

CBP.gov Customer Satisfaction Survey

Time Period: 09/01/2016 - 09/30/2016

Overall Customer Satisfaction Score

66.08

How would you rate your overall experience today?

61.41

Answer Choices	Responses	Points	Score
▪ Outstanding	916	100	91600
▪ Above Average	1496	75	112200
▪ Average	1232	50	61600
▪ Below Average	376	25	9400
▪ Poor	455	0	0
Total	4475		274800

Were you able to complete the purpose of your visit?

59.78

Answer Choices	Responses	Points	Score
▪ Yes	2675	100	267500
▪ No	1800	0	0
Total	4475		267500

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

84.04

Answer Choices	Responses	Points	Score
▪ Yes	3761	100	376100
▪ No	714	0	0
Total	4475		376100

Will you recommend this website to a friend or colleague?

77.45

Answer Choices	Responses	Points	Score
▪ Yes	3466	100	346600
▪ No	1009	0	0
Total	4475		346600

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

56.12

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2323	100	232300
▪ Had technical difficulties (e.g. error messages, broken links)	258	0	0
▪ Links did not take me where I expected	358	0	0
▪ Links / labels are difficult to understand, they are not intuitive	180	0	0
▪ Navigated to general area but couldn't find the specific content needed	766	0	0
▪ Too many links or navigational choices	124	0	0
▪ Would often feel lost, not know where I was	130	0	0
Total	4139		232300

How was your experience using our site search?

47.69

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1061	100	106100
▪ I was not sure what words to use in my search	210	0	0
▪ Results were not helpful	487	0	0
▪ Results were not relevant to my search terms or needs	235	0	0
▪ Results were too similar / redundant	40	0	0
▪ Returned not enough or no results	156	0	0
▪ Returned too many results	36	0	0
Total	2225		106100

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	164	3.66%
▪ Border Security	586	13.09%
▪ Contact Information	431	9.63%
▪ Contracting Opportunities	14	0.31%
▪ Email, RSS feeds, or subscription services	31	0.69%
▪ Environmental and Cultural Stewardship	4	0.09%
▪ Forms or publications	409	9.14%
▪ Human trafficking	7	0.16%
▪ Immigration and citizenship	129	2.88%
▪ Information about CBP (leadership, history, etc.)	97	2.17%
▪ International Initiatives	52	1.16%
▪ Jobs/Careers Information	264	5.90%
▪ News	62	1.39%
▪ Photographs	4	0.09%
▪ Port Security	37	0.83%
▪ Small Business Resources	19	0.42%
▪ Southwest Border Unaccompanied Alien	5	0.11%
▪ Trade	116	2.59%
▪ Travel	2034	45.45%
▪ Videos	10	0.22%
Total	4475	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	164	9.27%
▪ Content wasn't easy to understand	1123	63.48%
▪ Error on page	193	10.91%
▪ Multimedia / technical problem	185	10.46%
▪ Outdated information	104	5.88%
Total	1769	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	500	11.17%
▪ Customs Broker	55	1.23%
▪ Educator	171	3.82%
▪ Federal government employee	143	3.20%
▪ First responder / law enforcement official	43	0.96%
▪ Government contractor	45	1.01%
▪ International visitor	375	8.38%
▪ Job seeker	206	4.60%
▪ Media representative	9	0.20%
▪ Non-profit staff or volunteer	41	0.92%
▪ Seeking citizenship or immigration information	50	1.12%
▪ State, tribal, territorial or local government representative	15	0.34%
▪ Student	127	2.84%
▪ Traveler (domestic or international)	2386	53.32%
▪ Other	309	6.91%
Total	4475	100%