



**PREPARED FOR:**

**OREGON DEPARTMENT OF ADMINISTRATIVE SERVICES**

**E-Government Survey Report**

**December 2013**

**PREPARED BY:**

**DHM RESEARCH**

(503) 220-0575 • 239 NW 13<sup>th</sup> Ave., #205, Portland, OR 97209 • [www.dhmresearch.com](http://www.dhmresearch.com)

## 1. | INTRODUCTION AND METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a telephone survey of residents in the State of Oregon. The objective of the survey was to gauge residents' use of and attitude towards the online delivery of government services. The survey assessed residents' Internet access, experience using the State of Oregon website, and preferences relating to the online delivery of services. Results are benchmarked against a similar survey conducted by DHM Research in 2011.

**Research Design:** Between December 11 and 15, 2013 DHM Research conducted a telephone survey of 1,200 residents in the state of Oregon. Of those interviews, 400 were conducted in the Tri-County area (Clackamas, Multnomah, and Washington counties), 400 came from the Willamette Valley (Benton, Lane, Linn, Marion, Polk, and Yamhill counties), and 400 from the rest of the state. The survey took an average of 13 minutes to administer. The sample size is sufficient to assess opinions generally, and allows a review by multiple subgroups including age, gender, and other demographics.

Respondents were contacted randomly using multiple samples including listed, cell phone, and voter samples. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validations.

For a representative sample, quotas were set by age, gender, and geographic area. In the annotated questionnaire, results may add up to 99% or 101% due to rounding.

**Statement of Limitations:** Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire population.

For a sample size of 1,200, the margin of error for each question falls between +/-1.7% and +/-2.8%, at the 95% confidence level. For a sample size of 400, the margin of error for each question falls between +/-2.9% and +/-4.9%, at the 95% confidence level. The reason for the difference lies in the fact that, when response categories are relatively even in size, each is numerically smaller and thus slightly less able – on a statistical basis – to approximate the larger population.

**DHM Research:** DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is non-partisan and independent and specializes in research projects to support public policy-making. [www.dhmresearch.com](http://www.dhmresearch.com)

## 2. | SUMMARY & OBSERVATIONS

### **88% of Oregonians have access to the internet at home.**

- Nearly three quarters of all demographic groups have access to the internet at home.
- Rates are lowest among those with yearly incomes of \$25K or less (73%), those ages 55+ (79%), and those living outside of the Metro and Willamette Valley areas (83%).

### **Nearly all Oregonians are aware of Oregon.gov.**

- 89% of Oregonians have heard of Oregon.gov, up from 84% in 2011.
- 66% of Oregonians have visited Oregon.gov, up from 53% in 2011.
- Among those who have visited Oregon.gov in the past, 73% visited during the last year.

### **Oregonians visited the state's websites in 2013 for similar reasons as in 2011.**

- The primary reasons for visiting the websites were *looking for information, data, or services* (59%) and *completing a transaction* (40%). These are very similar to the primary reasons cited in 2011.
- Between 20-24% of Oregonians also visited a state website to *pay taxes or fees, to access unemployment or welfare, to access health insurance information, or to apply for a job with the state.*

### **One in four (23%) said they have received government services from the state of Oregon online.**

- Oregonians generally find those services to be faster (55%), more convenient (69%), and less costly (49%) than the traditional mail, face-to-face, or telephone experience with state of Oregon government.
  - These results are consistent with those from the 2011 survey.

### **Oregonians coming to state websites are generally able to find what they are searching for.**

- Just 12% indicated that they were unable to find the information they needed.
  - The most-mentioned unsuccessful searches were related to *health insurance* and *political information*.
- 82% indicated that it was either very or fairly easy to search for contact information.

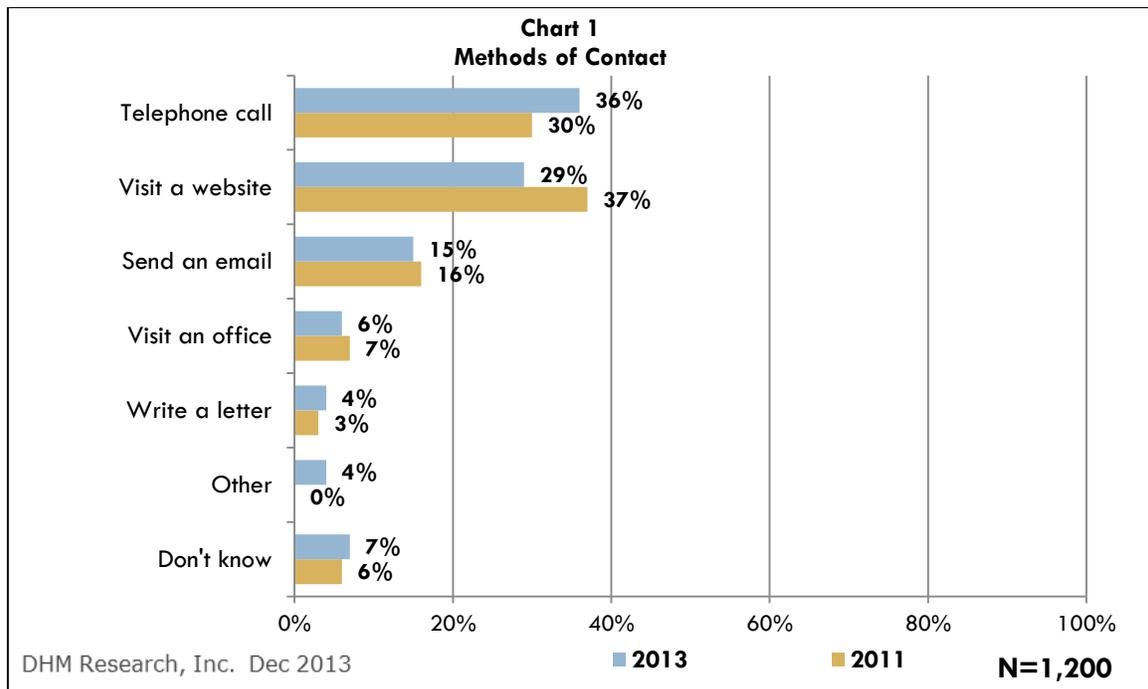
### **Oregonians overwhelmingly support (79%) the state's website redesign goals of having consistent elements across websites while maximizing the user experience.**

- Oregonians also agree that it's very or somewhat important (65%) to optimize the website for mobile devices.

### 3. | KEY FINDINGS

#### 3.1 | Information Access

Respondents were first asked what method of communication they find most convenient when needing to contact an Oregon state government agency (Q1).

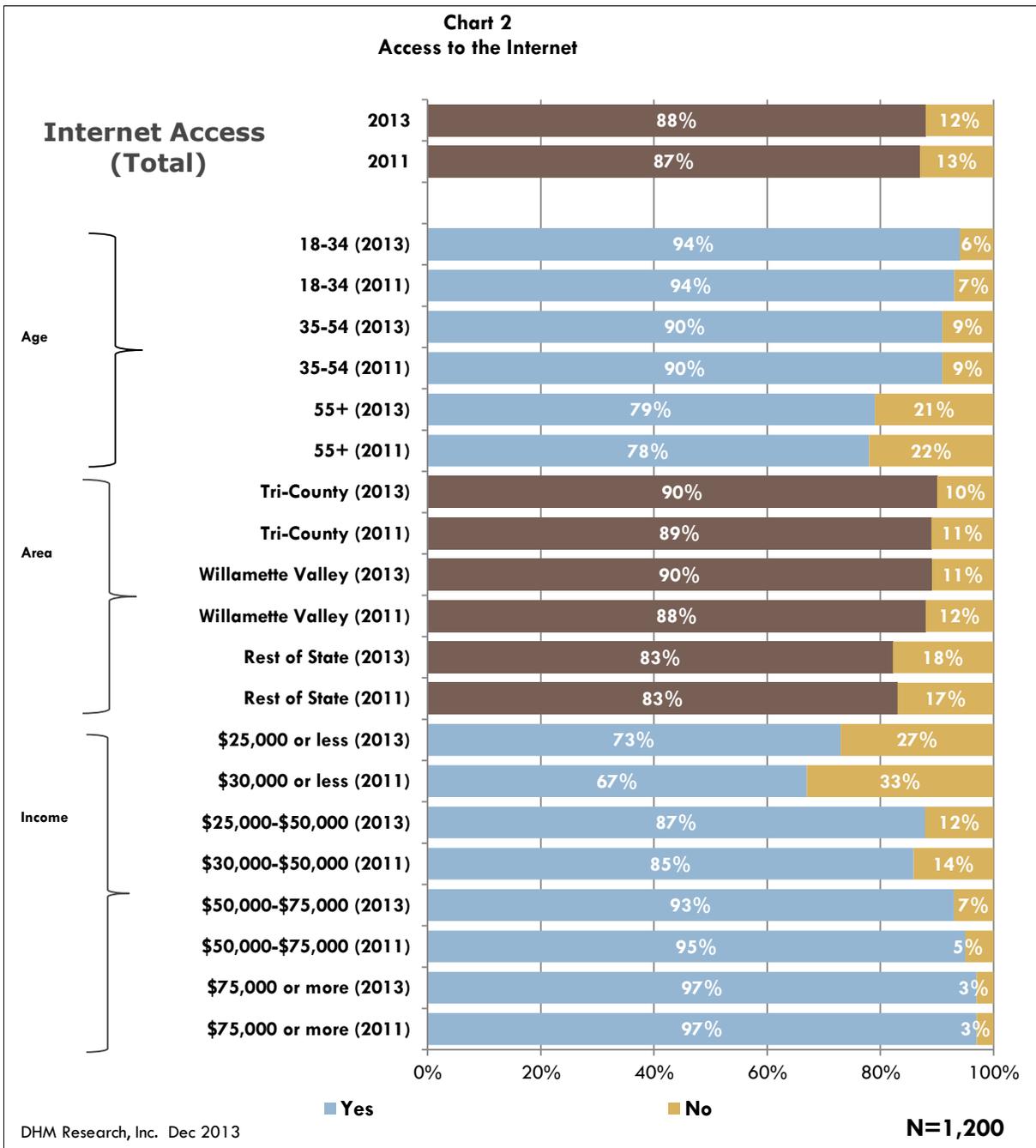


A little over one-third of respondents (36%) primarily found a *telephone call* to be the most convenient when they needed to contact an Oregon state government agency. Digital methods of communication like *visit a website* (29%) and *send an email* (15%) were the next most convenient methods. Non-digital methods of contact (such as *visiting an office* or *writing a letter*) were found to be the least convenient (6% and 4%, respectively).

This is compared to 2011, when 37% found *visiting a website* most convenient, followed by a *telephone call* (30%), and *sending an email* (16%).

Demographic Differences: *Visiting a website* was most convenient in the Tri-County area (37%) as compared to the Willamette Valley (25%) and Rest of State (20%). Websites were also more likely to be reported by those ages 18-34 and 35-54 (33% each) than those ages 55 and above (20%).

Respondents were asked whether they had access to the internet through a computer, smart phone, or tablet device at their home (Q2).

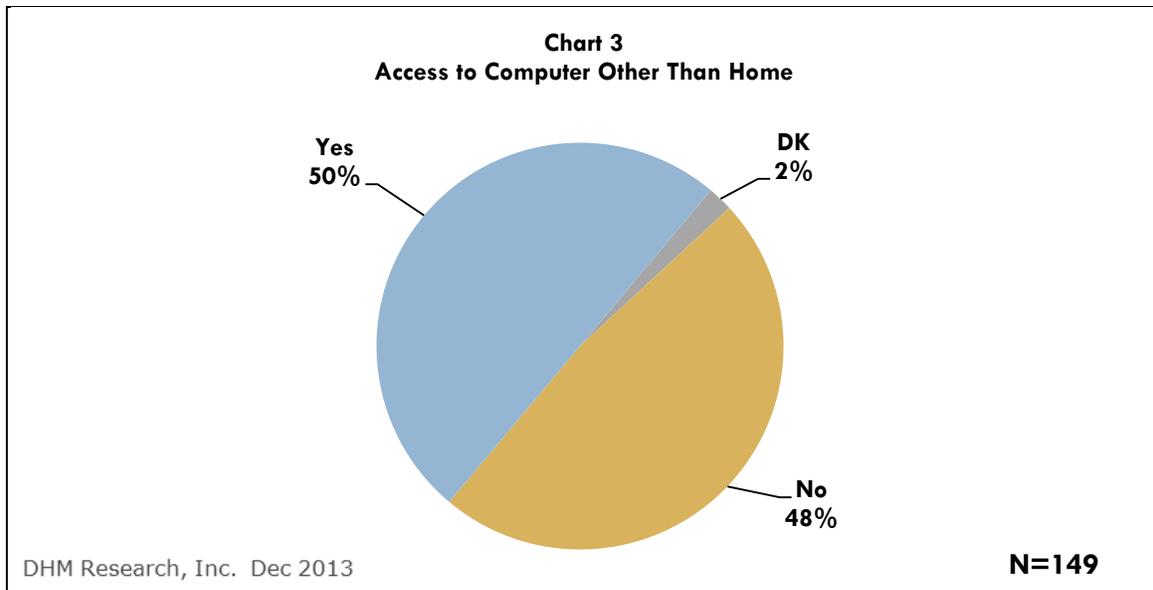


A large majority of respondents reported having access to the internet through a computer, smart phone, or tablet device at their home (88% of the total). This was extremely similar to 2011, when 87% said they had “access to the internet at home” (87%).

Demographic Differences: Roughly three quarters or more of all demographic groups had access to the internet at their home (72%). This number rises to 90% in the Tri-County and

Willamette Valley areas (compared to 83% in the Rest of State). Younger age groups also had more access to the internet at home, with those ages 18-34 at 94% and 35-54 year-olds at 90% (this dropped to 79% for those ages 55 and above). Respondents within the higher income groups were extremely likely to have internet in their home, with those earning \$75,000 or more annually reporting the highest level of access to internet (97%).

Those who reported not having access to the internet at home were asked if they had access at a library, friend's house, the office, or somewhere else (Q3).

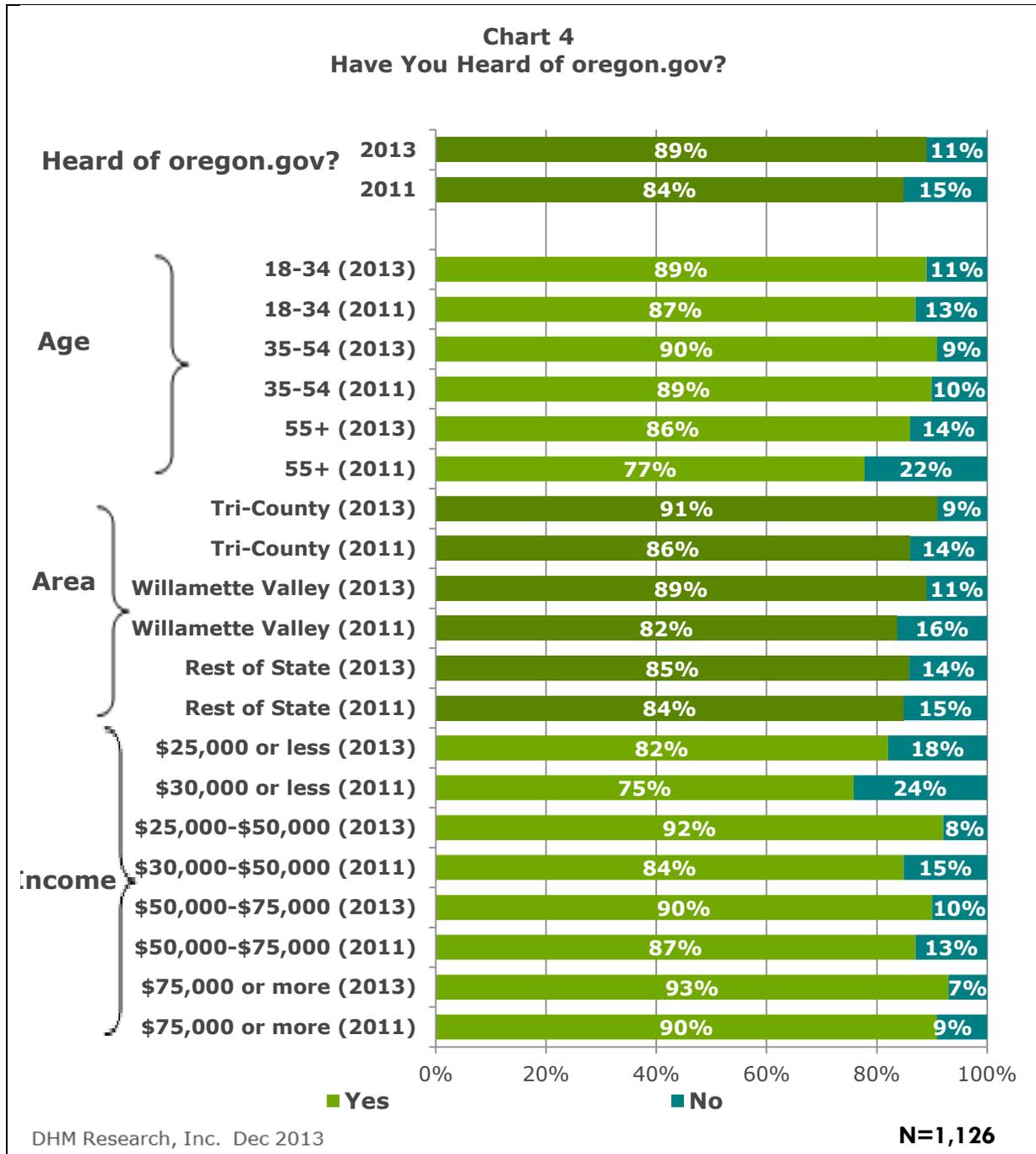


Exactly half (50%) of those without access to the internet were able to access the internet outside of their home.

Demographic Differences: Respondents between the ages of 18-34 and 35-54 were more likely to have access than those over the age of 55 (18-34: 93%; 35-54: 60%; 55+: 34%). There were no significant differences between areas of the state.

### 3.2 | E-Government Experience

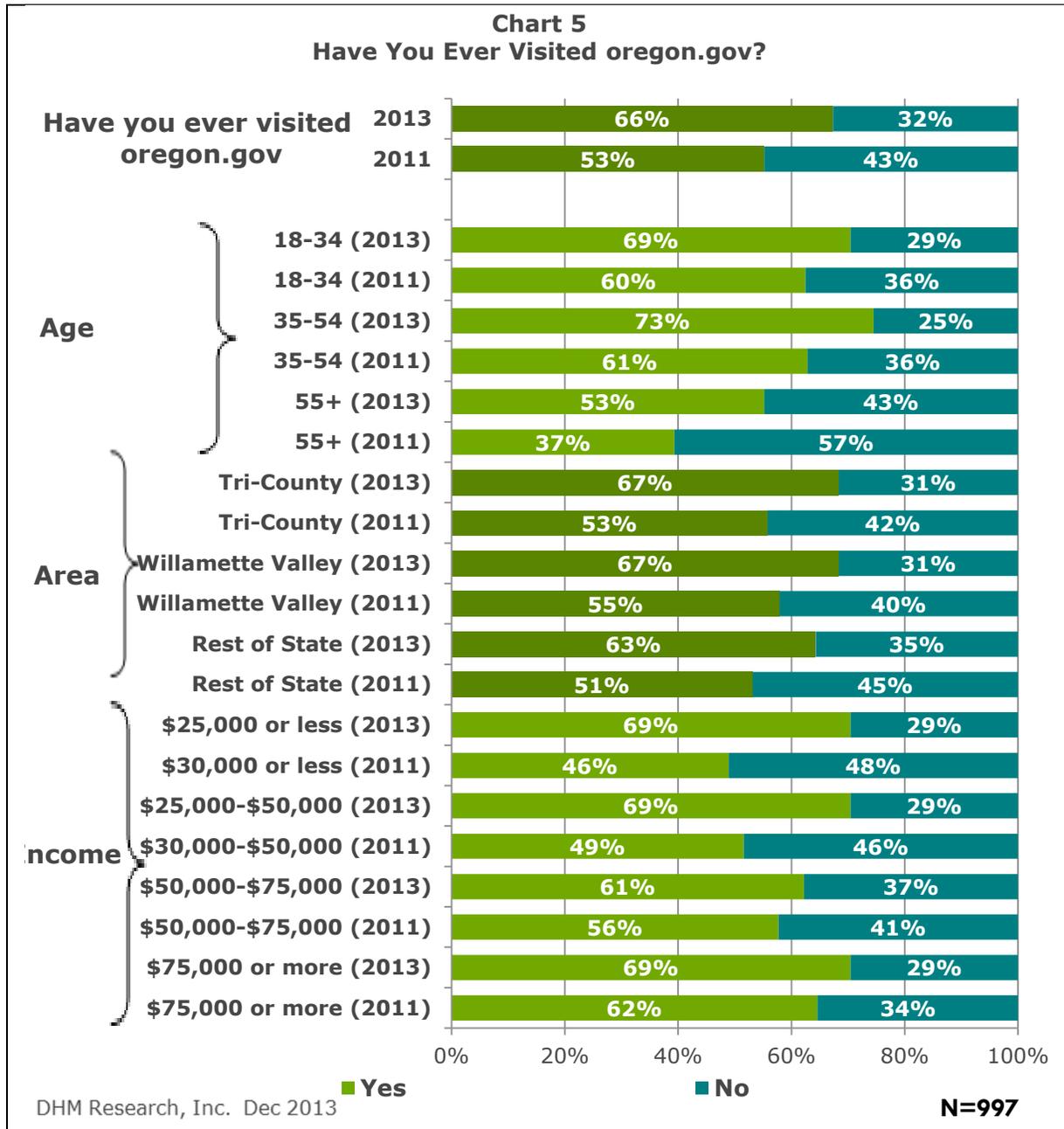
Respondents were asked a series of questions about the Oregon.gov website. First, they were asked if they had ever heard of the Oregon.gov website (Q4).



Nine in ten (89%) respondents had heard of Oregon.gov, five points higher than in 2011 (84%).

Demographic Differences: More than 80% of all demographic groups had heard of Oregon.gov. The highest level of awareness was in the Tri-County area (91%), slightly higher than Rest of State (85%).

Respondents were then asked whether they had ever visited the Oregon.gov website (Q5).



Two-thirds (66%) of respondents reported that they had visited the Oregon.gov website. This has increased from 2011, when only a little over one-half (53%) had visited Oregon.gov (a 13-point leap).

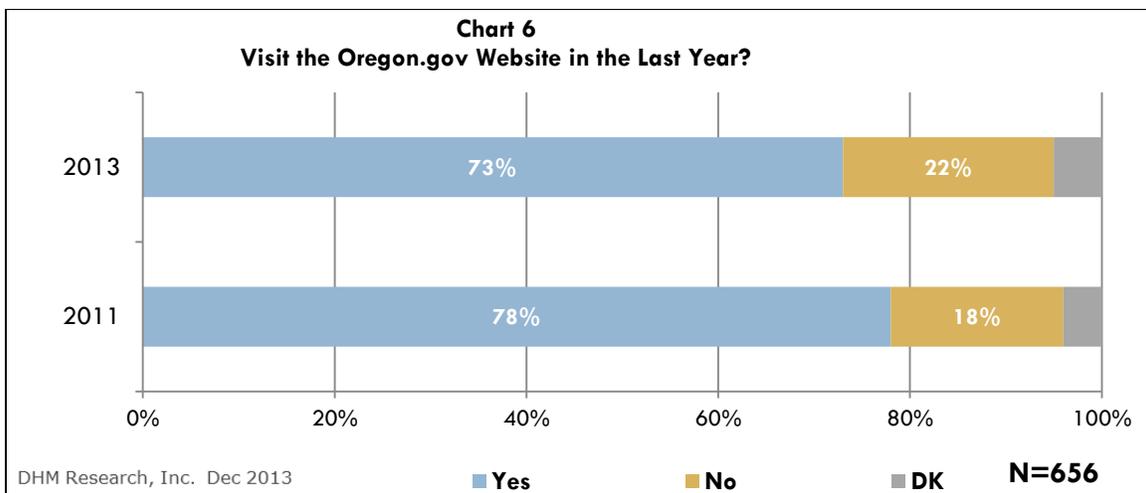
Demographic Differences: Younger age groups were more likely to have visited the website (18-34: 69%; 35-54: 73%), as compared to those over the age of 55 (53%). Additionally, those with higher levels of education completion were also more likely to have visited the Oregon.gov website (College Grad+: 72%; Some College: 63%), as compared to those with only High School or less education (54%).

Respondents were also asked how they had first learned about the website (Q6). The most frequent ways in which respondents learned about the website were:

- Work Related (12%)*
- Google/Googled it (11%)*
- General search/looking for information (8%)*
- General online search (7%)*

Demographic Differences: There were no significant subgroup or state area differences.

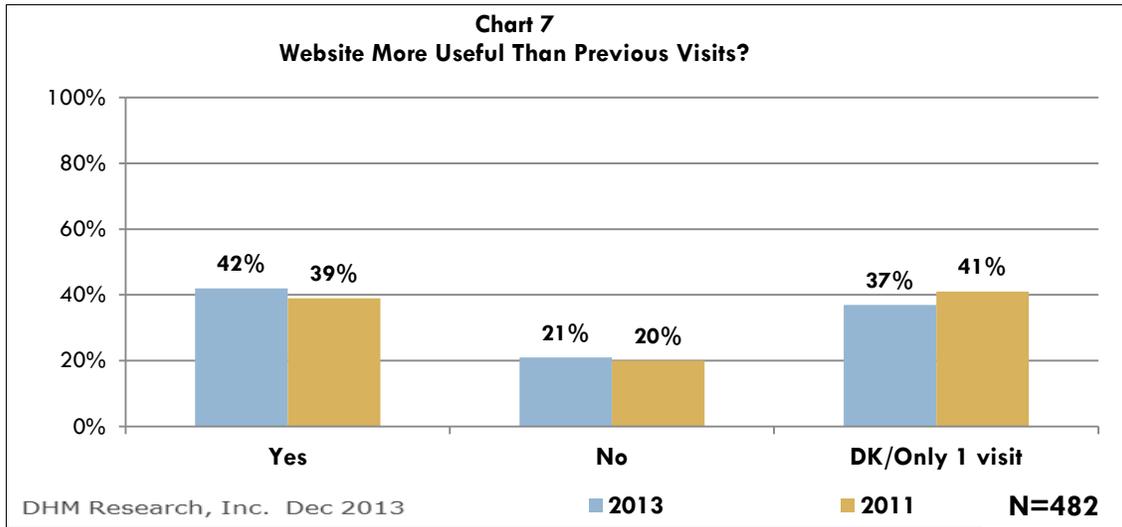
Respondents who had visited Oregon.gov were asked if they had visited the website in the last year (Q7).



Nearly three quarters (73%) of respondents who had visited the Oregon.gov website had done so in the last year—this represents 35% of all Oregonians.

- Demographic Differences: Those with some college education (78%) and college graduates (75%) were more likely to have visited the website in the last year than those with a high school diploma or less education (62%). There were no significant differences between the areas of the state.

Those who had visited Oregon.gov in the past year were asked whether they thought it had become more useful since their earlier visits (Q8).

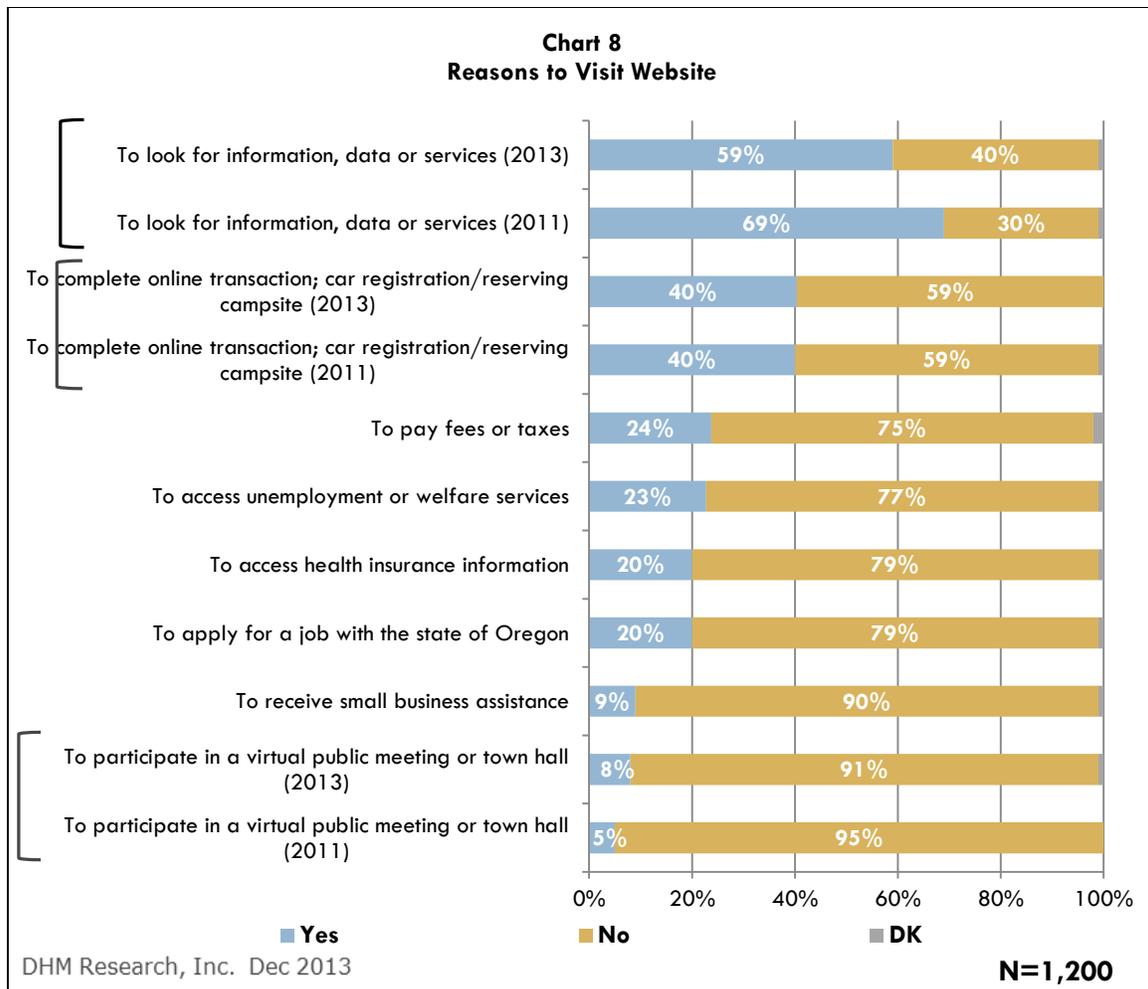


Four in ten (42%) thought that the website was more useful than previous visits. However, a similar 37% reported that they did not know if the Oregon.gov website was more useful than previous visits because they had only visited once total. Results were similar to 2011.

Demographic Differences: There were no significant subgroup or state area differences.

### 3.3 | State of Oregon Government Agency Website Activity

Respondents were asked a series of questions about their reasons for visiting a State of Oregon government agency website (Q9-Q16).



The most common reason for visiting a State of Oregon government agency website was *to look for information, data, or services* (59%) followed by *to complete a transaction online such as reserving a campsite, or renewing their car registration* (40%). The least common reasons to visit a State of Oregon government agency website were *to receive small business assistance* (9%) and *to participate in a virtual public meeting or town hall* (8%).

In 2011, *looking for information, data, or services* was ten points higher than in 2013 (69% vs. 59%).

**Demographic Differences:** Tri-County respondents were more likely to have visited these websites for *information, data, or services* (64%) than those from Rest of State (52%). Younger age groups were more likely to have *completed a transaction online such as reserving a campsite, or renewing their car registration* (18-34: 41%; 35-54: 51%) as

compared to those 55 and older (29%). Notably, non-white ethnic groups were more likely to visit these websites to apply for a job with the state of Oregon compared to their white counterparts (non-white: 26%; white: 19%), to access unemployment services (non-white: 30%; white: 21%), and to participate in a virtual public meeting or town hall (non-white: 13%; white: 8%).

Those who had visited State of Oregon government agency websites were provided the open-ended opportunity to identify what other reasons they had for visiting these websites (Q17). The most frequently cited reasons for visiting these websites in 2013 and 2011 included:

### **Other reasons for visiting Oregon.gov (N=912)**

2013

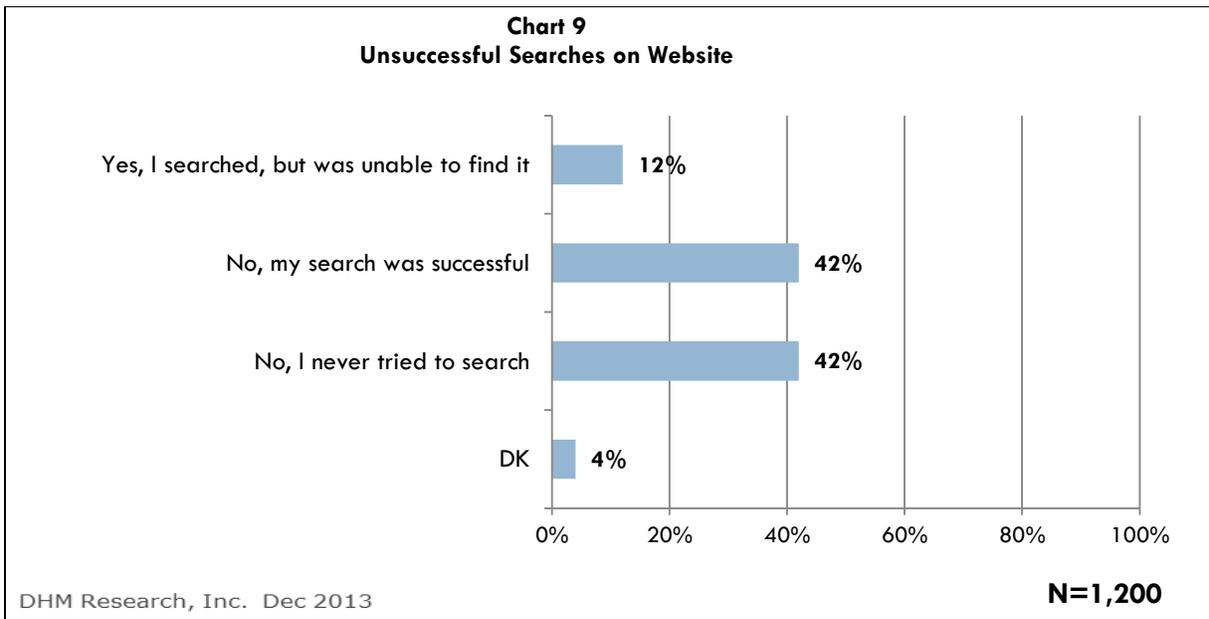
- Research/information/available resources-general (13%)*
- DMV/vehicle registration/driver license (6%)*
- Jobs/unemployment (6%)*
- Has not visited website (5%)*
- Outdoor recreation information/licensing (hunting, fishing, camping) (4%)*
- Tax information (3%)*

2011

- Applied for jobs/occupational licensing (18%)*
- Research/information/available resources-general (16%)*
- DMV/vehicle registration/driver license (16%)*
- Access unemployment/welfare services (5%)*
- Tax information submissions (10%)*
- To access/submit paperwork (10%)*
- Used to contact departments/officials (7%)*
- Information regarding state run services/agencies (6%)*

Demographic Differences: There were no significant subgroup or state area differences.

All respondents were then asked if they had ever searched for a particular State of Oregon service or information online but were unable to find it (Q18).



Only one-tenth (12%) of respondents were unable to find what they needed, with most respondents either successfully finding what they needed (42%) or never trying to search (42%).

Though the response categories were slightly different in 2011, a similar number of respondents searched and were unable to find what they were looking for (14%).

Demographic Differences: The Rest of State was more likely to never try searching (47%) compared to the Tri-County area (39%).

Those who had searched but were unable to find what they needed were asked in an open-ended format to describe what they were searching for (Q19). In 2013 and 2011, respondents who were unable to find what they needed reporting having searched mainly for:

**What Oregonians could not find on state websites (N=139)**

2013

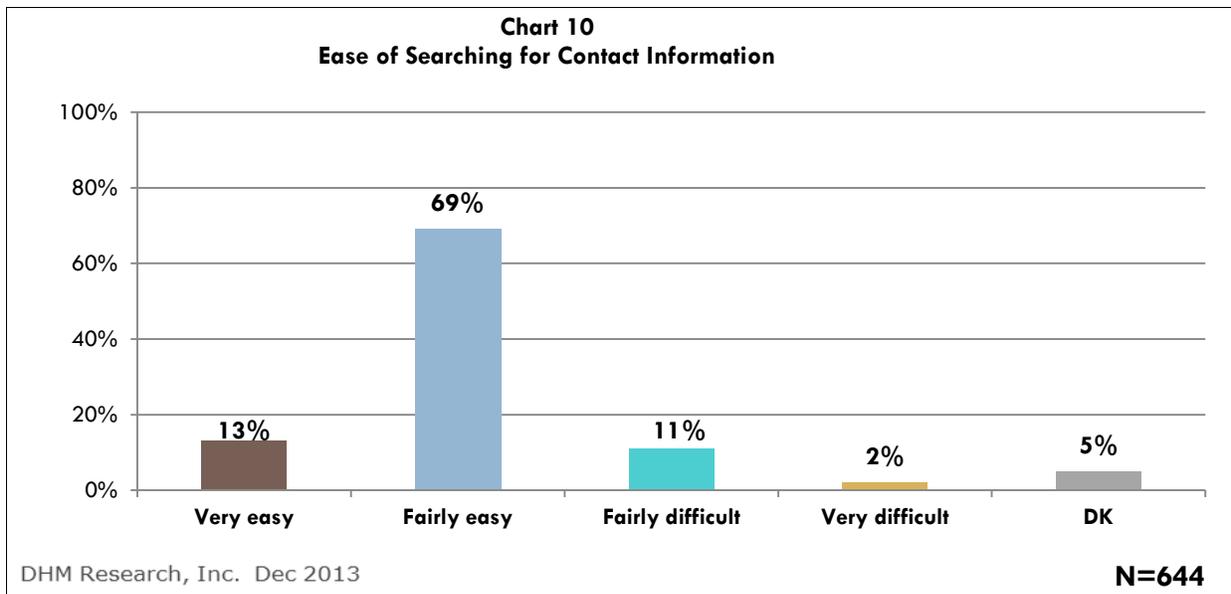
- Health insurance/health information (6%)*
- General information (5%)*
- Political information (5%)*

2011

- Information regarding laws/regulations/policies (14%)
- Contact information regarding a person or agency (12%)
- Information regarding state-run services (11%)

Demographic Differences: Notably, the Willamette Valley had the highest level of responses for failure to find health insurance/health information with 18% (compared to Tri-County at 0% and Rest of State at 4%).

Those who had searched for a particular State of Oregon government service or information online (whether it was successful or no) were asked if they thought searching for contact information on these websites was very easy, fairly easy, fairly difficult, or very difficult (Q20).

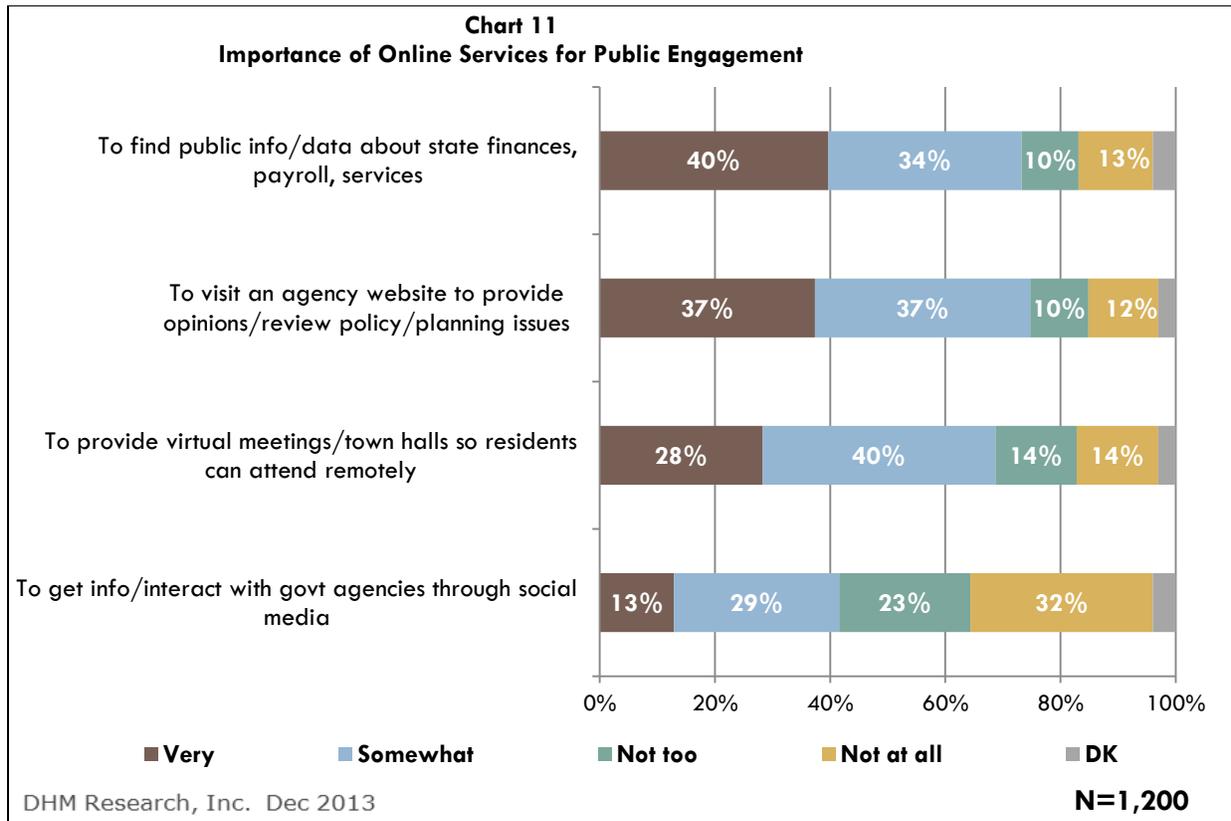


A large majority (82%) felt that it was easy overall (very/fairly easy); with 13% reporting it was *very easy* and two thirds (69%) saying it was *fairly easy* searching for contact information. Only 13% felt that it was *fairly difficult* (11%) or *very difficult* (2%).

Demographic Differences: Respondents ages 18-34 were more likely to feel that it was easy (total easy: 88%) than those ages 35-54 (81%). There were no significant state area differences.

### 3.4 | State of Oregon Online Services

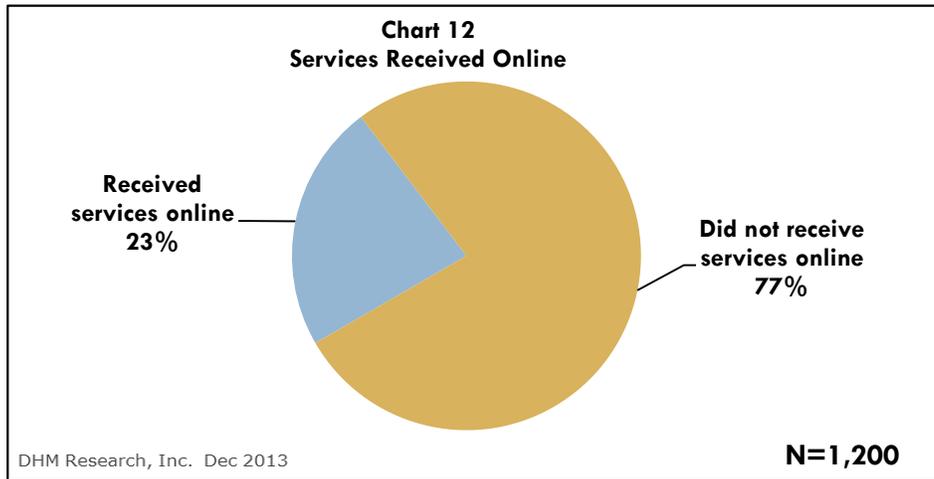
Respondents were asked questions relating to State of Oregon online services, particularly engagement and online services versus traditional methods. To start, respondents were asked whether they felt that a series of services were very important, somewhat important, not too important, or not at all important (Q21-Q24).



Most respondents felt that it was most important *to have the ability to find public information and data about state finances, payroll, and services* (40% very important, 34% somewhat important). However, *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* was closely matched (37% for both very important and somewhat important). Notably, *providing virtual meetings or town halls* was more important to respondents than *getting information and interacting with government agencies through social media, such as Twitter and Facebook* (68% and 42% total important, respectively)—“total important” includes *very* and *somewhat important* responses.

**Demographic Differences:** The Tri-County area (78% very/somewhat important) was more supportive of providing their opinion on public policy or planning than the Rest of State (71%). Interestingly, importance ratings for all online service decreased with age, with those ages 18-34 providing higher ratings than their older counterparts.

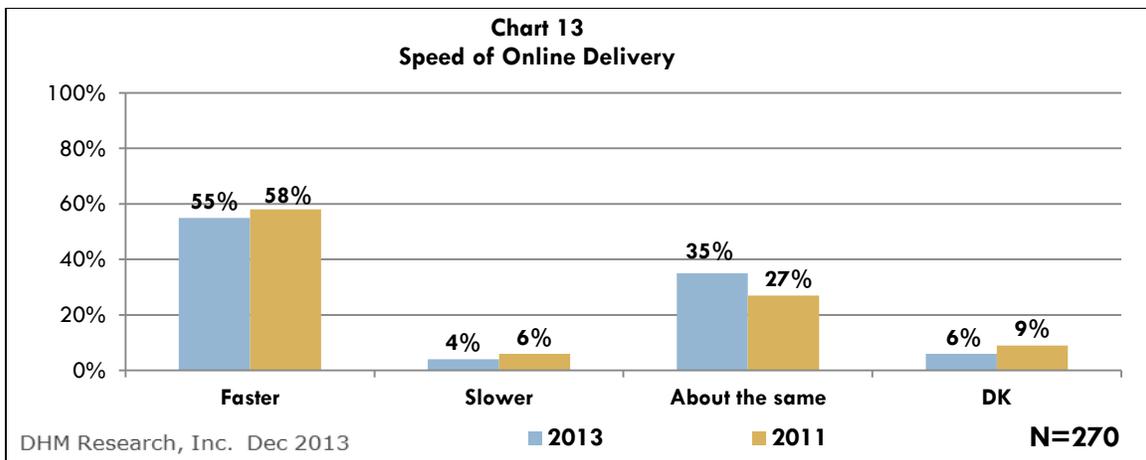
Respondents were asked a series of questions relating to their experience with receiving State of Oregon government services online, starting with whether they had received services or not (Q25A).



Over three quarters (77%) of respondents had not received services online.

**Demographic Differences:** Those ages 18-34 and 55+ were significantly less likely to have received services online (18-34:18%; 55+: 17%), while the 35-54 age group was more likely to have received services online (31%). Higher education and higher income groups were also more likely to have received services online than their lower education and income counterparts (College graduates 30% vs. High School or less at 10%; \$75,000+ at 30% vs. <\$25,000 at 16%). There were no significant differences by area of state.

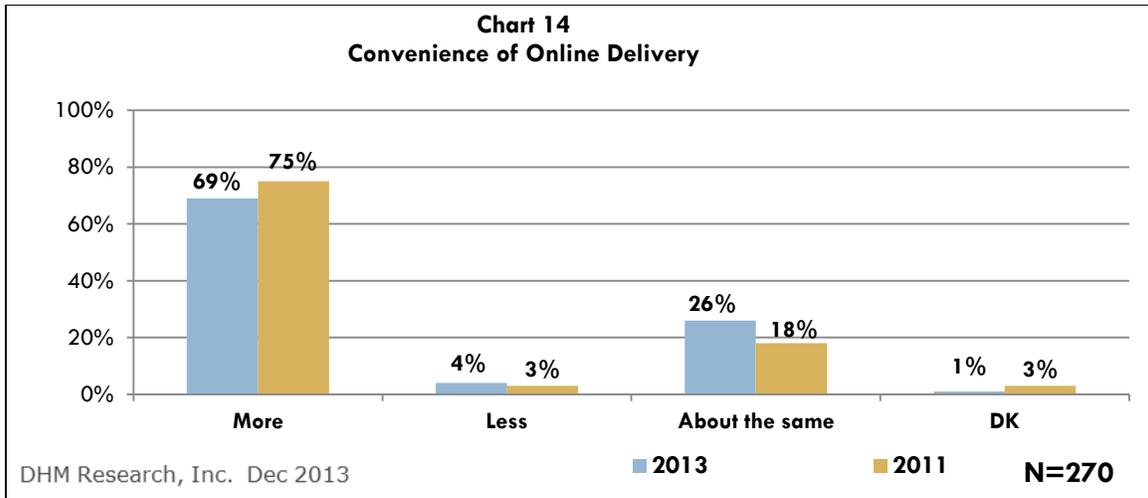
Respondents were asked about the speed of online delivery and whether they felt it was faster, slower, or about the same (Q25).



Most felt that the speed of online delivery was either *faster* (55%) or *about the same* (35%). In 2011, these proportions were similar, though a lower 27% felt that it was *about the same*.

Demographic Differences: Respondents from the Willamette Valley felt that speeds were faster (66%) when compared to the Tri-County area (45%).

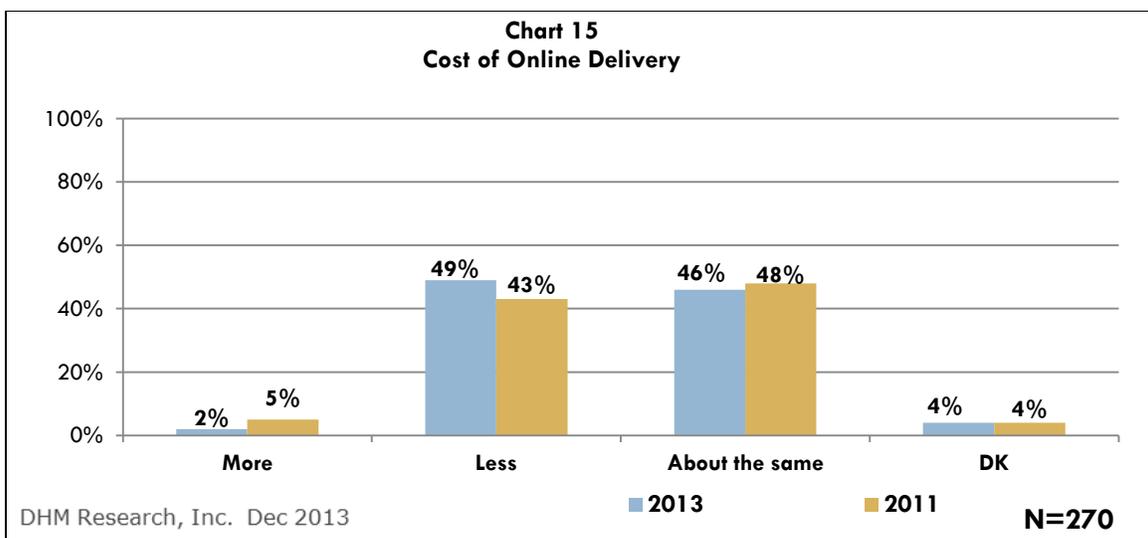
Respondents were asked whether the convenience of online delivery was less convenient, more convenient, or about the same (Q26).



The large majority felt it was *more convenient* overall (69%), with another quarter (26%) feeling that it was *about the same*. A slightly higher level (75%) of respondents felt that it was *more convenient* in 2011.

Demographic Differences: There were no significant subgroup or state area differences.

Respondents were asked whether the cost of online delivery was less costly, more costly, or about the same (Q27).



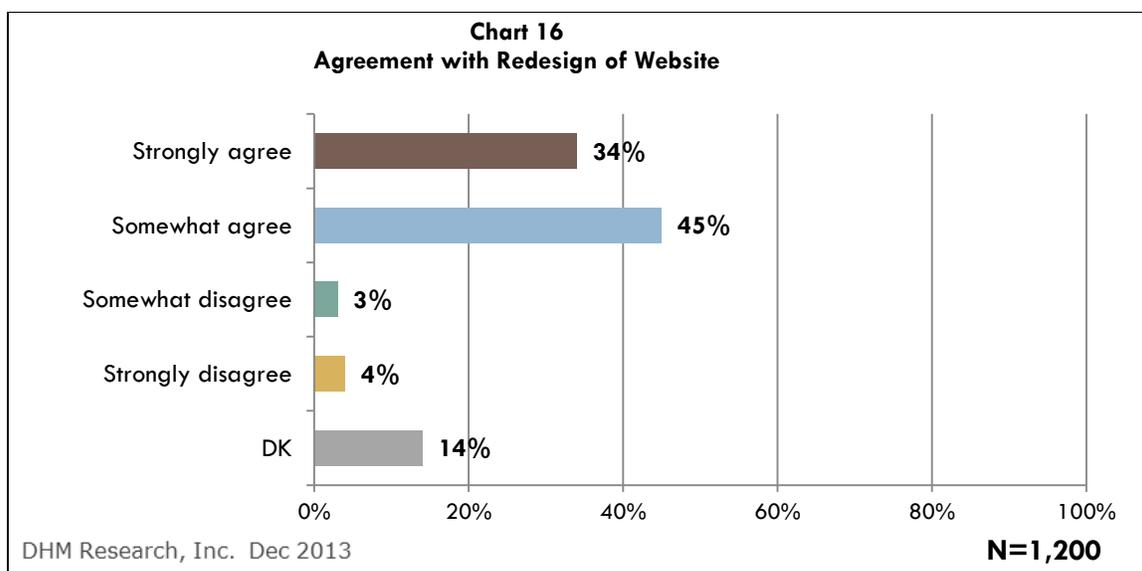
Most respondents felt that it was either *less costly* (49%) or *about the same* (46%). A lower rate of respondents felt that it was *less costly* in 2011 (43%), though a similar number felt that it was *about the same* (48%).

Demographic Differences: There were no significant subgroup or state area differences.

### 3.5 | State of Oregon Website Redesign

Respondents were read a description about the redesign of the State of Oregon’s websites and the overall aim of this change. They were then asked to answer a series of questions regarding this statement and priorities for the redesign. First, respondents reported whether they strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the way the State of Oregon is redesigning its website, based on the following description (Q28):

*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.*



A large majority of respondents agreed with the way the State of Oregon is redesigning its website based on the provided description (34% strongly agree, 45% somewhat agree).

Demographic Differences: Those ages 18-34 (89%) and 35-54 (82%) were more likely to agree (strongly/somewhat) with the way the State of Oregon is redesigning its website than

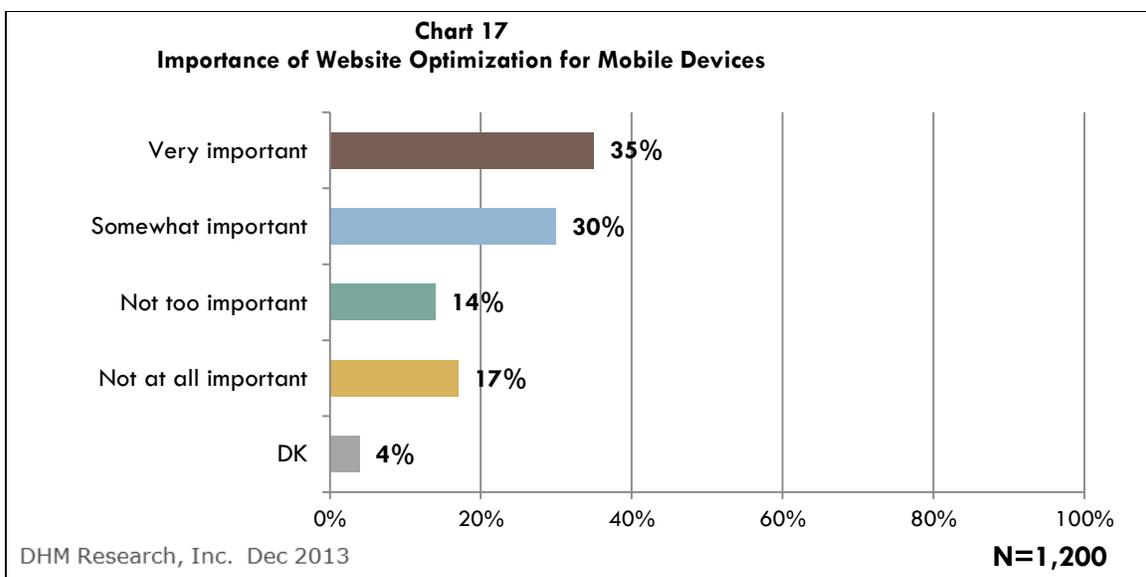
those ages 55+ (67%). Don't know responses were highest among those ages 55+ (21%). Respondents in the Tri-County (83%) and Willamette Valley (79%) areas were more likely than those in the Rest of State (73%) to agree with the redesign.

Respondents who disagreed with the way the state of Oregon is redesigning its website were provided the open-ended opportunity to explain why (Q29). Below are the most common responses that were given:

- *The state does not spend money wisely* (22%)
- *The website should be more user-friendly* (14%)
- *Secure the website* (6%)
- *Dislike the Government* (5%)
- *Rather have face to face communication* (5%)

Demographic Differences: There were no significant subgroup or state area differences.

Respondents were asked how important it is to them that State of Oregon websites be optimized to work on mobile devices, such as smartphones and tables: very important, somewhat important, not too important, or not at all important (Q30).

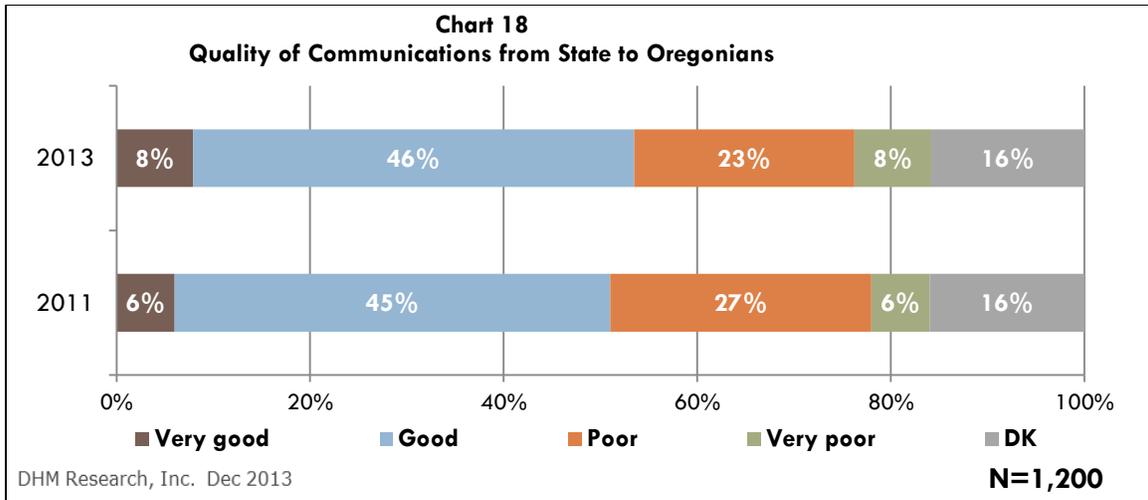


Two-thirds (65%) of respondents felt that mobile device optimization was either very (35%) or somewhat (30%) important. However, another third (31%) felt that it was not too or not at all important to them.

Demographic Differences: Respondents in the Tri-County area felt that it was more important to optimize the website for mobile devices (71%), as compared to those in the Willamette Valley (62%) and Rest of State (59%). Those ages 18-34 and 35-54 were also significantly more likely to feel optimization is important (76% and 71%, respectively) when compared to those ages 55 and over (47%). Not surprisingly, respondents with cell phones felt this was more important (81%) than their non-cell phone owning counterparts (61%).

### 3.6 | State of Oregon General Communication

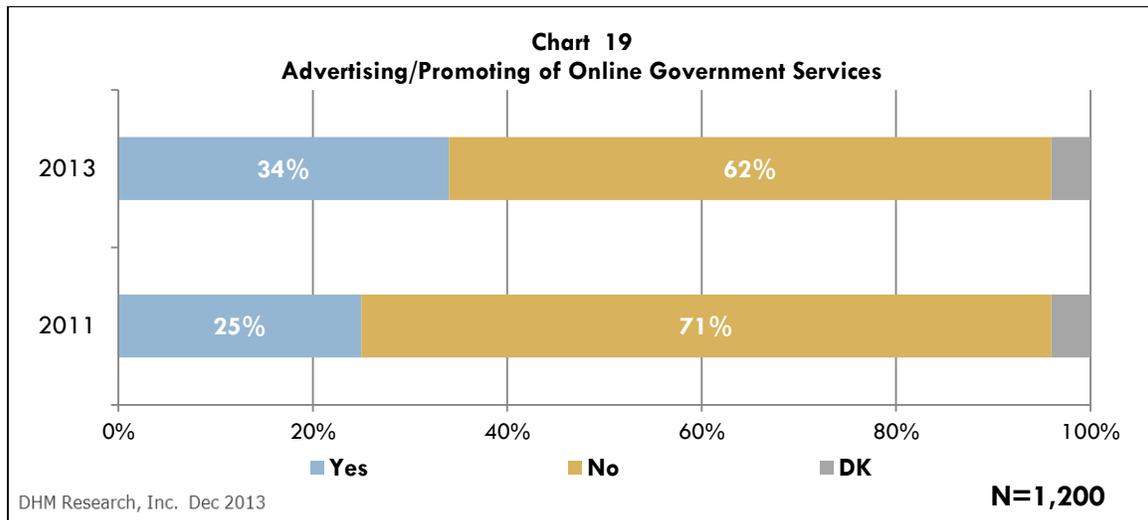
Respondents were asked how good of a job they felt the State of Oregon has done in communicating with Oregonians about what services are available online: very poor, poor, good, or very good (Q31).



More than half (54%) felt that the State of Oregon did a very good or good job of communicating about services available online. Another 31% felt that the State of Oregon is doing a poor job, and 16% didn't know. Responses were very similar to those from 2011.

Demographic Differences: Younger age groups (18-34, 35-54) were more likely to feel that the state was doing a good job (60% and 56%, respectively), as compared to those 55 and over (46%). Respondents over the age of 55 were also more likely to say that they don't know than their younger counterparts, with almost a quarter responding in this way (24%). There were no significant state area differences.

Respondents were asked whether they had seen any advertising or promotion about State of Oregon government services that are available online (Q32).



Most respondents had not seen advertising or promotions about State of Oregon government services available online (62%). This is an improvement over 2011, when almost three quarters (71%) had not seen advertising or promotions.

Demographic Differences: Unsurprisingly, those with internet access were more likely to have seen advertisements (35%) compared to those without access to the internet (21%). There were no significant state area differences.

Lastly, respondents were asked in an open-ended format where they had seen advertising or promotions if they had (Q33). Of the 34% who had seen advertising, most reported seeing it on:

- *Television* (62%)
- *Internet* (16%)
- *Billboards* (12%)
- *Newspapers* (11%)
- *Radio* (11%)

Demographic Differences: There were no significant subgroup or state area differences.

## 4. | QUESTIONNAIRE

### APPENDIX A—ANNOTATED QUESTIONNAIRE

#### E-Government Survey

December, 2013; Oregon General Population; Voter List + 20% Cell;  
 N=1,200 [Tri-County (N=400), Willamette Valley (N=400), Rest of State (N=400)]  
 13 Minutes, Margin of Error +/-2.8%  
 DHM Research

**INTRODUCTION:** Hello, my name is \_\_\_\_\_ from DHM Research, an independent, non-partisan opinion research firm. We are not calling to sell you anything. We are doing an important, scientific survey of Oregonians about some important state issues. May I please speak with [listed respondent]?

The survey will take about 10 minutes and I think you will find it interesting. You may be assured of complete confidentiality.

1. 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? **(Read list below. Rotate.)**

| Response Category              | Total<br>N=1200 | Tri-County<br>N=400 | Willamette<br>Valley<br>N=400 | Rest of<br>State<br>N=400 |
|--------------------------------|-----------------|---------------------|-------------------------------|---------------------------|
| Telephone call                 | 36%             | 32%                 | 37%                           | 41%                       |
| Visit an office                | 6%              | 5%                  | 8%                            | 7%                        |
| Write a letter                 | 4%              | 3%                  | 4%                            | 6%                        |
| Visit a website                | 29%             | 37%                 | 25%                           | 20%                       |
| Send an email                  | 15%             | 15%                 | 16%                           | 14%                       |
| Other                          | 4%              | 4%                  | 2%                            | 5%                        |
| <b>(DON'T READ)</b> Don't know | 7%              | 6%                  | 7%                            | 8%                        |

2. Do you have access to the internet through a computer, smart phone, or tablet device at your home?

| Response Category              | Total<br>N=1200 | Tri-County<br>N=400 | Willamette<br>Valley<br>N=400 | Rest of<br>State<br>N=400 |
|--------------------------------|-----------------|---------------------|-------------------------------|---------------------------|
| Yes                            | 88%             | 90%                 | 90%                           | 83%                       |
| No                             | 12%             | 10%                 | 11%                           | 18%                       |
| <b>(DON'T READ)</b> Don't know | 0%              | 0%                  | 0%                            | 0%                        |

3. **(If No to Q2)** 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?

| Response Category              | Total<br>N=149 | Tri-County<br>N=40 | Willamette<br>Valley<br>N=42 | Rest of<br>State<br>N=70 |
|--------------------------------|----------------|--------------------|------------------------------|--------------------------|
| Yes                            | 50%            | 60%                | 40%                          | 47%                      |
| No                             | 48%            | 40%                | 60%                          | 49%                      |
| <b>(DON'T READ)</b> Don't know | 2%             | 0%                 | 0%                           | 4%                       |

4. Have you heard of oregon.gov? (if 'no' skip to Q 9)

| Response Category              | Total<br>N=1126 | Tri-County<br>N=384 | Willamette<br>Valley<br>N=375 | Rest of<br>State<br>N=363 |
|--------------------------------|-----------------|---------------------|-------------------------------|---------------------------|
| Yes                            | 89%             | 91%                 | 89%                           | 85%                       |
| No                             | 11%             | 9%                  | 11%                           | 14%                       |
| <b>(DON'T READ)</b> Don't know | 0%              | 0%                  | 0%                            | 1%                        |

5. Have you ever visited oregon.gov? (if 'no' skip to Q 9)

| Response Category              | Total<br>N=997 | Tri-County<br>N=348 | Willamette<br>Valley<br>N=334 | Rest of<br>State<br>N=308 |
|--------------------------------|----------------|---------------------|-------------------------------|---------------------------|
| Yes                            | 66%            | 67%                 | 67%                           | 63%                       |
| No                             | 32%            | 31%                 | 31%                           | 35%                       |
| <b>(DON'T READ)</b> Don't know | 2%             | 2%                  | 2%                            | 2%                        |

6. Do you recall how you first learned about oregon.gov? (open)

| Response Category                      | Total<br>N=656 | Tri-County<br>N=232 | Willamette<br>Valley<br>N=224 | Rest of<br>State<br>N=195 |
|--|----------------|---------------------|-------------------------------|---------------------------|
| Work related                           | 12%            | 9%                  | 14%                           | 14%                       |
| Google/Googled it                      | 11%            | 14%                 | 7%                            | 9%                        |
| General search/looking for information | 8%             | 10%                 | 6%                            | 6%                        |
| Online search-general                  | 7%             | 6%                  | 7%                            | 8%                        |
| Unemployment/unemployment agency       | 5%             | 6%                  | 5%                            | 3%                        |
| Word of mouth                          | 4%             | 4%                  | 6%                            | 4%                        |
| School                                 | 4%             | 2%                  | 4%                            | 7%                        |
| Job search                             | 3%             | 2%                  | 4%                            | 3%                        |
| All other responses                    | 3% or less     | 3% or less          | 3% or less                    | 3% or less                |
| None/Nothing                           | 10%            | 13%                 | 8%                            | 8%                        |
| <b>(DON'T READ)</b> Don't know         | 18%            | 16%                 | 17%                           | 21%                       |

7. Have you visited oregon.gov in the last year? (if 'no' skip to Q9)

| Response Category              | Total<br>N=656 | Tri-County<br>N=232 | Willamette<br>Valley<br>N=224 | Rest of<br>State<br>N=195 |
|--------------------------------|----------------|---------------------|-------------------------------|---------------------------|
| Yes                            | 73%            | 75%                 | 73%                           | 71%                       |
| No                             | 22%            | 21%                 | 23%                           | 23%                       |
| <b>(DON'T READ)</b> Don't know | 5%             | 4%                  | 4%                            | 7%                        |

8. (If 'yes' to Q7) Do you believe that [www.oregon.gov](http://www.oregon.gov) has become more useful since your earlier visits?

| Response Category                                | Total<br>N=482 | Tri-County<br>N=174 | Willamette<br>Valley<br>N=164 | Rest of<br>State<br>N=138 |
|--|----------------|---------------------|-------------------------------|---------------------------|
| Yes  | 42%            | 41%                 | 44%                           | 41%                       |
| No   | 21%            | 21%                 | 20%                           | 23%                       |
| <b>(DON'T READ)</b> Don't know/only visited once | 37%            | 37%                 | 36%                           | 36%                       |

I'm going to ask you about visiting STATE of OREGON government agency websites. If you don't have access to the internet or use a device to connect to the internet, these next questions will go fast; (If needed: If you aren't sure a website is a State of Oregon site, answer to the best of your knowledge. State of Oregon websites are not the same as Metro/City/County websites.)

Have you ever visited a State of Oregon government agency website... **(Randomize Q9-Q16.)**

| <b>Response Category</b>   | <b>Yes</b> | <b>No</b> | <b>DK</b> |
|--|------------|-----------|-----------|
| <b>9. To look for information, data or services?</b>   |            |           |           |
| Total (N=1200)   | 59%        | 40%       | 1%        |
| Tri-County (N=400)   | 64%        | 35%       | 1%        |
| Willamette Valley (N=400)  | 59%        | 41%       | 0%        |
| Rest of State (N=400)  | 52%        | 46%       | 2%        |
| <b>10. To complete a transaction online such as reserving a campsite, or renewing your car registration?</b> |            |           |           |
| Total (N=1200)   | 40%        | 59%       | 0%        |
| Tri-County (N=400)   | 38%        | 62%       | 1%        |
| Willamette Valley (N=400)  | 44%        | 56%       | 1%        |
| Rest of State (N=400)  | 41%        | 59%       | 0%        |
| <b>11. To apply for a job with the State of Oregon?</b>  |            |           |           |
| Total (N=1200)   | 20%        | 79%       | 1%        |
| Tri-County (N=400)   | 19%        | 81%       | 1%        |
| Willamette Valley (N=400)  | 22%        | 77%       | 1%        |
| Rest of State (N=400)  | 20%        | 79%       | 1%        |
| <b>12. To access unemployment or welfare services?</b>   |            |           |           |
| Total (N=1200)   | 23%        | 77%       | 1%        |
| Tri-County (N=400)   | 25%        | 75%       | 1%        |
| Willamette Valley (N=400)  | 22%        | 78%       | 0%        |
| Rest of State (N=400)  | 21%        | 79%       | 1%        |
| <b>13. To access health insurance information?</b>   |            |           |           |
| Total (N=1200)   | 20%        | 79%       | 1%        |
| Tri-County (N=400)   | 20%        | 79%       | 1%        |
| Willamette Valley (N=400)  | 19%        | 81%       | 0%        |
| Rest of State (N=400)  | 21%        | 78%       | 2%        |
| <b>14. To pay fees or taxes?</b>   |            |           |           |
| Total (N=1200)   | 24%        | 75%       | 2%        |
| Tri-County (N=400)   | 25%        | 74%       | 2%        |
| Willamette Valley (N=400)  | 23%        | 76%       | 2%        |
| Rest of State (N=400)  | 23%        | 76%       | 1%        |
| <b>15. To receive small business assistance?</b>   |            |           |           |
| Total (N=1200)   | 9%         | 90%       | 1%        |
| Tri-County (N=400)   | 11%        | 88%       | 2%        |
| Willamette Valley (N=400)  | 8%         | 92%       | 1%        |
| Rest of State (N=400)  | 9%         | 90%       | 1%        |
| <b>16. To participant in a virtual public meeting or town hall?</b>  |            |           |           |
| Total (N=1200)   | 8%         | 91%       | 1%        |
| Tri-County (N=400)   | 6%         | 94%       | 0%        |
| Willamette Valley (N=400)  | 8%         | 91%       | 1%        |
| Rest of State (N=400)  | 12%        | 87%       | 1%        |

17. **(Skip if all questions 9-16 = 2 or 3)** For what other reasons have you visited a State of Oregon government agency website? **(Open. Probe for specifics)**

| Response Category  | Total<br>N=912 | Tri-County<br>N=314 | Willamette Valley<br>N=301 | Rest of State<br>N=292 |
|--|----------------|---------------------|----------------------------|------------------------|
| Research/information/available resources-general                     | 13%            | 13%                 | 13%                        | 14%                    |
| DMV/vehicle registration/driver license                              | 6%             | 5%                  | 8%                         | 7%                     |
| Jobs/unemployment  | 6%             | 5%                  | 6%                         | 6%                     |
| Has not visited website  | 5%             | 4%                  | 6%                         | 5%                     |
| Outdoor recreation information/licensing (hunting, fishing, camping) | 4%             | 4%                  | 4%                         | 5%                     |
| Tax information  | 3%             | 4%                  | 3%                         | 3%                     |
| Licensing/permit renewal/requirements-general                        | 3%             | 4%                  | 3%                         | 2%                     |
| Business license/ registration                                       | 3%             | 3%                  | 4%                         | 2%                     |
| Health insurance/information regarding health                        | 3%             | 2%                  | 2%                         | 4%                     |
| All other responses  | 2% or less     | 3% or less          | 4% or less                 | 3% or less             |
| None/Nothing   | 24%            | 23%                 | 24%                        | 25%                    |
| <b>(DON'T READ)</b> Don't know                                       | 11%            | 13%                 | 9%                         | 9%                     |

18. Have you ever searched for a particular State of Oregon government service or information online but were unable to find it?

| Response Category                            | Total<br>N=1200 | Tri-County<br>N=400 | Willamette Valley<br>N=400 | Rest of State<br>N=400 |
|--|-----------------|---------------------|----------------------------|------------------------|
| a. Yes, I searched and but unable to find it | 12%             | 12%                 | 11%                        | 11%                    |
| b. No, my search was successful              | 42%             | 44%                 | 44%                        | 38%                    |
| c. No, I never tried to search               | 42%             | 39%                 | 42%                        | 47%                    |
| <b>(DON'T READ)</b> Don't know               | 4%              | 5%                  | 3%                         | 4%                     |

19. **(If 'yes' to Q18)** Do you recall what you were searching for? **(Open. Probe for specifics.)**

| Response Category                     | Total<br>N=139 | Tri-County<br>N=49 | Willamette Valley<br>N=44 | Rest of State<br>N=45 |
|---------------------------------------|----------------|--------------------|---------------------------|-----------------------|
| Health insurance/health info          | 6%             | 0%                 | 18%                       | 4%                    |
| Information-general                   | 5%             | 6%                 | 5%                        | 2%                    |
| Political information                 | 5%             | 2%                 | 9%                        | 4%                    |
| DMV                                   | 4%             | 4%                 | 5%                        | 4%                    |
| Social services/food services/housing | 4%             | 6%                 | 0%                        | 4%                    |
| Department of Human Services          | 3%             | 4%                 | 2%                        | 2%                    |
| Transportation/road conditions/ODOT   | 3%             | 2%                 | 2%                        | 4%                    |
| Taxes                                 | 2%             | 4%                 | 0%                        | 2%                    |
| Park information                      | 2%             | 4%                 | 0%                        | 2%                    |
| Camp sites                            | 2%             | 0%                 | 5%                        | 4%                    |
| Personal information                  | 2%             | 2%                 | 2%                        | 2%                    |
| Codes/planning/zoning                 | 2%             | 0%                 | 5%                        | 2%                    |
| Unemployment                          | 2%             | 2%                 | 0%                        | 2%                    |
| Attorney General                      | 2%             | 2%                 | 0%                        | 2%                    |
| Postal service/post office            | 2%             | 2%                 | 2%                        | 0%                    |
| All other responses                   | 1% or less     | 2% or less         | 4% or less                | 3% or less            |
| <b>(DON'T READ)</b> Don't know        | 30%            | 39%                | 27%                       | 20%                   |

20. **(Ask if a or b to Q18)** Would you say searching for Oregon state government agency contact information is very easy, fairly easy, fairly difficult, or very difficult?

| Response Category              | Total<br>N=644 | Tri-County<br>N=223 | Willamette<br>Valley<br>N=220 | Rest of<br>State<br>N=198 |
|--------------------------------|----------------|---------------------|-------------------------------|---------------------------|
| Very easy                      | 13%            | 13%                 | 16%                           | 11%                       |
| Fairly easy                    | 69%            | 70%                 | 69%                           | 67%                       |
| Fairly difficult               | 11%            | 10%                 | 9%                            | 15%                       |
| Very difficult                 | 2%             | 2%                  | 3%                            | 2%                        |
| <b>(DON'T READ)</b> Don't know | 5%             | 6%                  | 3%                            | 6%                        |

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 **(Randomize Q21-Q24)**

| Response Category  | Very<br>important | Smwt<br>important | Not too<br>important | Not at all<br>important | DK |
|--|-------------------|-------------------|----------------------|-------------------------|----|
| 21. 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. |                   |                   |                      |                         |    |
| Total (N=1200)   | 37%               | 37%               | 10%                  | 12%                     | 3% |
| Tri-County (N=400)   | 38%               | 40%               | 10%                  | 11%                     | 2% |
| Willamette Valley (N=400)  | 37%               | 37%               | 12%                  | 13%                     | 2% |
| Rest of State (N=400)  | 36%               | 35%               | 10%                  | 14%                     | 5% |
| 22. The ability to provide virtual meetings or town halls so Oregon residents can attend and interact remotely.  |                   |                   |                      |                         |    |
| Total (N=1200)   | 28%               | 40%               | 14%                  | 14%                     | 3% |
| Tri-County (N=400)   | 29%               | 42%               | 14%                  | 12%                     | 3% |
| Willamette Valley (N=400)  | 26%               | 43%               | 15%                  | 15%                     | 2% |
| Rest of State (N=400)  | 29%               | 37%               | 14%                  | 17%                     | 4% |
| 23. The ability to find public information and data about state finances, payroll, and services.   |                   |                   |                      |                         |    |
| Total (N=1200)   | 40%               | 34%               | 10%                  | 13%                     | 4% |
| Tri-County (N=400)   | 41%               | 36%               | 9%                   | 11%                     | 3% |
| Willamette Valley (N=400)  | 41%               | 33%               | 11%                  | 11%                     | 5% |
| Rest of State (N=400)  | 38%               | 33%               | 10%                  | 16%                     | 4% |
| 24. The ability to get information and interact with government agencies through social media, such as Twitter and Facebook.   |                   |                   |                      |                         |    |
| Total (N=1200)   | 13%               | 29%               | 23%                  | 32%                     | 4% |
| Tri-County (N=400)   | 12%               | 31%               | 24%                  | 31%                     | 3% |
| Willamette Valley (N=400)  | 13%               | 27%               | 25%                  | 31%                     | 5% |
| Rest of State (N=400)  | 13%               | 28%               | 20%                  | 34%                     | 5% |

25A. I'm now going to ask you about receiving State of Oregon government services on the web 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.

| Response Category               | Total<br>N=1200 | Tri-County<br>N=400 | Willamette<br>Valley<br>N=400 | Rest of<br>State<br>N=400 |
|---------------------------------|-----------------|---------------------|-------------------------------|---------------------------|
| Received services online        | 23%             | 24%                 | 24%                           | 19%                       |
| Did not receive services online | 77%             | 76%                 | 76%                           | 81%                       |

25. Is the speed of online delivery slower, faster or about the same for you?

| Response Category              | Total<br>N=270 | Tri-County<br>N=95 | Willamette<br>Valley<br>N=97 | Rest of<br>State<br>N=77 |
|--------------------------------|----------------|--------------------|------------------------------|--------------------------|
| Faster                         | 55%            | 45%                | 66%                          | 58%                      |
| Slower                         | 4%             | 5%                 | 3%                           | 3%                       |
| About the same                 | 35%            | 41%                | 29%                          | 31%                      |
| <b>(DON'T READ)</b> Don't know | 6%             | 8%                 | 2%                           | 8%                       |

26. Is it less convenient, more convenient, or about the same for you?

| Response Category              | Total<br>N=270 | Tri-County<br>N=95 | Willamette<br>Valley<br>N=97 | Rest of<br>State<br>N=77 |
|--------------------------------|----------------|--------------------|------------------------------|--------------------------|
| Less convenient                | 4%             | 3%                 | 4%                           | 6%                       |
| More convenient                | 69%            | 68%                | 67%                          | 71%                      |
| About the same                 | 26%            | 28%                | 27%                          | 21%                      |
| <b>(DON'T READ)</b> Don't know | 1%             | 0%                 | 2%                           | 1%                       |

27. Is it less costly, more costly, or about the same for you?

| Response Category              | Total<br>N=270 | Tri-County<br>N=95 | Willamette<br>Valley<br>N=97 | Rest of<br>State<br>N=77 |
|--------------------------------|----------------|--------------------|------------------------------|--------------------------|
| Less costly                    | 49%            | 45%                | 53%                          | 51%                      |
| More costly                    | 2%             | 2%                 | 0%                           | 3%                       |
| About the same                 | 46%            | 48%                | 43%                          | 44%                      |
| <b>(DON'T READ)</b> Don't know | 4%             | 4%                 | 4%                           | 3%                       |

28. I will now read you a statement about the State of Oregon's websites.

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.

Based on this description, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the way the State of Oregon is redesigning its website?

| Response Category              | Total<br>N=1200 | Tri-County<br>N=400 | Willamette<br>Valley<br>N=400 | Rest of<br>State<br>N=400 |
|--------------------------------|-----------------|---------------------|-------------------------------|---------------------------|
| Strongly agree                 | 34%             | 38%                 | 31%                           | 29%                       |
| Somewhat agree                 | 45%             | 45%                 | 48%                           | 44%                       |
| Somewhat disagree              | 3%              | 3%                  | 3%                            | 3%                        |
| Strongly disagree              | 4%              | 3%                  | 4%                            | 7%                        |
| <b>(DON'T READ)</b> Don't know | 14%             | 12%                 | 15%                           | 17%                       |

29. (if somewhat/strongly disagree in Q28) Why do you (answer from Q28)? (open)

| Response Category                      | Total<br>N=87 | Tri-County<br>N=22 | Willamette Valley<br>N=26 | Rest of State<br>N=42 |
|--|---------------|--------------------|---------------------------|-----------------------|
| State does not spend money wisely      | 22%           | 23%                | 31%                       | 17%                   |
| Website should be more user friendly   | 14%           | 14%                | 12%                       | 17%                   |
| Secure the website                     | 6%            | 14%                | 4%                        | 2%                    |
| Dislike the government                 | 5%            | 0%                 | 0%                        | 12%                   |
| Rather have face to face communication | 5%            | 5%                 | 0%                        | 7%                    |
| Satisfied/no changes needed            | 4%            | 5%                 | 4%                        | 5%                    |
| All other answers                      | 3% or less    | 5% or less         | 8% or less                | 5% or less            |
| None/nothing                           | 9%            | 9%                 | 4%                        | 12%                   |
| <b>(DON'T READ)</b> Don't know         | 1%            | 0%                 | 0%                        | 2%                    |

30. 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?

| Response Category              | Total<br>N=1200 | Tri-County<br>N=400 | Willamette Valley<br>N=400 | Rest of State<br>N=400 |
|--------------------------------|-----------------|---------------------|----------------------------|------------------------|
| Very important                 | 35%             | 38%                 | 34%                        | 31%                    |
| Somewhat important             | 30%             | 33%                 | 28%                        | 28%                    |
| Not too important              | 14%             | 12%                 | 17%                        | 15%                    |
| Not at all important           | 17%             | 14%                 | 17%                        | 21%                    |
| <b>(DON'T READ)</b> Don't know | 4%              | 3%                  | 5%                         | 5%                     |

31. How good of a job has the State of Oregon done in communicating with Oregonians about what services are available online: very poor, poor, good, or very good?

| Response Category              | Total<br>N=1200 | Tri-County<br>N=400 | Willamette Valley<br>N=400 | Rest of State<br>N=400 |
|--------------------------------|-----------------|---------------------|----------------------------|------------------------|
| Very poor                      | 8%              | 7%                  | 6%                         | 11%                    |
| Poor                           | 23%             | 27%                 | 21%                        | 19%                    |
| Good                           | 46%             | 46%                 | 48%                        | 45%                    |
| Very good                      | 8%              | 7%                  | 10%                        | 7%                     |
| <b>(DON'T READ)</b> Don't know | 16%             | 14%                 | 16%                        | 19%                    |

32. Have you seen any advertising or promotion about State of Oregon government services that are available online?

| Response Category              | Total<br>N=1200 | Tri-County<br>N=400 | Willamette Valley<br>N=400 | Rest of State<br>N=400 |
|--------------------------------|-----------------|---------------------|----------------------------|------------------------|
| Yes                            | 34%             | 34%                 | 35%                        | 35%                    |
| No                             | 62%             | 63%                 | 60%                        | 62%                    |
| <b>(DON'T READ)</b> Don't know | 4%              | 3%                  | 5%                         | 4%                     |

33. (if 'yes' to Q32) Where have you seen advertising or promotions? (open)

| Response Category              | Total<br>N=413 | Tri-County<br>N=136 | Willamette Valley<br>N=138 | Rest of State<br>N=140 |
|--------------------------------|----------------|---------------------|----------------------------|------------------------|
| Television                     | 62%            | 63%                 | 62%                        | 62%                    |
| Internet                       | 16%            | 13%                 | 16%                        | 20%                    |
| Billboards                     | 12%            | 13%                 | 12%                        | 11%                    |
| Newspapers                     | 11%            | 12%                 | 12%                        | 11%                    |
| Radio                          | 11%            | 6%                  | 14%                        | 14%                    |
| All other answers              | 3% or less     | 7% or less          | 6% or less                 | 6% or less             |
| <b>(DON'T READ)</b> Don't know | 5%             | 5%                  | 4%                         | 6%                     |

### Demographics

34. County (Don't ask. Record from sample)

| Response Category | N=1,200 |
|-------------------|---------|
| Tri-County        | 43%     |
| Willamette Valley | 27%     |
| Rest of State     | 30%     |

(County list)

| Tri-County counties | Willamette Valley counties | Rest of State counties |
|---------------------|----------------------------|------------------------|
| Clackamas           | Benton                     | Baker                  |
| Washington          | Lane                       | Clatsop                |
| Multnomah           | Linn                       | Columbia               |
|                     | Marion                     | Coos                   |
|                     | Polk                       | Crook                  |
|                     | Yamhill                    | Curry                  |
|                     |                            | Deschutes              |
|                     |                            | Douglas                |
|                     |                            | Gilliam                |
|                     |                            | Grant                  |
|                     |                            | Harney                 |
|                     |                            | Hood River             |
|                     |                            | Jackson                |
|                     |                            | Jefferson              |
|                     |                            | Josephine              |
|                     |                            | Klamath                |
|                     |                            | Lake                   |
|                     |                            | Lincoln                |
|                     |                            | Malheur                |
|                     |                            | Sherman                |
|                     |                            | Tillamook              |
|                     |                            | Umatilla               |
|                     |                            | Union                  |
|                     |                            | Wallowa                |
|                     |                            | Wasco                  |
|                     |                            | Wheeler                |

35. Zip code (Record from sample)

36. Gender (Do not ask—record from observation)

|      | Total<br>N=1200 | Tri-County<br>N=400 | Willamette Valley<br>N=400 | Rest of State<br>N=400 |
|------|-----------------|---------------------|----------------------------|------------------------|
| Male | 48%             | 48%                 | 48%                        | 48%                    |

|        |     |     |     |     |
|--------|-----|-----|-----|-----|
| Female | 52% | 52% | 52% | 52% |
|--------|-----|-----|-----|-----|

37. Age (**don't ask, record from sample**)

|       | Total<br>N=1200 | Tri-County<br>N=400 | Willamette<br>Valley<br>N=400 | Rest of State<br>N=400 |
|-------|-----------------|---------------------|-------------------------------|------------------------|
| 18-24 | 12%             | 12%                 | 16%                           | 10%                    |
| 25-34 | 19%             | 21%                 | 18%                           | 16%                    |
| 35-54 | 35%             | 37%                 | 33%                           | 34%                    |
| 55-64 | 12%             | 10%                 | 11%                           | 15%                    |
| 65+   | 22%             | 20%                 | 23%                           | 25%                    |

38. What is your ethnicity?

| Response Category               | Total<br>N=1200 | Tri-County<br>N=400 | Willamette<br>Valley<br>N=400 | Rest of<br>State<br>N=400 |
|---------------------------------|-----------------|---------------------|-------------------------------|---------------------------|
| White/Caucasian                 | 79%             | 76%                 | 80%                           | 83%                       |
| African American/Black          | 2%              | 5%                  | 1%                            | 0%                        |
| Hispanic/Latino                 | 3%              | 4%                  | 4%                            | 3%                        |
| Asian/Pacific Islander          | 3%              | 5%                  | 2%                            | 1%                        |
| Native American/American Indian | 2%              | 1%                  | 3%                            | 2%                        |
| Other                           | 4%              | 4%                  | 4%                            | 5%                        |
| (DON'T READ) Refused            | 7%              | 6%                  | 8%                            | 7%                        |

39. What is the highest level of education you have achieved?

| Response Category            | Total<br>N=1200 | Tri-County<br>N=400 | Willamette<br>Valley<br>N=400 | Rest of<br>State<br>N=400 |
|------------------------------|-----------------|---------------------|-------------------------------|---------------------------|
| Less than high school        | 3%              | 3%                  | 2%                            | 5%                        |
| High school diploma          | 20%             | 17%                 | 21%                           | 25%                       |
| Some college                 | 29%             | 26%                 | 31%                           | 33%                       |
| College degree               | 29%             | 34%                 | 28%                           | 23%                       |
| Graduate/professional school | 15%             | 18%                 | 15%                           | 10%                       |
| (DON'T READ) Refused         | 4%              | 3%                  | 5%                            | 5%                        |

40. Which category best describes your gross household income before taxes? Remember to include everyone living in your household. You're best estimate will do.

| Response Category                 | Total<br>N=1200 | Tri-County<br>N=400 | Willamette<br>Valley<br>N=400 | Rest of<br>State<br>N=400 |
|-----------------------------------|-----------------|---------------------|-------------------------------|---------------------------|
| Less than \$ \$25,000             | 19%             | 16%                 | 20%                           | 24%                       |
| \$25,000- to less than \$50,000   | 22%             | 21%                 | 23%                           | 23%                       |
| \$50,000- to less than \$75,000   | 19%             | 19%                 | 19%                           | 17%                       |
| \$75,000- to less than \$100,000  | 12%             | 12%                 | 13%                           | 11%                       |
| \$100,000- to less than \$150,000 | 8%              | 10%                 | 8%                            | 7%                        |
| \$150,000 or more                 | 4%              | 7%                  | 3%                            | 2%                        |
| (DON'T READ) Refused              | 16%             | 16%                 | 15%                           | 16%                       |

41. CELL PHONE (**FROM SAMPLE**)

| Response Category | Total<br>N=1200 | Tri-County<br>N=400 | Willamette<br>Valley<br>N=400 | Rest of<br>State<br>N=400 |
|-------------------|-----------------|---------------------|-------------------------------|---------------------------|
| Yes               | 21%             | 25%                 | 16%                           | 19%                       |
| No                | 79%             | 75%                 | 84%                           | 81%                       |