

CBP.gov Customer Satisfaction Survey

Time Period: 03/01/2018 - 03/31/2018

Overall Customer Satisfaction Score **69.52**

How would you rate your overall experience today? **64.69**

| Answer Choices | Responses | Points | Score |
|-----------------|-------------|--------|---------------|
| ▪ Outstanding | 835 | 100 | 83500 |
| ▪ Above Average | 1096 | 75 | 82200 |
| ▪ Average | 880 | 50 | 44000 |
| ▪ Below Average | 236 | 25 | 5900 |
| ▪ Poor | 286 | 0 | 0 |
| Total | 3333 | | 215600 |

Were you able to complete the purpose of your visit? **64.36**

| Answer Choices | Responses | Points | Score |
|----------------|-------------|--------|---------------|
| ▪ Yes | 2145 | 100 | 214500 |
| ▪ No | 1188 | 0 | 0 |
| Total | 3333 | | 214500 |

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 | 2879 | 100 | 287900 |
| ▪ No | 454 | 0 | 0 |
| Total | 3333 | | 287900 |

Will you recommend this website to a friend or colleague? **81.07**

| Answer Choices | Responses | Points | Score |
|----------------|-------------|--------|---------------|
| ▪ Yes | 2702 | 100 | 270200 |
| ▪ No | 631 | 0 | 0 |
| Total | 3333 | | 270200 |

Please describe your experience finding your way around (navigating) CBP.gov today. **58.83**

NOTE: Excludes "Other" responses

| Answer Choices | Responses | Points | Score |
|---|-------------|--------|---------------|
| ▪ Encountered no difficulties | 1838 | 100 | 183800 |
| ▪ Had technical difficulties (e.g. error messages, broken links) | 198 | 0 | 0 |
| ▪ Links did not take me where I expected | 232 | 0 | 0 |
| ▪ Links / labels are difficult to understand, they are not intuitive | 142 | 0 | 0 |
| ▪ Navigated to general area but couldn't find the specific content needed | 486 | 0 | 0 |
| ▪ Too many links or navigational choices | 93 | 0 | 0 |
| ▪ Would often feel lost, not know where I was | 135 | 0 | 0 |
| Total | 3124 | | 183800 |

How was your experience using our site search? **52.14**

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

| Answer Choices | Responses | Points | Score |
|---|-------------|--------|--------------|
| ▪ Encountered no difficulties | 839 | 100 | 83900 |
| ▪ I was not sure what words to use in my search | 135 | 0 | 0 |
| ▪ Results were not helpful | 311 | 0 | 0 |
| ▪ Results were not relevant to my search terms or needs | 171 | 0 | 0 |
| ▪ Results were too similar / redundant | 34 | 0 | 0 |
| ▪ Returned not enough or no results | 90 | 0 | 0 |
| ▪ Returned too many results | 29 | 0 | 0 |
| Total | 1609 | | 83900 |

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Demographic Information

What Information were you looking for today?

| Answer Choices | Responses | Percentage |
|---|-------------|-------------|
| ▪ Advisories | 144 | 4.32% |
| ▪ Border Security | 431 | 12.93% |
| ▪ Contact Information | 252 | 7.56% |
| ▪ Contracting Opportunities | 10 | 0.30% |
| ▪ Email, RSS feeds, or subscription services | 23 | 0.69% |
| ▪ Environmental and Cultural Stewardship | 3 | 0.09% |
| ▪ Forms or publications | 273 | 8.19% |
| ▪ Human trafficking | 5 | 0.15% |
| ▪ Immigration and citizenship | 72 | 2.16% |
| ▪ Information about CBP (leadership, history, etc.) | 61 | 1.83% |
| ▪ International Initiatives | 28 | 0.84% |
| ▪ Jobs/Careers Information | 262 | 7.86% |
| ▪ News | 37 | 1.11% |
| ▪ Photographs | 9 | 0.27% |
| ▪ Port Security | 29 | 0.87% |
| ▪ Small Business Resources | 18 | 0.54% |
| ▪ Southwest Border Unaccompanied Alien | 4 | 0.12% |
| ▪ Trade | 94 | 2.82% |
| ▪ Travel | 1568 | 47.04% |
| ▪ Videos | 10 | 0.30% |
| Total | 3333 | 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 | 123 | 10.54% |
| ▪ Content wasn't easy to understand | 702 | 60.15% |
| ▪ Error on page | 134 | 11.48% |
| ▪ Multimedia / technical problem | 141 | 12.08% |
| ▪ Outdated information | 67 | 5.74% |
| Total | 1167 | 100% |

Which of the following best describes you?

| Answer Choices | Responses | Percentage |
|---|-------------|-------------|
| ▪ Business representative | 321 | 9.63% |
| ▪ Customs Broker | 47 | 1.41% |
| ▪ Educator | 157 | 4.71% |
| ▪ Federal government employee | 107 | 3.21% |
| ▪ First responder / law enforcement official | 40 | 1.20% |
| ▪ Government contractor | 34 | 1.02% |
| ▪ International visitor | 286 | 8.58% |
| ▪ Job seeker | 232 | 6.96% |
| ▪ Media representative | 13 | 0.39% |
| ▪ Non-profit staff or volunteer | 24 | 0.72% |
| ▪ Seeking citizenship or immigration information | 29 | 0.87% |
| ▪ State, tribal, territorial or local government representative | 11 | 0.33% |
| ▪ Student | 137 | 4.11% |
| ▪ Traveler (domestic or international) | 1679 | 50.38% |
| ▪ Other | 216 | 6.48% |
| Total | 3333 | 100% |