

CBP.gov Customer Satisfaction Survey

Time Period: 03/01/2016 - 03/31/2016

Overall Customer Satisfaction Score

67.38

How would you rate your overall experience today?

62.21

Answer Choices	Responses	Points	Score
▪ Outstanding	1038	100	103800
▪ Above Average	1916	75	143700
▪ Average	1569	50	78450
▪ Below Average	457	25	11425
▪ Poor	443	0	0
Total	5423		337375

Were you able to complete the purpose of your visit?

60.93

Answer Choices	Responses	Points	Score
▪ Yes	3304	100	330400
▪ No	2119	0	0
Total	5423		330400

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

85.54

Answer Choices	Responses	Points	Score
▪ Yes	4639	100	463900
▪ No	784	0	0
Total	5423		463900

Will you recommend this website to a friend or colleague?

79.59

Answer Choices	Responses	Points	Score
▪ Yes	4316	100	431600
▪ No	1107	0	0
Total	5423		431600

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

56.25

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2838	100	283800
▪ Had technical difficulties (e.g. error messages, broken links)	231	0	0
▪ Links did not take me where I expected	443	0	0
▪ Links / labels are difficult to understand, they are not intuitive	267	0	0
▪ Navigated to general area but couldn't find the specific content needed	945	0	0
▪ Too many links or navigational choices	131	0	0
▪ Would often feel lost, not know where I was	190	0	0
Total	5045		283800

How was your experience using our site search?

50.26

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1333	100	133300
▪ I was not sure what words to use in my search	260	0	0
▪ Results were not helpful	548	0	0
▪ Results were not relevant to my search terms or needs	250	0	0
▪ Results were too similar / redundant	65	0	0
▪ Returned not enough or no results	153	0	0
▪ Returned too many results	43	0	0
Total	2652		133300

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	226	4.17%
▪ Border Security	761	14.03%
▪ Contact Information	470	8.67%
▪ Contracting Opportunities	19	0.35%
▪ Email, RSS feeds, or subscription services	34	0.63%
▪ Environmental and Cultural Stewardship	4	0.07%
▪ Forms or publications	462	8.52%
▪ Human trafficking	16	0.30%
▪ Immigration and citizenship	140	2.58%
▪ Information about CBP (leadership, history, etc.)	102	1.88%
▪ International Initiatives	51	0.94%
▪ Jobs/Careers Information	282	5.20%
▪ News	44	0.81%
▪ Photographs	2	0.04%
▪ Port Security	46	0.85%
▪ Small Business Resources	29	0.53%
▪ Southwest Border Unaccompanied Alien	5	0.09%
▪ Trade	187	3.45%
▪ Travel	2524	46.54%
▪ Videos	19	0.35%
Total	5423	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	187	9.07%
▪ Content wasn't easy to understand	1377	66.78%
▪ Error on page	172	8.34%
▪ Multimedia / technical problem	217	10.52%
▪ Outdated information	109	5.29%
Total	2062	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	599	11.05%
▪ Customs Broker	65	1.20%
▪ Educator	247	4.55%
▪ Federal government employee	127	2.34%
▪ First responder / law enforcement official	48	0.89%
▪ Government contractor	50	0.92%
▪ International visitor	440	8.11%
▪ Job seeker	244	4.50%
▪ Media representative	19	0.35%
▪ Non-profit staff or volunteer	57	1.05%
▪ Seeking citizenship or immigration information	58	1.07%
▪ State, tribal, territorial or local government representative	16	0.30%
▪ Student	184	3.39%
▪ Traveler (domestic or international)	2890	53.29%
▪ Other	379	6.99%
Total	5423	100%