

CBP.gov Customer Satisfaction Survey

Time Period: 12/01/2017 - 12/31/2017

Overall Customer Satisfaction Score

67.89

How would you rate your overall experience today?

63.16

Answer Choices	Responses	Points	Score
▪ Outstanding	635	100	63500
▪ Above Average	869	75	65175
▪ Average	732	50	36600
▪ Below Average	205	25	5125
▪ Poor	257	0	0
Total	2698		170400

Were you able to complete the purpose of your visit?

62.68

Answer Choices	Responses	Points	Score
▪ Yes	1691	100	169100
▪ No	1007	0	0
Total	2698		169100

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

85.10

Answer Choices	Responses	Points	Score
▪ Yes	2296	100	229600
▪ No	402	0	0
Total	2698		229600

Will you recommend this website to a friend or colleague?

79.65

Answer Choices	Responses	Points	Score
▪ Yes	2149	100	214900
▪ No	549	0	0
Total	2698		214900

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

56.14

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1413	100	141300
▪ Had technical difficulties (e.g. error messages, broken links)	153	0	0
▪ Links did not take me where I expected	203	0	0
▪ Links / labels are difficult to understand, they are not intuitive	95	0	0
▪ Navigated to general area but couldn't find the specific content needed	465	0	0
▪ Too many links or navigational choices	98	0	0
▪ Would often feel lost, not know where I was	90	0	0
Total	2517		141300

How was your experience using our site search?

51.98

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	709	100	70900
▪ I was not sure what words to use in my search	114	0	0
▪ Results were not helpful	291	0	0
▪ Results were not relevant to my search terms or needs	108	0	0
▪ Results were too similar / redundant	34	0	0
▪ Returned not enough or no results	84	0	0
▪ Returned too many results	24	0	0
Total	1364		70900

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	102	3.78%
▪ Border Security	336	12.45%
▪ Contact Information	225	8.34%
▪ Contracting Opportunities	12	0.44%
▪ Email, RSS feeds, or subscription services	16	0.59%
▪ Environmental and Cultural Stewardship	4	0.15%
▪ Forms or publications	234	8.67%
▪ Human trafficking	9	0.33%
▪ Immigration and citizenship	69	2.56%
▪ Information about CBP (leadership, history, etc.)	66	2.45%
▪ International Initiatives	30	1.11%
▪ Jobs/Careers Information	227	8.41%
▪ News	37	1.37%
▪ Photographs	2	0.07%
▪ Port Security	27	1.00%
▪ Small Business Resources	10	0.37%
▪ Southwest Border Unaccompanied Alien	5	0.19%
▪ Trade	90	3.34%
▪ Travel	1192	44.18%
▪ Videos	5	0.19%
Total	2698	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	98	9.79%
▪ Content wasn't easy to understand	648	64.74%
▪ Error on page	89	8.89%
▪ Multimedia / technical problem	95	9.49%
▪ Outdated information	71	7.09%
Total	1001	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	255	9.45%
▪ Customs Broker	25	0.93%
▪ Educator	117	4.34%
▪ Federal government employee	81	3.00%
▪ First responder / law enforcement official	38	1.41%
▪ Government contractor	40	1.48%
▪ International visitor	215	7.97%
▪ Job seeker	194	7.19%
▪ Media representative	13	0.48%
▪ Non-profit staff or volunteer	20	0.74%
▪ Seeking citizenship or immigration information	39	1.45%
▪ State, tribal, territorial or local government representative	11	0.41%
▪ Student	127	4.71%
▪ Traveler (domestic or international)	1326	49.15%
▪ Other	197	7.30%
Total	2698	100%