

# CBP.gov Customer Satisfaction Survey

Time Period: 02/01/2019 - 02/28/2019

## Overall Customer Satisfaction Score

**65.06**

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

**61.28**

Answer Choices	Responses	Points	Score
▪ Outstanding	811	100	81100
▪ Above Average	1216	75	91200
▪ Average	1020	50	51000
▪ Below Average	322	25	8050
▪ Poor	406	0	0
<b>Total</b>	<b>3775</b>		<b>231350</b>

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

**58.68**

Answer Choices	Responses	Points	Score
▪ Yes	2215	100	221500
▪ No	1560	0	0
<b>Total</b>	<b>3775</b>		<b>221500</b>

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

**83.68**

Answer Choices	Responses	Points	Score
▪ Yes	3159	100	315900
▪ No	616	0	0
<b>Total</b>	<b>3775</b>		<b>315900</b>

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

**77.32**

Answer Choices	Responses	Points	Score
▪ Yes	2919	100	291900
▪ No	856	0	0
<b>Total</b>	<b>3775</b>		<b>291900</b>

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

**53.38**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1873	100	187300
▪ Had technical difficulties (e.g. error messages, broken links)	189	0	0
▪ Links did not take me where I expected	311	0	0
▪ Links / labels are difficult to understand, they are not intuitive	153	0	0
▪ Navigated to general area but couldn't find the specific content needed	709	0	0
▪ Too many links or navigational choices	129	0	0
▪ Would often feel lost, not know where I was	145	0	0
<b>Total</b>	<b>3509</b>		<b>187300</b>

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

**46.12**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	909	100	90900
▪ I was not sure what words to use in my search	166	0	0
▪ Results were not helpful	462	0	0
▪ Results were not relevant to my search terms or needs	233	0	0
▪ Results were too similar / redundant	43	0	0
▪ Returned not enough or no results	110	0	0
▪ Returned too many results	48	0	0
<b>Total</b>	<b>1971</b>		<b>90900</b>

# CBP.gov Customer Satisfaction Survey

Time Period: 02/01/2019 - 02/28/2019

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	122	3.23%
▪ Border Security	482	12.77%
▪ Contact Information	311	8.24%
▪ Contracting Opportunities	5	0.13%
▪ Email, RSS feeds, or subscription services	25	0.66%
▪ Environmental and Cultural Stewardship	7	0.19%
▪ Forms or publications	304	8.05%
▪ Human trafficking	10	0.26%
▪ Immigration and citizenship	91	2.41%
▪ Information about CBP (leadership, history, etc.)	94	2.49%
▪ International Initiatives	27	0.72%
▪ Jobs/Careers Information	241	6.38%
▪ News	70	1.85%
▪ Photographs	5	0.13%
▪ Port Security	44	1.17%
▪ Small Business Resources	18	0.48%
▪ Southwest Border Unaccompanied Alien	14	0.37%
▪ Trade	109	2.89%
▪ Travel	1788	47.36%
▪ Videos	8	0.21%
<b>Total</b>	<b>3775</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	152	10.05%
▪ Content wasn't easy to understand	980	64.81%
▪ Error on page	114	7.54%
▪ Multimedia / technical problem	165	10.91%
▪ Outdated information	101	6.68%
<b>Total</b>	<b>1512</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	371	9.83%
▪ Customs Broker	43	1.14%
▪ Educator	154	4.08%
▪ Federal government employee	106	2.81%
▪ First responder / law enforcement official	54	1.43%
▪ Government contractor	39	1.03%
▪ International visitor	224	5.93%
▪ Job seeker	184	4.87%
▪ Media representative	17	0.45%
▪ Non-profit staff or volunteer	39	1.03%
▪ Seeking citizenship or immigration information	35	0.93%
▪ State, tribal, territorial or local government representative	22	0.58%
▪ Student	139	3.68%
▪ Traveler (domestic or international)	1979	52.42%
▪ Other	369	9.77%
<b>Total</b>	<b>3775</b>	<b>100%</b>