

CBP.gov Customer Satisfaction Survey

Time Period: 02/01/2017-02/28/2017

Overall Customer Satisfaction Score

70.86

How would you rate your overall experience today?

65.31

Answer Choices	Responses	Points	Score
▪ Outstanding	1278	100	127800
▪ Above Average	1932	75	144900
▪ Average	1548	50	77400
▪ Below Average	377	25	9425
▪ Poor	370	0	0
Total	5505		359525

Were you able to complete the purpose of your visit?

65.09

Answer Choices	Responses	Points	Score
▪ Yes	3583	100	358300
▪ No	1922	0	0
Total	5505		358300

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

87.87

Answer Choices	Responses	Points	Score
▪ Yes	4837	100	483700
▪ No	668	0	0
Total	5505		483700

Will you recommend this website to a friend or colleague?

82.43

Answer Choices	Responses	Points	Score
▪ Yes	4538	100	453800
▪ No	967	0	0
Total	5505		453800

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

60.97

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	3151	100	315100
▪ Had technical difficulties (e.g. error messages, broken links)	231	0	0
▪ Links did not take me where I expected	408	0	0
▪ Links / labels are difficult to understand, they are not intuitive	202	0	0
▪ Navigated to general area but couldn't find the specific content needed	907	0	0
▪ Too many links or navigational choices	133	0	0
▪ Would often feel lost, not know where I was	136	0	0
Total	5168		315100

How was your experience using our site search?

54.62

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1473	100	147300
▪ I was not sure what words to use in my search	218	0	0
▪ Results were not helpful	527	0	0
▪ Results were not relevant to my search terms or needs	246	0	0
▪ Results were too similar / redundant	56	0	0
▪ Returned not enough or no results	139	0	0
▪ Returned too many results	38	0	0
Total	2697		147300

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	233	4.23%
▪ Border Security	748	13.59%
▪ Contact Information	399	7.25%
▪ Contracting Opportunities	13	0.24%
▪ Email, RSS feeds, or subscription services	35	0.64%
▪ Environmental and Cultural Stewardship	1	0.02%
▪ Forms or publications	431	7.83%
▪ Human trafficking	9	0.16%
▪ Immigration and citizenship	159	2.89%
▪ Information about CBP (leadership, history, etc.)	103	1.87%
▪ International Initiatives	50	0.91%
▪ Jobs/Careers Information	638	11.59%
▪ News	79	1.44%
▪ Photographs	10	0.18%
▪ Port Security	47	0.85%
▪ Small Business Resources	19	0.35%
▪ Southwest Border Unaccompanied Alien	5	0.09%
▪ Trade	126	2.29%
▪ Travel	2388	43.38%
▪ Videos	12	0.22%
Total	5505	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	153	8.18%
▪ Content wasn't easy to understand	1150	61.50%
▪ Error on page	195	10.43%
▪ Multimedia / technical problem	227	12.14%
▪ Outdated information	145	7.75%
Total	1870	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	579	10.52%
▪ Customs Broker	41	0.74%
▪ Educator	222	4.03%
▪ Federal government employee	151	2.74%
▪ First responder / law enforcement official	88	1.60%
▪ Government contractor	53	0.96%
▪ International visitor	389	7.07%
▪ Job seeker	539	9.79%
▪ Media representative	18	0.33%
▪ Non-profit staff or volunteer	58	1.05%
▪ Seeking citizenship or immigration information	73	1.33%
▪ State, tribal, territorial or local government representative	15	0.27%
▪ Student	209	3.80%
▪ Traveler (domestic or international)	2672	48.54%
▪ Other	398	7.23%
Total	5505	100%