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Smarter eGovernment:

The Benefits of Online Services for Indiana Businesses

REPORT

Fall 2013



**Table of Contents**

[Survey Highlights 1](#_TOC_250006)

[Methodology 2](#_TOC_250005)

Survey Findings - Graphs

[Overall Rating of IN.gov 4](#_TOC_250004)

[Preferred Method of Conducting Transactions 6](#_TOC_250003)

Ratings of IN.gov on Online Attributes 7

[Attitudes toward IN.gov and Doing Business in Indiana 12](#_TOC_250002)

[Financial Impact of eGovernment Services 16](#_TOC_250001)

[Business Expansion 17](#_TOC_250000)

Additional Respondent Suggestions & Comments 19

Desired New Applications and Changes 20

Appendix A: Demographic Profile of Indiana Business Respondents 21

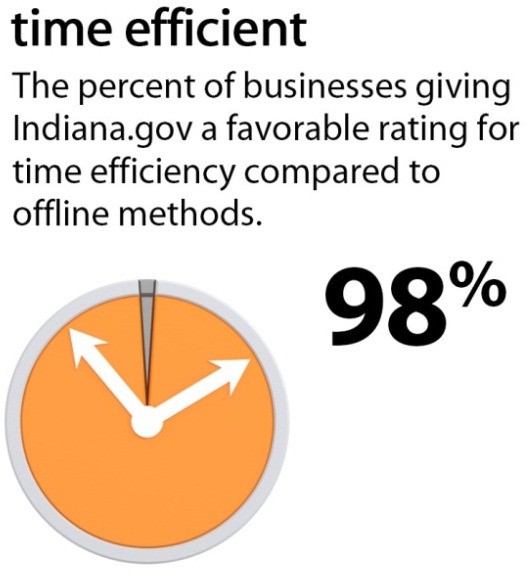
Appendix B: Questionnaires with Frequency Results 24

Appendix C: Respondent Verbatim Comments 31

Appendix D: Additional notes on survey analysis methodology and outcomes 49

# Survey Highlights

In 1995, Indiana began providing eGovernment services to the state’s citizens and businesses. Today IN.gov offers over 160 online applications and is adding new services to the site regularly. Transactions that previously took hours or days by phone or in-person now take only minutes and are available 24 hours a day, seven days a week. Use of the IN.gov website continues to increase with 90 million visits last year and more than 300 million pages viewed. There are over 1,900 business subscribers currently using the site for their government transactions.

To gauge customer opinions and to better understand their needs, the Center for Public Policy & Administration at The University of Utah conducted a telephone survey of 500 IN.gov business subscribers.

Results of the study reveal high overall satisfaction with the online services IN.gov provides to its business subscribers. There is little question that IN.gov services improve time efficiency for businesses with 98% of respondents rating the service high for saving them time versus offline methods like mail, phone, or in-person visits to an agency. Customers also assign high ratings for IN.gov’s reliability (96%) and for its ease of use (93%)

The research shows 89% of business subscribers prefer conducting their business with government using an online format rather than other methods. And one-third of customers (35%) report their use of IN.gov to conduct transactions has had positive impact on their company’s

financial bottom line.

The majority of respondents (84%) views Indiana as a business-friendly state and claim IN.gov’s online business services reinforce that perception (80%). Eight of every nine subscribers say that it is easier to conduct business in the state because of the IN.gov services.

When given the opportunity to provide feedback to those who operate IN.gov’s eGovernment services, a variety of responses are given including both suggestions for improving the service, as well as praise for the system. One survey respondent described their experience with IN.gov this way:

*“I am very impressed with how user-friendly it is and it is a good tool to have. Also, it is much better than other states far and away”*

The State of Indiana in partnership with the Indiana Interactive, LLC is providing quality online services that make conducting business in the state faster and easier. As new services are added to meet evolving and diverse needs, Indiana businesses will continue to benefit from IN.gov.

# Methodology

The Center for Public Policy & Administration at the University of Utah was commissioned by NICUSA to conduct a research study of Indiana businesses subscribing to eGovernment services provided by Indiana Interactive, LLC.

## RESEARCH OBJECTIVES

Primary objectives of this research were to measure opinions and attitudes of IN.gov subscribers regarding eGovernment services in Indiana. Specific objectives were to:

* Measure how business subscribers rate IN.gov in providing the services they use
* Determine how they rate IN.gov services on various aspects of online services
* Evaluate respondents’ level of agreement with statements about conducting business in Indiana and IN.gov services.
* Determine the impact eGovernment has had on the financial bottom line of those businesses interviewed
* Identify how business subscribers have expanded operations in the previous three years and factors that contributed to their expansion
* Gather comments, suggestions, or questions for those operating online government services in Indiana
* Ascertain any applications or services business customers would like to see added to the current services offered in Indiana

## QUESTIONNAIRE

The Center for Public Policy & Administration developed the questionnaire in conjunction with Chris Neff, Vice President of Marketing at NICUSA Sloane Wright, General Manager, and Andrew Hoff, Director of Operations and Marketing at the Indiana Interactive, LLC.

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 better 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 as well as to detect any errors in the computer program. 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 Indiana Interactive subscribers throughout Indiana. The 500 interviews took place from September 2-17, 2013.

## SAMPLE

For the research, Indiana Interactive, LLC provided CPPA with a list approximately 1,900 business subscribers they service. CPPA randomly selected sample of 500 businesses to be contacted for

the research. Alternates were used to replace unavailable respondents, unusable phone numbers, and other non-participants. The research results only represent opinions and attitudes of Indiana Interactive subscribers and not all IN.gov business users. Screening questions ensured that respondents were actual users of IN.gov business services.

The tolerated margin of error for this survey is ±4.4% on results for the entire sample of 500 subscribers. The margin of error is lower than ±4.4% for many responses, while it increases for the responses of subgroups within the sample.

## 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 business 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. 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 customers of Indiana Interactive, LLC are included in the research. This means that generalizations cannot be made to all Indiana businesses. The results can only be generalized to IN.gov subscribers who use one or more of the services.
* Time—fieldwork or data collection is conducted in a limited time window; therefore, people who may not be available during the data collection period were excluded from the sample. Also, IN.gov was evaluated at a point in time, whereas changes and improvements are regularly made to eGovernment services.
* Budget—it’s simply too costly to reach everyone within the survey universe or to ask for opinions on every possible option or issue.

## 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, correlation matrices, and cross-tabulations.

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 business characteristics and responses to other questions. Apparent correlations with responses were tested for statistical significance at the 90% and 95% confidence levels. This means that if the sampling procedure was repeated many times, 95% of the time, the calculated interval would include the actual response if all people in the survey universe were polled.

The four appendices contain a demographic profile of respondents, the survey questionnaire with results, respondents’ verbatim comments and additional information on the survey analysis.

# Survey Findings

## OVERALL RATING OF IN.GOV

Question: “Overall, what rating would you give IN.gov for the online services it provides your business?”



Excellent

29%

Very good

47%

Good

21%

Fair

3%

Poor 1%

Figure 1: Rating of IN.gov services

Interesting findings include:

* + Subscribers that prefer to conduct government transactions online rather than offline are more likely to give IN.gov services an overall rating of very good or excellent (76% v. 65%).
  + Subscribers reporting a positive impact on their financial bottom line are more likely to give IN.gov services an overall rating of very good or excellent, compared to subscribers reporting a neutral or negative bottom line impact (80% v. 73%).
  + Female respondents are more likely than male respondents to give IN.gov services an overall rating of very good or excellent (77% v. 70%).
  + Respondents in lower age brackets are somewhat more likely than those in higher age brackets to give IN.gov services an overall rating of very good or excellent. Of adults 35 or younger, 78% gave a very good or excellent overall rating, compared to 75% of those ages 36 and above.

Question: [If fair or poor overall rating] “Why do you rate IN.gov as fair/poor?” [open-ended question with post survey categorization]

|  |  |  |
| --- | --- | --- |
| Website not user friendly  Website changed… | 16% | 74% |
| High price, expensive | 11% |  |
| Dissatisfied, general | 11% |  |
| Other | 5% |  |
| Website's poor appearance | 0% |  |
| Don't know | 0% |  |

Figure 2: Reason for IN.gov rating of poor or fair. Percentages are of

the 19 respondents who gave the lower rating and will not total 100 because respondents could provide multiple responses.

All verbatim comments are on page 32 in Appendix C.

## PREFERRED METHOD OF CONDUCTING TRANSACTIONS

Question: “Which is your preferred method to conduct government transactions for your business

– online or the offline methods such as telephone, in person at the government office and mail?”



Offline

Depends

Online

6%

4%

Definitely

72%

89%

Probably 17%

Figure 3: Preferred method for government transactions. Percentages do not

add to 100% due to rounding. Definitely offline and probably offline each received 3%.

Significant findings include:

* + Subscribers that did not expand in the past three years are more likely to prefer to conduct government transactions online compared to those that expanded recently (94% v. 89%).
  + Subscribers with very good and excellent overall ratings of IN.gov are more likely to prefer conducting government transactions online (91%) compared to subscribers with poor, fair or good overall ratings (85%).
  + Female respondents are more likely than male respondents to prefer to conduct government transactions online (92% v. 82%).
  + Respondents in lower age brackets are somewhat more likely than those in higher age brackets to prefer to conduct government transactions online. Of adults 35 or younger, 89% prefer to conduct government transactions online, compared to 91% of those ages 36 to 55. (The negative correlation between age and overall ratings for IN.gov is significant at the 90% level.)

Reasons for selecting the ‘depends’ response are listed verbatim on page 34 in Appendix C.

## RATINGS OF INDIANA eGOVERNMENT ON ONLINE ATTRIBUTES

Business subscribers were asked to rate IN.gov on several attributes based on their experience using the online services. A five- point rating scale was used for this set of performance questions with the response options being Poor (1), Fair (2), Good (3), Very Good (4), and Excellent (5). All aspects received above average ratings from respondents.

|  |  |
| --- | --- |
| **Mean Results for Performance on Five-point Rating Scale** | |
| **Performance Rating** | **Mean** |
| Speed of delivery | 4.21 |
| Reliability | 4.04 |
| Ease of use | 3.93 |
| Customer service | 3.81 |
| Reasonable fee | 3.61 |

While overall mean scores compare the

attributes against each other, the following charts and findings detail the responses given for each aspect including frequencies

Table 1 shows the mean score or “average” rating each aspect receives on the 5-point scale.

for each response and significant findings from the cross-tabulation of questions.

### Speed of delivery – IN.gov Performance Rating

Question: “How would you rate IN.gov on speed of delivery - that is fast turnaround, more efficient completion of an online transaction vs. offline?”

1% 0%

1%

41%

18%

Don't know

Poor Fair Good

Very good

Excellent

39%

Figure 4: Speed of delivery rating for IN.gov.

Significant findings include:

* + Of subscribers giving high overall ratings (very good or excellent) for IN.gov, 92% rate IN.gov’s speed of delivery highly (very good or excellent), compared to 48% of subscribers giving poor, fair or good overall ratings.
  + Subscribers that prefer to conduct government transactions online rather than offline are more likely to rate IN.gov’s speed of delivery as very good or excellent (83% v. 60%).
  + Subscribers reporting a positive financial bottom line impact from IN.gov services are more likely than those reporting a neutral or negative impact to rate IN.gov’s speed of delivery as very good or excellent (87% v. 79%).

### Reliability – IN.gov Performance Rating

Question: “How would you rate Indiana.gov on reliability?

1% 1%

2%

21%

34%

Poor

Fair Good

Very good Excellent

Don't know

41%

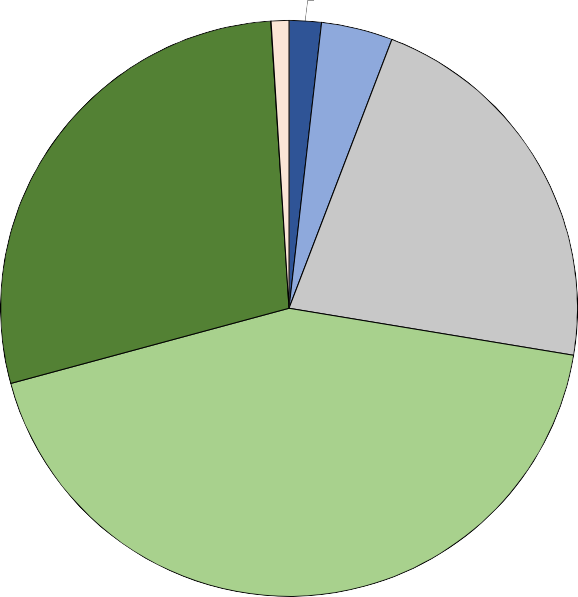
Figure 5: Reliability rating for IN.gov.

Significant findings include:

* + Of subscribers giving high overall ratings (very good or excellent) for IN.gov, 85% rate IN.gov’s reliability highly (very good or excellent), compared to 44% of subscribers giving poor, fair or good overall ratings.
  + Subscribers that prefer to conduct government transactions online rather than offline are more likely to rate IN.gov’s reliability as very good or excellent (76% v. 64%).
  + Subscribers reporting a positive financial bottom line impact from IN.gov services are more likely than those reporting a neutral or negative impact to rate IN.gov’s reliability as very good or excellent (80% v. 72%).

### Ease of use – IN.gov Performance Rating

Question: “How would you rate IN.gov on ease of use?”



1%

2%

4%

28%

22%

Poor

Fair Good

Very good Excellent Don't know

43%

Figure 6: Ease of use rating for IN.gov

Significant findings include:

* + Of subscribers giving high overall ratings (very good or excellent) for IN.gov, 84% rate IN.gov’s ease of use highly (very good or excellent), compared to 35% of subscribers giving poor, fair or good overall ratings.
  + Subscribers that prefer to conduct government transactions online rather than offline are more likely to rate IN.gov’s ease of use as very good or excellent (73% v. 60%).

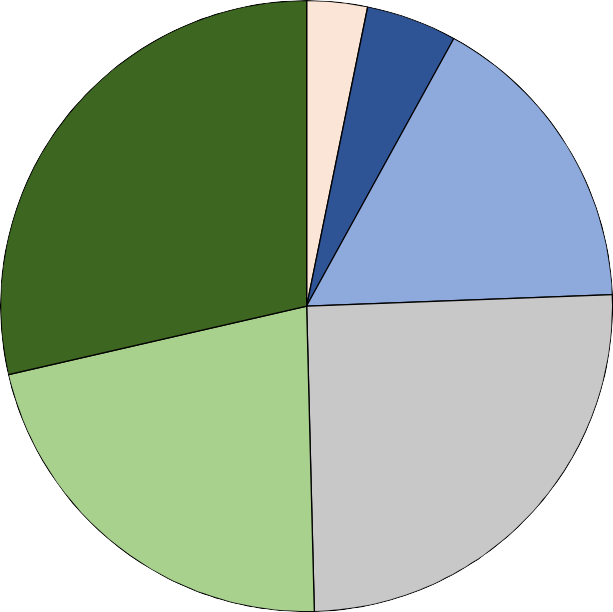
Subscribers reporting a positive financial bottom line impact from IN.gov services are more likely than those reporting a neutral or negative impact to rate IN.gov’s ease of use as very good or excellent (79% v. 69%).

* + Female respondents are somewhat more likely than male respondents to rate IN.gov’s ease of use as very good or excellent (73% v. 69%). (This connection between gender and ease of use ratings for IN.gov is significant at the 90% level.)
  + Respondents in lower age brackets are more likely than those in higher age brackets to rate IN.gov’s ease of use as very good or excellent. Of adults 35 or younger, 71% gave a very good or excellent ease of use rating, compared to 75% of those ages 36 to 55, and 67% of those ages 56 and above. The negative correlation between age and ease

of use ratings is driven by the category of 56 and above compared to the younger two. Unambiguous evidence of this correlation is found in the frequency of excellent ease of use ratings among age groups: 44% for ages 18-35, 29% for 36-55, and 23% for 56 and above.

### Customer Service – IN.gov Performance Rating

Question: “How would you rate IN.gov on customer service?”



3%

5%

29%

16%

Poor

Fair Good

Very good

Excellent Don't know

25%

22%

Figure 7: Customer service rating for IN.gov

Significant findings include:

* + Of subscribers giving high overall ratings (very good or excellent) for IN.gov, 76% rate IN.gov’s customer service highly (very good or excellent), compared to 37% of subscribers giving poor, fair or good overall ratings.
  + Subscribers that prefer to conduct government transactions online rather than offline are somewhat more likely to rate IN.gov’s customer service as very good or excellent (68% v. 46%). (This association between preference for online services and customer service ratings for IN.gov is significant at the 90% level.)
  + Subscribers reporting a positive financial bottom line impact from IN.gov services are more likely than those reporting a neutral or negative impact to rate IN.gov’s customer service as very good or excellent (72% v. 61%).
  + Female respondents are somewhat more likely than male respondents to rate IN.gov’s customer service as very good or excellent (67% v. 63%). (This connection between gender and customer service ratings for IN.gov is significant at the 90% level.)
  + Respondents in lower age brackets are more likely than those in higher age brackets to rate IN.gov’s customer service as very good or excellent. Of adults 35 or younger, 86% gave a very good or excellent customer service rating, compared to 63% of those ages 36 to 55.

### Reasonable Fees – IN.gov Performance Rating

Question: “How would you rate IN.gov on charging a reasonable fee?”

2%

8%

9%

20%

Poor

Fair Good

30%

Very good

Excellent Don't know

30%

Figure 8: Reasonable fees rating for IN.gov. Percentages do not add to 100% due

to rounding.

Significant findings include:

* + Of subscribers giving high overall ratings (very good or excellent) for IN.gov, 63% rate IN.gov highly (very good or excellent) regarding whether its fees are reasonable, compared to 28% of subscribers giving poor, fair or good overall ratings.
  + Subscribers that prefer to conduct government transactions online rather than offline are somewhat more likely to rate IN.gov as very good or excellent regarding whether its fees are reasonable (55% v. 51%). (This association between preference for online services and reasonable fee ratings for IN.gov is significant at the 90% level.)
  + Subscribers reporting a positive financial bottom line impact from IN.gov services are more likely than those reporting a neutral or negative impact to rate IN.gov as very good or excellent regarding whether its fees are reasonable (63% v. 50%).

## ATTITUDES TOWARD IN.GOV AND DOING BUSINESS IN INDIANA

To better understand their attitudes about doing business in Indiana, subscribers were asked to rate their level of agreement on several statements on a 1-5 scale (1 being strongly disagree and 5 being strongly agree). The vast majority are in agreement with all of the statements, assigning each a “4” or “5” on the 5-point scale with average ratings ranging from 4.2 to 4.4. These results underscore the strong business climate in Indiana and specifically the value of eGovernment services among businesses in the state.

Strongly agree

Somewhat agree

Strongly disagree

Don't know

13%

35%

45%

13%

33%

48%

(neutral) Somewhat disagree

13%

35%

49%

9%

32%

55%

IN.gov's online business services

reinforce my perception that Indiana is a business-friendly state.

I view the state of Indiana as friendly

to businesses.

Overall the eGov services are busines

friendly.

IN.gov's online business services

make it easier to conduct business.

Figure 9: Agreement with statements about IN.gov and doing business in Indiana. Percentages

for “disagree” and “don’t know” responses are given below.

Table 2: Percent responses of respondents who disagree with statements about IN.gov.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Somewhat disagree | Strongly disagree | Don’t know |
| IN.gov's online business services make it easier to conduct business | 1% | 1% | 1% |
| Overall the eGov services are business friendly. | 2% | 1% | 0% |
| I view the state of Indiana as friendly to businesses. | 2% | 2% | 3% |
| IN.gov's online business services reinforce my perception that Indiana is a business-friendly state. | 2% | 2% | 3% |

### IN.gov makes it easier to conduct business

Question: “Do you agree or disagree with the statement …IN.gov’s online business services make it easier to conduct business.”

Significant findings include:

* + Subscribers giving high overall ratings to IN.gov services are more likely to agree that IN.gov’s online business services make it easier to conduct business. Of those giving very good or excellent ratings to IN.gov, 95% agree or strongly agree that IN.gov makes it easier to conduct business, compared to 69% of those giving poor, fair or good ratings.
  + Subscribers that prefer to conduct government transactions online rather than offline are somewhat more likely to agree or strongly agree that IN.gov makes it easier to conduct business (91% v. 70%).
  + Subscribers reporting a positive impact to their financial bottom line from IN.gov are more likely to agree that IN.gov’s online business services make it easier to conduct business. Of those reporting a somewhat positive or very positive bottom line impact, 90% agree or strongly agree that IN.gov makes it easier to conduct business, compared to 88% of those reporting a neutral or negative bottom line impact.
  + Female respondents are more likely than male respondents to agree or strongly agree that IN.gov makes it easier to conduct business (91% v. 81%).
  + Respondents in lower age brackets are more likely than those in higher age brackets to agree that IN.gov’s online business services make it easier to conduct business. Of adults 35 or younger, 96% agree or strongly agree that IN.gov makes it easier to conduct business, compared to 89% of those ages 36 to 55.
  + Respondents who have been employed in their current positions for a shorter period of time are more likely to agree that IN.gov’s online business services make it easier to conduct business. Of respondents with five or fewer years in their current position, 90% agree that IN.gov makes it easier to conduct business, compared to 88% with six or more years.

### IN.gov is business friendly.

Question: “Do you agree or disagree with the statement…Overall the eGovernment services are business friendly.”

Significant findings include:

* + Subscribers giving high overall ratings to IN.gov services are more likely to agree that IN.gov is business-friendly. Of those giving very good or excellent ratings to IN.gov, 93% agree or strongly agree that IN.gov is business-friendly, compared to 60% of those giving poor, fair or good ratings.
  + Subscribers that prefer to conduct government transactions online rather than offline are more likely to agree or strongly agree that IN.gov is business friendly (86% v. 69%).
  + Subscribers reporting a positive impact to their financial bottom line from IN.gov are more likely to agree that IN.gov is business-friendly. Of those reporting a somewhat positive or very positive bottom line impact, 86% agree or strongly agree that IN.gov is business-friendly, compared to 84% of those reporting a neutral or negative bottom line impact.
  + Female respondents are more likely than male respondents to agree or strongly agree that IN.gov’s services are business-friendly (86% v. 80%).
  + Respondents in lower age brackets are more likely than those in higher age brackets to agree that IN.gov is business friendly. Of adults 35 or younger, 98% agree or strongly agree that IN.gov is business friendly, compared to 84% of those ages 36 to 55.

### Indiana is a business-friendly state

Question: “Do you agree or disagree with the statement…I view the State of Indiana as friendly to businesses.”

Significant findings include:

* + Subscribers giving high overall ratings to IN.gov services are more likely to view the state of Indiana as friendly to businesses. Of those giving very good or excellent ratings to IN.gov, 91% agree or strongly agree that Indiana is a business-friendly state, compared to 59% of those giving poor, fair or good ratings.
  + Subscribers that prefer to conduct government transactions online rather than offline are somewhat more likely to agree or strongly agree that the state of Indiana is friendly to businesses (84% v. 72%).
  + Subscribers reporting a positive impact to their financial bottom line from IN.gov are more likely to view the state of Indiana as friendly to businesses. Of those reporting a somewhat positive or very positive bottom line impact, 86% agree or strongly agree that Indiana is a business-friendly state, compared to 82% of those reporting a neutral or negative bottom line impact.
  + Female respondents are more likely than male respondents to agree or strongly agree with the view that Indiana is friendly to businesses (85% v. 79%).
  + Respondents in lower age brackets are more likely than those in higher age brackets to view the state of Indiana as friendly to business. Of adults 35 or younger, 91% agree or strongly agree that Indiana is a business-friendly state, compared to 83% of those ages 36 to 55.

### IN.gov makes Indiana seem business-friendly

Question: “Do you agree or disagree with the statement…IN.gov’s online business services reinforce the perception that Indiana is a business friendly state.”

Significant findings include:

* + Subscribers giving high overall ratings to IN.gov services are more likely to agree that IN.gov reinforces their perception that Indiana is a business-friendly state. Of those

giving very good or excellent ratings to IN.gov, 90% agree or strongly agree that IN.gov reinforces their perception that Indiana is a business-friendly state, compared to 57% of those giving poor, fair or good ratings.

* + Subscribers that prefer to conduct government transactions online rather than offline are somewhat more likely to agree or strongly agree that IN.gov reinforces their perception that Indiana is a business-friendly state (91% v. 77%).
  + Subscribers reporting a positive impact to their financial bottom line from IN.gov are more likely to agree that IN.gov reinforces their perception that Indiana is a business- friendly state. Of those reporting a somewhat positive or very positive bottom line impact, 86% agree or strongly agree that IN.gov reinforces their perception that Indiana is a business-friendly state, compared to 81% of those reporting a neutral or negative bottom line impact.
  + Female respondents are more likely than male respondents to agree or strongly agree that IN.gov reinforces their perception that Indiana is a business-friendly state (86% v. 73%).
  + Respondents in lower age brackets are more likely than those in higher age brackets to agree that IN.gov reinforces their perception that Indiana is a business-friendly state. Of adults 35 or younger, 95% agree or strongly agree that IN.gov reinforces their perception that Indiana is a business-friendly state, compared to 82% of those ages 36 to 55.
  + Respondents who have been employed in their current positions for a shorter period of time are more likely to agree that IN.gov reinforces their perception that Indiana is a business-friendly state. Of respondents with five or fewer years in their current position, 90% agree that IN.gov reinforces their perception that Indiana is a business-friendly state, compared to 81% with six or more years

## FINANCIAL IMPACT OF e-GOVERNMENT SERVICES

Question: “How have eGov services impacted your businesses financial “bottom line?” Would you say the impact has been very negative, somewhat negative, somewhat positive, very positive or has it had no impact on your bottom line? “

56%

35%

23%

12%

4%

3%

5%

Positive

Neutral

Negative

Don't know

Figure 10: Bottom line impact of IN.gov

Significant finding:

* + Subscribers giving high overall ratings to IN.gov services are more likely to report a somewhat positive or very positive impact from IN.gov on their financial bottom line— 39% positive impact for those with very good or excellent ratings—compared to subscribers giving lower overall ratings of IN.gov—30% positive impact for poor, fair or good ratings.

## BUSINESS EXPANSION

Question: Have you expanded operations in Indiana in the last three years?

Figure 11: Business expansion in Kansas in the last three years.

Yes, have expanded, 16%

No, have not expanded, 84%

The actual number of businesses expanding is 79 of 500 businesses (16%).

### Expansion Types

Question: [If expanded operations] “In what ways have you expanded? Have you…?” [Each option asked]



Added employees

66%

Added a new location

52%

Expanded an existing location

43%

Relocated operations to Indiana

5%

Figure 12: Types of business expansion in the past three years as a percent of 79

survey respondents with any type of expansion and will not total 100 because respondents could select multiple types of expansion.

### Reasons for Business Expansion

Question: [If expanded operations] “Why did your business expand?” [Open-ended]



Growth/business is growing

84%

Other (SPECIFY)

24%

Indiana's business friendly environment

11%

Talented and well-educated workforce

10%

Lower cost of doing business/living

8%

IN.gov makes it easier to do business with

the state

8%

Lower taxes 1%

Percent responding “yes” for each reason

Figure 13: Reasons for business expansion as a percent of 79 respondents.

Multiple reasons possible for each business.

All verbatim comments for this question are found on page 35 in Appendix C.

## ADDITIONAL RESPONDENT COMMENTS

Question: “What comments, suggestions, or questions do you have for those who operate IN.gov online government services?” [Open-ended]



Improve website -function / user friendliness /

interface

22%

Improve customer service - responsiveness /

communication

5%

Price is too high / billing / pricing issues

4%

Positive - General

4%

Website is user friendly / improved

3%

Good customer service 1%

Other 1%

Negative - General 0%

Don't know

64%

Figure 14: Post-coded categories of comments and suggestions about IN.gov.

Percentages add to more than 100% because some comments fit multiple categories.

A variety of responses are given when respondents are given the opportunity to provide additional comments, suggestions, or questions for those who operate online government services in Indiana. Responses are coded by category as shown in Figure 14. All verbatim comments are found on page 36 in Appendix C and are useful in better understanding the attitudes and needs of business subscribers. Most respondents had no comment for the operators of IN.gov services.

## DESIRED NEW APPLICATIONS / CHANGES

Question: “Thinking about the services you use and those provided by IN.gov or state of Indiana… Are there any applications or services you would like to see added? What?” [Open- ended]



Expand function of website / ore options, easier,

faster, more info

7%

Document retrieval / view files/file types,

copies, more extensive database (counties, 4%

details), forms

Background check info - criminal records, title

searches

4%

DMV services - Driver's license, tags, plates 3%

Other 1%

Cheaper option than currently available 0%

Don't know

85%

Figure 15: Post coded categories of applications or services subscribers would like to

see added. Percentages add to more than 100% because some comments fit multiple categories.

After considering all the services they use and others provided by IN.gov, subscribers were given the opportunity to provide input on any new online applications or services they would like to see implemented. The majority do not provide suggestions for new applications or services, and those subscribers who do give variety of responses. All respondent suggestions are included verbatim on page 45 in Appendix C of this report.

## APPENDIX A

**Demographic Profile of Indiana Business Respondents**

DEMOGRAPHIC PROFILE OF BUSINESS RESPONDENTS

The following graphs provide a general profile of the subscribers participating in the survey.

Male, 26%

Female, 74%

Figure 16: Gender of survey participants

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 18-25 | 1% |  |  |  |  | |
| 26-35 |  |  | 8% |  |
| 36-45 |  |  |  | 22% |
| 46-55 |  |  |  |  |  | 35% |
| 56-65 |  |  |  |  | 26% |  |
| 65 and over |  | 6% |  |  |  |  |
| Refuse | 2% |  |  |  |  |  |

Figure 17: Age category of survey participants



Less than 2 years

7%

2-5 years

12%

6-10 years

19%

More than 10 years

62%

Refuse 1%

Figure 18: Length of participant employment in current position

## APPENDIX B

**Questionnaire with Results**

### IN.gov Results Sample size: 500 interviews

**Conducted: September 2-17, 2013**

1. Do you use online business services with the state? (IF NOT, IDENTIFY WHO USES THE SITE MOST FREQUENTLY)

*(Number responding) 500*

Yes 100%

1. Overall, what rating would you give IN.gov for their e.gov services? Would you say ? (READ

OPTIONS)

|  |  |
| --- | --- |
| *(Number responding)* | *500* |
| Poor | 1% |
| Fair | 3% |
| Good | 21% |
| Very good | 47% |
| Excellent | 29% |
| Don’t know | 0% |
| Mean (1-5 scale) | 3.99 |

*Percentages do not add to 100% due to rounding*

1. (IF FAIR OR POOR) Why do you rate IN.gov as fair/poor? (UNAIDED QUESTION, POST- SURVEY CATEGORIZATION)

|  |  |
| --- | --- |
| *(Number responding)* | *19* |
| Website changed / no notification of change | 16% |
| High price / expensive | 11% |
| Website has a poor appearance | 0% |
| Website is not user-friendly | 74% |
| Dissatisfied - General | 11% |
| Other | 5% |
| Don't know / no answer | 0% |

*Percentages do not add to 100% because multiple reasons given*

1. Which is your preferred method to conduct government transactions for your business - online or the offline methods such as telephone, in person at the government office and mail?

|  |  |
| --- | --- |
| *(Number responding)* | *500* |
| Definitely online | 72% |
| Probably online | 17% |
| Probably offline | 3% |
| Definitely offline | 3% |
| Depends (SPECIFY) | 4% |
| Don't know | 0% |

*Percentages do not add to 100% due to rounding*

I am going to read a list of service attributes and have you rate IN.gov on each attribute.

1. How would you rate IN.gov on speed of delivery - that is fast turnaround/ more efficient completion of an online transaction vs. offline?

|  |  |
| --- | --- |
| *(Number responding)* | *500* |
| 1 / Poor | 0% |
| 2 / Fair | 1% |
| 3 / Good | 18% |
| 4 / Very good | 39% |
| 5 / Excellent | 41% |
| Don't know | 1% |
| Mean (1-5 scale) | 4.21 |

1. How would you rate IN.gov on ease of use?

|  |  |
| --- | --- |
| *(Number responding)* | *500* |
| 1 / Poor | 2% |
| 2 / Fair | 4% |
| 3 / Good | 22% |
| 4 / Very good | 43% |
| 5 / Excellent | 28% |
| Don't know | 1% |
| Mean (1-5 scale) | 3.93 |

*Percentages do not add to 100% due to rounding*

1. How would you rate IN.gov on charging a reasonable fee?

|  |  |
| --- | --- |
| *(Number responding)* | *500* |
| 1 / Poor | 2% |
| 2 / Fair | 9% |
| 3 / Good | 30% |
| 4 / Very good | 30% |
| 5 / Excellent | 20% |
| Don't know | 8% |
| Mean (1-5 scale) | 3.61 |

Percentages do not add to 100% due to rounding

1. How would you rate IN.gov on reliability?

*(Number responding) 500*

1/ Poor 1%

* 1. / Fair 2%
  2. / Good 21%
  3. / Very good 41%
  4. / Excellent 34%

Don't know 1%

Mean (1-5 scale) 4.04

1. How would you rate IN.gov on customer service?

|  |  |
| --- | --- |
| *(Number responding)* | *500* |
| 1 / Poor | 3% |
| 2 / Fair | 5% |
| 3 / Good | 16% |
| 4 / Very good | 25% |
| 5 / Excellent | 22% |
| Don't know | 29% |
| Mean (1-5 scale) | 3.81 |

How much do you agree or disagree with the following statements using a 1-5 scale with one meaning you “strongly disagree” and five meaning you “strongly agree” with the statement.

1. Overall the eGov services are business friendly.

|  |  |
| --- | --- |
| *(Number responding)* | *500* |
| 1 / Strongly disagree | 1% |
| 2 / | 2% |
| 3 / (neutral) | 13% |
| 4 / | 35% |
| 5 / Strongly agree | 49% |
| Don’t know | 0% |
| Mean (1-5 scale) | 4.30 |

1. I view the State of Indiana as friendly to businesses.

|  |  |
| --- | --- |
| *(Number responding)* | *500* |
| 1 / Strongly disagree | 2% |
| 2 / | 2% |
| 3 / (neutral) | 13% |
| 4 / | 33% |
| 5 / Strongly agree | 48% |
| Don’t know | 3% |
| Mean (1-5 scale) | 4.27 |

*Percentages do not add to 100% due to rounding*

1. IN.gov’s online business services reinforce the/my perception that Indiana is a business- friendly state.

|  |  |
| --- | --- |
| *(Number responding)* | *500* |
| 1 / Strongly disagree | 2% |
| 2 / | 2% |
| 3 / (neutral) | 13% |
| 4 / | 35% |
| 5 / Strongly agree | 45% |
| Don’t know | 3% |
| Mean (1-5 scale) | 4.23 |

1. IN.gov’s online business services make it easier to conduct business.

|  |  |
| --- | --- |
| *(Number responding)* | *500* |
| 1 / Strongly disagree | 1% |
| 2 / | 1% |
| 3 / (neutral) | 9% |
| 4 / | 32% |
| 5 / Strongly agree | 55% |
| Don’t know | 1% |
| Mean (1-5 scale) | 4.42 |

1. How has eGov services impacted your businesses financial “bottom line?” Would you say the impact has been very negative, somewhat negative, somewhat positive, very positive or has it had no impact on your bottom line? (READ OPTIONS)

|  |  |
| --- | --- |
| *(Number responding)* | *500* |
| Very negative | 1% |
| Somewhat negative | 3% |
| No impact (neutral) | 56% |
| Somewhat positive | 23% |
| Very positive | 12% |
| Don’t know | 5% |
| Mean (1-5 scale) | 3.46 |

1. (IF YES) Have you… (ASK EACH) ?

|  |  |
| --- | --- |
| *(Number responding)* | *500* |
| Yes | 16% |
| No | 84% |
| Don’t know | 0% |

1. (IF YES :) Have you… (ASK EACH) ?

PERCENT OF “YES” RESPONSES TO EACH TYPE

*(Number responding) 79*

1. Added employees 66%
2. Expanded an existing location 43%
3. Added a new location 52%
4. Relocated operations to Kansas 5%
5. *(IF HAVE EXPANDED OPERATIONS) – Why did your business expand? (OPEN-ENDED) RESULTS ARE OF THOSE MENTIONING EACH*

RESULTS ARE OF THOSE RESPONDING “YES” TO EACH REASON

*(Number responding) 79*

1. Indiana’s business-friendly environment 11%
2. Lower taxes 1%
3. Talented and well-educated workforce 10%
4. Lower cost of doing business / living 8%
5. IN.gov makes it easier to do business with the state 8%
6. Growth / business is growing 84%
7. Other (SPECIFY - *see detailed responses below*) 24%

(IF OTHER FOR REASON FOR EXPANSION) “specify” (post-survey categorization)

|  |  |
| --- | --- |
| *(Number responding)* | *79* |
| Acquisition | 8% |
| Needed larger building / facilities | 4% |
| Economy improved | 0% |
| Increase market share | 1% |
| Demand increased for services / increased sales | 8% |
| New / replacement employees | 0% |
| New business venture | 1% |
| City requirements | 0% |
| Other | 3% |
| Don't know | 0% |

1. What comments, suggestions, or questions do you have for those who operate Indiana’ online government services? (UNAIDED) (post-survey categorization)

|  |  |
| --- | --- |
| *(Number responding)* | *500* |
| Improve website –function / user friendliness / interface | 22% |
| Improve customer service - responsiveness / communication | 5% |
| Price is too high / billing/pricing issues | 4% |
| Negative - General | 0% |
| Positive - General | 4% |
| Website is user-friendly / easy / improved | 3% |
| Good customer service | 1% |
| Other | 1% |
| Don't know / no answer | 64% |

*Percentages do not add to 100% because multiple reasons given*

1. Thinking about the services you use and those provided by IN.gov or state of Indiana…Are there any applications or services you would like to see added? What? (UNAIDED)

*(Number responding) 500*

Document retrieval - view files/file types, copies, more

|  |  |
| --- | --- |
| extensive database (counties, details), forms | 4% |
| Background check info - criminal records, title searches | 4% |
| DMV services - driver's license, tags, plates | 3% |
| Expand function of website - more options/info, easier, faster | 7% |
| Cheaper option than currently available | 0% |
| Other | 1% |
| Don't know / no answer | 85% |

*Percentages do not add to 100% because multiple reasons given*

Finally, we have a few questions to help us analyze the data…

1. Gender:

|  |  |
| --- | --- |
| *(Number responding)* | *500* |
| Male | 26% |
| Female | 74% |

1. What is your age category

|  |  |
| --- | --- |
| *(Number responding)* | *500* |
| 18-25 | 1% |
| 26-35 | 8% |
| 36-45 | 22% |
| 46-55 | 35% |
| 56-65 | 26% |
| 65 and over | 6% |
| Refuse | 2% |

1. How long have you been employed in your current position?

|  |  |
| --- | --- |
| *(Number responding)* | *500* |
| Less than 2 years | 7% |
| 2-5 years | 12% |
| 6-10 years | 19% |
| More than 10 years | 62% |
| Refuse | 1% |

*Percentages do not add to 100% due to rounding*

## APPENDIX C

**Respondent Verbatim Comments**

Because of the accessibility and ease of use.

Because they are not user-friendly you have to go through multiple steps to do the same thing over and over, for instance child support payments.

Before we went entirely paperless I was able to file all the court documents by mail or fax for the attorneys in our office. Now this falls back to them to get these things done and that does not run as smoothly for us as things did before we went totally electronic. Sometimes it is very frustrating.

I could not pay the taxes online when I needed to pay even though I had my ID and it turned out I was not registered even though I had all the information. We need a code to register and had to mail that in and that takes several weeks. As this was a late fee it did not recognize me as being on the account and this is very frustrating to me.

I got a virus from them.

I had a password but everything was changed not too long ago and I have not been able to get the pass word since then. Perhaps it is too complicated for me to spend time on.

I have a hard time navigating that site. I cannot find what I need to find. I have trouble navigating through it. One of the worst is the BMV site.

It doesn’t always connect, it sometimes misdirects. It looks like as good as a job was done for it as for BMV and welfare.

It's a little cumbersome for me to navigate; I'm not a novice for using such things. The search engine is not very helpful. Just getting to various things is kind of a pain.

Sometimes the system is down or I get a kickback saying I can’t log in at this time.

The information is good. It is very difficult to find what you are looking for from time to time. It is confusing how they have things divided up.

The online service itself is fine but we have not been receiving invoices, and our service gets suspended. They give you directions to contact them but it is very difficult, we have requested paper invoices and we don’t get them then we get suspended. It is impossible to get a hold of anyone there. The online service is fine but the overall service is horrible. That should be a very simple and easy thing to correct.

The web site will not let me set up the withholding for my husband’s lawn care company and I cannot get anyone to answer my phone calls. I would like someone to call me as I am very frustrated. Please call my cell 317-319-5169. It just keeps telling me that kind of tax is not available but it is withholding which is what I am applying for. All we have is withholding.

There are a lot of times that the site is down. I can’t get into IN.gov and that is the only site I can’t get in to.

They do not offer the services they used to offer for collection agencies such as vehicle registration by Social Security number. Now I have to use other data basis and I am not sure why that was taken away from us. As a collection and an investigating agency I should have the same privileges as other private investigators. I have written them about this but no one wants to respond.

Usually when we use the service, we only have limited information. We use the site to get information, we need all information to search files, i.e., if we search DOB and Name, we also need social security number, etc.

We have some confusion over a site they recently moved that we use a lot and there were no warnings. It just wasn’t clear. They moved data from a free site to a pay site.

You have to change passwords and this is a major burden and cannot get anyone on the phone to answer your question this latest on DMV. The fact that the lawyer needs to be involved is not smart. The secretaries should be able to do this.

## the offline methods such as telephone, in person at the government office, or mail?

All of them depending on the situation. All of them.

Anything tax related I would love to walk into an office. Forms are available online but if I have to fix something I want to talk to someone.

Depends on the need (x 5) Depends on the task at hand. Depends on what I am doing (x 3) Depends on what it is.

Half and half (x 2)

If I have a question I call otherwise online.

Online if the information is readily available and is self-explanatory. For some sites such as the recorder's office, some of those that maybe are not completely listed.

Some by phone, some online. It’s hard to solve a problem sometimes. Whatever is easiest.

What kind of transaction you are trying to complete.

.

Acquired another agency.

Acquired another company that was going to go under. Added services.

Built new facilities.

Greater need for the business. Increase demand for services. Increasing needs for health care. Merger.

More clients.

More need for beds and doctors. Need for social service.

New facilities in underserved areas. New model.

Purchasing other utilities.

Reaching out for more business, geographics. Supply and demand.

Took over a couple of competitors.

We obtained a new franchise which required a new dealership. We wanted to save a historical building from being torn down.

A human being answering the phone - not punch one or punch two. A little easier to navigate.

Accessing customer service needs to more responsive we usually contact the government office because we cannot get IN.gov to respond. DMV demanding an Attorney number has put a crimp in our business.

Add more.

Add Visa to acceptable cards. That was a problem when I was paying membership dues for the Corpus Courts. Also, changing the password constantly is a nuisance.

Any ability they have to confirm and a clearer indication of where things are located.

At times there is a client in our office who is waiting for an action to be approved or denied and we would like a more specific response the action successful so we might show the client that we have indeed filed the action properly while they are still with us in the office. I just need to know that it had been received.

Better customer service is needed. When there is an issue and you call, you get the run around and do not get a call back. If you check records and the system times out, I still get charged.

Bring in the professionals and get all of the locations ahead of the curve and more user-friendly. The content is not there yet and the way of accessing is out of date. Such as using only TIF images rather than PDF. The software for that is free.

By using the online system we are cutting their bottom line so I do not believe a fee should be charged.

Change the output of the receipt of the confirmation fillings from picture viewer to PDF or something else that is more universal.

Continue findings ways to make it user-friendly. If you type a term in am I going to get something helpful or not if I do a search.

Criminal Background checks are sometimes faulty. It sometimes says run time error and charges me seven dollars each time that happens and I do not get any information.

Criminal background checks require my information every time. I would prefer just putting in an account number

DMV site still needs to be more user- friendly. Secretary of State is really good site and easy. The customer service was very good. Elaine Thomsen is very good and was very helpful. Workforce development is not as user-friendly as it could be.

Do not make me change my password every thirty days. Easier search tool.

Elimination of the credit card fees and look at a different credit card processor, it hangs up on a regular basis, I did 6 transactions today, 2 of them which failed.

Fix the BMV site.

Generally, it takes me a long time to find what I'm looking for even with the search engine. Just navigation of the site for normal everyday Joe could be better.

Getting a customer service rep is hard if there is a problem with something. Just getting to the right rep, it would be nice if there was a general customer service rep number.

Getting on the DMV site I sometimes struggle with that but only do it once each year.

Give me my privileges back so I can access the DMV for information on searches. That would make me happy.

Having difficulty with the passwords and we often get an error message. Hire some people who will answer the phone.

How you can change getting notified for a particular case or lawyer am not sure how to verify that our lawyers are set up on that The letters you have to type in above to confirm you are a real person and not spam are now much easier to read

I am happy with what I have been using.

I am pleased with it and the instructions are easy for me.

I am usually contacting them to explain something more in detail.

I am very impressed with Denise Caldwell who just goes above and beyond to resolve issues and she just makes my job 120 percent better and I hope she never leaves until I retire. She really knows what she is doing.

I am very impressed with how user-friendly it is and it is a good tool to have also it is much better than other states far and away.

I cannot think of anything.

I do a lot of corporate work, setting up many small businesses online. The bills I get are never itemized. It takes me forever to recreate what I did.

I do not like the idea that if I submit something, it is late because it works on different time zones. They should give you some leeway on time differences. Preferably make all of Indiana in the same time zones.

I do not like the log ins for the billing. It is not very user-friendly as it is not easy to understand where to go. The options that you see are not what you think you are going to get. The options are not user-friendly and you have to go to many tabs to get the information. It needs to be all in one page listing all the account information for one month.

I do not think it is user-friendly and it is hard to find certain things. I go in and have to sift through things to search for. I have better luck with using Google.

I find the log in to be confusing and inconsistent.

I get angrier when they make me change my password and I would like people’s names not to be case sensitive and give me possible choices for spelling like Google does.

I have had to call for an IEIN number, that is frustrating to wait on the phone when I could do it online.

I have never found a comprehensive resource that is available to an employer that gives workers compensation, in detail, not a pamphlet; I want to know how the system works. Technical data.

I have none.

I have used the criminal background checks, at times at I have to run several checks, it would nice to be have a form to be able to do everything at once. Every time I use it never gives me an option for different names.

I know I've had to go into to get sale disclosure forms. Those forms are hard to find even using the search function. I had someone from the state office send me the forms, but that person changed, and the last person I talked to did not have the most updated form. For businesses themselves, we do a lot of transactions. I know people around that have business and they say it's easy to open a business without having to go online.

I like it a lot. I can just get in and get what I need and move on with my day. I like it. It is easy to get around in and saves me time.

I like trying to work online but the department of workforce development is still on paper and cannot be done on your site and I want to know why. It is the last one I need to do on paper every three months. Otherwise I feel that whoever did the site really did a very good job.

I use it on a weekly basis for license verification. In the system, you have to get in and get out when you search for another person. If it could be more user-friendly, that would be helpful. It would be nice if it could default to a certain category (i.e. nurses, CNA), instead I have to scroll through all available licenses.

I want to be able to make deposits online. Trying to find tax forms is still sometimes cumbersome.

I would like if you could not have to do sales taxes for companies that are shutting down.

I would like lists of my users so I can add and delete them through all of my seven accounts. I understand that is in the works but it has never come.

I would like to see department names and numbers and not just a general number. I love DMV being online even though it was a little confusing

I would like to see them make available to commercial suites the opportunity to process applications and titles. I would like to be able to do my own titling.

If logins get messed up, and if it's not working, it's like begging to get it changed. When you call customer service, you get an automated system and can't talk to an actual person.

Sometimes, it works, sometimes it doesn't.

If something doesn't go right I don't think they have good customer support and they don't take American Express.

If this survey were in writing I could share it with my staff and get their input as well. It may provide you with a more detailed response.

If we go a long time without using them, they make us change our password. Improve the DMV on not acting on our court orders in a timely fashion.

In general the FAQ's could be more thorough and broader.

In.tax is the only site that needs a lot of work done to it. DWD needs an overhaul, it is not very convenient.

It could be more user-friendly, maybe once you read the explanations you shouldn't have to read it again. It is hard to find help. When I want to go to the home page or another search there is no button for that or a number to call on each screen. There are times I go to print something and I go back and I lost my page and it didn’t print so then I have to pay again for it to print. I shouldn’t have to pay again to have to print it.

It has been difficult to change the passwords.

It is a great service we would not want to be without.

It is changing all the time. Every time I get used to a certain link, the link is moved the next time I'm on.

It is really hard to get customer service on the phone. It is so much easier doing things online.

It is sometimes difficult to navigate and to find what you need.

It is user-friendly and we like doing things online as it is convenient.

It is very easy to use and I like that you can get quick confirmation and receipts, it is faster than the mail but sometimes we have to do things through the mail.

It is very hard to get someone on the phone to solve any problems. We would like to be able to easily find and speak with the right live person.

It might be a little more user-friendly, if you are not familiar with it you end up chasing yourself. It needs to be just a little bit easier and less confusing to get around to all the departments.

Other than that it is really good.

It seems like the other day I was trying to do criminal history checks and I called down there and they said they were trying to fix it. It seems like they are always fixing something, it is unreliable, inconsistent.

It takes three weeks to process temp plates I would like that time period to be shorter.

It used to be one website, now it's split into multiple sites with different fees and logins, there's no central location. Multiple subscription and minimum fees.

It works well for us.

It would be easier if, on their menu, they had proper contact numbers for that specific office.

It would be nice if they had all of their forms online, there are some that you have to do by paper.

It would be nice if you could search by registered agent and person’s name. More than company name only. They seem to do a very good job in changing the site and improving it over time.

It’s a good resource.

It's difficult to navigate the website sometimes. It’s excellent to use.

It’s hard to find things, I will push buttons that I think will take me where I need to go and it won’t. If I can’t find the exact name of what I want it is hard to find.

It’s important to make sure it is easy to get help if you needed it, so you don’t have to push 5 different buttons. It would be nice to have someone you could easily contact if you have questions.

It’s not user-friendly.

Just allowing an administrator for a subscriber to get in to add or delete user names. It would just be nice to do it on our end.

Just more user-friendly on-line processes I guess. Seems like the steps for making child support payments you complete the same steps 3 or 4 times.

Keep adding content for free.

Keep it going so we can keep using it. Keep it simple.

Keep it up this is an excellent service. It is very helpful Keep listening to us and I think everything is going well.

Keep things fast so I can get in and out and make my job easier. Keep up the fast service.

Keep up the good work.

Keep up the good work. Customer service always knows what we need but I would like it if things were easier to search. You really have to know the statute in order to be able to find the wording so that could be fine-tuned. But that is my only issue.

Keep up the good work.

Keep up what they are doing, it is easy to find things and user-friendly. Know your user.

Lots of issues with the system locking up and resetting passwords on its own. Stuff not on file.

Maintenance during off hours, not during a work day. Car lots are open on Saturdays and they shut me down on some Saturdays.

Make it easier to view my transactions from the past now it is horrible to get to. Make it more compatible with Windows

Make it more user-friendly and not require as much information to search records. The site requires all the information I am using it to find.

Make it more user-friendly and test it.

Make it more user-friendly as sometimes it is hard to get through the tutorials and I have to have someone show me where to go

Make them all so you can do it without paying 3 dollar fees and that you can pay on the day it is due. Some things are due the 30th but they say you have to pay by the 29th or they don’t count.

More access to a live person in-case something goes wrong. More clarity on state laws.

My authorization was deactivated, and it has been difficult to get a hold of someone to help me with that.

No comment (x 277)

Need to consolidate and simplify some of their services and do not mix that up with personal use things. Make it a more dedicated and business oriented site.

Need to make it more user-friendly. It is constantly redesigned, moving links.

Need to notify us when they are putting things online you want us to know about. Do not put rules and regulations online unless you tell us you put them there.

Needs to have more help at the beginning. At first it was very frustrating for me. Never had any issues and use it a lot.

None (x 35)

None. We hate the fuzzy number thing to access the site. Not to change the password every three months.

Nothing (x 5)

Offering an online service is nice but mandating it is not nice and charging a fee is unacceptable.

One feature in the DMB in registration under license search, doing a license plate search you have to have the type of plate, the year, in order to do the search. For investigators search it would be nice to just put the plate number in or just partial searches.

Save postage and time but I hate the prompts

Some of the sites are hard to find and pleased make them as easy to find as possible.

Some parts of the website are good and some are not. For the most part getting around on the website is horrible. It is difficult to find anything and sometimes confusing. When using the search is does not bring up what you are looking for if you do not know where you are going to get it. It is hard to get hold of customer service on the phone and the DMV customer service is horrible. Title information is difficult to find and when I called them directly they were very rude about the supporting documentation I needed. Online my experience has been good and once I actually get someone on the phone it is all right.

Some sites in IN.gov are a lot easier to use than other sites. The secretary of state sites are easier to use.

Sometimes it is difficult for me to find the area in which I want to receive services. I struggle a little with that.

Sometimes it is hard to find the forms.

Sometimes the information we are looking for isn’t easy to access, could be a little more user- friendly, particularly the indexes. It could be a little less politicking and a little less telling us how good state government is and a little more service.

Sometimes the site is down and we cannot get a filing to print and then we need to go in and try the next day. When we do a post search we need to wait about a week for confirmation.

Sometimes there is so much on the website getting to the DMV to get forms it takes me to all the forms and finally after going from site to site I found it. I think it should be as DMV forms.

Sometimes we process things and they don’t go through and we have no way to tell anyone so we don’t get charged for it again.

Sometimes you get kicked off because of the bandwidth, in the middle of the day I have trouble accessing it, but in the off peak times it works great.

Stop charging me money to use it. I pay taxes and business taxes. Bring back Mitch Daniels.

Stop moving things around when you update. I like to go to my link and find it where it was before

The crime check server seems very flaky, sometimes there are error messages or you have to put it through 3 or 4 times.

The criminal background charges are too high. They should continue to take suggestions and input from various industries as there was in the beginning. My guess is they do not even know that people would be interested in doing this.

The Customer Service communication was not up-to-par. It would take several requests to get a minor change taken care of.

The DWD website, when you log into your account, it doesn't have the right information for the type of information we area. If they included the right kind of data, that would be better.

The fact that you have to change your password every thirty days is annoying. The information is not always complete or accurate

The initial home page is very confusing and makes it difficult for a medical oriented nonprofit to find those things we need easily. The regulations we are subject to are also very costly which makes it more difficult and time consuming for us to do our work.

The majority of what we use it for is for UCC services, and I know when we file a new search it is kind of complicated we like to file it and get a direct confirmation, so that we can print it or send it to the customer, and it is not an easy process sometimes it takes up to 24 hours to get a it filed, then you are left with the file on your desk until the next, it used to not be like that but ever since it has been it has been difficult.

The online filing on the executive branch lobby in does not work. We can never finalize our filing and I know a lot of people who have trouble with that.

The online interim plates site should closed or taken down on a Sunday not on Saturday when dealers are the busiest.

The only complaint I have is that sometimes we are not able to get access to it, either it is down or something.

The only thing I could suggest where we run state background checks it is a lengthy process to get into it so if that could be shorter.

The only thing I do not like about it is that the passwords have to be changed frequently.

The ordering of plates should be conducted online and the user and subscription fees are on the high side and if it was more fluid as a site it would be more valuable to me. I only use it to check for titles and the functionality needs to be expanded to include as nanny departments as possible to accept online payments. The titling function should be an online process.

The process is very efficient and timely.

The response to the customer service could be quicker and more personal. Some of the sites could be more user-friendly in terms of ease of use and navigation, specifically the BMV sites. It can be hard to get where you need to go.

The search function stinks and it can take hours to find the right department. Finding a given form cannot be done. It is impossible. Page design could use a lot of work as some things are not easy to find on a page.

The Sec of State Site I cannot form a new corporation and check a name it takes hours to respond. I can go around it but it is not user-friendly for that kind of thing. It has changed in renewing your collection agency sites and it needs to go back to Indiana. Gov and not NLS. Odyssey is not user-friendly for those who what to see multiple records. Very time consuming.

The Secretary of State site makes it too easy to set up corporations and I think it is a deceiving system

The secretary of state when I go to file lobbying reports they change your password if you do not log in in a certain time and change your password so I must always call. I have to do the reports about three times a year.

The website is hard to navigate. Hard to find forms when you are looking for them. There are too many steps to go through when using the site.

There’s a part of it that we use fairly often to look up trial court records. Recently they implemented a CAPTCHA system; it makes it less easy and time consuming. The way it's set up, you have to put in the characters and then you can do for every search.

They could be friendlier.

They just upped the annual fee again. Keep the price consistent.

They keep changing the look; it makes it hard to find things. When I have to print out the bills, I have to use two passwords to get all the info. They could be better named. There could be better coordination between cities, counties, and the state.

They require you to change your password every couple of months and I would like to not change my password.

They seem to be doing a good job.

They should restrict the criminal background searches to PI's, attorneys and prosecutors. They work very well.

To actually try using the forms because sometimes it takes tabbing over and sometimes entering and it doesn’t always go in order. They aren’t consistent on their form formats, they also aren’t search friendly. I can find it quicker on Google that their own site.

To have a dedicated phone line, it is nearly impossible to reach anyone. You may as well use the service three times for the money, but you may not need it three times. You also can not pay online.

To obtain driving records, it makes you change your password too often. To reset my password, help me use it.

Too much red tape.

Trying to find the category you need to go to is very difficult and there is a lot you need to go through to get to what you are trying to find. Please make things easier to locate among all the information.

Trying to keep track of who is able to use the service in my office, if I call in and say who is able to use it or I want to take somebody off it is a complicated process.

Want to file workforce services forms online and not mail them in or do them by hand.

We are very pleased with the service.

When I need something specific it would be nice if there were an index or better key words.

When there are charges or credit card statement they should send it to you instead of looking it up. Also it is sometimes hard to find the log in for certain services.

When they change the look of the online they need to make it so that it is intuitive so that you know where to look for what you need, especially if it is something specific.

When they get ready to do maintenance, they give us a head's up, and they usually do it on Sunday during slower times.

When we do a report there is a cost and the staff prints off a receipt and they have to write out the client code and how much it costs and it would help me if there was a client code of ten spaces so it can be done online

When you are logging in sometimes it is difficult to find the log in page. It could be a little bit more user-friendly.

When you are running the license plates for Indiana there are so many plates to choose from, I would rather have it so you could plug in the plate number and just have it show up what plate it was.

When you call, sometimes it takes a while to get in touch with someone.

When you get online to use the services the websites are easy to use and friendly, if you have to call you get a response. We had to move off a site that we were using for free to now having to pay when we can walk over to an office and use it for free.

When you log in as a business, they need to make it easier to find log in from main page. When you refresh something, some of the new look is very inviting.

When you send a bill if you would have the name of our client on there to be put in. When we get the bill it doesn’t have it.

Work to make them more user-friendly.

A chart on what I needed for those accounts of individuals who have passed away. This would be wonderful for teaching purposes.

A connection to the Unemployment Office of Workforce Development and information on employees finding health insurance information.

A lot of the background checks we do for the Dept. Of Child Services, those are really cumbersome. If they were all under one site, that would be more consolidated.

A more in-depth criminal background check, anything they can pull up. I ran a limited history on a young lady that did not show all information.

A national criminal history check. A sexual offender list.

Access to a limited criminal history check rather than go through the state police. I would like to access it through here. It would be nice even if it is not necessary.

Access to employment records, even if it were just the last quarter or two. Add the clients name on our billing.

Alcohol and tobacco, liquor permit, if you can do that online, I don’t know. If you could renew alcohol permits online for the business that would be good.

Anytime any document can be done online it is easier.

At a local level I would like to see more document searches.

Being able to look up my own VIN numbers rather than call the DMV Billing for states contract vendors.

BMV for commercial applications like renewing registration and doing title transfers.

Centralize the data. The more we see of that, they made big strides the last few years, continue on that.

Comprehensive manuals for workers compensation and unemployment. Crash reports on site would be nice

DMV added I would like to be kept informed if anything new is added. Do as much of it online as much as possible.

Do searches for individuals based on DOB or SSN.

Driver’s license photographs that is so important to know what this person looks like Driver’s license photos online

Eliminate restrictions to view BMV records.

Expand some of the court applications so we can do e-filing and get court documents electronically.

Expanding some of the sites to include information we would like to access, indexing information so it is more accessible. I spend more time than I would like trying to find what I am looking for, particularly the legislative and Supreme Court sites.

Fingerprint checks.

Fix password on MyCase. Do not use the human verification number picture to verify.

I am a lender and it would be nice if I could obtain websites information from other counties

I am very happy with the site but when I go to pay my state unemployment there is a fee but not if I print it out and send it so I suggest that you drop the fee and save us both time and money.

I do not know.

I had some trouble looking up liens today. I type in tax liens and it takes me to DMV.

I would it to be easier to get employee passwords, such as an email system, or something so that they do not have to make a phone call to get passwords.

I would like an Odyssey for getting docket sheets and not go record by record

I would like the government of Indiana to legalize marijuana for medical purposes. Add the ability to file appeals.

I would like to be able to see the full driver’s license number when I look it up.

I would like to see a drop box kind of service where if I were dealing with something I could email a document where they could pick it up and read it and make comments and send it back.

I would like to see the IN.gov criminal background check if they could coordinate with the rest of the country. Just tied into the NCIC. And the background check should only show convictions, not arrests.

I’d like to see the access ease of use. Sometimes trying to find is difficult.

If there was a central depository for criminal records instead of for each individual county.

If you are part of child care and development funds, if there was an app for parents so they can see what they have for services.

If you could make a fillable form for the application that would be great.

It is not so easy to reset a password or to change someone online. The company should be able to add or delete users more easily and not have to send information in by mail. We would like more control over our own account. Other websites allow this self-control of information where IN.gov does not.

It would be a lot easier if I could do title history myself instead of mailing it in. Just like you do a title search and registration search.

It would be nice if criminal checks could go beyond Indiana, we use another company when we want to pick up other states.

It would be nice to add feature for background checks to search by SSN, also allow search by a middle initial criteria as well.

Log on to find out if a tax return has been filed, you can see if your refund is there but to find out if it has been filed isn’t.

Maybe more criminal charges.

More court cases available online. Put them all in one spot.

My husband isn’t computer literate so if there was some way it could be done over the phone. My own titling.

National criminal checks that we could do online that would free of cost. No comment (x 368)

No (x 14)

None (x 36)

Not all of the court records are online, some counties are not online. Not for us.

Not really.

Nothing comes to mind right now. Nothing.

On the online dockets so we can access the copies of what has been filed Online filing services for motor vehicles like Wisconsin DMV

Order title histories online Paying state taxes online.

Simplifying business searches would be easier.

Some sort of dealership accessibility to BMV services.

Something more specific for paying our taxes online a little less complex Submitting adoption bills to the central eligibility unit online.

The ability to complete all transactions online if we choose to. The ability to pay unemployment taxes, date sensitive

The area I use most is in the Bureau of Motor Vehicle records. I use those in the context of litigation that is specifically exempted from all the privacy issues. I no longer can get many of them online. I thought when I paid for enhanced access I could get information that the general public could not because I need that for litigation for my work. I use the service so much less than I used to.

The criminal history check, it's not as thorough as it could be. Maybe searching by SSN would help.

The opportunity to change our users online without having to send it in and wait for it to come back that would help me out.

There are huge data bases that are available and I would like them all to be searchable. Expand what is there. Enhance them with Google as other states have. This needs to be more than a search by name.

There is an app for forms such as gun permits we would like to see having access to those who actually have gun permits. A change on the sex offender registry including the date of birth as there is confusion with common names as to whether you have the right person. On DMV to be able to search vehicle ownership by name or address.

There was a bunch of publicly available information which is now unavailable but I would prefer that agencies expand public data and make it available online. The data for those who had asked for the homestead exemption is no longer available and should be.

There was a tiered access, we uses to have access to run plates, we no longer have that access. They use to allow us to go on and pull up license plate numbers.

To verify DMV. We no longer can do that online.

We use the limited criminal background check that might be something that could be more detailed version.

We use the state repository for criminal history checks but we are not able to get county checks, so if those could be added that would be nice to get.

We would like to see every county covered. We need cities covered as well.

What the schools and churches use to check for pedophiles. They ought to have something like that for PI's.

You should do this same survey for one of our attorneys.

## APPENDIX D

**Additional notes on survey analysis methodology and outcomes**

### Additional notes on survey analysis methodology and outcomes

**Methods Overview:**

Once the Indiana survey had been designed and administered, key aspects of the data analysis included tallying survey responses, calculating percentages and margins of error, and creating visualizations of the results. In addition to presenting the main results, responses to survey questions were statistically analyzed to determine whether a variety of subscriber characteristics and responses were related to subscriber responses to survey questions rating the state’s website. For example, do subscribers with a large number of annual transactions rate IN.gov more highly than “light users”? Subscriber comments on open-ended questions were not analyzed in this way, but questions with predefined scales for ratings or agree-disagree were checked for these associations. A fairly comprehensive approach included reviewing a correlation matrix with more than 29 variables and hundreds of possible associations, testing the statistical significance of associations, running crosstabs on statistically significant correlations, and identifying key findings in writing.

One step in that effort is the simplified correlation table shown in this appendix. Twelve survey questions are matched with eight variables given in rows. Whether a number in the table is positive or negative indicates whether the correlation is direct or inverse, and shading indicates whether the correlation is statistically significant at the 90% or 95% level of confidence. For example, a subscriber’s annual transaction count is negatively correlated to the subscriber’s rating of whether the fee is reasonable, suggesting frequent users may be more sensitive than occasional users to the price of these online services, but that relationship is not strong enough to meet statistical significance requirements.

A variety of cross tabs may yet be instructive for those variables in the table whose relationships are not statistically significant, even though a robust general relationship cannot be substantiated with the survey data. For example, we can review the characteristics and other responses of subscribers that strongly agree that IN.gov makes it easier to conduct business in order to zero in on subscribers with high levels of satisfaction, without mixing in results along the spectrum of satisfaction or agreement. Or we may be interested in knowing everything we can about subscribers that rate IN.gov reliability as poor, in order to learn how to respond well to dissatisfied customers. Additional data mining could be insightful.

Within the main body of the report, significant findings from cross tab analysis are included with the results and discussion of individual questions. These findings are based on tables, not reproduced here, that show the count and percentage of people with a given response or characteristic who gave a particular response to a survey question.

### Summary of results from cross tabs:

Perhaps to be expected, the most common associations are between affirmative or favorable responses to one question and likewise favorable responses to other questions. Subscribers giving high ratings overall for online government services also give high ratings for the survey’s five attributes (speed of delivery, ease of use, fee reasonableness, reliability, and customer service), four statements regarding business friendliness, and the financial impact of these online services. Among the eleven survey questions referred to in the previous sentence, such results are universal and statistically significant, though not uniform in terms of the strength of the correlation. In this report, these associations are individually documented only for the overall rating, since the overall rating’s correlation with the other ten results is representative of

the observed pattern of results described here. We observe that no particular feature of Indiana’s online services that was considered departed dramatically from the others in terms of subscribers’ reactions. Once again, subscribers who are pleased or displeased tend to respond fairly similarly to each of these questions.

As noted, the survey elicited a consistent message for overall ratings, five attribute ratings, ratings of business friendliness, and financial impact. On the other hand, responses were not so predictable and sometimes varied systematically based on the subscriber’s annual transaction count, whether the subscriber expanded, and respondent gender, age, job tenure, and preference for online versus offline government transactions. Not shown in the table in this appendix, we looked for any connections between city population corresponding to subscribers’ addresses to see if there was an urban/rural dynamic, but did not detect any reliable patterns in that regard. Similarly, annual transactions, recent expansion, and job tenure appear to be fairly unrelated to subscriber satisfaction with IN.gov.

Smarter eGovernment: The Benefits of Online Services for Indiana Businesses

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Indiana Correlation Matrix for Selected Variables | | | | | | | | | | | | | |
| 95% significance level | | Overall rating for IN.gov | Preference for gov transactions online (1,2)  offline (3,4) | IN.gov speed | IN.gov ease of use | IN.gov reasonable fee | IN.gov reliability | IN.gov customer service | IN.gov  is business friendly | Indiana is business friendly | IN.gov makes state  business friendly | IN.gov makes  business easier | Bottom line impact of IN.gov |
| 90% significance level | |
| Subscriber characteristics | Number of annual transactions on IN.gov | 0.03 | -0.02 | 0.05 | 0.02 | -0.07 | -0.02 | 0.00 | -0.06 | -0.02 | 0.03 | 0.00 | -0.04 |
| Expanded, past three years in any of 4 ways | -0.01 | 0.09 | -0.07 | -0.05 | -0.04 | -0.06 | -0.02 | -0.04 | 0.00 | -0.04 | -0.05 | -0.14 |
| Question responses | Overall rating for IN.gov | 1.00 | -0.13 | 0.54 | 0.54 | 0.36 | 0.54 | 0.49 | 0.52 | 0.44 | 0.48 | 0.49 | 0.09 |
| Preference for gov trans online (1,2), offline (3,4) | -0.13 | 1.00 | -0.19 | -0.13 | -0.08 | -0.10 | -0.10 | -0.17 | -0.08 | -0.08 | -0.22 | 0.00 |
| Bottom line impact of IN.gov | 0.09 | 0.00 | 0.19 | 0.11 | 0.21 | 0.15 | 0.19 | 0.10 | 0.16 | 0.17 | 0.15 | 1.00 |
| Respondent characteristics | Gender:  male (1), female (2) | 0.12 | -0.13 | 0.00 | 0.08 | 0.04 | 0.06 | 0.10 | 0.13 | 0.11 | 0.14 | 0.16 | -0.02 |
| Age | -0.08 | 0.10 | -0.07 | -0.11 | -0.01 | -0.07 | -0.12 | -0.13 | -0.10 | -0.11 | -0.15 | 0.02 |
| Job tenure, how long in current position | -0.05 | -0.04 | -0.01 | -0.04 | -0.01 | -0.04 | -0.07 | -0.06 | -0.06 | -0.09 | -0.08 | 0.04 |

Table D1: IN.gov (IN.gov) Correlation Matrix for Selected Variables