

CBP.gov Customer Satisfaction Survey

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

Overall Customer Satisfaction Score

69.91

How would you rate your overall experience today?

64.50

Answer Choices	Responses	Points	Score
▪ Outstanding	962	100	96200
▪ Above Average	1455	75	109125
▪ Average	1172	50	58600
▪ Below Average	323	25	8075
▪ Poor	305	0	0
Total	4217		272000

Were you able to complete the purpose of your visit?

64.88

Answer Choices	Responses	Points	Score
▪ Yes	2736	100	273600
▪ No	1481	0	0
Total	4217		273600

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

86.70

Answer Choices	Responses	Points	Score
▪ Yes	3656	100	365600
▪ No	561	0	0
Total	4217		365600

Will you recommend this website to a friend or colleague?

81.03

Answer Choices	Responses	Points	Score
▪ Yes	3417	100	341700
▪ No	800	0	0
Total	4217		341700

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

59.90

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2341	100	234100
▪ Had technical difficulties (e.g. error messages, broken links)	186	0	0
▪ Links did not take me where I expected	334	0	0
▪ Links / labels are difficult to understand, they are not intuitive	172	0	0
▪ Navigated to general area but couldn't find the specific content needed	624	0	0
▪ Too many links or navigational choices	129	0	0
▪ Would often feel lost, not know where I was	122	0	0
Total	3908		234100

How was your experience using our site search?

52.98

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1083	100	108300
▪ I was not sure what words to use in my search	171	0	0
▪ Results were not helpful	413	0	0
▪ Results were not relevant to my search terms or needs	156	0	0
▪ Results were too similar / redundant	44	0	0
▪ Returned not enough or no results	139	0	0
▪ Returned too many results	38	0	0
Total	2044		108300

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	159	3.77%
▪ Border Security	564	13.37%
▪ Contact Information	314	7.45%
▪ Contracting Opportunities	16	0.38%
▪ Email, RSS feeds, or subscription services	31	0.74%
▪ Environmental and Cultural Stewardship	4	0.09%
▪ Forms or publications	351	8.32%
▪ Human trafficking	8	0.19%
▪ Immigration and citizenship	106	2.51%
▪ Information about CBP (leadership, history, etc.)	81	1.92%
▪ International Initiatives	48	1.14%
▪ Jobs/Careers Information	408	9.68%
▪ News	50	1.19%
▪ Photographs	1	0.02%
▪ Port Security	32	0.76%
▪ Small Business Resources	14	0.33%
▪ Southwest Border Unaccompanied Alien	5	0.12%
▪ Trade	114	2.70%
▪ Travel	1903	45.13%
▪ Videos	8	0.19%
Total	4217	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	144	9.94%
▪ Content wasn't easy to understand	919	63.47%
▪ Error on page	149	10.29%
▪ Multimedia / technical problem	149	10.29%
▪ Outdated information	87	6.01%
Total	1448	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	452	10.72%
▪ Customs Broker	43	1.02%
▪ Educator	196	4.65%
▪ Federal government employee	108	2.56%
▪ First responder / law enforcement official	54	1.28%
▪ Government contractor	42	1.00%
▪ International visitor	313	7.42%
▪ Job seeker	324	7.68%
▪ Media representative	11	0.26%
▪ Non-profit staff or volunteer	36	0.85%
▪ Seeking citizenship or immigration information	39	0.92%
▪ State, tribal, territorial or local government representative	9	0.21%
▪ Student	166	3.94%
▪ Traveler (domestic or international)	2121	50.30%
▪ Other	303	7.19%
Total	4217	100%