

CBP.gov Customer Satisfaction Survey

Time Period: 10/01/2018 - 10/31/2018

Overall Customer Satisfaction Score

65.33

How would you rate your overall experience today?

62.01

Answer Choices	Responses	Points	Score
▪ Outstanding	801	100	80100
▪ Above Average	1179	75	88425
▪ Average	958	50	47900
▪ Below Average	325	25	8125
▪ Poor	358	0	0
Total	3621		224550

Were you able to complete the purpose of your visit?

58.93

Answer Choices	Responses	Points	Score
▪ Yes	2134	100	213400
▪ No	1487	0	0
Total	3621		213400

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

83.90

Answer Choices	Responses	Points	Score
▪ Yes	3038	100	303800
▪ No	583	0	0
Total	3621		303800

Will you recommend this website to a friend or colleague?

77.93

Answer Choices	Responses	Points	Score
▪ Yes	2822	100	282200
▪ No	799	0	0
Total	3621		282200

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

53.01

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1789	100	178900
▪ Had technical difficulties (e.g. error messages, broken links)	201	0	0
▪ Links did not take me where I expected	314	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	660	0	0
▪ Too many links or navigational choices	110	0	0
▪ Would often feel lost, not know where I was	142	0	0
Total	3375		178900

How was your experience using our site search?

46.60

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	898	100	89800
▪ I was not sure what words to use in my search	161	0	0
▪ Results were not helpful	460	0	0
▪ Results were not relevant to my search terms or needs	196	0	0
▪ Results were too similar / redundant	55	0	0
▪ Returned not enough or no results	112	0	0
▪ Returned too many results	45	0	0
Total	1927		89800

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	126	3.48%
▪ Border Security	445	12.29%
▪ Contact Information	304	8.40%
▪ Contracting Opportunities	14	0.39%
▪ Email, RSS feeds, or subscription services	33	0.91%
▪ Environmental and Cultural Stewardship	2	0.06%
▪ Forms or publications	303	8.37%
▪ Human trafficking	10	0.28%
▪ Immigration and citizenship	93	2.57%
▪ Information about CBP (leadership, history, etc.)	66	1.82%
▪ International Initiatives	28	0.77%
▪ Jobs/Careers Information	303	8.37%
▪ News	40	1.10%
▪ Photographs	4	0.11%
▪ Port Security	25	0.69%
▪ Small Business Resources	18	0.50%
▪ Southwest Border Unaccompanied Alien	7	0.19%
▪ Trade	116	3.20%
▪ Travel	1677	46.31%
▪ Videos	7	0.19%
Total	3621	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	141	9.62%
▪ Content wasn't easy to understand	936	63.89%
▪ Error on page	146	9.97%
▪ Multimedia / technical problem	149	10.17%
▪ Outdated information	93	6.35%
Total	1465	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	395	10.91%
▪ Customs Broker	41	1.13%
▪ Educator	138	3.81%
▪ Federal government employee	101	2.79%
▪ First responder / law enforcement official	49	1.35%
▪ Government contractor	25	0.69%
▪ International visitor	260	7.18%
▪ Job seeker	239	6.60%
▪ Media representative	10	0.28%
▪ Non-profit staff or volunteer	34	0.94%
▪ Seeking citizenship or immigration information	46	1.27%
▪ State, tribal, territorial or local government representative	9	0.25%
▪ Student	132	3.65%
▪ Traveler (domestic or international)	1861	51.39%
▪ Other	281	7.76%
Total	3621	100%