salesforce research

2017

Connected Citizen Report

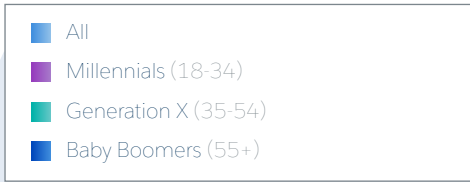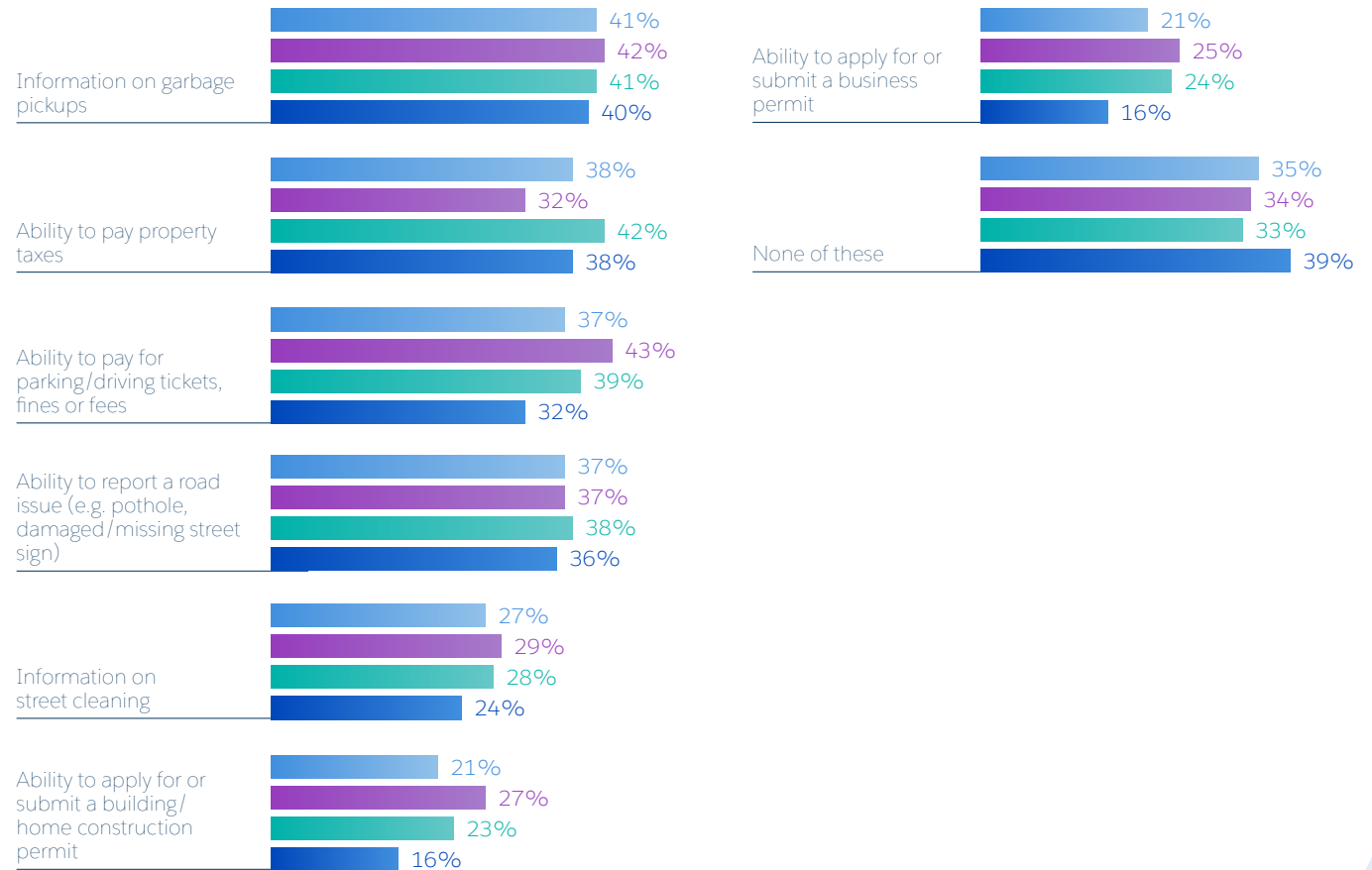Insights into how citizens connect with their governments via technology

Introduction

To understand how Americans today engage with local and federal government agencies, Salesforce released its "2017 Connected Citizen Report." The survey was conducted online by Harris Poll on behalf of Salesforce, Dec. 9-13, 2016, among 2,057 adults, ages 18 and older, in the United States. The report found that some Americans said their local governments do not provide many general services – such as being able to report a road issue or apply for/submit a business permit – via modern digital channels. In addition, more than half of Americans would be open to their taxpayer money going to research forward-looking technologies for their cities, assuming it is for services they would find helpful. Finally, while most Americans agree they have better experiences communicating with private enterprises than government agencies, many that did engage with the Internal Revenue Service (IRS), Health and Human Services (HHS) or the Veterans Affairs (VA) in the past 12 months reported positive interactions overall.

I. How citizens interact with local government agencies today

Many Americans seem to be either unaware or believe their local governments lack the ability to provide citizen services through digital channels, such as smartphone apps, email or websites.
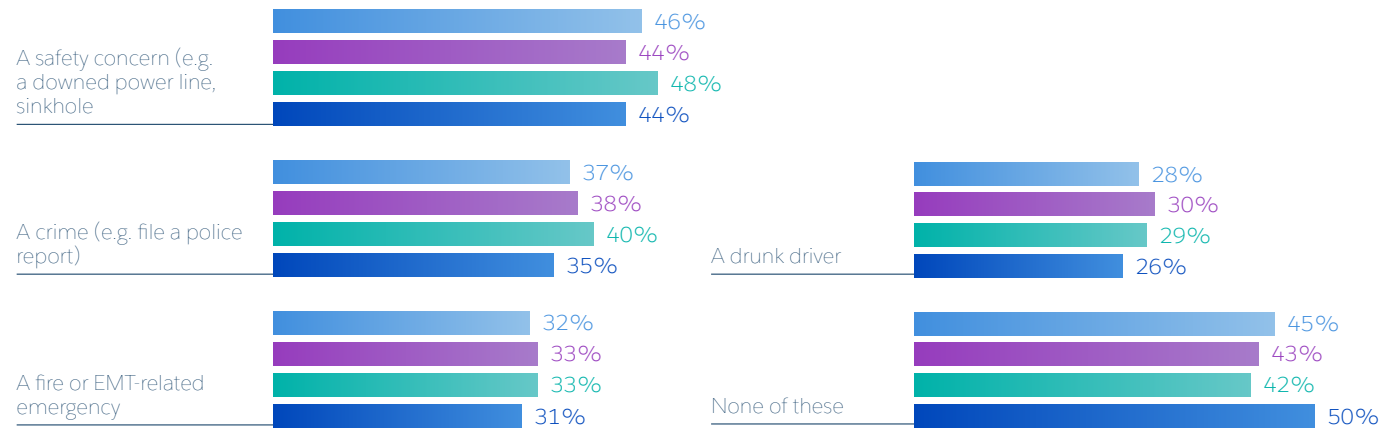
Which of the following general services does your local government provide to citizens via digital technologies (e.g. via smartphone app, email, website, social network or other modern communication channels) and not simply a phone call? Select all that apply.
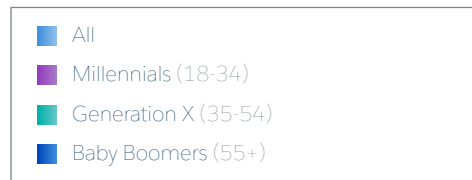
Information on garbage pickups
- All: 41%
- Millennials: 42%
- Generation X: 41%
- Baby Boomers: 40%

Ability to pay property taxes
- All: 38%
- Millennials: 32%
- Generation X: 42%
- Baby Boomers: 38%

Ability to pay for parking/driving tickets, fines or fees
- All: 37%
- Millennials: 43%
- Generation X: 39%
- Baby Boomers: 32%

Ability to report a road issue (e.g. pothole, damaged/missing street sign)
- All: 37%
- Millennials: 37%
- Generation X: 38%
- Baby Boomers: 36%

Information on street cleaning
- All: 27%
- Millennials: 29%
- Generation X: 28%
- Baby Boomers: 24%

Ability to apply for or submit a building/home construction permit
- All: 21%
- Millennials: 27%
- Generation X: 23%
- Baby Boomers: 16%

Ability to apply for or submit a business permit
- All: 21%
- Millennials: 25%
- Generation X: 24%
- Baby Boomers: 16%

None of these
- All: 35%
- Millennials: 34%
- Generation X: 33%
- Baby Boomers: 39%

Legend:
- All
- Millennials (18-34)
- Generation X (35-54)
- Baby Boomers (55+)

Only 38% of Americans said they can pay property taxes – and only about 1 in 5 say they can apply for a home construction or business permit (21%) – through modern channels. In addition, when it comes to civic engagement, only 19% say they can participate remotely in local town hall events using digital technologies.

Which of the following public safety issues are you able to report to your local government via digital technologies (e.g. via smartphone app, email, website, social network or other modern communication channels) and not simply a phone call? Select all that apply.
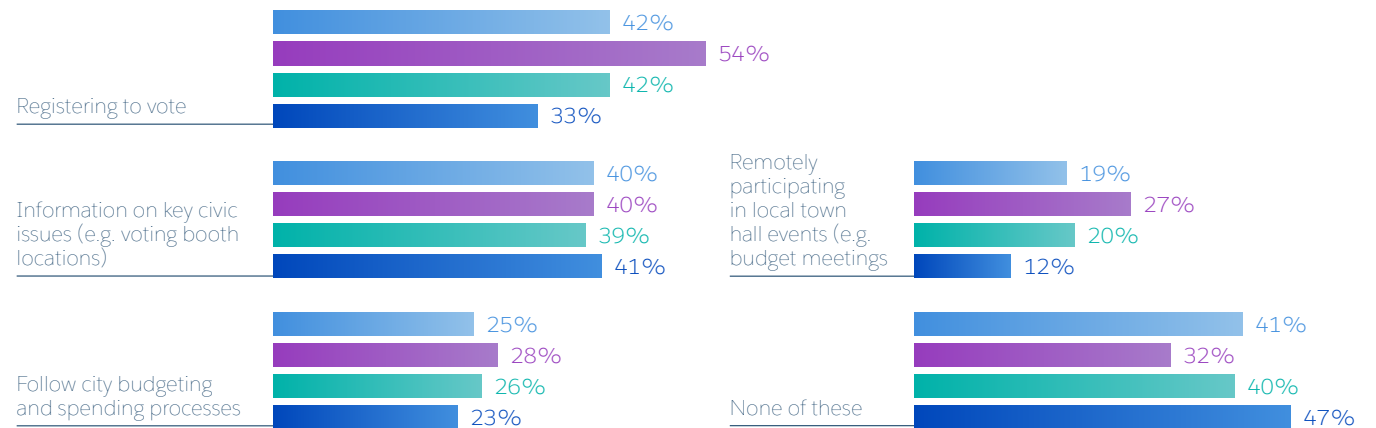
A safety concern (e.g. a downed power line, sinkhole)
- 46%
- 44%
- 48%
- 44%

A crime (e.g. file a police report)
- 37%
- 38%
- 40%
- 35%

A fire or EMT-related emergency
- 32%
- 33%
- 33%
- 31%

A drunk driver
- 28%
- 30%
- 29%
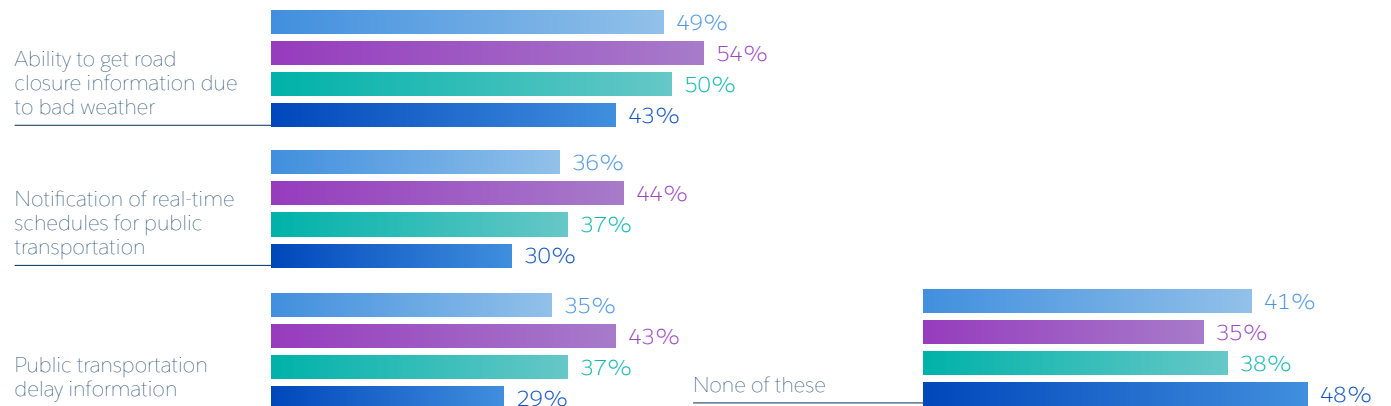- 26%

None of these
- 45%
- 43%
- 42%
- 50%

Which of the following civic engagement services does your local government provide access to via digital channels (e.g. via smartphone app, email, website, social network or other modern communication channels) and not simply a phone call? Select all that apply.
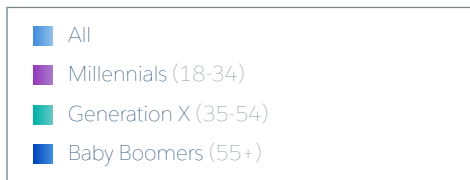
Registering to vote
- 42%
- 54%
- 42%
- 33%

Information on key civic issues (e.g. voting booth locations)
- 40%
- 40%
- 39%
- 41%

Follow city budgeting and spending processes
- 25%
- 28%
- 26%
- 23%

Remotely participating in local town hall events (e.g. budget meetings
- 19%
- 27%
- 20%
- 12%

None of these
- 41%
- 32%
- 40%
- 47%

Legend:
- All
- Millennials (18-34)
- Generation X (35-54)
- Baby Boomers (55+)

Almost half of Americans (49%) say they can get road closure information due to bad weather, and more than a third say they can pay parking tickets or report a road issue, like a pothole (37% each) via digital channels. And 46% of Americans say their local government has a transportation urban growth plan in place to deal with more people and traffic moving into their areas over the next 10 years.

Which of the following transportation services does your local government provide access to via digital channels (e.g. via smartphone app, email, website, social network or other modern communication channels) and not simply a phone call? Select all that apply.
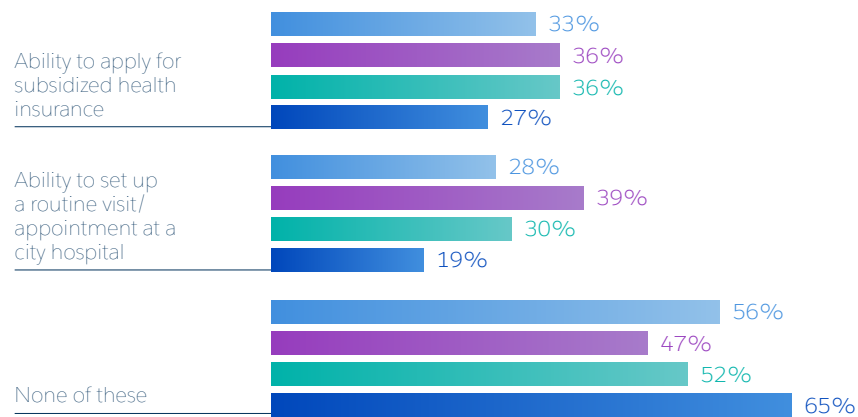
Ability to get road closure information due to bad weather
- 49%
- 54%
- 50%
- 43%

Notification of real-time schedules for public transportation
- 36%
- 44%
- 37%
- 30%

Public transportation delay information
- 35%
- 43%
- 37%
- 29%

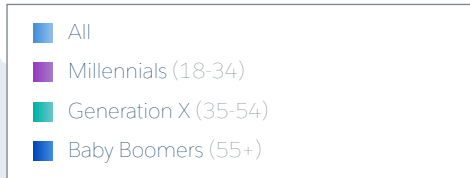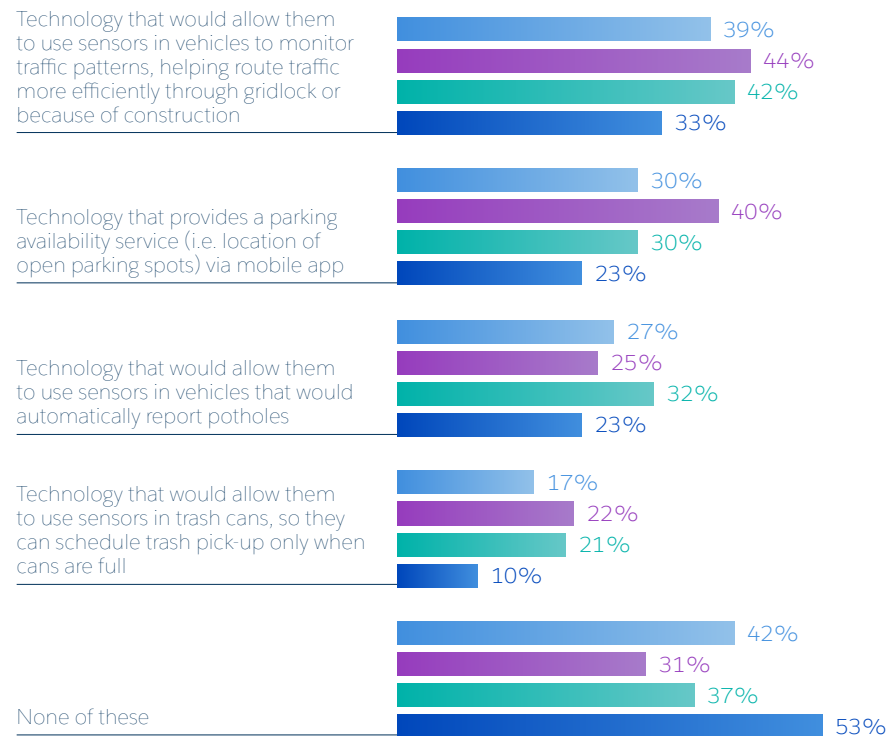**None of these**
- 41%
- 35%
- 38%
- 48%

Which of the following healthcare services does your local government provide access to via digital channels (e.g. via smartphone app, email, website, social network or other modern communication channels) and not simply a phone call? Select all that apply.

Ability to apply for subsidized health insurance
- 33%
- 36%
- 36%
- 27%

Ability to set up a routine visit/ appointment at a city hospital
- 28%
- 39%
- 30%
- 19%

None of these
- 56%
- 47%
- 52%
- 65%

Legend:
- All
- Millennials (18-34)
- Generation X (35-54)
- Baby Boomers (55+)

II. The future of local government technology

More than half (55%) of Americans would be open to their taxpayer money going to research forward-looking technologies for their cities, assuming it is for services they would find helpful. But many Americans seem to be less enthusiastic. For example, only 39% say they want their local governments to invest tax dollars in technology that would allow them to use sensors in vehicles to monitor traffic patterns, helping route traffic more efficiently through gridlock or because of construction, and less than one third (30%) want their local governments to invest tax dollars in technologies that provide parking availability, such as the location of open city parking spots, via a mobile app.

Which of the following types of technology would you want your local government to invest in? Select all that apply.
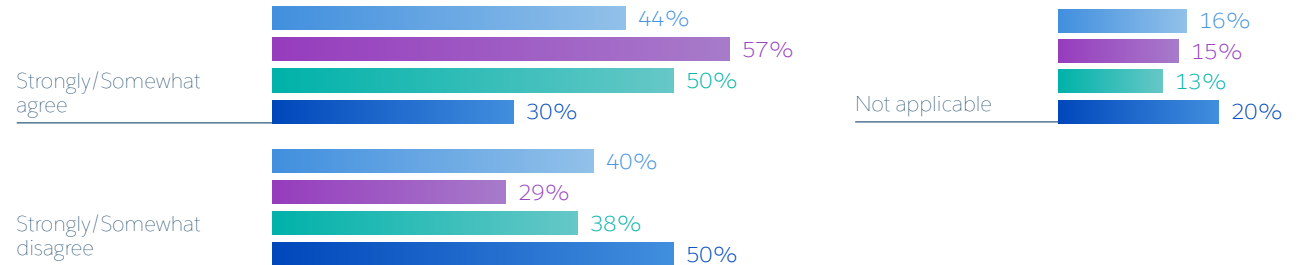
Technology that would allow them to use sensors in vehicles to monitor traffic patterns, helping route traffic more efficiently through gridlock or because of construction
- All: 39%
- Millennials (18-34): 44%
- Generation X (35-54): 42%
- Baby Boomers (55+): 33%

Technology that provides a parking availability service (i.e. location of open parking spots) via mobile app
- All: 30%
- Millennials (18-34): 40%
- Generation X (35-54): 30%
- Baby Boomers (55+): 23%

Technology that would allow them to use sensors in vehicles that would automatically report potholes
- All: 27%
- Millennials (18-34): 25%
- Generation X (35-54): 32%
- Baby Boomers (55+): 23%

Technology that would allow them to use sensors in trash cans, so they can schedule trash pick-up only when cans are full
- All: 17%
- Millennials (18-34): 22%
- Generation X (35-54): 21%
- Baby Boomers (55+): 10%

None of these
- All: 42%
- Millennials (18-34): 31%
- Generation X (35-54): 37%
- Baby Boomers (55+): 53%

Legend:
- All
- Millennials (18-34)
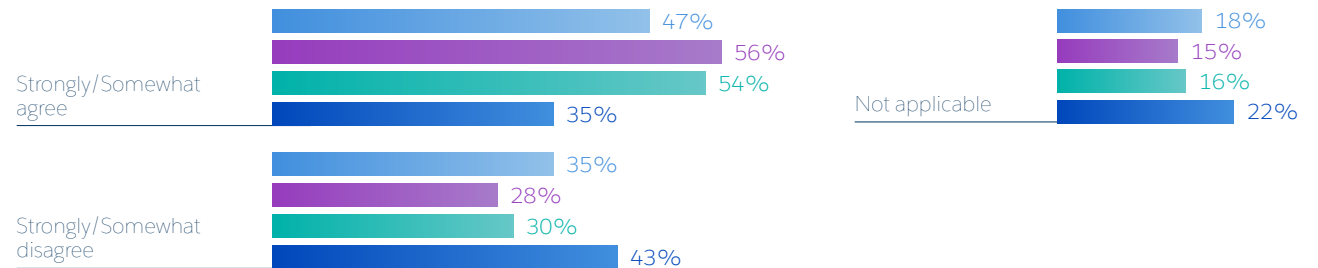- Generation X (35-54)
- Baby Boomers (55+)

Generational gaps emerge when it comes to transportation preferences, as 56% of millennials and 54% of Gen Xers state that if costs were the same, they would prefer to use a ride-sharing company vs. public transportation to get to work, while only 35% of baby boomers feel the same way.

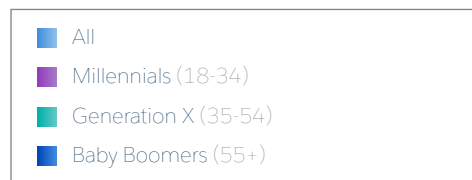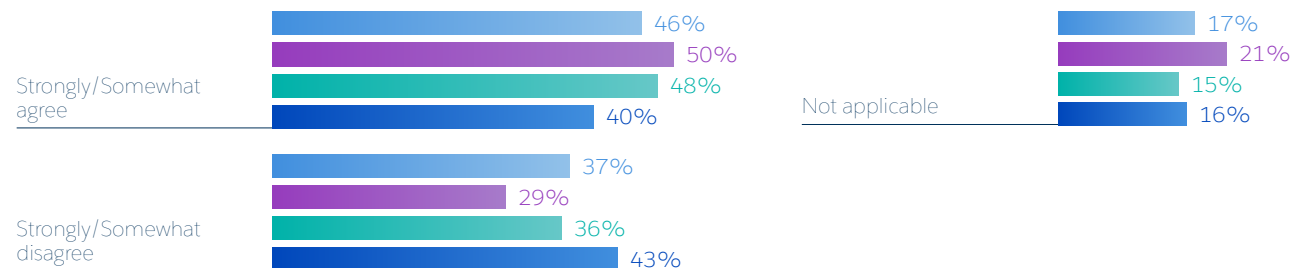## How much do you agree or disagree with the following statements?

I would like my city to offer subsidized ride-sharing to transport me to and from public transportation stations (i.e. 'last-mile transportation).

Strongly/Somewhat agree: 44%, 57%, 50%, 30%
Not applicable: 16%, 15%, 13%, 20%

Strongly/Somewhat disagree: 40%, 29%, 38%, 50%

If costs were the same, I would prefer to use a ride-sharing company over public transportation to get to work.

Strongly/Somewhat agree: 47%, 56%, 54%, 35%
Not applicable: 18%, 15%, 16%, 22%

Strongly/Somewhat disagree: 35%, 28%, 30%, 43%

My local government has a transportation urban growth plan in place to deal with more people and traffic moving into my area over the next 10 years.

Strongly/Somewhat agree: 46%, 50%, 48%, 40%
Not applicable: 17%, 21%, 15%, 16%

Strongly/Somewhat disagree: 37%, 29%, 36%, 43%

Legend:
- All
- Millennials (18-34)
- Generation X (35-54)
- Baby Boomers (55+)

Interestingly, almost twice as many millennials say they would be willing to give the government access to their personal data, such as their locations or social media posts, to increase the quality of the services it provides than baby boomers (41% vs. 22%).

How much do you agree or disagree with the following statements?

I would be open to my taxpayer money going to research forward-looking technology for my city, assuming it is for services I would find helpful.
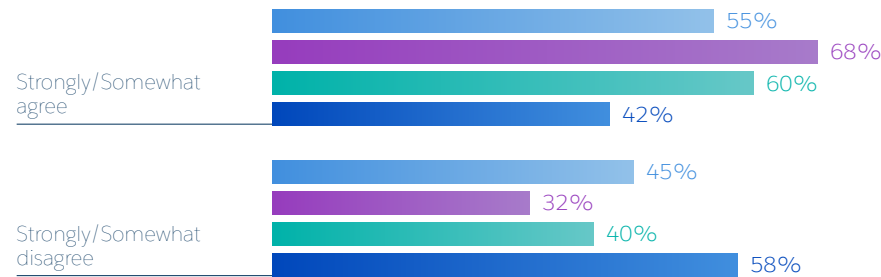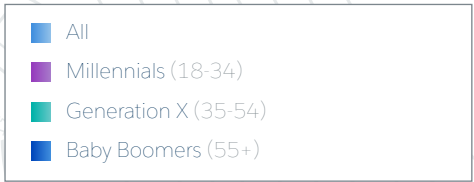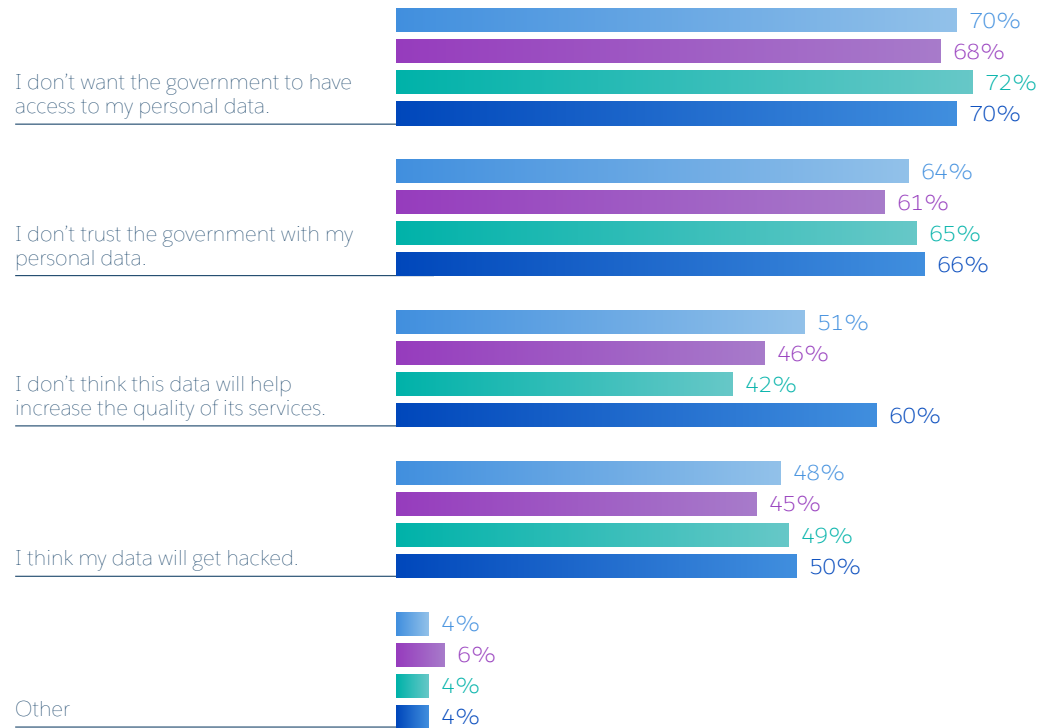

I would be willing to give the government access to my personal data (e.g., location, social media postings, etc.) to increase the quality of the services (e.g., traffic corridors, construction updates, public transportation delay announcements) it provides.

Legend:
- All
- Millennials (18-34)
- Generation X (35-54)
- Baby Boomers (55+)
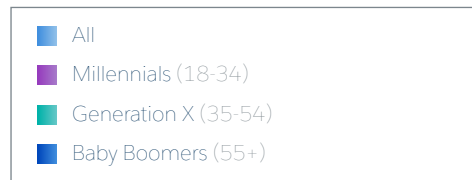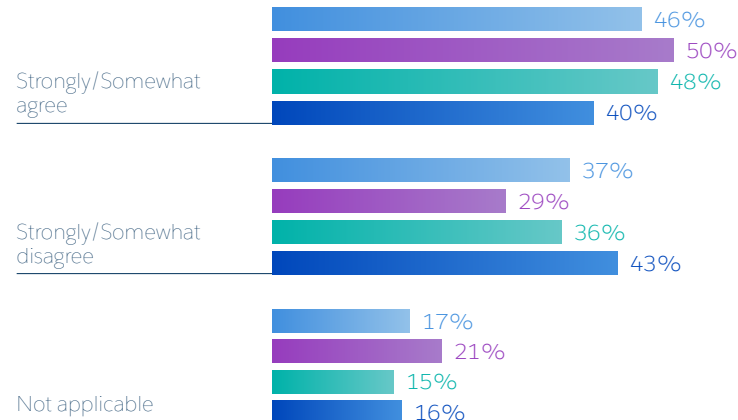
Why would you <u>not</u> be willing to give the government access to your personal data to increase the quality of services? Select all that apply.*

I don't want the government to have access to my personal data.
- All: 70%
- Millennials (18-34): 68%
- Generation X (35-54): 72%
- Baby Boomers (55+): 70%

I don't trust the government with my personal data.
- All: 64%
- Millennials (18-34): 61%
- Generation X (35-54): 65%
- Baby Boomers (55+): 66%

I don't think this data will help increase the quality of its services.
- All: 51%
- Millennials (18-34): 46%
- Generation X (35-54): 42%
- Baby Boomers (55+): 60%

I think my data will get hacked.
- All: 48%
- Millennials (18-34): 45%
- Generation X (35-54): 49%
- Baby Boomers (55+): 50%

Other
- All: 4%
- Millennials (18-34): 6%
- Generation X (35-54): 4%
- Baby Boomers (55+): 4%

Legend:
- All
- Millennials (18-34)
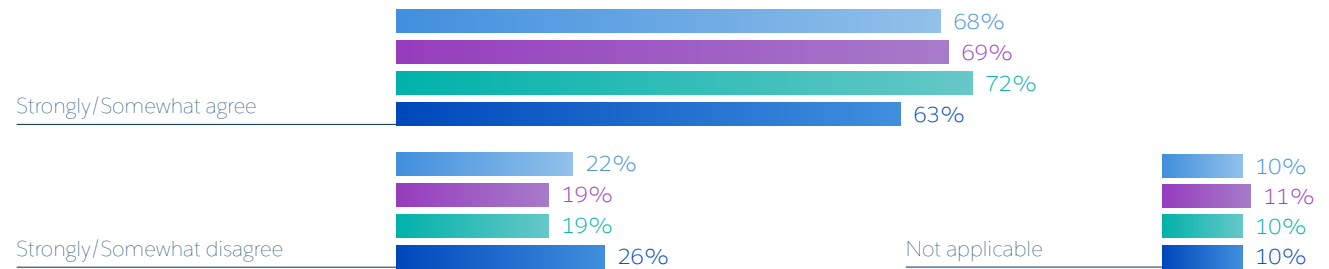- Generation X (35-54)
- Baby Boomers (55+)

Base: Wouldn't be willing to give the government access to my personal data
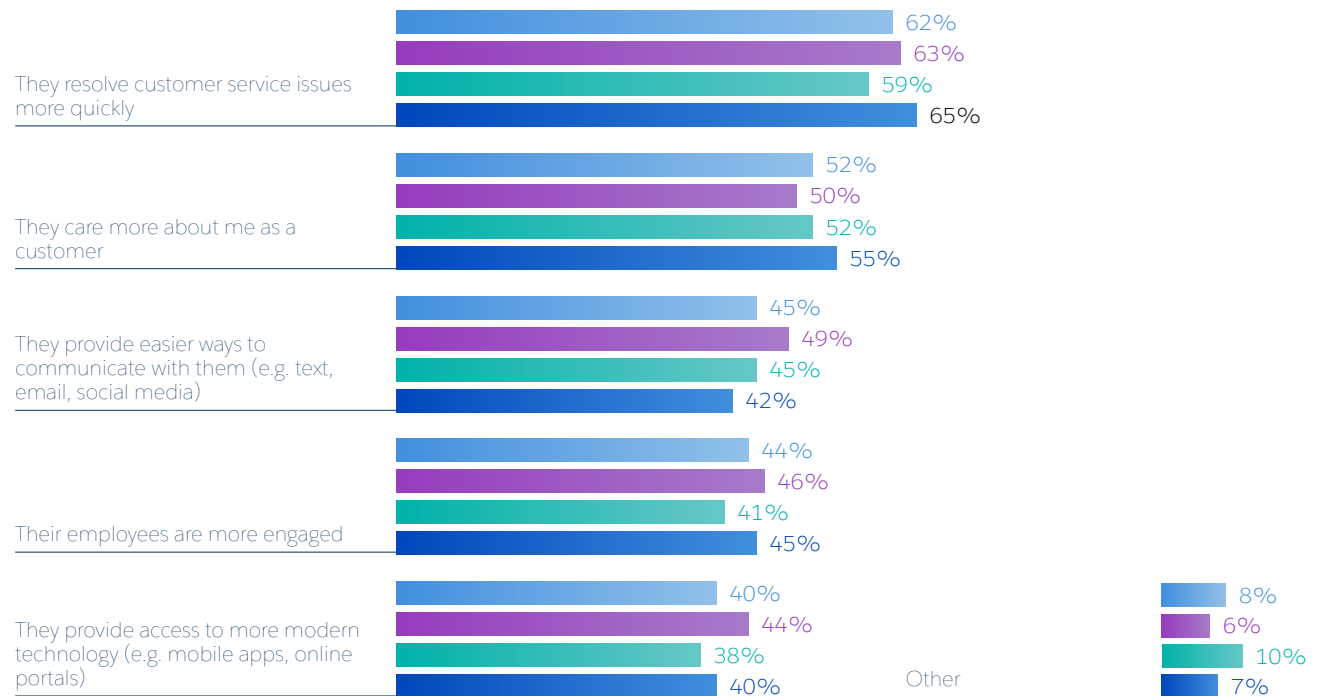
III. Citizens and their relationships with federal government agencies

More than two-thirds (68%) of Americans say that, in general, they have a better overall experience when dealing with private enterprises than federal government agencies. Many say it is is because private enterprises resolve customer service issues more quickly (62%), care more about people as customers (52%), provide easier ways to communicate (e.g., text, social media) (45%) and have more engaged employees (44%).
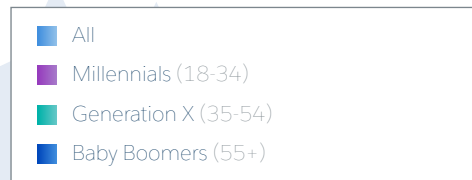
In general, I have a better experience (e.g. communication methods, customer service, personalization) dealing with a private enterprise than I do with government agencies.

Strongly/Somewhat agree
- 68%
- 69%
- 72%
- 63%

Strongly/Somewhat disagree
- 22%
- 19%
- 19%
- 26%

Not applicable
- 10%
- 11%
- 10%
- 10%

Why would you say you have a better experience dealing with a private enterprise?*

They resolve customer service issues more quickly
- 62%
- 63%
- 59%
- 65%

They care more about me as a customer
- 52%
- 50%
- 52%
- 55%

They provide easier ways to communicate with them (e.g. text, email, social media)
- 45%
- 49%
- 45%
- 42%

Their employees are more engaged
- 44%
- 46%
- 41%
- 45%

They provide access to more modern technology (e.g. mobile apps, online portals)
- 40%
- 44%
- 38%
- 40%

Other
- 8%
- 6%
- 10%
- 7%

- All
- Millennials (18-34)
- Generation X (35-54)
- Baby Boomers (55+)

Base: Have a better experience with a private enterprise

A majority of Americans still report having generally positive experiences when they communicate with federal government agencies. Among those who have interacted with these agencies in the past 12 months, many claim excellent or good overall experiences.

Which of the following are true for you over the past 12 months? Select all that apply.

I voted in a presidential election.
- 76%
- 61%
- 76%
- 86%

I have interacted with the IRS (i.e. filed taxes, responded to a request, underwent an audit, etc.).
- 40%
- 37%
- 41%
- 41%

I have interacted with a federal healthcare agency, like Health and Human Services (e.g. to apply for Medicare or Medicaid).
- 19%
- 23%
- 19%
- 15%

I have applied for food stamps or other food-related assistance.
- 11%
- 18%
- 13%
- 4%

I have used Veteran's Affairs services (e.g. hospital, outpatient care).
- 6%
- 6%
- 7%
- 7%

None of these
- 14%
- 20%
- 12%
- 10%

Legend:
- All
- Millennials (18-34)
- Generation X (35-54)
- Baby Boomers (55+)

How would you rate the overall experience of interacting with the IRS?*

Excellent/Good
- All: 60%
- Millennials (18-34): 64%
- Generation X (35-54): 59%
- Baby Boomers (55+): 59%

Poor/Average
- All: 40%
- Millennials (18-34): 36%
- Generation X (35-54): 41%
- Baby Boomers (55+): 41%

How would you rate the overall experience of interacting with the healthcare agency?**

Excellent/Good
- All: 58%
- Millennials (18-34): 67%
- Generation X (35-54): 49%
- Baby Boomers (55+): 57%

Poor/Average
- All: 42%
- Millennials (18-34): 33%
- Generation X (35-54): 51%
- Baby Boomers (55+): 43%
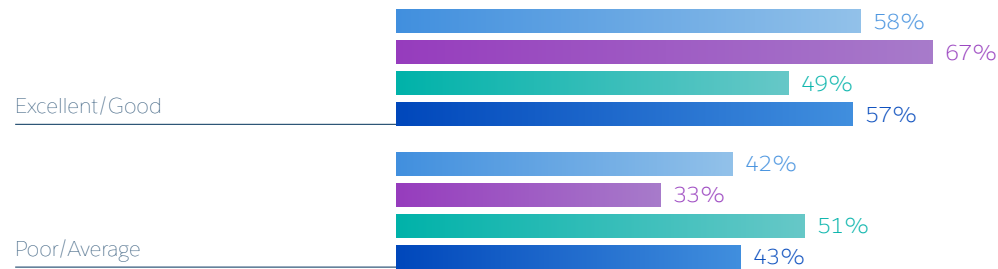
How would you rate the overall experience of applying for food stamps or other food-related assistant program?***

Excellent/Good
- All: 64%
- Millennials (18-34): 73%
- Generation X (35-54): 55%
- Baby Boomers (55+): 61%

Poor/Average
- All: 36%
- Millennials (18-34): 27%
- Generation X (35-54): 45%
- Baby Boomers (55+): 39%

Legend:
- All
- Millennials (18-34)
- Generation X (35-54)
- Baby Boomers (55+)
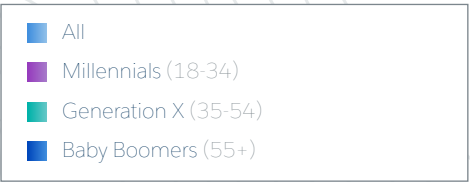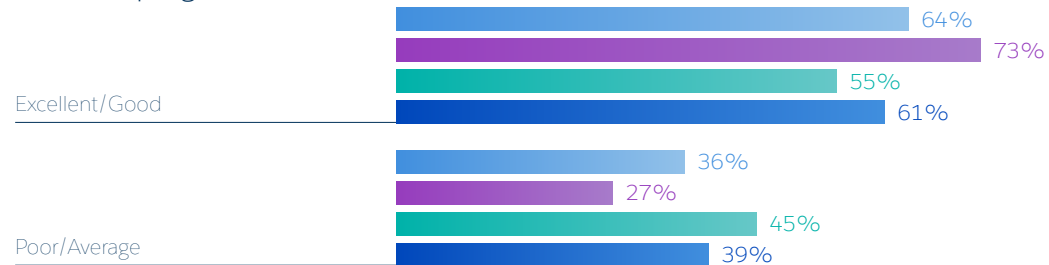
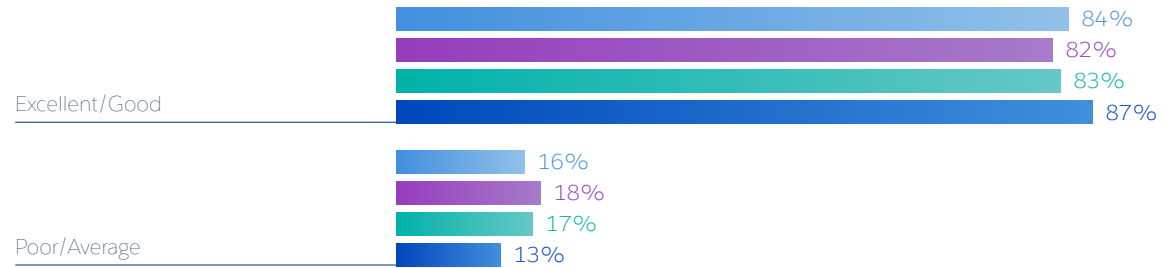*Base: Interacted with the IRS over the last 12 months
**Base: Interacted with federal healthcare agency over the last 12 months
***Base: Applied for food stamps or other food-related assistant program over the last 12 months
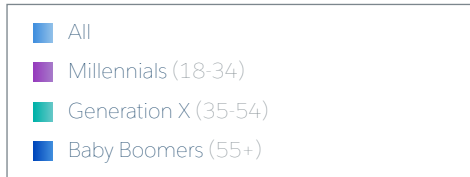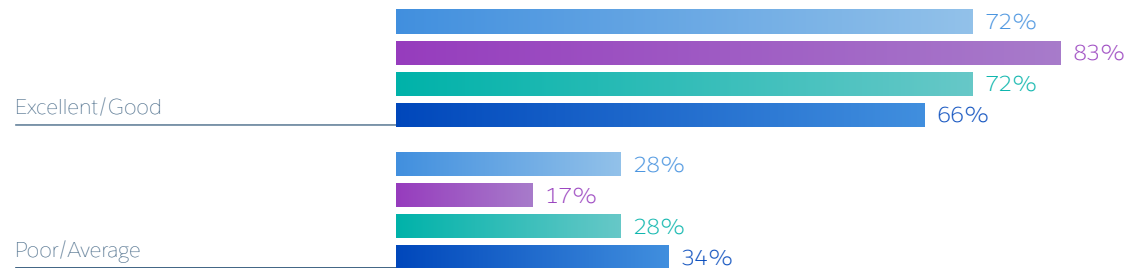
Americans positive experiences with federal agencies include interacting with the VA (72%), applying for food stamps or other food-related assistant programs (64%), working with the IRS (60%) and interacting with a federal healthcare agency, such as HHS (58%).

How would you rate the overall experience voting in the presidential election?*

Excellent/Good
- 84%
- 82%
- 83%
- 87%

Poor/Average
- 16%
- 18%
- 17%
- 13%

How would you rate the overall experience of interacting with Veteran's Affairs?**

Excellent/Good
- 72%
- 83%
- 72%
- 66%

Poor/Average
- 28%
- 17%
- 28%
- 34%

Legend:
- All
- Millennials (18-34)
- Generation X (35-54)
- Baby Boomers (55+)

Base: Voted in presidential election
**Base: Interacted with Veteran's Affairs over the last 12 months*

Base: Had a poor/average experience with the IRS over the last 12 months

What could be done to improve your experience in the future? Select all that apply.

More transparency (i.e., insight into how your issue is being processed/handled when dealing with a government agency)
- 35%
- 47%
- 29%
- 34%

Easier ways to track the status of service issues
- 28%
- 20%
- 29%
- 31%

More modern channels of communication (e.g. email, text, social media)
- 26%
- 22%
- 23%
- 30%

New/improved online portal that provides an easy way to sign up for or register for services
- 25%
- 33%
- 27%
- 18%

More knowledgeable and engaged employees
- 23%
- 13%
- 23%
- 27%

Something else
- 32%
- 25%
- 31%
- 37%

Legend:
- All
- Millennials (18-34)
- Generation X (35-54)
- Baby Boomers (55+)
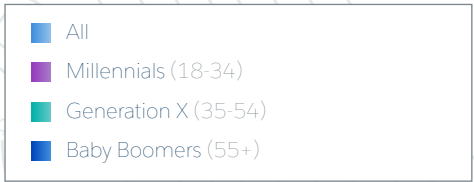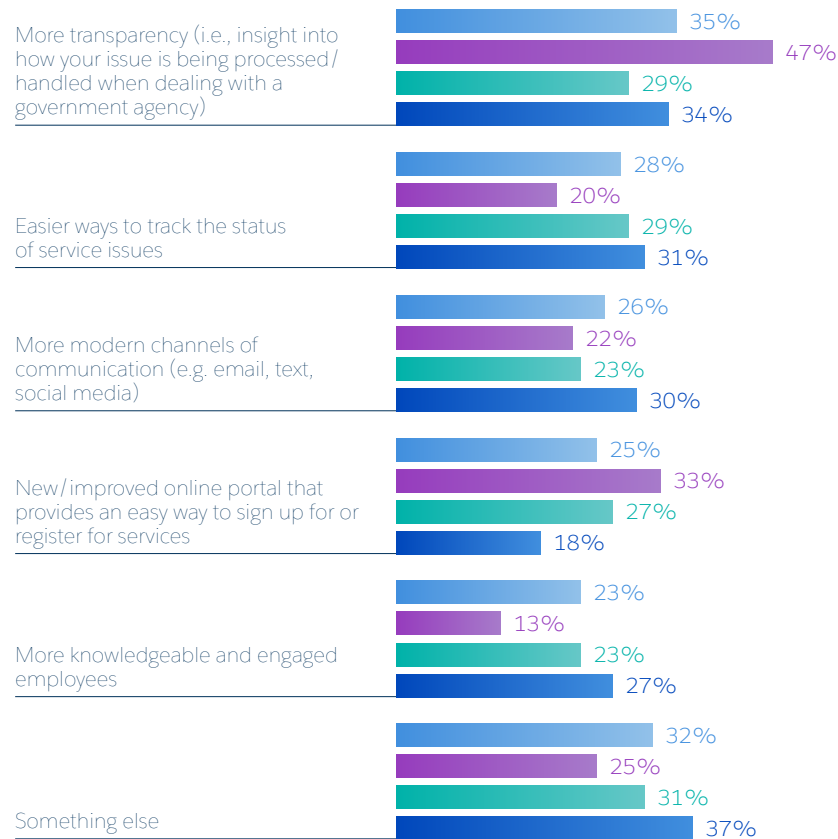
Base: Had a poor/average experience with a federal healthcare agency over the last 12 months

What could be done to improve your experience in the future? Select all that apply.

More transparency (i.e., insight into how your issue is being processed/handled)
- All: 49%
- Millennials (18-34): 71%
- Generation X (35-54): 44%
- Baby Boomers (55+): 39%

Easier ways to track the status of service issues
- All: 34%
- Millennials (18-34): 24%
- Generation X (35-54): 39%
- Baby Boomers (55+): 36%

Easier ways to track the status of service issues
- All: 28%
- Millennials (18-34): 26%
- Generation X (35-54): 35%
- Baby Boomers (55+): 19%

New/improved online portal that provides an easy way to sign up for or register for services
- All: 44%
- Millennials (18-34): 59%
- Generation X (35-54): 40%
- Baby Boomers (55+): 39%

More knowledgeable and engaged employees
- All: 44%
- Millennials (18-34): 37%
- Generation X (35-54): 50%
- Baby Boomers (55+): 41%

Something else
- All: 23%
- Millennials (18-34): 7%
- Generation X (35-54): 25%
- Baby Boomers (55+): 33%

Legend:
- All
- Millennials (18-34)
- Generation X (35-54)
- Baby Boomers (55+)

Base: Had a poor/average experience when applying for food stamps over the last 12 months

What could be done to improve your experience in the future? Select all that apply.

More transparency (i.e., insight into how your issue is being processed/handled)
- All: 39%
- Millennials: 51%
- Generation X: 33%
- Baby Boomers: 35%

Easier ways to track the status of service issues
- All: 46%
- Millennials: 52%
- Generation X: 46%
- Baby Boomers: 35%

More modern channels of communication (e.g. email, text, social media)
- All: 28%
- Millennials: 26%
- Generation X: 27%
- Baby Boomers: 42%

New/improved online portal that provides an easy way to sign up for or register for services
- All: 30%
- Millennials: 36%
- Generation X: 27%
- Baby Boomers: 25%

More knowledgeable and engaged employees
- All: 56%
- Millennials: 52%
- Generation X: 66%
- Baby Boomers: 32%

Something else
- All: 24%
- Millennials: 25%
- Generation X: 23%
- Baby Boomers: 29%

Legend:
- All
- Millennials (18-34)
- Generation X (35-54)
- Baby Boomers (55+)

Base: Had a poor/average experience with voting in a presidential election over the last 12 months

What could be done to improve your experience in the future? Select all that apply.

Easier ways to track the status of service issues
- 14%
- 7%
- 18%
- 14%

More modern channels of communication (e.g. email, text, social media)
- 17%
- 15%
- 22%
- 12%

New/improved online portal that provides an easy way to sign up for or register for services
- 22%
- 17%
- 31%
- 16%

More knowledgeable and engaged employees
- 19%
- 10%
- 24%
- 19%

Something else
- 53%
- 68%
- 39%
- 57%

Legend:
- All
- Millennials (18-34)
- Generation X (35-54)
- Baby Boomers (55+)
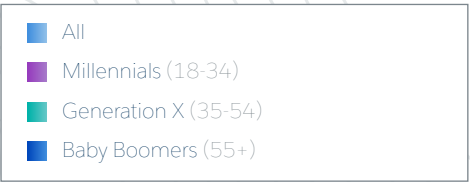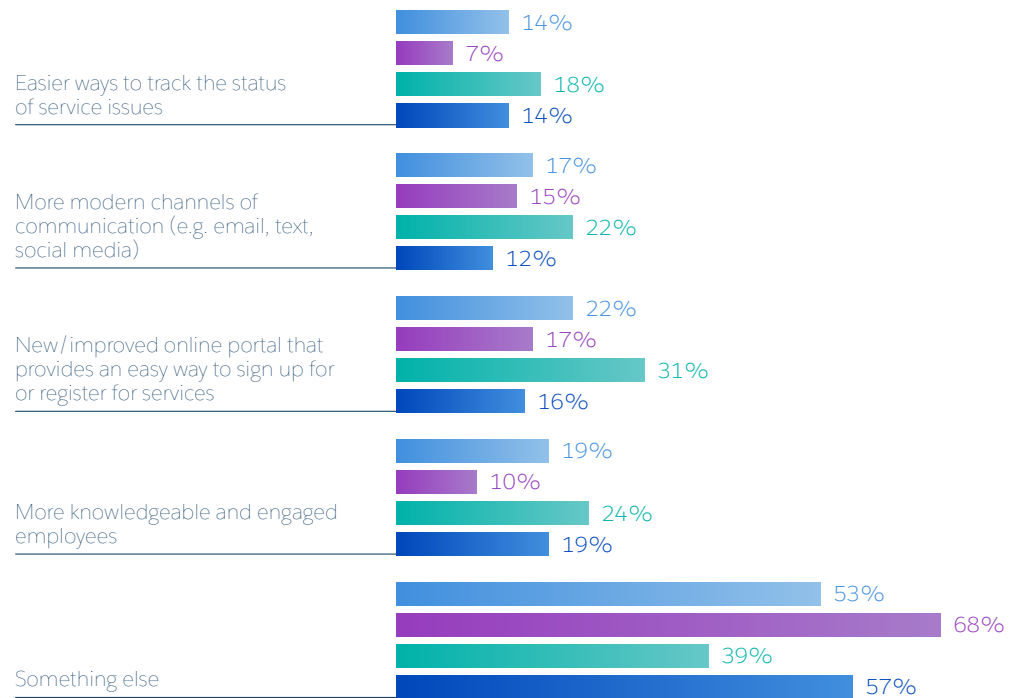
Methodology

This survey was conducted online by Harris Poll on behalf of Salesforce, Dec. 9-13, 2016, among 2,057 adults, ages 18 and older, in the United States. This online survey is not based on a probability sample, and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Joel Steinfeld at jsteinfeld@salesforce.com.