

CBP.gov Customer Satisfaction Survey

Time Period: 07/01/2017 - 07/31/2017

Overall Customer Satisfaction Score

69.42

How would you rate your overall experience today?

64.64

Answer Choices	Responses	Points	Score
▪ Outstanding	1071	100	107100
▪ Above Average	1657	75	124275
▪ Average	1291	50	64550
▪ Below Average	375	25	9375
▪ Poor	329	0	0
Total	4723		305300

Were you able to complete the purpose of your visit?

64.13

Answer Choices	Responses	Points	Score
▪ Yes	3029	100	302900
▪ No	1694	0	0
Total	4723		302900

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

86.30

Answer Choices	Responses	Points	Score
▪ Yes	4076	100	407600
▪ No	647	0	0
Total	4723		407600

Will you recommend this website to a friend or colleague?

81.28

Answer Choices	Responses	Points	Score
▪ Yes	3839	100	383900
▪ No	884	0	0
Total	4723		383900

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

57.96

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2557	100	255700
▪ Had technical difficulties (e.g. error messages, broken links)	256	0	0
▪ Links did not take me where I expected	349	0	0
▪ Links / labels are difficult to understand, they are not intuitive	205	0	0
▪ Navigated to general area but couldn't find the specific content needed	782	0	0
▪ Too many links or navigational choices	140	0	0
▪ Would often feel lost, not know where I was	123	0	0
Total	4412		255700

How was your experience using our site search?

53.36

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1253	100	125300
▪ I was not sure what words to use in my search	188	0	0
▪ Results were not helpful	455	0	0
▪ Results were not relevant to my search terms or needs	213	0	0
▪ Results were too similar / redundant	48	0	0
▪ Returned not enough or no results	143	0	0
▪ Returned too many results	48	0	0
Total	2348		125300

CBP.gov Customer Satisfaction Survey

Time Period: 07/01/2017 - 07/31/2017

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	208	4.40%
▪ Border Security	650	13.76%
▪ Contact Information	370	7.83%
▪ Contracting Opportunities	7	0.15%
▪ Email, RSS feeds, or subscription services	37	0.78%
▪ Environmental and Cultural Stewardship	6	0.13%
▪ Forms or publications	410	8.68%
▪ Human trafficking	3	0.06%
▪ Immigration and citizenship	137	2.90%
▪ Information about CBP (leadership, history, etc.)	92	1.95%
▪ International Initiatives	39	0.83%
▪ Jobs/Careers Information	348	7.37%
▪ News	43	0.91%
▪ Photographs	4	0.08%
▪ Port Security	33	0.70%
▪ Small Business Resources	11	0.23%
▪ Southwest Border Unaccompanied Alien	1	0.02%
▪ Trade	99	2.10%
▪ Travel	2219	46.98%
▪ Videos	6	0.13%
Total	4723	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	145	8.79%
▪ Content wasn't easy to understand	1052	63.80%
▪ Error on page	185	11.22%
▪ Multimedia / technical problem	181	10.98%
▪ Outdated information	86	5.22%
Total	1649	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	445	9.42%
▪ Customs Broker	30	0.64%
▪ Educator	225	4.76%
▪ Federal government employee	137	2.90%
▪ First responder / law enforcement official	41	0.87%
▪ Government contractor	33	0.70%
▪ International visitor	426	9.02%
▪ Job seeker	297	6.29%
▪ Media representative	12	0.25%
▪ Non-profit staff or volunteer	40	0.85%
▪ Seeking citizenship or immigration information	40	0.85%
▪ State, tribal, territorial or local government representative	16	0.34%
▪ Student	185	3.92%
▪ Traveler (domestic or international)	2483	52.57%
▪ Other	313	6.63%
Total	4723	100%