

CBP.gov Customer Satisfaction Survey

Time Period: 07/01/2018 - 07/30/2018

Overall Customer Satisfaction Score

67.89

How would you rate your overall experience today?

63.73

Answer Choices	Responses	Points	Score
▪ Outstanding	954	100	95400
▪ Above Average	1335	75	100125
▪ Average	1083	50	54150
▪ Below Average	358	25	8950
▪ Poor	328	0	0
Total	4058		258625

Were you able to complete the purpose of your visit?

62.32

Answer Choices	Responses	Points	Score
▪ Yes	2529	100	252900
▪ No	1529	0	0
Total	4058		252900

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

85.36

Answer Choices	Responses	Points	Score
▪ Yes	3464	100	346400
▪ No	594	0	0
Total	4058		346400

Will you recommend this website to a friend or colleague?

79.74

Answer Choices	Responses	Points	Score
▪ Yes	3236	100	323600
▪ No	822	0	0
Total	4058		323600

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

56.65

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2139	100	213900
▪ Had technical difficulties (e.g. error messages, broken links)	202	0	0
▪ Links did not take me where I expected	311	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	686	0	0
▪ Too many links or navigational choices	122	0	0
▪ Would often feel lost, not know where I was	152	0	0
Total	3776		213900

How was your experience using our site search?

49.85

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1023	100	102300
▪ I was not sure what words to use in my search	166	0	0
▪ Results were not helpful	422	0	0
▪ Results were not relevant to my search terms or needs	215	0	0
▪ Results were too similar / redundant	45	0	0
▪ Returned not enough or no results	138	0	0
▪ Returned too many results	43	0	0
Total	2052		102300

CBP.gov Customer Satisfaction Survey

Time Period: 07/01/2018 - 07/30/2018

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	139	3.43%
▪ Border Security	489	12.05%
▪ Contact Information	315	7.76%
▪ Contracting Opportunities	9	0.22%
▪ Email, RSS feeds, or subscription services	34	0.84%
▪ Environmental and Cultural Stewardship	5	0.12%
▪ Forms or publications	346	8.53%
▪ Human trafficking	14	0.34%
▪ Immigration and citizenship	97	2.39%
▪ Information about CBP (leadership, history, etc.)	93	2.29%
▪ International Initiatives	29	0.71%
▪ Jobs/Careers Information	272	6.70%
▪ News	53	1.31%
▪ Photographs	4	0.10%
▪ Port Security	53	1.31%
▪ Small Business Resources	10	0.25%
▪ Southwest Border Unaccompanied Alien	5	0.12%
▪ Trade	144	3.55%
▪ Travel	1938	47.76%
▪ Videos	9	0.22%
Total	4058	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	147	9.78%
▪ Content wasn't easy to understand	943	62.74%
▪ Error on page	181	12.04%
▪ Multimedia / technical problem	152	10.11%
▪ Outdated information	80	5.32%
Total	1503	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	401	9.88%
▪ Customs Broker	33	0.81%
▪ Educator	211	5.20%
▪ Federal government employee	94	2.32%
▪ First responder / law enforcement official	61	1.50%
▪ Government contractor	40	0.99%
▪ International visitor	272	6.70%
▪ Job seeker	244	6.01%
▪ Media representative	14	0.34%
▪ Non-profit staff or volunteer	45	1.11%
▪ Seeking citizenship or immigration information	43	1.06%
▪ State, tribal, territorial or local government representative	23	0.57%
▪ Student	145	3.57%
▪ Traveler (domestic or international)	2132	52.54%
▪ Other	300	7.39%
Total	4058	100%