

# CBP.gov Customer Satisfaction Survey

Time Period: 02/01/2016 - 02/29/2016

## Overall Customer Satisfaction Score

**67.30**

### How would you rate your overall experience today?

**62.01**

Answer Choices	Responses	Points	Score
▪ Outstanding	873	100	87300
▪ Above Average	1616	75	121200
▪ Average	1339	50	66950
▪ Below Average	375	25	9375
▪ Poor	390	0	0
<b>Total</b>	<b>4593</b>		<b>284825</b>

### Were you able to complete the purpose of your visit?

**60.29**

Answer Choices	Responses	Points	Score
▪ Yes	2769	100	276900
▪ No	1824	0	0
<b>Total</b>	<b>4593</b>		<b>276900</b>

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

**86.13**

Answer Choices	Responses	Points	Score
▪ Yes	3956	100	395600
▪ No	637	0	0
<b>Total</b>	<b>4593</b>		<b>395600</b>

### Will you recommend this website to a friend or colleague?

**80.27**

Answer Choices	Responses	Points	Score
▪ Yes	3687	100	368700
▪ No	906	0	0
<b>Total</b>	<b>4593</b>		<b>368700</b>

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

**55.80**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2400	100	240000
▪ Had technical difficulties (e.g. error messages, broken links)	229	0	0
▪ Links did not take me where I expected	362	0	0
▪ Links / labels are difficult to understand, they are not intuitive	239	0	0
▪ Navigated to general area but couldn't find the specific content needed	791	0	0
▪ Too many links or navigational choices	126	0	0
▪ Would often feel lost, not know where I was	154	0	0
<b>Total</b>	<b>4301</b>		<b>240000</b>

### How was your experience using our site search?

**49.28**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1098	100	109800
▪ I was not sure what words to use in my search	224	0	0
▪ Results were not helpful	428	0	0
▪ Results were not relevant to my search terms or needs	257	0	0
▪ Results were too similar / redundant	46	0	0
▪ Returned not enough or no results	140	0	0
▪ Returned too many results	35	0	0
<b>Total</b>	<b>2228</b>		<b>109800</b>

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## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	192	4.18%
▪ Border Security	611	13.30%
▪ Contact Information	431	9.38%
▪ Contracting Opportunities	14	0.30%
▪ Email, RSS feeds, or subscription services	32	0.70%
▪ Environmental and Cultural Stewardship	6	0.13%
▪ Forms or publications	422	9.19%
▪ Human trafficking	10	0.22%
▪ Immigration and citizenship	134	2.92%
▪ Information about CBP (leadership, history, etc.)	103	2.24%
▪ International Initiatives	52	1.13%
▪ Jobs/Careers Information	240	5.23%
▪ News	45	0.98%
▪ Photographs	7	0.15%
▪ Port Security	41	0.89%
▪ Small Business Resources	22	0.48%
▪ Southwest Border Unaccompanied Alien	5	0.11%
▪ Trade	183	3.98%
▪ Travel	2025	44.09%
▪ Videos	18	0.39%
<b>Total</b>	<b>4593</b>	<b>100%</b>

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

Answer Choices	Responses	Percentage
▪ Bad link	167	9.44%
▪ Content wasn't easy to understand	1124	63.54%
▪ Error on page	178	10.06%
▪ Multimedia / technical problem	183	10.34%
▪ Outdated information	117	6.61%
<b>Total</b>	<b>1769</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	598	13.02%
▪ Customs Broker	62	1.35%
▪ Educator	204	4.44%
▪ Federal government employee	118	2.57%
▪ First responder / law enforcement official	43	0.94%
▪ Government contractor	42	0.91%
▪ International visitor	403	8.77%
▪ Job seeker	176	3.83%
▪ Media representative	14	0.30%
▪ Non-profit staff or volunteer	40	0.87%
▪ Seeking citizenship or immigration information	45	0.98%
▪ State, tribal, territorial or local government representative	21	0.46%
▪ Student	184	4.01%
▪ Traveler (domestic or international)	2304	50.16%
▪ Other	339	7.38%
<b>Total</b>	<b>4593</b>	<b>100%</b>