E-Government
Telephone Survey Research

PREPARED FOR
Oregon E-Government Portal Advisory Board

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www.dhmresearch.com

dhm RESEARCH
DAVIS, HIBBITTS & MIDGHALL, INC.

Telephone Survey Methodology

- **October 11 - 15, 2015**

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

- **Voter list + 20% cell phones**

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

- **Margin of error +/- 2.8%**

- **Averaged 12 minutes in length**

- **Benchmark 2013 survey**

Key findings

- **Home Internet access in Oregon is very high**
  - **91% of all Oregonians have access at home, up from 88% in 2013**
  - **Access is lowest among those with lower incomes, ages 55+, and living outside of the Portland metro area or Willamette Valley**

- **More Oregonians are receiving state services online.**
  - **39% received services in 2015 compared to 23% in 2013**

- **A plurality (35%) of Oregonians now say that visiting a website is the most convenient method of contacting a state agency.**

Key findings

- **Nearly all Oregonians are aware of Oregon.gov**
  - **87% of Oregonians have heard of the state's website**
  - **70% of those who had heard of the website had visited it, which is up from 66% in 2013**

- **Consistent with 2013, primary reasons for visiting the states website are looking for information, data or services, and completing a transaction**

- **Also consistent with 2013, the most important services for public engagement are finding information about state finances/payroll/services and to provide opinions about policy**

Key findings

- **Oregonians are concerned about online security**
 - **90% say that it is important (and 64% "extremely important") that the State prioritize its staff and budget to ensure that personal information is secure.**

- **Oregonians also feel that there are opportunities to improve online security.**
  - **Just 55% are confident (and only 15% "very confident") that personal information is stored with the State is secure.**

91% of Oregonians report having internet access at home, and most of those without home internet can access it elsewhere.

Internet Access at Home

Internet access at home
- 2015: 91%
- 2013: 88%

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

■ 2015   ■ 2013
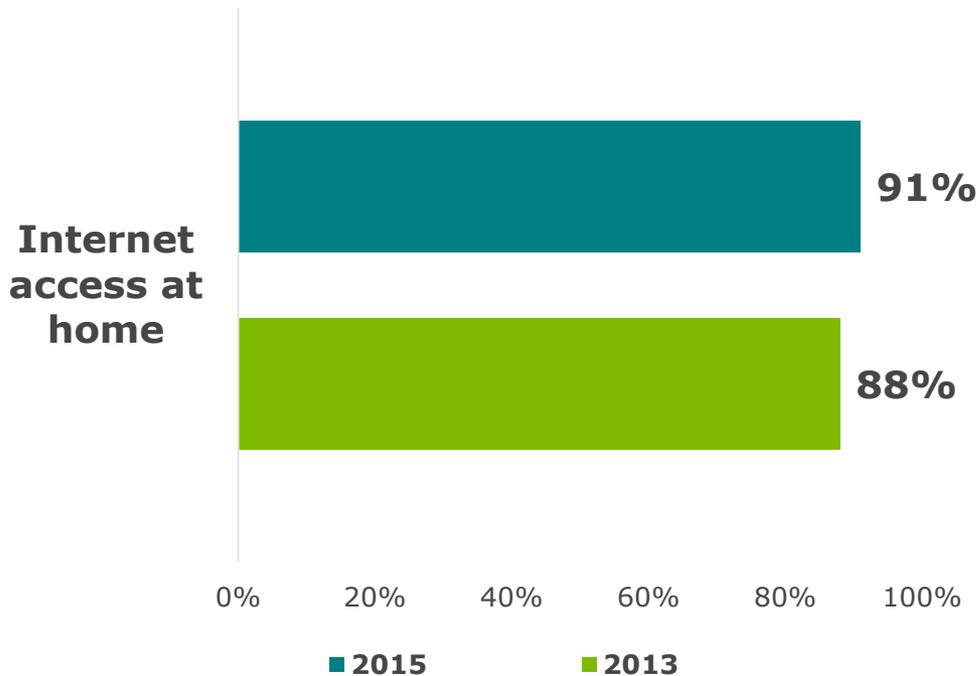
Access to Internet Other Than Home

Yes 57%
No 43%
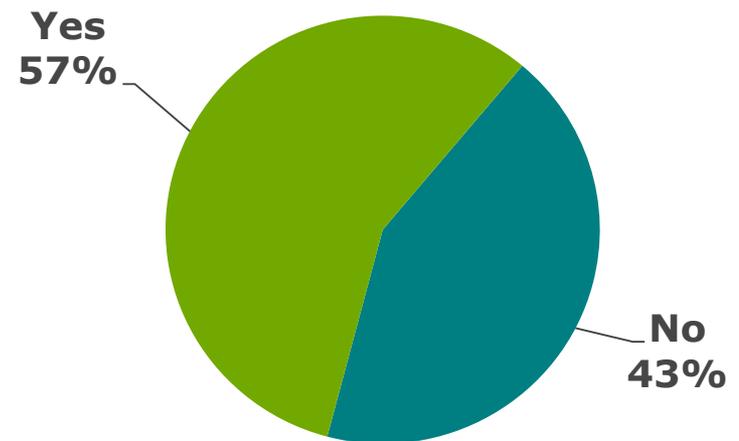
Oregonians least likely to have home internet access are 55+, have a high school diploma or less, or making less than $25,000 per year.

Internet Access at Home

Category	Percent
<$25,000	81%
$25,000-$50,000	84%
$50,000-$75,000	96%
$75,000+	98%
High school or less	83%
Some College	90%
College Grad	95%
Female	91%
Male	92%
Tri County	93%
Willamette Valley	90%
Rest of state	89%
18-34	94%
35-54	96%
55+	84%
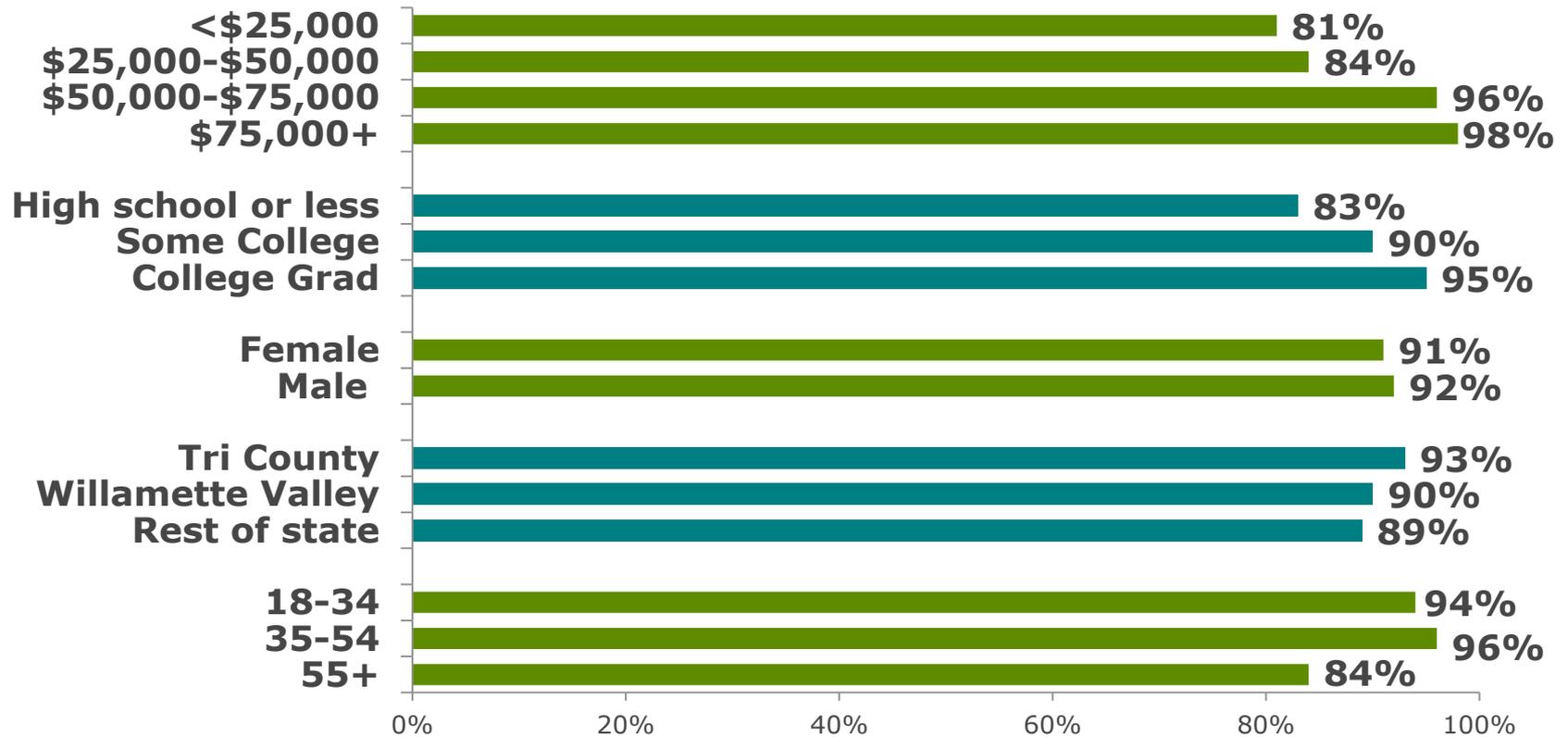
Visiting a state website is now the preferred method for contacting the state or finding information.

Most Convenient Method to Contact an Oregon Government Agency

Method	2015	2013
Telephone call	34%	36%
Visit a website	35%	29%
Send an email	14%	15%
Visit an office	7%	6%
Write a letter	4%	4%
Other	1%	4%
Don't know	4%	7%

■ 2015 ■ 2013
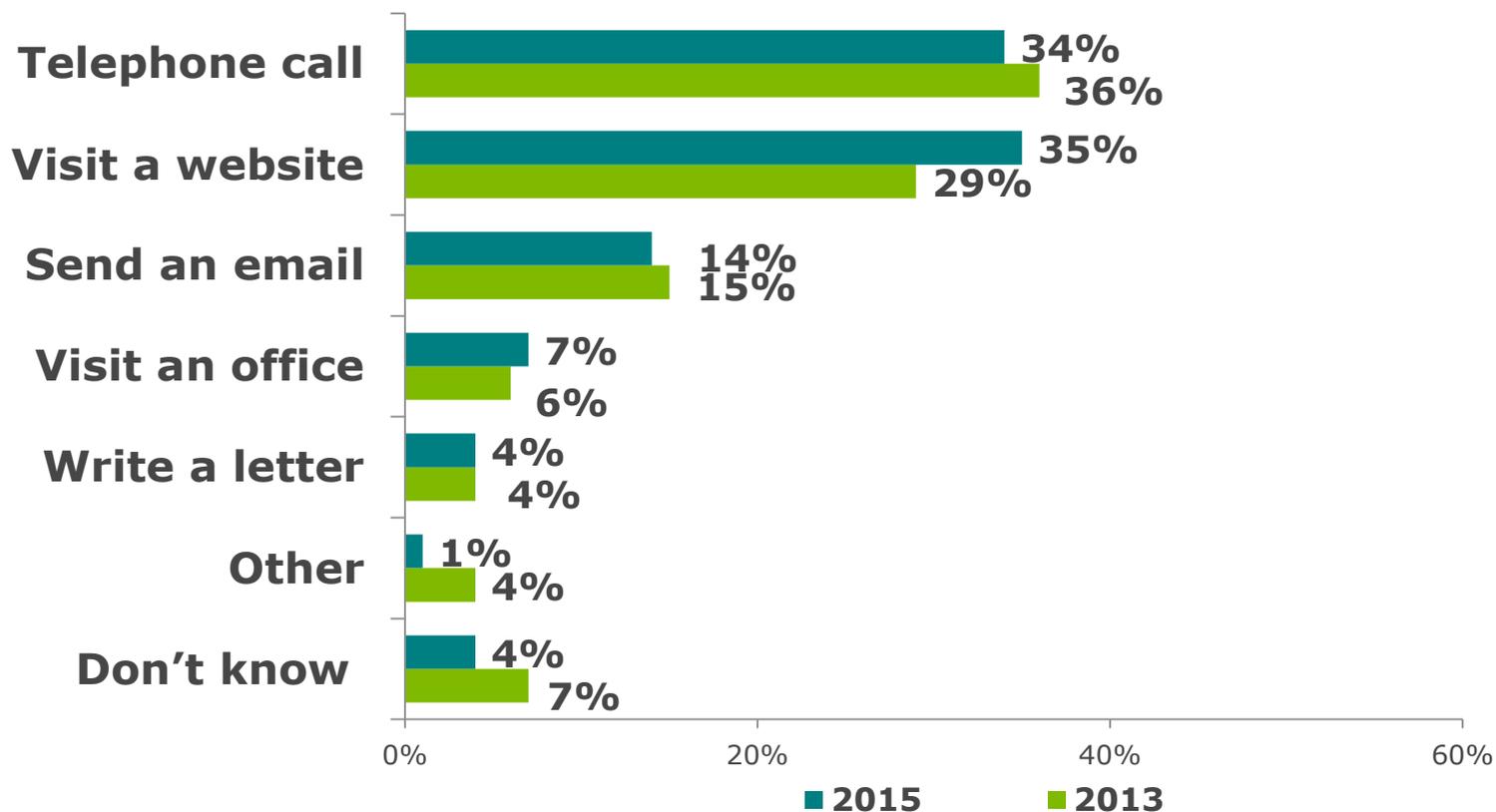
Contacting the state through a website is preferred by Tri-County residents and young adults.
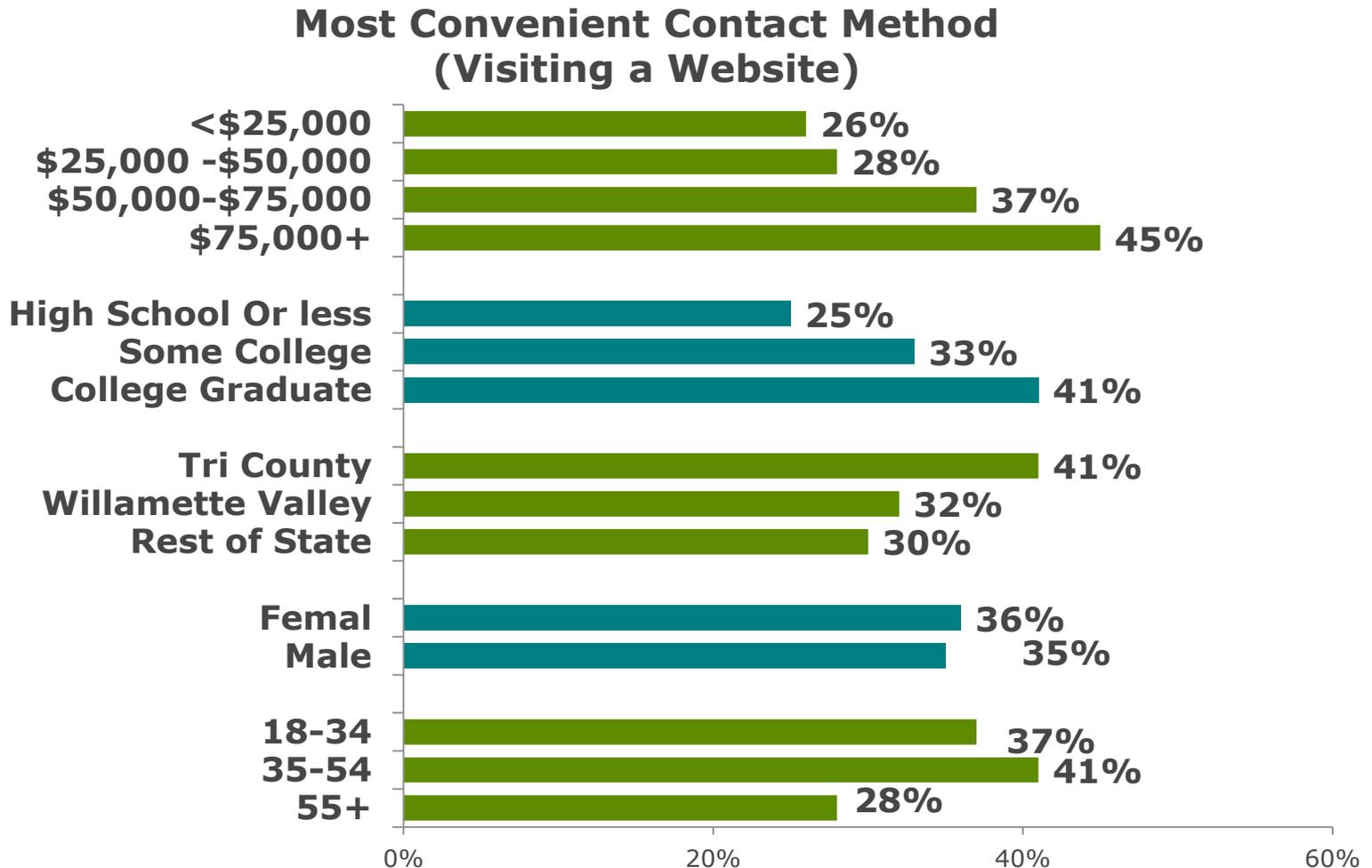

**Most Convenient Contact Method
(Visiting a Website)**

<$25,000	26%
$25,000 -$50,000	28%
$50,000-$75,000	37%
$75,000+	45%
High School Or less	25%
Some College	33%
College Graduate	41%
Tri County	41%
Willamette Valley	32%
Rest of State	30%
Femal	36%
Male	35%
18-34	37%
35-54	41%
55+	28%

Most Oregonians are aware of Oregon.gov, and more residents visited the website in 2015.

Awareness and Use of Oregon.gov

Heard of (N=1010)
- 2015: 87%
- 2013: 89%

Visited (N=705)
- 2015: 70%
- 2013: 66%

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

■ 2015   ■ 2013
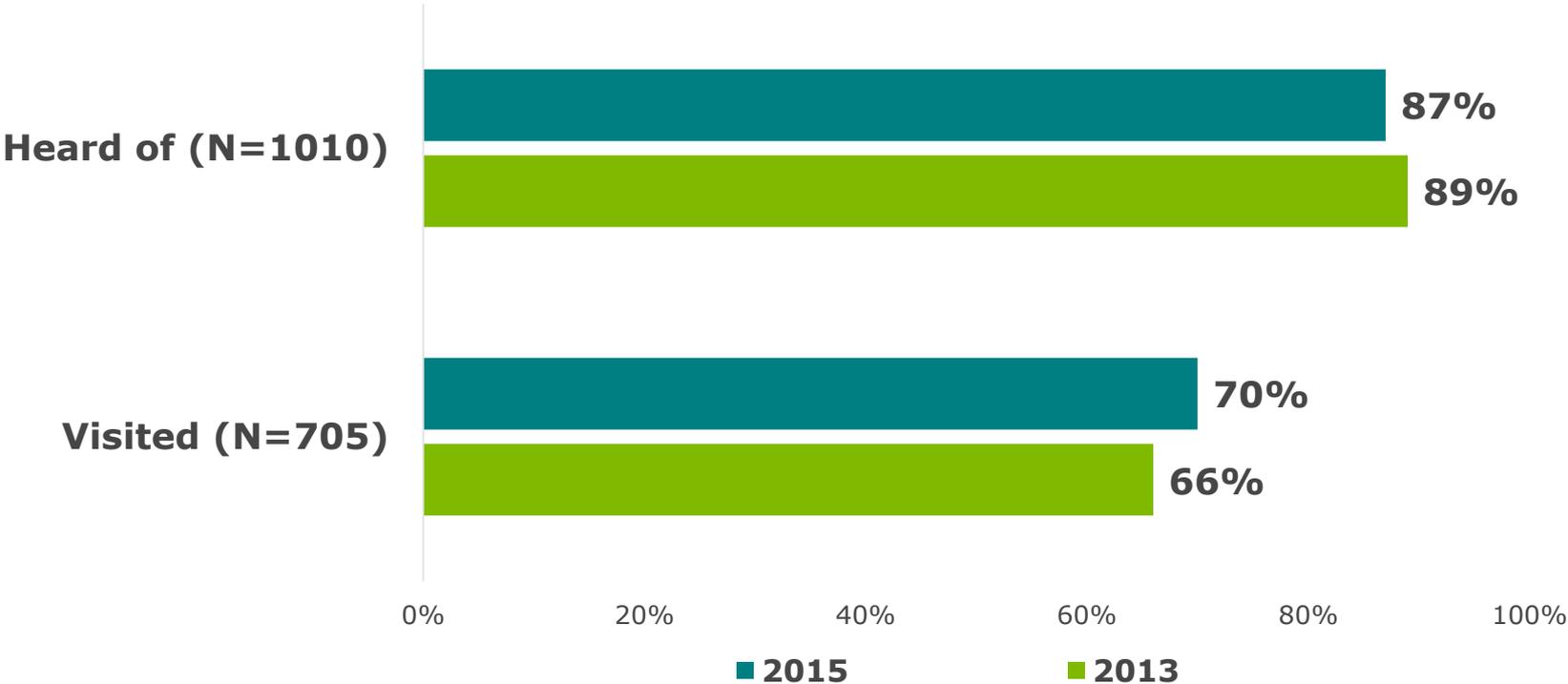
Searching for information and completing transactions are the most common reasons for visiting a State of Oregon website.

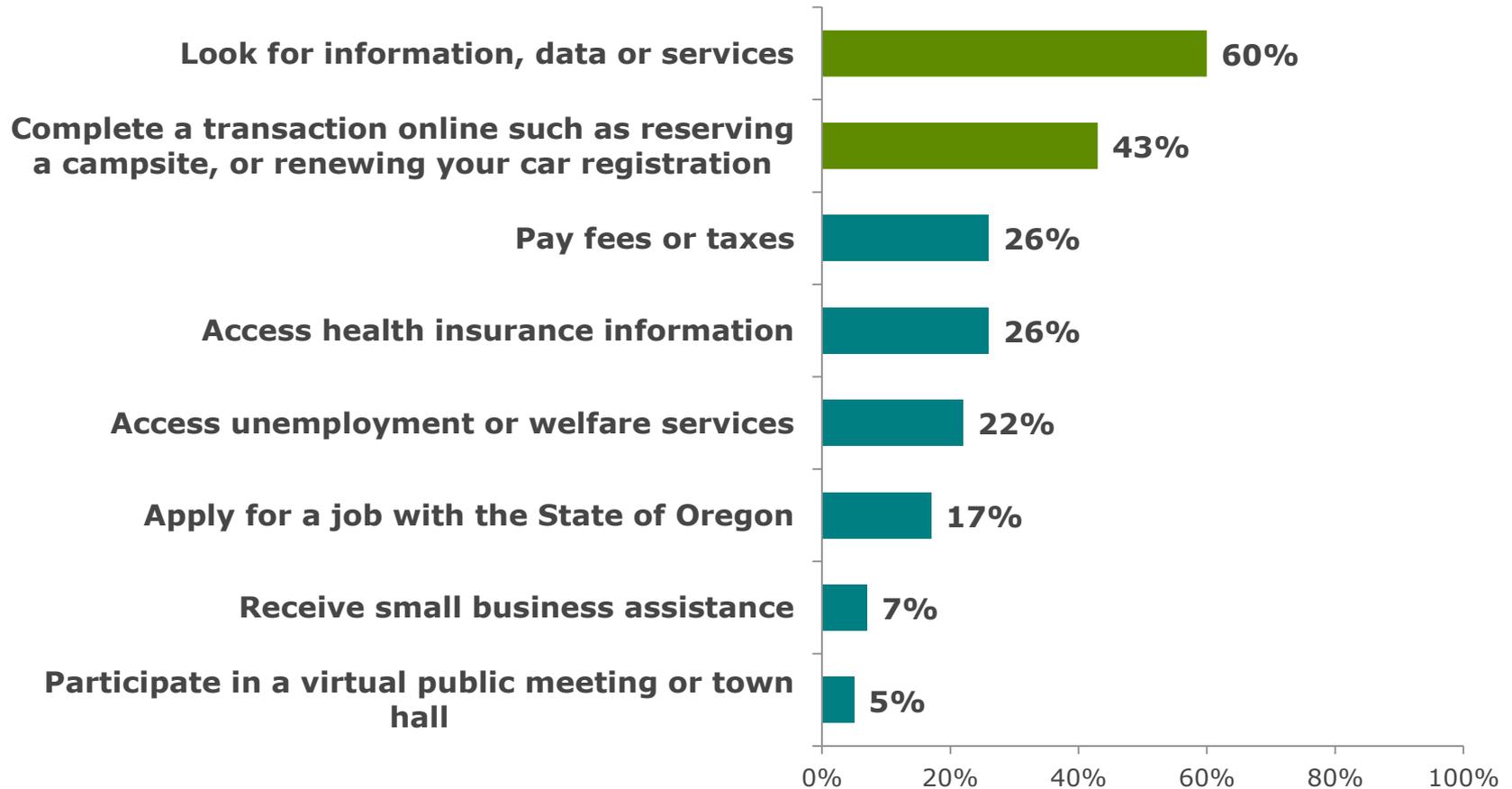## Reasons for visiting State of Oregon website

Reason	Percentage
Look for information, data or services	60%
Complete a transaction online such as reserving a campsite, or renewing your car registration	43%
Pay fees or taxes	26%
Access health insurance information	26%
Access unemployment or welfare services	22%
Apply for a job with the State of Oregon	17%
Receive small business assistance	7%
Participate in a virtual public meeting or town hall	5%

Other reasons for visiting Oregon.gov:

Reasons	%
Research/information/available resources—general	23%
Licensing/permit renewal/requirements-general	8%
DMV/vehicle registration/driver licenses	7%
Outdoor recreation information/licensing (hunting, fishing, camping)	6%
Jobs/unemployment	5%
Tax information	4%

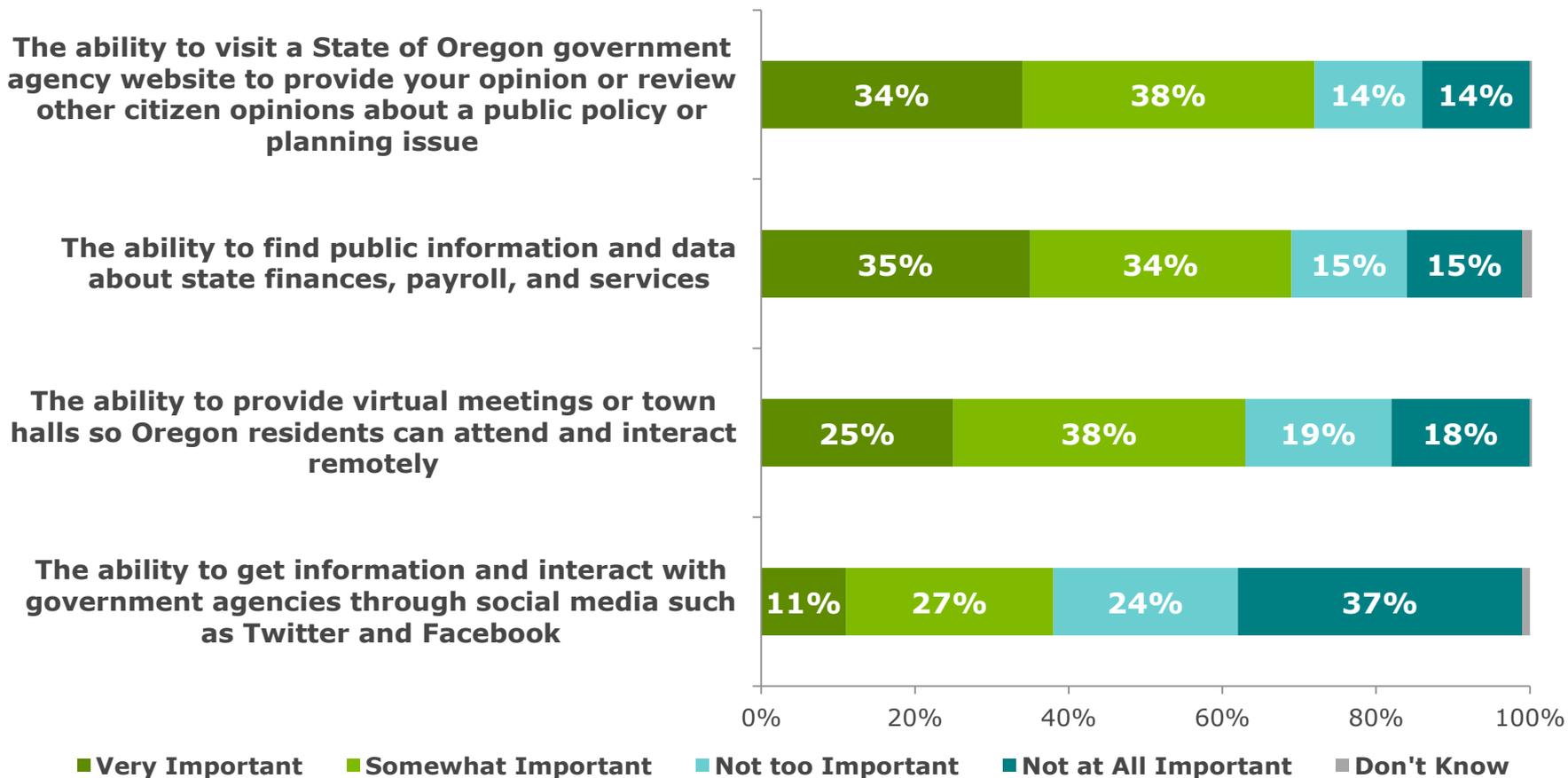# 4 in 10 Oregonians have received state services online, up 16-points since 2013.

Received State Services Online

Received services online
- 2015: 39%
- 2013: 23%

Did not receive services online
- 2015: 57%
- 2013: 77%

Don't know
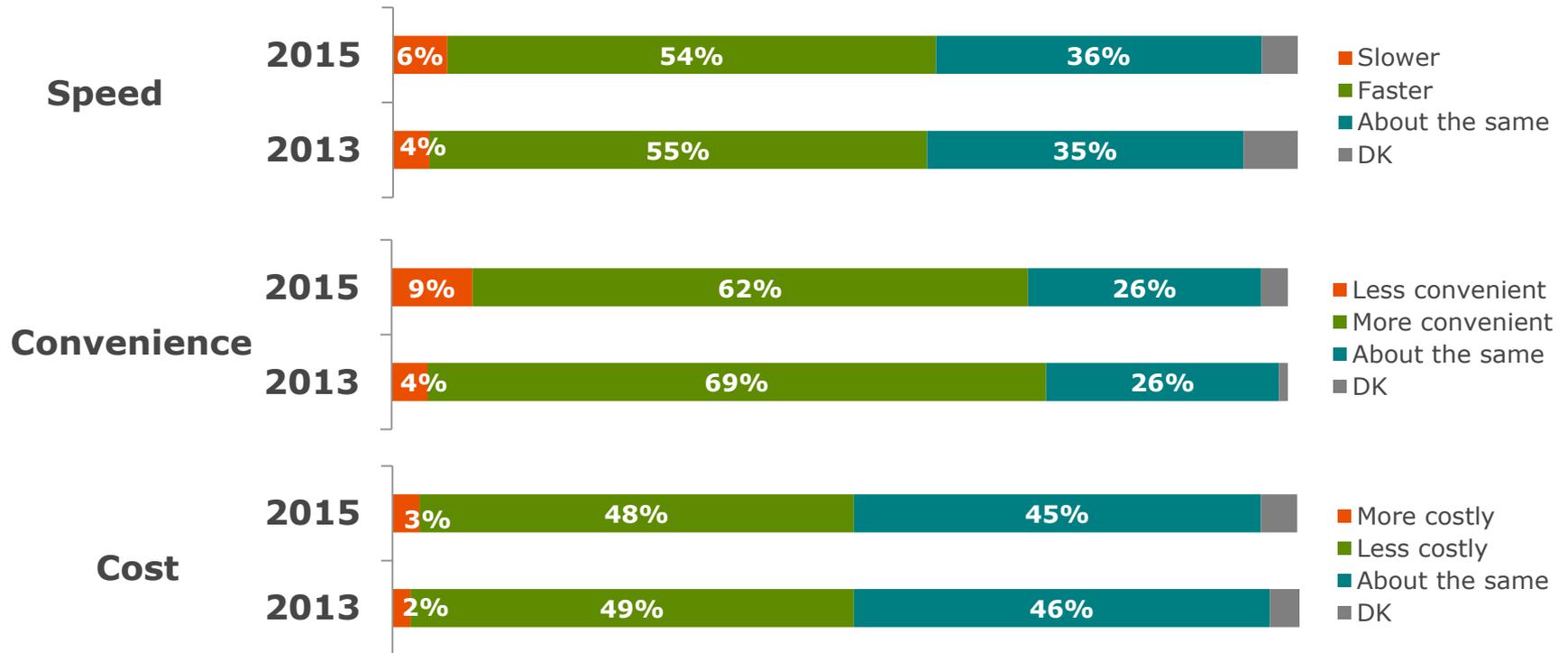- 2015: 4%
- 2013: 0%

■ 2015 ■ 2013
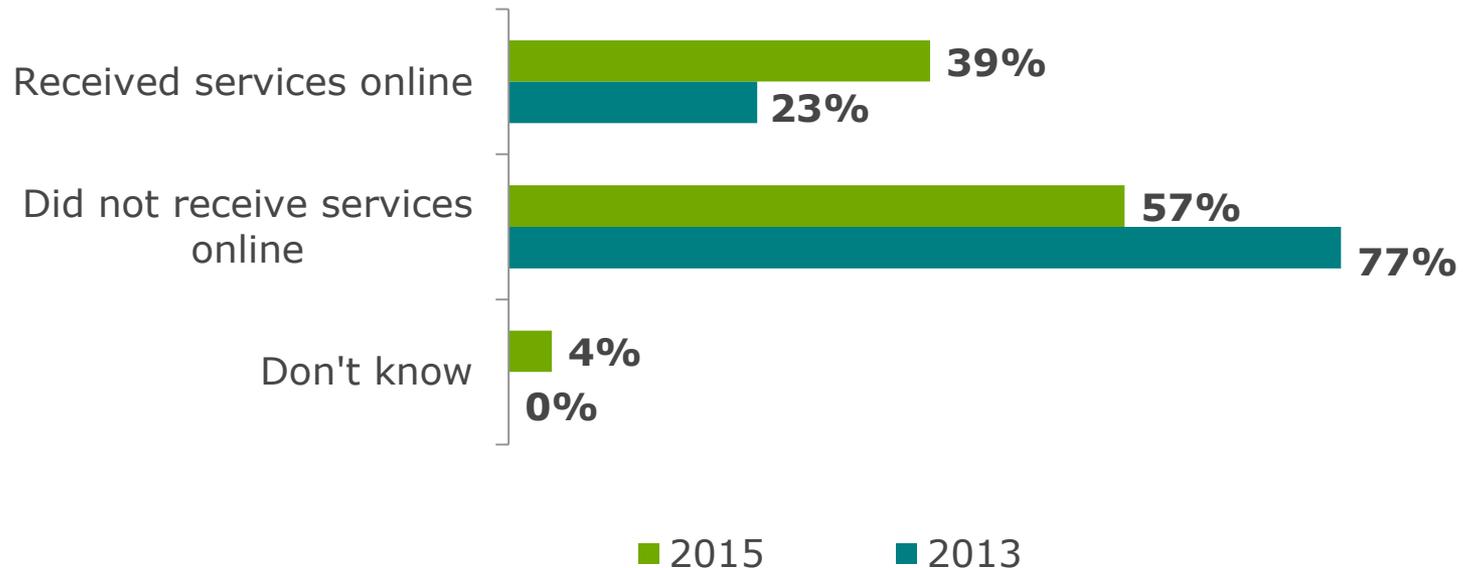
Oregonians say the most important online services are the ability to find information and share opinions about public policy issues.

Importance of Online Services

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
- 34% | 38% | 14% | 14%

The ability to find public information and data about state finances, payroll, and services
- 35% | 34% | 15% | 15%

The ability to provide virtual meetings or town halls so Oregon residents can attend and interact remotely
- 25% | 38% | 19% | 18%

The ability to get information and interact with government agencies through social media such as Twitter and Facebook
- 11% | 27% | 24% | 37%

Legend: ■ Very Important ■ Somewhat Important ■ Not too Important ■ Not at All Important ■ Don't Know
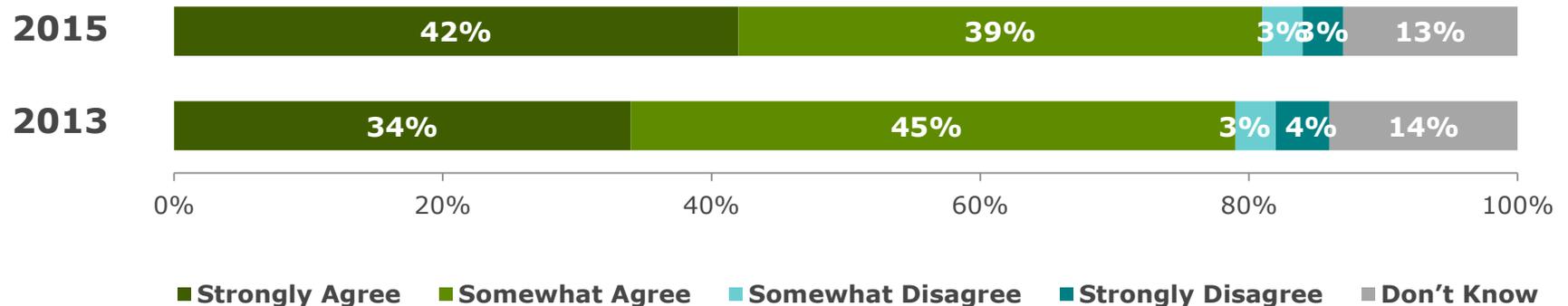
Most who had received Oregon government online services agreed they were faster and more convenient, and many thought they were less costly.

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

Speed

2015: 6% Slower | 54% Faster | 36% About the same | DK

2013: 4% Slower | 55% Faster | 35% About the same | DK

- Slower
- Faster
- About the same
- DK

Convenience

2015: 9% Less convenient | 62% More convenient | 26% About the same | DK

2013: 4% Less convenient | 69% More convenient | 26% About the same | DK

- Less convenient
- More convenient
- About the same
- DK

Cost

2015: 3% More costly | 48% Less costly | 45% About the same | DK

2013: 2% More costly | 49% Less costly | 46% About the same | DK

- More costly
- Less costly
- About the same
- DK

A strong majority (83%) agree with the state's website redesign principles. Strong agreement has increased 8-points since 2013.

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.
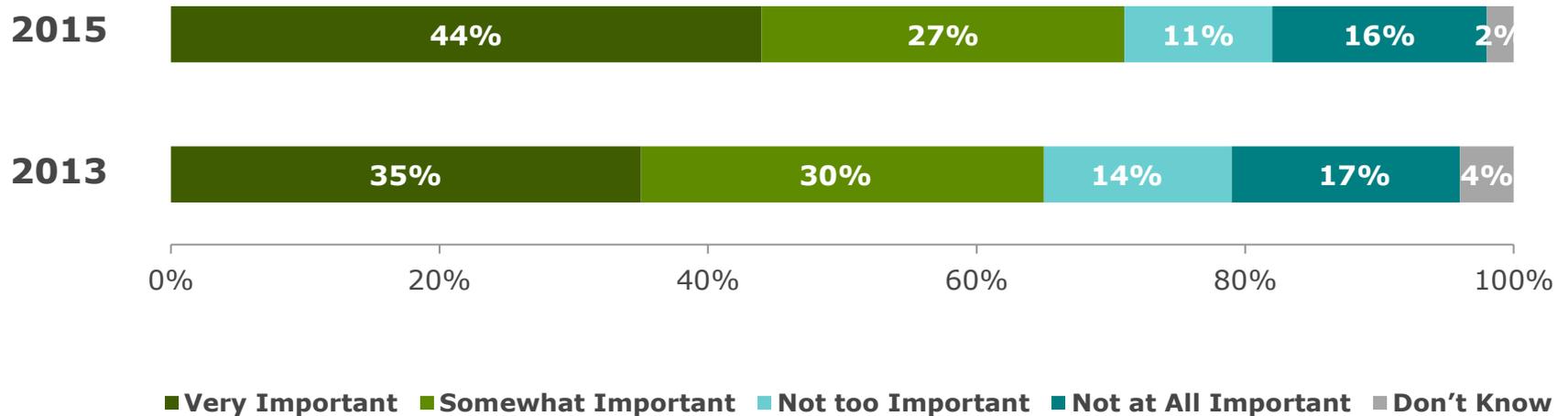
Year	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know
2015	42%	39%	3%	3%	13%
2013	34%	45%	3%	4%	14%

■ Strongly Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Strongly Disagree ■ Don't Know

Almost half (47%) of Oregonians agree that the website was more useful than previous visits.

Website More Useful Than Previous Visits?

Yes: 47% (2015), 42% (2013)
No: 24% (2015), 21% (2013)
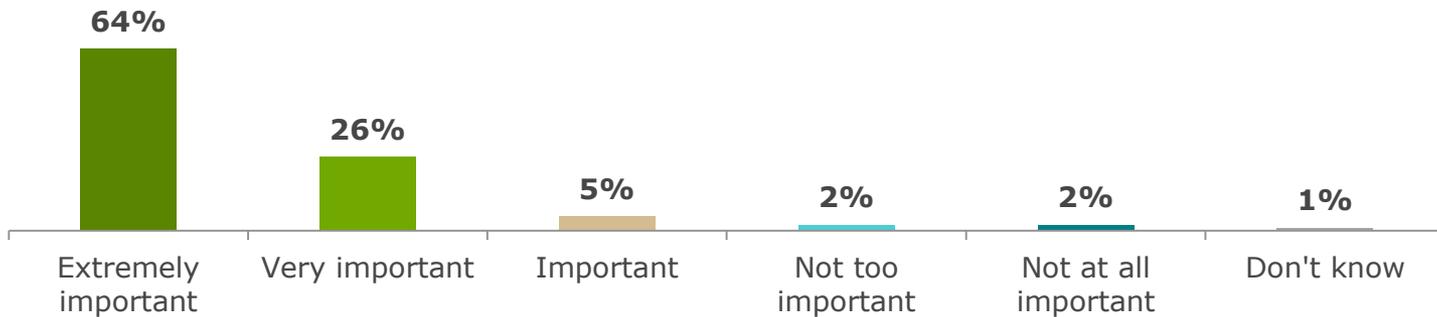DK/Only 1 visit: 29% (2015), 37% (2013)

■ 2015   ■ 2013
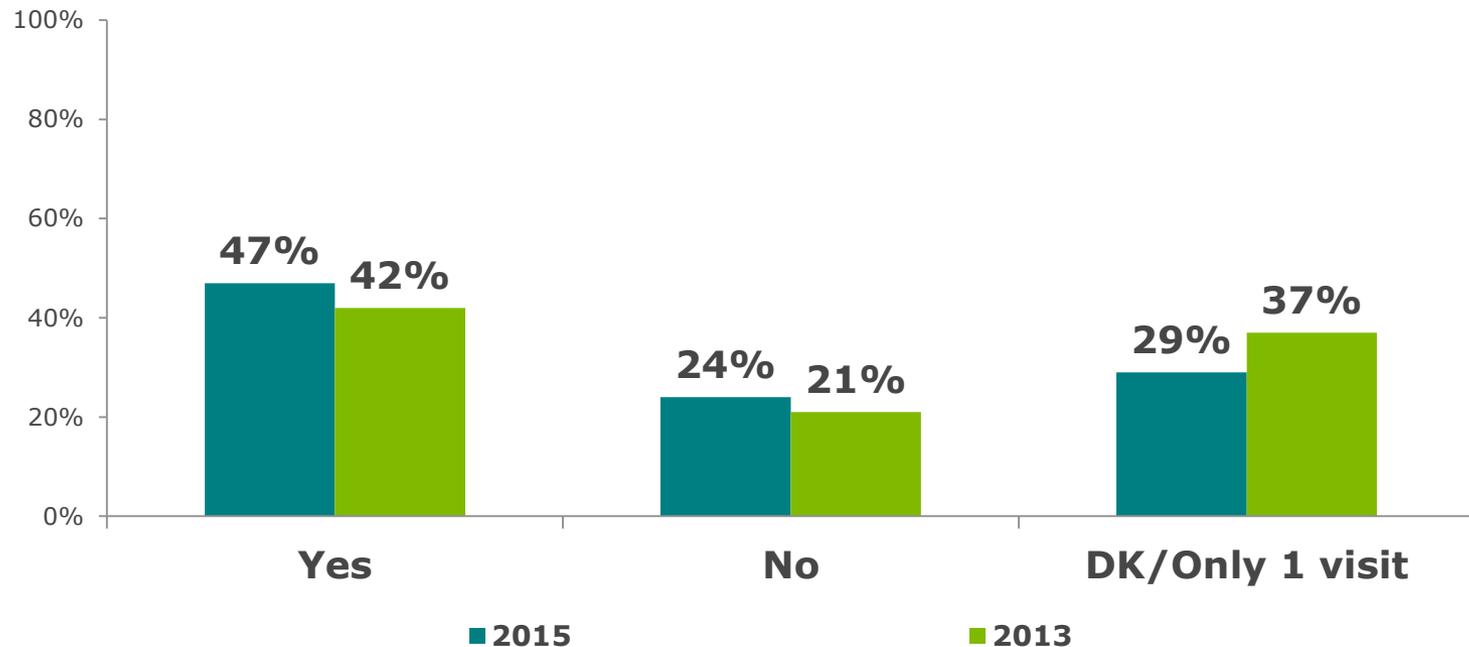
Three in four (71%) Oregonians agree that it is important that state websites be mobile-friendly, an increase of 6-points from 2013.

Importance of Optimizing State Websites for Mobile Devices

	Very Important	Somewhat Important	Not too Important	Not at All Important	Don't Know
2015	44%	27%	11%	16%	2%
2013	35%	30%	14%	17%	4%

Legend: ■ Very Important ■ Somewhat Important ■ Not too Important ■ Not at All Important ■ Don't Know
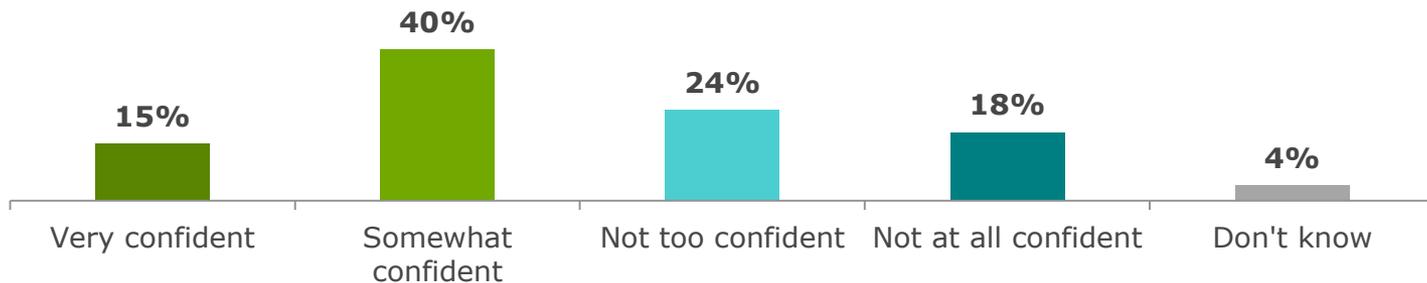
Oregonians place a very high level of importance on security, but only about half are confident personal information is safely stored.

Importance of Prioritizing Security

Extremely important	Very important	Important	Not too important	Not at all important	Don't know
64%	26%	5%	2%	2%	1%

Confidence that Personal Information is Secure

Very confident	Somewhat confident	Not too confident	Not at all confident	Don't know
15%	40%	24%	18%	4%

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