

# CBP.gov Customer Satisfaction Survey

Time Period: 10/01/2016 - 10/31/2016

## Overall Customer Satisfaction Score

**65.28**

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

**61.38**

Answer Choices	Responses	Points	Score
▪ Outstanding	841	100	84100
▪ Above Average	1387	75	104025
▪ Average	1192	50	59600
▪ Below Average	368	25	9200
▪ Poor	398	0	0
<b>Total</b>	<b>4186</b>		<b>256925</b>

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

**58.48**

Answer Choices	Responses	Points	Score
▪ Yes	2448	100	244800
▪ No	1738	0	0
<b>Total</b>	<b>4186</b>		<b>244800</b>

### 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	3555	100	355500
▪ No	631	0	0
<b>Total</b>	<b>4186</b>		<b>355500</b>

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

**77.64**

Answer Choices	Responses	Points	Score
▪ Yes	3250	100	325000
▪ No	936	0	0
<b>Total</b>	<b>4186</b>		<b>325000</b>

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

**52.95**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2048	100	204800
▪ Had technical difficulties (e.g. error messages, broken links)	241	0	0
▪ Links did not take me where I expected	357	0	0
▪ Links / labels are difficult to understand, they are not intuitive	201	0	0
▪ Navigated to general area but couldn't find the specific content needed	757	0	0
▪ Too many links or navigational choices	135	0	0
▪ Would often feel lost, not know where I was	129	0	0
<b>Total</b>	<b>3868</b>		<b>204800</b>

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

**45.72**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	972	100	97200
▪ I was not sure what words to use in my search	226	0	0
▪ Results were not helpful	477	0	0
▪ Results were not relevant to my search terms or needs	206	0	0
▪ Results were too similar / redundant	45	0	0
▪ Returned not enough or no results	155	0	0
▪ Returned too many results	45	0	0
<b>Total</b>	<b>2126</b>		<b>97200</b>

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## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	185	4.42%
▪ Border Security	507	12.11%
▪ Contact Information	425	10.15%
▪ Contracting Opportunities	7	0.17%
▪ Email, RSS feeds, or subscription services	42	1.00%
▪ Environmental and Cultural Stewardship	8	0.19%
▪ Forms or publications	416	9.94%
▪ Human trafficking	3	0.07%
▪ Immigration and citizenship	140	3.34%
▪ Information about CBP (leadership, history, etc.)	84	2.01%
▪ International Initiatives	46	1.10%
▪ Jobs/Careers Information	201	4.80%
▪ News	54	1.29%
▪ Photographs	8	0.19%
▪ Port Security	34	0.81%
▪ Small Business Resources	13	0.31%
▪ Southwest Border Unaccompanied Alien	7	0.17%
▪ Trade	118	2.82%
▪ Travel	1878	44.86%
▪ Videos	10	0.24%
<b>Total</b>	<b>4186</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	145	8.47%
▪ Content wasn't easy to understand	1057	61.74%
▪ Error on page	205	11.97%
▪ Multimedia / technical problem	177	10.34%
▪ Outdated information	128	7.48%
<b>Total</b>	<b>1712</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	557	13.31%
▪ Customs Broker	42	1.00%
▪ Educator	168	4.01%
▪ Federal government employee	122	2.91%
▪ First responder / law enforcement official	39	0.93%
▪ Government contractor	33	0.79%
▪ International visitor	368	8.79%
▪ Job seeker	139	3.32%
▪ Media representative	14	0.33%
▪ Non-profit staff or volunteer	36	0.86%
▪ Seeking citizenship or immigration information	48	1.15%
▪ State, tribal, territorial or local government representative	15	0.36%
▪ Student	182	4.35%
▪ Traveler (domestic or international)	2114	50.50%
▪ Other	309	7.38%
<b>Total</b>	<b>4186</b>	<b>100%</b>