

# CBP.gov Customer Satisfaction Survey

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

## Overall Customer Satisfaction Score

**67.33**

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

**62.25**

Answer Choices	Responses	Points	Score
▪ Outstanding	1058	100	105800
▪ Above Average	1892	75	141900
▪ Average	1559	50	77950
▪ Below Average	441	25	11025
▪ Poor	458	0	0
<b>Total</b>	<b>5408</b>		<b>336675</b>

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

**61.09**

Answer Choices	Responses	Points	Score
▪ Yes	3304	100	330400
▪ No	2104	0	0
<b>Total</b>	<b>5408</b>		<b>330400</b>

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

**84.76**

Answer Choices	Responses	Points	Score
▪ Yes	4584	100	458400
▪ No	824	0	0
<b>Total</b>	<b>5408</b>		<b>458400</b>

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

**79.12**

Answer Choices	Responses	Points	Score
▪ Yes	4279	100	427900
▪ No	1129	0	0
<b>Total</b>	<b>5408</b>		<b>427900</b>

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

**56.28**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2839	100	283900
▪ Had technical difficulties (e.g. error messages, broken links)	244	0	0
▪ Links did not take me where I expected	439	0	0
▪ Links / labels are difficult to understand, they are not intuitive	262	0	0
▪ Navigated to general area but couldn't find the specific content needed	922	0	0
▪ Too many links or navigational choices	148	0	0
▪ Would often feel lost, not know where I was	190	0	0
<b>Total</b>	<b>5044</b>		<b>283900</b>

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

**51.76**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1369	100	136900
▪ I was not sure what words to use in my search	261	0	0
▪ Results were not helpful	504	0	0
▪ Results were not relevant to my search terms or needs	264	0	0
▪ Results were too similar / redundant	58	0	0
▪ Returned not enough or no results	149	0	0
▪ Returned too many results	40	0	0
<b>Total</b>	<b>2645</b>		<b>136900</b>

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## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	198	3.66%
▪ Border Security	729	13.48%
▪ Contact Information	477	8.82%
▪ Contracting Opportunities	9	0.17%
▪ Email, RSS feeds, or subscription services	46	0.85%
▪ Environmental and Cultural Stewardship	3	0.06%
▪ Forms or publications	488	9.02%
▪ Human trafficking	2	0.04%
▪ Immigration and citizenship	124	2.29%
▪ Information about CBP (leadership, history, etc.)	103	1.90%
▪ International Initiatives	52	0.96%
▪ Jobs/Careers Information	298	5.51%
▪ News	64	1.18%
▪ Photographs	9	0.17%
▪ Port Security	48	0.89%
▪ Small Business Resources	18	0.33%
▪ Southwest Border Unaccompanied Alien	4	0.07%
▪ Trade	157	2.90%
▪ Travel	2566	47.45%
▪ Videos	13	0.24%
<b>Total</b>	<b>5408</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	202	9.85%
▪ Content wasn't easy to understand	1331	64.93%
▪ Error on page	180	8.78%
▪ Multimedia / technical problem	221	10.78%
▪ Outdated information	116	5.66%
<b>Total</b>	<b>2050</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	590	10.91%
▪ Customs Broker	46	0.85%
▪ Educator	252	4.66%
▪ Federal government employee	144	2.66%
▪ First responder / law enforcement official	49	0.91%
▪ Government contractor	54	1.00%
▪ International visitor	372	6.88%
▪ Job seeker	233	4.31%
▪ Media representative	10	0.18%
▪ Non-profit staff or volunteer	51	0.94%
▪ Seeking citizenship or immigration information	48	0.89%
▪ State, tribal, territorial or local government representative	17	0.31%
▪ Student	182	3.37%
▪ Traveler (domestic or international)	3015	55.75%
▪ Other	345	6.38%
<b>Total</b>	<b>5408</b>	<b>100%</b>