E-Government
Telephone Survey Research

PREPARED FOR

E-Government Portal Advisory Board
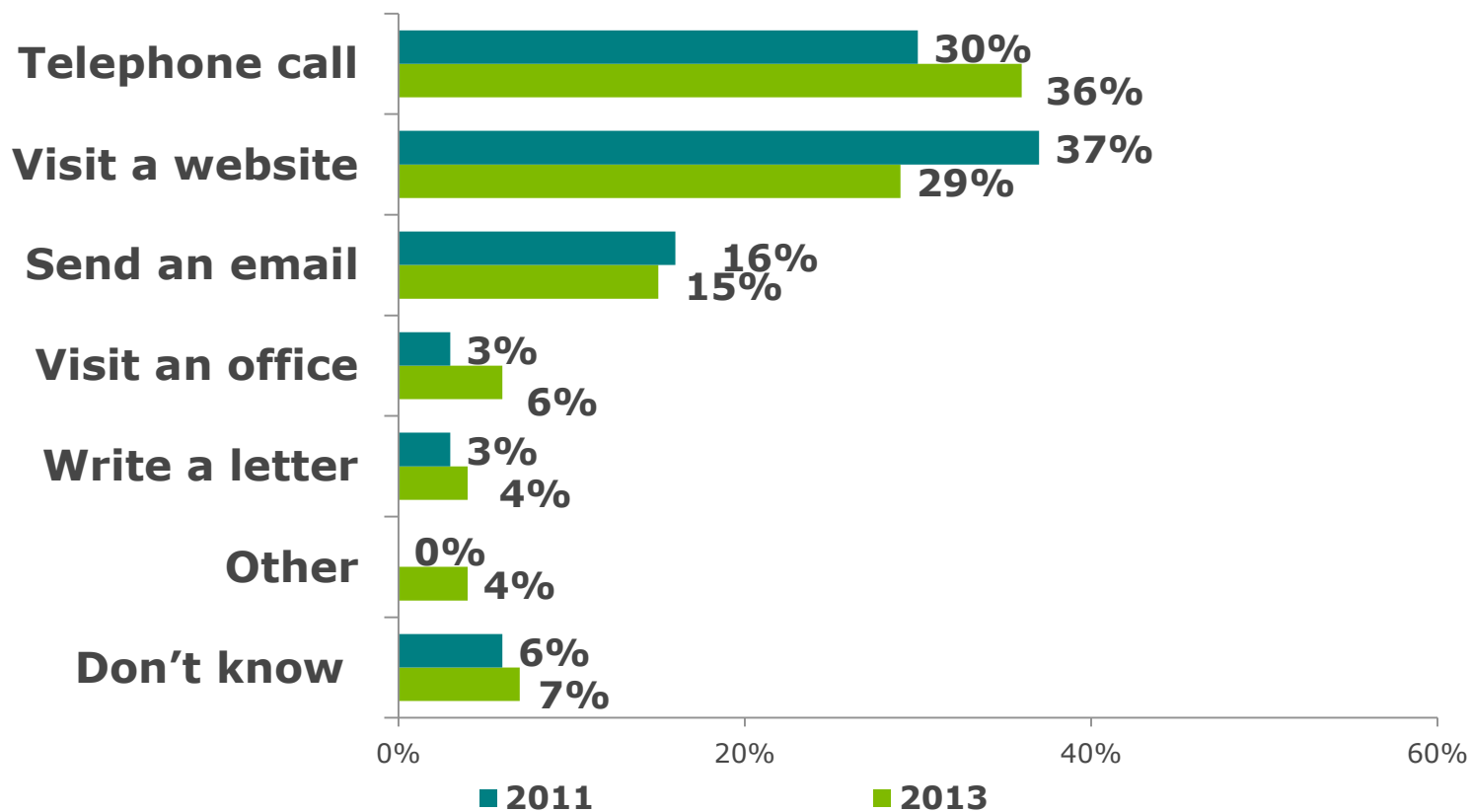
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DAVIS, HIBBITTS & MIDGHALL, INC.
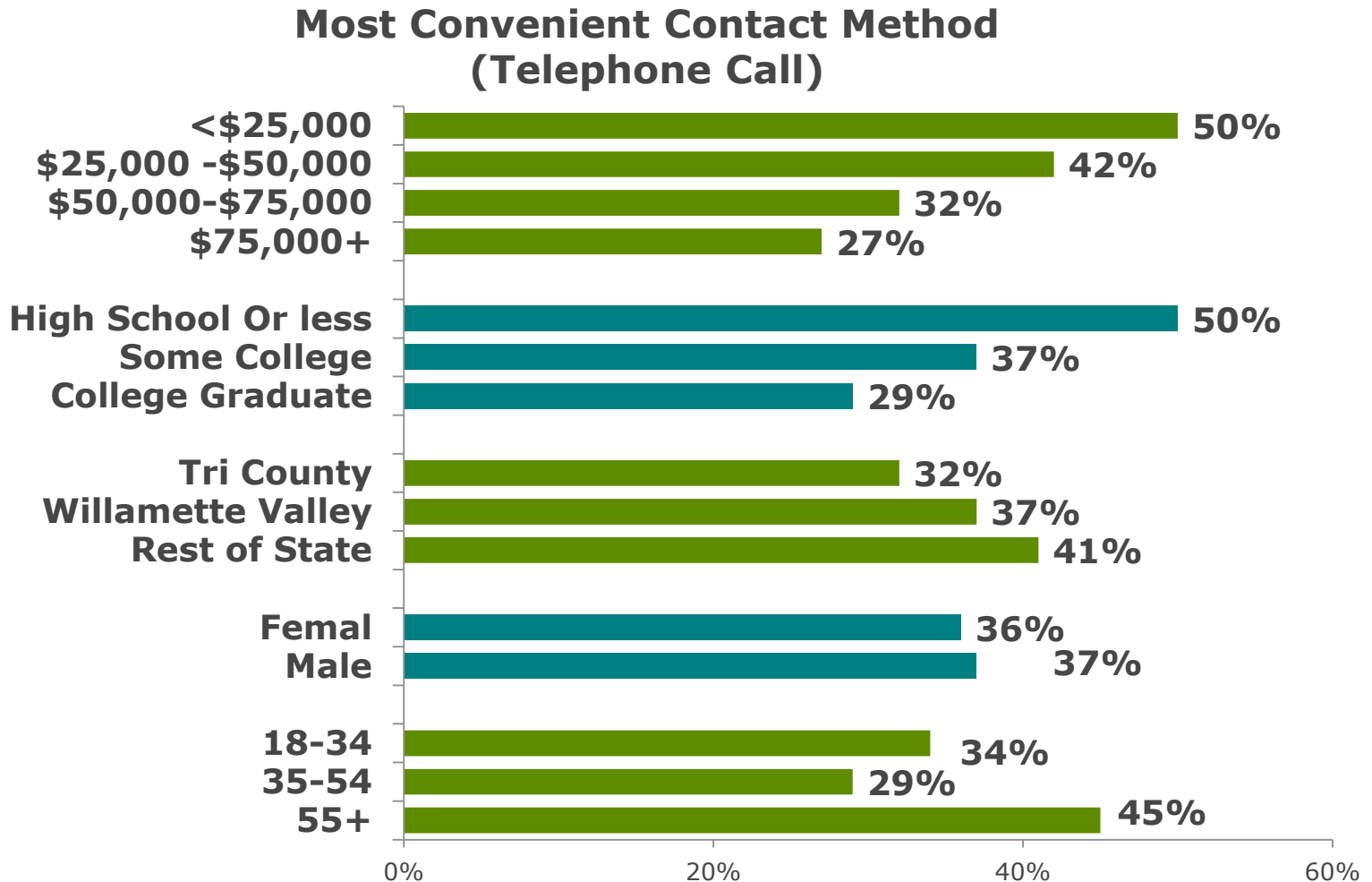
Telephone Survey Methodology

- **December 11 - 15, 2013**

- **Telephone survey of Oregon residents** (included cell phone)
  - N=1,200 (Stratified; N=400 per region)
  - Regions: Tri-County area, Willamette Valley, and Rest of State

- **Random Digit Dialing (RDD) and wireless (cell phone)**

- **Quotas set by county, gender, and age**

- **Margin of error +/- 1.7% (N=400; +/- 4.9%)**

- **Averaged 13 minutes in length**

- **Benchmark 2011 survey**

While still a top method, fewer Oregonians said visiting a website is the most convenient contact method in 2013

Most Convenient Method to Contact an Oregon Government Agency

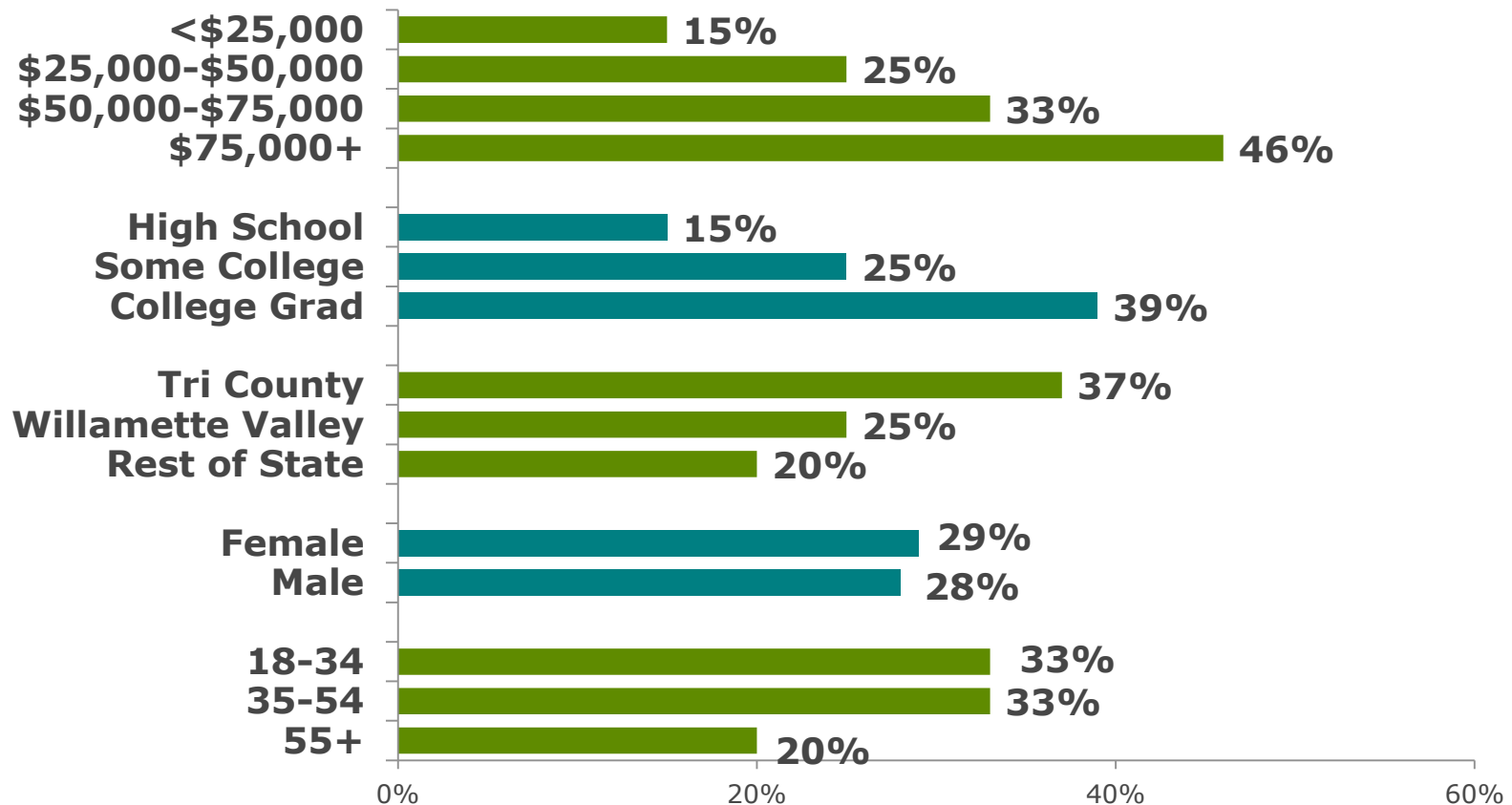| Method	2011	2013
Telephone call	30%	36%
Visit a website	37%	29%
Send an email	16%	15%
Visit an office	3%	6%
Write a letter	3%	4%
Other	0%	4%
Don't know	6%	7%

■ 2011　■ 2013

Contacting the state by telephone is the most convenient for those with lower income, lower education, rural and older

Most Convenient Contact Method
(Telephone Call)

| Category	Percentage
<$25,000	50%
$25,000 -$50,000	42%
$50,000-$75,000	32%
$75,000+	27%
High School Or less	50%
Some College	37%
College Graduate	29%
Tri County	32%
Willamette Valley	37%
Rest of State	41%
Femal	36%
Male	37%
18-34	34%
35-54	29%
55+	45%

0%   20%   40%   60%

Conversely, contacting the state by visiting a website is more convenient for those with higher incomes, higher education, live in the Portland area and younger

Most Convenient Contact Method
(Visit a Website)

<$25,000	15%
$25,000-$50,000	25%
$50,000-$75,000	33%
$75,000+	46%
High School	15%
Some College	25%
College Grad	39%
Tri County	37%
Willamette Valley	25%
Rest of State	20%
Female	29%
Male	28%
18-34	33%
35-54	33%
55+	20%

Similar to 2011, 88% of Oregonians report having Internet access at home

Internet Access at Home

Internet access at home

87%	2011
88%	2013

0% 20% 40% 60% 80% 100%

■ 2011 ■ 2013
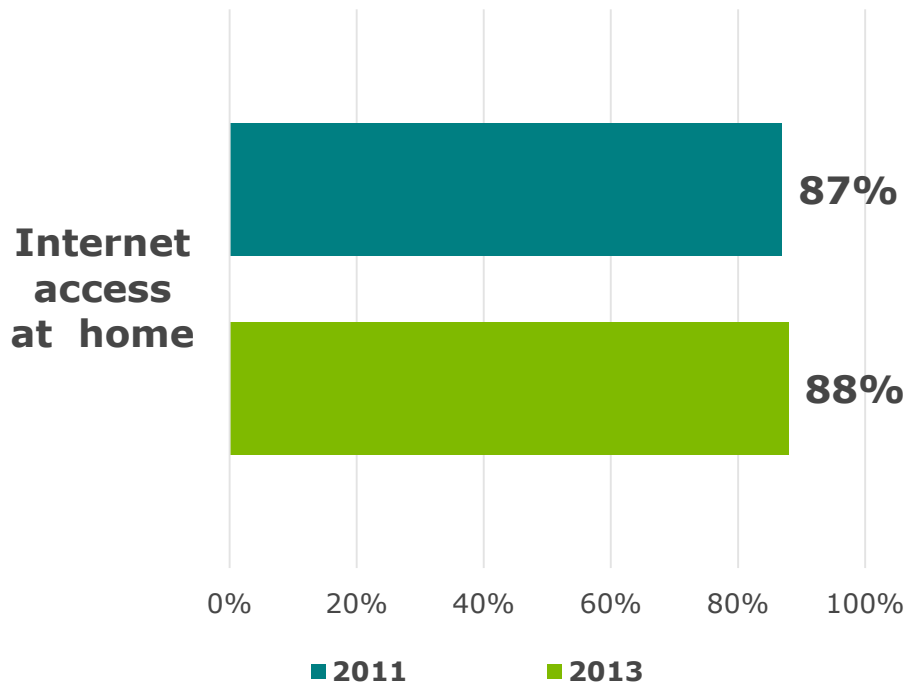
Access to Computer Other Than Home

Yes 50%

DK 2%

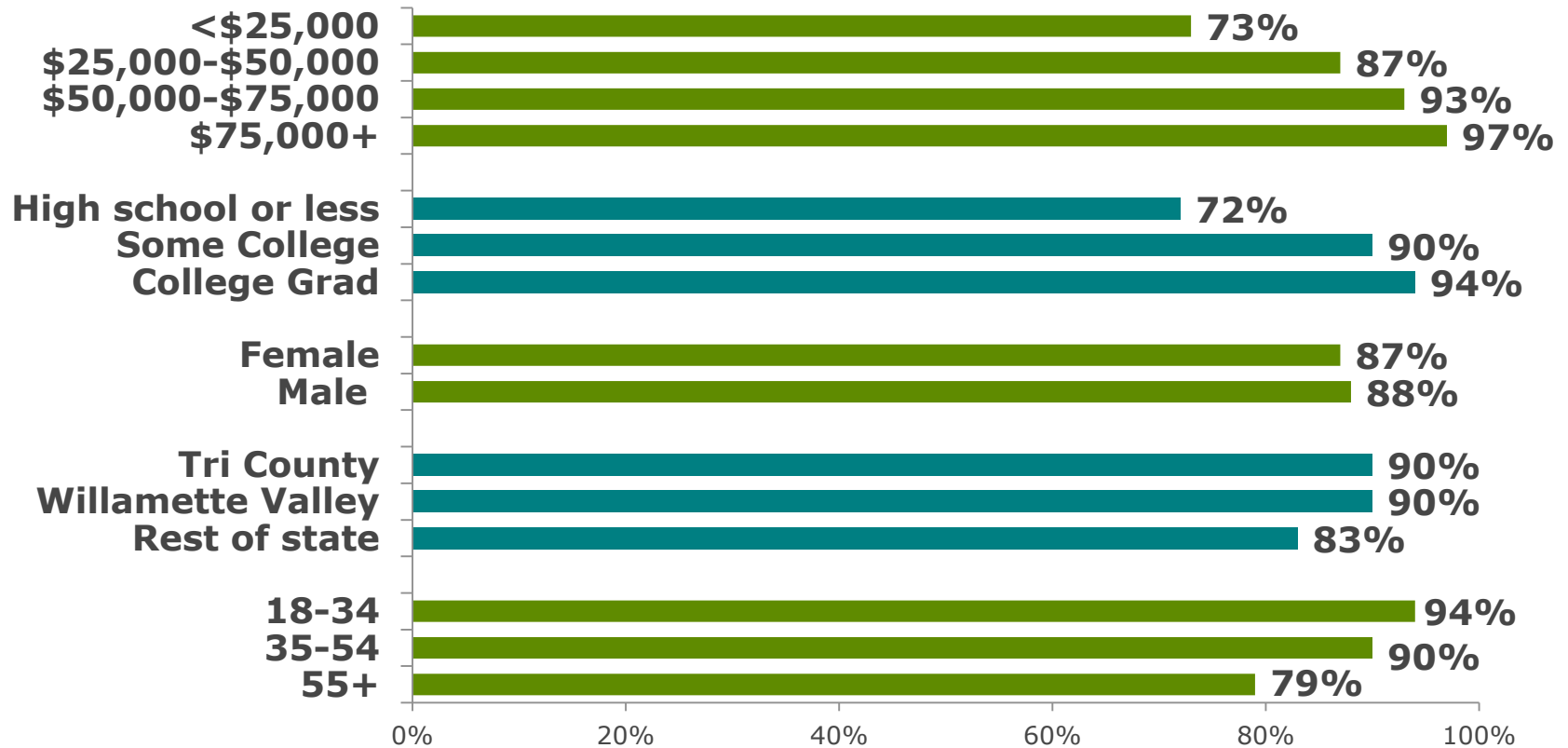No 48%
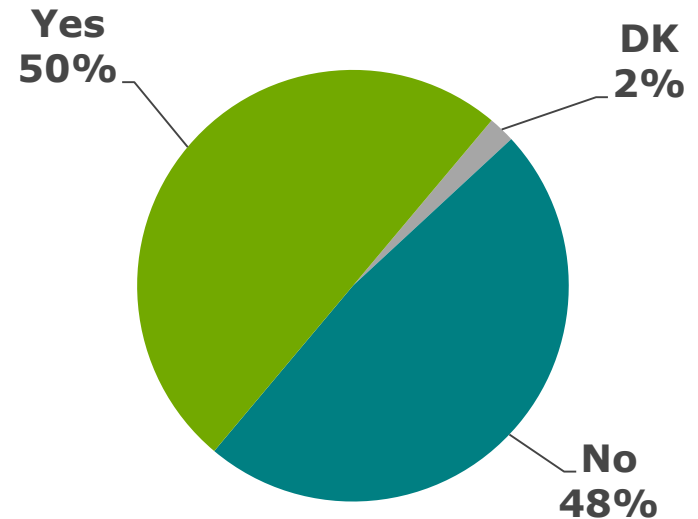
Home Internet access is greatest among Oregonians with higher incomes, more education, and younger

Internet Access at Home

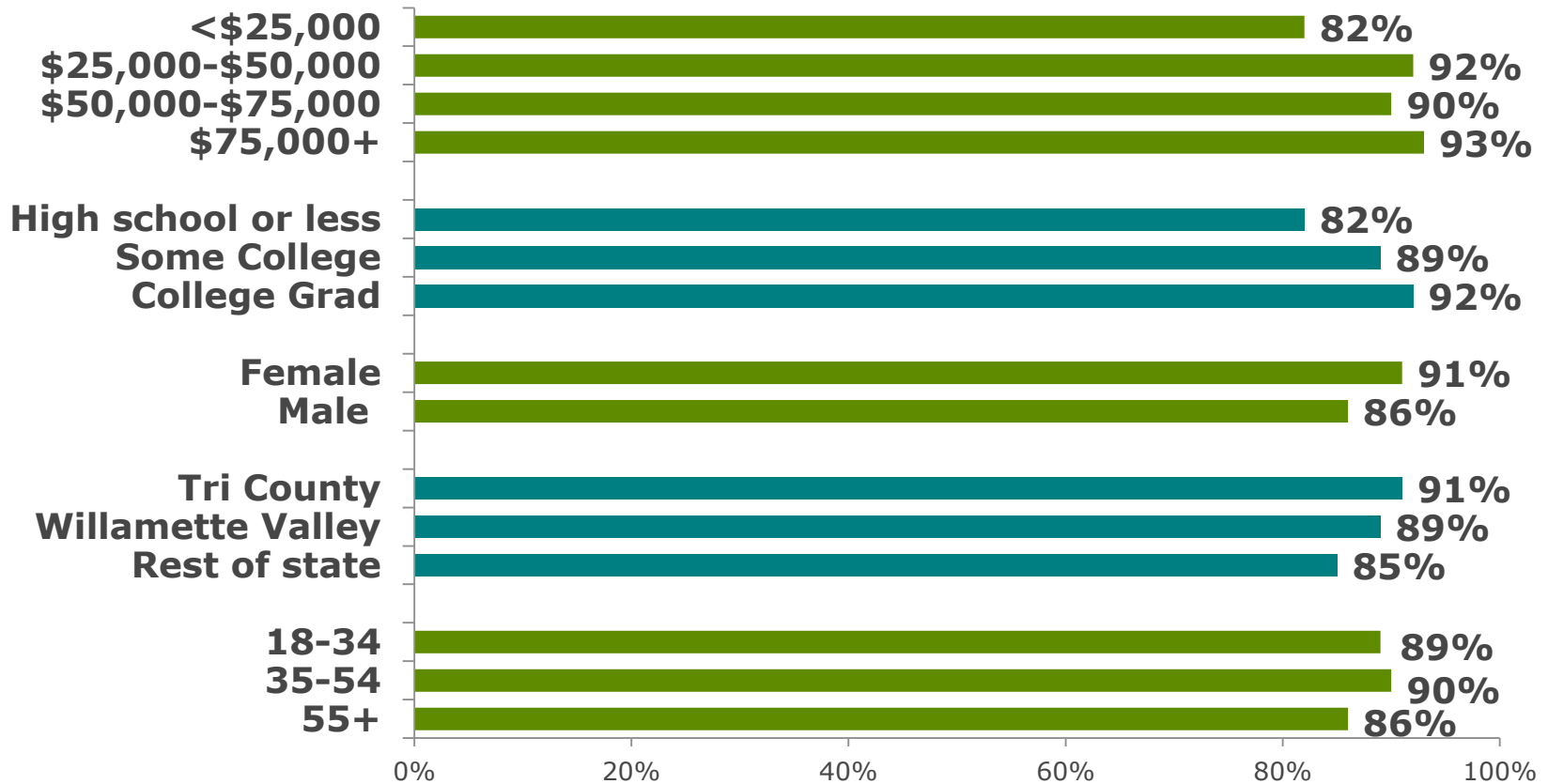| Category	Percentage
<$25,000	73%
$25,000-$50,000	87%
$50,000-$75,000	93%
$75,000+	97%
High school or less	72%
Some College	90%
College Grad	94%
Female	87%
Male	88%
Tri County	90%
Willamette Valley	90%
Rest of state	83%
18-34	94%
35-54	90%
55+	79%

Nearly all Oregonians are aware of Oregon.gov, and more residents visited the website in 2013

Awareness and Use of Oregon.gov

Heard of (N=1126): 84% (2011), 89% (2013)
Visited (N=997): 53% (2011), 66% (2013)

2011 | 2013
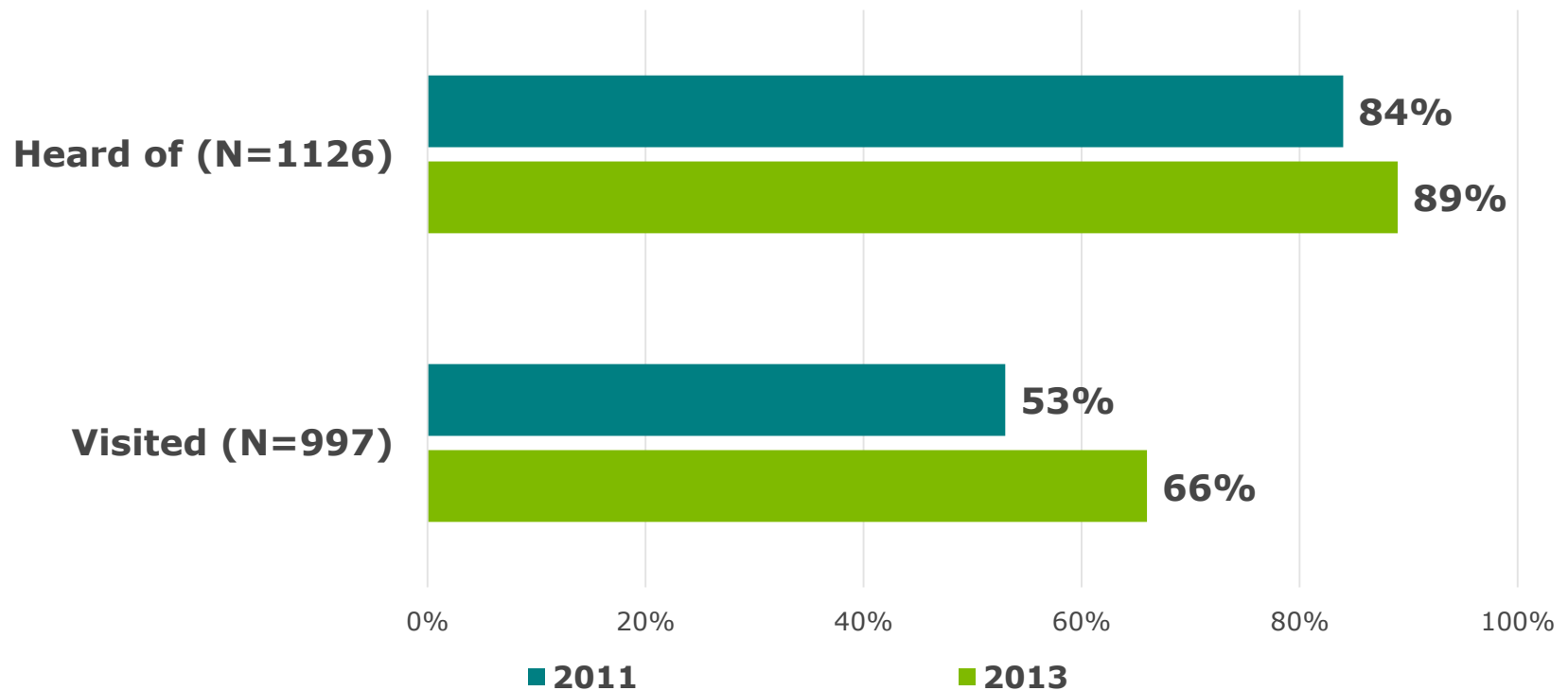
More than 8 in 10 of all demographic groups have heard of Oregon.gov

Awareness of Oregon.gov (N=1126)

<$25,000	82%
$25,000–$50,000	92%
$50,000–$75,000	90%
$75,000+	93%
High school or less	82%
Some College	89%
College Grad	92%
Female	91%
Male	86%
Tri County	91%
Willamette Valley	89%
Rest of state	85%
18-34	89%
35-54	90%
55+	86%

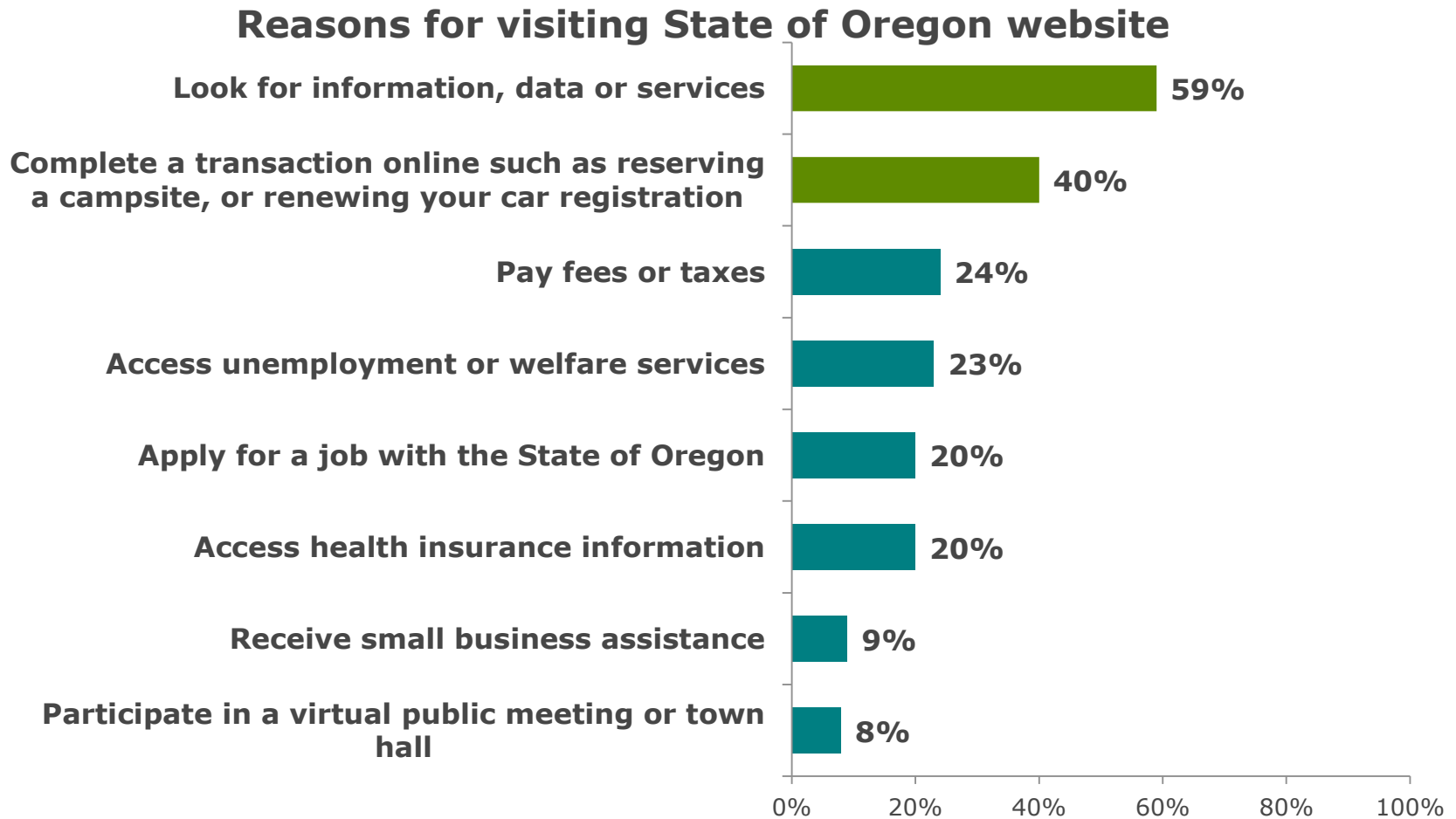# More than one-half of all Oregonians who have heard of Oregon.gov have visited the website

Visited Oregon.gov (N=997)

Category	Percent
<$25,000	69%
$25,000-$50,000	69%
$50,000-$75,000	61%
$75,000+	69%
High school or less	54%
Some College	63%
College Grad	72%
Female	68%
Male	64%
Tri County	67%
Willamette Valley	67%
Rest of state	63%
18-34	69%
35-54	73%
55+	53%
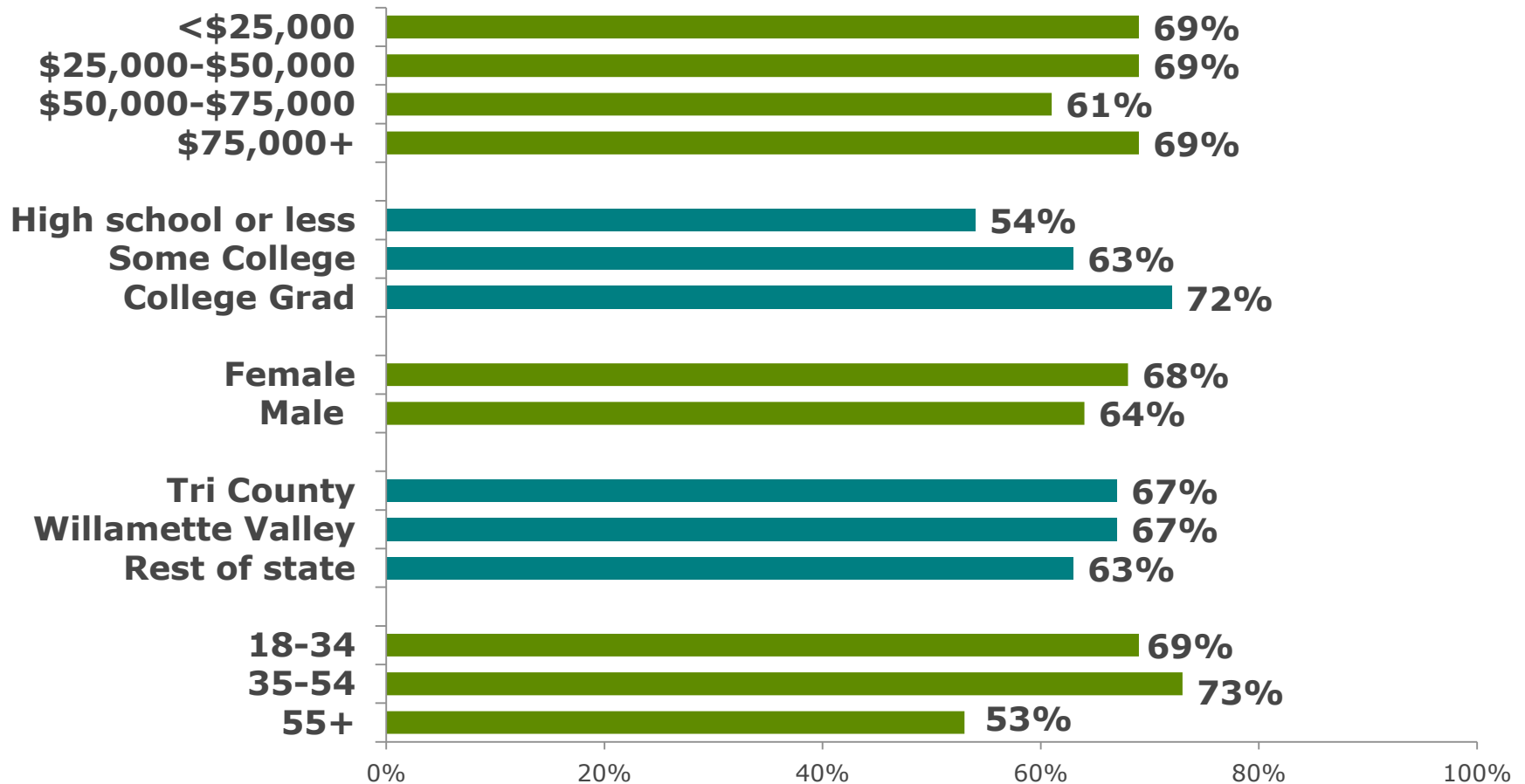
Searching for information and completing transactions are the most common reasons for visiting a State of Oregon website

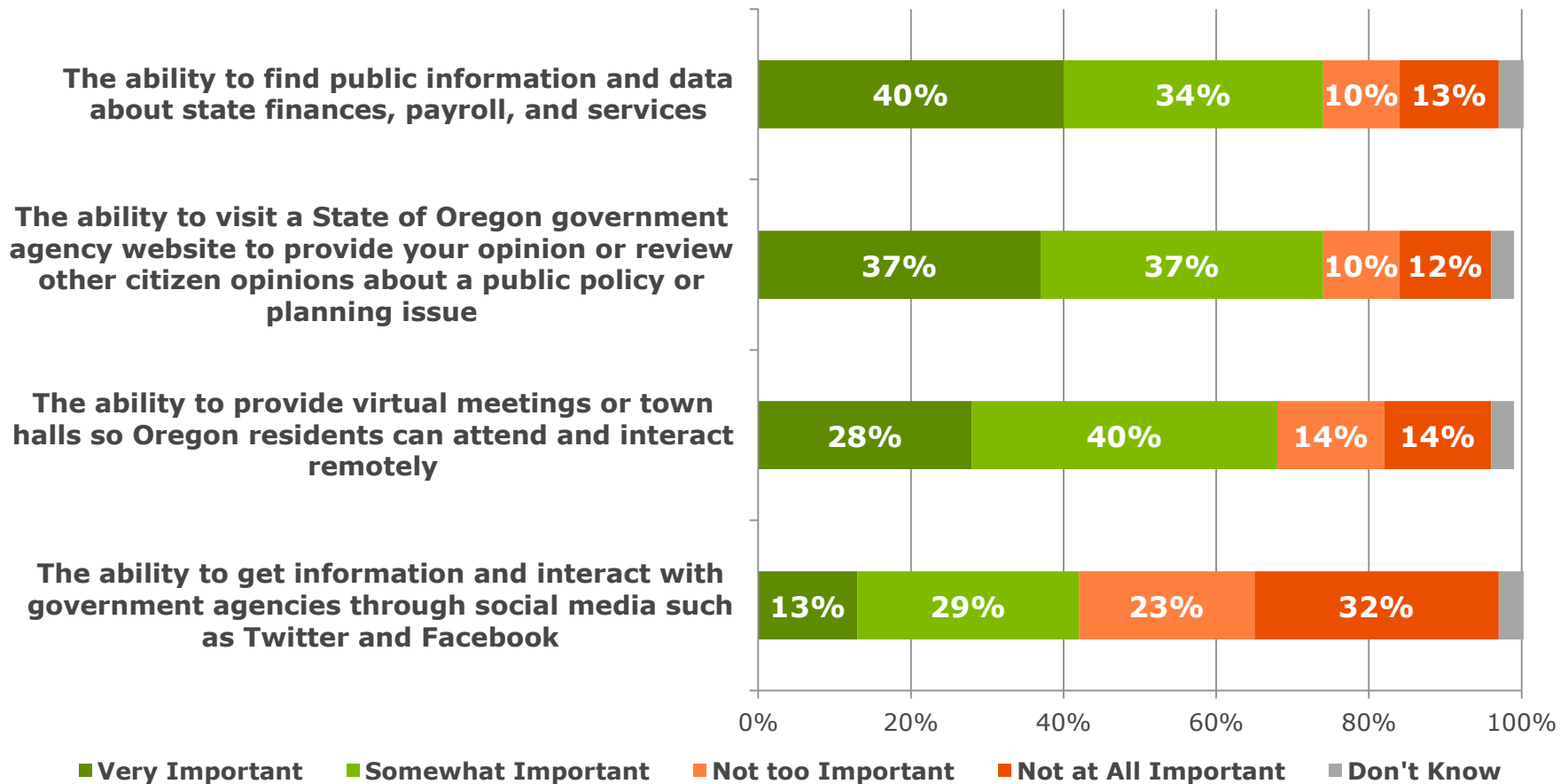## Reasons for visiting State of Oregon website

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

Other reasons for visiting Oregon.gov

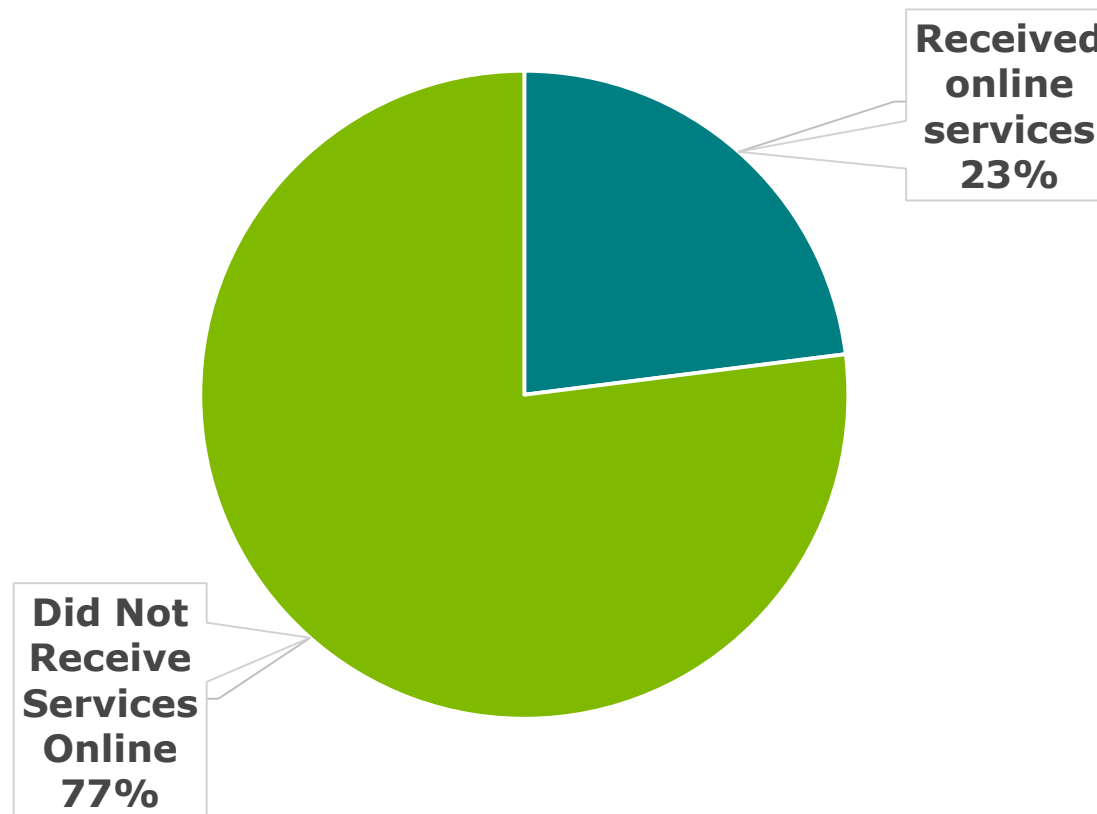| Reasons	%
Research/information/available resources—general	13%
DMV/vehicle registration/driver licenses	6%
Jobs/unemployment	6%
Has not visited website	5%
Outdoor recreation information/licensing (hunting, fishing, camping)	4%
Tax information	3%

Finding public information, sharing opinions, and attending virtual meetings were rated as the most important online services
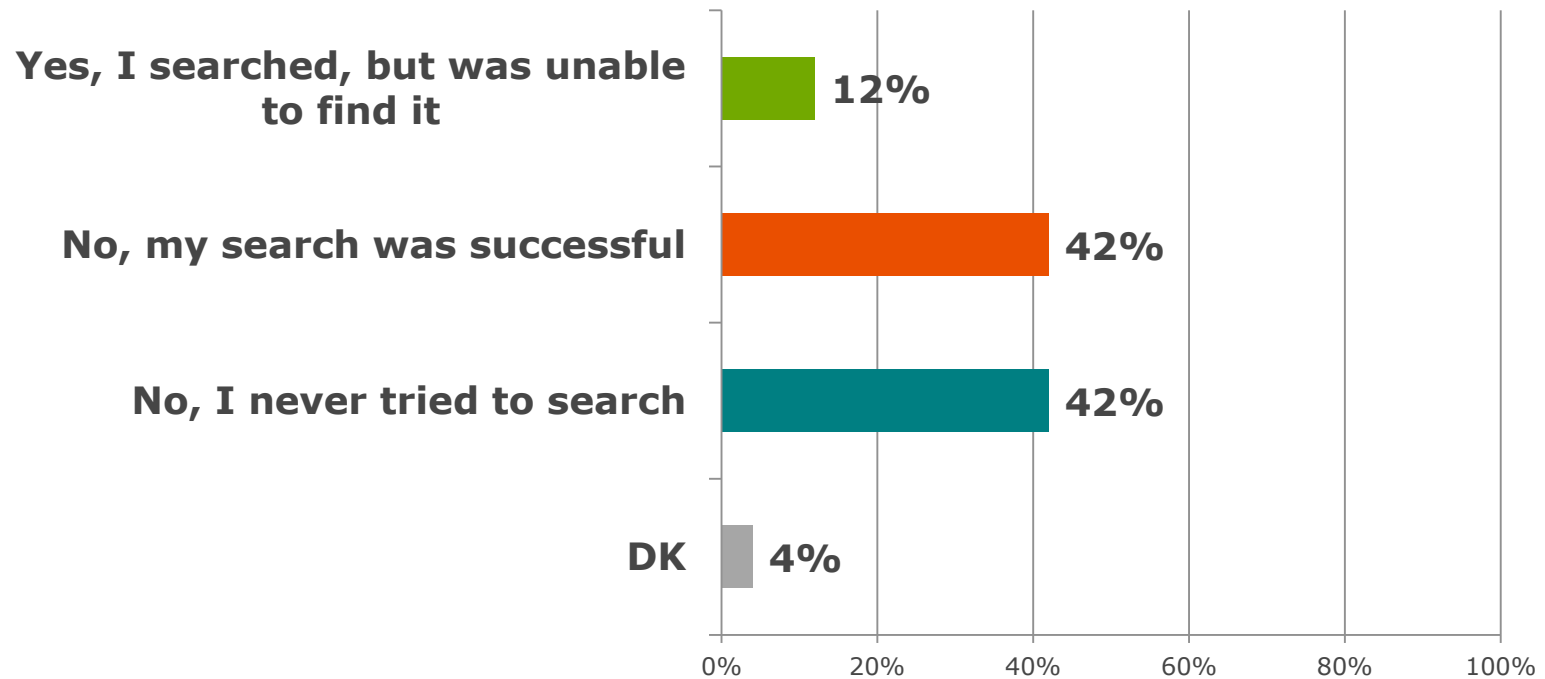
Importance of Online Services

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

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
- 37% Very Important
- 37% Somewhat Important
- 10% Not too Important
- 12% Not at All Important

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

The ability to get information and interact with government agencies through social media such as Twitter and Facebook
- 13% Very Important
- 29% Somewhat Important
- 23% Not too Important
- 32% Not at All Important

Legend:
- ■ Very Important
- ■ Somewhat Important
- ■ Not too Important
- ■ Not at All Important
- ■ Don't Know

1 in 4 Oregonians have received state services online

Received State Services Online

Received online services 23%

Did Not Receive Services Online 77%

1 in 4 Oregonians have received state services online

Unsuccessful Searches on Website

Response	Percent
Yes, I searched, but was unable to find it	12%
No, my search was successful	42%
No, I never tried to search	42%
DK	4%

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

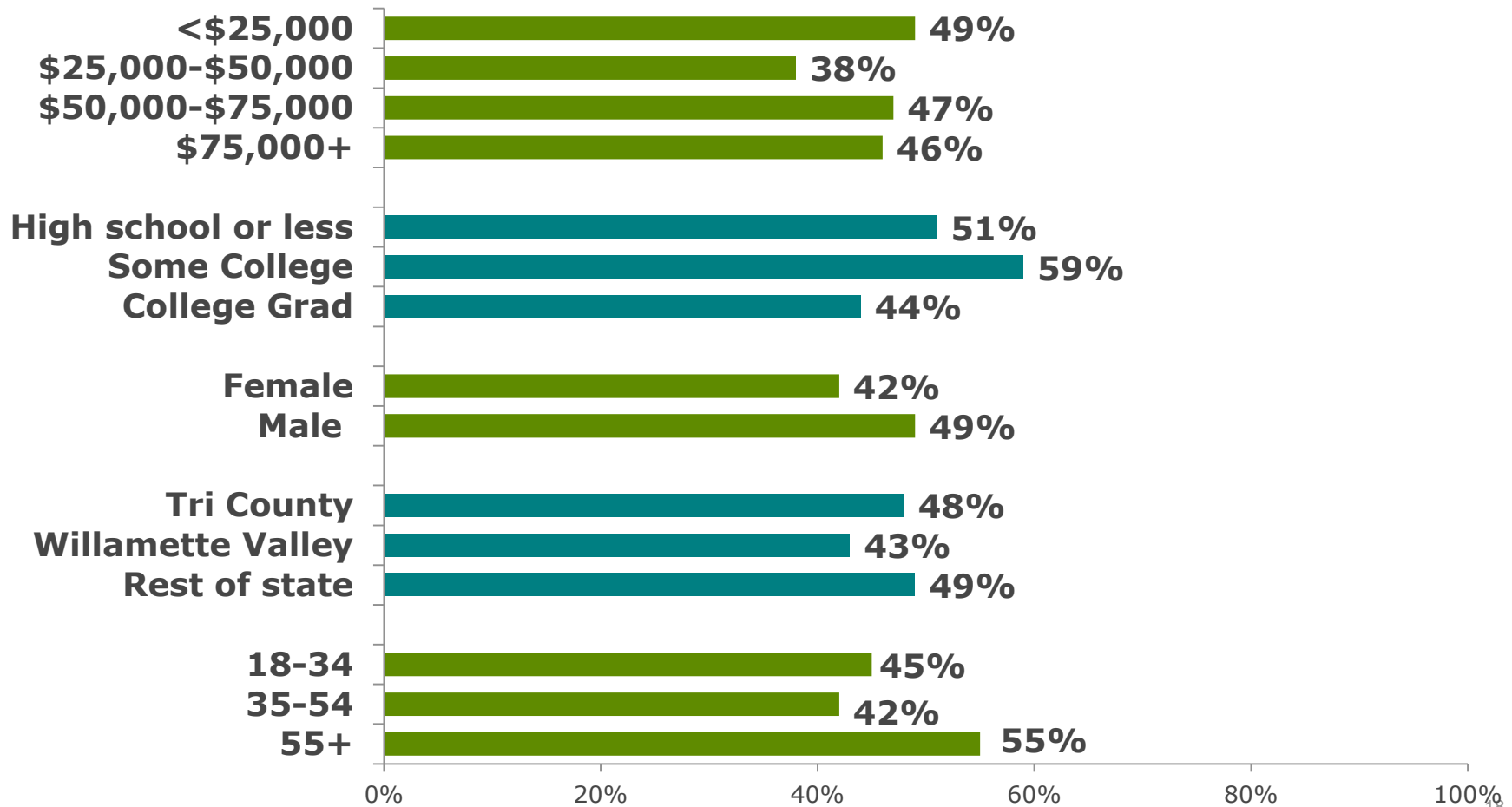## Online State Services Compared To Mail, Face-To-Face, Telephone (N=270)

Speed

2013: Slower 4% | Faster 55% | About the same 35% | Don't know 6%
2011: Slower 6% | Faster 58% | About the same 27% | Don't know 9%

Legend: ■ Slower ■ Faster ■ About the same ■ Don't know

Convenience

2013: Less convenient 4% | More convenient 69% | About the same 26%
2011: Less convenient 3% | More convenient 75% | About the same 18%

Legend: ■ Less convenient ■ More convenient ■ About the same ■ Don't know

Cost

2013: Less costly 49% | More costly 2% | About the same 46%
2011: Less costly 43% | More costly 5% | About the same 48%

Legend: ■ Less costly ■ More costly ■ About the same ■ Don't know

A large majority (82%) felt that it was easy overall (very/fairly easy); with 13% reporting it very easy and two-thirds (69%) saying it was fairly easy to search for contact information

**Ease of Searching for Contact Information**
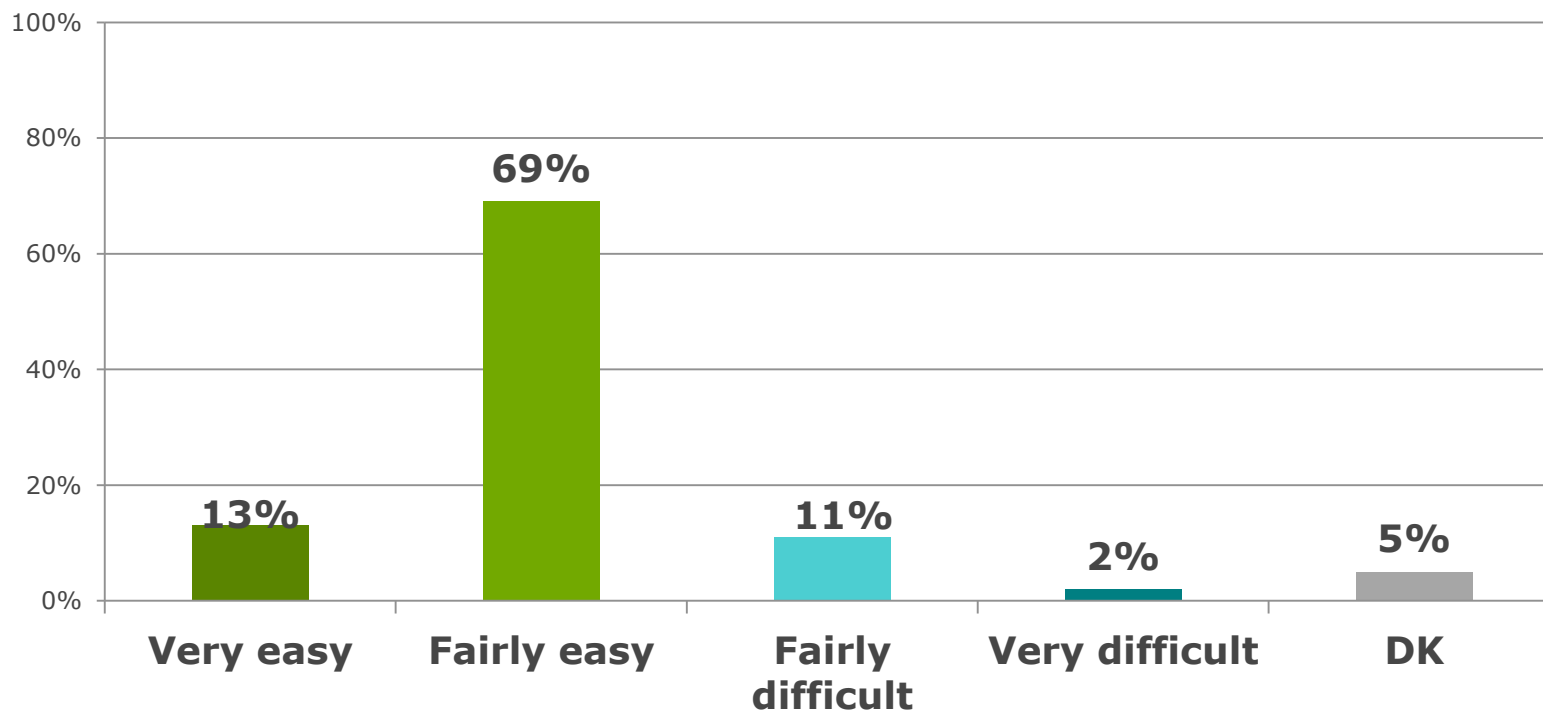
Opinions about the cost of online services were similar across demographic groups

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

Group	Percent
<$25,000	49%
$25,000–$50,000	38%
$50,000–$75,000	47%
$75,000+	46%
High school or less	51%
Some College	59%
College Grad	44%
Female	42%
Male	49%
Tri County	48%
Willamette Valley	43%
Rest of state	49%
18-34	45%
35-54	42%
55+	55%

A strong majority (79%) agree with the state's website redesign principles

The State of Oregon is beginning the process of redesigning its website and the websites of state departments. The overall aim is to have consistent elements across state agency websites so visitors know they are doing business with the state of Oregon. This includes using the Oregon.gov logo, search, location of contact information, and navigation. For each department website, the design will vary based on feedback from actual Oregon residents who regularly use the site. This is done to provide the best user experience to accomplish the tasks performed by most Oregonians. Ease of use is of primary importance, within the standard framework of the State's websites.
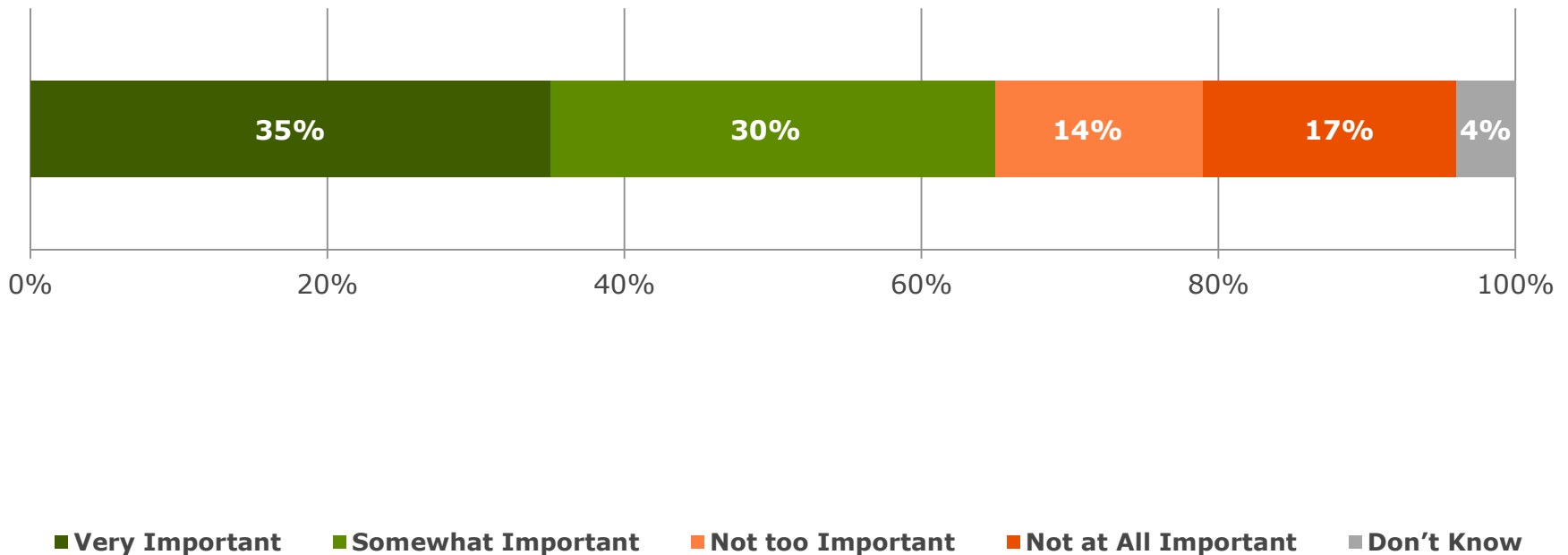
Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know
34%	45%	3%	4%	14%
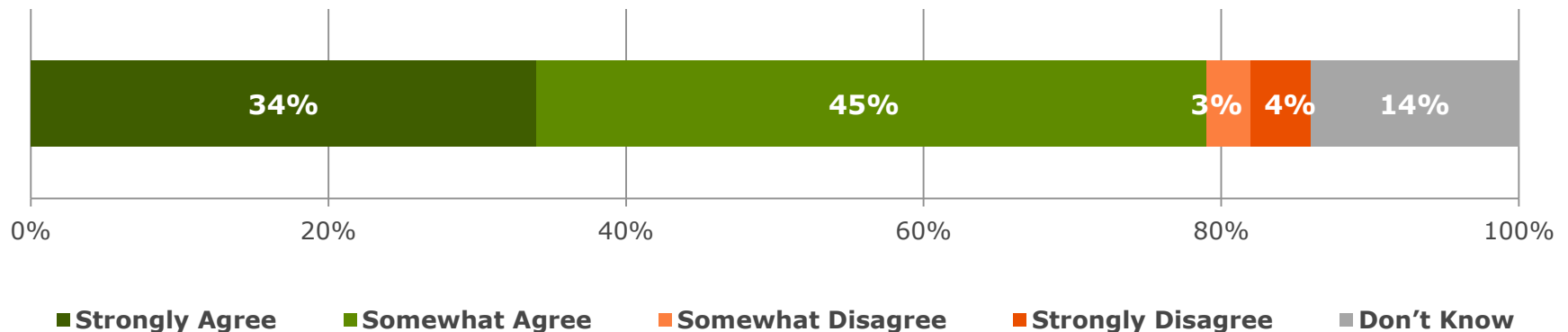
Four in ten (42%) Oregonians agree that the website was more useful than previous visits

Website More Useful Than Previous Visits?

	Yes	No	DK/Only 1 visit
2013	42%	21%	37%
2011	39%	20%	41%

■ 2013   ■ 2011
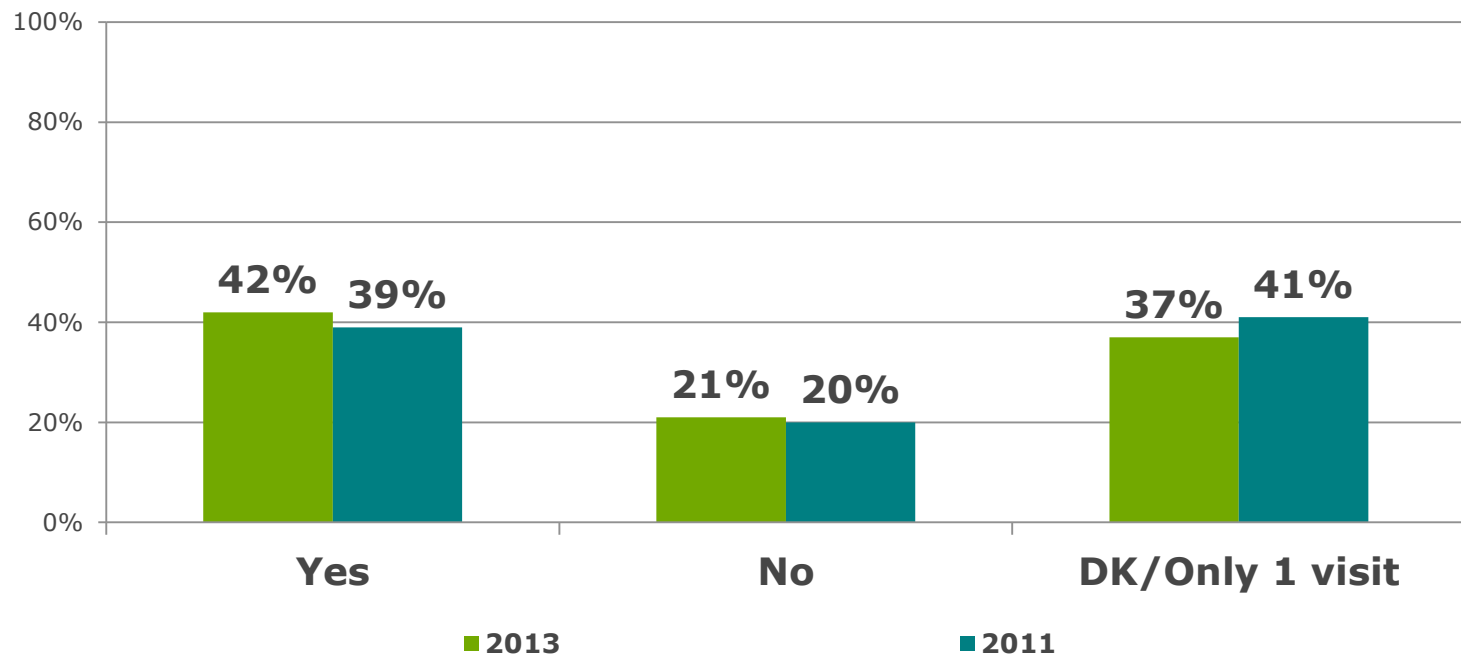
More than 3 in 5 (65%) Oregonians agree that it is important that state websites be mobile friendly

Importance of Optimizing State Websites for Mobile Devices

| 35% | 30% | 14% | 17% | 4% |

■ Very Important   ■ Somewhat Important   ■ Not too Important   ■ Not at All Important   ■ Don't Know

Key findings

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

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

- **Nearly all Oregonians are aware of Oregon.gov**
  - **89% of Oregonians have heard of the state's website**
  - **66% of those who had heard of the website had visited it**

Key findings

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

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

- **1 in 4 Oregonians have received state services online**

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

- **Oregonians overwhelming support the state's website redesign principles and mobile optimization**

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