

## CBP.gov Customer Satisfaction Survey

Time Period: 11/1/2015 - 11/30/2015

**Overall Customer Satisfaction Score 65.73**

**How would you rate your overall experience today? 61.54**

Answer Choices	Responses	Points	Score
• Outstanding	762	100	76200
• Above Average	1478	75	110850
• Average	1196	50	59800
• Below Average	364	25	9100
• Poor	359	0	0
<b>Total</b>	<b>4159</b>		<b>255950</b>

**What Information were you looking for today?**

Answer Choices	Responses	Percentage
• Advisories	174	4.32%
• Border Security	552	13.70%
• Contact Information	320	7.94%
• Contracting Opportunities	8	0.20%
• Email, RSS feeds, or subscription services	34	0.84%
• Environmental and Cultural Stewardship	1	0.02%
• Forms or publications	397	9.85%
• Human trafficking	8	0.20%
• Immigration and citizenship	134	3.33%
• Information about CBP (leadership, history, etc.)	93	2.31%
• International Initiatives	55	1.36%
• Jobs/Careers Information	173	4.29%
• News	51	1.27%
• Photographs	7	0.17%
• Port Security	31	0.77%
• Small Business Resources	12	0.30%
• Southwest Border Unaccompanied Alien	5	0.12%
• Trade	113	2.80%
• Travel	1854	46.00%
• Videos	8	0.20%
<b>Total</b>	<b>4030</b>	<b>100%</b>

**Were you able to complete the purpose of your visit? 59.31**

Answer Choices	Responses	Points	Score
• Yes	2456	100	245600
• No	1685	0	0
<b>Total</b>	<b>4141</b>		<b>245600</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	189	11.65%
• Content wasn't easy to understand	1050	64.73%
• Error on page	148	9.12%
• Multimedia / technical problem	139	8.57%
• Outdated information	96	5.92%
<b>Total</b>	<b>1622</b>	<b>100%</b>

**Would you still return to this website if you could get this information or service from another source? 85.27**

Answer Choices	Responses	Points	Score
• Yes	3449	100	344900
• No	596	0	0
<b>Total</b>	<b>4045</b>		<b>344900</b>

**Will you recommend this website to a friend or colleague? 78.81**

Answer Choices	Responses	Points	Score
• Yes	3205	100	320500
• No	862	0	0
<b>Total</b>	<b>4067</b>		<b>320500</b>

**Which of the following best describes you?**

Answer Choices	Responses	Percentage
• Business representative	512	12.38%
• Customs Broker	43	1.04%
• Educator	172	4.16%
• Federal government employee	111	2.68%
• First responder / law enforcement official	38	0.92%
• Government contractor	31	0.75%
• International visitor	361	8.73%
• Job seeker	131	3.17%
• Media representative	13	0.31%
• Non-profit staff or volunteer	39	0.94%
• Seeking citizenship or immigration information	47	1.14%
• State, tribal, territorial or local government representative	9	0.22%
• Student	182	4.40%
• Traveler (domestic or international)	2171	52.48%
• Other	277	6.70%
<b>Total</b>	<b>4137</b>	<b>100%</b>

**Please describe your experience finding your way around (navigating) CBP.gov today. 54.47**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
• Encountered no difficulties	2104	100	210400
• Had technical difficulties (e.g. error messages, broken links)	257	0	0
• Links did not take me where I expected	333	0	0
• Links / labels are difficult to understand, they are not intuitive	189	0	0
• Navigated to general area but couldn't find the specific content needed	752	0	0
• Too many links or navigational choices	111	0	0
• Would often feel lost, not know where I was	117	0	0
<b>Total</b>	<b>3863</b>		<b>210400</b>

**How was your experience using our site search? 44.97**

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

Answer Choices	Responses	Points	Score
• Encountered no difficulties	970	100	97000
• I was not sure what words to use in my search	179	0	0
• Results were not helpful	414	0	0
• Results were not relevant to my search terms or needs	213	0	0
• Results were too similar / redundant	48	0	0
• Returned not enough or no results	134	0	0
• Returned too many results	199	0	0
<b>Total</b>	<b>2157</b>		<b>97000</b>