

CBP.gov Customer Satisfaction Survey

Time Period: 05/1/2016 - 05/31/2016

Overall Customer Satisfaction Score

67.07

How would you rate your overall experience today?

61.15

Answer Choices	Responses	Points	Score
▪ Outstanding	1318	100	131800
▪ Above Average	2922	75	219150
▪ Average	2432	50	121600
▪ Below Average	689	25	17225
▪ Poor	648	0	0
Total	8009		489775

Were you able to complete the purpose of your visit?

60.57

Answer Choices	Responses	Points	Score
▪ Yes	4851	100	485100
▪ No	3158	0	0
Total	8009		485100

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

84.84

Answer Choices	Responses	Points	Score
▪ Yes	6795	100	679500
▪ No	1214	0	0
Total	8009		679500

Will you recommend this website to a friend or colleague?

78.42

Answer Choices	Responses	Points	Score
▪ Yes	6281	100	628100
▪ No	1728	0	0
Total	8009		628100

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

56.60

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	4220	100	422000
▪ Had technical difficulties (e.g. error messages, broken links)	354	0	0
▪ Links did not take me where I expected	694	0	0
▪ Links / labels are difficult to understand, they are not intuitive	379	0	0
▪ Navigated to general area but couldn't find the specific content needed	1347	0	0
▪ Too many links or navigational choices	224	0	0
▪ Would often feel lost, not know where I was	238	0	0
Total	7456		422000

How was your experience using our site search?

51.57

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1855	100	185500
▪ I was not sure what words to use in my search	323	0	0
▪ Results were not helpful	734	0	0
▪ Results were not relevant to my search terms or needs	341	0	0
▪ Results were too similar / redundant	92	0	0
▪ Returned not enough or no results	195	0	0
▪ Returned too many results	57	0	0
Total	3597		185500

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	254	3.17%
▪ Border Security	1038	12.96%
▪ Contact Information	551	6.88%
▪ Contracting Opportunities	9	0.11%
▪ Email, RSS feeds, or subscription services	43	0.54%
▪ Environmental and Cultural Stewardship	2	0.02%
▪ Forms or publications	748	9.34%
▪ Human trafficking	10	0.12%
▪ Immigration and citizenship	140	1.75%
▪ Information about CBP (leadership, history, etc.)	139	1.74%
▪ International Initiatives	66	0.82%
▪ Jobs/Careers Information	202	2.52%
▪ News	54	0.67%
▪ Photographs	6	0.07%
▪ Port Security	61	0.76%
▪ Small Business Resources	25	0.31%
▪ Southwest Border Unaccompanied Alien	9	0.11%
▪ Trade	129	1.61%
▪ Travel	4507	56.27%
▪ Videos	16	0.20%
Total	8009	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	234	7.70%
▪ Content wasn't easy to understand	1982	65.22%
▪ Error on page	312	10.27%
▪ Multimedia / technical problem	365	12.01%
▪ Outdated information	146	4.80%
Total	3039	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	746	9.31%
▪ Customs Broker	45	0.56%
▪ Educator	424	5.29%
▪ Federal government employee	194	2.42%
▪ First responder / law enforcement official	59	0.74%
▪ Government contractor	74	0.92%
▪ International visitor	463	5.78%
▪ Job seeker	165	2.06%
▪ Media representative	19	0.24%
▪ Non-profit staff or volunteer	94	1.17%
▪ Seeking citizenship or immigration information	51	0.64%
▪ State, tribal, territorial or local government representative	29	0.36%
▪ Student	184	2.30%
▪ Traveler (domestic or international)	5044	62.98%
▪ Other	418	5.22%
Total	8009	100%