

CBP.gov Customer Satisfaction Survey

Time Period: 04/01/2017 - 04/30/2017

Overall Customer Satisfaction Score

67.99

How would you rate your overall experience today?

62.74

Answer Choices	Responses	Points	Score
▪ Outstanding	1055	100	105500
▪ Above Average	1577	75	118275
▪ Average	1276	50	63800
▪ Below Average	385	25	9625
▪ Poor	444	0	0
Total	4737		297200

Were you able to complete the purpose of your visit?

61.64

Answer Choices	Responses	Points	Score
▪ Yes	2920	100	292000
▪ No	1817	0	0
Total	4737		292000

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

86.07

Answer Choices	Responses	Points	Score
▪ Yes	4077	100	407700
▪ No	660	0	0
Total	4737		407700

Will you recommend this website to a friend or colleague?

80.77

Answer Choices	Responses	Points	Score
▪ Yes	3826	100	382600
▪ No	911	0	0
Total	4737		382600

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

56.43

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2498	100	249800
▪ Had technical difficulties (e.g. error messages, broken links)	362	0	0
▪ Links did not take me where I expected	354	0	0
▪ Links / labels are difficult to understand, they are not intuitive	168	0	0
▪ Navigated to general area but couldn't find the specific content needed	774	0	0
▪ Too many links or navigational choices	136	0	0
▪ Would often feel lost, not know where I was	135	0	0
Total	4427		249800

How was your experience using our site search?

50.69

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1171	100	117100
▪ I was not sure what words to use in my search	226	0	0
▪ Results were not helpful	483	0	0
▪ Results were not relevant to my search terms or needs	240	0	0
▪ Results were too similar / redundant	40	0	0
▪ Returned not enough or no results	120	0	0
▪ Returned too many results	30	0	0
Total	2310		117100

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	165	3.48%
▪ Border Security	624	13.17%
▪ Contact Information	379	8.00%
▪ Contracting Opportunities	12	0.25%
▪ Email, RSS feeds, or subscription services	32	0.68%
▪ Environmental and Cultural Stewardship	4	0.08%
▪ Forms or publications	442	9.33%
▪ Human trafficking	5	0.11%
▪ Immigration and citizenship	110	2.32%
▪ Information about CBP (leadership, history, etc.)	92	1.94%
▪ International Initiatives	50	1.06%
▪ Jobs/Careers Information	408	8.61%
▪ News	44	0.93%
▪ Photographs	9	0.19%
▪ Port Security	43	0.91%
▪ Small Business Resources	8	0.17%
▪ Southwest Border Unaccompanied Alien	1	0.02%
▪ Trade	88	1.86%
▪ Travel	2206	46.57%
▪ Videos	15	0.32%
Total	4737	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	202	11.33%
▪ Content wasn't easy to understand	1060	59.45%
▪ Error on page	229	12.84%
▪ Multimedia / technical problem	189	10.60%
▪ Outdated information	103	5.78%
Total	1783	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	433	9.14%
▪ Customs Broker	36	0.76%
▪ Educator	205	4.33%
▪ Federal government employee	132	2.79%
▪ First responder / law enforcement official	58	1.22%
▪ Government contractor	45	0.95%
▪ International visitor	422	8.91%
▪ Job seeker	344	7.26%
▪ Media representative	11	0.23%
▪ Non-profit staff or volunteer	42	0.89%
▪ Seeking citizenship or immigration information	52	1.10%
▪ State, tribal, territorial or local government representative	15	0.32%
▪ Student	184	3.88%
▪ Traveler (domestic or international)	2431	51.32%
▪ Other	327	6.90%
Total	4737	100%