

# CBP.gov Customer Satisfaction Survey

Time Period: 09/01/2018 - 09/30/2018

## Overall Customer Satisfaction Score

**66.72**

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

**63.47**

Answer Choices	Responses	Points	Score
▪ Outstanding	768	100	76800
▪ Above Average	1165	75	87375
▪ Average	915	50	45750
▪ Below Average	303	25	7575
▪ Poor	276	0	0
<b>Total</b>	<b>3427</b>		<b>217500</b>

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

**60.96**

Answer Choices	Responses	Points	Score
▪ Yes	2089	100	208900
▪ No	1338	0	0
<b>Total</b>	<b>3427</b>		<b>208900</b>

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

**84.56**

Answer Choices	Responses	Points	Score
▪ Yes	2898	100	289800
▪ No	529	0	0
<b>Total</b>	<b>3427</b>		<b>289800</b>

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

**78.58**

Answer Choices	Responses	Points	Score
▪ Yes	2693	100	269300
▪ No	734	0	0
<b>Total</b>	<b>3427</b>		<b>269300</b>

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

**54.87**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1751	100	175100
▪ Had technical difficulties (e.g. error messages, broken links)	180	0	0
▪ Links did not take me where I expected	272	0	0
▪ Links / labels are difficult to understand, they are not intuitive	154	0	0
▪ Navigated to general area but couldn't find the specific content needed	635	0	0
▪ Too many links or navigational choices	101	0	0
▪ Would often feel lost, not know where I was	98	0	0
<b>Total</b>	<b>3191</b>		<b>175100</b>

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

**48.05**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	850	100	85000
▪ I was not sure what words to use in my search	147	0	0
▪ Results were not helpful	404	0	0
▪ Results were not relevant to my search terms or needs	171	0	0
▪ Results were too similar / redundant	37	0	0
▪ Returned not enough or no results	120	0	0
▪ Returned too many results	40	0	0
<b>Total</b>	<b>1769</b>		<b>85000</b>

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## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	131	3.82%
▪ Border Security	415	12.11%
▪ Contact Information	254	7.41%
▪ Contracting Opportunities	12	0.35%
▪ Email, RSS feeds, or subscription services	31	0.90%
▪ Environmental and Cultural Stewardship	2	0.06%
▪ Forms or publications	308	8.99%
▪ Human trafficking	4	0.12%
▪ Immigration and citizenship	100	2.92%
▪ Information about CBP (leadership, history, etc.)	67	1.96%
▪ International Initiatives	30	0.88%
▪ Jobs/Careers Information	242	7.06%
▪ News	40	1.17%
▪ Photographs	3	0.09%
▪ Port Security	28	0.82%
▪ Small Business Resources	13	0.38%
▪ Southwest Border Unaccompanied Alien	7	0.20%
▪ Trade	102	2.98%
▪ Travel	1631	47.59%
▪ Videos	7	0.20%
<b>Total</b>	<b>3427</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	122	9.31%
▪ Content wasn't easy to understand	847	64.66%
▪ Error on page	129	9.85%
▪ Multimedia / technical problem	124	9.47%
▪ Outdated information	88	6.72%
<b>Total</b>	<b>1310</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	389	11.35%
▪ Customs Broker	32	0.93%
▪ Educator	143	4.17%
▪ Federal government employee	99	2.89%
▪ First responder / law enforcement official	39	1.14%
▪ Government contractor	31	0.90%
▪ International visitor	267	7.79%
▪ Job seeker	205	5.98%
▪ Media representative	10	0.29%
▪ Non-profit staff or volunteer	45	1.31%
▪ Seeking citizenship or immigration information	45	1.31%
▪ State, tribal, territorial or local government representative	9	0.26%
▪ Student	119	3.47%
▪ Traveler (domestic or international)	1749	51.04%
▪ Other	245	7.15%
<b>Total</b>	<b>3427</b>	<b>100%</b>