



Kiwis & Government Online Survey (2008)

State Services Commission
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1. Executive Summary

Introduction

While the online channel holds out the promise of being both more efficient and effective in meeting New Zealanders' expectations from the State Services, it is relatively less well understood compared to other channels such as in-person or mail. Measuring customer experiences and perceptions lets us see how we're doing, both at a point of time and trends over time.

There are several international studies that measure New Zealand's e-government performance against that of other countries. However, these studies mostly evaluate the *potential* for use rather than people's *actual* use and satisfaction. *Kiwis & Government Online 2008* is a quantitative survey that focuses on the latter.

Scope and methodology

Research was conducted in November/December 2008 using an online panel of New Zealand Internet users. A total of 1,013 valid completed questionnaires were obtained. The panel sample demographics were broadly aligned with New Zealand population demographics. The online panel and questionnaire administration were provided by an independent commercial research company.

The scope of this survey is online services provided by the New Zealand State Services. Broadly, this consists of the core Public Service and Crown Entities.

There are two major limitations of this survey. First, it is quite likely that, at the margin, respondents may have had differing interpretations of the term "government" in mind when answering questions about government's online services. Second, being an indicative online survey of Internet users, the survey results are only indicative of the perceptions and experiences of New Zealanders confident of using the Internet.

Types of government's online services used

The most frequently used online services in the last 12 months by respondents were:

- Finding out information (88%);
- Using online tools, calculators or downloading application forms (54%);
- Paying (40%) or applying (31%) for something; and
- Submitting information or a return (29%).

Satisfaction with government's online services

Satisfaction with getting information online from government (71%) is broadly the same as transacting with government online (65%). Dissatisfaction is also about the same (10% and 8% respectively). Satisfaction with participation, such as providing feedback or comments online, is lower (44%) while the number of people neutral (45%) was the highest amongst the three types of online services.

Important aspects of online services

This survey looked at three types of online services - those for information, transacting, and participating. The three most important aspects of getting information online from government are that the information is current, up-to-date, and easy to find. The two areas that respondents most agreed with in respect of getting information online from government was that they have all the skills and understanding necessary to access government information online and, second, they have confidence in the information provided.

The four most important aspects for people transacting online with government agencies were that their privacy was protected; the transaction service was easy to find; it was wholly online; and that it used plain English. The four aspects that respondents most agreed with were that their privacy is protected; transacting online is an example of good value for tax dollars spent; it is easy to transact online; and transacting online gets same or better results than in-person or on the phone.

Respondents believed that protecting their privacy was the most important aspect of transacting online with government for them. It is also the aspect that they most agreed with as being true about their perceptions of transacting online with government.

Reasons for not using the online channel

About two-thirds (61%) of respondents who had not used the online channel over the previous 12 months believed they had no need for any government service in the first place. About one fifth of the respondents (18%) who had not used a government online service in the last 12 months were actively negative about it (they either didn't like using the Internet to get information or services from government or have a preference for using the phone/visiting government offices).

Other results

For more than half the respondents (55%), usage of government's online services over the last 12 months has remained the same. For a third (34%) it has increased somewhat.

For all respondents, whether or not they had used a government online service in the last 12 months, the most preferred channel to get government services was online. However, the responses also indicate that some of them prefer to use other channels depending upon what they wanted to do - phone, email, and in-person to get information; in-person for transacting; and email for participation.

Slightly more than half of all respondents (54%) prefer email as the way they want agencies to get in touch with them routinely.

Responses indicate that respondents have become comfortable and confident with searching for information online. Eighty-eight percent of the respondents said they used a search website or tool like Google to find specific government information online.

Less than half of the respondents (44%) had heard of or visited the New Zealand Government's website newzealand.govt.nz in the past 12 months. However, this survey does not include non-New Zealanders, who account for more than half of the people using that website.

Almost two thirds (65%) of respondents who had transacted with government online in the last 12 months said they would be interested in getting a single, personalised view of their transactions with government.

There was no clear preference for whether respondents thought government information should only be available from government websites or from a variety of government and non-government websites.

Promoting the online channel

Respondents were asked for their comments and suggestions about ways for government agencies to encourage people to use government's online services. There were a large number of responses with the top three being increasing awareness, improving usability, and improving customer support.

Respondents were also asked if there were any particular services from government agencies they want available online. Many of the services they mentioned were already available online, reinforcing the need for government agencies to raise awareness and promote the online services they already offer. Several respondents wanted all of government's services online while some wanted better or increased online services to update and manage their own information, including giving information to government once.

2. Introduction

Objectives

Objective 1: Quantitative measurement and evidence-based online service improvement

New Zealanders' expectations from the State Services are both increasing and becoming more complex. The online channel holds out the promise of being both more efficient and effective. Yet, compared to other channels such as in-person or mail, it is relatively immature and less well understood.

Measuring customer experiences and perceptions lets us see how we're doing, both at a point in time and trends over time. Measuring at a whole of government level, to complement measurements at an individual agency level, lets us see how the State Services are doing overall.

There are several international studies that measure New Zealand's performance against that of other countries. For example, the 2008 United Nations survey¹ puts New Zealand at 18th place in a ranking of the "e-government readiness" of countries. This rank for New Zealand is broadly consistent with other international e-government studies.

However, these studies mostly evaluate the *potential* for use rather than people's *actual* use and satisfaction. For example, the United Nations survey measures "e-government readiness" which includes factors such as service sophistication, telecommunications infrastructure, and population literacy. These measures provide little actionable information to government agencies seeking to use the online channel more effectively.

Recently, several other countries and independent analysts have started moving towards measuring actual use and satisfaction with government's online services. A notable example is the Australian Government which has recently completed its fourth annual study² into Australians' use and satisfaction with e-government services. It notes that, "The studies show that the way people interact with government has changed significantly in a relatively short period of time."

The State Services Commission has previously evaluated New Zealander's use and satisfaction with government's online services qualitatively as a part of measuring progress of e-government. There was "Achieving e-government 2004: A report on progress toward the E-government Strategy³" and "New Zealand E-government 2007: Progress Towards Transformation⁴". In addition, there have been other earlier efforts such as E-awareness⁵, case studies⁶, etc.⁷

Quantitative measurements help complete the picture of how the State Services is doing.

¹ UN E-government Survey 2008 <http://unpan1.un.org/intradoc/groups/public/documents/UN/UNPAN028607.pdf>

² See Australians' use and satisfaction with e-government services—2008, Australian Government Information Management Office (AGIMO) <http://www.finance.gov.au/publications/interacting-with-government/index.html>

³ <http://www.e.govt.nz/resources/research/ready-access-2004>

⁴ <http://www.e.govt.nz/resources/research/progress/index.html>

⁵ 2005 survey at <http://www.e.govt.nz/resources/research/e-awareness-2005>

⁶ <http://www.e.govt.nz/resources/research/case-studies>

⁷ For a full list, see <http://www.e.govt.nz/resources/research>

Objective 2: Networked State Services Development Goal

Another objective of this survey is to inform the work on measuring progress that the State Services are making towards the 2010 milestone of the Networked State Services Development Goal.

The Development Goals for the State Services⁸ provide a framework for delivering the next generation of State Services. The goals are aspirations for how the State Services will be configured and perform - “A system of world class professional State Services serving the government of the day and meeting the needs of New Zealanders.”

The Networked State Services Development Goal aspires to “Use technology to transform the provision of services for New Zealanders.” The 2010 milestone of “Government shared infrastructure is used to deliver user-centred services, and support joint results” will be measured by progress on three indicators⁹:

Indicator 1

Grouping of services/transactions that apply technology to allow an individual - from one place at the same time - to access multiple programmes.

Indicator 2

Channel synchronisation of government transactions - within an agency or across government.

Indicator 3

The extent to which technology supports a user having to give the same information to government only once.

To better assess progress towards the 2010 milestone of the Networked State Services Development Goal, a useful input is to get New Zealanders’ perceptions of how government is doing on each of the three indicators. This perspective will complement others, such as an assessment of the progress that individual agencies are making, in measuring progress.

Objective 3: Others

In doing this survey, the State Services Commission took the opportunity to also ask people their opinions about a range of issues in relation to its current work on the E-government Strategy¹⁰. For example, whether people had heard of or visited the New Zealand Government website newzealand.govt.nz and how they find government information online.

⁸ More information at <http://www.ssc.govt.nz/development-goals>

⁹ More information at http://www.ssc.govt.nz/display/document.asp?docid=6315&pageno=4#P328_37409

¹⁰ More information at <http://www.e.govt.nz/about-egovt/strategy>

Other relevant studies

There are three other studies that have some relevance in building the picture of New Zealanders' use and satisfaction with government's online services:

- Kiwis Count was the first all-of-government national survey to ask New Zealanders about their perceptions and experiences of public services as a whole. The report "Public Satisfaction with Service Quality 2007: The Kiwis Count Survey"¹¹ highlights "where public services are doing well and where they can be improved, in relation to the drivers of satisfaction and trust."

Kiwis Count includes results for different ways ("channels") that people can get government's services, such as in-person or over the phone or online. Kiwis Count has some quantitative information about government's online services; however the focus is on service delivery across multiple channels.

This survey, *Kiwis & Government Online Survey (2008)*, looks at only one channel (online) in a more fine-grained way across the three dimensions of information, transactions, and participation.

The next Kiwis Count survey will be in September/October 2009. Results will be available in 2010 including information on channel use and preferences.

- The World Internet Project New Zealand¹², Auckland University of Technology; and
- Household Use of Information and Communication Technology (ICT) Survey¹³, Statistics New Zealand.

Limitations

There are two major limitations of the survey that need to be kept in mind.

First, the term "government".

The term means different things to different people. Also, various studies use the term to mean different things making it difficult to reconcile the results of various studies that have measured government's online services. To that extent, the term "government's online services" is itself misleading as it depends on how questions are worded and how individual respondents interpret the term "government".

For example, some people may consider the Executive Branch of Government (Ministers) as part of "government" while others may not. Similarly, for the Legislative Branch, local government, Tertiary Educational Institutions, State Owned Enterprises, etc.

The scope of this survey, i.e. the definition of "government", is the State Services as it is the span of the State Services Commission's role. Broadly, this consists of the core Public Service and Crown Entities (other than Tertiary Educational Institutions)¹⁴.

¹¹ <http://www.ssc.govt.nz/kiwis-count-research-survey>

¹² http://www.aut.ac.nz/research/research_institutes/icdc/projects/world_internet_project.htm

¹³ <http://www.stats.govt.nz/datasets/info-tech/household-use-information-communication-technology-survey.htm>

¹⁴ For a more precise description, see http://www.ssc.govt.nz/state_sector_organisations

As can be seen from the questionnaire (Appendix B), an attempt was made in several places to try and convey what we meant by the term “government”. This included being explicit about what was not in scope, e.g. “This research is **not** about your opinion of politicians, or the services provided by your local council.”

Examples were also chosen to convey what was in scope, e.g. “using a savings calculator at Sorted” was chosen as, based on the work done by the Retirement Commission, many people are unaware that Sorted¹⁵ is a service from the Retirement Commission (which is a part of the State Services and therefore in scope of the survey).

Pre-testing of the questionnaire confirmed that people generally did respond to questions based on the intended definition but it is quite likely that, at the margin, respondents may have had a different interpretation of the term “government” in mind when answering questions.

Second, in extending the results to the New Zealand population.

The survey undertaken for this survey used an online panel of New Zealand Internet users to find out their experience and expectations of using government online services. A total of 1,013 valid completed questionnaires were obtained. The panel sample demographics were broadly aligned with New Zealand population demographics. The online panel and questionnaire administration were provided by an independent commercial research company. More details about the methodology are provided in Appendix A.

In interpreting the results of this survey, it is important to keep in mind that:

- Being an online survey of Internet users, the survey results cannot be interpreted to represent the perspectives of New Zealanders who do not use the Internet.
- Although the sample demographics were broadly similar to those of the New Zealand population, the survey sample was not selected randomly from the general population. Conclusions from the data should be considered as indicative of the New Zealand population, rather than as being statistically valid.
- Given these limitations, the conclusions drawn from this survey have focused on those survey results for which there were a large and definitive proportion of respondents indicating a particular perspective. In those cases where the proportions were marginally different between different perspectives, this survey treated them as being undifferentiated.
- The confidence interval is approximately $\pm 3.1\%$ for the total sample of 1,013 at a 95% confidence level and approximately $\pm 3.4\%$ for the subset of 816 respondents who had used a government online service in the last 12 months.
- The survey achieved a response rate of about 18%.

¹⁵ <http://www.sorted.org.nz/>

3. Satisfaction with Government's Online Services

To get a granular view of satisfaction, government's online services were divided into three categories or types:

- **Information:** getting information online from a government agency. Respondents were given four examples:
 - Find out information
 - Subscribe to a news or updates feed (e.g. a RSS or Atom feed)
 - Download a podcast or watch a video online
 - Sign up to get newsletters by email
- **Transact:** using the Internet to transact with government agencies online. Respondents were given seven examples:
 - Use online tools, calculators or download an application form
 - Pay for something
 - Apply for something
 - Make a booking
 - Make a complaint
 - Submit information or a return
 - Register for personalised online services
- **Participation:** providing views or feedback online to government agencies. Respondents were given two examples:
 - Provide your views online to a public consultation
 - Read, comment, or contribute to a government blog or wiki or online discussion forum

Respondents were asked to select all the different types of online services they had used over the last 12 months from a government website. Responses indicate the relative usage of different types of government's online services.

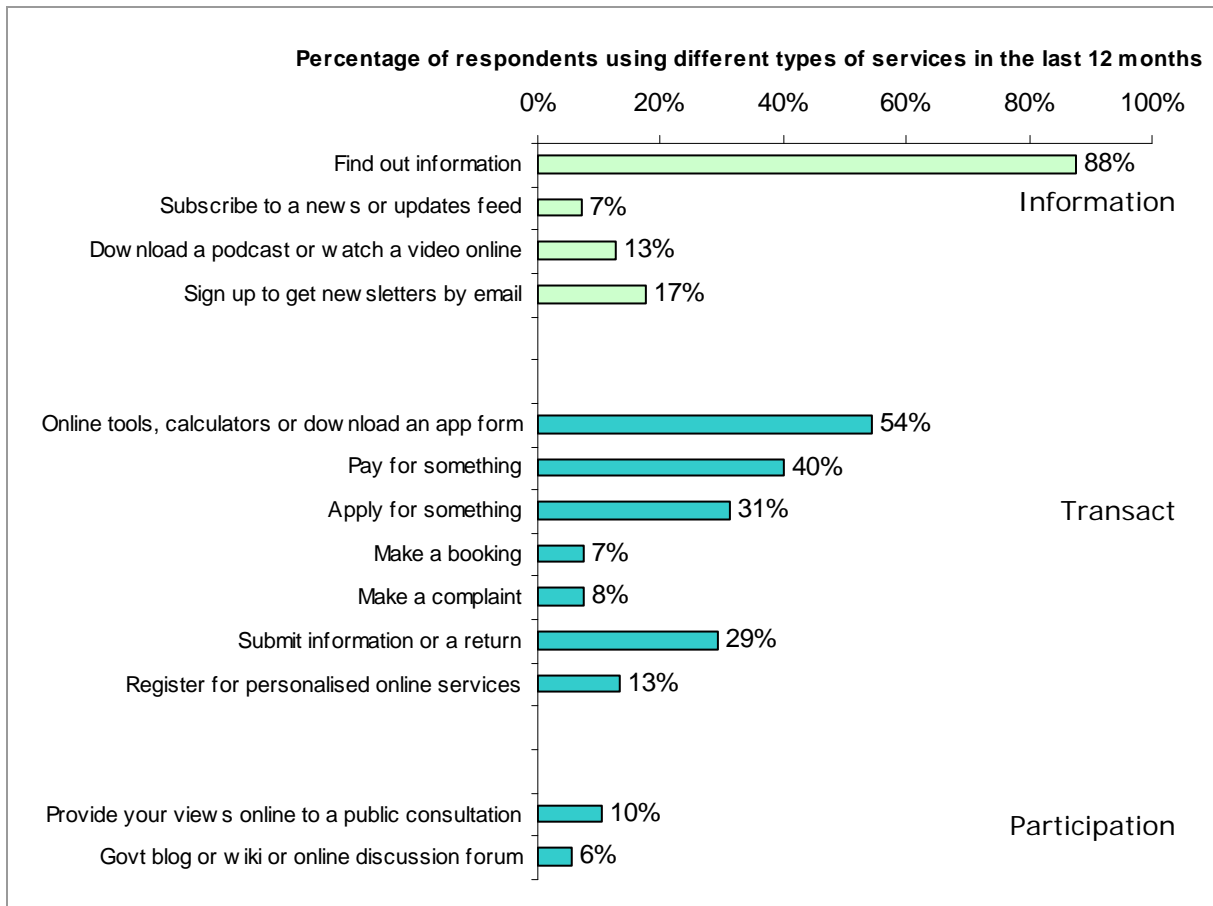


Figure 1: Relative usage of government’s online services

(Q8. Note that multiple answers were allowed; graph based on 2,653 selections from 818 respondents who had used a government online service in the last 12 months)

Finding out information (88%); using online tools, calculators or downloading application forms (54%); paying (40%) or applying (31%) for something; and submitting information or a return (29%) were the most frequently used online services in the last 12 months. Respondents were least likely to report that they had used relatively new online services from government such as subscribing to a news feed or reading a government blog.

In terms of types of online services, the most frequent activity was getting information online, while participation was the least.

Based on which of the three types of online services respondents had used over the last 12 months, they were asked to rate their satisfaction with that type or types of online service(s). Of the total of 818 respondents who had used a government online service in the last 12 months, the number of respondents who were asked questions related to each of the three types of services was:

- Information: 731 respondents
- Transact: 684 respondents
- Participation: 122 respondents

The actual number of responses for each question, which may be lower for some questions if some respondents did not answer it, is shown with the graphs. Comments made by respondents to free-text questions have been quoted in the relevant sections of this document.

Satisfaction with getting information online

Satisfaction (very satisfied + somewhat satisfied) with getting information online from government was 71% while 10% were dissatisfied (very dissatisfied + somewhat dissatisfied).

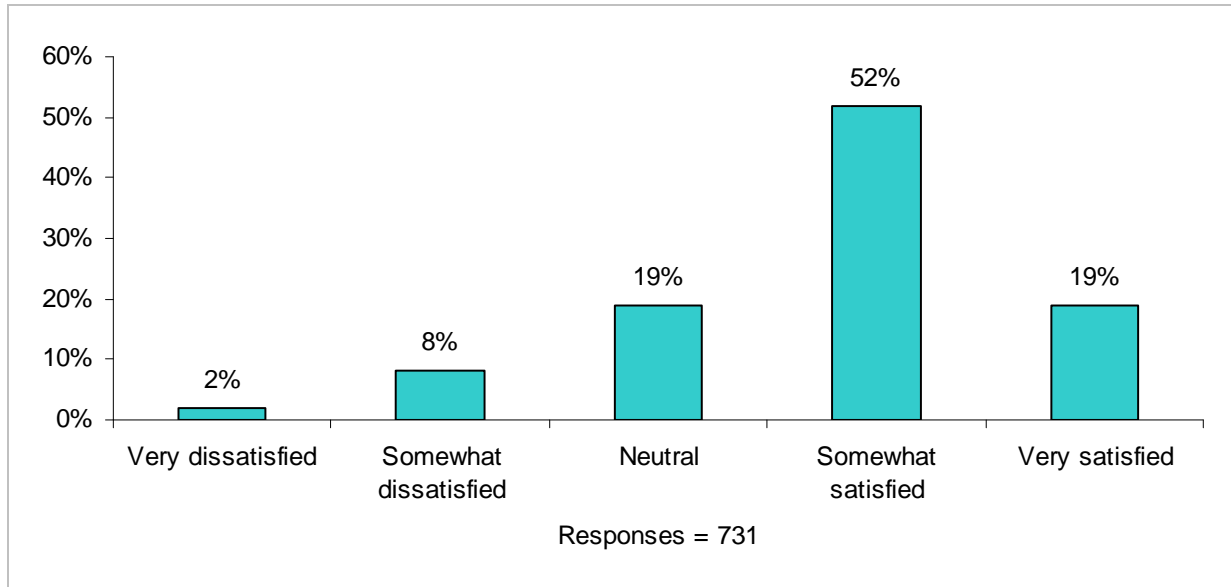


Figure 2: Satisfaction with getting information online

(Q11. Respondents who had got information online in the last 12 months)

While responses were generally consistent across all age groups, there were some differences:

- In the 18-24 age group almost 30% responded neutral, which is more than other age groups (which ranged from about 16% to 20%).
- In the 65+ age group 27% responded "very satisfied" compared with 9% in the 18-24 age group and 18%-19% in the other age groups. The relatively higher satisfaction of the 65+ age group is consistent with the results from Kiwis Count 2007 where the 65+ age group held significantly more positive views about their experiences with public services.

This response pattern is also mirrored in the results for satisfaction with transacting with government online.

Satisfaction with transacting with government online

Sixty-five percent of the respondents were satisfied (very satisfied + somewhat satisfied) while 8% were dissatisfied (very dissatisfied + somewhat dissatisfied).

Similar to the results for satisfaction with getting information online, a fifth (20%) were very satisfied with transacting with government online.

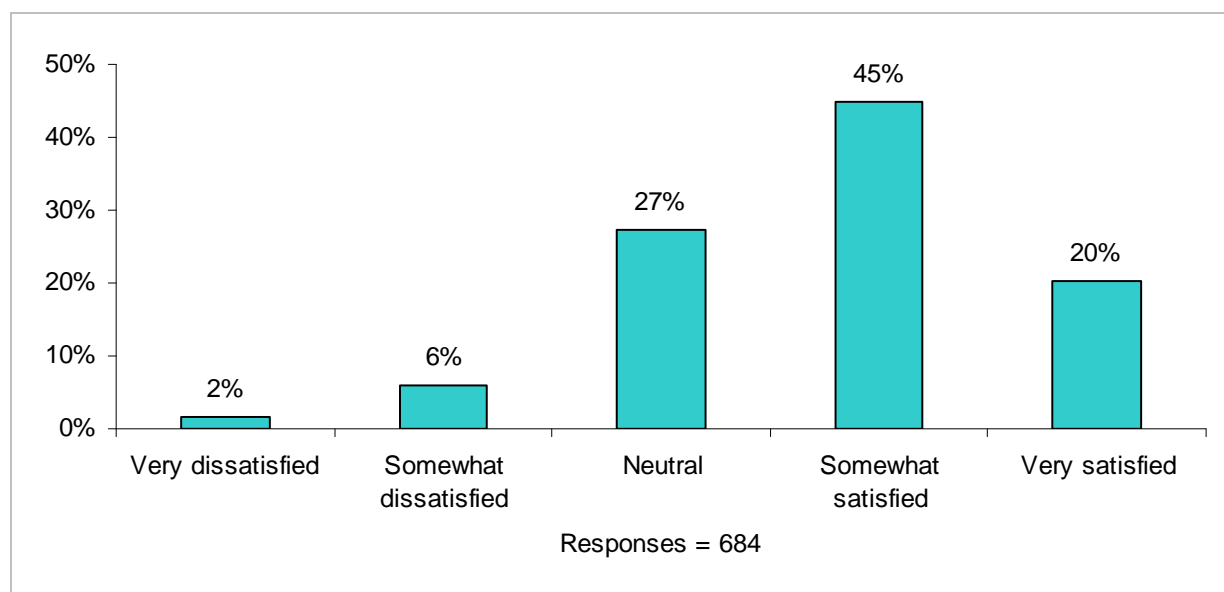


Figure 3: Satisfaction with transacting online with government

(Q18. Respondents who had transacted online in the last 12 months)

Overall, satisfaction with transacting with government online is about the same as getting information online.

Satisfaction with providing views or feedback online

Satisfaction with participation is lower than information and transact. Only 44% of the respondents were satisfied (very satisfied + somewhat satisfied) while 11% were dissatisfied (very dissatisfied + somewhat dissatisfied).

The number of people neutral (45%) was the highest amongst the three types of online services from government.

Not only was satisfaction lower, the number of respondents who said they had an online participation activity with government in the last 12 months (15%) was much lower than those who had got information online (89%) or transacted with government online (84%).

It is however important to keep this result in context:

- Using the Internet for participation online is a relatively new effort for government agencies compared to information and transact activities.
- New Zealand scores comparatively higher internationally in this area. For example, in the 2008 United Nations survey¹⁶, New Zealand was ranked 6th worldwide in e-participation compared to its overall ranking of 18th.

¹⁶ *ibid*

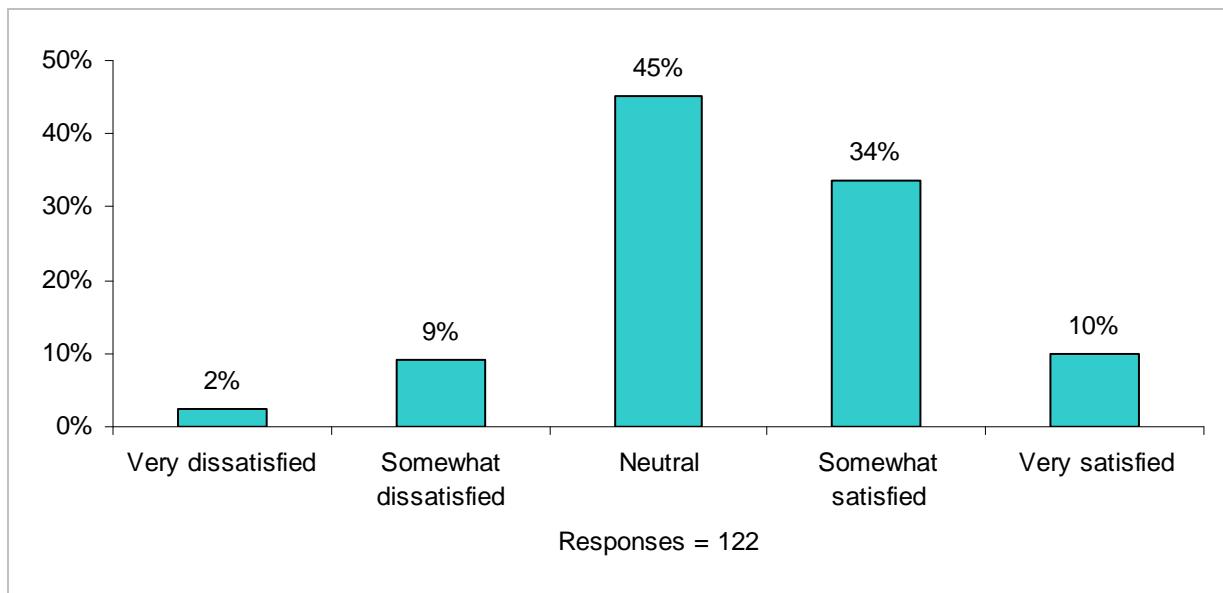


Figure 4: Satisfaction with participation online

(Q28. Respondents who had provided their views online or read/commented/contributed to a government blog or wiki or online discussion forum in the last 12 months)

“Make it easy and accessible, don’t put roadblocks in the way that will inhibit inexperienced computer users from giving their opinions too.”

Comparative satisfaction levels

The graph on the following page provides a comparative view of the satisfaction with the three types of government’s online services:

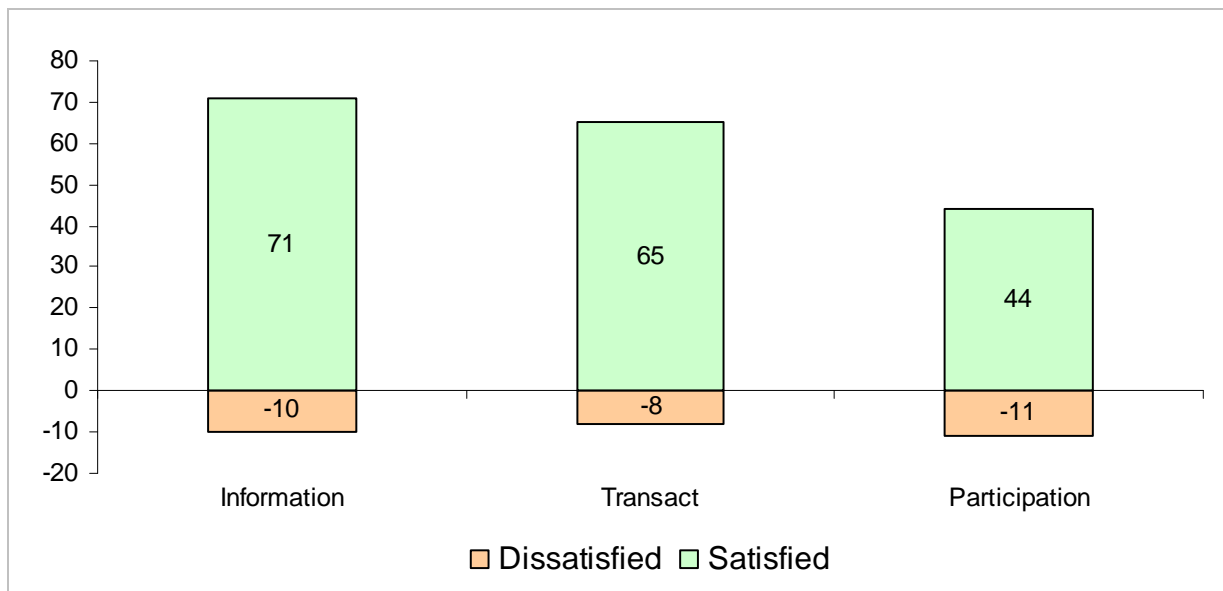


Figure 5: Satisfaction levels (%) - overall and each service type

(Q11, 18, and 28. Respondents who had used a government online service in the last 12 months. Information = 731; Transact = 684; and Participation = 122)

Another way to depict this is to assign a numerical value to the responses. On a 5 point scale, where 1 = very dissatisfied and 5 = very satisfied, the average score for responses to each question was calculated. For the three types of online services, the average satisfaction was 3.8 for Information, also 3.8 for Transact, and 3.4 for Participation as shown in the following:

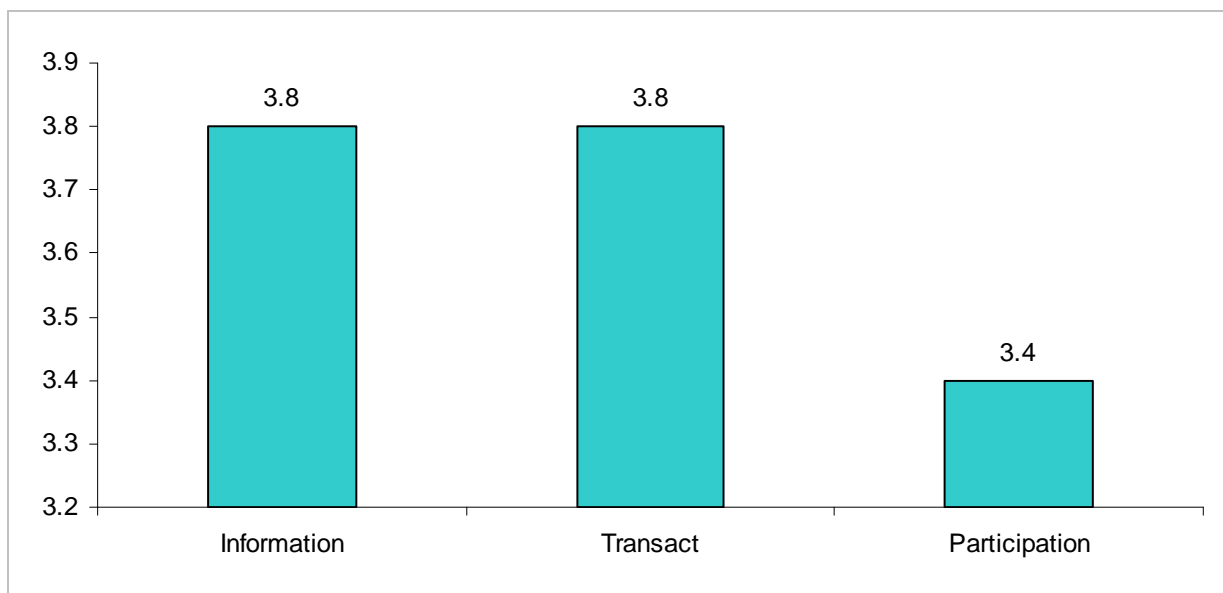


Figure 6: Average scores for satisfaction levels on a scale of 1 to 5

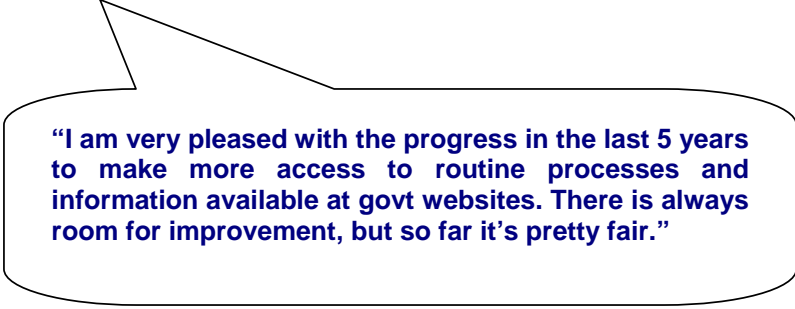
(Q11, 18, and 28. Respondents who had used a government online service in the last 12 months. Information = 731; Transact = 684; and Participation = 122)

The lower satisfaction rate for participation is apparent and, as previously mentioned, to be expected.

There were a large number of respondents that were neutral - ranging from 19% for information to 45% for participation.

One way to make the most impact from limited resources is for government agencies to focus their efforts on increasing the satisfaction of “neutral” people, taking them to the next level of “somewhat satisfied”. This will also help address some of the issues for people that are dissatisfied with government’s online services.

How can government agencies increase customer satisfaction with their online services? What areas should they focus on? The answer to these questions requires an understanding of the factors that influences customer satisfaction. These are considered in the next chapter.



“I am very pleased with the progress in the last 5 years to make more access to routine processes and information available at govt websites. There is always room for improvement, but so far it’s pretty fair.”

4. Importance of Various Aspects

This section looks at what aspects or characteristics of an online service respondents considered as being important to them when they are getting information from government or transacting with government.

For both of these types of online services, opinions about 10 aspects of each were asked. The 10 aspects for each type of online service were selected by reviewing other international research on online services.

Based on which of the three types of online services respondents had used over the last 12 months, they were asked to rate from amongst the 10 aspects as to what was important to them for that type or types of online service(s). Of the choices they selected as “very important”, they were then asked to rate the three that were most important.

These results provide an indication of what respondents considered were the most important aspects when they used government’s online services.

Given the relatively early stage of providing views or feedback online, this survey did not look at the aspects of participation online.

The aspects that respondents considered as important need to be viewed alongside respondents’ opinions of actually getting information or transacting with government online. This can then help focus on priority improvement areas - those that are important to people and yet rated as relatively underperforming currently.

Getting information online

The four most important aspects were that information is:

- current and up-to-date;
- easy to find;
- in plain English; and
- “I can easily find out how to phone a customer support person if I need to.”

In free-text comments, respondents consistently echoed the view that government agencies need to present information in a clear and customer-friendly manner. Responses indicate that people want a layered approach - the main, important information up front with links to more detailed information for those interested.

Respondents also indicated that aspects such as making sure web pages load quickly, or website aesthetics, were comparatively of less importance to them.

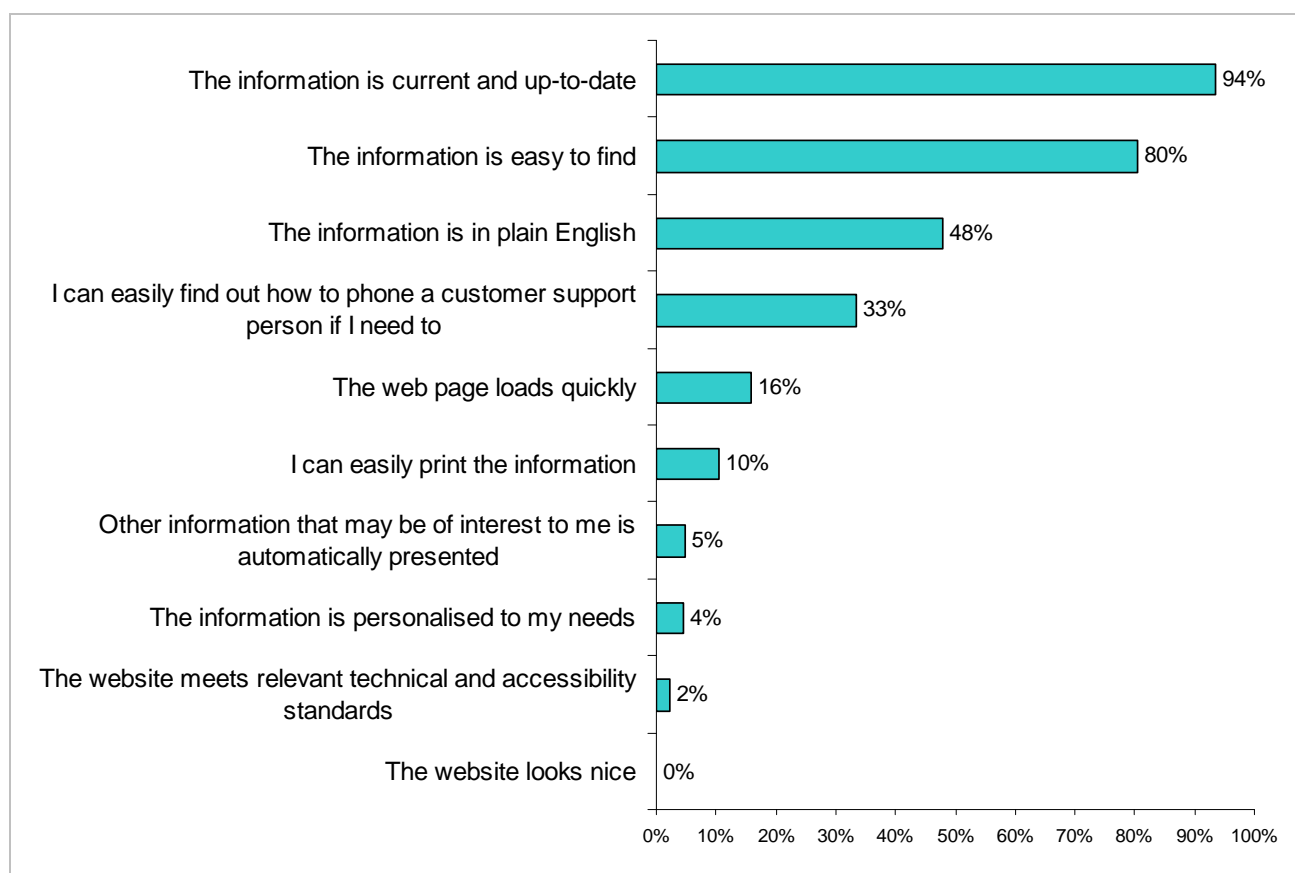
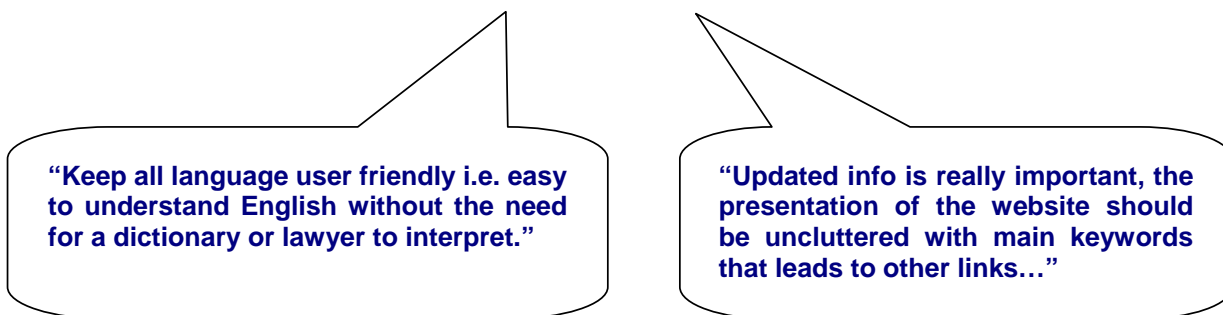


Figure 7: Government information online- “very important” aspects

(Q9 and 10. Note that multiple answers allowed; graph based on 1,266 selections from 432 respondents who had got information online from government in the last 12 months; % indicates proportion of 432 respondents, not total responses)

In addition to asking what’s important for respondents when getting government information online, they were asked for their level of agreement/disagreement with various aspects of getting government information online.

Respondents were asked to rate their levels of satisfaction on a 5 point scale with 5 = very satisfied and 1 = very dissatisfied. The following calculations were based on the average score

of respondents' satisfaction ratings for each question, and then ranked according to their average score. Based on the average score of the responses, the two areas that respondents most agreed with were:

- I have all the skills and understanding necessary to access government information online; and
- I have confidence in the information provided.

The next four aspects were almost equally ranked:

- The information meets my needs.
- It is an example of good value for tax dollars spent.
- It is easy to get information online; and
- It is easy for me to use the information to get a service online if I need to.

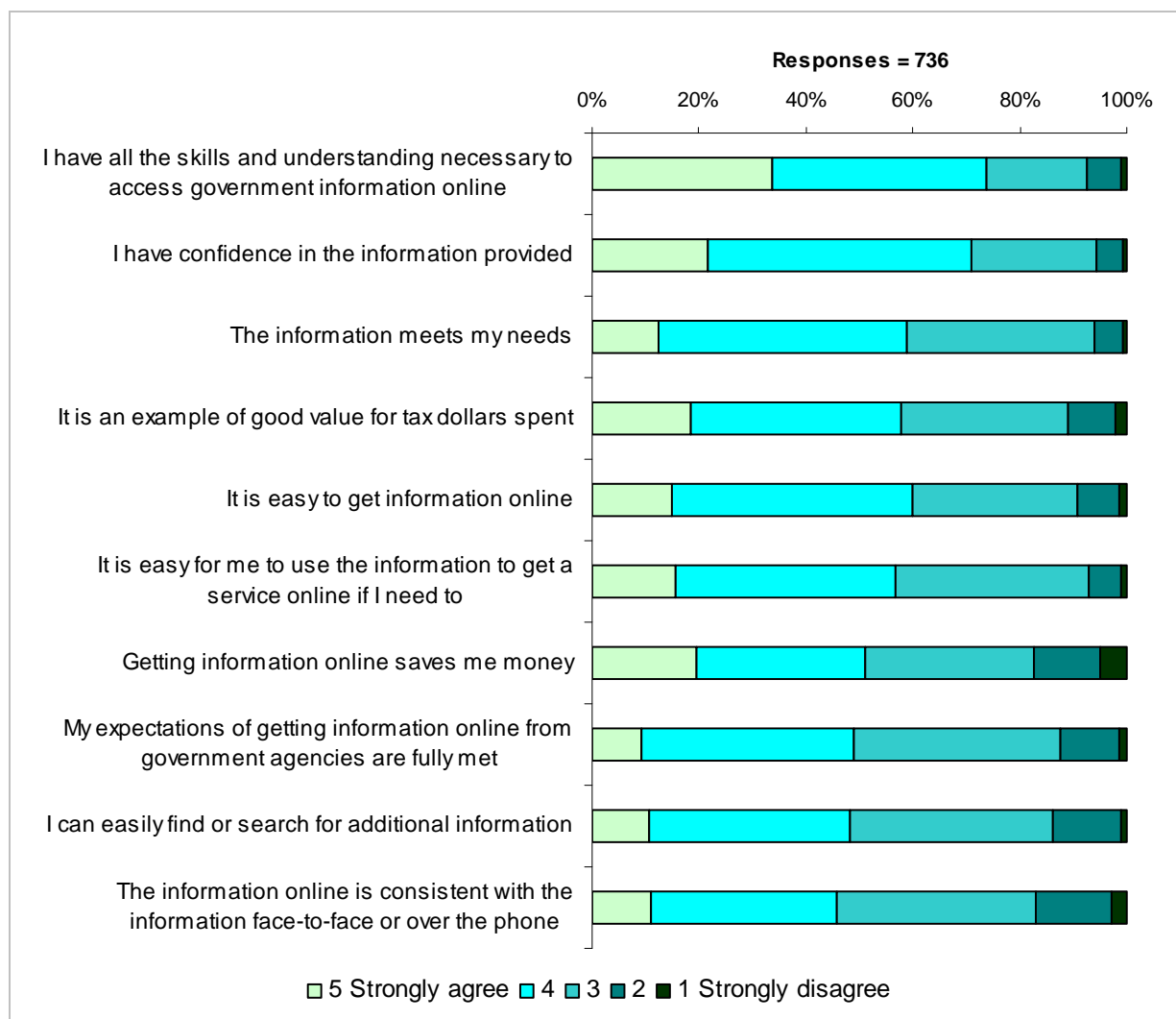


Figure 8: Government information online- evaluation by respondents
(Q12. Respondents who had got information online from government in the last 12 months)

It is therefore possible to conclude that in respect of getting information from government online:

- Respondents believe they have the necessary skills and understanding but government agencies are not fully meeting their expectations. This includes a lack of consistency of information across channels.
- While it is important for people to easily find government's information online, respondents think this is an area for improvement.
- Respondents want government agencies to use plain English but their perception of the information they get as meeting their needs is mixed.
- Respondents have confidence in the information provided. This is particularly important in the context that they want information online that is current and up-to-date.

Transacting with government online

Based on the average score of the responses to each question, the four most important aspects for people transacting online with government agencies were:

- My privacy is protected;
- The transaction service is easy to find;
- The transaction is wholly online (e.g. I don't have to print off an online form and mail it in); and
- The transaction service uses plain English.

“Easy to find” is the second most important aspect for both getting information online and transacting with government online. Also, using plain English was amongst the most important aspects for both types of services.

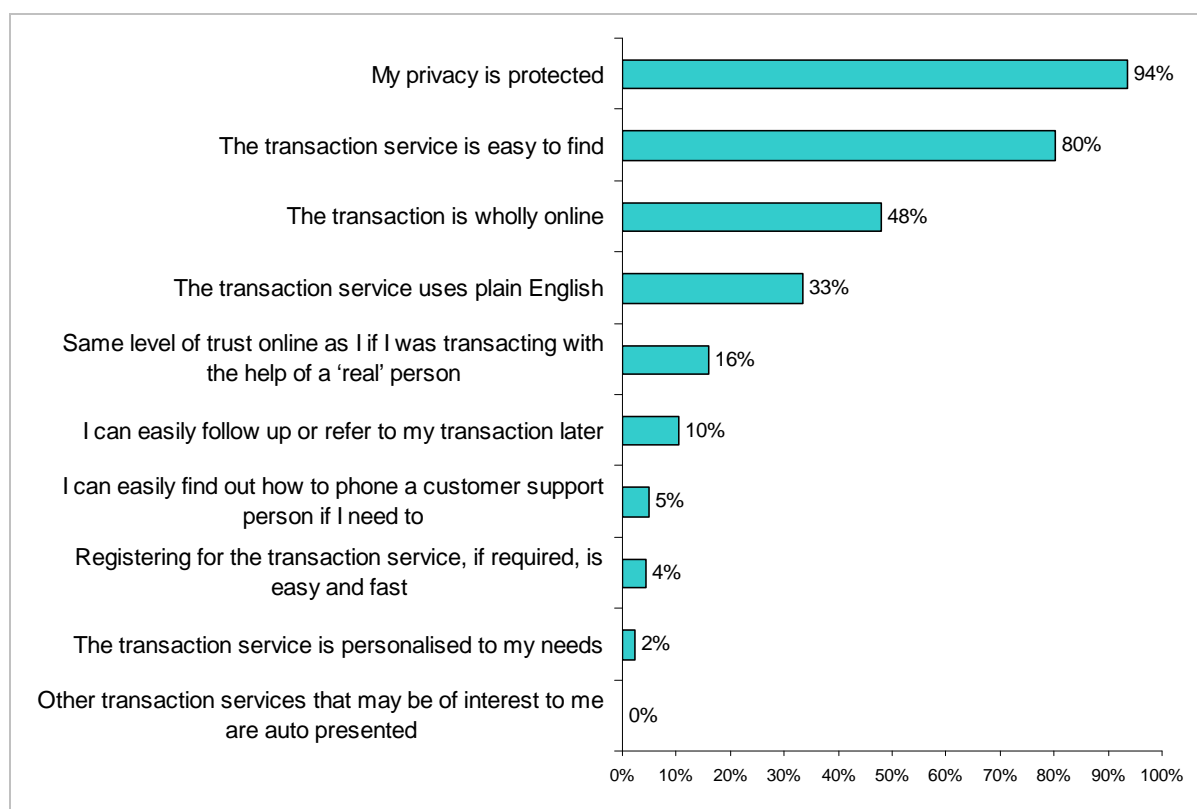


Figure 9: Transacting with government online - “very important” aspects

(Q16 and 17. Note that multiple answers allowed; graph based on 1,314 selections from 440 respondents who had transacted with government online in the last 12 months; % indicates proportion of 440 respondents, not total responses)

There is some difference in the importance of different aspects of transacting with government online according to age group:

Importance	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 and older
1	My privacy is protected	My privacy is protected	My privacy is protected	My privacy is protected	My privacy is protected	The transaction is easy to find
2	The transaction is easy to find	The transaction is easy to find	The transaction is easy to find	The transaction is easy to find	The transaction service uses plain English	The transaction service uses plain English
3	I can easily follow up or refer to my transaction later	The transaction is wholly online	The transaction is wholly online	I have the same level of trust online as I would have if I was transacting with the help of a 'real' person	The transaction is easy to find	My privacy is protected

“My privacy is protected” was the most important aspect for almost all age groups. Respondents in the 65+ age group placed more emphasis on the ease of finding the transaction. About 32% of respondents rated privacy protection as the most important in the 65+ age group compared to a range of 39% - 55% for the other age groups.

The need for plain English is particularly important to those in the 55-64 and 65+ age groups. Younger respondents placed more emphasis on the transaction being wholly online and those in the 18-24 age group had “I can easily follow up or refer to my transaction later” as their third most important aspect.

Respondents who had transacted with government online in the last 12 months were then asked for their level of agreement/disagreement with various aspects of transacting with government online. The four aspects that respondents most agreed with were:

- My privacy is protected.
- Transacting online is an example of good value for tax dollars spent.
- It is easy to transact online; and
- Transacting online gets same or better results than in-person or on the phone.

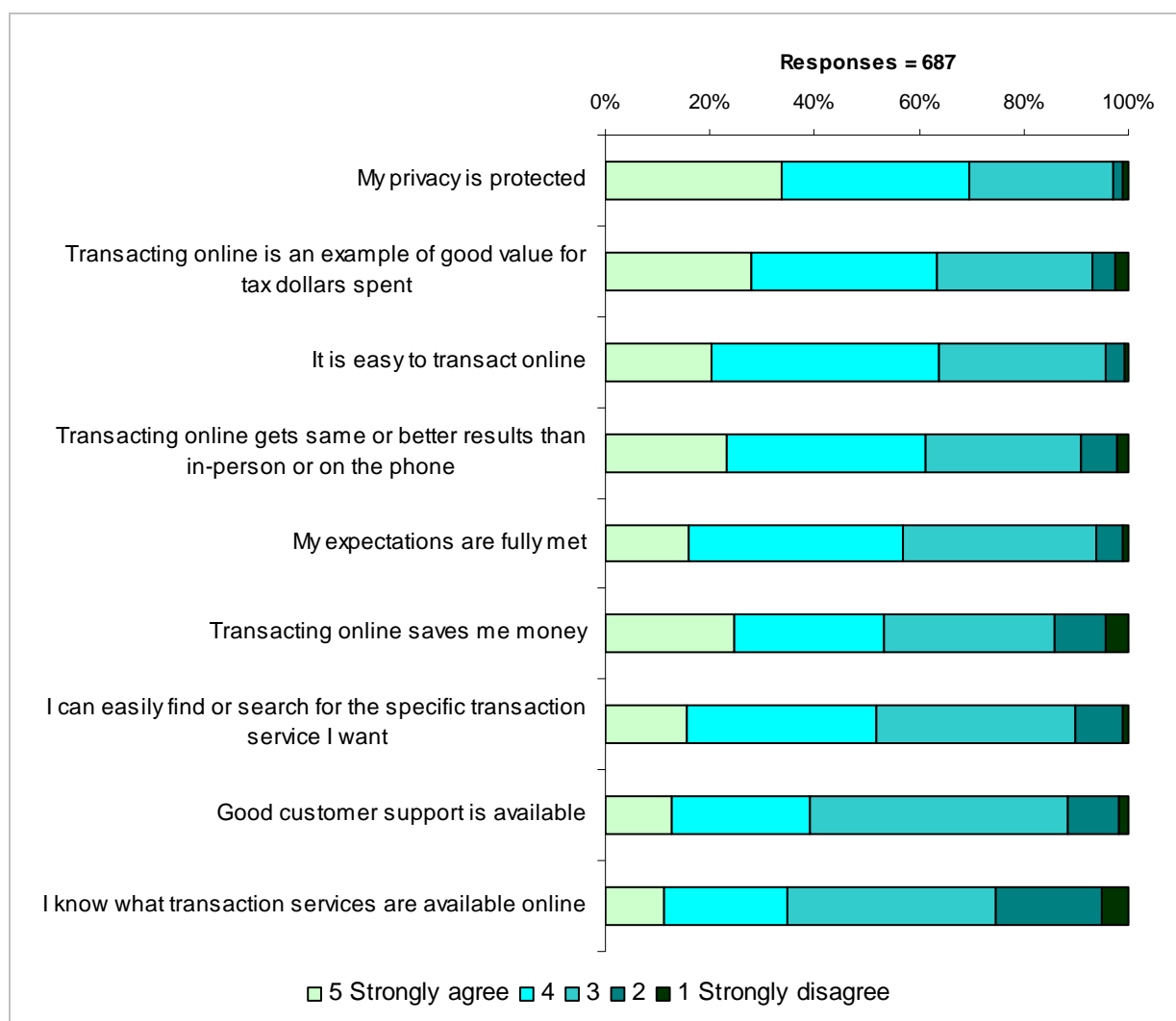


Figure 10: Transacting with government online- evaluation by respondents

(Q19. Respondents who had transacted online with government in the last 12 months)

“From my experience anything I have done online I then had to send a letter to reiterate all I just filled in online – which just wasted my time and money. If online transacting was relied on solely I would have a much better experience.”

It is therefore possible to conclude that in respect of people transacting with government online:

- Respondents believed that protecting their privacy was the most important aspect of transacting online with government for them. It is also the aspect that they most agreed with as being true about their perceptions of transacting online with government. This congruence of importance and perceptions of how the State Services are actually doing is a very positive result for New Zealanders and government.

- Respondents have positively rated their experience with transacting online with government in terms of ease and getting results. Notably, respondents agreed that transacting online is an example of good value for tax dollars spent.
- Aspects that are important for respondents include the transaction being wholly online and using plain English. These are areas for improvement as respondents had only mixed agreement with their expectations being fully met.
- As with finding information online, respondents emphasise the importance of easily finding the transaction service but think it is an area of improvement for government agencies. In addition to finding the transaction service, respondents commented about not knowing what transaction services were available online in the first place.
- Another possible area of improvement is better customer support, both online and when customers phone for help.

5. Channel Usage and Preferences

“Channels” are the different ways that people obtain government’s services. As noted in the E-government Strategy¹⁷, the number and complexity of channels are continuously increasing and include both direct channels such as in-person, mail, telephone, online, etc. as well as indirect channels such as agents and intermediaries.

People have differing preferences for channels, both in general as well as for a specific service need. In turn, channels have different characteristics and cost implications. Matching a particular service to channels to customer preferences is an ongoing challenge for government agencies.

This survey provides an opportunity to gain some insight into preferences and channel usage of New Zealanders who have a degree of comfort in using the online channel. It looked at preferences of confident online users, both those that had chosen to use the online channel for accessing government services as well as those who had not, despite being confident Internet users.

Reasons for not using the online channel

To get a better understanding of why people comfortable using the Internet had not used a government online service, just under a fifth (197) of the total 1,013 respondents were selected on the basis that they had not used a government online service in the last 12 months.

The most common reason (61%) for not interacting with government using the online channel in the previous 12 months was not needing information or a service from government, i.e. about two-thirds of respondents who had not used the online channel over the previous 12 months believed they had no need for any government service in the first place. As seen from the free-text responses, it is likely that many of these respondents were not aware of the breadth of the term “government”. See **Limitations** for more information.

About 4% of the respondents chose the option “I don't like using the Internet to get information or services from government” while about 14% stated a preference for using the phone or visiting government offices. Combining these two responses means that about one fifth of the respondents (18%) who had not used a government online service in the last 12 months were actively negative about using the online channel (they either didn't like using the Internet to get information or services from government or have a preference for using the phone/visiting government offices).

¹⁷ <http://www.e.govt.nz/about-egovt/strategy>

About 7% of the respondents used an agent or intermediary.

“I was filling out a tax form but found it easier to use hard copy - checking figures and flicking from page to page.”

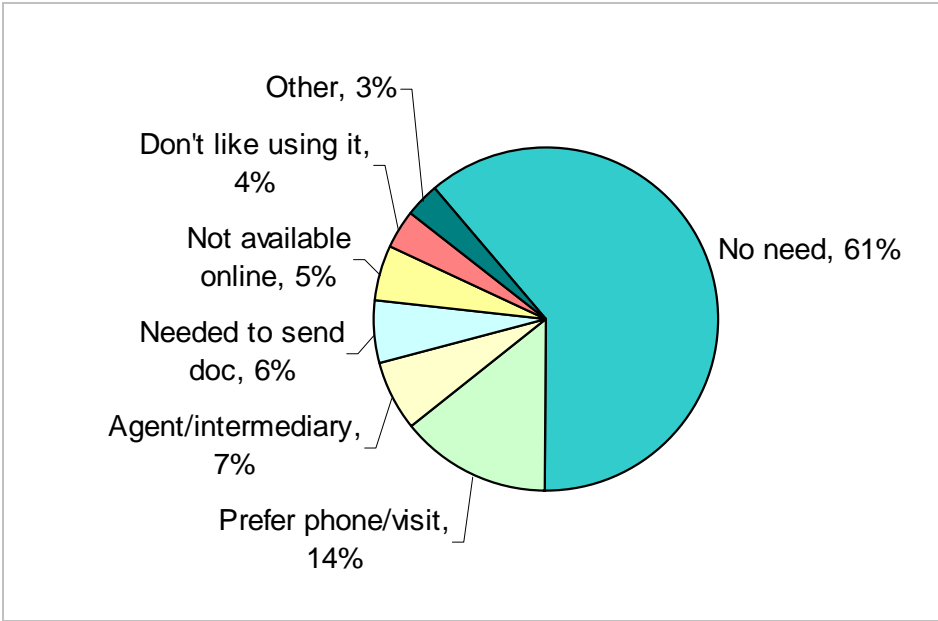


Figure 11: Reasons for not using the online channel

(Q6. Note that multiple answers allowed; graph is based on 244 selections from 197 respondents who had not used a government online service in the last 12 months.)

Change in usage levels

For more than half the respondents (55%), usage of government's online services over the last 12 months has remained the same. For a third (34%) it has increased somewhat.

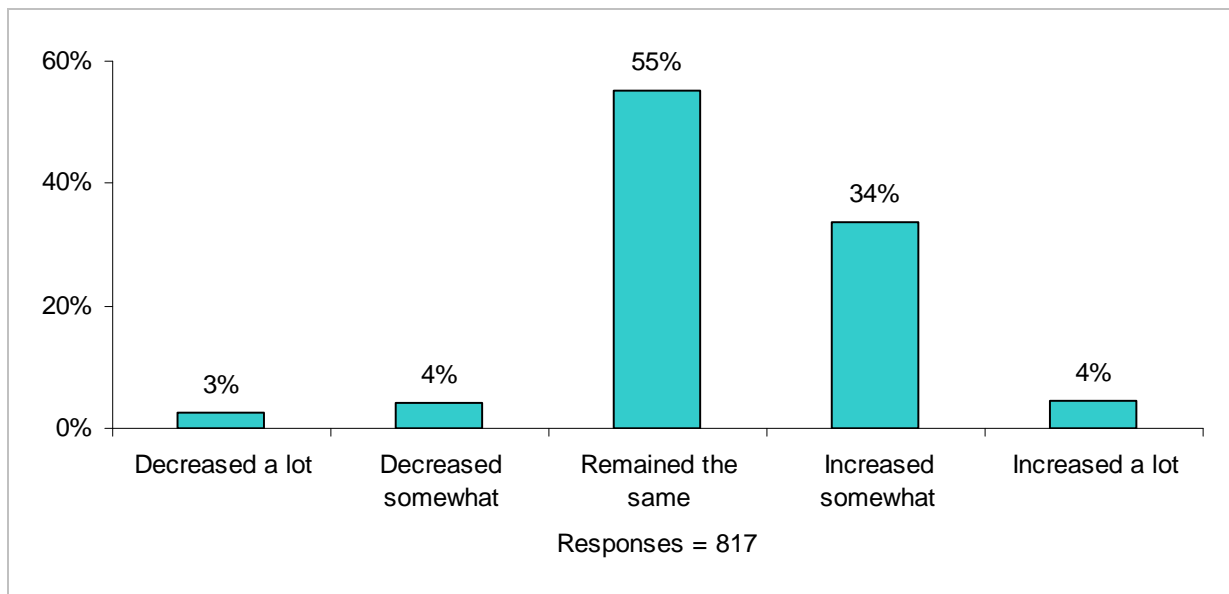


Figure 12: Change in use of government's online services

(Q7. All respondents who had used a government online service in the last 12 months.)

It is not clear from these responses whether the growth rate is a supply-side issue (e.g. slow growth in new or better government's services online) or a demand-side issue (e.g. all the online services people want to use are already available and used to the extent people need to interact with government).

Respondents were asked for their comments and suggestions about ways for government agencies to encourage people to use the online channel. They were also asked if there were any particular services from government agencies they want available online. More details are in **Promoting the Online Channel**.

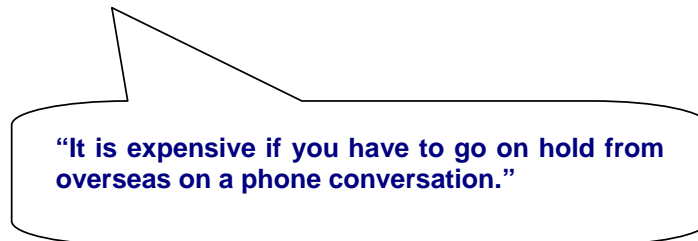
While the answer to why there is no or little increase in usage of government's online services over the last 12 months is not clear-cut, issues raised by respondents in free-text responses on usage of government's online services referred to:

- Low awareness of which services are available online;
- Poor usability and difficulties in finding services that are available online; and
- Slow growth in availability of additional online services that people find useful, such as change in circumstances and personalised information (general information complemented by information specific to a person, taking into account his/her individual circumstances).

Government agencies will need to look at their own online services as the answer to the growth rate may well be different for individual agencies or customer segments.

Channel preference

All respondents, whether or not they had used a government online service in the last 12 months, were asked about their preferred channel for accessing government's services. As expected from people comfortable using the Internet, online was the most preferred channel across the board.



Amongst the three types of government online services, preference for the online channel for information and transacting was about the same (63%-64%) but lower for participation (56%).

However, the responses also indicate that even for people who are comfortable using the Internet, some of them prefer to use other channels depending upon what they want to do, specifically:

- Phone, email, and in-person to get information;
- In-person for transacting; and
- Email for participation.

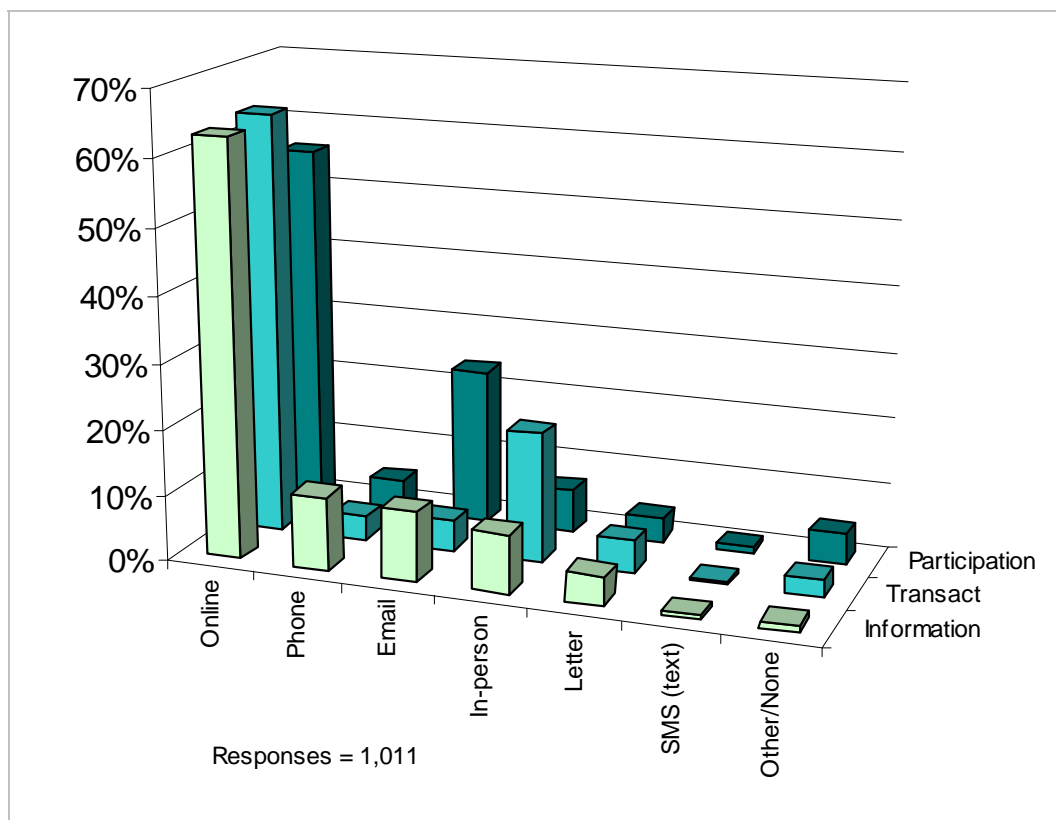


Figure 13: Channel preference for different types of government services
(Q29. All respondents.)

In particular, it is therefore important for government agencies to make information available via multiple channels. At the same time, as previously noted, information across multiple channels needs to be consistent. One of the things respondents were least satisfied with was, “The information online is consistent with the information I get when speaking to a person face-to-face or over the phone.”

Few respondents preferred a letter (4%-5%) or SMS (0%-1%) for all three types of government services.

“I would much rather contact them online or email as the telephone is very complicated and time consuming. It may take a few days to get a reply by email but much better than waiting in a phone queue and then maybe still not be in the right department.”

“For me I would rather get a letter with every detail and with phone number and address where I could go see in person.”

Channel preference for agencies contacting people

All respondents were also asked for their preferred channel when a government agency wants to get in touch with them with some routine personal information, assuming that the agency has their current contact details. While the previous section looked at customer preference for contacting government agencies, this section looks at preferences for government agencies contacting their customers.

Slightly more than half of all respondents (54%) prefer email. About a quarter (26%) prefer letters. The preference for the online channel as a way for government agencies to get in touch with people with some routine personal information, such as showing a personalised message when a person signs in, is a low 6%.

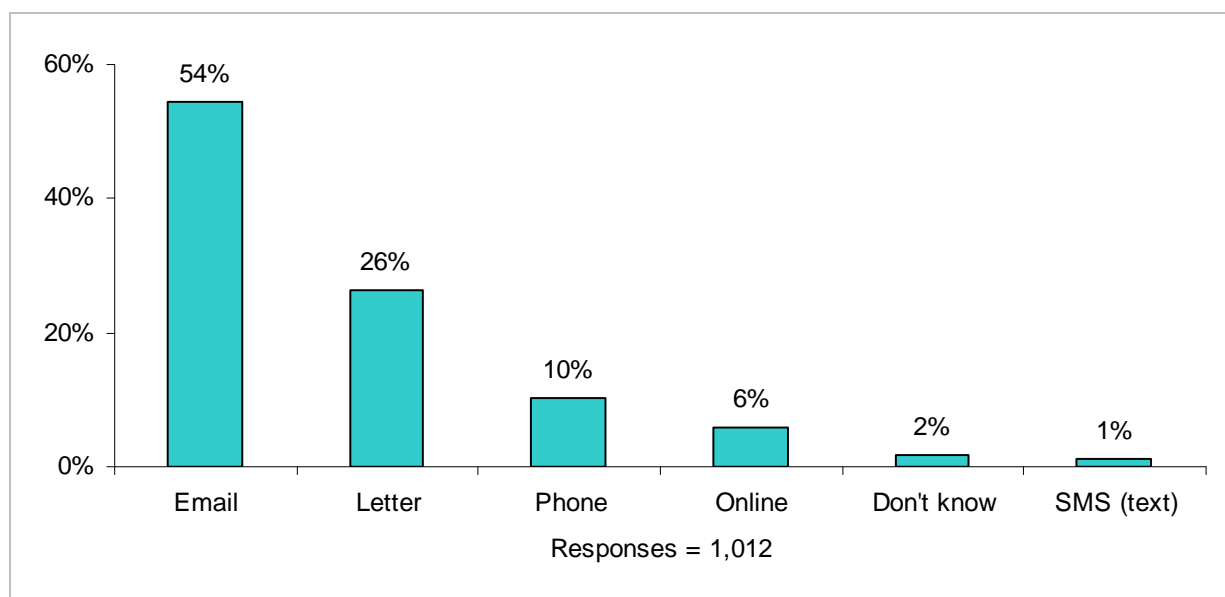


Figure 14: Channel preference for agencies contacting people

(Q29. All respondents.)

Responses therefore indicate that many people will welcome an option of getting emails from agencies for routine contacts.

“The tricky thing is how do you know the contact you have from a government agency through an email is legitimate.”

“Email is the most efficient way of contacting a person.”

6. 2010 Networked State Services Development Goal indicators

As described in the **Introduction**, one objective of this survey is to get New Zealanders' perceptions of how government is doing on each of the three indicators for the 2010 milestone of the Networked State Services Development Goal.

The results for various indicators provide a baseline for future comparative studies.

Grouping of services

Respondents were asked if there had been a time when they'd had to contact more than one government agency for a single need - such as managing their student loan, starting a business, or having a baby.

Just under a third (31%) of the 687 responses were "yes".

These respondents were then asked to indicate the extent to which they were able to interact with these agencies from a single online point (such as a website or portal):

- Completely - I can interact with all the relevant agencies from a single online point (such as a website or portal);
- Somewhat - in some cases I could interact with more than one agency while at other times I had to deal with each agency individually; and
- Not at all, I had to interact with each agency individually.

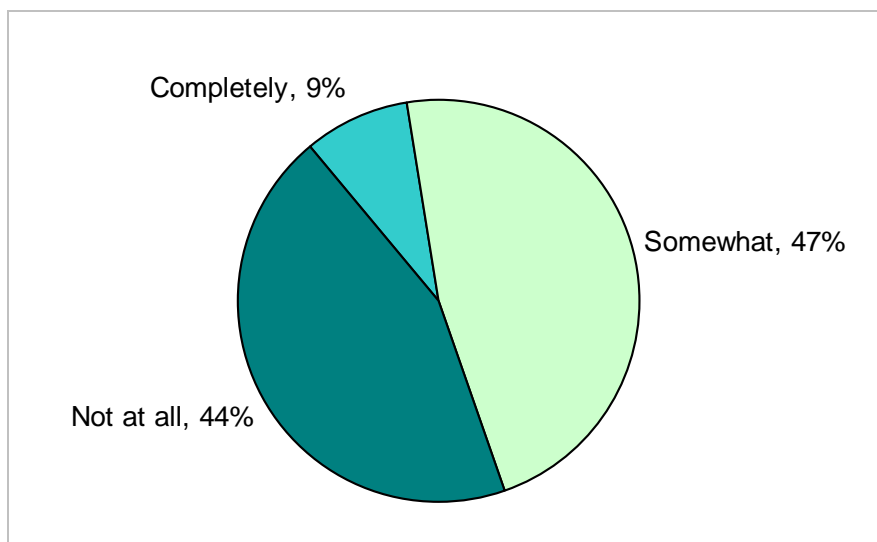
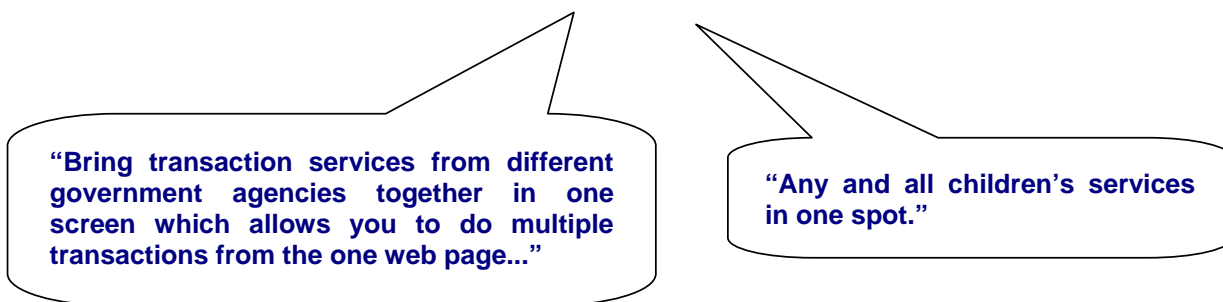


Figure 15: Interact with agencies from a single online point

(Q21. Respondents who had transacted online with government in the last 12 months and said they have had to contact more than one government agency for a single need; responses = 210)

Less than one in ten (9%) of the respondents were able to interact with all the relevant agencies from a single online point (such as a website or portal). Nine out of ten of them had to interact with each agency either individually (44%) or had a mixed experience (47%).



Channel synchronisation

Respondents were asked if there had been a time when they'd dealt with a government agency online, and then had to follow up by phone, letter, in-person, or email.

The 687 responses were equally divided between "yes" and "no".

Those who answered "yes" were then asked how easy or hard it was to follow up.

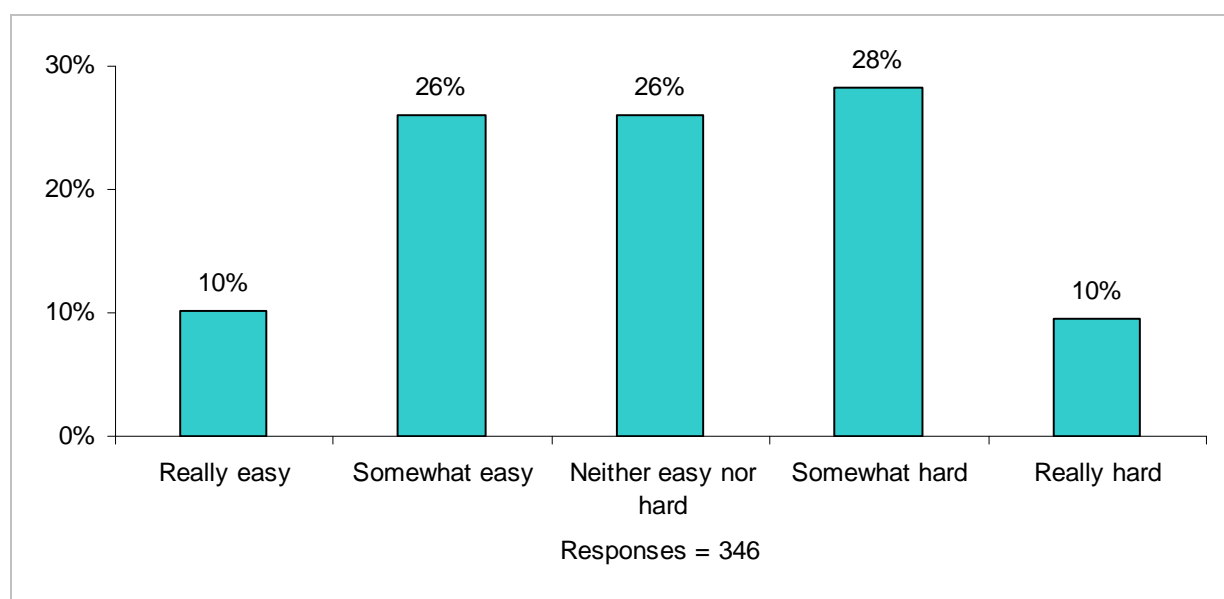


Figure 16: Ease of follow up from the online channel

(Q25. Respondents who had transacted online with government in the last 12 months and said that there had been a time when they dealt with a government agency online and then had to follow up by phone, letter, in-person or email)

Responses were evenly spread with 10% each finding it really easy or really hard. The remaining 80% of the responses were almost equally split in the middle three categories.

Overall, responses were mixed for this indicator which seems to reflect variable performance on channel synchronisation across government agencies.

Providing information to government once

Respondents were asked if they were able to give information only once when they needed to update their information with a number of government agencies - such as moving house, getting married or changing their email address:

- Completely - I only have to give the information once
- Somewhat - in some cases I have to give the information only once and in others to each agency individually
- Not at all - I have to give the same information to each agency individually, again and again
- Not applicable - I've never had to give the same information to more than one government agency

Twenty-eight percent of the 687 responses chose “not applicable”, i.e. just under a third of the respondents never had to give the same information to more than one government agency. Of the respondents who did have to give the same information to more than one government agency, 14% only had to give the information once. For the remaining 86%, the results were very similar to that of the first indicator (the extent to which respondents were able to interact with government agencies from a single online point) – equally divided between “Somewhat” and “Not at all”.

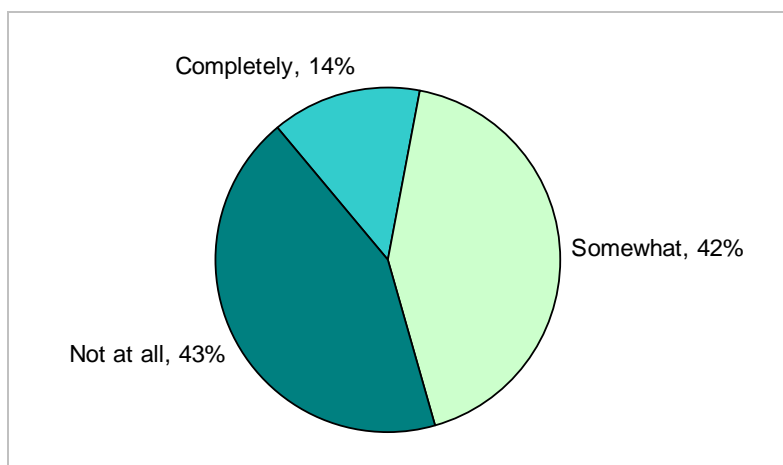


Figure 17: Giving information to government once

(Q26. Respondents who had transacted online with government in the last 12 months and had to give the same information to more than one government agency; responses = 493; percentages do not total to 100% due to rounding)

“People will provide information if they understand how it is used or what for instead of filling out a form 20 times with the same information and for what purpose?”

“I hate it when I find out that five people have to deal with one piece of paper after all (regardless of whether they’re in the same agency or not), and one after the other wants me to provide the same information time and time again.”

7. Other Results

Searching for information online

In response to the question asking respondents what they do when they want to find specific government information online, no one selected the option “Don’t know / never done this”. Only about 3% of the respondents selected the option “If I don't know where to find the information, I won't try to look for it.”

Eighty-eight percent of the respondents said they used a search website or tool like Google. It is by far the most common method.

Forty-four percent of the respondents guess which agency provides the information and go to its website. About a third (33%) used a government search website or tool.

Forty-five percent of respondents in the 55-64 and 65+ age groups are more likely to use a government search website or tool, which is higher than the other age groups that range from 15%-27%. This mirrors the result in the next question on the awareness and use of the New Zealand Government's website - a greater proportion of these groups have heard of or visited it.

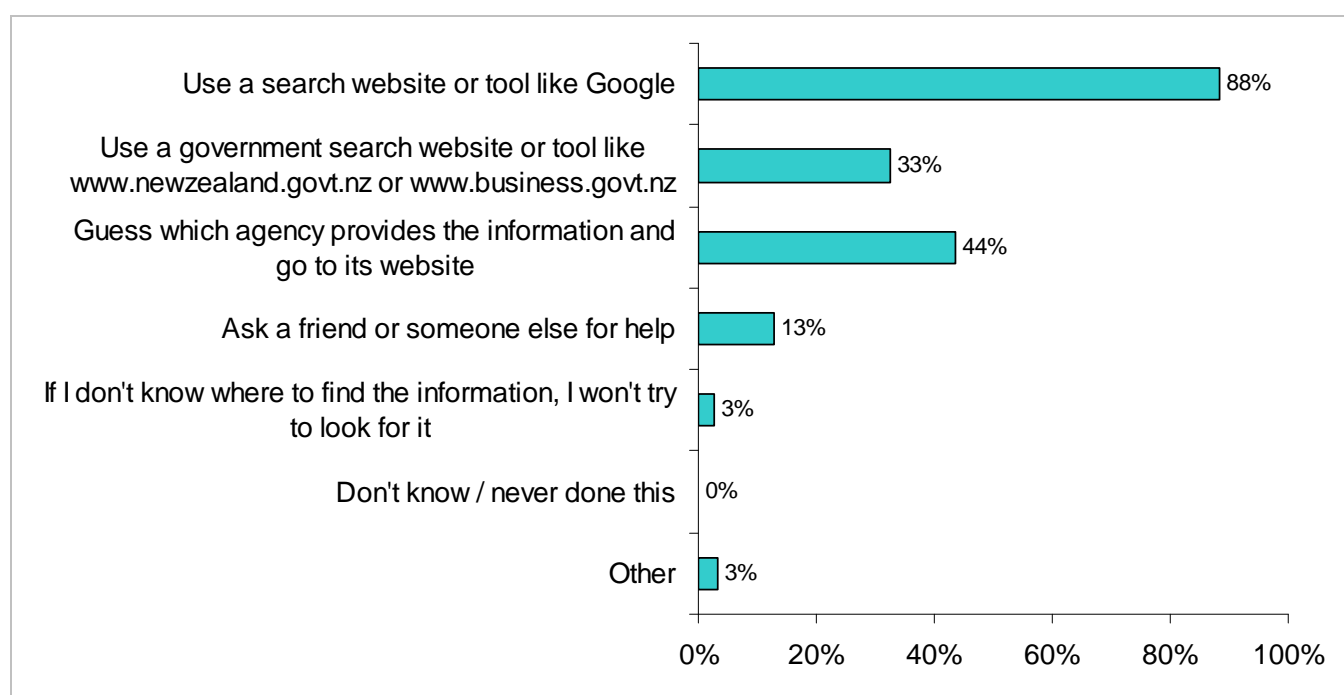
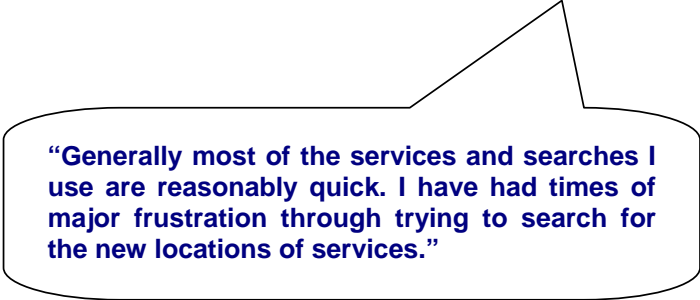


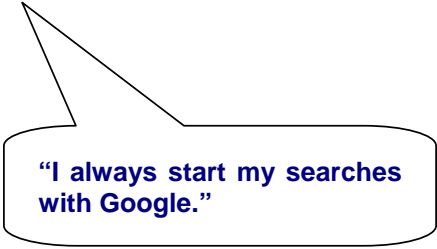
Figure 18: Searching for government information online

(Q14. Note that multiple answers allowed; graph based on 1,343 selections from 732 respondents who had got information online from government in the last 12 months; % indicates proportion of 732 respondents, not total responses)

About 3% of the respondents used other means to search for government information online. This included looking for an agency's website address in the phone book, on letters/brochures from agencies, advertising, and calling agencies.



“Generally most of the services and searches I use are reasonably quick. I have had times of major frustration through trying to search for the new locations of services.”



“I always start my searches with Google.”

Newzealand.govt.nz

Less than half of the respondents (44%) had heard of or visited the New Zealand Government's website newzealand.govt.nz in the past 12 months.

However, note that according to the website's own visitors' analysis, more than half of the people using the website are from overseas. This survey did not include respondents from overseas and therefore the result of this survey only applies to the New Zealand based segment of the website's audience.

Some respondents heard about the New Zealand Government's website for the first time from the questionnaire. A few of them looked at it straight away and commented positively about the website in the questionnaire itself. It is therefore likely that promoting the website, in particular its all-of-government search capabilities and tools, will yield positive results. At the same time, the value that the website adds over common search websites and tools like Google needs to be clear.

As previously mentioned, more of those in the 55-64 (60%) and 65+ (56%) age groups had heard of or visited the website. Comparatively, less of those in the 18-24 (23%) and 25-34 (30%) age groups had heard of or visited the website.

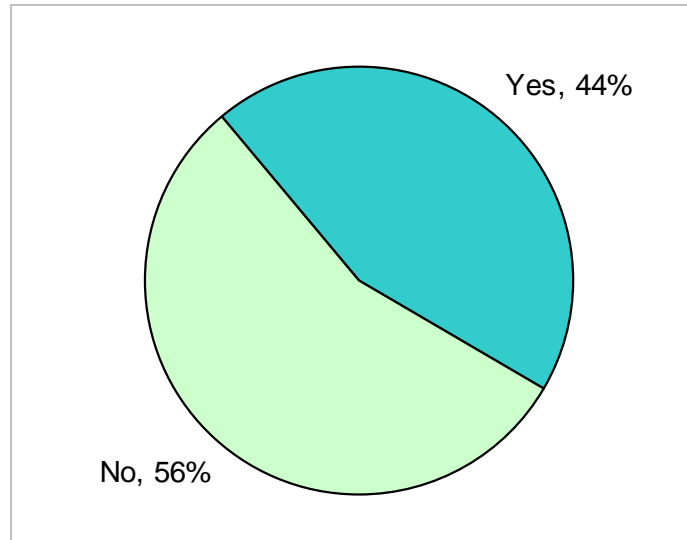
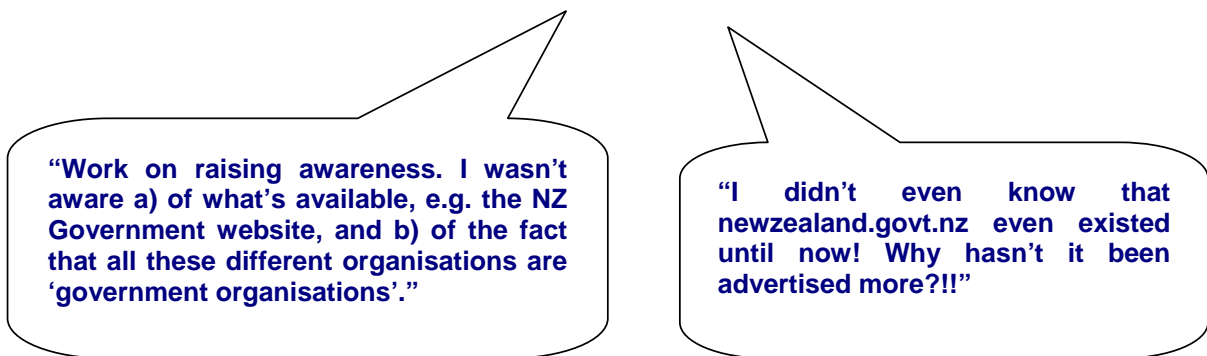


Figure 19: Heard of newzealand.govt.nz

(Q13. Respondents who had got information online from government in the last 12 months; responses = 735)



Location of government information online

From previous evaluations¹⁸ of government websites by the State Services Commission, for the most part, government agencies publish information on their own websites. The same information is sometimes re-published on non-government websites by others, either as-is or in a value-added form. Potentially, there is a trade-off between increased usefulness of the information (by making it more widely available and/or presenting it in a more context-relevant form) against the impact on the perception of authenticity of the information (by being available on a non-government website).

Respondents were asked whether they thought government information should only be available from government websites or from a variety of government and non-government websites.

¹⁸ *ibid*

About 14% of the respondents thought it didn't matter. This response was more so for those in the 18-24 age group (19%) than those in the 55-64 age group (8%). Others were about equally divided between the two options. Comparatively, those in the 55-64 age group (51%) favoured information being available only from official government websites over those in the 18-24 age group (32%) and 25-34 age group (37%).

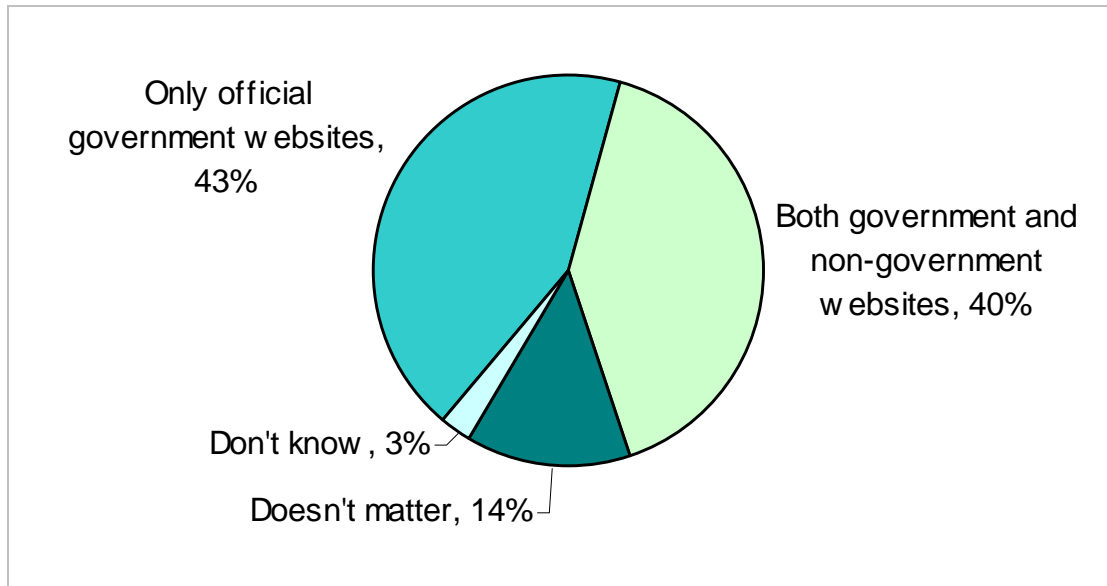


Figure 20: Location of government information

(Q15. Respondents who had got information online from government in the last 12 months; responses = 729)

The results indicate that there is no clear preference for either option. Some of the comments indicate that government information is very diverse and that there may be stronger preferences for different types of government information. For example, preferences for visa information and travel advisories to be available from both travel websites and an official government website.

“I said ‘both’ on the premise that the information would be correct and updated (i.e. if situation changed, both site sources would be automatically updated).”

Single personalised view of transactions

Almost two thirds (65%) of the 685 respondents said they would be interested in getting a single, personalised view of their transactions with government. These respondents were then asked what they'd like to have in their personalised view.

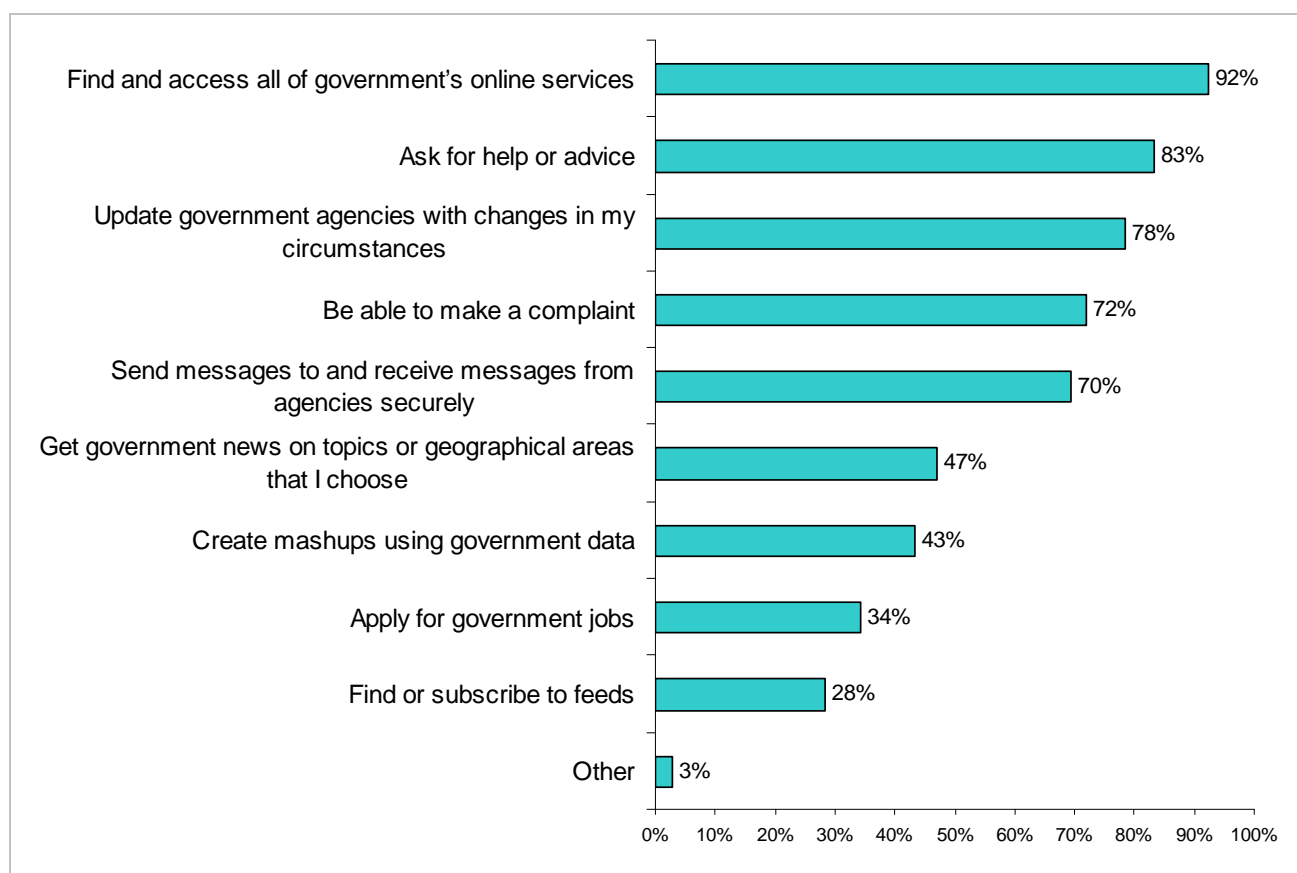


Figure 21: Single personalised view of government

(Q23. Note that multiple answers allowed; graph based on 2,460 selections from 446 respondents who had transacted with government online in the last 12 months and were interested in a single, personalised view of their transactions with government; % indicates proportion of 446 respondents, not total responses)

The responses indicated interest for some sort of a “one-stop shop” where government has a common front-end for people to interact with the whole of government. For example, nine out of ten respondents (92%) who were interested in a single, personalised view of their transactions with government wanted to be able to find and access all of government’s online services from one place. Others wanted to be able to ask for help or advice and update government agencies with changes in their circumstances.

“I have moved around to a variety of residences in my time and would like to be able to look up and see that I have no outstanding speed camera fines, the IRD owes me money, the district health board wants to contact me about donating a kidney or that my rates are up to date. A single portal of my personal info would be great.”

“I like the idea of having a central place where all payments, changes of details, etc. can be done. It can be hard to find it on all the different government websites.”

8. Promoting the Online Channel

Encouraging online usage

Respondents were asked for their comments and suggestions about ways for government agencies to encourage people to get information, transact, or provide their views online. About 37% of respondents provided comments. These free-text responses have been broadly grouped into categories. These categories are listed below in decreasing order according to number of responses, and are presented with a selection of responses received.

- Increase awareness: There is low awareness of which services are available online. Various ways of increasing awareness was the most frequent suggestion to encourage people to get information, transact, or provide their views online.

“Educating the public on the ease of use and benefits of using the online services.”

“It was good that the person I spoke to on the phone said, Do you have access to the Internet. You can...”

“Advertise that these services are available – perhaps even by having posters at Post Shops etc. where people traditionally go to pay bills and get information.”

“Always show the online option clearly.”

- Improve usability: Respondents suggested ways that make websites easier to use – simpler; less information; uncluttered; and better search and navigation.

“While government agencies may consider it important to include a lot of information, fine print, etc. people like me are just not interested in reading all that guff. Make it simple and user friendly.”

“Accessibility and usability of webpages are paramount. Font size must be large enough to read. Often navigation of govt websites is confusing.”

“Make websites fast to download for those of us on slow rural internet.”

“I find that to get information off a government website, you have to know something about what you are looking up and have the correct terminology...”

- Improve customer support: Respondents expressed their frustrations with automated call handling and the inability to speak directly with a person. They mostly did not distinguish between using the phone as a primary service channel and as a support for the online channel.

“By not having to press 2 then 4 then 6 then 1 etc.”

“Provide contact information for people who have more questions to ask if they are not stated online. 0800 number will be better.”

“1. Have people with a good English speaking capacity. 2. Have knowledgeable people with some decision-making capacity.”

- “One-stop shop”: Respondents suggested better ways to access online services from multiple government agencies from one place.

“Make a one-stop-shop. A place any Kiwi can go and complete transactions, applications and any other things a Kiwi might need to access... just have all the most common services available from one website.”

“One website for students that combines WINZ, Inland Revenue, StudyLink...”

- Improve confidence in the online service: Respondents cited a lack of confidence in online services compared to accessing the same service using different channels.

“I prefer a letter as then you have written confirmation of dealings. Just in case.”

“If one completes a form online, it should always allow you to select an option to have the information entered emailed back to an email address of choice.”

“All steps must be clearly set out and confirmable to avoid any misunderstandings.”

- Ensure secure access and privacy: Concerns about security and privacy partly relate to the perceived dangers of the Internet, and partly with not knowing what government does with the information it collects and holds about citizens.

“There are so many people online running hoaxes etc. that it is hard to trust stuff online. I still prefer to receive a letter in the mail, that I can then log onto the site securely and deal with.”

“I think it is vital to be up front about what information is being shared to what agency. People might also have hesitations around the fact that their info might be shared to all agencies by signing up... I certainly do. Ensure privacy.”

“I personally feel the govt places too much emphasis on privacy issue and generally use it as a reason to not give you information when it is freely available anywhere else...”

- Wholly online: Respondents mentioned the ability to complete the end-to-end transaction online.

“Make it possible to do so completely online – so that it doesn’t require a phone call, and letter – that everything can be done online.”

“I had an expectation I could log on and do application online. This was not the case. Had to download the application and send it by post. This seems a waste of my time as well as theirs.”

- Easier to find: Even when people know what services are online, finding them can be challenging.

“Make the search more specific, and more intelligent. At the moment it spews out pages of irrelevant hits and it is hard to find exactly what you are after. It’s like stumbling along in the dark.”

- Better incentives: Respondents believe that agencies should provide incentives to encourage uptake of online services.

“Make it easy and offer an incentive e.g. by paying car rego online you can use your credit card – you can’t if you pay in person at the Post Shop.”

“Maybe offer everyone who signs up a chance to go in a draw for a prize?”

- Discussion forum: Respondents were keen for various types of discussion fora to enable them to share experiences of using government services with others and to find answers to their questions.

“Have a questions and answer forum that anyone can access so if I have a question I can see if someone has already asked it before.”

“A dedicated feedback portal site.”

“Blogs so normal people can read other normal peoples experiences dealing with govt.”

Suggestions for more online services

Respondents were asked if there were any particular services from government agencies they want available online. As for the previous section *Encouraging online usage*, the free-text responses fall broadly in the following categories and are listed in decreasing order of times mentioned by respondents:

- Services that are already online: Many services that respondents mentioned, such as paying for car registrations and tax returns, are already available online. This reinforces the need for government agencies to raise awareness and promote the online services they already offer.

- All of government’s services: Respondents called for all of government’s services to be available online.

“All of them would be the way to go...”

“All services should be available in some form online, as people work hours that make personal contact difficult.”

“And, ultimately, full and free access to all electronic information held about you, whenever you want.”

- Change in circumstances: Respondents wanted better or increased online services to update and manage their own information, including giving information to government once.

“Update information (i.e. contact details) online and make it so agencies who I have accounts with can access this information or are sent an email to let them know.”

“Unsure if able to do this already but being able to access your personal information regarding family support details and being able to update info they hold on me.”

“Submitting personal financial information to adjust pension payments.”

- Personalised information: Respondents favoured general information complemented by information specific to them, taking into account their individual circumstances, e.g. online calculators for entitlements and taxes.

“Specific entitlements for benefits etc. would be useful... calculators so people can put in their own specific info and get the answers they need straight away.”

“Fuzzy logic used – create a profile and it tells you what you could be entitled to...”

- Participation: services that enable citizen input and online voting.

“Everything that requires citizen input.”

“Easily available access to make submissions on various things.”

“Voting, referendums.”

- Notification of changes: Suggestions included tax thresholds as they change and hut availability and closures due to severe weather.

- Specific transactions: This includes passport applications; birth certificates; account/personal information; tax credits; bond lodgements; car ownership; speeding tickets/fines; benefits; grants; and all types of payments.

“I’d like to be able to re-apply for my community services card online – not the initial application, but the ‘yep, nothing important has changed’ waste of paper that currently has to be done.”

“Ability to provide all information required online and pay it too. I hate having to waste my time on the phone or physically go somewhere to do something.”

“Payment by Internet banking – I do not hold a credit card or debit card.”

9. Appendix A: Methodology

Online survey

To meet the survey's objectives and funding available, using the Internet to survey an online audience was selected.

Questionnaire

The questionnaire was prepared in-house by the State Services Commission, drawing upon both internal subject-matter expertise and international examples. Demographic questions were based on Statistics New Zealand's Census questions.

Testing

After internal review and fine-tuning, the questionnaire was tested in two stages.

In the first stage an independent expert conducted two rounds of cognitive tests with 12 internal and external volunteers. The main focus was to confirm that individual questions were appropriate, intelligible, precise, unbiased, and were interpreted in the intended manner. Timing tests were also conducted to ensure that it would take no longer than 10 minutes on average to complete the questionnaire online.

The second stage of testing involved reviewing the first 20 live responses to confirm that respondents were selecting a variety of responses (within the bounds of expected behaviour), response options were not being left blank, and that there were no negative comments about the survey and/or questions in the open comments fields.

Administering the questionnaire

The questionnaire was administered by Buzz Channel Limited¹⁹ from 25 November to 2 December 2008.

Their brief was to obtain about 1,000 responses of which about 100 were from people who had not used government's online services in the past 12 months. Respondents were to be notified that the questions were being asked on behalf of a government agency. Questions were in English only.

Buzz Channel set up and hosted the questionnaire. They emailed invitations to participate in the online survey to randomly selected members of their panel. Towards the end of the survey period, invitation emails were targeted based on demographics so that the overall panel sample broadly aligned with the New Zealand population demographics.

Only people who were on Buzz Channel's panel²⁰ were invited to respond. Buzz Channel recruits their panel both online and offline and currently has about 28,000 people on the panel. It is reported that about half the people choose to join the panel to have their say on things that matter to them while the other half join for the rewards (for themselves or as donations). The maximum any single respondent earns is \$1 of reward for a single survey of up to 10 minutes.

¹⁹ <http://buzzchannel.co.nz/>

²⁰ <http://www.buzzthepeople.co.nz/Home.aspx>

According to Buzz Channel, the response rate was about 18%.

Cleansing the raw data

Cleansing of the raw data and analysis has been done in-house by the State Services Commission.

Of the total 1,320 responses, 307 responses were not usable and deleted. Most of these deleted responses had no data in them, which was due to filtering during data collection (respondents who did not fit the demographic profile, especially toward the end of the survey, were declined).

This survey is therefore based on a total valid sample of 1,013 responses.

Demographic analysis

Respondents were asked seven categories of questions related to demographics:

- Age group
- Gender
- Ethnic group(s)
- City
- Region
- Total yearly income
- Internet connection

Weighting

The raw data set has not been weighted. Each individual respondent has been treated as equally weighted and assumed to come from a simple random sample.

Quoted comments

Spelling mistakes have been corrected.

10. Appendix B: Questionnaire

The online questionnaire below was administered by Buzz Channel to its online panel. The specific set of questions that a respondent was asked varied according to their individual answers. All respondents were shown the Introduction and asked Q1 to Q5.

- Those who answered “No” to Q5 were asked Q6 and then Q29 to Q36.
- Those who answered “Yes” to Q5 were asked Q7 and Q8. Responses to Q8 were in three categories – information, transact, and participation. Respondents who selected one or more responses related to a particular category were then asked questions specific to the category or categories they selected, and then Q29 to Q36:
 - Information: Q9 to Q15
 - Transact: Q16 to Q27
 - Participation: Q28

Online questionnaire

Introduction

We are doing this research for a government agency interested in your opinions of government's online services.

By **government's online services** we mean using the Internet to get information from a government website, or doing a transaction on a government website, or providing your views about an issue online on a government website.

This research is **not** about your opinion of politicians, or the services provided by your local council. It's about public services provided online by government departments (central government agencies).

Regards

The Buzz Team

Q1. Before we start, which of these age groups are you in?

Single Selection (Radio Buttons)

1. Under 18 years

Q40 - Main Branch

2. 18-24 years

3. 25-34 years

4. 35-44 years

5. 45-54 years

6. 55-64 years

7. 65 and older

Q2. And your gender please.

Single Selection (Radio Buttons)

1. Male
2. Female

Q3. Which part of the country you currently live in? Please tick the nearest city to you.

Single Selection (Radio Buttons)

1. Whangarei
2. Auckland
3. Hamilton
4. Tauranga
5. Rotorua
6. Gisborne
7. Napier-Hastings
8. New Plymouth
9. Wanganui
10. Palmerston North
11. Kapiti
12. Wellington
13. Nelson
14. Christchurch
15. Dunedin
16. Invercargill

Q4. Examples of government's online services include:

- using the Internet to find out information about benefits
- searching archives
- downloading a passport application form
- paying for your car registration
- filing your income tax return
- making a booking for a Department of Conservation hut
- using a savings calculator at Sorted
- downloading a podcast from Radio NZ
- providing your views to a public consultation online

[Note: this is only for information and no responses were asked.]

Q5. In the last 12 months, have you used a government online service?

Single Selection (Radio Buttons)

1. Yes

Q7 - Main Branch

2. No

Q6 - Main Branch

Q6. Which one of these best describes the reason why you haven't used a government online service in the last 12 months?

Multiple Selection (Checkboxes)

1. I haven't needed information or a service from government

2. I prefer to phone or visit government offices

3. I used an agent or intermediary (e.g. Citizens Advice Bureau, an accountant, or family members)

4. I don't like using the Internet to get information or services from government

5. The information or service I wanted wasn't available online, or I couldn't find it online

6. I had to personally show a document or send in a copy to the government agency

7. Other, please detail

Jumps to: Q29

Q7. Over the past 12 months, has your use of government's online services:

Single Selection (Radio Buttons)

1. Decreased a lot

2. Decreased somewhat

3. Remained the same

4. Increased somewhat

5. Increased a lot

Q8. What types of online services have you used in the last 12 months from a government website?

Multiple Selection (Checkboxes)

1. Find out information

Q9 - Main Branch

2. Subscribe to a news or updates feed (e.g. a RSS or Atom feed)

Q9 - Main Branch

3. Download a podcast or watch a video online

Q9 - Main Branch

4. Sign up to get newsletters by email

Q9 - Main Branch

5. Use online tools, calculators or download an application form

Q16 - Main Branch

6. Pay for something
Q16 - Main Branch
7. Apply for something
Q16 - Main Branch
8. Make a booking
Q16 - Main Branch
9. Make a complaint
Q16 - Main Branch
10. Submit information or a return
Q16 - Main Branch
11. Register for personalised online services
Q16 - Main Branch
12. Provide your views online to a public consultation
Q28 - Main Branch
13. Read, comment, or contribute to a government blog or wiki or online discussion forum
Q28 - Main Branch
14. Other (Please Specify)
Q29 - Main Branch

Q9. When you're getting information online from a government agency, please rate the importance of each of the following:

n Point Scale Matrix

Question Options

1. 1
2. 2
3. 3
4. 4
5. 5

Possible Answers

1. The information is current and up-to-date
2. The information is easy to find
3. The information is personalised to my needs
4. The web page loads quickly
5. The website looks nice
6. Other information that may be of interest to me is automatically presented
7. The information is in plain English
8. I can easily find out how to phone a customer support person if I need to
9. I can easily print the information

10. The website meets relevant technical and accessibility standards (e.g. access by people with a visual impairment)

Q10. Of all the things you thought were "very important" (listed below), which of these are the three most important things when you're getting information online from a government agency?

Multiple Selection (Checkboxes)

1. The information is current and up-to-date
2. The information is easy to find
3. The information is personalised to my needs
4. The web page loads quickly
5. The website looks nice
6. Other information that may be of interest to me is automatically presented
7. The information is in plain English
8. I can easily find out how to phone a customer support person if I need to
9. I can easily print the information
10. The website meets relevant technical and accessibility standards (e.g. access by people with a visual impairment)

Q11. Overall, how satisfied are you with getting information online from government agencies?

Single Selection (Radio Buttons)

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neutral
4. Somewhat satisfied
5. Very satisfied

Q12. Please rate your level of agreement or disagreement for getting information online from government agencies:

n Point Scale Matrix

Question Options

1. 1
2. 2
3. 3
4. 4
5. 5

Possible Answers

1. It is easy to get information online
2. The information meets my needs
3. I have confidence in the information provided
4. I can easily find or search for additional information
5. The information online is consistent with the information I get when speaking to a person face-to-face or over the phone
6. Getting information online saves me money
7. It is easy for me to use the information to get a service online if I need to
8. I have all the skills and understanding necessary to access government information online
9. My expectations of getting information online from government agencies are fully met
10. It is an example of good value for tax dollars spent

Q13. Have you heard of or visited the New Zealand Government's website www.newzealand.govt.nz over the past 12 months?

Single Selection (Radio Buttons)

1. Yes
2. No

Q14. What do you do when you want to find specific government information online?

Multiple Selection (Checkboxes)

1. Use a search website or tool like Google
2. Use a government search website or tool like www.newzealand.govt.nz or www.business.govt.nz
3. Guess which agency provides the information and go to its website
4. Ask a friend or someone else for help
5. If I don't know where to find the information, I won't try to look for it
6. Don't know / never done this
7. Other, please detail

Q15. Do you think government information should only be available from government websites or from a variety of government and non-government websites?

Single Selection (Radio Buttons)

1. Available only from official government websites
2. Available from both government and non-government websites
3. Doesn't matter
4. Don't know

Q16. Next, we'd like to get your opinions about using the Internet to transact with government agencies online.

Transact means to do things like:

- paying or applying for something
- making a booking
- registering for personalised online services
- looking at your account information or personal information online.

When you're transacting online with a government agency, please rate the importance of each of the following:

n Point Scale Matrix

Question Options

1. 1
2. 2
3. 3
4. 4
5. 5

Possible Answers

1. The transaction service is easy to find
2. The transaction service is personalised to my needs
3. Other transaction services that may be of interest to me are automatically presented
4. The transaction service uses plain English
5. I can easily find out how to phone a customer support person if I need to
6. I can easily follow up or refer to my transaction later
7. The transaction is wholly online (e.g. I don't have to print off an online form and mail it in)
8. My privacy is protected
9. Registering for the transaction service, if required, is easy and fast
10. I have the same level of trust online as I would have if I was transacting with the help of a 'real' person

Q17. Of all the things you thought were "very important" (listed below), which of these are the three most important things when you're transacting online with a government agency?

Multiple Selection (Checkboxes)

1. The transaction service is easy to find
2. The transaction service is personalised to my needs
3. Other transaction services that may be of interest to me are automatically presented
4. The transaction service uses plain English
5. I can easily find out how to phone a customer support person if I need to
6. I can easily follow up or refer to my transaction later

7. The transaction is wholly online (e.g. I don't have to print off an online form and mail it in)
8. My privacy is protected
9. Registering for the transaction service, if required, is easy and fast
10. I have the same level of trust online as I would have if I was transacting with the help of a 'real' person

Q18. Overall, how satisfied are you with transacting online with government agencies?

Single Selection (Radio Buttons)

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neutral
4. Somewhat satisfied
5. Very satisfied

Q19. Please rate your level of agreement or disagreement with the following for transacting online with government agencies:

n Point Scale Matrix

Question Options

1. 1
2. 2
3. 3
4. 4
5. 5

Possible Answers

1. It is easy to transact online
2. I know what transaction services are available online
3. I can easily find or search for the specific transaction service I want
4. Transacting online gets me the same or better results than transacting in-person or on the phone
5. Transacting online saves me money
6. Good customer support is available
7. My privacy is protected
8. My expectations are fully met
9. Transacting online is an example of good value for tax dollars spent

Q20. Has there been a time when you've had to contact more than one government agency for a single need - such as managing your student loan, starting a business or having a baby?

Single Selection (Radio Buttons)

1. Yes

Q21 - Main Branch

2. No

Q22 - Main Branch

Q21. To what extent were you able to interact with these agencies from a single online point (such as a website or portal)?

Single Selection (Radio Buttons)

1. Not at all, I had to interact with each agency individually

2. Somewhat - in some cases I could interact with more than one agency while at other times I had to deal with each agency individually

3. Completely - I can interact with all the relevant agencies from a single online point (such as a website or portal)

Q22. Suppose you could set up a single, personalised view of your transactions with government. Would you be interested?

Single Selection (Radio Buttons)

1. No thanks

Q24 - Main Branch

2. Yes, I am

Q23 - Main Branch

Q23. Please select all the options you would be interested in having for your single personalised view of your interactions with government agencies.

Multiple Selection (Checkboxes)

1. Ask for help or advice

2. Get government news on topics or geographical areas that I choose

3. Find and access all of government's online services

4. Update government agencies with changes in my circumstances

5. Find or subscribe to feeds (A "feed" is a way of subscribing to frequently updated content, such as changes to a particular website page, news or data)

6. Apply for government jobs

7. Send messages to and receive messages from agencies securely

8. Be able to make a complaint

9. Create mashups using government data (A "mashup" combines data from more than one source, such as traffic accidents and Google Maps)

10. Other (Please Specify)

Q24. Has there been a time when you have dealt with a government agency online, and then had to follow up by phone by letter, in-person or email?

Single Selection (Radio Buttons)

1. Yes

Q25 - Main Branch

2. No

Q26 - Main Branch

Q25. How easy or hard was it to follow up?

Single Selection (Radio Buttons)

1. Really easy

2. Somewhat easy

3. Neither easy nor hard

4. Somewhat hard

5. Really hard

6. Not applicable/don't know

Q26. People have different reasons for updating their information with government agencies, such as moving house, getting married or changing your email address.

Think about a time when you have needed to update your information with a number of government agencies. Were you able to give the information only once?

Single Selection (Radio Buttons)

1. Not at all - I have to give the same information to each agency individually, again and again

2. Somewhat - in some cases I have to give the information only once and in others to each agency individually

3. Completely - I only have to give the information once

4. Not applicable - I've never had to give the same information to more than one government agency

Q27. Considering your own experiences and expectations, how satisfied are you overall with government's online services?

n Point Scale

1. 1

2. 2

3. 3

4. 4

5. 5

Q28. Overall, how satisfied are you with providing your views or feedback online to government agencies?

Single Selection (Radio Buttons)

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neutral
4. Somewhat satisfied
5. Very satisfied

Q29. We'd like to know how you prefer dealing with government agencies for different purposes. For each of the categories below, please select the one method you most prefer:

Matrix (Radio Buttons)

1. In-person
2. Letter
3. Phone
4. SMS (text)
5. Email
6. Online
7. Other/None

Possible Answers

1. Getting information
2. Transacting (e.g. applying or paying for something)
3. Providing your views or comments

Q30. If a government agency wants to get in touch with you with some routine personal information, how would you prefer they do this? (assuming they have all your current contact details):

Single Selection (Radio Buttons)

1. Letter
2. Phone
3. SMS (text)
4. Email
5. Online (e.g. showing you a personalised message when you sign in)
6. Don't know

Q31. Do you have any comments or suggestions for government agencies about ways to encourage people to get information, transact, or provide their views online?

Large Text Area

Q32. Are there any particular services from government agencies that you want available online?

Large Text Area

Q33. Before we end, we'd also appreciate answers to a few questions about you, so we can ensure our research takes in the views of a cross-section of New Zealanders.

What type of Internet connection do you usually use?

Single Selection (Radio Buttons)

1. Broadband
2. Dial-up
3. Mobile phone
4. Other

Q34. Which ethnic group or groups do you belong to?

Multiple Selection (Checkboxes)

1. New Zealand European
2. Māori
3. Samoan
4. Cook Island Māori
5. Tongan
6. Niuean
7. Chinese
8. Indian
9. Other

Q35. Where do you usually live for most of the year?

Single Selection (Radio Buttons)

1. A large city (Auckland, Hamilton, Wellington, Christchurch, Dunedin)
2. A city not listed above
3. A town
4. A rural area
5. Other

Q36. Last question: what's your total yearly income (before tax)?

Single Selection (Radio Buttons)

1. Less than \$15,000
2. \$15,000 - \$40,000
3. \$40,001 - \$70,000
4. \$70,001 - \$100,000
5. More than \$100,000

11. Appendix C: Demographic Tables

Age

Age Group	Respondents	%
18-24 years	127	13
25-34 years	172	17
35-44 years	218	22
45-54 years	178	18
55-64 years	144	14
65 and older	174	17
Total	1013	100

Gender

Gender	Respondents	%
Female	524	52
Male	489	48
Total	1013	100

Ethnicity*

Ethnicity	Respondents	%
New Zealand European	781	71.8
Maori	103	9.5
Samoan	17	1.6
Cook Island Maori	7	0.6
Tongan	5	0.5
Niuean	8	0.7
Chinese	37	3.4
Indian	12	1.1
Other	118	10.8
Total	1088	100.0

*Multiple selection question - some respondents checked more than one box.

City

City	Respondents	%
Auckland	332	33
Christchurch	147	15
Wellington	111	11
Hamilton	91	9
Dunedin	48	5
Napier-Hastings	39	4
Whangarei	39	4
Nelson	35	3
Palmerston North	35	3
Tauranga	29	3

Rotorua	28	3
New Plymouth	21	2
Invercargill	20	2
Wanganui	16	2
Kapiti	11	1
Gisborne	10	1
Total	1012	100

Where you live for most of the year

Type of region	Respondents	%
A large city (Auckland, Hamilton, Wellington, Christchurch, Dunedin)	574	56.7
A city not listed above	181	17.9
A town	141	13.9
A rural area	112	11.1
Other	4	0.4
Total	1012	100.0

Internet Connection

Connection type	Respondents	%
Broadband	861	85.1
Dial-up	132	13.0
Mobile phone	4	0.4
Other	15	1.5
Grand Total	1012	100.0

Yearly income before tax

Income Band	Respondents	%
Less than \$15,000	155	15
\$15,000 - \$40,000	332	33
\$40,001 - \$70,000	314	31
\$70,001 - \$100,000	124	12
More than \$100,000	85	8
Grand Total	1010	100