

CBP.gov Customer Satisfaction Survey

Time Period: 06/01/2017 - 06/30/2017

Overall Customer Satisfaction Score

63.56

How would you rate your overall experience today?

58.76

Answer Choices	Responses	Points	Score
▪ Outstanding	979	100	97900
▪ Above Average	1495	75	112125
▪ Average	1339	50	66950
▪ Below Average	492	25	12300
▪ Poor	618	0	0
Total	4923		289275

Were you able to complete the purpose of your visit?

55.41

Answer Choices	Responses	Points	Score
▪ Yes	2728	100	272800
▪ No	2195	0	0
Total	4923		272800

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

83.06

Answer Choices	Responses	Points	Score
▪ Yes	4089	100	408900
▪ No	834	0	0
Total	4923		408900

Will you recommend this website to a friend or colleague?

75.93

Answer Choices	Responses	Points	Score
▪ Yes	3738	100	373800
▪ No	1185	0	0
Total	4923		373800

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

50.03

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2301	100	230100
▪ Had technical difficulties (e.g. error messages, broken links)	733	0	0
▪ Links did not take me where I expected	339	0	0
▪ Links / labels are difficult to understand, they are not intuitive	193	0	0
▪ Navigated to general area but couldn't find the specific content needed	747	0	0
▪ Too many links or navigational choices	132	0	0
▪ Would often feel lost, not know where I was	154	0	0
Total	4599		230100

How was your experience using our site search?

50.19

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1160	100	116000
▪ I was not sure what words to use in my search	207	0	0
▪ Results were not helpful	505	0	0
▪ Results were not relevant to my search terms or needs	186	0	0
▪ Results were too similar / redundant	53	0	0
▪ Returned not enough or no results	154	0	0
▪ Returned too many results	46	0	0
Total	2311		116000

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	185	3.76%
▪ Border Security	659	13.39%
▪ Contact Information	372	7.56%
▪ Contracting Opportunities	10	0.20%
▪ Email, RSS feeds, or subscription services	36	0.73%
▪ Environmental and Cultural Stewardship	5	0.10%
▪ Forms or publications	505	10.26%
▪ Human trafficking	5	0.10%
▪ Immigration and citizenship	126	2.56%
▪ Information about CBP (leadership, history, etc.)	82	1.67%
▪ International Initiatives	50	1.02%
▪ Jobs/Careers Information	332	6.74%
▪ News	41	0.83%
▪ Photographs	4	0.08%
▪ Port Security	28	0.57%
▪ Small Business Resources	8	0.16%
▪ Southwest Border Unaccompanied Alien	1	0.02%
▪ Trade	118	2.40%
▪ Travel	2346	47.65%
▪ Videos	10	0.20%
Total	4923	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	274	12.74%
▪ Content wasn't easy to understand	1052	48.91%
▪ Error on page	477	22.18%
▪ Multimedia / technical problem	260	12.09%
▪ Outdated information	88	4.09%
Total	2151	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	479	9.73%
▪ Customs Broker	32	0.65%
▪ Educator	263	5.34%
▪ Federal government employee	141	2.86%
▪ First responder / law enforcement official	52	1.06%
▪ Government contractor	44	0.89%
▪ International visitor	371	7.54%
▪ Job seeker	306	6.22%
▪ Media representative	9	0.18%
▪ Non-profit staff or volunteer	59	1.20%
▪ Seeking citizenship or immigration information	40	0.81%
▪ State, tribal, territorial or local government representative	15	0.30%
▪ Student	135	2.74%
▪ Traveler (domestic or international)	2672	54.28%
▪ Other	305	6.20%
Total	4923	100%