

# CBP.gov Customer Satisfaction Survey

Time Period: 10/1/2017 - 10/31/2017

## Overall Customer Satisfaction Score

**60.31**

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

**55.91**

Answer Choices	Responses	Points	Score
▪ Outstanding	745	100	74500
▪ Above Average	1097	75	82275
▪ Average	964	50	48200
▪ Below Average	411	25	10275
▪ Poor	633	0	0
<b>Total</b>	<b>3850</b>		<b>215250</b>

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

**53.14**

Answer Choices	Responses	Points	Score
▪ Yes	2046	100	204600
▪ No	1804	0	0
<b>Total</b>	<b>3850</b>		<b>204600</b>

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

**79.92**

Answer Choices	Responses	Points	Score
▪ Yes	3077	100	307700
▪ No	773	0	0
<b>Total</b>	<b>3850</b>		<b>307700</b>

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

**71.77**

Answer Choices	Responses	Points	Score
▪ Yes	2763	100	276300
▪ No	1087	0	0
<b>Total</b>	<b>3850</b>		<b>276300</b>

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

**49.27**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1754	100	175400
▪ Had technical difficulties (e.g. error messages, broken links)	383	0	0
▪ Links did not take me where I expected	315	0	0
▪ Links / labels are difficult to understand, they are not intuitive	182	0	0
▪ Navigated to general area but couldn't find the specific content needed	642	0	0
▪ Too many links or navigational choices	121	0	0
▪ Would often feel lost, not know where I was	163	0	0
<b>Total</b>	<b>3560</b>		<b>175400</b>

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

**41.91**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	816	100	81600
▪ I was not sure what words to use in my search	157	0	0
▪ Results were not helpful	533	0	0
▪ Results were not relevant to my search terms or needs	217	0	0
▪ Results were too similar / redundant	41	0	0
▪ Returned not enough or no results	144	0	0
▪ Returned too many results	39	0	0
<b>Total</b>	<b>1947</b>		<b>81600</b>

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## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	125	3.25%
▪ Border Security	481	12.49%
▪ Contact Information	364	9.45%
▪ Contracting Opportunities	4	0.10%
▪ Email, RSS feeds, or subscription services	44	1.14%
▪ Environmental and Cultural Stewardship	7	0.18%
▪ Forms or publications	301	7.82%
▪ Human trafficking	5	0.13%
▪ Immigration and citizenship	86	2.23%
▪ Information about CBP (leadership, history, etc.)	93	2.42%
▪ International Initiatives	29	0.75%
▪ Jobs/Careers Information	257	6.68%
▪ News	43	1.12%
▪ Photographs	4	0.10%
▪ Port Security	35	0.91%
▪ Small Business Resources	12	0.31%
▪ Southwest Border Unaccompanied Alien	1	0.03%
▪ Trade	98	2.55%
▪ Travel	1852	48.10%
▪ Videos	9	0.23%
<b>Total</b>	<b>3850</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	186	10.42%
▪ Content wasn't easy to understand	1014	56.81%
▪ Error on page	287	16.08%
▪ Multimedia / technical problem	206	11.54%
▪ Outdated information	92	5.15%
<b>Total</b>	<b>1785</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	414	10.75%
▪ Customs Broker	33	0.86%
▪ Educator	141	3.66%
▪ Federal government employee	99	2.57%
▪ First responder / law enforcement official	39	1.01%
▪ Government contractor	31	0.81%
▪ International visitor	272	7.06%
▪ Job seeker	210	5.45%
▪ Media representative	12	0.31%
▪ Non-profit staff or volunteer	43	1.12%
▪ Seeking citizenship or immigration information	43	1.12%
▪ State, tribal, territorial or local government representative	7	0.18%
▪ Student	154	4.00%
▪ Traveler (domestic or international)	2096	54.44%
▪ Other	256	6.65%
<b>Total</b>	<b>3850</b>	<b>100%</b>