

CBP.gov Customer Satisfaction Survey

Time Period: 11/01/2018 - 11/30/2018

Overall Customer Satisfaction Score **65.70**

How would you rate your overall experience today? **62.40**

Answer Choices	Responses	Points	Score
▪ Outstanding	804	100	80400
▪ Above Average	950	75	71250
▪ Average	848	50	42400
▪ Below Average	287	25	7175
▪ Poor	336	0	0
Total	3225		201225

Were you able to complete the purpose of your visit? **59.63**

Answer Choices	Responses	Points	Score
▪ Yes	1923	100	192300
▪ No	1302	0	0
Total	3225		192300

Would you still return to this website if you could get this information or service from another source? **84.16**

Answer Choices	Responses	Points	Score
▪ Yes	2714	100	271400
▪ No	511	0	0
Total	3225		271400

Will you recommend this website to a friend or colleague? **77.52**

Answer Choices	Responses	Points	Score
▪ Yes	2500	100	250000
▪ No	725	0	0
Total	3225		250000

Please describe your experience finding your way around (navigating) CBP.gov today. **53.79**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1612	100	161200
▪ Had technical difficulties (e.g. error messages, broken links)	157	0	0
▪ Links did not take me where I expected	273	0	0
▪ Links / labels are difficult to understand, they are not intuitive	141	0	0
▪ Navigated to general area but couldn't find the specific content needed	581	0	0
▪ Too many links or navigational choices	109	0	0
▪ Would often feel lost, not know where I was	124	0	0
Total	2997		161200

How was your experience using our site search? **46.93**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	794	100	79400
▪ I was not sure what words to use in my search	146	0	0
▪ Results were not helpful	383	0	0
▪ Results were not relevant to my search terms or needs	183	0	0
▪ Results were too similar / redundant	33	0	0
▪ Returned not enough or no results	113	0	0
▪ Returned too many results	40	0	0
Total	1692		79400

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	123	3.81%
▪ Border Security	406	12.59%
▪ Contact Information	263	8.16%
▪ Contracting Opportunities	11	0.34%
▪ Email, RSS feeds, or subscription services	22	0.68%
▪ Environmental and Cultural Stewardship	2	0.06%
▪ Forms or publications	296	9.18%
▪ Human trafficking	9	0.28%
▪ Immigration and citizenship	81	2.51%
▪ Information about CBP (leadership, history, etc.)	73	2.26%
▪ International Initiatives	33	1.02%
▪ Jobs/Careers Information	299	9.27%
▪ News	52	1.61%
▪ Photographs	4	0.12%
▪ Port Security	29	0.90%
▪ Small Business Resources	15	0.47%
▪ Southwest Border Unaccompanied Alien	8	0.25%
▪ Trade	102	3.16%
▪ Travel	1388	43.04%
▪ Videos	9	0.28%
Total	3225	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	132	10.20%
▪ Content wasn't easy to understand	825	63.76%
▪ Error on page	128	9.89%
▪ Multimedia / technical problem	125	9.66%
▪ Outdated information	84	6.49%
Total	1294	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	324	10.05%
▪ Customs Broker	43	1.33%
▪ Educator	137	4.25%
▪ Federal government employee	103	3.19%
▪ First responder / law enforcement official	44	1.36%
▪ Government contractor	28	0.87%
▪ International visitor	203	6.29%
▪ Job seeker	234	7.26%
▪ Media representative	22	0.68%
▪ Non-profit staff or volunteer	24	0.74%
▪ Seeking citizenship or immigration information	22	0.68%
▪ State, tribal, territorial or local government representative	9	0.28%
▪ Student	126	3.91%
▪ Traveler (domestic or international)	1603	49.71%
▪ Other	303	9.40%
Total	3225	100%