

CBP.gov Customer Satisfaction Survey

Time Period: 12/01/2015-12/31/2015

Overall Customer Satisfaction Score 67.43

How would you rate your overall experience today? 62.79

Answer Choices	Responses	Points	Score
• Outstanding	771	100	77100
• Above Average	1323	75	99225
• Average	1113	50	55650
• Below Average	300	25	7500
• Poor	307	0	0
Total	3814		239475

What information were you looking for today?

Answer Choices	Responses	Percentage
• Advisories	171	4.50%
• Border Security	497	13.07%
• Contact Information	324	8.52%
• Contracting Opportunities	11	0.29%
• Email, RSS feeds, or subscription services	29	0.76%
• Environmental and Cultural Stewardship	2	0.05%
• Forms or publications	342	8.99%
• Human trafficking	5	0.13%
• Immigration and citizenship	127	3.34%
• Information about CBP (leadership, history, etc.)	86	2.26%
• International Initiatives	36	0.95%
• Jobs/Careers Information	200	5.26%
• News	49	1.29%
• Photographs	6	0.16%
• Port Security	37	0.97%
• Small Business Resources	11	0.29%
• Southwest Border Unaccompanied Alien	2	0.05%
• Trade	101	2.66%
• Travel	1757	46.19%
• Videos	11	0.29%
Total	3804	100%

Were you able to complete the purpose of your visit? 61.80

Answer Choices	Responses	Points	Score
• Yes	2356	100	235600
• No	1456	0	0
Total	3812		235600

If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
• Bad link	156	10.93%
• Content wasn't easy to understand	951	66.64%
• Error on page	111	7.78%
• Multimedia / technical problem	119	8.34%
• Outdated information	90	6.31%
Total	1427	100%

Would you still return to this website if you could get this information or service from another source? 84.71

Answer Choices	Responses	Points	Score
• Yes	3225	100	322500
• No	582	0	0
Total	3807		322500

Will you recommend this website to a friend or colleague? 79.41

Answer Choices	Responses	Points	Score
• Yes	3024	100	302400
• No	784	0	0
Total	3808		302400

Which of the following best describes you?

Answer Choices	Responses	Percentage
• Business representative	446	11.70%
• Customs Broker	50	1.31%
• Educator	170	4.46%
• Federal government employee	116	3.04%
• First responder / law enforcement official	23	0.60%
• Government contractor	41	1.08%
• International visitor	356	9.34%
• Job seeker	151	3.96%
• Media representative	12	0.31%
• Non-profit staff or volunteer	46	1.21%
• Seeking citizenship or immigration information	32	0.84%
• State, tribal, territorial or local government representative	9	0.24%
• Student	157	4.12%
• Traveler (domestic or international)	1920	50.37%
• Other	283	7.42%
Total	3812	100%

Please describe your experience finding your way around (navigating) CBP.gov today. 56.51

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
• Encountered no difficulties	2030	100	203000
• Had technical difficulties (e.g. error messages, broken links)	179	0	0
• Links did not take me where I expected	294	0	0
• Links / labels are difficult to understand, they are not intuitive	159	0	0
• Navigated to general area but couldn't find the specific content needed	688	0	0
• Too many links or navigational choices	107	0	0
• Would often feel lost, not know where I was	135	0	0
Total	3592		203000

How was your experience using our site search? 49.60

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

Answer Choices	Responses	Points	Score
• Encountered no difficulties	919	100	91900
• I was not sure what words to use in my search	171	0	0
• Results were not helpful	404	0	0
• Results were not relevant to my search terms or needs	172	0	0
• Results were too similar / redundant	31	0	0
• Returned not enough or no results	112	0	0
• Returned too many results	44	0	0
Total	1853		91900