

CBP.gov Customer Satisfaction Survey

Time Period: 01/01/2016 - 01/31/2016

Overall Customer Satisfaction Score

68.77

How would you rate your overall experience today?

63.09

Answer Choices	Responses	Points	Score
▪ Outstanding	988	100	98800
▪ Above Average	1824	75	136800
▪ Average	1462	50	73100
▪ Below Average	370	25	9250
▪ Poor	396	0	0
Total	5040		317950

Were you able to complete the purpose of your visit?

62.22

Answer Choices	Responses	Points	Score
▪ Yes	3136	100	313600
▪ No	1904	0	0
Total	5040		313600

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

86.53

Answer Choices	Responses	Points	Score
▪ Yes	4361	100	436100
▪ No	679	0	0
Total	5040		436100

Will you recommend this website to a friend or colleague?

80.97

Answer Choices	Responses	Points	Score
▪ Yes	4081	100	408100
▪ No	959	0	0
Total	5040		408100

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

57.98

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2724	100	272400
▪ Had technical difficulties (e.g. error messages, broken links)	230	0	0
▪ Links did not take me where I expected	393	0	0
▪ Links / labels are difficult to understand, they are not intuitive	212	0	0
▪ Navigated to general area but couldn't find the specific content needed	846	0	0
▪ Too many links or navigational choices	135	0	0
▪ Would often feel lost, not know where I was	158	0	0
Total	4698		272400

How was your experience using our site search?

53.09

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1313	100	131300
▪ I was not sure what words to use in my search	216	0	0
▪ Results were not helpful	479	0	0
▪ Results were not relevant to my search terms or needs	232	0	0
▪ Results were too similar / redundant	56	0	0
▪ Returned not enough or no results	125	0	0
▪ Returned too many results	52	0	0
Total	2473		131300

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	195	3.87%
▪ Border Security	680	13.49%
▪ Contact Information	391	7.76%
▪ Contracting Opportunities	11	0.22%
▪ Email, RSS feeds, or subscription services	43	0.85%
▪ Environmental and Cultural Stewardship	8	0.16%
▪ Forms or publications	496	9.84%
▪ Human trafficking	8	0.16%
▪ Immigration and citizenship	152	3.02%
▪ Information about CBP (leadership, history, etc.)	90	1.79%
▪ International Initiatives	68	1.35%
▪ Jobs/Careers Information	224	4.44%
▪ News	54	1.07%
▪ Photographs	10	0.20%
▪ Port Security	32	0.63%
▪ Small Business Resources	31	0.62%
▪ Southwest Border Unaccompanied Alien	7	0.14%
▪ Trade	159	3.15%
▪ Travel	2366	46.94%
▪ Videos	15	0.30%
Total	5040	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	162	8.71%
▪ Content wasn't easy to understand	1213	65.25%
▪ Error on page	162	8.71%
▪ Multimedia / technical problem	222	11.94%
▪ Outdated information	100	5.38%
Total	1859	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	671	13.31%
▪ Customs Broker	69	1.37%
▪ Educator	218	4.33%
▪ Federal government employee	103	2.04%
▪ First responder / law enforcement official	35	0.69%
▪ Government contractor	31	0.62%
▪ International visitor	471	9.35%
▪ Job seeker	169	3.35%
▪ Media representative	18	0.36%
▪ Non-profit staff or volunteer	47	0.93%
▪ Seeking citizenship or immigration information	61	1.21%
▪ State, tribal, territorial or local government representative	8	0.16%
▪ Student	199	3.95%
▪ Traveler (domestic or international)	2614	51.87%
▪ Other	326	6.47%
Total	5040	100%