

# CBP.gov Customer Satisfaction Survey

Time Period: 05/01/2017 - 05/31/2017

## Overall Customer Satisfaction Score

**67.45**

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

**62.09**

Answer Choices	Responses	Points	Score
▪ Outstanding	1053	100	105300
▪ Above Average	1652	75	123900
▪ Average	1350	50	67500
▪ Below Average	397	25	9925
▪ Poor	486	0	0
<b>Total</b>	<b>4938</b>		<b>306625</b>

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

**61.32**

Answer Choices	Responses	Points	Score
▪ Yes	3028	100	302800
▪ No	1910	0	0
<b>Total</b>	<b>4938</b>		<b>302800</b>

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

**85.22**

Answer Choices	Responses	Points	Score
▪ Yes	4208	100	420800
▪ No	730	0	0
<b>Total</b>	<b>4938</b>		<b>420800</b>

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

**79.75**

Answer Choices	Responses	Points	Score
▪ Yes	3938	100	393800
▪ No	1000	0	0
<b>Total</b>	<b>4938</b>		<b>393800</b>

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

**55.43**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2566	100	256600
▪ Had technical difficulties (e.g. error messages, broken links)	470	0	0
▪ Links did not take me where I expected	364	0	0
▪ Links / labels are difficult to understand, they are not intuitive	216	0	0
▪ Navigated to general area but couldn't find the specific content needed	747	0	0
▪ Too many links or navigational choices	116	0	0
▪ Would often feel lost, not know where I was	150	0	0
<b>Total</b>	<b>4629</b>		<b>256600</b>

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

**52.38**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1257	100	125700
▪ I was not sure what words to use in my search	202	0	0
▪ Results were not helpful	501	0	0
▪ Results were not relevant to my search terms or needs	204	0	0
▪ Results were too similar / redundant	44	0	0
▪ Returned not enough or no results	150	0	0
▪ Returned too many results	42	0	0
<b>Total</b>	<b>2400</b>		<b>125700</b>

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## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	165	3.34%
▪ Border Security	680	13.77%
▪ Contact Information	372	7.53%
▪ Contracting Opportunities	15	0.30%
▪ Email, RSS feeds, or subscription services	34	0.69%
▪ Environmental and Cultural Stewardship	4	0.08%
▪ Forms or publications	460	9.32%
▪ Human trafficking	5	0.10%
▪ Immigration and citizenship	123	2.49%
▪ Information about CBP (leadership, history, etc.)	99	2.00%
▪ International Initiatives	50	1.01%
▪ Jobs/Careers Information	408	8.26%
▪ News	57	1.15%
▪ Photographs	2	0.04%
▪ Port Security	36	0.73%
▪ Small Business Resources	12	0.24%
▪ Southwest Border Unaccompanied Alien	4	0.08%
▪ Trade	118	2.39%
▪ Travel	2280	46.17%
▪ Videos	14	0.28%
<b>Total</b>	<b>4938</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	217	11.63%
▪ Content wasn't easy to understand	1053	56.43%
▪ Error on page	298	15.97%
▪ Multimedia / technical problem	201	10.77%
▪ Outdated information	97	5.20%
<b>Total</b>	<b>1866</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	518	10.49%
▪ Customs Broker	40	0.81%
▪ Educator	250	5.06%
▪ Federal government employee	145	2.94%
▪ First responder / law enforcement official	60	1.22%
▪ Government contractor	40	0.81%
▪ International visitor	397	8.04%
▪ Job seeker	333	6.74%
▪ Media representative	14	0.28%
▪ Non-profit staff or volunteer	41	0.83%
▪ Seeking citizenship or immigration information	45	0.91%
▪ State, tribal, territorial or local government representative	12	0.24%
▪ Student	208	4.21%
▪ Traveler (domestic or international)	2526	51.15%
▪ Other	309	6.26%
<b>Total</b>	<b>4938</b>	<b>100%</b>