IDAHO TRANSPORTATION DEPARTMENT

RESEARCH REPORT

2025 DMV Customer Satisfaction Survey

RP 316

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16. Abstract The Idaho Transportation Department's Division of Motor Vehicles underwent major system modernization efforts over the past decade, including expansion of online service delivery and improvements to its DMV web portal. Boise State University's Idaho Policy Institute assesses whether system changes are meeting customer needs and expectations to better inform prioritization of future technological improvements. This study's analysis is informed by informal interviews with current DMV personnel, DMV transaction data, and a public opinion survey to a representative random sample of 1,000 Idaho adults. Findings indicate Idahoans score the DMV highly, with 73% rating it "excellent" or "good," citing friendly and helpful staff and short wait times as the most positive elements of their experience. The study concludes with recommendations related to strategies for improving customer satisfaction levels, as well as DMV communication and marketing efforts.		
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Technical Advisory Committee

Each research project is overseen by a Technical Advisory Committee (TAC), which is led by an ITD project sponsor and project manager. The TAC is responsible for monitoring project progress, reviewing deliverables, ensuring that study objectives are met, and facilitating implementation of research recommendations, as appropriate. ITD's Research Program Manager appreciates the work of the following TAC members in guiding this research study.

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- FHWA-Idaho Advisor: Maureen Gresham

Table of Contents

List of Tables

List of Figures

List of Abbreviations and Acronyms

DL .....Driver's license

DMV .....Division of Motor Vehicles

E-502 .....Electronic-502 Form

IPI .....Idaho Policy Institute

ITD ..... Idaho Transportation Department

mDL .....Mobile Driver License

MOU.....Memorandum of Understanding

TAC ..... Technical Advisory Committee

QAQC.....Quality Assurance Quality Control

QR.....Quick Response Code

RUCA .....Rural-Urban Commuting Area Code

Executive Summary

The Idaho Transportation Department's Division of Motor Vehicles (DMV) underwent major system modernization efforts over the past decade, including expansion of online service delivery and improvements to its DMV web portal. Boise State University's Idaho Policy Institute (IPI) was contracted to assess whether system changes are meeting customer needs and expectations to better inform future technological improvement prioritization. Based on these goals, the following eight research questions guided this study:

1. How satisfied are Idaho DMV customers overall with motor vehicle service delivery?
2. How does Idaho DMV customer satisfaction vary according to service type?
3. What factors substantially impacted DMV customers' satisfaction levels?
4. How have enhanced online services impacted DMV customers' experience? Are any of the improvements more impactful than the others?
5. What sort of additional improvements would DMV customers like to see in the future?
6. Do Idaho customers have adequate access to a local DMV where they live or work? How does that shape their interaction with services?
7. Do DMV customers prefer a specific type of agent interaction (in-person vs. virtual vs. online)? Does that preference vary according to specific service type?
8. What are good practices for media campaigns to reach customers?

To answer these questions, IPI conducted informal interviews with current DMV personnel, analyzed DMV transaction data provided by Idaho Transportation Department (ITD), and designed and fielded a public opinion survey to a representative random sample of 1,000 Idaho adults. The survey has a margin of error of +/- 3.1%.

Key Findings

Idaho DMV customers rated the organization highly, with most rating it "excellent" (22%), "good" (51%), or "fair" (21%), and very few rating it "poor" (4%). Idahoans cited friendly and helpful staff and quick service with a short wait time as the most positive elements of their experience and satisfaction did not substantially vary according to service type.

Customer convenience (55%) and an individual's overall willingness to use online services (56%) most impact their satisfaction level. Wait times are the strongest driver of DMV satisfaction ratings, with most Idahoans agreeing (75%) that current wait times are reasonable. Idahoans also gave high agreement with staff being knowledgeable (90%) and courteous (88%) and were less likely to agree that the DMV's

website was easy to use (58%), but opinions on these factors did not impact satisfaction levels to the degree that wait times did.

Customers have increased use of the DMV's enhanced online services, especially among vehicle-based transactions. Online registration renewals have surpassed in-person transactions, while online adoption is slower among driver-based transactions such as driver's license renewals, where in-person visits still account for most transactions. Idahoans indicate an openness to additional online service enhancements, such as willingness to use a mobile driver's licenses (56%) or authenticating their identities in-person once in their life and completing all other transactions online thereafter (78%). While some Idahoans identified time, communication, and employee knowledge (28%) as areas for improvement, almost as many expressed satisfaction with the status quo of service offerings (23%).

Idahoans reported having good access to their local DMV, with over half (55%) living within 15 minutes of their local DMV and few (9%) having to drive more than 30 minutes. Other factors, such as age and rurality, impact access more than travel time. DMV customers preferred either automated online transactions (45%) or in-person interactions (40%), although customers from rural areas tended to place higher importance on in-person interactions. Customer outreach preferences varied by demographic group, which should be considered in future DMV outreach efforts. Generally, Facebook (51%) and Instagram (22%) are the most widely used online platforms among Idahoans.

Recommendations

Based upon IPI's analysis, recommendations to improve customer satisfaction levels, as well as communication and marketing, efforts include:

- *Trust Idaho DMV's instincts.* As satisfaction levels are currently high, Idahoans are responding well to the DMV's existing efforts. Build on that foundation.
- *Use data to improve the customer experience.* Targeting resources at data-driven metrics, such as improving customer convenience or wait times, is an efficient way to improve the customer experience and satisfaction levels.
- *Engage with less satisfied customers.* Targeting low scoring groups for outreach efforts may yield the greatest benefit to overall DMV satisfaction levels as well as provide valuable feedback for future modernization efforts.
- *Tailor communication strategies to the groups you are targeting.* Planning for demographic differences in outreach can maximize a media campaign's success.
- *Do not be afraid to reevaluate plans.* Finding the message that will reach them is just as important as knowing who to target. Revisit messaging if it is not working.

- *Provide website training or video instructions.* Simplifying online DMV processes by providing training opportunities or producing easy to follow video instructions is one of the best ways to have communication and satisfaction efforts working hand in hand.

1. Introduction

The Idaho Transportation Department (ITD) commissioned Idaho Policy Institute (IPI) to better understand the attitudes of customers throughout the state. Per guidance provided by ITD, it is assumed that all Idaho residents of driving age are customers. The state's Division of Motor Vehicles (DMV) has recently undergone major system modernization, including expansion of online service delivery and improvements to its DMV web portal. The last systematic investigation of customer satisfaction with motor vehicle service delivery took place in 2015, providing only anecdotal feedback since then. ITD commissioned this report in order to assess whether the system changes are meeting customer expectations, needs, and to identify desired improvements, so future technological improvements can be prioritized in a manner that provides the greatest impact to Idaho citizens and businesses. Based on these goals, the IPI research team sought to answer the following research questions in this study:

1. How satisfied are Idaho DMV customers overall with motor vehicle service delivery?
2. How does Idaho DMV customer satisfaction vary according to service type?
3. What factors substantially impacted DMV customers' satisfaction levels?
4. How have enhanced online services impacted DMV customers' experience? Are any of the improvements more impactful than the others?
5. What sort of additional improvements would DMV customers like to see in the future?
6. Do Idaho customers have adequate access to a local DMV where they live or work? How does that shape their interaction with services?
7. Do DMV customers prefer a specific type of agent interaction (in-person vs. virtual vs. online)? Does that preference vary according to specific service type?
8. What are good practices for media campaigns to reach customers?

This study begins with a review of relevant background information, including past surveys, and provides an overview of the DMV's modernization and public outreach efforts over the past decade. It then reviews the study's methodology, including data collection, survey design, and any limitations. Next, results from an original 2025 survey are presented to answer the eight research questions listed above. This is followed by a discussion of recommendations of additional improvements.

2. Background

To better inform survey efforts, IPI focused on three data sources: 1) previous public opinion surveys commissioned by ITD; 2) interviews with current DMV personnel to compile a comprehensive overview of DMV improvements made over the past 10 years; and 3) a review of DMV associated press releases from ITD, including web analytics data associated with public awareness campaigns.

Previous Idaho DMV Surveys and Studies

Prior to this study, ITD commissioned public opinion surveys on DMV and DMV-related issues on three separate occasions: 2009, 2011, and 2015. ITD also commissioned a comparative study of DMV service delivery models in 2022.

The 2009 survey focused on customer satisfaction with ITD operations, with the DMV being a sub-section of a larger survey (Kane and Foltz 2009). Respondents were asked to grade the service they received in two areas, driver licensing and vehicle titling and registration, on a scale of A, B, C, D, or F. A majority rated driver licensing A (59%) and B (30%), while few rated it F (1%). Vehicle titling and registration fared similarly, with a majority rating it A (66%) and B (25%), and again few rating it F (1%). The survey also specifically asked about online DMV service satisfaction, with most rating it A (63%) or B (27%) and none rating it F (Kane and Foltz 2009, 23-32).

The DMV once again was a subsection of a larger ITD survey in 2011 (Kane and Foltz 2011). Results were similar to the previous survey, with a majority rating driver licensing an A (65%) or B (25%) and few scoring it an F (1%). Vehicle titling and registration remained similar, with most rating their performance A (68%) or B (24%) and few as an F (<1%). Online DMV services also received high marks, with most respondents favoring A (61%) or B (31%), and few scoring it an F (1%) (Kane and Foltz 2011, 13-21).

The 2015 survey focused on DMV services specifically (Gantla et al 2015). Results again mirrored earlier efforts, with respondents giving high grades of A (68%) or B (23%) to driver licensing and very few scoring it an F (1%). Vehicle titling and registration was again primarily split between ratings of A (75%) or B (19%), with little rating it F (1%). Online services also scored high, with most respondents scoring it A (62%), followed by B (28%) and only a handful giving it an F (1%) (Gantla et al 2015, 3-32).

IPI reviewed all three survey instruments to identify past questions for suitability in informing answers to the eight overarching research questions of this study. While some prior questions were suitable to answer research questions #1 (how satisfied are DMV customers overall), #2 (does satisfaction vary by service type), and #4 (how have enhanced online services impacted customers' experience), there was little that could inform answers to the remaining research questions. As such, prior surveys were used as conceptual guides only for the current survey.

In addition, the IPI research team also reviewed a fourth study commissioned by ITD that looked at Idaho's motor vehicle service delivery model and compared it to models used by other states (Osterhout

et al 2022). The study identified a need for deeper engagement between ITD and government decision makers, evaluation of changes to revenue systems, potential formalization of arrangements between the state and county through MOUs, or allowing for opt-in service in more remote areas. While this fourth study included surveys of DMV administrators in other states and of county employees across Idaho, it did not include a survey of DMV customers or the general public. This study was also completed by IPI and one of its co-authors is also a co-author of this current study.

Modernization Efforts at the DMV

It is important to identify the changes in online DMV service delivery. The IPI team conducted multiple informal interviews with current DMV staff to identify modernization efforts. IPI's review focuses on online services added in the past 10 years (2015-2024). While some services, such as vehicle registration renewal, had online options through different mechanisms prior to 2015, they fall outside the scope of this study.

This review identified minimal online modernization efforts in 2015 or 2016. In 2017, Quality Assurance Quality Control (QAQC) for vehicle titles constituted the first major organizational change made by the DMV during this period to free up resources for modernization efforts. The change allowed DMV personnel to review a statistical sample of vehicle titles, rather than all vehicle titles in their entirety.

In 2018, the DMV launched the new GEM system for driver's license transactions.

In 2019, online renewals for driver's licenses went live, which was viewed as the DMV's first big online push. Also this year, the DMV's existing contractor for its commercial vehicle system went out of business. The system was replaced with two new contractors that provided prepackaged systems to offer online services. The vendor Celtic replaced the system responsible for commercial vehicle registrations, while the vendor ProMiles offered a new online service for oversized special permits, which had previously been done manually.

In 2020, vehicle titles and registrations were added to the new GEM system. In addition, the Drive Insured initiative, which was legislatively mandated, was implemented. Customers were able to update their vehicle insurance information online.

In 2021, the DMV launched an Electronic-502 (E-502) option to allow customers to use paperwork from the car dealership and to register their new or used vehicle online. It also began a three-phase approach to centralize online and mail-in registration renewal processing by phasing out various associated fees. This process was done gradually to help counties adjust to the shift. Registration renewal notices began including a QR code to direct customers to online options and requests for address changes were implemented through the DMVOnline portal.

In 2022, the DMV implemented phase two of its centralization plan by removing county administrative fees for online transactions. It also rolled out its customer portal using a single-sign-on system for users once their identities have been validated.

In 2023, the DMV implemented the third and final phase of its centralization plan by removing the county administrative fees for mail-in transactions and postage fees. Modernization efforts this year also included the launch of email and text notifications to customers; the ability to renew commercial driver's licenses online; a new state-issued ID and driver's license design that included online information; the addition of new features to the DMVOnline customer portal, including release of liability, online driver license reinstatement payments; and renewal of RV stickers. Additionally, customers became able to use the portal's Document Center to download DMV records. Finally, QR codes were added to driver's license renewal notices to increase awareness of online options.

In 2024, modernization efforts included online license plate tracking so customers can review the status of their plate order transaction; online processing for new standard or personal license plates; processing of standalone park passport transactions; and a $5 discount for online driver's license renewals. The DMV also launched a pilot program for virtual appointments with vehicle registrations, with an ultimate end goal of implementing a similar system for driver's licenses. It also launched registration renewal over the phone in conjunction with Idaho's counties.

Table 2.1 summarizes these modernization efforts.

Table 2.1 DMV Modernization Efforts (2015-2024)

2015	2016	2017	2018	2019
N/A	N/A	QAQC implemented	GEM/Online for driver's license	Online driver's license renewals launch Commercial registrations transitioned to vendor Celtic Commercial oversized special permits transitions to vendor ProMiles
2020	**2021**	**2022**	**2023**	**2024**
GEM/Online for registrations Drive Insured initiative implemented	E-502 option to register vehicles online launched Phase 1 of centralization of Online & Mail-In renewal processing Authorized providers able to go online for titles and sell registrations directly to customers QR codes added to registration renewal notices Address changes moved from Access Idaho system to DMVOnline portal	Phase 2 of centralization of Online & Mail-In renewal processing (removal of admin fee) DMV Customer Portal launched (single-sign-on system once validated)	Phase 3 of centralization of Online & Mail-In renewal processing Email and text notifications Online renewal of commercial driver's licenses & RV stickers New ID/driver's license design that includes online information Release of liability added to DMV Customer Portal Online driver license reinstatement payments Customer download of records through Document Center QR codes added to driver's license renewal notices	Online plate tracking $5 discount for online driver's license renewals Virtual appointment pilot program for vehicle registrations Implementation of next of kin recording in conjunction with law enforcement Online processing of new standard & personal license plates Online processing of standalone park passport transactions Registration renewal over the phone

Online Media Campaigns

In conjunction with its modernization efforts, the Idaho DMV has also conducted numerous media awareness campaigns to highlight both existing and new online service options available to customers. Using secondary analytic data provided by ITD, IPI researchers analyzed the reach of these campaigns as well as service usage data.

Figure 2.1 outlines the results of social media campaigns in terms of reach (number of unique views an advertisement receives). These social media campaigns generally overlap with official ITD press releases, although not every press release received a social media campaign and vice versa. The two highest reaching campaigns were both executed using the Instagram social media platform in addition to Facebook.

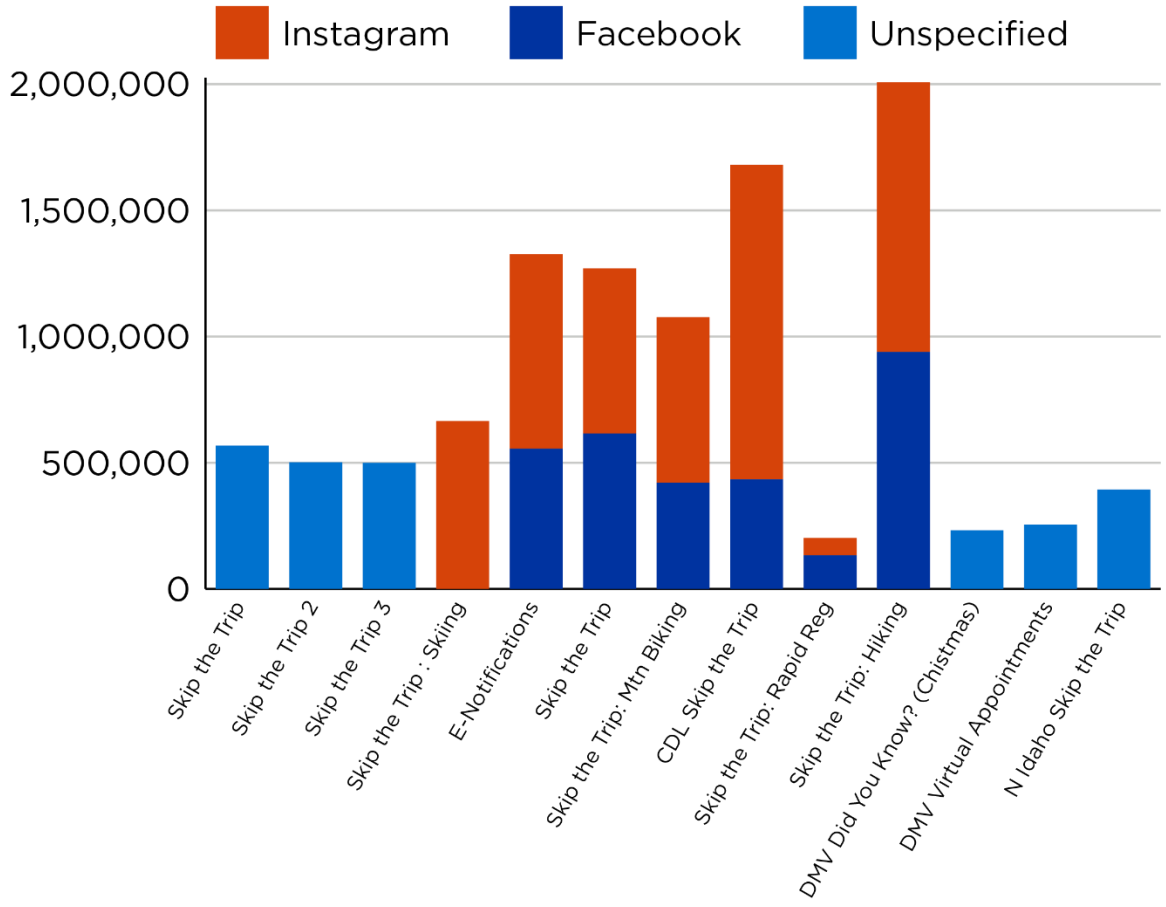


Figure 2.1 DMV Marketing Campaign Reach

3. Methodology

Three data collection methods informed this study: 1) informal interviews with current DMV personnel to determine existing modernization efforts; 2) review of secondary data provided by ITD, including web analytics and transaction volume data; and 3) a public opinion survey.

Results from the first method were presented in the previous section. Secondary data provided by ITD included vehicle titling and registration transaction counts broken down by year, month, and county, as well as new and renewing driver's licenses broken down by year, month, and county. Registration and driver's license renewals can be done online, so those two services come with additional data on whether they were completed online or at a DMV location.

Survey Design

IPI developed an initial survey questionnaire in consultation with ITD after reviewing prior surveys. The survey instrument was designed to ensure that all research questions would be informed by survey results. Drafts of the survey instrument were reviewed by the ITD Technical Advisory Committee (TAC) and their feedback was incorporated into the final survey questionnaire.

The final survey questionnaire was 42 questions and approximately 15-minutes in length. The survey's sampling frame consisted of all adults (18 years of age or older) in the state of Idaho, population 2,001,619 (U.S. Census Bureau 2024). The survey was administered to a geographically and demographically representative random sample of 1,000 Idaho adults to allow for substantive analysis according to geographic regions and demographic characteristics. As previously noted, per guidance provided by ITD, it is assumed that all Idaho residents of driving age are DMV customers. Sampling design used quotas for geography, age, gender, and race/ethnicity to ensure representativeness of Idaho's population.

IPI contracted the services of GS Strategy Group to field the survey from January 13-16, 2025. Survey response collection used a mixed-mode approach, collecting 42% of responses via cell phone interview, 8% via landline phone interview, 25% via online, and 25% via text-to-web. This helped ensure the greatest number of Idahoans possible could be reached. Survey results have a margin of error of +/- 3.1%, meaning that if the survey results indicate 50% of respondents answered a certain way, we are confident that if one took the time to ask every adult in Idaho the same question, the actual response would fall somewhere between 47% and 53%.

For the final survey questionnaire, see Appendix A. For additional information on survey design and methodology, see Appendix B.

Limitations

The survey's design attempts to limit selection bias by including all Idaho adults in its study population and diversifying the ways in which survey responses are collected, minimizing the chance that individuals included in our sample are systematically different from those who are not included. Additionally, the survey's design includes questions that allow us to assess how closely our sample matched the intended population. This information can be found in Appendix B.

IPI minimized the impact of question wording by removing any leading or biased language, providing definitions and context where warranted, and ensuring that all respondents had the necessary background information when answering questions to facilitate comparison. Final question wording can be viewed in Appendix A.

The IPI research team is confident that survey results provide valid, reliable, and actionable information for DMV personnel and policymakers to use to inform future decision-making.

4. Results

Demographic Overview

The survey's 1,000-person random sample included quotas for age, gender, race, and geography. Survey questions also included how long someone has lived in Idaho and whether they currently had an Idaho driver's license or ID. These demographic characteristics serve as the basis for IPI's analysis, as they allow for identification of meaningful differences across groups.

Survey respondents were relatively balanced between age groups (Figure 4.1), with proportions falling within two percentage points of the latest U.S. Census population estimates for these age groups in Idaho (U.S. Census Bureau 2023). About half (49.7%) of our sample identified themselves as female, half as male (49.8%), and <1% as non-binary. Once again, these proportions fell within one percentage point of the latest U.S. Census estimates for Idaho (U.S. Census Bureau 2023).

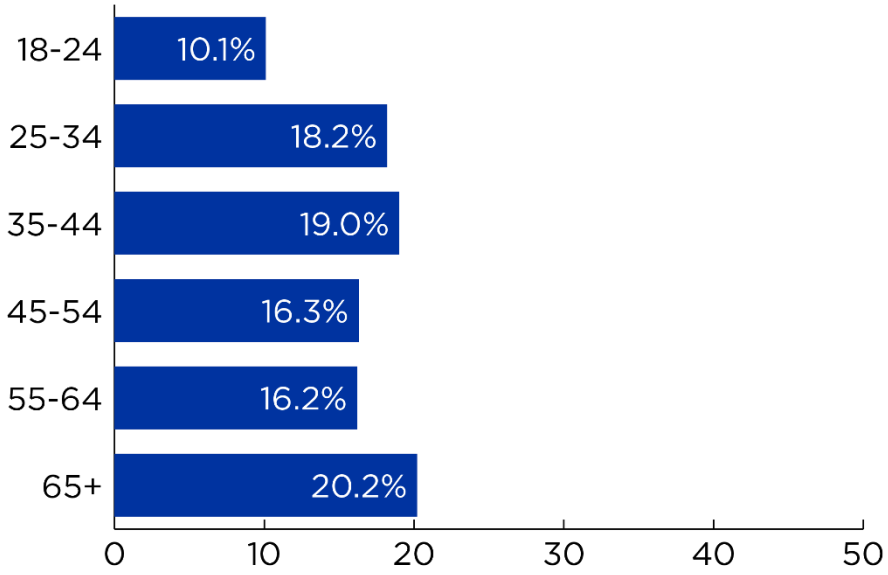


Figure 4.1 Survey Response by Age

The racial identification of the survey sample (Figure 4.2) again falls within two percentage points of the latest U.S. Census numbers for those groups in Idaho (U.S. Census Bureau 2023). Note that the U.S. Census collects Hispanic or Latino identification separately from other race identifications.

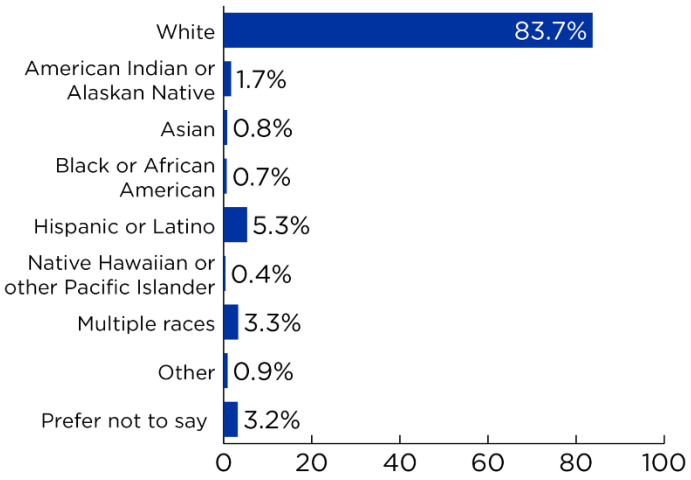


Figure 4.2 Survey Response by Race or Ethnicity

Respondents' time living in Idaho (Figure 4.3) is consistent with similar findings in Boise State University's Annual Idaho Public Policy Survey, which typically sees 20% as new arrivals to the state and 80% as longtime residents (May et al, 2025).

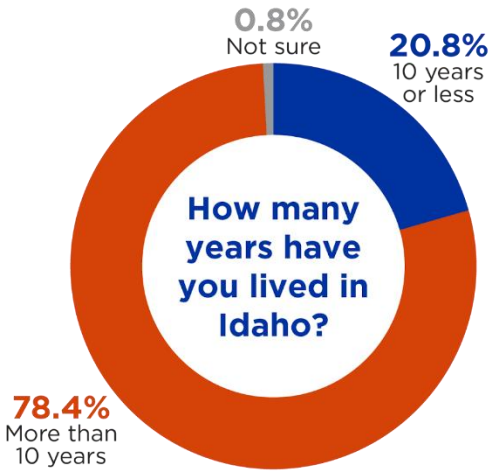


Figure 4.3 Survey Response by Length of Time in Idaho

Most respondents (97%) also indicated that they currently have an Idaho-issued driver's license or identification card, while only 3% did not. This suggests that the survey's sample is well-suited for analysis of Idaho DMV customer satisfaction and opinions.

Geographic characteristics

The survey also asked for respondent county and zip code. Using these questions as a basis, IPI developed four geographic measures with categories of sufficient size to allow for meaningful analysis. These four measures are: 1) four geographic regions of the state (north, southwest, southcentral, and

east); 2) a tiered system based on county population; 3) ITD's administrative districts; and 4) rural-urban commuting area (RUCA) code classification.

The first of these systems, by geographic region, matches the population distribution of Idaho and was used to ensure the survey's overall representativeness. The four regions are: Northern Idaho, with Kootenai County as its population center; Southwestern Idaho, centered around Boise and the Treasure Valley; Southcentral Idaho, centered around Twin Falls; and Eastern Idaho, centered around Idaho Falls and Pocatello (Figure 4.4). Each region fell within two percentage points of the latest aggregated county-level U.S. Census population estimates (U.S. Census Bureau 2023). For an overview of which counties fall within which region, see Appendix B.

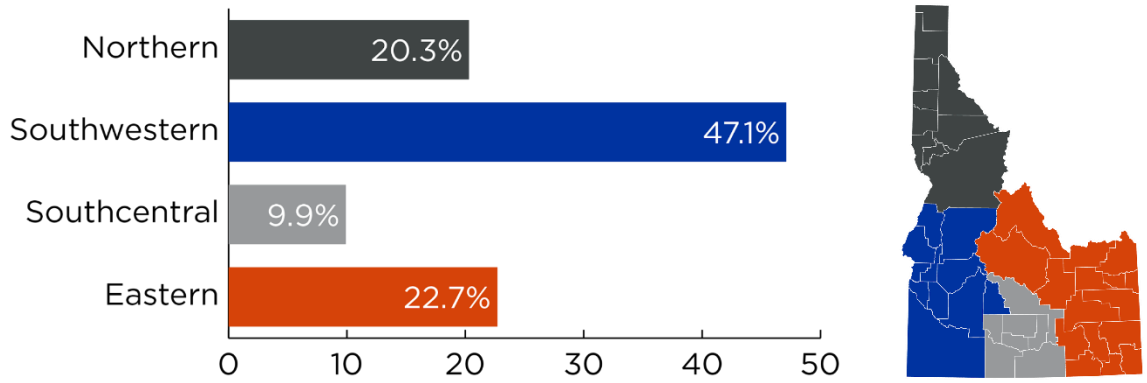


Figure 4.4 Survey Response by Region

DMV offices in areas with higher populations are likely to experience greater demands for service. This, combined with a greater tax base to expand county-operations and enhance service delivery, may produce differing results than less populous counties which exhibit their own unique challenges. To explore these differences, IPI divided Idaho's counties into four population-based tiers while ensuring that each tier would have a sufficient number of survey responses to allow for meaningful analysis.

The least populous tier, counties with populations under 25,000, includes 27 counties and accounts for 15% of survey respondents. The next tier, counties with populations between 25,000 and 74,999, includes 11 counties (18% of survey respondents). The third tier, counties with populations between 75,000 and 249,999, includes four counties (26% of survey respondents). The most populous tier, counties with populations 250,000 or greater, includes two counties (40% of survey respondents). For an overview of which counties fall within which population tier, see Appendix B.

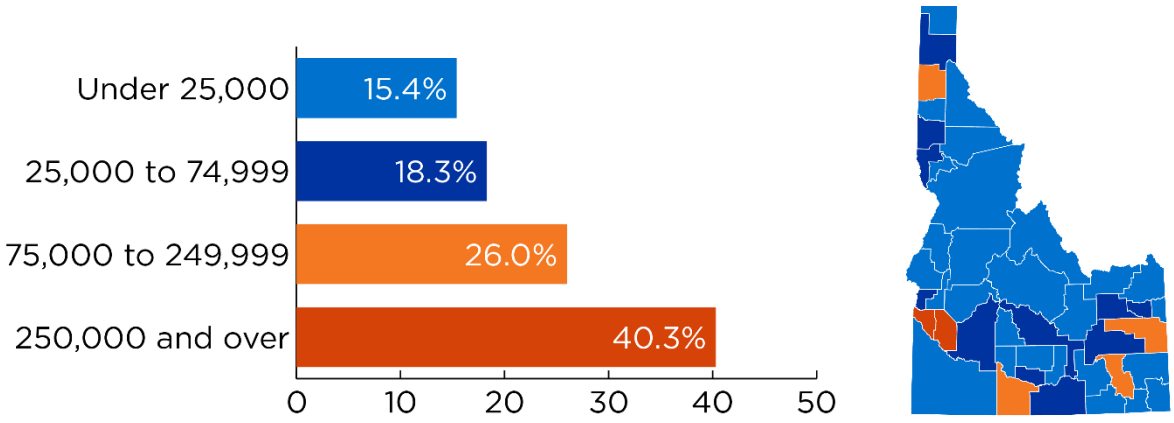


Figure 4.5 Survey Response by County Population Tier

When broken up by ITD Administrative District, nearly half of respondents reside in District 3, while the rest of the respondents are split similarly across the other five districts (Figure 4.6).

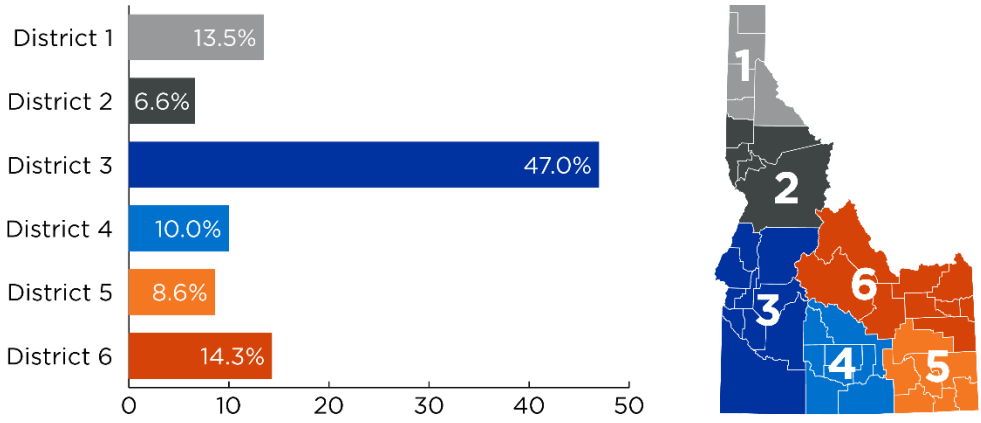


Figure 4.6 Survey Response by ITD Administrative District

In 2022, the U.S. Department of Agriculture released updated RUCA code classification of all U.S. zip codes based on census data. These codes range from 1-10 and classify a county in terms of its relative rurality (1 being the most urban and 10 being the most rural). Not only is the population of this zip code considered, but also the population of surrounding areas, which leads to a more accurate designation of rurality. RUCA 1 zip codes are in urban areas, RUCA 2-6 represent “commuting” zip codes proximate to urban areas, and RUCA 7-10 are both low in population and more remote in terms of their proximity to urban areas.

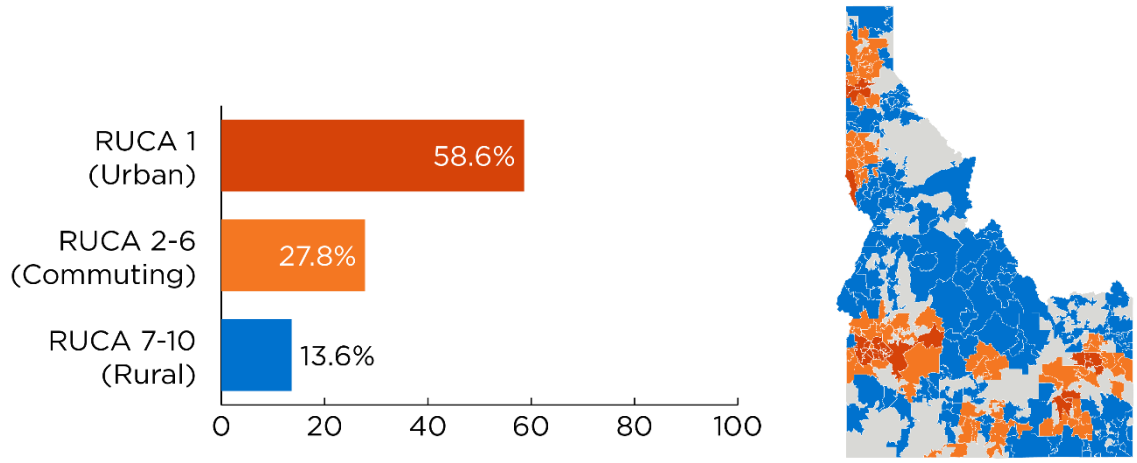


Figure 4.7 Survey Response by RUCA Code

Table 4.1 Demographics of Survey Respondents by RUCA Code

RUCA Code	# Respondents	Median Age	# Female	# Male
1 (Urban)	586	46 years	294 (50.2%)	292 (49.8%)
2-6 (Commuting)	278	44 years	125 (45.0%)	153 (55.0%)
7-10 (Rural)	136	55 years	179 (58.1%)	57 (41.9%)

Respondent negativity

A final characteristic of respondents is the degree to which they consistently agreed or disagreed with a series of questions or statements. This allows us to ascertain whether each question was carefully considered and given an individual response or if instead the respondent tended to answer in a negative or less positive way. Ten questions on the survey asked respondents to place themselves on a positive to negative scale, such as favoring or opposing, likely or not likely, and agreeing or disagreeing.

To understand any impact that strong respondent negativity might have on survey results, we calculated each respondent's percentage of negative answers on these questions related to positive or negative rating of the DMV and its services. We found that very few Idahoans responded negatively across all or most questions. In fact, less than 5% of respondents were negative in more than half their answers, suggesting that there is little to no negative skew in overall results. For more information, see Appendix B.

RQ1: DMV Customer Satisfaction

How satisfied are Idaho DMV customers overall with motor vehicle service delivery?

Overall, Idaho residents seem to be largely satisfied with the services that the DMV provides. When asked how they would rate the job the DMV does with motor vehicle service delivery, resident response was largely positive, with 73% of respondents rating DMV service as excellent or good (Figure 4.8).

Respondents aged 45 years or older (76%) were eight points more positive than those under 45 (68%), while women (76%) were six points more positive than men (69%). Respondents who have lived in Idaho 10 years or less (79%) were eight points more positive than long-time residents (71%). White respondents (74%) were five points more positive than non-white respondents (69%).

Geographically, ITD Districts 1 and 2 were the least positive (68%) compared to the rest of the state, while ITD District 4 was the most positive (79%). Similarly, respondents from counties with populations between 25,000 and 75,000 were the least positive (67%) compared to other population levels (73-74%).

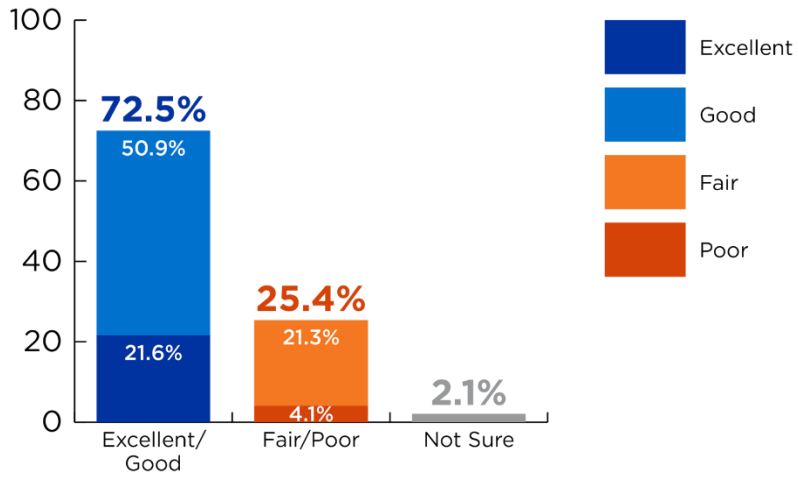


Figure 4.8 In general, how would you rate the job the Idaho DMV does?

Respondents were also asked which part of the DMV experience specifically was most positive for them. This was an open-ended question in which no options were provided and respondents were free to say whatever came to mind and responses were subsequently sorted into similar categories.

The top five categories accounted for 72% of responses (Figure 4.9). Remaining response categories were less than 4% each while 8.9% of respondents did not know or refused to answer. The ordering of these results remains largely unchanged across demographic groups and other comparison variables.

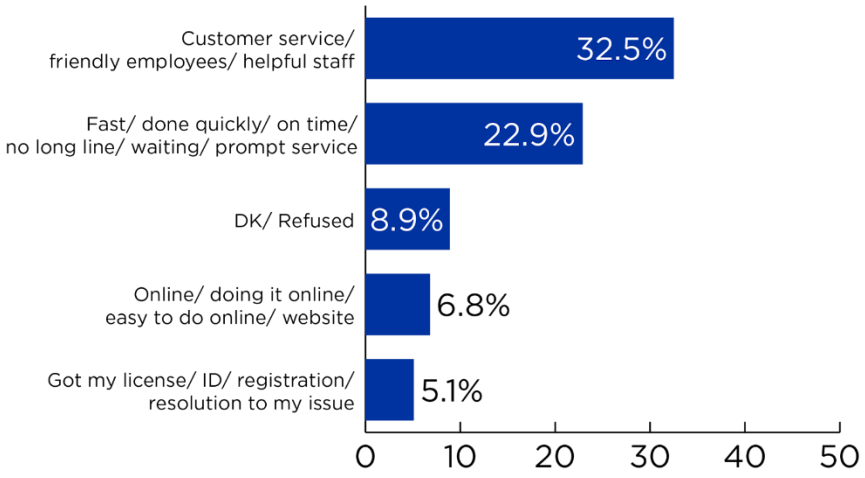


Figure 4.9 What part of the DMV experience was the most positive? (Top 5 Answers) [open ended]

RQ2: Satisfaction by Service Type

How does Idaho DMV customer satisfaction vary according to service type?

Survey results suggest the answer is very little.

Respondents were asked what the reason for their most recent interaction with the DMV was. This question was also open-ended to which they could provide any reason and like responses were sorted into categories. The top five response categories accounted for 78% of responses (Figure 4.10). The remaining responses were each individually less than 4%.

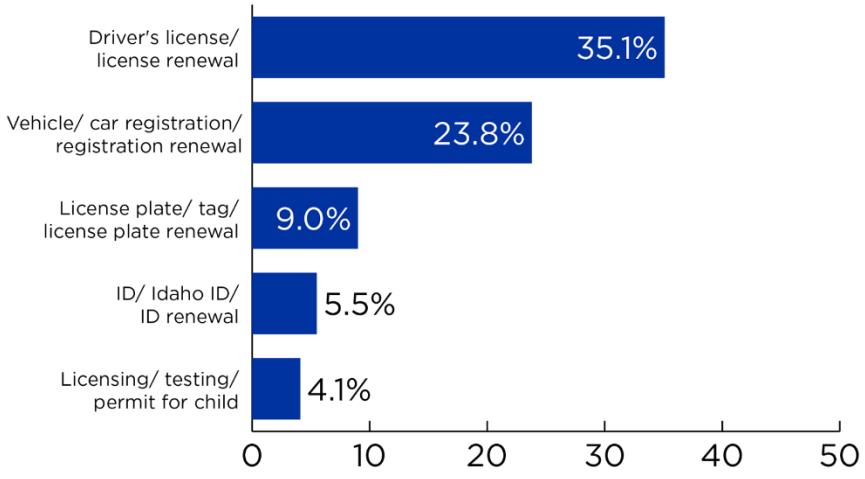


Figure 4.10 Reason for DMV Interaction (Top 5 Responses) [open ended]

ITD staff assisted IPI in accurately sorting respondents' reasons for their visit into the DMV's two primary service areas– driver services and vehicle services. Subsequent analysis showed satisfaction ratings of

respondents whose most recent visit dealt with DMV driver services (licensing, ID, permits, etc.) and those who used vehicle services (registration, titling, etc.) were similar when compared. As Table 4.2 depicts, any differences fall within the margin of error, suggesting that customer satisfaction varies very little according to service type.

Table 4.2 DMV Satisfaction by Service Type

Satisfaction Rating	Driver Services	Vehicle Services
Excellent	22.6%	21.0%
Good	50.6%	50.7%
Fair	21.0%	22.6%
Poor	4.3%	3.8%
Not sure	1.6%	1.9%

Most respondents (82%) had interacted with the DMV in the last two years (Figure 4.11). Respondents aged 55 years or older were less likely (76%) to have interacted with the DMV recently than those under 55 (85%). There was not a substantial difference based on geographic region or population.

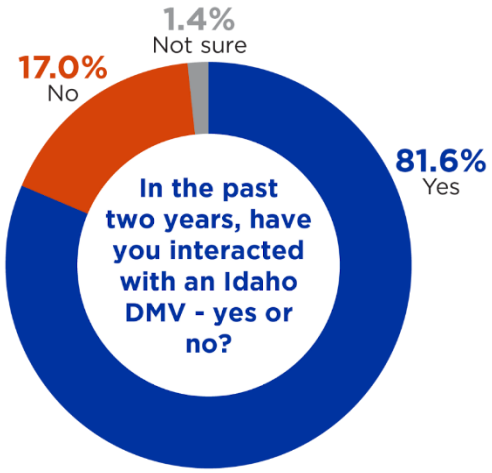


Figure 4.11 DMV Interaction in Past Two Years

Respondents who indicated they had interacted with the DMV in the last two years were asked how they had done so (it was possible for respondents to select more than one mode). Service delivery mode showed some impact on respondent satisfaction. More respondents rate DMV services as excellent or good when indicating their preference is to interact with DMV services in-person (75%) or online (74%), compared to those who prefer to interact via mail (66%), phone (61%), and appointment (65%).

Respondents who have used the DMV's online services before were also five points more likely to rate DMV services positively.

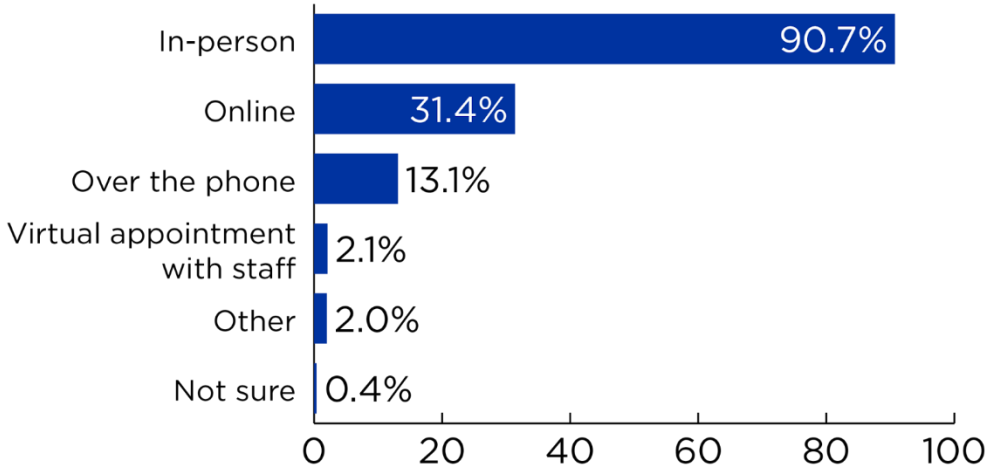


Figure 4.12 DMV Interaction Type

RQ3: Factors Impacting DMV Customer Satisfaction

What factors substantially impact DMV customers' satisfaction levels?

Survey results suggest that customer convenience and their overall willingness to use online services are most impactful, followed by demographic characteristics such as how long they have lived in Idaho, their age, and the population levels of their area.

As already noted, when asked what influenced their satisfaction, the helpfulness of DMV staff (33%) and the quickness of their visit (23%) were the most positive factors survey respondents identified, accounting for more than half of all responses.

Respondents were asked to identify the most important factor to them when considering whether to complete a DMV transaction online (Figure 4.13). Convenience remained a top response regardless of the respondent's overall satisfaction rating or age group. That said, the importance of convenience was far more pronounced among those aged 25-44 (57-60%) compared to those aged 65 or older (39%). Women were also nine points more likely to say convenience (59%) than men (50%). Conversely, those who said they would not complete a DMV transaction online are four to six points more likely to have rated DMV services poorly. Men (15%) were slightly more likely than women (10%) to say they would not complete a transaction online.

Some differences also exist between longtime Idaho residents and new arrivals to the state, with newcomers five points more likely to identify it taking less time (21%) and longtime residents five points more likely to say they would not complete a transaction online (14%). Regionally, respondents in

counties with populations under 25,000 were more likely to say they would not complete a transaction online (24%), while also being less likely to say convenience is their top concern (44%).

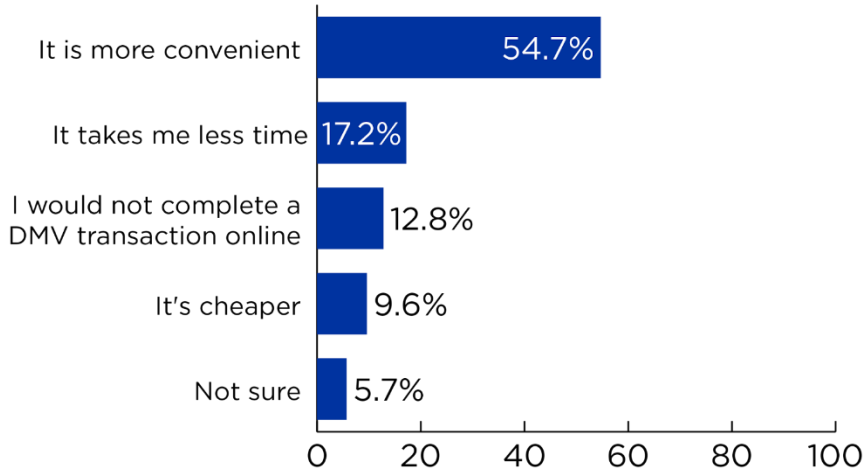


Figure 4.13 Which of the following factors would you say is most important to you when considering whether or not to complete a DMV transaction online?

The half of respondents (n=547) who said convenience was the most important factor were subsequently asked to identify which option from a list was closest to what they meant by the term. Figure 4.14 outlines these definitions.

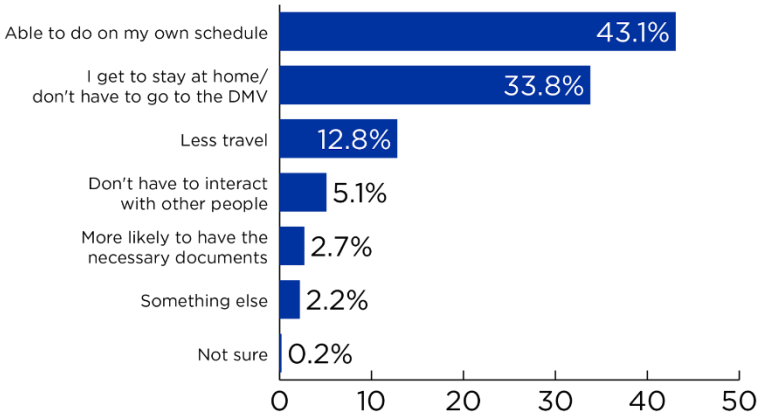


Figure 4.14 When you say convenient, which of the following is closest to what you mean? (n=547)

Majorities or near-majorities of respondents ranked DMV satisfaction as good, regardless of how they defined convenience. The ability to complete the transaction on their own was the top response among respondents aged 18 to 44 and those 65 or older, while it was the second highest response among those aged 45 to 64. That said, defining convenience as the ability to stay at home was more pronounced among respondents aged 45 or older. Respondents from counties with populations between 25,000 and 75,000 were 11 to 17 points more likely to define convenience as the ability to do things on their own

(57%) compared to other population levels, while also being eight to 13 points less likely to cite the ability to stay at home.

Concerns about data privacy and protections may impact customers' satisfaction with the DMV. Over the past three years, the Idaho DMV processed an average 260,000 QR code registration renewal transactions a year. While only a quarter of respondents (23%) said they had already used a DMV QR code, we asked all respondents whether they had any security concerns about scanning a QR code on a document sent to them by the DMV (Figure 4.15). Almost a third said that they would be concerned (31%) and an additional 12% were unsure.

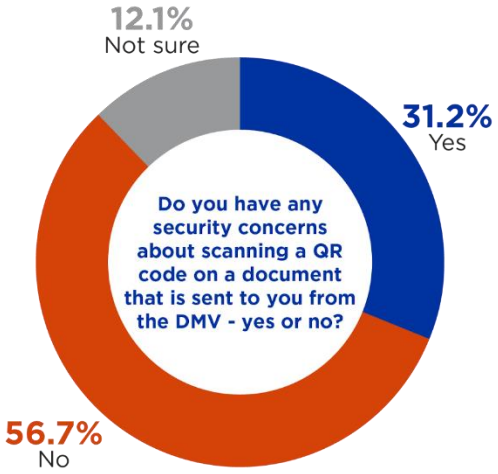


Figure 4.15 QR Code Security Concern

Concern over QR code security had minimal impact on DMV satisfaction ratings, with the only notable difference being those with concerns being eight points less likely to rate DMV services good and six points more likely to rate it fair. Concern over QR code usage rose with age, going from 20-25% of those aged 18 to 34 having concerns and rising to 42% of those aged 65 and older. Similarly, respondents from counties with populations under 25,000 were eight to ten points more likely to have concerns (39%) compared to other areas.

When asked about their trust in the DMV specifically (Figure 4.16), more respondents (71%) trust the DMV to securely handle and protect the data given to them online compared to trust in the QR code (57%). Not surprisingly, respondents who said they trusted the DMV were eight points more likely to rate their satisfaction as excellent (24%) and 14 points more likely to say good (55%) compared to those who distrust the DMV. Similarly, those who distrust the DMV were 12 points more likely to answer fair (30%) and 10 points more likely to say poor (11%) when rating the DMV. While trust in the DMV was the majority response among all age groups, it was weakest among those aged 55 to 64 (61% trust) and those aged 65 and older (64%). Regionally, trust was also 10-11 points higher among respondents who live in a county with populations over 75,000 (75% trust).

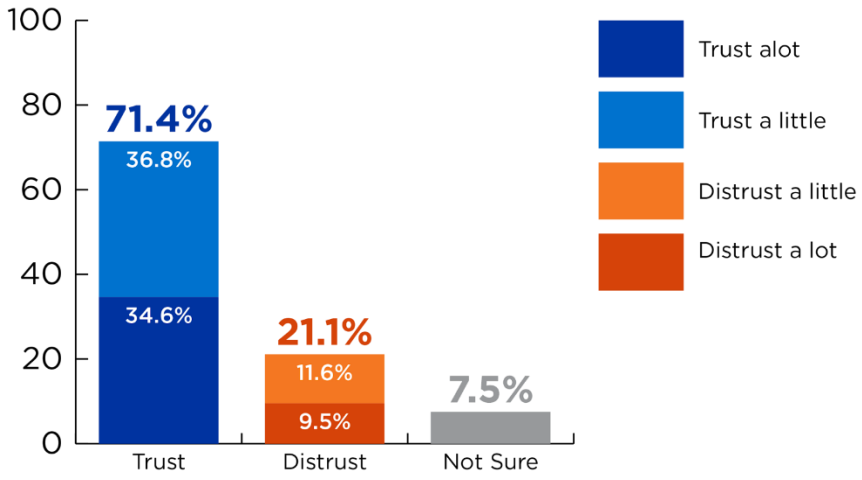


Figure 4.16 Would you say you trust or distrust the Idaho DMV to securely handle and protect the data you give to them online?

Finally, we asked respondents to rate their level of agreement with a series of statements about aspects of their DMV experience. Most respondents (88%) agreed that DMV staff are courteous, while a similar proportion (90%) agreed that staff are knowledgeable. Three-quarters (75%) of respondents agreed that their in-person visits had a reasonable wait time.

Fewer respondents, although still more than half (58%), agreed that the DMV website is easy to use, although that proportion jumps to 73% agreement among respondents who have previously used online DMV services. Respondents who did not agree were more likely to express uncertainty than disagreement.

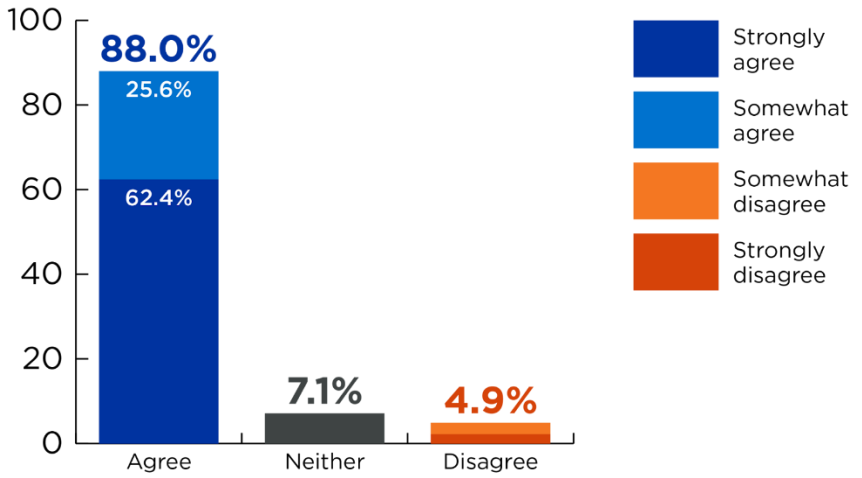


Figure 4.17 Agree or disagree - The DMV staff are courteous

Opinions on staff courteousness had a substantial impact on whether respondents rated overall DMV services positively or negatively. Respondents who agreed DMV staff was courteous were much more likely to rate DMV services excellent (24%) or good (54%) compared to those who disagreed (4%

excellent, 20% good)—a 20 point difference between the two groups in rating DMV services "excellent" and a 34 point difference in rating services "good." Similarly, those who disagreed that DMV staff were courteous were far more likely to rate DMV services as fair (41%) or poor (35%) than those who agreed (19% fair, 2% poor). There was no major difference in agreement levels based on age, region, or population levels.

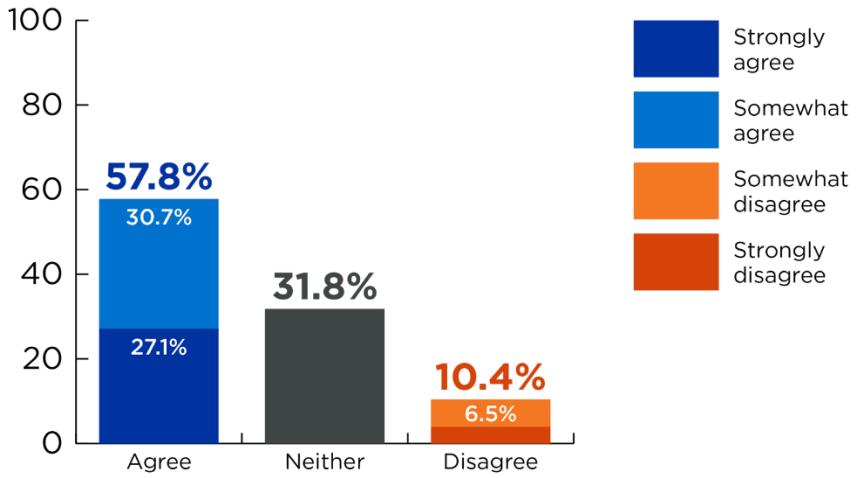


Figure 4.18 Agree or disagree - The DMV website is easy to use

Respondents who agreed that the website was easy to use were 11 points more likely to rate their satisfaction level as excellent (25%) and five points more likely to say good (52%) compared to those who disagreed, while similarly being eight points less likely to rate the DMV fair (19%) and nine points less likely to rate it poor (2%). Most age groups saw a majority agreeing the DMV's website is easy to use—those aged 18-24 (58%), aged 25-34 (63%), aged 35-44 (63%), aged 45-54 (66%), and aged 55-64 (54%). Respondents aged 65 or older were the only age group to be evenly split between agreement (45%) and disagreement (45%). Newcomers to the state of Idaho were six points more likely to agree the DMV's website is easy to use (63%) than longtime residents (57%), while respondents from counties with populations above 75,000 were also more likely to agree (62%) on the website's ease compared to respondents from counties with fewer than 75,000 residents (47-51%). Similarly, respondents were less likely to agree that the website is easy to use if they were from rural (49%) or small town (36%) zip codes.

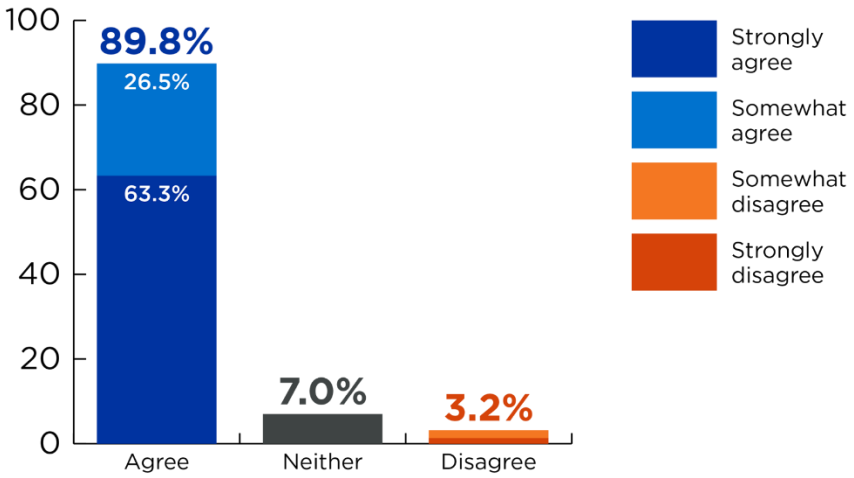


Figure 4.19 Agree or disagree - The DMV staff are knowledgeable

Individuals who agreed that staff was knowledgeable were 23 points more likely to rate DMV services as excellent (23%) and 25 points more likely to rate it as good (53%). Similarly, they are 19 points less likely to rate it fair (19%) and 31 points less likely to say poor (3%). Again, there was no major effect on agreement levels due to age or population.

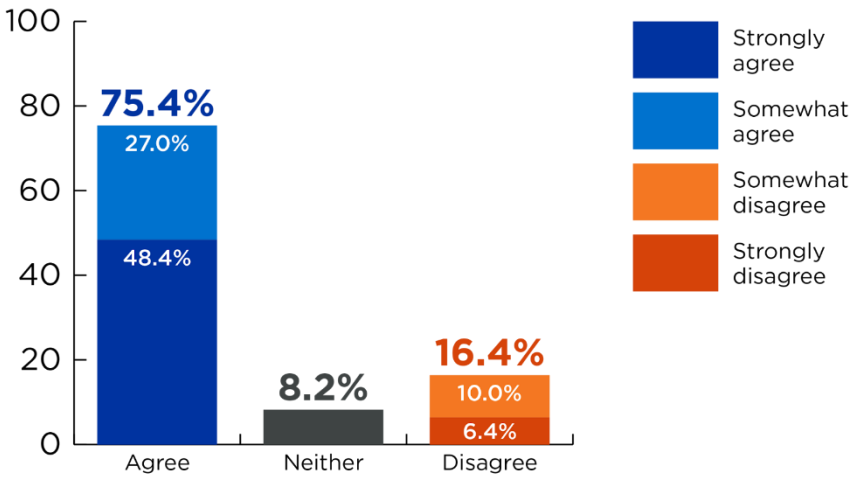


Figure 4.20 Agree or disagree - My in-person visits to the DMV had a reasonable wait time

Finally, when it came to reasonable wait times, those who agreed with the statement that their in-person visits to the DMV had a reasonable wait time were 20 points more likely to rate the DMV as excellent (26%), 16 points more likely to rate it as good (54%), 21 points less likely to rate it fair (17%), and 14 points less likely to rate it as poor (2%). While there was not a notable age effect, newcomers to the state were more likely to agree that their DMV visits had a reasonable wait time by 10 points and longtime residents were more likely to disagree by 10 points. Respondents from ITD District 6 were least

likely (67%) to agree, while respondents from District 2 were most likely (82%) to agree. Agreement was also 8-11 points higher among respondents who lived in counties with populations under 25,000 (83%).

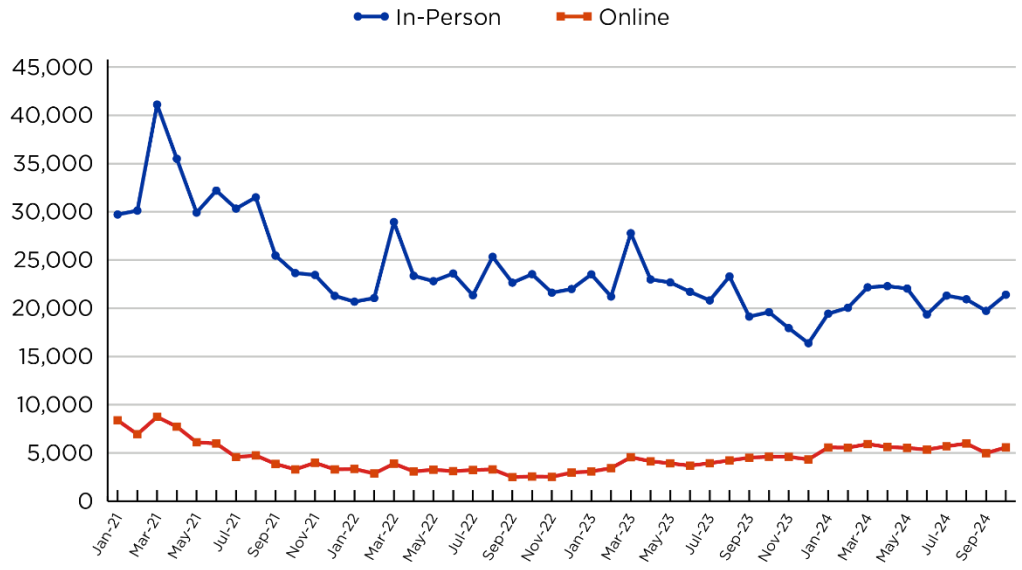
Collectively, analysis of these findings suggest that wait times are the strongest driver of DMV satisfaction ratings, followed by staff courtesy, then ease of website use and staff knowledge.

RQ4: Impact of Enhanced Online Services

How have enhanced online services impacted DMV customers' experience? Are any of the improvements more impactful than the others?

Both ITD transaction data and survey data provide useful information for this question. Where transaction data provides an accurate assessment of volume over time, often coinciding with modernization efforts, survey data allows us to infer the motivations that drive online service adoption among DMV customers.

Driver Services began online driver's license renewals in 2019. Transaction data shows that there has been a slow, steady increase in the number of online driver's license renewals relative to in-person renewals, although the magnitude of this increase remains small. In-person renewals have exhibited an overall downward trend, as illustrated in Figure 4.21, although both in-person and online transactions have remained steady for much of 2024. Higher transaction numbers in early 2021 may be the result of the return to more traditional practices after changes during the COVID-19 pandemic. However, in-person license renewals spiked annually in March of 2021, 2022, and 2023 in multiple counties for unknown reasons.

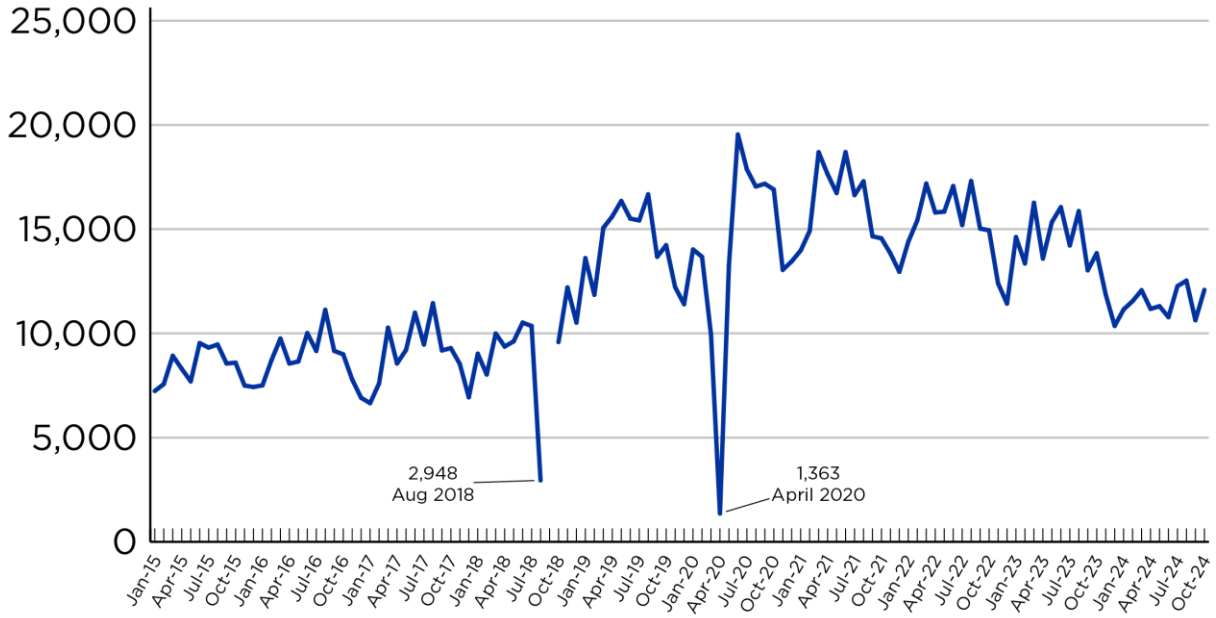


Note: The GEM system went live in 2018 and substantial data errors were seen until 2020. This data is not displayed.

Figure 4.21 Driver's License Renewal Transactions (Jan. 2021 - Oct. 2024)

Following its implementation in 2018, the state's GEM system produced substantial data errors until 2020, preventing direct comparison of current data with earlier trends. Some factors may be preventing the public from engaging more fully with online driver's license renewal options, which could present an opportunity for public education and outreach efforts.

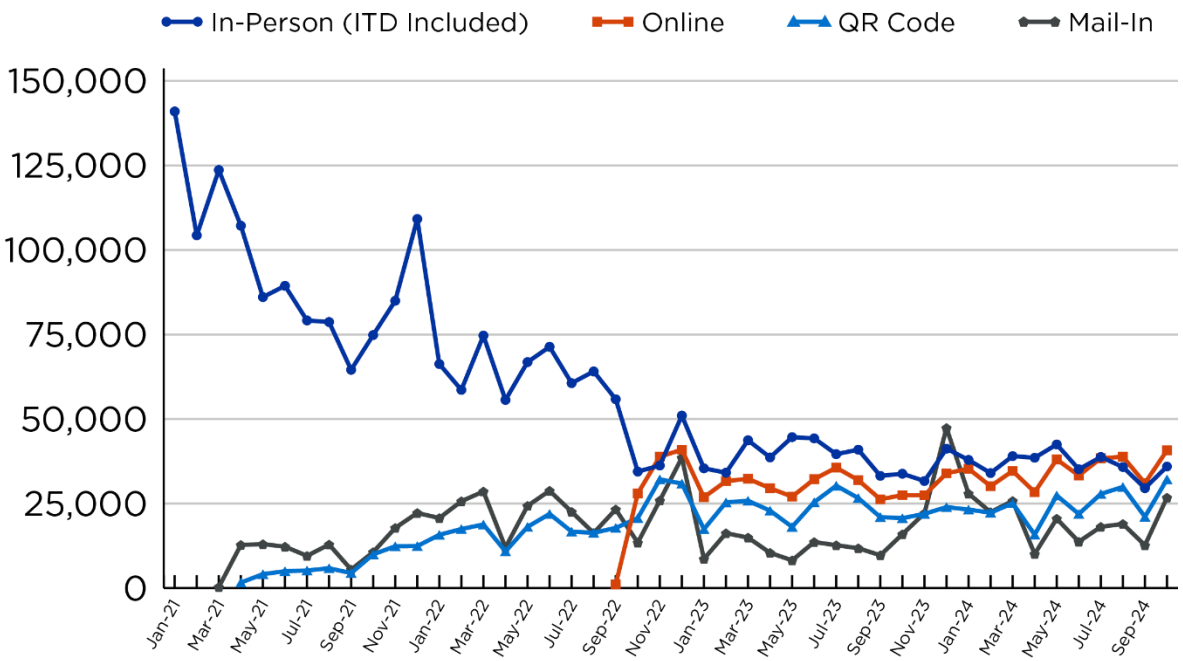
Transaction data for new driver's licenses, which cannot be completed online, has a more positive trendline over a longer period of time. These transactions have generally increased since 2015, as shown in Figure 4.22, rising from 7,236 transactions in January 2015 to 12,085 in October 2024, a 67% increase in monthly transaction volume. Population growth in Idaho is likely a contributing factor. Some seasonality is observed with transactions, where a dip is seen towards the end of the year, likely due to county offices being closed over the holidays.



Note: Transaction data has two outlier months (August 2018 and April 2020) where numbers are significantly lower than those for adjacent months. There are no listed transactions for September 2018.

Figure 4.22 New Driver's License Transactions (Jan. 2015 - Oct. 2024)

Turning to Vehicle Services, we see a greater impact of online modernization efforts. Figure 4.23 shows the number of vehicle registration renewal transactions over the past four years, with a notable increase in the number of online registration renewals beginning in 2022 when reporting changes were made to fully capture online transaction data. From October 2022, the first full month of this data, to October 2024, online transactions grew from 27,982 to 40,746, a 46% increase in monthly volume.



Note: For 2021 and part of 2022 online transactions were recorded as ITD in-house transactions, reporting changes in 2022 allowed these transactions to be reported accurately later in 2022 forward.

Figure 4.23 Vehicle Registration Renewal Transactions (Jan. 2021 - Oct. 2024)

At the same time, in-person renewals have decreased, declining from 140,972 transactions in January 2021 to 35,958 in October 2024, a 74% decrease in monthly volume. In-person renewals have consistently fallen below online renewals since mid-2024. Renewals by mail have remained as a steady third option, without any notable increase or decrease in recent years.

Over the same period of time, new and transfer vehicle registrations (Figure 4.24), which are not available online and are only recently being offered through an authorized dealership or through the county motor vehicle offices, have remained relatively constant. New vehicle registration data shows some seasonality, with the September through February months each year exhibiting dips in the number of transactions followed by spikes from March through August. It is important to note that the use of the QR code is an online transaction that can be completed by the customer, without having to fully set-up an online DMV portal account.

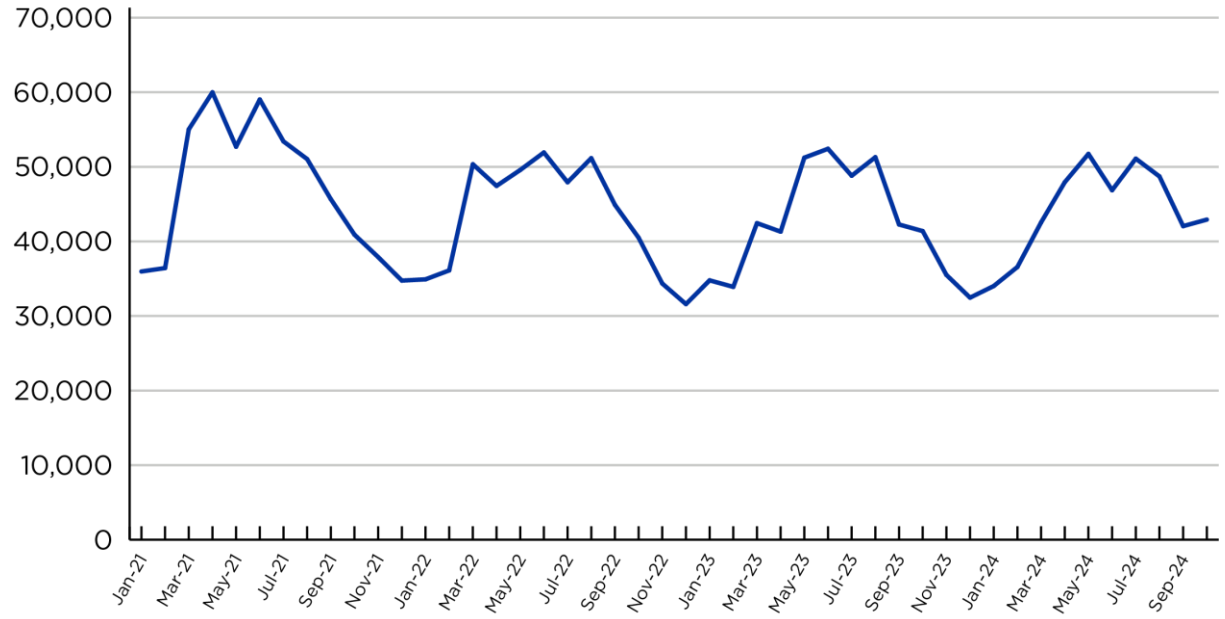


Figure 4.24 New Vehicle Registrations (Jan. 2021 - Oct. 2024)

Transaction data for vehicle titles (Figure 4.25), which cannot be completed online and must be done in-person, indicates a large amount of activity in early 2021, possibly attributable to the DMV's centralization efforts. COVID-19 stimulus funding during this time may also have amplified vehicle purchases. Following 2022, vehicle purchases appear to follow a seasonal trend and dip from January-March, followed by increases in the summer months.

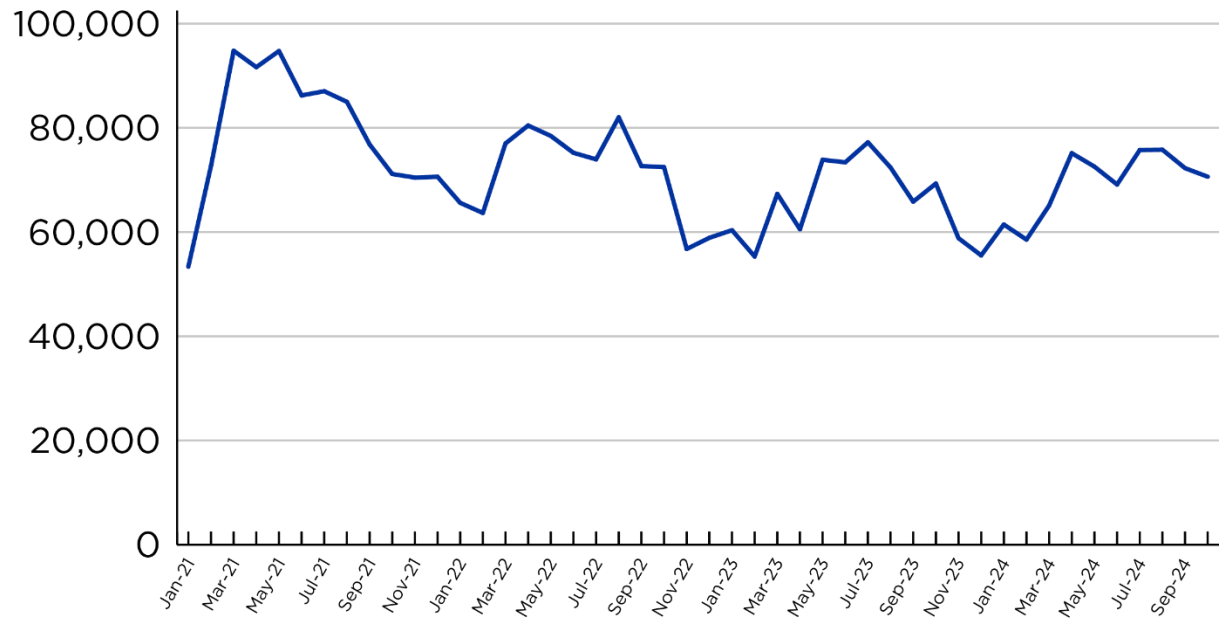


Figure 4.25 Vehicle Title Transactions (Jan. 2021 - Oct. 2024)

Collectively, transaction data for both Driver and Vehicle Services show that online adoption is high among registration renewals, paired with a corresponding decrease in in-person renewals. Adoption is much slower among driver's license renewals, where online adoption is increasing at a more marginal rate and the corresponding decrease of in-person renewals has instead plateaued at its current level.

The survey data provides additional context to customers' motivations. Two-thirds of respondents (66%) indicated they had used the Idaho DMV's online services to do something like renewing their driver's license or vehicle registration (Figure 4.26). Usage was normally distributed by age, with the highest rates found among those aged 35-44 (73%) and aged 45-54 (76%), and the lowest among those aged 18-24 (55%) and aged 65 and older (56%). County population had little effect, as usage exceeded 60% regardless of population.

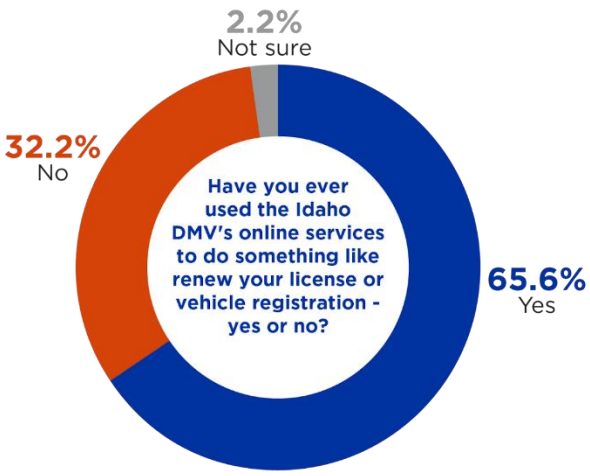


Figure 4.26 DMV Online Service Usage

The third of respondents that had not used the Idaho DMV's online service (n=344) were given an explanation of tasks that could be completed online without having to go to the DMV in-person or speaking to DMV staff and then asked how likely they would be to use these online services now that they had been made aware of them. Almost two-thirds of this group (64%) said they would be likely to use online services now that they were aware of them (Figure 4.27).

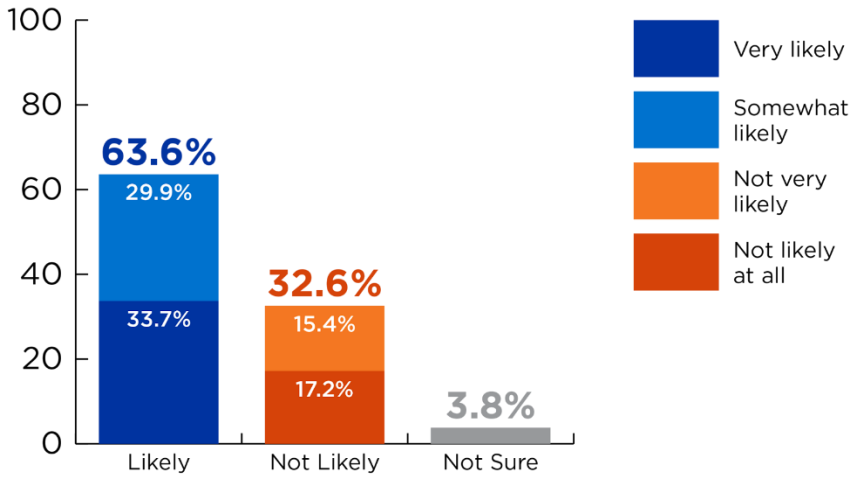


Figure 4.27 With the Idaho DMV's online services, many tasks like renewing a driver's license or vehicle registration can be done without having to go in-person or speaking to DMV staff. Knowing this, how likely would you be to use these online services in the future? (Only asked to those who had not used or were unsure if they had used DMV online services, n=344)

New arrivals to the state were more likely to say they would use online services in the future (74%) than longtime residents (60%). Respondents aged 25-34 said they would be very likely (48%) to use online services in the future, 15-22 points higher when compared to other age groups. Alternatively, those aged 65 or older had the lowest proportion who would be willing to try online services in the future, although it was still a majority (53%). Those who live in counties with populations under 25,000 were much less likely to say they would use online services in the future (38%), roughly 20-35 points lower when compared to counties with higher populations.

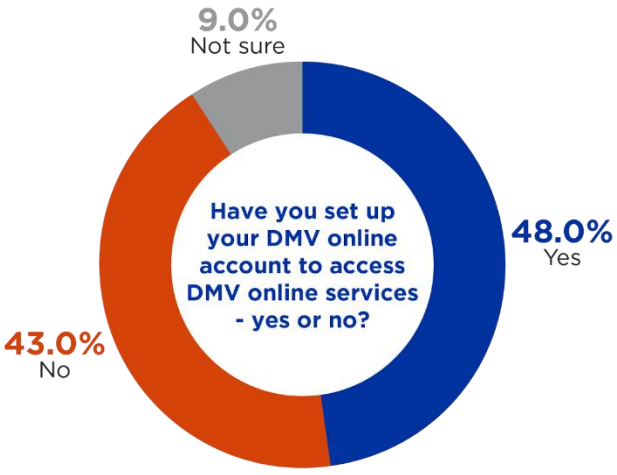


Figure 4.28 Online Account Set-Up

All respondents were asked if they had created a DMV online account, regardless of whether they had used Idaho DMV online services before. More than half of those aged 25-34 (54%), 35-44 (57%), and 45-54 (59%) had created an account. Nearly half of those aged 18-24 (47%) and 55-64 (43%) and just under

a third of those aged 65 and older (29%) had created accounts. The rate of account creation among respondents from counties with populations under 25,000 (38%) was 4-17 points lower when compared to respondents from counties with higher populations.

Respondents who indicated they had not created an account or were unsure (n=520) were provided additional information explaining that an online DMV account would give them access to their driver's license, vehicle information, and additional DMV services in one place. They were then asked, knowing this, how likely they would be to set up an account in the future (Figure 4.29).

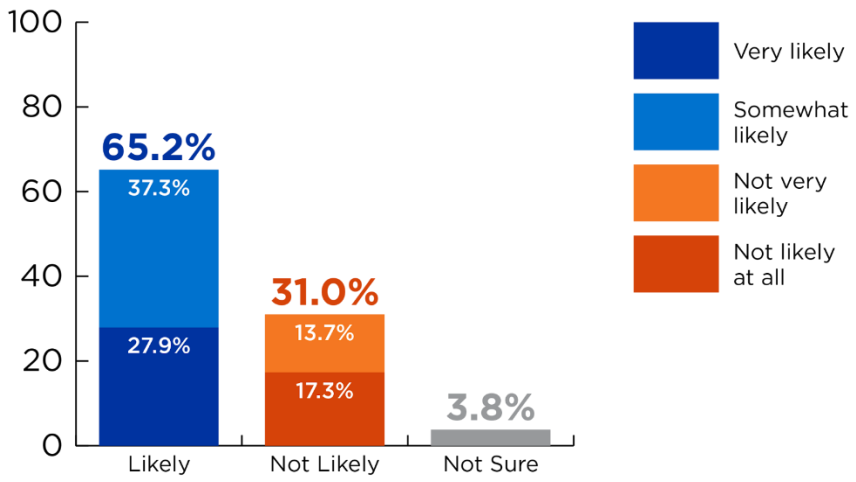


Figure 4.29 Setting up a DMV online account gives you access to your driver's license, vehicle information, and additional DMV services all in one place, making DMV services more streamlined. Knowing this, how likely would you be to set yours up?

Respondents who moved to Idaho within the past 10 years were more likely to say they would set up an account (72%) than longtime Idaho residents (63%). Older age groups were less willing to create an account, with those aged 55-64 (55%) and aged 65 or older (59%) being willing compared to 70% or more of respondents from age groups 18 years to 54 years. Similarly, respondents from counties with populations under 25,000 were 21-30 points less likely to say they would create an account (45%) compared to counties with higher populations.

Virtual services would allow customers to video chat with an Idaho DMV employee instead of going to an office in-person or completing their task fully online. Respondents were asked to rate how likely they would be to use that option if it were available (Figure 4.30).

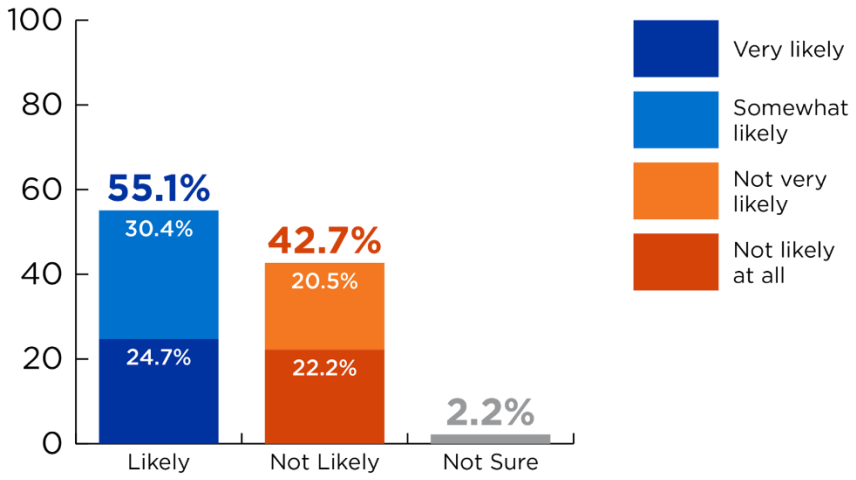


Figure 4.30 If you could have a video chat on your computer with an Idaho DMV employee instead of going in-person or completing your task fully online, how likely would you be to use that option?

New arrivals in the state were more likely to say they would use virtual services (61%) than longtime residents (54%). When looking at responses by age, favorability was strongest among those aged 25-34 (58%), 35-44 (57%), and 45-54 (63%). It was slightly lower among those aged 18-24 (51%), 55-64 (49%), and 65 and older (52%). The likelihood of using virtual services also increased with a county's population, with the lowest likelihood of use among respondents in counties with populations under 25,000 (42%) and the highest among counties with populations over 250,000 (62%).

Collectively, transaction and survey data show that online adoption is trending up and Idahoans, when informed of the option's availability, seem amenable to using it in the future. That said, age, how long one has lived in Idaho, and their community's rurality appear to impact that likelihood.

RQ5: Desired Additional Improvements

What sort of additional improvements would DMV customers like to see in the future?

We asked survey participants a series of questions about what they think the DMV should improve, their support for the DMV's strategic vision, DMV services they would like to see in the future, and respondents' willingness for mobile drivers' licenses. While answers varied and many respondents were unsure, results suggest Idahoans prioritize time, communication, and DMV employee knowledge.

Responses to the open-ended question, "What would you say the DMV needs to improve the most?" were coded into six categories, plus sections for "Don't Know," "Nothing," and "Other" (Figure 4.31). The top category was "Time, Communication, and Employee Knowledge" (28%). Several respondents emphasized a decrease in wait times and clearer instructions in this category. The need for improved employee knowledge was the top response among Hispanic respondents (34%), with many answering that assistance could be improved, compared to a smaller proportion of white respondents (27%). The

second highest response, Nothing (23%), indicates respondents who did not note any needed improvements.

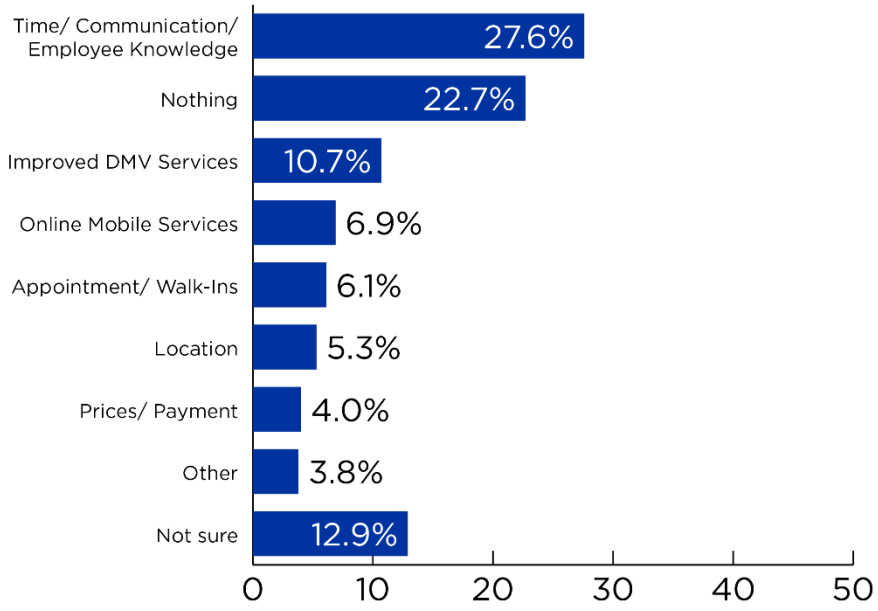


Figure 4.31 What would you say the DMV needs to improve the most? [open ended]

Most survey participants (78%) support the long-term goal of the DMV, that every Idahoan could visit the DMV offices in-person once in their life to confirm their identity, then all future services could be done remotely or online (with in-person appointments available if preferred).

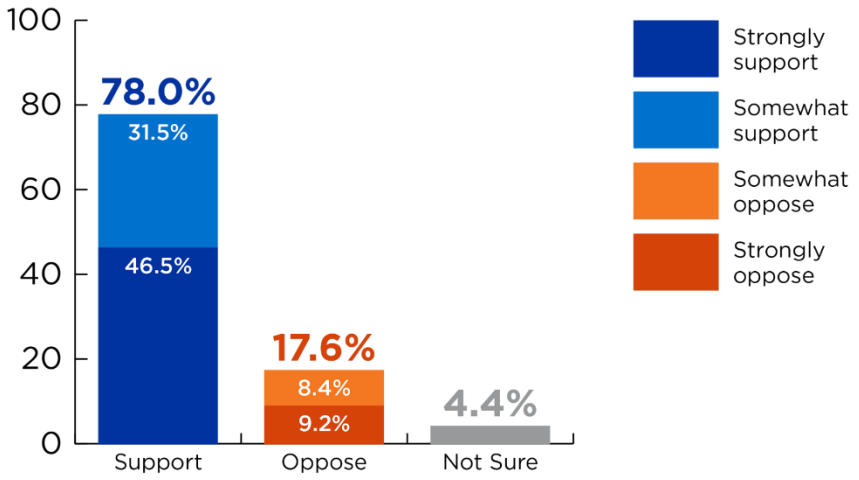


Figure 4.32 The Idaho DMV's long-term goal is that every Idahoan could visit the DMV offices in-person once in their life to confirm their identity, but that all future services could be done remotely or online. In-person appointments would remain available. Would you support or oppose this goal?

Newcomers, younger individuals, and those who have used the online DMV platform in the past were more supportive of the long-term vision. Those who have moved to Idaho within the past 10 years were seven points more likely to say they support the vision (84%) than long-term residents (77%). Support was also 11 points higher for those who have previously used online DMV services (82%), compared to those who have not used the website (71%). Younger adults supported the long-term goal more, with respondents aged 18 to 24 (87%) more likely to answer positively, compared to those aged 25 to 54 (79-83%). The lowest levels of support came from those aged 55-64 (69%) and those aged 65 or older (73%).

Responses to the question asking which services they would like to see at the DMV in the future were sorted into five categories, plus sections for "Don't Know/Refused" and "Other" (Figure 4.33). The majority of respondents did not have an answer for what services they would like to see in the future (77%). Those who did requested Expanded Online Services (5%), which includes improving online services and capability, offering online star card services, online license renewals, electronic driving licenses, and Zoom appointments. Respondents also said that Improved Customer Service (5%) and Expanded DMV Services (5%), such as different types of registrations, education services, passport renewals, and voter registration, would be beneficial.

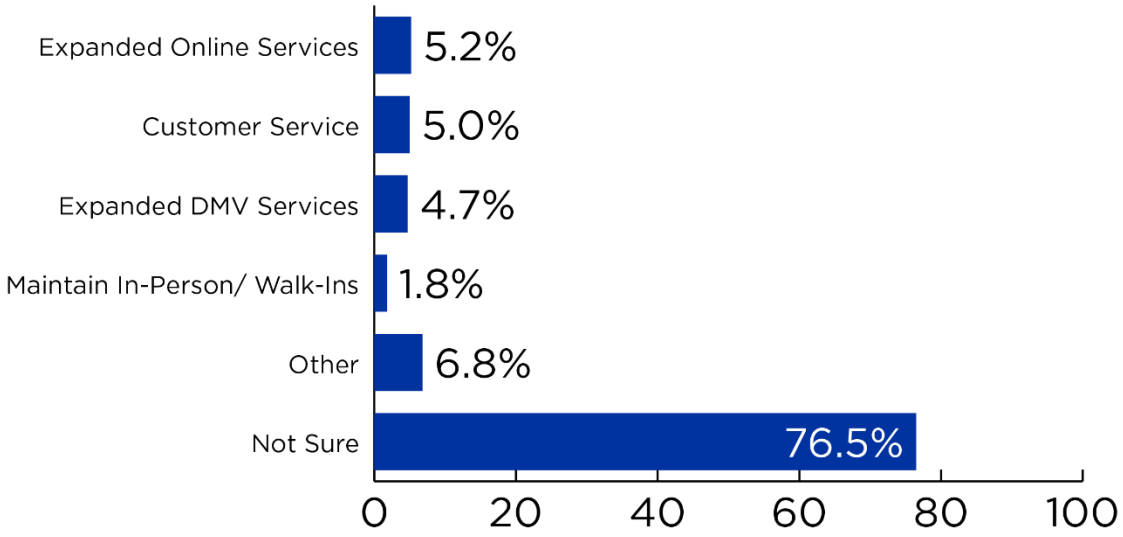


Figure 4.33 Are there any specific services you would like to see the Idaho DMV provide in the future? [open ended]

A modern advancement in the DMV policy space is Mobile Driver Licenses (mDLs). mDLs transform physical credentials, such as driver's licenses, into cryptographically verifiable digital formats. These credentials can then be stored in digital wallets and securely presented online and in person. To create mDLs, a complex ecosystem is required, including issuers, verifiers, trust services, and relying parties. However, once created, a mDL can be used for a range of purposes, from online banking to healthcare. To be effective, government services must design secure and user-friendly systems for credential issuance, verification, and security (Fisher & Galluzzo 2024; Science and Technology News Room 2022). Despite these substantial requirements, 13 states have implemented mDLs, with even more exploring

the process (American Association of Motor Vehicle Administrators 2025). Within those states, many users say that mDLs are more convenient, usable, and secure compared to a physical license (Johnson 2024).

To explore Idahoans receptiveness to mDLs, we asked survey participants about their willingness to use a mobile driver's license (Figure 4.34).

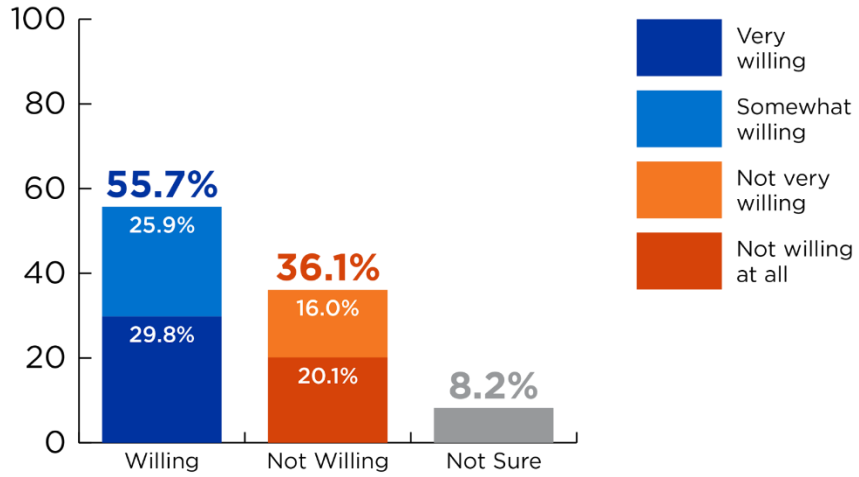


Figure 4.34 Some states have implemented mobile driver's licenses, which is an electronic extension of your physical card. This provides a secure way to share your information with stores, retailers, airports, and other service providers. If Idaho offered a mobile driver's license, how willing would you be to use it?

As education and income levels rose, so did support for mDLs. Individuals with a graduate degree (62%) were nine points more willing to use a mobile license compared to those with a high school diploma (53%), and people making over $100,000 were seven points more likely to support a mobile driver's license (63%) than individuals making under $50,000 (56%).

Support was higher amongst those who had previously utilized online DMV services (61%) compared to those who were willing but had not used the online platform (44%). Similarly, respondents who prefer online interactions were 25 points more willing to use a mobile license (68%) compared to those who prefer in-person services (43%). Younger individuals were also more open to mobile licenses, with the highest support coming from those aged 18-24 (68%), decreasing slightly among those aged 45-54 (60%), with the lowest levels of support found among those aged 55-64 (44%) and those aged 65 or older (39%).

Overall, respondents are open to modernization efforts and willing to try online mobile services. When considering potential changes, survey participants advocated for additional employee knowledge, decreased wait times, and expanded general and online services.

RQ6: Adequate Access to a Local DMV

Do Idaho customers have adequate access to a local DMV where they live or work? How does that shape their interaction with services?

The survey's sample included responses from individuals across all 44 Idaho counties, with the vast majority indicating that they had ready access to their local DMV.

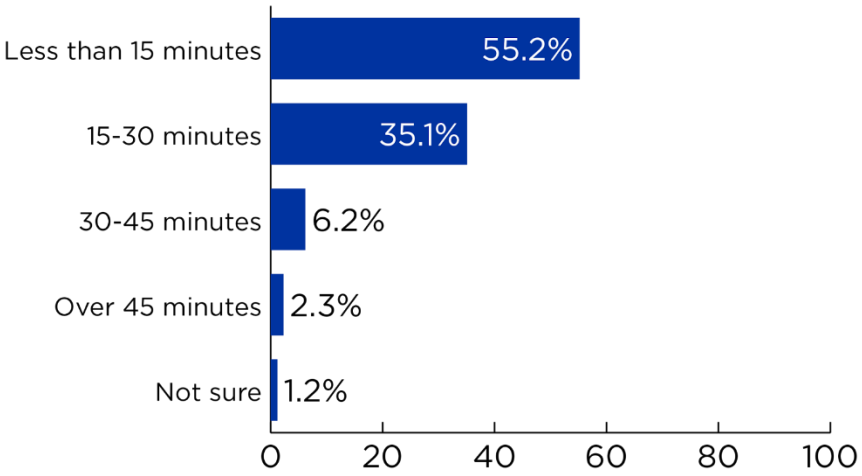


Figure 4.35 How far would you say you have to drive to reach your local DMV office?

As previously noted, one-third of respondents (34%) currently reside in counties with populations under 75,000. Over half (55%) of respondents indicated that they were less than 15 minutes away from their local DMV, while few reported having to drive more than 30 minutes to reach a local DMV (9%). Respondents that report being over 30 minutes away from their local DMV are located in all six ITD Administrative Districts. The largest proportion (32% of this group) are located in District 3, followed by District 2 (24% of this group).

While rurality plays some role, it is not as determinative as might be expected (Table 4.3). While respondents who live in a rural area are more likely to report having to drive over 45 minutes, the proportion of this group who do remains relatively low (10%). This suggests that, on average, most Idahoans can readily access their DMV.

Table 4.3 Travel Time by RUCA Code

Travel Time	RUCA 1 (Urban)	RUCA 2-6 (Commuting)	RUCA 7-10 (Rural)
Less than 15 minutes	58.9%	56.1%	37.5%
15-30 minutes	37.4%	30.2%	35.3%
30-45 minutes	2.6%	9.4%	15.4%
Over 45 minutes	0.5%	2.2%	10.3%
Not sure	0.7%	2.2%	1.5%

Of the individuals reporting an interaction with the DMV within the last 2 years (n=816, see Figure 4.11), the vast majority of respondents (91%) indicated they had completed an in-person transaction at the DMV, while a little less than one-third (31%) said they had interacted online.

Individuals that lived within 30 minutes of their local DMV were more likely to report an online transaction (30-37%) compared to those who lived over 30 minutes away from their local DMV (6-20%). All individuals who traveled over 45 minutes to their local DMV that had an interaction with the DMV in the last 2 years completed at least one transaction in-person (100%), while very few of this same group reported completing a transaction online (6%). Conversely, nearly a third (30%) of individuals who lived less than 30 minutes from a DMV reported completing an online transaction. This discrepancy indicates a difference in behavior among individuals based on how far they resided from their local DMV. Those reporting over 45 minutes of travel to their local DMV were more likely to be female with a median age of 55 when compared to individuals reporting a shorter DMV commute.

RQ7: Type of Agent Interaction Preference

Do DMV customers prefer a specific type of agent interaction (in-person vs. virtual vs. online)? Does that preference vary according to specific service type?

Customers largely prefer in-person or automated online transactions. Additionally, a preference for automated online transactions is more pronounced among Vehicle Services than Driver Services.

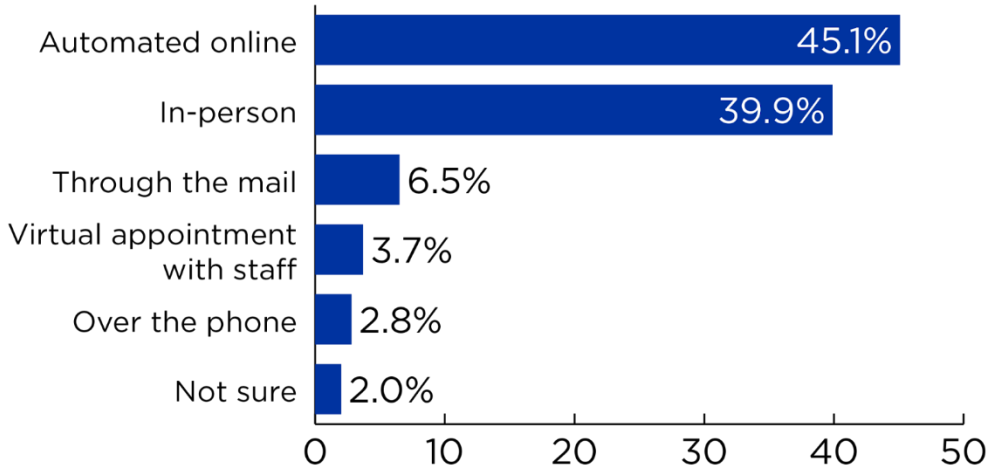


Figure 4.36 When it comes time to renew your driver's license or vehicle registration, how would you prefer to interact with the Idaho DMV?

Individuals who had not interacted with the DMV in the past two years were less likely to prefer in-person interaction compared to those who had recently interacted, but were otherwise similar, as shown in Table 4.4.

Table 4.4 Interaction Preference by DMV Interaction in Past 2 Years

Interaction Preference	Yes, interacted with the DMV in the past 2 years	No, did not interact with DMV in the past 2 years
Automated online	44.6%	49.4%
In-person	42.2%	28.8%
Over the phone	2.3%	4.7%
Through the mail	6.1%	8.2%
Virtual appointment with staff	3.6%	3.5%
Not sure	1.2%	5.3%

Interaction preferences did differ based on the rurality of the individual (Table 4.5). Respondents from urban zip codes preferred automated online interaction while rural respondents tended to prefer in-person interactions with the DMV. Respondents from commuting zip codes fell between the two.

Table 4.5 Interaction Preference by RUCA Code

Interaction Preference	RUCA 1 (Urban)	RUCA 2-6 (Commuting)	RUCA 7-10 (Rural)
Automated online	50.3%	42.1%	28.7%
In-person	32.4%	45.3%	61.0%
Over the phone	3.1%	2.9%	1.5%
Through the mail	7.2%	4.7%	7.4%
Virtual appointment	5.1%	2.5%	0.0%
Not sure	1.9%	2.5%	1.5%

RQ8: Media Campaign Best Practices

What are good practices for media campaigns to reach customers?

A review of a combination of ITD's marketing analytics, best practices, and survey responses indicate that different demographic groups have different preferences. As online DMV modernization efforts continue, it is helpful to consider how Idaho residents are likely to learn about these updates and which media could be best utilized to inform residents about changes.

While the DMV has launched several modernization initiatives in the past 10 years, the implementation of QR codes in the renewal process is of specific note. Following the COVID-19 pandemic, the use of QR codes increased significantly worldwide. Many of these QR codes were used as a payment method and to facilitate contactless transfer of information (Nguyen and Tho 2024; Tu et al. 2022). QR code usage continues to increase. In 2024, QR code creation in the U.S. increased 238% compared to 2021; in 2022, the US was the leader in global QR scans with 38 million scans nationally (Prakkat 2024). Driving QR code adoption is ease of use, cost-effectiveness, and versatility (Das 2024).

QR codes have been used in modernization efforts for e-government services for several years, including use by the National Park Service and the Mobile Environmental Information Services. QR codes have been used to efficiently distribute information and make government services more accessible to the public, while also making data entry and management more feasible for government employees (Lorenzi et al. 2014). However, the adoption of this new technology does have challenges, especially for users unfamiliar with technology. Providing technology education and making efforts for digital inclusion can help to alleviate some of these barriers (Mora and Ovando 2022).

QR code use to access DMV services was relatively low among survey respondents (Figure 4.37). However, as income and education levels rose, respondents were more likely to answer positively. Few

of those with a high school diploma (17%) indicated that they had scanned a QR code to access DMV services, compared to nearly one-third of those with a bachelor's degree (30%) and a quarter of those with a graduate degree (26%). Similarly, respondents with annual household incomes under $50,000 were 10 points less likely to say they had scanned a DMV QR code (19%), compared to those making over $100,000 (29%).

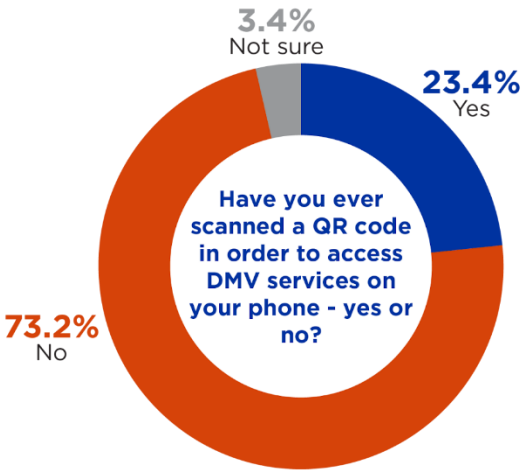


Figure 4.37 QR Code Usage

Of those who oppose the DMV's long-term goal of modernization efforts, most (84%) indicated that they had never utilized a QR code to access DMV services, a 13 point difference compared to those who support modernization efforts but had not scanned a QR code (71%).

Despite most respondents never using QR codes to access DMV services in the past, a majority (64%) indicated that they would be willing to scan one in the future to access services (Figure 4.38). Similar to previous questions, those with higher education and income levels were more willing to scan a QR code in the future: those with a graduate degree were nine points more willing (70%) than those with a high school diploma (61%), and respondents making over $100,000 were 15 points more willing (76%) than those making under $50,000 (61%). Willingness to scan a QR code declines considerably with age. Those aged 18-24 (81%) and aged 25-34 (79%) are most willing, but willingness declines among those aged 35-44 (74%), aged 45-54 (64%), and aged 55-64 (53%). Those aged 65 years or older are the least willing (46%) to scan a QR code, a 35 point difference compared to younger respondents.

Many respondents who did not support the long-term goal of the DMV indicated that they were also unwilling to scan a QR code: two-thirds (66%) of those who oppose the long-term modernization efforts also responded that they were unwilling to scan a QR code, compared to a much smaller proportion (22%) of those who supported the long-term goal but were unwilling.

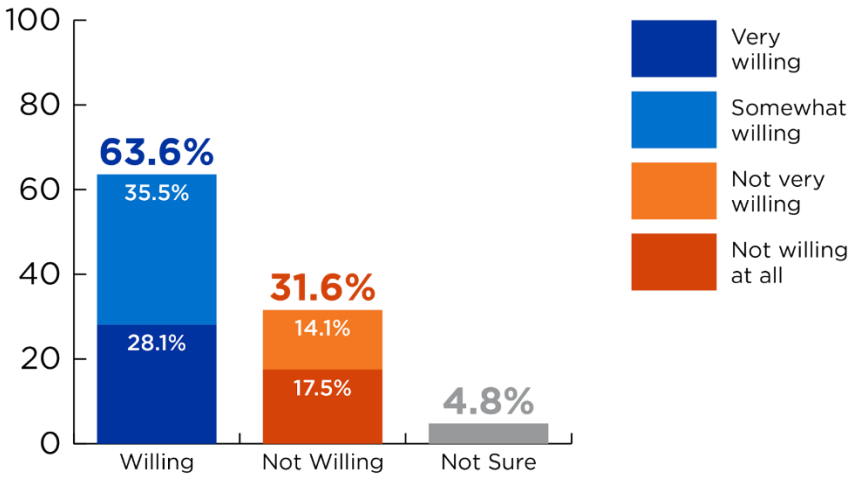


Figure 4.38 How willing would you be to scan a QR code in order to access DMV services on your phone?

As discussed in a previous section, about a third of respondents (31%) had security concerns about QR codes, impacting their willingness to scan one. Those who prefer and have used online services in the past (67%) had lower concerns about potential security risks compared to those who like in-person services (46%). Additionally, respondents who had previously interacted with online DMV services indicated that they were not concerned about data risks (62%), 15 points higher than those who had not previously utilized online DMV services.

To consider alternative ways to reach DMV constituents, survey participants were asked which methods were best to communicate news to the community. Participants were able to select multiple responses out of eight possible choices (Figure 4.39). About the same number of respondents selected the top four responses, with social media being slightly more popular and the DMV website slightly less.

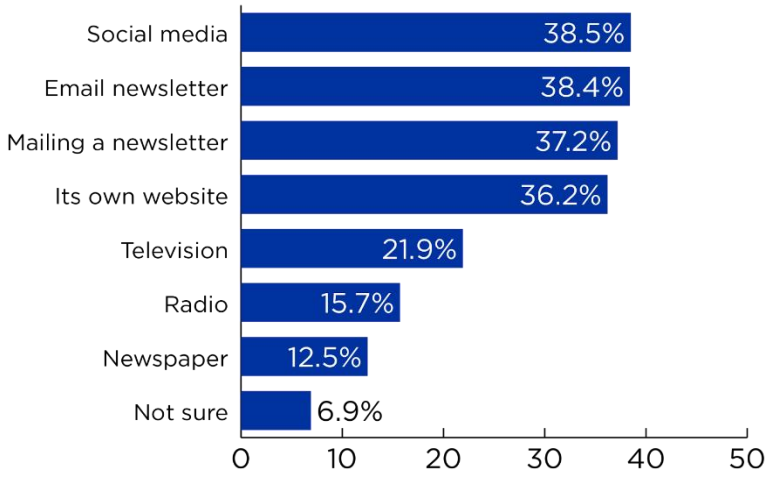


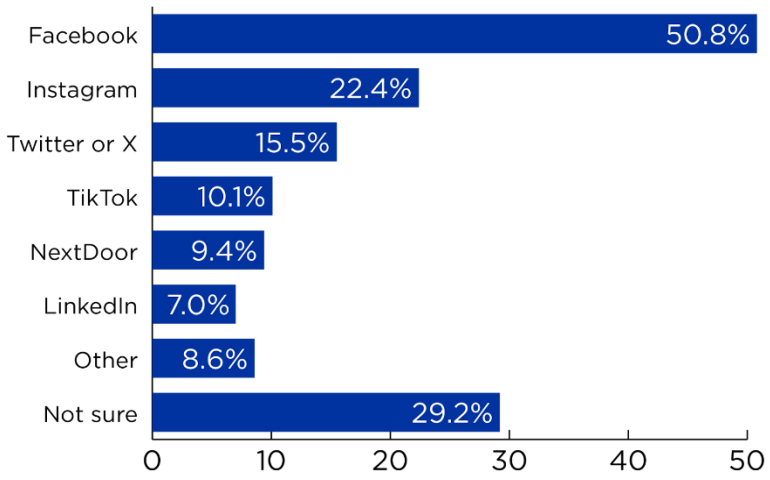
Figure 4.39 In your opinion, what is the best way for the DMV and other government agencies to communicate news to the community?

Different groups preferred different communication methods, although the top four choices matched most groups. Social media was the most preferred method among women (43%), nine points higher than men (34%). Comparatively, the most preferred method among men was an email newsletter (40%), four points higher than women (36%). There was also a difference between income groups. Those with annual household incomes under $50,000 most preferred mailing a newsletter (42%), while those making between $50,000 and $100,000 a year preferred social media (32%), while nearly half of those making over $100,000 a year said that an email newsletter (48%) was the best option.

Younger individuals preferred online communication compared to older participants. Individuals aged 18-24 selected social media as the best form of communication (53%), as did those aged 25-34 (46%) and aged 35-44 (49%). Those aged 45-54 preferred the DMV website (42%), as did those aged 55-64 (46%). Those aged 65 or older preferred mailing a newsletter (37%).

Those who would rather have in-person interactions were more likely to prefer communication outside of electronics, compared to those who are open to modernization efforts and comfortable with online communication. Of individuals who preferred in-person interactions, mailing a newsletter was viewed as the best way to communicate (41%), as did those who opposed the DMV's long-term modernization goal (47%). In comparison, among those who liked online interaction, most felt an email newsletter (45%) was the best option, followed by social media (42%) and the DMV website (40%).

To determine best media practices, we asked survey respondents which type of social media platform they think is best to communicate with DMV constituents. Participants were able to select multiple choices out of eight options (Figure 4.40). Facebook was the most preferred social media platform for sharing information across all demographics, followed by Instagram.



Note: State agencies in Idaho are prohibited from using TikTok.

Figure 4.40 Specifically, which social media platform is the best for the DMV and other government agencies to communicate news to the community?

Survey participants were also asked how often they watch YouTube to determine reach of DMV advertisements. Over half of respondents (55%) indicated watching YouTube at least once a week.

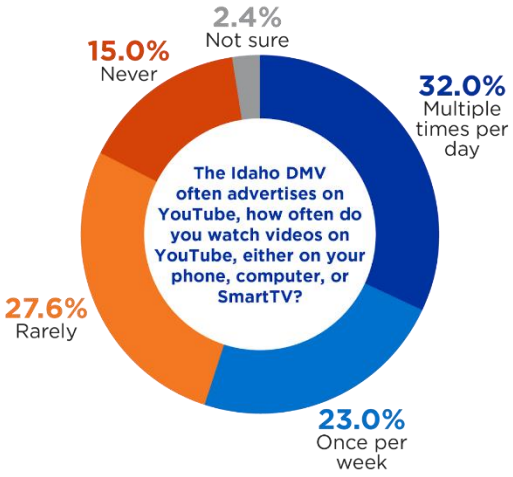


Figure 4.41 YouTube Usage

Men (39%) were more likely to watch YouTube than women (25%). Similarly, women (34%) were more likely to say that they rarely use the platform compared to men (21%). Respondents with higher education levels report watching videos on the platform slightly less frequently, with those with a high school diploma watching YouTube multiple times a day (35%) compared to those with a graduate degree (28%). Additionally, those with a higher annual household income said they watched YouTube less often, with those making less than $50,000 slightly more likely to say they watched YouTube videos multiple times a day (36%), compared to those who make over $100,000 (30%) annually.

When considering future social media and communications, it is helpful to determine what outreach has been successful in reaching constituents in the past. IPI's analysis indicates that while some increases in online renewals coincide with active media campaigns, there is not a clear or uniform relationship between the two. Further examination of the underlying campaign may be necessary to identify determinative factors, if any.

Overall, based on survey responses, different types of customers will be reached through different means. While most respondents indicated that Facebook was the best social media platform to share information about the DMV, many respondents felt that there were alternate communication methods that may serve them better: an email newsletter, mailing a newsletter, or marketing on the DMV website. Individuals less familiar with technology and who prefer in-person interaction also indicated that they would like non-electronic communication, and are hesitant about QR code usage. However, those positive about online modernization efforts are open to the use of QR codes and many do not have fear of security risks.

5. Recommendations

Research Questions Answered

At the outset of this study, IPI sought to answer eight overarching research questions. After extensive review of secondary data, discussions with ITD staff, a thorough review of best practices, and a new public opinion survey, answers are provided below.

Research Answer 1: How satisfied are Idaho DMV customers overall with motor vehicle service delivery?

Idaho DMV customers are generally positive towards the organization, with most of Idahoans (73%) rating it "excellent" or "good." This continues a long-standing trend, dating back to previous ITD-commissioned surveys from 2009, 2011, and 2015 of the Idaho DMV receiving high marks. Idahoans cited friendly and helpful staff and quick service with a short wait time as the most positive elements of their experience.

Research Answer 2: How does Idaho DMV customer satisfaction vary according to service type?

Whether a DMV customer is interacting with Driver Services, getting or renewing their driver's license or state-issued ID, or Vehicle Services, titling their vehicle or renewing their registration, customer satisfaction does not vary significantly across service types. Idahoans rate their DMV satisfaction in similar proportions regardless of the reason for their visit. While Idahoans do exhibit a preference for in-person or online service, it did not significantly impact satisfaction levels.

Research Answer 3: What factors substantially impact DMV customers' satisfaction levels?

Customer convenience and an individual's overall willingness to use online services most impact their satisfaction level. In terms of DMV service, wait times are the strongest driver of DMV satisfaction ratings, followed by staff courtesy, then ease of website use, and staff knowledge. Demographic characteristics, such as how long one has lived in Idaho, their age, and the population levels of their area also influence satisfaction levels to varying degrees.

Research Answer 4: How have enhanced online services impacted DMV customers' experience? Are any of the improvements more impactful than the others?

Generally, enhanced online services have increased DMV customers' use of online options when completing their transactions. The impact appears more pronounced on Vehicle Services than the Driver

Services, as data indicates online adoption for registration renewals is high and includes a corresponding decrease of in-person renewals. Adoption is much slower among driver's license renewals, where online adoption is increasing at a more marginal rate and the corresponding decrease of in-person renewals has instead plateaued. Idahoans, when informed of the option's availability, seem amenable to using it in the future. That said, age, how long one has lived in Idaho, and their community's rurality appear to impact that likelihood.

Research Answer 5: What sort of additional improvements would DMV customers like to see in the future?

DMV customers were split on identifying additional improvements they would like to see in the future, with sizable proportions saying they were happy with the status quo while others cited time, communication, and employee knowledge as areas for improvement. Importantly, once presented with the Idaho DMV's long-term goals of modernization, such as one-time identity authentication or mobile driver's licenses, Idahoans are generally amenable towards these changes and willing to try online mobile services.

Research Answer 6: Do Idaho customers have adequate access to a local DMV where they live or work? How does that shape their interaction with services?

Over half of survey respondents (55%) reported living within 15 minutes of their local DMV and few (9%) reported having to drive more than 30 minutes. Travel time is generally less impactful than other factors, such as age and rurality, although rurality does not impact travel time to the degree one might expect.

Research Answer 7: Do DMV customers prefer a specific type of agent interaction (in-person vs. virtual vs. online)? Does that preference vary according to specific service type?

Most DMV customers largely prefer automated online transactions or in-person interactions. A preference for automated online transactions is more pronounced among Vehicle Services than Driver Services and is also greater in more urban areas. Alternatively, DMV customers from rural areas tended to prefer in-person interactions over online ones.

Research Answer 8: What are good practices for media campaigns to reach customers?

A review of a combination of ITD's marketing analytics, best practices, and survey responses indicate that different demographic groups have different preferences. As online DMV modernization efforts continue, it is helpful to consider how Idaho residents are likely to learn about these updates and which media could be best utilized to inform residents about changes. Age greatly influences one's preferred

method of communication, with different age groups prioritizing social media, the DMV's website, or email newsletters. The best suited medium will depend upon the demographic ITD wishes to reach. Generally, Facebook and Instagram are the most preferred platforms among Idahoans.

Recommendations

Based on the foregoing analysis, recommendations to help guide the DMV's modernization efforts are best categorized into two major groupings: 1) those dealing with improving customer satisfaction, and 2) those dealing with communication and marketing efforts.

Satisfaction

Trust Idaho DMV's instincts. As has already been noted, Idahoan's satisfaction ratings for the DMV are high, which suggests that the job it has been doing for the past decade is liked and appreciated by its customers. Increasing diversification in transaction type (i.e., a shift towards online transactions with vehicle registration renewals) is indicative of public receptiveness to the DMV's current modernization efforts. There is also evidence that a good foundation of buy-in for the DMV's long-term goals (i.e. mobile DL, one-time authenticated online services, etc.) already exists. As such, Idaho DMV should trust their instincts and continue to innovate and push to realize those goals, because the public is appreciative of their efforts.

Use data to improve the customer experience where you can. Survey data indicates that customer convenience, and the ability to complete transactions on their own specifically, is one of the top things that DMV customers are looking for, more so than cost savings. Targeting efforts at continually improving customer convenience, or at other metrics they have identified such as wait times, is one of the more efficient ways to improve the customer experience and satisfaction levels in the future.

Engage with less satisfied customers to ensure their future experiences do not repeat the same mistakes. Throughout this report, differences along demographic characteristics, geography, and willingness to try new things have highlighted differences among Idahoans and, more importantly, illustrated where future efforts may be strategically targeted. Skepticism among residents in rural areas may make them particularly well-suited for website training to demystify the process and improve their overall experience. Targeting low scoring groups for outreach efforts may yield the greatest benefit to overall DMV satisfaction levels as well as provide valuable feedback for future modernization efforts.

Communication and marketing

Tailor communication strategies to the groups you are targeting. While general public outreach and education related to DMV modernization efforts should continue, campaigns targeting specific demographic groups are likely necessary. Depending upon which groups, the ideal communication strategy or platform can vary considerably. It is important to recognize and plan for these differences as part of any marketing or outreach efforts in order to maximize the campaign's success.

Do not be afraid to reevaluate plans. Not every campaign or targeted effort will necessarily work. In some cases, outreach to specific demographics may already be underway. If engagement or satisfaction ratings are not improving, it is an indicator that something about that effort is missing the mark. In that case, reevaluating the outreach strategy is preferable to continuing down a path that is not producing results. Knowing which groups to target is simply the first step– finding the message that will reach them is just as important. If these groups are already being targeted and not seeing increased engagement, revisit the messaging that is being used.

Provide website training or video instructions where possible. As noted earlier in this study, a person's willingness to use online services is one of the most important factors impacting satisfaction levels. But there is also evidence that this willingness is highly correlated to age and an individual's familiarity with online modernization. Simplifying these processes by providing training opportunities throughout the state or producing easy to follow video instructions walking customers through, step-by-step, is one of the best ways to have communication and satisfaction efforts work hand in hand.

6. Conclusion

Following more than a decade of Idaho DMV's modernization efforts, including expansion of online service delivery and improvements to its DMV web portal, this study was the first systematic investigation of overall customer satisfaction with motor vehicle service delivery since 2015. This study sought to assess whether the system changes are meeting customer expectations and needs, and evidence suggests this is largely the case. Idahoans are generally complimentary of the DMV and its staff and are receptive towards its existing modernization efforts.

This study further sought to identify what additional improvements are desired, so that Idaho DMV's future technological improvements can be prioritized in a manner that provides the greatest impact to Idaho citizens and businesses. When presented with the next stage of modernization, including one-time identity authentication or mobile driver's licenses, Idahoans expressed an openness to these concepts and a willingness to engage with them in the future.

This study identified and then answered eight overarching research questions touching on various aspects of the Idaho DMV's operations. Examining each question thoroughly, it is hoped that DMV decision-makers and Idaho policymakers will have valid and reliable data to inform their priorities for years to come.

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Appendix A: Survey Questionnaire

Introduction: *Good evening. My name is _____ and I'm calling from RTB Research, a national public opinion firm. This evening we're conducting a survey on behalf of Idaho's Division of Motor Vehicle Services for research purposes and we'd like to get your opinions. Participation is voluntary. All answers are confidential. A non-identifiable dataset including your answers may be released publicly, but they will not be connected to you specifically. This is NOT a sales call, and it will not result in future sales calls. It is simply an opinion survey. If you have questions or concerns about this survey, you can contact Dr. Matthew May at matthewmay1@boisestate.edu or (208) 426-3715, or the Boise State University Institutional Review Board at orc@boisestate.edu or (208) 426-5401*. **(DO NOT PAUSE)**

1. Do you currently live in Idaho – yes or no? **CODED FROM LIST FOR PHONE**

    1. Yes
    2. No

2. What county in Idaho do you live in? **COUNTY DROP DOWN / CODED FROM LIST FOR PHONE**

3. What is your zip code? **OPEN END**

    _____

4. What is your age? **RECORD EXACT AGE / TERM UNDER 18**

    1. 18-29 2. 30-39 3. 40-49 4. 50-59 5. 60-69 6. 70+

    7. Prefer not to say **(TERM)**

5. What is your gender? **CODED OPEN END**

    1. Male
    2. Female
    3. Non-Binary
    4. Prefer not to say **(TERM)**

6. What is your race or ethnicity? **CODED OPEN END**

    1. American Indian or Alaskan Native
    2. Asian
    3. Black or African American
    4. Hispanic or Latino
    5. Native Hawaiian or other Pacific Islander
    6. White
    7. Multiple races
    8. Other **SPECIFY**
    9. Prefer not to say

7. How many years have you lived in Idaho? **RECORD EXACT NUMBER OF YEARS**

1. 0-4 years
2. 5-10 years
3. 11-20 years
4. More than 20 years
5. Not sure

8. In general, how would you rate the job the Idaho DMV does? **READ/ROTATE 1-4 AND 4-1**

1. Excellent
2. Good
3. Fair
4. Poor
5. Not sure

9. Do you currently have a driver's license or identification card issued by the state of Idaho – yes or no?

1. Yes
2. No
3. Not sure

10. How far would you say you have to drive to reach your local DMV office? **READ**

1. Less than 15 minutes
2. 15-30 minutes
3. 30-45 minutes
4. Over 45 minutes
5. Not sure (Don't Read)

11. In the past two years, have you interacted with an Idaho DMV – yes or no?

1. Yes
2. No
3. Not sure

ASK IF YES IN Q11:

12. Were the interactions…? **READ, ALLOW FOR MULTIPLE RESPONSES**

1. In-person
2. Over the phone
3. Online
4. Virtual appointment with staff
5. Other **SPECIFY**
6. Not sure

CONTINUE ASKING ALL:

13. What was the reason for your most recent interaction with the DMV? **OPEN END**

_____

14. What part of the DMV experience was the most positive? **OPEN END**

_____

15. And what would you say the DMV needs to improve the most? **OPEN END**

_____

16. When it comes time to renew your driver's license or vehicle registration, how would you prefer to interact with the Idaho DMV? **READ/ROTATE**

1. In-person
2. Automated online
3. Through the mail
4. Over the phone
5. Virtual appointment with staff
6. Not sure (Don't Read)

17. Have you ever used the Idaho DMV's online services to do something like renew your license or vehicle registration – yes or no?

1. Yes
2. No
3. Not sure

ASK IF NO/NOT SURE IN Q17

18. With the Idaho DMV's online services, many tasks like renewing a driver's license or vehicle registration can be done without having to go in-person or speaking to DMV staff. Knowing this, how likely would you be to use these online services in the future? **READ/ROTATE 1-4 AND 4-1**

    1. Very likely
    2. Somewhat likely
    3. Not very likely
    4. Not likely at all
    5. Not sure (Don't Read)

CONTINUE ASKING ALL:

19. Have you set up your DMV online account to access DMV online services – yes or no?

    1. Yes
    2. No
    3. Not sure (Don't Read)

ASK IF NO/NOT SURE IN Q19

20. Setting up a DMV online account gives you access to your driver's license, vehicle information, and additional DMV services all in one place, making DMV services more streamlined. Knowing this, how likely would you be to set yours up? **READ/ROTATE 1-4 AND 4-1**

    1. Very likely
    2. Somewhat likely
    3. Not very likely
    4. Not likely at all
    5. Not sure (Don't Read)

CONTINUE ASKING ALL:

21. Which of the following factors would you say is most important to you when considering whether or not to complete a DMV transaction online? **READ/ROTATE 1-3**

    1. It's cheaper
    2. It takes me less time
    3. It is more convenient
    4. I would not complete a DMV transaction online
    5. Not sure (Don't Read)

ASK IF MORE CONVENIENT IN Q21

22. When you say convenient, which of the following is closest to what you mean? **READ/ROTATE**

1. Less travel
2. Able to do on my own schedule
3. Don't have to interact with other people
4. More likely to have the necessary documents
5. I get to stay at home/don't have to go to the DMV
6. Something else
7. Not sure (Don't Read)

CONTINUE ASKING ALL

23. The Idaho DMV's long-term goal is that every Idahoan could visit the DMV offices in-person once in their life to confirm their identity, but that all future services could be done remotely or online. In-person appointments would remain available. Would you support or oppose this goal? **PROBE: Is that strongly or just somewhat?**

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose
5. Not sure (Don't Read)

24. Are there any specific services you would like to see the Idaho DMV provide in the future? **OPEN END**

_____

25. If you could have a video chat on your computer with an Idaho DMV employee instead of going in-person or completing your task fully online, how likely would you be to use that option? **READ/ROTATE 1-4 AND 4-1**

1. Very likely
2. Somewhat likely
3. Not very likely
4. Not likely at all
5. Not sure (Don't Read)

26. Some states have implemented mobile driver's licenses, which is an electronic extension of your physical card. This provides a secure way to share your information with stores, retailers, airports, and other service providers. If Idaho offered a mobile driver's license, how willing would you be to use it? **READ/ROTATE**

1. Very willing
2. Somewhat willing
3. Not very willing
4. Not willing at all
5. Not sure

27. A QR code is a bar code used to provide easy access to online information through the digital camera on a smartphone or tablet. Have you ever scanned a QR code in order to access DMV services on your phone – yes or no?

1. Yes
2. No
3. Not sure (Don't Read)

ASK IF NO/NOT SURE IN Q27

28. How willing would you be to scan a QR code in order to access DMV services on your phone? **READ/ROTATE**

1. Very willing
2. Somewhat willing
3. Not very willing
4. Not willing at all
5. Not sure

CONTINUE ASKING ALL:

29. Do you have any security concerns about scanning a QR code on a document that is sent to you from the DMV – yes or no?

1. Yes
2. No
3. Not sure

30. Would you say you trust or distrust the Idaho DMV to securely handle and protect the data you give to them online? **PROBE: Is that a lot or just a little?**

1. Trust a lot
2. Trust a little
3. Distrust a little
4. Distrust a lot
5. Not sure

On your last visit or interaction with the DMV, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements. If you neither agree nor disagree, just say that.

		Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
31.	The DMV staff are courteous.	1	2	3	4	5
32.	The DMV website is easy to use.	1	2	3	4	5
33.	The DMV staff are knowledgeable.	1	2	3	4	5
34.	My in-person visits to the DMV had a reasonable wait time	1	2	3	4	5

35. In your opinion, what is the best way for the DMV and other government agencies to communicate news to the community? **READ/ROTATE, ALLOW MULTIPLE RESPONSES**

1. Newspaper
2. Television
3. Mailing a newsletter
4. Its own website
5. Social media
6. Radio
7. Email newsletter
8. Not sure (Don't Read)

36. Specifically, which social media platform is the best for the DMV and other government agencies to communicate news to the community? **READ/ROTATE, ALLOW MULTIPLE RESPONSES**

1. Facebook
2. Twitter or X
3. Instagram
4. NextDoor
5. LinkedIn
6. TikTok
7. Other **SPECIFY**
8. Not sure (Don't Read)

37. The Idaho DMV often advertises on YouTube, how often do you watch videos on YouTube, either on your phone, computer, or SmartTV?

1. Multiple times per day
2. Once per week
3. Rarely
4. Never
5. Not sure (Don't Read)

38. What is the highest level of education or training you have completed? **CODED OPEN END**

1. Some high school
2. High school degree or equivalent
3. Some college
4. Certification or License from a technical or trade school
5. Associate's degree
6. Bachelor's degree
7. Some graduate school
8. Graduate degree
9. Prefer not to say

39. What is your current level of employment? **READ**

1. Employed full-time
2. Employed part-time
3. Retired (no longer employed)
4. Currently unemployed
5. Prefer not to say

40. Do you have children under the age of 18 – yes or no?

1. Yes
2. Not
3. Prefer not to say

41. What is your current household income? **CODED OPEN END**

1. Under $15,000
2. $15,001 to $25,000
3. $25,001 to $40,000
4. $40,001 to $50,000
5. $50,001 to $75,000
6. $75,001 to $100,000
7. $100,001 to $150,000
8. $150,001 to $250,000
9. Over $250,000
10. Not sure

42. Survey Type: **CODED**

Appendix B: Methodology

This study used a random probability sample public opinion survey to explore Idaho residents' views and experiences related to DMV service delivery throughout the state. A random probability survey is a scientific survey in which all potential participants have the same probability of being selected for inclusion in a sample. This allows researchers to mathematically calculate the survey's margin of error to determine how closely the results from the survey's sample are likely to match the wider population from which the sample is derived. With a representative random sample, survey results can be generalized to the wider population.

Discussions with the ITD TAC about this study's survey initially focused on maximizing the survey's budget and finding the right balance between the three legs of survey research: sample size, survey modality, and questionnaire length. It was determined that a random sample of 1,000 Idaho adults would produce a sample of sufficient size that geographic comparisons across groupings of counties based on population would meet the needs of this study. A survey questionnaire of 15 minutes in length would also be sufficient. A mixed-mode approach to response collection would also help minimize non-response and potential survey bias.

ITD considers all Idaho adults to be DMV customers. As such, the survey's sampling frame consisted of all adults (18 years of age or older) in the state of Idaho (population 2,001,619). A sample size of n=1,000 Idaho adults was targeted for the survey, ensuring representativeness of statewide opinions while allowing for substantive analysis according to geographic regions and demographic characteristics. Sampling design used quotas for geography, age, gender, and race/ethnicity to ensure representativeness of Idaho's wider population.

Boise State contracted the services of GS Strategy Group to field and collect survey responses. The survey's distribution used a purchased random sample of Idaho consumers from AccuData. Phone respondents were selected from this list using an Nth selection method to ensure random selection and representative distribution. Only specific people from the list were contacted when a household was telephoned.

Online and text-to-web modalities were included to enable the survey to reach younger demographics and individuals more comfortable with digital communication, thereby reducing non-response and ensuring that the full spectrum of perspectives across the state are reflected in findings. This mixed approach improves the coverage of the target population, enhancing the reliability of survey findings and improving its representation of Idaho adults.

The survey collected 41.7% of responses via cell phone, 8.3% via landline phone (for a combined 50.0% collected via phone interviews), 25.0% online, and 25.0% via text-to-web. The survey was conducted January 13-16, 2025.

The survey had a response rate of 14%, meaning that out of every 100 individuals contacted during response collection using the multi-modal approach, 14 completed the survey. The survey had an incidence rate of 96% (the proportion of respondents contacted who were eligible to participate in the survey based upon the described sampling parameters), indicating that the employed sampling frame and contact methods were well-targeted towards the desired population. Survey results have a margin of error of +/- 3.1% at the 95% confidence level. A demographic breakdown of survey respondents is included in section four.

Research methodology for the survey was reviewed and approved by Boise State University's Institutional Review Board under protocol IRB25-004.

Geographic Definitions

Geographic region

Northern Idaho consists of Benewah, Bonner, Boundary, Clearwater, Idaho, Kootenai, Latah, Lewis, Nez Perce, and Shoshone counties; *Southwestern Idaho* consists of Ada, Adams, Boise, Camas, Canyon, Elmore, Gem, Owyhee, Payette, Valley, and Washington counties; *Southcentral Idaho* consists of Blaine, Cassia, Gooding, Jerome, Lincoln, Minidoka, and Twin Falls counties; and *Eastern Idaho* consists of Bannock, Bear Lake, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Franklin, Fremont, Jefferson, Lemhi, Madison, Oneida, Power, and Teton counties.

County population tier

The *Under 25,000* tier consists of Adams, Bear Lake, Benewah, Boise, Boundary, Butte, Camas, Caribou, Clark, Clearwater, Custer, Franklin, Fremont, Gem, Gooding, Idaho, Lemhi, Lewis, Lincoln, Minidoka, Oneida, Owyhee, Power, Shoshone, Teton, Valley, and Washington counties. The *25,000 to 74,999* tier consists of Bingham, Blaine, Bonner, Cassia, Elmore, Jefferson, Jerome, Latah, Madison, Nez Perce, and Payette counties. The *75,000 to 250,000* tier consists of Bannock, Bonneville, Kootenai, and Twin Falls counties. The *Over 250,000* tier consists of Ada and Canyon counties.

ITD administrative districts

ITD District 1 consists of Benewah, Bonner, Boundary, Kootenai, and Shoshone counties. District 2 consists of Clearwater, Idaho, Latah, Lewis, and Nez Perce counties. District 3 consists of Ada, Adams, Boise, Canyon, Elmore, Gem, Owyhee, Payette, Valley, and Washington counties. District 4 consists of Blaine, Camas, Cassia, Gooding, Jerome, Lincoln, Minidoka, and Twin Falls counties. District 5 consists of Bannock, Bear Lake, Bingham, Caribou, Franklin, Oneida, and Power counties. District 6 consists of Bonneville, Butte, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, and Teton counties.

RUCA code classification

Table 0.1 breaks down each RUCA code by which Idaho zip codes are included within its classification.

Table 0.1 Zip Codes by RUCA Code

RUCA Code	Zip Codes Included
RUCA 1 (Urban)	83201, 83202, 83204, 83205, 83206, 83209, 83401, 83402, 83403, 83404, 83405, 83406, 83415, 83427, 83454, 83501, 83605, 83606, 83607, 83616, 83626, 83642, 83644, 83646, 83651, 83652, 83653, 83656, 83680, 83686, 83687, 83701, 83702, 83703, 83704, 83705, 83706, 83707, 83708, 83709, 83711, 83712, 83713, 83714, 83715, 83716, 83717, 83719, 83720, 83722, 83724, 83725, 83726, 83728, 83729, 83732, 83735, 83756, 83799, 83814, 83815, 83816, 83835, 83854, 83877
RUCA 2-6 (Commuting)	83203, 83212, 83214, 83218, 83221, 83234, 83236, 83245, 83246, 83250, 83256, 83262, 83271, 83274, 83281, 83285, 83301, 83302, 83303, 83313, 83318, 83320, 83323, 83328, 83333, 83334, 83336, 83338, 83341, 83346, 83347, 83348, 83428, 83431, 83434, 83440, 83441, 83442, 83443, 83448, 83449, 83460, 83524, 83535, 83537, 83540, 83545, 83602, 83617, 83619, 83622, 83628, 83629, 83630, 83631, 83634, 83636, 83637, 83639, 83641, 83647, 83655, 83657, 83661, 83666, 83669, 83670, 83676, 83801, 83803, 83806, 83809, 83810, 83813, 83823, 83825, 83832, 83833, 83834, 83840, 83841, 83842, 83843, 83844, 83852, 83855, 83856, 83857, 83858, 83860, 83864, 83865, 83869, 83871, 83872
RUCA 7-10 (Rural)	83210, 83211, 83213, 83215, 83217, 83220, 83223, 83226, 83227, 83228, 83229, 83230, 83232, 83233, 83235, 83237, 83238, 83239, 83241, 83243, 83244, 83251, 83252, 83253, 83254, 83255, 83261, 83263, 83272, 83276, 83277, 83278, 83283, 83286, 83287, 83311, 83312, 83314, 83316, 83321, 83322, 83324, 83325, 83327, 83330, 83332, 83335, 83337, 83340, 83342, 83343, 83344, 83349, 83350, 83352, 83353, 83354, 83355, 83420, 83421, 83422, 83423, 83424, 83425, 83429, 83433, 83435, 83436, 83438, 83444, 83445, 83446, 83450, 83451, 83452, 83455, 83462, 83463, 83464, 83465, 83466, 83467, 83468, 83469, 83520, 83522, 83523, 83525, 83526, 83530, 83531, 83533, 83536, 83539, 83541, 83542, 83543, 83544, 83546, 83547, 83548, 83549, 83552, 83553, 83554, 83555, 83604, 83610, 83611, 83612, 83615, 83623, 83624, 83627, 83632, 83633, 83635, 83638, 83643, 83645, 83648, 83650, 83654, 83660, 83671, 83672, 83677, 83802, 83804, 83805, 83808, 83811, 83812, 83821, 83822, 83824, 83826, 83827, 83830, 83836, 83837, 83839, 83845, 83846, 83847, 83848, 83849, 83850, 83851, 83853, 83861, 83866, 83867, 83868, 83870, 83873, 83874, 83876

Respondent Negativity

Table 0.2 Frequency of Negative Response Selection

% Negative Response	Frequency	Percent	Cumulative Percent
0% negative	275	27.5%	27.5%
10% negative	217	21.7%	49.2%
20% negative	189	18.9%	68.1%
30% negative	132	13.2%	81.3%
40% negative	84	8.4%	89.7%
50% negative	60	6.0%	95.7%
60% negative	29	2.9%	98.6%
70% negative	9	0.9%	99.5%
80% negative	4	0.4%	99.9%
90% negative	0	0.0%	99.9%
100% negative	1	0.1%	100%