

CBP.gov Customer Satisfaction Survey

Time Period: 08/01/2017 - 08/31/2017

Overall Customer Satisfaction Score **69.16**

How would you rate your overall experience today? **64.30**

Answer Choices	Responses	Points	Score
▪ Outstanding	1028	100	102800
▪ Above Average	1510	75	113250
▪ Average	1269	50	63450
▪ Below Average	342	25	8550
▪ Poor	331	0	0
Total	4480		288050

Were you able to complete the purpose of your visit? **63.79**

Answer Choices	Responses	Points	Score
▪ Yes	2858	100	285800
▪ No	1622	0	0
Total	4480		285800

Would you still return to this website if you could get this information or service from another source? **86.72**

Answer Choices	Responses	Points	Score
▪ Yes	3885	100	388500
▪ No	595	0	0
Total	4480		388500

Will you recommend this website to a friend or colleague? **80.87**

Answer Choices	Responses	Points	Score
▪ Yes	3623	100	362300
▪ No	857	0	0
Total	4480		362300

Please describe your experience finding your way around (navigating) CBP.gov today. **57.74**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2410	100	241000
▪ Had technical difficulties (e.g. error messages, broken links)	219	0	0
▪ Links did not take me where I expected	333	0	0
▪ Links / labels are difficult to understand, they are not intuitive	185	0	0
▪ Navigated to general area but couldn't find the specific content needed	764	0	0
▪ Too many links or navigational choices	116	0	0
▪ Would often feel lost, not know where I was	147	0	0
Total	4174		241000

How was your experience using our site search? **52.24**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1164	100	116400
▪ I was not sure what words to use in my search	205	0	0
▪ Results were not helpful	424	0	0
▪ Results were not relevant to my search terms or needs	197	0	0
▪ Results were too similar / redundant	55	0	0
▪ Returned not enough or no results	135	0	0
▪ Returned too many results	48	0	0
Total	2228		116400

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	182	4.06%
▪ Border Security	586	13.08%
▪ Contact Information	342	7.63%
▪ Contracting Opportunities	12	0.27%
▪ Email, RSS feeds, or subscription services	49	1.09%
▪ Environmental and Cultural Stewardship	3	0.07%
▪ Forms or publications	404	9.02%
▪ Human trafficking	9	0.20%
▪ Immigration and citizenship	106	2.37%
▪ Information about CBP (leadership, history, etc.)	87	1.94%
▪ International Initiatives	47	1.05%
▪ Jobs/Careers Information	387	8.64%
▪ News	57	1.27%
▪ Photographs	7	0.16%
▪ Port Security	37	0.83%
▪ Small Business Resources	14	0.31%
▪ Southwest Border Unaccompanied Alien	4	0.09%
▪ Trade	122	2.72%
▪ Travel	2011	44.89%
▪ Videos	14	0.31%
Total	4480	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	139	8.73%
▪ Content wasn't easy to understand	1004	63.03%
▪ Error on page	170	10.67%
▪ Multimedia / technical problem	169	10.61%
▪ Outdated information	111	6.97%
Total	1593	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	472	10.54%
▪ Customs Broker	40	0.89%
▪ Educator	188	4.20%
▪ Federal government employee	118	2.63%
▪ First responder / law enforcement official	61	1.36%
▪ Government contractor	46	1.03%
▪ International visitor	376	8.39%
▪ Job seeker	304	6.79%
▪ Media representative	14	0.31%
▪ Non-profit staff or volunteer	37	0.83%
▪ Seeking citizenship or immigration information	46	1.03%
▪ State, tribal, territorial or local government representative	25	0.56%
▪ Student	173	3.86%
▪ Traveler (domestic or international)	2247	50.16%
▪ Other	333	7.43%
Total	4480	100%