

DIGITAL GOUV' 2016

THE DIGITALISATION OF THE PUBLIC SERVICES SEEN BY EUROPEAN CITIZENS

November 2016

In partnership with **GAME CHANGERS**



GENERAL FINDINGS



In the opinion of citizens from the 4 countries included in the survey, the digital transformation of government services is now well underway. The majority of Norwegians, French and British people consider that the development of digital technology is advanced in their country, with the Germans being most split. However, the sense of how advanced it is differs according to sectors of public action. The tax administration, and notably filing income taxes, appears to be the most advanced field. Responses contrasted more when it comes to the progress made by the other services, according to sectors and countries.



Expectations in favour of the development of digital government services are real among users. The setting up of online procedures and public services is viewed as a priority by a very large majority of the people surveyed in all these countries. Support for the development of digital tools is massive: more than 8 out of 10 people questioned are willing to change their habits and to switch to online to carry out their procedures.



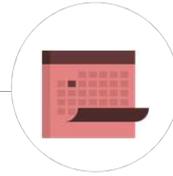
Users underlined the many personal benefits that they could draw from the development of new services by the State and government services (time saving, no need to make a trip, flexibility and simplification). While they still have fears about the security of personal data, the authorities in all these countries enjoy a real capital of confidence to reassure users on these questions.

METHODOLOGICAL NOTICE



Sample

4 002 respondents in four countries interviewed via Ipsos online access panel



Field Dates

From 31 august to 13 september 2016



Methodology

Quota Sampling: Sex, Age, profession of the interviewee, region and market size



This report was prepared in compliance with the international standard ISO 20252 «Market, opinion and social research »

SURVEYED COUNTRIES



Norway
1 000 interviews

Germany
1 000 interviews

The UK
1 000 interviews

France
1 002 interviews





PART 1

**ACCESS TO ALL DIGITAL STATE
SERVICES FOR EVERYONE AND
EVERYWHERE**

THE DEVELOPMENT OF ONLINE PUBLIC SERVICES IS VIEWED AS A PRIORITY IN THE DIFFERENT COUNTRIES

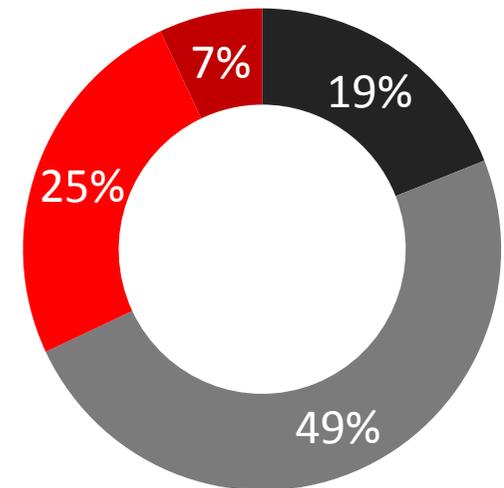
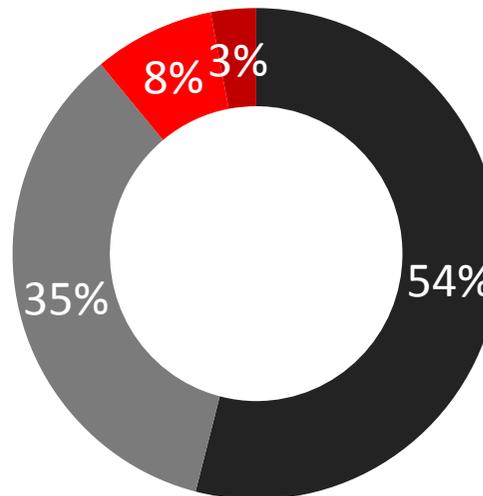
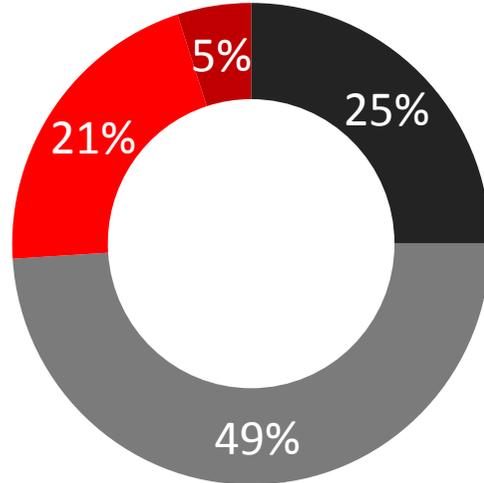
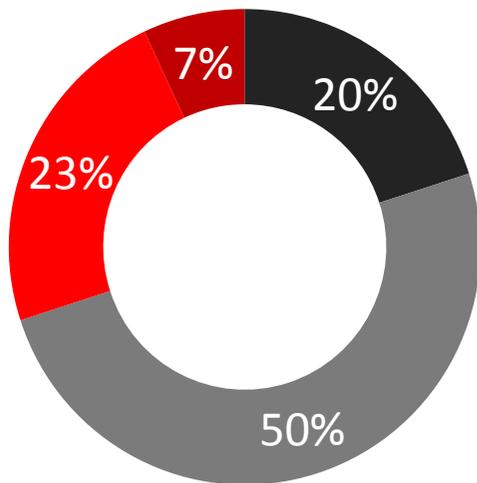


Priority 70%

Priority 74%

Priority 89%

Priority 68%



An absolute priority

Somewhat a priority

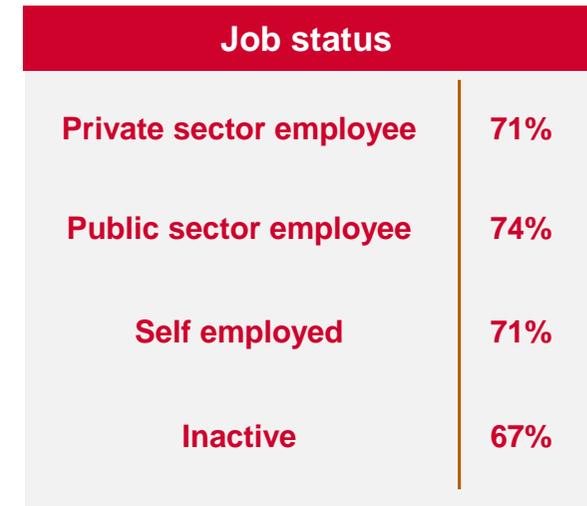
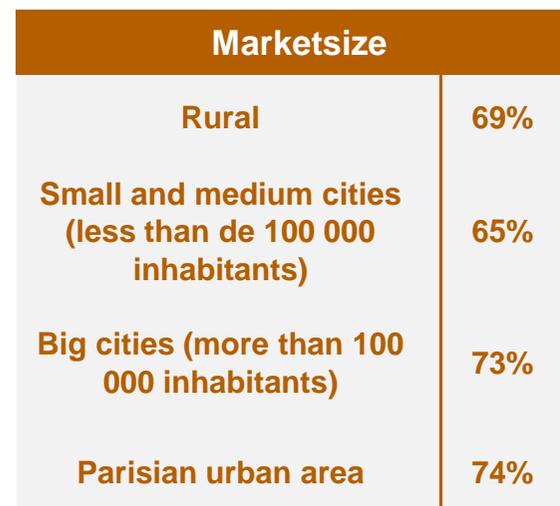
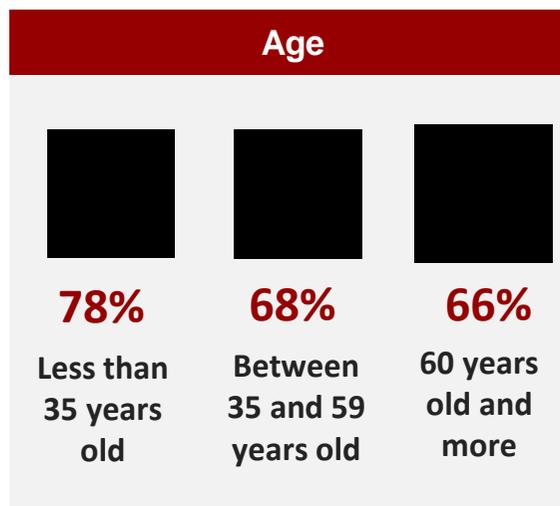
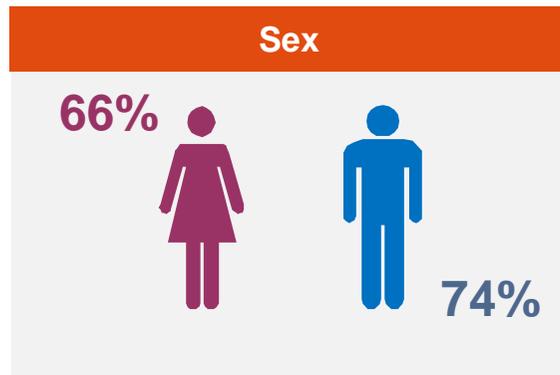
Not really a priority

Not a priority at all

Question: In your opinion, is it a priority that the State should increasingly use Internet and technology in its relations with the population?



ZOOM FRANCE | ALL CATEGORIES OF THE POPULATION VIEW THE DEVELOPMENT OF DIGITAL AS A PRIORITY



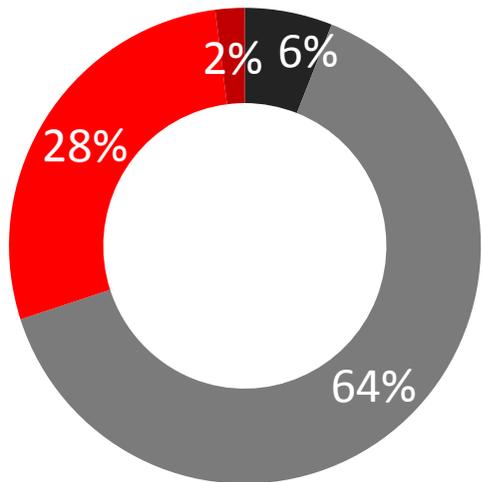
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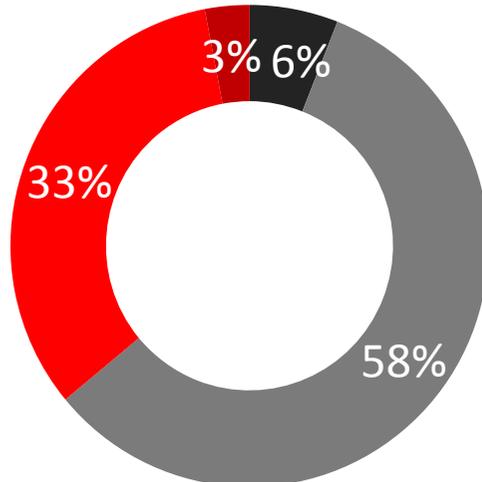
THE DEVELOPMENT OF DIGITAL TECHNOLOGY IS VIEWED AS GENERALLY ADVANCED IN ALL COUNTRIES AND PARTICULARLY IN NORWAY AND FRANCE



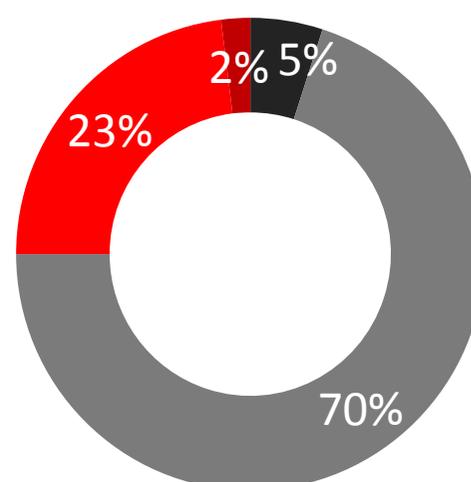
Advanced 70%



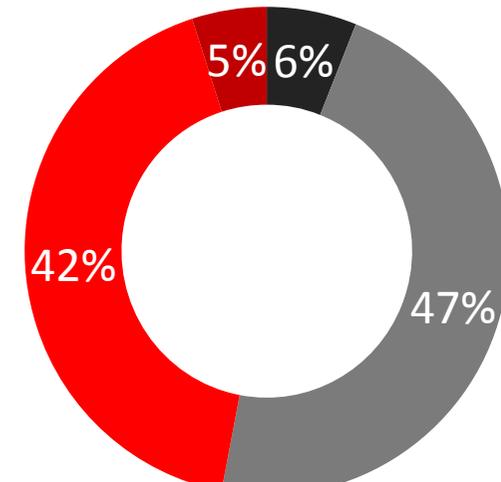
Advanced 64%



Advanced 75%



Advanced 53%



Very Advanced

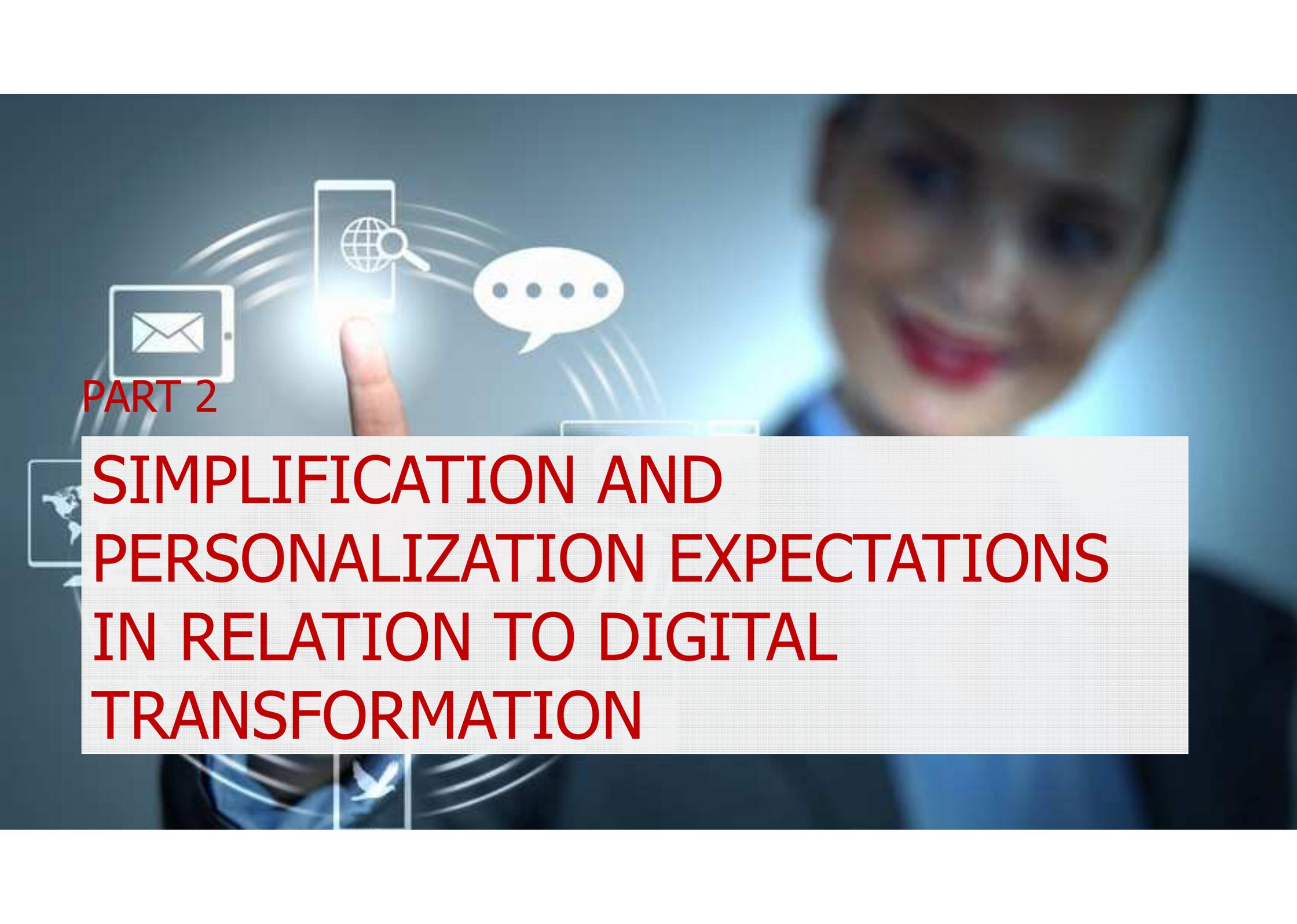
Quite Advanced

Not very advanced

Not Advanced at all

Question: How would you describe the current degree of digital development – i.e. use of the Internet and technology – in the Government (national, local or devolved administrations) and its services ?





PART 2

SIMPLIFICATION AND PERSONALIZATION EXPECTATIONS IN RELATION TO DIGITAL TRANSFORMATION

THE CITIZEN EXPECTS THE STATE TO SIMPLIFY ACCESS TO SERVICES

In %

France



UK



Norway



Germany



I would have no need to visit or call a government office



It would save me time when accessing information and services



Tasks could be carried out whenever I want



It would be simpler for users to access information and complete tasks



It would save the government time when making information available and processing transactions



Tasks would be more environmentally friendly, they would require less paper



Services would become more accessible, and easily available on mobile devices



Government services would be more efficient (less costly)



Processing of information concerning the users would be more transparent



I cannot see any advantage in using digital services offered by government

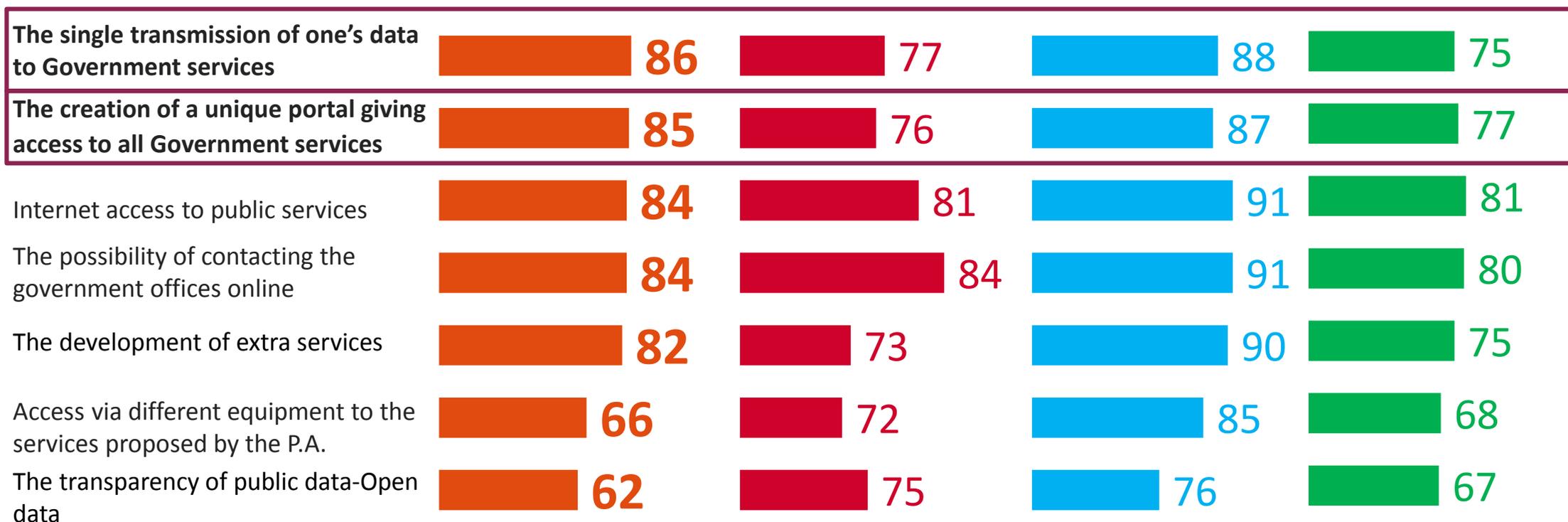


Question: For you personally, what would be the main advantages if new digital services were developed by government?



IN EUROPE AND ESPECIALLY IN FRANCE THE SINGLE ONLINE PORTAL AND "JUST TELL US ONCE" ARE A PRIORITY FOR CITIZENS

Subtotal very and rather advanced in %



Question: To what extent should the following actions become priorities for the government?



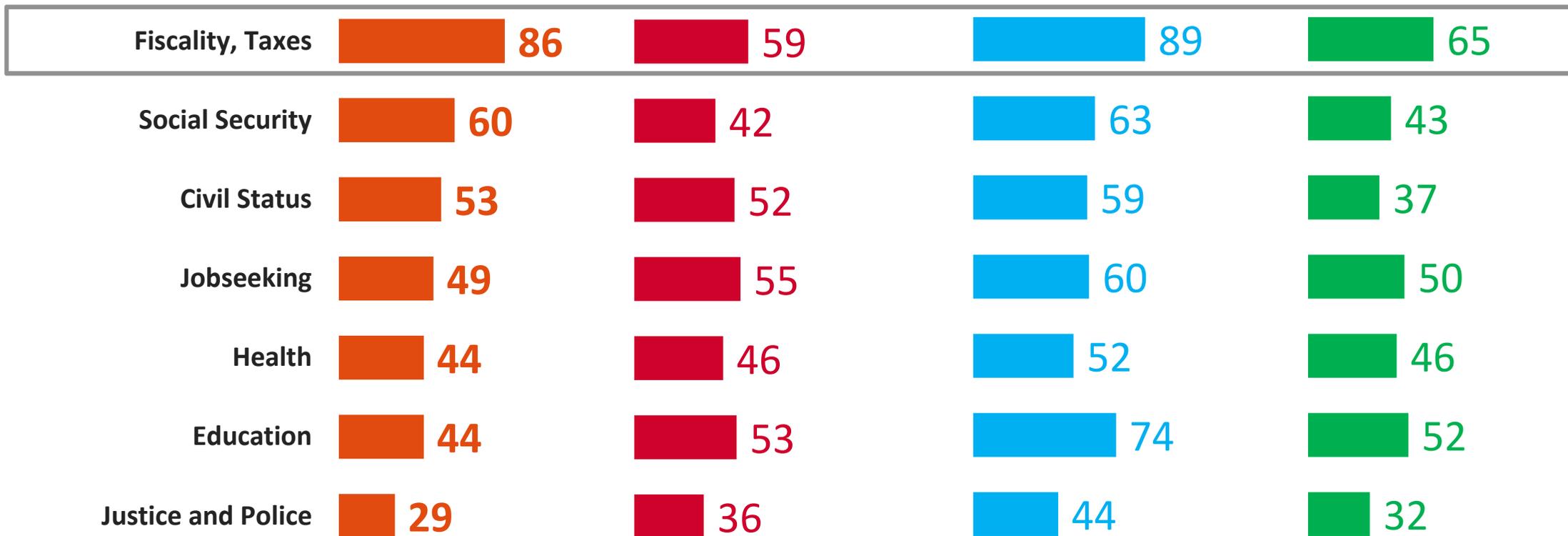


PART 3

STAMPED EXPECTATIONS IN CIVIL STATUS AND HEALTH DOMAINS

TAX SERVICES ARE VIEWED AS VERY ADVANCED IN THE DEVELOPMENT OF DIGITAL PUBLIC SERVICES CONTRARY TO THE JUSTICE SYSTEM AND THE POLICE

Subtotal very and rather advanced in %



Question: What do you think about the development of digital – i.e. use of the Internet and technology – in each of the following public sectors?



HEALTH AND CIVIL STATUS AS PRIORITY DOMAINS FOR THE DEVELOPMENT OF DIGITAL

TOTAL in %



Civil Status 40

31

13

46

Health 32

49

61

31

Jobseeking 32

18

28

26

Justice and Police (...) 29

18

21

20

Fiscality, taxes 25

29

31

37

Education 23

24

20

20

Social Security, welfare 22

32

26

20

■ Question: And in your opinion, which sectors should make the digital development – i.e. use of the Internet and technology – a priority?

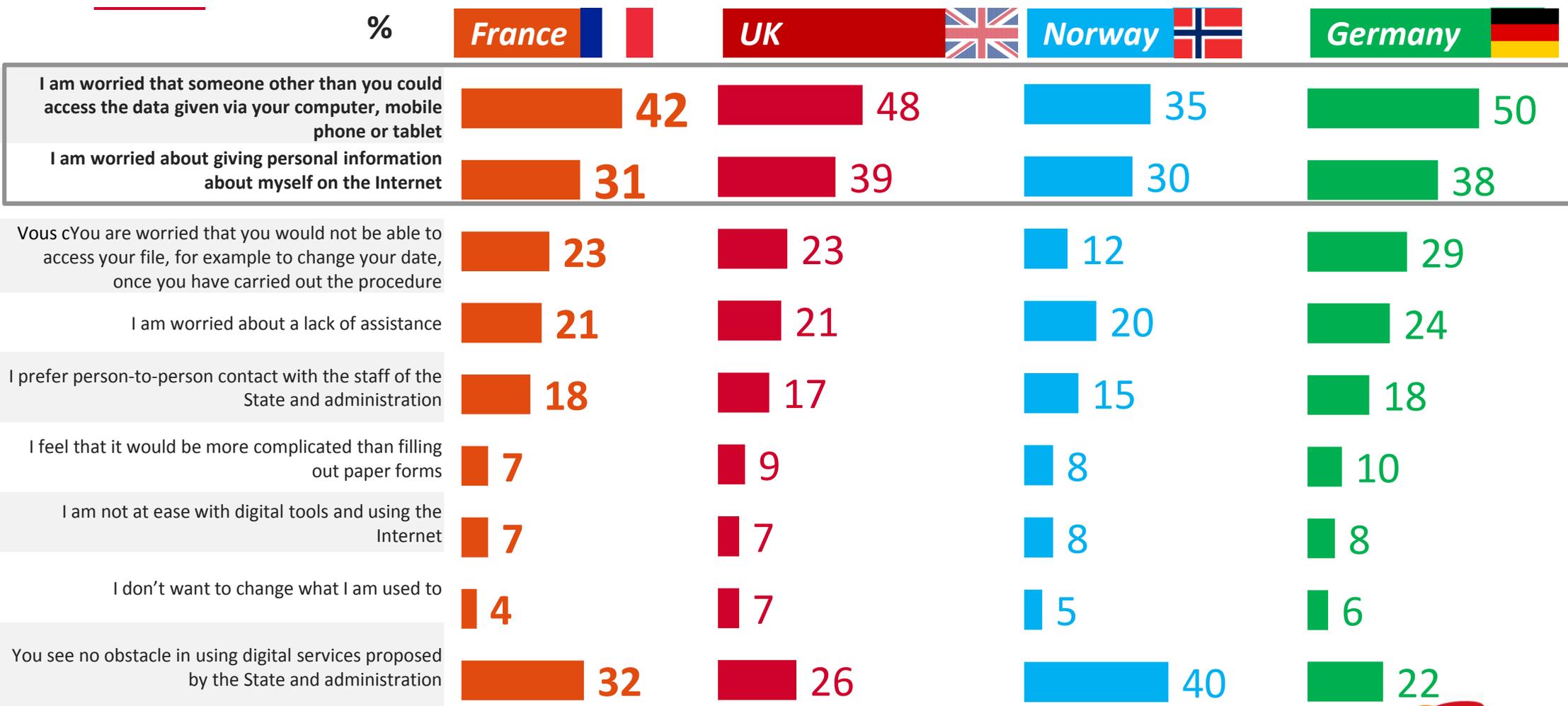




PART 4

DECREASE OF FEARS RELATED TO DATA SECURITY AND CONFIDENTIALITY

SECURITY AND CONFIDENTIALITY OF PERSONAL DATA ARE THE TWO MAJOR OBSTACLES IN ALL COUNTRIES



Question: for you personally, what would be the main obstacles that would dissuade you from using the digital services offered by government (national, local or devolved administrations)?

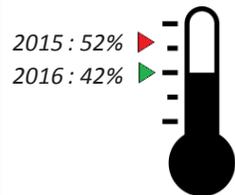


ZOOM FRANCE | LESS TENSION FROM FRENCH PEOPLE ABOUT PERSONAL DATA SECURITY



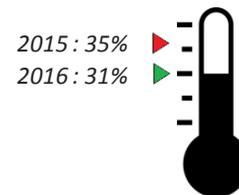
42%

You are worried that someone other than you could access the data given online



31%

You are worried about giving personal information about yourself on the Internet



24%

You are worried that you would not be able to access your file

Reminder 2015 : 24%

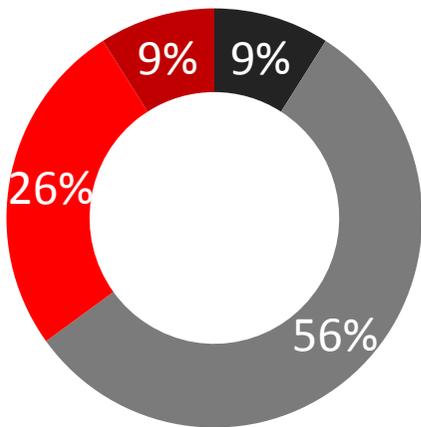
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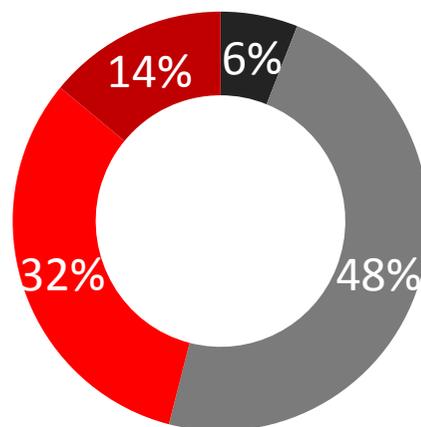
INCREASED INVOLVEMENT OF THE AUTHORITIES IN DATA SECURITY COULD SMOOTH THESE FEARS



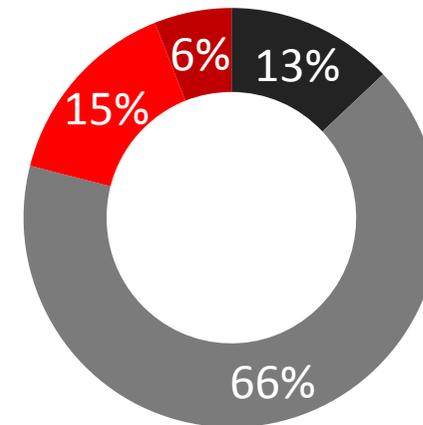
Trust 65%



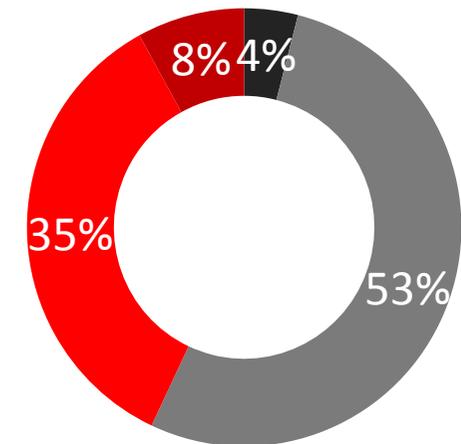
Trust 54%



Trust 79%



Trust 57%



Absolutely

More or less

Not really

Not at all

Question: How much do you trust the public authorities to ensure the security of the digital data in their possession and particularly your own confidential information?



A man in a blue striped shirt and tie is shown from the chest up. He has a yellow sticky note on his forehead with a red hand-drawn lightbulb icon. He is looking upwards and to the right with a thoughtful expression, his hand resting on his temple.

PART 5

A NEED FOR ASSISTANCE IN THE USE OF DIGITAL PUBLIC SERVICES

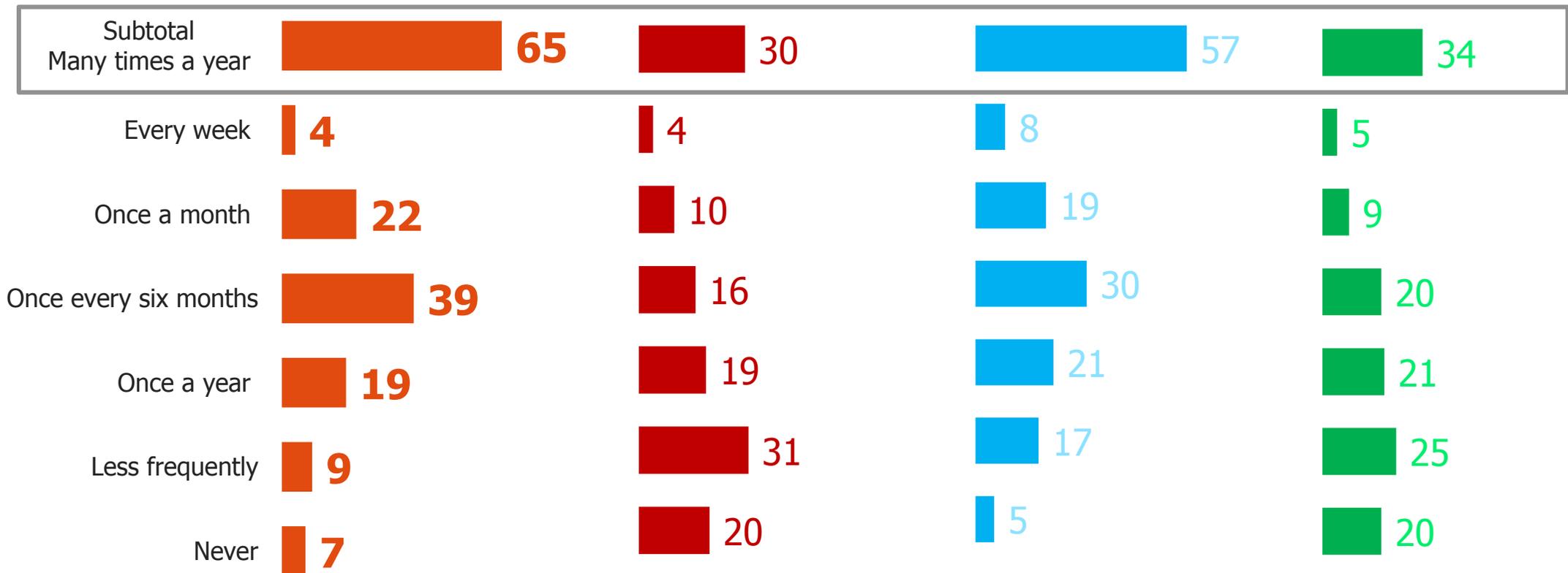
THE FREQUENCY OF USE OF ONLINE PUBLIC SERVICES IS VERY VARIABLE ACCORDING TO COUNTRIES

France 

UK 

Norway 

Germany 



Question: How often to you use online public services (e.g. for declaring income, paying taxes, requesting a civil status document, paying a fine, declaring income or a change of situation to your family benefits office, etc.)?



A FEELING OF INDEPENDENCE IN THE USE OF ONLINE PUBLIC SERVICES PREVAILS IN MOST COUNTRIES



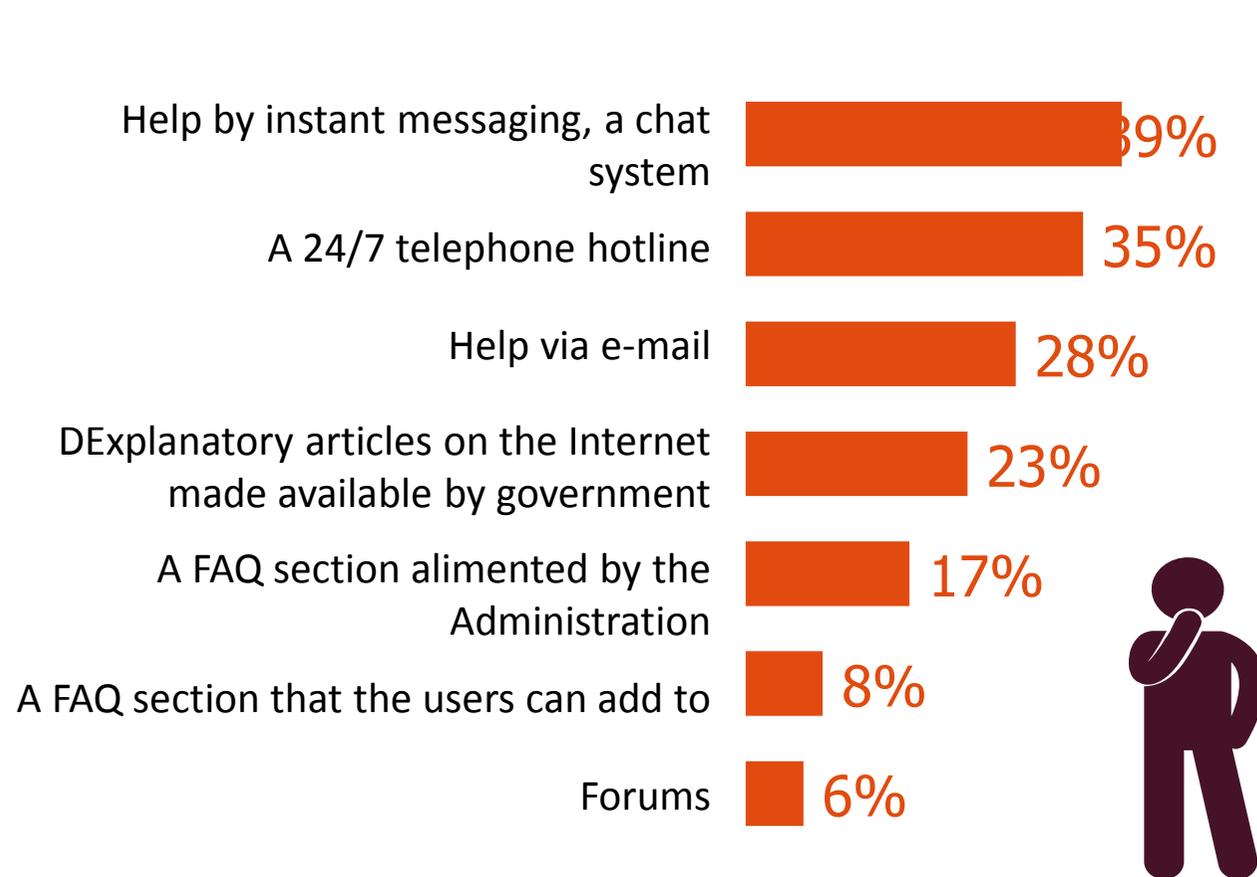
		You manage very well alone you are completely autonomous	You manage reasonably well alone, even if you sometimes need some help	You encounter some difficulties without help	You cannot manage alone, you are not autonomous at all
	France	66%	29%	5%	-
	UK	58%	35%	5%	2%
	Norway	68%	30%	2%	-
	Germany	43%	50%	7%	-

Question: And when you use these online public services, would you say that...

Base: To those who use online public services



ZOOM FRANCE | USERS EXPECT A CLOSE ASSISTANCE IN ORDER TO HELP THEM DURING THEIR ONLINE PROCEDURES



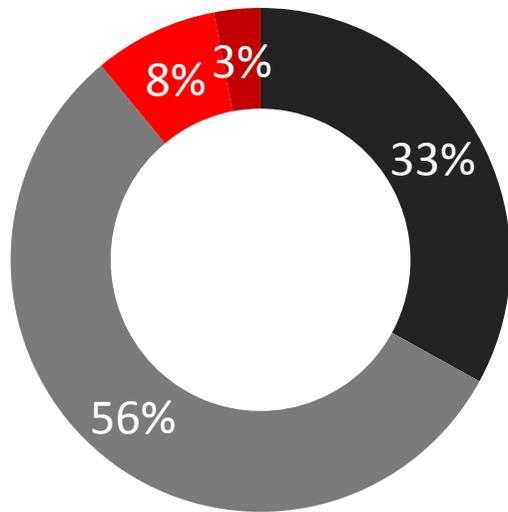
Question: When you think of these online public services, what sort of help do you think would be best adapted to...Two answers possibles.
Base : To those who use online public services...



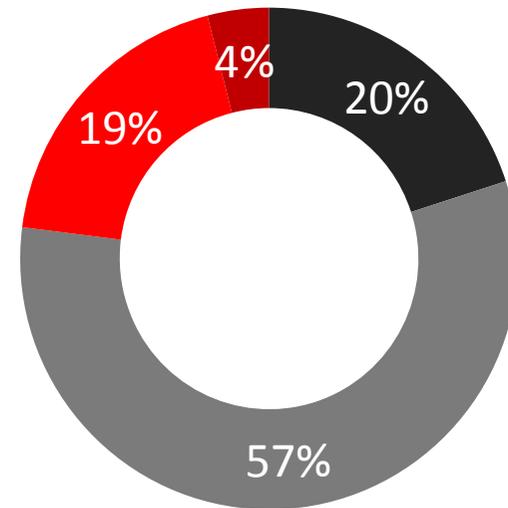
ZOOM FRANCE | THE FRENCH ARE ALMOST UNANIMOUSLY READY TO RATE ONLINE PUBLIC SERVICES AND ARE CONVINCED OF THE IMPACT



YES 89%



YES 77%



Absolutely

More or less

Not really

Not at all

Question : Personally, if you would have the opportunity to rate the public online services you use, would you do it?

Question : If the citizens could rate and evaluate online public services (for example by giving their opinion on the quality of service at the end of the process), do you think that would be likely to improve the quality of these services?

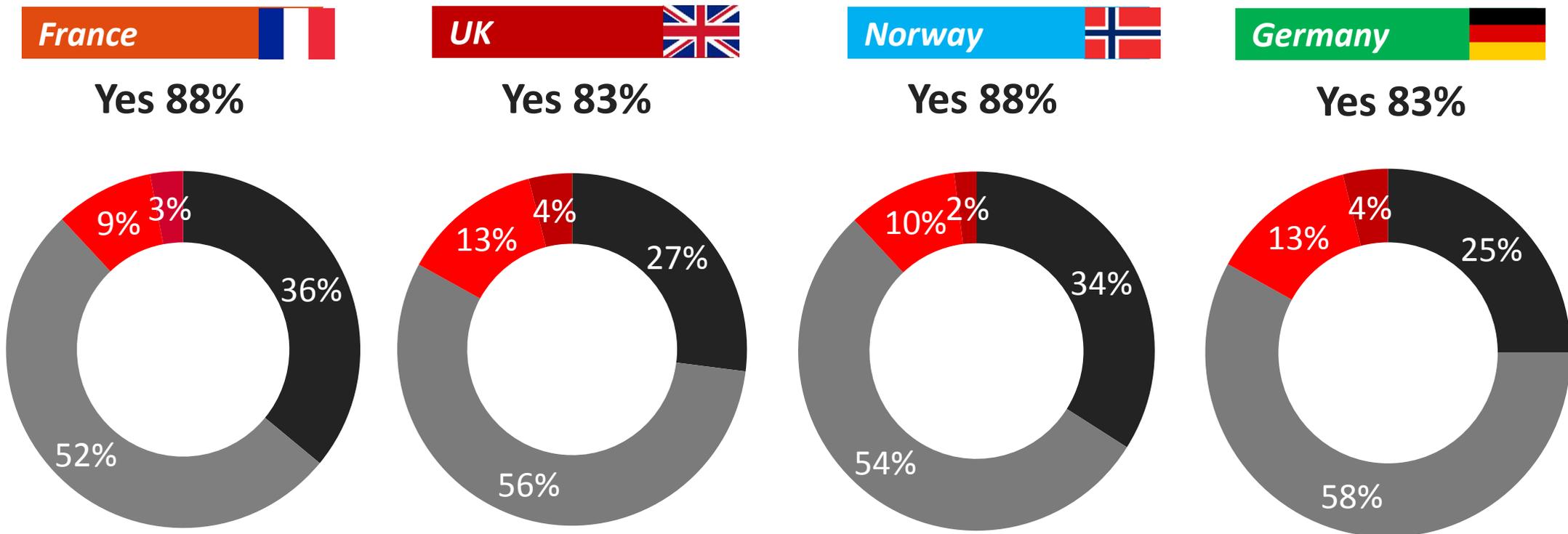


A person is sitting at a desk, working on a laptop. The person is wearing a dark jacket over a striped shirt. On the desk, there is a white mug, a stack of papers, and a pair of glasses. The background is slightly blurred, showing a window with blinds and a lamp. The text "CONCLUSION" is written in red, uppercase letters on the left side of the image.

CONCLUSION

**CITIZENS ARE WILLING TO PLAY
THE GAME**

A CLEAR MAJORITY OF CITIZENS WILLING TO PLAY THE GAME OF DIGITALISATION OF PUBLIC SERVICES



Yes without hesitation

Yes, why not

No probably not

No, definitely not

Question : If the Government were to develop an increasing number of digital tools, and notably the possibility of carrying out procedures via the Internet, would you personally be willing to use these online services, even if it would mean changing your habits?





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