

CBP.gov Customer Satisfaction Survey

Time Period: 02/01/2018 - 02/28/2018

Overall Customer Satisfaction Score

68.50

How would you rate your overall experience today?

64.08

Answer Choices	Responses	Points	Score
▪ Outstanding	831	100	83100
▪ Above Average	1199	75	89925
▪ Average	955	50	47750
▪ Below Average	253	25	6325
▪ Poor	306	0	0
Total	3544		227100

Were you able to complete the purpose of your visit?

62.30

Answer Choices	Responses	Points	Score
▪ Yes	2208	100	220800
▪ No	1336	0	0
Total	3544		220800

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

85.61

Answer Choices	Responses	Points	Score
▪ Yes	3034	100	303400
▪ No	510	0	0
Total	3544		303400

Will you recommend this website to a friend or colleague?

80.33

Answer Choices	Responses	Points	Score
▪ Yes	2847	100	284700
▪ No	697	0	0
Total	3544		284700

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

57.74

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1913	100	191300
▪ Had technical difficulties (e.g. error messages, broken links)	184	0	0
▪ Links did not take me where I expected	267	0	0
▪ Links / labels are difficult to understand, they are not intuitive	145	0	0
▪ Navigated to general area but couldn't find the specific content needed	571	0	0
▪ Too many links or navigational choices	110	0	0
▪ Would often feel lost, not know where I was	123	0	0
Total	3313		191300

How was your experience using our site search?

51.90

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	916	100	91600
▪ I was not sure what words to use in my search	142	0	0
▪ Results were not helpful	384	0	0
▪ Results were not relevant to my search terms or needs	151	0	0
▪ Results were too similar / redundant	47	0	0
▪ Returned not enough or no results	92	0	0
▪ Returned too many results	33	0	0
Total	1765		91600

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	140	3.95%
▪ Border Security	425	11.99%
▪ Contact Information	279	7.87%
▪ Contracting Opportunities	16	0.45%
▪ Email, RSS feeds, or subscription services	30	0.85%
▪ Environmental and Cultural Stewardship	2	0.06%
▪ Forms or publications	265	7.48%
▪ Human trafficking	5	0.14%
▪ Immigration and citizenship	88	2.48%
▪ Information about CBP (leadership, history, etc.)	69	1.95%
▪ International Initiatives	35	0.99%
▪ Jobs/Careers Information	326	9.20%
▪ News	36	1.02%
▪ Photographs	5	0.14%
▪ Port Security	40	1.13%
▪ Small Business Resources	8	0.23%
▪ Southwest Border Unaccompanied Alien	2	0.06%
▪ Trade	100	2.82%
▪ Travel	1666	47.01%
▪ Videos	7	0.20%
Total	3544	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	136	10.45%
▪ Content wasn't easy to understand	833	63.98%
▪ Error on page	112	8.60%
▪ Multimedia / technical problem	145	11.14%
▪ Outdated information	76	5.84%
Total	1302	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	338	9.54%
▪ Customs Broker	43	1.21%
▪ Educator	151	4.26%
▪ Federal government employee	111	3.13%
▪ First responder / law enforcement official	50	1.41%
▪ Government contractor	34	0.96%
▪ International visitor	256	7.22%
▪ Job seeker	241	6.80%
▪ Media representative	12	0.34%
▪ Non-profit staff or volunteer	33	0.93%
▪ Seeking citizenship or immigration information	41	1.16%
▪ State, tribal, territorial or local government representative	10	0.28%
▪ Student	137	3.87%
▪ Traveler (domestic or international)	1846	52.09%
▪ Other	241	6.80%
Total	3544	100%