

# CBP.gov Customer Satisfaction Survey

Time Period: 06/01/2018 - 06/30/2018

## Overall Customer Satisfaction Score

**66.86**

### How would you rate your overall experience today?

**62.46**

Answer Choices	Responses	Points	Score
▪ Outstanding	879	100	87900
▪ Above Average	1295	75	97125
▪ Average	1111	50	55550
▪ Below Average	315	25	7875
▪ Poor	378	0	0
<b>Total</b>	<b>3978</b>		<b>248450</b>

### Were you able to complete the purpose of your visit?

**60.99**

Answer Choices	Responses	Points	Score
▪ Yes	2426	100	242600
▪ No	1552	0	0
<b>Total</b>	<b>3978</b>		<b>242600</b>

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

**84.41**

Answer Choices	Responses	Points	Score
▪ Yes	3358	100	335800
▪ No	620	0	0
<b>Total</b>	<b>3978</b>		<b>335800</b>

### Will you recommend this website to a friend or colleague?

**78.18**

Answer Choices	Responses	Points	Score
▪ Yes	3110	100	311000
▪ No	868	0	0
<b>Total</b>	<b>3978</b>		<b>311000</b>

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

**56.20**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2080	100	208000
▪ Had technical difficulties (e.g. error messages, broken links)	210	0	0
▪ Links did not take me where I expected	280	0	0
▪ Links / labels are difficult to understand, they are not intuitive	164	0	0
▪ Navigated to general area but couldn't find the specific content needed	695	0	0
▪ Too many links or navigational choices	122	0	0
▪ Would often feel lost, not know where I was	150	0	0
<b>Total</b>	<b>3701</b>		<b>208000</b>

### How was your experience using our site search?

**49.37**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	977	100	97700
▪ I was not sure what words to use in my search	163	0	0
▪ Results were not helpful	438	0	0
▪ Results were not relevant to my search terms or needs	198	0	0
▪ Results were too similar / redundant	38	0	0
▪ Returned not enough or no results	126	0	0
▪ Returned too many results	39	0	0
<b>Total</b>	<b>1979</b>		<b>97700</b>

# CBP.gov Customer Satisfaction Survey

Time Period: 06/01/2018 - 06/30/2018

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	111	2.79%
▪ Border Security	498	12.52%
▪ Contact Information	308	7.74%
▪ Contracting Opportunities	10	0.25%
▪ Email, RSS feeds, or subscription services	24	0.60%
▪ Environmental and Cultural Stewardship	2	0.05%
▪ Forms or publications	315	7.92%
▪ Human trafficking	12	0.30%
▪ Immigration and citizenship	101	2.54%
▪ Information about CBP (leadership, history, etc.)	91	2.29%
▪ International Initiatives	34	0.85%
▪ Jobs/Careers Information	277	6.96%
▪ News	61	1.53%
▪ Photographs	5	0.13%
▪ Port Security	45	1.13%
▪ Small Business Resources	17	0.43%
▪ Southwest Border Unaccompanied Alien	43	1.08%
▪ Trade	115	2.89%
▪ Travel	1895	47.64%
▪ Videos	14	0.35%
<b>Total</b>	<b>3978</b>	<b>100%</b>

### If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	154	10.24%
▪ Content wasn't easy to understand	953	63.36%
▪ Error on page	139	9.24%
▪ Multimedia / technical problem	144	9.57%
▪ Outdated information	114	7.58%
<b>Total</b>	<b>1504</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	356	8.95%
▪ Customs Broker	39	0.98%
▪ Educator	192	4.83%
▪ Federal government employee	99	2.49%
▪ First responder / law enforcement official	37	0.93%
▪ Government contractor	34	0.85%
▪ International visitor	255	6.41%
▪ Job seeker	230	5.78%
▪ Media representative	20	0.50%
▪ Non-profit staff or volunteer	48	1.21%
▪ Seeking citizenship or immigration information	32	0.80%
▪ State, tribal, territorial or local government representative	15	0.38%
▪ Student	139	3.49%
▪ Traveler (domestic or international)	2104	52.89%
▪ Other	378	9.50%
<b>Total</b>	<b>3978</b>	<b>100%</b>