

CBP.gov Customer Satisfaction Survey

Time Period: 10/1/2015 - 10/31/2015

Overall Customer Satisfaction Score 66.15

How would you rate your overall experience today? 62.00

Answer Choices	Responses	Points	Score
• Outstanding	904	100	90400
• Above Average	1512	75	113400
• Average	1292	50	64600
• Below Average	417	25	10425
• Poor	372	0	0
Total	4497		278825

What Information were you looking for today?

Answer Choices	Responses	Percentage
• Advisories	198	4.50%
• Border Security	627	14.26%
• Contact Information	354	8.05%
• Contracting Opportunities	12	0.27%
• Email, RSS feeds, or subscription services	34	0.77%
• Environmental and Cultural Stewardship	3	0.07%
• Forms or publications	389	8.85%
• Human trafficking	7	0.16%
• Immigration and citizenship	126	2.87%
• Information about CBP (leadership, history, etc.)	100	2.27%
• International Initiatives	47	1.07%
• Jobs/Careers Information	311	7.07%
• News	53	1.21%
• Photographs	3	0.07%
• Port Security	37	0.84%
• Small Business Resources	13	0.30%
• Southwest Border Unaccompanied Alien	5	0.11%
• Trade	143	3.25%
• Travel	1919	43.64%
• Videos	16	0.36%
Total	4397	100%

Were you able to complete the purpose of your visit? 58.93

Answer Choices	Responses	Points	Score
• Yes	2647	100	264700
• No	1845	0	0
Total	4492		264700

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

Answer Choices	Responses	Percentage
• Bad link	207	11.36%
• Content wasn't easy to understand	1164	63.89%
• Error on page	181	9.93%
• Multimedia / technical problem	179	9.82%
• Outdated information	91	4.99%
Total	1822	100%

Would you still return to this website if you could get this information or service from another source? 85.40

Answer Choices	Responses	Points	Score
• Yes	3749	100	374900
• No	641	0	0
Total	4390		374900

Will you recommend this website to a friend or colleague? 79.49

Answer Choices	Responses	Points	Score
• Yes	3511	100	351100
• No	906	0	0
Total	4417		351100

Which of the following best describes you?

Answer Choices	Responses	Percentage
• Business representative	569	12.66%
• Customs Broker	76	1.69%
• Educator	171	3.80%
• Federal government employee	158	3.52%
• First responder / law enforcement official	52	1.16%
• Government contractor	47	1.05%
• International visitor	343	7.63%
• Job seeker	245	5.45%
• Media representative	19	0.42%
• Non-profit staff or volunteer	43	0.96%
• Seeking citizenship or immigration information	50	1.11%
• State, tribal, territorial or local government representative	18	0.40%
• Student	186	4.14%
• Traveler (domestic or international)	2209	49.14%
• Other	309	6.87%
Total	4495	100%

Please describe your experience finding your way around (navigating) CBP.gov today. 53.61

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
• Encountered no difficulties	2226	100	222600
• Had technical difficulties (e.g. error messages, broken links)	264	0	0
• Links did not take me where I expected	358	0	0
• Links / labels are difficult to understand, they are not intuitive	230	0	0
• Navigated to general area but couldn't find the specific content needed	803	0	0
• Too many links or navigational choices	132	0	0
• Would often feel lost, not know where I was	139	0	0
Total	4152		222600

How was your experience using our site search? 48.34

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

Answer Choices	Responses	Points	Score
• Encountered no difficulties	1094	100	109400
• I was not sure what words to use in my search	200	0	0
• Results were not helpful	494	0	0
• Results were not relevant to my search terms or needs	242	0	0
• Results were too similar / redundant	38	0	0
• Returned not enough or no results	142	0	0
• Returned too many results	53	0	0
Total	2263		109400