

CBP.gov Customer Satisfaction Survey

Time Period: 11/01/2017 - 11/30/2017

Overall Customer Satisfaction Score

66.36

How would you rate your overall experience today?

61.61

Answer Choices	Responses	Points	Score
▪ Outstanding	751	100	75100
▪ Above Average	1022	75	76650
▪ Average	923	50	46150
▪ Below Average	261	25	6525
▪ Poor	361	0	0
Total	3318		204425

Were you able to complete the purpose of your visit?

60.76

Answer Choices	Responses	Points	Score
▪ Yes	2016	100	201600
▪ No	1302	0	0
Total	3318		201600

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

83.30

Answer Choices	Responses	Points	Score
▪ Yes	2764	100	276400
▪ No	554	0	0
Total	3318		276400

Will you recommend this website to a friend or colleague?

78.15

Answer Choices	Responses	Points	Score
▪ Yes	2593	100	259300
▪ No	725	0	0
Total	3318		259300

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

55.72

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1724	100	172400
▪ Had technical difficulties (e.g. error messages, broken links)	196	0	0
▪ Links did not take me where I expected	279	0	0
▪ Links / labels are difficult to understand, they are not intuitive	152	0	0
▪ Navigated to general area but couldn't find the specific content needed	510	0	0
▪ Too many links or navigational choices	108	0	0
▪ Would often feel lost, not know where I was	125	0	0
Total	3094		172400

How was your experience using our site search?

49.52

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	828	100	82800
▪ I was not sure what words to use in my search	146	0	0
▪ Results were not helpful	340	0	0
▪ Results were not relevant to my search terms or needs	164	0	0
▪ Results were too similar / redundant	46	0	0
▪ Returned not enough or no results	114	0	0
▪ Returned too many results	34	0	0
Total	1672		82800

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	118	3.56%
▪ Border Security	430	12.96%
▪ Contact Information	265	7.99%
▪ Contracting Opportunities	7	0.21%
▪ Email, RSS feeds, or subscription services	27	0.81%
▪ Environmental and Cultural Stewardship	3	0.09%
▪ Forms or publications	261	7.87%
▪ Human trafficking	4	0.12%
▪ Immigration and citizenship	85	2.56%
▪ Information about CBP (leadership, history, etc.)	97	2.92%
▪ International Initiatives	30	0.90%
▪ Jobs/Careers Information	262	7.90%
▪ News	34	1.02%
▪ Photographs	5	0.15%
▪ Port Security	27	0.81%
▪ Small Business Resources	10	0.30%
▪ Southwest Border Unaccompanied Alien	3	0.09%
▪ Trade	105	3.16%
▪ Travel	1535	46.26%
▪ Videos	10	0.30%
Total	3318	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	132	10.26%
▪ Content wasn't easy to understand	788	61.28%
▪ Error on page	142	11.04%
▪ Multimedia / technical problem	147	11.43%
▪ Outdated information	77	5.99%
Total	1286	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	372	11.21%
▪ Customs Broker	49	1.48%
▪ Educator	157	4.73%
▪ Federal government employee	93	2.80%
▪ First responder / law enforcement official	41	1.24%
▪ Government contractor	40	1.21%
▪ International visitor	254	7.66%
▪ Job seeker	184	5.55%
▪ Media representative	12	0.36%
▪ Non-profit staff or volunteer	33	0.99%
▪ Seeking citizenship or immigration information	34	1.02%
▪ State, tribal, territorial or local government representative	10	0.30%
▪ Student	165	4.97%
▪ Traveler (domestic or international)	1634	49.25%
▪ Other	240	7.23%
Total	3318	100%