Oregon

E-Government Program Benchmark Survey

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R E S E A R C H

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From October 10 to 16, 2019, DHM Research conducted a hybrid phone and online survey of Oregon residents for the Oregon E-Government Program. The purpose of the survey was to gauge residents' use of and attitude toward the online delivery of government services. The survey assessed residents' internet access, experience using the State of Oregon websites, and preferences relating to the online delivery of services. Results are benchmarked against similar surveys conducted by DHM Research in 2013, 2015 and 2017.

Research Methodology: The phone survey consisted of 1,202 Oregon residents and took approximately 13 minutes to complete. Of those interviews, 402 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 sample size is sufficient to assess opinions generally, and allows a review by multiple subgroups including age, gender, and other demographics.

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. Although the sample was designed to be evenly divided among the three regions of the state, the total results reported in this survey have been weighted to account for the relative difference in size between these regions.

Respondents were contacted randomly using multiple methods. 627 respondents were contacted by telephone and completed the survey with a live interviewer. 575 respondents were contacted with text message that included a link to take the survey online. The text-to-online approach is better able to reach younger people with cellphones who are less likely to answer a telephone call. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation.

In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas set by age, gender, and geographic area and weighting by area of state to ensure a representative sample of the community at large. 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 margin of error if compared with the results achieved from surveying the entire population. For a sample of 1,202, the margin of error is ±2.8% and ±4.9% for a sample of 400.

DHM Research: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for more than 40 years. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

Summary & Observations 2

The internet remains central to Oregonians' lives—including how they interact with their state government.
Nearly every Oregonian, 94%, has access to the internet, including 92% of telephone respondents.
- The internet is an increasingly common way to interact with state government:
    - More are using the internet to conduct business or look for information than in the past.
    - Strong majorities say making their voice heard and finding information via the internet are important government services.
    - Four in ten prefer to contact state government via website, surpassing preferences for telephone.

Oregon.gov continues to have a wide reach.
- Nine in ten Oregonians have heard of Oregon.gov, mostly consistent with previous years.
- Nearly seven in ten Oregonians have visited Oregon.gov, and more than half have visited in the past year.
- Usage increased steadily from 2013 to 2017 and has since leveled off.

The majority of residents who have used Oregon.gov continue to be satisfied with the site.
- Eight in ten say it is easy to use and even more, nine in ten, think Oregon.gov is useful.
    - However, these evaluations are soft: most people who give Oregon.gov positive ratings say the site is "somewhat" useful or easy to use.
- Majorities of those who use internet services say they are more convenient, faster, and more useful than traditional alternatives.

State websites continue to be a source of information for many Oregonians.
- 67% of Oregonians have visited an agency website to look for information—the top purpose for visiting the sites, ahead of conducting a transaction (53%). Consistent with 2017 data.
- Accordingly, they prioritize finding information as a function of the sites: three-quarters say being able to find public information is an important online government service.
- Most of those who have searched for state information online found what they are looking for.
    - However, since 2015 this proportion has declined from 76% to 58%.

Social media is low priority for most Oregonians, while site optimization for mobile devices gains popularity.
- Compared to finding public information or giving input on policy issues, social media is a lower priority for state websites. Less than half say social media capabilities are an important government service (41%).
- Eight in ten Oregonians want to see state websites optimized for mobile devices, with more than half saying this is a very important feature.

As in 2017, Oregonians overwhelmingly approve of the website redesign.
- Eight in ten agree with the how and why of the redesign (78%).
    - Less than one in ten disagree. Their concerns centered around general skepticism of government and distaste for technology.

Information security continues to be high priority for Oregonians.
- Asked to weigh between service quality and data security, most say the State should focus on data security. Less than 5% believe services should be prioritized over security.
- Residents tend to be somewhat confident in how well the State is securing information.
  - Few feel "very" confident in their data security.

There is room to improve the State's communication about online services.
- Half of Oregonians feel the State does a good job communicating about online services, though only 19% have seen or heard the services advertised.

Certain demographic groups have less access to the internet and a harder time accessing services online, though these gaps seem to be closing over time.
- Age remains a source of significant differences in access, use, and preferences.
- Annual income and educational attainment continue to have an impact on certain items as well, though less so than in past years.
- Region or urban versus rural does not seem to have as great an impact as it has in past years.

Key Findings 3

The purpose of the survey was to gauge residents' use of and attitude toward the online delivery of government services. The survey assessed residents' internet access, experience using the State of Oregon websites, and preferences relating to the online delivery of services. Results are benchmarked against similar surveys conducted by DHM Research in 2013, 2015, and 2017.

3.1   Internet access and preferences

Nearly every Oregonian has access to the internet.

The vast majority of Oregonians (94%) have access to the internet, either at home (92%) or outside the home at a library or friend's house (4%).

Chart 1
Internet Access: Oregonians

None 5%

Elsewhere 4%
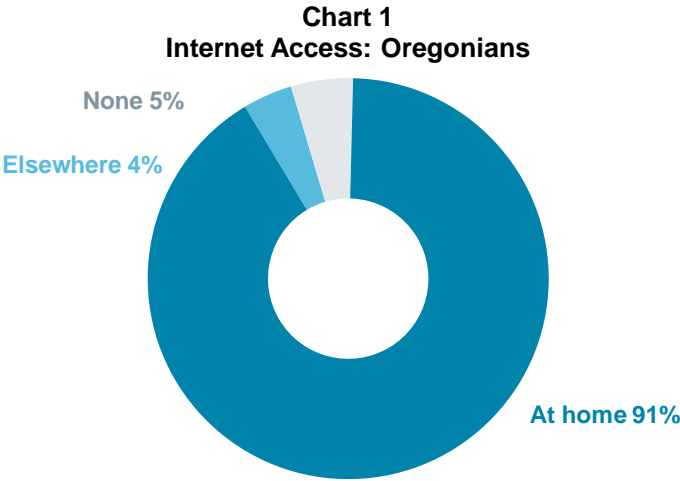
At home 91%

Source: DHM Research, October 2019

A strong majority of every demographic group has some type of access to the internet (78%–98%). Certain groups, however, are less likely to have access at home than their counterparts. Tri-county residents (93%), those 54 and younger (97%–98%), residents with some college education or more (93%–97%), and those who make more than $25k annually are more likely than their counterparts to have internet access at home. Internet access is much lower for Willamette Valley residents (88%), those age 55 and older (78%), those with a high school diploma or less education (83%), and those with an annual salary of less than $25k (76%).

While 99% of text-to-online respondents have access to internet, the same is true for 88% of telephone respondents. For a direct comparison to past years in which the survey was done by telephone alone, the 2019 percentages are based on the telephone sample only and weighted to represent the demographics of the whole sample.

Chart 2
Internet Access: Phone Respondents

94% 96% 97% **93%**

88% **91%** 93% **88%**

2013   2015   2017   2019
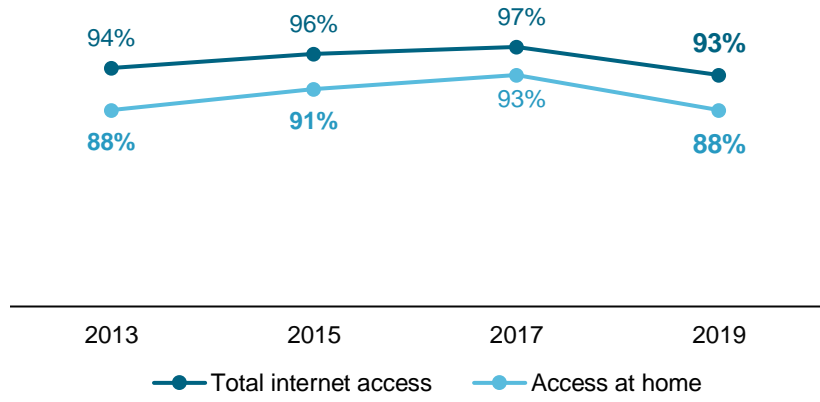
Total internet access   Access at home

Total internet access among telephone respondents increased steadily from 2013 to 2017, and then dropped off slightly in 2019. The same trend exists for the number of Oregonians with access inside their home, while access outside the home has stayed relatively steady.

Visiting a website has replaced a telephone call as the top preferred method for contacting state government.

Two years ago, a telephone call was the most commonly selected method for contacting state government, with 31% of Oregonians citing it as their preferred method. In 2019, visiting a website has replaced a phone call as the most commonly preferred method with almost four in ten citing it as their preference. Visiting an office or writing a letter remain at the bottom of the list.

Chart 3
Preferred Method of Contacting State Agencies

Visit a website	**39%**
Telephone call	**29%**
Send an email	**16%**
Visit an office	**6%**
Write a letter	**3%**
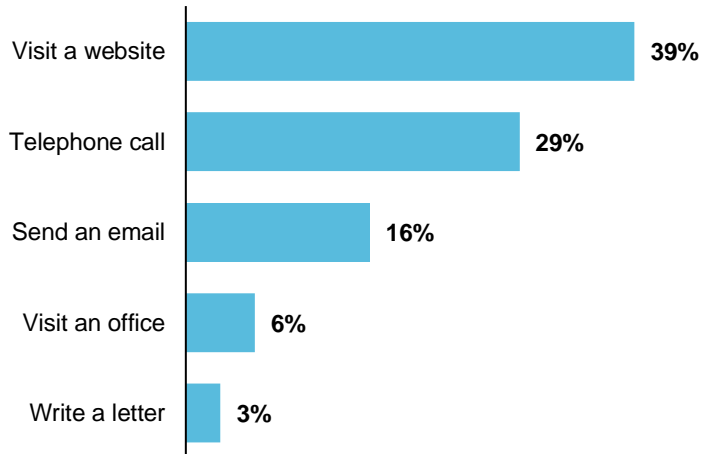
Preferences tend to differ by demographics and are mostly consistent with the trends surrounding internet access. Those who live outside of the tri-county area (31–37%), those with less than a college degree (30–34%), and those who make less than $25k annually (41%), tend to prefer a telephone call to online methods, and are also less likely to have access to the internet. Those 55 years of age and older (42%), women (35%), and those without a cell phone (37%) are also more likely than their counterparts to prefer a telephone call over online methods.

Chart 4
Preferred Contact Method Over Time
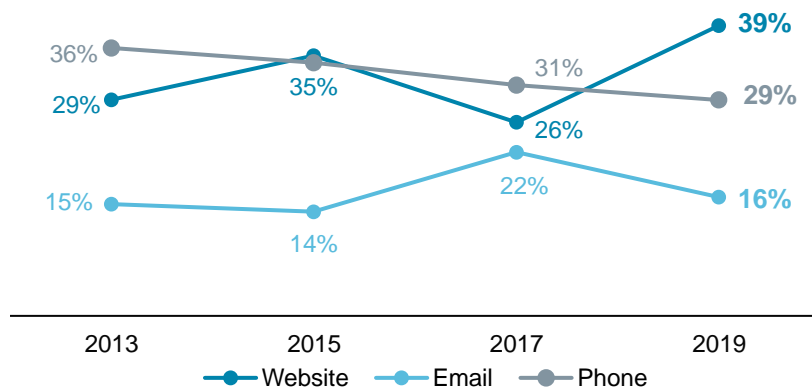
Source: DHM Research, October 2019

While preference for contacting agencies through a website fell nine percentage points after an increase in 2015, this number has spiked again in 2019. Preference for using email increased in 2017 but has since leveled out. The number of Oregonians who prefer to contact state agencies via telephone has continued to trend downwards, from 36% in 2013 to 29% today.

3.2 Online services vs. traditional services

Increasingly, people who use online government services say they have several advantages over traditional services.

Of Oregonians who have received government services online (37%), majorities think they are more convenient (78%), faster (67%), and more useful (67%) than traditional services. Nearly half (49%) think online services are less costly than traditional services. Less than 10% of those who have received services online think of the experience as worse than traditional services on any of these dimensions.

Chart 5
Online Services Compared to Traditional Services

	Better	About the same	Worse
Convenience	78%	14%	6%
Speed	67%	21%	7%
Usefulness	67%	23%	7%
Cost	49%	34%	8%

■ Better　■ About the same　■ Worse
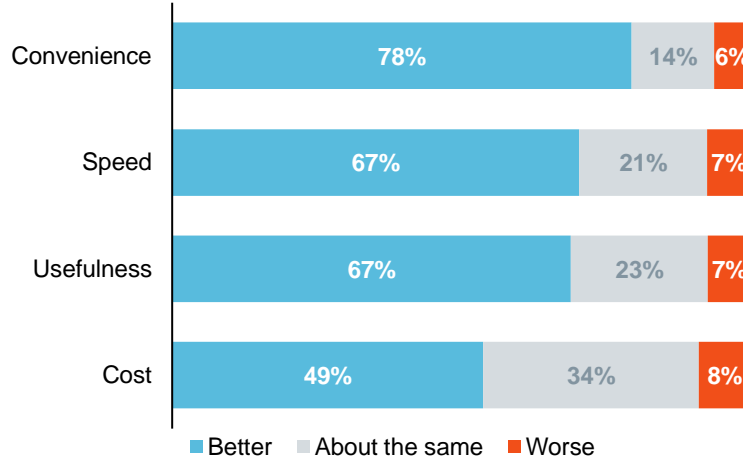
Source: DHM Research, October 2019

Those who reside in the tri-county area and Willamette Valley are more likely than those in the rest of the state to have received State of Oregon government services online. Younger people, those with higher educational attainment, and those with higher incomes are also more likely than others. Residents of color (46%) are more likely to have received government services online than white residents (35%).

Residents' evaluation of online services also tends to vary by age, education, and income. Younger residents tend to find online services more convenient (82–85%) and more useful (68–72%) than their older counterparts. The same is true for those who make more than $75k annually (79% convenient, 88% useful). Those with some college education or more (71–72%) find online services more useful than those with less education (53%) and college graduates find online services to be faster (73%).

Online services are seen as more advantageous than they have been in the past. Positive perceptions of convenience, speed, and usefulness of online services have increased by three to ten points from 2017. There was no significant change to how Oregonians evaluate the cost of online services.

3.3　Use of state websites

Consistent with previous years, majorities have heard of and visited Oregon.gov.

More than nine in ten Oregonians have heard of Oregon.gov (92%). Strong majorities have visited the website (78%) and more than half (53%) have done so in the past year.

Chart 6
Engagement with Oregon.gov

Heard of	Have visited	Visited in past year
86%	68%	53%
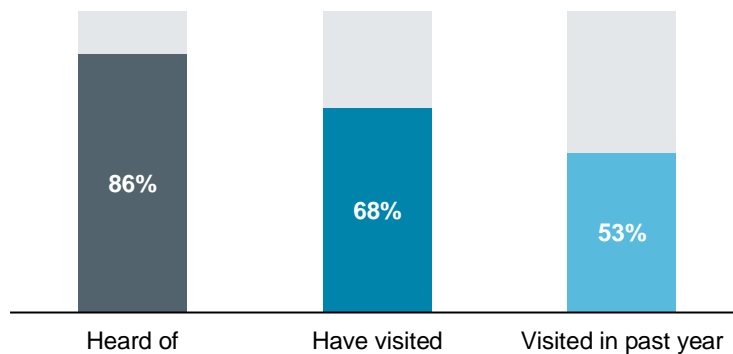
Awareness of Oregon.gov is widespread, strong majorities across all demographic groups have heard of the site. Older people, those with lower levels of education and lower incomes, and people in rural areas are less likely to have heard of it. These trends are consistent with 2017, though awareness has increased across the board since.

For those who have heard of Oregon.gov, site use has increased among demographic groups who have historically been less likely to visit. In 2017, only about half of people 55 and older, people with a high school education or less, and people making less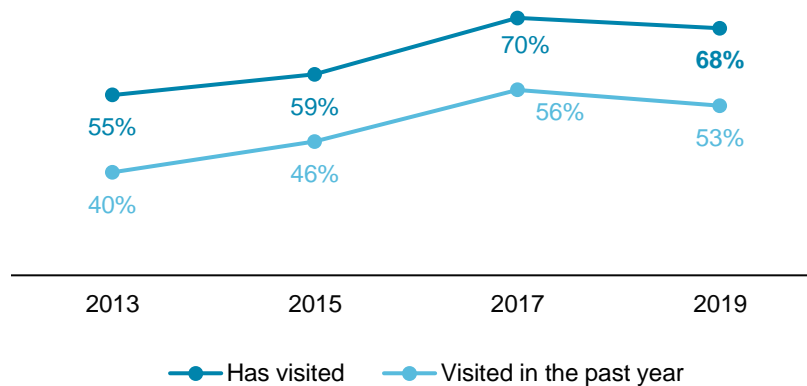 than $25K per year had ever visited Oregon.gov. In 2019, 63% of people 55 and older, 63% of people with a high school education or less, and 73% of people making less than $25K per year have ever visited Oregon.gov. Use among these groups has increased in the past year (63–73%).

Chart 7
Visiting Oregon.gov

Has visited: 55% (2013), 59% (2015), 70% (2017), 68% (2019)
Visited in the past year: 40% (2013), 46% (2015), 56% (2017), 53% (2019)

Has visited ● Visited in the past year

Awareness of Oregon.gov increased steadily from 2013 to 2017 and has since leveled off. Residents who have heard of the site decreased from 89% in 2017 to 86% in 2019. The proportion of Oregonians who have visited the site increased more in past years, 15 points from 2013 and 11 points from 2015, but has decreased 2 points from 2017. A similar pattern holds for the proportion who visited in the past year, decreasing 3 points from 2017.

As in 2017, Oregonians most commonly visit state websites to look for information, complete a transaction, or to pay fees or taxes.

A majority of Oregonians have visited agency websites to look for information, data, or services (67%). Just over half (53%) have completed a transaction such as reserving a campsite, and more than a third (37%) have visited agency websites to pay fees or taxes.

Fewer have visited an agency website to access more situation-specific services, such as unemployment or small business assistance. One in ten have participated in a virtual public meeting or town hall.

Chart 8
Purpose of Visit to State of Oregon Agency Website

Purpose	Percentage
Look for information, data, or services	67%
Complete a transaction online	53%
Pay fees or taxes	37%
Access health insurance information	29%
Access unemployment/welfare	28%
Apply for a job with the State	20%
Receive small business assistance	14%
Participate in a virtual public meeting	10%
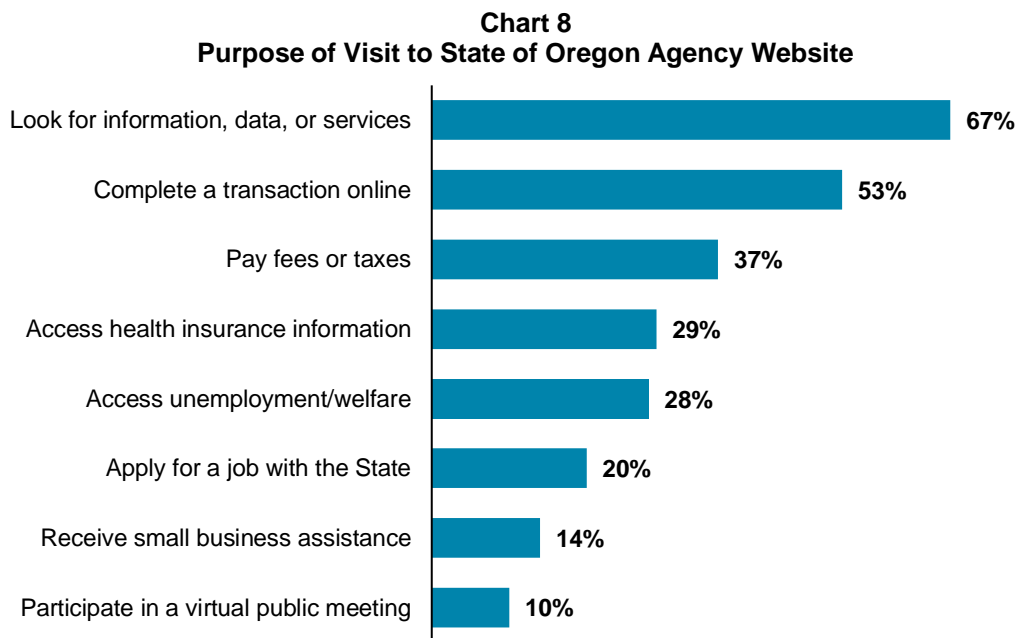
Source: DHM Research, October 2019

Use of agency websites continues trending slightly upwards across most purposes. While percentage increases from 2017 to 2019 are not as great as in past years, usage of the site for each purpose except accessing health insurance information has increased. Accessing unemployment/welfare information (+7), receiving small business assistance (+5), completing transactions online (+4), and paying taxes or fees (+4) have increased the most. The proportion of residents visiting a state agency website to access health insurance information has decreased by 3 percentage points.

3.4   Satisfaction with Oregon.gov

Consistent with 2017 data, most of those who have visited Oregon.gov think of the website as both useful and easy to use.

Of people who have visited Oregon.gov (n=814), nearly nine in ten say they found the site useful (89%). Nearly as many, eight in ten, say the site is easy to use (80%).

Positive ratings for both usefulness and ease of use tend to be soft: most users with positive impressions describe the site as "somewhat" useful or "fairly" easy to use, and a minority (17–27%) say the site is "very" useful or easy to use. Strong positive opinions have decreased slightly from 2017 (18–29%).

Chart 9
Oregon.gov Usefulness and Ease of Use

How useful?

How easy to use?

Very
27%

88%

Somewh at
61%

Very
17%

79%

Fairly
63%
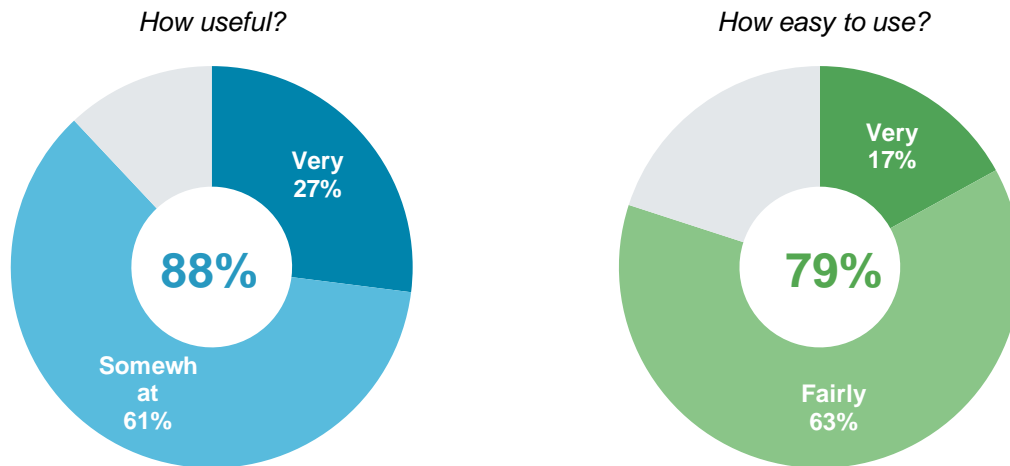
In 2017, residents age 55 and older and those with lower incomes tended to view the site as less useful and less often reported the site as easy to use. Now, the age gap and income gap for these items has narrowed and there are no longer significant differences.

Most residents who have used the site more than once in the past year (n=468) have noticed improvements in the site. A majority say there have been positive changes: 64% say the site has become more useful, and 68% say it has become easier to use. Individuals with some college education or less are more likely to say the site has become more useful since their last visit than those with higher education.

The proportion of users who say the site has become more useful has increased from 2017 (53% to 64%), while perceptions of ease of use have stayed the same. In past iterations of the survey, higher percentages described the website as more useful (66% in 2013 and 2015). This result should be interpreted with caution, as the makeup of the group answering this question (residents who have visited Oregon.gov in the past year and also visited sometime before that) may have changed as more Oregonians use Oregon.gov. Residents were not asked about ease of use before 2017.

Most Oregonians who search for information on state websites find what they are looking for, but more continue to have a hard time.

More than six in ten Oregonians (64%) have searched for State of Oregon information or services online. Of those who have searched, most were able to find what they were looking for (58%) but about three in ten (29%) were unable to find the service they sought. This number has continued to increase slightly, from 25% in 2017 to 29%.

Chart 10
Searching for State Government Information

Have you ever searched for something and been unable to find it?

Don't know 13%

Yes 29%

No, I found it 58%
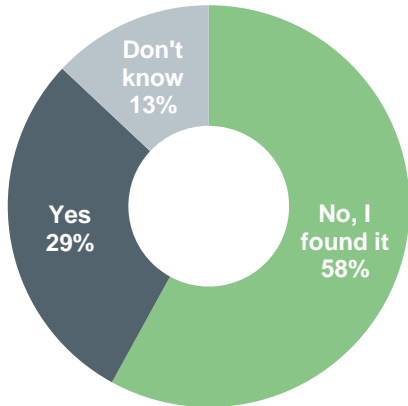
How easy is it to find agency contact information?

Very 16%

Difficult 22%

Fairly 56%
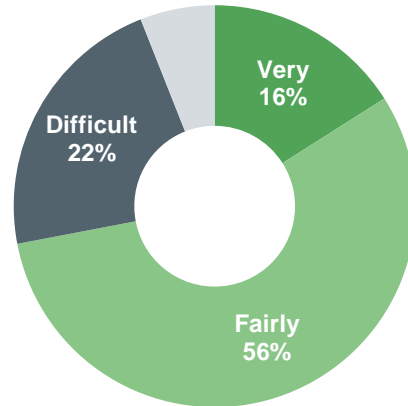
Source: DHM Research, October 2019

A similar pattern holds when it comes to searching for contact information online. Nearly three-quarters of those who have searched for a state service online say it is easy to find contact information for state agencies (73%). However, this number is slightly lower than it has been in past years.

Chart 11
Searching for Information

82%   79%   74%   72%

73%   76%   71%   58%

2013   2015   2017   2019

——● I found what I searched for   ——● Easy to find contact information
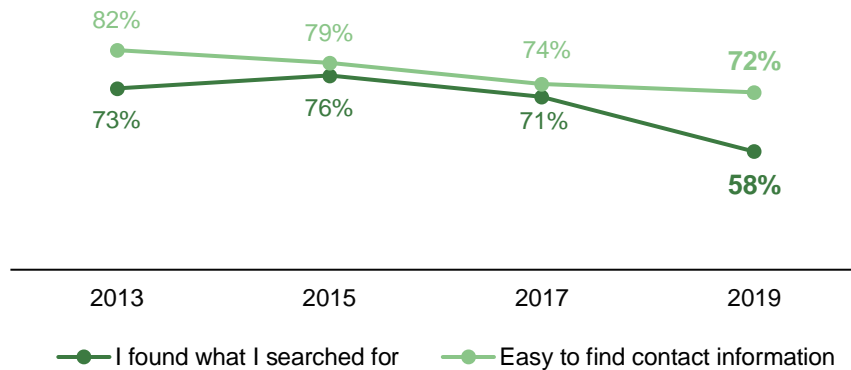
Source: DHM Research, October 2019

People ages 55 and older are less likely to have tried to search for a state service online, with 42% reporting they have never tried. Of those older people who have searched online, in 2017 12% said they had a hard time finding what they were looking for. That proportion has remained mostly consistent, increasingly slightly to 14% in 2019. Additionally, fewer say finding agency contact information is easy (65%) than younger people (72–79%).

3.5 Website redesign

As in past years, Oregonians overwhelmingly support the website redesign.

Given a short description of how and why the State is redesigning agency websites, 78% of Oregonians agree with the redesign, with 41% strongly agreeing. Few (7%) disagree with the way the State is redesigning its website.

Those who disagree with the website redesign primarily dislike the government in general (17%) or take issue with how the State spends money (14%). In 2017, 26% of those who disagreed with the website redesign cited that the State does not spend money wisely, this proportion has decreased by 12%. In 2019, others in this small group say the website is difficult to navigate (12%) and that the website should be more user-friendly (12%).

**Chart 12
Support for Website Redesign**
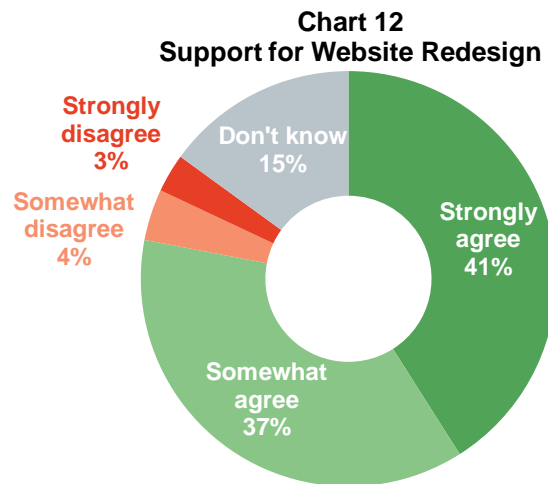
Source: DHM Research, October 2019

The strongest supporters of the website redesign are young people and people with higher levels of education (79–89% agree). Older people, and those with a high school education and income of $25k or less are not more likely to disagree with the redesign; instead, they are unsure of their opinion (19–22% don't know).

Support for the redesign has remained consistent since 2013, fluctuating in a range between 78% and 80%.

3.6   Priorities

Oregonians prioritize being able to find information and provide input on the State's websites, though less so than before.

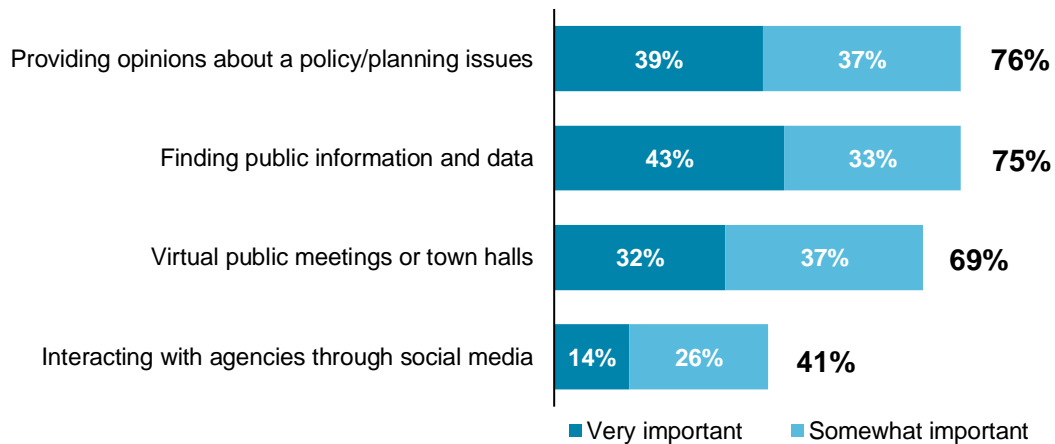Nearly three-quarters of Oregonians (76%) say providing opinions about policy or planning issues online is an important service. Just as many say finding public information about state finances, payroll, and services (75%) is important, further reinforcing that looking for information is a top feature of the State's online services. Fewer say the same about attending virtual public meetings or town halls (69%).

Being able to get information and interact with government agencies through social media is a lesser priority: less than half (41%) believe it to be an important service, and only 14% say it is "very" important.

Chart 13
Website Content Priorities

	Very important	Somewhat important	Total
Providing opinions about a policy/planning issues	39%	37%	**76%**
Finding public information and data	43%	33%	**75%**
Virtual public meetings or town halls	32%	37%	**69%**
Interacting with agencies through social media	14%	26%	**41%**

■ Very important   ■ Somewhat important

Source: DHM Research, October 2019

Tri-county residents and young people are more likely to rate each of these services as important than their counterparts. Those with higher income and higher educational attainment rate the importance of finding information, participating in virtual meetings, and the ability to provide opinions online more highly than their counterparts.

Oregonians see each of these service areas as less important than they did in 2017. Ratings have decreased slightly by a margin of three to seven percentage points, after a spike between 2015 and 2017.

Increasingly, Oregonians want to see state websites optimized for mobile devices.

Eight in ten residents (79%) say it is important for State of Oregon websites to be optimized to work on mobile devices; more than half (54%) say mobile friendliness is "very" important. The value of mobile optimization for Oregonians has increased steadily over time, from 65% important in 2013 to 79% this year.

Chart 14
Importance of Mobile Optimization
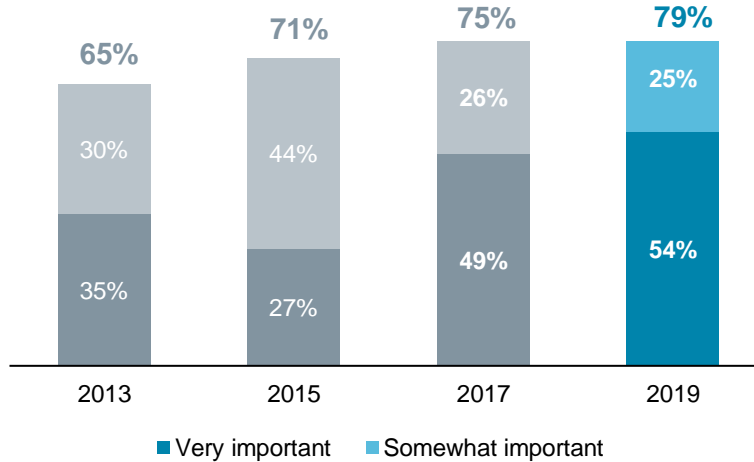
Source: DHM Research, October 2019

Mobile friendliness is most important to tri-county residents, younger people, people of color, and those with higher incomes and educational attainment. More than nine in ten (95%) residents 18–34, and 84% of residents ages 35–54 say mobile-friendliness is important compared to 61% of those 55 and older. This feature is important to 78% of white people and 87% of people of color.

3.7   Security

Data security continues to be a paramount concern.

Asked to weigh between personal data security and a focus on improving services, residents largely want the State to focus on data security. A majority (61%) prioritizes data security, with nearly half (48%) saying data security is the *most* important priority. About a third (30%) believe security and services should be weighed the same, and few (4%) believe improving services is more important than data security. These priorities are generally consistent across demographic subgroups.

Chart 15
Securing Personal Information vs. Improving Services

Prioritize security	48%	13%	**61%**
Both are equally important		**30%**
Prioritize services	3%	**4%**

■ Most important ■ More important
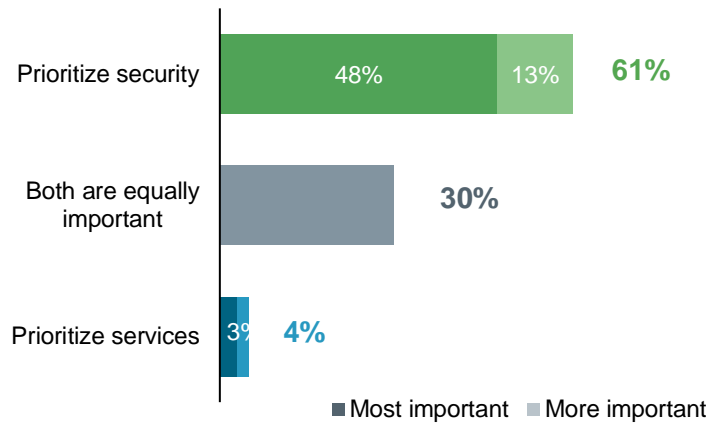
Source: DHM Research, October 2019

The importance of prioritizing data security over services has increased from 54% in 2017 to 61% in 2019, while preference for prioritizing services has decreased by three percentage points.

Oregonians tend to be somewhat confident in the security of their information; confidence has increased.

More than half of residents say they are confident in the security of their personal information kept by the State (55%). This confidence is soft, with few feeling "very" confident (15%). At the same time, four in ten are not confident (42%).

Chart 16
Confidence in Personal Information Security

Very 15%
Not at all 17%
Not too 25%
Somewhat 41%
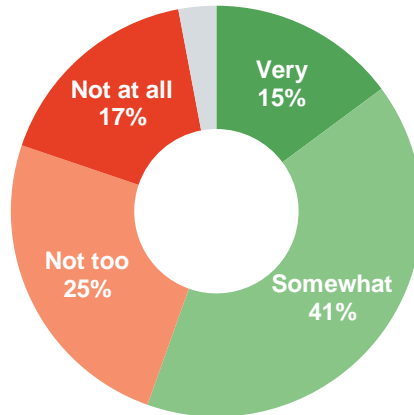
Source: DHM Research, October 2019

Confidence in data security falls with age: 68% of people ages 18–35 are confident, vs. 44% of people ages 55 and older. People who make between $25–75k annually are more confident than those who make more and those who make less.

Confidence has increased slightly since 2017, when less than half (49%) were confident. The proportion of those confident in 2019 is in line with that from 2015 (54%).

3.8   Communications

Half of Oregonians believe the State does a good job communicating about online services, though most have not experienced communications directly.

Half of Oregonians believe the State does a good job informing Oregonians about services available online (51%). Few are certain about their evaluation: 8% say the State is doing a "very" good job and 11% say they are doing a "very" poor job, with the remainder giving a softer evaluation or saying they don't know.

Opinions on this topic are relatively consistent across demographic groups, with fewer differences than in previous years, though older people are still more likely say they don't know how they feel (22%). Evaluations have increased since 2013, from 31% then to 51% in 2019, though ratings were highest in 2017 at 56%.

Chart 17
Communication About Online Services
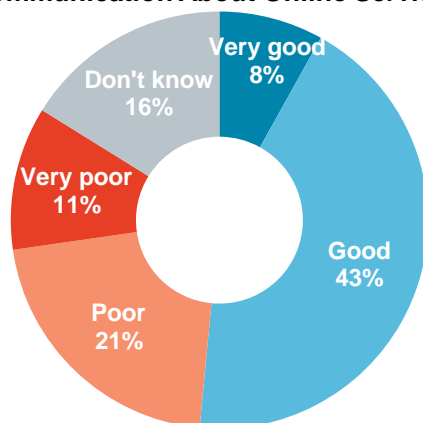
Source: DHM Research, October 2019

About two in ten residents (19%) say they have seen advertisements for online state services. This percentage has been declining steadily from 2017 (21%), to 2015 (24%) and more steeply from in 2013, when more than one-third (34%) had seen advertisements. The fielding of the survey in 2013 coincided with the rollout of Cover Oregon, which may have impacted these numbers.

Appendix

4

Oregon E-Government Program Benchmark Survey
October 10–16, 2019
N=1,202 Oregon residents
(N=400 each Tri-County, Willamette Valley, Rest of State)
13 Minutes; margin of error ±2.8%
DHM Research
#00901

LISTED SAMPLE: May I please speak with [listed respondent?]

RANDOM SAMPLE: May I please speak with the youngest person in the household age 18 or older.

INTRODUCTION

Hello, my name is_____ from DHM Research, an independent, nonpartisan 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. Randomize]**

Response category	2019 n=1202	2017 n=1200	2015 n=1200	2013 N=1200
Telephone call	29%	31%	34%	36%
Visit an office	6%	7%	7%	6%
Write a letter	3%	3%	4%	4%
Visit a website	39%	26%	35%	29%
Send an email	16%	22%	14%	15%
Other	3%	5%	1%	4%
[Don't read] Don't know	4%	7%	4%	7%

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

Response category	2019 n=536	2017 n=1200	2015 n=1200	2013 N=1200
Yes	88%	93%	91%	88%
No	12%	7%	9%	12%
[Don't read] Don't know	<1%	0%	0%	0%

3. **[Ask if Q3=2]** 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	2019 n=64	2017 n=80	2015 n=103	2013 N=149
Yes	38%	62%	57%	50%
No	62%	37%	43%	48%
[Don't read] Don't know	--	1%	0%	2%

Q2 & Q3 combined

Response category	2019 n=536
Yes	93%
No	7%

4. Have you heard of the website oregon.gov?

Response category	2019 n=1135	2017 n=1170	2015 n=1155	2013 N=1126
Yes	92%	91%	87%	89%
No	8%	8%	12%	11%
[Don't read] Don't know	<1%	1%	1%	0%

5. Have you ever visited oregon.gov?

Response category	2019 n=1039	2017 n=1067	2015 n=1010	2013 N=997
Yes	78%	79%	70%	66%
No	18%	19%	28%	32%
[Don't read] Don't know	4%	2%	2%	2%

6. **[Ask if Q5 =1]** Overall, how useful is oregon.gov: very useful, somewhat useful, not too useful, or not at all useful?

Response category	2019 n=814	2017 n=839
Very useful	27%	29%
Somewhat useful	61%	59%
Not too useful	6%	5%
Not at all useful	2%	2%
[Don't read] Don't know	3%	4%

7. **[Ask if 56=1]** Overall, how easy is Oregon.gov to use: very easy, fairly easy, fairly difficult, very difficult?

Response category	2019 n=814	2017 n=839
Very easy	17%	18%
Fairly easy	63%	62%
Fairly difficult	12%	13%
Very difficult	4%	2%
[Don't read] Don't know	3%	5%

8. **[Ask if Q5=1]** Have you visited <u>oregon.gov</u> in the last year?

Response category	2019 n=814	2017 n=839	2015 n=705	2013 N=656
Yes	78%	79%	77%	73%
No	17%	19%	17%	22%
[Don't read] Don't know	5%	2%	5%	5%

9. **[Ask if Q8=1]** Do you believe that <u>oregon.gov</u> has become more useful since your earlier visits?

Response category	2019 n=632	2017 n=667	2015 n=546	2013 N=482
Yes	47%	36%	47%	42%
No	27%	31%	24%	21%
[Don't read] Don't know/only visited once	26%	34%	29%	37%

10. **[Ask of Q8=1]** Do you believe that the website oregon.gov has become easier to use since your earlier visits?

Response category	2019 n=632	2017 n=667
Yes	53%	36%
No	25%	33%
[Don't read] Don't know/only visited once	23%	31%

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, or County websites.***]**

Have you ever visited a State of Oregon government agency website: **[Randomize Q11-Q18]**

Response category		Yes	No	Don't know
11. To look for information, data or services?				
	2019	67%	31%	3%
	2017	65%	34%	1%
	2015	60%	39%	1%
	2013	59%	40%	1%

Response category		Yes	No	Don't know
12. To complete a transaction online such as reserving a campsite, or renewing your car registration?				
	2019	53%	46%	1%
	2017	49%	50%	1%
	2015	43%	57%	0%
	2013	40%	59%	0%
13. To apply for a job with the State of Oregon?				
	2019	20%	79%	2%
	2017	19%	81%	0%
	2015	17%	82%	0%
	2013	20%	79%	1%
14. To access unemployment or welfare services?				
	2019	28%	71%	1%
	2017	21%	78%	0%
	2015	22%	78%	0%
	2013	23%	77%	1%
15. To access health insurance information?				
	2019	29%	68%	3%
	2017	26%	73%	0%
	2015	26%	73%	1%
	2013	20%	79%	1%
16. To pay fees or taxes?				
	2019	37%	60%	3%
	2017	33%	67%	1%
	2015	26%	73%	1%
	2013	24%	75%	2%
17. To receive small business assistance?				
	2019	14%	84%	2%
	2017	9%	91%	0%
	2015	7%	93%	0%
	2013	9%	90%	1%
18. To participate in a virtual public meeting or town hall?				
	2019	10%	89%	1%
	2017	8%	92%	0%
	2015	5%	95%	1%
	2013	8%	91%	1%

19. For what other reasons have you visited a State of Oregon government agency website? **[Open. Probe for specifics.]**

Response Category	2019 n=1202	2017 n=994	2015 n=923	2013 n=912
Research, information, resources	29%	14%	23%	13%
Has not visited website	8%	2%	--	5%
Outdoor recreation information/licensing	7%	6%	6%	4%
DMV, vehicle registration, driver license	7%	6%	7%	6%
Information on Oregon laws/proposed laws	6%	7%	8%	2%

Response Category	2019 n=1202	2017 n=994	2015 n=923	2013 n=912
Tax information	6%	4%	4%	3%
Health insurance, health information	5%	4%	7%	3%
As part of my work	4%	2%	--	--
Jobs, unemployment	3%	4%	5%	6%
All other responses	1% or less	1% or less	3% or less	2% or less
None, nothing	27%	30%	31%	24%
Don't know	7%	5%	2%	11%

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

Response category	2019 n=1202	2017 n=1200	2015 n=1200	2013 n=1200
Yes, I searched and was unable to find it	21%	15%	13%	12%
No, my search was successful	43%	44%	49%	42%
No, I never tried to search	27%	38%	36%	42%
[Don't read] Don't know	10%	3%	2%	4%

21. **[Ask if Q20 =1]** Do you recall what you were searching for? **[Open. Probe for specifics.]**

Response Category	2019 n=253	2017 n=183	2015 n=157	2013 n=139
Research, information resources	21%	<1%	--	5%
Laws, codes, zoning	8%	5%	10%	2%
DMV information	7%	2%	2%	4%
Health insurance, health information	6%	4%	4%	6%
Hunting/fishing licenses/regulations	4%	3%	3%	1%
Taxes	3%	6%	6%	2%
Unemployment	3%	3%	5%	2%
Contact information, phone numbers	3%	--	18%	--
Public assistance, SNAP, child services	3%	--	5%	4%
All other responses	<1%	1% or less	5% or less	1% or less
Nothing, don't recall	40%	38%	36%	5%
Don't know	1%	--	1%	30%

22. **[Ask if Q20 = 1 or 2]** Would you say searching for Oregon state government agency contact information is very easy, fairly easy, fairly difficult, or very difficult?

Response category	2019 n=767	2017 n=712	2015 n=742	2013 N=644
Very easy	16%	15%	22%	13%
Fairly easy	56%	58%	57%	69%
Fairly difficult	17%	16%	12%	11%
Very difficult	5%	4%	3%	2%
[Don't read] Don't know	6%	6%	6%	5%

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 Q23-Q26]**

Response category	Very important	Somewhat important	Not too important	Not at all important	Don't know
23. 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.					
2019	39%	37%	11%	9%	4%
2017	42%	35%	9%	10%	4%
2015	34%	38%	14%	14%	1%
2013	37%	37%	10%	12%	3%
24. The ability to provide virtual meetings or town halls so Oregon residents can attend and interact remotely.					
2019	32%	37%	14%	12%	5%
2017	35%	41%	10%	11%	3%
2015	25%	38%	19%	18%	1%
2013	28%	40%	14%	14%	3%
25. The ability to find public information and data about state finances, payroll, and services.					
2019	43%	33%	11%	10%	4%
2017	47%	32%	7%	11%	3%
2015	35%	34%	15%	15%	2%
2013	40%	34%	10%	13%	4%
26. The ability to get information and interact with government agencies through social media, such as Twitter and Facebook.					
2019	14%	26%	22%	33%	5%
2017	18%	27%	21%	30%	4%
2015	11%	27%	24%	37%	1%
2013	13%	29%	23%	32%	4%

27. 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.

Response category	2019 n=1202	2017 n=1200	2015 n=1200	2013 n=1200
Received services online	37%	29%	39%	23%
Did not receive services online	53%	71%	57%	77%
[Don't read] Don't know	10%	--	4%	--

28. **[Ask if Q27 =1]** Compared to traditional experiences, is the speed of online delivery faster, slower, or about the same for you?

Response category	2019 n=441	2017 n=347	2015 n=469	2013 n=270
Faster	67%	64%	54%	55%
Slower	7%	7%	6%	4%
About the same	21%	26%	36%	35%
[Don't read] Don't know	5%	3%	4%	6%

29. **[Ask if Q27 =1]** Compared to traditional experiences, is online delivery more convenient, less convenient, or about the same for you?

Response category	2019 n=441	2017 n=347	2015 n=469	2013 n=270
More convenient	78%	72%	62%	69%
Less convenient	6%	7%	9%	4%
About the same	14%	19%	26%	26%
[Don't read] Don't know	2%	1%	3%	1%

30. **[Ask if Q27 =1]** Compared to traditional experiences, is online delivery more costly, less costly, or about the same for you?

Response category	2019 n=441	2017 n=347	2015 n=469	2013 n=270
More costly	8%	6%	3%	2%
Less costly	49%	48%	48%	49%
About the same	34%	43%	45%	46%
[Don't read] Don't know	9%	3%	4%	4%

31. **[Ask if Q27 =1]** Compared to traditional experiences, is online delivery more useful, less useful, or about the same for you?

Response category	2019 n=441	2017 n=347
More useful	67%	57%
Less useful	7%	7%
About the same	23%	34%
[Don't read] Don't know	4%	1%

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

The State of Oregon is in 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.

32. 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	2019 n=1202	2017 n=1200	2015 n=1200	2013 n=1200
Strongly agree	41%	40%	42%	34%
Somewhat agree	37%	40%	39%	45%
Somewhat disagree	4%	3%	3%	3%
Strongly disagree	3%	4%	3%	4%
[Don't read] Don't know	15%	13%	13%	14%

33. **[Ask if Q32 = 3 or 4]** Why do you **[answer from Q32]**? **[Open]**

Response Category	2019 n=87	2017 n=88	2015 n=76	2013 n=87
Dislike the government	17%	10%	--	5%
State does not spend money wisely	14%	26%	35%	22%
Difficult to navigate/find what you need	12%	6%	18%	--
My opinion, prefer not to say	12%	--	--	--
Website should be more user-friendly	12%	2%	--	14%
Don't like computers/internet	10%	9%	19%	--
Satisfied already, needs no changes	7%	8%	--	4%
Voice of the people not being heard	4%	3%	--	--
Rather have face-to-face communication	4%	2%	--	5%
Unimportant, should not be a priority	2%	11%	--	--
None, nothing	2%	2%	0%	9%
Make it simple	1%	9%	12%	--
All other responses	<1%	1% or less	2% or less	3% or less
Don't know	15%	1%	4%	1%

34. 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	2019 n=1202	2017 n=100	2015 n=1200	2013 n=1200
Very important	54%	49%	44%	35%
Somewhat important	25%	26%	27%	30%
Not too important	8%	8%	11%	14%
Not at all important	11%	14%	16%	17%
[Don't read] Don't know	2%	4%	2%	4%

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

Response category	2019 n=1202	2017 n=1200	2015 n=1200	2013 n=1200
Very good	8%	10%	6%	8%
Good	43%	46%	46%	23%
Poor	21%	21%	23%	46%
Very poor	11%	8%	9%	8%
[Don't read] Don't know	16%	15%	17%	16%

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

Response category	2019 n=1202	2017 n=1200	2015 n=1200	2013 n=1200
Yes	19%	21%	24%	34%
No	74%	74%	73%	62%
[Don't read] Don't know	7%	5%	3%	4%

37. **[If Q36=1]** Where have you seen advertising or promotions? **[Open]**

Response Category	2019 n=255	2017 n=254	2015 n=292	2013 n=413
Television, radio	36%	33%	45%	62%
Internet	11%	21%	21%	16%
Social media	10%	7%	--	--
Government agencies/websites (general)	9%	3%	--	--
Mail, emails	7%	10%	6%	3%
Billboards	5%	9%	10%	12%
Newspapers	5%	6%	10%	11%
Medical offices, health care resources	4%	4%	10%	4%
DMV	4%	3%	2%	--
Brochures, pamphlets	4%	2%	--	--
Buses, public transportation	2%	4%	3%	2%
Commercials, ads (general)	2%	4%	--	--
All other responses	1% or less	1% or less	1% or less	1% or less
Don't know	6%	6%	1%	5%

We are just about finished, and before we go, I'd like to ask you about security.

38. 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?

Response category	2019 n=1202	2017 n=1200	2015 n=1200
Very confident	15%	9%	15%
Somewhat confident	41%	40%	40%
Not too confident	25%	25%	24%
Not at all confident	17%	20%	18%
[Don't read] Don't know	3%	5%	4%

39. 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.

Response category	2019 n=1202	2017 n=1200
Security more important (total)	**61%**	**54%**
Securing personal information is **most** important	48%	41%
Securing personal information is very important, improving services is less important	13%	13%
Securing personal information and improving program services are equally important	30%	33%
Improving services more important (total)	**4%**	**7%**
Improving services is very important, securing personal information is less important	2%	2%
Improving services is **most** important	3%	5%
[Don't read] Don't know	4%	6%

DEMOGRAPHICS

40. County **[Don't ask. Record from sample]**

Response category	n=1202
Tri-county	43%
Willamette Valley	26%
Rest of state	31%

[County list]

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

41. Zip code **[Record from sample]**

42. Gender **[Do not ask—record from observation]**

Response category	Tri-county N=400	Willamette Valley N=400	Rest of state N=400
Male	50%	50%	50%
Female	50%	50%	50%

43. Age **[Listed sample: record from sample. Random sample: Ask question]**

Response category	Tri-county N=400	WV N=400	Rest of state N=400
18–24	12%	15%	10%
25–34	21%	18%	14%
35–54	37%	33%	33%
55–64	7%	12%	13%
65+	23%	22%	30%
Refused	n=1	--	n=1

44. What is your ethnicity?

Response category	n=1202
White/Caucasian	80%
African American/Black	2%
Hispanic/Latino	6%
Asian/Pacific Islander	3%
Native American/American Indian	2%
Other	3%
[Don't read] Refused	5%

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

Response category	n=1202
Less than high school	2%
High school diploma	30%
Some college	35%
College degree	20%
Graduate/professional school	11%
[Don't read] Refused	2%

46. Which category best describes your gross household income before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response category	n=1202
Less than $ $25,000	15%
$25,000 to less than $50,000	20%
$50,000 to less than $75,000	17%
$75,000 to less than $100,000	14%
$100,000 to less than $150,000	11%
$150,000 or more	7%
[Don't read] Refused	15%

47. Cell phone **[From sample]**

Response category	n=1202
Yes	59%
No	41%