

# CBP.gov Customer Satisfaction Survey

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

## Overall Customer Satisfaction Score

**68.43**

### How would you rate your overall experience today?

**63.21**

Answer Choices	Responses	Points	Score
▪ Outstanding	1199	100	119900
▪ Above Average	1764	75	132300
▪ Average	1478	50	73900
▪ Below Average	468	25	11700
▪ Poor	435	0	0
<b>Total</b>	<b>5344</b>		<b>337800</b>

### Were you able to complete the purpose of your visit?

**62.41**

Answer Choices	Responses	Points	Score
▪ Yes	3335	100	333500
▪ No	2009	0	0
<b>Total</b>	<b>5344</b>		<b>333500</b>

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

**85.80**

Answer Choices	Responses	Points	Score
▪ Yes	4585	100	458500
▪ No	759	0	0
<b>Total</b>	<b>5344</b>		<b>458500</b>

### Will you recommend this website to a friend or colleague?

**79.45**

Answer Choices	Responses	Points	Score
▪ Yes	4246	100	424600
▪ No	1098	0	0
<b>Total</b>	<b>5344</b>		<b>424600</b>

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

**58.24**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2916	100	291600
▪ Had technical difficulties (e.g. error messages, broken links)	268	0	0
▪ Links did not take me where I expected	414	0	0
▪ Links / labels are difficult to understand, they are not intuitive	211	0	0
▪ Navigated to general area but couldn't find the specific content needed	886	0	0
▪ Too many links or navigational choices	153	0	0
▪ Would often feel lost, not know where I was	159	0	0
<b>Total</b>	<b>5007</b>		<b>291600</b>

### How was your experience using our site search?

**52.48**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1334	100	133400
▪ I was not sure what words to use in my search	211	0	0
▪ Results were not helpful	540	0	0
▪ Results were not relevant to my search terms or needs	236	0	0
▪ Results were too similar / redundant	47	0	0
▪ Returned not enough or no results	140	0	0
▪ Returned too many results	34	0	0
<b>Total</b>	<b>2542</b>		<b>133400</b>

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## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	214	4.00%
▪ Border Security	734	13.74%
▪ Contact Information	449	8.40%
▪ Contracting Opportunities	19	0.36%
▪ Email, RSS feeds, or subscription services	40	0.75%
▪ Environmental and Cultural Stewardship	10	0.19%
▪ Forms or publications	507	9.49%
▪ Human trafficking	10	0.19%
▪ Immigration and citizenship	164	3.07%
▪ Information about CBP (leadership, history, etc.)	108	2.02%
▪ International Initiatives	46	0.86%
▪ Jobs/Careers Information	334	6.25%
▪ News	64	1.20%
▪ Photographs	8	0.15%
▪ Port Security	40	0.75%
▪ Small Business Resources	20	0.37%
▪ Southwest Border Unaccompanied Alien	4	0.07%
▪ Trade	136	2.54%
▪ Travel	2429	45.45%
▪ Videos	8	0.15%
<b>Total</b>	<b>5344</b>	<b>100%</b>

### If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	189	9.78%
▪ Content wasn't easy to understand	1203	62.27%
▪ Error on page	209	10.82%
▪ Multimedia / technical problem	186	9.63%
▪ Outdated information	145	7.51%
<b>Total</b>	<b>1932</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	556	10.40%
▪ Customs Broker	63	1.18%
▪ Educator	222	4.15%
▪ Federal government employee	121	2.26%
▪ First responder / law enforcement official	69	1.29%
▪ Government contractor	57	1.07%
▪ International visitor	422	7.90%
▪ Job seeker	278	5.20%
▪ Media representative	18	0.34%
▪ Non-profit staff or volunteer	54	1.01%
▪ Seeking citizenship or immigration information	78	1.46%
▪ State, tribal, territorial or local government representative	16	0.30%
▪ Student	196	3.67%
▪ Traveler (domestic or international)	2837	53.09%
▪ Other	357	6.68%
<b>Total</b>	<b>5344</b>	<b>100%</b>