

CBP.gov Customer Satisfaction Survey

Time Period: 06/1/2016 - 06/30/2016

Overall Customer Satisfaction Score **64.81**

How would you rate your overall experience today? **59.57**

Answer Choices	Responses	Points	Score
▪ Outstanding	1047	100	104700
▪ Above Average	2111	75	158325
▪ Average	1837	50	91850
▪ Below Average	615	25	15375
▪ Poor	605	0	0
Total	6215		370250

Were you able to complete the purpose of your visit? **58.15**

Answer Choices	Responses	Points	Score
▪ Yes	3614	100	361400
▪ No	2601	0	0
Total	6215		361400

Would you still return to this website if you could get this information or service from another source? **83.31**

Answer Choices	Responses	Points	Score
▪ Yes	5178	100	517800
▪ No	1037	0	0
Total	6215		517800

Will you recommend this website to a friend or colleague? **76.85**

Answer Choices	Responses	Points	Score
▪ Yes	4776	100	477600
▪ No	1439	0	0
Total	6215		477600

Please describe your experience finding your way around (navigating) CBP.gov today. **53.78**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	3109	100	310900
▪ Had technical difficulties (e.g. error messages, broken links)	348	0	0
▪ Links did not take me where I expected	531	0	0
▪ Links / labels are difficult to understand, they are not intuitive	302	0	0
▪ Navigated to general area but couldn't find the specific content needed	1137	0	0
▪ Too many links or navigational choices	160	0	0
▪ Would often feel lost, not know where I was	194	0	0
Total	5781		310900

How was your experience using our site search? **47.02**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1381	100	138100
▪ I was not sure what words to use in my search	257	0	0
▪ Results were not helpful	692	0	0
▪ Results were not relevant to my search terms or needs	316	0	0
▪ Results were too similar / redundant	58	0	0
▪ Returned not enough or no results	183	0	0
▪ Returned too many results	50	0	0
Total	2937		138100

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	199	3.20%
▪ Border Security	843	13.56%
▪ Contact Information	555	8.93%
▪ Contracting Opportunities	15	0.24%
▪ Email, RSS feeds, or subscription services	42	0.68%
▪ Environmental and Cultural Stewardship	3	0.05%
▪ Forms or publications	538	8.66%
▪ Human trafficking	9	0.14%
▪ Immigration and citizenship	121	1.95%
▪ Information about CBP (leadership, history, etc.)	112	1.80%
▪ International Initiatives	79	1.27%
▪ Jobs/Careers Information	250	4.02%
▪ News	48	0.77%
▪ Photographs	4	0.06%
▪ Port Security	40	0.64%
▪ Small Business Resources	18	0.29%
▪ Southwest Border Unaccompanied Alien	5	0.08%
▪ Trade	132	2.12%
▪ Travel	3187	51.28%
▪ Videos	15	0.24%
Total	6215	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	270	10.74%
▪ Content wasn't easy to understand	1613	64.16%
▪ Error on page	272	10.82%
▪ Multimedia / technical problem	233	9.27%
▪ Outdated information	126	5.01%
Total	2514	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	619	9.96%
▪ Customs Broker	38	0.61%
▪ Educator	344	5.53%
▪ Federal government employee	161	2.59%
▪ First responder / law enforcement official	53	0.85%
▪ Government contractor	51	0.82%
▪ International visitor	394	6.34%
▪ Job seeker	214	3.44%
▪ Media representative	15	0.24%
▪ Non-profit staff or volunteer	65	1.05%
▪ Seeking citizenship or immigration information	51	0.82%
▪ State, tribal, territorial or local government representative	15	0.24%
▪ Student	181	2.91%
▪ Traveler (domestic or international)	3673	59.10%
▪ Other	341	5.49%
Total	6215	100%