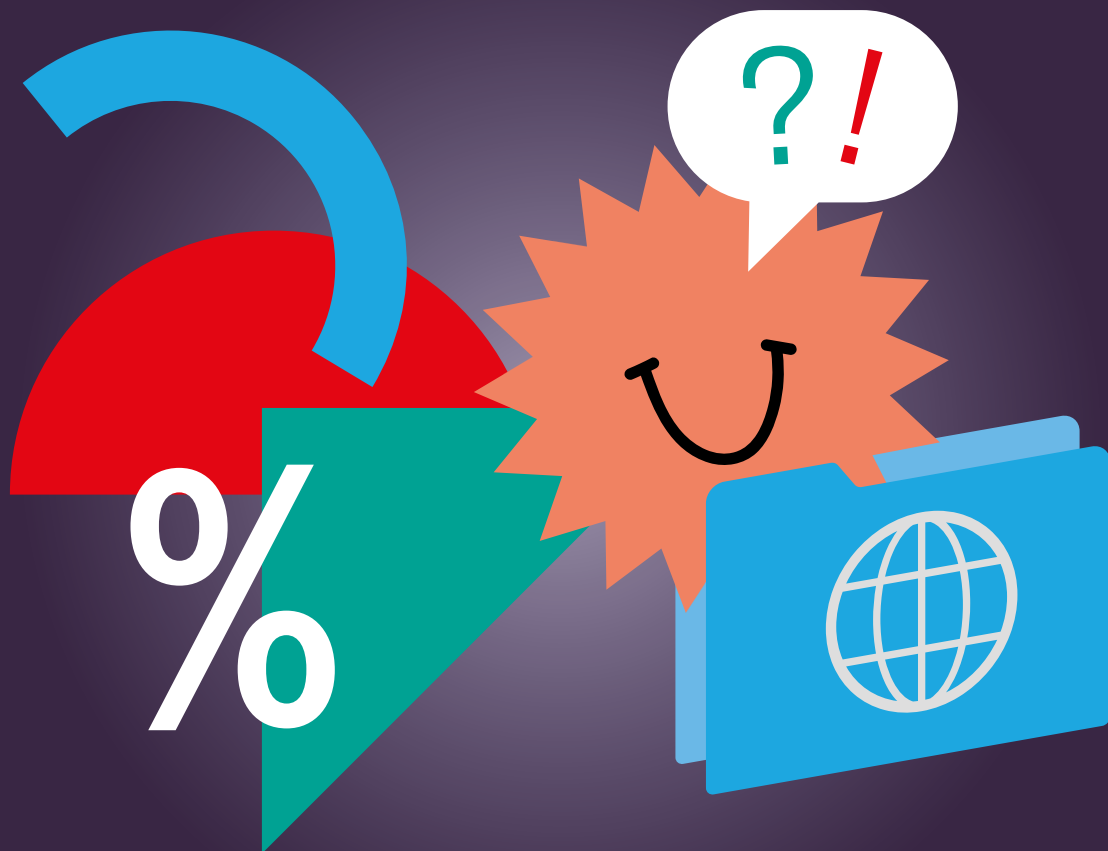


# National eGovernment Study 2025

The use and implementation of e-government services from the perspective of the general public, businesses and the public administration



Digital Public Services Switzerland (DPSS) and the State Secretariat for Economic Affairs (SECO) jointly carried out the National eGovernment Study in 2024. This fourth National eGovernment Study, published in 2025, describes the availability and use of e-government services in Switzerland. A survey was carried out among the general public, businesses and public authorities to obtain the information. This included questions on the availability of, need for and satisfaction with e-government in general; availability and use of options to make contact with / receive contact from public authorities; access to information and execution of transactions; obstacles to the use / provision of e-government services; cooperation and support in the area of e-government; awareness of public authority websites; priorities and expectations in relation to e-government; and trust in public authorities and their online services. The 2024 survey also included questions about knowledge, use and application of generative AI.

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# Foreword

## Cooperation between the Confederation, cantons and communes for end-to-end digital public services

The digital transformation of public administration in Switzerland is advancing and making considerable progress. The population increasingly appreciates the advantages of digital public services, such as time savings and greater flexibility, and is using them more and more frequently. The findings of the fourth National eGovernment Study 2025 clearly demonstrate this. Services such as electronic tax returns or obtaining extracts from the debt collection register and register of criminal convictions continue to be popular and are increasingly used, as is the new electronic motorway vignette (e-vignette).

Despite these successes, there are still challenges. The public has a significant need to find and use digital public services quickly and easily. This means that in addition to the availability of services, improvements are still necessary to ensure that services are easy to find, and that they are user-friendly, interoperable and seamless.



## The general public and businesses are using more and more eGovernment services.

Cooperation between the various federal levels plays a central role in the success of digital public services. Where isolated solutions were created in the past, the system must now be designed to be integrated, which requires close coordination between the federal government, cantons and communes. Digital Public Services Switzerland (DPSS) is therefore involved in overarching projects such as the development and introduction of the state-recognised e-ID. It will significantly simplify access to digital public services at all federal levels. The Digital Public Services Switzerland strategy for 2024–2027, which came into force in 2024, addresses further gaps.

For the first time, this National eGovernment Study conducted a survey on the topic of artificial intelligence (AI). The increased use of AI is seen as a promising approach to increasing efficiency and optimising administrative processes. Such information is valuable as it shows us what we need to focus on and how public administrations can promote innovation in order to ensure a positive user experience for digital public services in the future – for the Swiss population, for businesses and for the employees of our public administrations.

We hope you enjoy discovering the National eGovernment Study 2025.

A handwritten signature in black ink, appearing to read 'P. Giarritta'.

Dr. Peppino Giarritta, Officer for the Confederation and Cantons for Digital Public Services Switzerland

### **Businesses benefit from eGovernment services**

This 2025 edition of the National eGovernment Study shows clearly how digital public services in Switzerland are developing and gaining in importance. For businesses in particular, the expansion of online services is creating new opportunities to simplify their administrative processes. However, the study also shows: Although the use of digital public services is increasing, major obstacles remain as regards accessibility and user-friendliness. It is therefore essential that the existing digital administration processes be further refined, and that seamless end-to-end solutions be developed. Data protection remains a key concern, and strengthening it will be a decisive factor in continuing to build trust in the system.

In addition to time savings and freedom from counter opening times, cost savings are also becoming increasingly important. It is particularly pleasing to note that over two thirds of businesses (70%) already trust the authorities' online services. This shows that the positive experience of using digital service offerings is leading to broad acceptance. Nonetheless, room for improvement remains: many businesses would like digital service offerings to be easier to find, and a clearer structure for information that is often searched using common search engines such as Google. The Confederation's online counter EasyGov.swiss offers a central point of contact; it has already been remarkably successful. Since the launch of EasyGov.swiss in 2017, user numbers have risen steadily, and businesses' satisfaction with the authorities' online service offerings is gratifyingly high.

The next few years will be decisive in driving the expansion of, and improvements to, digital public services. Plans include both an expansion of the service offering on EasyGov.swiss and targeted measures to increase recognition and user-friendliness. It is imperative that businesses are not only informed about existing service offerings, but that they are also aware of the concrete advantages of these digital services for their day-to-day activities.

The study makes clear that the continued development of eGovernment is essential to meeting the requirements of the future. Only with user-friendly and efficient digital public services will Switzerland be able to secure its international competitiveness in the area of eGovernment over the long term. We are at the beginning of an exciting process – a digital transformation that will improve the administrative experience for businesses and private citizens alike.

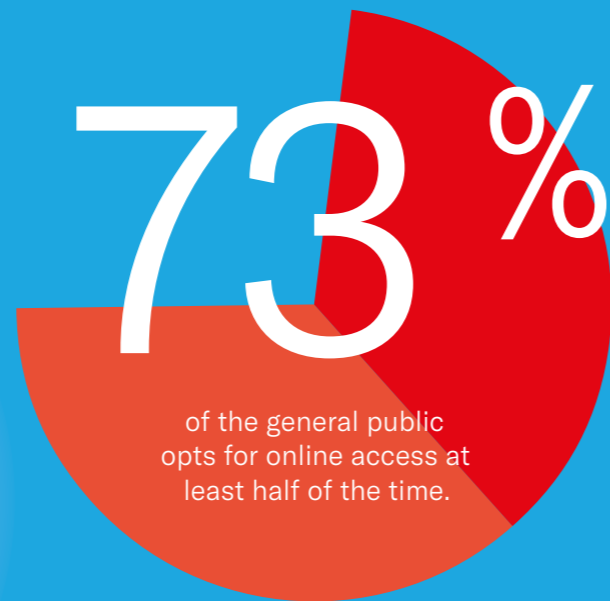


A stylized, handwritten signature in black ink that reads "Markus Pfister". The signature is fluid and cursive, with a prominent flourish at the end.

Markus Pfister, Interim Head of e-Government for SMEs at SECO

# Key findings → General public

The general public predominantly contacts public authorities using digital methods: most frequently via email, portals, contact forms, social media or apps. Face-to-face contact continues to be valued.



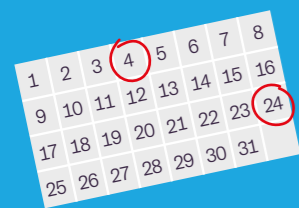
73% of the general public opts for online access at least half of the time.

Representing an increase of 4 percentage points versus 2021.



Flexibility to access the services at any time and the resulting time savings remain the main reasons for using e-services. Cost savings are becoming more important.

24/7



Although respondents are aware of public authority websites, they do not use them very often. Two-thirds of respondents are aware of public authority websites but visit them no more than twice a month.

Most individuals obtain information via search engines like Google.



Completing a tax return is still the administrative task that is most frequently carried out online (76%). Half of respondents are already using electronic motorway tax stickers, which were introduced in mid-2023.



Increasingly, the general public would like to have access to a broader range of digital services, such as reporting of petty offences (45%), domicile and vehicle registrations (43%), and options to order various documents. Some of these services can already be accessed online, but it seems that awareness of them is still too low.



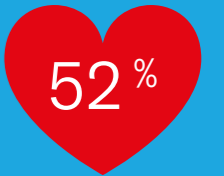
A majority of the general public (66%) is satisfied with the online services provided by public authorities.

Respondents believe there is a need to expand the range of online services offered, particularly by communes and cantons.

Respondents identify four priorities that would encourage them to use digital government services more often:



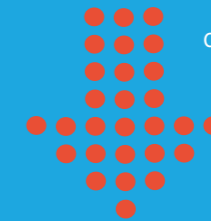
53% would like better information about what services are available online and how they can be used



52% believe services need to be more user-friendly

45%

want centralised access to digital government services



40% would like end-to-end online services

Trust in data protection has grown, but remains a barrier to the use of digital government services, particularly for those in the 55 to 70 age bracket.



According to 53% of the general public (an increase of 6 percentage points from 2021), the biggest obstacle to the use of digital government services is that they are difficult to find.

# Key findings

## → Businesses

Businesses show similar preferences to the general public in terms of contacting the authorities: email is their preferred method of contact, followed by telephone calls and the use of portals. However, they rarely use apps or social media.



Awareness of the centralised EasyGov.swiss platform has grown compared with 2021 (up 8 percentage points).

Of the businesses surveyed, 37% are familiar with the EasyGov.swiss online desk for companies.



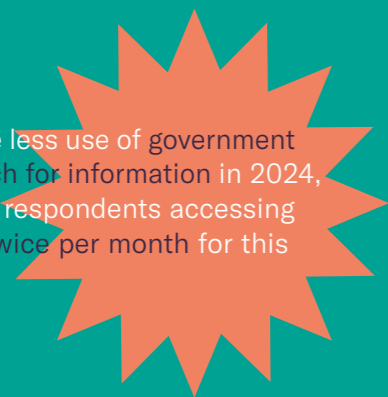
# 54%

Online public authority services are used by 54% of the participating businesses, compared with just over a third in 2018 and 47% in 2021.

Online services are particularly popular as a way of participating in statistical surveys (71%) and completing tax returns (64%).

Interest in additional digital services is growing – for example, for changes to the commercial register (38%), changes of address, or requests for debt enforcement.

Businesses made less use of government websites to search for information in 2024, with over 40% of respondents accessing them less than twice per month for this purpose.

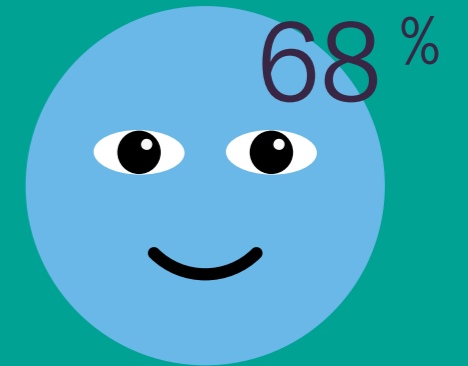
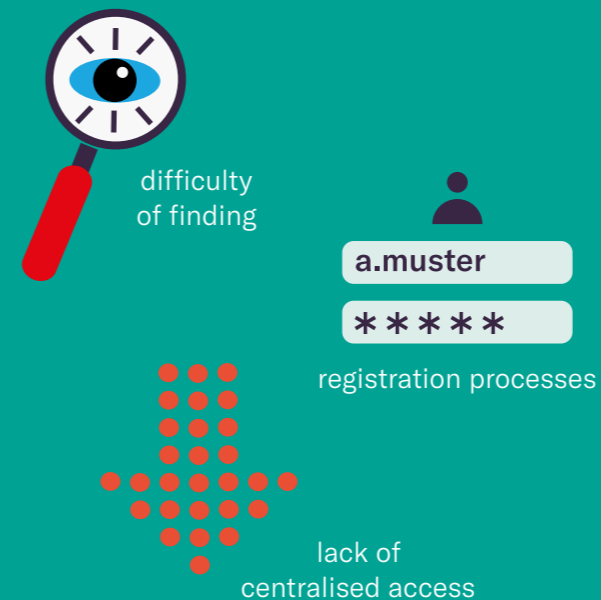


The best-known and most frequently used platforms are admin.ch, zefix.ch and suisstax (Federal Tax Administration).

As with the general public, time-related benefits are a key reason why businesses use digital government services:



When asked about obstacles to the use of digital government services, around one in ten businesses – a significantly lower proportion than for the general public – cite complex and time-consuming registration processes, difficulty of finding services, and lack of centralised access. These criticisms were expressed more frequently than in 2021.



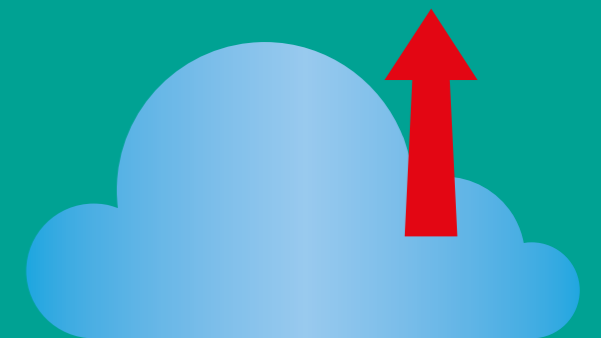
The majority of businesses (68%) are very satisfied with existing digital services.

Although this percentage has dropped slightly (by 3 percentage points).

Trust in online government services remains high overall (70%) and at a similar level to previous years.



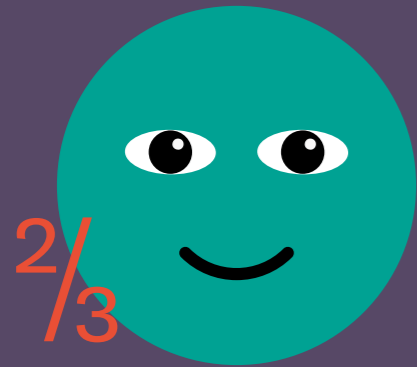
Around 40% of businesses would like the communes to increase their range of online services, while around a third believe that the cantons and Confederation need to do the same.



# Key findings

## → Public authorities

Satisfaction with available digital government services among public authority representatives improved in 2024 compared with 2021. Attitudes are similar to those expressed by the general public and businesses, with two-thirds of respondents in each category stating that they are satisfied with the available services.



Cantonal authorities are leading the way in expanding the range of digital contact options: an increasing number are offering online forms, portals and apps, although emails, contact forms and portals are used most often.



The range of digital services has grown further, particularly for the cantons.

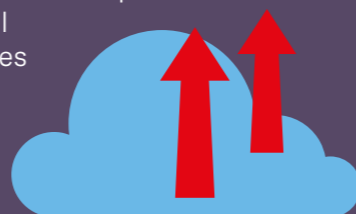


Important services such as online tax returns and e-payments almost always offer media continuity.

The Confederation and cantons are more strongly focused on fully digital, centralised and user-friendly deployment of digital government services, while the communes take a more cautious approach. The cantons are particularly committed to making relevant services easy to find, in line with the needs of their target groups.



The federal authorities (61%) are most strongly of the view that they need to significantly expand their online services. This opinion is less clearly held in the cantons (42%). The communes appear to be most satisfied with the status quo: although a majority of respondents in this group would still like the range of services to be increased, only 12% want to see a considerable expansion. However, the general public and businesses believe that the communes have the most need of expansion.



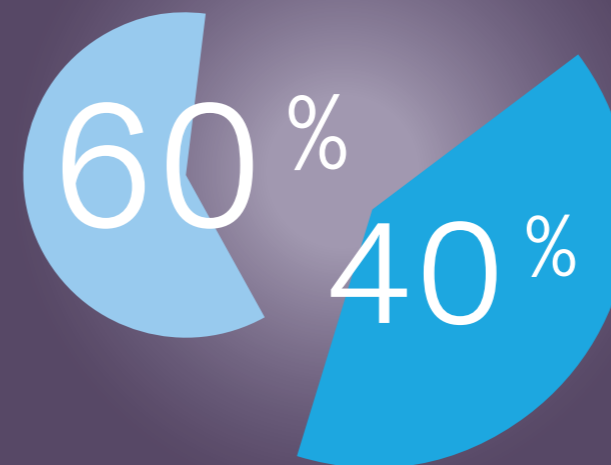
The main goal of the Confederation and cantons is to introduce a government e-ID to the range of e-government services.



The greatest challenges in deploying digital services are staffing shortages, particularly at cantonal and communal level, and a lack of legal basis at federal level.

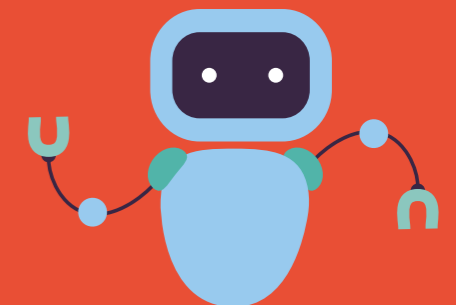
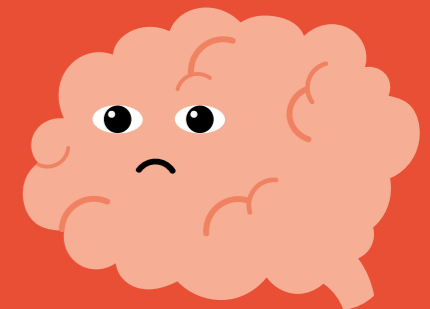


Communes and cantons have stepped up cooperation on e-government matters since 2021. Over 40% of communes and almost 60% of cantons now have relevant agreements in place, and the proportion of legally regulated cooperative agreements has increased significantly.



## → Artificial intelligence

Over half of respondents from public authorities and businesses assess their own knowledge of artificial intelligence (AI) as low, compared with almost 50% among the general public.



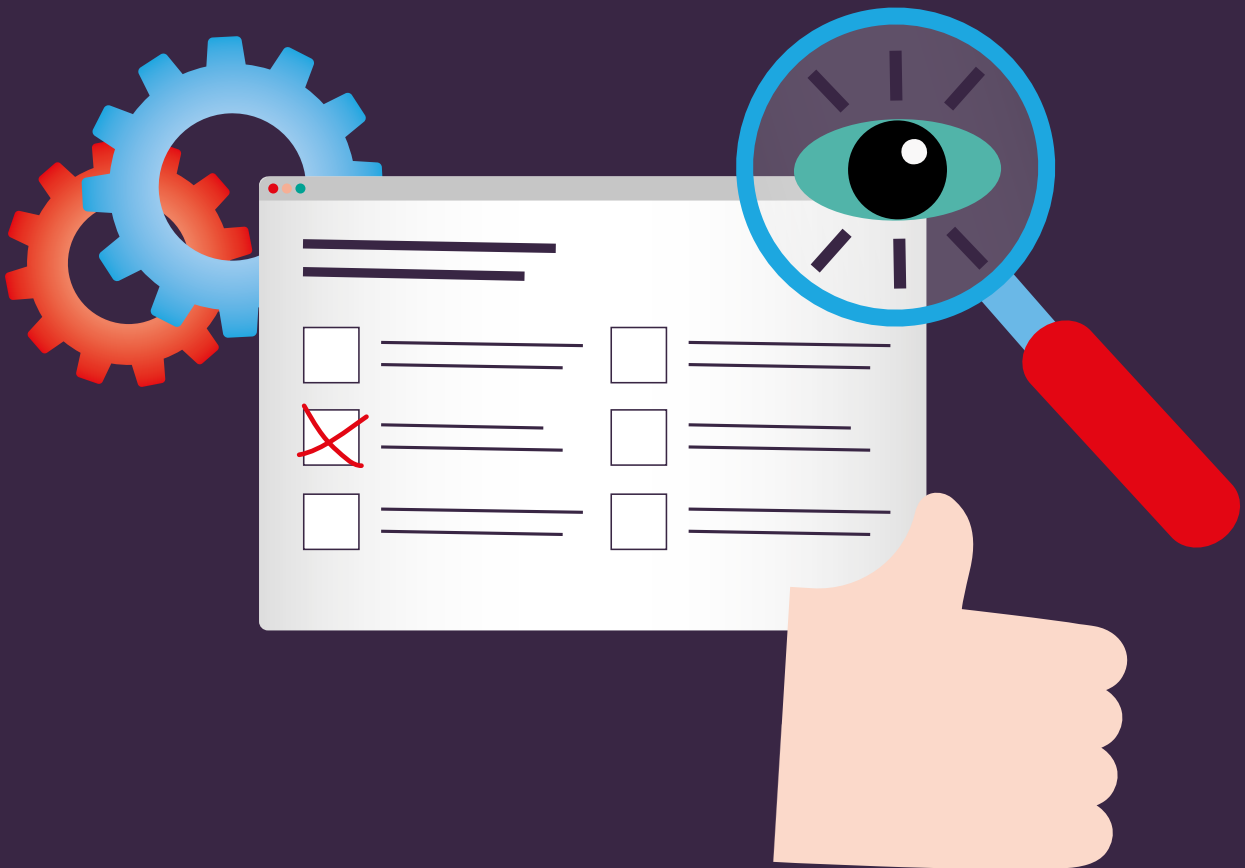
AI is not widely used: most of the general public use it rarely or not at all, while most businesses use it to a limited extent.

Within public authorities, use of AI varies widely. It is increasingly used to a limited extent in the cantons, with the proportion standing at 65% at federal level and almost a quarter in the communes.



# Study profile

Since 2008, the Confederation, cantons and communes have been working together on an institutional basis to implement e-government in Switzerland. Until the end of 2021, they came together under the umbrella of the tripartite organisation eGovernment Switzerland. In order to speed up progress towards digitalising the public authorities, the Federal Council and cantonal governments created **Digital Public Services Switzerland (DPSS)**, a collaborative organisation, on 1 January 2022. DPSS is responsible for coordinating the digitalisation activities of the Confederation, cantons and communes, and developed the Digital Public Services Switzerland strategy for 2024–2027, which came into force on 1 January 2024. The strategy is focused on public authorities and is implemented jointly by the Confederation, cantons, towns and cities, and communes. The National eGovernment Study provides an important basis for reviewing and updating the strategy.



The survey has been repeated every three years since 2018, in order to highlight developments over a longer period. The e-government environment has been significantly shaped by new developments and shifting behaviours in the use of digital technologies and services. It is therefore crucial to be able to compare the findings of the survey over time. For the survey, the target groups that are most affected by the strategy (the general public, businesses and public authorities) are asked questions on the subject of e-government and the level of implementation in the areas covered by the strategy.

The questions that the survey seeks to answer and the topics that it covers are derived from the existing strategy and additional research interests identified by the clients. The following main topics and overarching issues were identified, and target group-specific questions were subsequently integrated into the questionnaire:

- e-government in general: availability, needs and satisfaction
- availability and use of options to make contact with / receive contact from public authorities
- access to information and execution of transactions
- availability and use of e-government services
- specific services and their use (basic modules, authentication, standards, digital signature)
- obstacles to the use / provision of e-government services
- cooperation and support in the area of e-government
- awareness of public authority websites
- priorities and expectations in the area of e-government
- trust in public authorities and online services provided by public authorities
- knowledge, use and application of artificial intelligence (AI)

For the study, the Swiss general public, businesses and public authorities were surveyed during the same time frame about their use and deployment of digital government services. Respondents were able to choose whether to complete the survey online or over the phone. 5 344 individuals participated in the survey during the survey period of around 10 weeks in the late summer and autumn of 2024. Once the survey data had been cleaned (e.g. deleting interviews with a high proportion of missing answers), the remaining net sample across the target groups was 5 019 people (see table below).

Target group	Survey population	Valid interviews	Response rate <sup>2</sup>
<b>General public</b>			
Language-assimilated <sup>1</sup> residential population of Switzerland aged between 18 and 70	5 926	2 112	36%
<b>Businesses</b>			
Businesses based and trading in Switzerland in the secondary and tertiary sectors according to BER	4 000	1 492	37%
<b>Public authorities</b>			
All departments and offices of the Federal Administration	74	23	31%
All cantons in Switzerland	26	24	92%
All communes in Switzerland	2 130	1 368	64%
<b>Total</b>	<b>12 156</b>	<b>5 019</b>	

**Legende** BER = Business and Enterprise Register of the Federal Statistical Office (FSO)  
secondary sector = Industry and construction  
tertiary sector = Services

<sup>1</sup> Everyone who was able to take part in the survey in German, French or Italian.

<sup>2</sup> The response rate is based on the survey population minus all the people who could not be reached (letters undeliverable) and the net random sample for each target group.

In addition, 14 members of the general public took part in more **in-depth interviews** about digital information access within public authorities.

The target individuals were asked to search for specific information online on the basis of three practical scenarios:

- Scenario 1 (Life scenario)  
Search for information on a driving licence for camper vans weighing over 3.5 tonnes
- Scenario 2 (Life scenario)  
Search for information on switching from military to civilian service
- Scenario 3 (Business scenario)  
Search for information on employing workers from abroad

The target individuals were determined using the quantitative survey and contacted by telephone and/or via email. The following table gives an overview of the sample for the qualitative interviews. The desired balanced distribution of participants by language region, sex and age was achieved.

14 interviews conducted

Szenario 1	Szenario 2	Szenario 3	DE	FR	IT	♂	♀	Average age	minimal age	maximal age
5	4	5	10	3	1	7	7	50	29	71

**Source** Figure produced by INTERFACE, based on interviews conducted by INTERFACE

**Legend** Scenario 1 = driving licence for camper van  
Scenario 2 = information on switching to civilian service  
Scenario 3 = employing workers from abroad

The two QR codes below can be used to access the detailed technical report of the study and the anonymised data set (as part of Open Government Data) online.

→ study data set



→ technical report of the study



# Survey findings

## → Target group: general public

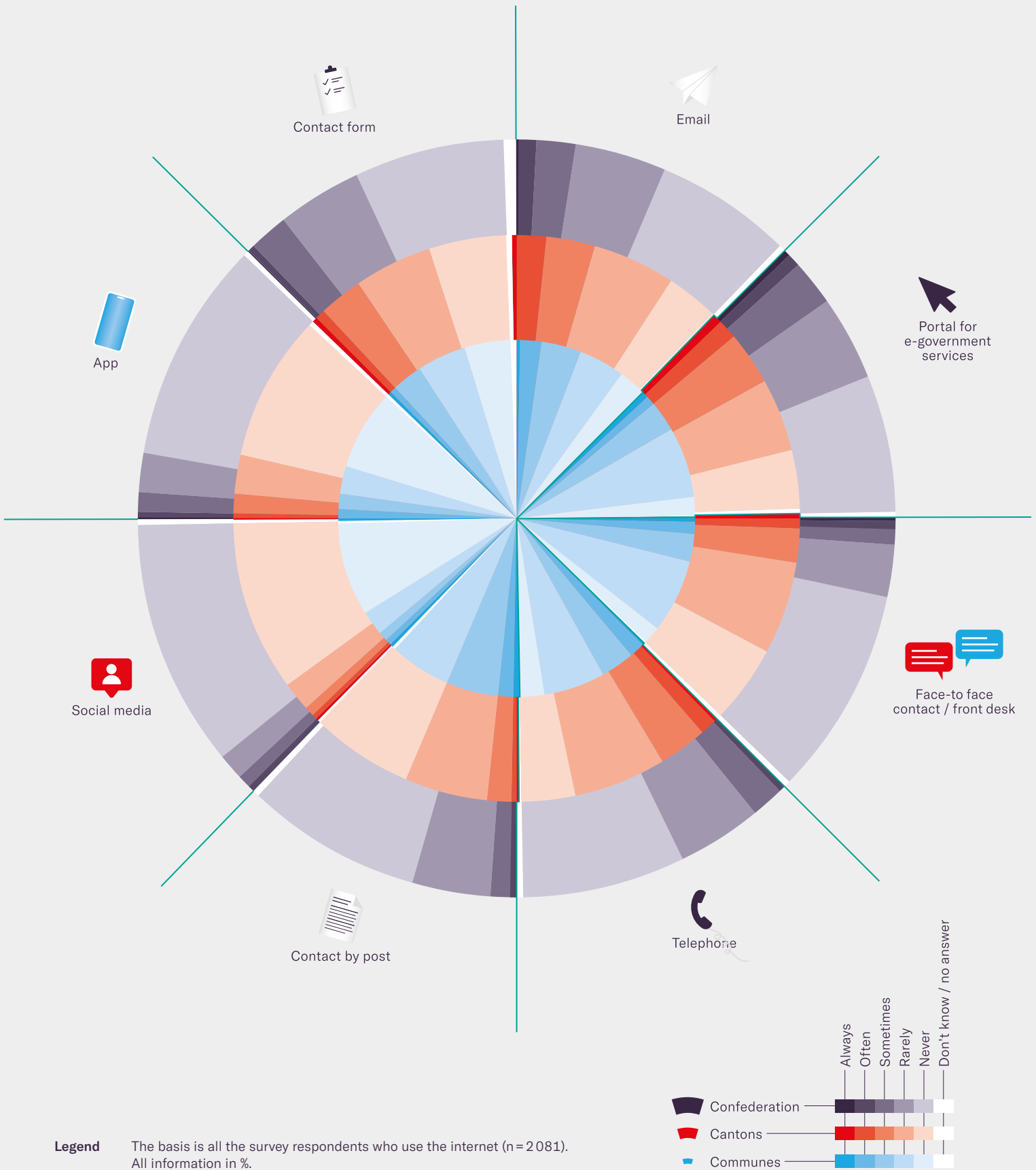
The findings from the survey of the general public are presented below. Where appropriate, the findings from the latest survey are compared with those from 2018 and 2021. The quantitative findings are supplemented with findings from qualitative interviews with the general public.

### **General public uses a wide range of channels to contact public authorities**

The general public primarily contacts public authorities by email, via portals for digital services, via contact forms, or by telephone (see Figure 1). Face-to-face contact, for example at a front desk, is also quite popular. Contact is often made via a form, which was presented as an answer category for the first time in 2024. Compared with 2021, email contact has become more popular, while phone and face-to-face contact have fallen somewhat in popularity. However, the in-depth interviews show that the majority of interviewees prefer to phone a public authority directly, for fear of missing important information via online channels. There are no clear differences between younger and older respondents in this respect.

No or only very marginal differences emerge for other contact options. Respondents aged under 24 have a particular preference for making contact by email or via portals. They make use of face-to-face contact at a front desk significantly less often than older individuals, and rarely make telephone calls. Social media and apps are used infrequently to contact public authorities across all age groups.

1. How often do you use the following options when contacting public authorities?



Compared with previous years, the 2024 survey shows that a similarly low number of respondents access public authority websites to search for information. Around 67 % of survey participants access a public authority website twice a month or less, while 12 % never consult one. Almost 20 % of respondents access a public authority website more than twice a month. Survey participants from Ticino access these websites more frequently than those based in German and French-speaking Switzerland. Looking at age groups, those in the under-24 age bracket continue to use communal, cantonal or federal websites less frequently for the purposes of information searches.

The in-depth interviews further demonstrate that the majority of respondents use popular search engines such as Google as their first port of call when looking for information. Interviewees mentioned only a few specific cases where they would go directly to public authority websites. One of the challenges that respondents experienced when carrying out searches in the various scenarios was to define effective search terms.

They also found that their search would not necessarily lead to the public authority websites but to various other information websites hosted in Switzerland or abroad. The majority of respondents therefore found it quite difficult to find useful information. When they did access public authority websites, respondents also frequently found it hard to navigate them. There were no differences between cantonal and federal websites in this regard (no communal websites were consulted). In addition, no significant differences were identified in relation to the age or professional activity of the respondents. Younger respondents did not find it easier than older individuals to navigate the websites, and those who carry out most of their professional work on a PC did not find the required information significantly faster than other participants.

Individuals who access public authority websites to search for information tend to do so using a desktop computer, laptop or notebook (66 %) or with a smartphone (64 %). The use of tablets is considerably less popular (22 %).

## Information searches are mainly performed with Google.

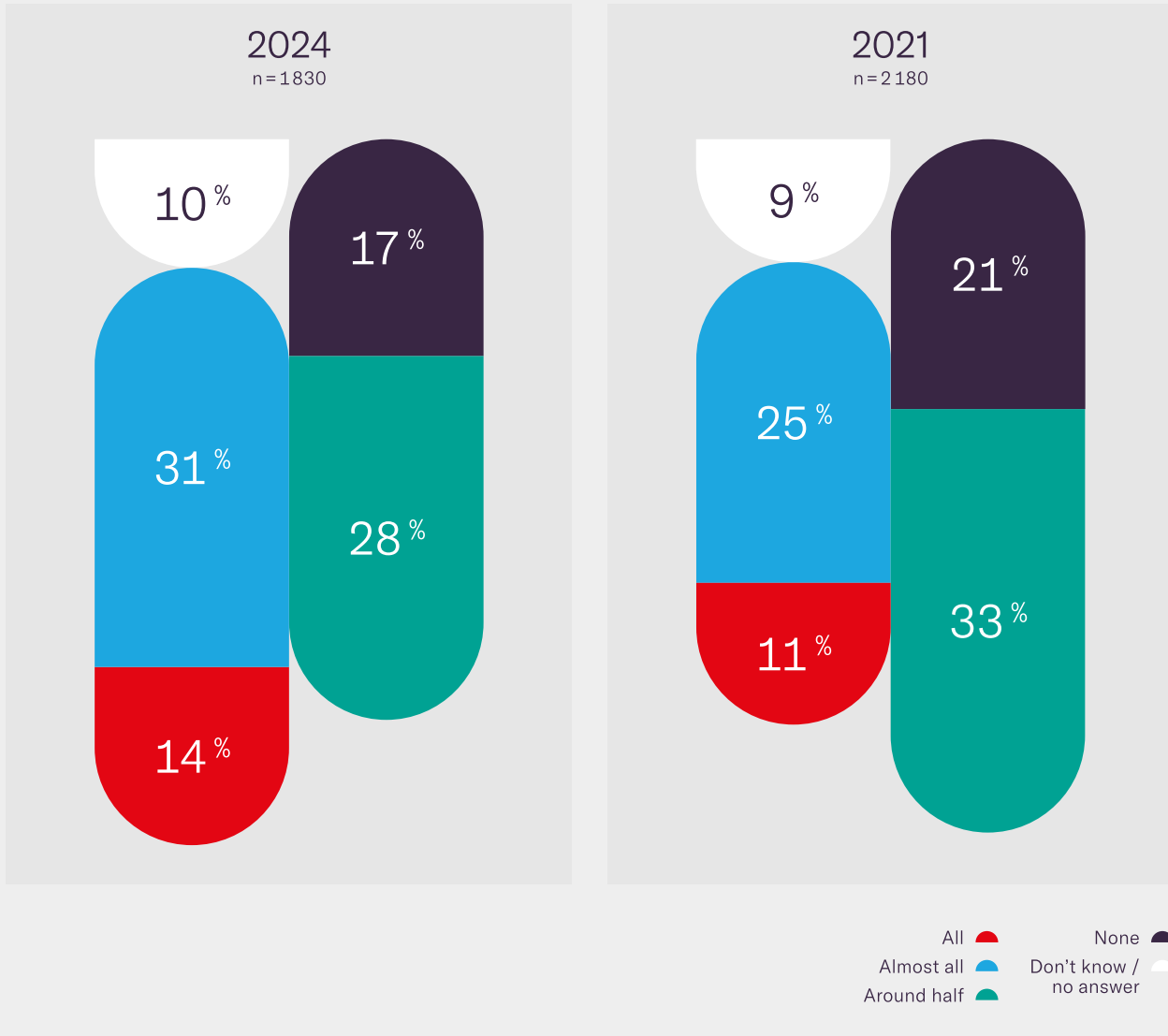
### Use of online services is on the rise

The general public is using online government services ever more frequently: where services are used, the proportion of individuals who access all or almost all of them through online channels has climbed further since 2021 and 2018. Almost half (45 %) of respondents access all or almost all services online (+9%).

73 %

of the population use public services online.

2. How many of the services provided by public authorities that you use are online services?



**Legend** The basis is all of the survey respondents who stated that they have used public authority services.

**Time is an important factor in the decision to use digital services**

The key arguments in favour of using digital services remain the ability to use the services **anywhere** and **at any time** and the associated **time savings**. This is more important to respondents aged under 54 than to older individuals. Overall,

**cost savings** and a **general preference for carrying out activities online** were assessed as more important than in the past, on a scale from 0 to 10 (2024: 7, 2021: 6.7). Respondents attached the same level of importance to **transparent processes** and **user-friendly online services** as in previous years. Compared to 2021, ecological and social reasons in favour of digital services are no longer weighted as heavily. **Reducing paper consumption** (2024: 6.8, 2021: 7.2) and **accessibility** (2024: 6.4, 2021: 6.5) were given lower ratings in 2024 than in 2021.

**Flexible hours and time savings are still the main reasons for using e-services.**

**On a scale from 0 to 10, how important are the following aspects to you in making the decision to use an online service provided by a public authority?**

	2024 (n = 2 106)	2021 (n = 2 592)
1.	Time flexibility (no fixed opening hours) (8.6)	Time flexibility (no fixed opening hours) (8.3)
2.	Time savings (8.3)	Time savings (8.1)
3.	Ease of use (7.9)	Ease of use (7.7)
4.	Improved service quality (from 2024) (7.3)	Service quality (7.7)
5.	Transparent processes (7.4)	Transparent processes (7.4)
6.	Cost savings (7.4)	Cost savings(7.1)

**Legend** The figures in brackets represent the average importance of these aspects on a scale from 1 to 10 (not at all important to very important).

### Awareness of websites and portals remains the same

The **best-known websites** include those provided by public authorities at all federal levels: at least two-thirds of respondents are familiar with them. At least half of respondents have also previously used the websites of the Confederation, cantons and communes. Those aged under 54 are more likely to be aware of, and have used, the Confederation's website – admin.ch – than older individuals. However, those aged over 54 are more familiar with the commune websites. More older respondents stated that they have previously visited or used the website of their commune of residence. There are only marginal differences between age groups for cantonal websites.

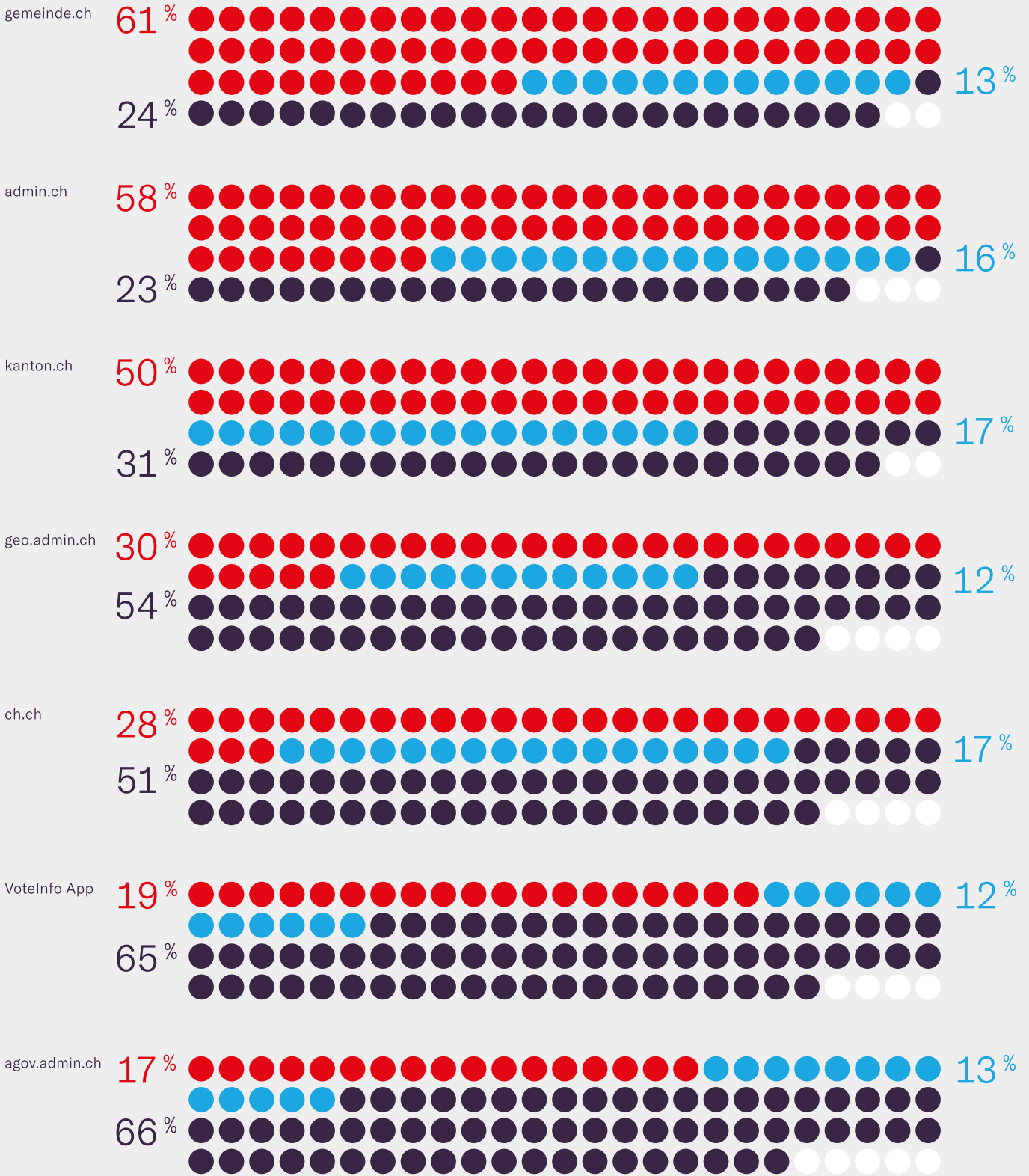
The federal geoportal, a platform for maps and other spatial information, data and services, and the website ch.ch are also well known. The other websites are not known to the majority of respondents or are only used by a small proportion. Interestingly, almost half of those aged 18

to 24 are familiar with the geoportal and a third have used it. Among those aged 25 to 54, 43% are aware of the website, while the proportion for older respondents is smaller.

Compared to 2021, ecological and social reasons in favour of digital services are no longer weighted as heavily. There have not been any major changes from previous survey years for the four best-known and most frequently used websites: awareness of them has not significantly increased or decreased since 2018. AGOV.admin.ch, Switzerland's public service login that enables easier access to digital government services (e.g. for online tax returns) at all administrative levels, is known to 30% of participants. However, it has only been available in some cantons since the start of 2024. AGOV.admin.ch is expected to gain more visibility as a result of tax returns being completed at the start of 2025.



### 3. Are you aware of these websites / portals / apps and have you ever used / visited them?



● Yes, I am aware of it and have already visited / used it
 ● Yes, I am aware of it but I have never visited / used it
 ● No, I am not aware of it.
 ● Don't know / no answer

**Legend** The basis is all the survey respondents who use the internet (n = 2 106). The diagram is not complete.

# 76%

fill in their tax return online.

### Need for digital government services remains high

Completing a tax return remains by far the activity that respondents most frequently complete online. E-invoices are also often received from public authorities and e-payments (digital payments to a public authority) are made.

Respondents are keen to use digital channels to access many services that they have not yet used online. They express particular interest in the option to report petty offences (such as bicycle theft), as well as to register/deregister a domicile, register/deregister a vehicle, order a replacement driving licence and order a family certificate.

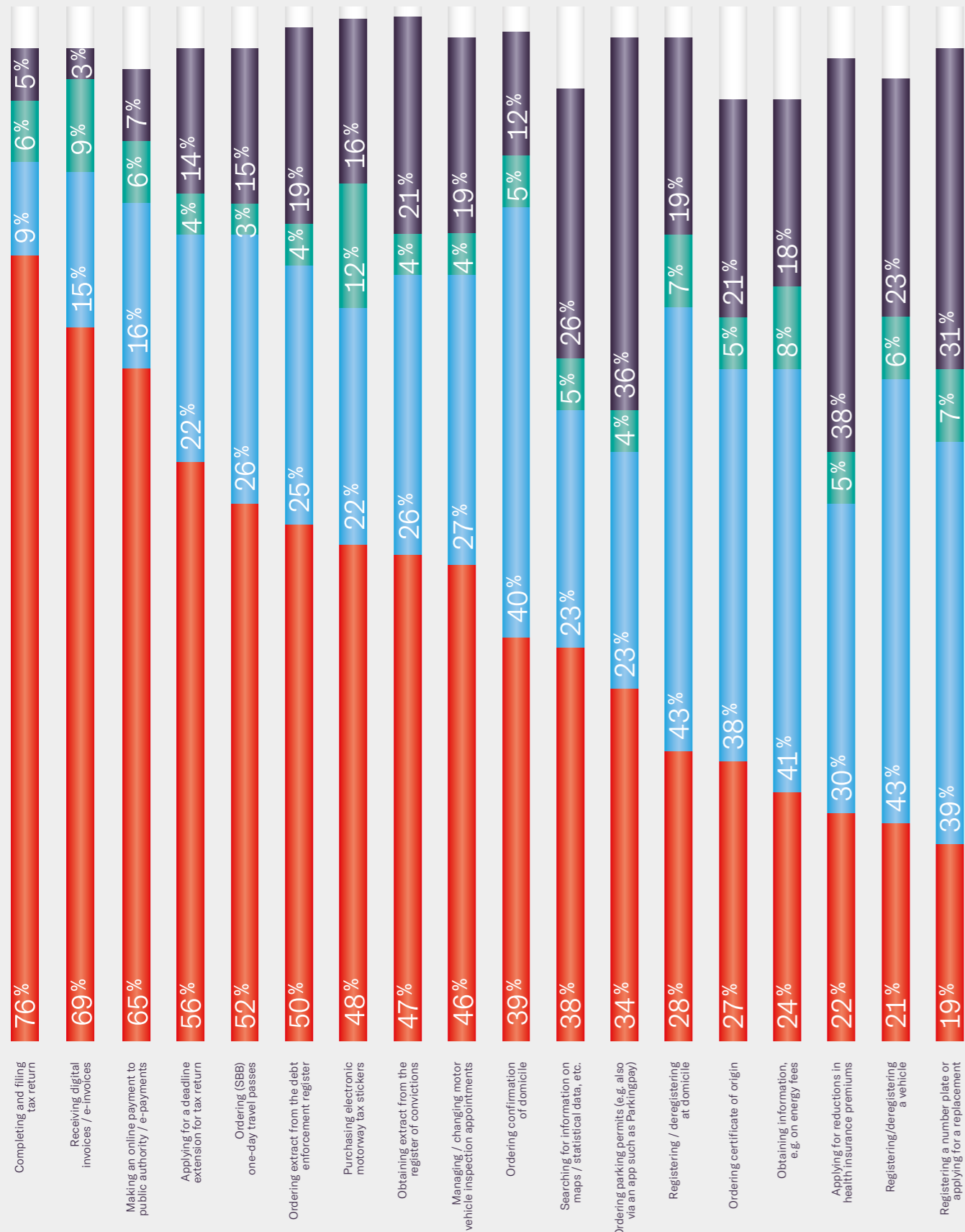
For example, respondents used online services more frequently than in 2021 to obtain an extract from the debt enforcement register (2021: 40%) and an extract from the register of convictions (2021: 40%). Since August 2023, it has also been possible to buy motorway tax stickers online; almost half of survey participants have used this service.

# 50%

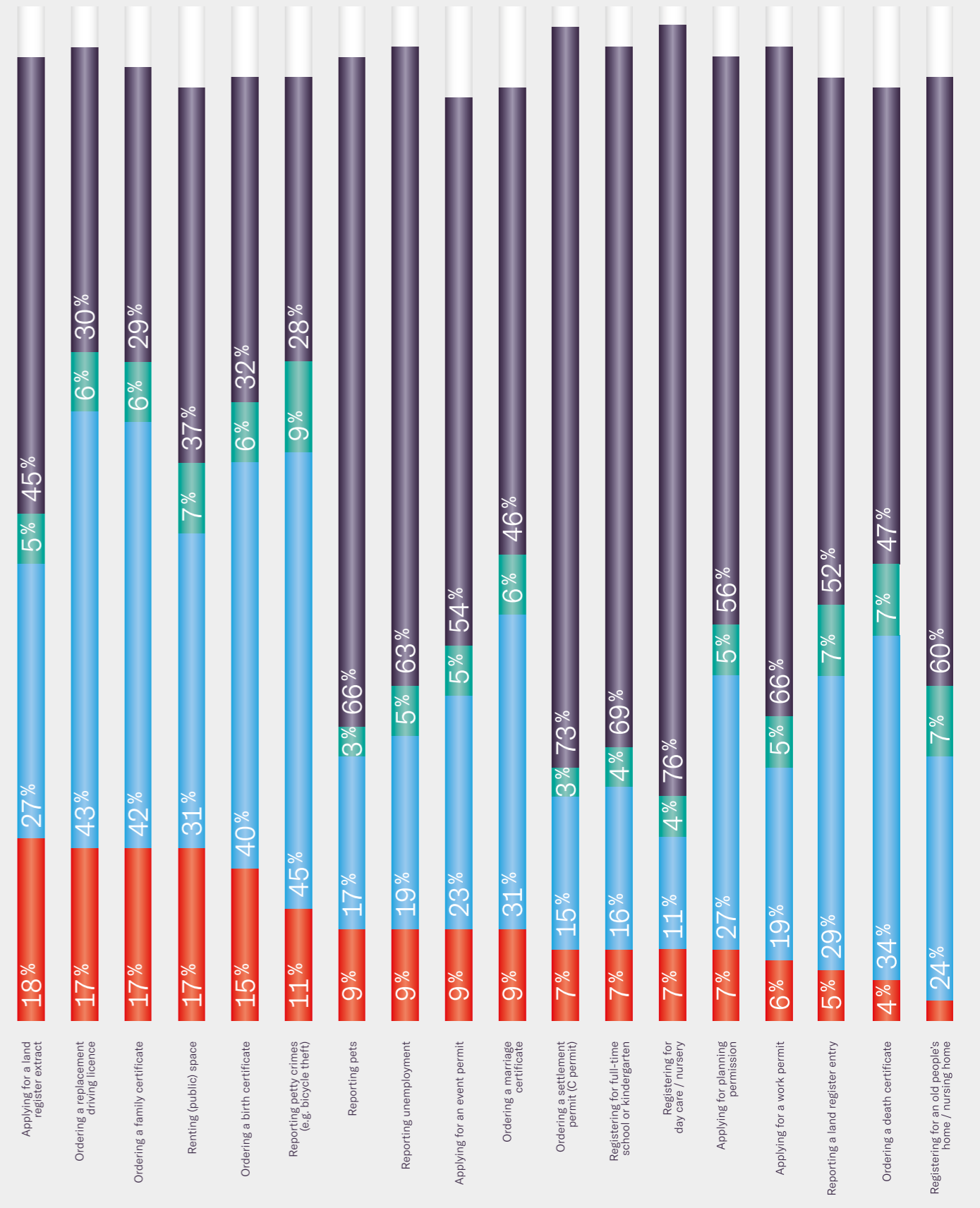
of those surveyed use the e-vignette introduced in 2023.

In terms of specific activities, a majority of respondents say that they will need to declare and pay taxes, take part in votes and elections, and submit passport and ID applications in the near future. Demand for digital services in these areas is therefore likely to remain strong.

4. Which of the following services are most frequently used / most frequently needed?



**Legend** This question was only put to individuals who said that they had used an online public authority service at least once or wanted to do so in future. The services included in the survey were split into two groups (n = 50–805).



**Legend** Yes, I've done this electronically  
 I've never done this electronically, but would like to  
 I've never done this electronically and have no interest in doing so  
 Not relevant to me  
 Don't know / no answer

More respondents than in previous years would like to receive **telephone support** (54%; 2021: 46%) or **online support (via chat, email or contact form)** (51%; 2021: 46%) when using digital government services. However, fewer respondents want to be given **written instructions** (31%; 2021: 30%). The federal authorities and communes frequently offer telephone support, in order to accommodate the needs of the general public (see page 45).

Respondents identify two main factors that would encourage them to use online government services more often in future:

- **Better information**  
53% of participants would like to be offered better information about what services are available online and how they can be used.
- **More user-friendly processes**  
52% think services need to become more user-friendly. Relevant measures include, for example, using simple and accessible language, providing helpful instructions and developing intuitive processes.

In addition, 45% of respondents would like to have centralised access. According to the Digital Public Services Switzerland strategy for 2024–2027, this will be achieved by integrating existing platforms (shared service platforms). This would also improve the visibility of services, which 39% of respondents consider necessary. Participants in the in-depth interviews also expressed a desire for improvements in these two areas. EasyGov.swiss, the online desk for businesses, is a good example of this kind of service. The platform enables businesses to carry out various procedures relating to permits, applications and registrations online.

Another important point is **media continuity**: 40% of respondents emphasise that end-to-end digital availability of online services must be ensured, without users needing to switch between different media.

### Obstacles to the use of digital government services continue to exist

It is **too complicated to find digital government services**: according to survey participants, this is the biggest barrier to their use. Over half of respondents said this, in a further increase from previous years. The issue appears to be a bigger hindrance for the German-speaking public than for the rest of Switzerland: around 56% of German-speaking respondents mentioned it, compared with 44% in French-speaking Switzerland and 33% in Ticino. There are no differences between age groups.

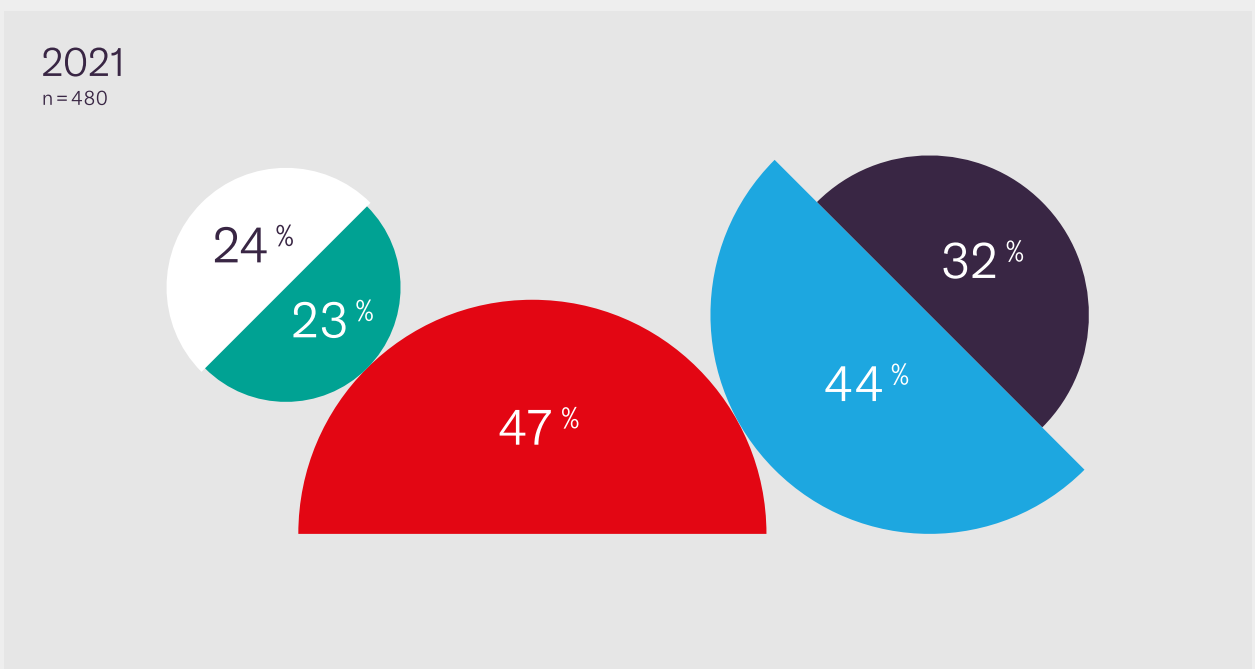
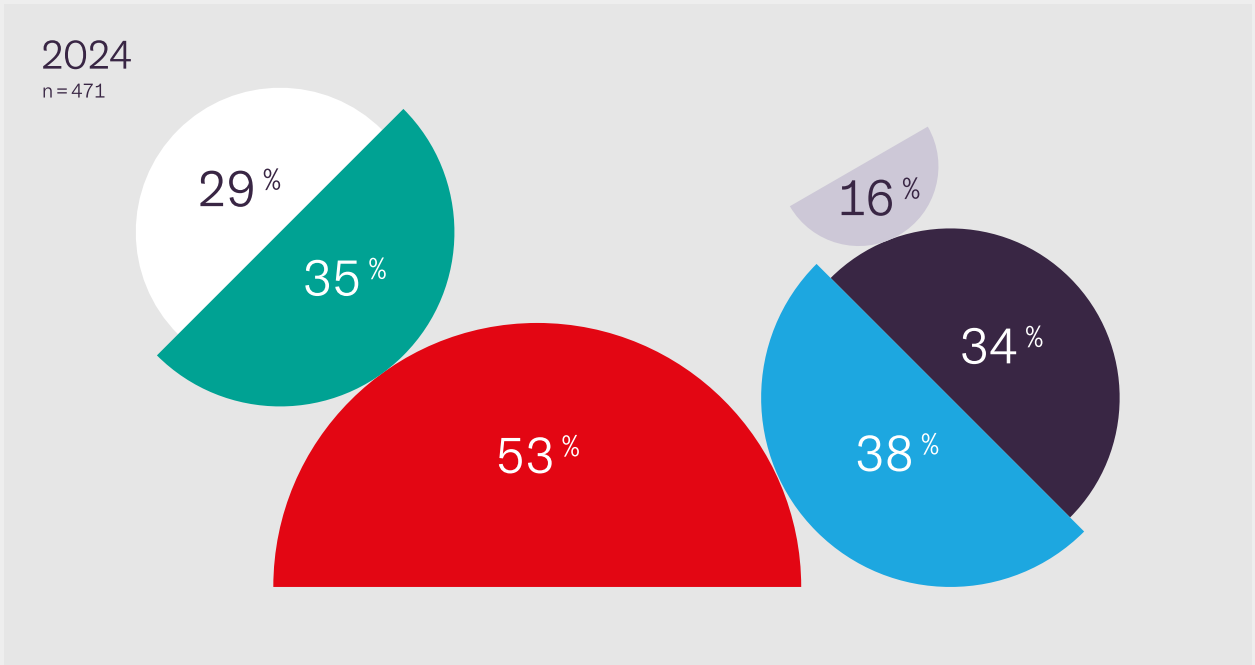
**Trust in data protection** and data security has increased, although a lack of trust remains one of the biggest obstacles. Respondents aged over 55 are considerably more critical than those in younger age groups, with almost half of 55 to 70-year-olds, 28% of 17 to 24-year-olds and 34% of 25 to 54-year-olds saying they have no confidence in data security. Trust in data security is higher in Ticino than in other regions.

Survey participants in 2024 also took a more critical view than in previous years of **complex and time-consuming registration processes, lack of documentation and explanations about the services, and websites that are not optimised for mobile phone use**. Older respondents tend to be more critical of complex and time-consuming registration processes, with 65 to 70-year-olds finding a lack of documentation and explanations a particular problem. Unsurprisingly, 40% of those aged under 24 find it off-putting when websites are not optimised for smartphone use. Around a third of those in the 25 to 54 age bracket say the same. There are only marginal differences between the language regions for these factors.

### Data protection concerns with regard to the authorities are decreasing.

A **lack of information on data protection** is also a hindrance in the use of digital government services. The older the respondent, the more likely they are to be critical in this regard: only 4% of participants aged under 24 see it as an obstacle, compared with up to 23% of those aged over 55.

5. What is it that makes the use of e government services most difficult for you?



- Finding the right government services too complicated ●
- No trust in data protection / data security ●
- Registration too complex and time-consuming ●
- Lack of documentation / explanations of how processes work ●
- Websites not optimised for mobile devices ●
- (Lack of) information on data protection ●

**Legend** This question was only put to those individuals who said they had faced obstacles or problems when using e-government or digital government services.

### Online services for communes and cantons should be further expanded, despite a high level of satisfaction

The general public believe there is a need to expand the range of online services offered by Swiss communes and cantons in particular (see Figure 6). Of those surveyed, 36% are of the view that their canton of residence should offer more services, while 44% say the same for their commune of residence. Only 27% express this opinion in relation to the Confederation's online services.

A majority of the general public is satisfied with the online services provided by public authorities. Two-thirds of respondents say that they are satisfied or even very satisfied, while 11% are not very satisfied or totally dissatisfied. The general public's level of satisfaction with online services has remained constant since the 2018 survey.

# 66%

of the population is satisfied with the authorities' online service offering.

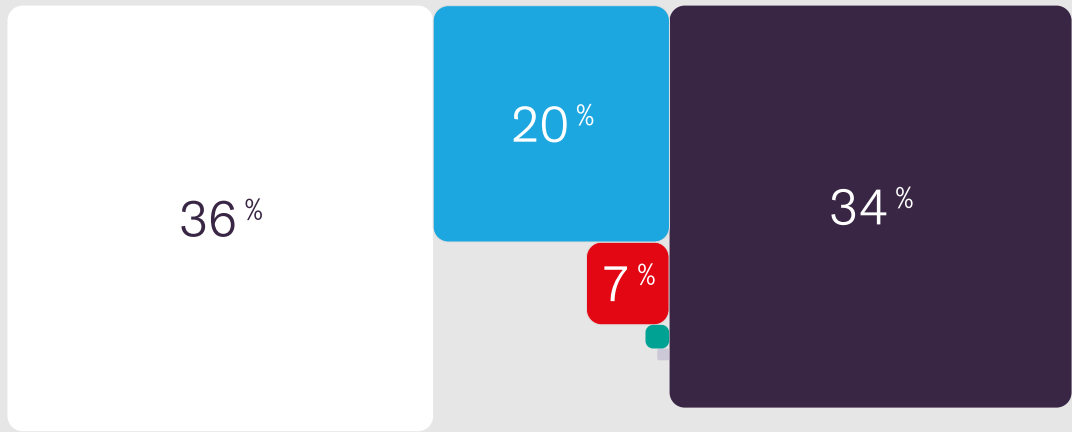
### General public is opposed to reduced charges for completing administrative tasks online

Although cost savings remain an important factor for the use of digital government services (see page 18), the majority of respondents are opposed to the government charging individuals and companies less to complete an administrative task online. Of those surveyed, 55% said they would disagree or totally disagree; this proportion has remained stable since 2018. Almost 40% said they would agree or totally agree, while the remaining participants did not express a view.

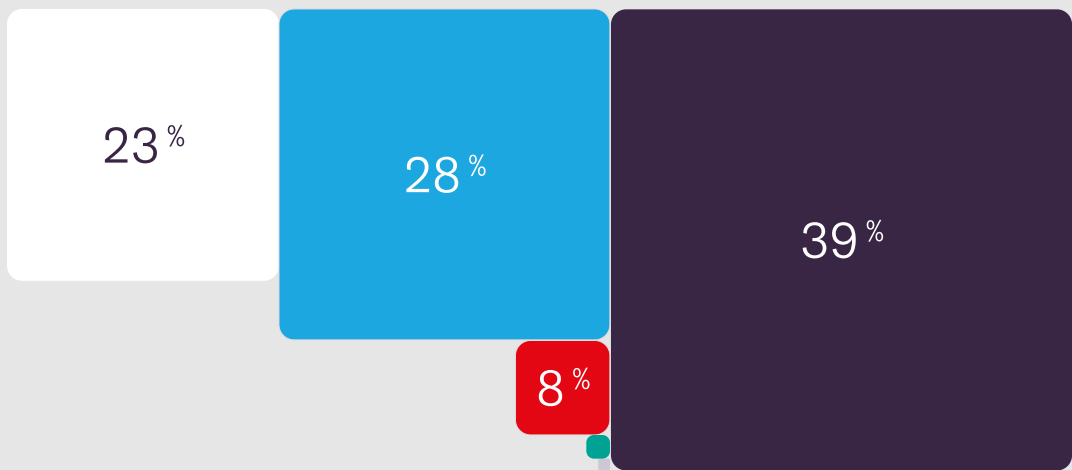
Respondents in French-speaking Switzerland were significantly more likely to be opposed to reduced charges than those in German-speaking areas and Ticino. Of those surveyed, 61% in French-speaking Switzerland, 33% in German-speaking areas and 10% in Ticino said they totally disagreed that the government should apply lower charges. In general, the level of agreement with lower charges was highest in Ticino.

6. In your view, should the range of government online services be expanded?

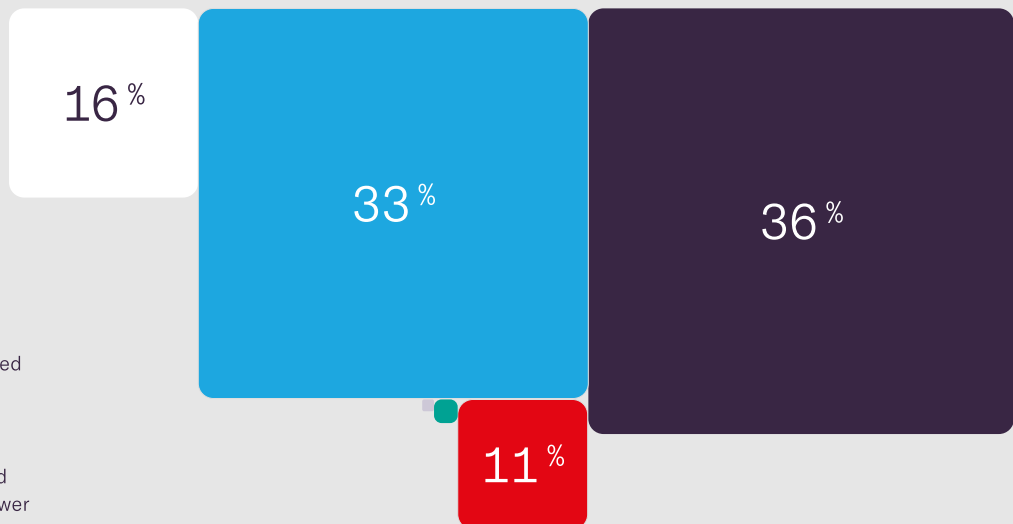
Confederation



Cantons



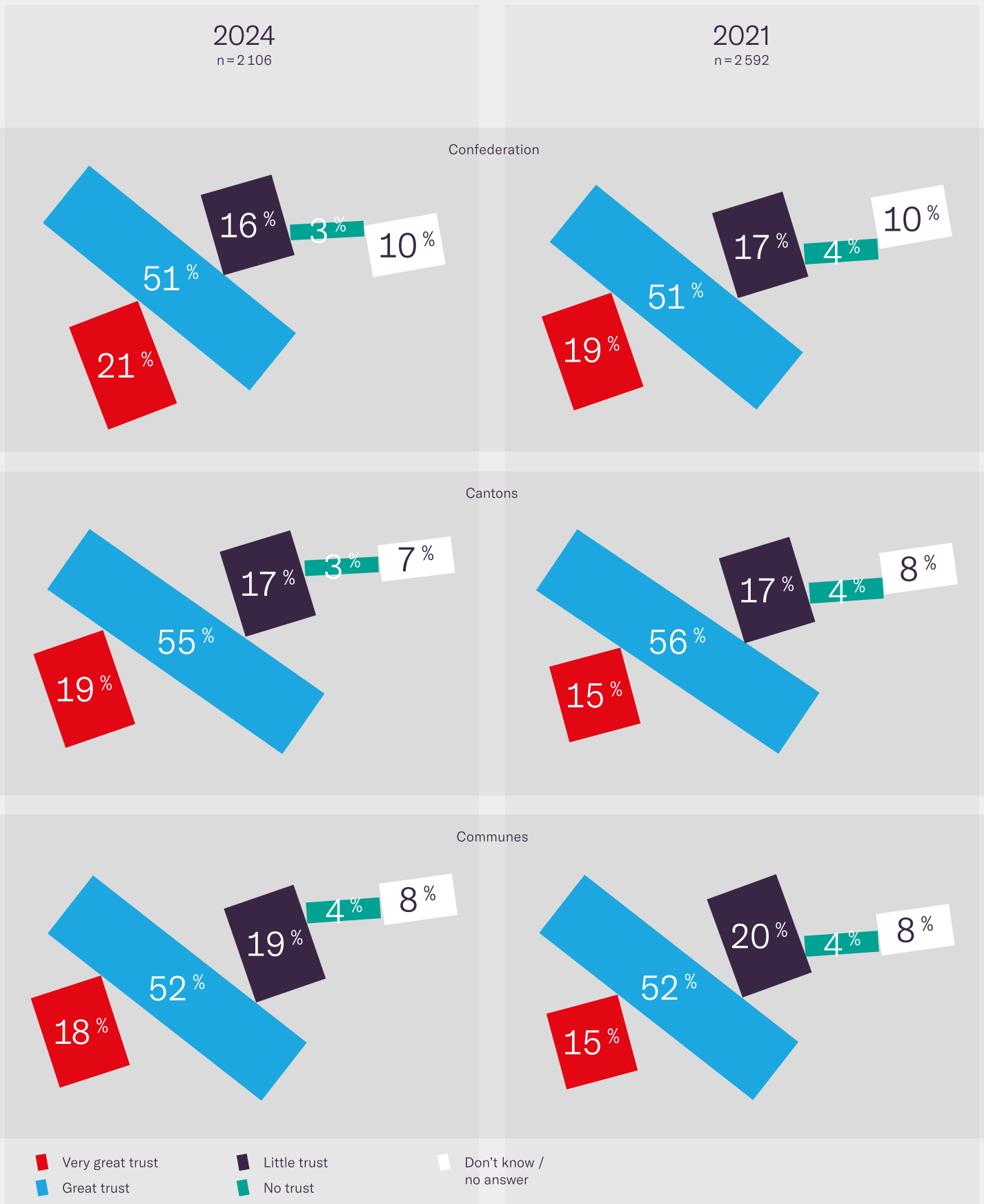
Communes



- Significantly increased
- Increased
- Remain unchanged
- Reduced
- Significantly reduced
- Don't know / no answer

**Legende** The basis is all the survey respondents who use the internet. 2024 (n = 2 106)

7. How high is your level of trust in online government services at local, cantonal and national level with regard to privacy and data protection?



**Legend** The basis is all the survey respondents who use the internet.



**Trust in online government services is high and continuing to rise**

The general public's trust in online government services at all federal levels is growing. While respondents generally have a particularly high level of confidence in the services provided by cantonal authorities, trust in those of the Confederation and communes is also rising. Trust continues to be lowest in the services offered by communes and towns and cities. There are only marginal differences between age groups and language regions.

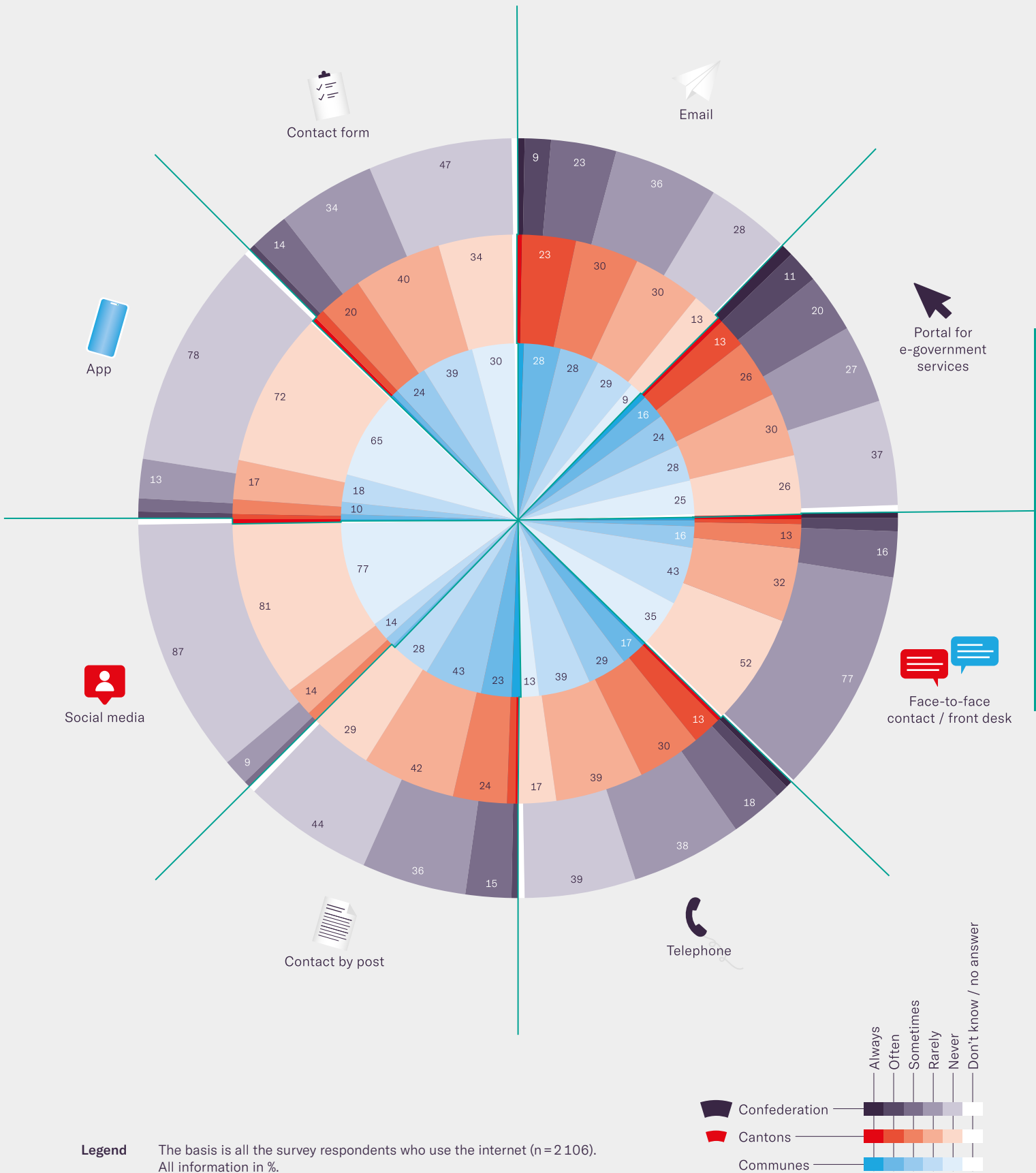
## → Target group: businesses

The findings from the survey of businesses are presented below. Where appropriate, the findings from the latest survey are compared with those from 2018 and 2021.

### **Email, telephone and portals are important channels for contact with public authorities**

Businesses primarily use [email](#) to contact public authorities. They are also keen on [contact via telephone](#) and [portals](#). Contact between businesses and communes is particularly likely to take place via these channels. Contact forms, especially those offered by communes, are also used relatively frequently, as is contact by post. Apps and social media contact options are less popular with businesses.

### 8. How often do you use the following options when contacting public authorities?



**Businesses are also completing more administrative tasks online**

Businesses are making increasing use of digital government services. This progression can be seen over time. In 2018, just over a third of businesses accessed all or almost all the public authority services that they used through online channels. This proportion climbed to 47% in 2021 and over half (54%) of businesses in 2024. A further 24% of surveyed businesses access around half of the services that they use through online channels. The same development can be seen for the general public – almost half (45%) of respondents access all or almost all services through online channels.

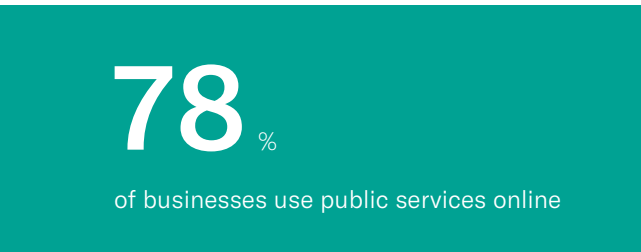
Compared with previous years, a higher proportion of respondents access a public authority website to search for information less than twice a month or never. Just over 40% of participants say they do so less than twice a month, whereas fewer businesses gave this answer in 2021 (39%). There has also been an increase in the proportion of respondents who never access public authority websites to obtain information: 10% compared with 6% in 2021. Just 23% of respondents use public authority websites three times or more per month, whereas around a third of respondents said that they do so in previous years. It is interesting to note that respondents in Italian-speaking Switzerland in particular tend to access government websites more often than those in German and French-speaking areas: 46% and 41% in German and French-speaking Switzerland respectively say that they visit a government website less than once or twice per month, compared with just 22% in Ticino.

**Established online government services are popular with businesses**

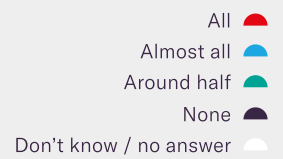
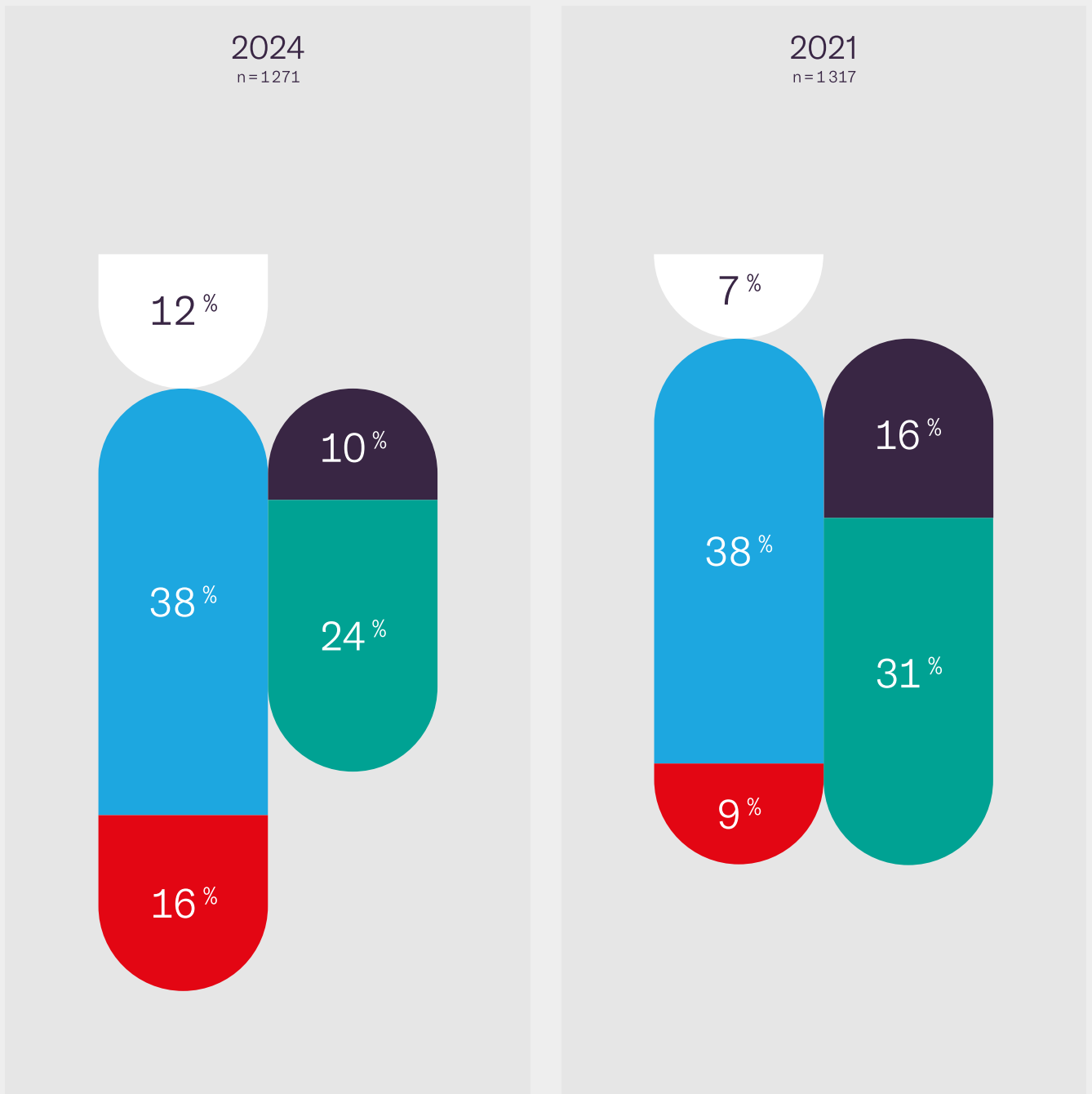
Which online services are now the best-known and most frequently used among businesses? According to the survey, businesses most often **take part in statistical surveys**: over 70% have completed this type of survey in a digital form. Meanwhile, 64% have **filed an online tax return**, and almost 60% have **made social insurance payments online or applied for an extension to the tax return deadline**. Businesses have also frequently used the **online registration for social insurance and VAT settlement**. Compared with the last survey in 2021, the proportion of services accessed online has increased slightly or remained constant.

Businesses are particularly interested in having a future online option to report **changes to the commercial register** and **to register address changes with various authorities or for the vehicle registration document**. They would also like to be able to make increased use of online services to **register the business in the commercial register, apply for vehicle number plates and vehicle registration documents, and file requests for debt enforcement**. All these administrative procedures – with the exception of those for the driver and vehicle licensing office – can already be conducted online on the EasyGov.swiss platform. It seems that many businesses are not (yet) aware of the services available on EasyGov.swiss, although the platform’s visibility has increased since 2021 (see page 36).

What does this mean for availability of digital government services? Businesses are also asked to state which services will be relevant to their operations in future. Their responses show that **filling and payment of tax returns** (46%) and **general use of government information** (44%) will be particularly important in the near future. These services are already offered in digital form. Businesses also cite **hiring of new employees** (29%), **financial transactions** (24%) and **debt collection** (20%) as relevant. In particular, businesses could make more frequent use of the option to file requests for debt enforcement in digital form, which has been available on EasyGov.swiss since 2019.

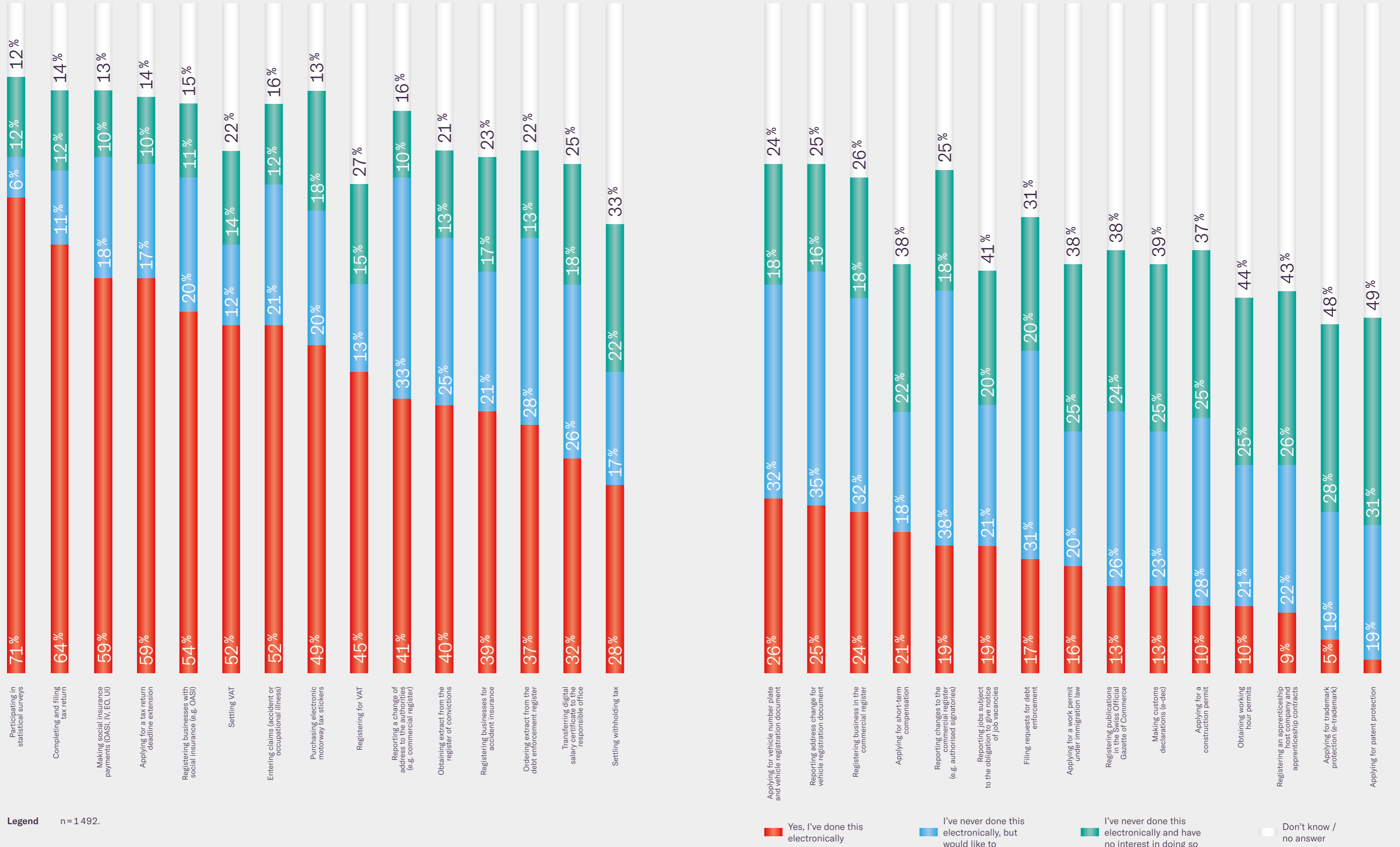


9. How many of these government services did you access online / transactions did you process online?



**Legend** This question was only put to those individuals who said that they accessed a government service or processed a transaction with a public authority at least once a year.

10. Which of the following activities have you carried out online on behalf of your company with a public authority/which would you like to carry out online?



Legend n = 1492.

**Time-related factors are also key for businesses in the decision to use online services**

Time-related factors play a crucial role for businesses in making the decision to use online services. **Time savings** and the **flexibility to access services at any time (no set opening hours)** are given the most important rating on a scale from 0 to 10. These factors have become even more important in comparison with previous years. **Optimisation of processes and transparent procedures** are becoming more important for businesses in the decision to use online services. **Cost savings** are also assessed as being more important. Businesses in Italian-speaking Switzerland are particularly likely to place emphasis

on financial savings: they give this factor a rating of 8.2 out of 10 points, compared with 7.3 out of 10 points in German and French-speaking areas. **A general preference among surveyed businesses for accessing services online** has been assessed as increasingly important since 2018. **(Improved) service quality** has been rated as less important since 2018. However, it is difficult to make a comparison with previous years, because the name of the category has been changed in the latest survey from 'service quality' to 'improved service quality'.

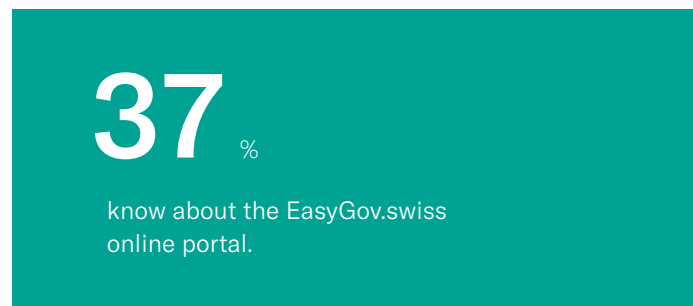
**How important, on a scale from 0 to 10, does your business consider the following factors to be in the decision to use an online service provided by a public authority?**

	2024 (n=1 492)	2021 (n=1 407)
1.	Time savings (8.4)	Flexibility to use services at any time (no fixed opening hours) (8.3)
2.	Flexibility to use services at any time (no fixed opening hours) (8.3)	Time savings (8.1)
3.	Ease of use (8)	Ease of use (7.9)
4.	Optimisation of processes (7.7)	Service quality (7.7)
5.	Transparent processes (7.5)	Optimisation of processes (7.5)
6.	Cost savings (7.4)	Transparent processes (7.4)

**Legend** The figures in brackets represent the average importance of these aspects on a scale from 1 to 10 (not at all important to very important).

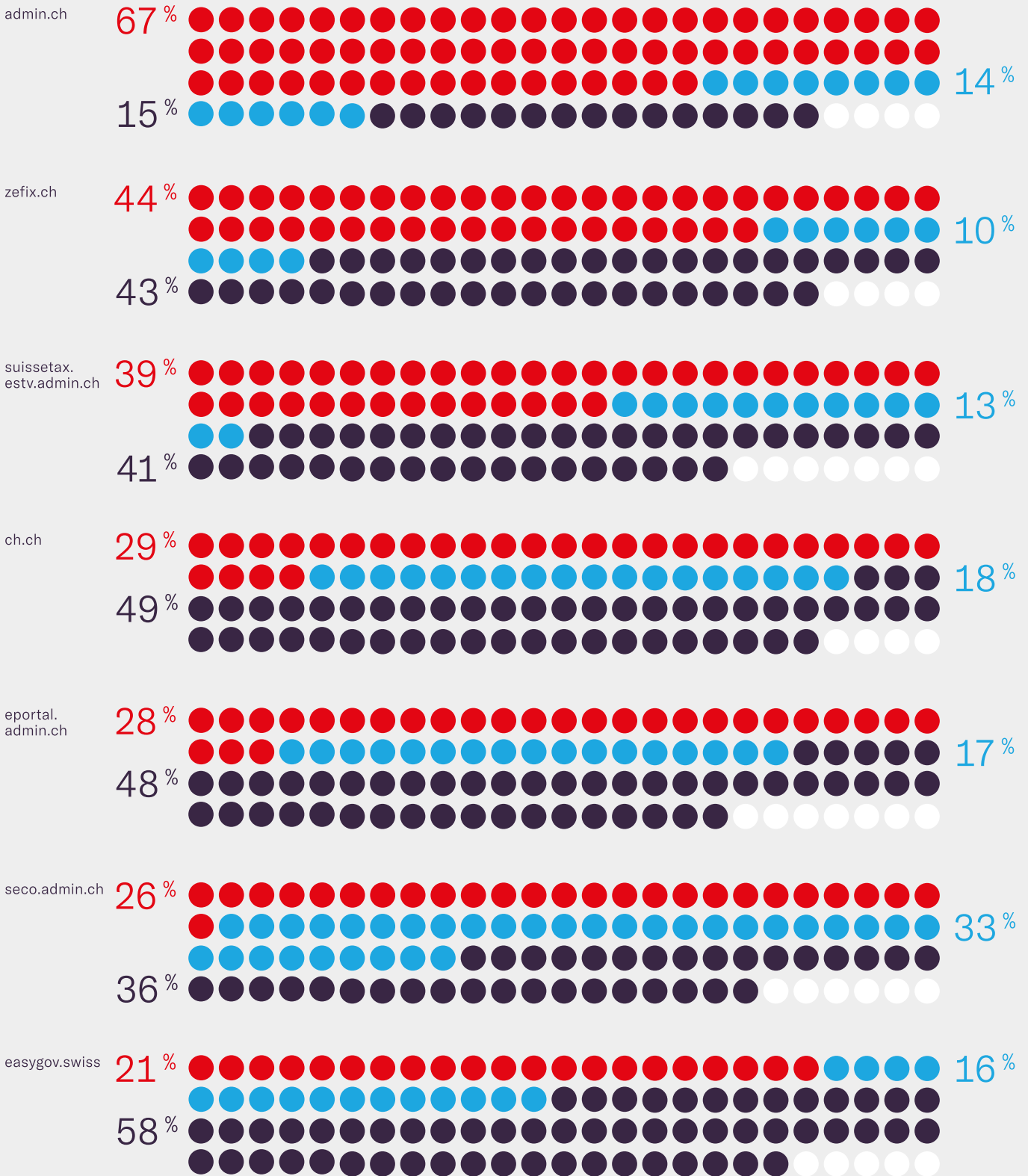
**Businesses' awareness of websites and portals**

Businesses across Switzerland are particularly familiar with the Confederation's central website, admin.ch, and two-thirds of responds have previously visited or used the website (see Figure 11). Otherwise, businesses were most likely to name zefix.ch, the Central Business Name Index, and suissetax, the portal of the Federal Tax Administration (FTA), as websites or portals they have used. The website of the State Secretariat for Economic Affairs (SECO) also continues to be very well known.



Almost 40% of businesses are aware of the EasyGov.swiss platform, the online desk for businesses. Of those that are familiar with it, around half have previously used it. Since 2021, the website's visibility has increased by around 8%.

11. Are you aware of these websites / portals / apps and have you ever used / visited them?



● Yes, I am aware of it and have already visited / used it
 ● Yes, I am aware of it but I have never visited / used it
 ● No, I am not aware of it.
 ● Don't know / no answer

**Legende** n=1492  
 The diagram is not complete.



### Obstacles to the use of digital government services

Of the businesses surveyed, 10% identify obstacles to the use of digital government services (see Figure 12), which represents a significantly lower proportion than for the general public. Businesses believe the following factors are a particular hindrance:

- In a new development, businesses now see **complex and time-consuming registration processes** as the biggest obstacle. This factor was mentioned considerably more often in 2024 than in previous surveys.
- Businesses continue to be put off by the fact that it is **too complicated to find the right government services**.
- They are strongly critical of a **lack of centralised access to public authority services**. This is consistent with observations in the survey of the general public and the in-depth interviews with members of this group).

The other factors are also assessed more critically than in previous surveys. Looking at earlier surveys, it seems in general that businesses have not noticed any improvements in relation to the most frequently mentioned criticisms since 2021.

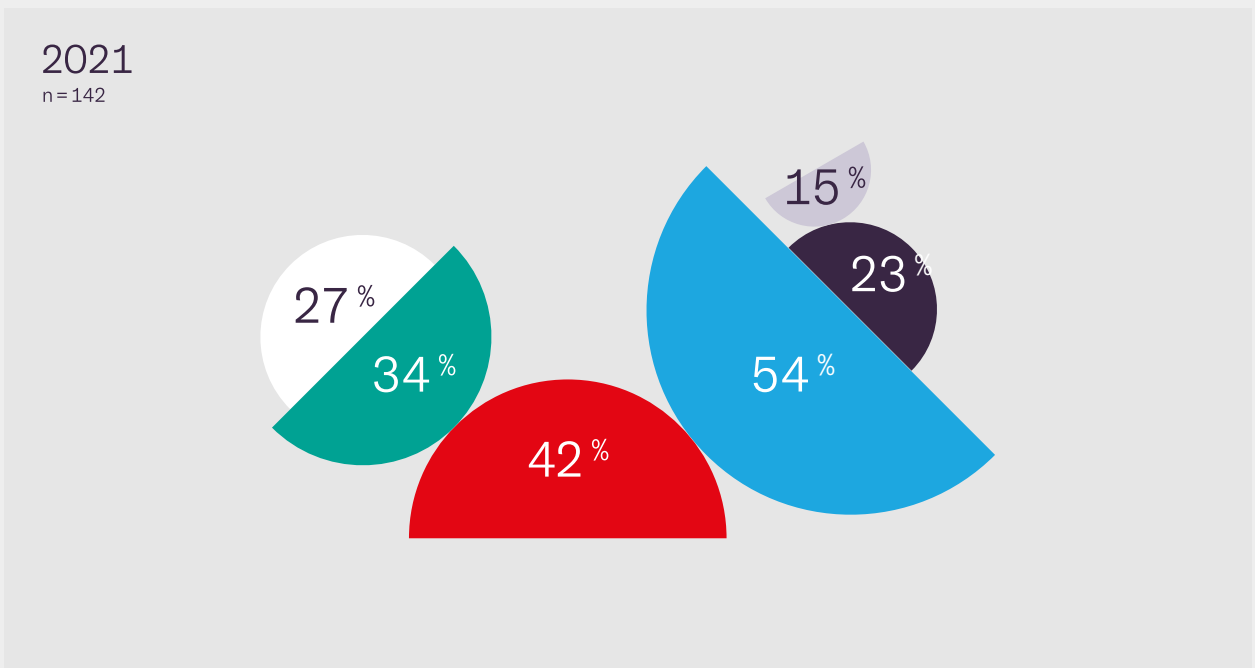
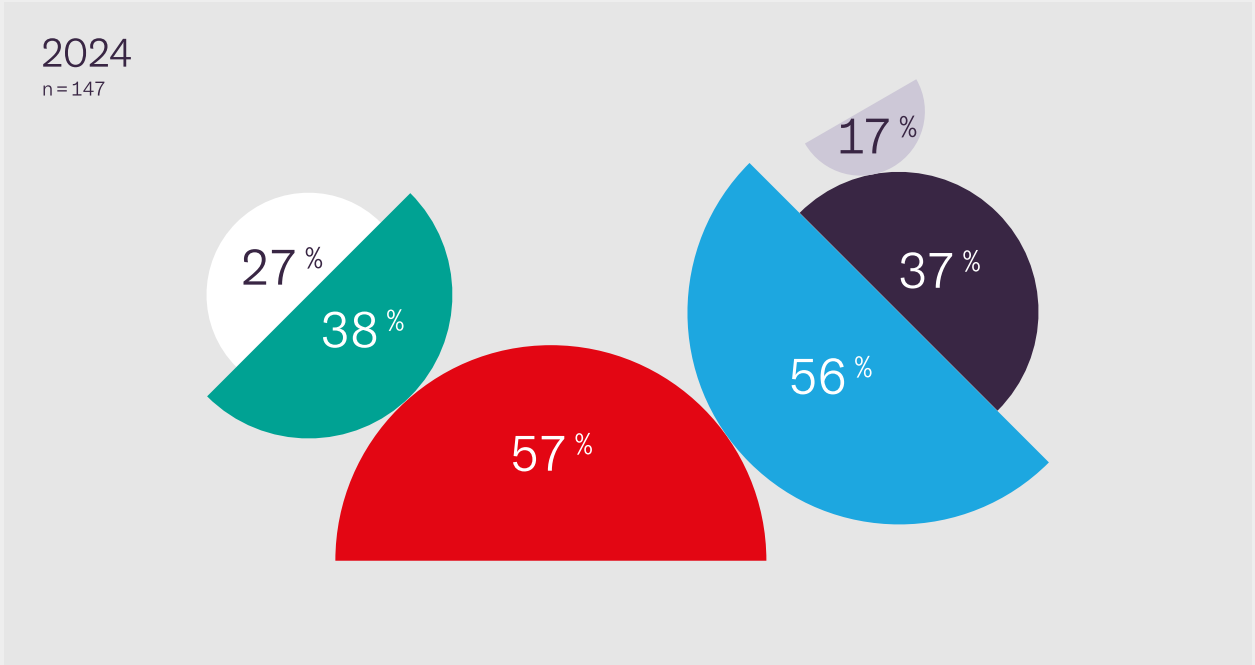
### Improve ease of use and clarity about online services

Around half of the survey respondents are of the view that services need to offer a high level of **ease of use** in order to encourage businesses to access them in digital form or online more frequently. This opinion is expressed by half of businesses in German-speaking Switzerland and almost 40% of those in both French-speaking areas and Ticino. Just under 40% of all businesses also stated that **better information** is needed about what services can be accessed online, and that they would like **access to all services in one central location** (EasyGov.swiss follows this approach for businesses), rather than having to visit different websites and portals. Businesses in German and French-speaking Switzerland were more likely to express this preference (38% and 39% respectively) than those in Ticino (30%). Of the businesses surveyed, 36% would like the **relevant government services to be easier to find**, while 28% say they would require full **media continuity** in order to use digital government services more frequently.

### Despite a high level of satisfaction, businesses have mixed views about the expansion of online government services

Almost 40% of businesses think the communes need to further increase their range of online services, while 35% and 24% hold this view with regard to the cantons and Confederation respectively. Just under 40% of businesses believe that the online services provided by the Confederation and cantons should remain as they are. Meanwhile, 5% or less of respondents would like to see online services at all federal levels removed or scaled back.

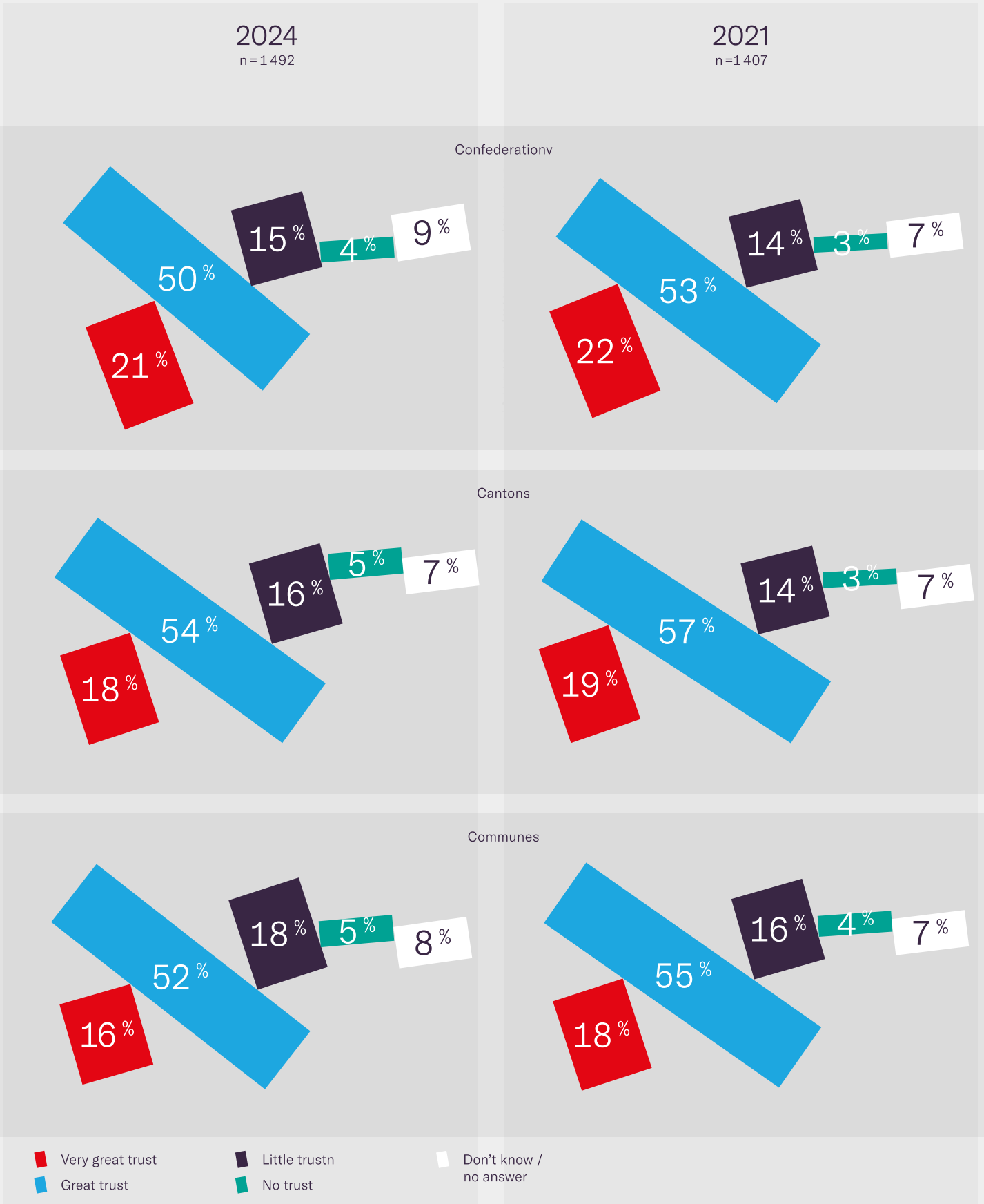
12. What is it that makes the use of e-government services most difficult for you / your business?



- Registration too complex and time-consuming ●
- Too complicated to find the right government services ●
- Lack of documentation / explanations of how e-government services can be used / how the processes work ●
- Lack of centralised access to public authority services ●
- Lack of trust in data protection / data security ●
- Websites not optimised for mobile devices ●

**Legend** This question was only put to those individuals who said they had faced obstacles or problems when using e-government or digital government services.

13. How high is your level of trust in online government services at local, cantonal and national level with regard to privacy and data protection?



Legend The basis is all the survey respondents who use the internet.

# 68%

are happy with the authorities' online service offering.

The majority of surveyed businesses are satisfied with online government services: in total, 68% say they are satisfied (63%) or even very satisfied (5%). On the other hand, 12% of businesses are not very satisfied or totally dissatisfied. Businesses' satisfaction with online government services is comparable with the findings from previous surveys. Although satisfaction rose slightly between 2018 and 2021, it dropped once again in 2024. This could be partly attributable to businesses' increasing expectations of online government services.

#### **Businesses are also opposed to reduced charges**

Like the general public, the majority of businesses are also against the idea of the government charging businesses and individuals less if they access government services over the internet. Almost 60% of respondents say they either disagree or totally disagree with lower charges. This attitude among businesses is unchanged from previous surveys.

Businesses in French-speaking Switzerland are firmly opposed to lower charges: 78% of those surveyed say that they totally disagree with them. Opposition is significantly less vehement in German-speaking areas (33%) and Ticino (20%). This difference between the language regions can also be clearly seen in the general public target group (see page 26).

#### **Trust in online government services declines slightly**

In general, businesses have either very great or great trust in online government services: around 70% express this view with regard to the online services offered by the Confederation, cantons and communes. However, it is also the case that

### **The majority of businesses trust the online services.**

the proportion of businesses that have little or no trust in local, cantonal and national authorities has increased slightly since 2018. In general, businesses in Italian-speaking Switzerland have slightly more trust in the online services offered by public authorities at all levels than those in German and French-speaking areas.

## → Target group: public authorities

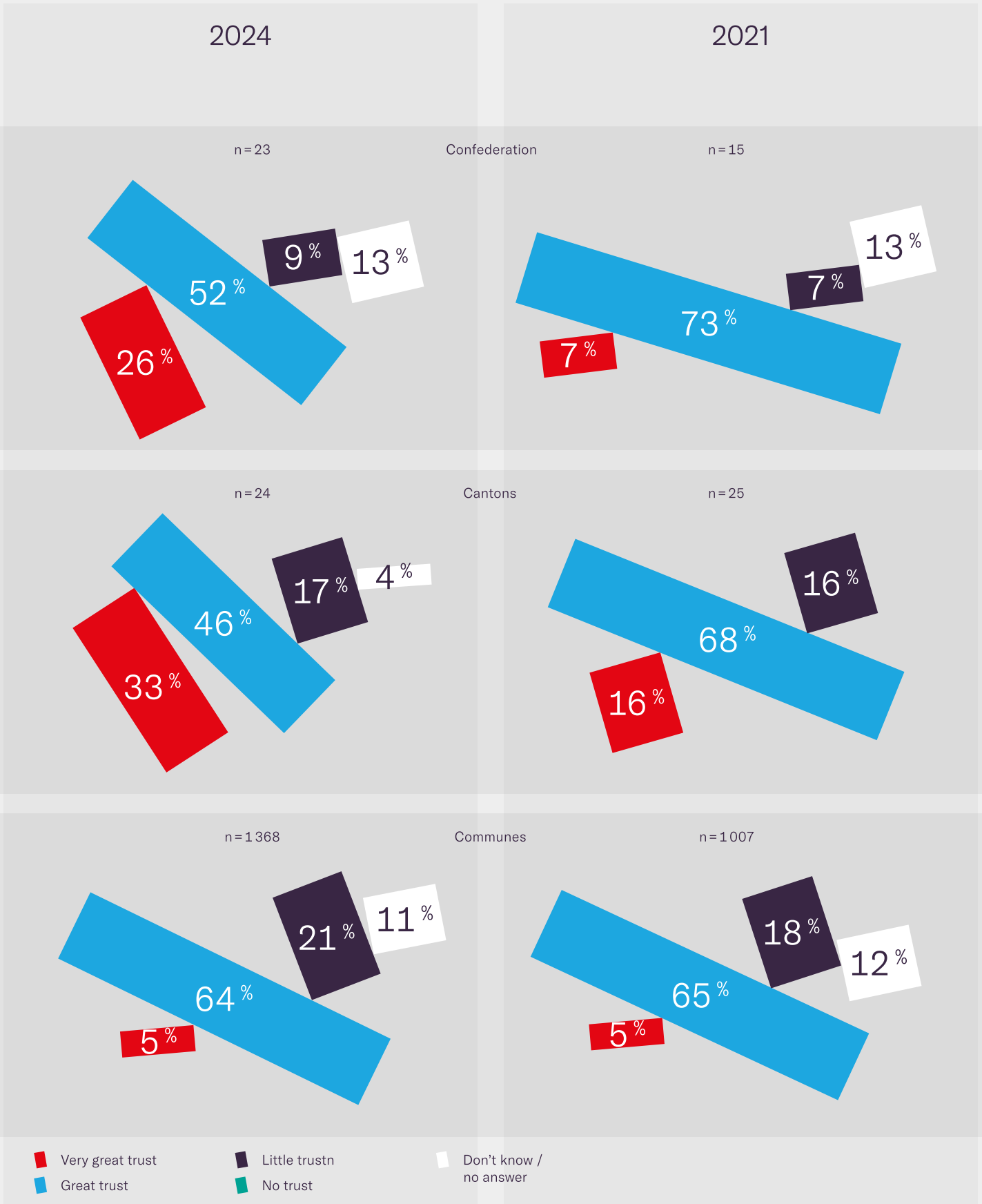
The findings from the survey of federal offices, cantons and communes are presented below. Where appropriate, the findings from the latest survey are compared with those from 2018 and 2021 and with answers given by the general public and businesses.

### **Levels of satisfaction and trust continue to be assessed as high**

All three levels of the public administration once again assessed the general public's satisfaction with digital government services positively in 2024, following a decline in 2021. Federal authority employees continue to be considerably more critical than those who work for the cantons and communes. The cantonal authorities give the most positive assessment of satisfaction: almost 75% of respondents in this group believe that the general public and businesses are satisfied with e government services in Switzerland. This proportion stands at 70% in the communes. The assessments of the authorities are consistent with statements made by users. Around two-thirds of respondents from the general public and businesses are satisfied with the e-government services provided by public authorities.

Representatives from public authorities also assess the general public's trust in online government services positively. Those who work for the communes show the highest levels of self-criticism. Although respondents from cantonal and federal authorities are generally more positive, the proportion of critical views has grown since 2021 (see Figure 13). Answers provided by the general public and businesses when asked about their trust in online government services with regard to privacy and data protection confirm the assessments of the public authorities (see pages 29 and 41): around 70% of respondents in the general public and surveyed businesses have very great or great trust in the public authorities.

14. How much trust do you believe the general public has in the online services provided by your authority? In your view, does the general public have ... ?



Legend The basis is all survey respondents from public authorities.

### Further expansion of digital contact options for cantonal authorities

All public authorities accept [contact by telephone, via email or through the post](#). Virtually all communal and cantonal public authorities also operate a [front desk](#), while a third of federal authorities have one – this proportion is down from 80% in 2021. The majority of cantonal authorities offer [contact forms, portals for digital administrative tasks and social media](#) – however, the general public predominantly uses emails, contact forms and portals. These three contact options are now offered more frequently by cantonal authorities in comparison with 2021. The use of apps is most widespread for the federal authorities (26%), compared with cantonal and communal authorities (21% and 15% respectively).

### Availability of online services has increased further

Virtually all the services mentioned in the survey are offered by over half of the cantonal authorities in at least partially digital form. This proportion has risen further compared with 2021. The cantons are most likely to offer the following services in end-to-end digital form (i.e. without media discontinuity): [application for a tax return deadline extension](#) (83%), [receipt of a tax return](#) (67%), and [management / changing of motor vehicle inspection appointments](#) (67%). Many cantons also offer media continuity for services that allow users to [make e-payments](#) (50%), [order commercial](#)

## An e-tax return is available in all cantons.

[register extracts](#) (38%), [receive e-invoices](#) (33%) and [order a replacement driving licence](#) (33%). Many cantonal authorities offer other services in a generally digital form, but sometimes with media discontinuity, for example: [registering a number plate](#), [applying for a replacement number plate](#) (63%), [issuing a land register extract](#) (51%), or [registering/deregistering a vehicle](#) (46%).

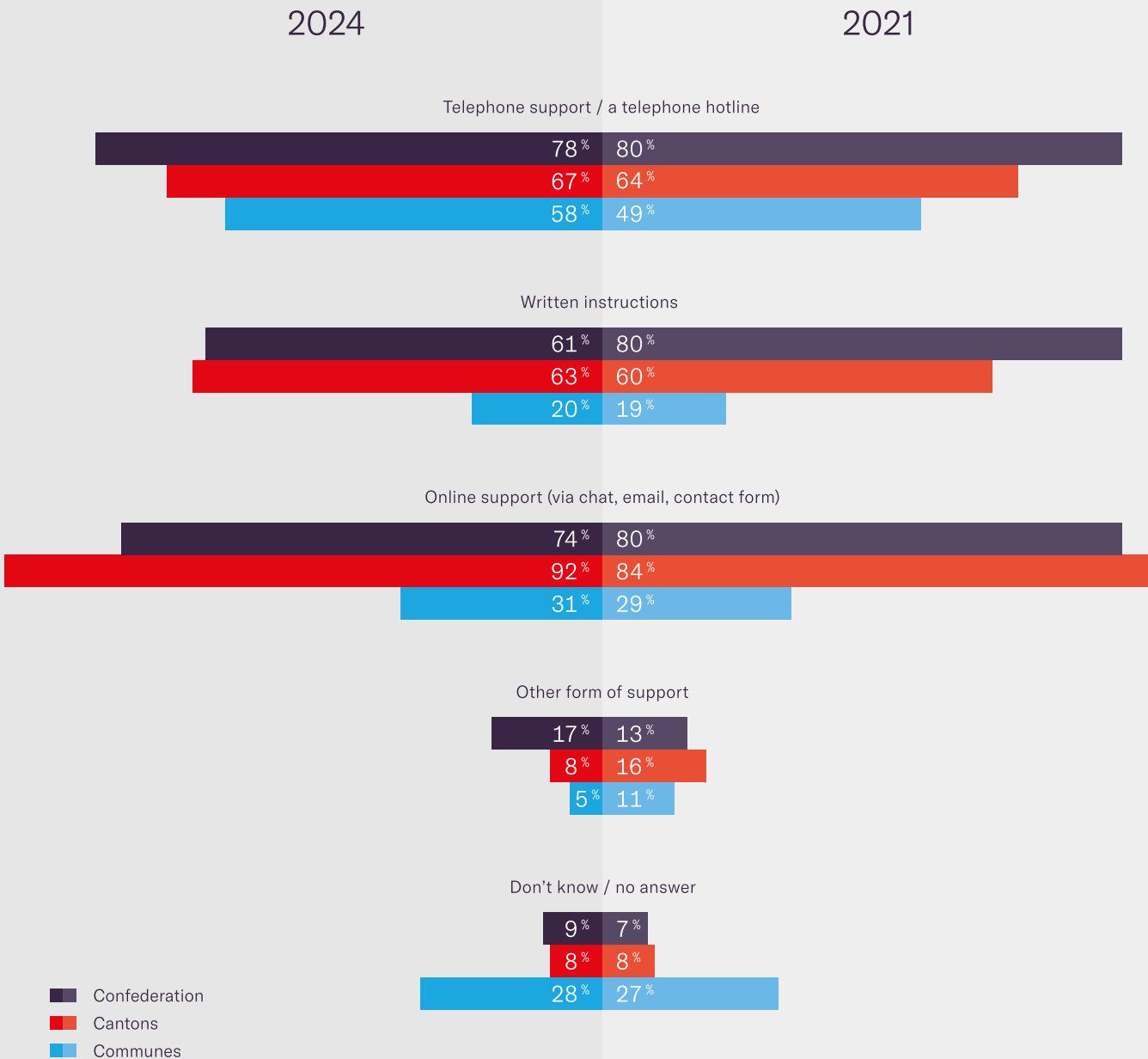
Unlike the cantonal authorities, the communes offer fewer services in digital form. The most commonly offered service is [registering with the commune of residence](#) (39%), followed by [receiving e-invoices](#) (23%), [ordering a confirmation of domicile](#) (19%) and [making e-payments](#) (18%). The range of digital services offered by the communes has not increased since 2021, unlike those provided by the cantonal authorities. The following differences can be observed between the different groups of communes with regard to these four services:

- [Registration with the commune of residence](#) is more frequently offered without media discontinuity in German-speaking communes and in urban and intermediary communes in all language regions.
- The option to [order a confirmation of domicile](#) is more likely to be offered without media discontinuity in larger communes than in smaller ones.
- [Receipt of e-invoices](#) and [e-payments](#) are more likely to be offered without media discontinuity in Ticino communes.

Looking at supply and demand for digital government services, the picture looks similar to 2021. Completing a tax return is the activity most frequently completed online, and almost all cantons offer a digital option to complete tax returns. There is high demand from users for the option to order a confirmation of domicile, and for e-invoices and e-payments, but communes in particular do not yet offer digital services in this area.

The demand from businesses for digital services such as tax return deadline extensions and completion / filing of tax returns is met in full by the services offered by public authorities. The same applies to applications for planning permission, although demand from businesses for this service is significantly lower. In terms of applying for a work permit, settling social insurance payments or registering for social insurance, demand for online services exceeds supply.

15. What support do you offer users of your e-government / digital government services?



**Legend** The basis is all survey respondents from public authorities at federal, cantonal and communal level.  
**2021** Communes n=1 007, Cantons n=25, Confederation n=15  
**2024** Communes n=1 368, Cantons n=24, Confederation n=23

**Public authorities encourage the use of digital government services by offering telephone and online support and full media continuity**

Overall, support services for the use of digital government services are most widely available for the cantonal authorities (see Figure 15). The majority of cantonal authorities offer online support, and this has been further expanded since 2021 (+8 percentage points). Telephone hotlines take second place and written instructions come in third.

Federal authorities and communes most frequently offer a telephone hotline for support – in line with the needs of the general public and businesses (see page 21). However, online support and written instructions are declining for federal authorities.

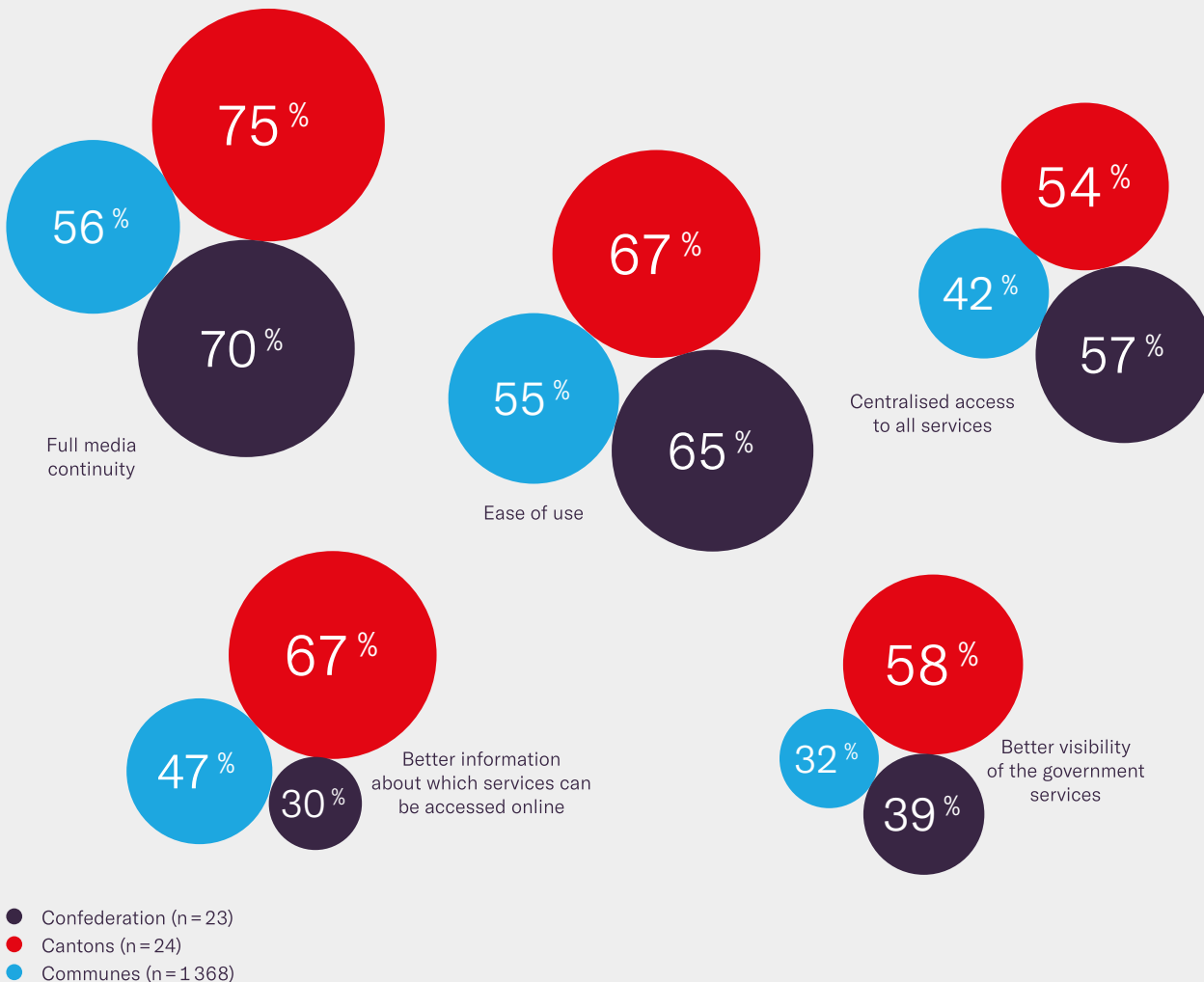


Unlike the general public and businesses, which see a high level of ease of use and information as key to the use of digital government services, public authority representatives believe it is particularly important to offer **media continuity** (see Figure 16). The Confederation (70%) and cantons (75%) are especially likely to mention this factor.

**Ease of use** and **better information about the services available online** are ranked second and third for all authorities. The latter is considerably more important to the cantons (67%) than to the Confederation (47%) and communes (30%). The **visibility of relevant services** is more significant to the cantons (58%), while the Confederation (39%) and communes (32%) see this requirement as less key. Overall, the cantons and Confederation appear to be more strongly focused on fully digital, user-friendly and centralised deployment of online services, while the communes take a more cautious approach.

### Authorities would like more processes to be seamless.

16. In your view, what should your authority do (or do more of) to encourage the general public and businesses to access digital government services online or carry out administrative tasks online (more / more frequently)?



**Legend** The basis is all survey respondents from public authorities at federal, cantonal and communal level. The diagram is not complete.

**Less agreement with reduced charges**

The public authorities have a more positive stance towards the introduction of lower charges if a government service is accessed online than the general public and businesses. However, many respondents on the supplier side do not agree that charges should be lowered for online services: less than half of those from communes and federal authorities are in favour, and just under half from the cantons. At federal level in particular, the proportion of respondents that agree with reduced charges has decreased further compared with earlier surveys: 63% agreed with the proposal in 2018, 53% in 2021 and 35% in 2024. Around the same proportion of respondents in the communes (39%) and cantons (46%) approve of lower charges.

**Clear need to build up online services at federal level**

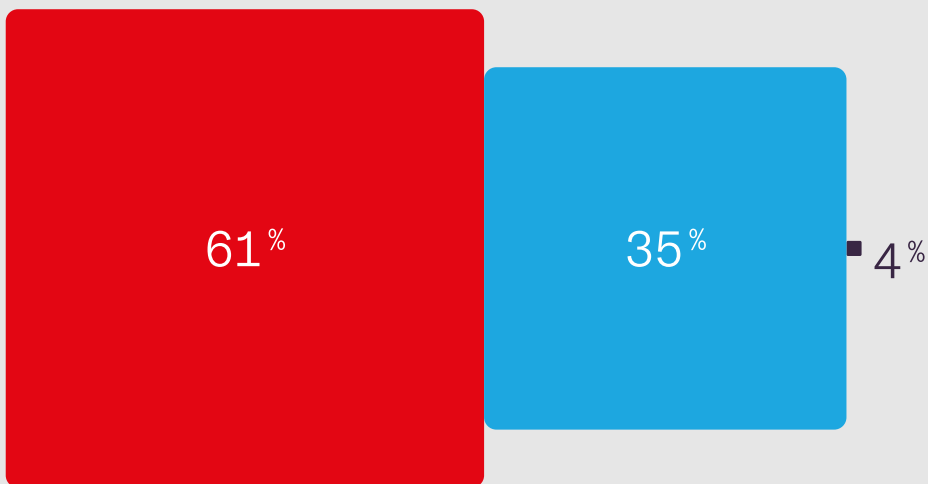
Respondents from the Federal Administration are clearly of the view that online services need to be expanded (see Figure 17), with 61% stating that availability needs to be significantly increased. Participants from cantonal authorities show a less clear preference for expanding online services: 42% who answered this question believe that availability should be significantly increased. Representatives of the communal authorities are more satisfied with the status quo, but a majority (72%) would still like to see expansion. Compared with 2021, the federal authorities in particular

**Despite the communes having the greatest need to expand digital services, they see the least need for this.**

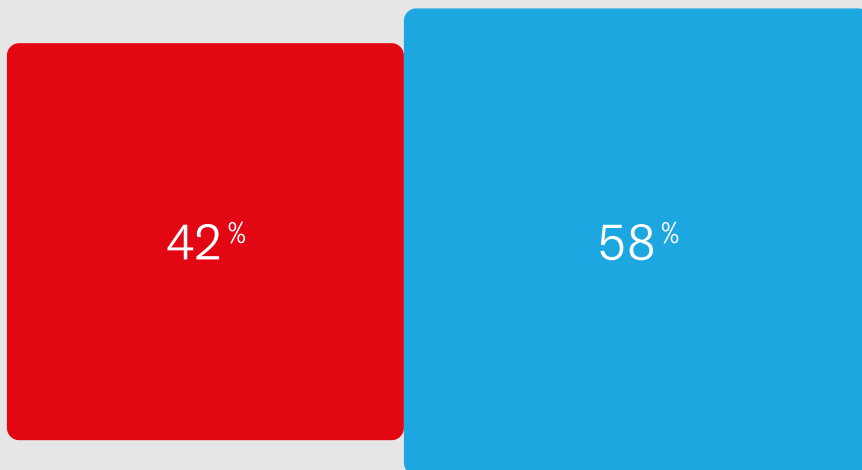
are increasingly of the view that availability of online services should be significantly increased, whereas respondents in cantonal authorities are more satisfied than in the previous survey. Opinions in the communes remain unchanged.

17. Based on the current needs of the residents of Switzerland, do you believe the online services offered by public authorities should be ...

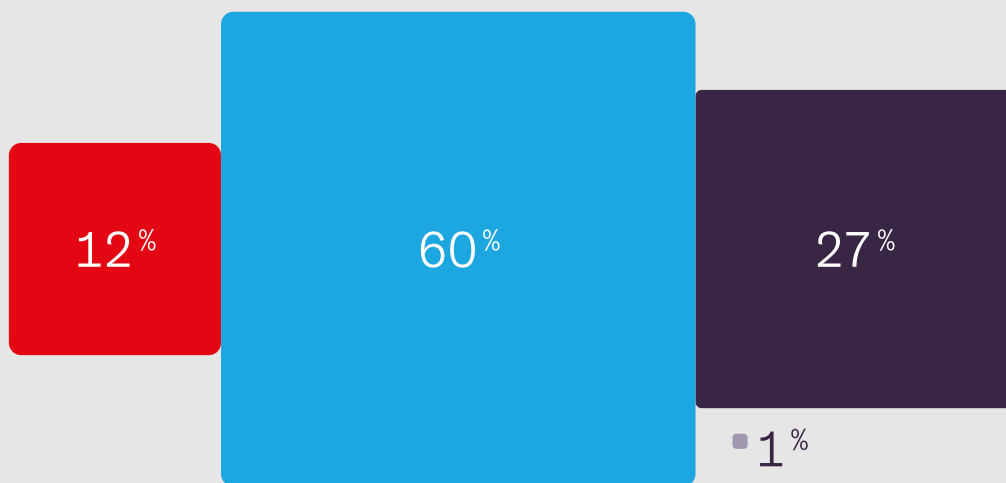
Confederation  
n=23



Cantons  
n=24



Communes  
n=1368



- Significantly increased
- Increased
- Remain unchanged
- Reduced
- Significantly reduced
- Don't know / no answer

**Legend** The basis is all survey respondents from public authorities at federal, cantonal and communal level.

### Service quality improvement and the needs of the general public are key for digitalisation

The same six factors are central for launching digital government services at all three levels of the public administration (see Figure 17). However, these factors are ranked differently. Whereas the main motivation of the federal authorities and communes is to improve service quality, this factor ranks second for the cantonal authorities, whose principal motivation is to meet the increasing needs of the general public for online services. Improving in-house processes is also a high priority for all three levels of the public administration. The ranking of these factors has not changed significantly since previous surveys.

As regards priority objectives for e-government services, the Confederation and cantons place the introduction of a state-recognised e-ID in first place, while it is the second-ranked goal for the communes. The top priority of the communes is to work together to expand digital government services across Switzerland. All three levels of the public administration also regard barrier-free access to government services as very important.

**The Confederation and cantons are prioritising the introduction of the e-ID.**

#### How important are the following factors for your authority in the decision to launch (new) e-government activities or services?

	Confederation (n = 23)	Cantons (n = 24)	Communes (n = 1 368)
1.	Improving service quality (8.6)	Meeting the growing needs of the general public for online services (9)	Improving service quality (7.9)
2.	Meeting the growing needs of the general public for online services (8.3)	Improving service quality (8.9)	Optimising processes (7.8)
3.	Optimising processes (8.2)	Optimising processes (8.7)	Making it easier for authorities to collaborate (7.7)
4.	Saving time (8.2)	Establishing a virtual front desk that is available around the clock (8.6)	Meeting the growing needs of the general public for online services (7.6)
5.	Making it easier for authorities to collaborate (8)	Making it easier for authorities to collaborate (8.5)	Establishing a virtual front desk that is available around the clock (7.5)
6.	Establishing a virtual front desk that is available around the clock (7.9)	Saving time (8.5)	Saving time (7.4)

**Legend** The basis is all survey respondents from public authorities. The figures in brackets represent the average assessment of the importance of this objective on a scale from 1 to 10 (not at all important to very important).

**Staffing shortages are the main obstacle in deploying digital government services**

Various factors can make it harder to deploy digital government services (see Figure on page 49). Similarly to previous years, a lack of legal basis is the top issue for the Confederation, while the cantons and communes rank staffing shortages in first place. This is consistent with views on the

Another factor making it more difficult to deploy digital government services at all three levels of the public administration are budget restrictions. Although ICT infrastructure is the fourth-ranked issue at the federal authorities, respondents mentioned it as an obstacle significantly less often (35%) than in the previous survey (2021: 53%). The cantons and communes see this factor as less relevant, compared with the issue of staff knowledge.

**A lack of staff resources and legal frameworks is slowing the authorities down.**

availability of full-time staff to work on e-government services: respondents from the cantonal authorities are least satisfied with staffing levels (79% are not satisfied). Representatives from federal authorities (57%) and the communes (50%) are slightly less likely to feel that not enough full-time staff are available. At the same time, dissatisfaction is relatively low in the communes: 33% of respondents from the communes say that they have just the right level of resources available, whereas this proportion stands at around 20% for the Confederation and cantons.

**What makes it most difficult for you to deploy e-government services/digital government services?**

	<b>Confederation (n = 23)</b>	<b>Cantons (n = 24)</b>	<b>Communes (n = 1 368)</b>
1.	Legal basis (65%)	Staff resources (83%)	Staff resources (56%)
2.	Staff resources (61%)	Legal basis (71%)	Time involved (49%)
3.	Budget restrictions (61%)	Staff knowledge (58%)	Budget restrictions (40%)
4.	ICT infrastructure (in businesses) (35%)	Budget restrictions (58%)	Legal basis (34%)
5.	Time involved (35%)	Over-rigid internal processes (54%)	Staff knowledge (33%)
6.	(Lack of/wrong) strategies (30%)	Attitude of political authorities (46%)	ICT infrastructure (in businesses) (31%)
7.	Staff knowledge (26%)	ICT infrastructure (in businesses) (33%)	(Lack of/wrong) strategies (20%)

**Legend** The basis is all survey respondents from public authorities. The figure in brackets represents the proportion of respondents who mentioned this factor as an obstacle (multiple answers possible).

**Legally regulated collaboration on e-government between communes and cantons is increasing**

Over 40% of the communes and almost 60% of the cantons had an agreement to work together on e-government services in 2024. This proportion has increased significantly since 2021 for both the communes (+7 percentage points) and the cantons (+15 percentage points). The increase is attributable in particular to a larger proportion of legally regulated cooperation frameworks. Cooperation at communal level has a legal basis in 10% of cases (2021: 5%), while a third of cantonal representatives said that a legal cooperation agreement is in place (2021: 24%). Other figures are similar to 2021: 17% of communes have a common strategy that is implemented by the canton and communes, while 16%

have a joint organisation. There are plans to introduce a framework for cooperation in 7% of surveyed communes, while 13% do not have a relevant cooperation agreement. At cantonal level, 13% have a common strategy or joint organisation, and a third are planning to start cooperation. In 2021, 20% of surveyed cantonal authorities said there was no cooperation agreement in place, compared with just 8% in 2024.

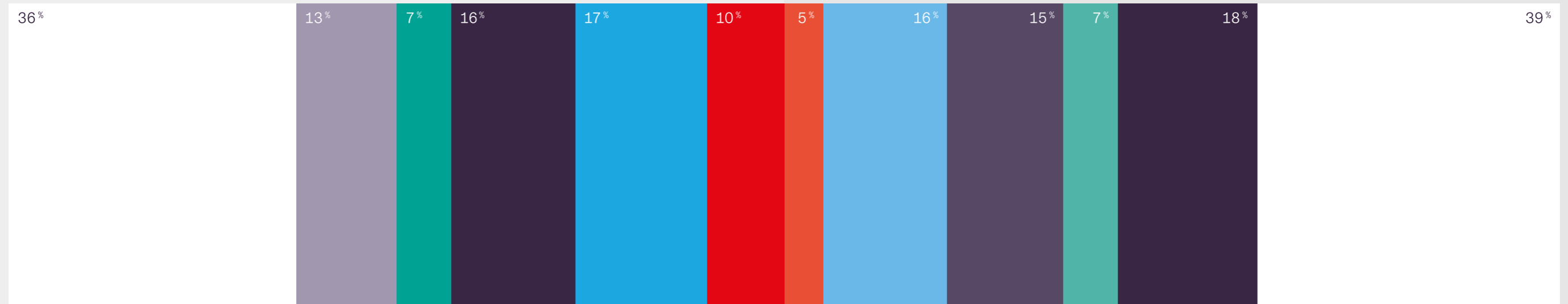
Almost a third of respondents from communal authorities were not able to say whether an agreement with the canton is in place, which shows that awareness of cooperation is low in many communes.

18. Is there an agreement between your canton and its communes to work together on e-government services?

Communes

2024  
n=1368

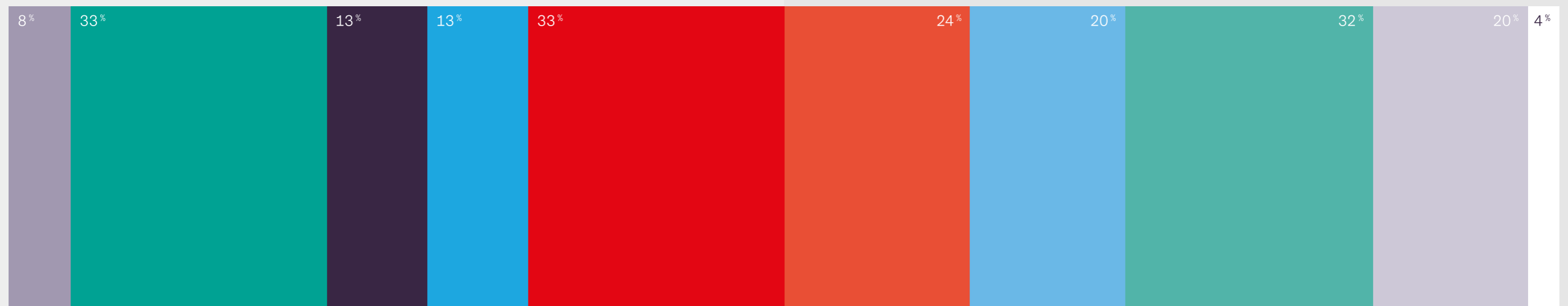
2021  
n=1007



Cantons

2024  
n=24

2021  
n=25



- Yes, on a legal basis
- Yes, there is a common strategy that is implemented by the canton and communes
- Yes, there is a joint organisation
- No, there is no framework for cooperation but there are plans to introduce one
- No, there is no framework for cooperation
- Don't know / no answer

## → Use and application of artificial intelligence

The target groups were asked about artificial intelligence (AI) in the 2024 survey. Selected findings from the survey are presented below. A detailed report on the subject of AI will follow in a separate focus report<sup>3</sup>.

### Knowledge of artificial intelligence is low

All three surveyed target groups assess their own knowledge of the capabilities and possible applications of generative artificial intelligence (AI) such as ChatGPT, Lensa, Midjourney and Gemini<sup>4</sup> as low. Over half of respondents from public authorities and businesses say that they have no or low knowledge and abilities in relation to AI. This proportion is slightly lower for the general public (47%). However, almost a quarter of the general public say they have good or extensive knowledge in relation to application of AI, compared with 17% in public authorities and 16% in businesses.

### Half the population uses AI rarely or not at all.

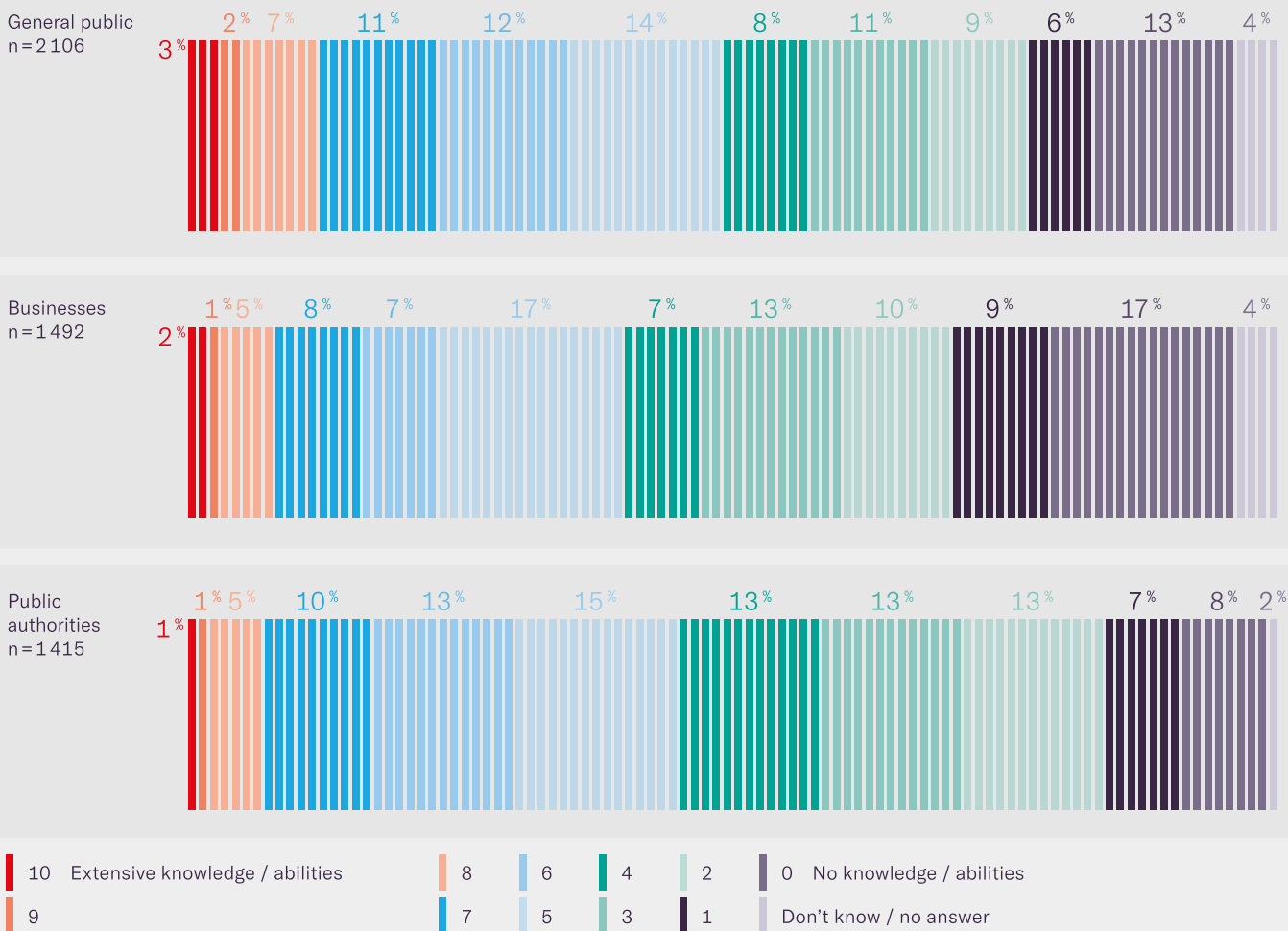
Clear differences can be seen between public authorities: while 63% of respondents in cantonal authorities say they have good to extensive knowledge or capabilities in relation to AI, only 38% and 16% of participants from the Confederation and communes respectively say the same. However, it is important to note that a small number of individuals are surveyed at cantonal and federal level, and assessments therefore depend significantly on the individual respondents.

<sup>3</sup> Digital Public Services Switzerland takes a closer look at this subject in a focus report.

<sup>4</sup> Respondents were given the following definition of generative artificial intelligence (generative AI): Generative artificial intelligence is an area of artificial intelligence that is focused on content generation. The best-known examples are probably large language models (LLMs) such as the ChatGPT chatbot. The main difference between generative AI and earlier models relates to its scope of application. Although an LLM still aims to predict the next word in a sentence, this ability can be used to conduct conversations, rewrite text, submit database queries, or even reach apparently logical conclusions. Despite its observable cognitive abilities, it is important to distinguish Gen AI from artificial general intelligence (AGI). AGI is considered to have been achieved when a model generally exceeds the cognitive abilities of human beings.



### 19. How would you personally assess your own level of knowledge with regard to the capabilities and possible applications of generative AI? (from 1–10)



**Legend** The basis is all the survey respondents who use the internet (n=2106), all respondents from businesses (n=1415) and all respondents from public authorities (n=1492).

#### AI not widely used or applied

The use of AI and its application by public authorities is mostly consistent with respondents' assessment of their level of knowledge. In the general public, 47% of respondents have never used AI in their everyday lives, 14% use it regularly and almost 40% use it rarely or occasionally. Two-thirds of surveyed businesses have never used AI, almost a quarter use it to a limited extent, and 3% already use it extensively.

Within public authorities, use of AI varies widely. The majority of the cantons (83%) only use it a little or to a limited extent, compared with 65% at federal level and almost a quarter in the communes.<sup>5</sup> However, AI is not yet used extensively at any of the three levels of the public administration. As a result, businesses (9%) and public

authorities (5%) rarely have strategies for the use of AI.

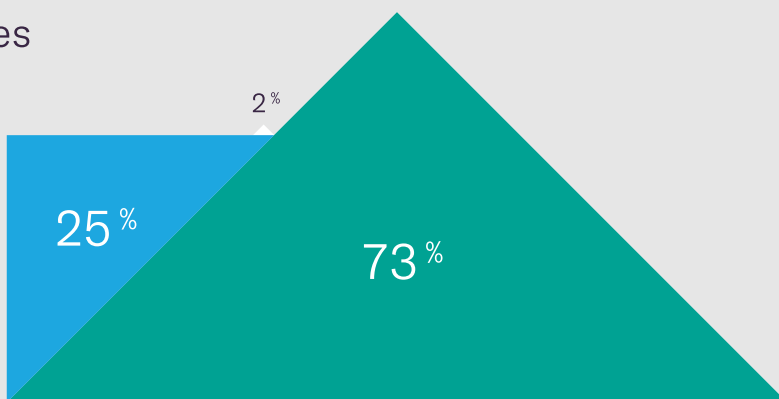
Public authorities mention a lack of staffing resources in particular as the main obstacle to the use of AI: 65% of surveyed federal authorities and 75% of surveyed cantonal authorities consider this the main hindrance, compared with 38% in the communes. Significantly fewer respondents mention complex or lengthy procurement processes and a lack of infrastructure with the necessary IT power.

<sup>5</sup> Please note that in the cantons, the survey was addressed to those in charge of e-government, whereas individuals with direct responsibility for this area could not be identified in the federal offices and communes and the survey was therefore completed by other representatives.

20. Does your authority / business already use generative AI technologies and / or applications? Do you deliberately use generative AI technologies and / or applications in your everyday life?

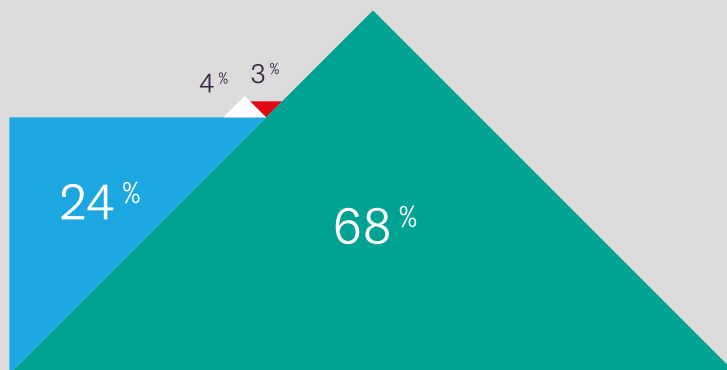
### Public authorities

n=1415



### Businesses

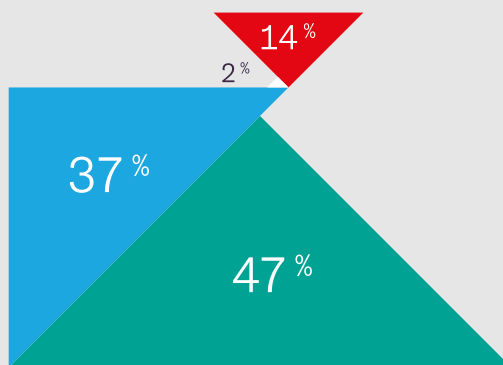
n=1492



Yes, I make extensive use of it ▲  
 Yes, a little / to a limited extent ▲  
 No, not yet ▲  
 Don't know / no answer ▲

### General public

n=2106



Yes, regularly ▲  
 Yes, occasionally / rarely ▲  
 No, not yet ▲  
 Don't know / no answer ▲

**Legend** The basis is all the survey respondents who use the internet (n = 2 106).

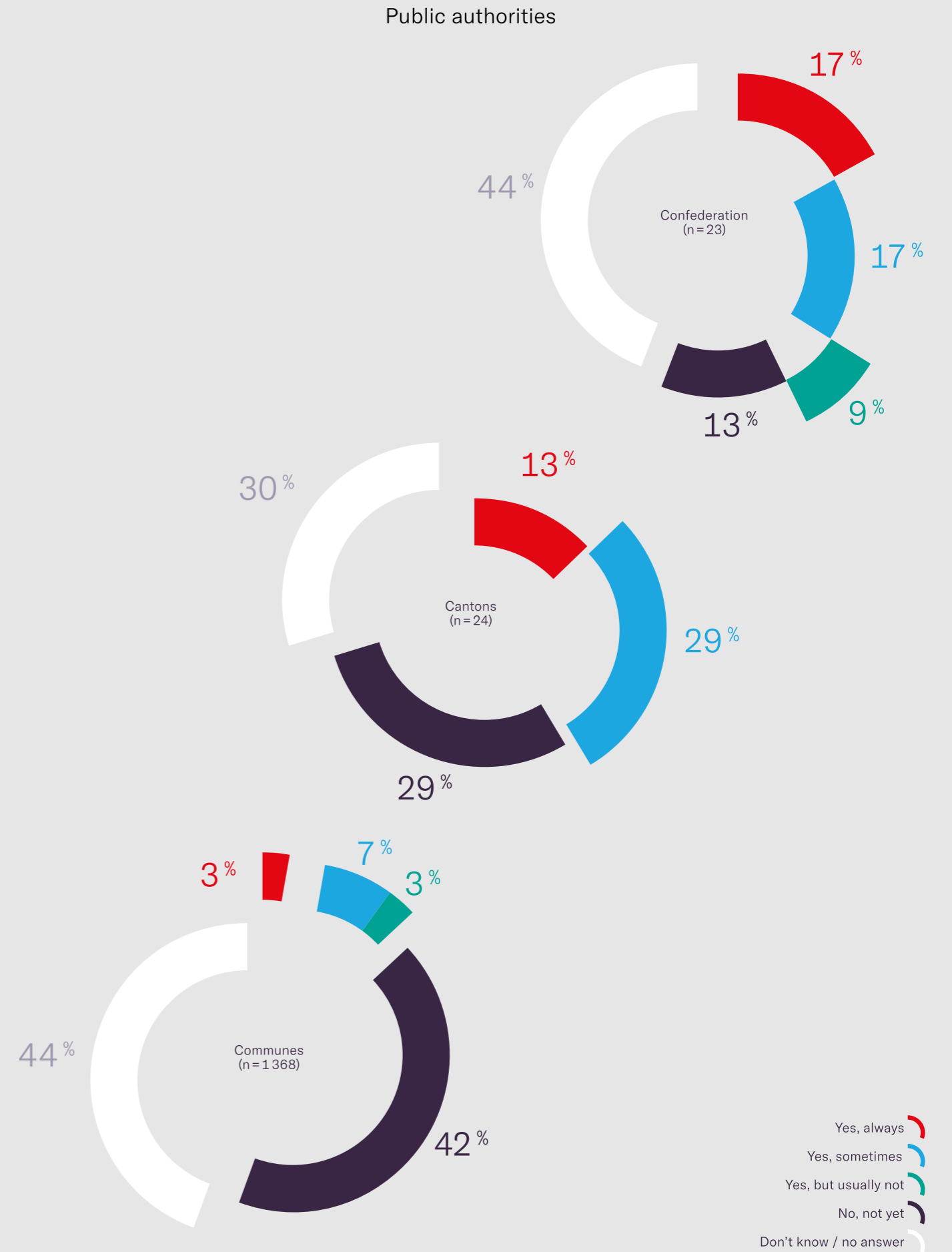
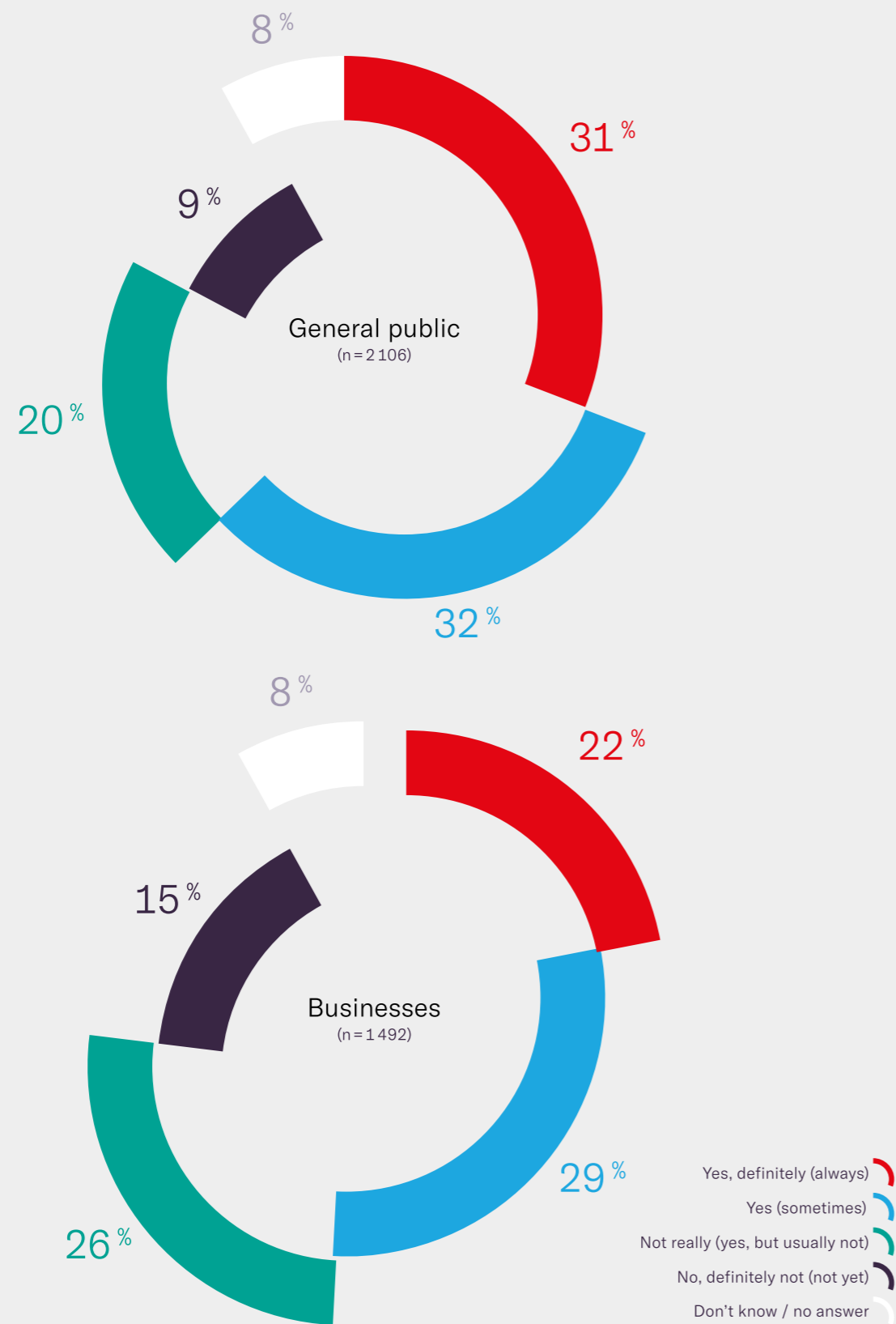
In businesses and public authorities, AI is predominantly used for internal processes. However, AI is more frequently used exclusively for internal purposes in public authorities, whereas businesses use it almost the same amount internally and externally (e.g. for the purposes of contact or providing services to customers). Both public authorities and businesses use AI primarily to save time. Improving service quality, automating processes and saving costs are other relevant factors, although the latter is prioritised more by businesses than public authorities. Businesses also use AI more frequently to increase the diversity of their services, meet the growing needs of customers for AI applications and improve their image, while making it easier for authorities to cooperate is more relevant for the public administration.

**Authorities and businesses mainly use AI for internal processes, generally to save time.**

Views vary among the general public in relation to the use of AI in public authorities. Of those surveyed, 40% believe that AI should only be used where it offers clear added value for the general public; 23% say it should only be used in exceptional cases or where strictly necessary; 17% think that public authorities should not use AI at all; 9% say they should use it wherever it is useful to do so; and 12% do not give their view.

Almost two-thirds of the general public and around half of businesses would like to be kept in the loop and informed when the responsible authorities develop and use AI systems (see Figure 21). In addition, two-thirds of the general public and businesses would like to have a say in where and how public authorities are allowed to use AI applications. Just 3% of respondents from public authorities say they have faced opposition from the general public or businesses when the public authority has planned to use an AI system. However, over half of respondents from public authorities were unable to answer this question. The proportion of public authorities that actively involve the general public or businesses in the process of developing and deploying AI applications is small: the general public and businesses are most likely to be involved in the cantons (42%), followed by the Confederation (34%) and communes (10%). For this question too, the proportion of respondents from public authorities who were unable to answer this question is between 30% and 44% (see Figure 20).

21. As an affected target group, would you like the public authorities to involve you and keep you informed when the relevant authorities develop and use AI systems? Does your authority actively involve the affected target groups in the process of developing and deploying AI applications?



Legend Number of respondents in brackets.

# Conclusion

The latest survey shows that e-government is continuing to grow in importance for the general public, businesses and public authorities in Switzerland. In 2024, government services were used and offered in digital form more frequently than in previous survey years. The **main contact channels** for the general public and businesses continue to be email, portals and the traditional phone call. The general public is also particularly likely to use contact forms and remains keen on face-to-face contact at a front desk. Other studies also show that face-to-face contact with public authorities is still valued.<sup>6</sup> Young people have a particular preference for digital channels like email and portals, while older people are more likely to go to a front desk. Social media and apps generally play a minor role for the general public and businesses, even though they are more frequently offered by public authorities – particularly at federal level. The public authorities continue to offer all these contact options, although availability of staffed front desks has declined in particular.

**The population and businesses are increasingly favouring digital channels for interacting with the authorities.**

Websites operated by federal, cantonal and communal authorities are widely known. However, as in previous years, **use of public authority websites** continues to be low, with almost 70% visiting them rarely. This is likely to be partially attributable to the fact that not all respondents realise that they are visiting a public authority website, or they do not see this as very relevant. This was also clear from the in-depth interviews. Businesses are particularly familiar with and use the website of the Swiss Confederation: [admin.ch](https://www.admin.ch). Specific services such as EasyGov.swiss, which has been designed as a one-stop government service, are also becoming better known. There are differences between age groups among the general public: individuals aged under 54 are more likely to be familiar with the Confederation websites, while those aged over 54 are more often aware of the websites of their communes of residence. Cantonal websites are equally well known across all respondents.

# 70%

rarely use public authority websites.

The general public and businesses do not primarily use public authority websites to **search for information**. The in-depth interviews show that the general public generally use traditional search engines to 'google' for information. It is important for those conducting searches to use the correct search terms and be able to accurately assess and navigate the displayed websites. Overall, users want to find the information they need and access the online services easily and quickly. What does this mean for services provided by public authorities? If the aim is to increase usage figures, it is likely to become more important in future to adapt authority websites to these search strategies. Better information should also be provided about what services are available and how these can be used. This requires active communication by the public authorities.

<sup>6</sup> Jahn, Sandy; Avigur-Wigand, Rinat; Krcmar, Helmut; Dassler, Lukas; Jäger, Ina; Paul, Linda; Pleger, Sarah (2024): eGovernment Monitor 2024. Initiative D21 e.V., Technical University of Munich and Kantar GmbH: Berlin, Garching and Munich.

There continues to be a clear need for public authorities to provide digital services. Around half of respondents from the general public and businesses complete all or almost all their administrative activities online, which represents a clear increase from previous survey years for both target groups. For both target groups, the most important **factors behind the decision to use online services** are the flexibility to access them anywhere and at any time, and the associated time savings.

Looking at **supply and demand** in relation to digital government services, some respondents from the general public and businesses would like to see more online services than the authorities currently offer. There is high demand from users for the option to order a confirmation of domicile, and for e-invoices and e-payments, but communes in particular do not yet offer digital services in this area. However, all cantons offer a

## The population would like to have more online services than the authorities are offering.

digital option for the activity that is most frequently completed online by the general public and businesses – completing a tax return.

**What would the general public and businesses like to see from public authorities in future?** In 2024, the general public continued to say they would like to be able to report petty crimes such as bicycle theft online. This is already possible via the Suisse ePolice website – the Swiss online police station for reporting petty crimes. However, there does not (yet) seem to be enough awareness of this service. It is also likely that face-to-face contact with (police) authorities will continue to be preferred for important matters. This assumption also applies to other public authority services. The option to register/deregister a domicile or vehicle are examples of services that the general public would like to see. Businesses would like the option of reporting changes to the commercial register digitally and a digital option for registering address changes with various authorities or for a vehicle registration document.

## The general public and businesses would like more user-friendliness and a central access point for public services.

Despite growing digital literacy among the target groups and an extensive range of public authority services, many respondents still identify obstacles to the use of government digital services. First, registration processes are complex and time-consuming. Second, depending on the target group, it is complicated to find the right services. Third, there is a lack of centralised access to public authority services – respondents from the general public stressed this in the in-depth interviews. Fourth, the ongoing lack of trust in data protection and/or data security, despite some improvement, is a hindrance for the general public in particular. Fifth, websites that are not optimised for smartphone use are especially off-putting to younger respondents.

**What specific improvements could now be made to overcome these obstacles?** Understandably, both target groups see a high level of ease of use as very important and also believe there is a need to improve information about available online services. Processes should also offer media continuity and ideally, there would be centralised access to government services through integration of existing platforms (one-stop government) for digital government services. EasyGov.swiss is an existing example of this for businesses. However, the majority of businesses do not appear to be using EasyGov.swiss as their go-to platform, although its visibility has significantly increased since 2021. Cooperation between the different federal levels will play a key role in the continued success of digital administration. The Digital Public Services Switzerland strategy for 2024–2027 provides a clear direction and specific steps to be taken in order to further encourage this cooperation and establish media continuity. Projects such as the AGOV login, which makes it easier to access digital government services, show how effective this cooperation can be. The AGOV login is a first step towards ‘one-stop government’, where citizens only need one login to gain access to various digital services. The introduction of a state-recognised e-ID will also have advantages, such as seamless provision of services and easier access to services.

A majority of all three target groups rejects the idea of **reduced charges** for online services: most respondents do not feel it would bring about any significant improvements. However, it remains to be seen whether the target groups would be more receptive to the idea if the question was phrased differently: Would you be more likely to use the services if you could benefit from reduced costs? Cost savings are an increasingly important factor that motivates respondents to make use of a digital government service.

Public authorities are noting the improvements that target groups would like to see, and aiming to respond to them more effectively in future. For example, they plan to improve ease of use, which at least partially includes establishing media continuity. The cantons have been the most effective at recognising the needs of the general public and businesses: they have identified the need to improve information and make it easier to find as an especially important task for the future.

Despite the mentioned obstacles and areas needing improvement, the target groups have a high level of **satisfaction** with the services currently offered by public authorities and this remains stable over time. Public authorities also have this perception, but there are key differences between the federal levels. However, the general public and businesses believe there is potential to expand the range of services available. The communes in particular have some catching up to do. Compared with the cantonal authorities, the communes offer fewer services in digital form. There also does not appear to have been any growth in the digital services offered by the communes since 2021 – unlike those offered by the cantonal authorities. In general, the federal authorities see increased potential to expand their services compared with 2021. Representatives from the cantons tend to be more satisfied, while those from the communes show the same level of satisfaction as in 2021. The attitude of the communes is particularly surprising: although their supply was not yet meeting the general public's demand for digital services in 2024, they are also the least likely to identify a great need for expansion. This is likely to be due to factors including limited technical and staff resources, as well as the fact that personal interactions at a front desk continue to be valued in the communes and it is easier to contact the right person in a communal administration.

**Trust** in online services continues to grow, which bodes well for the use of digital government services. Respondents have a particularly high level of trust in cantonal services, and continue to show the least trust in the services offered by communes and towns and cities. Critical views of data protection and security are a particularly good illustration of this finding. Commune representatives also express self-critical views, saying that they assess the level of trust in their authorities as lower. Overall, all public authorities recognise that the proportion of critical views has slightly increased since 2021. The reasons remain unclear, but it is important to bear this finding in mind – particularly with a view to potential improvement or expansion measures.

Finally, AI was still not widely used by the public administration in 2024, and its use varied greatly. The cantons in particular are making greater use of AI, albeit to a limited extent. In general, it is unclear how the target groups understand the concept of generative AI and its application, and it is therefore difficult to make more detailed statements about the use of AI in the e-government sphere. The topic will need to be examined in greater detail over time.

The study shows that the importance of e-government continues to increase in Switzerland, but there are several challenges that must be faced. Despite growing use of digital government services, accessibility and ease of use remain a major hindrance. In particular, the large amount of time and effort that is sometimes involved in registering and the confusing structure of the services make them harder to use. In the future, it will be important to simplify digital administrative processes, establish media continuity and enhance data protection, in order to further build trust in the systems. If Switzerland is to remain globally competitive in its digital administration and achieve a leading position in e-government in future, continuous development and a user-focused approach will be essential.

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