

CBP.gov Customer Satisfaction Survey

Time Period: 08/01/2018 - 08/31/2018

Overall Customer Satisfaction Score

66.30

How would you rate your overall experience today?

61.67

| Answer Choices | Responses | Points | Score |
|-----------------|-------------|--------|---------------|
| ▪ Outstanding | 844 | 100 | 84400 |
| ▪ Above Average | 1355 | 75 | 101625 |
| ▪ Average | 1131 | 50 | 56550 |
| ▪ Below Average | 372 | 25 | 9300 |
| ▪ Poor | 382 | 0 | 0 |
| Total | 4084 | | 251875 |

Were you able to complete the purpose of your visit?

60.53

| Answer Choices | Responses | Points | Score |
|----------------|-------------|--------|---------------|
| ▪ Yes | 2472 | 100 | 247200 |
| ▪ No | 1612 | 0 | 0 |
| Total | 4084 | | 247200 |

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

85.19

| Answer Choices | Responses | Points | Score |
|----------------|-------------|--------|---------------|
| ▪ Yes | 3479 | 100 | 347900 |
| ▪ No | 605 | 0 | 0 |
| Total | 4084 | | 347900 |

Will you recommend this website to a friend or colleague?

78.84

| Answer Choices | Responses | Points | Score |
|----------------|-------------|--------|---------------|
| ▪ Yes | 3220 | 100 | 322000 |
| ▪ No | 864 | 0 | 0 |
| Total | 4084 | | 322000 |

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

54.27

NOTE: Excludes "Other" responses

| Answer Choices | Responses | Points | Score |
|---|-------------|--------|---------------|
| ▪ Encountered no difficulties | 2072 | 100 | 207200 |
| ▪ Had technical difficulties (e.g. error messages, broken links) | 257 | 0 | 0 |
| ▪ Links did not take me where I expected | 355 | 0 | 0 |
| ▪ Links / labels are difficult to understand, they are not intuitive | 155 | 0 | 0 |
| ▪ Navigated to general area but couldn't find the specific content needed | 687 | 0 | 0 |
| ▪ Too many links or navigational choices | 145 | 0 | 0 |
| ▪ Would often feel lost, not know where I was | 147 | 0 | 0 |
| Total | 3818 | | 207200 |

How was your experience using our site search?

47.00

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

| Answer Choices | Responses | Points | Score |
|---|-------------|--------|--------------|
| ▪ Encountered no difficulties | 973 | 100 | 97300 |
| ▪ I was not sure what words to use in my search | 172 | 0 | 0 |
| ▪ Results were not helpful | 476 | 0 | 0 |
| ▪ Results were not relevant to my search terms or needs | 224 | 0 | 0 |
| ▪ Results were too similar / redundant | 39 | 0 | 0 |
| ▪ Returned not enough or no results | 140 | 0 | 0 |
| ▪ Returned too many results | 46 | 0 | 0 |
| Total | 2070 | | 97300 |

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Demographic Information

What Information were you looking for today?

| Answer Choices | Responses | Percentage |
|---|-------------|-------------|
| ▪ Advisories | 135 | 3.31% |
| ▪ Border Security | 475 | 11.63% |
| ▪ Contact Information | 360 | 8.81% |
| ▪ Contracting Opportunities | 16 | 0.39% |
| ▪ Email, RSS feeds, or subscription services | 41 | 1.00% |
| ▪ Environmental and Cultural Stewardship | 5 | 0.12% |
| ▪ Forms or publications | 353 | 8.64% |
| ▪ Human trafficking | 5 | 0.12% |
| ▪ Immigration and citizenship | 117 | 2.86% |
| ▪ Information about CBP (leadership, history, etc.) | 72 | 1.76% |
| ▪ International Initiatives | 32 | 0.78% |
| ▪ Jobs/Careers Information | 295 | 7.22% |
| ▪ News | 49 | 1.20% |
| ▪ Photographs | 6 | 0.15% |
| ▪ Port Security | 36 | 0.88% |
| ▪ Small Business Resources | 11 | 0.27% |
| ▪ Southwest Border Unaccompanied Alien | 3 | 0.07% |
| ▪ Trade | 110 | 2.69% |
| ▪ Travel | 1954 | 47.85% |
| ▪ Videos | 9 | 0.22% |
| Total | 4084 | 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 | 192 | 12.16% |
| ▪ Content wasn't easy to understand | 963 | 60.99% |
| ▪ Error on page | 152 | 9.63% |
| ▪ Multimedia / technical problem | 167 | 10.58% |
| ▪ Outdated information | 105 | 6.65% |
| Total | 1579 | 100% |

Which of the following best describes you?

| Answer Choices | Responses | Percentage |
|---|-------------|-------------|
| ▪ Business representative | 428 | 10.48% |
| ▪ Customs Broker | 32 | 0.78% |
| ▪ Educator | 183 | 4.48% |
| ▪ Federal government employee | 97 | 2.38% |
| ▪ First responder / law enforcement official | 46 | 1.13% |
| ▪ Government contractor | 35 | 0.86% |
| ▪ International visitor | 302 | 7.39% |
| ▪ Job seeker | 254 | 6.22% |
| ▪ Media representative | 13 | 0.32% |
| ▪ Non-profit staff or volunteer | 42 | 1.03% |
| ▪ Seeking citizenship or immigration information | 41 | 1.00% |
| ▪ State, tribal, territorial or local government representative | 13 | 0.32% |
| ▪ Student | 144 | 3.53% |
| ▪ Traveler (domestic or international) | 2186 | 53.53% |
| ▪ Other | 268 | 6.56% |
| Total | 4084 | 100% |