



ONLINE GOVERNMENT AND LOCAL BUSINESS

A REPORT FOR THE INFORMATION NETWORK OF ARKANSAS

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SUMMARY OF FINDINGS

IT IS MORE COMMON FOR BUSINESS PEOPLE TO INTERACT WITH GOVERNMENT ONLINE

Arkansas business people reported going online as often or more often to take care of a variety of government-related tasks for their business. Online interactions were the most common means of contact for six of nine tasks listed, such as dealing with sales taxes, insurance and unemployment. Business people also reported that they most frequently interacted with state government agencies (such as the Departments of Finance or Health) online. However, in-person visits were the most frequent means of contacting local permitting offices, city councils, and county clerks.

ARKANSAS BUSINESS PEOPLE ARE POSITIVE ABOUT ACCESSING GOVERNMENT ONLINE

The survey also shows that business people are very positive about accessing government services online, both via desktop computers and mobile devices. Respondents reported favorable attitudes about online interactions to access government services from their desktop. Half or more of them had very positive attitudes, finding e-government services to be accessible, easy to use, helpful, useful, easy to understand, reliable, fast and inexpensive. On the same dimensions, business people rated mobile access of e-government services favorably but slightly less positively, with about 1 in 5 of them expressing neutral attitudes about mobile access to government services.

These attitudes compare favorably with traditional means of accessing government services. Respondents expressed more neutral opinions as to whether subpar postal service, driving to meetings, or conducting meetings with government officials in person wasted time and money for their business. However, more of them felt these modes of access cost them time, rather than money.

BUSINESS PEOPLE ARE AT LEAST SOMEWHAT CONFIDENT ABOUT USING ONLINE GOVERNMENT SERVICES

For most tasks business people face when dealing with government, they reported at least moderate levels of confidence in the information they received and the effectiveness of their efforts. Half or more of these business people believed that government websites, in general, were somewhat or very helpful in enabling them to understand clearly information, getting things done correctly, and effectively, and figuring out the correct procedures for completing and submitting government paperwork. This was slightly less true with some tasks, such as resolving differences between local and state regulations, getting health department forms, and obtaining/renewing liquor or other sales licenses.

BUSINESS PEOPLE HAVE SOME AMBIVALENCE ABOUT A POTENTIAL BUSINESS PORTAL

When introduced to the idea of an enhanced, state-government portal for businesses, respondents had both positive reactions and potential concerns. Given a choice from eleven potential services, they ranked three that dealt with getting or renewing licenses as most important. Just behind these were two items that referenced permit renewals and permit/license status checks. They ranked services concerning online payments and customer service as less important.

Many respondents agreed that such a portal would provide several benefits, such as answering their questions quickly (84%), doing things correctly (83%), and streamlining government procedures (78%). At the same time, opinions were mixed about whether the portal would keep their business' information private, would be hard to use, or might frequently crash. In the end, 30% of respondents said that, given such a portal, they would rather speak to someone by phone or take care of things by mail instead of going online.

WOMEN HAVE MORE POSITIVE ATTITUDES ABOUT ONLINE GOVERNMENT AND A POTENTIAL BUSINESS PORTAL

Female participants outnumbered males two to one in this study, but sample sizes permitted a comparison of their responses. In general, the data reveal that women have significantly more positive attitudes toward online government services. Females felt more positively about accessing government services via both desktop computers and mobile devices. Similar differences emerged about a potential business portal. Almost across the board, males reported lower levels of agreement about the portal's potential benefits and higher levels of concern about the safety of their business' information. They also showed a higher preference for taking care of things in person or by mail rather than online. No other areas of the survey showed significant differences between female and male respondents.

NO PATTERNED DIFFERENCES EMERGED BASED ON RESPONDENTS' RACE/ETHNICITY

In general, there were few differences between minority and White business owners and managers. Any differences that emerged were for only a few specific items. For example, Whites were more confident that government websites helped them deal with permit codes and approvals correctly and effectively. Minority respondents had more confidence that this was true for obtaining/renewing liquor or other sales licenses and health department forms. Similarly, minority business people thought that it was more important for a business portal to provide information about licenses. Minority business owners and managers indicated higher levels of concerns than did Whites that their business' information might not be safe on a proposed portal designed specifically for small businesses. They also reported a higher preference than Caucasians for taking care of things in person or by mail rather than online.

BUSINESS SIZE MAKES A DIFFERENCE IN DEALINGS WITH ONLINE GOVERNMENT

The survey revealed some significant differences based on the size of the respondent's business. This analysis compares data from four groups: very small businesses (1-10 full-time employees), small businesses (11-20 employees), medium-sized businesses (21-50 employees), and large businesses (51+ employees). Three groups showed distinct profiles in their attitudes about government services online.

Very Small Businesses (1-10 full-time employees). People from the smallest businesses were the most positive about traditional means of accessing government and the least positive about dealing with government online. They, more than people from larger businesses, judged accessing government via desktop computer and mobile devices to be inexpensive. They were also most likely to disagree that traditional means of accessing government services (e.g., driving to meetings or holding in-person meetings) wasted time and money.

Small Businesses (11-20 full-time employees). People from small businesses reported the lowest levels of confidence in using government websites. They rated government websites as less helpful for clearly understanding information about codes, regulations, permits and other such matters. They also reported the least confidence that their online work with government offices was correct/effective and that the websites helped them figure out the correct procedures for doing various types of government-related tasks. These respondents also considered good customer support with live chat to be more important than did other respondents.

Medium size businesses (21-50 full-time employees). A slightly different picture emerged from people with medium-sized businesses. They were more neutral about traditional means of accessing government, although they reported slightly more agreement than the other three groups that some means of access (e.g., driving to meetings or holding in-person meetings) wasted time or money. The

medium size businesses appeared to be the most confident that their online work with government offices was correct and effective.

Large Businesses (51+ full-time employees). Like those from the smallest businesses, respondents from the largest companies had less positive attitudes about online government services. They felt that government websites were less helpful for clearly understanding information about codes, regulations, permits and other such matters. This was also true for issues like resolving conflicts between state and local regulations, knowing what questions to ask, and knowing whom to ask. People from large businesses also reported that state websites were least helpful in figuring out the correct procedures for many government-related tasks for their business. They indicated the least agreement that slow postal service wastes money, but the most agreement that holding in-person meetings wastes money. Virtually none of their reactions about a potential business portal differed from people in other-sized businesses.

VIRTUALLY NO DIFFERENCES EMERGED BASED ON THE BUSINESS' LOCATION

This analysis compared respondents from businesses in the Central and Ozark regions of Arkansas to those from businesses in the other four regions of the state (Delta, Ouachitas, Timberlands, and River Valley). Those respondents in the more populated regions (Central and Ozarks) viewed mobile access more positively. Business people in the Central and Ozark regions saw mobile access as more useful, easy to understand, faster, and less expensive than did those in the rest of the state. Otherwise, business location was not a factor in differing opinions about government services online.

ATTITUDES ABOUT ONLINE GOVERNMENT DIFFER BASED ON USE OF ARKANSAS.GOV

Nearly all respondents (90%) were familiar with the Arkansas.gov website. More than 60% used it to get information about business regulation, while more than 40% had used it to pay business taxes or renew automobile licenses. Respondents reported whether or not they had used the site for one or more of the following tasks: 1) to renew business auto licenses, 2) to get information about business regulations, or 3) to pay business taxes. Those who had used Arkansas.gov for all three tasks are “heavy users,” those who used the site for some of the tasks are “partial users,” and those who have not used the site for any task are “non-users” in this report.

Heavy users had the most positive attitudes about accessing government services using a desktop computer and mobile devices, rating such services as more accessible, easier, more useful, more reliable, faster, and cheaper. Non-users had the most negative attitudes toward using government services via computer or mobile device across all criteria. Heavy users had the most negative opinions about the time and financial costs of using the postal service to interact with government, but they had the highest opinion of driving to meetings or holding in-person meetings.

Heavy users of Arkansas.gov also had the most positive opinions about government websites in general, specifically their helpfulness in clearly understanding information, getting things done correctly and effectively, and figuring out the correct procedures for government paperwork. These opinions were true across the board for a wide variety of government-related tasks for the respondent's business.

This group also ranked several services on a potential business portal as more important than non-users and partial users. Heavy users ranked information about licenses, license eligibility, license application/renewal, and permit renewals as more important than did other users. Conversely, they felt that having one main customer service number was less important than did non-users and partial users. Partial users considered a business start-up kit on the portal to be more important than did other groups.

INTRODUCTION

E-GOVERNMENT AND E-BUSINESS

E-Government refers to the provision of government information and services by means of the Internet and other computer resources to businesses. E-Government services are concentrated to the following groups: human services, community services, judicial services, transport services, land resources, business services, financial services, and other (Bakry, S. H., 2004).

E-Government has the potential of providing a great amount of information that businesses may need in the future. A key objective in this report is provide the Information Network of Arkansas (INA) insights important to their ability to plan for the future in assisting Arkansas businesses as online technologies continue to expand. Understanding the needs and uses of Arkansas businesses should guide INA in the development of a strategic plan that will help propel the economic engine of the state. We begin by providing an example of strategic planning in the Commonwealth of Massachusetts, which began an E-Government initiative in 1998 and has maintained a focus on such planning for well over a decade.

E-Business also referred to as E-Commerce, involves the buying and selling of goods and services, or the transmission of funds or data, over an electronic network, primarily the Internet. These business transactions occur either business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business. While this report focuses primarily on how E-Government can serve businesses generally, we also note that E-Business is a fast growing and important sector of the business community as a whole. For this reason, we hope that the findings will aid INA in interactions with traditional businesses as E-Business evolves as an important economic engine.

A March 2001 report from the Department of Administration and Finance in the Commonwealth of Massachusetts stated, E-Government can provide better service to citizens and businesses at less cost to the Commonwealth, and can make the Commonwealth a more attractive place to live and do business. To the extent that E-Government makes it easier for citizens to conduct their affairs with government simply and retrieve the important information they need, E-Government can both increase efficiency and increase the stature and relevance of the State government in the eyes of the citizens and businesses. Beneficiaries of E-Government include citizens, businesses and the Commonwealth government (“Section 2: The Benefits of E-Government,” ND). Subsequent reports reveal repeated attention to E-Government and the evolution of E-Commerce in Massachusetts in 2008 (“A foundation,” 2007, January 4; “IT Strategy,” 2008, August).

Key benefits of E-Government for businesses include lowering the cost of doing business and increased access to information. Electronic transactions save time compared to conducting business in person. E-Government can reduce driving to a governmental office and if a transaction is not completed right away, the return trip can be avoided. As more businesses engage with government online, their transaction costs may be lower. Furthermore, E-Government can be a key driver in terms of developing plans for the future as the government collects a great deal of data on economic, demographic and other trends. Making these data more accessible to businesses may increase their chances of prosperity (“Section 2: The Benefits of E-Government,” ND).

E-Government can also help businesses navigate through what can be a daunting maze of government regulations, by providing intuitively organized online sites with rich and useful applications. Electronic filings of applications for permits and licenses provide an example. Businesses often do not know how, when and for which permits they must apply. As a result, business owners and managers may be non-compliant most likely because of confusion about requirements rather than willful disregard for the law. An easy to link to forms or information makes the process significantly less confusing, helps boost

compliance, and helps better identify businesses refusing to observe the law. This does so by stripping away the excuse of ignorance or an overly bureaucratic application process. Effective development of information platforms and the ability to submit interactive applications is an important advantage of E-Government. We believe the findings in this report reveal that Arkansas businesses are taking advantage of E-Government. Furthermore, findings suggest that E-Government is aiding businesses in navigating through government regulations and other government-to-business interactions.

Government-to-Business (G2B) is the [online] non-commercial interaction between local and central government and the commercial business sector with the purpose of providing businesses with information and advice on best business practices. The objective of G2B is to reduce burdens on business, provide one-stop access to information and enable digital communication using the language of e-business (XML). For businesses, G2B interactions can result in increased awareness of opportunities to work with the government, cost savings and improved efficiency in performing transactions. For governments, G2B interactions offer benefits in reducing costs and increasing efficiency in procurement processes plus providing new avenues for selling surplus items (Craig, 2008).

Governmental entities, however, should be concerned that not all businesses are able to access the Internet. Issues related to size of business, network reliability, ease-of use, vulnerability to cyber-attacks, privacy concerns, and the lack of human resources may cause business owners to engage more with E-Government.

US News and World Report ranked Massachusetts as the seventh wealthiest state with a median income of \$60,923 (Handley, 2011a, September 23) while Arkansas ranks as the 49th poorest state in the nation with a median income of \$38,600 (Handley, 2011b, September 23). While this inequity is explainable by a large variety of factors, we believe that assessing the strengths and weaknesses of E-Government in the State of Arkansas will aid in developing a plan that will help advance the economic vitality of the State of Arkansas. By informing business owners and managers about the potential benefits of E-Government, we hope to benefit both businesses and the Arkansas economy.

Finally, a new report by the Information Technology & Innovation Foundation (ITIF) reveals that states should “better harness information technology to drive public-sector productivity and generate savings for governments, businesses, and citizens. ITIF proposed a series of state and federal policy initiatives that would encourage and optimize IT-enabled productivity in government to capture \$11 billion in savings for state governments while also saving time and cutting costs for businesses and citizens” (McQuinn, Atkinson, Laxton, & Castro, 2015 October).

To understand the state of E-Business and its relationship to E-Government, INA commissioned the Center for Communication Research (CCMR) to conduct a survey to assess attitudes of business owners toward online services such as Arkansas.gov, which INA maintains.

[SURVEY DETAILS](#)

The CCMR at the University of Arkansas commissioned an online survey of Arkansas businesses from October 21, 2015 through November 13, 2015. Dr. Robert Wicks, the CCMR Director began working with INA General Manager Bob Sanders in September of 2014 to explore how research can help the organization understand issues related to communication between governmental entities and Arkansas business owners. INA in consultation with CCMR decided to assess attitudes of business owners toward online services such as Arkansas.gov, which INA maintains. Another objective was to explore ways to improve communication between these entities. Dr. Wicks engaged the services of Dr. Ron Warren, an associate member of the CCMR to develop a survey of Arkansas business owners and managers. In

consultation with INA, the CCMR research team developed a survey that was sent to businesses in each of the six regions of Arkansas.

Qualtrics LLC based in Provo, UT conducted the survey in October and November of 2015. The survey used quota-sampling techniques to assure adequate representation of different-sized businesses. That firm pre-identified each business entity invited to participate as working for or owning an Arkansas business. The survey was sent to 24,300 potential participants resulting in 368 completions. The survey took approximately 10 to 15 minutes to complete. Drs. Warren and Wicks analyzed the data and prepared this report, noting all statistical results that have less than a 5% chance of randomly occurring (i.e., results with a p-value of .05 or less).

FOCUS OF THE SURVEY

The survey focused on business access to digital government, current online interactions between government and businesses, and businesses' future needs regarding access to digital government.

Access to digital government

The survey assessed whether Arkansas businesses currently have access to digital and Internet communication systems. It assessed business owners' and managers' use of digital and Internet communication systems to which they have access. It considered differences in access with respect to region of the state. It evaluated awareness and use of the Arkansas.gov portal.

Current interaction between government and business

The survey evaluated the effectiveness of traditional forms of communication such as telephone, face-to-face conversations and email. The research team investigated the use of Internet technologies to satisfy basic business needs and explored the ease of use of both traditional and new communication systems by business owners and managers. The survey probed expectations of future government communication including licensing via online sources.

Need of government services to assist business

The survey evaluated respondents' perceptions of government's ability and willingness to assist business using online technologies.

Future interaction between government and business

The survey addressed potential expanded online information sources in an effort to find ways to make E-Government more accessible to Arkansas businesses.

PART 1: RESPONDENT DEMOGRAPHICS

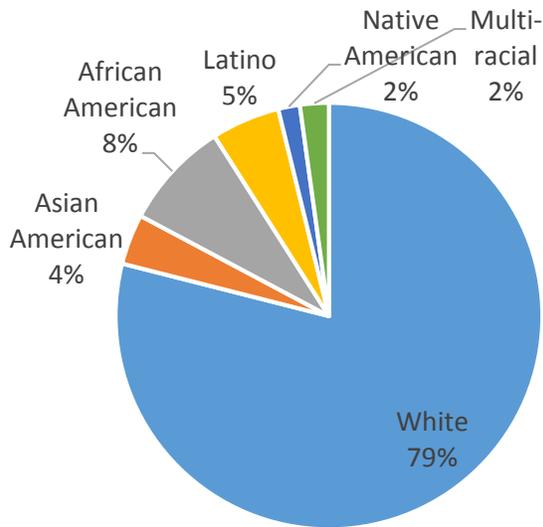


Fig. 1: Respondent Race/Ethnicity

BUSINESS CHARACTERISTICS

Respondents chose between 16 categories that best fit their type of business (Table 1). Of those types, six accounted for 57% of all responses: health care; manufacturing, wholesale, & distribution; education; food and dining; construction; and retail sales.

Chief executives of a business (27%), professional staff (18%), general or operations managers (17%) or office managers (13%) completed three quarters of the surveys. Other business personnel completed the remaining surveys (see Topline Report in Appendix A).

Respondents reported performing a wide variety of duties for their businesses. About 40% or more of them reported that they were responsible for building permits and licenses, payroll, sales and property taxes, health inspections, and insurance for their business.

These results suggest that those responding to this survey were highly likely to encounter government services, whether online or offline. These respondents were quite likely to be a decision maker responsible for those tasks in their business.

SURVEY RESPONDENTS

This sample of Arkansas business owners has a few demographic characteristics that will factor into this report. About two-thirds of the respondents were female (68%) and one-third (32%) male, suggesting that we should explore gender comparisons in the data. More than three quarters of the responses came from White business owners (Figure 1), with African-Americans and Latinos making up the largest categories of minority business owners. Only 21% of the sample were business owners of color.

Table 1: Business Types	Percent
Health & Medicine	12%
Manufacturing, Wholesale, Distribution	11%
Education	9%
Food & Dining	9%
Construction & Contracting	8%
Retail Merchants	8%
Computers and Electronics	6%
Legal or Financial Services	6%
Automotive	5%
Business support & supplies	4%
Home & Garden	4%
Travel & Transportation	4%
Personal Care & Services	3%
Real Estate	2%
Entertainment	1%
Other	8%

BUSINESS SIZE

The survey employed a quota sampling system to assure an equal number of respondents from businesses of four different sizes, based on number of fulltime employees (Table 2). Throughout this report, we refer to four categories of business defined as very small business (1 to 10), small (11 to 20), medium (21 to 50), and large (51 or more). Table 2 presents the breakdown of respondents by business size.

Of these businesses, all but one reported employing additional part-time personnel. Sixty percent of those businesses (219), though, employed ten or fewer part-time personnel. Sixty of them (16%) employed 11 to 20 part-time personnel; 46 (13%) employed 21 to 50 part-time personnel, and 42 (11%) employed more than 50 part-time personnel.

Table 2: Business Sizes	N	Percent
Very Small 1 - 10 employees	96	26
Small 11 - 20 employees	85	23
Medium 21 - 50 employees	92	25
Large 51+ employees	95	26
Total	368	100

BUSINESS LOCATION

Participants came from all six Arkansas regions (Figure 2) and nearly 200 cities across the state. The population centers of Northwest Arkansas and the Little Rock area produced one-half of the responses. The Ozarks (including Bentonville, Fayetteville, Rogers and Springdale) produced the largest number of responses followed closely by Central Arkansas (including Benton, Conway, Little Rock, and North Little Rock) with the Delta, River Valley, Ouachitas and Timberlands producing the other half.

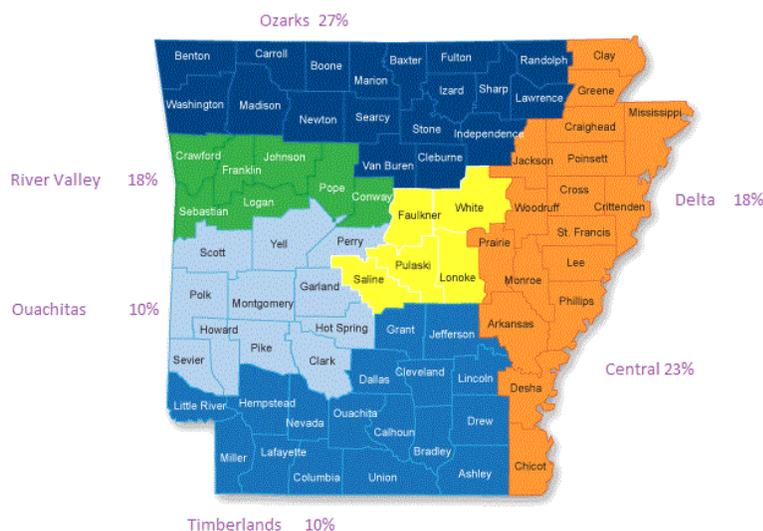


Fig. 2: Percent of Respondents from Arkansas Regions

Arkansas.gov website for any task (non-users, 27%), those who have used the site for one or two of these tasks (partial users, 44%), and those who have used the site for all these tasks (heavy users, 30%).

USE OF ARKANSAS.GOV

Finally, 91% of respondents were familiar with the Arkansas.gov online portal maintained by INA. Sixty-one percent said they had used Arkansas.gov to get information about business regulation, 44% said they had used it to pay business taxes, and 45% said they had used it to renew automobile licenses. Hence, the report will compare data from respondents who have not used the

CURRENT METHODS OF CONTACTING GOVERNMENT

Participants also reported the means by which their businesses interact with government. As Figure 3 reveals, respondents went online to conduct these transactions as much or more than they used other means of contact. Online interactions were the most frequent means of contact for six of the nine tasks listed in the survey. However, business owners and managers indicate that they mainly handle property assessment in person, they use online resources and in person visits for bonds about equally and they use the postal service to obtain business licenses.

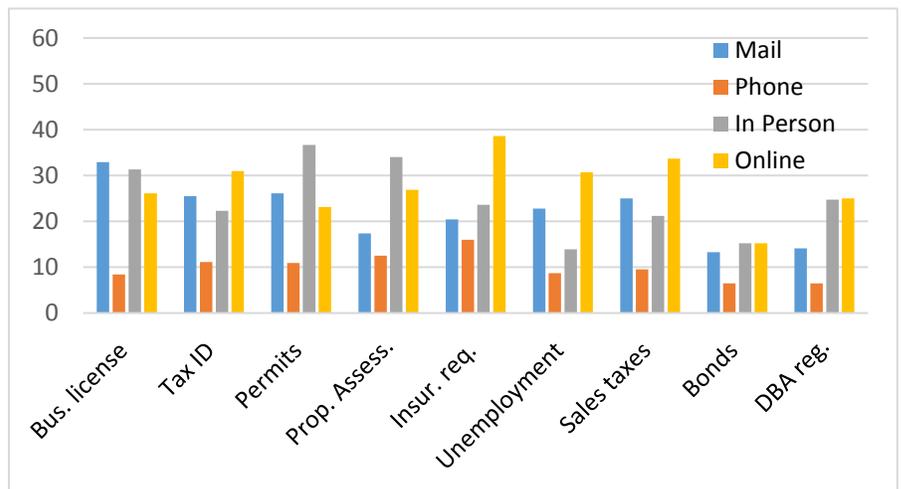


Fig. 3 Which methods do you use to contact . . . ?

MOST FREQUENT MEANS OF CONTACTING LOCAL AND STATE GOVERNMENT

Participants also addressed which means they used most often to contact various government offices. As Figure 4 shows, in person visits were most common for local entities, including permitting offices (48%), city councils (42%), and county clerks' offices (51%).

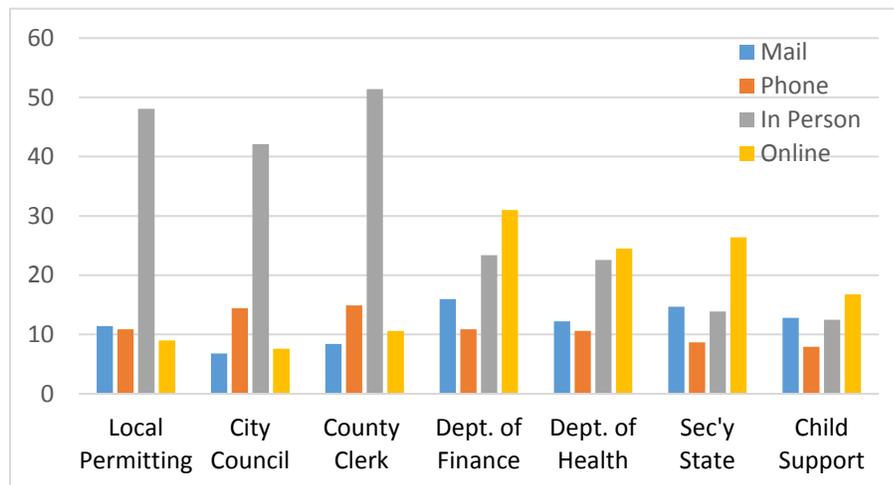


Fig. 4: Which method do you use most often to contact . . . ?

Conversely, online interaction was most common for interactions with state government offices, including the Arkansas Department of Finance (31%), Department of Health (25%), Arkansas Secretary of State (26%), and the Office of Child Support (17%).

PART 2: ATTITUDES ABOUT E-GOVERNMENT

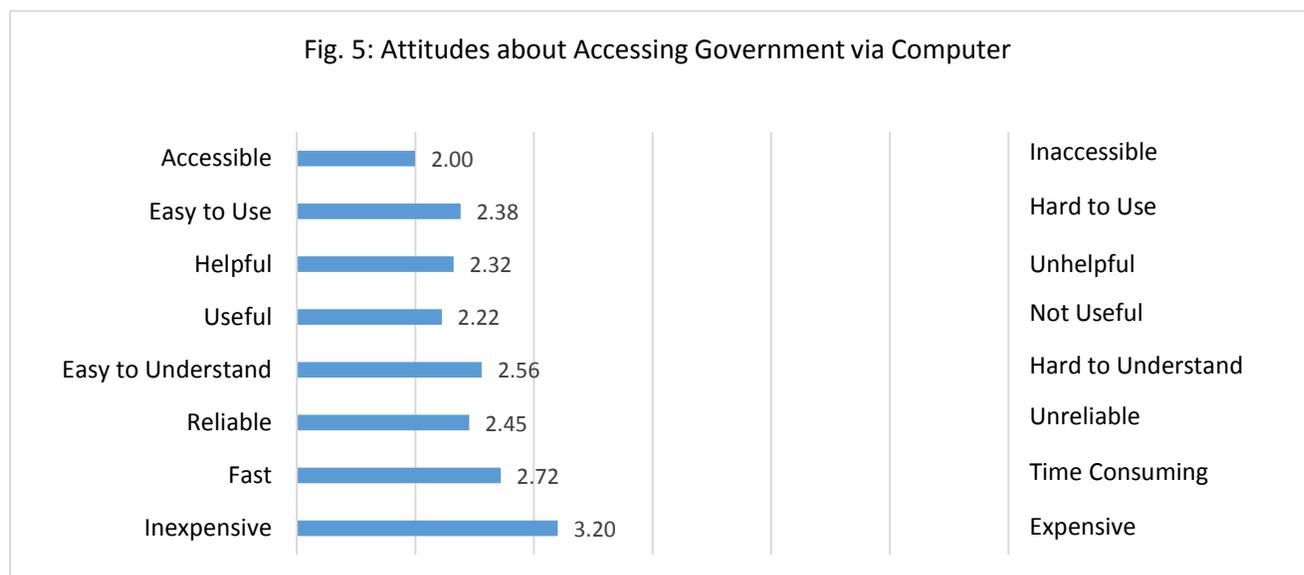
The first sets of questions explored respondents' attitudes about accessing and using government services online. Participants evaluated eight specific criteria: accessibility, user friendliness, helpfulness, usefulness, comprehensibility, reliability, speed, and expense. These criteria commonly appear in evaluative surveys of other states' websites. Together they represent a comprehensive array of opinions that make up businesses' perspectives on online government services.

Respondents considered accessing government and/or public services on two platforms, desktop computers and mobile devices, because of the rapid diffusion among consumer and business users of handheld devices. It is estimated that the number of mobile devices in use will exceed ten billion by 2017 (Radicati, 2014), and by 2018 there will be two devices in use per business user. One survey ("The Mobility Edge," 2012) found that 94% of small business owners felt that using mobile devices made their business more efficient, and 68% of them felt using mobile devices made their business more competitive. For Arkansas businesses, then, it seems important to assess e-government attitudes separately by desktop and mobile devices.

For each platform, respondents were asked to rate their experiences accessing government/public services online on bipolar scales for each of the eight criteria above. For example, respondents were asked to rate such services as accessible/inaccessible, easy to use/hard to use, etc. on seven-point scales where "1" meant a highly positive opinion and "7" meant a highly negative opinion (with "4" as a neutral rating).

ACCESSING E-GOVERNMENT SERVICES

Overall, most respondents reported positive attitudes (rating them 1 through 3 on the seven-point scales) about accessing government services on desktop computers. Figure 5 reports their mean scores for each criterion. In the total sample (Topline Report, Appendix A), nearly 90% of respondents rated such services as accessible and helpful. Three quarters or more of respondents rated them as easy to understand, easy to use, useful, and reliable. About 70% of respondents rated e-government services as fast on desktop computers, and 60% of them said these services were inexpensive.



To explore these results in more detail, comparative analyses were conducted within the demographic and business characteristics identified in Part 1 of this report, including gender, business size, region, and previous use of the Arkansas.gov website. These analyses sought to compare average opinion scores among sub-groups of respondents, specifically noting statistically significant differences.

Gender comparisons revealed that across the board, females had more positive views than males about accessing government services via desktop computers. Table 3 shows these differences, all of which are statistically significant (as indicated by the numbers in bold type). While female respondents outnumbered males two to one, these results show significantly more positive attitudes toward online government services among women in Arkansas businesses. A comparison of opinions by respondent race/ethnicity showed no significant differences in opinion on any of the eight criteria.

Table 3: Accessing government services via desktop computer	Male	Female
Accessible (1) – inaccessible (7)	2.25	1.88
Easy to use - hard to use	2.76	2.20
Helpful - unhelpful	2.69	2.15
Useful - not useful	2.59	2.05
Easy to understand - confusing	2.94	2.38
Reliable - unreliable	2.87	2.26
Fast - time consuming	3.04	2.57
Inexpensive - expensive	2.44	2.08
Significant differences noted in bold type.		

The next analysis compared these opinions based on the size of the respondent’s business (based on number of full time employees). These results did not indicate that opinions about accessing government services via a desktop computer differed by business size (at least not beyond the level of chance occurrence). The only significant difference was that respondents from very small businesses found accessing government online to be less expensive than those of the other groups. A subsequent comparison of businesses by Arkansas region also revealed no significant differences of opinion among respondents around the state.

Table 4: Accessing govt. services via desktop computer	Non-users	Partial Users	Heavy users
Accessible (1) – inaccessible (7)	2.57 ^{ab}	1.91 ^a	1.61 ^b
Easy to use - hard to use	2.93 ^{ab}	2.34 ^{ac}	1.94 ^{bc}
Helpful - unhelpful	2.81 ^{ab}	2.33 ^{ac}	1.86 ^{bc}
Useful - not useful	2.73 ^{ab}	2.18 ^{ac}	1.82 ^{bc}
Easy to understand - confusing	3.15 ^{ab}	2.60 ^{ac}	1.95 ^{bc}
Reliable - unreliable	2.97 ^{ab}	2.39 ^a	2.07 ^b
Fast - time consuming	3.25 ^{ab}	2.68 ^a	2.29 ^b
Inexpensive - expensive	3.13 ^a	2.88 ^b	3.72 ^{ab}
Scores with matching letters are significantly different from each other.			

A final analysis compared attitudes based on respondents’ use of the Arkansas.gov website (non-users, partial users, heavy users). This comparison revealed significantly different opinions virtually across the board (Table 4). A pattern emerged in that heavy users (those who had used the website for all tasks) were more positive about accessing government services via a computer; non-users had the most negative opinions. This pattern held for seven criteria, all except for expense. Heavy users believed that accessing government services via a computer was more expensive than did the other groups.

SMART PHONES AND E-GOVERNMENT

This same set of questions was asked a second time, but within the context of accessing government services via mobile devices. Again, a majority of respondents considered this a positive experience (rating it 1 through 3 on the seven-point scale), although in the case of mobile devices these were smaller majorities. Just over half (54%) rated accessing services with mobile devices as easy to use, and about 60% rated it as easy to understand, reliable, and inexpensive. Between 62% and 64% of respondents rated mobile access as fast, accessible, helpful, and useful. The Topline Report (Appendix A) presents a complete breakdown of these ratings. As seen in Figure 6, average scores on all eight criteria were in positive territory. This suggests that business people are generally satisfied with accessing e-government on smart phones or mobile devices, although at lower levels than with using desktop computers.

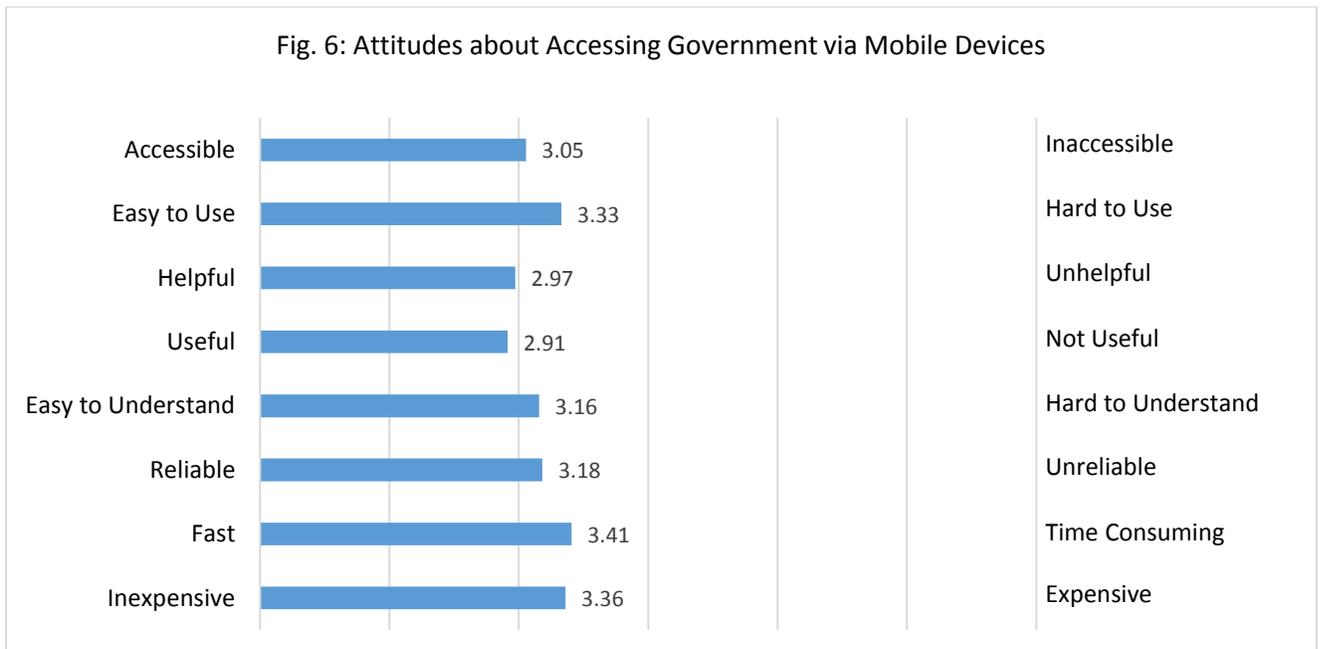


Table 5: Accessing government services via mobile devices	Male	Female
Accessible (1) – inaccessible (7)	3.26	2.96
Easy to use - hard to use	3.50	3.25
Helpful - unhelpful	3.35	2.80
Useful - not useful	3.36	2.70
Easy to understand - confusing	3.55	2.97
Reliable - unreliable	3.63	2.97
Fast - time consuming	3.58	3.33
Inexpensive - expensive	2.65	2.22
Significant differences noted in bold type		

We further compared these ratings by demographic groups and business characteristics. When compared by respondent gender, several significant differences emerged (as indicated by bold type in Table 5). As with desktop access, females saw mobile access of government services as more helpful, useful, easy to understand, reliable, and inexpensive than did males. There were no significant differences of opinion between females and males as to whether mobile access was accessible, easy to use, and fast. As with desktop access, there were no significant differences of opinion based on respondent race/ethnicity.

We analyzed the same items based on business size (based on number of full-time employees) and Arkansas region. Analyzing opinions based on business size (Table 6), only two criteria showed significant differences. First, small businesses (11-20 employees) saw mobile access of government services as more helpful than did very small businesses (1 – 10 employees) or large businesses (51+ employees). Second, very small businesses saw mobile access of government services as less expensive than did medium (21 – 50 employees) or large businesses.

Table 6: Attitudes about accessing government on mobile devices	Number of Full-time Employees			
	1-10	11-20	21-50	51+
Accessible (1) – inaccessible (7)	3.09	2.80	3.00	3.29
Easy to use - hard to use	3.50	3.20	3.13	3.46
Helpful - unhelpful	3.27 ^a	2.60 ^{ab}	2.77	3.20 ^b
Useful - not useful	3.21	2.71	2.72	2.99
Easy to understand - confusing	3.42	2.92	3.05	3.21
Reliable - unreliable	3.47	2.92	3.02	3.28
Fast - time consuming	3.61	3.26	3.05	3.67
Inexpensive - expensive	2.81 ^{ab}	3.31	3.78 ^a	3.54 ^b
Scores with matching letters are significantly different from each other.				

Unlike the analysis of desktop computer access, some opinions of mobile access of government services differed by the regions in which the respondent’s business is located. To facilitate this analysis, we sorted the respondents into two groups. The first group of 186 respondents represented businesses located in the more heavily populated Central and Ozark regions.

Table 7: Accessing government services via mobile devices	Central-Ozarks	Others
Accessible (1) – inaccessible (7)	2.98	3.16
Easy to use - hard to use	3.17	3.49
Helpful - unhelpful	2.82	3.13
Useful - not useful	2.73	3.10
Easy to understand - confusing	2.98	3.34
Reliable - unreliable	3.03	3.34
Fast - time consuming	3.18	3.64
Inexpensive - expensive	4.85	4.43
Significant differences noted in bold type.		

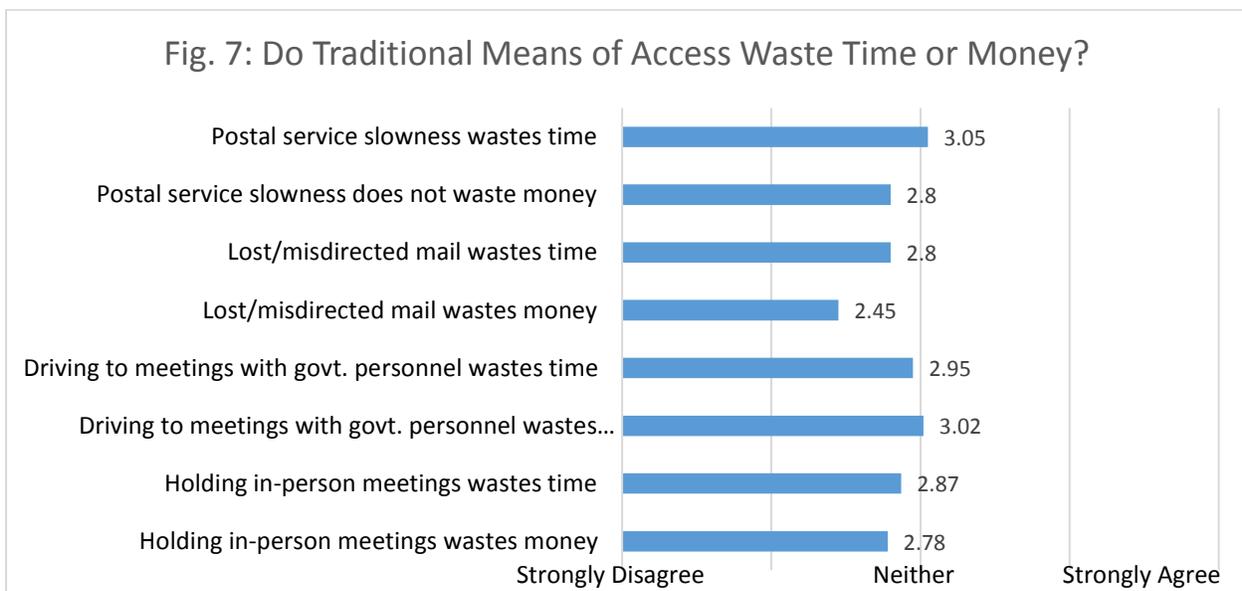
The second group of 182 respondents represented businesses located in the other four regions of the state: Delta, Ouachitas, Timberlands, and River Valley. Table 7 shows that respondents in the more populated regions (Central and Ozarks) rated mobile access more positively on all eight criteria, but only four ratings were significantly different from respondents from the other regions. Business people in the Central and Ozark regions saw mobile access as more useful, easy to understand, faster, and less expensive than did those in the rest of the state.

Table 8: Accessing government services via mobile devices	Non-users	Partial Users	Heavy users
Accessible (1) – inaccessible (7)	2.57 ^a	1.91 ^b	1.61 ^{ab}
Easy to use - hard to use	2.93 ^a	2.34 ^b	1.94 ^{ab}
Helpful - unhelpful	2.81 ^a	2.33 ^b	1.86 ^{ab}
Useful - not useful	2.73 ^a	2.18 ^b	1.82 ^{ab}
Easy to understand - confusing	3.15 ^a	2.60 ^b	1.95 ^{ab}
Reliable - unreliable	2.97 ^a	2.39 ^b	2.07 ^{ab}
Fast - time consuming	3.25 ^a	2.68 ^b	2.29 ^{ab}
Inexpensive - expensive	3.13	2.88 ^a	3.72 ^a
Scores with matching letters are significantly different			

The final analysis compared respondents' opinions of government access via mobile devices by their level of use of the Arkansas.gov website. The results, shown in Table 8, showed significant differences on all eight criteria. A closer look, indicated that only heavy users' opinions differed significantly from the other groups. Heavy users saw mobile access to government services as more accessible, helpful, useful, reliable, easier to use, easier to understand, and faster than did non-users and partial users. At the same time, heavy users saw mobile access as more expensive than did partial users. There were no significant differences with non-users.

WASTING TIME AND MONEY ON TRADITIONAL MEANS OF ACCESSING GOVERNMENT

A third set of items asked respondents to consider traditional means of contacting government, including mail, face-to-face meetings, and traveling to meet with government officials. In each case, respondents assessed whether or not these methods waste time and money using five-point agreement scales (with "1" indicating strong disagreement and "5" indicating strong agreement).



The results indicate the respondents, on average, were neutral on some of these statements and slightly positive on others. Figure 7 shows the mean scores for all respondents on each item. Respondents were neutral on whether driving to meetings with government personnel wasted time and money. They were also neutral on whether slow postal service wasted time. They disagreed more that in-person meetings wasted time or money, that lost or misdirected mail wasted time or money, or that slow postal service wastes money. Survey respondents, then, were more neutral about traditional means of accessing government personnel and services than they were about accessing those services online.

A comparison of these opinions by gender and race revealed no statistically significant differences among respondents. Females and males did not differ significantly from the overall sample mean, nor did they differ significantly from one another. The same is true for Whites and minority business people in the sample. Again, one should note that the sample includes twice as many women as men and about 3.5 times as many Whites as minority business people (see Topline Report, Appendix A).

Patterns emerged, however, when we introduced business size as a variable. Table 9 shows the mean scores for each of the items about traditional means of accessing government services. This analysis reveals that overall, very small businesses were most likely to disagree that traditional means of accessing government services wasted time and money. Medium size companies were more neutral on these issues, though they reported slightly more agreement that some means of access wasted time or money. This was the case for driving to face-to-face meetings with government officials. Respondents from the largest businesses reported the least agreement that slow postal service wastes money, but the most agreement that holding in-person meetings wastes money.

Table 9: Wasting time/money on traditional means of accessing government	Number of Full-Time Employees			
	1 - 10	11 - 20	21 - 50	51+
Slowness of the postal service wastes time	2.63 ^{abc}	3.18 ^a	3.32 ^b	3.11 ^c
Lost/misdirected mail wastes time	2.53 ^{ab}	2.89 ^a	3.05 ^b	2.76
Driving to face-to-face meetings wastes time	2.74 ^a	2.95	3.20 ^a	2.91
Holding in-person meetings wastes time	2.95	2.73	2.80	2.99
Slowness of the postal service wastes money	3.29	3.35	3.35	2.82*
Lost/misdirected mail wastes money	3.42	3.73	3.71	3.39
Driving to face to face meetings wastes money	2.79 ^a	3.07	3.22 ^a	2.86
Holding in-person meetings wastes money	2.85	2.65	2.59 ^a	3.00 ^a

Scores with matching letters are significantly different from each other.

When we evaluated this by business location, only two items showed significant differences. Business respondents in the Central and Ozarks regions reported significantly more disagreement that driving to face-to-face meetings wastes money (M = 2.90) than respondents in the other four Arkansas regions (M = 3.14). The same is true for holding in-person meetings with government officials. Respondents in the Central and Ozark regions (M = 2.63) disagreed that such meetings waste money more than did their counterparts in other Arkansas regions (M = 2.92).

Table 10: Wasting time/ money on traditional means of accessing government	Non- users	Partial Users	Heavy users
Slowness of the postal service wastes time	2.83 ^a	2.99 ^b	3.34 ^{ab}
Lost/misdirected mail wastes time	2.59 ^a	2.78	3.04 ^a
Driving to face-to-face meetings wastes time	2.78	2.94	3.11
Holding in-person meetings wastes time	2.96	2.90	2.75
Slowness of the postal service wastes money	2.85	2.87	2.66
Lost/misdirected mail wastes money	3.31 ^a	3.50 ^b	3.86 ^{ab}
Driving to face to face meetings wastes money	3.12 ^a	3.13 ^b	2.76 ^{ab}
Holding in-person meetings wastes money	2.91 ^a	2.85 ^b	2.55 ^{ab}
Scores with matching letters are significantly different.			

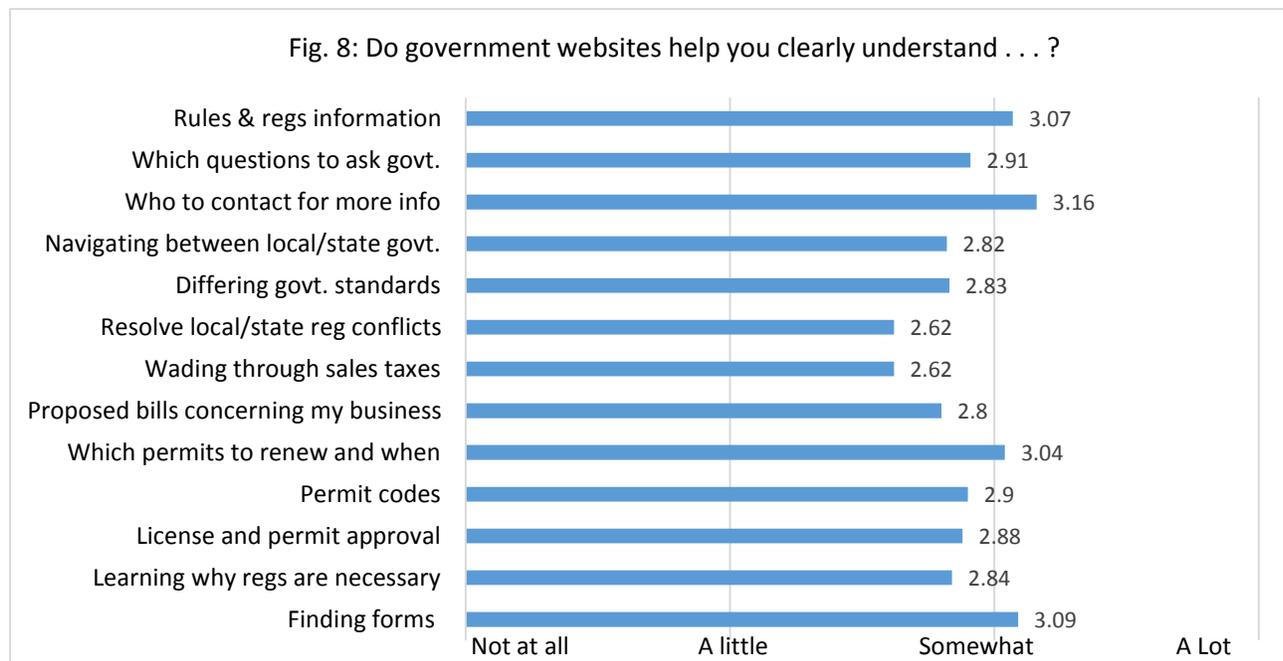
A final analysis compared opinions on these items based on respondents' use of the Arkansas.gov website. Table 10 shows the mean scores for non-users, partial users, and heavy users. For five of these items, heavy users' opinions significantly differed from the other groups. Heavy users reported the most agreement that slow postal service wastes time and that lost or misdirected mail wastes time and money. However, they reported the least agreement that driving to or holding in-person meetings wastes money. Heavy users did not differ in their opinions about wasting time driving to or holding in-person meetings, or about lost/misdirected mail wasting money. Furthermore, there were no significant differences between non-users and partial users on any of the items.

PART 3: HELPFULNESS AND USEFULNESS

Three sets of survey questions sought to assess respondents' confidence that government websites provide clear, correct information that helps them get things done correctly and effectively for their business. Americans in general place a great deal of importance on the provision of government information and services online (Smith, 2010, April 27). Furthermore, there is evidence that effective local e-government services can foster perceptions of responsiveness and trust among citizens (Mossberger & Tolbert, 2005). One of the key factors that influence trust in e-government is the quality and usefulness of e-government services (Colesca, 2009). For these reasons, this survey explored Arkansas business people's perceptions of the quality and usefulness of government websites (not State of Arkansas websites in particular).

DO GOVERNMENT WEBSITES HELP YOU CLEARLY UNDERSTAND INFORMATION?

Participants first considered how much government websites help them clearly understand information about a range of business-related tasks such as permitting, taxes, and getting information. Figure 8 shows the complete list of 13 items, which respondents answered on a four-point scale ranging from *Not at All* (1) to *A Lot* (4). These items, on their face, tap the business-government interactions that underlie perceptions of trust and responsiveness in e-government services.



In general, the Topline Report (see Appendix A) indicates that for 10 of the 13 items, the highest number of respondents rated government websites as “somewhat” helpful in providing clearly understood information. One task (finding out whom to contact to get needed information) had the highest number of responses in the “a lot” category. Participants rated two items as only as “a little” helpful in providing clear information: *resolving conflicts between state and local regulations* and *wading through large numbers of various sales taxes*. For all items, one half to three quarters of respondents rated government websites as helping either “somewhat” or “a lot” in getting clear information on all 13 tasks.

When we compared responses by individual respondent characteristics, only one significant difference emerged. Females (M = 3.10), as compared to males (M= 2.90) reported that government websites were more helpful in getting information about rules and regulations pertaining to their business (though this difference was very slight). There were no differences based on the respondent’s race or ethnicity.

A stronger pattern emerged when we compared responses by business size. Table 11 shows the mean scores by number of full-time employees, where lower scores indicate that respondents felt government websites are less helpful in providing clearly understood information. Across all 13 items, respondents from very small and large businesses felt that government websites helped them less in clearly understanding information. More often than not, these differences were statistically significant.

Table 11: How much do government websites help you clearly understand information about:	Number of Full-Time Employees			
	1 - 10	11 - 20	21 - 50	51+
Information about rules and regulations pertaining to my business	2.93 ^a	3.20	3.27 ^{ab}	2.92 ^b
What questions to ask the government when I need information	2.75 ^a	3.08 ^a	3.07	2.78
Who to contact to get the information I need	3.03 ^a	3.36 ^{ab}	3.33 ^c	2.96 ^{bc}
Navigating between local versus state governments	2.61 ^{ab}	2.99 ^a	2.99 ^b	2.69
The different standards for the state and various cities	2.60 ^{ab}	2.94 ^a	3.05 ^b	2.74
How to resolve conflicting information about state vs. local regulations	2.39 ^{ab}	2.74 ^a	2.91 ^{bc}	2.47 ^c
How to wade through large numbers of various sales taxes	2.44 ^a	2.78 ^b	2.95 ^{ac}	2.34 ^{bc}
Bills proposed in the Arkansas legislature that might affect businesses	2.63 ^a	2.88	3.13 ^{ab}	2.59 ^b
What permits need to be renewed when	2.96	3.15	3.20 ^a	2.85 ^a
Permit codes such as building permit requirements	2.75 ^a	2.96	3.18 ^{ab}	2.71 ^b
License and permit approvals, why they are needed, and why they are not approved	2.85	2.94	3.11 ^a	2.63 ^a
Finding out why a regulation, permit, or payment is necessary	2.70 ^a	2.94 ^b	3.15 ^{ac}	2.58 ^{bc}
Finding forms that need to be filed on a regular basis	2.95 ^a	3.15	3.32 ^{ab}	2.96 ^b

Scores with matching letters are significantly different from each other.

When we compared these ratings by the Arkansas region in which the business is located, another pattern emerged. Table 12 shows that respondents from businesses in the Central and Ozarks regions rated government websites as better at helping them clearly understand information about seven tasks than did respondents from the other regions of Arkansas. Those tasks include resolving conflicts between state and local regulations, wading through large numbers of various sales taxes, understanding bills proposed in the Arkansas legislature, finding permit renewal information, finding information about permit codes, understanding why license/permit approvals are needed and not approved, and finding out why regulations or payments are necessary. We note, however, that the differences in average ratings between these two groups is small, and the other half of the items showed no significant differences.

Table 12: How much do government websites help you clearly understand information about:	Central-Ozarks	Others
Information about rules and regulations pertaining to my business	3.11	3.04
What questions to ask the government when I need information	2.98	2.85
Who to contact to get the information I need	3.21	3.12
Navigating between local versus state governments	2.88	2.75
The different standards for the state and various cities	2.87	2.79
How to resolve conflicting information about state vs. local regulations	2.74	2.51
How to wade through large numbers of various sales taxes	2.72	2.52
Bills proposed in the Arkansas legislature that might affect businesses	2.90	2.70
What permits need to be renewed when	3.12	2.95
Permit codes such as building permit requirements	2.98	2.81
License and permit approvals, why they are needed, and why they are not approved	2.97	2.79
Finding out why a regulation, permit, or payment is necessary	2.94	2.74
Finding forms that need to be filed on a regular basis	3.13	3.04
Significant differences noted in bold type.		

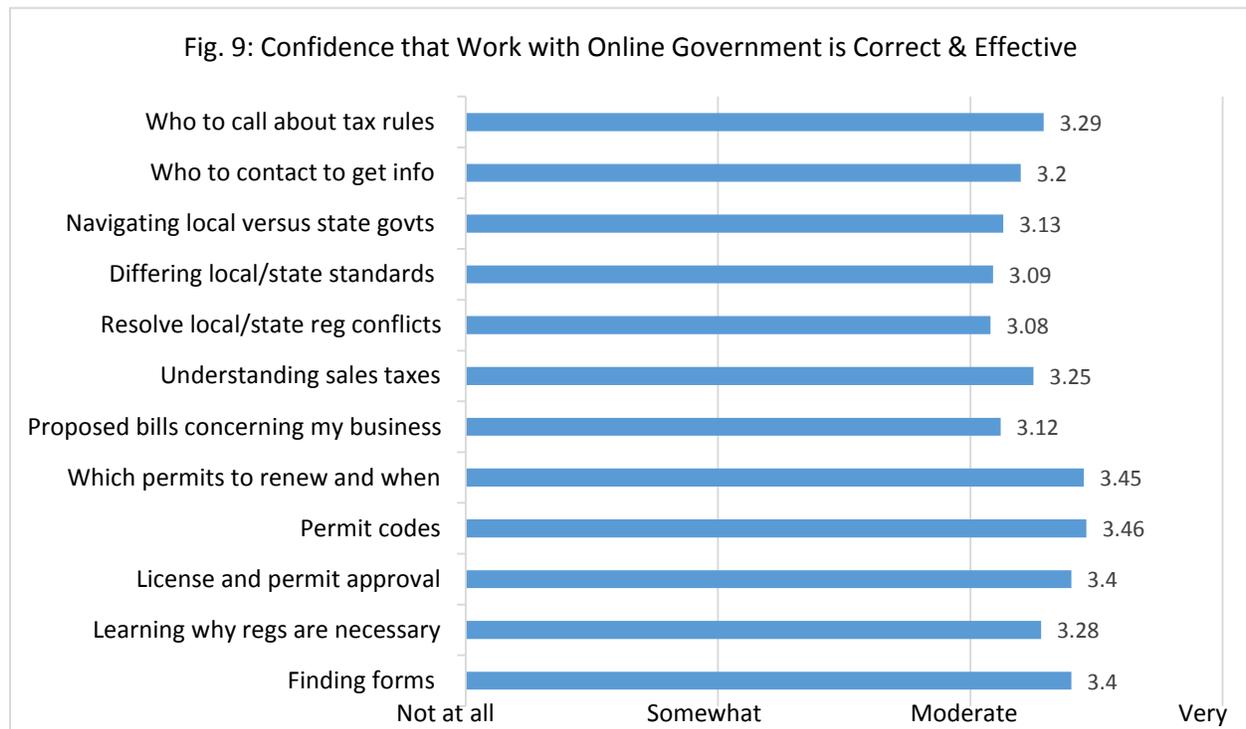
The final analysis compared respondent ratings according to their level of use of the Arkansas.gov website. Table 13 shows the mean scores for non-users, partial users, and heavy users. Here, a strong pattern emerged from the data in that the more respondents reported having used the Arkansas.gov site, the more helpful they believed government websites are in helping them clearly understand information. This pattern was statistically significant nearly across the board.

Table 13: How much do government websites help you clearly understand information about:	Non-Users	Partial Users	Heavy users
Information about rules and regulations pertaining to my business	2.66 ^a	3.13 ^b	3.38 ^{ab}
What questions to ask the government when I need information	2.53 ^a	2.94 ^b	3.23 ^{ab}
Who to contact to get the information I need	2.84 ^a	3.22	3.30 ^a
Navigating between local versus state governments	2.55 ^a	2.81 ^b	3.07 ^{ab}
The different standards for the state and various cities	2.64 ^a	2.79	3.06 ^a
How to resolve conflicting information about state vs. local regulations	2.30 ^a	2.58 ^b	2.97 ^{ab}
How to wade through large numbers of various sales taxes	2.24 ^a	2.55 ^b	3.06 ^{ab}
Bills proposed in the Arkansas legislature that might affect businesses	2.57 ^a	2.75	3.09 ^a
What permits need to be renewed when	2.65 ^{ab}	3.08 ^a	3.32 ^b
Permit codes such as building permit requirements	2.69 ^a	2.81 ^b	3.21 ^{ab}
License/permit approvals, why they are needed, & why they aren't approved	2.55 ^{ab}	2.89 ^a	3.17 ^b
Finding out why a regulation, permit, or payment is necessary	2.51 ^a	2.83 ^b	3.15 ^{ab}
Finding forms that need to be filed on a regular basis	2.76 ^a	3.09 ^b	3.39 ^{ab}
Scores with matching letters are significantly different from each other.			

CONFIDENT THINGS ARE DONE CORRECTLY AND EFFECTIVELY

We then asked respondents to think about the times they work online with government offices and rate their level of confidence that they accomplished a range of business-related tasks such as permitting, taxes, and getting government information correctly and effectively. Figure 9 includes a complete list of these items with respondents' average confidence ratings. Respondents rated their confidence level using a four-point scale ranging from not at all confident (1) to very confident (4).

The Topline Report (Appendix A) shows about 60% or more of respondents reported that they were either moderately or very confident they accomplished all the tasks correctly and effectively. The highest number of respondents said they were very confident about getting access to needed forms and finding out about permit renewals. For the remaining tasks, the highest number of respondents reported moderate confidence levels.



Again, we compared average scores based on respondent gender and race/ethnicity. We found no significant differences between females' and males' level of confidence that they got these tasks done correctly and effectively. Only two items differed significantly between Whites and minority business people. Whites ($M = 3.54$) were more confident than minorities ($M = 3.16$) that their online work dealing with permit codes was correct and effective. Similarly, Whites ($M = 3.48$) were more confident than minorities ($M = 3.11$) that their online work getting permit approvals was correct and effective.

A more consistent pattern emerged when we compared responses according to business size. As Table 14 reveals, the smallest businesses were least confident and the medium size businesses were most confident that their online work with government offices was correct and effective. For 8 of the 12 tasks listed in the survey, these differences were statistically significant. No significant differences emerged based on the Arkansas region in which the respondent's business was located.

Table 14: When going online to access government, how confident are you that things are done correctly & effectively?	Number of Full-Time Employees			
	1-10	11-20	21-50	51+
Who to call in a government agency to learn about tax rules	2.88 ^a	3.17	3.31 ^a	2.79
Who to contact or call to get the information I need	2.97	3.17	3.30 ^a	2.93 ^a
Navigating between local versus state governments	2.68 ^a	3.01	3.21 ^a	2.71
The different standards for the state and various cities	2.60 ^a	2.95	3.10 ^a	2.72
How to resolve conflicting information about state vs. local regulations	2.65 ^a	2.84	3.13 ^a	2.59
How to understand various types of sales taxes	2.86 ^a	3.01	3.28 ^a	2.83
Understanding proposed bills in the Arkansas legislature that might affect your businesses	2.75 ^a	3.01	3.13 ^a	2.63
What permits need to be renewed when	3.23	3.25	3.30	3.12
Permit codes such as building permit requirements	2.93 ^a	3.14	3.37 ^a	3.06
License and permit approvals, why they are needed, and why they are not approved	2.99	3.13	3.28	3.08
Finding out why a regulation, permit, or payment is necessary	2.83 ^a	3.04	3.32 ^a	2.97
Getting access to forms that I need regularly	3.20	3.37	3.38	3.19
Scores with matching letters are significantly different from each other.				

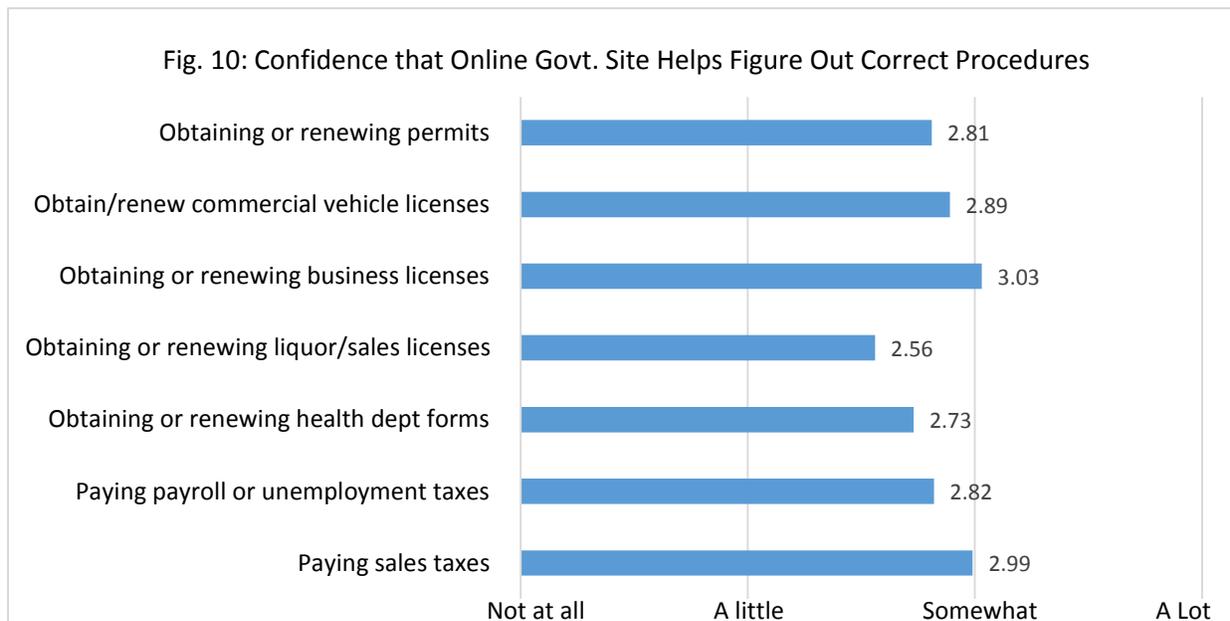
The final analysis compared confidence ratings according to the respondent's use of the Arkansas.gov website. Table 15 shows the average confidence rating for each task for non-users, partial users, and heavy users of Arkansas.gov. These results indicate that heavy users report significantly higher levels of confidence that they did their online work with government offices correctly and effectively. This was true for all but one item (working online with license/permit approvals). No differences between non-users and partial users was statistically significant.

Table 15: When going online to access government offices, how confident are you that these things are done correctly & effectively?	Non-Users	Partial Users	Heavy users
Who to call in a government agency to learn about tax rules	2.81 ^a	2.90 ^b	3.39 ^{ab}
Who to contact or call to get the information I need	2.90 ^a	3.03 ^b	3.33 ^{ab}
Navigating between local versus state governments	2.68 ^a	2.85 ^b	3.16 ^{ab}
The different standards for the state and various cities	2.66 ^a	2.81	3.03 ^a
How to resolve conflicting information about state vs. local regulations	2.69 ^a	2.60 ^b	3.16 ^{ab}
How to understand various types of sales taxes	2.74 ^a	2.92 ^b	3.30 ^{ab}
Understanding proposed bills in the Arkansas legislature that might affect your businesses	2.63 ^a	2.79 ^b	3.19 ^{ab}
What permits need to be renewed when	3.00 ^a	3.22	3.40 ^a
Permit codes such as building permit requirements	2.96 ^a	3.06 ^b	3.29 ^{ab}
License and permit approvals, why they are needed, and why they are not approved	3.01	3.06	3.29
Finding out why a regulation, permit, or payment is necessary	2.93 ^a	2.86 ^b	3.38 ^{ab}
Getting access to forms that I need regularly	3.00 ^{ab}	3.27 ^{bc}	3.52 ^{ac}
Scores with matching letters are significantly different from each other.			

USING ARKANSAS GOVERNMENT WEBSITES TO FIGURE OUT CORRECT PROCEDURES

The final set of items in this section of the survey asked business owners and managers to evaluate Arkansas government websites. We asked how much they help users understand the correct procedures for executing seven tasks. These tasks related to various types of licenses and payroll/sales taxes. Figure 10 shows a complete list of these items and their average ratings on a four-point scale ranging from *Not at All* (1) to *A Lot* (4).

The topline results (Appendix A) indicate that the highest number of respondents felt Arkansas government websites were only somewhat helpful in figuring out the correct procedures for doing these tasks. For all the items, however, a majority of the respondents felt the websites were either somewhat helpful or helped a lot. One exception is the task of obtaining/renewing liquor or other sales licenses; 44% of respondents felt that Arkansas websites were not at all or only a little helpful with this task.



A comparison by gender ($M = 2.96$) revealed that females rated Arkansas government websites as slightly more helpful than males did ($M = 2.74$) when it came to obtaining/renewing commercial vehicle licenses. We did not detect any other significant differences based on gender. Two of these items showed significant differences by respondent race/ethnicity. Minority respondents (as opposed to Whites) reported that these websites were more helpful in figuring out the correct procedures for obtaining/renewing liquor or other sales licenses ($M = 2.84$ vs. 2.49) and health department forms ($M = 2.97$ vs. 2.67).

We then compared these ratings based on business size. As Table 16 reveals, respondents from the smallest and largest businesses reported that state websites were least helpful in figuring out the correct procedures for these tasks. For all but one of these items, these differences were statistically significant.

Table 16: How much do Arkansas government websites help you figure out the correct procedures when . . . ?	Number of Full-Time Employees			
	1-10	11-20	21-50	51+
Obtaining or renewing building/utility permits	2.61 ^a	2.99 ^{ab}	3.03 ^{ab}	2.62 ^b
Obtaining or renewing commercial vehicle licenses	2.67 ^a	3.04 ^a	3.08 ^a	2.79
Obtaining or renewing business licenses	3.00	3.15	3.14	2.85
Obtaining or renewing liquor/other sales licenses	2.35 ^a	2.75 ^a	2.78 ^{ab}	2.39 ^b
Obtaining or renewing health department forms	2.53 ^a	2.91 ^a	2.97 ^{ab}	2.55 ^b
Paying payroll or unemployment taxes	2.63 ^a	2.92	3.08 ^{ab}	2.68 ^b
Paying sales taxes	2.85 ^a	3.07	3.21 ^{ab}	2.85 ^b

Scores with matching letters are significantly different from each other.

When we compared these rating by Arkansas region, four items showed statistically significant differences among respondents. Those with businesses in the Central and Ozark regions (M = 3.00) believed that Arkansas government websites were more helpful with commercial vehicle licenses than did those from the other regions (M = 2.77). Likewise, Central and Ozark respondents (M = 2.71) felt the websites were more helpful with liquor and other sales licenses than did those from other regions (M = 2.41). The same pattern was seen with payroll/unemployment taxes (M = 2.94 vs. 2.70) and paying sales taxes (M = 3.09 vs. 2.89). We note, however, that these differences are very small and that the other items did not yield significant differences. Thus, we urge caution in interpreting this finding.

Finally, we compared the data by the respondent’s level of use of the Arkansas.gov website. Table 17 shows the mean scores for non-users, partial users, and heavy users. As with the other items on user confidence (above), heavy users reported significantly different average ratings than the other two groups. In all cases,

heavy users found Arkansas government websites most helpful for these items. Furthermore, there were two cases in which non-users and partial users showed significant differences. Partial users found the websites more helpful for obtaining/renewing business licenses than did non-users. Partial users

Table 17: How much do Arkansas sites help you figure out correct procedures when . . . ?	Non-Users	Partial Users	Heavy users
Obtaining or renewing building, utility permits	2.58 ^a	2.75 ^b	3.10 ^{ab}
Obtaining or renewing commercial vehicle licenses	2.59 ^a	2.82 ^b	3.26 ^{ab}
Obtaining or renewing business licenses	2.71 ^{ab}	2.98 ^{bc}	3.40 ^{ac}
Obtaining or renewing liquor/other sales licenses	2.29 ^a	2.47 ^b	2.94 ^{ab}
Obtaining or renewing health department forms	2.47 ^a	2.69 ^b	3.04 ^{ab}
Paying payroll or unemployment taxes	2.58 ^a	2.71 ^b	3.20 ^{ab}
Paying sales taxes	2.69 ^{ab}	2.96 ^{bc}	3.32 ^{ac}

Scores with matching letters are significantly different from each other.

also found the websites more helpful for paying sales taxes than did non-users. In general, these data suggest that those who use Arkansas.gov most also find it most helpful for these seven tasks.

PART 4: POTENTIAL BUSINESS PORTAL

The final section of the survey asked respondents to consider the creation of a government portal for businesses. The purpose of this section was twofold. First, we wanted Arkansas business people to explain how important various features of that portal might be to their business. Second, we sought to assess the concerns business people might have about interacting with government via this business portal.

IMPORTANCE OF SERVICES ON THE BUSINESS PORTAL

The first question asked respondents to rank eleven potential features of the proposed portal in order of most important (1) to least important (11). These included information and tasks related to licensing, permits, and fees, as well as multiple customer service features. Figure 11 contains the complete list of features and their average rank.

The overall data did not indicate a great deal of movement among the individual items. The average rank of each item remained in the same order in which they appeared on the survey. The only item to change position from its presentation order was “a community forum to ask questions and check answers,” which dropped down to the bottom of the list. There are multiple ways to interpret this finding. The fact that there was movement at all indicates that respondents read the list and moved some items. Indeed, most respondents shifted individual items on the list. Thus, it seems unlikely that respondents skipped this question. It is also possible that each of these features is important, with the possible exception of the community forum. Hence, the results might be different if respondents had rated each feature individually rather than relative to one another (Figure 11).

Proposed Business Portal: How important would these services be?

Proposed Service	Avg. Rank
Information about what licenses cover and don't cover	3.89
License eligibility (what qualifications are needed)	4.14
License application and renewal procedures	4.66
Permit renewals	5.42
Status checks to remind owners to renew licenses, permits, bonds, other payments	5.49
A dedicated area to pay regular fees	6.00
Good customer support including live chat	6.17
One main phone number and other numbers for various needs	6.57
Start-up kit for business owners that includes a check list for all this information	6.79
Maintenance kit for business owners that includes a check list for all this information	7.98
A community forum to ask questions and check answers	8.91

Figure 11: Importance of Business Portal Services

When we compared these data by respondent demographics, there were very few differences from the overall sample’s ordering of these potential features. A comparison by gender showed that only two items switched positions on the rank-ordered list from the entire sample. Females thought that permit renewals were more important than status checks about licenses, permits, etc. Males switched these two items on their list. A comparison by respondent race/ethnicity revealed no changes in the order of the features – the lists of both White and minority business people matched that of the overall sample. Minority respondents, though, rated two items (“information about what licenses cover” and “license eligibility”) as more important than did Whites. Minority respondents also rated the maintenance kit for existing businesses as less important than did Whites.

Next, we analyzed the data based on business size. Table 18 shows the mean rank of each feature according to the number of full-time employees in the respondent’s business. Only three items showed statistically significant differences (as indicated by the superscripted numbers). Very small businesses considered permit renewals to be a less important feature of a business portal, while medium-sized businesses (21-50 employees) considered it more important. The same is true for the importance of a start-up kit for new small business owners, which both very small and large businesses considered important with medium-sized businesses finding this less important. Finally, those from very small businesses considered good customer support with live chat to be more important than respondents from other-sized business did. A comparison of rankings by Arkansas region showed no significant differences in the order or ranking of these features between respondents in the Central-Ozark regions and those in other regions of the state.

Table 18: If business portal existed, rank how important these services be for you on that portal (1 = most important)	Number of Full-time Employees			
	1 - 10	11 - 20	21 - 50	51+
Information about what licenses cover and don’t cover	4.07	3.75	3.62	4.07
License eligibility (what qualifications are needed)	4.40	3.91	3.79	4.41
License application and renewal procedures	4.91	4.54	4.58	4.58
Permit renewals	6.34 ^a	5.42	4.47 ^a	5.15
Status checks to remind owners to renew licenses, permits, bonds, and other payments	5.63	5.19	5.57	5.54
A dedicated area to pay regular fees	6.00	5.82	6.16	5.99
Good customer support including live chat	5.49 ^a	6.74 ^a	6.24	6.27
One main phone number and other numbers for various needs	6.52	6.80	6.76	6.24
Start-up kit for new small business owners	6.17 ^a	6.81	7.79 ^{ab}	6.42 ^b
Maintenance kit for owners of existing businesses	7.41	7.93	8.24	8.34
A community forum to ask questions and check answers	9.07	9.08	8.51	8.99
Scores with matching letters are significantly different from each other. Lower scores indicate higher importance.				

Finally, we compared rankings of the portals according to respondents' use of the Arkansas.gov website. Table 19 shows the mean importance rankings from non-users, partial users, and heavy users. Heavy users placed greater importance on three services regarding licenses (getting information about what licenses cover, getting information about license eligibility qualifications, and applying for or renewing licenses), as well as having one main phone number for the portal. In addition, heavy users ranked permit renewals as more important than partial users did. The only other statistically significant difference came from partial users, who ranked a small business startup kit as more important than did non-users and heavy users.

Table 19: If business portal existed, how important would each of these services be for you on that portal? (1 = most important)	Non-Users	Partial Users	Heavy Users
Information about what licenses cover and don't cover	4.19 ^a	4.08 ^b	3.32 ^{ab}
License eligibility (what qualifications are needed)	4.26 ^a	4.54 ^b	3.43 ^{ab}
License application and renewal procedures	4.43	5.08 ^a	4.25 ^a
Permit renewals	5.50	5.74 ^a	4.89 ^a
Status checks to remind owners to renew licenses, permits, bonds, and other payments	5.56	5.64	5.19
A dedicated area to pay regular fees	5.83	5.97	6.19
Good customer support including live chat	5.84	6.04	6.66
One main phone number and other numbers for various needs	5.98 ^a	6.44 ^b	7.31 ^{ab}
Start-up kit for new small business owners	7.35 ^a	5.93 ^{ab}	7.53 ^b
Maintenance kit for owners of existing businesses	8.26	7.57	8.31
A community forum to ask questions and check answers	8.80	8.99	8.91
Scores with matching letters are significantly different from each other.			

POTENTIAL BENEFITS AND CONCERNS

The second set of items asked respondents to agree or disagree with a series of statements expressing potential strengths or weaknesses of the proposed business portal. Figure 12 contains the complete list of these items, which included topics such as the portal’s potential responsiveness, usefulness, and efficiency across a number of specific tasks.

The data indicate that respondents agreed with many of the potential strengths of a government business portal. The first ten items in Figure 12 show positive agreement that the portal would help business people get information quickly, correctly, and conveniently – helping them become more productive. At the same time, however, respondents were decidedly neutral when it came to potential drawbacks of the site. The last four items in Figure 12 reveal at least some concern about information privacy, ease of use, and the reliability of the portal. In fact, respondents were neutral as to whether they would just prefer to handle things in person or by mail rather than with the proposed portal.

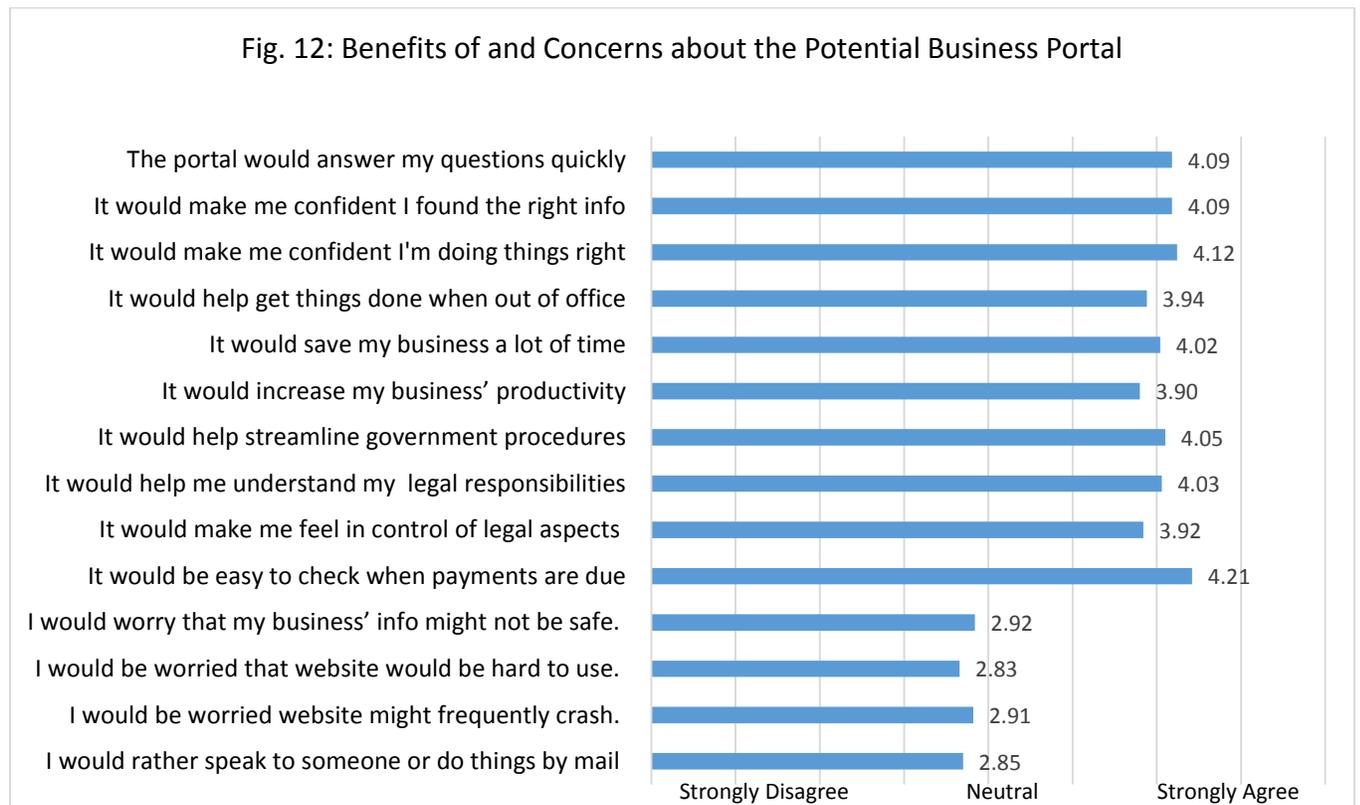


Table 20: If such a website were to exist, how much would you agree? (1 = strongly disagree, 5 = strongly agree)	Males	Females
This website would answer my questions quickly.	3.88	4.19
It would make me confident that I've found the right information.	3.93	4.17
It would make me confident that I'm doing things correctly.	3.97	4.20
It would help me get things done when I'm out of the office.	3.73	4.04
It would save my business a lot of time.	3.86	4.10
It would increase my business' productivity.	3.64	4.02
It would help streamline government procedures.	3.80	4.18
It would help me understand my business' legal responsibilities.	3.85	4.11
It would make me feel in control of legal aspects of my business.	3.75	4.00
It would make it easier to check when payments are due.	3.97	4.33
I would be worried that my business' information might not be safe.	3.19	2.80
I would be worried that this website would be hard to use.	2.92	2.79
I would be worried that this website might frequently crash.	2.93	2.90
I would rather speak to someone or take care of things by mail.	3.09	2.74
Significant differences noted in bold type.		

When we compared these opinions by respondent gender, a relatively strong pattern emerged. Table 20 shows males' and females' mean scores for each potential strength and weakness of the proposed portal. Only two items (concern that the website would be hard to use and would frequently crash) did not reveal a difference between men and women in the sample. For all other items, males reported more concern about the proposed portal. Males showed lower levels of agreement with the portal's potential benefits (the first items in Table 20) and higher levels of concern about the safety of their business' information. They also indicated a higher preference for taking care of things in person or by mail than online.

A comparison of responses by respondent race/ethnicity showed only two significant differences. First, minority business people indicated more concern than did Whites that their business' information might not be safe (M = 3.19 vs. 2.85). Second, minority respondents reported a higher preference than did Whites for taking care of things in person or by mail rather than online (M = 3.13 vs. 2.78).

When we compared these data by business size, virtually no significant differences emerged. Respondents from very small businesses reported lower levels of concern about information safety (M = 2.74) than did those from medium-sized businesses (M = 3.20). For all other items, business size was not a factor. Respondents in the Central and Ozarks regions did not differ in their opinions about the proposed portal from business owners and managers in other regions of the state.

The final analysis compared respondents' scores by their use of Arkansas.gov. Table 21 displays the mean agreement scores of non-users, partial users, and heavy users. Virtually, across the board, heavy users (those who have used the website for all three tasks listed in the survey) indicated higher levels of agreement with the potential benefits of such a portal. They reported significantly more agreement that the portal would give them correct information, answer their questions quickly, make them more

confident using the portal, and make them more productive. They also agreed more than the other user groups did that the portal would streamline government services and give them more control over the legalities of their business.

Table 21: If such a website were to exist, how much would you agree with the following? (1 = strongly disagree, 5 = strongly agree)	Non-Users	Partial Users	Heavy Users
This website would answer my questions quickly.	3.95 ^a	4.06	4.28 ^a
It would make me confident that I've found the right information.	3.94 ^a	4.04 ^b	4.31 ^{ab}
It would make me confident that I'm doing things correctly.	3.93 ^a	4.09 ^b	4.35 ^{ab}
It would help me get things done when I'm out of the office.	3.75 ^a	3.86 ^b	4.22 ^{ab}
It would save my business a lot of time.	3.91 ^a	3.89 ^b	4.32 ^{ab}
It would increase my business' productivity.	3.75 ^a	3.79 ^b	4.20 ^{ab}
It would help streamline government procedures.	3.91 ^a	3.99 ^b	4.28 ^{ab}
It would help me understand my business' legal responsibilities.	3.85 ^a	3.94 ^b	4.31 ^{ab}
It would make me feel in control of legal aspects of my business.	3.75 ^a	3.79 ^b	4.27 ^{ab}
It would make it easier to check when payments are due.	4.14	4.15	4.38
I would be worried that my business' information might not be safe.	2.84	2.82	3.15
I would be worried that this website would be hard to use.	2.80	2.67 ^a	3.09 ^a
I would be worried that this website might frequently crash.	2.81 ^a	2.76 ^b	3.23 ^{ab}
I would rather speak to someone or take care of things by mail.	2.90	2.60 ^a	3.17 ^a
Scores with matching letters are significantly different from each other.			

The items regarding concerns about the proposed portal revealed mixed results. We found no significant difference between the user groups about the safety of their information. Heavy users were more worried that the portal might frequently crash. Partial users were significantly less worried than heavy users that the website would be hard to use and showed less agreement that they would rather speak to someone by phone or take care of things by mail.

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APPENDIX A: TOPLINE RESULTS

What is your gender? Male 32.1% Female 67.9%

What is your race/ethnicity?

Caucasian/White	78.5%
Asian/Asian American	3.8%
African American	8.2%
Latino/Hispanic	5.2%
Native American	1.6%
Pacific Islander	0.0%
Multi-racial	2.2%
Other	0.5%

Please select the county in which your business is located.

Ozarks	27%
Delta	18%
River Valley	12%
Central	23%
Ouachitas	10%
Timberlands	10%

Choose the category below that best describes your business (choose only one).

Automotive (accessories, dealership, repair, gas station, etc.)	5%
Business support & supplies (consulting, printing, marketing, etc.)	4%
Computers & Electronics (programming, support, accessories, internet support, etc.)	6%
Construction & Contracting (building, architecture, engineering, inspecting, repair, etc.)	8%
Education (daycare, preschool, adult education, educational resources, etc.)	9%
Entertainment (artists, event planners, recreation, movie theaters, etc.)	1%
Food & Dining (restaurants, bars, grocery stores, catering, etc.)	9%
Health & Medicine (doctors, dentists, pharmacy, veterinary, acupuncture, diet/nutrition, etc.)	12%
Home & Garden (interior decor, house cleaning, landscaping, pest control, home security, etc.)	4%
Legal or Financial Services (accountants, attorneys, financial advising, insurance, etc.)	6%
Manufacturing, Wholesale, Distribution	11%
Retail Merchants (card/gift shops, florists, clothing stores, sporting goods, jewelry, shoes, etc.)	8%
Personal Care & Services (hair care, pet care, dry cleaning, fitness, massage, nail salons, etc.)	3%
Real Estate (agencies, brokers, title companies, property management, etc.)	2%
Travel & Transportation (hotels, moving/storage, tourism, packing/shipping, transportation)	4%
Miscellaneous (civic group, non-profit, funeral services, utility companies)	8%

Are you familiar with Arkansas.gov? Yes 90% No 10%

Have you used Arkansas.gov in the past to:

	Yes	No
Renew business automobile licenses	45%	55%
Get information about business regulation	61%	39%
Pay business taxes	44%	56%

How many full time employees work for your business?

1 to 10 employees	26%	21 - 50 employees	25%
11 - 20 employees	23%	51 or more employees	26%

How many part time employees work for your business?

1 to 10 employees	60%	21 - 50 employees	13%
11 - 20 employees	16%	51 or more employees	11%

Which of the following position titles best describes your role in the company? (choose only one)

Chief Executive Officer (CEO) or President	26.9%
Chief Operating Officer (COO) or Vice President	5.7%
General or Operations Manager	17.4%
Quality Control, Safety, or Environmental Manager	0.5%
Vice President of Marketing or Marketing Manager	2.7%
Chief Financial Officer	1.4%
Vice President of Production or Production Manager	1.6%
Quality Control, Safety, or Environmental Manager	1.1%
Accountant, Bookkeeper, or Controller	3.5%
Office Manager	13.0%
Receptionist	1.9%
Foreperson, Supervisor, or Lead Person	3.8%
Purchasing Manager	0.5%
Shipping and Receiving Person or Manager	2.2%
Professional Staff	17.7%

For which of the following duties are you responsible (check all that apply)?

Obtaining or renewing building permits	37.2%
Payroll and employment taxes	56.0%
Sales tax payments	45.4%
Obtaining or renewing business licenses	47.8%
Obtaining or renewing vehicle licenses	39.7%
Dealing with health inspections	38.0%
Dealing with insurance requirements for the business	50.8%
Property tax assessments and payments	39.7%

Now think specifically about going online to access government and/or public services. Please rate those experiences in general on each of the scales below. If you feel that one phrase is a totally accurate description, check the blank closest to that phrase. If you feel that neither phrase is totally accurate, check the blank in between them that best reflects your opinion. Would you say that using government or public services online with your desktop computer is:

	1	2	3	4	5	6	7
accessible - inaccessible	46.5	26.1	15.5	6.8	4.1	.5	.5
easy to use - hard to use	35.3	23.9	19.6	13.0	5.7	1.6	.8
helpful - unhelpful	35.6	26.1	19.3	11.4	5.2	1.9	.5
useful - not useful	37.8	28.8	15.5	11.4	4.9	1.1	.5
easy to understand - confusing	29.6	23.9	21.2	15.8	6.0	2.7	.8
reliable - unreliable	31.0	26.1	21.7	12.5	6.3	1.4	1.1
fast - time consuming	28.8	22.0	19.6	15.8	7.6	4.3	1.9
expensive - inexpensive	3.8	7.3	6.3	28.8	17.1	14.4	22.3

Now rate the same experiences when you go online to access government and/or public services with your smartphone or other mobile device. Would you say that using government or public services online with your smartphone or other mobile device is:

	1	2	3	4	5	6	7
accessible - inaccessible	25.3	18.2	17.7	17.4	11.7	5.7	4.1
easy to use - hard to use	18.2	17.9	17.4	23.1	10.9	7.6	4.9
helpful - unhelpful	24.2	17.7	20.4	20.9	10.3	4.3	2.2
useful - not useful	26.1	20.1	18.2	18.5	9.0	5.4	2.7
easy to understand - confusing	20.4	17.4	20.9	21.7	10.1	6.0	3.5
reliable - unreliable	20.7	15.8	21.5	23.4	8.2	6.8	3.8
fast - time consuming	19.8	13.9	19.6	20.9	11.1	7.6	7.1
expensive - inexpensive	5.2	6.0	8.7	31.5	17.1	11.1	20.4

For each item below, check the methods by which you interact with government offices to get things done for your business (check all that apply).

	Mail	Phone	In Person	Online	Doesn't Apply
Business license	32.9	8.4	31.3	26.1	21.2
Tax ID	25.5	11.1	22.3	31.0	21.2
Permits	26.1	10.9	36.7	23.1	24.2
Property Assessment	17.4	12.5	34.0	26.9	23.4
Insurance requirements	20.4	16.0	23.6	38.6	22.6
Unemployment payments	22.8	8.7	13.9	30.7	35.9
Sales taxes	25.0	9.5	21.2	33.7	24.7
Bonds	13.3	6.5	15.2	15.2	57.3
DBA (Doing Business As) registration	14.1	6.5	24.7	25.0	42.1

For each of the government offices below, check the method you most frequently use to interact with government offices to get things done for your business (check only one for each office below).

	Mail	Phone	In Person	Online	Doesn't Apply
Local city permitting office	11.4	10.9	48.1	9.0	20.7
Local city council	6.8	14.4	42.1	7.6	29.1
County Clerk	8.4	14.9	51.4	10.6	14.7
AR Department of Finance	16.0	10.9	23.4	31.0	18.8
AR Department of Health	12.2	10.6	22.6	24.5	30.2
AR Secretary of State	14.7	8.7	13.9	26.4	36.4
AR Office of Child Support Enforcement	12.8	7.9	12.5	16.8	50.0

Indicate how much you agree or disagree with each of the statements below about your interactions with government as they relate to your time and money.

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
I waste a lot of time waiting on approvals and permits due to the slowness of the postal service.	8.2	21.5	35.9	26.4	8.2
I waste a lot of time due to lost or misdirected mail.	12.8	30.4	28.8	19.6	8.4
I waste a lot of time driving to nearby cities for face to face meetings with government personnel.	11.1	23.6	32.3	24.7	7.9
Holding in-person meetings with local city officials does not take a lot of time away from my business.	5.4	23.4	34.5	26.4	10.3
Waiting on approvals and permits through the postal service does not cost my business a significant amount of money.	5.7	18.8	34.2	32.6	8.7
Lost or misdirected mail can cost my business a lot of money	5.7	10.6	25.0	39.9	18.8
Driving to nearby cities for face to face meetings does not cost my business a lot of money.	7.9	26.9	33.2	23.4	8.7
Holding in-person meetings with local city officials does not cost my business a lot of money.	5.7	17.1	35.3	32.9	9.0

How much would you say that government websites help you clearly understand information about each item below?

	Not at all	A Little	Somewhat	A Lot
Information about rules & regulations pertaining to my business	3.8	19.8	41.6	34.8
What questions to ask the government when I need information	6.3	23.6	42.7	27.4
Who to contact to get the information I need	5.2	15.5	37.2	42.1
Navigating between local versus state governments	6.8	27.7	42.7	22.8
The different standards for the state and various cities	7.9	26.4	40.8	25.0
How to resolve conflicting information about state vs. local regulations	11.7	35.1	32.6	20.7
How to wade through large numbers of various sales taxes	12.5	35.1	30.7	21.7
Bills proposed in the Arkansas legislature that might affect businesses	8.7	29.1	35.6	26.6
What permits need to be renewed when	5.2	21.2	38.6	35.1
Permit codes such as building permit requirements	7.6	24.5	38.4	29.4
License and permit approvals, why they are needed, and why they are not approved	8.2	23.1	41.3	27.4
Finding out why a regulation, permit, or payment is necessary	9.2	22.6	43.5	24.7
Finding forms that need to be filed on a regular basis	4.6	18.2	40.8	36.4

When you go online to work with government offices to do the things listed below, how confident are you that you have done these things correctly and effectively?

	Not at all confident	Somewhat confident	Moderately confident	Very confident	Doesn't Apply
Who to call in a government agency to learn about tax rules	6.8	15.2	32.6	32.9	12.5
Who to contact to get the information I need	5.4	16.3	37.0	35.6	5.7
Navigating between local versus state governments	6.3	24.2	30.2	28.8	10.6
Different standards for the state and various cities	7.9	23.4	32.1	25.5	11.1
How to resolve conflicting information about state vs. local regulations	10.3	21.7	30.2	25.5	12.2
How to understand various types of sales taxes	5.2	20.1	31.5	30.7	12.5
Understanding proposed bills in the Arkansas legislature that might affect your businesses	9.0	19.6	32.9	27.4	11.1
What permits need to be renewed when	2.2	13.6	33.7	37.8	12.8
Permit codes such as building permit requirements	2.2	15.5	34.0	31.3	17.1
License and permit approvals, why they are needed, and why they are not approved	3.5	14.1	35.6	32.1	14.7
Finding out why a regulation, permit, or payment is necessary	4.3	15.5	39.9	28.5	11.7
Getting access to forms that I need regularly	3.0	10.6	36.4	42.9	7.1

How much would you say Arkansas government websites help you figure out the correct procedures (i.e., completing & submitting paperwork on time) for doing the things listed below?

	Not at all	A Little	Somewhat	A Lot
Obtaining or renewing permits such as building or utility permits	9.3	24.0	43.6	23.2
Obtaining or renewing commercial vehicle licenses	9.0	23.4	37.6	30.0
Obtaining or renewing business licenses	6.5	17.7	41.7	34.1
Obtaining or renewing liquor licenses or other licenses to sell certain products or services	20.5	24.6	33.1	21.9
Obtaining or renewing health department forms	12.0	27.2	36.2	24.5
Paying payroll or unemployment taxes	10.9	23.2	39.0	27.0
Paying sales taxes	7.9	17.2	42.6	32.2

Suppose a website existed that included an information website for businesses. If such a government business website were to exist, how important would each of the items below be for your business? Drag and drop the items below to rank order them from 1 to 11, with 1 being the most important and 11 being the least important.

	Mean Rank
Information about what licenses cover and don't cover	3.89
License eligibility (what qualifications are needed)	4.14
License application and renewal procedures	4.66
Permit renewals	5.42
Status checks to remind owners to renew licenses, permits, bonds, and other payments	5.49
A dedicated area to pay regular fees	6.00
Good customer support including live chat	6.17
One main phone number and other numbers for various needs	6.57
A start-up kit for new small business owners that includes a checklist for all this information	6.79
A maintenance kit for owners of existing businesses that includes a checklist for all this information	7.98
A community forum to ask questions and check answers	8.91

If such a website were to exist, how much would you agree or disagree with the following statements of its potential benefits or drawbacks for small businesses?

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
This website would answer my business' questions quickly.	1.6	1.6	13.3	52.7	30.7
This website would give me confidence that I've found the right information for my business.	1.1	2.4	14.1	50.8	31.5
This website would give me confidence that I'm doing things correctly.	1.4	1.9	14.4	47.8	34.5
The website would help me know that when I'm out of the office, I can still get things done.	1.6	3.5	21.7	45.7	27.4
This website would save my business a lot of time.	1.4	3.5	18.8	44.3	32.1
This website would increase my business' productivity.	1.9	3.3	26.4	39.7	28.8
This website would help streamline government procedures.	1.9	2.7	17.7	43.5	34.2
It would help me understand my business' legal responsibilities.	1.9	4.6	16.8	42.1	34.5
It would make me feel in control of the legal aspects of my business	1.6	5.7	22.8	38.6	31.3
This website would make it easier to check and see when renewal fees and tax payments are due.	1.1	3.0	13.9	37.5	44.6
I would be worried that my business' information might not be safe.	11.4	29.3	26.4	21.5	11.4
I would be worried that this website would be hard to use.	12.5	31.3	26.4	19.9	9.8
I would be worried that this website might frequently crash.	13.0	27.7	26.1	21.2	12.0
I would rather speak to someone on the phone or take care of things by mail instead of going online.	17.4	24.2	28.0	16.8	13.6