

MEETING THE DEMANDS OF DIGITAL CITIZENS

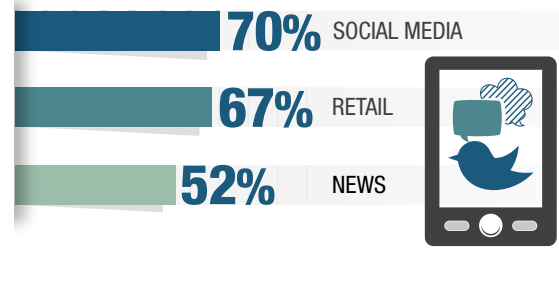
AS TODAY'S TECH-SAVVY YOUTH GROW UP AND MOBILITY BECOMES MORE PERSVASIVE

throughout all segments of society, citizens increasingly expect to consume services and information online. These expectations of anytime, anywhere accessibility don't stop when it comes to government. In fact, citizens expect their government's digital presence to be even more reliable and secure than that of the eCommerce sites they frequent. Keep reading to learn more about the preferences of citizens and how governments can better meet their digital demands.

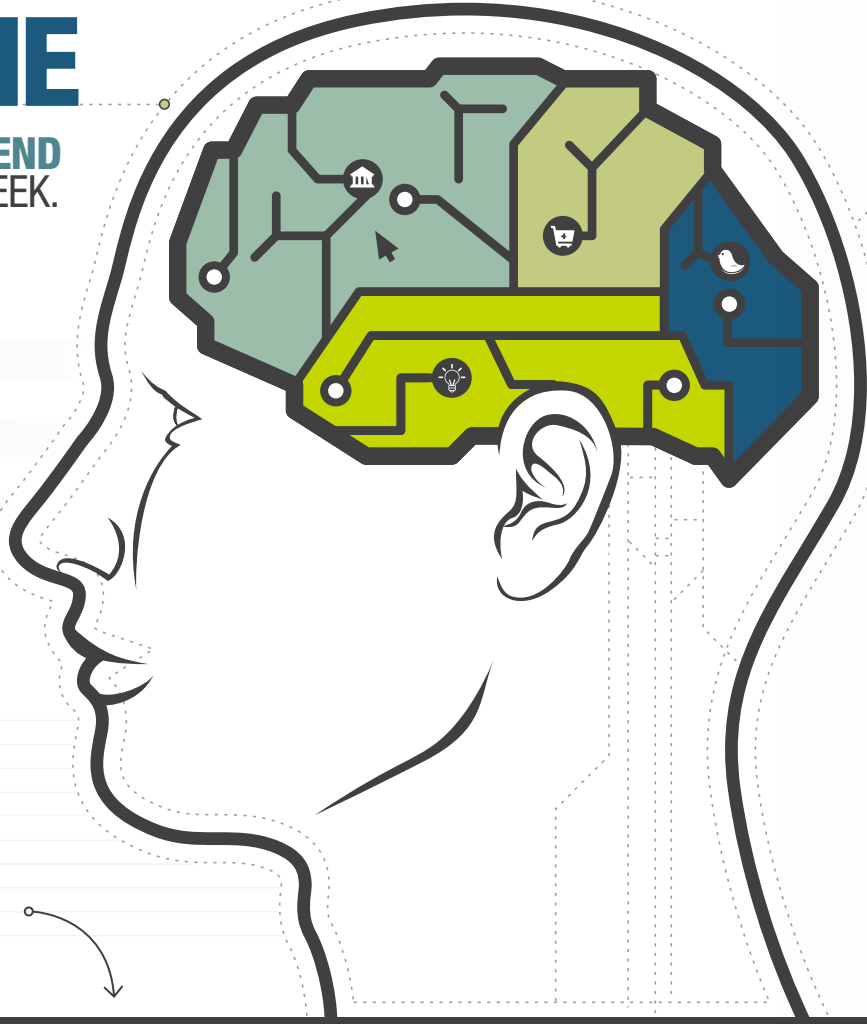
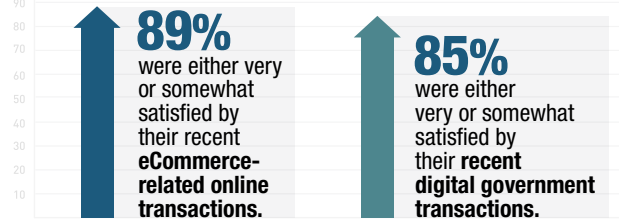
CITIZENS LIVE ONLINE

NEARLY HALF (49%) OF CITIZENS SPEND 20 OR MORE HOURS ONLINE PER WEEK.

THEY ARE VIEWING & VISITING THE FOLLOWING SITES THE MOST:



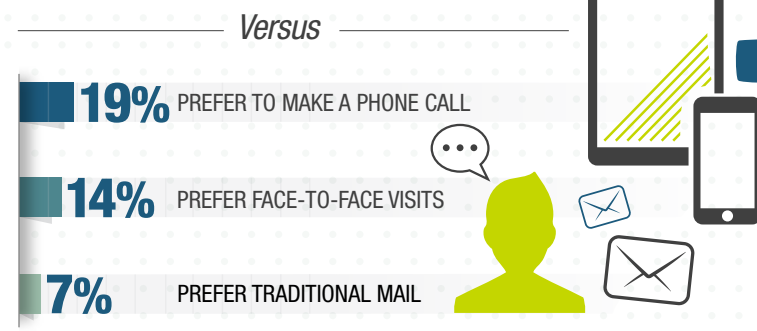
IN GENERAL, THEY HAVE POSITIVE ONLINE EXPERIENCES.



WHEN COMPARING THE TWO, 86% FELT THEIR MOST RECENT DIGITAL GOVERNMENT TRANSACTION WAS ABOUT THE SAME OR BETTER THAN THEIR MOST RECENT eCommerce TRANSACTION.

THEY EXPECT TO INTERACT WITH GOVERNMENT ONLINE AS WELL

60% OF CITIZENS PREFER TO COMMUNICATE WITH GOVERNMENT DIGITALLY.



70% BELIEVE ONLINE SERVICES SAVE THEM TIME.

44% BELIEVE ONLINE SERVICES SAVE THEM MONEY.

FULFILLING GOVERNMENT'S DIGITAL DUTY

ALTHOUGH 76% OF CITIZENS APPROVE OF THEIR GOVERNMENT'S EFFORTS TO PUT INFORMATION AND SERVICES ONLINE,

MORE WORK NEEDS TO BE DONE.

64% OF CITIZENS WOULD LIKE TO BE ABLE TO CONDUCT MORE DIGITAL GOVERNMENT TRANSACTIONS.

46% DON'T BELIEVE THEIR GOVERNMENT IS COMMITTED TO EXPANDING HOW IT CAN BETTER SERVE THEM ONLINE.



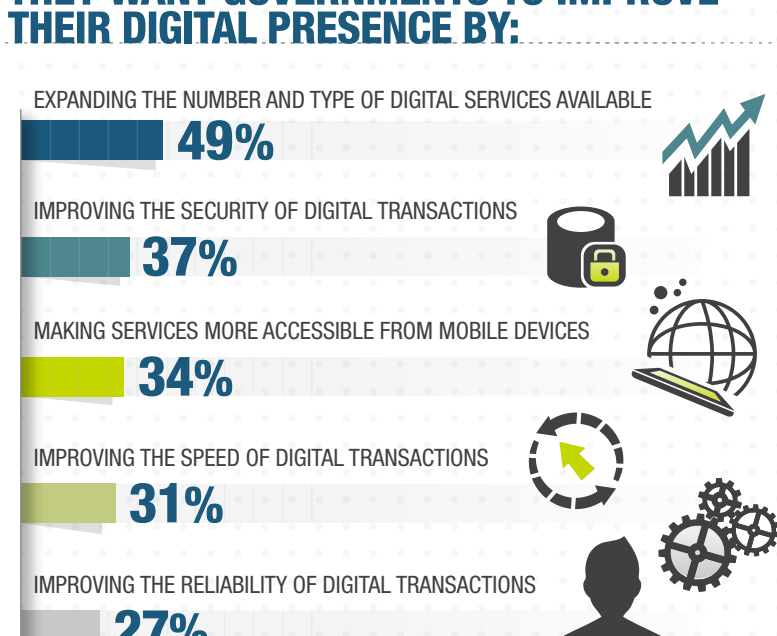
45% BELIEVE GOVERNMENT COULD INVEST MORE IN DIGITAL SERVICES.

GIVE THE PEOPLE WHAT THEY WANT

CITIZENS EXPECT DIGITAL GOVERNMENT SITES TO BE MORE RELIABLE, TRUSTWORTHY AND SECURE THAN eCommerce SITES.

THEY EXPECT GOVERNMENT TO CONTINUALLY OFFER MORE SERVICES ONLINE.

THEY WANT GOVERNMENTS TO IMPROVE THEIR DIGITAL PRESENCE BY:



74% OF CITIZENS PREFER TO ACCESS INFORMATION AND SERVICES VIA A GOVERNMENT WEBSITE.



BUILDING A DIGITAL GOVERNMENT FOUNDATION

TO ENSURE ONLINE SERVICES ARE BOTH TRUSTWORTHY AND RELIABLE, GOVERNMENTS MUST HAVE A DIGITAL GOVERNMENT FOUNDATION COMPOSED OF 3 FOUNDATIONAL ELEMENTS:

