

# Public Services Online

*'Digital by Default or by Detour?'*

**Assessing User Centric eGovernment performance in  
Europe – eGovernment Benchmark 2012**



## **FINAL BACKGROUND REPORT**

**A study prepared for the European Commission  
DG Communications Networks, Content &  
Technology**

*Digital  
Agenda for  
Europe*

This study has been prepared by Capgemini, IDC, Sogeti, IS-practice and Indigov, RAND Europe and the Danish Technological Institute for the Directorate General for Communications Networks, Content and Technology.



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# 1 Introduction

## 1.1 Context of this report

Information and Communications Technologies (ICTs) play an increasingly important role in our lives. The advent of cloud computing; the massive uptake of social media; the dramatic shift to smart devices; the extraordinary analytical capabilities of ‘big and open data’ – are all evidence to this ongoing transformation.

These modern technologies present very substantial opportunities for us to advance in all areas. They can help enhance the quality of life of the elderly; make things very much easier for the operation of businesses (particularly SMEs); help citizens participate in the governance of their community; enable living, working, studying across borders.

Europe has developed much needed plans to extract maximum value from the use of ICTs to improve (indeed transform) public services.

Global competition has become much tougher and governments have been forced to maximise efficiency. A strong European internal market is more than ever needed to drive sustainable growth.

It is a key condition of strengthening the competitiveness of European companies, stimulating innovation and creating jobs. Sophisticated digital public services can support citizens and businesses in the journey towards a healthy and resilient European economy. They are crucial for public administrations to achieve a cheaper, better and faster government in an increasingly demanding society.

The European Commission contributes to a more competitive Europe in various ways: through the 2020 Strategy and its flagships such as the Digital Agenda<sup>1</sup>. The **Europe 2020 strategy**<sup>2</sup> proposes an ambitious schedule for exiting the economic crisis and creating a smart, sustainable and inclusive Europe that is able to compete globally, across sectors. The schedule for action focuses on five key areas: Employment, Innovation, Education, Social Inclusion and Climate/Energy.

Improvements in these focus areas can be accelerated by **better use of ICT**. ICT provides innovative solutions for global issues that are addressed in the Europe 2020 strategy. Furthermore, ICT has proven to be a powerful tool to

include people in society, e.g. the Arab Spring was driven by Social Media. Mobile communication technology and applications enable citizens (who might have been excluded previously) to access information and services anytime anywhere. Technology can thus empower citizens, not only to connect to other people, but also to connect to governments. Governments can more easily exchange data and therefore provide citizens and businesses with better information, and better engage them in policy development and democratic decision-making.

Besides benefits for citizens, technological solutions have significant advantages for governments themselves. Smart use of data can provide governments with valuable information to anticipate trends, fight crime or increase the effectiveness of public services. By crowd sourcing planned policy initiatives, governments can even use ICT as a piloting tool, by using feedback gathered from citizens to improve initiatives before implementing them. And finally, technology can be used by governments to significantly reduce costs and more easily transform and innovate.

<sup>1</sup> European Commission, *Digital Agenda for Europe*, 2012, Retrieved from [http://ec.europa.eu/information\\_society/digital-agenda/index\\_en.htm](http://ec.europa.eu/information_society/digital-agenda/index_en.htm).

<sup>2</sup> European Commission, *Europe 2020*, 2012, Retrieved from [http://ec.europa.eu/europe2020/index\\_en.htm](http://ec.europa.eu/europe2020/index_en.htm).

To enable European citizens, businesses and governments to fully benefit from this digital revolution and to address current societal and economic challenges, governments have to actively anticipate the technological developments. To be part of the global economy of the future, they not only have to work towards a European Single Market, but towards a European *Digital* Single Market. One of the seven flagship initiatives of the Europe 2020 Strategy that builds on this is the **Digital Agenda for Europe**<sup>3</sup> (DAE). The DAE specifically addresses the need for effective use of ICT based on (very) fast Internet and interoperable applications to deliver social and economic benefits.

The DAE targets are translated into specific actions for governments in the **European eGovernment Action Plan 2011-2015**<sup>4</sup>, which was launched in December 2010. The eGovernment Action Plan focuses on four areas:

1. Empowerment of citizens and businesses
2. Mobility in the Single Market
3. Efficiency and Effectiveness of governments and administrations
4. Legal and technical pre-conditions

Actions are set out per focus area that help governments to deploy ICT with the aim of using public resources more efficiently, reducing public expenditure and at the same time providing digital government services across Europe that engage, enable and empower citizens.

However, the emphasis nowadays is shifting more and more to establishing the right pre-conditions to meet user *needs* instead of the supply of a basic set of government services. **“Serving our end users is at the heart of what we do and remains our number one priority”**, is a much quoted saying of one of the founders of Google, Larry Page. The quote underscores the importance of governments not forgetting who they are representing and on whom they should be constantly focusing. Users, whether citizens or business, will be the actors of change in bringing sustainable recovery to the economy. The emphasis on user needs is a significant shift in *eGovernment* thinking. The technological developments described have opened up opportunities for citizens and businesses and have raised their expectations.

However, how well are we doing in using modern technologies to make such improvements?

Since 2001 the European Commission has commissioned an annual process of benchmarking the development of eGovernment across Europe.

In 2011, the benchmark was re-designed and 2012 was the first year the re-designed benchmark was put into practice. It addressed four broad focus areas, derived from the policy priorities of the eGovernment Action plan: Empowering government, Seamless government, Results-driven government and Smart government. We have reported these in three publications described in the next section.

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<sup>3</sup> European Commission, *Digital Agenda for Europe*, 2012, Retrieved from [http://ec.europa.eu/information\\_society/digital-agenda/index\\_en.htm](http://ec.europa.eu/information_society/digital-agenda/index_en.htm)

<sup>4</sup> European Commission, *The European eGovernment Action Plan 2011-2015 – Harnessing ICT to promote smart, sustainable & innovative Government*, COM(2010) 743, Brussels, 2010, Retrieved from [http://ec.europa.eu/information\\_society/activities/egovernment/action\\_plan\\_2011\\_2015/docs/action\\_plan\\_en\\_act\\_part1\\_v2.pdf](http://ec.europa.eu/information_society/activities/egovernment/action_plan_2011_2015/docs/action_plan_en_act_part1_v2.pdf)

## 1.2 How to read this report

The benchmark results are presented in three parts:

- An insight report. Here we provide context; a summary of our method and factual findings; parallels with observed international leading practices; and draw some insights and conclusions as regards the findings of the survey. This is aimed at leadership.
- A “Detailed eGov Benchmark Report” on the method, pan-EU findings, and containing country-specific fact sheets. This is aimed at those who design, lead and implement eGovernment initiatives in EU countries (this report).
- The underpinning validated Data, which is made available: <https://ec.europa.eu/digital-agenda/en/pillar-7-ict-enabled-benefits-eu-society>.

A PDF version of both written reports can be found on the European Commission website: <https://ec.europa.eu/digital-agenda/en/pillar-7-ict-enabled-benefits-eu-society>

In this background report, first the eGovernment Benchmark framework is explained and the indicators are placed in the context of the eGovernment Action Plan to demonstrate how the measurement monitors the policy priorities.

Second, each chapter is dedicated to one of the four eGovernment focus areas.

Third, country factsheets summarise results for the top-level benchmarks per country.

## 2 The eGovernment Benchmark Framework

### 2.1 Alignment with eGovernment Action Plan

This section explains the eGovernment benchmarking framework which was redesigned in 2011. The new Benchmark Framework is aligned with the policy priorities of the current eGovernment Action Plan:

1. User Empowerment: increasing the capacity of citizens, businesses and other organisations to be proactive in society through the use of new technological tools. Citizens and businesses should be at the centre of service provision.
2. Digital Single Market: enabling ‘seamless’ cross-border services for businesses and citizens to increase mobility.
3. Efficiency and Effectiveness: reaping the benefits of ICT by providing better services, reducing administrative burdens and increasing internal efficiency of public administrations.
4. Pre-conditions: putting in place key enablers to further enhance eGovernment services in Europe and ensuring interoperability across borders

Under each political priority, the Benchmark presents a set of Top Level Benchmarks. These Top Level Benchmarks are:

**For the policy priority User Empowerment: ‘Empowering Government’, split into:**

1. ‘User-centric Government’
2. ‘Transparent Government’

3. ‘Collaborative Government’<sup>5</sup>

**For the policy priority Digital Single Market: ‘Seamless Government’, covering:**

4. ‘Business Mobility’
5. ‘Citizen Mobility’

**For Efficiency and Effectiveness: ‘Results-driven Government’, evaluating:**

6. ‘Effective Government’
7. ‘Efficient Government’<sup>6</sup>

**For the policy priority Pre-conditions: ‘Smart Government’, assessing:**

8. ‘Key Enablers’

These are summarised in the figure below.

Figure 2.1: Overview of Top Level Benchmarks



<sup>5 6</sup> Not part of the 2012 core measurement. Expected to start in 2013.

## 2.2 Composing Top Level Benchmarks

A further aggregation of indicators is also possible at the level of:

- a. Top Level Benchmarks: averaging compound indicators across the various methods used
- b. Government domains: averaging relevant compound

indicators to create an overall score per Life Event (LE)

To illustrate the first aggregation, the table shows how the Top-Level Benchmarks are made up. In most cases, the Top Level Benchmark consists of indicators provided for by one single method. There is one Top- Level Benchmark however that is made up of results produced by indicators from different methods.

This relates to User-centric Government, which consists of indicators from both Mystery Shopping and a User Survey, calculating the average of both User-centricity Top Level Benchmarks equally.

**Table 2.2: Aggregating indicators from various methods into Top Level Benchmarks**

Top Level Benchmarks	Mystery Shopping	User Survey
<b>User-centric Government</b>	Online Availability of LE, Online Usability of LE (incl. Ease and Speed of Use)	User profiles, Channel preference, Barriers to usage (executed bi-annually in 2012, 2014)
<b>Transparent Government</b>	Transparency of Service Delivery, Transparency of Personal Data, Transparency of Public Administrations	
<b>Business Mobility</b>	Online Availability of LE, Online Usability of LE (Cross-border) (incl. Ease and Speed of Use)	
<b>Citizen Mobility</b>	Online Availability of LE, Online Usability of LE (Cross-border) (incl. Ease and Speed of Use)	
<b>Effective Government</b>		eGovernment Use, User Satisfaction, Impact (executed bi-annually in 2012, 2014)
<b>Key Enablers</b>	Availability of IT Enablers in LE	

The table below depicts the second aggregation mentioned and illustrates which compound indicators are merged into one overall score per Life Event.

**Table 2.3: Aggregating Compound Indicators at Domain Level**

	Government Domains	Compound indicators
2012	<b>Employment ('Losing &amp; Finding Job')</b>	User-centricity, Transparency, Pre-conditions
	<b>Education ('Studying')</b>	User-centricity, Transparency, Citizen Mobility Pre-conditions
	<b>Economic affairs ('starting up business')</b>	User-centricity, Transparency, Business Mobility, Pre-conditions

## 2.3 How the measurement will evolve

### *Intermediary results for Top Level Benchmarks: first rankings after the 2013 measurement*

The new Benchmark applies to a set of government domains. A domain is an 'area of government activity'; listings of domains can for example be found in the classification of the United Nations which has been adopted by Eurostat<sup>7</sup>. Each domain is measured through a Life Event approach.

The eGovernment Benchmark evaluates a subset of domains in year 1, another subset of domains in year 2 and repeats the subsets every two years, in years 3 and 4 respectively. This approach builds the new basis for comparison gradually over time as requested by Member States.

Member States have two years to analyse findings and implement improvements in the domains. An evaluation every two years is better suited to capturing improvements than a yearly evaluation.

**By the end of 2013**, the Benchmark will cover approximately seven domains which is an appropriate scope, i.e. the scope of domains will cover a reasonably wide range of government functions impacted by eGovernment. Of these approximately seven domains, a few relate specifically to local government; two to eGovernment services for Business (Economic Affairs domain); the other four to high impact eGovernment services for Citizens (Employment / Education / Health / Justice domains).

This implies that only after the 2013 measurement, can the overall results for each Top Level Benchmark be constituted. **This section of the 2012 report on the Top Level Benchmarks hence gives an intermediate indication of the state of play of eGovernment performance in Europe as a whole and does not include Member States rankings.**

After 2013, it will be possible to make the following comparison:

- Comparison between specific Life Events: the Life Events in this 2012 benchmark will be measured again in 2014, and the same rule applies for the Life Events covered in 2013 which will be repeated in 2015
- Comparison of Top Level Benchmarks (averaging across all Life Events) through biennial rolling averages:

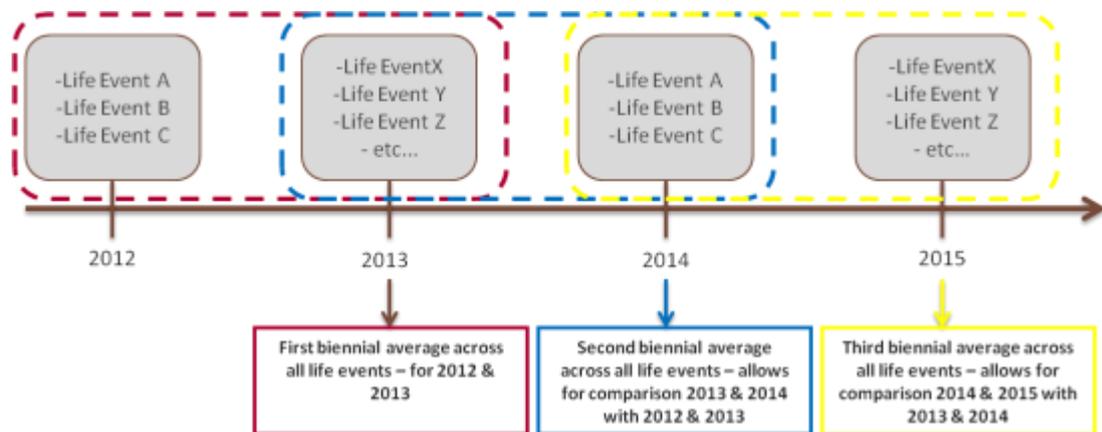
The domain scope adapts flexibly to each methodology:

- For the User survey, the Domain scope is not applied to the letter, but covers a longer list of citizen services than the government domains listed in table 2.3. This maximises the 'incidence rate', i.e. the probability that survey users in fact have used an eGovernment service in the past
- For Mystery Shopping the domain scope applies in full as stated above

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<sup>7</sup> Organisation for Economic Co-operation and Development, *Classification of the Functions of Governments (COFOG)*, United Nations Statistical Division, Paris, 1999, retrieved from: [http://epp.eurostat.ec.europa.eu/statistics\\_explained/index.php/Glossary:Classification\\_of\\_the\\_functions\\_of\\_government\\_\(COFOG\)](http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Glossary:Classification_of_the_functions_of_government_(COFOG))

Figure 2.4: Concept of biennial rolling averages allowing comparison of eGovernment performance over time



## 2.4 Methods used for data collection

The methods used for data collection are:

- User survey: an end-user web-aided survey of approximately 28 000 people in the EU-27+<sup>8</sup>.
- Mystery Shopping: the use of Mystery Shoppers who are trained and briefed to observe, experience and measure a (public service) process against a detailed, objective evaluation checklist by acting as a prospective user. Results are validated by government representatives.

The paragraphs below briefly introduce these methods. An extensive justification of both methods can be found in Annexes 2-9 and the Method Paper itself.

### Introducing the user survey

This survey targeted the Internet population of 32 countries with a total of more than 600 million inhabitants. This Internet population represents 72% of the total population between 16 and 74 years old (based on Eurostat data on Internet use by individuals in the previous 12 months). For each country, a representative sample of the Internet population was determined<sup>9</sup> (interlaced by age/gender and representative of NUTS 1 regions). The target population was reached via online survey panels<sup>10</sup>. The results from the user survey Europe-wide represents a total of 28 177 respondents.

The survey examined through 27 questions:

- User profiles and target groups: categorisation of eGovernment users/non-users (demographics, Internet use, levels of trust in using the Internet, contacts with Government, ...)
- Usage of eGovernment services during the last 12 months, including channel use and preferences, and likelihood of future use
- User satisfaction: satisfaction in comparison to other explanatory factors such as satisfaction with non-government eServices (eBanking, social networks, eCommerce), user expectations and achievement of objectives

<sup>8</sup> The EU-27+ includes the following 32 countries: Austria (AT), Belgium (BE), Bulgaria (BG), Switzerland (CH), Cyprus (CY), Czech Republic (CZ), Germany (DE), Denmark (DK), Estonia (EE), Greece (EL), Spain (ES), Finland (FI), France (FR), Croatia (HR), Hungary (HU), Ireland (IE), Iceland (IS), Italy (IT), Lithuania (LT), Luxembourg (LU), Latvia (LV), Malta (MT), Netherlands (NL), Norway (NO), Poland (PL), Portugal (PT), Romania (RO), Sweden (SE), Slovenia (SI), Slovakia (SK), Turkey (TR), United Kingdom (UK)

<sup>9</sup> For 27 countries the minimum sample was 1000 respondents (confidence interval = +3.1%/-3.1% with a reliability of 95%); Cyprus, Luxembourg, Malta, Croatia and Iceland were represented with a sample of at least 200 (confidence interval = +6.93%/-6.93% with a reliability of 95%).

<sup>10</sup> With the exception of Cyprus where telephone surveys were used

- Perceived benefits (impact): perceived benefits of using eGovernment channels and services
- Barriers to use for eGovernment services, including awareness: explanatory factors that prevent citizens from using the online channel, including lack of awareness.

These parameters are key for eGovernment decision makers to position eGovernment services in the online market and ensure the efficiency and effectiveness of Government operations.

***Introducing mystery shopping and Life Event measurement***

Whereas the User Survey provides insights into citizen needs and expectations, the Life Event measurement carried out by mystery shoppers across Europe reveals the supply side of government services.

This year’s benchmark has assessed three Life Events and the consecutive chains of services that are relevant either to entrepreneurs starting out

(‘Starting up a Business and Early Trading Operations’), the unemployed and job seekers

(‘Losing and finding a job’), and students (‘Studying’).

Life Events are packaged government services which are usually provided by multiple government agencies around a subject that makes sense to the citizen. The IT systems of the participating government agencies then co-operate (i.e. interoperate) for the seamless delivery of the e-service<sup>11</sup>. Life Events change the way organisations have to collaborate to provide a seamless experience across agencies and across borders.

The Mystery Shopping results provide input for the Top Level Benchmarks User-centric Government, Transparent Government, Business and Citizen Mobility and Key Enablers. The results presented in the following chapters provide insights into the performance of Europe with regard to the policy priorities of the eGovernment Action Plan and are composed of the measurement results for all Life Events applied in 2012. Rankings will only be given within the Life Events – as the overall Top Level Benchmarks can only be computed after all eGovernment domains have been measured.

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<sup>11</sup>IDABC, Harmonizing ‘Life Events’ online across Europe, European Commission, Brussels, 2003, retrieved from: <http://ec.europa.eu/idabc/en/document/1644/5848.html>

### 3 Empowering Government: User-centric Government

#### 3.1 Context

Empowering users means improving the ability of citizens and businesses to use technology to be proactive in society and their relations with government. Citizens and businesses should be at the centre of service provision, rather than the governments themselves.

The eGovernment Action Plan emphasises that meeting expectations of citizens and businesses, and designing services around their needs and in collaboration, will increase efficiency and user satisfaction.

Empowering also means opening up Government processes, policies and data to increase trust and accountability.

Of the five specific priorities mentioned for User Empowerment, the relevant Benchmark assesses through various indicators:

- The extent to which services are designed around users' needs and include all user groups in society
- The improvement of transparency of public organisations, of personal data kept by government and of service delivery processes

It also touches on the involvement of citizens in the policy making processes and collaborative production of services (though no separate indicator is measured in 2012).

The measurement has shifted to more demand-side measurement, which makes it possible to compare how citizens and businesses experience eGovernment services on the one hand, and the maturity of services provided by governments on the other.

Consequently, the user survey results indicate who is using eGovernment services (and who is not) and what barriers should be removed to increase take-up from a demand-side perspective. The mystery shopping results show the online maturity of services and reveal where governments can improve by putting more services (fully) online and in doing so increase the potential take-up of eGovernment services.

This chapter continues with a short description of the indicators and how they are computed (3.2) and then presents findings from the user survey (3.3), the mystery shopping indicators (3.4) and finally concludes by looking at what these two components make clear (3.5).

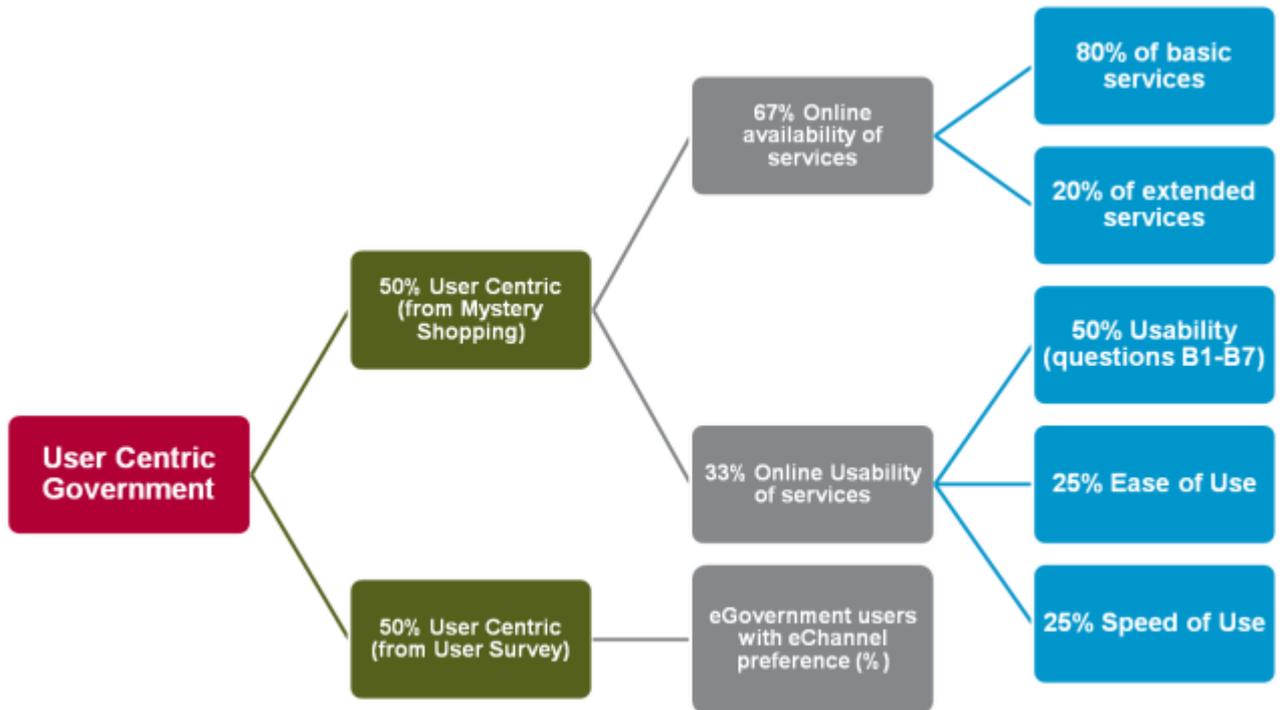
#### 3.2 Introducing the measurement

The Top Level Benchmark for 'User-centric Government' consists of two components:

1. eGovernment Use: defined by the user survey results, indicating the extent to which citizens have used 19 eGovernment services and prefer to do so next time
2. Online maturity of services: defined by the mystery shopping exercise, measuring the extent to which services in three Life Events are fully available online and provide key usability features on support, help and feedback as well as an indication from the mystery shoppers about the ease and speed of using services in these three Life Events

The figure below depicts how the Top Level Benchmark is made up and calculated. The Top Level Benchmark will be calculated after 7-8 different Life Events have been assessed and online maturity is determined across a complete basket of public services. Further details about calculation rules can be found in the Annexes.

Figure 3.1: Indicators building the User-centric Government Benchmark



### 3.3 Citizen perspective on user-centricity: user survey

#### 3.3.1 Introduction

For this section about user-centricity, the focus will be on the actual use and non-use of eGovernment services and the preference for eChannels or traditional channels as derived from the User Survey. Figures on eGovernment use across 19 Life Events are presented and profiles of eGovernment users and non-users are depicted.

The results are based on a survey sample of more than 28 000

internet-using respondents in 32 countries who were questioned for this study. Annex 2 describes the user survey process and sampling. In Annex 3 of this report the detailed calculation of the different levels of indicators is explained.

This section first highlights the typology of users which can be derived from the user survey. This typology is used to calculate the user-centric indicator which can be derived from the user survey. Subsequent sub-sections give more insight into the characteristics of users and non-users across the EU-27+ and for the 19 different Life Events investigated.

### 3.3.2 Typology of users

The respondents from the user survey can be divided into four types of Internet user. These four types make up 79% of the total survey sample (i.e. 22 386 out of a total of 28 177 responses), representing Internet users who had had contact with public authorities during the last 12 months before the survey took place. The remaining 21% of the Internet respondents indicated that they had not had contact with public authorities during the last 12 months before the survey took place and are therefore not included in the typology of eGovernment users.<sup>12</sup>

The typology of eGovernment users is defined by the combination of the actual use of eGovernment services and the preference for using eChannels (i.e. e-mail, websites and/or tablet and smartphone applications as the “wireless/mobile” modus of eGovernment use).

There are many ways to define eGovernment use. In this benchmark we define eGovernment use by the average percentage of persons who made use of eGovernment services across the 19 services/Life Events. This definition of eGovernment use is narrower<sup>13</sup>, as it takes into account the actual level of eGovernment use for each of the 19 Life Events separately. The eGovernment use indicator is derived from it is calculated as the average percentage of eGovernment users over all 19 Life Events. Hence, high usage percentages for some Life Events (e.g. declaring income taxes) may be counterbalanced by lower use in the context of other events (e.g. reporting a crime).

The four typologies of eGovernment users, as measured in this user survey, are:

- BELIEVERS (or loyal users) = % of current eGovernment Users with an eChannel preference (average percentage across Life Events)
- POTENTIAL DROP-OUTS = % of current eGovernment Users with NO eChannel Preference (average percentage across Life Events)
- POTENTIAL USERS = % of current eGovernment Non Users with an eChannel preference (average percentage across Life Events)
- NON-BELIEVERS = % of eGovernment Non Users with NO eChannel Preference (average percentage across Life Events)

**Figure 3.2: Four types of attitudes toward eGovernment (EU-27+)**

Typology of eGovernment users		eChannel Preference	
		YES	NO
eGov Use	YES	BELIEVER	POTENTIAL DROP OUT
	NO	POTENTIAL USER	NON-BELIEVER

<sup>12</sup> It is important to repeat at this point that the survey was conducted among “Internet users” (as defined by Eurostat): this means that the survey did not target people who do not make use of the Internet, representing about 28% of the population in the 32 countries concerned. Building on this, one could say that the results displayed have a slightly positive bias.

<sup>13</sup> It is important to stress here the different interpretation of “eGovernment use” as applied in this survey, which is based on recent (last 12 months) experience with the 19 defined Life Events. This definition is more rigid than Eurostat’s “eGovernment contact during the last 12 months”, explaining the substantial differences in some of the countries between the User survey and Eurostat figures 2011.

From the overview below, it can be seen that 33% of the Internet population in the EU-27+ are ‘believers’, defined as the share of Internet users who used eGovernment services over the previous 12 months and who would prefer to use eGovernment services in the future. These are the loyal users of eGovernment services.

On the other hand, 13% of the users can be considered as ‘potential drop-outs’. These are people who have used eGovernment services but have indicated a preference for another channel next time. A further 16% of the respondents indicated that they had not used eGovernment services during the previous 12 months, but have an eChannel preference for Government interaction. Finally, the red bar represents the respondents who had not used eGovernment services during the previous 12 months and who have no preference for eGovernment use. These 38% of respondents can be characterised as so-called ‘non-believers’. This group would be most difficult to convince to use eGovernment services in the future, as there is neither use nor a preference for use.

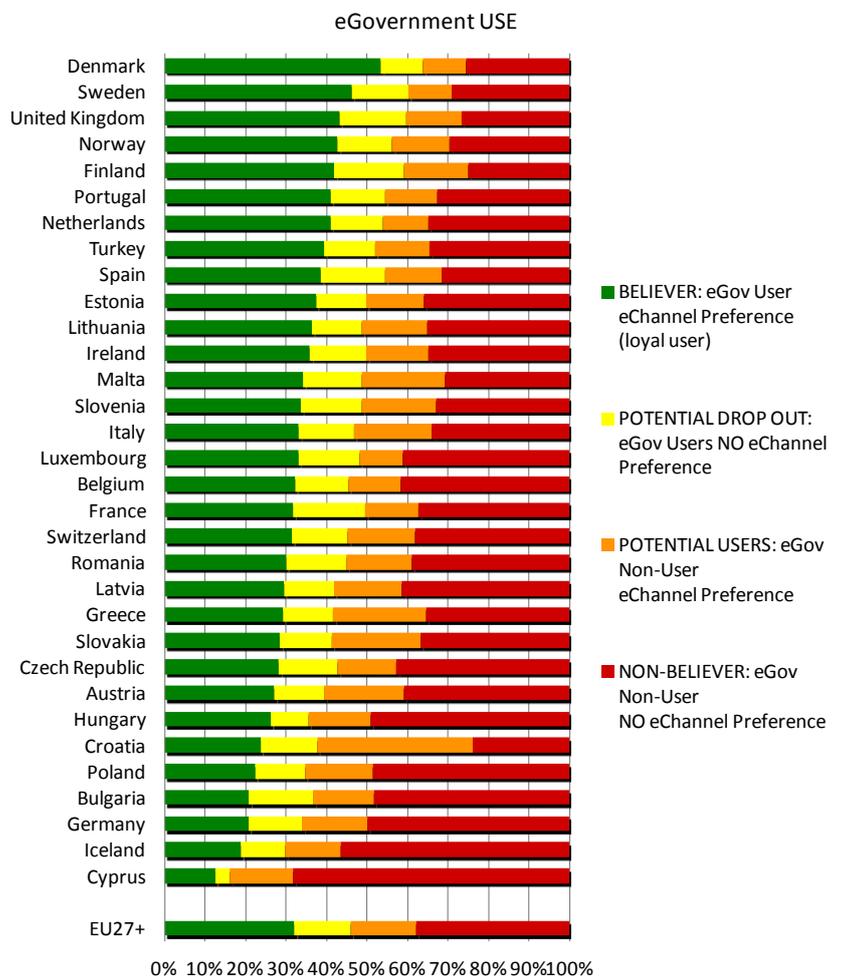
The distribution of typologies of eGovernment users across European countries is also shown in figure below.

Figure 3.3 shows that for most of the countries (few exceptions are the countries with smaller samples<sup>14</sup>), the percentage of ‘potential users’ as well as for the ‘potential drop-outs’ are similar (i.e. around respectively 16% and 13%).

The average 16% of ‘potential users’ are an interesting target for a short-term objective of increasing eGovernment use in general. Convincing this group could increase Europe’s average eGovernment use to more than 60%.

The results of these segmentations per country can be found in Annex 3.

**Figure 3.3: Four types of attitudes toward eGovernment (per country and for EU-27+)**



<sup>14</sup> Cyprus (sample of 200, reached by telephone), Malta, Luxembourg, Iceland and Croatia (sample of 200, reached through online surveys).

### 3.3.3 User-centric indicator derived from user survey

As mentioned in paragraph 3.2 the Top Level Benchmark for user-centric government is made up for 50% by means of the user survey. The user-centric indicator derived from this user survey focuses on the *actual use* and *preference* of users for eGovernment services.

This means that the definition of eGovernment use for this indicator is further narrowed to those users of eGovernment services who have expressed a preference for using the eChannel next time they want/have to use a public service. In other words, the ‘potential dropouts’ (yellow in figure 3.3) are left out.

For the user-centric indicator derived from the user survey, this means a score of 33% on average for EU-27+, as represented by the green bar in figure 3.3. This green bar represents the ‘believers’, defined as the share of Internet users who had used eGovernment services over the previous 12 months and who prefer to use eGovernment services in the future. This makes them loyal users of eGovernment services.

The following paragraphs present detailed findings (EU-27+) for:

- eGovernment use across 19 Life Events
  - Profiles of users and non-users of eGovernment
  - Barriers for not using eGovernment
  - Likelihood of eGovernment use and preferences of non-users
  - eChannel preference across 19 Life Events.
- ### 3.3.4 eGovernment use across 19 Life Events
- This paragraph presents the results concerning eGovernment use<sup>15</sup> across the 19 Life Events. These Life Events are:
- **LE1:** Enrolling in higher education and/or applying for a study grant
  - **LE2:** Starting a procedure for a disability allowance
  - **LE3:** Looking for a job
  - **LE4:** Becoming unemployed
  - **LE5:** Retiring
  - **LE6:** Applying for a driver’s licence (or renewing an existing one)
  - **LE7:** Registering a car
  - **LE8:** Buying, building or renovating a house
  - **LE9:** Moving and changing address within one country
  - **LE10:** Moving or preparing to move to another country (ex. to study, work, retire...)
  - **LE11:** Needing a passport to travel to another country
  - **LE12:** Declaring the birth of a child and/or applying for a birth grant
  - **LE13:** Marrying or changing marital status
  - **LE14:** Death of a close relative and/or starting an inheritance procedure
  - **LE15:** Starting a new job
  - **LE16:** Making a doctor’s appointment in a hospital
  - **LE17:** Reporting a crime (smaller offences, e.g. theft, burglary etc.)
  - **LE18:** Declaring income taxes
  - **LE19:** Making use of the public library.
- These are depicted in the figure below. The purple bars indicate the extent to which respondents had contact with public administrations in the previous 12 months (so called eGov use), the grey bars indicate the non-use. For example, 60% of the respondents who dealt with the Life Event ‘Enrolling in higher education and/or applying for a study grant’ during the previous 12 months made use of eGovernment services in this Life Event, while 40% did not use eGovernment services.

<sup>15</sup> Representing 46% of the people who came into contact with government, both the ‘loyal users’ and ‘potential drop-outs’.

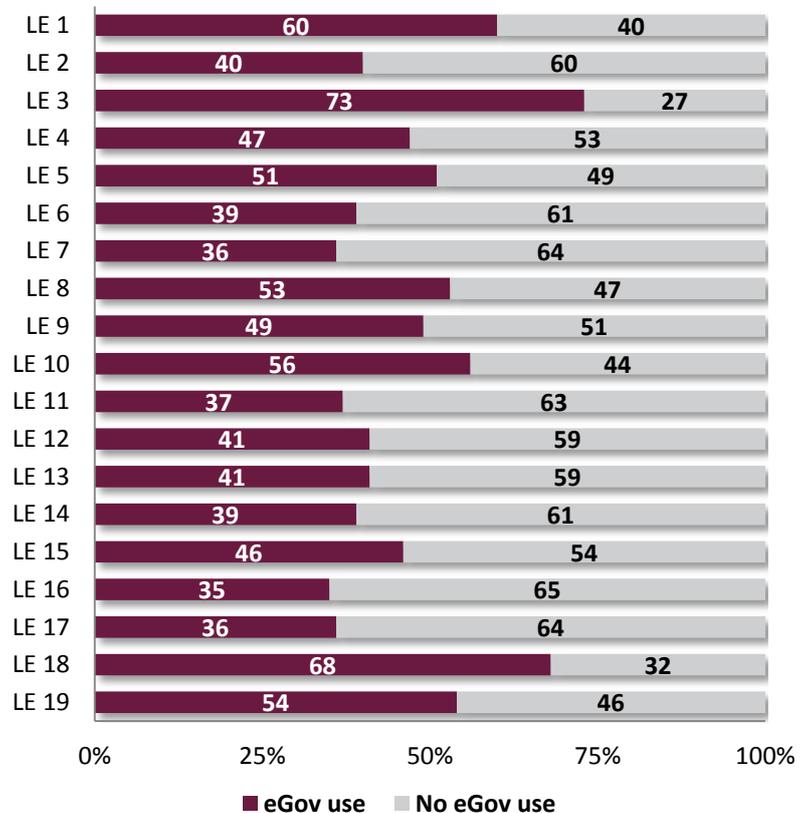
The online services used most are ‘looking for a job’ (73%), ‘declaring income taxes’ (68%) and ‘enrolling in higher education and/or applying for a study grant’ (60%), whereas ‘making a doctor’s appointment in a hospital’ (35%), ‘reporting a crime’ (36%) and ‘registering a car’ (36%) are primarily carried out through traditional (offline) channels.

The differences observed between the 19 Life Events at a European level (ranging from 35% to 73%) show that governments should track progress in each of the public sector domains concerned. Both availability of the service and users willingness to use the service should be kept in mind when governments try to increase online use.

Looking at the demographics for the services mentioned above allows us to analyse the characteristics of the eGovernment users in depth. It reveals for instance that for most Life Events, the users are more frequently male, better educated and employed. .

eGovernment use is significantly higher among mobile Internet users in the context of each Life Event. The profile of this mobile Internet user consists of significantly more male, younger and more highly educated users – in employment and studying – and daily Internet users.

**Figure 3.4: When you, in the previous 12 months, came into contact with public agencies or officials as a result of these events, by what means did you interact? (Q11, EU-27+, %)**



In the following box, the demographics for some specific services are analysed.

### Persona linked to Life Events

#### *Enrolling in higher education and/or applying for a study grant*

- Government contact: largely young people (63% of <25y old, 73% of students) and mainly more highly educated (32% vs. 27% of those with lower levels of education)
- eChannel use: significantly more female (62% vs. 59% of male) and more highly educated (64% vs. 57% students; especially daily and mobile Internet users (43% of mobile vs. 31% of non-mobile users)
- eChannel preference: highest among the older (+25y!), the more highly educated, daily and mobile Internet users
- Satisfaction: higher among women and among daily Internet users (6.9 vs. 6.2 for non-daily Internet users); no differences by age or educational level

#### *Becoming unemployed*

- Government contact: both men and women, but significantly more young people (29% of <25y old vs. 24% of 25-54y and 13% of 55+); both the less well and the more highly educated
- eChannel use: significantly more men (49% vs. 45% of women) and the more highly educated (50% vs. 45% of the less well educated), but both young and old; more mobile (50%) than non-mobile (39%) Internet users
- eChannel preference: highest among men, the more highly educated and mobile Internet users; no age difference
- Satisfaction: higher among mobile Internet users (5.6 vs. 5.3 for non-mobile Internet users); no differences according to gender, age or educational level

#### *Looking for a job*

- Government contact: significantly more women (47% vs. 44% of men) and young people (60% of <25y old vs. 46% of 25-54y and 23% of 55+); both the less well and the more highly educated; 90% of the unemployed
- eChannel use: significantly more women (75% vs. 71% of men) and older people (69% of <25y and 74% of +25y); more highly (77%) than less well (70%) educated people; more daily (74%) than non-daily (59%) Internet users
- eChannel preference: highest among women, the more highly educated, daily and mobile Internet users; more preferred by older (+25y)
- Satisfaction: higher among women and among daily and mobile Internet users; no differences according to educational level, but older people (55+) are more critical (with a 5.6 score)

#### *Moving or preparing to move to another country (e.g. to study, work, retire...)*

- Government contact: significantly more men (15% vs. 12% of women) and young people (23% of <25y vs. 12% of 25-54y and 6% of 55+); both the less well and the more highly educated; 21% of students
- eChannel use: more women (58%) than men (54%), both young and old, but significantly more among the more highly (60%) than the less well (51%) educated; mainly daily and mobile Internet users
- eChannel preference: highest among the more highly educated, daily and mobile Internet users
- Satisfaction: higher among women and among daily and mobile Internet users; no differences by age or educational level

#### *Declaring income taxes*

- Government contact: 55% of the more highly vs. 45% of the less well educated people; mostly +25y
- eChannel use: 73% of the more highly vs. 63% of the less well educated people; significantly more daily and mobile Internet users (68% of daily vs. 58% of non-daily Internet users); increases with age
- eChannel preference: highest among the more highly educated, daily and mobile Internet users increases with age
- Satisfaction: higher among women and among daily Internet users (7,6 vs. 7,1 for non-daily Internet users); no differences according to educational level; satisfaction increases with age; mobile Internet users (7,5) are less satisfied than non-mobile Internet users (7,8)

### 3.3.5 Profiles of users and non-users of eGovernment

Non-users of eGov are more frequently to be found in the oldest age group and among those with lower levels of education, and in the groups who do not use the Internet daily and/or via a mobile device.

We note also that significantly larger proportions of these very same groups had no contact with government in the past 12 months for any of the life events or for whatever other reason.

Both “no use of eGovernment” and “no contact with government” generally occur more frequently among people who are not

professionally active (retired people and people without professional occupation) than among working or unemployed people.

**Table 3.5: eGovernment use and non-use crossed by gender, age and education**

	Total		Gender		Age			Education		
			male	female	16-24	25-54	55-74	L	M	H
	%	N	%	%	%	%	%	%	%	%
Use of eGov for at least one of the life events	61%	17314	61%	62%	60%	63%	55%	46%	58%	71%
No use of eGov for any of the life events	18%	5072	18%	18%	17%	18%	20%	20%	20%	16%
No contact with government (for any of the life events)	21%	5791	21%	21%	23%	19%	26%	34%	22%	14%

**Table 3.6: eGovernment use and non-use crossed by professional situation**

	Total		How would you describe your current situation?					
			Student	Housewife / husband	Employed or self-employed	Un-employed	Retired	Other (not in the labour force for whatever reason)
	%	N	%	%	%	%	%	%
Use of eGov for at least one of the life events	61%	17314	61%	50%	64%	65%	50%	52%
No use of eGov for any of the life events	18%	5072	15%	22%	18%	16%	20%	21%
No contact with government (for any of the life events)	21%	5791	23%	28%	18%	19%	30%	27%

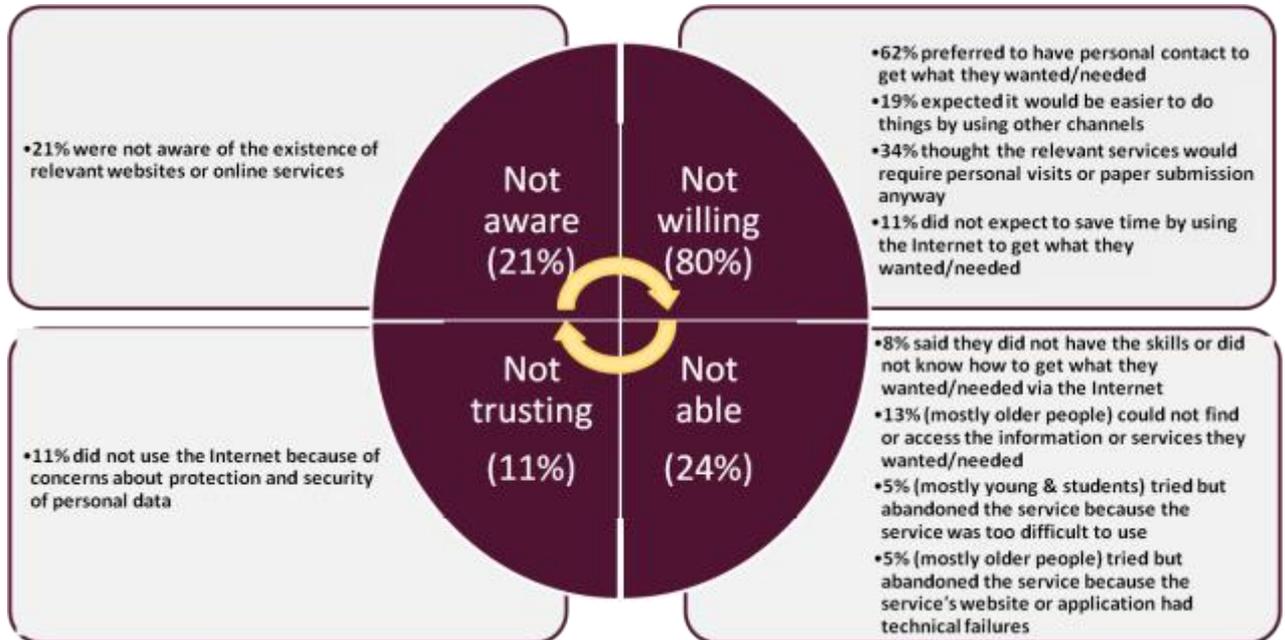
**Table 3.7: eGovernment use and non-use cross-referenced by frequency of (mobile) Internet use**

	Total		Internet use frequency		Mobile Internet use	
			No daily Internet user	Daily Internet user	No mobile Internet user	Mobile Internet user
	%	N	%	%	%	%
Use of eGov for at least one of the Life Events	61%	17314	50%	<b>62%</b>	55%	<b>66%</b>
No use of eGov for any of the Life Events	18%	5072	<b>21%</b>	18%	<b>20%</b>	17%
No contact with government (for any of the Life Events)	21%	5791	<b>28%</b>	20%	<b>25%</b>	18%

When we look at the profiles of eGovernment users and non-users in the context of three particular Life Events – Enrolling in higher education and/or applying for a study grant (N=7092, EU-27+), Looking for a job (N=11014, EU-27+) and Declaring income taxes (N=12150, EU-27+), starting from the typology of eGovernment use defined earlier, we observe that:

- Socio-demographic profiles are rather similar for each of the three Life Events
- ‘Believers’ are found significantly more often among those above 25 years old (the proportion of ‘believers’ increases with age), among those with higher levels of education and among those in employment, although within this category unskilled labourers are significantly more often ‘non-believers’ than other professional categories
- The other three types/groups, especially the ‘potential drop-outs’ and the ‘non-believers’ (there are fewer differences as far as the group of ‘potential users’ is concerned), consist more often of younger people (<25 years old), the less well educated, and unemployed/not those in employment
- ‘Potential drop-outs’ and ‘non-believers’ are significantly more likely to be found among Young people (<25 years old) than older people, but they are also the key group of potential users as far as declaring income taxes online is concerned
- For each Life Event (young) students are significantly more often categorised as ‘potential drop-outs’ than other people
- People using the Internet daily and/or via mobile devices are significantly more often ‘believers’, people who do not use the Internet in a daily/mobile manner are more often ‘non-believers’

Figure 3.8: Reasons for not having used the eChannel in contacts with public agencies or officials (EU-27+, %)

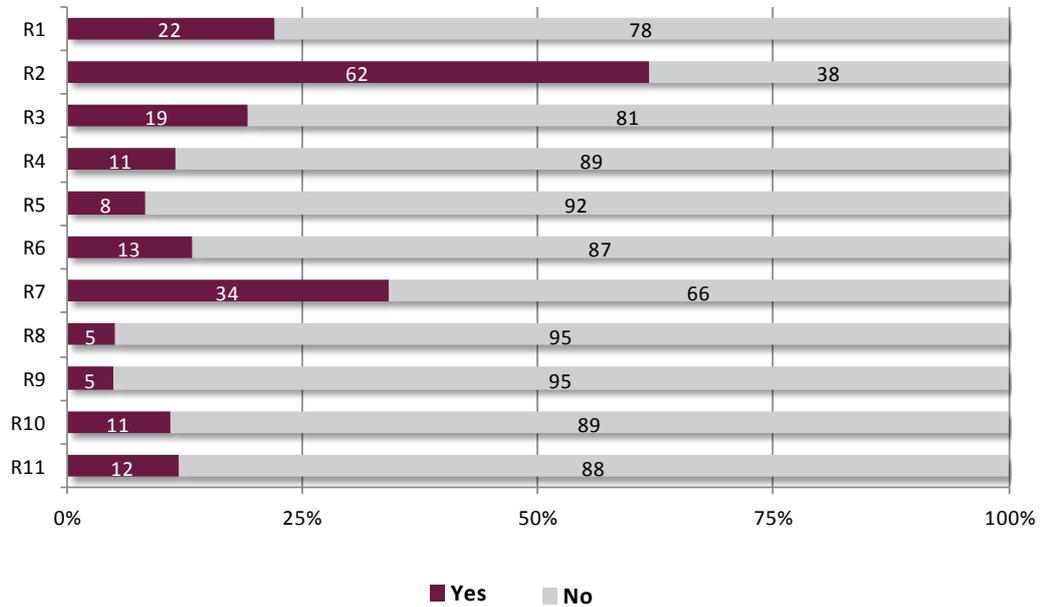


### 3.3.6 Barriers to not using eGovernment

The overview below of reasons for non-use represent the opinions of the 5072 individuals in the survey who declared that they use traditional channels for ALL of their government contacts. These eGov non-users are significantly more strongly represented in the oldest age group (+55 years old) and among the less well educated, and in the groups of people who do not use the Internet daily and/or via a mobile device.

- Lack of awareness: 21% indicated that they were not aware of eGovernment services. Awareness can be increased by communication and information campaigns, aimed effectively at specific target groups.
- The target groups are – besides the groups at risk of digital exclusion – younger people (especially students), who are more able/skilled and willing to use eGovernment BUT less aware of the relevant services that exist online
- Lack of willingness to use: 80% of the respondents pointed to at least one of the arguments mentioned as a reason for non-use. This group consists of relatively more women and older people but also 62% of daily Internet users!
- Lack of trust in use: 11% did not use the Internet because of concerns about protection and security of personal data
- Lack of ability to use: 24% of the respondents pointed to at least one of the arguments mentioned as a reason for non-use. These “barriers to use” need more than straightforward communication about the appropriate services towards appropriate target groups. Consequent argument- building is needed here, especially regarding lack of willingness: potential users need proof that “personal contact” is not needed in most cases, that eGov services save time and at the end of the day are more efficient. Therefore in some cases, the services itself needs a profound reality check. This is also the case in relation to problems with “ability”

**Figure 3.9: Reasons for not having used the eChannel in contacts with public agencies or officials (EU-27+, %)**



**R1:** I was not aware of the existence of relevant websites or online services

**R2:** I preferred to have personal contact to get what I wanted/needed

**R3:** I expected to have things done more easily by using other channels

**R4:** I did not use the Internet because of concerns about protection and security of personal data

**R5:** I did not have the skills or did not know how to get what I wanted/needed via the Internet

**R6:** I could not find or access the information or services I wanted/needed

**R7:** The relevant services will require personal visits or paper submission anyway

**R8:** I tried but I abandoned the service, because the service was too difficult to use

**R9:** I tried but I abandoned the service, because the service’s website or application had technical failures

**R10:** I did not expect to save time by using the Internet to get what I wanted/needed

**R11:** Other reasons.

The main results obtained from the survey on the barriers and reasons for non-use of eGovernment were:

- 23% of all respondents in the sample who had personal contact with public administrations as a result of at least 1 out of 19 Life Events (N=22.386) did not use eChannels (e-mail, Internet website, tablet/smartphone apps) for any of the Life Events relevant to him or her
- The main reason for non-use is clearly the fact that people prefer personal contact to get what they want or need (62%), together with the expectation that the relevant services will require personal visits or paper submission anyway (34%). Moreover, as 19% expected to get things done more easily by using other channels and 11% did not expect to save time by using the Internet, it becomes obvious that a certain lack of willingness (80% of all non-users) appears to be the main reason among Internet users for not using eGovernment services
- 22% claim that they did not use eGov because they were not aware of the existence of relevant websites or online services (lack of awareness)
- 13% seemed aware, but did not use eGov because they could not find or access the information or services they wanted or needed. Only 8% stated that they did not have the skills or did not know how to get what they wanted/needed via the Internet (personal skills), and 5% tried but abandoned the services for different reasons (lack of ease-of-use or technical failures). In total 24% of non-users indicated one of these four "lack of ability"-related elements as barriers to using eGov
  - A small proportion signalled a lack of trust (11%) as a reason for non-use, as they did not use the Internet because of concerns about protection and security of personal data
  - Lack of willingness and especially the preference for personal contact is a significantly more important barrier for women, older people (55+) and the less well educated. Remarkably, 62% of daily Internet users prefer personal contact to get things done against 56% of non-daily Internet users. Those with higher levels of education prefer personal contact to a lesser extent, but have a more cynical attitude in their larger expectation that personal visits will still be required anyway
  - Lack of awareness is indicated as a reason for non-use more often by younger people, including students (28% of <25 vs. 14% of 55+). It is also remarkably higher among mobile Internet users (25% vs. 17% of non-mobile Internet users)
- As far as lack of trust is concerned, no important socio-demographic differences are observed, but the lack of trust is significantly higher among non-daily Internet users (15%) and non-mobile Internet users (12%) than among their respective counterparts (11% in both cases)
- Lack of ability is signalled more often by the 55+ group, either because they have not the necessary personal skills (12%) or because the services were too difficult to use (6%). Not having the skills or not knowing how to get certain services is a barrier for 20% of the less frequent users of the Internet (versus 7% of daily Internet users)
- One of the main conclusions is that younger people and students especially appear to be more able/skilled and willing to use eGovernment than seniors but are less aware of relevant services (or how and where to find or access them)

**3.3.7 eGovernment non-use: likelihood of eGovernment use and preferences of non-users**

From the respondents who can be characterised as non-users, it is possible to derive the following insights on the likelihood of eGovernment use and channel preferences (see table below):

- 58% of all respondents in the sample who had either had personal contact with public administrations as a result of at least 1 out of 19 Life Events but did not use eChannels (e-mail, Internet website, tablet/smartphone apps) for any of the Life Events relevant to him or her (N=5.072) or who had not had contact with government in the previous 12 months for any of these Life Events (N=5.791) are nevertheless likely to use eGov in the future
- 39% of this group claims to prefer to use eChannels in the future (mainly e-mail)
- Both likelihood to use (62% vs. 55%) and preference for eGov (43% vs. 36%) are significantly larger among those with higher levels of education, and also clearly among daily and mobile Internet user

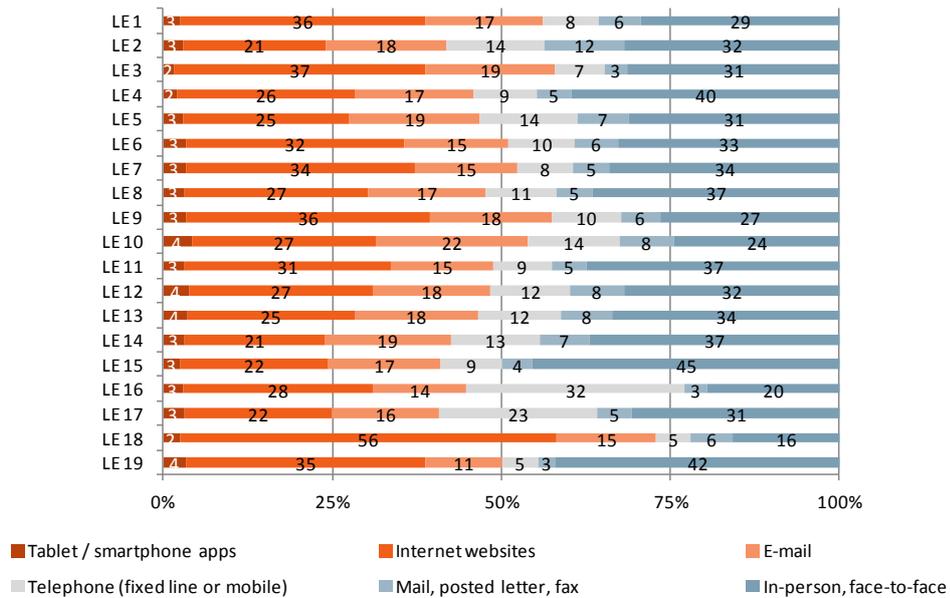
*Table 3.10: Channel preferences and likelihood to use eGovernment services for non-users*

		No use of eGov for any of the Life Events	No contact with government (for any of the Life Events)	Total
		N=5072	N=5791	N=10863
If you were to come into contact with public agencies or officials in the future, how likely is it that you would use e-mail, Internet websites or tablet/smartphone apps?	Very likely, almost certainly	18%	22%	20%
	Likely	39%	36%	38%
	Neither likely nor unlikely	25%	22%	24%
	Not likely	12%	10%	11%
	Not very likely, almost certainly not	6%	10%	8%
If you were to come into contact with public agencies or officials in the future, by which of the following means would you prefer to interact?	In-person, face-to-face	42%	37%	39%
	Mail, posted letter, fax	3%	4%	4%
	Telephone (fixed line or mobile)	16%	19%	18%
	SMS (texting)	1%	1%	1%
	E-mail	21%	29%	25%
	Internet websites	15%	9%	12%
	Tablet/smartphone applications	2%	2%	2%

**3.3.8 eChannel preference across 19 Life Events**

The following figure presents the channel preferences of current eGov users and non-users to interact with public administrations for each of the 19 life-events.

*Figure 3.11: If you were to come into contact again with public agencies or officials as a result of these events, by which of the following means would you prefer to interact? (Q12, EU-27+, %)*



- LE1:** Enrolling in higher education and/or applying for a study grant
- LE2:** Starting a procedure for a disability allowance
- LE3:** Looking for a job
- LE4:** Becoming unemployed
- LE5:** Retiring
- LE6:** Applying for a driver's licence (or renewing an existing one)
- LE7:** Registering a car
- LE8:** Buying, building or renovating a house
- LE9:** Moving and changing address within one country
- LE10:** Moving or preparing to move to another country (ex. to study, work, retire...)
- LE11:** Needing a passport to travel to another country
- LE12:** Declaring the birth of a child and/or applying for a birth grant
- LE13:** Marrying or changing marital status
- LE14:** Death of a close relative and/or starting an inheritance procedure
- LE15:** Starting a new job
- LE16:** Making a doctor's appointment in a hospital
- LE17:** Reporting a crime (smaller offences, e.g. theft, burglary etc.)
- LE18:** Declaring income taxes
- LE19:** Making use of the public library.

First, it is interesting to analyse the eChannel preference of users and non-users across these 19 Life Events:

- On average 49% of all Internet users who had had contact with government in the previous 12 months as a result of one or more of the 19 Life Events defined claims to prefer to use an eChannel (preference to use e-mail, Internet websites and/or tablet/smartphone apps)
- This eChannel preference is clearly the highest for “declaring income taxes” (73%), followed by “looking for a job” (58%) and “enrolling in higher education and/or applying for a study grant” (56%), which are also the top 3 Life Events for which eGov use is the highest
- For all other Life Events, from “reporting a crime” to services related to moving (within a country or to another country) eChannel preference lies within a 40%-60% range.
- eChannel preference, like Government use itself, for most Life Events occurs more frequently among male, more highly educated and those in employment using the Internet daily
- eChannel preference is significantly higher among mobile Internet users in the context of each Life Event
- (profile of this mobile Internet user = significantly more male, younger and those with higher levels of education – working and studying – daily Internet users)

Secondly, with regard to the eChannel preference of eGovernment users (or: the eChannel loyalty) across Life Events, the following facts can be retrieved:

- If we look at the group of eGovernment users (46% of the Internet users who had personal contact with government in the previous 12 months as a result of one or more Life Events) separately, we observe that 70% of these users (average percentage across Life Events) prefer to use e-mail, Internet websites, tablet or smartphone apps for their interaction with government
- Within the eGovernment user typology and the top level User-centric Government benchmark calculation, we arrive at a share of 33% of all Internet users (who had had contact with government in the previous 12 months) who can be considered as eGov ‘believers’ or even ‘ambassadors’: loyal users who currently adopt eGovernment and prefer to keep on using it in the future
- The other side of the coin are the ‘potential dropouts’ (a share of 13% of all Internet users who had had contact with government in the previous 12 months), whom eGovernment suppliers risk losing.

Finally, the eChannel potential describes the group of non-users with eChannel preferences, who are considering using eGovernment services in their next interaction with government:

- If we look separately at the group of eGovernment non-users (54% of the Internet users who had had personal contact with government in the previous 12 months as a result of one or more Life Events), we observe that 30% of current non-users (average percentage across Life Events) nevertheless claim to have a preference for eChannels for interacting with government
- As a result, within the eGovernment user typology, we arrive at a share of 16% of all Internet users (who had had contact with government in the previous 12 months) who can be considered as ‘potential users’ i.e. current non-users who may be converted into users
- This leaves us with a remaining, ‘hard-to-reach’ group (38%) of Internet users who currently do not make use of eGovernment services and are not likely/do not appear ready to change their behaviour in the future.

### 3.3.9 Synopsis: User-centric Government

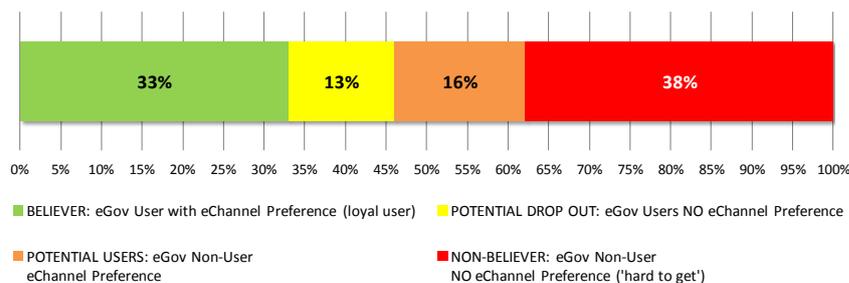
The top level User-centric Government score of 33% on average for the EU-27+ represents the eGovernment ‘believers’, i.e. the share of Internet users who currently use eGovernment and who, convinced as they are of its added value, will keep on using eGovernment services in a loyal manner. This is shown in the figure 3.12 below.

Overall use of and preference for using tablet/smartphone apps is still low (at most 5% of the Internet users who had had contact with government in the previous 12 months), although about 36% of the sample uses a smartphone to access the Internet on a daily basis (11% for tablet). The main profile of eGovernment users is male, younger, more highly educated and those in employment using the Internet in a frequent (daily) manner and via a mobile device.

but seem less aware of eServices that are relevant to them.

Despite these barriers, a substantial proportion (40%) of those people who in the previous 12 months had not used eGov for any of the Life Events defined, expressed a preference for interacting with public agencies via eChannels (mainly via e-mail) in the future, offering clear opportunities for eGov to grow.

Figure 3.12: Four types of attitudes toward eGovernment (EU-27+)



There are 13% who can be considered as ‘potential dropouts’. These are people who have used eGovernment services but have indicated that they would prefer another channel next time.

A similar share of 16% of ‘potential users’ may be turned into eGovernment users instead. Clear differences exist in the levels of eGovernment use and preference between the 19 Life Events. Declaring income taxes, looking for a job, and enrolling in education/applying for study grant are the Life Events for which eGovernment currently is used the most intensively.

The main barrier to use of eGovernment is a lack of willingness to use it, mainly because one prefers to have personal contact or does not expect clear advantages from doing things online.

This lack of willingness and especially the preference for personal contact is a significantly more important barrier for women, older and the less well educated, exactly the groups which are the most strongly represented among current eGov non-users. Younger people and students appear to be more able/skilled and willing to use eGovernment than older non-users,

### 3.4 Maturity of online service provision in Life Events

Whereas the User Survey provided very clear insights into citizen demands, the Life Event measurement by mystery shoppers across Europe merely reveals the supply side of government services.

This year’s benchmarks assessed three Life Events and the consecutive chains of services that are relevant to either starting entrepreneurs (‘Starting up a Business and Early Trading Operations’), the unemployed and job seekers (‘Losing and Finding a Job’), and students (‘Studying’).

Life events are package government services which are usually provided by multiple government agencies around a subject that makes sense to the citizen.

The IT systems of the participating government agencies then cooperate (i.e. interoperate) for the seamless delivery of the e-service<sup>16</sup>. Life events change the way organisations have to collaborate to provide a seamless experience across agencies and across borders.

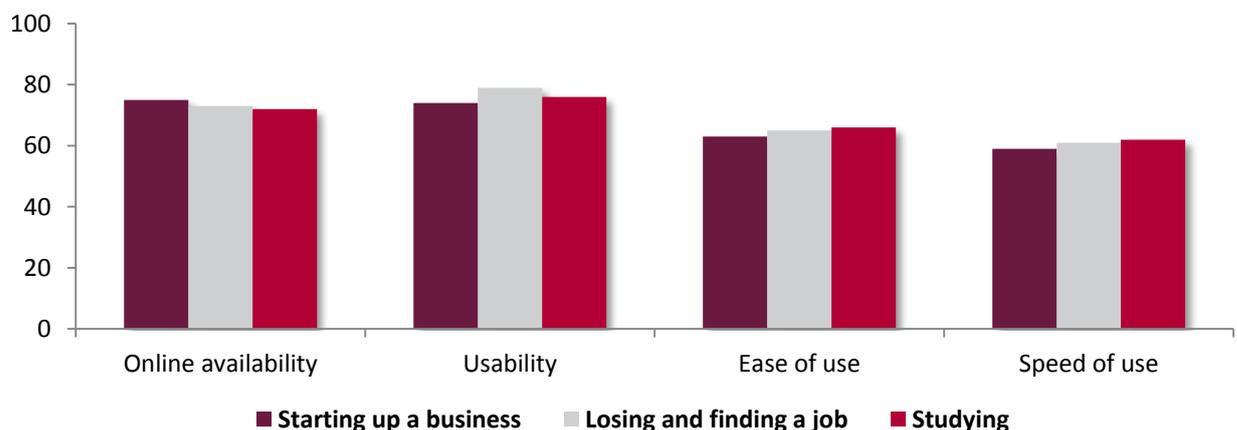
This section presents the results of the mystery shopping assessment of these Life Events in relation to the following elements:

- **Online availability of services:** determines whether a service is fully online or only information about a service is available online, and assesses whether this can be done through dedicated portals. A distinction is made between:
  - Basic services: services and procedures needed to fulfil the essential requirements of a Life Event, i.e. core registration and other transactional services
  - Extended services: services and procedures that go beyond the basic requirements of a Life Event, i.e. Government providing services for convenience and competitiveness in a ‘providing environment’, facilitating and easing the user on his journey.
- **Online usability of services:** the extent to which support, help and feedback functions are online and a personal assessment by the shoppers of their experience regarding ‘ease of use’ and ‘speed of use’.

### 3.4.1 General results across three Life Events

The figure below shows the results for the four indicators that make up the supply side user-centric benchmark for each of the three Life Events. These percentages ranging from 72-75% indicate that in Europe, services are in between the informational stage (a 50% score, meaning information about a service is online) and the transactional stage (a 100% score, meaning a service is fully online). It shows there is still room to improve online availability of services. Where these improvements can be made is shown in the following paragraphs that discuss each Life Event separately.

Figure 3.13: Four components of user-centricity (EU-27+, %)



<sup>16</sup> <http://ec.europa.eu/idabc/en/document/1644/5848>

Although differences are small, figure 3.13 reveals that the online availability of services in the business Life Event (at 75% for EU-27+) is slightly higher than the Life Events ‘losing and finding a job’ and ‘Studying’ (73% and 72% for EU-27+ respectively).

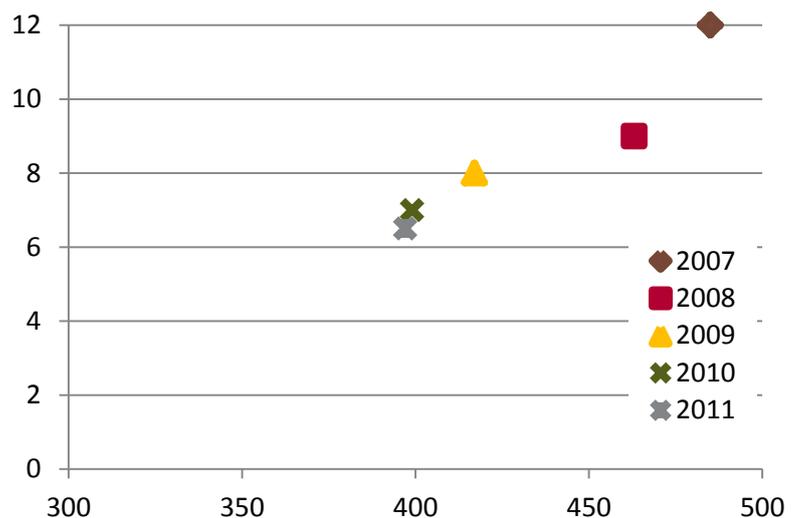
At the same time, usability and both measurements for ease and speed of use demonstrate that the business Life Event is lagging slightly behind compared to the citizen Life Events.

The ease and speed of use indicators are personal assessments made by the mystery shoppers themselves. Time and ease of use are two key aspects of user satisfaction. The speed of use measurement is based on proxies relating to the time needed to complete the service process. This provides an insightful benchmark of the time savings benefits of online services. Mystery shoppers were asked to rate several questions related to ease and speed of use on a 10-point scale, following strict guidelines. In the figure below 60% should be read as the Life Event having a value score of 6.0 (average for EU-27+).

Following the publication of the Small Business Act, in December 2008 the Competitiveness Council launched the Action Plan for a Small Business Act for Europe<sup>17</sup> underlining inter alia the ambition of reducing the time taken to register a new business down to three days. This would be a tremendous achievement throughout Europe. If we take the figures below into account<sup>18</sup>, the time to start up a business has been halved during the past five years.

However, what is required is to further halve the start-up time. This measurement of ease and speed of use shows that citizens and entrepreneurs are not always served optimally: services only just pass the test. It shows, just as does the average satisfaction rate in the user survey (6.5 on average for all 19 eGovernment services), that public services across Europe can still gain in user-centricity as in general they are not designed around users’ needs.

**Figure 3.14: Average time (in days) and cost (in euro) to start up a business (EU-27)**



<sup>17</sup> European Council, *The Council's Action Plan for a Small Business Act for Europe*, Annex to the Council Conclusions of 1-2 December 2008, Brussels, 2008, retrieved from: [http://ec.europa.eu/enterprise/policies/sme/files/docs/sba/sba\\_action\\_plan\\_en.pdf](http://ec.europa.eu/enterprise/policies/sme/files/docs/sba/sba_action_plan_en.pdf)

<sup>18</sup> DG Enterprise and Industry, *Small and Medium sized Enterprises (SMEs) Start-up procedures: Progress in 2011*, European Commission, Brussels, 2011, retrieved from: [http://ec.europa.eu/enterprise/policies/sme/business-environment/start-up-procedures/progress-2011/index\\_en.htm](http://ec.europa.eu/enterprise/policies/sme/business-environment/start-up-procedures/progress-2011/index_en.htm)

**Online availability of basic and extended services**

- When looking in greater depth at the results for online availability, it is especially interesting to look at the distinction between basic and extended services. Assessing a Life Event implies evaluating a sequence of services and administrative procedures from the viewpoint of the user. This means that for each Life Event, the Benchmark covers all relevant interactions with Government that an individual or business may seek. This requires that the Benchmark consider both the availability of:
  - Basic services:** services and procedures needed to fulfil the essential requirements of a Life Event, i.e. core registration and other transactional services
  - Extended services:** services and procedures that go beyond the basic requirements of a Life

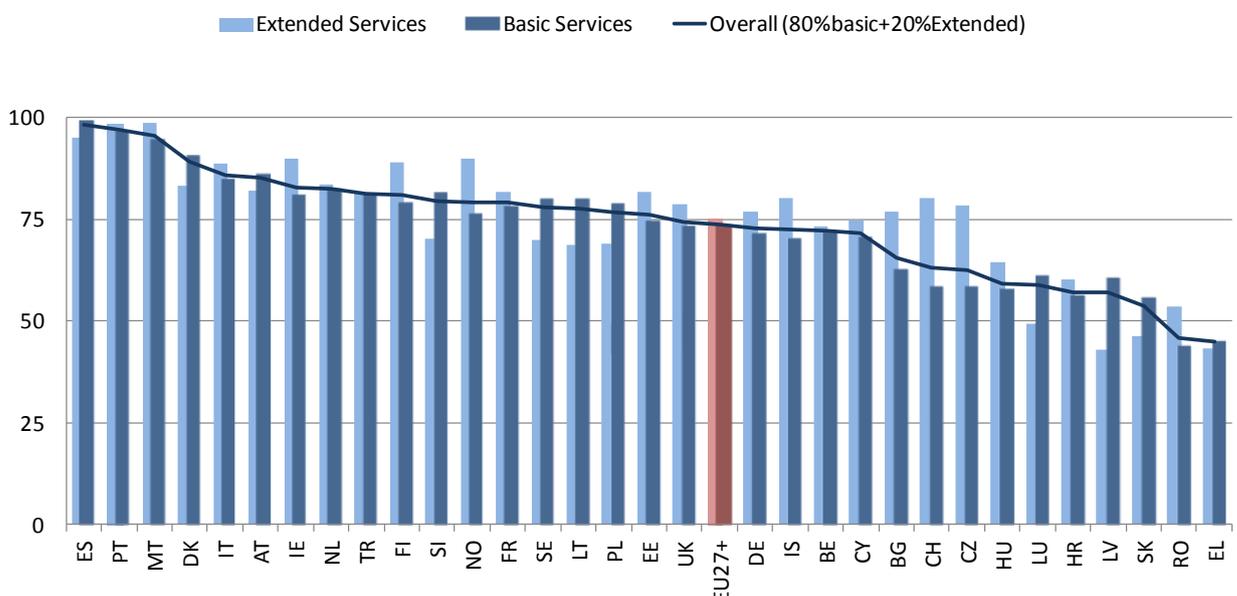
Event, i.e. Government providing services for convenience and competitiveness in a ‘providing environment’, facilitating and easing the user on his journey.

Basic services are to be understood as those driven by regulation and compulsory in nature. On the other hand, extended services are convenience services complementing basic services. These may contribute to the wellbeing of the user or the competitiveness of a business. Going beyond this description, in many cases, offering a combination of extended and basic services requires additional collaboration across government organisations. The business start-up Life Event is a particularly illustrative example of the involvement of different organisations (tax authorities, chambers of commerce, private civil insurance companies). As governments strive to bring these

services online, services should be further aggregated and combined as opposed to being brought online in silos.

Looking at the figure below, which illustrates per country the online availability of basic and extended services across the three Life Events, it becomes clear that on average, the online availability of basic and extended services does not differ much. Looking at the online availability of both types of services per country however, we see that in most countries either basic or extended services are better developed. This means there is still considerable room for improvement with regard to the integration and thus effectiveness of governments. Public administrations could leap-frog their performance by leveling the online availability of the type of service lagging behind.

**Figure 3.15: Online availability of basic and extended services (average of 3 Life Events, %)**



**Online usability**

Online usability was measured through seven questions in each Life Event. The figure below depicts the results per question per Life Event. It reveals that support and help functionalities (questions B1-B4) are well developed in most countries. This is important as good support services increase the cost efficiency of government. It directly supports the user in completing a service online or finding the information being sought.

The better this is provided online, the fewer questions will reach the call centre or local authority employee, both of which are both more expensive channels.

With regard to the questions around feedback mechanisms (questions B5-B7), it should be noted that these are less available online. Governments are making online discussion fora and/or social media available online, but direct feedback mechanisms and online

complaint procedures could be improved. On the one hand, these functionalities will help governments to collect information from users on how to improve service delivery and possibly even related policy, and on the other, they will empower users to give their opinion, to be heard and to stand up for their rights. The latter is, given the results for available online complaint procedures (question B7), only possible in about half the European countries.

**B1** Is there a Frequently-Asked-Question (FAQ or similar) section?

**B2** Is a demo of the service available? OR Is there a live support functionality ‘click to chat’ available on the website?

**B3** Can the division/department responsible for delivery be identified and contacted?

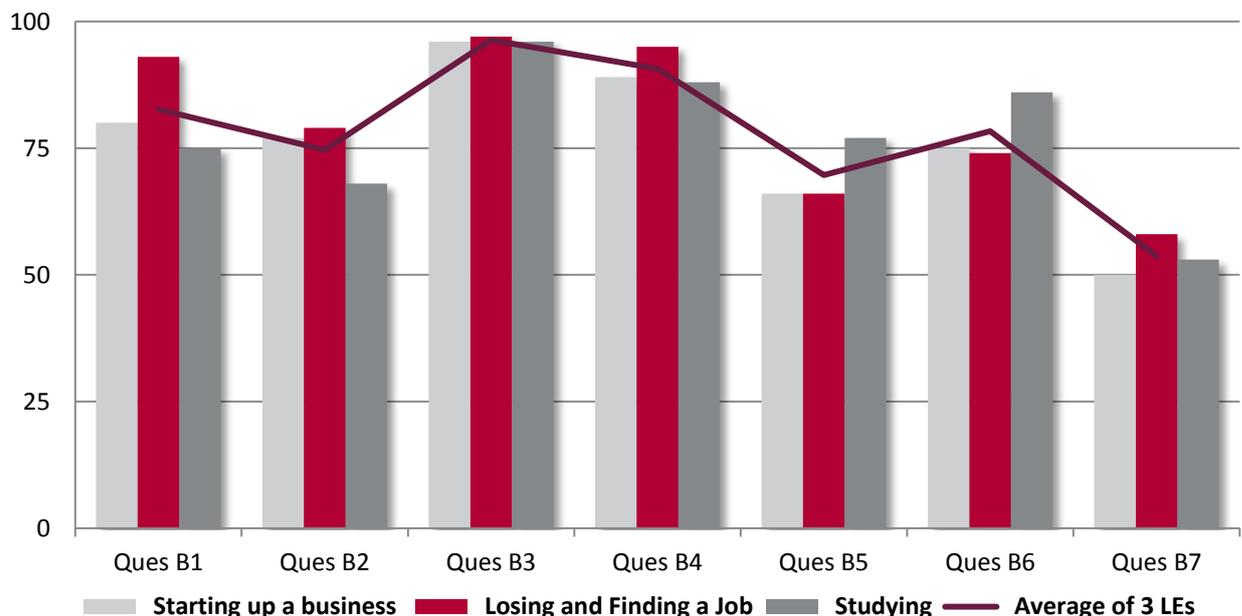
**B4** Are there alternative delivery channels mentioned on the website?

**B5** Are feedback mechanisms available to the user to give his opinion on the service?

**B6** Are discussion fora or social media available?

**B7** Are complaint procedures available?

**Figure 3.16: Online usability of services in three Life Events (EU-27+, %)**



### 3.4.2 Online service provision in ‘Starting up a business’

Entrepreneurship is an important backbone of the European economy. SMEs (enterprises with employees between 1-249 employees) are of special importance in this respect given the added value and employment they create. They represent over 99% of all total enterprises in Europe, accounting for around 70% of total employment<sup>19</sup>. To maintain the competitive positioning of the EU, businesses, entrepreneurship, and growth and jobs have to be placed at the heart of the political action.

There is a broad range of business/economic environmental factors that are considered to determine a country’s entrepreneurial performance. These indicators can cover aspects as diverse as labour-market regulation, the diffusion rate of technology, the patent regime, the availability and ease of access to debt finance, or bankruptcy and other administrative regulations.

Some key insights regarding the online provision of services within the business Life Event are:

- Key services relating to registration of business and tax are fairly mature across Europe
- 7% of services in the business Life Event are automated
- Improvement possible when authentic sources are used to take administrative requirements and proofs of qualification out of the hands of the entrepreneur
- Entrepreneurs cannot make an accurate estimate of the time it will take to use/apply for a certain service – whereas these are the strongest perceived benefits of using the online channel

These indicators and more are measured during this year’s eGovernment Benchmark. The main results for the ‘Starting up a business and early trading activities’ Life Event are described below. Furthermore, some show cases from around Europe are described which constitute examples of good practice, to provide the learning effect for Member States.

The importance for online services around this Life Event are clear. Online services not only reduce travel costs by rendering procedures and forms available remotely, but they are also meant to be simpler, faster and more flexible. That a more competitive entrepreneurial environment can serve as flywheel for the economy in Europe seems self-evident.

#### **Online availability per service (for EU-27+)**

The table below shows the online availability of services within the ‘Starting up a business and early trading activities’ Life Event. The figure below depicts per service for the EU-27+ how it is being delivered: automatically (without the user having to do anything), fully online (and possibly through a portal), only information about the service (and possibly through a portal) or offline.

<sup>19</sup> Eurostat, [Enterprises by size class - overview of SMEs in the EU, Issue number 31/2008, European Commission, Brussels, 2008](http://epp.eurostat.ec.europa.eu/portal/page/portal/product_details/publication?p_product_code=KS-SF-08-031), retrieved from: [http://epp.eurostat.ec.europa.eu/portal/page/portal/product\\_details/publication?p\\_product\\_code=KS-SF-08-031](http://epp.eurostat.ec.europa.eu/portal/page/portal/product_details/publication?p_product_code=KS-SF-08-031)

Figure 3.17: Maturity of the Life Event of ‘Starting up a business and early trading activities’ (EU-27+)



Two categories score particularly well on online availability, ‘basic registration services’ and ‘tax-related matters’. For these key categories of services, there are no offline services. This means that at least information about the service can be found online and that it is almost everywhere available through a business portal. More important, these services achieve the highest scores for online availability. It seems that the organisations responsible for company registration and the tax agency are cooperating particularly well, because in quite a few countries, the Tax identification

and/or VAT numbers are provided automatically – without the entrepreneur having to do anything. In terms of automation, by far the most automated service across Europe is ‘the publication in official journals or equivalent’. This can be readily explained as nowadays a lot of governments link this publication to the registration process, so entrepreneurs do not have to take action themselves after the registration process is finished. The picture is diverse for services related to ‘hiring a first employee’: on the one hand most of the services in this cluster achieve more than 50% online availability, but for

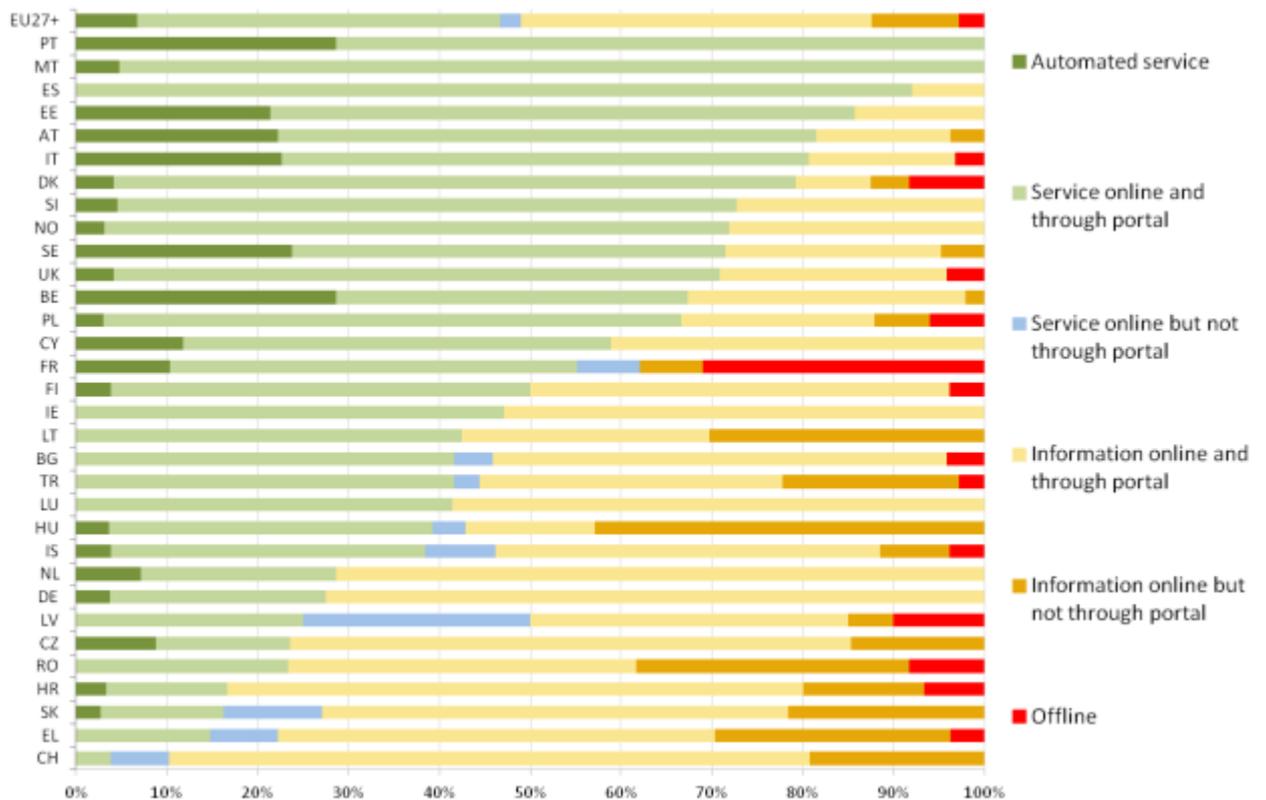
those cases where only information is available online, this shows that the portal function in some countries is not functioning as well as in other parts of the Life Event.

**Online availability by country**

The figure below provides an overview of the availability of business services in different countries across Europe.

In general, the online provision of services in Europe looks mature, with some countries scoring very high on the online availability of services.

Figure 3.18: Maturity of the Life Event of ‘Starting up a business and early trading activities’ (per country)



Looking in greater depth at the service maturity per country, we see countries which have a high level of automated service provision are Belgium, Estonia, Italy, Portugal and Sweden. In addition, the following countries have a high level of online service provision: Austria, Malta and Spain. In these countries we often see a specific business

portal targeting entrepreneurs and offering the services online through this business portal. One of the advantages of such an integrated business portal is that it is in general easily accessible to entrepreneurs. Two examples of countries with a very high score and a specific integrated business portal are Portugal and Malta. These business

portals can be highlighted as examples of good practices because different key enablers (such as eID, eSignature and eForms) are well integrated in the portal. Furthermore, both portals can be classified as one-stop-shops where business can find all the relevant public services in a well organised way. The good practices are highlighted in the text boxes below.

### Portugal

In Portugal, the Agency for Public Services Reform (AMA) has developed a one-stop-shop business portal. With an electronic ID card (Company Card), which enables electronic authentication and electronic signature, the entrepreneur has online access to all kind of services. Some examples of services which can be obtained online are:

- The entrepreneur is entitled to have a reserved personal area for follow-ups and management of the company's legal procedures.
- There is real-time communication (synchronous transaction) with the Institute of Registry and Notary (IRN) for the issuance of the Certificate of permanent business registration, allowing the citizen to consult the commercial register transparently.
- The Enterprise Portal assures fully automatic communication with Public Institutes, including:
  - Tax Administration: for information on the TOC (Telecommunication Operations center) for the starting up activity;
  - Social Security;
  - The Ministry of Justice: for statistical purposes.
- After creating and registering the company, the Commercial Society Registration is automatically published, in a transparent way and via BackOffice communication, in the National Journal. The publication is then automatically made available online and can be consulted online by citizens.

Portugal was awarded a "European Enterprise Award" in 2006 with the project "Empresa na Hora" ("Firm on the Spot") in the category "reduction of bureaucracy". The Portuguese approach to the process of business creation combines integration of key enablers that allow for full online service provision with focus on the requirements and demands of entrepreneurs. The business creation process is totally integrated and dematerialised.

## Malta

In Malta, the one stop shop for businesses is called Business First (available on [www.businessfirst.com.mt](http://www.businessfirst.com.mt)). On this website, the different requirements for different sectors (for example, to start a business in Malta in a specific sector) and requisite forms (using eforms) are available. Businesses can obtain public services after logging in with a personal e-ID. Furthermore, people can authorise others to sign in on behalf of others. By using the Business First portal, companies gain:

- Access to all public services and information related to Businesses
- Assistance and tools for requirements beyond those simply related to public services.

The business portal is also available for foreign businesses. Cross-border services for foreign users are given access through an authentication account and a user mailbox which contains:

- Forms submitted and their process workflow
- Draft applications
- Completed forms.

Information on the business portal is categorised around different Life Events. Information, requirements and the forms applicable are therefore displayed in a well categorised way for the users.

**Online Usability and Ease and Speed of Use**

As well as the availability, the usability of services is also important when services are benchmarked. In fact, online usability (which also includes speed and ease of use) might be even more important than online availability of services. Online Usability indicates the advantage and ease businesses gain from online services. During this Benchmark, different indicators are used to indicate the usability of the services:

- **Online Usability of basic and extended services:** indicator which indicates whether help and feedback functionalities are available online for this Life Event

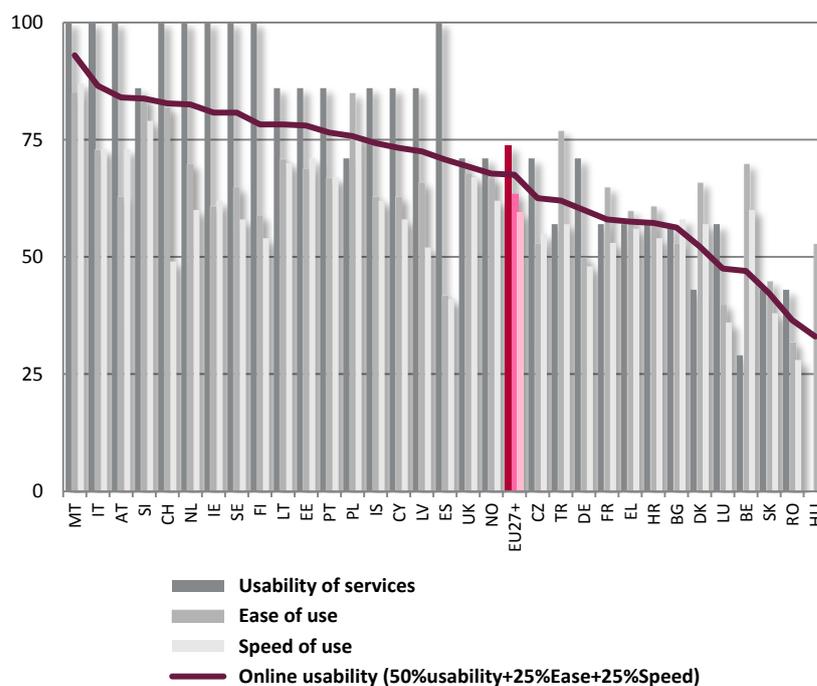
- **Ease of Use:** this reflects the personal experience of the mystery shoppers who performed the journey through this Life Event. Ease of Use captures whether the user was able to complete the required process steps smoothly (logical succession of process steps, clear instructions) and achieve his/her goal
- **Speed of Use:** while similar to ease of use, this indicator reflects whether the mystery shoppers were able to complete the required process steps within a reasonable amount of time

The graph below gives an overview of the different country scores for usability of services within the Life Event ‘Business Start-up and early

trading activities’. In general, countries with a high score for online availability also show a high score on usability of the specific services. Countries like Malta, Italy and Austria score high on usability and are also among the frontrunners in online availability of services. The other two indicators shown in the graph below, ease and speed of use, show a more diverse picture around Europe. In general, the ease of use shows a somewhat higher score than the speed of use, indicating that the mystery shopper was more often able to complete the steps smoothly for achieving the goal rather than that the mystery shopper was able to complete the required process steps within a reasonable amount of time.

In general it can be concluded that countries with a higher score for online availability and usability of services are valued better by mystery shoppers for ease and speed of use of the service than countries with a lower score for online availability and usability. What is important is that the different indicators should all be developed together. Businesses are not served if all services are available online but usability is low. The real advantage of online services (such as reduction of travel costs by making procedures and forms available remotely, reduction of the administrative burden and reduction of throughput time) lies as much in online availability as in usability of online services.

**Figure 3.19: Online usability of the Life Event of ‘Starting up a business and early trading activities’ (per country)**



### 3.4.3 Online service provision in ‘Losing and Finding a Job’

As a result of the financial and economic crisis, the overall unemployment rate in the EU-27 has risen from 6.7% of the EU population in 2008<sup>20</sup> to 10.5% in 2012<sup>21</sup>. The youth unemployment rate (15-24 years old) rose from 15.2% in 2008 to 22.6% in 2012<sup>22</sup>. **This means that a total of 23 million European citizens currently do not have a job.**

High unemployment rates negatively affect the financial and social situation of individuals and lead, at the macro-level, to a stagnation of economic growth, a reduction in tax revenue and increased government spending on social benefits. The EU Macroeconomic report for the Annual Growth Survey<sup>23</sup> warns that ‘unemployment may become increasingly structural with a negative effect on long-term growth potential’ and calls for structural reforms to tackle this emerging risk, strengthen confidence and gain renewed trust.

European policies such as the **European Employment Strategy (EES)**<sup>24</sup>, the **Europe 2020 strategy** and the **Agenda for new skills and jobs**<sup>25</sup>, have also stressed the importance of stimulating labour market participation. National governments invest in government services to create more flexible labour markets, facilitate job mobility and lifelong learning, promote job creation and entrepreneurship and improve the support to those seeking a job.

The 2012 Benchmark measures the availability and usability of services for this Life Event. The focus is twofold: the online service provision when losing a job and the online support when wanting to become active on the labour market again. Some key findings are summarised below, before the report describes some more results in-depth.

Some key insights regarding the ‘Losing and Finding a Job’ Life Event are:

- Services related to searching for a job have the highest online availability across Europe
- Social support mechanisms (housing, debt counselling, health support) are not sufficiently integrated in the Life Event. In current times, these services are important to prevent people from becoming further alienated from society
- Some countries prefer face-to-face contact at the start of this Life Event, while others choose to make online services mandatory
- The average usability of eGovernment services for losing and finding a job is highest of all three Life Events, indicating that online support and feedback options are generally provided. However, there are big differences between countries.

<sup>20</sup> Eurostat, *Europe in figures; Eurostat yearbook 2011*, European Commission, Brussels, 2011, retrieved from: [http://epp.eurostat.ec.europa.eu/cache/ITY\\_OFFPUB/KS-CD-11-001/EN/KS-CD-11-001-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-CD-11-001/EN/KS-CD-11-001-EN.PDF)

1. <sup>21</sup> Eurostat, *Harmonised unemployment rate by sex* code teilm020, European Commission, Brussels, 2012

1. <sup>22</sup> Eurostat, *Harmonised unemployment rate by sex - age group 15-24*, code teilm021, European Commission, Brussels, 2012

<sup>23</sup> European Commission, *Macro-economic report to the communication from the Commission Annual Growth Survey 2013*, COM(2012)750 final, Brussels, 2012, retrieved from: [http://ec.europa.eu/europe2020/pdf/ags2013\\_mer\\_en.pdf](http://ec.europa.eu/europe2020/pdf/ags2013_mer_en.pdf)

<sup>24</sup> DG Employment, Social Affairs and Inclusion, *European Employment Strategy*, European Commission, Brussels, 2012, retrieved from: <http://ec.europa.eu/social/main.jsp?catId=101&langId=en>

<sup>25</sup> DG Employment, Social Affairs and Inclusion, *Agenda for new skills and jobs*, European Commission, Brussels, 2010, retrieved from: <http://ec.europa.eu/social/main.jsp?langId=en&catId=958>

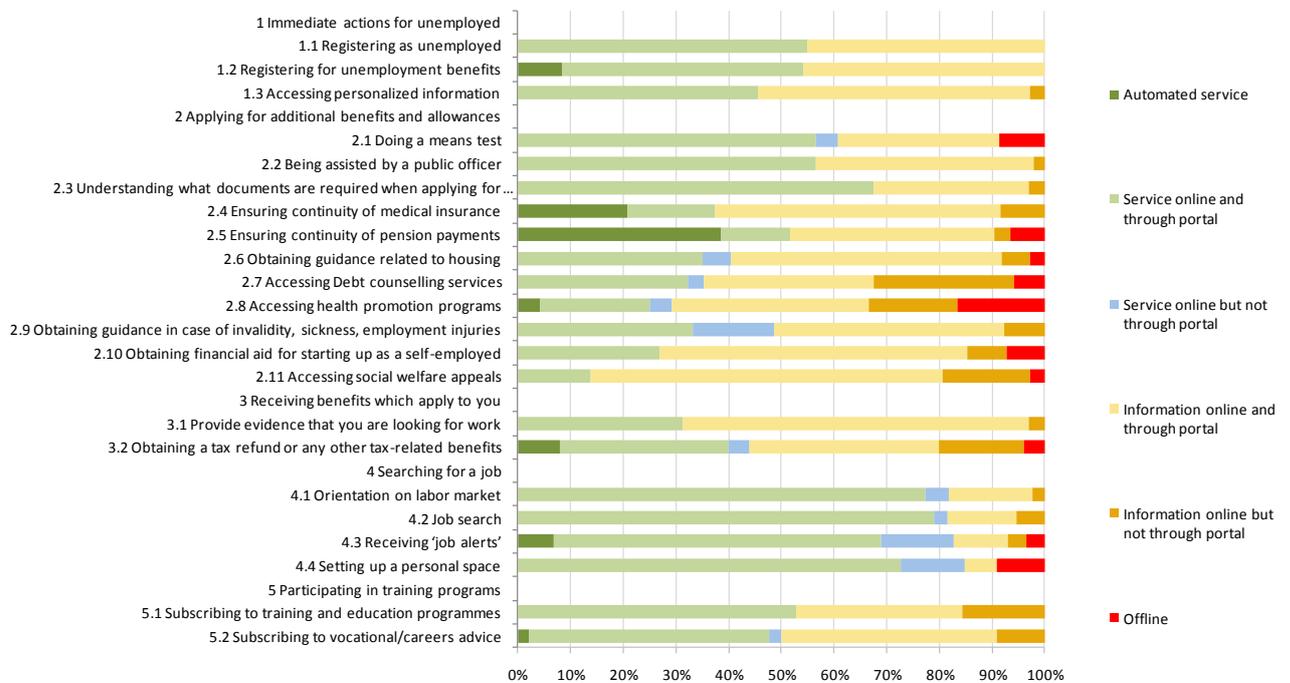
**Online availability per service (for EU-27+)**

The table below shows that services related to searching for a job have a very high score for online availability across Europe. Both on websites of specific service providers, and via online portals, citizens can search for jobs, find information on the labour market and set up a personal space to

administer their working experience or save applications. Services to apply for social benefits, on the other hand, are often limited to providing information as opposed to offering the full service online. Social support mechanisms (housing, debt counselling, health support) are not sufficiently integrated in the Life Event. In current times, these services are important to prevent

people becoming further alienated from society. Nevertheless, it is positive that other important services for the unemployed, such as the continuation of health care and pension payments, have high scores for automated services, meaning that the unemployed are automatically provided with these (basic) services by government agencies without any action being required.

**Figure 3.20: Maturity of the Life Event of ‘Losing and Finding a Job’ (EU-27+)**



**Online availability by country**

In terms of the online availability of services in different countries across Europe for the 'Losing and Finding a Job' Life Event, Malta and Portugal are again frontrunners, just as was the case with the business Life Event. The Netherlands is also among the countries with a very high availability of online service provision. In order to cut costs and because the Dutch government's policy is that the first responsibility always lies with job seekers and employers, they have made the use of digital services for job seekers mandatory in the first three months of unemployment. Citizens who prove to be struggling to use the online services after three months of unemployment (10%) are

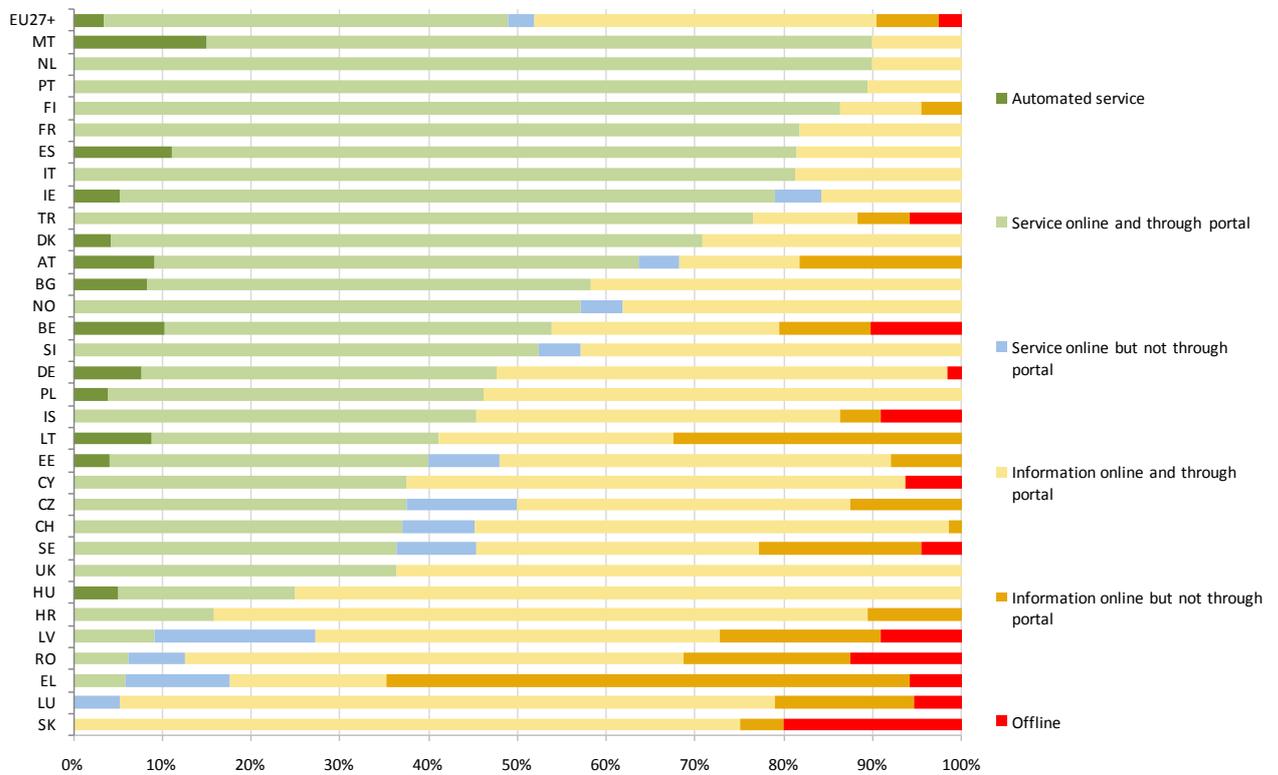
provided with face-to-face services from then onwards. This approach has saved the Dutch government more than EUR 100 million from the job mediation/reintegration budget and more than EUR 200 million from the operating budget. Some countries deliberately require personal visits by law or policy. Germany, for example, requires the citizen to register as unemployed in person at one of the offices of the Federal Employment Agency (Bundesagentur für Arbeit – BA). This way they can fully understand the specific job profile of the applicant, enabling the best possible tailoring of the Job Centre offer to his/her individual skills and requirements. All following services regarding 'finding a job' can be

conducted electronically. Germany has successfully transformed the federal employment agency over the last years, making it more agile and adapting a customer centric approach, which resulted in shorter waiting times and more individualized approaches that focused on customer strengths. Research<sup>26</sup> showed that financial standings of the agency improved, the unemployment rate is relatively low and burdens for employers and employees decreased by approx €25 billion annually. As the results will show in the next paragraph, this is in line with Germany's performance regarding online usability of services. Both approaches – though different – show valuable outcomes.

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<sup>26</sup> [http://www.mckinsey.com/features/government\\_designed\\_for\\_new\\_times/behind\\_the\\_german\\_jobs\\_miracle](http://www.mckinsey.com/features/government_designed_for_new_times/behind_the_german_jobs_miracle)

Figure 3.21: Maturity of the Life Event of ‘Losing and Finding a Job’ (per country)



Two examples of good practice in the field of losing and finding a job are the Netherlands and Ireland. These good practices are highlighted in the text boxes below. Both portals can be characterised as one-stop shops for the unemployed, all public services of interest for the unemployed are offered through these portals. The Dutch example is quite unique, as a personal visit is not required and is even discouraged. Personal authentication by national eID is sufficient to gain access to all required services online.

### Netherlands

Following a redesign in legislation from July 2012, the main portal for the unemployed in the Netherlands became an online portal called werk.nl (hosted by the UWV which is responsible for the unemployed and related unemployment benefits). This legislation redesign was driven by budget cuts and cost efficiency considerations. With less budget, fewer personnel and fewer physical local offices, the services for the unemployed are nowadays mainly organised through the one integrated Internet portal called werk.nl. The government facilitates services for the unemployed mainly by electronic service provision, as it considers the first responsibility lies with employees and employers. The use of electronic services for job seekers is mandatory. Authentication is through use of the national eID (DigiD). The main digital services which are available through this online portal are:

- Online registration as a job seeker
- Online application for unemployment benefits and social assistance
- Online Job board: finding all job openings
- Online personal portfolio including CV
- E-coaching: communicating with an online coach.

The digital unemployment portal seems beneficial for both the job seeker and the government. The unemployed experience faster service, less time spent on administrative activities and mandatory visits to local offices. The government had by the end of 2012 achieved a cost reduction of over EUR 300 million (EUR 100+ million from the job mediation/reintegration budget, EUR 200+ million from the UWV operating budget). The actual use of this online portal is high in the Netherlands: 90% of job seekers apply for unemployment benefits electronically and 75% use electronic services during unemployment.

## Ireland

Accessible through the main Irish governmental website ([gov.ie](http://gov.ie)), the Intreo portal is a single point of contact for all employment and income support in Ireland. Intreo offers practical, tailored employment services and supports for jobseekers and employers alike. Besides looking for a job, jobseekers can find all necessary information about income support and can gain personal support and advice on employment, training and personal development. For employers, Intreo provides a wide range of supports and services to assist with employment needs (such as access to potential employees, financial supports when creating new jobs and workplace support to assist employees with disabilities). All services are offered at zero cost.

Public services which are, among others, available at Intreo are:

- Job seeking
- Jobseeker's payment
- Possibility to ask a question online
- Possibility to make all kind of payment claims
- Education and training for job seekers
- Possibility to gain work experience (national internship scheme)

Besides online services, Intreo services are offered on a physical basis throughout Ireland. Jobseekers must always make an appointment to visit the Intreo Centre when searching for a job. The information required for this visit is provided in detail online. All services combined make Intreo the single, multichannel stop for the unemployed. Unemployment registration, gaining benefits, trainings and job finding possibilities with a wide range of employers are accessible through the portal.

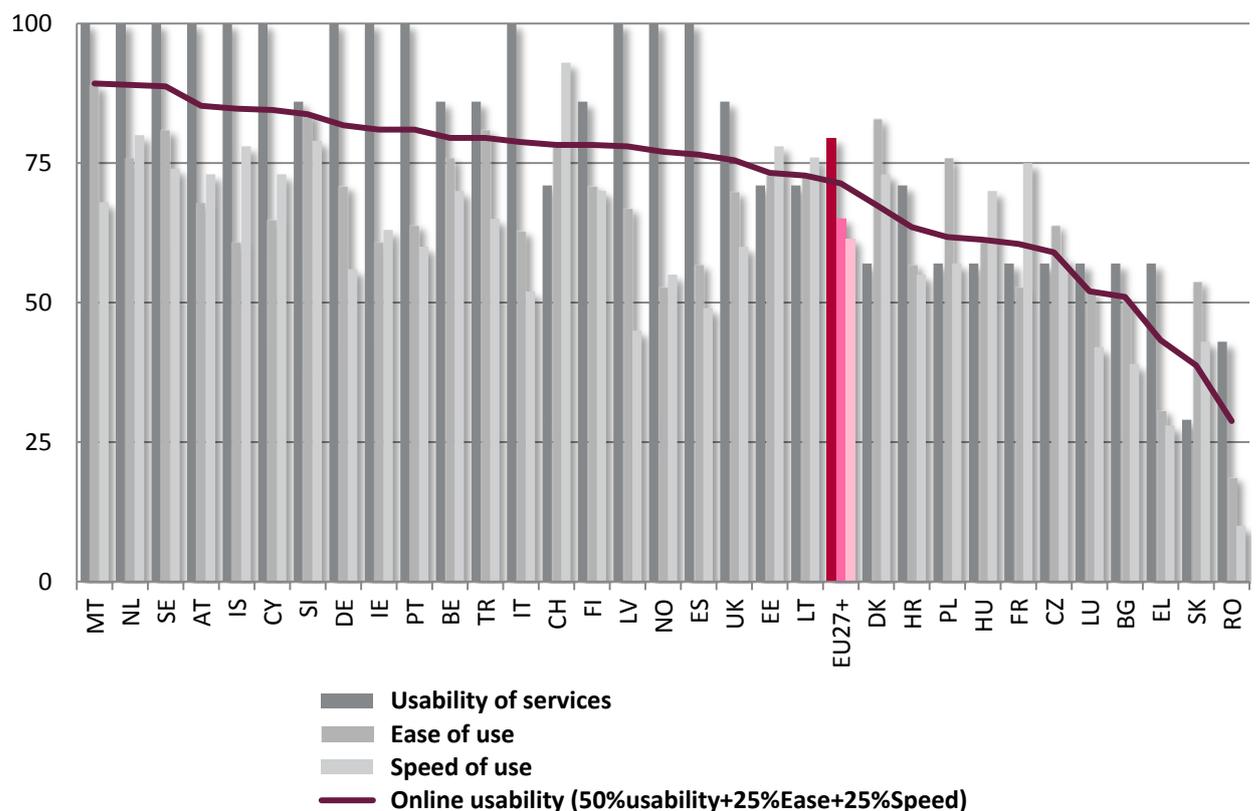
**Online Usability and Ease and Speed of Use**

To support hard-to-reach groups, such as the unemployed through eGovernment services, services should not only be available online, but should also be truly user friendly. They should be easy to use, quick and should support the citizen in their journey of losing and finding a job. The average usability of eGovernment services for losing and finding a job is highest of all three Life Events. However, there are big differences among

countries. The figure below shows these. Many countries show a good score for the usability of the services within the 'Losing and Finding a Job' Life Event, but speed and ease of use are lagging behind. Furthermore, there seems to be less correlation between the availability of services and the usability of services, as some countries which are not frontrunners for availability show a good score on usability. Most governments do enable citizens to obtain a service quite quickly by listing what information is needed from them and by

efficiently structuring the services so they can more clearly establish expectations on the amount of time it takes to complete the required steps and to receive feedback from governments. The French job portal pole-emploi.fr, for example, provides a clear demo on the process of obtaining the service and communicates a time period within which the public administration will confirm the service has been obtained. This indication of time increases the user friendliness of the portal.

**Figure 3.22: Online usability of the Life Event of 'Losing and Finding a Job' (per country)**



### 3.4.4 Online service provision in ‘Studying’

In economically challenging times, high quality education becomes increasingly important. Having an education enables people to get, keep or change their jobs more easily. OECD studies have shown that in 2010, for people *without* an upper secondary education the unemployment rate was 12.5%. For people with an upper secondary education the unemployment rate was 7.6%. For people with tertiary education the average unemployment rate was even lower, at 4.7%. Moreover, persons with high educational attainment find their first job position faster than people with only secondary education.<sup>27</sup> Education thus increases employability on the one hand and decreases the length of the transition from education to work on the other.

In general one could say that education pays for itself. The OECD has estimated that on average the long term personal economic gain from having a tertiary degree is over USD 160 000 for men and USD 110 000 for women. The government gain in terms of tax income and other savings has been estimated to increase with an average of USD 100 000 for each man in higher education.<sup>28</sup>

It is thus not surprising that education is one of the key priorities of the European Union. The Europe 2020 flagships **Agenda for new skills and jobs**<sup>29</sup> and **Youth on the Move**<sup>30</sup> both stimulate governments to invest in education and set targets to increase the completion of tertiary education, decrease the number of early leavers, increase student mobility, develop more flexible learning pathways, provide comprehensive

lifelong learning, improve information provision about education and develop quality career guidance services. The provision of eGovernment services can further increase the user friendliness of services in the Life Event of ‘Studying’. Some key insights from the 2012 eGovernment Benchmark for the ‘Studying’ Life Event are:

- Although only a few services are automated, most services are to a large extent online. However, the portal function does not work as efficiently as in other Life Events.
- Services related to finances (‘student grants’, ‘social benefits’, ‘financial advice’) lag behind compared to ‘enrolment’ and services provided by universities.
- Providing transactional studying services cross-border remain a challenge for governments.

<sup>27</sup> Eurostat, Eurostudent.eu, Eurydice, *The European Higher Education Area in 2012: Bologna process implementation*, European Commission, Brussels, 2012 retrieved from:

[http://www.ehea.info/Uploads/\(1\)/Bologna%20Process%20Implementation%20Report.pdf](http://www.ehea.info/Uploads/(1)/Bologna%20Process%20Implementation%20Report.pdf)

<sup>28</sup> European University Association, *Impact of the economic crisis on European higher education* EUA publishes latest report ahead of major new report, 7 January 2011, retrieved from: [http://www.eua.be/News/11-01-07/Impact\\_of\\_the\\_economic\\_crisis\\_on\\_European\\_higher\\_education\\_EUA\\_publishes\\_latest\\_update\\_ahead\\_of\\_major\\_new\\_report.aspx](http://www.eua.be/News/11-01-07/Impact_of_the_economic_crisis_on_European_higher_education_EUA_publishes_latest_update_ahead_of_major_new_report.aspx)

<sup>29</sup> DG Employment, Social Affairs and Inclusion, *Agenda for new skills and jobs*, European Commission, Brussels, 2010, retrieved from: <http://ec.europa.eu/social/main.jsp?langId=en&catId=958>

<sup>30</sup> European Commission, *Youth on the Move*; a Europe 2020 initiative, Brussels, 2010, retrieved from: <http://ec.europa.eu/youthonthemove/>

The results relating to the provision of services in the ‘Studying’ Life Event are described in more detail below.

**Online availability per service (for EU-27+)**

Students are profound Internet users, using the Internet daily from multiple devices. Given the high Internet usage of students, it is to be expected that governments will mainly provide their studying services via the Internet. The figure below shows that the online availability of government services for studying is indeed reasonable. Although only a few services are automated, most services are to a

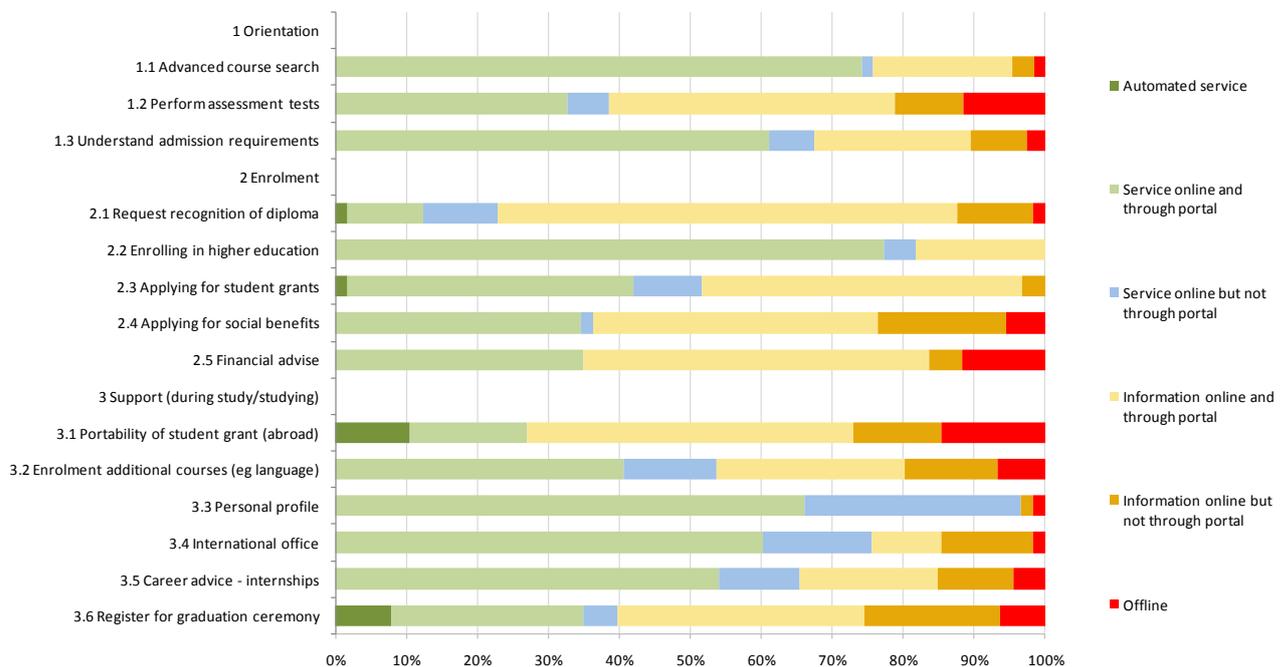
large extent online. The service that is provided online most is that of a personal space to access personal data and information on courses and grades. Almost all governments provide this service.

Services related to finances (‘student grants’, ‘social benefits’, ‘financial advice’) lag behind compared to the ‘enrolment’ services provided by universities. These services can be characterised as extended services (‘nice-to-haves’), as opposed to basic services (‘must -haves’) such as enrolment in education. These extended services in general have a

lower online availability compared to the basic (core) services in this Life Event.

The services that are least online are ‘Requesting recognition of a diploma’ and ‘Portability of student grants’. As these services both have a cross-border dimension, the results indicate that providing transactional services cross-border remains a challenge for administrations. This conclusion is also seen for the service ‘perform an assessment test’. Administrations experience difficulty in providing these transactional services online, given the nature of the services.

**Figure 3.23: Maturity of the Life Event of ‘Studying’ (EU-27+)**



Two good practices, from Lithuania and Germany, are described below. These good practices show how (an easy to use and reliable personal eID to ensure the authentication of the student can be key to (full) online provision of studying services..

**Lithuania** has chosen to provide all studying services, from applying for student grants to career counselling, for 45 universities and colleges through one national portal. Their reasons for choosing this option are flexibility in service provision, low maintenance costs, a unified data exchange method, the ability to use open source standards and to have data exchange and construction management in one place. The portal also uses key enablers like identification and eSignature. It connects more than 150 public institutions and the usage of the portal is steadily growing each year.

#### **Applying (enrolling) for specific services of the University of Applied Sciences Harz (Hochschule Harz) in Germany**

The standard procedure for enrolling students in a university or another institution of higher education requires personal authentication that is to a large extent paper-based. To provide a procedure that is fully available online the University of Applied Sciences Harz is installing an application with the new German electronic Identity Card. The application with the new German electronic Identity Card offers students the possibility of applying or registering for specific services offered by the University as such e.g. registration for working in a laboratory. Further applications with the new German electronic Identity Card are already planned by the University in the fields of administration, mobility, geographic services and tourism.

The University of Applied Sciences Harz is the first German university to use the online function of the new German electronic Identity Card for the contact with its students. Until now lecturers used paper-based lists to register and administer the students with personal data and signatures; the information was saved electronically later based on the matriculation numbers. This was very time- and effort-consuming especially in terms of satisfying data protection recommendations.

Thanks to this new procedure, which was developed in the Innovation Laboratory SecInfPro-Geo at the University of Applied Sciences Harz, it has now become easier. The students use the new German electronic Identity Card and register with it directly by means of an ID application. The subsequent data transfer to the examination authority is carried online on this basis – fully electronically and fully compliant with the data protection laws and secured with pseudonyms, encryptions and signatures in accordance with eGovernment-Standards.

Further innovative applications, including in the areas of administration, mobility, geo services and tourism as well as the business sector, are also in preparation.

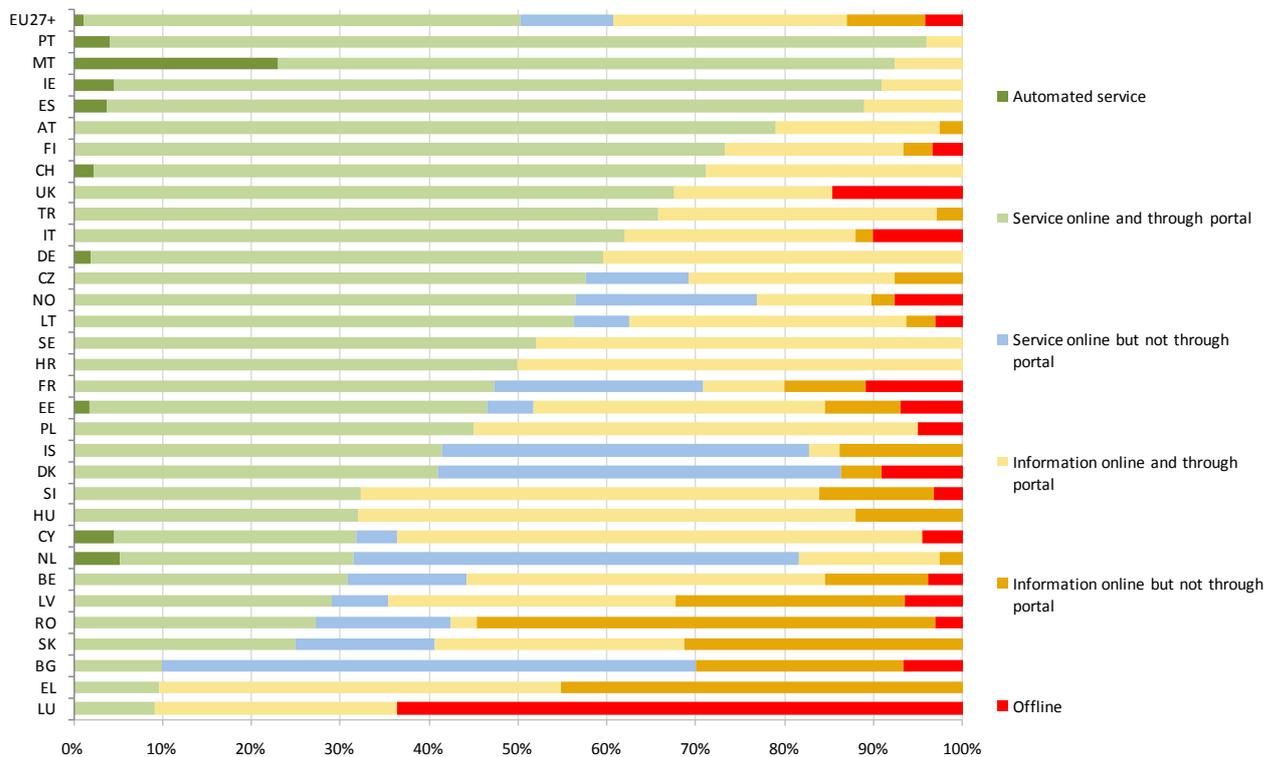
**Online availability by country**

In terms of the online availability of service provision across countries in Europe, a general observation is that the number of automated services in different countries is very low, with the exception of Malta which has quite a number of

automated services in place. Services which are to some extent automated in many countries are the registration for a graduation ceremony and the portability of student grants abroad. Another general finding is that the online availability of services (light grey

bars) is well developed in many different countries, with only a few exceptions across Europe. This is not a very surprising observation, as students are overall well equipped to handle online service provision, and universities and government institutions anticipate this.

**Figure 3.24: Maturity of the Life Event of 'Studying' (per country)**



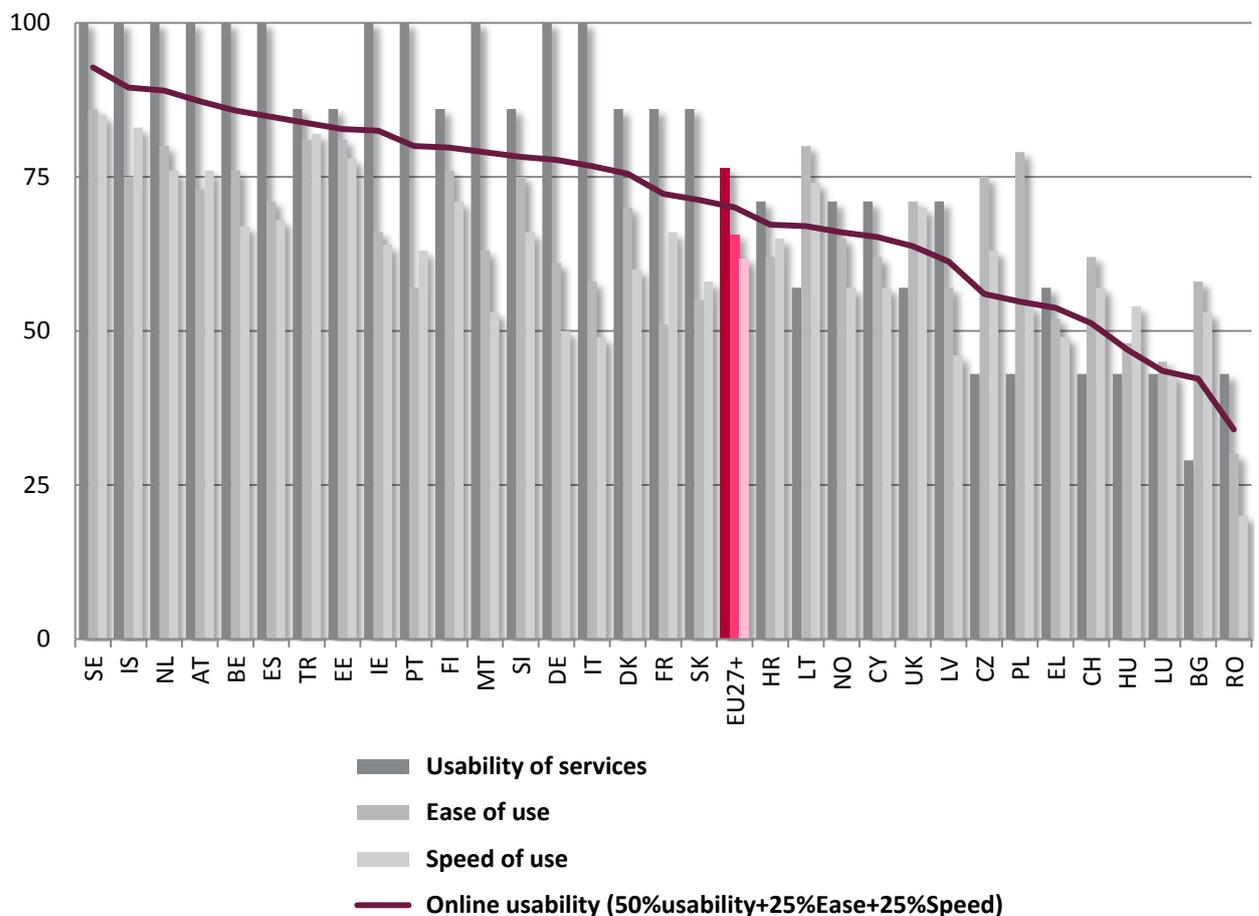
**Online Usability and Ease and Speed of Use**

In addition to the availability of online services, usability plays an important role for future uptake of the service. For the ‘Studying’ Life Event, many services are provided by universities, at a regional level. The percentage of regionally provided services is considerably higher for studying services than for services in other life events (51% compared to 6 and 4%) The decentralised nature of studying services could cause a lower score for usability, as agencies at a

regional level in general have less budget than government agencies at a national level. The figure below however does not support this hypothesis, the general online usability (measured by usability, ease and speed of use) of services within the ‘Studying’ Life Event is comparable to the other two Life Events previously described. Furthermore, the same ranking applies for the three subjective measurement indicators compared to the other two Life Events, the usability is highest, followed

by ease of use and speed of use. A final observation is that there is little correlation between the availability and usability of services. Countries with a high score on availability do not necessary show a high score on usability. The other way round there is more correlation: countries with a (very) low score on availability are also laggards in usability of online services.

**Figure 3.25: Online usability of the Life Event of ‘Studying’ (per country)**



### 3.5 Synthesis of both user-centric measurements

This chapter started with an explanation of the Top Level Benchmark for User-centric Government, which is computed by averaging the percentage of 'loyal eGovernment users' (from the user survey) with the maturity of online services in three Life Events (whereby maturity represents the online availability and usability of services). This means that the Top Level Benchmark for User-centric Government expresses the extent

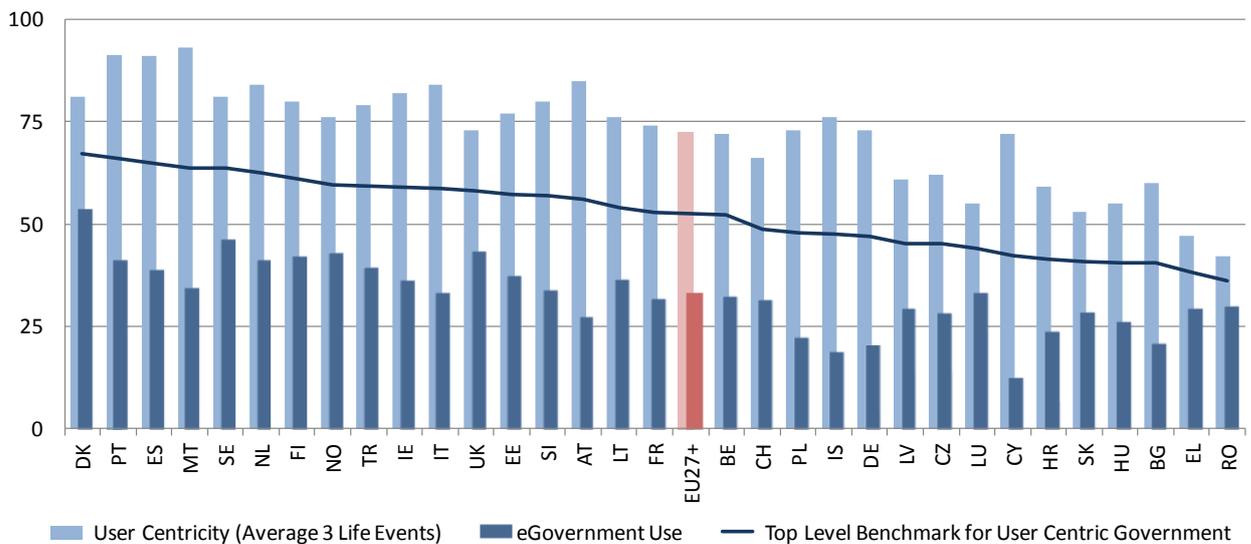
to which governments are providing services online and how they succeed in reaching people to use and re-use online public services.

The figure below represents at country level the score for both indicators. The horizontal decreasing line represents the average of these, which is the Top Level Benchmark.

What becomes clear is that for all countries, there is a gap between supply and demand: governments have enabled services to be available online, but only parts of the population are (re-)using these

services. The average maturity of services for the EU-27+ is 72%, indicating that services are generally speaking halfway between providing the complete service online and only information about the service online. At the same time, 33% of the Internet population in Europe indicate that they have used online public services and prefer to use the online channel next time. Given that these figures relate only to the Internet population, it is fair to assume this percentage is even lower in reality.

Figure 3.26: Overview – user-centric measurements



It is evident that take-up should be stimulated to increase efficiency of government service provision. Taking into account the investments made in development of services and technical infrastructures, it is important for governments to get a return on investment. The online channel is two times cheaper than telephone calls and 3.5 times cheaper than face-to-face transactions. The potential savings are thus significant.

The challenge remains for governments to:

- **Improve the design of services** in order to retain current users of eGovernment services and hence increase the group of 'loyal users' (and so decrease 'potential drop-outs'). This means focusing on ways to reduce wasted time and increase flexibility of service provision. The first could be achieved by using IT enablers to make it easier to access and use services online and by increasing sharing and re-using of data in the back office to deliver more services automatically (without the citizen or business having to do anything). Services like 'declaring income taxes' lead the way: this shows that a service that most citizens dislike in general (paying money not being most people's favourite thing to do), can Achieve a high level of appreciation – comparable to eCommerce services – and significantly more online users. The key to this success is that the service is generally available online<sup>31</sup> and governments are pre-filling data they hold about their citizens in the declaration. This allows citizens to complete this obligation with their government relatively quickly. This is something they do not have high expectations of, but works smoothly and is designed to reduce the effort one has to put into it
- **Create awareness** amongst citizens and businesses to reach people that are currently unaware of existing online solutions ('potential users'). The user survey reveals that within the Internet population in Europe, 16% of those not having used the online channel for government services, would prefer to use the online channel when coming into contact with government for a specific service – but just were not aware of the fact that an online service existed and hence visited their local authority instead. This represents a direct potential to increase take-up. The country-specific data makes it possible to segment user profiles. This will help governments direct awareness campaigns or for general information purposes
- **Convince those who are not using the online channel and are not willing to by increased focus on trust in how government stores and re-uses personal data, and how safe IT systems are.** Reducing the number of existing barriers in public service, in particular face-to-face requirements, is another way of doing this. Again, IT enablers such as eID, eSignature and/or eSafe solutions will accelerate take-up. Alternatively, as some countries have decided, using legislation is a means by which citizens or businesses could be forced to use the online channel. In order to consider such a digital-by-default approach countries should be aware of certain prerequisites, as is shown in the example of Denmark below

<sup>31</sup> Capgemini, IDC, Sogeti, Rand, DTI, *EU eGovernment Benchmark 2010: Digitizing Public Services in Europe: Putting ambition into action*, a study prepared for the European Commission, Brussels, 2010

### How to do more with less through digital-by-default service delivery – Denmark

In order to address the current financial and economic challenges and at the same time respond to the demands of tomorrow, the Danish government decided to take the next step in digitising their public sector by adopting a digital-by-default approach. The aim of this approach is to use digitisation of the public sector to make public service delivery more efficient and effective. Denmark wants to significantly reduce the use of expensive service delivery channels such as “face-to-face” meetings, communication by physical letters, and e-mails, and make the digital service delivery channel the default channel for citizens and businesses to use. This allows the public sector to provide better and more individualised services of higher quality and relevance to citizens and businesses on the one hand, and save 46 to 70 percent of the costs per public service delivered on the other.

To take the step towards full digitisation a number of prerequisites were met:

- high **ICT maturity** of the national population and high uptake of digital services;
- **national portals** where citizens and businesses can obtain all necessary user-friendly public online services;
- **a common public sector digital signature** (*NemID* or “EasyID”) and its supporting security infrastructure should enable citizens and businesses/legal entities to authenticate;
- **a digital letter box** for communication between citizens and businesses, and public authorities;
- **a common public sector login functionality** (*NemLogin* or “EasyLogin”) to log in to public sector online services where citizens authenticate themselves once to most relevant online public sector services;
- **e-invoicing** (mandatory for all suppliers to the public sector) .
- **support mechanisms** for those citizens who need help in getting started on using public online services (e.g. through municipal citizen service centres).

Building on these key prerequisites and with the aim of making more than 60 different services mandatory to use online by law, Denmark is progressively phasing-in those services towards 2015. The aim is to have at least 80 percent of the communication with citizens digital only by 2015.

Already from 1 December 2012, nine public services were made mandatory to use by law. Draft legislation to make it mandatory to use an additional 23 public services mandatory by 1 December 2013 has been submitted to the Danish Parliament for adoption. In total, around 30 additional services will be made mandatory. The services include national as well as local services.

The economic impact assessment for the new legislation shows an ongoing annual cost saving of the order of EUR 28.2-32.2 million when fully implemented in the public sector. The calculation includes one-off investments of the order of EUR 10 million to align ICT systems and a yearly increase in operational costs of the order of EUR 2.1 million.

## 4 Empowering Government: Transparent Government

### 4.1 Empowering citizens through transparency

Transparency is an important condition for core European values such as freedom and democracy. It improves the trust of citizens in governments and increases the accountability of public administrations. Governments should thus promote transparency as they have agreed to in the eGovernment Action Plan.

The emergence of ICT has opened up opportunities for public administrations to increase their transparency. ICT enables governments to allow citizens easy access to information and to provide platforms for participation and personalised safe environments. The European Commission aims to accelerate the developments around transparency by having made it one of the main objectives of the EU eGovernment Action Plan 2011-2015. Actions involve improvement of 'Online access to information on government laws and regulations, policies and finance' and 'Information and electronic access on personal data held by Member States'. Action 9 of the eGovernment Action Plan calls on the Commission and Member States to set common voluntary transparency targets in order to empower citizens and businesses.

Recently, the Commission has started to implement this action by organising ePractice transparency workshops with Member States and subject matter experts. The workshops showed that there are already many individual transparency initiatives within Europe. The Italian government, for example, has developed a Transparency Barometer. The barometer is a self-assessment tool for public administrations to measure the degree of transparency of administrative action. It consists of 106 questions on six dimensions of transparency, which are answered by public managers and underpinned with evidence. The tool is designed to support public managers in identifying the strengths and weaknesses of their administration with regard to transparency and to create improvement plans. The self-assessment tool also enables the Italian government to compare the level of transparency across public administrations and across time periods.

The majority of governments in Europe do not have, however, any insight into their level of transparency and there is no clear overview of the level of transparency at European level. This makes it difficult to set common transparency targets. By measuring transparency in Europe, the 2012

eGovernment Benchmark will provide a first insight into the general level of transparency of national, regional and local governments. The insights will help identify the main obstacles to transparency and key areas for improvement, thereby providing a solid basis for common voluntary transparency targets.

### 4.2 Introducing the measurement

Transparency is a broad concept, perceived in multiple ways by different countries and often confused with related subjects, such as open data or collaborative government. The eGovernment Benchmark considers transparency to consist of three main pillars, which are further explained below:

- Transparency of public organizations
- Transparency of personal data
- Transparency of service delivery

**Transparency of public organisations** means that governments provide citizens with insight into finance, regulations, laws, organisational structure and responsibilities and decision-making processes. This enables citizens to anticipate and respond to government decisions that affect them and they are able to hold policy makers responsible for their decisions and performance. This in turn increases policy makers' accountability and fiscal responsibility, and decreases the risk of fraud and corruption. Transparency of public organisations requires a true 'transparent' mindset on the part of policy makers to pro-actively inform citizens about their activities and to encourage citizens to provide feedback, make complaints or suggestions with regard to organisation and policy actions. It can be driven by specific laws or acts that grant citizens the right to access information and/or by 'transparent-by default' policies.

**Transparency of Service delivery** specifically focuses on how public administrations give citizens insight into administrative processes, i.e. from the citizen's request for a service until service provision. By providing citizens with transparency on how the service is delivered, they are able to set expectations of the process and what it requires from them when.

By providing them with insight into service performance, they are given a voice to make suggestions to improve existing or implement new government services.

**Transparency of personal data** means that governments pro-actively inform citizens on how their personal data is being processed, when and by whom and provide citizens easy, electronic access to their personal data. It increases the legitimacy and security of data processing and it improves the quality of the personal data kept. This in turn increases citizens' trust in government. The transparency of personal data is largely driven by legislation. National governments have legislation on how to deal with personal data in place and there has been a European Data Protection Directive since 1995 (95/46/EC<sup>32</sup>).

### 4.3 European citizens urge governments to increase transparency

Although most governments in Europe have transparency targets, legislation and/or policies in place, the level of transparency is perceived to be insufficient by European citizens. According to Transparency International's Global Corruption Barometer for 2010-2011, a very large majority of European citizens argued that lack of transparency has increased in

their country during the past three years.<sup>33</sup> The eGovernment Benchmark user survey results underpin this observation, as only 26% of European citizens indicated that they were truly satisfied with the transparency of public administrations. As the world becomes more open and accessible through the World Wide Web citizens expect governments to follow. At the same time governments struggle with privacy issues, barriers to interoperability and assuring equal access to information for all citizens. The sections below provide insight into the current level of transparency of European governments, the difference in availability between specific elements of transparency and the areas for improvement.

<sup>32</sup> European Parliament and Council, *Protection of Personal data*, Directive [95/46/EC](http://europa.eu/legislation_summaries/information_society/data_protection/l14012_en.htm), Brussels, 1995, retrieved from: [http://europa.eu/legislation\\_summaries/information\\_society/data\\_protection/l14012\\_en.htm](http://europa.eu/legislation_summaries/information_society/data_protection/l14012_en.htm)

<sup>33</sup> Transparency International (2011), *Global Corruption Barometer 2010-2011*, retrieved from: [http://archive.transparency.org/policy\\_research/surveys\\_indices/gcb](http://archive.transparency.org/policy_research/surveys_indices/gcb)

#### 4.4 Overall transparency of European governments.

The average transparency of all European Member states is 50%. Figure 4.1 shows that the average level of transparency of public organisations (66%) is considerably higher than the transparency of service delivery (41%) and the transparency of personal data (43%). This might indicate that governments find transparency of legislation, policies and organisational facts more important than the other two elements. Another explanation is that there are more barriers to the transparency of personal data and service delivery. Transparency of service delivery often requires technological interoperability and transparency of personal data is often held back by data security concerns.

Figure 4.2 shows that there is not only a big difference in maturity level between the three elements of transparency at the European level, but also within and among countries. The deviation between the highest scoring country and the lowest scoring country is 83 Percentage points. Countries that score high on one element of transparency do not necessarily score highly on the others and although most countries score highest on transparency of public organisations, some score higher on transparency of personal data.

Figure 4.1: Average Transparency score per component (EU-27+, %)

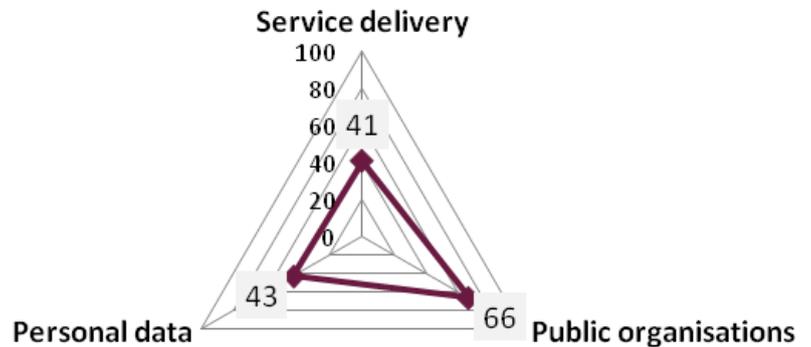
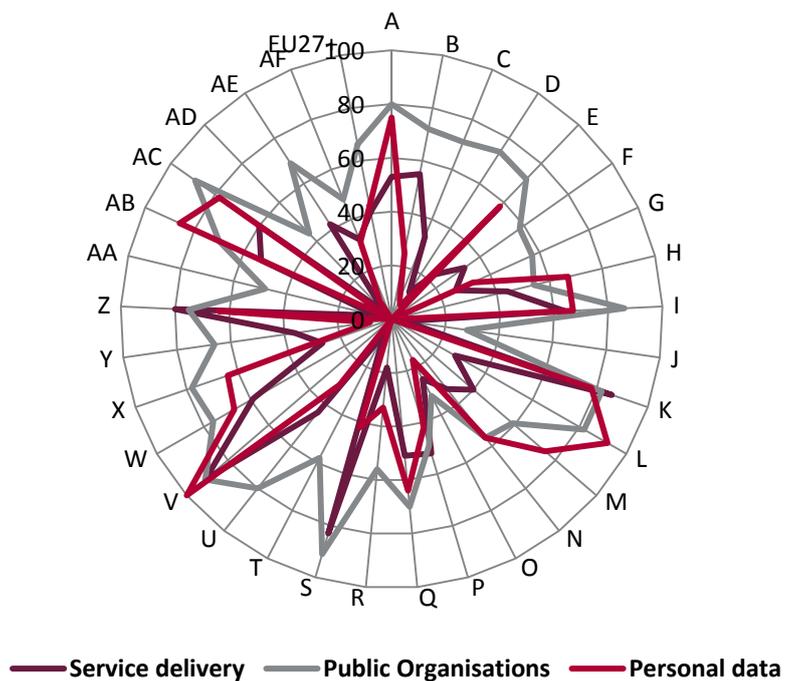


Figure 4.2: Radar visualisation of Transparency scores per component, per country (%)



This indicates there are few coherent approaches to transparency either at the national level or at European level. To improve the transparency of governments throughout Europe, governments should define clear transparency goals and policies for all levels of government and governance of the implementation of these goals needs to be robust.

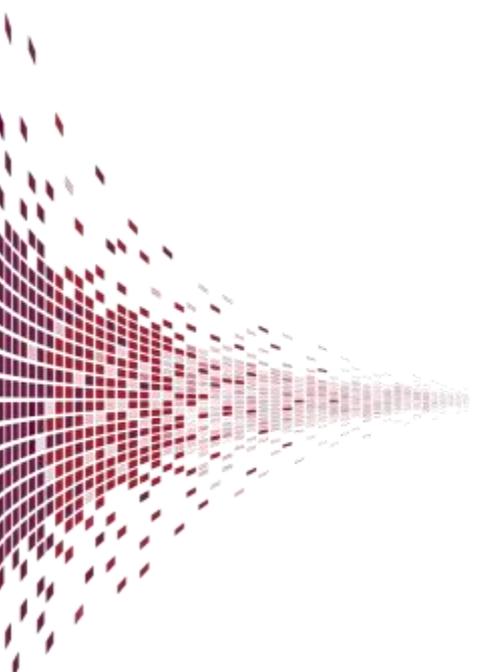
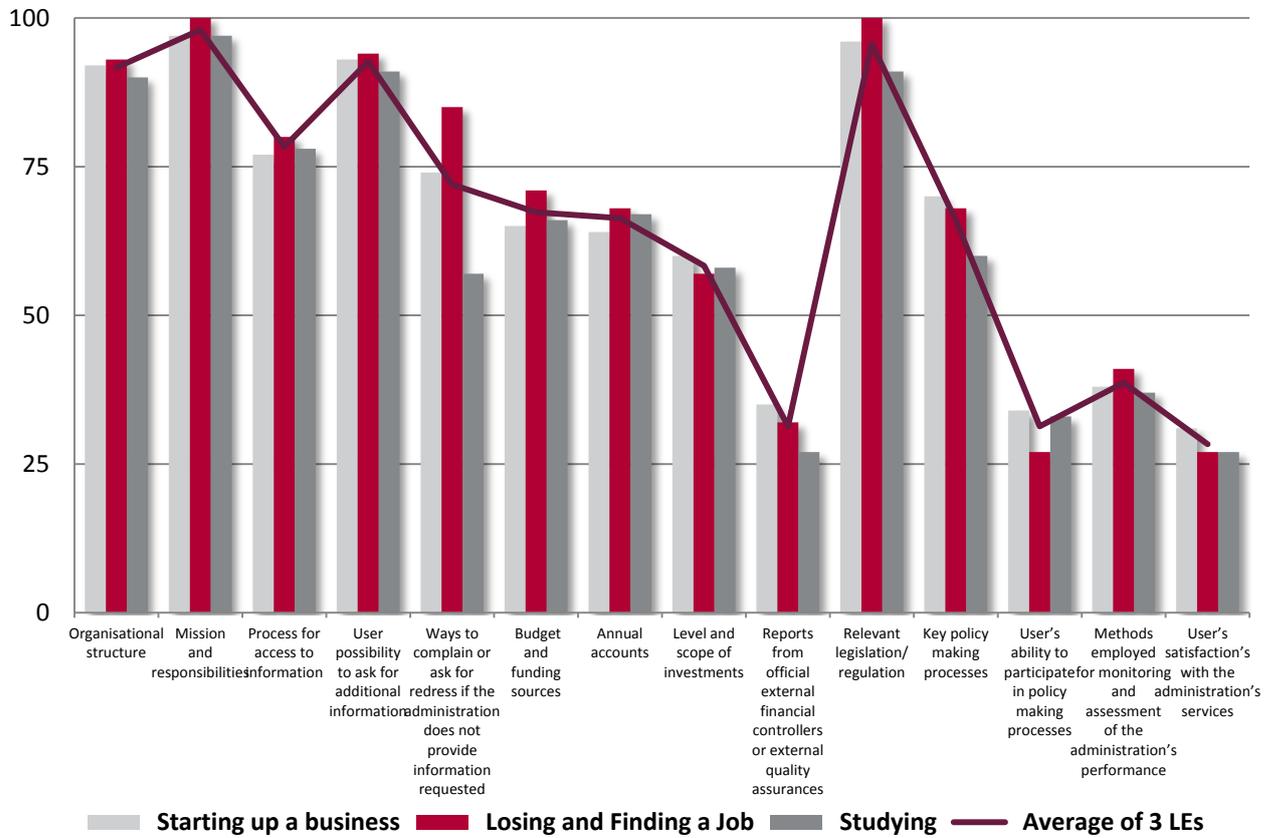
#### 4.5 Transparency of Public Organisations

As stated in the previous section, the average transparency of public organisations is highest of all three elements of transparency with 66%. Figure 4.3 shows that nearly all public administrations provide information on the administration's organisational structure (92%), its mission and responsibilities (98%) and relevant legislation (96%). In addition, 93% of organisations offers citizens the opportunity to ask for additional information and 72% of public organisations have procedures in place to complain if the requested information is not provided. This procedure is, however, relatively less available from public organisations in the 'Studying' Life Event (57%). If we look at the provision of information on the quality and performance of the public administrations, scores are considerably lower. Only 31% of all public administrations publish the reports of external financial controllers or of external quality assurance while only 39% publish reports on how they monitor the administration's performance. The results of performance monitoring, i.e. the actual user satisfaction with the administration are published only 28% of the time.

Making the quality assurance process and actual performance of public administrations more transparent is important to stimulate public administrations to improve and, in combination with related action plans, to give a clear message to citizens that the government is continuously working to provide better services. The low availability of information on the quality assurance and performance of public administrations might indicate few governments assess their performance or that they just do not publish this information. Another possibility is that they publish information on websites other than those of service providers, portals or ministries. The United Kingdom, for example, has a separate portal called [data.gov.uk](http://data.gov.uk). This portal publishes data sets from a range of public institutions, including reports on performance. In addition, it allows citizens to track public spending, share ideas for improvement and to track data requests. The advantage of this approach is that data on all public organisations can be found in one place. The disadvantage is that citizens may not find it easily if the website of the public organisations themselves do not refer to this website clearly.

Besides providing information transparently, governments can also engage citizens more actively by enabling them to participate in policy making processes. Although most governments (66%) do provide information on the key policy making processes, only 31% of public administrations enable citizens to actually participate in the policy making process.

Figure 4.3: Transparency of Public Organisations per question per Life Event (%)



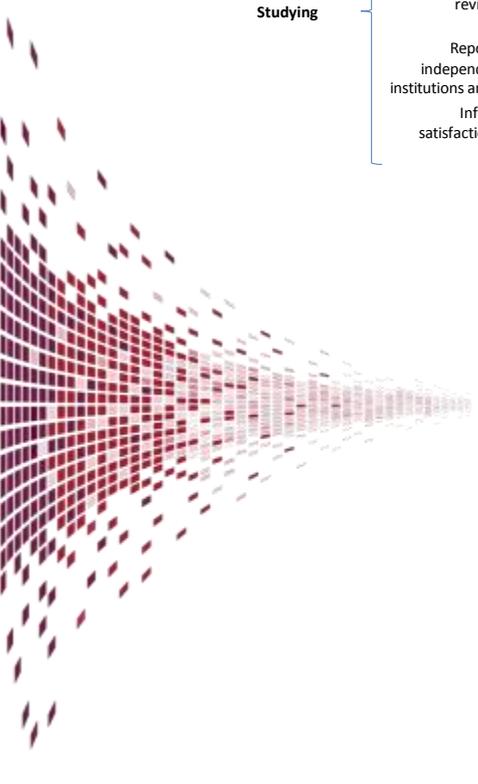
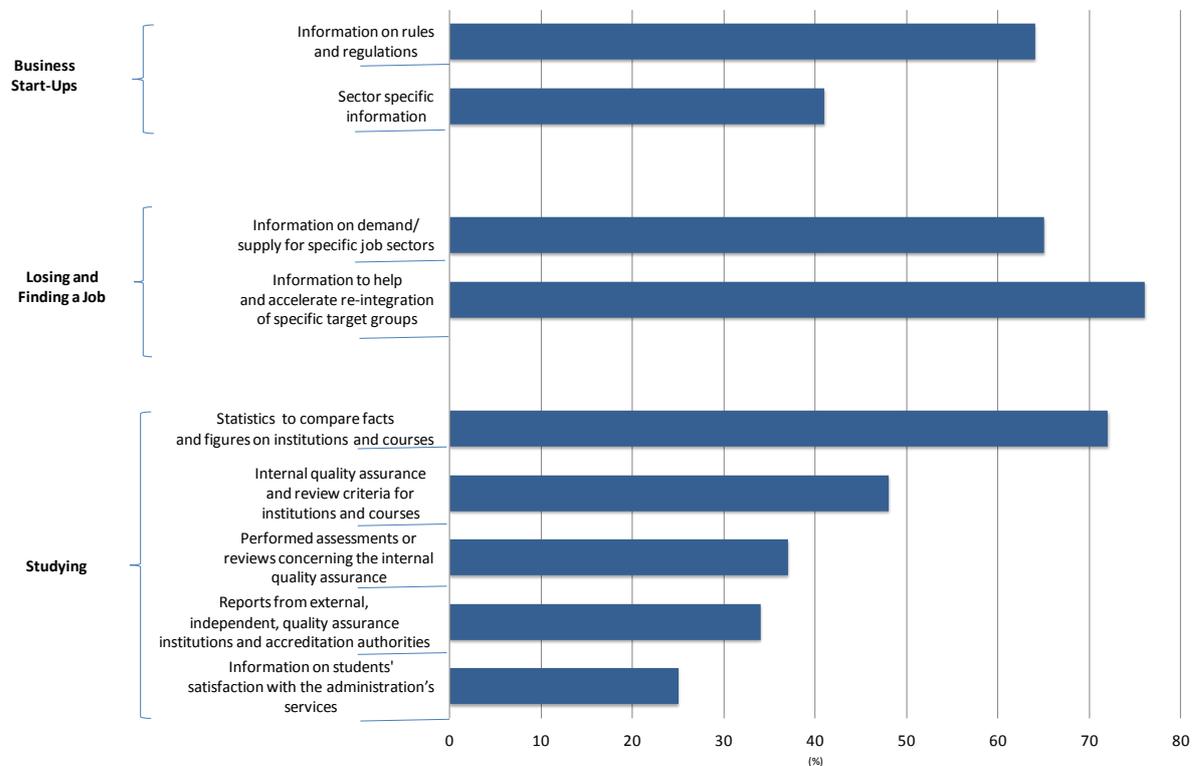
There are no big deviations between Life Events with regard to the general transparency of public organisations. On average, the Life Event ‘Losing and Finding a Job’ scores slightly higher (67%) than ‘Business start-up’ (66%) and ‘Studying’ (63%).

transparency of public organisations in relation to the Life Event-specific questions. Overall, the scores for Life Event-specific questions are lower with an average of 51%. Again the transparency of public organisations within the ‘Losing and Finding a Job’ Life Event is highest, followed by ‘Business Start-up’ and then ‘Studying’.

however, more questions are asked on quality assurance and the performance of public administrations. Similar to the overall scores in Figure 4.3, these questions have considerably lower scores than the question on provision of information on facts and figures on institutions and courses.

Figure 4.4 shows the results of the

**Figure 4.4: Transparency of Public Organisations – Life event specific questions (%)**



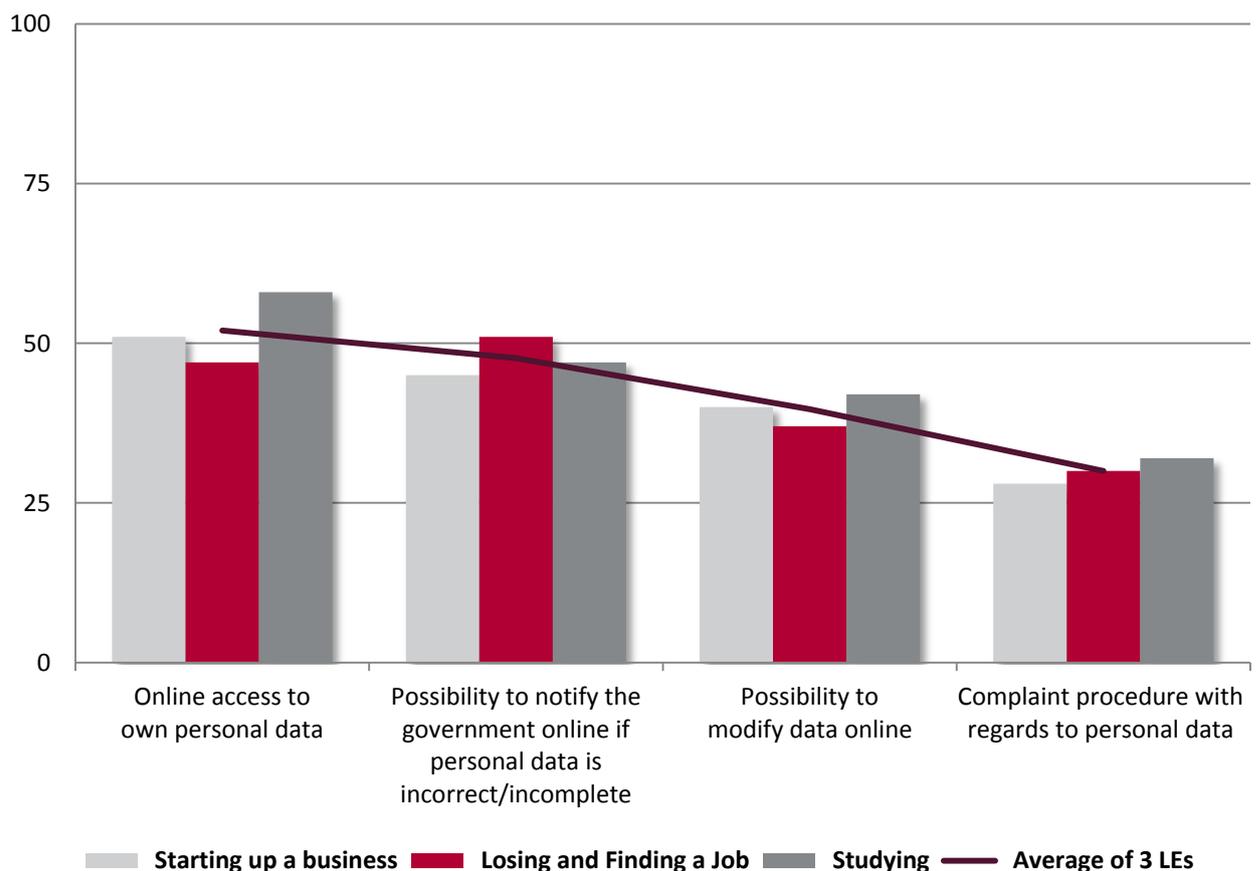
## 4.6 Transparency of Personal Data

The average transparency level of personal data is 43%. Figure 4.5 shows that transparency scores for personal data are similar for each Life Event. Within all Life Events most administrations allow access to personal data through traditional channels, i.e. referring to how to get access online, but not actually providing access to the data online. Almost half of them enable citizens

to notify the government securely online if they think their data are incorrect. However, few administrations enable citizens to access or modify their personal data online themselves (40%). Also, there are often no clear complaint procedures in place that specifically address the storage/usage of personal data (30%). This is contradictory to the EU Data Protection Directive (Directive 95/46/EC)<sup>34</sup>, in which clear communication on the right to

object to storage/usage of personal data, as well as the right to access and modify data online are included. The low level of implementation of the EU Data Protection Directive may be the result of exemptions that are indicated in the directive, i.e. public security concerns. Some countries, however, like Malta, Finland and Sweden, are able to deal with these concerns and allow full access to personal data online.

Figure 4.5: Transparency of Personal data per question per Life Event (%)



<sup>34</sup> European Parliament and Council, *Protection of Personal data*, Directive 95/46/EC, Brussels, 1995, retrieved from: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:31995L0046:en:HTML>

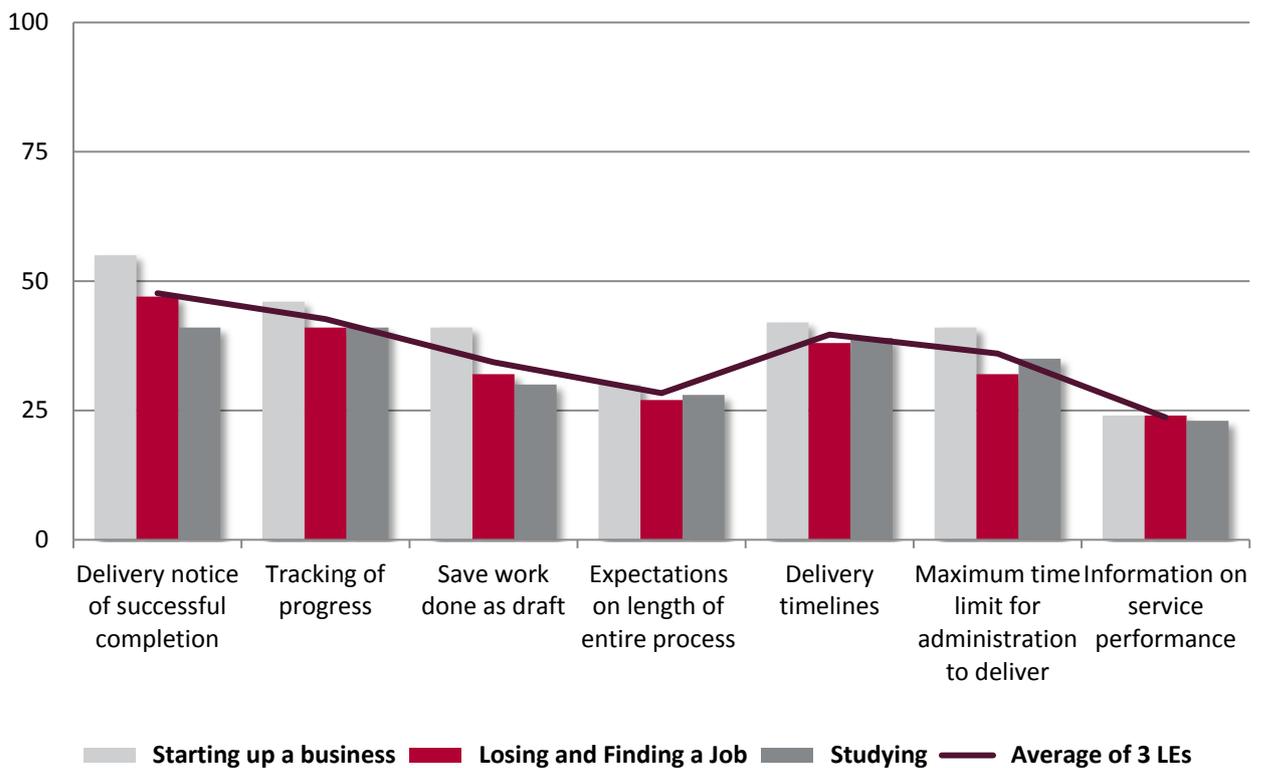
### 4.7 Transparency of Service Delivery

The average transparency of service delivery is 41%. The information on the performance of service providers again scores lowest (20%), indicating the performance is not assessed or not actively published. The service delivery is most transparent for services regarding 'Starting up a Business'

and in particular for the provision of a confirmation of successful completion of the service. Still, fewer than half of public administrations provide a confirmation of completion. Similarly, only a minority of public administrations track the progress of the necessary steps (43%), communicate on the delivery timeline (40%) or provide the

opportunity to save work during the course of the service (34%). Moreover, only 28% of governments establish expectations on the amount of time it will cost the citizen or business to finish the service. The low level of transparency of service delivery could increase the (perceived) administrative burden for users and could cause low user satisfaction.

Figure 4.6: Transparency of Service delivery per question per Life Event (%)



## 4.8 Conclusion

During the ePractice sessions about improving transparency, all participants agreed that three elements are required to improve transparency effectively:

- Engagement of citizens
- Advancement of transparency across all levels and actions of administrations
- Provision of information in easy and accessible format

Results of this benchmark on transparency show that there are many transparency initiatives across countries and across tiers of government. It needs strong governance in each country and at EU level to further progress towards mature standards. Targets could help.

From the ePractice and other eGovernment sessions, it has been is learned that EU society is ready

for more and more transparency, and that Member States are ready to be assessed in terms of transparency. There is no objection to common targets, but further political support is needed to drive this priority.

### Increasing citizen participation through transparency – Slovenia

The Slovenian government has not only made its procedures more transparent, but also enables active participation of citizens in its procedures. In order to regulate the procedure of drafting and adopting regulation, they set up an IT-supported procedure for drafting legislation (ITDL). In the back-office, ITDL has enabled standardisation and digitisation of the operations of all ministries involved in the process of drafting and adopting regulations. Regulations, draft regulations and procedural steps taken are stored in a central digital storage system. As a result, the Slovenian government does not use paper in drafting regulation anymore, and revision and possible analytical studies of past procedures in drafting regulation have become easier.

In the front-office, the ITDL system is linked to the E-democracy sub-portal, which enables citizens easily to monitor the applicable regulations, the procedure for drafting regulation and the regulations that are in drafting procedure. This way, citizens know exactly when they can influence regulation. The portal also enables citizens (and NGOs) to express their opinion, make comments and proposals with regards to the draft regulations digitally. The portal sends these comments directly to the regulators, on the basis of which they can amend the draft regulation and again publish the amended version via the e-Democracy portal.

From the launch of the system on the 1st of April 2010 to the 1st of September 2012, 3002 regulations had been entered into the ITDL system: 1462 rules, 1069 decrees and 471 acts. In the same period, the e-Democracy sub-portal published 1372 regulations: 784 rules, 376 decrees and 212 acts.

## 5 Cross-border Seamless Government: Business and Citizen mobility

### 5.1 Context

**For several years now, cross-border mobility has been a leitmotiv in opening up services of general interest.** The Commission's Annual Growth Survey 2013 Communication<sup>35</sup> has as one of its aims "laying the foundation for return to growth and job creation." Among a series of initiatives, the document refers to "cross-border labour mobility" and more particularly to "cross-border interoperability of online services." which are described as "particularly important."

**In December 2010, mobility in the Single Market was listed as one of the four focus areas of the European eGovernment Action Plan 2011-2015<sup>36</sup>.** This priority has been re-iterated in the Digital 'to-do' list: new digital priorities for 2013-2014 as part of the "seven new priorities for the digital economy and society.<sup>37</sup>" The EU aims to "fast-track the roll out of digital services (especially their

cross-border interoperability)" and underlines that "eGovernment can reduce the costs of administration by 15-20 %.<sup>38</sup>"

**The business case for moving forward with cross-border services has been demonstrated** by the study on the needs and demands for cross-border services, costs benefits and barriers analysis<sup>39</sup>. The study has estimated that there were approximately 1,790,000 immigrants and commuters between EU Member States in 2009. By 2020, this figure is expected to rise by more than 22%. In terms of business mobility, 140,000 branches and immigrant business start-ups were recorded between EU Member States.

**Where does the EU-27+ stand when it comes to setting up cross-border services?** As more and more references are made to mobility, a better understanding of the state of the art seems urgent in defining a baseline for comparison and growth.

### 5.2 Introducing the measurement

This year's benchmark has assessed two Life Events from a cross-border perspective and the consecutive chains of services that are relevant to either starting entrepreneurs ('Starting up a Business and Early Trading Activities') and students ('Studying').

In each country two mystery shoppers assessed the **Cross-border availability & usability of services** in these Life Events but for a slightly narrower scope<sup>40</sup>. The definitions for these two components are similar to the national assessments. However, as a follow up, the mystery shoppers also indicated which barrier(s) they encountered when they could not obtain the service as foreigners.

<sup>35</sup> European Commission, *Macro-economic report to the communication from the Commission Annual Growth Survey 2013*, COM(2012)750 final, Brussels, 2012, retrieved from: [http://ec.europa.eu/europe2020/pdf/ags2013\\_mer\\_en.pdf](http://ec.europa.eu/europe2020/pdf/ags2013_mer_en.pdf)

<sup>36</sup> European Commission, *The European eGovernment Action Plan 2011-2015 – Harnessing ICT to promote smart, sustainable & innovative Government*, COM(2010) 743, Brussels, 2010

<sup>37</sup> European Commission, *Digital "to-do" list: new digital priorities for 2013-2014*, IP/12/1389, Brussels, 18 December 2012

<sup>38</sup> Op.Cit

<sup>39</sup> Cappemini, Richard Stevens, Tech4i2, Timelex, University of Antwerp, *Inventory of cross-border eGovernment services & Existing and future needs and demand for cross-border eGovernment services* (SMART2011/0074), at the request of the European Commission DG Communications Networks, Content & Technology, Brussels, 2012, retrieved from: [http://ec.europa.eu/information\\_society/newsroom/cf/dae/itemdetail.cfm?item\\_id=9369](http://ec.europa.eu/information_society/newsroom/cf/dae/itemdetail.cfm?item_id=9369)

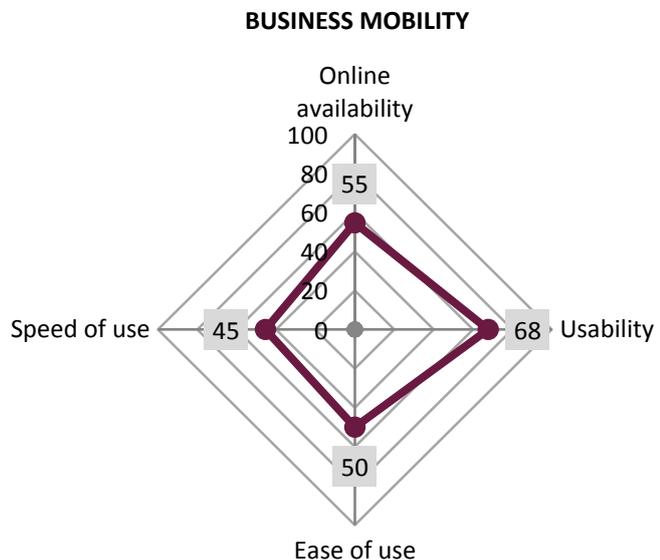
<sup>40</sup> Please see exact process model in Method Paper eGovernment Benchmark

### 5.3 Cross-border assessment of 'starting up a business'

The EU-27+ average online availability of cross-border services for starting up a business is 55%. This means that for most services a non-resident foreigner can only obtain information online (this is represented by 50% score), but it is rare for them to be able to transact online.

For all four indicators, the scores for cross-border services are lower than the scores for national services for starting up a business. The deviation between the indicators is similar. Both for national and cross-border services the lowest scores are for the ease and speed of use. The difference lies in the usability of the services. The usability for cross-border services is higher than the online availability, while for national services it is the other way around. This can partly be explained by the fact that the cross-border assessment consists of fewer questions.

Figure 5.1: Indicators for cross-border assessment of 'Starting up a business' (%)



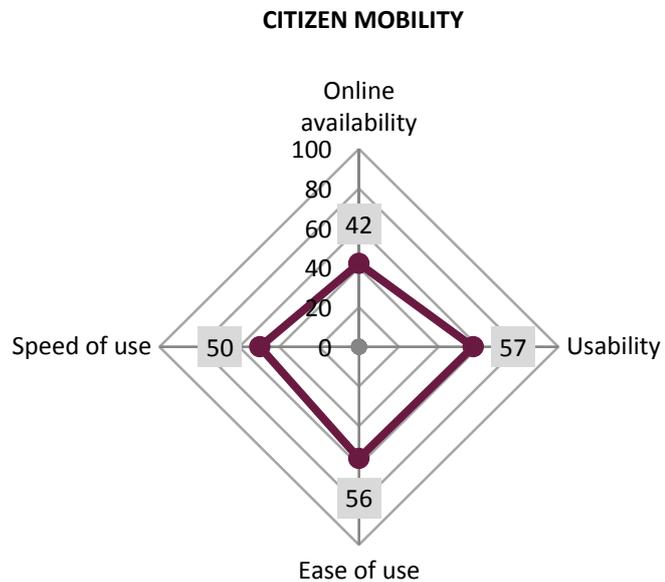
When analysing the results per country, a total of 17 countries score above average in terms of online availability and have one or more transactional cross-border service in place. Twelve countries have a usability indicator of 100% and 20 are above the EU-27+ average of 68%. This means that the single points of contact that each country has put in place, at least provide generic help and support

functions for foreign entrepreneurs. The scores for ease of use and speed of use are slightly lower. Sixteen countries rank above the ease of use average of 50%. The average score for speed of use is 45%. In the light of the fact that only few services are fully available online for non-resident foreigners, these lower scores are comprehensible.

### 5.4 Cross-border assessment of 'Studying'

The online availability of cross-border services for 'Studying' is 42%. Taking into account that a score of 50% means that information about a service can be obtained by a foreigner and that services reaching 100% indicates a foreigner can obtain the service itself fully online, this result means that cross-border studying processes generally can not be completed fully online. Information is available, but the actual transaction of enrolling in higher education or obtaining a grant require a personal visit or use of other traditional channels. Similar to cross-border services for businesses, cross-border services for students are lagging behind national services. The cross-border scores for all four indicators are lower than the national scores. The gap between online availability results for the cross-border assessment compared to the national assessment is 30 Percentage points. This indicates the clear potential for improvement: services that at a national level are available online need to become available for foreign students as well. The scores for usability (57%), ease of use (56%) and speed of use (50%) indicate there is much ground to cover if governments really want to facilitate students' mobility.

Figure 5.2: Indicators for cross-border assessment of 'Studying' (%)



Looking into the differences at country level, it appears that only nine countries provide transactional services. Of these nine countries, three score below average on the usability, ease of use and speed of use of their studying services. However, countries scoring higher in citizen mobility are not necessarily those scoring higher in business mobility. Of the 16 countries scoring above average in either category, only eight score above average in both.

Only four countries' scores for both business and citizen mobility remain within +/- 5 percentage points of each other. Although business services are more available, they are less easy to use (50% compared to 56% for citizens) and less swift (45% compared to 50% for citizens). This finding is similar to that for national service provision, where the citizen Life Events achieve higher rates for ease of use and speed of use than the business Life Event.

### 5.5 Barriers to seamless cross-border services

The gap between online availability of national services and online availability of cross-border services indicates that barriers to cross-border service provision still exist. In general, entrepreneurs and students are provided with a fair level of online services within their country, but get stuck when crossing borders. The mystery shoppers who conducted the assessment indicated which barrier(s) they encountered when looking for information and online services in another country. This qualitative assessment shows that apart from technical aspects, it is mainly language that causes problems when trying to start up a business or enroll in university across borders.

The figure below shows that in both Life Events, language is the biggest barrier. In 45% of business services and 42% of citizen services, the service is only available in the national language, making it difficult for foreign citizens to navigate through the website or obtain the service.

In 20% of business services and 29% of studying services a ‘lack of information’ was encountered, which describes cases where basic information is available for a foreign person, but when clicking through language issues again cause the user to drop out and send a separate information request to the government concerned. Furthermore, authentication and identification issues emerge. In this case, foreign

citizens and businesses do not hold the (specific) online ID that is needed to obtain the service and cannot obtain the online ID (without physical presence in the country). Moreover, 7% of governments providing citizens’ services require face-to-face contact to obtain a service.

Attracting businesses from across Europe is in the interest of each European country. It is clear, therefore, that governments can gain both in terms of designing services around the needs of those who use them as well as in terms of efficiency by reducing support requests.

**Figure 5.3: Barriers perceived by mystery shoppers when ‘starting up a business’ (left) and ‘studying’ (right) from abroad (EU-27+)**



The ‘Study on Analysis of the Needs for Cross-Border Services and Assessment of the Organisational, Legal, Technical and Semantic Barriers<sup>41</sup>’ reported similar issues. The need to combine electronic processes with paper communication (pointing to the influence of legacy systems) and the unavailability of systems in one’s own language were consistently among the top three complaints highlighted by end-users for the services examined, both for citizen services and for business services.

Besides the unavailability of foreign languages and the need for physical encounters, the Study distinguished three main barriers for cross-border service provision. These are:

- The lack of comprehensive European level solutions with regard to eID and eSignatures
- The limited readiness of local infrastructures, stakeholders and legislation
- The lack of stable governance mechanisms to set relevant standards, protocols and policies and interconnect decentralised public administrations.

## 5.6 Outlook: Awareness and Availability are cornerstones of the success of cross-border services

*“Far too many people have no idea of what they can do because all they have been told is what they can’t do. They don’t know what they want because they don’t know what’s available to them.”*

**Zig Ziglar**

Moving forward with cross-border services implies moving toward more mature and usable services on the one hand and raising awareness around the existence of these services on the other. As indicated in the report from DG Employment and Social Affairs, there is an overall lack of awareness in terms of rights and practicalities when choosing mobility<sup>42</sup>. The Final Report of the study on needs and demands for cross-border services underlines that recommendations in terms of the set-up of portals combining different services could simplify both access to information and use of services. Building on these recommendations, bringing together basic and extended services could drive usage and more importantly usability.

Providing relevant information and the service itself online in foreign languages would increase the cross-border availability and usability of government services. A fairly low cost solution that some countries apply to tackling the linguistic barrier is to direct citizens towards existing translation sites on their own portals. Another approach is to at least provide services in English (as this is the foreign language most spoken by European citizens<sup>43</sup>) or in the language of the country where the majority of immigrants come from.

To provide cross-border eGovernment services effectively, the Final Report of the study on needs and demands for cross-border services also recommends concentrating on the implementation of services that will have the highest impact relative to national political and economic priorities. The volume of users and impacts assessed in this study can help with this prioritisation. If a national service still has to be digitised, it is advisable to enable cross-border interoperability immediately, as the cost of enabling online cross-border usage of government services on average only represent 4.9% of the total implementation costs for an online government service.

<sup>41</sup> Capgemini, Richard Stevens, Tech4i2, Timelex, Universtiy of Antwerp, *Study on Analysis of the Needs for Cross-Border Services and Assessment of the Organisational, Legal, Technical and Semantic Barriers*, at request of the European Commission DG Communications Networks, Content & Technology, SMART 2011/0074, to be published.

<sup>42</sup> Association of European Border Regions for DG Employment and Social Affairs. Information services for cross-border workers in European border regions,, October 2012 ““Accordingly, the number of cross-border workers could most probably be higher, if potential cross-border workers could receive better information about possible risks and particularities of working in another country”

<sup>43</sup> European Commission, Special Eurobarometer 386, *Europeans and their languages*, Brussels, June 2012, p. 19

In order to increase the online availability of *transactional* services the development and implementation of comprehensive key enablers is crucial. Key enablers can tackle the main technological and interoperability barriers to cross-border services.

On the one hand, this requires efforts on the part of the European Commission to consolidate and maintain key enablers, as well as to monitor implementation and to support Member States in the application of key enablers. A clear operating model defined by the European Commission in cooperation with Member States on how to use and implement key enablers at the national level would help. It also requires the European Commission to develop a legal framework for mutual recognition of authentication mechanisms such as eSignature and eID. A proposal to provide this framework has been published through the draft “Regulation on electronic identification and trusted services for electronic transactions in the internal market”<sup>44</sup>.

On the other hand, Member States should make sure a reliable basic infrastructure is in place across each tier of government, enabling direct interaction between public administrations (national, as well as cross-border). Re-use of the building blocks from the Large Scale Pilots (see Chapter 7) and close collaboration between Member States can accelerate the development of service interoperability. Countries such as Romania are participating actively in LSPs in multiple domains (e.g. eCODEX, SPOCS, ECRN HeERO, EUROPEANA) in order to improve their e-services’ interoperability and maturity. National service providers should also comply with international standards, communication and privacy protocols and European directives. This often means existing legislation and administrative procedures need to be revised.

Currently, Member States have not implemented European standards, directives and solutions sufficiently, resulting in limited cross-border interoperability. In a letter sent to Member States on March 2013<sup>45</sup>, the President of the European Union, Herman Van Rompuy stressed that Member States need to step up their game to create a true single market. Measures planned under the Single Market Act, such as the adoption of the e-signature, have been considerably delayed. In order to make the single market work, Member States should be more flexible in their national positions and more willing to compromise. By actively bringing down the barriers for a digital single market, and thus for digital cross-border services, sustainable growth and competitiveness can be realised.

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<sup>44</sup> [European Commission](#), *Draft regulation on electronic identification and trusted services for electronic transactions in the internal market*, Brussels, 2012

<sup>45</sup> Herman van Rompuy, *Letter from President of the European Council Herman Van Rompuy to the members of the European Council*, Brussels, 6 March 2013, retrieved from: [http://www.consilium.europa.eu/uedocs/cms\\_data/docs/pressdata/en/ec/135864.pdf](http://www.consilium.europa.eu/uedocs/cms_data/docs/pressdata/en/ec/135864.pdf)

## 6 Results-driven Government: Effective Government

### 6.1 Introduction

With the “Effective Government” indicators we focus on the “quality” of eGovernment as a product, related to its use. Effective government is hereby defined as the extent to which governments meet expectations of citizens that use public services and succeed in convincing them to return to use eGovernment services.

The ‘quality of the eGovernment product’ can be defined by looking at User Satisfaction, Fulfilment of expectations, Likelihood of re-use and Perceived benefits.

### 6.2 Introducing the measurement

This Top Level Benchmark builds on user survey results such as mentioned in the introduction. The calculation of the overall benchmark is depicted in the Figure below.

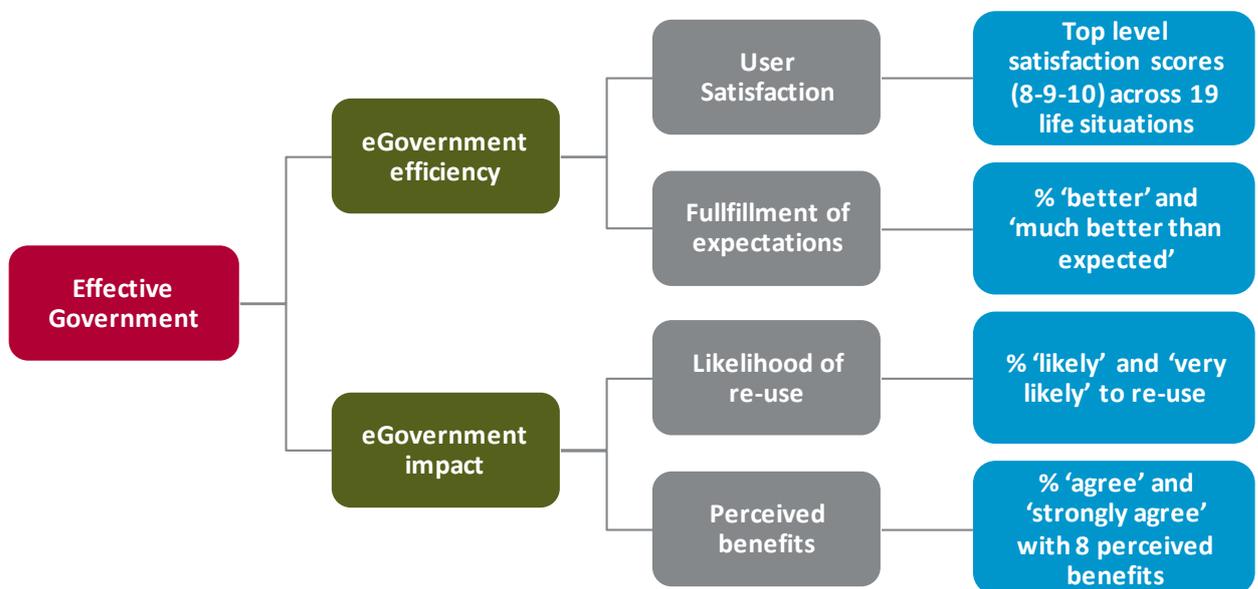
The synthetic indicator ‘eGovernment Efficiency’ is an average of satisfaction and fulfilment of expectations.

This shows the balance between the level of fulfilment of a service (a pragmatic aspect) and a more

subjective level of usability (nice looking, intuitive, easy to use) of the same service. At both these levels an eGov service has to compete with the most modern private eServices. It is important to stress that this indicator is NOT about “efficiency” of government services as such, but about the efficiency of the “e” aspects of public service.

In this perspective of satisfaction and expectation levels, a detailed comparison is made between private and public services based on usage (see annex 3) and satisfaction (see next paragraph).

Figure 6.1: Indicators building the Effective Government Benchmark



The second synthetic indicator ‘eGovernment Impact’ is defined as the average of likelihood of re-use and perceived benefits.

When related to usage, the efficiency and impact indicators together define the effectiveness of an eGovernment policy. Effective government is measured by the use of citizens of new eGovernment tools, and effectiveness is higher when these tools are considered by the users as of good quality and benefit, doing what they are expected to do and raising the intention of re-using them.

To make indicators clear and coherent (in the context of the user survey exercise as well as in its relation to the mystery shopping study), focus is maintained on eGovernment use in the context of the 19 Life Events defined in the user survey questionnaire.

The following section provides the in-depth analysis of each of these indicators. For more details about the calculation and definitions, please see Annex 2.

## 6.3 In-depth insights

### 6.3.1 Satisfaction with eGovernment (and compared with private online applications)

The following survey results compare satisfaction quotations by users of private versus public eServices. This section again looks at “generic” government-related Internet applications as well as eGovernment experiences in the context of the 19 Life Events.

From the figure below about satisfaction with private eServices, the most important observation is that private Internet applications achieve a high level of satisfaction (average of 7.7). eBanking stands out (8.5), but social networking (7.9) and eCommerce applications (7.6) are also much appreciated.

Furthermore, the insights into the demographics of respondents show that satisfaction and intensity of use often go hand in hand. For instance, satisfaction with eBanking is the highest among elderly (55+, 8.7) as is the usage (58% of elderly

using eBanking at least once a week, compared to 53% of 25-54 year olds and 40% of 16-24 year olds).

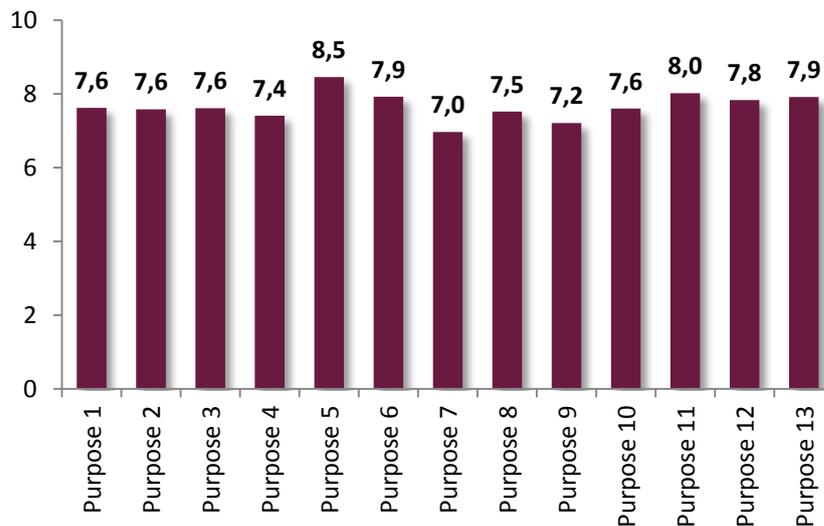
Satisfaction with social media on the other hand is highest among younger people (16-24, 8.1), as is the usage (84% of 16-24 year olds use social media at least once a week, compared to 68% of 25-54 year olds and 51% of 55+ year olds).

In general, eCommerce and eBanking are rated more highly by those in employment, while social networking and entertainment related apps are popular amongst young students.

The higher the frequency of Internet use, the higher the level of satisfaction with private Internet applications. There is, however, no clear relationship between mobile Internet use and being satisfied with private Internet applications and services.

At the same time, the proportion of non-users is greater among women, but female users are more satisfied with all kinds of applications.

**Figure 6.2: Satisfaction with private Internet application (Q3, scale 0-10, EU-27+)**



**Purpose 1:** To buy personal consumer goods or services (e.g. books, CDs, household goods, clothes, foodstuffs)

**Purpose 2:** To buy tickets or make reservations for cultural events (for example: films, concerts, theatre)

**Purpose 3:** To make travel or holiday bookings (for example: accommodation, trips, train or airline tickets)

**Purpose 4:** To make use of online auction sites to buy or sell goods or services (for example: eBay)

**Purpose 5:** To administer a bank account (i.e. to undertake Internet banking)

**Purpose 6:** To participate in social networks (for example: Facebook, Netlog, Google+...)

**Purpose 7:** To contribute to web logs or blogs

**Purpose 8:** To download, watch or listen to music, films, video files, web radio or web TV

**Purpose 9:** To download computer or video games or for online gaming

**Purpose 10:** To telephone (e.g. Skype) or to make video calls (via webcam)

**Purpose 11:** To check professional e-mail via webmail or a virtual private network (VPN) connection

**Purpose 12:** To download/upload documents for professional purposes

**Purpose 13:** To search the web for information for professional purposes.

Figure 6.2 presents the results of satisfaction with generic public Internet applications. The levels of satisfaction with public Internet applications is lower. What stands out first is that the average level of satisfaction across these nine public applications is substantially lower compared to the private Internet applications. The average level is 6.0, which is almost 2 points lower (-1.7). Users indicate that the appreciation of ‘obtaining information from public administrations’ is slightly better (6.4) than average, but satisfaction scores are lower when looking at cases where citizens sent an email to public administrations to ask a question (5.9) and even worse when contacting political representatives at any tier within government (5.7).

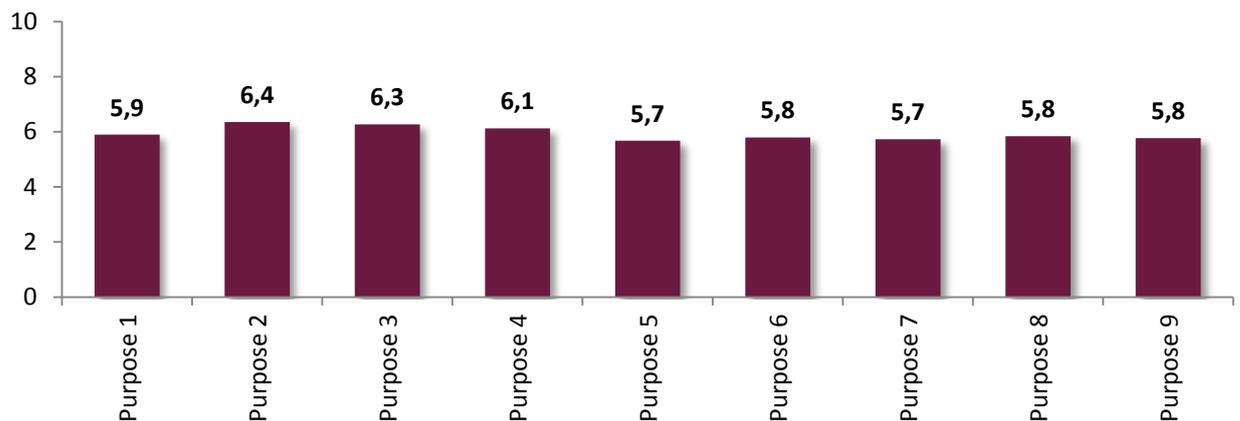
It also becomes clear that satisfaction with elements of transparency and participation are not sufficient (all scoring below 6.0).

In terms of eGovernment Information and Services (purpose 1-4 in the figure below), satisfaction increases with age, although users are more strongly represented in the younger age group between 16 and 24 years old.

When looking at eParticipation, younger people are more intensive users and more satisfied than the the people aged 55+. A similar finding is that mobile Internet users are more satisfied with eParticipation aspects than non-mobile users.

Satisfaction with public Internet applications is generally higher among those in employment (who are also heavier users). The unemployed are systematically more critical than other people. The higher the frequency of Internet use, the higher the level of satisfaction with public Internet applications (the same holds for private Internet applications). This could mean that public websites could be improved to ensure that less frequent users can also understand and navigate them. Observing the non-users, the results show that this category includes more women, but female users are more satisfied with all kinds of applications (the same as or private Internet applications).

**Figure 6.3: Satisfaction with general public Internet applications (Q7, scale 0-10, EU-27+)**



**Purpose 1:** To contact public administrations by e-mail (for example: to ask a question, formulate a complaint)

**Purpose 2:** To obtain information from public administrations' websites (for example: via search engines such as Google, via government portals or via websites of public agencies)

**Purpose 3:** To download official forms that are necessary to obtain a public service (for example: to obtain a certificate, permit or subsidy)

**Purpose 4:** To send (upload) completed web forms that are necessary to obtain a public service (for example: to obtain a certificate, permit or subsidy)

**Purpose 5:** To contact political representatives of local, regional, national or European government by e-mail

**Purpose 6:** To consult policy documents or decisions on local, regional, national or European government websites

**Purpose 7:** To participate in online consultations on policy issues organised by local, regional, national or European government (for example: via polls or panels)

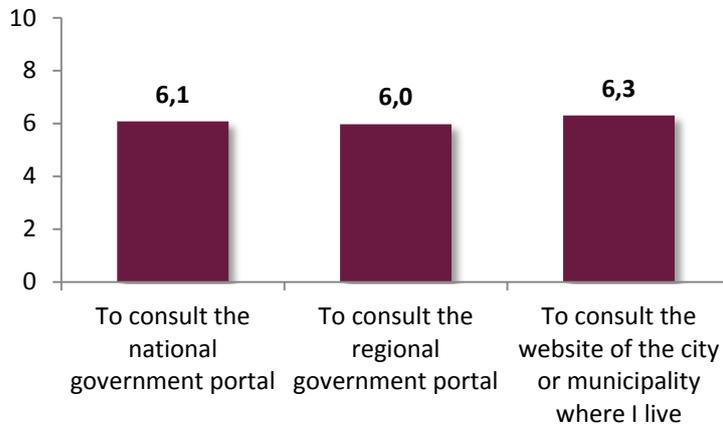
**Purpose 8:** To participate in interactive discussions about local, regional, national or European policy issues (for example: via online discussion forums)

**Purpose 9:** To participate in collaborative platforms (e.g. to alert the administration about service malfunctioning etc.)

Respondents were also asked about their opinion when consulting government websites across tiers of government. The results (as can be seen below figure 6.4) are in line with the satisfaction scores for public Internet applications. It is interesting to see, however, that local websites are generally more appreciated than the national or regional portals.

Satisfaction with consulting government websites and portals is higher among women, the older age groups and those in employment.

**Figure 6.4: Satisfaction with consultation of national, regional and local portals (Q9, scale 0-10, EU-27+)**



Besides satisfaction (and use) of general private and public applications and portals, the main part of the user survey involves a basket of 19 citizen services/Life Events. The next table shows for each of these services:

- How many people came into contact with public administrations for a service (2nd column)
- How many people that came into contact for a specific services used the eChannel (3rd column)
- How many of these people will use the eChannel next time for that specific service (4th column)
- How satisfied citizens were with using the online service (5th column)
- How many citizens were really satisfied with using the online service (top level satisfaction, 6th column).

Both average scores and top satisfaction scores (see columns to the right in table 6.5) show the discrepancies between the Life Events as far as the perceived quality of eGovernment use is concerned.

The average satisfaction with eGovernment services, across 19 services/Life Events is 6.5 and in line with the satisfaction score shown above for using general applications. It is important to note that users' evaluations range from 5.5 (becoming unemployed) to 7.6 (declaring income taxes). The latter comes very close to many private services (e.g. eCommerce). The average top satisfaction score (8+9+10) across 19 Life Events is 38%.

The table also shows in green the services that received the highest satisfaction scores and in red the services that were less well evaluated. Satisfaction is highest for "declaring income taxes" (7.6), "making use of the public library (7.6), "making a doctor's appointment in a hospital" (7.2) and "enrolling in higher education and/or applying for a study grant" (6.9). Lowest scores can be found for "becoming unemployed" (5,5), "starting a procedure for a disability allowance" (5,8), "looking for a job" (6,0) and "retiring" (6,0)

Satisfaction with eGovernment use in the context of most Life Events is higher among women, older users, those in employment and daily Internet users. Unemployed citizens were highly critical as can be seen in the specific evaluation of the services 'looking for a job' and 'becoming unemployed'.

There is no clear difference in the levels of satisfaction with the life-event related use of eGov between mobile and not mobile Internet users.

**Table 6.5: Overview of results on use, channel preference and satisfaction for 19 services/Life Events (EU-27+)**

LIFE EVENTS (2012 - EU27+)	Contact with public administrations for life events in the past 12 months (Q10)	eChannel use in case of contact with public administrations for life events in the past 12 months (Q11)	eChannel preference in case of next contact with public administrations for life events in the past 12 months (Q12)	Satisfaction with eGov use in case of contact with public administrations for life events in the past 12 months (Q17)	Satisfaction with eGov use in case of contact with public administrations for life events in the past 12 months (Q17)
	in % of total sample (N=28177)	in % of total contacts	in % of total contacts	average 0-10 for users	Top satisfaction score (8 + 9 + 10)
Enrolling in higher education and/or applying for a study grant	25%	60%	56%	6,9	47%
Starting a procedure for a disability allowance	13%	40%	42%	5,8	31%
Looking for a job	39%	73%	58%	6,0	30%
Becoming unemployed	20%	47%	46%	5,5	26%
Retiring	14%	51%	47%	6,0	33%
Applying for a driver's licence (or renewing an existing one)	19%	39%	51%	6,6	42%
Registering a car	22%	36%	52%	6,7	43%
Buying, building or renovating a house	18%	53%	48%	6,3	34%
Moving and changing address within one country	18%	49%	57%	6,7	43%
Moving or preparing to move to another country (ex. to study, work, retire...)	11%	56%	54%	6,2	32%
Needing a passport to travel to another country	21%	37%	49%	6,7	43%
Declaring the birth of a child and/or applying for a birth grant	12%	41%	48%	6,3	36%
Marrying or changing marital status	12%	40%	47%	6,4	37%
Death of a close relative and/or starting an inheritance procedure	13%	39%	43%	6,1	33%
Starting a new job	20%	46%	41%	6,3	36%
Making a doctor's appointment in a hospital	37%	35%	45%	7,2	53%
Reporting a crime (smaller offences, e.g. theft, burglary etc.)	15%	36%	41%	6,2	36%
Declaring income taxes	43%	68%	73%	7,6	60%
Making use of the public library	30%	54%	50%	7,6	60%

### 6.3.2 Fulfilment of expectations

The figure below reveals that according to 41% of the eGovernment users, their user experience was better than expected, and for 9% it was even considered 'much better'. Half of the users (51%) that came into contact with public agencies

through electronic means were neutral and only a small number of users' expectations of eGovernment were not met. This does not indicate how good a service actually was – one could have low expectations about an eGovernment service – but at least it can be concluded that in almost half the cases (41%) users were positively surprised. This is in line

with the key message coming from the next paragraph – which is that most people who used eGovernment services generally consider that they will do so the next time they need this services.

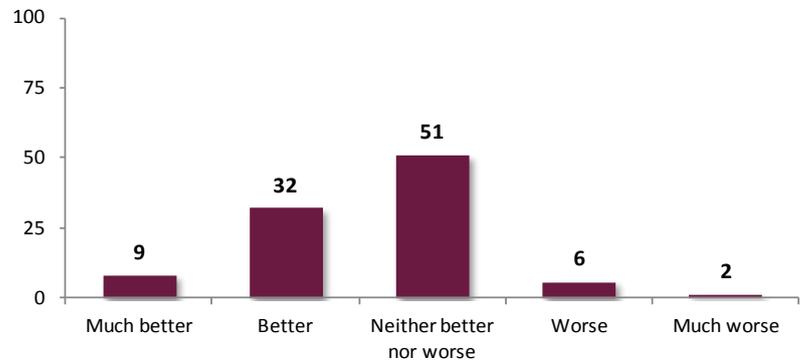
Looking at the demographics, it appears that the unemployed are less positive: 11% indicate that their expectations were not met at all.

Besides the extent to which expectations were met, the respondents were also asked if in the end, they got what they wanted or needed. This is displayed in figure 6.7. It appears that 47% totally achieved his or her objectives but that 46% only partially found what they were looking for. This leaves room for improvement as eGovernment services can only be truly efficient and effective when users are served.

The demographics reveal that older people more often than younger people (including students) totally got what they needed. Similar is true for working people compared to non-working people (49% vs. 42% totally achieved objectives). Students (41% vs. average of 47% total achievement) seem to have difficulties to find and obtain what they are looking for.

This could indicate there is a difference in quality of the services these citizen groups primarily use. It could also indicate that older people and those not in employment have more difficulties in finding what they are looking for, regardless of the quality of the

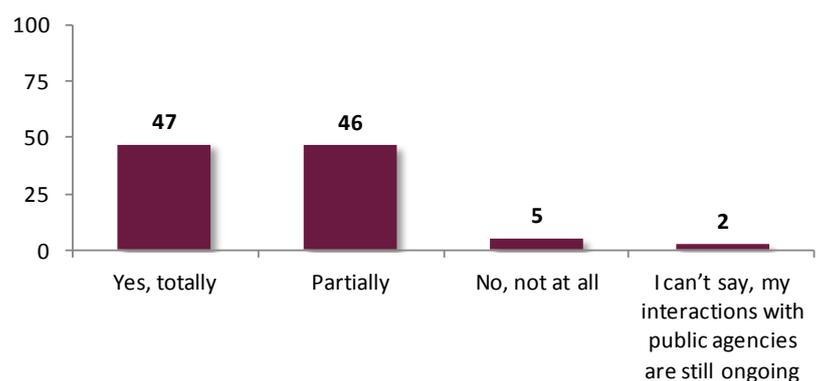
**Figure 6.6: Looking back, how did the contact with public agencies or officials by e-mail, via Internet websites and/or via tablet/smartphone apps compare with what you had expected? (Q18, N=17.314, %)**



unemployed citizens for example might have sought for a job but could not find it (and thus did not achieve their objectives) as it is simply hard to find a job in the current labour climate. In all cases, governments should pay specific attention to these two target groups, i.e. unemployed and elderly, when providing public services online.

A final conclusion is that people who are used to Internet succeed more often than non-daily users (47% vs. 38% achieved their objectives in full). This finding is particularly interesting for countries with lower Internet penetration and a lower percentage of people using the Internet daily<sup>46</sup>.

**Figure 6.7: In the end, did you get what you wanted or needed? (Q19, N=17.314, %)**



<sup>46</sup> See the European Commission *Digital Agenda Scoreboard* for corresponding statistics: <http://ec.europa.eu/digital-agenda/en/scoreboard>

### 6.3.3 Impact of eGovernment

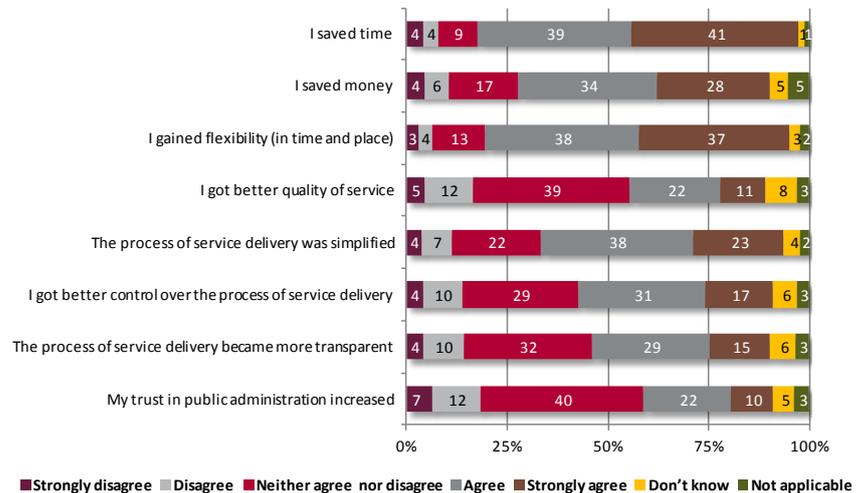
The following figures and survey results reveal citizens' real purposes in using eGovernment and give inside information on how public administrations can convince their citizens to (keep on) using their eGovernment services.

First, the benefits as perceived by users of eGovernment services show that time and flexibility are the most pronounced reasons for using the online channel for their contact with public administrations. The figures for those strongly agreeing with the statements about these benefits are 41% and 37% respectively and 80% and 75% mention this overall. In addition to time and flexibility, benefits such as saving money (overall 62%) and simplification of the process of service delivery (overall 61%) are regularly mentioned. Still, only 33% reckon- eGovernment leads to better quality of service.

From the demographics it can be concluded that older users, those in employment and daily Internet users have a stronger perception of the benefits of using eGovernment in comparison to, among others, young people and students.

Second, when looking at the likelihood of re-use of the online channel for a certain service, an overwhelming 85% is (very) likely to return to using eGovernment services.

**Figure 6.8: To what extent do you agree or disagree with the following statements? When compared with other means to come into contact with public agencies or officials (e.g. in-person, by phone or mail), through use of e-mail, Internet websites and/or tablet/smartphone apps (Q21, N=17.314, %)**



Looking at the characteristics of the respondents reveals that the older and the more highly educated are more likely to re-use eGovernment services. Of older people (55+), 89% are likely to re-use eGov services (50% very likely) against 81% of younger people (under 25 years) (34% very likely) and 87% of more highly educated respondents are likely to re-use eGov (46% very likely) as opposed to 84% of less well educated respondents (39% very likely).

Furthermore, a similar distinction can be made between those in employment and unemployed. An 87% of those in employment are likely to re-use eGov services (44% very likely) against 82% of non-those in employment (39% very likely). Of unemployed people only 79% is likely to re-use eGov.

Finally, daily Internet users are more likely to return to eGovernment services compared to less frequent users (86% and 78% respectively).

Concluding this section about the ‘Impact of eGovernment’, it has become clear that the benefits are perceived most strongly amongst older users, those in employment and daily Internet users and that these segments are also more likely to return to using eGovernment services. Gender and educational level play a minor role here, and there are no clear differences between mobile and non-mobile users exist as far as the (perceived) benefits of eGov are concerned.

**6.3.4 Synopsis: Effective Government**

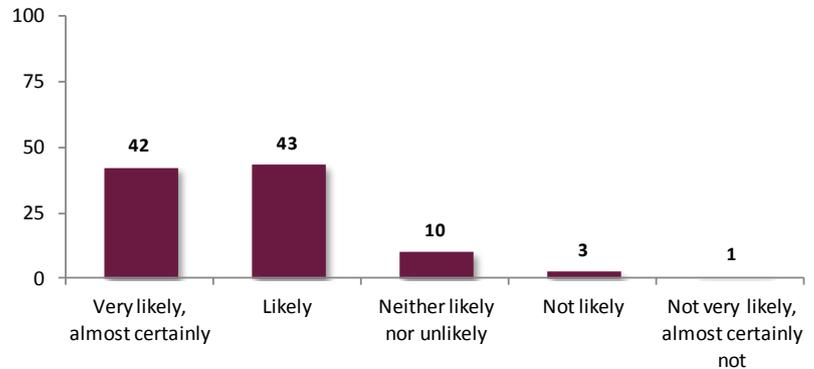
The following main conclusions can be drawn with regard to the Top Level Benchmark of Effective Government.

**User satisfaction with private and public applications and services:**

A clear gap of 1.7 points exists between citizens’ satisfaction with public and private Internet applications and services (7.7 for private applications versus 6.0 for public applications, EU-27+).

The results show that of nine public applications, ‘obtaining information from government websites’ is evaluated most positively (or least negatively)

**Figure 6.9: If you were to come into contact again with public agencies or officials, how likely is it that you would use e-mail, Internet websites and/or tablet/smartphone apps again? (Q20, N=17.314, %)**



averaging 6.4 for the EU-27+. Citizens are less satisfied when contacting government or political representatives by e-mail (respectively 5.9 and 5.7) and for eParticipation purposes (5.8).

Satisfaction scores for the 19 citizens’ services/Life Events included in the user survey show that, in general, satisfaction with these public services is low (6.5 for EU-27+) with ‘declaring income taxes’ as a positive outlier. The latter reaches a satisfaction level which is similar to eCommerce services (7.6). Satisfaction concerning unemployment and job search services is lowest, which is understandable taking in mind current unemployment figures.

**Level of fulfilment when using public online services:**

In terms of the level of fulfilment, users were positively surprised and experienced more than they expected in almost half of the cases (41%). At the same time, there were very few people whose expectations were not met (8%). This does not, however, indicate how good a service actually was – expectations of an eGovernment service could be low. This is reflected in the fact that only 47% achieved in full what they sought and 46% did so partially.

***Likelihood of re-use of public online services and perceived benefits:***

The perceived impact of eGovernment services is high (EU-27+ average 71%). The results for the likelihood of re-use show that an overwhelming 85% is (very) likely to return to using eGovernment services. Citizens are mostly driven by time and flexibility gains as well as saving money.

***Demographics of citizens that (not) use eGovernment services:***

The main profile of an eGovernment user is: male, young, more highly educated and those in employment who are active on the Internet on a frequent (daily) basis using mobile.

Most satisfied when using eGovernment, however, are women and older people (using the Internet daily). Males and younger people who access the Internet more frequently via mobile devices appear to be more critical of the (government) applications and services provided.

The impact of eGovernment is also felt relatively more strongly among older users, those in employment and daily Internet users. Gender (and educational level) play a minor role here, and there are no clear differences between mobile and non-mobile users as far as the (perceived) benefits of eGov are concerned.

From these demographics it can be concluded that the challenge for governments when looking for ways to increase take-up of online public services is twofold. First, current eGovernment users need to be retained and ‘drop-outs’ to be avoided, for which the target group are young people, males, the more highly educated and those in employment. The males and young people are the most critical group.

Second, new users should be convinced to use eGovernment services. It turns out that the impact of eGovernment services on older people is substantially higher than on the younger population. We have also seen that older people have more difficulty in finding what they are looking for. Governments should be aware of this, especially in an ageing society. As this is a group that is commonly regarded as a group at risk of digital exclusion, and (at least in parts of Europe) forms a growing part of the total population, it might be valuable to increase the focus on this group and stimulate take-up.

***Top level benchmark of Effective Government***

As stated above, the “Effective Government” indicators focus on the “quality” of eGovernment as a product, related to its use, fulfilment of expectations, perceived benefits and ultimate likelihood of re-use in the future.

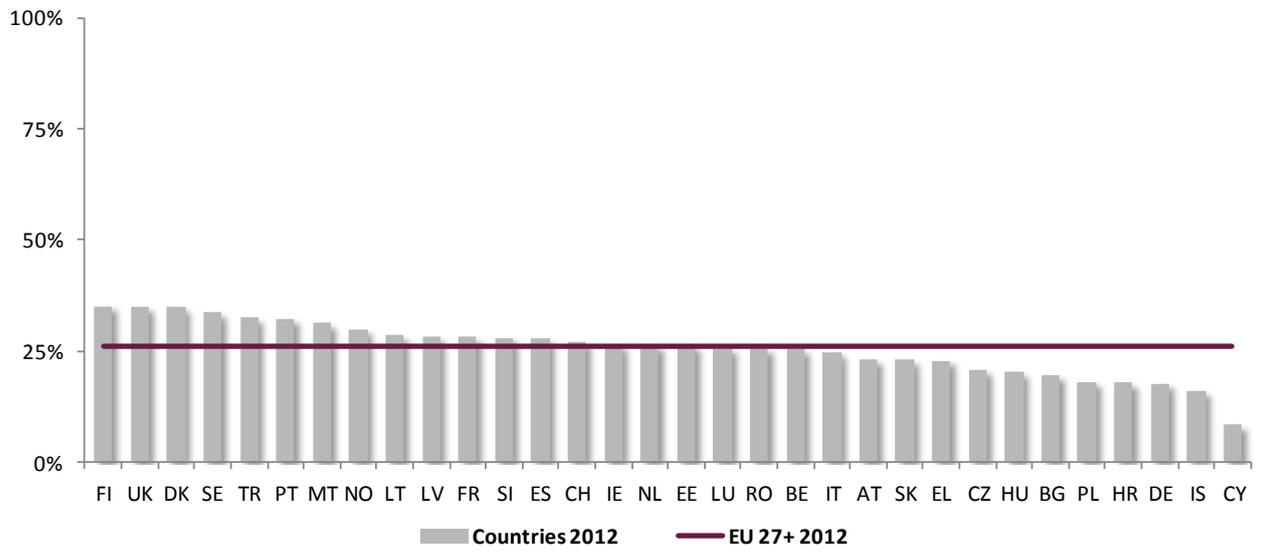
Effective government is hereby defined as the extent to which governments meet the expectations of citizens that use public services and succeeding in convincing them to return to use eGovernment services.

The Top Level Benchmark consists of two synthetic indicators: ‘eGovernment Efficiency’ is an average of satisfaction and fulfilment of expectations, and ‘eGovernment Impact’ is defined as the average of likelihood of re-use and perceived benefits.

The overall ranking of Member States can be found on the next page. The EU-27+ average is 26%, which can be considered low. This results mainly from limited usage (46% for EU-27+) and a low level of overall satisfaction with eGovernment services.

However, this varies when looking at country level. It is advisable for each government to perform an insight analysis into the specifics of the user survey results with regard to the indicators and demographics that build the country score. From these insights, governments can derive direct policy recommendations. Crowd sourcing, using national universities or other institutions would be a means of doing so.

**Figure 6.10: Top Level Benchmark for Effective Government (per country, %)**



## 7 Smart Government: Key Enablers

### 7.1 Context

To deliver user-focused, efficient and effective e-Government services, putting certain enablers in place can help realise this. This 'technology behind the web' can cover a wide range of enablers related to all the various steps in the online service provision process that a user as well as a public authority follows. The Member States and the European Commission have recognised the importance of key enablers as a crucial element to realise and improve online public service.

In the eGovernment Action Plan 2011-15<sup>47</sup>, actions have been determined to stimulate the realisation and use of key enablers to improve existing services and develop new ones. With regard to key enablers, the e-Government Action Plan specifically focuses on enablers for the provision of cross-border public services. Specifically priority 4.2 of the Action Plan contains three actions related to e-Signatures and e-ID. In addition to the e-Government Action Plan, there are more and diverse

European initiatives focused on key enablers. In dealing with these enablers, various initiatives address the challenges of interoperability and standardisation to improve services, decrease overall IT development and maintenance costs and to break down barriers between organisations as well as between countries. Furthermore, as service provision increasingly transcends organisational as well as country barriers, concerns such as trust and security also need to be properly addressed.

In the Digital Agenda<sup>48</sup>, both "Interoperability and Standards" and "Trust and Security" are identified as core pillars with specific actions in each area. Furthermore, several EU programmes have been launched and executed aimed at supporting the realisation and use of key enablers, specifically ISA, SEMIC and the Competitiveness and Innovation Framework Programme (CIP) Large Scale Pilots (LSPs). ISA (Interoperability Solutions for European Public Administrations) is the European Commission's programme to improve

interoperability among public administrations in EU Member States which runs from 2010 to 2015. The programme "creates a framework that allows Member States to work together to create efficient and effective electronic cross-border public services for the benefit of citizens and businesses."<sup>49</sup> It does so by developing methodologies, sharing technological components and stimulating best practices and knowledge sharing. For these initiatives, specific communities are nurtured and platforms are provided where the various assets can be made available, notably an Open Source Repository (OSOR.eu) and a Semantic Interoperability Centre (SEMIC), both of which have been consolidated in ISA's new JOINUP platform.<sup>50</sup> These programmes aim to align national solutions with common European standards and interlink them across country borders, which is a vital step towards a single market.

The CIP adopted in 2006 includes a specific Policy Support Programme addressing Information and Communication technologies (CIP

<sup>47</sup> European Commission, *The European eGovernment Action Plan 2011-2015 – Harnessing ICT to promote smart, sustainable & innovative Government*, COM(2010) 743, Brussels, 2010, Retrieved from [http://ec.europa.eu/information\\_society/activities/egovernment/action\\_plan\\_2011\\_2015/docs/action\\_plan\\_en\\_act\\_part1\\_v2.pdf](http://ec.europa.eu/information_society/activities/egovernment/action_plan_2011_2015/docs/action_plan_en_act_part1_v2.pdf)

<sup>48</sup> European Commission, *Digital Agenda for Europe*, 2012, Retrieved from [http://ec.europa.eu/information\\_society/digital-agenda/index\\_en.htm](http://ec.europa.eu/information_society/digital-agenda/index_en.htm)

<sup>49</sup> European Commission, *Interoperability Solutions for European Public Administrations (ISA)*, Brussels, retrieved from: [http://ec.europa.eu/isa/policy/policy3\\_en.htm](http://ec.europa.eu/isa/policy/policy3_en.htm)

<sup>50</sup> European Commission, *Join-up*, Brussels, retrieved from: <http://joinup.ec.europa.eu>

ICT PSP). This chapter aims at stimulating innovation and competitiveness in order to accelerate the development of a sustainable, competitive, innovative and inclusive knowledge-based economy. The aim is therefore to accelerate the setting up of cross-border services of public interest for all users – business, citizens – and therefore stimulate the internal market. One of the priorities of the CIP ICT PSP has been to promote innovative government and public services.

Prominent instruments of the ICT PSP are “pilot type A projects” for the development and deployment of cross-border Large Scale Pilots (LSPs). Pilot Type A projects build upon the initiatives launched within the Member States and Associated Countries with a specific focus on cross-border exchanges, thus contributing to the construction of pan-European Interoperability layer. The aim is therefore to develop and deploy technical building blocks acting as key enablers for the provision of high impact services. Such technical key enablers range from identity and authentication proxy services, eTransport of data, electronic documents, eSignature, eServices, Content syndication, etc. Therefore, the Pilot Type A’s can be understood as constructing the necessary interoperability infrastructures and horizontal enablers for cross-border services. However, their scope goes far beyond the mere technological requirements. The LSPs have their origin in clear-cut cross-border use cases:

- Mutual recognition of eID: STORK
- Electronic procurement: PEPPOL
- Business start-up: SPOCS
- ePrescription and Patient’s summary: epSOS
- e-Justice Services: e-CODEX.

As a follow-up to these initial five LSPs, an overarching Large Scale Pilot is in the final stages of negotiation with the Commission. This new LSP called e-SENS (Electronic Simplified European Networked Services) is aimed at consolidating the key enablers for cross-border services, industrialising them, expanding their usage across more domains and ensuring their sustainability. In this latter respect, e-SENS also serves as a bridge to the Connecting Europe Facility.

The Connecting Europe Facility (CEF) could become a new investment instrument proposed by the European Commission, which also creates a digital infrastructure for public services. Public service

digital networks are key to ensuring social and economic cohesion. Improving the digital network will pave the way in particular for the deployment of interoperable, digital public services across Europe. This in turn will support innovation and competitiveness, and increase the chances of reaching the 2020 targets.

Various of the EU initiatives around key enablers, including the Large Scale Pilots, focus on realising the necessary interoperability for cross-border public services. This focus on the cross-border dimension of these enablers does not however preclude them having benefits for purely national services. Quite the contrary, European initiatives have been shown to have stimulating effects on the development and deployment of national key enablers, for example in the case of eIdentity. The section on the results of the mystery shopping highlight this further on in this section.

## 7.2 Introducing the measurement

In this benchmark, we will look specifically at the following five key back office enablers:

Back Office Enabler		Description
(i)	eIdentity	Electronic Identification (eID) is a government-issued document for online identification, and authentication
(ii)	eDocuments	An eDocument is defined as a document which has been authenticated by its issuer using any means recognised under applicable national law, specifically through the use of electronic signatures, e.g. not a regular pdf or word doc. See ‘Study on electronic documents and electronic delivery for the purpose of the implementation of Art. 8 of the Services Directive’, ‘D3.1 Recommendations on improving the cross border exchangeability of electronic documents and interoperability of delivery systems for the purposes of the implementation of the Services
(iii)	Authentic Sources	Authentic Sources are base registries used by governments to automatically validate or fetch data relating to citizens or businesses.
(iv)	eSafe	Electronic Safe (eSafe) is a legally recognized system that allow for secure storage and retrieval of electronic documents
(v)	Single Sign On	Single Sign On (SSO) allows users to get access to multiple systems without the need to log in multiple times

The availability of eID, Authentic Sources and eDocuments has been assessed for each basic (transactional) service. For each basic service an assessment was first made as to whether the enabler was relevant and, if so, whether the enabler was in place.

The availability of eSafe and Single Sign On was assessed at aggregated (domain) level.

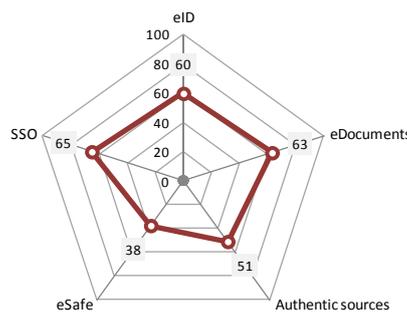
### 7.3 Overview

Figure 7.1 shows the usage of key enablers within services provided by the EU-27+. Of all services for which any of the five key enablers were relevant, they were available in 55% of the time. The availability of eID (60%), eDocuments (63%) and Single Sign On (SSO)(65%) is similar, SSO being available the most. Authentic sources are slightly less used by public administrations (51%). The availability of eSafe solutions is lagging behind with 38%.

Comparing the usage of key enablers by public administrations measured in 2012, and the average availability of eID, SSO, eSafe and Authentic Sources, Member States in general indicated that they had in place in 2010<sup>51</sup>, we see that the actual usage in service provision in 2012 is lower than the general availability of key enablers in Member States in 2010.

This indicates that Member States are developing key enablers, but that the integration of these enablers into actual service provision takes time.

**Figure 7.1: General overview of availability of key enablers (EU-27+, %)**



## 7.4 eID, eDocuments and Authentic Sources

### 7.4.1 Overview

To gain more insight into the usage of key enablers by governments for service delivery, this section zooms in on the usage of eID, eDocuments and Authentic sources within the services investigated. Figure 7.2 shows that about one third of the eID's used were specific identifiers. In the 'Studying' Life Event more than half of the eIDs requested were specific identifiers. This indicates eIDs are often developed in silos, for one specific authority, while developing eIDs in a more centralised way would save authorities development costs.

Most untapped potential is in the use of Authentic Sources by service providers. Authentic Sources enable governments to re-use data they already have in order to provide automated services and/or highly customised services. Authentic Sources can thus save the citizen or business a considerable amount of time and increase the quality of the service.

Looking at the usage of key enablers per Life Event, we see that within each Life Event key enablers are used differently. For services for starting up a business, eID and eDocuments are on average more often used by public administrations than eDocuments. For services for losing and finding a job, Authentic sources and eDocuments are used more and eID to a lesser extent. 'Studying' services on the other hand make the most use of eID and to a lesser extent of eDocuments and Authentic Sources. Across key enablers, we see that for services for business start-up public administrations use key enablers most and 'Studying' services least.

The differences in the usage of key enablers might be explained by the government level at which the services are provided.

<sup>51</sup> The general availability of key enablers was assessed in the eGovernment Benchmark 2010, by letting the Member State representatives fill in a landscaping form.

Nationally provided services might use key enablers more than regionally or locally provided services, as the development and implementation of key enablers requires significant investments in ICT infrastructure. Some countries, like Estonia, solve this issue by developing an open and decentralised public infrastructure, complemented by a generic identifier and digital signature.

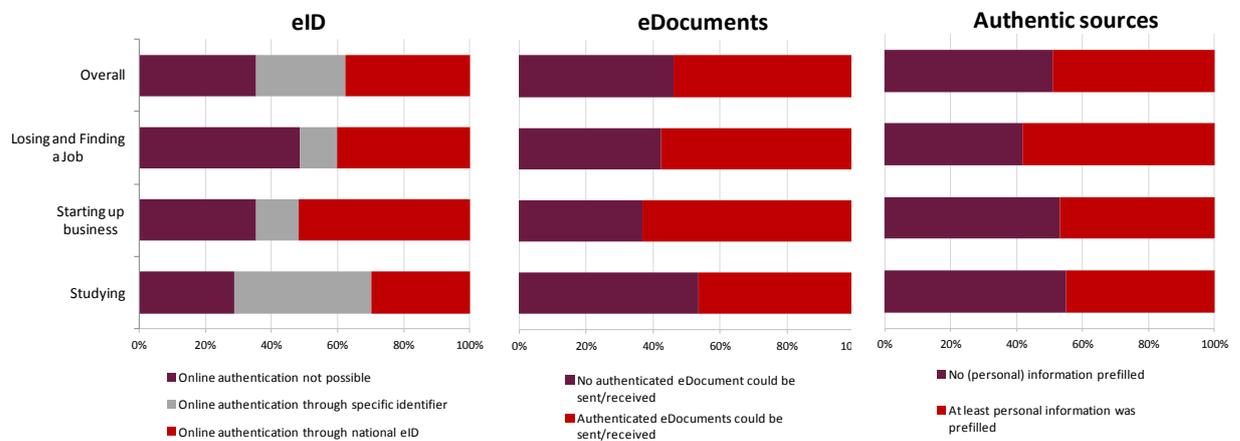
The infrastructure then serves as a connector of individual systems. The extent of usage of key enablers can also depend on the level of complexity of services.

Services for business start-up often require multiple steps with multiple interactions with different authorities, while services for studying are often less complex, dealing with one authority (e.g.

university) and requiring a limited number of process steps.

For the first, the use of key enablers can significantly decrease the administrative burden, while for the latter the benefits of using a key enabler might be lower, not outweighing the costs

**Figure 7.2: Availability of eID, eDocuments and Authentic Sources per Life Event (EU-27+, %)**



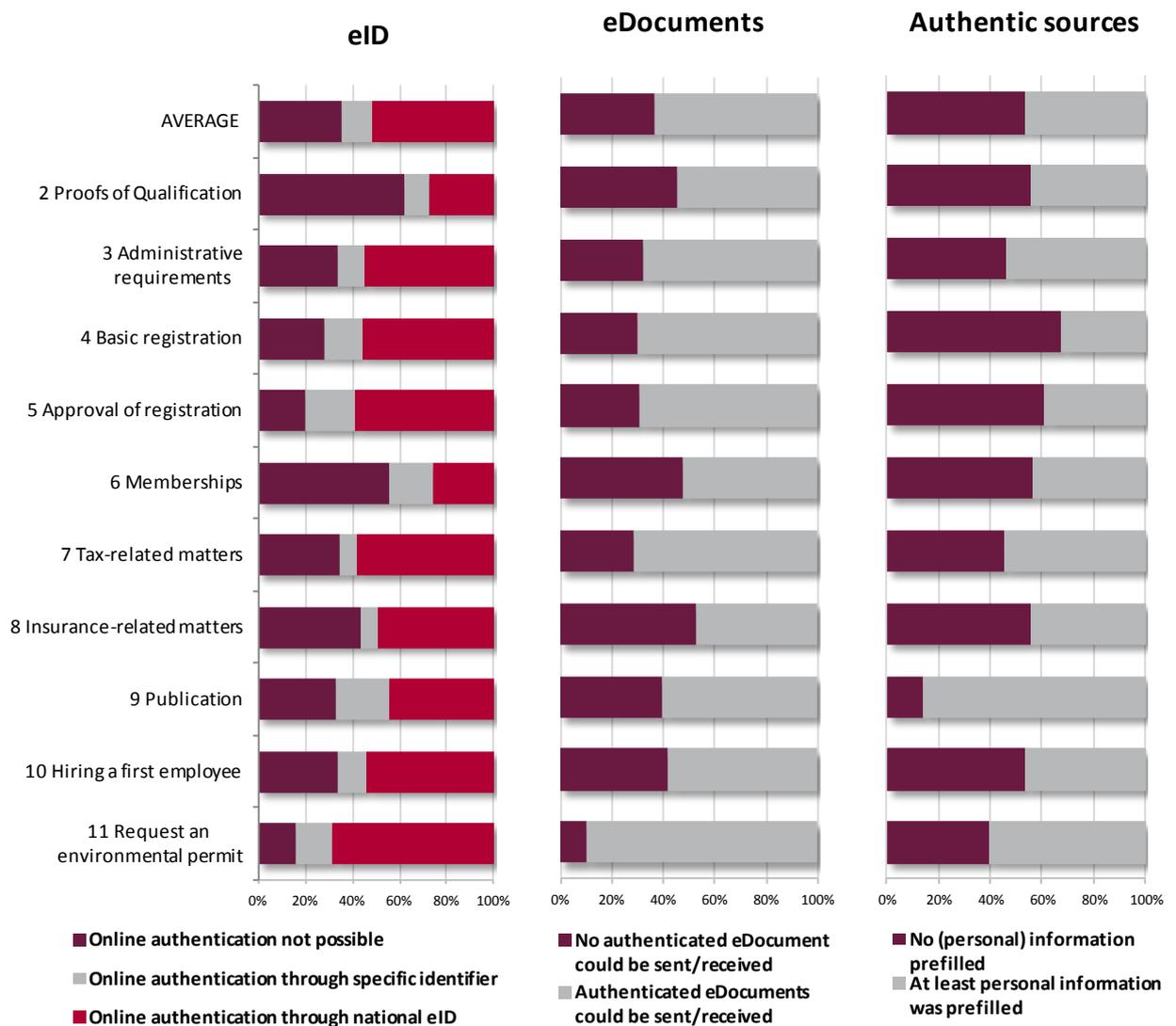
### 7.4.2 Integration of key enablers in ‘Starting up a business’

Figure 7.3 shows that the services for requesting an environmental

permit, for tax-related matters and for publication of new business are most advanced in terms of using key enablers, whereas obtaining certain qualifications/certificates, insurance-related services and

obtaining memberships of for example trade associations could be improved by smart use of key enablers.

Figure 7.3: Integration of key enablers in ‘Starting up a business’ per service (EU-27+, %)



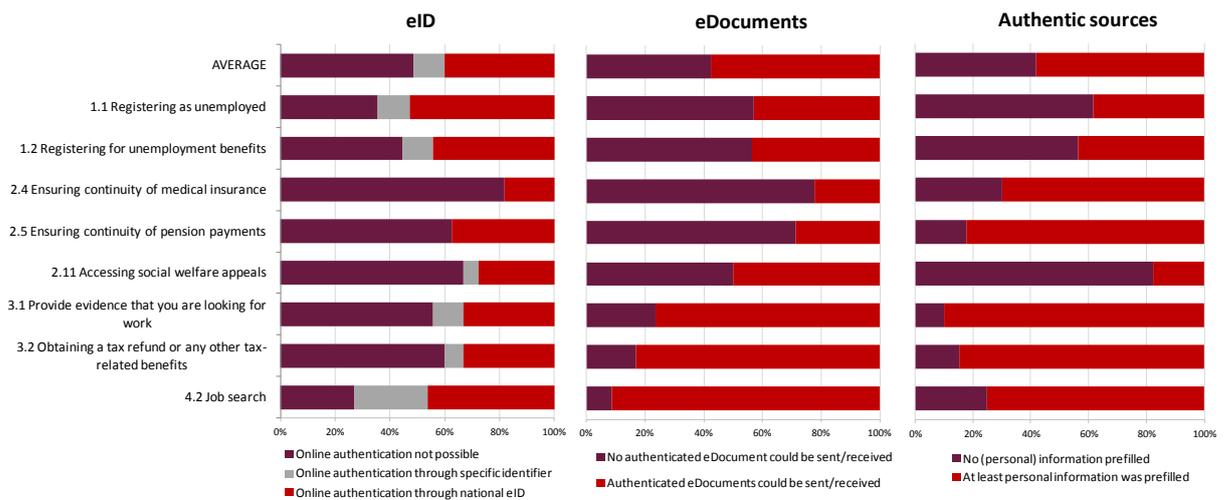
### 7.4.3 Integration of key enablers in ‘Losing and finding a job’

Figure 7.4 shows that the usage of key enablers by public administrations for services for

‘Losing and Finding a Job’ differs strongly per service. The service for job search is the most sophisticated in terms of key enablers, followed by the service for obtaining a tax refund or other tax-related benefits.

The services for pension payment, medical insurance and registering for unemployment benefits are less sophisticated. The integration of eDocuments and eID, in particular; could improve the quality of these services.

Figure 7.4: Integration of key enablers in ‘Losing and Finding a Job’ per service (EU-27+, %)



### 7.4.4 Integration of key enablers in ‘Studying’

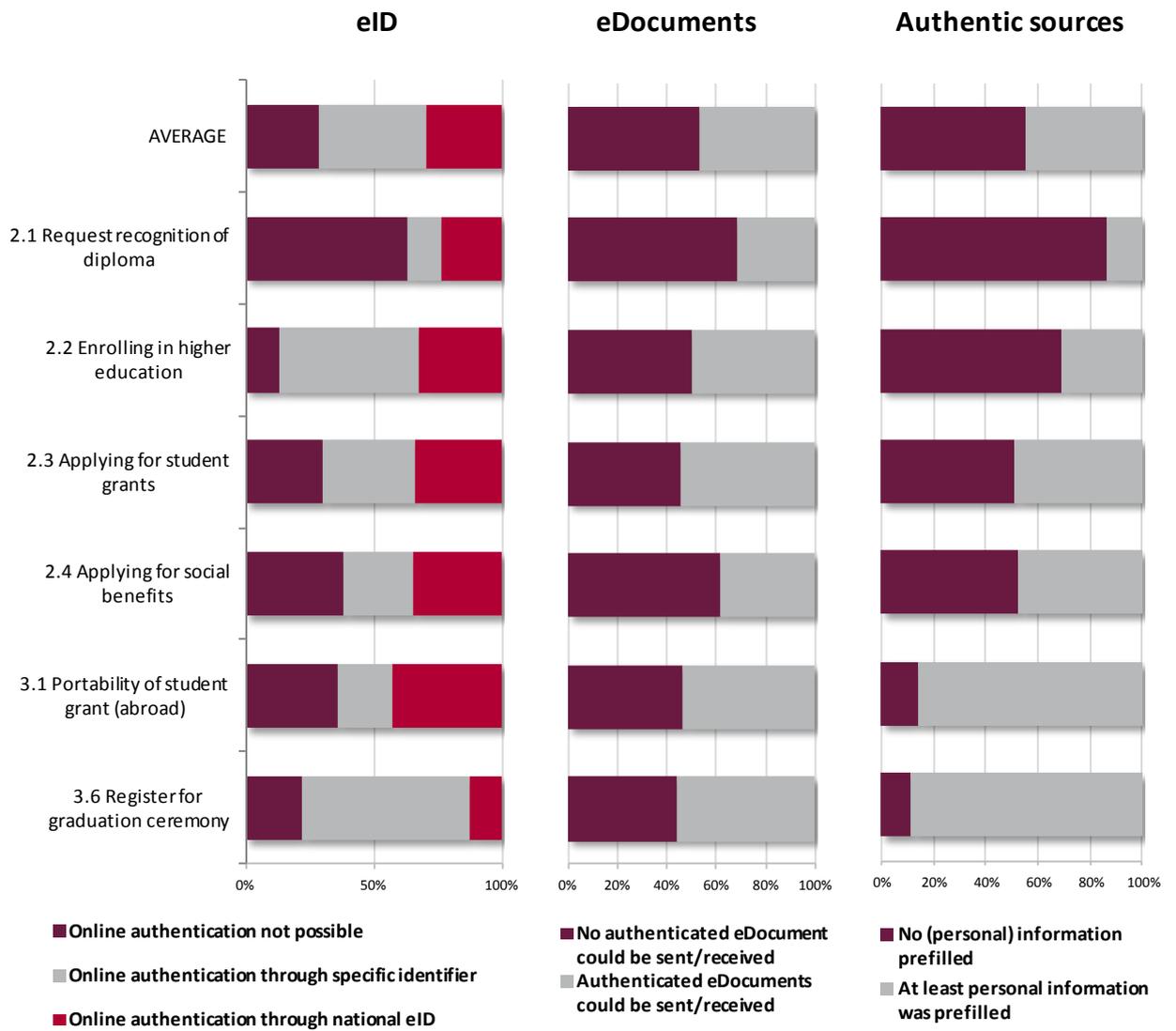
Figure 7.5 shows that for ‘enrolling in higher education, ‘registering for the graduation ceremony’ and ‘applying for student grants’ especially, specific eIDs are used. As opposed to services like applying for social benefits, these specific

services are mostly provided by universities, which would explain the considerable use of specific identifiers (i.e. student IDs). For the services ‘portability of a student grant abroad’ and ‘registering for the graduation ceremony’, personal data is often used for pre-filling. The least key enablers are used for ‘requesting recognition of a

diploma’.

A ‘quick-win’ would be to enable the exchange of eDocuments when enrolling in higher education. Given the already sophisticated usage of eID, this would be the last step for public administrations to provide this key service fully online.

Figure 7.5: Integration of key enablers in 'Studying' per service (EU-27+, %)



### 7.5 eSafe

Overall, eSafe is the key enabler least used by public administrations in Europe. eSafe is most used for services for ‘losing and finding a job’ (43%), followed by services for ‘business start-up’ (38%) and for ‘studying’ (31%).

### 7.6 Single Sign On

More than half of the public domains provide Single Sign On. The domains in the business Life Event (69%) provide SSO slightly more often than the domains in the ‘losing and finding a job’ Life Event (65%) and the ‘studying’ Life Event (63%).

An example of usage of Single Sign On can be found in the Czech Republic. The *Czech POINT* provides a single platform for communication between citizens and the government, connecting multiple government registries. Data boxes are a key part of Czech POINT. These allow delivery of electronic documents across public authorities, between public authorities and legal entities, and between public authorities and citizens and businesses. By combining different building blocks, such as e-Delivery and Single Sign On, the effectiveness of key enablers increases. In the Czech Republic more than 117 million data messages are already sent through the data boxes and more than 8 million abstracts are issued through Czech POINT.

Figure 7.6: Availability of eSafe per Life Event (EU-27+, %)

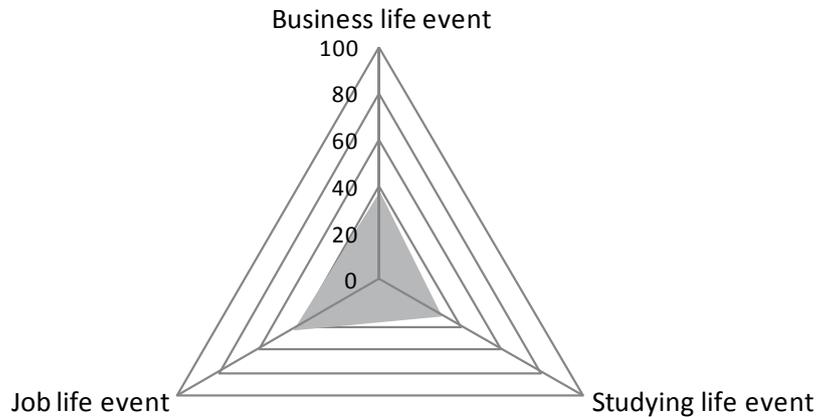
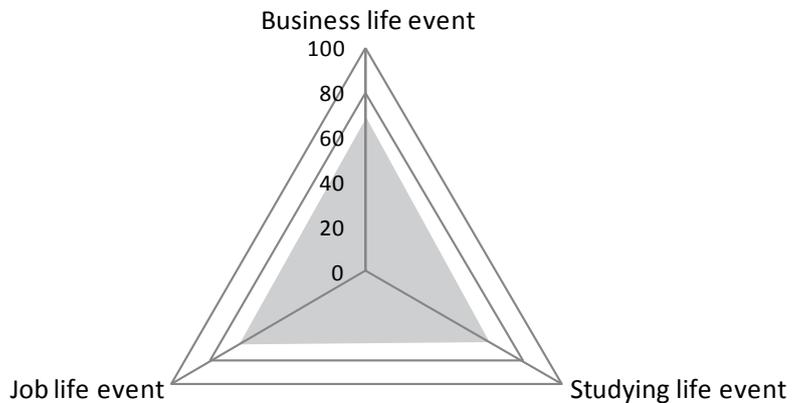


Figure 7.7: Availability of Single Sign On per Life Event



**Digitising society through an open and decentralised infrastructure – Estonia**

The e-Estonia digital society is made possible largely due to its infrastructure. Instead of developing a single, all-encompassing central system, Estonia created an open, decentralised system that links together various services and databases (i.e. X-Road). This way, every stakeholder can choose their own system in their own time, as long as all the elements in the system work together smoothly. There is no single owner or controller. X-Road merely connects different databases, allowing for queries to databases, transmitting large data sets and performing searches across several databases. The flexibility provided by this open set-up has allowed new components of the digital society to be developed and added through the years. It is that power to expand that has allowed Estonia to grow into one of Europe's success stories of the last decade. Currently there are more than 600 organisations, public registers and databases connected to the X-Road and it is used nearly a million times a day.

The two cornerstones of the Estonian state information system are the **Public Key Infrastructure**, which covers the services necessary for giving and verifying digital signatures, and the **ID card**. Estonia has a highly-developed national ID card system that was introduced in 2002 and can be used in any system, public or private, where electronic identification is needed. Much more than simply a legal picture ID, the mandatory national card serves as the digital access card for all of Estonia's secure e-services. Examples of services for which it is used are health insurance, banking, travel identification, public transport, accessing government databases, i-voting and picking up e-Prescriptions. It also allows access to *Ervinal*, a web application that enables citizens to look up personal data from different databases (e.g. name, birth date, marital status, driving licence, education, health data) in one single view. [Ervinal is part of national portal eesti.ee](#).

Additionally, the ID-card can be used to encrypt documents and add a **digital signature** which legally is equal to a regular signature on paper. Currently, over 80,000 digital signatures are made each day. Institutions using the digital signing have saved EUR 1,380 per month (Eltel Networks) to EUR 11,500 per month (University of Tartu). Eighty-five percent of citizens have a valid digital ID card. Together with the ID-card, each ID-card holder also receives an official email address in the form of `firstname.lastname@eesti.ee`. The address is intended for official communications with the state. In addition, **Estonia launched a Mobile ID-card in 2007** for citizens to use electronic services when they do not have their ID-card on them.

## 8 Synthesis of all Top Level Benchmarks

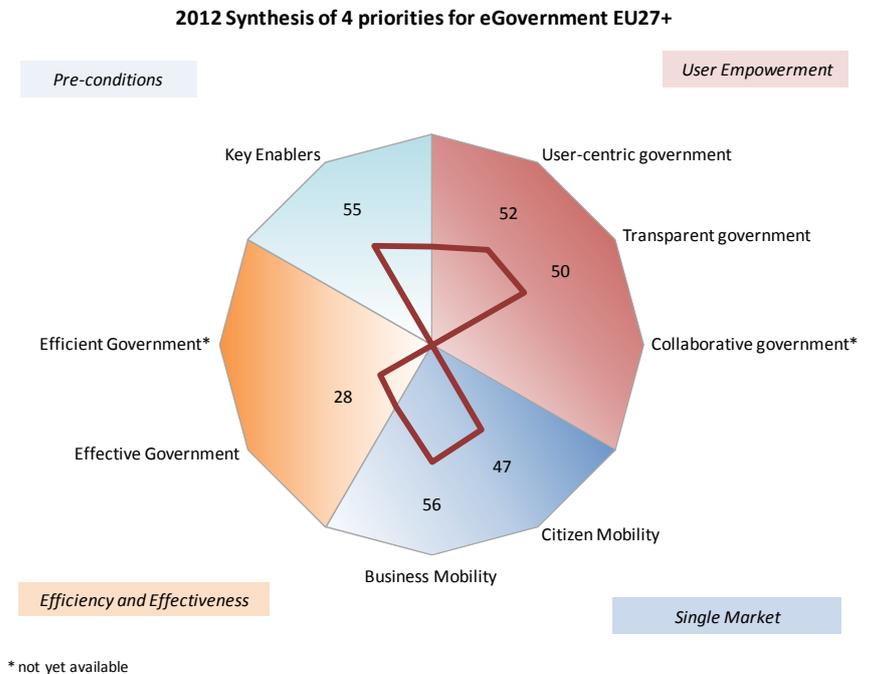
The spider graph in Figure 8.1 reveals the state of play of each of the Top Level Benchmarks, clustered within the four main priorities of the eGovernment Action Plan.

Through this visual it will be possible:

- In 2013, after having measured an additional four-to-five Life Events and filling the eGovernment services basket, to provide a first monitor of the action plan priorities
- In 2014, after re-measuring the 2012 Life Events, to provide a first comparison to show if progress is being made
- In 2015, after re-measuring the 2013 Life Events, to provide a second comparison to demonstrate progress.

After the 2013 measurement, it will also be possible to publish the first Member State rankings for each of the Top Level Benchmarks – because at that moment each indicator will represent the state of play in a country, measured over seven-to-eight Life Events and the services included in them, which provides a full and robust analysis.

**Figure 8.1: Spider view of Top Level Benchmarks and corresponding eGovernment Action Plan priorities (EU-27+)**



## Annex 1: Country Factsheets

### **Measurement results**

The following pages present results for the Top Level Benchmarks for each specific country. Each factsheet consists of the following visualisations of data:

- eGovernment Maturity – per Life Event. This visualisation provides the aggregate score across all Top Level Benchmarks per Life Event comparing country with EU-27+ result.
- eGovernment Maturity – per Top Level Benchmark. This visualisation provides the score for each Top Level Benchmark comparing country with EU-27+ result.
- Cross-border mobility revealing the extent to which services in the specific country are online available for foreign citizens aiming to start up a business or study abroad (compared to EU-27+). This Top Level Benchmark is described in chapter 5 of this back ground report.
- Effective government showing the extent to which government succeed in satisfying their online users and achieve re-use and fulfilled expectations (country vs. EU-27+). This Top Level Benchmark is described in chapter 6 of this back ground report.
- Transparent government displays results for transparency of public organisations, transparency of personal data and transparency of service delivery (averages for 3 life events), comparing the specific country with EU-27+. This Top Level Benchmark is described in chapter 4 of this back ground report.
- Key enablers depicts the extent to which 5 key enablers are integrated in services within the three Life Events, comparing the specific country with EU-27+. This Top Level Benchmark is described in chapter 7 of this back ground report.
- User-centric Government displays three elements:
  - Online availability and online usability of each of the Life Event services and the average, comparing the specific country with EU-27+ average.
  - eGovernment use which defines – based on the user survey – four typologies and shows for the specific country in comparison with EU-27+, how many loyal users, potential users, ‘potential drop-outs’ and ‘non-believers’ exist.
  - Reasons for not using eGovernment services, giving indication how take-up could be increased.

These elements are further described in chapter 3 of this background report.

### **Key statistical data:**

Furthermore, each fact sheet includes a set of general statistics that provide context to the benchmarking results. The below overview notes the sources where data was obtained.

### **Population:**

The inhabitants of a given area on 1 January of the year 2012.

The population is based on data from the most recent census adjusted by the components of population change produced since the last census, or based on population registers.

<http://epp.eurostat.ec.europa.eu/tgm/table.do?tab=table&language=en&pcode=tps00001&tableSelection=1&footnotes=yes&labeling=labels&plugin=1>

**GDP:**

Data from 1st of December 2012.

Gross domestic product (GDP) is a measure for the economic activity. It is defined as the value of all goods and services produced less the value of any goods or services used in their creation. The volume index of GDP per capita in Purchasing Power Standards (PPS) is expressed in relation to the European Union (EU-27) average set to equal 100. If the index of a country is higher than 100, this country's level of GDP per head is higher than the EU average and vice versa. Basic figures are expressed in PPS, i.e. a common currency that eliminates the differences in price levels between countries allowing meaningful volume comparisons of GDP between countries. Please note that the index, calculated from PPS figures and expressed with respect to EU-27 = 100, is intended for cross-country comparisons rather than for temporal comparisons.

<http://epp.eurostat.ec.europa.eu/tgm/table.do?tab=table&init=1&plugin=1&language=en&pcode=tec00114>

**Broadband households:**

Data from the 1<sup>st</sup> of January 2012, except for Switzerland (2010<sup>52</sup>) and United Kingdom (2011).

The access to Internet of households is measured by percentage of households that are connectable to the Internet over a broadband or a Dial-up or ISDN connection. Some households may use more than one type of connection to connect to the Internet. It covers all households having at least one member in the age group 16-74 years.

<http://epp.eurostat.ec.europa.eu/tgm/table.do?tab=table&init=1&language=en&pcode=tin00073&plugin=0>

**Broadband enterprises:**

- Data from the 1<sup>st</sup> of January 2012, except for Switzerland (2008<sup>53</sup>) and Turkey (2010).

Enterprises with fixed broadband access –percentage of enterprises with at least 10 persons employed in the given NACE sectors. NACE Rev 2 since 2009.

Enterprises that are connectable to an exchange which has been converted to support xDSL-technology, to a cable network upgraded for Internet traffic, or to other broadband technologies.

<http://epp.eurostat.ec.europa.eu/tgm/table.do?tab=table&init=1&language=en&pcode=tin00090&plugin=1>

**Unemployment rate:**

Data from the 1<sup>st</sup> of December 2012, except for Switzerland (2010<sup>54</sup>).

The unemployment rate represents unemployed persons as a percentage of the labour force based on International Labour Office (ILO) definition. The labour force is the total number of people employed and unemployed. Unemployed persons comprise persons aged 15 to 74 who:

- Are without work during the reference week;
- Are available to start work within the next two weeks;
- And have been actively seeking work in the past four weeks or had already found a job to start within the next three months.

<sup>52</sup> Federal Statistical Office, *Omnibus 2010 Survey: Internet in households in Switzerland*, 2010

<sup>53</sup> OECD, *ICT database and Eurostat, Community Survey on ICT usage in enterprises*, November 2011

<sup>54</sup> Federal statistical Office, *SWISS UNEMPLOYMENT RATE AT 2.9% IN OCTOBER*, 11 July 2011, retrieved from: <http://www.tradingeconomics.com/articles/11072011133554.htm>

<http://epp.eurostat.ec.europa.eu/tgm/table.do?tab=table&language=en&pcode=teilm020&tableSelection=1&plugin=1>

**Companies:**

Data from the 1<sup>st</sup> of January 2009, except for Croatia (2008<sup>55</sup>), Denmark (2010<sup>56</sup>), Iceland (2008<sup>57</sup>), Malta (2010<sup>58</sup>), Norway (2009<sup>59</sup>), Switzerland (2008<sup>60</sup>) and Turkey (2008<sup>61</sup>).

Total number of enterprises (micro, small, medium-sized, large).

[http://epp.eurostat.ec.europa.eu/statistics\\_explained/index.php/File:Enterprise\\_size\\_class\\_analysis\\_of\\_non-financial\\_business\\_economy\\_by\\_country\\_2009.PNG](http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/File:Enterprise_size_class_analysis_of_non-financial_business_economy_by_country_2009.PNG)

**Start-ups:**

Data from the 1<sup>st</sup> of January 2009, except for Denmark (2005<sup>62</sup>), Greece (2007<sup>63</sup>), Iceland (2005<sup>64</sup>), Malta (2005<sup>65</sup>) and Switzerland (2008<sup>66</sup>).

Business demography produces information such as birth rates, death rates, survival rates, and their employment shares. These main

derived indicators are expressed as ratios of total active enterprises or enterprises born in the reference period. Presented data refer to the business economy, covering sections B to N (excluding activities of holding companies – K64.2) according to NACE Rev. 2.

<http://epp.eurostat.ec.europa.eu/tgm/table.do?tab=table&init=1&language=en&pcode=tin00142&plugin=0>

**Students:**

Data from the 1<sup>st</sup> of January 2010, except for Finland, France, Hungary, Ireland, Latvia, Lithuania, Slovakia, Slovenia, Spain, Sweden, Switzerland (1<sup>st</sup> of January 2011).

This table includes the total number of persons who are enrolled in tertiary education (including university and non-university studies) in the regular education system in each country. It corresponds to the target population for policy in higher education. It provides an indication of the number of persons who had access to tertiary education and are expected to complete their studies, contributing to an increase of the educational attainment level of the population in the country in case they continue to live and work in the country at the end of their studies.

<http://epp.eurostat.ec.europa.eu/tgm/table.do?tab=table&init=1&language=en&pcode=tps00062&plugin=1>

<sup>55</sup> DG Enterprise and Industry, *SBA Fact Sheet Croatia 2010/2011*, European Commission, Brussels, 2011

<sup>56</sup> DG Enterprise and Industry, *SBA Fact Sheet Denmark 2010/2011*, European Commission, Brussels, 2011

<sup>57</sup> DG Enterprise and Industry, *SBA Fact Sheet Iceland 2010/2011*, European Commission, Brussels, 2011

<sup>58</sup> DG Enterprise and Industry, *SBA Fact Sheet Malta 2010/2011*, European Commission, Brussels, 2011

<sup>59</sup> DG Enterprise and Industry, *SBA Fact Sheet Norway 2010/2011*, European Commission, Brussels, 2011

<sup>60</sup> OECD, *OECD iLibrary Statistics Database*, retrieved from: <http://www.oecd-ilibrary.org/statistics>

<sup>61</sup> DG Enterprise and Industry, *SBA Fact Sheet Turkey 2010/2011*, European Commission, Brussels, 2011

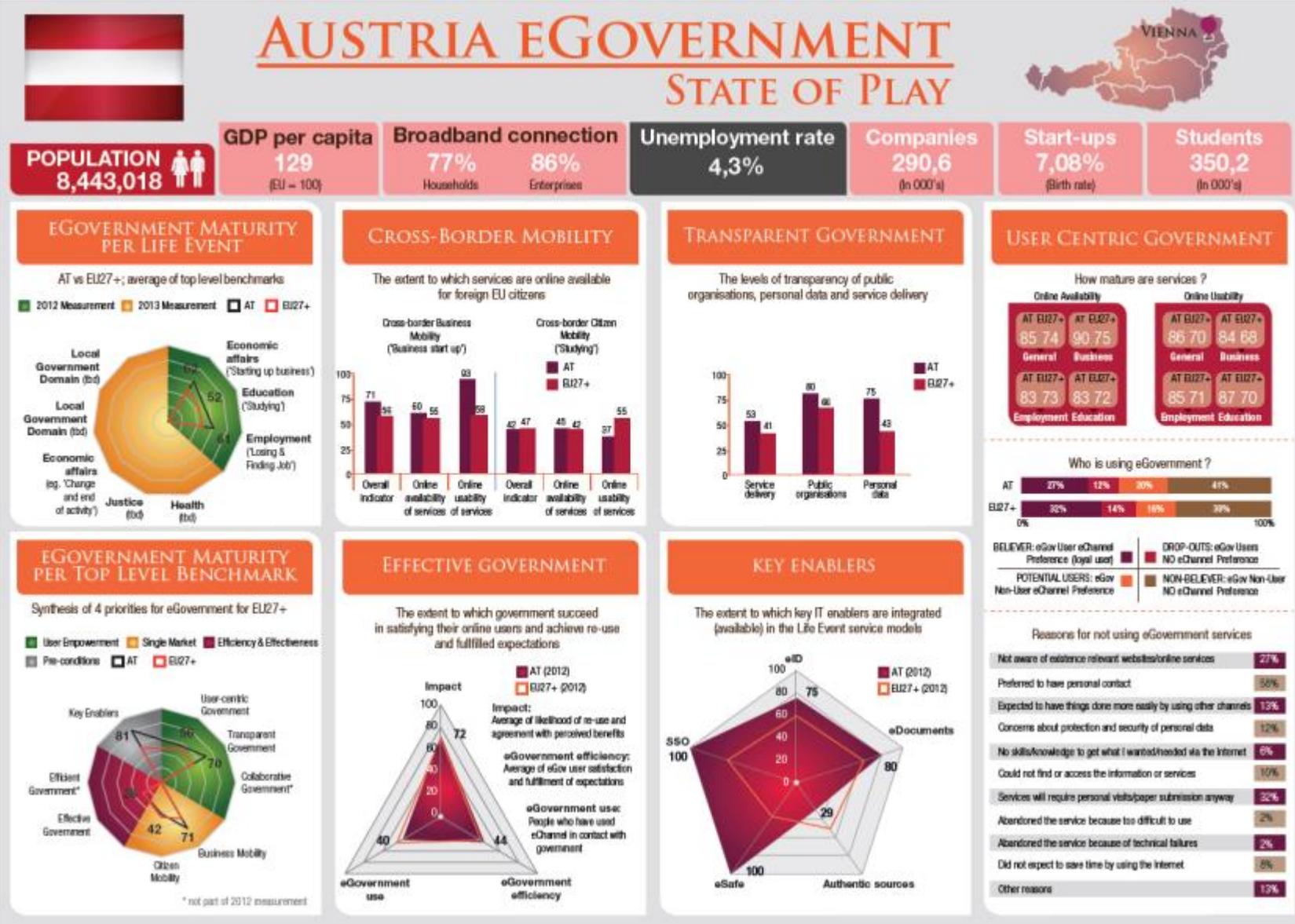
<sup>62</sup> World Bank, *Entrepreneurship Database WBGES08, 2008*

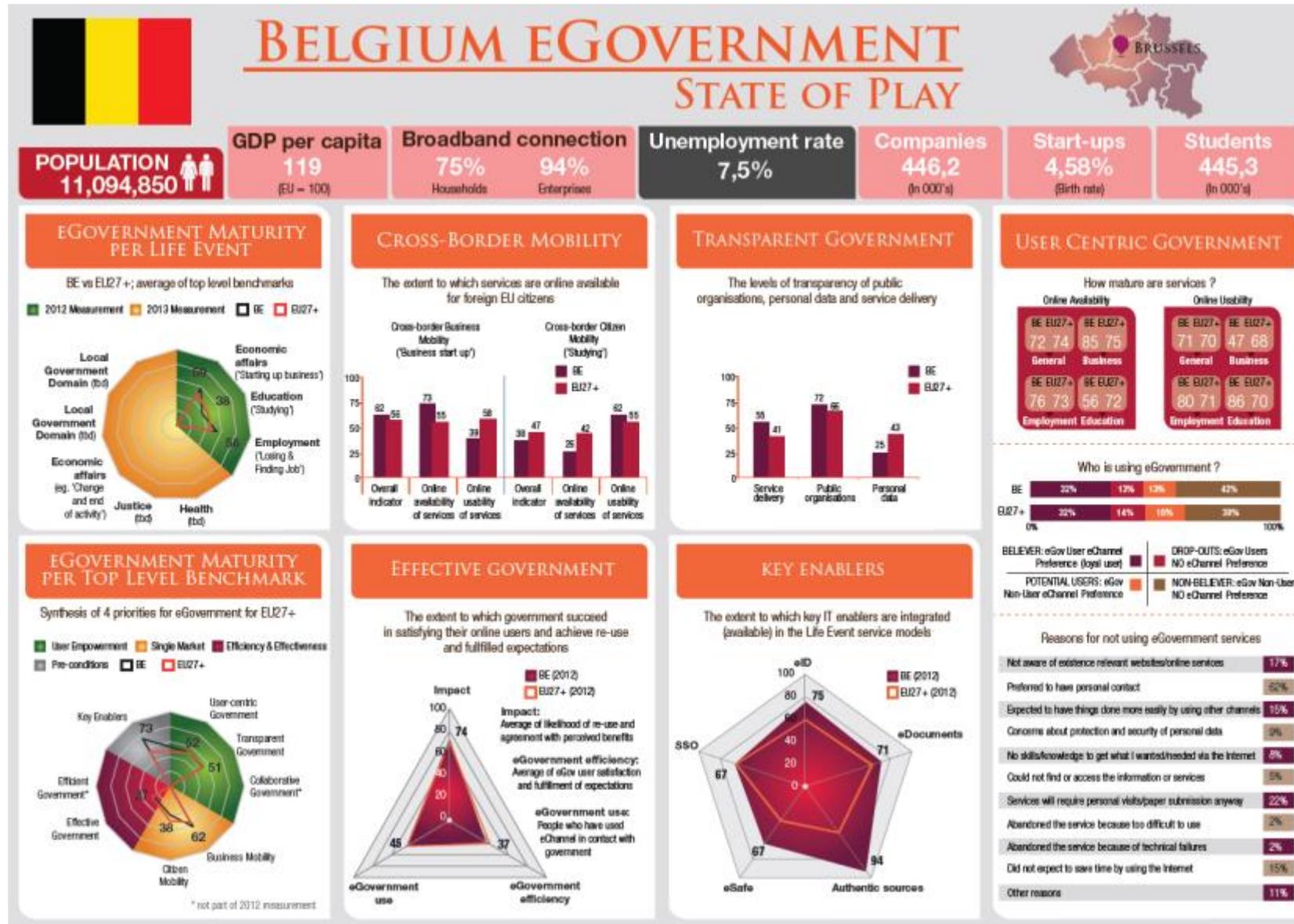
<sup>63</sup> World Bank, *Entrepreneurship Database WBGES08, 2008*

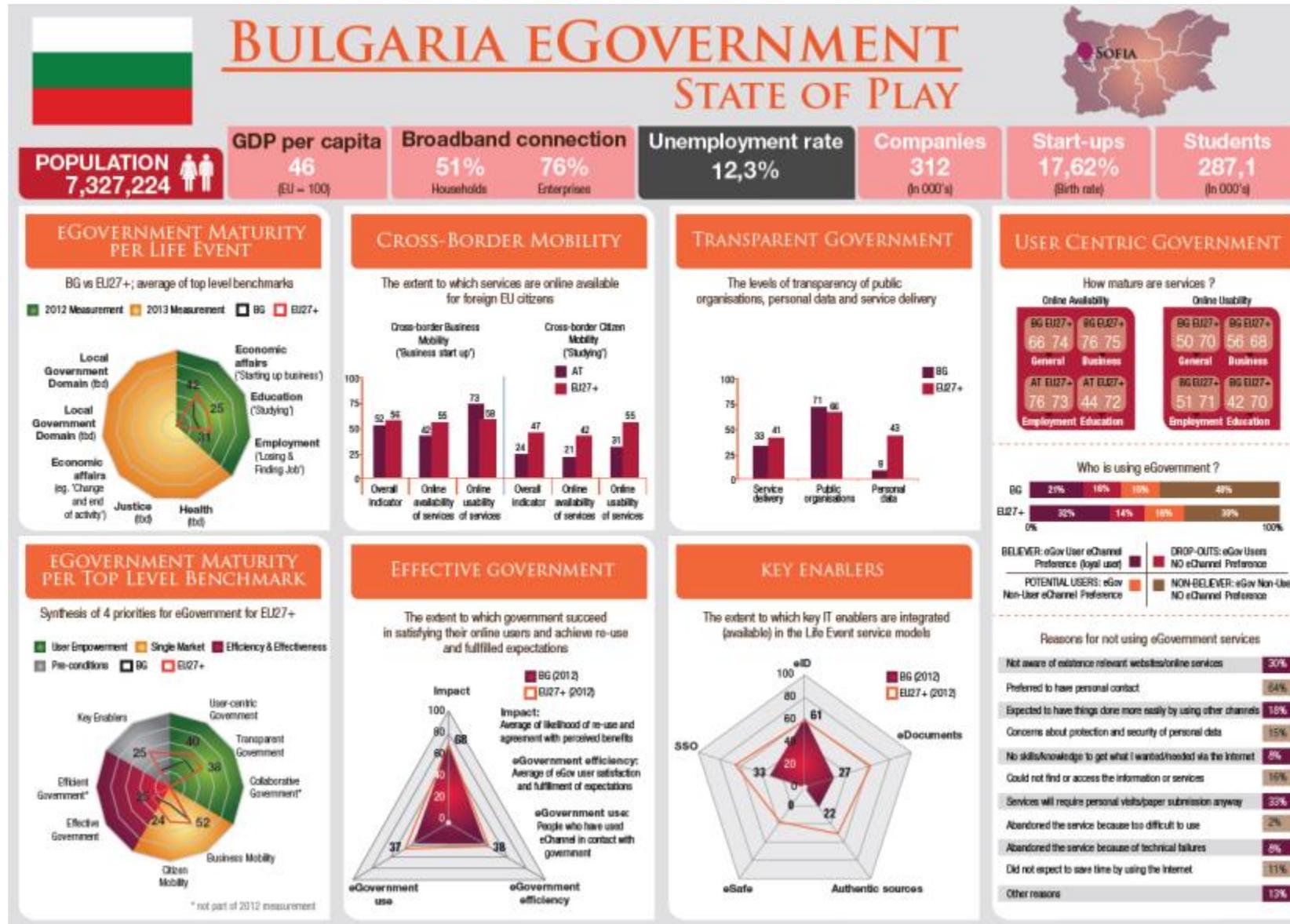
<sup>64</sup> CBR, Oxford Economics, *Building Economic Competitiveness – Lessons from Small Peripheral European States*, at request of the United Kingdom Department for Trade, Enterprise and Investment, London, March 2011

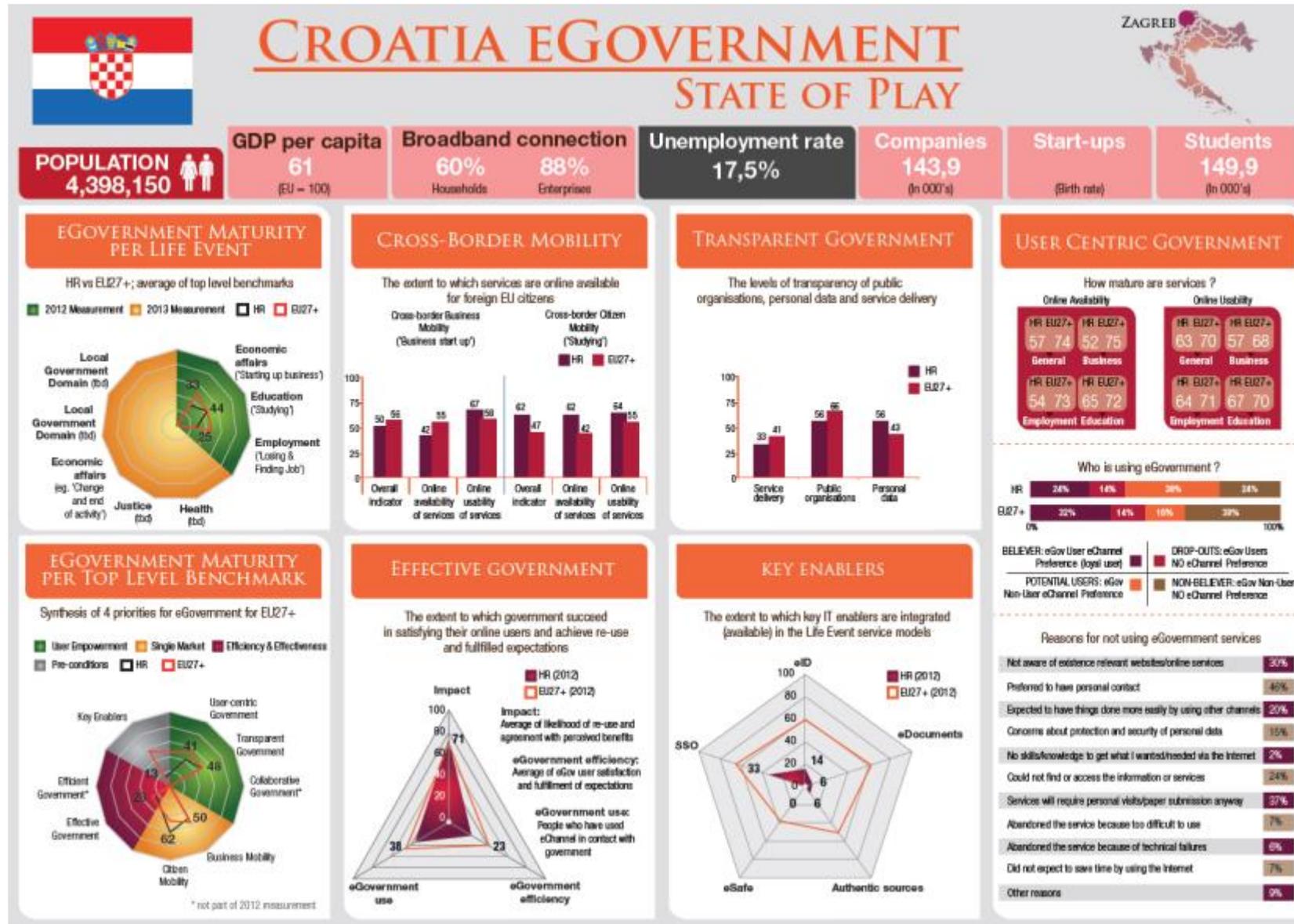
<sup>65</sup> Eurostat, *Statistics in focus 70/2009*, European Commission, Brussels, 2009

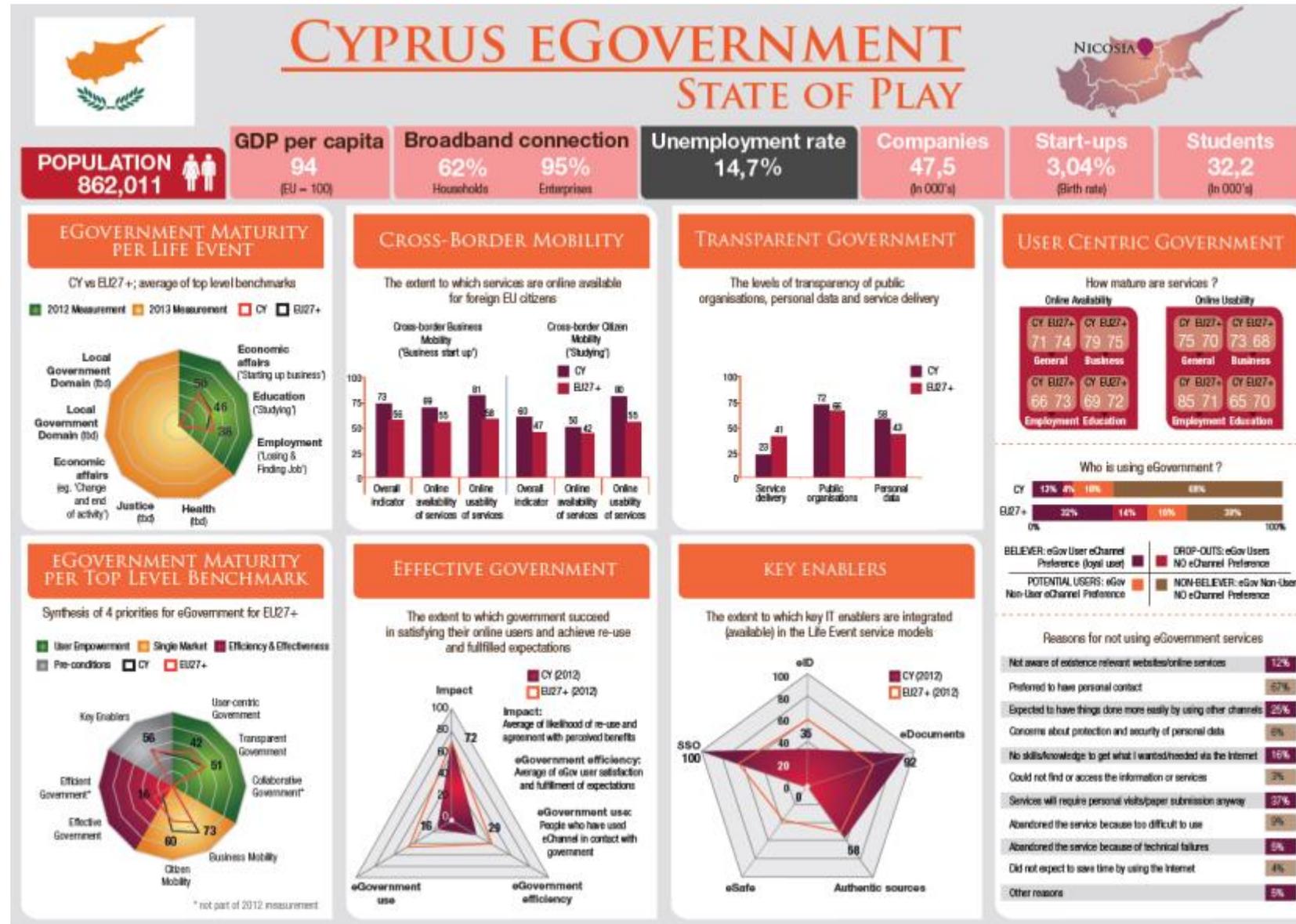
<sup>66</sup> Switzerland Federal Statistical Office, *Statistical Data on Switzerland 2013*, 2013, retrieved from: [www.statistics.admin.ch](http://www.statistics.admin.ch)

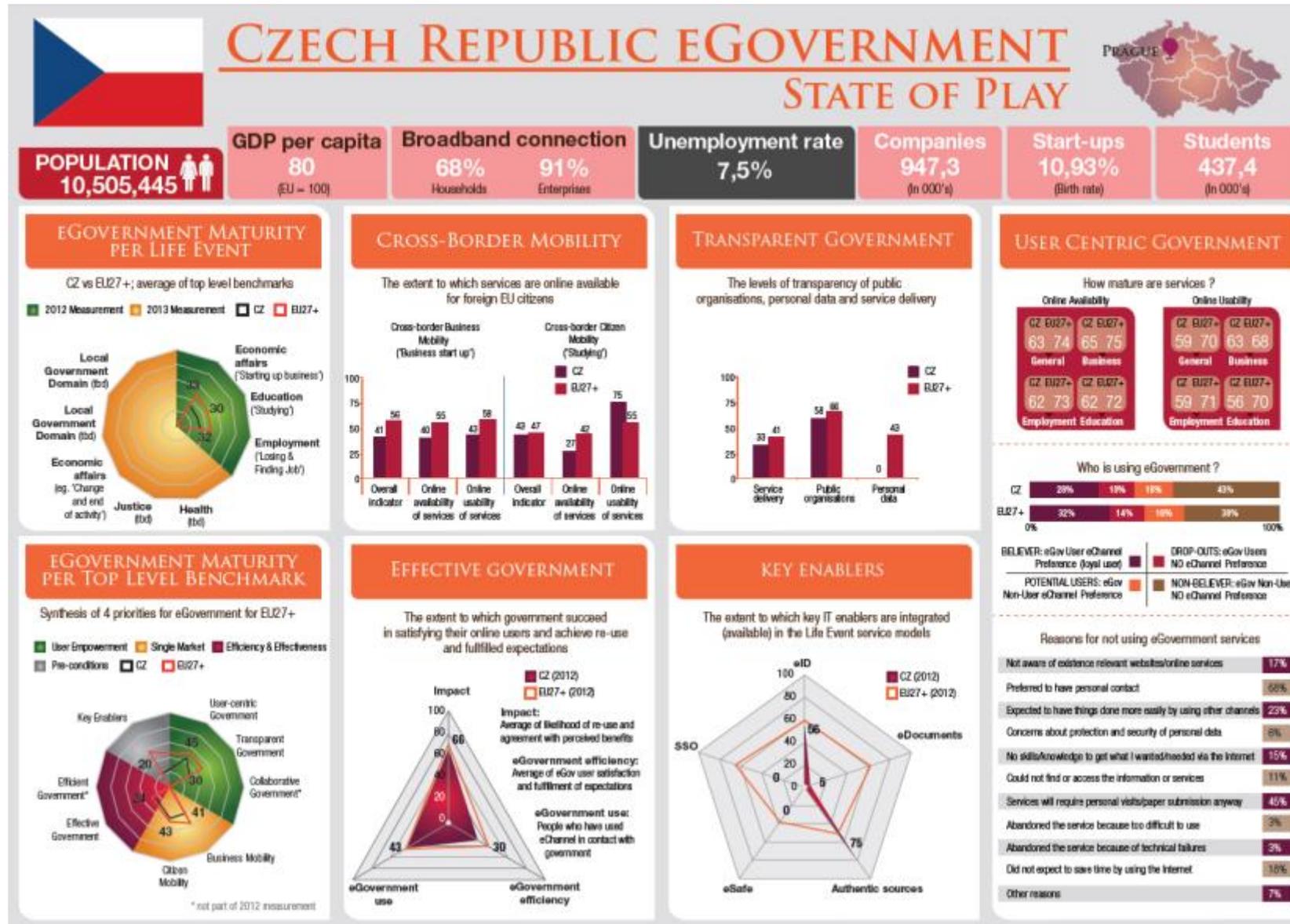


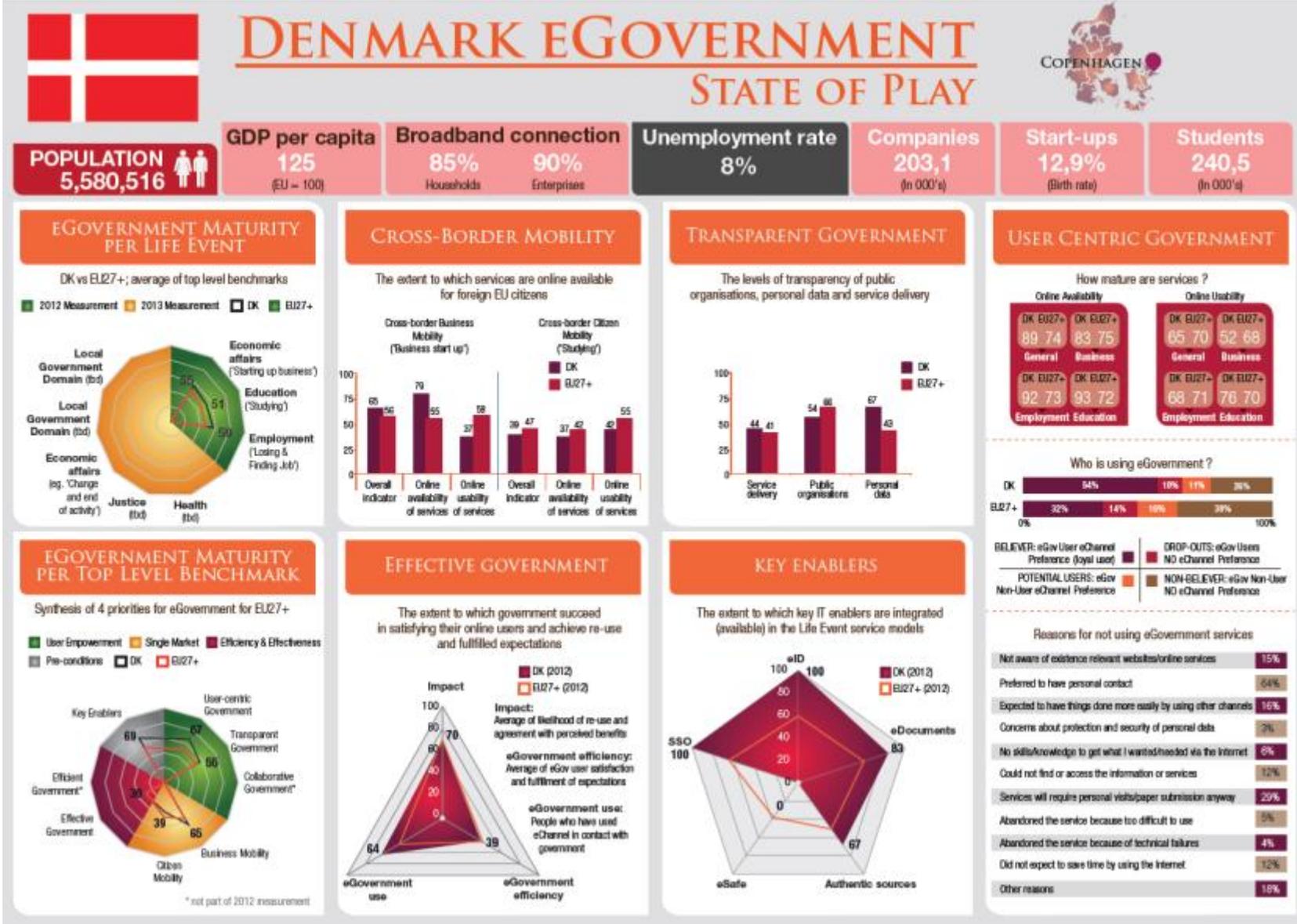


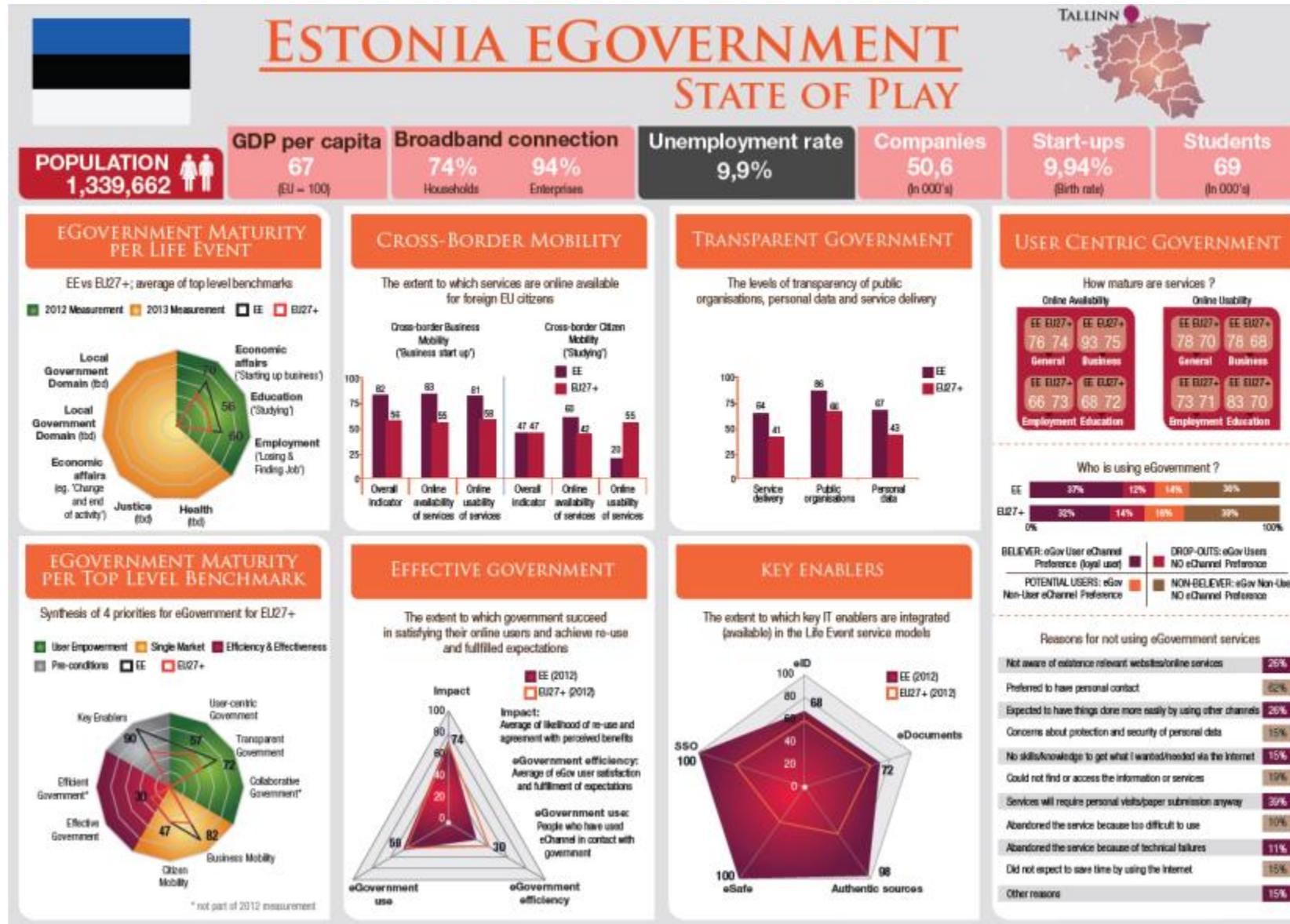


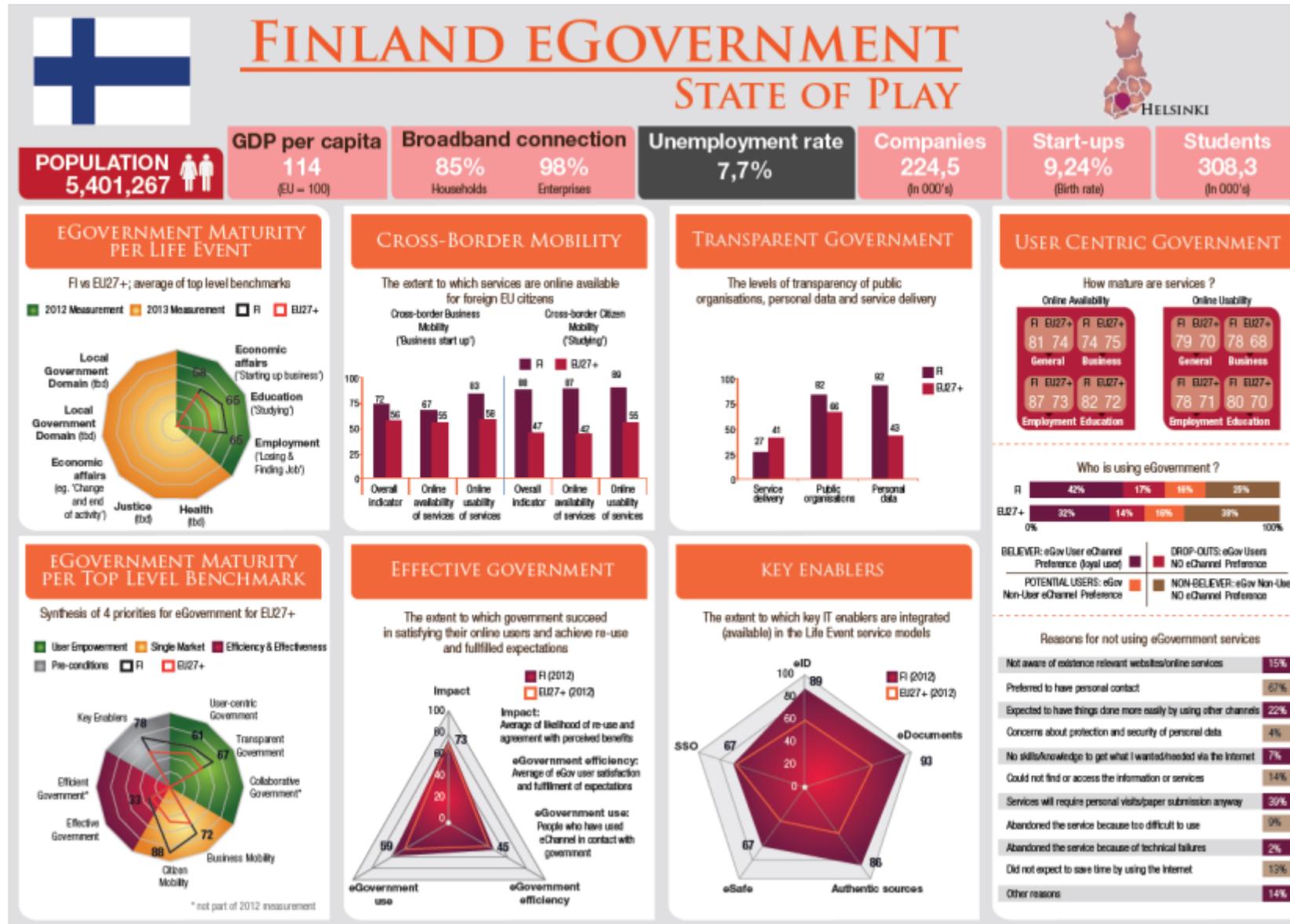


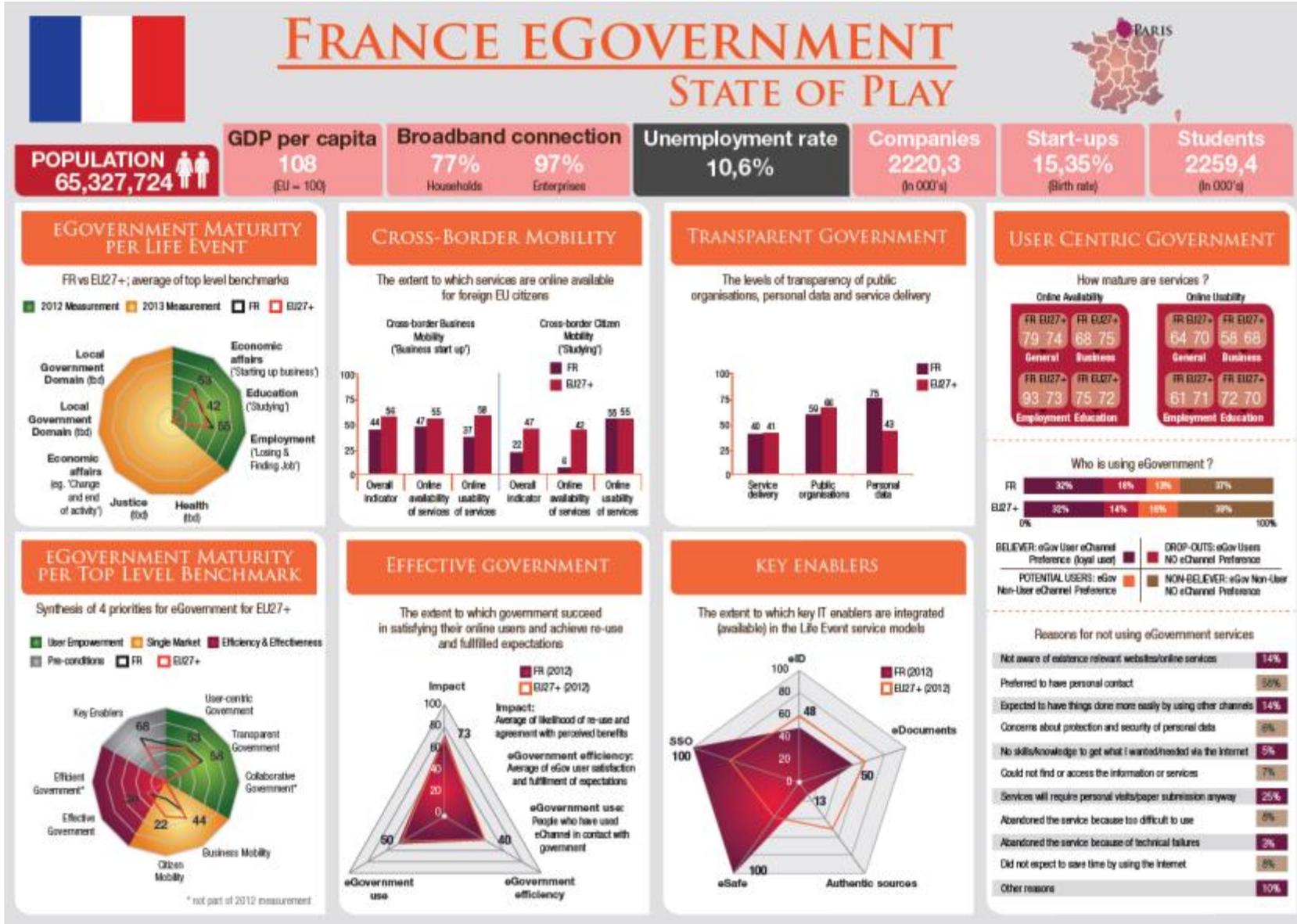


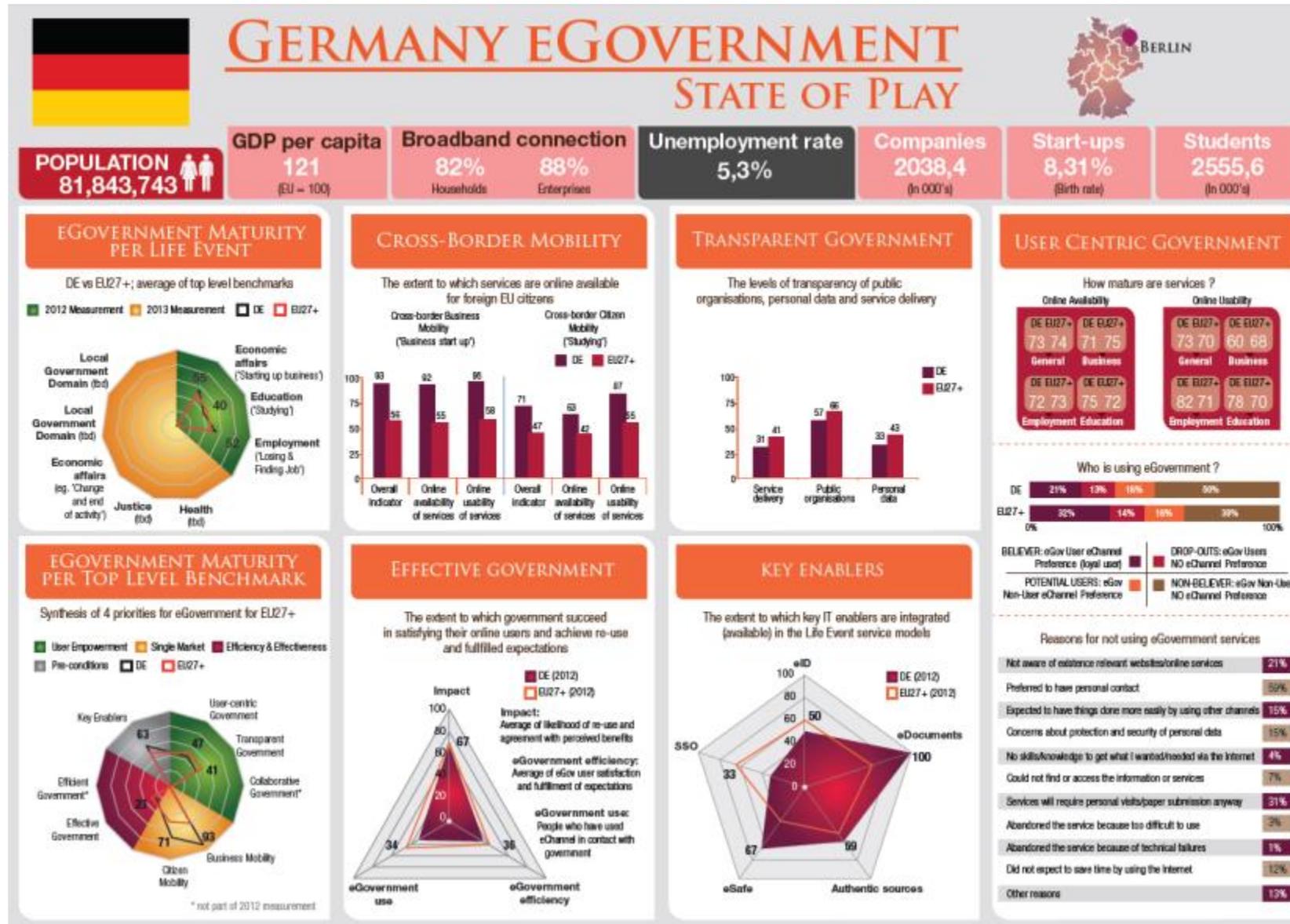


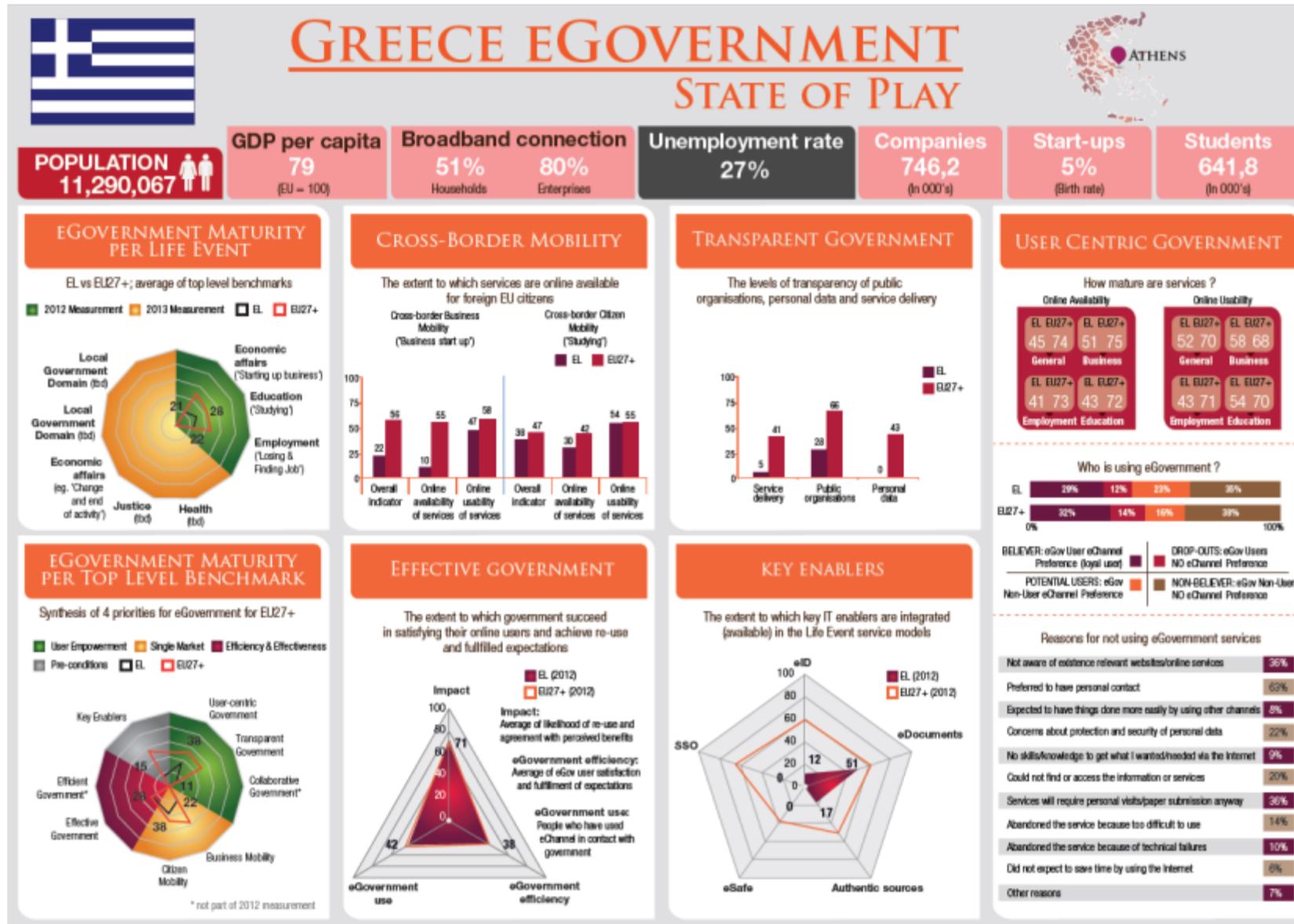


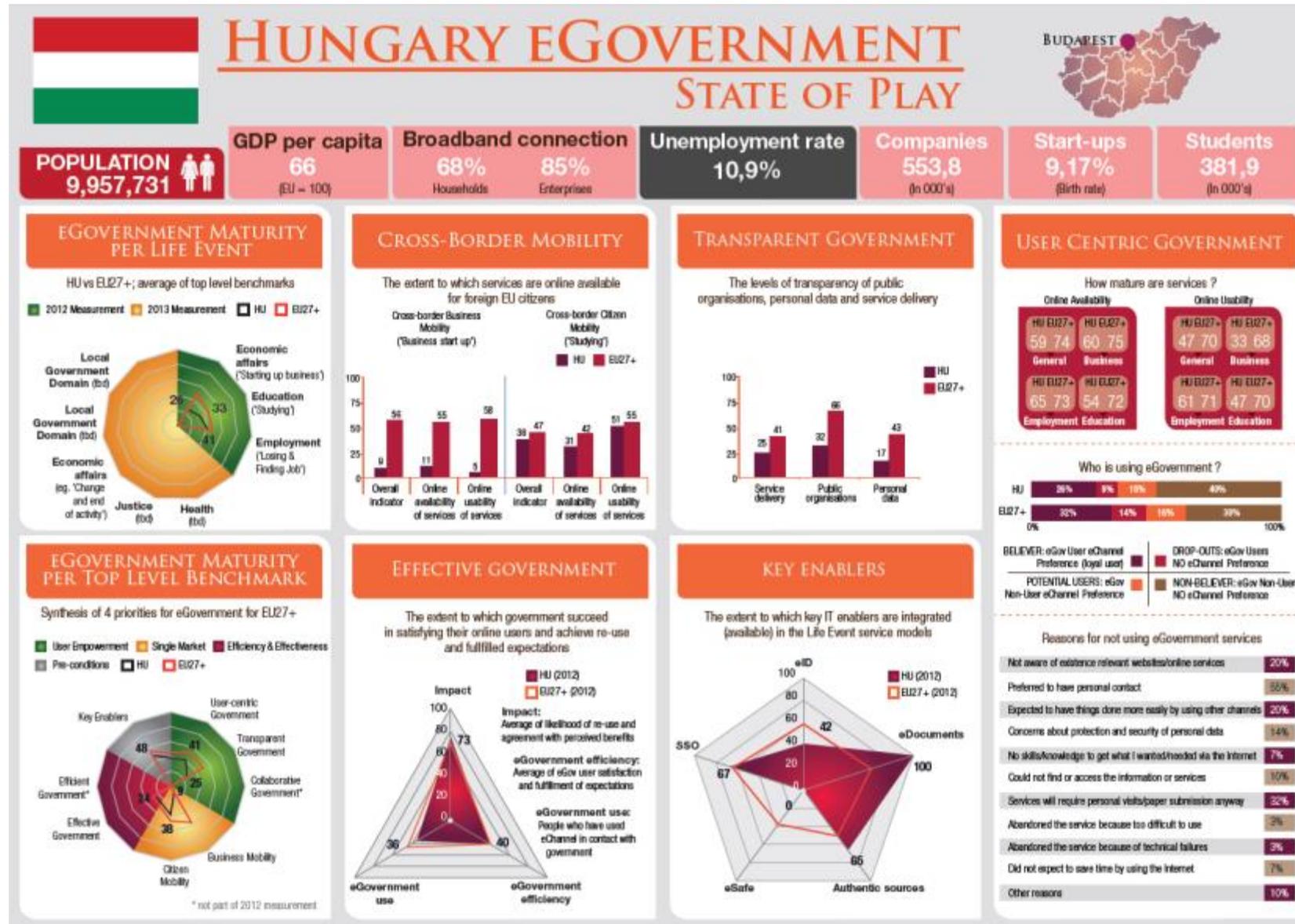


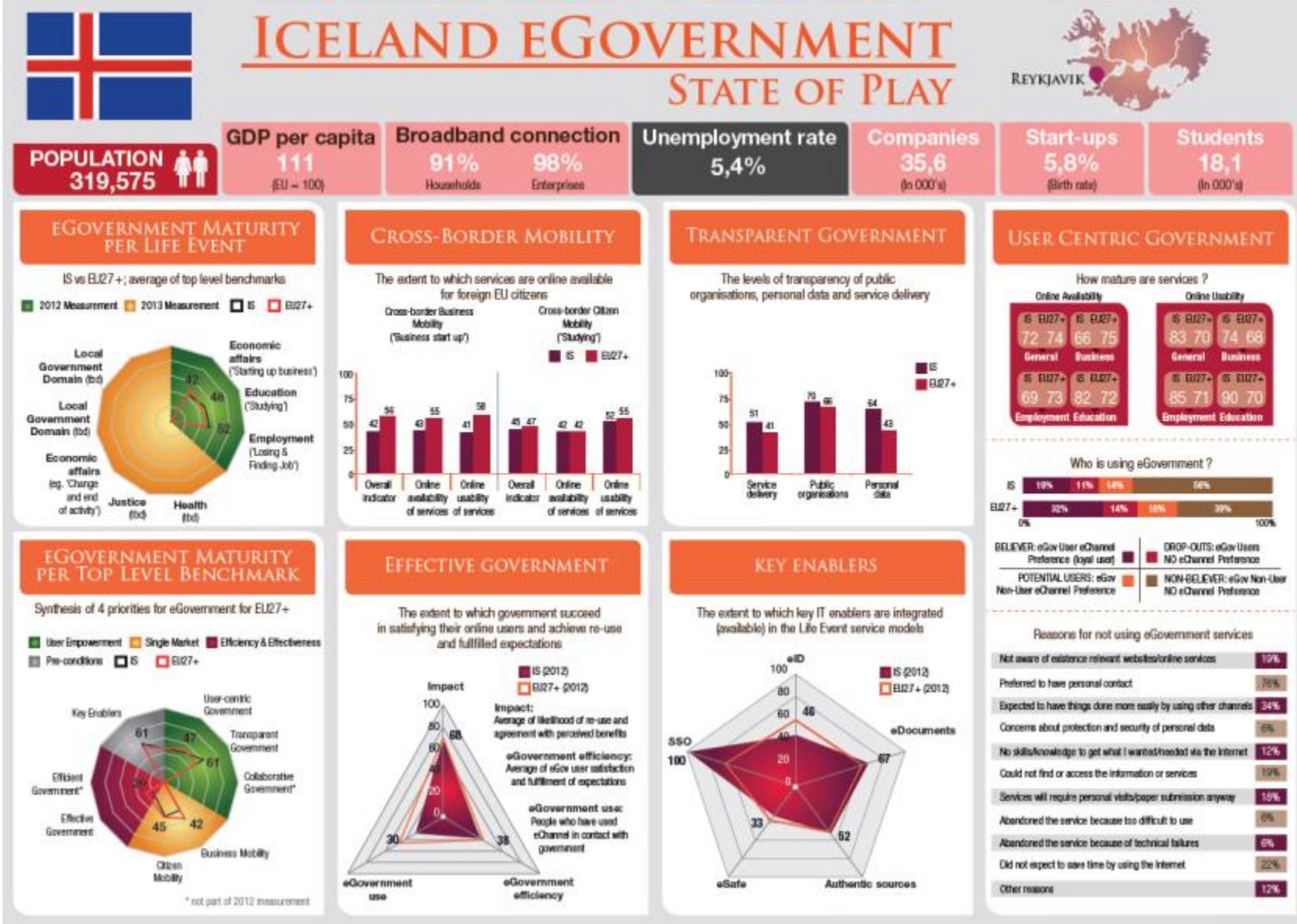


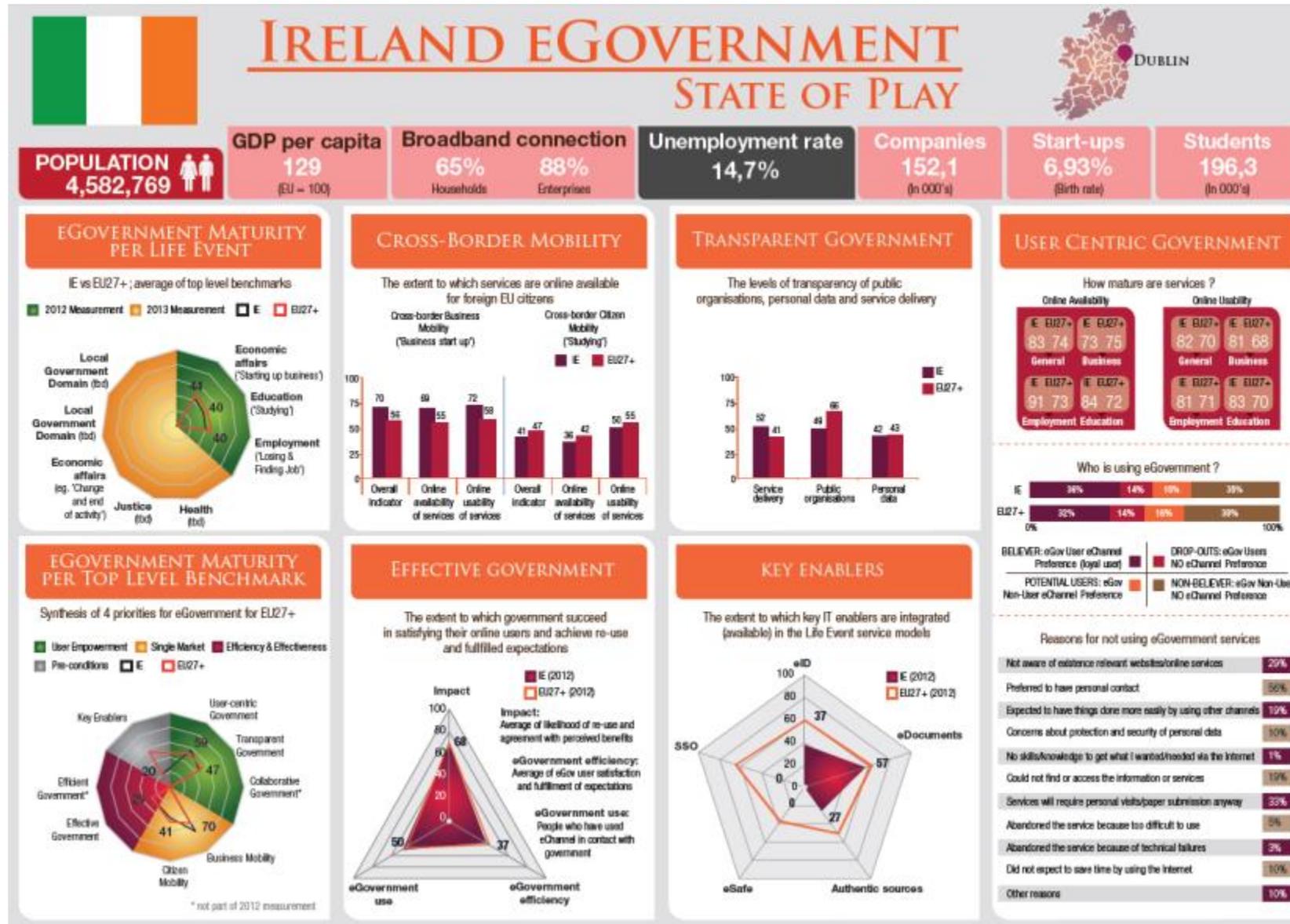


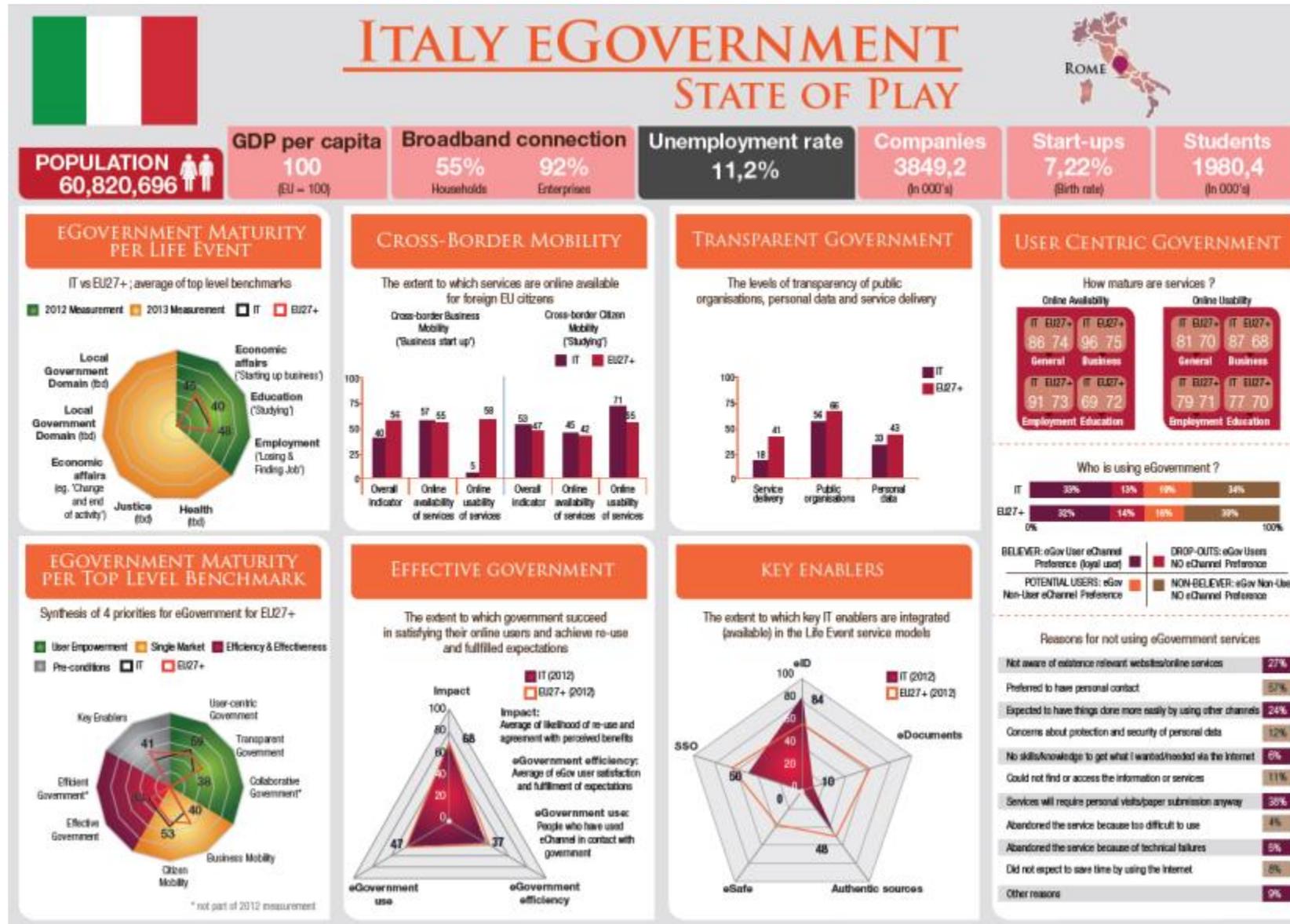


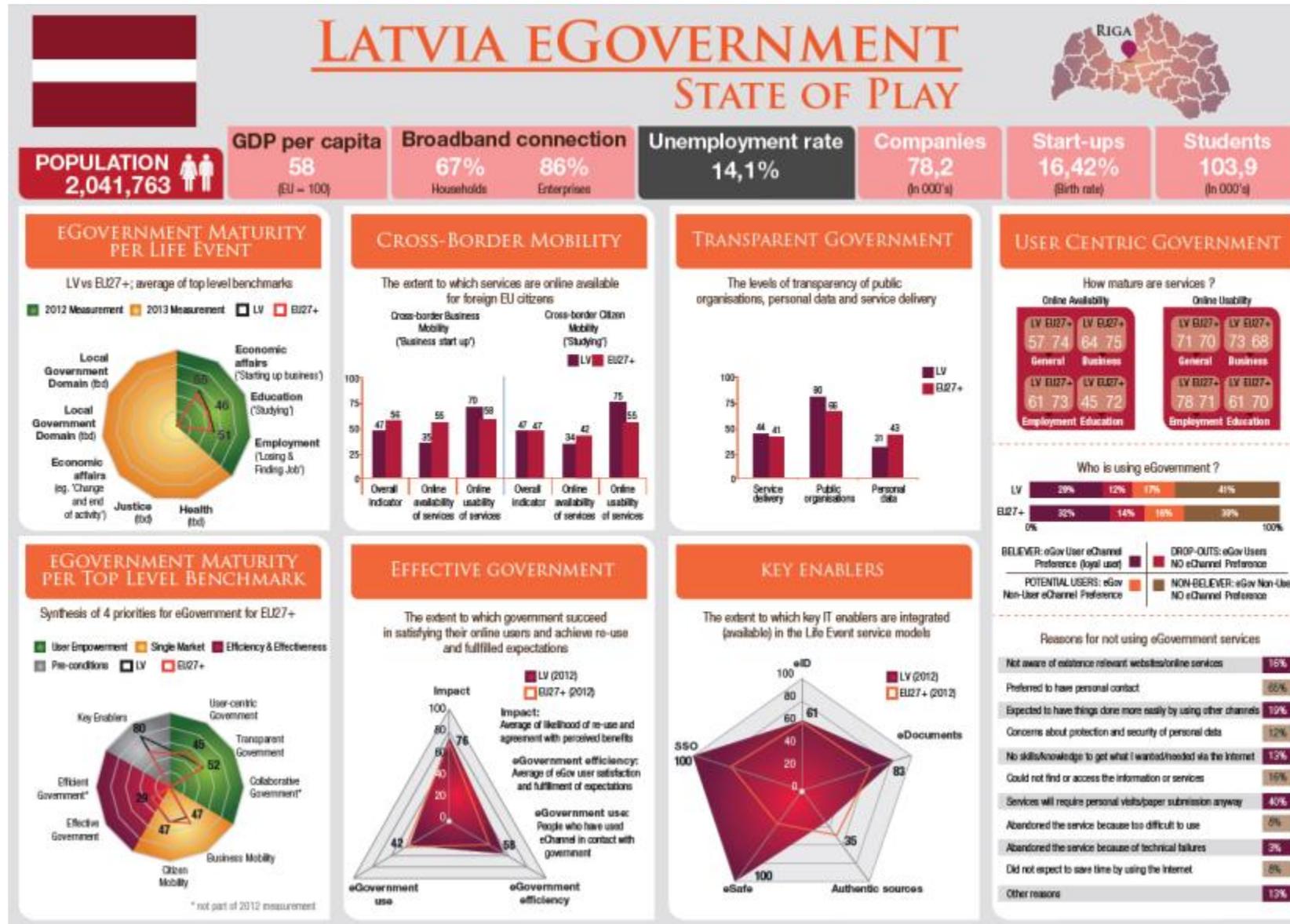


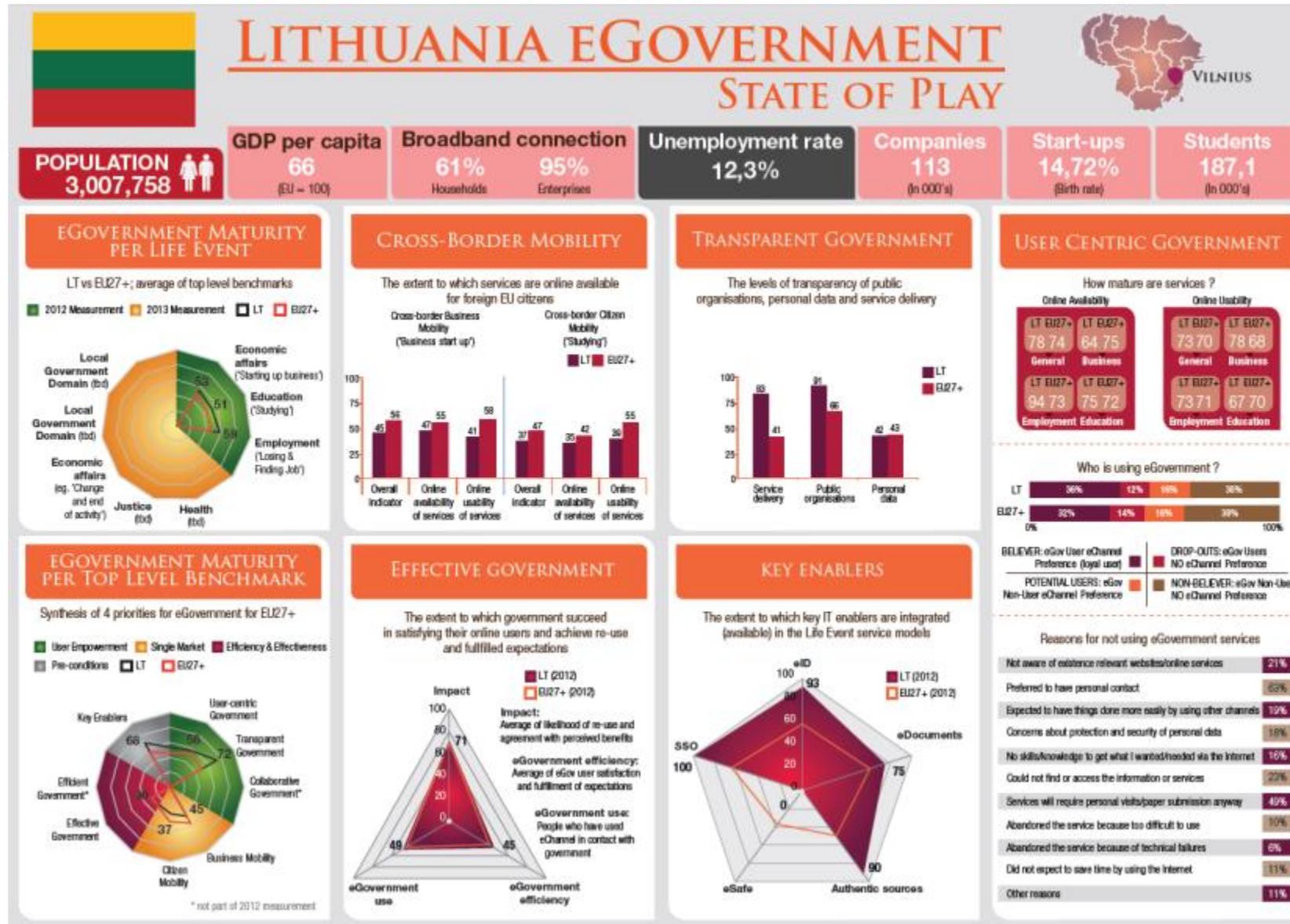


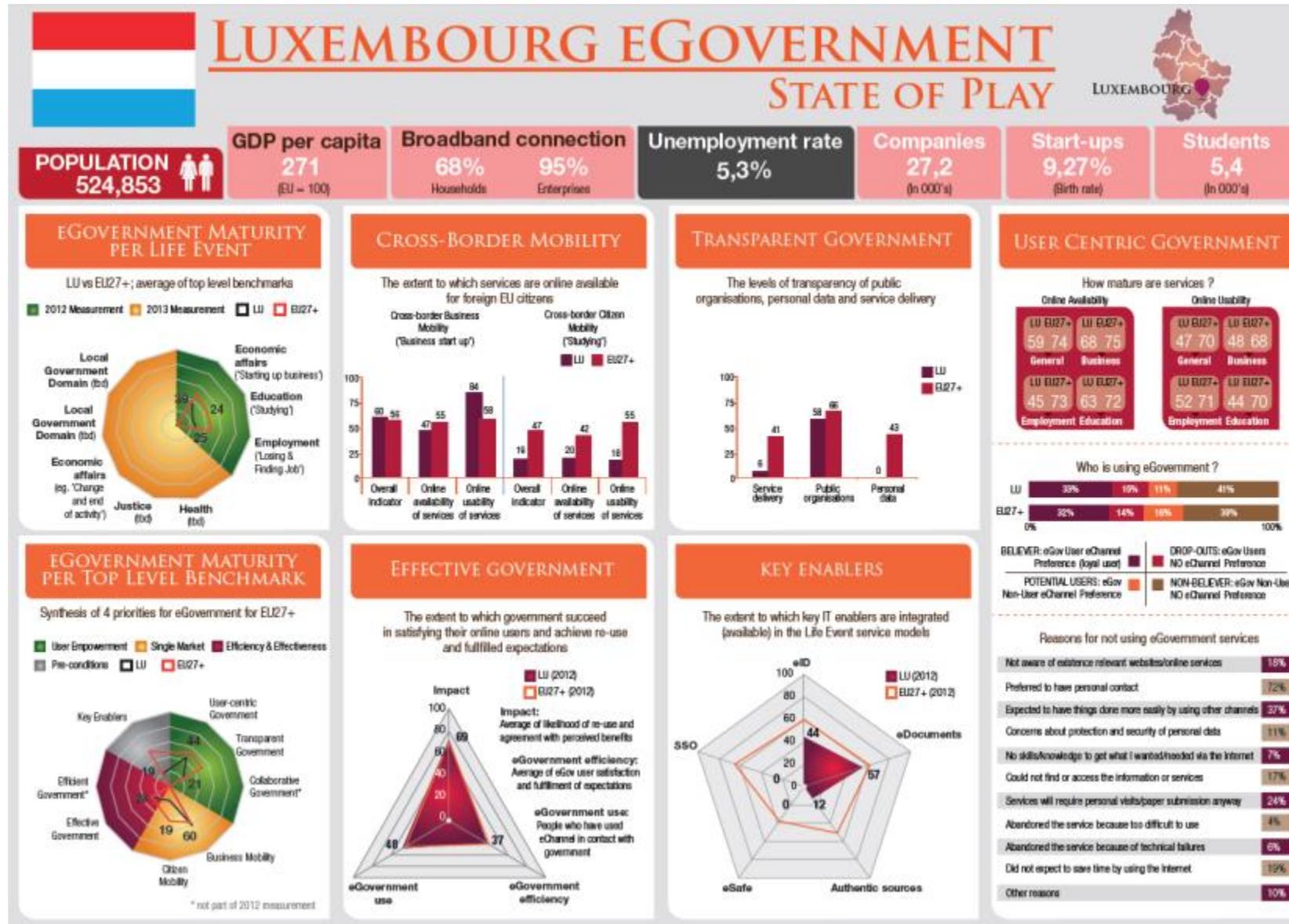


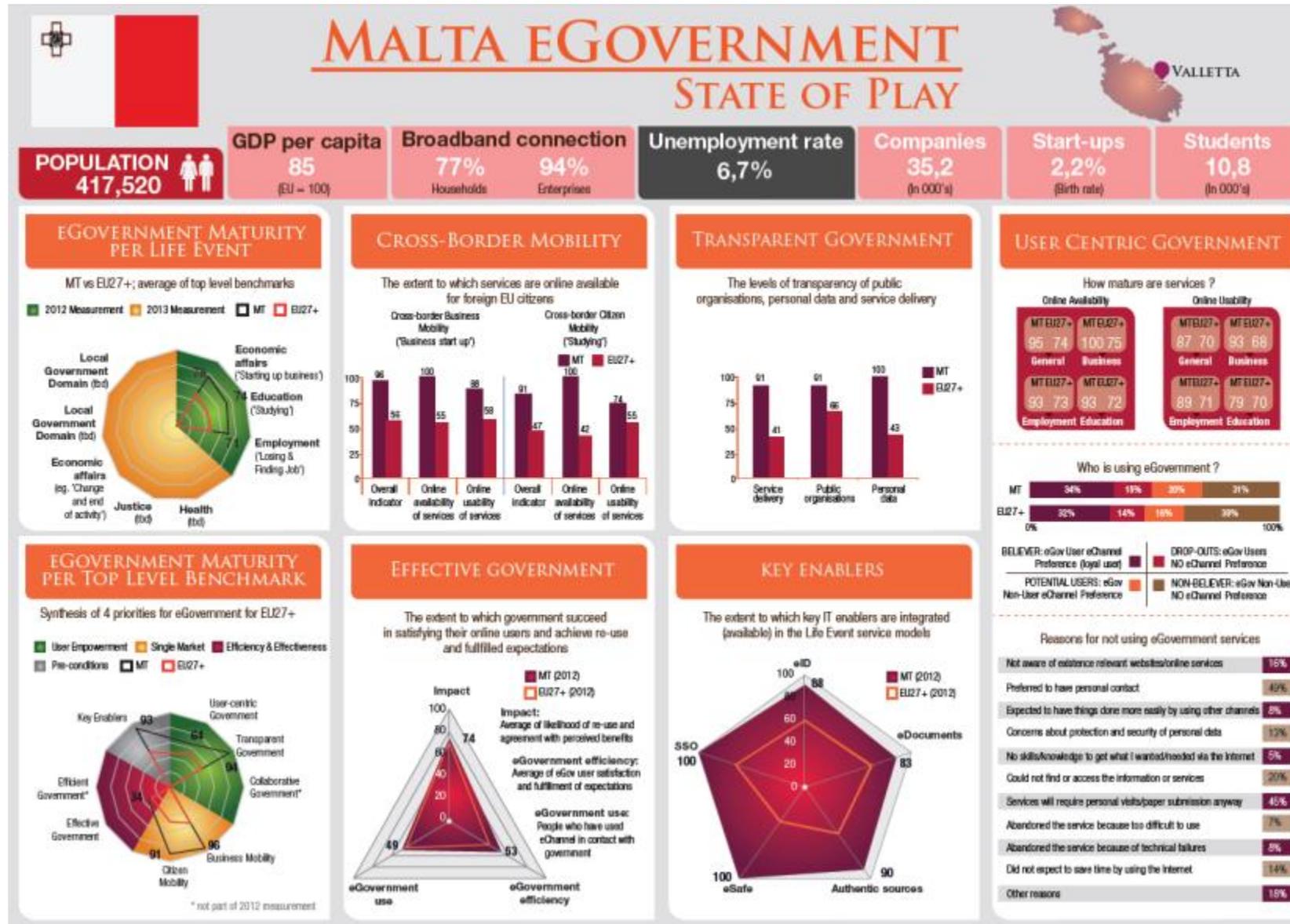


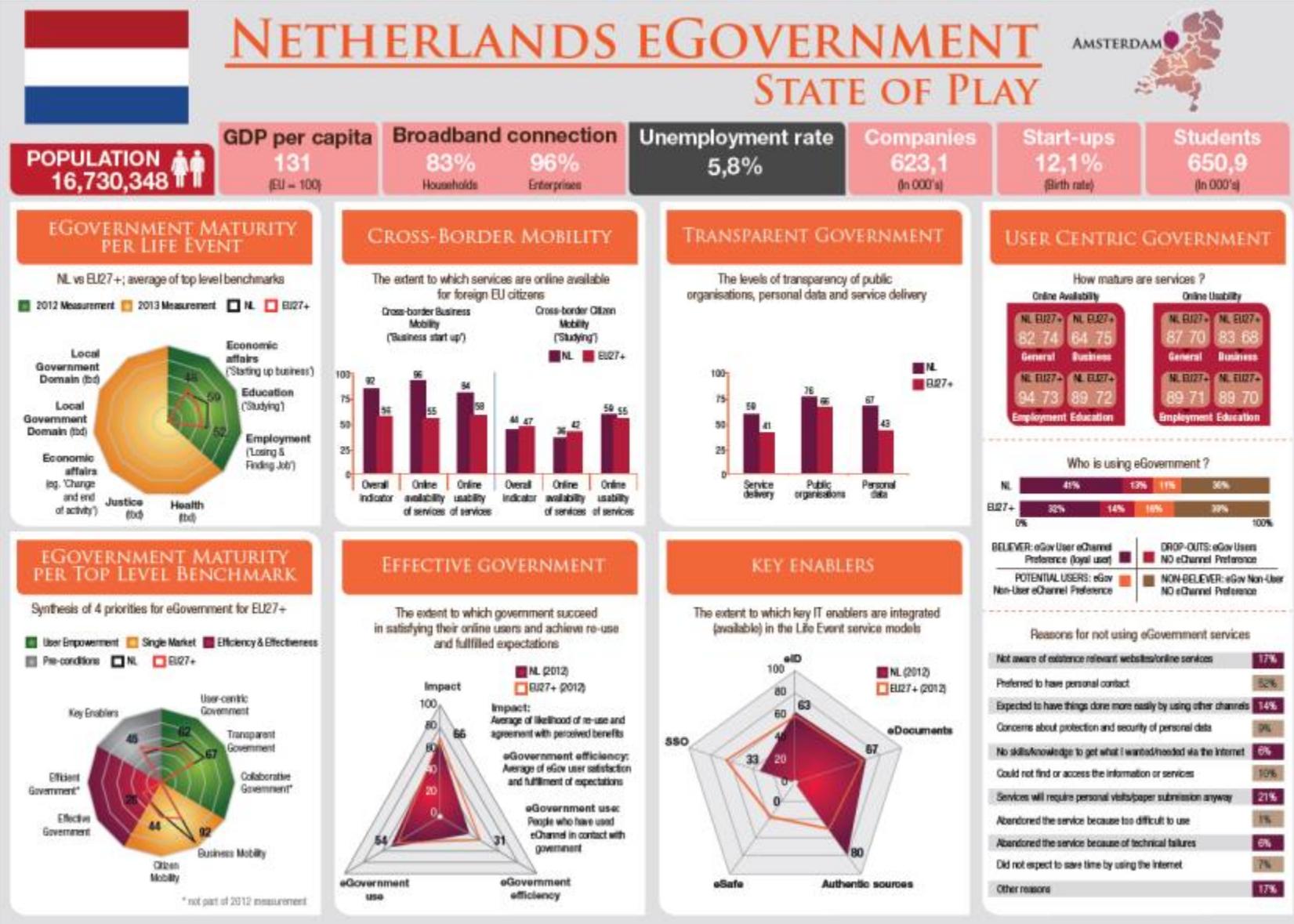














# NORWAY EGOVERNMENT STATE OF PLAY



**POPULATION**  
4,985,870

**GDP per capita**  
186 (EU = 100)

**Broadband connection**  
86% Households, 85% Enterprises

**Unemployment rate**  
3,5%

**Companies**  
267,5 (In 000's)

**Start-ups**  
8,68% (Birth rate)

**Students**  
224,7 (In 000's)

### EGOVERNMENT MATURITY PER LIFE EVENT

NO vs EU27+; average of top level benchmarks

2012 Measurement 2013 Measurement NO EU27+

### CROSS-BORDER MOBILITY

The extent to which services are online available for foreign EU citizens

Cross-border Business Mobility (Business start up) Cross-border Citizen Mobility (Studying)

### TRANSPARENT GOVERNMENT

The levels of transparency of public organisations, personal data and service delivery

### USER CENTRIC GOVERNMENT

How mature are services?

Online Availability		Online Usability	
NO EU27+	NO EU27+	NO EU27+	NO EU27+
79	74	87	75
General		Business	
74	73	77	72
Employment Education		Employment Education	

Who is using eGovernment?

Category	NO	EU27+
BELIEVER: eGov User eChannel Preference (loyal user)	43%	13%
POTENTIAL USERS: eGov Non-User eChannel Preference	14%	16%
DROP-OUTS: eGov Users NO eChannel Preference	14%	39%
NON-BELIEVER: eGov Non-User NO eChannel Preference	30%	30%

Reasons for not using eGovernment services

Not aware of existence relevant websites/online services	18%
Preferred to have personal contact	66%
Expected to have things done more easily by using other channels	18%
Concerns about protection and security of personal data	5%
No skills/knowledge to get what I wanted/needed via the Internet	9%
Could not find or access the information or services	20%
Services will require personal visits/paper submission anyway	35%
Abandoned the service because too difficult to use	2%
Abandoned the service because of technical failures	2%
Did not expect to save time by using the Internet	12%
Other reasons	12%

### EGOVERNMENT MATURITY PER TOP LEVEL BENCHMARK

Synthesis of 4 priorities for eGovernment for EU27+

User Empowerment Single Market Efficiency & Effectiveness Pre-conditions NO EU27+

### EFFECTIVE GOVERNMENT

The extent to which government succeed in satisfying their online users and achieve re-use and fulfilled expectations

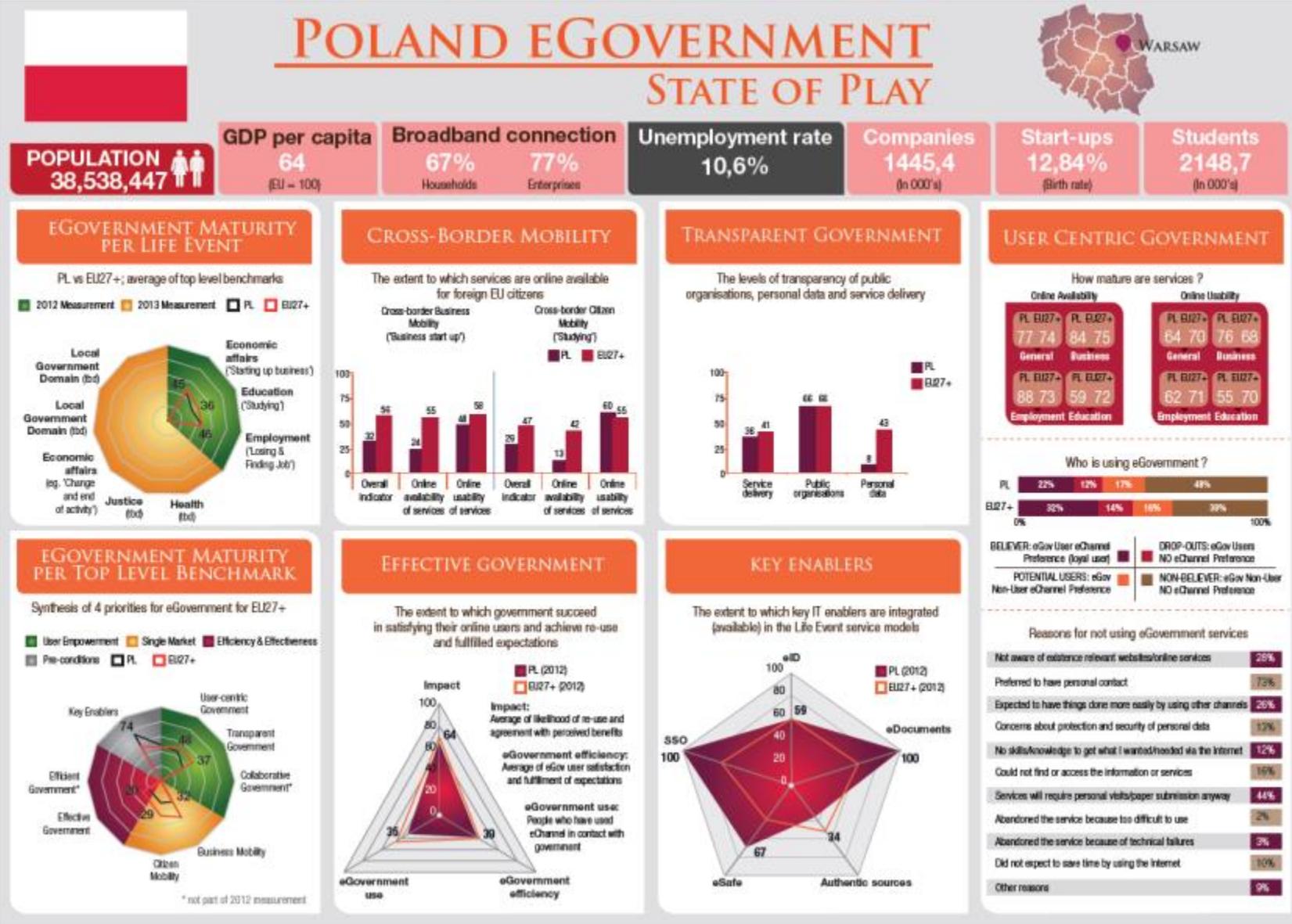
Impact: Average of likelihood of re-use and agreement with perceived benefits

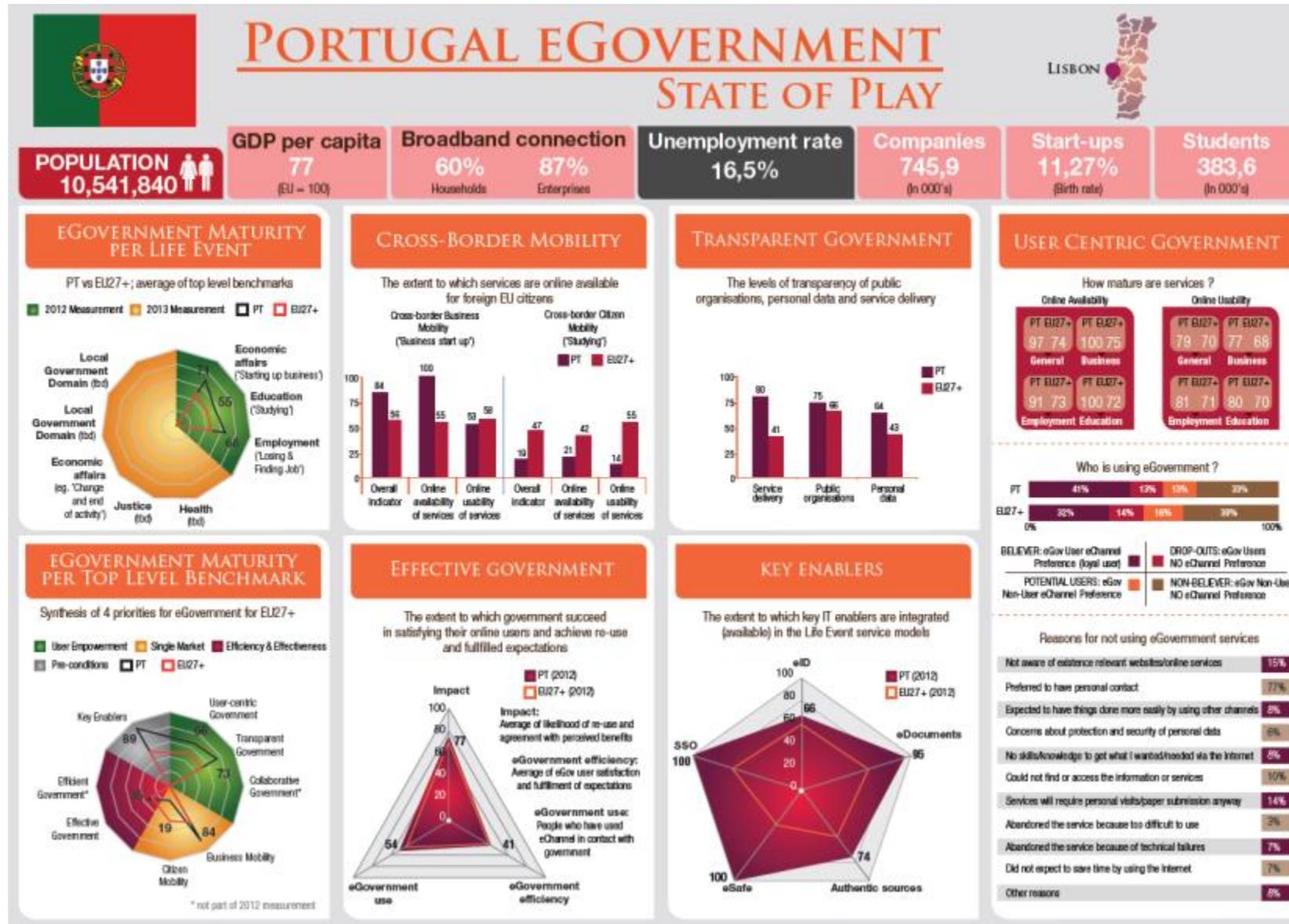
eGovernment efficiency: Average of eGov user satisfaction and fulfillment of expectations

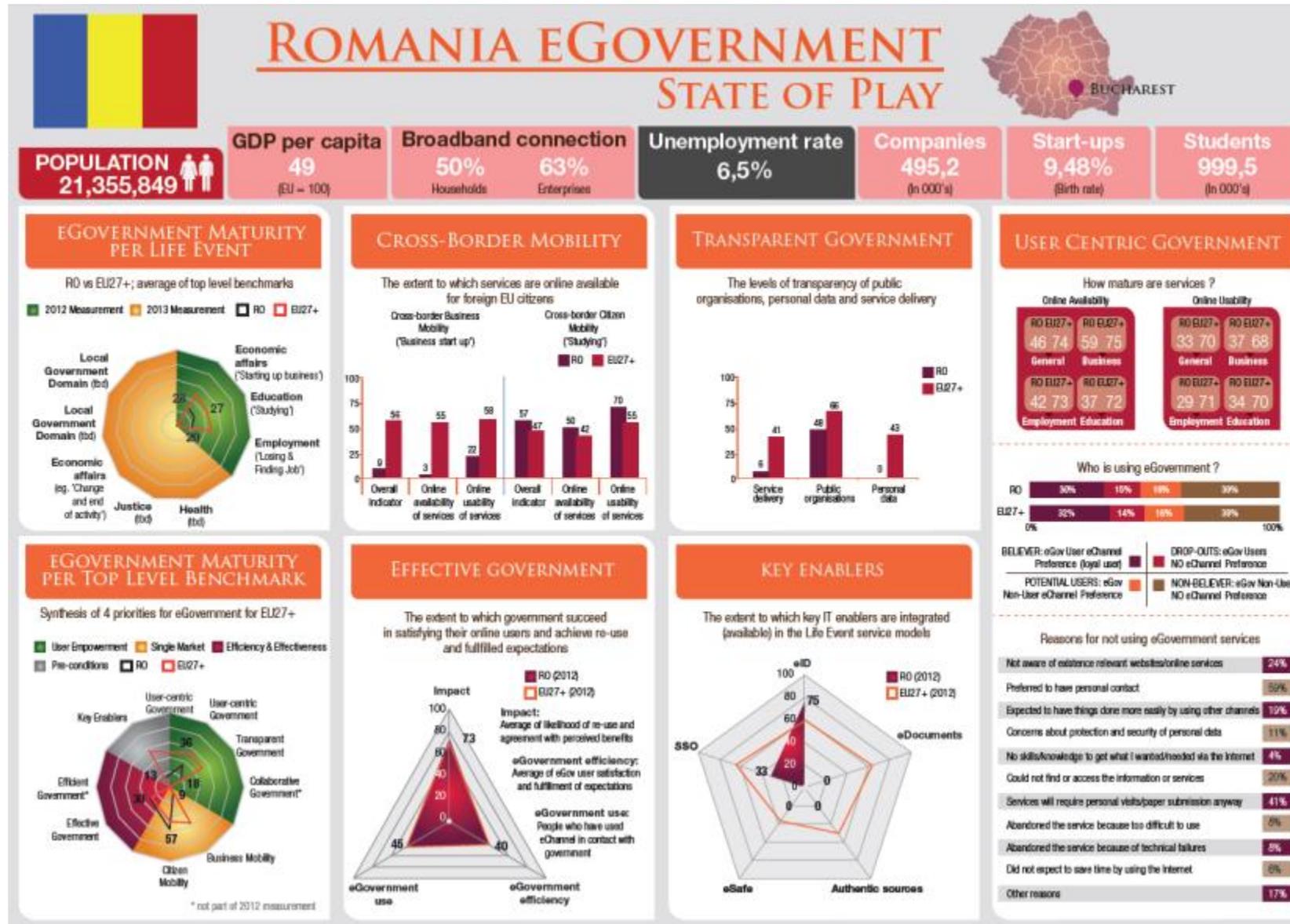
eGovernment use: People who have used eChannel in contact with government

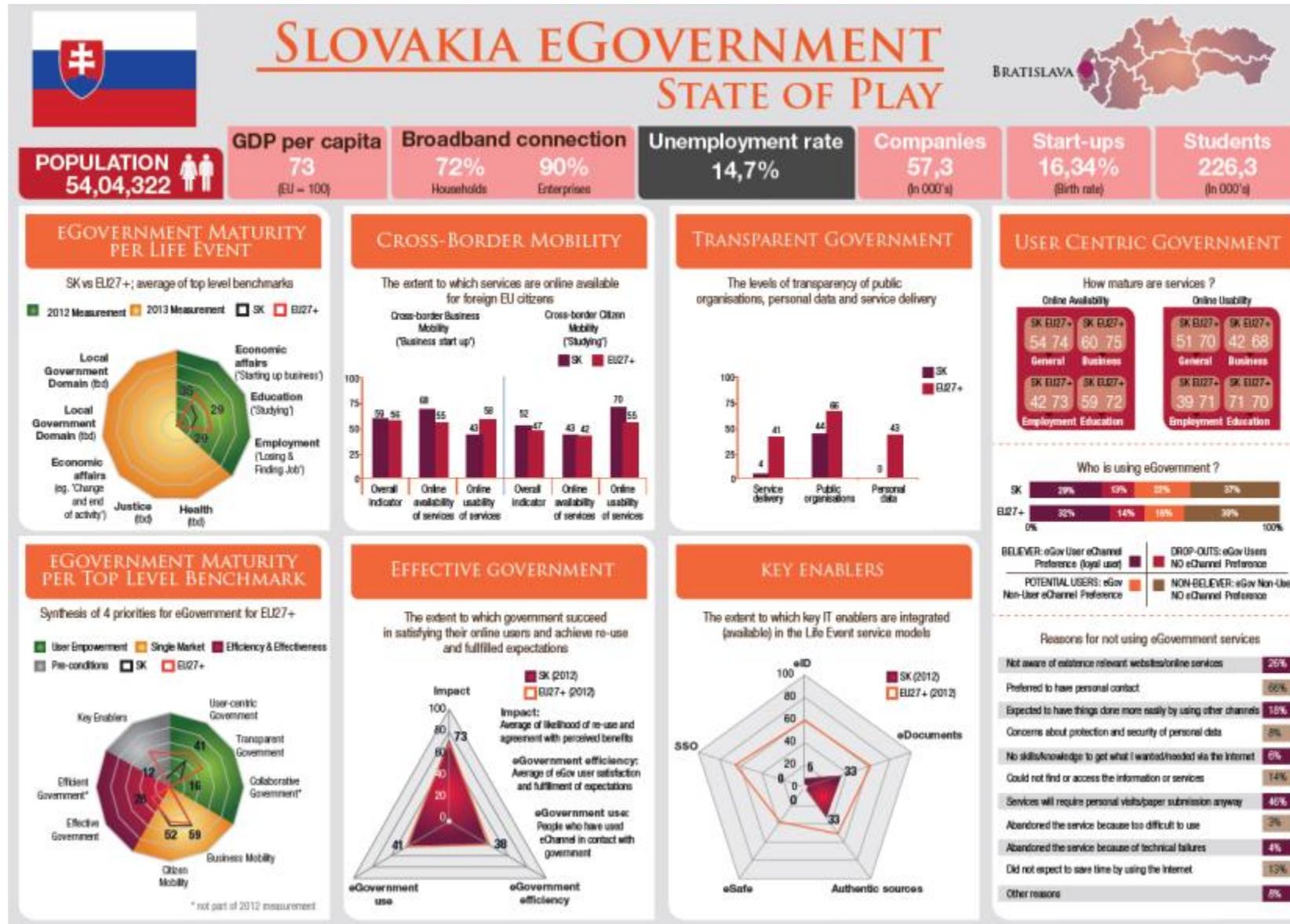
### KEY ENABLERS

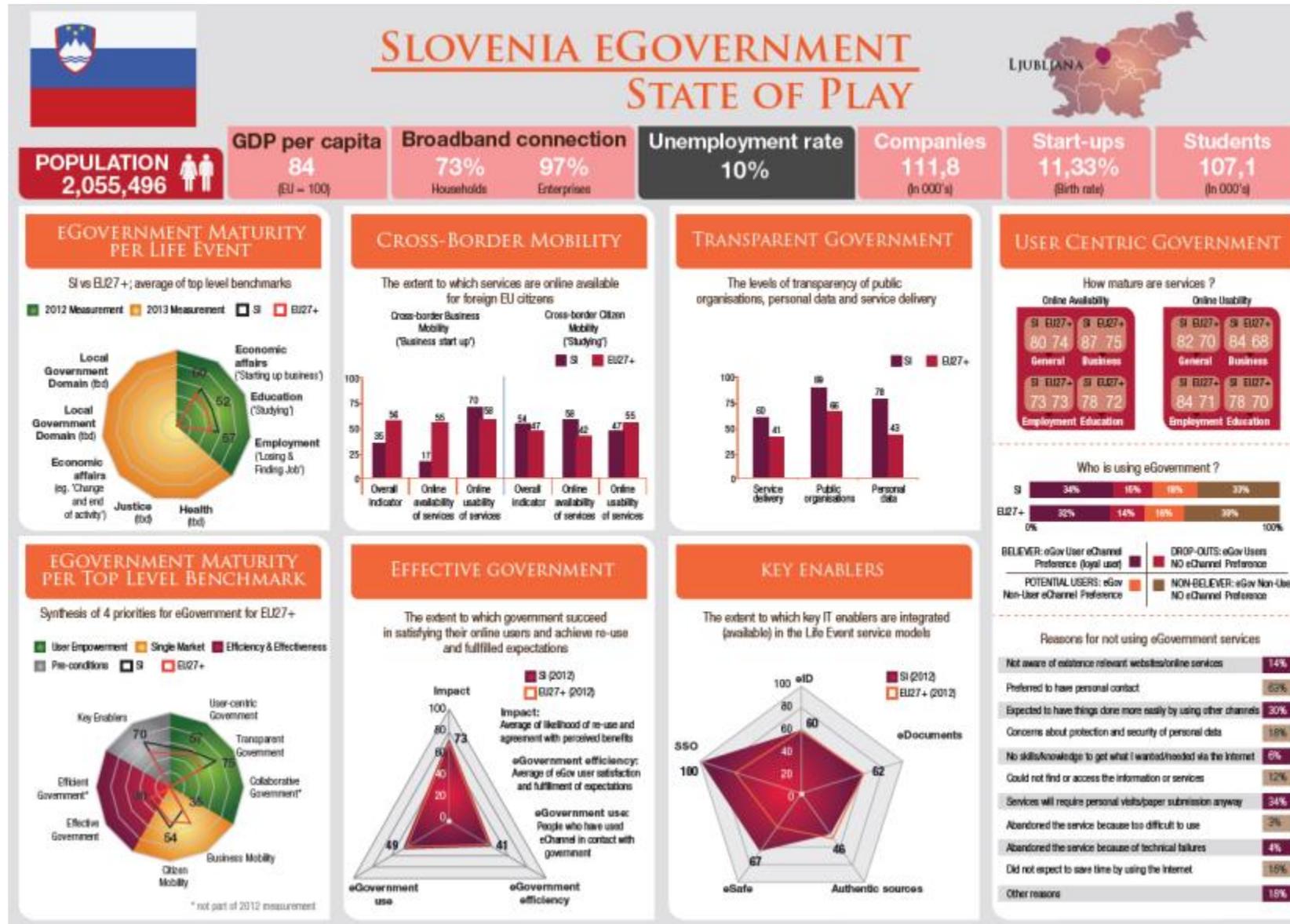
The extent to which key IT enablers are integrated (available) in the Life Event service models

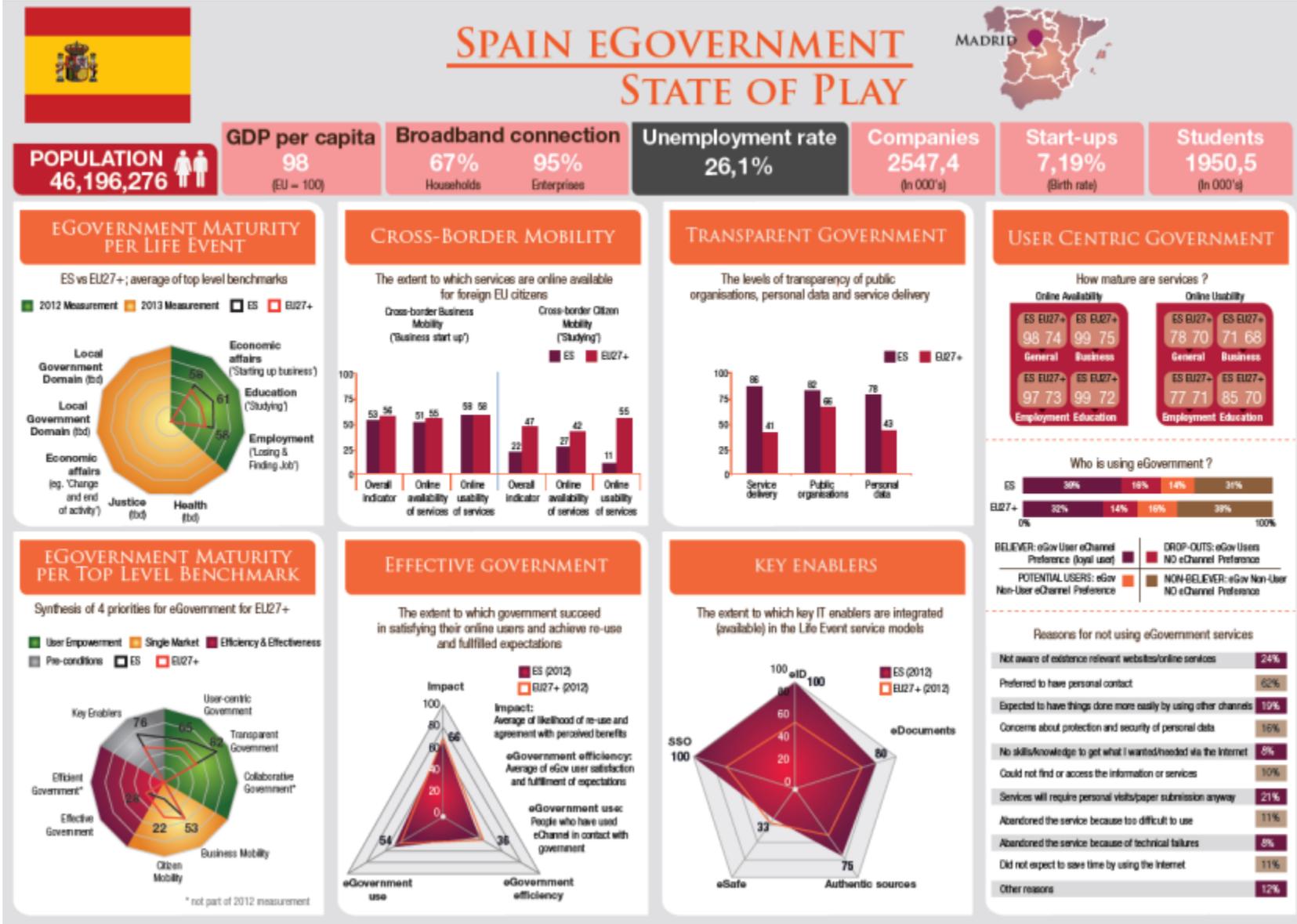


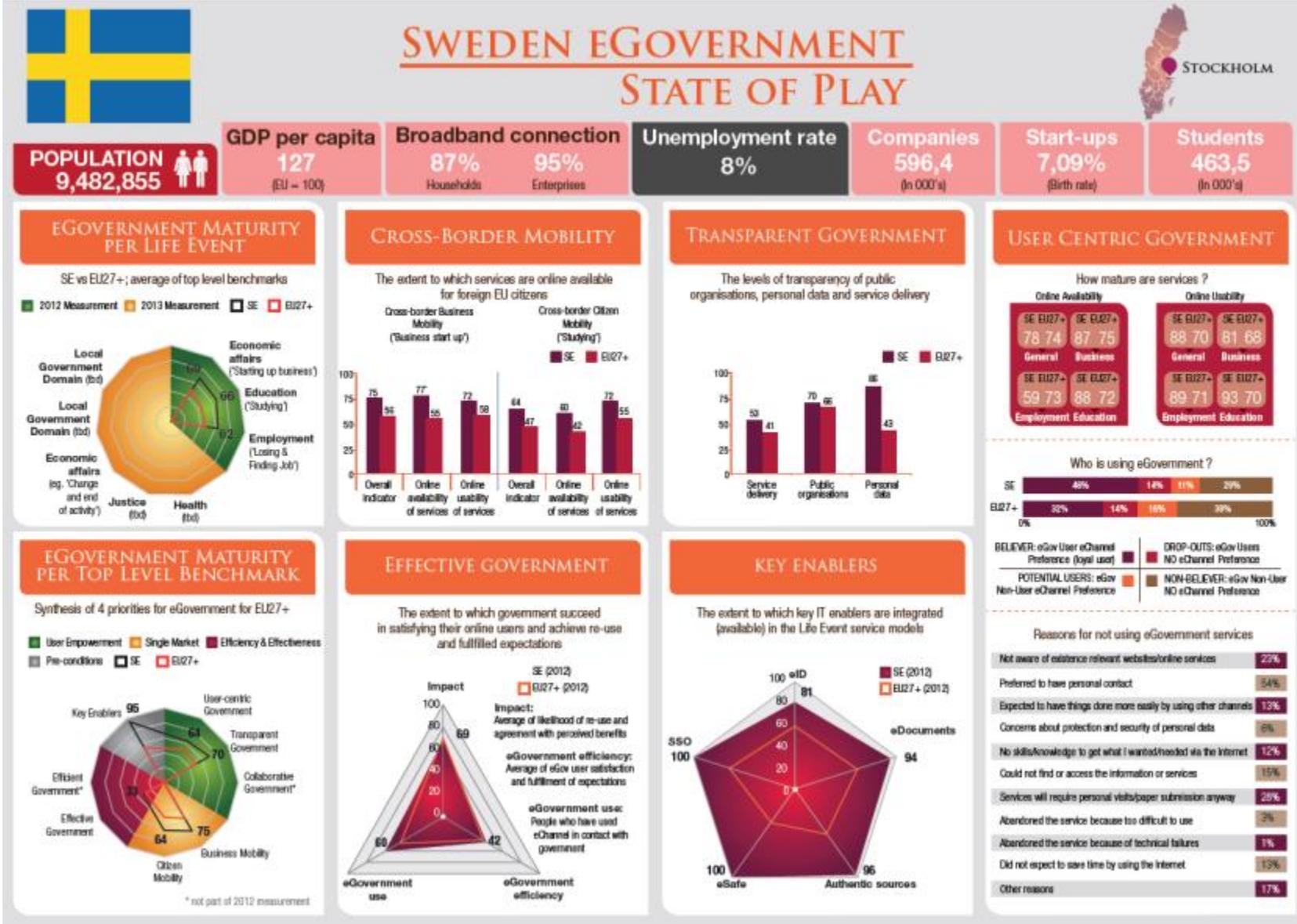


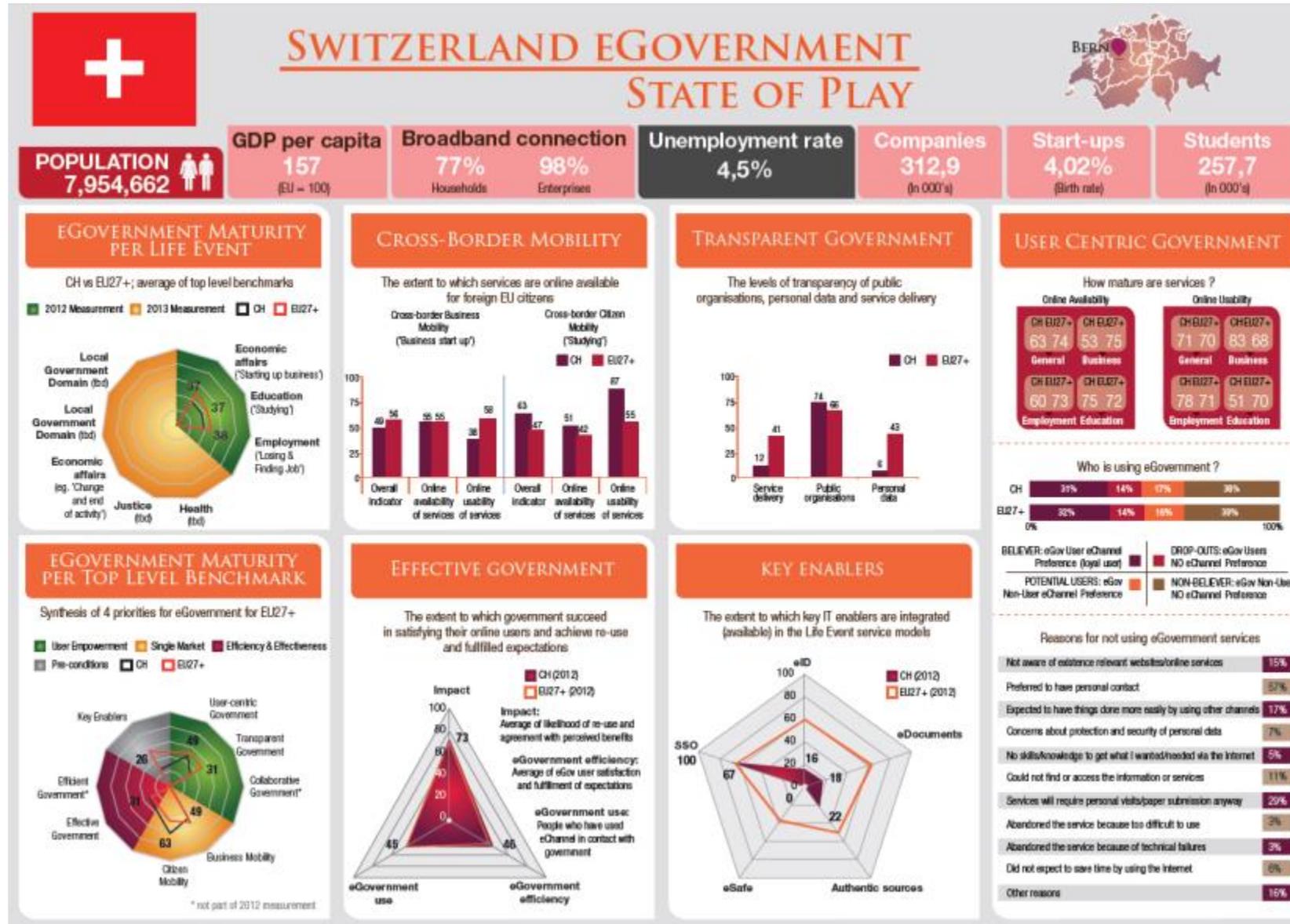


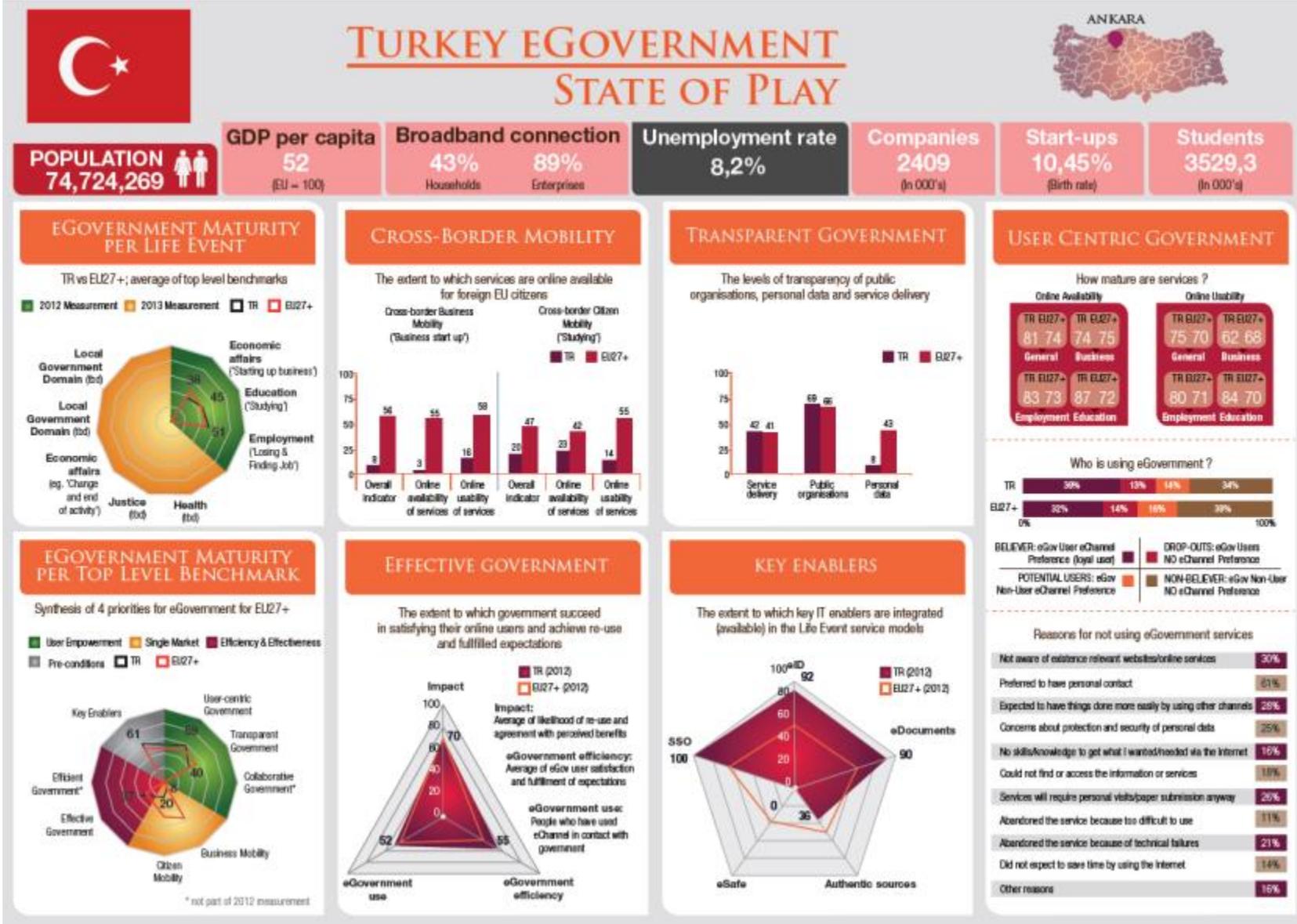


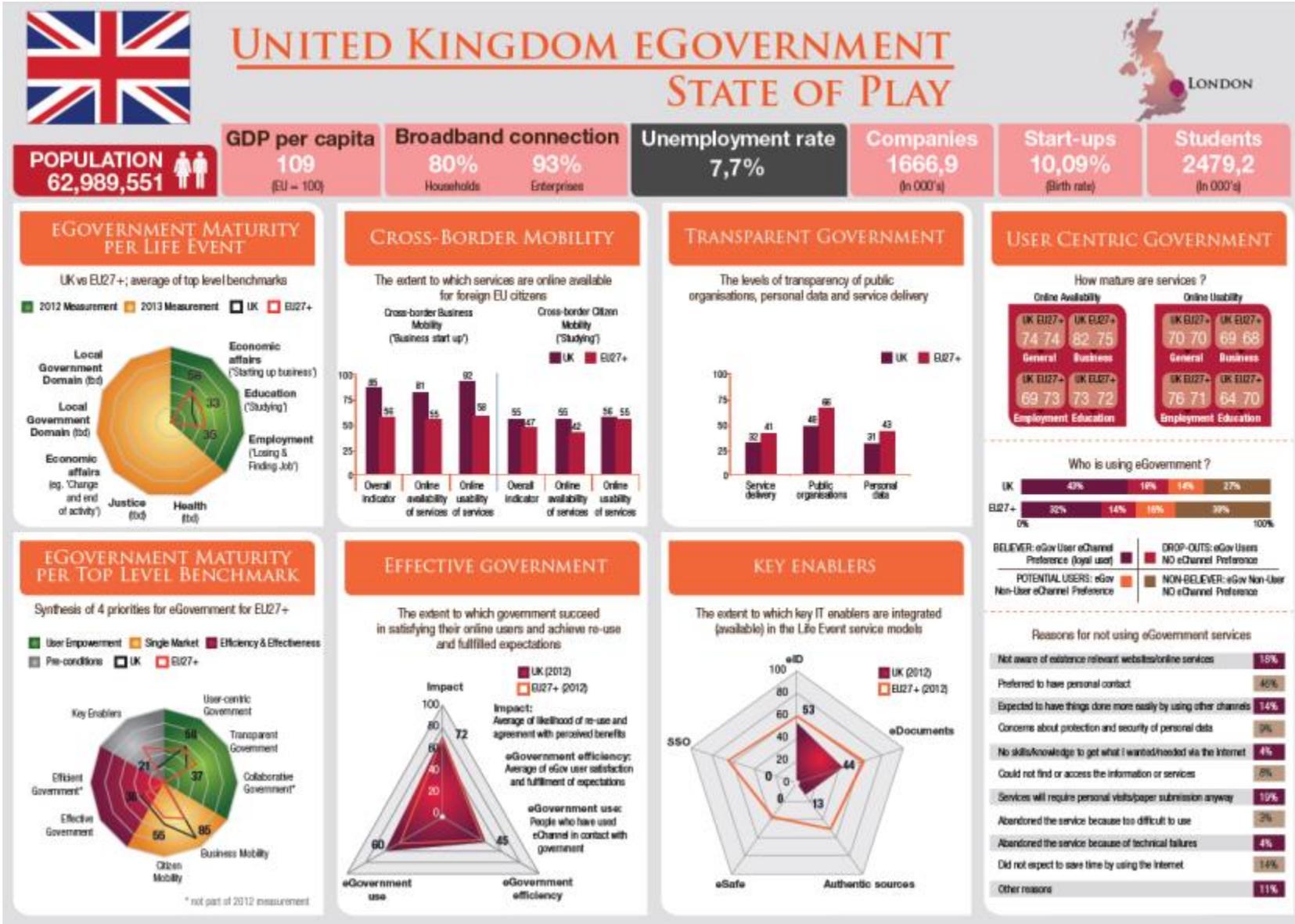












## Annex 2 User survey process and sample

The User Survey is part of the core measurement of the 2012 Benchmark and was performed in the period from 15 November till 7 December 2012 in the EU-27+.

The survey aims to measure use, satisfaction and impact of eGovernment services in the context of a wide range of Life events and to examine awareness and barriers to use as well as users' preferences in order to provide clear indicators of User-centric and Effective Government in all EU Member States (cf. Method Paper)

### A. Approach

The methodology used was **an end user web-aided survey targeting the population of Internet users in 32 countries**, being citizens who have access to and potentially use eGovernment services.

For the execution of the survey, an online panel survey approach was used to target and identify users of eGovernment services. For each of the 32 benchmarked countries, a representative sample of Internet users was surveyed via local online panels to which the provider consortium has access. By lack of an accessible online quality research panel, only in Cyprus a CATI approach was used.

The following steps formed part of the user survey and online data gathering process:

- The preparation of the online questionnaire: the final version of the survey instrument was translated and, after welcomed feedback on and validation of the translations by the EU Member State representatives, all translated versions of the questionnaire were programmed, tested and published online. The English master version of the online questionnaire can be found in **Annex 5**.
- The preparation of the online fieldwork (panel member selection).
- The actual fieldwork based on the recruitment of the panel respondents (by e-mail invitations with a link to the online questionnaire).
- The monitoring, follow-up and control of the data gathering process (response rates, quota completion and representativeness).
- The export/filing, quality checks and cleaning of the data obtained.

**The actual fieldwork took place in 32 countries from 15 November till 7 December 2012.**

All data input from respondents were registered automatically in a centralized database, from which SPSS and Excel data exports were drawn (cf. intermediate deliverable).

Based on the analysis of these data, this report presents the results of the user survey.

### B. Sample

#### I. Target sample to be obtained

The survey solely focused on the Internet user population in the benchmarked countries, i.e. the actual or potential users of eGovernment services.

A proportionally interlaced, stratified sample design was used to set up representative samples within each of the EU Member States.

Based on both methodological and budget considerations of the study, a sample size of 1000 respondents was targeted for the larger countries (N=1000; 95% reliability, maximal theoretical CI =  $\pm 3,10$ ). For the 5 smallest countries (Croatia, Cyprus, Iceland, Luxembourg and Malta) a sample size of 200 respondents was targeted

(N=200; 95% reliability, maximal theoretical CI =  $\pm 6,93$ ). Thus, a total sample of N = 28,000 citizen respondents was to be obtained for the whole survey.

To guarantee a good representativeness and reliability, the quota set for completed interviews in a Member State depended, apart from the overall number of respondents required (appropriate size), on the specific composition of the Internet user population in each Member State (distribution of population parameters) according to age and gender (interlaced) as defined by Eurostat indicators on “Internet use by individuals”<sup>67</sup> and according to the geographical distribution of the population based on the NUTS level 1 categorisation of regions.

The online software tool used by the provider consortium included a facility of multi-language design, not only to efficiently programme translations of the questionnaires in different languages, but also to offer language choice to the respondents in countries where this was needed or appropriate (Belgium, Luxembourg, Malta and Switzerland).

Based on these considerations, the sampling structure shown in Table 1 formed the target of the User Survey (cf. Method Paper):

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<sup>67</sup> Eurostat, *Internet use by individuals*, European Commission, Brussels, 2013, retrieved from: [http://epp.eurostat.ec.europa.eu/portal/page/portal/information\\_society/](http://epp.eurostat.ec.europa.eu/portal/page/portal/information_society/)

**Table 1: Target sample to be obtained**

Countries	Languages	Citizen N=	Max. confidence interval (reliability of 95%)
Austria	German	1000	+3,10%/-3,10%
Belgium	French-Dutch	1000	+3,10%/-3,10%
Bulgaria	Bulgarian	1000	+3,10%/-3,10%
Croatia	Croatian	200	+6,93%/-6,93%
Cyprus	Greek	200	+6,93%/-6,93%
Czech Republic	Czech	1000	+3,10%/-3,10%
Denmark	Danish	1000	+3,10%/-3,10%
Estonia	Estonian	1000	+3,10%/-3,10%
Finland	Finnish	1000	+3,10%/-3,10%
France	French	1000	+3,10%/-3,10%
Germany	German	1000	+3,10%/-3,10%
Greece	Greek	1000	+3,10%/-3,10%
Hungary	Hungarian	1000	+3,10%/-3,10%
Iceland	Icelandic	200	+6,93%/-6,93%
Ireland	English	1000	+3,10%/-3,10%
Italy	Italian	1000	+3,10%/-3,10%
Latvia	Latvian	1000	+3,10%/-3,10%
Lithuania	Lithuanian	1000	+3,10%/-3,10%
Luxembourg	French-German- Luxembourgish	200	+6,93%/-6,93%
Malta	Maltese-English	200	+6,93%/-6,93%
Netherlands	Dutch	1000	+3,10%/-3,10%
Norway	Norwegian	1000	+3,10%/-3,10%
Poland	Polish	1000	+3,10%/-3,10%
Portugal	Portuguese	1000	+3,10%/-3,10%
Romania	Romanian	1000	+3,10%/-3,10%
Slovakia	Slovak	1000	+3,10%/-3,10%
Slovenia	Slovenian	1000	+3,10%/-3,10%
Spain	Spanish	1000	+3,10%/-3,10%
Sweden	Swedish	1000	+3,10%/-3,10%
Switzerland	German-French	1000	+3,10%/-3,10%
Turkey	Turkish	1000	+3,10%/-3,10%
United Kingdom	English	1000	+3,10%/-3,10%
<b>TOTAL</b>		<b>28.000</b>	

## II. Actual sample obtained

Table 2 shows the actual samples per country obtained:

The data for each country were controlled and weighted to **represent the national Internet population in each country** in accordance with the statistical information on Internet adoption by Eurostat.

Thus to control the representativeness of the obtained samples, the distributions of population parameters in the sample were checked by comparing them with the population figures based on the figures of Eurostat (statistics on the use of the Internet for each country, broken down by **age and gender, interlaced**)<sup>68</sup>.

The resulting sample compositions per country can be found in **Annex 6**.

Also the representativeness of the samples was assessed and controlled for with respect to **geographic distribution, using the NUTS level 1 categorisation**.

The resulting sample compositions per country at this level can be found in **Annex 7**.

**Interlaced weight factors** were calculated for optimal corrections of the skewing of the realised samples in each country, based on both aforementioned criteria, taken into account strict scientific criteria.

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68

Eurostat, *Internet use by individuals*, European Commission, Brussels, 2013, retrieved from:  
[http://epp.eurostat.ec.europa.eu/portal/page/portal/information\\_society/](http://epp.eurostat.ec.europa.eu/portal/page/portal/information_society/)

**Table 2: Actual sample obtained**

Samples				
Code	Country	Sample size N REQUIRED	Sample size N OBTAINED	Max. confidence interval (reliability of 95%)
01	Austria	1000	1010	+3,10%/-3,10%
02	Belgium	1000	1009	+3,10%/-3,10%
03	Bulgaria	1000	1011	+3,10%/-3,10%
04	Croatia	200	202	+6,93%/-6,93%
05	Cyprus	200	200	+6,93%/-6,93%
06	Czech Republic	1000	1003	+3,10%/-3,10%
07	Denmark	1000	1005	+3,10%/-3,10%
08	Estonia	1000	1004	+3,10%/-3,10%
09	Finland	1000	1002	+3,10%/-3,10%
10	France	1000	1009	+3,10%/-3,10%
11	Germany	1000	1008	+3,10%/-3,10%
12	Greece	1000	1002	+3,10%/-3,10%
13	Hungary	1000	1010	+3,10%/-3,10%
14	Iceland	200	200	+6,93%/-6,93%
15	Ireland	1000	1011	+3,10%/-3,10%
16	Italy	1000	1000	+3,10%/-3,10%
17	Latvia	1000	1011	+3,10%/-3,10%
18	Lithuania	1000	1002	+3,10%/-3,10%
19	Luxembourg	200	200	+6,93%/-6,93%
20	Malta	200	202	+6,93%/-6,93%
21	Netherlands	1000	1004	+3,10%/-3,10%
22	Norway	1000	1000	+3,10%/-3,10%
23	Poland	1000	1014	+3,10%/-3,10%
24	Portugal	1000	1010	+3,10%/-3,10%
25	Romania	1000	1001	+3,10%/-3,10%
26	Slovakia	1000	1003	+3,10%/-3,10%
27	Slovenia	1000	1010	+3,10%/-3,10%
28	Spain	1000	1007	+3,10%/-3,10%
29	Sweden	1000	1012	+3,10%/-3,10%
30	Switzerland	1000	1001	+3,10%/-3,10%
31	Turkey	1000	1014	+3,10%/-3,10%
32	United Kingdom	1000	1001	+3,10%/-3,10%
Total		28000	28177	

### **III. Sample composition**

It is important to stress at this point that the survey was conducted among “Internet users” (as defined by Eurostat): this means that the survey did not target people who do not make use of the Internet, representing about 28% of the population in the 32 countries concerned.

Important to consider also is that in the 32 countries the Internet penetration (Eurostat definition) is quite diverse, what implies that profile and attitude of, for example, the Internet population in Norway, where 95% of the population is online, will differ from countries like Romania or Turkey where only resp. 50% and 45% of the population is online (figures on Internet population are based on Eurostat 2011).

At the EU-27+ level (32 countries) this resulted in the sample composition shown in Table 3.

**Table 3: Sample composition**

Total sample EU27+ (N=28.177)		N	%
Gender	male	14249	51%
	female	13928	49%
Age	16-24	5922	21%
	25-54	18008	64%
	55-74	4247	15%
Education	Lower education	16503	59%
	Higher education	11675	41%
What formal education do you have?	Primary or lower secondary school, or no formal education	4189	15%
	Upper secondary school	12314	44%
	Higher education (e.g., university, college, polytechnic)	11675	41%
How would you describe your current situation?	Student	4289	15%
	Housewife/husband	1545	6%
	Employed or self-employed	16375	58%
	Unemployed	2337	8%
	Retired	2459	9%
	Other (not in the labour force for whatever reason)	1172	4%
How would you describe your occupation?	Skilled or unskilled labourer	4425	16%
	Office worker	4611	16%
	Manager, executive, senior staff member	2211	8%
	Self-employed, business owner (with less than 5 employees)	1176	4%
	Self-employed, business owner (with at least 5 employees)	164	1%
	Liberal professional (e.g., architect, doctor, lawyer)	830	3%
	Government official, civil servant	1786	6%
	Other	1171	4%
How would you describe your current situation?	Not working	11802	42%
	Working	16375	58%
How would you describe your current situation?	Not studying	23888	85%
	Studying	4289	15%
How would you describe your current situation?	Not unemployed	25840	92%
	Unemployed	2337	8%
How would you describe your current situation?	Not self-employed	26837	95%
	Self-employed	1341	5%
Frequency Internet use	No daily Internet user	1860	7%
	Daily Internet user	26318	93%
Mobile Internet use	No mobile Internet user	10567	38%
	Mobile Internet user	17610	62%
Laptop or desktop PC	No daily Internet use via laptop / desktop PC	2693	10%
	Daily Internet use via laptop / desktop PC	25484	90%
Tablet (for example: iPad)	No Internet use via tablet	19496	69%
	No daily Internet use via tablet	5706	20%
	Daily Internet use via tablet	2975	11%
Smartphone (for example: iPhone, Blackberry)	No Internet use via smartphone	11845	42%
	No daily Internet use via smartphone	6297	22%
	Daily Internet use via smartphone	10036	36%

## Annex 3 Country segmentations for eGovernment use

### A. Country segmentations for eGovernment Use

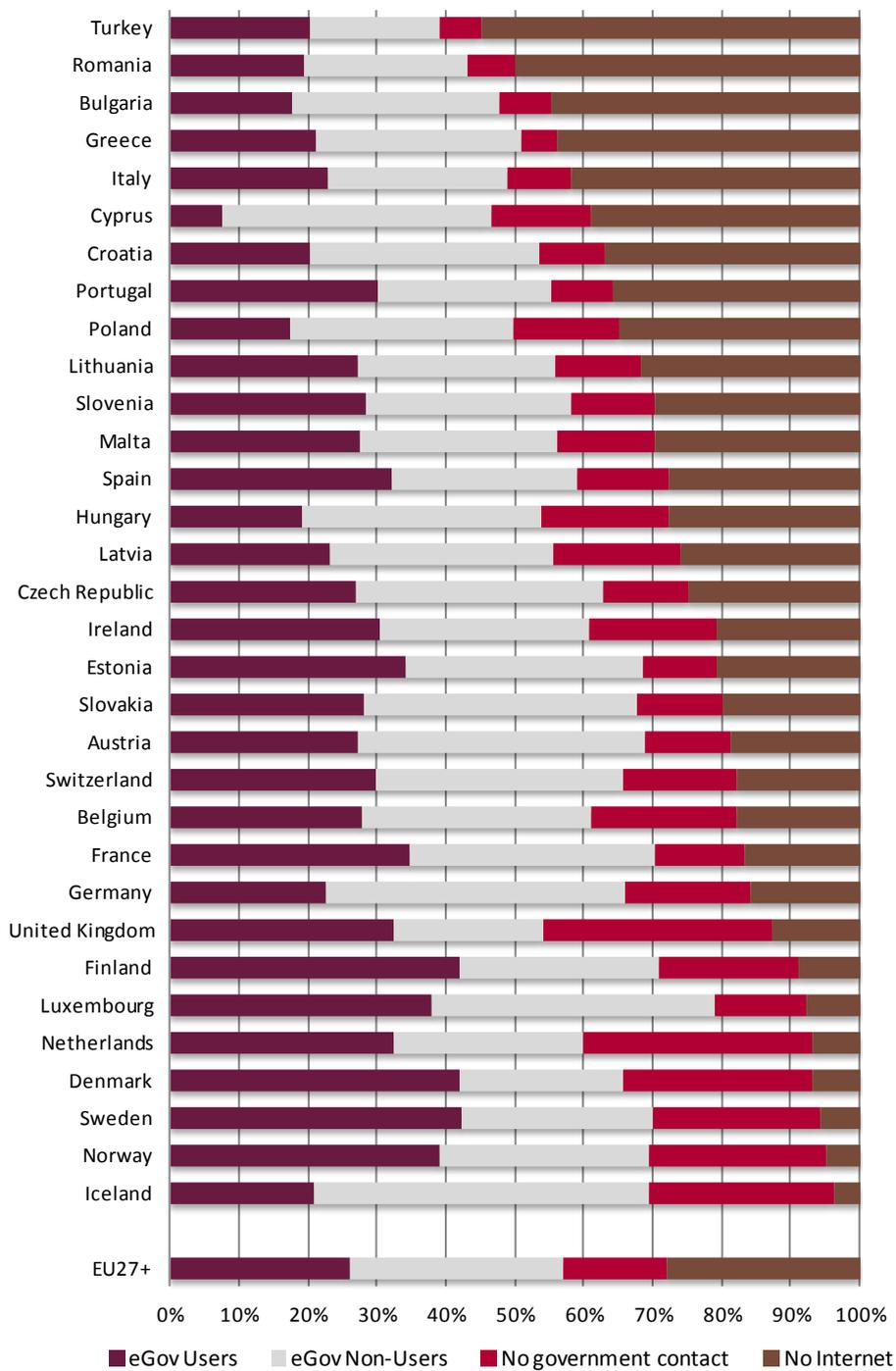
Table A.1.1: eGovernment use within total population of citizens

	eGov use (average % users across 19 life events)				eGov use (% users for at least 1 life event)			
	average % eGov users across 19 life events	average % eGov non-users across 19 life events	% of respondents with no government contact for any of the life events in the past 12 months	% of Internet non-users within total population	% eGov users (use for at least 1 of the life events)	% eGov non-users (use for none of the life events)	% of respondents with no government contact for any of the life events in the past 12 months	% of Internet non-users within total population
EU27+	26%	31%	15%	28%	44%	13%	15%	28%
Austria	27%	41%	12%	19%	52%	16%	12%	19%
Belgium	28%	33%	21%	18%	47%	14%	21%	18%
Bulgaria	18%	30%	7%	45%	33%	15%	7%	45%
Croatia	20%	33%	10%	37%	37%	17%	10%	37%
Cyprus	8%	39%	15%	39%	18%	29%	15%	39%
Czech Republic	27%	36%	12%	25%	39%	23%	12%	25%
Denmark	42%	24%	28%	7%	55%	11%	28%	7%
Estonia	34%	34%	11%	21%	62%	6%	11%	21%
Finland	42%	29%	20%	9%	61%	9%	20%	9%
France	35%	35%	13%	17%	60%	10%	13%	17%
Germany	22%	43%	18%	16%	38%	28%	18%	16%
Greece	21%	30%	5%	44%	41%	9%	5%	44%
Hungary	19%	35%	18%	28%	40%	13%	18%	28%
Iceland	21%	49%	27%	4%	45%	24%	27%	4%
Ireland	30%	30%	18%	21%	47%	14%	18%	21%
Italy	23%	26%	9%	42%	37%	12%	9%	42%
Latvia	23%	32%	19%	26%	37%	18%	19%	26%
Lithuania	27%	29%	12%	32%	47%	8%	12%	32%
Luxembourg	38%	41%	13%	8%	54%	25%	13%	8%
Malta	27%	29%	14%	30%	39%	17%	14%	30%
Netherlands	32%	27%	33%	7%	48%	12%	33%	7%
Norway	39%	30%	26%	5%	56%	13%	26%	5%
Poland	17%	32%	15%	35%	32%	17%	15%	35%
Portugal	30%	25%	9%	36%	49%	6%	9%	36%
Romania	19%	24%	7%	50%	34%	9%	7%	50%
Slovakia	28%	40%	13%	20%	45%	22%	13%	20%
Slovenia	28%	30%	12%	30%	45%	13%	12%	30%
Spain	32%	27%	13%	28%	51%	8%	13%	28%
Sweden	42%	28%	24%	6%	62%	8%	24%	6%
Switzerland	30%	36%	16%	18%	49%	16%	16%	18%
Turkey	20%	19%	6%	55%	32%	7%	6%	55%
United Kingdom	32%	22%	33%	13%	41%	13%	33%	13%

When we focus on the population of Internet users (as prime target of the user survey), it is important to consider the differences in contact between citizens and their government (also based on the 19 Life Events during the last 12 months).

These figures disclose interesting information in terms of less government contact in more Northern European countries compared with the Mediterranean region of Europe.

Figure A.1.2: Internet users per EU-27+ country

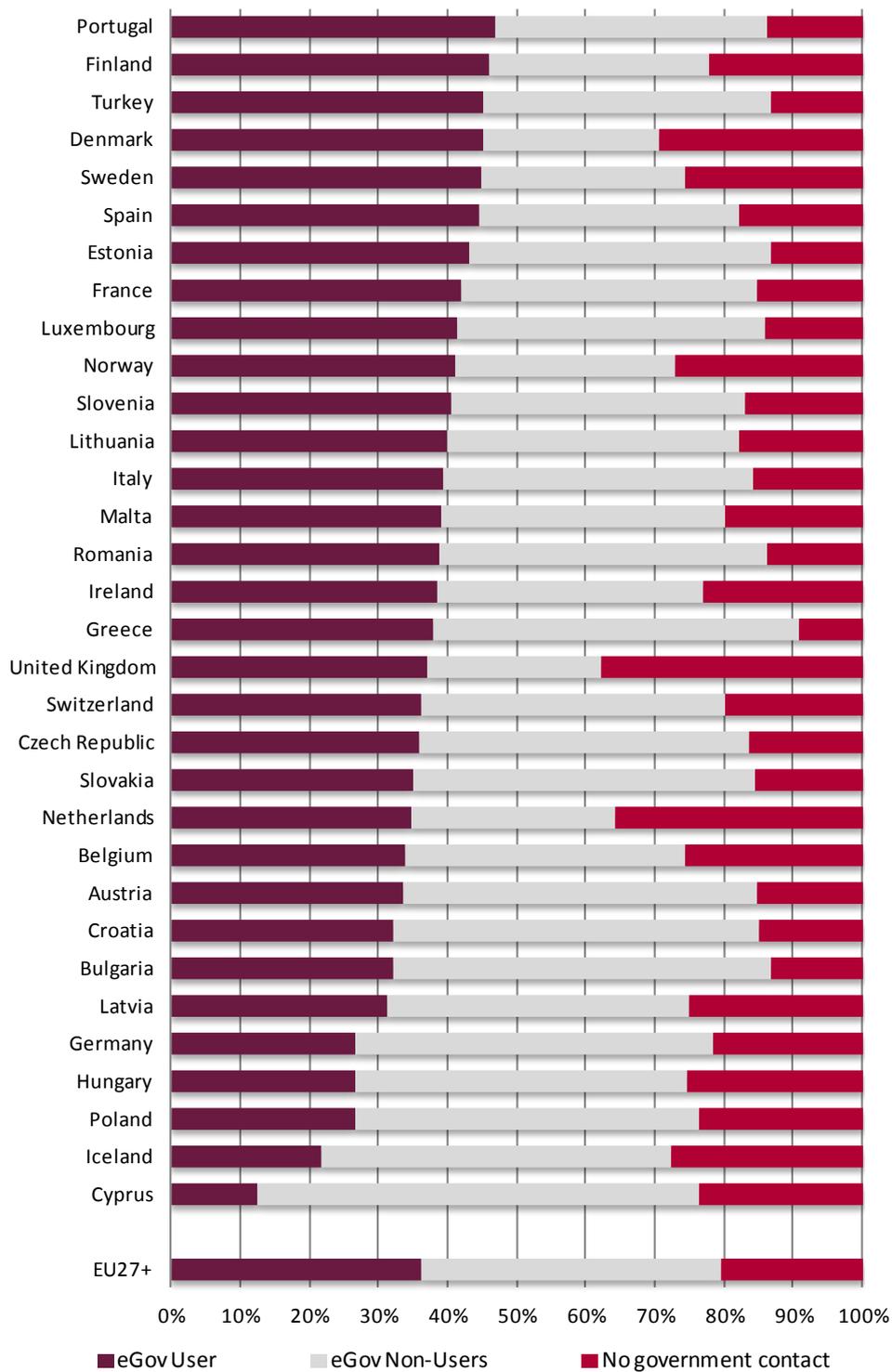


**Table A.1.3: eGovernment use within population of Internet users**

	eGov use (average % users across 19 life events)			eGov use (% users for at least 1 life event)			Total No. of respondents in the survey sample
	average % eGov users across 19 life events	average % eGov non-users across 19 life events	% of respondents with no government contact for any of the life events in the past 12 months	% eGov users (use for at least 1 of the life events)	% eGov non- users (use for none of the life events)	% of respondents with no government contact for any of the life events in the past 12 months	
EU27+	36%	43%	21%	61%	18%	21%	28177
Austria	33%	51%	15%	65%	20%	15%	1010
Belgium	34%	40%	26%	57%	17%	26%	1009
Bulgaria	32%	55%	13%	60%	27%	13%	1011
Croatia	32%	53%	15%	58%	27%	15%	202
Cyprus	12%	64%	24%	29%	47%	24%	200
Czech Republic	36%	48%	17%	53%	31%	17%	1003
Denmark	45%	25%	30%	59%	12%	30%	1005
Estonia	43%	43%	14%	78%	8%	14%	1004
Finland	46%	32%	22%	67%	10%	22%	1002
France	42%	43%	16%	73%	12%	16%	1008
Germany	27%	52%	22%	45%	33%	22%	1008
Greece	38%	53%	9%	74%	17%	9%	1002
Hungary	26%	48%	25%	56%	18%	26%	1010
Iceland	22%	51%	28%	47%	25%	28%	200
Ireland	38%	38%	23%	59%	18%	23%	1011
Italy	39%	45%	16%	63%	21%	16%	1000
Latvia	31%	43%	25%	51%	24%	25%	1011
Lithuania	40%	42%	18%	70%	12%	18%	1002
Luxembourg	41%	44%	14%	59%	27%	14%	200
Malta	39%	41%	20%	55%	25%	20%	202
Netherlands	35%	29%	36%	52%	12%	36%	1004
Norway	41%	32%	27%	59%	14%	27%	1000
Poland	26%	50%	24%	50%	26%	24%	1014
Portugal	47%	39%	14%	77%	9%	14%	1010
Romania	39%	47%	14%	67%	19%	14%	1001
Slovakia	35%	50%	16%	57%	28%	16%	1003
Slovenia	40%	43%	17%	65%	18%	17%	1010
Spain	45%	37%	18%	71%	11%	18%	1007
Sweden	45%	30%	26%	66%	8%	26%	1012
Switzerland	36%	44%	20%	60%	20%	20%	1001
Turkey	45%	42%	13%	72%	15%	13%	1014
United Kingdom	37%	25%	38%	47%	15%	38%	1001

When finally, in view of the benchmark indicator approach of this study, we focus on the N=22.386 respondents in our European sample declaring they had contact with public agencies in the previous 12 months concerning one or more of the 19 defined life-events, we ultimately arrive at the 2 challenging groups of eGov users and non-users, which both, in turn, can be divided further according to their channel preferences.

**Figure A.1.4: Government contact**



**Table A.1.5: eGovernment use of Internet users with government contact in previous 12 months**

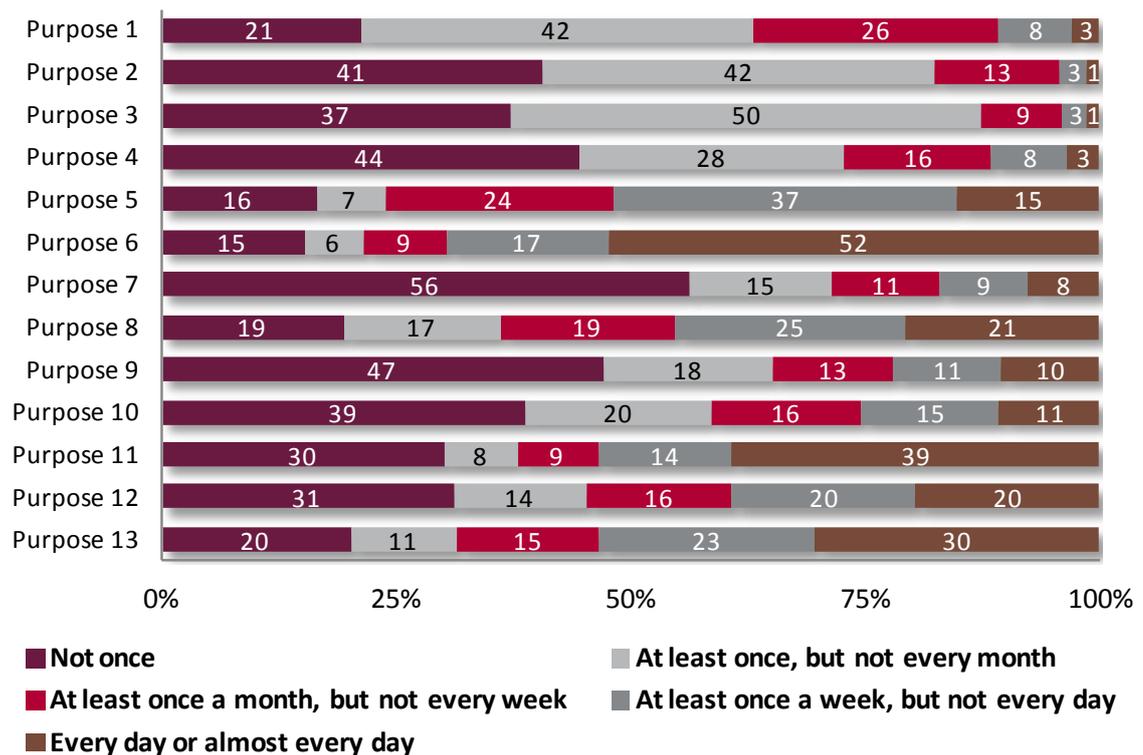
	eGov use (average % users across 19 life events)		eGov use (% users for at least 1 life event)		Total No. of respondents with government contact in the past 12 months
	average % eGov users across 19 life events	average % eGov non-users across 19 life events	% eGov users (use for at least 1 of the life events)	% eGov non-users (use for none of the life events)	
EU27+	46%	54%	77%	23%	22386
Austria	40%	60%	76%	24%	855
Belgium	45%	55%	77%	23%	748
Bulgaria	37%	63%	69%	31%	876
Croatia	38%	62%	69%	31%	172
Cyprus	16%	84%	38%	62%	152
Czech Republic	43%	57%	63%	37%	836
Denmark	64%	36%	84%	17%	706
Estonia	50%	50%	91%	10%	868
Finland	59%	41%	87%	13%	777
France	50%	50%	86%	14%	852
Germany	34%	66%	57%	43%	788
Greece	42%	58%	82%	19%	907
Hungary	36%	64%	75%	25%	753
Iceland	30%	70%	65%	35%	144
Ireland	50%	50%	77%	23%	776
Italy	47%	53%	75%	25%	839
Latvia	42%	58%	68%	32%	755
Lithuania	49%	51%	85%	15%	820
Luxembourg	48%	52%	69%	31%	171
Malta	49%	51%	69%	31%	162
Netherlands	54%	46%	81%	19%	643
Norway	56%	44%	81%	19%	728
Poland	35%	65%	65%	35%	772
Portugal	54%	46%	90%	10%	868
Romania	45%	55%	78%	22%	861
Slovakia	41%	59%	67%	33%	846
Slovenia	49%	51%	78%	22%	836
Spain	54%	46%	87%	13%	825
Sweden	60%	40%	89%	11%	752
Switzerland	45%	55%	75%	25%	800
Turkey	52%	48%	83%	17%	879
United Kingdom	60%	40%	76%	24%	620

## B. Usage of eGovernment (compared with private online applications)

This paragraph describes the use of private eServices (eCommerce, eBanking and leisure-bound use of the Internet) compared with public eServices

As broader context in which eGovernment use takes place, the figure above clearly shows a considerable level of usage of private Internet applications across European countries:

**Figure A.2.1: How often, during the previous 12 months, did you use the Internet for each of the following purposes? (Q2, EU-27+, %)**



**Purpose 1:** To buy personal consumer goods or services (e.g. books, CDs, household goods, clothes, foodstuffs)

**Purpose 2:** To buy tickets or make reservations for cultural events (for example: films, concerts, theatre)

**Purpose 3:** To make travel or holiday bookings (for example: accommodation, trips, train or airline tickets)

**Purpose 4:** To make use of online auction sites to buy or sell goods or services (for example: eBay)

**Purpose 5:** To administer a bank account (i.e. to undertake Internet banking)

**Purpose 6:** To participate in social networks (for example: Facebook, Netlog, Google+...)

**Purpose 7:** To contribute to web logs or blogs

**Purpose 8:** To download, watch or listen to music, films, video files, web radio or web TV

**Purpose 9:** To download computer or video games or for online gaming

**Purpose 10:** To telephone (e.g. Skype) or to make video calls (via webcam)

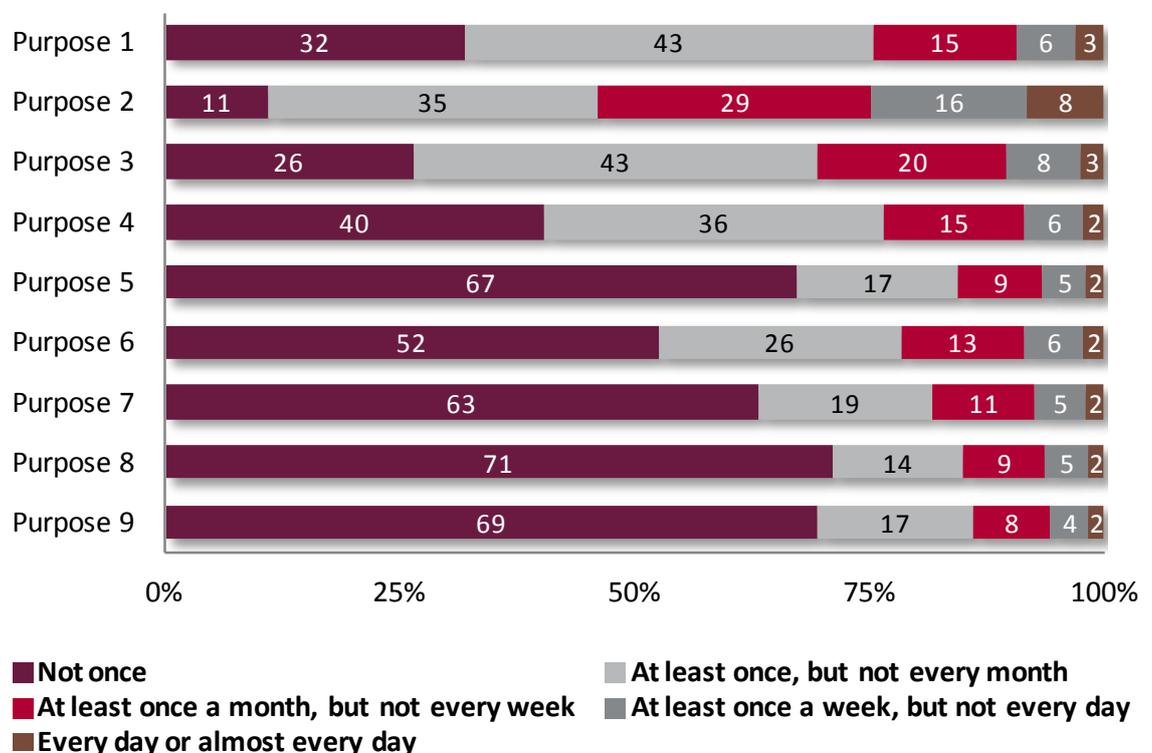
**Purpose 11:** To check professional e-mail via webmail or a virtual private network (VPN) connection

**Purpose 12:** To download/upload documents for professional purposes

**Purpose 13:** To search the web for information for professional purposes

- High use of private Internet applications (total sample: N=28.177)
  - 85% users of social media, 52% is participating in social networks on a daily basis
  - 84% users of eBanking, 79% users of eCommerce (buying consumer goods and services online).
- Profile of users of private Internet applications (total sample: N=28.177)
  - For most private Internet applications the proportion of non-users is significantly higher among older people (55+), except for eBanking of which they are the most intensive users (nearly 60% at least once a week).
  - 70% of the youngest people (-25) are using social media daily
  - Those in employment make use more often of eCommerce and eBanking and less often of social networking and entertainment related apps than non-working (students, unemployed, ...)
  - The less well educated more often are non-users of private Internet applications (except for online gaming)
  - Women are making use of (private) Internet applications to a lesser extent than men.
  - Mobile Internet users make use of private Internet apps more than non-mobile users
- To immediately enable comparison, the following two figures present the results focusing on the usage of generic, government-related Internet applications (using the same scale of frequencies).

**Figure A.2.2: How often, during the previous 12 months, did you use the Internet for each of the following purposes? (Q6, EU-27+, %)**



**Purpose 1:** To contact public administrations by e-mail (for example: to ask a question, formulate a complaint)

**Purpose 2:** To obtain information from public administrations' websites (for example: via search engines such as Google, via government portals or via websites of public agencies)

**Purpose 3:** To download official forms that are necessary to obtain a public service (for example: to obtain a certificate, permit or subsidy)

**Purpose 4:** To send (upload) completed web forms that are necessary to obtain a public service (for example: to obtain a certificate, permit or subsidy)

**Purpose 5:** To contact political representatives of local, regional, national or European government by e-mail

**Purpose 6:** To consult policy documents or decisions on local, regional, national or European government websites

**Purpose 7:** To participate in online consultations on policy issues organised by local, regional, national or European government (for example: via polls or panels)

**Purpose 8:** To participate in interactive discussions about local, regional, national or European policy issues (for example: via online discussion forums)

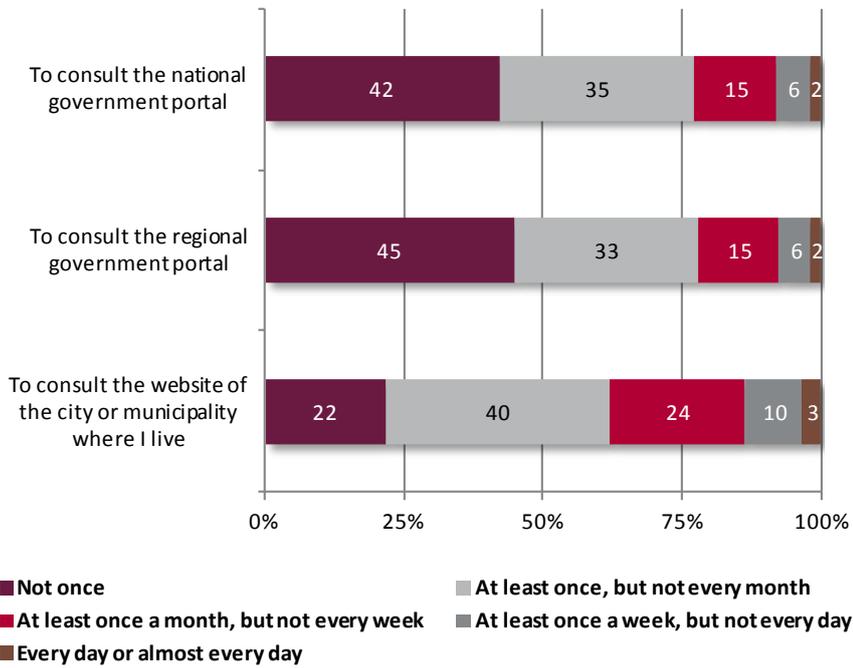
**Purpose 9:** To participate in collaborative platforms (e.g. to alert the administration about service malfunctioning etc.)

The figures reveal a discrepancy between eGovernment services and eParticipation facilities, and further lead to the following observations:

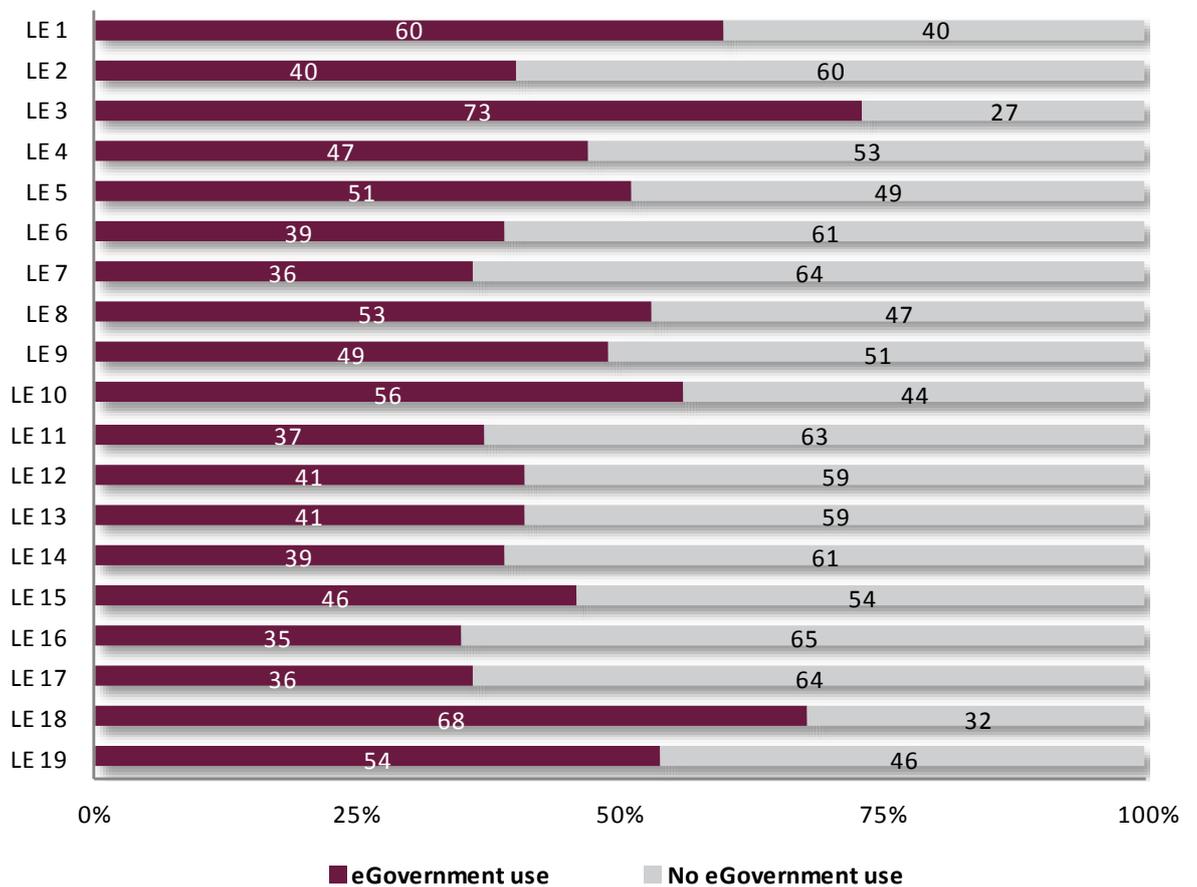
- Use of public Internet applications (if government contact in the previous 12 months: N=24.386)
  - 89% searched the Web to obtain information from public administrations' websites
  - 60% electronically filled in and sent forms to obtain a public service
  - Use of eParticipation limited to 35% on average (purposes 5-9)  
Largely in line with the use of private Internet applications, we observe that public Internet applications are used the most intensively by male, younger, more highly educated and those in employment (only for eParticipation there is little difference between working and non-those in employment as well as between daily and non-daily Internet users)
  - Mobile Internet users make use of public Internet apps more than non-mobile users
- Consultation of government portals (if government contact in the previous 12 months: N=24.386)
  - 58% has consulted national government portal at least once in the previous 12 months
  - 78% has consulted local municipality's website at least once in the previous 12 months
  - The proportion of respondents who in the previous 12 months consulted government websites is the highest in the oldest age group, but they are also quite more often sporadic users

Opposed to the usage of public Internet applications, defined above in a more "generic" manner, the following figure describes in detail the extent of eGovernment use in the more specific context of 19 Life Events, on which calculations of the User-centric and Effective government benchmarks in this study are based.

**Figure A.2.3: How often, during the previous 12 months, did you use the Internet for each of the following purposes? (Q8, EU-27+, %)**



**Figure A.2.4: When you, in the previous 12 months, came into contact with public agencies or officials as a result of these events, by what means did you interact? (Q11, EU-27+, %)**



<b>LE1:</b> Enrolling in higher education and/or applying for a study grant	<b>LE8:</b> Buying, building or renovating a house	<b>LE14:</b> Death of a close relative and/or starting an inheritance procedure
<b>LE2:</b> Starting a procedure for a disability allowance	<b>LE9:</b> Moving and changing address within one country	<b>LE15:</b> Starting a new job
<b>LE3:</b> Looking for a job	<b>LE10:</b> Moving or preparing to move to another country (ex. to study, work, retire...)	<b>LE16:</b> Making a doctor's appointment in a hospital
<b>LE4:</b> Becoming unemployed	<b>LE11:</b> Needing a passport to travel to another country	<b>LE17:</b> Reporting a crime (smaller offences, e.g. theft, burglary etc.)
<b>LE5:</b> Retiring	<b>LE12:</b> Declaring the birth of a child and/or applying for a birth grant	<b>LE18:</b> Declaring income taxes
<b>LE6:</b> Applying for a driver's licence (or renewing an existing one)	<b>LE13:</b> Marrying or changing marital status	<b>LE19:</b> Making use of the public library
<b>LE7:</b> Registering a car		

Concerning eGovernment use in the context of and across the Life Events, the following main elements can be observed:

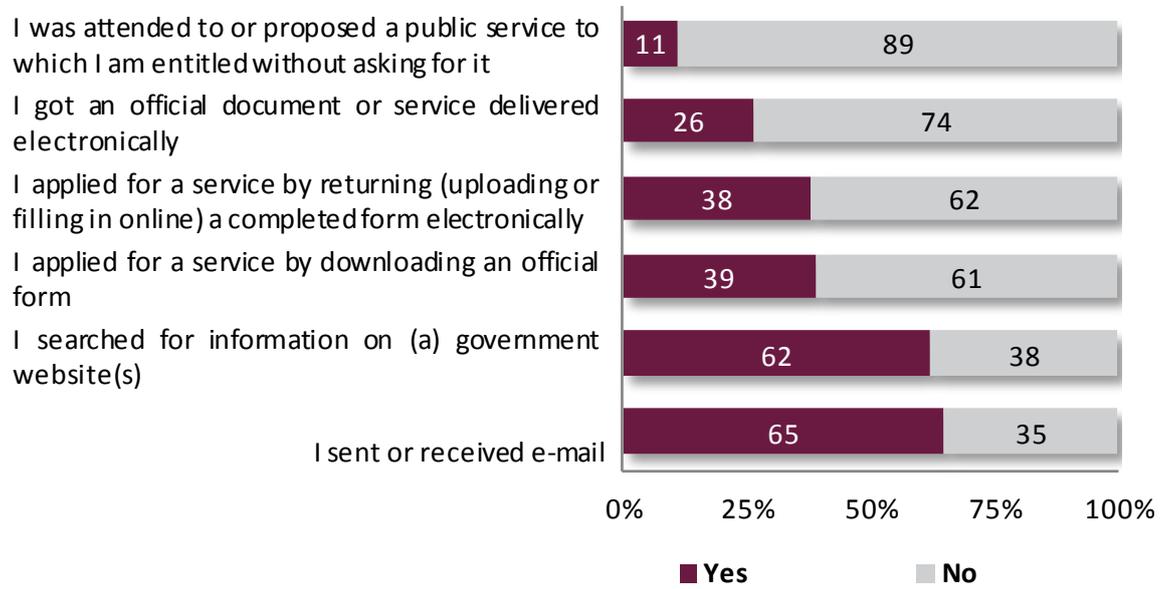
- eGovernment use across Life Events (if life-event related contact with government in the previous 12 months: N=22.386)
  - 46% eGovernment users on average (use of e-mail, Internet websites and/or tablet/smartphone apps across 19 Life Events)
  - eGov is highest for “looking for a job” (73%), “declaring income taxes” (68%) and “enrolling in higher education/applying for a study grant” (60%)
  - eGovernment use for most Life Events occurs more frequently among male, the more highly educated and those in employment using the Internet daily
  - eGov use is significantly higher among mobile Internet users in the context of each Life Event
- It is useful to assess eGov use/importance in terms of the Life Events for which citizens have contact with government the most:
  - 50% of the Internet users who had personal contact with government in the previous 12 months, had interaction with government because of “declaring income taxes”
  - Other Life Events that are relevant for larger proportions of citizens are: “looking for a job” (45%), “making a doctor's appointment in a hospital” (43%), “making use of the public library” (35%) and “enrolling in higher education and/or applying for a study grant” (29%)

The figure above focuses on the different types or levels of interaction citizens can engage in when using eChannels to deal with public administrations in the context of the Life Events. The figure reveals an obvious pattern: the higher the level of interaction, the smaller the proportion of users engaging in it.

- Level of interaction (if life-event related use of eGovernment in the previous 12 months: N=17.314)
  - Over 60% sent/received e-mail or looked for information
  - Nearly 40% down- or uploaded a form to apply for a service
  - Transactions were performed by 1 out of 4 users
  - 10% experienced some form of pro-active government service

The older and the more highly educated the user and the more he or she uses the Internet (mobile), the more all types of interaction occur, except interaction by e-mail which occurs the most in the youngest age group (69%)

**Figure A.2.5: When you came into contact with public agencies or officials by e-mail, via Internet websites and/or via tablet/smartphone apps as a result of these events, what exactly did you do? (Q13, %)**



## Annex 4 Calculation of User Survey Indicators

### A. User-centric government

#### **Key and compound indicators: Awareness/Barriers to use & Preference**

The indicators regarding (lack of) Awareness and Barriers to use eGovernment are not used for calculation of the Synthetic and Top level benchmark, but are highly important for giving more insight and background information for “policy” advice in the report. They focus on the reasons and explanations for non-use of eGovernment and consequently, on the possible ways to improve “User-centric Government” by convincing non-users to become users and stimulate eGov use.

The key indicator of Preference deals with the eChannel preferences of users and non-users of eGovernment in the context of the 19 life situations.

The indicator of “eChannel preference”, defined as the share of the total group of users and non-users of eGovernment who express a preference to use eChannels also in the future (averagepercentageacross the Life Events), is being treated as a synthetic indicator, with two components (compound indicators):

- “eChannel loyalty”: the percentage of eChannel Preference within the group of eGovernment users (that is, as a share of the total group of users of eGovernment across the 19 life situations), indicating the amount of current eGov users who prefer to keep on using eChannels (i.e. BELIEVERS (or loyal users) who use and will re-use eGov);
- “eChannel potential”: the percentage of eChannel Preference within the group of eGovernment non-users (that is, as a share of the total group of non-users of eGovernment across the 19 life situations), indicating the amount of current non-users who nevertheless express a preference to use eChannels (i.e. POTENTIAL USERS who may use eGov in the future).

#### **Synthetic indicator: eGov Use & eChannel Preference**

The synthetic indicator “eGov Use” is defined as the percentage of current users of eGovernment (average percentage across the 19 life situations), indicating the actual level of usage of eGovernment (% eGovernment users within the total population of Internet users who had life-event related contacts with government in the previous 12 months).

The synthetic indicator “eChannel preference” regroups, as mentioned earlier, the rate of eChannel preference for both users and non-users of eGovernment (i.e. preference for eChannels within the total population of Internet users who had had contact with government in the previous 12 months).

#### **Top level benchmark: User-centric Government**

The top-level benchmark for User-centric Government (0 – 100 scale) gives the percentage of loyal eGovernment users, i.e. the core group percentage of Internet users who for their contacts with government already use eGovernment and prefer to keep on using it in the future.

This top-level benchmark definition reflects our belief that the share of loyal users of eGovernment among the Internet population is the ultimate indicator for User-centric Government: the policy objective must be a yearly growth of those eGovernment “ambassadors” who use eGovernment and prefer to keep on using it in the future.

<b>Top Level Benchmark for USER-centric Government</b>						
Key indicators	Awareness	Barriers to use			Preference	
Compound indicator	Lack of awareness	Lack of willingness to use	Lack of trust to use	Lack of ability to use	eChannel loyalty	eChannel potential
Calculation	% Lack of awareness /non users	% Lack of willingness /non users	% Lack of trust /non users	% Lack of ability /non users	Believers of eGovernment: use it and will re-use (%,, 100%= total of eGov USERS)	Potential users in the NON-user group (%,, 100%= total of NON-users)
Questionnaire	Q14	Q14	Q14	Q14	Q11 & Q12	Q11 & Q12
Level	EU + MS	EU + MS	EU + MS	EU + MS	EU + MS	EU + MS
	These key indicators are not used for calculation of the Synthetic and Top level benchmark, but will be used for giving more insight and background information on how to improve "User-centric Government": how to convince Non-users to become USERS.					
<b>Results for EU27+</b>	<b>21%</b>	<b>80%</b>	<b>11%</b>	<b>24%</b>	<b>70%</b>	<b>30%</b>
Synthetic indicator	eGov Use				eChannel preference	
Calculation	% eGovernment users: SUM of eGov USERS with eChanel preference and NO eChannel Preference		% (100%=all respondents with government contact)		AVERAGE of eGov USERS & NON-users with eChannel preference	% (100%=all respondents with government contact)
Level	EU + MS				EU + MS	
<b>Results for EU27+</b>	<b>46%</b>				<b>49%</b>	
Top level benchmark	USER-centric Government					
Calculation	indicating % of Internet users who already use eGovernment and prefer to keep on using it in the future (eGov use - Floating users)					
Level	EU + MS					
<b>Results for EU27+</b>	<b>33%</b>					

## **B. Effective Government**

### **I. Key and compound indicators: eGov use, satisfaction, expectations, re-use and benefits**

eGovernment use relates to the percentage of current eGovernment users in Life Events (average percentage across the 19 life situations), encompassing both 'believers' and floating users. This "eGov Use" indicator has already been defined earlier as a component of User-centric Government to indicate the actual level of usage of eGovernment.

To measure and represent eGovernment User Satisfaction, the top user satisfaction score (i.e. percentage share of users giving an 8, 9 or 10 on a scale from 0 to 10 for eGovernment applications across the 19 Life Events) is used: users giving this level of scores can be considered as "promoters" of the eGovernment "product".

For the sake of clarity and coherence, all other compound indicators, "Fulfilment of expectations", "Likelihood of re-use" and "Perceived benefits", are calculated in a comparable manner, that is by systematically using the top scores on all relevant questions (e.g. percentage agree + strongly agree on the 8 statements related to perceived benefits of eGovernment).

### **II. Synthetic Indicators: eGov Efficiency and eGov Impact**

eGovernment Efficiency is the average score of eGov "User satisfaction" and the indicator "Fulfilment of expectations" that puts satisfaction scores in a broader context of user expectations and predispositions concerning eGovernment. eGovernment Impact is the average score of the likelihood of re-use and agreement with perceived benefits (including: saving of time, money, flexibility, quality, simplification, control, transparency and trust). This indicator focuses both on likely re-use and impact related benefits of using eGovernment.

### **III. Top level benchmark: Effective Government**

The top-level benchmark for Effective Government (0-100 scale) indicates the average level of eGovernment Efficiency and Impact (the intrinsic quality of the "product" eGovernment), weighted by the actual use of eGovernment in the Member States and at the EU-27+ level.

<b>Top Level Benchmark for Effective Government</b>						
Key indicators	eGov Use		Satisfaction	Fulfilment of expectations	Likelihood of re-use	Perceived benefits
Compound indicator	eGov Use		eGov User satisfaction	Fulfilment of expectations	Likelihood of re-use	Perceived benefits (8 statements: time, money, flexibility, quality, simplification, control, transparency, trust)
Calculation	% eGovernment users: SUM of eGov USERS with eChannel preference and NO eChannel Preference	% (100%=all respondents with government contact)	Top level Satisfaction scores (8-9-10) (rescaled on a 0-100 scale)	% better + much better than expected (rescaled on a 0-100 scale)	% likely + very likely to re-use (rescaled on a 0-100 scale)	% agree + strongly agree (rescaled on a 0-100 scale)
Questionnaire	Q11+ Q12		Q17	Q18	Q20	Q21
Level	EU + MS		EU + MS	EU + MS	EU + MS	EU + MS
<b>Results for EU27+</b>	<b>46%</b>		<b>38%</b>	<b>41%</b>	<b>86%</b>	<b>56%</b>
Synthetic indicator			eGov Efficiency		eGov Impact	
Calculation			Average of eGov user satisfaction and fulfillment of expectations		Average of likelihood of re-use and agreement with perceived benefits	
Level			EU + MS		EU + MS	
<b>Results for EU27+</b>			<b>40%</b>		<b>71%</b>	
Top level benchmark	Effective Government					
Calculation	Average eGov Efficiency and Impact * % eGov Users (scaled on 100): indicating average level of eGovernment user satisfaction and impact, weighted by actual use of eGov					
Level	EU + MS					
<b>Results for EU27+</b>	<b>26%</b>					



## Annex 5 English survey questionnaire

### A. User profiling

#### I. Internet adoption and use

1. How often, in the last twelve months, did you use the following devices to access the Internet?

Filter : None

	Not once	At least once, but not every month	At least once a month, but not every week	At least once a week, but not every day	Every day or almost every day
Laptop or desktop PC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tablet (for example: iPad)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smartphone (for example: iPhone, Blackberry)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**GO TO Q2 STANDARD**

#### II.a. Use of non-governmental Internet applications

2. How often, during the past 12 months, did you use the Internet for each of the following purposes?

Filter : None

	Not once	At least once, but not every month	At least once a month, but not every week	At least once a week, but not every day	Every day or almost every day
To buy personal consumer goods or services (e.g., books, CDs, household goods, clothes, foodstuffs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To buy tickets or make reservations for cultural events (for example: films, concerts, theatre)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To make travel or holiday bookings (for example: accommodation, trips, train or airline tickets)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To make use of online auction sites to buy or sell goods or services (for example: eBay)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To administer a bank account (i.e., to undertake Internet banking)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To participate in social networks (for example: Facebook, Netlog, Google+...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To contribute to web logs or blogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



	Not once	At least once, but not every month	At least once a month, but not every week	At least once a week, but not every day	Every day or almost every day
To download, watch or listen to music, films, video files, web radio or web TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To download computer or video games or for online gaming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To telephone (e.g., Skype) or to make video calls (via webcam)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To check professional e-mail via webmail or a virtual private network (VPN) connection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To download/upload documents for professional purposes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To search the web for information for professional purposes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**GO TO Q3 STANDARD**

**GO TO Q4 IF answer = "Not once" for ALL purposes in Q2**

**II.b. Satisfaction with non-governmental Internet applications**

For each purpose for which respondents used the Internet during the past 12 months:

**3. Overall, how satisfied are you with these Internet applications?**

Please express the extent to which you are satisfied with each of the following Internet applications on a scale from 0 to 10, with 0 meaning that you are totally dissatisfied and 10 that you are totally satisfied.

*Filter : Only show purposes for which respondents used the Internet (according to Q2)*

	Totally dissatisfied										Totally satisfied	
	0	1	2	3	4	5	6	7	8	9	10	
To buy personal consumer goods or services (e.g., books, CDs, household goods, clothes, foodstuffs)	<input type="radio"/>											
To buy tickets or make reservations for cultural events (for example: films, concerts, theatre)	<input type="radio"/>											
To make travel or holiday bookings (for example: accommodation, trips, train or airline tickets)	<input type="radio"/>											
To make use of online auction sites to buy or sell goods or services (for example: eBay)	<input type="radio"/>											



	Totally dissatisfied										Totally satisfied	
	0	1	2	3	4	5	6	7	8	9	10	
To administer a bank account (i.e., to undertake Internet banking)	<input type="radio"/>											
To participate in social networks (for example: Facebook, Netlog, Google+...)	<input type="radio"/>											
To contribute to web logs or blogs	<input type="radio"/>											
To download, watch or listen to music, films, video files, web radio or web TV	<input type="radio"/>											
To download computer or video games or for online gaming	<input type="radio"/>											
To telephone (e.g., Skype) or to make video calls (via webcam)	<input type="radio"/>											
To check professional e-mail via webmail or a virtual private network (VPN) connection	<input type="radio"/>											
To download/upload documents for professional purposes	<input type="radio"/>											
To search the web for information for professional purposes	<input type="radio"/>											

**GO TO Q4 STANDARD**

**III. Satisfaction with public administrations**

**4. Overall, how satisfied are you with the quality of service provided by public administrations in general in your country?**

Please express the extent to which you are satisfied with the quality of service provided by public administrations on a scale from 0 to 10, with 0 meaning that you are totally dissatisfied and 10 that you are totally satisfied.

Filter : None

	0	1	2	3	4	5	6	7	8	9	10
Quality of service provided by public administrations in general	<input type="radio"/>										

**GO TO Q5 STANDARD**

**IV. Contact with public administrations**

**5. How often, in the past 12 months, did you have contact or interacted with public agencies or officials?**

Filter : None



	Not once	At least once, but not every month	At least once a month, but not every week	At least once a week, but not every day	Every day or almost every day
For professional purposes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For my own personal purposes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On behalf of relatives or friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By some professional intermediary on my behalf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By someone else (e.g. family, friends) on my behalf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**GO TO Q6 STANDARD**

**GO TO Q15 IF “For professional purposes” = “Not once” AND “For my own personal purposes” = “Not once” AND “On behalf of relatives or friends” = “Not once”**



## B. Use of and satisfaction with eGovernment at general level

### I.a. Use of public Internet applications

6. How often, during the past 12 months, did you use the Internet for each of the following purposes?

Filter : Only if respondents, in the past 12 months, did have contact or interacted with public agencies or officials, at least once and in own person (according to Q5)

	Not once	At least once, but not every month	At least once a month, but not every week	At least once a week, but not every day	Every day or almost every day
To contact public administrations by e-mail (for example: to ask a question, formulate a complaint)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To obtain information from public administrations' websites (for example: via search engines such as Google, via government portals or via websites of public agencies)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To download official forms that are necessary to obtain a public service (for example: to obtain a certificate, permit or subsidy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To send (upload) completed web forms that are necessary to obtain a public service (for example: to obtain a certificate, permit or subsidy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To contact political representatives of local, regional, national or European government by e-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To consult policy documents or decisions on local, regional, national or European government websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To participate in online consultations on policy issues organized by local, regional, national or European government (for example: via polls or panels)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To participate in interactive discussions about local, regional, national or European policy issues (for example: via online discussion forums)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To participate in collaborative platforms (e.g. to alert the administration about service malfunctioning etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**GO TO Q7 STANDARD**

**GO TO Q8 IF answer = "Not once" for ALL purposes in Q6**



**I.b. Satisfaction with public Internet applications**

For each public Internet application used by respondents during the past 12 months:

**7. Overall, how satisfied are you with the following Internet applications?**

Please express the extent to which you are satisfied with each of the following Internet applications on a scale from 0 to 10, with 0 meaning that you are totally dissatisfied and 10 that you are totally satisfied.

*Filter : Only if respondents, in the past 12 months, did have contact or interacted with public agencies or officials, at least once and in own person (according to Q5)*

*Filter : Only show purposes for which respondents used the Internet (according to Q6)*

	Totally dissatisfied										Totally satisfied	
	0	1	2	3	4	5	6	7	8	9	10	
To contact public administrations by e-mail (for example: to ask a question, formulate a complaint)	<input type="radio"/>											
To obtain information from public administrations' websites (for example: via search engines such as Google, via government portals or via websites of public agencies)	<input type="radio"/>											
To download official forms that are necessary to obtain a public service (for example: to obtain a certificate, permit or subsidy)	<input type="radio"/>											
To send (upload) completed web forms that are necessary to obtain a public service (for example: to obtain a certificate, permit or subsidy)	<input type="radio"/>											
To contact political representatives of local, regional, national or European government by e-mail	<input type="radio"/>											
To consult policy documents or decisions on local, regional, national or European government websites	<input type="radio"/>											
To participate in online consultations on policy issues organized by local, regional, national or European government (for example: via polls or panels)	<input type="radio"/>											
To participate in interactive discussions about local, regional, national or European policy issues (for example: via online discussion forums)	<input type="radio"/>											
To participate in collaborative platforms (e.g. to alert the administration about service malfunctioning etc.)	<input type="radio"/>											

**GO TO Q8 STANDARD**



**II.a. Use of government websites**

**8. How often, during the past 12 months, did you use the Internet for each of the following purposes?**

Filter : Only if respondents, in the past 12 months, did have contact or interacted with public agencies or officials, at least once and in own person (according to Q5)

	Not once	At least once, but not every month	At least once a month, but not every week	At least once a week, but not every day	Every day or almost every day
To consult the national government portal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To consult the regional government portal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To consult the website of the city or municipality where I live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**GO TO Q9 STANDARD**

**GO TO Q10 IF answer = "Not once" for ALL purposes in Q8**

**II.b. Satisfaction with government websites**

For each type of government website used by respondents during the past 12 months:

**9. Overall, how satisfied are you with the following Internet applications?**

Please express the extent to which you are satisfied with each of the following Internet applications on a scale from 0 to 10, with 0 meaning that you are totally dissatisfied and 10 that you are totally satisfied.

Filter : Only if respondents, in the past 12 months, did have contact or interacted with public agencies or officials, at least once and in own person (according to Q5)

Filter : Only show purposes for which respondents used the Internet (according to Q8)

	Totally dissatisfied					Totally satisfied					
	0	1	2	3	4	5	6	7	8	9	10
To consult the national government portal	<input type="radio"/>										
To consult the regional government portal	<input type="radio"/>										
To consult the website of the city or municipality where I live	<input type="radio"/>										

**GO TO Q10 STANDARD**



## C. Use of eGovernment in citizen life events

### I. Government contact/service

10. Below we present a series of events that may occur in your personal life. Did you, in the past 12 months, come into contact with public agencies or officials (e.g., in-person, by phone, mail, e-mail or websites) as a result of the following events, either for your own personal purposes or on behalf of someone else?

Filter : Only if respondents, in the past 12 months, did have contact or interacted with public agencies or officials, at least once and in own person (according to Q5)

	Yes, for my own personal purposes	Yes, on behalf of someone else	Yes, for my own personal purposes AND on behalf of someone else	No
Enrolling in higher education and/or applying for a study grant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starting a procedure for a disability allowance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Looking for a job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Becoming unemployed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retiring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Applying for a driver's licence (or renewing an existing one)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Registering a car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying, building or renovating a house	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moving and changing address within one country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moving or preparing to move to another country (ex. to study, work, retire...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Needing a passport to travel to another country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Declaring the birth of a child and/or applying for a birth grant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marrying or changing marital status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Death of a close relative and/or starting an inheritance procedure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starting a new job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making a doctor's appointment in a hospital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



	Yes, for my own personal purposes	Yes, on behalf of someone else	Yes, for my own personal purposes AND on behalf of someone else	No
Reporting a crime (smaller offences, e.g. theft, burglary etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Declaring income taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making use of the public library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**GO TO Q11 STANDARD**

**GO TO Q15 IF answer = "No" for ALL events in Q10**

## II. Channels used/Internet used

For each event for which respondents came into contact with public agencies:

**11. When you, in the past 12 months, came into contact with public agencies or officials as a result of these events, by what means did you interact?**

For each event indicates all channels that apply, possibly for various reasons (e.g., to obtain information, send or receive a question, request an official document or apply for a service).

*Filter : Only if respondents, in the past 12 months, did have contact or interacted with public agencies or officials, at least once and in own person (according to Q5)*

*Filter : Only show life events for which respondents came into contact with public agencies (according to Q10)*

	In-person, face-to-face	Mail, posted letter, fax	Telephone (fixed line or mobile)	E-mail	Internet websites	Tablet / smartphone apps
Enrolling in higher education and/or applying for a study grant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starting a procedure for a disability allowance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Looking for a job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Becoming unemployed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retiring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Applying for a driver's licence (or renewing an existing one)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Registering a car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying, building or renovating a house	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



	In-person, face-to-face	Mail, posted letter, fax	Telephone (fixed line or mobile)	E-mail	Internet websites	Tablet / smartphone apps
Moving and changing address within one country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moving or preparing to move to another country (ex. to study, work, retire...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Needing a passport to travel to another country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Declaring the birth of a child and/or applying for a birth grant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marrying or changing marital status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Death of a close relative and/or starting an inheritance procedure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starting a new job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making a doctor's appointment in a hospital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reporting a crime (smaller offences, e.g. theft, burglary etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Declaring income taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making use of the public library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**GO TO Q12 STANDARD**



### III. Channels preferred /Internet preferred

For each event for which respondents came into contact with public agencies:

**12. If you were to come into contact again with public agencies or officials as a result of these events, by which of the following means would you prefer to interact?**

For each event please indicate the one channel that you would prefer as your main way of interacting.

*Filter : Only if respondents, in the past 12 months, did have contact or interacted with public agencies or officials, at least once and in own person (according to Q5)*

*Filter : Only show life events for which respondents came into contact with public agencies (according to Q10)*

	In-person, face-to-face	Mail, posted letter, fax	Telephone (fixed line or mobile)	E-mail	Internet websites	Tablet / smartphone apps
Enrolling in higher education and/or applying for a study grant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starting a procedure for a disability allowance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Looking for a job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Becoming unemployed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retiring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Applying for a driver's licence (or renewing an existing one)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Registering a car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying, building or renovating a house	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moving and changing address within one country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moving or preparing to move to another country (ex. to study, work, retire...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Needing a passport to travel to another country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Declaring the birth of a child and/or applying for a birth grant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marrying or changing marital status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Death of a close relative and/or starting an inheritance procedure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starting a new job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



	In-person, face-to-face	Mail, posted letter, fax	Telephone (fixed line or mobile)	E-mail	Internet websites	Tablet / smartphone apps
Making a doctor's appointment in a hospital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reporting a crime (smaller offences, e.g. theft, burglary etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Declaring income taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making use of the public library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**GO TO Q13 STANDARD**

**GO TO Q14 IF answer = NEVER "E-mail" AND NEVER "Internet websites" AND NEVER "Tablet / smartphone apps" in Q11**



#### IV. Types/levels of interaction

**13. When you came into contact with public agencies or officials by e-mail, via Internet websites and/or via tablet / smartphone apps as a result of these events, what exactly did you do?**

Please indicate all the activities that apply.

*Filter : Only if respondents, in the past 12 months, came into contact with public agencies by e-mail, via Internet websites or via tablet / smartphone apps, for at least one life event (according to Q11)*

- I sent or received e-mail
- I searched for information on (a) government website(s)
- I applied for a service by downloading an official form
- I applied for a service by returning (uploading or filling in online) a completed form electronically
- I got an official document or service delivered electronically
- I was attended to or proposed a public service to which I am entitled without asking for it

**GO TO Q17 STANDARD**

#### V. Non-use of eGovernment

*If respondents indicated that in the past 12 months they did not come into contact with public agencies or officials by e-mail, via Internet websites or via tablet / smartphone apps:*

**14. What are the reasons for not having used e-mail, Internet websites or tablet / smartphone apps to come into contact with public agencies or officials?**

Please indicate all your reasons for not having used e-mail, Internet (websites) or tablet / smartphone apps that apply.

*Filter : Only if respondents, in the past 12 months, did have contact or interacted with public agencies or officials, at least once and in own person (according to Q5), but did not come into contact with public agencies or officials by e-mail, via Internet websites or via tablet / smartphone apps for any of the life events presented (according to Q11)*

- I was not aware of the existence of relevant websites or online services
- I preferred to have personal contact to get what I wanted/needed
- I expected to have things done more easily by using other channels
- I did not use the Internet because of concerns about protection and security of personal data
- I did not have the skills or did not know how to get what I wanted/needed via the Internet
- I could not find or access the information or services I wanted/needed
- The relevant services will require personal visits or paper submission anyway
- I tried but I abandoned the service, because the service was too difficult to use
- I tried but I abandoned the service, because the service's website or application had technical failures
- I did not expect to save time by using the Internet to get what I wanted/needed
- Other reasons



**GO TO Q15 STANDARD**

**15. If you were to come into contact with public agencies or officials in the future, how likely is it that you would use e-mail, Internet websites or tablet / smartphone apps?**

*Filter : If respondents, in the past 12 months, did not have contact or interacted with public agencies or officials, at least once and in own person (according to Q5), or did not come into contact with public agencies or officials for any of the life events presented (according to Q10), or did not come into contact with public agencies or officials by e-mail, via Internet websites or via tablet / smartphone apps for any of the life events presented (according to Q11)*

- Very likely, almost certainly
- Likely
- Neither likely nor unlikely
- Not likely
- Not very likely, almost certainly not

**GO TO Q16 STANDARD**

**16. If you were to come into contact with public agencies or officials in the future, by which of the following means would you prefer to interact?**

Please indicate the one channel that you would prefer as your main way of interacting.

*Filter : If respondents, in the past 12 months, did not have contact or interacted with public agencies or officials, at least once and in own person (according to Q5), or did not come into contact with public agencies or officials for any of the life events presented (according to Q10), or did not come into contact with public agencies or officials by e-mail, via Internet websites or via tablet / smartphone apps for any of the life events presented (according to Q11)*

- In-person, face-to-face
- Mail, posted letter, fax
- Telephone (fixed line or mobile)
- SMS (texting)
- E-mail
- Internet websites
- Tablet / smartphone applications

**GO TO Q22 STANDARD**



## D. Satisfaction with eGovernment in citizen life events

The following questions apply to the events for which respondents came into contact with public agencies or officials by e-mail, Internet websites and/or tablet /smartphone apps:

### I. Overall level of satisfaction

**17. Overall, how satisfied were you with the contact with public agencies or officials by e-mail, via Internet websites and/or via tablet / smartphone apps as a result of the following events?**

Please express the extent to which you were satisfied with the contact by e-mail, via Internet websites and/or via tablet / smartphone apps on a scale from 0 to 10, with 0 meaning that you were totally dissatisfied and 10 that you were totally satisfied.

*Filter : Only if respondents, in the past 12 months, came into contact with public agencies by e-mail, via Internet websites or via tablet / smartphone apps, for at least one life event (according to Q11)*

*Filter : Only show life events for which respondents came into contact with public agencies by e-mail, via Internet websites and/or via tablet / smartphone apps (according to Q11)*

	0	1	2	3	4	5	6	7	8	9	10
Enrolling in higher education and/or applying for a study grant	<input type="radio"/>										
Starting a procedure for a disability allowance	<input type="radio"/>										
Looking for a job	<input type="radio"/>										
Becoming unemployed	<input type="radio"/>										
Retiring	<input type="radio"/>										
Applying for a driver's licence (or renewing an existing one)	<input type="radio"/>										
Registering a car	<input type="radio"/>										
Buying, building or renovating a house	<input type="radio"/>										
Moving and changing address within one country	<input type="radio"/>										
Moving or preparing to move to another country (ex. to study, work, retire...)	<input type="radio"/>										
Needing a passport to travel to another country	<input type="radio"/>										
Declaring the birth of a child and/or applying for a birth grant	<input type="radio"/>										
Marrying or changing marital status	<input type="radio"/>										
Death of a close relative and/or starting an inheritance procedure	<input type="radio"/>										



	0	1	2	3	4	5	6	7	8	9	10
Starting a new job	<input type="radio"/>										
Making a doctor's appointment in a hospital	<input type="radio"/>										
Reporting a crime (smaller offences, e.g. theft, burglary etc.)	<input type="radio"/>										
Declaring income taxes	<input type="radio"/>										
Making use of the public library	<input type="radio"/>										

**GO TO Q18 STANDARD**



## II. Comparison with expectations

### **18. Looking back, how did the contact with public agencies or officials by e-mail, via Internet websites and/or via tablet / smartphone apps compare with what you had expected?**

Filter : Only if respondents, in the past 12 months, came into contact with public agencies by e-mail, via Internet websites or via tablet / smartphone apps, for at least one life event (according to Q11)

- Much better
- Better
- Neither better nor worse
- Worse
- Much worse

**GO TO Q19 STANDARD**

## III. Achievement of objectives

### **19. In the end, did you get what you wanted or needed?**

Filter : Only if respondents, in the past 12 months, came into contact with public agencies by e-mail, via Internet websites or via tablet / smartphone apps, for at least one life event (according to Q11)

- Yes, totally
- Partially
- No, not at all
- I can't say, my interactions with public agencies are still ongoing

**GO TO Q20 STANDARD**

## IV. Likelihood of re-use

### **20. If you were to come into contact again with public agencies or officials, how likely is it that you would use e-mail, Internet websites and/or tablet / smartphone apps again?**

Filter : Only if respondents, in the past 12 months, came into contact with public agencies by e-mail, via Internet websites or via tablet / smartphone apps, for at least one life event (according to Q11)

- Very likely, almost certainly
- Likely
- Neither likely nor unlikely
- Not likely
- Not very likely, almost certainly not

**GO TO Q21 STANDARD**



### E. Perceived benefits of eGovernment

21. To what extent do you agree or disagree with the following statements? When compared with other means to come into contact with public agencies or officials (e.g., in-person, by phone or mail), through use of e-mail, Internet websites and/or tablet / smartphone apps ...

Filter : Only if respondents, in the past 12 months, came into contact with public agencies by e-mail, via Internet websites or via tablet / smartphone apps, for at least one life event (according to Q11)

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know	Not applicable
I saved time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I saved money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I gained flexibility (in time and place)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I got better quality of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The process of service delivery was simplified	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I got better control over the process of service delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The process of service delivery became more transparent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My trust in public administration increased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**GO TO Q22 STANDARD**



## **F. Citizen socio-demographic profiles**

**22. Are you ... male/female**

**23. Please indicate the year in which you were born: YYYY**

**24. What formal education do you have?**

Please indicate the highest level of formal education that you completed.

- Primary or lower secondary school, or no formal education
- Upper secondary school
- Higher education (e.g., university, college, polytechnic)

**25. How would you describe your current situation?**

- Student
- Housewife/husband
- Employed or self-employed
- Unemployed
- Retired
- Other (not in the labour force for whatever reason)

*If Employed or Self-employed:*

**26. How would you describe your occupation?**

- Skilled or unskilled labourer
- Office worker
- Manager, executive, senior staff member
- Self-employed, business owner (with less than 5 employees)
- Self-employed, business owner (with at least 5 employees)
- Liberal professional (e.g., architect, doctor, lawyer)
- Government official, civil servant
- Other

If Employed or Self-employed, but not Government official, civil servant:

**27. On average how often do you for professional reasons come into contact with public agencies or officials?**

- Every day or almost every day
- At least once a week (but not every day)
- At least once a month (but not every week)
- Less than once a month
- Never



**28. In which of the following regions do you live?**

Based on NUTS 1 classification for each MS



## Annex 6 User Survey Samples: Distribution Age & Gender

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	9.2%	33.9%	9.6%	52.7%
	Female	8.9%	31.9%	6.6%	47.3%
	Total	18.1%	65.7%	16.2%	100.0%

Country = Austria

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	9.0%	31.4%	11.0%	51.4%
	Female	8.9%	30.9%	8.8%	48.6%
	Total	17.9%	62.4%	19.8%	100.0%

Country = Belgium

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	13.4%	32.1%	4.1%	49.6%
	Female	12.9%	32.9%	4.6%	50.4%
	Total	26.3%	65.0%	8.7%	100.0%

Country = Bulgaria

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	12.2%	37.4%	5.0%	54.6%
	Female	11.5%	30.6%	3.2%	45.4%
	Total	23.7%	68.0%	8.2%	100.0%

Country = Croatia



		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	15.0%	32.0%	4.4%	51.4%
	Female	15.7%	30.7%	2.2%	48.6%
	Total	30.7%	62.7%	6.6%	100.0%

Country = Cyprus

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	10.5%	33.7%	7.9%	52.0%
	Female	9.9%	31.3%	6.8%	48.0%
	Total	20.3%	65.0%	14.7%	100.0%

Country = Czech Republic

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	8.5%	29.5%	12.4%	50.4%
	Female	8.1%	29.7%	11.8%	49.6%
	Total	16.6%	59.2%	24.2%	100.0%

Country = Denmark

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	10.7%	29.9%	5.8%	46.4%
	Female	10.5%	34.0%	9.2%	53.6%
	Total	21.1%	63.8%	15.1%	100.0%

Country = Estonia



		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	8.5%	29.3%	12.5%	50.3%
	Female	8.2%	28.6%	12.9%	49.7%
	Total	16.8%	57.9%	25.4%	100.0%

Country = Finland

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	10.1%	30.0%	9.3%	49.4%
	Female	10.1%	32.3%	8.2%	50.6%
	Total	20.3%	62.2%	17.5%	100.0%

Country = France

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	8.2%	32.2%	11.6%	52.0%
	Female	7.9%	30.8%	9.3%	48.0%
	Total	16.1%	63.0%	20.8%	100.0%

Country = Germany

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	11.6%	37.4%	4.0%	53.0%
	Female	10.1%	33.8%	3.0%	47.0%
	Total	21.8%	71.2%	7.0%	100.0%

Country = Greece



		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	11.0%	32.1%	6.9%	50.0%
	Female	10.4%	33.0%	6.7%	50.0%
	Total	21.4%	65.1%	13.5%	100.0%

Country = Hungary

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	10.0%	30.4%	10.6%	51.0%
	Female	9.5%	29.6%	9.8%	49.0%
	Total	19.5%	60.0%	20.4%	100.0%

Country = Iceland

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	9.8%	33.4%	5.5%	48.7%
	Female	10.5%	35.4%	5.4%	51.3%
	Total	20.3%	68.8%	11.0%	100.0%

Country = Ireland

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	9.7%	35.9%	8.2%	53.7%
	Female	9.1%	32.3%	4.9%	46.3%
	Total	18.8%	68.1%	13.1%	100.0%

Country = Italy



		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	11.9%	30.4%	5.4%	47.7%
	Female	11.4%	33.6%	7.3%	52.3%
	Total	23.3%	64.0%	12.7%	100.0%

Country = Latvia

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	13.7%	29.3%	4.2%	47.2%
	Female	13.0%	33.8%	5.9%	52.8%
	Total	26.7%	63.1%	10.1%	100.0%

Country = Lithuania

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	8.1%	33.6%	10.8%	52.5%
	Female	7.7%	31.0%	8.7%	47.5%
	Total	15.9%	64.7%	19.5%	100.0%

Country = Luxembourg

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	11.4%	30.7%	9.6%	51.6%
	Female	11.3%	29.1%	8.0%	48.4%
	Total	22.7%	59.7%	17.6%	100.0%

Country = Malta



		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	8.2%	29.7%	13.0%	50.9%
	Female	8.0%	29.7%	11.4%	49.1%
	Total	16.2%	59.4%	24.4%	100.0%

Country = Netherlands

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	male	8.8%	30.3%	12.1%	51.2%
	female	8.4%	28.9%	11.5%	48.8%
	Total	17.3%	59.2%	23.6%	100.0%

Country = Norway

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	12.6%	31.4%	5.5%	49.5%
	Female	12.2%	33.0%	5.3%	50.5%
	Total	24.8%	64.4%	10.8%	100.0%

Country = Poland

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	11.1%	33.9%	6.4%	51.5%
	Female	10.9%	33.2%	4.4%	48.5%
	Total	22.1%	67.1%	10.9%	100.0%

Country = Portugal



		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	14.4%	32.7%	3.6%	50.8%
	Female	14.4%	31.4%	3.3%	49.2%
	Total	28.9%	64.2%	7.0%	100.0%

Country = Romania

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	11.3%	33.9%	5.9%	51.1%
	Female	10.7%	32.5%	5.8%	48.9%
	Total	21.9%	66.4%	11.7%	100.0%

Country = Slovakia

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	10.5%	36.0%	7.2%	53.7%
	Female	9.4%	32.2%	4.7%	46.3%
	Total	19.9%	68.1%	11.9%	100.0%

Country = Slovenia

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	9.0%	36.7%	6.2%	51.9%
	Female	8.8%	34.8%	4.6%	48.1%
	Total	17.7%	71.5%	10.8%	100.0%

Country = Spain



		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	6.1%	19.2%	8.5%	33.7%
	Female	11.9%	37.8%	16.6%	66.3%
	Total	18.0%	57.0%	25.0%	100.0%

Country = Sweden

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	8.8%	32.9%	10.2%	51.9%
	Female	8.4%	31.0%	8.7%	48.1%
	Total	17.1%	63.9%	19.0%	100.0%

Country = Switzerland

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	22.9%	38.0%	2.1%	63.0%
	Female	14.2%	22.1%	.7%	37.0%
	Total	37.1%	60.1%	2.7%	100.0%

Country = Turkey

		Age			
		16-24	25-54	55-74	Total
		Table N %	Table N %	Table N %	Table N %
Gender	Male	9.8%	30.1%	10.4%	50.3%
	Female	9.4%	30.3%	10.0%	49.7%
	Total	19.2%	60.4%	20.4%	100.0%

Country = United Kingdom



## Annex 7 User Survey Samples: Geographic Distribution (NUTS 1)

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	East Austria	434	43.0	43.0	43,0
	South Austria	213	21.1	21.1	64,1
	West Austria	363	35.9	35.9	100,0
	Total	1010	100.0	100.0	

Country = Austria

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brussels Capital Region	102	10.2	10.2	10.2
	Flemish Region	588	58.3	58.3	68.4
	Walloon Region	319	31.6	31.6	100.0
	Total	1009	100.0	100.0	

Country = Belgium

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Northern and Eastern Bulgaria	523	51,7	51,7	51.7
	South-Western and South-Central Bulgaria	488	48,3	48,3	100.0
	Total	1011	100,0	100,0	

Country = Bulgaria

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Northwest Croatia	77	38.0	38.0	38.0
	Central and Eastern (Pannonian) Croatia	59	29.0	29.0	67.0
	Adriatic Croatia	67	33.0	33.0	100.0
	Total	202	100.0	100.0	

Country = Croatia



In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cyprus	200	100.0	100.0	100.0

Country = Cyprus

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Czech Republic	1003	100.0	100.0	100.0

Country = Czech Republic

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Denmark	1005	100.0	100.0	100.0

Country = Denmark

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Estonia	1004	100.0	100.0	100.0

Country = Estonia

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mainland Finland	992	99.0	99.0	99.0
	Åland	10	1.0	1.0	100.0
	Total	1002	100.0	100.0	

Country = Finland



In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Île-de-France	193	19.1	19.1	19.1
	Parisian basin	172	17.0	17.0	36.2
	Nord-Pas-de-Calais	65	6.5	6.5	42.6
	East	85	8.4	8.4	51.1
	West	136	13.5	13.5	64.6
	South West	109	10.8	10.8	75.4
	Centre East	119	11.8	11.8	87.2
	Mediterranean	126	12.5	12.5	99.7
	Overseas departments	3	.3	.3	100.0
	Total	1008	100.0	100.0	

Country = France



In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Baden-Württemberg	133	13.2	13.2	13.2
	Bavaria	156	15.4	15.4	28.6
	Berlin	43	4.3	4.3	32.9
	Brandenburg	31	3.1	3.1	35.9
	Bremen (state)	8	.8	.8	36.7
	Hamburg	22	2.2	2.2	38.9
	Hessen	75	7.4	7.4	46.3
	Mecklenburg-Vorpommern	20	2.0	2.0	48.3
	Lower Saxony	98	9.7	9.7	58.0
	North Rhine-Westphalia	220	21.8	21.8	79.8
	Rhineland-Palatinate	49	4.9	4.9	84.7
	Saarland	12	1.2	1.2	85.9
	Saxony	51	5.0	5.0	91.0
	Saxony-Anhalt	29	2.9	2.9	93.8
	Schleswig-Holstein	35	3.4	3.4	97.3
	Thuringia	28	2.7	2.7	100.0
Total		1008	100.0	100.0	

Country = Germany

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North Greece	313	31.2	31.2	31.2
	Central Greece	220	22.0	22.0	53.2
	Attica	370	37.0	37.0	90.1
	Aegean Islands and Crete	99	9.9	9.9	100.0
	Total	1002	100.0	100.0	

Country = Greece



In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Central Hungary	300	29.7	29.7	29.7
	Transdanubia	306	30.3	30.3	60.0
	Great Plain and North	404	40.0	40.0	100.0
	Total	1010	100.0	100.0	

Country = Hungary

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Iceland	200	100.0	100.0	100.0

Country = Iceland

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ireland	1011	100.0	100.0	100.0

Country = Ireland

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North West	269	26.9	26.9	26.9
	South	231	23.1	23.1	50.0
	Islands	110	11.0	11.0	61.0
	North East	190	19.0	19.0	80.0
	Centre	200	20.0	20.0	100.0
	Total	1000	100.0	100.0	

Country = Italy



In which of the following regions do you live?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Latvia	1011	100.0	100.0	100.0

Country = Latvia

In which of the following regions do you live?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lithuania	1002	100.0	100.0	100.0

Country = Lithuania

In which of the following regions do you live?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Luxembourg	200	100.0	100.0	100.0

Country = Luxembourg

In which of the following regions do you live?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malta	202	100.0	100.0	100.0

Country = Malta

In which of the following regions do you live?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North Netherlands	104	10.3	10.3	10.3
	East Netherlands	213	21.2	21.2	31.6
	West Netherlands	469	46.7	46.7	78.3
	South Netherlands	218	21.7	21.7	100.0
	Total	1004	100.0	100.0	

Country = Netherlands



In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Oslo and Akershus	234	23.4	23.4	23.4
	Hedmark and Oppland	77	7.7	7.7	31.0
	Eastern Norway	191	19.1	19.1	50.1
	Southern Norway	145	14.5	14.5	64.6
	Western Norway	172	17.2	17.2	81.8
	Trøndelag	87	8.7	8.7	90.5
	Northern Norway	95	9.5	9.5	100.0
	Total	1000	100.0	100.0	

Country = Norway

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Central Region	207	20.4	20.4	20.4
	South Region	211	20.8	20.8	41.2
	East Region	178	17.6	17.6	58.8
	Northwest Region	162	16.0	16.0	74.8
	Southwest Region	104	10.2	10.2	85.0
	North Region	152	15.0	15.0	100.0
	Total	1014	100.0	100.0	

Country = Poland

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mainland Portugal	964	95.4	95.4	95.4
	Azores	23	2.3	2.3	97.7
	Madeira	23	2.3	2.3	100.0
	Total	1010	100.0	100.0	

Country = Portugal



In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Region one	243	24.3	24.3	24.3
	Region two	306	30.6	30.6	54.9
	Region three	257	25.7	25.7	80.6
	Region four	194	19.4	19.4	100.0
	Total	1001	100.0	100.0	

Country = Romania

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slovakia	1003	100.0	100.0	100.0

Country = Slovakia

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slovenia	1010	100.0	100.0	100.0

Country = Slovenia

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North West	95	9.5	9.5	9.5
	North East	96	9.5	9.5	19.0
	Community of Madrid	138	13.7	13.7	32.7
	Centre	122	12.2	12.2	44.9
	East	294	29.2	29.2	74.1
	South	215	21.3	21.3	95.4
	Canary Islands	46	4.6	4.6	100.0
	Total	1007	100.0	100.0	

Country = Spain



In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	East Sweden	390	38.6	38.6	38.6
	South Sweden	439	43.4	43.4	82.0
	North Sweden	183	18.0	18.0	100.0
	Total	1012	100.0	100.0	

Country = Sweden

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Région lémanique	189	18.9	18.9	18.9
	Espace Mittelland	223	22.3	22.3	41.1
	Grossregion Nordwestschweiz	136	13.6	13.6	54.8
	Zürich	175	17.5	17.5	72.2
	Ostschweiz	140	14.0	14.0	86.2
	Zentralschweiz	95	9.5	9.5	95.8
	Ticino	42	4.2	4.2	100.0
	Total	1001	100.0	100.0	

Country = Switzerland



In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Istanbul	179	17.6	17.6	17.6
	Western Marmara Region	44	4.4	4.4	22.0
	Aegean Region	132	13.0	13.0	35.0
	Eastern Marmara Region	94	9.3	9.3	44.3
	Western Anatolia Region	98	9.7	9.7	54.0
	Mediterranean Region	131	12.9	12.9	66.9
	Middle Anatolia Region	52	5.2	5.2	72.1
	Western Black Sea Region	66	6.5	6.5	78.6
	Eastern Black Sea Region	36	3.5	3.5	82.1
	Northeastern Anatolia Region	30	2.9	2.9	85.0
	Middle Eastern Anatolia Region	49	4.9	4.9	89.9
	Southeastern Anatolia Region	103	10.1	10.1	100.0
	Total	1014	100.0	100.0	

Country = Turkey

In which of the following regions do you live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NORTH EAST ENGLAND	41	4.1	4.1	4.1
	NORTH WEST ENGLAND	112	11.2	11.2	15.3
	YORKSHIRE AND THE HUMBER	86	8.6	8.6	23.9
	EAST MIDLANDS ENGLAND	74	7.4	7.4	31.3
	WEST MIDLANDS ENGLAND	86	8.6	8.6	39.8
	EAST OF ENGLAND	93	9.3	9.3	49.1
	LONDON	126	12.6	12.6	61.7
	SOUTH EAST ENGLAND	138	13.8	13.8	75.5
	SOUTH WEST ENGLAND	84	8.4	8.4	83.9
	WALES	47	4.7	4.7	88.7
	SCOTLAND	84	8.4	8.4	97.1
	NORTHERN IRELAND	29	2.9	2.9	100.0
	Total	1001	100.0	100.0	

Country = United Kingdom



## Annex 8 Questionnaire Mystery Shopping

### For in-country assessment:

#### A. Online availability of services:

Assessment of each basic and extended service in the Life Event process model:

- A1 Is *information* about the service available online?
- A2 Is the actual *service* available online?
- A3 Is the service/information about the service available through (one of the) relevant portal(s)? (with a maximum of 2 portals)

#### B. Usability of services:

Assessment of relevant domain websites and/or portal(s):

##### **Support & Help**

- B1 Is there a Frequently-Asked-Question (FAQ or similar) section?
- B2 Is a demo (any type: click-through demo, online video, downloadable manual explaining the steps the user has to take,...) of the service available?  
  
OR  
Is there a live support functionality 'click to chat' available on the website?
- B3 Can the division/department responsible for delivery be identified and contacted (generic contact details do not suffice to positively score on this metric)?
- B4 Are there alternative delivery channels mentioned on the web site?  
(for instance, call centres, email, small private businesses providing basic government services, customized applications (apps) or authorised intermediaries)

##### **Giving feedback**

- B5 Are feedback mechanisms available to the user to give his opinion on the service?  
(any type: user satisfaction monitoring, polls, surveys, ...; the provision of contact details does not suffice to positively score on this metric. A reference must be made to user satisfaction surveys, feedback options, complaints management and alike, clearly encouraging the user to provide feedback.
- B6 Are discussion fora or social media available?  
(any type: for online discussions amongst users and with the public administration, directed from/to the domain website(s))
- B7 Are complaint procedures available?  
(any type: redress, dispute resolutions)

Assessment of each stage (cluster of services) in the Life Event process model:

**Overall Ease of Use (qualitative assessment by shoppers – per Life Event stage):**



B8 Were you able to complete the required process steps smoothly and achieve your goal?

***This question will be answered by scoring below sub-questions:***

- Were you able to achieve your goal? (10=yes, totally and I will use the internet next time I need to be in contact with the government, 1=no, not at all)
- Were instructions, support and/or help functionalities for the services in this Life Event stage sufficient to understand what was required? (10=yes, I could find answers to every possible question I had, 1=no, there were none or only very basic/simplistic possibilities to help me on my journey)
- Was the succession of process steps logical? (10=yes, to a high extent, I could easily understand, 1=no, I needed to go back and forth between the various websites/service pages)
- Were sufficient feedback mechanisms in place to comment or share experiences? Is this feedback to the admin or to other users?(10=yes, and in an interactive way I could discuss this with other users and service provider, 1=no, there were none or only sparsely used)

Scale 1-10: Score from 1 (negative rating) to 5 (neutral rating) to 10 (best possible positive rating), converted into 100% scale. Specific guidelines for answering these questions will be part of the instruction manual for shoppers.

Assessment of each stage (cluster of services) in the Life Event process model:

***Overall Speed of Use (qualitative assessment by shoppers – per Life Event stage):***

B9 Were you able to complete the required process steps within a reasonable amount of time?

***This question will be answered by scoring below sub-questions:***

- Does the service give an overview of relevant data and information you should have ready (and which are not already provided by the service) in order to complete the online service procedure?
- Based on available information, could you set expectations about the amount of time it would take to complete the required steps? (10=yes, I could quickly find out how much time it would take me to complete the service and would receive feedback, 1=no, the information was unavailable or I had to search extensively for it)
- Do you feel the current services are efficiently structured and designed to facilitate the user in completing the required services in the shortest amount of time? (10=yes, I would describe my user journey as very smooth and efficient (comparable to online banking), 1=no, it took very much time, felt bureaucratic and rash)

Scale 1-10: Score from 1 (negative rating) to 5 (neutral rating) to 10 (best possible positive rating), converted into 100% scale. Specific guidelines for answering these questions will be part of the instruction manual for shoppers.

### **C. Transparency of service delivery**

Assessment of each basic service in the Life Event process model:

C1 Does one receive a delivery notice of successful completion of the process step online?



- C2 During the course of the service, is progress tracked? (i.e. is it clear how much of the process step you have accomplished and how much of it still remains to be done?)
- C3 During the course of the service, can you save work done as a draft (i.e. could you return to your draft work at another moment in time)?
- C4 Does the site communicate expectations on how long the entire process is estimated to take?
- C5 Is it clear what the delivery timelines of the service are?
- C6 Is there a maximum time limit set within which the administration has to deliver?
- C7 Is information available about service performance (any type: service levels, performance assessment)?

Assessment of relevant domain websites and/or portal(s):

**D. Transparency of Personal data**

- D1 What is the degree of online access for the Citizen/Business to their own data:
- No access
  - Information on the way to access own data through traditional channels
  - Data available on demand (specific facility on the web site)
  - Is proactively informed by Government about which data is being held about him/her etc.?
- D2 Is it possible for the citizen/business to notify the government online if they think their data are incorrect/incomplete?
- D3 Is it possible for citizen/business to modify data online?
- D4 Is a complaint procedure available for citizens/businesses as regards their data?

**E. Transparency of public organizations:**

**Generic questions**

The questions will be assessed for the most relevant 2-3 administrations/ministries for each domain/life event for this section. Landscaping will help to better define the target websites to analyse. Same questions for each life event.

- E1 Does the administration's website provide the following information?
- The organizational structure and chart, the names and titles of head of departments/functions, their responsibilities?
  - The mission and responsibilities of the administration?
- E2 Is there a process in place to provide Access to Information/Documents and its implementation?
- E3 Does the website provide information on
- User's possibility to ask for additional information
  - Ways to complain or ask for redress if the administration does not provide information requested
- E4 Does the administration's website provide information on:
- The organization's budget and funding sources



- Annual accounts
  - Level and scope of investments, if applicable
  - Reports from official external financial controllers (e.g. Court of Auditors) or external quality assurances
- E5 Does the administration website provide information on:
- Relevant legislation/regulation
  - The administrations' key policy making processes
  - User's ability to participate in policy making processes
- E6 Does the administration's website provides information on:
- Methods employed for monitoring and assessment the administration's performance
  - User's satisfaction's with the administration's services

### **Life Event specific questions**

Assessment of relevant domain websites and/or portal(s). The website does not need to replicate information contained somewhere else. It is sufficient that clear hyperlinks exist from the relevant websites/portals to the desired information.

#### ***For Business start up:***

E7a Can I find sector specific<sup>69</sup> compliance information (rules & regulations and/or quality standards and/or overview of relevant regulatory authorities per sector?) explaining clearly how they apply to my situation?

E8a Does the administration's website provide (sector specific) information on minimum wages and/or collective labour agreements? (relevant when hiring people for your future business)

#### ***For Losing and finding a job:***

E7b Does the administration's website provide clear information on demand and/or supply for specific job sectors? )

E8b Does the administration's website provide clear information to help and accelerate re-integration of specific target groups (e.g. young people, elderly, immigrants etc.)?

#### ***For Studying:***

E7c Does the administration's website provide statistics which allow to compare facts and figures on institutions and courses (such as course completion, student achievement, student population)?

E8c Does the administration's website provide information on quality assurance? Composed of three questions:

- a. Does the website publishes the internal quality assurance and review criteria for institutions and courses (eg implementation of EC's QA guidelines in the European Higher Education Area)?
- b. Does the website publishes performed assessments or reviews concerning the internal quality assurance?

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<sup>69</sup> This relates to the persona for this life event.



- c. Does the website publishes reports (or refers to reports) from to external, independent, quality assurance institutions or accreditation authorities and their publications? (excl private sector rankings)

E9c Does the administration's website provide information on students satisfaction's with the administration's services? (eg satisfaction surveys, student monitors etc)

## F. Key Enablers

Assessment of each basic service in the Life Event process model:

### eID<sup>70</sup>

F1 Is any kind of (online/offline) authentication needed to access or apply for the service? (no score is attributed to this question, the question intends to landscape for how many/which process steps an eID is required)

F2 If an authentication is needed, is it possible to authenticate online?

F3 If it is possible to authenticate online, can you use a generic electronic identifier (e.g. a national eID card)?

(if the service requires a specific electronic identifier (e.g. a matriculation number for students) provided by the involved service provider, and which is only suited for services from that single provider, the answer to this question is 'no')

### eDocuments<sup>71</sup>

F4 Is any kind of documentation needed to access or apply for the service? (no score is attributed to this question, the question intends to landscape for how many/which process steps an eDocument is relevant)

F5 Is it possible for the user to *submit* the document that is required by the service provider to complete procedures and formalities necessary to establish or to carry out a process step online (certificate, diploma, proof of registration etc) in an electronic form?

OR

Is it possible to *obtain* the document that is to be provided by the service provider to the service recipient when completing procedures and formalities necessary to establish or to carry out a process step online (certificate, diploma, proof of registration etc) in an electronic form?

Assessment of relevant domain websites and/or portal(s):

### eSafe<sup>72</sup>

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<sup>70</sup> Electronic Identification (eID) is a government-issued document for online identification, and authentication

<sup>71</sup> an eDocument is defined as a document which has been authenticated by its issuer using any means recognised under applicable national law, specifically through the use of electronic signatures, e.g. not a regular pdf or word doc.

See 'Study on electronic documents and electronic delivery for the purpose of the implementation of Art. 8 of the Services Directive', 'D3.1 Recommendations on improving the cross border exchangeability of electronic documents and interoperability of delivery systems for the purposes of the implementation of the Services

Directive', by Siemens and Timele for DG Markt, 2009.



F6 Is an eSafe solution available to store personal documents (eg diploma's, declarations etc)?

**SSO<sup>73</sup>**

F7 Is a Single Sign-On functionality for accessing multiple eGovernment services and/or websites available?

Assessment of each basic service in the Life Event process model:

**Authentic sources<sup>74</sup>**

F8 Is any kind of eForm needed to access or apply for the service? (no score is attributed to this question, the question intends to landscape for how many/which process steps an eForm is required)

F9 When applying for this service is personal data pre-filled by the service provider? (based on data from authentic sources<sup>75</sup> such as National register, Tax registers, Company registers etc)

**For cross-border assessment:**

**G. Cross border index for online availability**

Assessment of each basic and extended service in the Life Event process model (when indicated as relevant for Cross border assessment):

G1 Is information about the requirements for the service for a non-country national available online?

G2 Can the service be obtained online by a non-country national? (e.g. If needed, is it possible to submit a foreign version of a required document or does one need to translate first or request official recognition? If needed, is it possible to log in with a foreign eID?)

G3 If the previous question is answered negatively, what barriers does a non-country national encounter (multiple choice: eID, eDocuments, need for translation or recognition of required document, other)?

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<sup>72</sup> Electronic Safe (eSafe) is a legally recognized system that allow for secure storage and retrieval of electronic documents.

<sup>73</sup> Single Sign On (SSO) allows users to get access to multiple systems without the need to log in multiple times.

<sup>74</sup> Authentic Sources are base registries used by governments to automatically validate or fetch data relating to citizens or businesses.

<sup>75</sup> Idem, Authentic database: any data collection in which certain attributes of a clearly defined subset of entities are managed, and to which a particular legal of factual trust is attached (i.e. which are generally assumed to be correct). This includes National Registers, tax registers, company registers, etc



## H. Cross border index for usability

Assessment of relevant domain websites and/or portal(s):

### **Support & Help**

H1 Does the website contain a help functionality specifically for foreigners?

H2 Does the website provide a specific feedback option for a foreign visitor (feedback mechanism or discussion forum, not only in a national language)?

### **Giving feedback**

H3 Is it clear for a foreigner how to access complaint procedures? (taking into account possible language issues, eg referral to organisation that can provide additional information)

(any type: redress, dispute resolutions)

Assessment of each stage (cluster of services) in the Life Event process model:

### **Overall Ease of Use (qualitative assessment by shoppers – per Life Event stage):**

H4 Were you able to complete the required process steps smoothly and achieve your goal?

#### ***This question will be answered by scoring below sub-questions:***

- Were you able to achieve your goal? (10=yes, totally and I will use the internet next time I need to be in contact with the government, 1=no, not at all)
- Were instructions, support and/or help functionalities for the services in this Life Event stage sufficient to understand what was required? (10=yes, I could find answers to every possible question I had, 1=no, there were none or only very basic/simplistic possibilities to help me on my journey)
- Was the succession of process steps logical? (10=yes, to a high extent, I could easily understand, 1=no, I needed to go back and forth between the various websites/service pages)
- Were sufficient feedback mechanisms in place to comment or share experiences? Is this feedback to the admin or to other users?(10=yes, and in an interactive way I could discuss this with other users and service provider, 1=no, there were none or only sparsely used)

Scale 1-10: Score from 1 (negative rating) to 5 (neutral rating) to 10 (best possible positive rating), converted into 100% scale. Specific guidelines for answering these questions will be part of the instruction manual for shoppers.

Assessment of each stage (cluster of services) in the Life Event process model:

### **Overall Speed of Use (qualitative assessment by shoppers – per Life Event stage):**

H5 Were you able to complete the required process steps within a reasonable amount of time?

#### ***This question will be answered by scoring below sub-questions:***

- Does the service give an overview of relevant data and information you should have ready (and which are not already provided by the service) in order to complete the online service procedure?



- Based on available information, could you set expectations about the amount of time it would take to complete the required steps? (10=yes, I could quickly find out how much time it would take me to complete the service and would receive feedback, 1=no, the information was unavailable or I had to search extensively for it)
- Do you feel the current services are efficiently structured and designed to facilitate the user in completing the required services in the shortest amount of time? (10=yes, I would describe my user journey as very smooth and efficient (comparable to online banking), 1=no, it took very much time, felt bureaucratic and rash)

Scale 1-10: Score from 1 (negative rating) to 5 (neutral rating) to 10 (best possible positive rating), converted into 100% scale. Specific guidelines for answering these questions will be part of the instruction manual for shoppers.



## Annex 9 Calculation Rules Mystery Shopping Indicators

### Computation – general rules<sup>76</sup>

For the indicator of online availability (A), transparency of service delivery (C) and key enablers (F1 eID, F4 eDocuments, F8 Authentic sources), in case there is more than one url mentioned for a single service:

1. For services that are provided at the national level, we take the best possible answers to calculate the score for that service.

The same rule applies for the indicators Usability (B), Transparency of Personal Data (D) and Key Enablers (F6 eSafe & F7 SSO) which are mentioned on the 'Portal' sheet.

		Indicator X				Sum	Mean	%
		Q1	Q2	Q3	Q4			
Service 1.1	Public Admin A - Url A	1	0	1	0			
	Public Admin B - Url B	1	1	0	1			
	Public Admin C - Url C	1	1	0	1			
	<b>TOTAL (for scoring)</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>			

2. For services that are provided at the regional or local level, we take the average of all urls per service. The same rule applies for the indicator Transparency of Public Organisations (E) mentioned on the 'Domain sheet'.

		Indicator X				Sum	Mean	%
		Q1	Q2	Q3	Q4			
Service 1.1	Community A - Url A	1	0	1	0	2	0,50	50%
	Community B - Url B	1	1	0	1	3	0,75	75%
	Community C - Url C	1	1	0	1	3	0,75	75%
	Community D - Url D	1	0	0	0	1	0,25	25%
	Community E - Url E	1	0	0	1	2	0,50	50%
	<b>TOTAL (for scoring)</b>						<b>0,55</b>	<b>55%</b>

Automated services – if a service is automated, this service reaches a 100% score for section A and section C

<sup>76</sup> For a detailed description of the Mystery Shopping approach, please consult the Method Paper.



**Computation – specific rules per indicator**

The score sheet for Member States needs to be composed of the following scores:

1. Top Level Benchmarks (across all Life Events) for:
  - User-centric Government (50% Mystery Shopping AND 50% **User Survey**)
    - 50% User-centric Government – average of all Life Events (see below #2, per Life Event)
    - 50% User-centric Government – **User Survey**
  - Transparent Government (based on Mystery Shopping)
  - Citizen Mobility (based on Mystery Shopping)
  - Business Mobility (based on Mystery Shopping)
  - Effective Government (**User Survey**)
  - Key Enablers (based on Mystery Shopping)
2. Results per Life Event:
  - a. User-centric Government – National assessment (Section A, B):
    - 67% Synthetic Indicator Online Availability (section A)
      - 80% Compound indicator online availability of basic services – average of all basic services in Life Event. Per service the following scoring rules apply:
        - If automated > 100%
        - If A1+A2+A3 = yes > 100%
        - If A1+A2 = yes > 75%
        - If A1+A3 = yes > 50%
        - If A1 = yes > 25%
        - If A1+A2+A3 = no > 0%
      - 20% Compound indicator online availability of extended services – average of all extended services in Life Event. Per service the following scoring rules apply:
        - If automated > 100%
        - If A1+A2+A3 = yes > 100%
        - If A1+A2 = yes > 75%
        - If A1+A3 = yes > 50%
        - If A1 = yes > 25%
        - If A1+A2+A3 = no > 0%



- 33% Synthetic Indicator Online Usability (section B1-7)
  - 50% Compound indicator usability of services – support and feedback
    - See above rule 1: ‘best possible answer’ across urls
    - Average score B1-B7, whereby B2 = yes if B2.1 OR B2.2 are yes
  - 25% Compound Indicator Ease of use (Section B8)
    - Calculate per stage
    - Average score of B8.1-B8.4 across stages (for 2 shoppers), converted to a 100% scale
  - 25% Compound Indicator Speed of use (section B9)
    - Calculate per stage
    - Average score of B9.1-B9.3 across stages (for 2 shoppers), converted to a 100% scale
- b. Transparent Government – National assessment (Sections C, D, E):
  - 33% Transparency of Service delivery
    - Average score of C1-C7 (whereby all yes = 100%)
  - 33% Transparency of public administrations
    - See above rule 2: final score is average of score for each organisation
    - Average score of E1-E8/9 (whereby all yes = 100%) per organisation (url)
    - Scores to be computed per question (average of answers), eg  $E1 = \frac{E1.1+E1.2}{2}$  and  $E4 = \frac{(E4.1+E4.2+E4.3+E4.4)}{4}$
  - 33% Transparency of personal data
    - Average score of D1-D4 (whereby all yes = 100%)
    - For D1: 1 = 0%, 2=33%, 3=67%, 4=100%
- c. Citizen Mobility – Cross-border assessment Studying (Section G, H)
  - 67% Synthetic Indicator Online Availability (section G):
    - 80% Compound indicator online availability of basic services – average of all CB basic services in Life Event. Per service the following scoring rules apply:
      - If automated > 100%
      - If  $G1+G2 = \text{yes} > 100\%$
      - If  $G1 = \text{yes} > 50\%$
      - If  $G1+G2 = \text{no} > 0\%$



- 20% Compound indicator online availability of extended services – average of all CB extended services in Life Event. Per service the following scoring rules apply:
  - If automated > 100%
  - If G1+G2 = yes > 100%
  - If G1 = yes > 50%
  - If G1+G2 = no > 0%
- 33% Synthetic Indicator Online Usability (section H):
  - 50% Compound indicator usability of services – support and feedback
    - Average score H1-H3
    - See above rule 1: ‘best possible answer’ across urls
  - 25% Compound Indicator Ease of use (Section H4)
    - Calculate per stage
    - Average score of H4.1-H4.4 across stages (for 2 shoppers), converted to a 100% scale
  - 25% Compound Indicator Speed of use (section H5)
    - Calculate per stage
    - Average score of H5.1-H5.3 across stages (for 2 shoppers), converted to a 100% scale
- d. Business Mobility – cross-border assessment business start up & early trading activities (Section G, H)
  - Idem as c.
- e. Pre-conditions – National assessment (Section F)
  - Synthetic Indicator of IT enablers (per Life Event):
    - Average score of all questions, whereby:
      - 50% average result for eSafe (F6) & SSO (F7) (‘Portal’ sheet, measured for whole LE):
        - if F6 = yes > 100% (if no > 0%)
        - if F7 = yes > 100% (if no > 0%)
      - 50% average result for eID (F1-3)/eDocuments(F4-5)/Authentic Sources (F8-9) (‘Basic\_extended sheet, measured per basic service)
        - eID: if F1 = no > no score is attributed.  
If F1+F2 = yes > 50%, If F1+F2+F3 = yes > 100%
        - eDoc: if F4 = no > no score is attributed.  
If F4+F5.1 or F4+F5.2 = yes > 100% (if no > 0%)



- Auth. S.: if F8 = no > no score is attributed.  
If F8+F9 = yes > 100%



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