondents) and report a gross annual income of \$50,000 or less (38.9%).

Those who used a State of Oregon resource (website, application, or social media) were more likely to live outside of the Tri-County or Willamette Valley areas. As shown in Figure 3, while 83.9% of respondents (n = 296) from the rest of the state reported using an online state resource, respondents from the Willamette Valley and Tri-County areas reported slightly lower use rates, 77.3% (n = 252) and 71.6% (n = 373) respectively.

Additionally, participants who did not use any online State resource, were more likely to report a gross annual income of less than \$25,000 (28.6% did not use any state resource, compared to 18.2% among people with income greater than \$25,000). This may indicate a difference in accessibility based on income. However, the sample of respondents in this income bracket was relatively small, so caution should be used in drawing conclusions.

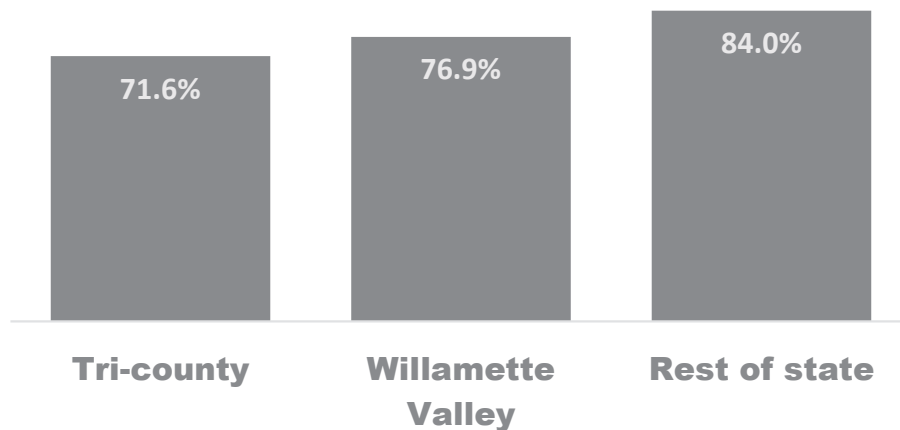


FIGURE 3: PERCENT OF RESPONDENTS WHO REPORTED USING STATE ONLINE RESOURCES IN THE PAST YEAR.

## Section 2: User Experience and Satisfaction

This section determines the purpose of the user's visit to the State of Oregon website and what services they are seeking. After determining the purpose of their visit, the relative difficulty in completing the task was ascertained. In some instances, additional follow-up questions were asked, described below.

### Questions in this section include (along with their follow-up questions):

- In the past year, have you **gone online to look for information** from the State of Oregon (such as to look for health insurance information, download forms, review data, or find agency contact information)?
  1. Did you look for the information by going directly to a state resource, such as Oregon.gov, or did you use an alternative resource such as a search engine?
  2. Were you able to find the information you were looking for?
  3. Would you say finding this information was very difficult, fairly difficult, fairly easy, or very easy?
  4. If not successful, do you recall what you were searching for?
- In the past year, have you **used online resources to fulfil a State of Oregon requirement** (such as getting a camping permit, renewing your license, or completing a registration)?
  1. Did you go online to fulfil a work-related requirement, a personal requirement, or both work and personal?
  2. Would you say navigating the online state resources to find information about this requirement was very difficult, fairly difficult, fairly easy, or very easy?
- In the past year, have you **made an online payment** to the State of Oregon (such as paying taxes, fees, or a fine)?
  1. Were you able to complete your transaction?
  2. Would you say completing the transaction was very difficult, fairly difficult, fairly easy, or very easy?
- In the past year, have you **made an appointment online** with a State of Oregon government office (such as an appointment time with the DMV)?
  1. Would you say making the appointment was very difficult, fairly difficult, fairly easy, or very easy?
- In the past year, have you **participated in an online townhall or public meeting** with the State of Oregon?

- In the past year, have you **applied for a job** with the State of Oregon?
  1. Would you say the application process was very difficult, fairly difficult, fairly easy, or very easy?
- In the past year, have you **applied online for assistance or benefits** through the State of Oregon (such as unemployment, food benefits, WIC, or Oregon Trail Card)?
  1. Would you say finding online information about assistance or benefits was very difficult, fairly difficult, fairly easy, or very easy?
  2. Would you say navigating the online state resources to find information about assistance was very difficult, fairly difficult, fairly easy, or very easy?
- If you completed another task online with the state of Oregon, how would you describe that task?

### Use patterns:

First, to understand general use patterns, the relatively frequency of each of the queried activities (e.g., In the past year, have you applied online for assistance or benefits through the State of Oregon?) was examined. The proportion of respondents participating in each of these activities is shown below, in Figure 4. Although the prior survey asked whether the respondent had ever participated in the activity, in this year’s survey, respondents were asked if they had engaged in the activity in the past year.

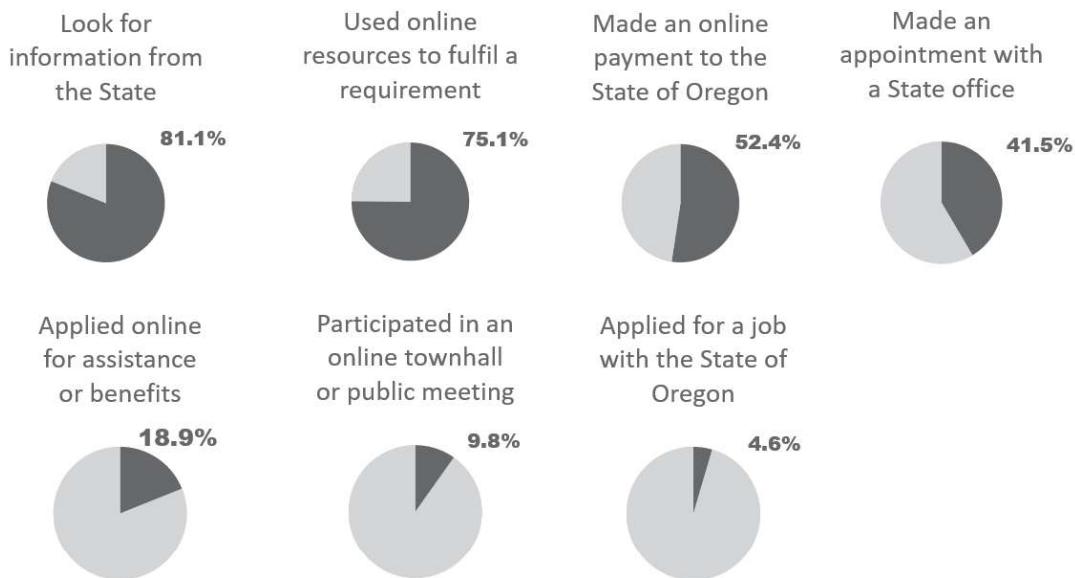


FIGURE 4: PROPORTION OF RESPONDENTS ENGAGING IN EACH ACTIVITY IN THE PAST YEAR.

Despite reducing the period of recollection, we saw increased proportion of respondents indicating that they participated in some activities, including looking for information (increasing from 67% in 2019 to 81.0% in 2022), fulfilling a requirement (increasing from 53% in 2019 to 75.3% in 2022), and making an online payment (increasing from 37% in 2019 to 52.7% in 2022).

An additional activity was added to the survey this year in response to the service being made more widely available. Respondents were asked if they made an appointment online with a State of Oregon office. Many participants (41.5%, n = 391) indicated that they did use this service in the past year. The large number of respondents who indicated they made an appointment online may be due to the relatively frequency of interaction with DMV resources by the public and the fact that the DMV adopted online appointments during this time.

In addition, although not a new question, it was hypothesized that there may also be greater attendance at virtual meeting or townhall events due to COVID-19. In this year’s survey, 9.9% (n = 93) of respondents reported attendance. This is in-line with what has been reported in the 2019 survey (10%). Thus, it does not appear that COVID-19 has affected the overall attendance in these virtual spaces.

**User Experience:**

In addition to asking whether people had participated in a particular activity, the survey also asked people about their experience completing those tasks. For example, people who said that they had made a payment online in the past year, were also asked if completing the transaction was very difficult, fairly difficult, fairly easy, or very easy. Figure 5 shows the distribution of responses on this scale for each activity type. The number of responses varies for each question since the level of difficulty was only asked where respondents reported participating in the activity.

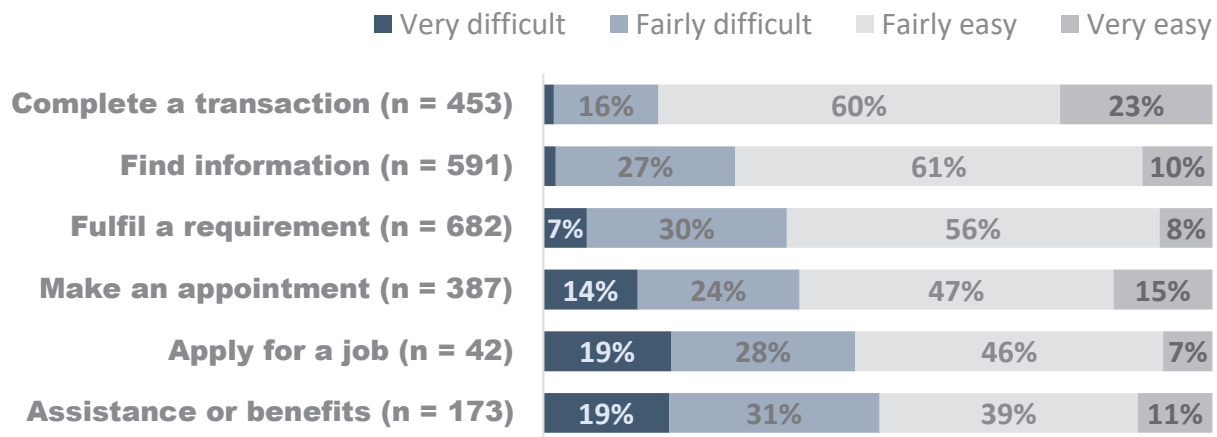


FIGURE 5: LEVEL OF EASE COMPLETING EACH OF THE ONLINE ACTIVITIES

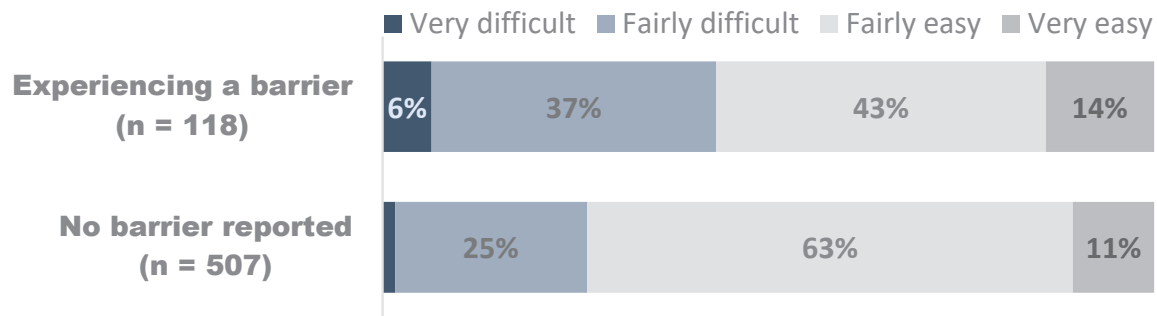
The majority of respondents found making payments (83%) and finding information (71%) fairly easy or very easy. Given the frequency of respondents reporting participating in these activities in the past year, this is a positive finding for the E-Government program. On the other hand, applying for a job and applying for assistance or benefits were the most challenging tasks reported by respondents, with 53% and 40% respectively finding these tasks fairly easy or very easy.

**Look for information from the State of Oregon online:**

In general, respondents indicated that they were able to find the information they sought (83.5% success rate). This high rate of success was consistent for many groups when we looked at the data by demographic groups (e.g., gender, race, ethnicity, age).

However, respondents who reported that a member of their household experiences a barrier to access (including disability, language, discomfort with technology, or other barrier), reported less overall success in finding information (61.8% success rate).

Additionally, those respondents with a member of their household experiencing a barrier to access also reported experiencing more difficulty in finding the information, even if they were ultimately successful (see Figure 6). There was not enough information to determine if a particular barrier was the contributing factor.



**FIGURE 6: RESPONDENTS WITH A MEMBER OF THE HOUSEHOLD EXPERIENCING A BARRIER TO ACCESS WERE MORE LIKELY TO FIND LOOKING FOR INFORMATION DIFFICULT.**

Similarly, respondents with disabilities reported less overall success in finding the information they were looking for (76.9% success rate). Respondents with disabilities also expressed higher difficulty finding information compared to those who reported no disability (see Figure 7).

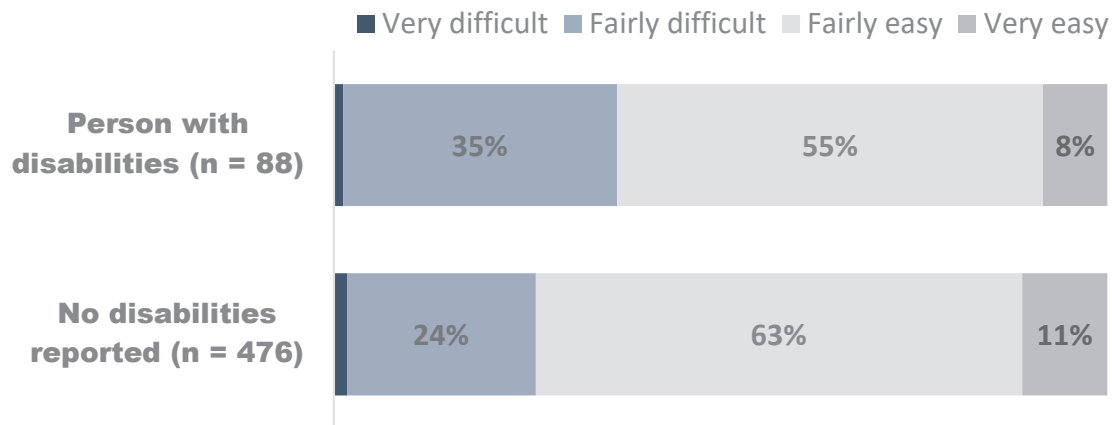


FIGURE 7: RESPONDENTS WITH A DISABILITY WERE MORE LIKELY TO FIND LOOKING FOR INFORMATION DIFFICULT.

A number of follow-up questions were asked of respondents who had reported looking for information from the State of Oregon in the past year. One follow-up question was about how the respondent started their search. 64.0% of respondents stated that they started their search on the State of Oregon website, while 36.0% of respondents indicated they started their search using an alternative search platform (e.g., from a search engine).

This questions about where the search was begun was asked of respondents to explore the question: do respondents starting their search from different platforms (starting with the government site v. alternative site) have a different likelihood of success in finding the information they seek? Results indicate that there was not a difference in successfully finding what was being searched. Among people who reported starting with the government site, 83.2% were successful. While among those who reported starting with an alternative site, 84.4% were successful.

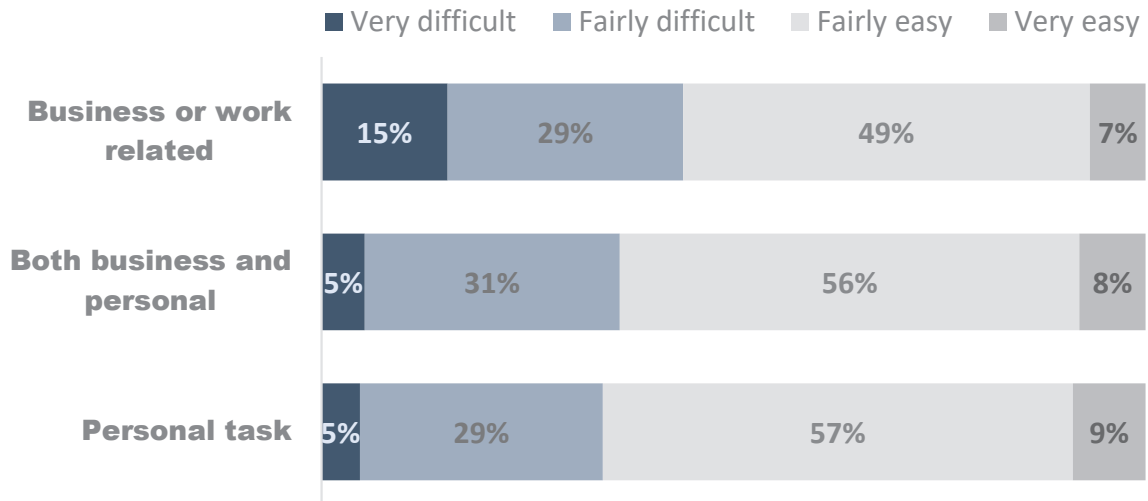
Finally, for those who were unsuccessful in finding what they were searching for, they were asked a follow-up question about what they were unable to find. Overall, 16.5% (n = 117) of people said they could not find the information for which they were looking. Respondents indicated that they were trying to find:

- DMV information (including information about registration and forms)
- COVID-19 (including information about mask mandates, vaccines, reporting violations, dashboards/data, and unemployment related to COVID)
- Information about candidates/legislators (including information about candidate stances, and legislative representative information)

- Healthcare information (including how to change care networks, Medicare, finding caregivers or providers, and questions about their health plan)
- How to find an update on their case (including court cases and petitions)
- Business information (such as records or tax information or how to pay registration)
- Contact information for a department or agency
- Information about a license (including learning standards or requirements, codes and rules, the status of a license, and updating a license)
- Assistance and benefits (such as assistance with rent or utilities, SNAP, unemployment benefits or changes)
- Tax information (including general information and how to e-file)
- Weather or environmental information

**Used online resources to fulfil a State of Oregon requirement:**

Overall, 63.7% of respondents said it was fairly easy or very easy to fulfil a requirement, and only 7.9% found this activity very difficult. However, those who tried to fulfil a work- or business-related requirement were more likely to say this task was very difficult. As shown in Figure 8, 15% found this task very difficult and 29% found it difficult. This indicates that the business community may have different needs when it comes to fulfilling requirements and additional research is required to understand those unique needs.



**FIGURE 8: RESPONDENTS FULFILLING A REQUIREMENT FOR BUSINESS OR WORK PURPOSES FOUND THE TASK MORE DIFFICULT THAN THOSE WHO FULFILLED A PERSONAL REQUIREMENT.**

### **Made an online payment to the State of Oregon:**

The majority of participants reported that they were able to successfully complete their payment transactions (96.1%). Overall, respondents reported that making an online payment was the easiest task to complete, 82.8% indicated that this task was fairly easy or very easy.

Groups that seemed to experience somewhat more difficulty were: respondents who identified as Hispanic, Spanish, or Latino (90.2% were successful; 79.0% said the task was fairly easy or very easy) and respondents who identified as having a disability (91.6% were successful; 83.2% said the task was fairly easy or very easy). While these groups reported lower overall success rates and slightly more difficulty, these results are still overall fairly favorable (high success rate and more than 75% of respondents indicating this task was fairly easy or very easy).

### **Made an appointment online with a State of Oregon government office:**

Respondents were asked in this year's survey if they made an online appointment. This question was in response to some of the service delivery changes that were made during the COVID-19 pandemic. Overall, 41.5% of respondents said that they made or attempted to make an online appointment with the State of Oregon in the past year.

There was also a related research question proposed about whether or not this service may impact people differently depending on their geographical location. Given the distance people in some areas of the state travel to reach state offices (particularly in rural communities), there may be more demand for appointment times rather than drop-in services depending on where the respondent resides.

While further research is needed to confirm this finding, there may be some evidence that those in rural areas request appointments more frequently. People in the Willamette Valley were least likely to say they requested an appointment (36.7%), compared to 42.1% for people in the Tri-County area, and 44.8% for the rest of the state which includes the most rural areas of the state. There was also a relatively high rate of people requesting an appointment who have youth in their household (53.9% requested an appointment).

### **Applied online for assistance or benefits through the State of Oregon:**

Overall, this activity was reported as the most challenging for respondents. Among respondents who said they applied for assistance or benefits, 49.8% said it was fairly easy or very easy. This is particularly important because the populations which reported applying for assistance or benefits, are also more likely to be historically marginalized populations.

So, although only 18.9% (n = 179) of respondents indicated they applied for assistance or benefits, the combined fact that these populations are more likely to be historically



marginalized and the difficulty of this task, together indicates that this warrants further examination.

Groups who were more likely to apply for assistance or benefits:

1. Those with a member in their household who is currently experiencing a barrier to access (36.3% indicated they participated in this activity in the past year, compared to 15.5% among those with no barrier reported). This group was also more likely to express that this task was fairly difficult or very difficult, with 71% indicating the activity was fairly difficult or very difficult (See Figure 9). However, given the small sample size, additional research is needed to confirm this finding.

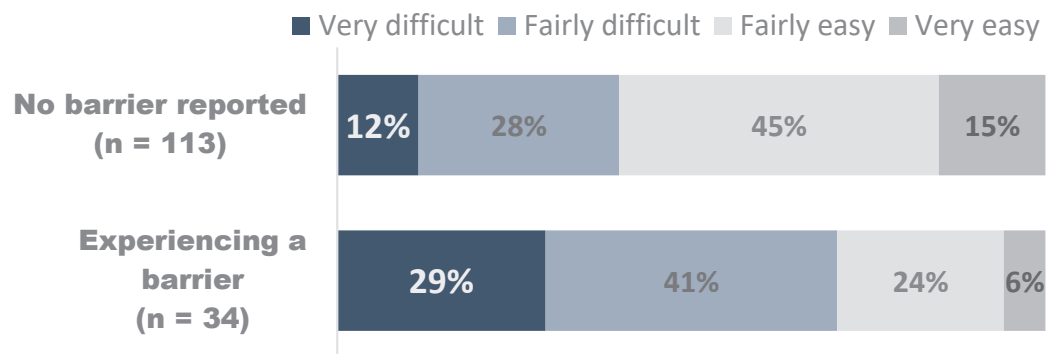


FIGURE 9: RESPONDENTS WITH A MEMBER OF THEIR HOUSEHOLD EXPERIENCING A BARRIER TO ACCESS FOUND APPLYING FOR BENEFITS MORE DIFFICULT.

2. Female respondents (23.4% of female respondents indicated they participated in this activity in the past year, compared to 14.1% of male respondents. Non-binary not reported due to small sample size, but there may be difficulty in this activity as well for this group).
3. People 18-24 years of age (31.0% applied for assistance or benefits, compared to 17.3% for all other ages combined). Similarly, people with youth in the household (24.1% applied for assistance or benefits, compared to 17.6% for households without youth present).
4. People with disabilities (27.9% applied for assistance or benefits, compared to 16.8% for people with no reported disabilities).
5. People with income less than \$50,000 (45.9% applied for assistance or benefits, compared to 12.0% for all other income groups).

### **Applied for a job with the State of Oregon:**

Although relatively few respondents reported applying for a job (N=43; 4.6% of respondents), 47% of those who applied reported that they found this task fairly difficult or very difficult. This could be due to a variety of factors including the system used for applying, the experience of applying for a job in the public sector generally, the response and communication timeline, etc. Without further research, it is not clear what the driving factor is in this challenge, but may warrant follow-up information to determine the overlap with the application process and the online experience provided by the E-Government program to determine if intervention is appropriate.



### Section 3: Communication Preferences

This section provides an understanding of communication preferences for users. The purpose is to identify different methods of communication and understand how the State of Oregon can implement these methods to better serve the public.

#### Questions in this section include:

- Thinking of online communication, what is your preferred way of receiving information from the State of Oregon?
- If you had to reach out to the State of Oregon online, what method of contact do you find most convenient?
- When interacting online with the State of Oregon, what additional resources would you like to see?

The most preferred method of *receiving* information from the State of Oregon was through email, 56.8% (n = 617) preferred this method. On the other hand, social media was not a preferred method, with only 3.0% of respondents preferring visiting a social media page. A number of respondents also volunteered suggestions for how they would like to receive information. The most common volunteered response was mail (n = 75), but text message (n = 15) and phone call (n = 6) were also reported by multiple respondents. The percent of respondents preferring each method of communication is shown in Figure 10.

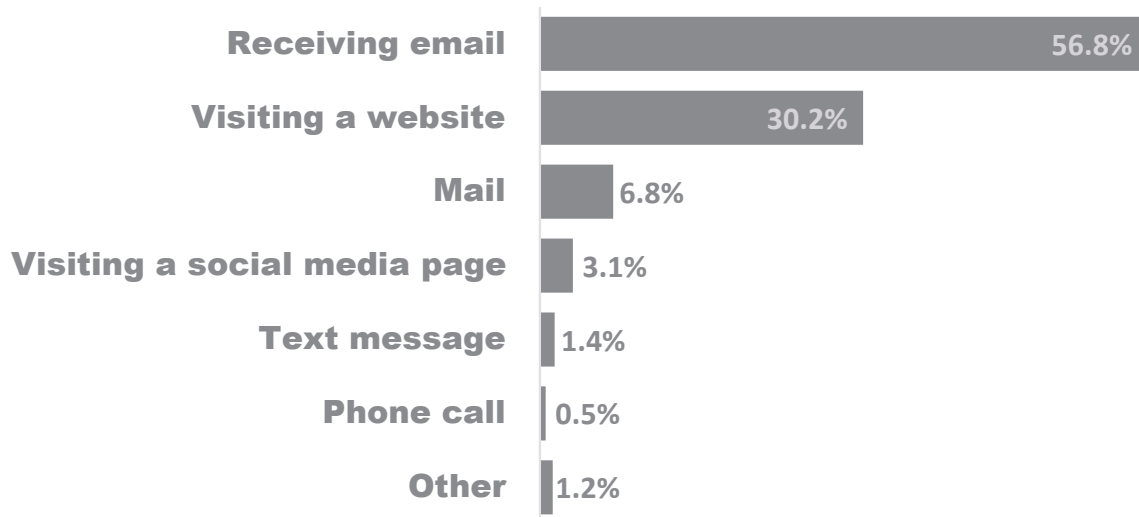
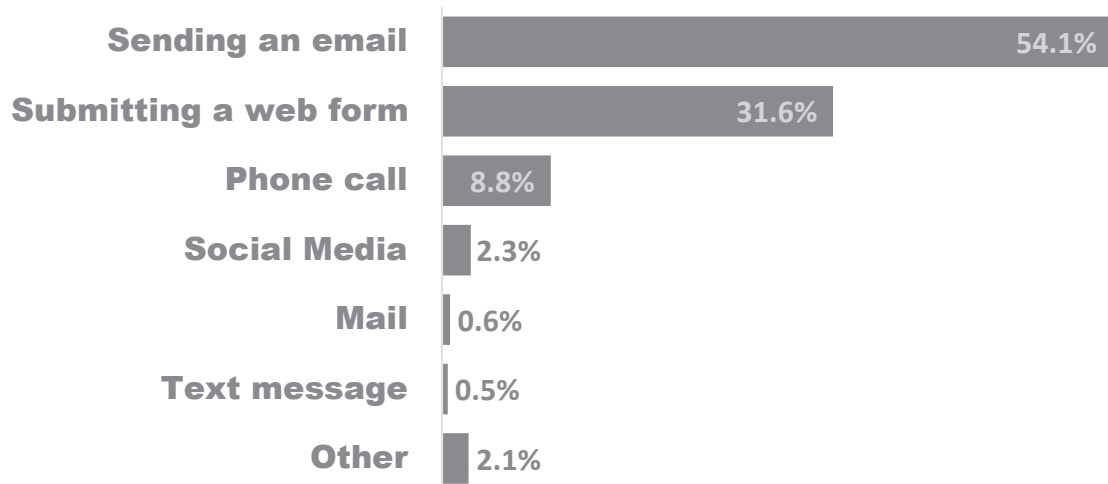


FIGURE 10: COMMUNICATION PREFERENCES FOR RECEIVING INFORMATION FROM THE STATE OF OREGON.

The most highly preferred method of *contacting* the State of Oregon was through email (54.1%). The second preference was for submitting a form on a website (31.6%). Again, social media (2.3% preferred) and text messages (0.5%) were less preferred compared to other modes of communication. However, mail was less preferred as a method of contacting the State of Oregon (0.6%) compared to receiving information from the State of Oregon (6.8%), shown in Figure 11.

Phone call (n = 94), mail (n = 7), and text message (n = 5) were all volunteered responses. Surprisingly, 8.8% preferred a phone call, despite phone call not being provided as a response category. Those who reported a preference for a phone call when reaching out to the state were also more likely to report not being able to find the information they were looking for online.



**FIGURE 11: PREFERRED COMMUNICATION METHOD FOR CONTACTING THE STATE OF OREGON.**

When asked about additional online resources the State of Oregon could offer, respondents indicated that their most preferred technology (of the list provided) was additional web or phone applications (45.4%), followed by automated online chat (25.2%), self-service terminals located around the state (11.0%), and increased social media resources (3.5%). Among those that responded ‘other’ (14.9%), some suggestions included better navigation tools for the website, which included more streamlined instructions, less jargon, less technical instruction, and a live chat versus an automated chat option.

Based on this set of results, it is apparent that social media is not frequently used, or strongly desired among respondents. Many respondents were looking for more clarity when using website resources, email communication, and web applications. However, mail and phone calls remain an important resource. Online chat, additional applications, and live options for communication (either via phone or chat) may also be of benefit. Based on earlier findings that a high number of people were also using a smartphone to access the State of Oregon website, it may also be relevant to make these applications more adaptable for smartphone users.

## Section 4: Trust and Security

This section identifies the level of trust that users have regarding information found on a government website. It also helps to understand the user's confidence in security when sending sensitive information, or confidential data through an online source, particularly through a government website.

### Questions in this section include:

- When searching online for information about government resources or services, do you check that you are on a .gov website?

#### Trust:

- In general, do you believe that information from government sources is not at all trustworthy, not very trustworthy, somewhat trustworthy, or very trustworthy?
- Do you believe online information from the State of Oregon website or applications is not at all trustworthy, not very trustworthy, somewhat trustworthy, or very trustworthy?
- Do you believe online information from the State of Oregon social media accounts is not at all trustworthy, not very trustworthy, somewhat trustworthy, or very trustworthy?

#### Security:

- In your opinion, how secure is information that is stored online?
- In your opinion, how secure is information stored online through the State of Oregon?

When searching online for information about government resources or services, 85.8% of respondents indicated that they check to see if they are on a .gov website. This demonstrates that the .gov address plays an important role in communicating with the public, likely due to increased trust of government resources. Residents in the Tri-County area are more likely to verify the .gov address (89.4% of respondents from this region) than residents in the Willamette Valley (81.5%) or the rest of the state (84.2%). However, these variations are slight and relatively high for each of the three geographic areas.

This behavior, checking to confirm a .gov site, is also associated with level of education. Respondents with a high school education, GED, or less (81.9%) were less likely to check to see if they are on a .gov site. Whereas, those with a college degree or 4-year degree (90.9%) and those with a graduate or professional degree (90.2%) were more likely to check to see if they are on a .gov site. However, it should be noted that there is a high rate of checking to see if they are on a .gov site across all education levels.

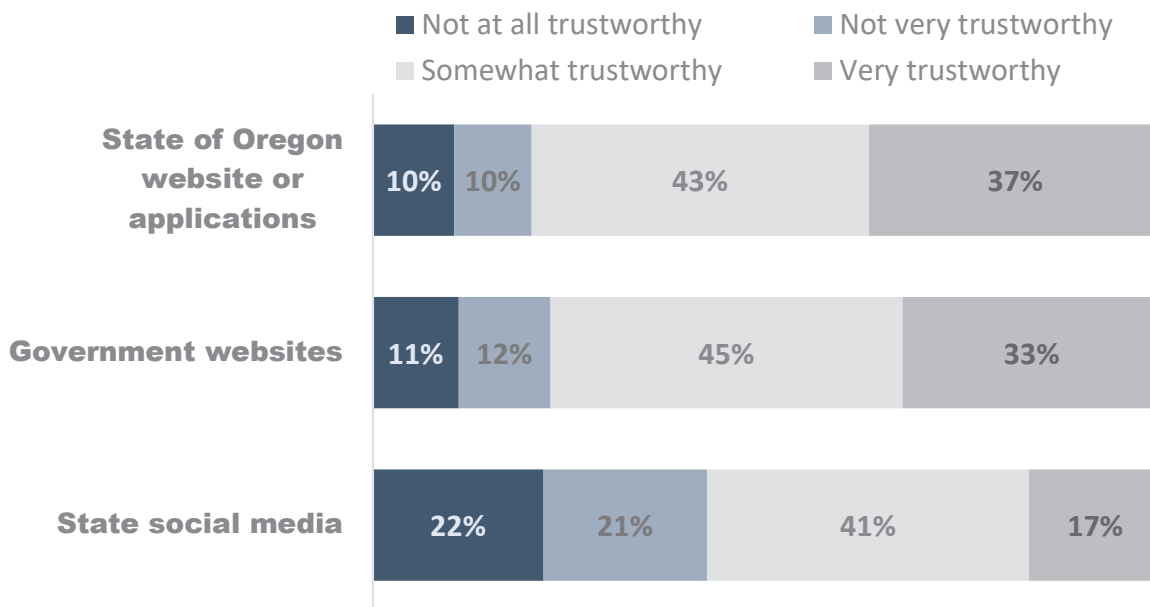
Other groups which were less likely to check that they are on a .gov website include: those earning an annual income less than \$25,000 or more (74.7%), those without youth in their

household (85.2%; compared to 90.1% for people with youth in their household), and those with a member of their household experiencing a barrier to access (80.0%; compared to 87.7% for those with no barrier reported). Again, these are all fairly high rates of checking overall, but this may be important to consider when communicating with these groups.

Respondents were also asked about how trustworthy they found various sources of information, including:

- Information from government sources generally,
- Information from the State of Oregon website or applications, and
- Information from State of Oregon social media platforms.

Of these sources, the State of Oregon website and applications was the most trusted (37.1% said very trustworthy). This was followed by the rate of participants that consider the information from government sources, generally, very trustworthy (32.8%). However, State of Oregon social media was not viewed as trustworthy by respondents (16.8%). The lack of trust in social media is something that may be helpful to report out to communications staff across the organization. The overall distribution of responses is shown in Figure 12.



**FIGURE 12: PERCEPTIONS OF TRUSTWORTHY SOURCES OF INFORMATION FROM THE STATE OF OREGON AND GOVERNMENT GENERALLY.**

Groups that are more likely to consider the state website or applications very trustworthy are:

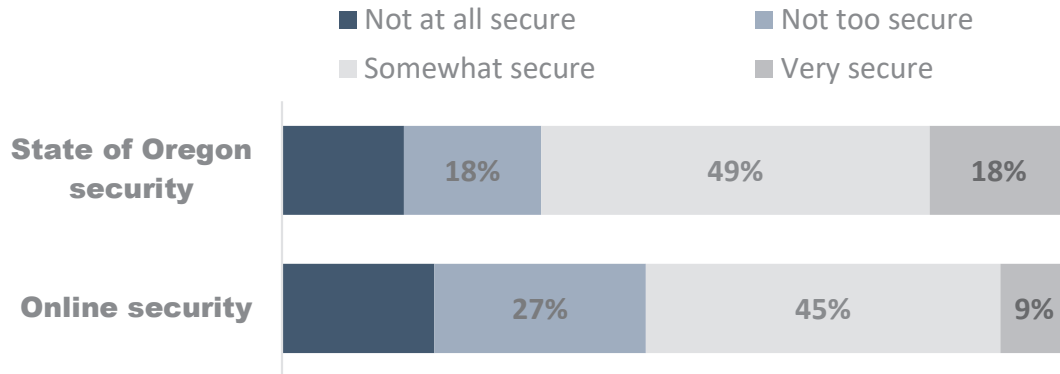
1. Female respondents (40.2% found the State of Oregon website or applications very trustworthy, compared to 35.6% for male respondents. Non-binary is not reported due to extremely small sample size.)
2. Those with higher levels of education (47.6% of respondents with a graduate or professional degree found the State of Oregon website or applications very trustworthy, compared to 42.2% for those with a college or 4-year degree, 33.2% for those with

some college or a two-year degree, and 35.1% for those with a high school education/GED or less).

3. Those whose annual income was between \$50,000 and \$74,999.99 (48.5% found the State of Oregon website or applications very trustworthy, compared to 30.0% for people annual income less than \$50,000. Among respondents with household income \$75,000 or above, 42.6% found the State of Oregon website or applications very trustworthy).
4. Those from the Tri-County are (40.3% found the State of Oregon website or applications very trustworthy, compared to 35.4% among respondents from the Willamette Valley, and 33.8% for the rest of the state).

Finally, respondents were also asked about their perceptions of security. Overall, 17.6% of the participants reported that the state website and applications are very secure. This is significantly higher than their perception of online security generally, with only 8.6% considering information very secure. The overall distribution of responses is shown in Figure 13.





**FIGURE 13: PERCEPTIONS OF ONLINE SECURITY FOR THE STATE OF OREGON AND ONLINE SECURITY GENERALLY.**

Those who did not report having a member of their household currently experiencing a barrier to access (19.7% consider information stored online through the State of Oregon very secure, compared to 12.3% for those with a member of their household experiencing a barrier).



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## Appendix I: List of questions and changes

	Concept:	Original Questions:	Revised Question:	Explanation:
Q1	Access	Do you have access to the internet through a computer, smartphone, or tablet device at your home?	Do you have access to the internet through a computer, smartphone, or tablet device at your home?	No change was made. Important to review across time.
Q2	Access	[Ask if Q1=No] If you do not have access to the internet at your home from a computer, smartphone, or tablet, do you have access at a library, friend's house, the office, or somewhere else?	[Ask if Q1=No] If you do not have access to the internet at your home from a computer, smartphone, or tablet, do you have access at a library, friend's house, the office, or somewhere else?	No change was made. Important to review across time.
CUT		Have you heard of the website oregon.gov?	N/A	Removed since we know that at least 80% have regularly answered yes. Focus on experience.
Q3	Access	N/A	In general, what type of device do you use to complete tasks online?	New question.
Q4	Trust/Security	N/A	In your opinion, how secure is information stored online?	New question to establish general security perception of information online before respondent is focused on State of Oregon.

Q5	Interaction Behavior	Have you ever visited oregon.gov?	In the past year, have you visited the State of Oregon Website or used a state application, such as Trip Check?	Updated to add a recall period of one year. Added state application to describe web-based interaction more completely.
Q6	Interaction Behavior	N/A	In the past year, have you visited a State of Oregon social media page, such as Twitter, YouTube, or Facebook?	New question.
CUT		[Ask if Q5 =1] Overall, how useful is oregon.gov: very useful, somewhat useful, not too useful, or not at all useful?	N/A	Remove because this question is highly broad and it will be difficult to make decisions based on response.
CUT		[Ask if 5=1] Overall, how easy is Oregon.gov to use: very easy, fairly easy, fairly difficult, very difficult?	N/A	Remove because this question is highly broad and it will be difficult to make decisions based on response.
CUT		[Ask if Q5=1] Have you visited oregon.gov in the last year?	N/A	Removed and revised in Q3.
CUT		[Ask if Q8=1] Do you believe that oregon.gov has become more useful since your earlier visits?	N/A	Removed due to high risk of recall error in comparing two past events.

CUT		[Ask of Q8=1] Do you believe that the website oregon.gov has become easier to use since your earlier visits?	N/A	Removed due to high risk of recall error in comparing two past events.
CUT		Have you ever visited a State of Oregon government agency website?	N/A	Removed because it is considered a redundant question.
Q7	User Experience and Satisfaction	Have you ever visited a State of Oregon government agency website to look for information, data, or services?	In the past year, have you gone online to look for information from the State of Oregon, such as to look for health insurance information, download forms, review data, or find agency contact information?	Limited recall period to the past year to ensure feedback received is relevant to current decision making.
Q8	User Experience and Satisfaction	N/A	<i>[If yes,] Did you look for the information by going directly to a state resource, such as Oregon.gov, or did you use an alternative resource such as a search engine?</i>	New question that identifies the accessibility of Oregon.gov site compared to other alternative resources.
Q9	User Experience and Satisfaction	Have you ever searched for a particular State of Oregon government service or information online but were unable to find it?	<i>[If yes,] Were you able to find the information you were looking for?</i>	Updated language for simplicity and changed order for survey flow.
Q10	User Experience and Satisfaction	N/A	<i>[If yes,] Would you say finding this information was very difficult, fairly difficult, fairly easy, or very easy?</i>	New question that evaluates the experience of a specific service on the oregon.gov site.

Q11	User Experience and Satisfaction	<i>[If no,] Do you recall what you were searching for?</i>	<i>[If no,] Do you recall what you were searching for?</i>	No change.
Q12	User Experience and Satisfaction	Have you ever visited a State of Oregon government agency website to complete a transaction online such as reserving a campsite, or renewing your car registration?	In the past year, have you used online resources to fulfil a State of Oregon requirement, such as getting a camping permit, renewing your license, or completing a registration?	Limited recall period to the past year to ensure feedback received is relevant to current decision making. Revised question to simplify language.
Q13	User Experience and Satisfaction	N/A	<i>[If yes,] Did you go online to fulfill a work-related requirement, a personal requirement, or both work and personal?</i>	New question for a specific service provided on the Oregon.gov site.
Q14	User Experience and Satisfaction	N/A	<i>[If yes,] Would you say navigating the online state resources to find information about this requirement was very difficult, fairly difficult, fairly easy, or very easy?</i>	New question that evaluates the experience of a specific service on the oregon.gov site.
Q15	User Experience and Satisfaction	Have you ever visited a State of Oregon government agency website to pay fees or taxes?	In the past year, have you made an online payment to the State of Oregon, such as paying taxes, fees, or a fine?	Limited recall period to the past year to ensure feedback received is relevant to current decision making.
Q16	User Experience and Satisfaction	N/A	<i>[If yes,] Were you able to complete your transaction?</i>	New question that evaluates the process of a specific service

				on the oregon.gov site.
Q17	User Experience and Satisfaction	N/A	<i>[If yes,] Would you say completing the transaction was very difficult, fairly difficult, fairly easy, or very easy?</i>	New question that evaluates the experience of a specific service on the oregon.gov site.
Q18	User Experience and Satisfaction	N/A	In the past year, have you made an appointment online with a State of Oregon government office, such as an appointment time with the DMV or Department of Revenue?	New question to reflect additional services offered online.
Q19	User Experience and Satisfaction		<i>[If yes,] Would you say making the appointment was very difficult, fairly difficult, fairly easy, or very easy?</i>	New question that evaluates the experience of a specific service on the oregon.gov site.
Q20	User Experience and Satisfaction	Have you ever visited a State of Oregon government agency website to participate in a virtual public meeting or town hall?	In the past year, have you participated in an online townhall or public meeting with the State of Oregon?	Limited recall period to the past year to ensure feedback received is relevant to current decision making.
CUT		Have you ever visited a State of Oregon government agency website to access health insurance information?		Removed because it is included on Q7.
CUT		Would you say searching for Oregon state government agency contact information is very easy, fairly easy, fairly difficult, or very difficult?		Removed because it is included on Q10.

Q21	User Experience and Satisfaction	Have you ever visited a State of Oregon government agency website to apply for a job with the State of Oregon?	In the last year have you applied for a job with the State of Oregon?	Limited recall period to the past year to ensure feedback received is relevant to current decision making and simplified language.
Q22	User Experience and Satisfaction		<i>[If yes,] Would you say the application process was very difficult, fairly difficult, fairly easy, or very easy</i>	New question that evaluates the experience of a specific service on the oregon.gov site.
Q23	User Experience and Satisfaction	Have you ever visited a State of Oregon government agency website to access unemployment or welfare services?	In the past year, have you applied online for assistance or benefits through the State of Oregon, such as unemployment, food benefits, WIC, or Oregon Trail Card?	Limited recall period to the past year to ensure feedback received is relevant to current decision making and updated language.
Q24	User Experience and Satisfaction	N/A	<i>[If yes,] Would you say finding online information about assistance or benefits was very difficult, fairly difficult, fairly easy, or very easy?</i>	New question that evaluates the experience of a specific service on the oregon.gov site.
CUT		Have you ever visited a State of Oregon government agency website to receive small business assistance?		Removed to focus on business tasks more generally in Q13.



Q25	User Experience and Satisfaction	For what other reasons have you visited a State of Oregon government agency website?	If you completed another task online with the state of Oregon, how would you describe that task?	Simplified language for clarity.
		Next, I will ask about ways that the State of Oregon can engage residents through online services. For each, please tell me if you personally feel that service is very important, somewhat important, not too important, or not at all important:		
CUT		<i>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.</i>		Removed because not a key function.
CUT		<i>The ability to provide virtual meetings or town halls so Oregon residents can attend and interact remotely.</i>		Removed. Asked about frequency of behavior in Q20.
CUT		<i>The ability to find public information and data about state finances, payroll, and services.</i>		Removed because difficult to make decisions based on feedback (e.g., if not important, what action would be taken?).
CUT		<i>The ability to get information and interact with government agencies</i>		Revised. See question 5.

		<i>through social media, such as Twitter and Facebook.</i>		
CUT		I'm now going to ask you about receiving State of Oregon government services online compared to the traditional mail, face-to-face, or telephone experience-with State of Oregon government. If you have not received a State of Oregon government service online, just let me know now.	N/A	Removed because it is considered as a duplicate question. (Responses screened in Q5 & Q6)
CUT		Compared to traditional experiences, is the speed of online delivery faster, slower, or about the same for you?	N/A	Outdated question. For many people online is the traditional experience.
CUT		Compared to traditional experiences, is online delivery more convenient, less convenient, or about the same for you? Response category 2019	N/A	Outdated question. For many people online is the traditional experience.
CUT		Compared to traditional experiences, is online delivery more costly, less costly, or about the same for you?	N/A	Outdated question. For many people online is the traditional experience.
CUT		Compared to traditional experiences, is online delivery more useful, less useful, or about the same for you?	N/A	Outdated question. For many people online is the traditional experience.
CUT		Based on this description, do you strongly agree, somewhat agree, somewhat disagree or	N/A	N/A – no redesign actively

		strongly disagree with the way the State of Oregon is redesigning its website?		included in this year's survey.
CUT		Why do you [answer from previous]?	N/A	N/A – no redesign actively included in this year's survey.
CUT		How important to you is it that State of Oregon websites be optimized to work on mobile devices, such as smartphones and tablets: very important, somewhat important, not too important, or not at all important?	N/A	Ask about users preference for Smartphone use in Q3.
Q26	Communication Preferences		Thinking of online communication, what is your preferred way of receiving information from the State of Oregon?	New question about preferences for receiving information.
Q27	Communication Preferences	Overall, when you have a question or something you need to do that requires contact with an Oregon State government agency, which method of contact do you find most convenient?	If you had to reach out to the State of Oregon online, what method of contact do you find most convenient? (List)	Simplified language.
Q28	Communication Preferences	N/A	When interacting online with the State of Oregon, what additional resources would you like to see?	New question that aims to identify the needs of the users.
CUT		How good of a job has the State of Oregon done in communicating with Oregonians about what services are available		Removed because leading language. Updated survey focus to be more on modes

		online: very good, good, poor, or very poor?		of outreach rather than whether they have seen advertisements.
CUT		Have you seen any advertising or promotion about State of Oregon government services that are available online?		Updated survey focus to be more on modes of outreach rather than whether they have seen advertisements.
CUT		Where have you seen advertising or promotions?		Updated survey focus to be more on modes of outreach rather than whether they have seen advertisements.
Q29	Trust/Security	N/A	When searching online for information about government resources or services, do you check that you are on a .gov website?	New question about how people navigate the online space.
Q30	Trust/Security	N/A	In general, do you believe that information from government sources is not at all trustworthy, not very trustworthy, somewhat trustworthy, or very trustworthy?	New question about perception of trustworthy sources.

Q31	Trust/Security	N/A	Do you believe online information from the State of Oregon website or applications is not at all trustworthy, not very trustworthy, somewhat trustworthy, or very trustworthy?	New question about perception of trustworthy sources.
Q32	Trust/Security	N/A	Do you believe online information from the State of Oregon social media accounts is not at all trustworthy, not very trustworthy, somewhat trustworthy, or very trustworthy?	New question about perception of trustworthy sources.
Q33	Trust/Security	The State of Oregon collects and stores a great deal of personal information, including tax records, Social Security numbers, applications for benefits, and more. How confident are you that your personal information with the State of Oregon is stored securely and not vulnerable to hackers: very confident, somewhat confident, not too confident, or not at all confident?	In your opinion, how secure is information stored online through the State of Oregon?	Question was revised to be clearer and more structured.
Q34	Access	N/A	Is there any member of your household who is currently experiencing a barrier to accessing State of Oregon information online?	New question that would identify different barriers that the user may have.
Q35	Access	N/A	[If yes,] What type of barrier or barriers are limiting access?	New question that would provide information about the

				experience of the users.
	CUT	The State of Oregon prioritizes its budget and staff resources for online services. Please tell me which of the following is closest to your opinion about how the State should prioritize securing residents' personal information so it is not vulnerable to hackers compared to improving the services provided to residents.	N/A	Wordy question that presents a false choice.
Q36	Demographics	County	County	Demographic information
Q37	Demographics	Zip Code	Zip Code	Demographic information
Q38	Demographics	Sex	Do you identify your sex as female, male, or non-binary?	Updated to align with categories of the state.
Q39	Demographics	Age	What is your age in years?	Demographic information.
Q40	Demographics		Do you identify as Hispanic, Spanish or Latino?	Separated question from race.
Q41	Demographics	Ethnicity	Which group most closely describes your race?	Update response categories to align with best practices.
Q42	Demographics	Highest level of education	What is the highest level of education you have completed?	Updated question phrasing.
Q43	Demographics		Do you identify as having a disability?	Additional demographic question

Q44	Demographics		Is a language other than English regularly spoken or used in your home?	Additional demographic question
Q45	Demographics		What additional language or languages are spoken in your household?	Additional demographic question
Q46	Demographics		Are you an immigrant, refugee, or asylee?	Additional demographic question
Q47	Demographics		How many people are in your household?	Additional demographic question
Q48	Demographics		Are there any youth, aged 17 or under, in your household	Additional demographic question
Q49	Demographics	Which category best describes your gross household income before taxes? Remember to include everyone living in your household. Your best estimate will do.	Which category best describes your gross household income before taxes? Remember to include everyone living in your household. Your best estimate will do.	No Change.

## Appendix II: Future Opportunities

This report was completed as part of a larger set of potential research efforts, which was envisioned as a phased approach. The first phase was the research included in this report, a large-scale, primarily quantitative analysis of Oregonians and their perspectives of e-government resources of the State of Oregon. One of the most important pieces of this first phase was identifying groups underrepresented in the broad survey or those groups which had a higher likelihood of expressing barriers to access or more challenging experiences.

Two groups were identified as under-represented compared to their population in Oregon: Immigrants, refugees, and asylees as well as people who speak a language other than English regularly. Importantly, although not widespread, there were some findings specific to the Latino, Hispanic, or Spanish community in the area of making online payments which would indicate that further research in Spanish may be useful.

Additionally, respondents with disabilities and those who reported a member of their household experiencing a barrier to accessing online State resources showed more challenge in navigating state resources. There were differences report in level of internet access, difficulty of finding information, difficulty of making an online payment, and likelihood and difficulty of applying for assistance or benefits. These groups may overlap with one another as well as with other socio-economic factors, such as income.

For phase II, it is recommended that these groups be further invited to participate in providing feedback to better understand the opportunities to serve these populations. One potential avenue for exploring this work would be to work with community organizations or gathering spaces to bring together members of these communities for virtual focus groups.

It was also noted in the report that experiences with online resources differed for people in the business community. This survey did not specifically target this population, but given these findings, additional research with the business community may provide further explanation of how online processes could be improved for the business community.

Since businesses register with the State of Oregon the list of eligible participants in further research is already compiled at some level. Working with others in the State to leverage these resources may be beneficial.

For phase III, it is recommended that follow-up work be completed, potentially with collaboration from other State entities, with the business community. This could be another survey which is targeted more specifically to the needs of businesses and their online experience.



# 5 Key Findings

**1 Online government services and resources are crucial to Oregonians, and mobile resources are becoming more important.**

43% of respondents prefer smartphones to complete tasks online. Continued investment in mobile accessibility will help prepare Oregon for future needs.



**2 There exists a “digital divide” in Oregon that requires further characterization and mitigation.**



While 98% of Oregonians reported access to the internet, people with lower income, people who speak a language other than English regularly, those who have discomfort with technology, and people with disabilities are still facing barriers to access.

**3 Some groups reported proportionally more difficulty using State of Oregon online resources.**

Additional feedback from people with disabilities and those with a member of their household experiencing a barrier to access may be beneficial, particularly regarding the process of applying for assistance or benefits.



**4 The business community reported more difficulty fulfilling a State of Oregon requirement.**

Additional data collection with the business community would be beneficial due to the unique needs of this population and the multiple ways in which they interact with state resources.



**5 There were under-represented groups identified among survey respondents, requiring specific outreach efforts.**



Additional information from immigrants, refugees, and asylees as well as those who speak a language other than English would provide much needed insight into the experience of these groups. Modes of collecting this information in languages other than English would be particularly beneficial.

# Group Disparities



**Groups experiencing lower rates of internet access**

- Those reporting an annual income of less than \$25,000
- Those with a household member experiencing barriers to accessing the State of Oregon website
- Immigrants, refugees, or asylees\*



**Groups underrepresented in survey**

- Those identifying as immigrant, refugee, or asylee were most underrepresented
- Approximately 9.7% of Oregon identifies as foreign born (ACS 2019)
  - Only 2.4% of our sample identified as an immigrant, refugee, or asylee.



**Smartphones are an important resource**

- The following groups reported using a smartphone as their primary source for internet access:
- Those with a member of the household experiencing barriers
  - Those with an annual income of less than \$25,000
  - Those with youth in their household



**9.8% of respondents reported a member of the household experiencing a barrier to accessing the State of Oregon website**

**51.9%**

reported the barrier was a discomfort with technology

**22.3%**

reported the barrier was a disability

**5.5%**

reported the barrier was language

\*Only 2.4% percent of our sample identified as an immigrant, refugee, or asylee, and further research is recommended