

# CBP.gov Customer Satisfaction Survey

Time Period: 03/01/2017 - 03/31/2017

## Overall Customer Satisfaction Score

**69.75**

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

**64.07**

Answer Choices	Responses	Points	Score
▪ Outstanding	1210	100	121000
▪ Above Average	2073	75	155475
▪ Average	1649	50	82450
▪ Below Average	413	25	10325
▪ Poor	418	0	0
<b>Total</b>	<b>5763</b>		<b>369250</b>

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

**64.10**

Answer Choices	Responses	Points	Score
▪ Yes	3694	100	369400
▪ No	2069	0	0
<b>Total</b>	<b>5763</b>		<b>369400</b>

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

**86.60**

Answer Choices	Responses	Points	Score
▪ Yes	4991	100	499100
▪ No	772	0	0
<b>Total</b>	<b>5763</b>		<b>499100</b>

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

**81.97**

Answer Choices	Responses	Points	Score
▪ Yes	4724	100	472400
▪ No	1039	0	0
<b>Total</b>	<b>5763</b>		<b>472400</b>

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

**58.38**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	3133	100	313300
▪ Had technical difficulties (e.g. error messages, broken links)	310	0	0
▪ Links did not take me where I expected	466	0	0
▪ Links / labels are difficult to understand, they are not intuitive	222	0	0
▪ Navigated to general area but couldn't find the specific content needed	891	0	0
▪ Too many links or navigational choices	147	0	0
▪ Would often feel lost, not know where I was	198	0	0
<b>Total</b>	<b>5367</b>		<b>313300</b>

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

**55.31**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1574	100	157400
▪ I was not sure what words to use in my search	230	0	0
▪ Results were not helpful	515	0	0
▪ Results were not relevant to my search terms or needs	256	0	0
▪ Results were too similar / redundant	61	0	0
▪ Returned not enough or no results	163	0	0
▪ Returned too many results	47	0	0
<b>Total</b>	<b>2846</b>		<b>157400</b>

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## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	211	3.66%
▪ Border Security	757	13.14%
▪ Contact Information	469	8.14%
▪ Contracting Opportunities	21	0.36%
▪ Email, RSS feeds, or subscription services	37	0.64%
▪ Environmental and Cultural Stewardship	8	0.14%
▪ Forms or publications	501	8.69%
▪ Human trafficking	5	0.09%
▪ Immigration and citizenship	128	2.22%
▪ Information about CBP (leadership, history, etc.)	108	1.87%
▪ International Initiatives	43	0.75%
▪ Jobs/Careers Information	595	10.32%
▪ News	80	1.39%
▪ Photographs	11	0.19%
▪ Port Security	51	0.88%
▪ Small Business Resources	14	0.24%
▪ Southwest Border Unaccompanied Alien	2	0.03%
▪ Trade	119	2.06%
▪ Travel	2590	44.94%
▪ Videos	13	0.23%
<b>Total</b>	<b>5763</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	189	9.39%
▪ Content wasn't easy to understand	1259	62.57%
▪ Error on page	250	12.43%
▪ Multimedia / technical problem	177	8.80%
▪ Outdated information	137	6.81%
<b>Total</b>	<b>2012</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	526	9.13%
▪ Customs Broker	56	0.97%
▪ Educator	238	4.13%
▪ Federal government employee	167	2.90%
▪ First responder / law enforcement official	70	1.21%
▪ Government contractor	66	1.15%
▪ International visitor	418	7.25%
▪ Job seeker	513	8.90%
▪ Media representative	12	0.21%
▪ Non-profit staff or volunteer	61	1.06%
▪ Seeking citizenship or immigration information	56	0.97%
▪ State, tribal, territorial or local government representative	11	0.19%
▪ Student	208	3.61%
▪ Traveler (domestic or international)	2932	50.88%
▪ Other	429	7.44%
<b>Total</b>	<b>5763</b>	<b>100%</b>