Center For
Public Policy & Administration
THE UNIVERSITY OF UTAH

Utah.gov:
Connecting Residents and Government

REPORT

April 2015

IMAGINE U THE UNIVERSITY OF UTAH®

connecting Utahns with
digital government

A survey of 611 Utah residents

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PUBLIC POLICY & ADMINISTRATION
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utah gov

widely used

3 out of 4 Utahns have used **utah.gov** in the past year

satisfied

80% are satisfied with the **utah.gov** website

saves time

85% say **utah.gov** saves time compared to offline methods

reliable

81% say services on **utah.gov** work when needed and expected

less hassle

82% say using **utah.gov** is less hassle when needing to interact with government

valuable

87% say that the digital services that **utah.gov** provides are valuable

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Survey Highlights

The Utah.gov website offers 580 services directed toward citizens of the state and another 549 services directed to businesses. The variety of services and information available to residents is extensive. Citizens can get alerts for things like air quality, consumer recalls, and health advisories. One can access information on public meetings, traffic conditions, legislative activity, and educational resources, to name a few. They can order birth certificates, register vehicles, buy hunting or fishing licenses, renew driver licenses, register to vote, and establish a business in the state – all through the Utah.gov website. Overall, Utahns have high satisfaction with the website and the multitude of services available for citizens.

Findings at a glance include:

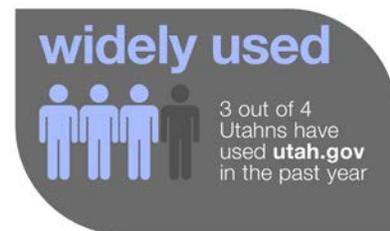| Approval Ratings for Digital Government Delivery	
Overall satisfaction with the state website and its online services	80%
Time savings	85%
Less hassle than offline methods	82%
Reliability	80%
Ease of use	71%
Digital Government Perception and Satisfaction	
Utah.gov is a good service that government is providing	87%
Utahns expect the state to continue to improve Utah.gov by providing more services and information	75%

Key Findings

Findings from a recent survey of residents found that three-quarters (75%) of respondents have used Utah.gov in the past year and 80 percent of those who have used it are satisfied with the site. The vast majority of these users say that use of the site saves them time (85%) by allowing them to conduct transactions and access information online that previously was done by telephone, mail or in person.

Not surprisingly, a similar percent (82%) indicate that using Utah.gov is less of a hassle than other methods of accessing the state government.

A significant percent of users (81%) consider the site to be reliable, meaning that it is available when they need it and that it works as expected. An overwhelming majority of citizen users (87%) affirm that Utah.gov is a good service that the state is providing. The results also reveal that more frequent users are more satisfied with the website and its online services, showing that familiarity increases satisfaction.

Three-quarters of users (75%) expect the state to continue to improve the website by adding more online services and information datasets for citizens. Users also expect the Utah.gov site to be at least the same or better than other

widely used

3 out of 4 Utahns have used **utah.gov** in the past year

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eCommerce, news, and consumer-focused websites on the Internet in terms of speed of service (83%), convenience (87%), and particularly security (95%).

More than half of infrequent users and those who haven't used Utah.gov say they are simply unfamiliar with the Utah.gov site (61%) or that they prefer personal contact (53%) when accessing state government. Some non-users say they do not have any need to access Utah.gov (38%).

The research shows the interest in digital services and the desire for more online government services to be offered. One respondent summarized it this way:

> *"Whenever there is a state requirement, there needs to be an online application available."*

less hassle

82% say using **utah.gov** is less hassle when needing to interact with government

valuable

87% say that the digital services that **utah.gov** provides are valuable

Methodology

The Center for Public Policy & Administration at the University of Utah was commissioned by NICUSA to conduct a research study of Utah residents regarding Utah.gov, the state's official website.

Research Objectives

Primary objectives of this research were to measure opinions and attitudes of residents regarding eGovernment services offered by the state of Utah. Specific objectives included:

- Measure how familiar residents are with Utah.gov.

- Identify residents' frequency of Utah.gov use during the past 12 months and the purpose of their last visit to the site.

- Evaluate Utah.gov users' level of agreement with statements about Utah.gov.

- Compare residents' opinions about conducting tasks online versus other offline methods in terms of financial and time savings.

- Measure residents' expectations of Utah.gov in comparison to non-government websites.

- Ascertain reasons residents do not use the Utah.gov site and what would encourage them to do so.

- Determine the likelihood of respondents to recommend Utah.gov to friends and family who need to interact with the state.

- Gather suggestions for new applications or services residents would like to see added to the current services offered on Utah.gov.

Questionnaire

The Center for Public Policy & Administration developed the questionnaire in conjunction with Chris Neff, Vice President of Marketing at NICUSA.

Both structured and unstructured questions were used to measure intensity of opinions and to assess the perceptions of respondents. Demographic questions were included to obtain a profile of those responding and to determine opinions of subgroups.

A pretest was conducted prior to the actual data collection. The pretest was used to identify any problems with question clarity and order. Prior to implementation, NICUSA approved the questionnaire, including any changes resulting from the pretest.

Procedures

To satisfy the research objectives, telephone interviews were conducted with Utah residents from December 2 to December 16, 2014. A total of 611 interviews were completed by phone.

Sample

For the research, the CPPA purchased a list of random telephone numbers from Survey Sampling International, a professional sampling firm. Both landline and mobile phone numbers were included to help ensure a quality sample. More than half of the interviews (59%) were completed via mobile phone. Alternate numbers were used to replace unusable phone numbers, unavailable respondents, and other non-participants. Screening questions ensured that respondents are Utah residents age 18 or older and that they have access to the Internet.

Data Collection

The interviews were conducted by Dan Jones & Associates Data Collection Center. The call center employs professional, experienced interviewers who have proven to be reliable, thorough, and able to develop quick rapport with respondents. All interviewers were supervised and monitored during the fieldwork period. CPPA staff conducted a project-specific training session and briefing for interviewers prior to data collection. A debriefing was also conducted to obtain additional information from interviewers regarding their experience on the project. Information from the debriefing is included in the analysis. Analysts at Dan Jones & Associates compiled responses to complete surveys in a data file, with open-ended questions categorized by topic.

Research Limitations

There are constraints to all survey research. For this study, some of those limitations include:

- Coverage—only residents available by landline and mobile phone who have access to the Internet are included in the research. The results can only be generalized to residents who have access to the Internet at home, at work, or on an Internet-connected mobile device (the ability to use Utah.gov).
- Time—fieldwork or data collection is conducted in a limited time window; therefore, residents who may not be available during the data collection period were excluded from the sample.
- Budget—it's simply too costly to reach everyone within the survey universe or to ask for opinions on all issues.

Data Analysis

Results were prepared and analyzed by researchers at the Center for Public Policy & Administration. Methods included preliminary data review, frequency reports, confidence interval calculation, and cross-tabulations. The raw data was weighted to more closely reflect the age distribution of Utah's population.

The margin of error for this survey is ±4.0 percent on results for total data. The margin of error increases for results of subgroups.

This report includes percentages for survey responses, rounded to the nearest percentage point and illustrated in graphs. Review of cross-tabs shows differences in response patterns based on resident demographics and responses to other questions. Results are at the 95 percent level of confidence. This means that if the sampling procedure were repeated, 95 percent of the time the calculated interval would include the true response for the entire Utah population.

Interviewer observations have been included in this report. A thorough debriefing of interviewers was conducted at the end of the data collection phase. Though these observations may be viewed

as subjective, they do offer insights to respondents' reactions and comments that are not available in the data set and may prove valuable to the client.

The three appendices contain a demographic profile of respondents, the survey questionnaire with results, and a complete listing of respondents' verbatim comments.

Survey Findings

Overview of Utah.gov Use

Familiarity

Question: How familiar would you say you are with the state's website, Utah.gov, using a 1-5 scale with 1 meaning "not at all familiar" and 5 meaning you are "very familiar?"
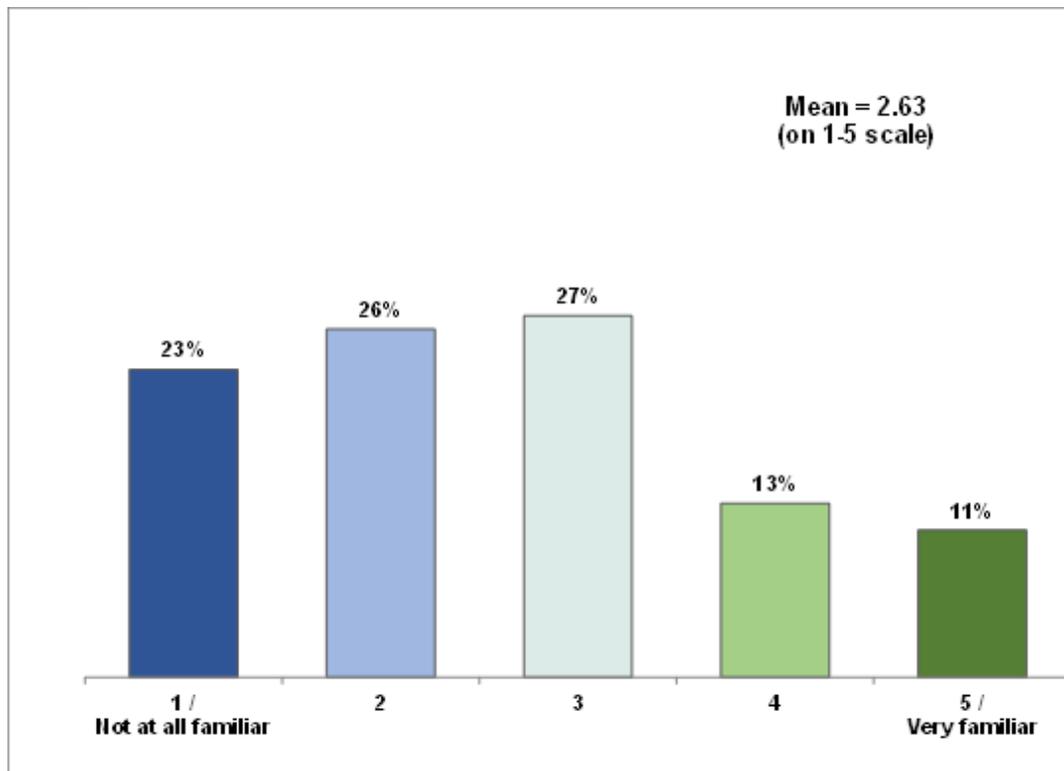

Figure 1: Familiarity with Utah.gov website (Number responding = 611)

While only 24 percent of survey respondents say they are familiar with the state's website, nearly half (49%) say they are not familiar with it. Many residents indicate they have used some services but are not aware of other services available on the site.

Interviewer Observations: After reading the Utah.gov description, including examples of several frequently used services, interviewers describe many respondents' surprise at the services available. Interviewers report that several respondents say they have felt comfortable accessing a single location on the site but have not looked at other offerings. One respondent commented:

> *"I just need to become more familiar with it. I am looking at it now and there's more to it than I remember."*

Significant findings include: (To test for significance on this 1-5 scale question, the top two responses (4 and 5) and the bottom two (1 & 2) were combined)

- Those age groups who are less familiar with the Utah.gov site are most likely to be 18-24 years old (78%) and over the age of 75 years (63%). Respondents 55-64 have the greatest familiarity with the site of any age group (38%).
- Those with less education are more likely to say they are not familiar with the website - high school graduates (69%), vocational/technical certificates (56%) and some college (50%) when compared to those with higher levels of education (college, 40%, and graduate degrees,42%).
- Respondents earning less than $35,000 are less familiar with Utah.gov (62%) than residents with incomes over $60,000 (37%).
- Not surprisingly, frequent website users are more familiar with the site. Of those who use the site one or more times per month, 59 percent said they were familiar compared to 30 percent of those who visit a few times per year and 5 percent of those who have visited only once over the past year.

Frequency of Use

Question: During the last 12 months, estimate how frequently you used the Internet to access Utah.gov?
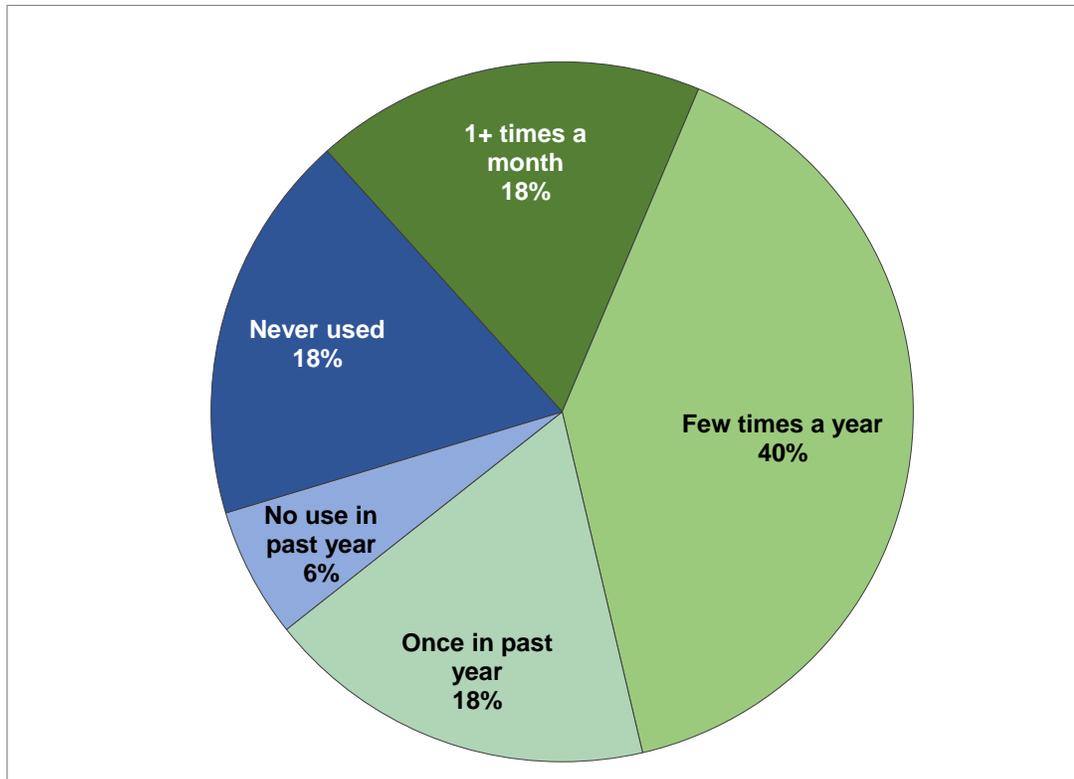

Figure 2: Frequency of use of Utah.gov by residents (Number responding = 611)

Three-quarters (75%) of respondents have used Utah.gov in the past year with the majority using the site *more* than one time during that period (58%). Nearly one in four (24%) have not accessed the site in the past 12 months.

Interviewer observation: Though comments like "I don't have any need for anything right now on it" were frequent, it was also common to hear respondents say they would have used the site more if they had been more familiar with it.

Significant findings include:

- Male respondents are more likely to say they have used Utah.gov one or more times a month (22%) than their female counterparts (14%). Females are more likely to say they access the site only one time a year (21%) than males (14%).
- Respondents who have never accessed the Utah.gov site are most likely to be over 75 years (39%), 65-74 (26%), and in the 18-24 year old age group (29%).
- Respondents most likely to have used the site multiple times in the past year include those age 35-44 (65%), 45-54 (65%), and 55-64 (68%).
- Respondents with more education indicate more frequent use of Utah.gov, with 51 percent of college graduates saying they have used the site a few times in the past year. Only 15 percent of respondents with a graduate degree and 13 with percent a

college degree say they have never used the site compared to 29 percent of those with a high school education.

- Respondents with incomes over $100,000 are more likely to use the site more than once a year (73%) than respondents in the lowest income category of $35,000 (42%).

In addition, user frequency is tightly correlated with satisfaction. The most frequent users repeatedly reported higher satisfaction than infrequent users. Details of this correlation can be found in the significant findings section throughout the report.

Likelihood to Use in Future

Question: How likely are you to use Utah.gov in the future? Rate on a 1-5 scale with one meaning "not at all likely" and five meaning "very likely."

**Mean = 3.87
(1-5 scale)**

| 8% | 12% | 16% | 12% | 52% |

■1 ■2 □3 ■4 ■5
Not at all likely **Very likely**
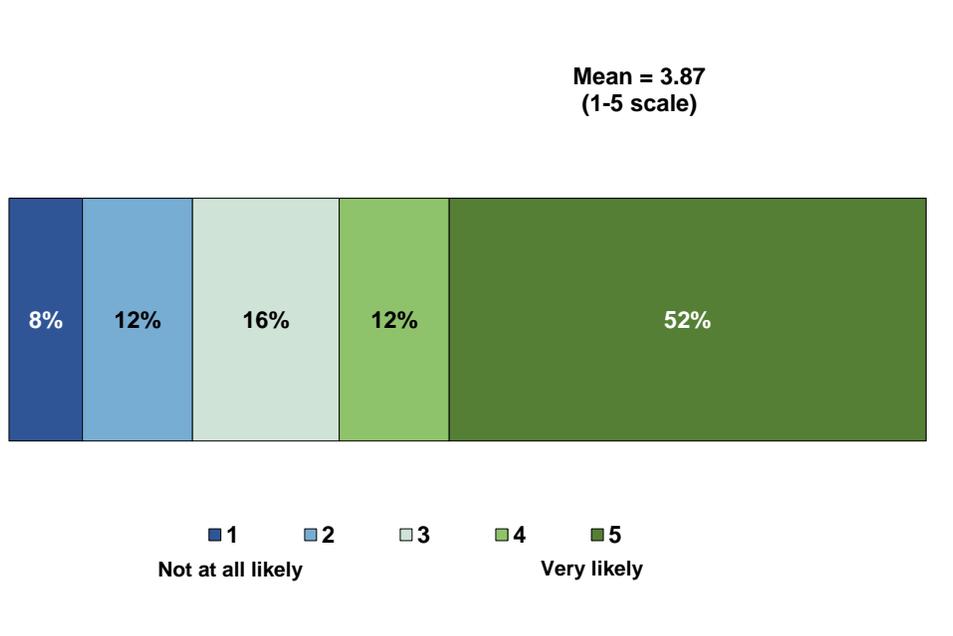
The majority of respondents (64%) say they are likely to use Utah.gov in the future with most declaring they are "very" likely" (52%). Several clarified their response saying they would go to the site "if they had a need." One Salt Lake City resident remarked "Well now that I know about it, I might look it up." (Note: The question was asked after respondents had been exposed to some information about services available on the site.)

One in five survey participants (20%) say they are not likely to use Utah.gov in the future adding comments like:

> *"I have to go places to do things anyway; it is more trouble to do it online."*

> *"I just don't have any need for anything on it."*

Not surprisingly, frequent Utah.gov users are more likely than non-users to consider access the site in the future (85% compared with 10%).

Interviewer Observations*: In the project debriefing, interviewers felt that many of the survey participants actually learned about the website and the services offered during the interview. They often heard comments like "oh you can do that?" and "I didn't realize what is on there."

One interviewer stated:

> *"The greatest success of the survey is guiding people [respondents]
> to the website."*

Significant findings include: Demographic groups most inclined to say they will "very likely" use Utah.gov in the future include:

- Respondents with incomes over $100,000 say very likely (74%) more often than those with lower incomes <$35K (41%), $35-$60K (45%) and $60-$100K (53%).
- Respondents ages 45-54 (69%) and those between 35-44 (63%) indicate they will use the site in the future compared with the least likely age group, over 75 (31%).
- Those with higher education levels express a greater likelihood to use Utah.gov in the future - college graduates (64%) and graduate degree holders (61%), as compared with high school graduates at 32 percent.
- While frequent Utah.gov users are most likely to say they will use it in the future, all groups had a portion of respondents that expressed they are very likely to use the site in the future, even non-users. The proportion of respondents very likely to use the site in the future in relation to their current use include: present use of one or more times a month (85% likely to use in future), a few times in the past year (74%), one time in the past year (25%), have not used in the past year (10%), have never used (10%).

Reasons for Not Using Utah.gov

Question: For each of the following, please indicate if it describes why you haven't used Utah.gov. (Multiple responses accepted)
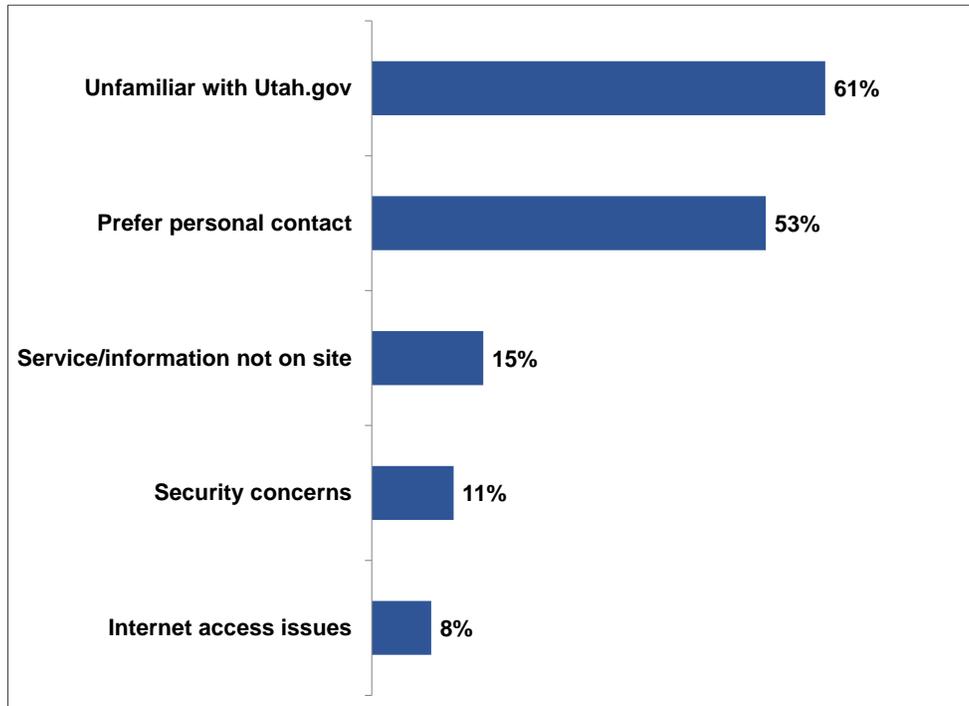

Figure 4: Reasons for not using Utah.gov (Number responding = 237)

Being unfamiliar with the site is the most frequently selected reason for not using Utah.gov (61%). More than half of non-users (53%) say they prefer to have personal contact to conduct business with government or get what they need. A smaller number (15%) claim the information or services needed are not available on Utah.gov and approximately one in ten non-users have concerns about security and protection of data on the site.

Many respondents volunteered that having *no need* to use the site is the primary reason they don't access Utah.gov. These responses may be tied to familiarity – individuals who are less familiar with the services may be unaware of online services that meet their needs.

Significant findings include:

- Respondents age 18-24 years (63%) and older respondents 64-74 (66%) and over 75 years (75%) are more likely than other age groups to prefer personal contact when conducting business with state government
- Those earning less than $35,000 are more likely than other income groups to prefer in-person exchanges (63%), while those in the highest income group, over $100,000 are least likely (31%).
- Not surprisingly, respondents who were interviewed on a landline phone were more likely than their mobile counterparts to prefer personal contact with the state (68% to 45%).

What Would Encourage Future Use

Question: What would encourage you to use Utah.gov (more often)? (Unaided response)

Table 1		
Things that would encourage current users and infrequent/non-users to use Utah.gov (Number responding = 610)		
	User (N= 373)	**Non / Infreq. User (N= 237)**
Only if there was a need	**26%**	**38%**
Already use when needed/would use	**20%**	**3%**
Ease of use	**18%**	**3%**
Being more knowledgeable about it	**14%**	**24%**
Added services/more information	**10%**	**4%**
Other	**6%**	**4%**
Would not use	**1%**	**12%**
Don't know/no answer	**16%**	**16%**

Note: Infrequent users have not accessed Utah.gov in the past year and a non-users have never accessed the site.

The most frequently mentioned motivator for respondents to use Utah.gov is having a need or reason to access state government. This is the top response given by current Utah.gov users (26%) as well as non-users (38%). Making the site easier to use would encourage 18 percent of users to frequent the site more often and nearly one in four of non-users (24%) say more knowledge about the site would encourage their site use. A variety of other responses are given to the question.

Verbatim comments are on page 44 in Appendix C.

Interviewer Observation: A number of infrequent users and non-users commented about their lack of technology use (computer, tablet, smartphone, etc.). These respondents simply do not use the computer so availability of online services has no impact to them. Interviewers again noted that many survey participants simply lacked exposure to the site.

No tests for significant findings were conducted on this question.

UTAH.GOV USER ASSESSMENT

Purpose for Most Recent Site Access

Question: Thinking about the last time that you accessed Utah.gov – what was the purpose?
(Unaided response)

Table 2 Respondents reason for last access of Utah.gov (Number responding = 373)	
Vehicle registration / titles / plates, etc.	32%
Camping / hunting / fishing information	13%
Voting / legislative information	11%
Licensing / registration / etc.	8%
Dept. of Workforce Services / job search / food stamps	8%
Taxes	6%
Other local information	3%
Business or professional license	3%
For work purposes	3%
Medicaid / healthcare	2%
Judicial / legal	2%
Entity search	1%
Other	5%
Don't know/no response	3%

Users of Utah.gov named a variety of purposes for their last access of the website. The largest number accessed the Department of Motor Vehicles (32%) with the second most frequent accessing Natural Resources for information on hunting, fishing, and camping issues (13%). Voting information and vehicle registration/driver license sites have been used by 11 percent of recent users. A complete list of responses is seen verbatim on page 41 in Appendix C.

Interviewer Observations: Many respondents commented about using the site for a single thing like vehicle registration or taxes and not thinking about it for other things or using it at other times of the year.

No tests for significant findings were conducted on this question.

Impressions of Utah.gov

Question: Thinking about your overall impressions of Utah.gov – whether to get information or use its online services – please rate your agreement with the following statements. Use a 1-5 scale with one meaning you "strongly disagree" and five meaning you "strongly agree" with the statement.
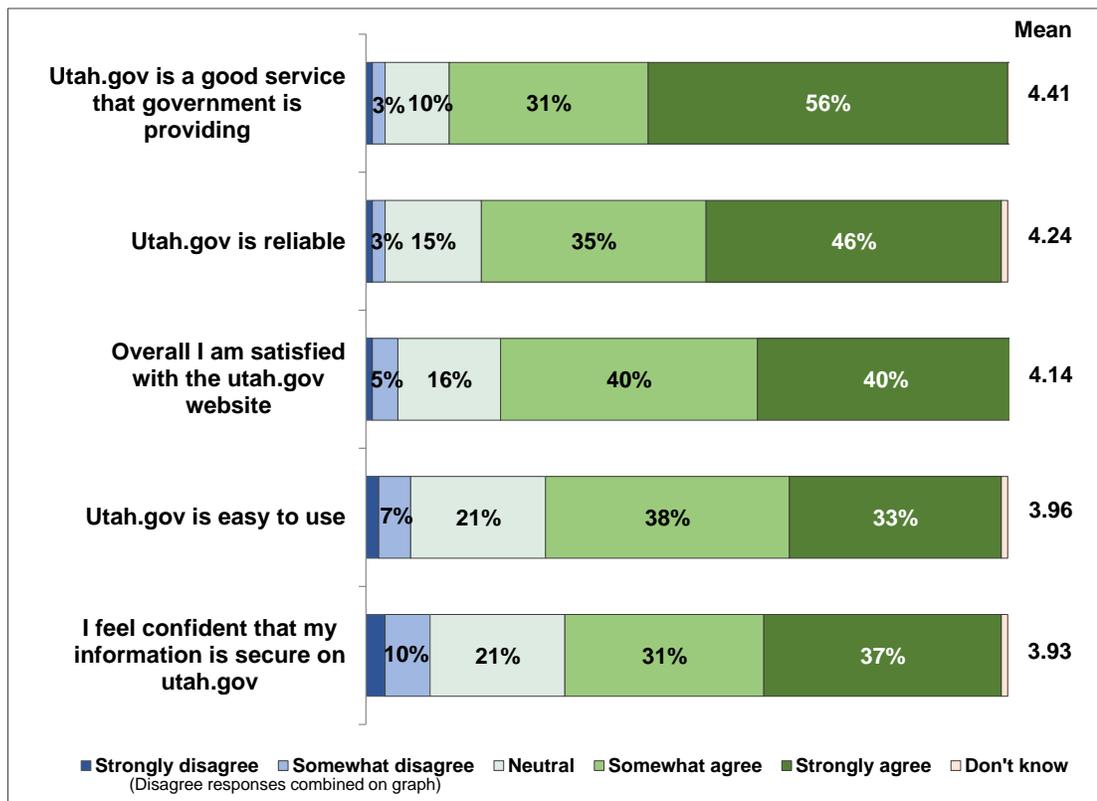

Figure 5: Overall impressions of the Utah.gov site (percentages for strongly and somewhat disagree combined) (Number responding = 374)

The vast majority of site users (87%) agree that the state's website is a good service and four of every five (80%) express satisfaction with the site. Utah.gov is viewed as reliable by a large percentage of respondents (81%). Somewhat fewer say the site is easy to use (71%). Older respondents tended to comment more often about being frustrated and needing the website to be simpler to use.

Sixty-eight percent of those interviewed feel their information is secure on Utah.gov. The rating for security of the site may be due to reports of a breach in a state site in the past or simply that giving information like a Social Security number heightens people's awareness and concerns about security. During the interview process, a number of respondents commented that they would like to *think* the site is secure or that they are assuming it is secure but they are not certain.

Significant findings include:

Good Service:
- Women are more likely to agree (90% compared to 84% of men) and also more likely to strongly agree (61% compared to 51% or men).
- The youngest respondents (18-24) are less likely to agree that Utah.gov is a good service (71% agree/strongly agree) than other age groups (88% of 25-34 year olds, 87% of 35-44 year olds, 93% of 45-54 year olds, 85% of 55-64 year olds, 93% of 65-74 year olds, and 84% of respondents over 75).
- More educated respondents are more likely to agree (among college grads 91% agree/strongly agree and among respondents with graduate degrees the proportion was also 91%) compared to 78-85 percent of other groups.
- Agreement rises with income from 80 percent of those with less than $35,000 in annual income reporting they agreed or strongly agreed to 94 percent for those respondents with over $100,000 in income.
- More frequent users are more likely to agree that the site is a good service. Users who access the site at least monthly were most likely to agree or strongly agree (91%), followed closely by those who have used the site a few times in the past year (87%), while those who used the site only once in the last year were significantly less likely to agree or strongly agree (72%).

Reliable:
- The majority of 18-24 year olds selected that they agree or strongly agree that the site is reliable (65%), but it is nowhere near the 76-88 percent of the other groups. This young group isn't significantly more likely to disagree, they are just more neutral.
- Frequency of use is directly correlated with positive opinion on the site's reliability. Users who access at least monthly were most likely to agree that the site is reliable (56% strongly agree); users who access a few times a year were slightly less positive (43% strongly agree) and those who've only accessed the site once in the last year were least likely to agree (32% strongly agree).

Overall Satisfaction:
- Lower income (<$35,000) and high income (>$100,000) respondents were much more likely to strongly agree that they were satisfied (48% and 47% respectively) than middle income respondents (28% and 40%).
- Frequent users (1+ times per month) were most satisfied (49% strongly agree), while those who only use Utah.gov a few times a year were less satisfied (37% strongly agree) and users who only access the site once per year were even less likely to report satisfaction (18% strongly agree).

Ease of Use:
- 25-34 year olds were far more likely to agree (82% agree or strongly agree compared to 62-74% among other groups).
- Low income respondents (<$35,000) agree more strongly than other income groups (55% strongly agree compared to 33-40% among other income groups) that Utah.gov is easy to use.
- A majority of all users agreed that Utah.gov is easy to use, but more frequent users were more likely to agree/strongly agree; 83 percent of those who use the site at least monthly compared to 68 percent of those who've used the site a few times in the past year and 52 percent of those who have used the site only once in the last year.

Secure Information:

- The youngest group was the most confident about information security (53% of 18-24 year olds strongly agree compared to 29-44% of those in other age groups).
- Frequent users were the most confident that their information is secure (of those who use the site at least monthly, 71% agree or strongly agree). Those who use Utah.gov semi-regularly (a few times a year) were also very likely to agree or strongly agree (69%). However, those who've only used the site once in the past year were far less likely to agree/strongly agree (48%).

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Expectations about Utah.gov in Future

Question: Do you agree or disagree with the following statement "I expect Utah to continue to improve the Utah.gov website by providing more online services and information for citizens." Use a 1-5 scale with 1 meaning you "strongly disagree" and 5 meaning you "strongly agree" with the statement.
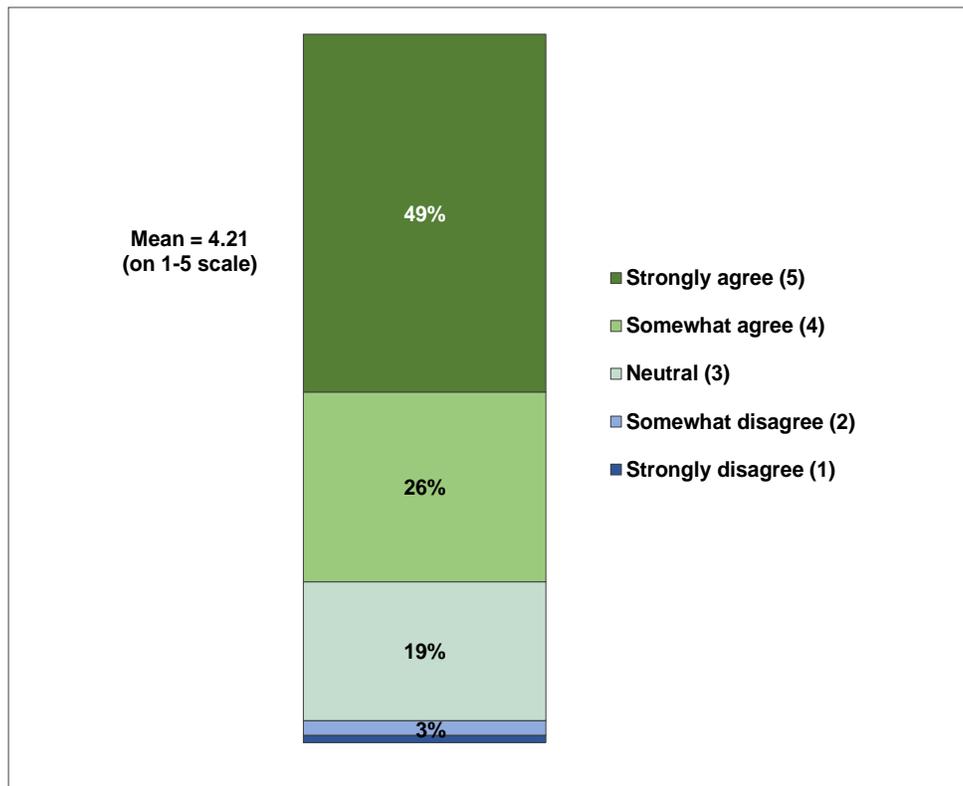

Figure 6: Expectation that the state will continue to improve the Utah.gov site. (Percentages for strongly and somewhat disagree combined.) (Number responding = 374)

Three-quarters (75%) of Utah.gov users in the survey expect the site to continue to improve. Only 3 percent do not agree that the state should continue to develop Utah.gov services. As one respondent commented:

> *"It would be a source that I would use if it was something I thought was available online. Knowledge that it satisfies my need."*

Interviewer Observation: Interviewers noted that numerous comments were made by respondents about how the site has improved significantly since the last time they used it. Many of those surveyed were learning more about the site during the course of the interview and expressed things like "it has really grown" and "they should continue to keep building and adding to it."

Significant findings include:

- More educated users were more likely than other groups to agree/strongly agree (83% of those with a college degree or higher) compared to 64-70 percent of those with a high school degree or some college.
- The most frequent users were most likely to say they expect Utah.gov to continue to improve (85% agree/strongly agree), though nearly three-quarters of other users also agreed.

Aspects of Online vs. Offline eService

Question: Using a 1-5 scale with one meaning "definitely not" and five meaning "definitely (does)", when you consider conducting services on Utah.gov versus conducting those same services by phone, mail, or in person at a government office, would you say Utah.gov...?
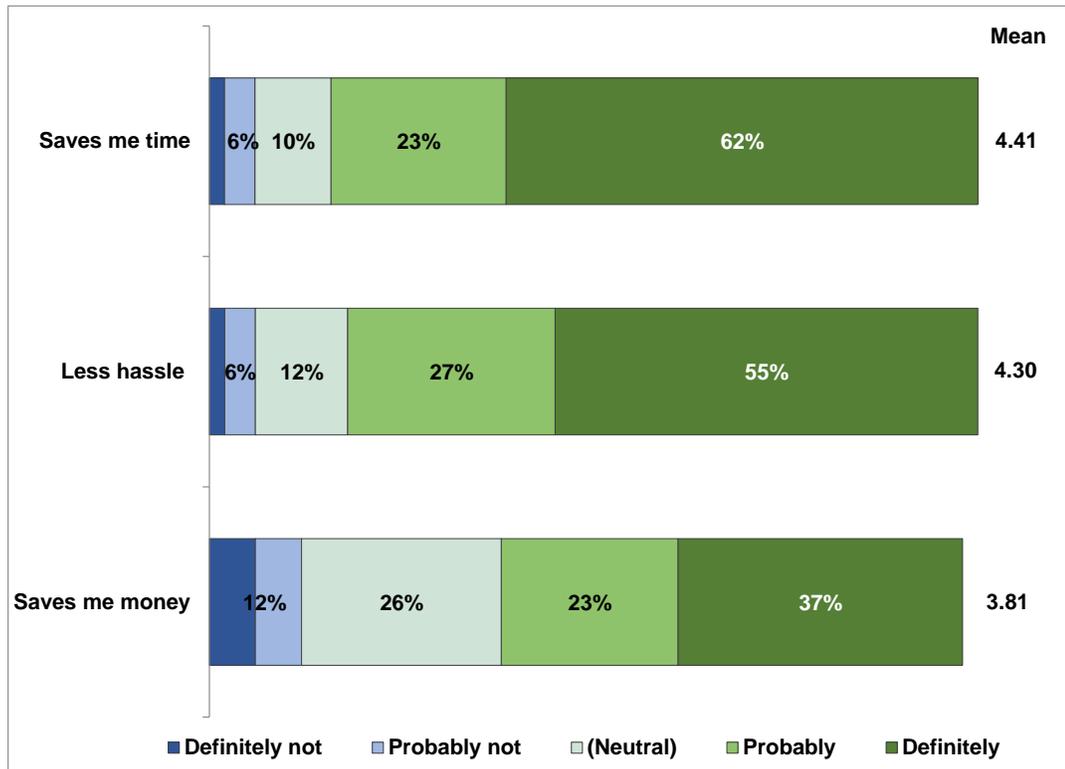

Figure 7: Comparison of Utah.gov to other methods of accessing state government. Responses for definitely not and probably not have been combined into a single percentage. (Number responding = 374)

When comparing the benefits of online government services versus other methods of accessing government, saving time receives the highest score (85%) from Utah.gov users. A similar number (82%) say that use of the site is "less hassle" for them. Fewer report that Utah.gov saves them money (60%). Those who feel Utah.gov is financially beneficial made comments about saving money on gas, travel, and time.

Significant findings include:

Saves me time:
- The oldest and youngest groups were least likely to say the site definitely or probably saves time (18-24 years, 65% and over 75, 68%) compared with other groups between 75 percent and 95 percent (45-54 years).
- Agreement (definitely and probably combined) with this statement increases with education level (high school, 68% agree increasing up to 92% for respondents with a graduate degree).
- Users who've accessed the site more than one time in the past year were more likely to say the site definitely/probably saves time (86%) than less frequent users (61%).

Saves me money:
- Users who've only accessed the site once in the past year were far less likely to agree than other users that they save money using Utah.gov (36% agree/strongly agree compared to 62% of more frequent users).
- Younger respondents are less likely than older participants to say they definitely/probably save money using the website (18-24 years, 41% say they save money using the site compared with other age groups, between 57% and 65%).

Less hassle:
- Agreement increases with age until it maxes out with the 45-54 age group (92% definitely/probably).
- More frequent users are more likely to agree (definitely and probably) that using Utah.gov is less hassle than other methods with 80 percent of the most frequent users (1+ per month) and 85 percent of those that use the site several times per year compared to just 63 percent of those who've only accessed the site once in the last year.

Expectation of eGovernment Services

Question: The next set of questions compares government websites to other websites to do things like shop online, participate in social media, get news, or follow sports. In general, do you expect or assume government websites will be better, about the same as, or not as good as other website in the following aspects:
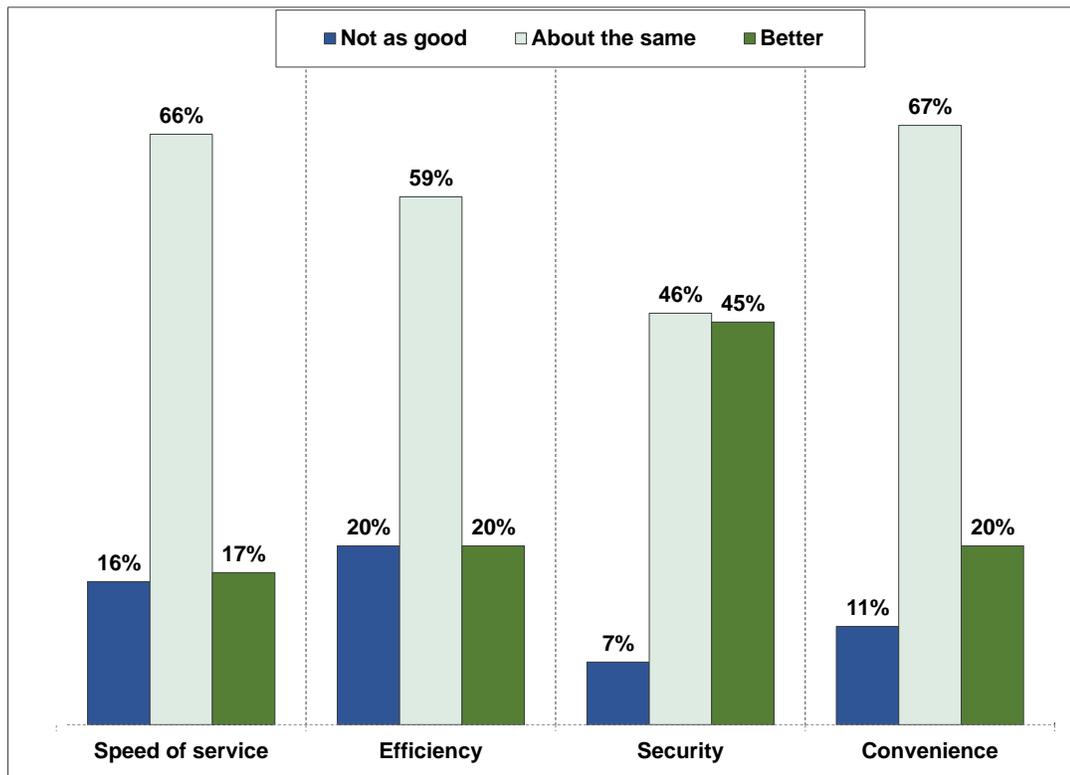

Figure 8: Comparison of Utah.gov to other methods of accessing state government *(Number responding* = 374)

Respondents expect the state's website to be about the same as or better than other internet websites they visit in regards to speed, efficiency, convenience, and security. In fact, 45 percent of respondents say that government sites should have better security than other sites.

Interviewers noted that it was difficult for some to make the comparison between a government website and other websites because of their limited interaction with Utah.gov.

Significant findings include:

- Men were much more likely to say that they expect/assume efficiency to be "not as good" as other sites (24% men compared to 15% of women); they also expect security will be "not as good" (10% of men compared to 4% of women).
- Younger respondents (18-24) were more likely to expect that convenience is "not as good" on a government site (24% versus 4-18% of other groups); the oldest respondents were more likely to think the government site would be better: 65-74 (39%) & over 75 (32%) versus 0-23 percent among other age groups.
- More educated respondents were more likely to think speed of service would be "not as good" (graduate degree 27% versus 0-16% among other groups), similarly they felt

efficiency would be "not as good" (graduate degree 34%, 4-year degree 20%, other groups 0-16%). They were also less likely than other groups to expect government sites to have better security (37% of graduate degree said "better", while 53% of 4-year degree recipients, and 0-48% of other groups)

- More frequent users (one or more times per month) were more likely to say that they expect the speed of service to be "not as good" (19%) compared to those that have used it a few times in the last year (16%) and those that have used it only once (4%); however, frequent users also expected government sites to be more efficient ("better") (27% versus 17% and 12% for the other groups) and also expected government sites to have better security (54% versus 44% and 21% for the other groups). The most frequent users also had the highest expectations for convenience to be better than other sites (29% compared to 18% and 8% among other groups).

Likelihood to Recommend Utah.gov

Question: How likely are you to recommend Utah.gov to friends and family who need to interact with the state using a 0-10 scale with 0 meaning "not at all likely" and 10 meaning "very likely?"
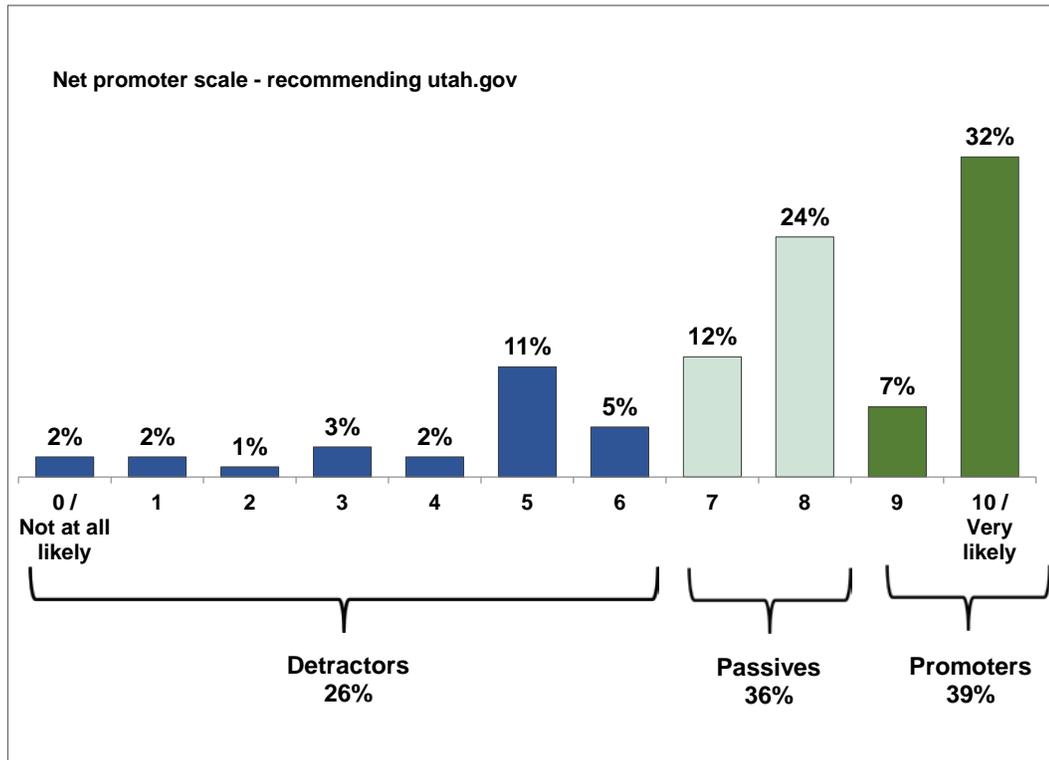
Figure 9: Percent likely to recommend Utah.gov to others. Percentages add to more than 100% due to rounding. (Number responding = 373)

A 0-10 Net Promoter scale was used to measure how likely current users are to recommend the Utah.gov site to others. Results from this scale are divided into three standard categories:

> Promoters (9-10 on scale): those likely to actually recommend the site
> Passives (7-8 on scale): less enthusiastic about site and recommending it
> Detractors (0-6 on scale): not likely to recommend, may even speak negatively about the site

Four of ten respondents are very likely to recommend Utah.gov to others and another 36 percent say they will recommend the site but are less enthusiastic. Individuals less likely to promote Utah.gov use the site less often.

Interviewers noted that several respondents commented while responding to this question. Two comments reflect those made by many:

> *"Yeah, now I would recommend it – now that I know what things are there."*

> *"I'd recommend it for what I use it for."*

Significant findings include:

- More frequent users (one or more times per month) say they are very likely to recommend the site than those using the site a few times in the past year (37%) and once a year users (14%).
- Younger users (18-24) are much less likely to recommend Utah.gov (6%) compared to all other age groups (between 39-51%).

IMPROVEMENTS

Suggested New Applications and Changes

Question: Thinking about Utah.gov, are there any applications or services you would like to see added? (UNAIDED)

Table 3: Suggested new applications and changes (Number responding = 611)	
More information (events, weather, traffic, general)	4%
Legislative / voter information and services	2%
Dept. of Motor Vehicles services	2%
Make it more user-friendly	2%
Tax services	2%
Other (miscellaneous suggestions)	2%
Healthcare / Medicaid / Social Security	1%
Education related	1%
Nothing	66%
Don't know / no answer	19%

Few respondents were able to suggest an application or service to be added to the website. A number of responses were services already available on Utah.gov. This is likely due to the fact that many Utahns are not aware of what is currently available on the site.

A sample of respondent comments is in Appendix C, page 51.

APPENDIX A

Demographic Profile of Utah Survey Respondents

Demographic Profile of Survey Respondents

The following graphs provide a general profile of the 611 respondents participating in the survey.
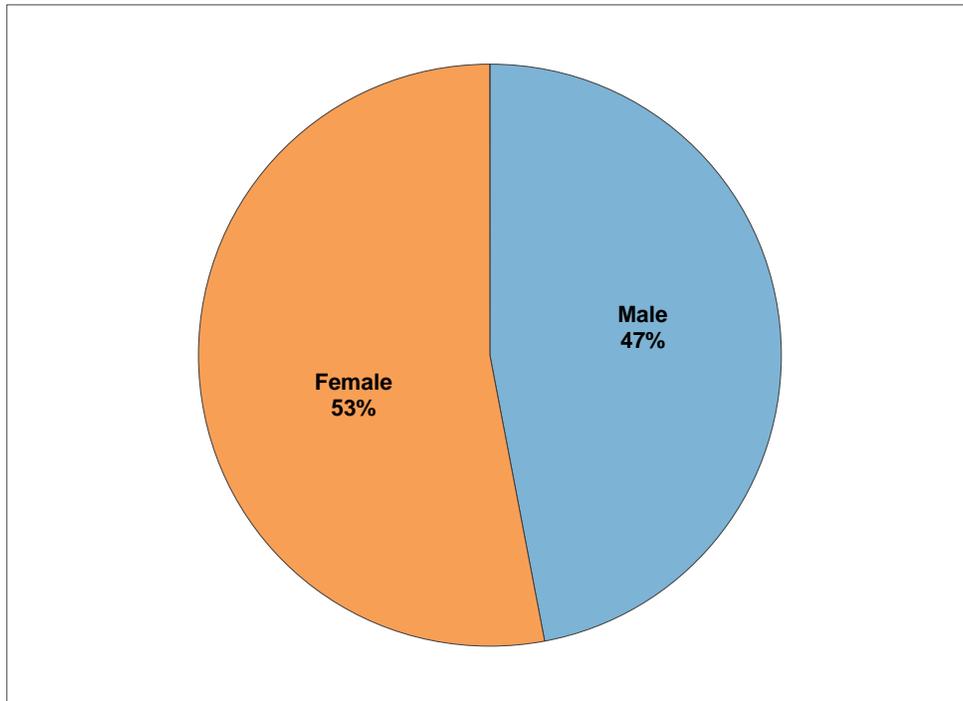
Figure 10: Gender of survey participants
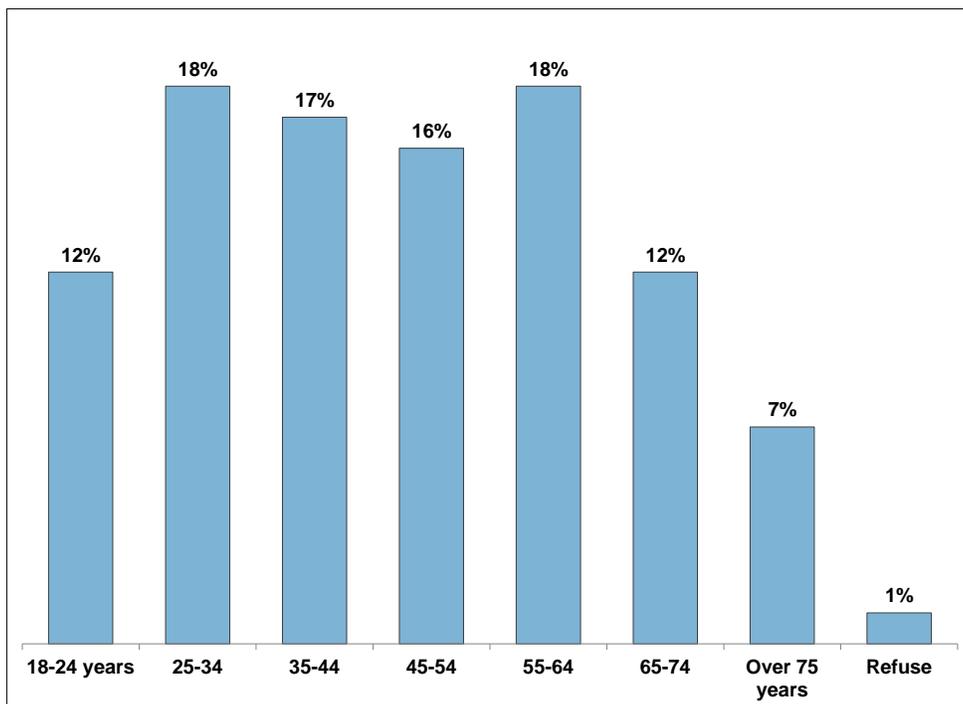
Figure 11: Age category of survey participants
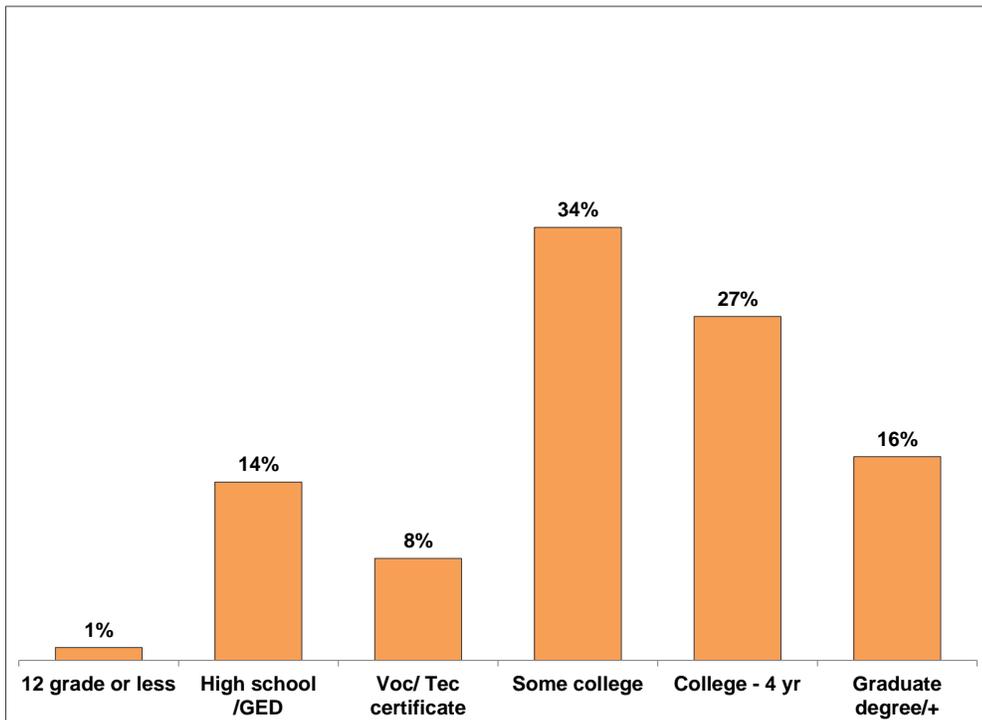
Figure 12: Level of education of survey participants
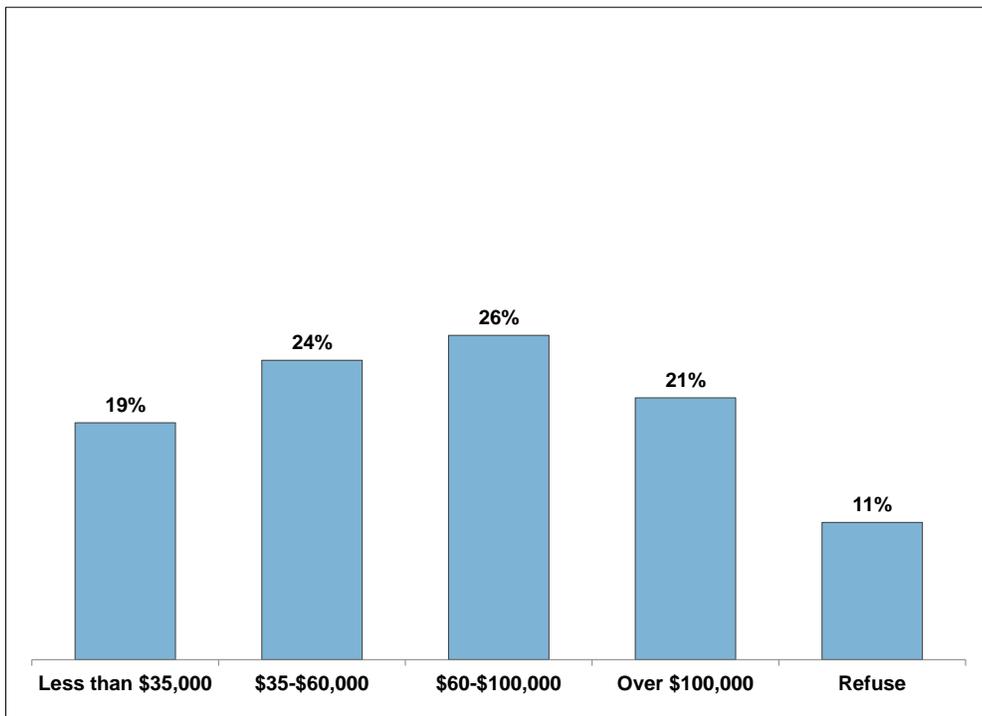
Figure 13: Approximate annual family income category of survey participants

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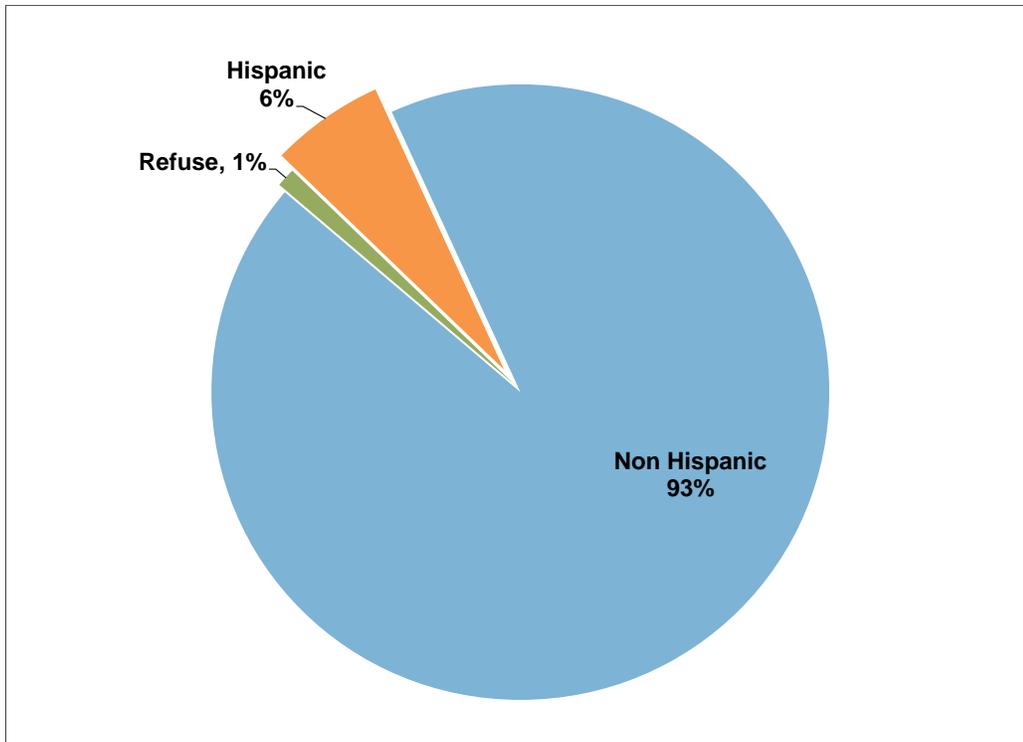
Figure 14: Ethnicity – Hispanic/Latino of survey participants
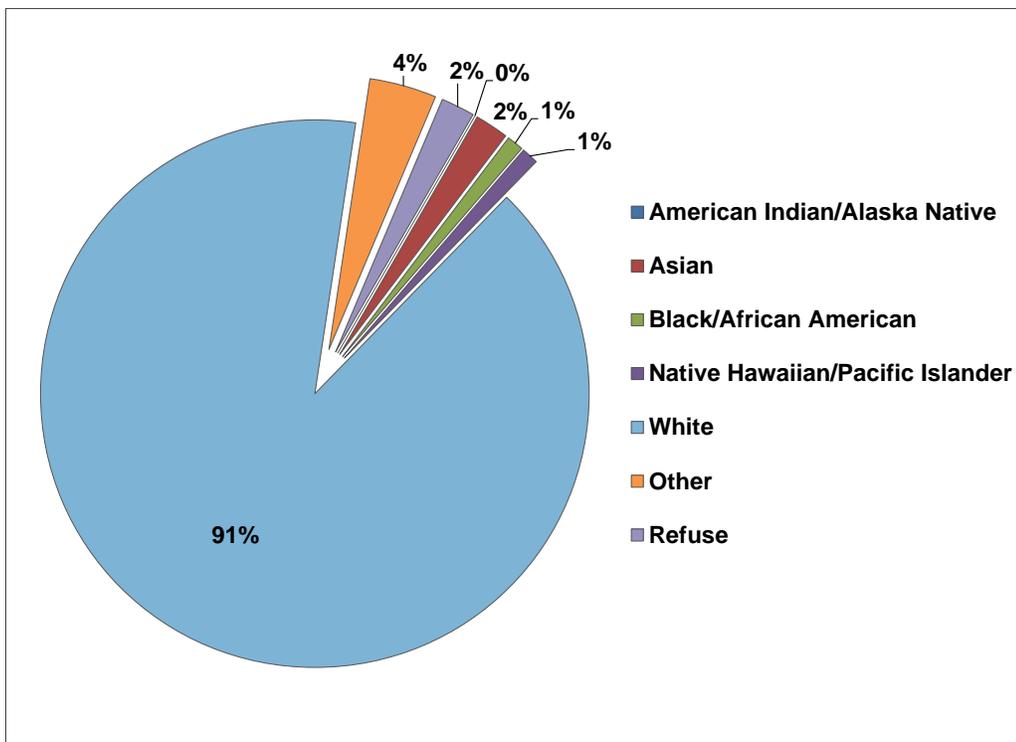
Figure 15: Race of survey participants
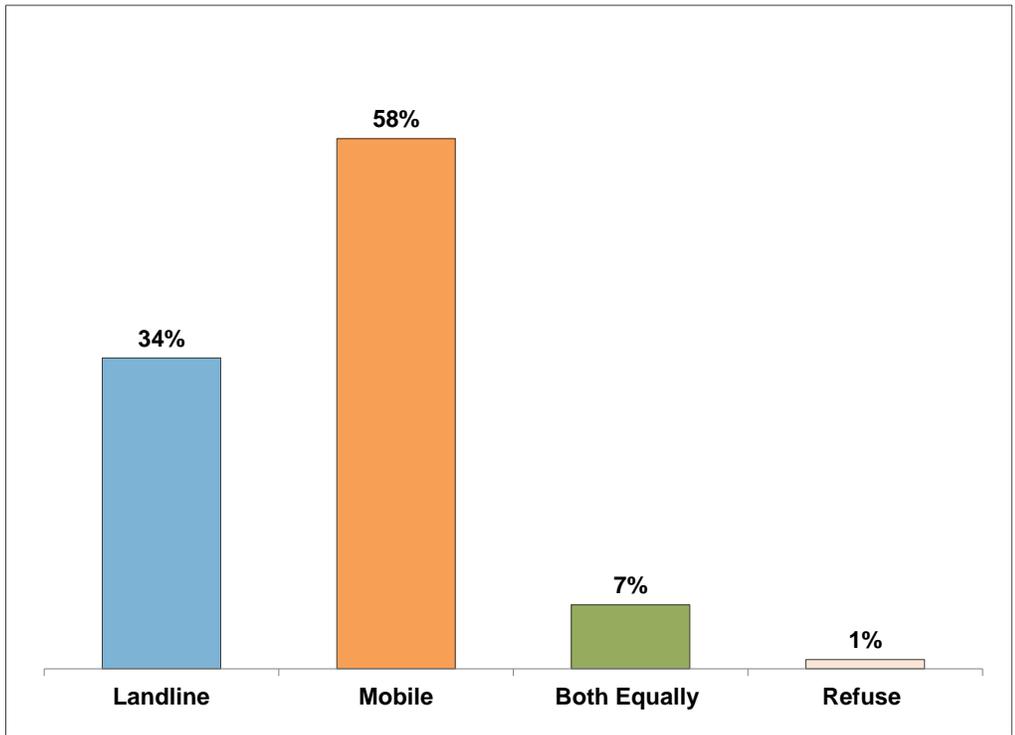
Figure 16: Primary phone line – landline or mobile phone of participants
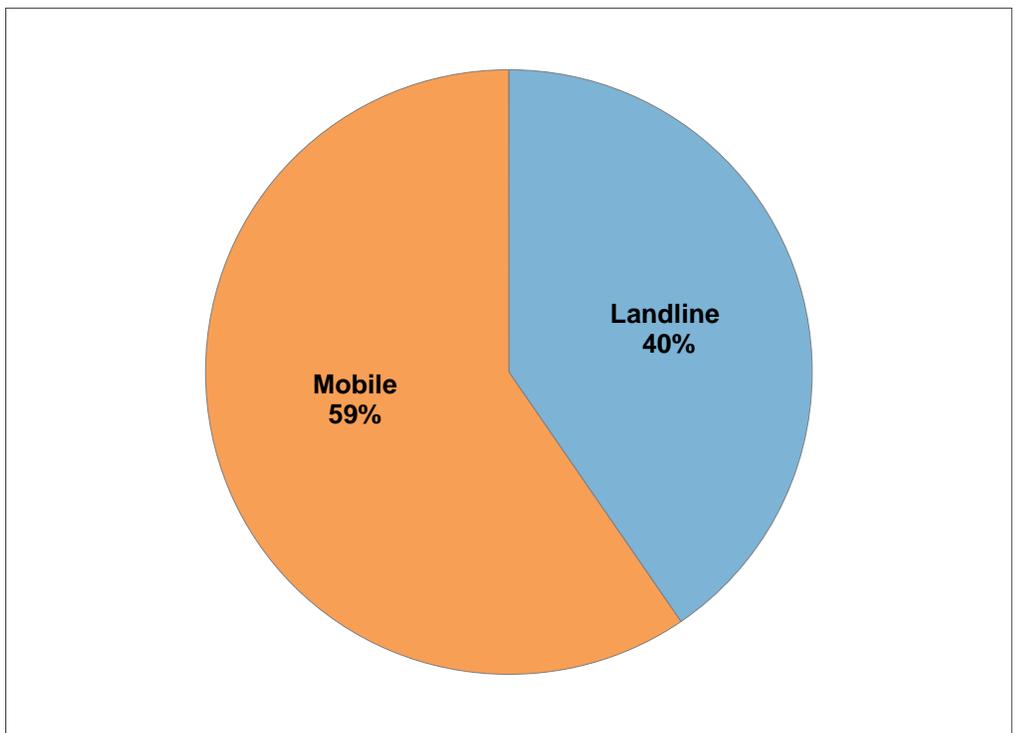
Figure 17: Use of land line or mobile phone to conduct interview

APPENDIX B

Questionnaire with Results

Utah.gov Resident Survey Results

Sample size: 611 interviews
Fieldwork: December 2014
Error: +/- 4.0% (Total data)

Hello. I'm _____ calling on behalf of the University of Utah. We are conducting a short survey regarding the state of Utah's website, speaking with both those who use and those who do NOT use the website [and services]. The survey will take approximately seven minutes.

[If mobile phone call – ask: Are you in a safe place where you can speak freely?]

(SCREENING SECTION)

What is your county of residence?
　　　(Number responding = 611)

Beaver	<1%	Iron	1%	Sevier	1%
Box Elder	2%	Juab	<1%	Summit	1%
Cache	4%	Kane	<1%	Tooele	2%
Carbon	1%	Millard	1%	Uintah	1%
Daggett	0%	Morgan	<1%	Utah	20%
Davis	11%	Piute	<1%	Washington	5%
Duchesne	1%	Rich	<1%	Wayne	0%
Emery	<1%	Salt Lake	37%	Wasatch	1%
Garfield	<1%	San Juan	<1%	Weber	8%
Grand	<1%	Sanpete	1%		

1. Are you a current resident of Utah? And are you age 18 or older?

　　　　　Yes　　[Continue]
　　　　　No　　[Thank & terminate]

Several questions in the survey regard the internet, so let me ask first…

2. Do you have access to the internet for personal use?

　　　　　Yes
　　　　　No [Thank & terminate]
　　　　　Refuse [DO NOT READ; terminate]

(FAMILIARITY SECTION)

[UTAH.GOV DESCRIPTION] As you may know, the state of Utah has an official website called Utah.gov. It contains information on state government resources and offers services for citizens. Some of the most frequently used services include:

- Vehicle registration

- Fishing and hunting licenses

- Online voter registration

- Campground reservations

- Unemployment claims

- Income tax filing

    (OTHER IF NEEDED: Vital records – birth, marriage certificates, driver's license renewal, professional license renewals)

3. How familiar would you say you are with the state's website, Utah.gov, using a 1-5 scale with one meaning 'not at all familiar' and five meaning you are 'very familiar?'

    (Number responding = 611)

Not at all Familiar				Very Familiar	Don't know	Mean (1-5)
1	2	3	4	5		
23%	26%	27%	13%	11%	<0%	2.63

(USER SECTION)

4. During the last 12 months, estimate how frequently you used the Internet to access Utah.gov?

    (Number responding = 611)

One or more times a month	18%
A few times in past year	39%
One time in past year	18%
Have not used in past year	6%
Have never used/accessed the website	18%
Don't know (DO NOT READ)	<1%
Refuse (DONOT READ)	0%

IF USE UTAH.GOV ONE OR MORE TIMES PER YEAR CONTINUE.

IF NOT USED IN LAST YEAR OR NEVER – SKIP TO QUESTION 8

(UTAH.GOV USER SECTION)

5. Thinking about the last time that you accessed Utah.gov - what was the purpose? (UNAIDED)
    (Number responding = 373)

Vehicle Registration (DMV, registration, title, plates, etc.)	32%
Camping / hunting / fishing information	13%
Voting / legislative information	11%
Driver's License / renewal of license	8%
Dept. of Workforce Services / job search / food stamps	8%
Taxes	6%
Other – for information	3%
Medicaid / health care	2%
Business license / professional license	3%
Legal	2%
Use for work	3%
Entity search	1%
Other - miscellaneous	5%
Don't know / no answer	3%

(SATISFACTION SECTION – UTAH.GOV USERS)

6. Thinking about your overall impressions of Utah.gov - whether to get information or use its online services - please rate your agreement with the following statements. Use a 1-5 scale with one meaning you "strongly disagree" and five meaning you "strongly agree" with the statement.

    (Number responding = 374)

	Strongly Disagree	Somewhat Disagree	(Neutral)	Somewhat Agree	Strongly Agree	Don't Know	Mean (1-5)
Overall I am satisfied with the Utah.gov website:	1%	4%	16%	40%	40%	0%	4.14
Utah.gov is easy to use	2%	5%	21%	38%	33%	1%	3.96
I feel confident that my information is secure on Utah.gov.	3%	7%	21%	31%	37%	1%	3.93
Utah.gov is reliable – it is available when needed and works as expected.	1%	2%	15%	35%	46%	1%	4.24
Utah.gov is a good service that government is providing.	1%	2%	10%	31%	56%	1%	4.41
I expect Utah to continue to improve the Utah.gov website by providing more online services and information for citizens.	1%	2%	19%	26%	49%	1%	4.21

7. Using a 1-5 scale with one meaning "definitely not" and five "definitely [does]", When you consider conducting services on Utah.gov versus conducting those same services by phone, mail, or in-person at a government office, would you say Utah.gov…?

(Number responding = 374)

	Definitely Not	Probably Not	(Neutral)	Probably	Definitely	Don't Know	Mean (1-5)
Saves me time	2%	4%	10%	23%	62%	1%	4.41
Saves me money	6%	6%	26%	23%	37%	3%	3.81
Less hassle for me	2%	4%	12%	27%	55%	1%	4.30

8. The next question compares government websites to other websites to do things like shop online, participate in social media, get news, or follow sports. In general, do you expect or assume government websites will be better, about the same as, or not as good as other websites in the following aspects (READ OPTIONS)?
(Number responding = 374)

	Not as Good	About the Same	Better	Don't know
Speed of service	16%	66%	17%	1%
Efficiency	20%	59%	20%	1%
Security	7%	46%	45%	2%
Convenience	11%	67%	20%	1%

9. How likely are you to recommend Utah.gov to friends and family who needed to interact with the state using a 0-10 scale with zero meaning not at all likely and ten meaning very likely?

(Number responding = 373)

Not at all Likely 0	1	2	3	4	5	6	7	8	9	Very Likely 10	Don't know	Mean (0-10)
2%	2%	1%	3%	2%	11%	5%	12%	24%	7%	32%	<1%	7.59

Promoter Score – 0-10 Scale

Promoters (9-10): loyal enthusiasts – will use and refer others	39%
Passives (7-8): satisfied by less enthusiastic	36%
Detractors (0-6): little enthusiasm – may be negative	26%

Percentages add to more than 100% due to rounding

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(NON-USER AND INFREQUENT USER SECTION)

10. [NON-USER] For each of the following, please tell me if it describes why you haven't used Utah.gov [INFREQUENT USER] … more often?

(Number responding = 237)

	Yes
Information or services I need are not offered	15%
I do not have good access to the Internet (unreliable access)	8%
I am unfamiliar with Utah.gov	61%
I prefer personal contact to get what I need or want	53%
I do not use Utah.gov because of concerns about protection and security of online data	11%
I have no need	(NA)
The website is difficult to use – (tried)	(NA)
Other (SPECIFY)	(NA)

(ALL RESPONDENTS)

11. [USER] What would encourage you to use Utah.gov more often? [NON & INFREQUENT USERS] What would encourage you to use Utah.gov?

(UNAIDED – MULTIPLE RESPONSES POSSIBLE)

	User	Non-User
(Number responding)	*(373)*	*(237)*
Only if there was a need	26%	38%
Ease of use	18%	3%
Being more knowledgeable about it	14%	24%
Added services / more information provided	10%	4%
Would use / already use	20%	3%
Would not use	1%	12%
Other	6%	4%
Don't know / no answer	16%	16%

12. How likely are you to use Utah.gov in the future? Please rate on a 1-5 scale with one meaning not at all likely and five meaning very likely.

(Number responding = 611)

Not at all Likely				Very Likely	Don't know	Mean (1-5)
8%	12%	16%	12%	52%	<1%	3.87

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13. Thinking about Utah.gov, are there any applications or services you would like to see added? (UNAIDED)

(Number responding = 611)

Nothing	66%
Information (general, events, weather, traffic)	4%
Legislative / Voter	2%
DMV services	2%
More user-friendly	2%
Tax services	2%
Other (miscellaneous)	2%
Healthcare / Medicaid / Social Security	1%
Education related	1%
Don't know / no answer	19%

(RESPONDENT DEMOGRAPHIC SECTION)

The final set of questions will help us analyze the survey information …
(Number responding = 611)

14. Gender (DO NOT ASK)

Male	47%
Female	53%

15. What is your age category?

18-24 years	12%
25-34	18%
35-44	17%
45-54	16%
55-64	18%
65-74	12%
Over 75 years	7%
Refuse (DO NOT READ)	1%

16. Which of the following describes your education?

Eleventh grade or less	1%
High school (includes GED)	14%
Vocational/Technical certificate	8%
Some college (not Bachelor's)	34%
College – 4-year degree	27%
Graduate degree	16%
Refuse (DO NOT READ)	1%

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17. Do you consider yourself to be Hispanic or Latino?

Yes (Hispanic or Latino)	6%
No (not Hispanic or Latino)	94%
Refuse (DO NOT READ)	1%

18. Which of the following best describes your race?

American Indian or Alaska Native	<1%
Asian	2%
Black or African American	1%
Native Hawaiian or Other Pacific Islander	1%
White	91%
Other (DO NOT READ-SPECIFY)	4%
Refuse (DO NOT READ)	2%

19. And what is your approximate annual household income category?

Less than $35,000	19%
$35-$60,000	24%
$60-$100,000	26%
Over $100,000	21%
Refuse (DO NOT READ)	11%

20. Did we reach you today on a land line or mobile phone?

Landline	40%
Mobile	59%
Other (SPECIFY)	0%
Refuse (DO NOT READ)	1%

21. Finally, when you are at home, is your primary phone your landline or a mobile phone?

Landline	34%
Mobile	58%
Both equally	7%
Other (SPECIFY)	0%
Refuse (DO NOT READ)	1%

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APPENDIX C

Respondent Verbatim Comments

Question 5:   **(IF UTAH.GOV USER): Thinking about the last time that you accessed Utah.gov – what was the purpose?**

Respondent verbatim comments

Apply for Medicaid.

Browsing.

Business.

Camping / camping reservations.

Car registration.

Check on hunting license, season, and regulations.

Check on the fish stock reports.

Check the department of insurance and checking for passes.

Child support.

Claim eligibility for a patient.

Disability.

Division of Commerce, business license lookup.

Driver licenses.

DMV information for 16 year old driver.

Elk license.

Employee portal for state jobs.

Employee taxes.

Entity search.

File nanny taxes.

For work with the police department.

For work, employment reports.

Getting a copy of an employee's MPR.

Grade of my school.

Health insurance.

Hours of DMV or locations of DMV Office and pricing on renewing driver licenses.

Hunting and fishing licenses.

I am a nurse practitioner, so I am looking at the controlled substances database. I check that periodically.

I did use it to renew a business license.

I know my husband got a hunting license. We did file our state taxes online as well, and I think those are the only ones that come to mind. Never mind, I looked up the Utah State facts: the state bird, the state tree. That was on the website as well. Because I had to have it for a Boy Scout activity.

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Question 5: (IF UTAH.GOV USER): Thinking about the last time that you accessed Utah.gov – what was the purpose?

Respondent verbatim comments

I run a tax business so I go to the website often for tax research.

I was checking up on a legislative bill.

I was checking your EBT balance (food stamps).

I was looking for a kind of daycare, a government thing for daycare.

I was looking into changing a title over for a vehicle.

I was looking up Utah code.

I went on the division of environmental quality website to look up a service water charge permit for Park City.

I work for the government agency so I use it at work.

I'm a licensed school teacher and I also work in healthcare, so I used it to help someone sign up for Medicaid.

I'm on it right now.

Information of the voting ballot.

Inmate search at the Utah County Jail.

It was something to do with taxes, I was answering a letter they sent me about…actually I went on there to get an e mail address for the waiver, the apartment waivers that wave penalties and fees.

It was to pay the annual corporation fees to register with the state.

I was elected precinct chairman and was looking into the governor and getting people to vote.

Job search.

Look into candidates running for Senate and such this past election.

Looking for information on one of the government agencies.

Looking for wood cutting permit information.

Looking into business registration.

Looking up information on getting a Utah driver license and registering the car.

Motor vehicle registration.

New Hire filing report.

Our law office does personal injury, so our clients need all sorts of benefits.

Passport.

Purchasing Over-Sized Permit (Vehicle).

Register my son to vote.

Registering to be a notary.

Remove registration to a car in my name.

Road conditions for winter.

Question 5: (IF UTAH.GOV USER): Thinking about the last time that you accessed Utah.gov – what was the purpose?

Respondent verbatim comments

Seeking jobs, unemployment, and Obamacare.

Sign up for unemployment.

Taxes.

The WICK program.

The wildlife website looking for information on species.

Timesheet entry.

To check MyCase.

To find my voting precinct.

To find some tourist places.

To find some training in emergency management.

To find the owner of a company who's the principal of a corporation.

To get a telephone number of a government employee.

To locate a phone number for one of our senator's offices in Washington DC.

To look at the candidates for voting.

To look up meteors in the state of Utah.

To look up the law.

To register for Social Security benefits.

Trying to look up Jordan River drainage and corporation paper work.

UDFI.

Utah's Art Council.

Water rights.

We just did the registration on my car.

We went on to find out where to vote but we could never find it. We were trying to get ballot information.

Weather.

Workforce Services.

.

Question 11: **(IF USER) – What would encourage you to use Utah.gov more often?**

Respondent verbatim comments

A class. Learning how to find what we were looking for.

A more user-friendly site.

A need, if I had a need.

Always making it easier to use would be something and probably more advertising by other medias. To make more people aware of what the website offers, especially older people.

An increased need to do so. Right now I don't really use it for much.

Anything that requires me to go through the state for me to access information. I've used it several times this month already. It's easier than calling people on the phone.

Apps for my phone.

Be more aware what the services are that are offered.

Being more computer literate.

Being younger and needing these services.

Better listings of what they do have.

Better navigation. It's very difficult to navigate the complexity of the organization.

Better, more accurate information.

Broader range of services.

Cash prizes, free stuff, and marketed more.

Continue to improve services.

Convenience. I would use it more because it provides convenience.

Demand for information.

Easier access as well as a better way of finding information I need.

Easier to search and find the information that you're looking for.

Easier to use and done by a private resource.

Find a way to simplify it. There's just too much there.

Friendlier front page interface.

Having a need for benefits.

Having the knowledge of knowing exactly what is on there and knowing what can be done online. I have a lot of kids and going anywhere with kids is hard. Doing anything online would save me time and hassle.

Having the need.

I can't think of anything that would. All the services they provide are there.

I do not know. I go to Utah.gov for voting and have not really searched to see what is in there.

I don't feel I have a particular need for it so I don't know.

I don't know what all the services are. I didn't know some of that stuff you read.

Question 11:   (IF USER) – What would encourage you to use Utah.gov more often?

Respondent verbatim comments

I don't know - convenience.

I don't know. I guess if I have tax issues I'd go there more often.

I don't know. I just go on there when I need to.

I don't know. I mean I just go there when I am looking for information. I don't go there for daily things or anything.

I don't know. I use FDA.gov all the time. It really depends on the need. I guess I would need to see more of a need to get on more often.

I don't know. I've used it for what I needed it for. I haven't found anything that wasn't available that I needed it to.

I don't know. More information about what is available.

I don't really know that there's anything necessarily, if I had a need for government services that might do it.

I don't really know. I just go for the services that are there.

I go there when needed so it is just based on need.

I guess I would need more things from the website.

I guess if I knew more about what was on there. I don't have to pay taxes very often. I don't have to register my car very often. I go there to learn about the national parks and camp grounds. Otherwise, I don't really have a purpose to go there. I might go there for education purposes. I'm not sure if the state is responsible for that education. I think through advertisement through classrooms, through billboards, I learn more and more about going there. I trust advertisement, has an authoritative presence and feels good.

I have it covered. I am old and have what I need.

I haven't driven for a couple years, maybe for driving. I've only used it for jobs.

I just don't need it more often.

I just need to become more familiar with it. I'm looking at it now and there's more to it than I remember seeing.

I only use it for business.

I only use it when I have to. Nothing really.

I think if I just thought about it more. It's not the first thing that comes to mind, so more recognition of it.

I think if it were more simple, easy to use, more intuitive. Better organized and if all of the features were more widely known. I only landed there because I had to print off something to fill out a form and it was hard to find that. I had to call the DMV to let me know the form number.

I think it's a good thing; it's just my lack of computer skills really.

I think it's just awareness. Better awareness.

I think just continue to increase the number of available services.

Question 11: (IF USER) – What would encourage you to use Utah.gov more often?

Respondent verbatim comments

I think just general information about things pertaining to Utah government.

I use it on a need base. Maybe if they gave away TRAX coupons.

I use it quite a bit already so I don't know.

I use it quite a bit for job searching so it's pretty helpful.

I use it to verify contractor licenses for contractor businesses and of course hunting and fishing. I'm a pretty frequent user.

I use it when I need it.

I would dread going to a government facility to do something like register my vehicle. I would much rather do that on line.

I'd have to trust the internet more than I do. My fear of identity theft or breach or confidential information.

If I can learn the computer better.

If I could speak to a real person on there. A live person.

If I felt really secure, not being information compromised.

If I had more need for it. I'm young and with my age I don't have too much a need for it right now.

If I had the need, I'd use it more often.

If I knew more about what it offered and what you can do with it. If it was advertised more on TV or billboards.

If I need anything I just get on and it is quick and fast.

If I needed to I just look up tax and car stuff.

If I thought it was more user-friendly.

If I was involved more with the government.

If I were to stay here for a longer period of time.

If it was a little easier to navigate.

If it was easier to access - more user friendly.

If it was state of the art. Up to current state technology.

If it were a little easier to navigate and a little faster. The first time I went on for the election looking for candidate files I felt that I needed to dig a little. The second time I found them easier, that was good.

If it were simpler to use.

If more employers used the 'jobs' part of the website.

If the links were easier to navigate. I have a hard time finding what I need and getting the exact answer.

If the new healthcare in Utah is on there.

If they have services that I need on a more regular basis.

Question 11:   (IF USER) – What would encourage you to use Utah.gov more often?

Respondent verbatim comments

If they simplified the job searching part of the website. The site is harder to use now after they've tried to simplify it.

If when I got done, everything worked the way it was supposed to.

It already offers a lot of information and is a good resource.

It would be a source that I would use if it was something I thought was available online. Knowledge that it satisfies my needs.

It would depend on what I needed it for. I don't really need to get on there a lot. Maybe to find you jobs.

I've only had one thing I wasn't able to do on there that I wanted to do and it was I needed to get a copy of a title for my vehicle and you can't do that online. So services like that you can't do online.

Job search.

Just a greater awareness of more things that I could utilize.

Just having experiences with it.

Just if I had more of a need to. I only really get on there, I'm a contractor so I do my licensing and stuff through them, but if I had more of a need I would.

Less services required to be done in person. A lot of the things that I try to do need to be done in person.

Like I said I usually only use on the hunting and stuff like that. So I'm not really sure.

Mailer reminders. Some type of reminder.

Make it so it works. It's very unorganized. You have to search around forever to get where you want to go.

Make it voice command. But I still want to talk to a person when I need to.

Maybe an easier way to get to their website, like a toolbar or something.

Maybe if it was more reliable.

Maybe to make it less wordy and more visually appealing. Not as boring.

Money savings.

More advertising of services.

More features.

More hunting and fishing information.

More hunts during the year. I use it to hunt and get my fishing license, and for my car registration. I don't know. Maybe more about events going on around the state.

More instructions.

More secure.

More situations to use it. I will go looking for it more when I have more reasons to do it like going camping more and go to the state parks. Motor vehicles are the other big reason I use it.

Question 11: **(IF USER) – What would encourage you to use Utah.gov more often?**

Respondent verbatim comments

Nothing, I use it whenever I need it. Maybe adding more services and making them more interactive. Having the website contact me when I need a renewal rather than waiting for a piece of paper in the mail.

Now that I know about it, I will use it more often.

Recreational purposes.

Remembering that it's there.

Renewing your driver's license. Renew and print off your hunting license stuff and buy game tags right on there as opposed to having to go to a store.

Secure user-friendly website.

The immunization part of it being a little easier to access.

It meets my need for what I am looking at. It has significantly improved over the last 12 years that I have used it. I used to use it a lot on legislative initiatives.

To have it more right off the bat explanatory for a lay person - a new person on a computer,. Knowing how to get a website address and a password and how pertinent it is to save a password and the next button to press, so they can have a specific map sent to them maybe by mail so they can read it like instructions to build a model airplane.

Visual reminders.

Well, for the state income tax, there are some holes. Trying to get previous years information was very difficult, I did not like that.

When I was checking on laws, it was difficult to find and the language was hard to understand. Being able to find the laws and being able to understand them with clear language.

Question 11: **(IF UTAH.GOV NON-USER) What would encourage you to use Utah.gov?**

Respondent verbatim comments

A computer.

A particular need. As far as I know I haven't used it because I haven't had a need for it. I wouldn't hesitate if that's the website I had to go to based on a search of what I needed to do.

A reason to get on.

A tutorial of what's on it.

Awareness of what's on the website, other than government information. Also if there was less text, and more pictures or icons it would be a faster read.

Being a little more familiar with it and exposure.

Better a better explanation of what it offers.

Education. At my age, I'm 72, and it's the way I do my stuff. Pencil, and a piece of paper, I never got into it.

Everything we can use, we do use. I guess I'm just not familiar enough with it.

Find something I need to look up on there, I will. I haven't had the need at the moment.

I am interested in "Continuing Education for seniors." I would probably like to find out more about that.

I am just not good with computers and do not get on line much.

I did like the commercials and I was planning on using it but have not gotten around to it.

I don't feel my personal computer is secure enough to warrant using other than looking at data or whatever. I'm not going to use it to put personal information online.

I don't know if there really is anything. I just like to talk to people more than type on a computer.

I guess I didn't realize it offered so much. I've registered cars there before.

I guessed if they closed the mail down, I would probably use it.

I have no need for it.

I have to go places to do things anyway; it's more trouble to do it online.

I honestly don't know. More knowledge about it I guess.

I just don't have a need for it right now. I think it would just be a need - a need for it.

I just don't need any of the services on a regular basis.

I just really am not into using the computer. The more familiar I get with it the more I probably will use it.

I'd rather talk to an individual.

If I needed it more. I use it for the deer hunt.

If I needed to get a hunting or fishing license.

If I used the computer more.

If I was looking for something I needed on the website I would use it.

If I were younger.

Question 11:   (IF UTAH.GOV NON-USER) What would encourage you to use Utah.gov?

If they had resources to libraries of residents and family history.

If they had services I would use, I would have to find out if they have services I need would, I use it more.

If was more familiar with my computer.

Just more awareness of what is available there.

Just the demand of use to perform certain functions such as registration.

I think that if I needed something, I would do what I needed to do to figure it out. Other than those two purposes that's the only time I needed to use it. Two renew my nursing license and there's some stuff I needed to do to renew my driver's license.

Just when I need it.

Know how to use the computer better.

Knowing about it. We just moved here a year ago.

Knowing about it. Like advertisements or anything like that would be helpful.

More coverage and a more friendly website.

More knowledge, knowing more about it, because I didn't know of all the things it offered.

More need for it and the searching part.

My son is looking for a job and that might be a good place for him to start.

Nothing really. I just as soon go to Provo to the court house and take care of my business.

Nothing really. I like the face-to-face interaction. I think that technology has ruined that in society.

Probably finding out what was on there and if it was relevant to my needs.

Probably just a need. If I had a need, I would use it, like my license renewal. If I have a need, I use it.

There is not really anything unless it pertains to state that I need on there.

User-friendly.

Wanting information in voting and needing to deal with the DLD (Driver's license).

What you're doing right now is making me curious. I just never got onto it because I never have.

Question 13: **Thinking about Utah.gov, what applications or services you would like to see added?**

Respondent verbatim comments

A form to communicate with our state legislature and the governor's office.

A more diverse understanding of cultural differences.

A section for when you are new to the state as a new resident. I think that would be helpful.

A section to complain about UDOT problems.

A step-by-step explanatory divorce procedure for women that are in place of domestic violence or separation that they can go through the procedures of getting divorced if they have to and they don't have to rely on anyone else but can do it for themselves. Also medical services available for single mothers and children, their children, how they can get on and get their children and them taken care of physically and mentally and with their dental and they can do that online and not have to go through a third party because it's very stressful for them to have to go through a third party and not have to have that interaction during that stressful time in their life, or they can get on and share with other women and each share a job and share child care you know with a group in their area and maybe rides where they're more connected with other women going through the same situation and it's just proximity based.

Addresses.

Adopt-a-pet services. We have so many shelters. Something like that. Adopt a horse program.

Aging resources, which may already be there?

An easier state tax filing system.

At this time I can't think of any.

Can't think of any. It really stands out as one of the very best state websites.

Changing my address on my commercial driver's license.

Chat would be nice.

Community bulletin boards like posting places (chat rooms).

Daycare locations.

Do they do weather and different reports for like recreational notices? - More information about recreation. More information about what's going on with businesses in the state.

Don't think I know enough about it to give a good response.

Driver's license renewal would be cool. Maybe voting.

Driver's license renewal.

Family resources, things going around in the community.

Filing taxes for Utah taxes.

Healthcare.

I can't remember, I've gone into the Department of Corrections before but I'm not sure if that is part of it.

I don't even know what services are available, but I hope they keep the driver's license renewal. I think it would be nice if veterans could put appointments for medical things online.

Question 13:   Thinking about Utah.gov, what applications or services you would like to see added?

Respondent verbatim comments

I don't know if there are service opportunities on it, but if it would be good to have a posting area for service things people can do.

I don't know what they currently do so I really can't say what I'd like added.

I like to see service for health insurance because you have plans where we are not covered and we don't have insurance to be covered. My job is temporary and it doesn't cover and I can't afford $300. There is no way for me to talk to someone to know what is best for me. I'd like something for consumer protection.

I really can't give anything because I haven't noticed what's there.

I think it would be good if they had more for like education in Utah.

I think it's good.

I think they have everything that we need so far.

I was looking for information on recycling. It's kind of convoluted. It would be nice if there was one place on Utah.gov to describe how it works.

I wish that the application processes could be more efficient by using the online. I still feel like you can use the online service but you still have to use some form. It would be nice if there was a stream-lining effect.

I wondered about campground day passes and stuff like that.

I would like greater access to know about like child safety, booster seats, and things like that for the car. It was a little unclear to me. Child restraint, I guess.

I would like more of the government stuff online, like archives. Just more content.

I would like to know exactly what the services are or a list of the services.

I would like to see actual voting take place online. Not just registration but voting.

I would like to see more on there about educational issues, I work with a preschool. We have a lot of people who need more access to state services with issues for their children, for their speech, or health. That's a hard one. Can't find it very easily.

I would like to see on the UDOT site. I would love to see them using streaming cameras and real-time traffic information. It is very useful.

I wouldn't even know what to ask for...Easier login.

I'd like to see more information regarding senior citizens.

If there's any app that can be downloaded on the phone, I'm not aware of that, but it's very convenient for me to get on the laptop and look at the website.

I'm not familiar with it enough to know what's missing. I just use it as a vehicle to pay my taxes.

I'm not quite sure, I'd like more about that state government and things I can do as an individual, information like that.

In reality it's got everything I expect of it. I haven't run into anything where I'll say, "I wish I could do that from there." I'd say it's in a good spot.

Information about mass meetings, town hall meetings, and meet the candidate meetings.

Intervention for anyone who has put in services, support groups for veterans.

Question 13:   Thinking about Utah.gov, what applications or services you would like to see added?

Respondent verbatim comments

It may be there, but I think I'd like to see something more regarding things having to do with people retiring. Like more on Medicare. More on long term insurance that applies to retired folks. So in general, things that pertain to people about to retire.

It would be fantastic if I could look at certain notices they send me on my phone.

It would have to be related to criminal activity or code enforcement. What's going on in my neighborhood and what the government is doing about it.

It's currently difficult to find things for example, changing an address is a pain. It would be nice if that was easier to find.

Learning both sides of every issue about each person who is running for office. Also, learning more about government banking.

Like that vehicle thing, rather than having to go to the DMV. Like being able to get a title for your vehicle on there, you can't do that.

Look up doctor's records, ratings or something like that. You should be able to look up if doctors have had complaints filed against them.

Maybe expansion of Driver License Division services.

Maybe some promotional deals for state owned or county owned golf courses.

More efficient stuff I guess.

More information about the legislators and legislative bills, information about the state budget.

More polling information.

More security.

More to do with state taxes, better help there.

Music festivals or any artistic offerings.

My husband might have some, but I don't. I'm just not that knowledgeable.

Names and contacts of people within the various departments. Like some of the idiots proposing some of the hunting laws. A place to voice your opinions.

No, but I'd like to see their camping site one improved.

No I can't think of any.

No I think that all my business is doable on the computer.

No it's got everything I need.

No just I'm concerned about camping and campsites and stuff.

No. That's because I don't use it that much, so I don't know.

Not anything in particular. Whenever there is a state requirement, there needs to be an online application available.

Not at the top of my head.

Not familiar enough with it to know.

Paying tickets/fines online. Court papers.

Question 13:   Thinking about Utah.gov, what applications or services you would like to see added?

Respondent verbatim comments

Professional license renewal.

Renewing driver licenses and hunting license and tags.

Resources to libraries of residents, and family history.

Scholarships.

Shopping.

Some of my rankings were lower because I found the Motor Vehicles website was not detailed enough.

Somebody who knows how to figure out these claims for Social Security.

Something that actually shows you the structure. That's the biggest problem in government, it's huge. You need a tree or something to explain how things work and are organized. Sometimes you like to find a person's name that operates that part of the state government.

Something that would make the laws clear and easier to learn. Legal language is hard to understand. And it was difficult to find.

Something to do with renewing a driver license.

Tax returns.

Taxes.

The internet is too chaotic and I had an identity theft and I will not use it.

The reservation fee on state parks reservations.

Turbo-Tax, I don't know.

UDOT something, Weather conditions.

Updates on environmental issues and issues of concerned residents in general. Access to emailing the governor or other state officials.

Voting polling place for the districts where you can go vote.

When I was searching for information on the voting ballot...I'd like an easy to find list of information about voting, especially the amendments.

With the contact information, it would be nice to have an option to call without getting the machine.

Some educational stuff for children. Give them a tutoring type site - they can go there for different subjects.

More fishing license information and driver license renewals.

More personal phone service, good customer service by phone.

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