

CBP.gov Customer Satisfaction Survey

Time Period: 04/1/2016 - 04/30/2016

Overall Customer Satisfaction Score

66.10

How would you rate your overall experience today?

61.37

Answer Choices	Responses	Points	Score
▪ Outstanding	1032	100	103200
▪ Above Average	1876	75	140700
▪ Average	1566	50	78300
▪ Below Average	464	25	11600
▪ Poor	501	0	0
Total	5439		333800

Were you able to complete the purpose of your visit?

59.62

Answer Choices	Responses	Points	Score
▪ Yes	3243	100	324300
▪ No	2196	0	0
Total	5439		324300

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

84.72

Answer Choices	Responses	Points	Score
▪ Yes	4608	100	460800
▪ No	831	0	0
Total	5439		460800

Will you recommend this website to a friend or colleague?

78.18

Answer Choices	Responses	Points	Score
▪ Yes	4252	100	425200
▪ No	1187	0	0
Total	5439		425200

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

55.26

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2795	100	279500
▪ Had technical difficulties (e.g. error messages, broken links)	224	0	0
▪ Links did not take me where I expected	464	0	0
▪ Links / labels are difficult to understand, they are not intuitive	248	0	0
▪ Navigated to general area but couldn't find the specific content needed	998	0	0
▪ Too many links or navigational choices	143	0	0
▪ Would often feel lost, not know where I was	186	0	0
Total	5058		279500

How was your experience using our site search?

47.21

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1277	100	127700
▪ I was not sure what words to use in my search	268	0	0
▪ Results were not helpful	624	0	0
▪ Results were not relevant to my search terms or needs	263	0	0
▪ Results were too similar / redundant	62	0	0
▪ Returned not enough or no results	162	0	0
▪ Returned too many results	49	0	0
Total	2705		127700

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	201	3.70%
▪ Border Security	683	12.56%
▪ Contact Information	523	9.62%
▪ Contracting Opportunities	13	0.24%
▪ Email, RSS feeds, or subscription services	37	0.68%
▪ Environmental and Cultural Stewardship	5	0.09%
▪ Forms or publications	499	9.17%
▪ Human trafficking	5	0.09%
▪ Immigration and citizenship	143	2.63%
▪ Information about CBP (leadership, history, etc.)	105	1.93%
▪ International Initiatives	69	1.27%
▪ Jobs/Careers Information	250	4.60%
▪ News	42	0.77%
▪ Photographs	7	0.13%
▪ Port Security	41	0.75%
▪ Small Business Resources	21	0.39%
▪ Southwest Border Unaccompanied Alien	4	0.07%
▪ Trade	115	2.11%
▪ Travel	2664	48.98%
▪ Videos	12	0.22%
Total	5439	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	196	9.23%
▪ Content wasn't easy to understand	1368	64.41%
▪ Error on page	199	9.37%
▪ Multimedia / technical problem	226	10.64%
▪ Outdated information	135	6.36%
Total	2124	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	519	9.54%
▪ Customs Broker	46	0.85%
▪ Educator	293	5.39%
▪ Federal government employee	126	2.32%
▪ First responder / law enforcement official	46	0.85%
▪ Government contractor	42	0.77%
▪ International visitor	427	7.85%
▪ Job seeker	217	3.99%
▪ Media representative	11	0.20%
▪ Non-profit staff or volunteer	63	1.16%
▪ Seeking citizenship or immigration information	55	1.01%
▪ State, tribal, territorial or local government representative	19	0.35%
▪ Student	179	3.29%
▪ Traveler (domestic or international)	3088	56.78%
▪ Other	308	5.66%
Total	5439	100%