

# CBP.gov Customer Satisfaction Survey

Time Period: 12/01/2016 - 12/31/2016

## Overall Customer Satisfaction Score

**66.81**

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

**62.21**

Answer Choices	Responses	Points	Score
▪ Outstanding	720	100	72000
▪ Above Average	1151	75	86325
▪ Average	978	50	48900
▪ Below Average	271	25	6775
▪ Poor	320	0	0
<b>Total</b>	<b>3440</b>		<b>214000</b>

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

**61.02**

Answer Choices	Responses	Points	Score
▪ Yes	2099	100	209900
▪ No	1341	0	0
<b>Total</b>	<b>3440</b>		<b>209900</b>

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

**85.81**

Answer Choices	Responses	Points	Score
▪ Yes	2952	100	295200
▪ No	488	0	0
<b>Total</b>	<b>3440</b>		<b>295200</b>

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

**80.23**

Answer Choices	Responses	Points	Score
▪ Yes	2760	100	276000
▪ No	680	0	0
<b>Total</b>	<b>3440</b>		<b>276000</b>

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

**53.72**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1724	100	172400
▪ Had technical difficulties (e.g. error messages, broken links)	243	0	0
▪ Links did not take me where I expected	310	0	0
▪ Links / labels are difficult to understand, they are not intuitive	146	0	0
▪ Navigated to general area but couldn't find the specific content needed	586	0	0
▪ Too many links or navigational choices	98	0	0
▪ Would often feel lost, not know where I was	102	0	0
<b>Total</b>	<b>3209</b>		<b>172400</b>

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

**47.38**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	822	100	82200
▪ I was not sure what words to use in my search	182	0	0
▪ Results were not helpful	388	0	0
▪ Results were not relevant to my search terms or needs	169	0	0
▪ Results were too similar / redundant	49	0	0
▪ Returned not enough or no results	102	0	0
▪ Returned too many results	23	0	0
<b>Total</b>	<b>1735</b>		<b>82200</b>

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## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	131	3.81%
▪ Border Security	475	13.81%
▪ Contact Information	316	9.19%
▪ Contracting Opportunities	2	0.06%
▪ Email, RSS feeds, or subscription services	26	0.76%
▪ Environmental and Cultural Stewardship	5	0.15%
▪ Forms or publications	312	9.07%
▪ Human trafficking	6	0.17%
▪ Immigration and citizenship	94	2.73%
▪ Information about CBP (leadership, history, etc.)	74	2.15%
▪ International Initiatives	36	1.05%
▪ Jobs/Careers Information	197	5.73%
▪ News	45	1.31%
▪ Photographs	2	0.06%
▪ Port Security	24	0.70%
▪ Small Business Resources	12	0.35%
▪ Southwest Border Unaccompanied Alien	6	0.17%
▪ Trade	124	3.60%
▪ Travel	1539	44.74%
▪ Videos	14	0.41%
<b>Total</b>	<b>3440</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	146	11.04%
▪ Content wasn't easy to understand	797	60.24%
▪ Error on page	159	12.02%
▪ Multimedia / technical problem	139	10.51%
▪ Outdated information	82	6.20%
<b>Total</b>	<b>1323</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	378	10.99%
▪ Customs Broker	30	0.87%
▪ Educator	166	4.83%
▪ Federal government employee	120	3.49%
▪ First responder / law enforcement official	35	1.02%
▪ Government contractor	36	1.05%
▪ International visitor	286	8.31%
▪ Job seeker	171	4.97%
▪ Media representative	13	0.38%
▪ Non-profit staff or volunteer	28	0.81%
▪ Seeking citizenship or immigration information	34	0.99%
▪ State, tribal, territorial or local government representative	8	0.23%
▪ Student	151	4.39%
▪ Traveler (domestic or international)	1764	51.28%
▪ Other	220	6.40%
<b>Total</b>	<b>3440</b>	<b>100%</b>