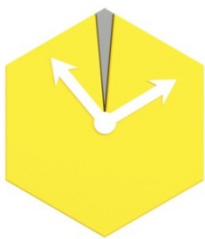


Survey Highlights

In 1997, Arkansas.gov began offering eGovernment services to the state's citizens and businesses. Today, the award-winning site offers over 400 online services. Transactions that previously took hours or days by phone or in-person, now take only minutes and are available 24 hours a day, seven days a week. Use of the Arkansas.gov website continues to increase with 2.1 million visits last year. There are over 2,200 Arkansas businesses currently using the site for their government transactions.

time efficient

The percent of businesses giving Arkansas.gov a favorable rating for time efficiency compared to offline methods.



97%

The state of Arkansas in partnership with the Information Network of Arkansas, is working to meet the demands of its business customers. To gauge opinions and to better understand their needs, the Center for Public Policy & Administration at The University of Utah, conducted a telephone survey of 495 Arkansas.gov business subscribers.

Results of the survey reveal high overall satisfaction with the online services Arkansas.gov provides to its business subscribers. Nearly all respondents (97%) give Arkansas.gov high marks for time efficiency versus offline methods like mail, phone, or in-person visits to a government agency. High ratings are also given for the site's reliability (95%) and ease of use (95%). The

research shows the online method to be the preferred way to conduct transactions by 90% of business respondents.

Nine of every ten subscribers say that eGovernment services make operating a business in the state easier. Results also show that those businesses surveyed view the Arkansas as a being business-friendly state (88%) and that Arkansas.gov services reinforce that perception (87%).

easier to do business

9 of 10 businesses say eGovernment services make it easier to conduct business in Arkansas.

When given the opportunity to provide feedback to those who operate Arkansas's eGovernment services, a variety of responses are given including both suggestions for improving the service, as well as praise for the system. One respondent described the service this way:



"...The site being advertised among small businesses has been a real help to my small business. I had no idea six years ago it would be near as helpful as it has been in the last few years."

The State of Arkansas along with the Information Network of Arkansas provide subscribers with reliable, high quality online services that make conducting business in the state more efficient and easier. As new services are added to meet evolving and diverse needs, Arkansas businesses will continue to benefit from Arkansas.gov.



GOOD FOR BUSINESS



easier to do business
9 out of 10 businesses say eGovernment services make it easier to conduct business in Arkansas.

97%
time efficient
The percent of businesses giving Arkansas.gov a favorable rating for time efficiency compared to offline methods.



95%
user friendly
The percent of businesses that say that Arkansas.gov is easy to use.



90%
prefer online services
The percent of businesses that prefer to conduct their government transactions online.



Smarter eGovernment

How Online Services Benefit Arkansas Businesses

Based on a survey of 495 businesses who subscribe to Arkansas.gov

research by:
The Center for Public Policy & Administration
at The University of Utah
www.cppa.utah.edu