

CBP.gov Customer Satisfaction Survey

Time Period: 09/01/2017 - 09/30/2017

Overall Customer Satisfaction Score

69.44

How would you rate your overall experience today?

64.61

Answer Choices	Responses	Points	Score
▪ Outstanding	847	100	84700
▪ Above Average	1179	75	88425
▪ Average	1022	50	51100
▪ Below Average	270	25	6750
▪ Poor	257	0	0
Total	3575		230975

Were you able to complete the purpose of your visit?

63.80

Answer Choices	Responses	Points	Score
▪ Yes	2281	100	228100
▪ No	1294	0	0
Total	3575		228100

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

86.38

Answer Choices	Responses	Points	Score
▪ Yes	3088	100	308800
▪ No	487	0	0
Total	3575		308800

Will you recommend this website to a friend or colleague?

81.26

Answer Choices	Responses	Points	Score
▪ Yes	2905	100	290500
▪ No	670	0	0
Total	3575		290500

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

58.62

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1956	100	195600
▪ Had technical difficulties (e.g. error messages, broken links)	168	0	0
▪ Links did not take me where I expected	259	0	0
▪ Links / labels are difficult to understand, they are not intuitive	150	0	0
▪ Navigated to general area but couldn't find the specific content needed	603	0	0
▪ Too many links or navigational choices	89	0	0
▪ Would often feel lost, not know where I was	112	0	0
Total	3337		195600

How was your experience using our site search?

52.82

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	927	100	92700
▪ I was not sure what words to use in my search	159	0	0
▪ Results were not helpful	351	0	0
▪ Results were not relevant to my search terms or needs	165	0	0
▪ Results were too similar / redundant	34	0	0
▪ Returned not enough or no results	89	0	0
▪ Returned too many results	30	0	0
Total	1755		92700

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	157	4.39%
▪ Border Security	496	13.87%
▪ Contact Information	314	8.78%
▪ Contracting Opportunities	10	0.28%
▪ Email, RSS feeds, or subscription services	35	0.98%
▪ Environmental and Cultural Stewardship	6	0.17%
▪ Forms or publications	277	7.75%
▪ Human trafficking	2	0.06%
▪ Immigration and citizenship	99	2.77%
▪ Information about CBP (leadership, history, etc.)	95	2.66%
▪ International Initiatives	40	1.12%
▪ Jobs/Careers Information	313	8.76%
▪ News	38	1.06%
▪ Photographs	6	0.17%
▪ Port Security	30	0.84%
▪ Small Business Resources	11	0.31%
▪ Southwest Border Unaccompanied Alien	3	0.08%
▪ Trade	102	2.85%
▪ Travel	1530	42.80%
▪ Videos	11	0.31%
Total	3575	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	113	8.88%
▪ Content wasn't easy to understand	813	63.92%
▪ Error on page	127	9.98%
▪ Multimedia / technical problem	122	9.59%
▪ Outdated information	97	7.63%
Total	1272	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	383	10.71%
▪ Customs Broker	28	0.78%
▪ Educator	138	3.86%
▪ Federal government employee	93	2.60%
▪ First responder / law enforcement official	44	1.23%
▪ Government contractor	27	0.76%
▪ International visitor	295	8.25%
▪ Job seeker	246	6.88%
▪ Media representative	9	0.25%
▪ Non-profit staff or volunteer	33	0.92%
▪ Seeking citizenship or immigration information	38	1.06%
▪ State, tribal, territorial or local government representative	8	0.22%
▪ Student	150	4.20%
▪ Traveler (domestic or international)	1811	50.66%
▪ Other	272	7.61%
Total	3575	100%