

CBP.gov Customer Satisfaction Survey

Time Period: 03/01/2019 - 03/31/2019

Overall Customer Satisfaction Score

65.17

How would you rate your overall experience today?

61.66

Answer Choices	Responses	Points	Score
▪ Outstanding	942	100	94200
▪ Above Average	1320	75	99000
▪ Average	1099	50	54950
▪ Below Average	393	25	9825
▪ Poor	430	0	0
Total	4184		257975

Were you able to complete the purpose of your visit?

59.80

Answer Choices	Responses	Points	Score
▪ Yes	2502	100	250200
▪ No	1682	0	0
Total	4184		250200

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

82.98

Answer Choices	Responses	Points	Score
▪ Yes	3472	100	347200
▪ No	712	0	0
Total	4184		347200

Will you recommend this website to a friend or colleague?

75.74

Answer Choices	Responses	Points	Score
▪ Yes	3169	100	316900
▪ No	1015	0	0
Total	4184		316900

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

54.65

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2127	100	212700
▪ Had technical difficulties (e.g. error messages, broken links)	210	0	0
▪ Links did not take me where I expected	339	0	0
▪ Links / labels are difficult to understand, they are not intuitive	183	0	0
▪ Navigated to general area but couldn't find the specific content needed	751	0	0
▪ Too many links or navigational choices	132	0	0
▪ Would often feel lost, not know where I was	150	0	0
Total	3892		212700

How was your experience using our site search?

46.70

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1025	100	102500
▪ I was not sure what words to use in my search	176	0	0
▪ Results were not helpful	504	0	0
▪ Results were not relevant to my search terms or needs	223	0	0
▪ Results were too similar / redundant	64	0	0
▪ Returned not enough or no results	158	0	0
▪ Returned too many results	45	0	0
Total	2195		102500

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	113	2.70%
▪ Border Security	532	12.72%
▪ Contact Information	329	7.86%
▪ Contracting Opportunities	15	0.36%
▪ Email, RSS feeds, or subscription services	41	0.98%
▪ Environmental and Cultural Stewardship	4	0.10%
▪ Forms or publications	332	7.93%
▪ Human trafficking	9	0.22%
▪ Immigration and citizenship	100	2.39%
▪ Information about CBP (leadership, history, etc.)	121	2.89%
▪ International Initiatives	29	0.69%
▪ Jobs/Careers Information	336	8.03%
▪ News	69	1.65%
▪ Photographs	2	0.05%
▪ Port Security	44	1.05%
▪ Small Business Resources	14	0.33%
▪ Southwest Border Unaccompanied Alien	10	0.24%
▪ Trade	107	2.56%
▪ Travel	1965	46.96%
▪ Videos	12	0.29%
Total	4184	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	171	10.38%
▪ Content wasn't easy to understand	1031	62.60%
▪ Error on page	153	9.29%
▪ Multimedia / technical problem	181	10.99%
▪ Outdated information	111	6.74%
Total	1647	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	347	8.29%
▪ Customs Broker	37	0.88%
▪ Educator	186	4.45%
▪ Federal government employee	119	2.84%
▪ First responder / law enforcement official	53	1.27%
▪ Government contractor	31	0.74%
▪ International visitor	245	5.86%
▪ Job seeker	260	6.21%
▪ Media representative	17	0.41%
▪ Non-profit staff or volunteer	36	0.86%
▪ Seeking citizenship or immigration information	33	0.79%
▪ State, tribal, territorial or local government representative	10	0.24%
▪ Student	171	4.09%
▪ Traveler (domestic or international)	2269	54.23%
▪ Other	370	8.84%
Total	4184	100%