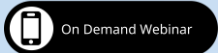


Springbrook 2023/2024

# National Citizen Expectation Survey

On demand  
webinar  
discussing this  
survey



Springbrook 2023/2024

# National Citizen Expectation Survey

Overwhelming consensus on government  
delivery of online experience.

Between summer and fall of 2023 the Springbrook Research Institute surveyed over 1000 random households in every state across the US.

98%

of households want local government to prioritize the adoption of top-tier user experiences and invest in security.

34%

specifically urged government agencies to update & enhance the visual & functional aspects of their online customer portals.

74%

expressed that their interactions with local government websites ranged from somewhat user-unfriendly to not user-friendly at all.

**Bottom line:** Consumers demand their local government agencies invest in and provide a modern online experience.



Springbrook 2023/2024

# The Times Are Changing Utilization of Online Services

## 65%: 2023

of all respondents made online payments for utilities, submitted service requests through online channels, and utilized mobile devices for these interactions. This indicates an increase compared to a March 2021 survey published in GovTech which reported.

## 71%

Indicated their ideal method of payment would be online of through an app.

## 61%: 2021

of national consumer households utilized online services.

## 15%

Were satisfied paying via mail.

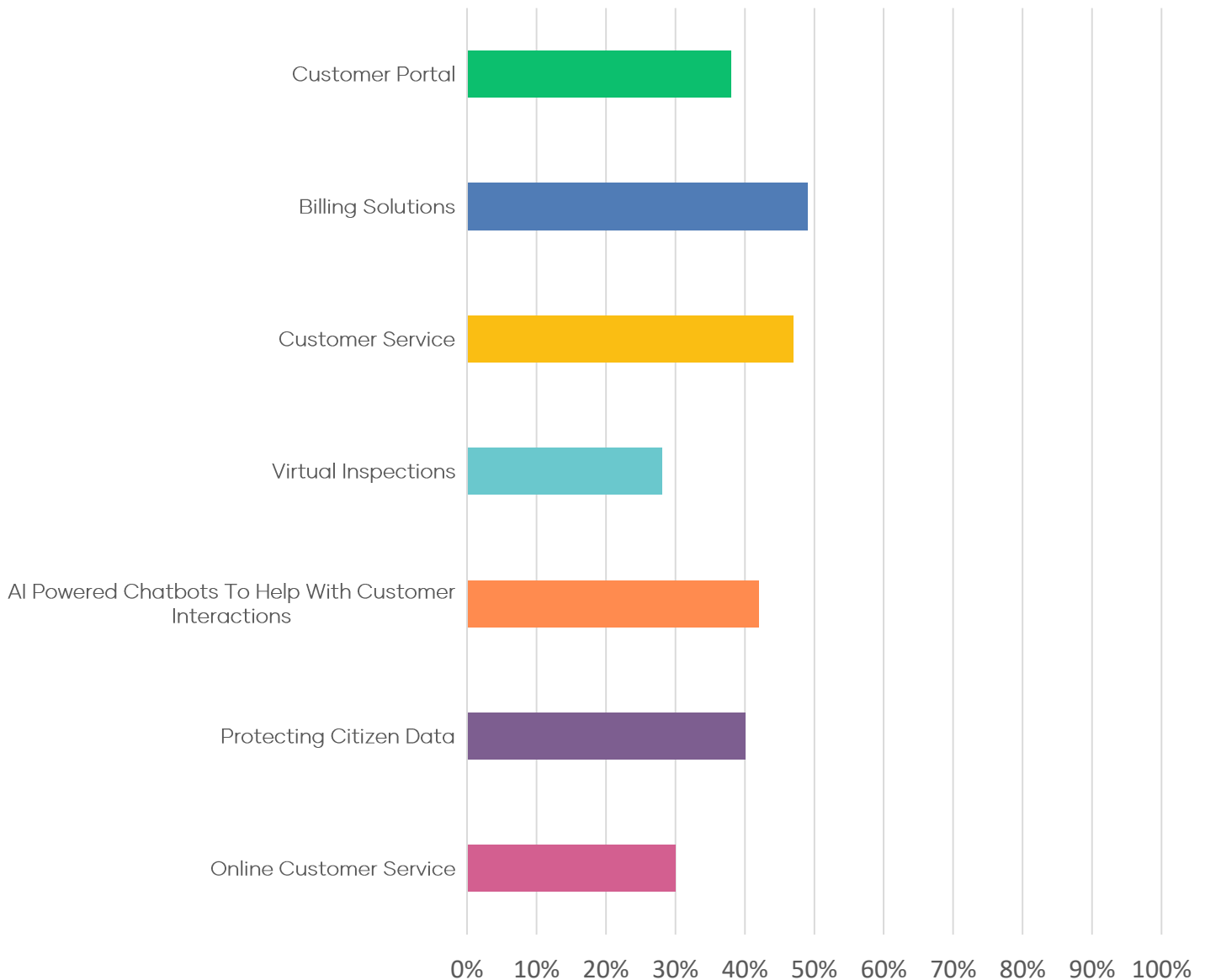


**Bottom line:** Consumers demand their local government agencies invest in and provide a modern online experience.



# Giving The People What They Want

When asked what technologies their local government agencies should invest in, consumers responded...



**Bottom line:** Points of customer interaction are powerful drivers of this data and indicate the impact of rising expectations. High scoring requests include concern with the online experience, payment solutions and customer service. **In short, people want everything a modern online or mobile enabled experience can provide.**

# Improvements Customers Are Asking For Now

When asked what technologies their local government agencies should invest in, consumers responded...

42% Want Better  
Access To Data.

31% Modern  
look & feel.

43% Want Easier  
Navigation.

33% Want Better  
Payment Options.

05% No  
improvement.



**Bottom line:** Citizens are delineating all the elements of a modern interaction, with a minor percentage satisfied with their current websites. The 5% of citizens who are not asking for improvement is in alignment with survey respondents who were satisfied in paying by mail. A noteworthy contrast emerges when these findings are juxtaposed with a Springbrook Software cybersecurity survey conducted earlier in 2023, which revealed that 34% of municipalities depend on software solutions that are a decade old or older.





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