

DHS.gov Customer Satisfaction Survey

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

Overall Customer Satisfaction Score

81.51

How would you rate your overall experience today?

64.41

Answer Choices	Responses	Points	Score
▪ Outstanding	288	100	28800
▪ Above Average	387	75	29025
▪ Average	461	50	23050
▪ Below Average	78	25	1950
▪ Poor	72	0	0
Total	1286		82825

Were you able to complete the purpose of your visit?

56.84

Answer Choices	Responses	Points	Score
▪ Yes	731	100	73100
▪ No	555	0	0
Total	1286		73100

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

494.69

Answer Choices	Responses	Points	Score
▪ Yes	1118	100	111800
▪ No	168	0	0
Total	226		111800

Will you recommend this website to a friend or colleague?

82.43

Answer Choices	Responses	Points	Score
▪ Yes	1060	100	106000
▪ No	226	0	0
Total	1286		106000

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

62.54

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	743	100	74300
▪ Had technical difficulties (e.g. error messages, broken links)	50	0	0
▪ Links did not take me where I expected	75	0	0
▪ Links / labels are difficult to understand, they are not intuitive	32	0	0
▪ Navigated to general area but couldn't find the specific content needed	209	0	0
▪ Too many links or navigational choices	39	0	0
▪ Would often feel lost, not know where I was	40	0	0
Total	1188		74300

How was your experience using our site search?

53.03

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	341	100	34100
▪ I was not sure what words to use in my search	59	0	0
▪ Results were not helpful	115	0	0
▪ Results were not relevant to my search terms or needs	65	0	0
▪ Results were too similar / redundant	16	0	0
▪ Returned not enough or no results	30	0	0
▪ Returned too many results	17	0	0
Total	643		34100

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	32	2.49%
▪ Contact information	79	6.14%
▪ Contracting opportunities	22	1.71%
▪ Cybersecurity	134	10.42%
▪ Disaster assistance	43	3.34%
▪ Email, RSS feeds, or subscription services	16	1.24%
▪ Forms or publications	90	7.00%
▪ Human trafficking	22	1.71%
▪ Immigration and citizenship	86	6.69%
▪ Information about DHS (leadership, history, etc.)	109	8.48%
▪ Jobs / career information	297	23.09%
▪ Law enforcement	56	4.35%
▪ News	80	6.22%
▪ Photographs	5	0.39%
▪ Small business resources	13	1.01%
▪ Training	87	6.77%
▪ Travel	113	8.79%
▪ Videos	2	0.16%
Total	1286	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	21	3.62%
▪ Content wasn't easy to understand	19	3.28%
▪ Could not find what I was looking for	347	59.83%
▪ Error on page	18	3.10%
▪ Multimedia / technical problem	11	1.90%
▪ Outdated information	17	2.93%
▪ Other	147	25.34%
Total	580	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	137	10.65%
▪ Educator	73	5.68%
▪ Federal government employee	113	8.79%
▪ First responder / law enforcement official	80	6.22%
▪ Government contractor	64	4.98%
▪ International visitor	26	2.02%
▪ Job seeker	189	14.70%
▪ Media representative	9	0.70%
▪ Non-profit staff or volunteer	44	3.42%
▪ Seeking citizenship or immigration information	34	2.64%
▪ State, tribal, territorial or local government representative	47	3.65%
▪ Student	174	13.53%
▪ Traveler (domestic or international)	115	8.94%
▪ Other	181	14.07%
Total	1286	100%