

e-Government Gov-to-Public Surveys 2009

Annual e-Government Customer Perception Surveys Conducted in 2008 and 2009

Background

The e-Government Customer Perception Survey is conducted annually by the Ministry of Finance and Infocomm Development Authority of Singapore to assess the level of receptivity towards e-Government initiatives among the general public; and to identify areas for further improvement.

This e-Government Customer Perception Surveys were conducted in February / March 2008 and March 2009 for the reporting periods of FY20071 and FY2008 respectively.

Objectives

The objectives of the survey were:

- ☐ To determine the proportion of users who transacted with the Government electronically, either on their own or with help.
- ☐ To determine the level of satisfaction in using Government electronic services.

Research Methodology

1,200 respondents, representative of the total demographic population above the age of 15, were surveyed. Data collection was done through telephone interviews.

Survey Results

1. Users who had transacted with the Government electronically, either on their own or with help, at least once in the past 12 months of the Financial Year

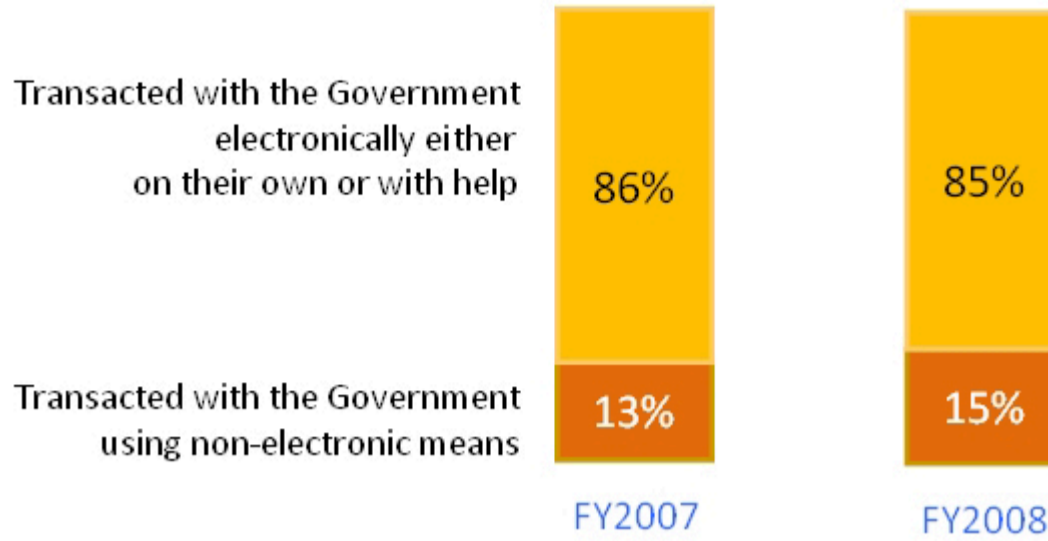
Respondents who transacted with the Government continued to do so mostly via electronic means, with an increase observed for those who use the Internet. More than 8 out of 10 (85% in FY2008, 86% in FY2007) who transacted with Government did so electronically (via the Internet, automated kiosks, email, telephone via the Interactive Voice Recognition System, SMS, etc.), either on their own or with help, at least once in the past 12 months of the Financial Year.

The typical profile of such users, whether on their own or with help, was skewed towards young adults (aged 20 to 39 years old) and white collar workers.

The remaining group who had never transacted electronically with the Government was primarily senior citizens, blue-collar workers and the non-

working group. To help this group of users, the Government has put in place a network of easily accessible CitizenConnect centres. They can go to any CitizenConnect centre for free internet access or complimentary help to transact electronically with the Government. There are currently 27 Citizen Connect centres located throughout Singapore.

Means of Contact with the Government

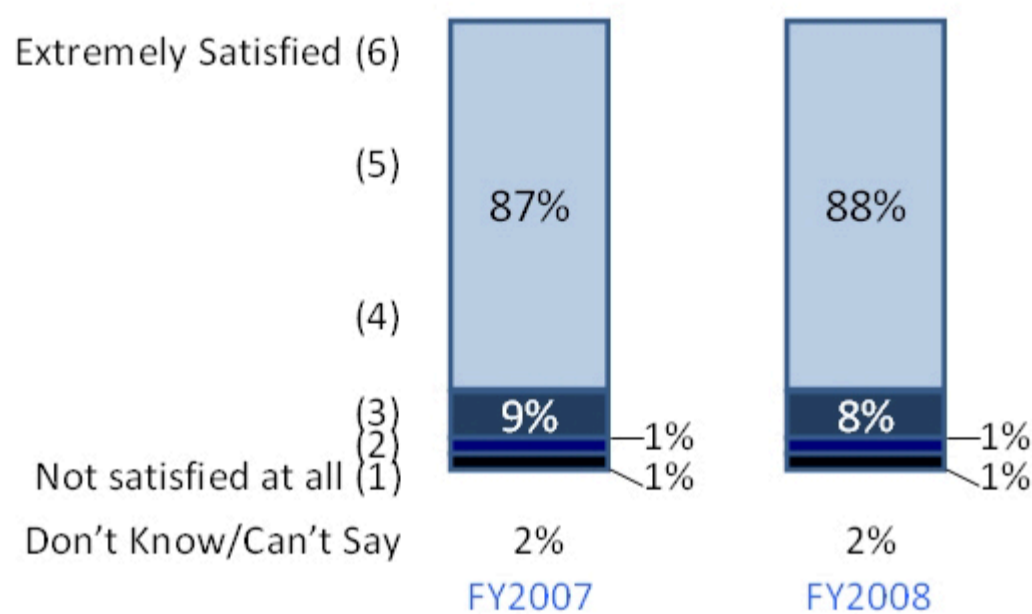


In FY2007, 1% cannot recall how often they transact with the Government.

2. Satisfaction with overall quality of Government electronic services

Satisfaction levels have risen to 54% in FY2008, up from 49% in FY2007, where respondents gave a rating of 5 and above on a 6-point scale. Users were happy with the quality of Government electronic services. 9 in 10 (in FY2008 and FY2007) would recommend Government electronic services to others.

Satisfaction with Government electronic services



If "don't know/ can't say" is excluded, percent satisfied (i.e. 4-6) is 89% for FY2007 and 90% for FY2008.

3. Reasons for satisfaction with overall quality of Government electronic services

Among those who used electronic services to transact with the Government, the top reasons of satisfaction were:

- Easy to find information

- ☞ Fast transaction
- ☞ Easy to complete transaction
- ☞ User friendly

1Note: FY2007 refers to the period from 1 April 2007 to 31 March 2008. FY2008 refers to the period from 1 April 2008 to 31 March 2009.