

## U.S. Customs and Border Protection Concept Testing Survey

**Note to Reviewer:** Respondent instructions are **highlighted in yellow**

### **PART A: Screener and Pre-Test Questions**

*(Part A encompasses questions to be presented prior to showing execution.)*

A1. What is your age in years?

A2. Are you currently employed by U.S. Customs and Border Protection (CBP)?

1. Yes
2. No

A3. How interested are you in learning more about careers at CBP in the next 12 months? **Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.**

Not at all							Very Interested
1	2	3	4	5	6	7	

A4. How motivated are you to apply for a job at CBP in the next 12 months? **Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.**

Not at all Motivated							Highly Motivated
1	2	3	4	5	6	7	

A5. How much do you agree with the following statement, "A job at CBP would be a good fit for me"? **Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.**

Completel y Disagree							Completel y Agree
1	2	3	4	5	6	7	

A6. Which statement best describes how much you have considered applying to a job at CBP in the next 12 months?

1. I have not thought at all about applying to a job at CBP in the next 12 months
2. I have thought about applying to a job at CBP in the next 12 months but have not sought out information about CBP or taken steps to apply.
3. I have sought out information about applying to a job at CBP in the next 12 months but have not taken steps to apply to CBP.
4. I have taken steps to apply to CBP within the next 12 months but have not actually applied.
5. I have applied to work at CBP.

### **PART B: Reactions to Concepts**

*(This set of questions will be presented after each concept is shown.)*

**We would now like to show you an ad and then gather your reactions to that ad. Please click 'Next' to continue.**

**Click on the image below to view the entire ad in full size. To exit the full screen image, press ESC or click on the blank space surrounding the image. Only after clicking on the ad will the 'Next' button appear. When finished viewing the entire ad, please click 'Next' to continue.**

- B1. What do you like about this ad? *Please be as specific as possible.*
- B2. What do you dislike about this ad? *Please be as specific as possible.*
- B3. Is there anything confusing, unclear, or hard to understand in this ad?  
A. Yes  
B. No
- B4. What is the main message of this ad? *Please be as specific as possible.*
- B5. What about this ad is confusing, unclear, or hard to understand? *Please be as specific as possible.*
- B6. What is this ad asking you to think or do? *Please be as specific as possible.*
- B7. After viewing this ad, would you say you feel more interested in learning more about Customs and Border Protection?  
A. Definitely  
B. Probably  
C. Probably Not  
D. Definitely Not
- B8. What about the ad makes you more interested in learning more about Customs and Border Protection? *Please be as specific as possible.*
- B9. Why doesn't the ad make you more interested in learning more about Customs and Border Protection? *Please be as specific as possible.*


B10. People sometimes have different emotional reactions when they see ads. Please indicate how much this ad made you feel: *Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.*



Not at all							Very
1	2	3	4	5	6	7	

- A. Excited
- B. Discouraged
- C. Angry
- D. Worried
- E. Inspired
- F. Determined
- G. Empowered
- H. Stressed
- I. Sad
- J. Motivated
- K. Confident
- L. Surprised
- M. Understood
- N. Curious

B11. Please tell us how much you agree or disagree with the following statements:



Strongly Disagree			Neither Agree nor Disagree				Strongly Agree
1	2	3	4	5	6	7	

- A. This ad is worth remembering
- B. This ad grabbed my attention
- C. This ad is powerful
- D. This ad is informative
- E. This ad is meaningful to me
- F. This ad is convincing
- G. This ad is terrible
- H. I trust the information in this ad
- I. This ad told me things I didn't know about working at CBP
- J. This ad makes me think about CBP in a new way
- K. This ad seemed to be written with someone like me in mind
- L. This ad makes me feel more confident in my ability to work at CBP
- M. This ad makes me think CBP is a prestigious organization

B12. Please select Tuesday and Friday from the list below.

- A. Sunday
- B. Tuesday
- C. Thursday

D. Friday

B13. How believable was the main message in this ad? *Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.*

Not at all Believable	←—————→					Very Believable
1	2	3	4	5	6	7

B13. How motivating was the main message in this ad? *Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.*

Not at all Motivating	←—————→					Very Motivating
1	2	3	4	5	6	7

### **PART C: Knowledge, Attitudes, and Behaviors (KABs) and Post-Test Questions**

*(These questions can be asked after every concept or after a suite of concepts that fall under a similar theme or idea. The current questions in this section are inspired by findings from the SOO2 focus groups.)*

***Please take a moment to think about the ads that you have seen.***

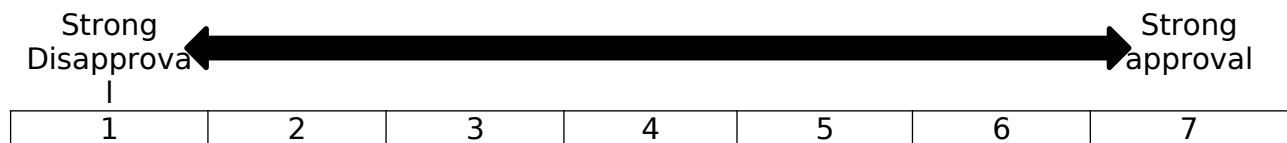
***Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements. Please click 'Next' to continue.***

- C1. I believe that U.S. Customs and Border Protection provides training and support to its employees.
- A. Strongly Agree
  - B. Agree
  - C. Neither Agree nor Disagree
  - D. Disagree
  - E. Strongly Disagree
- C2. I believe that working for U.S. Customs and Border Protection enables you to a positive impact at the local level.
- A. Strongly Agree
  - B. Agree
  - C. Neither Agree nor Disagree
  - D. Disagree
  - E. Strongly Disagree

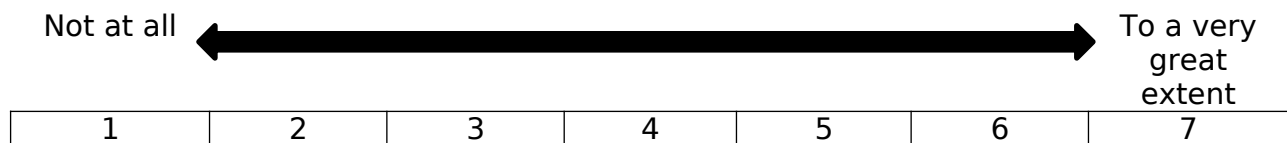
C3. I believe that working for U.S. Customs and Border Protection offers a strong sense of community.

- A. Strongly Agree
- B. Agree
- C. Neither Agree nor Disagree
- D. Disagree
- E. Strongly Disagree

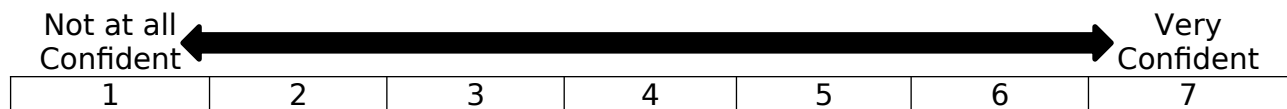
C4. Think about the people in your life whose opinions are important to you. How much would they approve or disapprove of you applying for a job at CBP in the next 12 months? *Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.*



C5. Think about the same people who are important to you. How strongly would their approval or disapproval influence your decision to apply for a job at CBP in the next 12 months? *Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.*



C6. How confident are you that you could manage the physical demands of CBP work? *Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.*



C7. How confident are you that you could manage the mental demands of CBP work? *Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.*



C8. How confident are you that you could manage the emotional demands of CBP work? *Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.*

Not at all Confident							Very Confident
1	2	3	4	5	6	7	

C9. How motivated are you to apply to a job at CBP in the next 12 months? *Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.*

Not at all Motivated							Highly Motivated
1	2	3	4	5	6	7	


C10. How interested are you in learning more about careers at CBP in the next 12 months? *Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.*

Not at all							Very Interested
1	2	3	4	5	6	7	

C11. How likely are you to apply for a job at CBP in the next 12 months? *Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.*

Not at all							Highly Likely
1	2	3	4	5	6	7	

C12. How much do you agree with the following statement, "A job at CBP would be a good career for me"? *Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.*

Completely Disagree							Completely Agree
1	2	3	4	5	6	7	

C13. Which statement best describes how you feel right now about applying for a job at CBP in the next 12 months?

1. I am not thinking about applying for a job at CBP in the next 12 months
2. I am thinking about applying for a job at CBP in the next 12 months, but I **do not** intend to seek out any information about it.
3. I am thinking about applying for a job at CBP in the next 12 months and **do** intend to seek out more information about it.

4. I plan to take steps to apply for a job at CBP in the next 12 months.
5. I have applied to work at CBP

## **Part D: Concept Comparison**

***Please think about all of the ads that you viewed as you answer the following questions.***

D1. Which ad (From Drop down menu) made you most interested in learning more about CBP?

D2. You listed \_\_\_\_ as the ad that made you most interested in learning more about CBP, why did you choose this?

D3. Which ad (From Drop down Menu) made you think most positively about CBP?

D4. You listed \_\_\_\_ as the ad that made you think most positively about CBP, why did you choose this?

D5. Which ad (From Drop down Menu) made you most interested in joining CBP?

D6. You listed \_\_\_\_ as the ad that made you most interested in joining CBP, why did you choose this?

## **Part E. Additional Demographic Information**

E1. Are you currently looking for a job?

1. I am actively looking for a job
2. Not actively, but I would consider new job opportunities
3. I am not currently looking for a job

E2. Have you ever spoken with someone who is a current or past employee of CBP?

1. Yes
2. No

E3. What is the highest level of education you have completed and received credit for?

1. Less than 9<sup>th</sup> grade
2. Some high school
3. Completed GED
4. Completed high school (regular diploma)
5. Some college, no degree
6. Vocational or trade school degree
7. Associate degree (e.g., A.A., A.S.)
8. Bachelor's degree (e.g., B.S, B.A., A.B.)
9. Master's, doctoral, or professional school degree (e.g., M.A., M.S., M.B.A., Ph.D., M.D., J.D., D.V.M)

E4. Have you ever been in the military, are you in the Delayed Entry Program (DEP), college Reserve Officers' Training Corps (ROTC), one of the Service academies, or have you been accepted and are waiting to begin any of these?



1. Yes
2. No

E5. Which of the following were you or are you a member of?

1. Army
2. Navy
3. Marine Corps
4. Air Force
5. Coast Guard
6. Delayed Entry Program (DEP)
7. ROTC
8. A Service academy

E6. Have you ever been in a law enforcement-related career or have you been accepted and are waiting to begin a law enforcement-related career?

1. Yes
2. No

\*\*\*If E6 = 2, skip to E8

E7. What type of law enforcement-related career have you been in/waiting to begin?

E8. Do you currently have a bachelor's or master's degree in criminal justice or homeland security or have equivalent work experience in law enforcement?

1. Yes
2. No

E9. What is your gender?

1. Male
2. Female

E10. Are you of Hispanic, Latino, or Spanish Origin?

1. No
2. Yes

E11. What is your race?

1. White
2. Black or African American
3. American Indian or Alaska Native
4. Asian (Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese)
5. American Indian or Alaskan Native
6. Middle Easterner or North African (e.g., Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian)
7. Native Hawaiian or other Pacific Islander (e.g., Native Hawaiian Samoan, Chamorro, Tongan, Fijian, Marshallese)
8. Some other race
9. Multiple Races

**Your answers have been recorded. Please click "Submit Survey" to submit your answers.**

