

CBP.gov Customer Satisfaction Survey

Time Period: 01/01/2019 - 01/31/2019

Overall Customer Satisfaction Score

66.66

How would you rate your overall experience today?

61.84

Answer Choices	Responses	Points	Score
▪ Outstanding	768	100	76800
▪ Above Average	1190	75	89250
▪ Average	1075	50	53750
▪ Below Average	303	25	7575
▪ Poor	341	0	0
Total	3677		227375

Were you able to complete the purpose of your visit?

58.66

Answer Choices	Responses	Points	Score
▪ Yes	2157	100	215700
▪ No	1520	0	0
Total	3677		215700

Would you still return to this website if you could get this information or service from another source?

85.12

Answer Choices	Responses	Points	Score
▪ Yes	3130	100	313000
▪ No	547	0	0
Total	3677		313000

Will you recommend this website to a friend or colleague?

79.52

Answer Choices	Responses	Points	Score
▪ Yes	2924	100	292400
▪ No	753	0	0
Total	3677		292400

Please describe your experience finding your way around (navigating) CBP.gov today.

55.81

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1873	100	187300
▪ Had technical difficulties (e.g. error messages, broken links)	218	0	0
▪ Links did not take me where I expected	333	0	0
▪ Links / labels are difficult to understand, they are not intuitive	138	0	0
▪ Navigated to general area but couldn't find the specific content needed	585	0	0
▪ Too many links or navigational choices	88	0	0
▪ Would often feel lost, not know where I was	121	0	0
Total	3356		187300

How was your experience using our site search?

49.43

NOTE: Excludes "Did not use search" and "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	909	100	90900
▪ I was not sure what words to use in my search	166	0	0
▪ Results were not helpful	386	0	0
▪ Results were not relevant to my search terms or needs	179	0	0
▪ Results were too similar / redundant	34	0	0
▪ Returned not enough or no results	135	0	0
▪ Returned too many results	30	0	0
Total	1839		90900

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	122	3.32%
▪ Border Security	570	15.50%
▪ Contact Information	256	6.96%
▪ Contracting Opportunities	12	0.33%
▪ Email, RSS feeds, or subscription services	23	0.63%
▪ Environmental and Cultural Stewardship	4	0.11%
▪ Forms or publications	296	8.05%
▪ Human trafficking	10	0.27%
▪ Immigration and citizenship	97	2.64%
▪ Information about CBP (leadership, history, etc.)	89	2.42%
▪ International Initiatives	25	0.68%
▪ Jobs/Careers Information	296	8.05%
▪ News	51	1.39%
▪ Photographs	4	0.11%
▪ Port Security	37	1.01%
▪ Small Business Resources	18	0.49%
▪ Southwest Border Unaccompanied Alien	16	0.44%
▪ Trade	103	2.80%
▪ Travel	1642	44.66%
▪ Videos	6	0.16%
Total	3677	100%

If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	165	11.06%
▪ Content wasn't easy to understand	784	52.55%
▪ Error on page	144	9.65%
▪ Multimedia / technical problem	156	10.46%
▪ Outdated information	243	16.29%
Total	1492	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	366	9.95%
▪ Customs Broker	37	1.01%
▪ Educator	199	5.41%
▪ Federal government employee	83	2.26%
▪ First responder / law enforcement official	47	1.28%
▪ Government contractor	25	0.68%
▪ International visitor	228	6.20%
▪ Job seeker	231	6.28%
▪ Media representative	11	0.30%
▪ Non-profit staff or volunteer	31	0.84%
▪ Seeking citizenship or immigration information	42	1.14%
▪ State, tribal, territorial or local government representative	9	0.24%
▪ Student	155	4.22%
▪ Traveler (domestic or international)	1803	49.03%
▪ Other	410	11.15%
Total	3677	100%