



# DIGITAL GOV' 2017

THE DIGITAL TRANSFORMATION OF THE NATIONAL GOVERNMENT  
AS SEEN BY EUROPEAN CITIZENS

November 2017

Partnership with

**GAME CHANGERS**



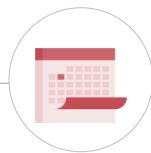
sopra  steria

# TECHNICAL SPECIFICATIONS



## SAMPLE

**4001** respondents in four countries interviewed via Ipsos online access panel.



## FIELD DATES

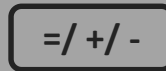
From 25 September to 4 October 2017



## METHODOLOGY

Quota sampling: gender, age, profession of the interviewee, region and market size.

### KEY



Versus 2016



New question in 2017



This report has been produced in accordance with international standard ISO 20252, "Market, opinion and social research".

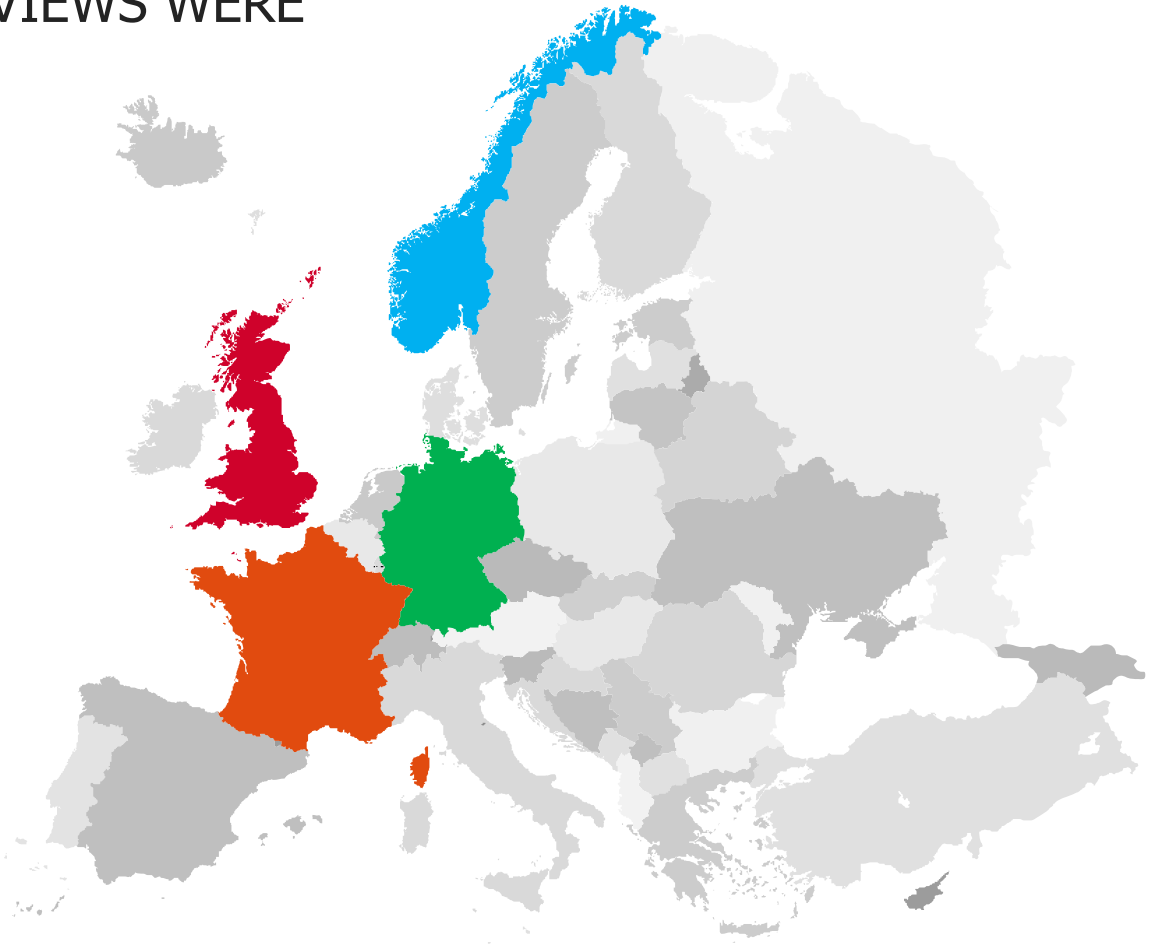
# COUNTRIES WHERE INTERVIEWS WERE CONDUCTED

**FRANCE**  
1000 interviews

**UNITED KINGDOM**  
1000 interviews

**GERMANY**  
1001 interviews

**NORWAY**  
1000 interviews



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IMPATIENT CITIZENS**

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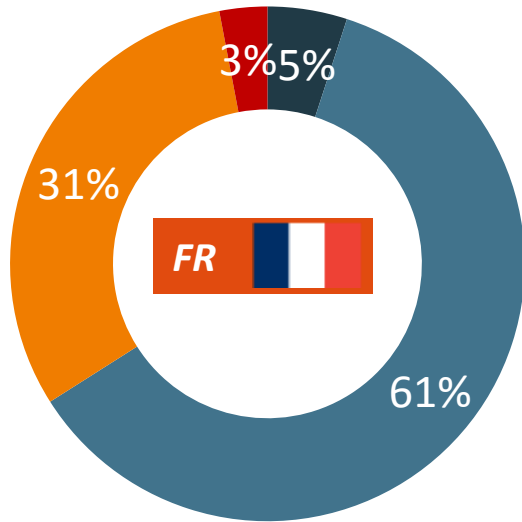
A photograph of two men sitting at a wooden table in a cafe. The man on the left, wearing a light blue button-down shirt, is smiling and looking towards the man on the right. The man on the right, wearing a red and blue plaid shirt, is gesturing with his hands while speaking. On the table are two black coffee cups, a small plate with a cookie, and a tablet. In the background, a blurred cafe counter and another person are visible.

**PART 1**

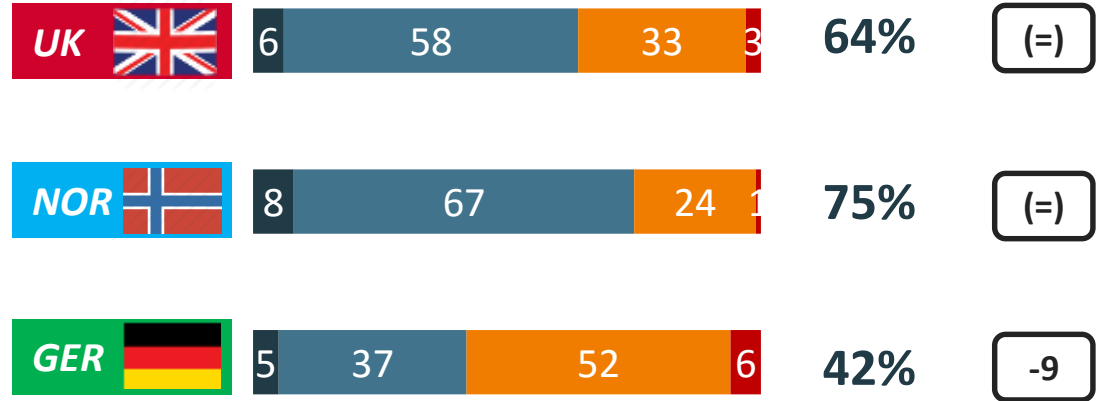
## SATISFIED BUT IMPATIENT CITIZENS

# TWO OF THREE FRENCH PEOPLE JUDGE DIGITAL SERVICES TO BE ADVANCED, DESPITE A DROP AS COMPARED TO 2016

**Advanced 66%** -4



**Advanced**



**Very advanced**

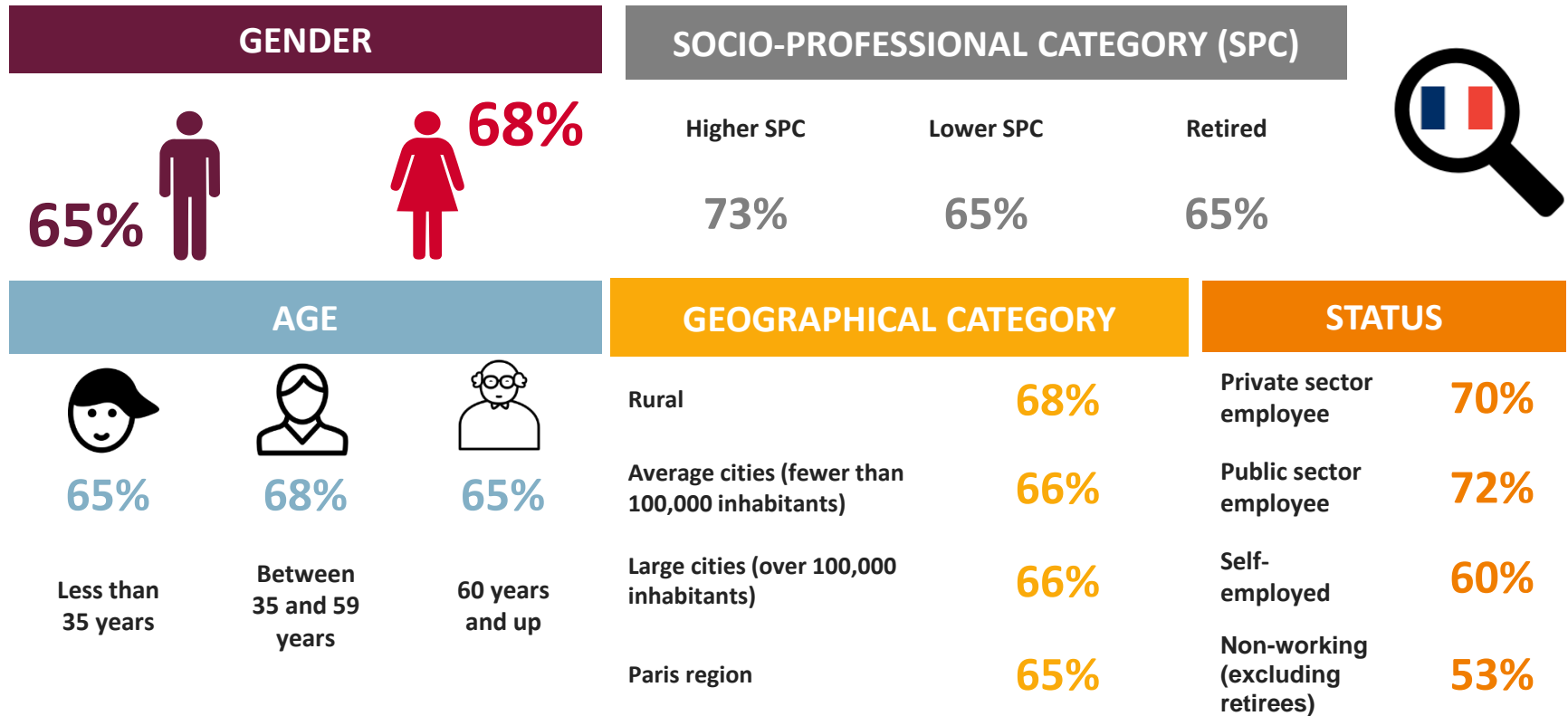
**Quite advanced**

**Not very advanced**

**Not advanced at all**

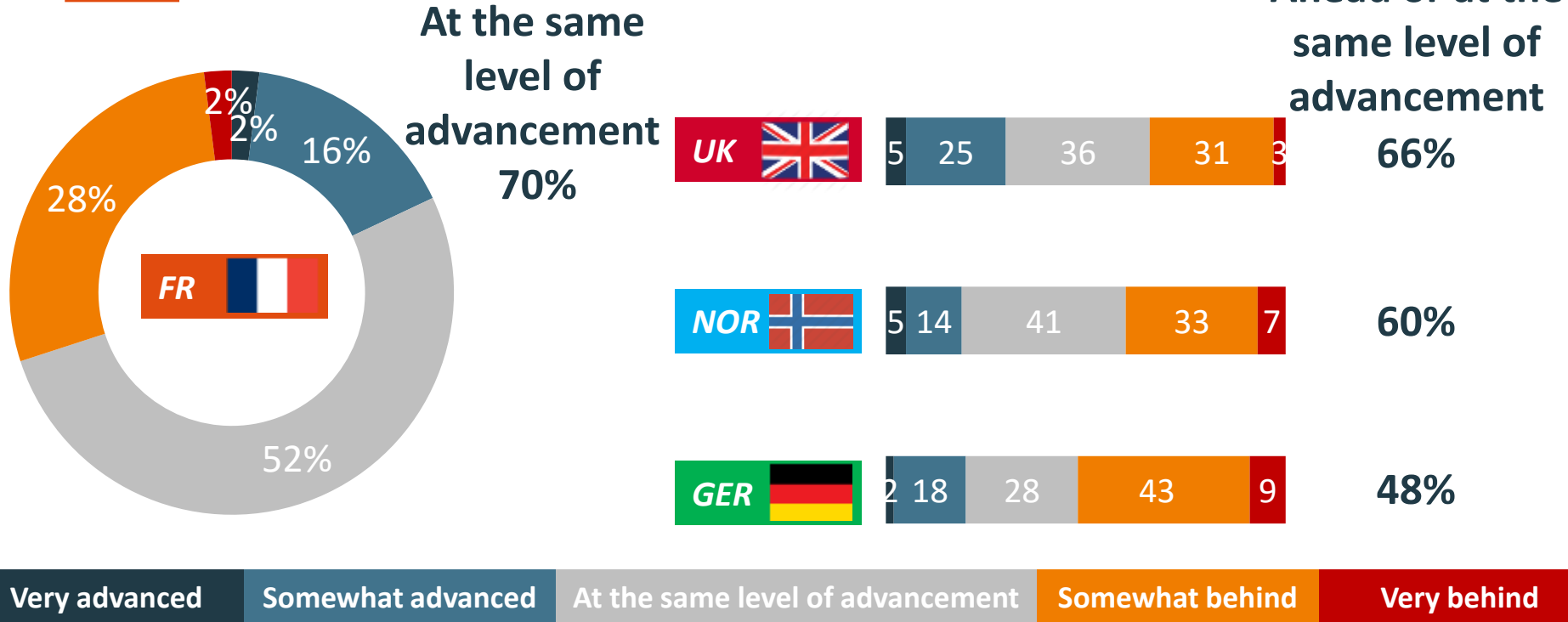
**Question:** How would you evaluate the national government's and civil service's development of the internet and digital services today?

# ZOOMING IN ON FRANCE | THE POPULATION HAS A SINGLE HOMOGENEOUS PERCEPTION; WE DO NOT SEE GENERATIONAL, SOCIAL, OR GEOGRAPHICAL SPLITS



Question: How would you evaluate the national government's and civil service's development of the internet and digital services today?

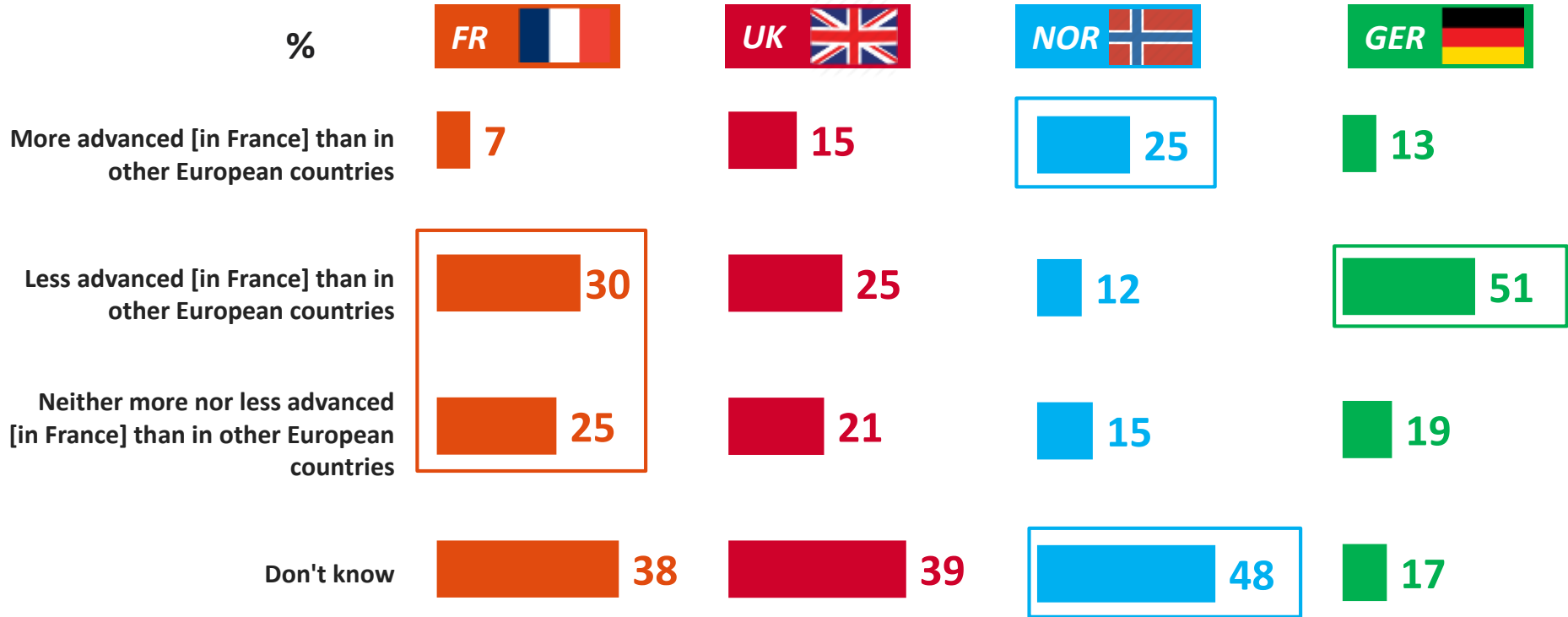
# THE VAST MAJORITY OF FRENCH PEOPLE JUDGE THAT PUBLIC DIGITAL SERVICES ARE AT THE SAME LEVEL AS THOSE OF PRIVATE COMPANIES



**Question:** In your opinion, compared to digital services offered by private companies (banks, insurance, transport, leisure, etc.), digital services offered by the national government and civil service in France are...



# NONETHELESS, THE FEELING THAT FRANCE IS BEHIND ITS EUROPEAN NEIGHBOURS ENDURES



**NEW** Question: And would you say that the development of digital services by the national government and civil service is...

# DIGITAL TOOLS AND SERVICES ARE SEEN AS BEING MORE NUMEROUS, BUT THEY COULD BE EVEN EASIER TO USE

TOTAL % YES

FR



84%

The national government and civil service have developed more and more digital tools and services

UK



83%

The national government and civil service have developed more and more digital tools and services

NOR



85%

The national government and civil service have developed more and more digital tools and services

GER



56%

The national government and civil service have developed more and more digital tools and services

66%

The digital tools and services developed by the national government and civil service have become increasingly easy to use

66%

The digital tools and services developed by the national government and civil service have become increasingly easy to use

76%

The digital tools and services developed by the national government and civil service have become increasingly easy to use

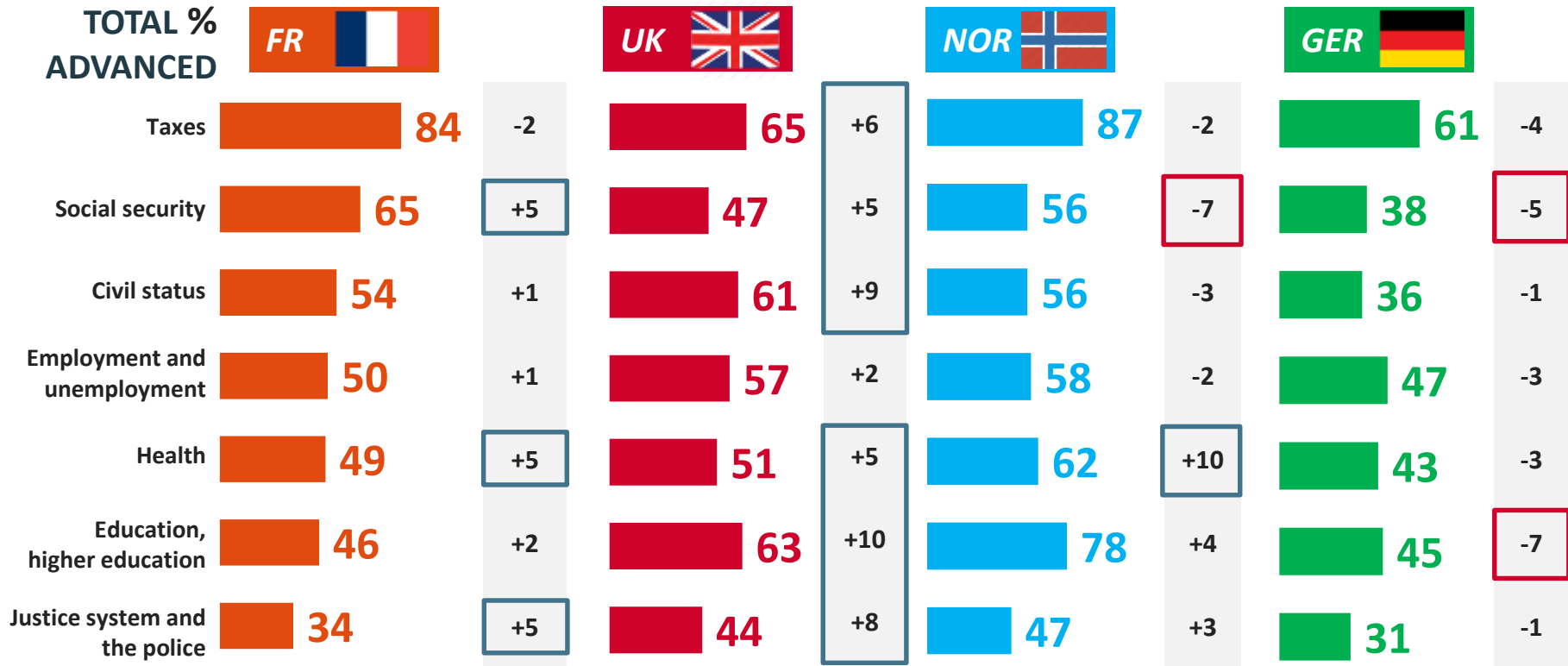
43%

The digital tools and services developed by the national government and civil service have become increasingly easy to use



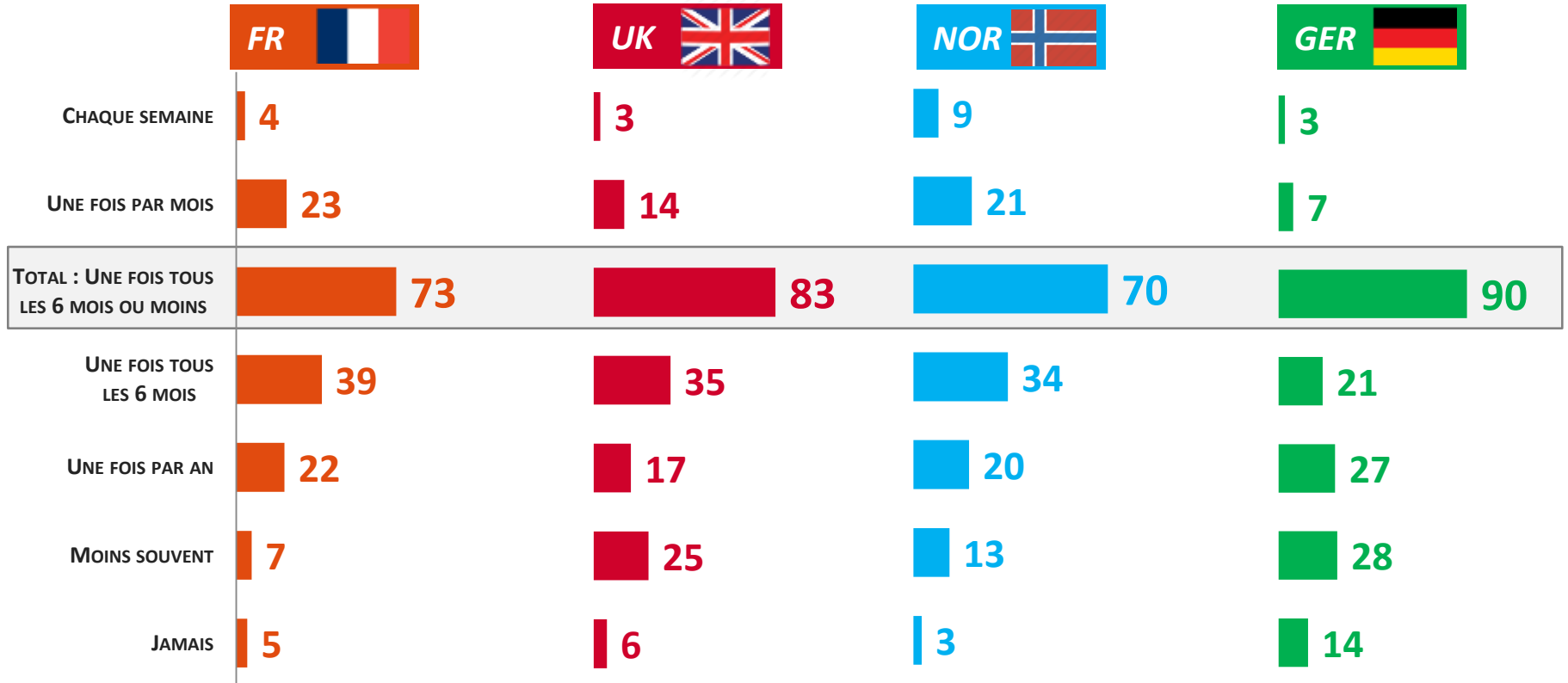
Question: Would you say that, in recent years...

# DISPARITIES PERSIST ACCORDING TO SECTORS: FRENCH PEOPLE IDENTIFY AREAS OF EXCELLENCE, WHILE OTHER AREAS CONTINUE TO LAG SIGNIFICANTLY



Question: How would you judge the development of the Internet and digital services in each of the following public sectors?

# USE OF PUBLIC SERVICES ONLINE IS SUFFERING: IT REMAINS OCCASIONAL FOR ¾ OF FRENCH INTERNET USERS



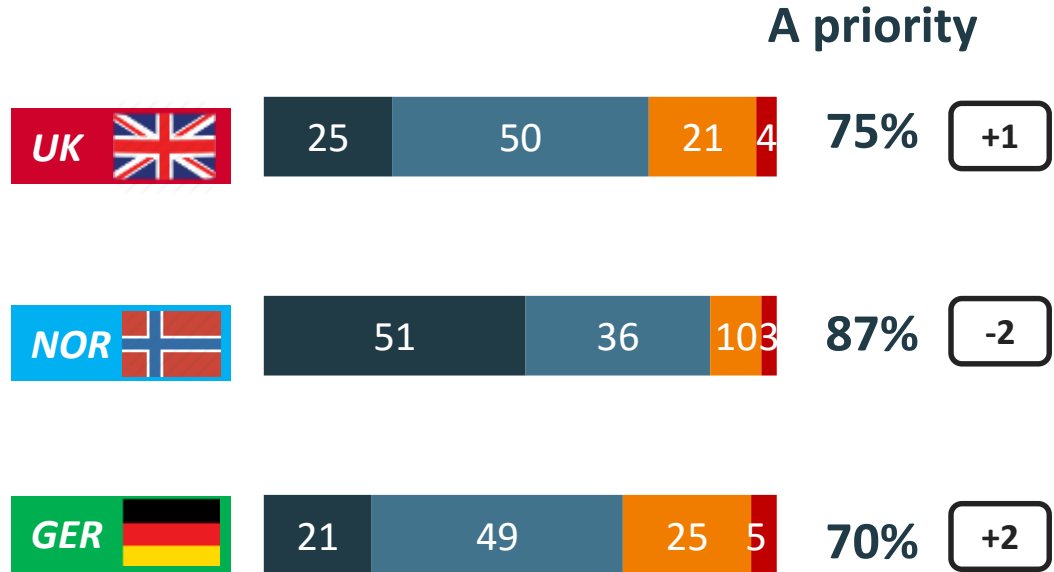
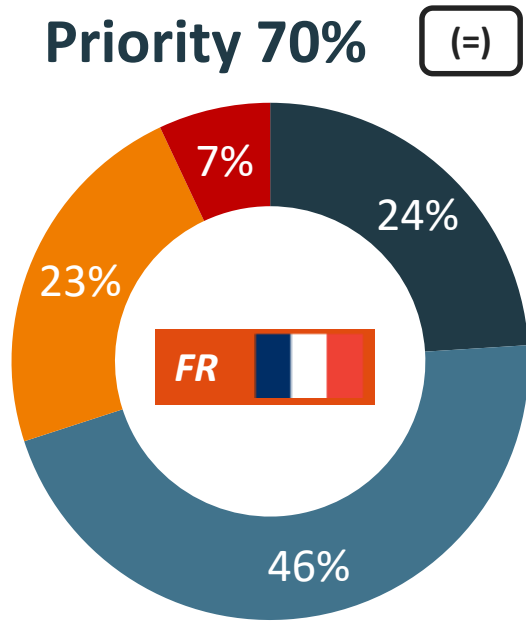
**Question:** How often do you use online public services (for example, to declare your income, pay your taxes, request official documents concerning personal data, pay a fine, or to declare your income or a change in your situation to the CAF, the French benefits office)?

A woman with long brown hair is shown in profile, looking down at her smartphone. The background is a blurred indoor space, possibly a train or a modern office. A semi-transparent white banner is overlaid across the middle of the image, containing text. A red rectangular box is positioned on the left side of the banner.

## PART 2

A PRIORITY FOR ALL, IF DIGITAL TECHNOLOGY SIMPLIFIES  
FRENCH PEOPLE'S LIVES

# THREE IN FOUR FRENCH PEOPLE SEE DEVELOPMENT OF DIGITAL SERVICES AS A PRIORITY



An absolute priority

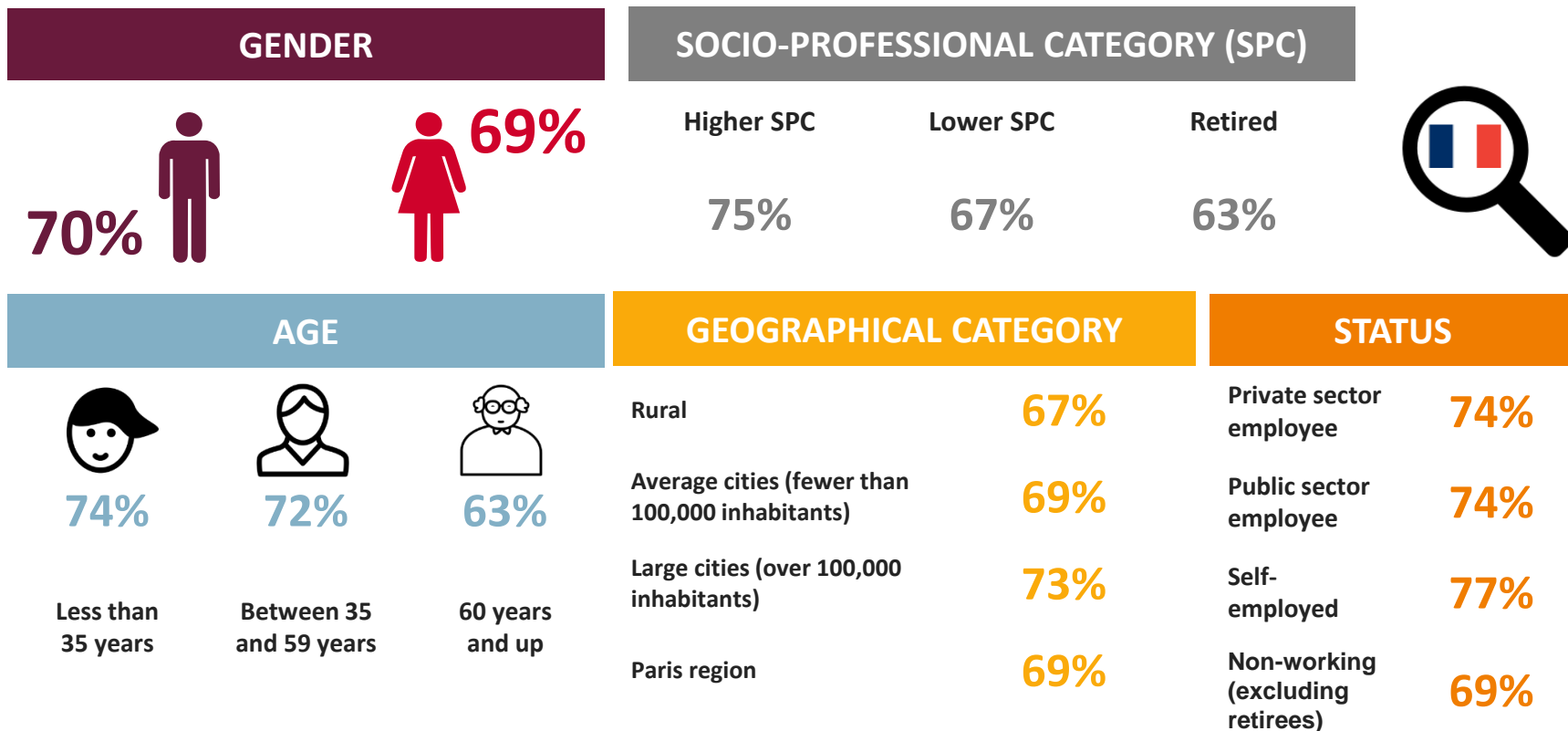
Somewhat a priority

Not really a priority

Not a priority at all

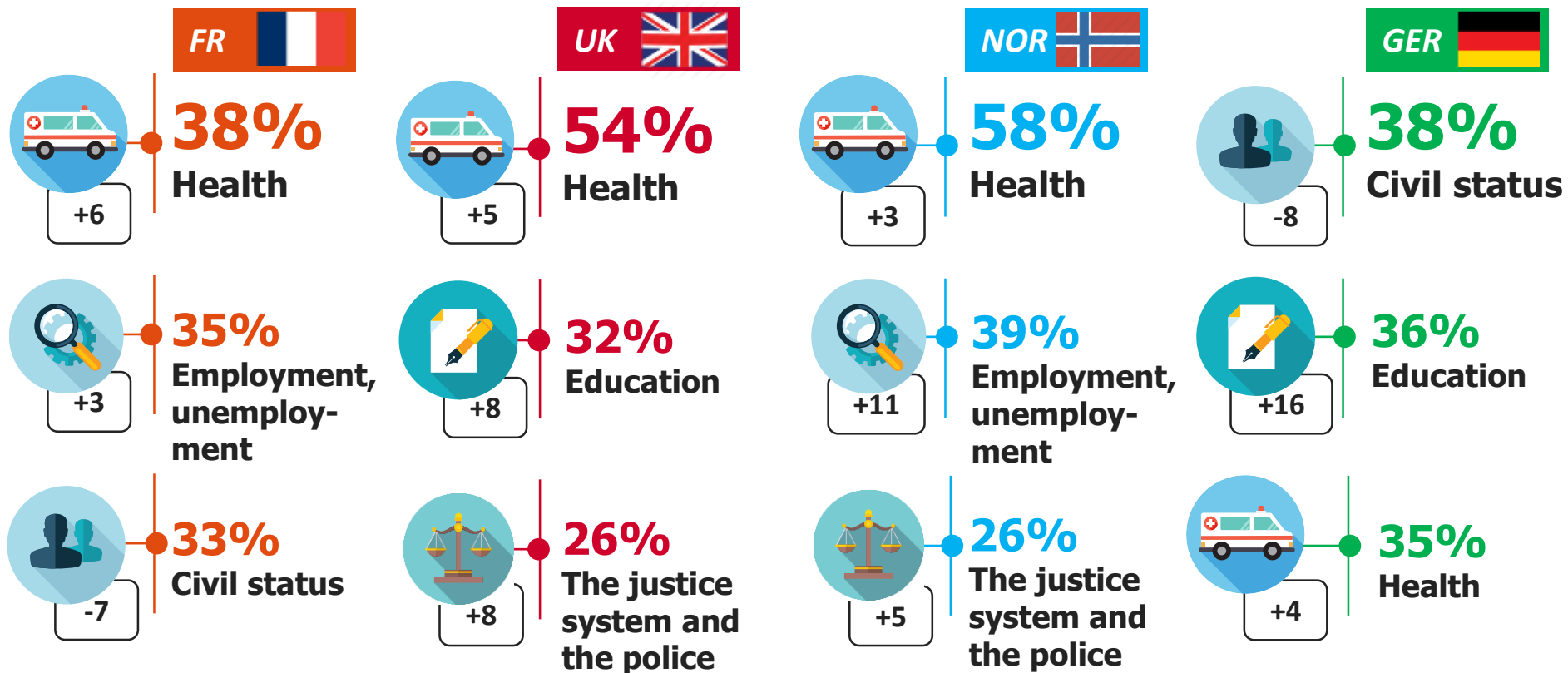
**Question:** In your opinion, is it a priority for the national government to use the internet and digital services increasingly often in its relations with citizens?

# ZOOMING IN ON FRANCE | ALL FRENCH PEOPLE, NO MATTER THE CROSS-SECTION OF THE POPULATION, DEEM THIS A PRIORITY.



**Question:** In your opinion, is it a priority for the national government to use the internet and digital services increasingly often in its relations with citizens?

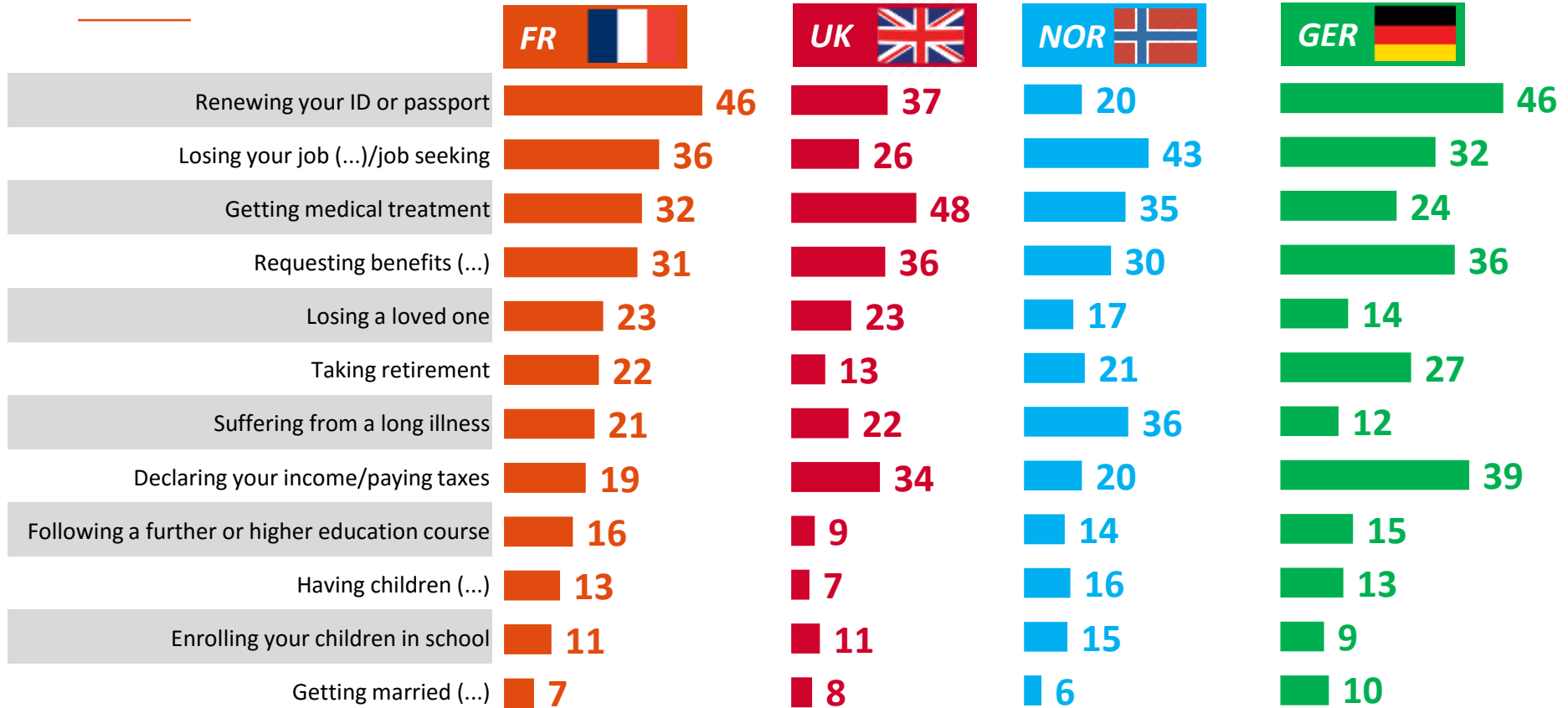
# IN ALL COUNTRIES, HEALTH IS THE PRIORITY SECTOR TO DEVELOP



Question: In your opinion, which sectors are the priority for developing the internet and digital services?



# ONLINE ADMINISTRATIVE PROCEDURES RELATED TO LIFE EVENTS OR RECURRING EVENTS ARE PRIORITIES FOR SIMPLIFICATION



**Question:** And which online procedures linked to these life events do you think need to be simplified as a priority?

# IN FRANCE, THE DIGITAL TRANSITION MUST GO HAND IN HAND WITH SIMPLIFICATION AND PERSONALIZATION THROUGH A ONE-STOP PORTAL AND AN ONLINE CITIZEN ACCOUNT

## % Priority



Creation of a one-stop digital portal for undertaking interactions which need to be performed with multiple agencies



Access to an online citizen account that summarizes my personal details, updates me on my interactions



The possibility of carrying out 100% of administrative interactions through digital services on different devices



Use of new technologies to improve existing services

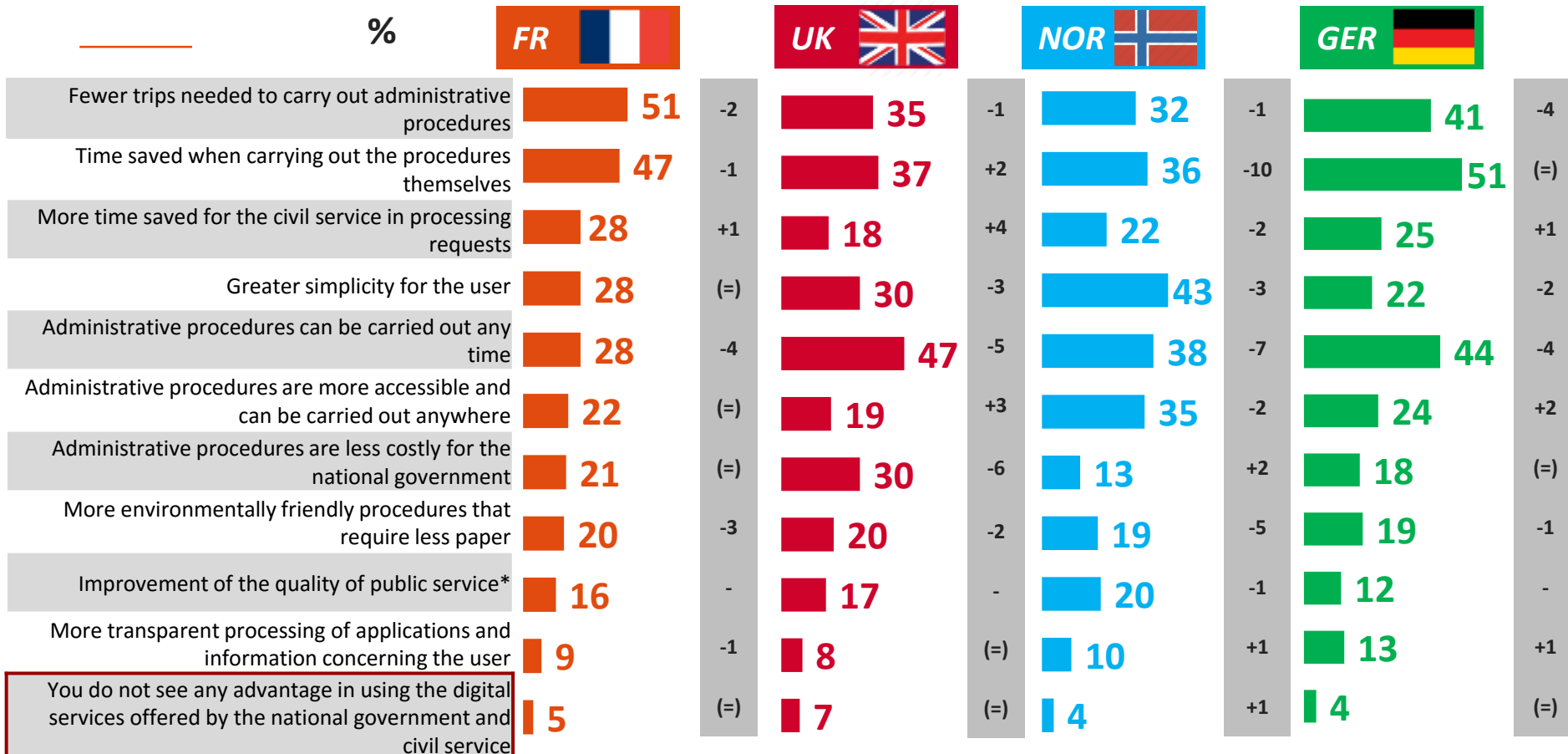


Involvement of citizens in policy-making through collaborative and social media tools



**Question:** In your opinion, is each of the following possible orientations in the digital transformation a priority, important but not a priority, or of secondary importance for the French civil service?

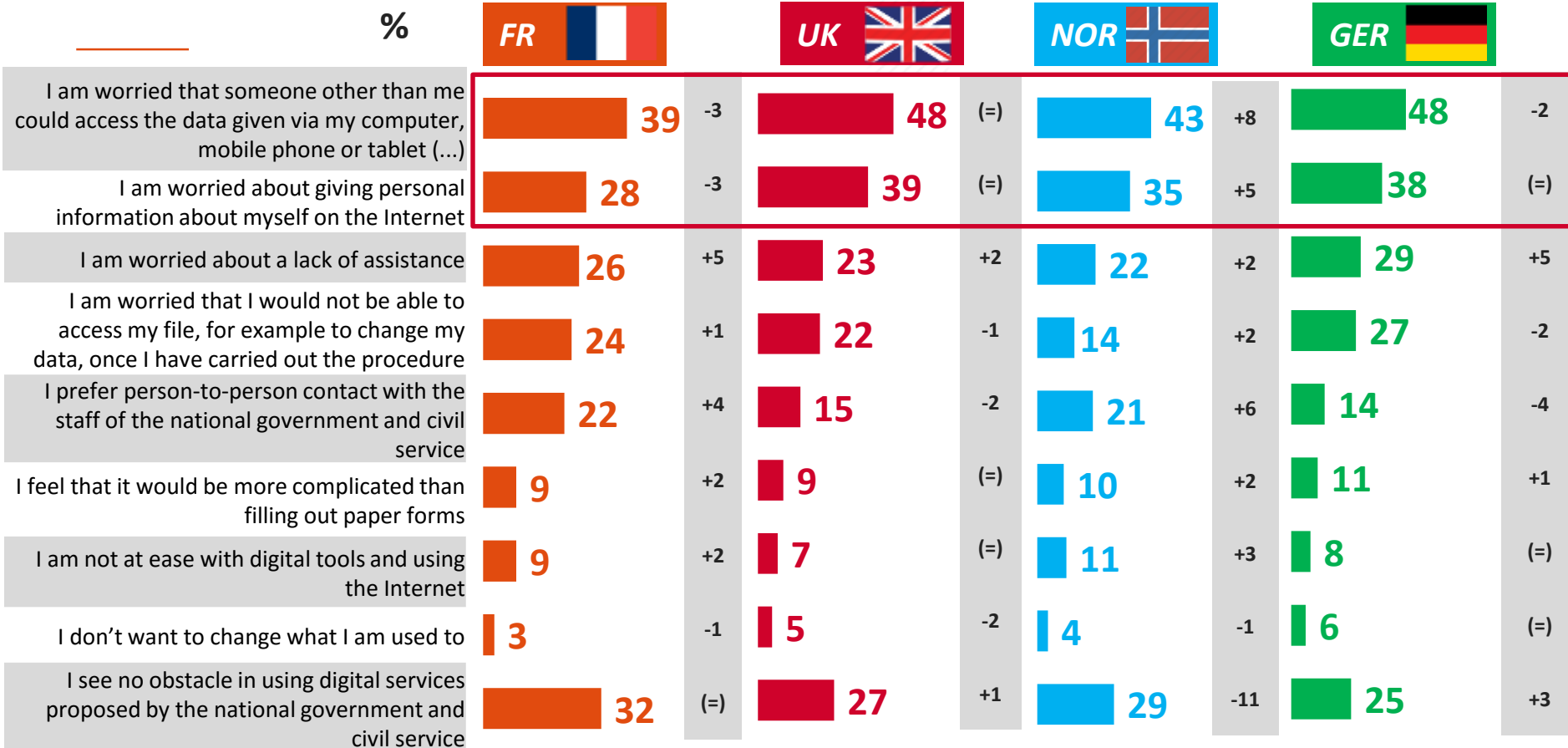
# THERE ARE MANY ADVANTAGES FOR INDIVIDUALS AS WELL AS THE CIVIL SERVICE



**Question:** For you personally, what would be the main advantages if the national government and civil service developed new digital services?

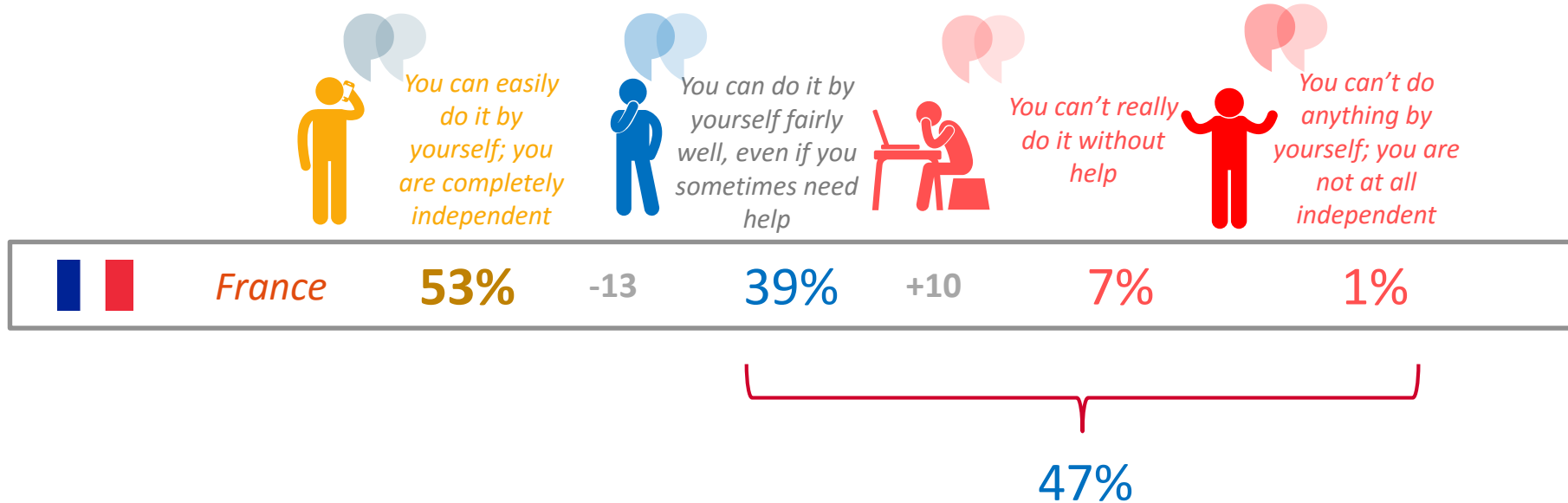
\*new item

# PROTECTION OF PERSONAL DATA REMAINS A SIGNIFICANT OBSTACLE



**Question:** For you personally, what would be the main obstacles that would dissuade you from using digital services of the national government or civil service?

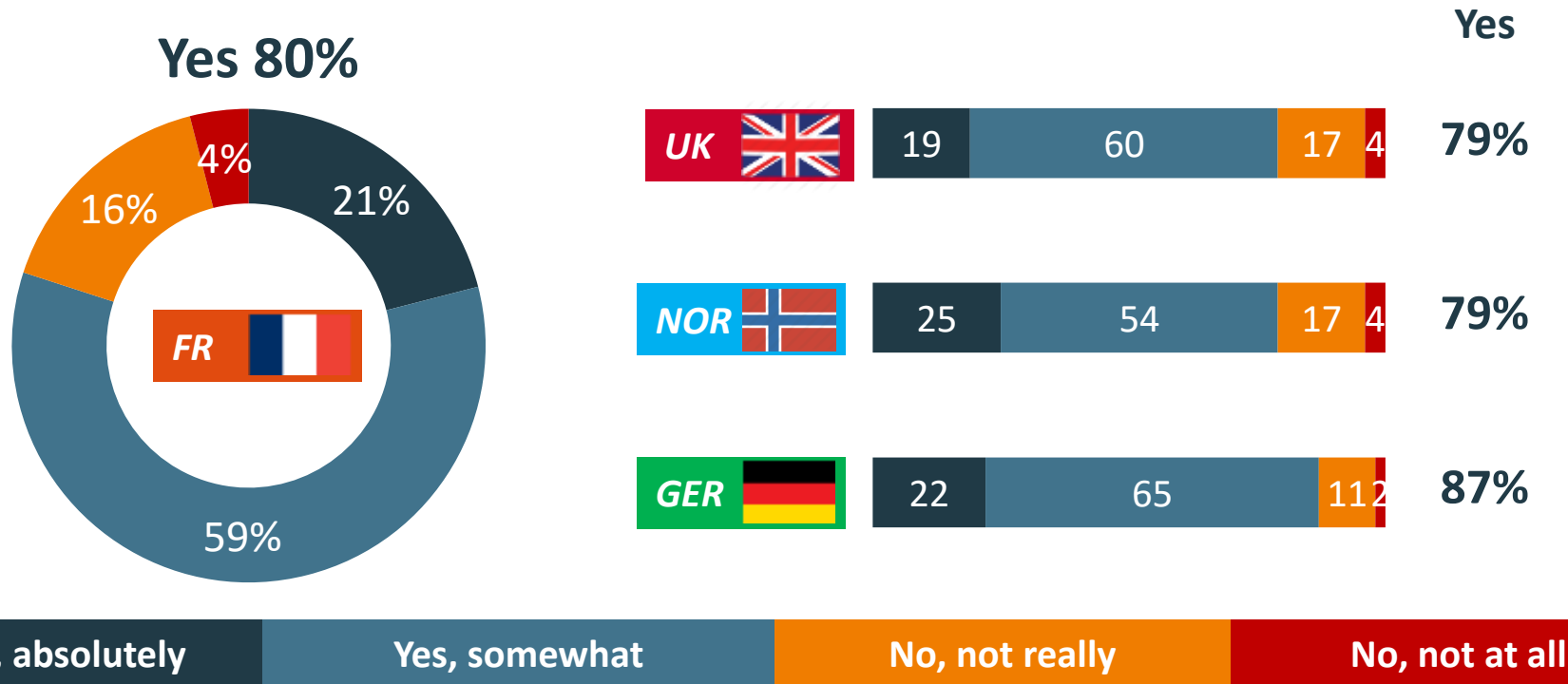
# NEARLY ONE IN TWO FRENCH PEOPLE NEEDS SUPPORT FOR USING DIGITAL SERVICES



**Question:** When you use these public services online, would you say that...

*Base: Those who use public services online*

# CITIZEN INVOLVEMENT IS AN ASPECT TO CONSIDER, FOR EXAMPLE THROUGH EVALUATION OF SERVICES



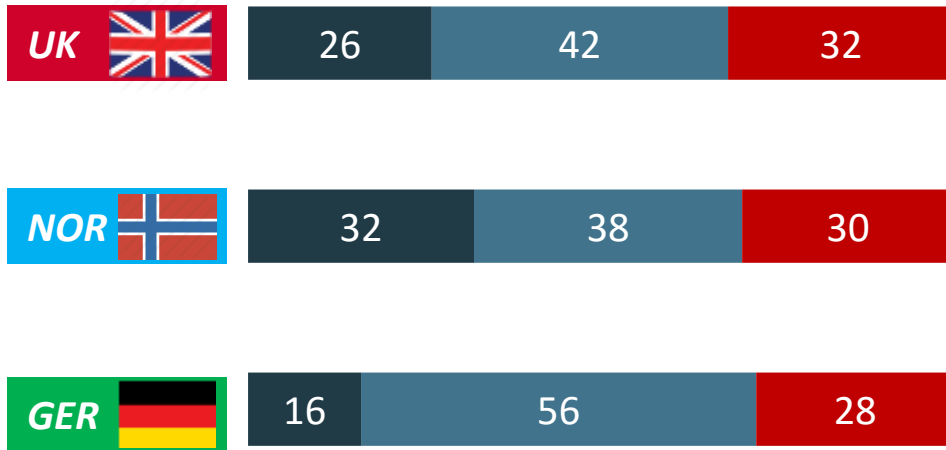
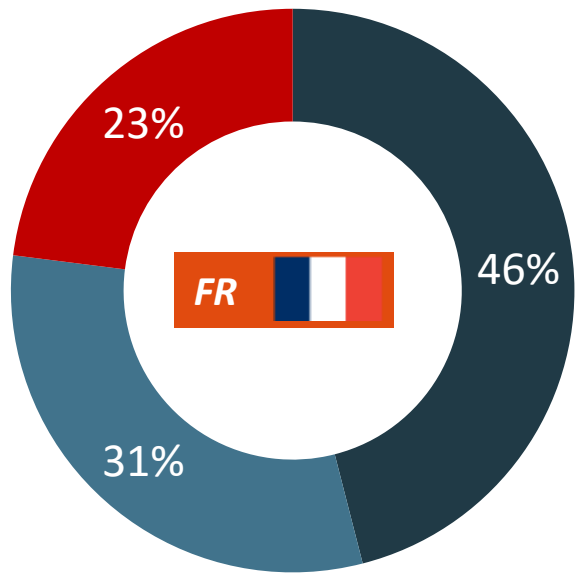
**Question:** In your opinion, would grading and evaluating online public services make it possible to improve the quality of these services?



**PART 3**

**GOVERNMENTS FACE AN AWAITED SOCIETAL  
TRANSFORMATION**

# MORE THAN CITIZENS OF OTHER COUNTRIES, FRENCH PEOPLE THINK THAT THE GOVERNMENT WILL MAKE PROGRESS IN DIGITAL TECHNOLOGY



... has the will to make progress and will manage to do so

... has the will to make progress but won't really manage to do so

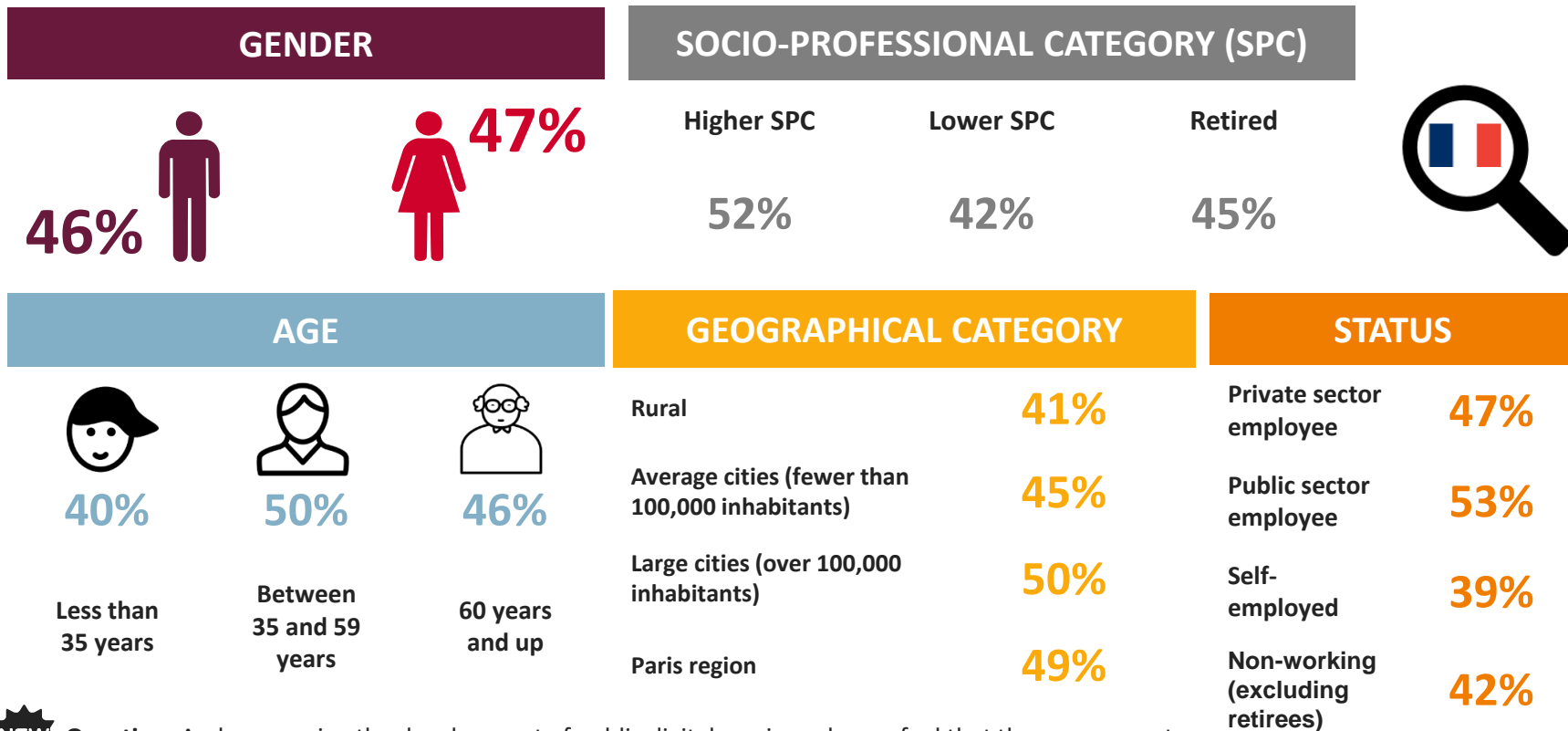
... makes quite a lot of declarations but does not really have the will to make progress



**Question:** And concerning the development of public digital services, do you feel that the government...



# ZOOMING IN ON FRANCE | THE WHOLE POPULATION SHARES THE OPINION THAT THE GOVERNMENT WILL SUCCEED



**NEW** Question: And concerning the development of public digital services, do you feel that the government...

# THE BENEFITS OF THE DIGITAL TRANSFORMATION ARE CLEAR: PERSONAL RATHER THAN PUBLIC EXPECTATIONS

## TOTAL % YES



Facilitate the analysis and systematic cross-referencing of personal information, in order to increase fraud control



Prepare France for the future



Make citizens' lives easier and simplify them



Save money



Question: Do you think that the development of public digital services will...

# NONETHELESS, DIGITAL TECHNOLOGY ALSO RAISES FEARS TO ADDRESS WHEN SUPPORTING THE TRANSFORMATION

## TOTAL % YES



Make access to public services more difficult or even impossible for some people (\*...)



Pose adaptation problems for certain public agents



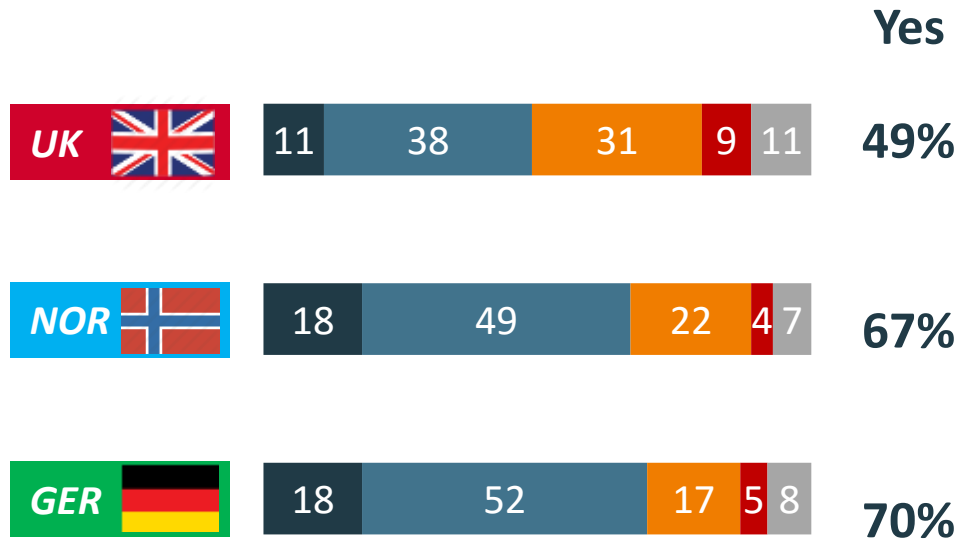
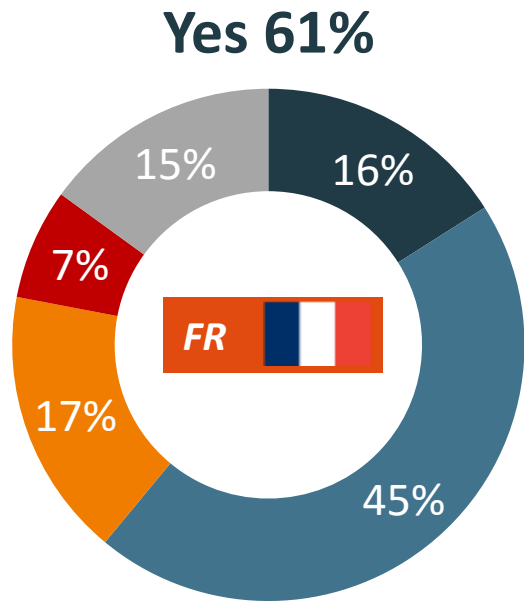
Reduce the number of public jobs



**NEW** Question: Do you think that the development of public digital services will...

\*(people who are not very digitally literate or literate in French, people who do not have access to digital technology, etc.)

# CITIZENS READY TO IMPROVE HOW DEMOCRACY WORKS THROUGH ONLINE CONCERTATIONS



Yes, absolutely

Yes, somewhat

No, not really

No, not at all

I don't know



**Question:** And would participating in online dialogues help improve the way democracy works in France?

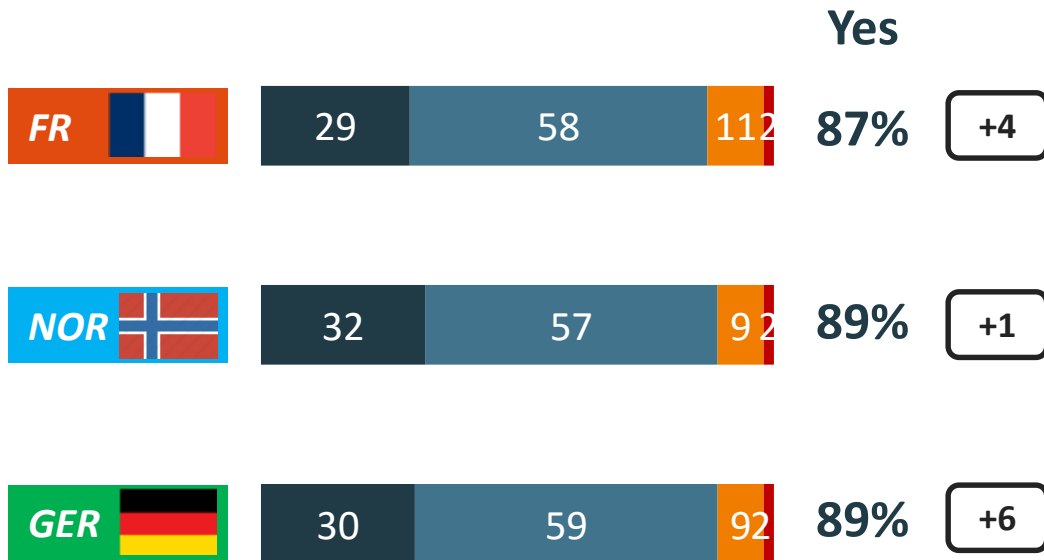
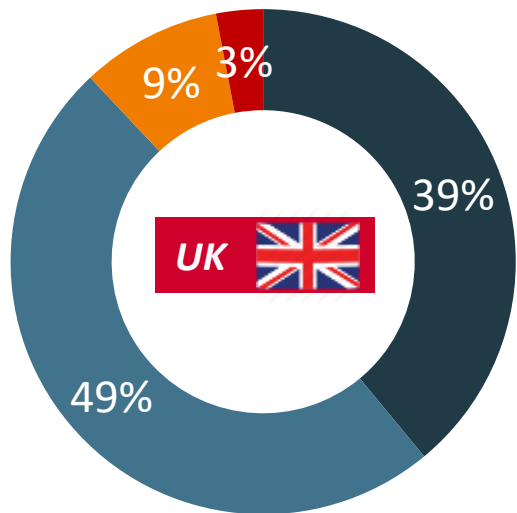


PART 4

CONCLUSION

# FRENCH PEOPLE ARE READY FOR THIS TRANSFORMATION: NEARLY NINE OUT OF TEN WOULD LIKE TO USE ONLINE SERVICES MORE

Yes 88% (=)



Yes, absolutely

Yes, why not

No, probably not

No, definitely not

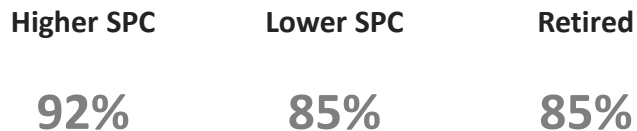
**Question:** Personally, if the national government and civil service developed more and more digital tools, including the possibility to carry out administrative procedures via the internet, would you be ready to use these online services, even if it means changing certain habits?

# ZOOMING IN ON FRANCE | ENTHUSIASM AMONG ALL CROSS-SECTIONS OF THE FRENCH POPULATION

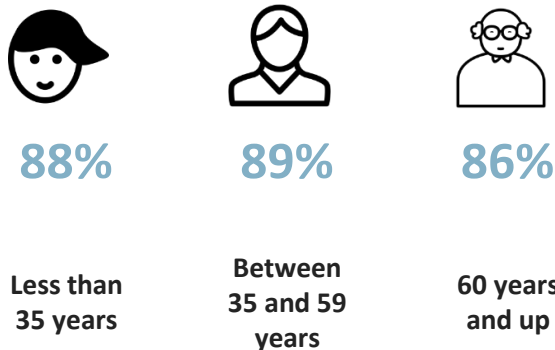
## GENDER



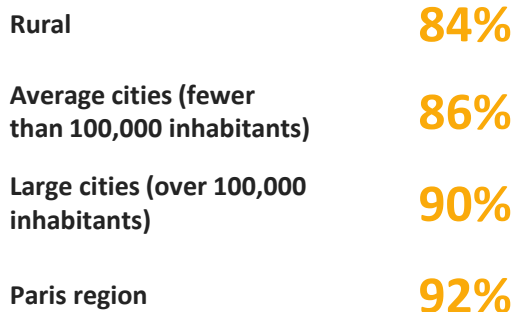
## SOCIO-PROFESSIONAL CATEGORY (SPC)



## AGE



## GEOGRAPHICAL CATEGORY



## STATUS



**Question:** Personally, if the national government and civil service developed more and more digital tools, including the possibility to carry out administrative procedures via the internet, would you be ready to use these online services, even if it means changing certain habits?

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