

# CBP.gov Customer Satisfaction Survey

Time Period: 04/01/2018 - 04/30/2018

## Overall Customer Satisfaction Score

**69.33**

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

**64.58**

Answer Choices	Responses	Points	Score
▪ Outstanding	983	100	98300
▪ Above Average	1510	75	113250
▪ Average	1141	50	57050
▪ Below Average	332	25	8300
▪ Poor	322	0	0
<b>Total</b>	<b>4288</b>		<b>276900</b>

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

**63.74**

Answer Choices	Responses	Points	Score
▪ Yes	2733	100	273300
▪ No	1555	0	0
<b>Total</b>	<b>4288</b>		<b>273300</b>

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

**86.17**

Answer Choices	Responses	Points	Score
▪ Yes	3695	100	369500
▪ No	593	0	0
<b>Total</b>	<b>4288</b>		<b>369500</b>

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

**81.48**

Answer Choices	Responses	Points	Score
▪ Yes	3494	100	349400
▪ No	794	0	0
<b>Total</b>	<b>4288</b>		<b>349400</b>

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

**58.13**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2327	100	232700
▪ Had technical difficulties (e.g. error messages, broken links)	248	0	0
▪ Links did not take me where I expected	309	0	0
▪ Links / labels are difficult to understand, they are not intuitive	168	0	0
▪ Navigated to general area but couldn't find the specific content needed	662	0	0
▪ Too many links or navigational choices	138	0	0
▪ Would often feel lost, not know where I was	151	0	0
<b>Total</b>	<b>4003</b>		<b>232700</b>

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

**52.63**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1110	100	111000
▪ I was not sure what words to use in my search	182	0	0
▪ Results were not helpful	402	0	0
▪ Results were not relevant to my search terms or needs	201	0	0
▪ Results were too similar / redundant	44	0	0
▪ Returned not enough or no results	130	0	0
▪ Returned too many results	40	0	0
<b>Total</b>	<b>2109</b>		<b>111000</b>

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## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	156	3.64%
▪ Border Security	540	12.59%
▪ Contact Information	305	7.11%
▪ Contracting Opportunities	19	0.44%
▪ Email, RSS feeds, or subscription services	27	0.63%
▪ Environmental and Cultural Stewardship	4	0.09%
▪ Forms or publications	359	8.37%
▪ Human trafficking	5	0.12%
▪ Immigration and citizenship	100	2.33%
▪ Information about CBP (leadership, history, etc.)	105	2.45%
▪ International Initiatives	32	0.75%
▪ Jobs/Careers Information	379	8.84%
▪ News	51	1.19%
▪ Photographs	7	0.16%
▪ Port Security	42	0.98%
▪ Small Business Resources	12	0.28%
▪ Southwest Border Unaccompanied Alien	5	0.12%
▪ Trade	110	2.57%
▪ Travel	2023	47.18%
▪ Videos	7	0.16%
<b>Total</b>	<b>4288</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	130	8.51%
▪ Content wasn't easy to understand	966	63.22%
▪ Error on page	177	11.58%
▪ Multimedia / technical problem	167	10.93%
▪ Outdated information	88	5.76%
<b>Total</b>	<b>1528</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	385	8.98%
▪ Customs Broker	58	1.35%
▪ Educator	184	4.29%
▪ Federal government employee	129	3.01%
▪ First responder / law enforcement official	58	1.35%
▪ Government contractor	33	0.77%
▪ International visitor	333	7.77%
▪ Job seeker	276	6.44%
▪ Media representative	13	0.30%
▪ Non-profit staff or volunteer	43	1.00%
▪ Seeking citizenship or immigration information	33	0.77%
▪ State, tribal, territorial or local government representative	14	0.33%
▪ Student	193	4.50%
▪ Traveler (domestic or international)	2213	51.61%
▪ Other	323	7.53%
<b>Total</b>	<b>4288</b>	<b>100%</b>