

CBP.gov Customer Satisfaction Survey

Time Period: 11/01/2016 - 11/30/2016

Overall Customer Satisfaction Score

68.33

How would you rate your overall experience today?

63.31

Answer Choices	Responses	Points	Score
▪ Outstanding	846	100	84600
▪ Above Average	1382	75	103650
▪ Average	1110	50	55500
▪ Below Average	266	25	6650
▪ Poor	351	0	0
Total	3955		250400

Were you able to complete the purpose of your visit?

63.49

Answer Choices	Responses	Points	Score
▪ Yes	2511	100	251100
▪ No	1444	0	0
Total	3955		251100

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

84.93

Answer Choices	Responses	Points	Score
▪ Yes	3359	100	335900
▪ No	596	0	0
Total	3955		335900

Will you recommend this website to a friend or colleague?

80.43

Answer Choices	Responses	Points	Score
▪ Yes	3181	100	318100
▪ No	774	0	0
Total	3955		318100

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

56.51

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2078	100	207800
▪ Had technical difficulties (e.g. error messages, broken links)	246	0	0
▪ Links did not take me where I expected	337	0	0
▪ Links / labels are difficult to understand, they are not intuitive	161	0	0
▪ Navigated to general area but couldn't find the specific content needed	605	0	0
▪ Too many links or navigational choices	129	0	0
▪ Would often feel lost, not know where I was	121	0	0
Total	3677		207800

How was your experience using our site search?

52.29

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1016	100	101600
▪ I was not sure what words to use in my search	188	0	0
▪ Results were not helpful	374	0	0
▪ Results were not relevant to my search terms or needs	169	0	0
▪ Results were too similar / redundant	41	0	0
▪ Returned not enough or no results	116	0	0
▪ Returned too many results	39	0	0
Total	1943		101600

CBP.gov Customer Satisfaction Survey

Time Period: 11/01/2016 - 11/30/2016

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	181	4.58%
▪ Border Security	525	13.27%
▪ Contact Information	349	8.82%
▪ Contracting Opportunities	15	0.38%
▪ Email, RSS feeds, or subscription services	40	1.01%
▪ Environmental and Cultural Stewardship	9	0.23%
▪ Forms or publications	322	8.14%
▪ Human trafficking	5	0.13%
▪ Immigration and citizenship	107	2.71%
▪ Information about CBP (leadership, history, etc.)	87	2.20%
▪ International Initiatives	34	0.86%
▪ Jobs/Careers Information	241	6.09%
▪ News	75	1.90%
▪ Photographs	4	0.10%
▪ Port Security	32	0.81%
▪ Small Business Resources	17	0.43%
▪ Southwest Border Unaccompanied Alien	3	0.08%
▪ Trade	118	2.98%
▪ Travel	1778	44.96%
▪ Videos	13	0.33%
Total	3955	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	133	9.30%
▪ Content wasn't easy to understand	867	60.63%
▪ Error on page	174	12.17%
▪ Multimedia / technical problem	156	10.91%
▪ Outdated information	100	6.99%
Total	1430	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	501	12.67%
▪ Customs Broker	32	0.81%
▪ Educator	179	4.53%
▪ Federal government employee	116	2.93%
▪ First responder / law enforcement official	40	1.01%
▪ Government contractor	39	0.99%
▪ International visitor	340	8.60%
▪ Job seeker	213	5.39%
▪ Media representative	12	0.30%
▪ Non-profit staff or volunteer	37	0.94%
▪ Seeking citizenship or immigration information	44	1.11%
▪ State, tribal, territorial or local government representative	13	0.33%
▪ Student	170	4.30%
▪ Traveler (domestic or international)	1932	48.85%
▪ Other	287	7.26%
Total	3955	100%