

2024 TAXPAYER SATISFACTION SURVEY RESULTS

April 2025



Yakima River in Prosser, Washington



TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
Introduction	3
Background	3
Trends and significant observations	3
SURVEY PROFILE	4
Method	4
Timeframe.....	4
Response rate	4
Where did our responses come from?	5
RESULTS.....	6



Executive Summary

Introduction

Improving the customer experience is one of the Department of Revenue's (DOR/Revenue) four goals. DOR strives to "build relationships and empower success" to meet customers' needs, expectations, and to provide the highest level of service possible.

Surveys are one way to collect data from customers to measure progress and identify needs and expectations. The 2024 Taxpayer Satisfaction Survey (TSS/survey) provides a fresh opportunity to see Revenue as customers do and provides a roadmap to meet their expectations.

Background

Revenue has been conducting a Taxpayer Satisfaction Survey since 1992. For many years, DOR partnered with Washington State University's Social & Economic Sciences Research Center to conduct the survey every two years. In 2018, DOR began conducting the survey annually in-house.

Trends and significant observations

Taxpayers continue to respond very favorably when asked about the overall quality of service received from Revenue. Of the taxpayers that responded, 91.7% responded that they were "very satisfied" or "satisfied." When asked about their satisfaction level with their last experience, there was an 86.1% positive response. Both of these categories decreased slightly from 2023.

Taxpayers continue to prefer using email/secure messaging or telephone to interact with Revenue (73.2%).

Overall, the results of the Taxpayer Satisfaction Survey over the last 5 years have not changed significantly. Survey scores remain high and stable year over year.

Survey Profile

Method

Criteria used for pulling the pool of taxpayers:

- Either a monthly, quarterly, or annual filing frequency.
- Tax accounts were open.
- Tax accounts type was excise.
- A return had been filed in the last 365 days.

From this pool of 311,000, the survey was sent to a random sample of 20,000 taxpayers.

Timeframe

Revenue conducted the 2024 survey from Jan. 6 - Feb. 24, 2025.

The annual trend charts in this report display data from the last five years, excluding data from 2019 and prior years for simplification purposes, to provide a clearer view of recent trends.

Response rate

While the response rate increased steadily from 2018 through 2020, it decreased significantly in 2021 and 2022. This might be due to "survey fatigue," which refers to a lack of motivation to participate in assessments. The rise in survey distribution during the COVID-19 pandemic had likely led to survey fatigue and reduced response rates.

Post COVID, responses rates slowly increased until 2024. This year had the lowest response rate since DOR launched annual Taxpayer Satisfaction Surveys. Typically, the survey is sent to 10,000 taxpayers but this year the response rate was very low, so an additional 10,000 taxpayers were randomly selected.

Year	# of responses received	# of invitations sent	Response rate
2018	434	10,000	4.34%
2019	670	10,000	6.70%
2020	786	10,000	7.86%
2021	444	20,000	2.22%
2022	287	10,000	2.87%
2023	378	10,000	3.78%
2024	400	20,000	2.00%

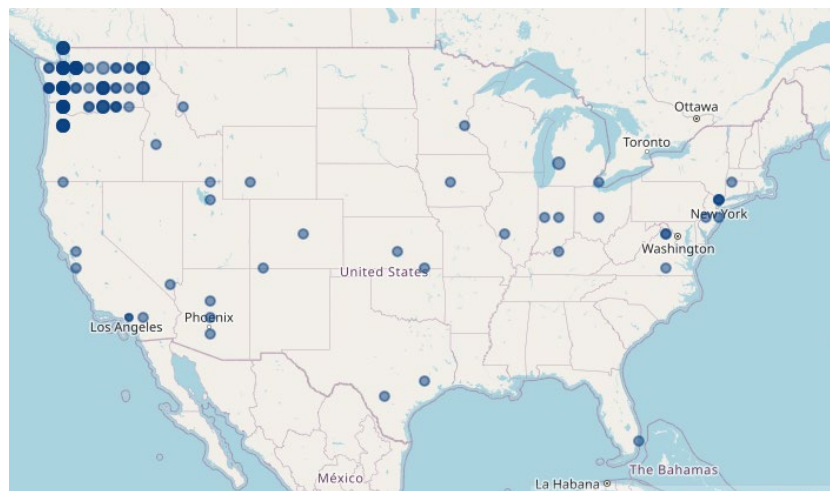
Where did our responses come from?

Responses to the 2024 survey came from 5 countries including the United States. While 98.5% of responses were from the United States, 6 responses came from other countries:

- United States (394)
- Mexico (1)
- India (1)
- Singapore (1)
- Sweden (1)
- Canada (1)
- Unknown (1)

Responses from the United States represented 25 states:

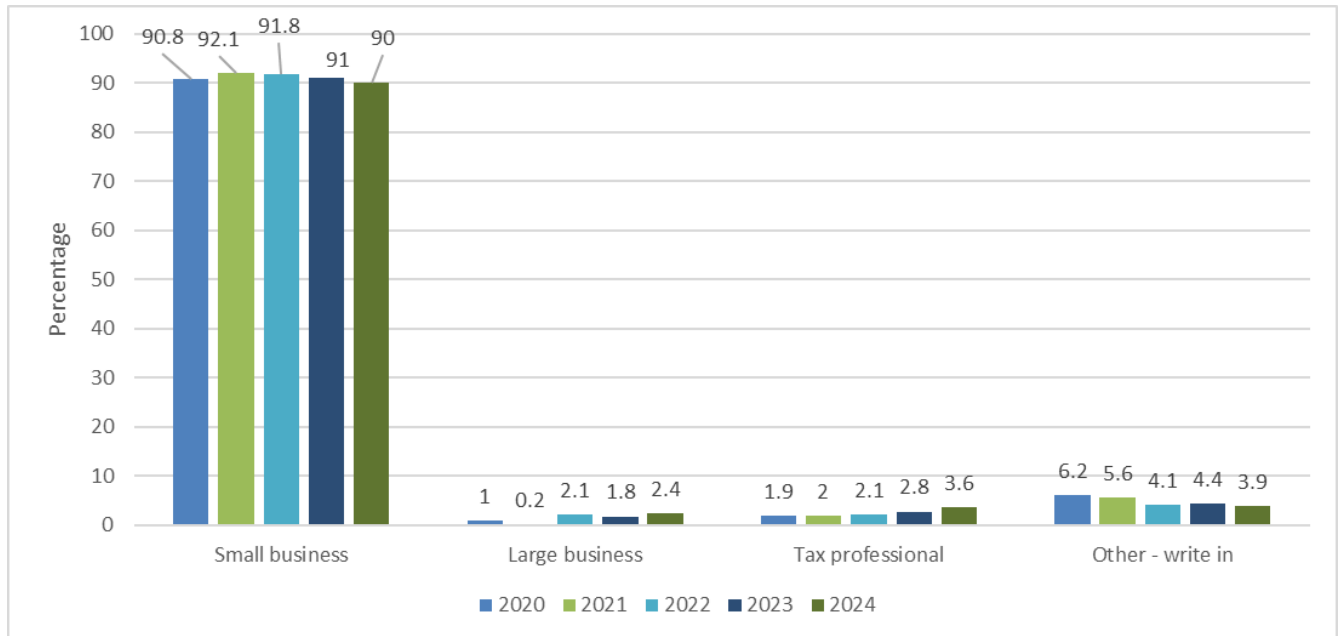
Arizona (3)	Indiana (2)	Pennsylvania (1)
California (9)	Kentucky (2)	Texas (3)
Colorado (2)	Michigan (2)	Utah (2)
Connecticut (1)	Minnesota (1)	Virginia (20)
Florida (1)	Montana (1)	Washington (201)
Hawaii (1)	New Jersey (4)	Wyoming (1)
Iowa (12)	New York (2)	Unknown in US (94)
Idaho (2)	Oklahoma (1)	
Illinois (1)	Oregon (23)	



Results

Q1. How would you describe yourself or your business?

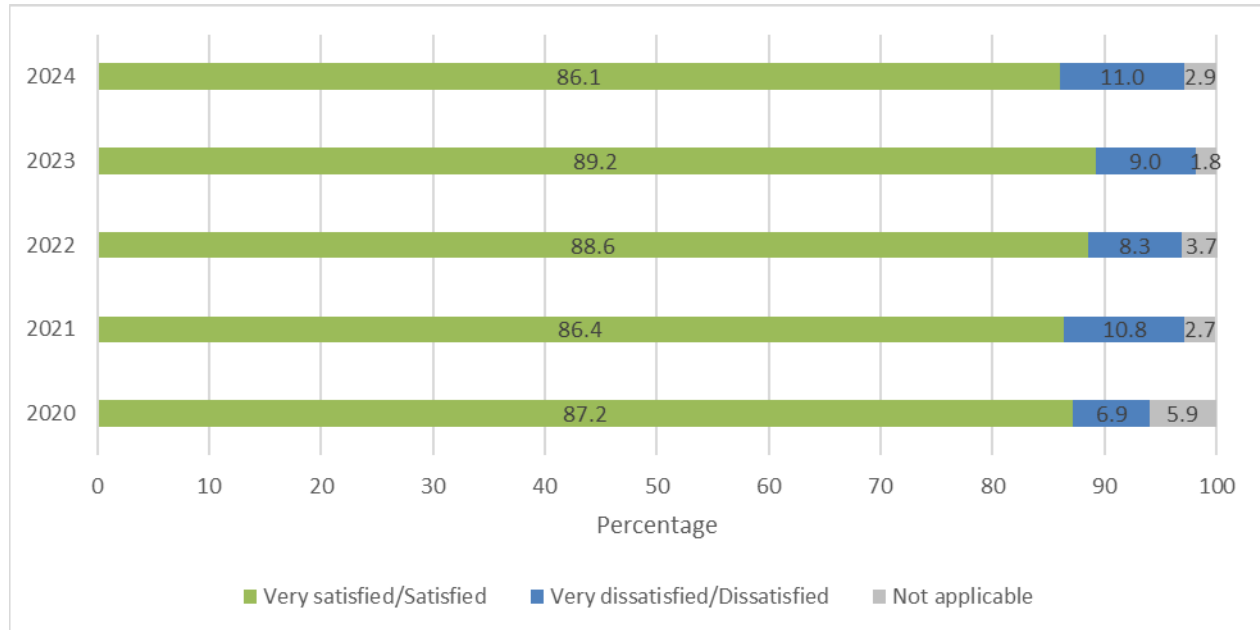
	2020	2021	2022	2023	2024
Small Business	90.8%	92.1%	91.8%	91.0%	90.0%
Large Business	1.0%	0.2%	2.1%	1.8%	2.4%
Tax Professional	1.9%	2.0%	2.1%	2.8%	3.6%
Other	6.2%	5.6%	4.1%	4.4%	3.9%



- The percentage of respondents who described themselves as a **small business** decreased slightly.
- The percentage of respondents who described themselves as a **large business** increased slightly.
- The **tax professional** percentage has continued to increase over the last 5 years.

Q2. How satisfied were you after your last experience with us?

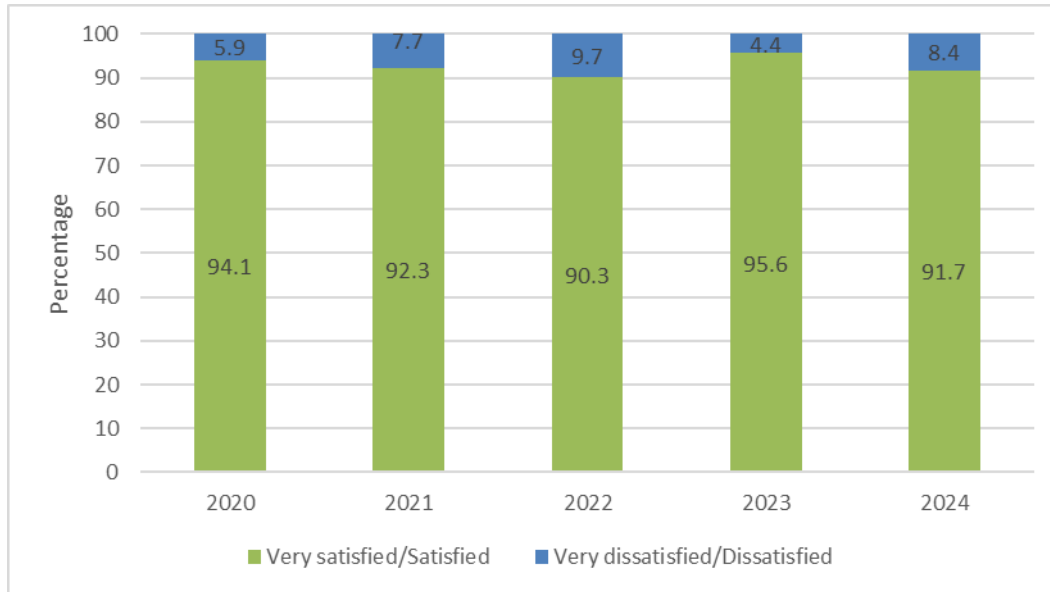
	2020	2021	2022	2023	2024
Very satisfied	30.0%	38.8%	37.4%	41.9%	39.9%
Satisfied	57.2%	47.6%	51.2%	47.3%	46.2%
Dissatisfied	4.6%	5.4%	2.4%	6.7%	7.3%
Very dissatisfied	2.3%	5.4%	5.9%	2.3%	3.7%
Not applicable	5.9%	2.7%	3.7%	1.8%	2.9%



- 86.1% of customer indicated they were "Very Satisfied/Satisfied" after their last experience with DOR.
- Overall dissatisfaction slightly increased from 2023. At 7.3%, this is the highest level of dissatisfaction we have seen in this survey in the last 5 years.
- When taxpayers answered "dissatisfied" or "very dissatisfied", response themes included:
 - Tax Burden & Complexity – Complaints about frequent changes, multiple layers of taxation, and difficulty in filing returns.
 - Website Usability Issues – Problems with login, navigation, and technical glitches.
 - Customer Support & Responsiveness – Lack of empathy, dismissive responses, and unhelpful assistance.
 - Small Business Struggles – The disproportionate impact of taxation and compliance requirements on small businesses.
 - Government Inefficiency & Policy Complaints – Criticism of outdated policies, fines, and the overall burden placed on taxpayers.

Q3. How satisfied are you with the overall quality of service you receive from the Department of Revenue?

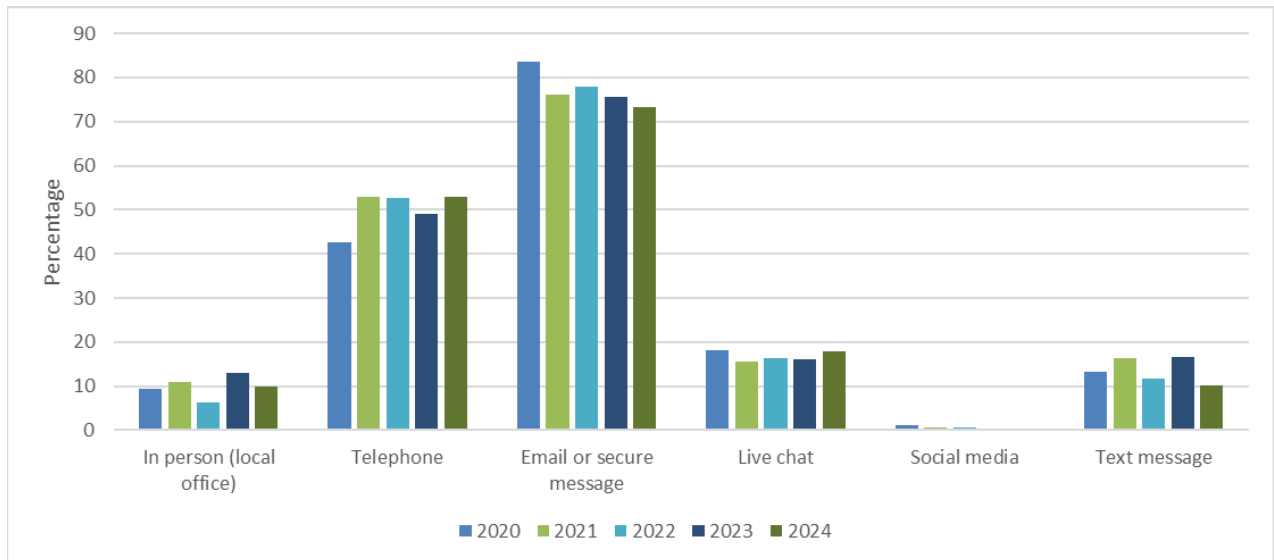
	2020	2021	2022	2023	2024
Very satisfied	32.3%	38.1%	40.1%	43.6%	40.8%
Satisfied	61.8%	54.2%	50.2%	52.0%	50.9%
Dissatisfied	4.3%	5.0%	8.0%	3.9%	5.9%
Very dissatisfied	1.6%	2.7%	1.7%	0.5%	2.5%



- Overall satisfaction decreased by 3.9 percentage points from 95.6% very satisfied/satisfied in 2023 to 91.7% in 2024. The level of overall satisfaction remains very high (above 90%) with slight fluctuations over the years.
- When taxpayers answered "dissatisfied" or "very dissatisfied", the themes of the responses were the same as the response them for Question 2:
 - Tax Burden & Complexity – Complaints about frequent changes, multiple layers of taxation, and difficulty in filing returns.
 - Website Usability Issues – Problems with login, navigation, and technical glitches.
 - Customer Support & Responsiveness – Lack of empathy, dismissive responses, and unhelpful assistance.
 - Small Business Struggles – The disproportionate impact of taxation and compliance requirements on small businesses.
 - Government Inefficiency & Policy Complaints – Criticism of outdated policies, fines, and the overall burden placed on taxpayers.

Q4. How do you prefer to interact with the Department of Revenue? (choose all that apply)

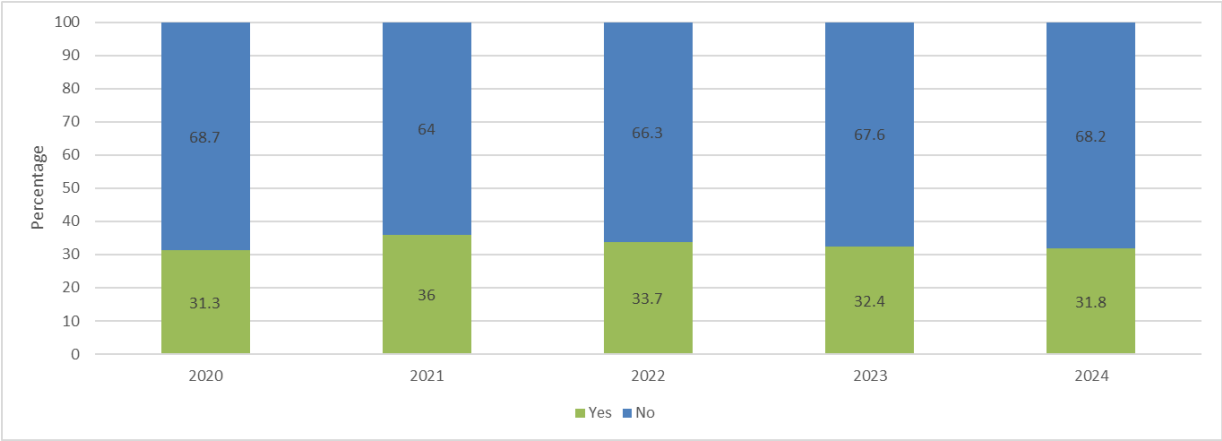
	2020	2021	2022	2023	2024
In person	9.4%	10.9%	6.2%	13.1%	10.0%
Telephone	42.6%	52.8%	52.6%	49.1%	52.8%
Email or secure message	83.7%	76.1%	77.9%	75.6%	73.2%
Live chat	18.1%	15.7%	16.3%	16.0%	17.8%
Social media	1.2%	0.7%	0.7%	0.3%	N/A
Text message	13.3%	16.4%	11.8%	16.5%	10.2%



- **In person** decreased by 3.1 percentage points to 10.0%.
- **Telephone** increased slightly in percentage points. Telephone remains the second most preferred way to interact with the Department of Revenue since 2018.
- **Email or secure message** also decreased slightly to 73.2% but remains the most preferred method of communication.
- **Live chat** stayed about the same.
- **Social media** was removed as a survey option in 2024.
- **Text message** had a decrease of 6.3 percentage points in 2024.

Q5. Did you contact our call center during the last year?

	2020	2021	2022	2023	2024
Yes	31.3%	36.0%	33.7%	32.4%	31.8%
No	68.7%	64.0%	66.3%	67.6%	68.2%

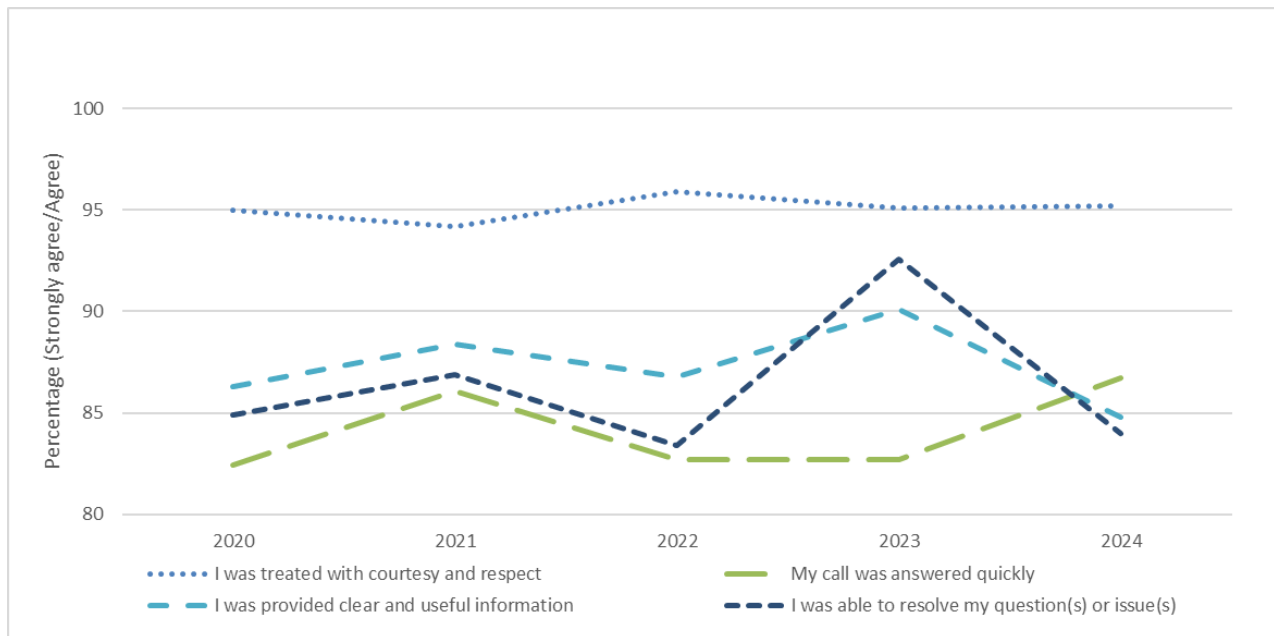


In 2024, the percentage of customers who contacted the call center increased by 0.6 percentage points.

Q6. Please tell us about your experience with our call center.

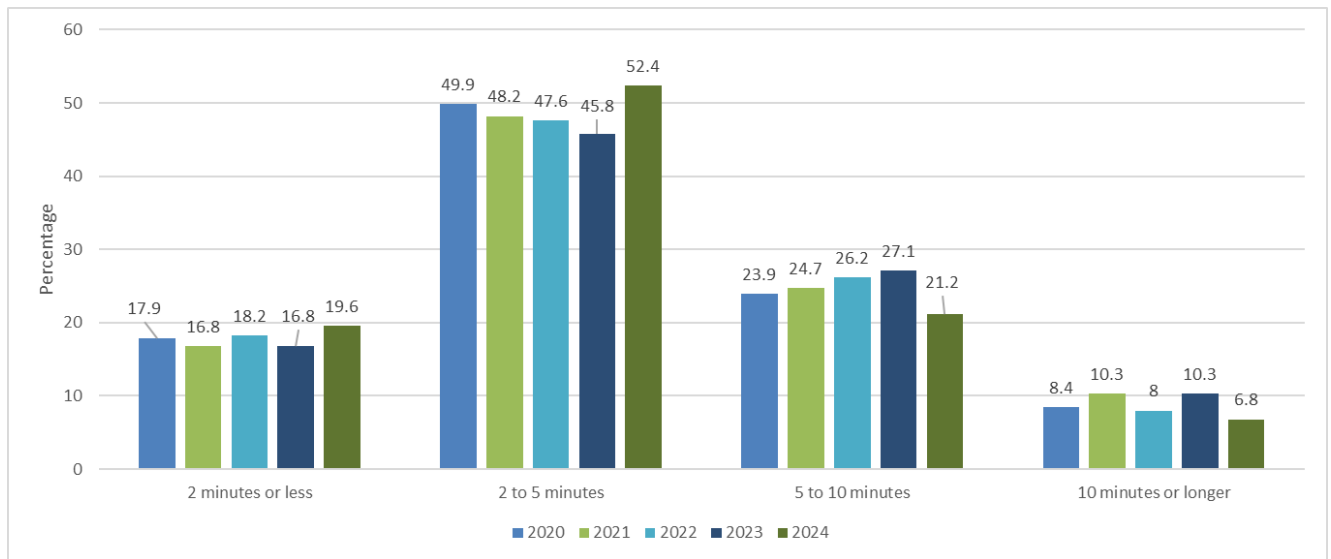
	2020	2021	2022	2023	2024
A. I was treated with courtesy and respect					
Strongly agree	54.1%	59.1%	56.1%	57.4%	63.7%
Agree	40.9%	35.1%	39.8%	37.7%	31.5%
Disagree	2.9%	1.9%	2.0%	0.8%	2.4%
Strongly disagree	2.1%	3.9%	2.0%	4.1%	2.4%
B. My call was answered timely					
Strongly agree	34%	38.6%	32.7%	39.3%	46.5%
Agree	48.4%	47.5%	50.0%	43.4%	40.2%
Disagree	12.3%	7.6%	10.2%	12.3%	7.9%
Strongly disagree	5.3%	6.3%	7.1%	4.9%	5.5%
C. I was provided clear and useful information					
Strongly agree	45.2%	51.0%	53.1%	55.7%	60.8%
Agree	41.1%	37.4%	33.7%	34.4%	24.0%
Disagree	9.5%	5.2%	9.2%	4.9%	6.4%
Strongly disagree	4.1%	6.5%	4.1%	4.9%	8.8%
D. I was able to resolve my question(s) or issue(s)					
Strongly agree	46.2%	50.7%	52.1%	52.9%	56.0%
Agree	38.7%	36.2%	31.3%	39.7%	28.0%
Disagree	8.8%	5.3%	7.3%	2.5%	7.2%
Strongly disagree	6.3%	7.9%	9.4%	5.0%	8.8%

- ***I was treated with courtesy and respect*** strongly agree/agree responses stayed about the same as 2023.
- ***My call was answered quickly*** strongly agree/agree responses increased slightly to 86.7%. This is the highest level since before 2020.
- ***I was provided clear and useful information*** strongly agree/agree responses decreased by 5.3 percentage points, reaching its lowest level since before 2020.
- ***I was able to resolve my question(s) or issue(s)*** strongly agree/agree responses had a significant decrease of 8.6 percentage points for 2024.



Q7. How long are you willing to wait on hold to speak to a customer service representative?

	2020	2021	2022	2023	2024
Less than 2 minutes	17.9%	16.8%	18.2%	16.8%	19.6%
2 to 5 minutes	49.9%	48.2%	47.6%	45.8%	52.4%
5 to 10 minutes	23.9%	24.7%	26.2%	27.1%	21.2%
10 minutes or longer	8.4%	10.3%	8.0%	10.3%	6.8%



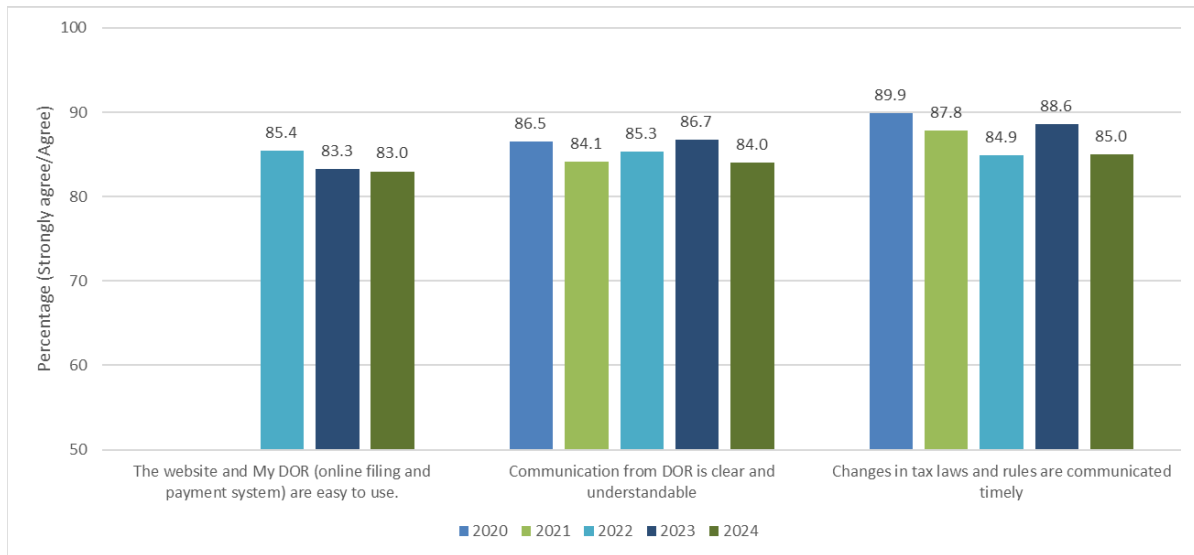
In 2024, some respondents were looking for faster response times from our call center staff. There were increases in both the "2 minutes or less" and the "2 to 5 minutes" categories. There were correlating decreases in the "5 to 10 minutes" and the "10 minutes or longer" categories.


Q8. How much do you agree with each of these statements about the Department of Revenue and its services?

	2020	2021	2022	2023	2024
A. The website and My DOR (online filing and payment system) are easy to use.					
Strongly agree			32.5%	36.0%	35.0%
Agree			52.9%	47.3%	48.0%
Disagree			9.3%	11.3%	11.5%
Strongly disagree			5.2%	5.4%	5.4%

B. Communication from DOR is clear and understandable					
Strongly agree	22.3%	27.5%	28.9%	31.4%	30.9%
Agree	64.2%	56.6%	56.4%	55.3%	53.1%
Disagree	11.7%	12.0%	11.8%	10.4%	12.0%
Strongly disagree	1.8%	3.9%	2.8%	2.9%	4.0%

C. Changes in tax laws and rules are communicated timely					
Strongly agree	20.9%	23.8%	26.4%	26.3%	24.7%
Agree	69.0%	64.0%	58.5%	62.3%	60.3%
Disagree	8.4%	7.9%	11.6%	8.8%	11.7%
Strongly disagree	1.7%	4.4%	3.5%	2.7%	3.3%



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- ***The website and My DOR (online filing and payment system) are easy to use*** was added in 2022. Prior to this, DOR asked two questions separately:
 - *The website (dor.wa.gov) is easy to navigate.*
 - *My DOR (online filing and payment system) is easy to navigate.*

In prior years, the average response for strongly agree/agree for these two questions was 84.4%. The positive response to the 2024 combined question was 83.0%.

- ***Communication from DOR is clear and understandable*** strongly agree/agree responses decreased by 2.7 percentage points from 2024.
- ***Changes in tax laws and rules are communicated timely*** strongly agree/agree responses decreased by 3.6 percentage points from 2024.

Q9. Please tell us how we can improve our service to you.

	Responses	Percent
Answered	183	45.8%
Skipped	217	
Total	400	

Sentiment analysis

To better understand how respondents felt about their experiences, we applied sentiment analysis to open-ended survey questions. This technique uses natural language processing to assess the emotional tone behind the words—categorizing responses as positive, neutral, or negative which can help us understand the attitudes, opinions, and emotions being expressed.

- Negative (45%) – Frustration with website usability, tax complexity, and customer support inefficiencies.
- Neutral/Mixed (35%) – Many constructive suggestions, neither overly positive nor negative.
- Positive (20%) – Praise for customer service, efficiency, and general satisfaction with DOR services.

Key themes

1. Website Usability and Navigation
 - The login process is confusing, especially with SAW and multiple accounts.
 - Frequent system errors (e.g., forced re-login, issues with forms).
 - Taxpayers want streamlined processes and auto-fill options for repeat filings.
2. Communication and Notifications
 - Users request clearer, shorter and more relevant email updates.
 - Many would appreciate pre-due-date reminders (3 business days prior).
 - Notifications about tax law changes should be sent after they take effect.
3. Customer Service and Response Times
 - Frustration with long wait times.
 - Some taxpayers praise DOR agents as knowledgeable and helpful, while others find responses inconsistent.
 - DOR working hours can be inconvenient (e.g., after work hours).
4. Tax Complexity and Filing Requirements
 - Many users find B&O tax forms confusing and request simplified explanations.
 - Users dislike double-entry of data.

5. Tax Rates and Policies

- Customers feel taxes and penalties are too high, especially for small businesses.
- Some want tax to be based on net income instead of gross.

6. System Integration and Security

- Users struggle with multiple government portals (DOR, L&I, ESD).
- Concerns about potential data breaches after reports of leaked personal info.

Comments

- Your website is too clunky to navigate easily. It is not user friendly. Your current use of 2 factor id means I sometimes have to wait a VERY long time to be able to log in.
- The online filing system could be streamlined more. When entering the jurisdiction codes for sales tax filings, it would be easier to be able to "Select All" to delete them rather than having to delete them one at a time (I enter them manually each month).
- I find the SAW login confusing.
- The website for submitting estate tax returns and capital gain tax returns is pretty good but can be improved on. We would greatly prefer if printable copies of the estate tax return was available, both a draft copy and a final copy. A printable draft copy of the estate tax return would be especially helpful for both the preparer and the executor or PR of the estate.
- I really can't. I feel your website and filing sites are one of the best in the country. I know because I have filed sales/excise taxes in 35 other states in the past several years. Keep up the good work!
- Customize email notifications about excise taxes due to the person's account info. I get quarterly notifications even though I do mine annually and it sends me into a panic every time.
- My experience is that I am waiting for up to an hour for someone to answer the phone. Not all the agents are friendly and sometimes they are flat toned, and do not seem to care that the person on the line is having some difficulty understanding what they are supposed to be doing.
- DOR should alert us when aware of active scams in the form of a letter or other scams using electronic communications sent to businesses.
- Send me email or text of coming payment. You have sent me when I was late already. Thank you for your service!
- It would be nice to see a shortcut to processed excise tax filings. It's cumbersome with multiple clients to get to the actual return as filed.

Q10. Please tell us what we are doing well.

	Responses	Percent
Answered	185	46.3%
Skipped	215	
Total	400	

Sentiment analysis

To better understand how respondents felt about their experiences, we applied sentiment analysis to open-ended survey questions. This technique uses natural language processing to assess the emotional tone behind the words—categorizing responses as positive, neutral, or negative which can help us understand the attitudes, opinions, and emotions being expressed.


- Positive (70%) – Ease of use of the website, customer support and notifications.
- Neutral (20%) – Functionality without strong sentiment (i.e. “Web site is fine”).
- Negative (10%) – Issue with website navigation and general tax/government complaints.

Key Themes

1. Website and My DOR Filing Portal
 - The website is easy to use.
 - The filing portal is intuitive, well-organized, and easy to navigate.
 - Some users mentioned learning curves in getting used to the system.
2. Customer Support
 - Representatives are knowledgeable, patient, and helpful.
3. Automation & Notifications
 - The system simplifies tax processes, calculations, and reminders.
 - Users appreciate timely tax reminders and clear communication.

Comments

- Payment system is easy to use and process each month.
- You make filing online as easy as possible. THANK YOU. So much better that ESD which requires me to fill out multiple reports and payments for the same period and also audits me even though I only have two very part time employees.
- My rare calls for help are answered well & succinctly.
- I appreciate the response time and details provided via secure messaging. I've been recommending to my clients to contact you this way now.
- Online excise tax return is MUCH simpler than old paper return. Like the tax calculation and the automatic small business B&O credit calculation.

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- I find DOR to be the most user-friendly and consistent of all the departmental websites.
 - In the Yakima Washington office everyone has been so helpful. They answer my questions and are very pleasant to speak with.
 - Making yourselves available to answer questions and help educate those of us who do not deal with taxes on a daily basis. We had an audit in 2024 and our auditor was helpful in us understanding more about tax details.
 - Everyone has been helpful & responsive and being a brand-new business owner that was REALLY great.
 - The last major redesign was superb. Appreciated the heads-up on BOI - wouldn't have known about it otherwise.
 - Your agents are awesome and thank goodness they are very knowledgeable. They were so helpful in helping me get done what I needed to get done.
 - Clear notifications for deadlines, easy to navigate processes on website.
 - I am extremely impressed with the tax process for Washington. The website is easy to use and extremely efficient. I have had to file taxes in other states, and it is a complete nightmare. You guys are doing a great job, keep it up.