

CBP.gov Customer Satisfaction Survey

Time Period: 05/01/2018 - 05/31/2018

Overall Customer Satisfaction Score

68.38

How would you rate your overall experience today?

64.01

Answer Choices	Responses	Points	Score
▪ Outstanding	936	100	93600
▪ Above Average	1401	75	105075
▪ Average	1067	50	53350
▪ Below Average	334	25	8350
▪ Poor	330	0	0
Total	4068		260375

Were you able to complete the purpose of your visit?

63.03

Answer Choices	Responses	Points	Score
▪ Yes	2564	100	256400
▪ No	1504	0	0
Total	4068		256400

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

85.32

Answer Choices	Responses	Points	Score
▪ Yes	3471	100	347100
▪ No	597	0	0
Total	4068		347100

Will you recommend this website to a friend or colleague?

80.11

Answer Choices	Responses	Points	Score
▪ Yes	3259	100	325900
▪ No	809	0	0
Total	4068		325900

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

57.30

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2178	100	217800
▪ Had technical difficulties (e.g. error messages, broken links)	213	0	0
▪ Links did not take me where I expected	310	0	0
▪ Links / labels are difficult to understand, they are not intuitive	173	0	0
▪ Navigated to general area but couldn't find the specific content needed	667	0	0
▪ Too many links or navigational choices	124	0	0
▪ Would often feel lost, not know where I was	136	0	0
Total	3801		217800

How was your experience using our site search?

51.16

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1040	100	104000
▪ I was not sure what words to use in my search	180	0	0
▪ Results were not helpful	425	0	0
▪ Results were not relevant to my search terms or needs	207	0	0
▪ Results were too similar / redundant	50	0	0
▪ Returned not enough or no results	99	0	0
▪ Returned too many results	32	0	0
Total	2033		104000

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	136	3.34%
▪ Border Security	467	11.48%
▪ Contact Information	315	7.74%
▪ Contracting Opportunities	10	0.25%
▪ Email, RSS feeds, or subscription services	28	0.69%
▪ Environmental and Cultural Stewardship	6	0.15%
▪ Forms or publications	338	8.31%
▪ Human trafficking	13	0.32%
▪ Immigration and citizenship	92	2.26%
▪ Information about CBP (leadership, history, etc.)	87	2.14%
▪ International Initiatives	19	0.47%
▪ Jobs/Careers Information	340	8.36%
▪ News	38	0.93%
▪ Photographs	4	0.10%
▪ Port Security	35	0.86%
▪ Small Business Resources	18	0.44%
▪ Southwest Border Unaccompanied Alien	5	0.12%
▪ Trade	119	2.93%
▪ Travel	1990	48.92%
▪ Videos	8	0.20%
Total	4068	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	128	8.70%
▪ Content wasn't easy to understand	942	63.99%
▪ Error on page	161	10.94%
▪ Multimedia / technical problem	149	10.12%
▪ Outdated information	92	6.25%
Total	1472	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	418	10.28%
▪ Customs Broker	43	1.06%
▪ Educator	171	4.20%
▪ Federal government employee	93	2.29%
▪ First responder / law enforcement official	51	1.25%
▪ Government contractor	37	0.91%
▪ International visitor	335	8.24%
▪ Job seeker	275	6.76%
▪ Media representative	6	0.15%
▪ Non-profit staff or volunteer	47	1.16%
▪ Seeking citizenship or immigration information	28	0.69%
▪ State, tribal, territorial or local government representative	11	0.27%
▪ Student	166	4.08%
▪ Traveler (domestic or international)	2116	52.02%
▪ Other	271	6.66%
Total	4068	100%