

CBP.gov Customer Satisfaction Survey

Time Period: 12/01/2018 - 12/31/2018

Overall Customer Satisfaction Score

66.09

How would you rate your overall experience today?

62.32

Answer Choices	Responses	Points	Score
▪ Outstanding	649	100	64900
▪ Above Average	826	75	61950
▪ Average	702	50	35100
▪ Below Average	225	25	5625
▪ Poor	287	0	0
Total	2689		167575

Were you able to complete the purpose of your visit?

60.10

Answer Choices	Responses	Points	Score
▪ Yes	1616	100	161600
▪ No	1073	0	0
Total	2689		161600

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

84.16

Answer Choices	Responses	Points	Score
▪ Yes	2263	100	226300
▪ No	426	0	0
Total	2689		226300

Will you recommend this website to a friend or colleague?

78.88

Answer Choices	Responses	Points	Score
▪ Yes	2121	100	212100
▪ No	568	0	0
Total	2689		212100

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

54.44

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1366	100	136600
▪ Had technical difficulties (e.g. error messages, broken links)	119	0	0
▪ Links did not take me where I expected	221	0	0
▪ Links / labels are difficult to understand, they are not intuitive	98	0	0
▪ Navigated to general area but couldn't find the specific content needed	506	0	0
▪ Too many links or navigational choices	111	0	0
▪ Would often feel lost, not know where I was	88	0	0
Total	2509		136600

How was your experience using our site search?

47.10

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	681	100	68100
▪ I was not sure what words to use in my search	127	0	0
▪ Results were not helpful	331	0	0
▪ Results were not relevant to my search terms or needs	138	0	0
▪ Results were too similar / redundant	39	0	0
▪ Returned not enough or no results	87	0	0
▪ Returned too many results	43	0	0
Total	1446		68100

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Advisories	103	3.83%
▪ Border Security	357	13.28%
▪ Contact Information	210	7.81%
▪ Contracting Opportunities	10	0.37%
▪ Email, RSS feeds, or subscription services	30	1.12%
▪ Environmental and Cultural Stewardship	2	0.07%
▪ Forms or publications	234	8.70%
▪ Human trafficking	6	0.22%
▪ Immigration and citizenship	66	2.45%
▪ Information about CBP (leadership, history, etc.)	58	2.16%
▪ International Initiatives	24	0.89%
▪ Jobs/Careers Information	225	8.37%
▪ News	48	1.79%
▪ Photographs	5	0.19%
▪ Port Security	25	0.93%
▪ Small Business Resources	12	0.45%
▪ Southwest Border Unaccompanied Alien	11	0.41%
▪ Trade	80	2.98%
▪ Travel	1179	43.85%
▪ Videos	4	0.15%
Total	2689	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	106	9.86%
▪ Content wasn't easy to understand	656	61.02%
▪ Error on page	119	11.07%
▪ Multimedia / technical problem	94	8.74%
▪ Outdated information	100	9.30%
Total	1075	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	259	9.63%
▪ Customs Broker	33	1.23%
▪ Educator	96	3.57%
▪ Federal government employee	69	2.57%
▪ First responder / law enforcement official	30	1.12%
▪ Government contractor	24	0.89%
▪ International visitor	191	7.10%
▪ Job seeker	196	7.29%
▪ Media representative	8	0.30%
▪ Non-profit staff or volunteer	25	0.93%
▪ Seeking citizenship or immigration information	31	1.15%
▪ State, tribal, territorial or local government representative	10	0.37%
▪ Student	99	3.68%
▪ Traveler (domestic or international)	1359	50.54%
▪ Other	259	9.63%
Total	2689	100%