

CBP.gov Customer Satisfaction Survey

Time Period: 08/01/2016 - 08/31/2016

Overall Customer Satisfaction Score

65.58

How would you rate your overall experience today?

60.16

Answer Choices	Responses	Points	Score
▪ Outstanding	1056	100	105600
▪ Above Average	1818	75	136350
▪ Average	1512	50	75600
▪ Below Average	477	25	11925
▪ Poor	614	0	0
Total	5477		329475

Were you able to complete the purpose of your visit?

59.34

Answer Choices	Responses	Points	Score
▪ Yes	3250	100	325000
▪ No	2227	0	0
Total	5477		325000

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	4603	100	460300
▪ No	874	0	0
Total	5477		460300

Will you recommend this website to a friend or colleague?

77.27

Answer Choices	Responses	Points	Score
▪ Yes	4232	100	423200
▪ No	1245	0	0
Total	5477		423200

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

54.81

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2785	100	278500
▪ Had technical difficulties (e.g. error messages, broken links)	332	0	0
▪ Links did not take me where I expected	445	0	0
▪ Links / labels are difficult to understand, they are not intuitive	233	0	0
▪ Navigated to general area but couldn't find the specific content needed	961	0	0
▪ Too many links or navigational choices	155	0	0
▪ Would often feel lost, not know where I was	170	0	0
Total	5081		278500

How was your experience using our site search?

48.04

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1272	100	127200
▪ I was not sure what words to use in my search	253	0	0
▪ Results were not helpful	607	0	0
▪ Results were not relevant to my search terms or needs	269	0	0
▪ Results were too similar / redundant	59	0	0
▪ Returned not enough or no results	145	0	0
▪ Returned too many results	43	0	0
Total	2648		127200

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	217	3.96%
▪ Border Security	739	13.49%
▪ Contact Information	578	10.55%
▪ Contracting Opportunities	10	0.18%
▪ Email, RSS feeds, or subscription services	62	1.13%
▪ Environmental and Cultural Stewardship	6	0.11%
▪ Forms or publications	514	9.38%
▪ Human trafficking	6	0.11%
▪ Immigration and citizenship	171	3.12%
▪ Information about CBP (leadership, history, etc.)	119	2.17%
▪ International Initiatives	65	1.19%
▪ Jobs/Careers Information	221	4.04%
▪ News	66	1.21%
▪ Photographs	4	0.07%
▪ Port Security	47	0.86%
▪ Small Business Resources	17	0.31%
▪ Southwest Border Unaccompanied Alien	4	0.07%
▪ Trade	134	2.45%
▪ Travel	2485	45.37%
▪ Videos	12	0.22%
Total	5477	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	229	10.59%
▪ Content wasn't easy to understand	1319	61.01%
▪ Error on page	253	11.70%
▪ Multimedia / technical problem	226	10.45%
▪ Outdated information	135	6.24%
Total	2162	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	552	10.08%
▪ Customs Broker	55	1.00%
▪ Educator	222	4.05%
▪ Federal government employee	138	2.52%
▪ First responder / law enforcement official	38	0.69%
▪ Government contractor	54	0.99%
▪ International visitor	424	7.74%
▪ Job seeker	166	3.03%
▪ Media representative	15	0.27%
▪ Non-profit staff or volunteer	75	1.37%
▪ Seeking citizenship or immigration information	76	1.39%
▪ State, tribal, territorial or local government representative	20	0.37%
▪ Student	213	3.89%
▪ Traveler (domestic or international)	3054	55.76%
▪ Other	375	6.85%
Total	5477	100%