



August 2014

## Final Report

Travelers Don't Pack a Pest: Website Survey  
Florida Department of Agriculture and Consumer Services

Laura M. Gorham, Sandra Anderson & Alexa J. Lamm



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## About the Authors

**Laura Gorham** – Research Assistant, UF/IFAS Center for Public Issues Education

**Sandra Anderson** – Research Coordinator, UF/IFAS Center for Public Issues Education

**Alexa Lamm, Ph.D.** – Associate Director, UF/IFAS Center for Public Issues Education & Assistant Professor, UF/IFAS Department of Agricultural Education and Communication, Ph.D.

## Acknowledgments

**Ellen Dyck**– Information Specialist, Florida Department of Agriculture and Consumer Services

**Denise Fieber** – Public Information Director, Florida Department of Agriculture and Consumer Services

**Erica Odera** – Research Coordinator, UF/IFAS Center for Public Issues Education

**Joy Rumble, Ph.D.** – Assistant Professor, Agricultural Education and Communication Department, UF/IFAS Center for Public Issues Education

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## Executive Summary

Florida Department of Agriculture and Consumer Services

August 2014

### Introduction

In 2014, the Travelers Don't Pack a Pest Program reconstructed their website into a more modern, and user-friendly site. A survey was developed and completed by Floridians who had either traveled to the Caribbean in the last three years or planned to travel to the Caribbean in the next three years to determine their perceptions and attitudes towards the new website.

### Findings

The key findings of the survey are as follows:

#### Travel Habits and Preferences

- The Bahamas (64.4%), Jamaica (28.3%), Puerto Rico (27.7%), and United States Virgin Islands (26.3%) were the most popular Caribbean traveling destinations.
- Sixty-two percent of respondents traveled to the Caribbean by cruise ship, while 36% traveled by plane.
- The majority of respondents agreed or strongly agreed to the declaration of agricultural items: When an item is subject to inspection, I have to declare it when going through customs (89.0%); I think that I should declare agricultural items as they may contain diseases or pests (88.6%); and when an item is prohibited from entering the U.S. in passenger baggage, I have to declare it when going through customs (87.7%).

#### Homepage Screen Shot

- When introduced to the website and asked where their eye first went, the majority of respondents chose the Can I Bring It Logo followed by the Don't Pack a Pest logo at the top of the page as the place their eye went first. This finding held true whether a respondent viewed the survey/website on a smart phone, tablet or desktop computer.
- When viewing the website on a smart phone, tablet or desktop computer, respondents made a decision of where their eye went, where to click, and submitted their response in less than 29 seconds.
- When asked where they would find more information, the Can I Bring It Logos were the highest clicked on area.
- The more complex the website became (i.e. tablet or desktop) the more spread out through the webpage the responses to where they would find information became.
- No matter the device respondents were using, they made a decision of where they would go to find information, where to click, and submitted their response in less than 36 seconds. This result indicated respondents took longer to respond to where they would find where they would go for information than where their eye went first.

#### Scenario Questions

Participants were presented with three scenarios related to questions someone might be trying to answer when they visited the page. The first scenario was the simplest while the third scenario was the most difficult.

- For the first scenario (knowing whether or not you can bring peppers from Jamaica into the U.S.), the majority of participants (70.5%) found that 'No, Peppers are prohibited from entering the U.S. in passenger baggage' on the Can I Bring It Page.
- Those who found scenario one to be difficult indicated they did not know which icon to choose, they found the information to be unclear, and it was not on the first page.

- For the second scenario (knowing whether or not you can bring garlic from Puerto Rico into the U.S.), the majority of participants (76.4%) found that 'Garlic from Puerto Rico is subject to inspection' on the Can I Bring It Page.
- Those who found scenario two to be difficult indicated that no information was mentioned specifically and that there was too much information.
- For the third scenario (knowing whether or not you can bring Goat Meat from the Cayman Islands into the U.S.), only a third of respondents (35.0%) were able to find that 'No, Goat Meat is prohibited from entering the U.S. in passenger baggage'.
- While working through the third scenario respondents indicated the search bar would not recognize a meat product, or that they could not find or locate the information.

### Perceptions of the Don't Pack a Pest Website

- Respondents seemed to like the colors on the website (79.5%), liked the format of the website (81.6%), and liked the images on the website (79.8%). Also, almost half of the respondents (46%) believed there were no distracting elements on the website.
- Respondents thought the information on the website was useful when traveling (89.8%), the information on the website was easy to understand (83.7%), the information on the website was interesting (76.4%), and the information on the website was of high quality (74.4%).
- Most of the respondents saw or clicked on Can I Bring It (459 responses, 90.2%), while videos, know before you go, why you should be concerned, and links to other websites and travel guidelines were rarely clicked on by respondents.

### Branding of Don't Pack a Pest

- The majority of respondents (69.0%) had not seen the promotional materials before taking the survey and 72.5% reported they had not seen the images at any location.
- Of the respondents, 57.2% reported they believed the website had a similar look and feel to the promotional materials.

### Open Ended Responses

When asked if they had suggestions for the website, respondents suggested:

- Creating a list of items in addition to the searchable database.
- Making the information presented on the Can I Bring It Page clearer and simple with a more definitive yes or no answer to whether or not you are allowed to travel with certain items.
- Providing more information on non-produce foods, such as meats, alcohol, and other products.
- Providing more general information to travelers and raising awareness that travelers need to declare agricultural items.

### Recommendations

#### Travel Habits and Preferences

- The majority of the respondents traveled to the Bahamas, Puerto Rico, Jamaica, and the United States Virgin Islands. When placing the Don't Pack a Pest campaign materials in locations, communicators should emphasize placements of Don't Pack a Pest materials in a variety of locations within these countries. Additionally, communicators should make sure promotional materials are at all the seaports in these locations since most of the travelers are visiting via cruise ship.

- The majority of respondents indicated they traveled to the Caribbean by cruise ship rather than by airplane. In order to target this audience more effectively, Don't Pack a Pest personnel should place additional campaign and promotional materials on cruise ships that travel from the United States to the Caribbean. Suggestions include developing handouts to be given to travelers as they check into their rooms, having promotional materials on the cruise ships (including signage/flyers) as travelers come back on board from each stop, and partnering with cruise lines to get a link to the Don't Pack a Pest website made available via their cruise line websites.
- Respondents indicated they understood items needed to be declared. However, results of this study suggested respondents did not know what or how to declare their items. Don't Pack a Pest personnel should focus on developing materials that highlight what to declare and how to declare items when going through customs. Perhaps the most commonly transferred items could be identified and targeted directly to lower the incidence rate of transfer.

### Homepage Screen Shot

- The results of the heat maps indicated respondents were immediately attracted to the Can I Bring It logo as well as the Don't Pack a Pest logo. These results suggested that although the Can I Bring It logo is interesting to respondents, it could stand out more. Don't Pack a Pest personnel should consider making the Can I Bring It logo stand out more so that it is the central focal point of the website on all diverse devices.
- When respondents were asked where they would go to find more information, respondents were not choosing one or two general locations. Instead, the responses were spread out throughout the page. This result reveals the homepage may be too complicated for the audience. Don't Pack a Pest personnel should consider simplifying the website.

### Scenario Questions

- The results from the scenarios indicated the majority of the respondents were able to find peppers and garlic. However, respondents had more difficulty finding information on goat meat.
- Perhaps a downloadable list of acceptable items should be developed and placed on the Can I Bring It page in addition to the search bar.
- Respondents indicated they were somewhat confused about the type of information on the Can I Bring It page. Don't Pack a Pest personnel may want to consider being more definitive in the results found on the page detailing directly whether a product is or is not allowed.
- Respondents suggested adding more information on what is and is not allowed as it relates to meat products, alcohol, sealed, and baked goods.

### Perceptions of the Don't Pack a Pest Website

- Respondents indicated they liked the colors, format, and images on the website. However, some respondents indicated there were distracting elements. The findings suggest that limiting the information on the homepage and moving extra content to a deeper page may simplify the page and make it easier to use. Although the information is important, the amount of information presented on the homepage was found to be distracting to travelers.
- The majority of the respondents indicated the information on the webpage was useful, easy to understand, interesting, and of high quality.

### Branding of Don't Pack a Pest

- The majority of the respondents indicated they had not seen the Don't Pack a Pest promotional materials at airports or seaports. These results suggest there is potential for the Don't Pack a Pest campaign to have a greater presence at these locations.
- The majority of participants reported traveling to the Bahamas, Jamaica, Puerto Rico, and the United States Virgin Islands. Don't Pack a Pest personnel should begin by placing more information at the airports and seaports in these high traffic locations. Promotional materials should be placed in areas where they will be easily seen by travelers.
- In addition, since most travelers are returning to the U.S. on cruise ships and their luggage is transferred by the cruise ship staff, travelers need to be aware of restrictions prior to packing their bags, rather than after they have

left the ship. Again, Don't Pack a Pest personnel may want to work to collaborate with cruise lines to get their materials on board and in the traveler's rooms prior to disembarking, while they are packing their luggage.

- Approximately half of the respondents indicated they felt the website and the promotional materials had a consistent look and feel. Don't Pack a Pest personnel should use this information to alter their promotional materials. Although the current materials feature the 'Detector Dog Brand,' the materials do not use the same colors or images as the website. These materials may need to be altered to include the same graphics and color scheme.

## Background

The Travelers Don't Pack a Pest program is a partnership between the U.S. Department of Agriculture, U.S. Customs and Border Protection and the Florida Department of Agriculture and Consumer Services that was established in 2010. The goal of the program is to safeguard agriculture by educating the traveling public about the risks associated with transporting agricultural products when they travel.

Since its establishment, the program has used major international airport and ports of entry as places to get their message out. The program made use of videos, signage, and social media, as well as a billboard in the Miami area and a website. As the main brand throughout the communications campaign, a beagle has become the center of most of the promotional materials. It has been effective in brand recognition.

In the spring of 2014, the website was restructured and was launched in the summer of 2014. Additionally, the program plans to expand to 23 Caribbean countries through the distribution of a detailed toolkit that can be used to implement the program abroad.

Based on prior research conducted with passengers, information was gathered about the impacts of the program. FDACS program staff became interested in understanding additional ways to assess the impacts of the program such as gaining insight into how well the website is serving the target audience of international travelers.

This report is an assessment of the website, highlighting a compilation of results from a public opinion survey and offering appropriate implications and recommendations based on the results.

## Methods

In August 2014, an online survey was distributed to Florida residents who were planning or had traveled to the Caribbean using non-probability sampling. Qualtrics, a survey software company, distributed the online survey link to Florida residents, age 18 or older, resulting in 509 completed responses. To ensure the respondents were representative of the Florida population according to the 2010 U.S. Census (seen in Table 1), the data were screened to balance their geographic location in the state, age, gender, and race/ethnicity (Kalton & Flores-Cervantes, 2003). Additionally, in order to gain information on the population that travels to and from the Caribbean, the data was screened for respondents who are planning to travel to the Caribbean in the next three years or who had traveled to the Caribbean in the past three years.

The survey instrument was developed by PIE Center researchers to include the following sections:

- Demographics and Screening Questions
- General Travel Habits
- Mobile Device Heat Mapping
- Tablet Heat Mapping
- Desktop Heat Mapping
- Can I Bring It Scenarios
- Public reactions to:
  - Look and Feel of Website
  - Information on Website
  - Graphic Elements on Website
  - Consistency of DPAP Brand

## Results

### Demographics

In this section of the survey, the demographics of the respondents were collected.

#### Description of Respondents

The demographic composition of the 509 respondents included 47.5% males and 52.5% females. Of the respondents, 13.6% considered themselves to be Hispanic, and the majority of respondents considered themselves to be white (82.5%), followed by African American or Black (11.0%), Asian or Pacific Islander (3.5%), Native American or Alaska Native (2.8%), and Other (2.4%). Respondents who considered themselves other indicated the Cuban, Hispanic, Indian, Mix, Puerto Rican, Spanish, and White/Chinese. The largest percentage of respondents reported an age of 40-49 (22.8%), followed by 30-39 (22.2%), 50-59 (18.7%), 60+ (18.7%), and 18-29 (17.7%). The majority of respondents indicated they lived within the city or town limits (76.6%), while the rest of the participants (23.4%) resided outside the city or town limits. A four-year college degree was reported by the majority of the respondents (38.9%), followed by some college, no degree (19.4%), graduate or professional degree (19.1%), and two-year college degree (12.2%). Respondents reported 23.8% earned an annual household income of more than \$100,000, 11.6% earned \$50,000 - \$59,000, and 10.6% earned \$70,000 – \$79,999.

**Table 1. Demographic Characteristics of the Respondents**

Demographic Category	Frequency	Percentage (%)
<b>Gender</b>		
Female	267	52.5
Male	242	47.5
<b>Race and Ethnicity</b>		
White	420	82.5
Hispanic	69	13.6
African American or Black	56	11.0
Asian or Pacific Islander	18	3.5
Native American or Alaska Native	14	2.8
Other	12	2.4
<b>Age</b>		
18-29	90	17.7
30-39	113	22.2
40-49	116	22.8
50-59	95	18.7
60+	95	18.7
<b>Area of Residence</b>		
Within the city or town limits	390	76.6
Outside the city or town limits	119	23.4
<b>Highest Level of Education</b>		
Less than 12 <sup>th</sup> Grade	2	0.4
High School Graduate (Includes GED)	51	10.0
Some College, No Degree	99	19.4
Two-Year College Degree	62	12.2
Four-Year College Degree	198	38.9
Graduate or Professional Degree	97	19.1
<b>Annual Household Income</b>		
Less than \$30,000	47	9.2
\$30,000 - \$39,999	52	10.2

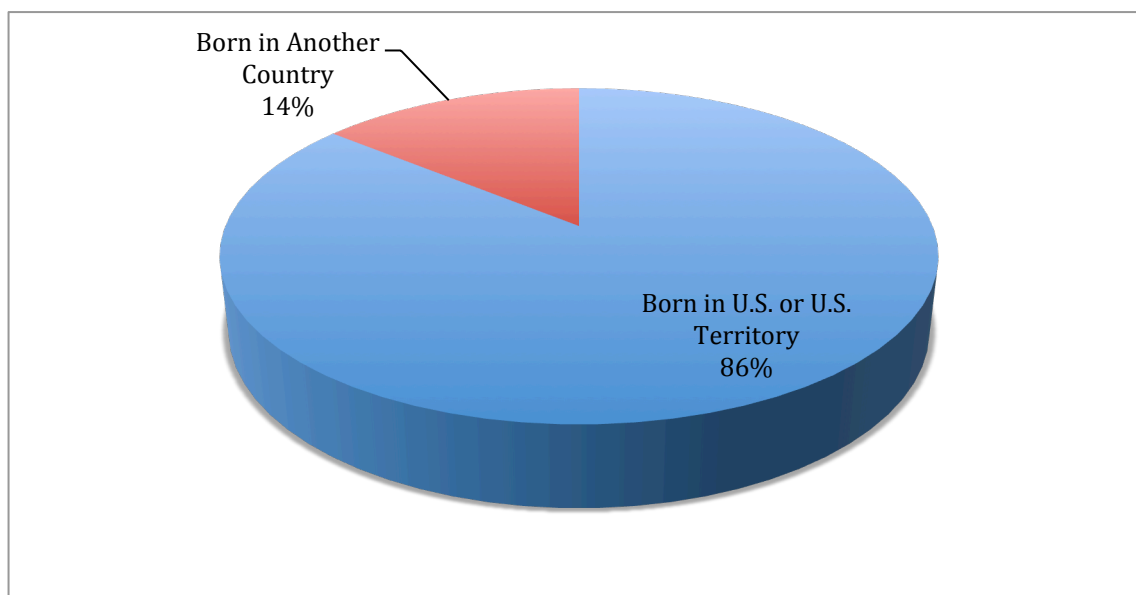


\$40,000 - \$49,999	37	7.3
\$50,000 - \$59,999	59	11.6
\$60,000 - \$69,999	37	7.3
\$70,000 - \$79,999	54	10.6
\$80,000 - \$89,999	33	6.5
\$90,000 - \$99,999	45	8.8
More than \$100,000	121	23.8
Prefer Not to Answer	24	4.7

### Location of Birth

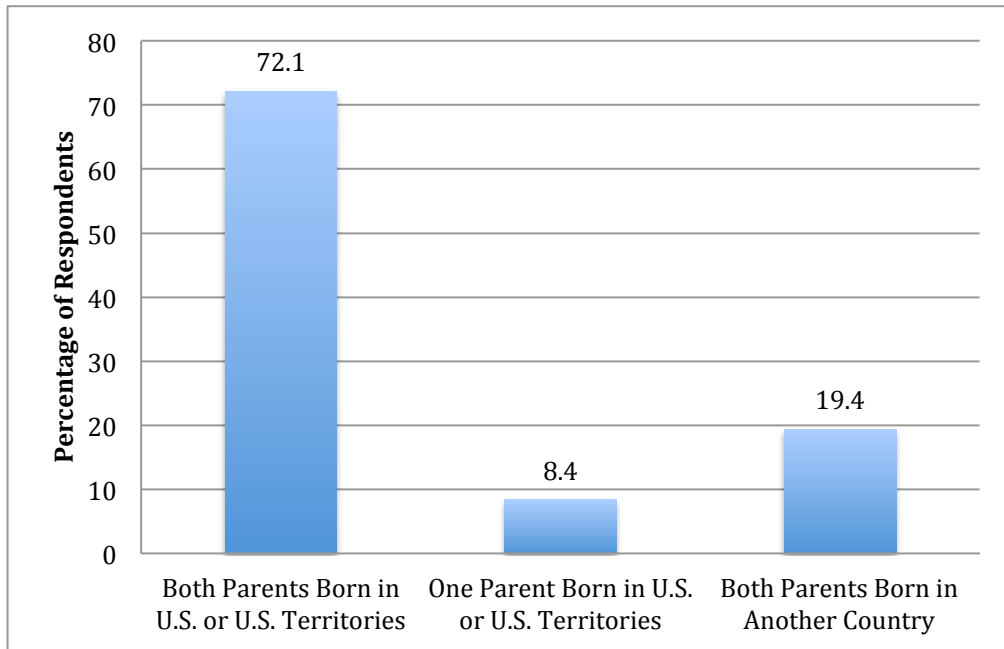
Respondents were asked whether they were born outside the U.S. or inside the U.S. (or a U.S. territory). The majority of respondents were born in the U.S. or a U.S. Territory (85.9%) and 14.1% were born in another country.

*Figure 1. Location of respondents' birth*



Respondents were asked whether their parents were born outside the U.S. or in the U.S. (including U.S. territories). Three hundred and sixty seven respondents indicated both of their parents were born in the U.S. or a U.S. territory (72.1%). Of the remaining respondents, 19.4% reported both parents were born in another country, and 8.4% reported one parent was born in another country. Respondents had parents from Argentina, Austria, Bahamas, Barbados, Bolivia, Canada, Caribbean, Cayman Islands, China, Chile, Columbia, Costa Rica, Cuba, Curacao, Dominican Republic, Egypt, England, Germany, Greece, Guyana, Haiti, Honduras, India, Ireland, Italy, Jamaica, Morocco, Panama, Peru, Philippines, Poland, Portugal, Puerto Rico, Russia, Scotland, Slovakia, Spain, Switzerland, Thailand, Trinidad and Tobago, Turkey, Ukraine, Venezuela, and Vietnam.

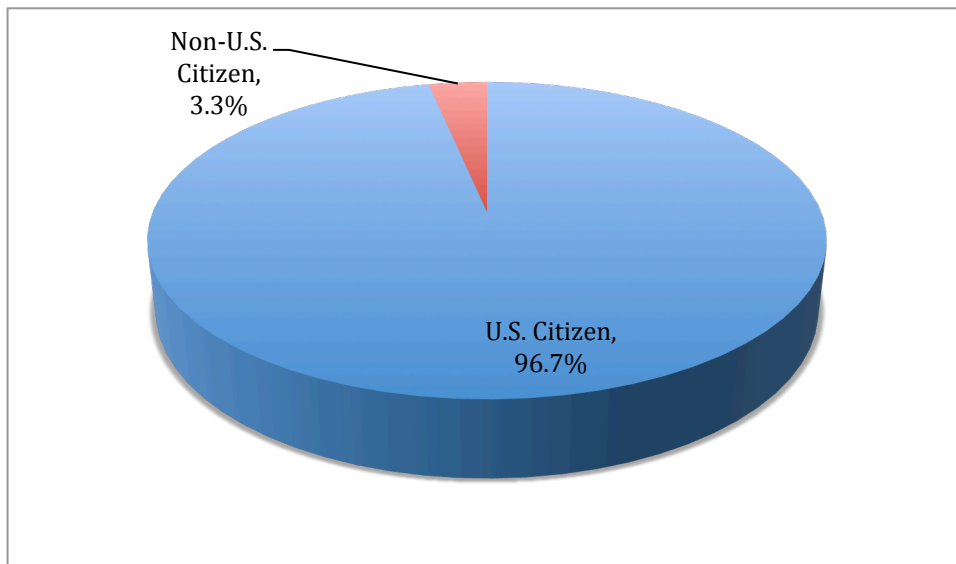
**Figure 2. Location of parents' birth**



**Citizenship Status**

Of the respondents, 96.7% reported they were U.S. Citizens and 3.3% reported they were not U.S. Citizens.

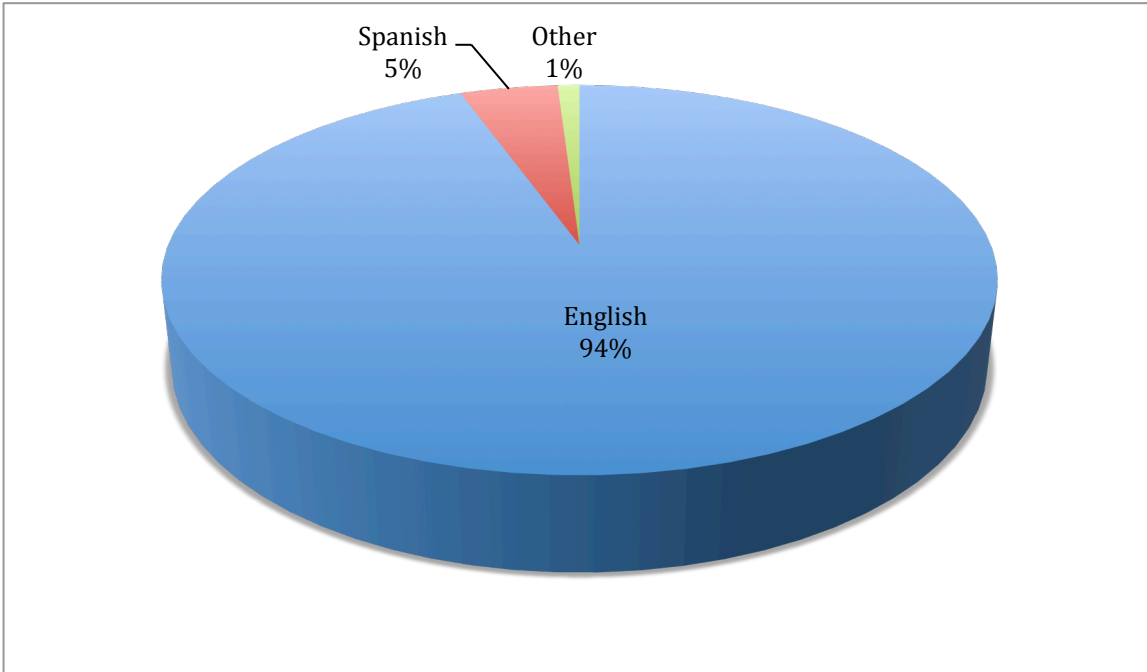
**Figure 3. Citizenship status**



**Languages Spoken**

Four and a half percent of respondents reported English was not the primary language spoken in their household. Those respondents who answered other were asked to provide the primary language spoken in their household. These respondents said: both, Creole, Haitian Creole, Papiamentu, and Vietnamese.

*Figure 4. Primary Household Language*



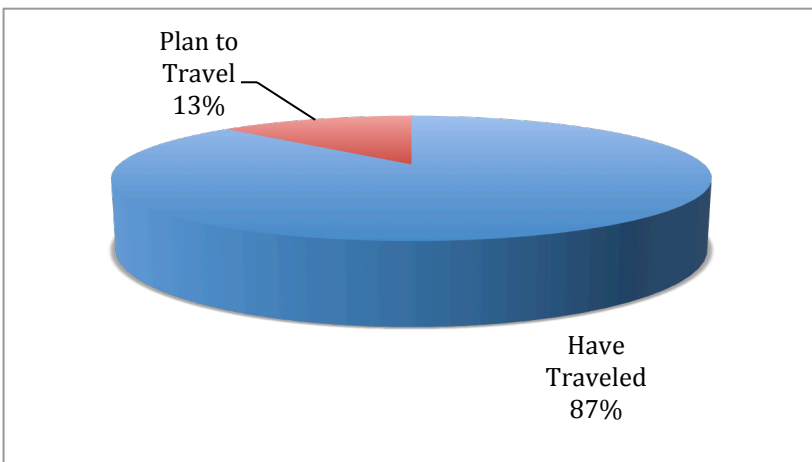
### Travel Preferences

Throughout the survey, respondents were asked questions about their travel plans and preferences when traveling to the Caribbean.

#### Travel Plans

Respondents were asked to indicate their future and past travel plans. Of the respondents, 87% traveled to the Caribbean in the last three years while 13% plan to travel to the Caribbean in the next three years.

*Figure 5. Caribbean Travel Plans*



### Location of Travel

Respondents were asked to indicate where they visited or plan to visit. Respondents indicated the Bahamas (63.2%), Puerto Rico (28.9%), Jamaica (28.0%), and United States Virgin Islands (26.6%) were popular destinations for participants who had visited the Caribbean in the last three years. Whereas, the Bahamas (72.7%), Jamaica (30.3%), and the United States Virgin Islands (24.2%) were popular destinations for those who plan to travel to the Caribbean in the next three years.

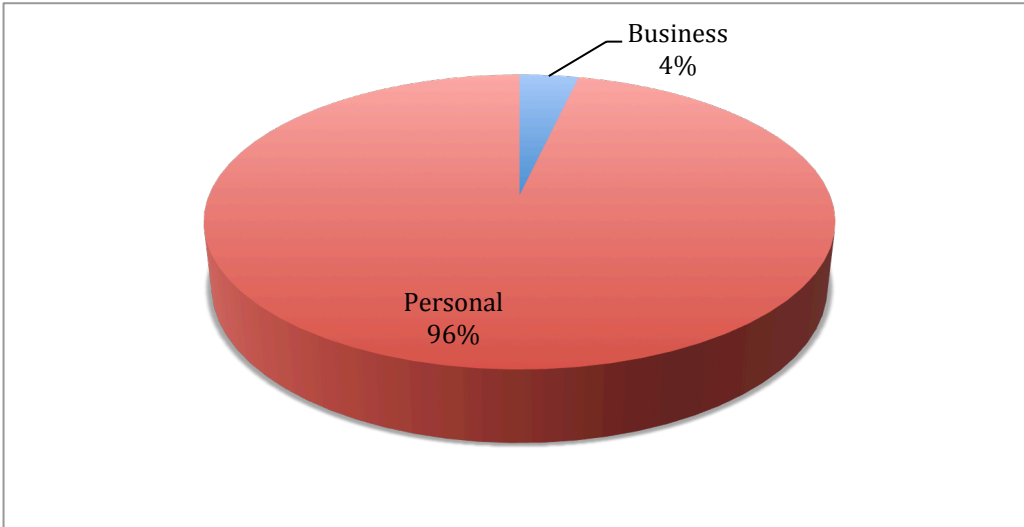
**Table 2. Location of Travel**

Caribbean Island	Visited ( <i>n</i> = 443)		Plan to Visit ( <i>n</i> = 66)		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Bahamas	280	63.2	48	72.7	328	64.4
Jamaica	124	28.0	20	30.3	144	28.3
Puerto Rico	128	28.9	13	19.7	141	27.7
United States Virgin Islands	118	26.6	16	24.2	134	26.3
Cayman Islands	111	25.1	13	19.7	124	24.4
St. Maarten	91	20.5	8	12.1	99	19.5
Belize	76	17.2	9	13.6	85	16.7
St. Martin	73	16.5	6	9.1	79	15.5
Aruba	59	13.3	10	15.2	69	13.6
Dominican Republic	59	13.3	5	7.6	64	12.6
British Virgin Islands	47	10.6	9	13.6	56	11.0
Turks and Caicos Islands	48	10.8	5	7.6	53	10.4
Barbados	43	9.7	6	9.1	49	9.6
St. Lucia	45	10.2	4	6.1	49	9.6
Bermuda	38	8.6	8	12.1	46	9.0
St. Kitts and Nevis	37	8.4	4	6.1	41	8.1
Curacao	35	7.9	5	7.6	40	7.9
Antigua and Barbuda	32	7.2	7	10.6	39	7.7
Haiti	34	7.7	2	3.0	36	7.1
Trinidad and Tobago	28	6.3	3	4.5	31	6.1
Panama	28	6.3	6	9.1	24	4.7
Grenada	19	4.3	1	1.5	20	3.9
Martinique	19	4.3	1	1.5	20	3.9
Dominica	16	3.6	1	1.5	17	3.4
Anguilla	10	2.3	2	3.0	12	2.4
Saint Vincent and the Grenadines	10	2.3	2	3.0	12	2.4
Cuba	8	1.8	3	4.5	11	2.2
Netherland Antilles	11	2.5	0	0.0	11	2.2
Bonaire	8	1.8	1	1.5	9	1.8
Montserrat	6	1.4	1	1.5	7	1.4
Guadeloupe	3	0.7	1	1.5	4	0.8
Saba	2	0.5	1	1.5	3	0.6
St. Eustatius	1	0.2	1	1.5	2	0.4
Suriname	1	0.2	1	1.5	2	0.4

**Travel Habits**

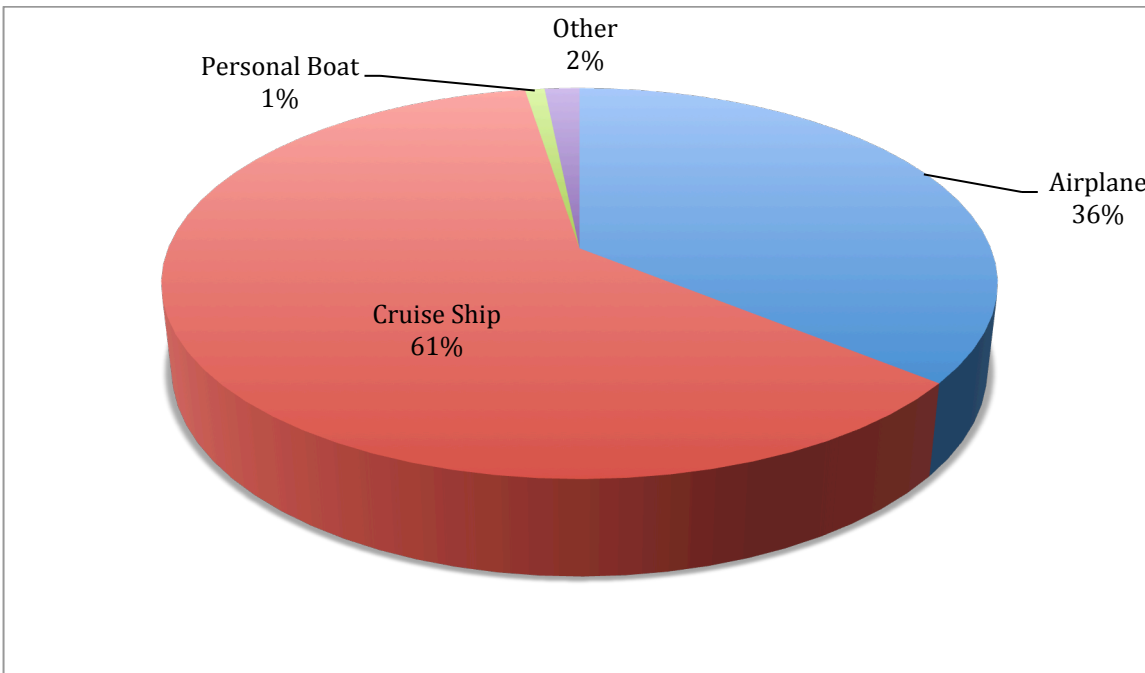
Respondents were asked about the reason for their travel to the Caribbean. The majority of the respondents traveled to the Caribbean for personal travel (96.4%).

*Figure 6. Travel Habits*



*Figure 7. Mode of Transportation*

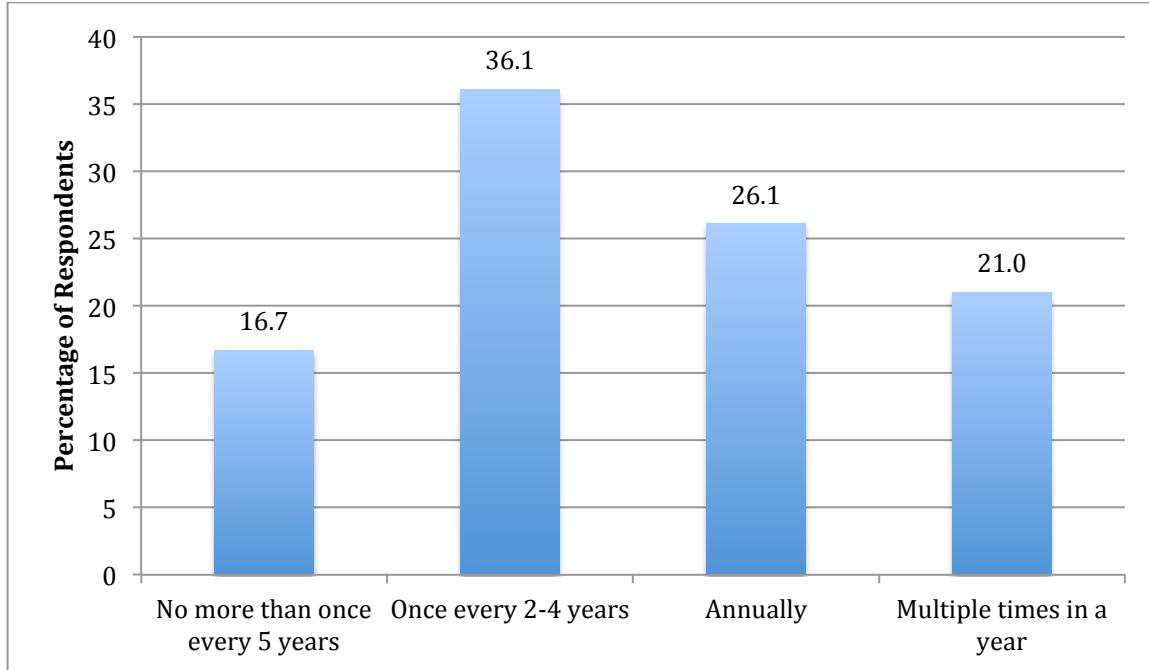
Travel habits also included how a respondent traveled to the Caribbean. The majority of respondents traveled to the Caribbean on a cruise ship (61.6%). Other respondents used an airplane (35.9%) or personal boat (0.9%) as modes of transportation. For those respondents who answered other, they traveled to the Caribbean with a combination of the three modes of transportation.



### Frequency of Travel

Respondents were asked how often they travel outside of the United States. The majority of respondents traveled outside the United States once every two to four years (36.1%) followed by annually (26.1%), and multiple times in a year (21.0%).

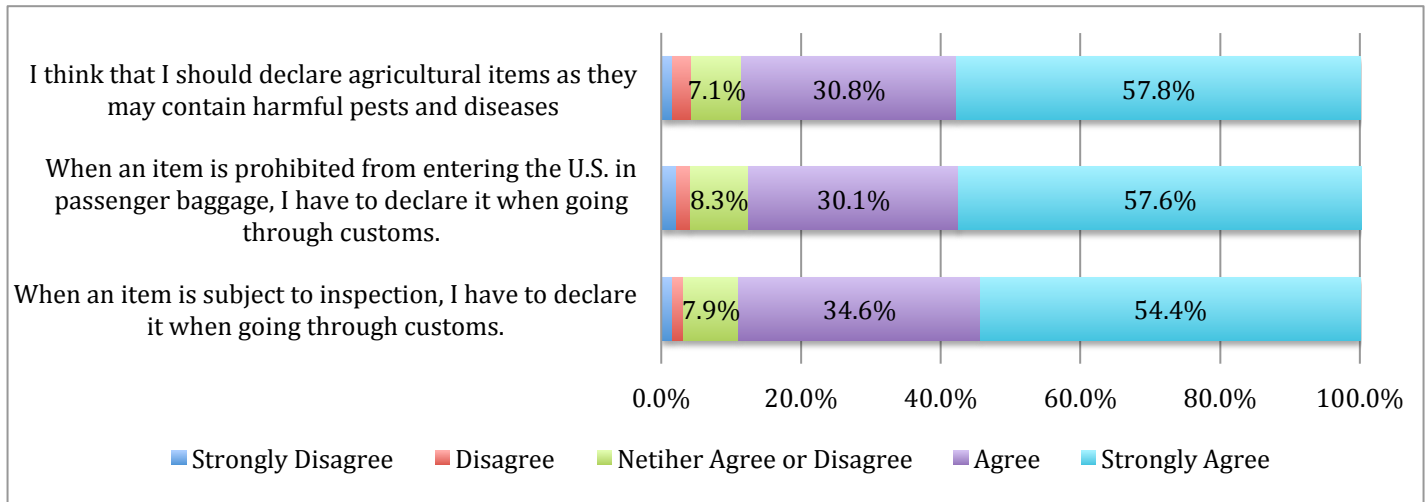
*Figure 8. Frequency of Travel*



### Declaration of Agricultural Items

Respondents were asked to indicate their level of agreement with three statements about declaring agricultural items when traveling through customs. More than half of the respondents indicated they agreed or strongly agreed agricultural items should be declared in each of the three questions: When an item is subject to inspection, I have to declare it when going through customs (89.0%); I think that I should declare agricultural items as they may contain diseases or pests (88.6%); and when an item is prohibited from entering the U.S. in passenger baggage, I have to declare it when going through customs (87.7%).

Figure 9. Declaration of Agricultural Items



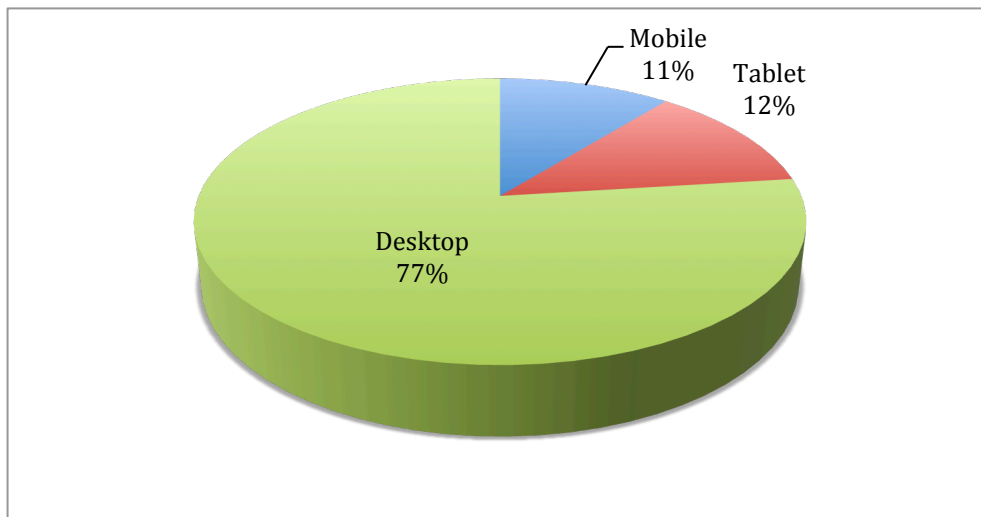
### Website Mapping

Respondents were asked to look at the Don't Pack a Pest Website and indicate their initial reactions.

#### Mobile, Tablet, or Desktop

In order to gain insight on the three different versions of the website (mobile, tablet, and desktop), respondents were asked to report what type of device they were using to complete the survey. The majority of the respondents completed the survey on a desktop computer (77.0%). The other respondents completed the survey on a tablet (12.2%) and on a mobile device (10.8%).

Figure 10. Mobile, Tablet, or Desktop



#### Mapping the Homepage

Participants were directed to either a mobile, tablet, or desktop version of a screen shot of the Don't Pack a Pest homepage. Participants were asked to click on the area where their eye first went when they looked at the homepage.

According to mobile homepage heat map, the majority of participants clicked on the Don't Pack a Pest Logo within the header (42%) or the Can I Bring It Link Bar (45%).

According to tablet homepage heat map, 65% of respondents clicked on the Can I Bring It (Logo with Banana) while 26% of respondents clicked on the Don't Pack a Pest (Header Logo).

According to the desktop homepage heat map, more than half of the respondents clicked on the Can I Bring It Logo (59%). Respondents indicated other large areas of interest to include the Don't Pack a Pest Logo in Header (20%) as well as the Why You Should Be Concerned area (14%).

**Table 3. Homepage Screen Shot: Clicks per Location**

Region	Mobile		Tablet		Desktop	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Don't Pack a Pest Logo (Header)	22	42	16	26	79	20
Can I Bring It	24	45	40	65	230	59
Why You Should Be Concerned	n/a	n/a	6	10	53	14
Other	7	13	n/a	n/a	30	8
Total	53	100	62	100	392	100

**Figure 11. Mobile Homepage Screenshot Heat Map**

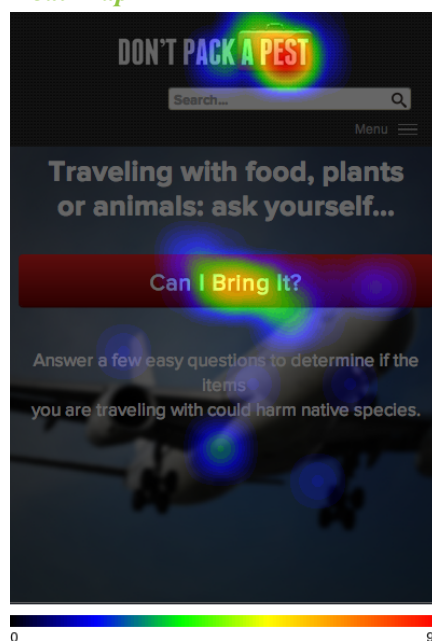
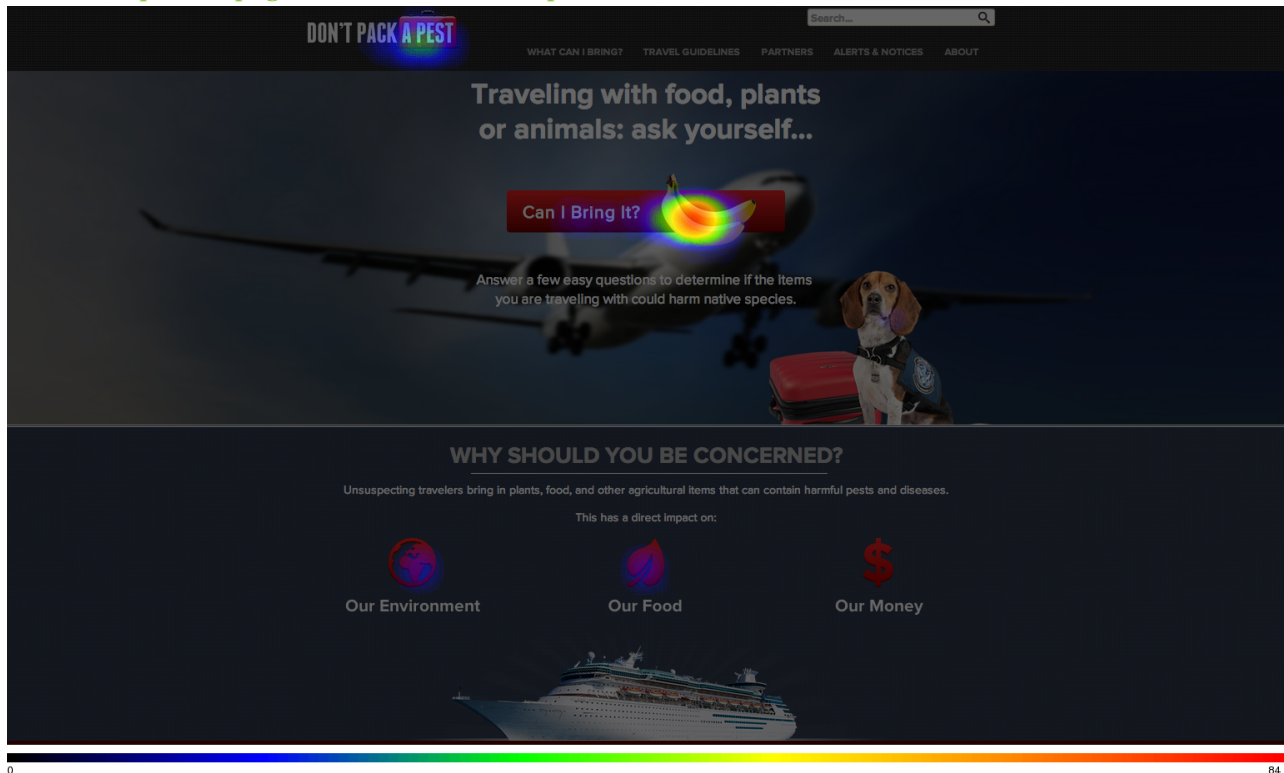




Figure 12. Tablet Homepage Screenshot Heat Map



Figure 13. Desktop Homepage Screenshot Heat Map



### Homepage Screen Shot Timing

Throughout the survey, the length of time it took a respondent to make their first click, second click, and page submit was recorded in seconds.

In the mobile version, respondents took an average of 22.95 seconds to submit the page. The first click had a mean of 13.49 seconds and the second click took an average of 18.69 seconds. Additionally, the mean amount of clicks respondents made on this page was 2.29.

In the tablet version, respondents took an average of 27.09 seconds to submit the page. The first click had a mean of 14.59 seconds and the second click took an average of 20.41 seconds. Additionally, the mean amount of clicks respondents made on this page was 1.79.

In the desktop version, respondents took an average of 28.76 seconds to submit the page. The first click had a mean of 17.84 seconds and the second click took an average of 21.44 seconds. Additionally, the mean amount of clicks respondents made on this page was 1.68.

**Table 4. Homepage Screen Shot: Timing of Clicks in Seconds**

	<i>Minimum</i>	<i>Maximum</i>	<i>M</i>	<i>SD</i>
<b>Mobile</b>				
First Click	.00	125.23	13.49	19.20
Second Click	.00	129.69	18.69	20.63
Page Submit	3.36	132.64	22.95	20.94
Click Count	.00	6.00	2.29	1.55
<b>Tablet</b>				
First Click	.07	114.72	14.59	17.62
Second Click	1.72	121.13	20.41	20.63
Page Submit	4.06	140.70	27.09	21.56
Click Count	1.00	7.00	1.79	1.25
<b>Desktop</b>				
First Click	.00	1637.67	17.84	87.68
Second Click	.00	1637.67	21.44	87.95
Page Submit	1.21	1640.30	28.76	87.97
Click Count	.00	11.00	1.68	1.43

### Mapping for Information

Participants were directed to either a mobile, tablet, or desktop version of a screen shot of the Don't Pack a Pest homepage. Participants were asked to click on the area where they were most likely to go for more information.

According to mobile information heat map, the majority of the respondents clicked on the Can I Bring It Link (33%), the dropdown menu (22%) followed by the Can I Bring It link at the bottom of the page (27%).

According to the tablet information heat map, the majority of the respondents clicked on the Can I Bring It (Banana Logo) (45%), the Can I Bring It (Bottom Logo) (18%) followed by the Why You Should Be Concerned area (11%).

According to the desktop information heat map, forty-three percent of respondents indicated Can I Bring It as where they would go to find information. Respondents also indicated the Can I Bring It (Bottom Logos) (13%), Why You Should Be Concerned (12%) and Meet Linus (9%) as places they would go to look for information.

**Table 5. Information Screen Shot: Clicks per Location**

Region	Mobile		Tablet		Desktop	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Header	n/a	n/a	4	6	3	1
Drop Down Menu	12	22	n/a	n/a	n/a	n/a
Can I Bring It	18	33	28	45	169	43
Plane Area	4	7	n/a	n/a	n/a	n/a
Ask Yourself	1	2	n/a	n/a	n/a	n/a
Why You Should be Concerned	3	5	7	11	46	12
Meet Linus	1	2	6	10	39	10
Know Before You Go	1	2	4	6	8	2
Can I Bring It (Bottom Logo)	15	27	11	18	50	9
Total	55	100	62	100	392	100

**Information Screen Shot Timing**

Throughout the survey, the length of time it took a respondent to make their first click, second click, and page submit was recorded in time seconds.

In the mobile version, respondents took an average of 28.16 seconds to submit the page. The first click had a mean of 18.86 seconds and the second click took an average of 24.02 seconds. Additionally, the mean amount of clicks respondents made on this page was 2.18.

In the tablet version, Respondents took an average of 29.85 seconds to submit the page. The first click had a mean of 16.76 seconds and the second click took an average of 29.85 seconds. Additionally, the mean amount of clicks respondents made on this page was 1.50.

In the desktop version, respondents took an average of 35.50 seconds to submit the page. The first click had a mean of 16.78 seconds and the second click took an average of 25.81 seconds. Additionally, the mean amount of clicks respondents made on this page was 1.87.

**Table 6. Information Screen Shot: Clicks per Location**

	<i>Minimum</i>	<i>Maximum</i>	<i>M</i>	<i>SD</i>
<b>Mobile</b>				
First Click	1.82	113.54	18.86	16.89
Second Click	1.93	113.54	24.02	20.69
Page Submit	5.99	118.34	28.16	21.15
Click Count	1.00	7.00	2.18	1.53
<b>Tablet</b>				
First Click	1.41	131.69	16.76	18.05
Second Click	2.50	131.69	20.49	20.67
Page Submit	6.28	137.69	29.85	23.31
Click Count	1.00	6.00	1.50	1.10
<b>Desktop</b>				
First Click	.00	676.41	16.78	42.69
Second Click	.00	676.41	25.81	54.39
Page Submit	4.15	678.81	35.50	54.53
Click Count	.00	28.00	1.87	2.47

Figure 14. Mobile Information Screenshot Heat Map (Left) and Figure 15. Tablet Information Screenshot Heat Map (right)

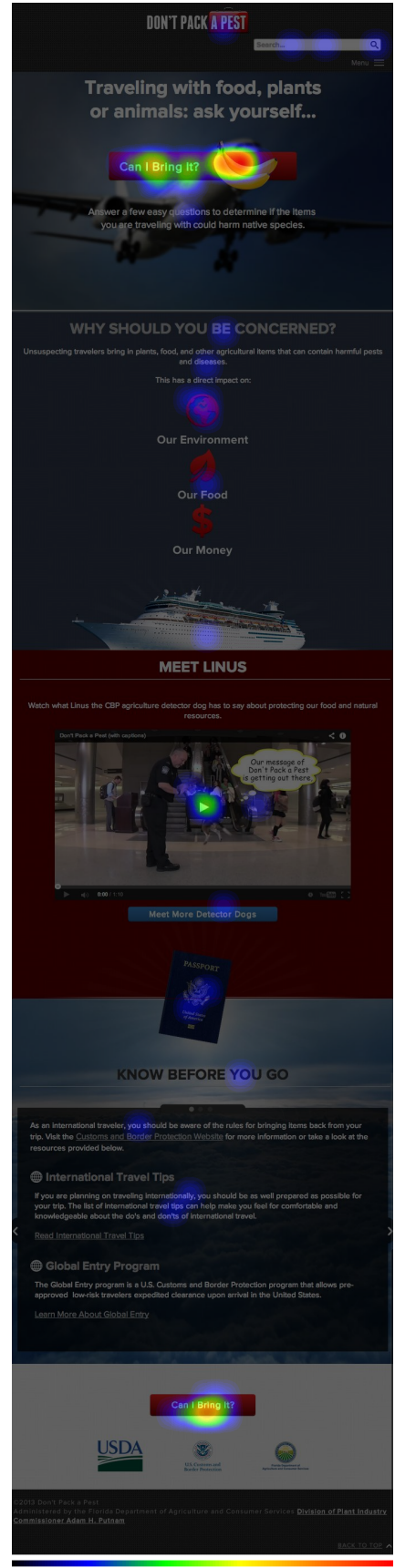
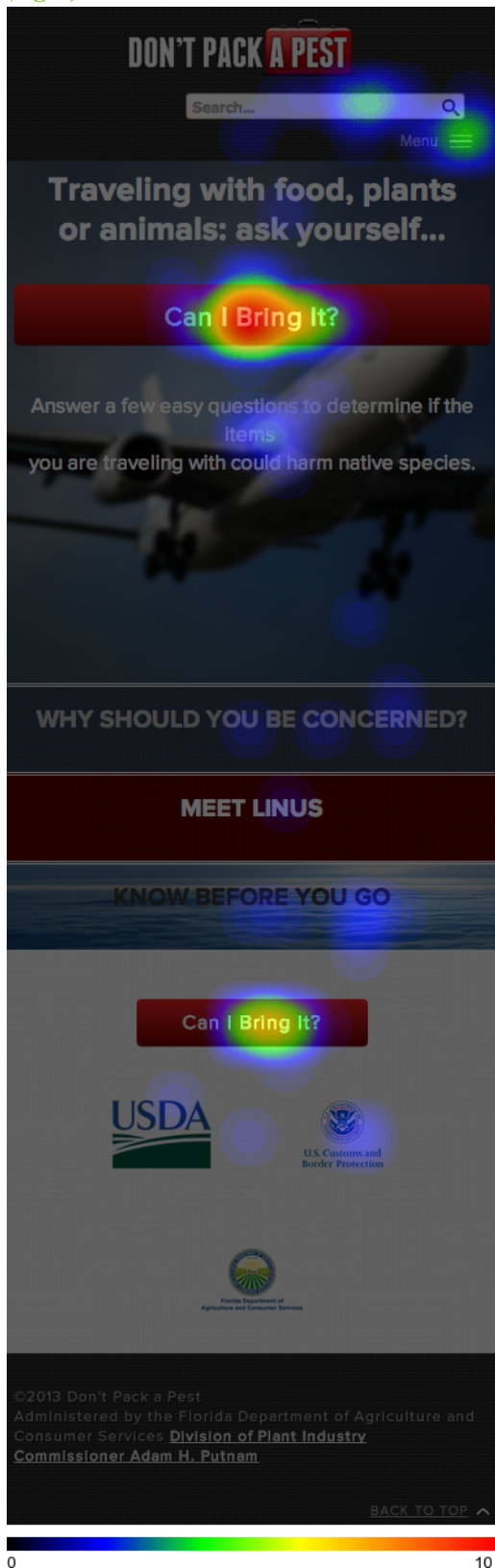


Figure 16. Desktop Information Screenshot Heat Map





## Website Scenarios

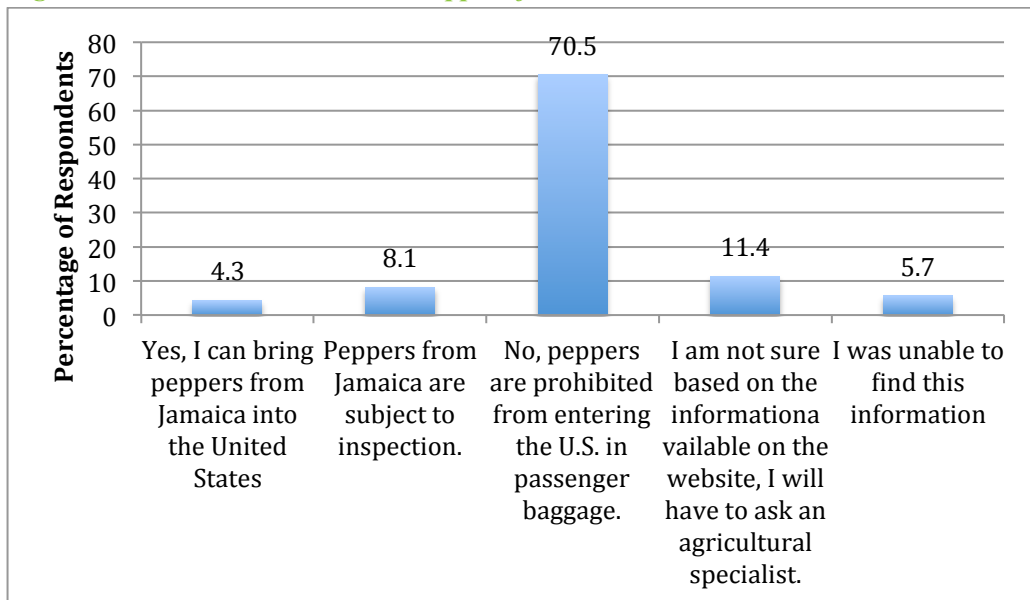
Respondents were asked to take part in three website scenarios (easy, medium, and hard). To complete the scenarios, respondents looked for specific information on the website. After they found the information, respondents were asked questions about their experience.

### Scenario 1: Peppers from Jamaica

#### Scenario Answer

Respondents were asked to use the Don't Pack a Pest Website to find out if they could bring back peppers from Jamaica to the U.S. The majority of respondents (70.5%) indicated 'No, Peppers are prohibited from entering the U.S. in passenger baggage.'

Figure 17. Answer to Scenario 1: Peppers from Jamaica



#### Actual Time to Find Answer

The amount of time it took the respondents to submit their answer (page submit) was recorded in seconds. The mean time to submit the page was 128.49 seconds.

Table 7. Scenario 1: Amount of Time to Submit Page

	Minimum	Maximum	M	SD
Page Submit	.76	4730.49	128.49	268.26

#### Location and Amount of Time to Find the Answer

Respondents who were able to find an answer to the first scenario question were then asked to report where they found the information ( $n = 428$ ). Most of the respondents indicated they found the information on the Can I Bring It page (86.4%). Additionally, most of the respondents found the information in very little time (74.1%).

Figure 18. Location of Scenario 1: Peppers from Jamaica

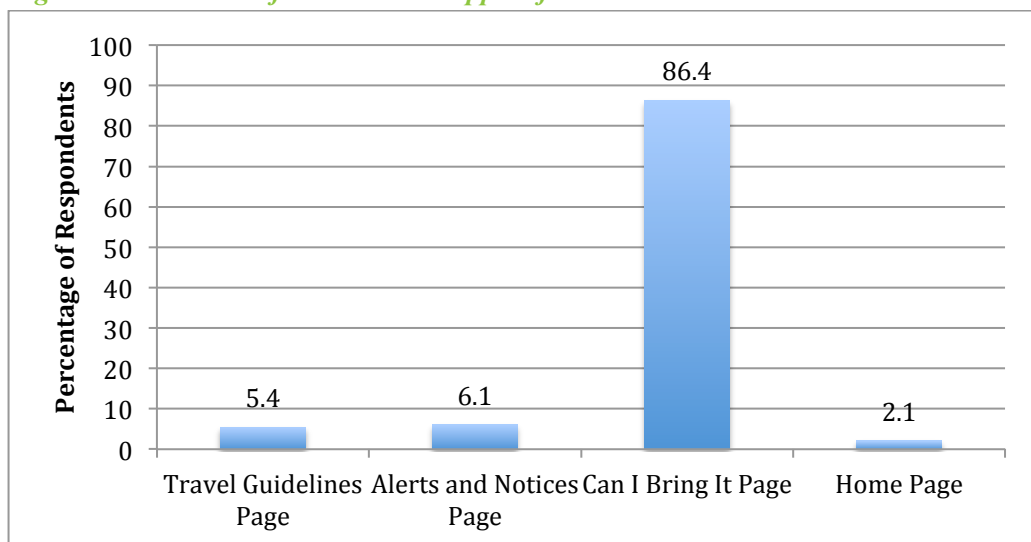
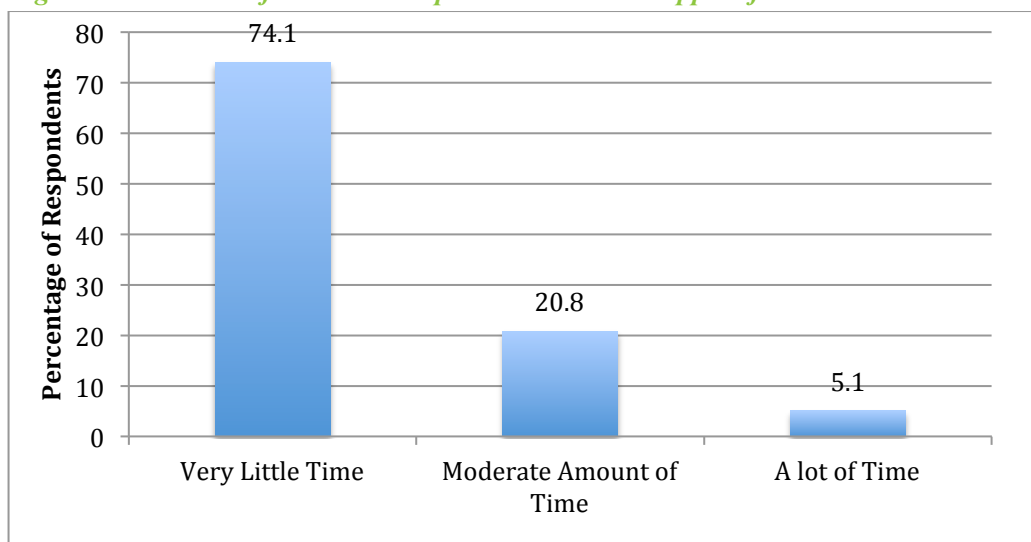


Figure 19. Amount of Time to Complete Scenario 1: Peppers from Jamaica



### Scenario 1 Experience

Respondents were asked to indicate their feelings about their experiences of finding Peppers from Jamaica. The mean attitude of respondents finding the experience easy versus difficult was 1.89 ( $SD = 1.29$ ) indicating most of them found the experience easy. The mean attitude of respondents finding the experience pleasant versus unpleasant was 1.95 ( $SD = 1.08$ ) indicating most of them found the experience pleasant. The mean attitude of respondents finding the experience slow versus fast was 4.02 ( $SD = 1.12$ ) indicating that most of them experienced finding the information they were looking for quickly.

Table 8. Means of Attitudes Toward Finding Peppers from Jamaica

Found using the website to be:	<i>M</i>	<i>SD</i>
Easy: Difficult	1.89	1.29
Pleasant: Unpleasant	1.95	1.08
Slow: Fast	4.02	1.12

Respondents were also asked to indicate how their attitude towards the information they found during the first scenario: Peppers from Jamaica. The mean attitude of respondents towards the information presented on the website between simple to complex was 1.91 ( $SD = 1.24$ ) indicating that most respondents believed the information they found was simple. The mean attitude of respondents towards the information being not complete versus complete was 4.00 ( $SD = 1.25$ ) indicating most respondents thought the information was complete. The mean attitude of respondents towards the information being hard versus easy to understand was 4.18 ( $SD = 1.13$ ) indicating most respondents felt the information was easy to understand.

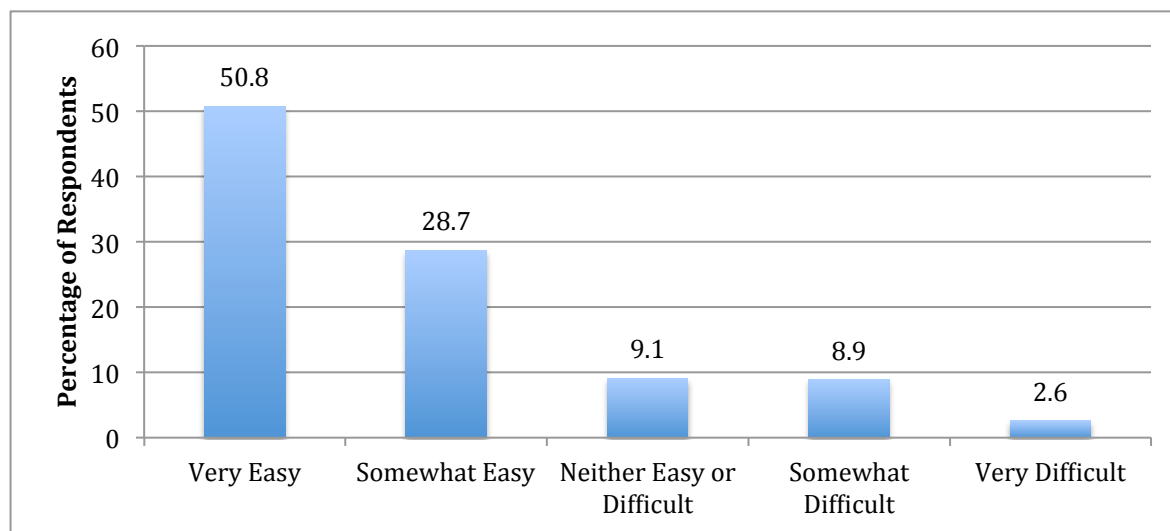
**Table 9. Means of Attitudes Toward Information about Peppers from Jamaica**

Found the information presented on the website to be:	<i>M</i>	<i>SD</i>
Simple: Complex	1.91	1.24
Not Complete: Complete	4.00	1.25
Hard to understand: Easy to understand	4.18	1.13

### **Ease to Find Information**

Respondents were asked to indicate how easy or difficult it was to locate the information to answer the first scenario question. The majority of respondents reported the information was very easy (50.8%) and somewhat easy (28.7%). However, some respondents (2.6%) reported it was very difficult. Respondents who indicated the information was difficult to find reported they did not know which icon to choose, they found the information to be unclear, and it was not on the first page.

**Figure 20. Ease Finding the Information**



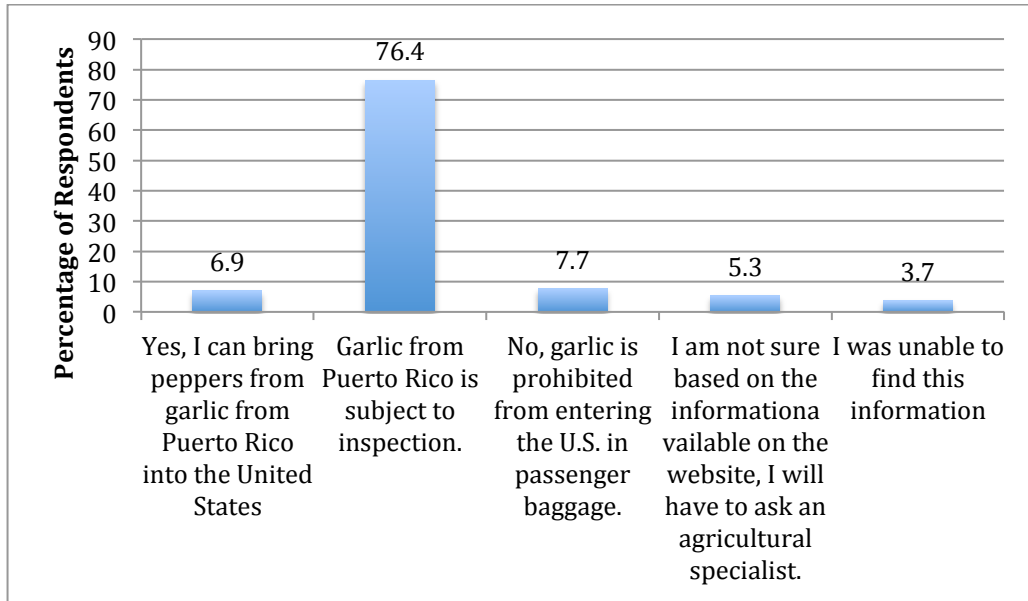
### **Scenario 2: Garlic from Puerto Rico**

#### **Scenario Answer**

Respondents were asked to use the Don't Pack a Pest Website to find out if they could bring back garlic from Puerto Rico to the U.S. The majority of respondents (76.4%) indicated 'Garlic from Puerto Rico is subject to inspection.'



Figure 21. Answer to Scenario 2: Garlic from Puerto Rico



**Actual Time to Find Answer**

The amount of time it took the respondents to submit their answer (page submit) was recorded in seconds. The mean time to submit the page was 93.89 seconds.

Table 10. Scenario 2: Amount of Time to Submit Page

	Minimum	Maximum	M	SD
Page Submit	1.52	8629.27	93.85	519.54

**Location and Amount of Time to Find the Answer**

Respondents who were able to find an answer to the first scenario question were then asked to report where they found the information (n = 465). Most of the respondents indicated they found the information on the Can I Bring It page (90.3%). Additionally, most of the respondents found the information in very little time (86.0%).

Figure 22. Location of Scenario 2: Garlic from Puerto Rico

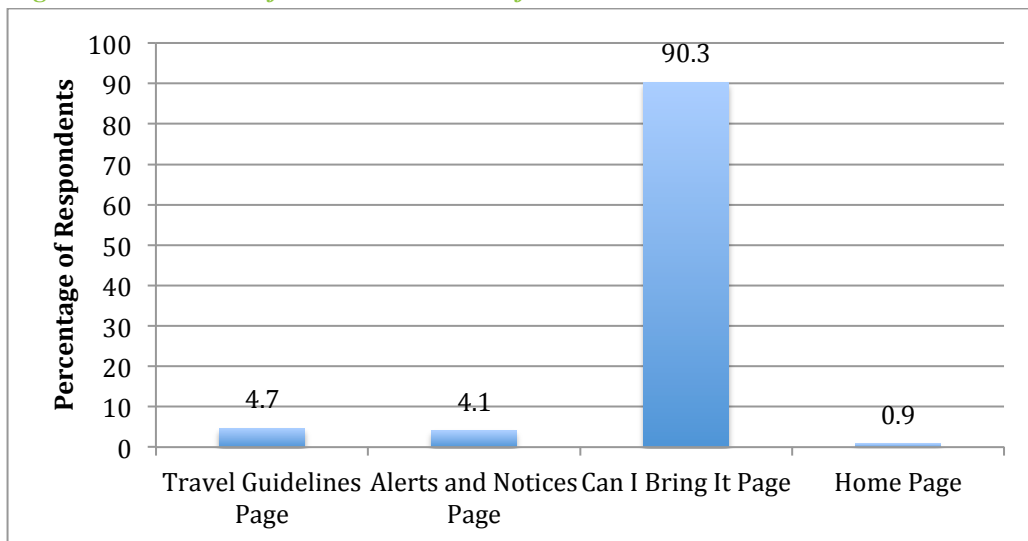
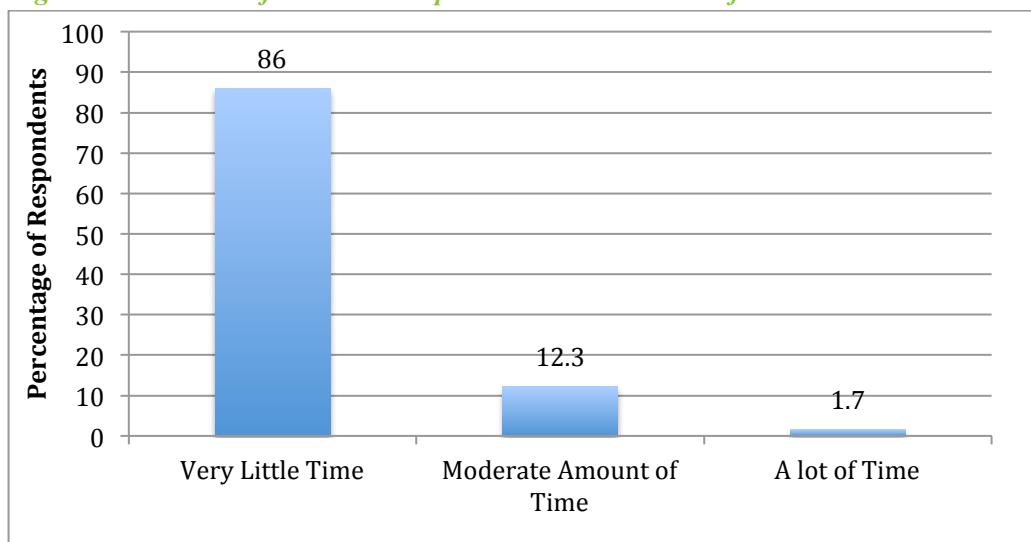


Figure 23. Amount of Time to Complete Scenario 2: Garlic from Puerto Rico



### Scenario 2 Experience

Respondents were asked to indicate their feelings about their experiences of finding Garlic from Puerto Rico. Respondents were asked to indicate their feelings about their experiences of finding Garlic from Puerto Rico. The mean attitude of respondents finding the experience easy versus difficult was 1.53 ( $SD = 1.05$ ) indicating most of them found the experience easy. The mean attitude of respondents finding the experience pleasant versus unpleasant was 1.74 ( $SD = 1.04$ ) indicating most of them found the experience pleasant. The mean attitude of respondents finding the experience slow versus fast was 4.34 ( $SD = 1.02$ ) indicating most of them found the information quick to find.

Table 11. Means of Attitudes Toward Finding Garlic from Puerto Rico

Found using the website to be:	<i>M</i>	<i>SD</i>
Easy: Difficult	1.53	1.05
Pleasant: Unpleasant	1.74	1.04
Fast: Slow	4.34	1.02

Respondents were also asked to indicate how they perceived the information they experienced during the second scenario: Garlic from Puerto Rico. The mean attitude of respondents towards the information presented on the website being simple versus complex was 1.59 ( $SD = 1.09$ ) indicating most respondents believed the information was simple. The mean attitude of respondents towards the information being not complete versus complete was 4.34 ( $SD = 1.07$ ) indicating most respondents thought the information was complete. The mean attitude of respondents towards the information was hard versus easy to understand was 4.38 ( $SD = 1.03$ ) indicating most respondents felt the information was easy to understand.

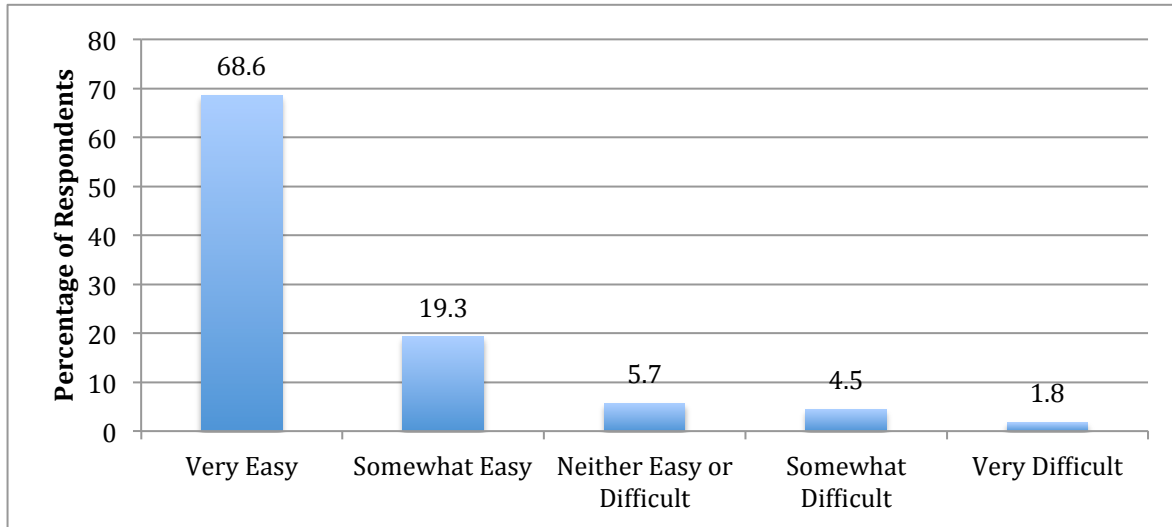
Table 12. Means of Attitudes Toward Information about Garlic from Puerto Rico

Found the information presented on the website to be:	<i>M</i>	<i>SD</i>
Simple: Complex	1.59	1.09
Not Complete: Complete	4.34	1.07
Hard to understand: Easy to understand	4.38	1.03

**Ease to Find Information**

Respondents were asked to indicate how easy or difficult it was to locate the information to answer the second scenario question. The majority of respondents reported the information was very easy (68.6%) and somewhat easy (19.3%). However, some respondents (1.8%) reported it was very difficult. Respondents who indicated the information was difficult to find reported that no information was mentioned specifically and that there was too much information.

**Figure 24. Ease Finding the Information**

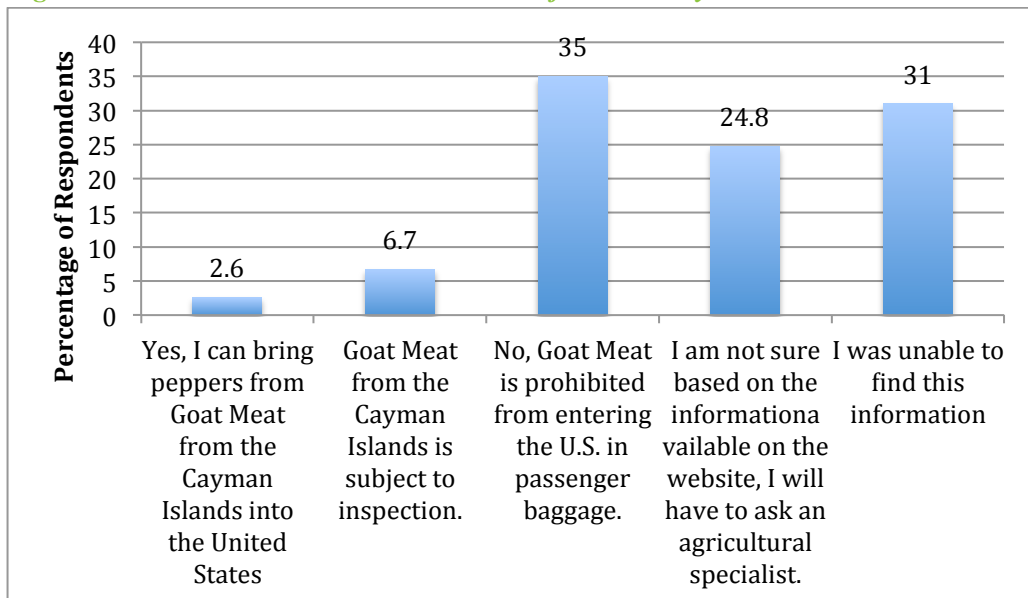


**Scenario 3: Goat Meat from the Cayman Islands**

**Scenario Answer**

Respondents were asked to use the Don't Pack a Pest Website to find out if they could bring back Goat Meat from the Cayman Islands to the U.S. Approximately one-third of respondents (35.0%) indicated 'No, Goat meat from the Cayman Islands is prohibited from entering the U.S. in passenger baggage.'

**Figure 25. Answer to Scenario 3: Goat Meat from the Cayman Islands**



**Actual Time to Find Answer**

The amount of time it took the respondents to submit their answer (page submit) was recorded in seconds. The mean time to submit the page was 90.01 seconds.

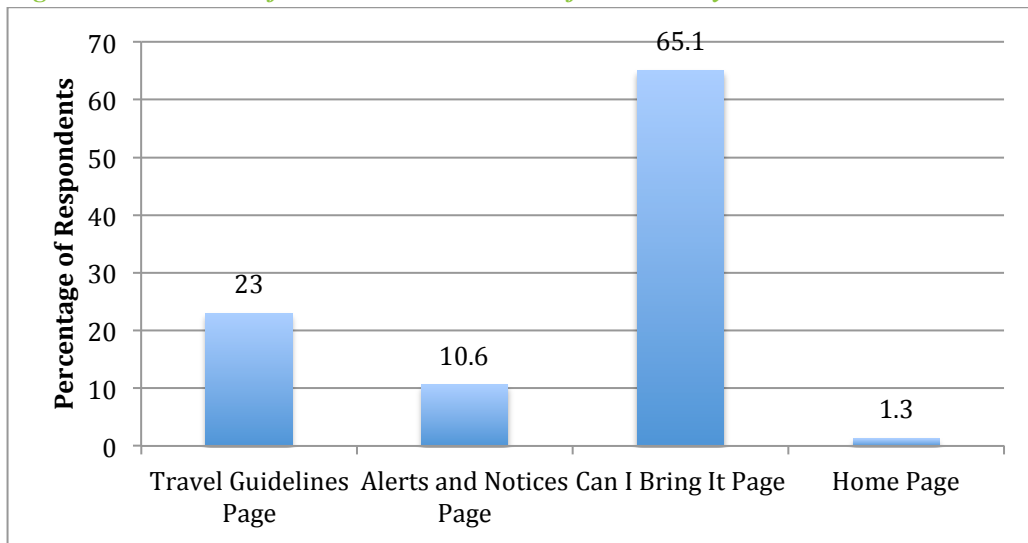
**Table 13. Scenario 3: Amount of Time to Submit Page**

	<i>Minimum</i>	<i>Maximum</i>	<i>M</i>	<i>SD</i>
Page Submit	1.79	2913.29	90.01	146.03

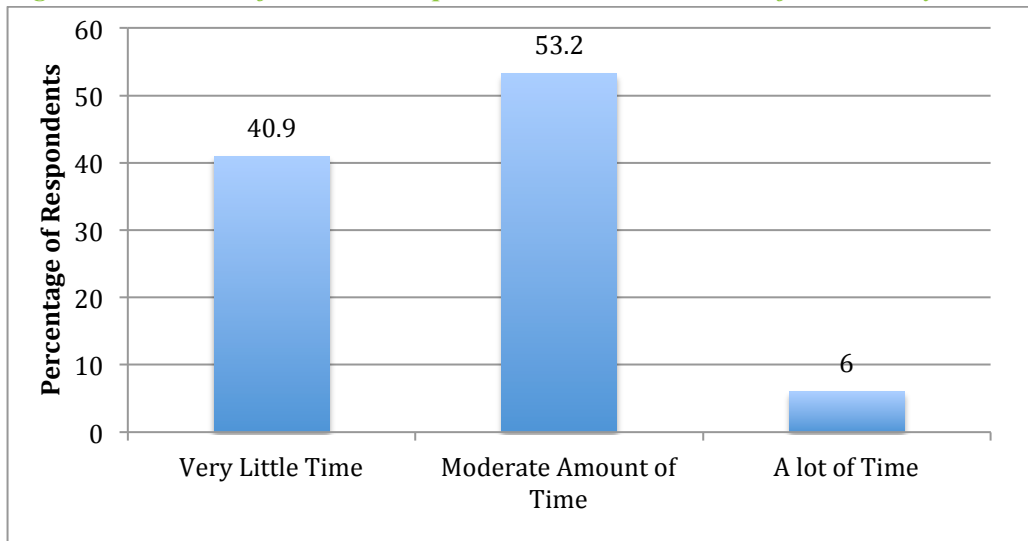
**Location and Amount of Time to Find the Answer**

Respondents who were able to find an answer to the first scenario question were then asked to report where they found the information ( $n = 235$ ). Most of the respondents indicated they found the information on the Can I Bring It page (65.1%). Additionally, most of the respondents found the information in a moderate amount of time (53.2%).

**Figure 26. Location of Scenario 3: Goat Meat from the Cayman Islands**



**Figure 27. Amount of Time to Complete Scenario 3: Goat Meat from the Cayman Islands**



### Scenario 3 Experience

Respondents were asked to indicate their feelings about their experiences of finding Goat Meat from the Cayman Islands. The mean attitude of respondents finding the experience of finding information easy versus difficult was 2.59 ( $SD = 1.42$ ) indicating most respondents found the experience easy. The attitude of respondents finding the experience pleasant versus unpleasant was 2.50 ( $SD = 1.28$ ) indicating most respondents found the experience pleasant. The mean attitude of respondents finding the experience slow versus fast was 3.60 ( $SD = 1.19$ ) indicating that most of them found the information quickly.

**Table 14. Means of Attitudes Toward Finding Goat Meat from the Cayman Islands**

	<i>M</i>	<i>SD</i>
Easy: Difficult	2.59	1.42
Pleasant: Unpleasant	2.50	1.28
Fast: Slow	3.60	1.19

Respondents were also asked to indicate how they perceived the information they experienced during the third scenario: The mean attitude of respondents towards the information presented on the website being simple or complex was 2.58 ( $SD = 1.38$ ) indicating most of the respondents believed the information was simple. The mean attitude of respondents towards the information being not complete versus complete was 3.05 ( $SD = 1.07$ ) indicating most respondents thought the information was complete. The mean attitude of respondents towards the information being hard versus easy to understand was 3.50 ( $SD = 1.03$ ) indicating most respondents felt the information was easy to understand.

**Table 15. Means of Attitudes Toward Information about Goat Meat from the Cayman Islands**

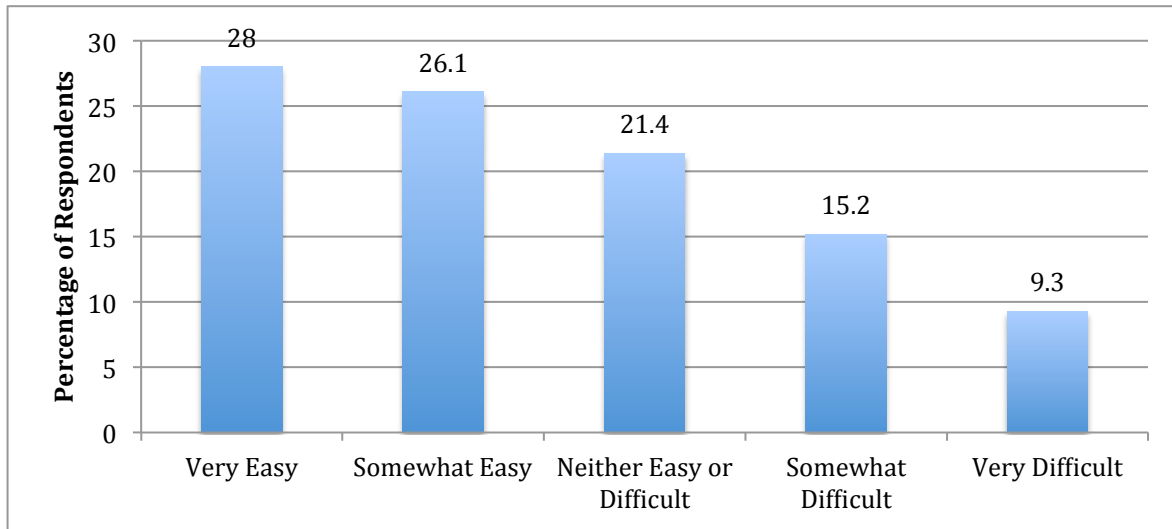
	<i>M</i>	<i>SD</i>
Simple: Complex	2.58	1.38
Not Complete: Complete	3.05	1.46
Hard to understand: Easy to understand	3.50	1.27

### Ease to Find Information

Respondents were asked to indicate how easy or difficult it was to locate the information to answer the third scenario question. The majority of respondents reported the information was very easy (28.0%) and somewhat easy (26.1%). However, some respondents (9.3%) reported it was very difficult. Respondents who indicated the information was difficult to find reported the search bar would not recognize a meat product, or that they could not find or locate the information. The following quotes represented the themes from this question:

- A respondent who attempted to find the information in multiple places said, "I tried both "what can I bring" buttons, and they both were specific to vegetables and fruit. I also tried the menu button on the top right corner of the page, but those options didn't help get the information either. I was unable to find it by scrolling [u]p and down the page either."
- A respondent tried to find the information in a different location who said, "Never did find the information as it said it was not a fruit or vegetable so I went to animal products and got no useful information there."
- A respondent who used key words from the survey stated that he/she was unable to find the information, "Unable to find info using keywords provided by survey."

Figure 28. Ease Finding the Information



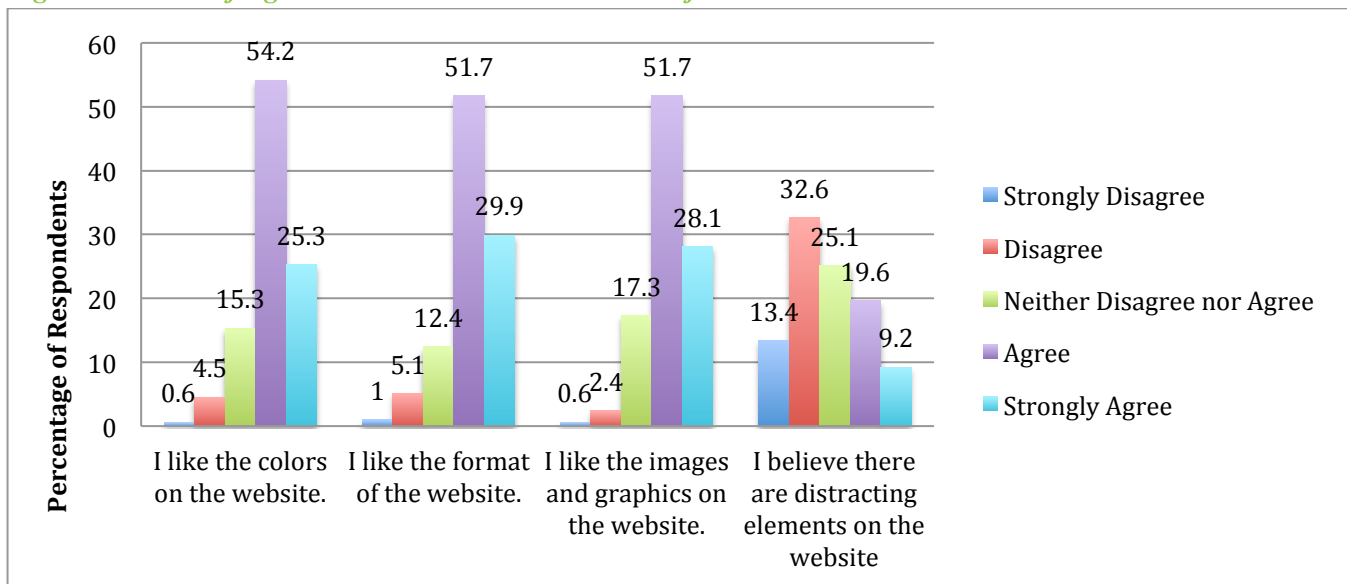
### Perceptions of the Don't Pack a Pest Website

After interacting with the website in the Heat Map and Scenario questions, respondents were asked about their general perceptions of the website.

#### General Look and Feel of the Don't Pack a Pest Website

Respondents were asked to indicate their level of agreement with statements about the general look and feel of the website. Approximately half of the respondents strongly agreed or agreed that they liked the colors on the website (79.5%), the format of the website (81.6%), and the images and graphics on the website (79.8%). Forty-six percent of respondents indicated that they strongly disagreed or disagreed with the statement 'I believe there are distracting elements on the website.'

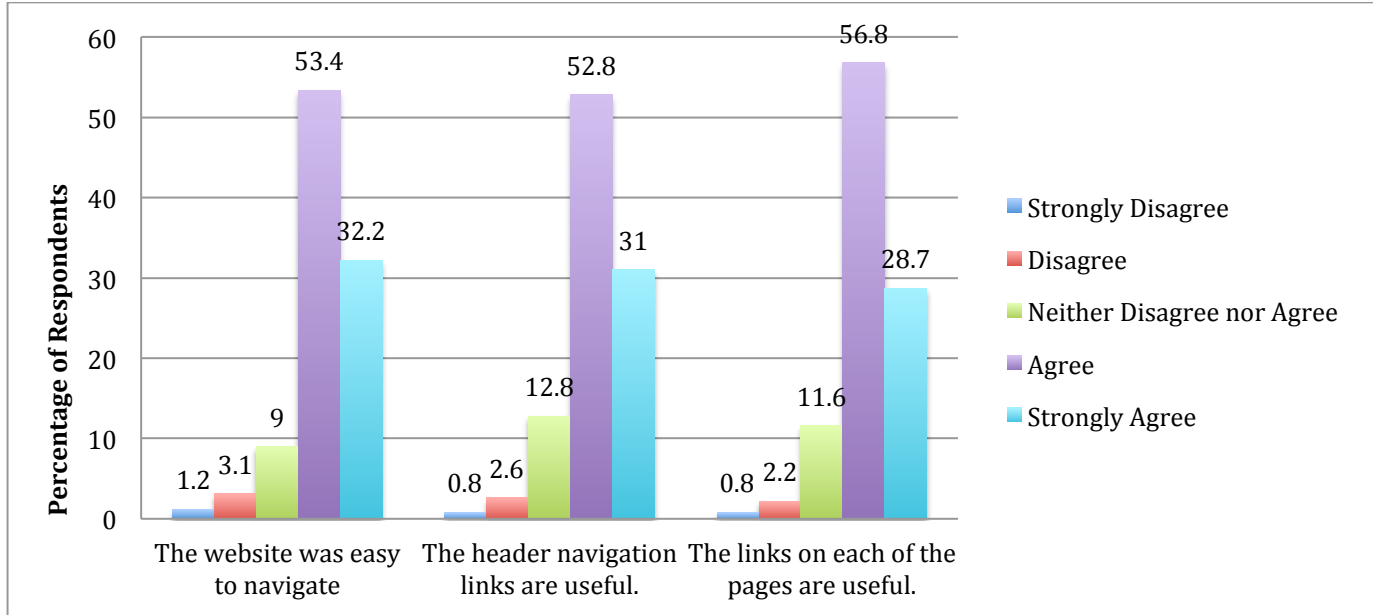
Figure 29. Level of Agreement with the Look and Feel of the Website



**Navigation Experience**

Respondents were asked to indicate their level of agreement with statements about the navigation on the website. The majority of respondents strongly agreed or agreed they thought the website was easy to navigate (86.6%), the header navigation links are useful (83.8%), and the links on each of the pages were useful (85.5%).

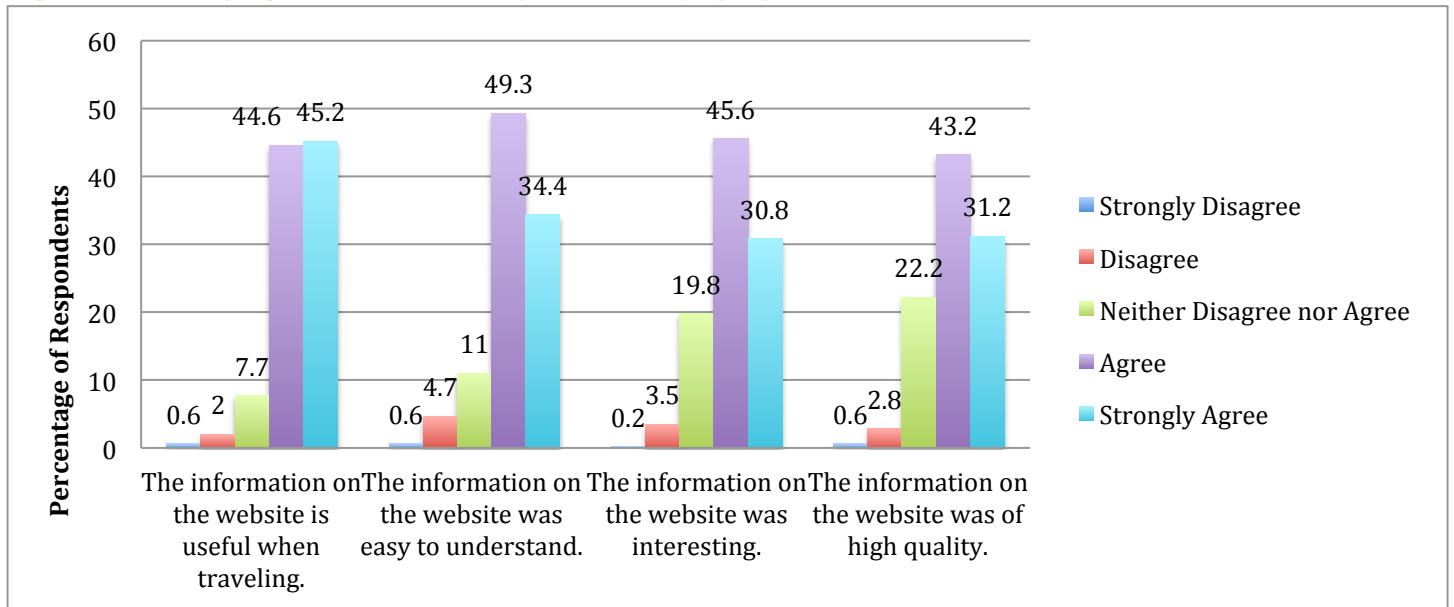
*Figure 30. Level of Agreement with Navigation Experience*



**Information on Website**

Respondents were asked to indicate their level of agreement with statements about the quality and quantity of information on the website. The majority of respondents strongly agreed or agreed they thought the information on the website was useful when traveling (89.8%), the information on the website was easy to understand (83.7%), the information on the website was interesting (76.4%), and the information on the website was of high quality (74.4%).

*Figure 31. Level of Agreement with Quality and Quantity of Information*



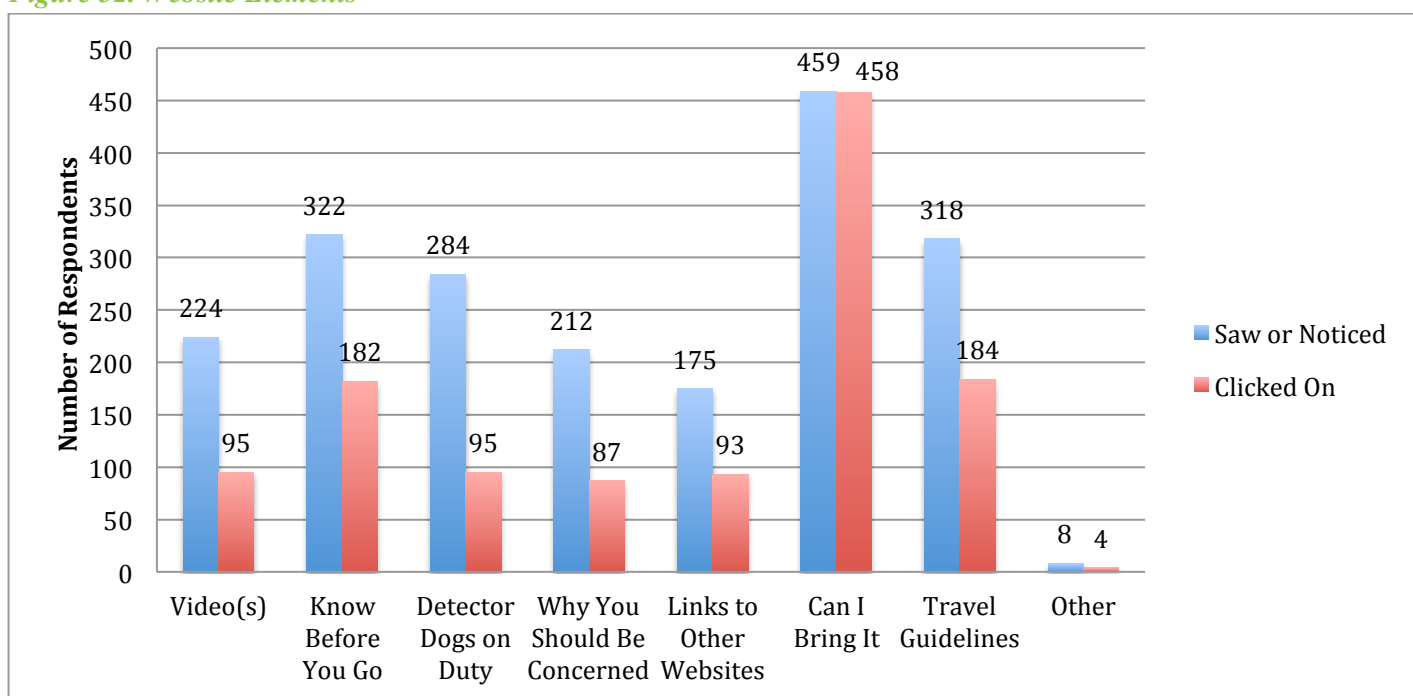
### Website Elements

Respondents were asked if they saw or noticed video(s), Know Before You Go information, travel guidelines, Detector Dogs on Duty, links to other websites, Can I Bring It, Why You Should Be Concerned, or other on the website. The majority of respondents indicated they saw or noticed the Can I Bring It link ( $n = 459$ , 90.2%) while only 175 respondents noticed links to other websites (34.4%). Respondents also reported that they saw or noticed that they saw or noticed the following website elements:

- A respondent indicated that they saw or noticed the “Cruise ship, passport.”
- Two respondents reported that they saw or noticed “Meet Linus.”
- A respondent indicated that they saw or noticed “Partners.”

Afterwards, respondents were asked if they clicked on the same website elements. The majority of respondents ( $n = 458$ , 90%) reported that they clicked on the Can I Bring It. Respondents also reported that they clicked on the search bar.

Figure 32. Website Elements



### Branding of Don't Pack a Pest

Respondents were asked questions to determine if the Don't Pack a Pest Website was a continuation of the Don't Pack a Pest Brand.

### Consistency with Promotional Materials

Respondents were asked if they had ever seen the following images before. More than half of the respondents indicated they had not seen these images before (69%).



Image 1. Video Sign

HELP PROTECT OUR FOOD SUPPLY AND NATURAL RESOURCES

Unsuspecting travelers bring in plants, animals, animal products, food and other agricultural items that can contain harmful pests and diseases.

**When you travel...  
Don't pack a pest  
Declare agricultural items**

Ministry of Agriculture and Fisheries  
JAMAICA

USDA  
U.S. Department of Agriculture

U.S. Customs and Border Protection

[www.dontpackapest.com](http://www.dontpackapest.com)

The graphic features a central image of a beagle dog sitting next to a red suitcase. Surrounding the dog are several circular icons with red borders and diagonal lines, indicating prohibited items: a lemon, a plant, a bird, a pig, a cow, a parrot, and a red fruit. Logos for the Ministry of Agriculture and Fisheries of Jamaica, the USDA, and U.S. Customs and Border Protection are displayed at the bottom left. A QR code is located at the bottom right.

Image 2. Airport Sign

HELP PROTECT THE FOOD SUPPLY AND NATURAL BEAUTY OF THE CARIBBEAN  
AYUDENOS A PROTEGER NUESTROS RECURSOS AGRICOLAS Y LA BELLEZA NATURAL DEL CARIBE

When you travel...  
Cuando usted viaja...

**Declare agricultural items  
Declare los productos agrícolas**

Don't pack a pest  
No empaque plagas

USDA  
U.S. Department of Agriculture

U.S. Customs and Border Protection

[www.dontpackapest.com](http://www.dontpackapest.com)

The graphic features a central image of a beagle dog sitting next to a red suitcase on a sandy beach with a palm tree and ocean in the background. Surrounding the dog are several circular icons with red borders and diagonal lines, indicating prohibited items: a lemon, a plant, a bird, a pig, a cow, a parrot, and a red fruit. Logos for the USDA, U.S. Customs and Border Protection, and the Ministry of Agriculture and Fisheries of Jamaica are displayed at the bottom left. A QR code is located at the bottom left.

Image 3. Promotional Flyer

HELP PROTECT OUR FOOD SUPPLY AND NATURAL RESOURCES

When you travel...  
Don't pack a pest  
Declare agricultural items

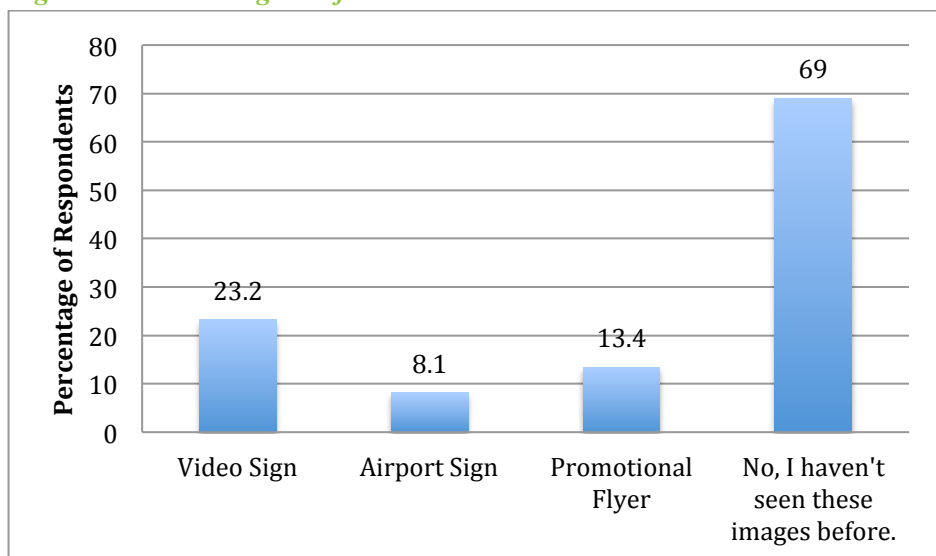
USDA  
U.S. Department of Agriculture

U.S. Customs and Border Protection

[www.dontpackapest.com](http://www.dontpackapest.com)

The graphic features a central image of a beagle dog sitting next to a red suitcase on a sandy beach with a palm tree and ocean in the background. Surrounding the dog are several circular icons with red borders and diagonal lines, indicating prohibited items: a lemon, a plant, a bird, a pig, a cow, a parrot, and a red fruit. Logos for the USDA, U.S. Customs and Border Protection, and the Ministry of Agriculture and Fisheries of Jamaica are displayed at the bottom left. A QR code is located at the bottom left.

Figure 33. Seen Images Before



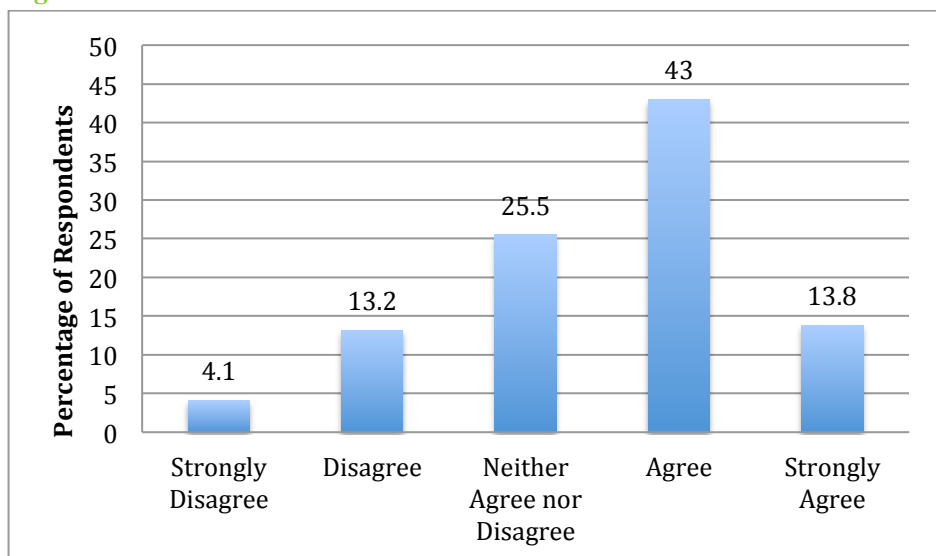
The respondents were asked at which location they had seen the images before. The majority (72.5%) reported they had not seen the images before. The highest response was Miami, Florida – Miami International Airport with 16 responses (3.1%).

Table 16. Location of Promotional Materials

Location	<i>f</i>	%
I did not see these images in these locations	369	72.5
Miami, Florida – Miami International Airport	16	3.1
Miami, Florida – Port of Miami	13	2.6
Fort Lauderdale, Florida – Port Everglade Cruise Port	12	2.4
Orlando, Florida – Orlando International Airport	8	1.6
Grand Cayman, Cayman Islands – Cruise Port	7	1.4
Jamaica – Ministry of Agriculture	6	1.2
Montego Bay, Jamaica – Sangster International Airport	6	1.2
Fort Lauderdale, Florida – Fort Lauderdale Executive Airport	5	1.0
San Juan, Puerto Rico – Port of San Juan	5	1.0
St. Thomas, USVI – Cyril E. King Airport	4	0.8
Falmouth, Jamaica – Falmouth Cruise Port	3	0.6
Kingston, Jamaica – Norman Manley International Airport	2	0.4
San Juan, Puerto Rico – Private Airport	2	0.4
Santo Domingo, Dominican Republic – Las Americas International Airport	2	0.4
St. Thomas, USVI – St. Thomas Sea Port	2	0.4
Fort Lauderdale, Sheltair	1	0.2
Los Angeles, California – Log Angeles International Airport	1	0.2
Puerto Plata, Dominican Republic – Gregorio Luperon International Airport	1	0.2
Grand Cayman, Cayman Islands – Owen Robert International Airport	0	0.0
Sanford, Florida – Orlando Sanford International Airport	0	0.0
Santo Domingo, Dominican Republic – Port of Santo Domingo	0	0.0
St. Croix, USVI, Henry E. Rohlsen Airport	0	0.0
San Francisco, California – San Francisco International Airport	0	0.0
St. John, USVI – St. John Ferry Port	0	0.0

Respondents were asked to indicate their level of agreement that the website had a similar look and feel to the promotional materials. Of the respondents, 57.2% reported that they strongly agreed or agreed the website had a similar look and feel to the promotional materials.

**Figure 34. Website Consistent with Promotional Materials**



### Open Ended Recommendations

The last question of the survey asked respondents if there was any information about declaring agricultural items that was not on the website that would be helpful when traveling. Respondents were asked to describe what information would be helpful. The following themes emerged from this question:

- Many respondents indicated that no other information should be included on the website.
  - One respondent concisely said, “appears adequate.”
  - One respondent found the website useful, “I did not know this website existed. I will definitely use it next time I travel out of the U.S.”
- Respondents suggested creating a list of items in addition to the searchable database.
  - One respondent suggested, “A list of ‘okay’s’ would make things easier instead of listing only the ‘what not’s.’”
  - A respondent suggested making a clearer list available to travelers, “Exactly what you can and can’t bring (you can’t take whole garlic, but peeled is okay).”
  - A respondent suggested creating a piece of paper a traveler can take with them. This respondent said, a “downloadable list.”
  - Another respondent suggested the links to other sites should give information, “I clicked on a link to a list of prohibited items and was taken to the CBP website where I could find no list. I could not find any information on bringing back spices from Grenada and other spice islands. Spices including such stuff as crushed dried red peppers, nutmeg, etc. are frequently for sale at POE shops. I could not seem to locate information that would indicate whether they were permitted or prohibited.”
- Respondents suggested making the information simpler. The main suggestion was making the results found on the Can I Bring It page more definitive.
  - A respondent who was confused on the wording said, “A more definitive yes or no if things are allowed versus will be inspected.”

- A respondent suggested making it more clear, “I think the list is too complicated and vague. Just put it out there plain and simple, this is allowed, this is not. It is too confusing the way it is now.”
- A respondent wanted a more straightforward answer, “On the first example, peppers, there was an attempt to provide a reason for the answer, such as import quotas. All that is really needed is a yes or no type of answer. Peppers from Jamaica cannot be brought back to the U.S. It doesn't matter why, all this does is confuse the issue.”
- Respondents suggested providing more information on non-produce foods.
  - Many respondents suggested a more complete database of meat and animal products.
    - One respondent said, “A better understanding on meats coming into the United States.”
    - A respondent said, “The goat meat was not in their database because it is not a type of fruit or vegetable, but it makes me wonder if it is truly permissible to bring other kinds of meats into the country.”
    - Another respondent suggested, “Don't only focus on fruit and vegetables. Maybe, expand on all consumable items like meat, baked goods, candy, dairy, etc. Break it up into categories for easier navigation.”
  - Some respondents suggested having a clearer description of products that could be brought back into the U.S. One respondent said, “If they are dry or not.” While another respondent said, “If you can carry the product in a separate container.”
  - Respondents discussed various other products they would like to bring back into the U.S.
    - A respondent asked if “Sealed bags with roots of different plants” were allowed to enter the United States.
    - A respondent asked about a specific product, “Red mango from Trinidad.”
- Respondents suggested providing more general information for travelers.
  - Respondents discussed raising general awareness that travelers should declare agricultural items. One respondent said, “Perhaps you could include the results and consequences when “contraband” is discovered entering the USA? Items confiscated, destroyed, catalogued, etc...”
  - Respondents suggested providing information on how to declare items. A respondent said, “It would be nice to know, if an inspection is needed, where to go.” Another respondent said, “More [information] on what needs to be declared.”
  - Multiple respondents suggested adding information about alcohol and liquids to the list. One respondent said, “wine and alcohol drinks.”
- Respondents seemed unclear as to why a beagle was a brand.
  - One respondent said, “None. I saw the dog in the websites but not declaring agricultural items.”
  - Another respondent said, “Not sure why there is a dog featured on the site. Other than that, it does give good info on what types of items you can take when traveling and I do not think many casual travelers know this. But how one gets this info ahead of a trip is uncertain.”

## Recommendations

### Travel Habits and Preferences

- The majority of the respondents traveled to the Bahamas, Puerto Rico, Jamaica, and the United States Virgin Islands. When placing the Don't Pack a Pest campaign materials in locations, communicators should emphasize placements of Don't Pack a Pest materials in a variety of locations within these countries. Additionally, communicators should make sure promotional materials are at all the seaports in these locations since most of the travelers are visiting via cruise ship.

- The majority of respondents indicated they traveled to the Caribbean by cruise ship rather than by airplane. In order to target this audience more effectively, Don't Pack a Pest personnel should place additional campaign and promotional materials on cruise ships that travel from the United States to the Caribbean. Suggestions include developing handouts to be given to travelers as they check into their rooms, having promotional materials on the cruise ships (including signage/flyers) as travelers come back on board from each stop, and partnering with cruise lines to get a link to the Don't Pack a Pest website made available via their cruise line websites.
- Respondents indicated they understood items needed to be declared. However, results of this study suggested respondents did not know what or how to declare their items. Don't Pack a Pest personnel should focus on developing materials that highlight what to declare and how to declare items when going through customs. Perhaps the most commonly transferred items could be identified and targeted directly to lower the incidence rate of transfer.

### Homepage Screen Shot

- The results of the heat maps indicated respondents were immediately attracted to the Can I Bring It logo as well as the Don't Pack a Pest logo. These results suggested that although the Can I Bring It logo is interesting to respondents, it could stand out more. Don't Pack a Pest personnel should consider making the Can I Bring It logo stand out more so that it is the central focal point of the website on all diverse devices.
- When respondents were asked where they would go to find more information, respondents were not choosing one or two general locations. Instead, the responses were spread out throughout the page. This result reveals the homepage may be too complicated for the audience. Don't Pack a Pest personnel should consider simplifying the website.

### Scenario Questions

- The results from the scenarios indicated the majority of the respondents were able to find peppers and garlic. However, respondents had more difficulty finding information on goat meat.
- Perhaps a downloadable list of acceptable items should be developed and placed on the Can I Bring It page in addition to the search bar.
- Respondents indicated they were somewhat confused about the type of information on the Can I Bring It page. Don't Pack a Pest personnel may want to consider being more definitive in the results found on the page detailing directly whether a product is or is not allowed.
- Respondents suggested adding more information on what is and is not allowed as it relates to meat products, alcohol, sealed, and baked goods.

### Perceptions of the Don't Pack a Pest Website

- Respondents indicated they liked the colors, format, and images on the website. However, some respondents indicated there were distracting elements. The findings suggest that limiting the information on the homepage and moving extra content to a deeper page may simplify the page and make it easier to use. Although the information is important, the amount of information presented on the homepage was found to be distracting to travelers.
- The majority of the respondents indicated the information on the webpage was useful, easy to understand, interesting, and of high quality.

### Branding of Don't Pack a Pest

- The majority of the respondents indicated they had not seen the Don't Pack a Pest promotional materials at airports or seaports. These results suggest there is potential for the Don't Pack a Pest campaign to have a greater presence at these locations.
- The majority of participants reported traveling to the Bahamas, Jamaica, Puerto Rico, and the United States Virgin Islands. Don't Pack a Pest personnel should begin by placing more information at the airports and seaports in these high traffic locations. Promotional materials should be placed in areas where they will be easily seen by travelers.
- In addition, since most travelers are returning to the U.S. on cruise ships and their luggage is transferred by the cruise ship staff, travelers need to be aware of restrictions prior to packing their bags, rather than after they have

left the ship. Again, Don't Pack a Pest personnel may want to work to collaborate with cruise lines to get their materials on board and in the traveler's rooms prior to disembarking, while they are packing their luggage.

- Approximately half of the respondents indicated they felt the website and the promotional materials had a consistent look and feel. Don't Pack a Pest personnel should use this information to alter their promotional materials. Although the current materials feature the 'Detector Dog Brand,' the materials do not use the same colors or images as the website. These materials may need to be altered to include the same graphics and color scheme.